Hydrogen – Medical Aesthetics Platform – Design Doc

Description:

It is a website aiming to offer transparent rating/prices of medical aesthetic services.

User Persona 1: The Customer

Needs: Wants Botox but finds it frustrating to get clear pricing/ratings and book an appointment easily. Most clinic websites don't show prices, and booking requires consultations or calls.

How the Platform Helps: Lets her compare prices, read reviews, and book instantly.

User Story 1 (The Customer):

Lisa wants Botox but hates the hassle of finding a good clinic. Every website she checks hides prices and makes her call or book a consultation just to get basic info. She doesn't have time for that.

Then she finds this platform—prices upfront, real reviews, and instant booking. In minutes, she picks a top-rated clinic, books an appointment, and finally feels in control.

User Persona 2: The Clinic

Background: A small cosmetic clinic offering Botox, fillers, and minor procedures

Needs: Wants to attract more clients without spending too much on ads.

Pain Points: Potential customers hesitate due to lack of price transparency and complex booking processes.

How the Platform Helps: Showcases pricing upfront, makes booking easier, and brings in new clients.
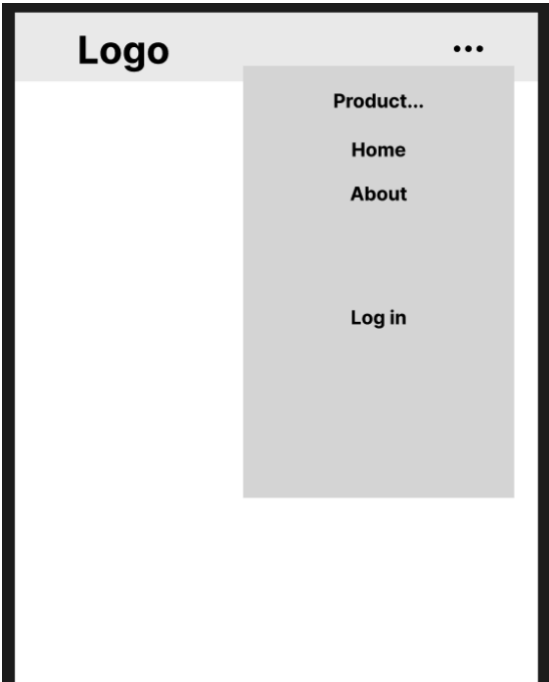
User Story 2 (The Clinic):

Dr. Patel runs a small cosmetic clinic. He's great at what he does, but getting new clients is hard—they hesitate without clear pricing, and ads are expensive.
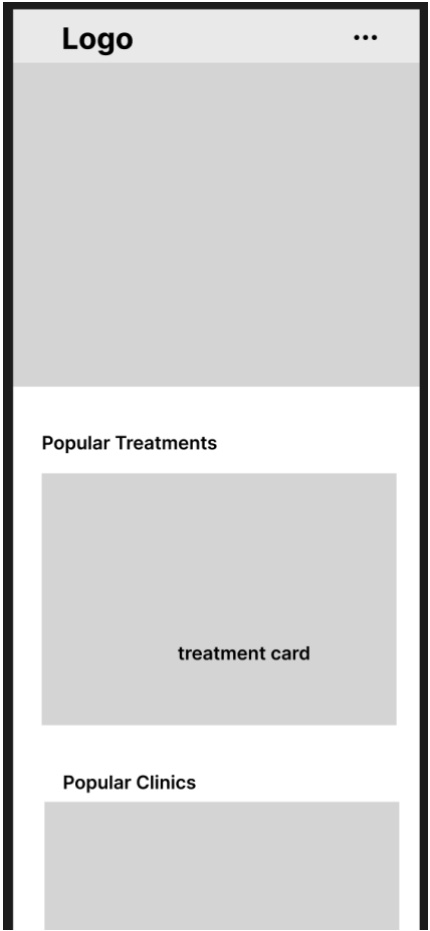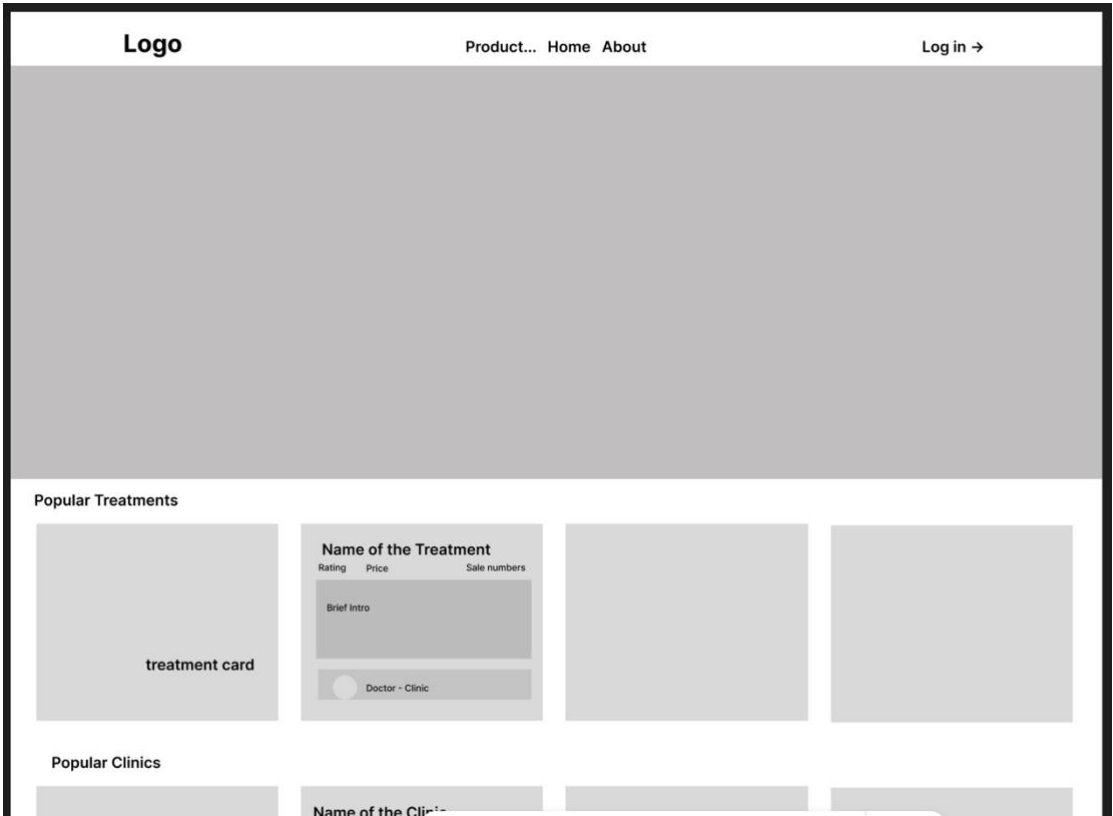
With this platform, his clinic shows prices upfront, gets real reviews, and makes booking easy. More trust = more clients. Within a month, he's seeing way more bookings without extra marketing.

Design mockups:

1. **Header**

2. Home Page

Logo   Product... Home About   Log in →

Popular Treatments

treatment card

Name of the Treatment
Rating   Price   Sale numbers

Brief Intro

Doctor - Clinic

Popular Clinics

Name of the Clinic

Logo   ...

Popular Treatments

treatment card

Popular Clinics

3. Clinics/Treatments page and user dashboard

Logo   Product... Home About   Log in →

Information here

clinics page
treatment page
user dashboard

Treatments

treatment card

Name of the Treatment
Rating   Price   Sale numbers

Brief Intro

◯   Doctor - Clinic

Or Clinics

clinic card

Name of the Clinic
Rating   Location   Sale Numbers

Brief Intro

Featured
Treatment
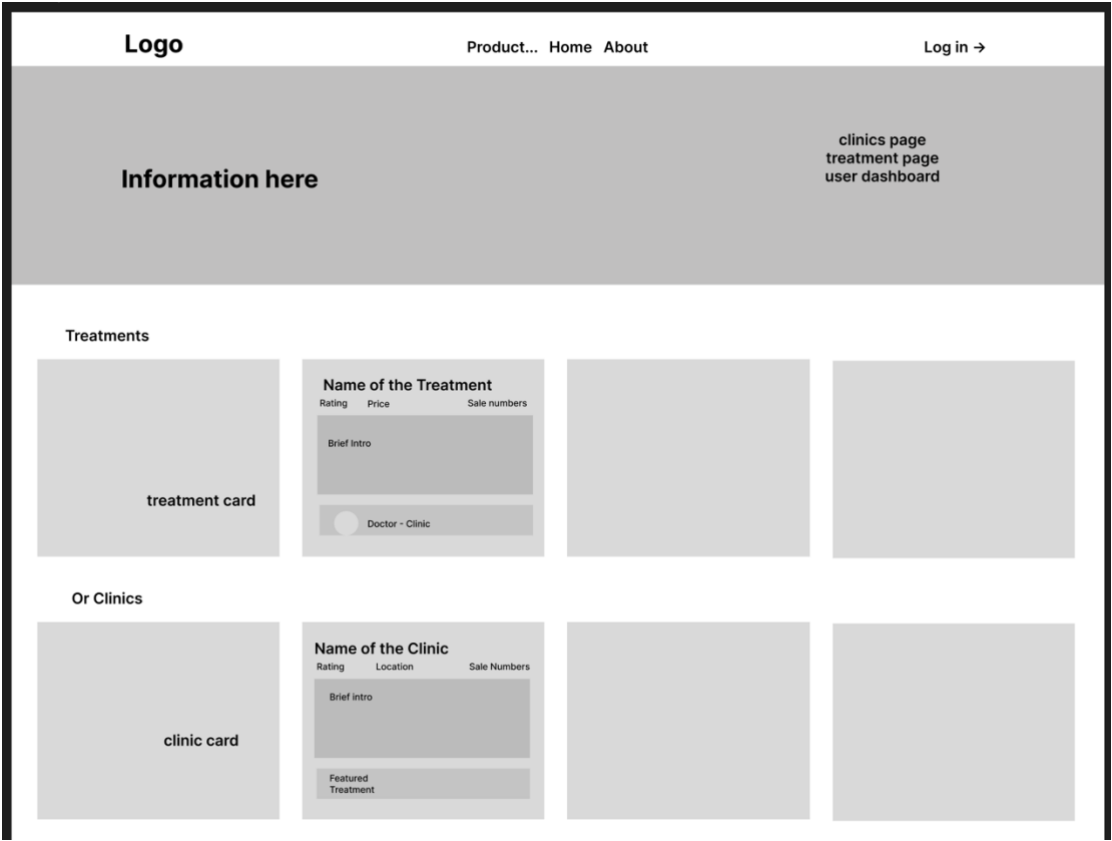
4. Clinic/Treatment detail page

Logo   Product... Home About   Log in →

Header here

clinic detail page
treatment detail page

floating block
(ads? recommendation)

description

contact/
doctor info

Treatments card

treatment card

Name of the Treatment
Rating   Price   Sale numbers

Brief Intro

Doctor - Clinic

edit   delete   new

formdata component to
edit clinics/ treatments