Aside Pendo Implementation - Technical Fixes Required

Date: October 21, 2025
Application: textaside.app + textaside.com

NEW: Sign-Up Page Buttons (textaside.com)

Issue

The sign-up page at `www.textaside.com` has two buttons that need `data-pendo` attributes added. This is a Squarespace page (separate from the main React app).

Pendo is already installed on textaside.com (verified via Network tab).

Required Implementation

Add `data-pendo` attributes to signup page buttons using Squarespace Code Injection.

Location: Squarespace Settings → Advanced → Code Injection → Footer

Add this JavaScript:

```html
<script>
// Add data-pendo attributes to signup page buttons
document.addEventListener('DOMContentLoaded', function() {
  // Wait a moment for Squarespace to fully load buttons
  setTimeout(function() {
    // "Send a text to get started" button
    var sendTextBtn = document.querySelector('a[href^="sms:"]');
    if (sendTextBtn) {
      sendTextBtn.setAttribute('data-pendo', 'button-send-text-signup');
      console.log('Added data-pendo to send text button');
    }

    // "Download the number to your iPhone" button
    var downloadBtn = document.querySelector('a[href*=".vcf"]');
    if (downloadBtn) {
      downloadBtn.setAttribute('data-pendo', 'button-download-vcf-iphone');
      console.log('Added data-pendo to download button');
```

```
  }
 }, 500);
});
</script>
```

Testing After Implementation

1. Refresh `www.textaside.com`
2. Open browser console (F12 → Console tab)
3. Verify console logs appear:

Added data-pendo to send text button

Added data-pendo to download button

4. Right-click each button → Inspect
5. Verify `data-pendo` attribute is present in HTML

Success Criteria:

- ✅ Both buttons have `data-pendo` attributes
- ✅ Console logs confirm script execution
- ✅ Attributes are visible in browser inspector

SMS TRACKING: "Content Added via SMS" Event Not Firing

Issue

SMS messages are being received and tracked, but the "Content Added via SMS" event is not firing in Pendo when users save content via text message.

Current State:

- ✅ SMS receives are being tracked
- ❌ "Content Added via SMS" event is NOT firing

Investigation Required

Need to trace the complete flow from Twilio to backend to Pendo:

1. **Twilio webhook receives SMS** → verify this is working
2. **Backend processes the SMS** → verify content is being created
3. **Backend should fire Pendo track event** → THIS IS WHERE IT'S FAILING
4. **Pendo should record the event** → not happening because event not sent

Expected Implementation

When a user sends an SMS that creates content, the backend should call:

```javascript
// Backend should fire this event after content is created via SMS
pendo.track('Content Added via SMS', {
  contentId: content.id,
  boardName: board.name,
  boardType: board.type, // 'private' or 'shared'
  phoneNumber: user.phoneNumber,
  timestamp: new Date().toISOString()
});
```

Debugging Steps

1. Check backend logs when SMS is received
2. Verify content is being created successfully
3. Check if Pendo track event code exists in SMS processing logic
4. If missing, add the track event call after content creation
5. Test by sending SMS and checking Pendo visitor timeline

Testing After Fix

1. Send SMS to Aside number with content
2. Verify content appears in the app
3. Check Pendo visitor timeline
4. Verify "Content Added via SMS" event appears with correct metadata

Success Criteria:

- ✅ "Content Added via SMS" event fires every time content is saved via text
- ✅ Event includes proper metadata (content ID, board name, etc.)
- ✅ Event appears in Pendo visitor timeline
- ✅ Can segment users by SMS usage

PRIORITY 1: CRITICAL - Modal Backdrop Click Blocking

Problem

Modal backdrop is capturing click events and preventing Pendo from tagging interactive elements within modals.

Impact:

- Cannot tag buttons inside modals using Visual Design Studio
- Cannot track modal interactions (save, cancel, close)
- Blocks all modal-based feature tracking

Current Implementation

html
```html
<div class="modal-backdrop" onclick="closeModal()">
  <div class="modal-content">
    <button data-pendo="modal-save-btn">Save</button>
    <button data-pendo="modal-cancel-btn">Cancel</button>
  </div>
</div>
```

Problem: Backdrop's high z-index and click handlers prevent Pendo from "seeing through" to tag interior elements.

Solution Options

Option 1: Pointer Events (Recommended)

css
```css
.modal-backdrop {
  pointer-events: none; /* Backdrop ignores clicks */
}

.modal-content {
  pointer-events: auto; /* Content captures clicks */
}
```

Option 2: Click Handler Refinement

javascript
```javascript
// Only close if clicking backdrop itself, not children
function handleBackdropClick(event) {
  if (event.target === event.currentTarget) {
    closeModal();
```

```
    }
}
```

Testing Checklist

- Open any modal in Pendo Visual Design Studio
- Tag a button inside the modal
- Verify selector highlights button (not backdrop)
- Save the tag
- Click button in app
- Verify event appears in Pendo visitor timeline

PRIORITY 2: High - Missing data-pendo Attributes

A. Board Card Quick Actions

Location: All Boards / dashboard page (`https://textaside.app/`)

Issue: 4 quick action buttons missing `data-pendo` attributes

Current State:

html
```html
<button class="board-card-action">
  <svg><!-- plus icon --></svg>
</button>

<button class="board-card-action">
  <svg><!-- pencil icon --></svg>
</button>

<button class="board-card-action">
  <svg><!-- user-plus icon --></svg>
</button>

<button class="board-card-action">
  <svg><!-- trash icon --></svg>
</button>
```

Required Implementation:

```html
html
<!-- Add Button -->
<button
  class="board-card-action"
  data-pendo="board-card-add-btn"
  data-board-name="recipes"
  data-board-type="private"
>
  <svg><!-- plus icon --></svg>
</button>

<!-- Rename Button -->
<button
  class="board-card-action"
  data-pendo="board-card-rename-btn"
  data-board-name="recipes"
  data-board-type="private"
>
  <svg><!-- pencil icon --></svg>
</button>

<!-- Invite Button -->
<button
  class="board-card-action"
  data-pendo="board-card-invite-btn"
  data-board-name="recipes"
  data-board-type="shared"
>
  <svg><!-- user-plus icon --></svg>
</button>

<!-- Delete Button -->
<button
  class="board-card-action"
  data-pendo="board-card-delete-btn"
  data-board-name="recipes"
  data-board-type="private"
>
  <svg><!-- trash icon --></svg>
</button>
```

Requirements:

1. Add `data-pendo="board-card-[action]-btn"` to all 4 button types

2. Add `data-board-name` attribute (board slug/name)
3. Add `data-board-type` attribute ("private" or "shared")
4. Apply to all board cards on All Boards page (`https://textaside.app/`)

B. Search Input Field

Location: Search page (`/search`)

Issue: Search input missing `data-pendo` attribute

Current State:

html
```html
<input
  type="text"
  placeholder="Search your content..."
  class="search-input"
/>
```

Required Implementation:

html
```html
<input
  type="text"
  placeholder="Search your content..."
  class="search-input"
  data-pendo="search-input"
/>
```

Requirements:

1. Add `data-pendo="search-input"` to search input field

C. Sort Dropdown Options

Locations:

- All Boards page (`https://textaside.app/`)
- All board pages (`/tag/private/*` and `/tag/shared/*`)

Issue: Dropdown triggers have data-pendo ✅, but individual sort options are missing ❌

Current State:

All Boards Page:

html
```
<!-- Dropdown Trigger - HAS data-pendo ✅ -->
<button data-pendo="all-boards-sort-dropdown">
  Sort: Alphabetical ▼
</button>


<!-- Sort Options - MISSING data-pendo ❌ -->
<div class="dropdown-menu">
  <button>Alphabetical (A-Z)</button>
  <button>Date Created (Newest First)</button>
  <button>Date Created (Oldest First)</button>

</div>
```

Board Pages:

html
```
<!-- Dropdown Trigger - HAS data-pendo ✅ -->
<button data-pendo="board-sort-dropdown">
  Sort: Newest First ▼
</button>


<!-- Sort Options - MISSING data-pendo ❌ -->
<div class="dropdown-menu">
  <button>Newest First</button>
  <button>Oldest First</button>

</div>
```

Required Implementation:

All Boards Page:

html
```
<button data-pendo="all-boards-sort-dropdown">Sort: Alphabetical ▼</button>

<div class="dropdown-menu">
  <button
    data-pendo="all-boards-sort-option"
    data-sort-type="alphabetical"
```

```
  >
    Alphabetical (A-Z)
  </button>
  <button
    data-pendo="all-boards-sort-option"
    data-sort-type="date-newest"
  >
    Date Created (Newest First)
  </button>
  <button
    data-pendo="all-boards-sort-option"
    data-sort-type="date-oldest"
  >
    Date Created (Oldest First)
  </button>

</div>
```

Board Pages:

html
```
<button data-pendo="board-sort-dropdown">Sort: Newest First ▼</button>

<div class="dropdown-menu">
  <button
    data-pendo="board-sort-option"
    data-sort-type="newest"
    data-board-type="private"
  >
    Newest First
  </button>
  <button
    data-pendo="board-sort-option"
    data-sort-type="oldest"
    data-board-type="private"
  >
    Oldest First
  </button>
</div>
```

Requirements:

1. Add `data-pendo="all-boards-sort-option"` to All Boards page
   (`https://textaside.app/`) sort options

2. Add `data-pendo="board-sort-option"` to board page sort options
3. Add `data-sort-type` attribute (e.g., "alphabetical", "newest", "oldest")
4. Add `data-board-type` to board page options ("private" or "shared")

D. Content Board Tag Links (Hashtags)

Locations:

- All Text page (`/all-texts`)
- Board pages (`/tag/private/*` and `/tag/shared/*`)
- Search results page (`/search`)

Issue: Hashtag links missing `data-pendo` attributes + using old URL format

Current State:

html
```
<a
 href="/tag/drip"
 class="text-primary hover:underline"
>
 #drip
</a>
```

Required Implementation:

html
```
<a
 href="/tag/private/drip"
 class="text-primary hover:underline"
 data-pendo="content-board-tag-link"
 data-board-name="drip"
 data-board-type="private"
>
 #drip
</a>
```

Requirements:

1. Add `data-pendo="content-board-tag-link"` to all hashtag links

2. Update URL format from `/tag/[board-name]` to `/tag/[board-type]/[board-name]`
3. Add `data-board-name` attribute
4. Add `data-board-type` attribute ("private" or "shared")
5. Apply to hashtags on All Text page, board pages, and search results

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PRIORITY 3: High - Embedded Content Missing Tracking

Problem

Only standard website links have `data-pendo="content-external-link-btn"`. Social media embeds (Instagram, YouTube, TikTok) are missing this attribute.

Impact: Cannot track engagement with social media content - a significant portion of saved content.

Current State

✅ **Website Links - Working:**

```html
<a
  href="https://recipe-site.com/..."
  data-pendo="content-external-link-btn"
  target="_blank"
>
  Recipe Title
</a>
```

❌ **Instagram Embeds - Missing:**

```html
<a
  class="EmbeddedMedia"
  href="https://www.instagram.com/reel/..."
  data-log-event="mediaClick"
  target="_blank"
>
  <!-- NO data-pendo attribute -->
  <img class="EmbeddedMediaImage" alt="Instagram post..." />
```

```
</a>
```

❌ **YouTube Embeds - Missing:**

html
```html
<a
  class="ytp-impression-link"
  aria-label="Watch on YouTube"
  target="_blank"
  data-layer="8"
>
  <!-- NO data-pendo attribute -->
</a>
```

❌ **TikTok & Other Embeds - Missing:** Similar structure, likely missing data-pendo attributes.

Required Implementation

Add `data-pendo="content-external-link-btn"` to ALL clickable content elements:

Instagram Embeds:

html
```html
<a
  class="EmbeddedMedia"
  href="https://www.instagram.com/..."
  data-pendo="content-external-link-btn"
  target="_blank"
>
```

YouTube Embeds:

html
```html
<a
  class="ytp-impression-link"
  aria-label="Watch on YouTube"
  data-pendo="content-external-link-btn"
  target="_blank"
>
```

TikTok & Other Embeds: Apply same pattern to all embedded content types.

Why Universal Attribute:

- Use same attribute for ALL content types (don't create separate attributes)
- Enables holistic "total content engagement" tracking
- Can still segment by URL domain in analytics
- Maintains consistency and simplicity

Testing Checklist

- Save Instagram post to a board
- Save YouTube video to a board
- Save TikTok video to a board
- Click each embedded content item
- Verify "Content - External Link Clicked" event appears in Pendo visitor timeline for all types
- Use Pendo Visual Design Studio to verify selector highlights all content types

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Implementation Checklist

NEW: Sign-Up Page (Do First)

- Add Squarespace code injection script for signup page buttons
- Test and verify data-pendo attributes appear in browser inspector
- Confirm console logs show successful execution

SMS Tracking (Do Second)

- Investigate SMS → backend → Pendo event flow
- Add "Content Added via SMS" track event to backend
- Test SMS content creation
- Verify event appears in Pendo visitor timeline

Priority 1 (CRITICAL - Do Third)

- Fix modal backdrop click blocking issue
- Test modal tagging in Pendo Visual Design Studio
- Verify modal interactions tracked

Priority 2 (High - Do Fourth)

- Add data-pendo to board card action buttons (4 buttons) on All Boards page
- Add data-pendo to search input field
- Add data-pendo to sort dropdown options (All Boards page)
- Add data-pendo to sort dropdown options (board pages)

- Add data-pendo to hashtag links + fix URL format
- Add required metadata attributes (board-name, board-type, sort-type)

Priority 3 (High - Do Fifth)

- Add data-pendo to Instagram embeds
- Add data-pendo to YouTube embeds
- Add data-pendo to TikTok embeds
- Add data-pendo to any other embedded content types
- Test all embedded content tracking

Verification

- Test all additions in Pendo Visual Design Studio
- Verify events appear in visitor timelines
- Confirm metadata attributes are captured correctly
- Document any edge cases or issues discovered