

1. High-level structure

Brand name: Appraise

Tagline:

Turn everyday clinical work into appraisal-ready evidence.

Primary navigation (top bar):

- Logo: **Appraise**
 - Links (left → right):
 - How it works
 - For GPs
 - For Hospital Doctors
 - Pricing
 - FAQ
 - Right side:
 - **Log in** (opens Appraise+ login modal – Google sign-in)
 - **Get started** (scrolls to input bar on landing page)
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2. Landing page (public, with input bar)

Think of this as a single long scroll page.

A. Hero section

Layout:

Two columns.

- Left: headline, subtext, input bar with GP/Hospital toggle.
- Right: mock “Appraise output” card preview.

Copy (example):

- **Headline:**

Appraisal documentation in minutes, not months.

- **Subheadline:**

Type what actually happened on the ward or in clinic. Appraise turns it into GMC-friendly reflections, case logs, QI write-ups, and PDP goals.

- **Input card:**
 - Top: mode toggle

I am a:

[GP (FourteenFish)] [Hospital Doctor]

- Only one can be active; default to whichever they last used (stored in local storage).
- Middle: input bar

A large text box with placeholder:

"Today I had three complex palliative patients, we updated ceilings of care and I supervised a junior on DNACPR..."

- Below: small helper text:

Appraise (free) gives you **2 structured outputs per day**. No account required.

- Button:

Generate reflection

- Tiny line of text under button:

Upgrade to **Appraise+** for 400 outputs/month, better AI, and automatic storage to your private notes.

Behaviour:

- When they click **Generate reflection**, a modal pops up showing a loading state and then a sample output (we can mock this on the landing page). If not logged in, this is ephemeral – just a preview they can copy.

B. "How it works" section

Three horizontally aligned steps.

1. Step 1 – Type what actually happened

- Short copy:

Write like you would in WhatsApp or your daybook. No formatting needed. Just describe your clinic, ward round, teaching, QI, or on-call.

2. Step 2 – Choose GP or Hospital mode

- GP mode:

Structures your text into FourteenFish-style clinical case reviews, QI activities, and ESR-ready reflections.

- Hospital mode:

Structures it into MAG-style appraisal evidence mapped to GMC domains and supporting information types.

3. Step 3 – Get appraisal-ready outputs

- Short copy:

Appraise turns messy notes into polished case logs, CPD entries, QI summaries, significant event analyses, and PDP goals you can paste straight into your portfolio.

C. “Two ways to use Appraise” section

Split panel: **Appraise (free)** vs **Appraise+**

Left: Appraise – Free

- Title:

Appraise (Free)

- Bullet points:
 - 2 AI-generated outputs per day
 - Uses our “classic” model – safe, solid, great for quick reflections
 - No login required
 - Copy & paste your outputs into your portfolio manually
 - Ideal for occasional use / trying it out
- Small note:

You can switch between GP and Hospital modes on every request.

Right: Appraise+

- Title:

Appraise+

- Subline:

For doctors who want appraisal to “just happen” in the background.

- Bullet points:
 - 400 AI-generated outputs per month
 - Uses our **latest, higher-quality AI model**
 - Sign in with **Google** to create your secure workspace
 - Every output automatically saved as an editable note
 - Tag entries as **CPD / case / QI / SEA / feedback / complaint / compliment / PDP**
 - Search, filter and export your notes by year, GMC domain, or supporting information type
 - One-click “Export pack” for appraisal or ESR
- Button under this column:

Try Appraise+ free for 7 days

D. “For GPs” section

This is a landing subsection for GP mode.

- Heading:

Built for GP trainees and portfolio GPs.

- 3 tiles:

1. **FourteenFish-style clinical cases**

Appraise takes your free-text and returns:

- Case title
- Setting (surgery, home visit, OOH)
- Clinical Experience Groups
- Capabilities
- Description & reflection
- Learning needs

2. **ESR-ready summaries**

Summarise a 6-month block into:

- Themed clinical case reviews
- QIA / QIP write-ups
- Safeguarding logs
- PDP goals for your next ESR.

3. **Safeguarding, QIA & feedback**

Turn incidents, audits and feedback reports into reflective entries suitable for your ESR and ARCP.

E. “For Hospital Doctors” section

- Heading:

For FYs, IMTs, SAS and Consultants.

- 3 tiles:

1. **MAG-style supporting information**

Generate CPD entries, significant event analyses, complaints/compliments reflections, and QI summaries mapped to GMC domains.

2. Themed reflections

Combine multiple similar cases into one high-quality reflection: “3 recent sepsis cases on take” instead of 20 near-duplicates.

3. PDP & year summary

Turn a year’s worth of entries into an appraisal summary and SMART PDP, written in your voice.

F. “FAQ / Safety” section

Key questions:

- *Is patient data safe?*
 - *Can I mention patient details?* → Answer: never use identifiers, encourage pseudonyms.
 - *Does this replace my appraiser?* → No, it just prepares the evidence.
 - *Which portfolios does it work with?* → Any – you copy-paste the text or export.
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3. Top-right “Log in” → Appraise+ login

Click “Log in” (or “Try Appraise+”):

- Modal overlay:

Title: Log in to Appraise+

Options:

- [Google Sign-in button]
- Small text:

We use Google for secure authentication. We do **not** access your emails – just your basic profile.

- Below:

No account?

Start with Appraise (free) or **Create Appraise+ account** with Google.

Once logged in, they land on:

4. Appraise+ Dashboard (logged-in home)

This is the **core app**.

A. Layout

- Top navigation (inside app):
 - Appraise logo
 - Tabs:

- Console
- Notes
- Exports
- Account
- On the right:
 - “GP / Hospital mode” toggle (global default)
 - Usage indicator:

72 / 400 outputs used this month

- Profile picture (from Google), with menu: Account, Billing, Log out.

B. Console tab (where the magic happens)

This is the “input bar page” but powered for logged-in users.

Main panel:

Card titled “**New Entry**”.

- Top row:
 - Mode selector:

You are working in: [GP mode ▼] / [Hospital mode]

- Entry type dropdown:

Entry type: [Auto-detect ▼]

Options:

- Clinical case / clinic
- CPD / course / teaching
- QI / audit
- Significant event / Datix
- Complaint / compliment
- Feedback summary
- PDP idea

- Text area (big) with placeholder:

“Write what actually happened, in your own words.

Example: ‘Second on-call in AMU, saw four chest pains, supervised an F1 on sepsis and changed the way we triage possible PE...’”

- Under the text area:

- Checkbox (optional):

[] This includes safeguarding (adult/child)

- Tiny safety reminder:

Please do **not** include patient names or IDs. Use labels like “Mr A”, “Patient X”.

- Bottom:

- Button (primary):

Generate appraisal entry

- Button (secondary, grey):

Clear

- Usage badge:

You’ve used **72 / 400** outputs this month.

Output pane (right or below):

- Once generated, a new **Note** appears:

- Title (auto-generated, editable):

Elderly patient with recurrent falls – case reflection

- Tags (auto-assigned but editable):

- [Clinical case]
- [CPD]
- [GMC Domain 1]
- [GMC Domain 2]
- [FourteenFish: Frailty]
- [Capability: Clinical management]

- Body text in rich editor (user can tweak wording).

- Buttons:

- Save (auto-saves but shows feedback)
- Copy to clipboard
- “Open in Notes” (takes you to full-screen note view)

Every generated entry is **automatically stored** to the **Notes** section for Appraise+ users.

For non-logged-in users, the console is the same UX but:

- No Notes tab
- A banner:

You are using Appraise (free). Outputs are **not stored**. Copy anything you want to keep.

- Hard limit: after 2 generations/day, button greys out with message:

Daily limit reached on Appraise (free). Log in to Appraise+ for 400 outputs/month and automatic storage.

5. Notes tab (Appraise+ repository)

This is where Appraise+ earns its keep.

Layout:

- Left: filters / search
- Right: note list & preview

A. Filters

- Search bar:

Search all notes...

- Filter groups:
 - Time:
 - This appraisal year
 - Last appraisal year
 - Custom range
 - Mode:
 - GP
 - Hospital
 - Type:
 - CPD
 - Clinical case
 - QI / audit
 - Significant event
 - Complaint / compliment
 - Feedback
 - PDP
 - GMC domain:
 - 1, 2, 3, 4

- For GP mode:
 - Clinical experience group
 - Capability

B. Note list

Each note shows:

- Title
- Date created
- Tags
- Short snippet of content

Clicking a note opens it:

- Full editable text
- Tag editor
- Quick buttons:
 - “Copy for FourteenFish”
 - “Copy for MAG”
 - “Mark as used in appraisal” (so they can see what’s already counted)

6. Exports tab

This is where the “ready-to-submit” stuff is compiled.

Top control bar:

- Choose export type:

Export format: [GP ESR summary ▼]

Options:

- GP ESR summary (6-month or 12-month)
- MAG-style appraisal pack
- QI/Audit summary only
- CPD log (CSV or text)
- Choose time range:

From [date] to [date] or “Last 12 months”

When they click “Generate export”:

- Appraise collates relevant notes and renders:

- For **GP ESR summary**:
 - Themed clinical case summaries
 - QIA / QIP
 - Safeguarding logs
 - CPD highlights
 - PDP section
- For **MAG-style pack**:
 - Supporting information by category
 - GMC domain mapping
 - Review of last PDP
 - New PDP

Presentation as:

- On-screen formatted text for copy–paste
- Download as:
 - .docx
 - .txt
 - (if you want later, maybe .pdf)

7. Account tab

Shows:

- Plan: Appraise+ (monthly/yearly) or Appraise (free)
- Usage: e.g. “72 / 400 outputs used this month”
- Billing controls (change plan / cancel)
- Connected accounts: Google (option to disconnect)
- Data controls:
 - Download all notes
 - Delete account and data

8. Bringing it together on the public site

So in words, the website looks like this:

1. **Public landing page**

- Hero with GP/Hospital toggle + input bar (powered by free mode).
- Explainers: “How it works”, “For GPs”, “For Hospital Doctors”.
- Clear comparison: Appraise (free) vs Appraise+.
- FAQ & safety reassurance.
- Top-right login to Appraise+.

2. **Appraise console (free)**

- Same look as Appraise+ console but:
 - No storage / Notes / Exports tabs
 - Daily 2-output limit
 - Banner encouraging upgrade.

3. **Appraise+**

- Same UI but:
 - Google login
 - 400 outputs/month
 - Notes repository
 - Export builder
 - Usage tracking.