

Ustesting Results

1. Check availability CTA

All participants found this to be useful.

2. The importance of above the fold

Some participants did not realize there was more information once you scroll down.

3. Distinctive pricing

No clear information on pricing.

4. Live chat option

Users really wanted this to exist. They understood that creating a corporation on your own is hard and it would be beneficial to have someone right there to chat with you.

5. Entity comparison page

Informational yet hard to find.

6. Reviews and features

Participants found this to help LegalZoom seem more reputable and legit.

7. Instructional video

Participants wanted to click this and watch to get a better understanding of the process.