

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

```
graph TD
    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

```
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)"}
  F11 -->|No| F10
```

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 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["🏠 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)"]
    end
```

```
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

```
sequenceDiagram
    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"]
  end
```

```
    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
````
```

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## ## 6. TEMPLATE → TRIGGER MAPPING

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

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## ## 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