

# Product Requirements Document (PRD)

## Product Name

learntoaction

## Tagline

Turn learning into real action through progress-trackable worksheets

---

## 1. Purpose & Vision

### 1.1 Purpose

The purpose of learntoaction is to provide educators with a production-grade platform to convert their knowledge frameworks into **interactive, action-driven learning systems** that track real learner progress over time.

The platform focuses on *learning-by-doing*, not content consumption.

### 1.2 Vision

To become the **operating system for learning-driven transformation**, where learning outcomes are measured by behavioral progress rather than content completion.

---

## 2. Problem Statement

Existing learning platforms fail to support behavioral learning: - LMS platforms optimize for video consumption and lesson completion - Course platforms lack insight into learner thinking - Form tools collect isolated responses with no learning context - Document tools lack progress tracking and analytics

Educators who teach frameworks (coaches, trainers, consultants, authors) lack a system to: - Structure thinking into repeatable learning flows - Track learner progress across time - Understand drop-offs and friction points - Personalize learning at scale

---

## 3. Target Users & Personas

### 3.1 SaaS Owner (Super Admin)

**Goals** - Manage platform health and growth - Monitor usage and engagement - Control subscriptions and plans

**Key Needs** - Global visibility across tenants - Platform analytics - Moderation and compliance tools

---

### 3.2 Teacher (Coach / Trainer / Author)

**Goals** - Encode frameworks into structured learning journeys - Track learner engagement and progress - Brand their learning environment

**Key Needs** - Worksheet and workbook builder - Student analytics - Workspace branding and custom domains

---

### 3.3 Student

**Goals** - Work through learning tasks at their own pace - Resume progress anytime - Control privacy of responses

**Key Needs** - Simple, distraction-free experience - Autosave and resume - Progress visibility

---

## 4. Product Scope

### In Scope

- Multi-tenant SaaS platform
- Worksheet and workbook creation
- Student progress tracking
- Analytics and insights
- Workspace branding and domains

### Out of Scope

- Video hosting
  - Community or discussion forums
  - Certificates and grading
  - Cohort-based learning
-

## 5. Core Concepts & Definitions

### Workspace

A tenant boundary representing a single teacher's environment, including branding, content, students, and analytics.

### Worksheet

An atomic, single-page interactive learning unit containing blocks and fields.

### Workbook

A container for multiple worksheets arranged as a sequential learning flow.

### Field

A globally unique, immutable data schema element generated from worksheet inputs.

### Response

A student's evolving state for a worksheet, including autosaved data and progress.

---

## 6. Functional Requirements

### 6.1 Workspace & Multi-Tenancy

- Each teacher has an isolated workspace
  - Data isolation enforced at database and API level
  - Role-based access control (RBAC)
- 

### 6.2 Domain & Branding System

**Brand Settings** - Brand name - Business name - Logo - Brand colors - Font system

**Domain Options** - Default subdomain: `{brand}.learntoaction.io` - Custom domain with: - CNAME target - DNS instructions - Domain verification status - Automatic SSL provisioning

---

### 6.3 Content Management

#### Worksheets

- Create, edit, duplicate, delete (soft delete)

- Draft / published states
- Editable slug (unique per workspace)

## Workbooks

- Create containers of worksheets
- Unlimited pages
- Import worksheet (copy-only, non-synced)

---

## 6.4 Folder & Organization System

- Nested folders
- Drag-and-drop items
- Rename and delete folders
- Views:
  - List
  - Grid
  - Recent

---

## 6.5 Worksheet Builder

**Editor Capabilities** - Drag-and-drop block editor - Grid-based layout with columns and rows - Responsive previews (desktop, tablet, mobile)

**Block Types** - Inputs (single-line, multi-line) - Choice blocks (checkbox, radio, dropdown) - Rich text - Media (image, video) - Progress bar - Finish button - Divider - Dynamic custom field - Dynamic custom value

---

## 6.6 Field System

- Auto-generate field name and key
- Field keys immutable and globally unique per workspace
- No duplicates allowed
- Supports:
  - URL parameter injection
  - Cross-worksheet binding
  - Dynamic rendering

---

## 6.7 Custom Fields & Values

**Custom Fields Manager** - View all fields - Search and filter - Usage count

**Custom Values Manager** - Define reusable constants - Render via `{{customvalue.key}}`

---

## 6.8 Student Experience

- Access via public or restricted links
  - Optional login to save progress
  - Autosave responses
  - Resume anytime
  - Choice to keep responses private or shared
- 

## 6.9 Student Management

**Students Tab** - Global directory per workspace - Search by name/email - Filters: - Active / inactive - Workbook

**Student Metrics** - Completion percentage - Worksheets completed - Workbooks completed - Last active - Privacy status

---

## 6.10 Analytics System

**Analytics Categories** - Overview - Student analytics - Worksheet analytics - Workbook analytics - Field analytics - Response analytics - Progress analytics - Device & UX - Traffic sources - Business metrics

Analytics are event-based and time-series driven.

---

# 7. Non-Functional Requirements

## Performance

- Fast load times for student runner
- Autosave latency < 500ms

## Scalability

- Horizontal scaling for API and analytics
- Workspace-level data isolation

## Security & Compliance

- GDPR-ready data handling
- Soft deletes
- Activity logs
- Secure domain handling

## Reliability

- Autosave resilience
  - Versioned responses
- 

## 8. Success Metrics (KPIs)

### Product Metrics

- Worksheet completion rate
- Workbook completion funnel
- Average return sessions per student
- Time-to-first-completion

### Business Metrics

- Active teachers
  - Active students
  - Retention rate
  - Engagement per workbook
- 

## 9. Constraints & Assumptions

- Platform is web-first
  - Mobile-responsive (not native apps initially)
  - Teachers own their content and data
  - Analytics must be privacy-respecting
- 

## 10. Future Considerations (Not in MVP)

- AI-assisted feedback and insights
  - Sentiment analysis
  - Behavioral scoring
  - Enterprise SSO
  - White-label deployments
- 

## 11. Release Phases

### Phase 1 – Core Platform

- Worksheets

- Workbooks
- Field system
- Student progress
- Basic analytics

## **Phase 2 – Differentiation**

- Custom domains
- Advanced analytics
- Branding

## **Phase 3 – Intelligence**

- Learning insights
  - AI-driven recommendations
- 

# **12. Product Principle**

**Learning is a process, not a file.**

learntoaction is designed to measure *change over time*, not consumption at a moment.