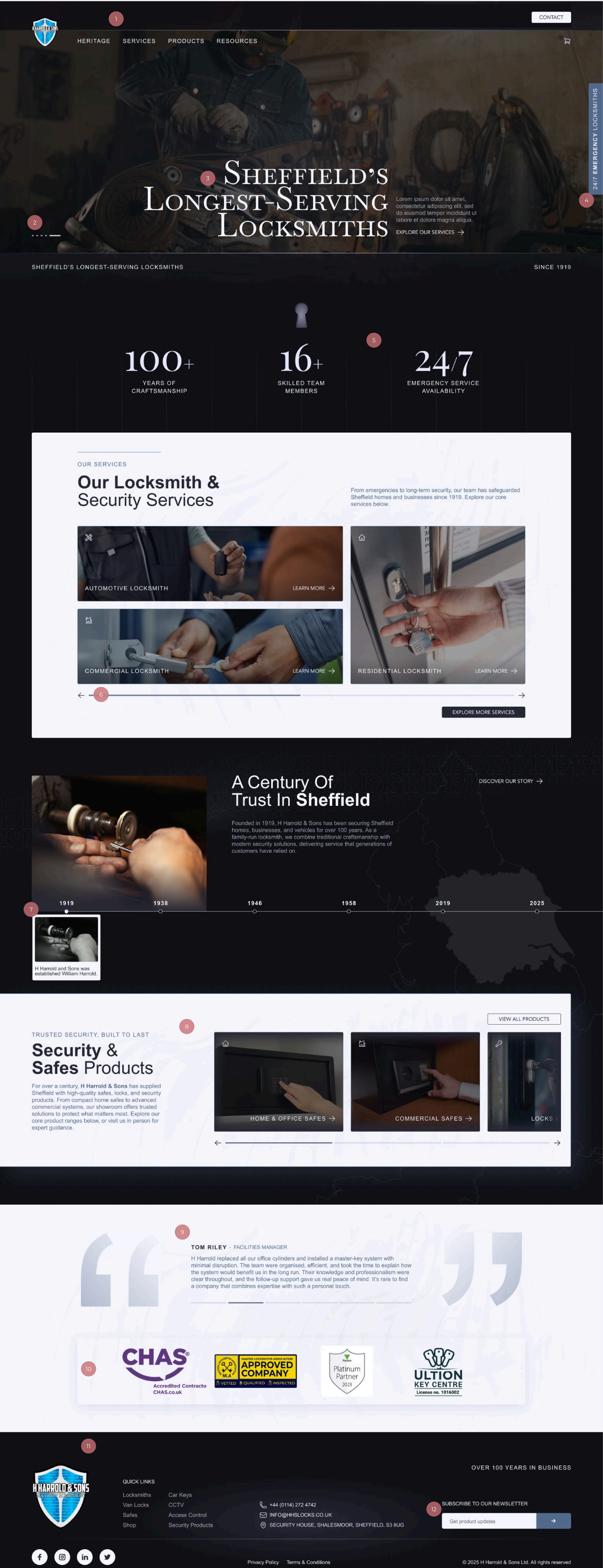


## Initial Draft

The following page showcase our creative interpretation of your needs and requirements, both from your brand and a UX perspective.

The visuals presented to you on this page do not represent the final designs and are subject to further development should the project go ahead.



### Hero Banner

#### 1. Sticky Navigation Bar

The sticky nav bar ensures visitors always have access to key links (Heritage, Services, Products, Resources, & Contact). This improves usability and supports conversion by keeping navigation friction free.

#### 2. Hero Video

The homepage opens with a series of short video showing the detail of keys, locks, and the Sheffield workshop. Moving imagery holds visitors attention and helps them get a real sense of the craft and heritage behind the brand within just a few seconds of landing.

#### 3. Brand Message

"Sheffield's longest-serving locksmiths since 1919" reinforces heritage and trust, setting an authoritative tone from first glance.

#### 4. Emergency Visibility

The 24/7 Emergency Locksmith tab ensures critical services are highlighted upfront and remains visible throughout the homepage, providing constant reassurance and quick access for users in urgent need.

### Statistics Block

#### 5. Statistics

Key statistics are displayed in a bold, minimalist layout to communicate credibility at a glance.

This format works as a trust signal: numbers are quick to read, easy to compare, and leave a lasting impression even for scanning users.

### Services Snapshot

#### 6. Services Grid

The first slide highlights three locksmith sectors and the second slide focuses on security service for the categories of Automotive, Residential, and Commercial.

Splitting services across two slides keeps the layout focused, still giving visitors the option to explore the wider services without overwhelming them all at once.

### Heritage & Values

#### 7. Interactive Timeline

The timeline introduces H Harrold's century-long story through a auto-rotating design with optional hover interaction. The movement encourages visitors to pause and explore individual milestones.

### Products

#### 8. Product Carousel

The horizontal scrolling carousel introduces the core product categories. This layout reduces cognitive load by presenting a small set of options at once, while allowing visitors to browse wider ranges at their own pace.

### Testimonials, Awards & Accreditations

#### 9. Testimonials

The testimonials are here to add authenticity and reassurance with large quote marks to ensure the content is easy to scan and digest.

#### 10. Accreditations Bar

A row of accreditation logos reinforces credibility through recognised industry standards and partnerships.

### Footer

#### 11. Footer Navigation

The footer contains key navigation links alongside contact details, location, and compliance links. This ensures users can always find critical information without scrolling back to the top.

#### 12. Newsletter Sign-Up

The subscription bar invites visitors to join the mailing list, with a single input field and clear CTA, reducing friction and making sign-up quick and approachable.