

Admin Dashboard — Missing Features and Enhancements

This document summarizes the outstanding features and improvements still needed for the YogaSwiss admin dashboard to match or surpass the capabilities of competitors such as Eversports, Bsport, Mindbody and Arketa. It reflects the requirements gathered in earlier design documents and identifies functional and UX gaps, organized by theme.

1 Multi-Tenant & Role Management

- **Expanded role matrix:** Introduce granular roles beyond “owner” and “manager,” including front desk, accountant, marketer, guest/contractor and read-only auditor. Each role should have explicit privileges for viewing, editing and exporting data.
- **Impersonation with consent:** Allow support staff to impersonate lower-tier roles (e.g. front desk) for troubleshooting, while recording all actions in an audit log and requiring explicit user consent for sensitive views.
- **Feature flags per tenant:** Enable selective rollout of modules (dynamic pricing, corporate programs, online studio) so studios can adopt new features progressively.
- **Cross-tenant privacy:** Enforce row-level security so instructors see only their rosters and earnings; customer data cannot be exported or shared across studios without explicit consent.

2 Catalogue & Service Depth

- **Variants and bundles:** Support service variants (e.g. 45-/60-/75-minute versions), add-ons (mat rental, towel) and product bundles (class + sauna or class + massage) in the product catalogue. Display variant usage statistics to aid pricing decisions.
- **Prerequisites & programs:** Allow prerequisites for advanced classes (e.g. Level 1 completion required), series/program enrollment with attendance tracking, and make-up sessions to improve retention.
- **Gift cards and gift experiences:** Offer native gift card sales (digital or physical), track balances and breakage, and allow gifting of passes or memberships.

3 Scheduling Power Tools

- **Recurring editor with migration:** Provide a safe editor for recurring class series where admins can change “just this occurrence,” “this and following” or “entire series.” Before saving, show a preview of affected occurrences and registrations, and offer migration options: rebook, refund or credit.
- **Resource management:** Manage rooms and equipment (reformers, mats) with utilization dashboards, buffer times and conflict warnings. Include heatmaps of room usage to help schedule classes at optimal times.
- **Outdoor workflows:** For outdoor classes, define backup indoor locations and weather rules. When weather triggers a move, notify participants automatically and adjust the schedule.
- **Blackouts and holidays:** Create templates for holidays and closures; allow bulk cancellation or rescheduling of affected classes.

- **Instructor marketplace:** Implement a substitution workflow where instructors can post a request for a substitute, other instructors can volunteer, and managers can approve or decline. Automatically adjust payroll rules accordingly.

4 Registrations & Front Desk

- **Kiosk and QR check-in:** Implement a self-serve kiosk mode (tablet) for check-ins and bookings. Support QR code scanning for pre-paid bookings and issue digital tickets via Apple Wallet or Google Wallet.
- **Waitlist automation:** Provide configurable waitlist rules (auto-promote, payment capture window, SMS confirmation) and an admin view to override or reorder waitlists.
- **Spot selection:** Introduce a room map editor so studios can design seat or mat layouts. Let clients select spots when booking, and allow admins to reassign seats with drag-and-drop.
- **Attendance management:** Add tools to bulk mark attendance, apply late-cancel or no-show penalties, attach notes/photos to attendee records and export sign-in sheets.
- **Household and child booking:** Allow parents to book for children or multiple household members. Support separate profiles with shared payment methods and passes.

5 Pricing, Promotions & Yield

- **Dynamic pricing:** Offer rules for changing prices based on demand (occupancy), lead time or daypart, with floors and ceilings. Provide override options per tenant. Display predicted revenue impacts before enabling.
- **Stackable promotions:** Allow multiple promotions (e.g. coupon + referral credit) with exclusion rules and corporate rates. Support corporate discount codes and partner agreements.
- **A/B pricing tests:** Let studios test price points on a subset of clients and measure effects on conversion and revenue.

6 Finance & Compliance (Swiss Ready)

- **VAT handling:** Implement Swiss VAT modes per item (inclusive/exclusive) with support for multiple rates (e.g. 2.5 % food, 8.1 % services). Ensure invoices and reports reflect the correct rates and categories.
- **Invoices & QR-bill:** Generate bilingual PDF invoices with Swiss QR-bills. Use immutable numbering and support credit notes for refunds. Include summary of cancellation/no-show policies on invoices.
- **Payout reconciliation:** Ingest provider payouts (Stripe, TWINT), import CAMT.053 bank statements, and reconcile payments, refunds and fees automatically. Highlight unmatched items for manual review.
- **Instructor payroll:** Provide a payroll close tool: compute earnings per class (per-head, per-class or percent revenue), apply min/max and overrides, export payroll reports (Sage/DATEV) and mark paid. Log adjustments in an audit trail.
- **Liability dashboards:** Display outstanding liabilities for gift cards, passes and memberships (deferred revenue), and breakage recognition.
- **Chargeback center:** Manage disputes and chargebacks; collect evidence, track deadlines and reserve funds.

7 Marketing & Journeys

- **Segment builder:** Offer a visual segmentation tool with live counts and filters by behavior, spend, tags, membership status and location. Explain why a user belongs to a segment.

- **Automated journeys:** Provide visual flows for welcome, win-back, post-class feedback, upsell, dunning and birthday triggers. Respect quiet hours and frequency caps. Enable control groups for incremental lift measurement.
- **Templates & multilingual:** Maintain a library of email/SMS templates with multilingual blocks, brand elements and legal footers. Offer an approval workflow before publishing.
- **Revenue attribution:** Track revenue from campaigns and journeys; support UTM tagging, last-click and multi-touch models. Show lift from referrals and loyalty programs.
- **Referrals & loyalty:** Add referral systems with fraud checks, wallet credit rewards and tiered benefits. Implement loyalty points that clients can earn and redeem, including tiers and badges.
- **Landing page builder:** Allow marketing teams to create branded landing pages for retreats, programs and events with A/B testing and form capture. Integrate with the main marketplace and campaign tracking.

8 Corporate & B2B

- **Employer programs:** Manage corporate benefits by importing employee lists or using SSO/SAML. Define subsidies or credit allowances, monitor usage and create monthly consolidated invoices.
- **Manager portal:** Provide corporate clients a portal to invite employees, view usage reports, manage quotas and pay invoices. Support cost center and purchase order fields on invoices.
- **Bulk voucher issuance:** Generate large sets of voucher codes for corporate partners and track redemption and expiry.

9 Online Studio & Video

- **Content catalogue:** Manage videos, playlists, live streams and programs. Set access levels (public, member, premium) and expiry dates. Offer short previews and captions for accessibility.
- **Progress & analytics:** Track view counts, completion rates and progress through multi-video programs. Use this data to recommend related videos and classes.
- **Rights & privacy:** Support DRM and geographic restrictions if required. Provide options for instructors to earn a revenue share from on-demand content.

10 Analytics & Forecasting

- **Profitability metrics:** Calculate profitability at the class and program level, factoring in instructor cost, room cost, discounts and promotions.
- **Occupancy & yield dashboards:** Visualize occupancy rates and yield by hour, day, instructor and location. Provide insights for adjusting capacity or pricing.
- **Customer cohorts & churn:** Analyse retention and churn by acquisition channel, membership type and cohort. Calculate lifetime value (LTV) and cost of acquisition (CAC).
- **Demand forecasting:** Use historical booking patterns to forecast attendance and revenue. Provide staffing suggestions and price recommendations based on predicted demand.
- **Anomaly alerts:** Detect anomalies such as sudden spikes in cancellations, payout mismatches or conversion drops, and alert administrators.

11 Support & Operations

- **Review moderation:** Allow staff to moderate reviews and Q&A, reply as brand or instructor, and flag inappropriate content. Provide filters for sentiment analysis.
- **Case management:** Implement a ticketing queue for refund requests, membership disputes and other support tasks. Track SLAs and escalation workflows.

- **System health:** Expose status dashboards for webhooks, job queues and third-party providers. Provide controls for retrying failed jobs and viewing dead-letter queues.

12 Localization, Accessibility & Privacy

- **Languages:** Ensure full support for de-CH, fr-CH (using **tu** instead of **vous**), it-CH and en-CH. Provide localized legal copy, date/time formatting and currency display. Set hreflang tags on public pages.
- **Accessibility:** Meet WCAG 2.2 AA guidelines. Provide keyboard-navigable forms, focus outlines, high contrast themes and alt text for images. Include captions for videos and transcripts for audio content.
- **Privacy & compliance:** Maintain a consent ledger per channel (email, SMS, push, WhatsApp); store IP and timestamp. Provide self-service data export and deletion per GDPR and revDSG. Enable data retention policies and anonymization for long-term storage.

13 Developer & Operational Guardrails

- **RLS test suite:** Provide automated tests for row-level security policies to ensure instructors cannot access unauthorized data. Offer an explainer for rejected queries to aid debugging.
- **Configuration snapshots:** Record configuration changes (e.g. price updates, policy changes) with metadata (who, when) and enable rollback to previous versions.
- **Sandbox mode:** Allow studios to create a test environment with fake payments and test accounts. Support toggling between sandbox and production modes.
- **Observability:** Implement structured logging, metrics and tracing with tenant identifiers. Provide an admin health dashboard showing API latency, error rates and job backlogs.

14 Suggested Build Phases

To tackle the missing features strategically, consider the following phased roadmap:

1. **Core safety & finance:** Expand roles and audit logs, implement VAT/QR-bill handling, and build payout reconciliation. Ensure privacy controls and RLS tests.
2. **Scheduling & resources:** Deliver the recurring series editor with migration previews, resource management and outdoor backup flows.
3. **Front desk & POS:** Add kiosk and QR check-in, waitlist automation, spot selection tools, penalty workflows and household bookings.
4. **Instructor ops:** Implement sub request marketplace, availability calendars and payroll close tools.
5. **Marketing & journeys:** Launch segmentation and journeys with revenue attribution, referrals and loyalty programs.
6. **Corporate:** Introduce employer programs, voucher issuance and corporate manager portal.
7. **Online studio:** Build video catalogue, access control, progress tracking and instructor revenue sharing.
8. **Analytics & forecasting:** Develop profitability dashboards, forecasting and anomaly detection. Polish internationalization and accessibility features.

15 Acceptance Criteria

- **No data leaks:** Instructors cannot export or view unauthorized customer data. RLS policies are enforced for every query.

- **Safe changes:** Any changes to recurring schedules show an impact preview and options to rebook, refund or credit clients. No silent cancellations occur.
- **Accurate finances:** Totals reconcile between orders, payouts and invoices. VAT reports match invoices. Liabilities (passes, gift cards, memberships) are correctly deferred and recognized.
- **Effective marketing:** Campaigns and journeys report revenue attributed to bookings; segments and journeys respect consent and frequency caps.
- **Accessibility & localization:** All pages meet WCAG 2.2 AA standards and are fully localized. French translations use “tu.”
- **Performance:** Key APIs (roster and schedule views) respond within 150 ms P95. Realtime updates do not block the UI.
- **Internationalization:** All strings are translatable; date/time and currency formats respect the user’s locale.

By addressing these gaps, the YogaSwiss admin dashboard can deliver a world-class experience comparable to or better than competitors like Eversports, Mindbody, Bsport and Arketa, while meeting Swiss regulatory requirements and providing a comprehensive feature set for studios, instructors and administrators.
