



Wellspring Health

DOCTOR DIRECTORY, BOOKING PLATFORM & MOBILE APP · CASE STUDY

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

Concept & Vision

"A hospital website that removes the phone queue entirely — every doctor verified, every time slot real, every consultation fee visible before you book."

Wellspring Health is a fictional patient-first platform for hospitals and clinics, developed as a full concept to demonstrate what a trustworthy healthcare 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 see a doctor's real availability and fee before calling — and clinics that want fewer no-shows and less front-desk billing friction.

BRAND PERSONALITY

Calm, clinical, quietly confident. Cool teal on a dark ground, closer to a well-run diagnostic lab than a sterile corporate hospital brochure.

PRIMARY GOAL

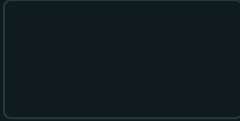
Convert a search into a booked, paid appointment — using a real doctor directory, transparent fees, and a booking form that takes under a minute.

OWNERSHIP

Clinic staff manage doctor profiles, appointment records, and clinic info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#0F1B1E



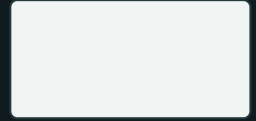
Surface
#16262A



Ember
#2EA7A0



Wine
#1C6B66



Cream
#F0F5F4

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

TYPOGRAPHY

Every visit, organized before you arrive.

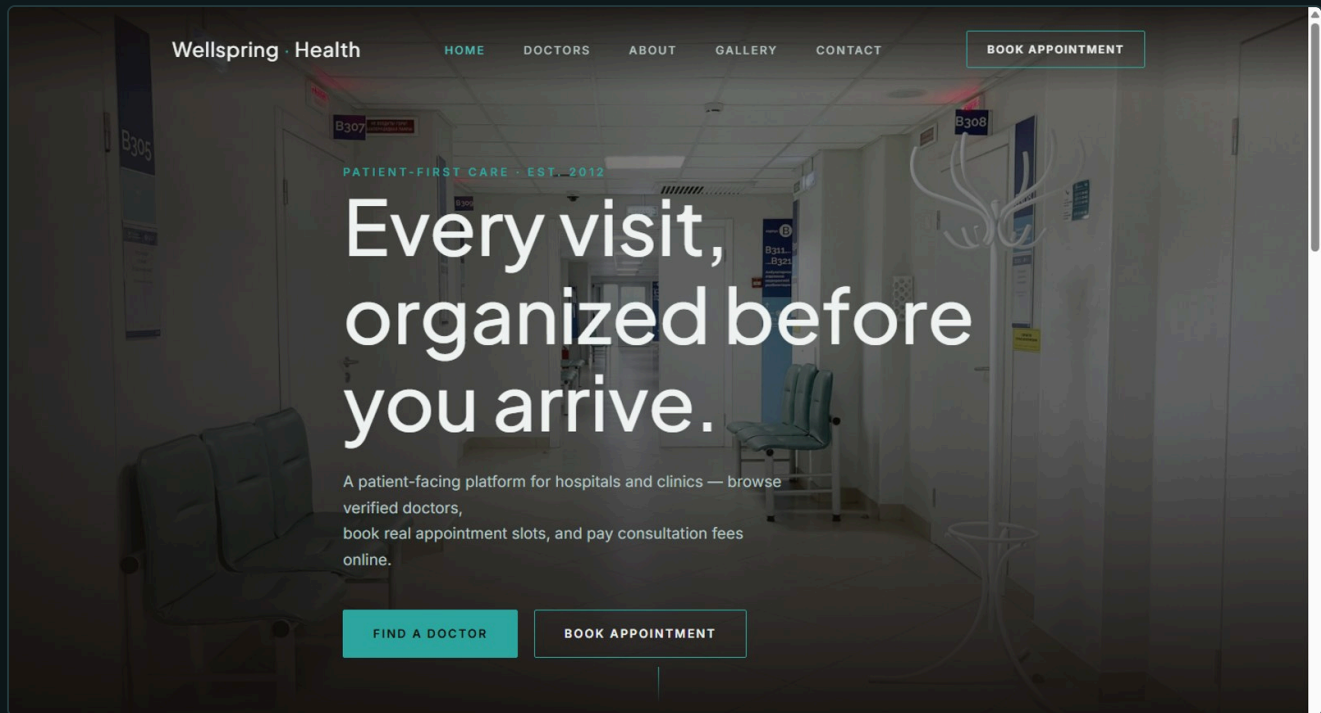
Plus Jakarta Sans pairs a confident, geometric display face with Inter for body copy and interface text — a deliberate pairing for a healthcare product, not the default safe choice.

PLUS JAKARTA SANS · DISPLAY | INTER · BODY & UI

LAYOUT APPROACH

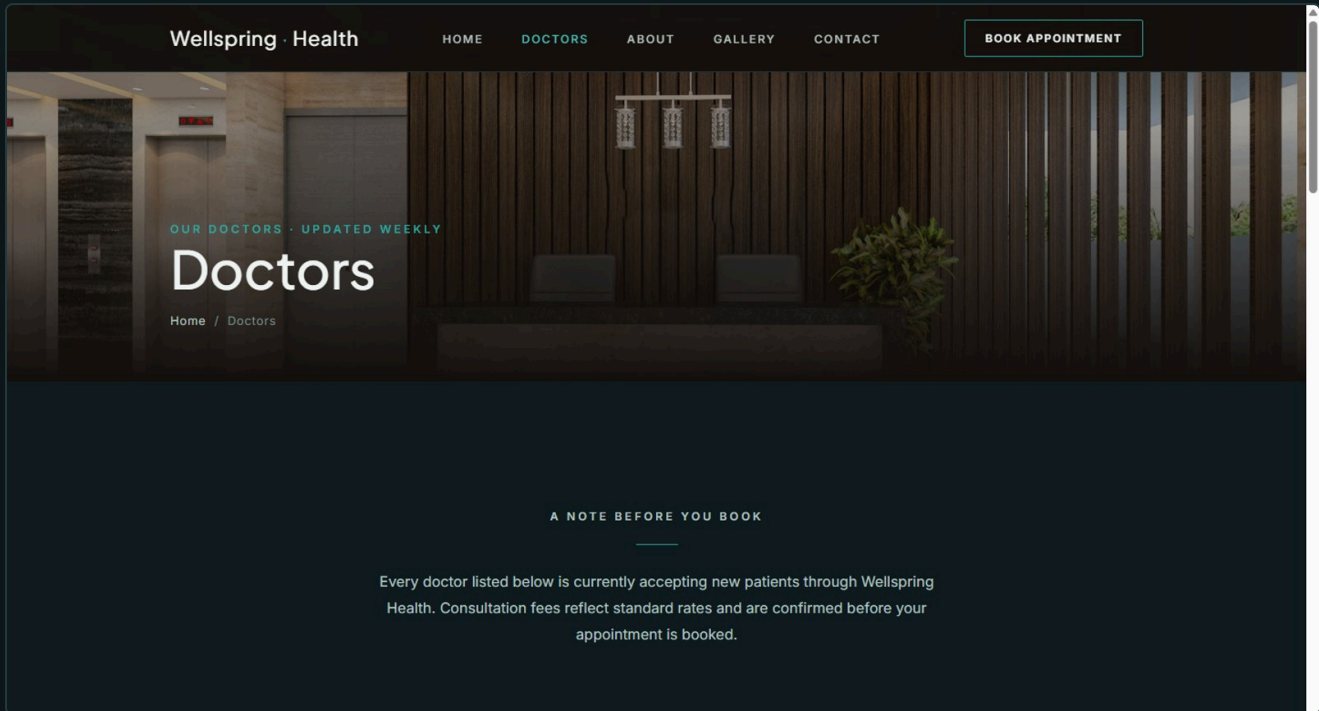
Full-bleed facility photography, generous negative space, and thin teal hairline dividers replace the clip-art-and-icon layouts common in healthcare templates — real doctors and real rooms carry the page, not stock iconography.

Home



Purpose: establish trust in the first three seconds. A full-height facility photograph, a single-sentence thesis statement, and two clear actions — find a doctor or book directly — before the visitor scrolls past the fold.

Doctors



Purpose: read like a real directory, not a stock-photo wall of smiling faces. Doctor name, dotted fee leader, and a one-line specialty — grouped by department, jump-linked at the top for fast navigation across all seven departments.

Book Appointment

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HOME

DOCTORS

ABOUT

GALLERY

CONTACT

BOOK APPOINTMENT

BROWSE · BOOK · CONFIRM

Book an Appointment

Home / Book Appointment

CARDIOLOGY

PEDIATRICS

DERMATOLOGY

ORTHOPEDICS

GENERAL MEDICINE



Dr. Elena Vasquez

Interventional cardiology · coronary care, stents.

\$180

+ ADD TO APPOINTMENTS



Dr. Marcus Chen

General cardiology · routine screening, hypertension.

\$150

-

1

+

Your Appointment Request

1 × Dr. Marcus Chen

Cardiology

Consultation Fee

\$150.00

Total

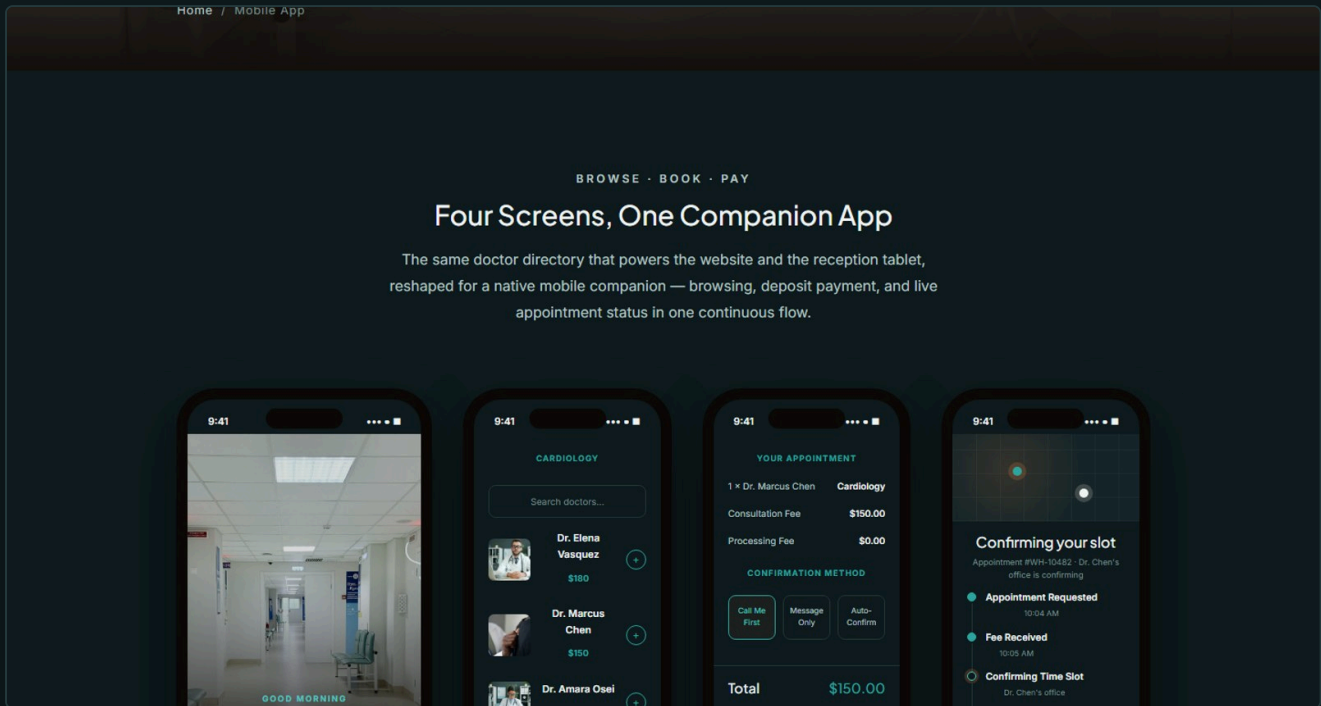
\$150.00

GO TO CHECKOUT

View in-office check-in tablet →

Purpose: browse doctors by department, add one to an appointment request, and see the consultation fee before checkout — the same directory and pricing that live on the Doctors page, reused rather than duplicated.

iOS & Android Companion App



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

Dashboard & Clinic Management

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Dashboard

Doctors

Appointments & Records

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 DOCTORS

13

VISIBLE ON SITE

7

DEPARTMENTS

8

GALLERY PHOTOS

Quick actions

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

+ Add Doctor

Manage Gallery

View Appointments

Edit Clinic Info

Recent activity

ACTION	ITEM	WHEN
Appointment booked	Dr. Marcus Chen — Jordan Ellis	2 hours ago
Photo uploaded	Gallery — "Waiting Area"	Yesterday
Doctor profile updated	Dr. Priya Nair	3 days ago

Purpose: give clinic 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: doctors, appointments, staff, and clinic info. Doctors are added, priced, and hidden from the same panel; appointment records flag new requests automatically; staff accounts get short login codes for the reception tablet.

Technical Foundation

Built for a specific business reality: an independent clinic 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 a consultation fee online
- ✓ Reception check-in tablet, same directory as the website
- ✓ Mobile app design mockup — discover, book, and track appointment 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 doctor profiles in real time
- ✓ Auto-generated staff login codes for the reception tablet
- ✓ Appointment 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 clinic, not recognizable as a reused healthcare theme.

02

The clinic never has to call a developer for routine changes

New doctor, new fee, 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