

Dear Designers,

I'm truly impressed by the creativity and quality of your submissions—some of your designs have blown me away! As we approach the final stage of this project, I’ve compiled the strongest components from each of your designs. The goal now is to create a final layout that combines the very best elements, along with a few new ideas outlined below.

If you've received a 3 or 4-star rating, you're very close—there’s a strong chance your design can reach 5 stars with a few refinements!

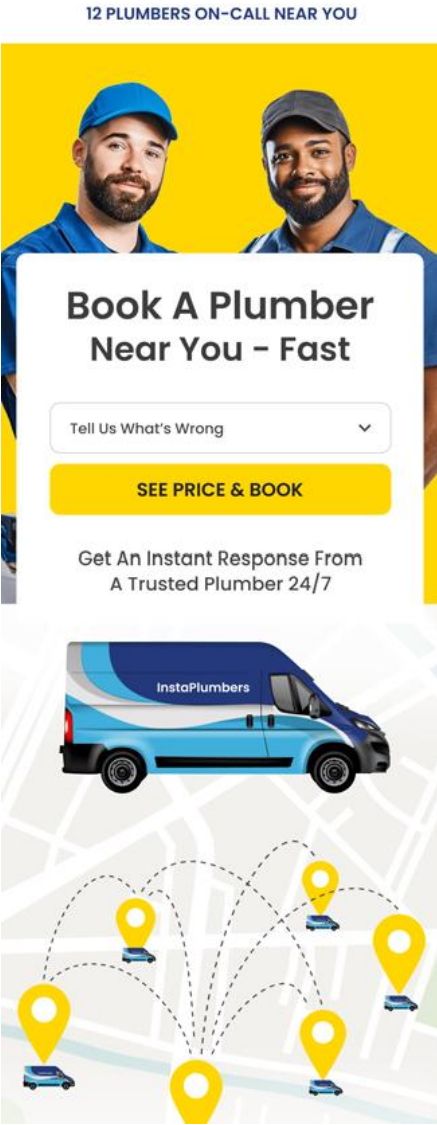
Please keep in mind that while the primary focus is on a **mobile-first layout** (since most users will access the site via mobile), a **responsive desktop version** is also required.

Looking forward to seeing your final submissions!

Please Note

- Preferred Fonts: Helvetica Bold or SF Pro Display Bold
- Mobile & Webpage is required. (Responsive Website)
- Logo ideas are given below.

Best ‘Hero Sections’ (Landing Screen).



This Hero section is the best as it give the impression of being bright, easy and most importantly – that there are plumbers nearby (due to the map). I may have tried to put the map before the van to make the map more prominent before having to scroll down. I also think Red and Blue could work.

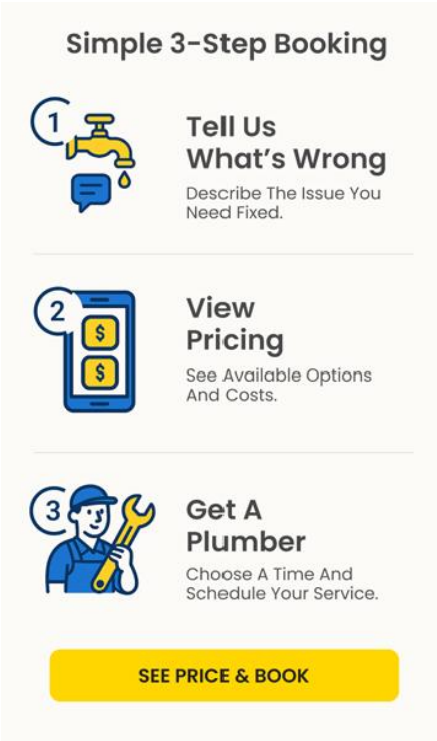


This Hero section is definitely excellent too as the map clearly conveys that there are plumbers nearby. The issue here is that the text is not as clear and plumber picture needs to work a little better. Looks great in Red & Blue.

2nd Section



This section is extremely important to build trust with customers. This needs to be very clear.



This section should make it clear that a plumber can be booked in just a few clicks. Perhaps the icons could be less cartoon like.


Select your issue


View our pricing

Get an instant response & Book


TRACK YOUR PLUMBER EN ROUTE TO YOU


This is also fine, but showing a 3 step process may help to show how simple this is.




**Plumbing**


We Offer All Solutions To All Your Plumbing Problems From Leaks To Blocked Toilets.



**Heating**

We Offer All Solutions To All Your Plumbing Problems From Leaks To Blocked Toilets.



**Drains**

We Offer All Solutions To All Your Plumbing Problems From Leaks To Blocked Toilets.

We like this section because it provides a space for the icons whilst taking up less height. The icons may look better with thin borders.

Smith Sec
Available in 40 Min

Oliver Sec
Available in 1 Hour

John Sec
Available in 2 Hour

Arone Sec
Available in 2 Hour

Trusted By 10,000+ Homeowners

This section is clever because it shows how many plumbers are on-call. There could be over thousands of plumbers on-call (available) across the country at any time.



The picture and the messaging helps customers understand why they should trust us.

Available 24/7

Up-front Pricing

Immediate response









Customer Feedback

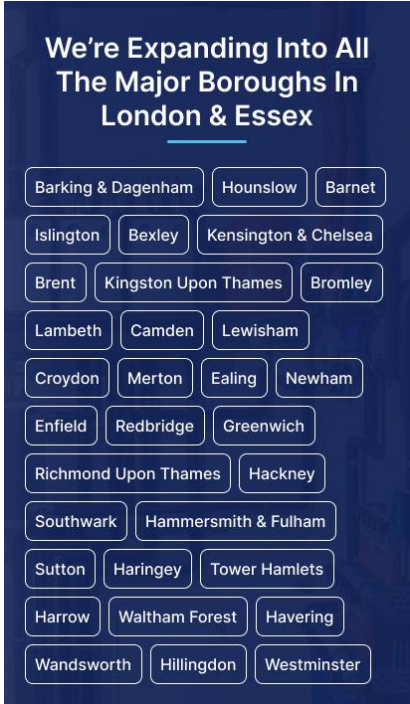
We serve customers instantly across the whole of London.

Was here in under 15 minutes to fix my leak at midnight!

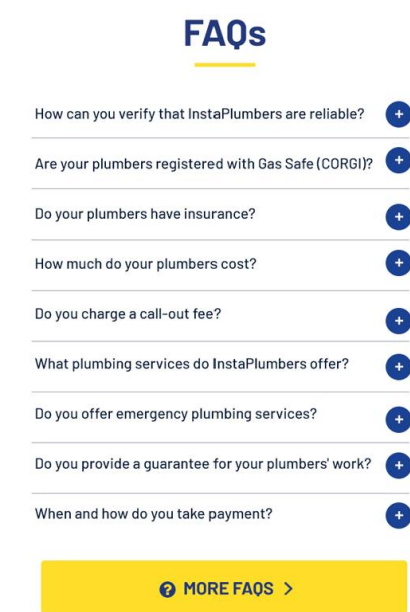
Sarah, Shoreditch

★★★★★

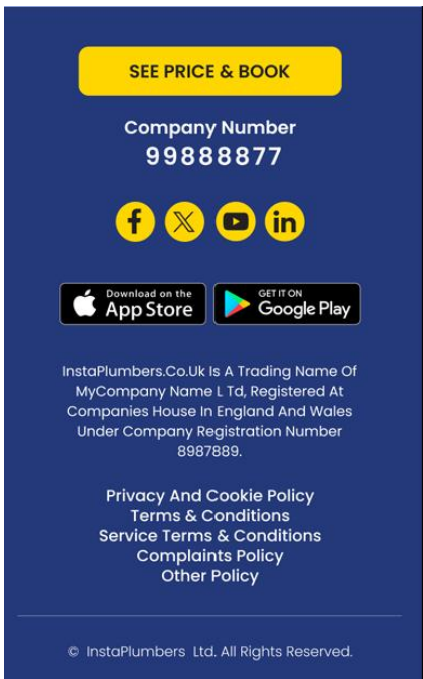




This was a nice idea to reduce the amount of space used by this screen.

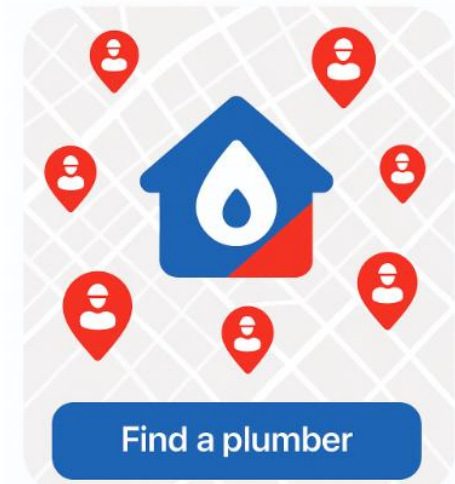


Clean design that helps the user to focus on the text.



Although incomplete, the focus here is on the social links and the CTA Buttons. In a complete format, this would be most preferred. Red and Blue in the icons doesn't work. Red/White, Blue or White is fine. Yellow and blue seems to work best.

Noteworthy Logos:



This is just a basic design to illustrate how to show lots of plumbers. Pictures of real plumbers on the landing view are definitely better.