WEBSITE & BOOKING · 2026

Clinic website redesign & online booking

Replaced a slow, mobile-unfriendly website with a new site and an online booking system. (Sample/dummy project.)

ROLE	DURATION	TEAM	CONTEXT
Full-stack developer	6 minggu	Solo + 1 desainer	Klinik kecantikan (dummy)

Laravel · Livewire · Alpine.js · MySQL · Tailwind CSS · cPanel

BEFORE AFTER

01 Context & problem

The clinic took almost every booking by phone and WhatsApp. Staff were overwhelmed at peak hours, and roughly 30% of prospective patients gave up because replies were slow.

Project goals:

- Patients can book by themselves, 24/7, from their phone
- Staff only confirm bookings instead of logging them manually
- The website looks professional and loads fast

02 Before

- An old WordPress theme with 23 active plugins
- **6.2s LCP** on 4G, Lighthouse mobile score **38**
- Layout broke below 400px wide
- No way to book except by phone

03 Process

STEP 1 · RESEARCH

Audit & staff interviews

Measured the old site with Lighthouse and WebPageTest, then spent 30 minutes with 2 staff members mapping the manual booking flow.

> **TECHNICAL DECISION**
> I started with numbers, not design, so the final result could be compared objectively.

STEP 2 · WIREFRAME

Booking flow wireframes

Designed a 3-step flow: choose service → pick a slot → enter details. Tested with 5 people using a Figma prototype.

> **TECHNICAL DECISION**
> Booking without an account. Logging in only adds friction for patients who visit once or twice.

STEP 3 · DEVELOPMENT

Building the slot system

Available slots are computed on the fly from each doctor's weekly template, minus existing bookings and holidays.

> **TECHNICAL DECISION**
> Slots are not stored in the database. Less data to keep in sync, and schedule changes apply immediately.

```
public function availableSlots(Doctor $doctor, Carbon $date): Collection
{
    return $doctor->weeklyTemplate($date->dayOfWeek)
        ->slots()
        ->reject(fn ($slot) => $doctor->isBooked($date, $slot))
        ->reject(fn () => Holiday::covers($date));
}
```

STEP 4 · TESTING

Performance & real-device testing

Images converted to WebP with explicit dimensions, critical CSS inlined, fonts preloaded. Tested on 3 mid-range Android phones.

STEP 5 · LAUNCH

Launch & handover

Deployed to cPanel via FileZilla, wrote short docs, and ran a 1-hour training session for staff on the admin panel.

04 After

Largest Contentful Paint ~~6.2s~~ → **1.4s**	Lighthouse mobile ~~38~~ → **96**	Online bookings / month **120+**
Booking phone calls **−45%**		

The new site was rebuilt in Laravel. Services, doctors, and bookings are managed from an admin panel, so clinic staff can update content without a developer.

05 Lessons learned

- Measuring performance before starting made the final result far more convincing to the client.
- The most important features were the boring ones: confirmations, cancellations, and notifications.

https://michail.my.id/en/projects/redesain-website-klinik