

CliniqBook

Capstone brief · Talodabi Academy

01 · The client

Business	CliniqBook helps clinics offer online appointment booking
What they want from you	A marketing website that helps clinics adopt booking and gives patients calm, clear service info
Platform	Marketing website · desktop first · 5 pages
Note	Fictional client for practice. Responsive breakpoints are stretch after desktop works.

02 · Who the site is for

Primary buyer: Dr. Eze's practice manager, 30, Port Harcourt. Reception spends hours answering "what time is available?"

Patients think online booking means impersonal care. The site must feel calm and trustworthy, not like a discount app.

Also visits the site: patients who want to understand how booking and privacy work. Keep clinic vs patient labels clear in the nav.

03 · What success looks like

The website wins when a visitor understands the offer and takes one action. Not company revenue targets.

GOAL	DONE WHEN
Split audiences	For patients vs For providers are clear
Book a demo	Practice manager submits the form

04 · Pages to design

PAGE	JOB
Home	Calm hero, clinic outcomes, patient reassurance

Services	Appointment types, hours, cash / insurance note
For patients	How booking works, privacy, reminders
For providers	Fewer no-shows, simple setup story
Contact	Patient FAQ link + clinic demo form

05 • Visitor path

Home → For providers → Services → Book a demo

One main button only: **Book a demo**

Secondary browse path (not a second main button): Home → For patients → Contact.

Prototype must include a **Thank you** page after submit. Not a nav page.

06 • Do not design

- Patient charts, doctor dashboard, telemedicine video
- Payment collection in product
- Native mobile app

07 • What you submit

DELIVERABLE	SUBMIT
Sitemap	Five pages from section 04
Wireframes	Grayscale desktop for all five
Hi-fi UI	Branded desktop pages
Prototype	Home → For providers → Book a demo → Thank you
Presentation	About 8 minutes

Week 5: write a one-page client intake from this brief (business, audience, success, constraints).

08 • Look & feel

You choose the colours and fonts. Keep the site clear for this audience. Leave enough space. Keep clinic and patient labels clear in the nav.

Show a short privacy line.

Include a service list, one clinic testimonial, a demo form (empty + one error), and a Thank you page after submit.

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