

PROJECT GOALS

Before heading on to finding ideas for a solution, I mapped out the business goals, user goals, and technical considerations.

BUSINESS GOALS

- Increase enquiries and sales for key hero products (e.g. Enmore, Bondi, Flinders).
- Strengthen brand perception as a premium, innovative Australian security brand.
- Drive more traffic to reseller and distributor partners.

USER GOALS

- Find a suitable smart lock without being a security expert.
- Understand unlocking methods, compatibility, and warranty at a glance.
- Quickly contact a local store or installer.

TECHNICAL CONSIDERATIONS

- Catalogue must support many SKUs and categories.
- Design needs to work responsively across desktop, tablet, and mobile.
- The system should scale as new products and partners are added.

LIONHEAD LOCKS

WEBSITE REDESIGN

PROJECT OVERVIEW

Lion Head Locks sells premium digital locks and access products across Australia, but their website wasn't designed to support everyday users who needed simple guidance and reassurance. Customers often struggled to identify the right lock or find local installation support. My redesign transforms the catalogue-style website into a clear, high-trust experience that helps Melbourne and Australian customers confidently choose and install the right smart lock.

TIMEFRAME

6 weeks

MY ROLE

UX + UI Design, Visual design,
Branding, User flow, Research,
Prototyping + Testing

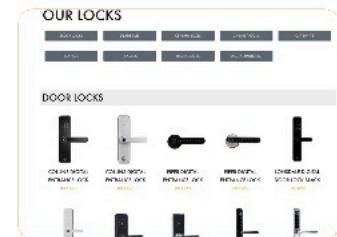
TOOLS

Figma, Fig jam, Zoom, Google
Forms, Photoshop, Illustrator

PROBLEM STATEMENTS

Problem 1 – Product discovery is overwhelming for everyday users

The existing site presents a long list of lock categories (door locks, mortice locks, gateways, padlocks, readers, etc.), with minimal guidance on which product fits which door or use case.



Problem 2 – The online experience doesn't reflect a premium, trustworthy security brand

The homepage leads with dense paragraphs of copy ("At Lion Head Locks, we stand at the forefront of innovation...") and a simple, rotating product slider, which doesn't communicate the emotional or functional value of the locks for Australian households.

PAIN POINTS

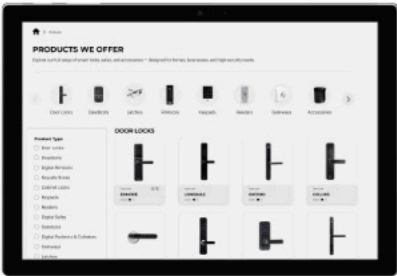
- Cognitive overload:** Too many product names and categories, not enough guidance.
- Reseller journey is disconnected:** Store finder and installer information are not clearly tied into the browsing flow.
- Unclear next steps:** Users don't know whether to browse, read specs, call someone, or request a quote.

POTENTIAL SOLUTIONS

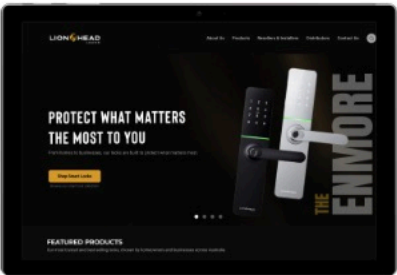
Solution Direction 1 – Guided, human-centred discovery
Design flows that start with door type, location, and unlock preferences instead of lock model numbers.



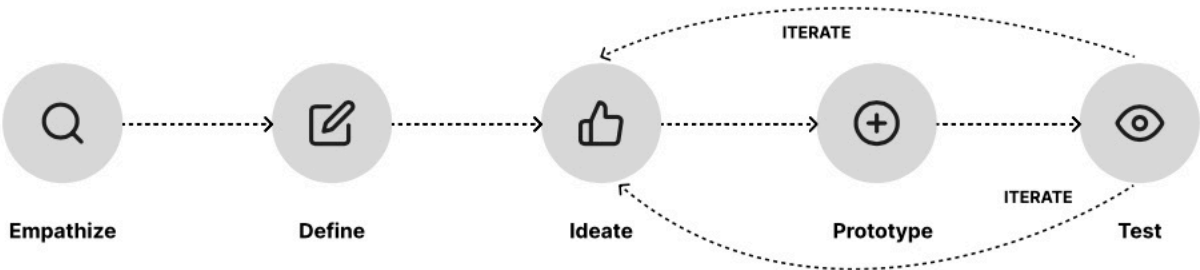
Solution Direction 2 – Smart Lock Matching
Introduce a "Find my perfect lock" pathway and use clear, jargon-free language to support first-time buyers.



Solution Direction 3 – Premium, trustworthy visual and content design
Redesign the homepage and product pages with high-impact hero imagery, strong typography and clear hierarchy to reflect the quality of the hardware. Embed trust signals (warranty, testimonials, Australian support, store locator) directly within key user journeys.



DESIGN PROCESS



RESEARCH METHODS

01

Heuristic Evaluation of the current Lion Head Locks website

02

Competitor Benchmarking: McGrath (for trust & local-service storytelling) and other hardware / smart lock brands

03

Lightweight User Interviews:

- 2 Melbourne homeowners
- 1 Airbnb host in inner Melbourne
- 1 locksmith / installer

COMPETITIVE MARKET ANALYSIS

To better understand how customers evaluate security solutions online, I conducted a competitive analysis of three relevant brands: a trust-driven service provider (McGrath) and two global security hardware leaders (ASSA ABLOY and Dormakaba). Each competitor demonstrated different strengths in navigation, storytelling, product education, and user reassurance — all critical components for a smart-lock shopping experience.

McGrath

STRENGTHS

- Strong trust-led storytelling
- Clear, simple CTAs (e.g., "Request an Appraisal")
- Localised content that builds credibility
- Human, jargon-free language

WEAKNESSES

- Not suited for large product catalogues
- Limited feature comparison patterns
- User journey heavily service-focused

FEATURES / LEARNINGS

- ✓ Trust-building messaging
- ✓ Local relevance
- ✓ Guided actions

LOCKWOOD ASSA ABLOY

STRENGTHS

- Comprehensive specifications & certifications
- High brand authority in security
- Clear product categorisation
- Strong technical documentation

WEAKNESSES

- Very technical, overwhelming for new users
- Navigation suited to professionals, not homeowners
- Minimal lifestyle context

FEATURES / LEARNINGS

- ✓ Technical clarity
- ✓ Strong credibility
- ✗ Needs simpler, beginner-friendly guidance

dormakaba

STRENGTHS

- Clean, modern visual design
- Balanced technical + consumer-facing content
- High-quality product imagery
- Clear support pathways

WEAKNESSES

- Navigation leans commercial
- Limited plain-language explanations
- Requires deeper clicks to compare models

FEATURES / LEARNINGS

- ✓ Balanced storytelling
- ✓ Scalable product structure
- ✗ Needs stronger guidance for non-technical users

KEY TAKEAWAYS FOR LION HEAD LOCKS

Across all three competitors, the strongest opportunities for Lion Head Locks centre on blending trust, clarity, and guidance. From McGrath, the brand can benefit from leading with local relevance, emotional language, and clear next steps like "Find my perfect lock" or "Locate an installer." From ASSA ABLOY, it's essential to uphold technical accuracy by presenting certifications, compatibility, and specifications in a clean, credible way. Dormakaba reinforces the value of high-quality visuals and balanced storytelling, along with product pages that serve both technical and non-technical users. Together, these insights highlight a path toward a more confident, guided, and premium experience for customers exploring digital lock solutions.

USER INTERVIEWS

I conducted semi-structured interviews focusing on how people choose locks and how they feel about digital access.

Participants:

1. Apartment owner, Fitzroy
2. Townhouse owner, Glen Waverley
3. Airbnb host, CBD
4. Locksmith / installer servicing Melbourne's east

KEY QUESTIONS

"When you think about changing a lock, what's your biggest concern?"

"How do you currently research home security products?"

"What would help you feel confident buying a digital lock online?"

"What information do you need before contacting an installer or reseller?"

"How do you decide between multiple products that look similar?"

"How do you usually determine whether a lock will fit your specific door or property type?"

"What part of the online shopping experience makes you hesitate or feel unsure about choosing a lock?"

"If you couldn't decide between two locks, what would you expect the website to do to guide you?"

USER PERSONA



Sarah Nguyen

Age: 34

Gender: Female

Location: Fitzroy, Melbourne

Occupation: Project Coordinator

Sarah represents a growing segment of Melbourne residents who want the convenience and security of smart home products but don't have technical expertise. She's comfortable shopping online but becomes cautious when purchases involve home security or hardware installation. She values modern design, convenience for Airbnb guests, and reliable local support if something goes wrong.

Personal Characteristics

- Practical and organised
- Cautious but confident shopper
- Tech-curious (but not tech-savvy)
- Reliability-focused

Goals

- Install a smart, keyless lock that works reliably for both daily use and Airbnb guests.
- Allow visitors or service providers to enter via temporary PINs or digital access when she's not home.
- Find a trusted local installer who can confirm compatibility and handle installation.
- Understand the differences between locks without needing to learn technical jargon.

Frustrations

- Product pages feel overly technical, with terms like "magnetic" or "IP rating" that are unclear.
- Fear of buying a lock that doesn't fit her apartment door or requires complex installation.
- Difficulty comparing similar-looking lock models and understanding what actually matters.
- Uncertainty about warranty, support, and who to contact if something stops working.

Needs

- Clear, plain language explanations of which locks suit different door types and lifestyles.
- A simple way to narrow down the product list to the few that match her needs.
- High-quality visuals showing how the lock looks on real homes and doors.
- A direct, reliable pathway to local installers or resellers in Melbourne.
- Reassurance about security, reliability, and ongoing support.



Michael Tran

Age: 40

Gender: Male

Location: Box Hill, Melbourne

Occupation: Locksmith & Installer

Michael is an experienced locksmith servicing Melbourne's east. With over a decade in the field, he installs modern smart locks for homeowners, apartment residents, and Airbnb hosts. He wants reliable products that are easy to install, well-supported, and clearly documented so he can avoid callbacks or customer confusion. His business relies on trusted suppliers, consistent stock, and products that perform well in real-world conditions.

Personal Characteristics

- Practical and detail-oriented
- Hands-on problem solver
- Tech-aware but values simplicity
- Customer-focused and reliable

Goals

- Quickly identify locks that fit different door types in Melbourne homes.
- Confirm compatibility before buying (door thickness, mortice, latch, strike plate).
- Access trade-friendly pricing and reliable stock.
- Get installation manuals, diagrams, and technical documentation easily.
- Reduce installation time and avoid customer callbacks.

Frustrations

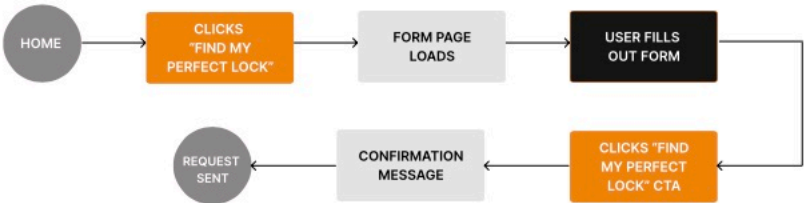
- Product pages feel unclear about what's included (e.g., latch/lock body not shown).
- Difficulty determining compatibility for various door types.
- Limited trade pricing or installer-specific bundles.
- Too many similar lock models without clear differences.
- Uncertainty about warranty or support for failed units.
- Slow or unclear access to replacement parts.

Needs

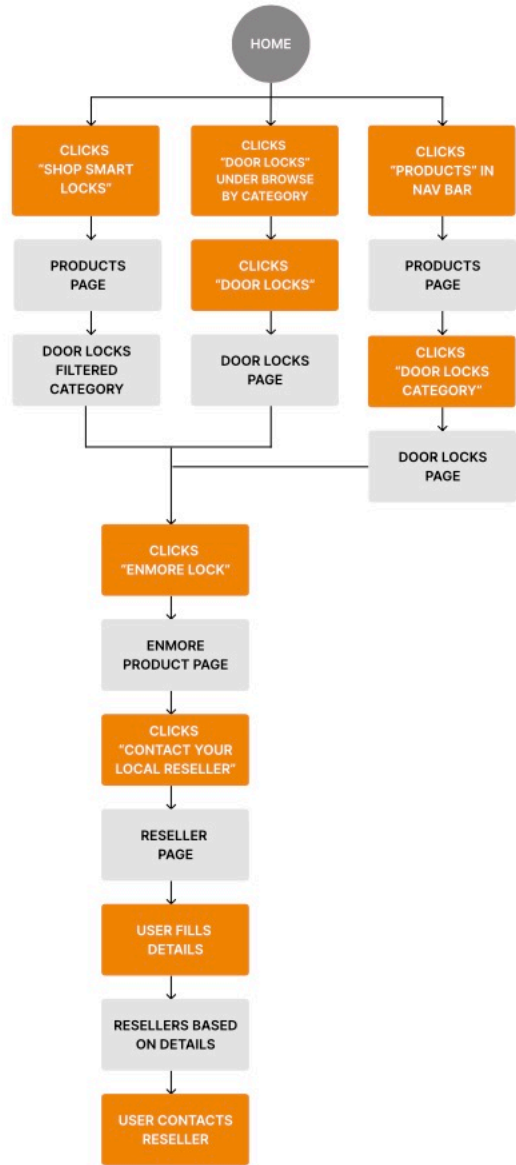
- Straightforward compatibility charts for common Australian doors.
- Clear lists of what each lock package includes.
- Access to installation manuals, wiring guides, and diagrams.
- Dedicated trade pricing or bulk-order options.
- Reliable warranty information and local support.

USER FLOW

01 Guided Lock Selection (Solution to Problem 1: "Users don't know which lock is right for their door")

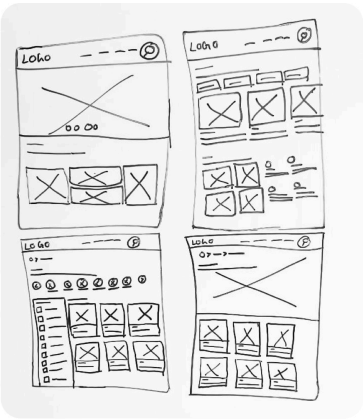


02 This flow illustrates how users navigate from product discovery through detailed lock information to confidently choosing a local installer.



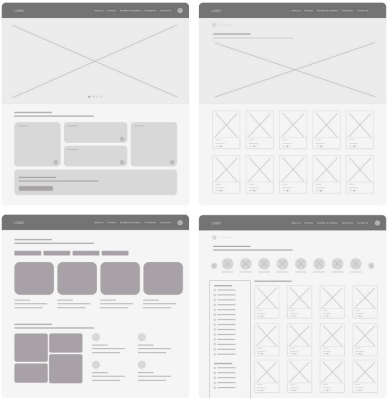
LOW-FIDELITY SKETCHES

Early hand-drawn sketches focused on simplifying the information architecture and defining clear paths from discovery to decision. These sketches allowed rapid exploration of layout, hierarchy, and user intent before committing to detailed structure.



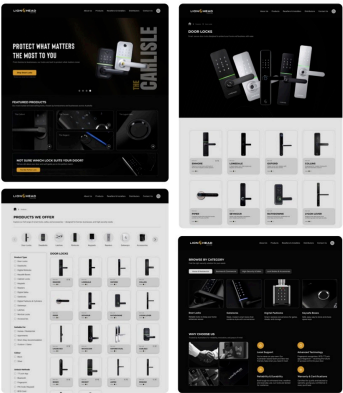
LOW-FIDELITY WIREFRAMES

Lo-fi wireframes translated sketches into structured screens, validating navigation, content flow, and CTA placement across key journeys. At this stage, I prioritised clarity, scannability, and reducing cognitive load for non-technical users.



HIGH-FIDELITY WIREFRAMES

High-fidelity designs applied the visual system to create a premium, trustworthy experience aligned with Lion Head Locks' brand. Visual hierarchy, photography, and microcopy were refined to support confident decision-making and conversion.

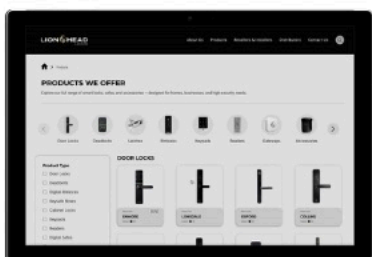


ITERATIONS — BEFORE & AFTER

01 Product Browsing Experience

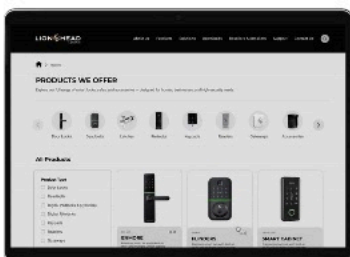
Before

The products page displayed a long, continuous list of items, requiring excessive scrolling and making it difficult for users to keep track of where they were.



After

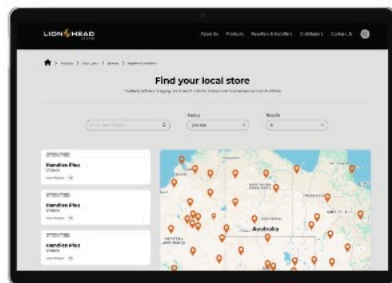
Introduced pagination to break the catalogue into manageable sections, improving scannability and making product browsing feel lighter and more controlled.



02 Accessing Reseller Contact Information

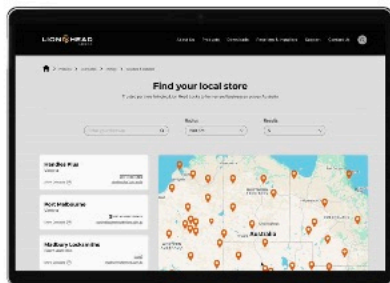
Before

Users were redirected to external reseller websites, where they had to search again to find contact details or installation information.



After

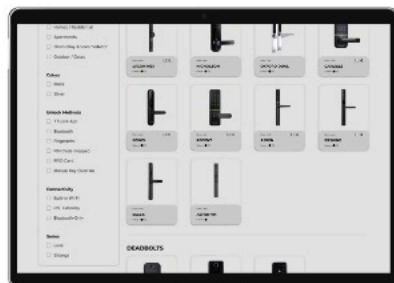
Added a "Show Contacts" option directly within the reseller cards, while keeping the website link separate—allowing users to either contact immediately or visit the reseller's site based on their preference.



03 Filtering by Environment Suitability

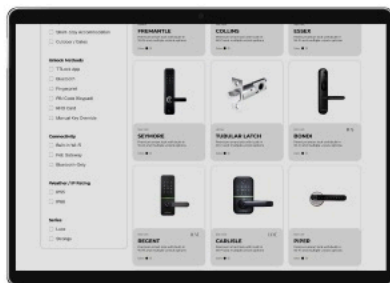
Before

Users could not easily determine whether a lock was suitable for indoor or outdoor use while browsing the catalogue.



After

Introduced an IP Rating filter (e.g. IP55, IP66), enabling users to narrow products based on environmental and weather exposure requirements.



RESULTS

100%

Task Completion

All participants were able to successfully browse products, apply filters, and navigate pagination without confusion or external guidance.

100%

Reseller Discovery

All users were able to locate reseller contact details directly on the site, without needing to search external websites for phone numbers or emails.

100%

Product Confidence

All participants could confidently identify environment-appropriate locks (indoor vs outdoor) using the IP rating filter, without opening multiple product pages.

FINAL EXPERIENCE

The redesign creates a seamless journey from exploration to confident decision-making. A premium website establishes trust, while a structured and scannable product catalogue makes browsing effortless. Product pages balance visual storytelling with practical details, and clear support paths—Find my perfect lock, reseller finder, and contact options—ensure users can easily get help or take action at any point.

REFLECTIONS

- I learned that simplifying product structure and hierarchy can make a large smart-lock catalogue feel far more approachable
- This project reinforced that strong decision support is just as important as the quality of the product itself
- I learned how to guide non-technical users through complex security products without losing technical credibility
- Small UX improvements like pagination, filtering, and clearer reseller access removed disproportionate friction in the purchase journey
- Designing with Australian use cases in mind—such as outdoor suitability and local installers—proved essential for building trust and relevance

FUTURE IMPACT

This redesign represents a meaningful step toward making smart security more accessible, understandable, and trustworthy for Australian homeowners, businesses, and trade partners. By simplifying product discovery and strengthening support pathways, the experience lays the foundation for long-term customer confidence and brand growth.

• Smarter Lock Selection Through Guided Assistance

As the Find my perfect lock pathway gathers more enquiry data, it can evolve into a more intelligent recommendation system—helping users quickly identify compatible locks based on door type, environment, and usage needs. This would further reduce decision anxiety and improve conversion quality.

• Stronger Trade & Installer Ecosystem

Enhancing the reseller and installer experience—through clearer contact access and future trade-only tools—positions Lion Head Locks as a brand that actively supports its partners, not just its end users. This could strengthen long-term relationships with installers across Australia.

• Education-Driven Trust

Expanding educational content around topics such as IP ratings, door compatibility, and smart-lock security standards would help demystify technical concepts for everyday users. Clear education builds trust and empowers users to make informed decisions without relying solely on external research.

• Scalable Platform for Growth

The structured catalogue, filtering system, and modular page layouts create a scalable foundation for future product lines, regional expansion, and new technologies—without compromising usability or clarity.

By aligning design, usability, and business goals, this redesign positions Lion Head Locks as a design-forward, dependable smart-lock brand built for the evolving needs of the Australian market.

FUTURE ENHANCEMENTS

- A step-by-step lock comparison tool to shortlist 2–3 suitable options
- Short explainer videos embedded within key product pages
- A dedicated trade portal for installers with access to resources, pricing, and training