

# 5 YESTORYD COMPLETE LIFECYCLE FLOWS (PART 2)

## Admin & Partner Lifecycles

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### 5 ADMIN LIFECYCLE

#### Overview

**Users:** Amit, Rucha (and future team)

**Entry:** /admin

**Goal:** Manage CRM, coaches, content, settings

**Duration:** Ongoing operations

#### Key Activities

Activity	Frequency	Page
Review leads	Daily	/admin/crm (Leads tab)
Manage discovery calls	Daily	/admin/crm (Discovery tab)
Assign coaches	As needed	/admin/crm
Review coach applications	As needed	/admin/applications
Update site settings	Occasionally	/admin/settings
Manage videos	Post-launch	/admin/videos
Process payouts	Monthly	/admin/coaches

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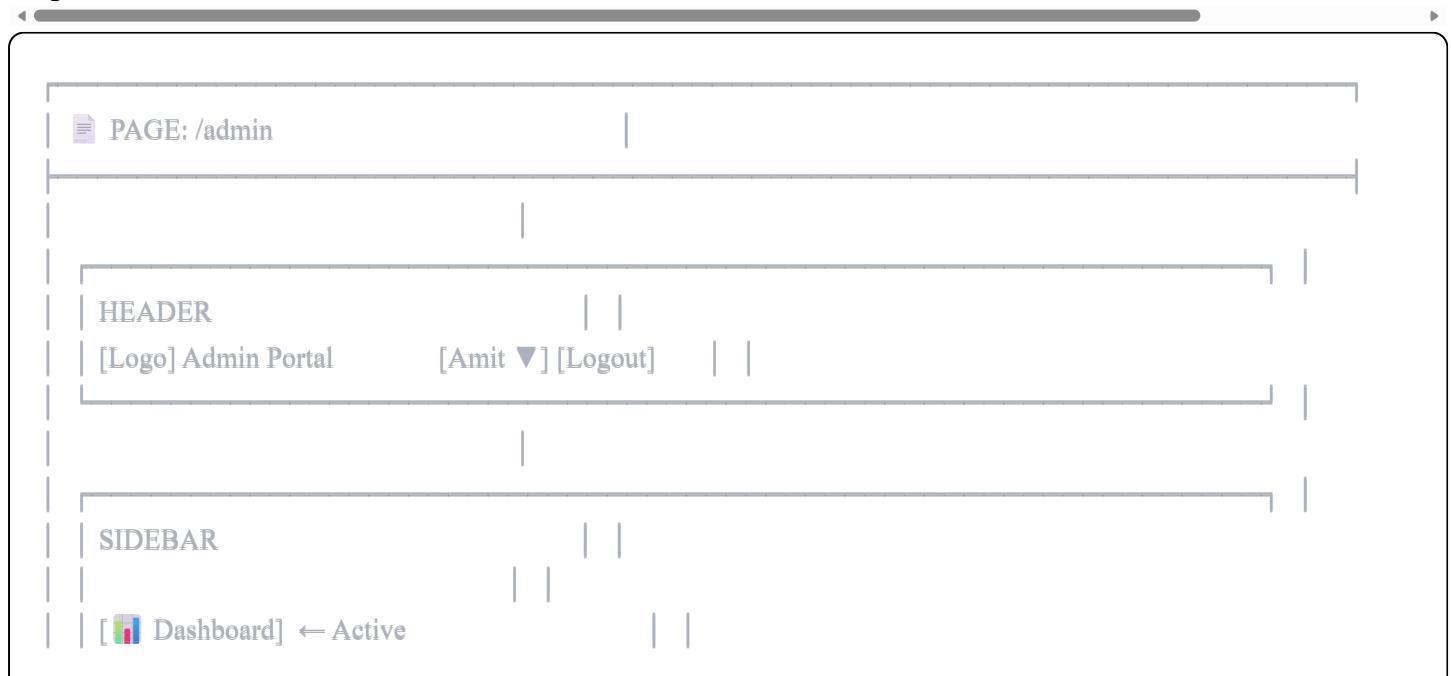
#### Phase 1: LOGIN

##### Step 1.1: Admin Login



## Phase 2: DASHBOARD

## Step 2.1: Admin Dashboard



- [CRM]
- [Coach Applications]
- [Agreements]
- [Coaches]
- [Videos] (Coming)
- [Settings]

## MAIN CONTENT

### Dashboard Overview

Leads	Enrollments	Revenue
156	12	₹71,988
This Month	This Month	This Month

Discovery	Active	Coach Apps
Calls	Coaches	Pending
8 pending	5	3

### RECENT ACTIVITY

- New lead: Ira Sharma (5 mins ago)
- Payment received: ₹5,999 from Amit S (1 hr ago)
- Coach application: Priya S (3 hrs ago)
- Discovery call booked: Sima G (5 hrs ago)

### QUICK ACTIONS

- [CRM]
- [Coach Applications]
- [Settings]

● CTAs: Sidebar navigation + Quick action buttons

## Phase 3: CRM MANAGEMENT

### Step 3.1: Leads Tab

PAGE: /admin/crm (Leads Tab)

CRM

[Leads •] [Discovery]

FILTERS

[All Scores ▼] [Last 7 Days ▼] [All Sources ▼] [🔍 Search]

#	Child	Age	Score	Parent	Phone	Status
1	Ira Sharma	6	5/10	Amit S	90822xxx	Enrolled
2	Aarav P	8	4/10	Rahul P	98765xxx	Discovery
3	Sima G	7	6/10	Priya G	91234xxx	New
4	Rohan K	5	3/10	Vijay K	99887xxx	New
...						

SELECTED: Sima G

Assessment Details:

- Score: 6/10
- Clarity: 7 | Fluency: 5 | Speed: 6
- AI Feedback: "Good clarity, needs fluency work"

Contact: +91 91234 56789

Email: priya.g@example.com

City: Delhi

Assessed: Jan 20, 2026

Source: Instagram Ad

[Send WhatsApp] [Send Email] [Book Discovery]

[CSV] Export CSV]

● CTAs:

- [Send WhatsApp] → Template selector modal
- [Send Email] → Email composer
- [Book Discovery] → Cal.com booking on behalf
- [Export CSV] → Download leads

### Step 3.2: Discovery Tab

PAGE: /admin/crm (Discovery Tab)

[Leads] [Discovery •]

FILTERS

[All Status ▼] [All Coaches ▼] [This Week ▼] [🔍 Search]

PENDING CALLS (Needs Coach Assignment)

Sima Gupta (Arjun, Age 5)

📅 Jan 22, 3:00 PM | Score: 4/10

Coach: ✘ Not assigned

[Assign Coach ▼] [View Assessment]

Select Coach:

○ Priya Sharma (4 students)

○ Rucha Rai (2 students)

○ Neha Joshi (5 students)

[Assign]

Rohan Kumar (Age 5)

⌚ Jan 23, 5:00 PM | Score: 3/10

Coach: ✘ Not assigned

[Assign Coach ▼]

### ASSIGNED (Upcoming)

Amit Sharma (Ira) | Jan 16, 4 PM | Priya S |  Completed

Rahul Patel (Aarav) | Jan 18, 3 PM | Rucha | ⏳ Today

### COMPLETED (Needs Follow-up)

Amit Sharma | Likelihood: 5/5 | Enrolled

Rahul Patel | Likelihood: 3/5 | Thinking | [Follow-up]

#### CTAs:

- [Assign Coach] → Coach selection dropdown
- [View Assessment] → Assessment modal
- [Follow-up] → WhatsApp/call follow-up

## Phase 4: COACH APPLICATIONS

### Step 4.1: Applications Review

PAGE: /admin/applications

👨‍👩‍👧‍👦 Coach Applications

[Pending: 3] [Approved: 12] [Rejected: 5] [On Hold: 2]

## PENDING APPLICATIONS

Priya Sharma

Mumbai | 3-5 yrs experience | Applied: Jan 18

AI Score: 8.5/10

- Communication: 9/10
- Motivation: 8/10
- Experience: 8.5/10

[ Play Voice] [ Full Details]

[ Approve] [ Reject] [ Hold] [ Interview]

Neha Joshi

Delhi | 1-2 yrs experience | Applied: Jan 19

AI Score: 7.2/10

[ Approve] [ Reject] [ Hold] [ Interview]

### CTAs:

- [Approve] → Send approval + onboarding link
- [Reject] → Send rejection email
- [Hold] → Mark for later review
- [Interview] → Schedule interview call
- [Play Voice] → Listen to voice recording
- [Full Details] → Expand application details

## Phase 5: SETTINGS MANAGEMENT

### Step 5.1: Site Settings

PAGE: /admin/settings

## Site Settings

[General] [Pricing] [Contact] [Videos]

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### GENERAL SETTINGS

Site Title

Yestoryd - AI-Powered Reading Assessment

Tagline

Know Your Child's Reading Level in 5 Minutes

Show Testimonials

Yes

Show Stats Banner

Yes

Stats Values:

Total Assessments: [500+]

Happy Parents: [200+]

Success Rate: [94%]

Avg Improvement: [+3 levels]

[\[Save Changes\]](#)

 CTAs: [\[Save Changes\]](#) → Update site\_settings table

## Step 5.2: Pricing Settings

[General] [Pricing] [Contact] [Videos]

PRICING CONFIGURATION

Original Price (display only)

9999

Discounted Price (actual)

5999

Discount Label

40% OFF

Free Assessment Worth Display

₹999

Enable Paid Enrollment

[ ] No (Waitlist mode - E-Learning coming soon)

⚠️ Currently in waitlist mode until E-Learning launches

[Save Changes]

● CTAs: [Save Changes] → Update pricing in site\_settings

## Phase 6: VIDEO MANAGEMENT (Post-Launch)

### Step 6.1: Video Management

PAGE: /admin/videos (FUTURE - Post E-Learning Launch)

E-Learning Videos

[+ Upload Video] [+ New Module]

Level 1: Pre-Reading (Ages 4-6)

- Module 1.1: Letter Recognition (10 videos) 
  - Video 1: Capital Letters A-M
  - Video 2: Capital Letters N-Z
  - ...
- Module 1.2: Phonemic Awareness (10 videos) 
  - Video 1: Beginning Sounds
  - Video 2: Ending Sounds
  - Video 3: Rhyming Words  (Draft)
  - ...
- Module 1.3: Single Letter Sounds (10 videos) 

SELECTED: Video 3 - Rhyming Words

Title: Rhyming Words

Rhyming Words

YouTube URL:

<https://youtube.com/watch?v=abc123>

Duration (minutes): [5]

Status: [Draft ▼]

Has Assessment: [✓] Yes

Assessment Type: [MCQ ▼]

[Save] [Preview] [Delete]

● CTAs:

- [Upload Video] → Video upload modal
- [New Module] → Create module modal
- [Save/Preview/Delete] → Video actions
- Drag & drop to reorder

## Admin Lifecycle Summary

### ADMIN LIFECYCLE SUMMARY

#### PAGES ACCESSED:

- /admin/login
- /admin (dashboard)
- /admin/crm (Leads + Discovery tabs)
- /admin/applications
- /admin/agreements
- /admin/coaches
- /admin/settings
- /admin/videos (Future)
- /admin/enrollments

#### DAILY TASKS:

- Review new leads (assessment completions)
- Assign coaches to discovery calls
- Follow up on pending enrollments
- Review coach applications

#### WEEKLY TASKS:

- Review overall metrics
- Check coach performance
- Update testimonials/stats if needed

#### MONTHLY TASKS:

- Process coach payouts
- Generate TDS reports
- Review revenue/growth

#### KEY ACTIONS:

- Assign coach to discovery call
- Approve/reject coach applications
- Update site settings
- Manage video content (post-launch)
- Process payouts

## 6 ACADEMY PARTNER LIFECYCLE (FUTURE)

### Overview

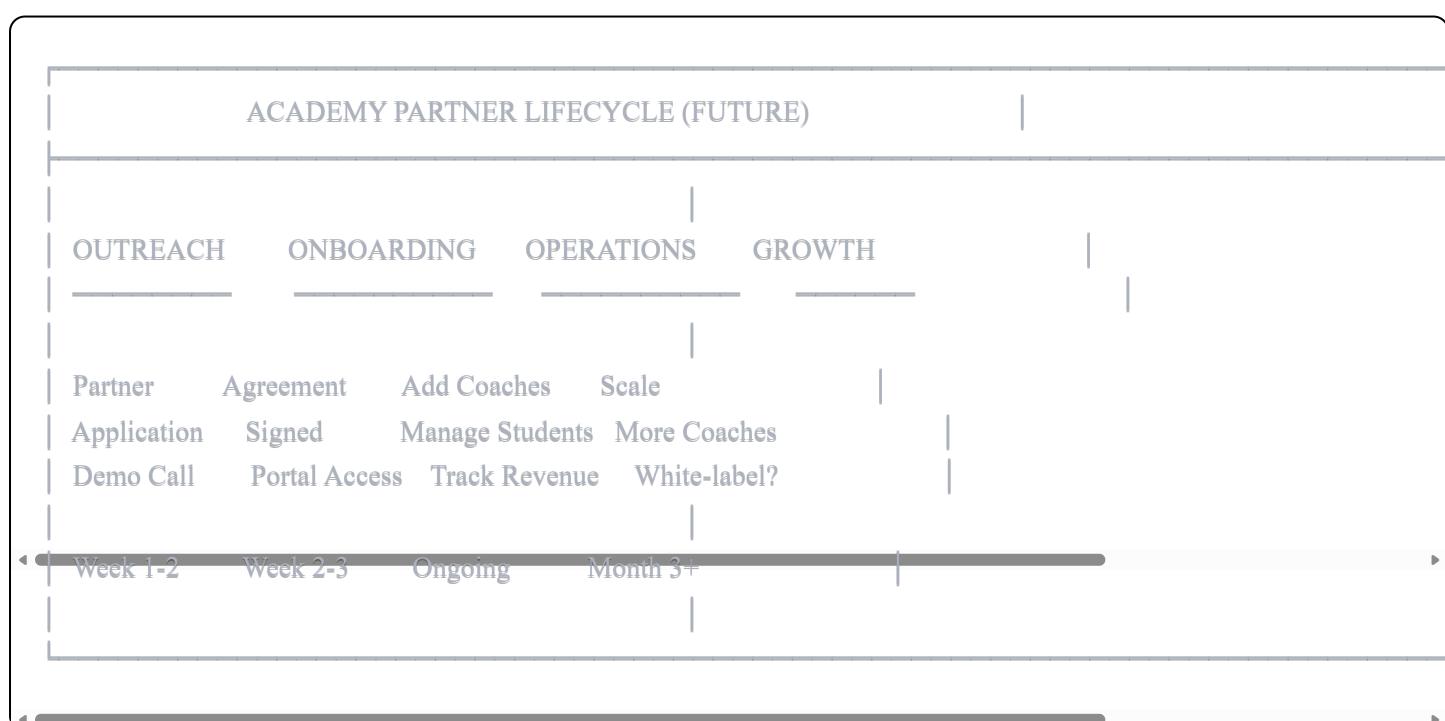
**Status:** Not yet built - Phase 2

**Users:** Phonics agencies, schools

**Entry:** Partner application / Sales outreach

**Goal:** Bring coaches → Revenue share

### Planned Flow



## Planned Pages

Page	Purpose
/partner	Landing page (value prop for agencies)
/partner/apply	Partner application form
/partner/login	Partner portal login
/partner/dashboard	Overview: coaches, students, revenue
/partner/coaches	Manage their coaches
/partner/students	View students under their coaches
/partner/earnings	Revenue share tracking
/partner/reports	Analytics & reports

## Partner Features (Planned)

- Add Coaches:** Partner can add their existing coaches
- Student Assignment:** Students assigned to partner's coaches
- Revenue Dashboard:** Track earnings per coach
- White-label (Future):** Custom branding option

## COMPLETE PAGES SUMMARY

### All Pages by Role

Role	Pages	Count
Public	Homepage, Assessment (4 steps), Results, Lets-talk, Booking-confirmed, Enroll, Payment-success, Academy (3 steps)	12
Parent Lead	(Subset of Public)	-
Parent	Login, Dashboard, Sessions, Sessions/[id], Progress, Learn, Learn/module, Learn/video,	11
Enrolled	Leaderboard, Chat, Support	
Coach Lead	Academy landing, Apply (3 steps), Submitted, Onboard (3 steps)	7

Role	Pages	Count
<b>Coach Active</b>	Login, Dashboard, Students, Students/[id], Sessions, Sessions/[id], Sessions/complete, Discovery, Earnings, AI, Templates	11
<b>Admin</b>	Login, Dashboard, CRM, Applications, Agreements, Coaches, Settings, Videos, Enrollments	9
<b>Partner (Future)</b>	Landing, Apply, Login, Dashboard, Coaches, Students, Earnings, Reports	8

**Total Unique Pages: ~50**

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## 🔔 ALL NOTIFICATIONS SUMMARY

### Parent Notifications

Code	Trigger	Channel
P1	Assessment complete	WA + Email
P3	No booking 24hr	WA
P4	No booking 3 days	WA
P6	Discovery booked	WA + Email
P7	Discovery -24hr	WA
P14	Payment confirmed	WA + Email
P16	Coach intro	WA
P19	Session -24hr	WA
P20	Session -1hr	WA
P21	Session complete	WA + Email
P22	Recording available	WA
P23	No-show follow-up	WA

## Coach Notifications

Code	Trigger	Channel
C1	Application received	WA + Email
C2	Application approved	WA + Email
C3	Application rejected	Email
C7	Onboarding complete	WA + Email
C8	Child assigned	WA + Email
C9	Session -24hr	WA
C10	Session complete	WA
C11	Payout processed	WA + Email

Document: Yestoryd Complete Lifecycle Flows Last Updated: December 25, 2025 Version: 1.0