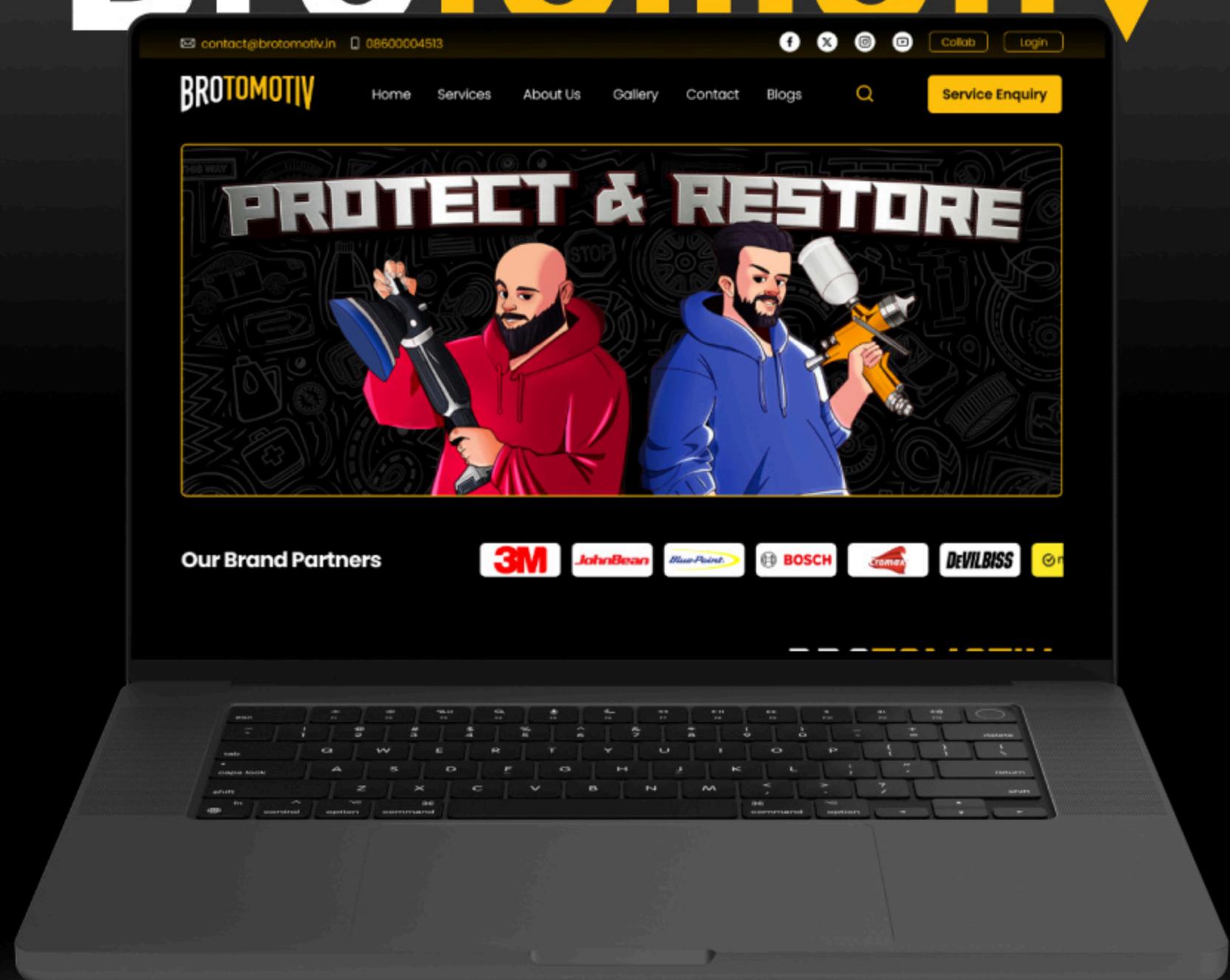


# Brotomotiv



# Redesign

# Where it was failing



## Navigation Overload

Too many equal-priority options → Slower decisions

## Heavy Text Blocks

All services shown at once → Choice paralysis

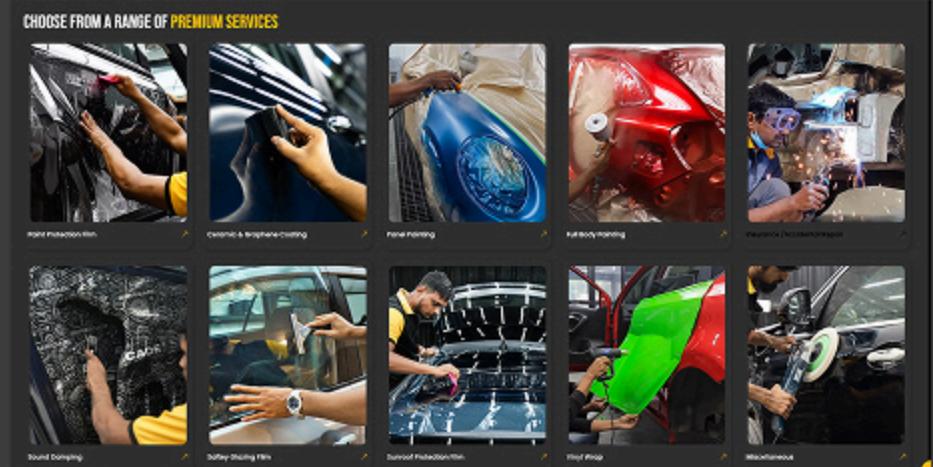


## High-Friction Lead Form

Long paragraphs → Low scannability

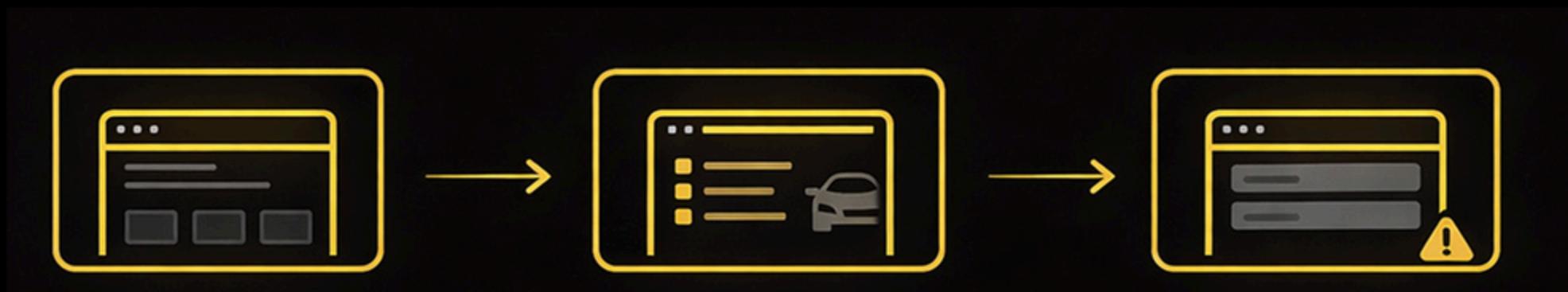
## Service Clutter

12+ fields → Drop-offs before submission



# The Approach

Redesign the structure — not the identity.  
Preserve the bold brand. Improve the decision flow.



Home Page

Service Page

Lead Page

## Clarity before persuasion

- Reduced navigation overload
- Strong, value-driven hero section
- Services grouped by user intent
- Clear primary CTA: Book Inspection
- Visual hierarchy to guide attention

## Structure builds trust

- Benefits presented before technical details
- “What’s Included” clearly defined
- Simple step-by-step process
- Visual proof & reassurance elements
- Transparent pricing direction

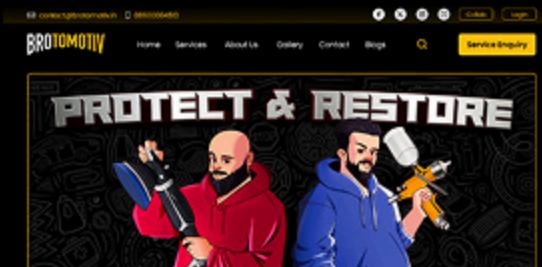
## Low friction conversion

- Reduced form fields ( $12 \rightarrow 5$ )
- Removed unnecessary data collection
- Clear promise of response time
- Strong, action-oriented CTA
- Trust signals beside the form

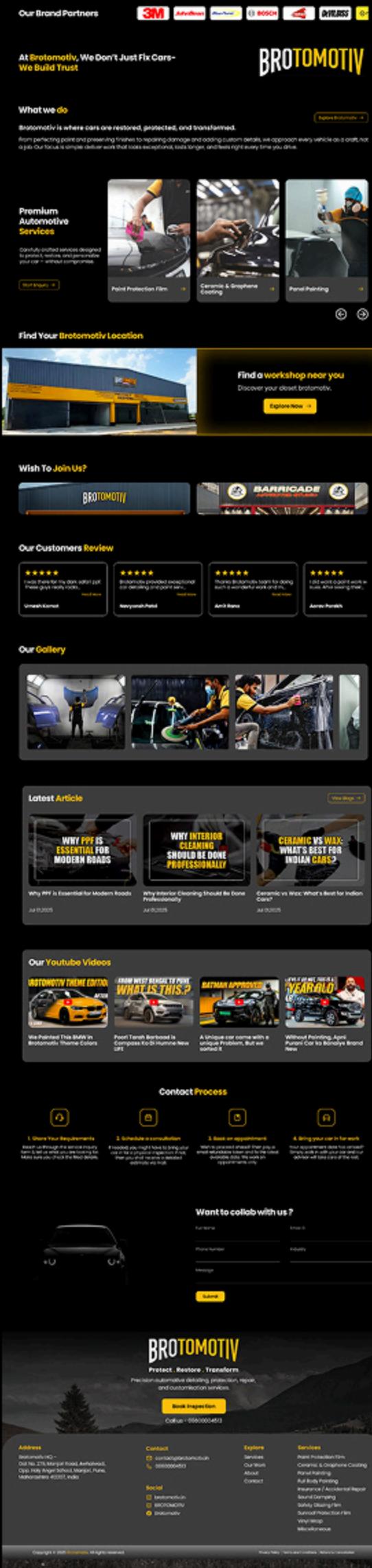
Reduce cognitive load.

Increase intent.

Design for real business impact.



# Home Page Redesign



## Service Categorisation

- Aligned services in a horizontal scroll layout
- Reduced on-screen overload
- Added “View All Services” for full exploration

## Location Visibility

- Added stronger “Find a Workshop” section.
- Improved local relevance & actionability.

## Secondary Sections Refined

- Deprioritised non-core elements.
- Reduced visual clutter.
- Improved section spacing & hierarchy.

## Footer Simplified

- Removed service duplication.
- Reduced link overload.
- One clear primary CTA.

Less scrolling confusion.

More guided decision-making.

# Service Page Redesign

From brochure-style content - to conversion-focused structure.

## Original

The original service page for Paint Protection Film (PPF) features a large banner image of a car being wrapped in film. Below the banner, the section title "PAINT PROTECTION FILM" is displayed in yellow. A detailed paragraph explains the benefits of PPF, mentioning self-healing TPU film that repairs swirl marks and scratches. A "SERVICE INQUIRY FORM" button is located at the bottom of this section. To the right, there's a "OUR PRECISE APPLICATION" section with a sub-section titled "SHIELD YOUR CAR WITH BARRICADE PAINT PROTECTION FILM". This section includes a video thumbnail showing the application process and a call-to-action button "WANT TO APPLY ENQUIRE US TODAY!". Further down, there's a "OUR APPLICATION ROOM" section with another video thumbnail and a call-to-action button "IF YOU'RE INTERESTED, FILL OUT THE ENQUIRY FORM TODAY!". At the bottom left, there's a promotional box for a "Lucrative Opportunity" to join the team, and at the bottom right, a "Book Inspection" button.

## Redesign

The redesigned service page for Paint Protection Film (PPF) has a more modern and focused design. It starts with a large banner image of a car being wrapped in film. The section title "Paint Protection Film (PPF)" is prominently displayed in yellow. A brief description highlights the invisible protection against scratches, chips, and daily wear. Below this, there are two buttons: "Book Inspection" and "Call Now". To the right, a section titled "Why Choose PPF?" lists four key benefits with icons: "Self-Healing Technology" (a circular icon with a heart), "Protection Against Stone Chips" (a shield icon with a checkmark), "Preserves Paint & Glass" (a globe icon with a checkmark), and "Up to 10-Year Warranty" (a checkmark icon). Further down, a section titled "What's Included" lists four steps with icons: "Full Surface Decontamination" (checkmark), "Precision-cut PPF application" (checkmark), "Detail-oriented edge finishing" (checkmark), and "Final quality inspection" (checkmark). A "Our Application Process" section shows a four-step timeline: Step 1 (Inspect), Step 2 (Prepare), Step 3 (Apply), and Step 4 (Deliver). At the bottom, a large callout box states "Starting from ₹19,999" with a "Book Inspection" button.

- Long paragraphs
- Weak CTA
- No pricing clarity
- No clear process

- Benefit-first layout
- Strong CTAs
- Structured sections
- Clear process
- Pricing anchor

# Enquiry Page Redesign

From friction-heavy - to action-focused.

## Original

Service Enquiry Form

Full Name\* Phone Number\*

Email\*

State / UT\* City\* Pincode\*

Car Manufacturer\* Model Name\*

My Vehicle is Un-Registered

Registration No. Year of Manufacturing / Registration

Required Service\* How Did You Hear About Us\*

Comments or Special Requirements

SUBMIT FORM

## Redesign

contact@brotomotiv.in 08600004513

BROTOMOTIV Home Services About Us Gallery Contact Blogs

### Book Your Inspection

Get expert guidance and a personalised quote for your car.  
Response within 24 hours. No spam. No obligation.

Full Name\* Phone Number\*

Car Model\* Car Model Year\*

Select Service

Message tell us what you are looking for

Book Inspection

Why Choose Brotomotiv ?

- ✓ Experienced technicians
- ✓ Premium materials
- ✓ Transparent pricing
- ✓ Trusted by car enthusiasts

Direct contact

- 08600004513
- Contact@brotomotiv.in
- Pune, Maharashtra

- 12+ input fields
- Unnecessary data collection
- Generic “Submit Form” CTA
- No reassurance

- Reduced to 5 essential fields
- Clear response promise
- Strong “Book Inspection” CTA
- Trust signals beside form

Less friction.

More conversations.

Higher conversion potential.

# **Design is not decorative**

It's structure.

It's clarity.

It's conversion.

This redesign didn't change the brand's bold identity.  
It refined the decision flow.

**Less noise.**

**Clearer hierarchy.**

**Stronger intent.**

Scroll up and ask yourself:

Would you browse...

or would you book?

**Designed for real business impact.**

Open to feedback & collaboration.