

User Documentation: BrandNail.com Marketplace Platform

Introduction

Running a service-based marketplace typically requires complex coding, expensive plugins, or piecing together disconnected tools. This creates friction for business owners who want to focus on revenue, not technical maintenance.

BrandNail.com is a specialized SaaS (Software as a Service) platform designed specifically for the beauty and wellness industry. It solves these infrastructure problems by providing a unified system where:

1. **You (The Owner)** control the entire platform, set fees, and manage users.
2. **Providers (Salons/Stylists)** get a professional dashboard to manage bookings and services.
3. **Buyers (Customers)** have a seamless experience finding salons, booking appointments, and paying online.

This documentation guides you through managing your platform, maximizing revenue, and ensuring your providers and customers succeed.

Owner Value: Why You Run This Platform

As the owner/administrator, you are not just a user; you are the operator of the business. This platform gives you the tools to scale a marketplace without writing code.

- **Centralized Control:** You possess a master dashboard (`AdminDashboard`) to view all activity, bookings, and revenue in real-time.
- **Direct Payments via Stripe:** The platform integrates directly with Stripe. You can automate payouts to providers while retaining your platform fees or commissions instantly.
- **Provider Management:** You decide who sells on your platform. You can approve high-quality salons and remove those that do not meet your standards.

- **Scalable Infrastructure:** The system handles user authentication, database management, and image hosting automatically.
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Roles & How They Use the Platform

The platform is built around three distinct user roles. Understanding these helps you support your users.

1. Owner / Administrator

- **Goal:** Profitability and Platform Health.
- **Key Actions:**
 - Configures global platform settings (fees, branding).
 - Approves or rejects new Provider applications.
 - Monitors total platform revenue and payout volume.
 - Manages user accounts for security and compliance.

2. Provider / Staff

- **Goal:** Bookings and Business Management.
- **Key Actions:**
 - Creates a public Salon Profile with images and descriptions.
 - Lists services (e.g., "Gel Manicure") with specific prices and durations.
 - Manages their own staff members.
 - Views their upcoming schedule and booking history.
 - Tracks their specific earnings and payouts.

3. Buyer / Customer

- **Goal:** Convenience and Quality Service.
- **Key Actions:**
 - Browses salons via the Explore page.
 - Reads reviews and views salon ratings.
 - Books specific time slots.
 - Pays securely online via credit card.

Get Value Quickly: Quick Start Guide for Owners

Follow these steps to take ownership of your platform and prepare it for public use.

Step 1: Log in as Administrator

Access the secure Admin Login page. This grants you access to the **Admin Dashboard**, the command center of your SaaS.

Step 2: Configure Payments (Stripe)

Go to **Platform Settings**. Connect your Stripe account. This is critical because:

- It enables the checkout system for buyers.
- It allows you to route money to providers.
- It ensures you receive your platform fees.

Step 3: Define Platform Rules

In the **Admin Settings**:

- Set your commission rates (if applicable).
- Review default service categories.

Step 4: Onboard Your First Provider

To test the system, create a "Provider" account for yourself or invite a partner salon.

1. Log out of Admin.
2. Sign up as a "Provider" via the registration page.
3. Log back in as Admin and approve this new Provider.
4. This verifies that your approval workflow is active.

Real-World Use Cases

For the Owner: Monthly Revenue Review

You log into the Admin Dashboard at the end of the month. You see a list of 500 bookings processed across all salons. You check the **Financial Overview** to confirm

that your platform fees were successfully deposited into your Stripe account, and that all providers received their payouts automatically.

For the Provider: Managing a Busy Friday

A salon owner logs into their **Provider Dashboard**. They see 15 bookings for the day. A customer calls to reschedule; the provider opens the **Bookings** tab, finds the customer, and updates the status. They also add a new seasonal service, "Holiday Nail Art," via the **Services** tab so customers can book it immediately.

For the Buyer: Finding a Last-Minute Appointment

A customer visits the homepage. They use the search bar to find salons nearby. They filter by "Highest Rated" and find a salon with 5 stars. They click **Book Now**, select a 5:00 PM slot, and pay with their saved credit card. They immediately receive a confirmation.

Key Features & Outcomes

1. Comprehensive Admin Dashboard

- **Problem:** Blindly running a business without data.
- **Solution:** A visual dashboard showing total users, active providers, and booking volume.
- **Outcome:** You make informed decisions about marketing and growth based on real data.

2. Provider Service Management

- **Problem:** Salons have complex menus with different prices and durations.
- **Solution:** A flexible `ProviderServices`` interface allows providers to add, edit, and price individual services.
- **Outcome:** Accurate booking times and transparent pricing for customers.

3. Automated Payout System

- **Problem:** manually calculating commissions and wire-transferring money to salons is error-prone.
- **Solution:** Integrated Stripe Connect split payments.
- **Outcome:** Money is automatically divided at the point of purchase. You get your

share; the provider gets theirs. Zero manual math.

4. Verified Review System

- **Problem:** Low trust helps no one.
 - **Solution:** A built-in review system where only verified customers can rate services.
 - **Outcome:** High-quality salons rise to the top, increasing platform trust.
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Step-by-Step Feature Instructions

For Owners: Approving Providers

1. Navigate to the **Admin Dashboard**.
2. Click on **Provider Management** (or ``AdminProviders``).
3. Look for users with the status "Pending."
4. Review their details.
5. Click **Approve** to activate their salon profile on the marketplace.

For Providers: Adding a Service

1. Log in to the **Provider Dashboard**.
2. Select the **Services** tab.
3. Click **Add New Service**.
4. Enter the Service Name (e.g., "Acrylic Fill"), Price (\$50), and Duration (60 min).
5. Click **Save**. It is now visible to buyers.

For Providers: Managing Staff

1. Go to **Provider Settings** or **Staff Management**.
 2. Add names of employees.
 3. Assign specific services to specific staff members if supported.
 4. This helps prevent double-booking a specific stylist.
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FAQ & Objection Handling

Q: Is the payment data secure? A: Yes. All payment processing is handled by Stripe, the industry standard for payment security. No credit card data is stored on your specific application database.

Q: Can I charge a monthly subscription fee to my providers? A: Yes. As the platform owner, you dictate the monetization model. You can configure subscription plans in the pricing settings or take a percentage of every transaction.

Q: What happens if a provider cancels an appointment? A: The system updates the booking status to "Cancelled." Depending on your Stripe settings, refunds can be processed back to the customer.

Q: Do I need to know how to code to run this? A: No. The application is fully built. Your role is "Administrator," which is done entirely through the visual dashboard. You do not need to touch the code files.

Pricing & Upgrade Guidance

- **Starter Plan:** Allow free access to salons to populate your marketplace with supply. Monetize via transaction fees (e.g., take 5% of every booking).
- **Pro Plan (Concept):** You can update your settings to charge salons a monthly fee for "Featured" placement on the homepage.
- **Enterprise:** As you grow, you can use the Admin dashboard to manage hundreds of salons. The database structure is built to handle high volume.

Ready to Launch?

Your platform is deployed and ready. The infrastructure is solid, the payments are connected, and the dashboards are waiting.

Your Next Steps:

1. **Log in as Admin.**
2. **Set your pricing and commission rules.**
3. **Launch.**

There is no complex hosting setup required on your end today. The business is ready to run. Go to the Admin login page and start building your marketplace empire.

