

Overview

Tsheel/Nasq is a B2B SaaS platform developed to empower individual salon and spa owners with a customizable, branded online presence. Delivered under the Nasq subdomain, the platform offers easy-to-use website templates, integrated booking and payment management, and real-time analytics. Built to streamline operations and boost client engagement, the solution enables beauty business owners to modernize and scale their services digitally with minimal technical effort.

Problem Statement

Independent salon and spa owners often lack access to affordable, branded digital platforms that provide booking, payment, and website customization in one place. Manual appointment handling, limited online visibility, and disjointed customer management workflows hinder growth and customer retention. The market lacked a unified, low-barrier solution designed specifically for these small-to-mid-sized businesses.

Solution Offered

We designed and built a subscription-based, scalable SaaS product enabling salon/spa owners to launch branded websites, manage their services, and handle bookings — all from a centralized dashboard. Features like dynamic website customization, flexible scheduling, secure payment integration, and business analytics provide a complete ecosystem for service digitization. Customers can seamlessly discover, book, and manage appointments online through responsive and intuitive interfaces.

Core Features

- ★ 2FA-secured business registration and onboarding
- ★ Flexible subscription plans (1, 6, and 12 months)
- ★ Customizable website templates with logo, color, and brand settings
- ★ Service management: Add/edit/delete offerings with detailed info
- ★ Integrated calendar for booking and availability management
- ★ Real-time appointment scheduling and modification
- ★ Customer-facing service discovery based on location
- ★ Secure payment via HyperPay, Apple Pay, and Google Pay
- ★ Business dashboard with analytics on bookings and revenue
- ★ Customer profile for booking history and preferences

Technical Challenges

- Secure Payment Integration
Ensured PCI-DSS-compliant implementation of HyperPay, Apple Pay, and Google Pay.
- Real-Time Website Customization
Delivered template editing in a live preview format without sacrificing performance or UX simplicity.
- Automated Subscription Handling
Designed automated workflows for plan activation, renewal, expiration, and payment validation.
- Balancing UX with Feature Complexity
Maintained an intuitive, clean UI while managing advanced scheduling, branding, and reporting functions.

Conclusion

Tsheel/Nasq successfully bridges the digital gap for salon and spa owners by offering a one-stop platform that simplifies online branding, customer engagement, and appointment management. Its scalable architecture and monetization-ready features ensure long-term flexibility for both single-location businesses and growing chains. The product enhances operational efficiency while empowering owners to grow with confidence in a competitive, digitally driven market.

Screenshots

