We are a manufacturing business supplying parts and modules to mid-high end consumer electronics brands from kitchen appliances to powered tools mainly in US/Europe. We want design ideas for a revamp of our website. We're aiming for a look and feel that's sleek, tidy and modern whilst still providing the right balance for content. A smooth and comfortable user experience that directs users to the information they may be looking for and promote our services. Something that incorporates design ideas such as: responsive design, lazy loading, slider banners, responsive layout, dynamic scrolling, liquid layout, full page headers etc... These are just terms bounced around within our team and certainly neither exclusive nor absolutely necessary. This is our current website for reference: https://www.defondetech.com/ , which we feel is both outdated and doesn't engage visitors. We have a web development team but are looking for design ideas and direction.

Attached is our planned new site map (we’re open to additional ideas here). We would like mock ups for each page on the site map. We will subsequently fill out the contents ourselves, but require design directions on e.g. how much text should go at which spot. E.g. for our Automotive page under Industries, we would like a suitable layout to be designed, as well as designated areas for texts. As for assets, please use any of the assets already on our current site or external source. We’ve yet to finalize on our selection of assets so please use the above as placeholders for now. Additionally, we would want a mock up for a pop-up frame to showcase additional technical specifications for some of our product ranges. For example, under the powertools section of our current website, we have additional listings under our product range. Currently they do not have a pop up function, but if we were to create a pop up frame to display detailed specifications, what layout should we use?

Finally, our target audiences are professional representatives from leading consumer brands who may be interested in our services. Our target customers are mid-high end brands. Think, for example, BMW/Bentley for automotive, Electrolux/Bosch/Samsung for consumer electronics/kitchen appliances, and Stanley Black & Decker/Milwaukee for powered tools. Typically it will be their product designers/engineers and supply chain representatives who will visit our website.