

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.

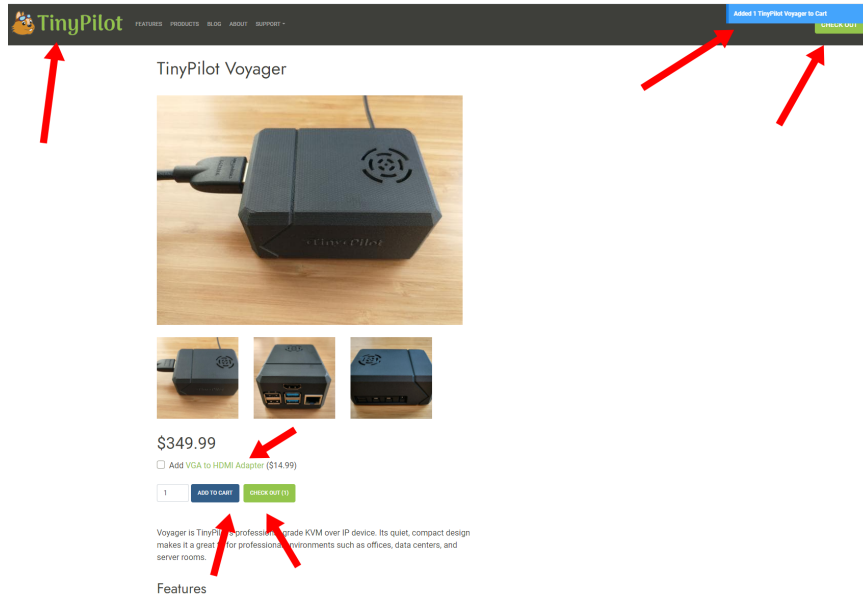
TinyPilot differs from other remote management systems in that it requires no software installation, and it's OS-agnostic. Users can use TinyPilot to control any computer, even before the OS loads.

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.

Access your server before it even boots

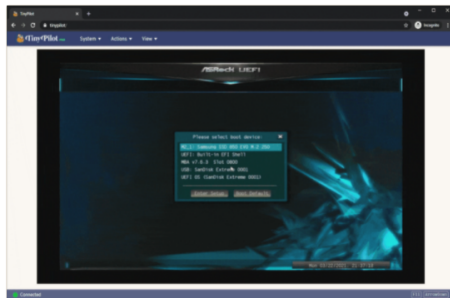
TinyPilot plugs directly into your bare-metal server, giving you a virtual console during BIOS and boot.

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

The image shows a screenshot of the Proxmox VE Installer interface. The interface is titled 'Proxmox VE Installer' and features the Proxmox logo. Below the title, there is a section titled 'Proxmox Virtualization Environment (PVE)' with a list of features and instructions. The features listed include: 'The Proxmox Installer is a powerful tool for installing Proxmox VE on bare-metal servers, virtual machines, and containers. It supports a wide range of hardware configurations and can be used to install Proxmox VE on a variety of operating systems. Please refer to the Proxmox documentation for more information.' The instructions include: 'Please verify the installation target: Ensure that the target system meets the minimum requirements for Proxmox VE. Check the hardware specifications and ensure that the target system is compatible with the Proxmox VE architecture. Please refer to the Proxmox documentation for more information.' The interface also includes a 'Back' button and a 'Next' button.

Placement

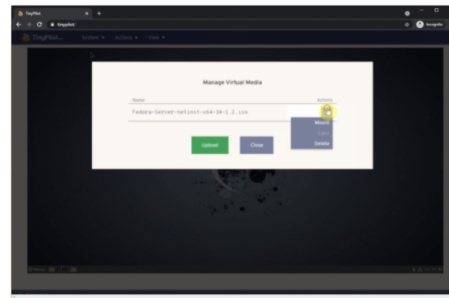
Placement of elements feels haphazard



Access your server before it even boots

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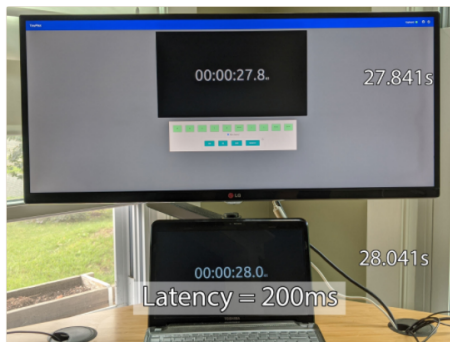
Debug boot failures, install a new OS, and adjust your BIOS settings, all without ever connecting a keyboard, monitor, or mouse.



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)

[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

 [PLAYBOOKS](#) [PRODUCTS](#) [BLOG](#) [ABOUT](#) [SUPPORT](#)

TinyPilot Voyager



\$349.99

☐ Add [VGA to HDMI Adapter](#) (\$14.99)

Voyager is TinyPilot's professional-grade KVM over IP device. Its quiet, compact design makes it a great fit for professional environments such as offices, data centers, and server rooms.

Features

- Video capture at 1280x720 resolution at 30 frames per second with under 200 milliseconds of latency
- Keyboard forwarding
- Mouse forwarding (including scrollwheel support)
- Pure HTML5 interface (no client software required beyond a browser)
- Virtual storage mounting
- Boot from virtual storage
- Password authentication
- HTTPS support
- Paste text from clipboard
- Fullscreen mode
- Save remote screenshots

Specifications

- Toshiba T358743 HDMI capture chip
- Broadcom BCM2711, Quad core 1.5GHz ARM CPU
- Raspberry Pi OS
- 4 GB RAM
- 32 GB storage
- 2.4 GHz and 5.0 GHz IEEE 802.11ac wireless
- Gigabit Ethernet
- Ultraquiet 13,200 RPM fan

Includes

- TinyPilot Voyager (pre-assembled)
- TinyPilot Power Connector
- TinyPilot Pro software with a year of free updates
- 3 Amp AC to USB adapter
- 6' USB-C to USB-A cable
- 3' USB-A to microUSB (v2)
- Detailed documentation and installation instructions

Requirements

For TinyPilot to work with your server, you'll need:

- An AC power outlet
- An HDMI output port on your server
- An HDMI cable (e.g., HDMI to HDMI, DVI to HDMI)
- A USB port on your server
- A wired network cable

Shipping

Orders ship from Massachusetts within three business days.

International shipping is available via DHL and USPS.

Support

Voyager customers receive priority support in TinyPilot's [help forums](#).

Refunds/exchanges

If any of your parts are defective, we will happily replace them within 30 days of purchase.

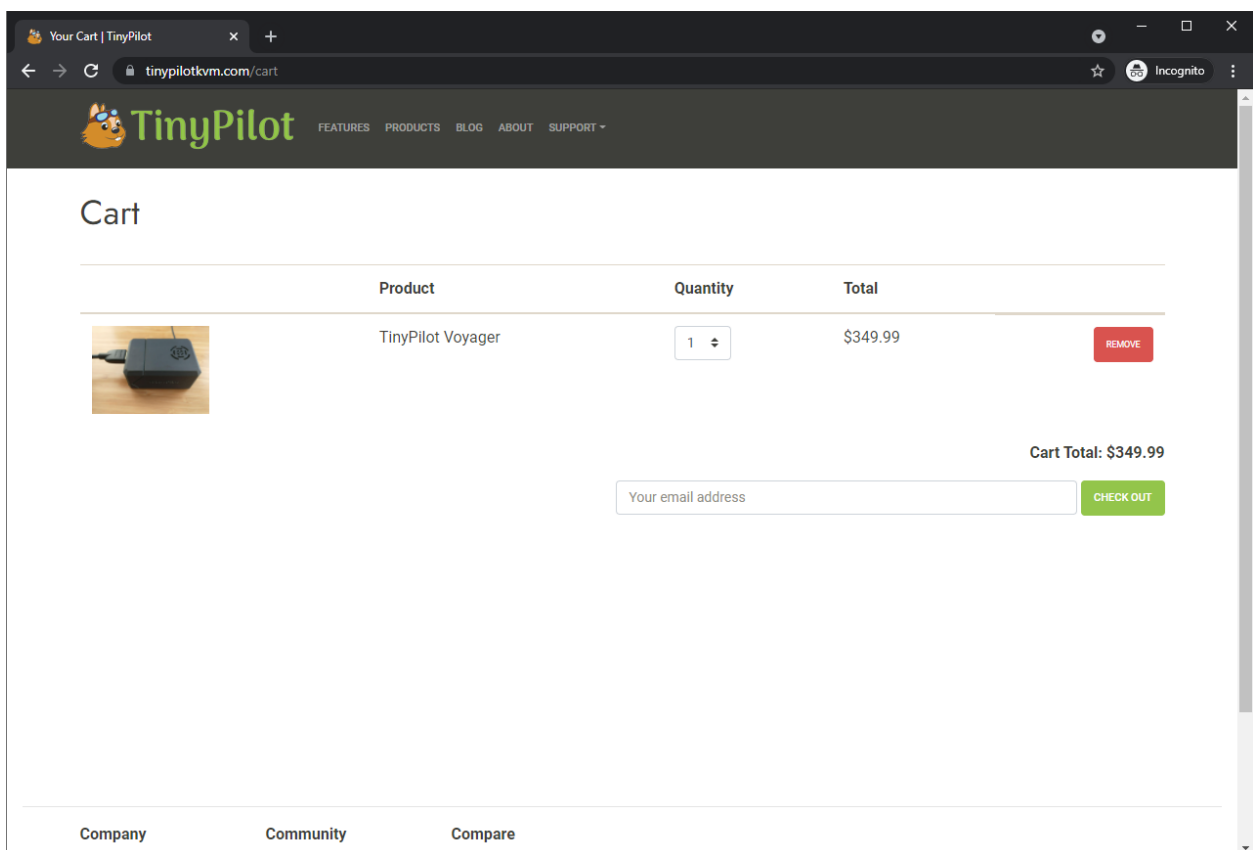
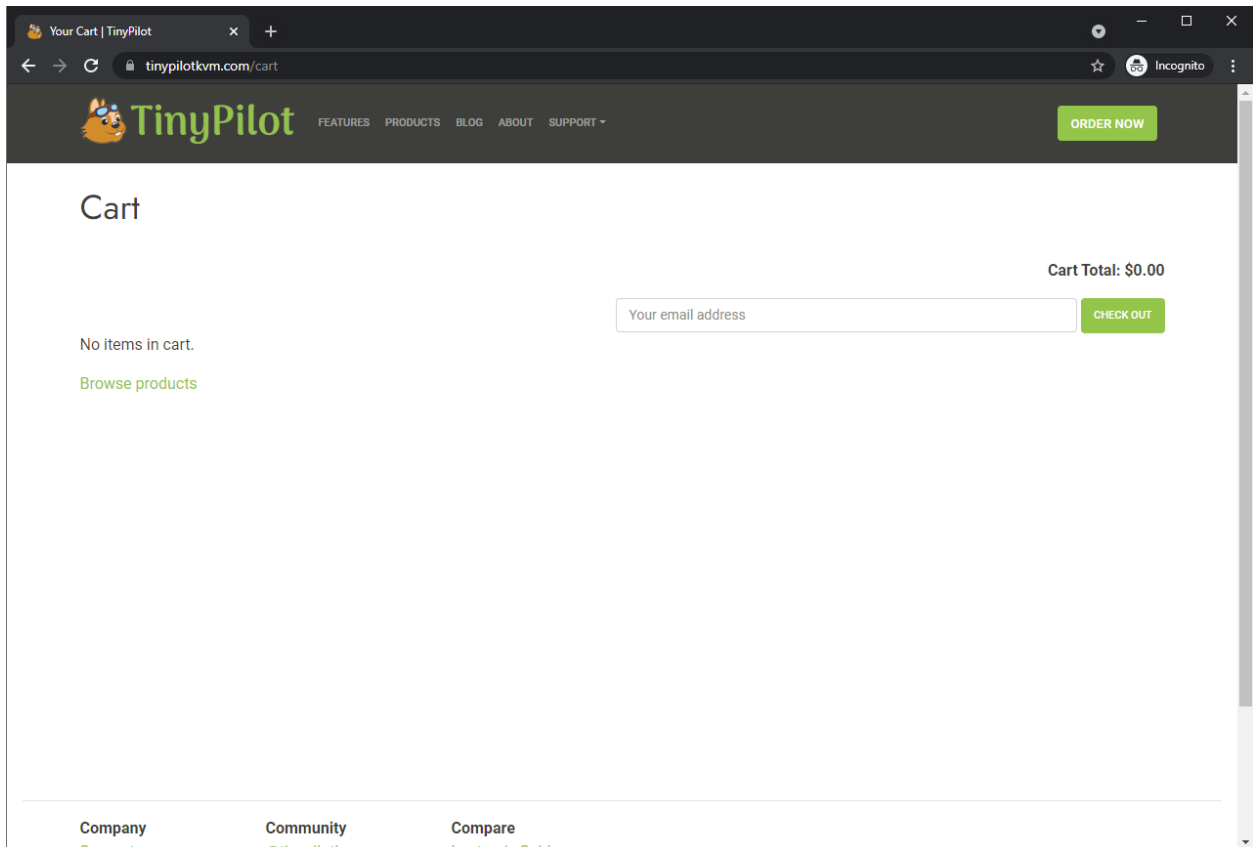
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[Alternative to Lanttronix Spider](#)

Checkout page

The checkout page feels amateurish:



Inspiration

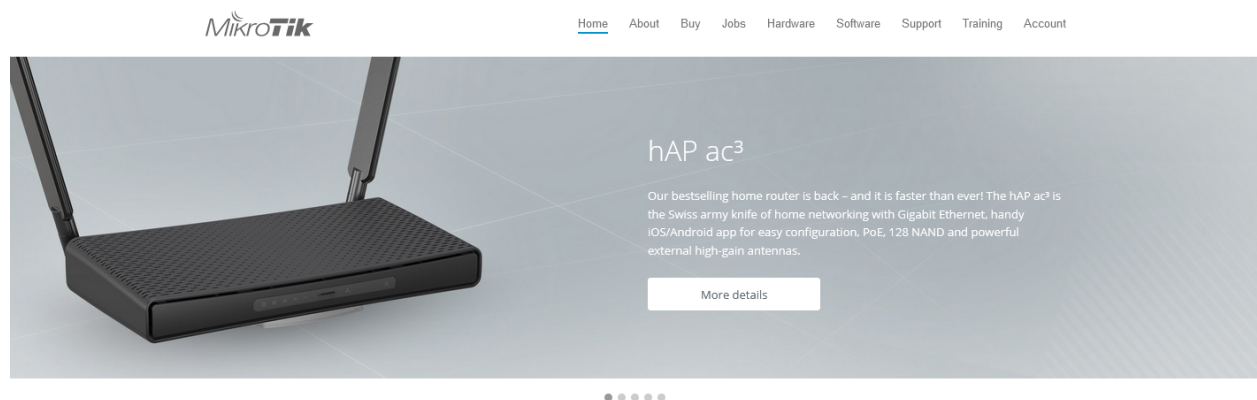
The websites below are companies that sell similar products and cater to similar consumers. I've included the ones whose websites I like.

Microtik

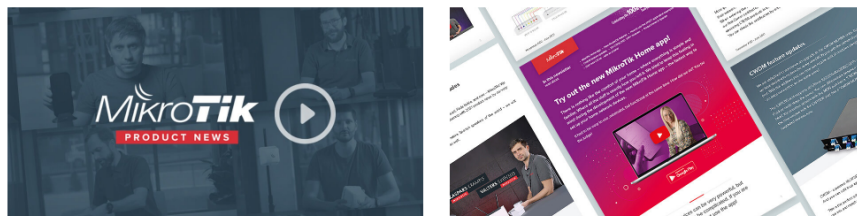
<https://mikrotik.com/>

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'S NEW IN MIKROTIK?



CHECK OUT OUR YOUTUBE CHANNEL NEWSLETTER JUNE 2021 (#100)

What I Like

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

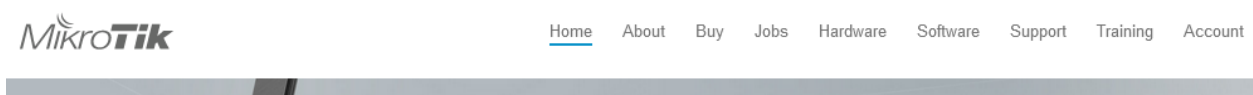
What I Dislike

- 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



◦

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!

[Find out more](#)

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.

[Open catalog](#)

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.



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[MikroTik app](#)

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>

Products

[HOME](#) / [IOT PRODUCTS](#) / [KNOT](#)

KNOT

IoT Gateway for the most versatile and cost-effective setups



The newest addition to the Mikrotik IoT product family – KNOT – is a truly universal device with exceptional connectivity options and protocol support. It is an IoT Gateway that uses Narrow Band and CAT-M technology. Because of the low cost, low bandwidth cellular connection, it is supported by countless mobile operators around the globe.

KNOT can monitor onboard GPIOs, convert Modbus protocol to TCP, and even forward Bluetooth packets to TCP/IP network via HTTPS and MQTT.

You can use the KNOT as a TCP bridge from wired Modbus sensors to send readings to a Modbus server. Yes, the KNOT brings wireless connectivity to wired sensors, such as electricity meters and relays.

It could be used as a backup connection for the Ethernet or as a management channel for your network. NB/CAT-M monthly plan is much cheaper than LTE. Why spend extra money on bandwidth you don't need? For example, you can manage a KNOT-powered vending machine with temperature and liquid sensors with only a few megabytes per day!

KNOT features so many protocol support and connectivity options:

2.4 GHz wireless, Bluetooth, 2x 100 Mbps Ethernet ports with PoE-in and PoE-out, Micro-USB. Maximum convenience at the lowest cost!

With the Bluetooth interface, you can use the KNOT for asset tracking and telemetry based on Bluetooth advertisement packets. KNOT supports any BLE tag that sends advertisement data. iBeacon, Eddystone or any other format.

It has powerful filters for forwarding only relevant packets and ignoring others.

KNOT is a great tool for most outdoor cabinet IoT applications as well. It comes with a DIN rail mount that allows easy integration with all kinds of setups: from agriculture and asset tracking to cold chain monitoring, industrial manufacturing, and so on.

Bring flexible low-cost connectivity to the most remote or tricky areas with the Mikrotik 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

<https://www.ui.com/>

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

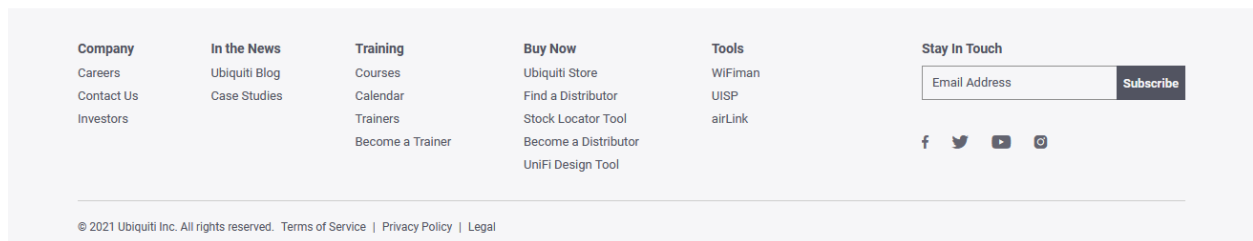
What I Like

- 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>

