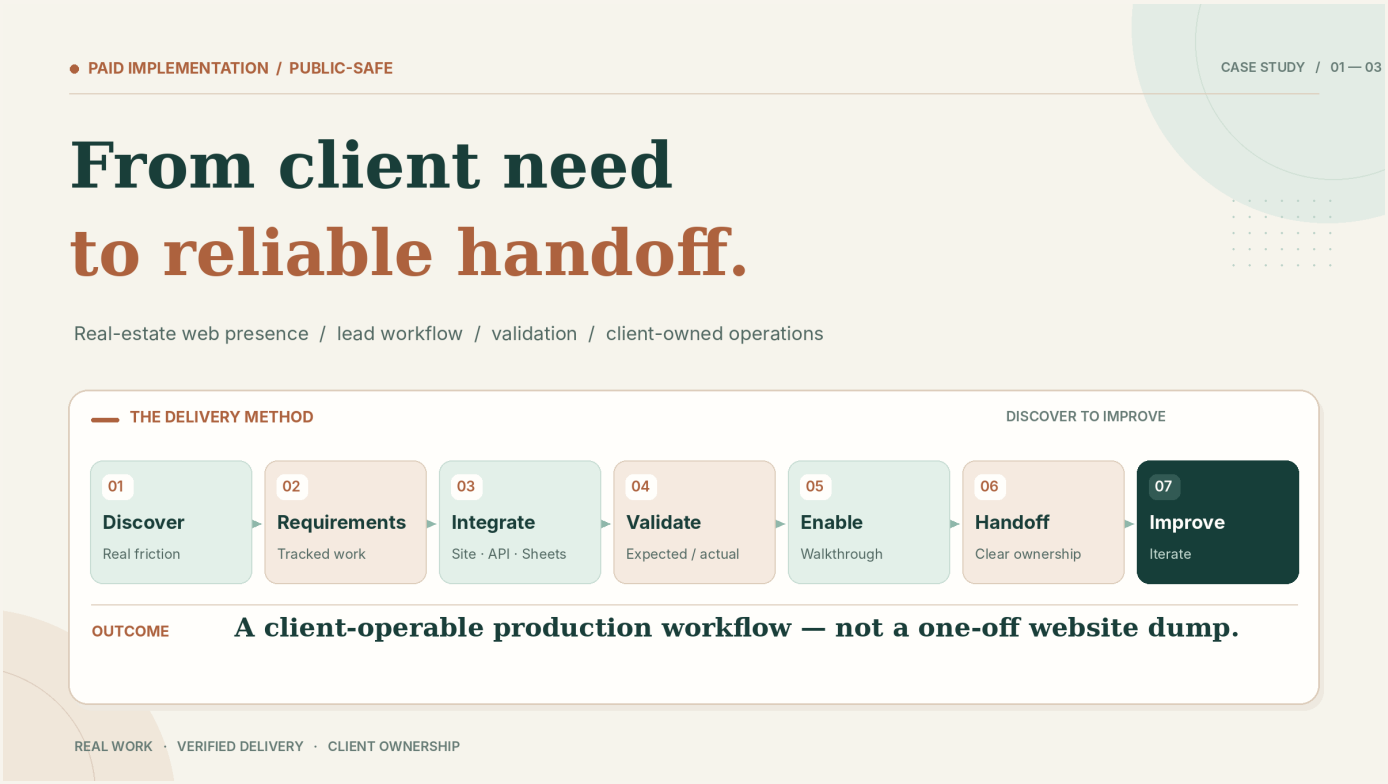
PAID INDEPENDENT DELIVERY / LIVE PRODUCTION WORKFLOW

Making delivery reliable beyond launch.

Real-estate web presence · consultation lead intake · validation · client-owned operations



THE IMPLEMENTATION STORY A client needed more than a presentable website. The delivery connected a public web experience, a working consultation lead path, validation, seller enablement materials, and an operating model the client could continue using.

OUTCOME

A client-operable production workflow—not a one-off website dump.

01 / THE BUSINESS PROBLEM

Solve the operational gap, not just the visual brief.

The client already had credibility in a competitive real-estate practice. The missing piece was a dependable path from public interest to real follow-up—and an operating system the client could own.

01 / PUBLIC STORY

Clear contact path

Explain the offering and make it easy for prospective sellers to reach out from desktop or mobile.

02 / LEAD DESTINATION

Submissions that arrive

Route consultation form data to a destination the client can actually use for follow-up.

03 / OPERATING CONTROL

Client-owned delivery

Keep repository, hosting, previews, and updates understandable after the implementer leaves.

04 / OPEN DEPENDENCIES

Visible, not assumed

Keep client-controlled setup and pending verifications separate from completed delivery.

02 / DISCOVERY CRITERIA

Who needs the site? What counts as successful launch? What must be configured? What remains client-owned?

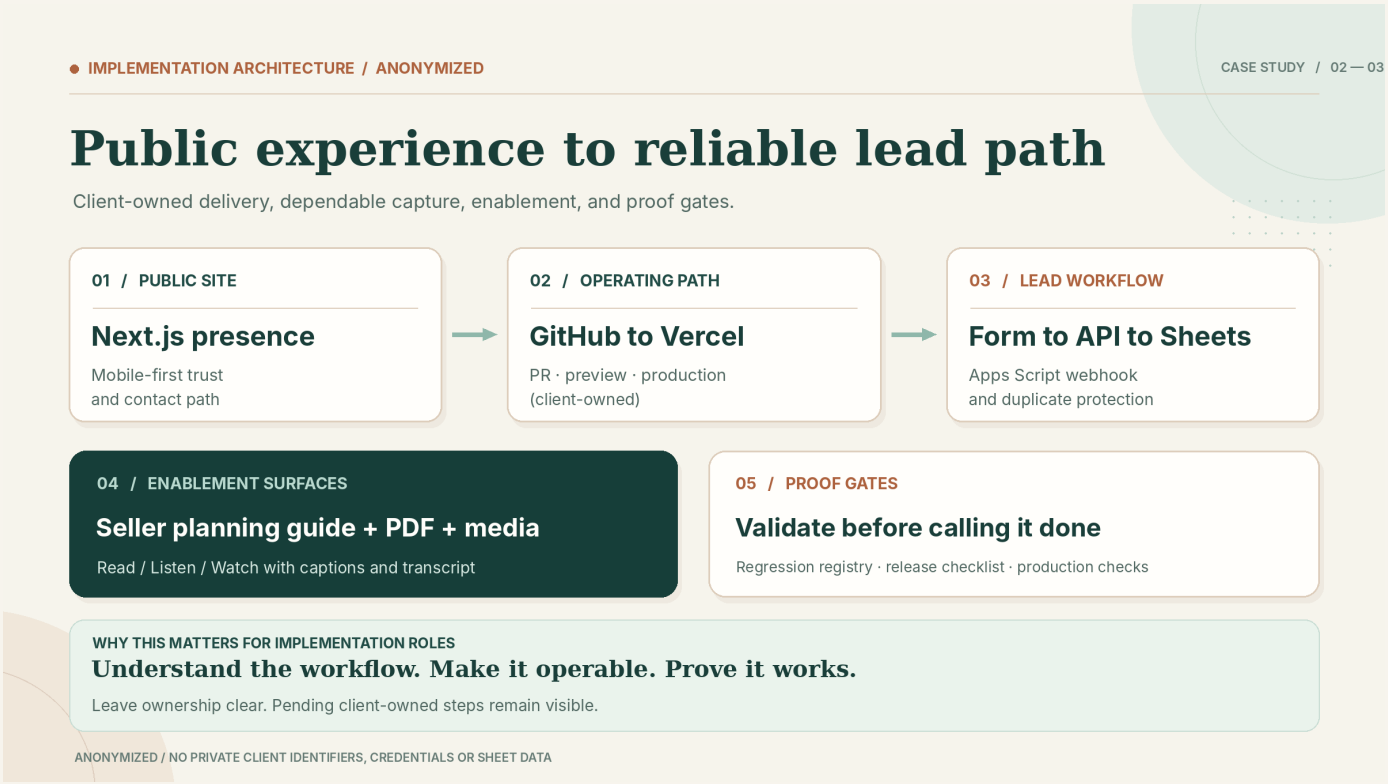
METHOD

Discover → Requirements → Integrate → Validate → Enable → Handoff → Improve

03 / THE SYSTEM

A public experience connected to a reliable lead path.

The architecture ties together the client-owned release path, consultation intake, lead destination, enablement surfaces, and validation gates.



DELIVERED / 01

Next.js + Vercel

Mobile-first site and reviewable preview-to-production path with client-owned GitHub.

DELIVERED / 02

Form + API + Sheets

Consultation lead capture via server API and Apps Script webhook, with duplicate protection.

DELIVERED / 03

Seller enablement

Planning guide route, downloadable PDF, and Read / Listen / Watch media with captions and transcript.

DELIVERED / 04

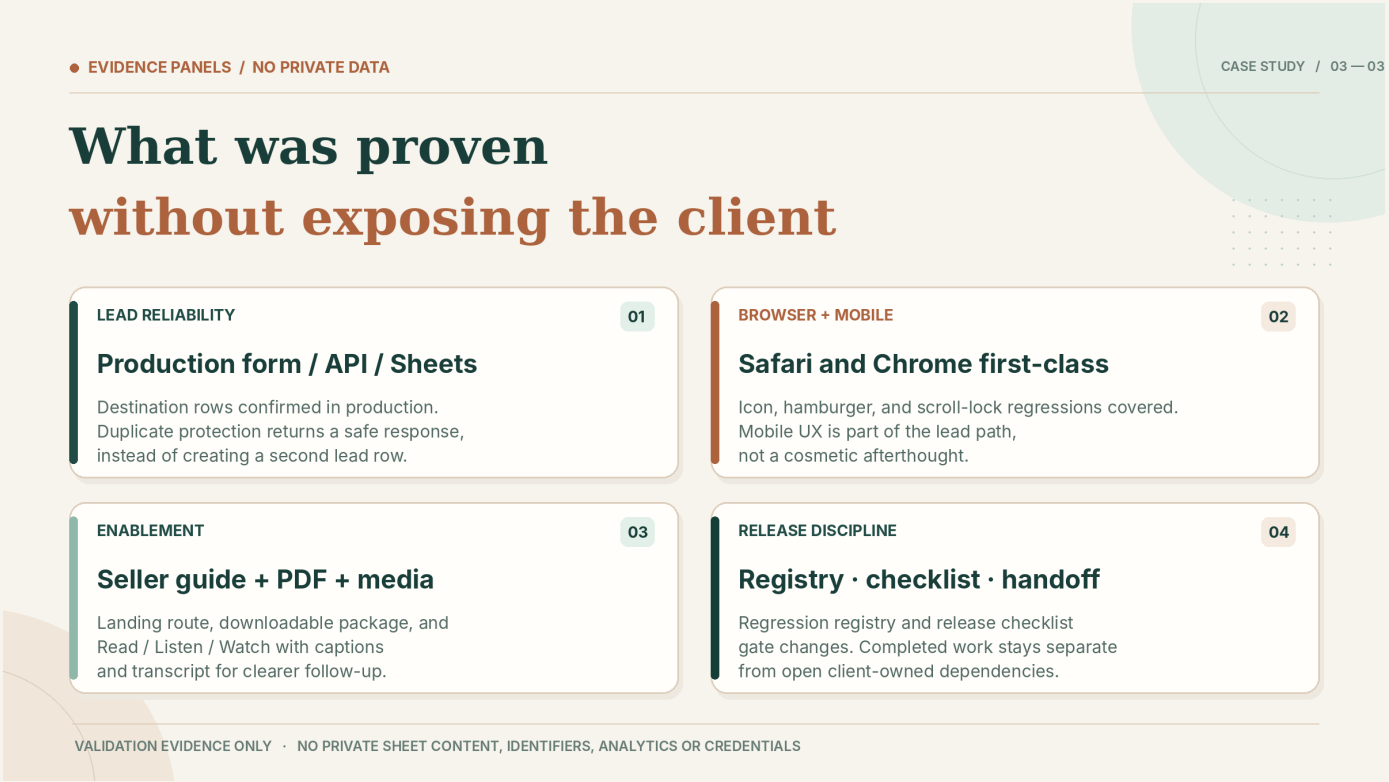
Release discipline

Regression registry, checklist, browser checks, documented status, and handoffs.

04 / VERIFIED BEHAVIOR

The test was whether the system actually worked.

Expected-versus-actual validation matters when a missed lead or broken mobile menu means a real operational failure.



Lead path	Production consultation submissions confirmed at the Google Sheets destination.
Duplicate protection	Replay gives a safe duplicate response rather than a second row.
Browser / mobile	Safari, Chrome, icon, navigation, and scroll-lock regressions covered.
Seller enablement	Planning-guide route, PDF download, and media surfaces validated.
Release gates	Regression registry and release checklist used before completion.

05 / ENABLEMENT

Delivery was not finished until the client could operate it.

A useful solution leaves behind clear instructions, accountable owners, inspectable status, and a way to safely improve the system after the initial release.

CLIENT EXPERIENCE

Walk through the operating system

Explain the consultation flow in plain language; how the site is updated; where leads arrive; and what someone must do next.

OWNERSHIP

Keep the client in control

Clarify GitHub and Vercel ownership, distinguish finished steps from open dependencies, and leave practical documentation.

WHY THIS MATTERS TO IMPLEMENTATION ROLES

01 / RELEVANCE

Discover and scope

Turn the real operating gap into users, goals, boundaries, and requirements.

02 / RELEVANCE

Configure and integrate

Connect site, deployment, API, destination, and content into a usable workflow.

03 / RELEVANCE

Validate and diagnose

Check live behavior, regression evidence, and repeatability before release.

04 / RELEVANCE

Enable and hand off

Explain what works, what remains, who owns it, and what comes next.

Transferable result: a real customer need became a validated, maintained, client-operable production workflow.

06 / CREDIBILITY & SCOPE

Specific about what shipped. Equally specific about limits.

SUPPORTED / YES

Delivered and validated

Live website and lead intake; duplicate safety checks; browser and mobile testing; seller guide; client-owned release path; walkthrough and handoff.

NOT CLAIMED

Limits stay visible

Not formal enterprise SaaS tenure; not a quantified revenue or conversion lift; not completion of client-owned verifications; not permission to share private records.

AI TOOL ATTRIBUTION

AI tools accelerated research, drafting, troubleshooting, implementation support, validation, and documentation. Chien retained responsibility for requirements, scope, privacy, review, client communication, validation, and acceptance.

WHY THIS CASE STUDY EXISTS

It shows how I approach implementation work: understand how people actually operate, make requirements explicit, connect useful technology, test what really happened, and document a handoff another person can use.

CANONICAL PUBLIC SOURCE

github.com/heyitschien/heyitschien / Paid Client Implementation

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THE TAKEAWAY / Useful technology needs an owner, not just a launch.