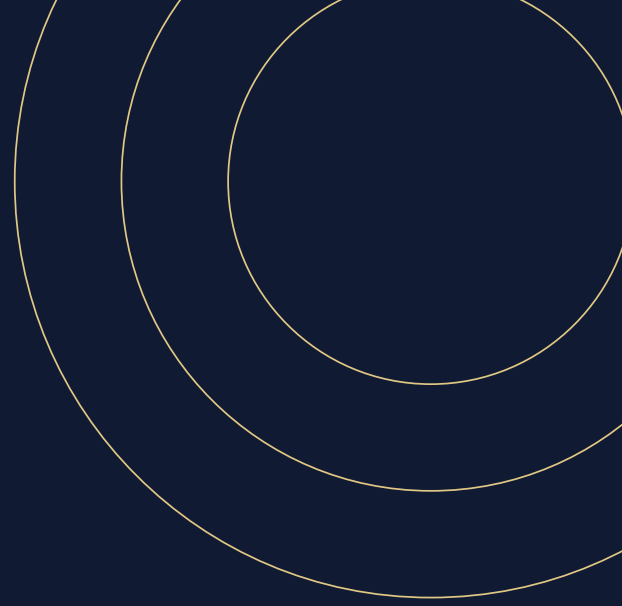


LONDON · DIGITAL STUDIO

Conceptbox Consulting



Case Studies

SELECTED WEBSITES & AI AUTOMATION

01 Consulate General of Nigeria, Dubai

02 Heritage Lifestyle Management

03 Lyncage Professional Services

04 Seaford Lodge Apartments

05 Conceptbox Lead Finder

06 Build From Abroad Command Centre

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Whether you're launching a new business, refreshing an established one or removing repetitive work, we can help.

Conceptbox Consulting designs and builds digital experiences — from bespoke websites for government and luxury brands to evidence-first AI workflows that support real business operations.

Every project in this document began with a real brief and was built around clarity, trust, control and measurable usefulness.

SECTORS WE DESIGN AND BUILD FOR

i.

Government & Public Sector

ii.

Corporate & Technology

iii.

Healthcare & Senior Care

iv.

Professional Services

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Why our websites convert

We believe trust is built before a visitor reads a single sentence — in the half-second impression a layout, a palette and a headline make before anyone starts reading. Every decision in the case studies that follow was made in service of one of four things.

i.

Reduce Friction

ii.

Increase Clarity

iii.

Build Confidence

iv.

Encourage Action

IN PRACTICE

ONE CLEAR NEXT STEP

Every page we design leads to a single, obvious action — never three competing buttons.

TRUST SIGNALS, EARLY

Credentials, credibility and reassurance placed before the ask, not after it.

SECTOR-LITERATE DESIGN

A government site, a concierge brand and an accountancy firm shouldn't look like the same template.

Consulate General of Nigeria, Dubai

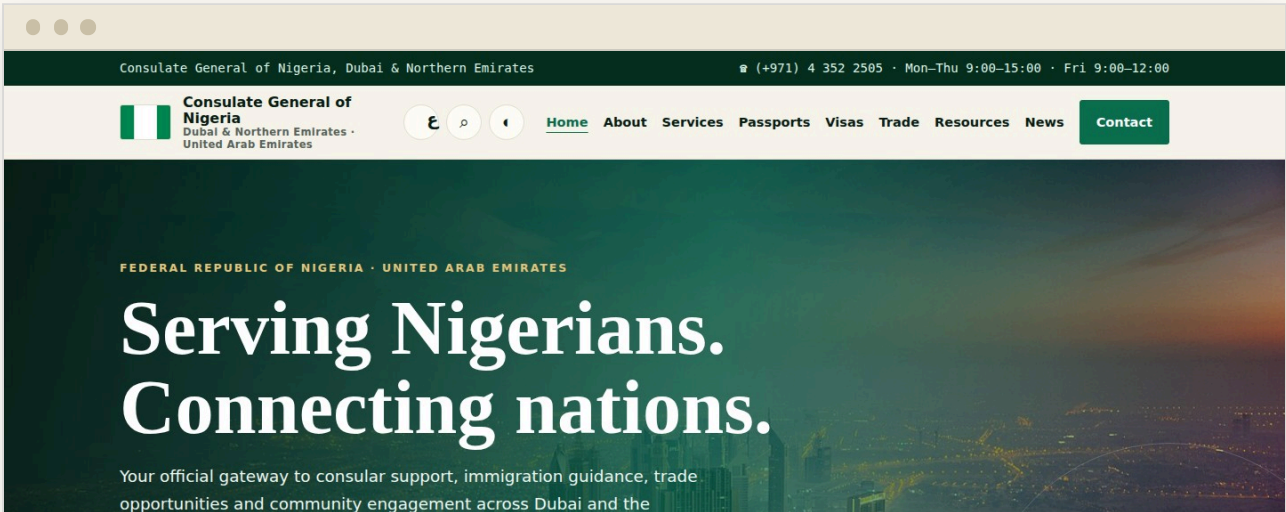
BESPOKE WEBSITE DESIGN CONCEPT

A full consular website designed from a blank page — serving passport, visa, trade and community services for Nigerians across Dubai and the Northern Emirates.

Independent concept — not yet commissioned or endorsed by the Consulate General of Nigeria, Dubai.

Serving Nigerians. Connecting nations.

The brief called for a site that could hold the weight of an official government presence — clear, trustworthy and calm — while still making everyday consular tasks easy to start. The home page leads with the Consulate's role in one line, then routes visitors straight into the six services they come for most.



Home — consulategeneralnigeria-dubai.ae (design concept)

CLEAR ENTRY POINTS

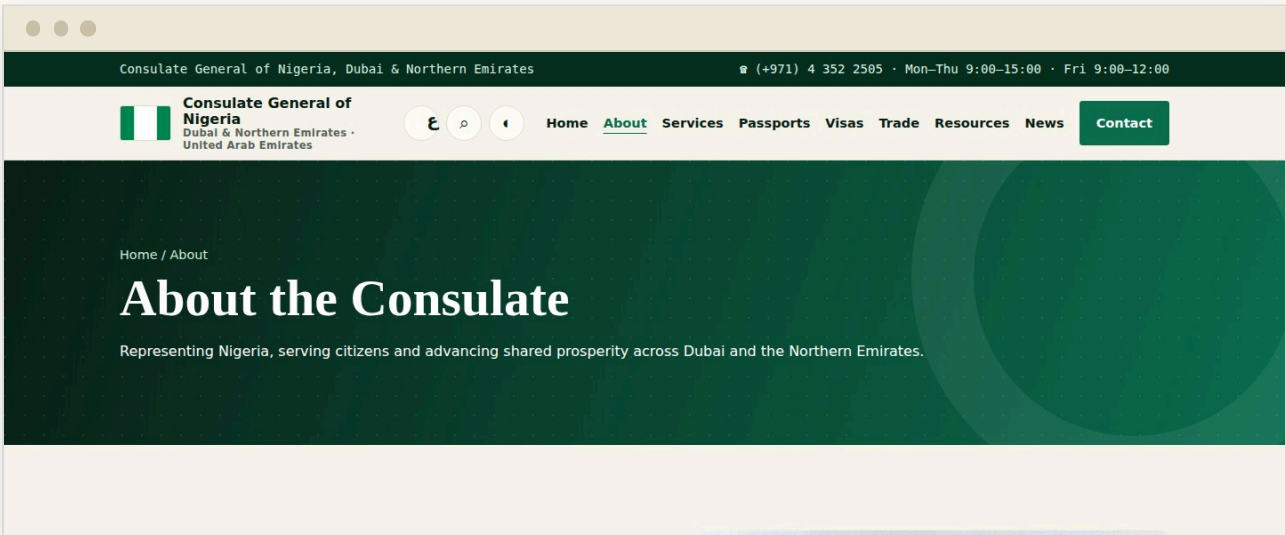
Passports, visas, trade and resources surfaced on the home page, not buried in navigation.

BILINGUAL-READY

Structured for English and Arabic content from the outset.

ACCESSIBLE BY DEFAULT

Built with a dedicated accessibility statement and high-contrast type.

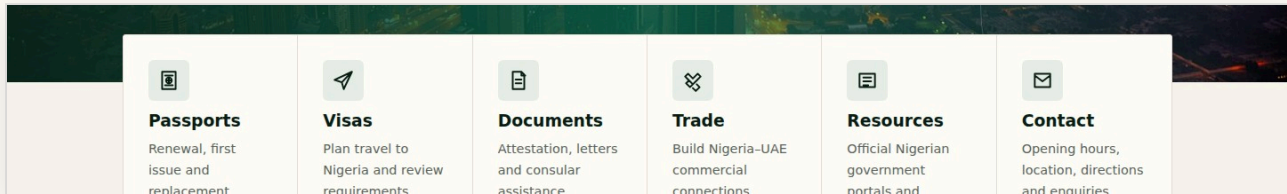


About — the same dotted-globe motif carried through every interior page

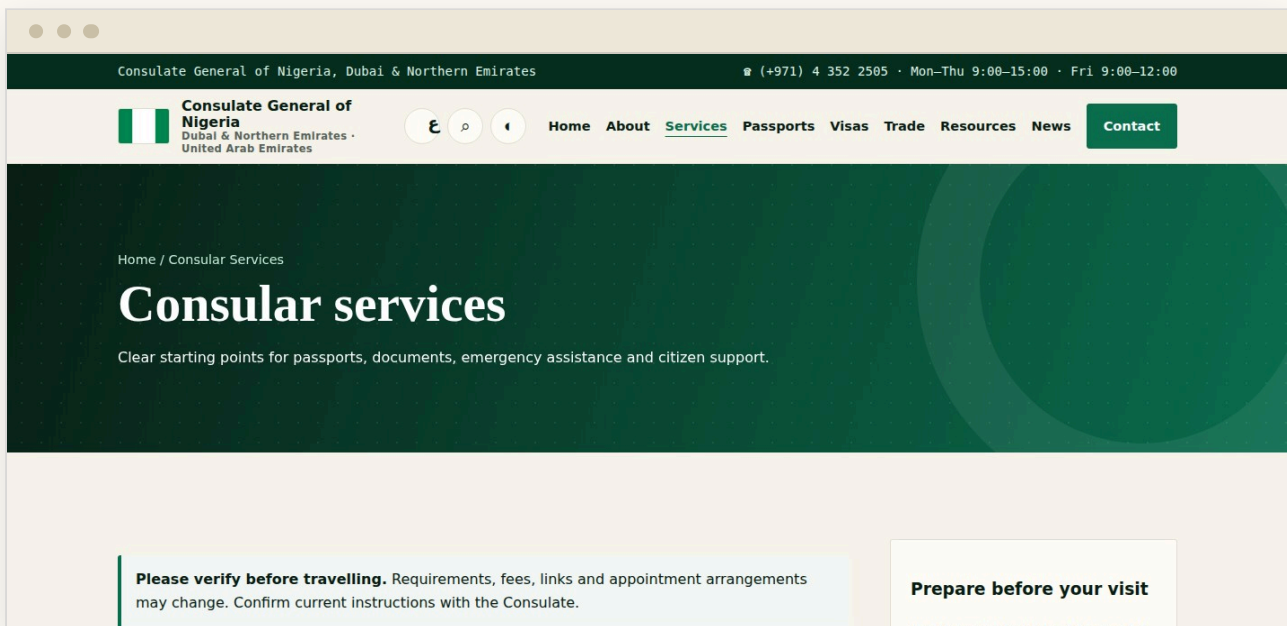
CONSULAR SERVICES

Six services, one clear starting point each

Every consular task — passports, visas, documents, trade, resources and contact — was designed as its own clear starting point, so a visitor never has to guess where to begin or what to bring.



Service index, from the home page



Services — consular services overview page

VERIFY-BEFORE-TRAVEL BANNER

A standing notice on every service page, since consular requirements change.

PREPARE-BEFORE-VISIT SIDEBAR

What to bring, stated up front, next to the service description.

ONE CTA PER SERVICE

Each card ends in a single, unambiguous next step.

Heritage Lifestyle Management

BRAND IDENTITY & LUXURY WEBSITE DESIGN

A private concierge brand for senior lifestyle management, built from scratch with the warmth, discretion and quiet confidence the service promises families.

Thoughtfully managing life's details

Heritage needed to speak to two audiences in one breath: the adult children researching care for a parent, and the older adults who don't want to feel "managed." The design leans on warm photography, a navy-and-gold palette borrowed from hospitality rather than healthcare, and copy that speaks to dignity first.



Home — hero, Heritage Lifestyle Management (live site) — heritagelifestylemanagement.com

WARM, NOT CLINICAL

Photography and language chosen to avoid the cold, institutional feel of typical care sites.

TRUST SIGNALS UP FRONT

"Trusted, Compassionate, Discreet, Exceptional" placed directly in the hero.

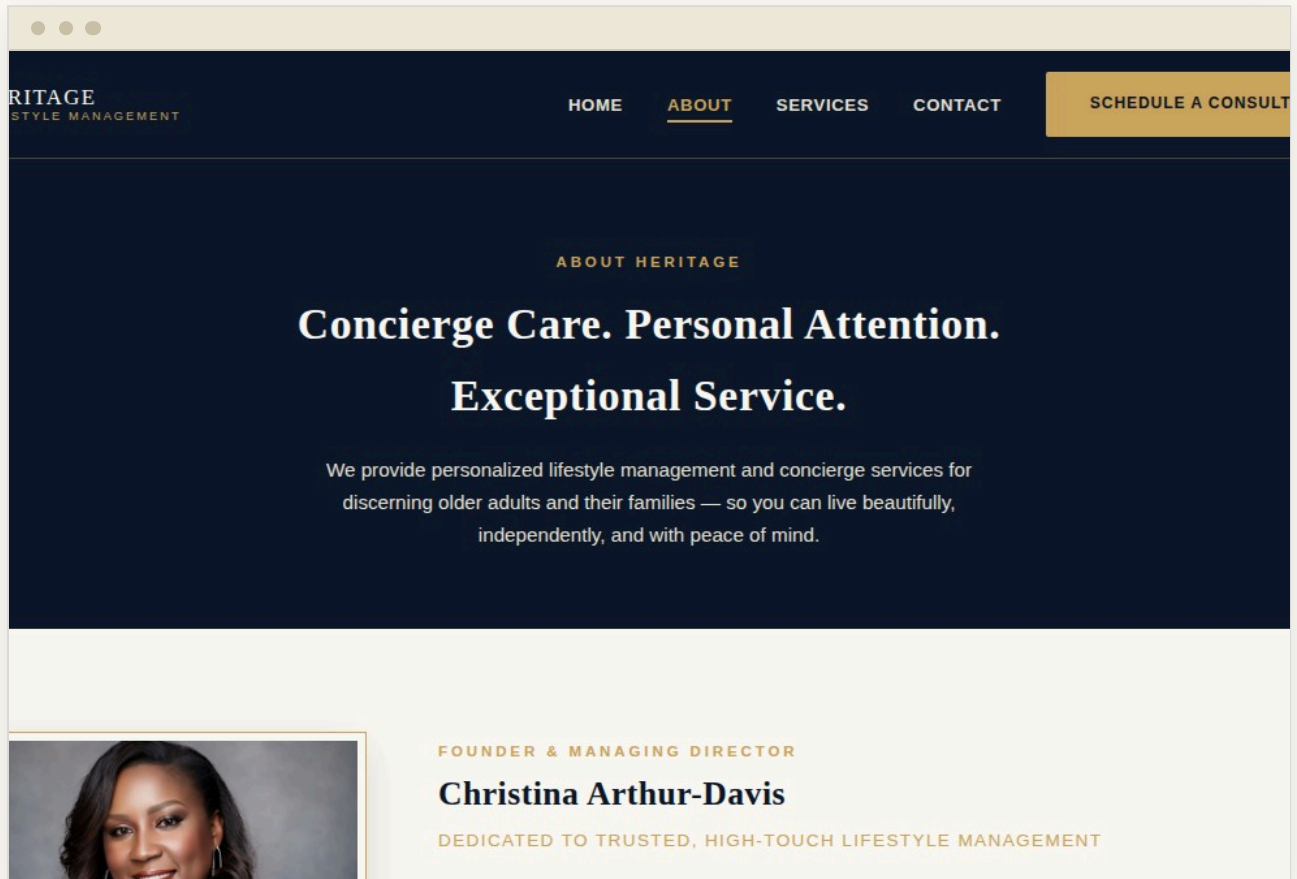
FAMILY-FIRST COPY

Written for the adult child researching care on a parent's behalf.

ABOUT

A face and a story behind the brand

The About page introduces the founder directly, with a personal note in her own voice — turning a service brand into a relationship, which is exactly what Heritage is selling.



About — founder introduction

NAMED POINT OF CONTACT

A real founder photo and name, not a stock "our team" grid.

PERSONAL VOICE

Copy written in first person, closing on a direct quote.

ONE CONSISTENT PALETTE

The same navy-and-gold system carried from the home page through every inner page.

Lyncage Professional Services

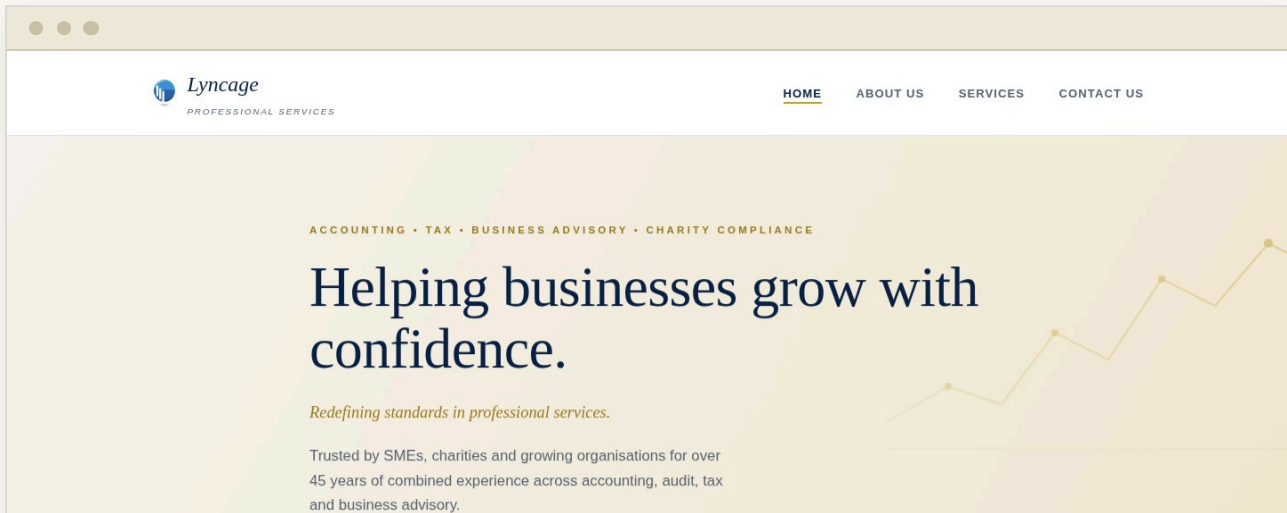
WEBSITE REDESIGN CONCEPT

An established Sheffield accountancy practice's outdated site, rebuilt into a modern experience that reflects 45+ years of combined experience — and builds enquiries, not just page views.

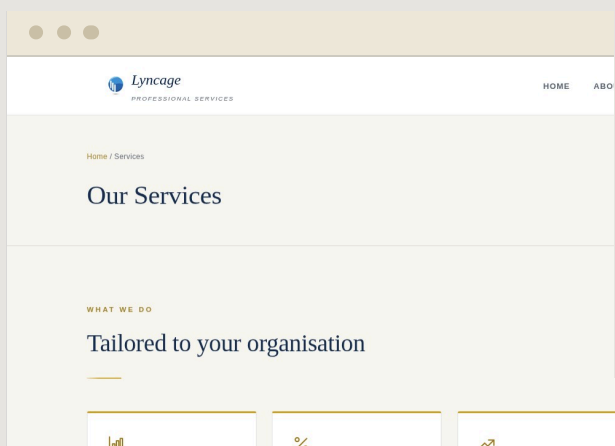
Independent concept — not yet commissioned or endorsed by Lyncage Professional Services.

Helping businesses grow with confidence

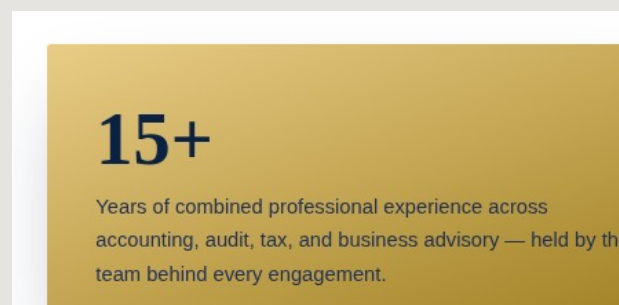
Lyncage came to the project with a working site that undersold their experience. The redesign kept their navy-and-gold brand but rebuilt the structure around trust signals — years of experience, sector specialisms and a clear consultation path — that the original site buried below the fold.



Home — Lyncage Professional Services (redesign concept)



Services — organised by practice area



About — combined-experience stat, used to build trust

TRUST SIGNALS FIRST

Experience and specialisms moved above the fold, where the old site buried them.

SAME BRAND, NEW STRUCTURE

Kept Lyncage's existing navy-and-gold identity rather than replacing it.

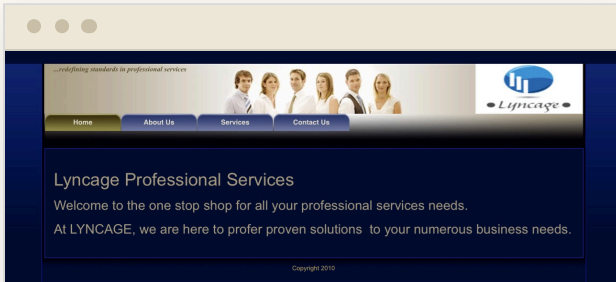
ONE CONSULTATION PATH

A single, repeated call to action instead of competing links.

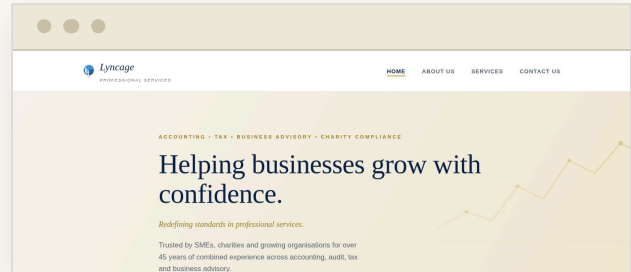
The same homepage, ten years apart

Lyncage's original site had been live since 2010 — a fixed-width layout that didn't adapt to a phone screen, with the firm's 45+ years of experience mentioned nowhere on the home page. The redesign kept the brief the same — accounting, tax, business advisory, charity compliance — and rebuilt everything around it.

2010 · ORIGINAL



REDESIGN · CONCEPT



NOT BUILT FOR PHONES

The original was a fixed-width desktop layout — on mobile it renders as a narrow strip of text.

EXPERIENCE, NOW VISIBLE

45+ years of combined experience went from unmentioned to the first thing a visitor reads.

A WELCOME LINE BECOMES A VALUE PROPOSITION

"Welcome to the one stop shop" became a specific, credible promise about who they help.

Seaford Lodge Apartments

CONCEPT REDESIGN & UX STRATEGY

Reimagining a long-standing family-run accommodation website as a warmer, mobile-first booking experience.

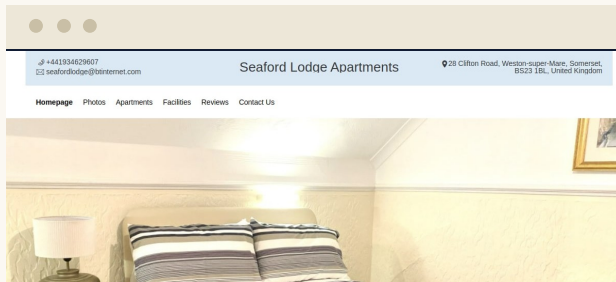
Prepared at Seaford Lodge Apartments' request — not yet commissioned or endorsed.

CONCEPT · BEFORE & AFTER

The same relaxed seaside stay, presented with more warmth

Seaford Lodge already has a working booking presence and genuine guest feedback, built up over more than twenty years as a family-run business. The concept keeps the existing Eviivo booking system in place and rebuilds the presentation around it — leading with warmth and place, not infrastructure.

CURRENT · LIVE SITE



WELCOME BEFORE

A clear promise and human warmth now lead the page before availability and booking controls.

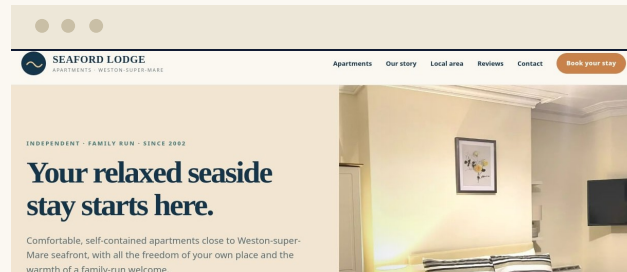
MOBILE-FIRST BOOKING

Dates, guests and Eviivo continuation are organised for thumb-friendly use on smaller screens.

TRUST MADE VISIBLE

Family ownership, local character and genuine reviews appear before the final call to book.

REDESIGN · CONCEPT



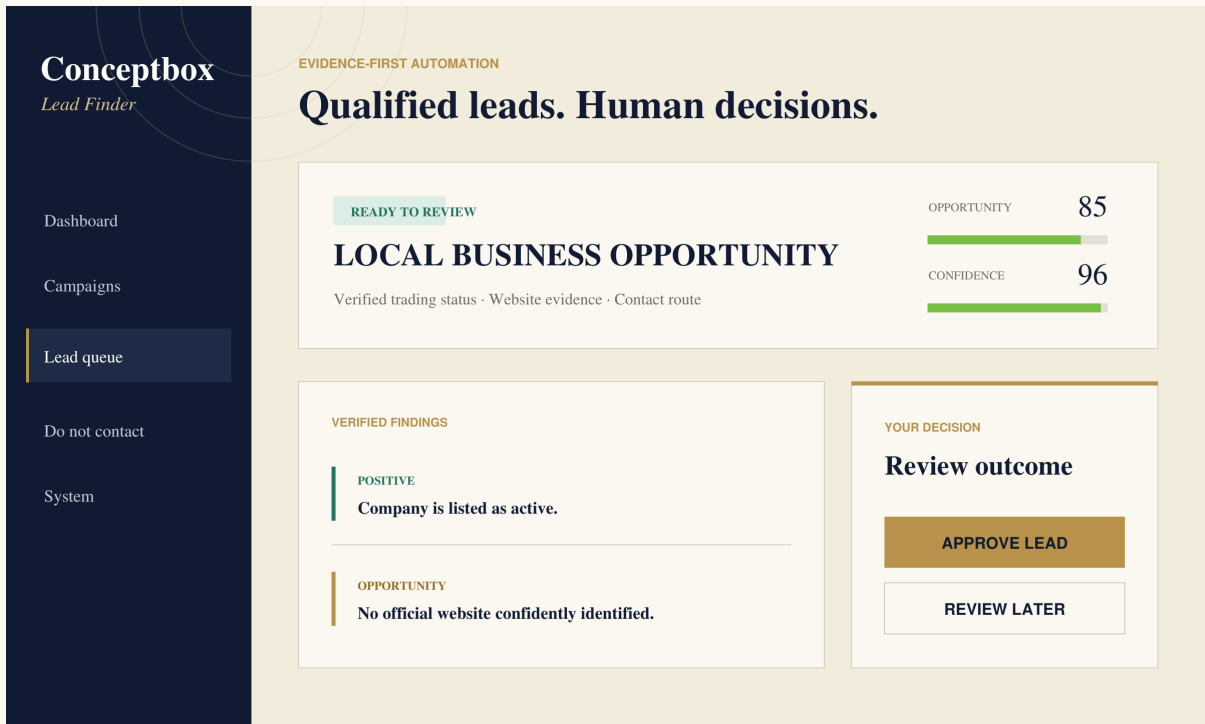
CONCEPT · STATUS

This concept was prepared at Seaford Lodge Apartments' request, ahead of a decision on commissioning the full project. The existing Eviivo booking system is retained throughout; the concept explores presentation and structure only. A live version of the concept can be viewed at seafordlodge.netlify.app.

Conceptbox Lead Finder

EVIDENCE-FIRST LEAD GENERATION & WORKFLOW AUTOMATION

A production internal sales-operations automation that discovers local business opportunities, checks what is publicly verifiable and keeps every outreach decision in human hands.



Private operator dashboard — illustrative record shown; prospect information is not published.

THE CHALLENGE

Research moved between public directories, Companies House, websites and CRM.

THE BUILD

One workflow for discovery, verification, scoring, review, drafting and CRM sync.

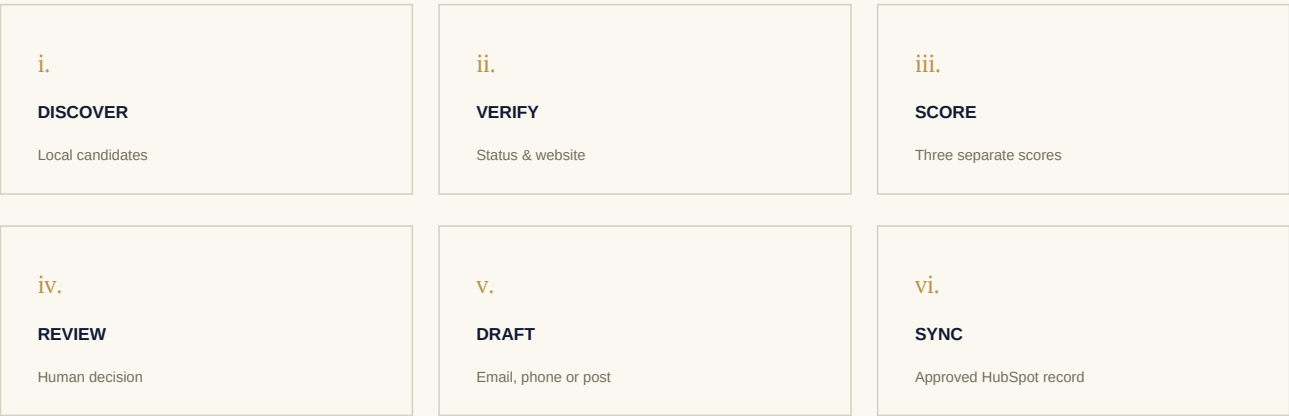
THE PRINCIPLE

Automate repetitive research — never judgement, consent or the final contact decision.

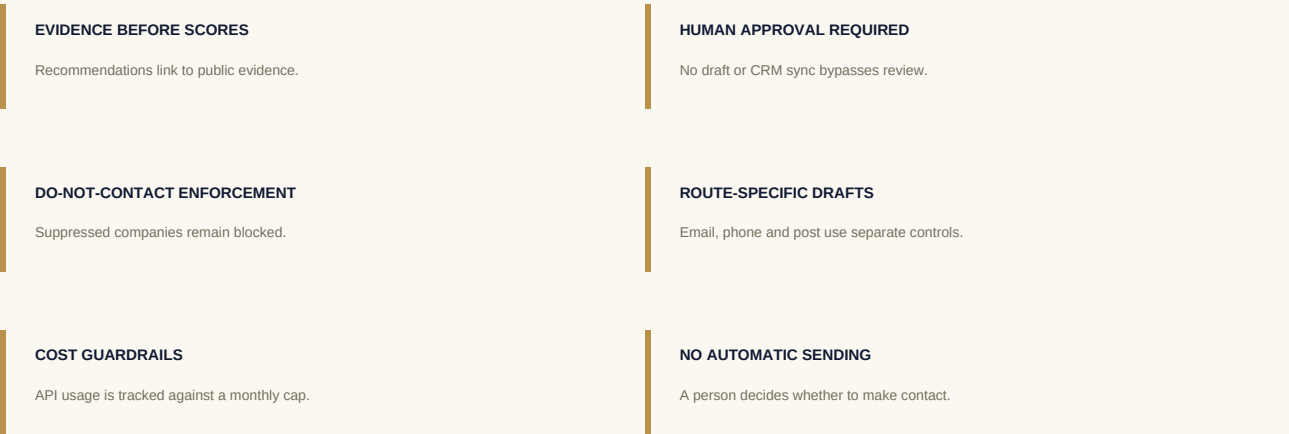
From local search to approved CRM record

A campaign starts with a sector, location and radius. The system records evidence for each candidate, separates opportunity from fit and confidence, then waits for a human decision.

THE CONTROLLED WORKFLOW



SAFEGUARDS BUILT IN



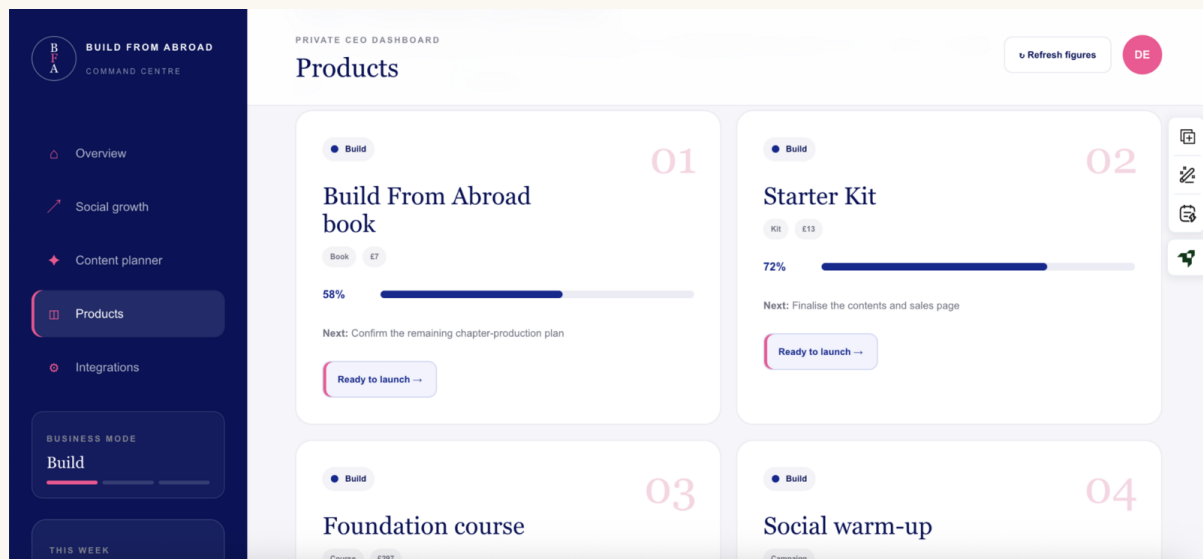
VERIFIED ACCEPTANCE CHECKS

Campaign processing · website and Companies House evidence · postal and telephone drafts
suppression blocking · budget monitoring · approved-lead HubSpot sync
Production V1 acceptance path verified. Client revenue is not claimed.

Build From Abroad Command Centre

PRIVATE CEO OPERATING SYSTEM & DECISION DASHBOARD

A production internal operating system combining product lifecycles, dynamic priorities, recurring operations and live commercial data to help a founder decide what to do next — and what not to do yet.



Private owner dashboard — earlier working Products view shown without a public access link.

THE CHALLENGE

Products, growth and operational work spread across separate tools.

THE BUILD

One system for priorities, lifecycle stages, recurring work and integrations.

THE PRINCIPLE

Make the next useful action visible without losing history or founder control.

From launch dashboard to operating system

The Command Centre now manages the business beyond launch: product lifecycles, growth stages, recurring CEO operations and live GA4, Payhip and MailerLite signals.

THE OPERATING WORKFLOW

i.

PRIORITISE

Surface up to three genuine next best actions.

ii.

ACT

Complete, defer or reactivate work without losing history.

iii.

PROGRESS

Move products and campaigns through their real lifecycle.

iv.

RECOMMEND

Use current evidence to generate one concise CEO recommendation.

FACTUAL FEATURE SCOPE

LIFECYCLE CONTROL

Validate demand, build, launch, optimise and maintain without erasing history.

LIVE COMMERCIAL DATA

GA4, Payhip and MailerLite feed the operating view.

PERSISTENT HISTORY

Recurring work and completed decisions remain traceable.

AUDIENCE DISCOVERY & GROWTH INTELLIGENCE

The Command Centre can identify relevant publicly discoverable audience profiles and communities, assess fit and activity, prevent duplicate suggestions, recommend appropriate engagement approaches and draft contextual messages for human review.

Engagement outcomes then feed back into targeting, CEO recommendations and product-demand validation.

OPERATIONAL RESULT

Production V1 gives one private operating view for priorities, product progression, recurring operations and evidence-led decision support. It remains an internal system, not a commissioned client project, and demonstrates how a founder's real workflow can become a focused digital operating tool.

HOW WE WORK

Two ways to start. One studio behind both.

New Website Design

Launch your business with a site built professionally from the ground up — brand, structure and copy designed together, not bolted on afterwards.

Website Redesign

Transform an outdated website into a modern, premium experience that builds trust and increases enquiries, without losing what already works.

THE CONCEPTBOX METHOD

i.

DISCOVER

A short brief and audit of what's there — or what the business needs to say from scratch.

ii.

DESIGN

A working mockup built around trust signals for that sector, before a word of copy is final.

iii.

REFINE

Feedback folded in against the brief — not endless rounds, one focused pass.

iv.

LAUNCH

A finished, responsive site — handed over ready to go live.

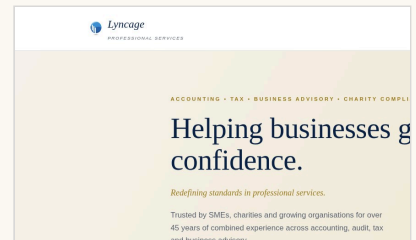
RECENT WORK, AT A GLANCE



Consulate General of Nigeria, Dubai



Heritage Lifestyle Management



Lyncage Professional Services

AI Automation

A website earns the first impression. What happens after — answering questions, qualifying enquiries, generating paperwork — is where most small businesses still do everything by hand. We build the AI layer that sits behind the site.

READY TO DEPLOY

Document Generation

Proposals, invoices and contracts drafted from a brief in minutes, not hours.

FAQ & Knowledge Assistant

A chat assistant trained on your own service pages, answering visitor questions directly.

Lead Qualification

A short AI-scored form that routes serious enquiries straight to you.

BUILT FOR YOUR WORKFLOW

Website Chat Assistant

A live AI assistant on your site, answering visitors in your voice, around the clock.

Appointment Booking

Connected to your calendar, so enquiries become booked time without an email back-and-forth.

CRM Workflow Automation

New leads logged, tagged and followed up automatically inside the tools you already use.

Let's Talk

Great websites don't just look beautiful.
They earn trust, tell stories and grow businesses.

Let's build yours.

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