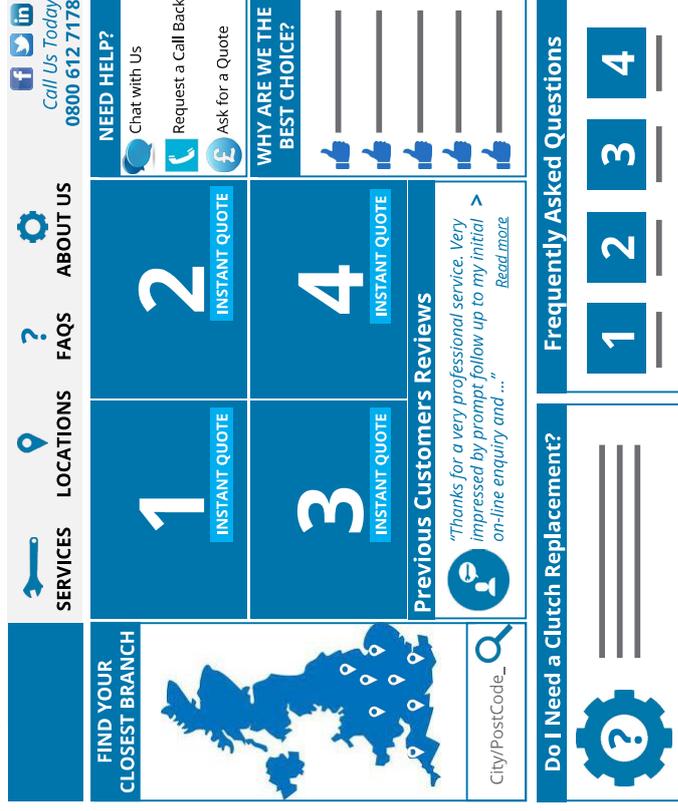


# IDEAL HOMEPAGE



- The **ideal homepage** would make it easier for users to understand the page from the beginning of their experience. To achieve this, **icons** would be used to identify the 4 new menus: **Services, Location, FAQs and About Us**
- The **Location map** would be placed above the fold on the left side and simplified with an image of the UK. Users would have to introduce either their city or postcode to find the closest branch. After clicking on the magnifier they would be taken to a new page with the new **Get a Quote Page** that would already have the location pre-selected
- **Services** would acquire more **relevance** in the page by locating all of them above the fold and being represented by images. They would show an **instant quote text** that would take the user to the **Get a Quote Page**.
- **Calls to Action** would always be **visible** on the right side of the page. Users would be able to either chat with an advisor, request a call back or ask for a quote. All these CTAs allow the company to gather data about users
- **Customer reviews** would be located in the middle of the page below the service images. These would show a selection of reviews from the company review service. When users click on **Read More** they would be taken to the original review
- Below the CTAs the **differentiation values** of the company would be showing to increase user trust
- The **Do I need a Clutch Replacement** test option would be located on the bottom left of the homepage. This would lead the user to another page to do the test
- **Frequently asked questions** would be located on the bottom right showing 4 images or questions titles for each service. Users would be taken to another page with all the other questions related to that service or to that question in particular.
- Social icons would be located to the right of the header to attract attention to the other CTA **Call Us Today**.

**This ideal homepage simplifies the current one by making the most of all the space of the page. By removing the home tab menu and changing it for the website logo, most of the elements of this ideal homepage would be located above the fold on every notebook or desktop device.**

- + **Clear**
- + **Simple**
- + **Personality**
- + **Trustworthy**
- + **Straight Forward**

# GET A QUOTE PAGE

- The ideal Get a Quote Page would have the clutch form located in the middle. The form would be simplified with icons and reduced by including the text for each field within each box. The location field is a pull-down menu on which the user can select the closest branch to their location. Individual landing pages with the location pre-selected can be created as stated before in this analysis.
- On the left side represented by icons users can see what they always get with Choice Mobile Mechanic clutch replacement service.
- There is text informing users that in order to get a 10% discount they have to fill out the form online.
- The rest of the page remains similar to the ideal Home Page, with the CTA and Choice Mobile Mechanics values on the right.

# QUOTE DETAILS PAGE

- The ideal Quote Details Page would start by asking users to select a quote for their Car Model.
- The pricing strategy to apply would be consist of 3 different quotes: Bargain, Premium and Super Premium (these names are just a reference). This pricing strategy seeks to lead the user to select the Premium quote.
- The super premium quote option would also have a similar effect as a price skimming strategy to reach customers who can offer the company a higher revenue. The idea would be to introduce another service in this option like an MOT service, breaks and pads, etc. If the vehicle is eligible for a new Flywheel, it would be also stated within this option.
- The services and options included in each quote would be detailed by icons and the differences between each option would be highlighted to make it easier for users to come to a decision.
- The users would have the option of clicking on the book now button that would take them to another page where users would be given the option of redeeming the discount either by contacting the company or requesting a call back.
- At this point, the users would have also received an email stating the 3 quotes offered.