

Project Title: Mobile Website Design for “Uber for Plumbers” – in Figma

Brand Name: InstaPlumbers

Design Brief: (Please refer to the attached wireframe for layout inspiration.)

Project Overview:

InstaPlumbers is a platform that connects homeowners with local, trusted plumbers for emergency repairs. This project aims to design a clean, modern, and mobile-friendly homepage that builds immediate trust and encourages users to book a plumber quickly and easily.

Objectives:

- Create a visually appealing and intuitive homepage
- Build trust and highlight professionalism
- Drive user action through a strong call-to-action
- Reflect the brand’s commitment to highly skilled, verified plumbers

Design Theme:

- **Tone:** Trustworthy and reliable
- **Palette:** A modern or traditional colour scheme that conveys authenticity and dependability, with subtle accent colours to highlight key sections
- **Typography:** Clean, consistent, and easy to read—aligned with the trustworthy brand image

Homepage Structure:

1. Hero Section:

- Include an image of a plumber in action or a map interface showing nearby available plumbers
- Prominent CTA button (e.g. “Book Now” or “Find a Plumber”)

2. Product Highlights:

- Use three icons to showcase:
 - Experienced plumbers
 - Verified credentials
 - Fully insured plumbers

3. Featured Services:

- **Highlight key service areas:**
 - **Plumbing**
 - **Heating**
 - **Drains**

4. Building Trust:

- **Add a testimonials section (5–6 reviews)**
- **Include other trust signals (e.g. ratings, accreditations, guarantees)**

5. Driving Conversions:

- **Ensure strong, clear CTAs throughout the homepage to guide users to book immediately**

6. User Experience:

- **Fast-loading, mobile-optimised layout**
- **Simple navigation and structure to promote ease of use**

7. Visual Elements:

- **Use the provided icons, creating colour versions to bring more vibrancy and engagement to the page**

Competitors' pages we like:

<https://www.pimlicoplumbers.com/>

<https://www.london-drainage.com/>

<https://www.homecureplumbers.co.uk/>

<https://www.rotorooter.com/>

<https://www.mrrooter.com/>

<https://www.benjaminfranklinplumbing.com/>

Target Market: UK-based homeowners - Ages 35 to 65

Number of Pages Required: 1 page