

THINKIFIC +

 [Project Scoping](#) [Thinkific Plus Resources](#) [Meeting Notes](#) [Fast Track Training Course \(45min\)](#) [Pre-launch Day Checklist](#) How To Use This Document

This document is intended to guide you throughout the Launch Process with your Thinkific Launch Specialist. While using this brief please:

- Make all edits in this Live Version of the document, so the entire team has access and can see updates.
- Do not download this document as changes and updates will not be reflected.
- Tag your Launch Specialist if you have any questions along the way - or email them directly.

 Launch Overview

Plan Prepared For	Peasy Anglais
Target Launch Date <i>What is the significance of this date?</i>	Either 14 March (original plan), or mid-April (new assumed date).
Project Summary	<i>This project aims to move Peasy courses (Peasy Academy + Pronunciation Booster, and Peasy Travel) to the Thinkific Platform, development and launch of a Peasy Anglais Mobile App, and the development and launch of our new Peasy Subscription Product by April/2025.</i>

 Primary Objectives

1.	Platform to host our new Subscription Product (recurring monthly subscription access to series of mini-courses + gamification)
2.	Move to better user interface for our students that's sustainably on robust LMS platform
3.	Improve our operating efficiencies related to Tech, to allow Peasy to scale up to the next level and achieve greater market penetration and customer retention.

 Thinkific Plus Team

AE	Bea
Launch Specialist	Roberta (roberta@thinkific.com)

Customer Success Contact	To be assigned close to launch day
Plus Support Team	plus-services@thinkific.com
 Project Team 	
Primary Contact: Title & Email	Mikaël Thompson, Head of Product Development
Other Project Members <i>Include role + email</i> <i>Thinkific Experts (if applicable)</i>	Alex Smith, Co-Founder & CEO Audrey Gabaude, Co-founder & Administrative Director Gabriel Nascimento, Head of Project Management Thalles Avelar, Head of Tech Team Madi Howarth, Head of Programme Operations Other Accountables as needed
 Your Thinkific Site 	
Site URL:	https://mikael-s-site-da46.thinkific.com/ (to be updated)
Site Owner Email:	mikael@peasyanglais.fr
Giving Your Team Access:	How to Create a New User
	How to Assign a User Role
	Site Owner and User Roles

Project Scoping

As a best practice, we often refer to the first 30 days of working with Thinkific Plus as the "Project Scoping" phase. During this phase we are focused on helping you build a project plan, understanding your requirements, key integrations, and also building a resource list.

Please complete the Project Scoping section prior to the Project Planning Call.

Project Scoping

Timeline and Launch Outline <i>Outline key dates, phases of launch, etc. What degree of schedule flexibility is there within the project timeline?</i>	The original goal was the migration of current Peasy courses (Peasy Academy (higher), Peasy Academie (lower), Pronunciation Booster, & Peasy Travel) to be completed and launched on the new platform by 14 March 2025. Due to delay in our process, we recognise this may no longer be feasible, and so propose mid-April launch date. These dates are chosen to correspond to pre-planned Monthly Peasy Academy Cohort Sales Launches. All course content for these courses is already developed and needing migration. In any case, the Subscription Product launch is originally scoped for end of April 2025. Course content for the Peasy Subscription Product is already in development, to be finalised on the new platform (i.e. not pre-existing on the old platform).
Number of courses for launch	4 courses to migrate from old platform: Peasy Academy Higher Level ("The Academy")

	2. Peasy Academie Lower Level ("l'Academie")									
	Courses	Modules	Lessons	Topics	quizzes	videos	PDFs	MP3	H5P	
	L'Academy	26	181		48	133	46	104		208
	The Academy		26	202		48	154	106	104	312
	3 additional mini-courses to build on the new platform using content/materials currently in development (and repurposing content from Pronunciation Booster), for the subscription product:									
	1. Practice Keys 1 (to be renamed) 2. Subs Pronunciation Booster 1 (to be renamed) 3. Subs Pronunciation Booster 2 (to be renamed)									
Course Pricing Structure	Our current course offerings run a range of pricing, working across multiple complex bundle options, in a range from approximately 900€ – 1700€ for the 6-month programme.									
Free/Paid/Mix. Please list preferred payment processors (if relevant)	Our new Subscription Product, which will contain the Pronunciation Booster 1 & 2, Peasy Travel, and Practice Keys mini courses (and others to be developed over time) is currently predicted to be priced between 10-20€ per month (potentially with upsell features up to 39€/month).									
Course Content Structure	Complex structure of current courses:									
For example: Mostly videos and text content, with quizzes at the end of the course?	1. Content: Videos, Text, PDFs, H5P interactive activities, regular quizzes and feedback questionnaires									
	2. Live Interaction (personalised login tokens pass-through for each user): Embedded scheduling tool for 1:1 coaching calls, embedded scheduling for speaking group meetings on zoom, embedded cards linking to Telegram groups.									
	3. Outside Apps (personalised login tokens pass-through for each user): Embedded 3rd party App: Peasy AI Chat Bot									
	New subscription product:									
	1. Videos, Text, PDFs, H5P interactive Activities, regular quizzes and feedback questionnaires,									
	2. Gamification Features using the Thinkific Platform									
	In both cases we are interested in developing the personalised messaging/automations that Thinkific is capable of									
Describe your customer/student base?	Large base of existing customers, engaging more of our social media audience with the subscription product. Francophones who want to learn to speak English with confidence and fun. Primarily B2C, but initiating new B2B lines of business in 2025.									
For example: Existing customers, people in the X industry, employees, B2B clients, etc.										
What is the student experience/enrollment flow?	Example:				Your Flow:					
	Start at the beginning. How do users find out about your site and courses?				Social Media, Paid Ads, Email, Organic Search					
	For example: Paid ads, social media, email blast, affiliates, organic search, internal portal									
For an example flow, click here.	What happens next? Where do they land and how do they enroll into the course?				Normally, an external landing page that directs to a sales call with the commercial team.					
	For example:				We also operate through period live launch events. Payment Processor is currently Stripe integrated with our current platform.					

	- Will users be on your Thinkific site, an external landing page, or another website? - Will payment be taken and with what payment processor? (e.g. Thinkific Payments, Stripe, Paypal, external payment processor) - How will users create their accounts and enroll into the courses? (e.g. self serve, API automation, bulk import/enroll from dashboard)	How will users create their accounts? This depends on the product We need to explore this with you based on our needs to find out what will make the most sense for our different kinds of offerings.
	How do you engage and delight users? After they've gotten started, how do you keep them happy and engaged? For example: - How do you plan to communicate with your users? (e.g. built-in Thinkific notifications, external email marketing platform, apps, communities) - Will you use Apps to help create moments of delight? (e.g. PlaYEAH!, Confetti Cannon)	- use Apps to help create moments of delight? (e.g. PlaYEAH!, Confetti Cannon) - built-in Thinkific notifications, external email marketing platform, apps, communities, external Telegram communities
	Any additional details around the student flow? For example: - How will users consume your content (e.g. web browser, mobile browser, mobile app) - Do you have plans on how to keep users consuming more content? (e.g. monthly updates, new courses, affiliate program, reviews)	They currently use our content on the browser, both desktop and mobile. We plan to launch the App which we predict will gain massive traction.
What integrations are needed? Any tools or platforms that will need to be connected to Thinkific. Common integrations include email marketing tools, CRMs, gamification apps, Zoom, etc. Thinkific App Store	To be Confirmed with Tech & Marketing Teams Email Marketing tools: MailerLite, &_____? CRM: TwiLead Booknetic/Bookly Google Calendar Whitelabel AI ChatBot Zoom Google Meet? We are interested in Thinkific gamification apps for the new subscription product	
What are the goals and success criteria for launch? How can we build out the Thinkific site with these goals in mind? I.e. launch on time, gain 1000 sign ups	Well, as stated above, the project is 2-fold: - bring our current offering over to Thinkific, and - finalise development and launch of new Subscription Product Offering We already have a system for marketing, sales, and launching our monthly cohorts on the flagship product (Peasy Academy). Peasy Academy Sales are all handled through our Commercial Team. Subscription Product Sales are planned to be direct purchase on website.	

on launch day, automate enrollments, etc.	
Other notes or key items for launch <i>Please flag anything that you think are "must haves" for the launch process not mentioned above.</i> <i>Any pressing questions you want addressed asap?</i> <i>Is there something unique about your course content you want to flag?</i>	Our flagship offering relies heavily on Telegram groups for live messaging interaction. We also have another core program called The Fluency Club, which we are not ready to migrate to Thinkific, but plan to do so in August/Sept of 2025.

Implementation

The next 30 days is often the "Project Implementation" phase where we will focus on uploading course content, building your site design, connecting key integrations, and other important areas of your site project.

Your Launch Specialist will continue to update the Implementation Plan throughout your launch journey.

Roberta Soares Feb 7, 2025 >> [Call Recording](#)

Kick-off Call Notes and Resources:

Sandbox

The sandbox account was created under Mikael's email address (to match the Site Owner's email address for the primary account). If you choose to change this in the future, please follow the steps in this article >> [Changing Site Owner](#)

@mikaël here are the sandbox credentials:

https://peasy-sandbox.thinkific.com/users/sign_in

mikaël@peasyanglais.fr

Password: Sandbox123 (Please change this as soon as you log in to the account >> [How to Manually Change a Password](#))

I've added everyone from the meeting invite as Site Admins so you all can have access to the admin dashboard. Keep an eye out for a Site Welcome email with the instructions on how to create your passwords.

The sandbox does not have all the Plus integrations, but this had been requested. I'll follow up as soon as the apps are installed.

Custom Domain + Email Whitelabelling

Here are the resources on how to add your [Custom Domain](#) to your account. I suggest unchecking the "Make Primary" checkbox while the custom domain is fully propagated. Sometimes, it can take 24-48h and you will lose access to the account.

Once this is done, please follow the process in this article to [White Label](#) our [Automated Email Notifications](#).

Dev Docs

I know Matheus and Thales are ahead of the game here, but these are our main API and Webhooks docs:

- [API](#)
- [Webhooks](#)

Content migration

Still checking with Bea on this. In the meantime, if the content is already formatted, you can use our [Content Uploader](#).

As we discussed, we can offer different courses [bundled](#) at the same subscription price or simply have individual products with unique [subscription prices](#).

In this case, we need to make sure to match what you currently offer.

New Product Offer

From my understanding, this will be a more self-serve offer, which will not require all the automation and prerequisites from your customized offer.

In this case, you can use our [built-in checkout](#) to automate purchases while taking advantage of some features associated with [TCommerce](#).

For every new product created in Thinkific, you can build a Product Page in [Site Builder](#). If you opt to keep only the WordPress pages, and use Thinkific exclusively for the [Student Dashboard](#) and [Course Player](#), it is possible too >> [How to Link Thinkific to Your Existing Website](#)

Branded Mobile App

As we discussed, sometimes it can take a little while for Apple's approval, so it is essential to start creating the devs' accounts and sharing the assets with our Branded Mobile team to ensure the launch dates are aligned. I've added myself as a follower to the ticket with Katie and will keep an eye out for it.

Please let me know if you have any questions about this.

Feb 13, 2025 >> [Call Recording](#)
Roberta Soares

Content Migration File >>  Thinkific Content Migration

Feb 19, 2025

February			March					April			
10	16	23	3	10	16	23	30	6	13		
Prep & Kickoff											Thinkific Team
	Content Migration					User Migration					Peasy + Thinkific
Dev Docs Review				Refine User Experience - Course Player							Peasy Tech
		Upload New Content									Peasy Product + Mkt
		Branding									
		Automation + Flows Testing									
		Payment Solution									
Launch Support + Plus Support Team Ongoing (Sync/Async)											
		Structured Call 1 - Course Player		Structured Call 2 - User Flow		Structured Call 3 - Reporting	LPR Call 3- Intro to CSM				

Mar 3, 2025
Roberta Soares >> [Week Update](#)

- Course Player Customizations -
 - [plaYEAH! app](#)
 - [Individual Course Player Appearance Customizations \(built-in\)](#)
- [Resources Library](#)
- [Importing Quiz Questions](#)
- [Thinkific Payments](#)

Mar 6, 2025

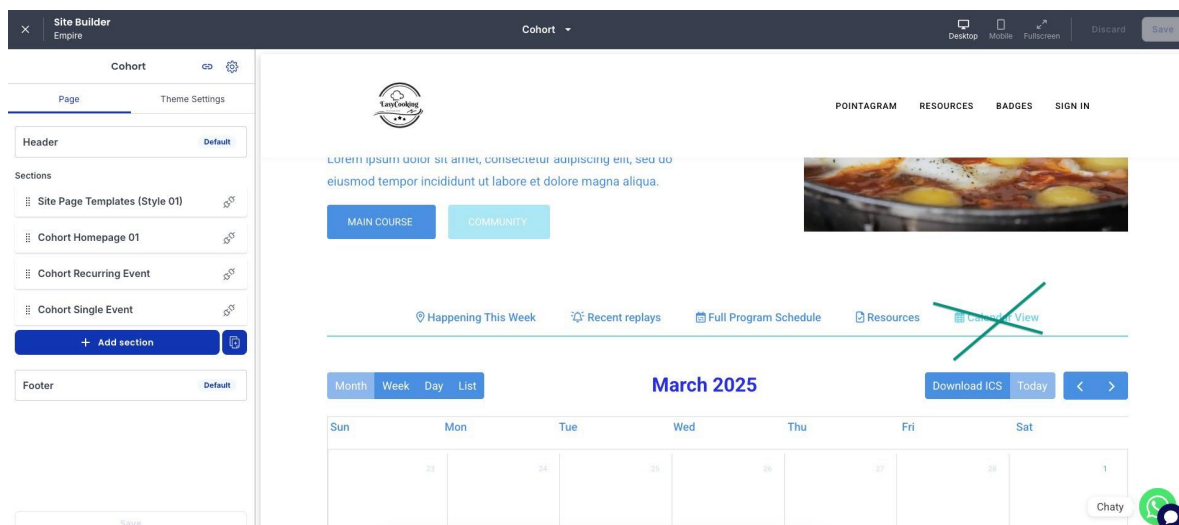
Meeting Recording

List of the apps available in your Plus tier:

App	What they do
Promos Kit	High converting sales and promotion widgets to showcase your offers: countdown timers, sticky bars, gamified popups, deals sliders, bundle stacks and more!
Sections Kit	80+ fully customizable Site Builder page sections to further power up your site
Resource Library	Showcase all of your resources, grow your audience and improve user engagement
Course Lesson Enhancements	Create personalized pop-ups and customize your course player to increase completion and engagement. Power Style Quick Start Guide >> Customize the Course Player - Fonts and Styles!
Confetti Cannon	Celebrate your new student's purchase decision with some fun customizable confetti cannons
Countdown Timer	Create a sense of urgency and drive your site visitors to take action
Expiring Courses Saver	Increase your sales and retention rates with student dashboard widgets to remind your students about upcoming course expiries.
SNAP Course Page Template	Enter your sales details once, and instantly choose from a library of high-converting, mobile-optimized sales pages
Flix	Transform your student dashboard into a binge-worthy streaming experience
Cohorts	The Cohort feature is perfect if: You are running a calendar based "live" program You have "events" that happen throughout your live training You want to keep your students engaged and focused throughout their cohorted experience
Badges	Motivate and reward students for achievements with Digital Badges – gamify learning to unlock exclusive perks such as special courses, personalized coupons and more!

TimeCodes	Add clickable time codes to your video lessons so your students can quickly jump to what they are looking for
Learning Paths	Allow your students to take courses in the specific order that you define.
Product Recommender	Boost student engagement with personalized Learning Recommendations, guiding students to content that best matches their stage, role, needs, or interests.

Note on the Cohort App >> If all your cohorts follow the same schedule, I believe this would still work, we may just dismiss the “Calendar View” area of the app and keep things organized by weeks (“Full Program Schedule”):



The student enrollment status would still be tied to the purchase, so the Cohort page would still help keeping them organized.

If the program has a **Live Class** component, we will need to duplicate the course for each cohort to make sure the dates are applied correctly.

tech@peasyanglais.fr >> We discussed adding the AI Chat into a section on the Student Dashboard. This would be a button linking to the appropriate URL when the students are already authenticated (logged in and enrolled in the program). Can you please let me know the requirements for this tool so we can see if this is doable?

Here are a few other resources on the Theme Settings, so we can ensure your brand colours and fonts are applied to the new site:

- [Theme Settings](#)
- [Choosing a Theme for Site Builder](#)

Mar 27, 2025 (Meeting Prep)

Questions from Peasy Team:

Related to the support for our students related to platform/app issues — if we choose for it to go through Thinkific Support...

- how do students contact thinkific?
- how/how quickly does thinkific respond?
- can we have overview of the questions?
- can questions/responses be in English or French? (we have a 100% francophone customer base)

[Mobile App Troubleshooting \(Student Resource\)](#)

[Troubleshooting Guide for Student Issues](#)

[Can I use chat widgets/bots in my Thinkific site?](#)

[Course Player Tour Guide](#)

Confirm anything else related to gamification (i.e. the time factor, like if they could unlock an individual call after 6 months for example)

[Badges](#) >> Using the criteria X days since the learner has created the account > Unlock the Call Link

[Webhooks](#) >> using the enrolment.created webhook with a tool like Zapier would allow you to send the user the booking link based on the time.

Making triple sure that we'll have statistics on connection time i.e. how much time each week/month is the student online — that we'll have a global stats overview and also can see for each individual student.

Tell us about the new Custom Reports

[Advanced Analytics](#)

[Custom Reports Webinar Link](#)

Mar 28, 2025

[Call Recording](#)

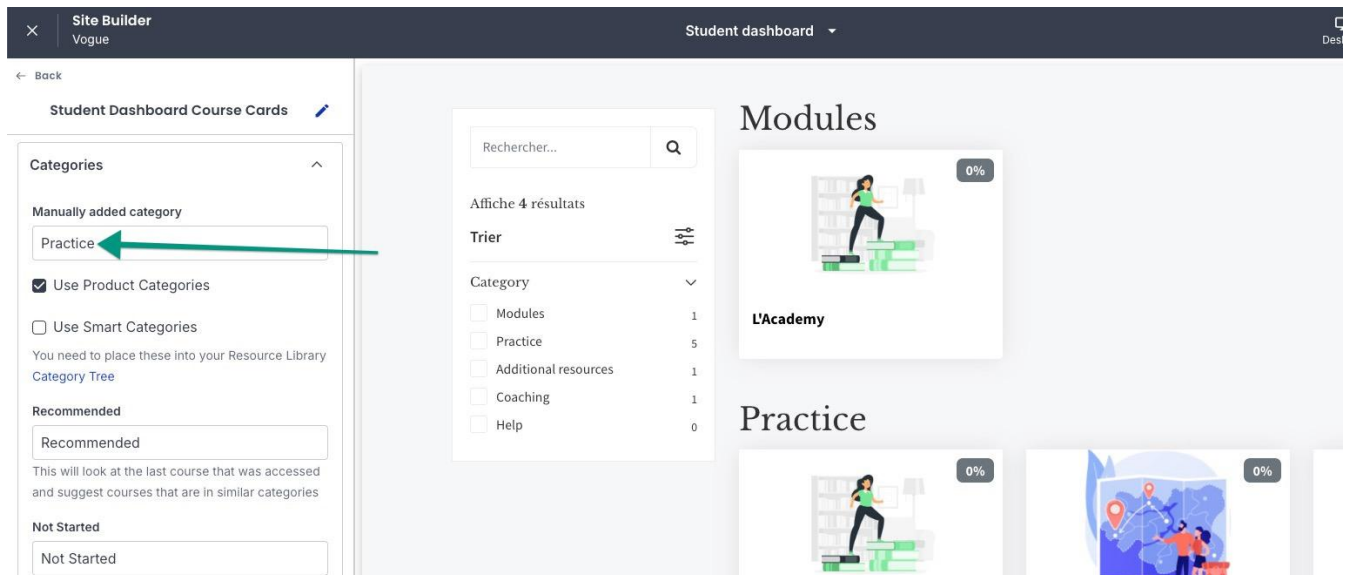
Apr 4, 2025

[Call Recording](#)

[Launch Review Doc](#)

Student Dashboard + Resources Library Issue: Here is [a video of how to fix it](#) :)

I believe this little word here is causing the Dashboard to populate wrongly:

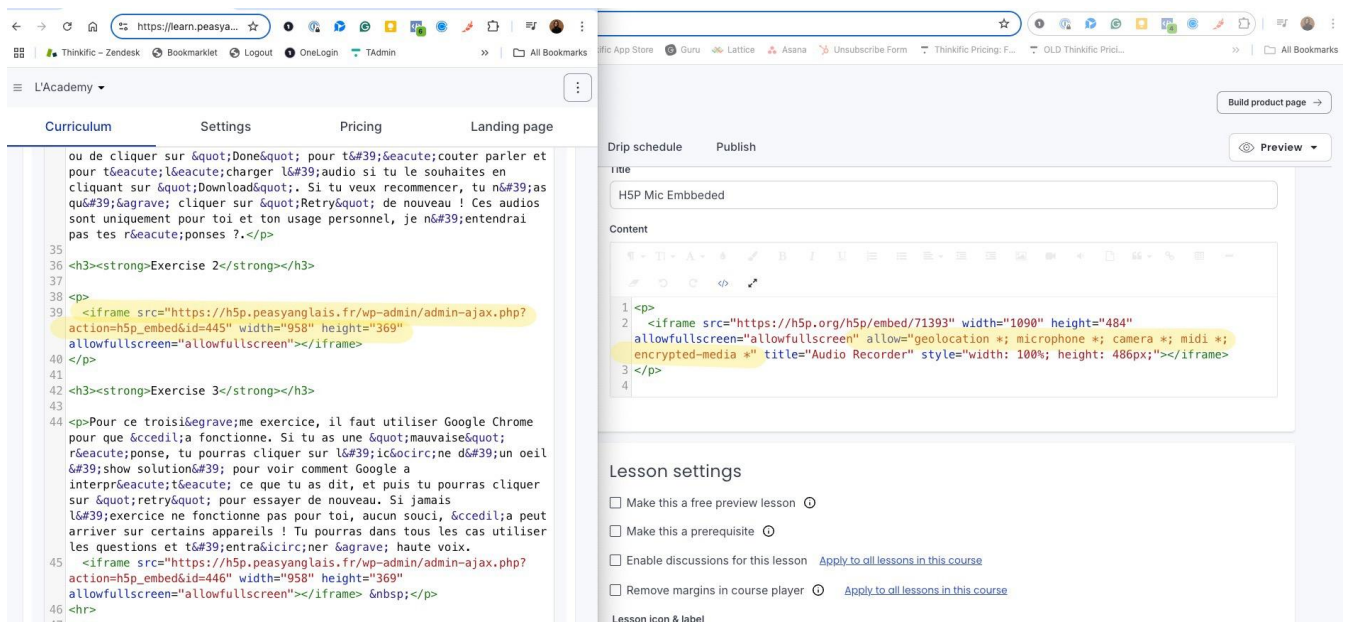


H5p Microphone Issues:

I tested this from the Multimedia Lesson and embedding the H5p recording tool to a text lesson and [haven't faced any issues](#).

I only noticed that in the code view, I have allowed "geolocation, microphone, camera". I used a sample from the H5p site, but it should be an easy fix from your end to add these permissions to your H5p settings.

RE: Keep progress with H5p lesson - Still have to test this.



Apr 11, 2025

Roberta Soares

[Call Recording](#)

Meeting Follow-Up:

☒ ~~Check with Cana/SE about the Quiz Attempts/Explanation: The Peasy team would like to hide the correct answers so students can see how they did before and after.~~

- We will need some dev work from your end to achieve this, but the team shared that you can do it with basic CSS to hide it from all quizzes site-wide or with a custom script like this:
Here is a [video explaining](#) this better. Please let me know if you have any questions.

<script>

// 🎯 List of Lesson IDs to apply quiz result hiding

const quizHideLessonIDs = ["63747505"]; // Example lesson IDs

(function initThinkificListener(){

if(!window.location.pathname.includes("/courses/take/")) return;

function waitForThinkific(){

if (typeof CoursePlayerV2 !== "undefined"){

CoursePlayerV2.on("hooks:contentDidChange", function (data){
handleLessonChange(data);

});

} else {

setTimeout(waitForThinkific, 1000);

}

}

waitForThinkific();

})();

function handleLessonChange(eventData){

if (!eventData || !eventData.lesson || !eventData.course) return;

const lessonID = String(eventData.lesson.id);

if (quizHideLessonIDs.includes(lessonID)){

console.log('✅ Applying Quiz Feedback Hiding for Lesson ID: \${lessonID}');

runQuizHider();

} else {

console.log('❗ Lesson ID \${lessonID} is not in the list, skipping...');

}

}

/** Your combined, optimized Quiz Hiding script */

function runQuizHider(){

const selectors = {

explanation: ".course-player__quiz__explanation._quiz__explanation_1ut282",

```

hiddenIcons: ".toga-icon-circle-fill-check, .toga-icon-circle-fill-x",
hiddenChoices: ".course-player__quiz__choice__quiz__choice_1ut282",
hiddenResults: ".course-player__quiz__results__quiz__results_1ut282",
completeHeader: ".course-player__quiz__complete-header__quiz__complete-header_1wvqqqs",
completeResults: ".course-player__quiz__results__quiz__results_1wvqqqs",
quizInner: ".course-player__quiz-inner__quiz-inner_1ut282",
continueButton: "button__button--default_142a8m"
};

if (!document.head.querySelector("style[ data-feedback-custom]")){
  const style = document.createElement("style");
  style.textContent = `
    [data-theme] ._interactive-checkbox--correct_cjbh9b ._interactive-checkbox__choice-label_cjbh9b,
    [data-theme] ._interactive-checkbox--incorrect_cjbh9b ._interactive-checkbox__choice-label_cjbh9b {
      background-color: #CACC66 !important;
    }
    ${selectors.hiddenIcons},
    ${selectors.hiddenChoices},
    ${selectors.hiddenResults} {
      display: none !important;
      visibility: hidden !important;
    }
  `;
  style.setAttribute("data-feedback-custom", "true");
  document.head.appendChild(style);
}

function updateExplanation(){
  const explanations = document.querySelectorAll(selectors.explanation);
  explanations.forEach((el) => {
    if (el.textContent.trim() !== "Move to next question"){
      el.textContent = "Move to next question";
    }
  });
}

function customizeCompleteScreen(){
  const header = document.querySelector(selectors.completeHeader);
  const results = document.querySelector(selectors.completeResults);
  if (header) header.style.display = "none";
  if (results) results.style.display = "none";

  if (!document.querySelector("[ data-quiz-complete-message]")){
    const message = document.createElement("p");
    message.textContent = "Thank you for taking the quiz! Please check your email for the results.";
    message.setAttribute("data-quiz-complete-message", "true");
    message.style.textAlign = "center";
    message.style.fontSize = "1.2rem";
    message.style.margin = "20px 0";
  }
}

```

```

message.style.color = "#333";

const parent = document.querySelector(selectors.quizInner);
if (parent) parent.insertBefore(message, parent.firstChild);
}

const continueBtn = document.querySelector(selectors.continueButton);
if (continueBtn){
  const span = continueBtn.querySelector("span");
  if (span) span.textContent = "Continue";
}
}

let lastRun = 0;
const throttle = (callback, limit) => {
  return () => {
    const now = Date.now();
    if (now - lastRun >= limit){
      callback();
      lastRun = now;
    }
  };
};

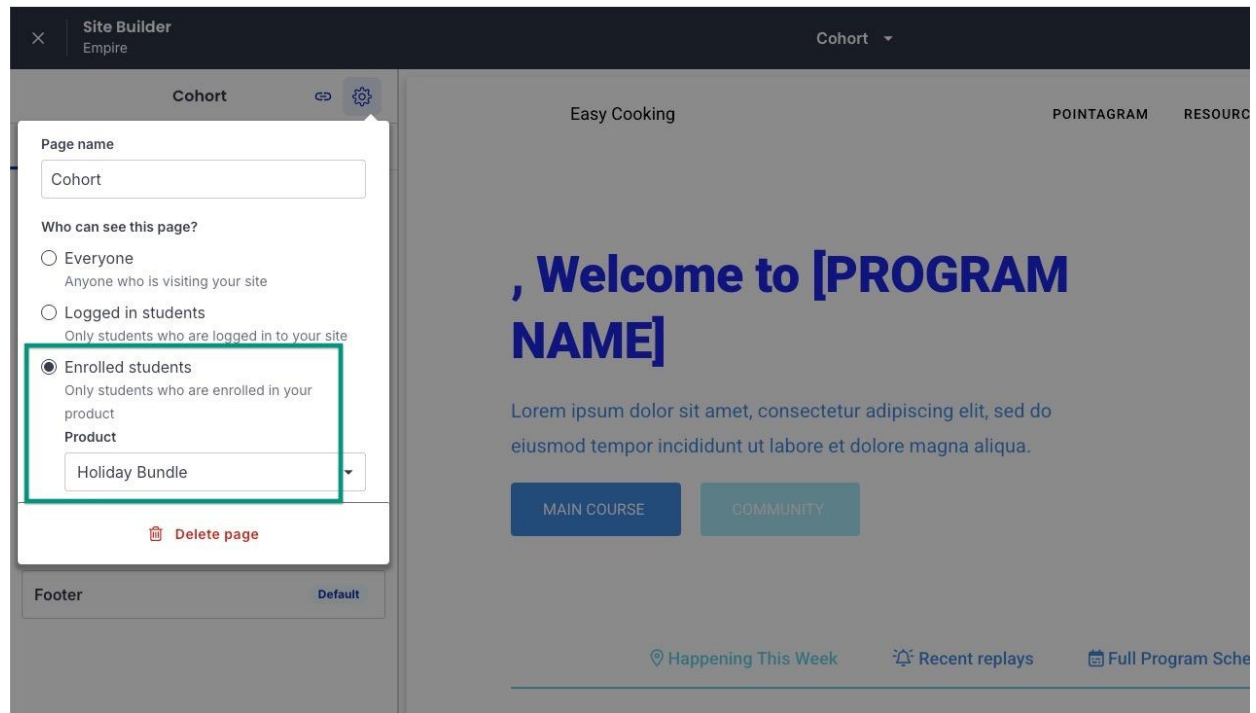
function observeQuiz(){
  const observer = new MutationObserver(throttle(() => {
    updateExplanation();
    const completeScreen = document.querySelector(selectors.completeHeader);
    if (completeScreen){
      customizeCompleteScreen();
    }
  }, 150));

  observer.observe(document.body, { childList: true, subtree: true });
}

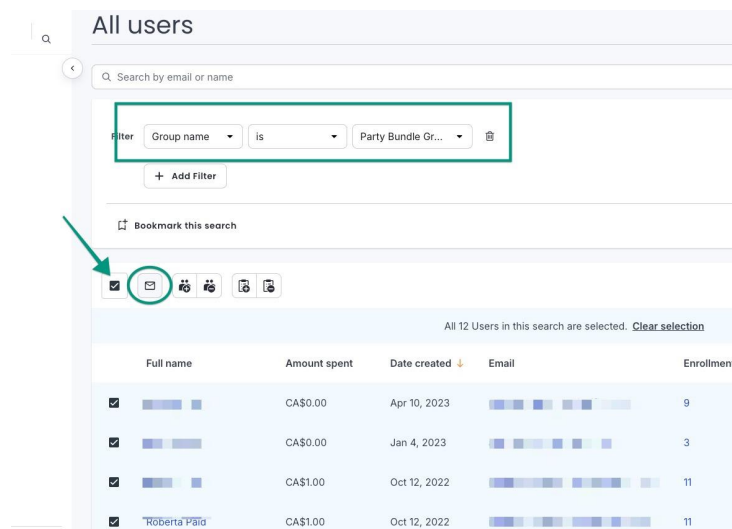
if (document.readyState === "loading"){
  document.addEventListener("DOMContentLoaded", () => {
    updateExplanation();
    observeQuiz();
  });
} else {
  updateExplanation();
  observeQuiz();
}
}
</script>

```

- ☐ Cohort App - after looking into this option in more detail, the only way to have the Cohort page marked as private to an exclusive squad (group) would be to enroll them into a specific squad course. This may not be the best solution since you'd need to create an exclusive product for each squad (group), but please let us know if you'd like to explore this further.



- ☐ Make a resource available only for a specific squad (group) - the same is true when restricting access to a specific resource from the Resources Library. We can only make restrictions based on Course Enrollment, not Group access.
- ☐ An option would be to Mass Email users from a specific squad with their schedule:



Cons:

- Not automated
- Resource doesn't live on the Student Dashboard

Testing & Go-Live

Around the last 30 days, you will likely have your initial version of Thinkific almost ready to go and will be focusing on User Testing and GTM Strategy.

Your Launch Specialist will also use this time to understand your launch plans and future state plans.

| Pre-launch Day Checklist | Resources |
|--|---|
| Go To Market Strategy (GTM) | <ul style="list-style-type: none">• Multiple email/post templates• 7 Day launch email sequence• How to Leverage Email Marketing to Sell Online (blog) |
| Functional Launch Preparedness Review (LPR) | <ul style="list-style-type: none">• Launch Preparedness Review Checklist |
| Comprehensive Review <i>(if applicable)</i> | <ul style="list-style-type: none">• What is a Landing Page? (blog)• Creating Your Curriculum and Content (course) |