

UI/UX DESIGN DOCUMENT

We Care Special Need Concierge Service

Version 1.1 · June 16, 2026 · Mockups for FR-01 through FR-70

Design System (Flyer-Guided)



All mockups follow the company flyer: deep navy + bright cyan on white, Montserrat headings, compassionate transport imagery, flat icons in cyan circles.



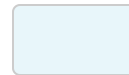
Navy
#0D2B4E



Cyan
#00B4D8



White



Sky #E8F6FA



Alert

6.1 Public Website



COMPASSIONATE CARE. RELIABLE TRANSPORT. PEACE OF MIND.

NON-EMERGENCY TRANSPORTATION · NASSAU, BAHAMAS

BOOK NOW — CALL TO ACTION

[Van with wheelchair lift — staff assisting passenger] *Hero photography from flyer*



Wheelchair Transport



Elderly & Special Needs



Medical Appointments



Concierge Service

🛡️ Safety First

👥 Experienced Staff

👍🕒 Punctual Service

Serving Nassau & surrounding areas · Call us today!

FR-01: Hero, services summary, prominent Book Now CTA — matches flyer layout and tone.

WE CARE **CONCIERGE**

OUR SERVICES & PRICING



Non-Wheelchair Round Trip

\$50.00

per round trip



Wheelchair Round Trip

\$60.00

per round trip

BOOK YOUR TRIP

FR-02: Clear \$50 / \$60 round-trip rates with wheelchair distinction.

About Us & Contact Us

ABOUT US

We Care Special Need Concierge Service provides compassionate, non-emergency transportation for handicapped passengers across Nassau. Our trained staff and wheelchair-accessible vans ensure safe, dignified travel to medical appointments and daily needs.

CONTACT US

 (242) XXX-XXXX info@wecarespecialneed.bs Nassau, Bahamas

Name

Message

SEND MESSAGE

FR-03: About Us and Contact Us pages with company story and inquiry form.

Responsive Layout

FR-04



FR-04: Mobile-first responsive design across breakpoints.

SEO Foundation & Analytics

FR-05 · FR-06

```
<title>We Care Special Need Concierge Service | Nassau Transport</title>
<meta name="description" content="Non-emergency wheelchair & special needs transport...">
<script type="application/ld+json">{ "@type": "LocalBusiness", "name": "We Care..." }</script>
<!-- GA4: G-XXXXXXX -->
<!-- gtag('event', 'conversion', { send_to: 'AW-XXXX/YYYY' }) -->
```

sitemap.xml · robots.txt · Search Console verified

FR-05: Meta tags, sitemap, robots.txt, LocalBusiness schema. **FR-06:** GA4 + Google Ads conversion tracking.

Privacy Policy & Terms of Service

FR-07

Privacy Policy

Data collection, Bahamian Data Protection Act compliance, NIB and hospital referral handling (Phase 2)...

</privacy>

Terms of Service

Cancellation policy, liability, booking terms, refund conditions...

</terms>

Linked in site footer on every page

FR-07: Privacy Policy and Terms of Service pages.

6.2 Booking Module

1. Details

2. Time

3. Review

4. Pay

Full Name *

Mary Johnson

Phone *

(242) 555-0100

Email *

mary@email.com

Passengers

1



Pickup Address *

123 Bay Street, Nassau

Drop-off Address *

Princess Margaret Hospital

Pickup Date *

06/20/2026



Pickup Time *

08:00 AM



Return Time *

02:00 PM



Wheelchair Required?

No



Special Instructions

Please wait at main entrance

**FR-08:** All required booking fields captured with validation.

Time-Slot Selection

FR-09

Select an available pickup window for June 20, 2026:

7:00 AM	8:00 AM	9:00 AM	10:00 AM
11:00 AM	12:00 PM	1:00 PM	2:00 PM

Availability rules TBD — greyed slots are fully booked.

FR-09: Real-time availability / time-slot selection.

Dynamic Pricing

FR-10

Wheelchair?

No — \$50.00 round trip

Wheelchair?

Yes — \$60.00 round trip

Your Total

\$50.00

Round trip · Non-wheelchair

Your Total

\$60.00

Round trip · Wheelchair accessible van

FR-10: Price updates automatically based on wheelchair selection.

Review & Confirm

FR-11

Field	Value	
Customer	Mary Johnson	Edit
Route	123 Bay St → PMH	Edit
Date/Time	Jun 20, 8:00 AM (return 2:00 PM)	Edit
Wheelchair	No	Edit
Total	\$50.00	

PROCEED TO PAYMENT

FR-11: Client + server validation; review step before payment.



Booking Confirmed!

Your reference number:

WCC-2026-00123

Persisted to database · confirmation email & SMS sent

FR-12: Unique booking reference assigned and stored.

6.3 Payment Processing

 Secured by RBC Payment Gateway

Amount due: **\$50.00 BSD**

Card Number

4111 1111 1111 1111

Expiry

MM/YY

CVV

123

Name on Card

Visa Mastercard

PAY \$50.00

Card data never touches our servers (PCI-DSS)

FR-13: Visa & Mastercard. **FR-14:** Hosted gateway — no card data on our servers.

Settlement & Receipt

FR-15 · FR-16

Settlement Flow

Customer pays → RBC Gateway → Owner's Bahamian bank account

Transaction ID: TXN-88421

Receipt — WCC-2026-00123

To: mary@email.com

Payment of **\$50.00 BSD** received.

Visa •••• 4242

Date: Jun 16, 2026

FR-15: Funds settle to Bahamian bank. **FR-16:** Receipt emailed and transaction recorded.

Failed Payment

FR-17



Payment Declined

Your card was declined. Please try again or use a different card.

RETRY PAYMENT

Change Card

FR-17: Graceful failure handling with retry path.

Refund Workflow

FR-18

Triggered when admin declines a paid booking:

1. Admin clicks Decline on WCC-2026-00123
2. Gateway API initiates full refund to card
3. Customer notified (FR-23)
4. Booking status → Declined · Refund Pending → Refunded

Refund TXN-88421-R · \$50.00 · Expected 3–5 business days

FR-18: Automated refund when admin declines a paid booking.

6.4 Notifications

Customer EmailFR-19

Booking Confirmed — WCC-2026-00123

To: mary@email.com

Dear Mary,

Your trip is confirmed for Jun 20 at 8:00 AM.
Pickup: 123 Bay Street
Total paid: \$50.00

 calendar-invite.ics attached

Owner EmailFR-20

New Booking — WCC-2026-00123

To: owner@wecarespecialneed.bs

New paid booking received.
Mary Johnson · (242) 555-0100
Jun 20, 8:00 AM · \$50.00

 calendar-invite.ics attached

Customer SMSFR-21

We Care Concierge → (242) 555-0100

We Care: Your trip WCC-2026-00123 is confirmed for Jun 20 at 8:00 AM. Pickup: 123 Bay St. Reply HELP for support.

Owner SMSFR-22

NEW BOOKING WCC-2026-00123: Mary Johnson, Jun 20 8AM, \$50. Non-wheelchair. 123 Bay St → PMH.

FR-19–FR-22: Email + SMS to customer and owner on successful payment.

Decline NotificationFR-23

Booking Declined — WCC-2026-00123

We're sorry — your booking for Jun 20 could not be accommodated (overbooking). A full refund of \$50.00 has been initiated. Refund within 3–5 business days.

We Care: Booking WCC-2026-00123 declined. Full \$50.00 refund processing. Call (242) XXX-XXXX with questions.

FR-23: Customer notified via email + SMS when appointment declined, including refund status.

Template Approval (Admin)

FR-24

Template	Channel	Status	Action
Booking Confirmation	Email	Approved	Preview
Booking Confirmation	SMS	Pending Owner Review	Approve / Edit
Decline + Refund	Email + SMS	Pending Owner Review	Approve / Edit

FR-24: All templates reviewed and approved by owner before launch.

6.5 Calendar Integration

.ics Calendar Invite

FR-25

```
BEGIN:VCALENDAR
BEGIN:VEVENT
DTSTART:20260620T080000
DTEND:20260620T140000
SUMMARY:We Care Transport – WCC-2026-00123
LOCATION:123 Bay Street, Nassau
DESCRIPTION:Round trip to Princess Margaret Hospital
END:VEVENT
END:VCALENDAR
```

Attached to confirmation emails for **both** customer and owner.

FR-25: Mandatory .ics calendar invite on confirmation emails.

Google Calendar Sync (Optional)

FR-26

Admin Settings → Connect Google Calendar

AUTHORIZE GOOGLE



Owner's Google Calendar

We Care — Mary Johnson pickup 8:00 AM

FR-26: Optional push to owner's Google Calendar via API.

6.6 Admin Backend

Admin Login

FR-27

WE CARE ADMIN

Username

Password

SIGN IN

Password complexity enforced · Rate-limited after 5 failed attempts

FR-27: Secure login with complexity rules and brute-force protection.

Dashboard

FR-28

ADMIN

Dashboard

Bookings

Reports

Templates

Settings

All Dates

All Statuses

Ref	Customer	Date	Amount	Status
WCC-2026-00123	Mary Johnson	Jun 20	\$50	Paid
WCC-2026-00124	John Smith	Jun 21	\$60	Pending

FR-28: Upcoming bookings, filterable by date and status.

Booking Detail

FR-29

WCC-2026-00123

Customer: Mary Johnson

Phone: (242) 555-0100

Email: mary@email.com

Payment: \$50.00 · Visa •••• 4242 · Paid

Route: 123 Bay St → PMH

Time: Jun 20, 8AM–2PM

Wheelchair: No

Status: Confirmed

FR-29: Full booking details view.

Decline Booking

FR-30

Decline WCC-2026-00123?

Reason (optional)

Overbooking – no vehicle available

This will notify the customer and initiate a \$50.00 refund.

Confirm Decline & Refund

FR-30: Decline triggers notification + automated refund.

Accept / Complete

FR-31

MARK ACCEPTED

Mark Completed

Status flow: Paid → Accepted → Completed

FR-31: Mark booking as accepted or completed.

Manual Phone-In Entry

FR-32

+ NEW MANUAL BOOKING

Same form as FR-08 with option to mark payment as "Cash" or "Card (manual)"

FR-32: Manual booking entry for phone-in customers.

Reporting

FR-33

24

Bookings This Week

\$1,280

Revenue This Week

3

Wheelchair Trips

[Bar chart: bookings per day]

FR-33: Basic bookings and revenue reporting.

Password Reset & 2FA

FR-34

Reset Password

Email

SEND RESET LINK

Two-Factor Auth

Enter the 6-digit code sent to your phone:

FR-34: Password reset and optional 2FA.

Audit Log

FR-35

Timestamp	User	Action	Details
Jun 16 10:42	admin	LOGIN	Success
Jun 16 10:45	admin	DECLINE	WCC-2026-00120 · Refund initiated
Jun 16 11:02	admin	REFUND	TXN-88420-R · \$60.00

FR-35: Audit log of admin actions.

6.7 SEO & Google Ads

On-Page SEO Elements

FR-36

- Unique title tags per page (< 60 chars)
- Meta descriptions (< 160 chars)
- Alt text on all images (wheelchair van hero)
- Semantic HTML (header, nav, main, footer)
- Target load < 3s on 4G

Sitemap & robots.txt

FR-37

```
# robots.txt
User-agent: *
Allow: /
Sitemap: https://wecarespecialneed.bs/sitemap.xml
```

Google Search Console

FR-38

✓ Domain verified · Sitemap submitted · 12 pages indexed

Google Ads Conversion

FR-39

Conversion event booking_complete fires on payment success page (FR-12) → reported to Google Ads dashboard.

Paid Ad Landing Page

FR-40

NEED SAFE TRANSPORT IN NASSAU?

Wheelchair-accessible vans · \$50–\$60 round trip

[BOOK NOW — LIMITED SLOTS](#)

Minimal nav · single CTA · matches ad copy

Keyword Research Deliverable

FR-41

Keyword	Volume	CPC Est.	Landing Page
wheelchair transport nassau	Med	\$1.20	/landing/wheelchair
medical transport bahamas	Low	\$0.90	/landing/medical
dialysis transportation nassau	Low	\$1.50	/landing/dialysis

15. Social Services Integration (Phase 2)

Social Services Client ToggleFR-42

Are you a Ministry of Social Services client?

Toggle reveals NIB field and alternate pricing path (Stack A/B/C TBD).

NIB Number CaptureFR-43

National Insurance Board (NIB) Number *

A-123456

Format validated · Stored once per client for reuse

Alternate Pricing / BillingFR-44

Stack A — Co-pay

Your co-pay: \$15.00

Ministry covers: \$35.00

Stack B — Full Sponsor

Your co-pay: \$0.00

Ministry billed: \$50.00

Bypass Card PaymentFR-45



Sponsored Trip — No Payment Required

This trip will be billed to the Ministry of Social Services.

CONFIRM SPONSORED BOOKING

Per-Trip Funding Ledger

FR-46

Trip Ref	NIB	Funding Source	Client Paid	Ministry Billed
WCC-2026-00200	A-123456	Social Services	\$0	\$50
WCC-2026-00201	—	Self-pay	\$60	\$0

Monthly Ministry Invoice

FR-47

GENERATE JUNE 2026 INVOICE

 Ministry_Invoice_2026-06.pdf  Ministry_Invoice_2026-06.csv

42 trips · \$2,100.00 total · Breakdown by NIB and program

NIB Consent Capture

FR-48



I consent to We Care Special Need Concierge Service sharing my NIB number with the Ministry of Social Services for eligibility verification and billing purposes, in accordance with the Bahamian Data Protection Act.

No-Show Tracking

FR-49

NIB	Client	No-Shows (90d)	Action
A-123456	James P.	1	—
B-789012	Rosa M.	3	Flagged

Standing Orders (Dialysis)

FR-50

Recurring: Mon / Wed / Fri · 6:00 AM · Home → Dialysis Clinic
NIB: A-123456 · Funding: Social Services · Next 4 weeks auto-generated

Edit Standing Order

+ NEW STANDING ORDER

⚠ SOCIAL SERVICES — DO NOT COLLECT CASH
Trip: WCC-2026-00200 • NIB A-123456
Pickup: 45 Coral Rd → Dialysis Clinic • 6:00 AM
Program: Dialysis • Sponsored

Placeholder mockup — final screens depend on Ministry meeting outcome (Stack A, B, or C).

17. Health and Wellness Integration (Phase 2)

☒ Are you a Ministry of Health and Wellness referred / subsidised patient?

Toggle reveals referral fields and adjusts pricing (Options A/B/C TBD).

FR-59: Single booking flow with Ministry-referred toggle (P1).

Referral Type

Hospital referral list (E2)▼

Referral ID *

PMH-REF-2026-8842

Referring Facility

Princess Margaret Hospital▼

NIB Number (if applicable)

A-123456

FR-60: Capture referral ID and eligibility fields (E1–E5).

Bed / Stretcher Transport

FR-61



**Patient requires bed or
stretcher transport**

(cannot sit in
standard vehicle)

Equipment Required

Stretcher



Assistance Level

2 staff required



Bed Transport Surcharge

+\$40.00

Total estimate: \$100.00 round trip (wheelchair base + bed surcharge)

FR-61: Bed/stretcher booking type with equipment flag and surcharge pricing (Option B).

Health & Wellness Billing Models

FR-62

H1 — Ministry Subsidised

Patient pays: **\$0**

Ministry billed: \$50

H2 — Co-pay

Patient pays: **\$15**

Ministry covers: \$35

H4 — Discharge Voucher

Voucher redeemed at booking

Hospital billed on discharge

FR-62: Apply billing models H1–H5 per selected Option.

Bypass Payment — Ministry / Hospital

FR-63

Ministry-Sponsored Trip — No Payment Required

This dialysis trip will be billed to the Ministry of Health and Wellness.

Referral: PMH-REF-2026-8842 · Facility: Princess Margaret Hospital

CONFIRM SPONSORED BOOKING

FR-63: Bypass card payment for Ministry- or hospital-sponsored trips.

Per-Trip Funding Ledger

FR-64

Trip Ref	Referral	Funding Source	Patient Paid	Partner Billed
WCC-2026-00310	PMH-8842	Ministry of Health	\$0	\$50
WCC-2026-00311	DIS-2201	Hospital Voucher	\$0	\$100
WCC-2026-00312	—	Self-pay	\$60	\$0

FR-64: Per-trip ledger with funding source tracking.

Monthly Ministry / Hospital Invoice

FR-65

GENERATE JUNE 2026 HEALTH & WELLNESS INVOICE

HealthWellness_Invoice_2026-06.pdf HealthWellness_Invoice_2026-06.csv

68 trips · PMH: 52 · Mini Hospital: 16 · Bed transport: 8 · Total: \$3,420

FR-65: Monthly invoice generator for Ministry or hospital partners.

HOSPITAL PORTAL

New Referral

Active Referrals

Completed

Post-Discharge Bed Transport Referral

Patient Name

Robert Clarke

Discharge Date

06 / 16 / 2026



Destination

12 Palm Grove, Nassau

Authorised By

Nurse J. Thompson

Transport Type

Bed / Stretcher



SUBMIT REFERRAL TO WE CARE

Phase 1 fallback (P4): same form entered by We Care admin on behalf of hospital staff.

FR-66: Hospital/EMS referral portal (P3) or admin-only entry (P4).

Dialysis Standing Orders — PMH & Mini Hospital

Standing Order #SO-2026-0042

Patient: Maria D. · Referral: PMH-8842

Schedule: Mon / Wed / Fri · 5:30 AM pickup

Route: Home → Princess Margaret Hospital (Dialysis Unit)

Funding: Ministry of Health and Wellness · Co-pay: \$0

Edit Order

+ NEW DIALYSIS STANDING ORDER

FR-67: Recurring dialysis bookings for PMH and new mini hospital routes.

Driver Trip Sheet — Bed Transport

FR-68

BED TRANSPORT — DO NOT COLLECT CASH

Trip: WCC-2026-00311 • Discharge Ref DIS-2201
Pickup: PMH Ward 4 → 12 Palm Grove • 2:00 PM
Equipment: Stretcher • 2 staff • Ministry of Health billed

FR-68: Driver trip-sheet flags for bed transport and Ministry-referred trips.

Discharge Referral Authorisation

FR-69

Discharge Referral ID

DIS-2026-2201

Authorising Staff *

Nurse J. Thompson, RN

Role

Discharge Nurse



Hospital

Princess Margaret Hospital



I confirm this patient requires non-emergency bed transport and is authorised for Ministry/partner billing.

FR-69: Discharge referral with social worker/nurse sign-off (E3).

Reserved — Option Selection

FR-70

Placeholder mockup — final screens depend on Ministry of Health and Wellness meeting outcome (Option A: Dialysis Shuttle, B: Bed Transport, or C: Phased Combined).

FR-70: Reserved pending Option A/B/C selection from Ministry meeting.

16. AI Components (Phase 3)

Hello! I'm the We Care booking assistant. Would you like to schedule a trip?

Yes, I need a ride to dialysis Wednesday at 6am

I can help with that. Are you a Ministry-referred patient (Social Services or Health & Wellness)? If so, please provide your referral or NIB number.

Yes, A-123456

Got it. Pickup address?

Human handoff button always visible · Low-confidence → live dispatcher

Shared-Ride Route Optimization

Proposed Cluster — Jun 20, 8:00 AM → PMH

3 passengers compatible · Est. savings: \$40

ACCEPT CLUSTER

Reject — Separate Trips

No-Show Prediction

Booking	Risk Score	Action
WCC-2026-00300	High 82%	SMS reminder sent → Call scheduled
WCC-2026-00301	Low 12%	Standard reminder

[12-month trip volume forecast chart by program]

Export to Ministry dashboard · Predicted spend: \$28,400 (next 12 months)

⚠ Alert: NIB A-123456 used from 3 different phone numbers in 24 hours.

[Review](#) · [Dismiss](#) · [Flag Ministry](#)

Ask your data:

How many wheelchair trips did dialysis patients take last month?

Answer: 18 wheelchair trips for dialysis program in May 2026 · Total cost: \$1,080

[Chart: trips by week]