

OVERVIEW: WHO, WHAT, WHERE, WHY

The **Santa Barbara Chef Collective (SBCC)** represents a new model for delivering extraordinary private culinary experiences. We connect discerning clients with handpicked local chefs, backed by a robust tech-powered platform that scales personalization, hospitality, and operational flow. Whether clients are planning milestone events or seeking weekly nourishment, we tailor every touchpoint—from inquiry to curated menu to chef assignment—to elevate the experience.

What Sets SBCC Apart:

- A **client-first journey**: Guests are guided into the right flow—event planning, weekly meals, or chef discovery—right from the start.
- **Smart form logic** connects users to just 3–4 ideal menus, not an overwhelming archive.
- **Elegant design** meets flexible, Airtable-powered content management.
- **Chef bios and menus** are deeply integrated and dynamic.
- **Automated Dubsado logging** (simulated for now) prepares for CRM integration and invoicing.

This system is not only powerful—it's replicable. Once tested and refined in Santa Barbara, it can scale to serve other high-net-worth communities (e.g., Napa, Aspen, Hamptons, Maui) using the same architecture, brand framework, and local chef partnerships.

The following document outlines the full experience, design, and technical requirements in a fully comprehensive format, including all field names, user flow logic, and integration structure. Ready for CURSOR implementation.

Intake Form – Field Mapping & Logic (SBCC Mega-Complex Dev Spec)

Form Delivery Platform

- **Frontend**: Cursor or custom embedded form
- **Backend storage**: Airtable table **Inquiries**

- **Submission flow:** Cursor → API → Airtable
- **Live sync not required**, but fields must map exactly.

Form Fields to Show to Client


Field Name (Airtable)	Label on Form	Type	Required?	Notes / Behavior
Event Name	Event Name	Text	✓	Title of the event or dinner
Event Date	Event Date	Date + Time	✓	Enable time selection
Estimated Guest Count	Number of Guests	Number	✓	Allow ranges or fixed input
Budget per Person	Budget per Person	Single select	✓	Ranges: Under \$75 → \$300+
Event Type	Type of Event	Single select	✓	e.g., Dinner Party, Brunch, Holiday
Cuisine Preference	Cuisine Preference	Multi-select	✓	Uses cleaned, menu-true list
Dietary Needs	Dietary Needs	Multi-select	Optional	Includes "None" + "Other" field
Dietary Notes	Notes or Other Dietary Needs	Long text	Optional	For allergies, ingredient needs
Event Vibe	Event Vibe	Multi-select	Optional	Elegant, Romantic, Fun, etc.
Vibe Description	Describe the Vibe	Long text	Optional	For explaining tone/setting
Selected Menu(s)	Select a Menu	Linked record	Optional	Links to Menus table (filter: House menus only)
Custom Requests / Notes	Anything Else We Should Know	Long text	Optional	Catch-all description field
Client Name	Your Name	Text	✓	
Client Email	Email	Email	✓	
Client Phone	Phone Number	Phone	Optional	

Internal-Only Fields (Not Exposed to Client)

- **Status** – See workflow stages below
 - **Assigned Chef**
 - **Dubsado Project Link**
 - **Follow-Up Date**
 - **Record ID**
 - **Created Time**
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Status Workflow (for Internal Tracking Only)

Status Name	Purpose
New Inquiry	Default upon submission
Initial Review	Coco or SBCC team reviewing
Awaiting Chef Assignment	Client confirmed interest, pending chef
Chef Confirmed	Chef locked in
Menu Sent to Client	Menu proposal delivered
Client Confirmed	Verbal or email yes
Invoiced	Invoice sent (via Dubsado)
Scheduled / In Progress	Confirmed and scheduled
Completed	Event fulfilled
Archived / No Response	Did not proceed or cold lead

 **To Do:** Align these with Dubsado stages—pending Coco's review of live workflow setup.

Cuisine Preference Options (Cleaned for Client Intake)

- California / Farm-to-Table
- Mediterranean
- Mexican
- Paella
- Pasta & Salads
- Sushi
- Seafood
- Greek
- Asian-Inspired
- Pizza
- BBQ
- Brunch
- Holiday (Thanksgiving or Christmas)
- Cocktail Party
- Vegetarian / Plant-Based
- No Preference

Helper text: *"Have something specific in mind? Tell us about favorite dishes, regional styles (like Baja, Thai, or Tuscan), or anything you'd love to include or avoid."*

Dietary Needs (Multi-select Options)

- Vegetarian
- Vegan
- Gluten-Free
- Dairy-Free
- Nut-Free

- Shellfish-Free
- No Special Needs

Helper text: *"Please tell us about any allergies, ingredient restrictions, or preferences not listed above (e.g. Kosher-style, no garlic/onion, individual guest needs)."*

✨ Event Vibe (Multi-select Options)

- Elegant
- Casual
- Romantic
- Family-Friendly
- Cozy & Intimate
- Luxurious
- Seasonal / Farm-Fresh
- Coastal / Beachy
- Creative & Bold
- Wellness-Focused
- Rustic
- Festive & Fun
- Sophisticated
- Minimalist
- No Preference

Helper text: *"Tell us more about the atmosphere or feeling you want to create—whether it's candlelit and romantic or barefoot on the beach with friends."*

USER JOURNEY 1 – EVENT PLANNING (FULL SPEC)

This journey supports users planning one-time culinary experiences (e.g. dinner parties, weddings, retreats, bachelorettes).

STEP 1: Event Inquiry Form

Form Fields (Airtable: Inquiries Table)

Field Label	Field Name (Airtable)	Type	Required	Notes
First Name	First Name	Single line	✓	Text input
Last Name	Last Name	Single line	✓	Text input
Email	Email	Email	✓	Validation required
Phone Number	Phone	Phone	✓	US format
Event Type	Event Type	Single select	✓	Options stored in Airtable: Dinner Party, Boutique Wedding, Retreat, etc.
Event Date	Event Date	Date	✓	Calendar picker
Event Start Time	Event Time	Time	✓	e.g. 5:30 PM
Number of Guests	Guest Count	Number	✓	Integer
Event Address	Event Address	Long text	✓	Includes city, zip
Budget Range	Budget	Single select	Optional	Predefined ranges (e.g. \$100–150/pp)
Dietary Needs	Dietary Needs	Long text	Optional	Allergies or restrictions
Preferred Cuisines	Cuisine Preference	Multiple select	Optional	Linked to tags
Mood or Vibe Words	Vibe Words	Multiple select	Optional	e.g., Coastal, Romantic
Must-Have Ingredients	Must Haves	Long text	Optional	e.g., lobster, chocolate
Optional Add-Ons	Optional Services	Multiple select	Optional	Pulled from Services tab (Enhancement type)

Notes or
Requests

Notes

Long text

Optional

Catch-all

Form Behavior:

- Form data is written to Airtable **Inquiries** table
- Type = **Event**
- Triggers a simulated entry in **Dubsado Sync Log**
- On submit, user is routed to Menu Suggestions view

STEP 2: Menu Curation Logic

- Show 3–4 menus using match logic:
 - Event Type match (required)
 - Cuisine Tags match (at least 1)
 - Must-Have match (exact text, if found)
 - Mood/Vibe match (soft match, not required)
- Each menu displays:
 - Menu Name, Description
 - Hero Image (linked via menu)
 - CTA Button: "Build This Menu"

STEP 3: Dish Selection Page

- Load categories: Appetizers, Mains, Sides, Desserts
- All dishes are pulled from Airtable **Dishes** where Menu ID matches selected Menu

Logic:

- Minimum required: 1 dish per category (validation at submission)
- Premium items flagged via field **Is Premium?** (Boolean)

- Dishes grouped by category with checkboxes
- Checkbox color = left border color from menu color tag

STEP 4: Pricing Recap Page

- Pull Menu Tier from selected Menu (e.g., Casual, Gourmet, Chef's Table)
- Use **Guest Count** from form submission
- Base pricing range shown based on:
 - Menu Tier
 - Guest Count Tier (e.g., 4-7, 8-12, 12+)
- Premium Items: Callout shown but pricing not calculated yet (future update)

STEP 5: Management Review

- In Airtable:
 - Record status set to **Awaiting Chef**
 - Chef is selected manually by staff using availability calendar
 - **Assigned Chef** field is updated

STEP 6: Client Confirmation

- PDF Menu is auto-generated using:
 - Selected menu name
 - Chosen dishes by category
 - Assigned Chef's Name, Bio, and Image
- Simulated Dubsado entry:
 - Operation: **Send Invoice**
 - Payload includes PDF link and menu summary
- Client receives:

- Confirmation email
- Styled PDF of menu + image of assigned chef

USER JOURNEY 2 – WEEKLY MEAL SERVICE (FULL SPEC)

This journey supports clients looking for recurring, chef-prepared meals delivered to their home or cooked on-site. It's ideal for busy professionals, families, and seasonal residents.

Inquiry Form Fields (Airtable: Inquiries Table — Type = Weekly)

Field Label	Field Name (Airtable)	Type	Required	Notes
First Name	First Name	Single line text	✓	Same as UJ1
Last Name	Last Name	Single line text	✓	
Email	Email	Email	✓	
Phone Number	Phone	Phone Number	✓	
Service Address	Address	Long text	✓	
Adults & Children	Household Count	Number	✓	e.g., 2 adults, 2 kids
Meals per Week	Meals per Week	Single select	✓	e.g., 3, 5, 7
Days of the Week	Days of Week	Multiple select	✓	Mon–Sun
Meal Types	Meal Types	Multiple select	✓	Breakfast, Lunch, Dinner, Snacks
Service Type	Service Type	Single select	✓	Options: In-Home Cooking, Delivery – Glass, Delivery – Disposable
Serving Style	Serving Style	Single select	✓	Options: Individual, Family Style

Dietary Preferences	Dietary Needs	Long text	Optional
Notes or Requests	Notes	Long text	Optional

Behavior & Sync

- On form submit:
 - Data sent to **Inquiries (Full)** with Inquiry Type = **Weekly**
 - Status = **New**
- **Status** field options (chronological workflow):
 - New Inquiry – (Just submitted, needs review)
 - Initial Review – (Being looked at by Coco or SBCC team)
 - Awaiting Chef Assignment – (Confirmed interest, but no chef yet)
 - Chef Confirmed – (Chef is assigned and available)
 - Menu Sent to Client – (Client has received the proposed menu)
 - Client Confirmed – (Client says yes—ready to invoice)
 - Invoiced – (Invoice sent or paid via Dubsado)
 - Scheduled / In Progress – (Event is booked and scheduled)
 - Completed – (Event happened—can archive or move to follow-up)
 - Archived / No Response – (Did not move forward or went cold)
 - Triggers a simulated Dubsado log entry
- Optional follow-up can include chef profile suggestions

Weekly Pricing (for reference only)

- Hourly rate: \$65–120/hour
- Groceries billed separately

- Tiered scheduling and commitment-based discounting may be added later

USER JOURNEY 3 – JUST EXPLORING (FULL SPEC)

This journey is designed for first-time visitors or curious users who do not yet have a defined need (event or weekly service). It provides a gentle, visually engaging way to discover SBCC's offerings without friction.

Behavior & Flow

- On homepage load, user is presented with three clear options:
 1. **I'm Planning an Event**
 2. **I Need Weekly Meals**
 3. **Just Browsing** ← this initiates UJ3

Step 1: Discovery Landing Page

- Hero image (e.g., S021 from Images DB)
- Short inspirational copy: *"Discover the chefs, menus, and artistry of SBCC. Whether you're planning ahead or just gathering ideas, there's plenty to explore."*
- Action tiles:
 - View Chefs → Scrollable chef profiles
 - View Menus → Accordion-style menu previews (3–5 House Menus only)
 - Learn How It Works → Routes to Services page

Step 2: Persistent Contact Prompt

- A floating or persistent CTA element:
 - Text: *"Ready to talk food? Send us a quick note."*
 - Opens **Quick Inquiry Modal** with fields:
 - Name (Text)
 - Email (Email)
 - Interest Type (Dropdown: Event, Weekly, Other)

- Message (Long Text)
- On submit:
 - Stores entry in **Inquiries (Full)** with Type = **Exploring**
 - Status = **New**
 - Triggers Dubsado Sync (Simulated)

Optional Add-On for Dev:

- Track viewed chefs and menus using local session storage for personalization on return visit.

INQUIRIES (OPS SUMMARY) – TABLE SPEC

This table is designed to hold **essential, lightweight data** from each client inquiry, for use by the SBCC operations team after syncing to Dubsado. It excludes sensitive data and includes only fields needed for:

- Chef assignment
- Menu tracking
- Internal workflow

Recommended Fields:

Field Name	Type	Notes
Record ID	Auto Number	Internal unique reference
Client Name	Single line text	From original form
Event Type	Single select	Dinner Party, Retreat, etc.
Inquiry Type	Single select	Event, Weekly, Exploring
Event Date	Date	Optional for Weekly
Guest Count	Number	Integer
Selected Menu	Linked record	Linked to Menus table
Status	Single select	Follows status workflow

Assigned Chef	Linked record	From Chefs table
Dubsado Link	URL	Project link for invoice + comms
Follow-Up Date	Date	Optional — for reminders
Notes	Long text	For internal notes and context
Created Time	Created time	Auto-generated
Last Modified	Last modified time	Auto-generated

This table will persist even after full Dubsado sync is live, for internal use and lightweight dashboards.

PRICING LOGIC – STRUCTURE & RULES

Used during the dev and staging phase to simulate Dubsado API interaction without affecting the live system. Allows safe logging of all form submissions, project sync attempts, and invoice triggers.

Pricing at SBCC is designed to be flexible, menu-driven, and scalable. The pricing logic must account for base tiers, guest count, premium upgrades, and optional enhancements.

1. Menu Tiers (Defined in **Menus** Table)

- **Intimate Gathering (4–7 guests)**
 - Casual: \$130–\$165 per person
 - Gourmet: \$170–\$200 per person
 - Chef's Table: \$210+ per person
- **Group (8+ guests)**
 - Casual: \$130–\$165 per person
 - Gourmet: \$170–\$200 per person
 - Chef's Table: \$210+ per person

Each **Menu** record contains a **Tier** field which determines this range.

2. Guest Count-Based Logic

- **Guest Count** from form determines which pricing band to apply.
- Special pricing note: Groups over 12 may require a custom quote.

3. Premium Item Logic (Future Phase)

- Each **Dish** has a **Is Premium?** checkbox field.
- Premium items may:
 - Add \$X per person
 - Or trigger an upcharge alert (e.g., lobster, caviar, extra desserts)
- For now, show alert/flag without calculation. Future version may apply pricing formula.

4. Optional Enhancements (From **Services Table**)

- Each service marked **Enhancement = Yes** may include a **Base Cost**, **Per Guest Cost**, or **Custom Quote** flag.
- Enhancements are optional and may be added to pricing recap in UJ1 flow.

5. Weekly Meal Pricing (Simplified)

- Hourly rate: \$65–\$120 per hour
- Groceries charged separately
- No per-dish pricing logic needed for UJ2

6. Display Recap Format

- Show base range (e.g., "\$130–165 per guest")
- Alert for premium items: "This menu includes premium ingredients. Final quote will reflect this."
- Optional Enhancements: listed separately, not priced inline

Typography

- **Primary Font:** **Playfair Display**
 - Used for: Headings, Chef Names, Menu Names, Vibe Words
- **Secondary Font:** System sans-serif (e.g. Inter, Helvetica, Arial)
 - Used for: Body text, form inputs, buttons

Colors

- Defined in Airtable → **Colors** table
- Fields: Name, Hex Code, Hue Tag, Usage (Hero, Accent, Border, Background)
- Accordions and menu checkboxes use **Accent Border Colors** from this palette

UI Components

- **Accordion:** One open at a time, larger left border, drop shadow when expanded
 - **Buttons:** Interactive hover/focus states, styled per color palette
 - **Menu Selection UI:** Checkbox left of dish name, color-matched to menu border
 - **Modal Forms:** Used in UJ3 for "Just Browsing" quick contact
 - **PDF Confirmation:** Styled with Playfair Display and chef image
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AIRTABLE SCHEMA OVERVIEW

Below is the full structure of key Airtable tables used in the SBCC Chef Platform. Each table supports one core module of the system.

Chefs

- Stores all chef profiles
- Key fields: Name, Bio, Vibe, Image URL, Assigned Menus, Availability, Location, Active (Yes/No)

Menus

- One record per curated menu
- Key fields: Menu Name, Description, Menu Tier, Associated Dishes, Chef(s), Hero Image, Tags, Active

Dishes

- One record per dish, linked to a menu
- Key fields: Dish Name, Category, Description, Is Premium?, Menu ID, Sort Order

Services

- Contains all SBCC offerings (core + enhancements)
- Key fields: Service Name, Type (Core/Enhancement), Description, Requires Vendor, Usage (Event/Weekly), Cost Logic, Notes

Inquiries (Full)

- Main form submission table
- Key fields: All client fields for UJ1/UJ2/UJ3, Status, Assigned Chef, Menu ID, Selected Dishes, Dubsado Synced?

Inquiries (Ops Summary)

- Lightweight ops tracking table
- Key fields: Inquiry Type, Status, Menu, Chef, Follow-Up, Notes

Dubsado Sync Log

- Internal-only log of simulated API calls
- Key fields: Inquiry ID, Timestamp, Operation, Payload Summary, Response, Sync Status

Images

- All aesthetic photos used site-wide
- Key fields: URL, Filename, Mood Tags, Use Case, Palette Tag

Colors

- SBCC brand color palette
- Key fields: Name, Hue, Usage (Hero, Accent, Border, Background)