

SMB User Testing Findings - UK

Beginning of journey & homepage experience:

Google search

- After allowing all 6 testers to start their search via Google, one third ended up on INT site with no pricing and the other two thirds successfully located the UK site via the search results.
- The two testers who navigated to the INT site were then told to directly load eset.com/uk

Homepage

- Segmentation boxes:
 - The new 3 segmentation gateways had a very positive effect on the visitors as **they were able to easily find the correct path to SMB overview**. Only 1 tester scrolled further down the homepage. (The cookies banner is very tall and covers half of the “above the fold” content).
- 2 testers still chose to configure the hero product. Once they realized they could not go higher than 10 devices, they decided the product must have been consumer.
- Compare table:
 - **Users were not using compare table on HP** since they were able to identify themselves with either segmentation boxes or megamenu.

Navigation/content architecture:

Megamenu

- **Modifications in megamenu** (layout of Enterprise solutions) seems to be clear for users and they can easily find their way around and go to overview page to find the solution.
- The most used element was the central "Business solution" element referring to the Overview page.
- About **half of the testers arrived at the SMB overview page via the For Business gateway** while the other **half opted for the megamenu**. All but 1 tester visited the SMB overview page immediately after the homepage. That tester gravitated to the “Recommended solutions” and chose Entry as he assumed he could see the differences between the bundles there to start.

Overview page

- **Compare table** on overview page seems to be most valuable element for users for orienting in offer.
- Once testers landed on the SMB overview page, they **focused on the compare table where they decided which bundles they wanted to learn more about**.
- One tester asked: Why was EPA “Recommended?” Those who scrolled further down the page only found the HmC module useful. Interactive demo was hidden.
- The testers **used the configurators in the compare table to compare pricing**. If user configured for 50 devices and then went to the bundles page, they have to reconfigure again.

Bundle page

- **Showing content with off-canvas element eliminated user's misorientation** in hierarchy of our pages. We can also say that **the level of understanding concept of bundle components has increased**. Users used it intuitively, in the case of a larger volume of content (products information), they intuitively scrolled through it, and closing this element was not a problem also (via the X icon or by clicking on the space).
- **They appreciate the content** and it seems to be sufficient for them to make a purchase. If the user was missing some additional information it was about specific use cases for their individual organizations which they usually answer by contacting sales.
- Only one user utilized the included components icons in the bundles hero and was successful in finding the bundle that suited his requirements.

Category page

- **No testers visited a category page on their own**. Only when asked to dig deeper on a specific business topic. Most seemed content with the component copy located on the bundles page within the "Learn more" off-canvas element.

Try before you buy / Demo:

- Although the concept of placing the demo / trial side by side has provided more prominence for the trial, **users seem to be more interested in the demo**, which seems to be in line with their expectations.
- We seem to have a **disjointed experience between the demo and a free trial** (It is not clear users can request a trial after experiencing demo).
- **The option to be able to admin their solution was one, if not the most important key** to the testers in their current roles.
- Some testers **wanted to know more about setup and deployment**.
- We are still facing the issue of the **demo not being up front and easy to find**. Also, there is little setup of expectations about what the EPC demo actually is or does, but in general we observed appreciation for ECA demo tool.
- **The "Play" button is still confusing our users**.

Post-purchase/download:

- The **additional information about management options has supported better user's decision-making**, so initial problems (from US testing) have been solved.
- The **interactivity of the website supported the download process** and focused user's attention on the relevant steps.
- Even with the disconnect between the static confirmation page/email and the actual download page, all testers enjoyed the easy steps and explanation of setup for the various accounts and solutions.
- **Button Register to EBA on Thank you page** is not clear for every user since they don't know what is EBA

Help-me-choose:

- Each tester that used the tool **found it useful in helping them find a bundle** that they feel fit their needs. **We still saw some confusion with the results page.**
- Both **testers were unsure if the non-recommended solution was actually comparable to the solution that was recommended.**
- **The users did not add to cart from the results page** and may have been distracted away from some of the useful links by the configurator. Plus, the device count plus configurator restrictions cause confusion.

Other findings / observations:

- Without further exploring on category pages, users don't know about our standalone products.
- **Number for contacting sales is not easy to find** – Every time when users mentioned that they wanted to talk with someone about the products and solutions, they experienced the problem with finding some type of contact (whether the phone number or email address). Users were looking for this options in the right top corner of the navigation or in the footer.
- **Trial form** was straightforward for users.
- After purchase users continue from email by clicking on Create ESET business account.
- One user was on a Mac and saw the Big Sur splash page which caused some confusion with closing it – click on the main CTA (Consider taking down).
- **Bug** – it is not possible to change number of devices in cart (after configuring 50 devices and add to cart).

Touchpoints	Test 1	Test 2	Test 3	Test 4	Test 5	Test 6
Homepage	10.50	8.56	4.27	7.44	6.46	8.22
Compare table				8.54		
Megamenu	32.38	9:05		9.47		
Overview page	11.35	49.01	4.40	10:06	7.30	9.11
Bundle page	40.45	10:19	5.17	14.13	22:02	10.29
Off-canvas		14.36	5.56		36.47	33.52
Demo	44.34	21.54		15.50	25.08.	36.14
Download page	26.29	37.19		37.03	31.31	48.49
Category page	51.56			42.36	11:08	52.49
HmC			12:09	11.30		16.42

Recommendations:

- Consider adding segmentation boxes ATF.
- **Revalidation of modified Compare table** on HP (since we do not have any insights for this element).
- Using **configurator on HP** hero: Consider adding some alert when user hits 10, or even >5 devices.
- Using **configurator across the pages** – *Can we pass the device count to the next page?*
- **“Included components”** – *What if we triggered the slide-out content for each component upon click rather than anchor further down the page?*
- **Implementation of ECA Demo into the diagram** (behind the Learn more CTA) on bundle pages.
- *How can we do a better job at getting the user to try our products after experiencing the demo?*
- **Demo introduction screen** – Change that overlay from a play button to a short 1 sentence intro plus a “GET STARTED” CTA.
- **Try before you buy** – Consider placing Try before you buy option in compare table (Overview page).
- **Download page** – Further validation for better understanding with live testing of the account setups and deployments.
- **Setup and deployment** – *How can we add a little more info about this so they can learn about EBA/EPC/product installation and deployment before purchasing a license?*
- **Help me Choose:** If we decide to use HmC to get the user closer to purchasing, maybe we should focus more on the “what's included,” EPC demo, Trial and learn more links
 - *Consider test getting rid of configurator and just use “Starting at” pricing?*
- Create a **more prominent placement for contact options** after deep research and ideation.