PROJECT DOCUMENTATION

Nutricrave

How an online nutrition practice replaced a clinic system built for waiting rooms with a website that books and an admin that runs the practice.

DURATION	LANGUAGES	CHECKS	STATUS
1 month	EN and AR	169	Live, v1.6.8
Discovery to support	Every page twice	Automated, every release	nutri-crave.com

CLIENT Nutricrave	REFERENCE PD-Ektra_0004	DURATION 1 month
CATEGORY Websites	VERSION 1.0	PREPARED BY Ektra Tech

IN THIS DOCUMENT

01 Overview 02 The constraint 03 How we found it 04 The solution
05 Modules and features 06 How it works 07 Project steps 08 Screens 09 Delivery timeline
10 Results 11 Support and next steps

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01 OVERVIEW

The project at a glance

Nutricrave is a fully online clinical nutrition practice. Ektra built its public website, where clients book without an account, and the in-house system behind it, where the practice runs.

CLIENT **Nutricrave**	KIND OF PROJECT **Website and in-house system**	PLATFORM **Web, phone first**	DURATION **1 month**
DELIVERED BY **Ektra Tech**	STATUS **Live, version 1.6.8**	LANGUAGES **English and Arabic**	LIVE LINK **nutri-crave.com**

SITE PAGES
EN + AR twins
Home, about, topics, booking

ADMIN MODULES
10
Appointments to settings

BRANDED PDFS
6 kinds
Plans, letters, invoices

02 THE CONSTRAINT

What held the client back

The practice ran on a clinic system made for a physical clinic: queues, waiting times, in-person treatments and a checkout desk, for a doctor who sees every client online.

- **Wrong shape:** the appointment board was built around clinic treatments and a waiting room the practice does not have.
- **Bookings by message:** clients asked for a time on chat; the doctor answered, confirmed and reminded by hand.
- **Intake on paper:** the doctor's own questionnaire, fourteen numbered questions, was filled in by message before every first visit.
- **No place to be found:** the practice lived on a social profile; search engines and AI assistants had nothing to read.

03 HOW WE FOUND IT

Discovery

We photographed the system the doctor used, screen by screen, and kept only what an online practice needs.

01 **Read the old screens.** The appointments board, the patient form, the In-Body tab, the plans, the doses, the prescriptions, as they were.

02 **Dropped the clinic.** Queues, waiting times, clinic treatments and the checkout desk were left out; consultations became online meetings or phone calls.

03 **Kept the doctor's form.** His intake questionnaire became the Intake tab, question by question, and the In-Body reading a measurement charted over time.

04 **Watched clients book.** How a client chooses a goal, a visit type and a time, and what they need to send before the first meeting.

04 THE SOLUTION

What Ektra built

A phone-first website that books, an admin that runs the practice, and documents that leave the system looking like the brand.

- A public site in English and Arabic: five goals, a starting point readout, how it works, a sample plan to flip through, client feedback and the questions clients ask.
- Booking without an account: goal, online meeting or phone call, free times shown in Cairo and in the client's own time, the intake or a follow-up update, documents, consent.
- Confirmation and reminder emails with a signed link to move, cancel or add the appointment to a calendar.
- The admin: overview, appointments, patients with intake and history, In-Body readings, documents, nutrition plans, care and billing, website content, users and roles.
- Branded PDFs from the practice's own document kit: nutrition plan, follow-up letter, lab summary, food exchange list in Arabic, package offer and payment invoice.
- Findable by design: server-written titles per page, structured data, a sitemap with language twins, prerendered text, a file for AI assistants, instant indexing.

One rule for every screen: clients never sign in. The doctor records sessions, plans and progress himself; the website only has to book well and be found.

The stack

SERVER **Node.js, Express**	DATABASE **PostgreSQL**	SITE AND ADMIN **React, Vite, plain CSS**	LIVE UPDATES **Socket.io**
EMAILS **Branded, light and dark**	DOCUMENTS **Headless Chrome PDF**	SEARCH **JSON-LD, sitemap, llms.txt**	HOSTING **One app, two hostnames**

05 MODULES AND FEATURES

What the system holds

The public site, then the ten admin modules behind it.

MODULE	WHAT IT DOES	STATUS
S1 Client site	Home, about, the nutrition topics, Arabic twins, the booking pop-up, the manage-appointment page	Live
A1 Overview	Requests waiting, today's appointments, patients needing attention, recently added	Live
A2 Appointments	Calendar (month, week, phone agenda), request queue, confirm or decline with an email, working hours, closures	Live
A3 Patients	Records with a code, the intake questionnaire, appointments, documents, history, private notes	Live
A4 In-Body and plans	Readings charted over time, nutrition plans by week, clinical assessment	Live
A5 Care and billing	Packages, payments and payment methods, invoices	Live

MODULE	WHAT IT DOES	STATUS
A6 Documents	InBody, lab, prescription and meal photos, checked by content, moved to the patient on confirm	Live
A7 Website	Client feedback with the original words, the tips strip, the questions clients ask	Live
A8 Users and roles	Accounts, create, read, update and delete per module per role	Live
A9 System log, settings	Every change and sign-in; slot length, notice hours, days ahead, the practice clock	Live

Features worth a line

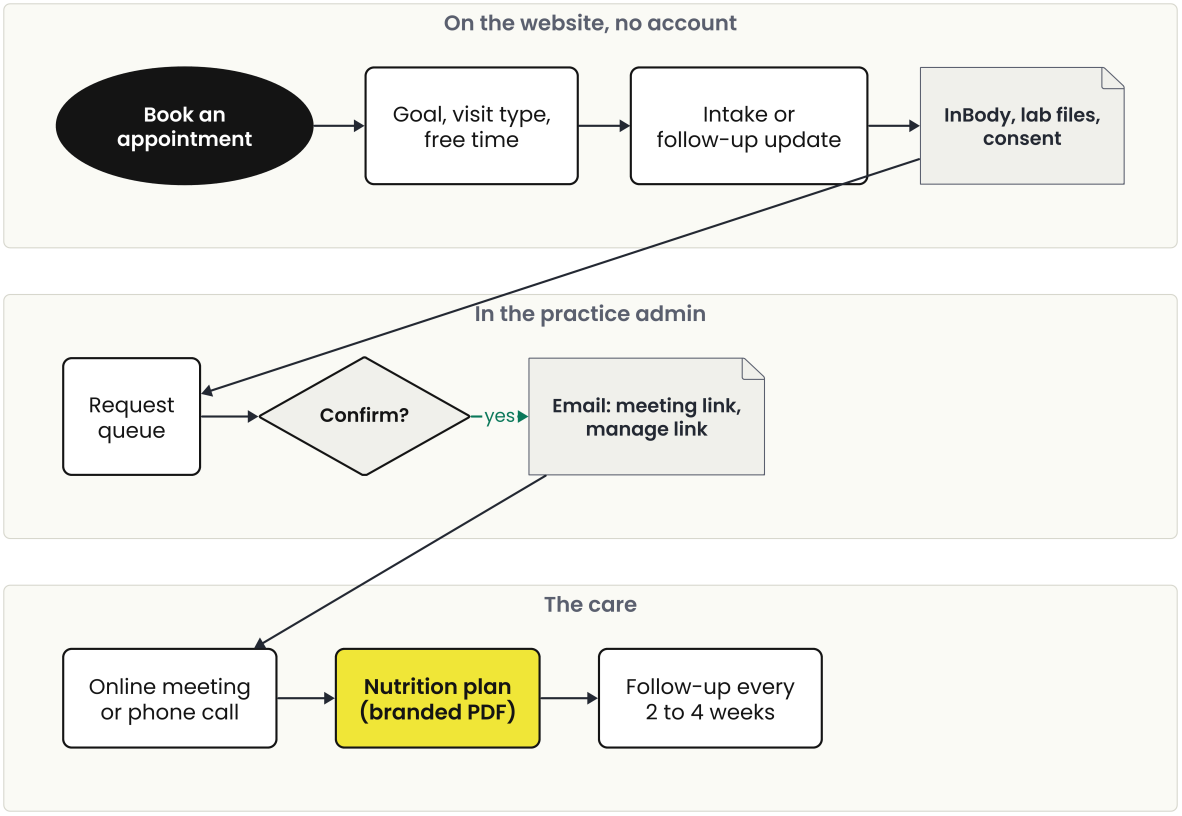
- Free times from working hours, shown in two time zones
- Signed link to move or cancel from every email
- A starting point readout clients try before booking
- Dark by default, with a light theme
- Intake or follow-up update inside the booking
- Duplicate patient warning on add
- A sample plan to flip through, eight pages
- Search engines and AI assistants read every page

06 HOW IT WORKS

The flow, start to end

From a tap on "Book an appointment" to a plan the client follows, nothing is rushed on the day: most questions are answered before the two meet.

FROM BOOKING TO A PLAN THE CLIENT KEEPS



01 **Book.** The client picks a goal, an online meeting or a phone call, and a free time; fills in the intake or a follow-up update; uploads InBody or lab files; gives consent.

02 **Confirm.** The request lands in the queue; the doctor confirms (opening or linking the patient) or declines; the client gets an email with the meeting link and a manage link.

03 **Meet.** History, body composition and lab results, gone through together, one to one.

04 **Plan.** A nutrition plan leaves the system as a branded PDF in English or Arabic: targets, the day, swaps, shopping list, the next review.

05 **Follow up.** Every two to four weeks a new reading, the plan adjusted, the client's history growing in one record.

07 PROJECT STEPS

1 month, seven phases

Every Ektra project runs the same seven phases; here is what each one did for Nutricrave and the share of the 1 month it took.

PHASE	WHAT WAS DONE	SHARE	TIME
01 Discover	Photographed the old clinic system Read the doctor's intake questionnaire	10%	3 days
02 Plan	Modules named after the old screens Booking rules: slots, notice, days ahead	7%	2 days
03 Design	Phone-first site in the brand's colours The booking pop-up step by step	17%	5 days
04 Build	Site, booking, emails, admin modules Document kit, Arabic twins, search setup	40%	12 days
05 Test	169 automated checks against the running API Emails tested light, dark and on a phone	10%	3 days
06 Launch	Two hostnames, one app Search Console, Bing and instant indexing	6%	2 days
07 Support	Releases 1.1 to 1.6.8 from the doctor's notes Topics, FAQ, readout and plan preview added	10%	3 days

Share of the duration

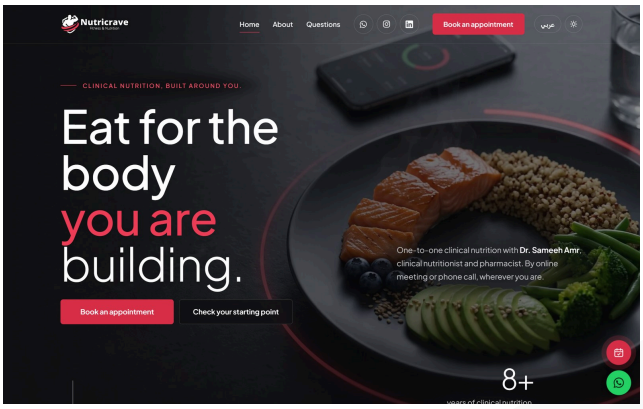


08 SCREENS

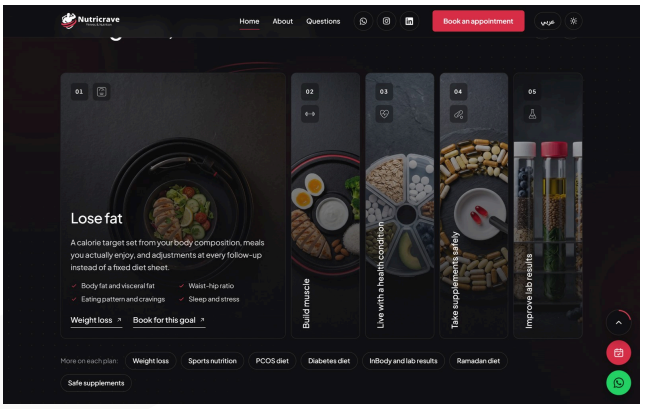
Real screens

Real pages of the live site and real screens of the admin, with demo data.

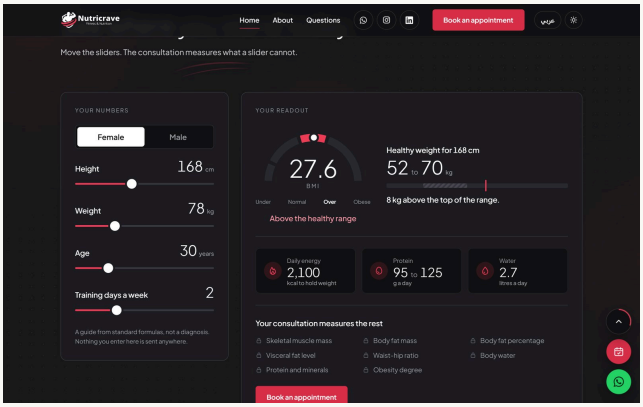
NUTRICRAVE, AS DELIVERED



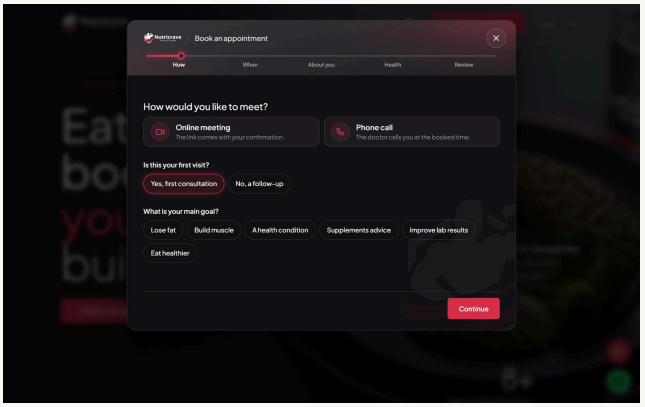
Home: one line, one promise, one button



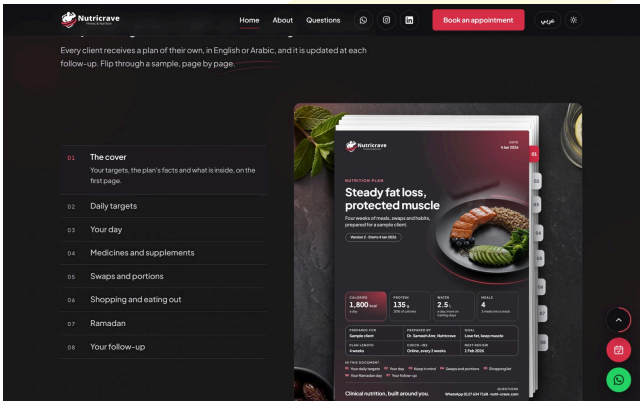
Five goals, one method



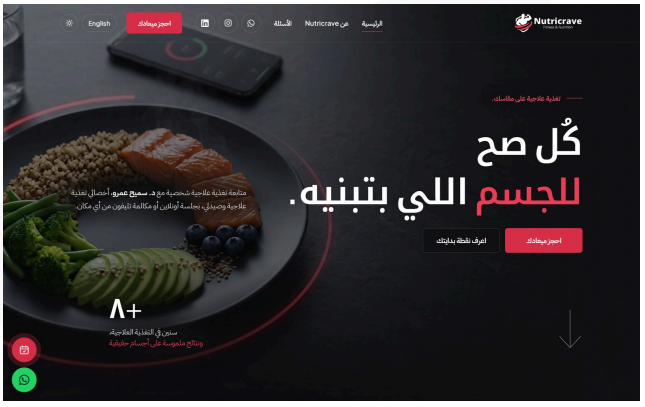
The starting point readout clients try before booking



The booking pop-up, step one

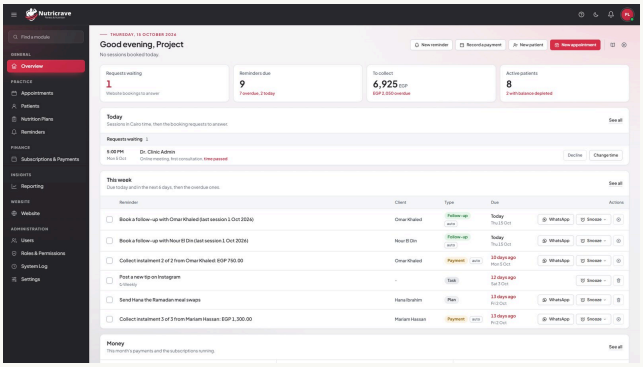


A sample plan to flip through

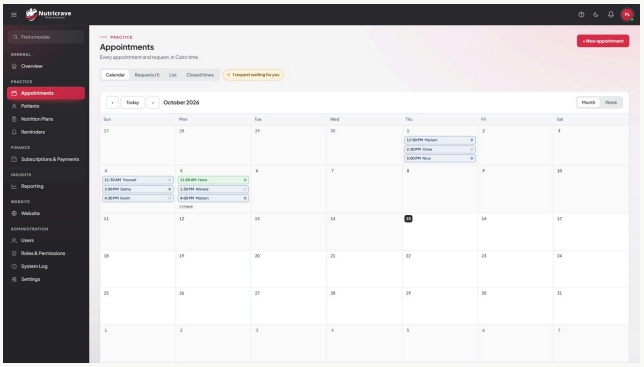


The Arabic twin of the home page

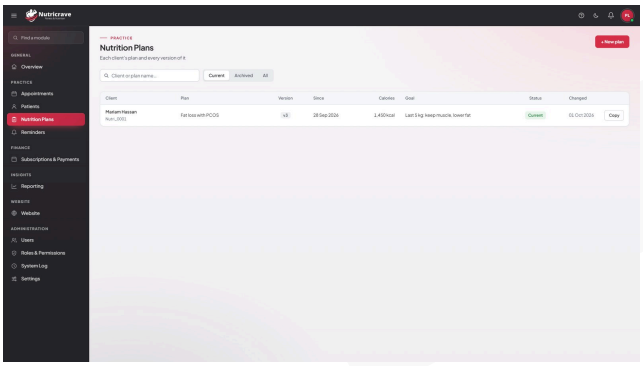
NUTRICRAVE, AS DELIVERED



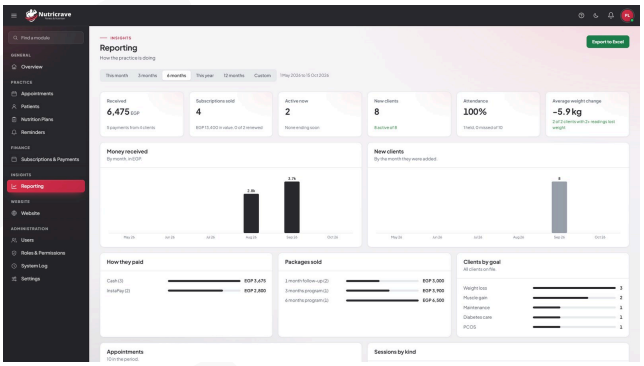
Admin overview: requests waiting, reminders, money to collect



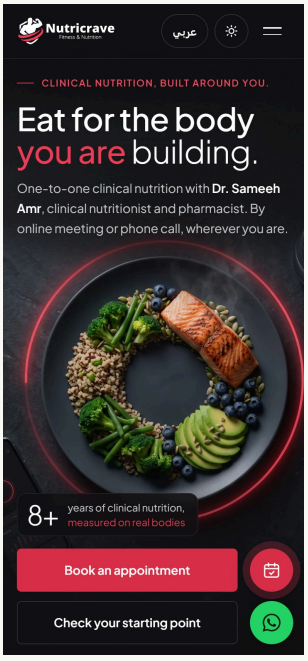
Admin appointments: the calendar and the request queue



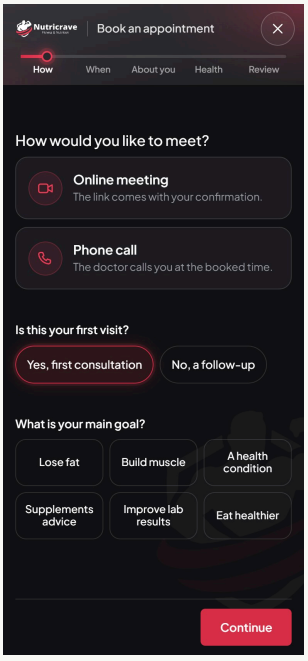
Admin nutrition plans, one per client



Admin reporting: money, packages, clients by goal



Home on a phone



Booking on a phone

09 DELIVERY TIMELINE

30 days end to end

The 1 month, phase by phase, from the first conversation to the first weeks in use.

DAYS 1 TO 3 **Discover**
What stays, what goes, what moves online.

DAYS 4 TO 5 **Plan**
Data model and release plan.

DAYS 6 TO 10 **Design**
Site and admin screens approved.

DAYS 11 TO 22 **Build**
The site and the admin, release by release.

DAYS 23 TO 25 **Test**
Booking, intake, documents and content proven.

DAYS 26 TO 27 **Launch: go-live**
The practice live and findable.

DAYS 28 TO 30 **Support**
A site that keeps getting found.

10 RESULTS

What changed

The practice books itself, runs from one record per client, and can be found.

- Clients book in two minutes without an account, in their own time zone, and manage the appointment from the email.
- The intake arrives before the meeting, so the consultation is spent on the client.
- Every plan, letter and invoice leaves the system in the brand, in English or Arabic.
- Every page is readable by search engines and AI assistants, with a sitemap, structured data and instant indexing after each deploy.

> Booking volumes are the practice's own and are not published.

11 SUPPORT AND NEXT STEPS

After launch

Live since version 1.0 and at version 1.6.8 today, with the house release procedure behind it.

- **Releases:** one command deploys both hostnames; after a page changes, indexing is requested from the search engines.
- **Content:** feedback, tips, questions and topics are edited in the admin, not in code.
- **Tests:** 169 checks run against the running API before a release.

Next steps

- More nutrition topics as the doctor writes them
- Online payment for packages when the practice wants it

End of document
Version 1.0. A website that books and a system that runs the practice: info@ektra-eg.com.

REFERENCE
PD-EKTRA_0004