

# ParentSimple - App Summary

## What it is

ParentSimple is a parental education and financial literacy platform for parents navigating college planning, education savings, and family financial security. It provides expert guidance, tools, calculators, and resources across a child's education journey.

## Who it's for

Primary persona: parents or guardians planning for their children's education and long-term financial wellbeing.

## What it does

- Delivers educational and financial planning content across key life stages (early years, middle school, high school, college planning, financial planning, resources).
- Provides quizzes/assessments and funnel experiences (e.g., elite university readiness and life insurance flows).
- Captures leads with OTP verification and stores quiz/lead data in the CallReady Supabase database.
- Sends lead data to GoHighLevel (GHL) via webhooks for downstream CRM/marketing workflows.
- Tracks analytics and marketing events, including Meta CAPI support and UTM/referrer handling.
- Supports SEO and indexing workflows (sitemap, robots, IndexNow).

## How it works

- Frontend: Next.js App Router pages and React components render content pages, quizzes, and funnels.
- API layer: Next.js route handlers under `src/app/api/\*` handle content, search, leads, OTP, tracking, and IndexNow.
- Data: Supabase is used for content and a separate CallReady Supabase project stores quiz, lead, OTP, and analytics data.
- Integrations: GHL webhooks receive verified lead payloads; Meta CAPI events are sent for marketing attribution.
- Flow: user completes content or quiz -> API routes validate/collect data -> Supabase write -> webhook/Meta CAPI dispatch.

## How to run (minimal)

- Install dependencies: `npm install`
- Set env vars: copy `env-template-parentsimple.txt` to `\*.env.local` and fill required values.
- Start dev server: `npm run dev` and open `http://localhost:3000`.