

# Archetiq Demo Manual

A polished, coach-friendly walkthrough for live demos. Use this guide to move confidently between the individual journey, organisation intelligence, and one-click demo reset workflow.

**PRIMARY AUDIENCE**

**HR, Coaches,  
Enterprise Buyers**

**DEMO ENVIRONMENT**

**demo.archetiq.com**

**RESET WORKFLOW**

**One-click reseed in  
Coach Portal**

## Why this guide exists

This manual is the live-demo script for Archetiq's split demo environment. It gives you the exact accounts, page order, talk track, and reset workflow needed to run a clean and repeatable presentation without terminal commands or admin intervention.

**Demo-safe****Coach-ready****Enterprise walkthrough**

## Quick login details

**DEMO URL**

**https://demo.archetiq.com**

**PRODUCTION URL**

**https://www.archetiq.com**

**SHARED PASSWORD**

**Demo@Archetiq2026**

Use the demo domain for all live walkthroughs. The demo backend and database are isolated from production.

## Production safety guardrail

- Do not run live demo walkthroughs on `www.archetiq.com`.
- Demo personas and reset flows are designed for `demo.archetiq.com` only.
- Production data is now kept separate from demo personas; use demo URLs for all scripted presentations.

## Demo accounts overview

### Individual track

| ROLE            | EMAIL                                                                          | PLAN     | BEST USE               |
|-----------------|--------------------------------------------------------------------------------|----------|------------------------|
| Individual user | <a href="mailto:demo.individual@archetiq.com">demo.individual@archetiq.com</a> | explorer | Personal journey story |

### Chemistry check companion accounts (demo)

Use these additional explorer users as ready-to-compare profiles in `/compare`.

| ROLE                   | EMAIL                                                                                              | ARCHETYPE  | SHARE LINK                                                                                                                                              |
|------------------------|----------------------------------------------------------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| Chemistry companion A  | <a href="mailto:demo.chemistry.visionary@archetiq.com">demo.chemistry.visionary@archetiq.com</a>   | Visionary  | <a href="https://demo.archetiq.com/share/4068a719-605e-426d-986f-260570d137f4">https://demo.archetiq.com/share/4068a719-605e-426d-986f-260570d137f4</a> |
| Chemistry companion B  | <a href="mailto:demo.chemistry.integrator@archetiq.com">demo.chemistry.integrator@archetiq.com</a> | Integrator | <a href="https://demo.archetiq.com/share/73d2db3b-8ccd-4067-8743-bd6f17e1ae9b">https://demo.archetiq.com/share/73d2db3b-8ccd-4067-8743-bd6f17e1ae9b</a> |
| Chemistry companion C  | <a href="mailto:demo.chemistry.stabilizer@archetiq.com">demo.chemistry.stabilizer@archetiq.com</a> | Stabilizer | <a href="https://demo.archetiq.com/share/9802fa77-23c1-436b-8a62-97f34b05cc78">https://demo.archetiq.com/share/9802fa77-23c1-436b-8a62-97f34b05cc78</a> |
| Existing org demo user | <a href="mailto:demo.teamcoach@archetiq.com">demo.teamcoach@archetiq.com</a>                       | Driver     | <a href="https://demo.archetiq.com/share/cb28b748-11cc-4d36-ac8a-7204717ef4fa">https://demo.archetiq.com/share/cb28b748-11cc-4d36-ac8a-7204717ef4fa</a> |

### Chemistry check quick links (starting from demo.individual)

- Driver vs Visionary: <https://demo.archetiq.com/compare?profiles=71e4fab5-7ab9-45af-9331-a9204f5d3fef,4068a719-605e-426d-986f-260570d137f4>
- Driver vs Integrator: <https://demo.archetiq.com/compare?profiles=71e4fab5-7ab9-45af-9331-a9204f5d3fef,73d2db3b-8ccd-4067-8743-bd6f17e1ae9b>
- Driver vs Stabilizer: <https://demo.archetiq.com/compare?profiles=71e4fab5-7ab9-45af-9331-a9204f5d3fef,9802fa77-23c1-436b-8a62-97f34b05cc78>
- Driver vs Driver (team coach benchmark): <https://demo.archetiq.com/compare?profiles=71e4fab5-7ab9-45af-9331-a9204f5d3fef,cb28b748-11cc-4d36-ac8a-7204717ef4fa>

#### Presenter quick start (30 seconds)

1. Log in as `demo.individual@archetiq.com`.
2. Open `/compare`.
3. Paste one of the quick links above (or two share tokens).
4. Narrate: compatibility score, collaboration strengths, and likely friction points.

### Organisation track

All accounts in this section are part of the single organisation demo track.

| ROLE               | EMAIL                                                                        | PLAN         | BEST USE                         |
|--------------------|------------------------------------------------------------------------------|--------------|----------------------------------|
| HR Admin           | <a href="mailto:demo.hr@archetiq.com">demo.hr@archetiq.com</a>               | organisation | Main presenter account           |
| Organisation Coach | <a href="mailto:demo.orgcoach@archetiq.com">demo.orgcoach@archetiq.com</a>   | organisation | Org-level coaching perspective   |
| Team Coach         | <a href="mailto:demo.teamcoach@archetiq.com">demo.teamcoach@archetiq.com</a> | organisation | Team coaching perspective        |
| Team Member        | <a href="mailto:demo.product.1@archetiq.com">demo.product.1@archetiq.com</a> | organisation | Employee/team-member perspective |

## Demo lead accounts

| LEAD ACCOUNT    | EMAIL                                                                              | TEAM       | BEST USE                                   |
|-----------------|------------------------------------------------------------------------------------|------------|--------------------------------------------|
| Product Lead    | <a href="mailto:demo.product.lead@archetiq.com">demo.product.lead@archetiq.com</a> | Product    | Team maturity and team dashboard lead view |
| Growth Lead     | <a href="mailto:demo.growth.lead@archetiq.com">demo.growth.lead@archetiq.com</a>   | Growth     | Team maturity and team dashboard lead view |
| Operations Lead | <a href="mailto:demo.ops.lead@archetiq.com">demo.ops.lead@archetiq.com</a>         | Operations | Team maturity and team dashboard lead view |

These are the three lead accounts seeded for the organisation demo. They are the only accounts that should be treated as team-dashboard leads in the manual.

### Recommended owner of the reset flow

Use [demo.teamcoach@archetiq.com](mailto:demo.teamcoach@archetiq.com) to reset the demo before every serious presentation. That account has the Coach Tools card with both the manual download and reseed button.

## Pre-seeded data â€™ quick reference

Every demo account ships with a completed wellness profile, a full financial plan, and a filled-in personal profile so no page prompts you to enter data during a demo.

## Key accounts

| ACCOUNT                                        | PERSON      | WELLNESS (DOSHA) | FINANCIAL PROFILE | MONTHLY INCOME |
|------------------------------------------------|-------------|------------------|-------------------|----------------|
| <a href="#">demo.individual@archetiq.com</a>   | Alex Rivera | Vata             | Junior            | RM 5,400       |
| <a href="#">demo.hr@archetiq.com</a>           | Hana Rahman | Kapha-Pitta      | Senior            | RM 14,000      |
| <a href="#">demo.orgcoach@archetiq.com</a>     | Omar Blake  | Vata             | Senior            | RM 14,000      |
| <a href="#">demo.teamcoach@archetiq.com</a>    | Tina Park   | Pitta            | Mid-level         | RM 10,000      |
| <a href="#">demo.product.1@archetiq.com</a>    | Nabil Shah  | Vata-Pitta       | Junior            | RM 5,400       |
| <a href="#">demo.product.lead@archetiq.com</a> | Priya Das   | Pitta            | Mid-level         | RM 10,000      |
| <a href="#">demo.growth.lead@archetiq.com</a>  | Gavin Lim   | Vata             | Mid-level         | RM 10,000      |
| <a href="#">demo.ops.lead@archetiq.com</a>     | Opal Singh  | Kapha            | Mid-level         | RM 10,000      |

### Financial profile levels

| LEVEL     | MONTHLY INCOME | KEY FEATURES                                            | HEALTH SCORE |
|-----------|----------------|---------------------------------------------------------|--------------|
| Student   | RM 2,000       | No loans, small savings account, education goal         | ~70          |
| Junior    | RM 5,400       | Car loan, ASB savings + EPF, house down payment goal    | ~89          |
| Mid-level | RM 10,000      | Car + personal loan, unit trust + ASB, retirement goal  | ~81          |
| Senior    | RM 14,000      | Salary + rental income, home + car loan, full portfolio | ~84          |

### Wellness dosha profiles

| DOSHA       | ARCHETYPES                         | CHARACTER                                        |
|-------------|------------------------------------|--------------------------------------------------|
| Vata        | Visionary, Specialist (Vata-Pitta) | Creative, light-footed, scattered under stress   |
| Pitta       | Driver                             | Competitive, driven, hot-tempered under pressure |
| Kapha       | Stabilizer                         | Grounded, steady, slow to mobilise under stress  |
| Kapha-Pitta | Integrator                         | Nurturing and warm, driven in short bursts       |

**Money Plan navigation tip**

The Money Plan page opens directly on the **Score & Path** step when a plan is already saved – no need to click through intake screens. Wellness Profile similarly opens straight to the dosha result card.

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## Pre-demo setup (5 minutes)

1. Open 5 browser profiles or incognito windows.
2. Log in in this order:
  - [demo.hr@archetiq.com](mailto:demo.hr@archetiq.com)
  - [demo.orgcoach@archetiq.com](mailto:demo.orgcoach@archetiq.com)
  - [demo.teamcoach@archetiq.com](mailto:demo.teamcoach@archetiq.com)
  - [demo.product.1@archetiq.com](mailto:demo.product.1@archetiq.com)
3. Keep HR Admin as the primary screen-share tab.
4. Keep the other tabs ready for quick role switching.
5. If this is not the first demo of the day, click **Reseed Demo Data** once from Team Coach to reset all demo records.

### Fast presenter routine

Reset first, refresh the four tabs, then begin from HR Admin. That keeps the story clean and avoids stale state from prior demos.

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# Account-by-account instructions

## 1. Individual user account

### LOGIN

demo.individual@archetiq.com

### GOAL

Show personal  
transformation journey

### BEST FRAMING

Identity to execution

### What to click “ and what to say

#### 1. Dashboard

“ shows archetype, progress strip, and quick actions.

*"This is the personalised command centre “ identity snapshot and where to go next."*

#### 2. My Report ( /report )

“ full archetype + force breakdown, character stats, career and team fit.

*"Everything from the discovery quiz flows into this report. It's shareable and downloadable."*

#### 3. Mind & Body ( /wellness-profile?tab=health )

“ opens straight to the health tracker, report upload flow, and constitution-level comparison (Mover / Transformer / Builder).

*"Use this view to show health progress, report history, and compare screenings by constitution lens only."*

#### 4. Money Plan ( /financial-plan )

“ opens on Score & Path with a pre-filled income picture, health score, and goals.

*"Financial health is already scored. Walk through the cashflow snapshot and the next-move recommendations."*

#### 5. Career Path ( /life-simulator )

“ show the career path selector and 5-year income trajectory.

*"This maps archetype strengths to realistic career trajectories and income projections."*

#### 6. Growth Loop ( /growth-loop )

“ daily goals board, habit tracking, and AI growth coach.

*"Every insight becomes a concrete action here. The AI guide gives personalised nudges."*

#### 7. Chemistry Check ( /compare )

“ enter two archetypes and show compatibility and collaboration dynamics.

*"Great for team-building conversations “ shows how two archetypes work together and where friction is likely."*

### Live chemistry-check tokens (demo-ready)

- demo.individual@archetiq.com: 71e4fab5-7ab9-45af-9331-a9204f5d3fef
- demo.chemistry.visionary@archetiq.com: 4068a719-605e-426d-986f-260570d137f4
- demo.chemistry.integrator@archetiq.com: 73d2db3b-8ccd-4067-8743-bd6f17e1ae9b
- demo.chemistry.stabilizer@archetiq.com: 9802fa77-23c1-436b-8a62-97f34b05cc78

"This is the individual path from identity discovery to weekly execution â€” all pre-populated, no setup needed during the demo."

"Wellness, financial health, and growth goals are pre-seeded so every page shows rich results immediately."

## 2. HR Admin account

### LOGIN

**demo.hr@archetiq.com**

### GOAL

**Show organisation command view**

### BEST FRAMING

**Structure, team quality, decision support**

### Demo note

After you click Reseed Demo Data , log back into demo.hr@archetiq.com and show the pre-seeded organisation dashboard first. The dashboard already includes team intelligence for the three demo teams, so the audience sees a populated org view immediately.

```
<strong>What to click</strong>
<ol class="compact-list">
  <li>Team Map (<code>/team</code>)</li>
  <li>Team Intelligence (<code>/team-intelligence</code>)</li>
  <li>Inside Team Intelligence, show tabs in this order:
    <ul class="compact-list">
      <li>Team Context</li>
      <li>Team Chemistry</li>
      <li>Hire Smarter</li>
      <li>Interview Guide</li>
      <li>Team Report</li>
      <li>Work Chemistry</li>
      <li>Org Optimiser</li>
    </ul>
  </li>
</ol>
```

"HR/Admin can view structure, team composition, and intelligence workflows in one place."

"This supports hiring quality, team cohesion, and cross-team decisions."

### 3. Organisation Coach account

#### LOGIN

**demo.orgcoach@archetiq.com**

#### GOAL

**Show coach-specific org perspective**

#### BEST FRAMING

**Advisory visibility without HR controls**

#### What to click

1. Open organisation/team pages from coach login.
2. Show coach visibility and guidance context.

"Organisation coach has advisory visibility but not HR-admin controls."

### 4. Team Coach account

#### LOGIN

**demo.teamcoach@archetiq.com**

#### GOAL

**Show team-level coaching role**

#### BEST FRAMING

**Execution support and reset control**

#### What to click

1. Coach Portal ( /coach-portal )
2. In the Coach Tools card:
  - Download Demo Manual (PDF)
  - Reseed Demo Data
3. Open team and intelligence views.
4. Show team-level coaching workflow and constraints.

"Team coach supports execution and team quality, with scoped access."

"We can reset the full demo dataset in one click before every meeting."

## 5. Team Member account

### LOGIN

demo.product.1@archetiq.com

### GOAL

Show employee/member experience

### BEST FRAMING

Focused participation, not admin control

### What to click

1. Open team-related screens as member.
2. Show what member can and cannot access.

"Members have focused access for participation, not admin control."

## Role switch flow (recommended)

| STEP | ACCOUNT            | WHAT TO PROVE                                     |
|------|--------------------|---------------------------------------------------|
| 1    | HR Admin           | Organisation-wide intelligence and decision layer |
| 2    | Organisation Coach | Advisory scope without HR authority               |
| 3    | Team Coach         | Team execution support plus reset/manual tools    |
| 4    | Team Member        | Narrow member-level experience                    |

## Expected access behavior

| PERSONA            | LOGIN   | TEAM LIST ACCESS | ORG MEMBER LIST | ORG COACHES LIST |
|--------------------|---------|------------------|-----------------|------------------|
| HR Admin           | Allowed | Allowed          | Allowed         | Allowed          |
| Organisation Coach | Allowed | Restricted       | Restricted      | Allowed          |
| Team Coach         | Allowed | Restricted       | Restricted      | Allowed          |
| Team Member        | Allowed | Restricted       | Restricted      | Allowed          |

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## Team dataset used in the demo

### Product Team

- [demo.product.lead@archetiq.com](mailto:demo.product.lead@archetiq.com)
- [demo.product.1@archetiq.com](mailto:demo.product.1@archetiq.com)
- [demo.product.2@archetiq.com](mailto:demo.product.2@archetiq.com)
- [demo.product.3@archetiq.com](mailto:demo.product.3@archetiq.com)
- [demo.product.4@archetiq.com](mailto:demo.product.4@archetiq.com)

### Growth Team

- [demo.growth.lead@archetiq.com](mailto:demo.growth.lead@archetiq.com)
- [demo.growth.1@archetiq.com](mailto:demo.growth.1@archetiq.com)
- [demo.growth.2@archetiq.com](mailto:demo.growth.2@archetiq.com)
- [demo.growth.3@archetiq.com](mailto:demo.growth.3@archetiq.com)
- [demo.growth.4@archetiq.com](mailto:demo.growth.4@archetiq.com)

### Operations Team

- [demo.ops.lead@archetiq.com](mailto:demo.ops.lead@archetiq.com)
- [demo.ops.1@archetiq.com](mailto:demo.ops.1@archetiq.com)
- [demo.ops.2@archetiq.com](mailto:demo.ops.2@archetiq.com)
- [demo.ops.3@archetiq.com](mailto:demo.ops.3@archetiq.com)
- [demo.ops.4@archetiq.com](mailto:demo.ops.4@archetiq.com)

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## Demo data reset

**Reset is now one-click inside Coach Portal.**

No terminal command is required for the coach running a live demo.

### How to reset

1. Log in as [demo.teamcoach@archetiq.com](mailto:demo.teamcoach@archetiq.com) .
2. Open Coach Portal ( `/coach-portal` ).
3. Click `Reseed Demo Data` .
4. Confirm the prompt.
5. Wait for the success message.

### What it resets

- Demo users and responses
- Demo organisation ( `ORGDEMO2026` )
- Demo teams ( `PRD001` , `GRW001` , `OPS001` )

- Pre-seeded wellness profile (Prakriti / dosha result) matched to each user's archetype
- Health dashboard compare mode is constitution-first (Mover / Transformer / Builder); avoid personality layer framing in health demos
- Pre-seeded financial plan (income picture, health score, goals) matched to each user's career stage
- Pre-filled profile fields (name, age, gender, occupation, education) so no profile completion prompts appear

## Safety

- Reseed is isolated to demo dataset patterns only.
- Demo backend/database is separate from production.
- Manual download and reset are both limited to the coach-only tools flow.

## Quick troubleshooting during a live demo

| SITUATION                                | FAST FIX                                                                                                                                                                                   |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Reseed button does not appear            | Confirm you are logged in as the assigned coach role (recommended: <a href="mailto:demo.teamcoach@archetiq.com">demo.teamcoach@archetiq.com</a> ) and refresh <code>/coach-portal</code> . |
| Manual download opens a blank tab        | Re-click from Coach Portal and allow pop-ups/downloads for <code>demo.archetiq.com</code> .                                                                                                |
| A role sees stale team data              | Run <code>Reseed Demo Data</code> once, then hard refresh all open demo tabs.                                                                                                              |
| Login works but route access looks wrong | Sign out and sign in with the intended persona account; role-based views are account-specific.                                                                                             |

## Maintenance

- Update this file whenever accounts, routes, or the demo flow changes.
- Regenerate the PDF after any edit with `powershell -ExecutionPolicy Bypass -File scripts/build-demo-manual.ps1`.
- Re-upload `docs/assets/archetiqdemo.pdf` to VPS if the live manual should change immediately.

Last updated: 2026-07-19 (Demo scope aligned to individual + organisation only; constitution-first health tracker and coach walkthrough updated).