

Web Form Spec: Turf Project & Sample Request (Supplier Integration)

Design specifications, questionnaire layout, and automated supplier routing instructions

Overview for Web Developer: This multi-step form captures high-intent client specs, triggers automated sample requests directly to your turf supplier for fulfillment, and logs the lead in your CRM.

Step 1: About Your Space

1. What type of area are you looking to turf? RADIO / IMAGE SELECT

- ☐ Backyard / Garden
- ☐ Front yard
- ☐ Balcony / Rooftop / Terrace
- ☐ Pool surround
- ☐ Commercial / Business space
- ☐ Sports area / Play zone

2. Roughly how large is the area? TEXT INPUT

Placeholder: e.g., 50m², 5x4 meters, or "Not sure"

3. What is the current surface condition? RADIO GROUP

- ☐ Existing natural grass / dirt
- ☐ Concrete / Paving / Tiling
- ☐ Old artificial turf
- ☐ Other / Uneven ground

Step 2: Lifestyle & Usage

4. How do you plan to use the space mostly? CHECKBOX (MULTI-SELECT)

- ☐ General relaxing / Family lounging
- ☐ Children's play area
- ☐ Pets running around
- ☐ Entertaining / Dining
- ☐ Decorative / Low-traffic visual upgrade

5. Will pets be using this turf regularly? RADIO GROUP

- ☐ Yes (Dogs)
- ☐ Yes (Cats / Other pets)
- ☐ No pets

6. How much foot traffic do you expect on the area? RADIO GROUP

- ☐ Low (Quiet zone, occasional use)
- ☐ Medium (Regular family use)
- ☐ High (Active kids, frequent events, heavy pet use)

Step 3: Free Samples & Contact Info

7. Would you like us to send you some free turf samples? TOGGLE / RADIO

- ☐ Yes, send me samples!
- ☐ No thanks, just looking for a quote right now.

8. Your Contact Details REQUIRED FIELDS

- ☐ Full Name (Text)
- ☐ Email Address (Email validation)
- ☐ Phone Number (Tel validation)
- ☐ Postal / Delivery Address (*conditional: show only if "Yes" to samples selected in Q7*)
- ☐ Preferred Contact Method: [Phone | Email | WhatsApp]

Developer Integration & Automation Notes

- **Supplier Automated Routing (Webhook / Email):** If Q7 equals "Yes", the form builder (e.g., WordPress/Typeform/Zapier) must instantly dispatch an automated notification or webhook containing the client's Name and Delivery Address directly to the turf supplier's fulfillment email/system.
- **Dual-Notification Logic:** Send one detailed project summary to your internal CRM/sales team for tracking, and a separate fulfillment-only snippet to the supplier.
- **Conditional Fields:** Hide the postal address field if they decline samples to minimize form abandonment.