

SMB User Testing Findings - US

GROUP 1

Navigation:

- o Homepage split was not used and megamenu was tedious/repetitious
- o No mention in remote management in navigation
- o Site search was utilized multiple times with no results. User's had impression that a solution didn't exist

Browsing behaviors:

- o A lot of time is spent on comparing bundles (features, components and pricing)
- o What are the system requirements, OS/devices supported?
- o Information regarding the remote management of endpoints is a high priority
- o Currently the content is inconsistent and sprinkled around the business pages. Links to product pages present (ECA, ESCM)

Content presentation:

- Pricing is not clear
 - o Devices/users confusion - What does a license cover?
 - o Subscription length
- Trial process was lacking any next step help/instructions to download (user guides, walk-through or phone number)
- Confusion around the support for Mobile and VM for cloud management
- Cloud was a concern for users that were afraid of "cloud" being insecure with data/information
- Pop-ups on product/bundle pages are inconsistent
- Problems were encountered when trying to learn about compliance and which solutions are needed

Business segmentation:

- SOHO vs SMB
- When thinking about small business sizes, 25 and below, home products made most sense.
- No easy way to compare the solutions and features between the different B2B segments
- Larger businesses would prefer talking to sales rep to set up a demo/trial
- Smaller want instant license/download

Product:

- Confusion comparing different bundles
- Can business bundle different solutions? Endpoint + Encryption + 2FA
- Cart upsells wasn't used much for product exploration
- Mobile, Mac and Linux support was not easily discoverable from a few simple steps
- Product pages are inconsistent around purchase options
- Lack of "multi-device" solution on bundles pages
- When looking to add/modify devices, we make the user reconfigure their device count rather than just simply "adding" how many additional devices they need to their current license. Can we calculate and present the additional cost rather than the current + new?
- Compare charts can be confusing with cloud vs on-premise
- There is no way to easily bundle with EEE/2FA for compliance reasons

SMBen:

- User liked compliance module and spaced out content
- User liked "summary" or sys reqs at bottom. **Do we need an anchor link?**
- User liked features accordions
- When user selects "via the cloud" - should mention of the mobile/vm compatibility?
 - Add Windows, Mac, Android and Linux to SMB overview page.
 - User liked the specifications and requirements at the bottom of the page.
 - Compliance bundles or bundles by industry type would be nice.
 - User felt SMB configurator lacked info around mail security. Need to mention it in Multi-platform protection module.
- Can we sell file security by itself? 1 device license? Or just make it more clear that it is counted as a device in the license.

What did we solve with SMBen?

- Removing unnecessary need to compare the SMB bundles with having a simplified configuration on a single product page.
- Any inconsistencies between the content/messaging on the various bundle pages.
- Introduction of compliance regulations to help educate the user.
- Clear comparison between cloud and on-premise management with an easy way to configure a license with either selection.
- Presented clear system requirements and additional information about included components in the bundle.
- Did a better job presenting use cases on page rather than buried within a solution overview pdf.
- Embed the free trial form directly on page to reduce any friction while navigating away from the page.
- Visual screen shots of the product GUI
- Easier readability of content as well as better organization of solution features.

What can we do to improve?

- Add a more direct pathing to remote management content (navigationally)
- Better explain Mail Server Security as we are now making it easier to "check" as a bundle add-on
- Bring forward more "multi-device/OS" content so the user understands a single bundle license will cover all devices (with each counting as a seat in their license)
- Discover possibility of selling File/Mail security individually, or allow user to purchase a bundle for only 1 file/mail server.
- Based on user feedback, compliance was important information to show up front. IF we continue to push this content, it would be a good idea to figure out a way to "bundle" our products seamlessly (ie. EEPA + ESA + EEE). Let's also incorporate the compliance
- B2B portfolio is an important page to have and we should think about optimizing it to be more usable for prospective customers. (currently it is utilized mostly for post-purchase intents)
- We need to solve for the tedious +/- in cart for users needed to configure beyond the product page. Input field with update CTA?

- Redirect all EEPS/-C and EEPA/-C pages to the new Endpoint Protection page.
- Utilize the individual product pages purely for simplified informational purposes. Have them act as a solution overview/spec sheet instead BUT explain clearly the product is a component of the Endpoint Protection bundle and create an easy path to checkout.
- Add compliance mention directly to the Endpoint Protection page (currently it is only present on SMB overview page).
- Give an option to "try" the remote management without needing to actually install any products (ECA demo coming soon?).

GROUP 2

Google search

- Google search => some of the users clicked on INT search results. The issue is that there is no pricing or entryway into our eCommerce of lead management.
- Direct ESET.com site load => of the users couldn't differentiate between consumer and business with the homepage hero product. A few didn't even notice the hero banner slide out for B2B which is a huge miss since that is the main portal into the SMB overview page.
- For report (January): search queries, the most often LP.

Homepage

- Segmentation boxes:
 - o 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:
 - o **Users were not using the 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 the overview page to find the solution.
- The most used element was the "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.

Help-me-choose:

- Observed 2 types of experiences with the tool. 1) Those who went through the process *before* site exploration – these users liked the ease of use and felt confident with the results they were given. 2) Those that tried the tool *after* they had found a bundle/solution that was right for them – HmC helped validate their original choice and also provided some add-ons under a few circumstances.
- Validation of findings from internal testing:
 - Navigation OK
 - Element / UI OK
 - Result page – seems to be okay this time (change)

Post-purchase/download:

- The download page provided all of the steps the users were expecting but on more than one occasion, the user was unclear with the two management options (console vs manual). Also noticed that a few of the users didn't even bother to read the various blocks of text for each step.
- For report (January): Visual hierarchy improvements (main CTA's), additional information about management.

Demo/trial:

- The demo was liked by each user that found it, and there was some good feedback about the expectations and appearance of the demo in their journey.
- A couple users understood "demo" as a walkthrough video with steps on how the products work and how to set them up. Some didn't realize you could interact with the demo console (the play button threw them off as appearing as a video).
- User's felt like the demo should have been MORE prominent in their journey. Was buried towards the bottom of the page or behind the trial modal.
- A few users had a hard time locating a business trial or felt like it wasn't available in the appropriate part of their journey.

Page content:

- **Homepage** content and sections didn't do a good job defining home vs business. User needed to read every word to understand and confidently click on the appropriate link to a business page.
- **Overview page** was successful in that it starts off with the compare table of the 3 main bundles. A few users were even comfortable making a purchase from the page without needing to do much more exploration. One confusion was before the compare table are the "specific areas of protection" which didn't make much sense. Are these the products or add-ons maybe? HmC was buried too far down on the page. A few users felt it made most sense directly below the bundles compare table. Deeper validation needed.

- **Bundle page** did a great job at explaining the components of what's inside, BUT when a user decided to explore the categories, they tended to get lost. There were a few users that had a hard time locating the bundle-product pages mostly due to the lack of prominence of “learn more” CTAs. Some users expected the “included components” icons/text in the hero section to be clickable.
- Average number of folds – 3.
- For report (January): Feature element for further exploration (none clicked).
- **eCommerce widgets** had some inconsistencies, some with text input, some without. Some compare charts had configurators, some with only BUY NOW buttons and others with CONTACT SALES buttons.