



Pearl & Wren

TREATMENT DIRECTORY, BOOKING PLATFORM & MOBILE APP · CASE
STUDY

A complete concept design and build — website, treatment booking with
online payment, a self-check-in tablet and mobile app, plus a self-service
admin panel for daily studio operations.

Concept & Vision

"A dental website that books the treatment, not a vague time slot — every price visible, every dentist chosen, every multi-visit plan costed before it begins."

Pearl & Wren is a fictional boutique dental studio, developed as a full concept to demonstrate what a trustworthy dental booking experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Patients who want to book a specific treatment with a specific dentist and know the cost upfront — not a generic "appointment" with an unknown bill.

BRAND PERSONALITY

Fresh, calm, quietly confident. Mint on a deep teal ground, closer to a boutique wellness studio than a clinical, sterile dental office.

PRIMARY GOAL

Convert a search into a booked, paid visit — using a real treatment directory, transparent pricing, and a booking form that takes under a minute.

OWNERSHIP

Studio staff manage treatments, patient records, and clinic info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#101C1A



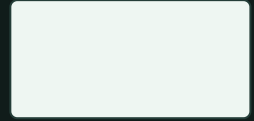
Surface
#172925



Ember
#5FBFA0



Wine
#2A6656



Cream
#EEF6F2

A deep teal replaces pure black throughout — it reads as fresh and considered rather than clinical, and lets the mint accent carry every call to action.

TYPOGRAPHY

Every visit, planned before you sit down.

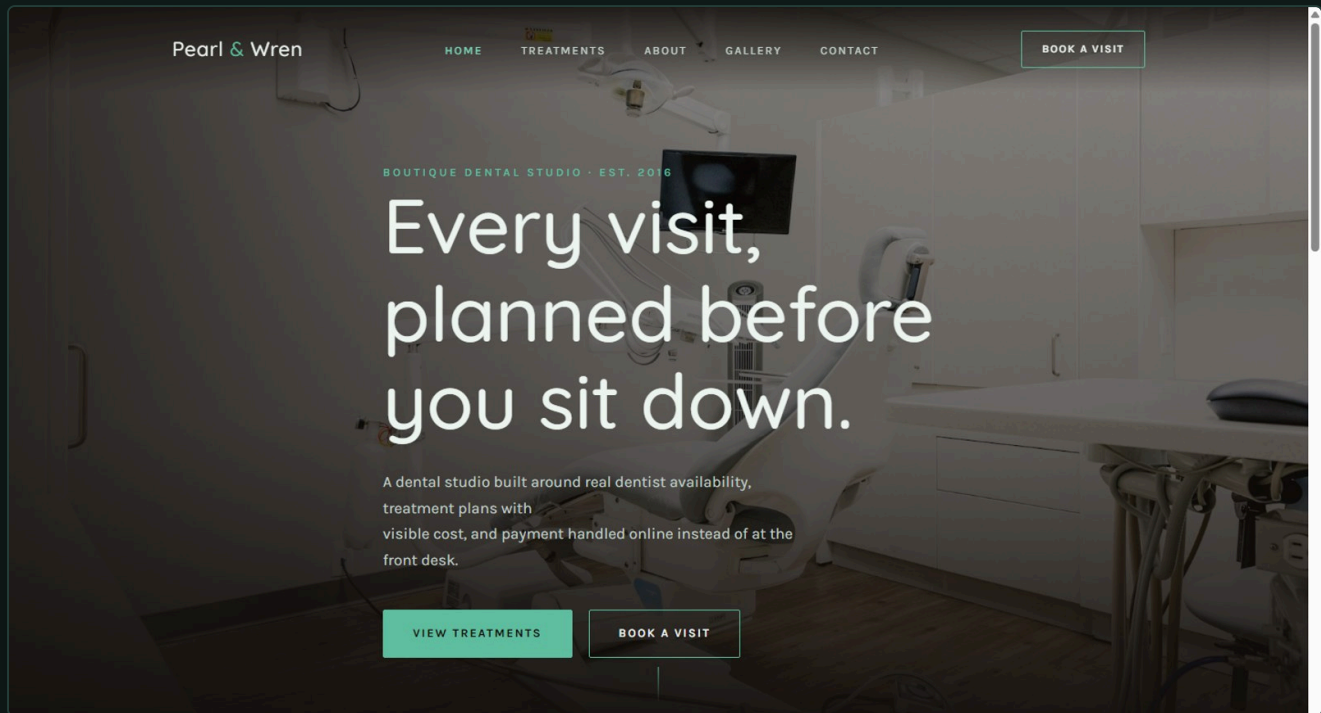
Quicksand pairs a soft, rounded display face with Karla for body copy and interface text — a deliberate pairing for a boutique dental studio, not the default safe choice.

QUICKSAND · DISPLAY | KARLA · BODY & UI

LAYOUT APPROACH

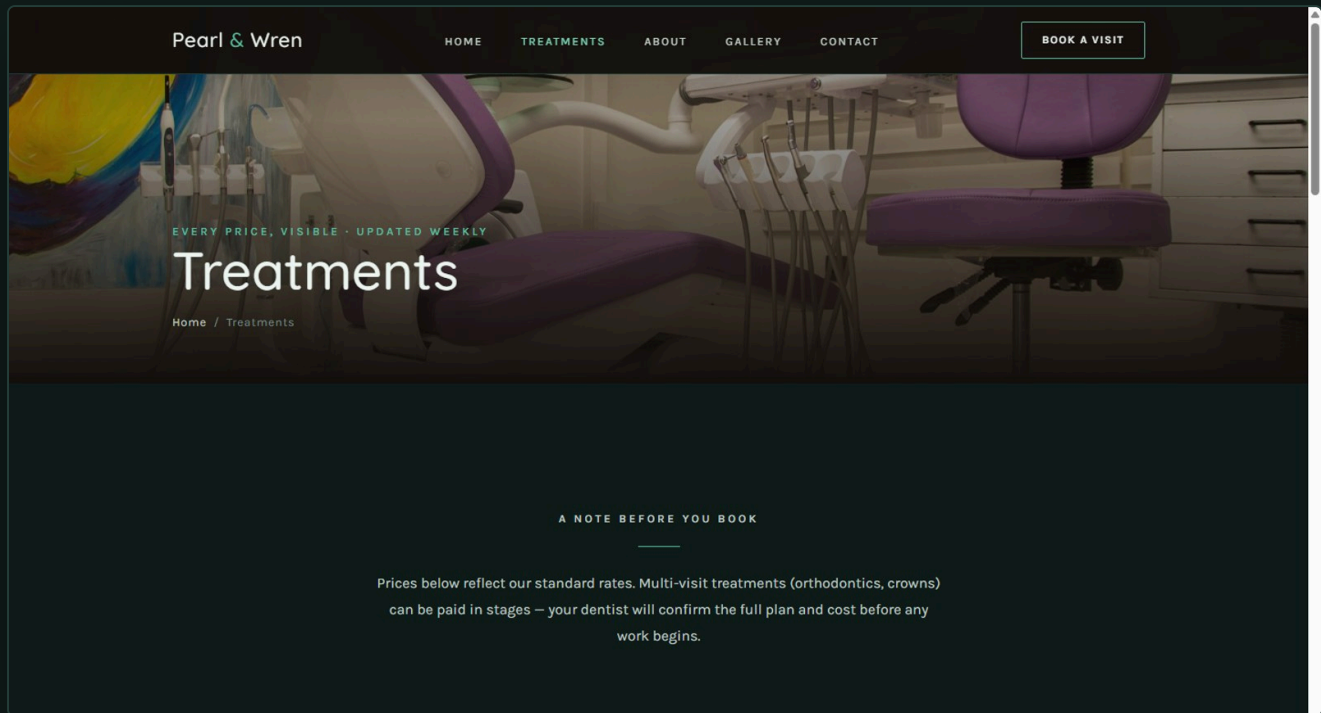
Full-bleed studio photography, generous negative space, and thin mint hairline dividers replace the clinical-icon layouts common in dental templates — real rooms and real equipment carry the page, not stock tooth icons.

Home



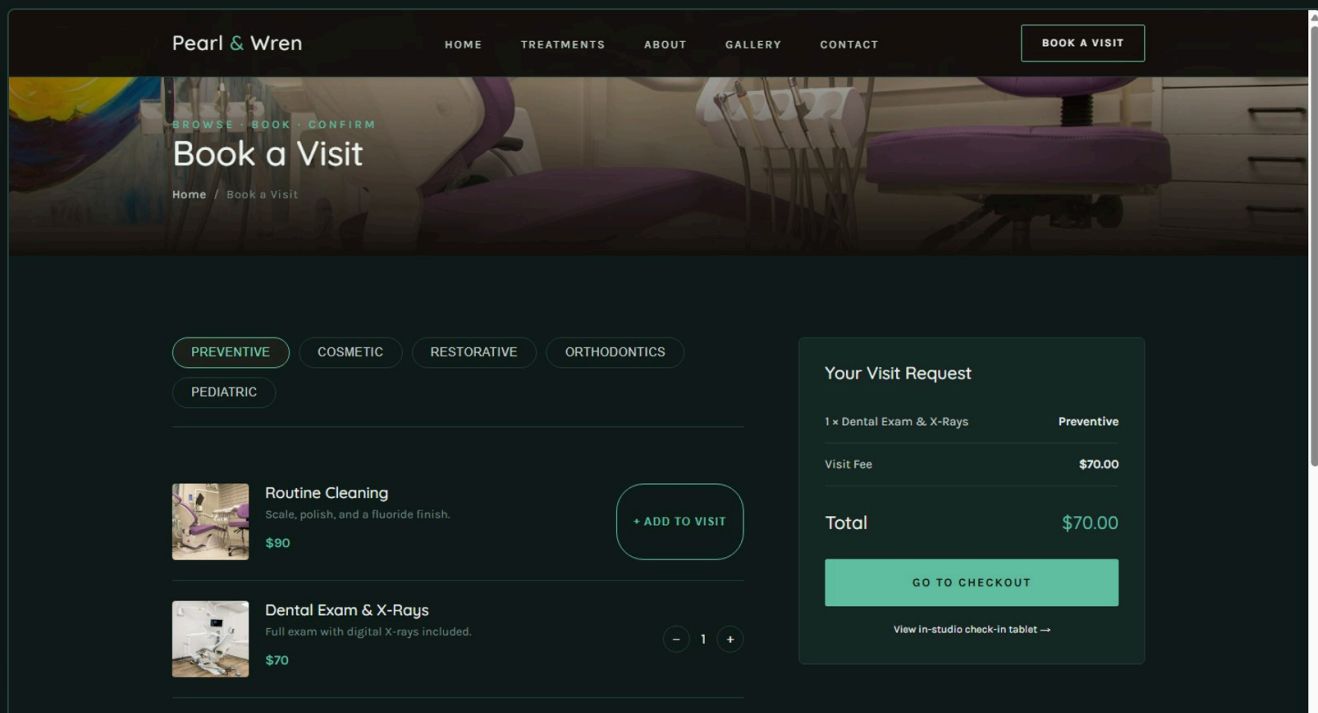
Purpose: establish tone in the first three seconds. A full-height treatment room photograph, a single-sentence thesis statement, and two clear actions — view treatments or book directly — before the visitor scrolls past the fold.

Treatments



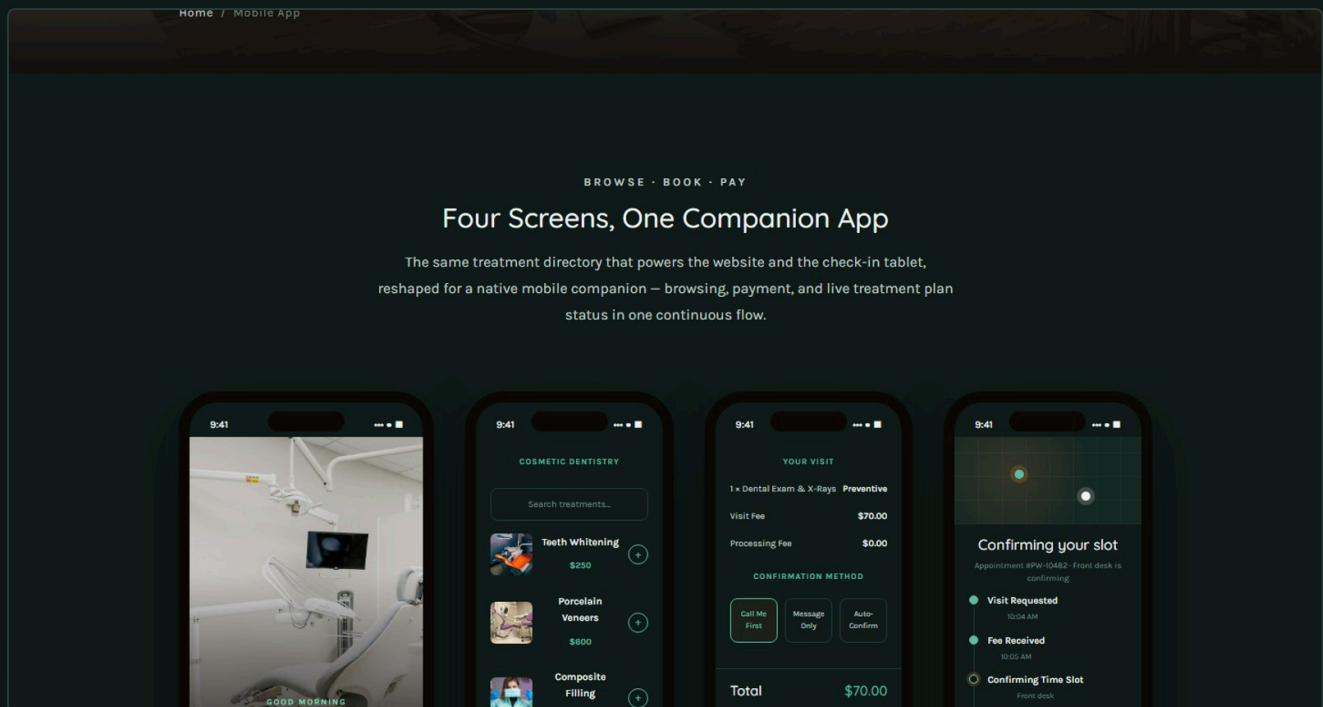
Purpose: read like a real treatment menu, not a wall of stock icons. Treatment name, dotted price leader, and a one-line description — grouped by category, jump-linked at the top for fast navigation across all seven categories.

Book a Visit



Purpose: browse treatments by category, add one to a visit request, and see the price before checkout — the same directory and pricing that live on the Treatments page, reused rather than duplicated.

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, book & pay, and live treatment status — built from the same design system and the same treatment data as the website and the check-in tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live booking data.

Dashboard & Studio Management

Pearl & Wren

Dashboard

Treatments

Patient Records & Appointments

Staff Accounts

Gallery

Clinic Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

13

ACTIVE TREATMENTS

13

VISIBLE ON SITE

7

TREATMENT CATEGORIES

8

GALLERY PHOTOS

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Treatment

Manage Gallery

View Appointments

Edit Clinic Info

Recent activity

ACTION	ITEM	WHEN
Visit booked	Dental Exam & X-Rays — Jordan Ellis	2 hours ago
Photo uploaded	Gallery — "Chairside"	Yesterday
Treatment price updated	Teeth Whitening	3 days ago

Purpose: give studio staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: treatments, records, staff, and clinic info. Treatments are added, priced, and hidden from the same panel; patient records flag new requests automatically; staff accounts get short login codes for the check-in tablet.

Technical Foundation

Built for a specific business reality: an independent dental studio that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

PATIENT-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full booking flow — browse, request, and pay online
- ✓ Self-check-in tablet, same directory as the website
- ✓ Mobile app design mockup — discover, book, and track treatment status
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove treatments in real time
- ✓ Auto-generated staff login codes for the check-in tablet
- ✓ Patient records with automatic new-request flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this studio, not recognizable as a reused dental theme.

02

The studio never has to call a developer for routine changes

New treatment, new price, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for patients and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

**Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.**

Design & Development Portfolio · 2026