

YESTORYD OPERATING SYSTEM

Complete Notion Workspace Structure

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WORKSPACE OVERVIEW

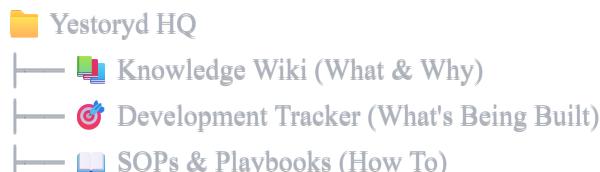
Purpose

Single source of truth for Yestoryd platform - combining documentation, project tracking, and operational playbooks.

Users

- **Amit:** Development governance, technical decisions, project tracking
- **Rucha:** Operations, content management, coach onboarding
- **Future Team:** Onboarding reference, SOPs

Structure Philosophy



PAGE STRUCTURE

Level 1: Main Sections

1. Knowledge Wiki

The brain of Yestoryd - all system documentation.

Knowledge Wiki

-  Platform Overview
 - Mission & Vision
 - Value Proposition (Triangle: rAI + Coach + Parent)
 - Target Audience
 - Competitive Positioning
-  Technical Architecture
 - Tech Stack Overview
 - Database Schema
 - API Reference
 - Third-Party Integrations
 - Environment Variables
-  System Flows
 - Customer Journey (End-to-End)
 - Assessment Flow
 - Discovery Call Flow
 - Payment & Enrollment Flow
 - Coaching Session Flow
 - Communication Flow (82 Touchpoints)
 - Coach Recruitment Flow
-  AI Systems
 - rAI v2.0 Design
 - Gemini Integration
 - RAG Architecture
 - Proactive Notifications
-  Business Model
 - Pricing Structure
 - Revenue Split (3-Component)
 - Cost Analysis
 - Break-Even Calculations
-  Contingency Plans
 - AI Service Fallbacks
 - Database Fallbacks
 - Payment Fallbacks
 - Communication Fallbacks

2. Development Tracker

Milestone-based project management.

Development Tracker

-  Dashboard (Overview)
-  Milestones
 - M0: Foundation 
 - M1: Core Platform 
 - M2: E-Learning System 
 - M3: Communication Automation 
 - M4: Launch Ready
 - M5: First 30 Customers
 - M6: Coach Network Expansion
-  Backlog (All Tasks)
-  Current Sprint
-  Completed

3. SOPs & Playbooks

Step-by-step operational guides.

SOPs & Playbooks

-  Parent Journey
 - Assessment to Discovery
 - Discovery to Enrollment
 - Enrollment to First Session
 - Ongoing Coaching
-  Coach Operations
 - Coach Onboarding Checklist
 - Session Preparation
 - Post-Session Documentation
 - Parent Communication
-  Admin Operations
 - Daily CRM Review
 - Coach Assignment
 - Payment Reconciliation
 - Issue Escalation
-  Content Operations
 - Video Recording SOP
 - Video Upload Process
 - Assessment Creation
 - Quality Checklist

4. Decision Log

Record of key decisions with rationale.

Decision Log

- Technical Decisions
- Business Decisions
- Product Decisions
- Operational Decisions

5. Team Hub

Team information and responsibilities.

Team Hub

- Team Directory
- Role Definitions
- Meeting Notes
- Announcements

DATABASE SCHEMAS

Database 1: Development Tasks

Property	Type	Options
Task Name	Title	-
Status	Select	Backlog, To Do, In Progress, Review, Done
Priority	Select	● Critical, ● High, ● Medium, ● Low
Milestone	Relation	→ Milestones DB
Epic	Relation	→ Epics DB
Assignee	Person	Amit, Rucha
Due Date	Date	-
Effort	Select	XS (1hr), S (4hr), M (1day), L (3days), XL (1week)
Module	Multi-select	Platform, E-Learning, Communication, Admin, Coach, Parent
Notes	Text	-

Property	Type	Options
Created	Created time	Auto
Completed	Date	-

Views

- **Kanban:** By Status (default)
- **By Milestone:** Grouped by milestone
- **My Tasks:** Filtered by assignee
- **This Week:** Due date filter
- **Completed:** Status = Done

Database 2: Milestones

Property	Type	Options
Milestone	Title	-
Status	Select	Not Started, In Progress, Complete
Target Date	Date	-
Progress	Formula	Tasks Done / Total Tasks
Description	Text	-
Key Results	Text	-
Tasks	Relation	→ Tasks DB

Milestones Data

ID	Milestone	Target	Status
M0	Foundation	Dec 2024	<input checked="" type="checkbox"/> Complete
M1	Core Platform	Dec 2024	<input checked="" type="checkbox"/> Complete
M2	E-Learning System	Feb 2025	 In Progress

ID	Milestone	Target	Status
M3	Communication Automation	Feb 2025	 In Progress
M4	Launch Ready	Mar 2025	Not Started
M5	First 30 Customers	Apr 2025	Not Started
M6	Coach Network	Jun 2025	Not Started

Database 3: Decision Log

Property	Type	Options
Decision	Title	-
Date	Date	-
Category	Select	Technical, Business, Product, Operations
Context	Text	What problem were we solving?
Options Considered	Text	What alternatives existed?
Decision Made	Text	What we chose
Rationale	Text	Why we chose it
Impact	Text	What changed as a result
Revisit Date	Date	When to reconsider (optional)

Database 4: Communication Templates

Property	Type	Options
Template Code	Title	P1, P2, C1, etc.
Name	Text	-
Recipient	Select	Parent, Coach, Admin
Channel	Multi-select	WhatsApp, Email, SMS

Property	Type	Options
Priority	Select	1-Critical, 2-High, 3-Medium
Trigger	Text	What triggers this message
AiSensy Template	Text	Template name in AiSensy
Status	Select	Draft, Pending Approval, Approved, Active
Content	Text	Message content

Database 5: E-Learning Content

Property	Type	Options
Video Title	Title	-
Level	Select	Level 1 (4-6), Level 2 (7-9), Level 3 (10-12)
Module	Relation	→ Modules DB
Video URL	URL	YouTube/Bunny.net
Duration	Number	Minutes
Assessment Type	Multi-select	MCQ, Reading, Both, None
Quiz ID	Text	Quizizz/Internal ID
Status	Select	Script Ready, Recorded, Edited, Uploaded, Live
Rucha Approved	Checkbox	-
Created Date	Date	-
Published Date	Date	-

Database 6: Modules

Property	Type	Options
Module Name	Title	-

Property	Type	Options
Level	Select	Level 1, Level 2, Level 3
Order	Number	Sequence
Description	Text	-
Video Count	Rollup	Count of videos
Total Duration	Rollup	Sum of durations
Videos	Relation	→ Videos DB
Prerequisites	Relation	→ Modules DB

WIKI CONTENT

1. Platform Overview

Mission

Help every child in India become a confident reader through AI-powered assessment and personalized human coaching.

The Yestoryd Triangle



Component	Role	How
RAI	Reading Intelligence	Analyzes audio, finds gaps, tracks progress, provides insights
Coach	Human Connection	1:1 teaching, builds confidence, adapts to child
Parent	Transparency	Sees everything, stays informed, supports at home

Value Proposition

"AI finds the reading gaps. Expert coaches fill them. You see everything."

Target Audience

- Primary:** Parents of children aged 4-12 in India
- Secondary:** Schools, phonics agencies (future)
- Geography:** India (English medium, tier 1-2 cities)
- Device:** 80%+ mobile users

2. Technical Architecture

Tech Stack

Layer	Technology	Purpose
Frontend	Next.js 14 (App Router)	Web application
Styling	Tailwind CSS	UI components
Hosting	Vercel Pro	Deployment, edge functions
Database	Supabase (PostgreSQL)	Data storage, auth
Vector DB	pgvector (Supabase)	RAG embeddings
AI	Gemini 2.5 Flash Lite	Reading analysis, chat
Payments	Razorpay	Indian payment gateway
Calendar	Google Calendar API	Session scheduling
Discovery	Cal.com	Pre-payment call booking
WhatsApp	AiSensy	Business messaging

Layer	Technology	Purpose
Email	SendGrid	Transactional emails
Recording	Recall.ai	Session transcription
Background Jobs	Upstash QStash	Async processing

Key Integrations

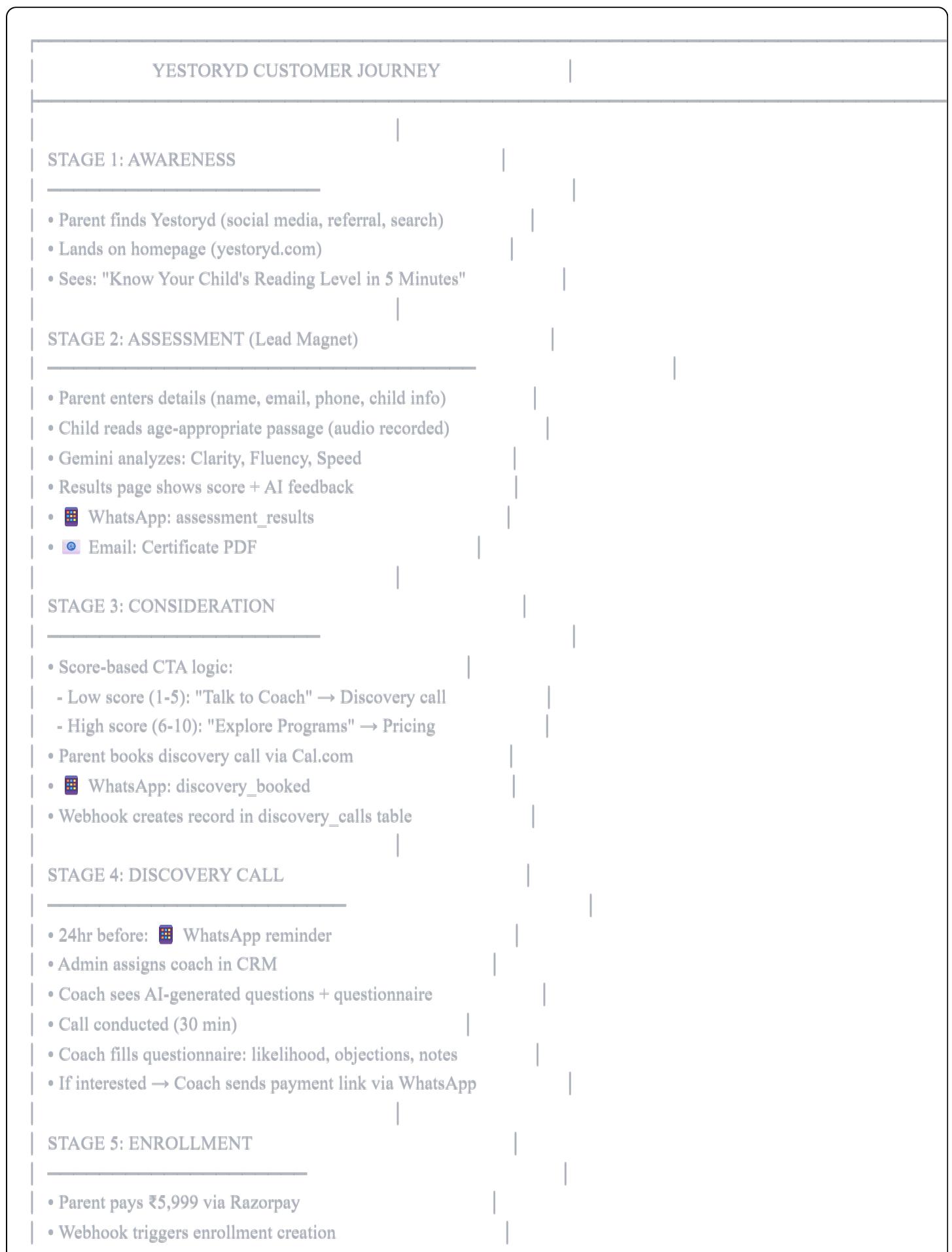
Service	Webhook/API	Purpose
Razorpay	/api/payment/webhook	Payment confirmation
Cal.com	/api/webhooks/cal	Discovery call booking
Recall.ai	/api/webhooks/recall	Session transcript
AiSensy	/api/communication/send	WhatsApp messages

Database Tables (Key)

Table	Purpose
parents	Parent accounts
children	Child profiles + assessment data
coaches	Coach profiles
enrollments	Paid enrollments
scheduled_sessions	Coaching sessions
discovery_calls	Cal.com bookings
learning_events	Unified event tracking (RAG)
communication_templates	Message templates
communication_logs	Sent message history
site_settings	Dynamic site content
agreement_config	Coach agreement terms

3. System Flows

Customer Journey (End-to-End)



- 9 sessions auto-scheduled (Google Calendar)
- Coach assigned (or auto-assigned from discovery)
- 📱 WhatsApp: payment_confirmed
- 🎤 Email: Welcome + Schedule
- 📱 WhatsApp to Coach: child_assigned

STAGE 6: COACHING (3 Months)

- 6 coaching sessions + 3 parent check-ins
- 24hr & 1hr reminders (WhatsApp)
- Recall.ai records + transcribes
- Gemini generates session summary
- 📱 WhatsApp: session_summary (to parent)
- Progress visible in parent dashboard
- rAI chat available for questions

STAGE 7: COMPLETION

- Final assessment (before/after comparison)
- Completion certificate
- Renewal offer (if applicable)
- Referral program invite

Communication Touchpoints (82 Total)

Parent Touchpoints: 37

Code	Trigger	Channel	Priority
P1	Assessment complete	WA + Email	1
P3	No booking 24hr	WA	2
P6	Discovery booked	WA + Email	1
P7	Discovery -24hr	WA	2
P14	Payment confirmed	WA + Email	1
P16	Coach intro	WA	1
P19	Session -24hr	WA	1
P20	Session -1hr	WA	1
P21	Session complete	WA + Email	2
P23	Session no-show	WA	1
...	(see full list in Communication Wiki)

Coach Touchpoints: 17

Code	Trigger	Channel	Priority
C2	Application approved	WA + Email	1
C7	Onboarding complete	WA + Email	1
C8	Child assigned	WA + Email	1
C9	Session tomorrow	WA	2
...	(see full list)

Admin Touchpoints: 3

Code	Trigger	Channel	Priority
AD1	Payment failed	WA + Email	1
AD2	2+ no-shows	WA	1
AD3	Coach no-show	WA	1

4. E-Learning System Design

Curriculum Structure

E-LEARNING CURRICULUM

-  Level 1: Pre-Reading (Ages 4-6)
 - Module 1.1: Letter Recognition
 - Video 1: Capital Letters A-M
 - Video 2: Capital Letters N-Z
 - Video 3: Lowercase Letters a-m
 - Video 4: Lowercase Letters n-z
 - Video 5: Letter Matching Game
 -  Module Assessment (MCQ + Audio)
 - Module 1.2: Phonemic Awareness
 - Video 1: Beginning Sounds
 - Video 2: Ending Sounds
 - Video 3: Rhyming Words
 -  Module Assessment
 - Module 1.3: Single Letter Sounds
 - Video 1: Consonant Sounds (b, c, d, f, g)
 - Video 2: Consonant Sounds (h, j, k, l, m)
 - ... (10 videos)
 -  Module Assessment
 - Module 1.4: CVC Words
 - Video 1: Short 'a' words (cat, bat, mat)
 - Video 2: Short 'e' words (bed, red, pen)
 - ... (10 videos)
 -  Module Assessment
-  Level 2: Early Reading (Ages 7-9)
 - Module 2.1: Consonant Blends
 - Module 2.2: Digraphs (th, sh, ch, wh)
 - Module 2.3: Long Vowels
 - Module 2.4: Sight Words
 - Module 2.5: Simple Sentences
 - Module 2.6: Short Stories
-  Level 3: Fluent Reading (Ages 10-12)
 - Module 3.1: Complex Phonics

- Module 3.2: Vocabulary Building
- Module 3.3: Reading Comprehension
- Module 3.4: Paragraph Reading
- Module 3.5: Story Analysis

Video Types

Type	Description	Approach	Count
Core Lessons	Phonics concepts, rules	Rucha face-to-camera	~100
Practice Videos	Guided practice	Screen recording + voice	~300
Reading Passages	Animated text reading	Text animation + AI voice	~150
Parent Guides	Home practice tips	Rucha quick tips	~50

Gamification Elements

Element	Implementation	Points
Video Completion	Watch 100% of video	+10 XP
Quiz Perfect Score	All correct in MCQ	+50 XP
Reading Assessment	Complete audio recording	+30 XP
Daily Streak	Complete 1 activity/day	+5 XP/day (bonus at 7, 30 days)
Module Completion	Finish all videos + assessment	+100 XP + Badge
Level Completion	Finish all modules in level	+500 XP + Certificate

Badges

Badge	Criteria	Icon
First Steps	Complete first video	
Quick Learner	Complete 10 videos	
Phonics Explorer	Complete Level 1	
Reading Star	Complete 50 videos	
Bookworm	7-day streak	

Badge	Criteria	Icon
Consistency King	30-day streak	👑
Quiz Master	10 perfect scores	🏆
Speed Reader	Pass speed assessment	⚡

Leaderboard System

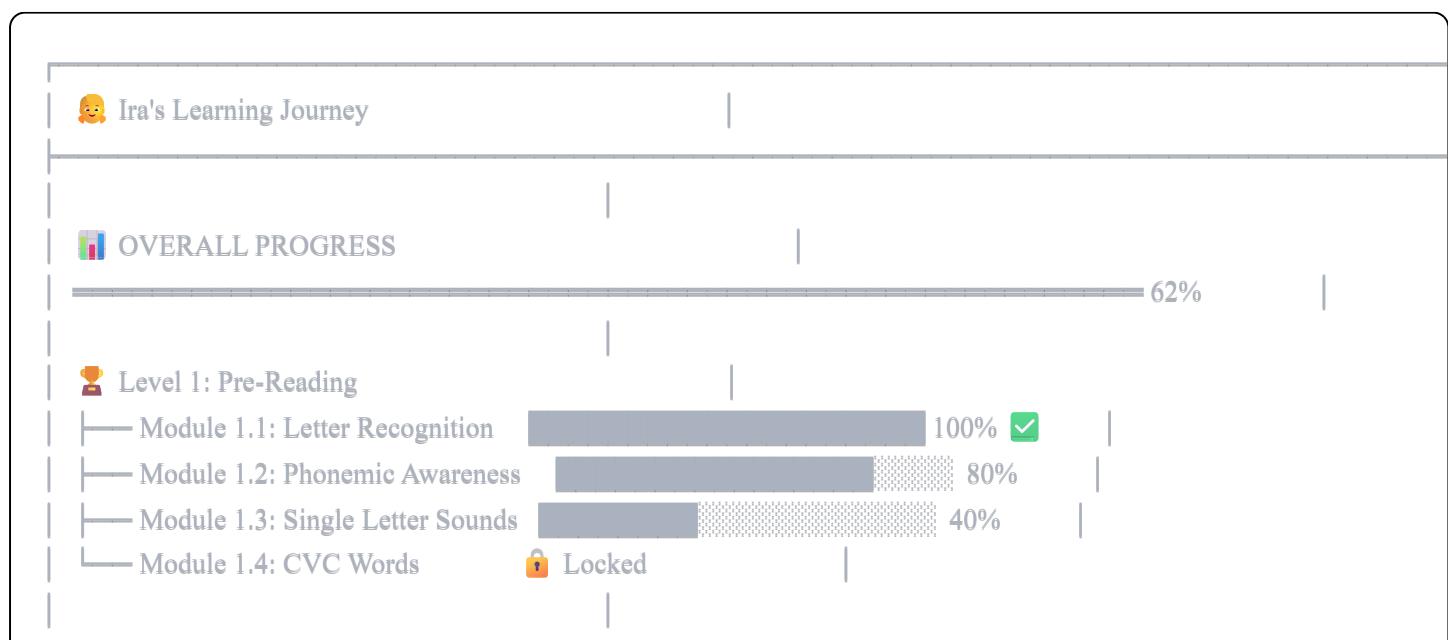
Ranking: Hybrid Approach

Position	Display
1-10	Show exact rank: "👑 #1", "🥈 #2", etc.
11-25%	Show tier: "🌟 Gold Tier"
26-50%	Show tier: "💫 Silver Tier"
51-75%	Show tier: "✨ Bronze Tier"
76-100%	Show encouragement: "🚀 Rising Star"

Segmentation:

- Age-based: 4-6, 7-9, 10-12
- Level-based: Within same curriculum level
- Weekly reset for fresh competition

Parent Progress Dashboard



1,250 XP | 5-day streak | 3 badges

THIS WEEK

- Videos watched: 7
- Quizzes completed: 3
- Time spent: 2hr 15min
- Leaderboard: Gold Tier (Top 18%)

NEXT UP

Video: "Short 'i' Sounds" (Module 1.3, Video 4)

[Continue Learning →]

Coach-Triggered Assessments

Coach Dashboard > Trigger Assessment

Select Students:

Ira Sharma (Level 1, Module 1.3)

Aarav Patel (Level 1, Module 1.2)

Sima Gupta (Level 2, Module 2.1)

Assessment Type:

- MCQ Quiz (5 questions from module content)
- Reading Assessment (Passage + Audio recording)
- Both (MCQ + Reading)

Module: [Module 1.3: Single Letter Sounds ▼]

Deadline: [Dec 30, 2025]

Message to Students:

Great progress this week! Let's check how much you've learned.

Complete this assessment by Dec 30.

[Cancel]

[ Send to 2 Students]

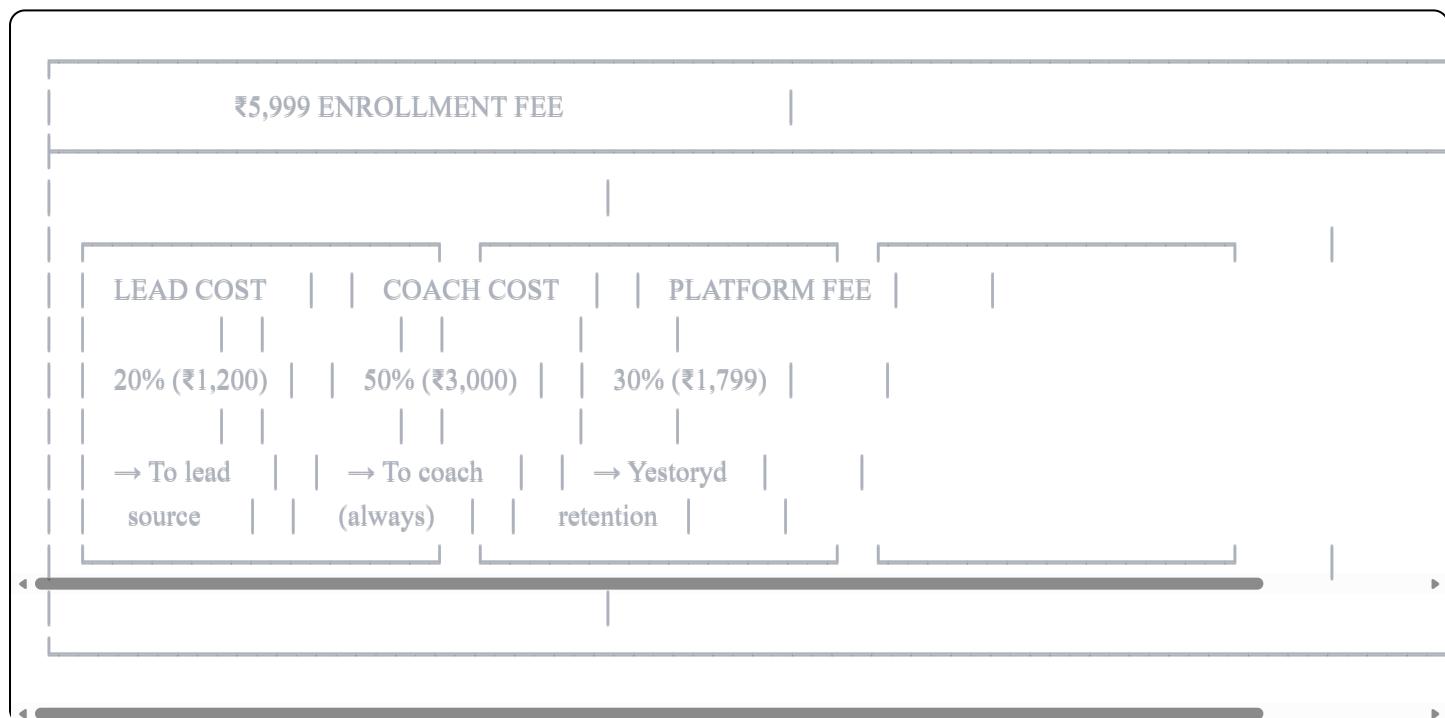
5. Business Model

Pricing

Plan	Price	Includes
Free Assessment	₹0	AI reading assessment + certificate
Complete Transformation	₹5,999	6 coaching + 3 check-ins + E-Learning access + Master Key

Master Key Benefit: Enrolled families get FREE access to all e-learning content and future services.

Revenue Split (3-Component Model)



Scenario	Coach Earns	Yestoryd Earns
Yestoryd Lead	₹3,000 (50%)	₹2,999 (50%)
Coach Lead	₹4,200 (70%)	₹1,799 (30%)
Rucha Coaching	₹3,000 (internal)	₹2,999

Monthly Costs

Mode	Total	Break-Even
Lean	~₹12,500/month	3 enrollments
Full	~₹35,000/month	12 enrollments

6. Decision Log (Key Decisions)

Technical Decisions

Decision	Date	Choice	Rationale
AI Model	Dec 2024	Gemini 2.5 Flash Lite	Cost-effective, good audio support
Database	Dec 2024	Supabase	PostgreSQL + pgvector + auth in one
Hosting	Dec 2024	Vercel	Next.js native, edge functions
Session Recording	Dec 2024	Recall.ai	Replaces tl;dv, better API
WhatsApp	Dec 2024	AiSensy	India-focused, better rates
Coaching Calendar	Dec 2024	Google Calendar	Replaced Cal.com for coaching
Discovery Calendar	Dec 2024	Cal.com	Pre-payment booking only

Product Decisions

Decision	Date	Choice	Rationale
AI Branding	Dec 2024	rAI (not Vedant)	Tech-forward, avoids coach confusion
Assessment Metrics	Dec 2024	Clarity, Fluency, Speed	Removed comprehension (complex)
Homepage Triangle	Dec 2024	Orbital model	Clear role separation
Live Competitions	Dec 2024	Deferred to Phase 2	Need critical mass first
Hindi Support	Dec 2024	Not pursuing	Focus on English market

Business Decisions

Decision	Date	Choice	Rationale
Business Structure	Dec 2024	Sole Proprietorship	Wait for 20L revenue before LLP
Launch Timeline	Dec 2024	March 2025	E-learning completion required
First Customers	Dec 2024	Deferred	Platform must be complete
Revenue Split	Dec 2024	3-component model	Clear accounting, fair splits

🎯 DEVELOPMENT TRACKER

Current Status: M2 & M3 In Progress

Milestone M2: E-Learning System

Task	Status	Priority	Effort
Database schema (modules, videos, progress)	To Do	🔴 Critical	M
Admin video upload portal	To Do	🔴 Critical	L
Video player with progress tracking	To Do	🔴 Critical	M
MCQ assessment engine	To Do	🔴 Critical	L
Reading assessment integration	To Do	🔴 Critical	M
Points/XP system	To Do	🟡 High	M
Badges system	To Do	🟡 Medium	S
Streaks tracking	To Do	🟡 Medium	S
Leaderboard (percentile + hybrid)	To Do	🟡 High	M
Parent progress dashboard	To Do	🔴 Critical	L
Coach assessment trigger	To Do	🔴 Critical	M
"Coming Soon" label on pricing	To Do	🔴 Critical	XS

Milestone M3: Communication Automation

Task	Status	Priority	Effort
AiSensy templates (20)	Done		-
Meta approval	Pending		-
Assessment → WA trigger	To Do	Critical	M
Payment → WA trigger	To Do	Critical	M
Session reminder triggers	To Do	Critical	M
All 82 triggers built	To Do	High	XL

SETUP INSTRUCTIONS

Creating This Workspace in Notion

Step 1: Create New Workspace

1. Go to notion.so and sign up (free)
2. Create new workspace: "Yestoryd HQ"

Step 2: Create Main Pages

1. Create page: " Knowledge Wiki"
2. Create page: " Development Tracker"
3. Create page: " SOPs & Playbooks"
4. Create page: " Decision Log"
5. Create page: " Team Hub"

Step 3: Create Databases

1. In Development Tracker, create database "Tasks"
 - Add all properties from schema above
 - Create views: Kanban, By Milestone, This Week
2. Create database "Milestones" and link to Tasks

3. In Decision Log, create database with properties above

Step 4: Copy Wiki Content

1. Copy each section from this document into respective Wiki pages
2. Use toggles for collapsible sections
3. Add callouts for important notes

Step 5: Set Up Templates

1. Create task template with default properties
 2. Create decision template with all fields
 3. Create SOP template structure
-

APPENDIX

File Locations (Codebase Reference)

```
app/
├── page.tsx          # Homepage (with pricing)
├── assessment/       # Assessment flow
├── lets-talk/        # Discovery booking
├── enroll/           # Enrollment page
├── parent/           # Parent dashboard
├── coach/            # Coach dashboard
├── admin/            # Admin portal
│   ├── crm/          # CRM (Leads + Discovery)
│   ├── applications/ # Coach applications
│   └── agreements/  # Agreement management
└── api/
    ├── payment/      # Razorpay
    ├── webhooks/
    │   ├── cal/        # Cal.com
    │   └── recall/     # Recall.ai
    ├── communication/ # AiSensy + SendGrid
    └── coach/ai/      # rAI chat
└── lib/
    ├── rai/           # rAI v2.0 utilities
    ├── googleCalendar.ts # Calendar integration
    └── supabase.ts    # Database client
```

Environment Variables

Variable	Service
NEXT_PUBLIC_SUPABASE_URL	Supabase
NEXT_PUBLIC_SUPABASE_ANON_KEY	Supabase
SUPABASE_SERVICE_ROLE_KEY	Supabase
GEMINI_API_KEY	Google AI
RAZORPAY_KEY_ID	Razorpay
RAZORPAY_KEY_SECRET	Razorpay
GOOGLE_CALENDAR_*	Google Calendar
AISENSY_API_KEY	AiSensy
SENDGRID_API_KEY	SendGrid
RECALL_API_KEY	Recall.ai
QSTASH_*	Upstash

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