

Sawyer for Business Feature Analysis and UX Insights

Sawyer for Business is an all-in-one activity booking and class management platform for children's activity providers. Its product demo and tutorial videos showcase a broad set of features supporting online class registration, scheduling, payment processing, and customer account management. Below is a detailed feature list (with how each feature works), categorized into MVP features vs. nice-to-have extras, with UI/UX highlights and recommendations for MVP scope.

Core MVP Features (Essential for Launch)

Covers class/activity creation, locations & instructors, schedule creation (semesters & camps), capacity/waitlists, online registration & checkout, customer/family accounts, custom form fields, admin calendar, roster management & attendance, schedule adjustments, and basic financials.

Nice-to-Have Features

Includes embedded widgets, marketplace discovery, trial classes, discounts & sibling discounts, payment plans, drop-in/multipacks, memberships, communication tools, and admin convenience features.

UI/UX Workflows & Interaction Highlights

Sawyer separates Listings vs. Schedules, provides intuitive calendar navigation, customer preview (Live View), strong customer dashboard (My Schedule with calendar sync), contextual roster actions, and well-structured admin menus. Improvements needed include more flexible schedule editing and smoother navigation.

Summary Recommendations for MVP Scope

Focus on core scheduling & booking flows, admin tools, family account functionality, and streamlined communications. Defer advanced pricing, sibling discounts, payment plans, memberships, and marketplace until later. Prioritize clean UI, flexible editing, and good provider/parent experience.

In conclusion, Sawyer for Business's demo/tutorial videos reveal a mature booking platform with a rich feature set. Critical MVP features are: class listings, scheduling (weekly & camp style), online enrollment with payments, family accounts, and basic roster management. Enhancements like memberships, sibling discounts, marketplace, and advanced billing can be deferred. Studying Sawyer's UI flows provides guidance for a user-friendly, flexible design to deliver a competitive booking engine.