

Statement of Work (SOW)

learntoaction – Ultra-Lean MVP

Budget Range: ₹3,00,000 – ₹4,00,000 INR

Engagement Type: Fixed Scope, Fixed Cost

Delivery Model: Solo development / Agile milestones

Timeline: 10–12 weeks

1. Objective

Build a **production-usable, ultra-lean MVP** of *learntoaction* that validates the core product hypothesis:

Educators can drive real action and measurable progress using interactive worksheets and workbooks.

This MVP is **not feature-complete**, but **commercially usable** for early customers.

2. In-Scope Features (MVP Only)

2.1 User Roles & Access

- SaaS Owner (basic admin)
 - Teacher (single workspace per teacher)
 - Student (link-based access + optional login)
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2.2 Teacher Workspace

- Workspace creation
- Basic branding:
 - Brand name
 - Logo
 - Primary color
 - Default subdomain:
 - `workspace.learntoaction.io`

(Custom domains excluded from MVP)

2.3 Worksheets (Core)

- Create standalone worksheets
 - Drag-and-drop vertical layout (single column only)
 - Supported blocks:
 - Rich text
 - Single-line input
 - Multi-line input
 - Checkbox
 - Radio
 - Dropdown
 - Divider
 - Finish button
 - Draft / Publish
 - Editable slug
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2.4 Workbooks (Core)

- Create workbooks
 - Add multiple worksheets as pages
 - Page navigation (Next / Previous)
 - Progress indicator
 - Copy worksheet into workbook (non-synced)
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2.5 Student Experience

- Public worksheet/workbook access via link
 - Autosave responses
 - Resume progress
 - Completion tracking
 - Optional email capture
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2.6 Data & Fields (Simplified)

- Auto-generated field keys
 - Basic dynamic variables:
 - {{contact.first_name}}
 - No custom field manager UI (admin-only config)
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2.7 Analytics (Minimal)

- Per worksheet:
- Views

- Starts
 - Completions
 - Per workbook:
 - Enrollments
 - Completion rate
 - Student-level:
 - Last active
 - Completion %
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3. Explicitly Out of Scope (MVP)

To maintain budget and timeline, the following are excluded:

- Custom domains & SSL
- Advanced text animations
- Horizontal / grid layouts
- Folder system
- Advanced analytics
- Custom values UI
- Sentiment analysis
- Payments & subscriptions
- Embedding
- Mobile app
- API access

These are **Phase 2+ features**.

4. Technical Scope (MVP)

Architecture

- Monolithic backend
- REST APIs
- Single database
- Role-based access control

Stack (Indicative)

- Frontend: React / Next.js
 - Backend: Node.js (Express / Nest-lite)
 - Database: PostgreSQL
 - Auth: Email-based auth
 - Hosting: AWS / managed VPS
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5. Deliverables

- Deployed MVP (production environment)
 - Admin access
 - Teacher onboarding flow
 - Basic documentation
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6. Timeline & Milestones

Phase	Duration	Deliverable
Phase 1	2 weeks	Auth + Workspace + DB schema
Phase 2	3 weeks	Worksheet Builder + Save/Resume
Phase 3	3 weeks	Workbooks + Student Flow
Phase 4	2-4 weeks	Analytics + Hardening

7. Commercial Terms

Total Cost: ₹3,00,000 – ₹4,00,000 INR

Payment Structure: - 30% – Project kickoff - 40% – Midway milestone - 30% – Final delivery

8. Change Management

- Any feature not listed in Section 2 is treated as **change request**
 - Change requests will be:
 - Re-estimated
 - Scheduled separately
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9. Ownership & IP

- Client owns all source code upon full payment
 - Developer retains right to reuse **non-business-specific components**
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10. Acceptance Criteria

The project is considered complete when: - Teachers can create worksheets and workbooks - Students can complete and resume - Progress and basic analytics are visible - System is stable for early users

11. Validity

This SOW is valid for **30 days** from issue date.

Prepared for: Client / Founder

Project: learntoaction MVP