# User Testing Purpose and Methodology

Purpose

The purpose of this analysis is to uncover points of confusion and conversion barriers on **{Company}* Homepage** and **Pricing page**, identify key considerations prospective customers have when they are evaluating the solution as well as their preferences around the presentation of pricing information.

Methodology

User Testing Study was moderated and included 4 participants from {Company} target demographic (Engineering Managers working at technology companies). The participants provided their feedback on {Company} Homepage and Pricing page as well as pricing pages of key competitors - Splunk and DataDog.

*Research study has been anonymized for confidentiality.

Homepage
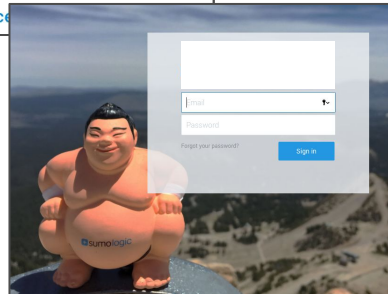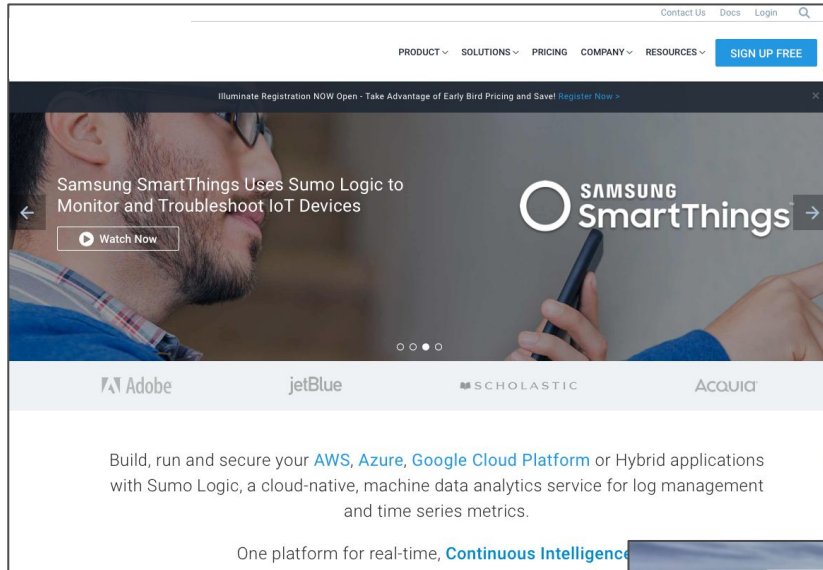
1. **<u>Overall Experience:</u>**

   - All 4 users felt the Homepage did not explain effectively what the product does, content seemed to be targeting business people *("competitive advantage, continuous intelligence, machine learning… it puts me on alert that they feel the need to use so many buzzwords").*

     Test: Reduce generic marketing language, state value clearly and directly (e.g. monitoring and troubleshooting)

2. **<u>Positives:</u>**

   - 2 users liked the product name and 1 liked Login screen.

   - 2 users found the service very interesting once they understood what it was (*"often cloud services are broken up, unified is great"*)

   - *"quick and easy"*, *"cloud-native"* were mentioned as appealing benefits.

   - 1 user appreciated customer quotes, while another stated he could do without, just logos of well-respected companies would be enough.

   - 1 user felt that mention of Samsung was strong social proof.

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Homepage
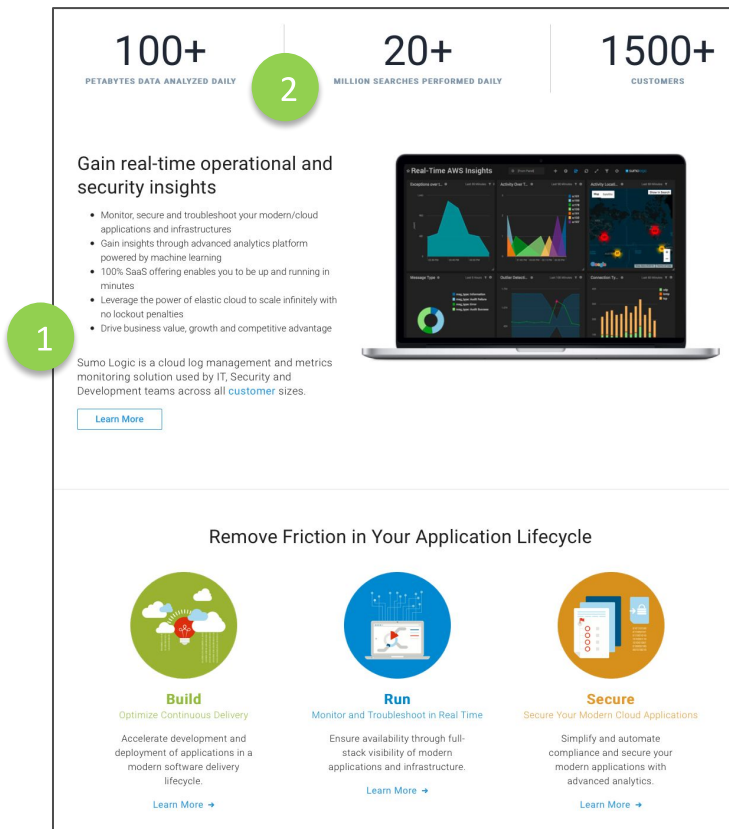
3. **Friction:**

   - Users found that hero section and subheadline were very vague. 1 user stated he wouldn't invest the time into reading the carousel - *"since it's changing, I assume it is not important information."* Read the subheadline - *"still don't know what that means".* Finally understood from paragraph lower on the page: *"why did I have to scroll al 3rd of the way down to get to it?"* (1)

     Test: Remove carousel, make succinct and direct explanation of the service the static focal point above the fold.

   - 1 user found section **Build, Run, Secure** confusing (*"now I'm really confused! Is it related to my actual deployment?"*)

     Test: Focus value proposition on direct product functionality and benefits.

   - 1 user stated that the numbers of customers and searches were not interesting (2).

     Test: Provide Business Value Assessment-related results to showcase impact vs usage numbers.

Homepage
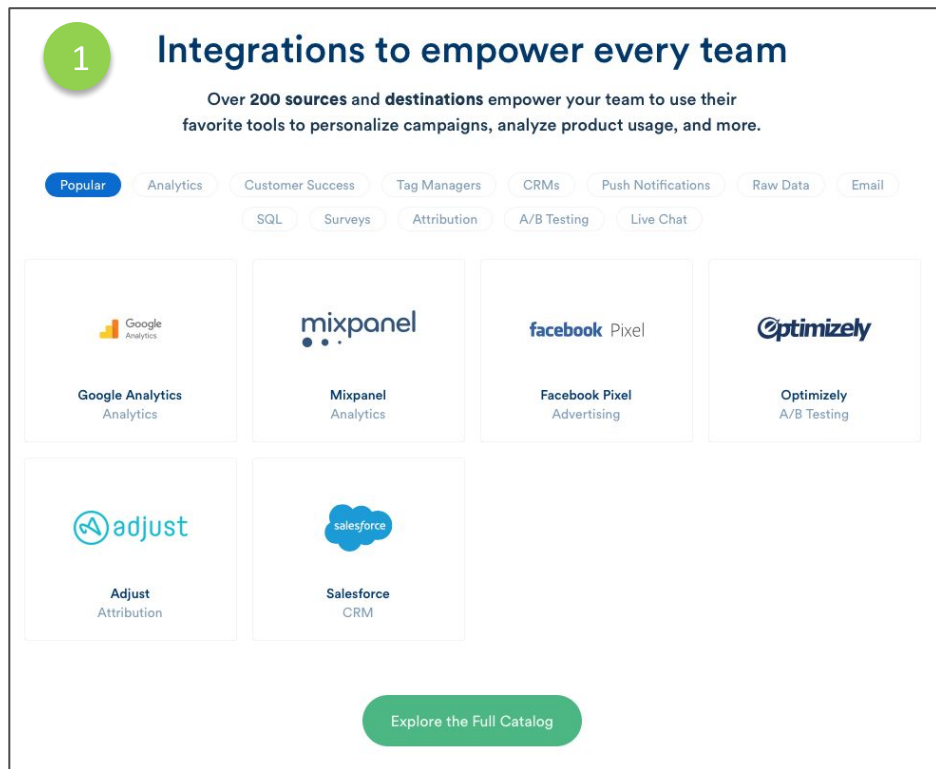
4. **Missing Information:**

- Clarity around what kind of information the product provides and how it is applicable to do certain tasks. ("*The screenshot helps decipher what the service does - but it is too small to read*").

    Test: Show dashboards with data relevant for different personas/most widely used Apps with opportunity to zoom-in.

- *"Does it support my stack?"*

    Test: Include *Integrations* section with logos to visually show compatibility (1)

- Information about the underlying tech, how it is implemented and how it works. (*"How it works is paramount - if I don't understand how it works, I'm not going to trust it"*)

    Test: Add ***What's Under the Hood*** section with GitHub links, community links to offer an opportunity to study the source code, understand the product and develop trust in it.

    Test: Feature a succinct ***How It Works*** module prominently high on the page.

Pricing Page Feedback

Questions Customers Were Looking to Answer:

- **Does it look like there is a hidden cost? Can I easily see what the cost is?**

  "I don't want to look bad - thought it was $100/mo, and it is actually $500/mo"

- **How affordable is it?** *"Pricing first - go or no go, then - it is easy to install and try?"*

- **Is this something I can test? Is there a good starting off point?**

  "It doesn't have to be free - just an option where I don't have to deal with salespeople yet"

- **Can it scale with the volume that I have? How does scaling affect the price? What if my volume expands? What if it goes down? Is there automatic balancing?**

  "Sometimes volume is hard to predict. If there is an influx, is pricing flexible like AWS - how much you use is how much you pay?"

Pricing Page (version 1)

SUMO LOGIC FREE

FREE!
UP TO 500MB / day

GET STARTED FOR FREE
No credit card required

LOGS

CAPABILITIES
Data Collection (any Log source)
Powerful Ad Hoc Search
LogReduce & LogCompare Analytics
Predictive Analytics & Outlier Detection
Live Tail for Streaming Logs
Historical & Live Streaming Dashboards
PCI, SOC, CSA, ISO, HIPAA Certifications

SUPPORT / SERVICES
Community

PROFESSIONAL

LOGS & METRICS
$270/mo
FREE!
1000 DPM
with annual pre-pay or, $324 with monthly billing

3 GB / DAY $270/mo

More METRICS
$15/mo
1,000 DPM (Data Points Per Minute)
Annual Commitment Required

30 DAY FREE TRIAL
No credit card required

LOGS & METRICS

CAPABILITIES
All Sumo Logic Free Capabilities
Real Time Alerting
Data Forwarding & Webhook Integrations
Advanced Search Performance
Collector Management API
Sumo Logic Apps
Free Metrics, Up To 5,000 DPM
Variable, Multi-Year Retention

SUPPORT / SERVICES
Access to Sumo Logic Support for 3GB plan and above

ENTERPRISE

LOGS & METRICS
$450/mo
FREE!
1000 DPM
with annual pre-pay or, $540 with monthly billing

3 GB / DAY $450/mo

More METRICS
$15/mo
1,000 DPM (Data Points Per Minute)
Annual Commitment Required

30 DAY FREE TRIAL
No credit card required

LOGS & METRICS

CAPABILITIES
All Professional Capabilities
Search API Access
Single Sign-on Integration
Security Analytics App Framework
PCI Compliance App Framework
Free Metrics, Up To 5,000 DPM
Variable, Multi-Year Retention

SUPPORT / SERVICES
Access to Sumo Logic Support

USER TESTING FINDINGS

1. **Overall Experience:**

   - All 4 users found the pricing unclear and confusing. (*"I feel like I'm buying a car, so many numbers"*)

2. **Positives:**

   - 2 users stated that the pricing was reasonable.

   - Users liked the opportunity to try the product for free *("I've never tried it, so would go for the free version VS trial - don't know if I'll know within 30 days if I'll use it."*)

   - 1 user appreciated the FAQ on the page - *"quick opportunity to clarify if something is not clear."*

3. **Friction:**

   - Benefits of Pro and Enterprise plans were not obvious (*"Not clear what I'm really getting with the pro plan, would just click Free as a reflex"*).

     Test: Bring the Free Trial CTAs below the list of key capabilities to showcase the advantages of Pro and Enterprise plans.

   - DPM, Sumo Logic Apps - not clear what that means.

     Test: Add tooltips to capabilities and terms.

Pricing Page (version 2)
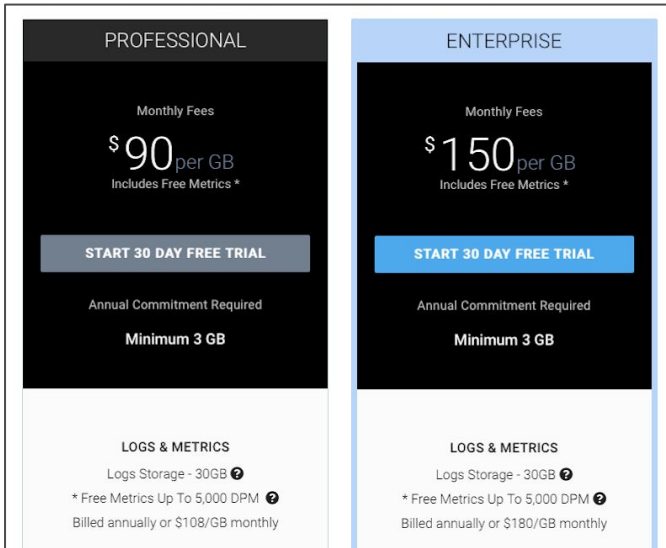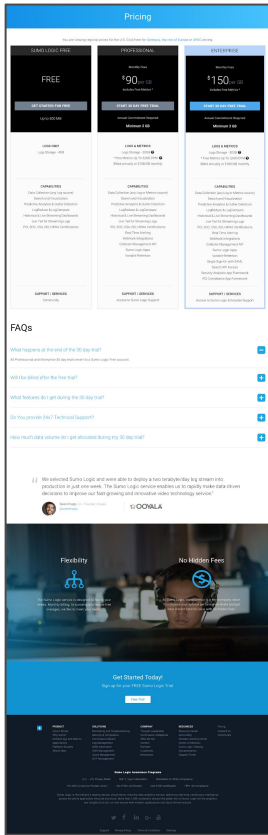
1. **Overall Experience:**

   - Users found the page informative (*"Covers all the bases"*, *"Looks simple to understand"*)

2. **Positives:**

   - Free plan (*"Can see how valuable it is and take your time with it"*)

   - Free trial for paid plans (*"Can start to get the benefits and don't have to explain when we come to CFO to ask for money for it - can just show the value"*)

   - FAQ (*"Great to know that it reverses to the free account - now I'm tempted to swing big and try Enterprise"*)

3. **Friction:**

   - In capabilities section, centering of the text makes it harder to scan through.

     Test: Write out the capabilities once, mark where they are available, and add a tooltip or link to a more detailed description (e.g. for LogReduce feature which current Sumo customers really appreciate).

Pricing Page (version 2)

Friction (cont.):

- "Annual Commitment Required" right next to "Start 30 Day Free Trial" seems contradictory.

  Recommendation: Separate the 2 elements.

- Professional and Enterprise plan - not clear which one to choose. (*"All free trial plans are enabled with Enterprise features? Having Professional Free Trial CTA got me thinking too much - I get more with Enterprise, and there is no risk"*)

  Test: Make it clear which plan is a good fit for which situation, make the choice easier.

  "Make it very clear what is right for me - team size, some kind of metric I can use as a shortcut, so I know that this is my home and this is where I can focus my attention".

Splunk Pricing Page
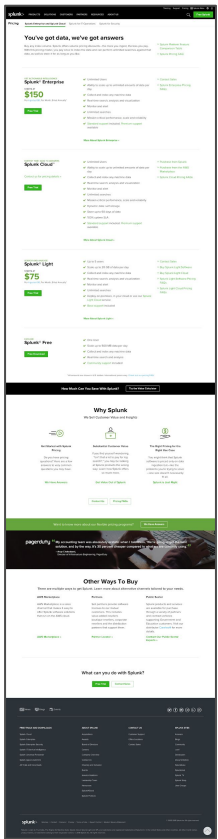
1. **Overall Experience:**

   - The participants found this page not as user-friendly as {Company} (*"Seems like more work to figure out what is going on. {Company} is the winner here."*).

2. **Positives:**

   - Free trial.

   - Opportunity to purchase from AWS.

3. **Friction:**

   - A lot of text - hard to read and hard to compare products.

   - The difference between products is not clear.

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DataDog Pricing Page

Log Management
Analyze and explore log data in context

7-Day Retention	15-Day Retention	30-Day Retention
$1.27	**$1.70**	**$2.50**
Per million log events, per month*	Per million log events, per month*	Per million log events, per month*
*Billed annually or $1.52 monthly	*Billed annually or $2.04 monthly	*Billed annually or $3.00 monthly
START FREE TRIAL	START FREE TRIAL	START FREE TRIAL

Extended retention plans and volume discounts available (1BN+ events/mo). Contact us.

Log Management Features

Unlimited Sources	Faceted & Full-text Search
50+ Integrations	Custom Processing & Parsers
Log Analytics and Dashboarding	Enterprise-Grade Security
Unlimited User Accounts	Real-time Alerting
Exclusion Filters (+$0.10/GB ingested)	Archive to AWS S3

USER TESTING FINDINGS

1. **Overall Experience:**

   - Users found DataDog pricing page clear, compelling and convenient (*"way better than Splunk", "can refer back to it"*)

2. **Positives:**

   - Visual design is appealing.

   - Emphasis on key distinctions first, detailed feature matrix available lower on the page.

   - Retention timeframe called out prominently (*"Retention matters a lot - I would pay more for it"*)

   - It is obvious what kind of support is included (*"Support is huge. For us price doesn't make a difference. What matters is being able to get on the phone with someone and get something working quickly"*).

3. **Friction:**

   - Complicated pricing (*"Looks like a lot of work just to figure out the cost, even though it might be cheaper. Instinct would be to go to {Company} because it is more simple).*

   - Pricing per quantity of log events vs total volume (*"GB is more honest - there could be lots of small log events"*)

New {Company} Pricing Page:

Advantages:

- Clear guidance which plan is right for whom
- Focus on key distinctions with details available lower on the page
- Detailed feature matrix, easy to see what features are included into what plan
- Support prominently called out

Recommendations:

- Specify how {Company} Enterprise Support is different from {Company} Support (add tooltip)
- Add retention timelines

Thank You