

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
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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)
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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)
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6.4 Folder & Organization System

- Nested folders
 - Drag-and-drop items
 - Rename and delete folders
 - Views:
 - List
 - Grid
 - Recent
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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
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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
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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
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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
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9. Constraints & Assumptions

- Platform is web-first
 - Mobile-responsive (not native apps initially)
 - Teachers own their content and data
 - Analytics must be privacy-respecting
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10. Future Considerations (Not in MVP)

- AI-assisted feedback and insights
 - Sentiment analysis
 - Behavioral scoring
 - Enterprise SSO
 - White-label deployments
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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
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12. Product Principle

Learning is a process, not a file.

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