

YESTORYD - END-TO-END SOLUTION EVALUATION

Journey Analysis & Broken Workflows Identification

CURRENT STATE OVERVIEW

✓ COMPLETED (Working)

Component	Status	Notes
Landing Page	✓ Live	CRO optimized
Assessment Page	✓ Live	AI analysis working
Certificate Email	✓ Live	SendGrid integrated
WhatsApp Share	✓ Live	Full feedback
GA4 Analytics	✓ Live	Event tracking
Parent Dashboard	✓ Built	Basic functionality
Coach Dashboard	✓ Built	Basic functionality
Google Calendar	✓ Built	Session scheduling
Supabase Database	✓ Live	All tables created
RAG Chat System	✓ Built	Vector search ready

● BROKEN/INCOMPLETE

Component	Status	Impact
Payment Flow	✗ Razorpay live broken	Can't collect money
Admin Dashboard	✗ Not built	No oversight
Enrollment → Sessions	⚠ Partial	Manual intervention needed
Communication Workflows	✗ Missing	No automated reminders
Coach Assignment	✗ Manual	No auto-assignment
E-learning Modules	✗ Not built	Service incomplete

USER JOURNEY ANALYSIS

JOURNEY 1: Parent Discovery → Assessment → Results

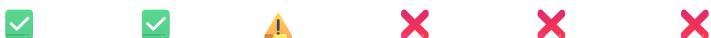
[Landing Page] → [Take Assessment] → [Record Reading] → [View Results] → [Get Certificate]



STATUS:  COMPLETE

JOURNEY 2: Results → Booking → Enrollment

[View Results] → [Click CTA] → [Book Page] → [Select Coach] → [Make Payment] → [Confirmation]



STATUS:  BROKEN

- Book page exists but not connected
- Coach selection not implemented
- Payment flow broken (Razorpay live issue)
- No confirmation workflow

JOURNEY 3: Enrollment → Sessions → Completion

[Payment Success] → [Auto-Schedule 9 Sessions] → [Calendar Invite] → [Session Reminders] → [Session Completion]



STATUS:  BROKEN

- Payment webhook not tested live
- Scheduling logic exists but not triggered
- Calendar invites work but not automated
- No reminder system
- Session completion tracking partial

JOURNEY 4: Coach Daily Operations

[Login] → [View Today's Sessions] → [Prep with AI] → [Join Session] → [Add Notes] → [Parent Update]



STATUS: ● BROKEN

- RAG chat built but needs refinement
- Meet links exist but manual
- Session notes not implemented
- Parent updates not automated

JOURNEY 5: Admin Oversight

[Login] → [View All Enrollments] → [Assign Coaches] → [Monitor Sessions] → [Track Revenue]



STATUS: ● NOT BUILT

🔧 CRITICAL FIXES NEEDED (Priority Order)

PRIORITY 1: PAYMENT FLOW (Revenue Blocking)



Files to Create/Fix:

1. `/app/book/page.tsx` - Booking page with coach selection
2. `/app/checkout/page.tsx` - Razorpay checkout
3. `/api/payment/create/route.ts` - Create Razorpay order
4. `/api/payment/webhook/route.ts` - Handle payment success

5. </api/enrollment/complete/route.ts> - Create enrollment + schedule

PRIORITY 2: COMMUNICATION WORKFLOWS

AUTOMATED COMMUNICATIONS NEEDED:

1. ENROLLMENT CONFIRMATION

- Email: Welcome + 9 session calendar
- WhatsApp: Welcome message + coach intro

2. SESSION REMINDERS (24h before)

- WhatsApp: Tomorrow's session reminder
- Email: Session details + prep tips

3. POST-SESSION UPDATE (Within 2h)

- WhatsApp: Session summary to parent
- Email: Detailed progress report

4. WEEKLY PROGRESS (Every Sunday)

- Email: Weekly progress digest
- WhatsApp: Quick update with next week schedule

5. MILESTONE CELEBRATIONS

- Email: Milestone certificate
- WhatsApp: Celebration message

PRIORITY 3: ADMIN DASHBOARD

ADMIN DASHBOARD REQUIREMENTS:

OVERVIEW TAB:

- Today's sessions (all coaches)
- New enrollments (last 7 days)
- Revenue (this month vs last)
- Pending coach assignments

ENROLLMENTS TAB:

- All enrollments with status
- Filter by coach/status/date
- Assign coach action

COACHES TAB:

- All coaches with stats
 - Active students per coach
 - Sessions completed
 - Earnings
- REVENUE TAB:
- Total revenue
 - Coach payouts due
 - Platform earnings
- SESSIONS TAB:
- All upcoming sessions
 - Past sessions (with notes status)
 - Quality monitoring

✉ COMMUNICATION TEMPLATES

WhatsApp Templates (Twilio)

javascript

// 1. ENROLLMENT WELCOME

const ENROLLMENT_WELCOME = `🌟 Welcome to Yestoryd, {{parent_name}}!`

{{child_name}} is enrolled in our 3-Month Reading Coaching Program!

👨‍🏫 Coach: {{coach_name}}

🕒 Sessions: {{total_sessions}} (6 coaching + 3 parent meetings)

📅 Calendar invites sent to your email

Your first session:

📅 {{first_session_date}}

⌚ {{first_session_time}}

Questions? Reply to this message!

— Team Yestoryd 🎉;

// 2. SESSION REMINDER (24h before)

const SESSION_Reminder = `📝 Reminder: {{child_name}}'s session tomorrow!`

📅 {{session_date}}

⌚ {{session_time}}

👨‍🏫 Coach: {{coach_name}}

🔗 Join: {{meet_link}}

Tips to prepare:

✓ Quiet space ready

✓ Device charged

✓ Practiced yesterday's homework

See you tomorrow! 🌟;

// 3. POST-SESSION SUMMARY

const SESSION_SUMMARY = `⭐ Session Complete!`

{{child_name}} did great today!

📊 Today's Focus: {{session_topic}}

⭐ Engagement: {{engagement_rating}}/5

📝 Homework: {{homework}}

Coach's Note:

"{{coach_note}}"

Next session: {{next_session_date}}

Keep practicing! 📖 ;

// 4. WEEKLY PROGRESS

const WEEKLY_PROGRESS = `📊 Weekly Update: {{child_name}}`

This week:

- ✓ Sessions completed: {{sessions_done}}/{{sessions_total}}
- 📈 Progress: {{progress_summary}}

Coming up:

📅 {{next_session_date}} at {{next_session_time}}

{{encouragement_message}}

— Coach {{coach_name}} 🌟 ;

// 5. MILESTONE CELEBRATION

const MILESTONE = `🏆 MILESTONE ACHIEVED!

Congratulations {{child_name}}! 🎉

{{milestone_name}}
{{milestone_description}}

Certificate sent to your email! 📧

Share this achievement:

{{share_link}}

Keep shining! ⭐ ;

Email Templates (SendGrid)

javascript

// Templates to create in SendGrid Dynamic Templates:

// 1. enrollment_welcome

// 2. session_reminder

// 3. session_summary

// 4. weekly_progress

// 5. milestone_certificate

// 6. payment_receipt

// 7. coach_assignment

IMPLEMENTATION PLAN

WEEK 1: Payment + Enrollment Flow

Day	Task	Owner
Day 1	Fix Razorpay live mode	Amit
Day 2	Build /book page with coach selection	Amit
Day 3	Build /checkout page	Amit
Day 4	Payment webhook + enrollment creation	Amit
Day 5	Auto-schedule 9 sessions on enrollment	Amit
Day 6	Enrollment confirmation email/WhatsApp	Amit
Day 7	End-to-end testing	Amit + Rucha

WEEK 2: Communication Workflows

Day	Task
Day 1	Session reminder cron (24h before)
Day 2	Post-session update workflow
Day 3	Weekly progress digest
Day 4	Coach session notes feature
Day 5	Milestone detection + celebration
Day 6-7	Testing all workflows

WEEK 3: Admin Dashboard

Day	Task
Day 1-2	Admin dashboard UI
Day 3	Enrollments management
Day 4	Coach management

Day	Task
Day 5	Revenue tracking
Day 6-7	Testing + refinement

SUCCESS METRICS

Conversion Funnel



Target (After Fixes)



❓ DECISIONS NEEDED

1. **Payment Gateway:** Stick with Razorpay or switch to Zoho Pay?
2. **Coach Assignment:** Auto-assign to Rucha or show coach selection?
3. **Pricing Display:** Show ₹5,999 on results page or on checkout?
4. **Free Trial:** Offer first session free or assessment is the trial?
5. **Reminder Timing:** 24h before or also 1h before?

⌚ IMMEDIATE NEXT STEP

Option A: Fix Payment Flow (Revenue critical) **Option B:** Build Admin Dashboard (Oversight needed) **Option C:** Setup Communication Workflows (Engagement critical)

RECOMMENDATION: Option A - Fix Payment Flow first, as this directly impacts revenue generation.

