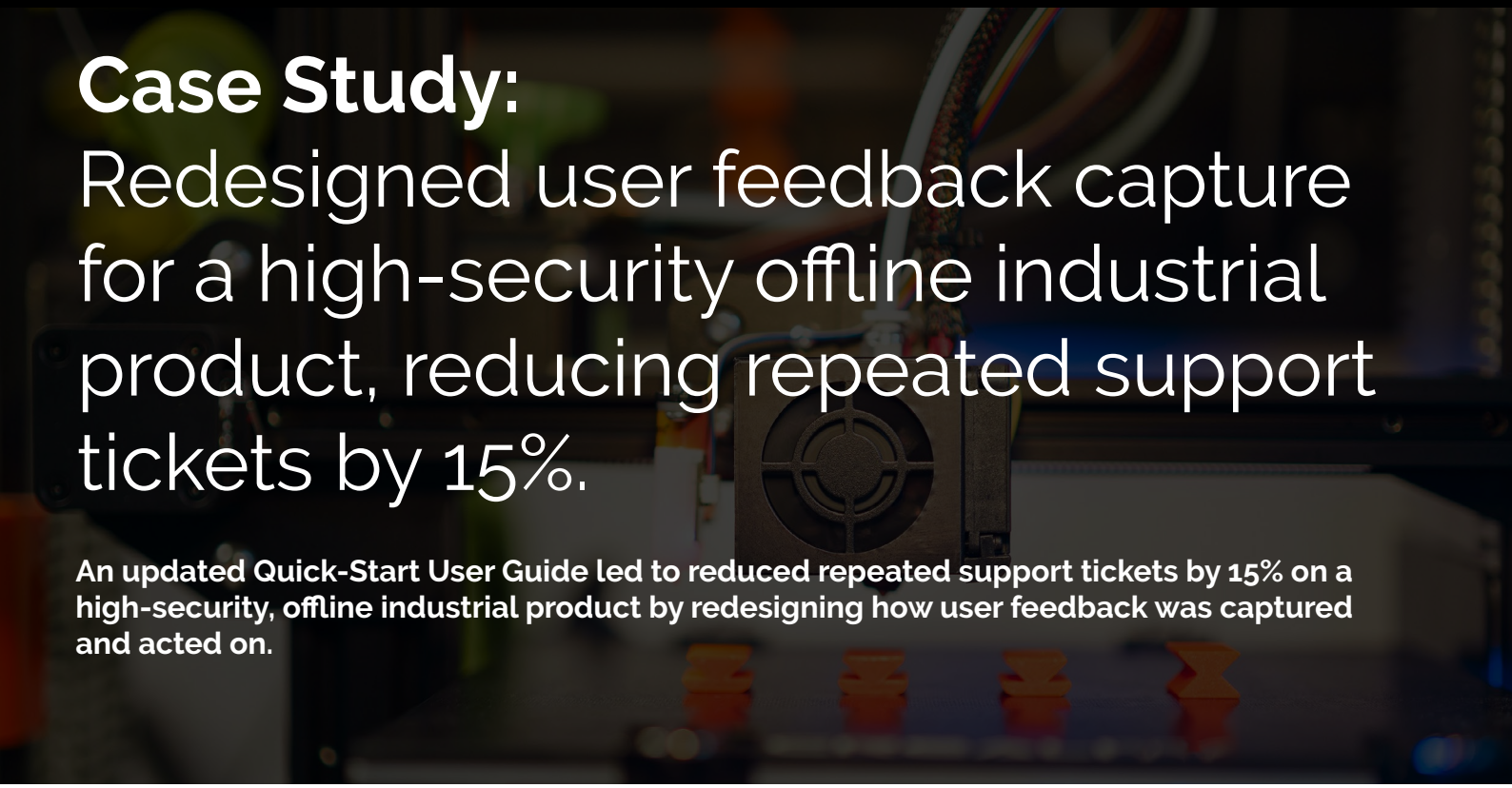
Write to me on **jonathan@structuredflow.io**



Case Study:
Redesigned user feedback capture for a high-security offline industrial product, reducing repeated support tickets by 15%.

An updated Quick-Start User Guide led to reduced repeated support tickets by 15% on a high-security, offline industrial product by redesigning how user feedback was captured and acted on.

Context & challenge

> A complex B2B/regulated environment.
> Low UX maturity.
> High organisational risk if the wrong decisions were made.

The risk

If we had followed the original brief, we would have shipped more complexity, increased support load, and damaged adoption and the reputation of the UX team.

The UX Decision

I reframed the problem from reviewing support tickets to form a better understanding where usability issues showed up using constrained research methods and prioritised decisions that reduced operational risk for our users.

The Outcome

> 15% support tickets rate reduction in an offline, high-security system.
> Secured long-term funding to run the initiative on other projects across the organisation.

Key outcomes: At a glance

15% reduction of repeated support tickets

Empowered service staff

Improved customer experience

Organisational support for future initiatives

Baseline KPIs

This analysis defined the initial problem scope.

Support Ticket Analysis: 35 recurring support tickets over three months were reviewed to look for crucial usability issues.

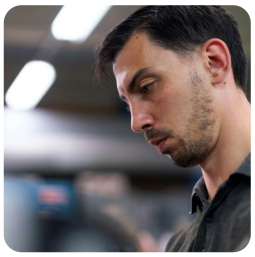
Usability Issues Detected: Initial feedback items collected indicated that 20 of those tickets highlighted crucial usability issues.

My role in the project

As UX Lead, I owned the end-to-end research and delivery strategy from feedback collection to testing the guide with users. The crucial stakeholders involved in this process included:

Head of Service

Product Managers (including the Business Unit and Product Owners)



Service Personnel

Selected Key Customers

Key Decisions

Given the constraints of a high-security, offline environment, the core challenge was not **collecting more data,** but **making the right decisions with limited access.**

The following decisions shaped the outcome:

Used service staff as proxy users

Direct user access and analytics were not possible. Front line service personnel were treated as reliable proxies due to their repeated exposure to real customer issues in the field.

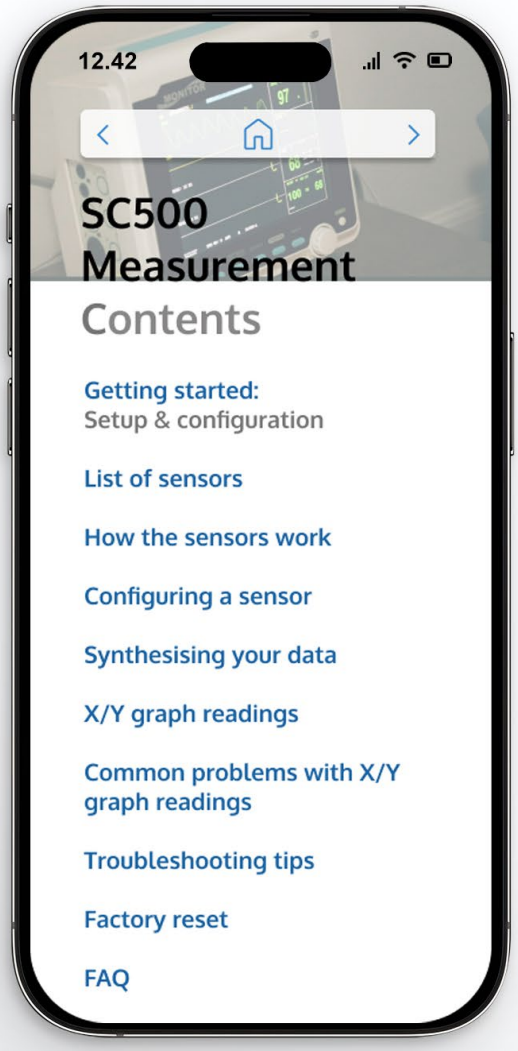
Prioritised issues by frequency & support impact

Qualitative feedback was validated against three months of support ticket data.
Only issues that were both recurring and operationally costly were prioritised

Focused on a Quick-Start User Guide instead of fixing the full manual

Redesigning a 600+ page manual would not address the immediate onboarding and usability failures. A targeted Quick-Start User Guide was chosen to reduce cognitive load and support dependency quickly.

These decisions allowed UX effort to stay aligned with real operational pain points and measurable business outcomes.



From insight to outcome

The prioritised insights were translated into a concise Quick-Start User Guide featuring:

- Step-by-step task flows
- Clear visual hierarchy
- Flowcharts for complex setup and troubleshooting decisions

Iterations with **Service** and **Product** ensured technical accuracy and practical usability before the wider rollout.

What was learned from this process

Collaboration:
Designing systems for collaboration is a core UX skill, and the Wiki feedback workflow amplified research reach.

Transparency:
Transparency builds trust, making it clear that not all feedback will be actioned, keeping service staff engaged.

Iterations with Pilots:
Iterative pilots enabled refinement before a wider release, improving the usability and adoption of the guide.

Utilising Proxy Users:
Real-world constraints (offline environments, security rules) required creative proxy methods for understanding user needs.

Scaling the full user manual with AI

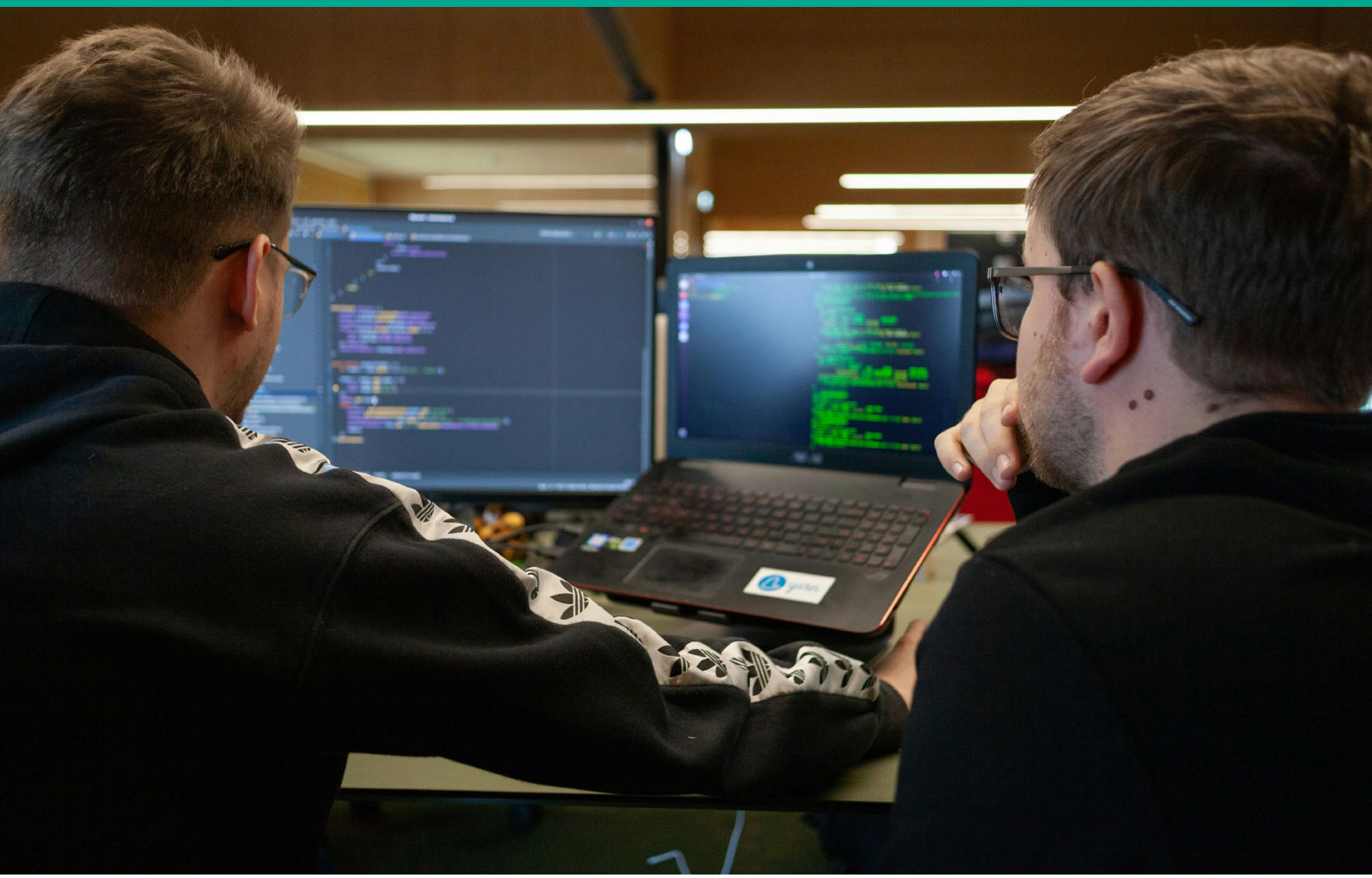
Because the original manual combined with the Quick-Start User Guide contains **structured, repeatable, and grounded real support data,** it created a foundation for future automation.

Building on this work, UX is now exploring an **AI-powered support bot** in collaboration with the AI & Digitalisation team. The goal is not novelty, but scale.

The initiative focuses on:

- Using data from both the full user manual and the Quick-Start User Guide
- Structuring customer support interactions for reuse
- Analysing recurring questions and failure points from all touch points
- Providing faster, more consistent guidance
- Generating insights for product improvement and potential monetisation

Rather than replacing human support, the AI initiative extends the same feedback-driven approach to reduce support load while improving the customer experience.



In summary

This project demonstrates how UX can solve complex user problems in offline, high-security environments, where traditional analytics and direct user contact are limited.

By designing a service-mediated feedback system to capture insights from front line service staff and support tickets, it enabled a reliable understanding of recurring customer issues.

The initiative delivered measurable impact by reducing support workload, improving usability, and aligning UX outcomes with business objectives. Looking ahead, in conjunction with the Quick-Start User Guide, an AI-powered support bot is planned to automate guidance further, analyse frequent questions, and provide insights for product improvement and potential monetisation.

This case required extensive strategic UX leadership, combining creative research methods, cross-functional collaboration, iterative design, and outcome-focused thinking under real-world constraints.

Who am I? I'm Jonathan, a UX & product strategist with deep experience in complex enterprise systems. I lead UX in my current role at Kistler Instruments, and work closely with B2B product managers and engineering teams. Whether your users are getting lost in complicated, workflows, support tickets keep piling up or enterprise product adoption rates are low, I can help you uncover what's really causing friction and what to do about it.