DISCOVER SADDLE HQ - PREMIUM RANCH OPERATIONS SYSTEM

Saddle HQ

Premium Ranch Operations System

Lessons, parent and rider portals, horses, camps, shows, billing, analytics, daily operations, and the trust controls required to run a modern ranch with confidence.

LESSONS | PORTALS | OPERATIONS | BILLING | ANALYTICS | TRUST

PREMIUM SALES AND PRODUCT BROCHURE FOR RANCH OWNERS, OPERATORS, AND INVESTORS

HOW TO READ THIS BROCHURE

This is the map before the screenshots.

Saddle HQ is broad because ranch operations are broad. This brochure is paced so a ranch owner can understand the operating problem, the transition path, the daily use case, the buyer concerns, the plan fit, and then the real product screens.

The opening pages explain what kind of product this is and why it exists. Each module begins with the ranch truth behind that part of the system. The screenshot pages then show the working app. The trust and evidence pages at the end keep proof notes available without forcing the sales story to read like a validation packet.

01 **Why this exists**
The scattered-tool reality, ranch pressure, and the reason a domain-specific OS matters.

02 **How a ranch transitions**
Onboarding, master data, roles, guides, and moving current workflows into Saddle HQ without stopping the barn.

03 **Who uses it each day**
Owner/admin, instructor, parent, rider, staff, volunteer, show team, and billing workflows.

04 **What each module solves**
Lessons, portals, operations, billing, analytics, shows, admin controls, forms, mobile, and public pages.

05 **Why it can be trusted**
COPPA-aware invite and parent approval flows, RBAC, tenant separation, audit trails, consent, billing controls, and evidence gates.

OPENING ARTICLE

The problem was never that ranches lacked discipline.

The problem is that the truth of the ranch is usually scattered across too many places: the lesson notebook, the whiteboard, someone's phone, a payment app, a parent text, a spreadsheet, a tack-room list, and the memory of the person who happened to be there.

Saddle HQ was created from a passion to help real ranch operations run more smoothly, stay connected, and provide unprecedented value for riders, parents, clients, horses, staff, volunteers, and owners. It is not trying to turn a ranch into a generic office. It is trying to give the ranch a domain-specific operating layer that understands the daily pressure of barns, arenas, lessons, horses, camps, shows, billing, and people.

That matters because ranch work is relational, physical, and time-sensitive. A missed note can become a billing dispute. A horse assignment change can become a welfare signal. A parent update can become the difference between seeing value and quietly leaving. A volunteer shift can become a staffing gap. Saddle HQ brings those details into one rhythm so the team can act with confidence instead of chasing fragments.

01

Scattered data becomes operating memory.

Lessons, billing, horses, tasks, documents, schedules, and communications stop living as separate fragments.

02

Daily work becomes visible without becoming heavy.

Users see what belongs to them, what changed, and what needs action next.

03

Client value becomes easier to prove.

Parents and riders can see progress, plans, feedback, schedules, and the professionalism behind the ranch.

04

Controls become part of the product, not an afterthought.

Tenant separation, RBAC, audit trails, consent, and payment integrity are treated as operating foundations.

THE AS-IS RANCH

The work is real. The operating record is scattered.

A ranch can be excellent at instruction, care, and client relationships while still running on tools that were never designed to hold the whole business together.

Lesson notebook

The instructor knows what happened, but the record may not connect to skills, horse use, billing, or parent value.

Whiteboard and wall calendar

The day is visible in the barn, but not always connected to portals, alerts, invoices, staff coverage, or changes.

Texts and DMs

Fast communication becomes a fragile archive of decisions, confirmations, absences, and exceptions.

Payment apps and checks

Cash, Venmo, checks, Apple Pay, Stripe, deposits, credits, makeups, and refunds all need one reconciliation story.

Binders and forms

Waivers, consent, policies, training, show paperwork, and documents exist, but version and acceptance evidence can be hard to prove.

Owner memory

The most important system at many ranches is still the person carrying the whole operation in their head.

ONBOARDING AND TRANSITION

Move from scattered tools to Saddle HQ without asking the ranch to stop running.

A ranch cannot pause lessons, horse care, camps, shows, payroll, billing, or parent communications just to adopt software. Saddle HQ needs to meet the team where they are and guide them forward in practical layers.

The transition story is simple: capture the ranch profile, bring in master data, invite the right people, configure roles and permissions, seed schedules and programs, connect billing paths, and use in-app guides so users know what to do the first week, not someday after a long training program.

01 **Map the current ranch**
Programs, horses, riders, staff, facilities, policies, documents, billing categories, and public-facing needs.

02 **Invite people through roles**
Admins, instructors, parents, riders, staff, volunteers, judges, and billing users enter through guided invite flows.

03 **Bring work onto rails**
Lessons, tasks, camps, shows, equipment, inventory, documents, shifts, and alerts move from memory into usable workflows.

04 **Guide the first operating week**
In-app guides and role-aware dashboards show each user what to do next without dumping the whole system at once.

05 **Turn activity into evidence**
Billing, analytics, audit trails, progress reports, and portals make the value visible to owners, staff, riders, and parents.

A DAY IN THE LIFE

Saddle HQ should feel useful before the second cup of coffee.

The product wins when each user opens it and immediately sees the part of the ranch day that belongs to them.

6:30 AM	**Owner/admin**	Checks active alerts, staffing, unpaid items, lesson schedule, facility status, and what needs approval before the day starts.
7:15 AM	**Staff**	Checks in, sees assigned barn work, feeds, water, stalls, equipment status, and timekeeping categories without hunting for instructions.
8:30 AM	**Instructor**	Opens the lesson runway, sees today's riders, horse assignments, past skill signals, and what to focus on before the first lesson.
10:00 AM	**Parent**	Sees upcoming lesson details, calendar link, invoice visibility, rider progress, consent-aware messages, and camp/show information.
2:00 PM	**Volunteer**	Views shift assignment, checks in on mobile, completes assigned tasks, and leaves a traceable record of work done.
5:30 PM	**Ranch owner**	Reviews completion, exceptions, revenue, attendance, horse use, task status, and trends while the day is still fresh.

ADOPTION AND PERSISTENCE

The app has to make the right behavior easier than the old behavior.

Saddle HQ cannot rely on good intentions. Busy ranch teams keep using software only when it reduces friction, respects roles, and gives each person a clear reason to return.

That means quick mobile check-ins, guided forms, role-aware dashboards, parent/rider value, calendar links, admin controls, clean billing paths, and alerts that point to action instead of noise.

No blank-slate overwhelm

Dashboards and hubs show what the user is on the hook for, not every possible system feature.

Guided onboarding

New ranches can move master data, roles, schedules, policies, billing categories, and public pages in deliberate layers.

Mobile field actions

Check in, check out, update task status, review lessons, and respond to the day without needing a desktop office.

Value loops

A lesson rating becomes progress evidence. A payment becomes a receipt. A task becomes accountability. A portal visit becomes trust.

Role guardrails

Users see the right work and the right data for their role, plan, permissions, and parent/consent settings.

Less double entry

Records connect across lessons, billing, horses, schedules, portals, analytics, documents, and audit trails.

WHY USERS PERSIST

The app has to answer a different question for every person at the ranch.

A product this broad only works if each user quickly understands why they personally opened it. Saddle HQ should not feel like one huge system. It should feel like the right workbench for the person who just logged in.

Owner and admin

What is happening today, what is at risk, what needs approval, what is unpaid, and what is trending?

Instructor

Who am I teaching, what should I focus on, which horse is assigned, what changed last time, and what should I record?

Parent

What is my rider learning, what is coming next, what did I pay for, and why is this program worth staying with?

Rider

What am I working toward, how am I progressing, what badges or goals are next, and when do I ride?

Staff and volunteer

Where do I go, what is assigned to me, how do I check in, and what must be completed today?

Show or event team

Who is checked in, who paid, what class is next, what does the judge need, and what results are public?

COPPA-AWARE INVITES AND PARENT APPROVAL

Young rider access has to feel white-glove, not casual.

For lesson barns, camps, shows, and youth riding programs, parent trust is not a side feature. It is part of the product's operating foundation.

Saddle HQ supports a COPPA-conscious invite and approval path: the ranch invites the right adult, the parent or guardian confirms the rider relationship, age-sensitive rider access is gated by parent approval, and communication and billing visibility choices stay understandable.

This is the difference between “we sent a login” and a professional family onboarding experience that explains what the parent is approving, what the rider can see, and how the ranch keeps the relationship controlled.

01 **Ranch invites the parent or guardian**
The invite flow starts with the responsible adult so family onboarding does not begin with an uncontrolled rider account.

02 **Parent accepts and confirms the rider**
The parent account becomes the approval anchor for rider access, billing visibility, communications, and portal settings.

03 **Minor rider access is gated**
Rider portal access and rider communications follow parent-aware consent and age-sensitive controls.

04 **Two-parent households are supported**
A second parent can request access and be connected to the existing rider relationship without duplicating the rider.

05 **Consent evidence is retained**
Terms, privacy, waiver, communications acceptance, and parent decisions are part of the auditable trust record.

THE QUESTIONS A SERIOUS RANCH OWNER WILL ASK

The brochure should answer resistance before it becomes a reason to walk away.

The buyer is not wrong to be skeptical. A ranch has money, young rider records, horses, staff, parents, volunteers, payments, and reputation on the line.

My older staff hates tech.

Saddle HQ has to keep the first action obvious: check in, see assigned work, open today's lesson, send the prepared update, or mark the task complete.

We already have a website.

Keep it if it works. Saddle HQ public pages add an option for program, camp, show, portal, and request-access flows powered by live ranch data.

We use Google Calendar.

Saddle HQ can respect existing calendar habits while keeping ranch-specific access, filters, and privacy boundaries clear.

Parents already pay us another way.

The billing model must support Stripe and manual payment confirmation for cash, check, Venmo, Apple Pay, packages, credits, makeups, and exceptions.

We cannot risk private data.

Tenant separation, role-based access, COPPA-aware invites and parent approval, billing visibility controls, audit trails, terms acceptance, and public-safe pages are core design constraints.

What if we outgrow it?

The plan model should let ranches start with the right scope and move into broader operations, portals, shows, projects, analytics, and enterprise controls.

LICENSE FIT

Choose the plan that matches the ranch's operating ambition.

The pricing conversation should feel like a fit conversation, not a confusing matrix. A ranch should be able to recognize itself quickly.

Starter

For a lesson-focused ranch that needs clean scheduling, core records, basic operations, and a guided path out of scattered tools.

BEST FIT: GETTING ORGANIZED WITHOUT OVERWHELMING A SMALL TEAM.

Professional

For a growing ranch that wants parent/rider portals, deeper operations, richer analytics, better communications, billing flexibility, and client value.

BEST FIT: MAKING THE RANCH VISIBLY MORE PROFESSIONAL TO FAMILIES AND STAFF.

Enterprise

For larger or more complex operations with shows, events, projects, advanced controls, deeper analytics, multi-role staff, and stronger operational governance.

BEST FIT: RUNNING THE RANCH LIKE A SERIOUS OPERATING BUSINESS.

COLOR-CODED PRODUCT INDEX

A working map of Saddle HQ.

01 **Executive Overview**
Story, scope map, as-is pain, transition, adoption, parent approval, plan fit

02 **Public Product Story**
Website and product promise

03 **Public Ranch Pages**
Ranch site output and public trust

04 **Command Center**
Dashboard, inbox, calendar, response paths

05 **Lessons**
Lesson setup, skills, ratings, development

06 **Portals**
Parent, rider, volunteer, billing experiences

07 **Operations**
Tasks, camp, volunteers, inventory, equipment

08 **Business**
Billing, analytics, storefront, events, projects

09 **Horse Shows**
Show office, judge, scoring, results

10 **Admin And Control**
Settings, COPPA-aware approval, team, master data

11 **Forms And Mobile**
Modal workflows plus responsive evidence

12 **Appendix**
Coverage, assets, unavailable claims

The product surface area is broad because the ranch operating problem is broad.

Saddle HQ is intentionally deep: not a thin scheduler, not a generic CRM, and not a collection of disconnected tabs. The feature map exists because real ranch operations cross people, horses, money, facilities, documents, safety, learning, events, and client experience.

COMMAND
Dashboards, alerts, inbox, calendar, response paths, operations view

LESSONS
Lesson setup, horse assignment, check-in, skills, ratings, development plans

PORTALS
Parent, rider, volunteer, billing, feedback, and show experiences

OPERATIONS
Tasks, workflows, camps, volunteers, inventory, equipment, vendors, documents

BUSINESS
Billing, invoices, analytics, storefront, events, projects, audit

HORSE SHOWS
Show office, check-in, judge scoring, awards, reports, public results

ADMIN
Team, billing settings, master data, COPPA, legal, QA tooling

RESPONSIVE
Desktop, tablet, mobile, kiosk, and public display evidence

RANCH TRUTH

Public Product Story

Before a ranch owner studies a dashboard, they need to believe Saddle HQ understands the real condition of the business they are trying to run.



WHY THIS MODULE MATTERS

The first sale is trust.

Before a ranch owner studies a dashboard, they need to believe Saddle HQ understands the real condition of the business they are trying to run.

Most ranches are not failing because people do not care. They are stretched across paper binders, text threads, payment notes, personal calendars, whiteboards, spreadsheets, and memory. The work happens, but the operating truth is split into too many places.

The public Saddle HQ story should make that reality visible, then show a calmer path: one guided operating system where the ranch can start with the pieces it already has and progressively bring lessons, riders, horses, payments, staff, documents, and communications into one trusted layer.

AS-IS RANCH FRICTION

- Prospects see a ranch, but not the operating discipline behind it.
- Features can sound abstract if the story starts with software instead of ranch pressure.
- The value of parent portals, rider growth, and clean billing needs to be framed before screenshots appear.

WHAT SADDLE HQ CHANGES

- Lead with the ranch's real-world problem, then show the operating system as the practical answer.
- Explain onboarding, guided setup, and the move from scattered tools into one rhythm.
- Position Saddle HQ as a way for ranches to create visible client value, not just internal admin control.

01

Owner confidence

Owners see a serious operating answer, not a generic software pitch.

02

Parent trust

The product story explains why families should trust the ranch's process.

03

Rider progression

Progress, portals, and communication are framed as client value from the start.

04

Operational clarity

Operational clarity is presented as a reason to adopt, not a hidden admin benefit.

2 MARKETING SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Public Product Story is not one feature. It is an operating lane.

The public story must make the ranch owner feel understood before the product asks them to believe in the system.

The cards below state the practical job each module has before the brochure moves into product evidence.

01

Saddle HQ landing story

Frames the scattered-tool problem, the product promise, plan fit, and the value of operating from one domain-specific system.

02

How it works

Explains the transition from existing ranch habits into guided setup, roles, master data, workflows, and daily use.

03

Pricing and plan fit

Shows how Starter, Pro, and Enterprise map to ranch maturity without hiding critical operational expectations.

04

Parent and rider value

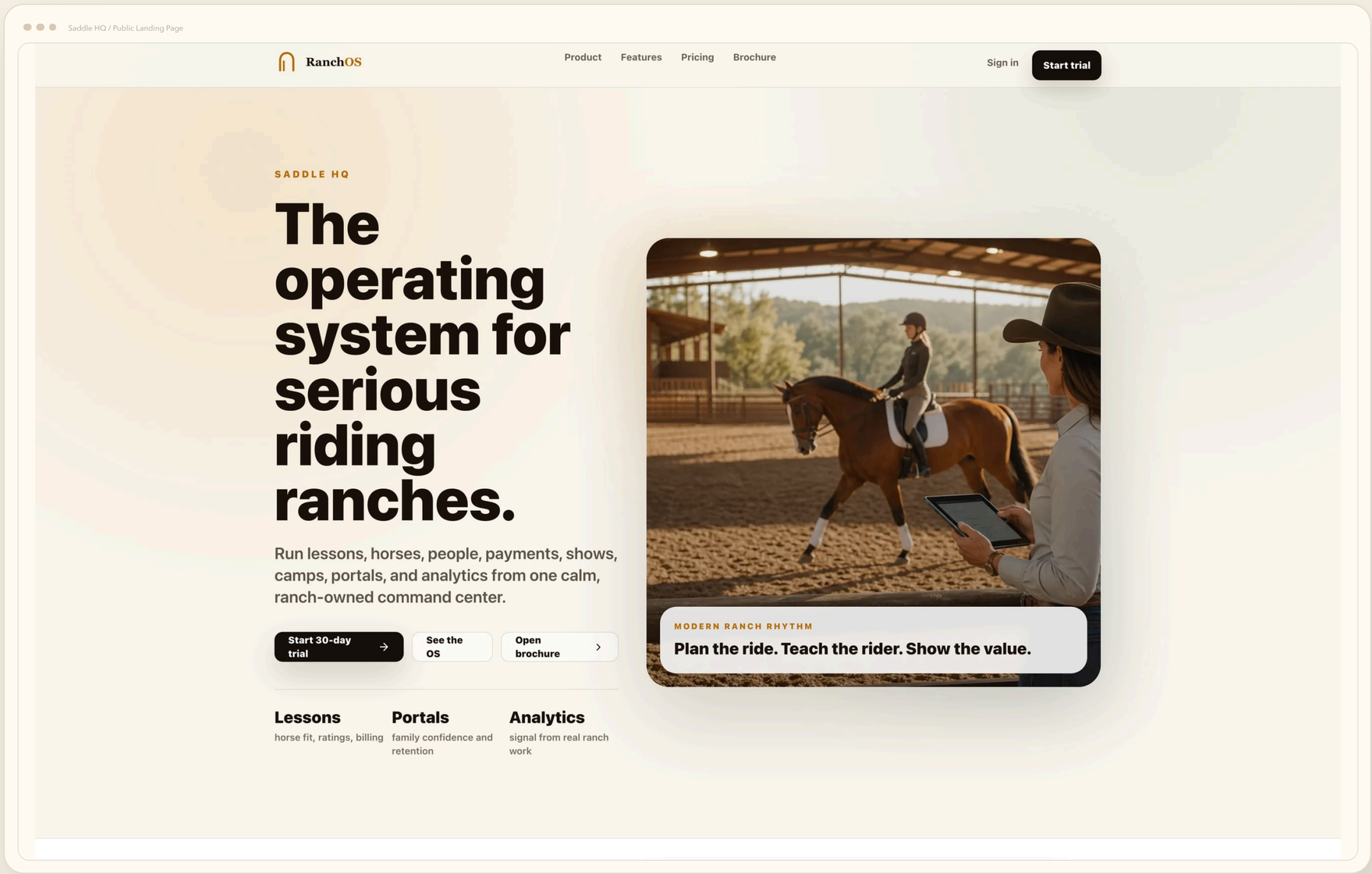
Makes the client-facing reason clear: progress, portals, visibility, schedules, and confidence for families and riders.

PUBLIC PRODUCT STORY / 01 OF 02

Marketing: Public Landing Page

The Saddle HQ public website frames the operating promise, pricing, parent/rider value, and the move from scattered tools into one ranch-specific system.

Saddle HQ / Public Landing Page / persona: public / desktop evidence

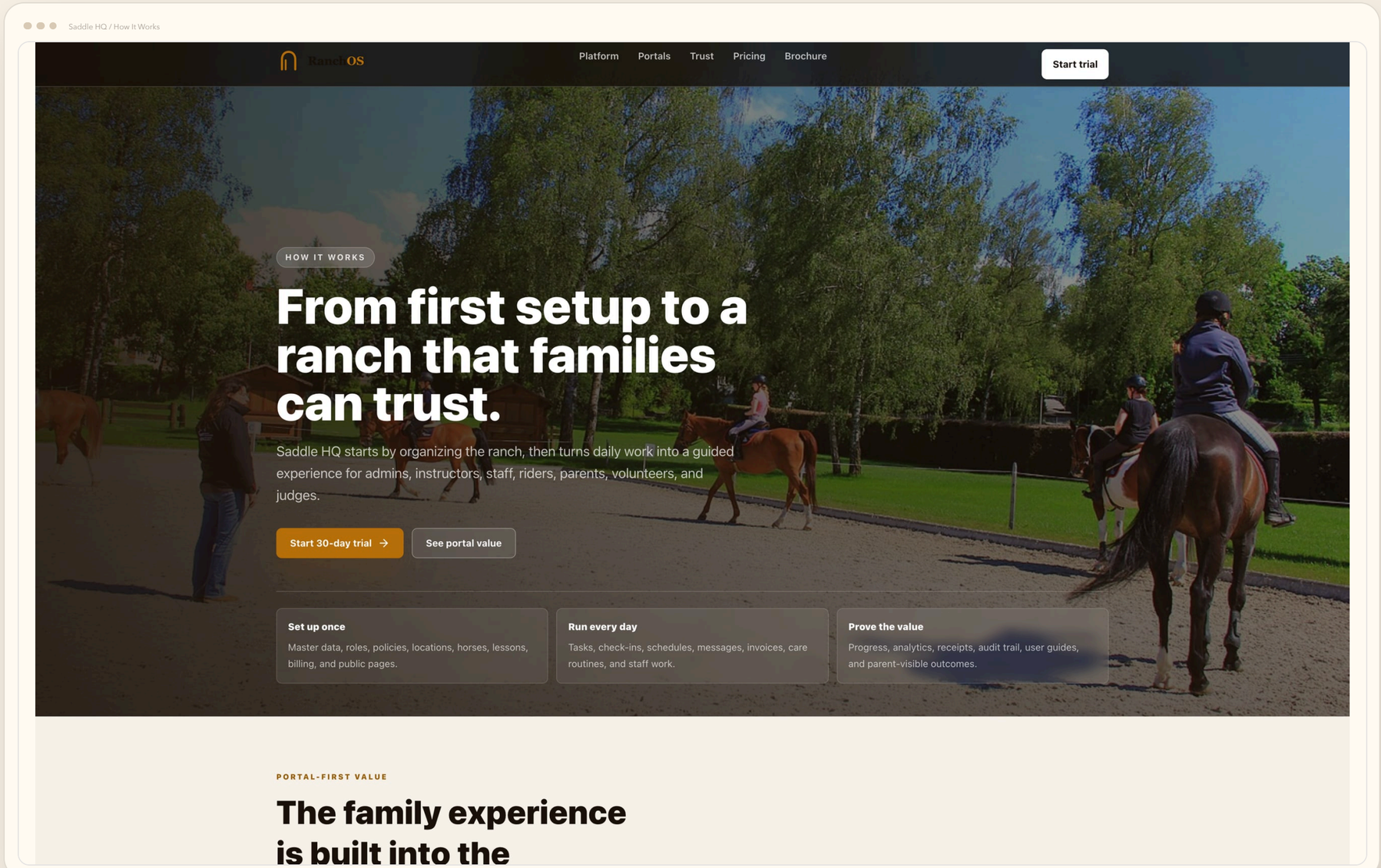


PUBLIC PRODUCT STORY / 02 OF 02

Marketing: How It Works

The transition story explains guided onboarding, roles, master data, and the practical path from current ranch habits into Saddle HQ.

Saddle HQ / How It Works / persona: public / desktop evidence



RANCH TRUTH

Public Ranch Pages

A family deciding where to ride is not only buying a lesson. They are deciding whether the ranch feels organized enough to trust with time, money, horses, and a rider's development.

WHY THIS MODULE MATTERS

The ranch website becomes an operating promise.

A family deciding where to ride is not only buying a lesson. They are deciding whether the ranch feels organized enough to trust with time, money, horses, and a rider's development.

Public pages should tell the ranch's story first: its instructors, horses, camps, shows, programs, directions, and contact paths. Saddle HQ belongs underneath that promise as the operating backbone, not as an advertisement that steals the ranch's voice.

When done well, the page tells parents what they can expect: clear programs, visible schedules, consent-aware portals, progress tracking, and a ranch team that has the details under control.

AS-IS RANCH FRICTION

- Prospective families often have to call or message for basic lesson, camp, or show details.
- A ranch may already be excellent, but its public site can fail to communicate that excellence.
- Parents want reassurance before they ever create an account.

WHAT SADDLE HQ CHANGES

- Give the ranch a polished public page that reflects its actual programs and operating maturity.
- Use public-safe schedule, camp, show, staff, and contact information with clear request-access paths.
- Keep Saddle HQ present as a trust signal without making the page feel like a software ad.

01

Ranch-owned identity

The ranch page should feel owned by the ranch, with Saddle HQ quietly powering the experience.

02

Clear client pathways

Prospects get clear program, camp, show, contact, and request-access pathways.

03

Public-safe information

Only appropriate public information is exposed while private portal data stays protected.

04

Better first impressions

A polished first impression helps the ranch signal organization before a call happens.

1 PUBLIC RANCH SITE SCREEN FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Public Ranch Pages is not one feature. It is an operating lane.

A ranch public page is both a front door and a proof point. It should serve the ranch first while showing clients the operation is under control.

The cards below state the practical job each module has before the brochure moves into product evidence.

01

Ranch-owned website

A public page that feels like the ranch's own front door, not a Saddle HQ advertisement.

02

Programs and lessons

Shows prospective clients what the ranch offers and how lessons connect to scheduling, portals, and development.

03

Camps and shows

Presents public-safe camp and show information, dates, remaining spots, registration paths, and expectations.

04

Staff and instructors

Supports bio-driven trust through instructor identity, roles, contact paths, and professional presentation.

05

Directions and contact

Keeps location, map, phone, email, and request-access actions easy to find.

06

Account requests

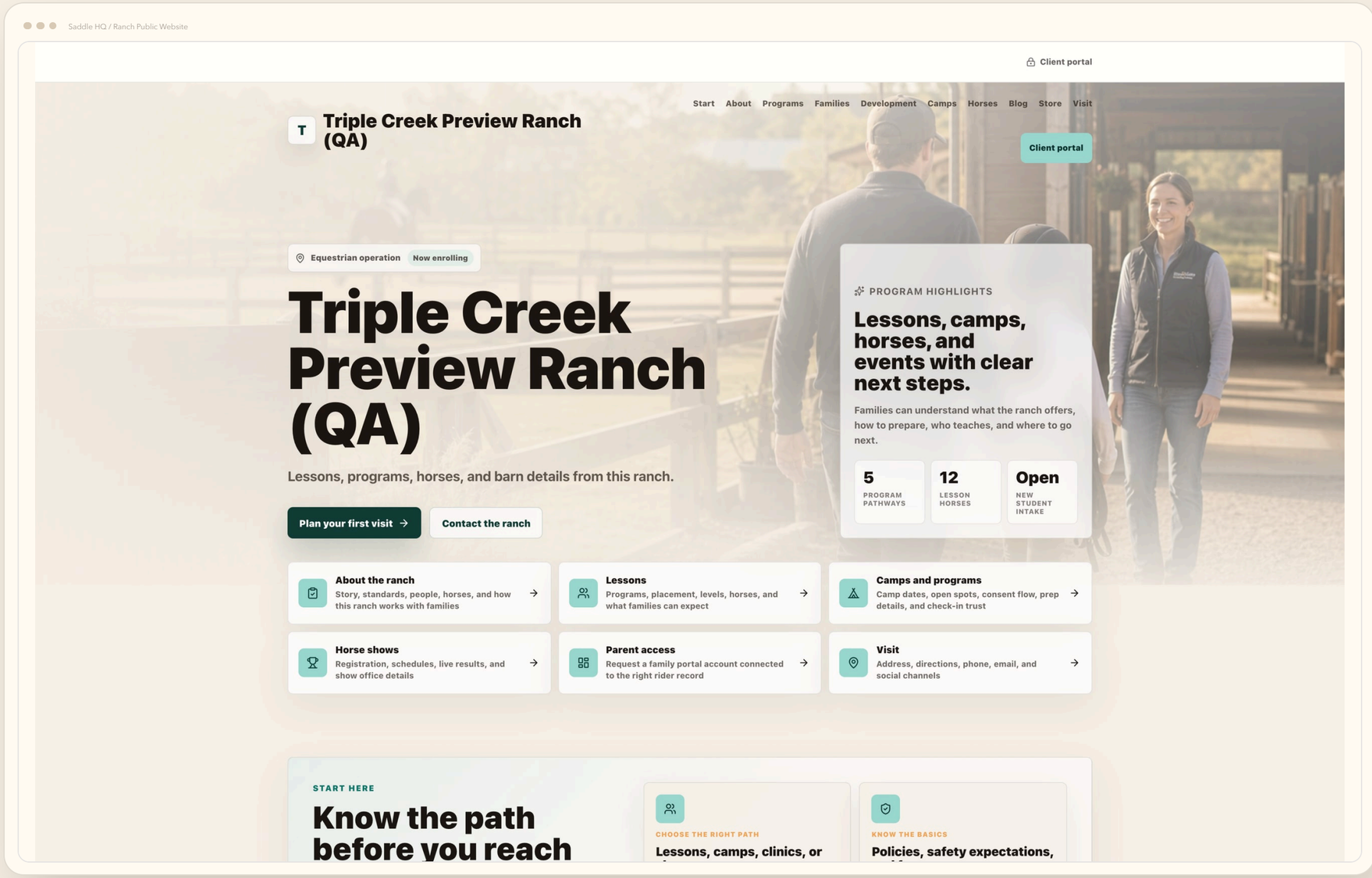
Creates a clean front door for parents and prospective riders while routing approvals back to ranch admins.

PUBLIC RANCH PAGES / 01 OF 01

Public Ranch Site: Ranch Public Website

A ranch-owned public page presents programs, instructors, camps, shows, directions, request-access paths, and public-safe operating signals.

Saddle HQ / Ranch Public Website / persona: public / desktop evidence



RANCH TRUTH

Command Center

Owners and admins do not need to admire charts all morning. They need to know who is on site, what is overdue, where the exceptions are, and what must be handled next.

WHY THIS MODULE MATTERS

A ranch day needs a control room, not another wall of data.

Owners and admins do not need to admire charts all morning. They need to know who is on site, what is overdue, where the exceptions are, and what must be handled next.

A ranch is a moving operation: lessons, horse care, staff schedules, parent communications, billing exceptions, camp logistics, volunteer coverage, and facility tasks are all happening at once. The dashboard must reduce noise, not add to it.

Saddle HQ is designed around role-aware action. The command surface should help an admin see the ranch's operating pulse while instructors, staff, and volunteers see the work that belongs to them.

AS-IS RANCH FRICTION

- The owner has to ask around to know what happened.
- Tasks and alerts live in separate places from lessons, billing, horses, and schedules.
- Users see generic pages instead of their own day.

WHAT SADDLE HQ CHANGES

- Surface the ranch's live operating picture with role-aware next actions.
- Bring alerts, calendars, billing exceptions, tasks, and lesson signals into one daily command rhythm.
- Make the screen useful for experienced users without constantly explaining itself.

01

Role-aware action

The screen changes based on what the logged-in user actually needs to handle.

02

Daily operating pulse

Admins see the ranch's operating status without assembling it from separate tools.

03

Exceptions surfaced early

Alerts, unpaid items, missed tasks, and schedule conflicts become visible early.

04

Less status chasing

Users spend less time asking for status and more time handling the right work.

8 COMMAND SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Command Center is not one feature. It is an operating lane.

The command lane is where role, priority, schedule, alerts, and exceptions meet so people know what to do next.

The cards below state the practical job each module has before the brochure moves into product evidence.

01
Dashboard
A role-aware daily command surface: what is active, what needs action, and what the current user is accountable for.

02
Ranch view
A live operating picture for who is on site, what is happening by area, and where attention is needed.

03
Instructor hub
A working space for instructors to prepare, manage lessons, see assigned work, and open rider-horse analytics.

04
Rider-horse analytics
Pairs lesson evidence, horse assignments, rider progress, and welfare-aware pairing signals.

05
Inbox and communications
Keeps outbound communication on rails by audience, purpose, event, and template instead of free-form chaos.

06
Response paths
Shows ranch-owned chain-of-command and emergency contact references without offering medical guidance.

07
Calendar
Shows lessons, camps, shows, public-safe events, and ranch-owned calendar signals with filtered views.

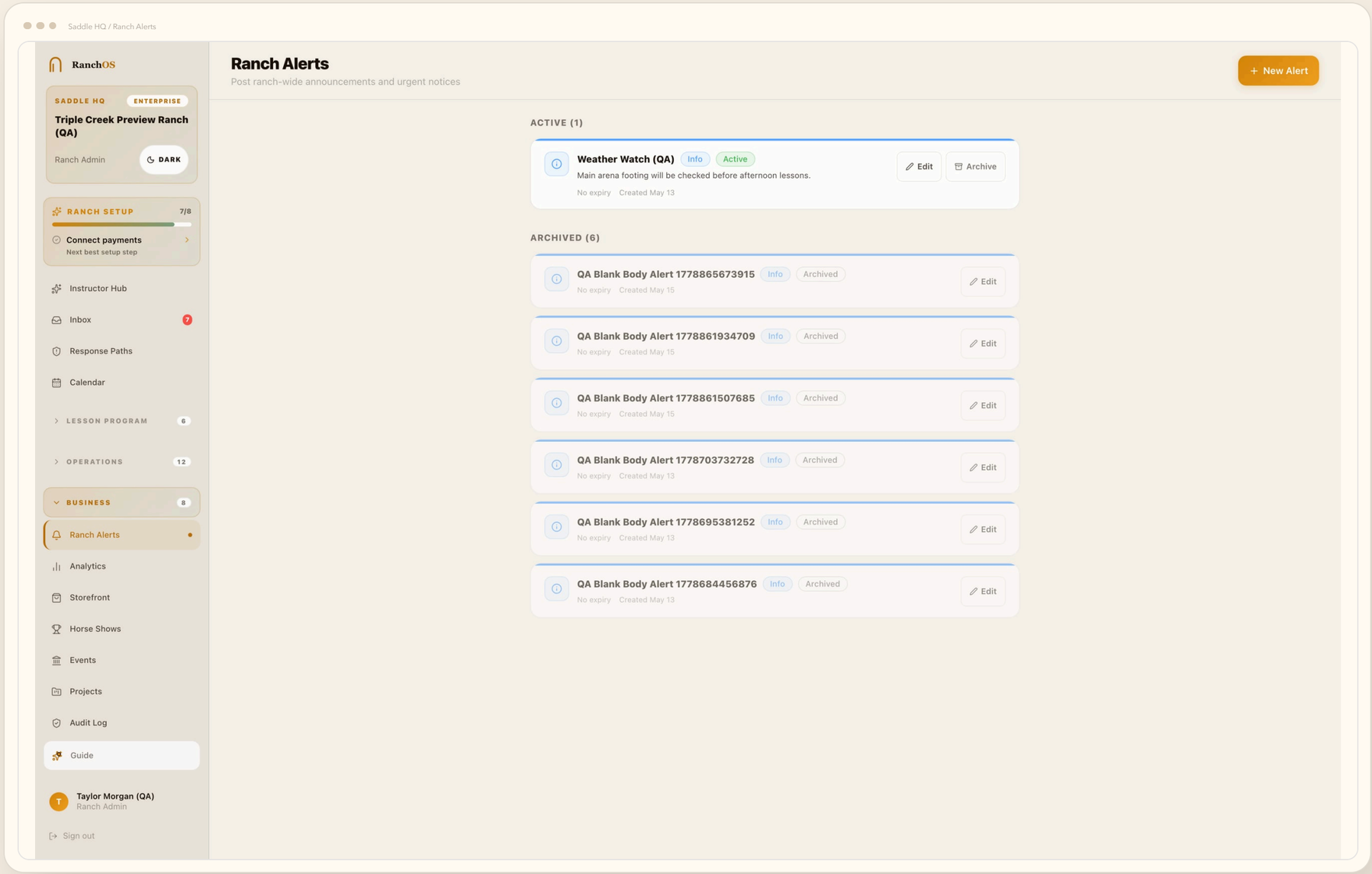
08
Alerts
Active ranch alerts surface to dashboards and portals when the message needs attention.

COMMAND CENTER / 01 OF 08

Command: Ranch Alerts

Active alerts give admins a controlled way to communicate important ranch-wide messages that can surface on dashboards and portals.

Saddle HQ / Ranch Alerts / persona: admin / desktop evidence

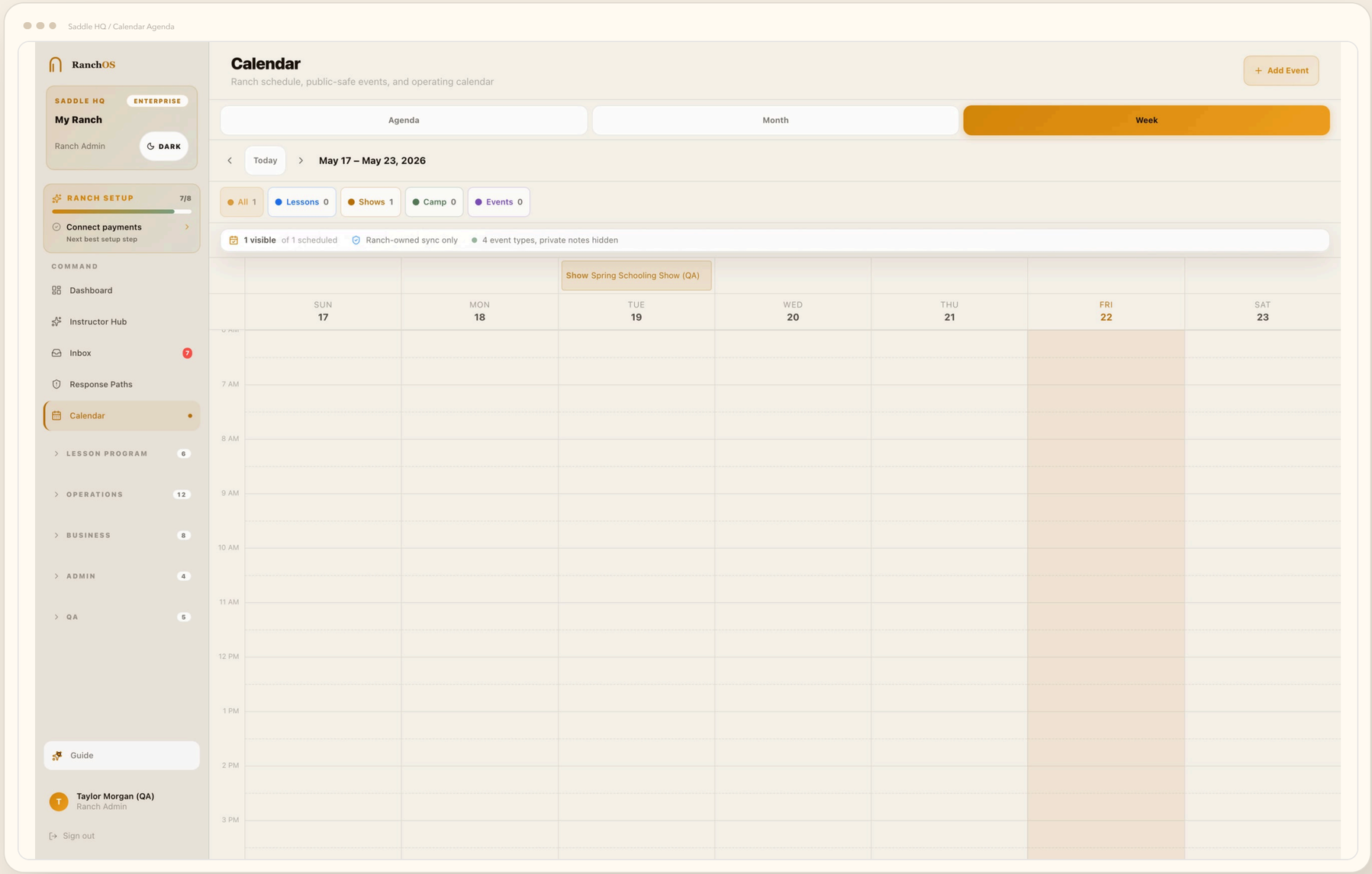


COMMAND CENTER / 02 OF 08

Command: Calendar Agenda

The calendar connects lessons, camps, shows, events, and public-safe scheduling with agenda, week, month, and filtered views.

Saddle HQ / Calendar Agenda / persona: admin / desktop evidence

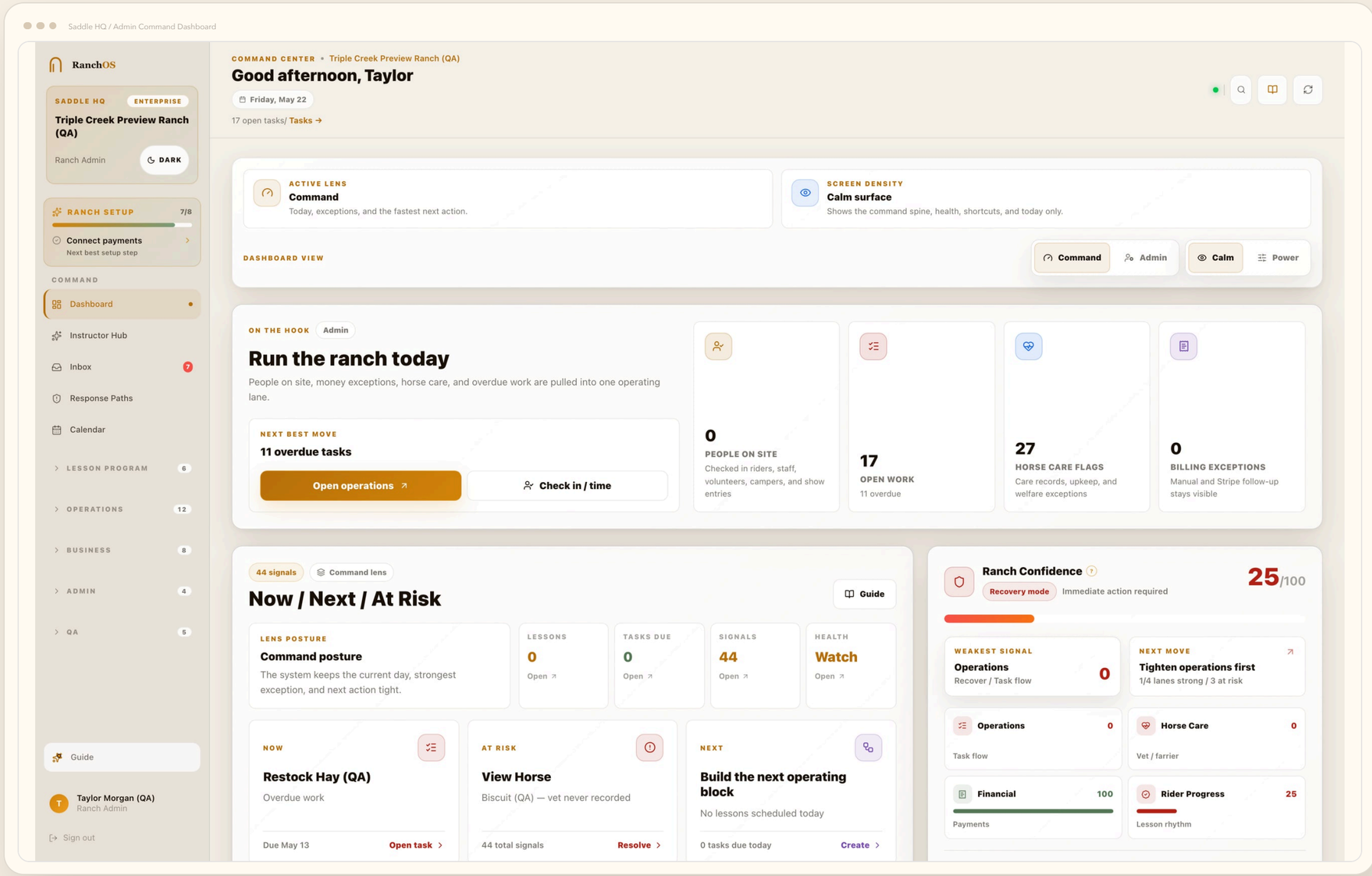


COMMAND CENTER / 03 OF 08

Command: Admin Command Dashboard

The dashboard gives the ranch admin a daily operating pulse: alerts, responsibilities, exceptions, and the next work that needs attention.

Saddle HQ / Admin Command Dashboard / persona: admin / desktop evidence

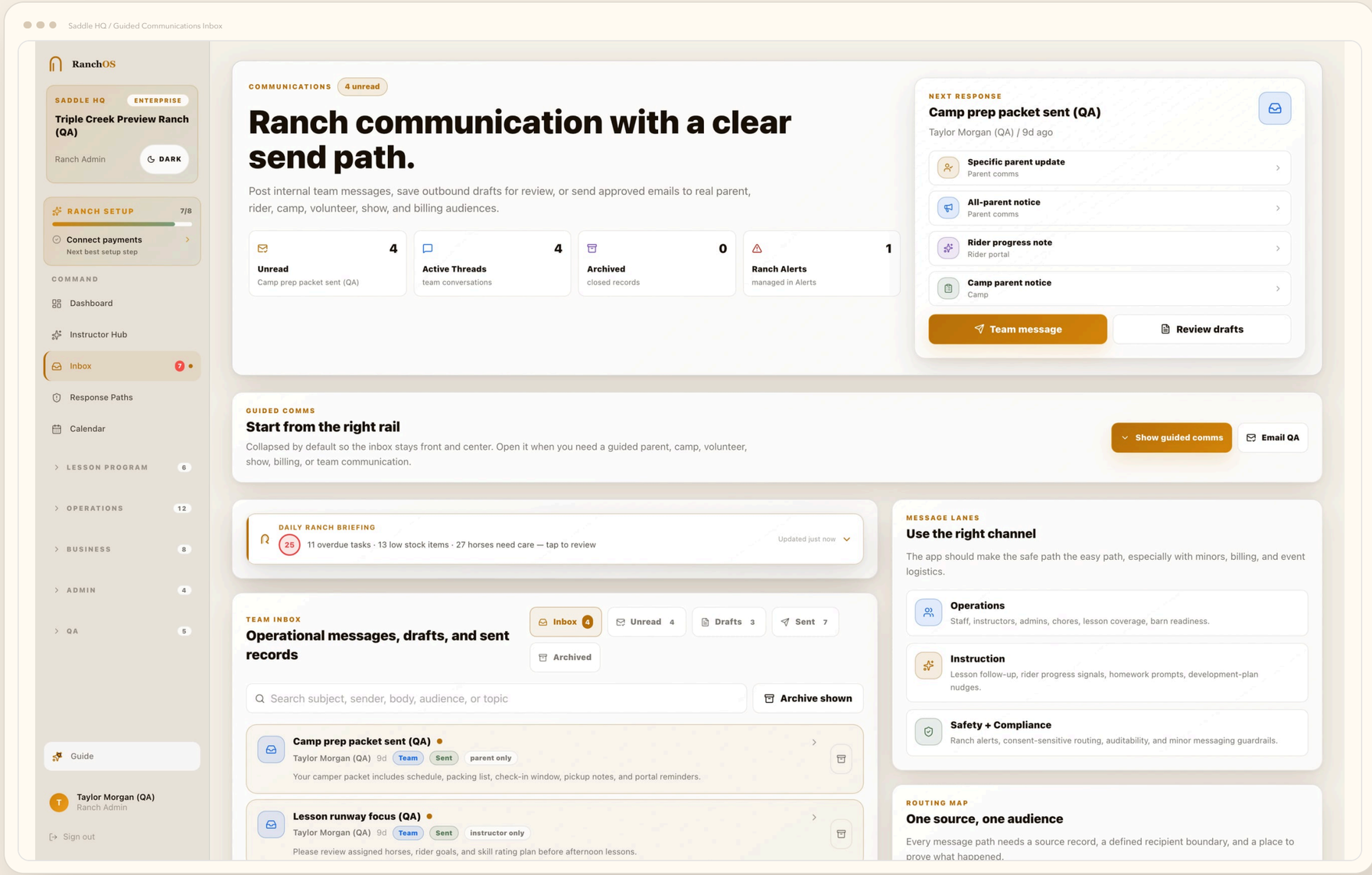


COMMAND CENTER / 04 OF 08

Command: Guided Communications Inbox

The inbox keeps ranch communication on rails by audience, purpose, related event, template, draft state, and delivery management.

Saddle HQ / Guided Communications Inbox / persona: admin / desktop evidence

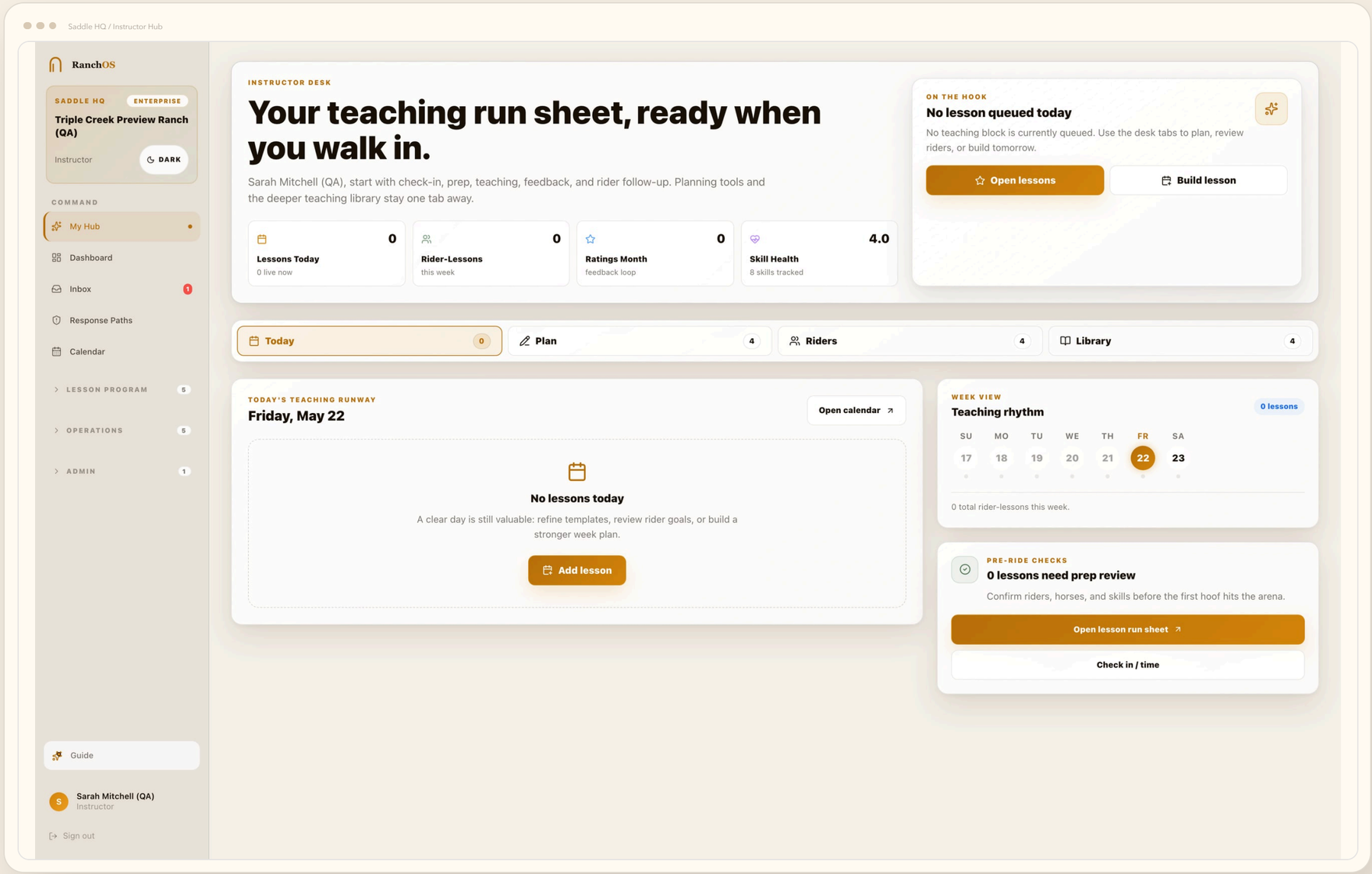


COMMAND CENTER / 05 OF 08

Command: Instructor Hub

The instructor hub is the working surface for assigned lessons, preparation, ratings, rider context, and instruction-focused next actions.

Saddle HQ / Instructor Hub / persona: instructor / desktop evidence

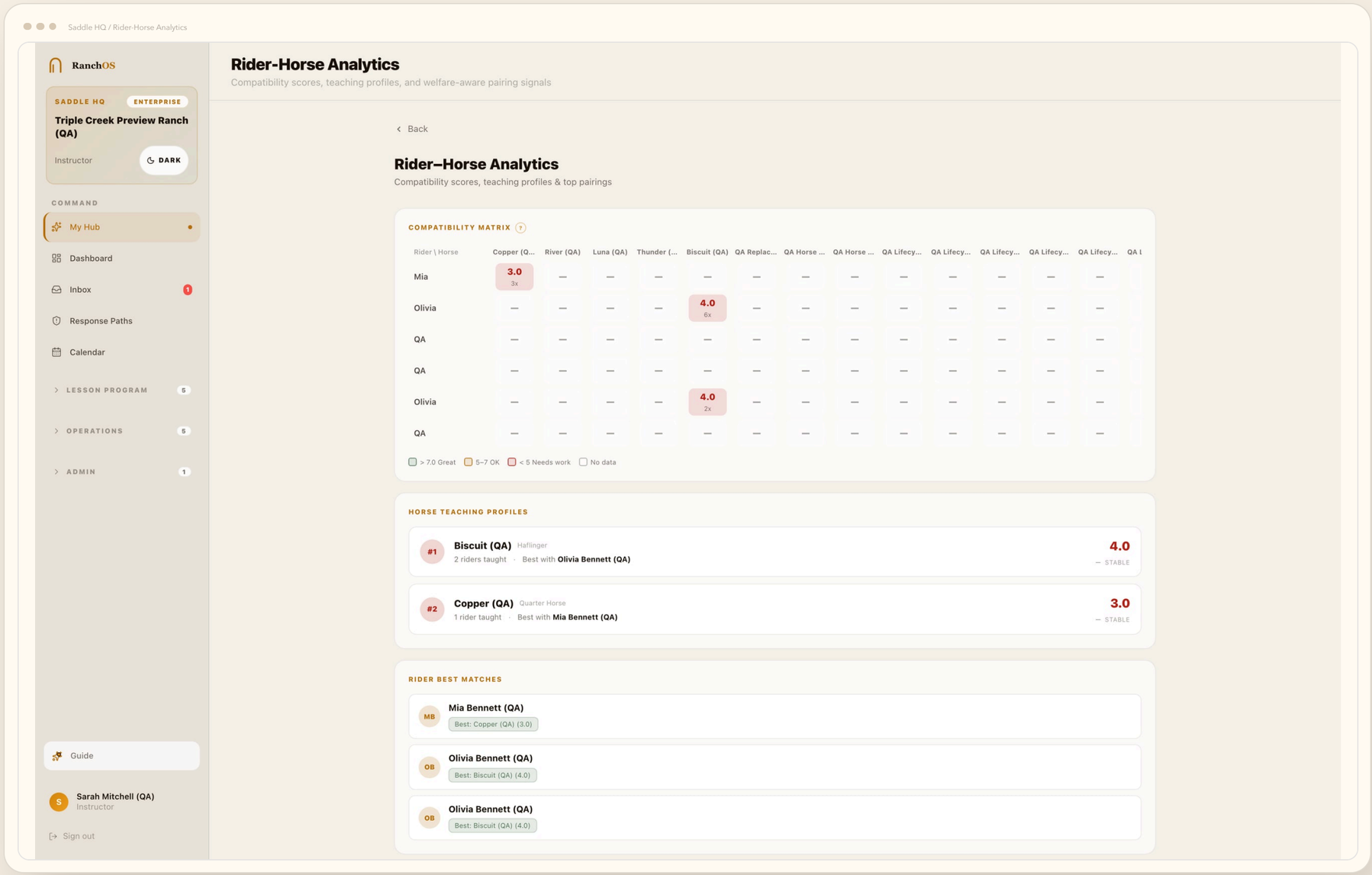


COMMAND CENTER / 06 OF 08

Command: Rider-Horse Analytics

Rider-horse analytics connect lesson ratings, horse assignment history, skill evidence, and pairing signals into instructor decision support.

Saddle HQ / Rider-Horse Analytics / persona: instructor / desktop evidence

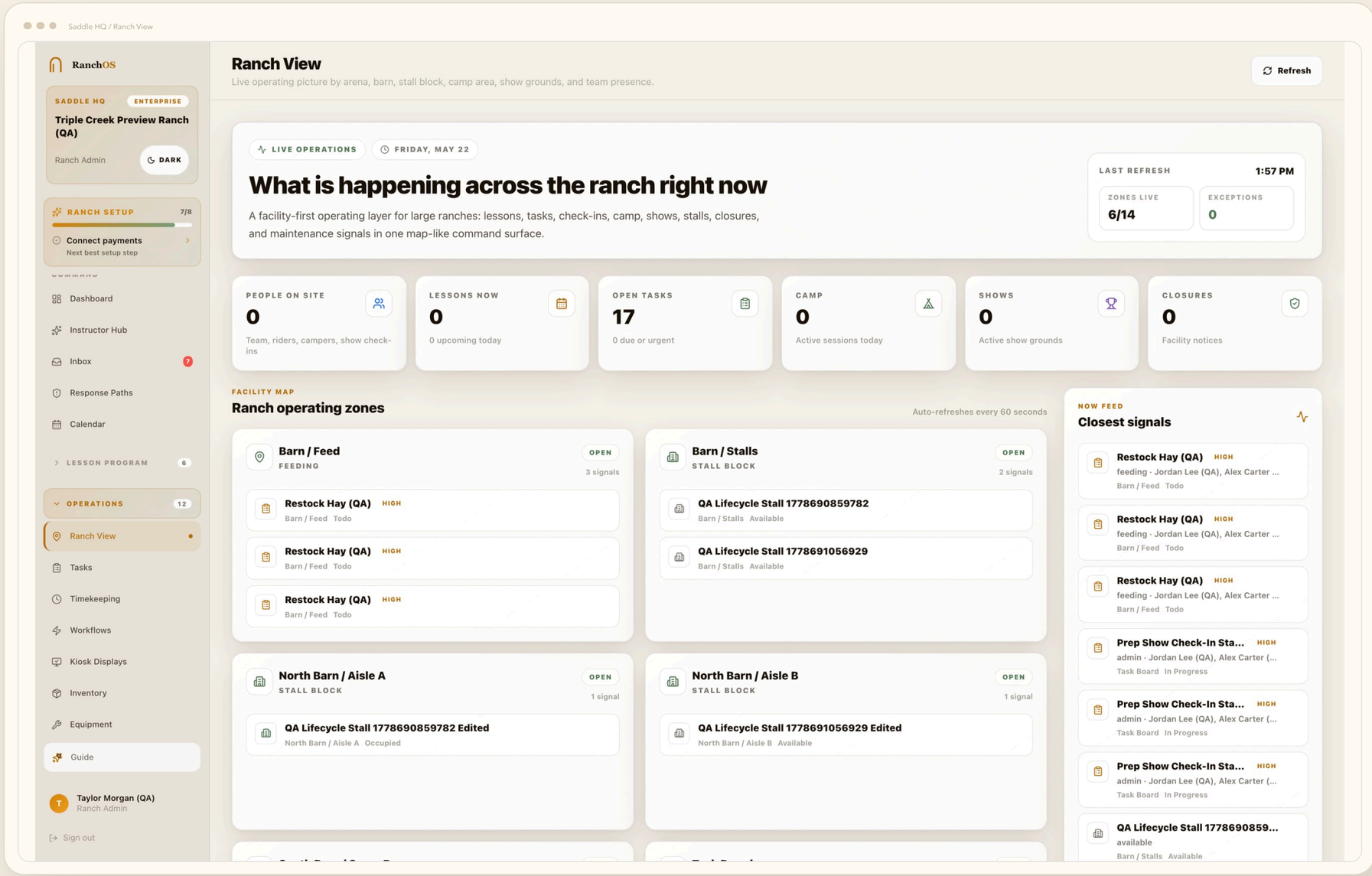


COMMAND CENTER / 07 OF 08

Command: Ranch View

The ranch view works like an operations board, showing live ranch activity, location context, staffing, check-ins, and status signals.

Saddle HQ / Ranch View / persona: admin / desktop evidence

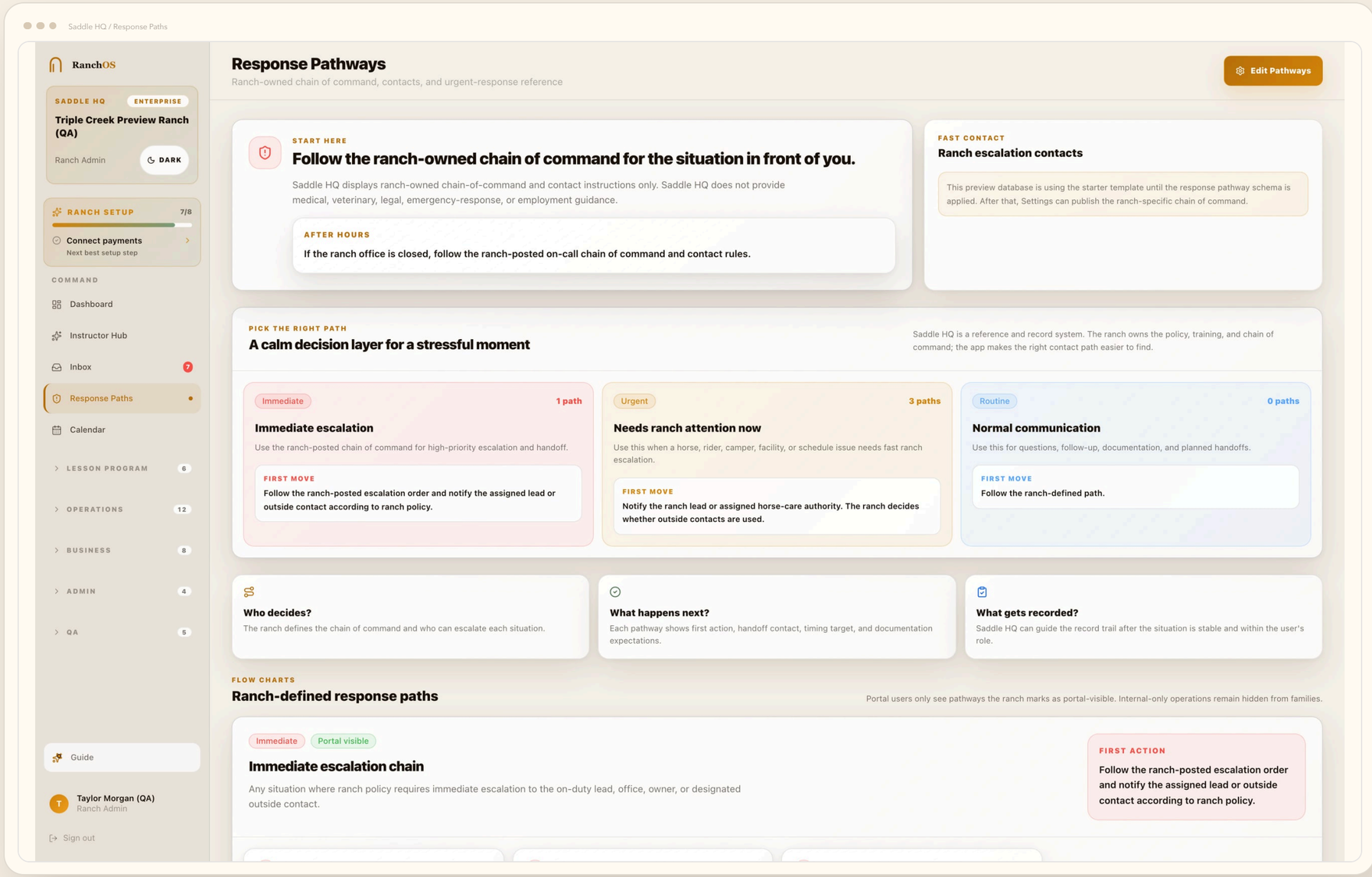


COMMAND CENTER / 08 OF 08

Command: Response Paths

Response paths show ranch-owned chain-of-command, urgent contacts, and escalation references without presenting medical guidance.

Saddle HQ / Response Paths / persona: admin / desktop evidence



RANCH TRUTH

Lessons, Skills, Development

For a rider, it is progress. For a parent, it is proof of value. For a ranch, it is the core service that should produce insight every time it happens.



WHY THIS MODULE MATTERS

A lesson is not just an appointment.

For a rider, it is progress. For a parent, it is proof of value. For a ranch, it is the core service that should produce insight every time it happens.

Traditional lesson management can stop at date, time, rider, and payment. Saddle HQ treats the lesson as a structured operating event: who attended, which horse was assigned, what skills were practiced, what changed, what was billed, and what the next development step should be.

That is where the system becomes more than scheduling. The instructor can prepare with context, rate skills quickly, track variability, connect goals to development plans, and give families a reason to stay invested in the program.

AS-IS RANCH FRICTION

- Lesson notes are inconsistent or trapped in an instructor's memory.
- Horse assignment changes are rarely analyzed later.
- Parents often cannot see why continued investment matters.

WHAT SADDLE HQ CHANGES

- Connect lesson setup, rider levels, horse assignment, check-in, billing, ratings, and development evidence.
- Give instructors a working space that supports preparation and consistent feedback.
- Turn repeated lessons into visible progress, better pairing insight, and stronger retention.

01

Skill progression

Ratings, skills, and goals make development visible over time.

02

Horse assignment context

Assignments and changes become part of the lesson record and analytics story.

03

Parent-visible value

Parents can see the value of instruction instead of only seeing invoices.

04

Instructor preparation

Instructors start with context, not a blank slate.

14 LESSON PROGRAM SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Lessons, Skills, Development is not one feature. It is an operating lane.

The lesson lane connects instruction, horses, riders, billing, ratings, goals, and development evidence into one workflow.

Every lesson should leave behind a useful record: who rode, which horse, what changed, what was learned, what was billed, and what comes next.

01
Lesson board
Shows upcoming, active, and completed lessons with the next action for admins and instructors.

02
Create lesson
Captures date, time, instructor, riders, cost, skills, location, and billing-relevant setup.

03
Lesson detail
Connects roster, attendance, horse assignments, billing, notes, and workflow state for a single lesson.

04
Horse assignment
Supports lease-aware assignment, instructor override reasons, and horse-change records that feed later analytics.

05
Check-in
Lets instructors or permitted users confirm attendance before the lesson is completed and billed.

06
Ratings
Turns skill ratings and instructor observations into progress evidence, not one-off notes.

07
Riders and instructors
Maintains the people participating in lesson programs, including overlapping ranch roles.

08
Skills and levels
Keeps skill groups, rider levels, nationally recognized levels, and ranch-defined paths aligned.

09
Learning and development
Connects lesson evidence, learning assignments, SMART goals, and parent/rider-facing growth reports.

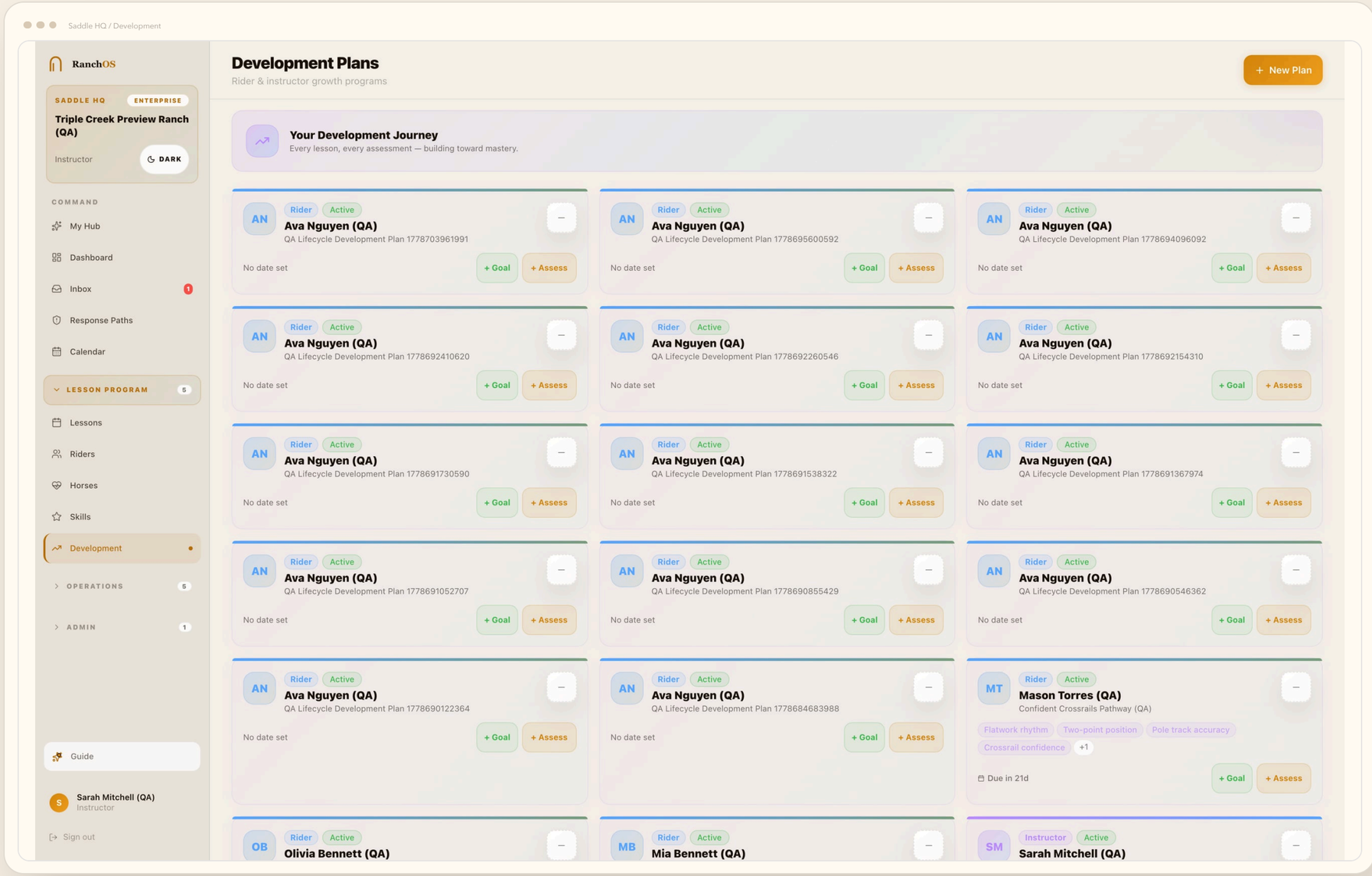
10
Horses
Keeps horse status, lesson suitability, assignments, care context, and leases visible to the lesson mesh.

LESSONS, SKILLS, DEVELOPMENT / 01 OF 14

Lesson Program: Development

Instruction workflow screen captured from the lesson, skill, development, or learning surface.

Saddle HQ / Development / persona: instructor / desktop evidence

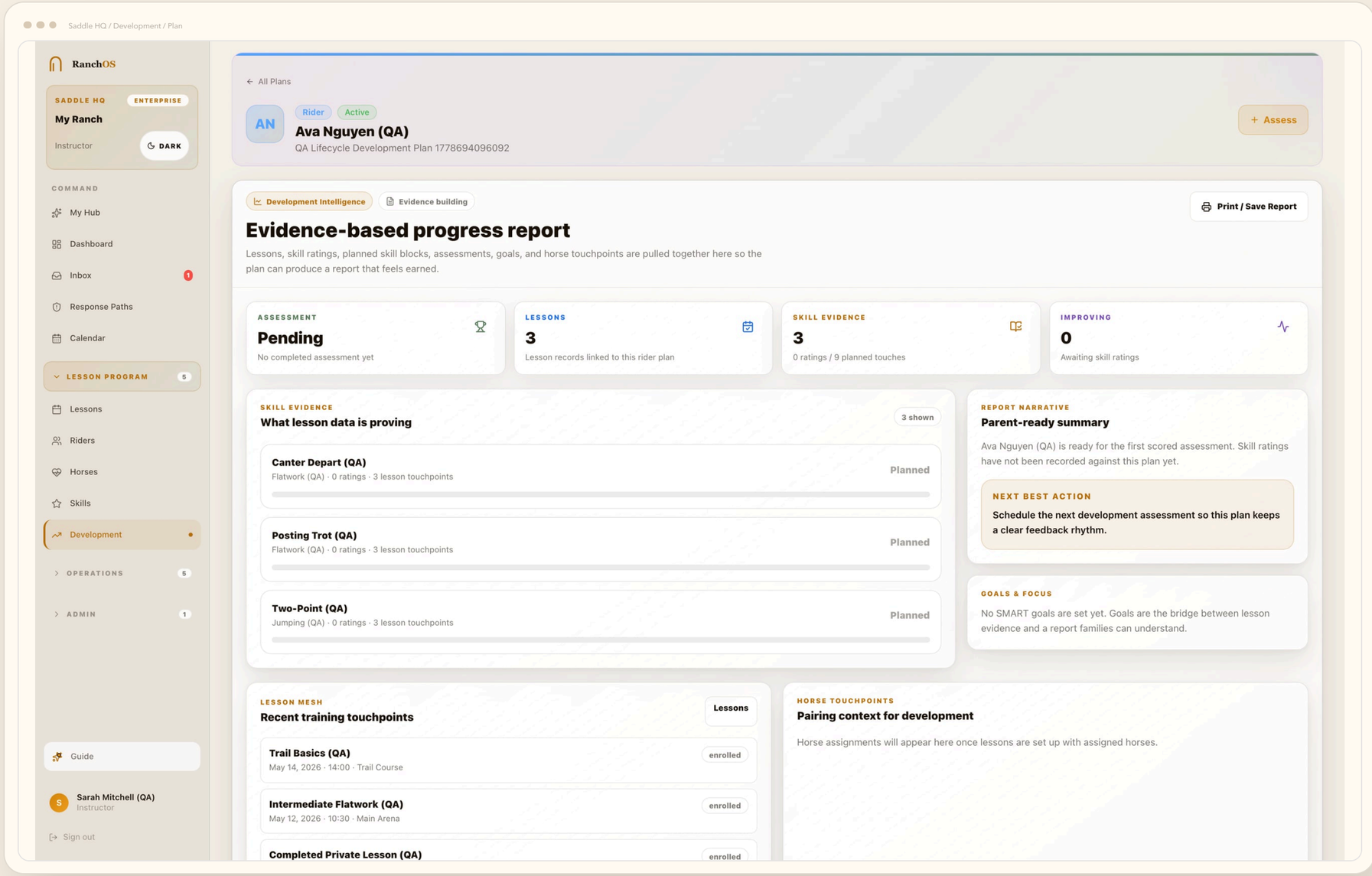


LESSONS, SKILLS, DEVELOPMENT / 02 OF 14

Lesson Program: Development

Instruction workflow screen captured from the lesson, skill, development, or learning surface.

Saddle HQ / Development / Plan / persona: instructor / desktop evidence

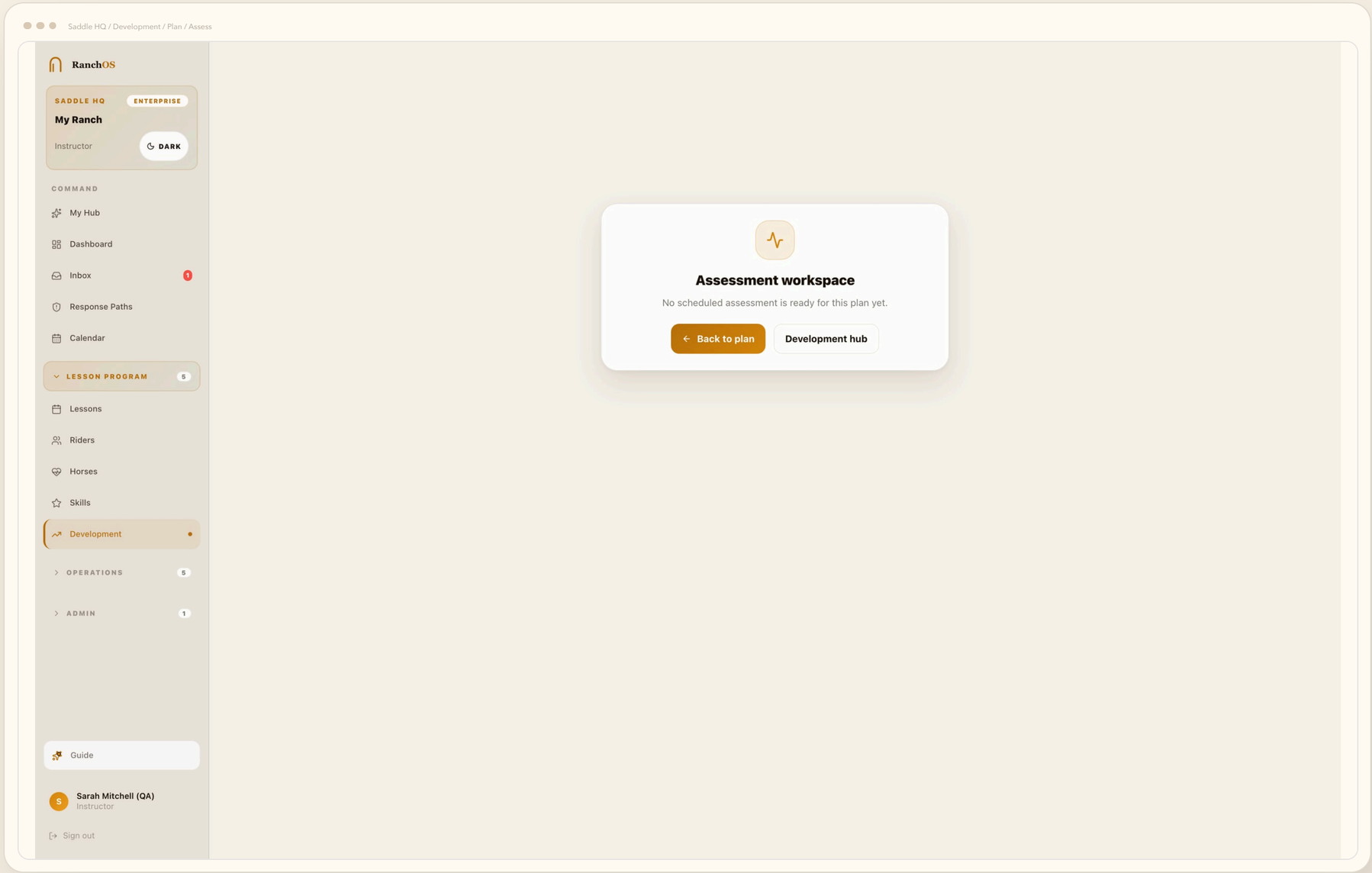


LESSONS, SKILLS, DEVELOPMENT / 03 OF 14

Lesson Program: Development / Assess

Instruction workflow screen captured from the lesson, skill, development, or learning surface.

Saddle HQ / Development / Plan / Assess / persona: instructor / desktop evidence

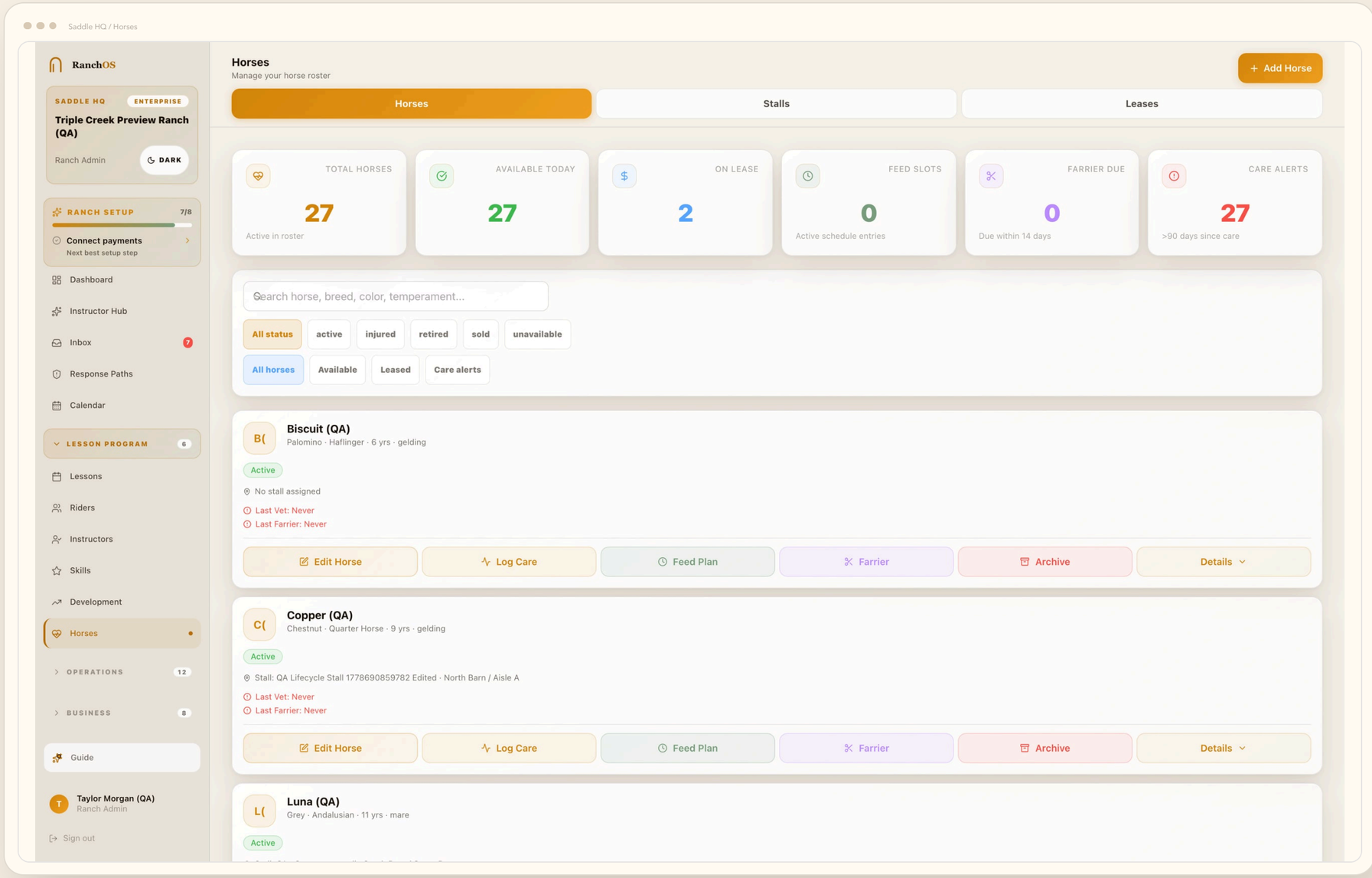


LESSONS, SKILLS, DEVELOPMENT / 04 OF 14

Lesson Program: Horses

Horse records connect suitability, health status, lesson assignments, leases, care signals, and analytics across the ranch.

Saddle HQ / Horses / persona: admin / desktop evidence

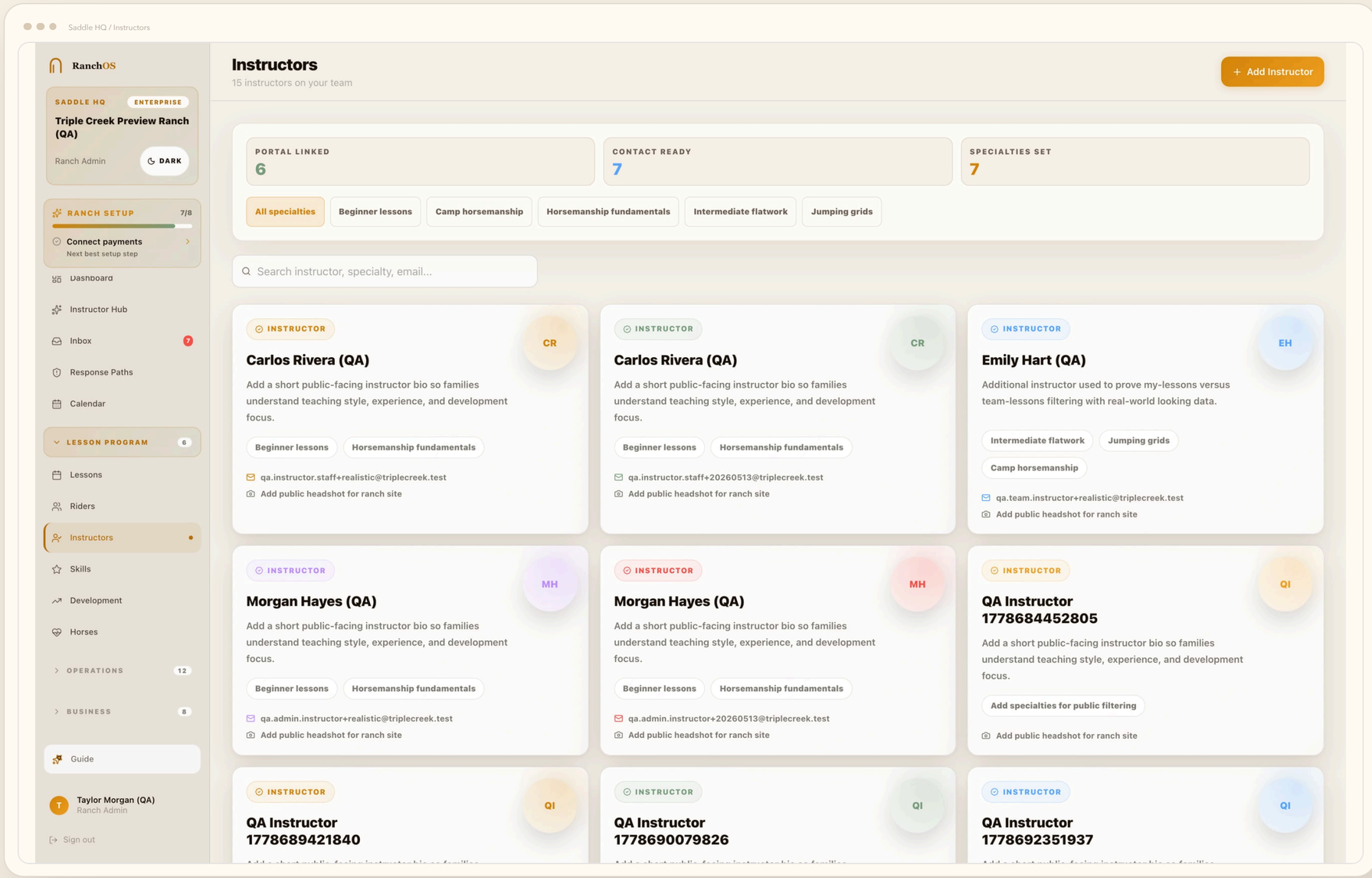


LESSONS, SKILLS, DEVELOPMENT / 05 OF 14

Lesson Program: Instructors

Instructor records support bios, assignment visibility, instruction roles, public-facing presentation, and internal lesson ownership.

Saddle HQ / Instructors / persona: admin / desktop evidence

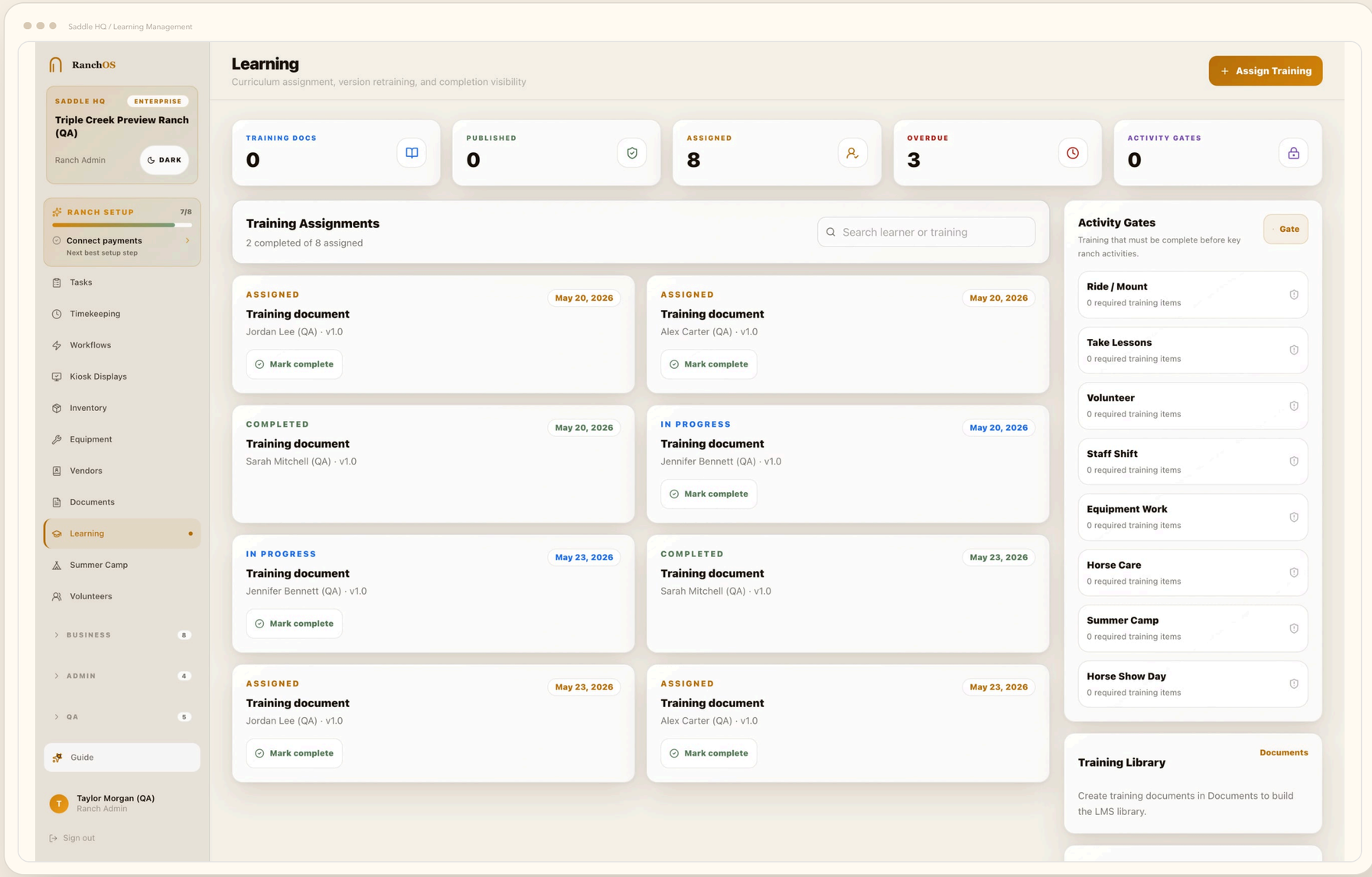


LESSONS, SKILLS, DEVELOPMENT / 06 OF 14

Lesson Program: Learning Management

Learning connects training content, curriculum assignments, version retraining, completion visibility, and development-plan support.

Saddle HQ / Learning Management / persona: admin / desktop evidence

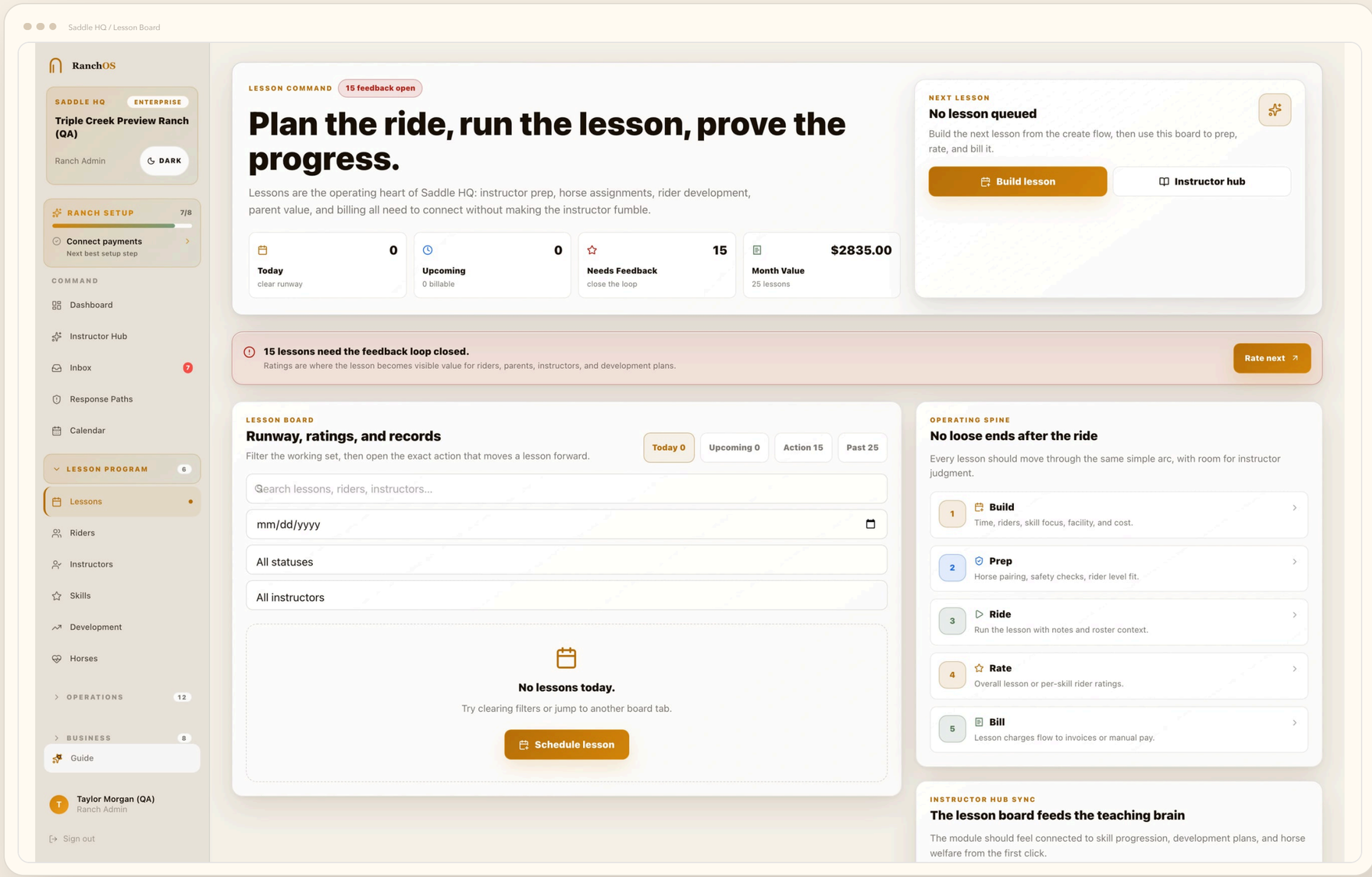


LESSONS, SKILLS, DEVELOPMENT / 07 OF 14

Lesson Program: Lesson Board

The lesson board organizes instruction work by status and next action so lessons can move from setup to check-in, rating, completion, and billing.

Saddle HQ / Lesson Board / persona: admin / desktop evidence

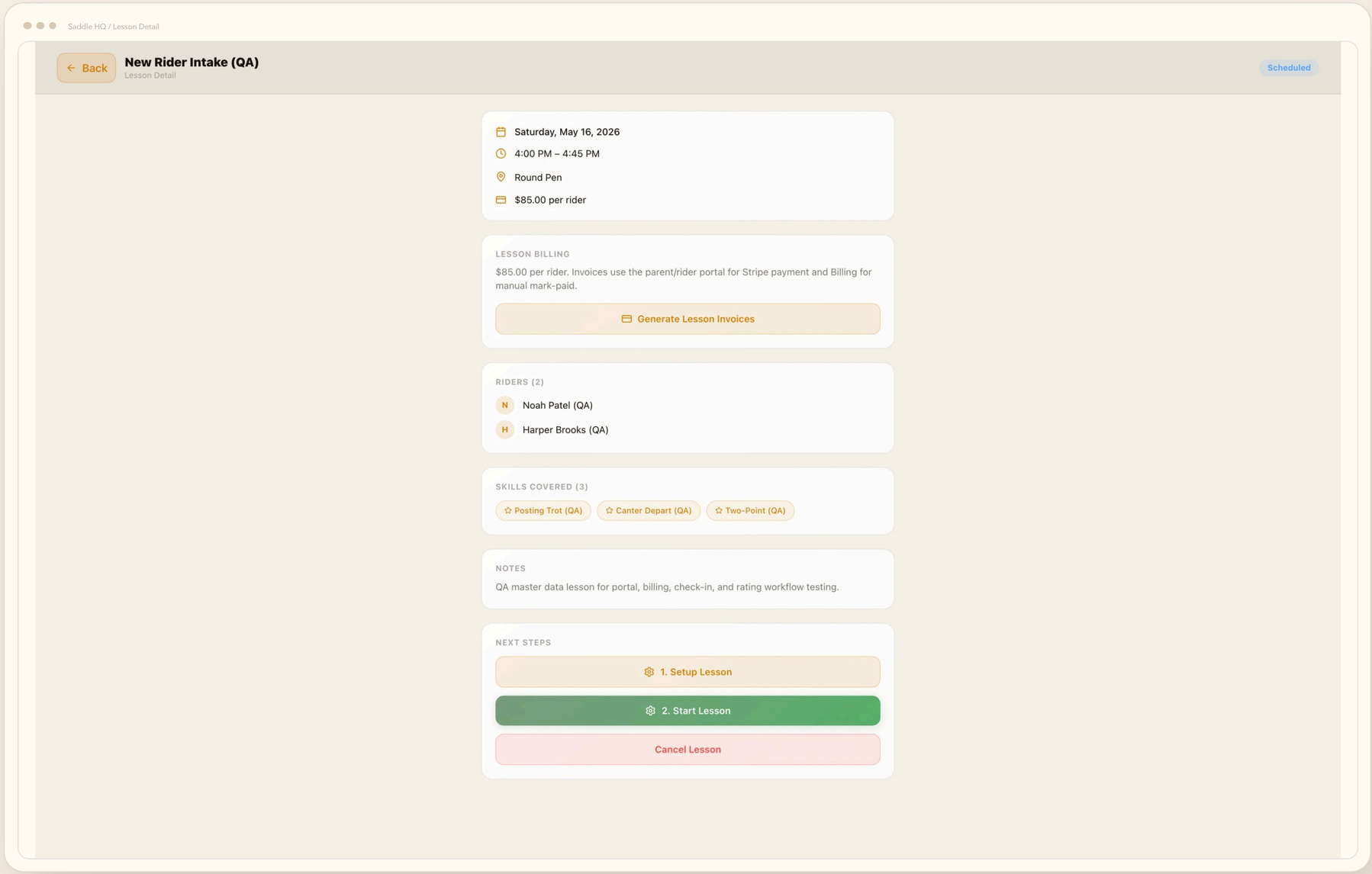


LESSONS, SKILLS, DEVELOPMENT / 08 OF 14

Lesson Program: Lesson Detail

A lesson detail record holds the roster, scheduled time, horse assignments, attendance, billing state, notes, and follow-up actions.

Saddle HQ / Lesson Detail / persona: admin / desktop evidence

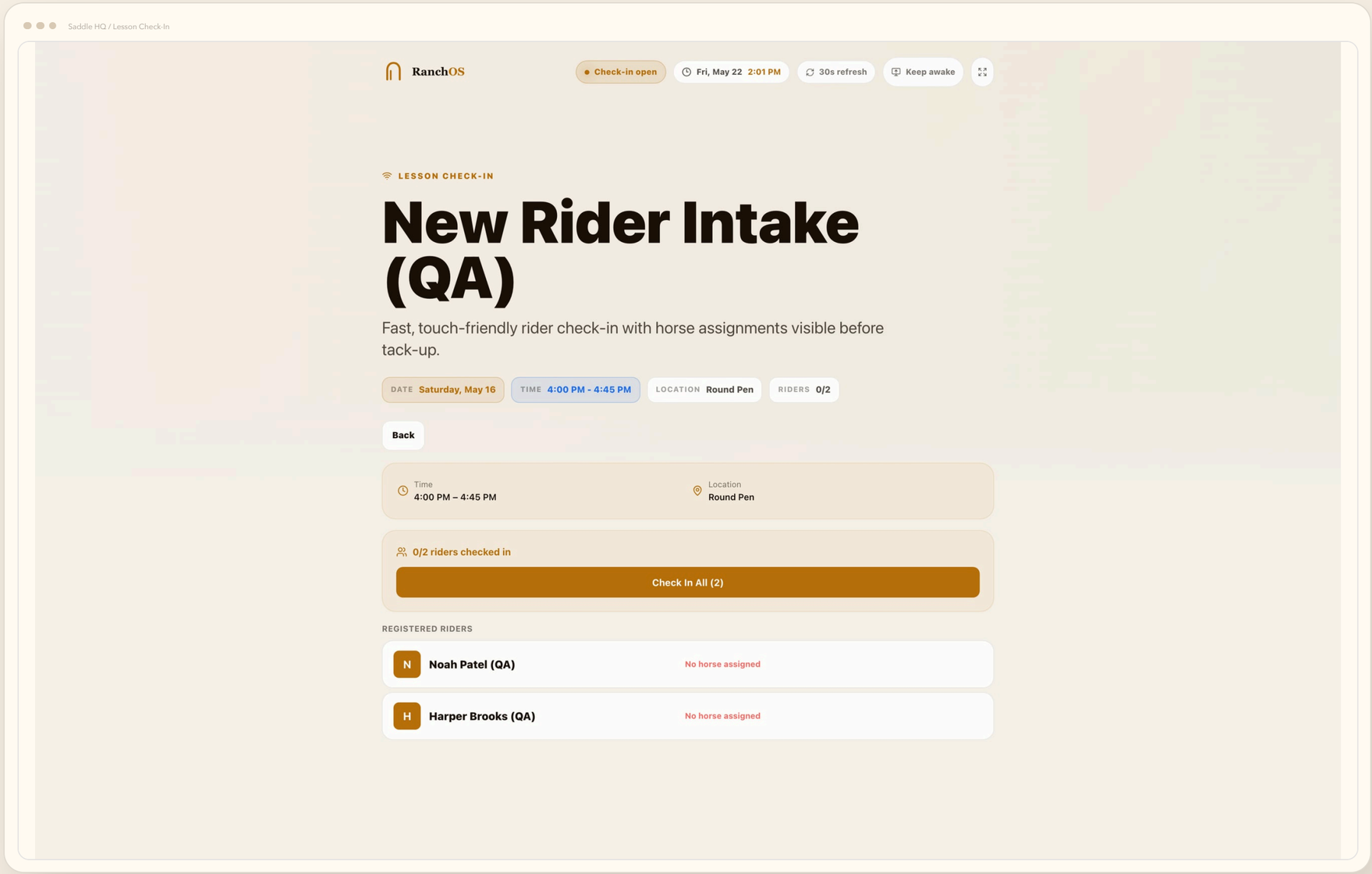


LESSONS, SKILLS, DEVELOPMENT / 09 OF 14

Lesson Program: Lesson Check-In

Check-in records who attended and helps the instructor reconcile exceptions before rating the lesson or generating charges.

Saddle HQ / Lesson Check-In / persona: instructor / desktop evidence

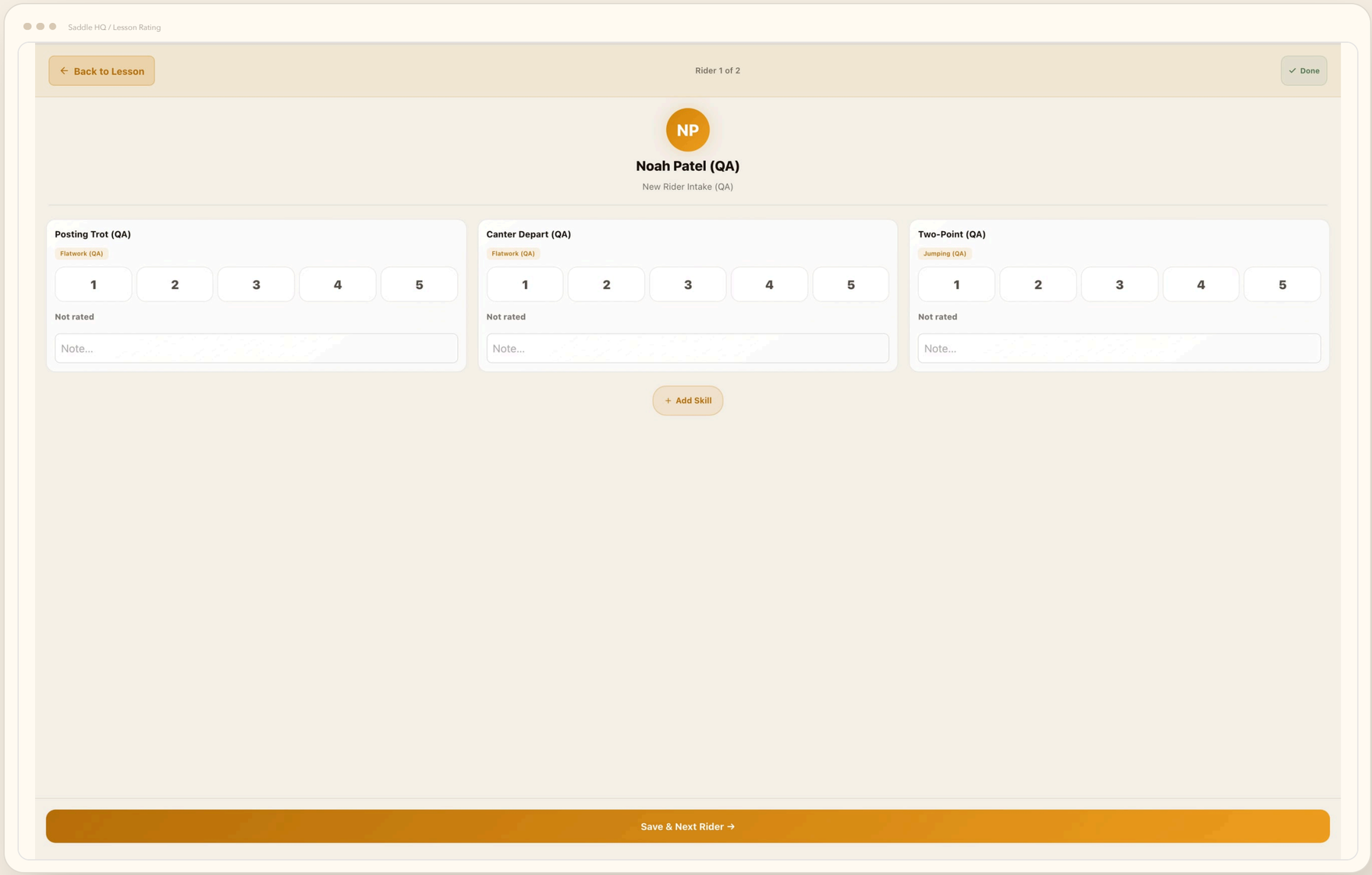


LESSONS, SKILLS, DEVELOPMENT / 10 OF 14

Lesson Program: Lesson Rating

Rating turns a completed lesson into skill evidence, instructor notes, and development signals that can be shared back through portals.

Saddle HQ / Lesson Rating / persona: instructor / desktop evidence

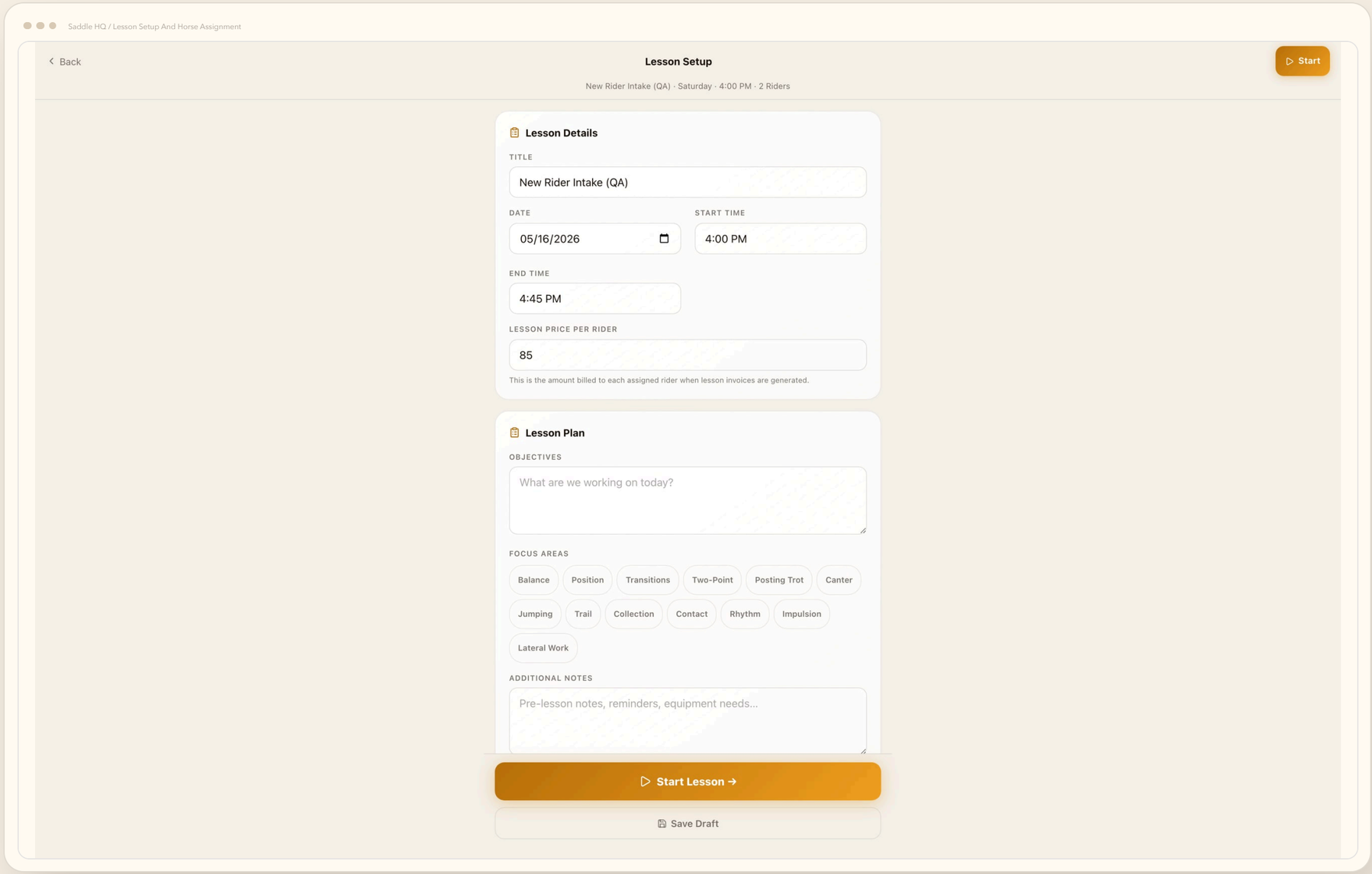


LESSONS, SKILLS, DEVELOPMENT / 11 OF 14

Lesson Program: Lesson Setup And Horse Assignment

Setup supports lease-aware horse assignment, instructor overrides, skills, location context, attendance preparation, and billing readiness.

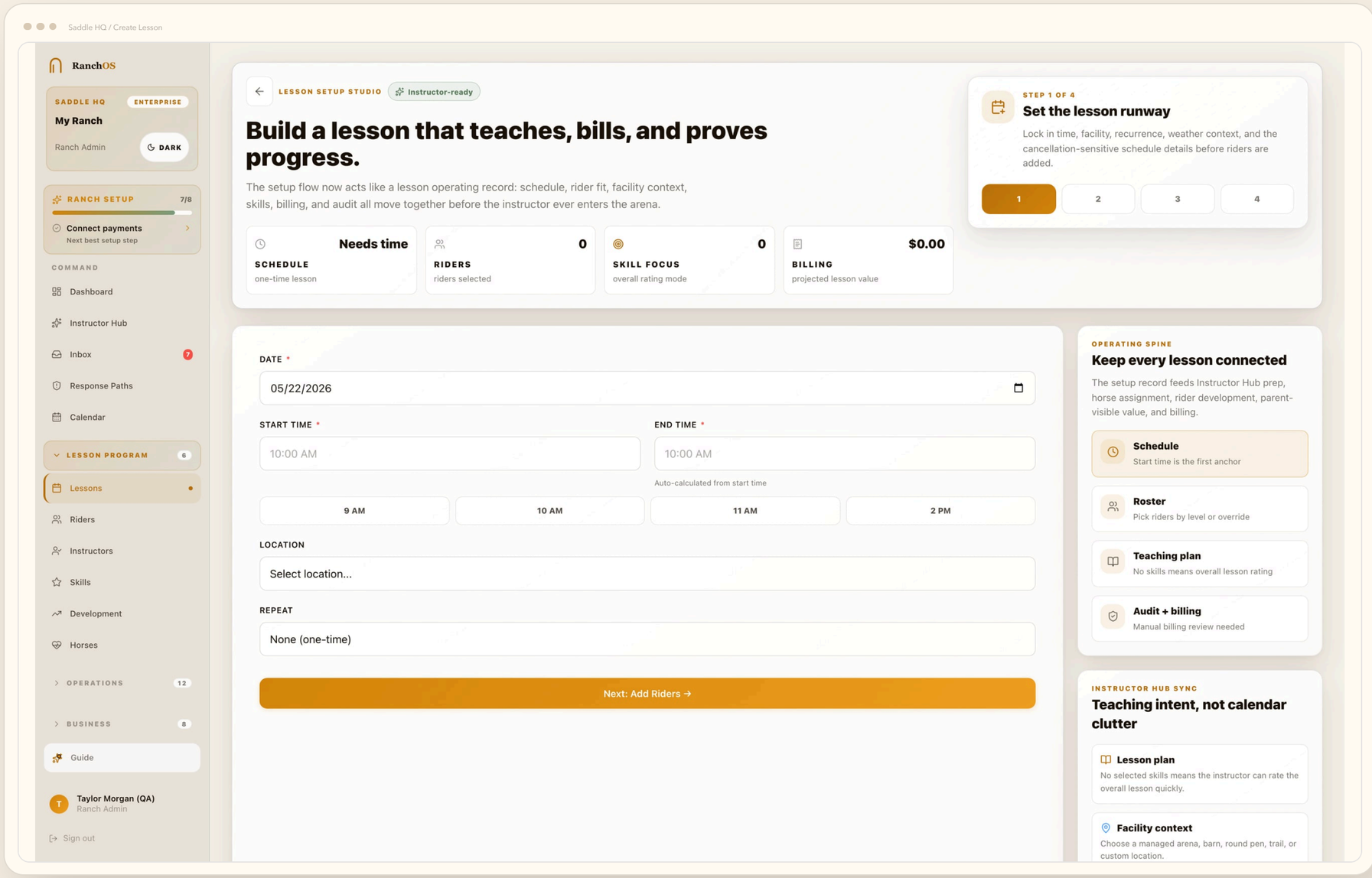
Saddle HQ / Lesson Setup And Horse Assignment / persona: instructor / desktop evidence



Lesson Program: Create Lesson

Lesson creation captures the operational and billing details needed before riders, horses, instructors, skills, and invoices are connected.

Saddle HQ / Create Lesson / persona: admin / desktop evidence

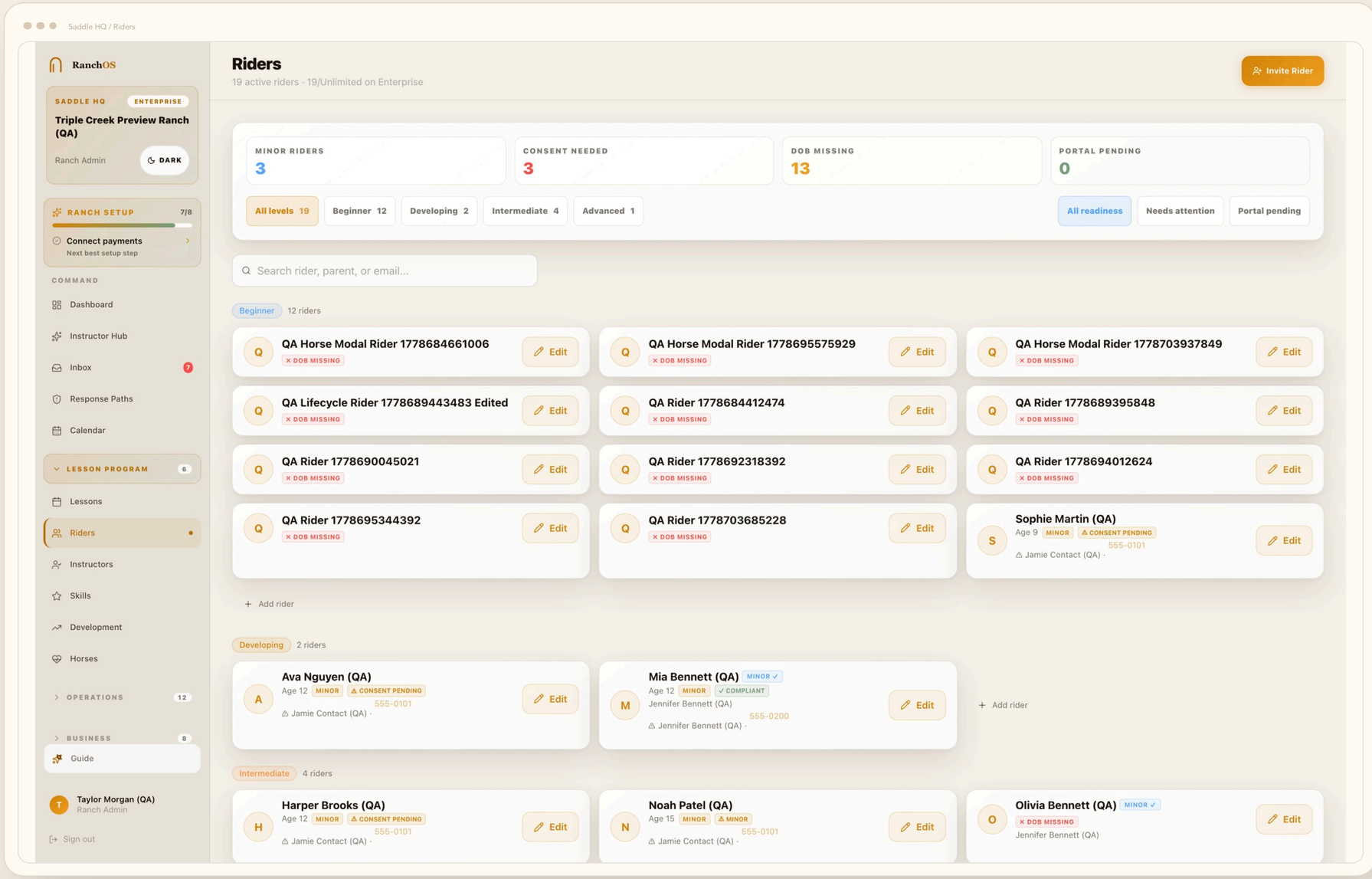


LESSONS, SKILLS, DEVELOPMENT / 13 OF 14

Lesson Program: Riders

Rider records connect people, levels, parent relationships, portal access, lesson participation, development plans, and billing context.

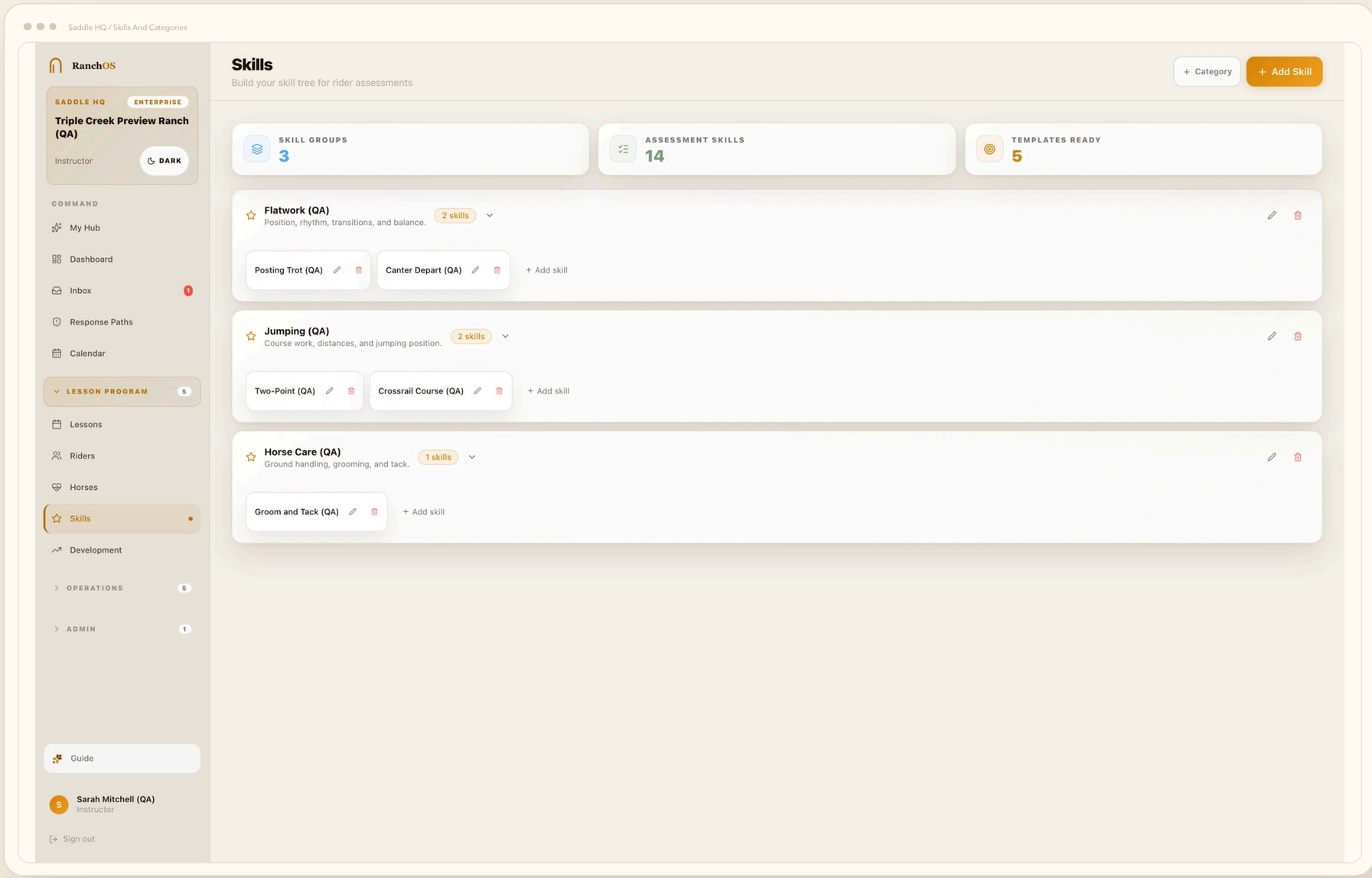
Saddle HQ / Riders / persona: admin / desktop evidence



Lesson Program: Skills And Categories

Skills and categories let the ranch define what is taught, how riders progress, and what evidence should appear in lessons and development plans.

Saddle HQ / Skills And Categories / persona: instructor / desktop evidence



RANCH TRUTH

Parent, Rider, Volunteer Portals

A parent should not have to wonder what their rider is working on, what they owe, what is coming next, or whether the ranch is paying attention.



WHY THIS MODULE MATTERS

The portal is the client's proof that the ranch is different.

A parent should not have to wonder what their rider is working on, what they owe, what is coming next, or whether the ranch is paying attention.

The rider and parent portals are where operational data becomes emotional value. Skill progress, lesson feedback, badges, goals, invoices, schedules, consent-aware communications, and calendar links all need to feel simple, polished, and worth returning to.

The same principle applies to volunteers and other roles. Their portal should not be a generic dashboard. It should tell them where to go, what to do, when to check in, and how their work fits into the ranch day.

AS-IS RANCH FRICTION

- Parents get fragmented updates, sometimes only when they ask.
- Riders may not see their own progress in a motivating way.
- Volunteers and staff can be unclear on shifts, tasks, and check-in expectations.

WHAT SADDLE HQ CHANGES

- Give every user a role-aware portal with the right schedule, actions, progress, and controls.
- Keep billing visibility parent-controlled for rider portals.
- Make repeat use feel valuable instead of mandatory.

01

Parent confidence

Parents can understand schedules, progress, payments, and consent-aware details.

02

Rider motivation

Riders see goals, feedback, badges, and next steps in a polished experience.

03

Volunteer clarity

Volunteers know where they are needed and can check in without confusion.

04

Consent-aware access

Access decisions respect age, consent, role, and billing visibility.

8 PORTALS SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Parent, Rider, Volunteer Portals is not one feature. It is an operating lane.

Portals translate the ranch operating record into a useful, polished experience for the people outside the admin office.

The goal is repeat use because the portal gives families, riders, and helpers something useful every time they open it.

01

Rider portal

Motivates repeat use with schedules, progress, badges, goals, show context, feedback, and next actions.

02

Parent portal

Gives parents progress, invoices, schedules, consent-aware rider visibility, and calendar links.

03

Billing visibility control

Lets parent-controlled invoice visibility stay off for rider portals unless explicitly allowed.

04

Volunteer portal

Shows shifts, assignments, check-in and check-out actions, and work expectations without admin clutter.

05

Development view

Turns lessons and goals into a progress story riders and parents can understand.

06

Feedback and shows

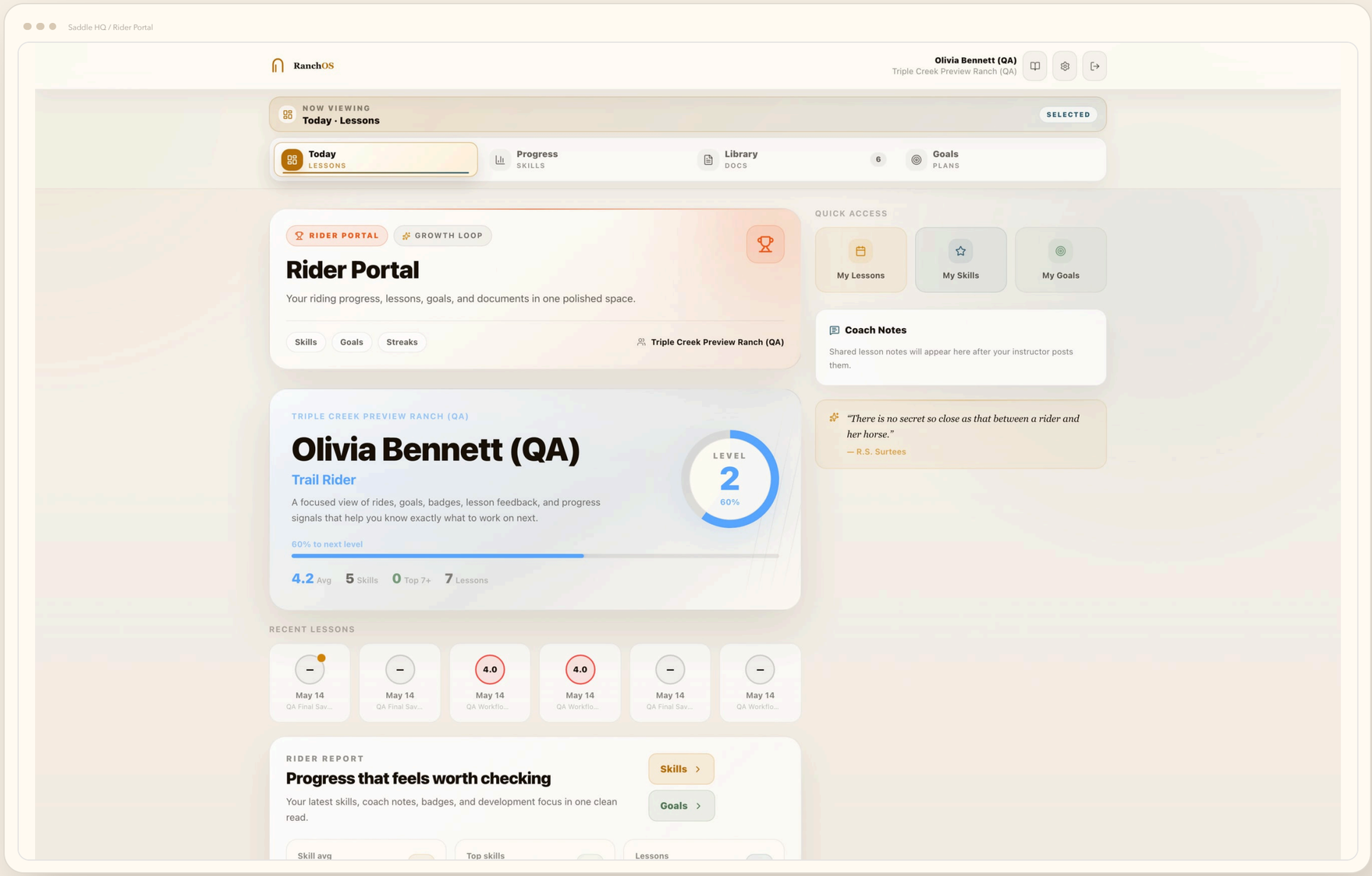
Keeps lesson feedback and show-day information available in the places riders and families actually return to.

PARENT, RIDER, VOLUNTEER PORTALS / 01 OF 08

Portals: Rider Portal

The rider portal presents progress, lessons, goals, badges, schedules, and next actions in a client-facing experience.

Saddle HQ / Rider Portal / persona: rider / desktop evidence

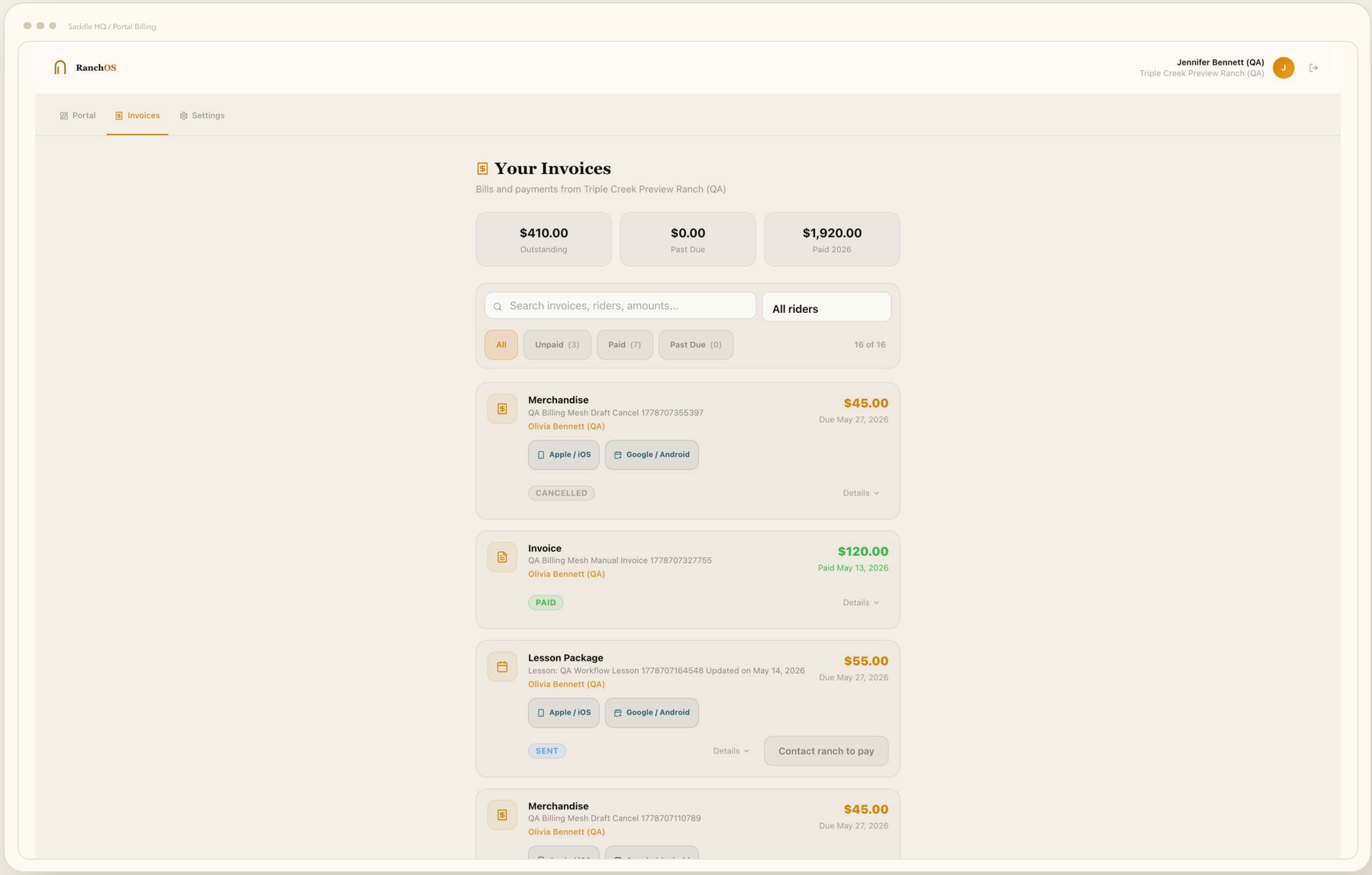


PARENT, RIDER, VOLUNTEER PORTALS / 02 OF 08

Portals: Portal Billing

Portal billing gives approved users access to invoices, receipts, payment state, and parent-controlled visibility.

Saddle HQ / Portal Billing / persona: parent / desktop evidence

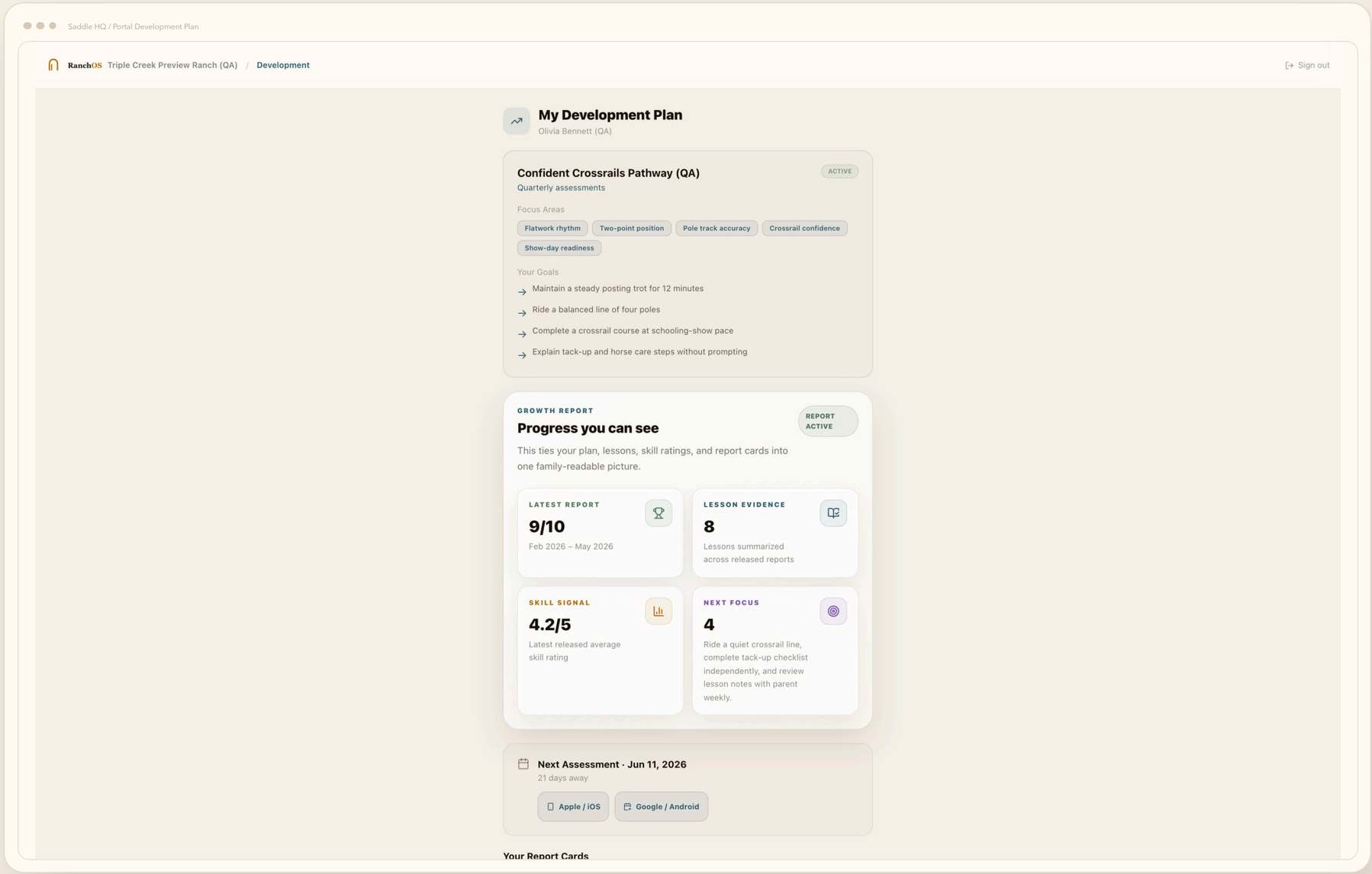


PARENT, RIDER, VOLUNTEER PORTALS / 03 OF 08

Portals: Portal Development Plan

Development views show goals, focus areas, progress reports, skill signals, and the next assessment path.

Saddle HQ / Portal Development Plan / persona: rider / desktop evidence

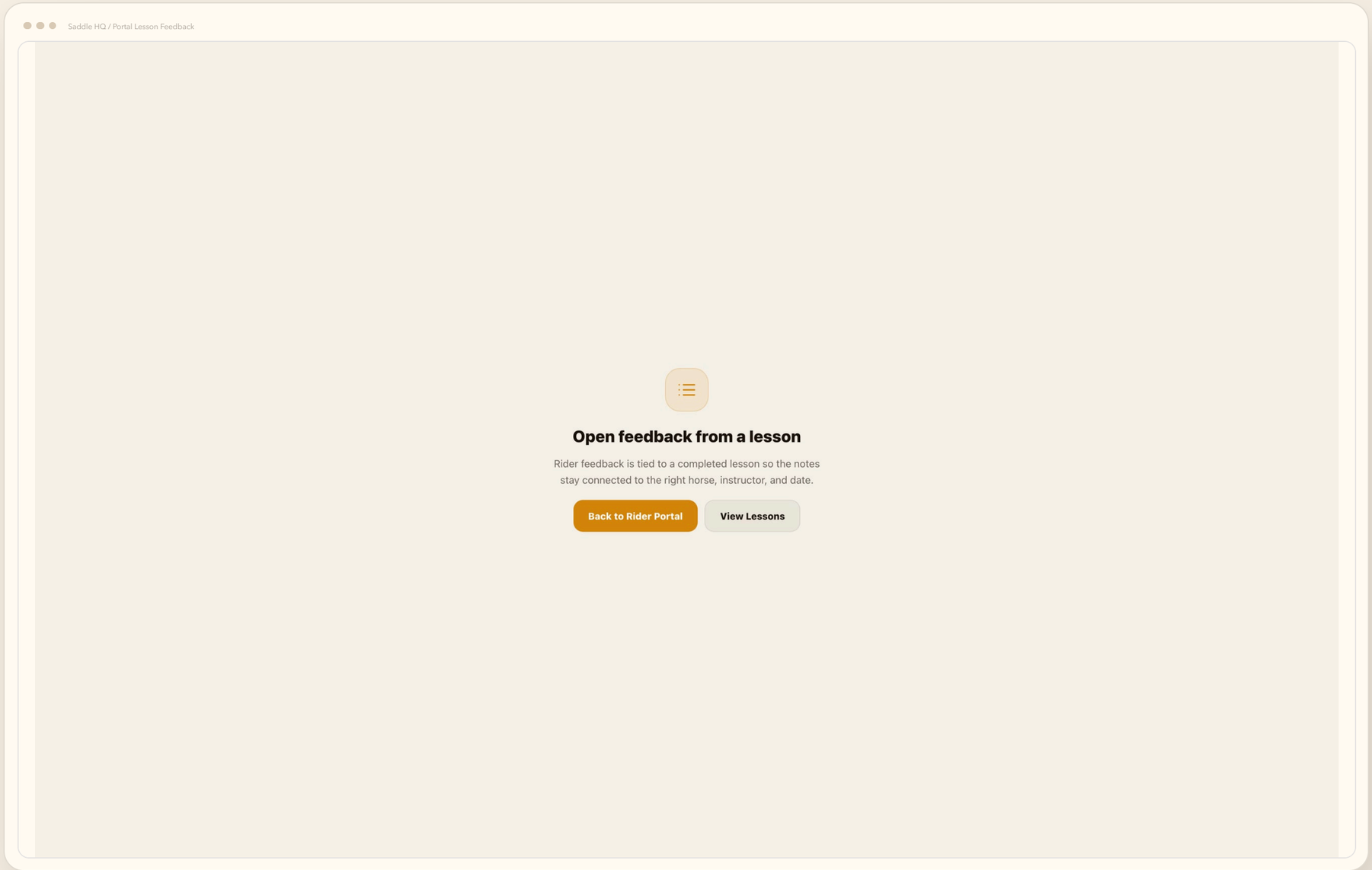


PARENT, RIDER, VOLUNTEER PORTALS / 04 OF 08

Portals: Portal Lesson Feedback

Feedback views turn instructor notes and ratings into a record riders and parents can understand.

Saddle HQ / Portal Lesson Feedback / persona: rider / desktop evidence

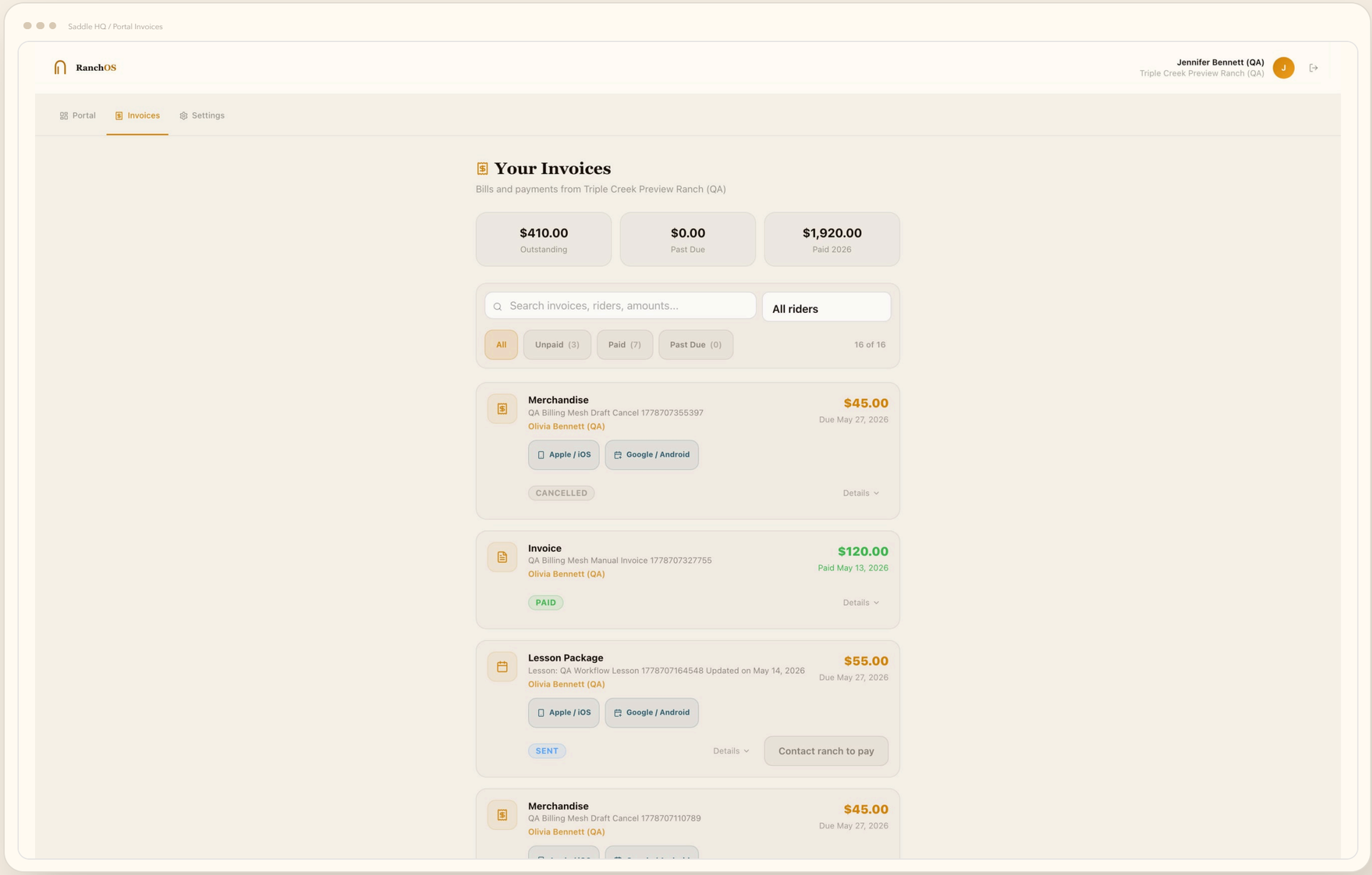


PARENT, RIDER, VOLUNTEER PORTALS / 05 OF 08

Portals: Portal Invoices

Invoice views let parents or approved billing users see charges, status, and payment next steps.

Saddle HQ / Portal Invoices / persona: parent / desktop evidence

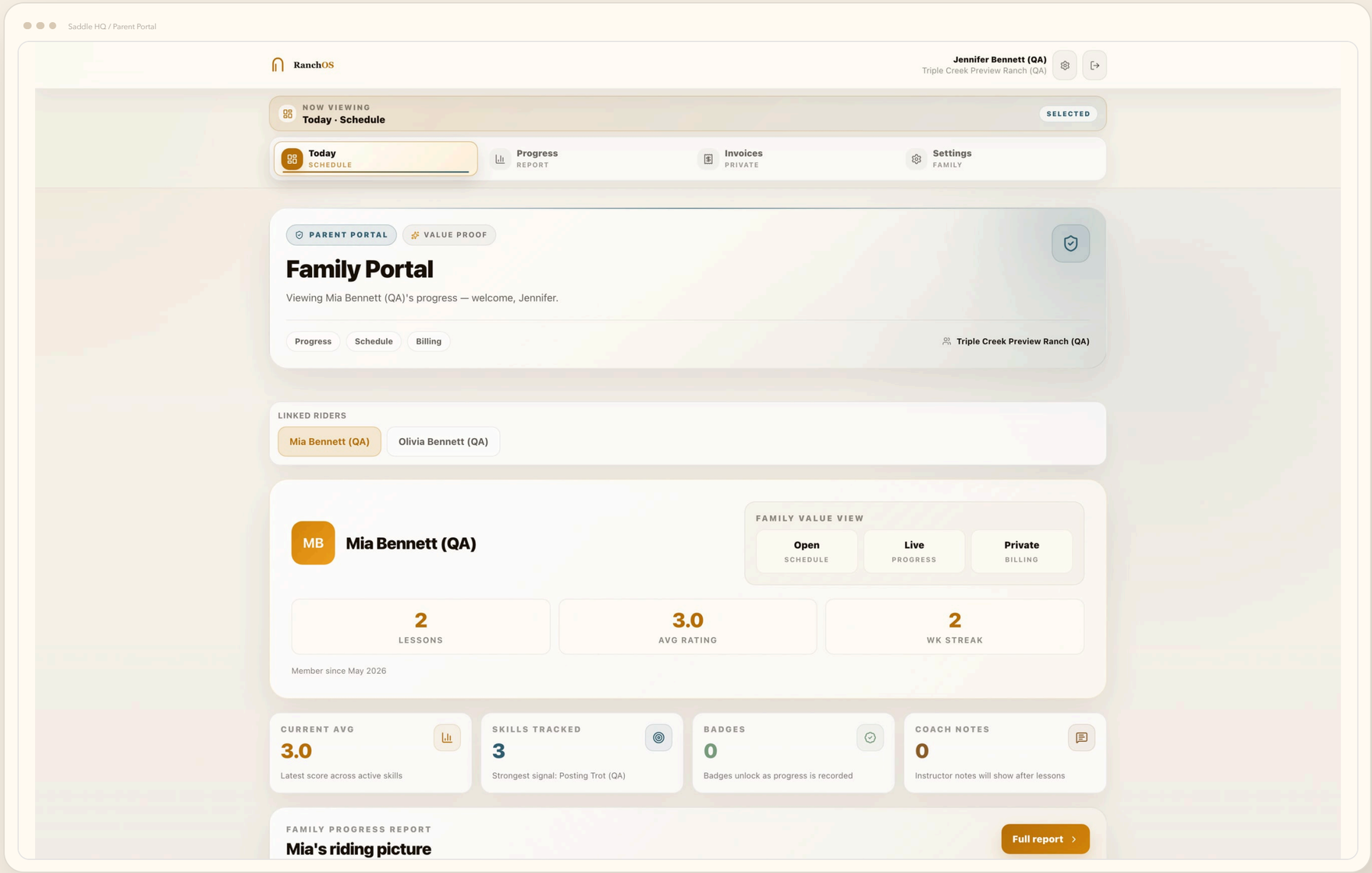


PARENT, RIDER, VOLUNTEER PORTALS / 06 OF 08

Portals: Parent Portal

The parent portal gives family-facing visibility into schedules, invoices, rider progress, consent-aware controls, and calendar actions.

Saddle HQ / Parent Portal / persona: parent / desktop evidence

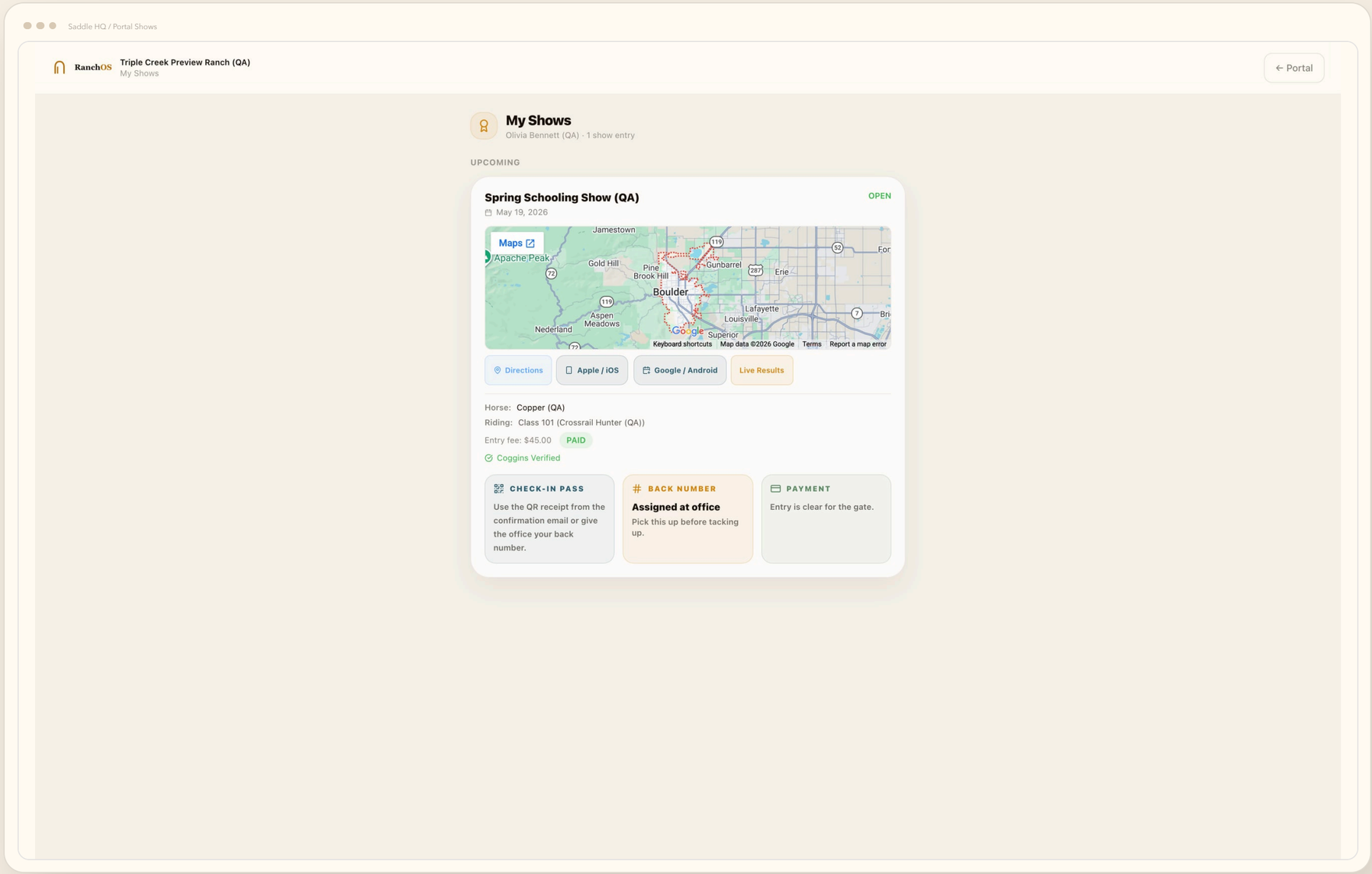


PARENT, RIDER, VOLUNTEER PORTALS / 07 OF 08

Portals: Portal Shows

Show portal screens bring registration, schedule, results, and day-of context into the rider/family experience.

Saddle HQ / Portal Shows / persona: rider / desktop evidence

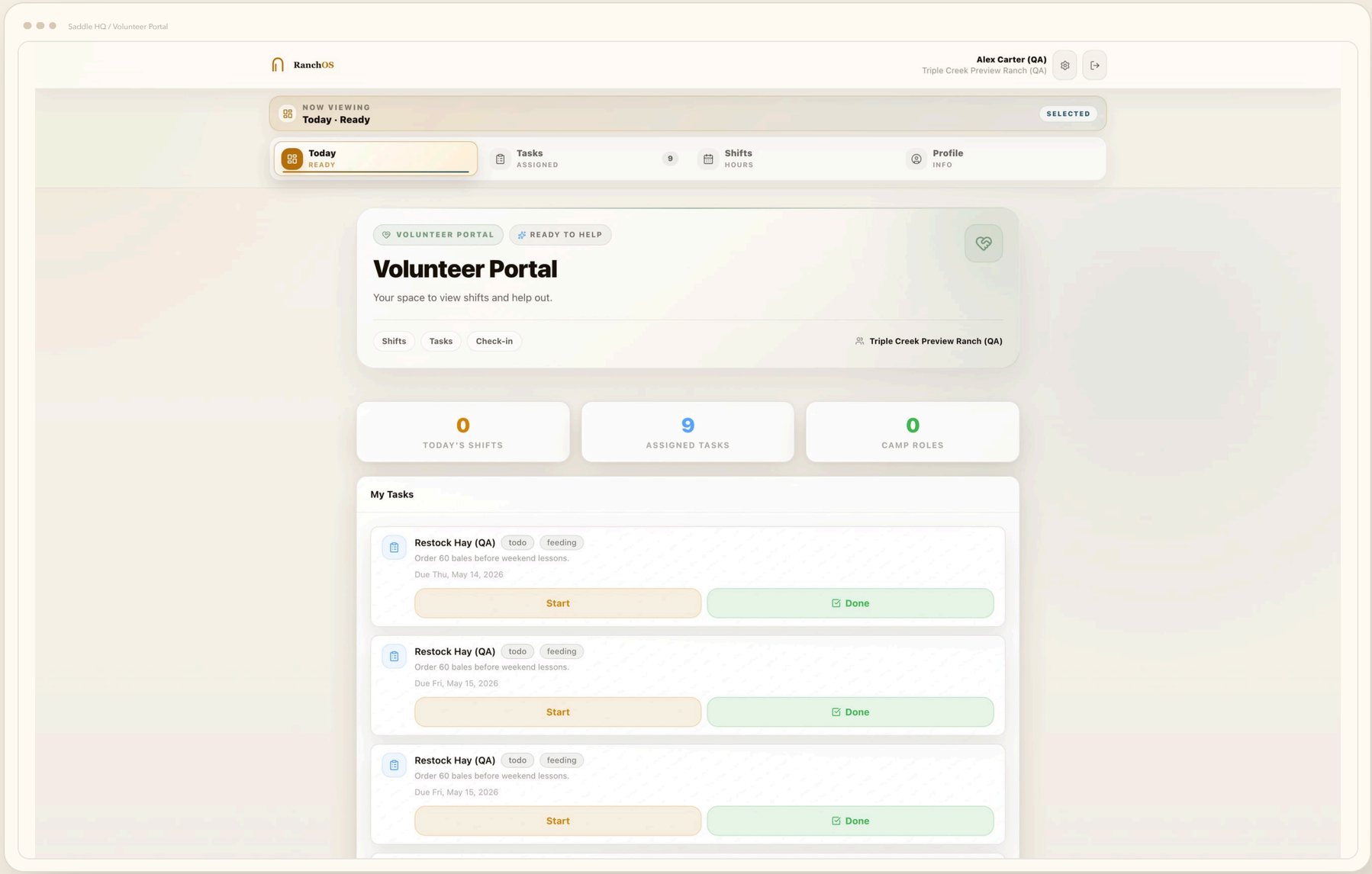


PARENT, RIDER, VOLUNTEER PORTALS / 08 OF 08

Portals: Volunteer Portal

The volunteer portal keeps shifts, tasks, camp assignments, check-in/out, and hours clear for volunteer users.

Saddle HQ / Volunteer Portal / persona: volunteer / desktop evidence



RANCH TRUTH

Ranch Operations

Feed, water, stalls, tack, tractors, vendors, documents, shifts, volunteers, camp logistics, and maintenance do not look glamorous, but they decide whether the ranch feels safe and under control.

WHY THIS MODULE MATTERS

The invisible work is what keeps the ranch alive.

Feed, water, stalls, tack, tractors, vendors, documents, shifts, volunteers, camp logistics, and maintenance do not look glamorous, but they decide whether the ranch feels safe and under control.

A ranch can have beautiful programs and still struggle if daily work is scattered. Tasks, workflows, inventory, equipment, documents, vendors, timekeeping, and kiosks need to connect so the team is not constantly rebuilding the same plan by hand.

Saddle HQ treats operations as a living mesh: recurring work, assigned tasks, check-ins, maintenance alerts, vendor contacts, camp attendance, and equipment status all contribute to a clearer picture of what the ranch needs today.

AS-IS RANCH FRICTION

- Tasks live on paper, texts, or memory, with weak handoff between people.
- Inventory and equipment problems are discovered late.
- Timekeeping, volunteer work, and camp check-ins can become separate admin burdens.

WHAT SADDLE HQ CHANGES

- Put the daily operating layer in one place with mobile-friendly check-in and task action.
- Tie assets, vendors, schedules, and alerts back to ranch-owned records.
- Support kiosks and public-safe displays without exposing private accounts.

01

Daily workflow control

Recurring work, assignments, and check-ins move from memory into a shared system.

02

Asset visibility

Equipment, inventory, stalls, facilities, and vendors become visible operating assets.

03

Shift and time clarity

Staff, instructors, admins, and volunteers get clear shift and time expectations.

04

Operational continuity

Work can continue smoothly when people change, roles overlap, or the day gets busy.

11 OPERATIONS SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Ranch Operations is not one feature. It is an operating lane.

Operations is the working layer for daily ranch execution: tasks, assets, shifts, vendors, check-ins, documents, camps, and volunteers.

The point is not to create more admin work. The point is to make the ranch day visible, assignable, and repeatable without relying on memory.

01
Tasks
Assigns barn, horse, facility, camp, equipment, and administrative work with status, owners, due dates, and visibility.

02
Public-safe task display
Supports operating monitors and task boards without exposing private user accounts or sensitive data.

03
Timekeeping
Captures shifts, check-in/out, weekly timesheets, categories, and export-ready payroll support.

04
Workflows
Defines repeatable daily or weekly operating sequences such as feeding, watering, turnout, stall care, medication checks, and maintenance.

05
Kiosk
Creates secured check-in and public display lanes for riders, campers, volunteers, staff, and show activity.

06
Inventory
Tracks feed, supplies, reorder thresholds, stale counts, vendor relationships, and low-stock analytics.

07
Equipment
Manages tack, tractors, tools, grouped assets, service state, maintenance schedules, and out-of-service visibility.

08
Vendor directory
Stores vets, farriers, feed suppliers, tack shops, repair contacts, event vendors, and emergency/service references.

09
Documents
Keeps SOPs, policies, training materials, waivers, ranch documents, and controlled records close to the work.

10
Camps
Coordinates camp schedule, activities, campers, parent preparation, check-in/out, payments, and communication timing.

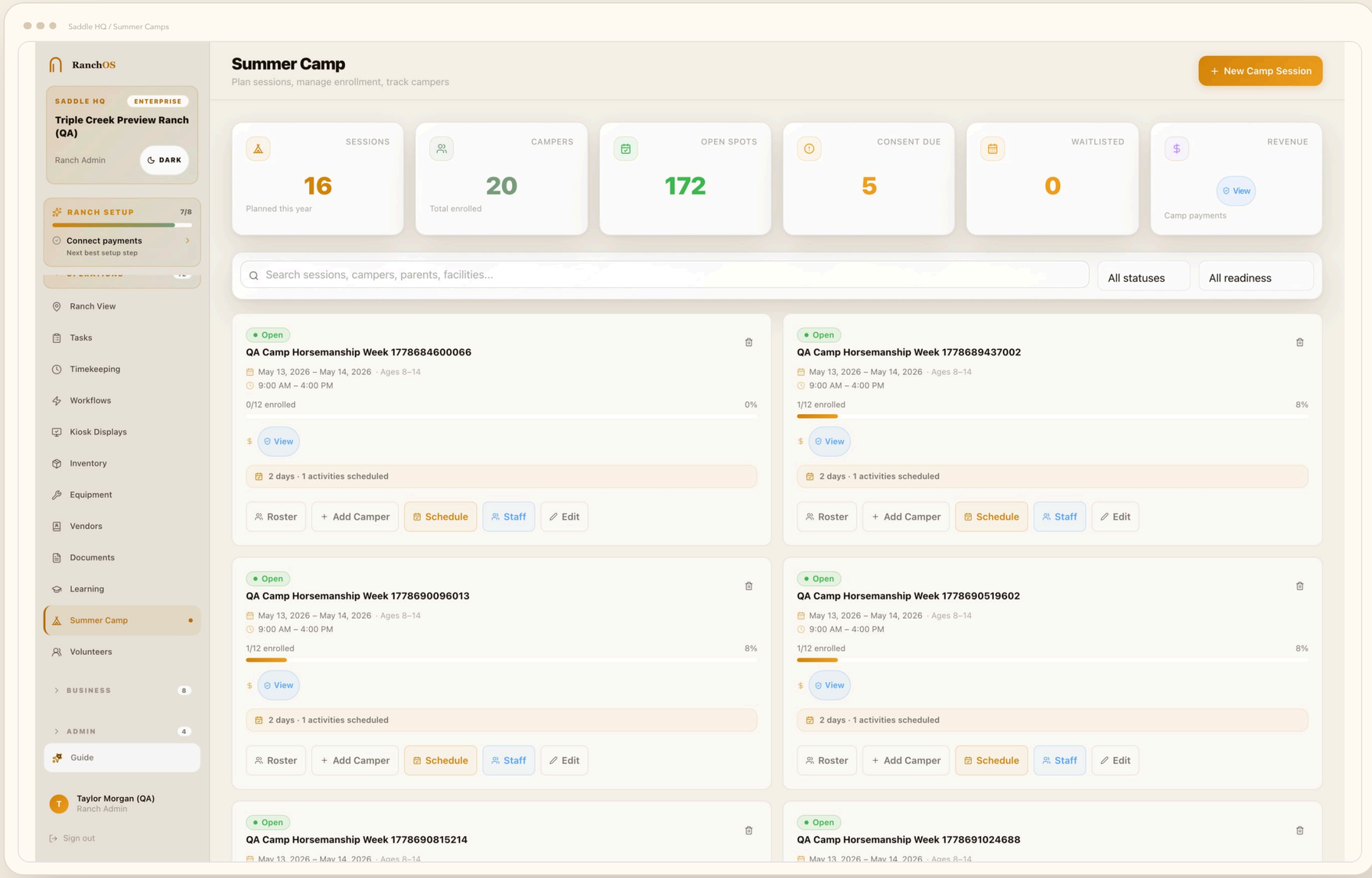
11
Volunteers
Schedules volunteer shifts, assigns people, supports check-in/out, and connects volunteer work back to tasks and camps.

RANCH OPERATIONS / 01 OF 11

Operations: Summer Camps

Camp management coordinates sessions, campers, activities, parent prep, schedules, check-in/out, payments, and camp communications.

Saddle HQ / Summer Camps / persona: admin / desktop evidence

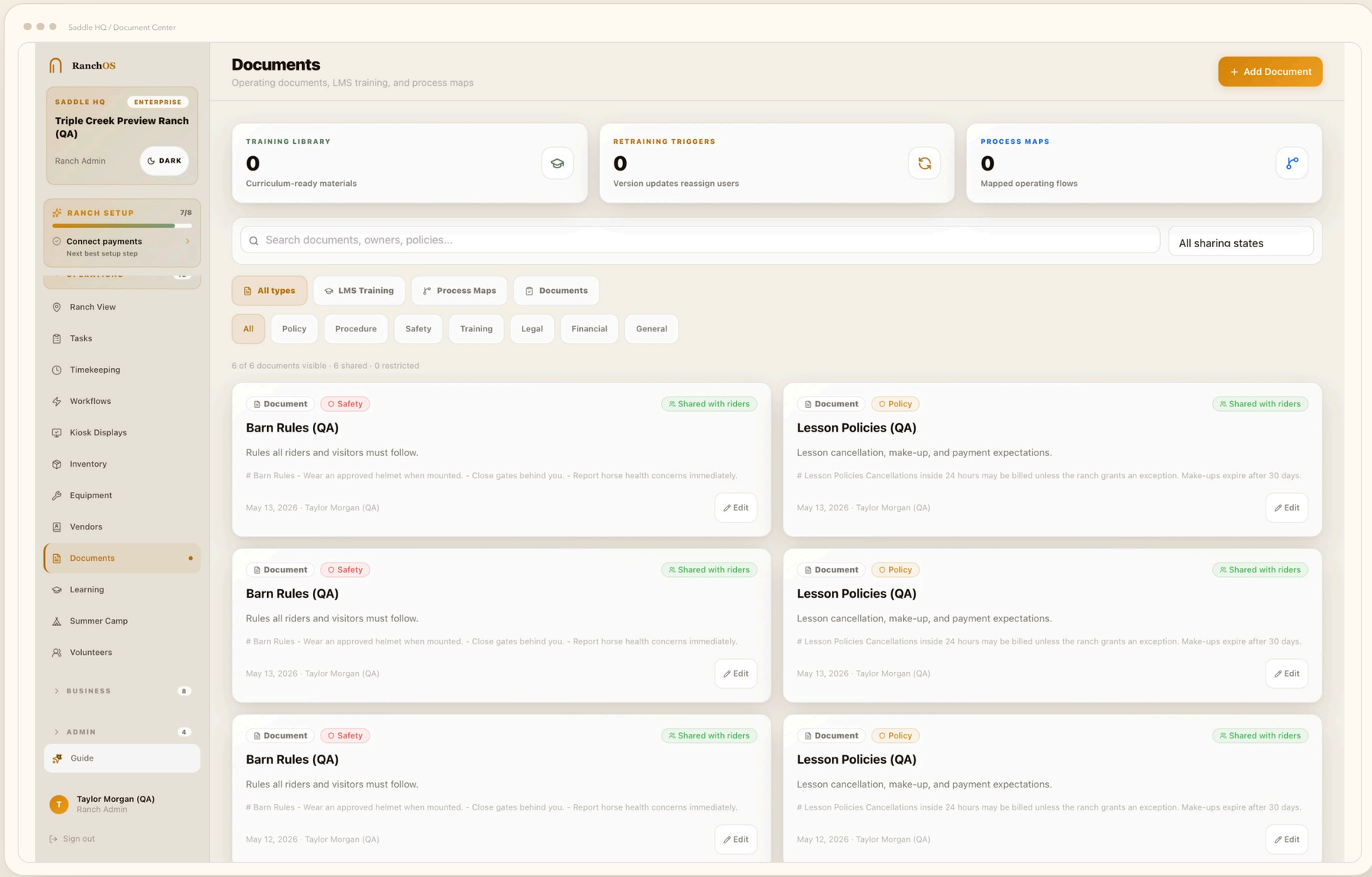


RANCH OPERATIONS / 02 OF 11

Operations: Document Center

Documents hold SOPs, policies, training content, waivers, records, and ranch-owned operating materials connected to real work.

Saddle HQ / Document Center / persona: admin / desktop evidence

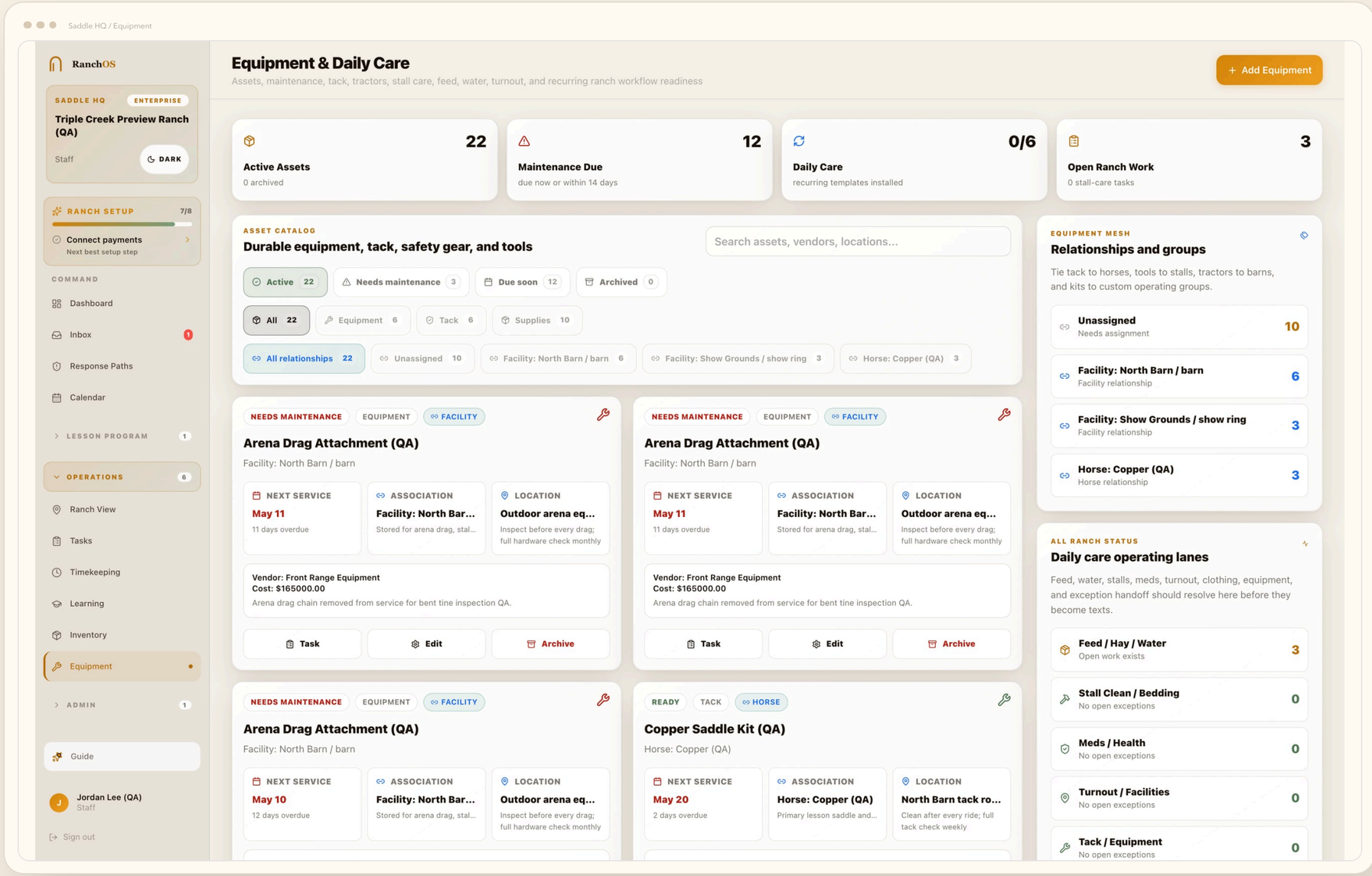


RANCH OPERATIONS / 03 OF 11

Operations: Equipment

Equipment manages tack, tractors, tools, service status, maintenance schedules, asset grouping, and out-of-service visibility.

Saddle HQ / Equipment / persona: staff / desktop evidence

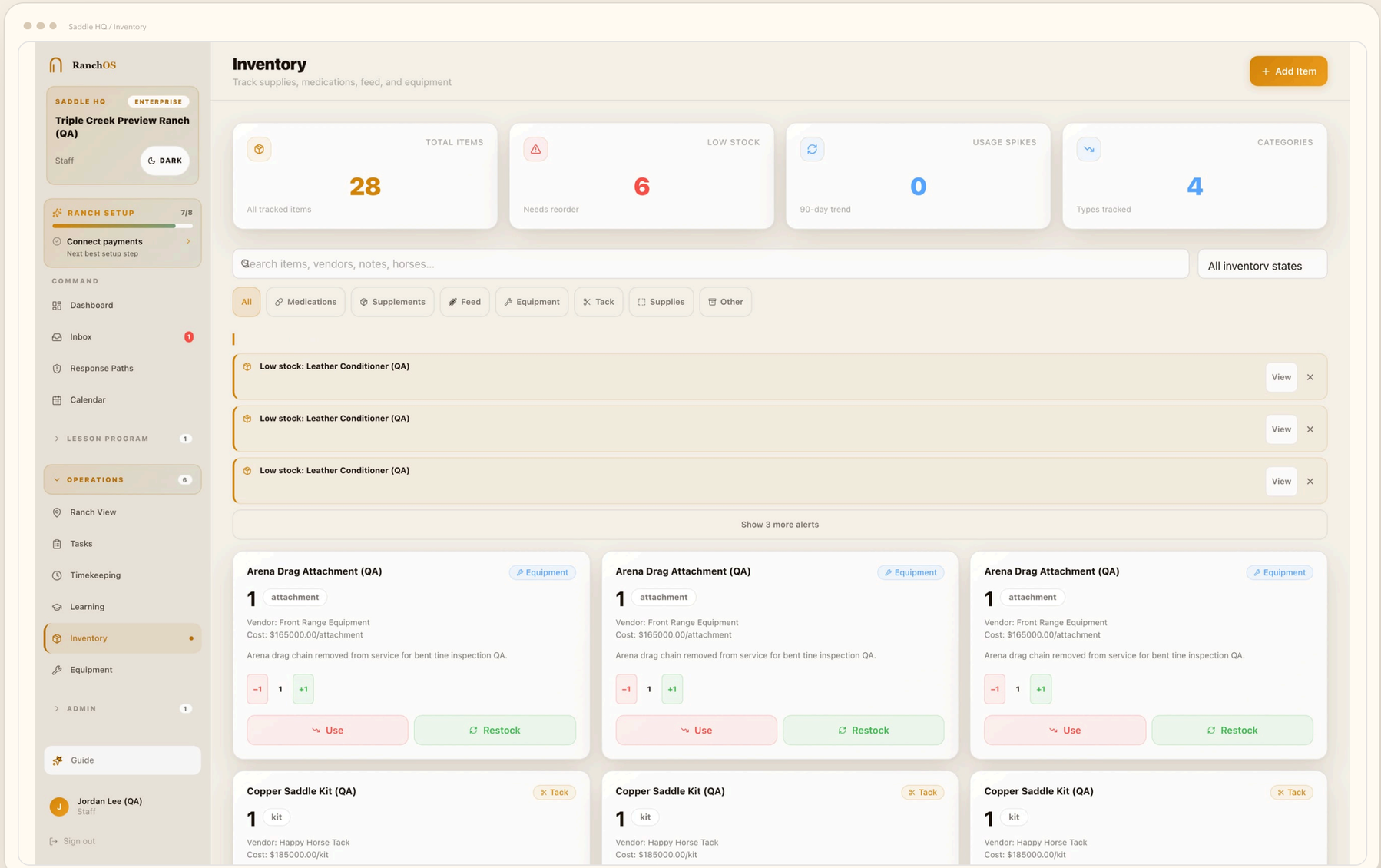


RANCH OPERATIONS / 04 OF 11

Operations: Inventory

Inventory tracks feed, supplies, stock thresholds, stale updates, reorder points, vendors, and low-stock warning signals.

Saddle HQ / Inventory / persona: staff / desktop evidence

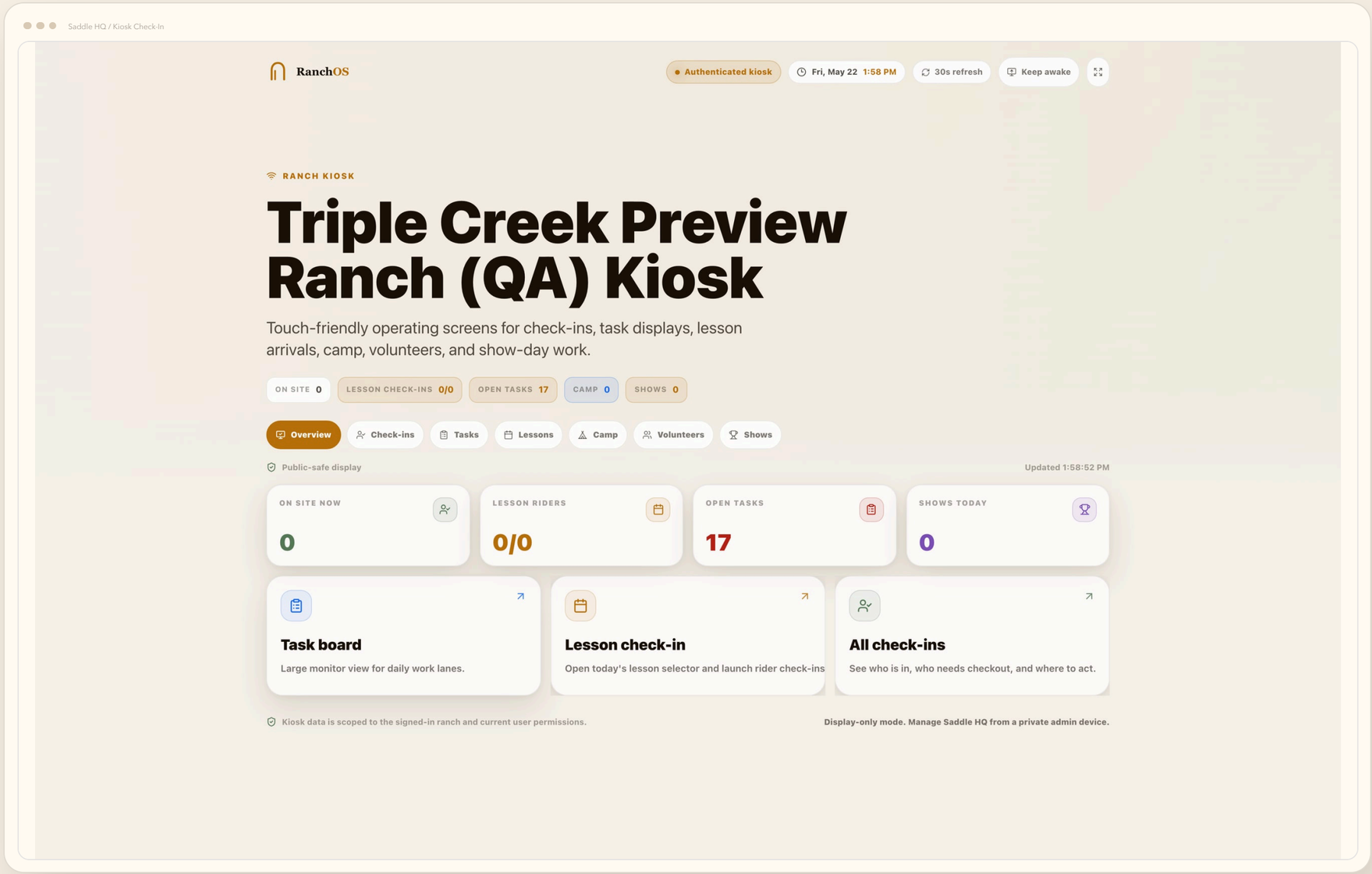


RANCH OPERATIONS / 05 OF 11

Operations: Kiosk Check-In

Kiosk screens create simple check-in lanes for riders, campers, volunteers, staff, and day-of operations without exposing private accounts.

Saddle HQ / Kiosk Check-In / persona: admin / desktop evidence

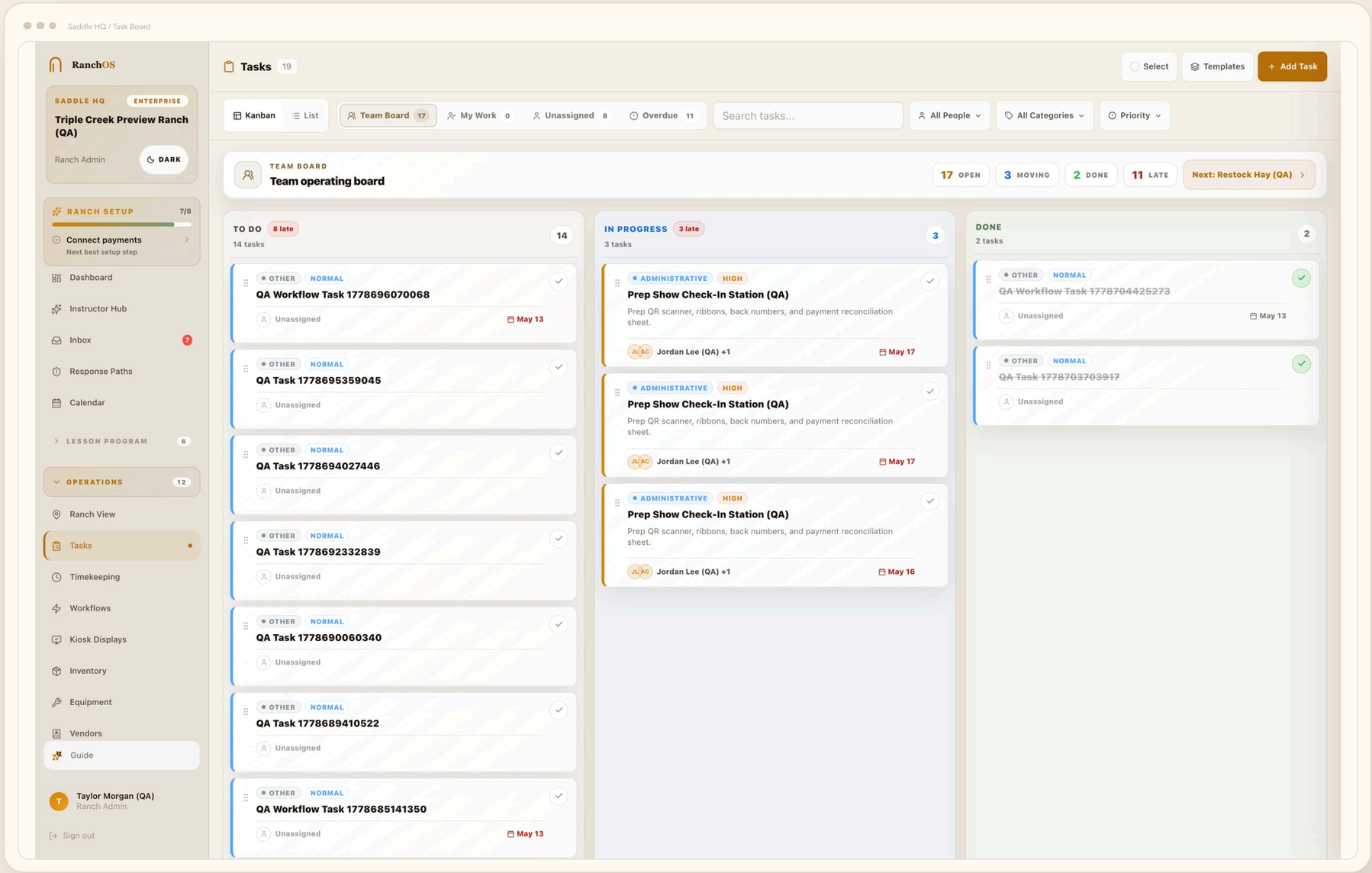


RANCH OPERATIONS / 06 OF 11

Operations: Task Board

Tasks turn ranch work into assignable cards with due dates, owners, status, categories, and operational accountability.

Saddle HQ / Task Board / persona: admin / desktop evidence

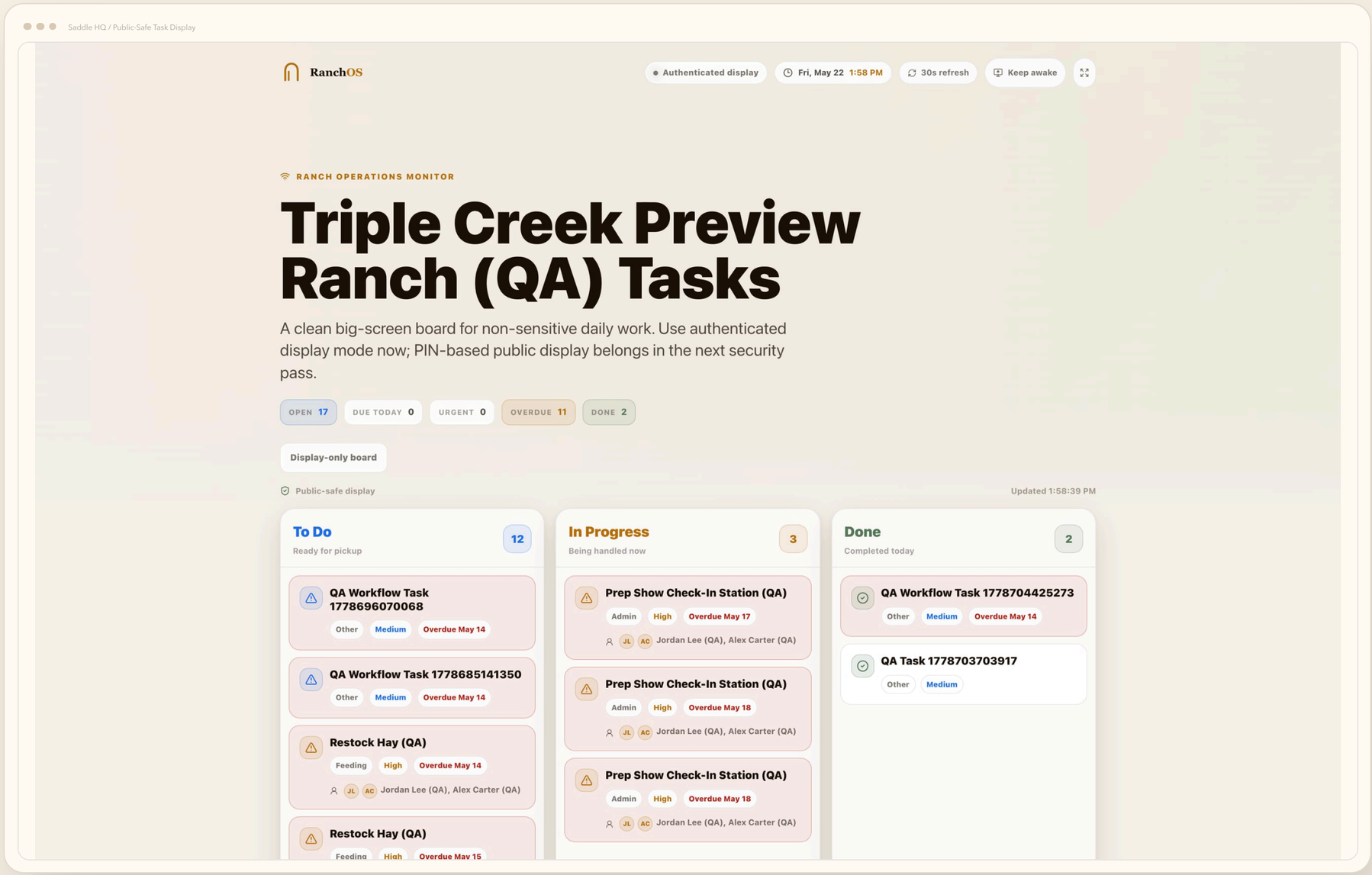


RANCH OPERATIONS / 07 OF 11

Operations: Public-Safe Task Display

The display board supports barn monitors and shared operating screens while keeping private account navigation out of public view.

Saddle HQ / Public-Safe Task Display / persona: admin / desktop evidence

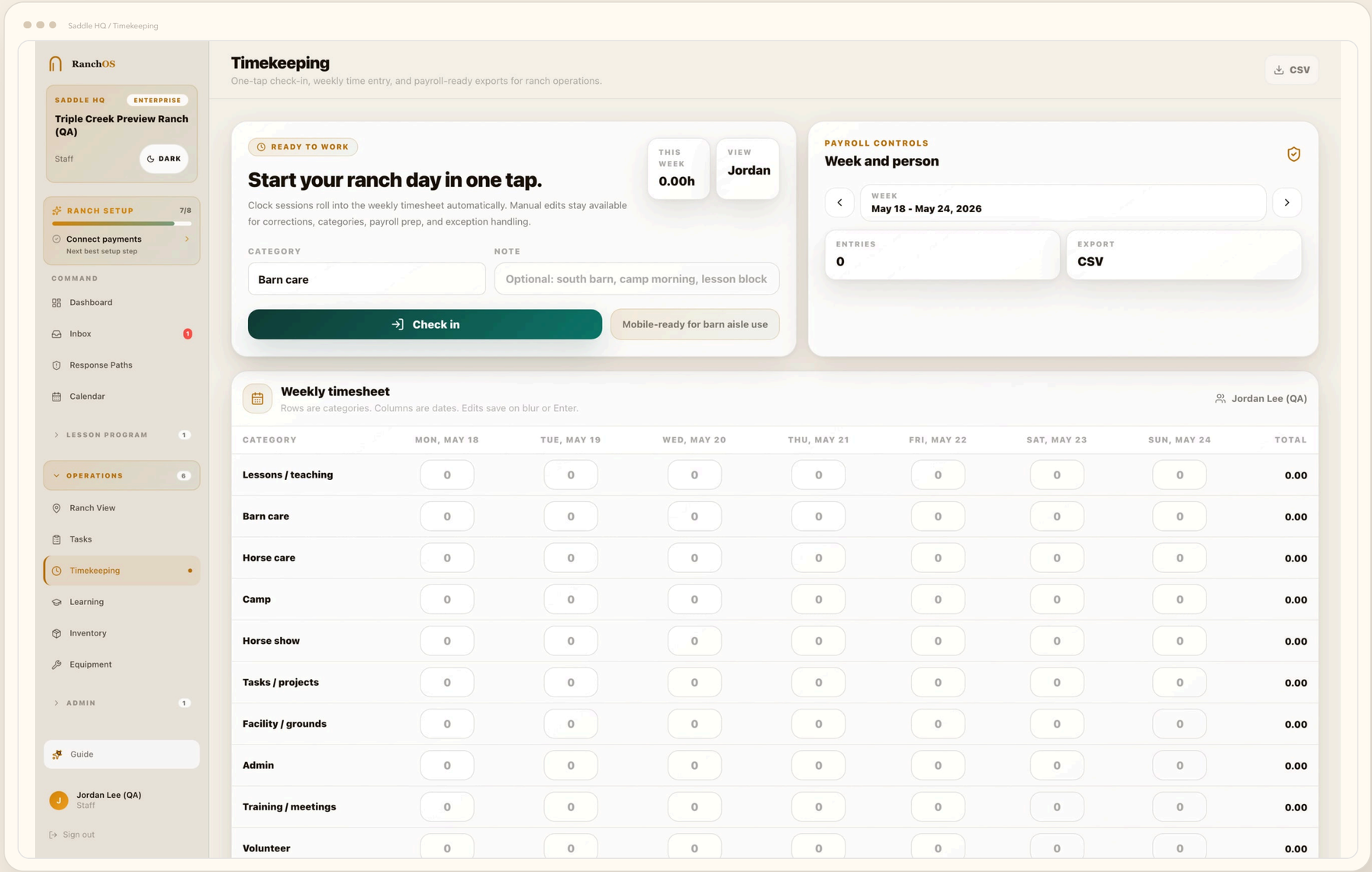


RANCH OPERATIONS / 08 OF 11

Operations: Timekeeping

Timekeeping supports check-in/out, weekly entries, shift categories, exports, and payroll-ready evidence for admins and staff.

Saddle HQ / Timekeeping / persona: staff / desktop evidence

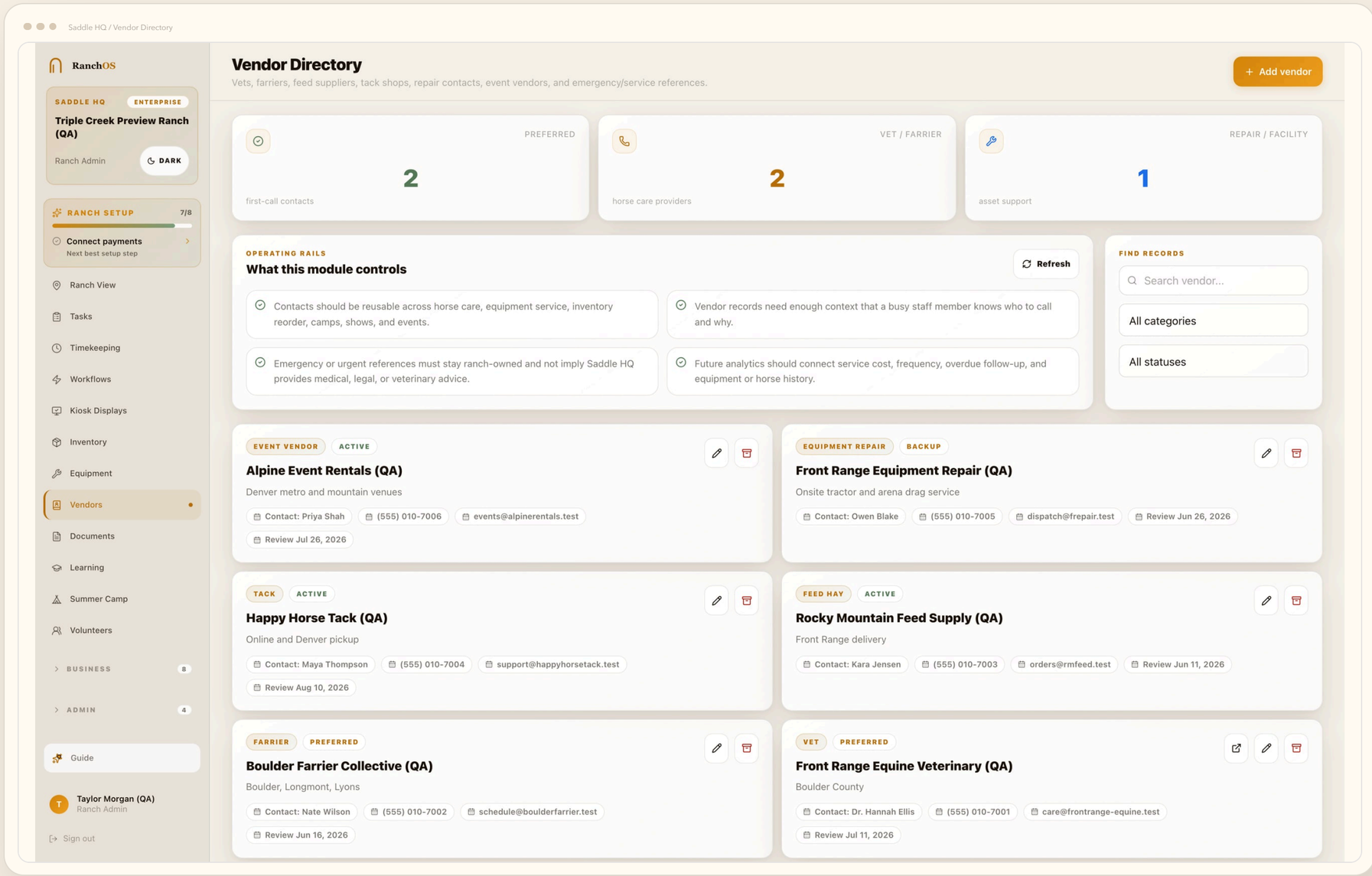


RANCH OPERATIONS / 09 OF 11

Operations: Vendor Directory

The vendor directory keeps vets, farriers, suppliers, repair contacts, event vendors, and emergency service references close to the operating record.

Saddle HQ / Vendor Directory / persona: admin / desktop evidence

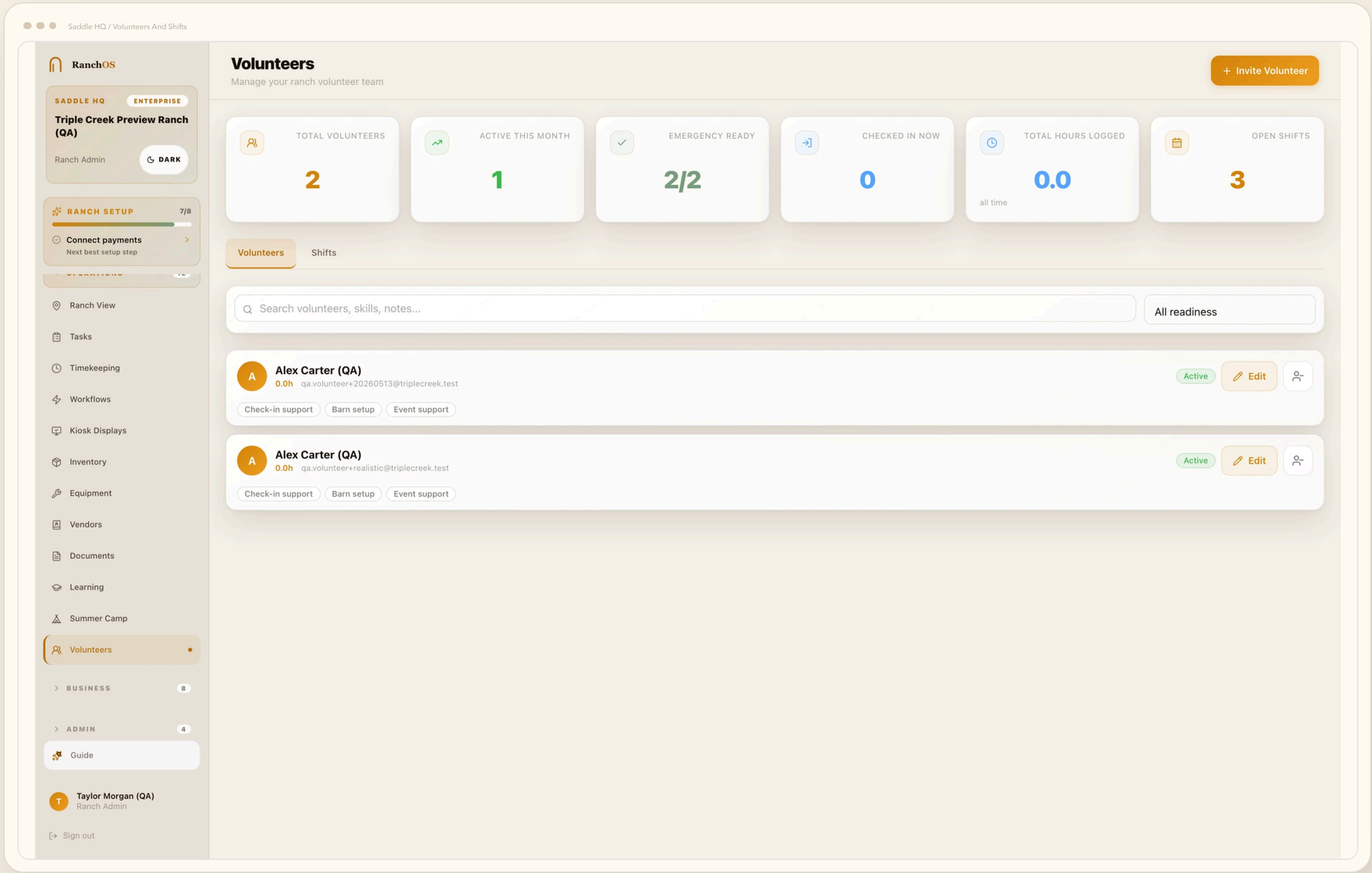


RANCH OPERATIONS / 10 OF 11

Operations: Volunteers And Shifts

Volunteer tools manage shifts, assignments, check-in/out, camp support, task involvement, and role overlap with staff or riders.

Saddle HQ / Volunteers And Shifts / persona: admin / desktop evidence

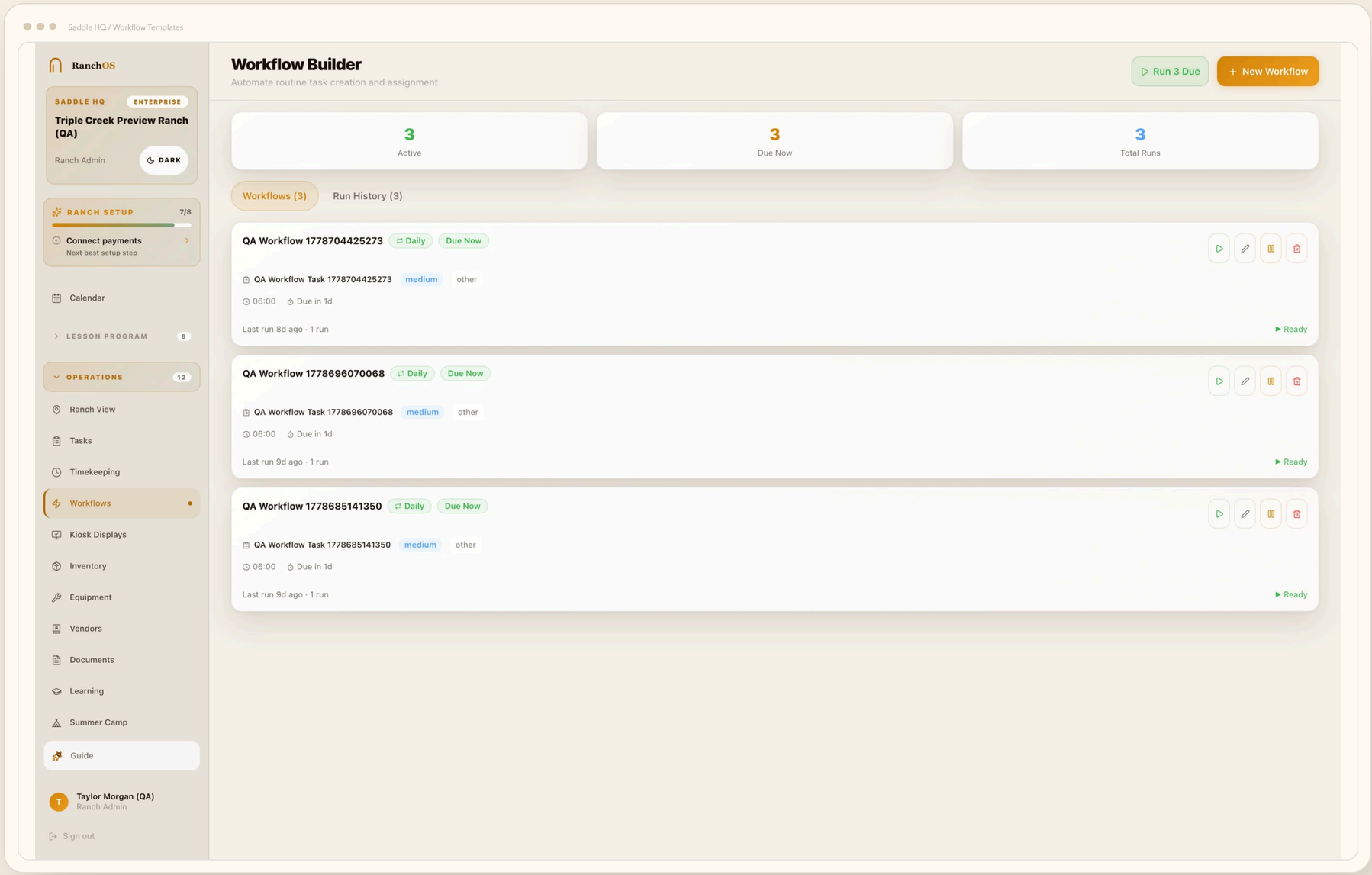


RANCH OPERATIONS / 11 OF 11

Operations: Workflow Templates

Workflow templates define repeatable care, feeding, cleaning, maintenance, and operational sequences with assignments and guardrails.

Saddle HQ / Workflow Templates / persona: admin / desktop evidence



RANCH TRUTH

Business, Billing, Analytics

Billing in a ranch is messy by nature: lessons, packages, camps, leases, manual payments, refunds, makeups, store items, deposits, and exceptions all collide.

WHY THIS MODULE MATTERS

If the money and evidence do not reconcile, trust erodes.

Billing in a ranch is messy by nature: lessons, packages, camps, leases, manual payments, refunds, makeups, store items, deposits, and exceptions all collide.

Saddle HQ has to respect how people actually pay while still helping the ranch keep clean records. Stripe, manual mark-paid flows, invoices, billing visibility, subscription controls, audit logs, and analytics need to work together instead of creating parallel systems.

Analytics should not be decoration. The goal is actionable insight: low inventory risk, equipment out of service, lesson completion trends, rider progress, billing aging, utilization, staff coverage, show revenue, camp capacity, and operational bottlenecks.

AS-IS RANCH FRICTION

- Payments happen through too many methods with weak connection to the service delivered.
- Owners see financial outcomes late instead of seeing operational causes early.
- Analytics can become pretty charts with no decision value.

WHAT SADDLE HQ CHANGES

- Track invoices, payments, manual confirmations, subscriptions, storefront items, and exceptions in the same operating layer.
- Make analytics role-aware, practical, and tied to action.
- Use audit trails and reports to support accountability without overwhelming the ranch.

01

Billing integrity

Charges, packages, manual payments, Stripe paths, and exceptions stay connected.

02

Actionable analytics

Insights are tied to decisions owners actually need to make.

03

Revenue visibility

Revenue, utilization, capacity, and operational risk become visible earlier.

04

Audit-ready records

Financial and operational changes can be traced instead of reconstructed later.

6 BUSINESS SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Business, Billing, Analytics is not one feature. It is an operating lane.

The business lane reconciles payments, subscriptions, revenue activity, analytics, audit trails, storefronts, events, and enterprise work.

These screens only matter when they help owners make better decisions and keep money, evidence, and operations tied together.

01

Analytics

Converts lessons, billing, operations, inventory, equipment, riders, horses, shows, camps, and time into actionable signals.

02

Billing and invoices

Connects charges, manual payments, Stripe paths, receipts, invoice status, and parent/rider portals.

03

Storefront

Supports ranch-managed items, packages, add-ons, manual sales, and Stripe-ready product setup.

04

Events and venue rentals

Covers weddings, clinics, arena rentals, retreats, deposits, run sheets, and venue revenue tracking.

05

Projects

Tracks enterprise ranch projects, budgets, assignments, risks, process maps, quality status, and resource health.

06

Audit trail

Turns raw audit activity into accountability, change history, and operational review evidence.

07

Horse show business layer

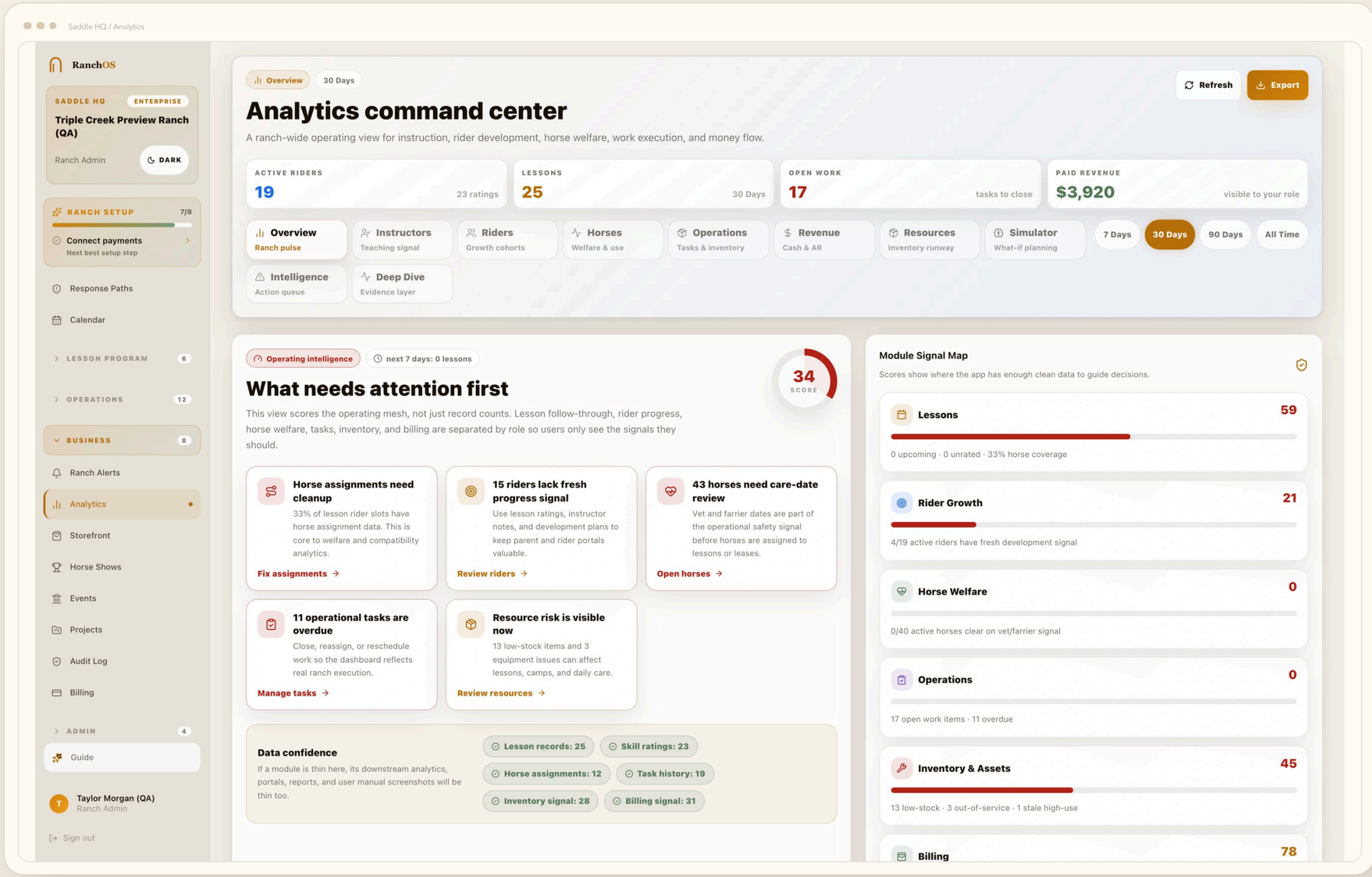
Connects show setup, entries, payments, results, awards, and reporting back to revenue and client value.

BUSINESS, BILLING, ANALYTICS / 01 OF 06

Business: Analytics

Analytics convert operating data into action: billing, lesson trends, inventory risk, equipment status, rider progress, shows, camps, and utilization.

Saddle HQ / Analytics / persona: admin / desktop evidence

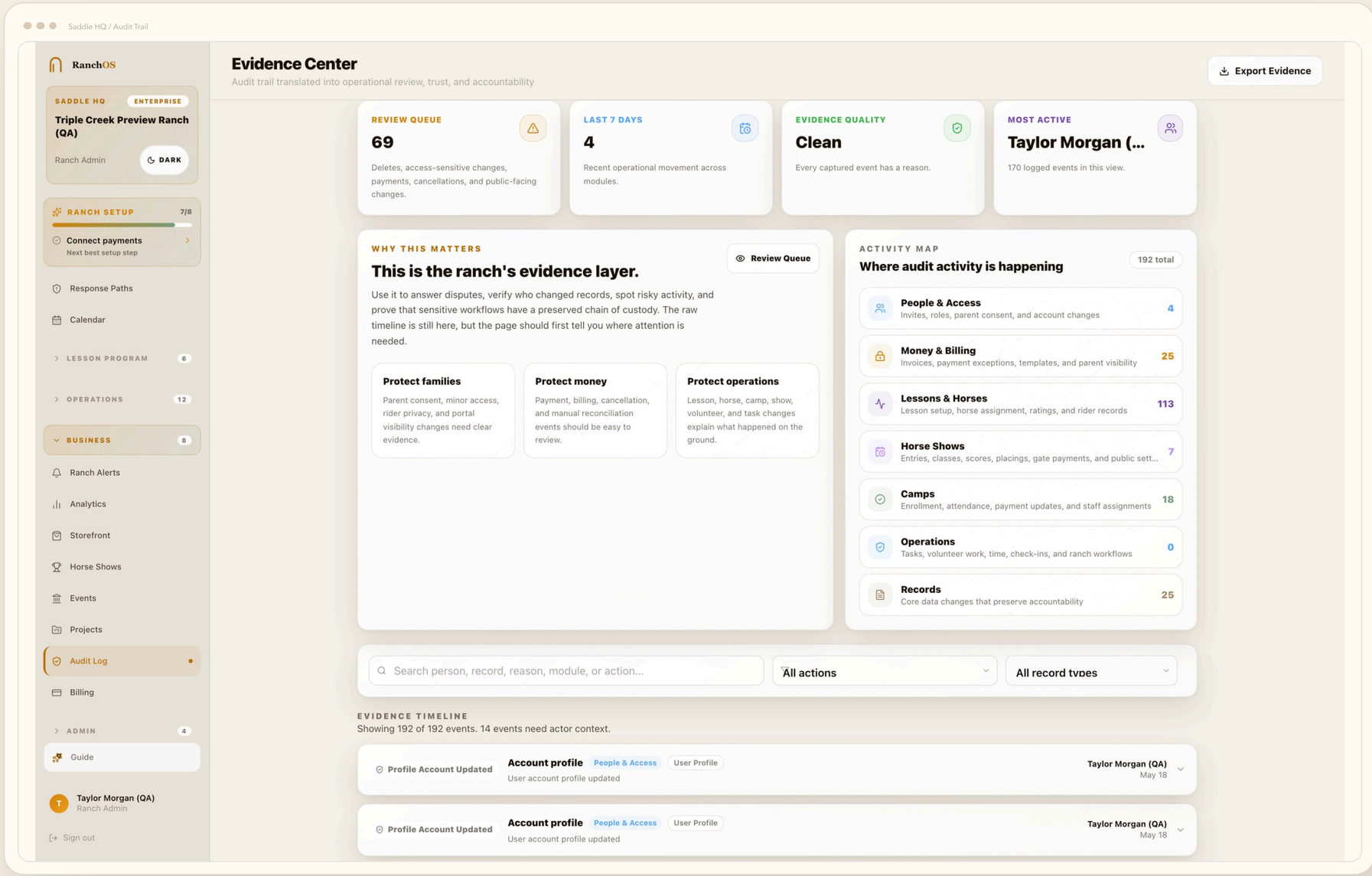


BUSINESS, BILLING, ANALYTICS / 02 OF 06

Business: Audit Trail

Audit trail views make changes reviewable so admins can understand what changed, who changed it, and why it matters.

Saddle HQ / Audit Trail / persona: admin / desktop evidence

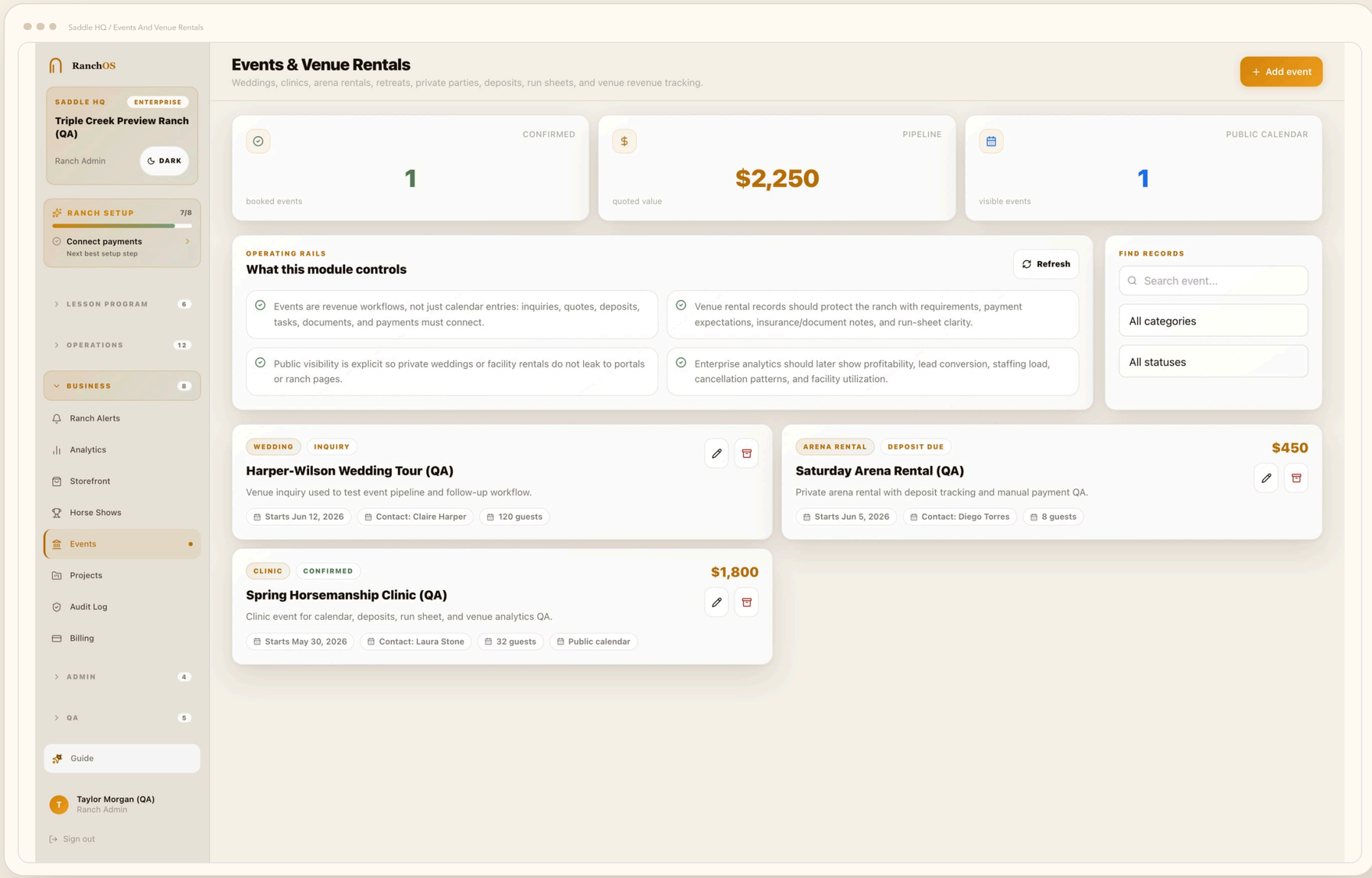


BUSINESS, BILLING, ANALYTICS / 03 OF 06

Business: Events And Venue Rentals

Events cover weddings, clinics, arena rentals, retreats, deposits, run sheets, vendor coordination, and venue revenue tracking.

Saddle HQ / Events And Venue Rentals / persona: admin / desktop evidence

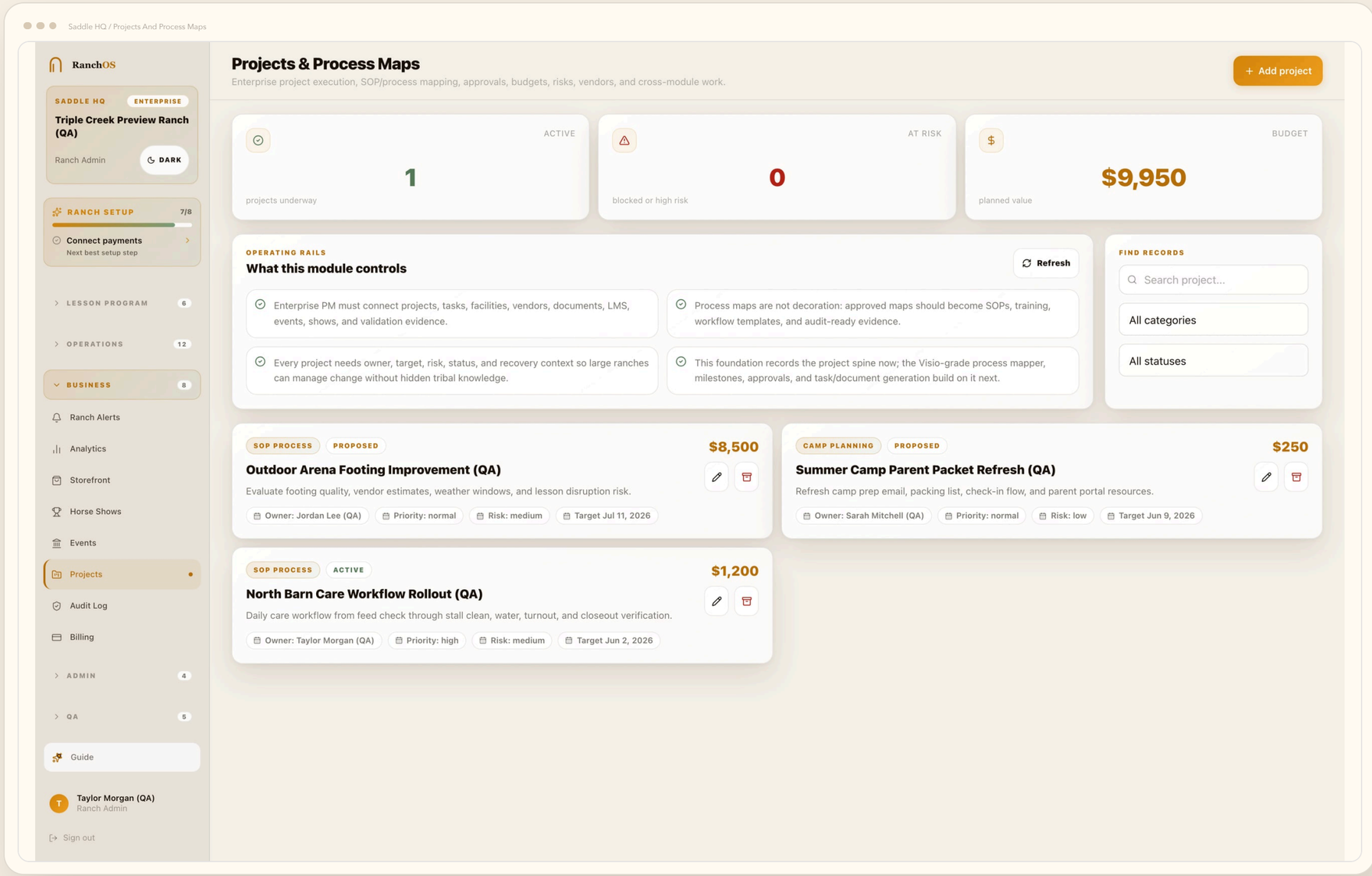


BUSINESS, BILLING, ANALYTICS / 04 OF 06

Business: Projects And Process Maps

Projects support enterprise execution with assignments, budgets, resource status, quality health, risks, vendors, and process mapping.

Saddle HQ / Projects And Process Maps / persona: admin / desktop evidence

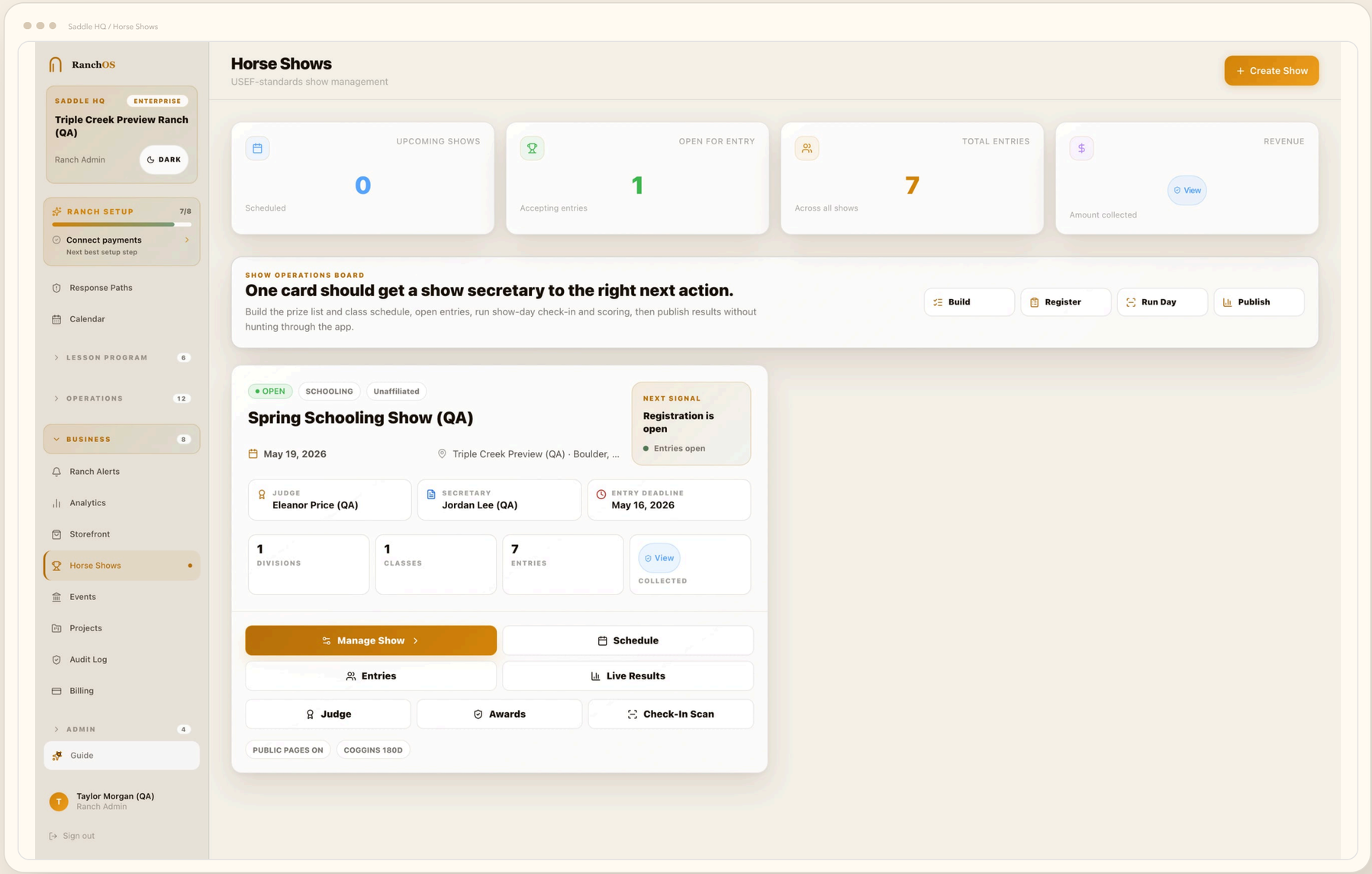


BUSINESS, BILLING, ANALYTICS / 05 OF 06

Business: Horse Shows

The show module manages setup, entries, day-of controls, judges, QR and back-number check-in, payment status, scoring, awards, reports, and public results.

Saddle HQ / Horse Shows / persona: admin / desktop evidence

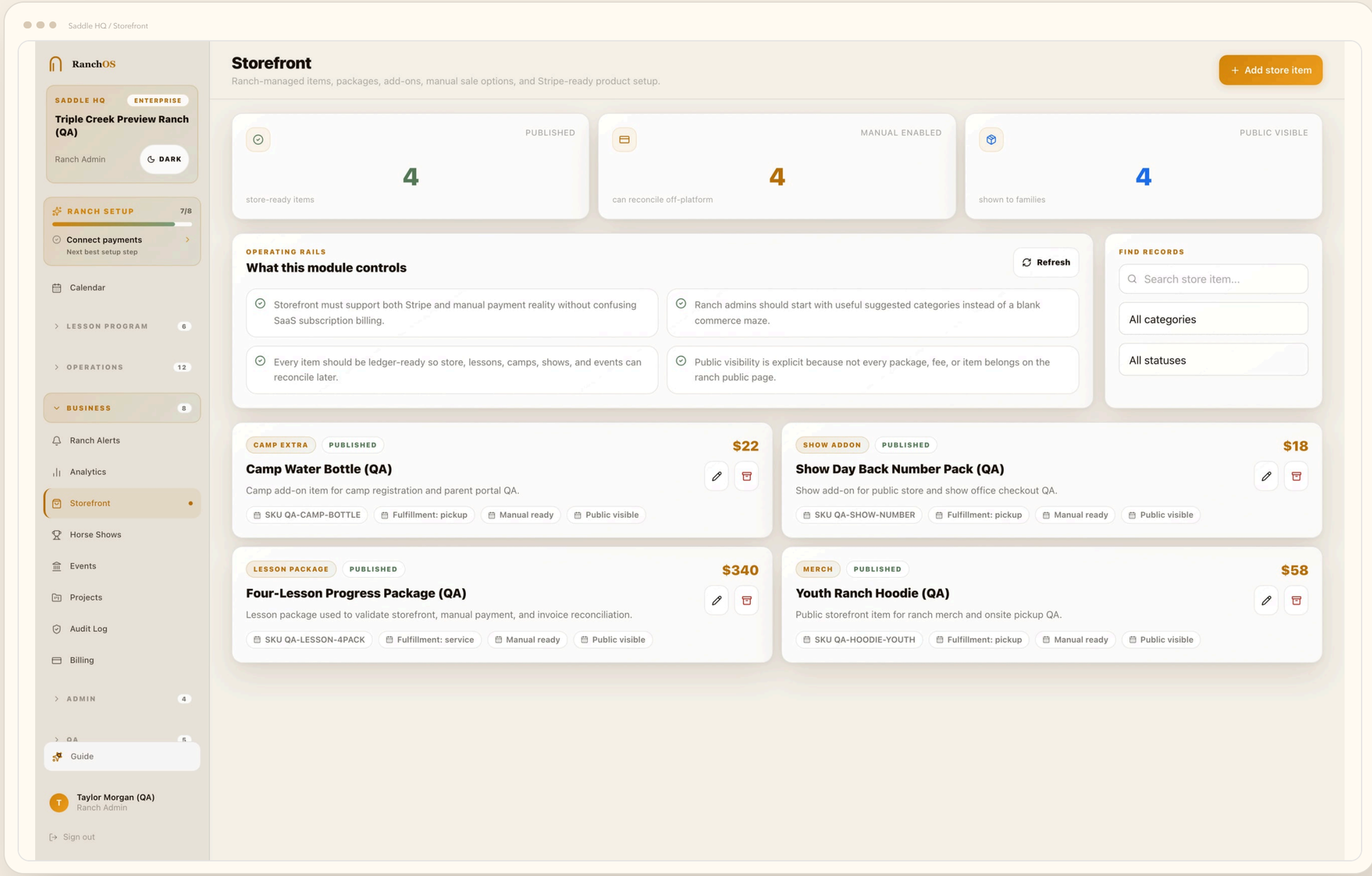


BUSINESS, BILLING, ANALYTICS / 06 OF 06

Business: Storefront

The storefront supports ranch-managed products, packages, add-ons, manual sale paths, and Stripe-ready product setup.

Saddle HQ / Storefront / persona: admin / desktop evidence



RANCH TRUTH

Horse Shows

The horse show module has to be easy enough for old-school paper users and strong enough to support real show-day structure.

WHY THIS MODULE MATTERS

Show day is where paper habits meet public pressure.

The horse show module has to be easy enough for old-school paper users and strong enough to support real show-day structure.

A schooling show can look informal until the morning starts: riders check in, parents ask about classes, payments need confirmation, Coggins risk has to be watched, QR or back-number lookup has to move quickly, judges need a clean scoring lane, and public results should update without chaos.

Saddle HQ should help the show office, judges, volunteers, staff, parents, and riders each see what belongs to them. The system should guide the day rather than forcing users to understand software under pressure.

AS-IS RANCH FRICTION

- Show details are spread across entry forms, emails, texts, paper class lists, and office conversations.
- Check-in volunteers may need limited payment and registration functions without full admin access.
- Parents who cannot attend still want live schedule and results visibility.

WHAT SADDLE HQ CHANGES

- Connect show setup, registration, class structure, payment status, QR receipts, back-number check-in, scoring, awards, and public results.
- Create role-specific lanes for show office, judges, volunteers, and public displays.
- Support future USEF-aligned rigor while remaining usable for smaller schooling shows.

01

Day-of control

The show office sees the practical lane for back numbers, payment, and check-in.

02

Judge-friendly scoring

Judges get a guided scoring surface designed for pressure and clarity.

03

Public results

Parents and riders can follow schedule changes and results through public-safe views.

04

Safer limited access

Limited-access helpers can do their job without receiving broad admin access.

9 HORSE SHOWS SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Horse Shows is not one feature. It is an operating lane.

Horse shows need a day-of system that supports structure without intimidating the paper-first users who often run the ring.

The cards below state the practical job each module has before the brochure moves into product evidence.

01

Show management

Builds the show structure, classes, entries, office setup, day-of lanes, and management actions.

02

Check-in and back numbers

Lets show office or limited-access helpers scan a QR receipt or type a back number, confirm payment, review waiver/Coggins context, and tell the rider what they need next.

03

Judge deck

Provides a guided, pressure-friendly surface for class selection, large scoring controls, placings, comments, and completion during show-day pressure.

04

Scoring

Keeps scored entries moving from judge action into show office review, awards, and results.

05

Awards

Supports champion and reserve champion decisions, ribbons, placements, and class/division outcomes.

06

Reports

Summarizes entries, show status, payments, results, and operational evidence after the event.

07

Public schedule

Gives riders and parents public-safe timing, class order, arena context, and changes.

08

Registration and results

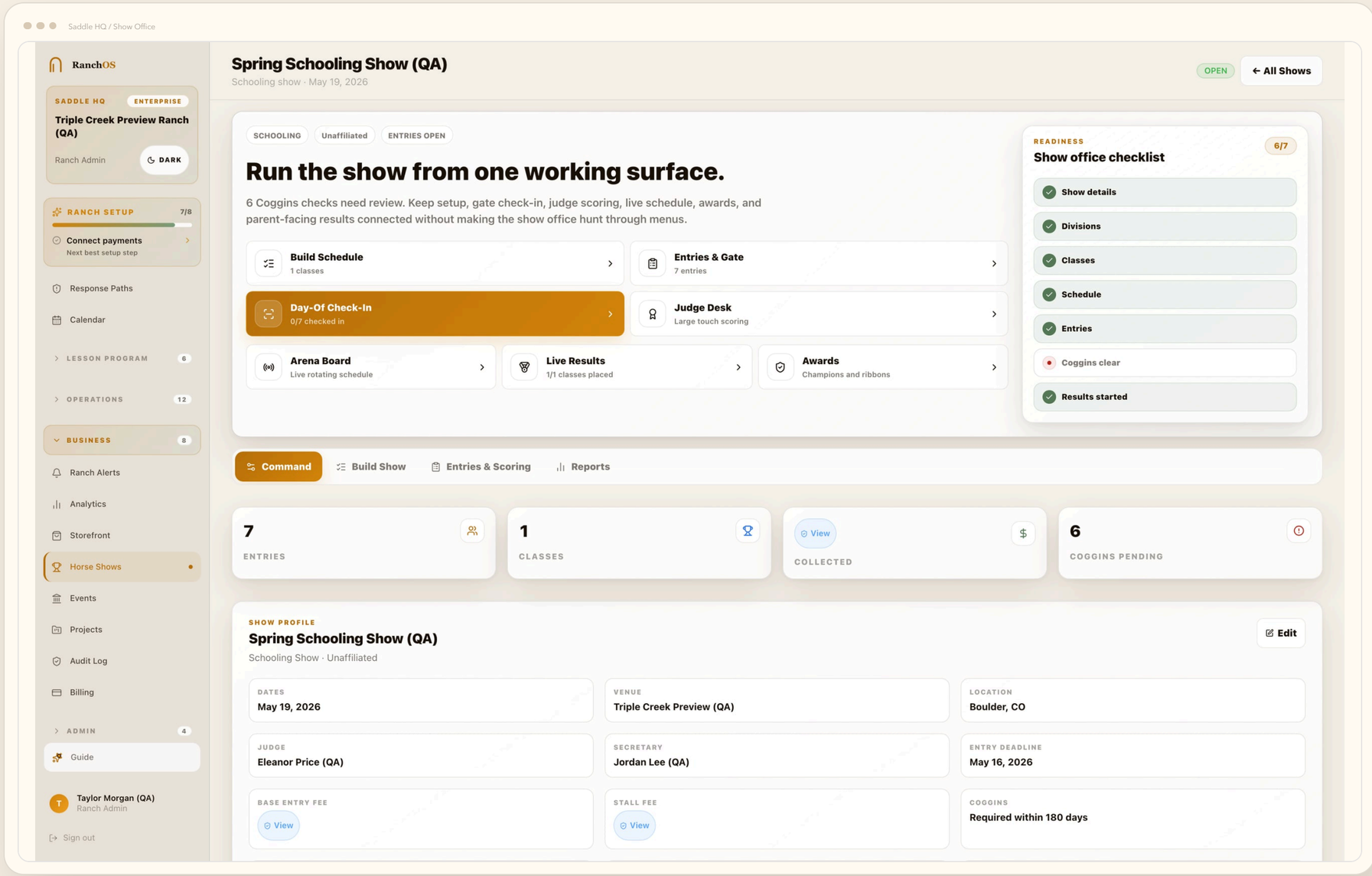
Supports public registration, show receipts, and live result visibility for families who cannot attend.

HORSE SHOWS / 01 OF 09

Horse Shows: Show Office

The show office keeps registration, unpaid entries, back numbers, class structure, status, and day-of management in one lane.

Saddle HQ / Show Office / persona: admin / desktop evidence

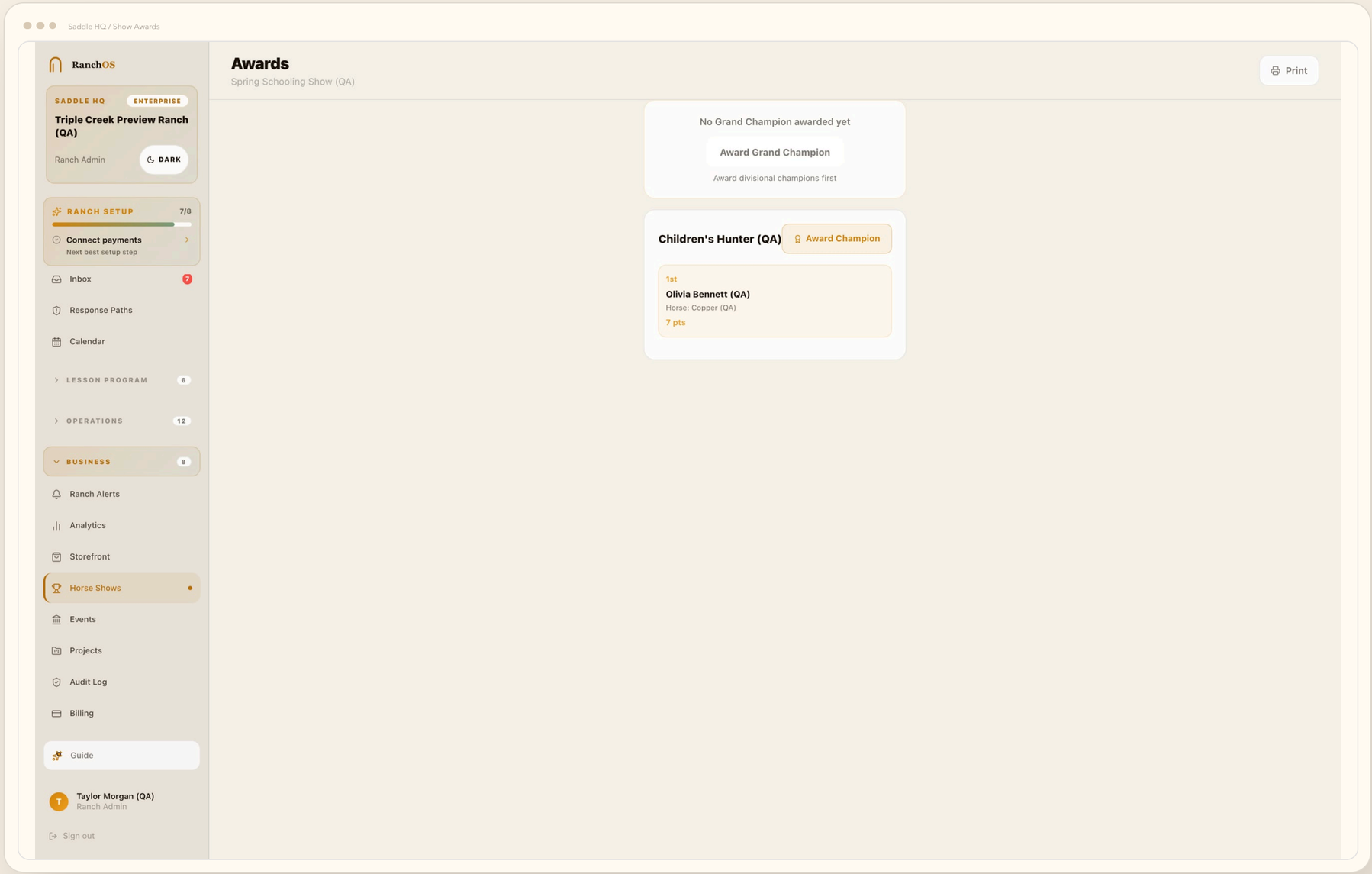


HORSE SHOWS / 02 OF 09

Horse Shows: Show Awards

Awards screens support placements, champion/reserve champion work, ribbons, and result finalization.

Saddle HQ / Show Awards / persona: admin / desktop evidence

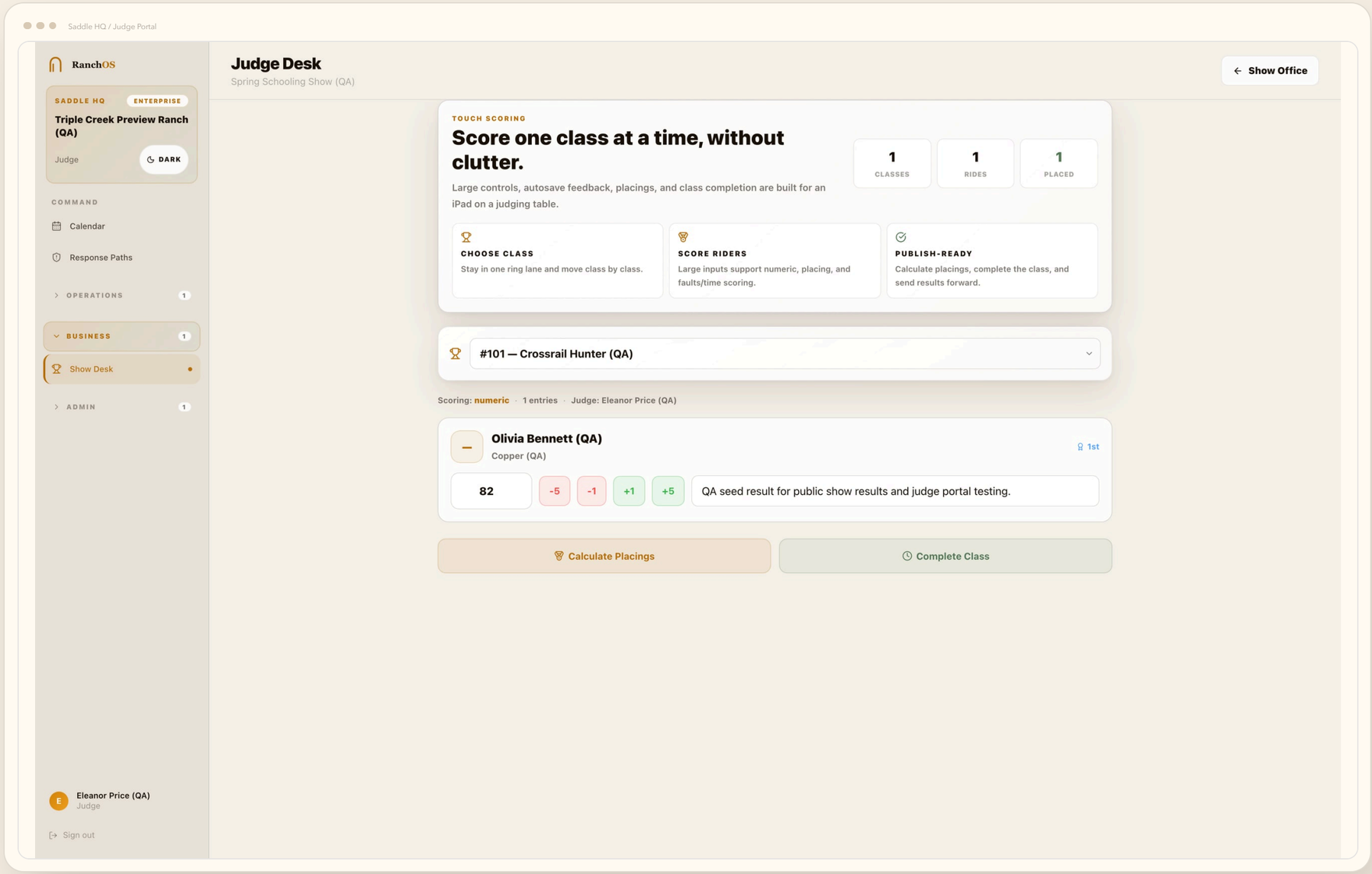


HORSE SHOWS / 03 OF 09

Horse Shows: Judge Portal

The judge surface guides class selection, large scoring inputs, notes, placings, and completion so show-day scoring stays focused under pressure.

Saddle HQ / Judge Portal / persona: judge / desktop evidence

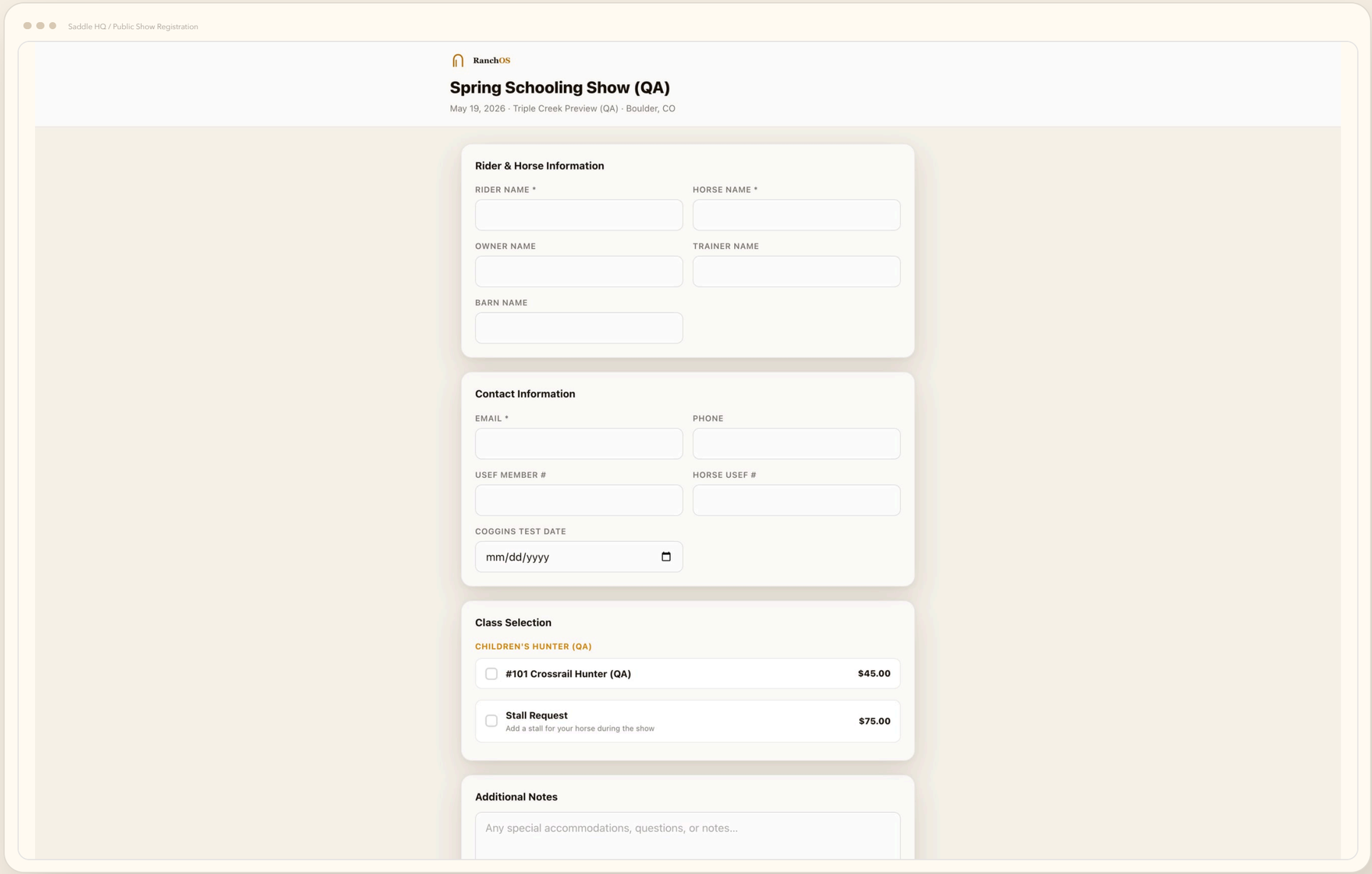


HORSE SHOWS / 04 OF 09

Horse Shows: Public Show Registration

Registration guides public users through entry interest, show details, and the information the show office needs.

Saddle HQ / Public Show Registration / persona: public / desktop evidence

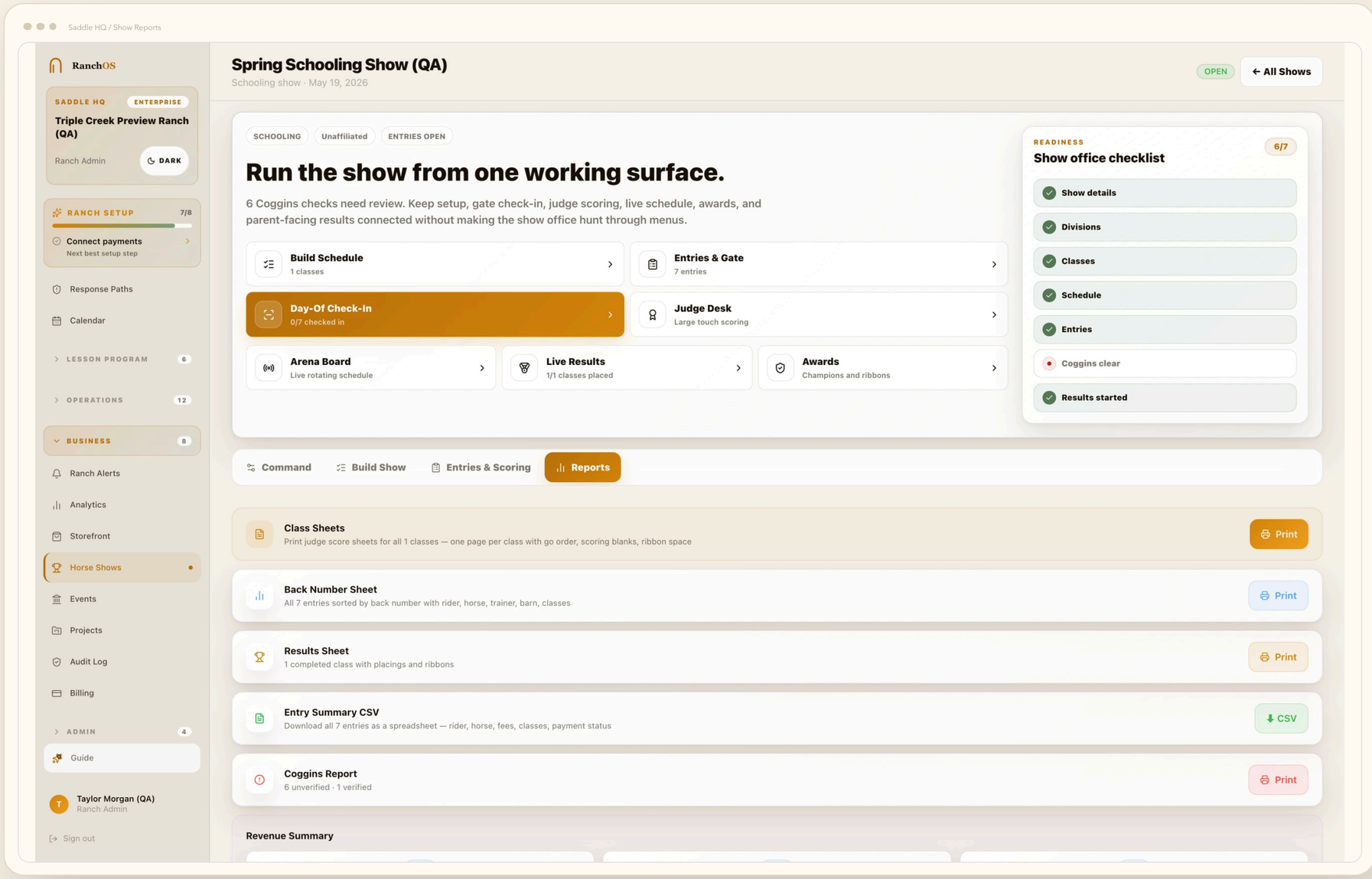


HORSE SHOWS / 05 OF 09

Horse Shows: Show Reports

Reports summarize class activity, entries, payment state, results, and show-day evidence after the event.

Saddle HQ / Show Reports / persona: admin / desktop evidence

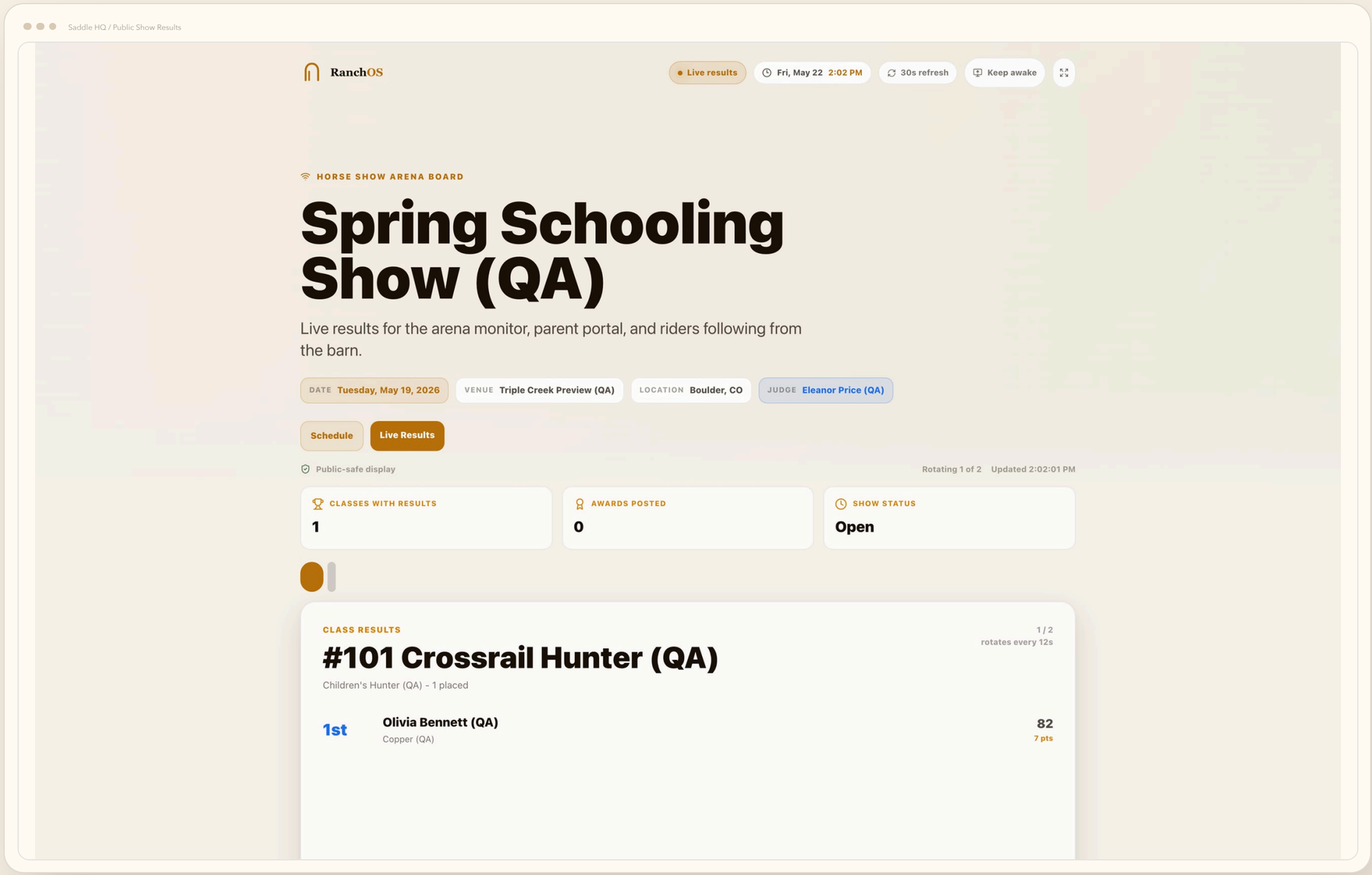


HORSE SHOWS / 06 OF 09

Horse Shows: Public Show Results

Public results let parents, riders, and arena monitors follow results as the show progresses.

Saddle HQ / Public Show Results / persona: public / desktop evidence

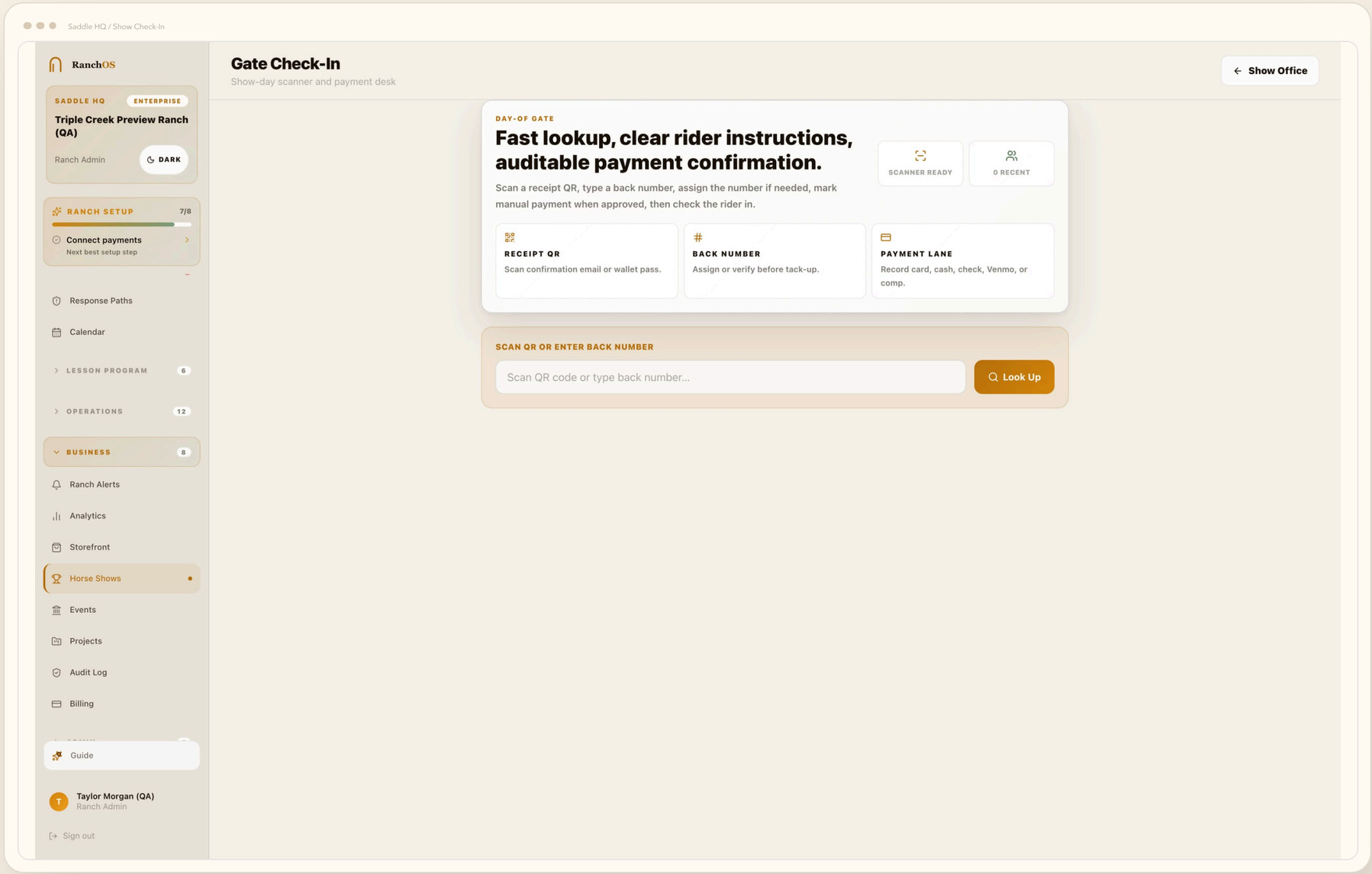


HORSE SHOWS / 07 OF 09

Horse Shows: Show Check-In

Check-in supports QR receipt lookup, back-number assignment, payment confirmation, waiver/Coggins awareness, and helper-friendly day-of entry review.

Saddle HQ / Show Check-In / persona: admin / desktop evidence

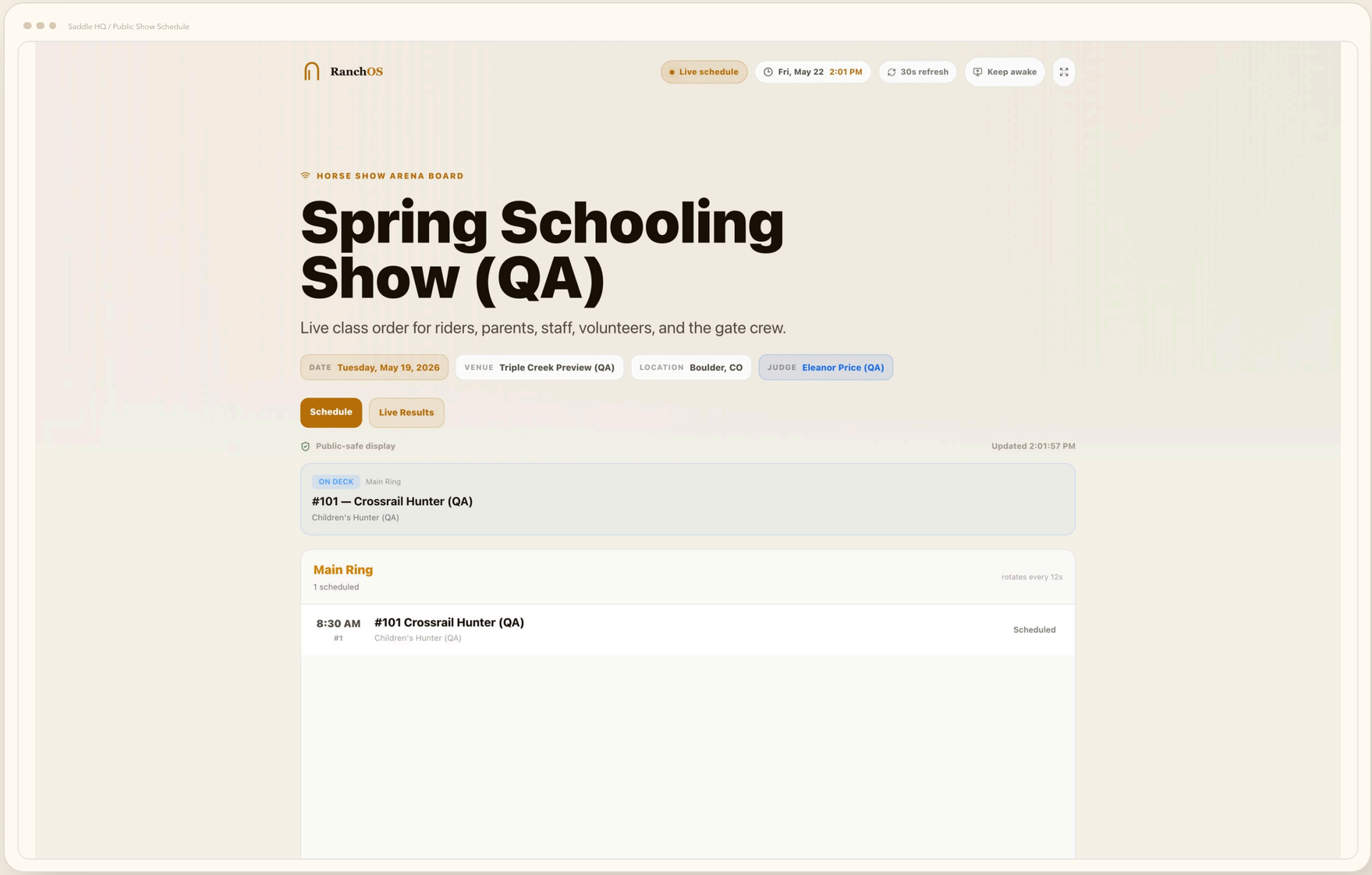


HORSE SHOWS / 08 OF 09

Horse Shows: Public Show Schedule

Public show schedules give riders and parents timing, class order, arena context, and live changes without exposing private admin data.

Saddle HQ / Public Show Schedule / persona: public / desktop evidence

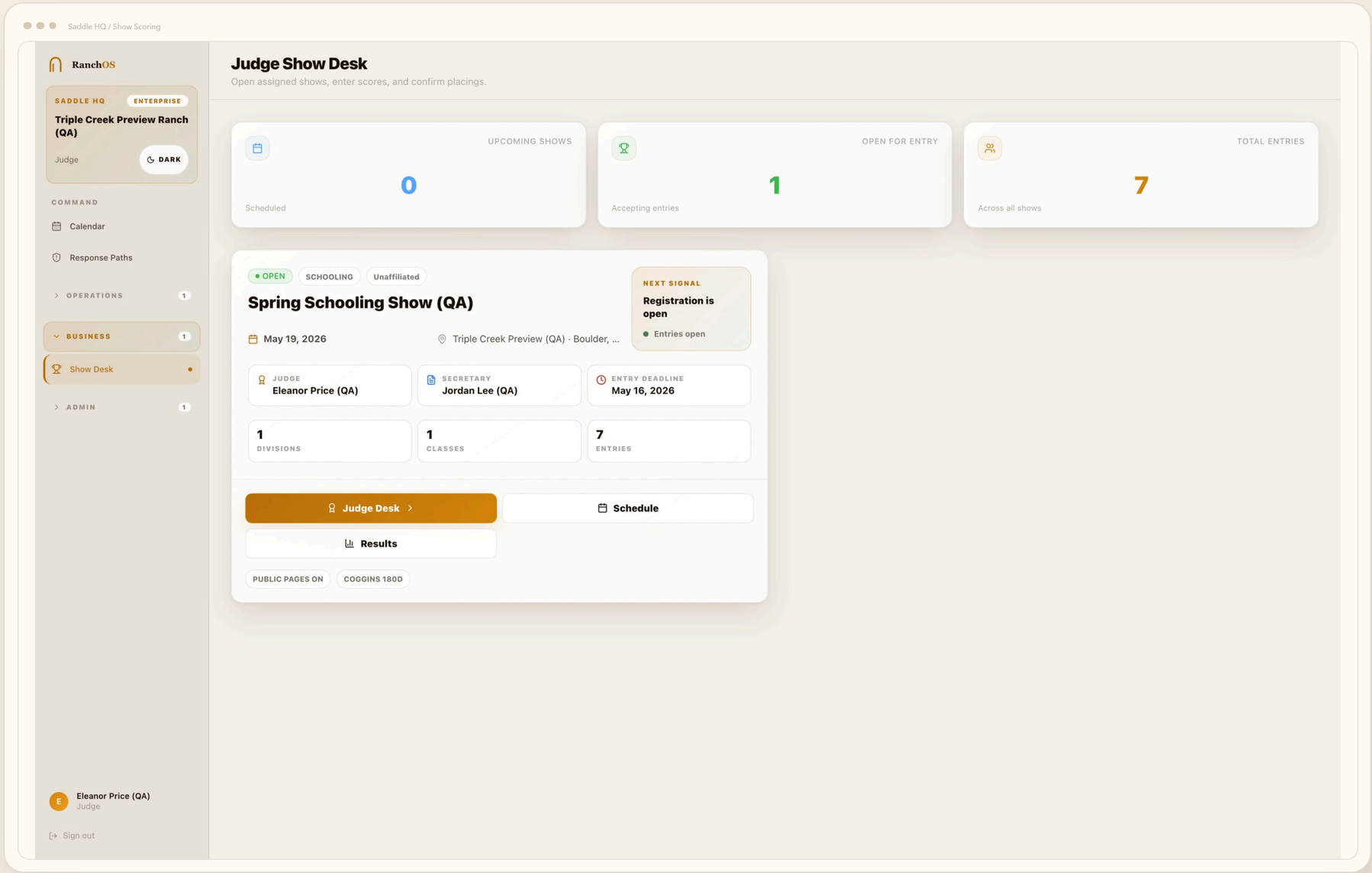


HORSE SHOWS / 09 OF 09

Horse Shows: Show Scoring

Scoring screens move entries through judge action and office review so results can be published cleanly.

Saddle HQ / Show Scoring / persona: judge / desktop evidence



RANCH TRUTH

Admin And Control

A beautiful app is not enough if roles leak, terms are not tracked, young rider access is not protected, master data drifts, or billing access is too broad.



WHY THIS MODULE MATTERS

The quiet controls are what make the product serious.

A beautiful app is not enough if roles leak, terms are not tracked, young rider access is not protected, master data drifts, or billing access is too broad.

Saddle HQ needs strong tenant separation, role-based access, admin-managed permissions, parent consent, legal version acceptance, master data ownership, response paths, plan limits, and subscription controls. These are not back-office extras. They are part of the trust model.

The best version of admin is guided and calm: invite the right people, configure the ranch once, maintain controlled dropdowns, keep policies current, and let the system keep everyone on rails.

AS-IS RANCH FRICTION

- User roles blur as people help across the ranch.
- Ranches need flexibility without giving everyone financial or admin visibility.
- Compliance and policy acceptance can become invisible until something goes wrong.

WHAT SADDLE HQ CHANGES

- Make RBAC, plan access, master data, consent, terms, and policy versioning explicit and auditable.
- Give ranch admins control without forcing them to become software administrators.
- Keep production discipline and tenant separation as non-negotiable design foundations.

01

Tenant security

Tenant boundaries, permissions, and policy controls remain core to the product.

02

Role clarity

Admins can manage overlapping roles without exposing unnecessary information.

03

Policy evidence

Consent, terms, privacy, and communications acceptance can be versioned and audited.

04

Ranch-owned configuration

Ranches can configure dropdowns, policies, and operating rules without breaking the mesh.

11 ADMIN SCREENS FOLLOW THIS FOUNDATION

HOW THIS OPERATING LANE WORKS

Admin And Control is not one feature. It is an operating lane.

Admin control is the trust layer: roles, tenants, consent, master data, policies, legal acceptance, billing access, and configuration.

The cards below state the practical job each module has before the brochure moves into product evidence.

01

Ranch settings

Configures profile, contact, public pages, plan context, and ranch-owned operating defaults.

02

Team and invites

Starts user onboarding through invite flows, roles, parent approval, and downstream access management.

03

Master data

Gives ranch admins ownership of dropdowns, categories, billing values, operations terms, and portal-safe classifications.

04

Financial access

Controls who can see dollars, billing tools, manual payment records, and financial dashboards.

05

COPPA and consent

Supports minor rider onboarding, parent acceptance, communications consent, and age-aware access.

06

Safety pathways

Lets the ranch publish chain-of-command and urgent contact flows without the app providing medical advice.

07

Billing audit

Keeps subscription, invoice, payment, manual mark-paid, and billing change evidence reviewable.

08

Guides and setup

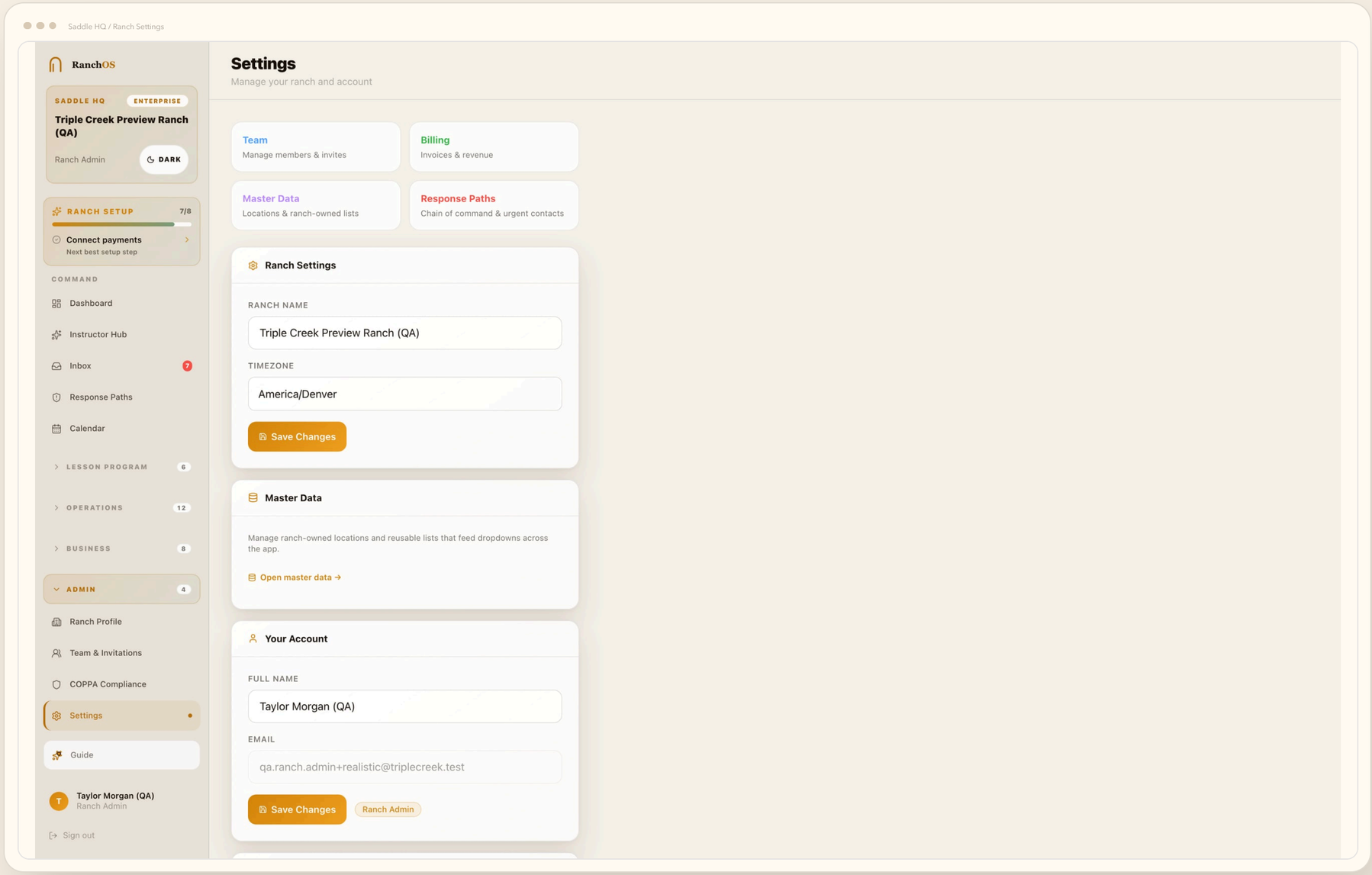
Keeps admins oriented with billing guides, profile setup, and controlled configuration surfaces.

ADMIN AND CONTROL / 01 OF 11

Admin: Ranch Settings

Settings control ranch profile, public-page content, subscription context, and system behavior owned by the ranch admin.

Saddle HQ / Ranch Settings / persona: admin / desktop evidence

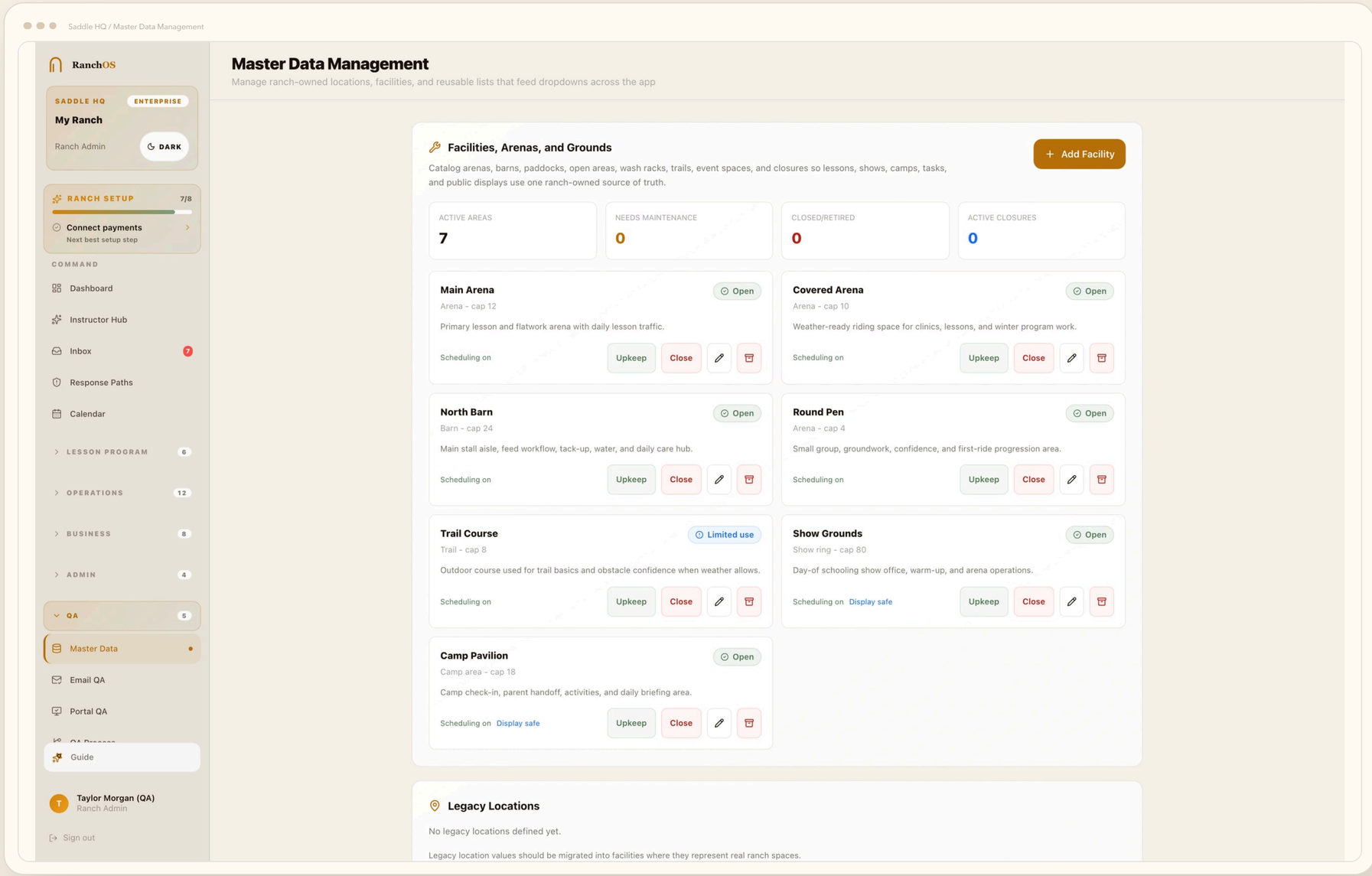


ADMIN AND CONTROL / 02 OF 11

Admin: Master Data Management

Master data gives the ranch a governed source of truth for dropdowns, billing categories, operations values, and portal-safe labels.

Saddle HQ / Master Data Management / persona: admin / desktop evidence

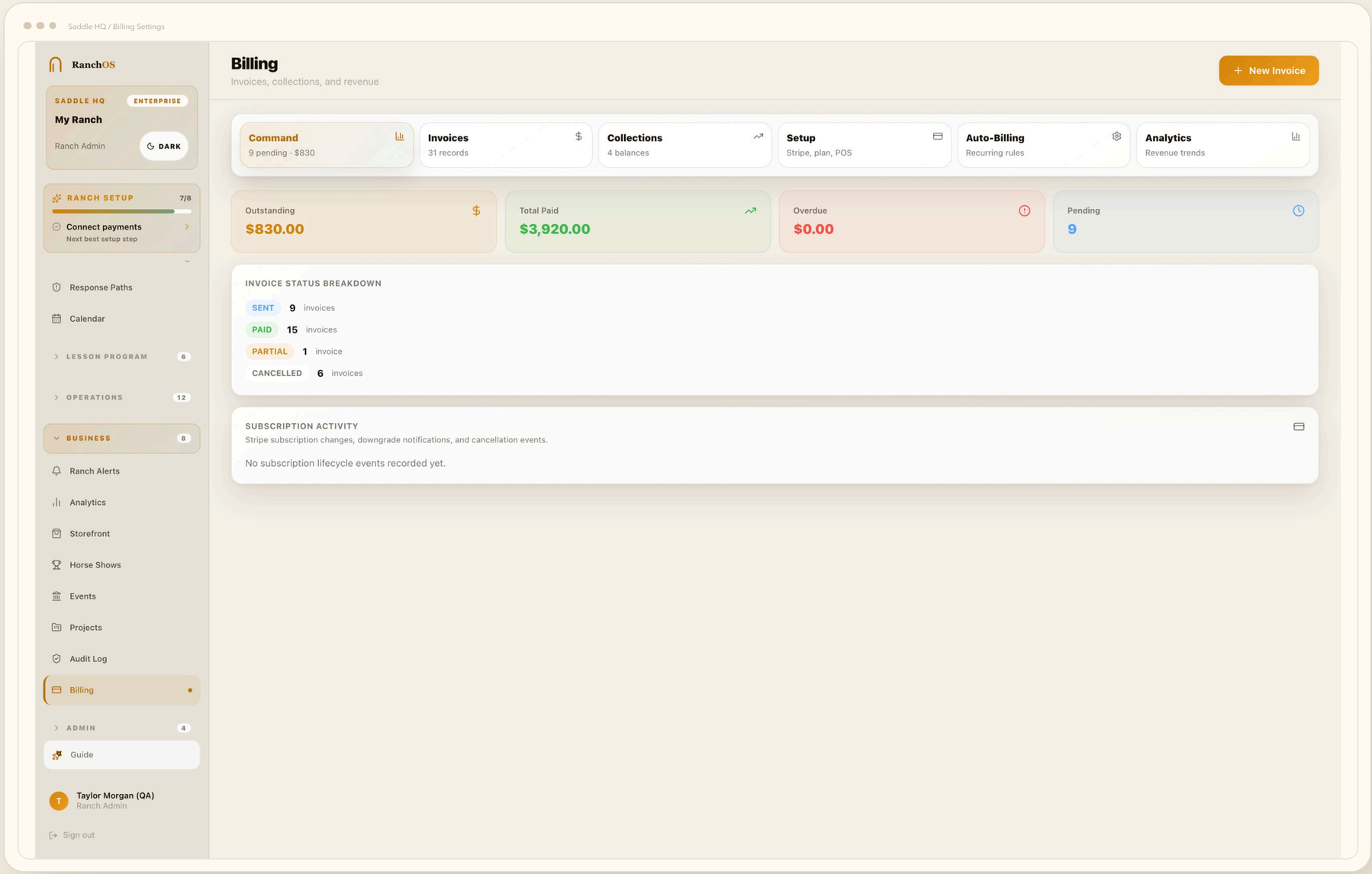


ADMIN AND CONTROL / 03 OF 11

Admin: Billing Settings

Billing settings manage subscription, invoices, manual payment paths, financial access, and Stripe-related operating controls.

Saddle HQ / Billing Settings / persona: admin / desktop evidence

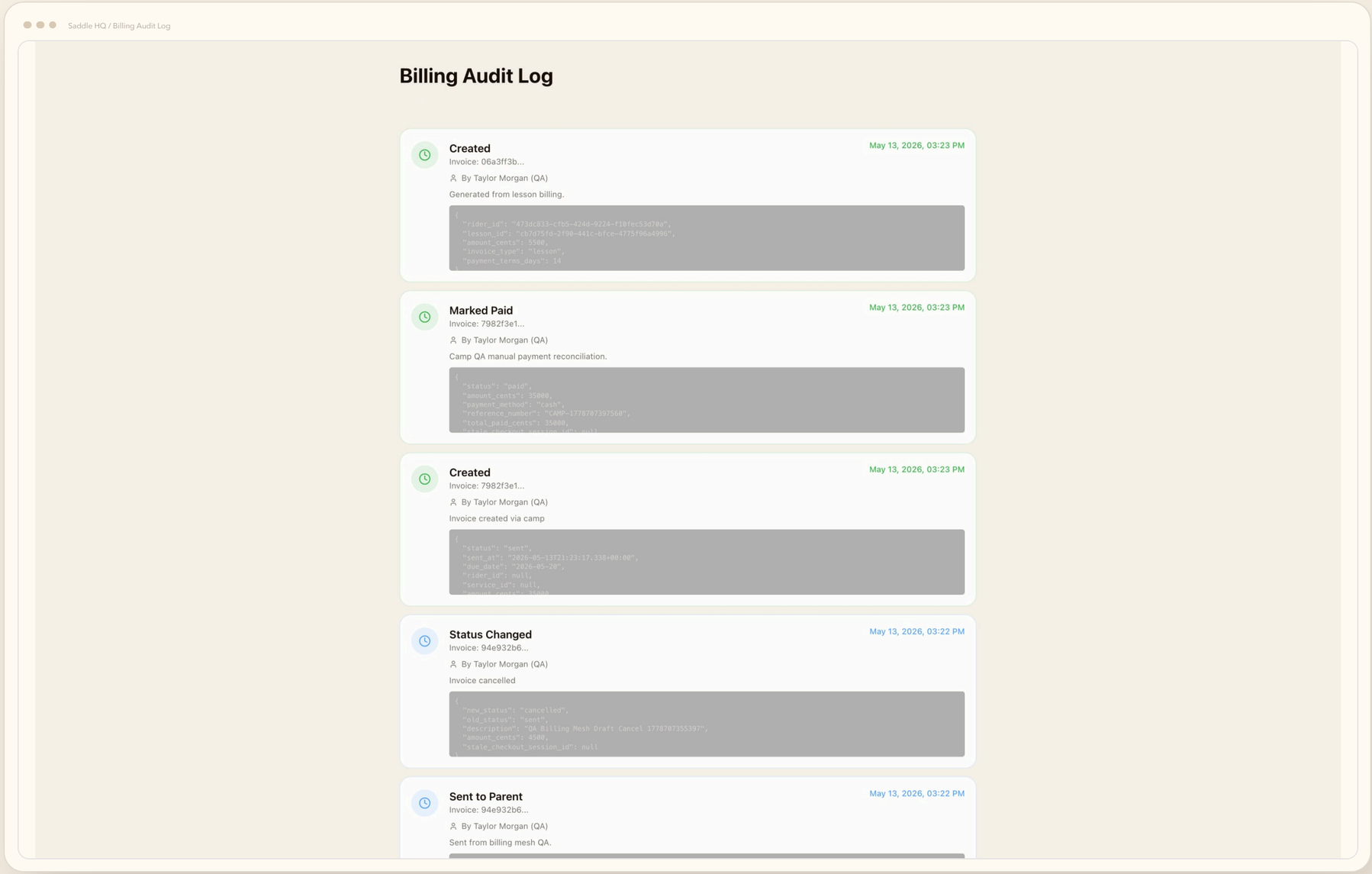


ADMIN AND CONTROL / 04 OF 11

Admin: Billing Audit Log

Billing audit views make payment, invoice, manual mark-paid, subscription, and financial-access changes reviewable.

Saddle HQ / Billing Audit Log / persona: admin / desktop evidence

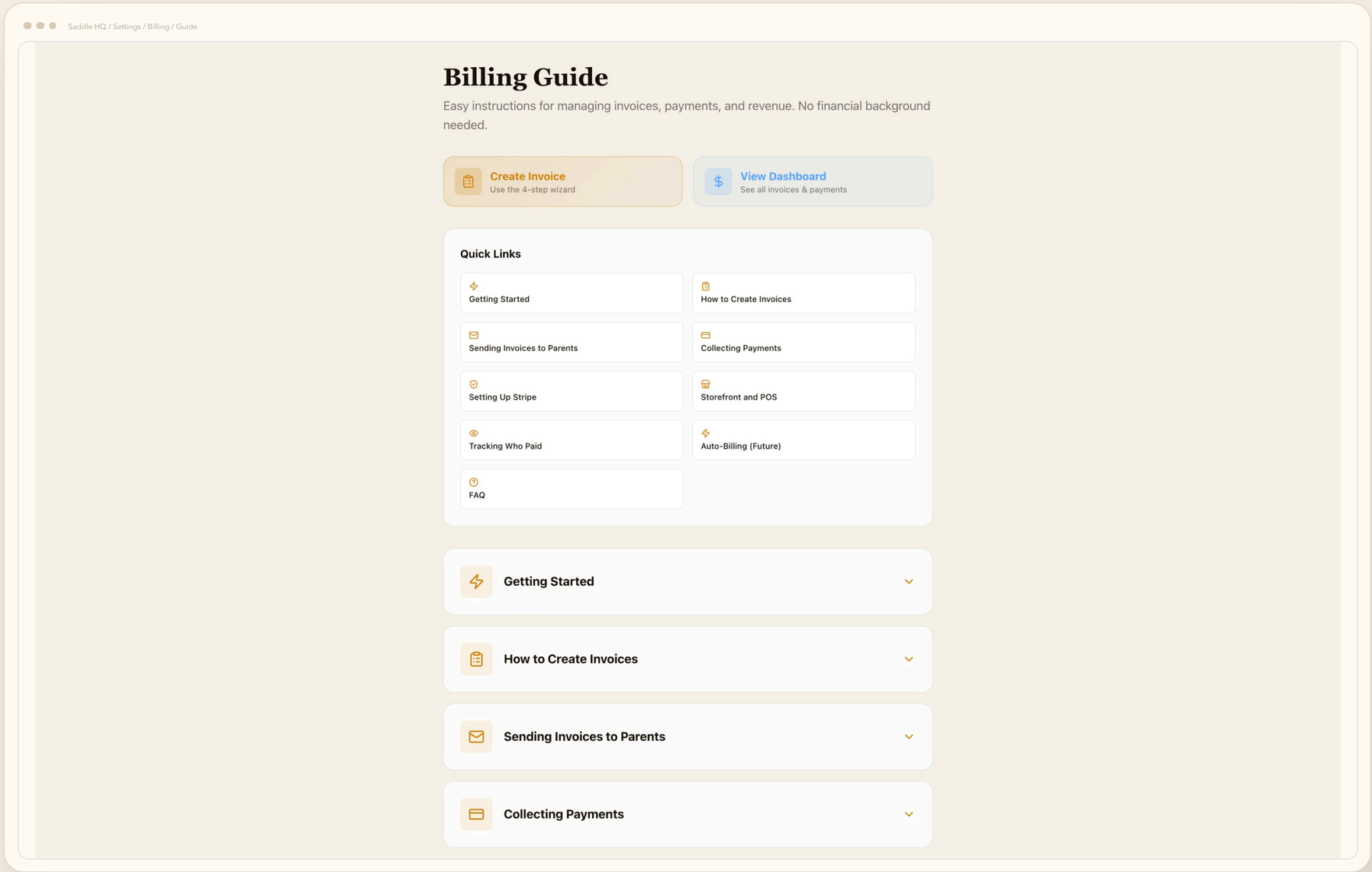


ADMIN AND CONTROL / 05 OF 11

Admin: Settings / Billing / Guide

Control, configuration, or validation screen captured from the admin surface.

Saddle HQ / Settings / Billing / Guide / persona: admin / desktop evidence

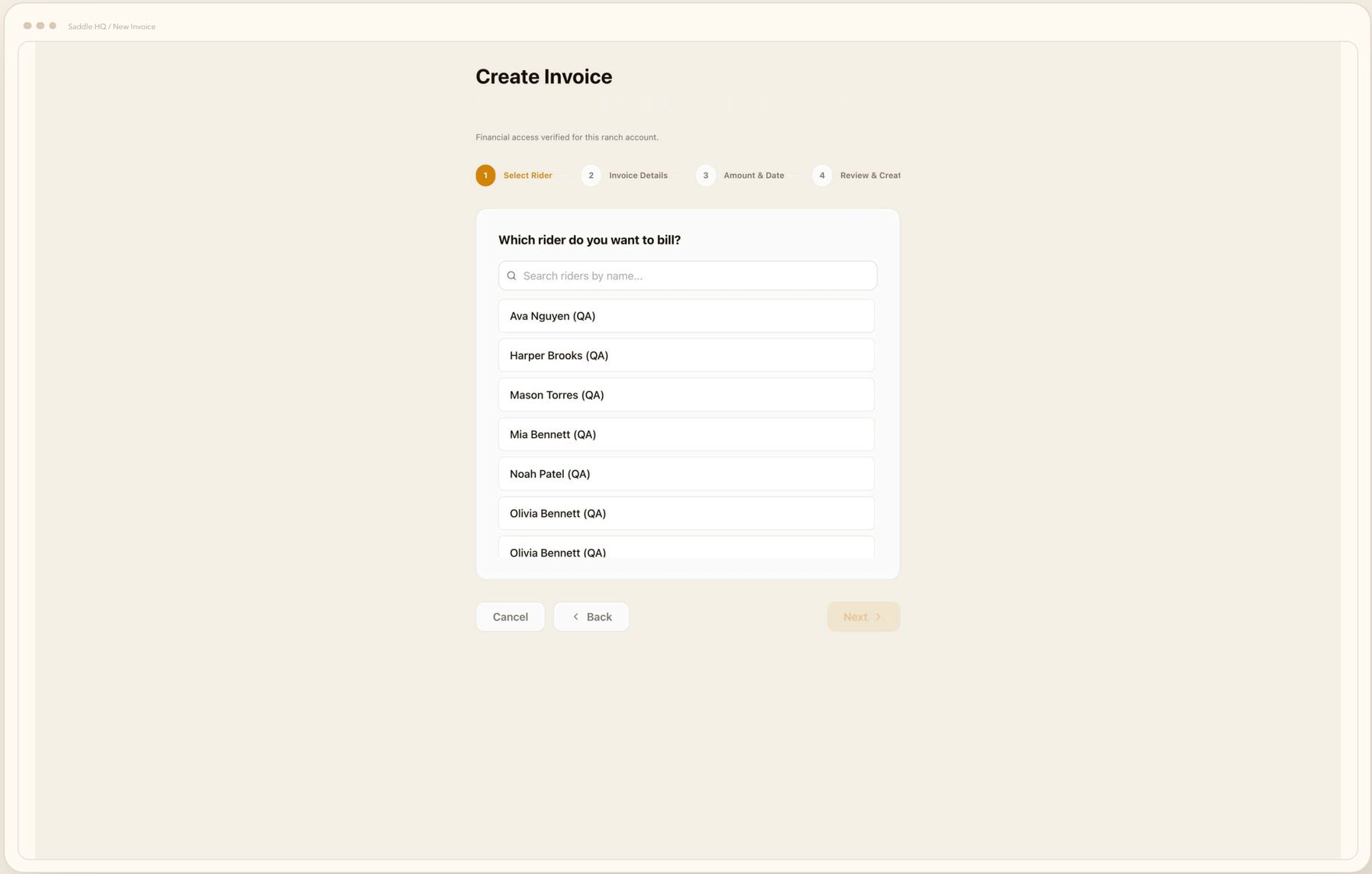


ADMIN AND CONTROL / 06 OF 11

Admin: New Invoice

Invoice creation connects charges, bill-to relationships, manual payment status, and portal payment visibility.

Saddle HQ / New Invoice / persona: admin / desktop evidence

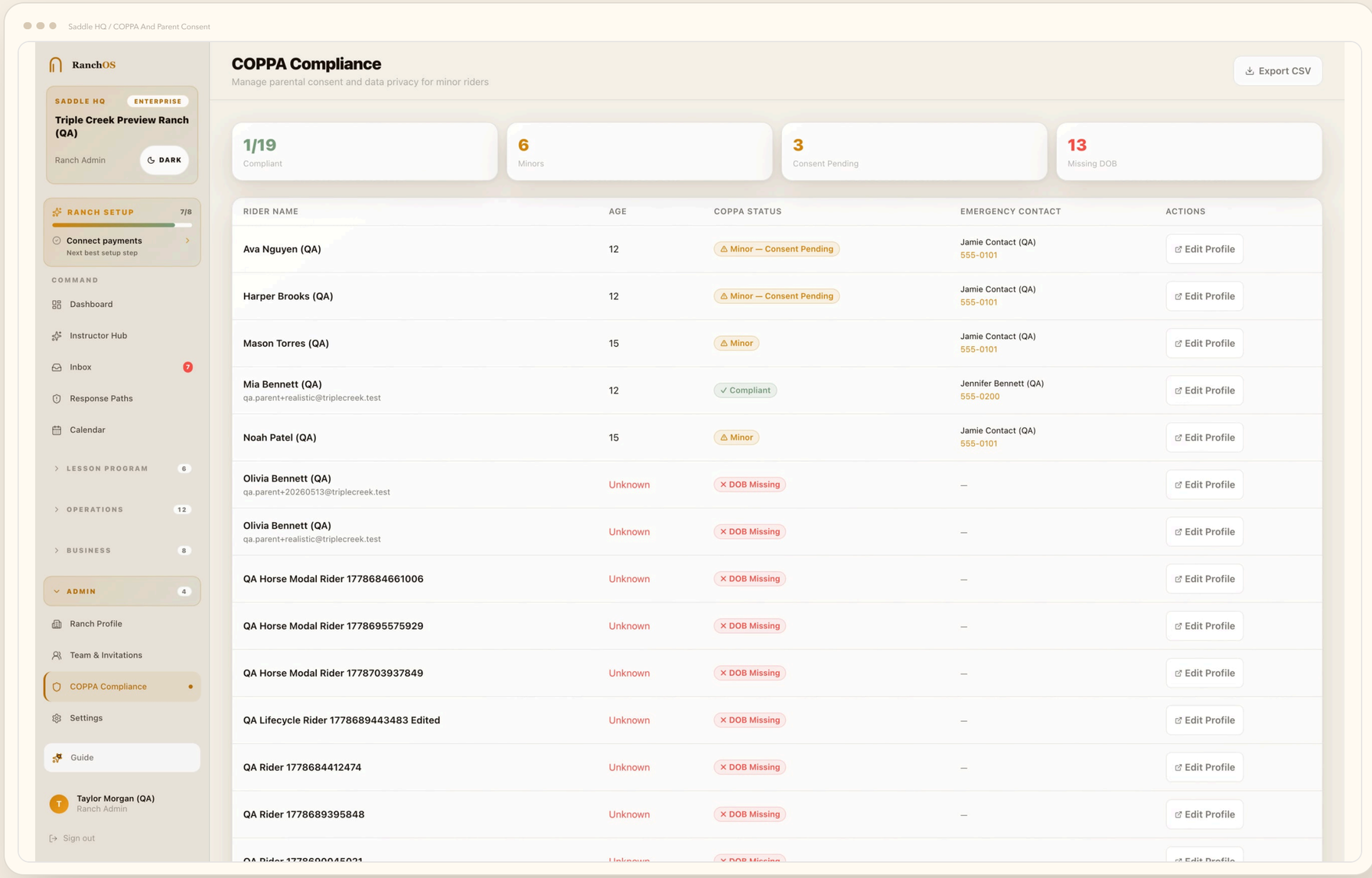


ADMIN AND CONTROL / 07 OF 11

Admin: COPPA And Parent Consent

COPPA settings support minor rider access, parent consent, communication permission, and auditable approval expectations.

Saddle HQ / COPPA And Parent Consent / persona: admin / desktop evidence

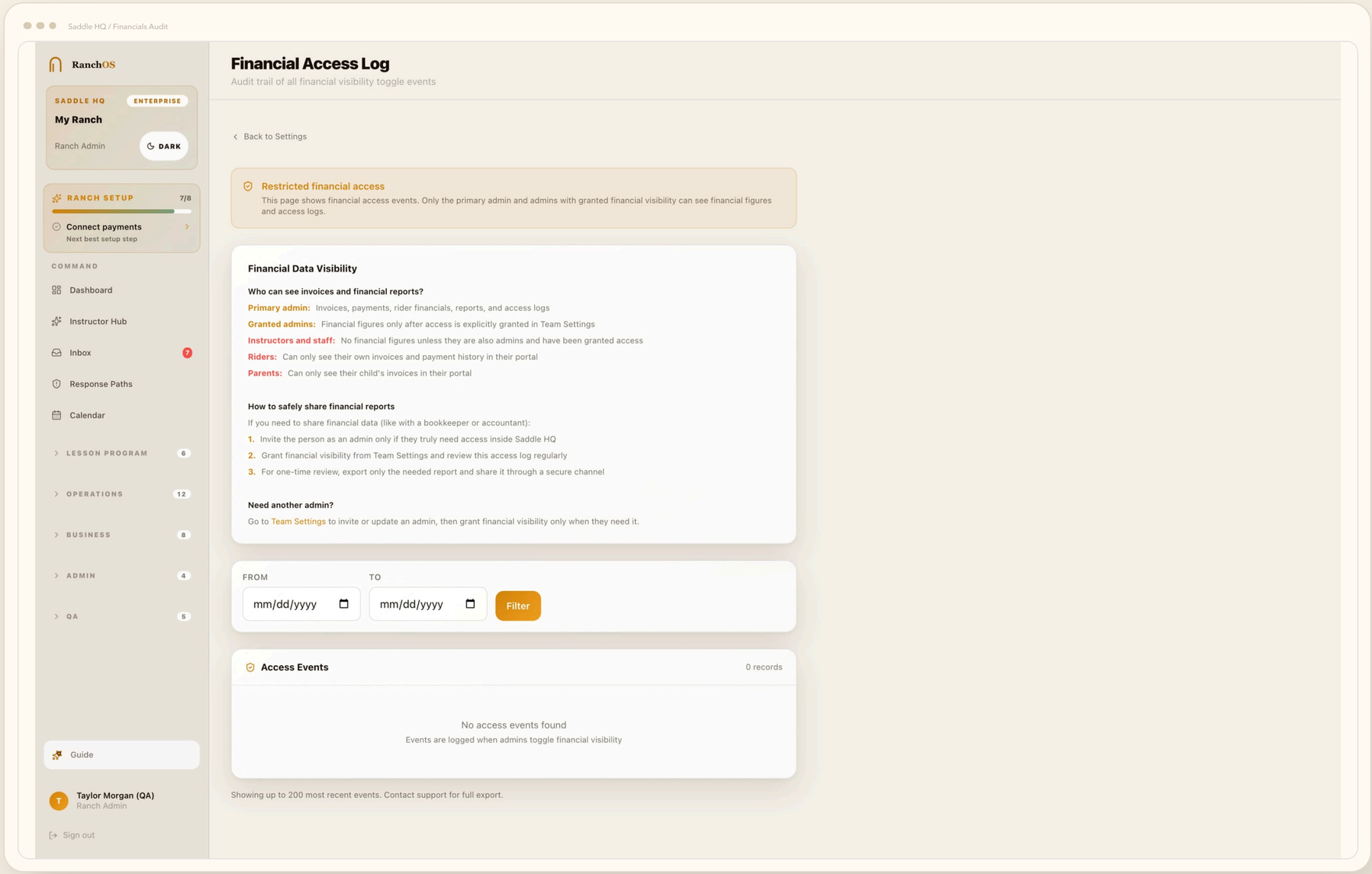


ADMIN AND CONTROL / 08 OF 11

Admin: Financials Audit

Financial audit views support review of sensitive financial visibility and billing-related changes.

Saddle HQ / Financials Audit / persona: admin / desktop evidence

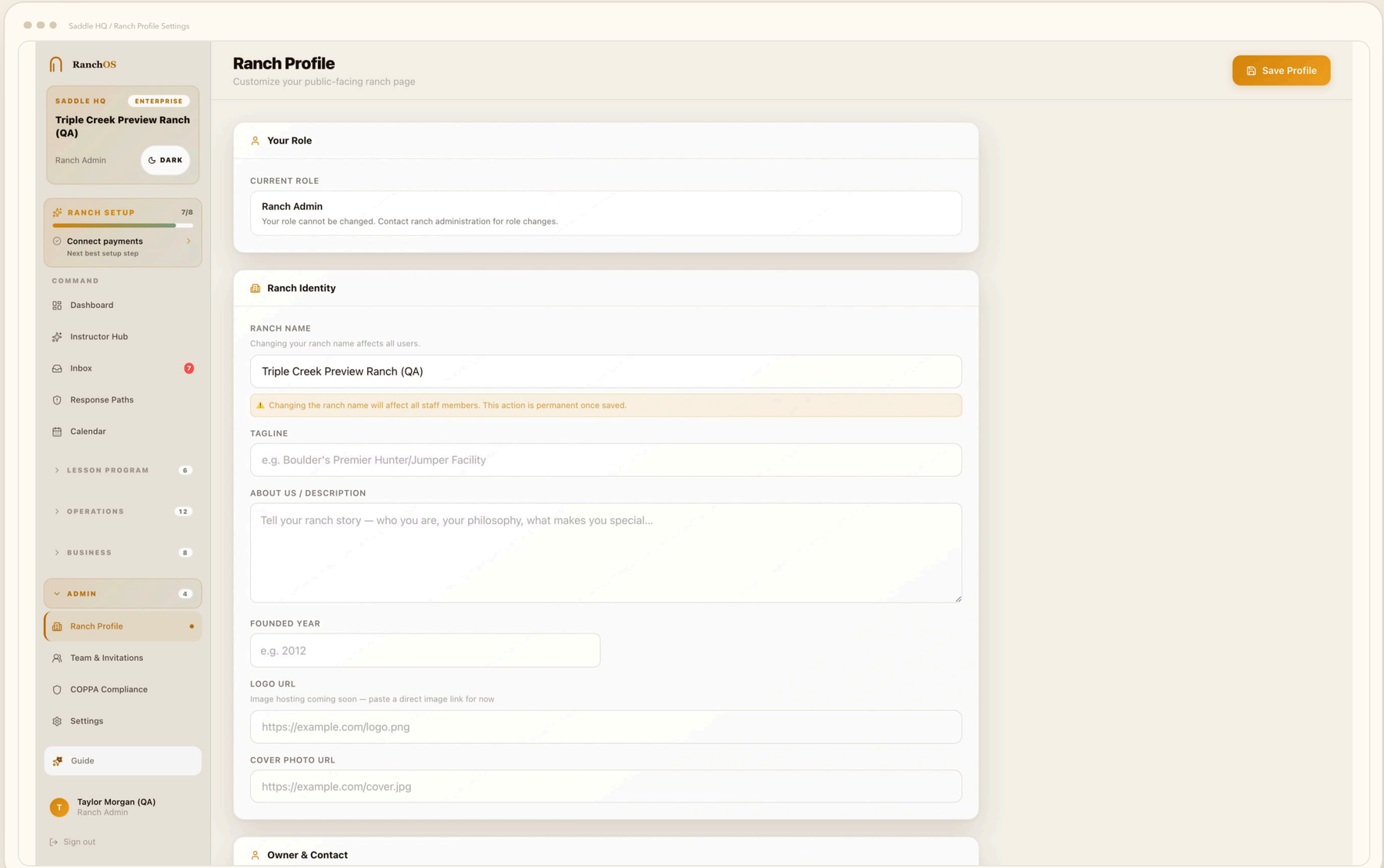


ADMIN AND CONTROL / 09 OF 11

Admin: Ranch Profile Settings

Profile settings keep ranch identity, contact information, public-page basics, and publish controls aligned.

Saddle HQ / Ranch Profile Settings / persona: admin / desktop evidence

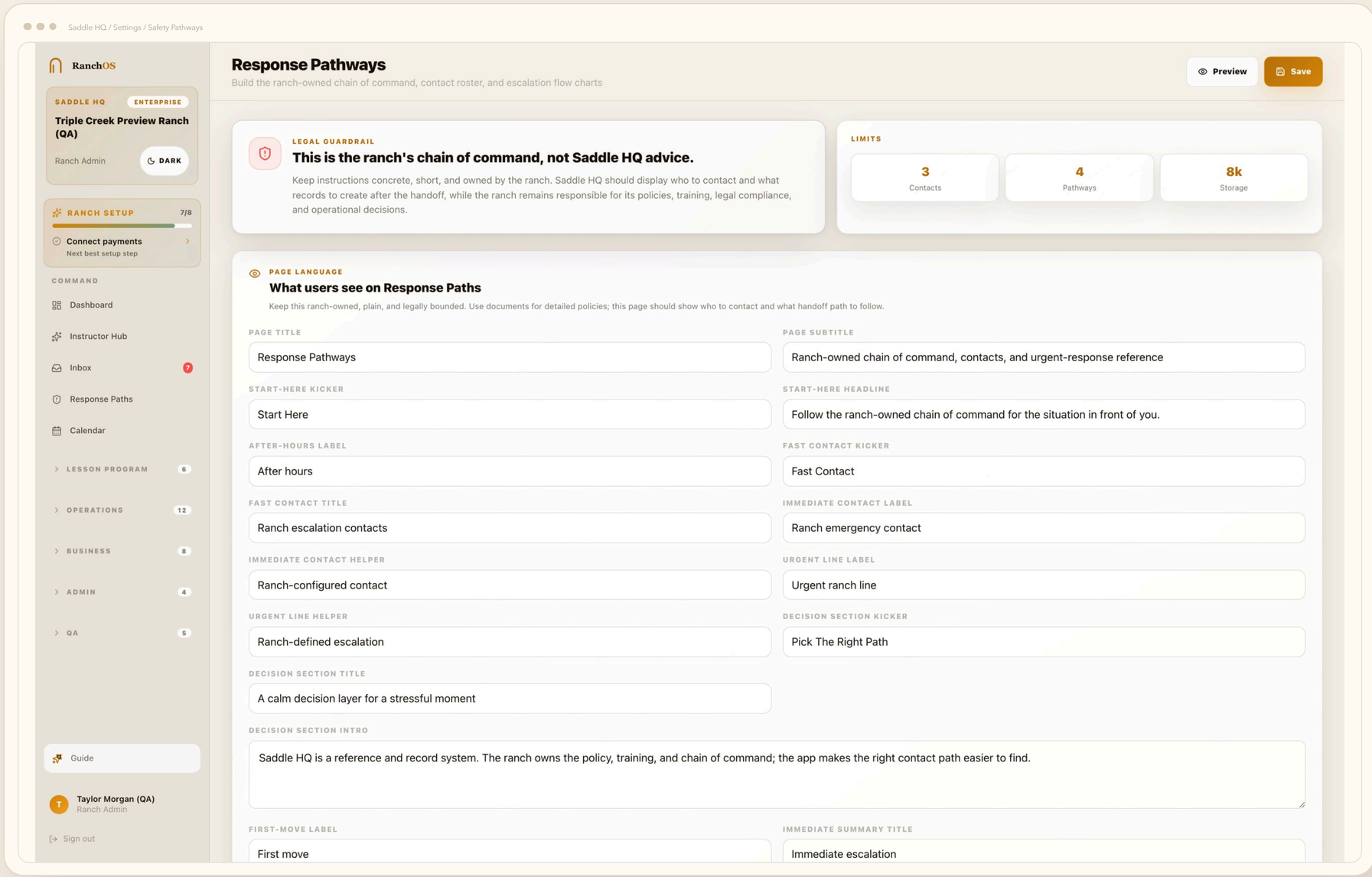


ADMIN AND CONTROL / 10 OF 11

Admin: Settings / Safety Pathways

Control, configuration, or validation screen captured from the admin surface.

Saddle HQ / Settings / Safety Pathways / persona: admin / desktop evidence

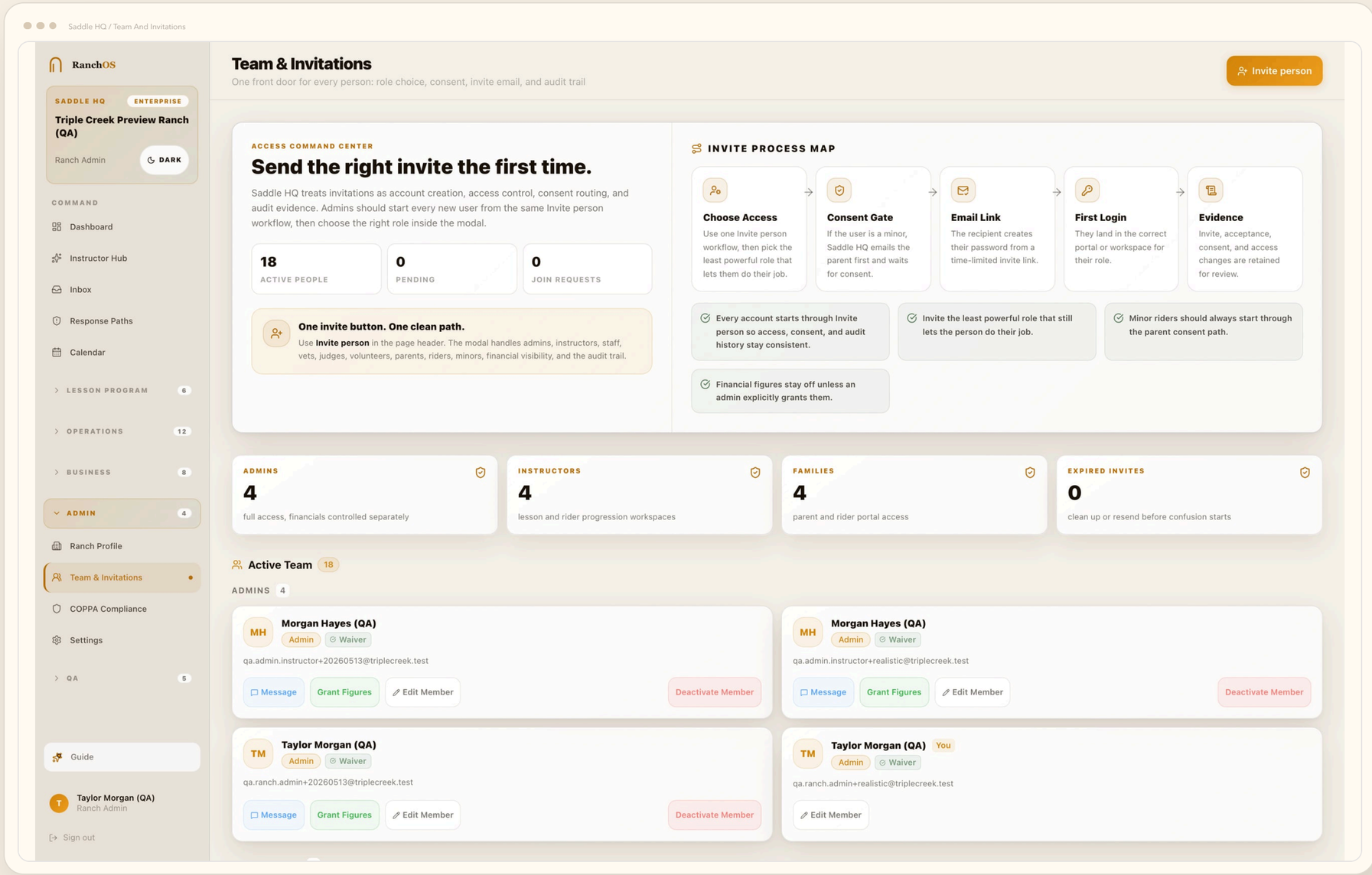


ADMIN AND CONTROL / 11 OF 11

Admin: Team And Invitations

Team settings centralize invitation workflows, roles, parent/rider relationships, and onboarding controls.

Saddle HQ / Team And Invitations / persona: admin / desktop evidence



RANCH TRUTH

Action Screens And Forms

Every add, edit, archive, invite, rating, assignment, and payment action has to feel clear because these moments create the operational record.

WHY THIS MODULE MATTERS

Forms are where trust is either earned or lost.

Every add, edit, archive, invite, rating, assignment, and payment action has to feel clear because these moments create the operational record.

A ranch user should not need to understand database structure, billing edge cases, or role logic to complete a form. The form should guide them, protect the record, and show enough context that the action feels safe.

This section captures the working action screens because they are the places where Saddle HQ has to be fast, legible, and hard to misuse.

AS-IS RANCH FRICTION

- Important actions can happen in text threads or paper notes with weak traceability.
- A confusing form creates bad data, support calls, and distrust.
- Users abandon tools when routine entry feels slower than memory.

WHAT SADDLE HQ CHANGES

- Make every action screen clear, role-aware, and consistent with the product's light editorial design language.
- Protect required data while keeping forms compact enough for real ranch workflows.
- Tie changes back to audit, billing, schedules, assignments, or analytics when relevant.

01

Fast entry

Routine work needs to be fast enough for the field.

02

Clean records

Forms must protect required data without feeling punishing.

03

Role-aware forms

The user should see only the action they are allowed to take.

04

Traceable changes

Every important change should be connected back to the operating record.

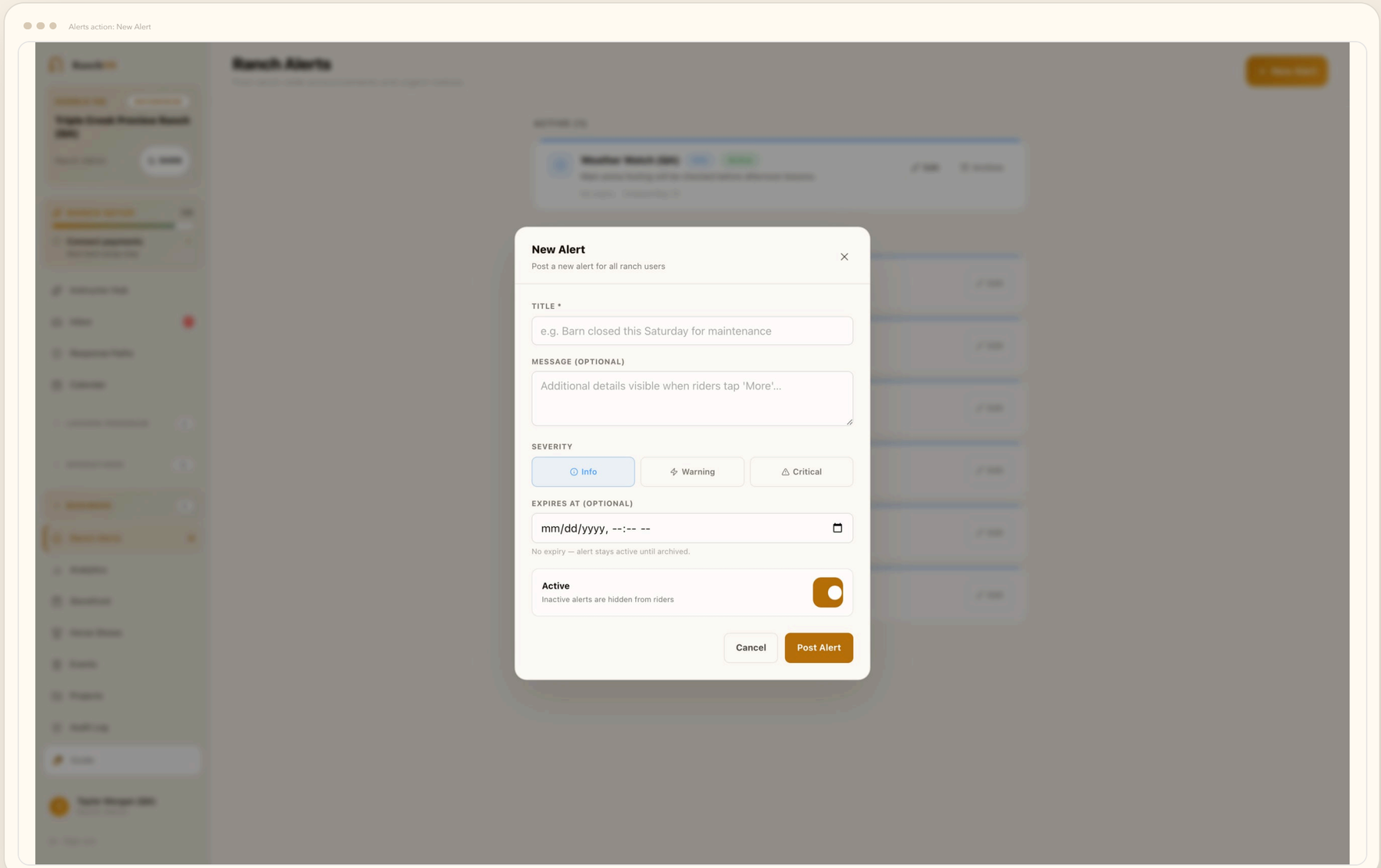
19 CAPTURED ACTION FORMS SCREENS FOLLOW THIS FOUNDATION

ACTION SCREENS / 01 OF 19

Alerts: New Alert

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Alerts action: New Alert / persona: admin / desktop evidence

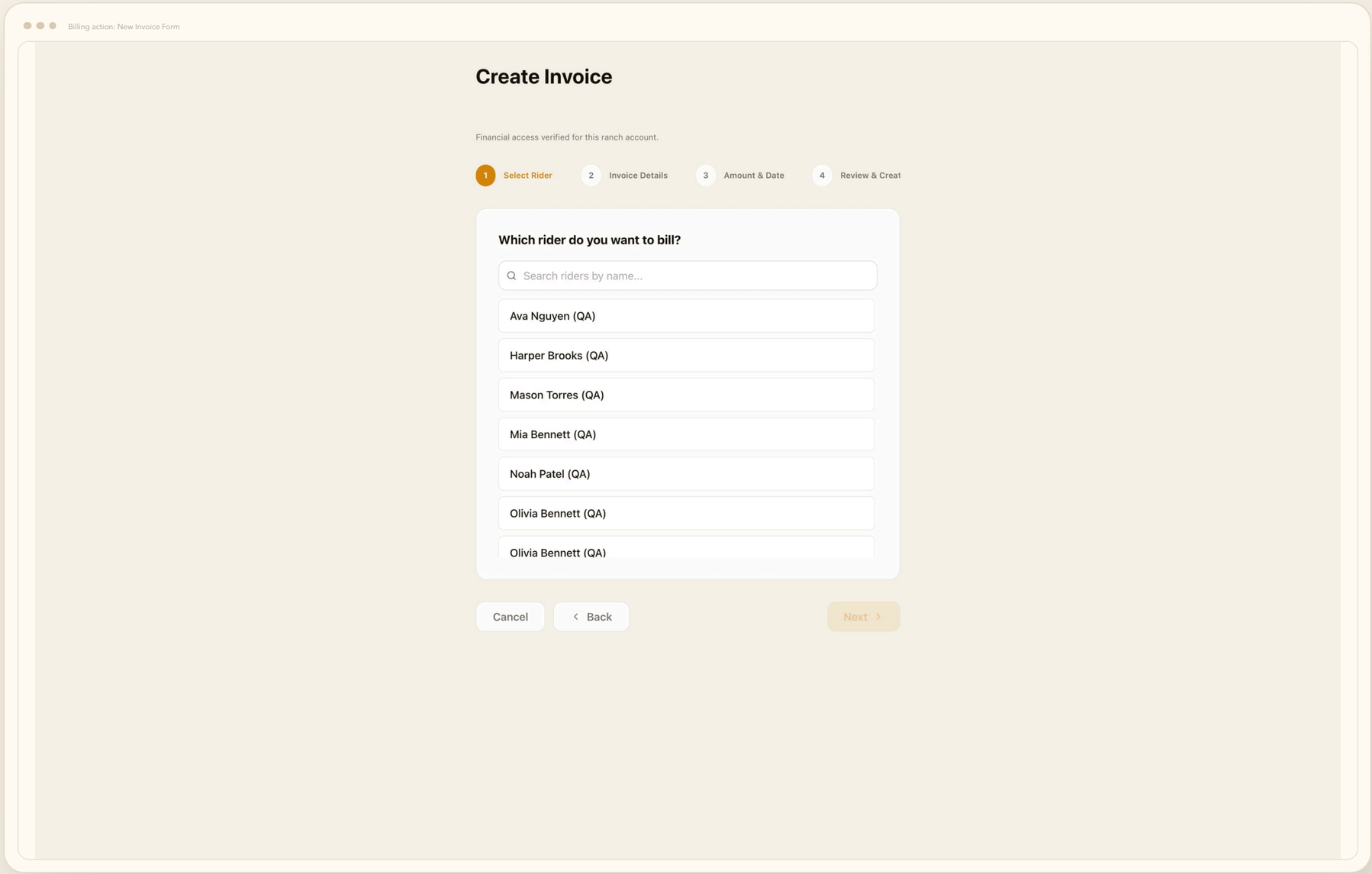


ACTION SCREENS / 02 OF 19

Billing: New Invoice Form

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Billing action: New Invoice Form / persona: admin / desktop evidence

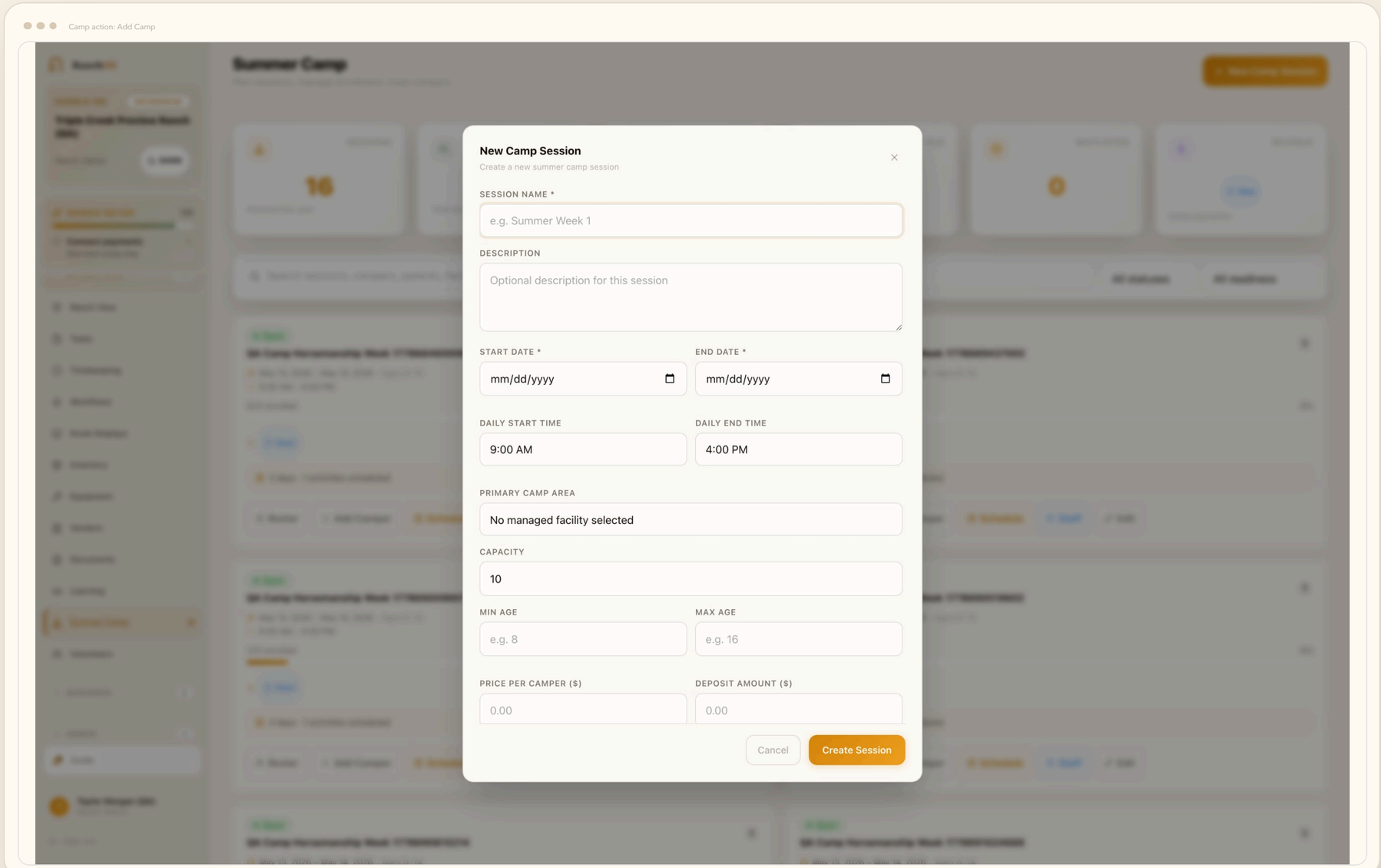


ACTION SCREENS / 03 OF 19

Camp: Add Camp

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Camp action: Add Camp / persona: admin / desktop evidence

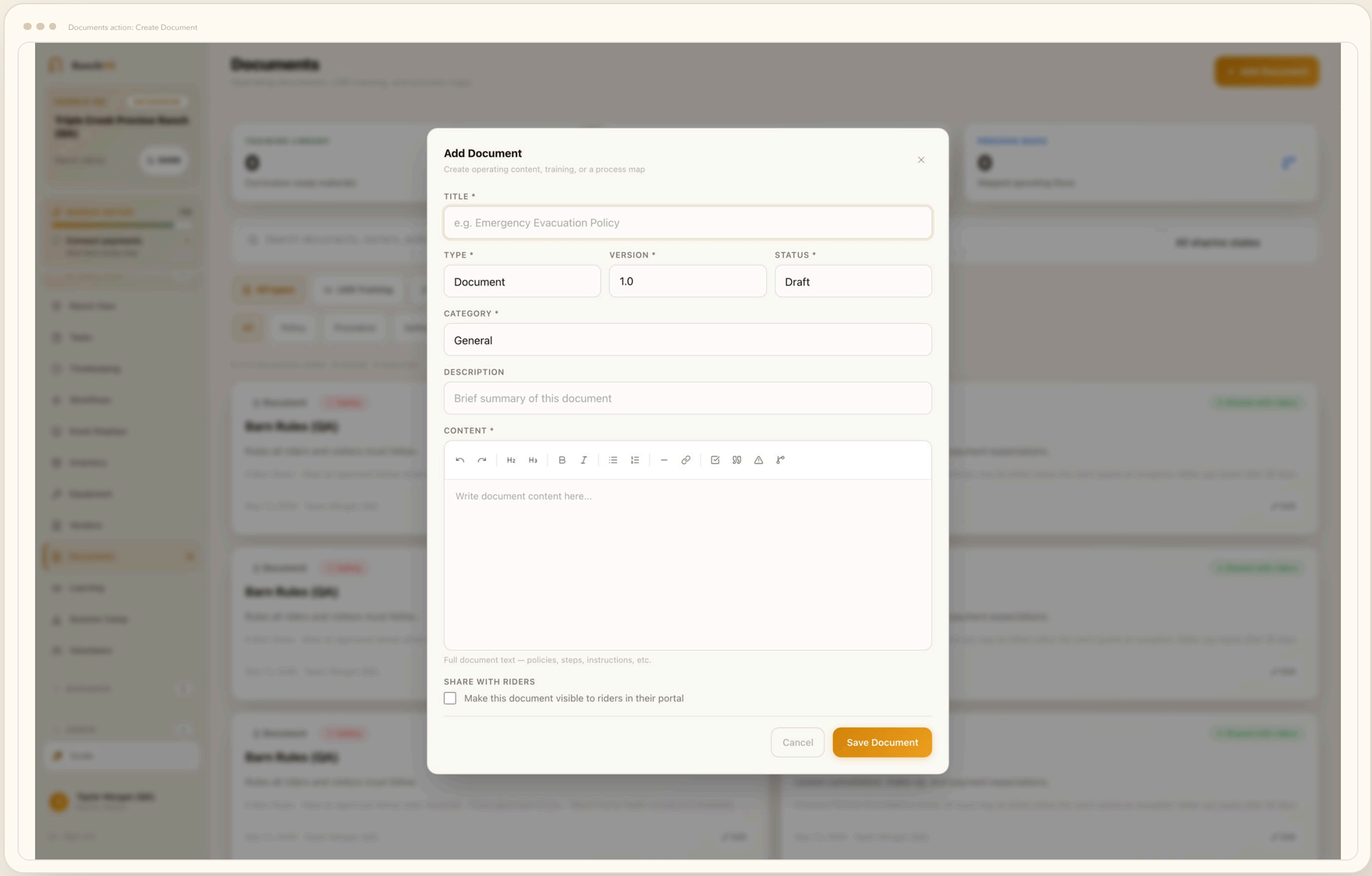


ACTION SCREENS / 04 OF 19

Documents: Create Document

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Documents action: Create Document / persona: admin / desktop evidence

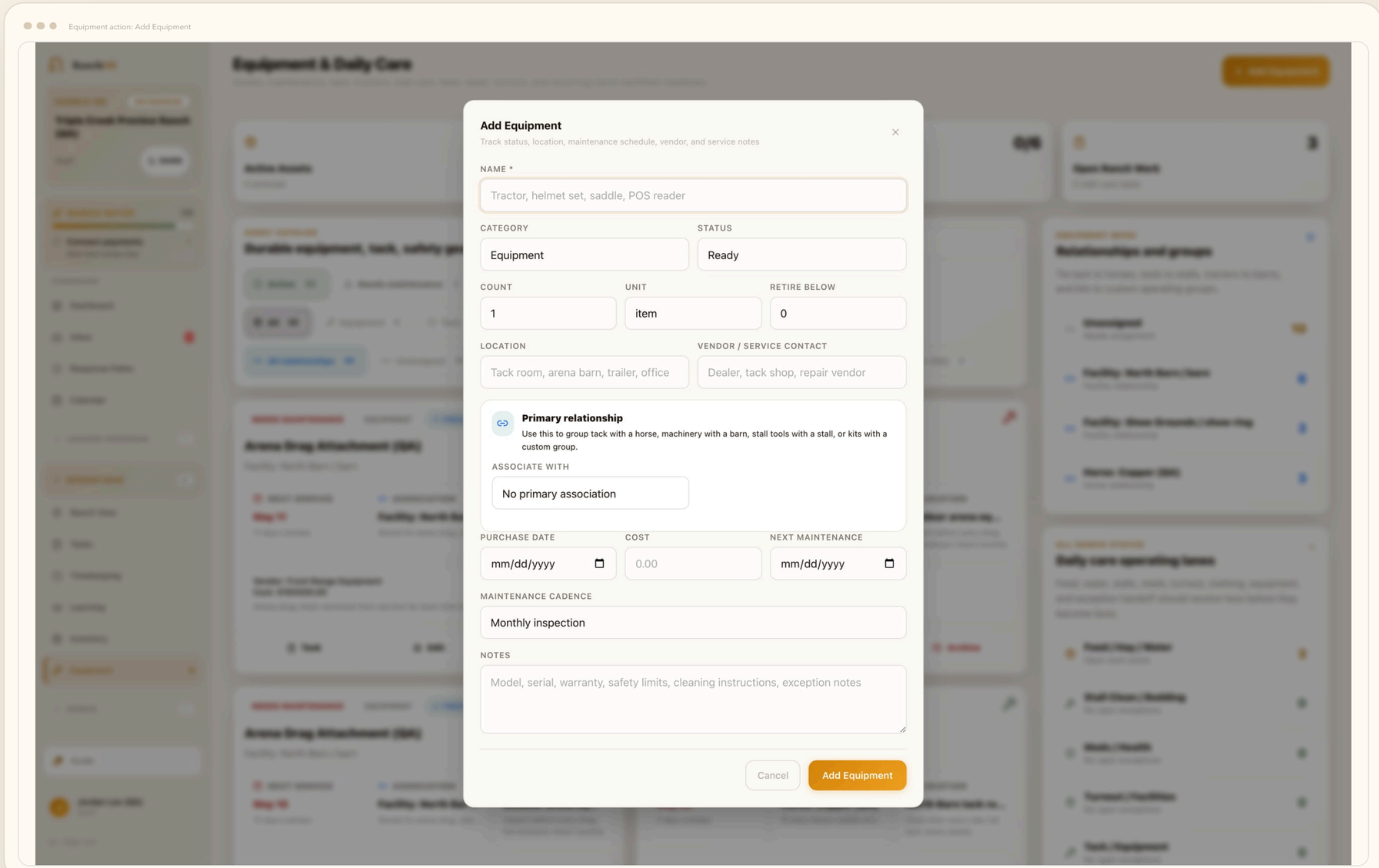


ACTION SCREENS / 05 OF 19

Equipment: Add Equipment

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Equipment action: Add Equipment / persona: staff / desktop evidence

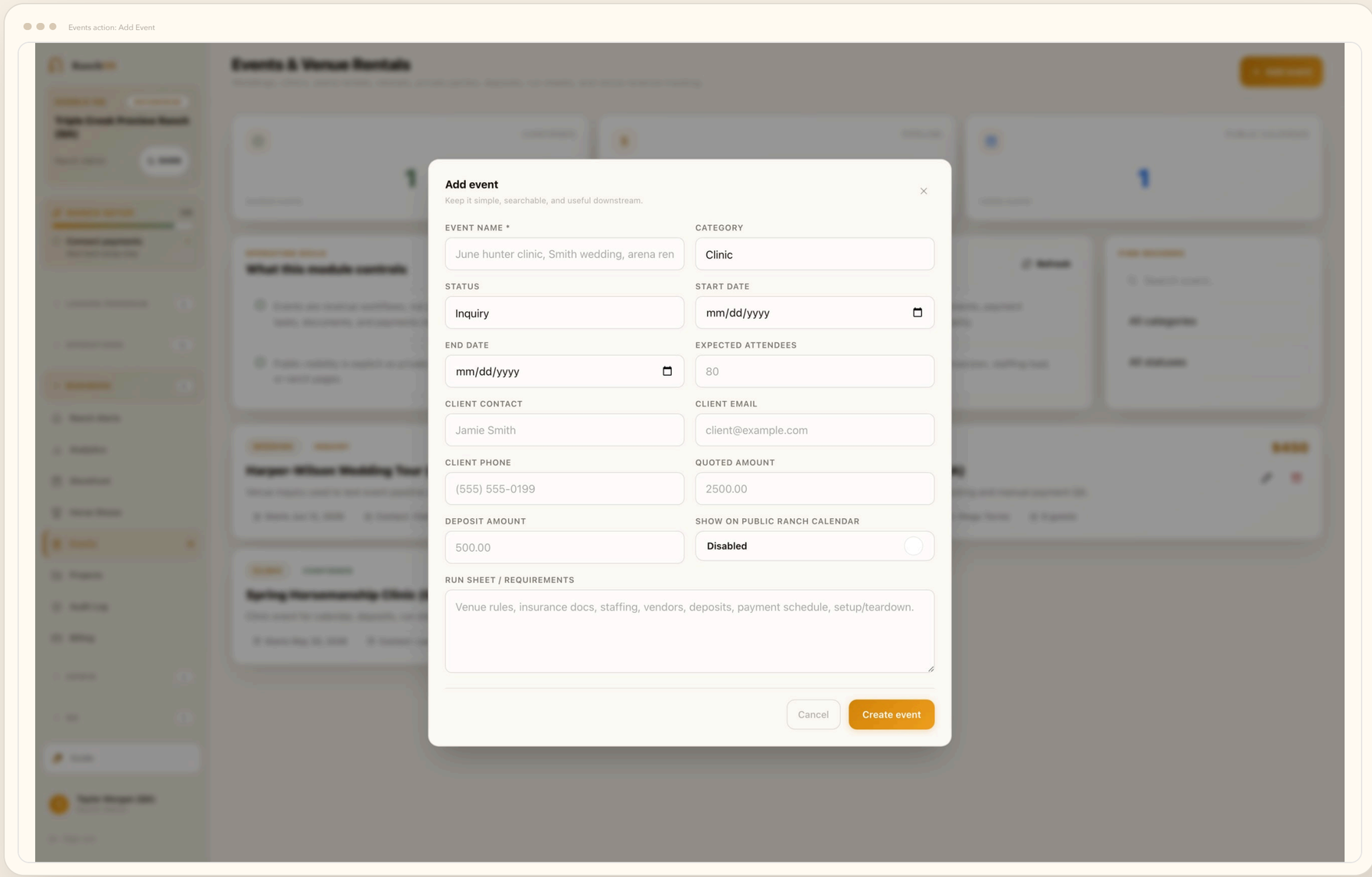


ACTION SCREENS / 06 OF 19

Events: Add Event

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Events action: Add Event / persona: admin / desktop evidence

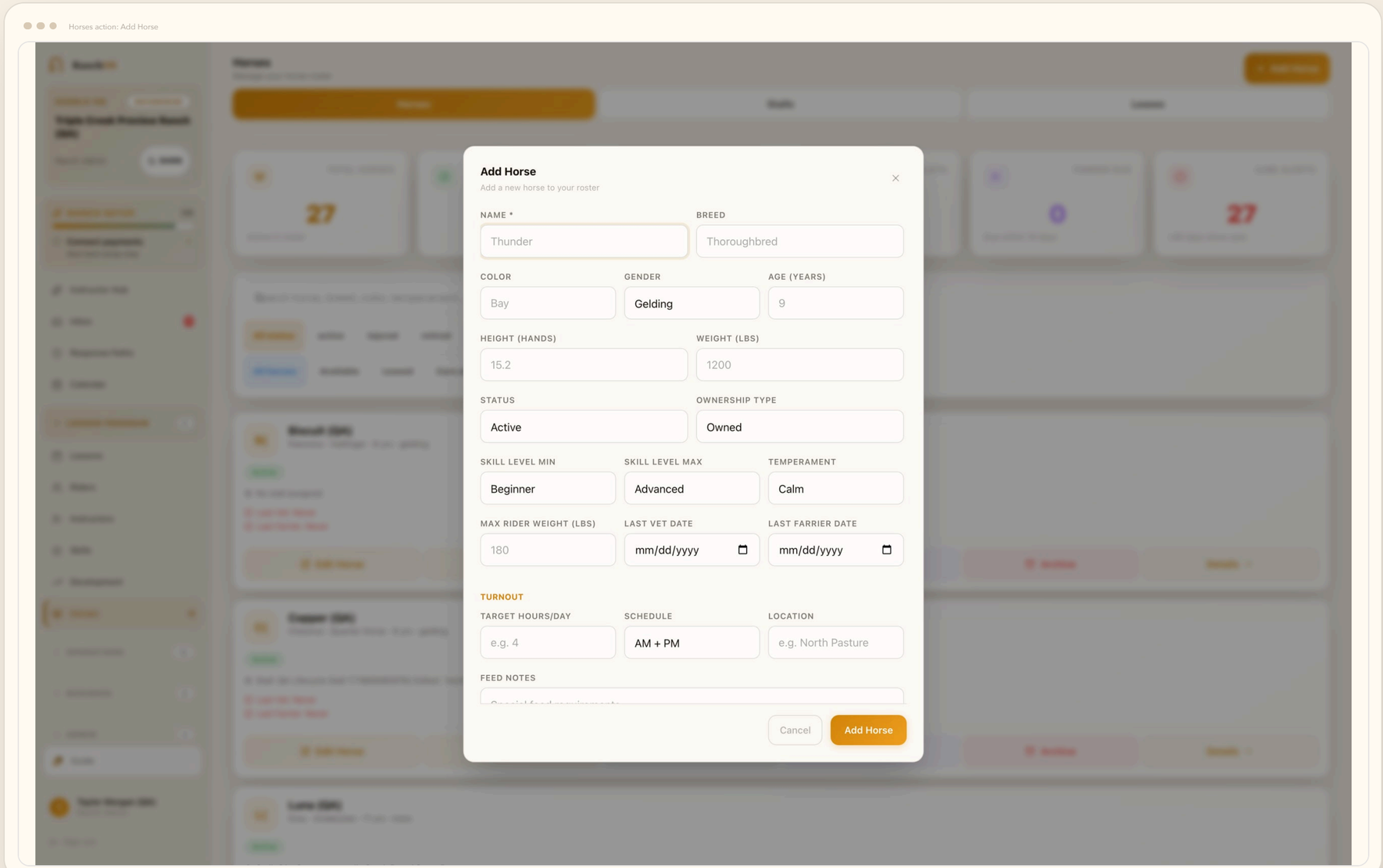


ACTION SCREENS / 07 OF 19

Horses: Add Horse

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Horses action: Add Horse / persona: admin / desktop evidence

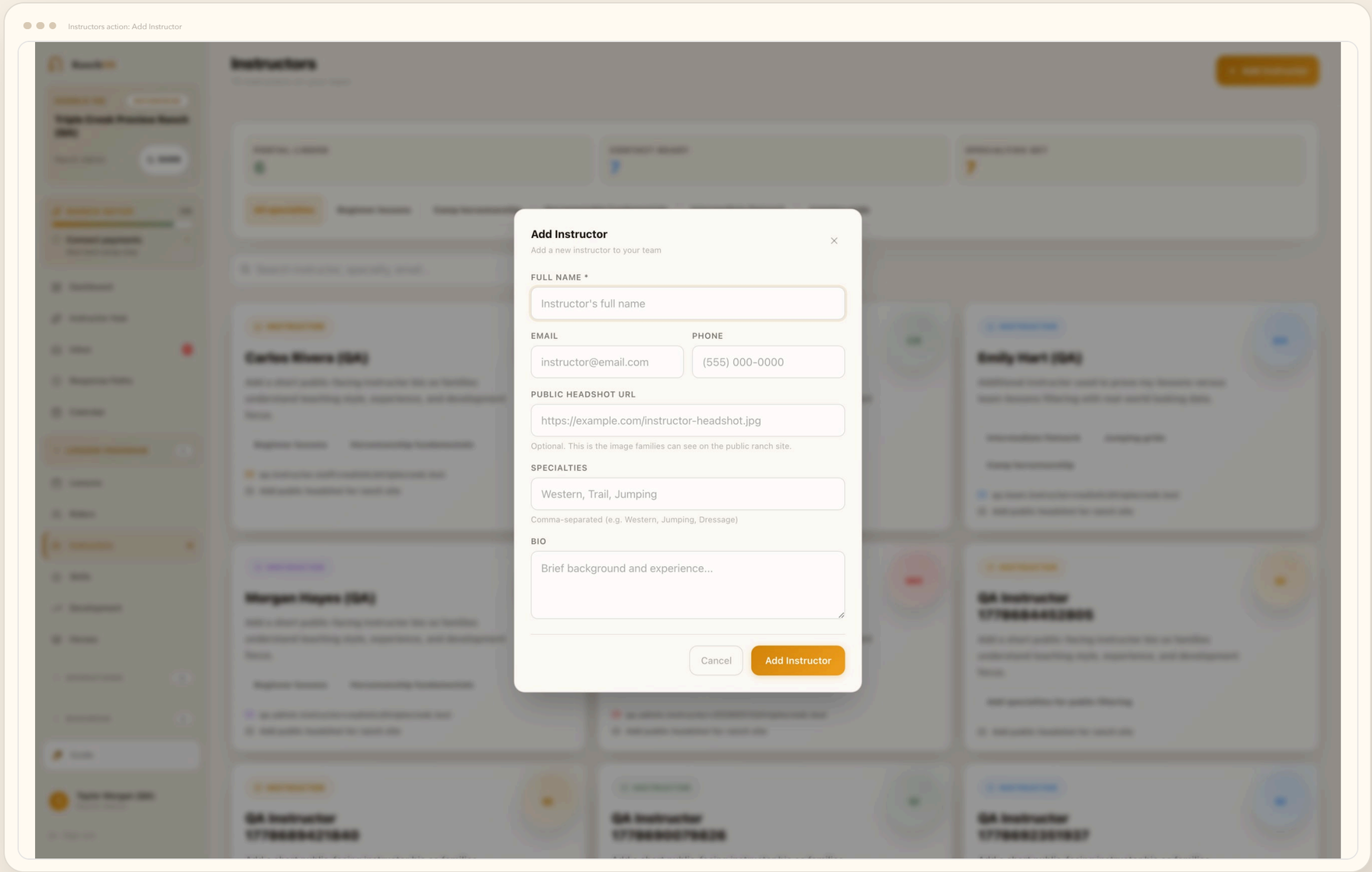


ACTION SCREENS / 08 OF 19

Instructors: Add Instructor

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Instructors action: Add Instructor / persona: admin / desktop evidence

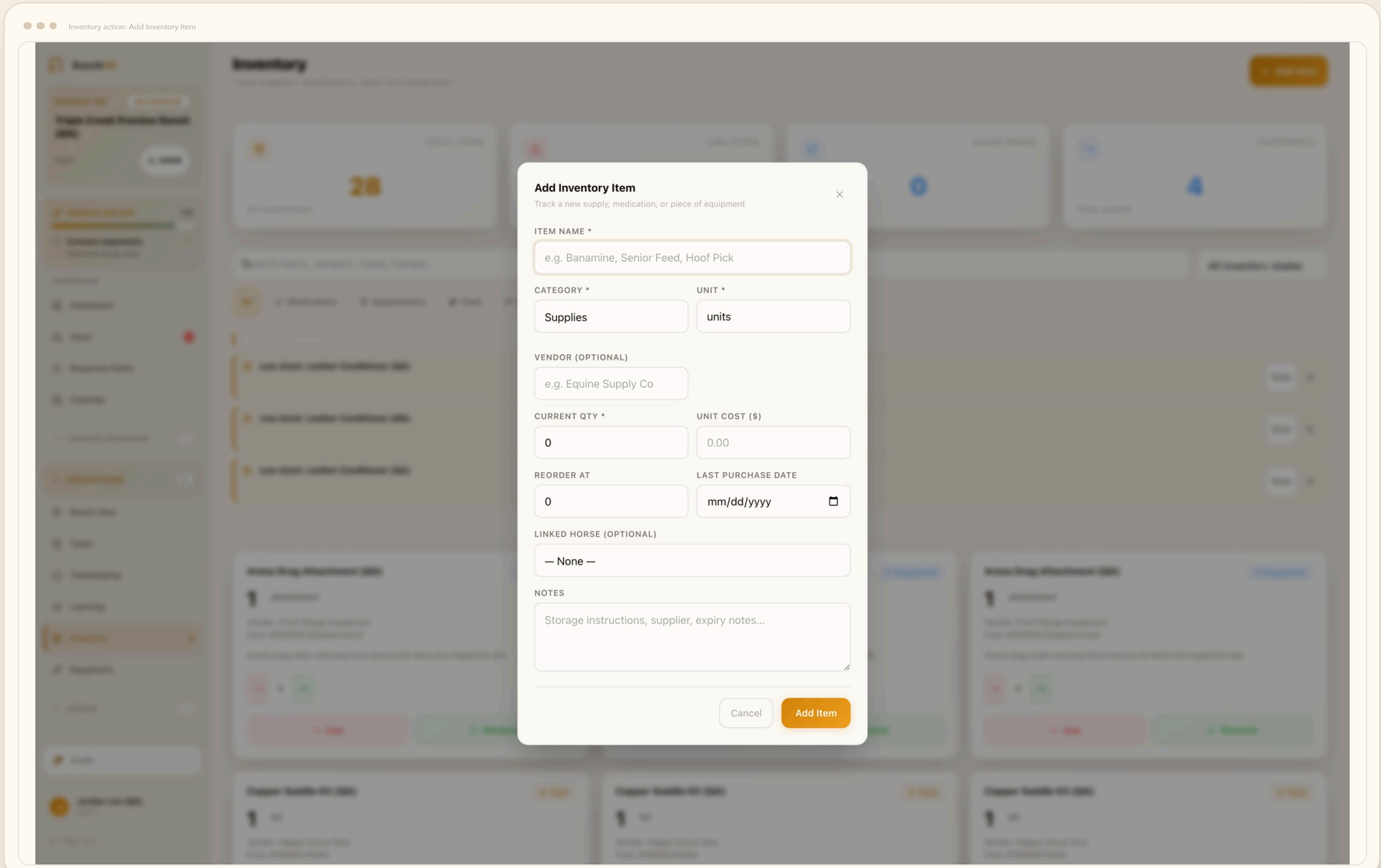


ACTION SCREENS / 09 OF 19

Inventory: Add Inventory Item

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Inventory action: Add Inventory Item / persona: staff / desktop evidence

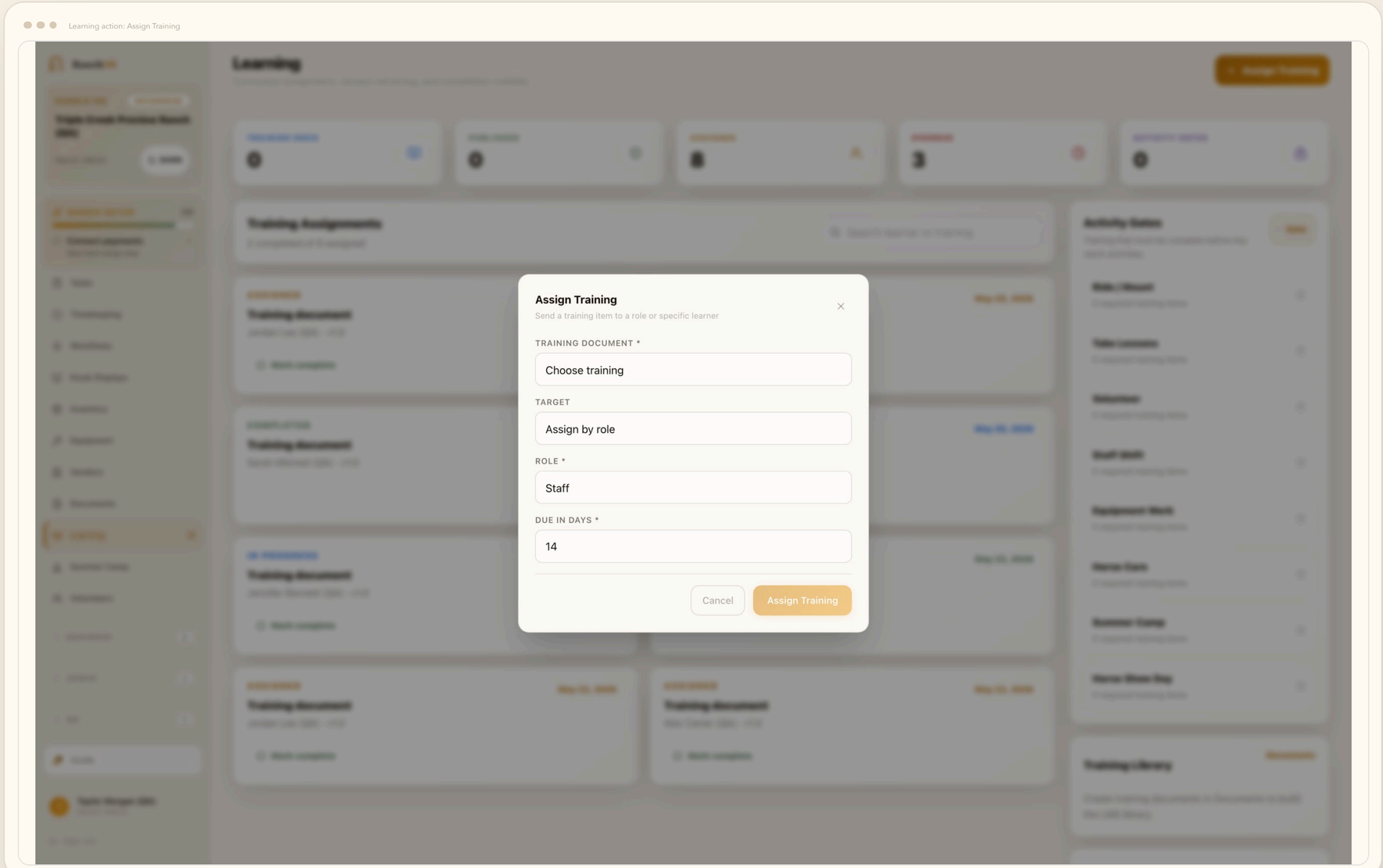


ACTION SCREENS / 10 OF 19

Learning: Assign Training

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Learning action: Assign Training / persona: admin / desktop evidence

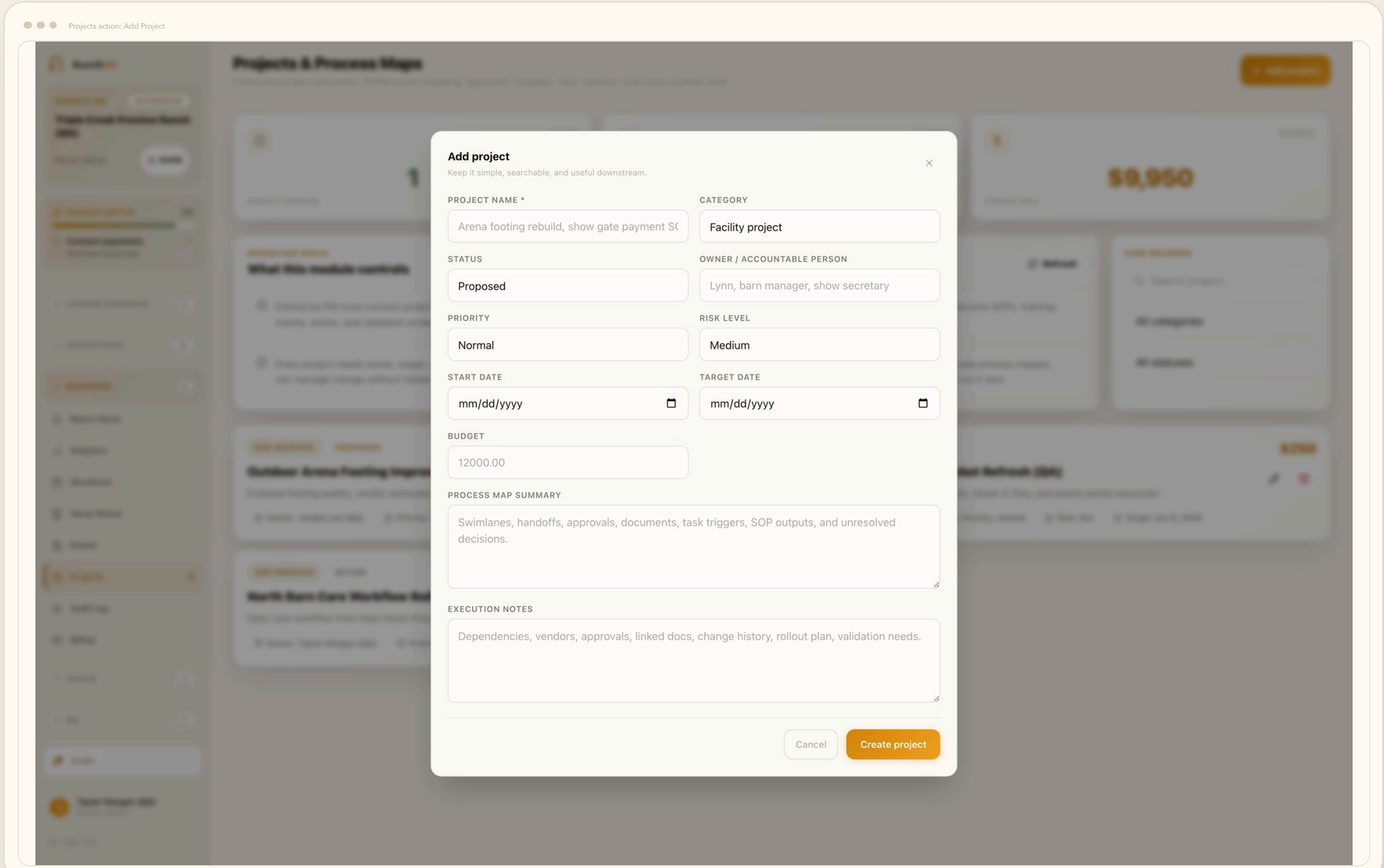


ACTION SCREENS / 11 OF 19

Projects: Add Project

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Projects action: Add Project / persona: admin / desktop evidence

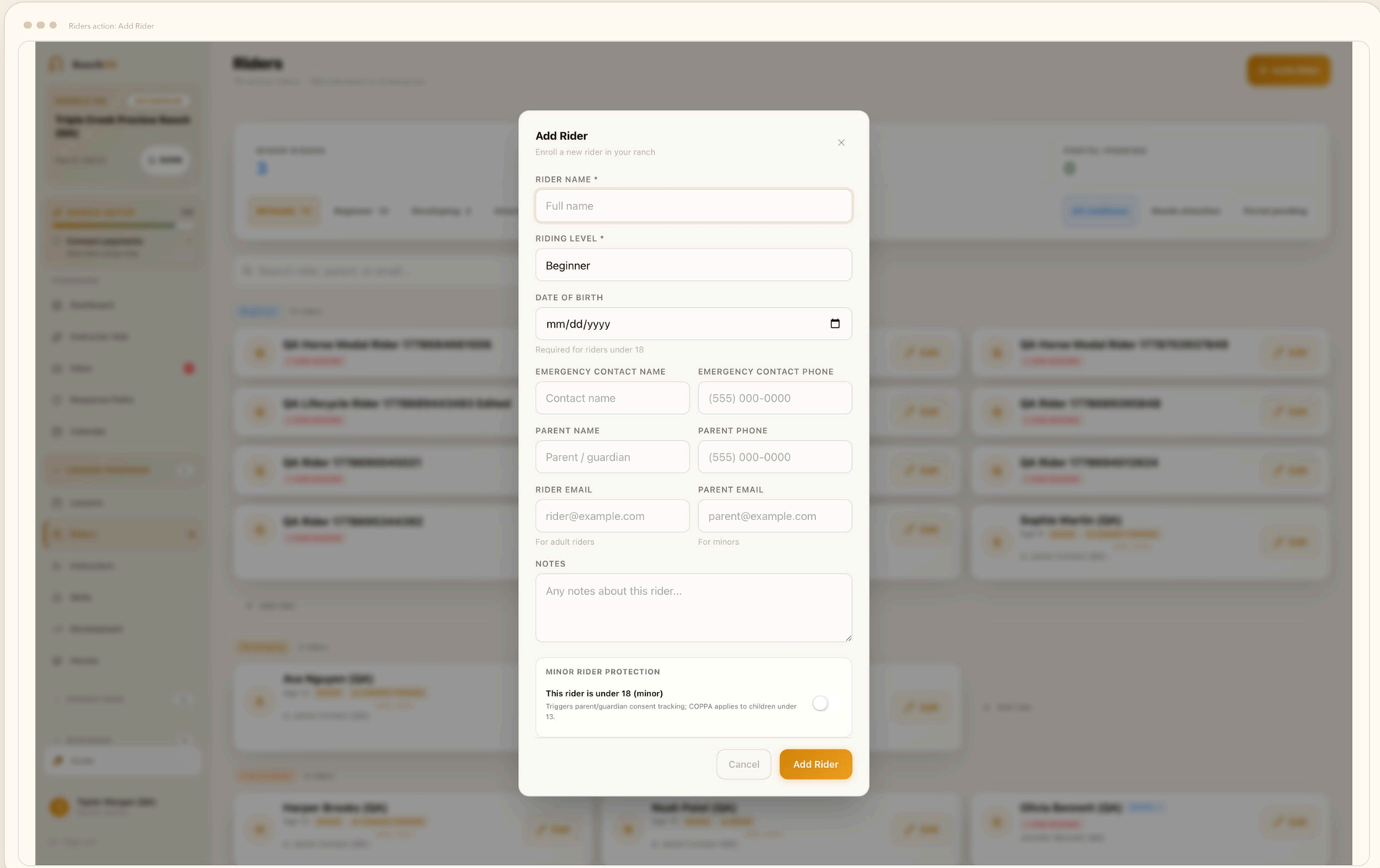


ACTION SCREENS / 12 OF 19

Riders: Add Rider

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Riders action: Add Rider / persona: admin / desktop evidence

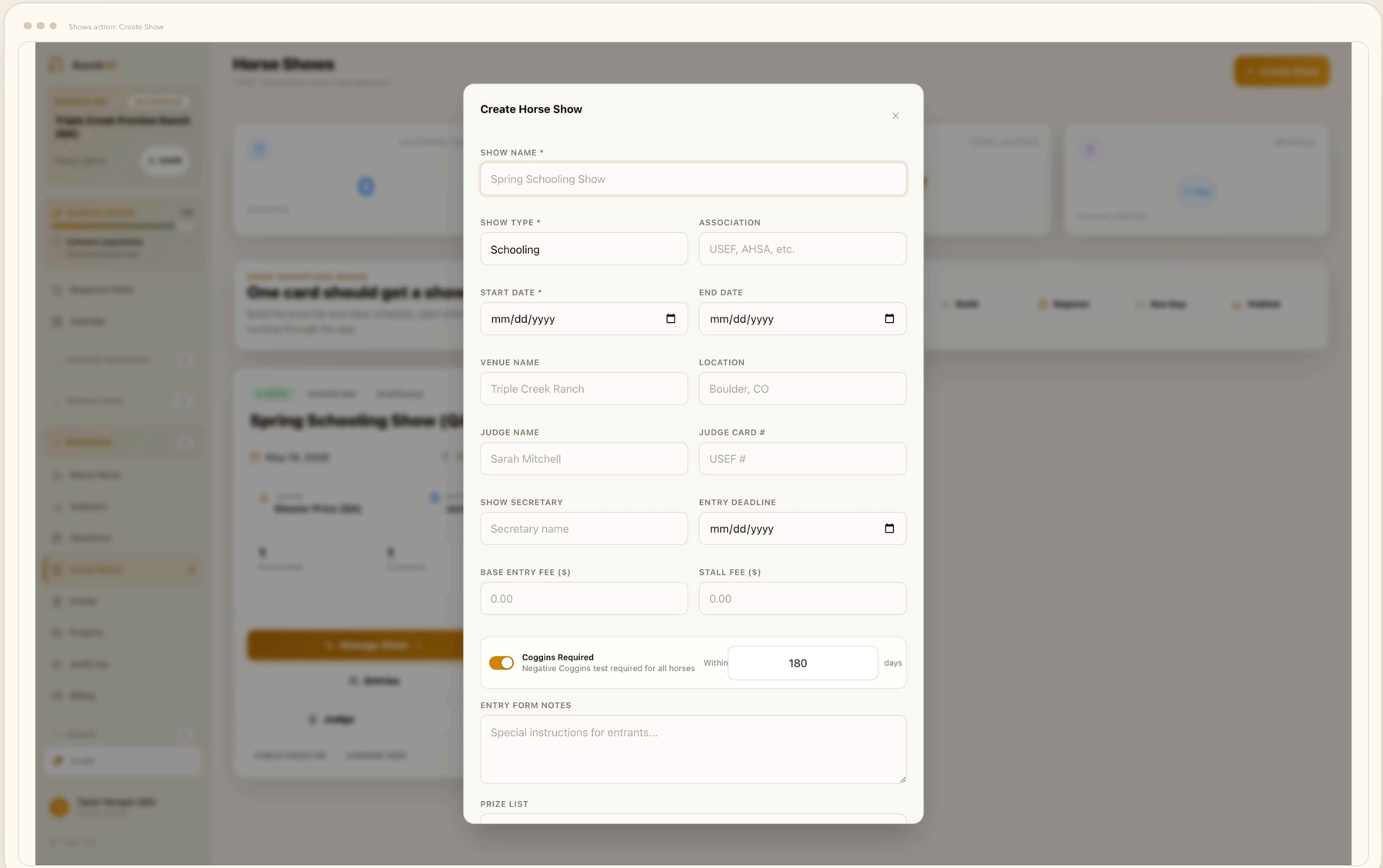


ACTION SCREENS / 13 OF 19

Shows: Create Show

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Shows action: Create Show / persona: admin / desktop evidence



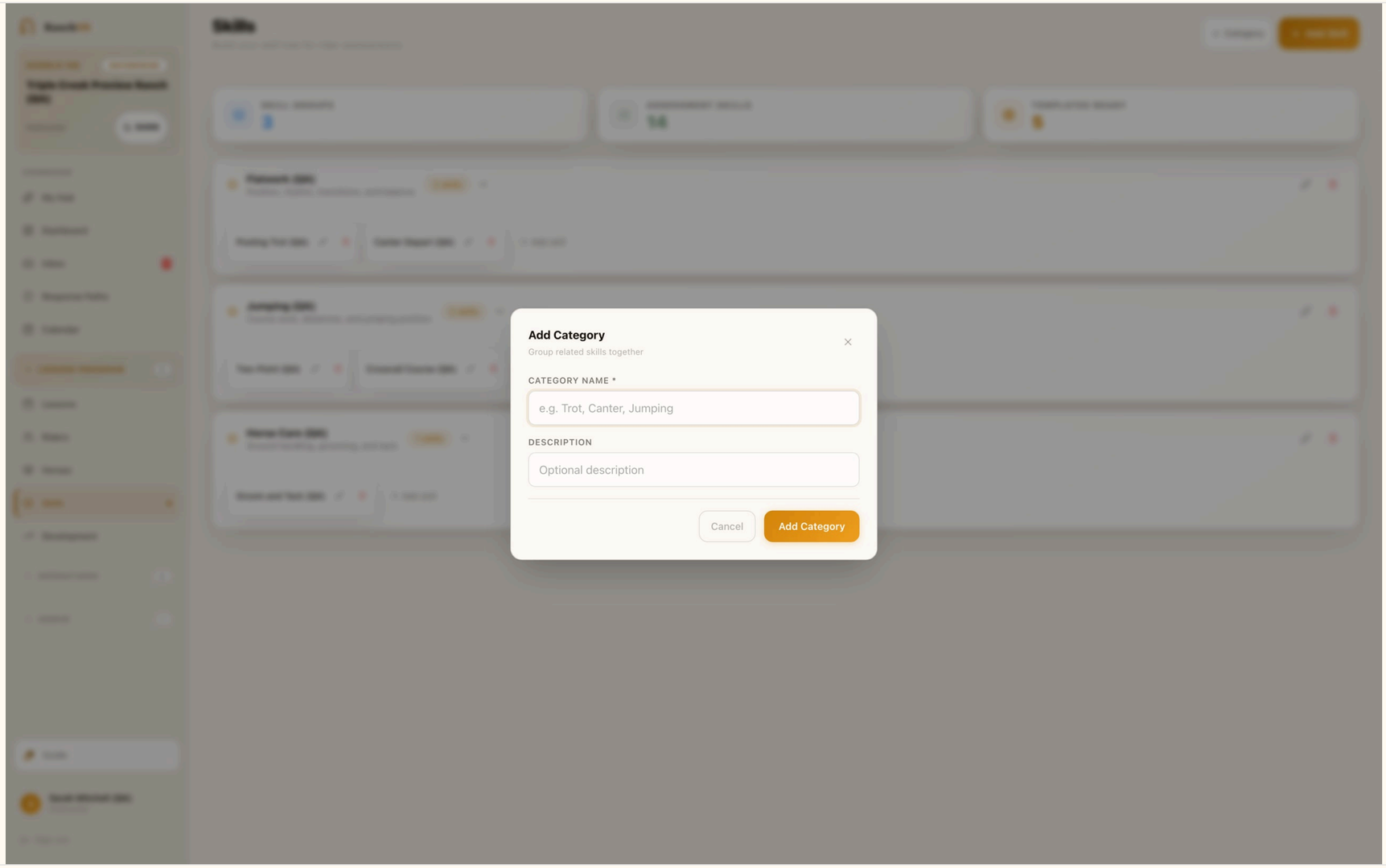
ACTION SCREENS / 14 OF 19

Skills: Add Skill Category

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Skills action: Add Skill Category / persona: instructor / desktop evidence

Skills action: Add Skill Category

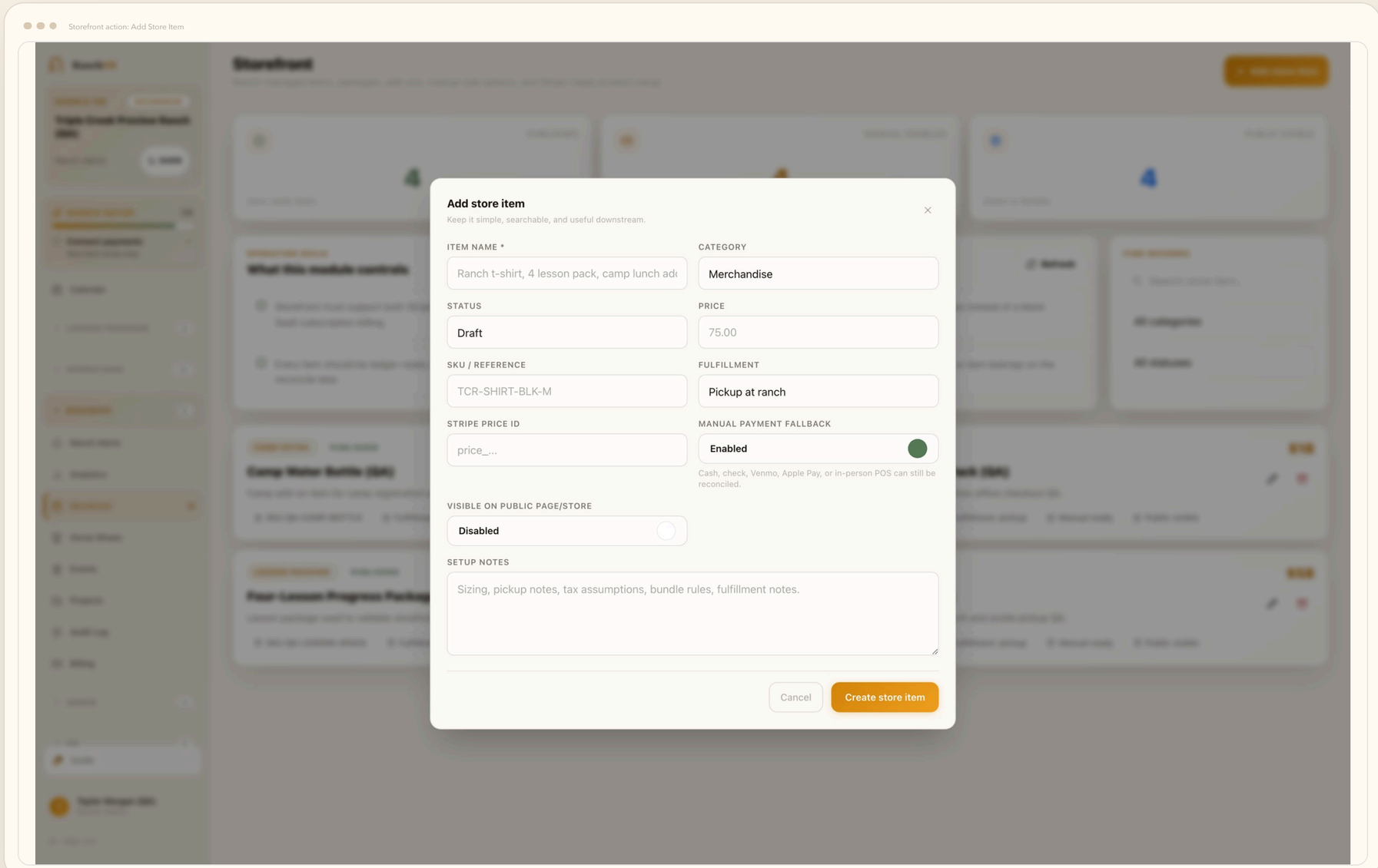


ACTION SCREENS / 15 OF 19

Storefront: Add Store Item

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Storefront action: Add Store Item / persona: admin / desktop evidence

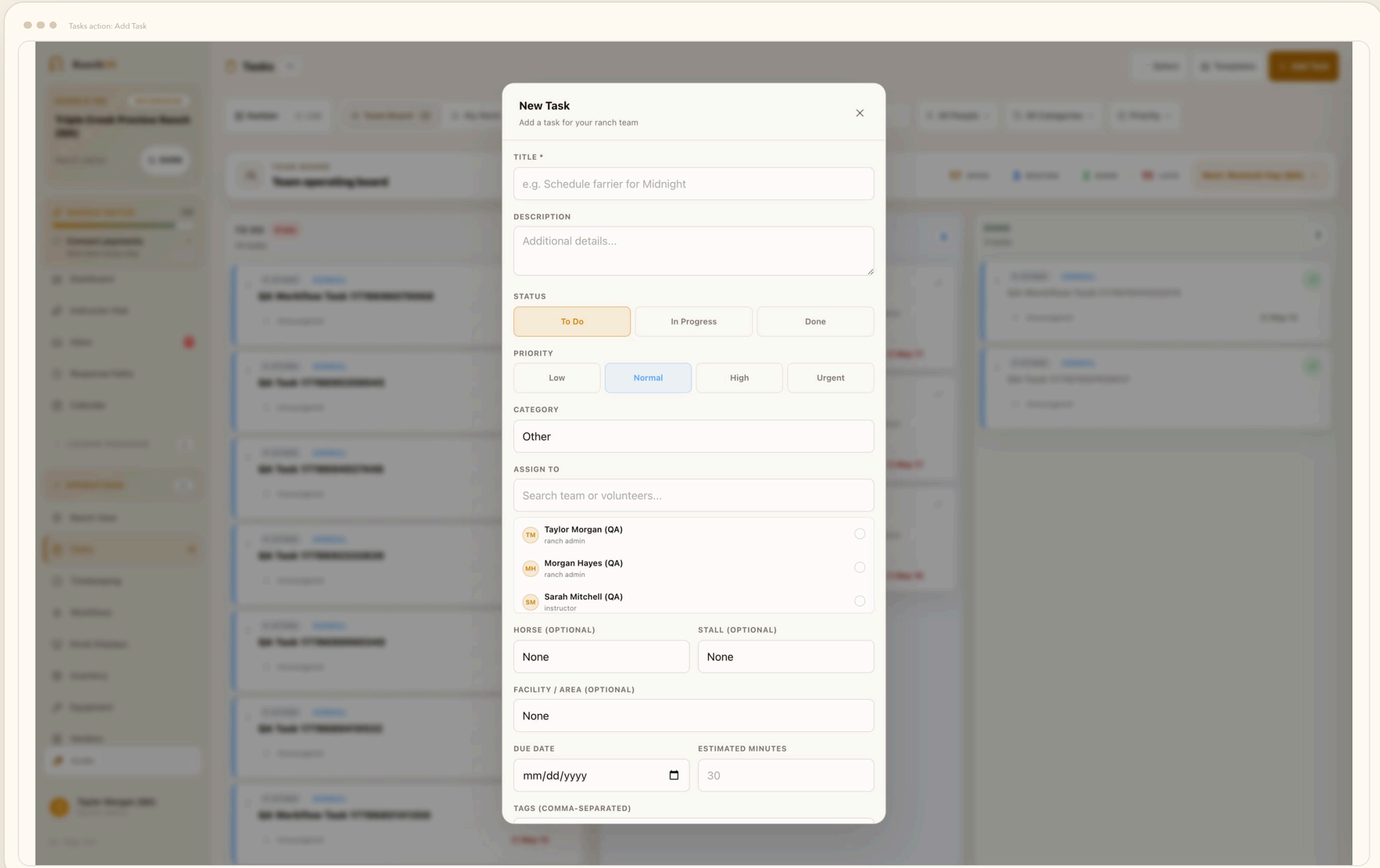


ACTION SCREENS / 16 OF 19

Tasks: Add Task

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Tasks action: Add Task / persona: admin / desktop evidence

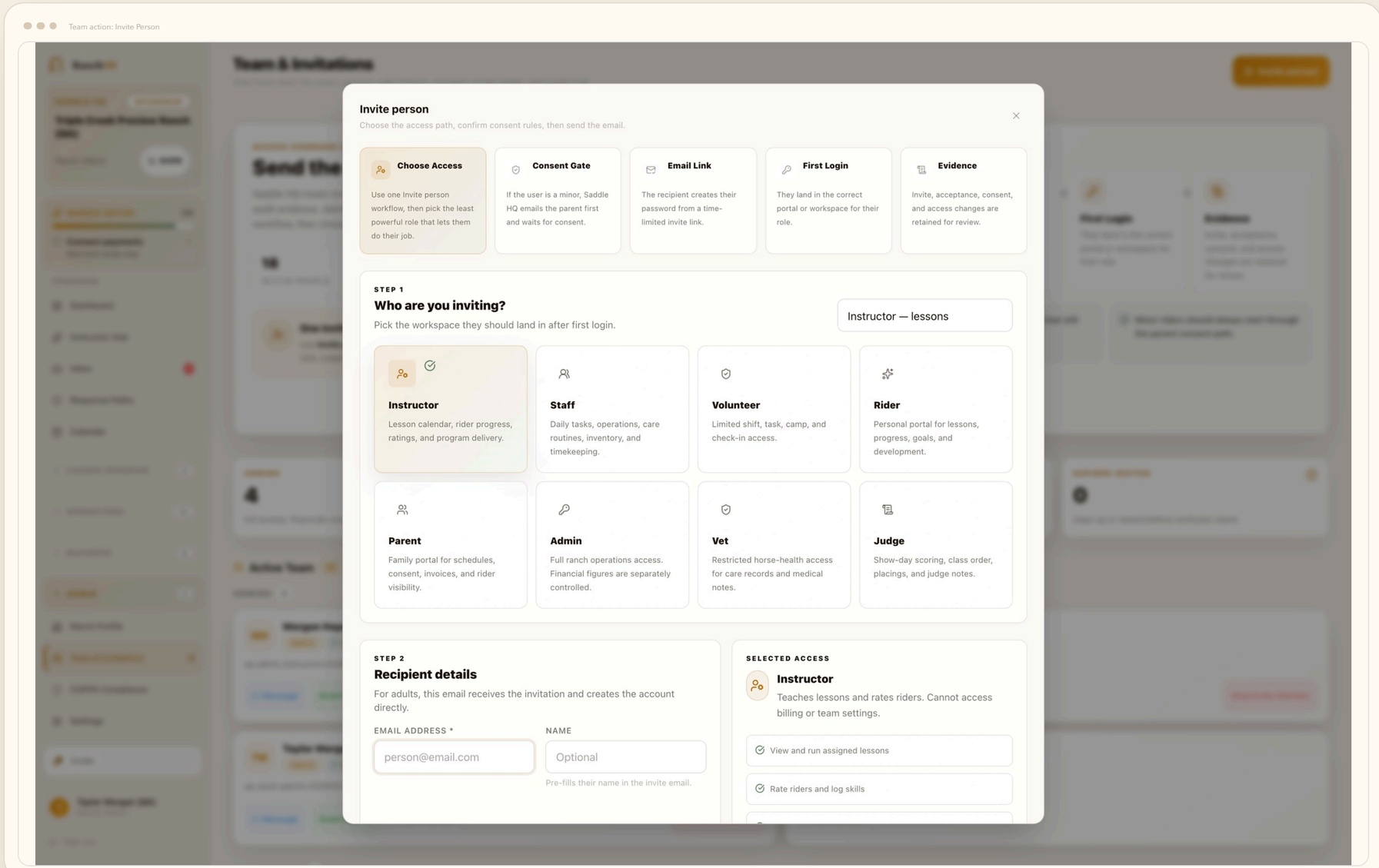


ACTION SCREENS / 17 OF 19

Team: Invite Person

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Team action: Invite Person / persona: admin / desktop evidence

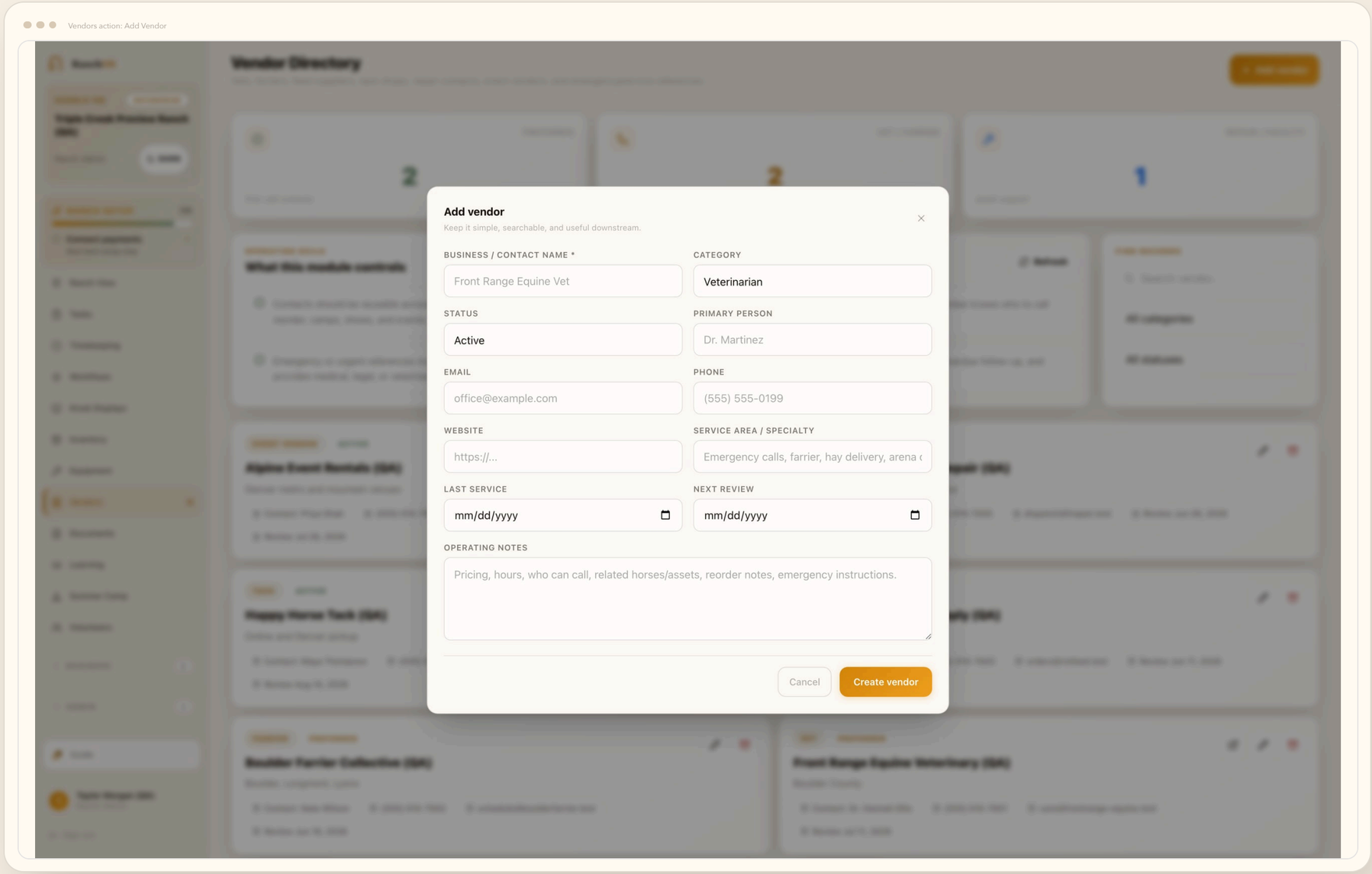


ACTION SCREENS / 18 OF 19

Vendors: Add Vendor

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Vendors action: Add Vendor / persona: admin / desktop evidence

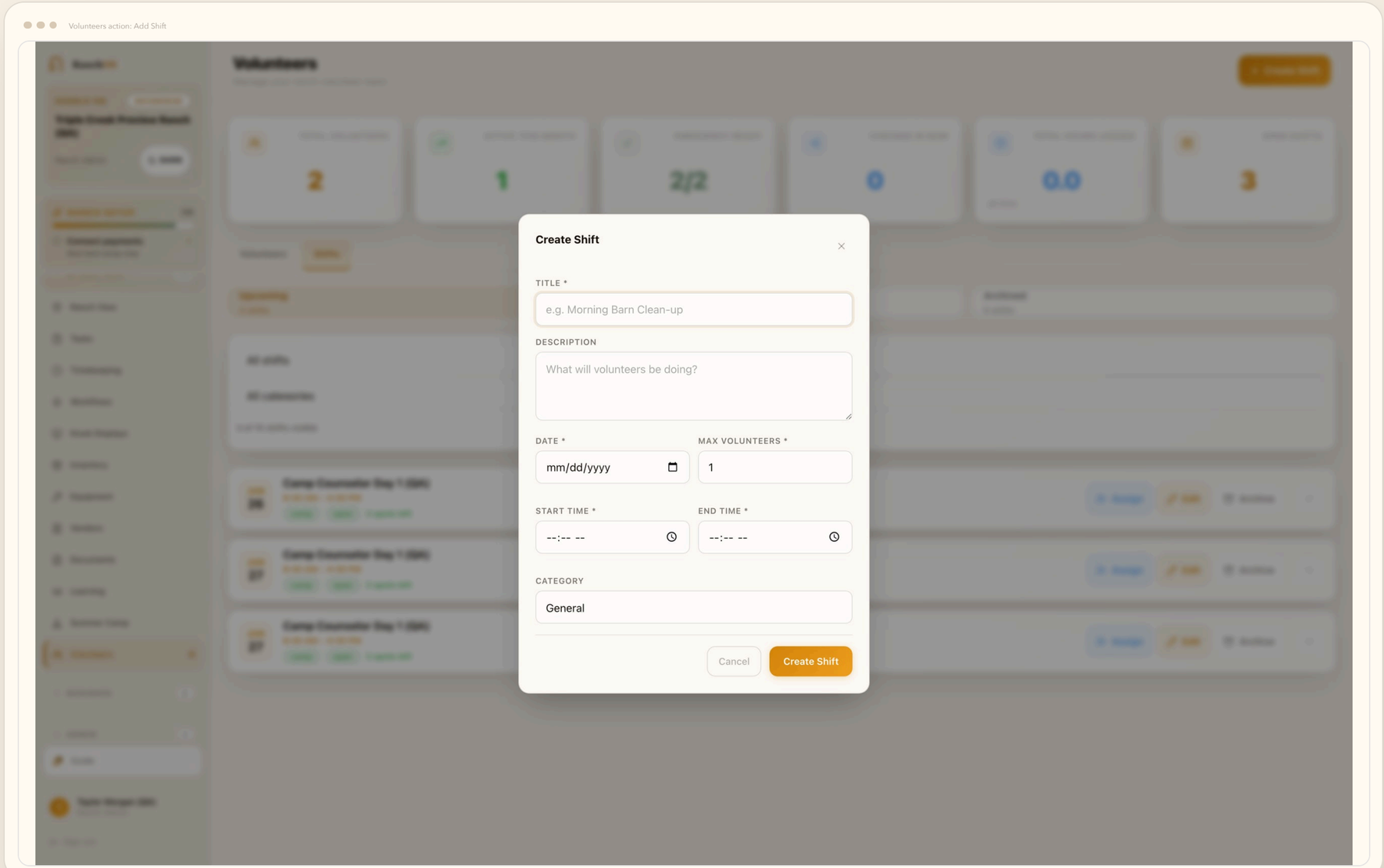


ACTION SCREENS / 19 OF 19

Volunteers: Add Shift

Action/form screen showing how users create, invite, assign, bill, document, or manage records in the running app.

Volunteers action: Add Shift / persona: admin / desktop evidence





RANCH TRUTH

Responsive Field Workflows

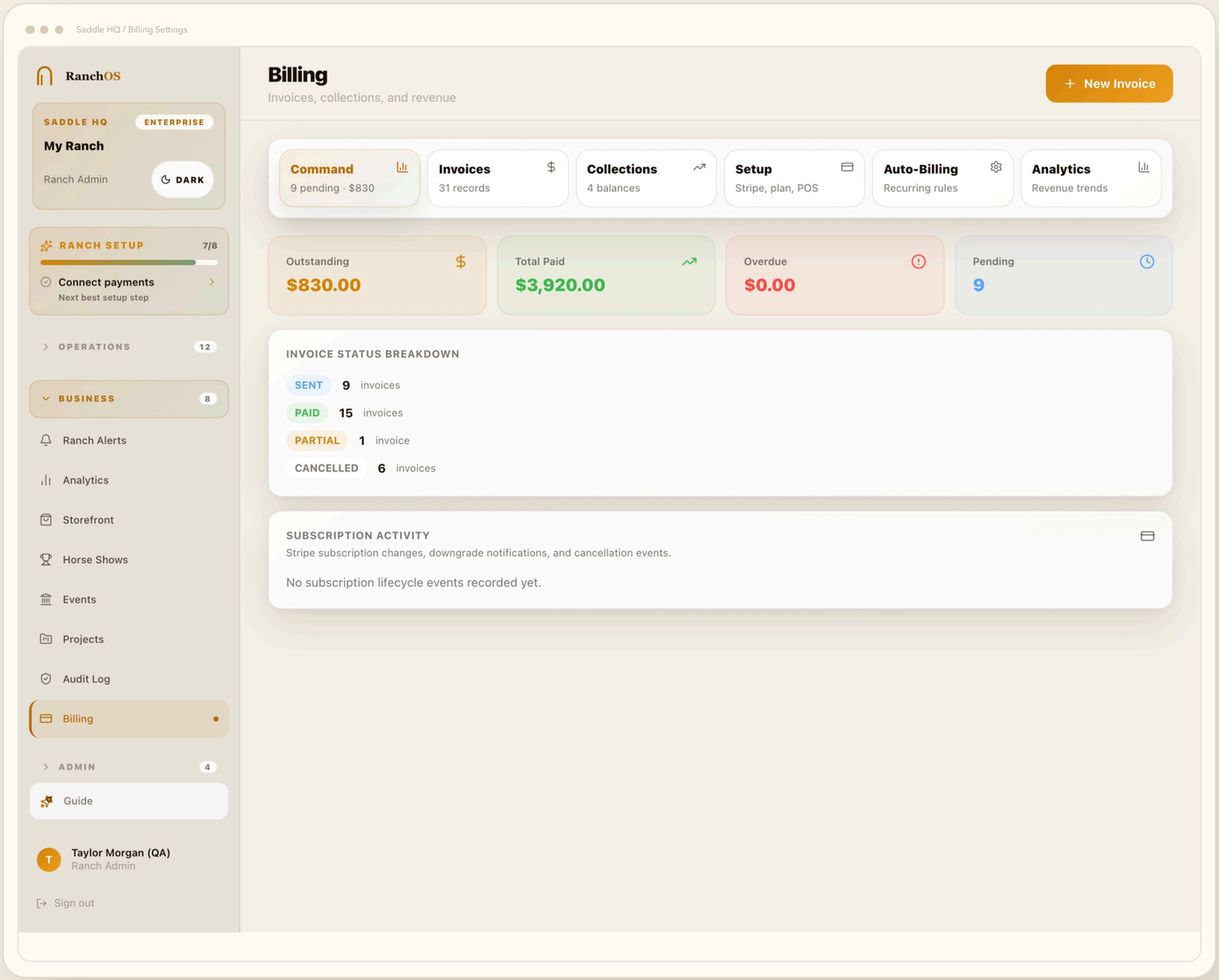
The field experience matters. Tablet and mobile captures show how Saddle HQ behaves outside a desktop office.

RESPONSIVE EVIDENCE / 01 OF 40

Admin: Billing Settings

Tablet capture for the same real application surface.

Saddle HQ / Billing Settings / persona: admin / tablet evidence

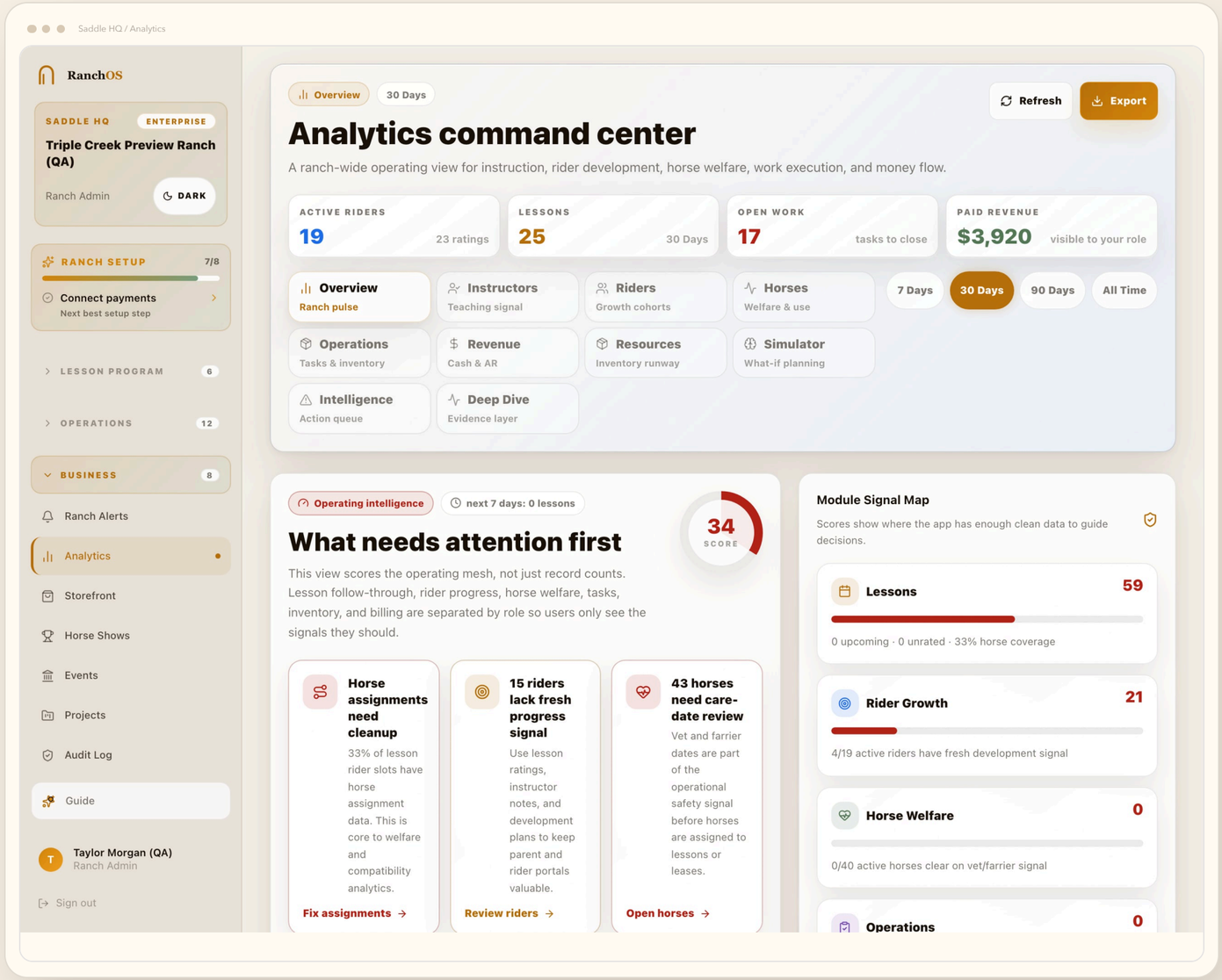


RESPONSIVE EVIDENCE / 02 OF 40

Business: Analytics

Tablet capture for the same real application surface.

Saddle HQ / Analytics / persona: admin / tablet evidence

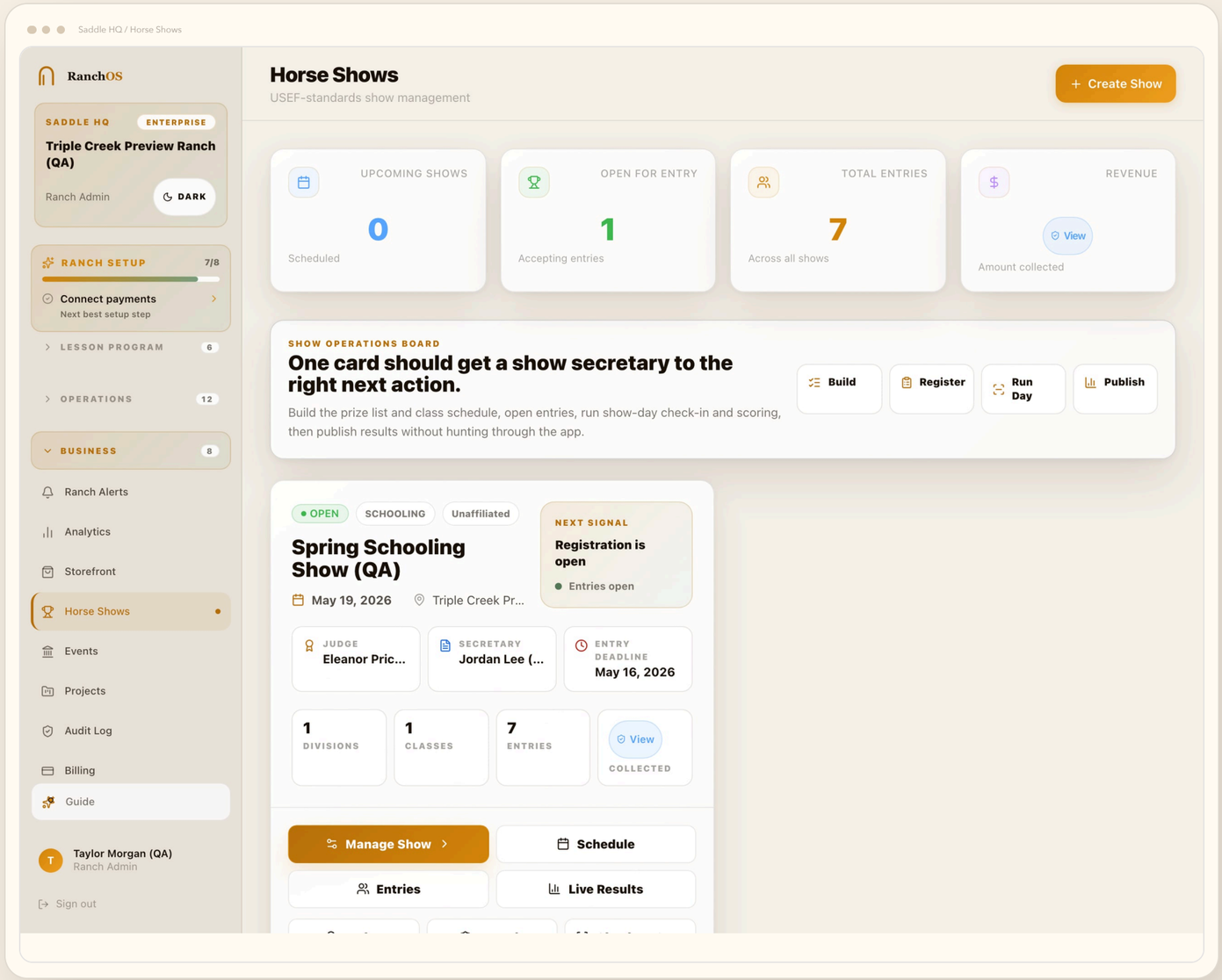


RESPONSIVE EVIDENCE / 03 OF 40

Business: Horse Shows

Tablet capture for the same real application surface.

Saddle HQ / Horse Shows / persona: admin / tablet evidence

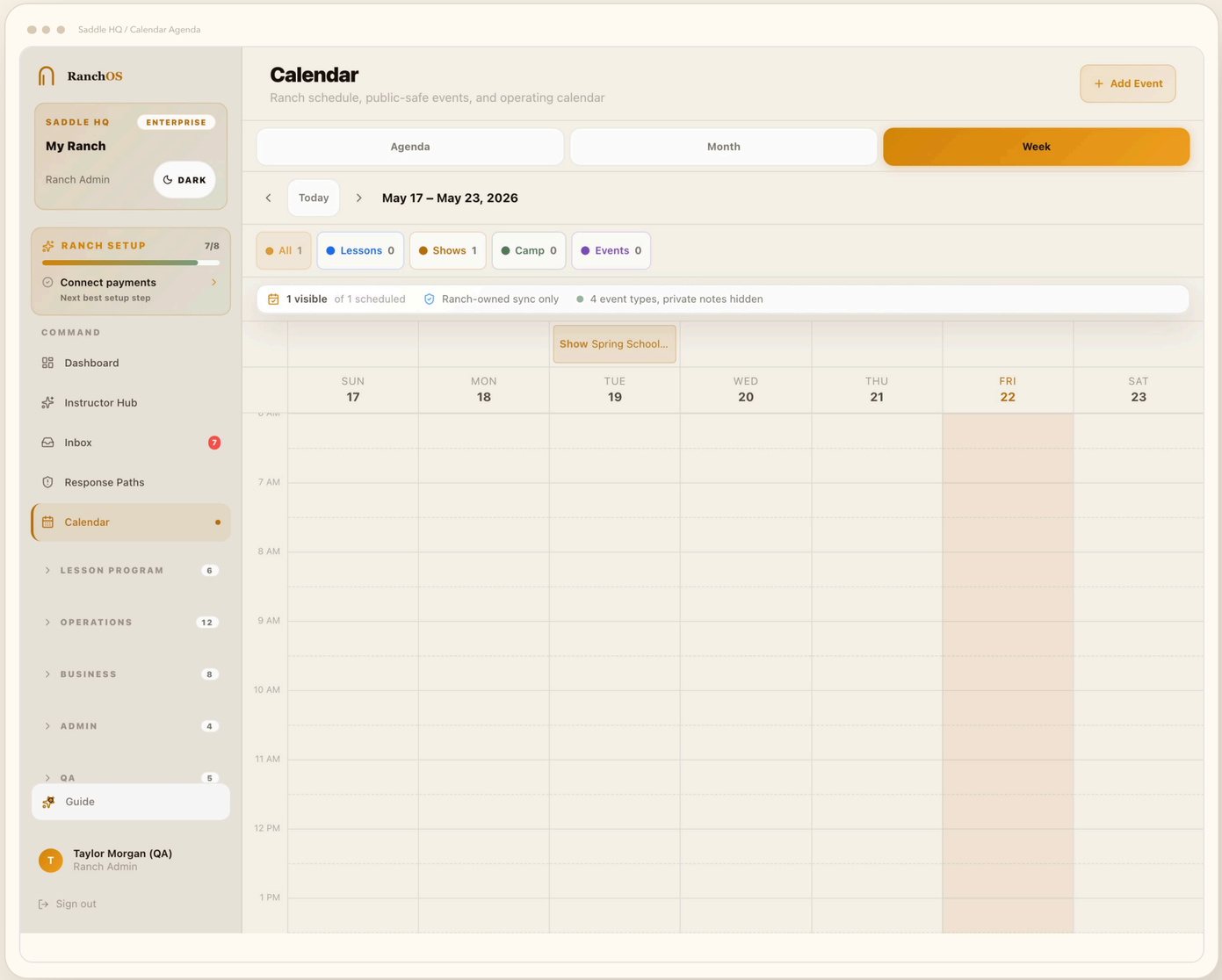


RESPONSIVE EVIDENCE / 04 OF 40

Command: Calendar Agenda

Tablet capture for the same real application surface.

Saddle HQ / Calendar Agenda / persona: admin / tablet evidence

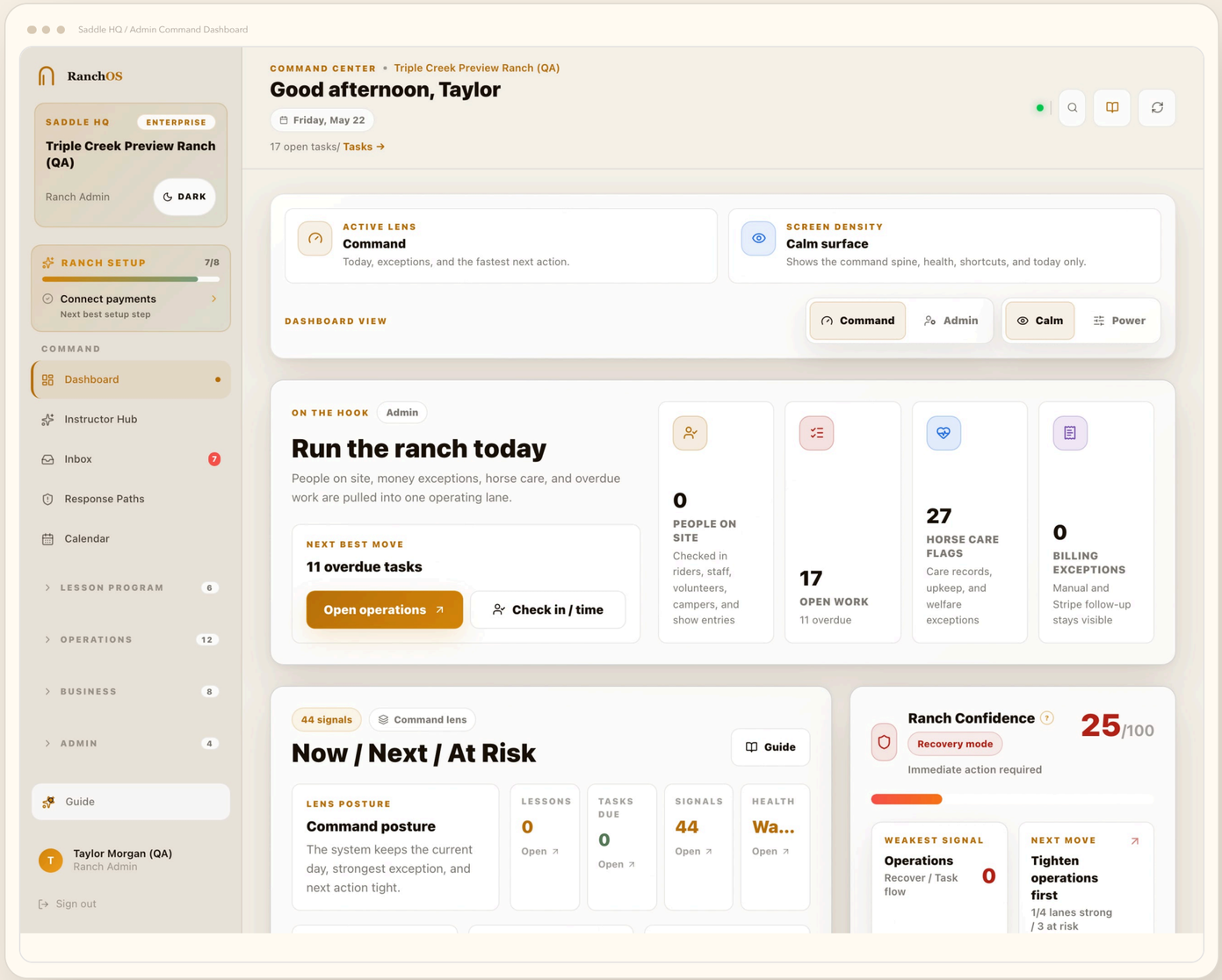


RESPONSIVE EVIDENCE / 05 OF 40

Command: Admin Command Dashboard

Tablet capture for the same real application surface.

Saddle HQ / Admin Command Dashboard / persona: admin / tablet evidence

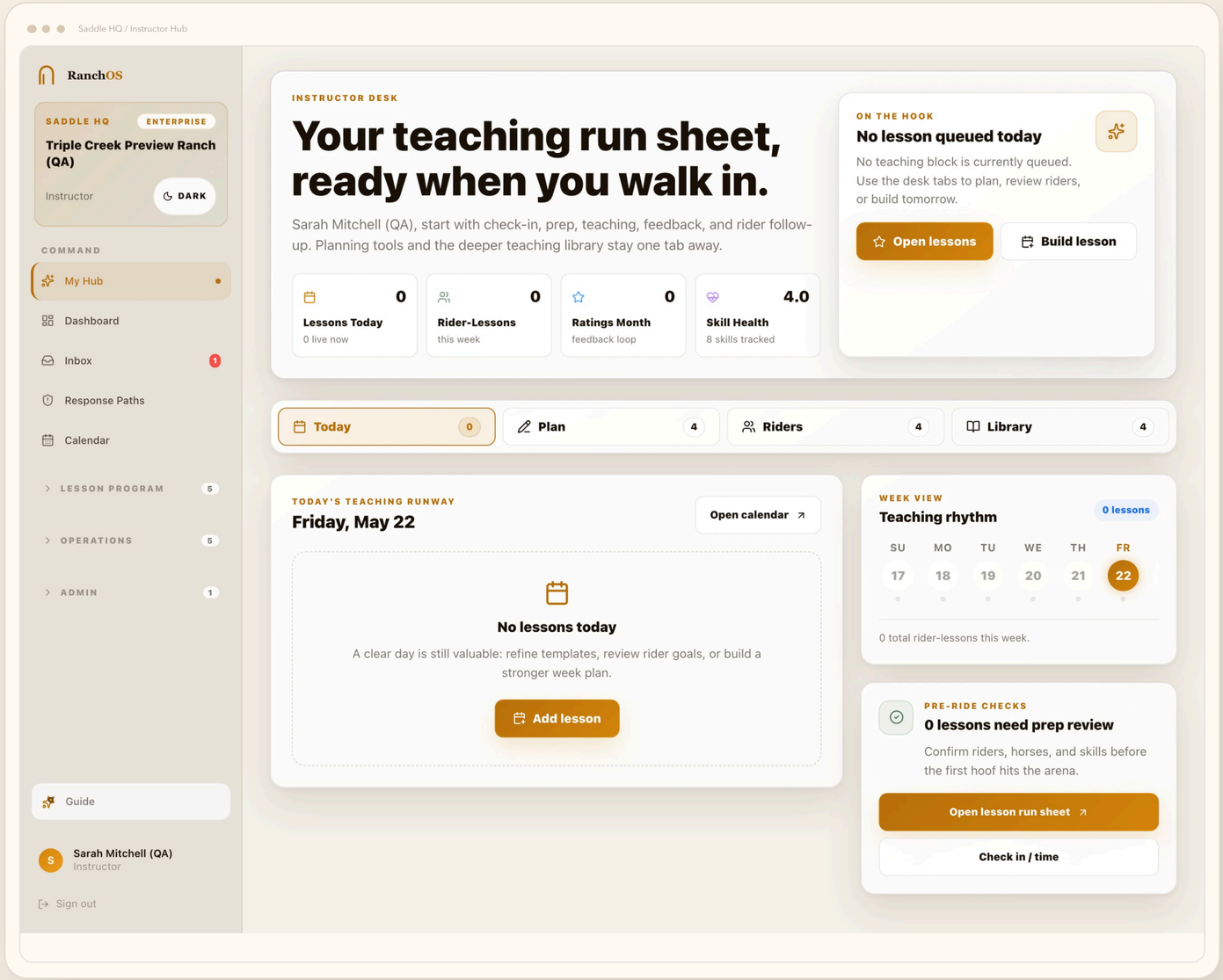


RESPONSIVE EVIDENCE / 06 OF 40

Command: Instructor Hub

Tablet capture for the same real application surface.

Saddle HQ / Instructor Hub / persona: instructor / tablet evidence

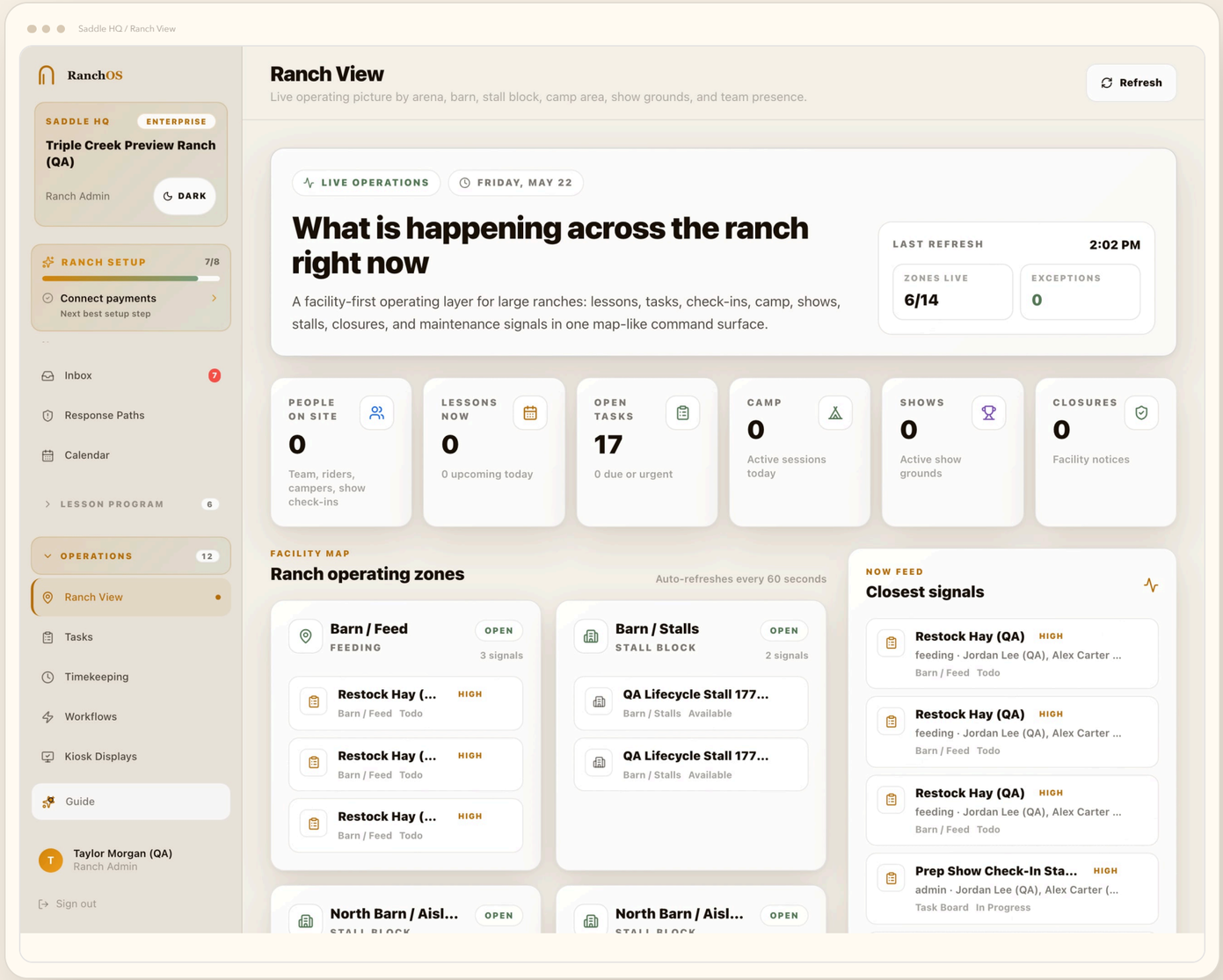


RESPONSIVE EVIDENCE / 07 OF 40

Command: Ranch View

Tablet capture for the same real application surface.

Saddle HQ / Ranch View / persona: admin / tablet evidence

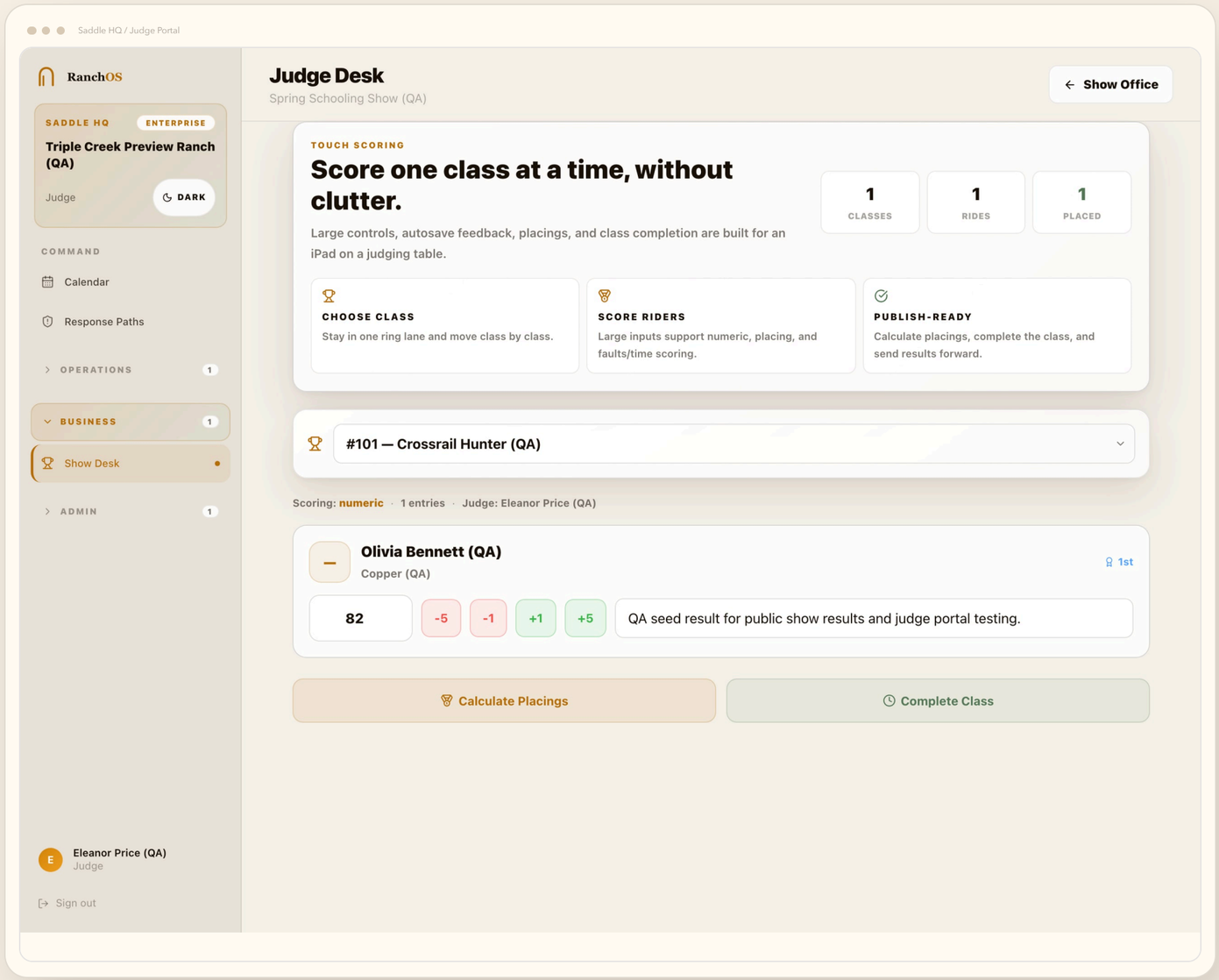


RESPONSIVE EVIDENCE / 08 OF 40

Horse Shows: Judge Portal

Tablet capture for the same real application surface.

Saddle HQ / Judge Portal / persona: judge / tablet evidence

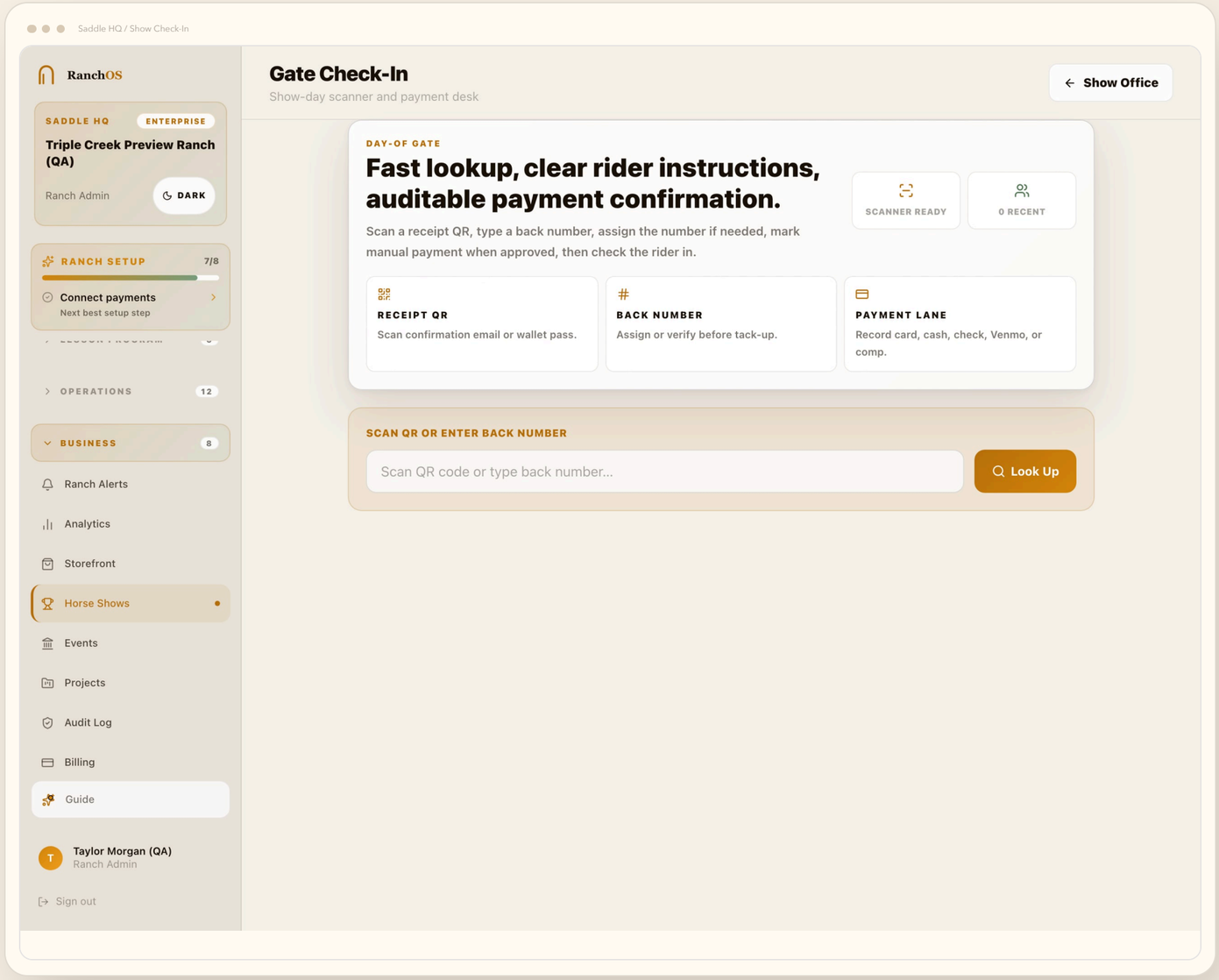


RESPONSIVE EVIDENCE / 09 OF 40

Horse Shows: Show Check-In

Tablet capture for the same real application surface.

Saddle HQ / Show Check-In / persona: admin / tablet evidence

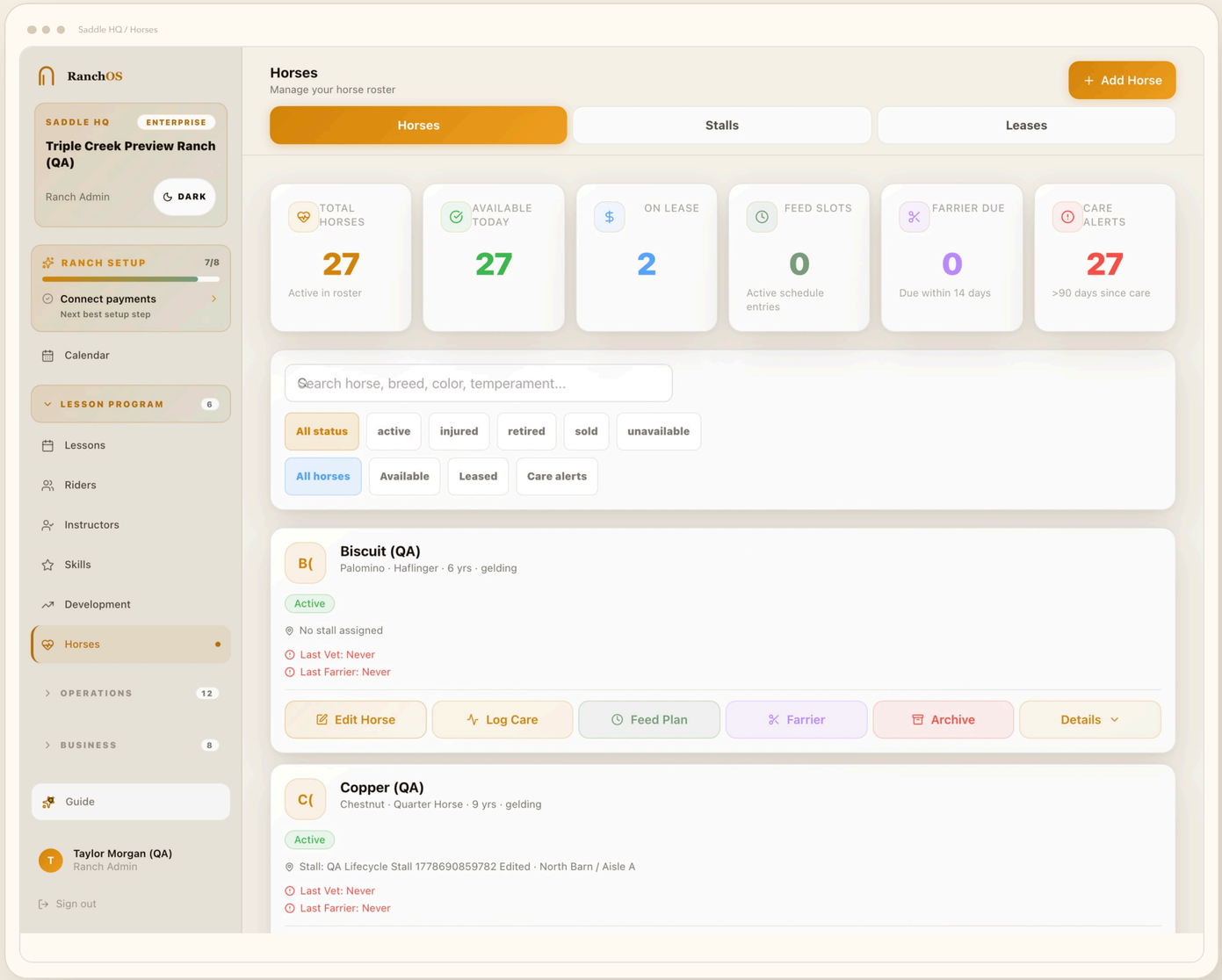


RESPONSIVE EVIDENCE / 10 OF 40

Lesson Program: Horses

Tablet capture for the same real application surface.

Saddle HQ / Horses / persona: admin / tablet evidence

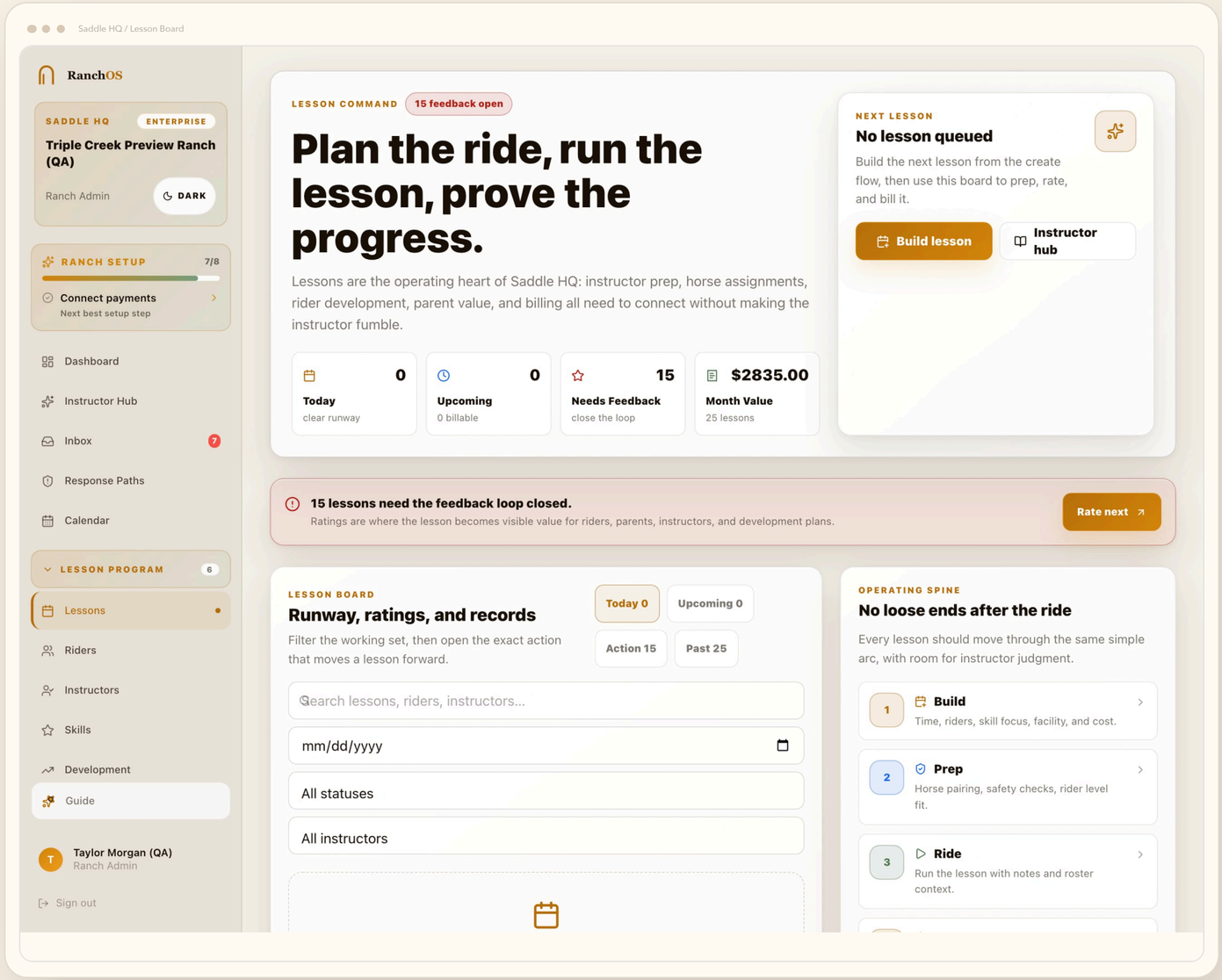


RESPONSIVE EVIDENCE / 11 OF 40

Lesson Program: Lesson Board

Tablet capture for the same real application surface.

Saddle HQ / Lesson Board / persona: admin / tablet evidence

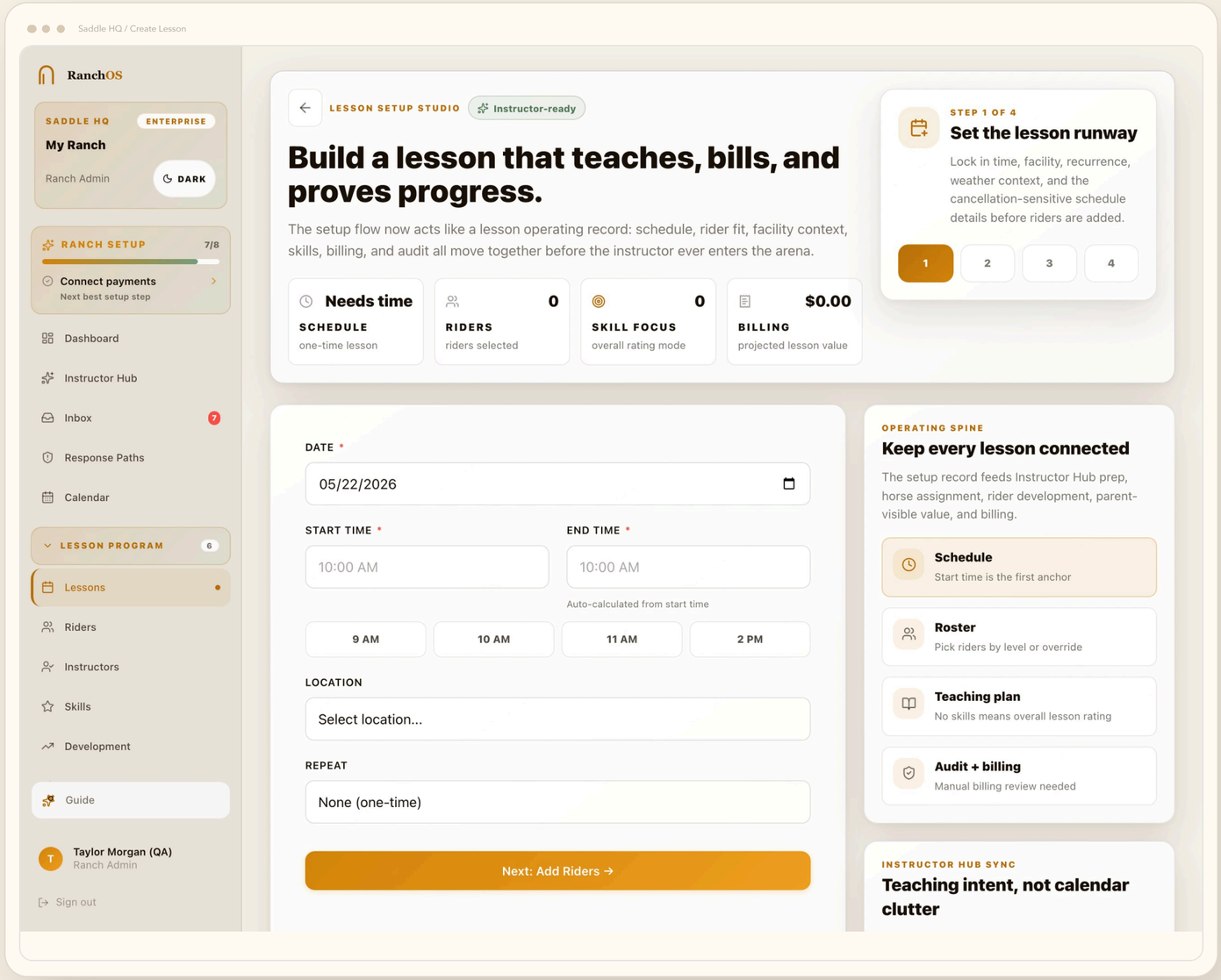


RESPONSIVE EVIDENCE / 12 OF 40

Lesson Program: Create Lesson

Tablet capture for the same real application surface.

Saddle HQ / Create Lesson / persona: admin / tablet evidence

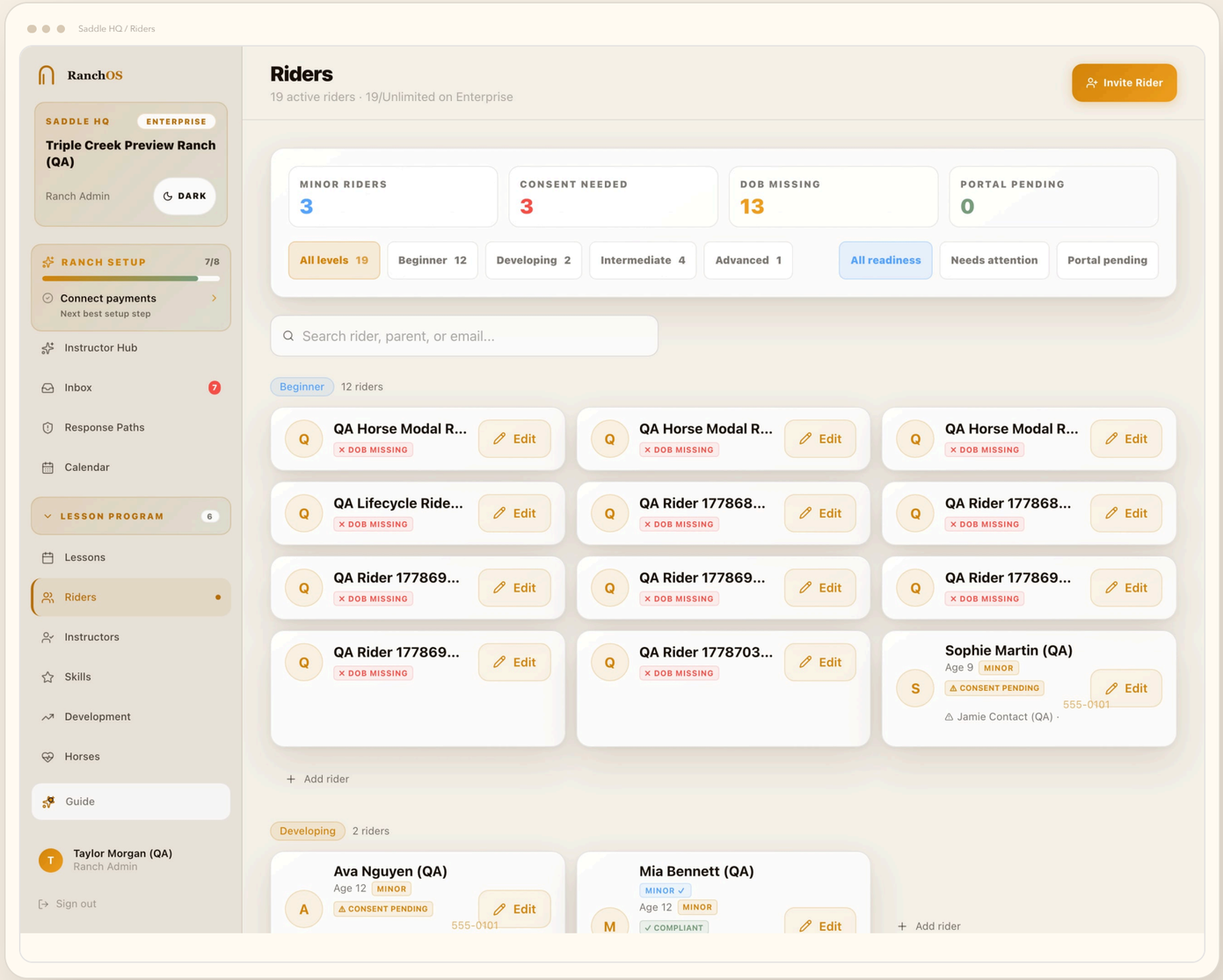


RESPONSIVE EVIDENCE / 13 OF 40

Lesson Program: Riders

Tablet capture for the same real application surface.

Saddle HQ / Riders / persona: admin / tablet evidence

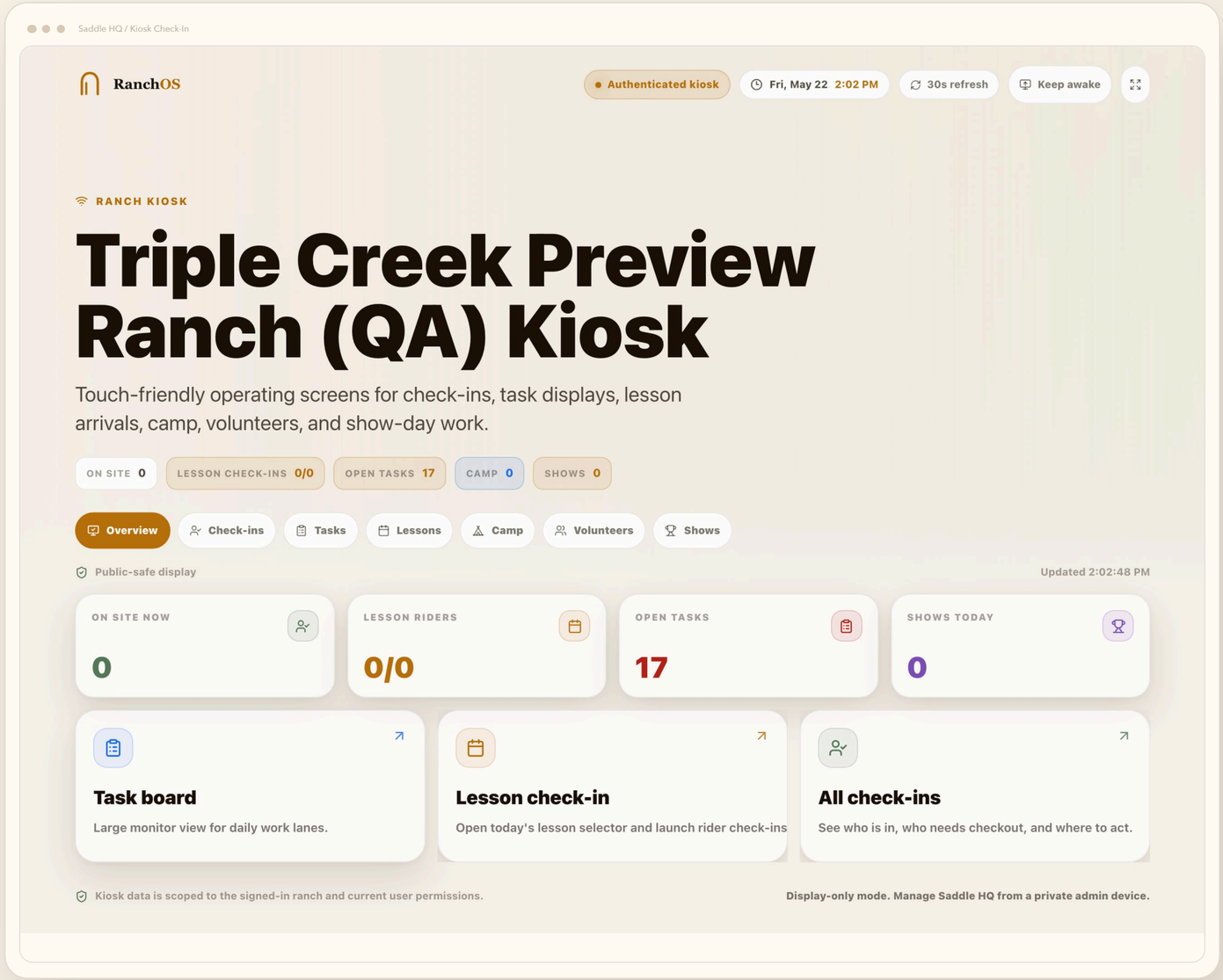


RESPONSIVE EVIDENCE / 14 OF 40

Operations: Kiosk Check-In

Tablet capture for the same real application surface.

Saddle HQ / Kiosk Check-In / persona: admin / tablet evidence

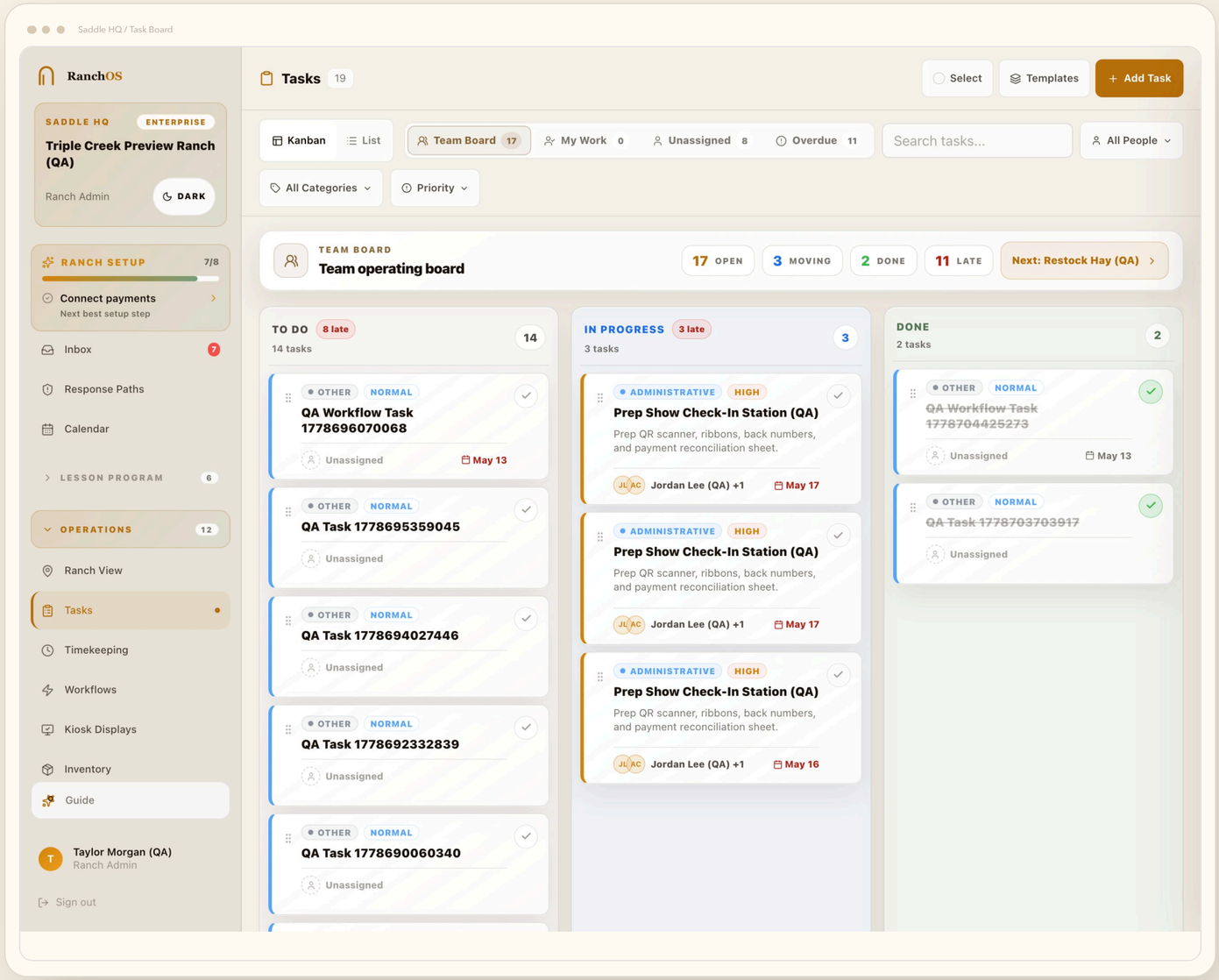


RESPONSIVE EVIDENCE / 15 OF 40

Operations: Task Board

Tablet capture for the same real application surface.

Saddle HQ / Task Board / persona: admin / tablet evidence

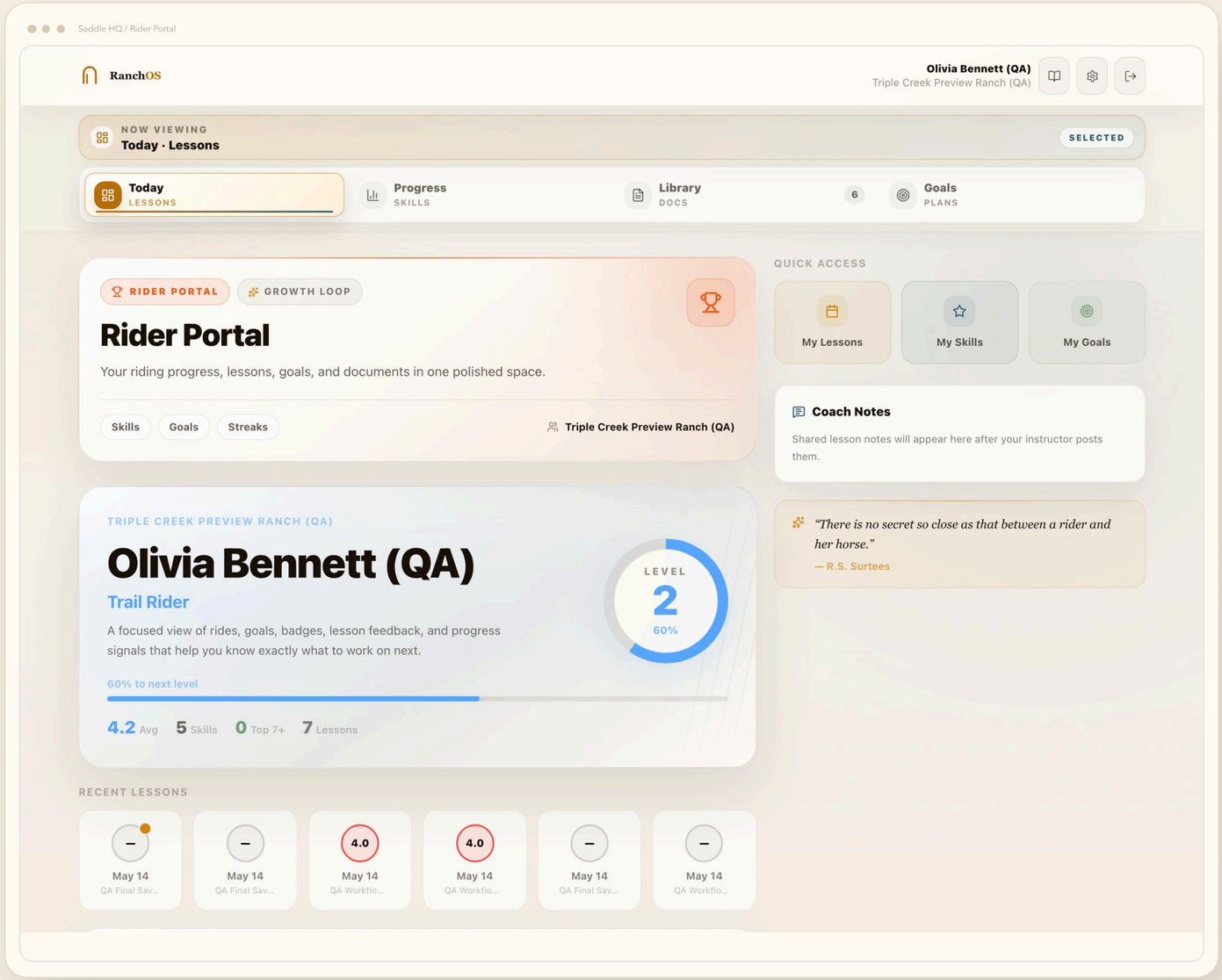


RESPONSIVE EVIDENCE / 16 OF 40

Portals: Rider Portal

Tablet capture for the same real application surface.

Saddle HQ / Rider Portal / persona: rider / tablet evidence

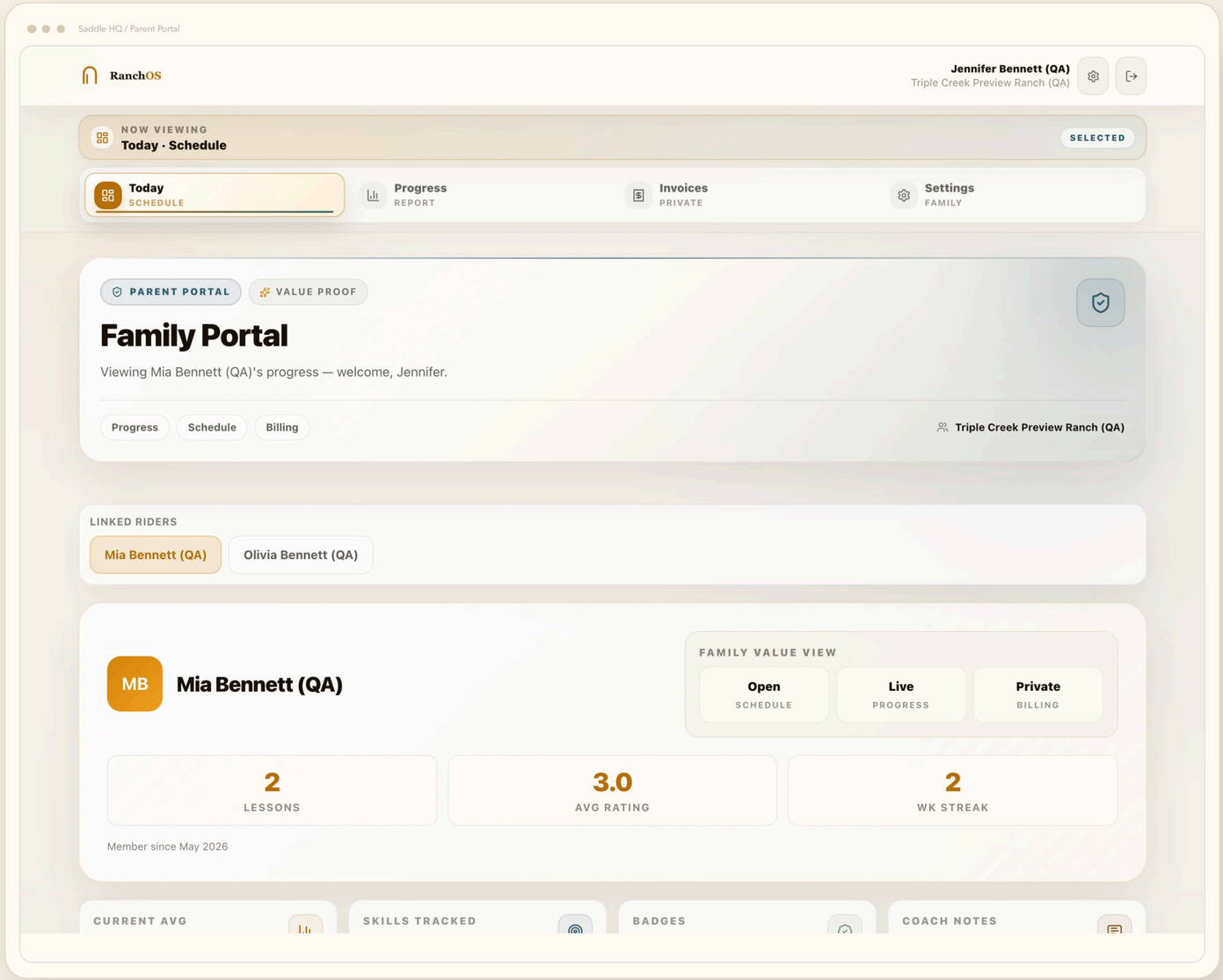


RESPONSIVE EVIDENCE / 17 OF 40

Portals: Parent Portal

Tablet capture for the same real application surface.

Saddle HQ / Parent Portal / persona: parent / tablet evidence

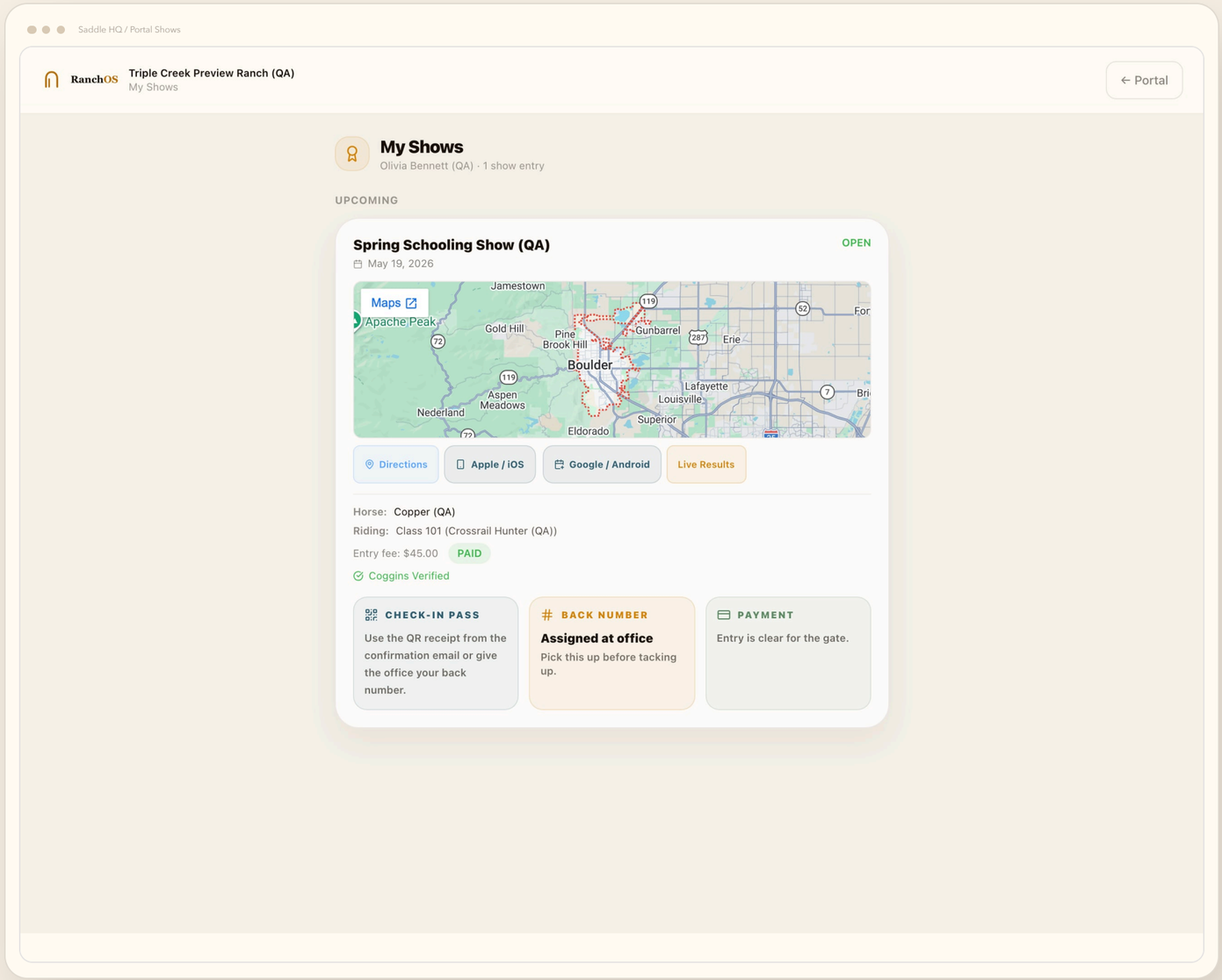


RESPONSIVE EVIDENCE / 18 OF 40

Portals: Portal Shows

Tablet capture for the same real application surface.

Saddle HQ / Portal Shows / persona: rider / tablet evidence

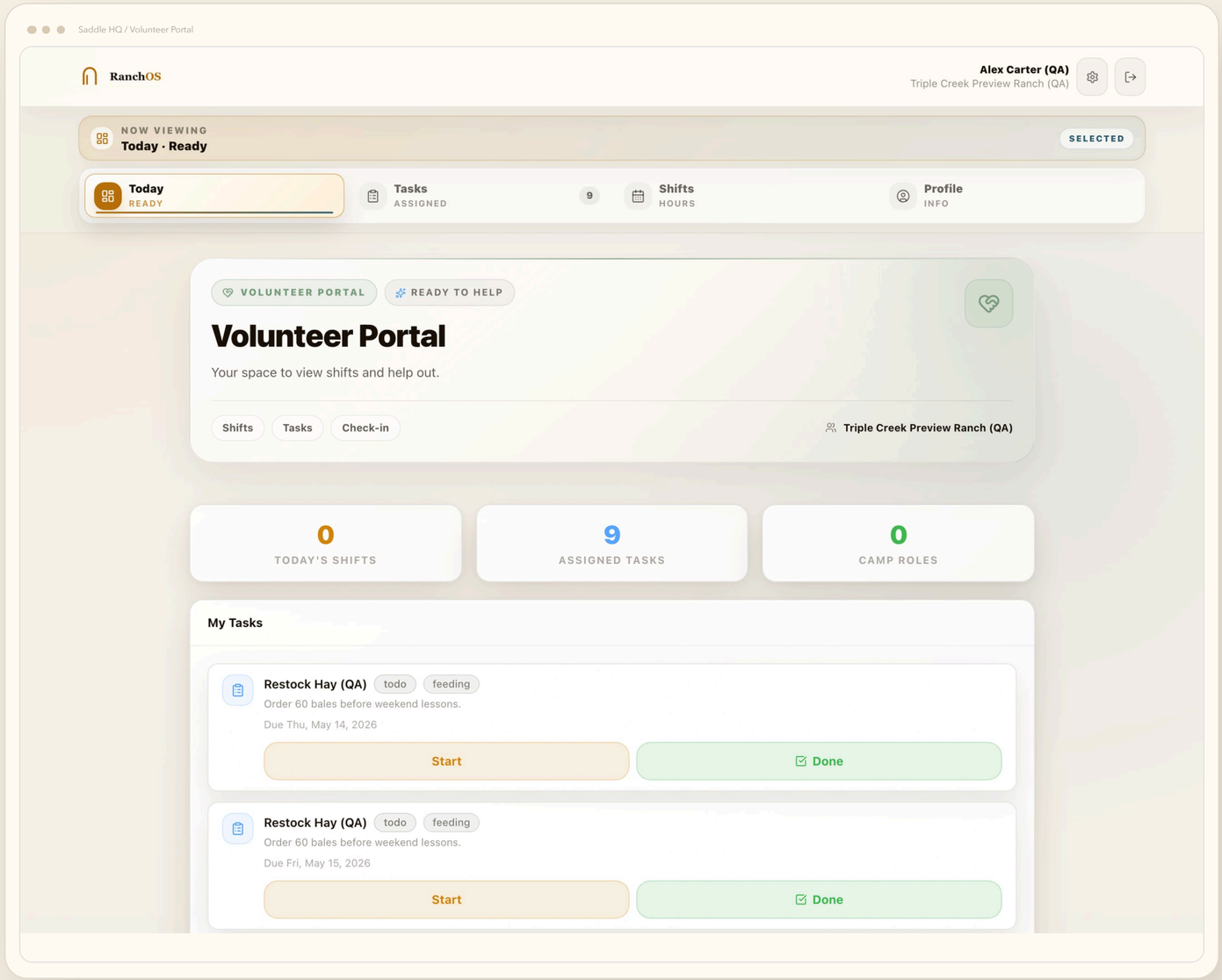


RESPONSIVE EVIDENCE / 19 OF 40

Portals: Volunteer Portal

Tablet capture for the same real application surface.

Saddle HQ / Volunteer Portal / persona: volunteer / tablet evidence

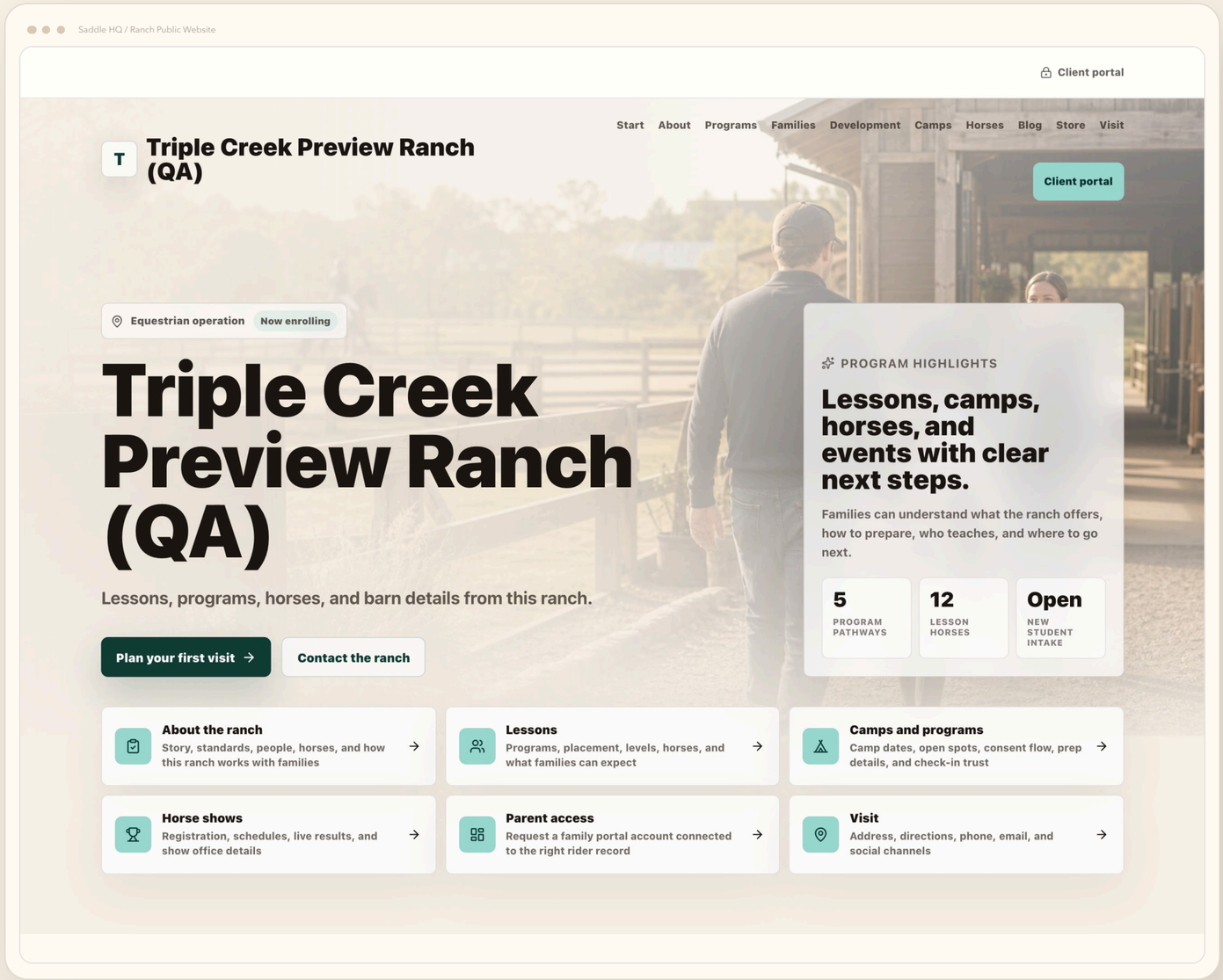


RESPONSIVE EVIDENCE / 20 OF 40

Public Ranch Site: Ranch Public Website

Tablet capture for the same real application surface.

Saddle HQ / Ranch Public Website / persona: public / tablet evidence

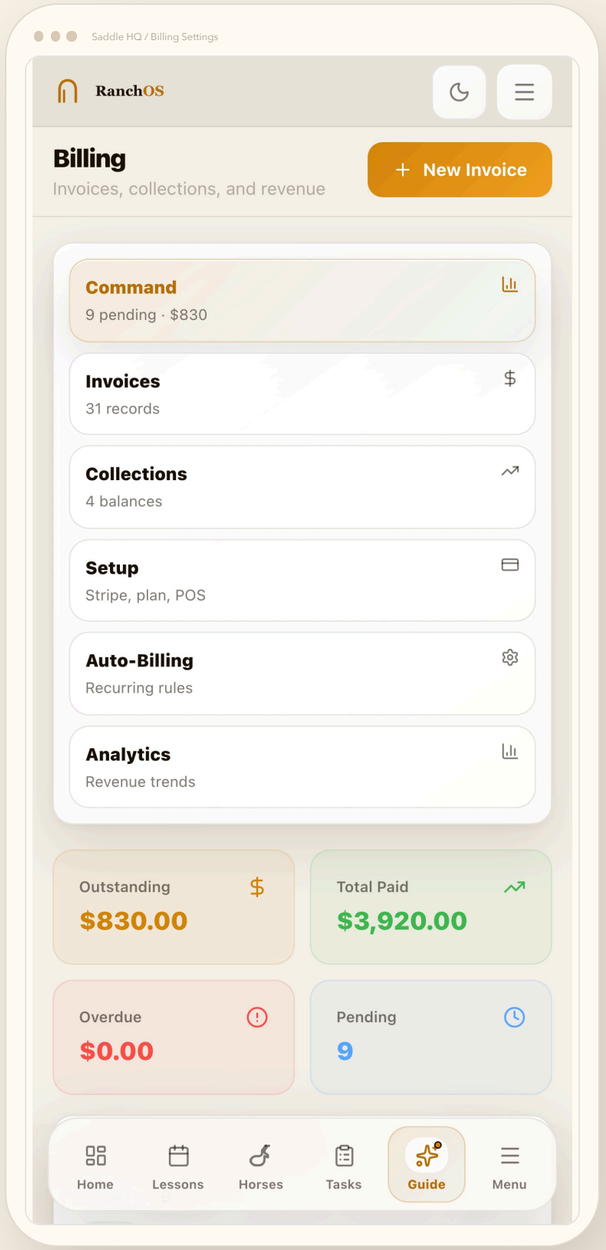


RESPONSIVE EVIDENCE / 21 OF 40

Admin: Billing Settings

Mobile capture for the same real application surface.

Saddle HQ / Billing Settings / persona: admin / mobile evidence

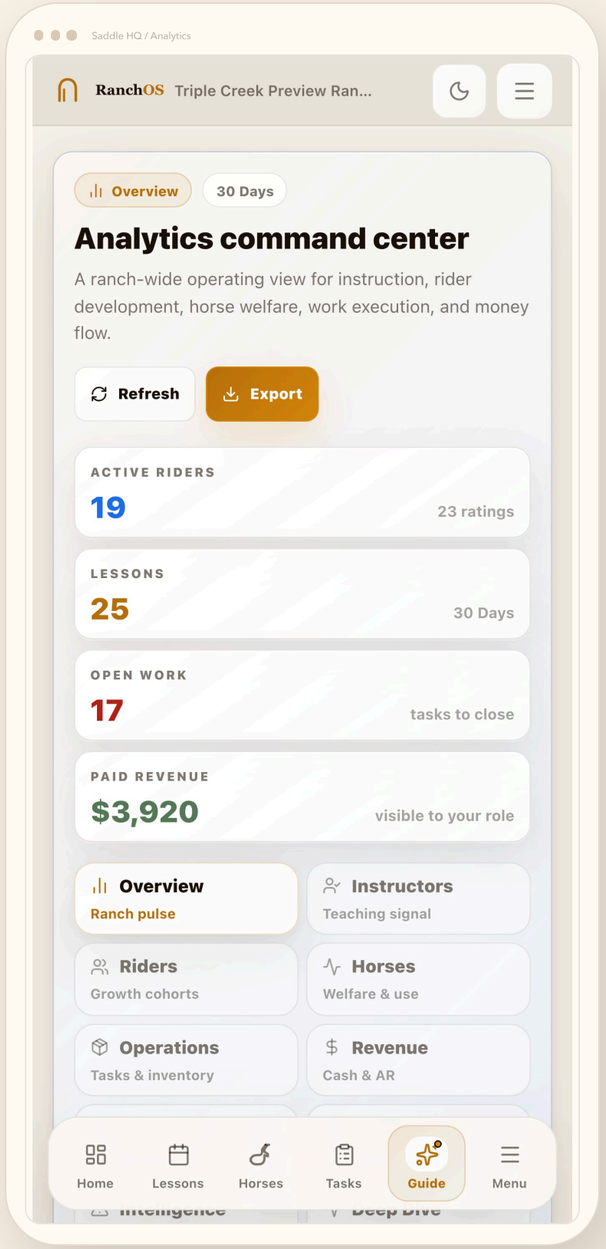


RESPONSIVE EVIDENCE / 22 OF 40

Business: Analytics

Mobile capture for the same real application surface.

Saddle HQ / Analytics / persona: admin / mobile evidence

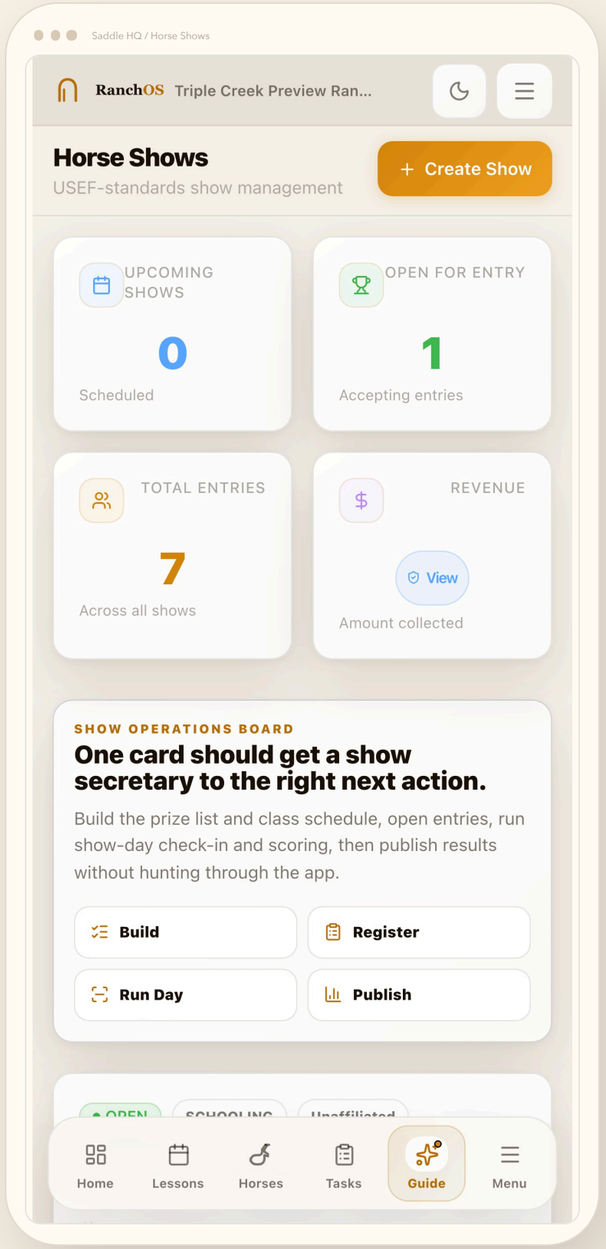


RESPONSIVE EVIDENCE / 23 OF 40

Business: Horse Shows

Mobile capture for the same real application surface.

Saddle HQ / Horse Shows / persona: admin / mobile evidence

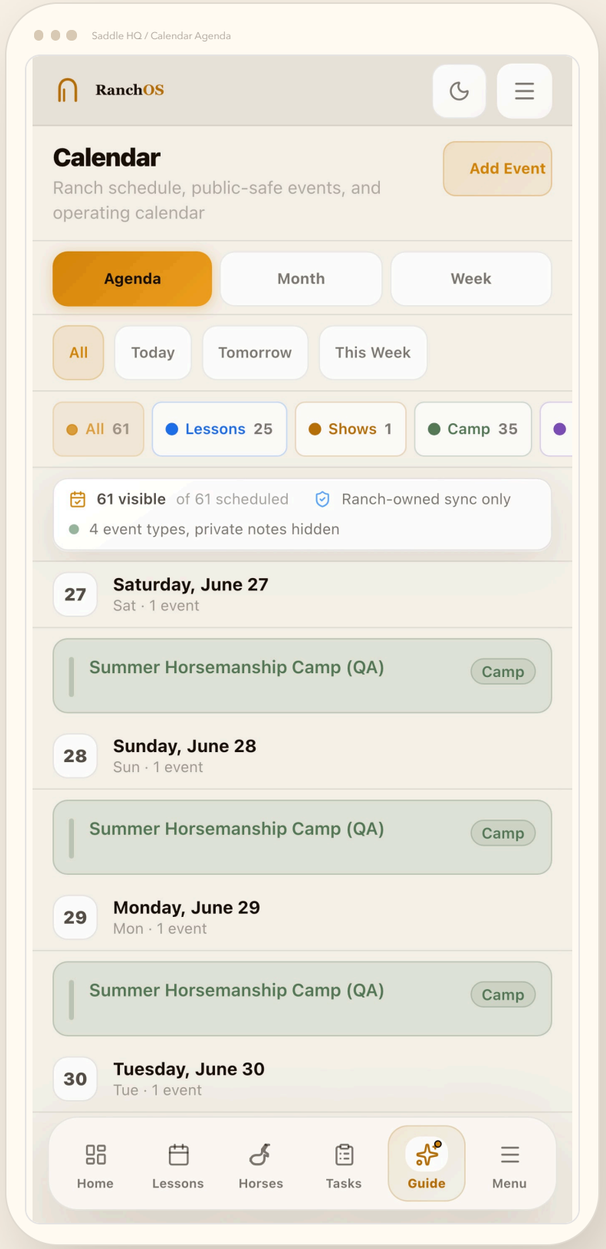


RESPONSIVE EVIDENCE / 24 OF 40

Command: Calendar Agenda

Mobile capture for the same real application surface.

Saddle HQ / Calendar Agenda / persona: admin / mobile evidence

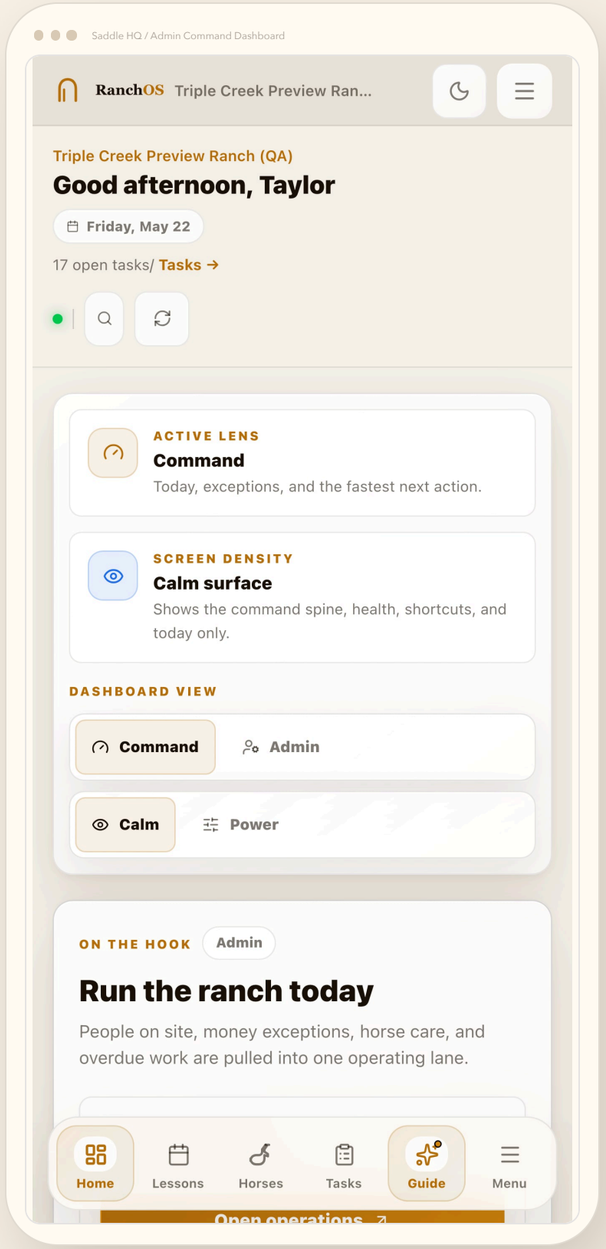


RESPONSIVE EVIDENCE / 25 OF 40

Command: Admin Command Dashboard

Mobile capture for the same real application surface.

Saddle HQ / Admin Command Dashboard / persona: admin / mobile evidence

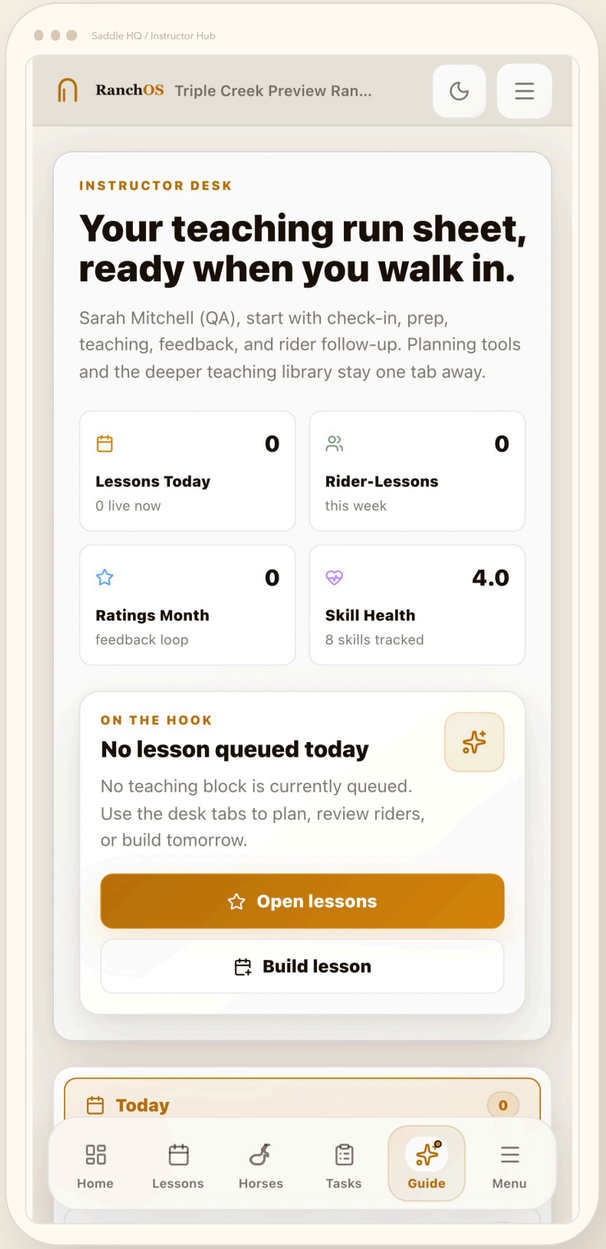


RESPONSIVE EVIDENCE / 26 OF 40

Command: Instructor Hub

Mobile capture for the same real application surface.

Saddle HQ / Instructor Hub / persona: instructor / mobile evidence

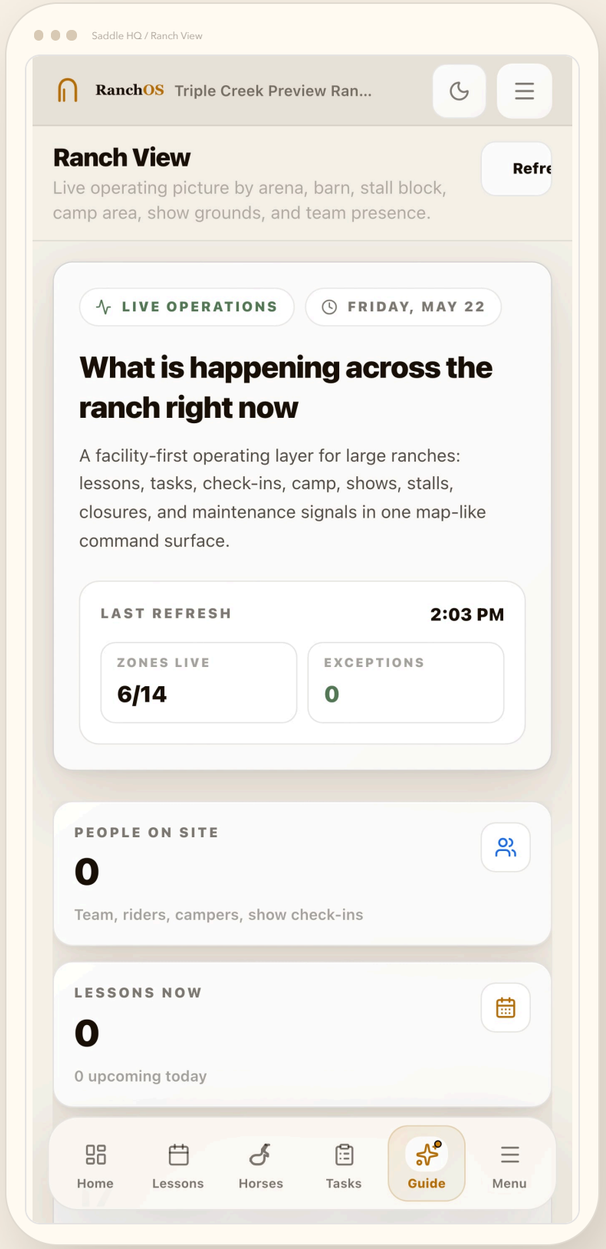


RESPONSIVE EVIDENCE / 27 OF 40

Command: Ranch View

Mobile capture for the same real application surface.

Saddle HQ / Ranch View / persona: admin / mobile evidence

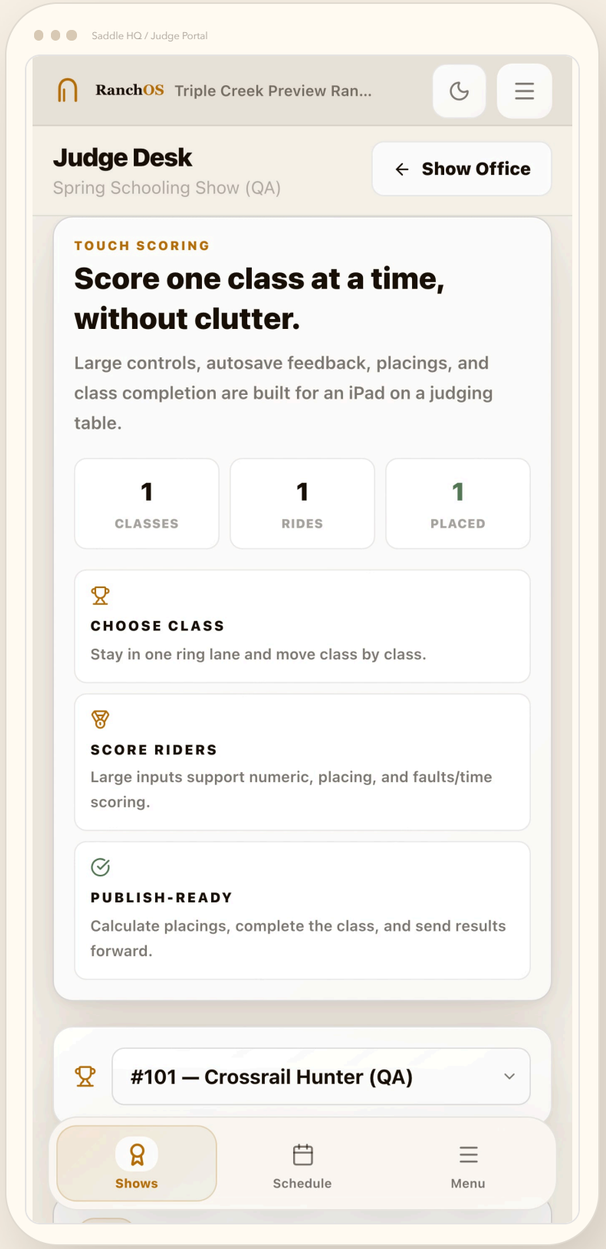


RESPONSIVE EVIDENCE / 28 OF 40

Horse Shows: Judge Portal

Mobile capture for the same real application surface.

Saddle HQ / Judge Portal / persona: judge / mobile evidence

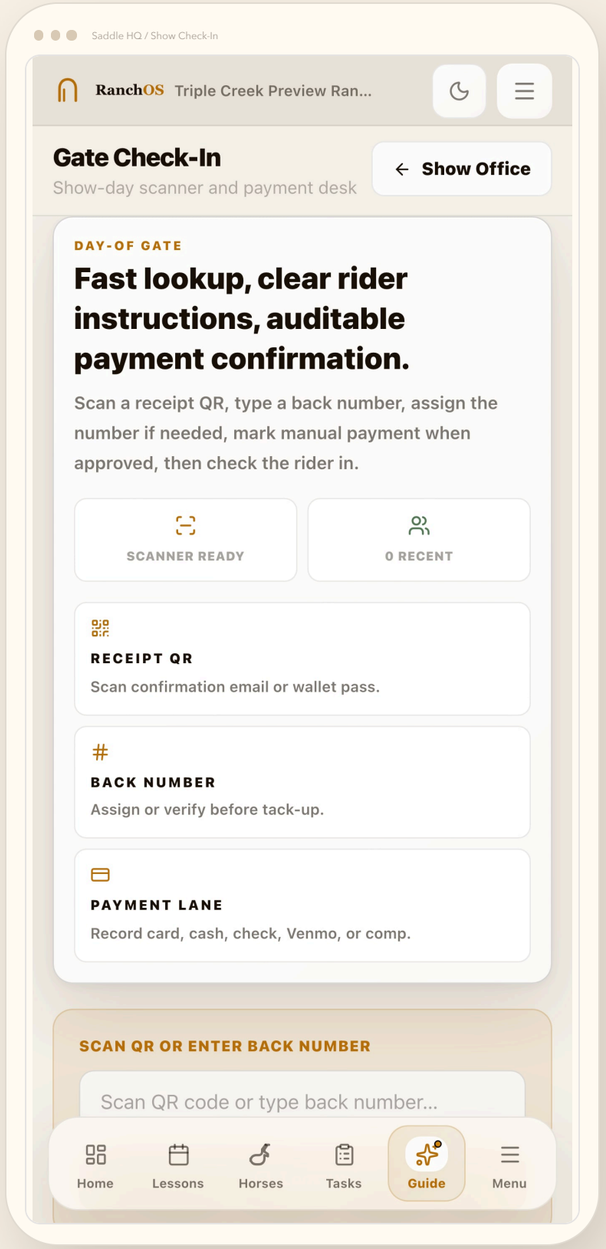


RESPONSIVE EVIDENCE / 29 OF 40

Horse Shows: Show Check-In

Mobile capture for the same real application surface.

Saddle HQ / Show Check-In / persona: admin / mobile evidence

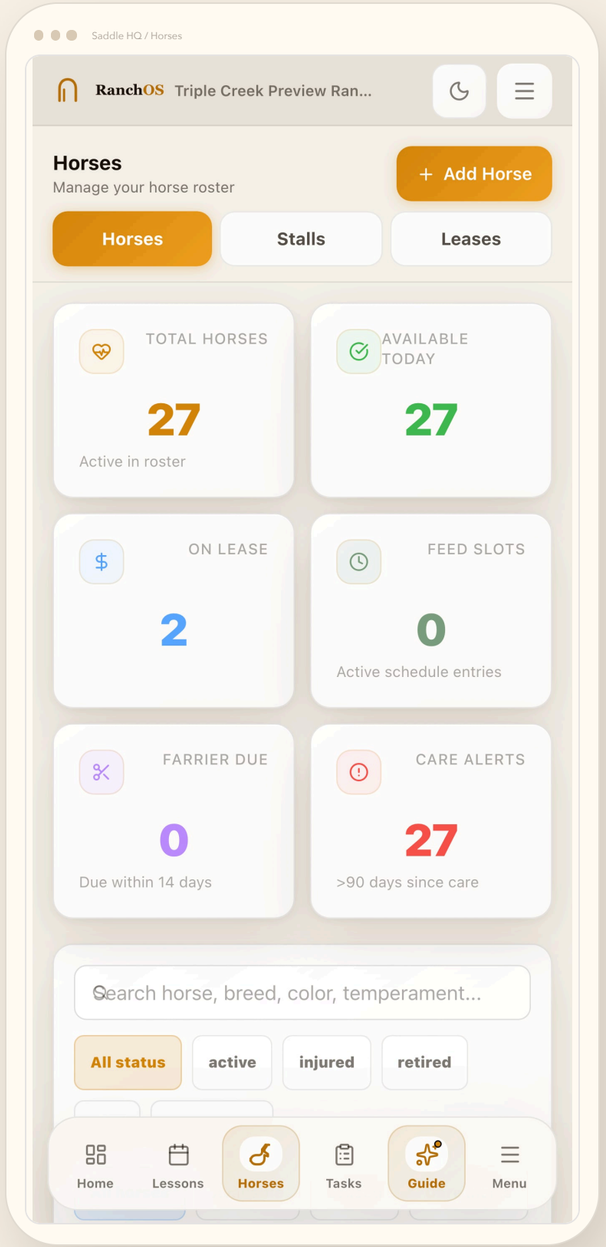


RESPONSIVE EVIDENCE / 30 OF 40

Lesson Program: Horses

Mobile capture for the same real application surface.

Saddle HQ / Horses / persona: admin / mobile evidence

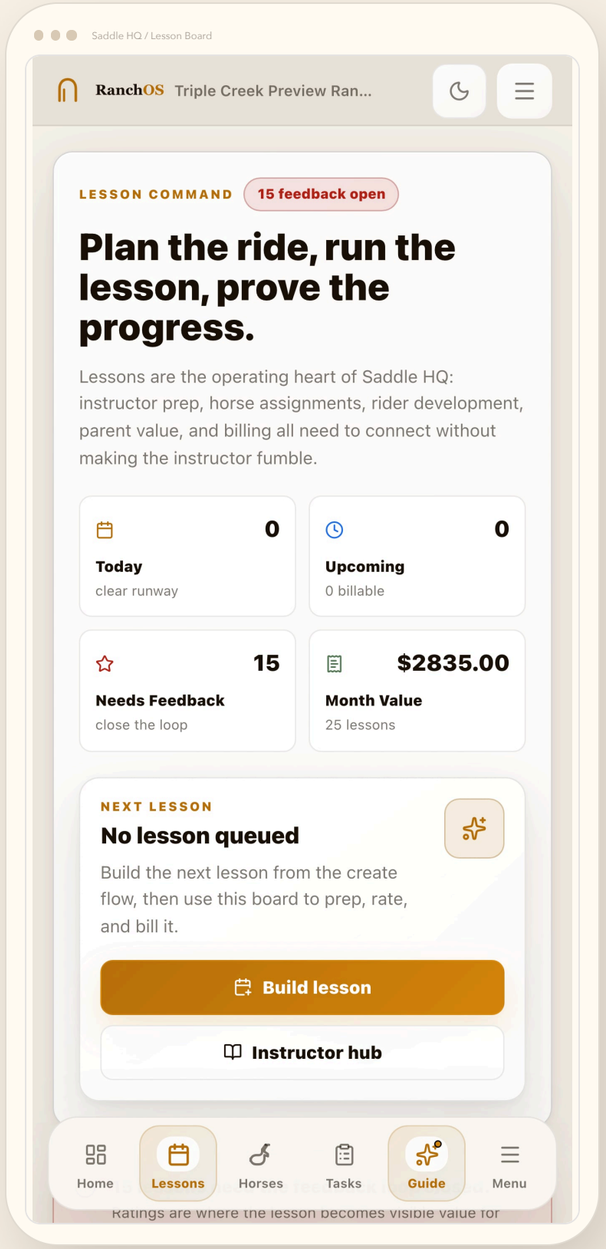


RESPONSIVE EVIDENCE / 31 OF 40

Lesson Program: Lesson Board

Mobile capture for the same real application surface.

Saddle HQ / Lesson Board / persona: admin / mobile evidence

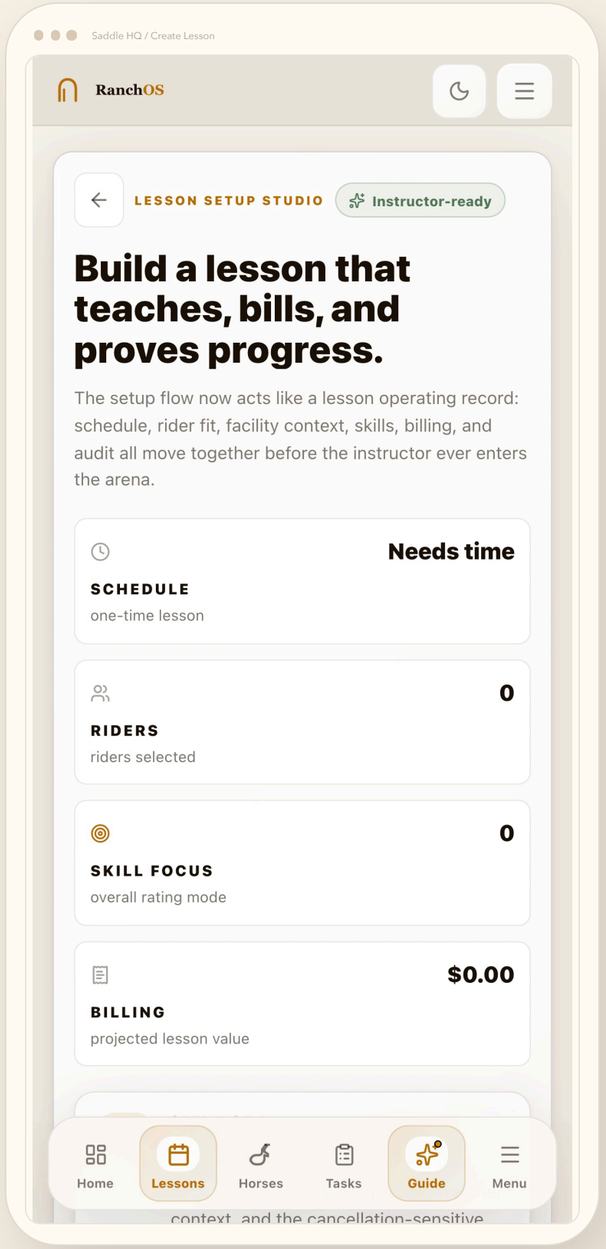


RESPONSIVE EVIDENCE / 32 OF 40

Lesson Program: Create Lesson

Mobile capture for the same real application surface.

Saddle HQ / Create Lesson / persona: admin / mobile evidence

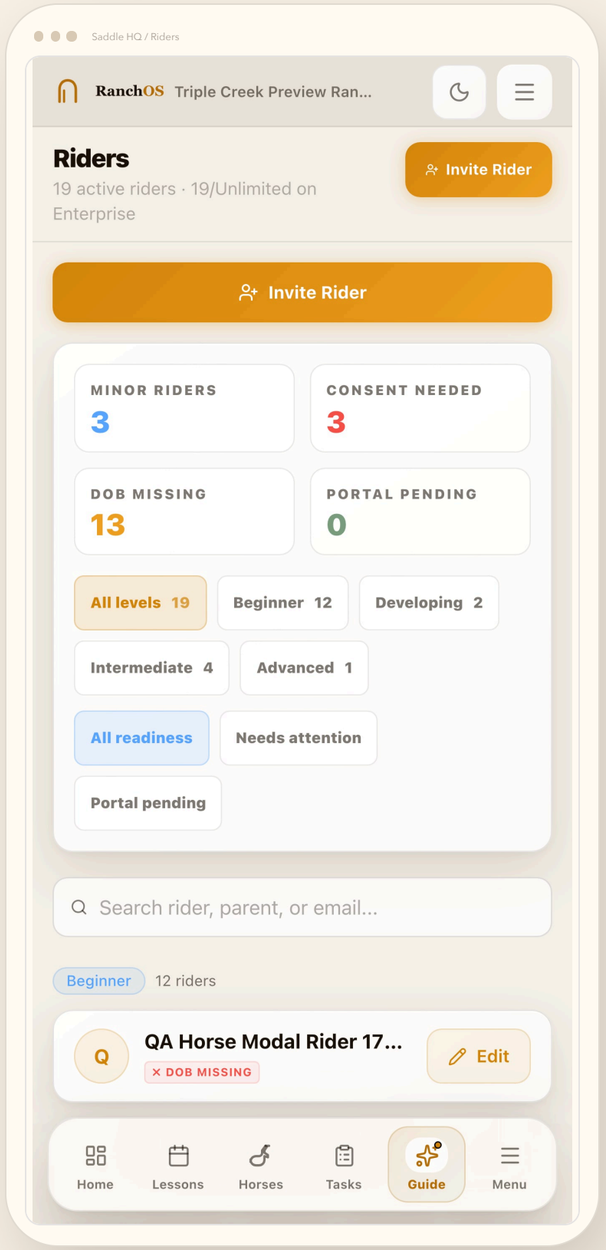


RESPONSIVE EVIDENCE / 33 OF 40

Lesson Program: Riders

Mobile capture for the same real application surface.

Saddle HQ / Riders / persona: admin / mobile evidence

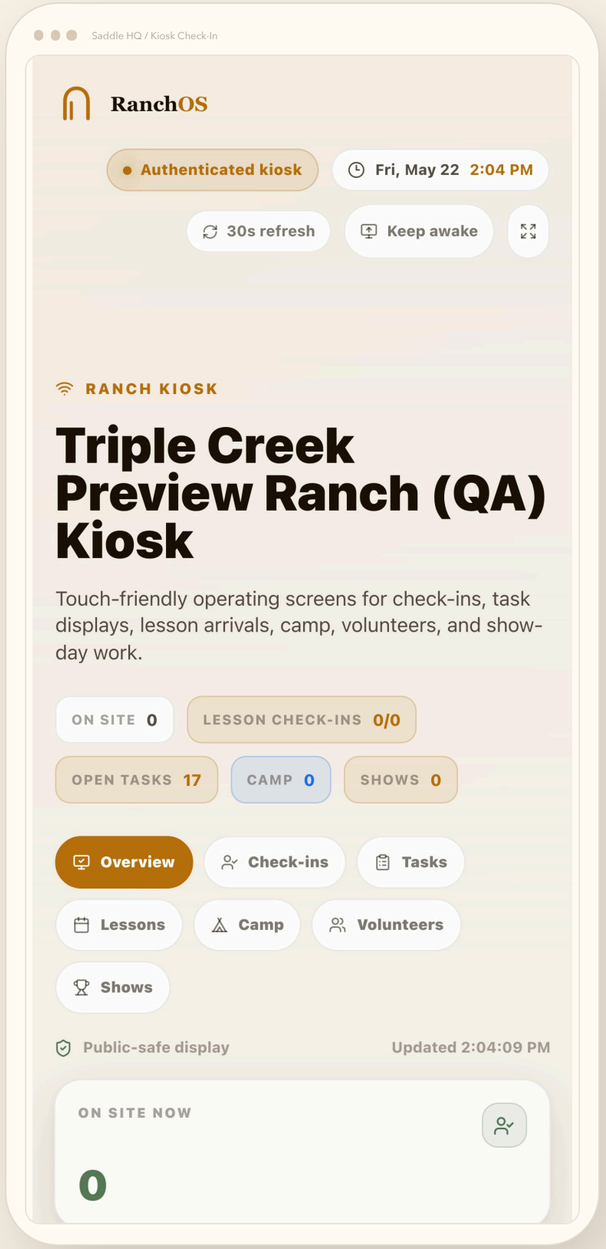


RESPONSIVE EVIDENCE / 34 OF 40

Operations: Kiosk Check-In

Mobile capture for the same real application surface.

Saddle HQ / Kiosk Check-In / persona: admin / mobile evidence

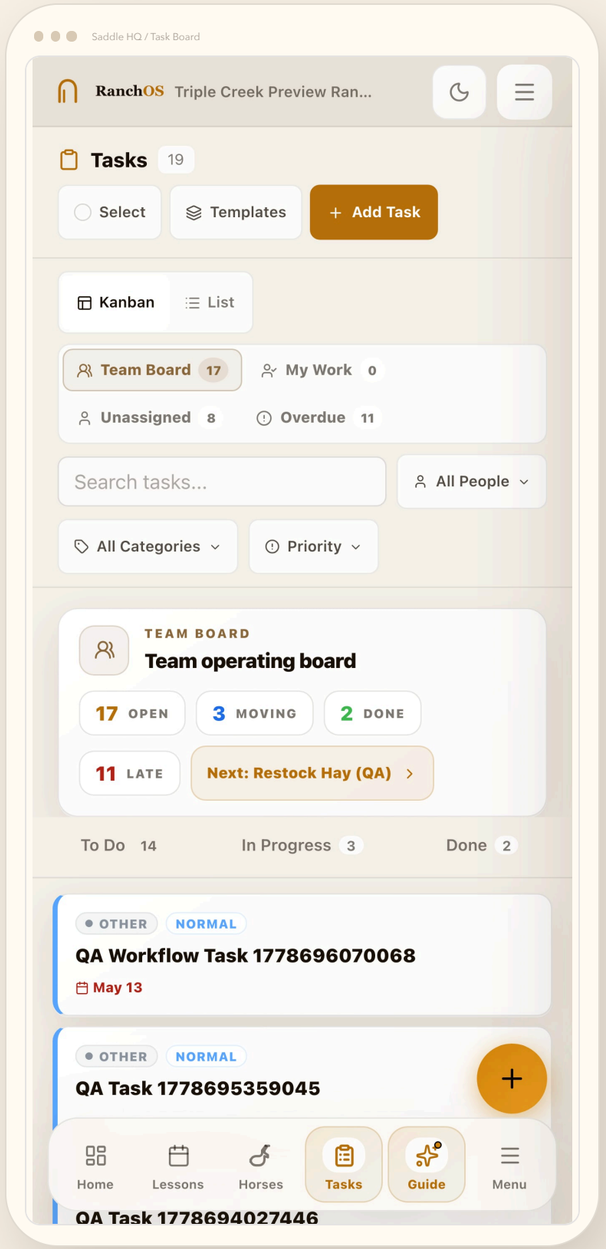


RESPONSIVE EVIDENCE / 35 OF 40

Operations: Task Board

Mobile capture for the same real application surface.

Saddle HQ / Task Board / persona: admin / mobile evidence

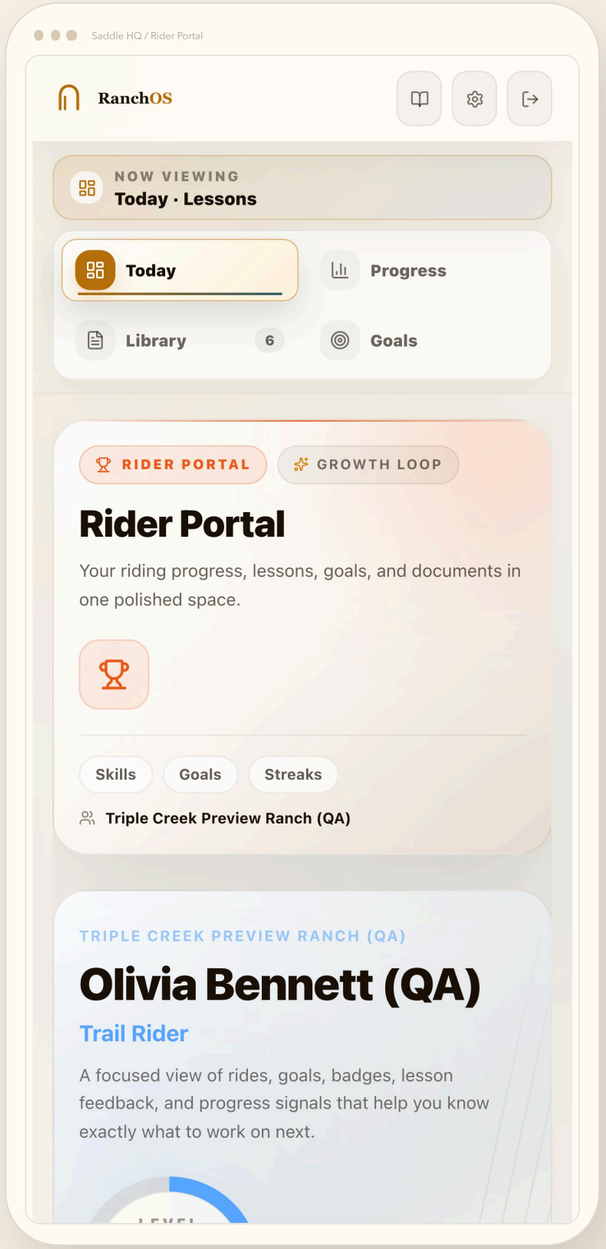


RESPONSIVE EVIDENCE / 36 OF 40

Portals: Rider Portal

Mobile capture for the same real application surface.

Saddle HQ / Rider Portal / persona: rider / mobile evidence

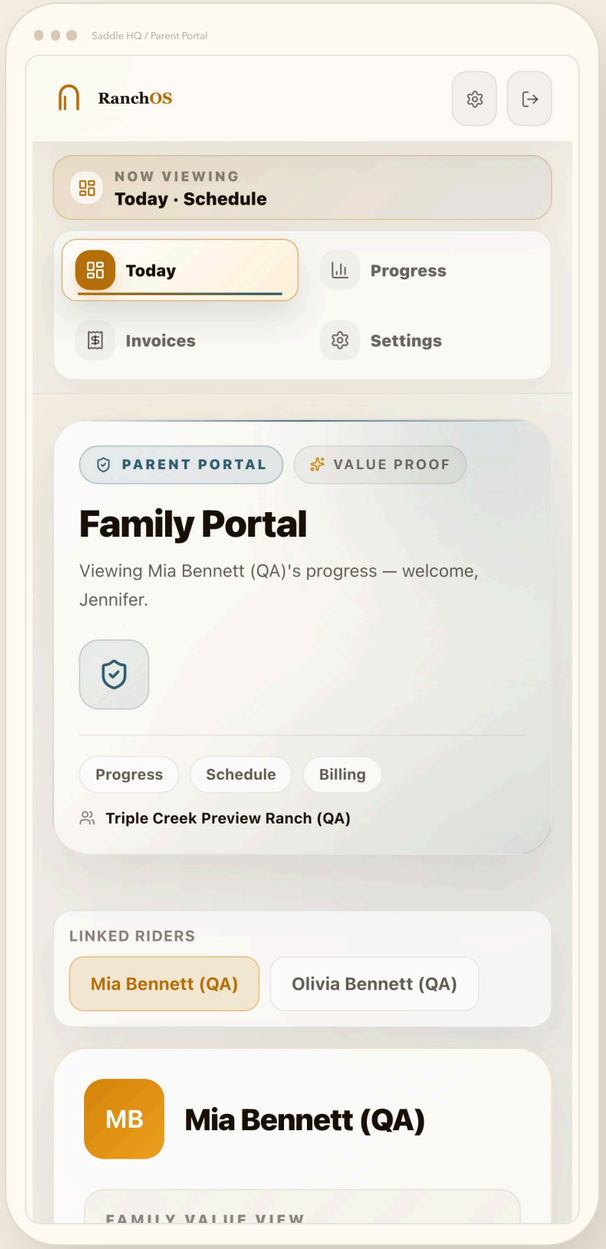


RESPONSIVE EVIDENCE / 37 OF 40

Portals: Parent Portal

Mobile capture for the same real application surface.

Saddle HQ / Parent Portal / persona: parent / mobile evidence

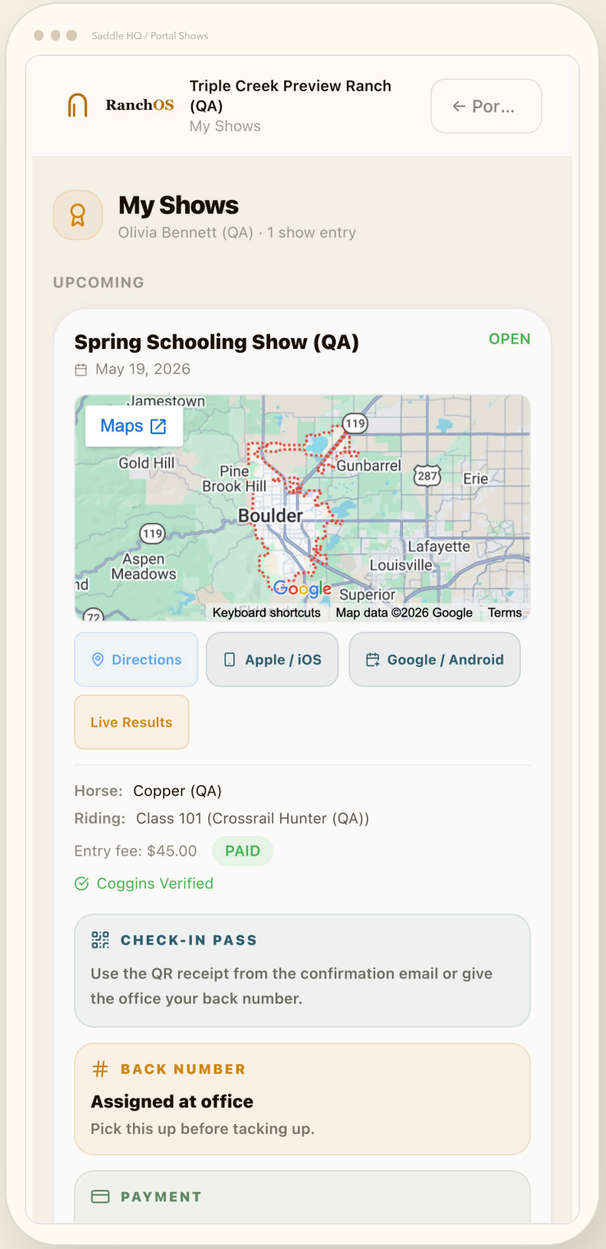


RESPONSIVE EVIDENCE / 38 OF 40

Portals: Portal Shows

Mobile capture for the same real application surface.

Saddle HQ / Portal Shows / persona: rider / mobile evidence

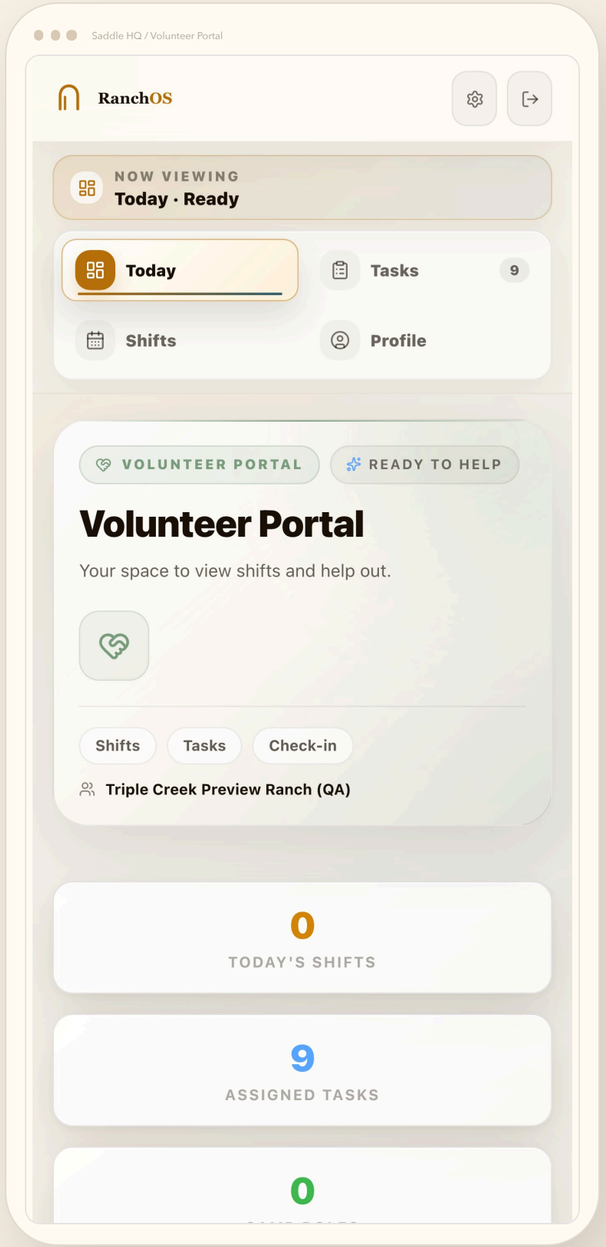


RESPONSIVE EVIDENCE / 39 OF 40

Portals: Volunteer Portal

Mobile capture for the same real application surface.

Saddle HQ / Volunteer Portal / persona: volunteer / mobile evidence

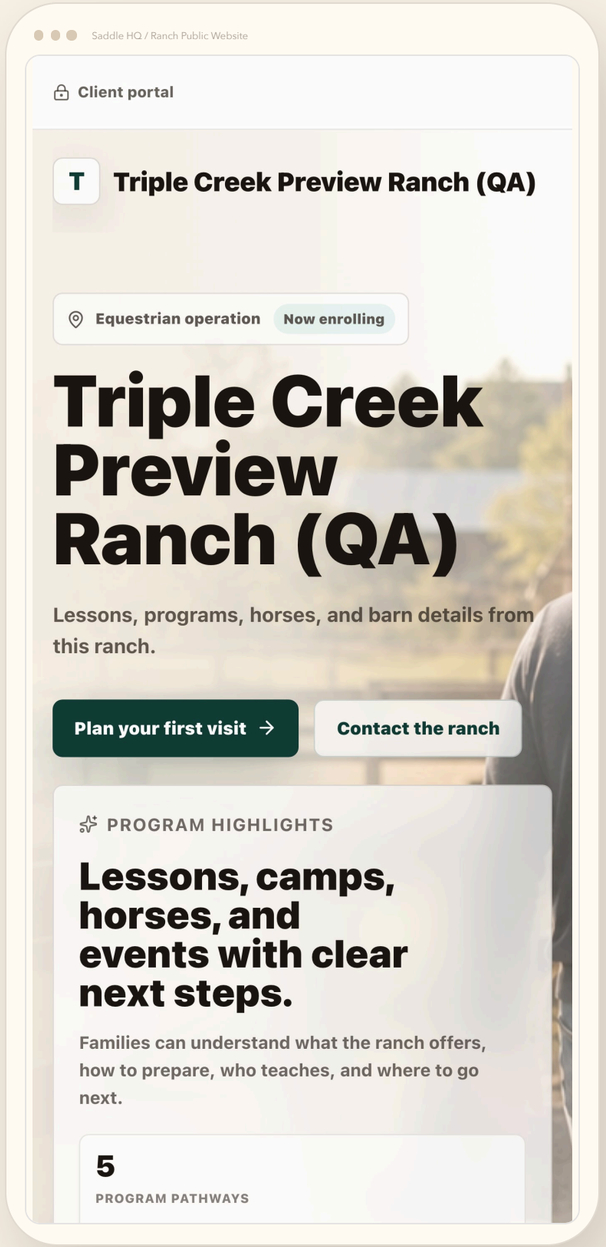


RESPONSIVE EVIDENCE / 40 OF 40

Public Ranch Site: Ranch Public Website

Mobile capture for the same real application surface.

Saddle HQ / Ranch Public Website / persona: public / mobile evidence



FINAL PRODUCT VALUE

Saddle HQ helps the ranch you already are become easier to run, easier to trust, and easier to grow.

The promise is not that software replaces horsemanship, judgment, relationships, or hard work. The promise is that the ranch's operating truth no longer has to live in fragments.

When the system is working, owners see the business with less chasing. Instructors teach with better context. Parents understand value. Riders see progress. Staff and volunteers know what to do. Billing has a record. Horses, facilities, documents, shows, camps, tasks, and analytics connect into one ranch-owned operating layer.

Operational clarity

Less status chasing, fewer scattered decisions, and a clearer daily operating pulse.

Client value

Portals, progress, feedback, schedules, and communications show families why the ranch is worth staying with.

Business control

Billing, payments, analytics, audit trails, and exceptions connect back to the work that created them.

Trust at scale

Roles, consent, public-safe pages, tenant separation, and evidence help the ranch grow without losing control.

TRUST LAYER

Built for money, riders, horses, staff, and production data.

The sales story belongs up front. The proof belongs here: Saddle HQ has to be credible because a ranch is trusting it with parent relationships, rider records, billing decisions, staff workflows, consent, show-day operations, and the daily operating record.

01

Tenant and role discipline

RBAC, parent/rider privacy controls, plan access, and ranch-specific records are treated as the product's operating boundary.

02

Evidence-based brochure

Product pages use captured screens from the running app. Broken-state pages and unavailable claims are rejected from the sales body.

03

Final validation path

The appendix keeps coverage, unavailable claims, and proof notes at the back so the buyer journey stays clean while the evidence remains inspectable.

APPENDIX A / COVERAGE 1

Captured product evidence.

TYPE	MODULE	PERSONA	ROUTE	STATUS
desktop	Marketing	public	Saddle HQ / Public Landing Page	Captured
desktop	Marketing	public	Saddle HQ / How It Works	Captured
desktop	Public Ranch Site	public	Saddle HQ / Ranch Public Website	Captured
desktop	Command	admin	Saddle HQ / Admin Command Dashboard	Captured
desktop	Command	admin	Saddle HQ / Ranch View	Captured
desktop	Command	instructor	Saddle HQ / Instructor Hub	Captured
desktop	Command	instructor	Saddle HQ / Rider-Horse Analytics	Captured
desktop	Command	admin	Saddle HQ / Guided Communications Inbox	Captured
desktop	Command	admin	Saddle HQ / Response Paths	Captured
desktop	Command	admin	Saddle HQ / Calendar Agenda	Captured
desktop	Command	admin	Saddle HQ / Ranch Alerts	Captured
desktop	Lesson Program	admin	Saddle HQ / Lesson Board	Captured
desktop	Lesson Program	admin	Saddle HQ / Create Lesson	Captured
desktop	Lesson Program	admin	Saddle HQ / Riders	Captured
desktop	Lesson Program	admin	Saddle HQ / Instructors	Captured
desktop	Lesson Program	instructor	Saddle HQ / Skills And Categories	Captured
desktop	Lesson Program	instructor	Saddle HQ / Development	Captured
desktop	Lesson Program	admin	Saddle HQ / Horses	Captured
desktop	Lesson Program	admin	Saddle HQ / Learning Management	Captured
desktop	Operations	admin	Saddle HQ / Task Board	Captured
desktop	Operations	admin	Saddle HQ / Public-Safe Task Display	Captured
desktop	Operations	staff	Saddle HQ / Timekeeping	Captured
desktop	Operations	admin	Saddle HQ / Workflow Templates	Captured
desktop	Operations	admin	Saddle HQ / Kiosk Check-In	Captured
desktop	Operations	staff	Saddle HQ / Inventory	Captured
desktop	Operations	staff	Saddle HQ / Equipment	Captured

APPENDIX A / COVERAGE 2

Captured product evidence.

TYPE	MODULE	PERSONA	ROUTE	STATUS
desktop	Operations	admin	Saddle HQ / Vendor Directory	Captured
desktop	Operations	admin	Saddle HQ / Document Center	Captured
desktop	Operations	admin	Saddle HQ / Summer Camps	Captured
desktop	Operations	admin	Saddle HQ / Volunteers And Shifts	Captured
desktop	Business	admin	Saddle HQ / Analytics	Captured
desktop	Business	admin	Saddle HQ / Horse Shows	Captured
desktop	Business	admin	Saddle HQ / Storefront	Captured
desktop	Business	admin	Saddle HQ / Events And Venue Rentals	Captured
desktop	Business	admin	Saddle HQ / Projects And Process Maps	Captured
desktop	Business	admin	Saddle HQ / Audit Trail	Captured
desktop	Admin	admin	Saddle HQ / Ranch Settings	Captured
desktop	Admin	admin	Saddle HQ / Ranch Profile Settings	Captured
desktop	Admin	admin	Saddle HQ / Team And Invitations	Captured
desktop	Admin	admin	Saddle HQ / Billing Settings	Captured
desktop	Admin	admin	Saddle HQ / New Invoice	Captured
desktop	Admin	admin	Saddle HQ / Settings / Billing / Guide	Captured
desktop	Admin	admin	Saddle HQ / Billing Audit Log	Captured
desktop	Admin	admin	Saddle HQ / Financials Audit	Captured
desktop	Admin	admin	Saddle HQ / Settings / Safety Pathways	Captured
desktop	Admin	admin	Saddle HQ / Master Data Management	Captured
desktop	Admin	admin	Saddle HQ / COPPA And Parent Consent	Captured
desktop	Portals	rider	Saddle HQ / Rider Portal	Captured
desktop	Portals	parent	Saddle HQ / Parent Portal	Captured
desktop	Portals	volunteer	Saddle HQ / Volunteer Portal	Captured
desktop	Portals	parent	Saddle HQ / Portal Invoices	Captured
desktop	Portals	parent	Saddle HQ / Portal Billing	Captured

Captured product evidence.

TYPE	MODULE	PERSONA	ROUTE	STATUS
desktop	Portals	rider	Saddle HQ / Portal Development Plan	Captured
desktop	Portals	rider	Saddle HQ / Portal Lesson Feedback	Captured
desktop	Portals	rider	Saddle HQ / Portal Shows	Captured
desktop	Lesson Program	admin	Saddle HQ / Lesson Detail	Captured
desktop	Lesson Program	instructor	Saddle HQ / Lesson Setup And Horse Assignment	Captured
desktop	Lesson Program	instructor	Saddle HQ / Lesson Check-In	Captured
desktop	Lesson Program	instructor	Saddle HQ / Lesson Rating	Captured
desktop	Lesson Program	instructor	Saddle HQ / Development / Plan	Captured
desktop	Lesson Program	instructor	Saddle HQ / Development / Plan / Assess	Captured
desktop	Horse Shows	admin	Saddle HQ / Show Office	Captured
desktop	Horse Shows	judge	Saddle HQ / Judge Portal	Captured
desktop	Horse Shows	admin	Saddle HQ / Show Awards	Captured
desktop	Horse Shows	admin	Saddle HQ / Show Check-In	Captured
desktop	Horse Shows	judge	Saddle HQ / Show Scoring	Captured
desktop	Horse Shows	admin	Saddle HQ / Show Reports	Captured
desktop	Horse Shows	public	Saddle HQ / Public Show Schedule	Captured
desktop	Horse Shows	public	Saddle HQ / Public Show Results	Captured
desktop	Horse Shows	public	Saddle HQ / Public Show Registration	Captured
tablet	Public Ranch Site	public	Saddle HQ / Ranch Public Website	Captured
tablet	Command	admin	Saddle HQ / Admin Command Dashboard	Captured
tablet	Command	admin	Saddle HQ / Ranch View	Captured
tablet	Command	instructor	Saddle HQ / Instructor Hub	Captured
tablet	Command	admin	Saddle HQ / Calendar Agenda	Captured
tablet	Lesson Program	admin	Saddle HQ / Lesson Board	Captured
tablet	Lesson Program	admin	Saddle HQ / Create Lesson	Captured
tablet	Lesson Program	admin	Saddle HQ / Riders	Captured

APPENDIX A / COVERAGE 4

Captured product evidence.

TYPE	MODULE	PERSONA	ROUTE	STATUS
tablet	Lesson Program	admin	Saddle HQ / Horses	Captured
tablet	Operations	admin	Saddle HQ / Task Board	Captured
tablet	Operations	admin	Saddle HQ / Kiosk Check-In	Captured
tablet	Business	admin	Saddle HQ / Analytics	Captured
tablet	Business	admin	Saddle HQ / Horse Shows	Captured
tablet	Admin	admin	Saddle HQ / Billing Settings	Captured
tablet	Portals	rider	Saddle HQ / Rider Portal	Captured
tablet	Portals	parent	Saddle HQ / Parent Portal	Captured
tablet	Portals	volunteer	Saddle HQ / Volunteer Portal	Captured
tablet	Portals	rider	Saddle HQ / Portal Shows	Captured
tablet	Horse Shows	judge	Saddle HQ / Judge Portal	Captured
tablet	Horse Shows	admin	Saddle HQ / Show Check-In	Captured
mobile	Public Ranch Site	public	Saddle HQ / Ranch Public Website	Captured
mobile	Command	admin	Saddle HQ / Admin Command Dashboard	Captured
mobile	Command	admin	Saddle HQ / Ranch View	Captured
mobile	Command	instructor	Saddle HQ / Instructor Hub	Captured
mobile	Command	admin	Saddle HQ / Calendar Agenda	Captured
mobile	Lesson Program	admin	Saddle HQ / Lesson Board	Captured
mobile	Lesson Program	admin	Saddle HQ / Create Lesson	Captured
mobile	Lesson Program	admin	Saddle HQ / Riders	Captured
mobile	Lesson Program	admin	Saddle HQ / Horses	Captured
mobile	Operations	admin	Saddle HQ / Task Board	Captured
mobile	Operations	admin	Saddle HQ / Kiosk Check-In	Captured
mobile	Business	admin	Saddle HQ / Analytics	Captured
mobile	Business	admin	Saddle HQ / Horse Shows	Captured
mobile	Admin	admin	Saddle HQ / Billing Settings	Captured

Captured product evidence.

TYPE	MODULE	PERSONA	ROUTE	STATUS
mobile	Portals	rider	Saddle HQ / Rider Portal	Captured
mobile	Portals	parent	Saddle HQ / Parent Portal	Captured
mobile	Portals	volunteer	Saddle HQ / Volunteer Portal	Captured
mobile	Portals	rider	Saddle HQ / Portal Shows	Captured
mobile	Horse Shows	judge	Saddle HQ / Judge Portal	Captured
mobile	Horse Shows	admin	Saddle HQ / Show Check-In	Captured
modal	Riders	admin	Riders action: Add Rider	Captured
modal	Instructors	admin	Instructors action: Add Instructor	Captured
modal	Horses	admin	Horses action: Add Horse	Captured
modal	Tasks	admin	Tasks action: Add Task	Captured
modal	Inventory	staff	Inventory action: Add Inventory Item	Captured
modal	Equipment	staff	Equipment action: Add Equipment	Captured
modal	Volunteers	admin	Volunteers action: Add Shift	Captured
modal	Team	admin	Team action: Invite Person	Captured
modal	Alerts	admin	Alerts action: New Alert	Captured
modal	Billing	admin	Billing action: New Invoice Form	Captured
modal	Skills	instructor	Skills action: Add Skill Category	Captured
modal	Camp	admin	Camp action: Add Camp	Captured
modal	Shows	admin	Shows action: Create Show	Captured
modal	Storefront	admin	Storefront action: Add Store Item	Captured
modal	Events	admin	Events action: Add Event	Captured
modal	Projects	admin	Projects action: Add Project	Captured
modal	Vendors	admin	Vendors action: Add Vendor	Captured
modal	Documents	admin	Documents action: Create Document	Captured
modal	Learning	admin	Learning action: Assign Training	Captured

What this print artifact does not claim.

No fake customer proof.

No customer counts, testimonials, investor returns, adoption metrics, or live revenue claims are included because they are not in the evidence set.

No unverified integration claims.

Stripe-ready and portal payment surfaces are shown where captured. Final live Stripe checkout proof should be refreshed after production keys and products are locked.

Schema-dependent screens remain marked by evidence.

If a captured app screen displays a database update requirement, the brochure treats it as an app surface requiring final validation, not as production proof.

Generated image disclosure.

Section opener imagery is AI-generated editorial ranch photography. Product screenshots are real captures from the running Saddle HQ app. The cover and back cover use the clean Saddle HQ typographic brand system.

Saddle HQ

PREMIUM RANCH OPERATIONS SYSTEM

Discover Saddle HQ - Premium Ranch Operations System

A domain-specific operating layer for the ranches that want better visibility, cleaner workflows, stronger client value, and calmer control over the daily work that keeps the business moving.

ranchos.live BUILT FOR LESSONS, RIDERS, PARENTS, HORSES, TEAMS, SHOWS, CAMPS, BILLING, ANALYTICS, AND OPERATIONS.