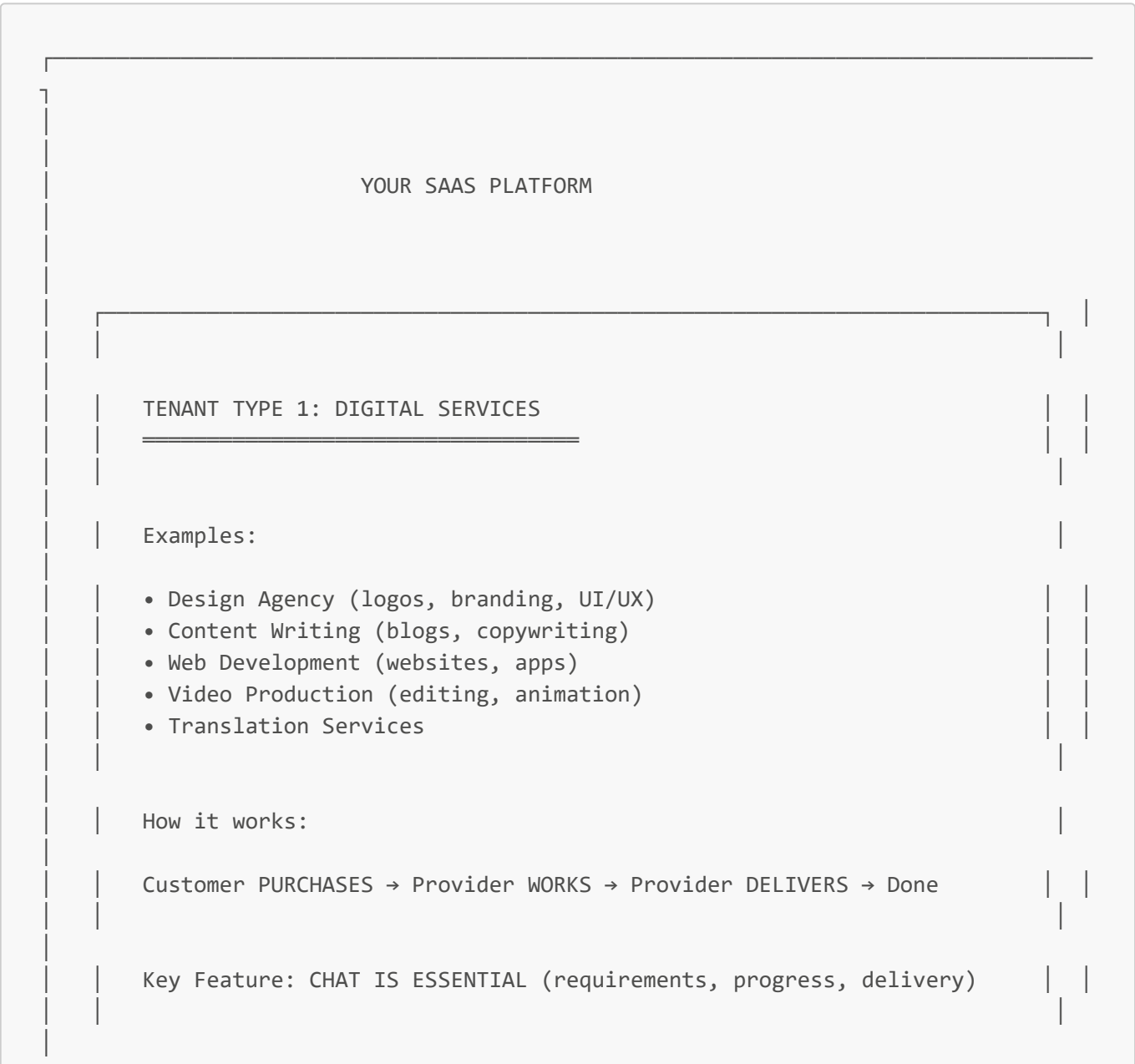


Multi-Tenant SaaS Platform - Complete Guide

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Platform Overview



TENANT TYPE 2: ONLINE SERVICES (Appointments)

Examples:

- Life Coach / Business Coach
- Salon / Spa / Beauty
- Doctor / Therapist / Consultant
- Tutor / Teacher
- Fitness Trainer

How it works:

Customer BOOKS TIME → Customer ATTENDS → Service Delivered → Done

Key Feature: CALENDAR/BOOKING IS ESSENTIAL

Two Types of Tenants

Quick Comparison

Aspect	Digital Services	Online Services
What is sold	Deliverables (files, work)	Time slots (appointments)
Delivery method	Through chat/download	In-person or video call
Duration	Days to weeks	Minutes to hours
Chat purpose	ESSENTIAL - work happens here	OPTIONAL - just for questions
Payment timing	Before work starts	Before or after appointment
Key module	Chat + File Upload + Payment	Booking Calendar + Payment

Aspect	Digital Services	Online Services
Example	"Design my logo"	"Book a haircut at 3 PM"

Digital Service Websites

Example: PixelCraft Studio (Design Agency)

What Customer Sees

PIXELCRAFT STUDIO WEBSITE

PAGE 1: LANDING PAGE (Home)

— Header (Logo, Navigation, CTA Button)

— Hero Section (Main headline, description, "Get Quote" button)

— Stats Banner (500+ projects, 150+ clients, 4.9 rating)

— Services Section (Logo Design, UI/UX, Social Media, etc.)

— Portfolio/Gallery (Show previous work)

— Testimonials (Client reviews)

— Pricing Table (Starter, Professional, Enterprise)

— How It Works (Steps: Brief → Proposal → Design → Deliver)

— FAQ Section

— CTA Section ("Start Your Project Now")

— Footer

MODULES ON THIS PAGE:

• Chat Module (floating button → start conversation)

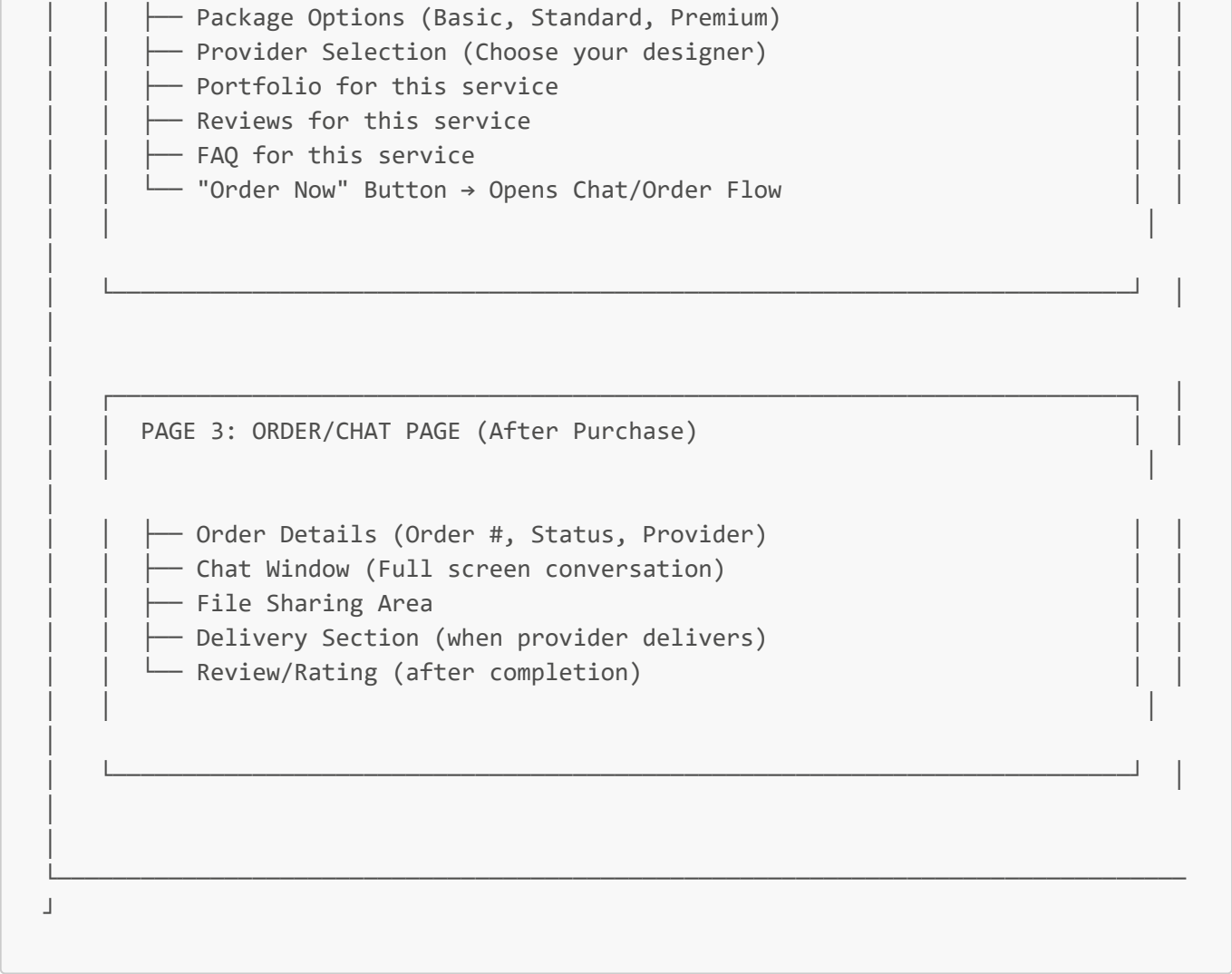
• File Upload Module (share reference images)

• Payment Module (select plan, pay)

PAGE 2: SERVICE DETAIL PAGE (e.g., /services/logo-design)

— Service Hero (Logo Design - From \$299)

— What's Included (deliverables list)



Customer Journey: Digital Service



Design That Makes Your Brand Unforgettable

From concept to completion, we create stunning visuals that capture attention.

[Get a Free Quote]

[View Our Work]

OUR SERVICES

Logo Design

From \$299

3-5 days

[View More]

UI/UX Design

From \$499

5-7 days

[View More]

Social Media

From \$149

2-3 days

[View More]

Chat Button

Customer thinks: "I need a logo for my startup"

Customer clicks: "Logo Design" → Goes to Service Detail Page

STEP 2: VIEW SERVICE DETAILS

URL: pixelcraft.com/services/logo-design

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LOGO & BRAND IDENTITY
From \$299 • Delivery: 3-5 days

- WHAT'S INCLUDED:
- ✓ Custom logo design
 - ✓ 3 initial concepts
 - ✓ Unlimited revisions
 - ✓ Source files (AI, PSD, SVG)
 - ✓ Brand color palette

CHOOSE YOUR PACKAGE:

<div>STARTER</div> <div>\$299</div> <div><div>• 1 concept</div><div>• 3 revisions</div><div>• Source files</div><div>[Select]</div></div>	<div>PROFESSIONAL ★</div> <div>\$699</div> <div><div>• 3 concepts</div><div>• Unlimited</div><div>• Brand guide</div><div>[Select] ✓</div></div>	<div>ENTERPRISE</div> <div>\$1,499</div> <div><div>• Unlimited</div><div>• Dedicated</div><div>• Motion logo</div><div>[Select]</div></div>
---	--	---

SELECT YOUR DESIGNER (Optional):

<div><div>👤</div>Ahmed</div> <div><div>★ 4.9 (120)</div><div>[Select] ✓</div></div>	<div><div>👤</div>Sara</div> <div><div>★ 4.7 (85)</div><div>[Select]</div></div>	<div><div>🎲</div>Any</div> <div><div>Available</div><div>[Select]</div></div>
---	---	---


Summary: Professional Logo Design by Ahmed

Customer clicks: "Order Now"



Preferred colors: Blue, Silver
Style: Modern, minimal

Total: \$734

Upload reference images:
[ Choose Files]

PAYMENT METHOD
☐ Credit Card ☐ PayPal ☐ Bank Transfer

Card Number: [_____]

Expiry: [__/__] CVV: [___]

[Complete Order - \$734]

Customer fills details, pays \$734

System creates: Order #ORD12345678

System creates: Conversation (linked to order, assigned to Ahmed)



STEP 4: ORDER CONFIRMATION → CHAT OPENS




URL: pixelcraft.com/orders/ORD12345678



☒ ORDER CONFIRMED

Order #ORD12345678
Status: Pending → Waiting for provider to start

CHAT WITH AHMED

 System: Order #ORD12345678 created

Service: Professional Logo Design
Delivery: 3-5 business days

You: "Hi! Here are my requirements:
Company: TechFlow
Colors: Blue and silver
Style: Modern, minimal"
[ reference1.jpg] [ reference2.png]

[ Attach] [Type your message...] [Send]

NOW: Customer waits for Ahmed to respond

Ahmed sees this order in his Provider Dashboard



STEP 5: PROVIDER RESPONDS (Ahmed's Dashboard)

URL: pixelcraft.com/provider/dashboard

AHMED'S DASHBOARD

[Logout]

MY ORDERS

John

Logo Design

NEW

ORDER #ORD12345678

Customer: John

Service: Professional Logo Design

Status: [Pending ▼] → Select: In Progress

Order created

Sarah

Logo Design


In Progress




John: "Hi! Here are my requirements..."
[📎 reference1.jpg]

Ahmed: "Hi John! Thanks for choosing me.
I've reviewed your requirements.
I'll start working on your logo
and share first drafts in 2 days!"


STEP 6: WORK, REVISIONS, DELIVERY

CHAT CONTINUES...

 Status: In Progress

Ahmed: "Here are 3 initial concepts! Let me know which direction you prefer."
[ concept-1.png] [ concept-2.png] [ concept-3.png]

John: "I love concept 2! Can you make the blue a bit darker and add a tagline underneath?"

 System: Revision #1 requested (2 remaining)

Ahmed: "Done! Here's the updated version with darker blue and your tagline."
[📎 logo-v2.png]

John: "Perfect! This is exactly what I wanted!"

Ahmed: "Great! I'm marking this as delivered. You'll receive all source files."
[📎 TechFlow-Logo-Package.zip]

📦 DELIVERY SUBMITTED

Ahmed has delivered your order.
Please review and accept, or request revisions.

Files:

- TechFlow-Logo-Package.zip (15.2 MB)
Contains: AI, PSD, SVG, PNG, PDF

[Request Revision]

[Accept Delivery ✓]

Customer clicks: "Accept Delivery"



STEP 7: ORDER COMPLETED

☒ ORDER COMPLETED

Order #ORD12345678 has been completed successfully!

RATE YOUR EXPERIENCE

How was your experience with Ahmed?



Write a review:

Ahmed was amazing! He understood my vision perfectly and delivered exactly what I wanted. Highly recommend!

[Submit Review]

[Download All Files] [Order Again] [Browse More Services]

☒ JOURNEY COMPLETE

- Customer has logo files
- Provider received payment
- Review is posted
- Order is archived

Online Service Websites

Example: CoachPro (Life Coach)

What Customer Sees

COACHPRO WEBSITE (Online Service)

PAGE 1: LANDING PAGE (Home)

- └ Header (Logo, Navigation, "Book Free Call" Button)
- └ Hero Section (Transform Your Life...)
- └ Services/Programs Section (Life, Executive, Business Coaching)
- └ Stats Banner (500+ clients, 10+ years, 98% satisfaction)
- └ Testimonials
- └ CTA Section ("Book Your Free Call")
- └ Footer

KEY DIFFERENCE FROM DIGITAL:

- No Chat Module as primary feature
- Booking Calendar is the main module
- CTA leads to booking, not chat

PAGE 2: SERVICE DETAIL + BOOKING

- Service Hero (Life Coaching - \$199/session)
- What to Expect
- Session Options (30 min, 60 min, 90 min)
- Provider Selection (Choose your coach)
- BOOKING CALENDAR MODULE ← KEY DIFFERENCE
 - Select date → Select time → Confirm
- Reviews
- FAQ

PAGE 3: MY BOOKINGS (Customer Dashboard)

- Upcoming Appointments
- Past Appointments
- Reschedule/Cancel Options
- Chat with Provider (optional, for questions)

Customer Journey: Online Service

STEP 1: BROWSE & DISCOVER

Customer visits: coachpro.com

 COACHPRO

[\[About\]](#) [\[Programs\]](#) [\[Book Free Call\]](#)

Transform Your Life with Expert Coaching

Break through limitations, achieve your goals

[\[Start Your Transformation\]](#) [\[Watch Success Stories\]](#)

COACHING PROGRAMS



Life Coaching
From \$199/session

[\[Book Now\]](#)



Executive
From \$349/session

[\[Book Now\]](#)



Business Growth
From \$499/session

[\[Book Now\]](#)

Customer thinks: "I want life coaching"

Customer clicks: "Book Now" → Goes to Booking Page



STEP 2: SELECT SERVICE & BOOK TIME

URL: coachpro.com/book/life-coaching

LIFE BREAKTHROUGH COACHING
\$199 per session • 60 minutes

- SESSION DURATION:
- ☐ 30 minutes - \$99
 - ☒ 60 minutes - \$199 ← Selected
 - ☐ 90 minutes - \$279

SELECT DATE & TIME:

DECEMBER 2024

◀

▶

Mon	Tue	Wed	Thu	Fri	Sat	Sun
16	17	18	19	20	21	22
		✓	✓	✓		
23	24	25	26	[27]	28	29
✓			✓	✓	✓	

Available times for December 27:

9:00 AM

10:00 AM

2:00 PM

4:00 PM

✓

YOUR BOOKING:

• Life Coaching - 60 minutes

• December 27, 2024 at 10:00 AM

• Price: \$199

[Continue to Payment]

Customer selects: December 27, 10:00 AM

Customer clicks: "Continue to Payment"



STEP 3: PAYMENT & CONFIRMATION

CONFIRM YOUR BOOKING

Life Coaching Session

December 27, 2024

↓

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Life Coaching Session

December 27, 2024 at 10:00 AM

Confirmation email sent to: john@example.com

Calendar invite attached

Zoom link: Will be sent 1 hour before session

BEFORE YOUR SESSION:

You'll receive a reminder 24 hours before

Zoom link sent 1 hour before

Prepare any questions you'd like to discuss

Have questions before your session?

[Chat with Us]

← OPTIONAL, not required

[Add to Calendar]

[View My Bookings]

[Reschedule]

KEY DIFFERENCE FROM DIGITAL:

No mandatory chat

Customer just waits for appointment

Chat is optional (for questions only)

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STEP 5: ATTEND SESSION

On December 27, 2024:

- Customer receives Zoom link
- Customer joins video call
- 60-minute coaching session happens
- Session ends

STEP 6: POST-SESSION

☒ SESSION COMPLETED

How was your session?



[Leave a Review]

READY FOR YOUR NEXT SESSION?

[Book Another Session]

[View Packages]

☒ JOURNEY COMPLETE

Required Pages and Sections

Digital Service Website (Like PixelCraft)




REQUIRED PAGES FOR DIGITAL SERVICE WEBSITE

PAGE 1: HOME / LANDING PAGE

Required Sections:

① Header	Navigation + CTA "Start Project"
② Hero	Main headline + "Get Quote" button
③ Stats Banner	Social proof (projects, clients, rating)
④ Services	List of services with prices
⑤ Portfolio/Gallery	Show previous work
⑥ Testimonials	Client reviews
⑦ Pricing Table	Packages (Starter, Pro, Enterprise)
⑧ How It Works	Steps from order to delivery
⑨ FAQ	Common questions
⑩ CTA Section	Final call-to-action
⑪ Footer	Links, social, copyright

Required Modules:

 Chat Module	Floating chat button (ESSENTIAL)
 File Upload Module	Share reference files
 Payment Module	Process payments

PAGE 2: SERVICE DETAIL PAGE

URL Pattern: /services/[service-slug]

Example: /services/logo-design

Required Sections:

① Service Hero	Service name, base price, delivery time
② What's Included	List of deliverables
③ Package Selection	Starter/Pro/Enterprise options
④ Provider Selection	Choose your designer/developer
⑤ Service Portfolio	Work samples for this service
⑥ Service Reviews	Reviews specific to this service
⑦ Service FAQ	Questions about this service
⑧ Order Summary	Selected package, provider, price
⑨ Order Button	"Order Now" → Checkout

PAGE 3: CHECKOUT PAGE

URL: /checkout

Required Sections:

① Order Summary	What they're buying
② Project Brief Form	Requirements, preferences
③ File Upload	Reference images, existing assets
④ Payment Form	Card details, PayPal, etc.
⑤ Terms Checkbox	Accept terms and conditions
⑥ Complete Button	"Complete Order"

PAGE 4: ORDER DETAIL PAGE (Customer Dashboard)

URL: /orders/[order-id]

Example: /orders/ORD12345678

Required Sections:

① Order Header	Order #, status, provider, deadline
② Chat Window	Full conversation with provider
③ File Sharing	Uploaded files, delivered files
④ Delivery Section	Accept/Request revision buttons
⑤ Order Timeline	Status history

PAGE 5: MY ORDERS PAGE (Customer Dashboard)

URL: /my-orders

Required Sections:

① Active Orders	Orders in progress
② Completed Orders	Past orders with download links
③ Order Search/Filter	Find specific orders

Online Service Website (Like CoachPro)




REQUIRED PAGES FOR ONLINE SERVICE WEBSITE

PAGE 1: HOME / LANDING PAGE

Required Sections:

① Header	Navigation + "Book Now" button
② Hero	Main headline + "Book Free Call" button
③ Services/Programs	List of services with session prices
④ Stats Banner	Clients, years experience, satisfaction
⑤ Testimonials	Client success stories
⑥ About/Bio	About the coach/provider
⑦ CTA Section	"Book Your Session"
⑧ Footer	Links, social, copyright

Required Modules:

 Booking Module	Calendar + time slot selection (ESSENTIAL)
 Payment Module	Process payments
 Chat Module	Optional - for questions only

PAGE 2: SERVICE/BOOKING PAGE

URL Pattern: /book/[service-slug]

Example: /book/life-coaching

Required Sections:

① Service Hero	Service name, price per session
② Session Duration	30/60/90 minute options
③ Provider Selection	Choose your coach (if multiple)
④ BOOKING CALENDAR	← KEY FEATURE
└─ Date picker	
└─ Available time slots	
⑤ Booking Summary	Selected date, time, price
⑥ Continue Button	"Continue to Payment"

PAGE 3: BOOKING CONFIRMATION PAGE

URL: /booking-confirmed/[booking-id]

Required Sections:

① Confirmation Message	"Booking Confirmed!"
② Booking Details	Date, time, service, provider
③ What's Next	Reminders, preparation tips
④ Calendar Actions	Add to Google/Apple/Outlook calendar
⑤ Manage Options	Reschedule, Cancel links

PAGE 4: MY BOOKINGS PAGE (Customer Dashboard)

URL: /my-bookings

Required Sections:

① Upcoming Bookings	Future appointments
② Past Bookings	Completed appointments
③ Booking Actions	Reschedule, Cancel, Chat

DIGITAL SERVICE WEBSITE (Order-Based)	ONLINE SERVICE WEBSITE (Booking-Based)
PRIMARY ACTION: "Get a Quote" / "Order Now"	PRIMARY ACTION: "Book Now" / "Schedule Session"
ESSENTIAL MODULE:  Chat Module (Mandatory)	ESSENTIAL MODULE:  Booking Calendar (Mandatory)
OPTIONAL MODULES:  File Upload  Payment	OPTIONAL MODULES:  Chat (for questions)  Payment  Intake Form
CUSTOMER FLOW: Browse → Select → Pay → Chat → Revise → Accept → Done	CUSTOMER FLOW: Browse → Select → Pick Time → Pay → Attend → Done
PROVIDER FLOW: See Order → Chat → Work → Deliver → Get Paid	PROVIDER FLOW: See Calendar → Attend Session → Get Paid
PAGES NEEDED: <ul style="list-style-type: none"> • Landing Page • Service Detail • Checkout • Order Detail (Chat) • My Orders 	PAGES NEEDED: <ul style="list-style-type: none"> • Landing Page • Service/Booking Page • Confirmation Page • My Bookings • (Optional) Chat Page
SECTIONS UNIQUE TO THIS TYPE: <ul style="list-style-type: none"> • Portfolio/Gallery • Pricing Packages • How It Works (Delivery Flow) • File Upload Area 	SECTIONS UNIQUE TO THIS TYPE: <ul style="list-style-type: none"> • Booking Calendar • Availability Display • Session Duration Options • Location/Video Options

Chat System Integration

When Chat is Used

DIGITAL SERVICES: Chat is CENTRAL to the workflow

BEFORE ORDER:

Customer: "Do you offer rush delivery?"

→ Goes to: TENANT ADMIN

→ Purpose: Pre-sales questions

AFTER ORDER:

Customer: "Here are my brand requirements..."

→ Goes to: ASSIGNED PROVIDER

→ Purpose: Work happens here

Chat includes:

- Requirements discussion
- Progress updates
- File sharing
- Revision requests
- Delivery submission

ONLINE SERVICES: Chat is OPTIONAL

BEFORE BOOKING:

Customer: "What should I prepare for our session?"

→ Goes to: TENANT ADMIN

→ Purpose: Questions only

AFTER BOOKING:

Customer: "I need to reschedule to 3 PM"

→ Goes to: ASSIGNED PROVIDER or ADMIN

→ Purpose: Coordination only

Most communication happens:

- During the live session (video call)
- NOT through chat

Technical Implementation

JSON Structure for Each Service Type

Digital Service Template (from your PixelCraft example)

```
{
  "template_type": "digital_service",
  "required_modules": ["chat", "file_upload", "payment"],
  "required_sections": [
    "header",
    "hero",
    "stats_banner",
    "services",
    "gallery",
    "testimonials",
```

```

    "pricing_table",
    "steps",
    "faq_accordion",
    "cta",
    "footer"
  ],
  "module_settings": {
    "chat": {
      "is_mandatory": true,
      "position": "floating",
      "show_project_brief_form": true,
      "enable_file_sharing": true
    },
    "file_upload": {
      "is_mandatory": true,
      "allowed_types": ["image/*", "application/pdf", ".ai", ".psd"],
      "max_file_size_mb": 100
    },
    "payment": {
      "is_mandatory": true,
      "enable_milestone_payments": true,
      "enable_escrow": true
    }
  }
}

```

Online Service Template (from your CoachPro example)

```

{
  "template_type": "online_service",
  "required_modules": ["booking", "payment"],
  "optional_modules": ["chat"],
  "required_sections": [
    "header",
    "hero",
    "services",
    "stats_banner",
    "testimonials",
    "cta",
    "footer"
  ],
  "module_settings": {
    "booking": {
      "is_mandatory": true,
      "show_provider_selection": true,
      "show_duration_options": true,
      "allow_video_sessions": true,
      "send_calendar_invites": true
    },
    "payment": {
      "is_mandatory": true,

```

```
    "pay_before_session": true,
    "allow_pay_after": false
  },
  "chat": {
    "is_mandatory": false,
    "purpose": "questions_only"
  }
}
```

Summary for Developers

WHEN TENANT CREATES A WEBSITE:

Step 1: Choose Template Type

- Digital Service (Design, Development, Writing)
 - Creates ORDER-based system
 - Enables mandatory CHAT module
 - Customer purchases → Chat → Delivery
- Online Service (Coaching, Salon, Clinic)
 - Creates BOOKING-based system
 - Enables mandatory BOOKING module
 - Customer books time → Attends → Done

Step 2: System Automatically Sets Up

- Digital Service:
- Creates Services with prices + delivery times
 - Creates Providers (designers, developers)

- Enables Order system
- Enables Chat system (linked to orders)
- Creates order → conversation → provider assignment

Online Service:

- Creates Services with session durations + prices
- Creates Providers with availability calendars
- Enables Booking system
- Chat is optional (for questions)
- Creates booking → sends reminders → video link

Step 3: Customer Uses the Website

Digital: Customer orders → System creates Order + Conversation
 → Assigned Provider sees in dashboard
 → All communication through chat
 → Provider delivers through chat
 → Customer accepts/revises through chat

Online: Customer books time slot → System creates Booking
 → Reminders sent automatically
 → Video link sent before session
 → Customer attends session
 → Done (no ongoing chat needed)

This documentation covers the complete flow for both service types. The key takeaway is:

- **Digital Services** = Order-based with MANDATORY chat
- **Online Services** = Booking-based with OPTIONAL chat

The chat system automatically knows where to route messages based on whether there's an order/booking and who is assigned to it.