

Scenarios

--- {RECORD SESSION} ---

MODERATOR INTRODUCTION

Thank you for setting aside some time today to help us improve our website. During this session, you will be recorded, both your actions on screen as well as your audio commentary. This recording will be used solely for the purpose of usability research for any future optimizations of ESET.com.

During this usability test, there will be no right or wrong answers, nor will I be testing your ability to accomplish a task. On the contrary we are testing our website together to uncover any pain points or places for potential improvements. Please do not feel uncomfortable if you cannot complete a task, as it is most likely due to unclear directions or the information presented on the site.

During this test, you will be asked to complete a task, please try to finish each task while providing any feedback as it comes to mind. Please think out loud as everything you do and say will be greatly useful. You may do things at your own speed, so no need to feel rushed.

*If you have a question during any given task, I will try NOT to respond so I don't influence your decision. But please feel free to ask the questions out loud to yourself so we can better understand any confusions you may be facing. Imagine you are in your home or office alone without anyone around to give you hints.

*Please let me know when you think you have completed the given task as I will not interrupt you or tell you, you were successful until you tell me you are done.

There may be times when I will ask additional questions to learn more about why you took certain actions.

TESTER INTRODUCTION

- Please tell me about yourself and your current role in your company.
- What about security solutions for your company?
 - *What part do you play, if any, when choosing a security solution for your company?*
 - *What is important for you when choosing security solutions?*
 - *What areas are important for your company to protect?*
 - *How did you choose last? How was it?*
 - *What other solutions have you tried?*
 - *What security solutions does your company currently use?*
- Lastly, have you previously heard of ESET and if so, what do you think we offer?

TESTING

TASK

Imagine you are looking to protect all your company endpoints and employee devices. You will need a solution which includes antivirus and malware protection for Windows, Macs and Android, file server security and data encryption for **50 number of devices**. Please open your browser and find the ESET protection that best suits your business needs. Talk us through the various options you encounter, and the steps you would take to pursue the solution that is the best suited for you over any other options.

Focus on:

- Result of the organic search (if is relevant)
- Users First impression
- Navigation / megamenu
- Orientation in the products offering

SUB-TASKs

- **If user will not choose intention intuitively:**
 - **1. Trial**
 - **2. Purchase**
- *If the user intuitively chooses a **TRIAL** intent, allow completion and then ask to do a **PURCHASE**.*
- *If the user intuitively chooses a **PURCHASE** intent, allow completion and then ask to do a **TRIAL**.*
- **Help me choose** - If user use HmC directly – proceed, but then go back to **TRIAL** and **PURCHASE** intents.
- + touchpoints:
 - Thank-you confirmation page
 - License email
 - EBA

DISCLAIMER

Focus on user preferred intention (Trial or Purchase) - Do not ask him but let him explore websites intuitively and encourage him to complete his intuitively chosen intention. Once user will have finished this intention, ask him to do an intention which was not explored yet. The goal is to validate both the trial and the purchase intention, but with the most possible natural user behavior.

Overview page

Focus on:

- **Compare table** – Bundles / levels of protection
 - How do users read / use the compare table?
 - Do users see tooltip treatment for more information about bundle features?
 - Are they exploring pricing options by using the configurator?
 - **Question for user:** *What options do you have to protect your company devices?*
- **Multiplatform concept:**
 - **Question for user:** *For which platforms/OS do you think you can use the products you see?*
- **Direct purchase vs. more information exploring**
 - What type of information are users exploring?
 - Are they clicking on the Learn more instead of BUY NOW?
- **Additional questions for users:** (optional)
 - What do you think this page or set of pages is about?
 - *How would you proceed with your purchase?*
 - *Does this content provide enough information for you to make a purchase?*
 - *Is there anything you are seeing that would help build trust with ESET?*

Bundle page

Focus on:



- **Hierarchy element** (hero section)
 - Ask only if users will not mention it □ **Question:** *What does this element mean? Why are some icons grey colored?*
- **Bundle scheme** – **Question:** *How would you describe it?*
- **Interactive demo** - Ask only if users will not mention it □ **Question:** *What do you think that interactive demo is?*
- **Compare table** – Bundles / Levels of protection
 - How do users read / use the compare table?
 - Do users see tooltip treatment for more information about bundle features?
 - Are they exploring pricing options by using the configurator?
- **Get started section**
 - Trial intent:

- Ask only if users will not mention it / Ask only if users do not complete the process. □ **Question:** *What (almost) kept you from finishing the registration?*
- o Purchase intent:
 - Are users using this section for purchasing or not?
- **Additional questions for users:** (optional)
 - o *What is included in this solution?*
 - o *What type of endpoint management options do you prefer?*
 - o *Does this website provide enough information to you to make a purchase?*
 - o *What is the final price you are going to pay?*
 - o *What products will you install to your computers?*

Category pages

Additional task: Try to find ESET product dedicated for Endpoint encryption, which allow to encrypt emails and emails attachments.

- Expecting destination - Identity / data protection category page - <https://www.eset.com/us/business/solutions/identity-data-protection/>

Focus on:

- **Users preferred intention whit this page – purchase / trial / information gathering**
 - o What is the main action, for which are users using this website? For exploring solutions of a particular protection category or for ESET products overall?
 - o Do users appreciate the products categorization into protection categories?
- **Connection between products and bundles**
 - o Do users understand the fact that the product is part of a bundle?
 - o What is the attitude of users to buy the whole package (and not just one solution?)
- **Additional questions for users:** (optional)
 - o *What is the purpose of this set of pages?*
 - o *Do they provide enough information for you to feel comfortable enough to make a purchase?*

Help me choose

Focus on:

- **General orientation in the tool environment.**
 - o
 - o Is wording / naming understandable for users?
- **Result page**

- How user understand to the content of the result page?
- Can users make decision to choose product from result page?
- **Additional questions for users:** (optional)
 - *Is this information sufficient for you to purchase? If not, why?*
 - *Focus on users preferred intention (Trial / Purchase)*
 - *If user proceed Purchase – Why?*

DEBRIEF with user

- Let's sum it up. How was it?
- What was the entry page?
- Orientation on the page
- Orientation in products / offer
- How confident are you that you found what you were looking for?
- How would you describe your feelings from the website?
- Is there something you would change / improve / add?

JEREMY'S OBSERVATIONS

Beginning of journey:

- 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.

Navigation/content architecture:

- Hierarchy of the overview, bundles and categories wasn't clear in the megamenu and the navigation was a big cluttered. Too many choices. Users wanted simplified and organized/sequential pathing.
- Many times, the user found the SMB overview page towards the end of their journey and wished it was the first page they encountered as it was the clearest. When users navigated to a category page first, we noticed the most uncertainty. The most successful user path seemed to be OVERVIEW PAGE > BUNDLE PAGE > CATEGORY PAGE (optional).

- It took a few follow-up questions for the users to fully understand how the bundles worked and that the “categories” were actually solution components of the bundles. There was still some confusion about what was IN the bundles, for example, what would the user actually be downloading, installing and setting up from an ESET product perspective.
- The constant navigating away from bundles pages to learn about the categories of protection seemed overkill and often left the user trying to find their way back to the bundle they were researching. There wasn’t enough defined direction/path to and from the pages each user was exploring.

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.
 - For report (January): reasonings

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.
- For report (January): UI improvements