

1. Project Overview

This project focuses on redesigning a laptop repair service website to improve customer engagement and increase service bookings.

2. Problem Statement

Existing local repair websites lack clear navigation, trust signals, and easy booking options.

3. Target Users

Students, professionals, and freelancers who need quick and affordable laptop repair services.

4. Design Process

Research → Wireframe → UI Design → Prototype → Testing

5. Key UX Decisions

- Large CTA buttons for quick booking
- Ratings and warranty badges for trust
- Simple navigation for easy access
- Mobile-friendly layout

6. Conversion Strategy

Focused on “Book Repair”, “Free Diagnosis”, and “Call Now” buttons to improve lead generation.

7. Outcome

The final design provides a clean, modern, and user-friendly experience that encourages users to take action.