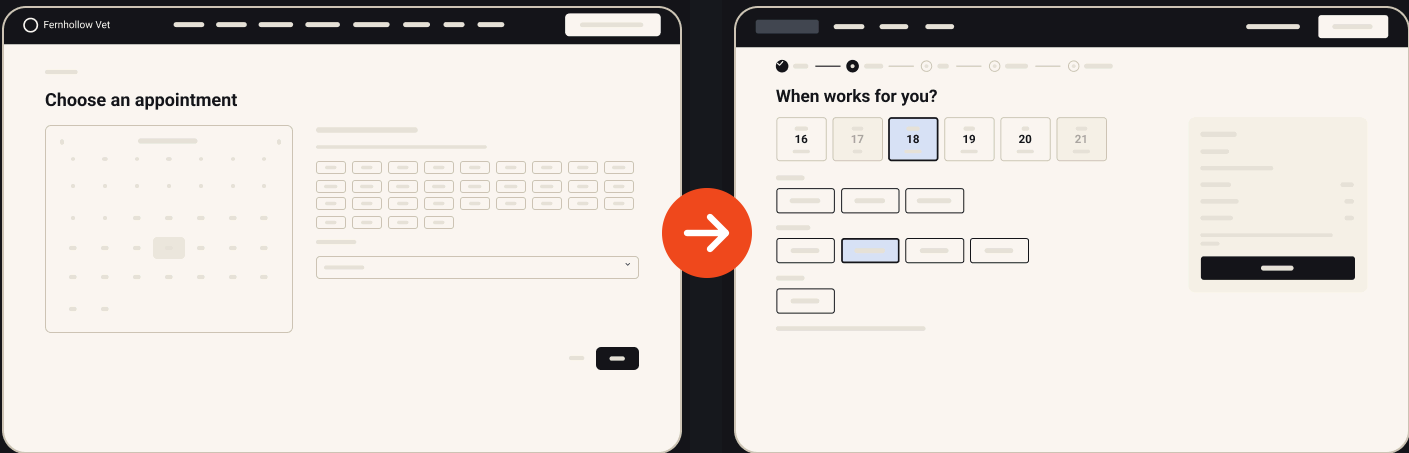


From friction to a booking flow that works.

The same clinic as the Quick Check sample, with 10 screens and 2 user flows (the steps people take to book) reviewed. Inside: a fix-now, next, later plan and rough redesign concepts for the 2 steps where most people give up.



BEFORE

AFTER · ROUGH CONCEPT

10

SCREENS

2

USER FLOWS

24

FINDINGS

2

CONCEPTS

Where people give up.

Flow 1 · Book a sick visit. Friction is how hard each step is to get through, from 1 (easy) to 5 (hardest).



BIGGEST LEAK · STEPS 03 → 04

Tiny time buttons that don't show which one you picked, then a form that asks for a microchip number and an exact birthday. Both can be fixed without new technology.

ROADMAP

Fix now Week 1–2 HIGH PRIORITY Make "Book now" the boldest button HIGH PRIORITY Label every field and rewrite errors in plain words HIGH PRIORITY Show full price up front	Next Week 3–6 MEDIUM PRIORITY Redesign time picker (Concept A) MEDIUM PRIORITY Shorten pet form (Concept B) MEDIUM PRIORITY Cut the menu from 8 links to 4	Later Month 2+ LOW PRIORITY Add to calendar + reminders LOW PRIORITY Rename chat to "Send a message"
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HOW WE'LL KNOW IT WORKED

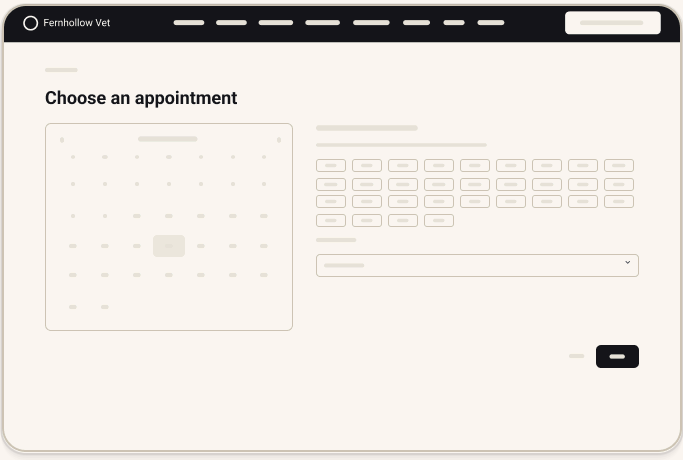


Targets are suggested benchmarks to track after launch, not guarantees.

REDESIGN CONCEPT A · FLOW 1, STEP 03: DATE & TIME

Make picking a time effortless

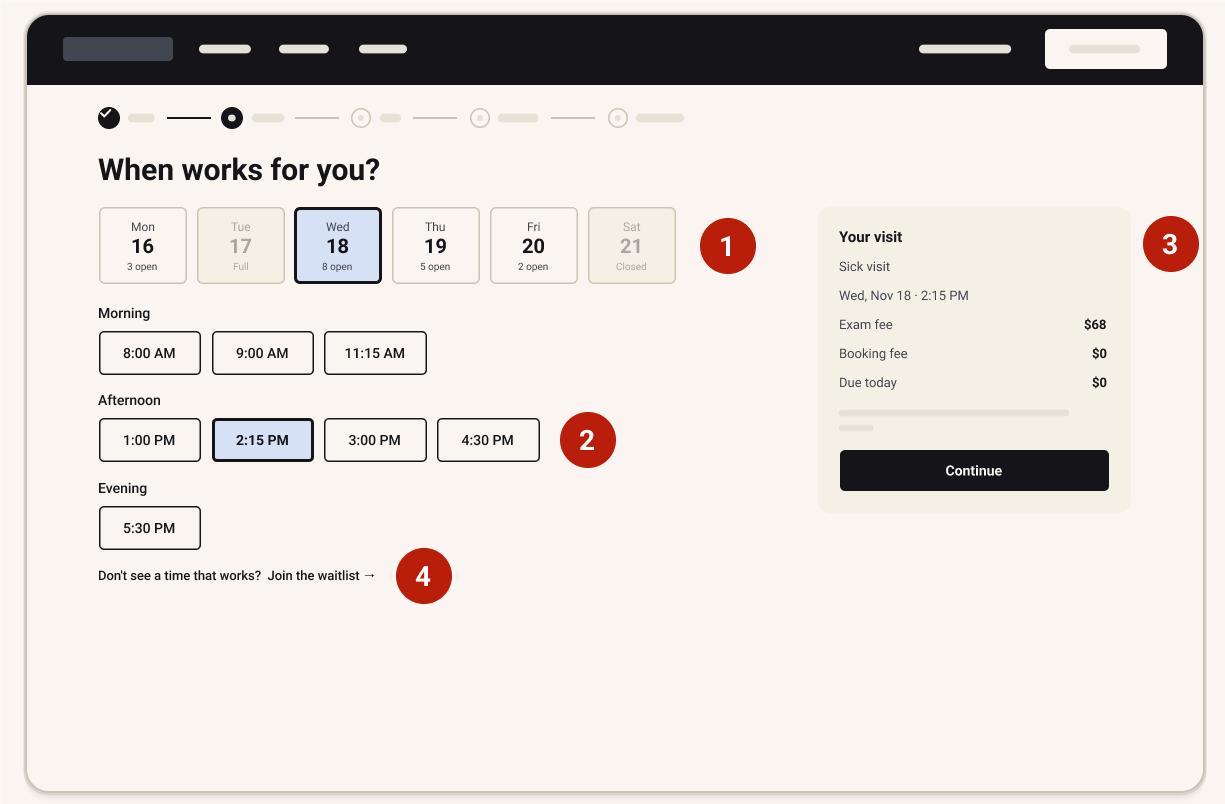
BEFORE



WHAT WASN'T WORKING

- ✗ 31 tiny time buttons are hard to tap and hard to scan.
- ✗ Nothing shows which time you picked.
- ✗ Full days look the same as open ones.

AFTER · ROUGH CONCEPT



- 1

Day strip shows open slots per day, so people stop clicking full dates.
- 2

Times grouped into Morning, Afternoon and Evening, with buttons nearly twice as big.
- 3

The time you pick is clearly highlighted, and a summary shows the total price as you go.
- 4

Waitlist link instead of a dead end when nothing fits.

REDESIGN CONCEPT B · FLOW 1, STEP 04: PET DETAILS

A shorter, friendlier pet form

BEFORE

WHAT WASN'T WORKING

- ✗ The hints inside the boxes disappear as you type, so people forget what each box was for.
- ✗ "Error 422" doesn't say what to fix.
- ✗ 9 fields, including a 15-digit microchip number.

AFTER · ROUGH CONCEPT

- 1 Visible labels above every field; optional fields marked.
- 2 Errors appear next to the field, in plain language.
- 3 Microchip and history moved to check-in: 9 fields down to 5.
- 4 Steps across the top show how much is left.

Want a plan like this? Ask for a fixed quote at theclickclickstudio.com/contact. I reply within two business days.