

# Project Scope - Obsidian Peaks

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## Welcome to Garfish Digital!

To begin forging your unique online presence, please complete this questionnaire. Your insights will help us understand your vision and lay the groundwork for a powerful digital solution tailored to your needs.

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## 1. Your Core Information

- **Company/Organization Name:** Obsidian Peaks
  - **Primary Contact Person:** [Client's Name]
  - **Title:** [Client's Title, e.g., Owner/Operations Manager]
  - **Email Address:** [Client's Email]
  - **Phone Number:** [Client's Phone]
  - **Current Website (if applicable):** [e.g., <https://www.google.com/search?q=obsidianpeaks.com>]
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## 2. Your Business & Vision

1. **Briefly describe your business/organization and its core mission:** Obsidian Peaks offers premium skiing and snowboarding lessons and guided tours in [specific mountain range/area]. Our mission is to provide unforgettable mountain experiences, focusing on safety, skill development, and connecting clients with the natural beauty of the peaks. We aim to attract new students and tour participants.
2. **Who is your target audience for this website? (e.g., ages, interests, specific groups)** Our target audience includes adventure enthusiasts, from beginners to advanced riders, looking for professional instruction or unique backcountry experiences. They value expert guidance, safety, and immersive outdoor activities.
3. **What are the primary goals for this new or redesigned website? (Check all that apply)**
  - ☒ [X] Generate Leads/Inquiries (for lessons/tours)
  - ☒ [X] Showcase Services/Offerings
  - ☐ [ ] Sell Products (e.g., gear)
  - ☒ [X] Provide Information/Education (lesson details, safety tips, tour itineraries)
  - ☐ [ ] Build Community/Engagement
  - ☐ [ ] Other: Enhance our professional image and simplify booking inquiries.

4. **Are there any websites (competitors, inspirations, or designs you dislike) that we should review? Please provide URLs and brief comments.**
    - URL 1: [e.g., "https://www.google.com/search?q=competitor-ski-school.com"]
      - Comments: They have good lesson breakdowns, but their design feels generic.
    - URL 2: [e.g., "adventure-travel-inspiration.co"]
      - Comments: Love the high-quality photography and immersive feeling.
    - URL 3: [e.g., "outdated-tour-site.org"]
      - Comments: Very hard to navigate, looks unprofessional.
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### 3. Content & Assets

1. **Do you have existing brand assets (logo, specific colors, preferred fonts, brand guidelines)?**
    - ☒ Yes: We have a logo inspired by mountain peaks, a palette of deep blues, greys, and icy whites, and strong, clear sans-serif fonts. We can provide these.
  2. **Who will be responsible for providing the written content (text for pages)?**
    - ☒ Client will provide all (lesson descriptions, tour itineraries, About Us text).
  3. **Who will provide images and videos for the site?**
    - ☒ Client will provide all (professional photos/videos of lessons, tours, and mountain scenery). We may need guidance on image optimization for web.
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### 4. Project Scope & Expectations

1. **What is your estimated budget range for this project? (This helps us propose the most suitable solutions)**
    - ☐ Below \$10,000
    - ☒ \$10,000 - \$25,000
    - ☐ \$25,000 - \$40,000
    - ☐ \$40,000+
    - ☐ Undecided / Need Guidance
  2. **What is your desired timeframe for project completion? Are there any critical launch dates or events?** We'd ideally like to launch before the upcoming winter season, by **early November 2024**, to capture early bookings.
  3. **Please list any other important details or specific features you envision for your project that weren't covered above.** We need clear calls to action for booking lessons/tours, and perhaps a simple blog for seasonal updates or mountain safety tips. A section for instructor profiles would also be beneficial.
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## **What Happens Next?**

Once we receive your completed Project Scope Questionnaire, we'll review your responses thoroughly. Gary will then reach out to schedule a brief follow-up call to discuss your vision in more detail, answer any questions, and clarify next steps.