

 support.com<sup>®</sup>



# support.com user experience enhancements

## Objectives:

- Improve overall User Experience for visitors to support.com, as well as customers using support.com services
- Increase convergence of potential customers
- Simplify the online acquisitions process and eliminate the confusion users have about the software installation step
- Reduce site abandonment/drop-off
- Fix usability problems that interfere with desired calls to actions
- Improve key processes and tasks required to initiate and complete service

## Problem areas include:

- Usability
- Navigation & user orientation
- Interaction design
- Information design
- Visual design & branding
- Messaging & voice

# support.com redesign: brand identity

## The Issue

support.com is SupportSoft's consumer facing brand. The logo and visual identity don't relate to the master brand or reflect the support.com brand personality.



## The Solution

Redesign the logo to relate to the SupportSoft master brand by using a lighter, more contemporary type face and color palette. The mark (known as "Otto") was reworked to make it cleaner and more scalable.



# support.com web site redesign: home page before

The screenshot shows the support.com home page with a dark blue header. The main content area is light blue and features a large call-to-action box for a free estimate, a 'Chat Now!' bubble, and a list of services with prices. A flow diagram illustrates the online repair process. The footer contains navigation links, a support blog, and various certification logos.

**support.com** Instant Technology Relief<sup>SM</sup> CONNECT | Sign In | Services | About Us

## Computer Problems Fixed Fast...Online!

Call now for a **free estimate**  
**1-800-PC-SUPPORT**  
(1-800-727-8776)

Or We'll Call You! Enter Your Number  [Call Me](#)

- We use patented technology to fix your problems over the Internet
- Our friendly US-based Solutions Engineers are experts in all facets of computer repair
- Money-back guarantee. Call us now.

★★★★★ See user reviews  
Join our community of satisfied customers

**All Services \$29 to \$99**

**Chat Now!**

### How Online Computer Repair Works

give us a **Call** → connect through the **Internet** → we **diagnose your Problem** → get online computer **Repair**

#### Our Services

|  |           |
|--|-----------|
| <b>Comprehensive Problem Resolution</b> . . . . .  | \$29-\$99 |
| Something wrong with your computer? We have an array of diagnostic and repair software we can use to get to the root of your problem and fix it fast. Call us for a free estimate to fix whatever difficulties you're experiencing.  |           |
| <b>Virus and Spyware Removal</b> . . . . .   | \$69      |
| Our Solutions Engineers quickly identify and remove viruses and other malware that your computer might have.   |           |
| <b>System TuneUp</b> . . . . .   | \$59      |
| Make your computer faster and more responsive. Our software identifies any major performance bottlenecks and can have your computer up and running at peak performance in as little as 15 minutes.   |           |
| <b>Secure Your Computer</b> . . . . .  | \$49      |
| Ensure you have maximum protection against hackers and malicious software that can steal or destroy your personal information. Our software will identify all the major avenues of attack and help you decide on the best security settings and software to keep you safe without getting in your way. |           |
| <b>MP3 Player Training &amp; Setup</b> . . . . .   | \$39      |
| Learn how to easily transfer, download and organize your digital music and audio books.  |           |
| <b>Digital Camera Training &amp; Setup</b> . . . . .   | \$39      |
| Learn how to easily connect, manage and share your digital photos, and make sure all the parts of your system work together as they should.  |           |
| <b>Printer Setup &amp; Troubleshooting</b> . . . . .   | \$29      |
| Let us help you easily connect and configure your printer. We can also help set up a network printer and troubleshoot driver problems.   |           |
| <b>Windows Vista™ Upgrade Assessment</b> . . . . .   | \$29      |
| Thinking of upgrading to Windows Vista? Before making an investment, get independent advice on how well your current computer will run it.   |           |

[Learn More](#)

#### Check out Incident Center

Find out about the types of issues we've helped solve for customers

If you're wondering whether we've already worked on a problem you're facing, or are just curious about the range of issues our customers call us about, you can get an idea by visiting our new Incident Center

Sample view: Incidents by Problem Type

#### support.com in the News

### About:

7 Tips on Handling Computer Stress and Frustration  
Elizabeth Scott identifies support.com as a user-friendly and inexpensive solution for protection from computer stress.

[See All Media Coverage](#)

#### The Support Blog

Problems, Problems and More Problems | What They're Saying | Secure Yourself Online | Tired of Windows Vista asking you permission for certain tasks? | Prevention is Better Than the Cure

#### Recent Computer Repair Incidents

anti virus and spyware | div | email issues | file backup | firewall | general computer problem | hard disk | home network | internet Connection | memory | monitor | operating system | pc settings | peripherals | printers and scanners | routers | security software | slow computer | slow startup | software help | system configuration | system performance | windows | wireless connection

#### support.com PC Health Services

Free Estimate on Computer Repair | Virus Prevention | Computer Speed Optimizer | Personal Data Security | mp3 Player Setup | Digital Camera Setup | Printer Troubleshooting & Repair | Windows Vista Advice

Home Services Incident Center About Terms and Conditions Privacy FAQ Affiliates  
Comments? Concerns? Ideas? We want to hear from you. Email us at [customersupport@support.com](mailto:customersupport@support.com)

## User Experience Issues

**Visual Hierarchy:** The current design has no clear visual hierarchy. Everything is of the same weight visually and visitors don't have a clear map for where their eyes should go.

**Color Palette:** The colors are not pleasing and don't feel right given the visitor's state of mind (Something more calming would be appropriate).

**Imagery:** The images are common stock photos found on any corporate site; they add little to the branding.

**Messaging & Copy:** Copy and instructions are not clear and add to user's confusion. The voice is not friendly; this breaks one of our key brand promises.

**User Orientation:** Users don't know where they are while navigating the site.

**Usability:** The primary means of initiating service is lost in a confusing and misleading link labeled "connect." Also, accessing the Live Chat feature is difficult. An icon of a bubble with the words "Chat Now!" is used as a link to launch chat; this is not an intuitive linking convention.

**Poor Navigation:** Navigation lines don't follow convention and hide key pieces of information.

# support.com web site redesign: home page after



## Solution

**Brand Identity:** Redesigned logo relates to the master brand. It also reflects the support.com brand platform.

**Visual Design:** More appealing UI, lighter color palette, better visual hierarchy, increased white space, more appealing use of imagery, typography and iconography.

**User Orientation:** Users know where they are and where they are going while navigating site.

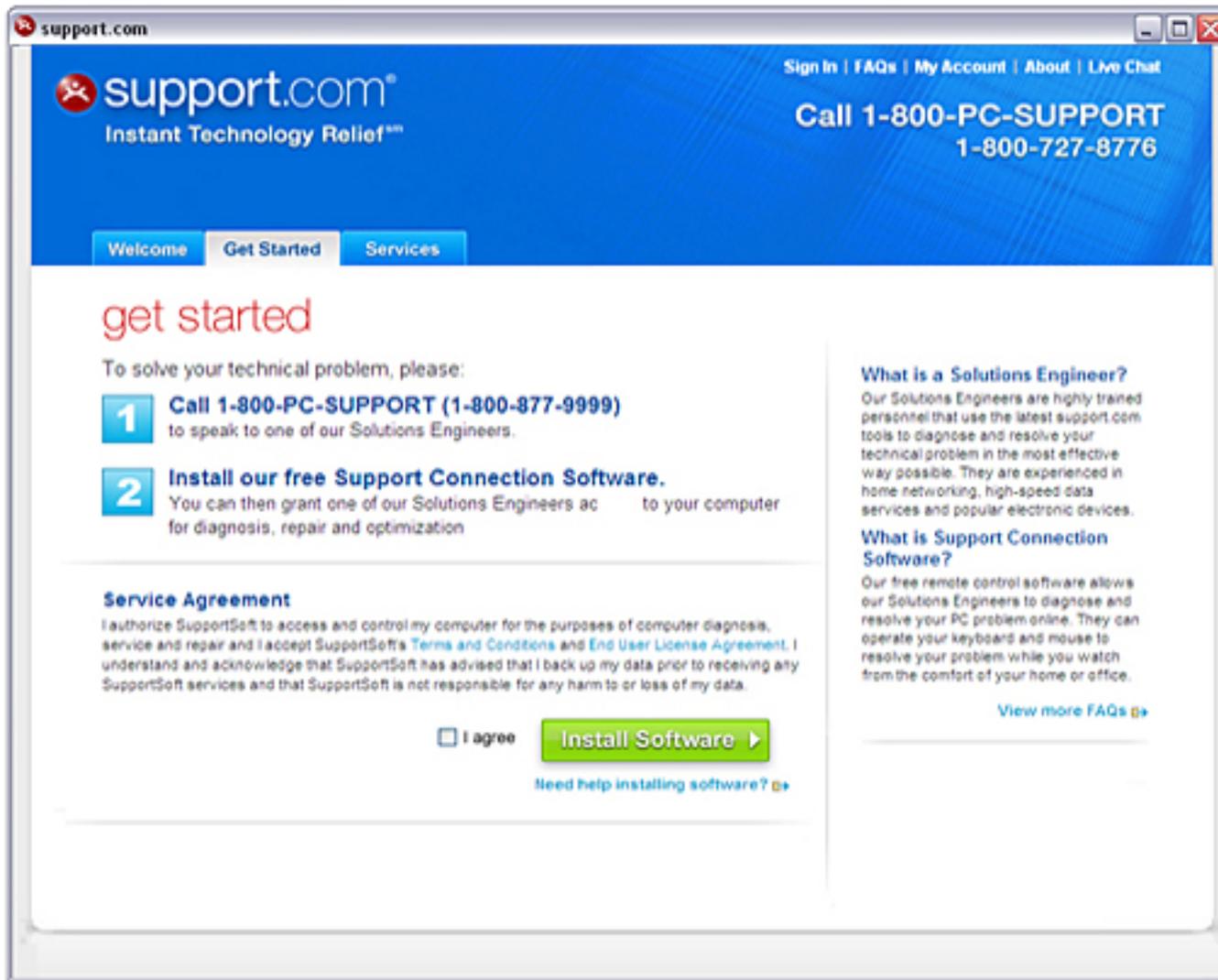
**Information Architecture:** Navigation lines make sense, follow conventions and best practices.

**Information Design:** Information clutter reduced by use of tabs in the content area. "How it Works" illustrated in an easier to read, cleaner three-step format.

**Acquisition:** Clear separation between acquisition pages (tabbed) and utility navigation (text-based links).

**Call to Action:** Desired action is emphasized in a more effective way.

# support.com web site redesign: get started page



## Primary Goals

Increase conversion, reduce drop off and site abandonment.

Eliminate the confusion users have complained about during the software install step and in general, the processes of getting help and services provided.

Fix usability problems that interfere with these processes.

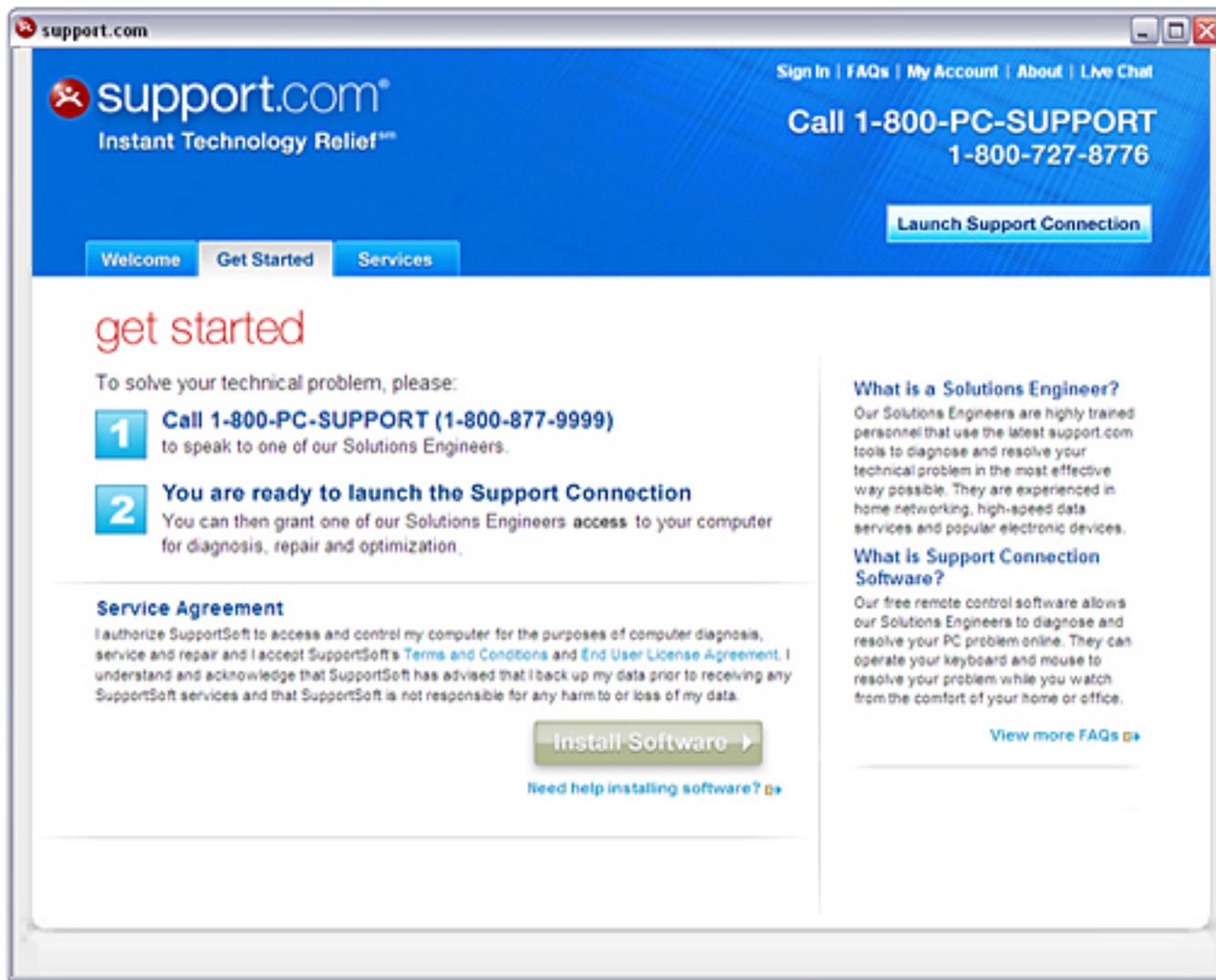
## Solution

The Get Started page is where customers download our software and find clear instructions about how to use our services.

The process is explained in easy to read instructional copy. The two main steps are downloading the Support Connection software and calling an 800 number to connect with a Solutions Engineer. These actions are given prominence on the page.

(continued)

# support.com web site redesign: get started page



## Solution

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Once a user has downloaded and installed the software, a button appears in the banner that is labeled “Launch Support Connection.”

This is an indication that the software has been successfully installed and the user can now click and open the client tool where the user provides information to a Solutions Engineer and has a set of controls that allow their computer to be accessed remotely so that service can be performed

In addition, helpful FAQs appear in the right column to be viewed by the customer if they need assistance.

# support.com redesign: client tool before (remote agent)

The screenshot shows a web browser window titled 'Powered by support.com'. The main header features the 'support.com' logo and 'Your ticket is 23309'. A red error message reads 'X Remote Unavailable - Software not installed.' with links for 'How to Install' and an 'Install Software' button. Below this, a large blue arrow points to the text 'You need software... Download our software to get connected with a solutions engineer today.' A white box contains the text 'Have you called us? If you haven't called yet, please call us at 1-800-727-8776'. At the bottom, a dark blue banner says 'Call now for a free estimate 1-800-PC-SUPPORT (1-800-727-8776)'.

## User Experience Issues

**Usability & User Orientation:** Customers complain about total confusion when the Remote Agent is launched. No clear indication where user is, why they are there, how they got there and what to expect next.

**Messaging:** Voice is not consumer friendly. Copy is poorly written, confusing and repetitious.

**Confusing Calls to Action:** User is told to download software without any explanation. They are also told to call an 800 number, first for no other reason than they haven't yet called and second, for a free estimate.

**Visual Design & Branding:** Dark and unappealing. No product branding or standardization with master brand.

# support.com redesign: client tool after (support connection)

Powered by support.com

support.com®

Welcome to the Support Connection.

Please select one of the options below.

- ➔ **New Incident**  
I need help with [a new incident.](#)
- ➔ **Previous Incident**  
Sign in to choose from a list of previous incidents.

Email Address

Password

[Forgot your password? Enter your email address and we'll send you a new password.](#)

For assistance, call 1-800-PC-SUPPORT | 1-800-727-8776

## Solution

**Branding:** Re-named the client tool (formerly know as the Remote Agent) “The Support Connection” and named the software “Support Connection Software” to reinforce the brand. This also helps eliminate user’s confusion.

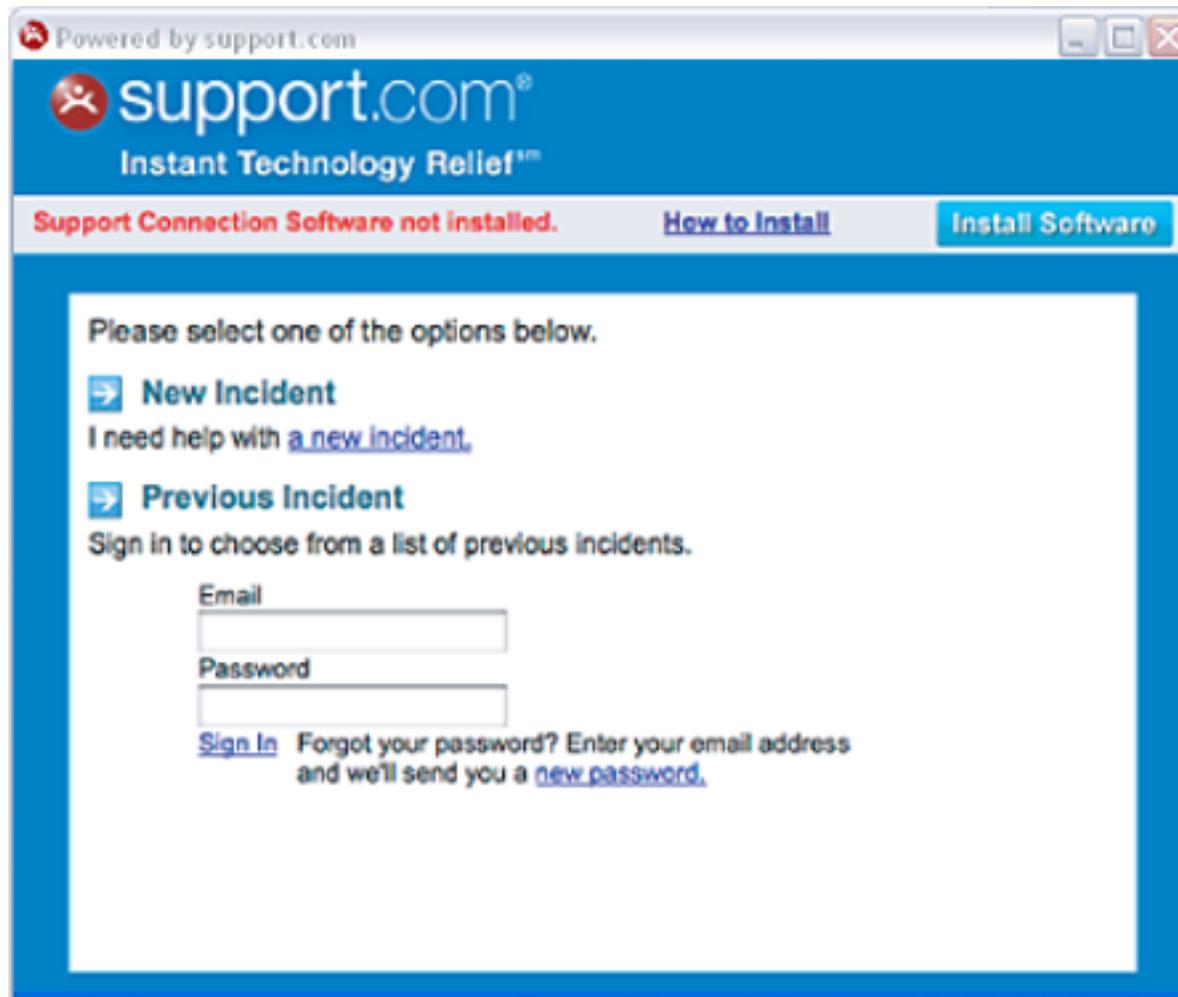
**Visual Design:** More appealing user interface, lighter color palette, improved typography and increased use of white space. New logo, interactive and graphic elements standardized with other support.com Web properties.

**Clear Instructions:** Explains what the user is going to need to do to initiate service. This improves trust and credibility as well.

**Messaging & Copy:** Politely explains how things work in clear, concise copy and in proper voice.

**Usability:** Former version’s many usability issues and bugs resolved. Clear calls to action and improved task flow help quickly guide the user through the steps required to initiate and complete service.

# support.com web site redesign: live chat before



Powered by support.com

support.com®  
Instant Technology Relief™

Support Connection Software not installed. [How to Install](#) [Install Software](#)

Please select one of the options below.

[➔ New Incident](#)  
I need help with [a new incident](#).

[➔ Previous Incident](#)  
Sign in to choose from a list of previous incidents.

Email

Password

[Sign In](#) Forgot your password? Enter your email address and we'll send you a [new password](#).

## User Experience Issues

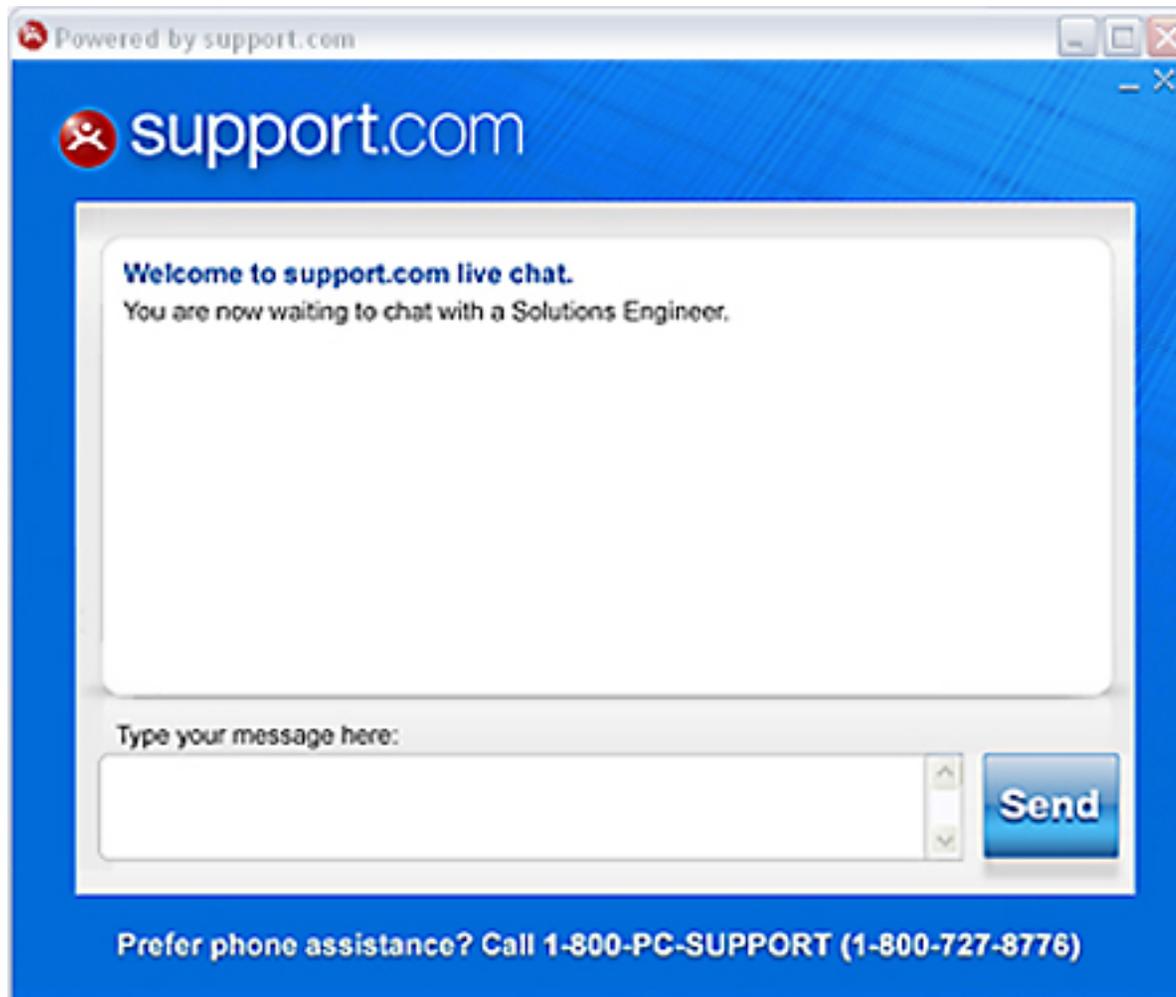
**User Orientation & Usability:** The user has no way of knowing that this is going to become a chat interface, yet it is the first screen view that displays when a user clicks a “Chat” link on the support.com Web site.

**Messaging:** Copy makes no sense because users are expecting a conventional chat interface.

**Confusing Calls to Action:** There is no way of knowing what to do next to get to a chat window. Also, the “Install Software” link is out of place and appears to be a call to install software in order to be able to chat, but even that is not clear.

**Visual Design & Branding:** Not standardized with the new branding.

# support.com web site redesign: live chat after



## Solution

### Usability & User Orientation:

The user now has a clear link to open a chat window in the persistent navigation of the support.com Web site. Upon clicking "Live Chat", their expectations are met when a conventional chat interface appears.

**Messaging:** Copy that reads "Welcome to support.com live chat" further eliminates confusion.

### Visual Design & Branding:

Redesigned look and feel is consistent with new brand identity. Graphics are standardized across properties.