

Tootly MVP: Phase 1

This is a document with all the technical details regarding Tootly's MVP:

Framework, Twilio details, MMS, scheduling chronological messages.

WE have split up the development into 2 Phases: Phase 1 will be the text messaging system and Phase 2 will be the Tootly recommendation algorithm.

Table of contents:

- Customer experience
- Instructor experience

UI: Most likely a modern JS framework like React

Backend: Node.js Framework

Website must be accessible from both phone and computer. A mobile app will be developed later.

Functions needed:

Customer experience:

- Customer can access Tootly website, then pay the course fee after adding it to the cart.

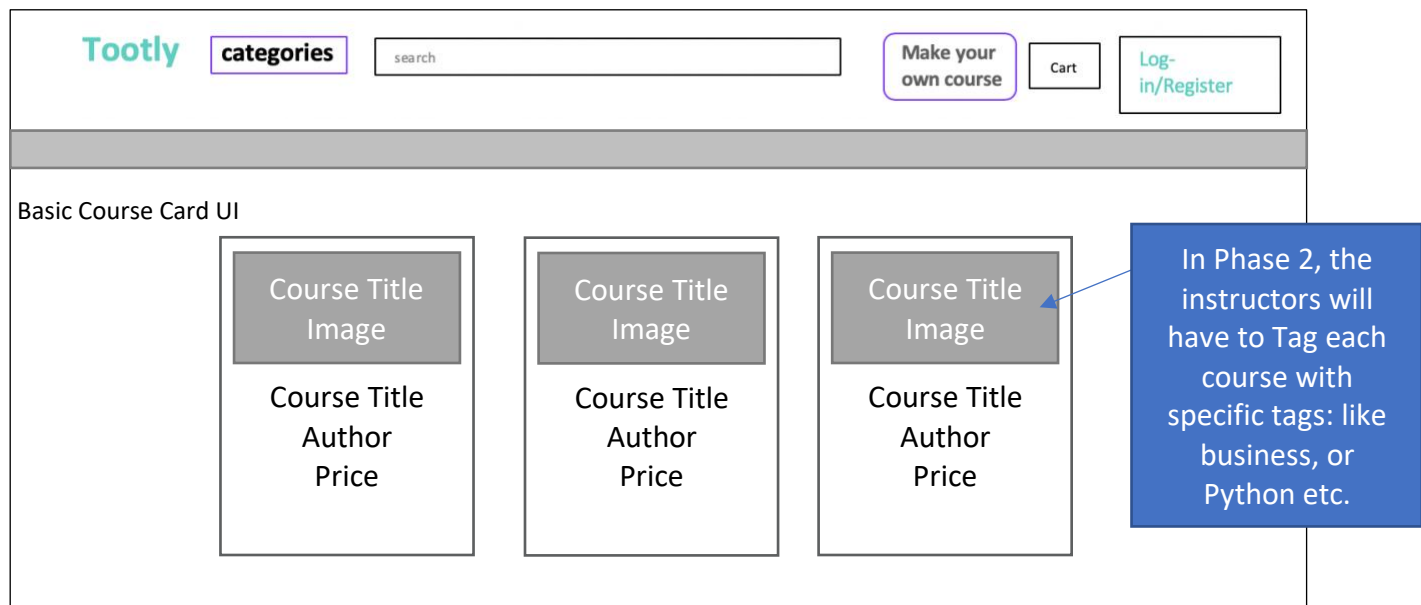
Customers will then enter a phone number (which can be changed in settings)

The system will then set that User's ID as an "approved phone number" to send course content to through text message (MMS).

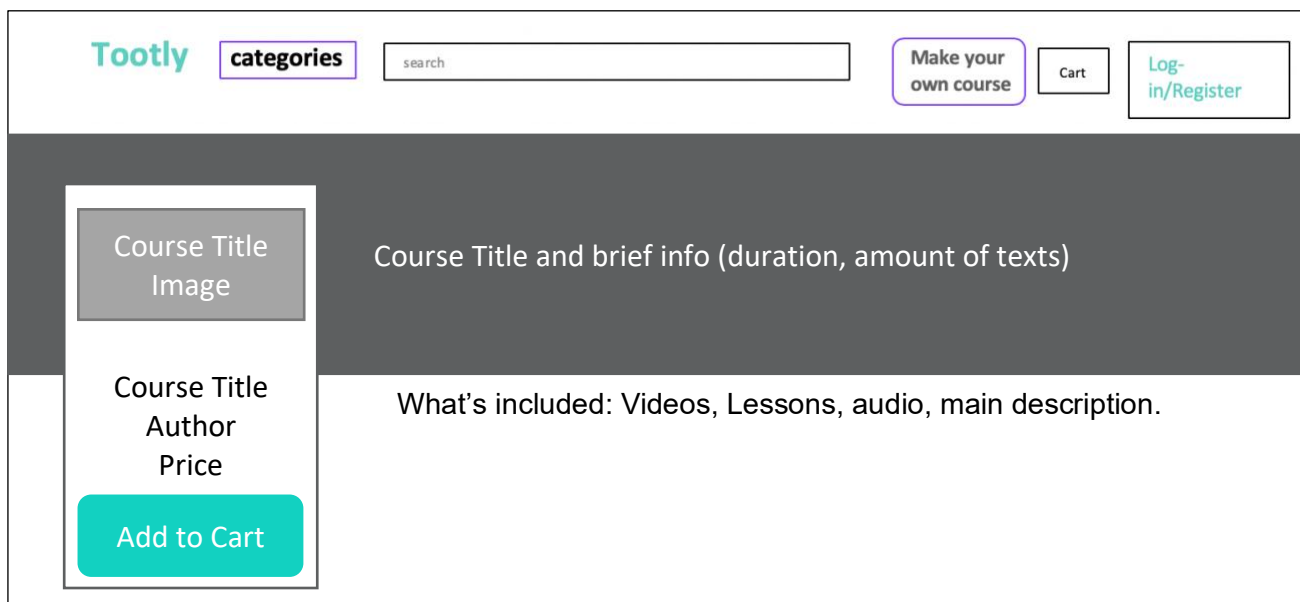
- The customer can decide which days and times to receive text messages (does not have to be included in the MVP but include if easy to implement). The customer should be able to opt out of receiving the text messages and resume receiving the text messages whenever they want.

Example unlogged-in Computer HOME Screen:

Tootly	categories	<input type="text" value="search"/>	Make your own course	Cart	Log-in/Register
Main Screen Image here					
<p>"Courses recommended for you section here." (only for logged in users based on the Tootly algorithm which will be developed in the second Phase). If not logged in just display best sellers/ random courses.</p>					



Lets say a customer clicks on a course, they will open a page that looks like this:



Lets say a customer clicks add to cart, before they check out, the must log in or register

The screenshot shows the Tootly website interface. At the top, there is a navigation bar with the Tootly logo, a 'categories' button, a search bar, a 'Make your own course' button, a 'Cart' button, and a 'Log-in/Register' button. Below the navigation bar, the main content area is divided into two sections. On the left, under the heading 'Your Cart:', there is a list of items. The first item is 'Example Course 123 (150 texts)'. On the right, there is a summary section showing 'Price \$15.99' and a 'Checkout ->' button. A blue callout box is positioned over the cart item, containing the text: 'Every course Is assigned a diff. local phone number and has a “text now list” that includes a list of paying USER IDs that need to be texted.'

The screenshot shows the Tootly website interface during the checkout process. The navigation bar is the same as in the previous screenshot. The main content area is divided into two sections. On the left, there is a form with the following fields: 'What phone number would you like to receive the Tootly Texts on? Required. Can change the number later', 'Enter a PROMO CODE', 'Payment info:', and 'Confirm.'. On the right, there is a summary section showing 'Course Title', 'Image', 'Course Title', 'Author', and 'Price'.

For our MVP, we will be offering free courses to our test subjects. We will need to generate 500-1000 promo codes that will reduce the course price to \$0.00

Once the customer presses confirm the his/her USER ID will be added to the approved list for the “Example course 123” and will be removed from the text now list once all the 150 texts are sent to him/her. The customer can access website course content for life though.

Log-in/register:

Tootly categories [Make your own course](#) [Cart](#) [Log-in/Register](#)

Register:

Name
Email
Phone number

In Phase 2, the user MUST answer a questionnaire to provide data points for the Tootly algorithm.

Tootly categories [Make your own course](#) [Cart](#) [Log-in/Register](#)

Hey, Insert name here

Courses:

Example Course 123 ▼

Change phone number
Stop receiving texts
Remove course

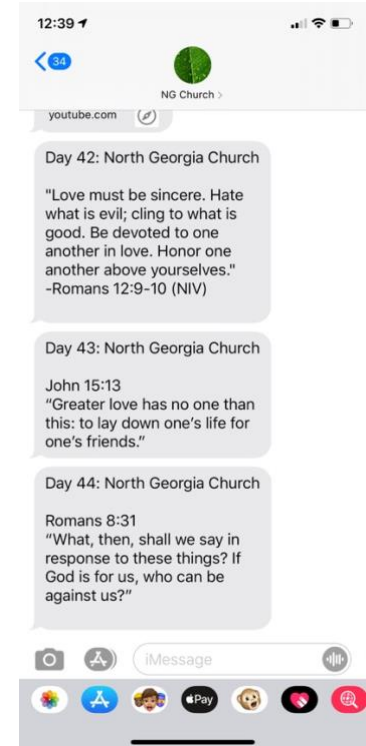
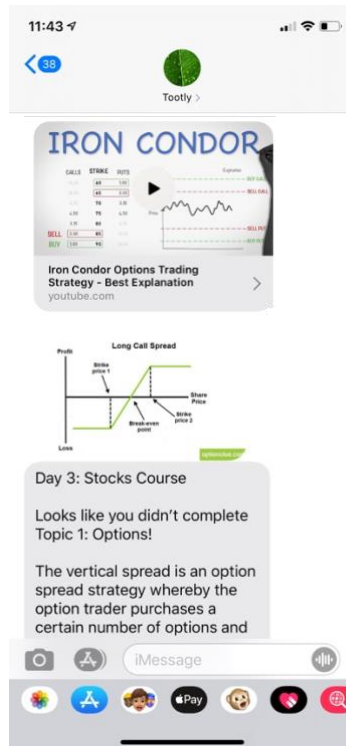
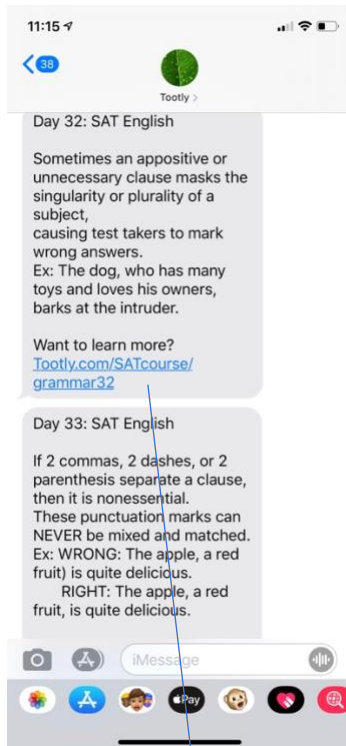
Name

Email

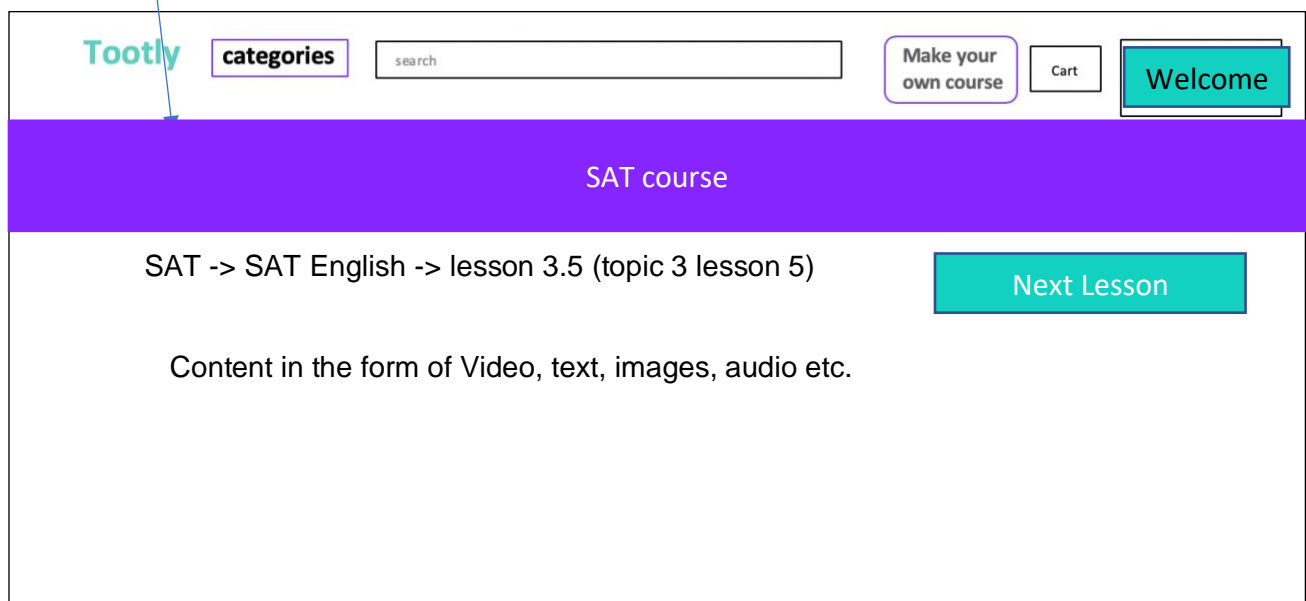
Phone

EDIT

Text message examples (video, image, audio)



Links lead to correlated content, in this example SAT English Content(set by instructor) MUST be logged in



Instructor Experience

-Each course must be designated a local phone number:

Each course will be designated a local number to separate senders if the user has signed up for multiple courses. So for example, if a customer has signed up for 3 different courses, he/she will get text messages from three different local numbers to avoid confusion between which texts are from which course.

Instructor experience:

Instructors should easily be able to create educational courses. Here is what Tootly needs to have for them:

Since our platform is similar to Udemy, just that we include text messages to grab students' attention, we need to include traditional and new features for our instructors.

Traditional: Instructor should be able to create an e-course with varying sections, chapters, and topics. The customer will access this info from the Tootly website and will be like a traditional e-course (like Udemy, coursera, etc. The instructor should be able to upload videos, text, audio files to the e-course.

Tootly's unique texting feature: MOST IMPORTANT

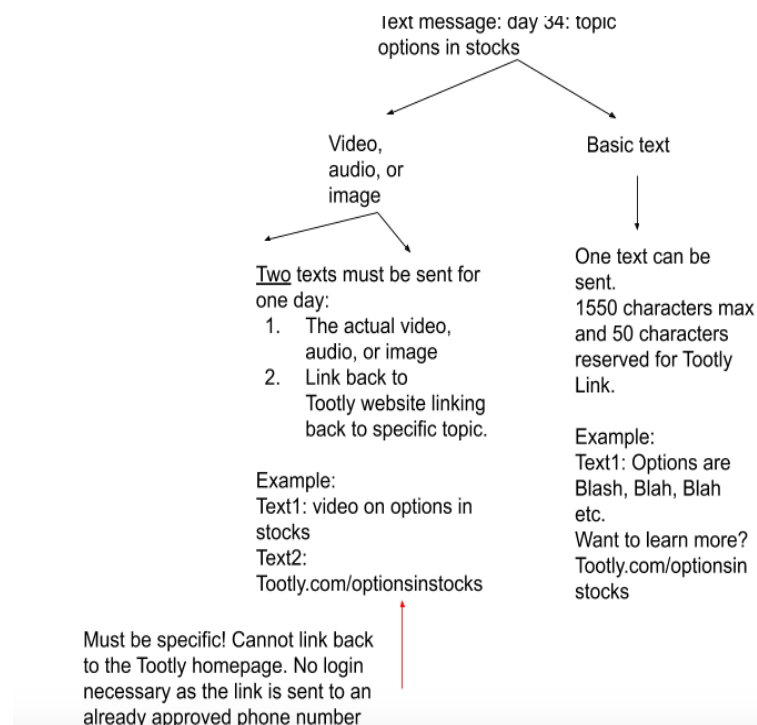
Instructors should be able to easily create the text messaging feature for their students to use. After they finish making the traditional course, they will be given the option to create the text messaging feature for their students and they will do it like this:

The instructor can choose the amount of texts they send to students. 1-200 days max.

So let's say an instructor chooses to include 100 chronologically ordered texts they would choose 100 days and begin from there.

They would then upload videos, text, images, or audio files, ONE-TWO for each day only and they would also upload a link to the Tootly website, linking back to the specific topic in the course.

Since urls cannot be included for videos, images, or audio files, the instructor will have to send another text message with a link to the student. For text, instructors have to include a link to the tootly website in that one text itself. This concept is explained below:



Lets say a customer signs up for the Stocks course. It is 100 texts long. He/she recieves all 100 texts (could be longer as videos, images, and audio files take 2 messages to send) and the course from a texting side is over. The Tootly website would recognize this and stop sending these text messages. The customer can still access the normal e-course on the Tootly website for life.

Instructors must have a Tootly account and be logged in.

Course Creation Process:

The diagram illustrates the course creation process on the Tootly website. It shows a sequence of steps from logging in to adding content and navigating to the next page. Key elements include a navigation bar with 'Tootly', 'categories', a search bar, and buttons for 'Make your own course', 'Cart', and 'Welcome'. The main form is titled 'Create your own course' and contains fields for 'What topic is this course on?', 'Basic Description 300 characters', 'Title', and 'Author's name'. A large blue box highlights a requirement for Phase 2: 'KEEP THIS IN MIND!: In Phase 2, Instructors will have to add "tags" that describe their course (minimum 5)'. Below the form, a list of topics and lessons is shown, with a 'Click to add content' box explaining the process. A 'Next' button is at the bottom right.

Tootly categories search

Make your own course Cart Welcome

Create your own course

What topic is this course on?

KEEP THIS IN MIND!: In Phase 2, Instructors will have to add "tags" that describe their course (minimum 5)

Basic Description 300 characters

Title

Author's name

Insert Course Cover Image here

Topic 1: blah1

Lesson 1.1: Blah Blah

Lesson 1.2: Blah Blah

Topic 2: Blah2

Lesson 2.1: Blah Blah

Click to add content:
User clicks topic page-> give basic desc. Of topic;
User clicks lesson button-> take to the videos, text etc. associated with the lesson.

Add Topic/lesson

Next

Instructors do not have to pay any money to make a course and we will split the revenue from customers 50/50 with them. Instructors can create just text message courses to if they want.

THIS FEATURE SHOULD BE DONE LAST AND IS OPTIONAL!

6-digit access pin- Organization and external websites can sell courses outside of the Tootly environment. When the customer purchases the course access, the Organization or external website will issue a Tootly generated 6 -digit pin to the customer. The customer can then visit the Tootly website and type in the 6-digit code to waive the course fee.

SIMPLE MAP:

