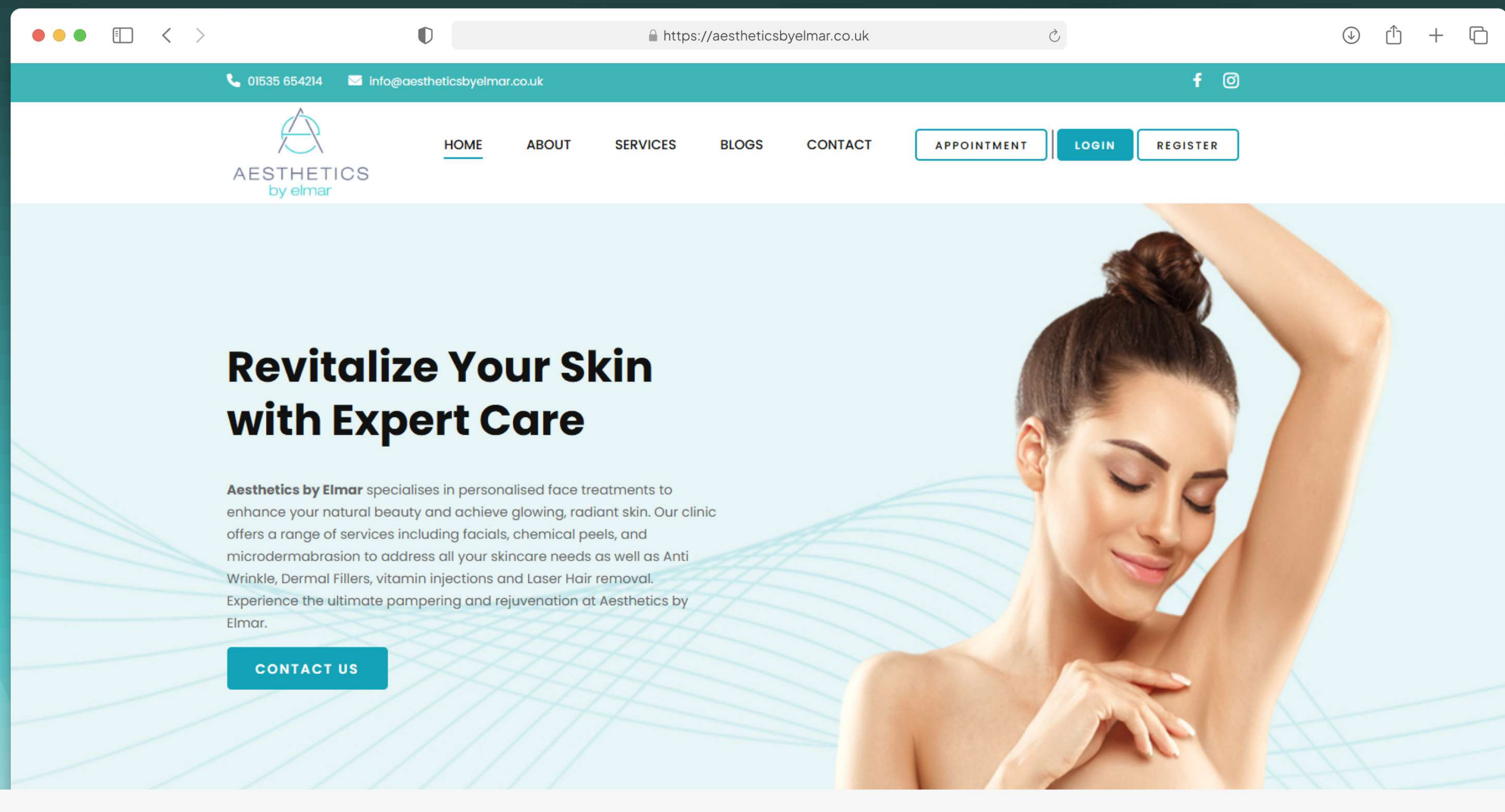


# Aesthetic by Elmar



## Overview

Aesthetics by Elmar is a UK-based aesthetics clinic offering a comprehensive range of non-surgical cosmetic treatments.

Prior to our engagement, the clinic operated without a dedicated website, relying solely on third-party platforms for appointment bookings, which limited their control over branding and customer experience.

### SERVICES:

- Web development
- Mobile app development
- Backend integration
- Payment integration
- Booking system
- Admin dashboard
- UI/UX design
- Hosting support

### TECHNOLOGY STACK

- Figma
- Laravel
- MySQL
- HTML5
- Bootstrap
- React Native
- Square Payment



## Challenge

No dedicated website; reliance on third-party booking platforms; limited control over branding and payments.

- Absence of a dedicated website hindered online presence and brand credibility.
- Dependence on external booking platforms restricted customization and control over client interactions.
- Lack of integrated payment solutions led to inefficiencies in transaction handling.
- No mobile application to cater to the growing number of mobile users.

## The Solution

We designed and implemented a comprehensive digital ecosystem that seamlessly integrates web and mobile platforms, providing a consistent, efficient, and user-friendly experience for both clients and clinic staff.

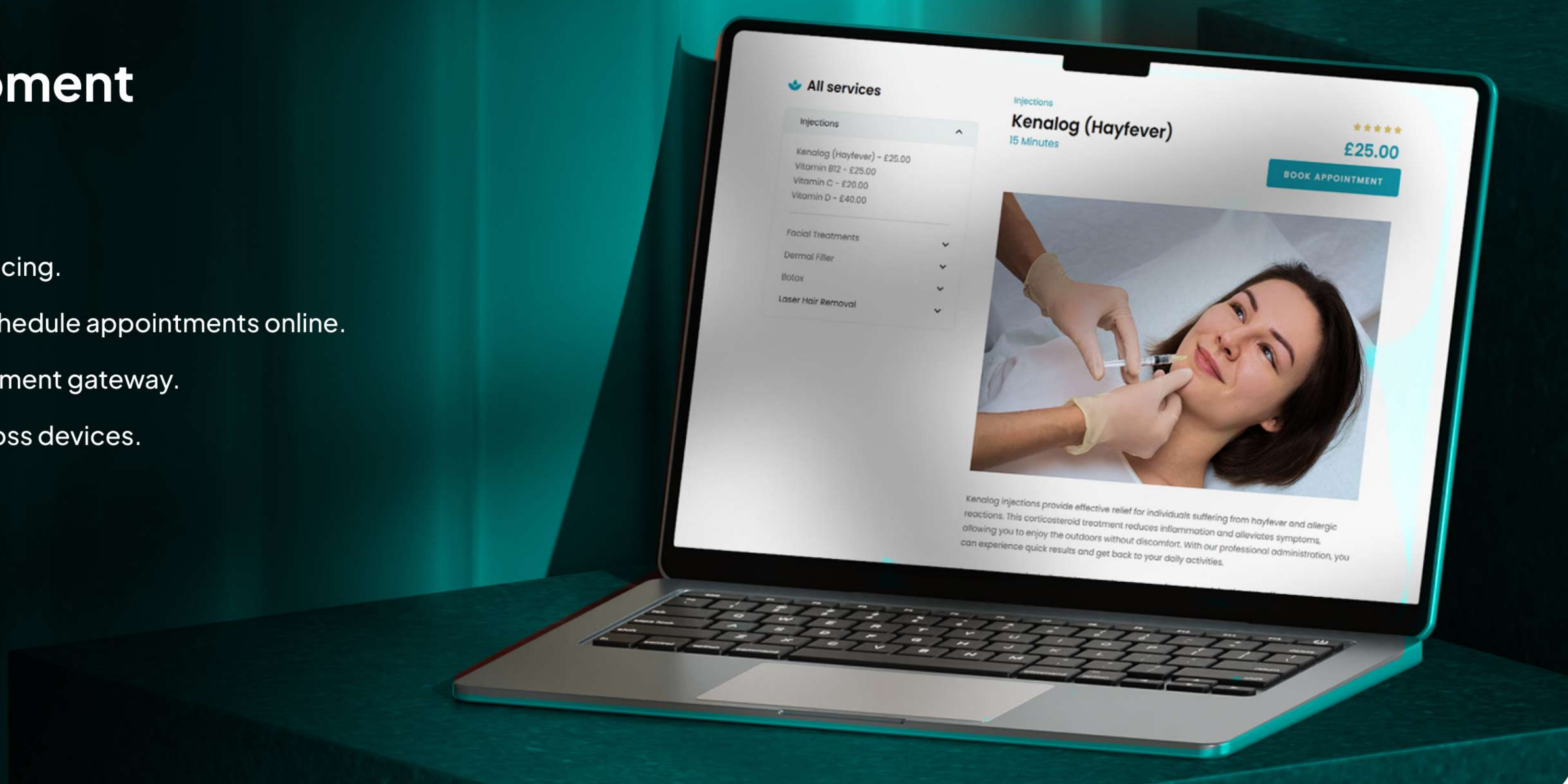
## Custom Website Development

### FEATURES:

- Detailed service listings with descriptions and pricing.
- Integrated booking system allowing clients to schedule appointments online.
- Secure payment processing through Square payment gateway.
- Responsive design ensuring optimal viewing across devices.

### TECHNOLOGY STACK

- Laravel (backend)
- MySQL (database)
- HTML5
- Bootstrap (frontend)



## Mobile Application Development

### FEATURES:

- Seamless appointment booking and management.
- Push notifications for appointment reminders and promotions.
- Secure in-app payments via Square integration.
- User-friendly interface designed for ease of use.

### TECHNOLOGY STACK

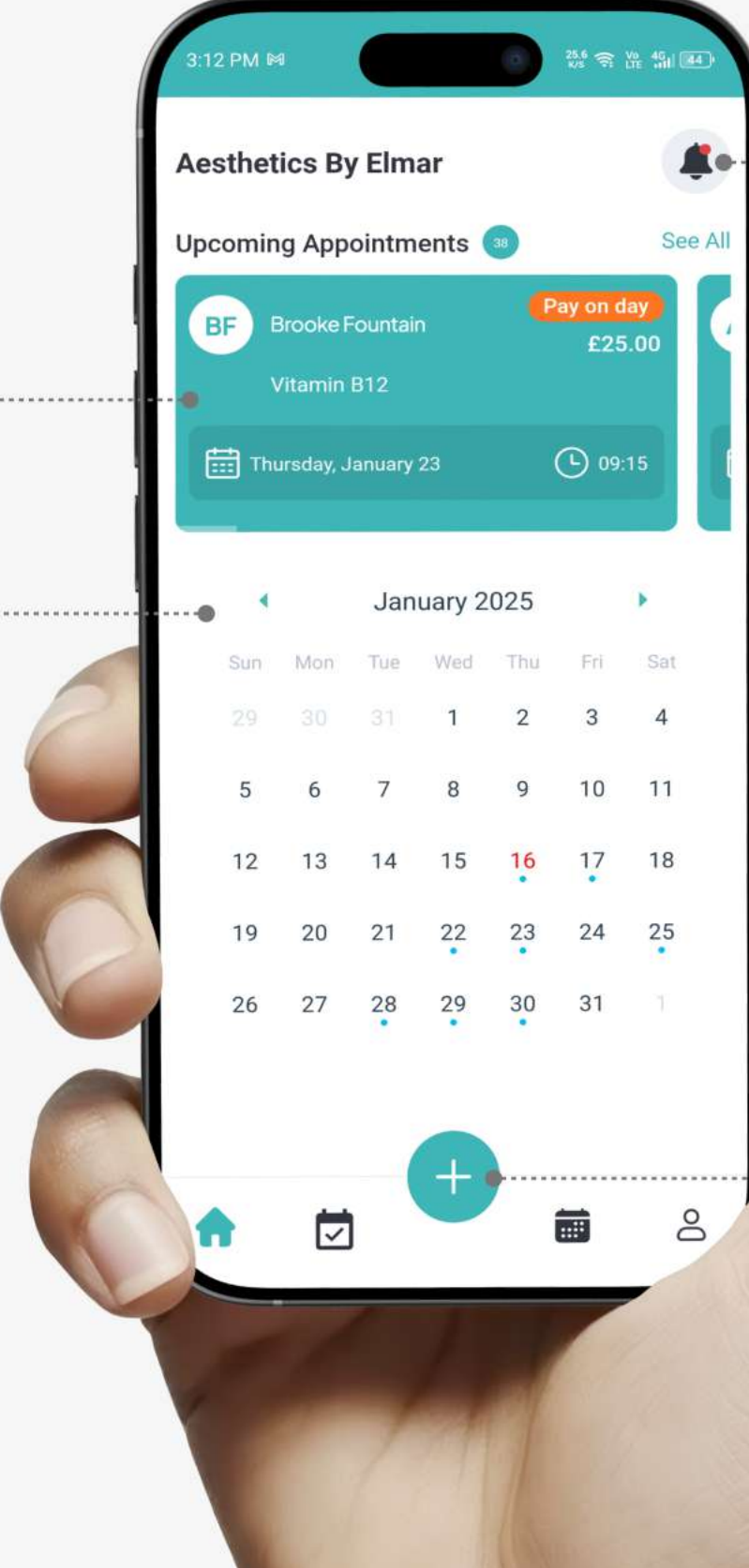
- React Native for cross-platform compatibility (iOS and Android)

Upcoming Appointment

Notifications for appointment reminders

Reminder Calendar

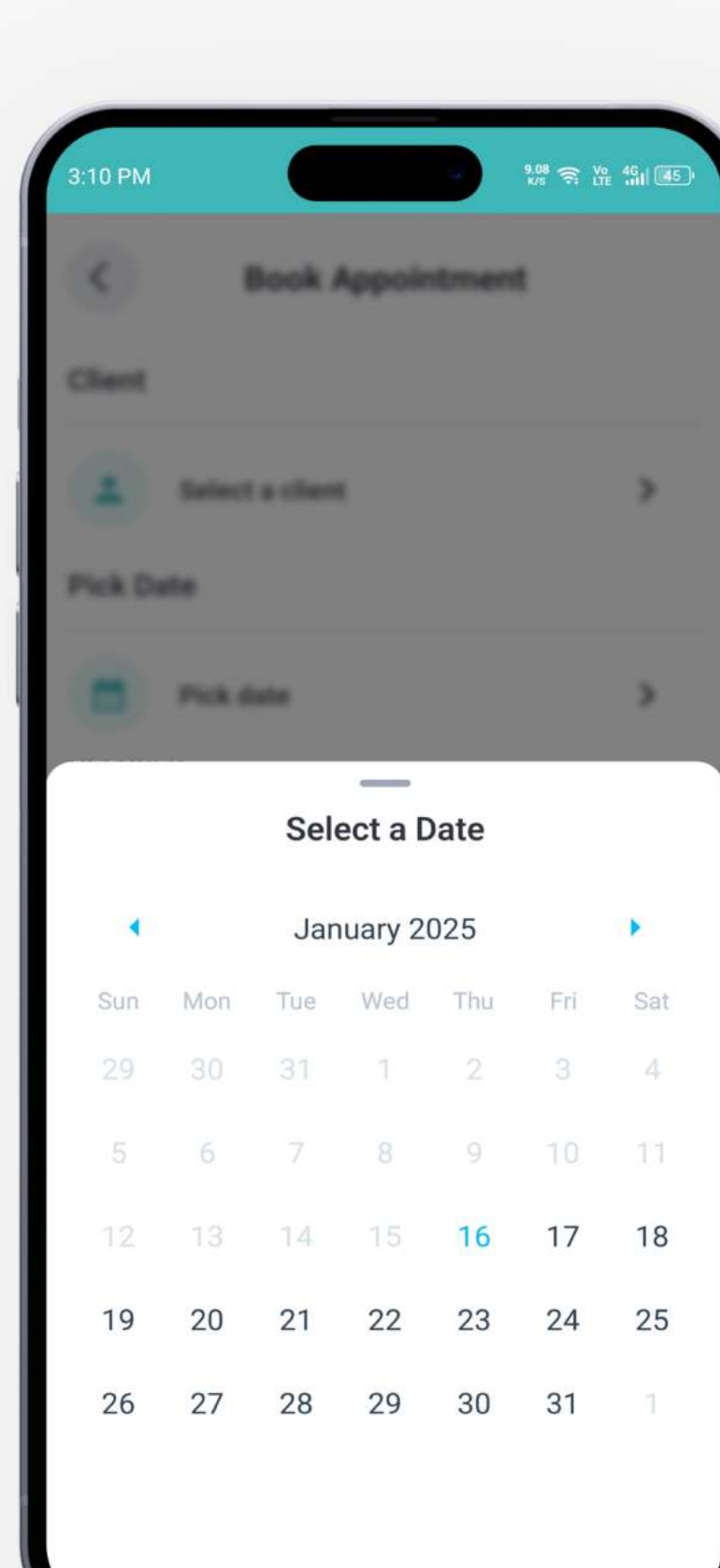
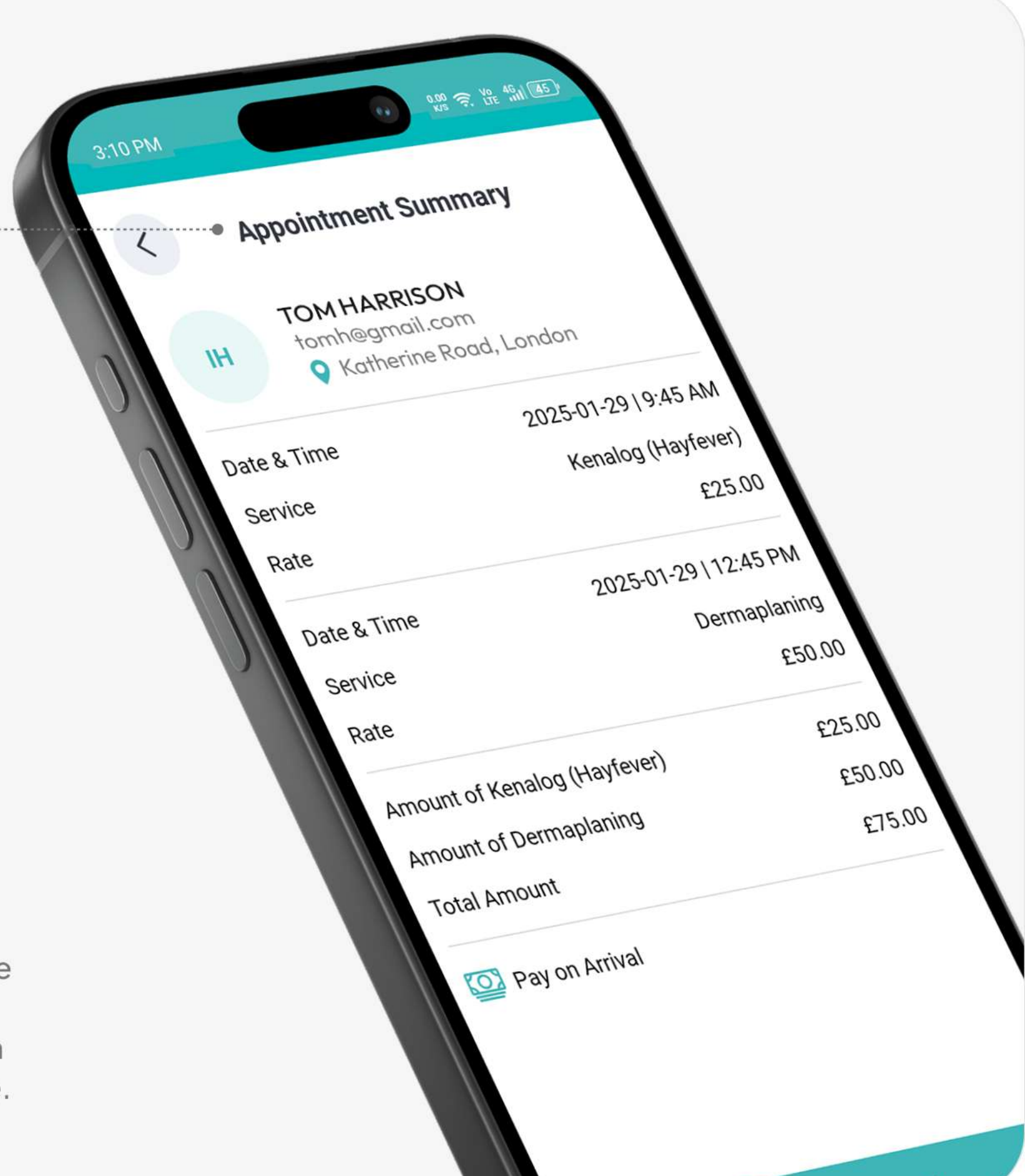
Create Appointment



Quick view of appointment details

## Appointment Summary Detail

This screen provides users with a clear, real-time summary of their booked appointment — including treatment name, date & time, clinician details, payment status, and booking reference.



## Unified Backend System

A fully integrated backend infrastructure that streamlines operations by syncing data across web and mobile platforms, enabling staff to manage all core functions from a single dashboard.



Centralized management of appointments, client data, and payments



Real-time synchronization between website and mobile app



Administrative dashboard for staff to manage services, schedules, and client communications

## Results

The new digital solution delivered measurable improvements in user engagement, booking efficiency, and operational control—resulting in significant growth across key performance metrics.



### Mobile Bookings

Achieved a **138% increase** in **mobile bookings** within three months post-launch.



### User Engagement

Observed a **threefold increase** in average session duration, indicating enhanced user engagement.



### Payment Efficiency

Over **80%** of transactions are now completed through the **integrated Square payment** system, streamlining the payment process.



### Brand Visibility

Significant improvement in online presence and **brand recognition**, leading to increased client acquisition.

## Hear from our client

"I recently had a Hayfever Injection at Aesthetics by Elmar and I am thrilled with the results! The staff was knowledgeable and the service was top-notch. I highly recommend this clinic for anyone looking for relief from allergies."

Nicola N

5.0 ★★★★★

"Chloe was very professional warm caring and gentle, this was my first visit but definitely not my last I will be booking to have more work done very pleased with the outcome. Thank you Chloe Sandra"

Abby H

4.5 ★★★★★



## Conclusion

The digital transformation of Aesthetics by Elmar has not only enhanced its operational efficiency but also significantly improved the client experience. By developing a custom website and mobile application integrated with a unified backend and secure payment processing, the clinic now offers a seamless and professional service to its clients, positioning itself as a leader in the aesthetics industry.

Book a Call



Or, send us a message

contact@gsstechsolutions.co.uk

