



FixPoint Services

DISPATCH PLATFORM, BOOKING TABLET & MOBILE APP · CASE STUDY

A complete concept design and build — website, service booking with online deposit payment, an in-office booking tablet and mobile app, plus a self-service admin panel for daily dispatch operations.

Concept & Vision

"A service platform that dispatches the right technician for the job — not whoever's nearest — with a real arrival window and a bill you only pay once it's done."

FixPoint Services is a fictional home & car maintenance dispatch platform, developed as a full concept to demonstrate what a trustworthy service booking experience looks like when the visual identity and information architecture are built specifically for the subject — not adapted from a generic template.

TARGET AUDIENCE

Homeowners and drivers who want a certified technician and a fixed quote — not a vague "someone will call you back" booking.

BRAND PERSONALITY

Sturdy, dependable, quietly confident. Amber on a deep steel-blue ground, closer to a trusted trade professional than a generic gig app.

PRIMARY GOAL

Convert a search into a booked, paid service call — using a real service catalog, transparent pricing, and a checkout that takes under a minute.

OWNERSHIP

Dispatch staff manage services, bookings, and company info independently, with no developer needed for routine updates.

Design System

COLOR PALETTE



Void
#10161D



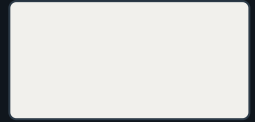
Surface
#182029



Ember
#D98A2B



Wine
#24586E



Cream
#F1F0EC

A deep steel-blue replaces pure black throughout — it reads as dependable and industrial rather than corporate, and lets the amber accent carry every call to action.

TYPOGRAPHY

**Every job, dispatched, tracked, and done
right the first time.**

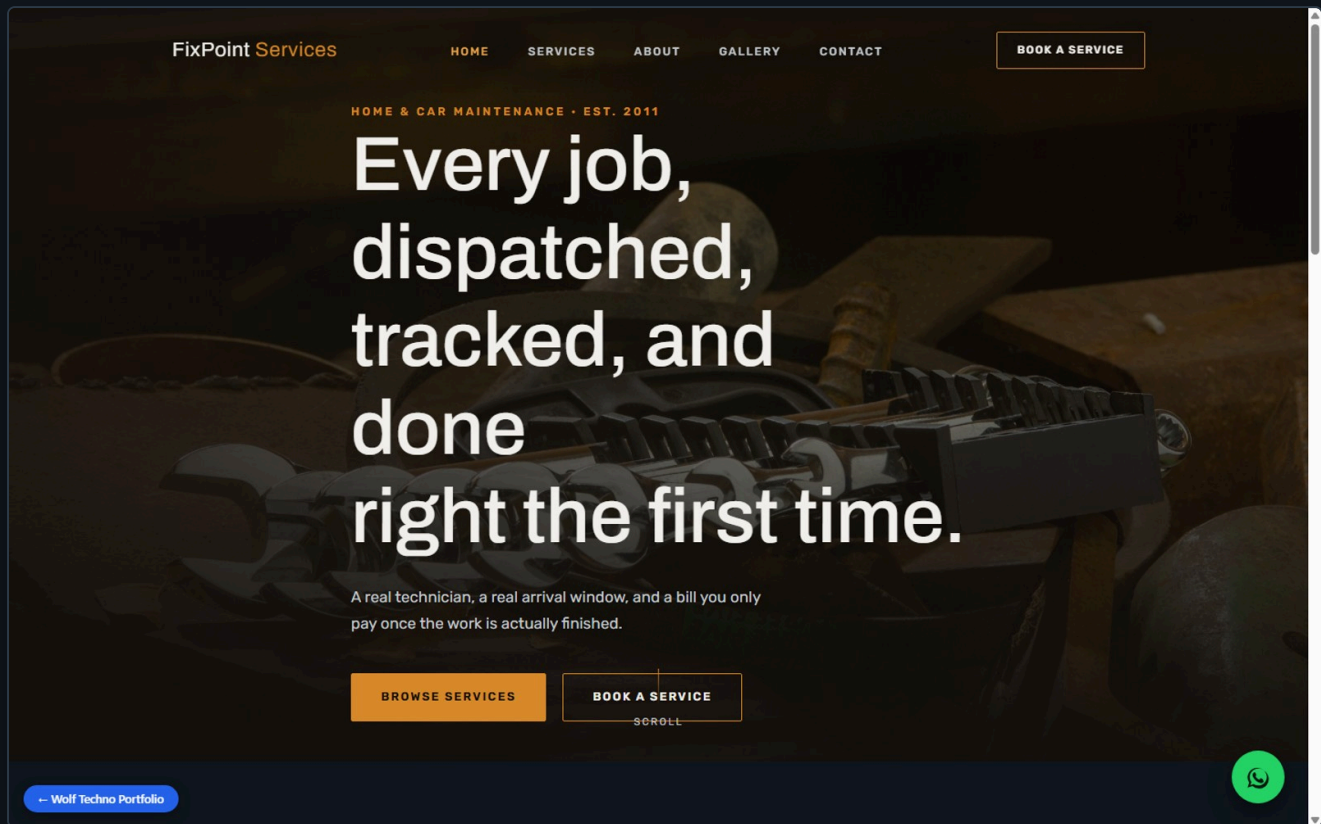
Archivo pairs a bold, industrial display face with Rubik for body copy and interface text — a deliberate pairing for a trade-service platform, not the default safe choice.

ARCHIVO · DISPLAY | RUBIK · BODY & UI

LAYOUT APPROACH

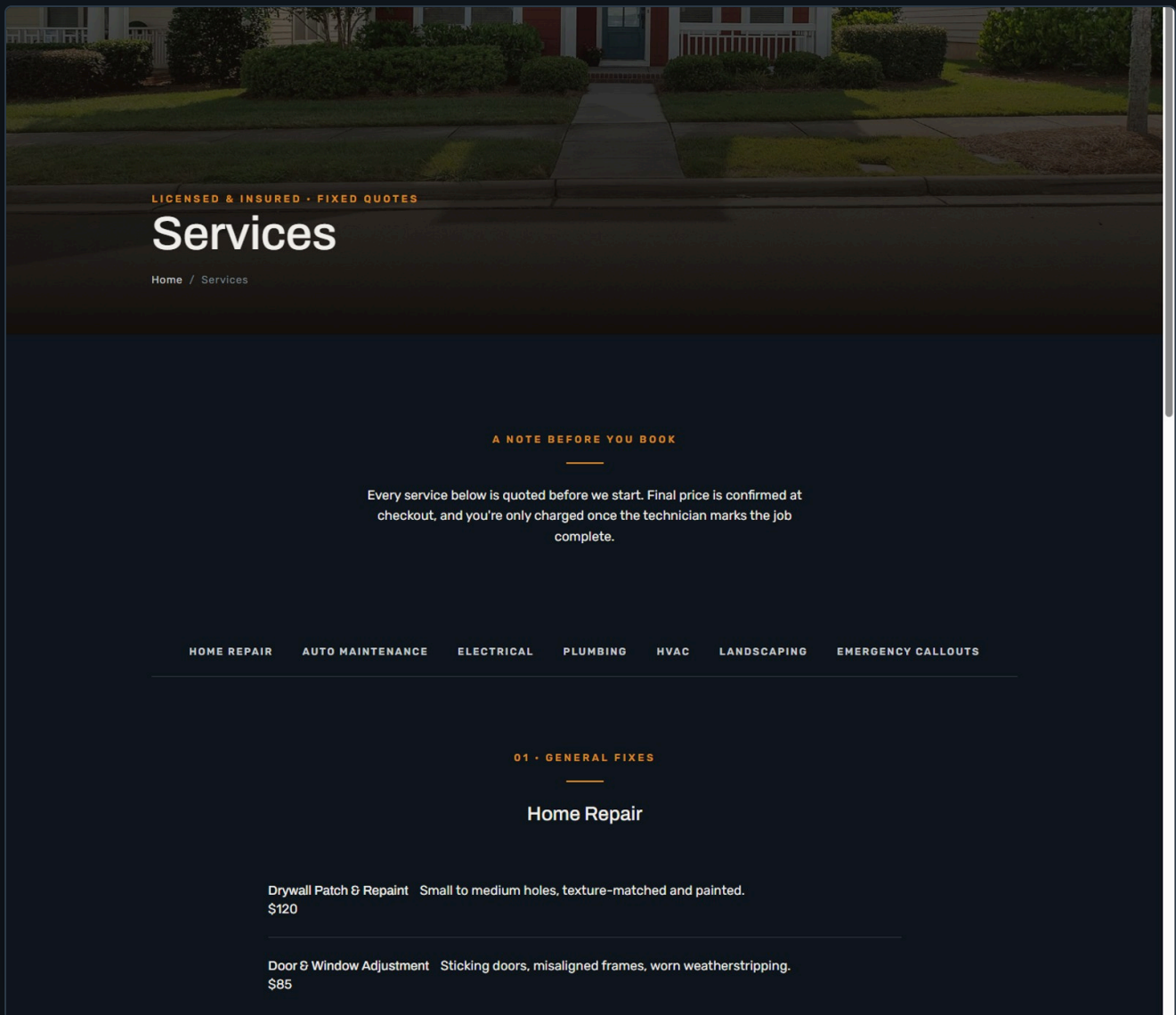
Full-bleed workshop and job-site photography, generous negative space, and thin amber hairline dividers replace the coupon-heavy layouts common in service-app templates — real tools and real jobs carry the page, not stock icons.

Home



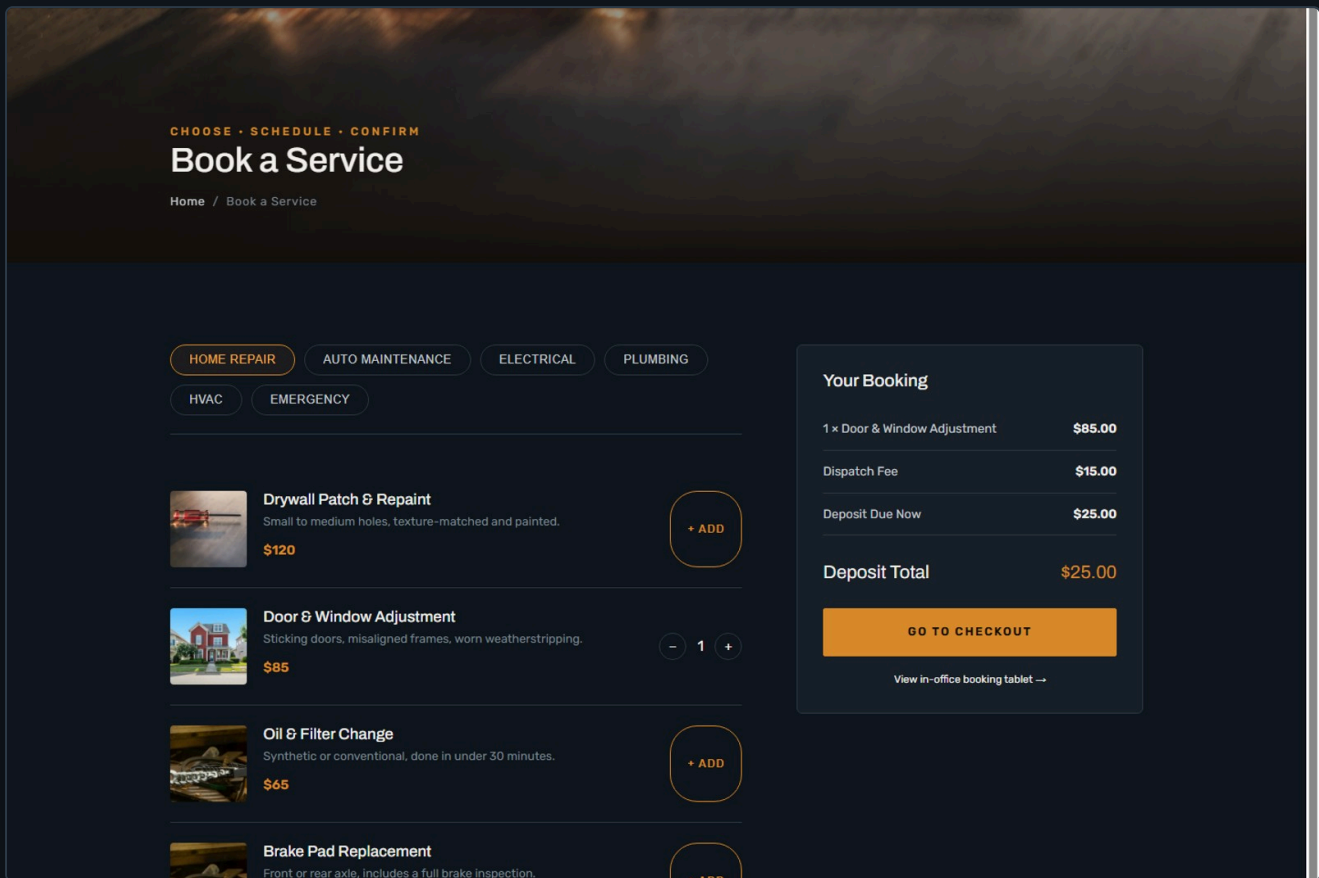
Purpose: establish tone in the first three seconds. A full-height workshop photograph, a single-sentence thesis statement, and two clear actions — browse services or book directly — before the visitor scrolls past the fold.

Services



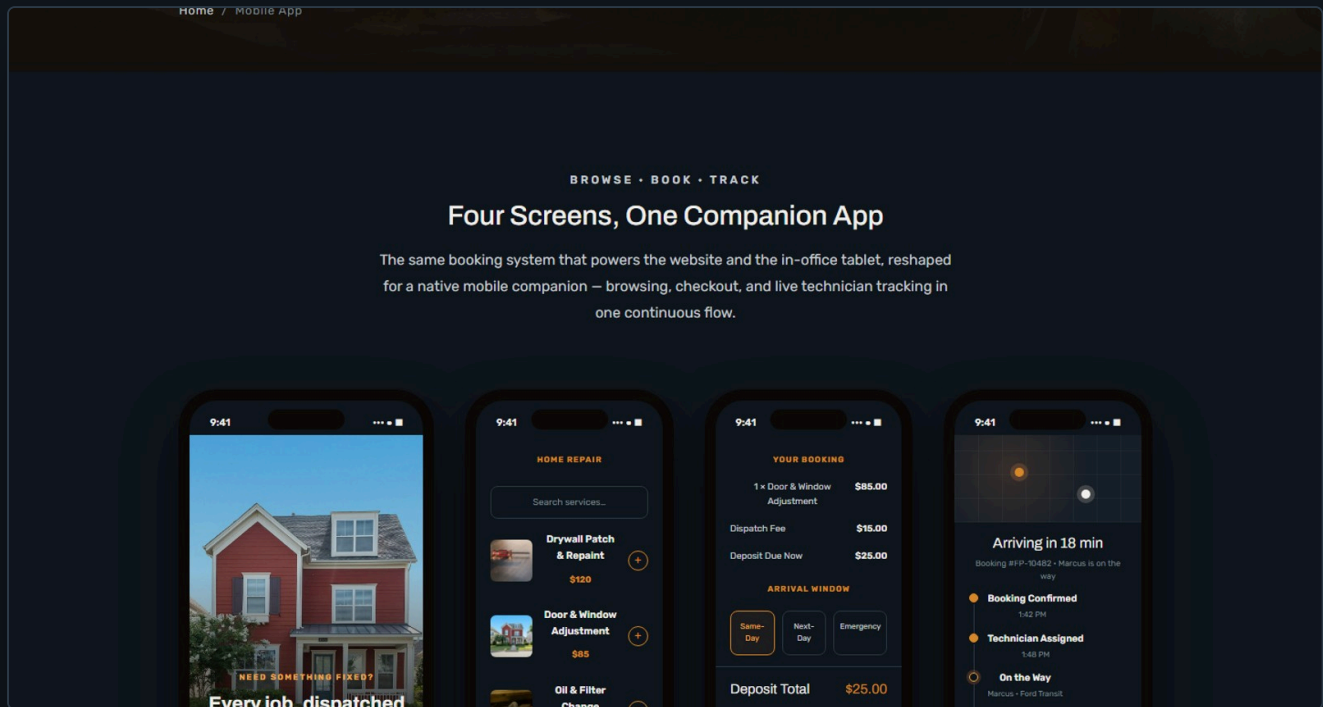
Purpose: read like a real service catalog, not a wall of stock icons. Service name, fixed price, and a one-line description — grouped by category, jump-linked at the top for fast navigation across all seven categories.

Book a Service



Purpose: browse services by category, add one to a booking, and see the dispatch fee before checkout — the same catalog and pricing that live on the Services page, reused rather than duplicated.

iOS & Android Companion App



Purpose: four native-style screens — discover, browse, book & pay, and live technician tracking — built from the same design system and the same service data as the website and the in-office tablet. Shown as a design mockup; at implementation time it becomes a native iOS & Android build wired to live booking data.

Dashboard & Dispatch Management

FixPoint Services

Dashboard

Services

Bookings & Dispatch

Staff Accounts

Gallery

Company Info

Signed in as admin

Sign Out

Dashboard

A quick look at what's live on the site right now.

42
SERVICES

39
VISIBLE ON SITE

7
SERVICE CATEGORIES

18
BOOKINGS TODAY

Quick actions

Everything here updates the live website immediately — no need to touch any code.

+ Add Service

Manage Gallery

View Bookings

Edit Company Info

Recent activity

ACTION	ITEM	WHEN
Booking confirmed	Booking #FP-10482	2 hours ago
Photo uploaded	Gallery — "Panel Rewire"	Yesterday
Service listed	Ceiling Fan Installation	3 days ago

Purpose: give dispatch staff a plain-language overview the moment they log in — live counts, not raw database numbers — plus one-click paths into the things they'll touch most often: services, bookings, staff, and company info. Services are added, priced, and hidden from the same panel; bookings flag unassigned jobs automatically; staff accounts get short login codes for the booking tablet.

Technical Foundation

Built for a specific business reality: an independent service operator that needs a fast, dependable site today, full content control tomorrow, and no dependency on a developer — or on us — for either.

CUSTOMER-FACING SITE

- ✓ Hand-built HTML, CSS & JavaScript — no framework overhead
- ✓ Fully responsive across desktop, tablet, and mobile
- ✓ Full booking flow — browse, reserve, and pay a deposit online
- ✓ In-office booking tablet, same catalog as the website
- ✓ Mobile app design mockup — discover, book, and track the technician
- ✓ Runs on any standard web host, no special server required

ADMIN PANEL

- ✓ PHP & MySQL — supported by virtually every hosting provider
- ✓ Secure login with hashed passwords
- ✓ Add, edit, hide, or remove services in real time
- ✓ Auto-generated staff login codes for the booking tablet
- ✓ Booking records with automatic unassigned-job flags
- ✓ Edit hours, address, and contact info without touching code

No external cloud database or third-party platform dependency — the entire project (site, images, and database export) is a self-contained package that transfers to any new host or domain in minutes.

The Value, In Plain Terms

01

It looks like a \$15,000 build, not a \$200 template

The design decisions — palette, typography, photography, layout — are specific to this platform, not recognizable as a reused service-app theme.

02

The team never has to call a developer for routine changes

New service, new price, updated hours — all handled from a simple admin panel built for someone with no technical background.

03

It's portable, by design

No proprietary platform lock-in. The finished project can move to any hosting provider or domain the client already owns.

04

It's fast — for customers and for search engines

Hand-written, dependency-free front-end code loads quickly on any connection, which matters for both user experience and search ranking.

INTERESTED IN A PLATFORM LIKE THIS FOR YOUR BUSINESS?

**Every project in this portfolio is
built the same way — from scratch,
for the business it's made for.**

Design & Development Portfolio · 2026