



Complete User Journeys - AllWondrous



SOLO PRACTITIONER JOURNEY

Profile: Sarah, Independent Personal Trainer in Manchester



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]

[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!

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

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]

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 07891 234 567	mike@email.com	1	Today	[...]
Emma Davis 07822 456 789	emma@email.com	4	7d ago	[...]
Jane Smith 07801 345 678	jane@email.com	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 3:15 PM	Jane Smith Single session	£45	£1.13	£43.87
Today 12:00 PM	Jane Smith 10-pack	£425	£10.63	£414.37
Today 9:15 AM	Mike Johnson Single session	£45	£1.13	£43.87

[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:

17 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

[SMS sent to Emma]

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

Reply CANCEL to cancel (2hr notice required)

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]

<input checked="" type="checkbox"/>	8:00 AM Jane Smith		
<input checked="" type="checkbox"/>	9:00 AM Mark Thompson		
→	10:30 AM Emma Davis	← (flashing indicator)	
2:00 PM Tom Wilson			

[Quick Actions - Big Touch Targets]



[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
-



MONTHLY REVIEW

Last day of month - Analytics

[Sidebar] → Reports

URL: 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]



STUDIO OWNER JOURNEY

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



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]



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

[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

Time	David	Sarah	Mike	Emma	Room 1	Room 2
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
-

💻 PACKAGE MANAGEMENT

[Sidebar] → Packages

URL: 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]

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]

TRAINER (EMPLOYEE) JOURNEY

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

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

[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]

<input checked="" type="checkbox"/> 8:00 AM Jane Smith - Weight Loss	
<input checked="" type="checkbox"/> 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]

i 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
-

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

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

EMMA'S EARNINGS VIEW

[Sidebar] → My Earnings

[Your Earnings Dashboard]

[This Month]



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]

+July
17

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. 