things a lot for being interested in the project and I hope this helps give a little more clarity.
So what we've been up to over the last year is transitioning just from selling materials to
making instructional materials that complement what we sell available to educators.
So we have in the past just had a section called by sparks or get sparks.
And on here if you click through you can see a thing for an instructional slide deck.
They can basically buy things but they're not able educators who are not buyers by the way.
Educators are users. The educators we created a separate section which is basically using the same
template for that CMS but instead of a buy you have an instructional slides or if there's a video
guide available a video guide. We want to be able to make this only available to logged in
educators in full. So we're going to make limited versions of instructional slides so if I
click on this it doesn't do anything that needs to go somewhere maybe to a product page and each
of these would have its own page template that has more instructional information and sort of
guidelines and grade levels and things that you see in the in the in the sparks product like
who it's a fit for and how many it learns but not necessarily including the pricing.
You know we do have videos for every product what we're really trying to do is turn this for
educators page into more of a way of seeing what registered users are looking at. Right now there's
no login we need a login process and we want to be able to go beyond just you know making this
available to watching a logged in user access the resources. Another thing that I wanted to share
is like here is a workflow. So these are four possible different ways there's many different ways
that users can come to the site or be invited to engage so even if they're just you know they may
be a user that a buyer has bought a set of materials for their classroom they scan a QR on the
package or they visit our website because they want to access a slide deck and they don't have
that QR anymore or they request some samples they came across as on the web or they are a buyer
well we want everyone to register and we want to be able to know sort of follow what they do or
did and basically either they're going to create a login or they're going to have an existing login
but we want to pass this information to air table and we also want to log them in a CMS this is a
two-way sync between air table and CMS that's something that's important to us if we update their
information in air table we wanted to update and CMS and vice versa. But if they're not a user
and they're not logged in they can just get a general version of that page with limited content
and we make limited content versions of slide decks and videos and we at least get anonymous
analytics but for everybody that's logged in we want more comprehensive analytics we want them
to access a new for educators page we want to know that they can you know make their purchase and
see what they bought. These are great out because we want to ultimately create a reporting system

so let's say a school buys a bunch of our products and we want to know what teachers are using it

and then send a report back to the school on what those teachers did when they logged in what resources they accessed how long they watched videos things that we may or may not be able

to directly control analytics for but I think there's a lot we can and we want to create reports some for our customers based on the users and some that it's just internal. Here's the resources we have available for the project we have our web site we have a checkout system we have member

stack that's not active we have air table that is we use Zapier extensively we use form stack for forms we also use another form tool in case we need to use it there is an active google analytics account that I don't have no idea how to use we do have design standards and guidelines so we have logos and colors and everything that you may need and there's lots of images and copy and

assets that we can add to the CMS and we have an active web flow CMS but what we need to build is

a login process or pages using member stack build that database or CMS for the members we need to

create you know we need to basically create a view that has the non registered user content and then a view or versions for the registered users we need to update our product CMS to

include some additional project features and that's going to be for our registered users as well as our non registered users we need to and that's going to be on the learn with sparks page we want

to make this look different than the get sparks by sparks page so there's some sort of site logic that needs to get fixed but we really need to get analytics on all our product and project resources so when someone clicks through to buy that's one thing but honestly I want to know when someone clicks through to learn about art machines or clicks on the instructional slides or clicks on the video guide and I actually want to I want to follow them so the base analytics which would be a simple dashboard for us but we want to be able to generate reports

and this is something that we can do out of air table if we can get analytics to sort of work back and forth using web hooks using Zapier and using the website if that's a fantasy cool I think

that if I was prioritizing what we'd be really be looking at is first is let's get them registered from there let's make sure that they're logged in a CMS and we have different versions of pages for

different registration states and then later on we can get into this I think this is a further down the pipe project that's about it