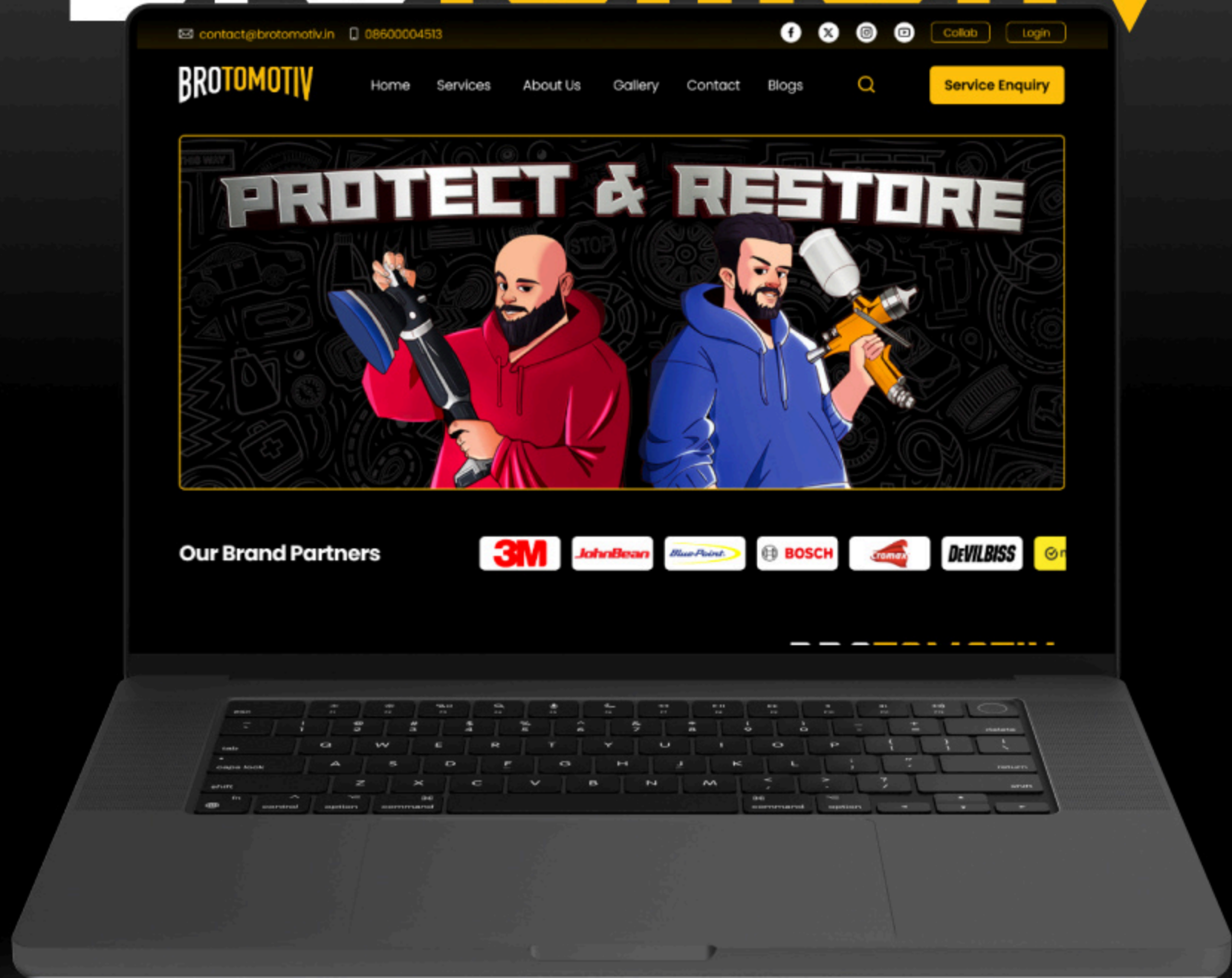


Brotomotiv



Redesign

Where it was failing



Navigation Overload

Too many equal-priority options → Slower decisions

Heavy Text Blocks

All services shown at once → Choice paralysis

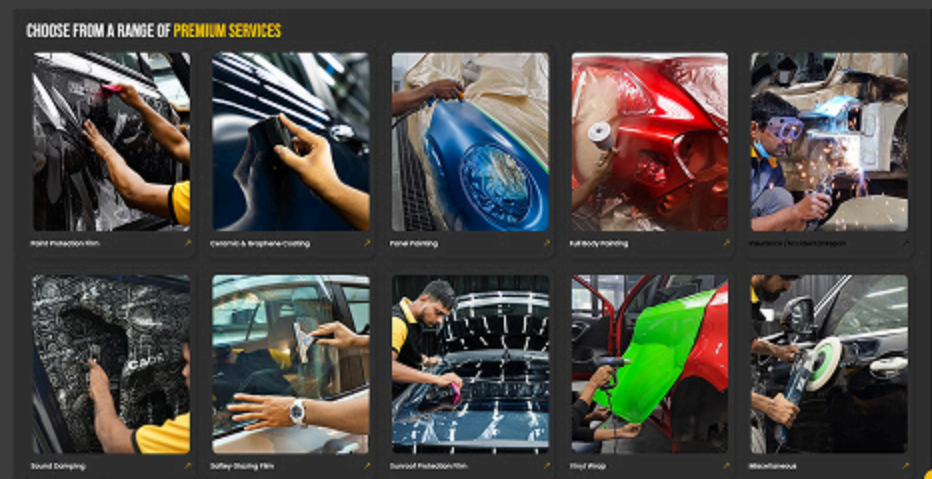


High-Friction Lead Form

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

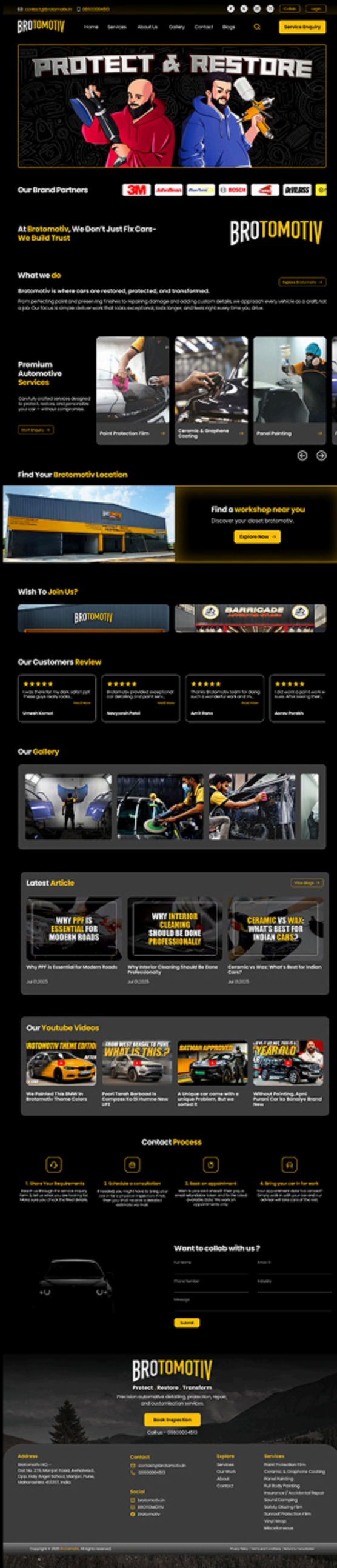
Low friction conversion

- Reduced form fields (12 → 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.

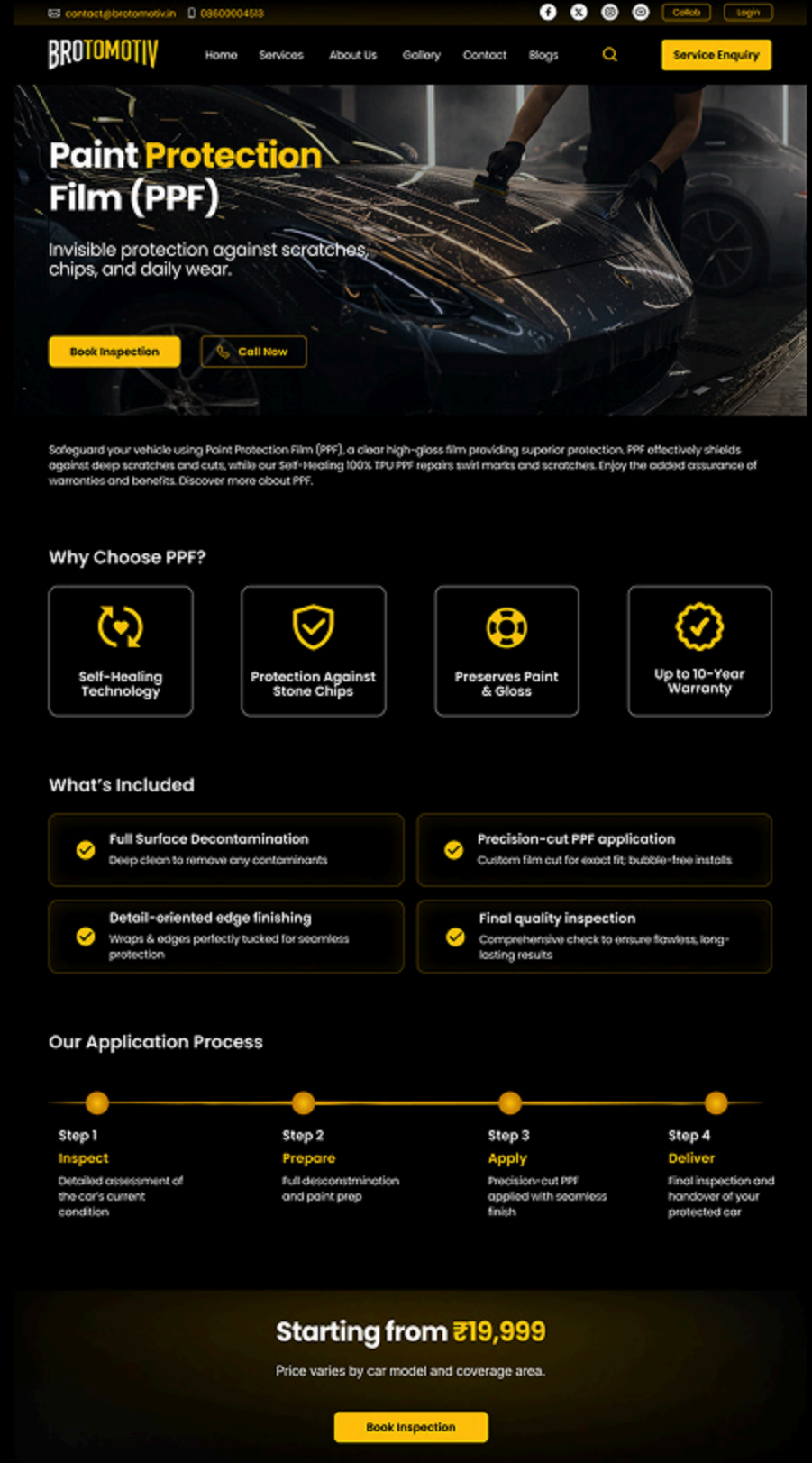
Service Page Redesign

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

Original



Redesign



- 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

The original form is a modal window titled "Service Enquiry Form". It contains the following fields:

- Full Name*
- Phone Number*
- Email*
- State / UT* (dropdown)
- City* (dropdown)
- Pincode* (text)
- Car Manufacturer* (dropdown)
- Model Name* (dropdown)
- ☐ My Vehicle is Un-Registered
- Registration No. (text)
- Year of Manufacturing / Registration (dropdown)
- Required Service* (dropdown)
- How Did You Hear About Us* (dropdown)
- Comments or Special Requirements (text area)

A "SUBMIT FORM" button is located at the bottom right of the form.

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

Redesign

The redesigned page features a hero section with the heading "Book Your Inspection" and the text "Get expert guidance and a personalised quote for your car. Response within 24 hours. No spam. No obligation." Below this is a streamlined form with the following fields:

- Full Name*
- Phone Number*
- Car Model*
- Car Model Year* (dropdown)
- Select Service (dropdown)
- Message tell us what you are looking for (text area)

A "Book Inspection" button is located at the bottom right of the form. To the right of the form, there is a "Why Choose Brotomotiv?" section with the following points:

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

Below this is a "Direct contact" section with the following information:

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

- 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.