Hearts4Horses Deployment Readiness Checklist

(Owner Questionnaire + Technical Prep)

1. Business & Branding Information

- ■ Business name & legal entity (full registered name, DBA if different).
- ■ Logo & brand assets (high-res logo, favicon, social media icons).
- ■ Brand colors (already chosen: #4B352A, #CA7842, #B2CD9C, #F0F2BD). Confirm final palette.
- ■ Fonts (Google Fonts or licensed fonts for site).
- ■ High-quality images/videos (barn, horses, lessons, camps, shows).
- ■ Written content (About, Services, Horses, Camps, Lessons, Staff bios).
- ■ Pricing info (lesson rates, packages, camp fees).
- ■ Testimonials (if available).

2. Domain & Hosting

- ■ Domain registrar login (GoDaddy, Namecheap, etc.).
- ■ Decide whether DNS will be managed at registrar or via AWS Route 53.
- ■ Confirm SSL setup preference (Let's Encrypt via Lightsail or external).
- ■ Confirm email provider (Google Workspace, Zoho, or domain registrar email).

3. E-Commerce / Payments

- ■ Preferred payment processor (Stripe, PayPal, Square, etc.).
- ■ Business bank account info (for payouts).
- ■ Payment policies (refunds, cancellations, deposits).
- ■ Products/services structure (single lessons, packages, camps, merchandise).
- ■ Tax requirements (sales tax percentage, filing obligations).

4. Legal & Compliance

- ■ Terms of Service drafted?
- ■ Privacy Policy drafted?
- ■ Liability waiver (for riders/parents — digital or paper?).
- ■ Refund/cancellation policy for lessons/camps.
- ■ Accessibility compliance (ADA/WCAG readiness).

5. User Management

- ■ Customer accounts or guest checkout only?
- ■ Staff portal access: who should have access and what roles (Admin, Instructor, Volunteer).
- ■ Staff scheduling integration (Google Calendar, iCal, etc.).

6. Marketing & Communication

■ Email newsletter provider (Mailchimp, ConvertKit, etc.).
■ Contact email address for customer inquiries.
■ Blog/news section?
■ Social media integration (Instagram, Facebook feed embeds).
■ SEO preferences (keywords, meta descriptions, alt text).
■ Google Analytics / Search Console setup.

7. Event & Camp Management

■ List of annual events (summer, spring break, holiday camps).
■ Max attendees per event (capacity limits).
■ Age restrictions per program.
■ Online registration & payment for camps?
■ Waitlist functionality required?

8. Technical Configurations

■ GitHub repo connected for deployment pipeline?
■ Environment variables (DB connection string, API keys, email service).
■ Lightsail instance size (1GB/1CPU vs. 2GB/2CPU+).
■ Backup & recovery plan (Lightsail snapshots).
■ Monitoring/logging (CloudWatch, Sentry, LogRocket, etc.).

9. Content & Media Management

■ Owner wants to upload photos/videos herself in future?
■ Gallery organization (horses, lessons, camps, shows).
■ Copyright usage rights confirmed (esp. for social media).

10. Launch & Ongoing Maintenance

■ Confirm site launch date.
■ Marketing plan for launch (social posts, email blast).
■ Who maintains site post-launch (owner, developer, contractor).
■ Support/bug fix agreement.
■ Regular backups scheduled.