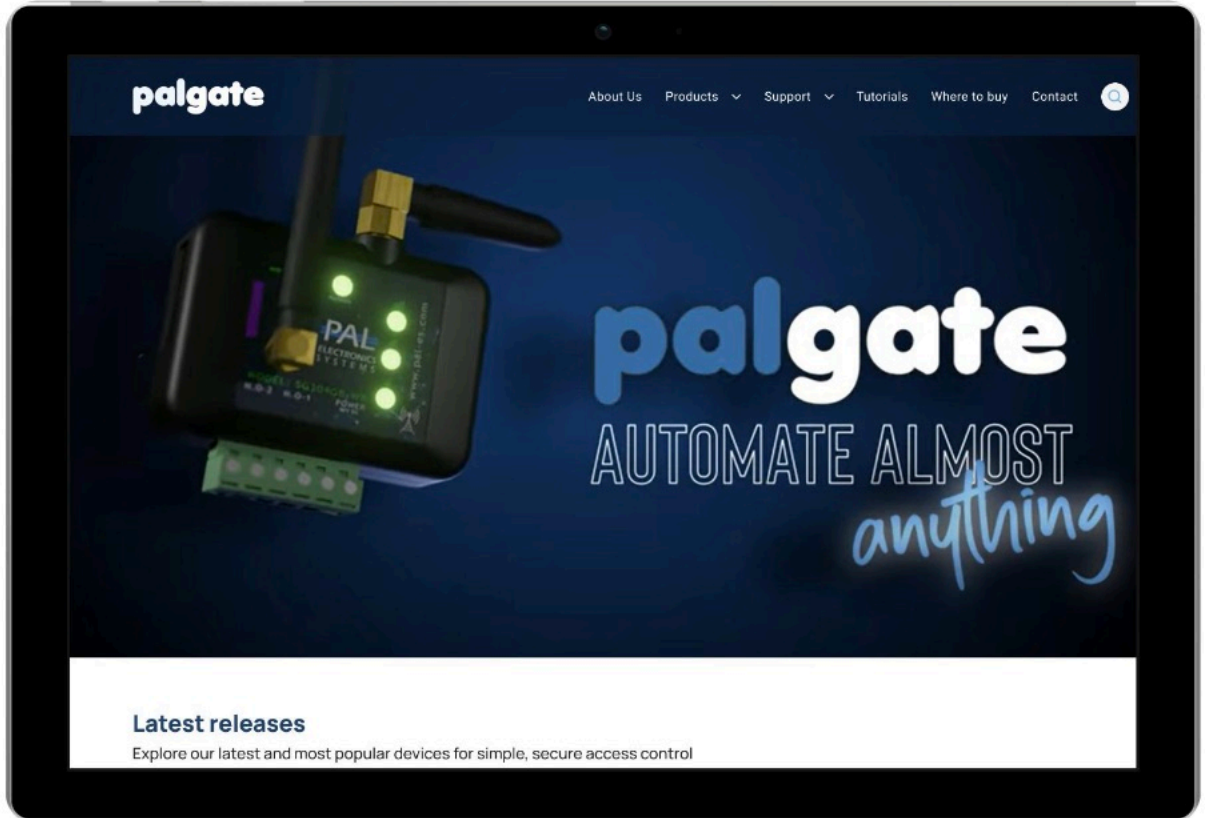


PALGATE

WEBSITE REDESIGN



PROJECT OVERVIEW

PalGate is an Australian access-control technology platform that enables users to manage gates, doors, lighting, pumps, and automation through mobile and cloud-based control. The challenge was not a lack of capability, but a lack of clarity. The original website presented products as a flat catalogue, making it difficult for users to understand differences between devices, identify the right product for their use case, or confidently compare options. This redesign focused on restructuring how products are organised, explained, and compared — while still supporting installers through tutorials and documentation.

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 lacked structure and decision clarity

The original PalGate website presented multiple access-control devices with similar visuals and limited differentiation. Critical decision factors such as connectivity, relay capacity, scale, and compatibility were hidden within datasheets, making it difficult for users to quickly understand which product suited their specific use case.



Problem 2 – Support content distracted from primary purchase intent

Tutorials and manuals were surfaced alongside product exploration, creating unnecessary cognitive load for first-time users who were primarily trying to select the right device rather than learn how to configure it.



Problem 3 – No comparison or decision support existed

Users had no way to compare PalGate devices side-by-side. Critical decision factors such as use case, compatibility, power requirements, and scalability were buried within datasheets, forcing users to rely on external support or distributors to make confident choices.



PAIN POINTS

Unclear Product Differentiation: Similar-looking products made it hard to quickly identify the right solution.

Technical Complexity: Technical details appeared before context, slowing understanding and decisions.

No Clear Decision Path: Users lacked guidance to narrow options with confidence.

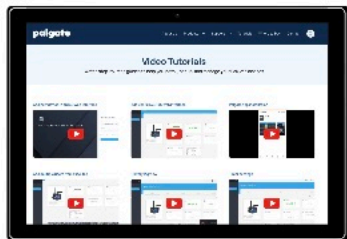
No Product Comparison: Without side-by-side comparison, evaluating options required extra effort or support.

Support Content: Tutorials competed with product selection instead of supporting it.

POTENTIAL SOLUTIONS

Solution Direction 1 – Clarify Product Structure and Differentiation

Re-structure product listings around clear capability groupings and real-world use cases. Introduce consistent product cards, key feature summaries, and a comparison chart to help users evaluate options side-by-side without relying on technical documents or external support.



Solution Direction 3 – Enable Confident Decision-Making Through Comparison

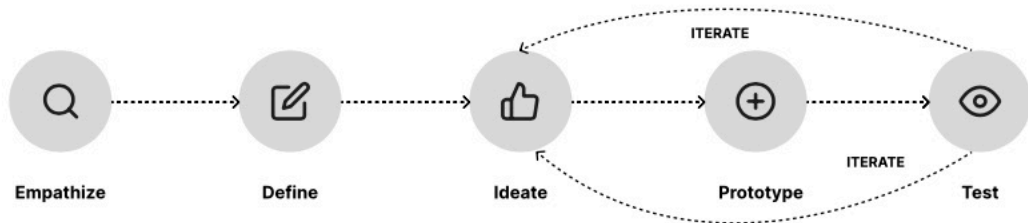
Introduce a dedicated product comparison experience that allows users to evaluate PalGate devices across key criteria at a glance. Surface decision-critical information early in the journey to support informed selection and reduce dependency on external guidance.



Solution Direction 2 – Prioritise Product Discovery Over Support Content

Separate product discovery from support content by prioritising products in the primary journey and repositioning tutorials as contextual, secondary resources available after a product has been selected or purchased.

	PalGate M100	PalGate M200	PalGate M300
Resolution	1080p	1080p	1080p
Camera	5MP	5MP	5MP
Storage	32GB	32GB	32GB
Processor	ARMv8	ARMv8	ARMv8
OS	Android 11	Android 11	Android 11
Display	7" (178mm)	7" (178mm)	7" (178mm)
Weight	150g	150g	150g
Dimensions	140mm x 70mm x 15mm	140mm x 70mm x 15mm	140mm x 70mm x 15mm
Connectivity	Wi-Fi, Bluetooth, USB-C	Wi-Fi, Bluetooth, USB-C	Wi-Fi, Bluetooth, USB-C
Power	2000mAh	2000mAh	2000mAh
Price	\$199	\$249	\$299



RESEARCH METHODS

01

Evaluated the current PalGate website using usability principles to identify friction, clarity issues, and gaps in user guidance.

02

Reviewed how products, features, and technical information were organised to understand where users struggled to find, compare, or interpret key details.

03

Studied competitor websites and assessed installer and end-user mental models to understand expectations around product selection, comparison, and decision-making.

COMPETITIVE MARKET ANALYSIS

Competitors demonstrated that clear use-case framing and structured product categorisation help reduce decision friction, especially for installer-led products. While strong branding and detailed documentation build trust, overly technical presentation creates barriers for first-time users. The analysis highlighted the need to balance visual clarity, guided comparison, and accessible explanations to support confident decision-making.



STRENGTHS

- Clear focus on gate automation use cases
- Simple product range with defined applications
- Strong installer-centric messaging

WEAKNESSES

- Limited guidance for non-technical users
- Minimal visual comparison between models

FEATURES / LEARNINGS

- ✓ Clear use-case framing builds confidence
- ✓ Simpler product ranges reduce decision fatigue



SGA SKYLINE GATE AUTOMATION

STRENGTHS

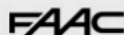
- Clean product categorisation
- Strong visual presentation of gate types and systems

WEAKNESSES

- Limited explanation of differences between controllers
- Technical details often require external documentation

FEATURES / LEARNINGS

- ✓ Visual clarity matters, but needs supporting guidance
- ✓ Product imagery alone is not enough for comparison



STRENGTHS

- Strong brand authority and trust
- Detailed technical documentation
- Clear separation between residential and industrial systems

WEAKNESSES

- Overly technical for first-time buyers
- Comparison requires deep reading across multiple pages

FEATURES / LEARNINGS

- ✓ Authority builds trust, but clarity drives conversion
- ✓ Comparison tools can bridge the gap between technical depth and usability

KEY TAKEAWAYS FOR PALGATE

- Product clarity is the foundation of trust
 - Users need help choosing before they need help installing
 - Comparison tools reduce friction and support confident decisions
 - Organising products by intent is more effective than by SKU
-

USER INTERVIEWS

Insights were informed by understanding how homeowners, installers, and commercial users evaluate access-control products, particularly how they compare options, assess compatibility, and decide when to contact support or distributors.

Participants:

1. Detached Home Owner – Essendon, Melbourne
2. Property Manager (Multi-Unit Housing) – South Yarra, Melbourne
3. Commercial Site Operator – Dandenong South, Melbourne
4. Gate Automation Installer – Servicing Melbourne's Northern Suburbs (Preston, Coburg, Reservoir)

KEY QUESTIONS

"How do users decide between similar access-control devices?"

"What information is required before contacting a distributor?"

"When do users expect to compare products side-by-side?"

"How much technical detail is enough at each stage?"

"How do users prefer products to be grouped—by use case, capability, or environment?"

"What signals help users feel confident they've chosen a scalable solution for future needs?"

"At what point do users want reassurance through trust signals such as local support or distributors?"

"What causes users to abandon product exploration and seek external help instead?"



Emily Harris

Age: 32

Gender: Female

Location: Brunswick East, Melbourne

Occupation: Operations Manager
(Co-living & Short-Stay Properties)

Emily is an operations manager for short-stay and shared residential properties in Melbourne. She relies on PalGate to manage secure access for residents and guests without needing deep technical knowledge. Emily values clear product guidance, reliability, and confidence that her access system will scale as her properties grow.

Personal Characteristics

- Organised and detail-focused
- Comfortable with digital tools but not technical hardware
- Prioritises reliability and local support
- Values clear processes and minimal ongoing maintenance

Goals

- Select a PalGate controller suitable for shared residential access
- Understand which device supports multiple users and remote control
- Ensure compatibility with gates and future expansion
- Reduce dependency on installers for everyday access changes

Frustrations

- Multiple PalGate devices that appear similar at first glance
- Difficulty understanding limits around users, sites, and integrations
- Needing to interpret datasheets before knowing if a product is relevant
- Uncertainty about whether a solution will scale as properties grow

Needs

- Clear grouping of products by residential vs multi-user use cases
- Simple explanations of connectivity (4G, Bluetooth) and scale
- Confidence that the chosen device will work long-term without replacement
- Visible reassurance through local distributors and support availability



Daniel Morris

Age: 45

Gender: Male

Location: Moorabbin, Melbourne

Occupation: Gate Automation
Technician

Daniel is an experienced gate automation technician who installs and configures access-control systems across Melbourne. He uses PalGate regularly and needs to identify the right controller quickly for each job. Daniel values clarity, speed, and accurate technical information that helps him avoid installation errors and customer callbacks.

Personal Characteristics

- Highly practical and efficiency-driven
- Strong technical background
- Values speed and accuracy over marketing content
- Prefers systems that are proven and consistent across installs

Goals

- Quickly identify the correct PalGate Spider variant for each installation
- Confirm relay count, connectivity, and integration compatibility upfront
- Reduce install time and avoid customer confusion
- Standardise solutions across multiple job types

Frustrations

- Switching between multiple product pages and datasheets
- Customers selecting underpowered or incorrect devices
- Lack of quick comparison between similar controller models
- Missing information that leads to avoidable onsite troubleshooting

Needs

- Clear comparison tables across PalGate Spider models
- Immediate access to manuals, wiring diagrams, and datasheets
- Assurance that customers understand product limitations before purchase
- Fast validation that a product meets site-specific requirements

PROJECT GOALS

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

BUSINESS GOALS

- Improve product conversion clarity
- Reduce pre-sales support dependency
- Strengthen PalGate's position as a scalable platform

USER GOALS

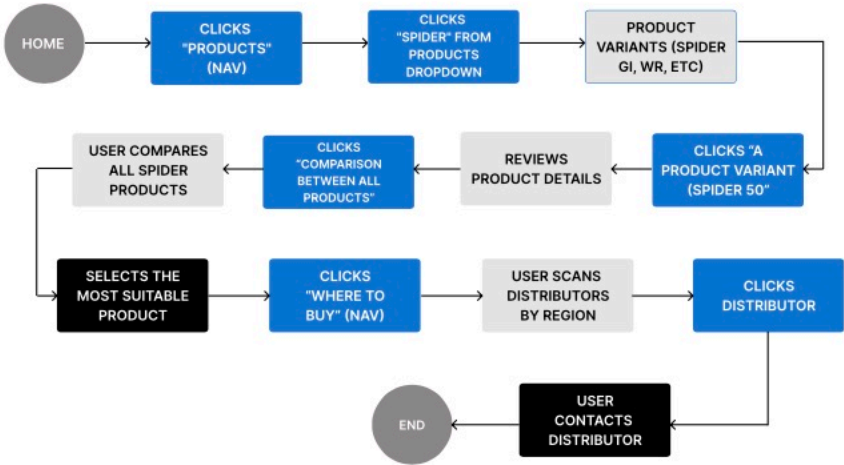
- Choose the right product with confidence
- Understand differences at a glance
- Access support when needed — not by default

TECHNICAL CONSIDERATIONS

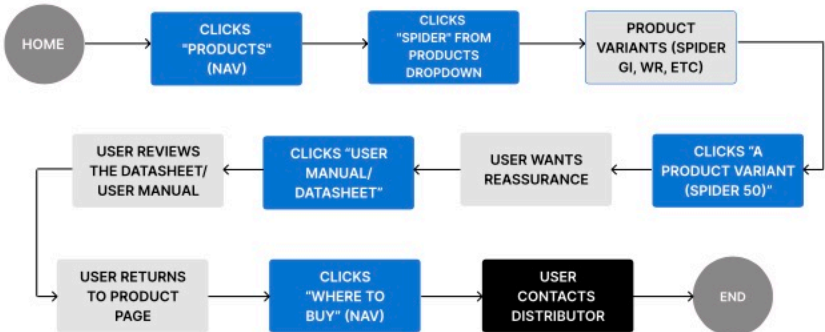
- Support a growing product range
- Maintain scalable comparison logic
- Ensure consistency across devices and content

USER FLOW

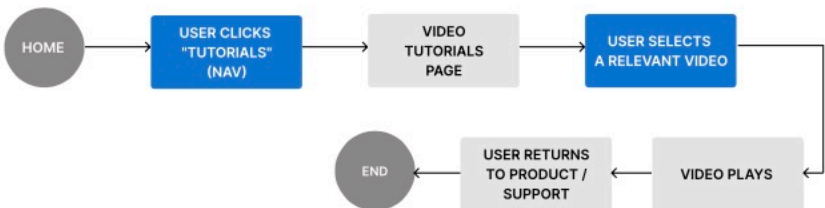
01 Product Discovery → Comparison → Distributor



02 Product Discovery → Support Validation (Secondary Flow)



03 Learning & Support Flow



● Start/End

■ Screen

■ Action

■ User Input

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.



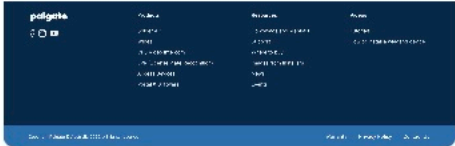
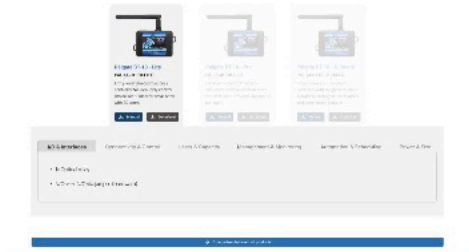
LOW-FIDELITY WIREFRAMES

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

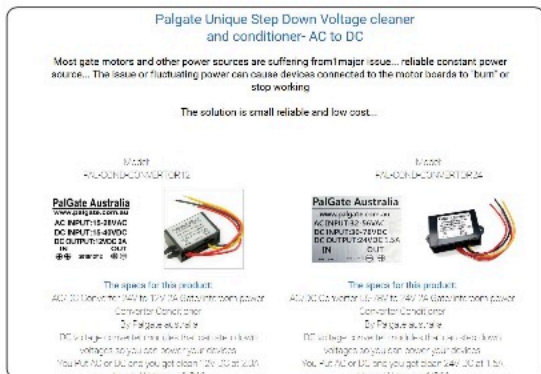
High-fidelity designs applied the visual system to create a premium, trustworthy experience aligned with Palgate's brand. Visual hierarchy, photography, and microcopy were refined to support confident decision-making and conversion.



01 Product Browsing Experience

Before

The original product listing displayed devices in long, continuous layouts with minimal differentiation. Users were required to scroll extensively and mentally track differences between similar products, often relying on datasheets to understand basic distinctions.



After

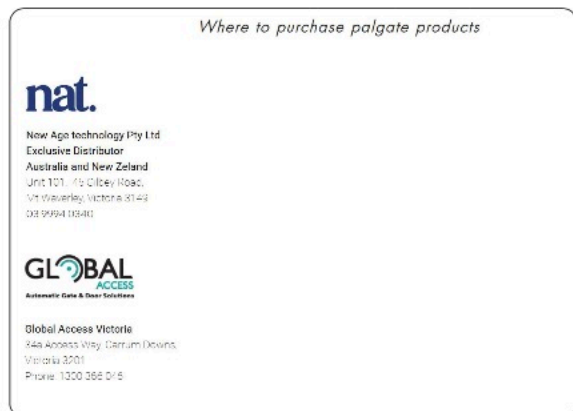
The redesigned experience introduces structured product cards, Clear grouping by device type and capability, Pagination and spacing to improve scannability, Entry points into comparison and documentation. This makes product browsing feel controlled, intentional, and significantly easier to navigate.



02 Accessing Reseller Contact Information

Before

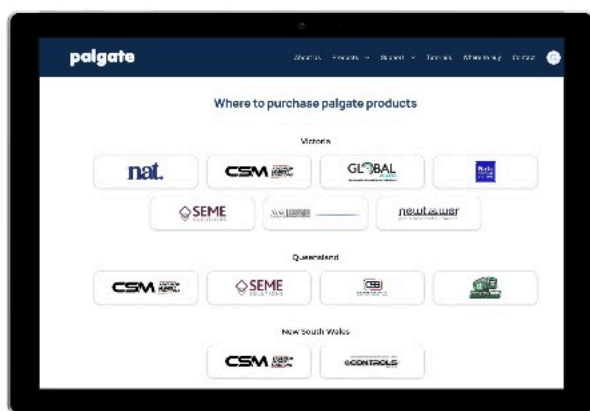
Users accessed distributor information via the footer "Where to Buy" link, which led to a single page listing distributor contact details such as addresses and phone numbers. While the information was available, it lacked regional grouping and clear visual hierarchy, requiring users to scan the entire page to find the most relevant distributor.



After

The "Where to Buy" experience is redesigned around regional discovery. Distributors are categorised by location, making it easier for users to:

- Quickly identify distributors in their region
 - Navigate directly to the distributor's website
 - Take action without manually scanning contact details
- This improves findability, reduces effort, and supports faster, more confident next steps.



RESULTS

100%

Task Completion

All participants were able to browse products, understand differences, and progress toward a purchasing or enquiry action without confusion.

100%

Distributor Discovery

Users successfully located and contacted regional distributors directly from the website without external searching.

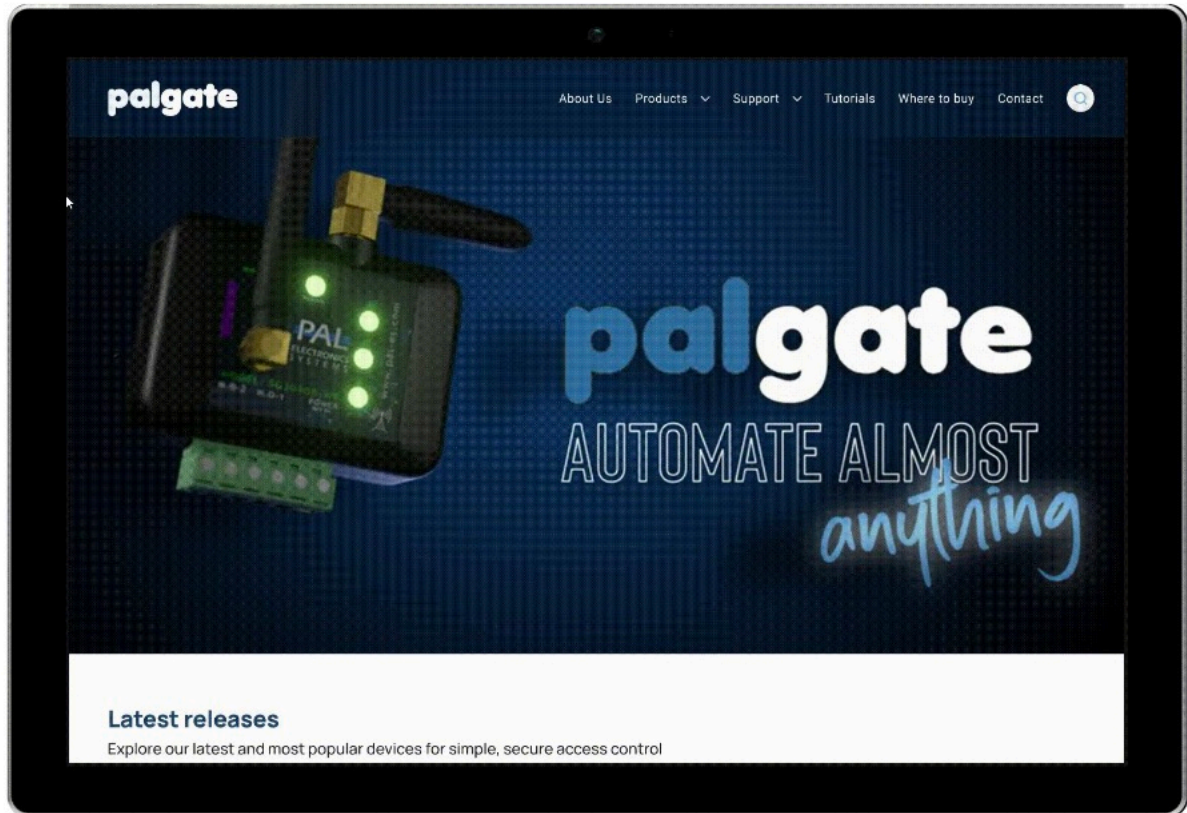
100%

Product Confidence

Users reported confidence in identifying the correct PalGate device for their environment without needing to open multiple datasheets or compare products manually.

FINAL EXPERIENCE

The redesigned PalGate website delivers a structured, product-led experience that prioritises clarity and confidence. Users can understand what PalGate offers, how products differ, and which device suits their needs — before being introduced to deeper technical detail or tutorials. By reorganising product listings, introducing comparison logic, and embedding distributor access directly into the journey, the experience supports both first-time users and experienced installers without overwhelming either group.



REFLECTIONS

- Clear product hierarchy dramatically reduces decision fatigue
 - Comparison and categorisation are more valuable than adding more content
 - Technical credibility can be maintained without leading with complexity
 - Small UX changes in structure and navigation can remove major friction points
 - Designing for Australian use cases (remote sites, installers, solar setups) is essential for trust
-

FUTURE IMPACT

This redesign establishes a foundation for long-term growth by making PalGate's expanding product ecosystem easier to understand and scale.

- **Smarter Product Selection**

As more data is captured through guided selection, PalGate can evolve toward intelligent product recommendations based on real-world usage patterns.

- **Stronger Installer & Distributor Ecosystem**

Clearer product understanding reduces incorrect purchases, installation errors, and support dependency — strengthening relationships with trade partners.

- **Education-Driven Trust**

By introducing concepts gradually (rather than overwhelming users), PalGate positions itself as a reliable, transparent access-control platform.

- **Scalable Platform Design**

The modular product and comparison system supports future devices, integrations, and regional expansion without redesigning core structures.

FUTURE ENHANCEMENTS

- A full product comparison table allowing side-by-side evaluation of PalGate devices
- Short explainer videos embedded directly within product listings
- A dedicated installer portal with trade pricing, documentation, and training resources
- Advanced filtering by environment, scale, and integration compatibility