

Yestoryd Communication Swimlanes

Free Tools to Generate Diagrams

| Tool | URL | Notes |

|-----|-----|-----|

| **Mermaid Live Editor** | <https://mermaid.live> | Best for Mermaid code, instant preview |

| **Draw.io** | <https://app.diagrams.net> | Professional diagrams, export to PNG/PDF |

| **Excalidraw** | <https://excalidraw.com> | Hand-drawn style, collaborative |

| **Whimsical** | <https://whimsical.com> | Free tier available, beautiful output |

Recommended: <https://mermaid.live> - Paste the code below and export as PNG/SVG

1. PARENT JOURNEY - Complete Swimlane

```
```mermaid
flowchart TB
 subgraph ACQUISITION ["🎯 ACQUISITION STAGE"]
 direction TB
 A1[Parent visits website] --> A2[Takes FREE Assessment]
 A2 --> A3[Assessment Complete]
 A3 --> A4{"💻 WA: assessment_results 📩 Email: Certificate"}
 A4 --> A5[Views Results Page]
 end

 subgraph CONSIDERATION ["👀 CONSIDERATION STAGE"]
 direction TB
 B1[Parent sees results] --> B2{Books Discovery?}
 B2 -->|No| B3[Wait 24 hours]
 B3 --> B4{"💻 WA: nudge_book_call_24h"}
 B4 --> B2
 B2 -->|Yes| B5[Books on Cal.com]
 B5 --> B6{"💻 WA: discovery_booked 📩 Email: Confirmation"}
 end

 subgraph DISCOVERY ["📞 DISCOVERY STAGE"]
 direction TB
 C1[Call scheduled] --> C2[24 hrs before]
 C2 --> C3{"💻 WA: discovery_reminder_24h"}
 C3 --> C4[Discovery Call]
 C4 --> C5{Call Outcome?}
 C5 -->|Interested| C6[Coach sends payment link]
 C5 -->|Not Ready| C7[Follow-up later]
 C5 -->|No Show| C8[Reschedule]
 end
```

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 C5 -->|Not Ready| C7[Follow-up later]
 C5 -->|No Show| C8[Reschedule]
 end
```

```

end

subgraph PAYMENT["💳 PAYMENT STAGE"]

direction TB

D1[Parent clicks payment link] --> D2[Razorpay Checkout]

D2 --> D3{Payment Status?}

D3 -->|Success| D4>{"📱 WA: payment_received 📧 Email: Receipt"}

D3 -->|Failed| D5>{"📱 WA: admin_payment_failed(to Admin)"}

D4 --> D6[Enrollment Created]

D6 --> D7[9 Sessions Scheduled]

end

subgraph ONBOARDING["🎓 ONBOARDING STAGE"]

direction TB

E1[Coach Assigned] --> E2>{"📱 WA: coach_intro 📧 Email: Welcome + Schedule"}

E2 --> E3[Parent receives schedule]

E3 --> E4[Calendar invites sent]

end

subgraph COACHING["📊 COACHING STAGE (3 Months)"]

direction TB

F1[Session Scheduled] --> F2[24 hrs before]

F2 --> F3>{"📱 WA: session_reminder_24h"}

F3 --> F4[1 hr before]

F4 --> F5>{"📱 WA: session_reminder_1h"}

F5 --> F6[Session Time]

F6 --> F7{Attendance?}

F7 -->|Attended| F8[Session Complete]

F8 --> F9>{"📱 WA: session_summary 📧 Email: Recording Link"}

F7 -->|No Show| F10>{"📱 WA: session_noshow"}

F10 --> F11{2+ No Shows?}

F11 -->|Yes| F12>{"📱 WA: admin_noshow_alert(to Admin)"}

end

subgraph RESCHEDULE["🕒 RESCHEDULE FLOW"]

direction TB

G1[Reschedule Request] --> G2{Who Initiated?}

G2 -->|Parent| G3[Update Calendar]

G2 -->|Coach Emergency| G4>{"📱 WA: emergency_reschedule"}

G3 --> G5>{"📱 WA: reschedule_confirmed"}

G4 --> G5

end

ACQUISITION --> CONSIDERATION

CONSIDERATION --> DISCOVERY

DISCOVERY --> PAYMENT

PAYMENT --> ONBOARDING

ONBOARDING --> COACHING

COACHING -.-> RESCHEDULE

RESCHEDULE -.-> COACHING

...

2. COACH JOURNEY - Complete Swimlane

```mermaid

flowchart TB

subgraph RECRUITMENT ["coach RECRUITMENT"]

direction TB

A1[Coach visits /partner] --> A2[Fills Application]

A2 --> A3[AI Interview with Vedant]

A3 --> A4[Application Submitted]

A4 --> A5[Admin Reviews]

A5 --> A6{Decision?}

A6 -->|Approved| A7 {"WA: coach\_approved Email: Welcome"}

A6 -->|Rejected| A8 {"Email: Rejection"}

A6 -->|Hold| A9 {"Email: Under Review"}

end

subgraph ONBOARDING ["coach ONBOARDING"]

direction TB

B1[Coach clicks login link] --> B2[Signs Digital Agreement]

B2 --> B3[Adds Bank Details]

B3 --> B4[Onboarding Complete]

B4 --> B5 {"WA: coach\_onboard\_complete Email: Coach ID + Referral Code"}

end

subgraph ASSIGNMENT ["student STUDENT ASSIGNMENT"]

direction TB

C1[New Enrollment] --> C2[Admin assigns coach]

C2 --> C3 {"WA: coach\_child\_assigned Email: Student Details"}

C3 --> C4[Coach reviews assessment]

C4 --> C5[First session scheduled]

end

subgraph ACTIVE\_COACHING ["coach ACTIVE COACHING"]

direction TB

D1[Session Tomorrow] --> D2 {"WA: coach\_session\_reminder"}

D2 --> D3[Coach prepares]

D3 --> D4[Session Time]

D4 --> D5{Coach Joined?}

D5 -->|Yes| D6[Session Conducted]

D5 -->|No| D7 {"WA: admin\_coach\_noshow SMS: URGENT (to Admin)"}

D6 --> D8[Submit Session Notes]

D8 --> D9[AI generates summary]

end

### subgraph SESSION\_CHANGES["⌚ SESSION CHANGES"]

direction TB

E1[Parent Cancels/Reschedules] --> E2{"⌚ WA: coach\_session\_cancelled"}

E2 --> E3[Calendar Updated]

end

RECRUITMENT --> ONBOARDING

ONBOARDING --> ASSIGNMENT

ASSIGNMENT --> ACTIVE\_COACHING

ACTIVE\_COACHING -.-> SESSION\_CHANGES

SESSION\_CHANGES --> ACTIVE\_COACHING

...

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## ## 3. COMMUNICATION CHANNEL MATRIX

```mermaid

flowchart LR

subgraph CHANNELS["🔔 COMMUNICATION CHANNELS"]

WA["⌚ WhatsApp(Primary)"]

EMAIL["✉️ Email(Secondary)"]

SMS["💬 SMS(Emergency Only)"]

end

subgraph PRIORITY["⌚ PRIORITY RULES"]

P1["🔴 CRITICALWA + SMS + Email"]

P2["🟠 HIGHWA + Email"]

P3["🟡 NORMALWA only"]

P4["🟢 LOWEmail only"]

end

subgraph EXAMPLES["📋 EXAMPLES"]

E1["Coach No-Show → 🔴 CRITICAL"]

E2["Payment Confirmed → 🟠 HIGH"]

E3["Session Reminder → 🟡 NORMAL"]

E4["Weekly Progress → 🟢 LOW"]

end

CHANNELS --> PRIORITY

PRIORITY --> EXAMPLES

...

4. DETAILED SEQUENCE DIAGRAM - Assessment to First Session

```
```mermaid
sequenceDiagram
 autonumber
 participant P as 🚙 Parent
 participant W as 🌐 Website
 participant AI as 🎧 Gemini AI
 participant DB as 💾 Database
 participant WA as 📱 WhatsApp
 participant EM as 📩 Email
 participant C as 🏁 Coach
 participant AD as 🕵 Admin

 rect rgb(240, 248, 255)
 Note over P,AD: ⚗ ASSESSMENT STAGE
 P->>W: Takes reading assessment
 W->>AI: Analyze audio
 AI->>W: Return scores + feedback
 W->>DB: Save to children table
 W->>P: Show results page
 DB->>WA: Send assessment_results
 DB->>EM: Send certificate
 end

 rect rgb(255, 248, 240)
 Note over P,AD: 📞 DISCOVERY STAGE
 P->>W: Books discovery call
 W->>DB: Create discovery_calls record
 DB->>WA: Send discovery_booked
 DB->>EM: Send confirmation
 Note over DB: 24 hours before call
 DB->>WA: Send discovery_reminder_24h
 C->>P: Conducts discovery call
 C->>DB: Submit questionnaire
 end

 rect rgb(240, 255, 240)
 Note over P,AD: 💳 PAYMENT STAGE
 C->>P: Send payment link (WhatsApp)
 P->>W: Complete payment
 W->>DB: Create enrollment
 DB->>WA: Send payment_received
 DB->>EM: Send receipt
 DB->>AD: Notify new enrollment
 end
```
```

end

rect rgb(255, 240, 245)

Note over P,AD: 🎓 ONBOARDING STAGE

AD->>DB: Assign coach

DB->>WA: Send coach_intro (to Parent)

DB->>WA: Send coach_child_assigned (to Coach)

DB->>EM: Send schedule (to Parent)

DB->>EM: Send student details (to Coach)

end

rect rgb(245, 245, 255)

Note over P,AD: 📋 FIRST SESSION

Note over DB: 24 hours before

DB->>WA: Send session_reminder_24h (Parent)

DB->>WA: Send coach_session_reminder (Coach)

Note over DB: 1 hour before

DB->>WA: Send session_reminder_1h (Parent)

C->>P: Conduct session via Google Meet

C->>DB: Submit session notes

DB->>AI: Generate summary

DB->>WA: Send session_summary (Parent)

DB->>EM: Send recording link (Parent)

end

5. ADMIN ALERTS FLOW

```
```mermaid
```

```
flowchart TB
```

```
subgraph TRIGGERS ["⚡ ALERT TRIGGERS"]
```

```
 T1["Payment Failed"]
```

```
 T2["Parent No-Show x2"]
```

```
 T3["Coach No-Show"]
```

```
end
```

```
subgraph ALERTS ["🚨 ADMIN ALERTS"]
```

```
 A1{"⌚ WA: admin_payment_failed"}
```

```
 A2{"⌚ WA: admin_noshow_alert"}
```

```
 A3{"⌚ WA: admin_coach_noshow ⏸ Email: URGENT 💬 SMS: CALL NOW"}
```

```
end
```

```
subgraph ACTIONS ["✅ ADMIN ACTIONS"]
```

```
 X1["Follow up with parent"]
```

```
 X2["Churn intervention call"]
```

```
X3["Call coach immediatelyReassign if needed"]
```

```
end
```

```
T1 --> A1 --> X1
```

```
T2 --> A2 --> X2
```

```
T3 --> A3 --> X3
```

```
style T3 fill:#ff6b6b
```

```
style A3 fill:#ff6b6b
```

```
style X3 fill:#ff6b6b
```

```

```

```
--
```

## ## 6. TEMPLATE → TRIGGER MAPPING

| Stage | Trigger Event | Template | Channel |
|-------|---------------|----------|---------|
|-------|---------------|----------|---------|

|  |  |  |  |
|--|--|--|--|
|  |  |  |  |
|--|--|--|--|

|                |                          |                           |              |
|----------------|--------------------------|---------------------------|--------------|
| **Assessment** | Assessment complete      | 'assessment_results'      | WA +  Email  |
| **Nudge**      | No booking after 24hrs   | 'nudge_book_call_24h'     | WA           |
| **Discovery**  | Cal.com booking created  | 'discovery_booked'        | WA +  Email  |
| **Discovery**  | 24hrs before call        | 'discovery_reminder_24h'  | WA           |
| **Payment**    | Razorpay success webhook | 'payment_received'        | WA +  Email  |
| **Payment**    | Razorpay failed webhook  | 'admin_payment_failed'    | WA (Admin)   |
| **Onboarding** | Coach assigned           | 'coach_intro'             | WA +  Email  |
| **Onboarding** | Coach assigned           | 'coach_child_assigned'    | WA (Coach)   |
| **Session**    | 24hrs before session     | 'session_reminder_24h'    | WA           |
| **Session**    | 1hr before session       | 'session_reminder_1h'     | WA           |
| **Session**    | Session completed        | 'session_summary'         | WA +  Email  |
| **Session**    | Parent no-show           | 'session_noshow'          | WA           |
| **Session**    | 2+ no-shows              | 'admin_noshow_alert'      | WA (Admin)   |
| **Session**    | Coach no-show            | 'admin_coach_noshow'      | WA +  +  SMS |
| **Reschedule** | Session rescheduled      | 'reschedule_confirmed'    | WA           |
| **Reschedule** | Coach emergency          | 'emergency_reschedule'    | WA           |
| **Reschedule** | Parent cancelled         | 'coach_session_cancelled' | WA (Coach)   |
| **Coach**      | Application approved     | 'coach_approved'          | WA +  Email  |
| **Coach**      | Onboarding complete      | 'coach_onboard_complete'  | WA +  Email  |
| **Coach**      | 24hrs before session     | 'coach_sessionReminder'   | WA           |

```
--
```

## ## How to Use

### ### Option 1: Mermaid Live Editor (Recommended)

1. Go to <https://mermaid.live>
2. Copy any code block above (between `mermaid` and `)`)
3. Paste in the editor

4. Click "Download PNG" or "Download SVG"

#### ### Option 2: Draw.io

1. Go to <https://app.diagrams.net>
2. Create new diagram
3. Use swimlane templates
4. Manually recreate the flows

#### ### Option 3: VS Code Extension

1. Install "Mermaid Preview" extension
2. Create '.md' file with mermaid code
3. Preview and export