
FLORISYN — THE OPERATING SYSTEM FOR MODERN FLORISTS

Florist User Manual

The operating system for modern florists. This manual covers every page in your shop dashboard, in the order it appears in your sidebar.

Getting started

Sign in at **florisyn.com/login** with the email and password your shop was set up with. If this is your very first sign-in, Lily and Rose will introduce themselves — that's a one-time welcome, not something you need to do anything with.

Your sidebar on the left is your whole shop. Everything in this manual is one click away from there.

Dashboard

Your dashboard is the first thing you see every morning: a quick read of what's happening in your shop today — orders due, deliveries scheduled, low-stock alerts, and a calendar so you can see the whole week at a glance, not just today.

- **Calendar** — click any day to see what's due; click an order chip to jump straight to it.
- **Today's Orders / Top Bouquets / Upcoming Deliveries** panels update automatically as you work.
- The **Rose Foundation** strip at the top shows your shop's running charitable total, and is where you'll find Lily, Rose, and Daisy — your three AI assistants — whenever you need them.

POS (Front Counter / Register)

Your point-of-sale register for walk-in and phone sales. Ring up a sale the same way you would on any register — pick items, apply a discount if needed, take payment — and it posts straight into Orders and Inventory without any extra data entry.

Orders

Manage and track all customer orders.

This is your order board — every order, from the moment it's created to the moment it's delivered. Click **+ New Order** to start one; click **Export** to pull your order history out as a spreadsheet. Orders move through columns (Pending → Designing → Ready → Out for Delivery → Delivered) as their status changes, so you can see your whole production queue at a glance.

Each order carries its own card message, special instructions, assigned designer/driver, delivery address (kept separate from the billing address), and a live, transparent running total as you add items — no surprises at checkout.

Inventory

Track stems by flower, color, wholesale cost, and retail value.

Your cooler, digitized. Add inventory manually or with **Upload & scan**. Every item shows a freshness meter (a "Use First" badge appears automatically as stock ages), color, lot code, supplier, and your markup — so you always know what's fresh, what's about to turn, and what it's actually worth on the shelf.

Products

Build sellable arrangements with private recipes and clear margins.

Where you turn inventory into things you sell. Build an arrangement, attach a private recipe (so Florisyn can track true cost and margin without ever showing your recipe to customers), set a price, and it's ready to sell — in Orders, on your website, and in Photo Studio.

Bouquets

Signature bouquet designs for your shop floor and storefront.

Your house-style gallery. Browse the Floral Library for inspiration and pull designs straight into your own signature collection.

Customers

Profiles, favorites, reminders, and order history in one place.

Your customer book. Every customer's order history, favorite arrangements, and contact preferences live on one card — click + **Add customer** to start a new one, or search to pull up an existing one while you're building an order.

Deliveries

Keep every stop on time with a clear shop route board.

Today's delivery route as a board, not a spreadsheet. Add a stop, print the day's manifest, and mark deliveries complete as your drivers work through the route — including photo/signature proof of delivery when you need it.

Payment Centre

Fast checkout for walk-ins and phone orders.

Where you actually take money — card, cash, check, or split between methods (deposit now, balance later). Opens automatically right after you create a new order that needs payment, so you never have to go hunting for it.

Lily AI Studio

Talk to your creative brand assistant. Preview every website change before saving or publishing.

Lily is your creative partner — ask her for help with descriptions, website copy, or design ideas. Nothing Lily writes goes live until **you** review and approve it; every suggestion is a preview, never a silent change to your shop.

Analytics

A quick pulse on revenue, profit, and shop performance.

A fast read on how the shop's doing — revenue, profit, performance at a glance, with a one-click path to the full Reports page for more detail.

Reports

Revenue, expenses & profit.

The detailed version of Analytics. Paid, non-cancelled orders count as revenue; refresh anytime, or export to CSV for your bookkeeper or accountant.

Expenses

Save, search, edit, and verify every business expense.

Your receipt vault. Log an expense, attach a receipt, and search your history — everything your books need, without a shoebox of paper.

Invoices

Create, review, print, and email invoices from florist orders.

For business accounts and anyone who needs a formal invoice rather than a register receipt. Track what's outstanding, and print or email straight from the order.

Photo Studio

Turn one arrangement photo into editable, website-ready and social-ready content. Nothing saves or publishes until you approve it.

Take one photo of a finished arrangement and get website-ready and social-ready versions out of it — cropped, cleaned up, and sized for each use. As with Lily, nothing publishes without your approval; you can always **Restore original** if you don't like a result.

Website Studio

Build a polished florist website with real arrangement photography.

Your public-facing storefront, built and edited right here — pages, sections, your product catalog, and a live preview before anything goes public. Save your work as a draft anytime; nothing is visible to customers until you publish it.

Floral Library

100 everyday florist-friendly designs with realistic stem counts, mechanics, and step-by-step workflows.

A browsable catalog of ready-made arrangement designs, each with real stem counts and step-by-step build instructions. Preview any design, then add it to your own shop in one click.

Florist Community

Profile photos and arrangement posts — like Instagram for florists. Encourage, comment, and learn together.

A social feed just for florists — share your work, see what other shops are creating, comment, and learn from each other.

Florist Network

Wire overflow orders to partner shops and accept incoming wires — without legacy wire-service fees.

Send overflow orders to a partner florist, or accept incoming wire orders from other shops — with **zero Florisyn platform fee** on wire settlements, unlike legacy wire services.

Email Campaigns

Draft and schedule shop emails.

Draft and schedule marketing emails to your customer list. (Sending itself only turns on once your shop's email domain is fully configured — draft and schedule freely in the meantime.)

Weddings

Track wedding projects from inquiry to delivery alongside your existing orders.

A dedicated workflow for wedding and event projects — from first inquiry through to delivery day — that lives alongside your regular order board instead of replacing it.

Holiday Command

Plan peak windows, watch capacity, and pause intake when your shop is full.

Built for Mother's Day, Valentine's Day, and every other peak week: plan your capacity ahead of time, watch it in real time as orders come in, and pause new intake with one click if the shop fills up — so you never overcommit on your busiest days.

Staff

Employee cards show clock status only. Open an employee file for PIN-protected payroll details.

Your team. The staff list only ever shows who's clocked in — payroll and personal details stay behind each employee's own PIN, so sensitive information is never visible on a shared screen.

Wholesale (Seller Dashboard)

If your shop also sells wholesale to other florists, this is reached from the **Marketplace** page's "Sell" tab. See the separate **Florisyn Wholesaler Manual** for the full guide to running your seller dashboard.

Stores

Multi-location.

If you run more than one shop location, this is where you manage and switch between them.

Business OS (Rose, your Business Advisor)

Your AI business strategist. Get advice on pricing, marketing, operations, and growth.

Talk to Rose about the business side of running your shop — pricing strategy, marketing ideas, operational questions, growth planning. Also home to your Florisyn subscription, loyalty program, and finance tools.

Subscription Center

Manage your Florisyn plan, billing, and data — upgrade, pause, or cancel in one place.

Reached from Business OS or Settings. Everything about your Florisyn account itself: your plan, your billing, and the ability to upgrade, pause, or cancel whenever you need to — no phone call required.

POS Settings

Configure tax, delivery fees, receipts, and register defaults for checkout.

The behind-the-scenes settings for your register: tax rate, delivery fees, receipt format, and checkout defaults.

Settings

One branding center.

Your shop's identity — name, logo, colors, and the AI Status Dashboard, which tells you honestly whether Lily and Rose are running on free local AI or a paid cloud connection, so you always know what you're using.

Getting help

Look for the **Support** button in your sidebar. It opens this manual, and gives you a way to reach Florisyn support directly if you need a real person.