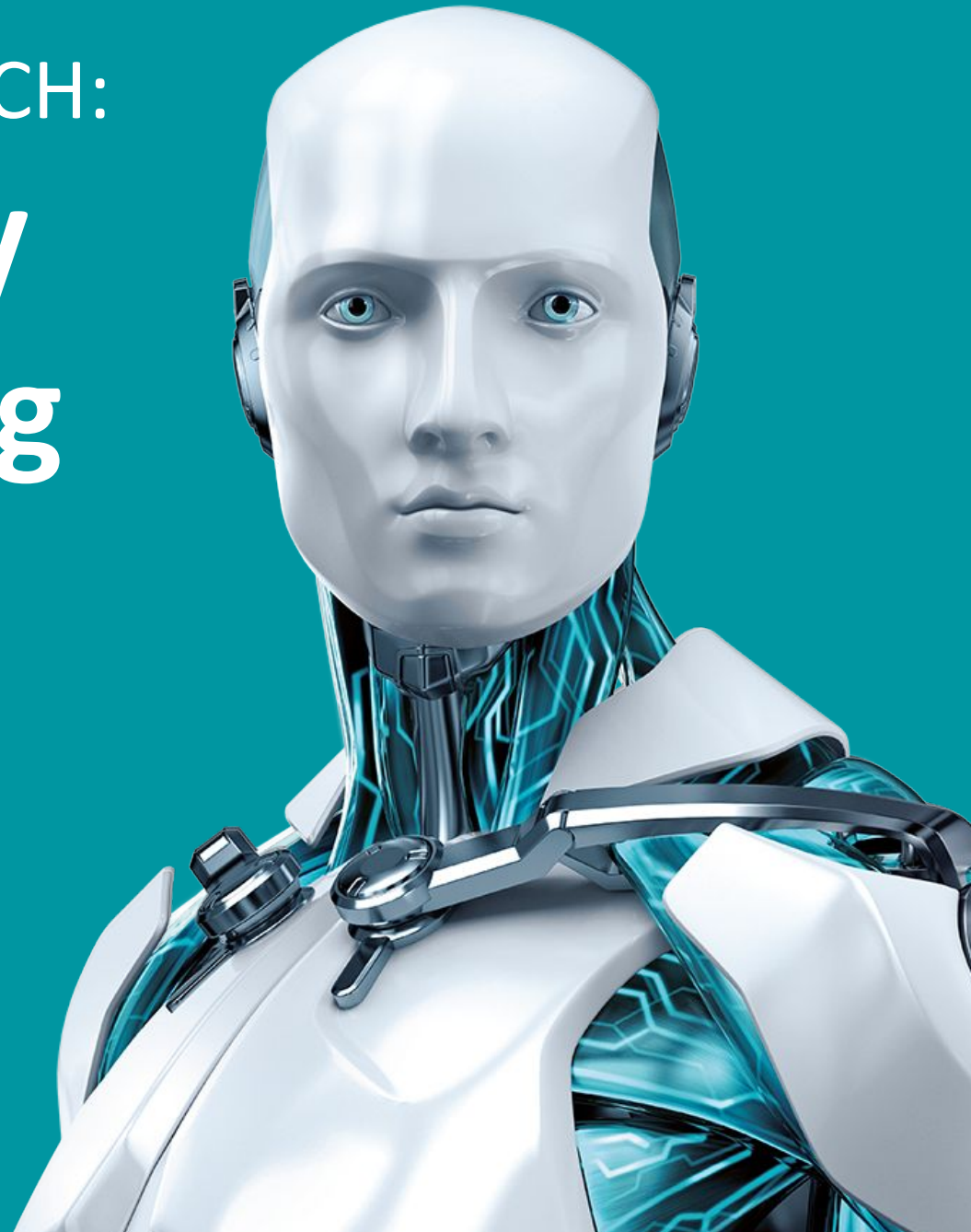


USABILITY & PRODUCT RESEARCH:  
**ESET Cybersecurity  
Awareness Training  
+ Web Feedback**

Jeremy Asmus  
March 2021



ENJOY SAFER TECHNOLOGY™





The research



## PRODUCT EXPERIENCE

- Why did you decide to seek out cybersecurity training?
- How did you find or hear about ESET in regard to our cybersecurity awareness training?
- Was the training for yourself and your employees?
- What were your overall impressions of the onboarding? Do you happen to remember how the process went?
- Any feedback from the users who participated?
- Where you the one who ultimately purchased the training? From the website?



## WEBSITE FEEDBACK

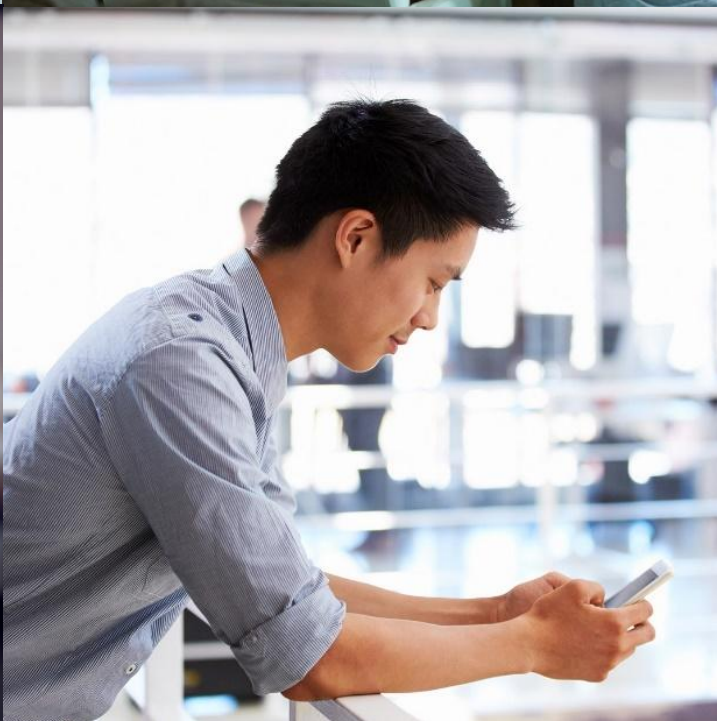
- How would you expect to find ESET Cybersecurity Training on our website? Where would you look?
- From the premium page, do you see any mention of a free version? What are the differences and how would you go about learning more about them?
- Did you, or would you consider the free training before making the decision to purchase the premium training?
- Does the premium page answer all your questions or concerns? How about the free page?



# Peter Philips

Chief Technology Officer - Recognize



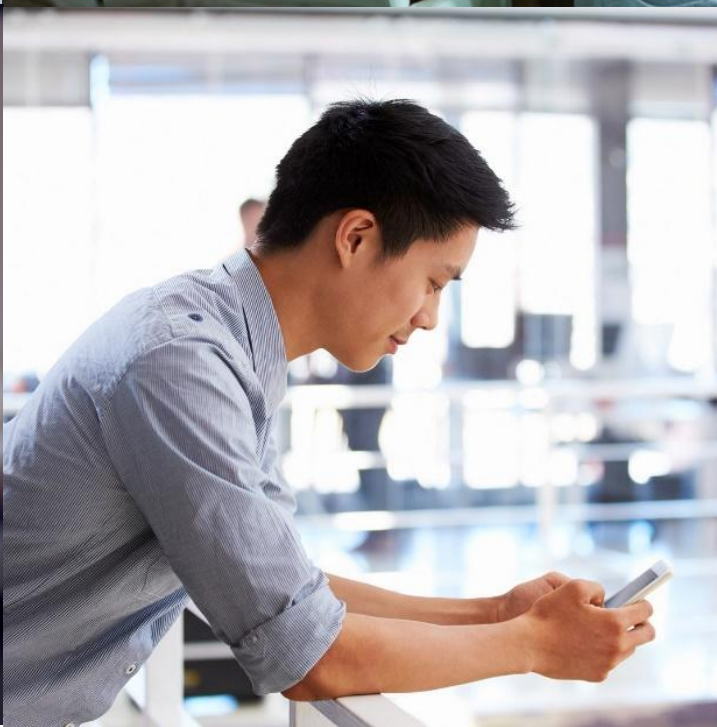


# ESET Cybersecurity Awareness Training

## Product experience

- As a company working with other businesses, certain compliance requirements must be met.
- While working through ongoing compliance efforts, security awareness is always a concern and demands the need to train their employees.
- They have used other cybersecurity trainings in the past but didn't feel they were as good or effective. The management aspect of previous trainings was cumbersome and error prone.
- When seeking out a new training solution, positive employee engagement and ease of management was key.
- ECAT provides a clean dashboard with the ability to administer and monitor employee trainings and results.
- Not only did the admin console provide exactly what they were looking for, but the ability to purchase a license for a small business size and an option to enlarge at anytime made sense.





# ESET Cybersecurity Awareness Training

## Product experience

- Even with a few bugs at the beginning (ei. employees having to take the training twice), they were able to get the job done.
- Onboarding went smoothly with no real issues or frustrations during setup and deployment.
- On the platform user-management side, Peter felt some disconnect between users, students, enrollments and courses. Do we provide ECAT documentation or a dashboard walk-through?
- One challenge was trying to get new employees added to the license. Having a CTA in the dashboard itself would help take the user through our enlargement flow/process.
- There was overall positive employee feedback around the training as well as the structure of the lessons being easy to follow.





## ESET Cybersecurity Awareness Training

### Website feedback

- From a direct visit to the site, finding ECAT was not easy. How can we better place the training solution alongside our main B2B offerings?
- While browsing the site, it was important to explore what else ESET had to offer, what do they stand for and how trustworthy are they.
- The ECAT Premium product page provided welcomed up-front pricing followed by content that provided interesting value ads.
- The phishing tool played a large influence in the company's decision to purchase ECAT. (Interestingly, 2 of the 3 interviewees haven't deployed the tool yet but planned too soon. Are there any efforts to remind our customers of this feature and ensure they utilize it?)
- When asked about a free version of the training, Peter found the option to sign up for it, but no way to learn more about what the differences were.



## ESET Cybersecurity Awareness Training

### Website feedback

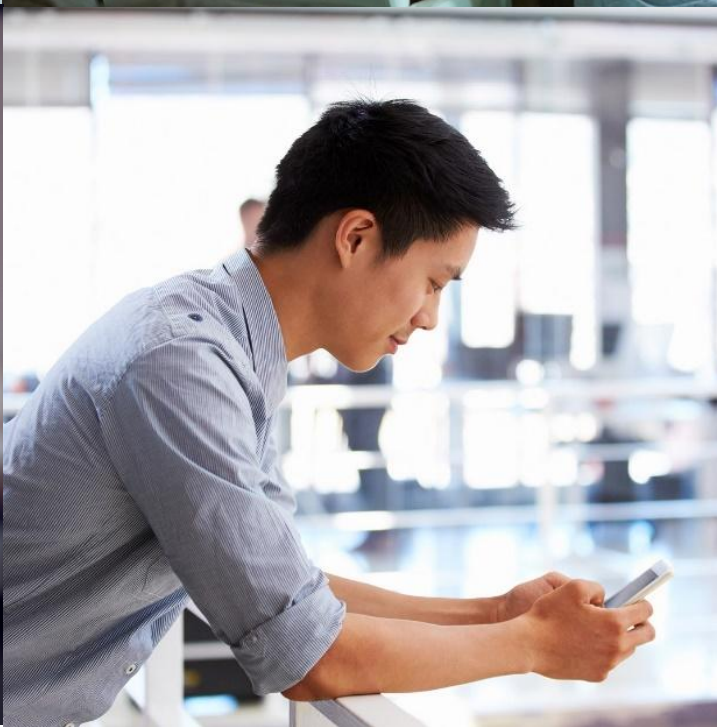
- Though a free version was not a requirement, being able to preview the platform to see how it works or the ability for a one-time test could be beneficial.
- The only obvious way to the free ECAT page is via Google and when Peter visited the page, the compare tables were exactly what they would like to see on either page. It is also currently quite low down on the page.





# Harry Morton

Data Operations Analyst - Windfall Data, Inc.

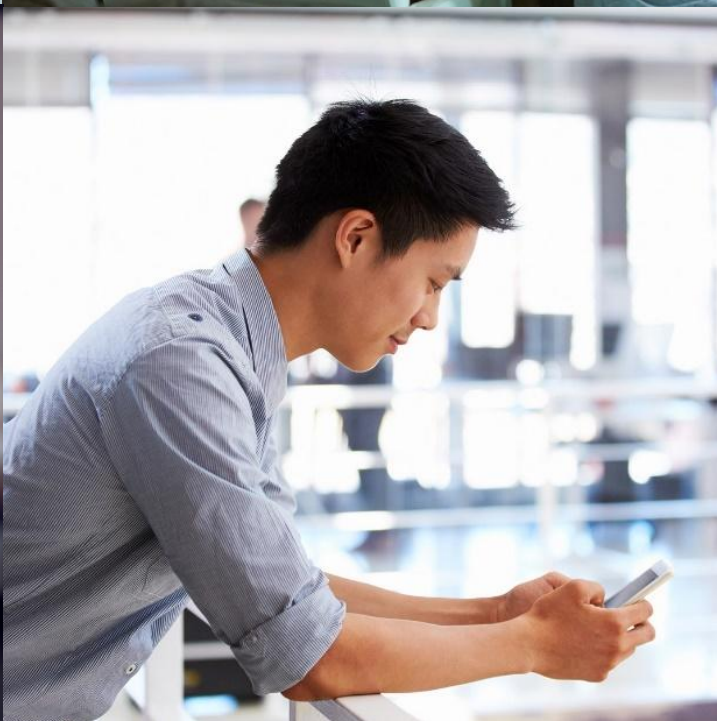


# ESET Cybersecurity Awareness Training

## Product experience

- Needing to meet SOC 2 compliance, part of the security policy is to ensure new and existing employees are properly trained on cybersecurity.
- The phishing tool was also mentioned to be a possible requirement for the SOC 2 compliance but has not been set up and used yet.
- The company had previously done internal training in the past but were in search of a solution that was more robust and could easily provide the training and certification needed to meet their SOC 2 requirements.
- Because data protection is very important for their company, the phishing training modules and phishing tool were key to making their decision on ESET.
- Onboarding was straight forward, and the documentation was sufficient to get the everything set up.
- When needed, communication and feedback response time was great.





# ESET Cybersecurity Awareness Training

## Product experience

- The training was not overboard and felt just right to compliment the purpose of certification.
- Employees were not overwhelmed with the modules but appreciated the thoroughness of the training. Was easy to follow along with.
- Harry was curious about the usage of the license per employee. If an employee leaves the company, does that user count open up and become available for a new hire? When does the license need to be enlarged and when can it just be reconfigured?
- From a product improvement request, Harry mentioned wanting the ability to pause the training and option to return to the spot where the employee left off.





## ESET Cybersecurity Awareness Training

### Website feedback

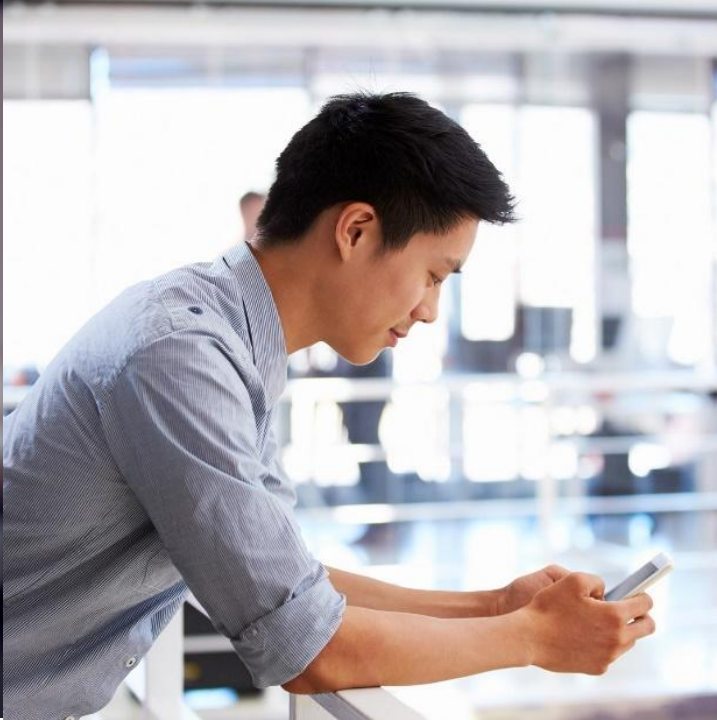
- When visiting ESET.com, Harry first browsed around the SMB section in search of any information he could find. Was unsuccessful until I pointed him to the hidden link in the megamenu.
- Premium ECAT page was laid out in a way that made sense. The pricing was front and center and made it easy to compare with other vendors if need be.
- The pathing to any Free ECAT information was absent and only linked to a registration form.
- The experience on the Free ECAT page was positive. The visuals were appealing and aligned with the graphical style of the training modules themselves.
- Because the phishing tool was such a huge selling point, Harry felt it was buried too low on the page.
- Mention of compliance requirements was nice to see, but was missing SOC 2, for example.





# Nick Spahn

IT & Cybersecurity - Mantis Composites

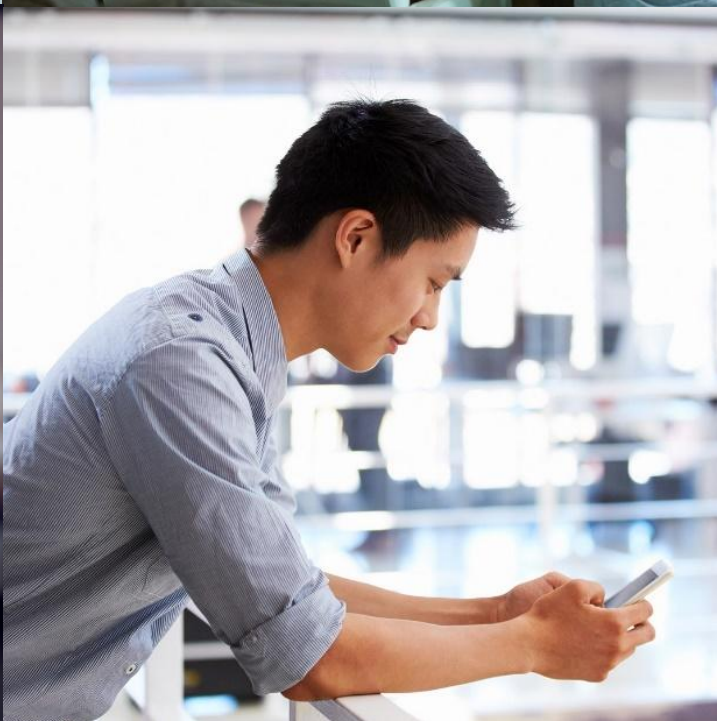


# ESET Cybersecurity Awareness Training

## Product experience

- As a small, growing business, there became a need to formally start searching for internet security and a cybersecurity training solution.
- The business desired a balance between usability and protection for a security solution.
- Finding a solution for a small business ~10 employees is a lot harder than you can imagine. ESET provides just that. (How can we call out this benefit to small companies and young startups?)
- From a security standpoint, Nick realized that employees who are less computer savvy, run the risk of being a danger to themselves and the company.
- Ultimately, ECAT was a reaction to an employee blunder within the company.
- Because it was a new initiative, Nick started with the free ECAT option as it was important to make sure it works well for the employees and they enjoy it.





# ESET Cybersecurity Awareness Training

## Product experience

- Not only was the gamified aspect appealing to the employees, but it was also a deciding factor in choosing ESET.
- Communication was sufficient as well as the onboarding and transition from free to premium. (What is the current communication urging users from free to paid?)
- Some issues Nick experienced were around adding students and enrolling them in the console. Do we provide tutorials?
- If there would be a need to enlarge their ECAT license, Nick wouldn't know how or where to add more employees from the dashboard so would either open a ticket or go on the website to do it.
- Nick would welcome any notifications regarding training updates and new features (ei. new modules covering current threats or scams).





## ESET Cybersecurity Awareness Training

### Website feedback

- Nick was immediately intrigued by the option to add more employees to his license. (The field to enter "username" was confusing as it was prompting for ECAT license key. He first attempting to enter with his email.
- With the intent to try a training solution first in order to decide on what vender to purchase from, the free ECAT page answered every question he may have had when learning about training. (How long it will take? Is the training a video or interactive? Will it be fun or troublesome for their employees?)
- In order to differentiate the benefits between the free and premium training, the compare table became very valuable and laid everything out right away.
- The audience for the free ECAT page seemed perfect for "how to explain ECAT to your boss." The premium page content was geared more for the technical employee who would be administering the training.





## Key findings and recommendations

- The admin dashboard is a huge selling point and the ease of use to administer and monitor trainings should be elevated.
- Because the admins spend their time in the console, it makes sense to have the option to enlarge/add users to their license there. A call to-action taking them to the “midterm” page would be perfect. Can we pass the license key as well?
- How can we reposition the phishing tool to be a main focus of the training? 2/3 interviewees had not deployed the tool yet but mentioned it being a deciding factor for purchasing ECAT. Can we create better communications (or reminders) to customers that the tool is there for them to use?
- Feedback regarding getting set up in the dashboard and learning the differences between users, employees, trainings, etc. showed some early frustrations. Do we have a quick start guide around familiarizing admins with the dashboard?
- It is not easy to find ECAT on our website and there is no way to navigate to the free page. Knowing that free is a gateway to the paid, shouldn't we bridge that gap?
- The comparison table was highly valued but was buried at the bottom of the free page. Let's think of a better way to incorporate both solutions on both pages.



## Key findings and recommendations

- Add “Starting at price” to the hero section of the free page. If web visitor is doing competitive comparisons, having some sort of quick glance pricing could be beneficial to us.
- Small businesses appreciated that our training could be purchased for a minimum of 10 employees. They were not forced into buying a license for a high minimum quantity but could always add more users to their license at any time. How about calling out our solution is perfect for startups and young, growing businesses?
- Seeing how compliance requirements are often a catalyst in searching for security training, we should add more content to the site calling them out with a potential expandable list of compliances besides the main 4 we have now.
- Our customers continue to use the ECAT because of the positive response from their employees. Can we add some quick user quotes to the site? For example: “Training was fun and easy to finish within a reasonable time.”
- Let’s brag about our training a bit more. Our customers like the ease of the setup, the fun factor of the training, the competitive pricing and the fact that they don’t have to spend internal resources creating in-house training for their staff.





ENJOY SAFER TECHNOLOGY™