



# Complete User Journeys - AllWondrous

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## SOLO PRACTITIONER JOURNEY

**Profile:** Sarah, Independent Personal Trainer in Manchester

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### SIGNUP & ONBOARDING (5-10 minutes)

#### Step 1: Landing Page

URL: allwondrous.com

[Hero Section]

"The AI Operating System for Personal Trainers"

Get paid faster. Work less admin. Grow your business.

[Two CTAs]

→ [Solo PT - Start Free] ← Sarah clicks this

→ [PT Studio - Book Demo]

#### Step 2: Auth Selection

URL: allwondrous.com/signup/solo-pt

"Let's get you set up, Sarah"

Choose how to sign up:

→ [Continue with Google]

→ [Continue with Email]

Sarah chooses Google → OAuth flow → redirects back

#### Step 3: Onboarding Wizard

[Progress: ●○○○○] Step 1 of 5

"Tell us about yourself"

- First Name: Sarah
- Last Name: Martinez
- Phone: 07812 345 678
- Where are you based?: Manchester

[Next]

[Progress: ●●○○○] Step 2 of 5

"What's your PT business called?"

- Business Name: Sarah Martinez Personal Training
- Specialization: Strength & Conditioning, Weight Loss
- Years Experience: 5

[Back] [Next]

[Progress: ●●●○○] Step 3 of 5

"Set up your first service"

Quick templates or custom?

[Quick Template]

- 30min PT Session - 1 credit - £40
- 60min PT Session - 2 credits - £75

[Custom Service]

Sarah picks 30min template, edits price to £45

[Back] [Next]

[Progress: ●●●●○] Step 4 of 5

"Connect payments"

To get paid, we need to connect your Stripe account

[Connect Stripe]

- Redirects to Stripe Connect onboarding
- Sarah enters bank details
- Redirects back

✓ Connected to Barclays \*\*\*4567

[Back] [Next]

[Progress: ●●●●●] Step 5 of 5

"You're all set! 🎉"

Your booking link:  
allwondrous.com/book/sarah-martinez

[Copy Link] [Share on WhatsApp] [Share on Instagram]

- What you can do next:
- Add your first client
  - Create your weekly schedule
  - Customize booking policies

[Go to Dashboard]

 **DAILY USAGE - MORNING ROUTINE**

**Monday, 7:30 AM - Check Today's Schedule**

URL: app.allwondrous.com/dashboard

[Top Bar]  
Sarah Martinez PT | 🔔 3 new | Settings | Logout

[Quick Stats Row]

This Week	Revenue	Active	Utilization	
12 sessions	£540	8 clients	67%	
↑ +2 vs last	↑ +£90	↑ +1	↑ +5%	

[Quick Actions]  
[+ Book Client] [+ Add Client] [ Sell Package]

[Today's Schedule - Monday, Jan 27]

8:00 AM	Jane Smith - Strength Training	✓
9:00 AM	Mike Johnson - HIIT Session	✓

10:30 AM	Emma Davis - Weight Loss		← Next
2:00 PM	Tom Wilson - Functional Training		
3:30 PM	Lisa Brown - Core & Conditioning		

[This Week at a Glance]

Visual calendar showing bookings across the week

[Recent Activity]

→ Jane Smith purchased 10-session package (£425)

→ New client: Mark Thompson signed up

→ Mike Johnson completed 5th session milestone

**Sarah taps on Emma Davis's 10:30 AM session:**

[Session Details Modal]

Emma Davis - Weight Loss Session

Monday, Jan 27 at 10:30 AM | 30 minutes

Status: ☒ Confirmed (1 credit used)

Credits Remaining: 4



Session Notes:

Last session: Completed 5k run in 32 mins

Focus today: Lower body strength

Previous Sessions: 12 total

Last Session: Jan 20 (7 days ago)

[Mark Complete] [Cancel] [Reschedule] [Add Notes]



**MID-MORNING - NEW CLIENT SIGNUP**

**10:00 AM - Someone books through public link**



Notification


New booking from Mark Thompson

Tomorrow (Tue Jan 28) at 9:00 AM


[View Details]

**Sarah taps notification:**

[New Booking Details]

 Soft Hold - Payment Required

Mark Thompson (New Client)

 mark.thompson@email.com

 07891 234 567

Requested: Tue Jan 28, 9:00 AM - 30min PT Session

Status: Soft hold (120 minutes to pay)

Credits: 0 (payment pending)

Options:

[Approve & Send Payment Link] ← Sarah taps this

[Decline & Suggest Alternative]

[Contact Client]

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[Email sent to Mark]

Subject: Complete your booking - £45 payment required

Hi Mark,

Great to hear from you! Your session is reserved for:

Tuesday, Jan 28 at 9:00 AM

To confirm, please complete payment within 2 hours:

[Pay Now - £45]

Looking forward to training with you!

Sarah

**30 minutes later:**

[ Notification]

Mark Thompson completed payment - Booking confirmed!



**LUNCHTIME - SCHEDULING NEXT WEEK**

## 12:30 PM - Sarah plans next week's availability

[Left Sidebar]

Dashboard

Calendar ← Sarah clicks

Clients

Packages

Finance

Settings

[Calendar View]

URL: app.allwondrous.com/calendar

[Header]

[Day] [Week] ← Week selected | [Today] [< >] | Jan 27 - Feb 2 | [+ New Booking]

[Week View - Grid Layout]

Time | Mon | Tue | Wed | Thu | Fri | Sat | Sun

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6 AM							
7 AM							
8 AM	Jane	Mark	Emma	Jane	Mike		
9 AM	Mike	NEW	Tom	Lisa	Emma		
10 AM							
11 AM	Emma		Mike		Tom		
12 PM							
1 PM							
2 PM	Tom	Lisa	Jane	Mike			
3 PM							
4 PM	Lisa			Tom	Jane		
5 PM							
6 PM		Emma			Lisa	[8AM]	← Weekend sessions
7 PM						[9AM]	

Color coding:

- Green: Confirmed

- Yellow: Soft hold (pending payment)

- Gray: Available slot

## Sarah clicks empty slot - Wed 10 AM:

[Quick Action Menu]

→ Book a Client

→ Block Time Off

→ Set Recurring Availability

### **Sarah clicks "Book a Client":**

[Create Booking Modal]

New Booking - Wednesday, Jan 29 at 10:00 AM

Client: [Select client...] ▼

Sarah types "em" → filters to Emma Davis

Emma Davis (4 credits available) ←

Duration: [30 mins ▼] [45 mins] [60 mins] [90 mins]

Service: 30min PT Session (1 credit)

Notes:

[Focus on upper body - missed Monday session]

[Cancel] [Create Booking]

### **After clicking Create:**

✅ Booking created!

Emma Davis - Wed, Jan 29 at 10:00 AM

✉ Confirmation email sent to Emma

📱 SMS reminder will be sent 2 hours before

[View in Calendar] [Book Another]

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## **AFTERNOON - CLIENT MANAGEMENT**

### **3:00 PM - Check on clients with low credits**

[Sidebar] → Clients

URL: app.allwondrous.com/clients

[Clients Page]

[Search clients...] [Filter ▼] [+ Add Client]

Filter by: [All] [Active] [Low Credits ▼] [Inactive]

[Table View]

Name	Contact	Credits	Last	Actions
 Mike Johnson	mike@email.com 07891 234 567	1	Today	[...]
 Emma Davis	emma@email.com 07822 456 789	4	7d ago	[...]
 Jane Smith	jane@email.com 07801 345 678	8	Today	[...]

 = 1-3 credits

 = 4-5 credits

 = 6+ credits

**Sarah clicks [...] next to Mike Johnson:**

[Dropdown Menu]

- View Details
- Book Session
- Sell Package ← Sarah clicks
- Send Message
- View History
- Edit

[Sell Package Modal]

Sell Package to Mike Johnson

Current credits: 1

Choose package:

- Single Session - £45 (1 credit, 30 days)

- 5-Session Pack - £215 (5 credits, 90 days) [Save £10]
- 10-Session Pack - £425 (10 credits, 180 days) [Save £25] ←
- 20-Session Pack - £850 (20 credits, 365 days) [Save £50]

Payment method:

- Send payment link to Mike
- Process in person (cash/card)

[Cancel] [Send Payment Link]

Sarah taps "Send Payment Link":

✔ Payment link sent!

Mike will receive:

- ✉ Email with payment link
- 📱 SMS with payment link (if enabled)

Payment link expires in: 7 days

[View Payment Status] [Done]

💰 END OF DAY - REVENUE TRACKING

5:30 PM - Check today's earnings

[Sidebar] → Finance

URL: app.allwondrous.com/finance

[Finance Dashboard]

[This Month - January 2026]

Gross Revenue	Your Earnings	Platform Fee	Pending
£2,340	£2,224	£58 (2.5%)	£45
↑ +£540 today	↑ +£513		1 payment

[Recent Transactions]

--	--	--	--

Date	Description	Amount	Fee	Net
Today	Jane Smith	£45	£1.13	£43.87
3:15 PM	Single session			
Today	Jane Smith	£425	£10.63	£414.37
12:00 PM	10-pack			
Today	Mike Johnson	£45	£1.13	£43.87
9:15 AM	Single session			

[Revenue Chart]

Weekly revenue trend showing:

- Week 1: £540
- Week 2: £675
- Week 3: £720
- Week 4 (current): £2,340 ↑

[Export Statement] [Download Invoice]

## EVENING - AUTOMATED REMINDERS

### 6:00 PM - System sends tomorrow's reminders


#### Automatic (Sarah does nothing):

[Email sent to Emma Davis]

Subject: Reminder: Session tomorrow at 10:30 AM

Hi Emma,

Just a reminder about your session:

 Tuesday, Jan 28 at 10:30 AM

 30 minutes - Weight Loss Session

 Sarah Martinez PT

What to bring:

- Water bottle
- Comfortable workout clothes
- Your fitness goals!

Need to reschedule? [Manage Booking]

See you tomorrow!

Sarah

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[SMS sent to Emma]

Reminder: PT session tomorrow at 10:30 AM with Sarah.

Reply CANCEL to cancel (2hr notice required)

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## **MOBILE APP (PWA) - ON THE GO**

### **Tuesday Morning - Between clients**

#### **Sarah's phone shows:**

[Home Screen Widget]

AllWondrous

Next: Emma Davis

10:30 AM (in 15 mins)

[View Details]

Today: 4 sessions

Week: 12 sessions

#### **Sarah taps widget → opens PWA:**

[Mobile Dashboard - Portrait]

Good morning, Sarah! ☀️

[Today's Sessions Card]

✓	8:00 AM	Jane Smith		
✓	9:00 AM	Mark Thompson		
→	10:30 AM	Emma Davis	←	(flashing indicator)
	2:00 PM	Tom Wilson		

[Quick Actions - Big Touch Targets]

 17	Book		 Client		 Sell		
--	------	--	--	--	--	--	--

[This Week]

12 sessions | £540 | 8 clients

### 10:30 AM - Emma arrives:

[Sarah taps Emma's session]

Emma Davis - 10:30 AM

Status:  Confirmed

Credits remaining: 3

Quick actions:

[ Mark Complete]

[ Add Notes]

[ Mark No-Show]

Session Notes:

[Tap to add notes...]

### After session:

[Mark Complete Dialog]

How was the session?

Rating: ★★★★★

Notes:

[Great progress! Completed full workout plan.

Ready to increase weights next session.]

Next session recommendation:

- Same time next week (Tue 10:30 AM)
- Different time
- No recommendation

[ Complete Session]

**System automatically:**

- Marks session complete
- Updates Emma's booking history
- Triggers follow-up email to Emma
- Updates Sarah's weekly stats

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 **MONTHLY REVIEW**

**Last day of month - Analytics**

[Sidebar] → Reports

URL: [app.allwondrous.com/reports](http://app.allwondrous.com/reports)

[Monthly Performance - January 2026]

 Key Metrics	
Total Sessions: 48	
Total Revenue: £2,340	
Average per Session: £48.75	
Utilization: 67% (target: 70%)	
New Clients: 3	
Retention Rate: 92%	

[Revenue Breakdown]

- Single Sessions: £675 (29%)
- 5-Packs: £860 (37%)
- 10-Packs: £805 (34%)

[Busiest Times]

Peak hours: 8-10 AM (42%), 5-7 PM (31%)  
Slowest: 12-2 PM (8%)

 Recommendation:

Add 2 more sessions at 8 AM (high demand)  
Consider evening slots 6-7 PM

[Top Clients by Bookings]

1. Jane Smith - 8 sessions

2. Mike Johnson - 7 sessions
3. Emma Davis - 6 sessions

[Export PDF Report] [Share with Accountant]

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## STUDIO OWNER JOURNEY

**Profile:** David, Owner of "FitCore Studios" - 1 location, 5 trainers, 80 clients

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### SIGNUP & ONBOARDING (15-20 minutes)

#### Step 1: Different Entry Point

URL: allwondrous.com

[Hero Section]

David clicks:

→ [PT Studio - Book Demo]

[Demo Booking Page]

"Let's see if AllWondrous is right for your studio"

Tell us about your studio:

- Studio Name: FitCore Studios
- Location: Leeds
- Number of Trainers: 5
- Current Clients: ~80
- Current Software: MindBody (frustrated with cost)

[Book Demo] → Calendly link

But David is impatient and wants to try now:

[Skip Demo - Start Free Trial]

#### Step 2: Studio Owner Onboarding

[Progress: ●○○○○○] Step 1 of 6

"About FitCore Studios"

- Studio Name: FitCore Studios
- Business Type: PT Studio

- Location: Leeds City Centre
- Address: 123 Wellington St, Leeds, LS1 4HZ
- Phone: 0113 234 5678

[Next]

[Progress: ●●○○○○] Step 2 of 6

"Your role"

- Your Name: David Chen
- Your Role: Owner & Lead Trainer
- Email: david@fitcore.com
- Will you also train clients? [Yes] [No]  
David selects: Yes

[Next]

[Progress: ●●●○○○] Step 3 of 6

"Team size"

How many trainers work at FitCore? 5 (including me)

This helps us set up your team structure.

You'll have:

- Trainer accounts for your team
- Team scheduling & assignments
- Individual performance tracking

[Next]

[Progress: ●●●●○○] Step 4 of 6

"Your services"

What services do you offer?

[Quick Setup - Use Templates]

- ✓ 30min PT Session - 1 credit - £40
- ✓ 60min PT Session - 2 credits - £70
- ✓ Small Group (2-4 people) - 1 credit - £25pp
- ✓ Intro/Assessment - Free - £0

[Add Custom Service]

[Next]

[Progress: ●●●●○] Step 5 of 6

"Booking policies"

- Cancellation window: [24] hours
- Late cancel fee: [50%] of session cost
- No-show fee: [100%] of session cost
- Soft hold payment window: [2] hours

[Next]

[Progress: ●●●●●●] Step 6 of 6

"Connect payments"

[Connect Stripe]

- Stripe onboarding for business account
- Business verification
- Bank account: HSBC Business \*\*\*\*4567

✔ Connected

[Launch FitCore Studios on AllWondrous]

 OWNER DASHBOARD - STUDIO VIEW

URL: app.allwondrous.com/studio/dashboard

[Top Bar]

FitCore Studios | 🔔 12 new | Settings | Profile

[Studio Overview]

This Month	Revenue	Active	Utilization	
287 sessions	£11,480	80 clients	73%	
↑ +23	↑ +£1,240	↑ +8	↑ +2%	

[Team Performance]

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Trainer	Sessions	Revenue	Clients	Rating
David Chen (You)	68	£2,720	22	4.9★
Sarah Johnson	62	£2,480	19	4.8★
Mike Williams	58	£2,320	17	4.7★
Emma Davis	54	£2,160	14	4.9★
Tom Wilson	45	£1,800	8	4.6★

[Studio Calendar - Today]

Shows all trainers' schedules side-by-side

Multiple colors for different trainers

[Recent Activity]

→ New client: Mark Thompson (assigned to Sarah)

→ Jane Smith purchased 20-pack (David)

→ Tom Wilson marked absent for today

→ Emma Davis received 5★ review

## TEAM MANAGEMENT

**David needs to add a new trainer**

[Sidebar] → Team

URL: [app.allwondrous.com/studio/team](http://app.allwondrous.com/studio/team)

[Team Members]

[+ Invite Team Member]

Current Team (5):

Name	Role	Status	Actions
David Chen (You)	Owner	Active	[...]

Sarah Johnson	Trainer	Active	[...]	
	Can view: Assigned			
Mike Williams	Trainer	Active	[...]	
	Can view: All clients			
Emma Davis	Trainer	Active	[...]	
Tom Wilson	Trainer	On Leave	[...]	
	Until 2/5			

### David clicks [+ Invite Team Member]:

[Invite Trainer Modal]

Invite new team member

Email: lisa.brown@email.com

First Name: Lisa

Last Name: Brown

Role: [Trainer ▼]

Options: Owner, Manager, Trainer, Receptionist

Permissions:

- ☒ Can manage own schedule
- ☒ Can create bookings
- ☐ Can view all clients (only assigned)
- ☐ Can manage pricing
- ☐ Can access financial reports

Client Assignment:

- Manually assign clients
- Allow clients to request preferred trainer

Starting Date: [Feb 1, 2026]

[Cancel] [Send Invitation]

### After sending:

✓ Invitation sent!

Lisa Brown will receive:

✉ Email invitation

📱 SMS invitation

She'll be prompted to:

→ Create AllWondrous account

→ Complete trainer profile

→ Set availability

→ Review studio policies

Status: Pending acceptance

[View Invitation] [Resend] [Cancel Invitation]

### When Lisa accepts:

[🔔 Notification]

Lisa Brown accepted your invitation!

Her account is ready:

→ Can access trainer dashboard

→ Needs to set weekly availability

→ Ready to be assigned clients

[Assign First Client] [View Profile]



## MASTER SCHEDULE VIEW

[Sidebar] → Calendar

[Calendar - All Trainers View]

[Day] [Week] [Month] | [All Trainers ▼] | Jan 27-Feb 2

Filter by:

✓ David Chen (You)

✓ Sarah Johnson

✓ Mike Williams

- ☒ Emma Davis
- ☐ Tom Wilson (on leave)

[Week Grid - Multiple Trainer Columns]

Time | David | Sarah | Mike | Emma | Room 1 | Room 2

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8 AM	Jane	Tom	Lisa		Busy	
9 AM	Mark	Emma	Sarah			Busy
10 AM		Mike		John		
11 AM	Lisa		Emma	Tom	Busy	
...						

Color coding:

- Blue: David's sessions
- Green: Sarah's sessions
- Purple: Mike's sessions
- Orange: Emma's sessions
- Gray: Room blocked/unavailable

**David notices a scheduling conflict:**

[ Conflict Alert]

Mike Williams is double-booked:

- 9:00 AM: Emma Johnson
- 9:00 AM: Tom Smith

[Resolve Conflict]

- Move Tom to different time
- Reassign Tom to different trainer
- Cancel one booking

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## PACKAGE MANAGEMENT

[Sidebar] → Packages

URL: [app.allwondrous.com/studio/packages](https://app.allwondrous.com/studio/packages)

[Credit Packages]

Active Packages:

--	--	--	--	--

Package	Credits	Price	Expiry	Sold			
Single Session	1	£40	30d	45/month			
5-Pack Starter	5	£190	90d	28/month			
	Save £10						
10-Pack Popular	10	£360	180d	18/month			
	Save £40		★ Best				
20-Pack Pro	20	£680	365d	7/month			
	Save £120						

💡 Insight: 10-Pack converts 62% of inquiries

[+ Create New Package]

**David clicks [+ Create New Package]:**

[Create Package Modal]

New Credit Package

Package Name: Monthly Unlimited

Description: Unlimited sessions for 1 month (max 12)

Credits: [12] (recommended)

Price: £420 (£35 per session)

Expiry: [30] days from purchase

Valid for:

☒ All service types

☒ All trainers

☐ Specific services only

Restrictions:

☒ Max 1 session per day

☐ Must be used by specific trainer

☐ Weekend surcharge

[Cancel] [Create Package]



## BUSINESS INTELLIGENCE

[Sidebar] → Reports

[Studio Performance Dashboard]

[This Month vs Last Month]

Revenue: £11,480 ↑ +12%

Sessions: 287 ↑ +8%

New Clients: 8 ↑ +2

Retention: 94% ↑ +1%

[Revenue by Trainer]

Pie chart showing contribution:

- David: 24%

- Sarah: 22%

- Mike: 20%

- Emma: 19%

- Tom: 15%

[Peak Times Analysis]

Heatmap showing busiest hours:

- Mon-Fri 6-8 AM: 85% utilization

- Mon-Fri 5-7 PM: 92% utilization

- Sat 8-11 AM: 78% utilization

- Sunday: 23% utilization



Opportunities:

→ Add Sunday morning slots (demand exists)

→ Sarah Johnson has highest client satisfaction (4.9★)

→ 12 clients have credits expiring this week (send reminder)

[Churn Risk Analysis]



3 clients haven't booked in 30+ days:

- John Smith (last: 32 days ago)

- Emma Wilson (last: 45 days ago)

- Tom Brown (last: 38 days ago)

[Send Re-engagement Campaign]

[Export Full Report PDF]

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## STUDIO FINANCES

[Sidebar] → Finance

[Financial Dashboard]


[Month to Date - January]

Gross Revenue	Studio Earnings	Platform Fee	
£11,480	£10,909	£287 (2.5%)	

[Breakdown]

- Package Sales: £8,340 (73%)
- Single Sessions: £3,140 (27%)
- Refunds: -£120

[Pending Payments]

-  5 soft holds (total: £225)
- 3 awaiting payment
- 2 payment failed (contact clients)

[Trainer Commissions] (if applicable)

- Sarah Johnson: £1,240 due (50% split)
- Mike Williams: £1,160 due

[Process Payouts]

[Cash Flow Projection]

Next 30 days: £12,500 (based on bookings)

[Download P&L Statement]

[Export for Accountant]

[Tax Summary]

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## TRAINER (EMPLOYEE) JOURNEY

**Profile:** Emma, Trainer at FitCore Studios (works for David)

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## INVITATION & ONBOARDING

### Step 1: Receives Invitation

[Email Received]

From: David Chen via AllWondrous

Subject: You're invited to join FitCore Studios on AllWondrous

Hi Emma,

David Chen has invited you to join FitCore Studios on AllWondrous, our new studio management platform.

Your Role: Trainer

Start Date: Feb 1, 2026

To get started:

[Accept Invitation]

What you'll be able to do:

- Manage your schedule
- View your assigned clients
- Book sessions
- Track your performance

Questions? Contact David at david@fitcore.com

**Emma clicks [Accept Invitation]:**

[Create Account Page]

Welcome to FitCore Studios, Emma!

Choose how to sign up:

- [Continue with Google]
- [Continue with Email]

Emma picks Google

### Step 2: Trainer Profile Setup

[Progress: ●○○○] Step 1 of 4

"Your Profile"

- First Name: Emma

- Last Name: Davis
- Email: emma.davis@email.com (from Google)
- Phone: 07891 234 567

Profile Photo:

[Upload Photo] or [Take Photo]

[Next]

[Progress: ●●○○] Step 2 of 4

"Your Expertise"

- Years Experience: 3
- Certifications:
  - Level 3 Personal Trainer (REPS)
  - Nutrition Advisor
- [+ Add More]

Specializations:

- ☒ Weight Loss
- ☒ Strength Training
- ☒ HIIT
- ☐ Yoga
- ☐ Pilates
- ☒ Nutrition Coaching

Bio:

[Former athlete turned PT, passionate about helping clients achieve sustainable results...]

[Next]

[Progress: ●●●○] Step 3 of 4

"Your Availability"

Set your typical weekly schedule

Monday: [6:00 AM] to [8:00 PM]  
Tuesday: [6:00 AM] to [8:00 PM]  
Wednesday: [6:00 AM] to [2:00 PM]  
Thursday: [6:00 AM] to [8:00 PM]  
Friday: [6:00 AM] to [6:00 PM]  
Saturday: [8:00 AM] to [12:00 PM]  
Sunday: [Off]

Break times:  
[12:00 PM] to [1:00 PM] daily

[Next]

[Progress: ●●●●] Step 4 of 4

"You're all set! 🎉"

Your trainer account is ready

- What you can do:
- View your schedule
  - See assigned clients (14 currently)
  - Book sessions
  - Track your earnings

[Go to Dashboard]

 **TRAINER DASHBOARD (LIMITED VIEW)**

URL: [app.allwondrous.com/trainer/dashboard](https://app.allwondrous.com/trainer/dashboard)

[Top Bar]  
Emma Davis @ FitCore Studios | 🔔 5 new | Profile

[Your Performance - This Month]

Sessions	Your Earnings	Your Clients	Rating
54	£2,160	14 active	4.9★
↑ +6	↑ +£240	Same	↑ +0.1

Note: You earn 50% commission (set by studio)

[Today's Sessions - Monday Jan 27]

✓ 8:00 AM	Jane Smith - Weight Loss
✓ 9:30 AM	Tom Wilson - Strength
→ 11:00 AM	Sarah Johnson - HIIT ← Next

2:00 PM	Mike Brown - Core	
5:00 PM	Lisa Davis - Functional	

[This Week at a Glance]

Mon: 5 sessions

Tue: 6 sessions

Wed: 4 sessions (half day)

Thu: 6 sessions

Fri: 5 sessions

Sat: 3 sessions

[Your Clients] (Assigned to you)


Shows only her 14 assigned clients

Cannot see other trainers' clients (David restricted this)

## EMMA'S CLIENT VIEW (RESTRICTED)

[Sidebar] → My Clients

[My Clients - 14 Total]

 You can only see clients assigned to you  
For full client list, contact studio manager

Name	Contact	Credits	Last	
Jane Smith	jane@email.com 07801 234 567	8	Today	
Tom Wilson	tom@email.com	5	Today	
Sarah Johnson	sarah@email.com	12	2d ago	

Emma can:

☒ View these clients' details

- ✓ Book sessions for them
- ✓ See their booking history with her
- ✓ Add session notes

Emma cannot:

- ✗ See other trainers' clients
- ✗ Access full studio client list
- ✗ View studio financial data
- ✗ Change package pricing
- ✗ Manage other trainers

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## **EMMA'S CALENDAR (OWN SCHEDULE ONLY)**

[Sidebar] → My Schedule

[Calendar View - Emma Only]

Cannot see: Other trainers' schedules

Can see: Only her own bookings

[Week View]

Time | Mon | Tue | Wed | Thu | Fri | Sat | Sun

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8 AM	Jane	Tom	OFF	Lisa	Mike		OFF
9 AM		Emma		John		Sarah	
10 AM	Tom			Emma			
11 AM	Sarah	Lisa	Jane	Mike		Tom	
...							

Emma clicks empty slot to create booking:

→ Can only select from HER 14 assigned clients

→ Cannot book for other trainers' clients

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## **EMMA'S EARNINGS VIEW**

[Sidebar] → My Earnings

[Your Earnings Dashboard]

[This Month]

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Your Sessions	Your Earnings	Commission
54	£2,160	50%
↑ +6 vs last	↑ +£240	(set by owner)

#### [Session Breakdown]

- 30min sessions:  $42 \times £40 = £1,680$

- 60min sessions:  $12 \times £70 = £840$

Total: £2,520

Your 50%: £2,160

#### [Payment Schedule]

💰 Next payout: Feb 1 (£2,160)

Payment method: Bank transfer

Bank: HSBC \*\*\*4567

#### [Earnings History]

January: £2,160

December: £1,920 (+£240)

November: £1,875

Cannot see:

- ✗ Studio total revenue
- ✗ Other trainers' earnings
- ✗ Package sales data
- ✗ Studio profit margins



## CLIENT JOURNEY

**Profile:** Jane, New to fitness, wants to lose weight



## DISCOVERY - FINDING A TRAINER

### Jane searches Google

Google Search: "personal trainer leeds city centre"

#### [Search Results]

...

[Ad] FitCore Studios - Expert PTs in Leeds

Book your free intro session today

allwondrous.com/book/fitcore  
★★★★★ 4.9 (47 reviews)

...

### Jane clicks the link:

URL: allwondrous.com/book/fitcore

[Public Booking Page - Branded]

FitCore Studios  
Leeds City Centre  
★★★★★ 4.9 (47 reviews)

Expert Personal Training  
Transform your fitness with our qualified trainers

[Book Free Intro Session] ← Jane clicks  
[View Pricing]

[Meet Our Trainers]

---

## BOOKING FIRST SESSION

[Booking Flow - Step 1]

Book Your Free Intro Session

This 30-minute session includes:

- ✓ Fitness assessment
- ✓ Goal setting
- ✓ Workout plan discussion
- ✓ Studio tour

Completely free, no commitment!

[Continue]

[Step 2: Choose Trainer]

Our Trainers

---

[Photo]	David Chen	
	Owner & Lead Trainer	
	10 years experience	
	★ 4.9   Specialties: Strength, HIIT	
	[Select David]	

[Photo]	Emma Davis	
	Trainer	
	3 years experience	
	★ 4.9   Specialties: Weight Loss, Nutrition	
	[Select Emma] ← Jane picks Emma	

...more trainers...

or

[No preference - Best availability]

[Step 3: Choose Date & Time]

Emma Davis - Next Available

This week:

Tue Jan 28 [10:00 AM] [2:00 PM] [5:00 PM]

Wed Jan 29 [9:00 AM] [11:00 AM]

Thu Jan 30 [10:00 AM] [2:00 PM] [6:00 PM]

Next week:

Mon Feb 3 [9:00 AM] [11:00 AM] [5:00 PM]

Jane selects: Thu Jan 30 at 10:00 AM

[Step 4: Your Details]

Almost there!

First Name: Jane

Last Name: Smith

Email: jane.smith@email.com

Phone: 07801 234 567

How did you hear about us?

[Google search ▼]

Primary goal:

[Weight loss ▼]

Any injuries or conditions we should know about?

[Previous knee surgery - 2023]

☒ I agree to the terms & conditions

☒ I've read the health & safety policy


[Confirm Booking]


☒ Booking Confirmed!

Your free intro session:

Thursday, Jan 30 at 10:00 AM

with Emma Davis at FitCore Studios

 Confirmation sent to jane.smith@email.com

 SMS reminder will be sent 2 hours before

What to bring:

- Comfortable workout clothes

- Water bottle

- Completed PAR-Q form (attached)

[ Get Directions]

[ Add to Calendar]

[Create Account] to manage your bookings online

---

## INTRO SESSION DAY

**2 hours before (8:00 AM)**

[SMS Received]

Reminder: Your free intro session at FitCore Studios  
today at 10:00 AM with Emma Davis.

123 Wellington St, Leeds LS1 4HZ

Reply CONFIRM or CANCEL

**Jane replies: CONFIRM**

[Auto-reply SMS]

Great! We'll see you at 10 AM.

Emma is looking forward to meeting you!

- FitCore Studios

---



**AFTER INTRO SESSION**

**10:30 AM - Session completed**

**Emma marks session complete in her app**

**System automatically:**

[Email to Jane - 5 mins after session]

Subject: Great to meet you, Jane! Next steps

Hi Jane,

It was wonderful meeting you today! Here's what we discussed:

Your Goals:

- Lose 20 pounds
- Build strength
- Improve energy levels

Recommended Plan:

2-3 sessions per week for 12 weeks

Emma recommends:

→ 10-Session Package (£360)

Save £40 vs single sessions

Valid for 6 months

[Buy 10-Pack Now] [View Other Packages]

or

[Book Single Session - £40]

Your personalized workout plan is attached.

Questions? Just reply to this email!

Emma & the FitCore team

**Jane clicks [Buy 10-Pack Now]:**

[Purchase Page]

10-Session Package  
£360 (save £40!)

What's included:

- ✓ 10 × 30min PT sessions with Emma
- ✓ Personalized workout plans
- ✓ Nutrition guidance
- ✓ Progress tracking
- ✓ Valid for 180 days

Payment:



Card: [•••• 4567]

or

[Use different card]

[Complete Purchase - £360]

**After payment:**



Purchase Complete!

You now have 10 credits

Your credits:

10 available

Expires: July 30, 2026

[Book Your First Session]



**CLIENT APP/PORTAL**

**Jane creates account:**

[Create Account]

Welcome Jane! Set up your account

Email: jane.smith@email.com (pre-filled)

Password: ••••••••

Confirm: ••••••••

[Create Account]

→ Logs in automatically

[Client Dashboard]

Welcome back, Jane! 🙌

[Your Credits]

10 credits available

Expires: July 30, 2026

[Upcoming Sessions]

No sessions booked yet

[Book Next Session]

[Your Progress]

- Starting Weight: 175 lbs

- Current: 175 lbs

- Goal: 155 lbs

- Days since start: 1

[Your Trainer]

Emma Davis

★ 4.9 rating

[Message Emma]

---

 **BOOKING THROUGH CLIENT PORTAL**

Jane clicks [Book Next Session]:

[Book Session Page]

Book with Emma Davis

Choose date & time:

This week:

Mon Jan 27 [Fully booked]

Tue Jan 28 [10:00 AM] [5:00 PM]

Wed Jan 29 [9:00 AM] [11:00 AM]

Thu Jan 30 [Already booked - Intro]

Fri Jan 31 [10:00 AM] [2:00 PM] [6:00 PM]

Next week:

Mon Feb 3 [9:00 AM] [11:00 AM] [5:00 PM]

Jane selects: Tue Jan 28 at 10:00 AM

Duration: [30 mins] [60 mins (+1 credit)]

Cost: 1 credit (9 remaining after)

Notes for Emma:

[Want to focus on lower body today]

[Confirm Booking - Use 1 Credit]



Session Booked!

Tuesday, Jan 28 at 10:00 AM

with Emma Davis

Credits: 9 remaining (expires July 30)



Confirmation sent



SMS reminder 2 hours before

[View Session] [Book Another]



## CLIENT PROGRESS TRACKING

**After 4 weeks, 8 sessions**

[Client Dashboard]

## Your Progress

Credits: 2 remaining

[Buy More Credits]

### Stats:

- Starting: 175 lbs
- Current: 169 lbs ↓ 6 lbs!
- Goal: 155 lbs
- To go: 14 lbs

Sessions completed: 8/10

Attendance rate: 100% 

### [Your Journey]

Week 1: 175 lbs

Week 2: 173 lbs (-2)

Week 3: 171 lbs (-2)

Week 4: 169 lbs (-2)

 You're crushing it!

### [Recent Sessions]

- ✓ Jan 26 - Upper Body Strength
- ✓ Jan 24 - HIIT Cardio
- ✓ Jan 21 - Lower Body
- ✓ Jan 19 - Core & Conditioning

### [Notes from Emma]

"Amazing progress Jane! Your form has improved so much. Ready to increase weights next session?"

[Reply to Emma]




## CLIENT NOTIFICATIONS


### Automated throughout journey:

[Day Before Session - 6 PM]

 Email: "Session tomorrow at 10 AM with Emma"

 SMS: Same

[2 Hours Before - 8 AM]


 SMS: "Reminder: Session in 2 hours"


Push notification (if app installed)

[After Session]

 Email: "Great session today! Next steps..."

[When Credits Low - 2 remaining]

 Email: "You have 2 credits left"

 SMS: "Book now before they run out!"

[Buy More] link


[When Credits Expiring Soon - 30 days]


 Email: "Your credits expire in 30 days"

"Don't lose your remaining 2 credits!"


[Book Session] [Extend Expiry]

[Milestone Celebrations]

 Email: "5 sessions complete! 🎉"

 Email: "10 sessions! Here's your progress..."

[Re-engagement - No booking 14 days]

 Email: "We miss you Jane!"

Special offer: Free nutrition consultation

---

## **BUYING MORE CREDITS**

**When Jane has 2 credits left:**

[Low Credits Alert]

You have 2 credits remaining

Based on your booking pattern (2x per week):

You'll run out in: 1 week

[Buy More Credits]

Recommended for you:

---

10-Session Package - £360	
Save £40	
[Buy Now]	

or

[View All Packages]

- 5-Pack: £190

- 20-Pack: £680 (best value!)

---

## CROSS-ROLE INTERACTIONS

### Scenario: Jane wants to switch trainers

#### Jane's view:

[Client Dashboard]

Current trainer: Emma Davis

[Request Trainer Change]

Reason (optional):

[Emma's schedule doesn't work with mine anymore]

Preferred new trainer:

- ☐ David Chen
- ☒ Sarah Johnson ← Jane selects
- ☐ No preference

[Submit Request]

#### David (Owner) receives:

[🔔 Notification]

Jane Smith requested trainer change

Current: Emma → Requested: Sarah

Reason: "Schedule conflict"

[Approve & Reassign]

[Contact Jane First]

[Decline with Message]

**David clicks [Approve & Reassign]:**

✓ Trainer Reassigned

Jane Smith:

Emma Davis → Sarah Johnson

Actions taken:

- Jane notified
- Emma notified
- Sarah notified
- Jane's future bookings moved to Sarah
- Jane's credit history preserved

[View Jane's Profile]

**Everyone gets notified:**

[To Jane]

"Your trainer has been changed to Sarah Johnson.  
Your next session will be with Sarah."

[To Emma]

"Jane Smith has been reassigned to Sarah Johnson.  
Thank you for your great work with Jane!"

[To Sarah]

"Jane Smith has been assigned to you.  
She has 2 credits remaining.





Review her history: [Link]"

---








## KEY JOURNEY DIFFERENCES SUMMARY

**Solo Practitioner:**








- ✓ Full control (owner + trainer combined)
- ✓ Sees all clients (they're all "theirs")
- ✓ Manages own schedule

-  Sets own pricing
-  Direct revenue (minus platform fee)
-  No team management needed
-  No multi-location features








### Studio Owner:

-  Full studio oversight
-  Manages multiple trainers
-  Sets all policies & pricing
-  Views all financial data
-  Can reassign clients
-  Configures trainer permissions
-  Most complex dashboard

### Trainer (Employee):

-  Manages own schedule
-  Books clients (assigned to them)
-  Tracks own earnings
-  Limited client visibility
-  Cannot change pricing
-  Cannot see other trainers' data
-  Cannot access studio finances

### Client:

-  Simple booking interface
-  Track own progress
-  Manage own credits
-  Choose preferred trainer
-  Cannot see other clients
-  No admin features
-  Best mobile experience

---

## JOURNEY COMPLETION METRICS

### Solo Practitioner Success:

- Signs up → Sees dashboard → Adds first client → Books session → Paid
- **Time to value:** < 30 minutes

### **Studio Owner Success:**

- Signs up → Adds team → Sets up services → First booking made by trainer
- **Time to value:** < 2 hours

### **Trainer Success:**

- Accepts invite → Sets availability → Sees first client → Completes session
- **Time to value:** < 1 hour

### **Client Success:**

- Books intro → Completes session → Buys package → Books regular sessions
- **Time to value:** < 1 week

---

**These are the complete user journeys!** Each role has a distinct experience tailored to their needs, permissions, and goals. 🎯