

# Teledyne FLIR

Redesign of their customer portal

[Explore portal prototype](#)



By Steve Newnham

# The brief

Users of military grade products carrying FLIR's thermal imaging camera's needed a stronger digital customer service.

## I designed the following for customers to

- see their products & orders
- to return products safely, legally and thoroughly
- register products for automated management
- purchase extended warranty
- seamlessly move between pre & post purchase help/support

## RESULT

*"We managed to gain a major increase in funding from executives due to the new designs. We now have four developers this year, rather than one"*





# Research - Remote moderated testing

As you can see below, here I was moderating testing of a prototype along with questioning that resulting in a written report at the end.

The screenshot shows a Zoom meeting in progress. The main window displays a PowerPoint slide titled "FEW QUESTIONS" with the Teledyne FLIR logo in the top right corner. The slide contains three numbered questions:

1. What other software do you use when maintaining Flir products?
2. Do you use Flir products for personal or business use?
3. How many years' experience do you have with handling Flir products?

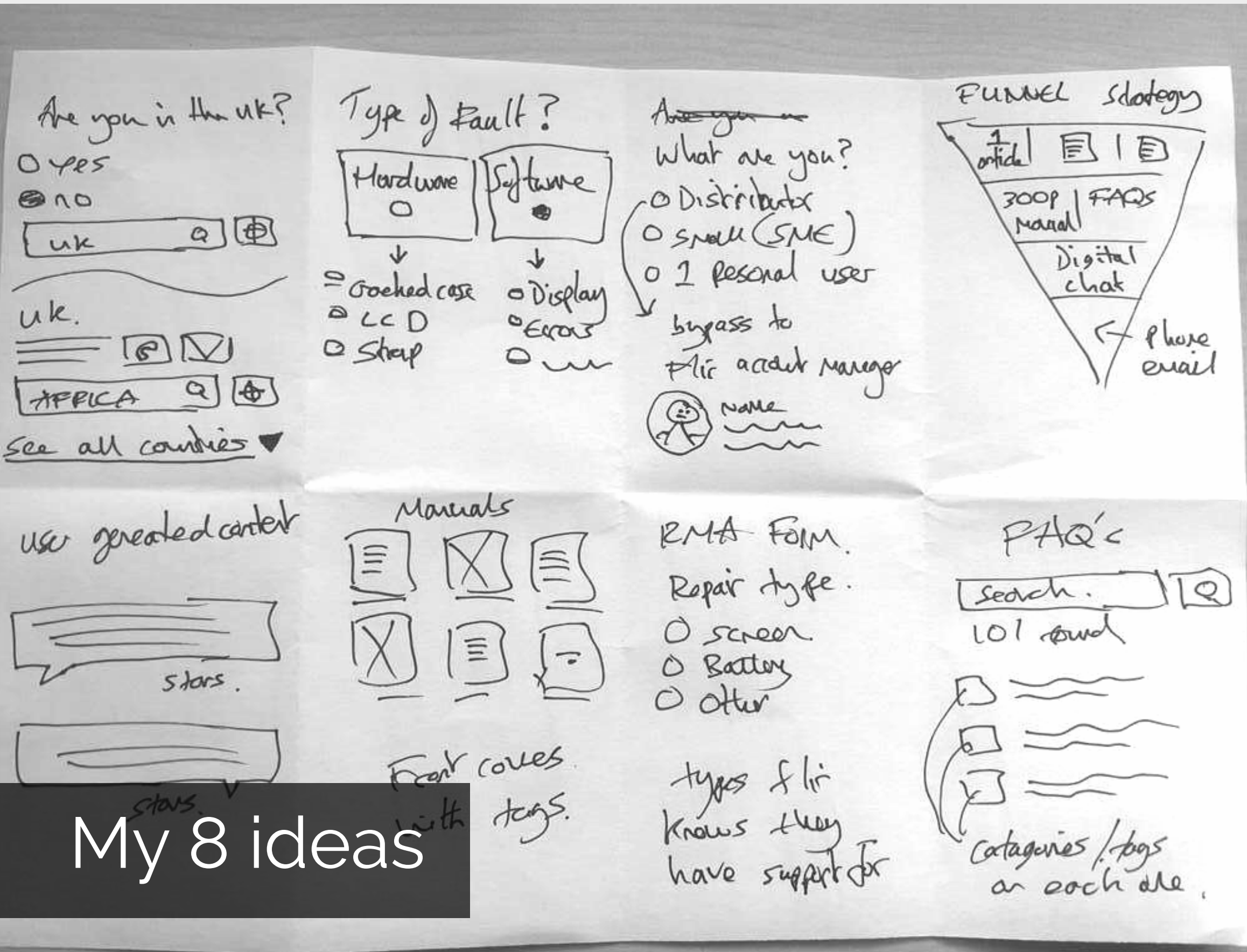
The meeting grid on the right shows three participants: a man at the top wearing a headset, a man in the middle with a name tag that reads "Newnham, Steven", and a woman at the bottom in a circular video frame.



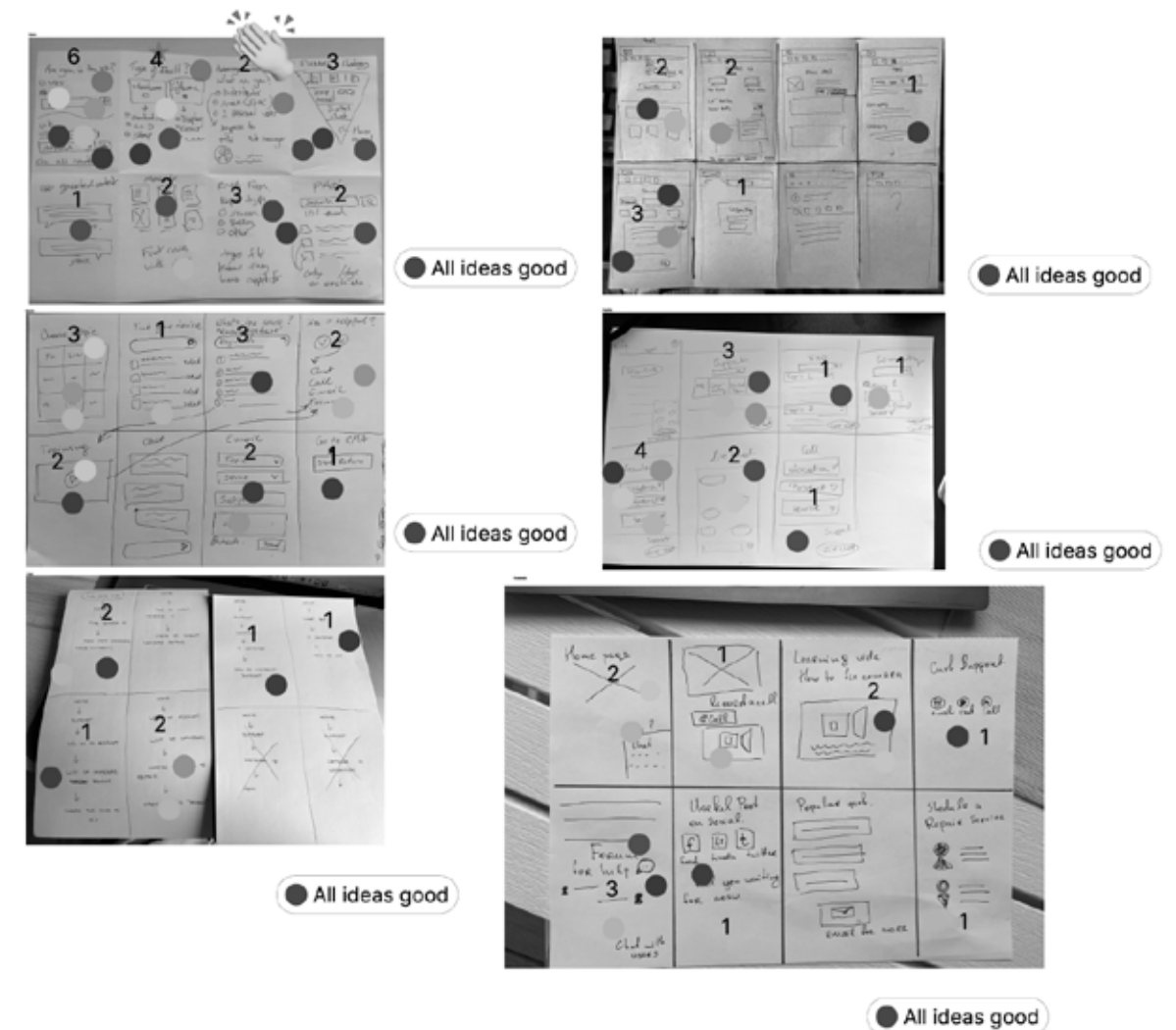
# Crazy eights workshop

Hosting of a team workshop that included explanation of workshop, timing, voting and resulting in a written report.

## Team voting



My 8 ideas





# Wireframe (1 of 132) with comprehensive notes

My notes to the right allow:

- **Clarity:** handover to UI or developers comprehensively.
- **Efficiency:** Avoids duplicating past thinking. Faster returning to work.
- **Tracking:** areas of lowest confidence to pass to research team quickly.
- **Empowerment:** to the client when I have finished my post with them.

Registering a product - NOT a Raymarine product



HOME REPAIR/SERVICE PRODUCTS CONTACT US

## Registering products

1 Select products — 2 Product details — 3 Confirm & submit

### Product details

**The purchase**

Date ⓘ  
For example, 3 12 2007

Day Month Year

11 08 2023

**Products to be registered**

**OUTDOOR HD - PTZ, 30X OPTIC**  
P/N CP - 4221 - 301  
Serial 2348039248234 {Bin}

Products	1
Accessories	0

**Note:** You can still register after 60 days of purchasing (90 days for Raymarine products), which will allow us to manage your product and receive discounts etc. However, the warranty will not be doubled. Proof of purchase will be asked for at time of claim.

## UX/UI Rationale

This is the most complicated product registration I have seen from reviewing others/competitors. There must also be other reasons why only 5% of all Teledyne products are registered. What percent of Flir sales get registered? Progressive registration will help.

**00** Breaking the form up into 3/4 accordions allows us to Track the conversion analytics and able to do 'Partial registration' and also remind user of any factory warranty extension they will get to incentivise further data collection for the business. Also allows us to re-use the existing RMA front-end pattern.

**01** **Purchase date** (definitely needed) Joseph said: A user can still register a product after 60days, but it will not extend their factory warranty

- Its not carried from QR code.
- No min date range.
- Limit Max date, as it can't be a future date.

Errors can be seen on separate wireframe.

**May need a 'Check' action on this to be able to identify warranty extension.**

**Date picker. Internationally. Day or month 1st, they do this now.**

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# Responsive UI of portal home page (MVP version)

This is the MVP version. Other ideas were explored for more of a dashboard incorporating such tools as giving users more reactive control of their products and real time event/status display etc.

