

USABILITY TESTING:

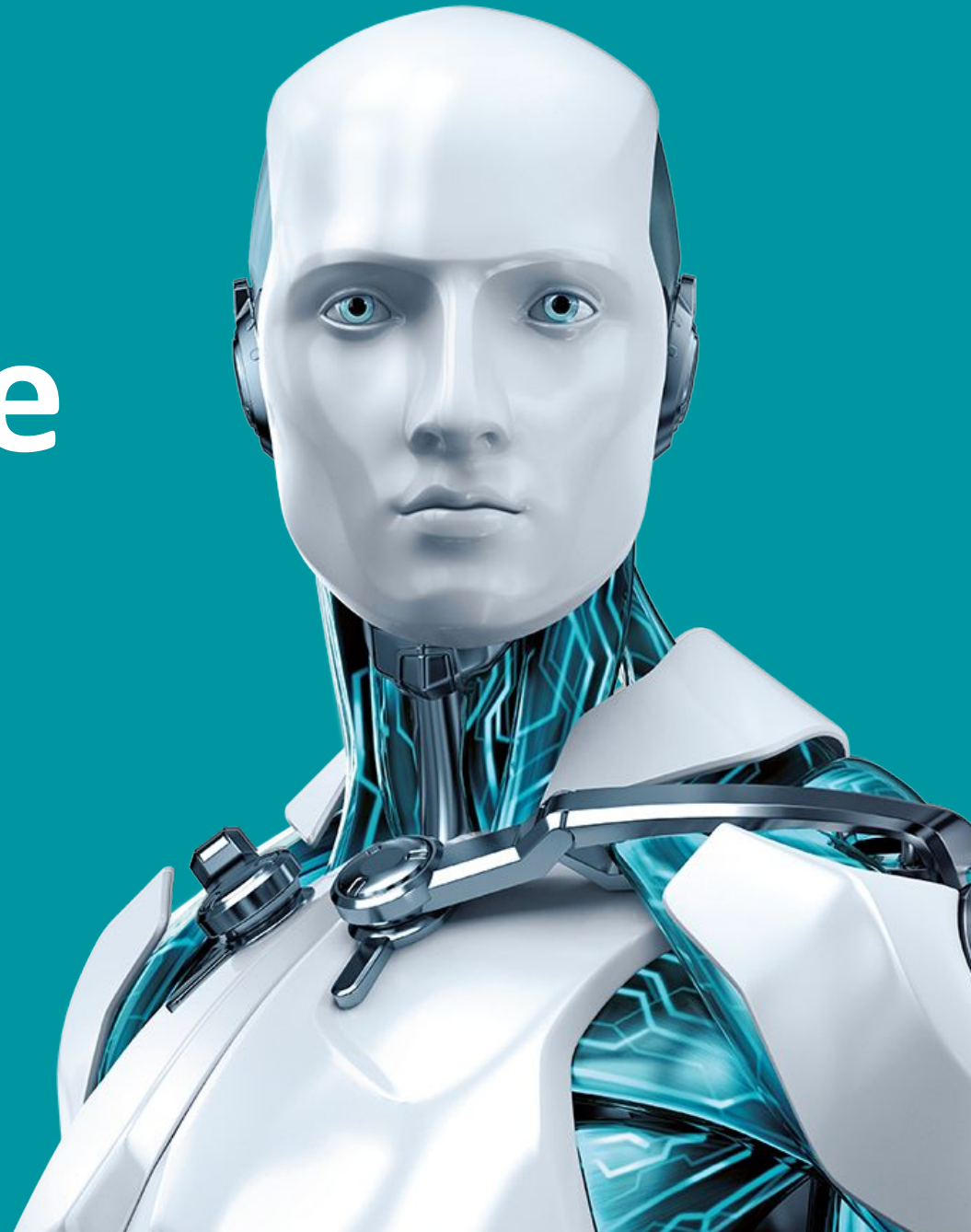
Help me Choose

+ SMB Feedback

Jeremy Asmus
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Mike Tallman

IT Specialist



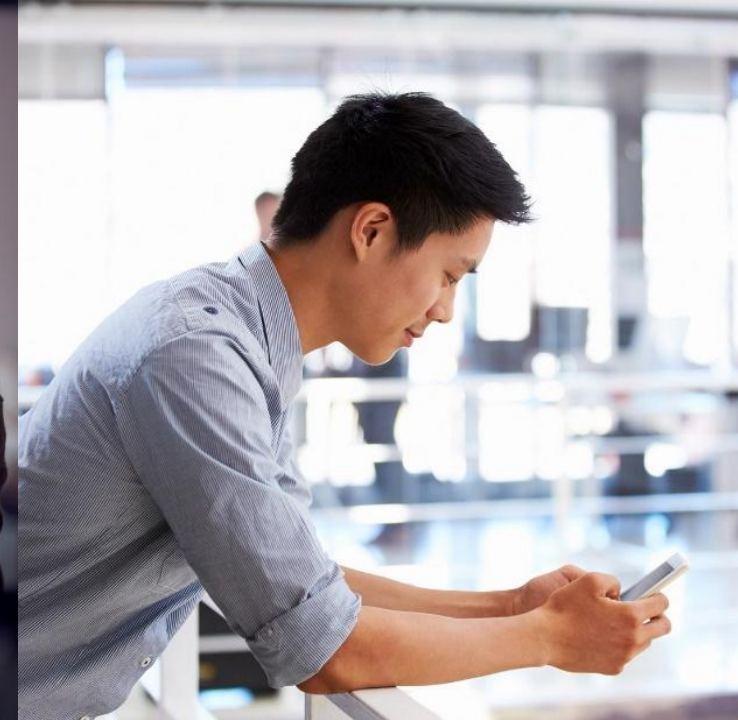
ESET.com – Website interactions

SMB: 50 employees

- User found the SMB section of the website immediately when looking for a solution to cover 50 devices. (Homepage nav & hero slide out)
- User spotted and considered Help me Choose within 30 seconds to configure a solution to fit his needs.
- Compliance regulations was important topic for this user. He liked the compare chart but would like to see a little more. As a System Admin, compliance is very relevant. (Missing details for CCPA/PIPA/J-SOX)
- User eyed the “Top protection” and didn’t even consider the other bundles. Continued to explore the bundle.
- Pricing was a bit confusing as user only thought he could buy 5 devices online and would need to contact sales for anything higher than that.

SMB: 50 employees (cont.)

- When searching for a free trial, user found the form page via the megamenu. The ECA demo option was well received. User wonders if he could get a trial for longer than 30 days. Would request a trial so he could set it up and play around with the management options.
- User questions what would happen after their trial was over. Do they need to go and uninstall everything? What if they want to purchase?
- User was tasked to look for a solution that would protect his SMB's Windows, Mac, Android devices. When visiting the Small Business page, could not find any mention of OS.
- Since the user could not find the information he was looking for, he decided to go for Help me Choose.
- Was looking to find the recommended solution for his needs.





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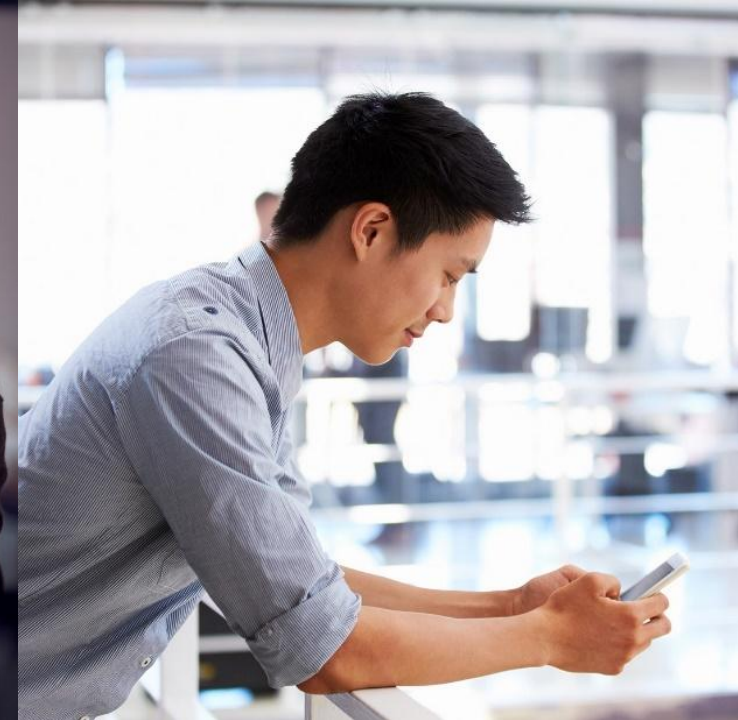
Help me Choose

- Right off the bat, the user was looking for a question asking what type of endpoints they had. The results did not show anything about what OS/platforms the recommended bundle would protect.
- Current role question – the user would expect the language to change based on the level of expertise. Easy-to-understand results if not a techie. What does “other” mean.
- After making it to the results screen, the user didn’t have enough info to make a purchase decision so clicked “learn more.” Ended up 3 clicks from the tool.
- “Why do I need this feature/bullet item in this bundle?”
- User really liked the idea of Use Cases. Can we directly include them for each result? Other business use this bundle to help with...

ESET.com – Website interactions

Help me Choose (cont.)

- User liked that changing the “answers” on the results page doesn’t make him start over. But didn’t notice much difference in results based on the answer changes.
- User had the idea of adding some pricing comparison to competitors. Also some type of on-page comparison chart for “want to compare this recommendation to other ESET bundles?”
- Confusion occurred with a SMB bundle and add-on (ESA) and then introducing ESSP. User starting comparing them even though they aren’t comparable. Even the price differences made him look for the cheaper one, even if it wasn’t endpoint protection.
- User liked the add-on for ECAT. Would be nice to do the same for the other add-ons (ESA for example).
- Final thoughts... why is there an option for 1000+ if user needs to contact sales for over 100 devices? Add compliances to results page.





Katie Benford

Startup Business Owner



ESET.com – Website interactions

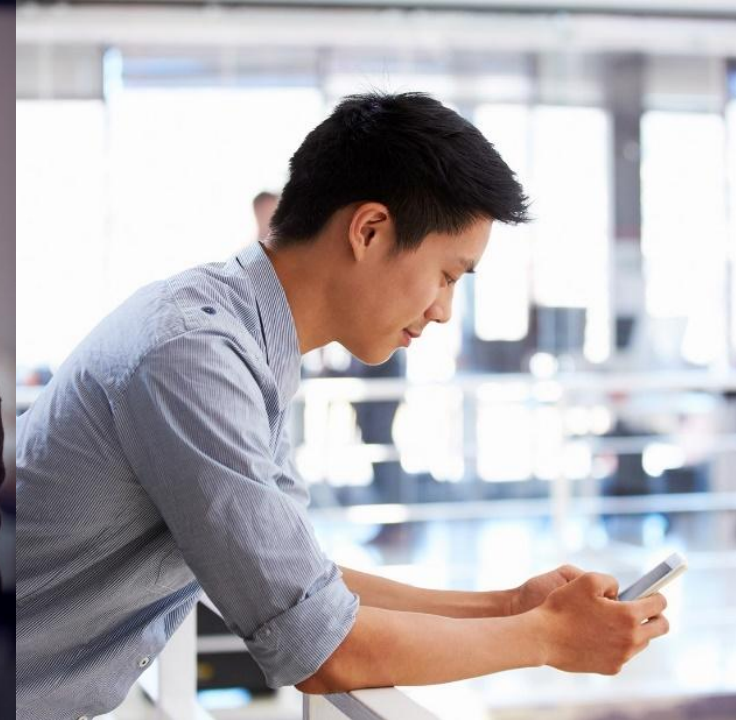
SMB: 50 employees

- User entered the site via PPC and ended up on triple compare LP. Thought it was the homepage and liked the “straight-to-the-point” content.
- Found the small business callout and navigated to the Small Business overview page. Started to review the bundle offerings and then gravitated to the help me choose callout.
- As a new business owner, having the help me choose would help them learn about what they need, especially with a low technical background.
- She mentioned not being comfortable purchasing a business bundle without some sort of hand holding tool. Otherwise a consumer product seemed like a better option.
- When asked to locate a solution for 50 employees, the user found the Small Business page via the megamenu.

ESET.com – Website interactions

SMB: 50 employees (cont.)

- When looking for pricing, the user was confused about the “starting at” pricing as it wasn’t clear there was an option somewhere to configure for > 5 devices.
- Also, she was confused by the inconsistent naming of devices, users and endpoints.
- When user attempted to locate a free trial, she noticed 2 different experiences. Form on product page and business/trial page. Consider making recent changes to on-page trial form.
- When user visited Business Portfolio page, it was hard for her to find Windows/Mac/Android product right away. Consider adding the OS to the accordion label.
- Leading user into the HmC tool, she had expectations that we would be helping tailor a bundle that was best for her growing business.





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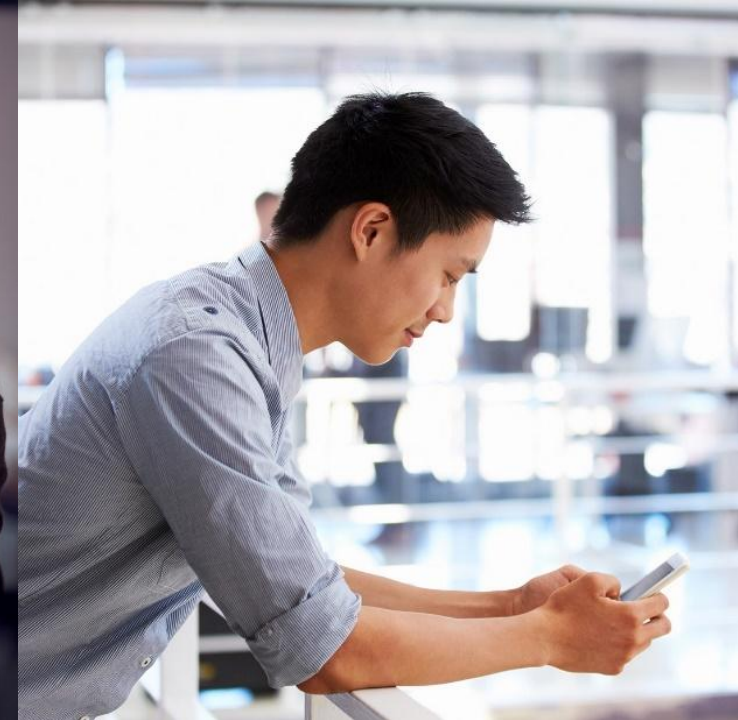
Help me Choose

- Upon entering the tool, the user expected a quiz of some sort. She figures the results won't be too specific based off only 5 questions. But it will break down what she does and doesn't need for her business.
- As a small business she went with 1-10 and unmanaged. Chose all concerns and then her results were ESSP and her expectations were met.
- The fact that there were no additional bundles or secondary offers made the results nice and simple.
- With that SOHO mindset, she was content with the questions and answers. She also mentioned it was nice to have the option for trial and contact sales right there next to the purchase options.
- User clicked "Learn more" that sent her to the ESSP product page. It made sense as it was the only product offered so it was a direct connection to the same pricing and features.

ESET.com – Website interactions

Help me Choose (cont.)

- User liked having the capability to edit her individual answers without having to reset the entire quiz and start over.
- When user tried to go > 10 devices for ESSP, she was confused with why it says, “Looking for over 100 devices?” She didn’t know what to do at that point.
- No matter what seat size was selected, when user chose “unmanaged,” the recommended solution was ESSP. We don’t offer it for over 10, but it is showed for all devices counts.
- The info bubble was missed for the security concerns, but the info provided was enough where user wasn’t looking for more info about each.
- When user was presented with multiple products, she assumed that the additional solutions were all add-ons and not alternate recommendations. But mentions that the bullets/descriptions are not clear enough of what each solution includes.





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