

HerJungle Buyer and Operator Guide

Product overview

HerJungle is a marketplace for rare indoor plants. It gives independent growers a simple way to create a branded shop, publish plants, receive orders, and get paid through their own connected payment account. Buyers can discover plants from different growers, view detailed listings, pay securely, follow orders, and review delivered purchases.

The platform owner runs the marketplace. The owner controls the public brand, seller plans, buyer access price, user accounts, and support messages. HerJungle currently has no represented revenue, traffic, or paying-customer history. It is sold as a starter asset for a buyer who wants to launch and grow a focused plant marketplace.

What the buyer receives

- The HerJungle.com domain.
- The current website source package and original visual design.
- Public marketplace, product, storefront, pricing, information, contact, privacy, and terms pages.
- Buyer and seller accounts with guided role selection and onboarding.
- Grower storefront, inventory, order, subscription, and payout workflows.
- Buyer cart, checkout, order history, and delivered-purchase review workflows.
- A separate owner area for plans, users, site settings, and support messages.
- This operator guide and a separate technical handover guide.
- Up to 30 days of reasonable technical handover support from Codeblix.

Main user roles

Platform owner

The platform owner manages the HerJungle brand and commercial rules. The owner can update the site name and logo, set a buyer onboarding price, edit seller plan names and prices, review users, read support messages, and change the owner login credential.

The owner earns from seller plans when paid plans are enabled and connected to a buyer-owned Stripe account. The product also supports a buyer onboarding charge. Product payments are routed to each grower's connected Stripe account. A marketplace commission is not currently added to product orders.

Grower or seller

A grower creates an account, chooses the seller role, selects a plan, builds a storefront, connects Stripe Express, and publishes plant listings. Each grower controls their store name, public store address, logo, banner, biography, inventory, prices, stock, and order status.

Plant buyer

A buyer creates an account, browses the catalogue, opens plant details, adds items to the bag, enters a shipping address, and pays through Stripe Checkout. The buyer can follow pending, shipped, and delivered orders. A buyer can review a plant after a delivered purchase.

Customer workflow

Browse and compare plants

- 1 Open HerJungle.com and choose the marketplace action.
- 2 Search by plant name or use the available category filters.
- 3 Open a plant page to see its images, common name, scientific name, price, stock, description, care information, and genetic lineage when supplied.
- 4 Open the grower's public storefront to view their profile and other active plants.
- 5 Read reviews from delivered buyers when reviews are available.

Add plants and pay

- 1 Add a plant to the shopping bag.
- 2 Review the item, quantity, subtotal, and shipping charge.
- 3 Keep each checkout to one grower. This gives every order one clear fulfilment owner and one payout destination.
- 4 Sign in and enter the recipient name, address, city, and postal code.
- 5 Continue to Stripe Checkout and complete payment.
- 6 Wait for payment confirmation. The order appears after the signed payment notice is processed.

Follow an order and leave a review

- 1 Open My Orders from the buyer account.
- 2 Check whether an order is pending, shipped, or delivered.
- 3 Contact the platform through the contact page if help is needed.
- 4 After delivery, open the purchased plant and submit one review for that plant.

Grower workflow

Create a seller account

- 1 Sign up through the public account page.
- 2 Choose the seller role.
- 3 Select an available seller plan.
- 4 Enter a store name and a unique store address.
- 5 Add a store biography, logo, and banner.

Connect payouts

- 1 Start the Stripe Connect step during onboarding.
- 2 Complete Stripe's identity and payout checks.
- 3 Return to HerJungle and refresh the connection status.
- 4 Continue only after Stripe confirms that charges and payouts are enabled.

Each grower uses their own connected payout account. HerJungle does not ask the owner to collect or store a grower's bank details.

Publish and manage inventory

- 1 Add the plant name and scientific name.
- 2 Set the product price, stock quantity, and category.
- 3 Write a clear description and add care information.
- 4 Add genetic lineage when it is relevant and known.
- 5 Upload multiple plant images.
- 6 Save the listing and open the public storefront to check it.
- 7 Use the seller dashboard to edit or remove listings and keep stock current.

Manage orders

- 1 Open the Orders area in the seller dashboard.
- 2 Review the buyer, item, quantity, total, and shipping details.
- 3 Prepare and pack the order using the grower's own plant-safety and shipping process.
- 4 Change the status from pending to shipped when dispatched.
- 5 Mark the order delivered when fulfilment is complete.

The grower remains responsible for plant quality, packing, delivery, refunds, taxes, and local rules.

Owner workflow

Set the brand and access price

- 1 Sign in to the separate owner area at /admin.
- 2 Open Settings.
- 3 Review the site name and logo address.
- 4 Set the buyer onboarding price to zero for free access or enter a paid access amount.
- 5 Save and confirm the public site shows the intended brand.

Set seller plans

- 1 Open Plans in the owner area.
- 2 Review the plan name, monthly price, and feature list.
- 3 Keep a free plan for easier seller onboarding, or set a monthly price for a paid plan.
- 4 Use clear limits that the product can enforce and that the owner is prepared to support.
- 5 Save the plans before inviting growers.

The demonstration setup includes Greenhouse Starter at \$0 per month and Jungle Studio at \$19 per month. These are starting values, not a recommendation or a revenue promise. The owner can change them.

Manage users and support

- 1 Open Users to review buyer and seller accounts.
- 2 Use account actions carefully. Never delete an account without checking its orders and responsibilities.
- 3 Open Messages to read contact requests and update their status.
- 4 Open Settings to change the owner credential after handover.
- 5 Sign out when owner work is complete.

Revenue model

HerJungle contains two built-in ways for the platform owner to charge users:

- Seller subscriptions. Set monthly seller plan prices in the owner area. Paid plans use Stripe Billing after the buyer connects their own Stripe account.
- Buyer onboarding. Set a one-time buyer access price, or keep access free.

Growers receive plant-order payments through Stripe Connect destination payments. Optional future ideas include featured seller placement, sponsored plant collections, supplier partnerships, advertising, or an owner commission. These ideas are not current features or current revenue.

First-week launch checklist

- 1 Take ownership of HerJungle.com and confirm renewal details.
- 2 Create buyer-owned accounts for hosting, application data, authentication, payments, and optional email delivery.
- 3 Replace all transferred service credentials and change the owner login.
- 4 Review the site name, logo, seller plans, and buyer access price.
- 5 Review or replace demonstration growers, plants, images, testimonials, and text.
- 6 Add the final privacy, terms, shipping, returns, tax, and plant-health rules for the chosen market.
- 7 Create a real seller account, connect a test payout account, and publish one test plant.
- 8 Create a buyer account and complete a test checkout using the payment provider's test mode.
- 9 Confirm order creation, stock reduction, seller order updates, buyer order history, and delivered-buyer reviews.
- 10 Start seller outreach and marketing only after the full flow passes the buyer's checks.

Current status and boundaries

HerJungle.com responds with the HerJungle branded web application. The core product areas are present in the application package. The sale does not include verified revenue, traffic, customers, transactions, uptime, or search rankings.

The buyer must connect buyer-owned service accounts, check the live environment, replace demonstration content, review legal and commercial rules, recruit growers, support users, and market the platform. Email delivery is optional until the buyer configures a sending service and verified sender. No result, ranking, or income level is guaranteed.

Handover and support

Codeblix will assist with the agreed ownership transfer and provide up to 30 days of reasonable technical support for initial setup questions. This does not include unlimited development, ongoing operations, marketing, third-party fees, legal advice, custom features, or guaranteed business results.