

FOWLABS Website + Intake + Email System

Category: Web forms and client-facing pages

Problem: Community onboarding relied on manual email tracking and scattered intake information.

What I Built: Built a website email capture system, structured intake form, automated welcome email, and Google Sheets backend.

Tools Used: HTML, CSS, JavaScript, Google Apps Script, Google Sheets

Output: Website intake form, automated welcome email, centralized lead database

Project: FOWLABS Website, Intake Form, and Automated Email System

Short Backstory

FOWLABS was building a new community and learning platform around AI skills and accountability pods. Their early setup relied on manual email collection, manual replies, and scattered intake details, which made follow-ups slow and pod matching messy. They needed a clean system that feels professional to users, but doesn't require paying for a full CRM stack.

The Problem

FOWLABS needed a simple but reliable way to:

- Capture emails from the website without manual copying
 - Send an immediate welcome email with next steps
 - Collect detailed intake data for pod matching
 - Keep everything organized in one place
 - Make it easy for the team to respond to inquiries and categorize requests
 - Reduce missed leads and delays as sign-ups grow
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The System I Built

I built the system in a clear flow, so it works like a mini CRM inside Google Workspace.

1) Website Email Capture

On the FOWLABS homepage, users enter their email to "Start Learning."

What happens automatically:

- Validates the email format
- Sends the email to the backend
- Logs the subscriber into a Google Sheet database
- Displays a success message on the page

This removed manual encoding and made sign-ups instant and trackable.

2) Automated Welcome Email

After subscription, FOWLABS sends a branded HTML welcome email.

It includes:

- Warm onboarding message
- Clear “Complete Enrollment” CTA
- A structured expectation of what happens next

This improves first impression, reduces drop-off, and sets the tone of the community.

3) Support Circle Intake Form

I built a full intake form for FOWLABS’ pods, designed for real pod matching not just data collection.

It captures:

- Basic identity and social profile
- Current situation and experience level
- Top reasons for joining (limited to top 2)
- Availability and timezone
- Call vs chat preference
- Goals, interests, and boundaries
- Consent via a Privacy Notice modal aligned with PH Data Privacy Act principles

What happens automatically:

- Validates required fields and limits checkbox choices
- Submits data directly to Google Sheets as a structured row
- Shows a loading spinner
- Shows success or error state
- Prevents duplicate submissions

This made the intake consistent, searchable, and ready for matching logic.

4) Contact System

FOWLABS also needed an easy way for users to contact them without messy inbox threads.

I added a floating “Email Us” modal that lets users choose a reason such as:

- partnership and collaboration
- bug reports
- corrections or tips
- general support

This makes incoming inquiries more organized and easier to triage.

5) Backend Automation

All front-end actions connect to Google Apps Script, which handles:

- logging to Google Sheets
- sending welcome emails
- sending contact form messages to admin inbox
- basic error handling

This keeps operations lean and avoids needing external tools for the core flow.

The Tools Used

- HTML, CSS, JavaScript
 - Google Apps Script
 - Google Sheets as a lightweight database
 - Gmail sending via Google Workspace
 - Vanta.js + Three.js for an interactive landing page background
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The Measurable Result

Before:

- Manual email encoding and tracking
- Manual welcome messages and follow-ups
- Intake details scattered and inconsistent
- Higher risk of missed leads and slow replies

After:

- 0 manual logging for sign-ups and intake submissions
- Instant welcome email after subscription
- Centralized, filterable intake database for pod matching
- Clear contact flow with categorized inquiries

Time saved (based on typical manual admin work):

- Email capture + reply used to take ~5–10 minutes per person
- Intake handling and follow-up used to take ~10–15 minutes per person

With automation, those steps became near-instant, which scales much better as the community grows.

Why This Matters for FOWLABS

This wasn't "just a form." It became the foundation of FOWLABS' onboarding and community operations.

It helped them:

- look professional from day one
 - move faster without adding admin headcount
 - keep the experience smooth for users
 - build a clean dataset that can later feed dashboards, reports, and follow-up campaigns
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Other Work This System Can Easily Expand Into

Using the same setup, FOWLABS can add:

- automated follow-up emails for people who don't complete enrollment
- weekly newsletter automation
- dashboards for sign-up growth and intake trends
- pod matching dashboards by timezone and availability
- cohort reporting for bootcamps
- simple CRM views for partnerships and collaboration leads