🗺️ YESTORYD COMPLETE VISITOR FLOW MAP

All Roles, Pages, and CTAs

📊 ROLE DEFINITIONS

Role	Description	Entry Point	Goal
Parent Lead	New parent, hasn't enrolled	Homepage, Assessment, Referral link	Take assessment → Book call → Enroll
Parent Enrolled	Paid customer with active enrollment	Parent Login, Email links	Access dashboard, track progress, join sessions
Coach Lead	Interested in becoming a coach	Yestoryd Academy page	Apply → Get approved → Onboard
Coach Active	Onboarded coach with students	Coach Login	Manage students, sessions, earnings
Admin	Yestoryd team (Amit, Rucha)	Admin portal	Manage CRM, coaches, content, settings
Academy Partner	Phonics agencies/schools (Future)	Partner portal	Manage their coaches, view analytics

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🔀 MASTER FLOW DIAGRAM (Mermaid)

> mermaid

```
flowchart TB
    subgraph ENTRY["🌐 ENTRY POINTS"]
        HP[("yestoryd.com<br/>Homepage")]
        REF[("Referral Link<br/>?ref=coach_code")]
        DIRECT_ASSESS[("/assessment")]
        DIRECT_TALK[("/lets-talk")]
        DIRECT_ACADEMY[("/yestoryd-academy")]
        DIRECT_PARENT[("/parent/login")]
        DIRECT_COACH[("/coach/login")]
        DIRECT_ADMIN[("/admin")]
    end

    subgraph HOMEPAGE["🏠 HOMEPAGE SECTIONS"]
        HP --> HP_HERO["Hero Section"]
        HP --> HP_TRIANGLE["Triangle Visual"]
        HP --> HP_HOWITWORKS["How It Works"]
        HP --> HP_STORY["Rucha's Story"]
        HP --> HP_PRICING["Pricing Section"]
        HP --> HP_FOOTER["Footer"]
    end

    subgraph HP_CTAS[" 📍 HOMEPAGE CTAs"]
        HP_HERO --> |"Free Assessment"| ASSESS
        HP_HERO --> |"WhatsApp Us"| WA_CHAT
        HP_PRICING --> |"Take Free Assessment"| ASSESS
        HP_PRICING --> |"Notify Me (₹5,999)"| WA_WAITLIST
        HP_FOOTER --> |"Parent Login"| PARENT_LOGIN
        HP_FOOTER --> |"Coach Login"| COACH_LOGIN
        HP_FOOTER --> |"Become a Coach"| ACADEMY
    end

    subgraph PARENT_LEAD["👨‍👩‍👧 PARENT LEAD JOURNEY"]
        ASSESS["/assessment<br/>————————<br/> 📝 Parent Info Form<br/> 📝 Child Info Form<br/> 🎤 Recording In

        ASSESS --> RESULTS["/assessment/results<br/>————————<br/> 📊 Score Display<br/> 🔊 Clarity | 🗣 Fluenc

        RESULTS --> |"Low Score CTA"| LETS_TALK
        RESULTS --> |"High Score CTA"| WA_WAITLIST
        RESULTS --> |"Share"| WA_SHARE

        LETS_TALK["/lets-talk<br/>————————<br/> 📝 Pre-booking Form<br/> 📅 Cal.com Embed<br/>————————

        LETS_TALK --> BOOKING_CONFIRMED["/booking-confirmed<br/>————————<br/> ✅ Confirmation Messa

        BOOKING_CONFIRMED --> DISCOVERY_CALL[" 📞 Discovery Call<br/>(Off-platform)"]
```

```
    DISCOVERY_CALL --> |"Post E-Learning Launch"| ENROLL

    ENROLL["/enroll<br/>————————————<br/>📋 Child Details (pre-filled)<br/>💳 Razorpay Checkout<br/>

    ENROLL --> PAYMENT_SUCCESS["/payment/success<br/>————————————————<br/>✅ Payment Confirmed<br/>📅 S

    PAYMENT_SUCCESS --> PARENT_DASH
  end

  subgraph PARENT_ENROLLED["👨‍👩‍👧 PARENT ENROLLED JOURNEY"]
    PARENT_LOGIN["/parent/login<br/>————————————<br/>🔐 Google OAuth<br/>📧 Email/Password<br/>

    PARENT_LOGIN --> PARENT_DASH["/parent/dashboard<br/>————————————————<br/>📊 Overview Stats<br/>📅 Up

    PARENT_DASH --> PARENT_SESSIONS["/parent/sessions<br/>————————————<br/>📅 Session List<br/>🔗 Goo

    PARENT_DASH --> PARENT_PROGRESS["/parent/progress<br/>————————————<br/>📈 Progress Charts<br/>🏆

    PARENT_DASH --> PARENT_ELEARNING["/parent/learn<br/>(POST-LAUNCH)<br/>————————————<br/>📚 V

    PARENT_DASH --> PARENT_RAI["/parent/chat<br/>————————————<br/>🤖 rAI Chat Widget<br/>💬 Ask Questi

    PARENT_DASH --> PARENT_SUPPORT["/parent/support<br/>————————————<br/>📞 Contact Options<br/>❓ F
  end

  subgraph COACH_LEAD["🧑‍🏫 COACH LEAD JOURNEY"]
    ACADEMY["/yestoryd-academy<br/>————————————<br/>🎯 Value Proposition<br/>💰 Earning Potential<br/>📋

    ACADEMY --> COACH_APPLY["/yestoryd-academy/apply<br/>————————————<br/>Step 1: Basic Info<br/>Step 2

    COACH_APPLY --> COACH_SUBMITTED["/yestoryd-academy/submitted<br/>————————————<br/>✅ Applicatio

    COACH_SUBMITTED --> |"Admin Reviews"| ADMIN_APPLICATIONS

    ADMIN_APPLICATIONS --> |"Approved"| COACH_ONBOARD

    COACH_ONBOARD["/coach/onboard<br/>————————————<br/>Step 1: Agreement Signing<br/>Step 2: Bank Detail

    COACH_ONBOARD --> COACH_DASH
  end

  subgraph COACH_ACTIVE["🧑‍🏫 COACH ACTIVE JOURNEY"]
    COACH_LOGIN["/coach/login<br/>————————————<br/>🔐 Email/Password<br/>————————————<br/>[Login]<br/>

    COACH_LOGIN --> COACH_DASH["/coach/dashboard<br/>————————————<br/>📊 Overview Stats<br/>👩 Assi

    COACH_DASH --> COACH_STUDENTS["/coach/students<br/>————————————<br/>👩 Student List<br/>📊 Prog
```

COACH_DASH --> COACH_SESSIONS["/coach/sessions
————————————
📅 Calendar View
📋 Ses

COACH_DASH --> COACH_DISCOVERY["/coach/discovery
————————
📋 Assigned Calls
📝

COACH_DASH --> COACH_EARNINGS["/coach/earnings
————————
💰 Total Earnings
📊 M

COACH_DASH --> COACH_AI["/coach/ai
————————
🤖 rAI Assistant
📋 Session Prep

COACH_DASH --> COACH_TEMPLATES["/coach/templates
————————
📱 WhatsApp Templates<b
end

subgraph ADMIN_JOURNEY["🔧 ADMIN JOURNEY"]
  DIRECT_ADMIN --> ADMIN_LOGIN["/admin/login
————————
🔒 Admin Credentials
———

  ADMIN_LOGIN --> ADMIN_DASH["/admin
————————
📊 Dashboard Overview
📈 Key Metr

  ADMIN_DASH --> ADMIN_CRM["/admin/crm
————————
Tab 1: Leads (children)
Tab 2: Discov

  ADMIN_DASH --> ADMIN_APPLICATIONS["/admin/applications
————————
📋 Coach Applicatio

  ADMIN_DASH --> ADMIN_AGREEMENTS["/admin/agreements
————————
Tab 1: Agreement Docs

  ADMIN_DASH --> ADMIN_SETTINGS["/admin/settings
————————
⚙️ Site Settings
💰 Pricing

  ADMIN_DASH --> ADMIN_VIDEOS["/admin/videos
(POST-LAUNCH)
————————
🎞️ Video M

  ADMIN_DASH --> ADMIN_COACHES["/admin/coaches
————————
👩‍🏫 Active Coaches
💰 Re

  ADMIN_DASH --> ADMIN_ENROLLMENTS["/admin/enrollments
————————
📋 All Enrollments<b
end

subgraph PARTNER_JOURNEY["🏢 PARTNER JOURNEY (FUTURE)"]
  PARTNER_PORTAL["/partner
(FUTURE)
————————
🏢 Academy Partner Portal
👩‍🏫 Their
end

subgraph SHARED["🎛️ SHARED ELEMENTS"]
  WA_CHAT["WhatsApp Chat
(wa.me link)"]
  WA_WAITLIST["WhatsApp Waitlist
(Pre-filled message)"]
  WA_SHARE["WhatsApp Share
(Assessment results)"]
  FLOATING_WA["Floating WhatsApp Button
(All pages)"]
  STICKY_CTA["Sticky Mobile CTA
(Homepage only)"]
end

%% Referral flow
REF --> |"Sets cookie"| HP
REF --> |"Direct to"| ASSESS

```
%% Direct access flows
DIRECT_ASSESS --> ASSESS
DIRECT_TALK --> LETS_TALK
DIRECT_ACADEMY --> ACADEMY
DIRECT_PARENT --> PARENT_LOGIN
DIRECT_COACH --> COACH_LOGIN

style HP fill:#ff0099,color:#fff
style ASSESS fill:#00abff,color:#fff
style PARENT_DASH fill:#7b008b,color:#fff
style COACH_DASH fill:#ff0099,color:#fff
style ADMIN_DASH fill:#333,color:#fff
style ACADEMY fill:#00abff,color:#fff
```

📄 DETAILED PAGE-BY-PAGE BREAKDOWN

🏠 PUBLIC PAGES (No Login Required)

1. Homepage (`/`)

Section	CTAs/Buttons	Target
Header Nav	How It Works, Our Story, Pricing, Login (dropdown), Free Assessment	Anchors, /parent/login, /coach/login, /assessment
Hero	"Free Assessment", "WhatsApp Us"	/assessment, wa.me
Triangle	None (informational)	-
How It Works	None (informational)	-
Rucha's Story	Play video	In-page video
RAG Section	None (informational)	-
Pricing - Free	"Take Free Assessment"	/assessment
Pricing - ₹5,999	"Notify Me When Available"	wa.me (waitlist)
Final CTA	"Free Assessment", "WhatsApp Us"	/assessment, wa.me
Footer	Parent Login, Coach Login, Become a Coach	/parent/login, /coach/login, /yestoryd-academy

Section	CTAs/Buttons	Target
Floating	WhatsApp chat button	wa.me
Sticky Mobile	"Free Assessment"	/assessment

2. Assessment Flow (/assessment)

Step	Elements	CTAs
Step 1: Parent Info	Name, Email, Phone, City	[Continue]
Step 2: Child Info	Name, Age, School	[Continue to Recording]
Step 3: Recording	Passage display, Timer, Mic	[Start Recording], [Stop & Analyze]
Processing	Loading animation, Tips	(auto-redirect)

3. Results Page (/assessment/results/[id])

Element	Display	CTAs
Score Card	Overall Score /10	-
Metrics	Clarity, Fluency, Speed (each /10)	-
AI Feedback	Personalized analysis	-
Low Score (1-5)	Consultation emphasis	[Talk to a Reading Coach] → /lets-talk
High Score (6-10)	E-Learning emphasis	[Join Waitlist] → wa.me
Share	WhatsApp pre-filled	[Share on WhatsApp]
Certificate	PDF download	[Download Certificate]

4. Discovery Booking (/lets-talk)

Element	Display	CTAs
Pre-Form	Phone, Child Name, Age	[Continue]
Cal.com Embed	Date/time picker	[Confirm Booking]
Trust Elements	Rucha's photo, credentials	-

5. Booking Confirmed (/booking-confirmed)

Element	Display	CTAs
Confirmation	✅ Call booked message	-
Details	Date, time, coach	-
What to Expect	3-4 points	-
Actions	Calendar, WhatsApp	[Add to Calendar], [WhatsApp Us]

6. Enrollment (/enroll) - POST E-LEARNING LAUNCH

Element	Display	CTAs
Child Details	Pre-filled from assessment	[Edit]
Package Summary	₹5,999, inclusions	-
Razorpay	Payment widget	[Pay Now]
Help	Support option	[Need Help? WhatsApp]

7. Payment Success (/payment/success)

Element	Display	CTAs
Confirmation	✅ Payment received	-

Element	Display	CTAs
Receipt	Transaction ID, amount	[Download Receipt]
Schedule	9 sessions listed	-
Coach	Assigned coach info	-
Next Steps	What happens now	[Go to Dashboard]

8. Yestoryd Academy (/yestoryd-academy)

Section	CTAs
Hero	[Apply to Become a Coach]
Why Join	- (informational)
Earning Potential	- (calculator?)
Requirements	-
Process	-
Testimonials	-
Final CTA	[Start Your Application]

9. Coach Application (/yestoryd-academy/apply)

Step	Elements	CTAs
Step 1	Name, Email, Phone, City, Experience	[Continue]
Step 2	Qualifications, Certifications, Why interested	[Continue]
Step 3	Voice recording (intro)	[Record], [Submit Application]

10. Application Submitted (/yestoryd-academy/submitted)

Element	CTAs
Confirmation	-
Timeline	-
Contact	[WhatsApp Us]

🔒 AUTHENTICATED PAGES

PARENT DASHBOARD

Page	URL	Key CTAs
Login	/parent/login	[Login with Google], [Forgot Password]
Dashboard	/parent/dashboard	[View Sessions], [Chat with rAI], [Support]
Sessions	/parent/sessions	[Join Session], [View Recording], [Reschedule]
Progress	/parent/progress	[View Details], [Download Report]
E-Learning	/parent/learn (Future)	[Continue Learning], [View Leaderboard]
rAI Chat	/parent/chat	[Send Message]
Support	/parent/support	[WhatsApp Support], [Email Support]

COACH DASHBOARD

Page	URL	Key CTAs
Login	/coach/login	[Login], [Forgot Password]
Dashboard	/coach/dashboard	[View Students], [View Sessions], [AI Assistant]
Students	/coach/students	[View Details], [Trigger Assessment], [Message Parent]
Sessions	/coach/sessions	[Join Session], [Mark Complete], [Add Notes]

Page	URL	Key CTAs
Discovery	/coach/discovery	[View Questionnaire], [Send Payment Link]
Earnings	/coach/earnings	[Download Statement], [View Details]
AI Assistant	/coach/ai	[Ask Question], [Get Session Prep]
Templates	/coach/templates	[Send via WhatsApp], [Copy Template]
Onboarding	/coach/onboard	[Sign Agreement], [Submit Bank Details], [Complete]

ADMIN PORTAL

Page	URL	Key CTAs
Login	/admin/login	[Login]
Dashboard	/admin	[CRM], [Applications], [Agreements], [Settings]
CRM	/admin/crm	[Assign Coach], [View Details], [Export], [Filter]
Applications	/admin/applications	[Approve], [Reject], [Hold], [Calculate Score]
Agreements	/admin/agreements	[Upload DOCX], [Activate], [Edit Variables]
Settings	/admin/settings	[Update], [Save]
Videos	/admin/videos (Future)	[Upload], [Edit], [Delete], [Reorder]
Coaches	/admin/coaches	[View], [Process Payout]
Enrollments	/admin/enrollments	[View], [Manual Enroll], [Refund]

🔗 URL STRUCTURE SUMMARY

```
yestoryd.com/
├── (Public)
│   ├── /                      # Homepage
│   ├── /assessment            # Free assessment flow
│   ├── /assessment/results/[id]   # Results page
│   ├── /lets-talk             # Discovery call booking
```

```
│     ├── /booking-confirmed      # Post-booking confirmation
│     ├── /enroll                 # Payment (disabled until launch)
│     ├── /payment/success        # Payment confirmation
│     └── /yestoryd-academy       # Coach recruitment
│        ├── /apply               # Application form
│        └── /submitted           # Confirmation
│
├── /parent/ (Auth Required)
│     ├── /login                  # Parent login
│     ├── /dashboard              # Main dashboard
│     ├── /sessions               # Session list
│     ├── /progress               # Progress tracking
│     ├── /learn                  # E-Learning (Future)
│     ├── /chat                   # rAI chat
│     └── /support                # Help & support
│
├── /coach/ (Auth Required)
│     ├── /login                  # Coach login
│     ├── /dashboard              # Main dashboard
│     ├── /students               # Student management
│     ├── /sessions               # Session management
│     ├── /discovery              # Discovery calls
│     ├── /earnings               # Earnings & payouts
│     ├── /ai                     # AI assistant
│     ├── /templates              # Message templates
│     └── /onboard                # Onboarding flow
│
├── /admin/ (Admin Auth Required)
│     ├── /login                  # Admin login
│     ├── /                       # Dashboard
│     ├── /crm                    # Leads & Discovery
│     ├── /applications           # Coach applications
│     ├── /agreements             # Agreement management
│     ├── /settings               # Site settings
│     ├── /videos                 # Video management (Future)
│     ├── /coaches                # Coach management
│     └── /enrollments            # Enrollment management
│
└── /partner/ (Future)
      ├── /login                  # Partner login
      └── /dashboard              # Partner portal
```

🔄 KEY USER FLOWS

Flow 1: Parent Lead → Enrolled Customer

```
Homepage
   ↓ [Free Assessment]
/assessment (form + recording)
   ↓ (auto-redirect)
/assessment/results
   ↓ [Talk to Coach] (low score) OR [Join Waitlist] (high score)
/lets-talk
   ↓ [Book Call]
/booking-confirmed
   ↓ (Discovery call happens)
   ↓ (Post E-Learning launch)
/enroll
   ↓ [Pay ₹5,999]
/payment/success
   ↓ [Go to Dashboard]
/parent/dashboard
```

Flow 2: Coach Lead → Active Coach

```
Homepage (footer) OR /yestoryd-academy
   ↓ [Apply Now]
/yestoryd-academy/apply (3 steps)
   ↓ [Submit]
/yestoryd-academy/submitted
   ↓ (Admin reviews in /admin/applications)
   ↓ (Admin approves)
Email notification with onboarding link
   ↓
/coach/onboard (agreement + bank details)
   ↓ [Complete Onboarding]
/coach/dashboard
```

Flow 3: Returning Parent

```
Homepage OR Direct link
   ↓ [Parent Login]
/parent/login
   ↓ [Login with Google]
/parent/dashboard
```

```
    ↓ (Various actions)
/parent/sessions OR /parent/progress OR /parent/chat
```

Flow 4: Returning Coach

```
Homepage OR Direct link
    ↓ [Coach Login]
/coach/login
    ↓ [Login]
/coach/dashboard
    ↓ (Various actions)
/coach/students OR /coach/sessions OR /coach/discovery
```

Flow 5: Admin Operations

```
Direct: /admin
    ↓ [Login]
/admin (dashboard)
    ↓
/admin/crm → Manage leads, assign coaches
/admin/applications → Review coach applications
/admin/settings → Update site content
```

▦ MOBILE-SPECIFIC ELEMENTS

Element	Location	Behavior
Sticky CTA	Homepage bottom	"Free Assessment" - fixed on scroll
Floating WhatsApp	All pages (bottom-right)	Opens wa.me chat
Mobile Menu	Header	Hamburger → slide-out nav
Touch-friendly Tabs	Dashboards	Swipeable tabs

🎯 CTA HIERARCHY (Priority Order)

Homepage

1. **Primary**: Free Assessment (pink button)

2. **Secondary**: WhatsApp Us (green button)

3. **Tertiary**: Login options (text links)

Results Page

1. **Primary**: Talk to Coach / Join Waitlist (score-based)

2. **Secondary**: Share on WhatsApp

3. **Tertiary**: Download Certificate

Dashboards

1. **Primary**: Main action (Join Session, View Students)

2. **Secondary**: Supporting actions

3. **Navigation**: Sidebar/bottom nav

🚧 PAGES TO BUILD (E-Learning Launch)

Page	Priority	Description
`/parent/learn`	🔴 Critical	E-Learning module player + progress
`/parent/learn/[moduleId]`	🔴 Critical	Individual module view
`/parent/leaderboard`	🟠 High	Leaderboard display
`/admin/videos`	🔴 Critical	Video upload & management
`/admin/modules`	🔴 Critical	Module organization
Re-enable `/enroll`	🔴 Critical	Remove waitlist mode

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