

Built with customers, designed for a better online booking experience

Customer feedback made the repairs portal prototype easier and clearer to use.



3

customer
sessions



12

customers
involved



1

shared goal: a better
repairs experience

Our design journey

Why we involved customers

We wanted to understand what customers need when reporting and managing repairs online.

How customers helped

Customers joined workshops and completed surveys to test ideas, share experiences and suggest improvements.

How feedback shaped the portal

Customer feedback helped shape the design and requirements for the new repairs portal.

How did involving customers improve the design?

Here's how customer feedback shaped the requirements for the new repairs portal.

- Clear repair confirmations so customers know what is happening and what to expect next.
- More realistic repair choices that better reflect the repair issues customers actually report.
- Better guidance and support to help customers use the portal with confidence, particularly when reporting a repair for the first time.
- Improved accessibility, including language support and clearer, plain English content that is easier to understand.
- An option to help customers manage repairs, provide additional details and track progress online.

Customer feedback in action

We listened to customer feedback and used it to shape the design and functionality of the new repairs portal.

You Said



"I liked seeing when my repair was logged."



Customers wanted clearer step-by-step guidance when using the portal.



Some customers may need language support to use the portal with confidence.



Customers wanted to manage repairs and add notes, photos or videos.



Appointment times need to fit around daily life.



It would be helpful to add appointments to a personal calendar.

We Listened

- ✓ Made repair confirmations clear, visible and immediate.
- ✓ Added guidance to help customers use the portal with confidence.
- ✓ Added translation support and made help options easier to find.
- ✓ Included more self-service options so customers can provide better repair details.
- ✓ Built in flexible choices, including AM, PM, school run, all day and evening slots.
- ✓ Added calendar integration to the portal requirements for consideration.

