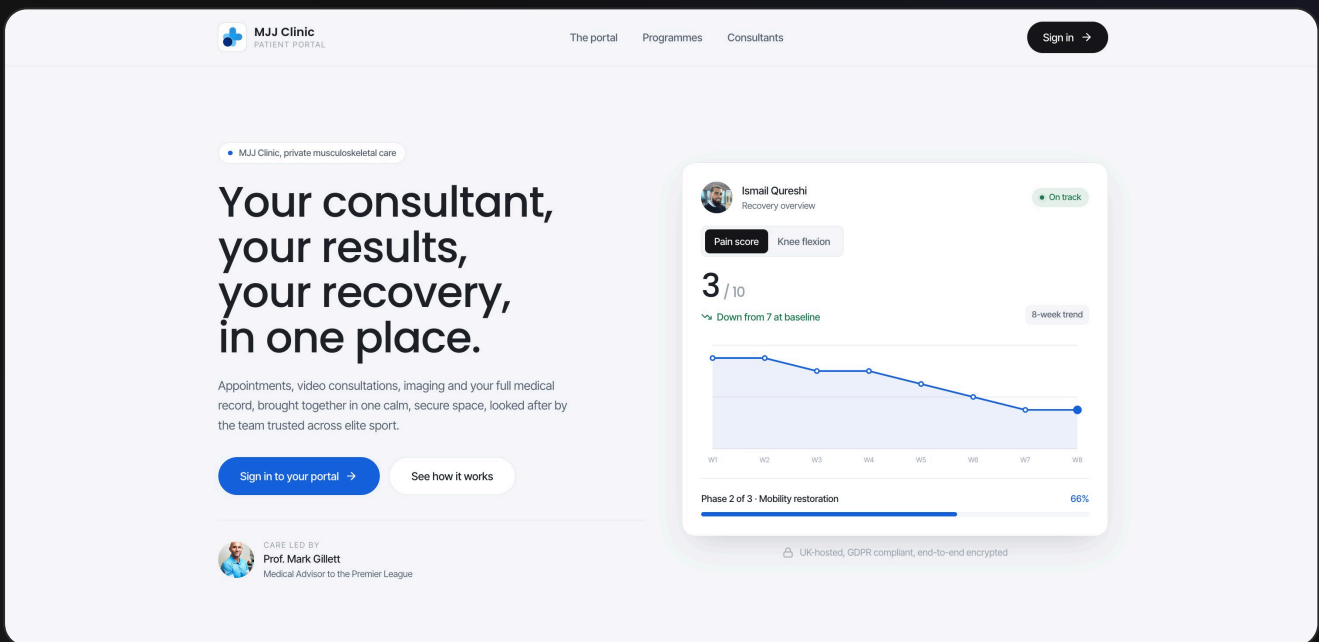


PROPOSAL · 2026

# A patient portal *worthy of your practice.*

A bespoke clinical platform for MJJ Clinic. Designed around your patients, your team, and the standard of care you already deliver. Built in three phases, starting at four thousand pounds.



LIVE PROTOTYPE  
[mjjportal.pxl.design.agency](http://mjjportal.pxl.design.agency) [View →](#)

WHO YOU ARE WORKING WITH

# A studio for clinical-grade products and the people who build them.

PXL is a design and product studio led by Ismail Qureshi, with eight years of experience designing software for some of the largest brands in the world. Same hands on every project. No account managers. No middlemen between you and the work.

SELECTED WORK

Disney

Samsung

UNICEF

Sega

QNB

EE

EasyGym

Forvis Mazars

## 8 yrs

Designing digital products across enterprise, healthcare, fintech and consumer

## Direct

You work with the designer building your platform, not a layered agency team

## 60+

Projects delivered with world-class agencies and brands globally

HOW WE WORK

### Discovery first

Real research, real thinking, before a line of build code. Your money goes to a product, not a guess.

### AI-assisted, design-led

Modern AI workflows compress timelines. Design and product thinking keep quality high. The best of both.

### Artefacts you keep

You own every file, every flow, every line of code. No vendor lock-in, ever.

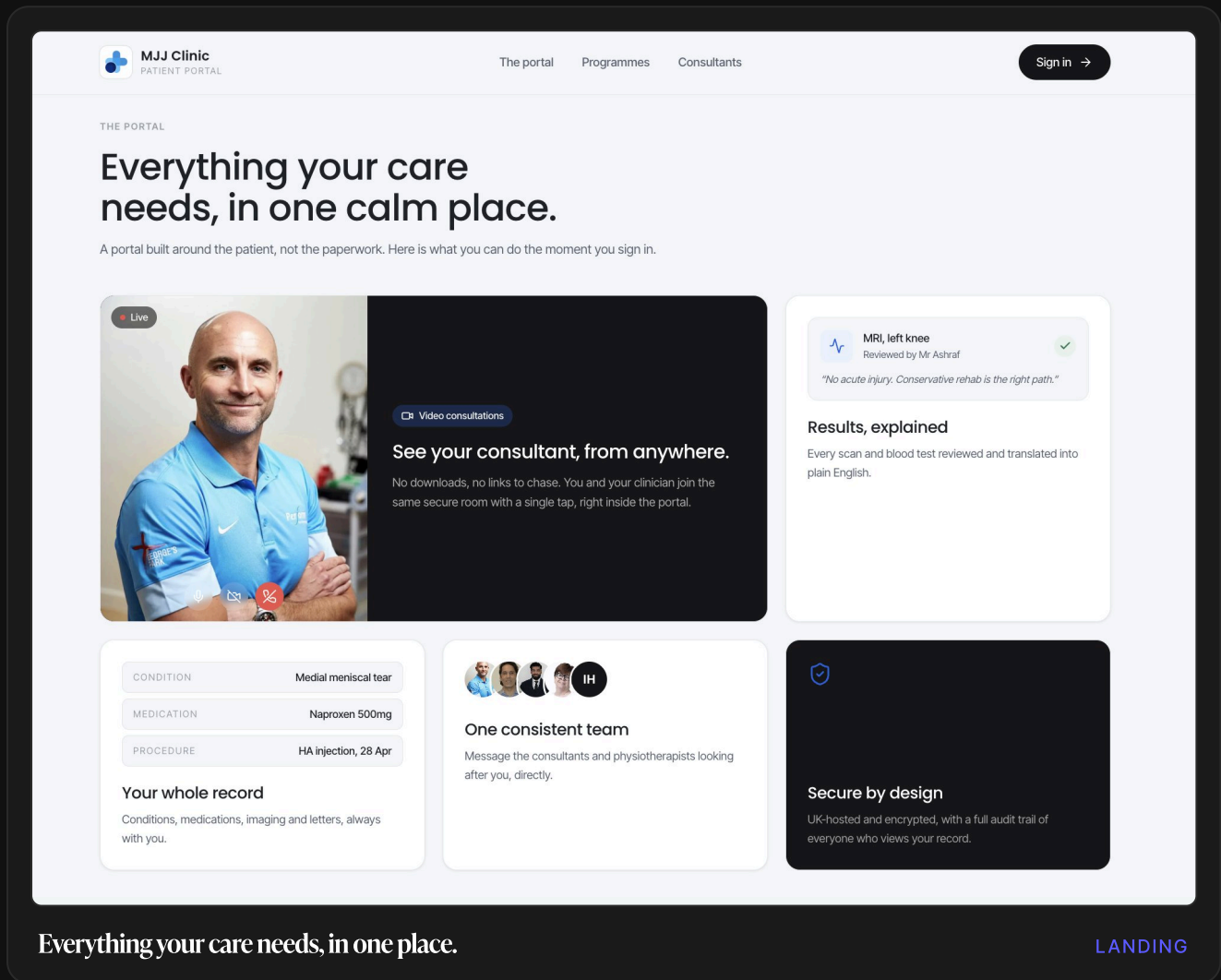
### Long view, not one-off

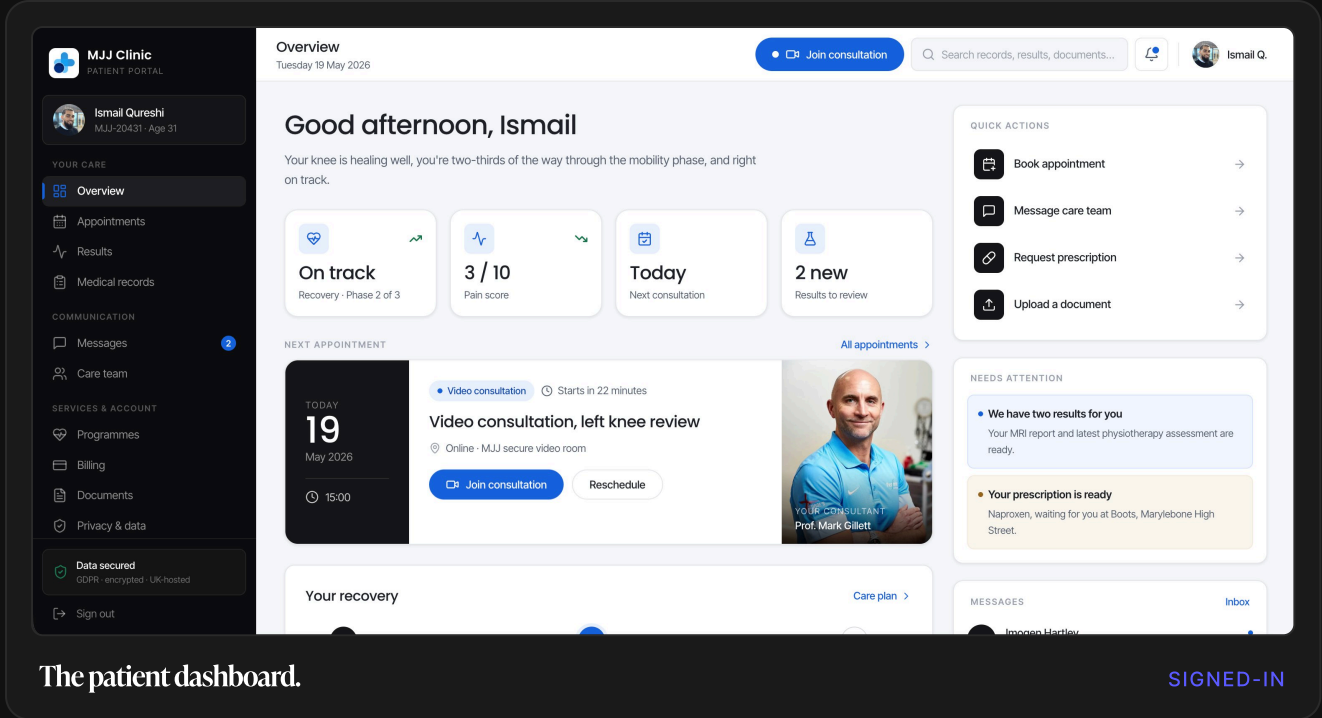
We build to evolve. Discovery, MVP, retainer. A relationship built around iteration, not handover.

WHAT YOU'RE LOOKING AT

# A live, working prototype.

Built in a day, hosted at [mjjportal.pxldesign.agency](https://mjjportal.pxldesign.agency). Landing page, dashboard, ten patient views, video consultation flow, records, messages, billing, privacy. All real, all clickable.





The patient dashboard.

SIGNED-IN

Patient names, clinical scenarios and team members shown in the prototype are illustrative. Real content and people are formalised during discovery.

THE HONEST REFRAME







# Design proof. Not build proof.

The prototype demonstrates the visual language and surface area of the product. It doesn't yet demonstrate how it gets built. The thinking underneath is what discovery formalises.

Anyone can paste a brief into ChatGPT or Lovable and get back a list of features or a quick mockup. **Faiyaz already tried.** AI tools can produce something that looks good on the surface, but a first prompt without real product thinking won't survive contact with real patients, real clinicians, or real compliance requirements.

What we close at PXL is the gap between a list and a product. Eight years of design experience across Disney, Samsung, UNICEF, QNB, EE, EasyGym, and Forvis Mazars goes into every project, applied with modern AI workflows so we deliver faster without losing quality.

WHAT HAPPENS WITHOUT DISCOVERY

 <h3>Build it twice</h3> <p>Wrong features ship, right ones get patched on later. The rebuild costs more than doing it properly first time.</p>	 <h3>Wrong tech stack</h3> <p>Healthcare data isn't e-commerce data. Pick the wrong architecture, spend year two undoing year one.</p>	 <h3>Compliance gaps</h3> <p>UK GDPR, CQC, clinical safety. Bolted on at the end never holds. Built in from the start becomes a feature patients see.</p>
 <h3>Over-quoted</h3> <p>Most agencies quote £50k+ with no discovery because they price the risk in. Discovery removes the risk and the inflated quote.</p>	 <h3>Under-scoped</h3> <p>The opposite risk. A cheap quote turns into endless change requests and a finished product that does less than you needed.</p>	 <h3>No path beyond MVP</h3> <p>A platform that ships once and dies. Discovery produces Phase 2 and Phase 3 plans so you always know what's next.</p>

WHAT YOU ACTUALLY GET

## The platform you walk away with.

A real product, owned by MJJ, designed around your patients and your team. Built to scale, secure by design.



### A portal for your patients

Dashboard, results in plain English, records, messages, video, payments. Accessible anywhere, any device.



### A workspace for your team

Clinician dashboard alongside patient one. Staff accounts, role-based access, internal messaging, audit trails.



### Video consultations, inside

Patients and clinicians join the same secure room from the portal. No Zoom links. Encrypted, recorded only with consent.



### Scheduling & reminders

Online booking, automated reminders, calendar sync. Patients self-book where appropriate, clinical oversight on the rest.



### Notifications, on your terms

Email, SMS, push notifications with patient-side toggles. Researched and costed during discovery so monthly costs stay predictable.



### Security & privacy as a feature

UK-hosted, end-to-end encrypted, GDPR, ICO, CQC ready. 2FA and SSO for staff. Patients see and control their data.



### Document handling, properly

Doctors upload referrals, notes, reports. Patients upload scans, GP letters, forms. PDF viewing, downloads, audit logs.



### Built mobile-app ready

The web platform is built so a native mobile app can be added later without rebuilding the backend.

PHASE 1 · FOUR WEEKS

# What you receive at the end of discovery.

Nine concrete artefacts. Each removes a specific risk before MJJ commits to a full build. You own them all. Build with us, or take them anywhere.

**1 User research & personas**

Research-backed profiles of the people using this. Patients, clinicians, admin. Goals, frustrations, how they work today.

**2 User journeys & flows**

End-to-end journeys mapped for both patient and clinician sides. Sign-up, booking, consultation, results, follow-up.

**3 Information architecture**

How the portal is organised. MVP feature list, Phase 2 list, Phase 3 nice-to-haves. Clear priorities, clear scope.

**4 Design system**

Typography, colour, spacing, components. Future-proofs every screen built after, independent of any agency.

**5 UI design & brand language**

Visual direction refined from the prototype, with UX writing and tone of voice that matches MJJ's standard.

**6 Working clickable prototype**

A refined, interactive prototype of patient and clinician dashboards. Real flows, ready for stakeholder review.

**7 Compliance & clinical safety**

UK GDPR, ICO, CQC, Caldicott, NHS DSP Toolkit if relevant, DCB0129/DCB0160 scoping. Mapped, not assumed.

**8 Tech stack & integrations**

Recommended stack with reasoning. Integrations identified and costed: video, payments, notifications, document storage.

**9 Costed build roadmap**

MVP cost. Phase 2 cost. Monthly running costs including hosting, video API, notifications. A document to plan a budget around.

**Discovery sprint runs for four weeks.** Two weeks research and architecture, one week design system and prototype refinement, one week compliance scoping and roadmap. You see progress every week.

THE FULL JOURNEY

# Three phases. Honest pricing at every stage.

Only Phase 1 is a fixed price. Phases 2 and 3 are estimates based on what we believe the build looks like today. Discovery formalises both into firm quotes.

<p><b>01</b></p>	<p><b>Discovery &amp; design sprint</b></p> <p>Four weeks. Nine deliverables. Research, design system, UI, working prototype, compliance scoping, tech stack, full costed roadmap.</p>	<p><b>£4,000</b></p> <p>50% upfront · 50% on completion</p>
<p><b>02</b></p>	<p><b>MVP build</b></p> <p>The first working version of the platform. Patient and clinician dashboards, video, scheduling, records, messaging, payments, auth, compliance baked in. Scope locked at end of discovery.</p>	<p><b>£18-25k</b></p> <p>Estimate · 50% start, 50% on launch</p>
<p><b>03</b></p>	<p><b>Retainer · ongoing product &amp; growth</b></p> <p>Monthly design and development sprints for Phase 2 features, maintenance, hosting, video API costs, marketing material, support. Optional add-ons available monthly.</p>	<p><b>£2-3.5k/mo</b></p> <p>Estimate · scoped after MVP launches</p>

HOW THIS COMPARES TO YOUR ALTERNATIVES

WHITE-LABEL PLATFORM	OTHER UK AGENCY	PXL DESIGN
<p><b>~£4,000 / month</b></p> <p>Per-seat licensing, integrations, managed service, support tiers</p>	<p><b>£50-80k+ build</b></p> <p>Discovery often skipped or bundled; no ongoing relationship</p>	<p><b>£4k discovery + £18-25k build</b></p> <p>Plus a monthly retainer for ongoing product growth</p>
<p>Generic UI, lock-in, no IP, looks like every other clinic portal</p>	<p>Static build, no MVP-first thinking, no design system you own</p>	<p>Bespoke design, full IP ownership, mobile-app-ready, you own everything</p>
<p><b>£144,000</b></p> <p>Over 3 years</p>	<p><b>£50-80k</b></p> <p>Upfront, plus ongoing</p>	<p><b>£22-29k</b></p> <p>Upfront, plus £2-3.5k/mo retainer</p>

*White-label estimate based on per-seat licensing, integration fees, and managed service costs typical to clinics like MJJ. Agency build estimate based on UK market rates for comparable patient-portal projects.*

BEHIND THE WORK

# A senior designer, AI-augmented, with one accountable lead.



You work directly with Ismail, who has spent eight years inside agencies designing software for some of the largest brands in the world. Most recently at **SoBold**, the digital enterprise platform agency, and previously at **Design Studios**, the branding agency behind Airbnb, Powerleague, and many more.

The honest truth: most large agencies you could approach for a project like this would charge five to six figures and then contract the work out to a senior designer. We're cutting out the middle layer. You get the senior designer directly, with a managed team underneath, at a fraction of the cost.

[LINKEDIN](#)

[ismailqureshi3iq](#)

[PXL PORTFOLIO](#)

[pxldesign.agency](#)

[SOBOLD PROFILE](#)

[sobold.co.uk](#)

Underneath the design lead is a small, trusted team of senior developers, overseen and quality-assured in the UK, with modern AI workflows compressing build timelines and keeping costs lean. Quality stays high because the judgement underneath is still senior, experienced, and accountable. Nothing gets shipped with corners cut.

THE RETAINER · WHAT IT ACTUALLY IS

Frame the retainer this way: you're getting the equivalent of a senior UI/UX designer plus development and infrastructure resources, on tap, every month. A senior product designer alone in London costs £75–95k a year fully loaded. The retainer covers that, plus engineering, hosting, video API, and ongoing growth, for **£24–42k a year**. We can scale the resources up as the platform grows.

### Design & development sprints

Allocated days each month for new features, Phase 2 build-out, fixes, integrations. Specialists assigned as needed.

### Hosting, video & running costs

Vercel, video API, notifications, document storage. All managed, all transparent, no markup surprises.

### Maintenance & ongoing support

Security patches, dependency updates, bug fixes, uptime monitoring. Someone to call when something matters.

### Marketing material & add-ons

Ongoing design for launch and growth assets. Bigger pieces scoped per month: mobile app, complex integrations.

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WHERE THIS GOES FROM HERE

## Confirm discovery. Lock the start date.

Phase 1 is fixed at £4,000. 50% on agreement to lock the four-week sprint, 50% on completion. At the end you have nine deliverables, a working prototype, and a firm quote for the build. From there, the decision is yours.

Confirm discovery

Revisit prototype

### STANDARD TERMS

#### Payment

Discovery: 50% on agreement, 50% on completion. MVP build: 50% on start, 50% on launch. Retainer: monthly in advance. No late fees ever. Payment terms 14 days from invoice.

#### Ownership

You own every artefact produced. Design files, source code, documentation, written deliverables. PXL retains the right to display the work in its portfolio and reuses no client-specific code or content across projects.

#### Validity

This proposal is valid for 14 days from the date of issue. Pricing and timelines may shift if accepted after that point, in line with team availability.

#### PREPARED BY

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