TinyPilot Website Redesign

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Overview

I'm looking for a designer to create wireframes or mockups that redesign my existing product [sales site](#).

Target audience

The website's target audience is IT professionals and home IT prosumers.

Goals

- Present the TinyPilot product as a professional product and not a hobbyist's toy.
- Keep it simple
    - Don't cram the screen with images or details
- Work with what we have
    - We can take new screenshots or photos, but I'd like a design that works with what image assets we have currently and is flexible enough that we can add new images in the future.
    - We don't want to rely on things like professionally-shot videos and models using the product, as we don't have those things.
- Create a clear call to action
    - On the landing pages and product pages, the user should always see a clear call to action of purchasing a product and checking out.
    - We should primarily point users to the Voyager, our flagship product.

Non-Goals

- Preserve content and copy
    - I'm not married to any of the existing language or images
    - It's fine to remove some images and reword things to fit the new style.
- Redesign pages outside the checkout flow
    - The flow I care about is landing page > product page > checkout.
    - We don't want to completely break pages outside that flow, but we don't need to improve their design as part of this effort.
- Match the UI design of the product

- ○ It's not important that we match the UI of the TinyPilot web dashboard
- ● Achieve a uniquely distinctive style
  - ○ We're not trying to blow anyone away with something they've never seen before. Just a simple, professional style.
- ● Rewrite copy
  - ○ I can write the copy. We can put placeholder text in the places where we need text, but rewriting copy is not the designer's job.

Final output

The desired output of this project is a set of wireframes, sketches, or screenshots demonstrating changes to the existing design.

The goal is **not** to go directly to the implementation phase and create the new site, as I have a developer on staff who can handle the implementation, given mockups.

What is TinyPilot?

TinyPilot is a small device that plugs in to a computer and allows the user to control the computer remotely.

TinyPilot differs from other remote management systems in that it requires no software installation, and it's OS-agnostic. Users can use TinyPilot to control any computer, even before the OS loads.

Weaknesses with current site

I created the current sales site without putting much thought into a deliberate design. I started with the Bootstrap Sandstone theme and just kept tweaking it little by little, but I don't think the design matches the current state of the business.

Color scheme

Color scheme feels amateurish and not a good match for the site.
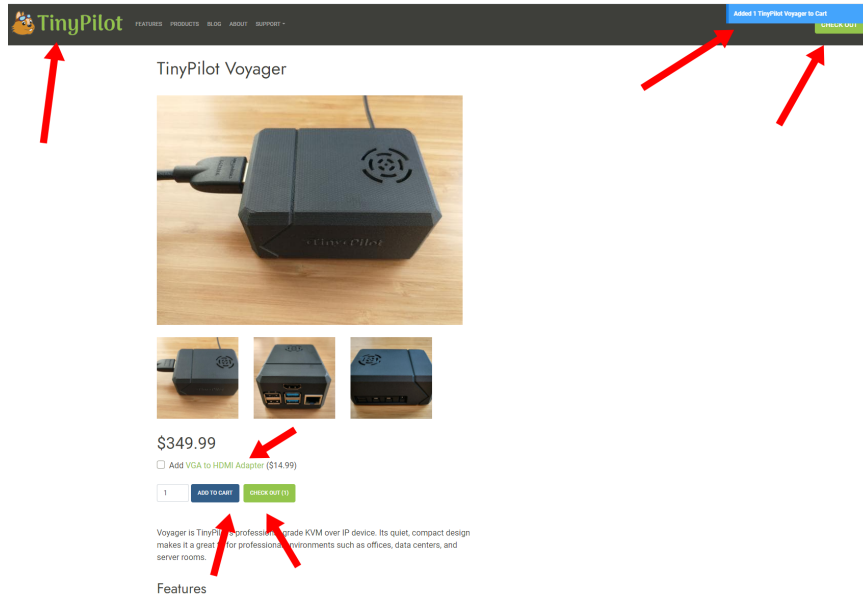
Font

Font doesn't feel quite right.

Placement

Placement of elements feels haphazard
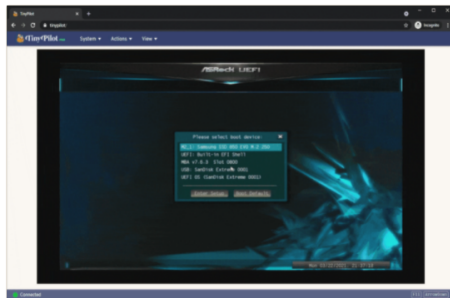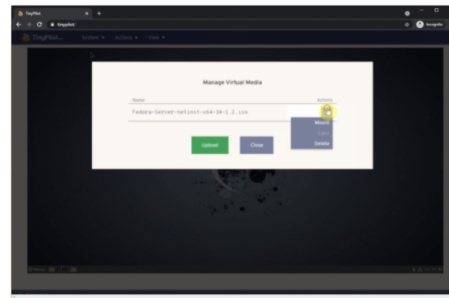
Access your server before it even boots

TinyPilot plugs directly into your bare-metal server, giving you a virtual console during BIOS and boot.

Debug boot failures, install a new OS, and adjust your BIOS settings, all without ever connecting a keyboard, monitor, or mouse.

Boot from virtual disk images

TinyPilot lets you upload disk images and mount them on your remote server.

You can even boot from the virtual disk. Install a new OS without ever touching a USB flash drive.
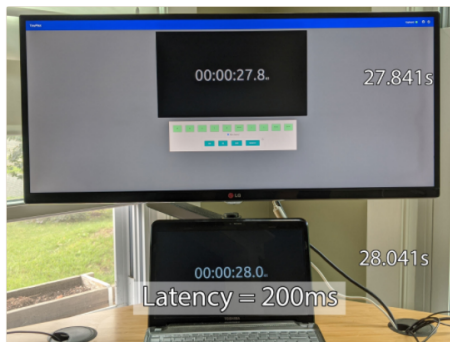
Fast, high-quality video capture

TinyPilot captures video HDMI output from your server and displays it conveniently in your browser.

Capture at 30 frames per second at 1080p resolution with less than 200 ms of latency.

Plug 'n play

TinyPilot requires zero software installation.

Plug the device into your server, and access everything you need right from your web browser.

You don't have to install heavyweight Java software or onerous browser extensions.

It feels crowded in places (especially on mobile)

- TinyPilot Ansible role
  source

ORDER NOW

Reviews

I've kept the Lantronix Spider as well as the TinyPilot handy. And I basically have not used the Lantronix Spider. I've only used the TinyPilot... I think that's pretty strong evidence that this is an easy-to-use solution.

- ServeTheHome

You have no idea how long I've been waiting for something exactly like this.

- Craft Computing

It makes poor use of available space on desktop

Checkout page

The checkout page feels amateurish:

Your Cart | TinyPilot

tinypilotkvm.com/cart

Incognito

🐾 **TinyPilot**   FEATURES   PRODUCTS   BLOG   ABOUT   SUPPORT ▾   ORDER NOW

Cart

Cart Total: $0.00

Your email address   CHECK OUT

No items in cart.

Browse products

Company   Community   Compare
Support   @tinypilotkvm   Lantronix Spider

Your Cart | TinyPilot

tinypilotkvm.com/cart

Incognito

🐾 **TinyPilot**   FEATURES   PRODUCTS   BLOG   ABOUT   SUPPORT ▾

Cart

Product	Quantity	Total	
TinyPilot Voyager	1 ⇕	$349.99	REMOVE

Cart Total: $349.99

Your email address   CHECK OUT

Company   Community   Compare
Support   @tinypilotkvm   Lantronix Spider

Inspiration

The websites below are companies that sell similar products and cater to similar consumers. I've included the ones whose websites I like.
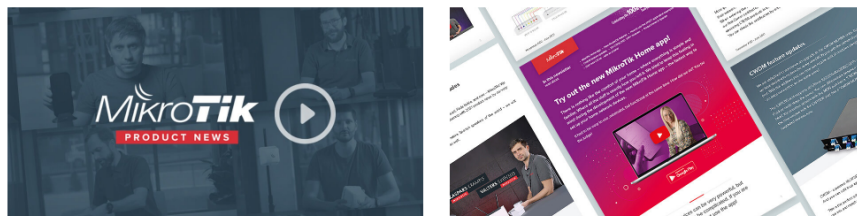
Microtik

https://mikrotik.com/

Microtik is a somewhat similar company to TinyPilot. They make an open-source software product, which they monetize through hardware sales. They're probably larger than I am by 10-30x, but they're a relatively small company that has a positive reputation in the IT industry.

Landing Page
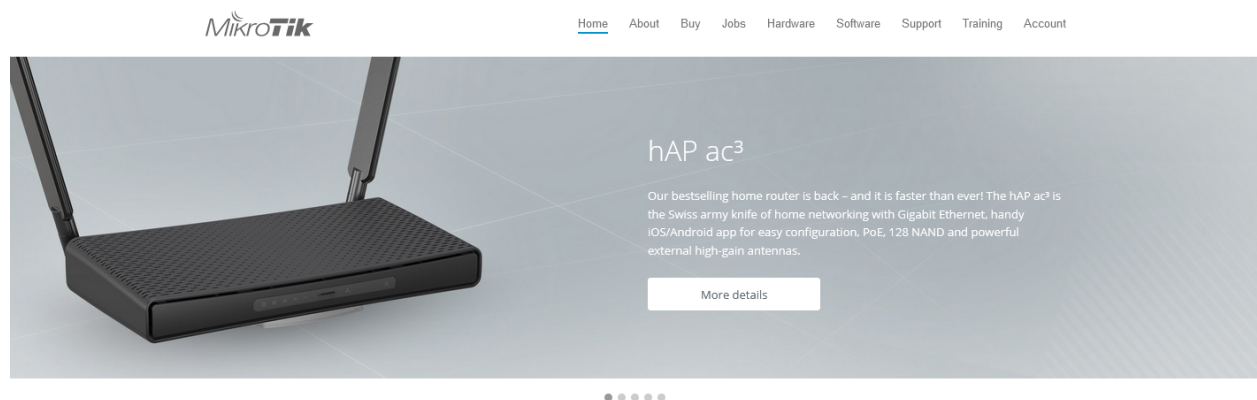
What I Like

- Simple and minimal
- Looks professional without fancy scroll behavior or animations
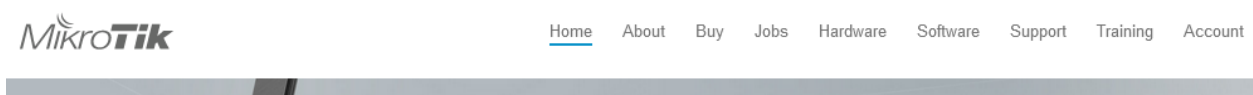
What I Dislike

- No clear call to action
  - I want TinyPilot to have a clear call to action of buying the Voyager
- Content after the fold seems disorganized and haphazard
- The content focuses on the company rather than the products and features
- The icons under Hardware & Software look cheap and amateurish

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Navbar

What I Like

- Simple and minimal
- Doesn't pop up and take over the 60%+ of the screen when you hover the mouse over it
- Looks good on mobile and desktop

What I Dislike

- I'd prefer to have *some* hover behavior, otherwise you force users to visit intermediate pages to get anywhere

Footer

RouterOS is the operating system of RouterBOARD hardware. It has all the necessary features for an ISP - routing, firewall, bandwidth management, wireless access point, backhaul link, hotspot gateway, VPN server and more. Quick and simple installation and an easy to use interface!

MikroTik manufactures routers, switches and wireless systems for every purpose, from small office or home, to carrier ISP networks, there is a device for every purpose. See our product catalog for a complete list of our products and their features.

To purchase our RouterBOARD, CCR, CRS and other products, and also to receive technical support and pre-sales consultation, please contact our wide network of distributors. See the map to find the nearest one.

| Find out more | Open catalog | Find out more |

MIKROTIK
Home
About
Customers
Jobs

SUPPORT
Get support
Forum
Wiki
Send an E-mail

OTHER
Newsletters
MUM
Designs
Youtube
Privacy policy

SIGN UP FOR THE NEWSLETTER
Please sign up to get notified about new RouterOS version releases and other useful information!

Subscribe!

MikroTik

MikroTik app   App Store   Google Play

What I Like
- Simple, well-organized
- Not too many links

What I Dislike
- I like having the signup link as an embedded form, not a link to a separate page.

Product Page

https://mikrotik.com/product/knot

What I Like

- The dry tech specs are buried at the bottom, away from the main copy
- The page design is simple

What I Dislike

- I'd like to see more photos above the fold with options to see them in higher resolution
- The product copy is too much a wall of text, doesn't bullet point the features
- No call to action - how do you even buy this product?

Ubiquiti

Ubiquiti is a much bigger company with a fancier style than I want, but there are elements of their site that I like.

Landing Page

What I Like

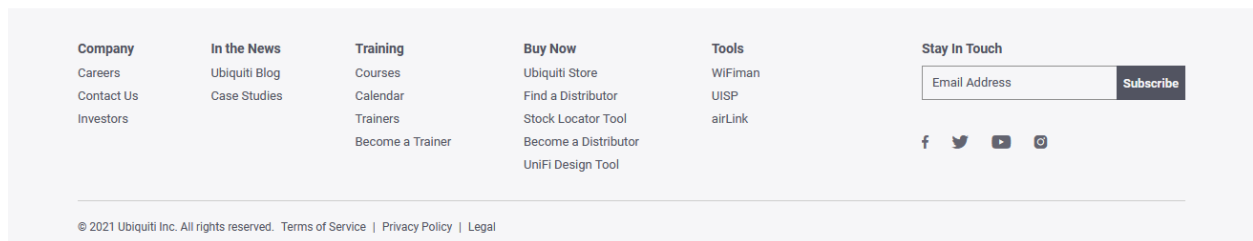- Focuses heavily on the features of the product
- Conveys that they sell premium products that are worth thousands of dollars

What I Dislike

- It has more animations, videos, and custom scroll behavior than I'd want

Footer

What I Like

- Nice and simple
- Embeds the mailing list signup right in the footer

Product Page

https://store.ui.com/collections/operator-edgemax-routers/products/edgerouter-4

What I Like

- Has a clear call to action "Add to Cart"
- Highlights the product's features as bullet points
- Offers many photos with easy ways to cycle through them and see them in higher resolution
- The placement of the price, quantity, and "Add to Cart" button feel clean and deliberate
- Buries boring technical details at the bottom

What I Dislike

- There are lots of distracting elements at the top of the page
- The blue lines as bullet point markers feel out of place