Small Business Websites and Automation Business Worked Case

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All people,measurements,evidence,approvals,account states and outcomes are fictional teaching examples. No actual deployment or learner readiness is established.

Fictional Case J: Juniper’s three-page website and one inquiry notification

Fictional job and independent assumptions

This case follows a complete three-page website and one owner inquiry notification for fictional Juniper Window Care in Salem, Oregon. Clear Path Web Studio and Casey Rowan are fictional. Both parties and the service delivery are assumed to be in Oregon, with no other-state nexus or special tax. The case assumes independently verified client ownership, suitable provider terms, minimum permitted access, domain control, recipient confirmation, publication permission, HTTPS, hosted receiving, mailbox arrival and recovery evidence. Those assumptions support a teaching example; no actual account, deploy, test, purchase, email delivery or learner readiness has been established.

The local laboratory is a different implementation: Python on 127.0.0.1 saves fictional messages to a private owner-review file and sends no email. Its strict input rules and duplicate-aware request identifiers teach the receiving sequence. The conditional hosted implementation uses static HTML with Netlify Forms and an owner email notification. It does not inherit the local server’s custom status codes, length enforcement or automatic idempotency. The owner manually reconciles duplicate-looking requests. A requirement for strict custom server validation or automatic deduplication would change this selected live scope.

Complete estimate and confirmation

FICTIONAL ESTIMATE AND CONFIRMATION CP-026. Sender: Casey Rowan, Clear Path Web Studio, Salem, Oregon; casey@clearpath.example.invalid. Customer: Morgan Lee, Juniper Window Care, Salem, Oregon; morgan@juniper.example.invalid. Issued November 23, 2026; valid through November 30, 2026. Content is due November 24; prototype review is December 1; conditional live acceptance and handoff are December 4; scheduled follow-up is December 11. These dates and contacts are teaching examples, not real bookings.

Included: Home, Services and Contact pages; owner-approved copy and one image with rights evidence; a local fictional-data lab; a separately adapted static Netlify Forms receiving store and one owner email notification; client-owned domain, DNS and TLS work within verified competence; local and hosted test ledgers; one consolidated content revision of up to 90 minutes; a rollback rehearsal; editable files; 120 minutes of local handoff plus 180 minutes of live handoff; and 60 minutes of used follow-up. The base owner timeline is 2,100 minutes. The full live stage depends on actual client authority, suitable documented provider terms, ownership and access, recipient confirmation, correct DNS and TLS, and end-to-end acceptance.

Excluded: domain, hosting and mailbox purchases and renewals; card collection; booking; visitor accounts; uploads; sensitive or regulated records; automatic visitor replies; custom hosted server validation or idempotency; analytics; ranking or sales promises; and continuing maintenance. The client owns and directly pays for production accounts. Casey uses limited authorized access and removes it after owner operation is verified. No shared passwords are requested.

Price: $1,800 for service, plus $0 modeled Oregon general sales tax, for a total of $1,800. Both fictional parties and delivery are in Oregon, with no other-state nexus or special tax assumed. Verify actual obligations before a real invoice. One payment is due December 4 after accepted live handoff; no deposit is required. The fictional processing cost of 3% plus $0.30 belongs to the provider and is not an extra customer charge.

Changes require written approval of the scope, price and date effect before work; emergency pages and booking remain excluded. Cancellation before work has no fee. After an authorized start, charge only for documented completed stages up to the $1,800 service cap, deliver the paid work, and credit any prepaid unearned amount. These invented terms require review for the actual facts and jurisdiction. A reproducible departure from the agreed scope reported within seven days of handoff is corrected without an added service charge. New features and later third-party changes require a separate estimate. Follow-up includes one scheduled 60-minute check and report on December 11, with no continuous monitoring.

Fictional approval status: Morgan approved CP-026 on November 23 for the full conditional scope, then approved publication and one owner notification on December 3 after prototype review. The case separately assumes client-owned accounts, domain control, recipient confirmation and hosted acceptance evidence. These fictional approvals establish no real permission, account, publication, test, email delivery, purchase or learner readiness.

A concrete ordinary inquiry

In the automated local fixture T01, Avery Test’s name, avery@example.invalid, the message “Please explain your ordinary exterior cleaning service.” and fixed request identifier DEMO-001 are submitted by the test runner. The receiver validates the fields, writes and flushes one record, then redirects with HTTP 303. The owner-review step finds DEMO-001 and the exact text; the count is one saved record, one owner review and zero emails. A manual browser visit is different: Contact generates a fresh identifier, rather than asking the learner to type DEMO-001. Submit one uniquely worded fictional message, then use the owner-inbox reviewer to find the same name, email and exact message and record its generated identifier. Opening the generic receipt directly is not evidence of saving or review.

The full fictional live acceptance uses a separately authorized marker LIVE-001 through the real-domain role in the example. The assumed evidence contains one managed submission, one matching notification observed in Morgan’s approved mailbox and one owner review. The case supplies no actual domain or mailbox evidence. A real project must record those observations itself; a receipt, configured recipient or local test cannot substitute for them. Morgan’s invented daily 9 a.m. dashboard check is the fallback for missed notifications, not a guarantee of immediate response.

Twelve local request cases and their exact totals

Starting count is zero. T01 valid DEMO-001 gives 303 and adds one. T02 empty email gives 422 and adds zero. T03 invalid email gives 422 and zero. T04 body over 8,192 bytes gives 413 and zero. T05 wrong content type gives 415 and zero. T06 the documented test-only sink failure gives 503 and zero; it fails before saving and the normal sink is restored afterward. These are the local teaching contract, not claimed hosted-service responses.

T07 repeats DEMO-001 with identical normalized fields: 303, no extra record. T08 repeats that identifier with changed text: 409, no overwrite. T09 stores DEMO-009 with literal script-looking text: 303, one extra record and escaped display. T10 unknown route and T11 /inbox.jsonl each give 404, no added record and no private data. T12 valid DEMO-012 adds one with 303. The expected added-record vector is 1,0,0,0,0,0,0,0,1,0,0,1, totaling three. The exact saved identifiers are DEMO-001, DEMO-009 and DEMO-012; owner finds all three; actual email count remains zero.

Whole cycle cost and independent answer

The seventeen-stage timeline below totals 2,100 owner minutes, 35 hours, at an invented $30 hourly value: $1,050. A three-business-day unused calendar buffer is not counted as work. Service revenue is $1,800; modeled Oregon general sales tax is zero; one gross receipt is $1,800. The fictional 3% plus $0.30 fee is $54.30. Job cash is $45, existing equipment allocation $30 and overhead allocation $72, comprising $48 existing software subscriptions and $24 administration. No stock, vehicle cost or new equipment purchase occurs. Client-owned domain, hosting and mailbox charges are paid directly by the client.

Management cost is $1,251.30, leaving $548.70 before a $90 reserve designation and $458.70 after it. Opening cash $900 plus receipt $1,800 less fee $54.30 and job cash $45 leaves $2,600.70; no owner draw is modeled. The matching paid acquisition experiment costs $180 including owner value, reducing the management result to $368.70 before reserve and $278.70 after reserve. These invented results are not wages, take-home income, tax accounting profit, market quotes or an earnings forecast.

The separate 8% arithmetic stress case is not Oregon taxation: service $1,800, hypothetical tax $144, gross $1,944 and fee $58.62. Management cost is $1,255.62, profit $544.38, after reserve $454.38 and closing cash after a hypothetical $144 remittance $2,596.38. Actual tax classification, sourcing and obligations must be verified for real facts.

Approved change versus correction

Morgan’s emergency page and automatic booking request is declined as outside scope. A separately approved ordinary FAQ adds 120 minutes and $180 service revenue, zero modeled Oregon general sales tax and a $5.70 second-payment fee. Extra owner value is $60; incremental contribution is $114.30. Revised totals are $1,980 service revenue, 2,220 minutes, $60 fees, $1,317 management cost, $663 profit and $573 after the same $90 reserve. This optional branch does not alter the accepted baseline.

In the adverse branch, final inquiry saving fails. Casey stops acceptance and adds diagnosis 60, correction 90, retest 60 and explanation 30 minutes, plus $20 independent retest cash. Total time becomes 2,340 minutes and cash job cost $65. No extra client charge is made for restoring the agreed function. Owner value $1,170, allocations $102 and fee $54.30 yield $1,391.30 cost, $408.70 profit, $318.70 after reserve and $2,580.70 cash. After the same $180 acquisition effort, $228.70 remains before reserve and $138.70 after it.

If the corrected project is not accepted and a full $1,800 refund is agreed, net revenue becomes zero. Assume the original $54.30 fee is retained and no additional refund fee. Economic loss is $1,391.30; after designating $90 the management remainder is negative $1,481.30. Cash is $780.70. No general sales tax was collected or remitted in this Oregon example. A failed job consumes time and money even when its customer payment is returned.

Handoff operating duty and closure

The fictional owner demonstrates local start/change/submit/find/restore, then separately demonstrates the assumed hosted dashboard/mailbox review and page-deploy rollback. The account inventory identifies Morgan as owner, payer and recovery contact, with Casey’s temporary access removed after verification. The case assumes actual hosted evidence only for illustration; the learner’s own hosted evidence remains unestablished. The base includes one used 60-minute December 11 follow-up and 30 minutes of backup/reset/closure.

The optional maintenance example is unsold: $90 a month for one scheduled 60-minute check and report. One fictional $3 fee, $30 owner value and $6 overhead leave $51 before reserve. No monitoring,

unlimited changes or provider renewals are included. Course materials are free to read and download. Any paid application will be a separate optional product with its own disclosed terms. This pack is local and unpublished.

Full owner cycle

Stage	Minutes	Evidence
Discovery	90	Fictional planned/used owner work; replace with actual dated evidence.
Scope and access planning	60	Fictional planned/used owner work; replace with actual dated evidence.
Content preparation	150	Fictional planned/used owner work; replace with actual dated evidence.
Information architecture	90	Fictional planned/used owner work; replace with actual dated evidence.
Page building	300	Fictional planned/used owner work; replace with actual dated evidence.
Local form/server integration	180	Fictional planned/used owner work; replace with actual dated evidence.
Quality and accessibility review	120	Fictional planned/used owner work; replace with actual dated evidence.
Local delivery/failure tests	150	Fictional planned/used owner work; replace with actual dated evidence.
One content revision	90	Fictional planned/used owner work; replace with actual dated evidence.
Local owner handoff	120	Fictional planned/used owner work; replace with actual dated evidence.
Administration and invoice	60	Fictional planned/used owner work; replace with actual dated evidence.
Used follow-up	60	Fictional planned/used owner work; replace with actual dated evidence.
Backup/reset/closure	30	Fictional planned/used owner work; replace with actual dated evidence.
Hosted form adaptation	120	Fictional planned/used owner work; replace with actual dated evidence.
DNS/TLS verification	120	Fictional planned/used owner work; replace with actual dated evidence.

Stage	Minutes	Evidence
Hosted acceptance/rollback tests	180	Fictional planned/used owner work; replace with actual dated evidence.
Live owner handoff	180	Fictional planned/used owner work; replace with actual dated evidence.

Total owner minutes: 2100. Contingency capacity is separate unless actually used.

Complete financial reconciliation

Measure	USD
Service price	$1,800.00
Gross invoice	$1,800.00
Assumed payment fees	$54.30
Owner time value	$1,050.00
Job cash excluding purchases	$45.00
Consumed and lost stock	$0
Nonfuel vehicle use	$0.00
Equipment allocation	$30.00
Overhead allocation	$72.00
Total management cost	$1251.3
Result before reserve	$548.70
Separate business reserve	$90.00
Remainder after reserve	$458.70

Amounts are fictional teaching assumptions. Stock and total management cost show up to six decimals to expose allocation precision. Final results use full-precision costs and round half up to cents. Reserve is a cash designation, not an expense. Owner value and allocations are not bank payments. Other taxes and actual business-level overhead remain separate.

Stock scans all eight own-business slots, including opening units and rows after a gap. Confirm the number of filled rows in Stock C23. A mismatch or partial row withholds totals J34 and K34; zero is valid only when no rows are filled. Complete every required zero in a used row.

Your order C19 is only the actual fee withheld from service receipts. It cannot exceed those receipts. Record a genuine additional processor bank debit paid in C47 with its reason, date and statement

reference in C48; confirm 0 when none. It is included once in management cost and linked Cash49. Unknown or unreconciled fee data blocks a successful result.

Changes and stop decisions

Emergency page and booking request

Decline outside the boundary; offer a separately estimated ordinary FAQ only.

No automatic charge. The optional FAQ estimate is $180, 120 minutes and a modeled $5.70 second-payment fee; its potential incremental contribution if approved and delivered is $114.30. A decline records no earned result.

Included inquiry saving fails

Stop acceptance; correct and fully retest without an added service charge.

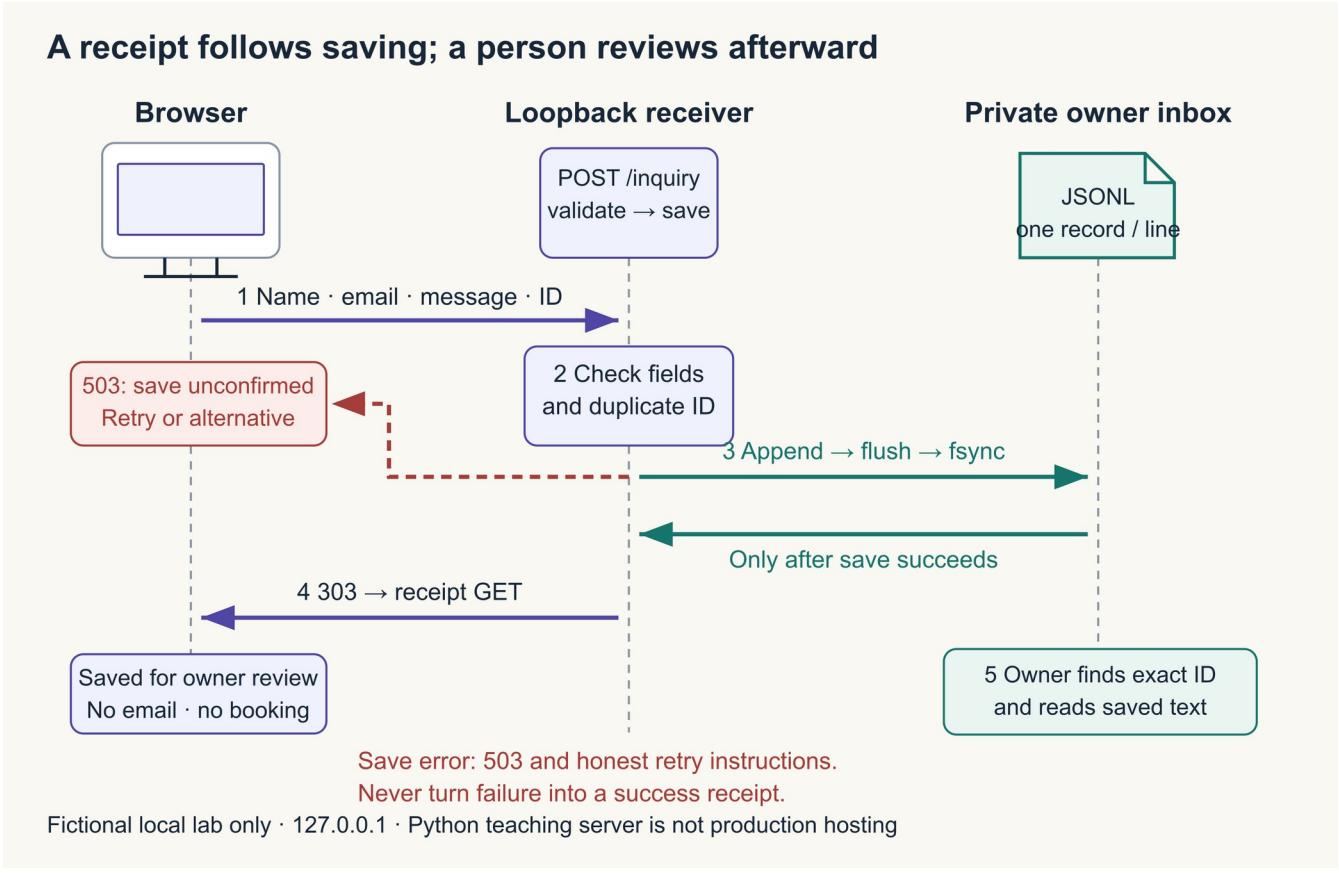
Add 240 minutes and $20 cash; profit $408.70 before reserve and $318.70 after reserve.

Corrected project still not accepted agreed full refund

Refund $1,800; retain the honest loss and stated retained-fee assumption.

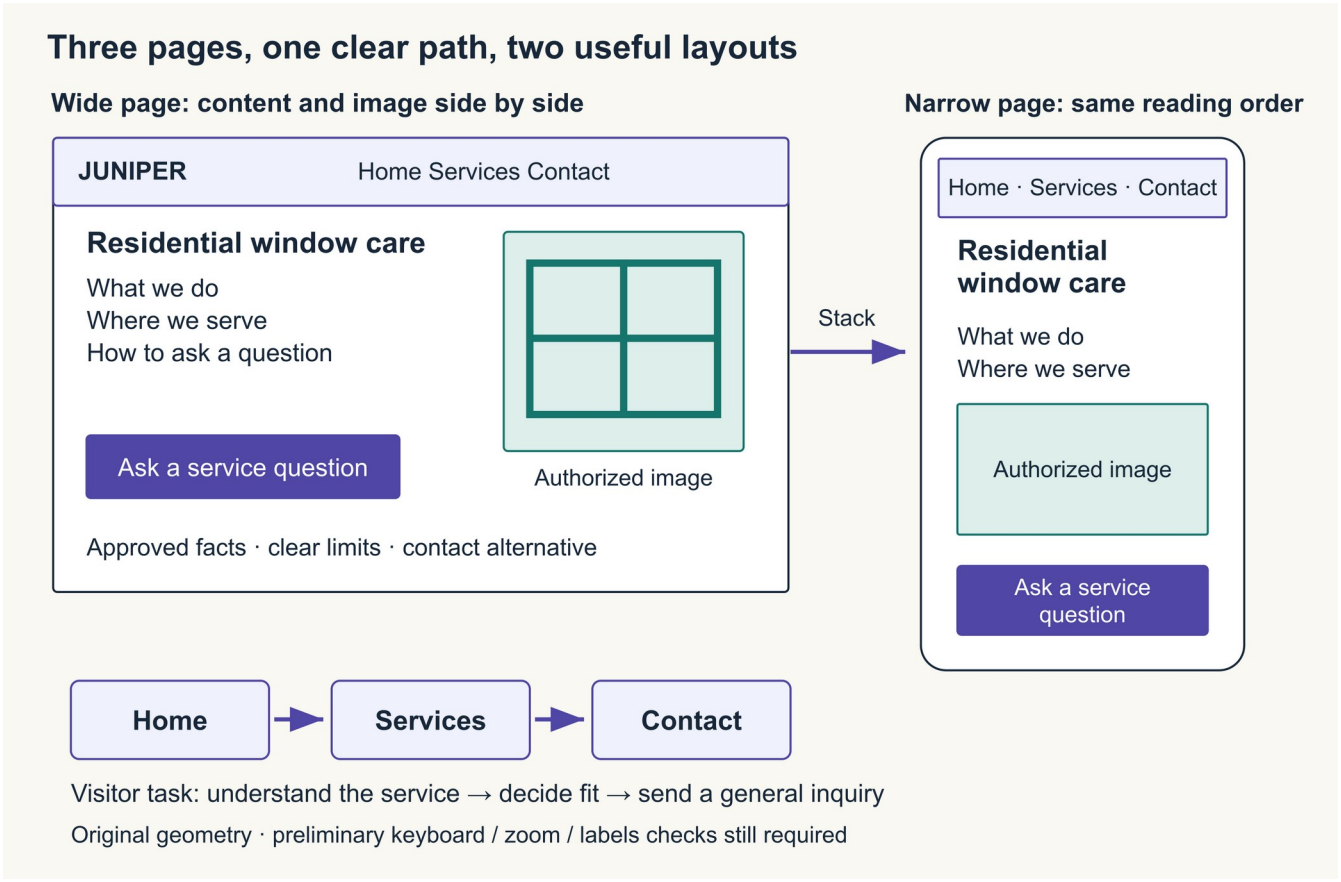
Net revenue zero; economic loss $1,391.30; cash $780.70; no invented extra refund fee.

Local inquiry browser receiver and owner review



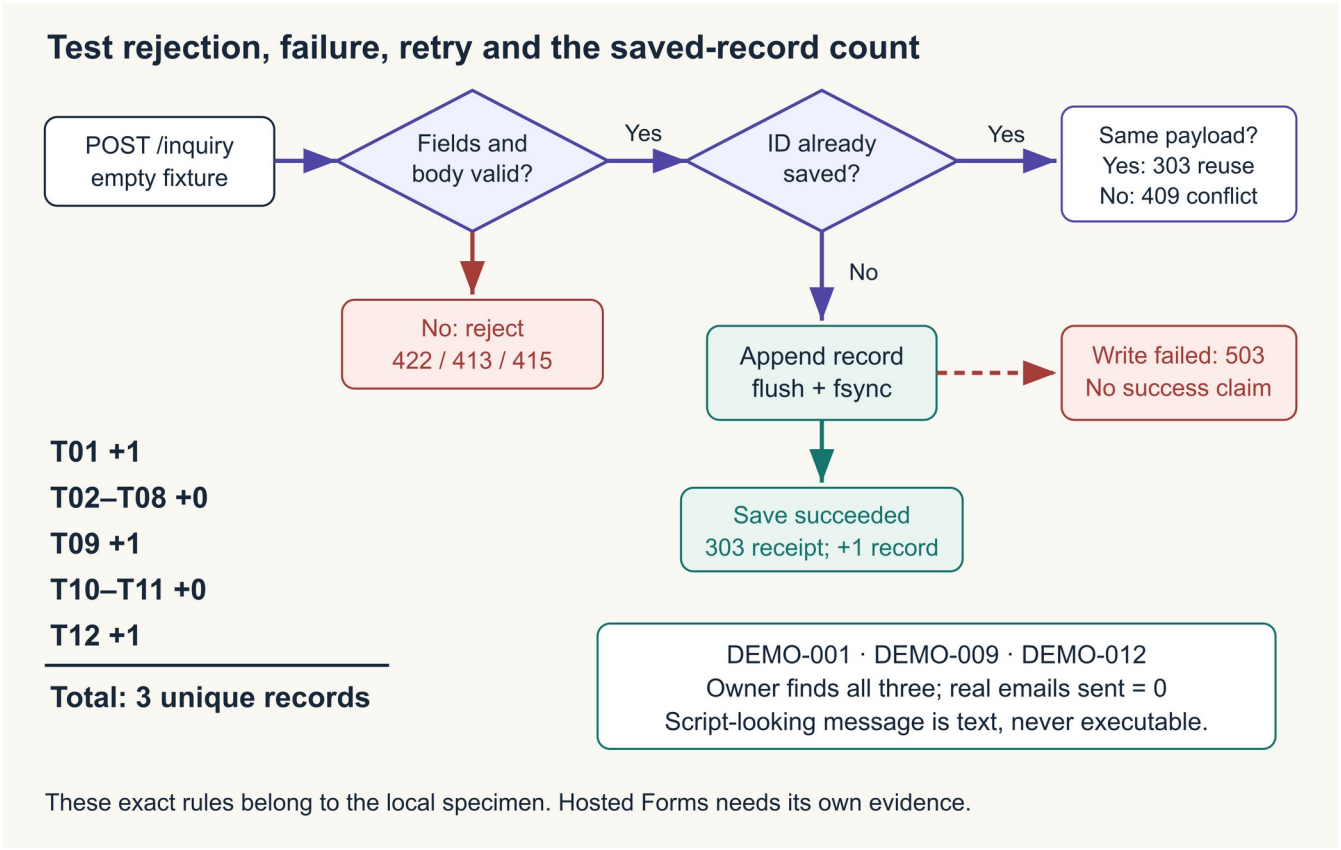
Original local system diagram. HTML/Python components supported by S01–S09 and303 by S16. Local save is not email delivery or public readiness.

Three pages and one reading route



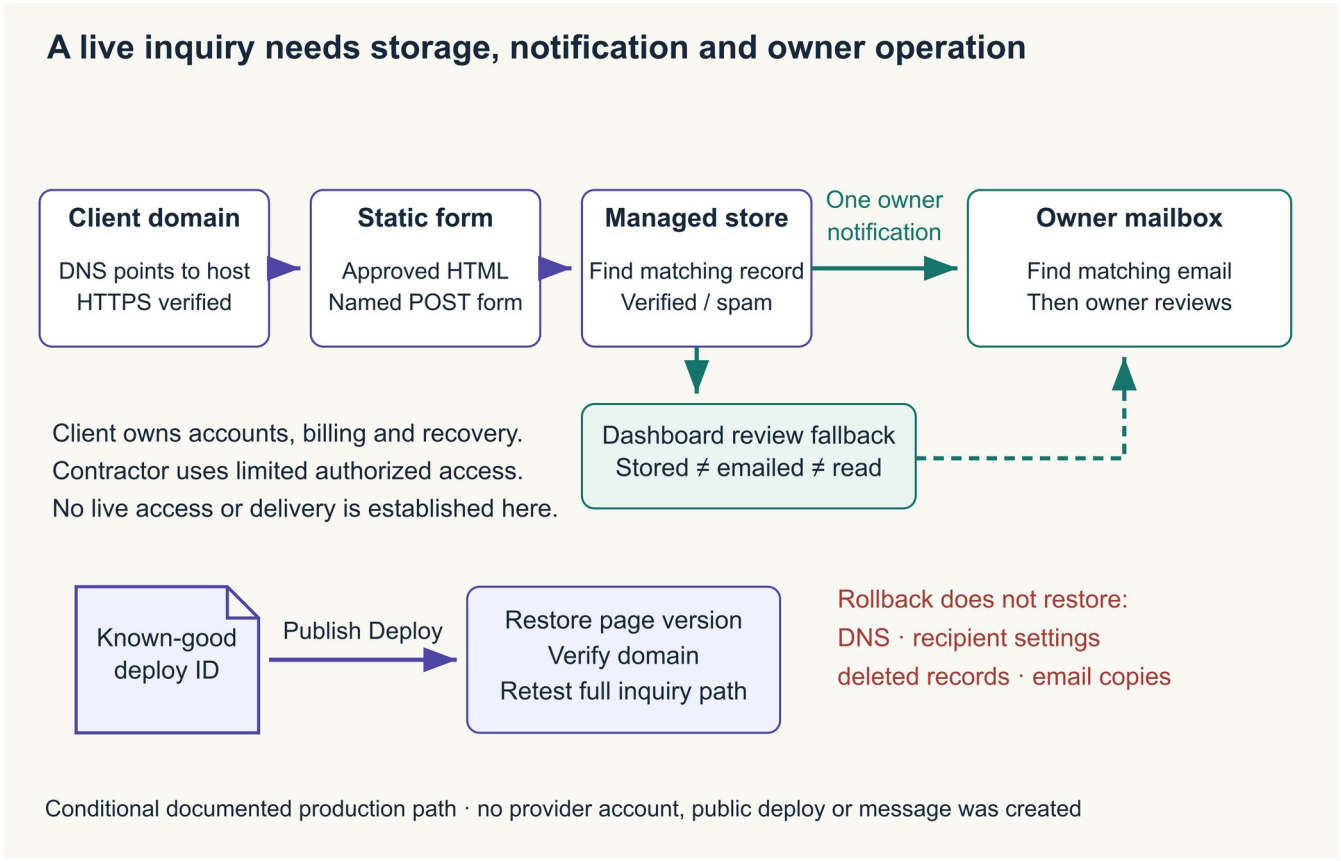
Original page geometry for the fictional business. W3C preliminary review guidance S11; design choices do not establish accessibility conformance.

Request decisions and the three record answer



Original worked local request logic. Exact statuses and limits are specimen rules; managed hosted Forms does not inherit them. Sources S01, S04, S06–S09, S16.

Conditional hosted inquiry and recovery path



Original conditional hosted architecture based on Netlify official docs S19–S27. No actual account, deploy, DNS, TLS or mailbox evidence is established.