

# PRD Robin High - Phase 2 Enhancements

Investor release :August 15, 2025

Customer release : Sept 01, 2025

This will be a massive well marketed public launch.

Target customer reach : 2000 signed customers.

Tier	Why it matters
Tier 1	Essential for public launch, investor confidence, user trust, and core platform functionality
Tier 2	Adds significant value to UX, monetization, and analytics.
Tier 3	Enhances engagement and support experience, but not required for core functionality

Tier	Feature	Why It Matters
Tier 1	Built-in Referral System & Share Button	Drives viral growth, core for public launch traction
Tier 1	NPS-Based Session Satisfaction Survey	Key for quality control, investor metrics, and feedback loop
Tier 1	Mentor Session Logs + Student Reviews	Transparency for parents, accountability for mentors
Tier 1	Admin Dashboard for Mentor & Project Monitoring	Ensures scalable quality, handles flags, supports ops
Tier 1	Mentor Dashboard	Enables mentor retention, payment clarity, scheduling
Tier 1	Parent Login & Dashboard	Gives decision-makers visibility, trust, and retention control

Tier	Feature	Why It Matters
Tier 2	Project Card & Research Log	Tracks real-time project progress, essential for project health
Tier 2	Mentor Bundles	Enables structured, prepaid mentorship offerings
Tier 2	Mentor Introduction Videos	Reduces friction for students, boosts conversions
Tier 2	Search Query Logging	Critical for product insights, demand trends
Tier 2	Research Spark AI Tool	Flagship AI feature; high investor and demo value

Tier	Feature	Why It Matters
Tier 3	Student Certificate & Recommendation Letter	Adds completion visibility, less critical to core flow
Tier 3	Free Public Forums	Community builder, but not core to core product flow
Tier 3	Onboarding Videos	Reduces support load, onboarding UX boost
Tier 3	Student Interest Capture	Good for long tail project matching, non-urgent

## 1. Subscription based payment. - Tier1

For middle schoolers, a subscription based payment of \$479 per month for a 6 month project.

## 2. Broadcast project idea (Chat) to mentors - Tier 2

If students do not like existing ideas or not within their area of interest or expertise, they can publish a project idea and it will go to all mentors and interested and available mentors can reply to the broadcast saying they are interested to mentor. Mentee can then select the mentors.

### 3. Student Certificate & Recommendation Letter

- **Priority: Medium | Sprint Weeks:**
- Students will be able to download a Certificate of Completion (auto-generated) and/or a Mentor Recommendation Letter from their dashboard after completing a project.
- The certificate includes dynamic fields: student name, project title, completion date, mentor name, and branding and signature. Mentors can submit recommendation letters through their dashboard using a simple form.
- Request recommendation letter from mentor by providing pdf that can be uploaded
- A new section, “Certificates & Letters,” will appear in the student dashboard.  
Success Metrics: 90% of completed projects generate certificates; 70% of mentors submit recommendations within 5 days.

### 4. Free Public Forums

- **Priority: Medium | Sprint Weeks:**
- A public forum system will allow registered users to post questions and participate in topic-based discussions (AI, Essays, Research, etc.).
- Features include threaded discussions, tagging, post reporting, and admin moderation.
- Admins can manage flagged content from a backend interface.

- Forums will be linked from the main navigation and user dashboards.
- Success Metrics: 50+ active threads in month 1; 70% of threads receive replies within 48 hours.

## 5. Built-in Referral System & Share Button

- **Priority: High | Sprint Weeks:**
- A persistent “Share BlueRobins” CTA will be available on dashboards, project pages, and post-session screens.
- Users can share via Email, and Social Media.
- All shared links will include referral tracking (via unique IDs or UTM codes).
- Referral performance will be monitored via analytics.
- Success Metrics: 15% of new users join via referrals; 500+ shares tracked in the first 30 days.

## 6. NPS-Based Session Satisfaction Survey

- **Priority: High | Sprint Weeks:**
- After every session, students will be prompted with a 1-5 NPS-style rating and optional comment box.
- Ratings will be tied to each session and visible in both mentor and admin dashboards for quality monitoring. This should be available in both Pay-as-you-Go and Project based sessions or any bundle sessions.
- Success Metrics: 80%+ feedback response rate; average score  $\geq 4.2$ .

## 7a. Mentor Session Feedback

- **Priority: High | Sprint Weeks:**

- Mentors must submit a short log after each session including what was covered, student progress, and homework.
- These notes will be visible to both students and parents, enabling transparent progress tracking.
- Success Metrics: 90% of sessions include a log; 75% of students/parents view logs within 48 hours.

## 7b. Student Reviews on mentor

- **Priority: High | Sprint Weeks:**
- Students should also be able to submit a mentor review.
- Email remainder to be sent to the student after the session along with mentor session log.
- Simple rating 1-5 as stars , easy UX to click on a rating star.
- Success metrics: 50% of sessions include a mentor review. Should not take more than 2 seconds to rate on the star. Mentor text review can be optional and be around 150 words (or some limit).

## 8. Mentor Dashboard

**Priority: High | Sprint Weeks:**

Mentors will access a dashboard showing total sessions, earnings (Pay as you go session, Research package, Middle school Subscription), students mentored, and upcoming calendar.

Platform review and email review.

Project Hub for mentors: Filters for date and project will be included, along with export features for session and payment history.

Success Metrics: 100% mentor access by launch; 75% of mentors use dashboard at least monthly.

## 9. Parent Login & Dashboard

**Priority:** High | **Sprint Weeks:**

Type students email prajanya@berkeley.edu. If present the parent can add the student and can add multiple students.

Parents will get a dedicated dashboard where they can view session history, project progress, mentor notes, and download certificates/recommendation letters. They can also edit payment methods.

**Success Metrics:** 80% active parents log in at least once; 50% view logs or download certificates.



## 10. Onboarding Videos (gifs / video how the UX works)

**Priority: Medium | Sprint Weeks:**

Role-specific 60-90 second onboarding videos will be shown on first login. Students learn how to start projects and attend sessions; mentors learn how to log progress and manage availability; parents see how to monitor and support their child's journey. Videos will also be accessible in the Help section.

**Success Metrics:** 90% video completion rate; 25% reduction in early support tickets.

## 11. Project Card & Research Log/Journal (project level)

**Priority: High | Sprint Weeks:**

Each project will have a **shared task log** including todos, notes, session reflection, and milestones. These logs will be date stamped. Shared between mentor and student. This recorded journal can be edited by both student and mentor.

**Success Metrics:** 100% of projects use a log; 75% are updated weekly by at least one collaborator.

## 12. Mentor Bundles (refer Leland)

**Priority: High | Sprint Weeks:**

Mentors will be able to create and sell **prepaid bundles** (e.g., 5-session AI crash course). Each bundle will include a title, session count, expected outcome, and price. Students can browse and purchase directly from mentor profiles. This is mainly needed for college essays but also applicable to pay-as-you-go-sessions

**Success Metrics:** 20+ bundles created; 15% of sessions booked through bundles.

## 13. Student Interest Capture

**Priority: Medium | Sprint Weeks:**

When students don't find a suitable project, they can submit a form describing what kind of project they'd like to see. These entries will be stored, searchable by admins, and used for future mentor matching. Notifications are sent when a match is found.

**Success Metrics:** 300+ interest forms submitted; 20% of submissions lead to mentor matches.

## 14. Mentor Introduction Videos (marketing the mentor/ approving)

**Priority: High | Sprint Weeks:**

Mentors can upload 2 minute intro videos for their profiles to showcase experience and project areas. These videos reduce the need for free intro calls. Admin approval will be required before publishing. Loom + Q&A screen will be shown. Redo the video. Listen to it. Feel ok then publish it.

**Success Metrics:** 90% of mentor profiles have videos by launch; 50% reduction in 15-min intro sessions.

## 15. Search Query Logging for Product metrics (admin analytics dashboard)

**Priority: High | Sprint Weeks:**

All search queries from "Find a Project" or "Find a Mentor" will be captured and stored. Analytics dashboards will

surface top queries, drop-offs, and unmet demand trends for product optimization.

**Success Metrics:** 100% of searches logged; top 20 queries reviewed weekly by product team.

## 16. Admin Dashboard for Mentor & Project Monitoring

**Priority:** High | **Sprint Weeks:**

Internal tool for bluerobins admins team. A comprehensive admin dashboard will be built to monitor mentor quality (ratings, logs, responsiveness), project health (completion, dropout), referral conversion, and NPS analytics. Admins can approve mentors, delete mentors/students - bad actors, flag projects - approve/comment, and manage issues. Assign badges.

**Success Metrics:** 100% flagged mentors/projects reviewed within 5 days; 90% of issues flagged before user escalation.

## 17. Research spark AI Tool - Mentors use the tool to generate new ideas.

**Priority:** High | **Sprint Weeks:** 6-8 (July 27-Aug 11)

PRD is [here](#)

## 18. Mentor matching AI agent - recruitment tool

The agent is able to recommend mentors to mentees. We should also be able to use this for mentor recruitment, see top candidates to recruit. Many to many mentor mentee matching. Many to many.