MVP B SOW: Summary

Phase	Full Scope	Hours (B)
0. Kickoff and Discovery	Align on business goals, KPIs, risks and constraints. Confirm tech stack and vendors: measurement provider (GAF or equivalent), e-sign (DocuSign), payments (Stripe), CRM/JobNimbus touchpoints, analytics stack (GA4, sGTM, CAPI), and hosting/CI tooling. Define the primary homeowner journey (address → measured quote → booking → sign → deposit → portal) and success metrics for launch.	10–14
1. UX and Architecture	UX: Wireframes and clickable prototype for the full experience: quote funnel, confirmation, authenticated portal (status, docs/photos, balances, payments), error states and manual estimate paths. Architecture: System design for the web app, API layer, measurement adapter, async job queue, webhook handlers, and data model (leads, quotes, measurements, jobs, payments, users). Define how JobNimbus/CRM records are created and updated. Design information architecture for portal navigation and basic accessibility/localization patterns.	24–32
2. Foundations and Enablers	Dev foundations: Set up multi-environment CI/CD (staging and production), environment variables and secrets management, baseline security headers, performance budgets and basic monitoring hooks. Analytics foundations: Create GA4 property and containers, configure client-side tracking, stand up server-side GTM (sGTM) endpoint, define data layer spec for key events (quote_started, quote_completed, deposit_paid, portal_login, payment_made). Prepare Conversions API plumbing for Meta and other channels.	20–28
3. Core Funnel and Portal Build	Quote funnel: Build the full homeowner flow – address and basic details, call to measurement provider via adapter, async queue/polling to retrieve roof report, store measurements on the quote, compute and render 3 package tiers or add-ons (good/better/best), simplified but integrated financing presentation, appointment booking, standard DocuSign template integration for agreements, Stripe Checkout for deposits, and confirmation page. Measurement: Production-ready adapter to a single measurement provider with retry/backoff rules, timeout handling and clear error states. Manual fallback path to capture lead and commit to follow-up when automation fails. Portal: Authenticated homeowner portal with login and account creation, job status timeline, document and photo library (pulled from JobNimbus/CompanyCam or equivalent), view of charges vs payments, and ability to make subsequent payments via Stripe from the portal. Integrations: Wire core events into CRM/JobNimbus, keep quote and job records in sync, and ensure IDs are consistent across funnel, portal and backend systems.	78–98
4. Analytics, Reliability and Hardening	Analytics: Implement full event tracking across funnel and portal using sGTM and GA4. Map 3–5 key events into ad platforms via Conversions API (Meta, Google where applicable), with hashed identifiers and consent handling. Build initial Looker Studio (or similar) dashboards for: funnel performance (starts, completions, deposits), revenue through the online flow, and basic channel attribution using UTM parameters. Reliability: Add synthetic checks for main flows (quote happy path, measurement timeout path, portal login and payment), configure alerting on failures, and define simple SLO-style thresholds for quote and deposit success rates. Security and compliance: Harden headers, add rate limiting on critical endpoints, and ensure storage of personally identifiable information, tokens and webhooks follows best practices.	24–32
5. UAT, Training and Content	UAT: Structured testing across key scenarios – happy path, measurement delays/failures, mobile and desktop, portal login, document viewing and payments, plus basic accessibility sanity checks. Content: Finalize copy for disclosures, consent, financing language, error messages and portal help text. Training: Run internal walkthroughs for sales and ops on how to handle leads from the new funnel, interpret portal status, manage manual estimate fallbacks, and use the dashboards. Provide simple runbooks/playbooks for support and marketing.	10–16

6. Launch and Stabilization	Launch: Staged cutover to production with feature flags or phased rollout for sensitive features (for example portal access, specific financing elements). Coordinate DNS/hosting changes if needed. Stabilization: 2–3 week window with structured bug triage focused on funnel completion, portal reliability, analytics signal quality and ad platform event integrity. Tune timeouts, fallbacks and error messaging based on real traffic.	10–14
7.Enhancements and Experiments	Experimentation: Implement flag-driven experimentation hooks in key places (package layout, CTA copy, header sections) and launch 1–2 initial A/B tests without needing code rewrites for each variant. UX polish: Address high-impact UX issues discovered post-launch, improve microcopy and flows where analytics shows drop-off. Accessibility/localization: Apply a first round of improvements based on UAT feedback and prepare for future market or language expansion. Document a backlog for Phase 2 features such as multi-vendor measurement, advanced pricing rules and deeper reporting.	4–6

Total: 180–240 hours

Investment
At blended rate of $135 per hour, estimated range $24,300 to $32,400.