



# Chartboost Help Site Competitive Analysis and Proposal

# Contents

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Big Opportunity

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What are other people doing? vs  
What are we doing?

3

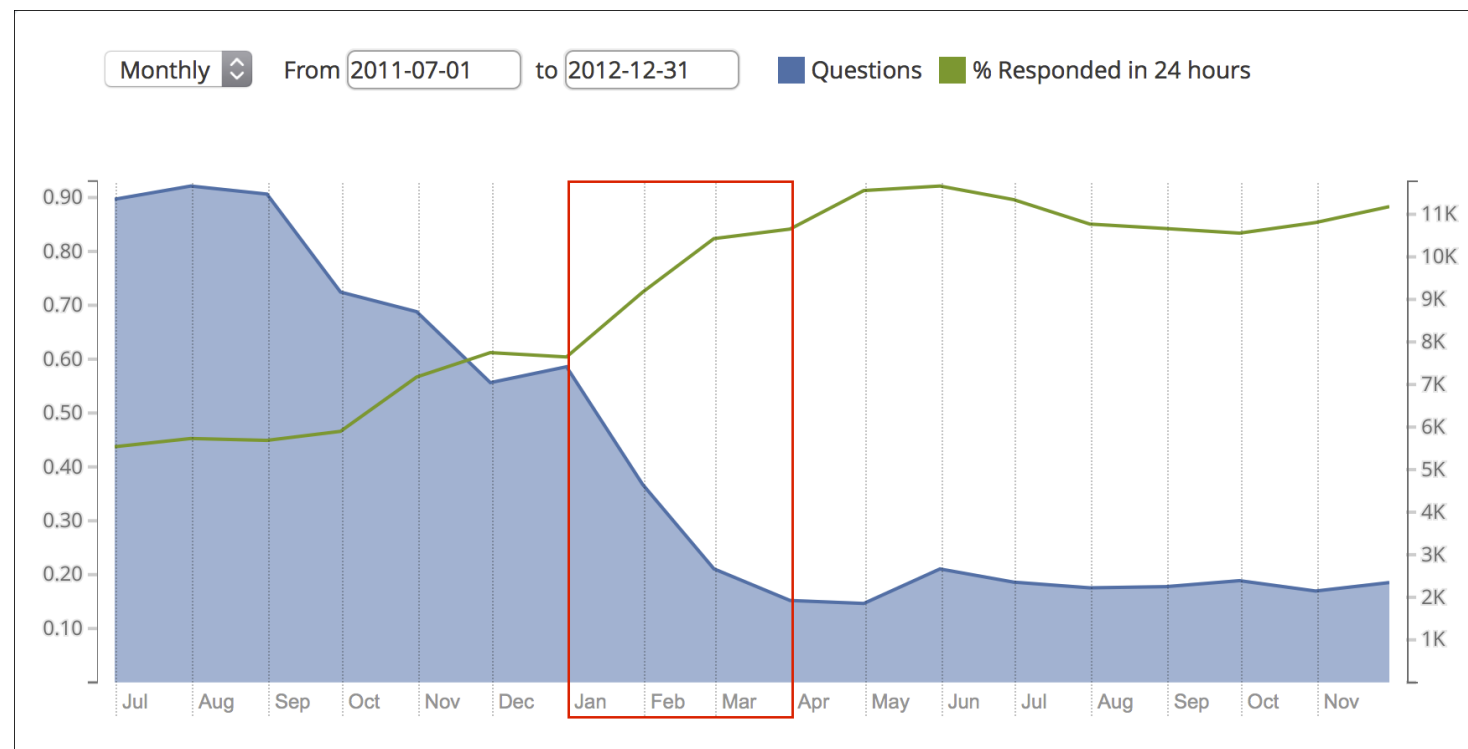
How might we improve?

# Inspiration

**NN/g** Nielsen Norman Group

## How Iterative Testing Decreased Support Calls By 70% on Mozilla's Support Website

by **SUSAN FARRELL** on August 2, 2015



mozilla

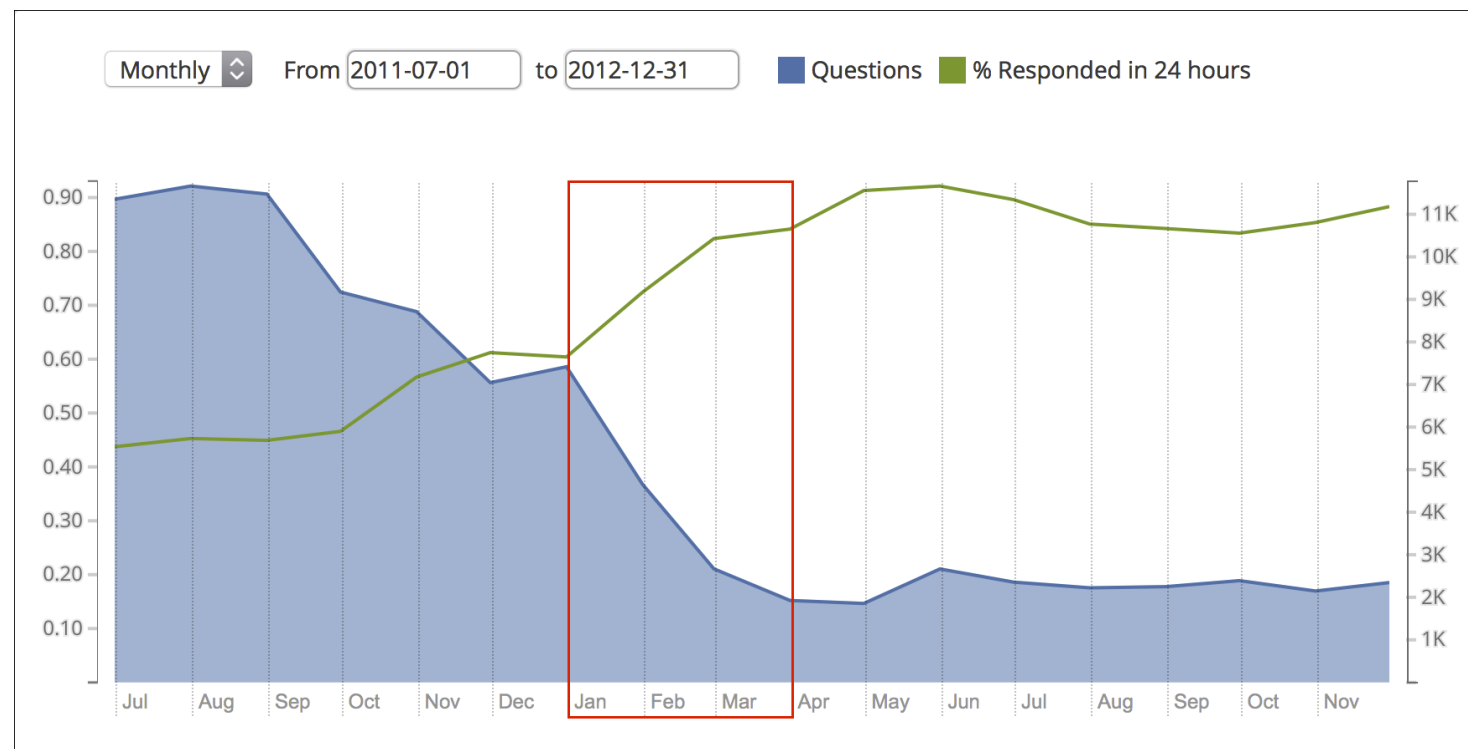


# Opportunity?

**NN/g** Nielsen Norman Group

## How Iterative Testing Decreased Support Calls By 70% on Mozilla's Support Website

by **SUSAN FARRELL** on August 2, 2015



mozilla



Chartboost

?

# Old Mozilla

Want to contribute? [Sign in](#) or [Register](#) [Other Applications](#) **mozilla**

## Need Help With FIREFOX?

DESKTOP | MOBILE

What do you need help with?  [→](#)

Ask a Question

Be AWESOME  
**SUMO**  
open source support

Did you know that Firefox Help is powered by volunteer superheroes all around the world? Grab your cape and join us!

### Check your PLUGINS

What is a plugin? Why should I keep them updated? Answer these questions and run an instant check to see if you're up to date. [Find out more >](#)

Help with:  
+ Mac OS X  
+ Firefox B

Having trouble after updating Firefox? See the [Latest Firefox issues](#) article for help.

### Top Issues

- Common questions after upgrading from Firefox 3.5
- Firefox does not ask to save tabs and windows on exit
- Add-ons are disabled after updating Firefox
- Google Toolbar is not compatible with Firefox

### New to Firefox?

- Installing Firefox
- Getting started with Firefox
- How to set the home page
- Customizing Firefox with add-ons
- Pop-up blocker
- Updating Firefox

### Need More Personal Help?

If you can't find the answer you need, our community volunteers are ready to help you find a solution. [Ask your question here.](#)

### Explore Help Topics

#### Troubleshooting

- Firefox crashes
- The Adobe Flash plugin has crashed
- Add-ons are disabled after updating Firefox
- Troubleshooting extensions and themes
- Troubleshooting plugins
- Error loading web sites

#### Privacy & Security

- How do I stop websites from tracking me?
- Private Browsing
- Clear Recent History
- How to clear the cache
- Enabling and disabling cookies

#### Using Firefox

- Tabbed browsing
- How do I use bookmarks?
- Location bar autocomplete
- What are App Tabs?
- What are Tab Groups?

#### Customizing Firefox

- How to set the home page
- Customizing Firefox with add-ons
- How do I customize the toolbars?

#### Advanced

- How to make Firefox the default browser
- How to customize the toolbar
- Updating Firefox
- What are Tab Groups?
- How to sync Firefox settings between computers

Searching seems faster than browsing.

Especially with a friendly fox.

If Search doesn't solve my problem, all these links are a bit intimidating.

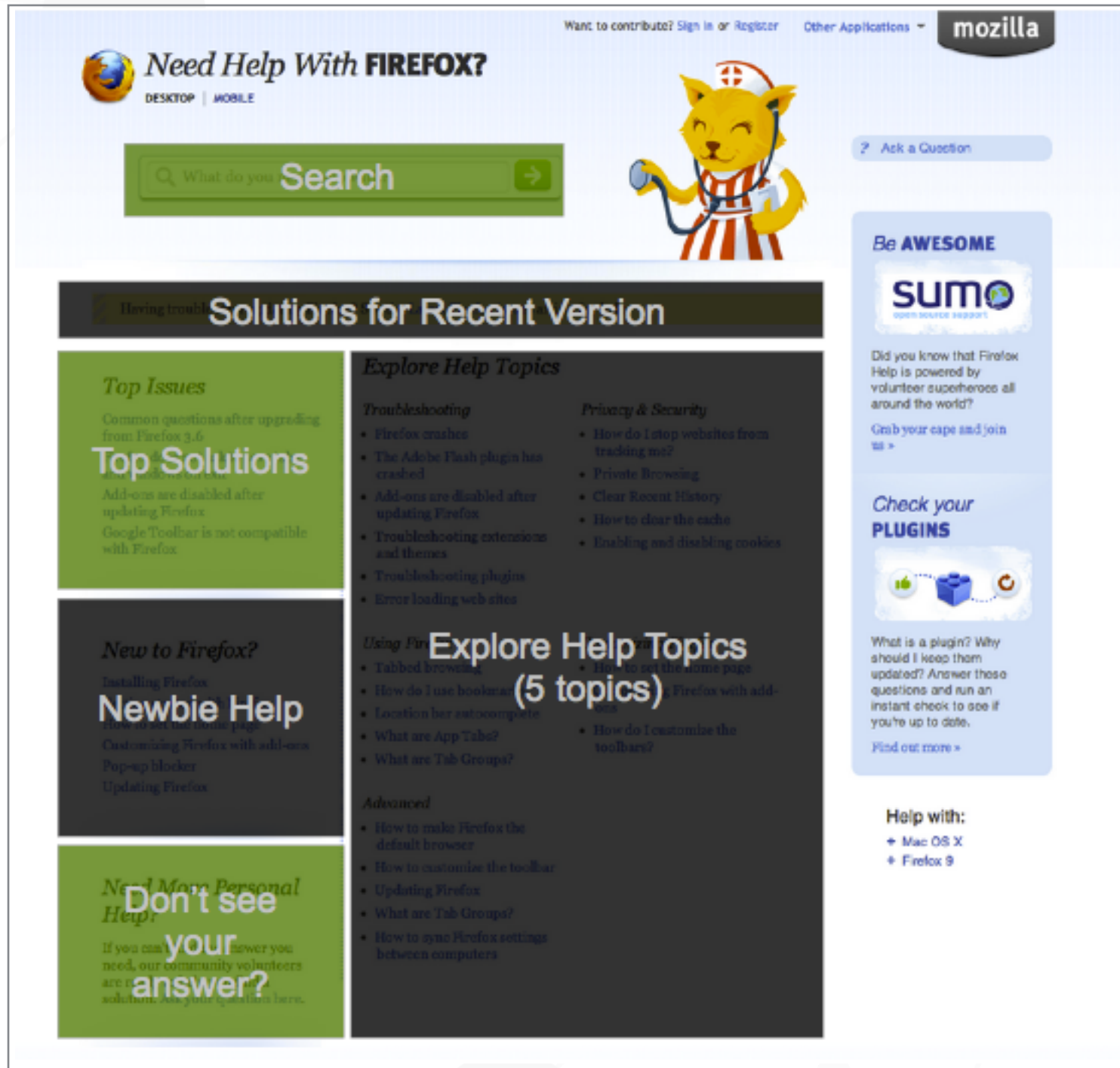
# Old Mozilla



This is how they use their real estate.



# Old Mozilla



Green sections seem most useful and probably get the user's attention.

# New Mozilla



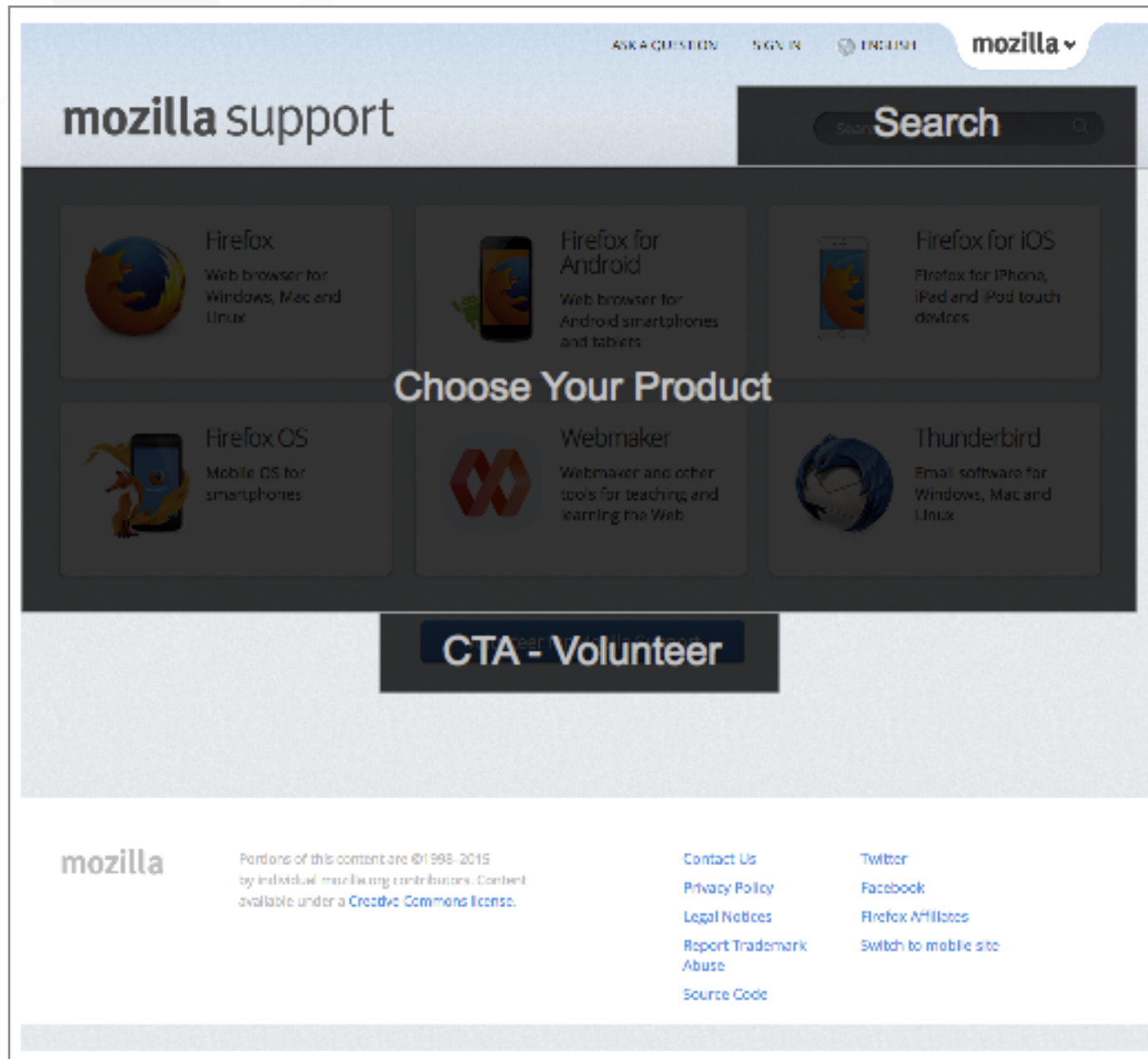
Here's the redesign that did better.

This is much more focused and clean and the user is **GUARANTEED** to find something useful at the first step.

Search is downplayed.



# New Mozilla



This is how they use their real estate.

# New Mozilla



Lots of useful stuff.

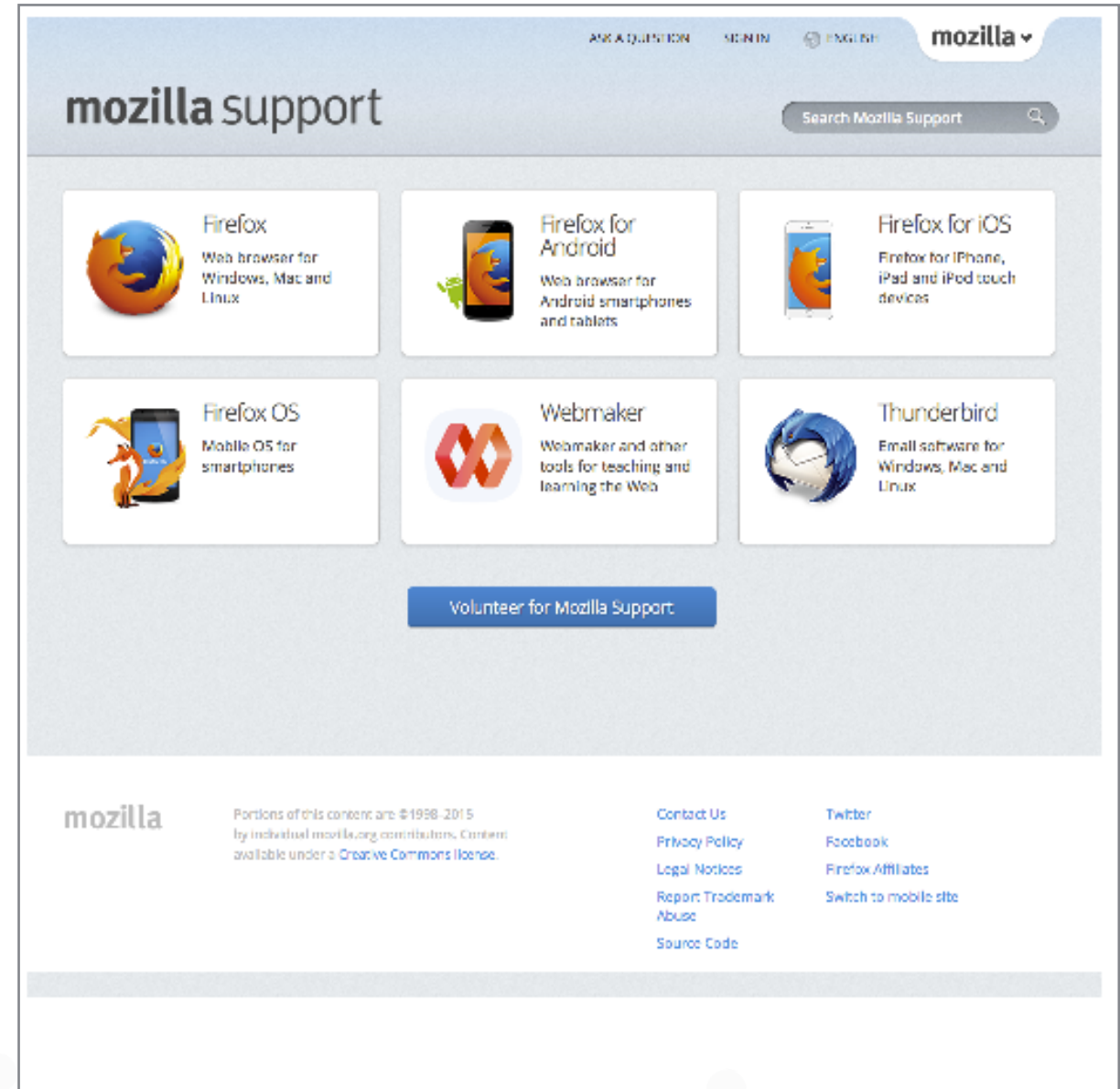
Nothing overwhelming about this page.

# Old vs New

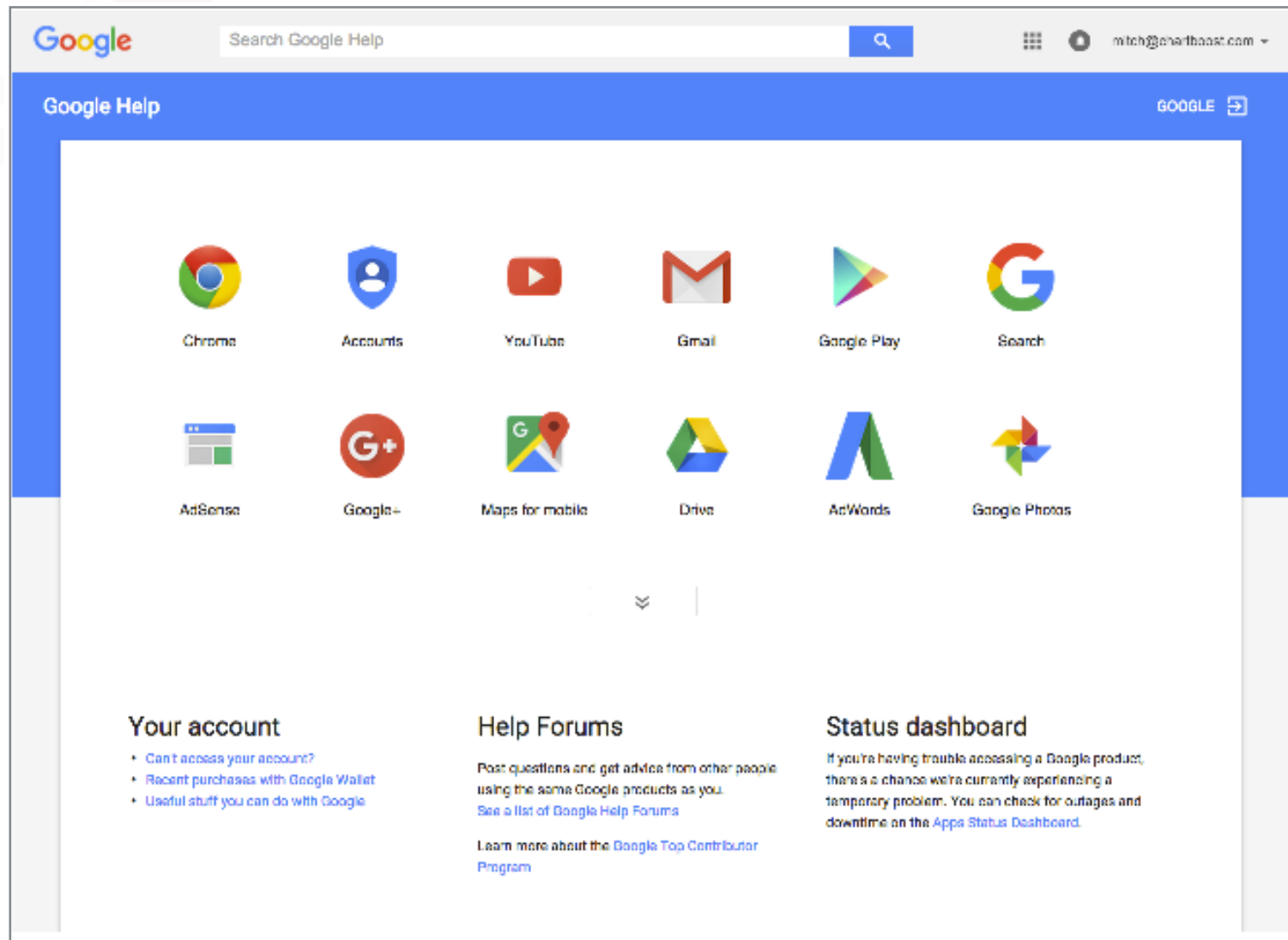
Cluttered and Overwhelming



Clean and Digestible



# Google



Here's Google.

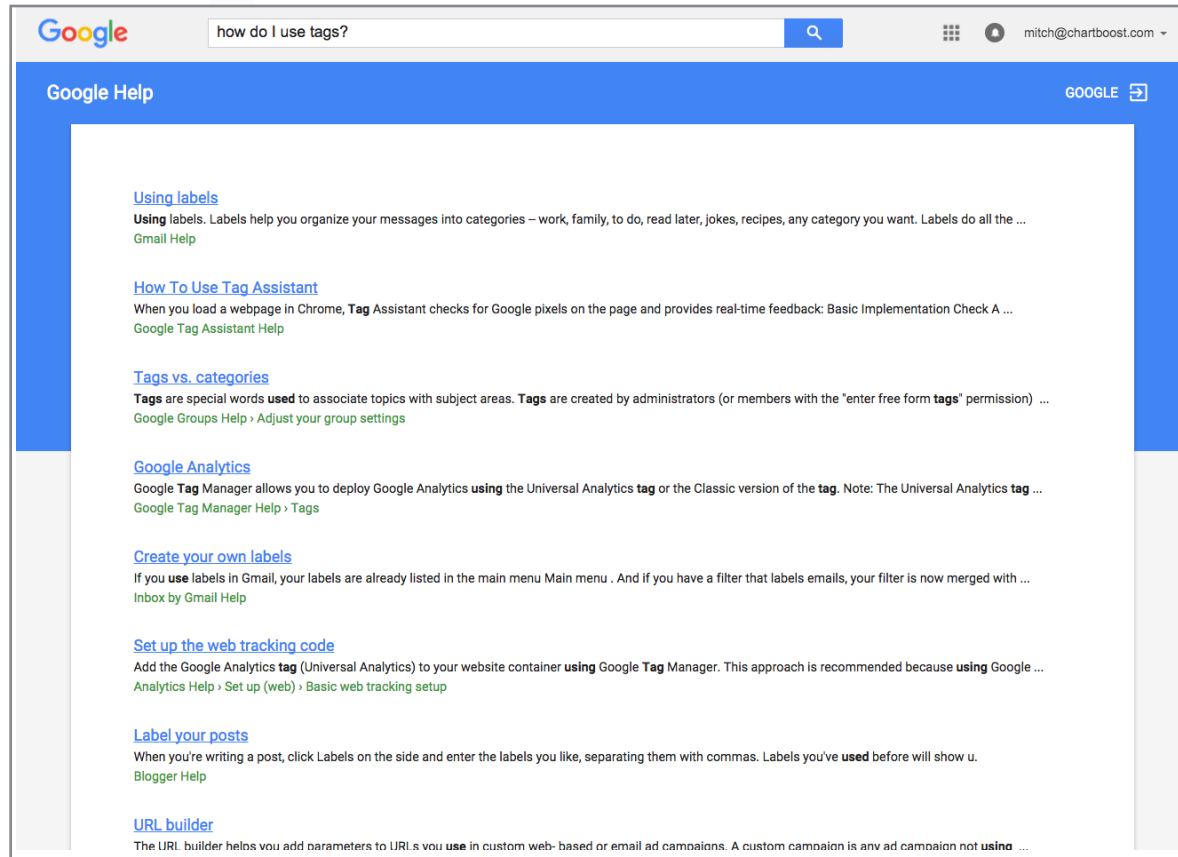
Clean and there's an obvious first step.

Search is downplayed. I repeat: Google downplays search.

Why would they do that?

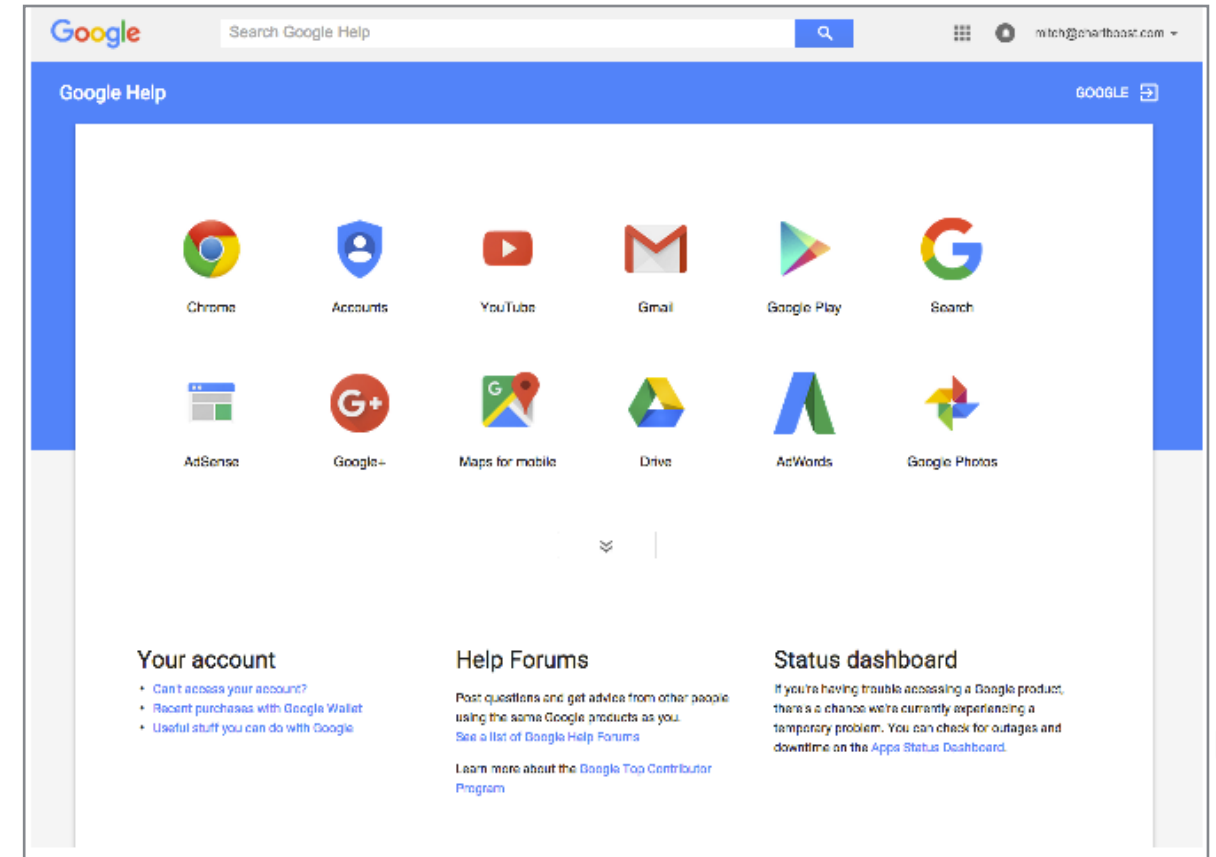
# Google

## Bad Experience



I need help and I'm thrown into the deep end.

## Good Experience

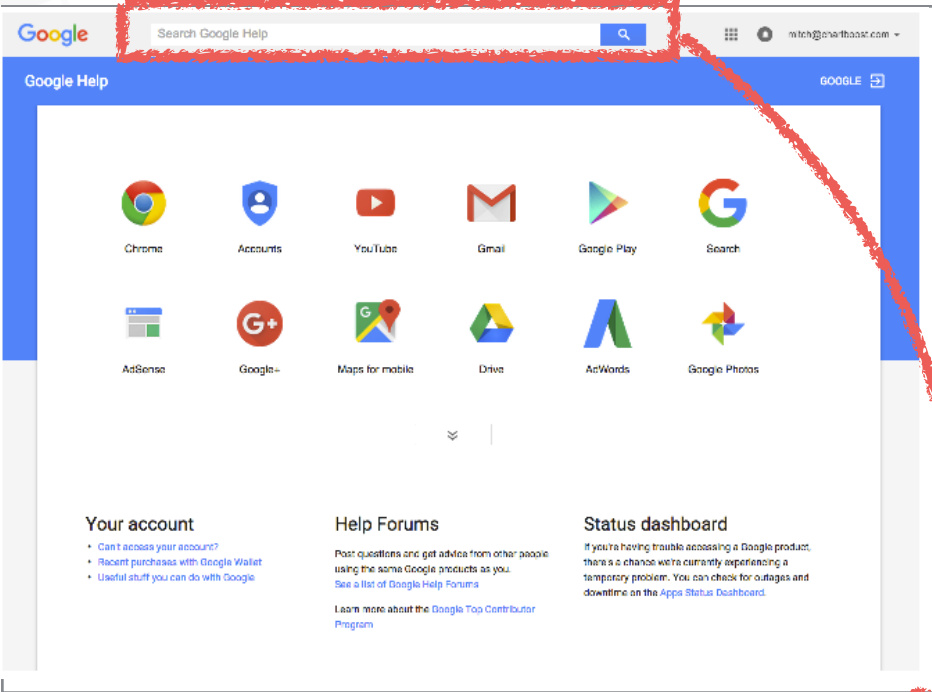


This is guided and contained and makes me feel like I'm one step closer to my answer.

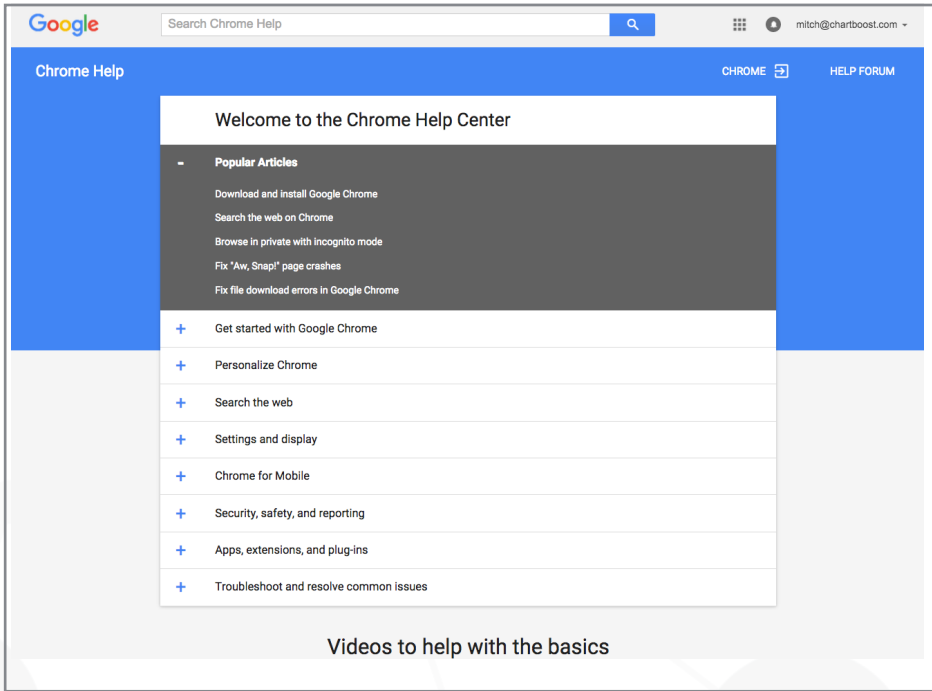
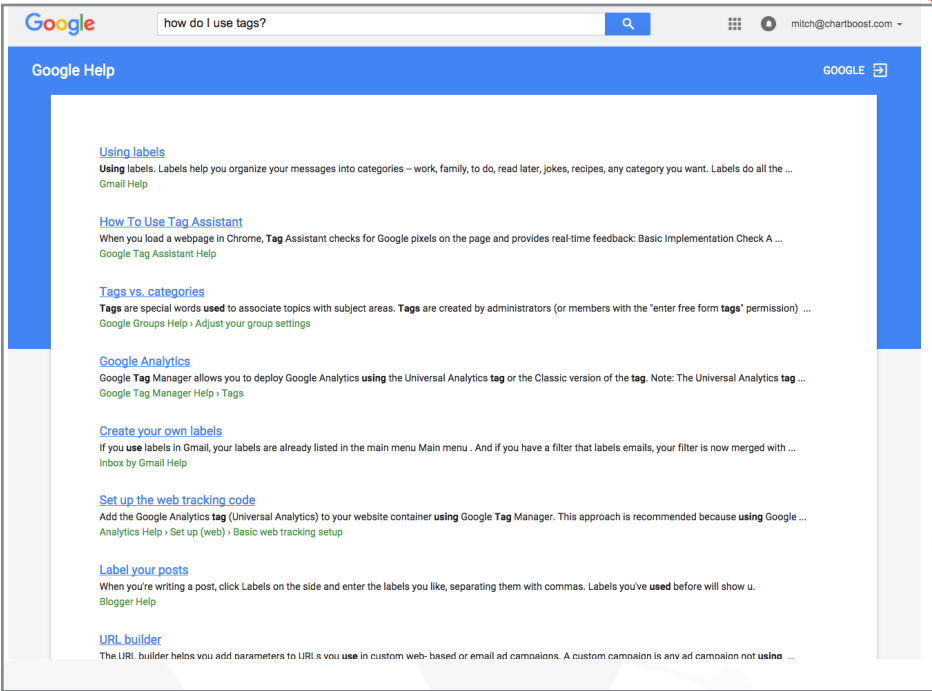
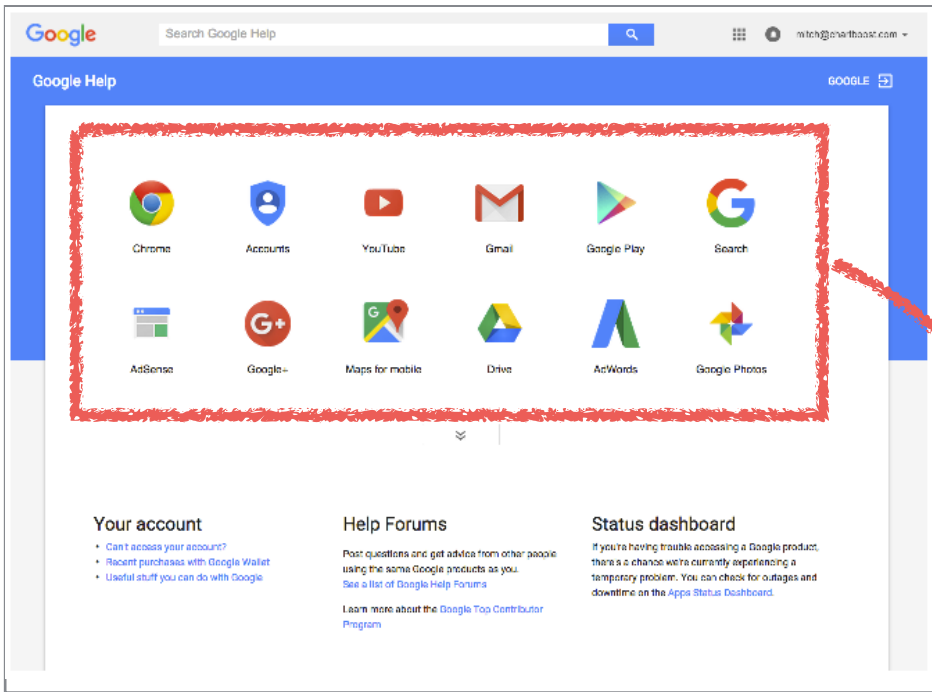


# Google

## Bad Experience

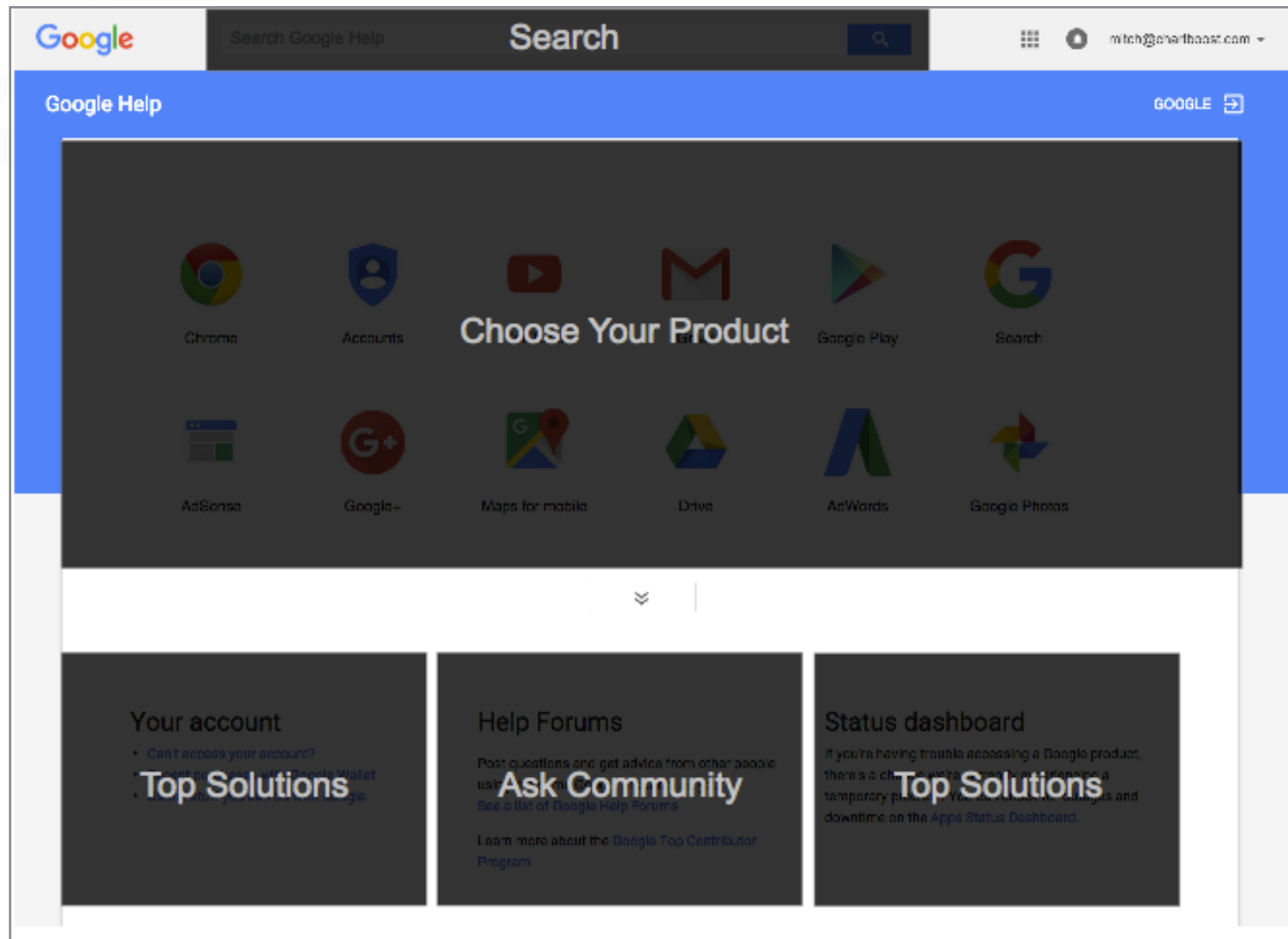


## Good Experience



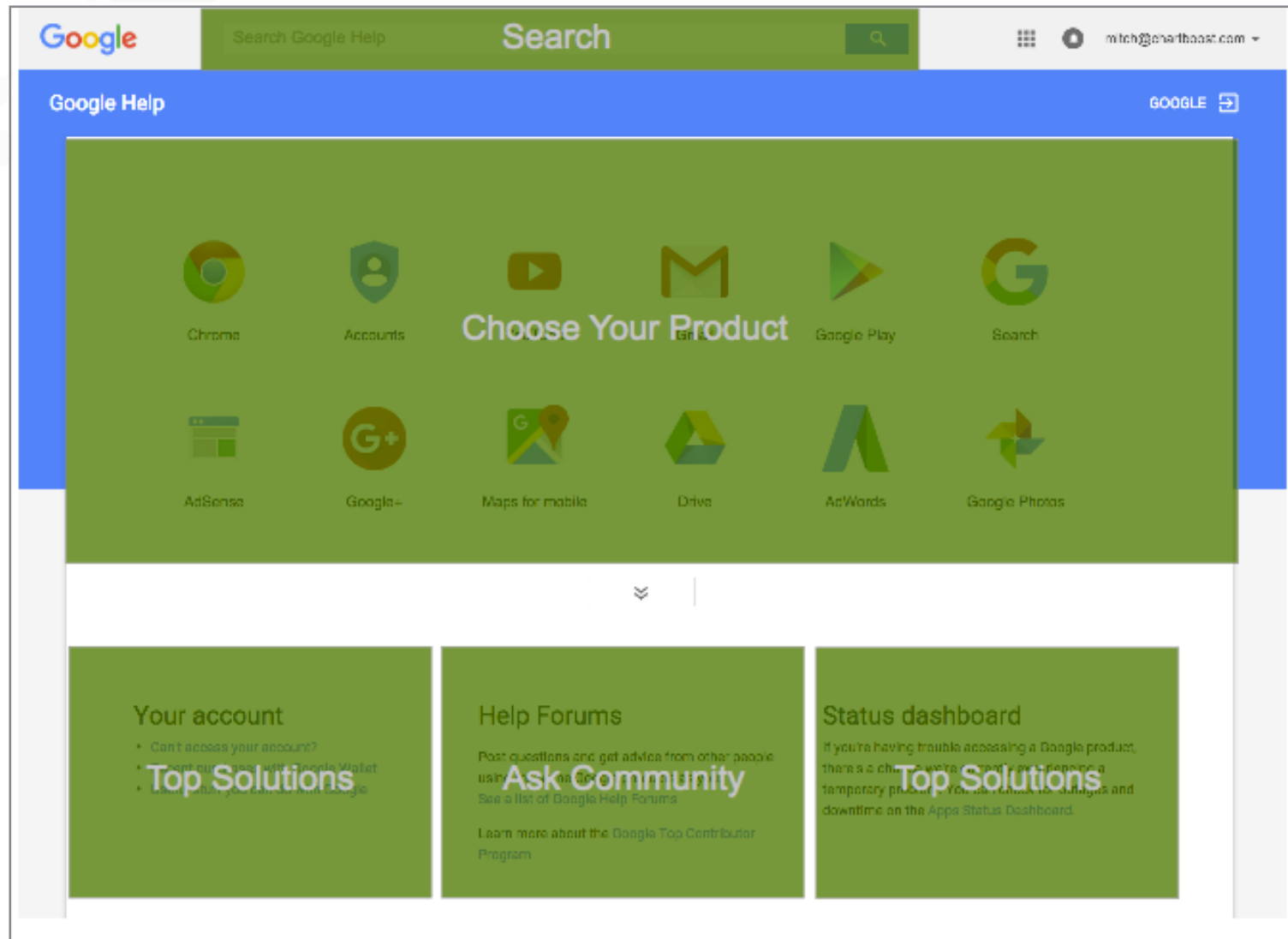


# Google



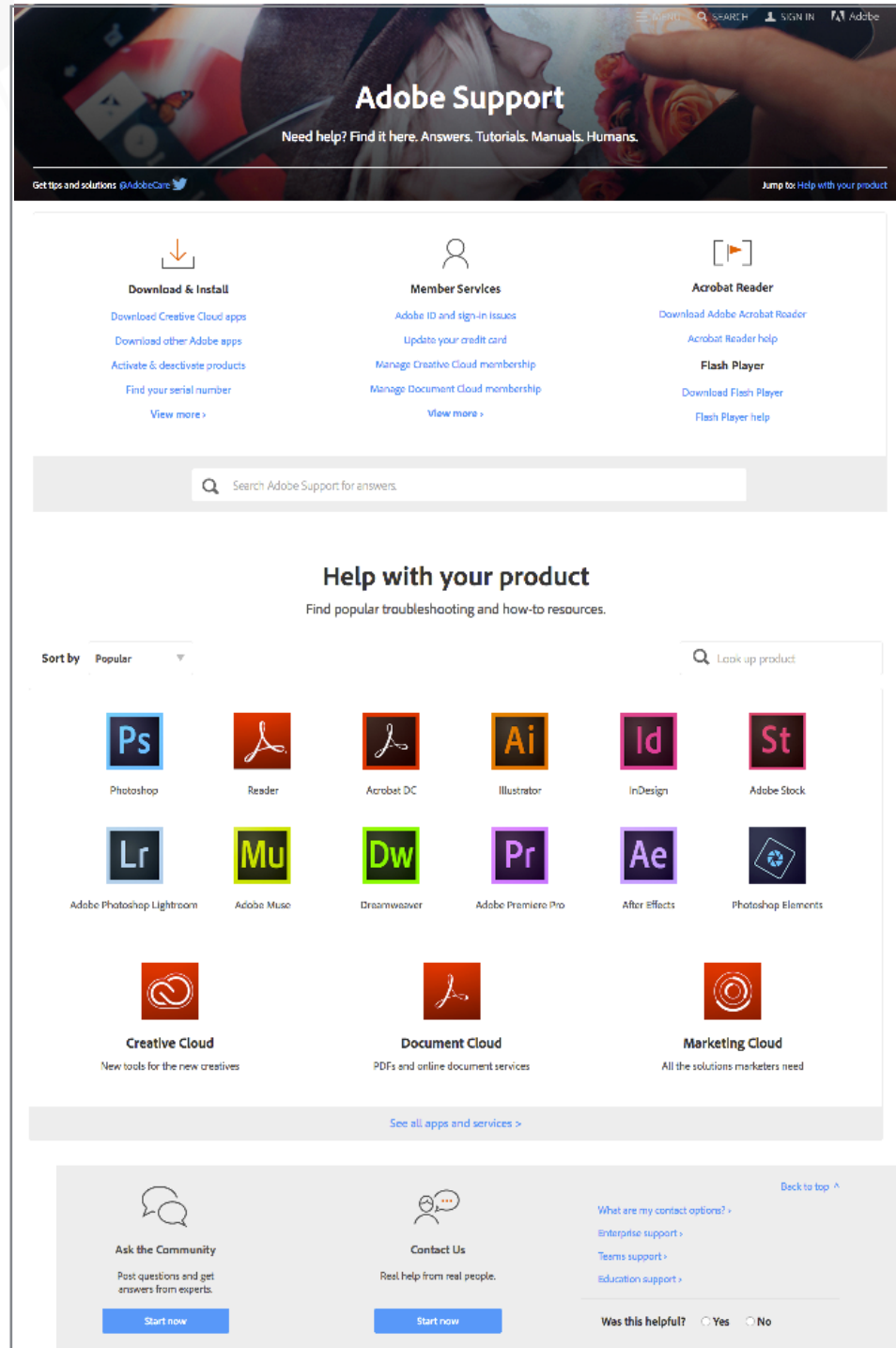
This is how they use their real estate.

# Google



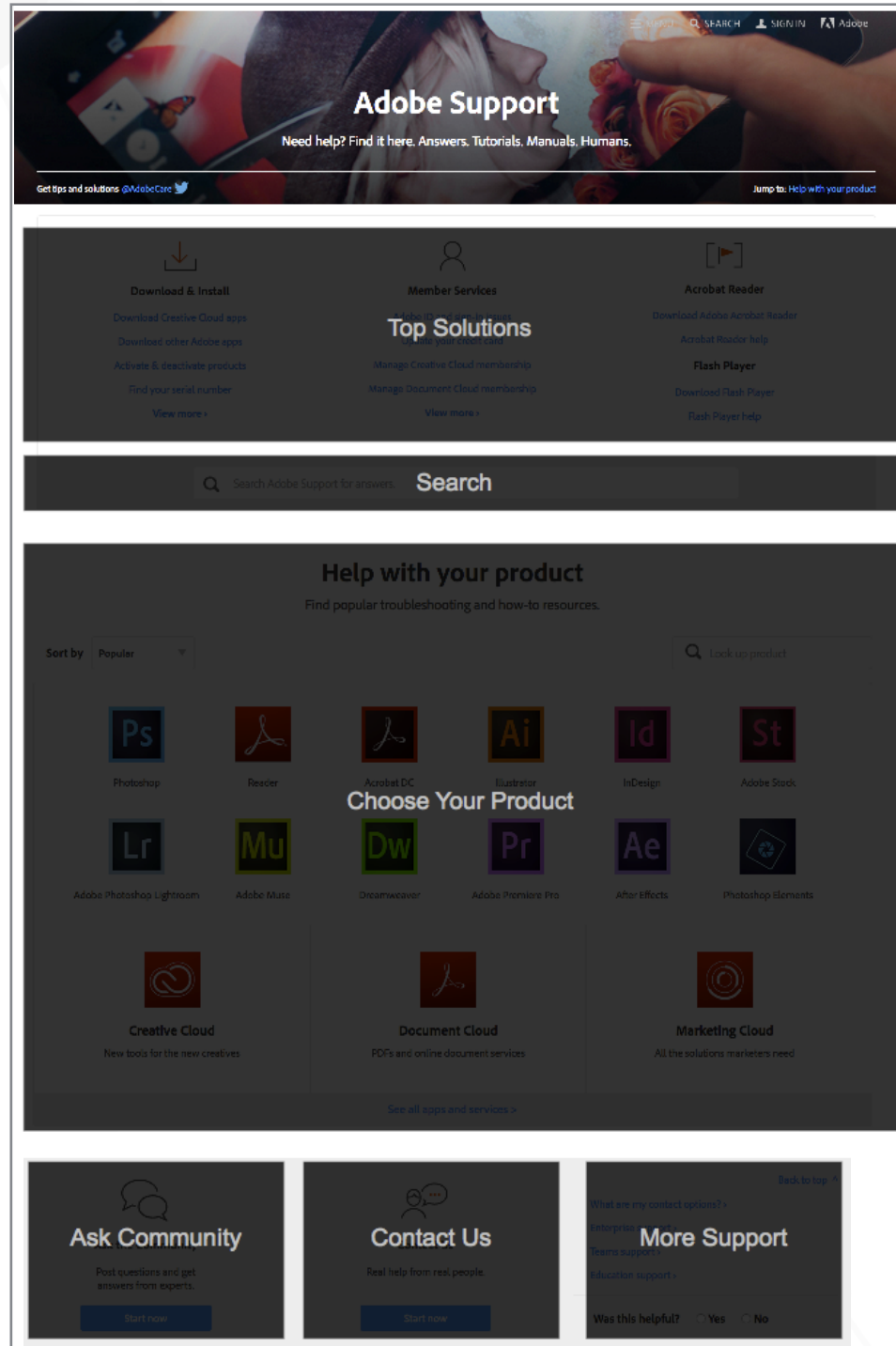
Lots of green and they've hidden their less popular products.

# Adobe



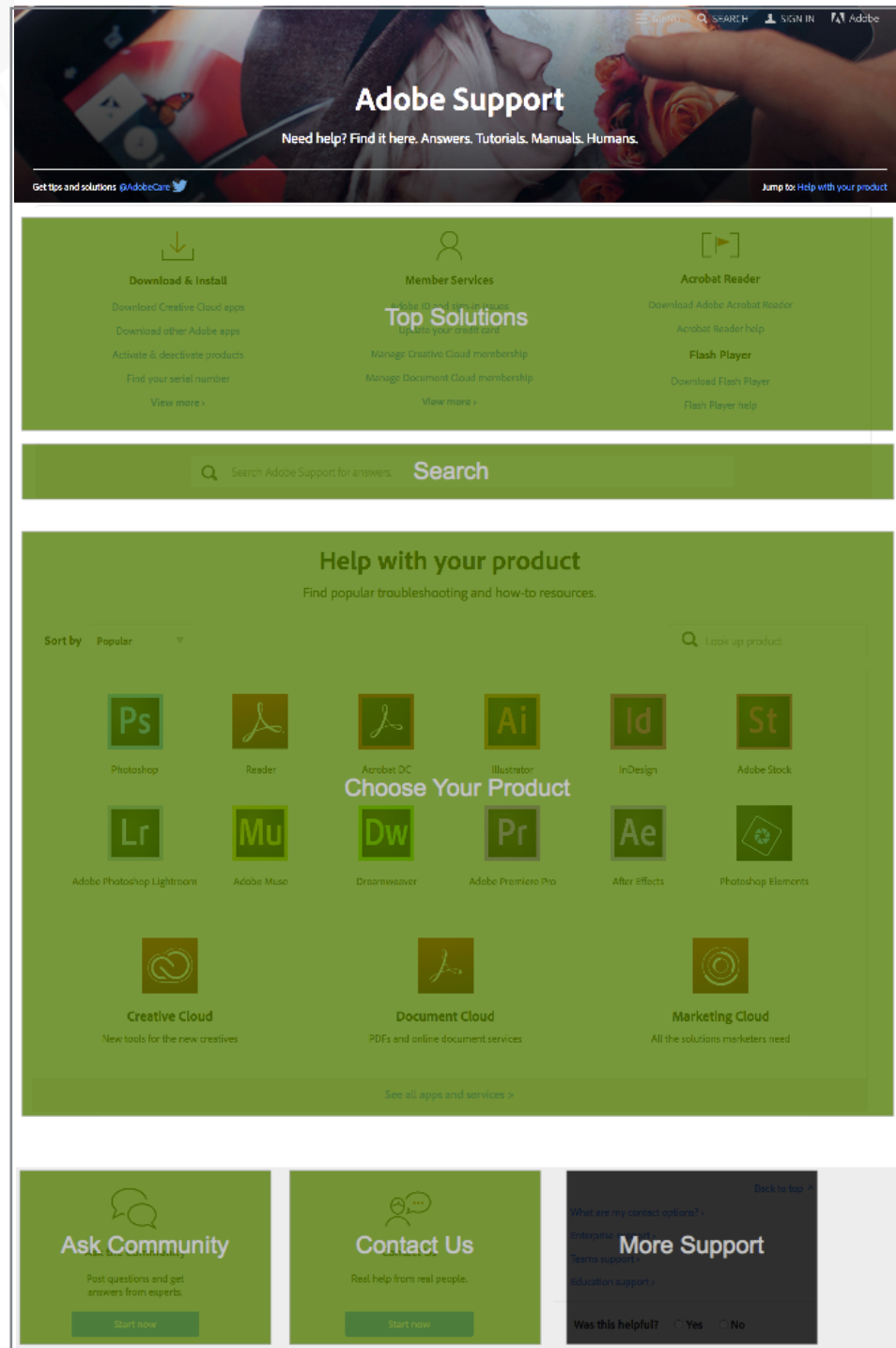
Adobe leads with some very normal looking links, but they appear to be very useful links.

# Adobe



This is how they use their real estate.

# Adobe



Definitely has the vibe that they are trying to solve your problem.

1st Try - Top Solutions

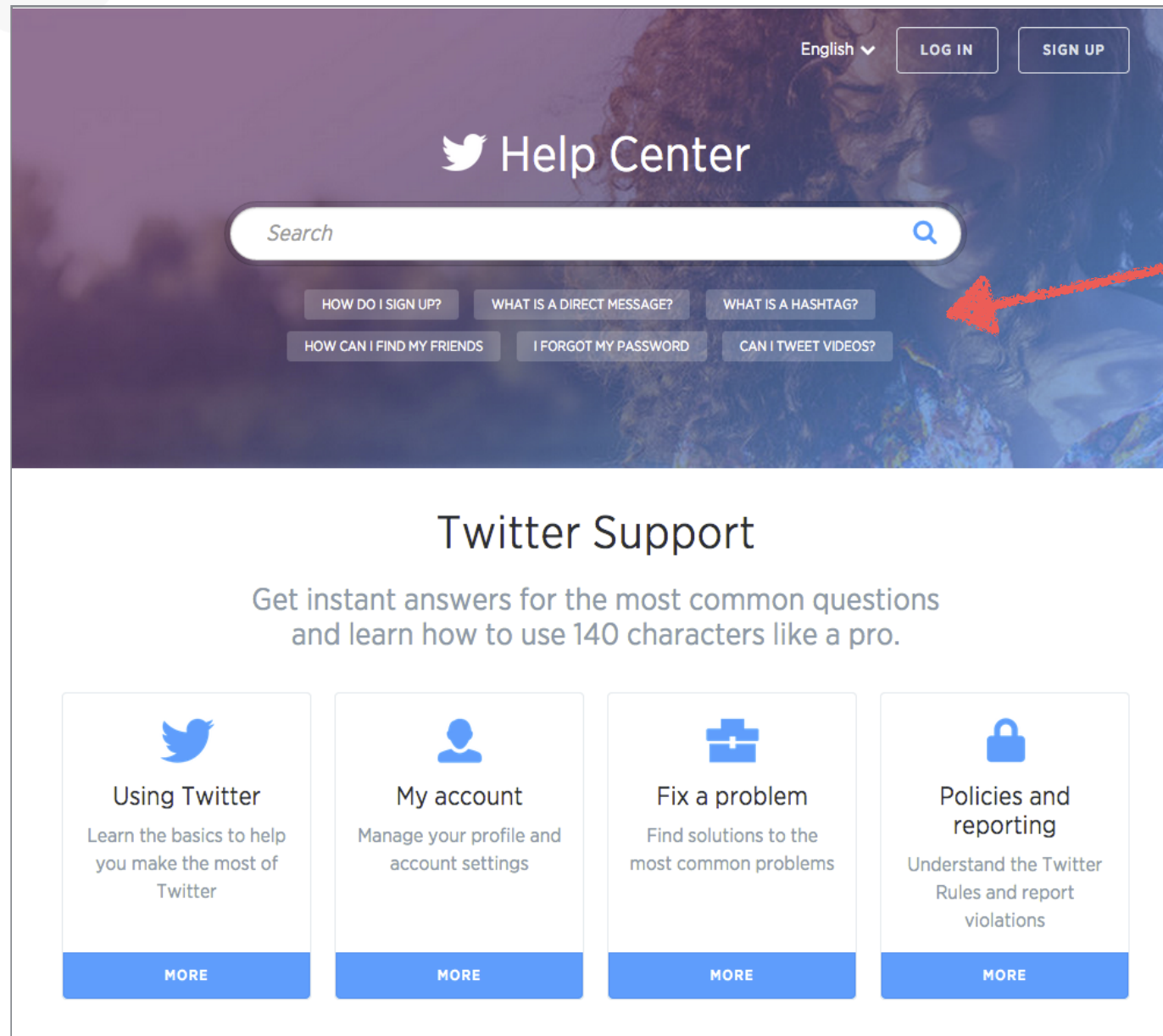
2nd Try - Search

3rd Try - Choose Your Product

4th Try - Ask Community

5th Try - Contact Us

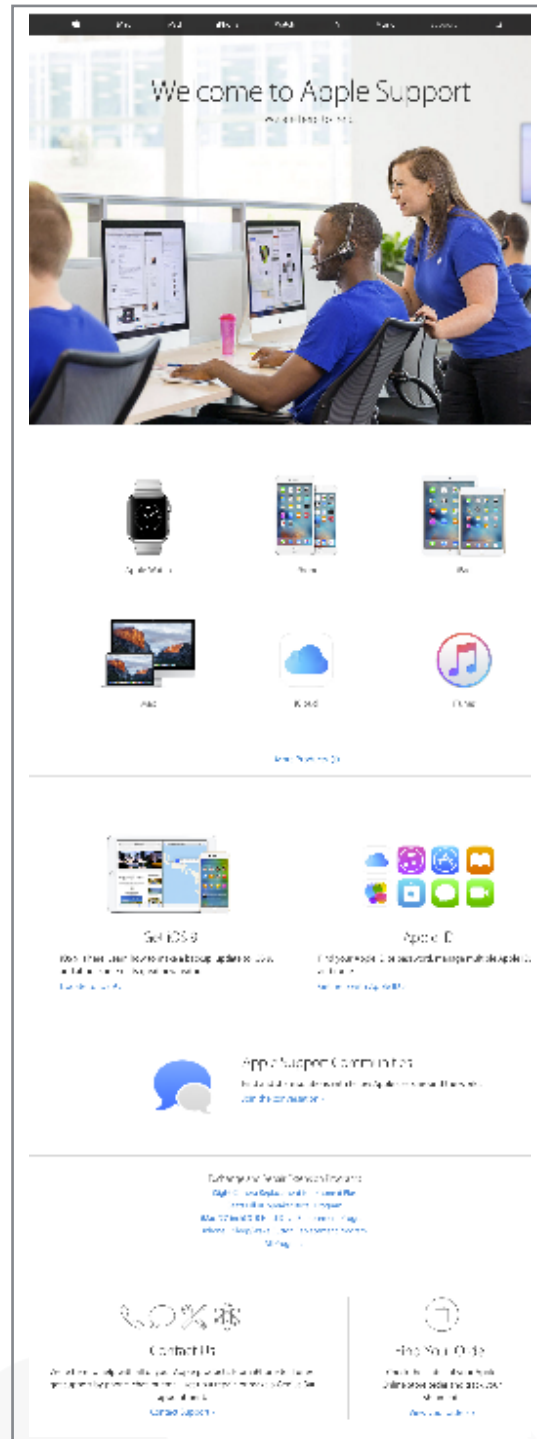
# Twitter



Twitter uses Search followed by shortcuts to their Top Solutions.



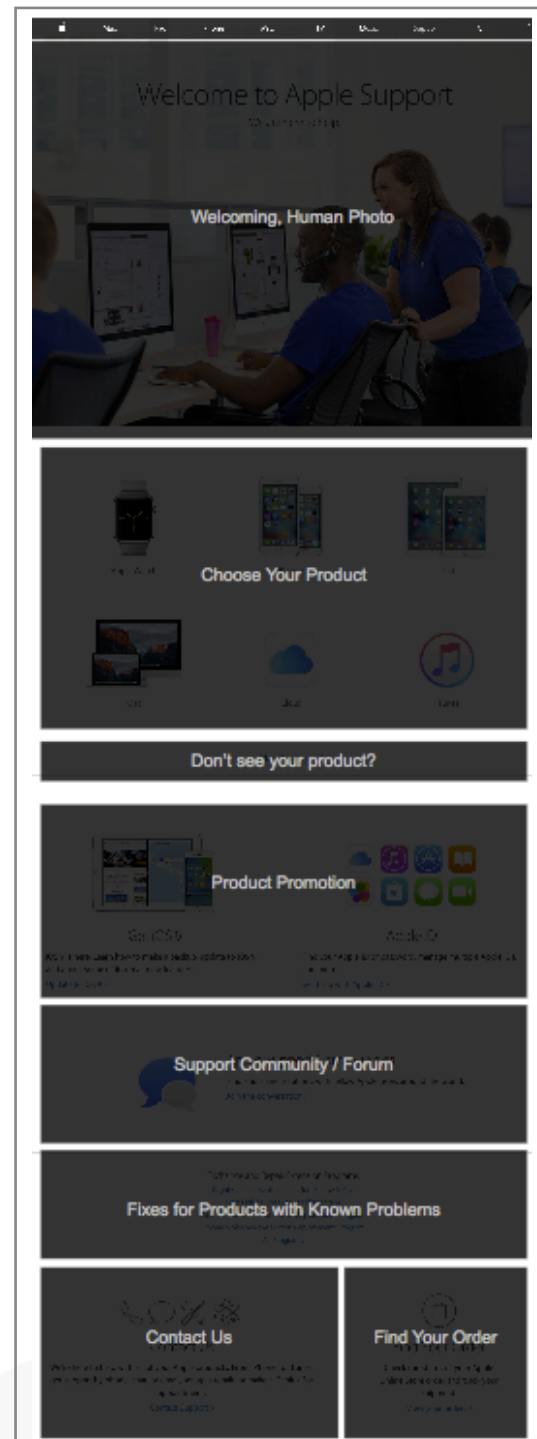
# Apple



Apple loves their whitespace.

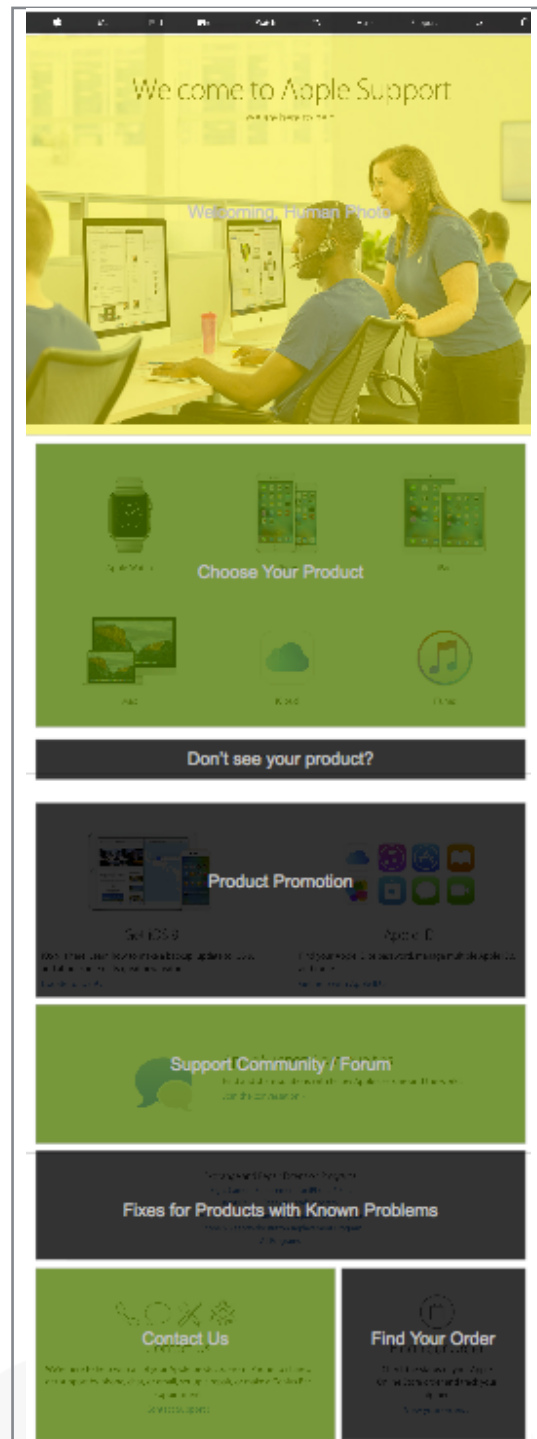
I feel calmer already.

# Apple



This is how they use their real estate.

# Apple



Interesting that they have nothing above the fold that can help you solve your problem.

They use helpful looking humans to set the mood.

1st Try - Choose Your Product

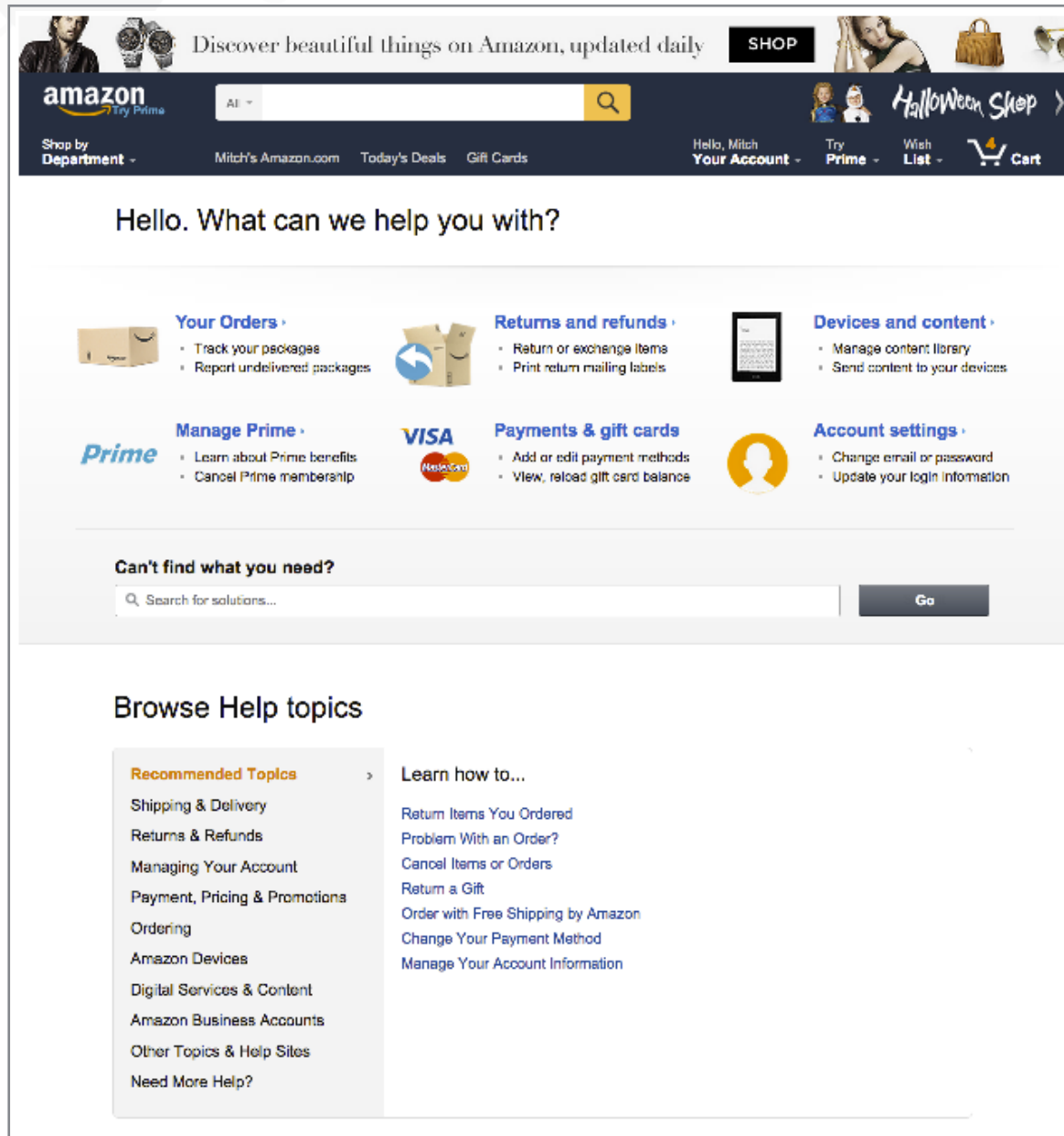
Want to try iOS9 or Apple ID?

2nd Try - Ask Community

3rd Try - Known Defects

4th Try - Contact Us

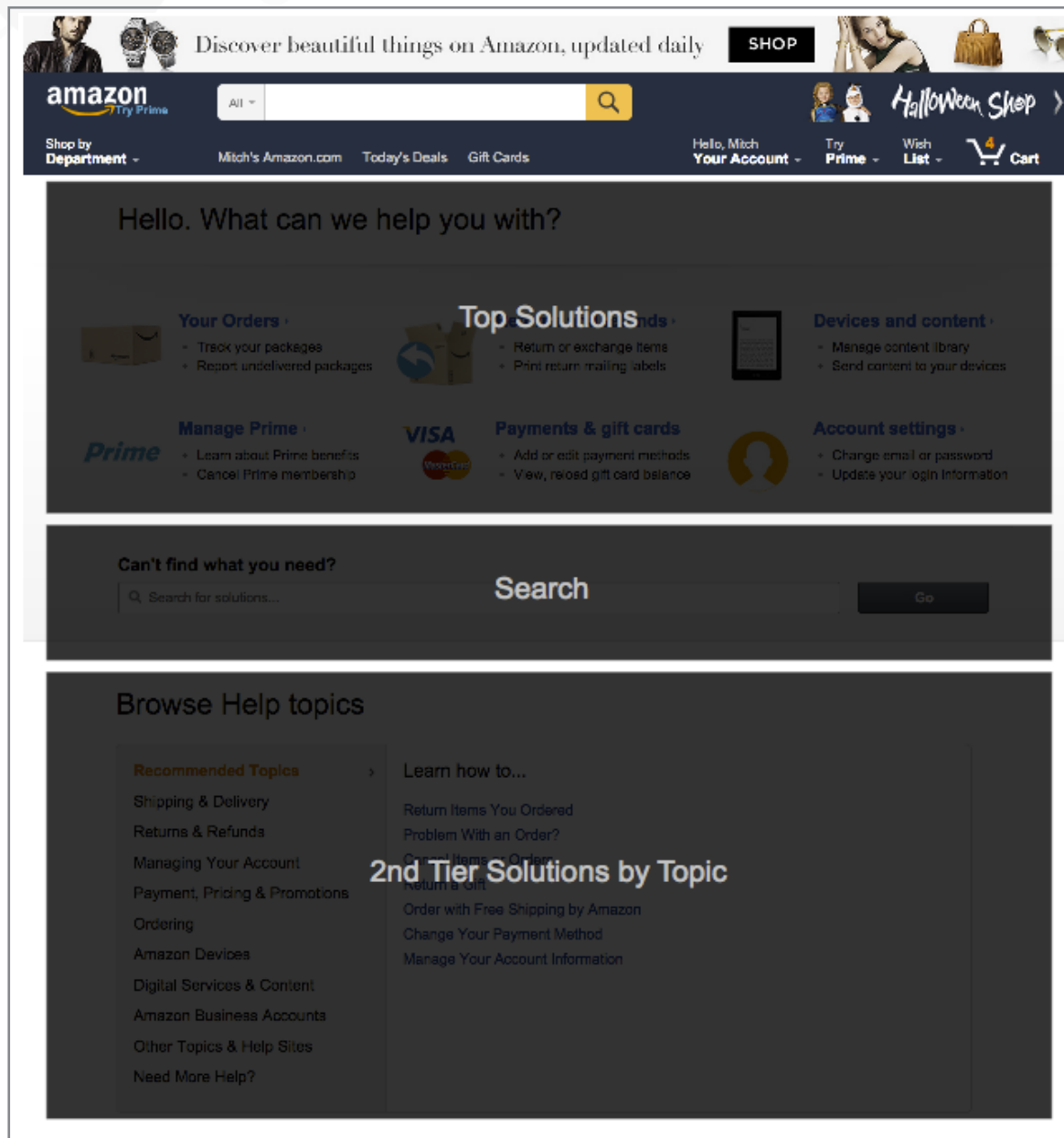
# Amazon



I'm sure Amazon wants to help their customers.

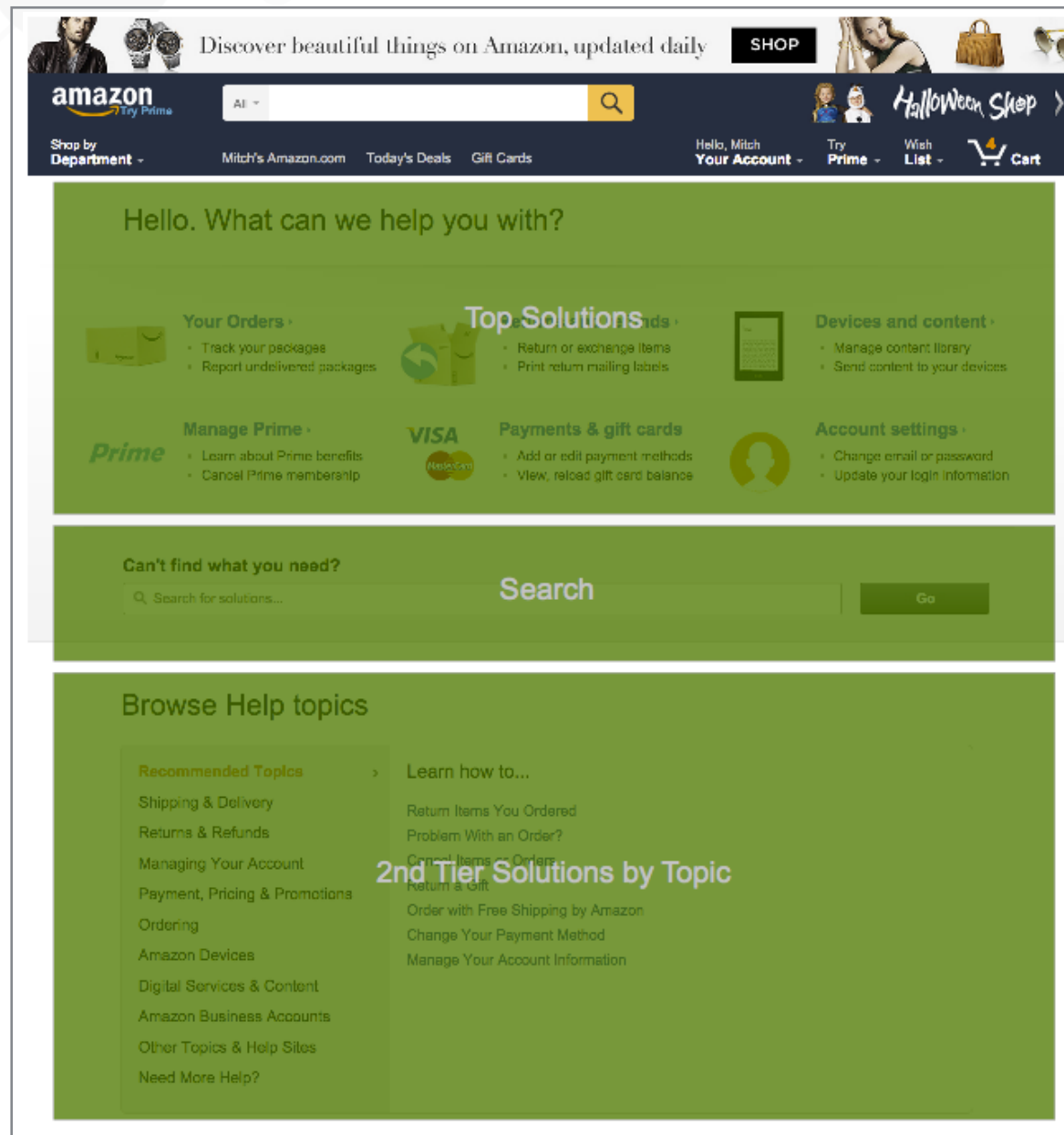
Let's see what they're doing.

# Amazon



This is how they use their real estate.

# Amazon



It's all useful. I imagine they've done some calculations like:

This section will help 70% of users.

This section will help 20% of users.

This section will help 10% of users.

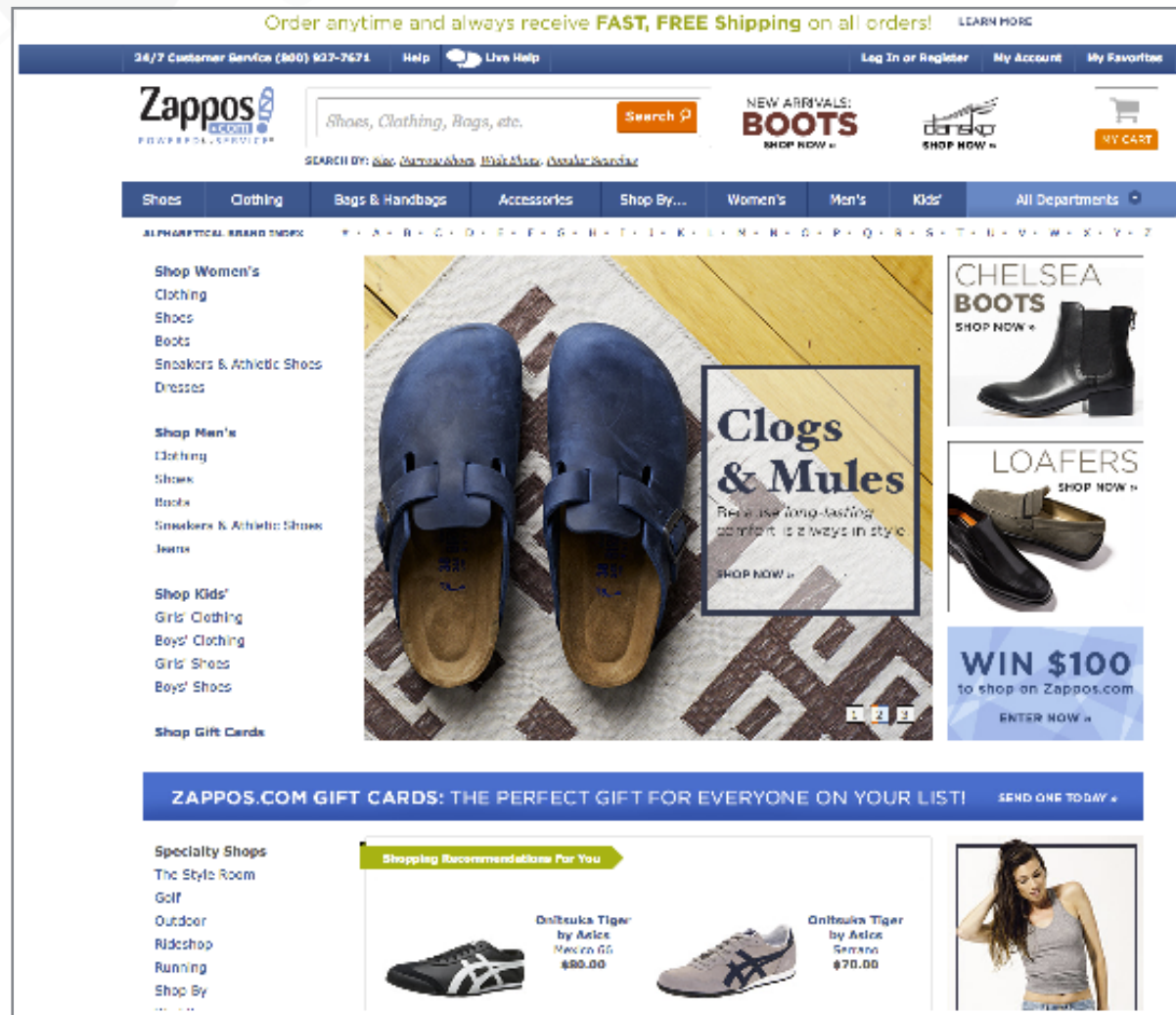
Here again Search is used AFTER Top Solutions.



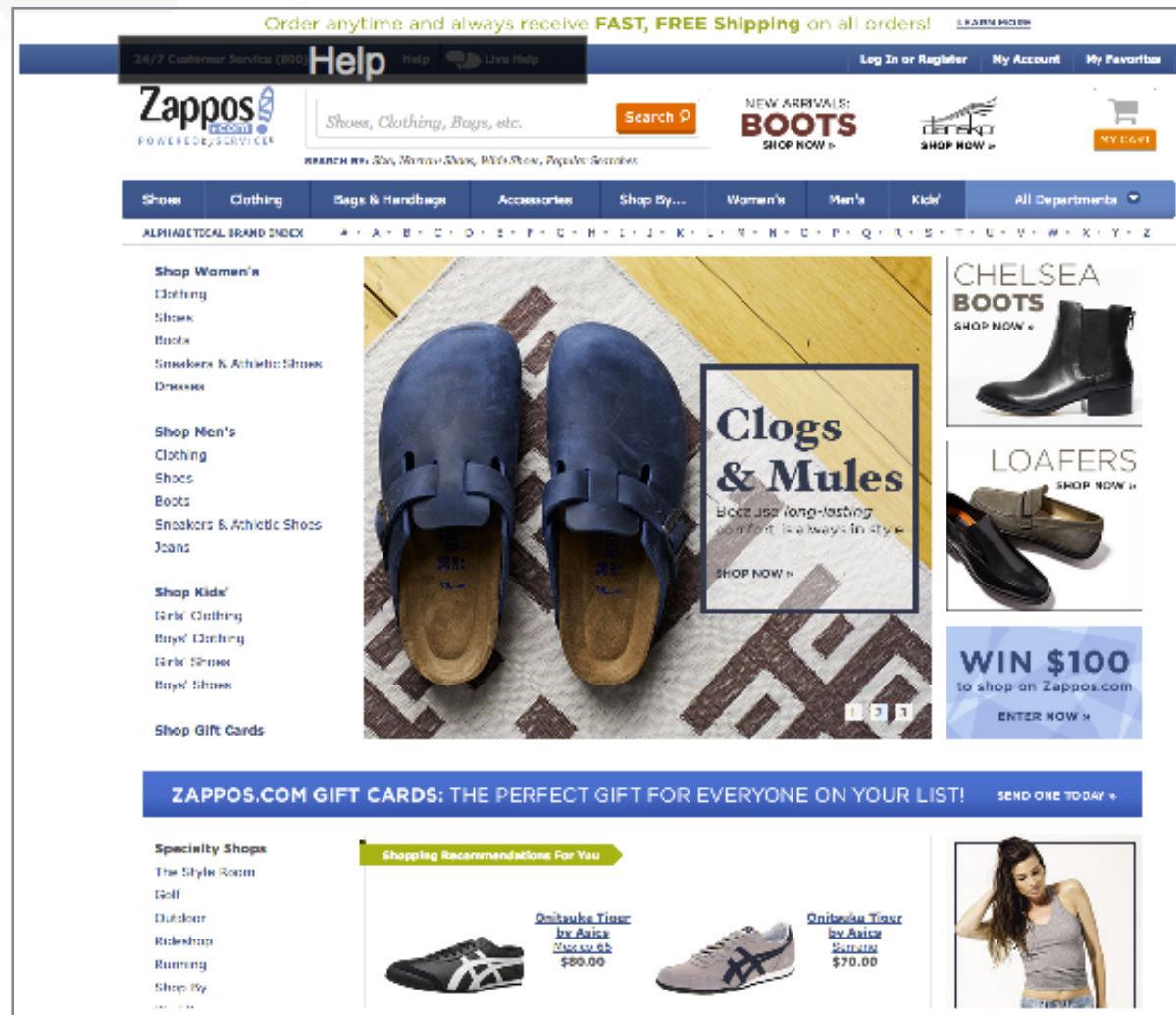
# Zappos

Zappos is known for great customer service and support.

Let's see what they do.



# Zappos



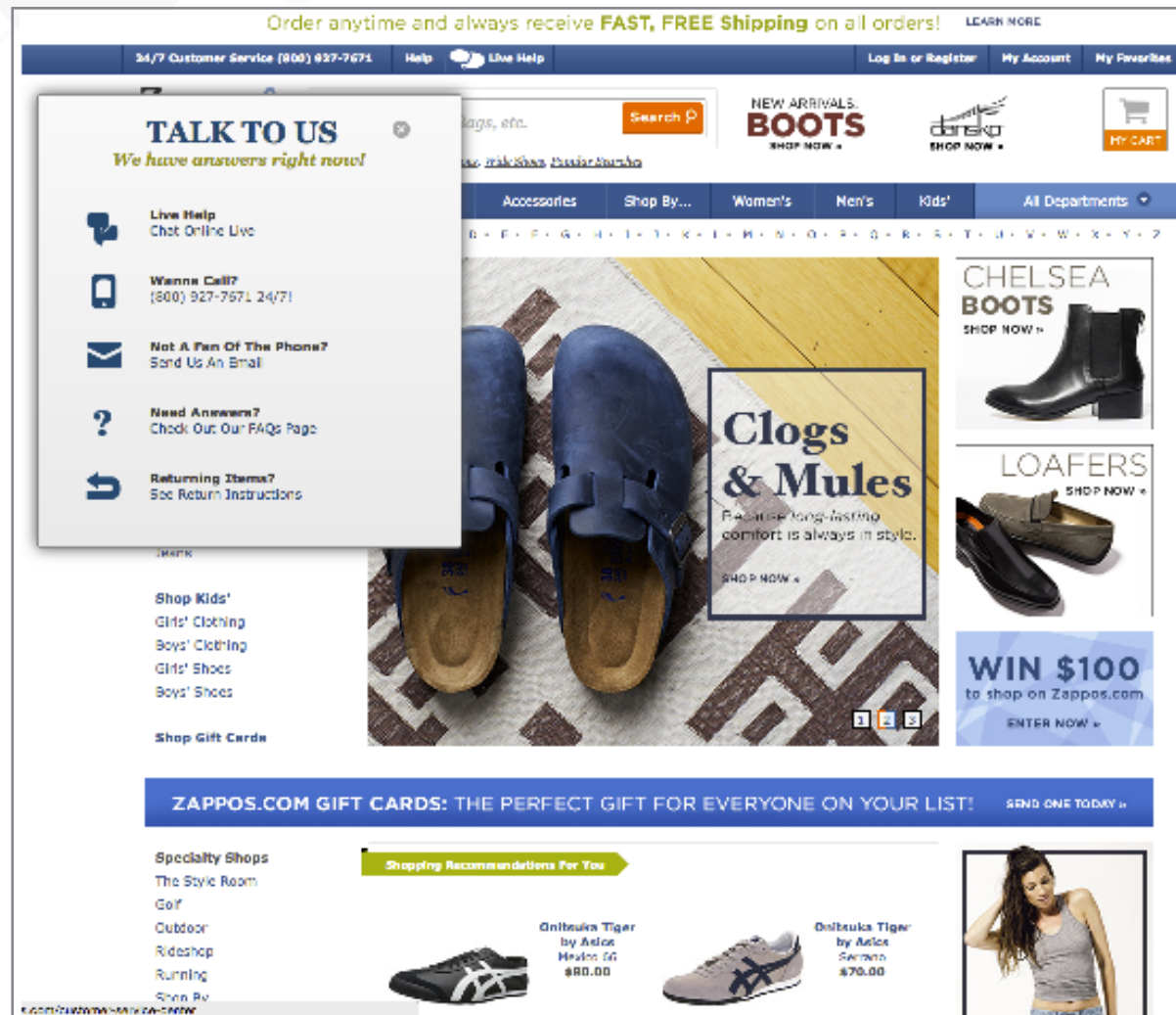
They have 3 different Help tabs here that acknowledge and accommodate urgency:

- Phone Number 24/7
- Help link
- Live Chat

They seem to know that when someone needs help, they want it immediately.

It's a mini-emergency.

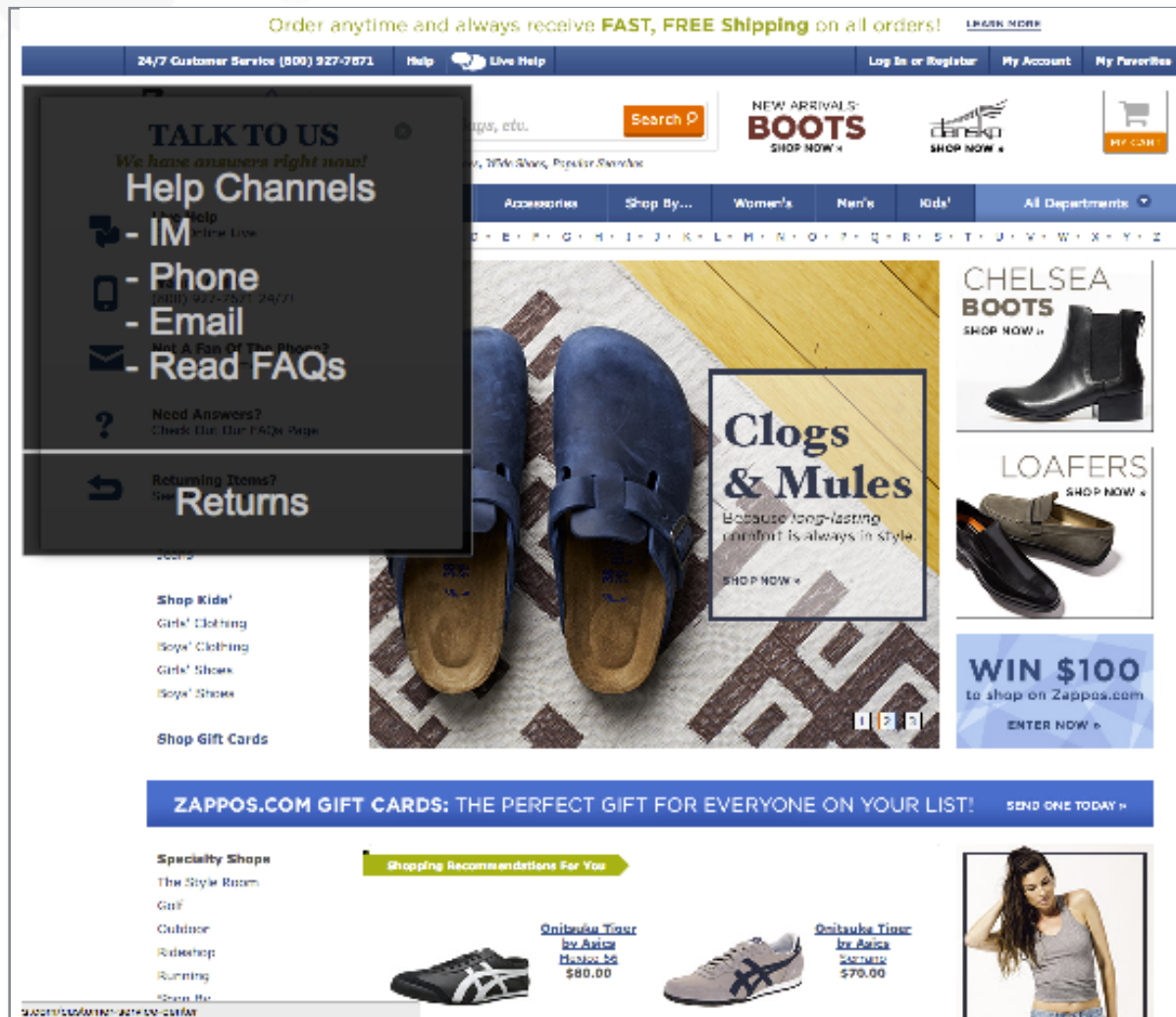
# Zappos



The Help tab doesn't take you away to a different page.

They don't offer a Search Help option.

# Zappos



Help offers the different channels of communication the user might prefer.

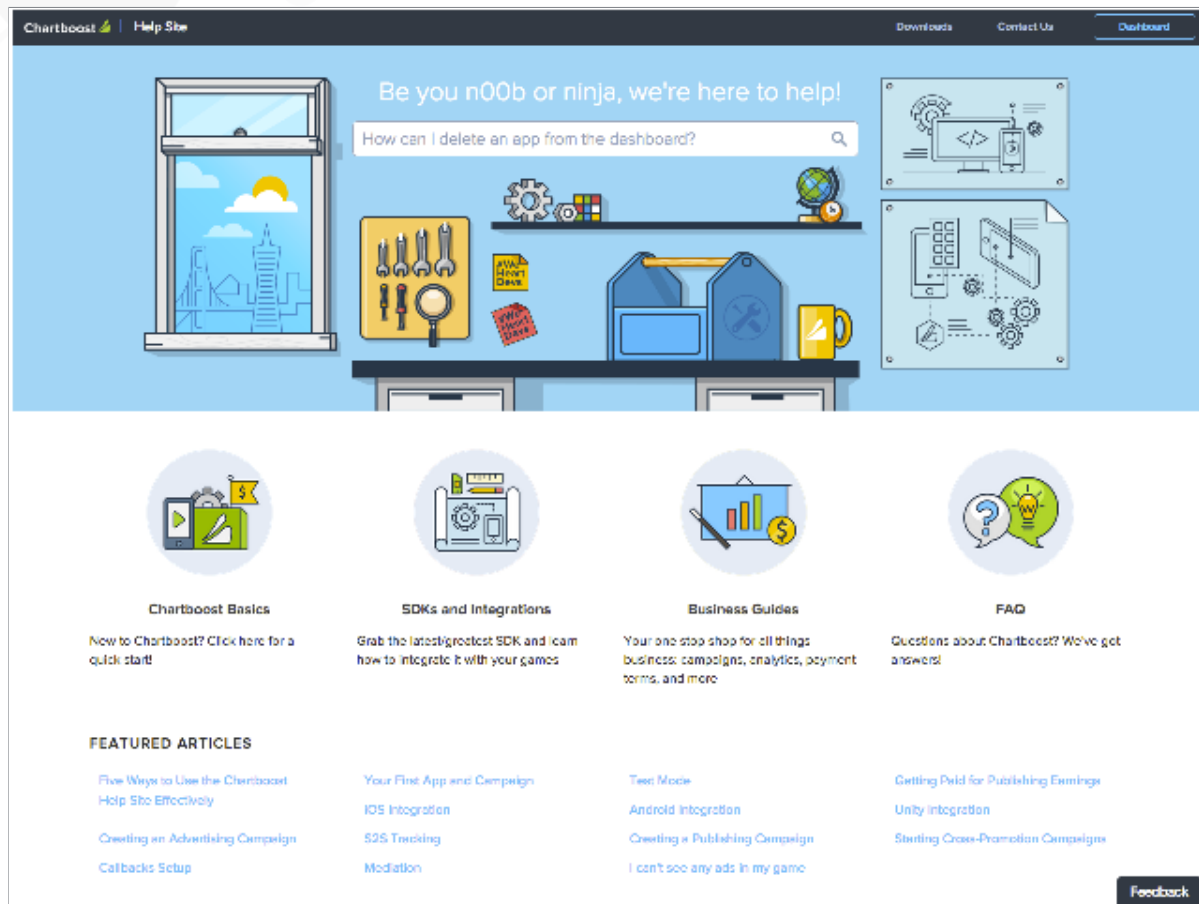
Top Solution “Returns” is listed below.

This tells me that I can contact them anytime any way I want to.

Ideal for the customer.



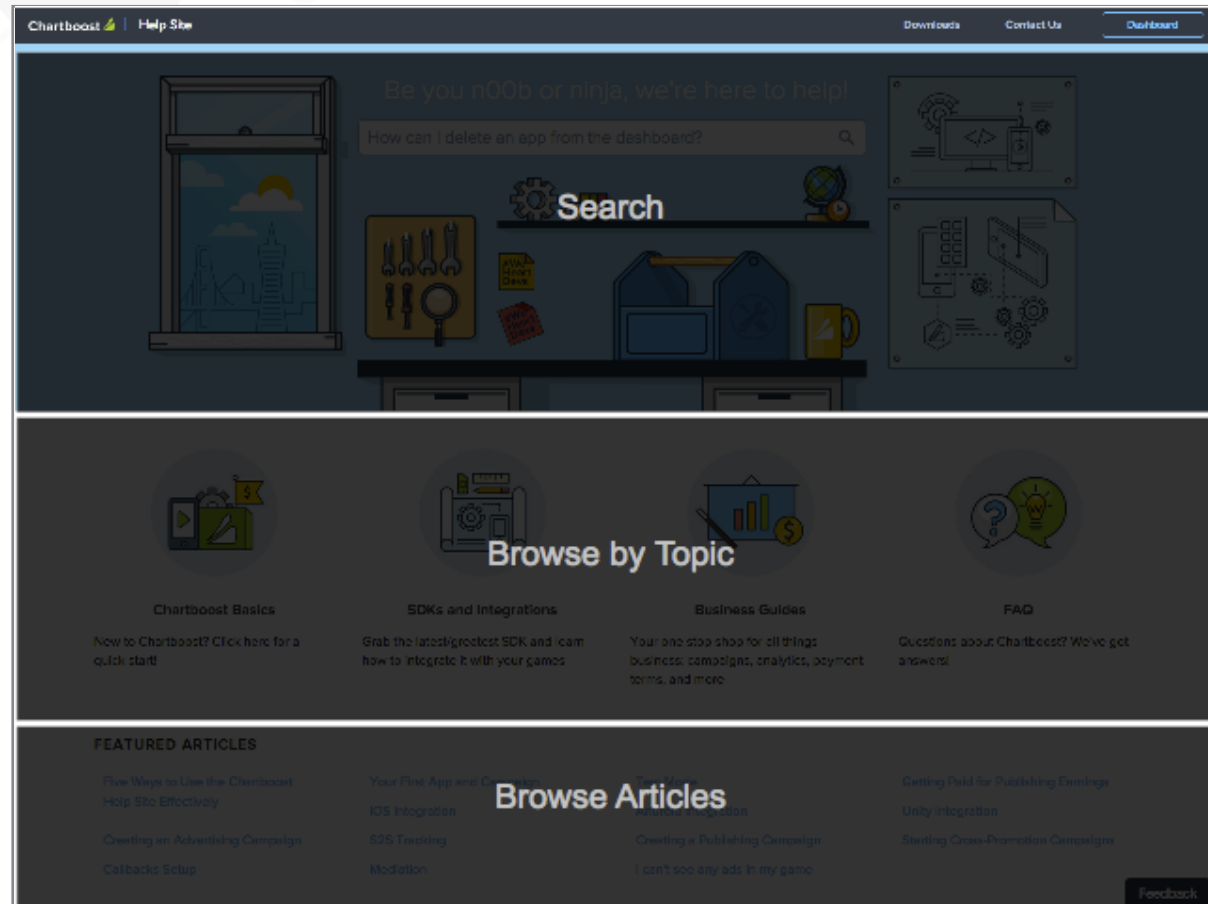
# Chartboost



Chartboost's Help page has a friendly feel to it but:

- Search gets a little lost in the large graphic
- Topics section looks like it's touting product features
- Top Solutions section is named "Featured Articles" which doesn't make it feel like Top Solutions
- Article titles don't seem like Top Solutions
- Too many links in one section

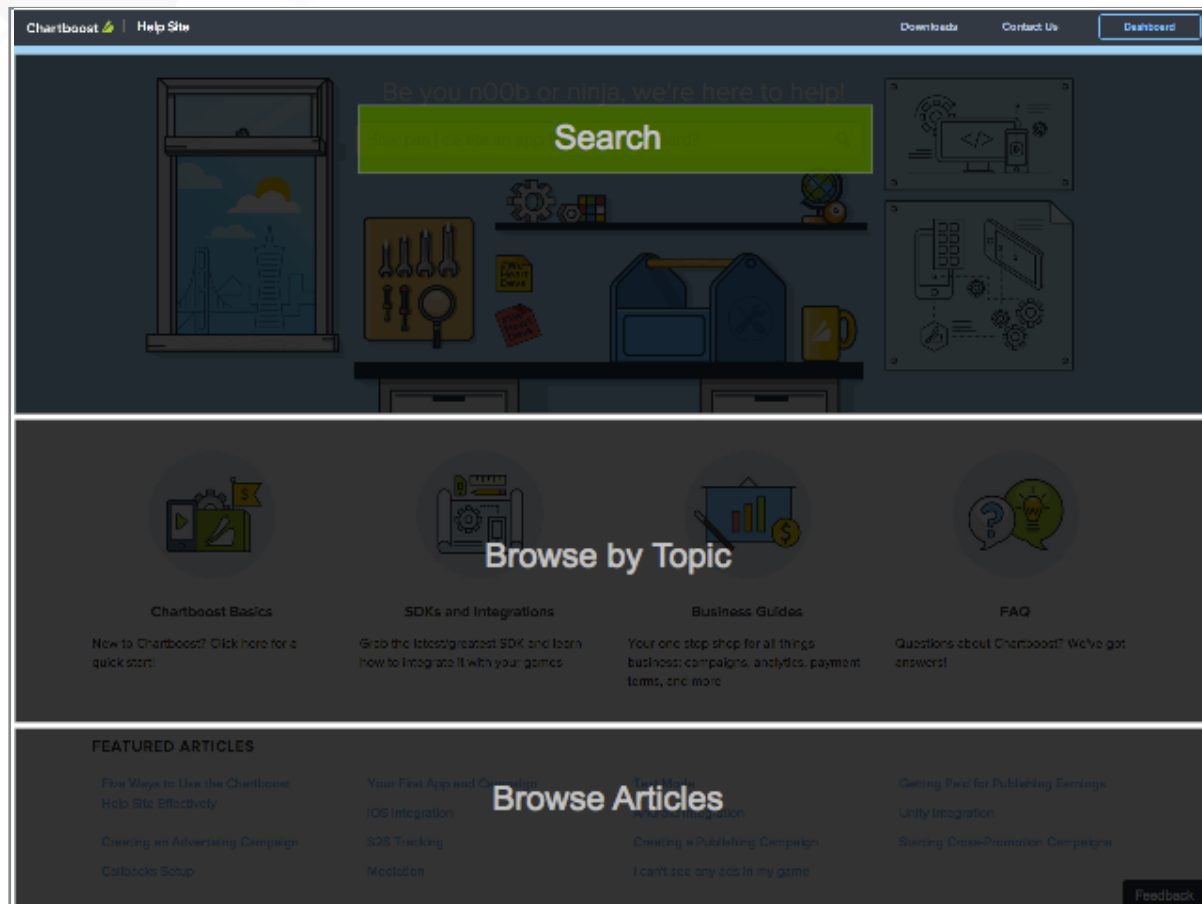
# Chartboost



This is how we use our real estate.



# Chartboost

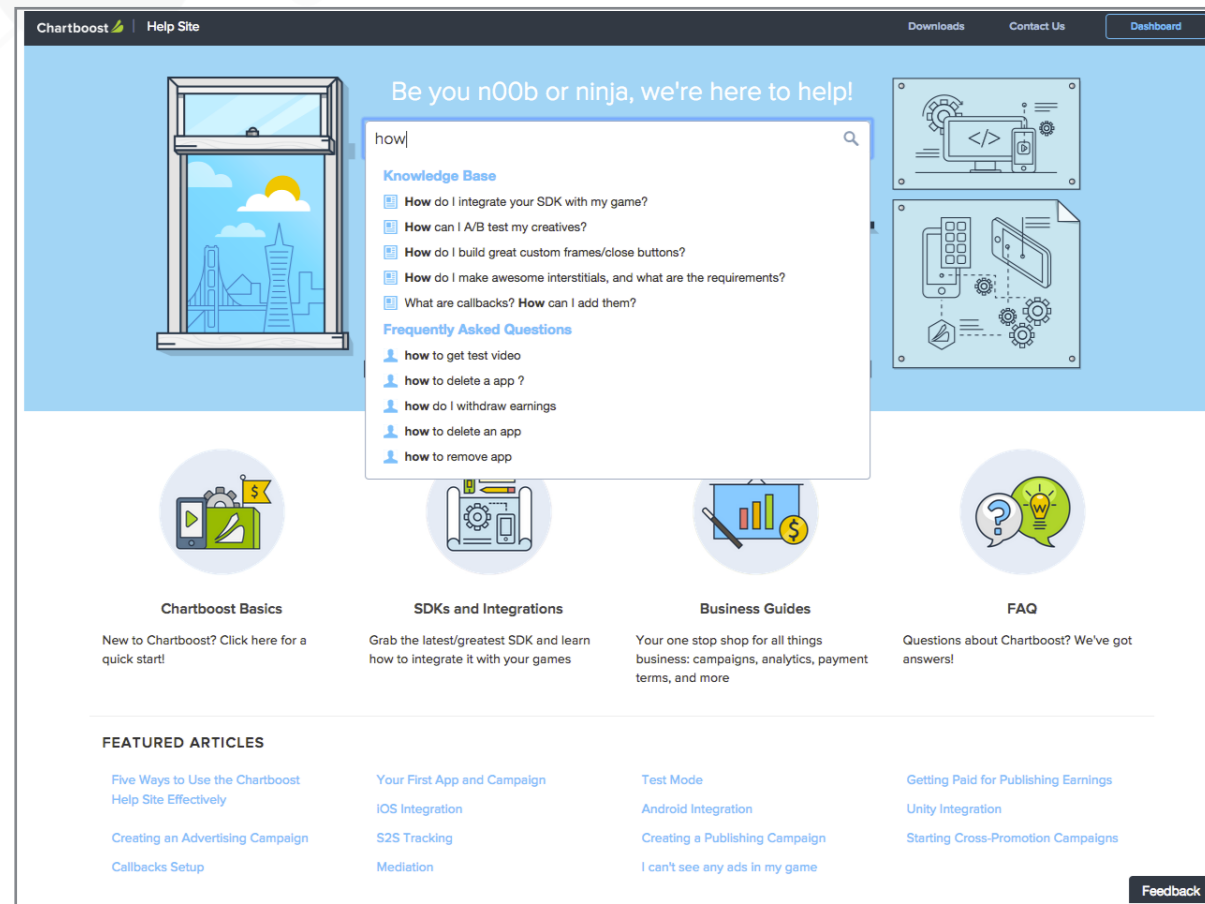


Search area is much larger than it needs to be.

These 4 items could look more clickable.

It's difficult to scan for your answer here.

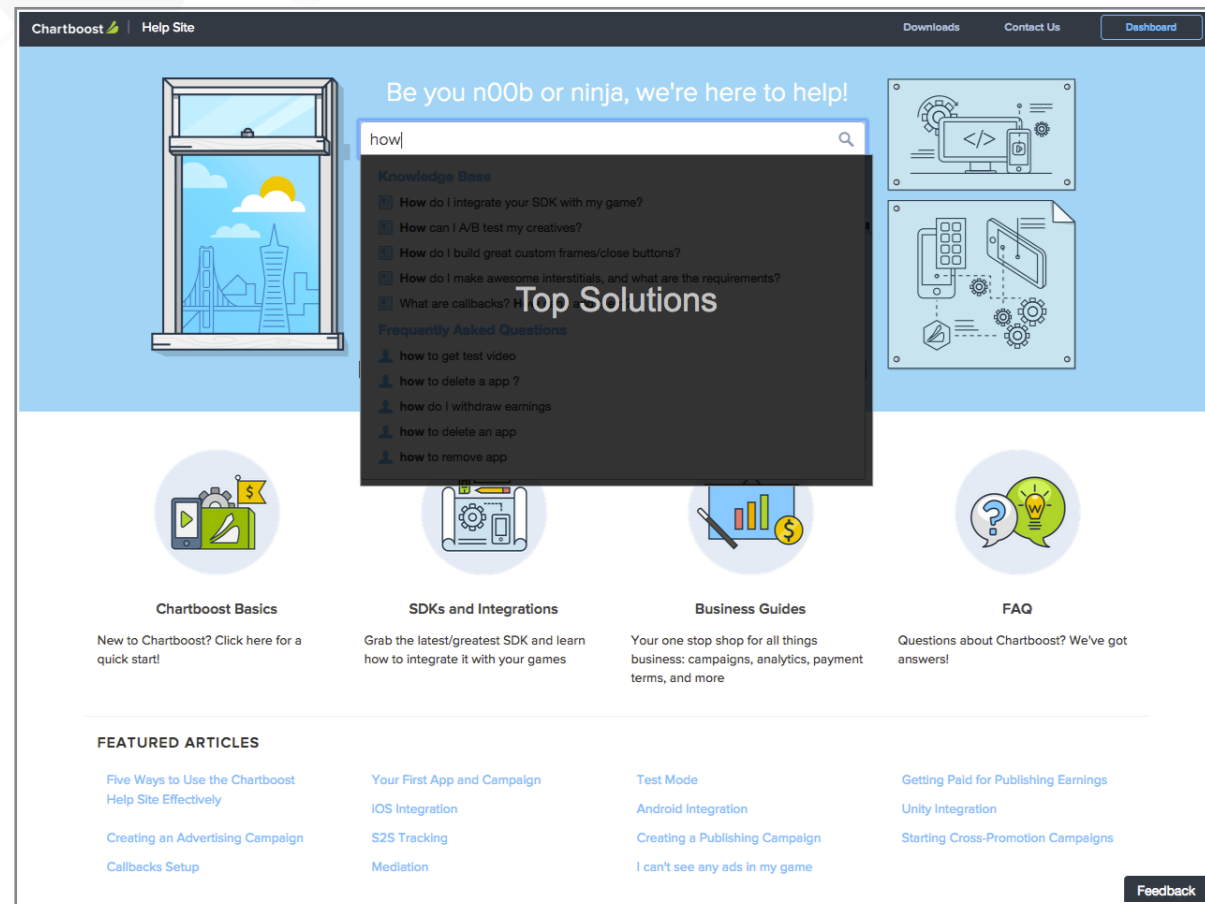
# Chartboost



This is pretty awesome.

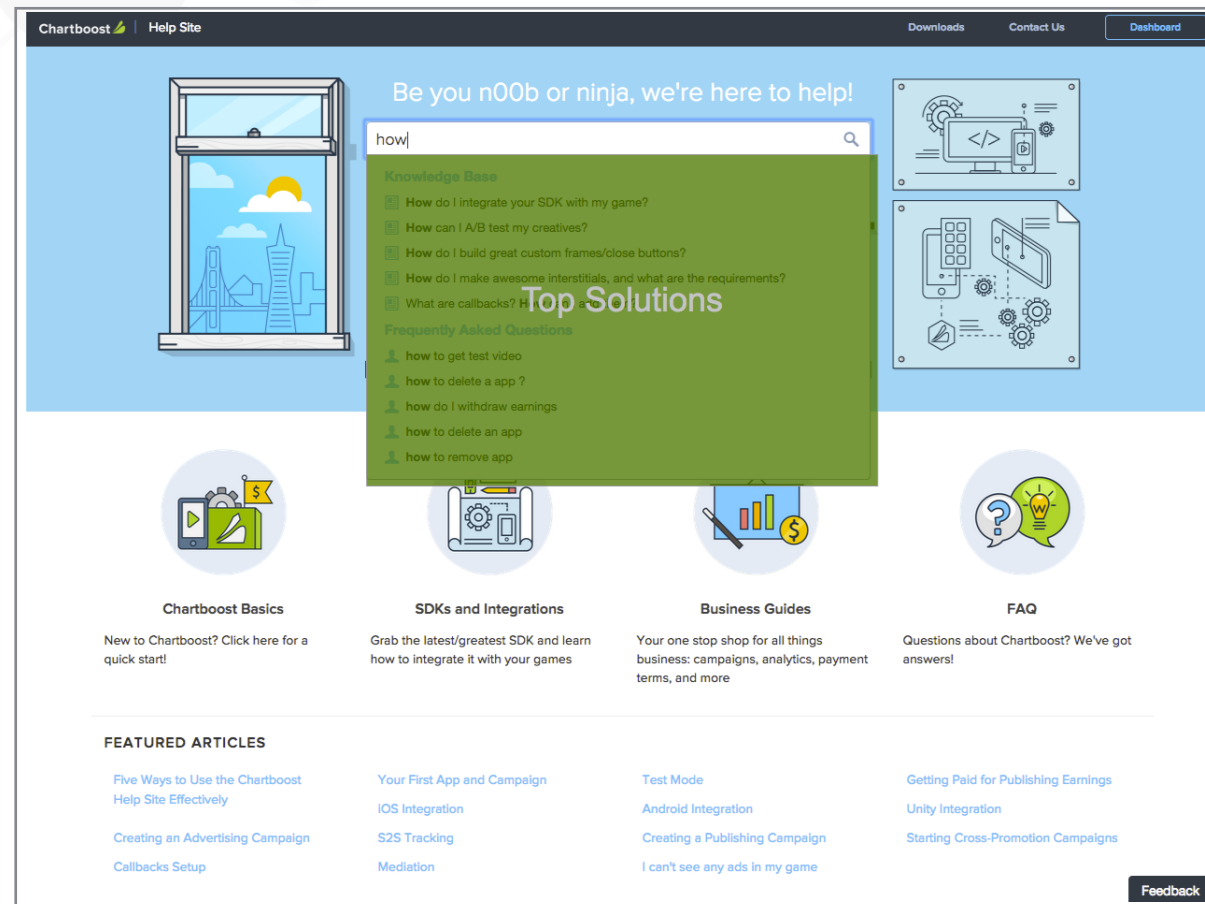
These look like answers.

# Chartboost



This real estate is hidden until you start using Search.

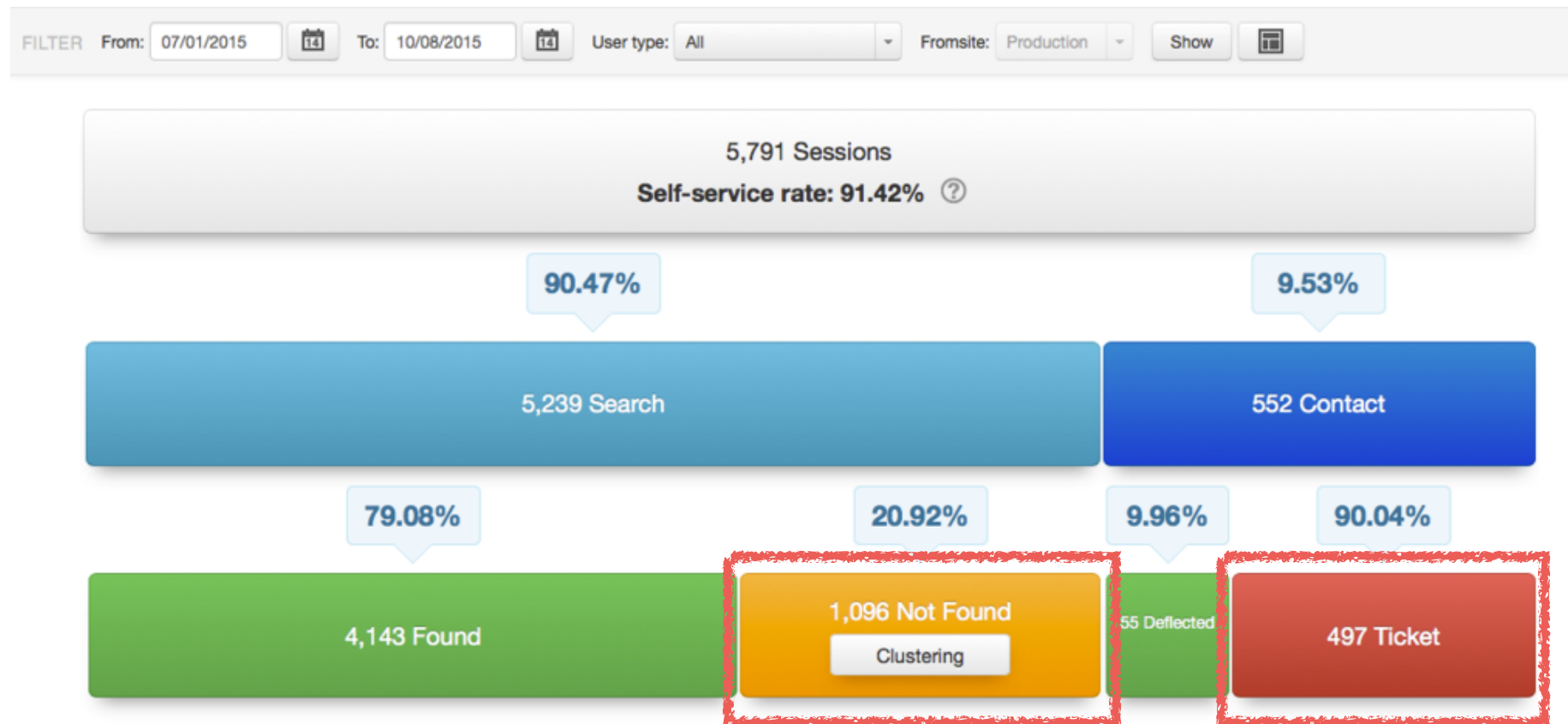
# Chartboost



You are correctly guessing my question and have already written the answer?

Awesome!

# Opportunity for Chartboost



27% of Users - Can't find their answer  
9% of Users - Open a ticket

# Strategies to Test

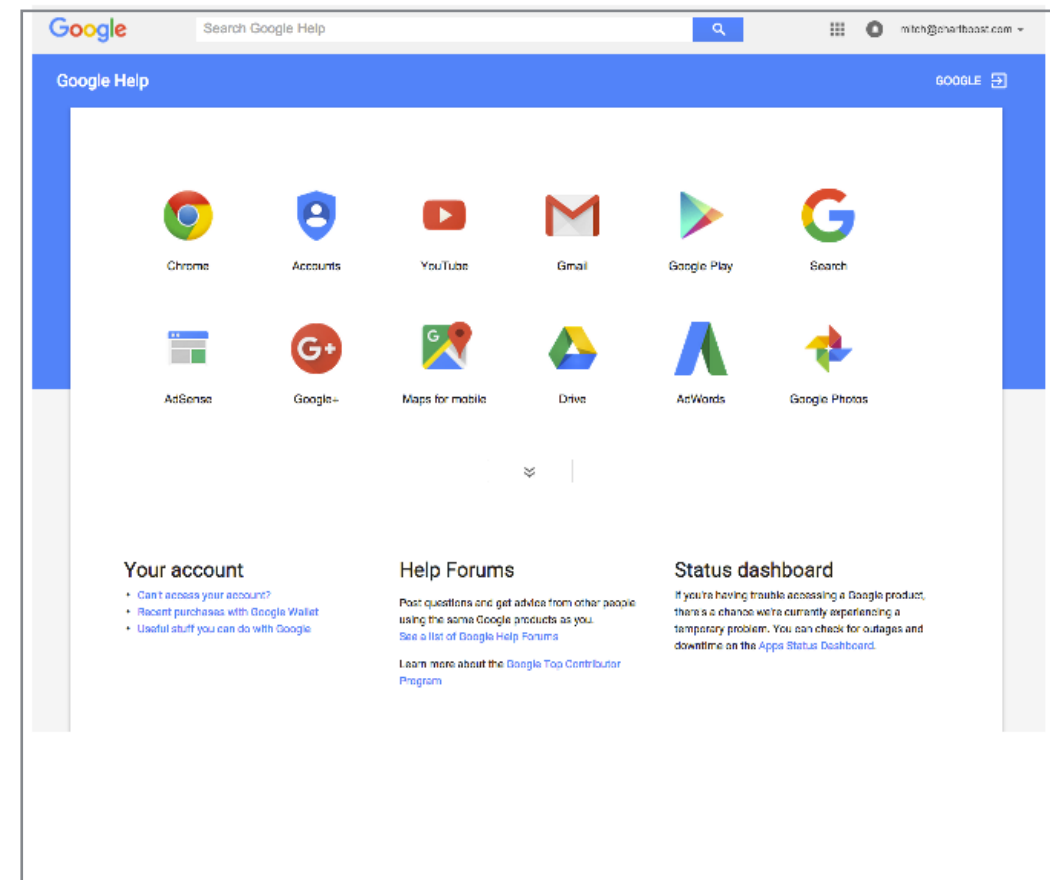
1

Start with a simple choice, “Choose Your Product”

Mozilla



Google



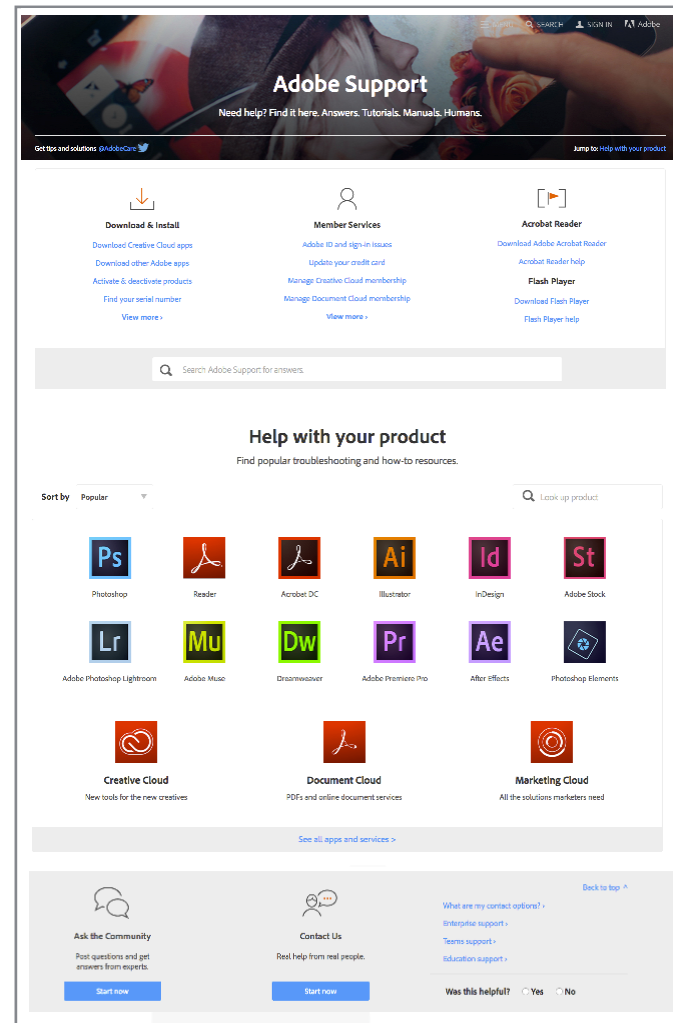
When people click the right thing first, they are almost **3 times as likely to succeed at their task.**

# Strategies to Test

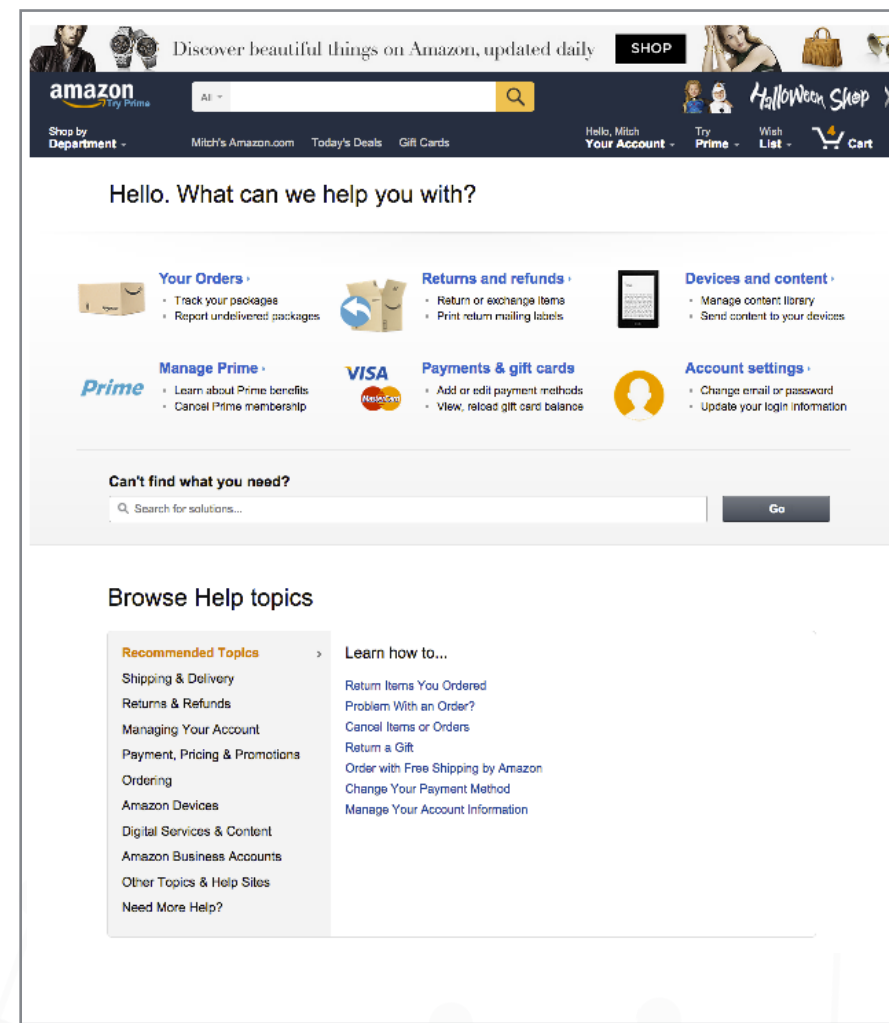
2

## Start with Top Solutions instead of Search

Adobe



Amazon





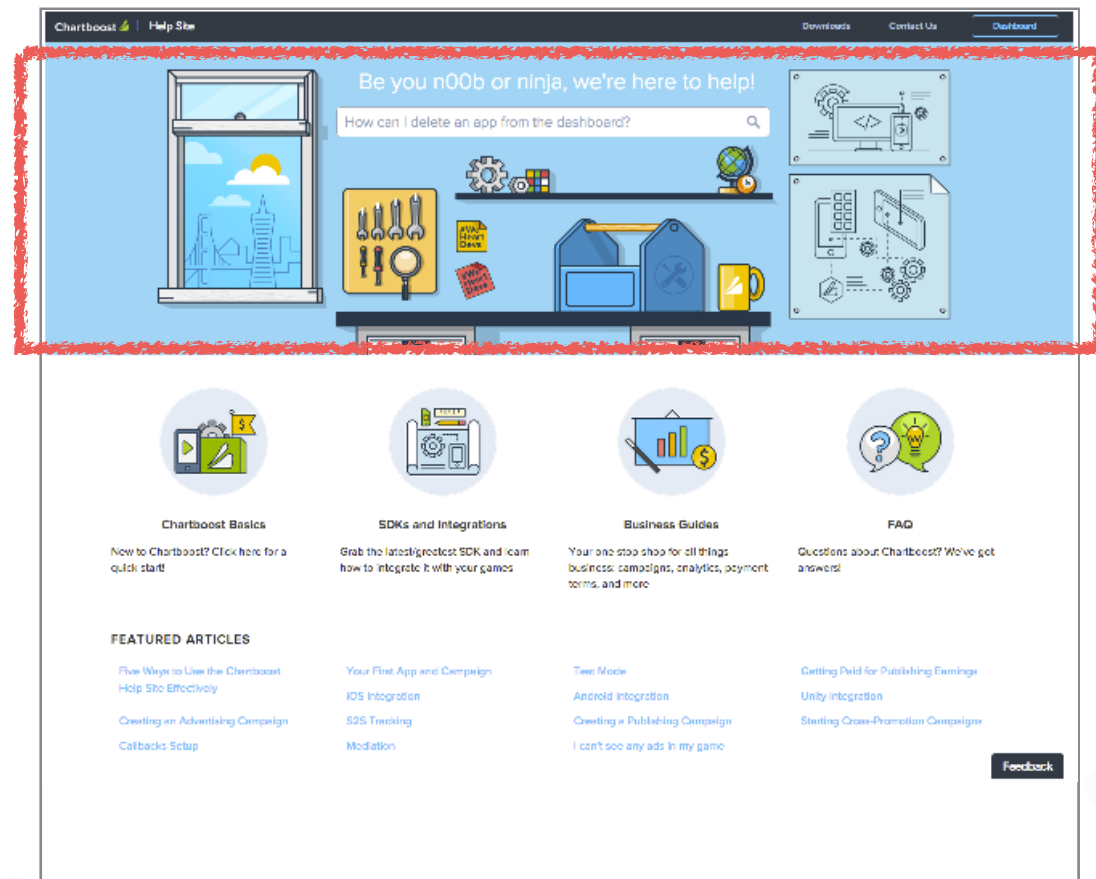
# Strategies to Test

## 3 Reduce real estate for Search

Mozilla



Chartboost

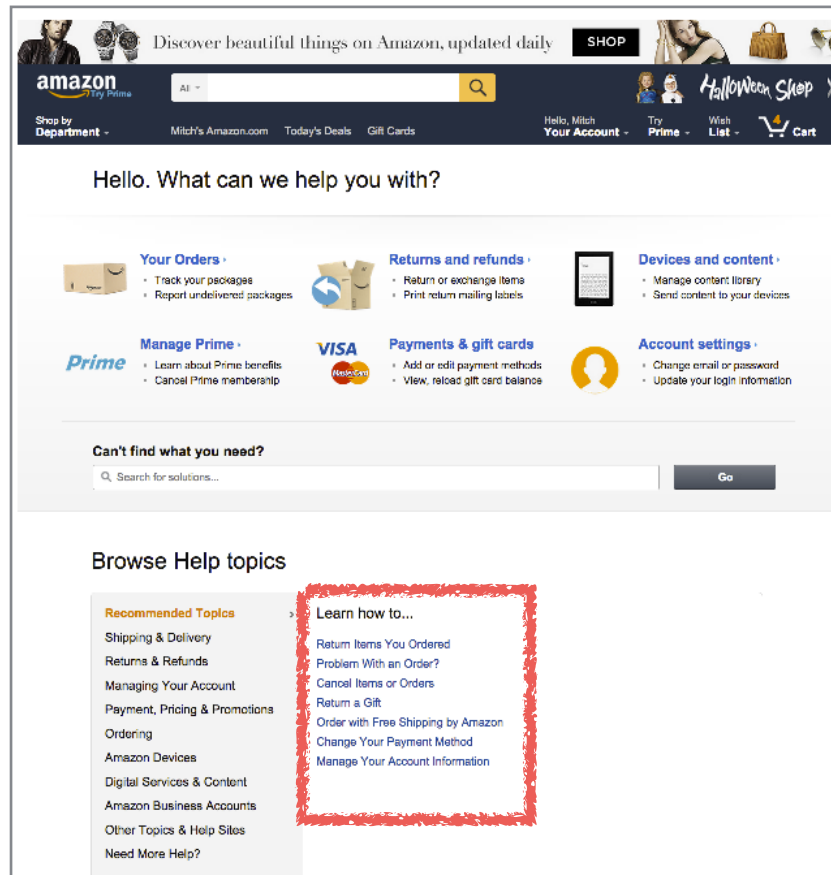


# Strategies to Test

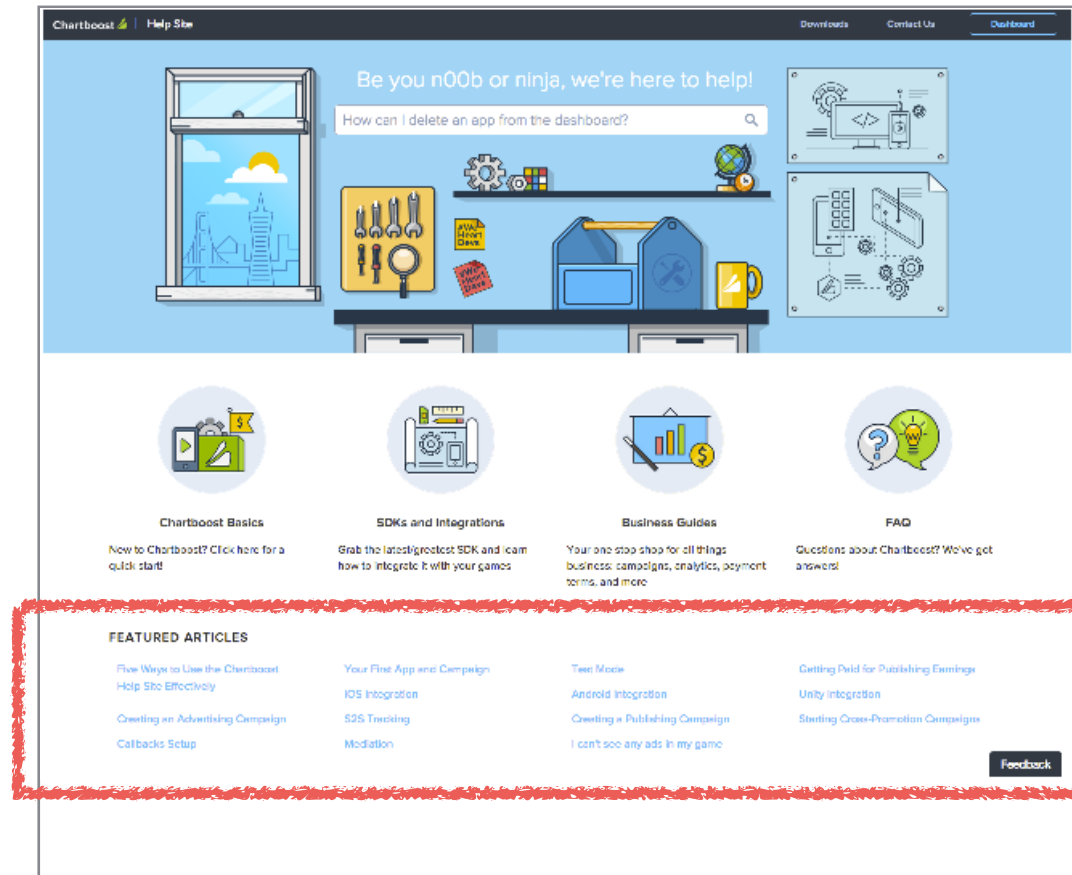
4

Limit number of options in choice

Amazon



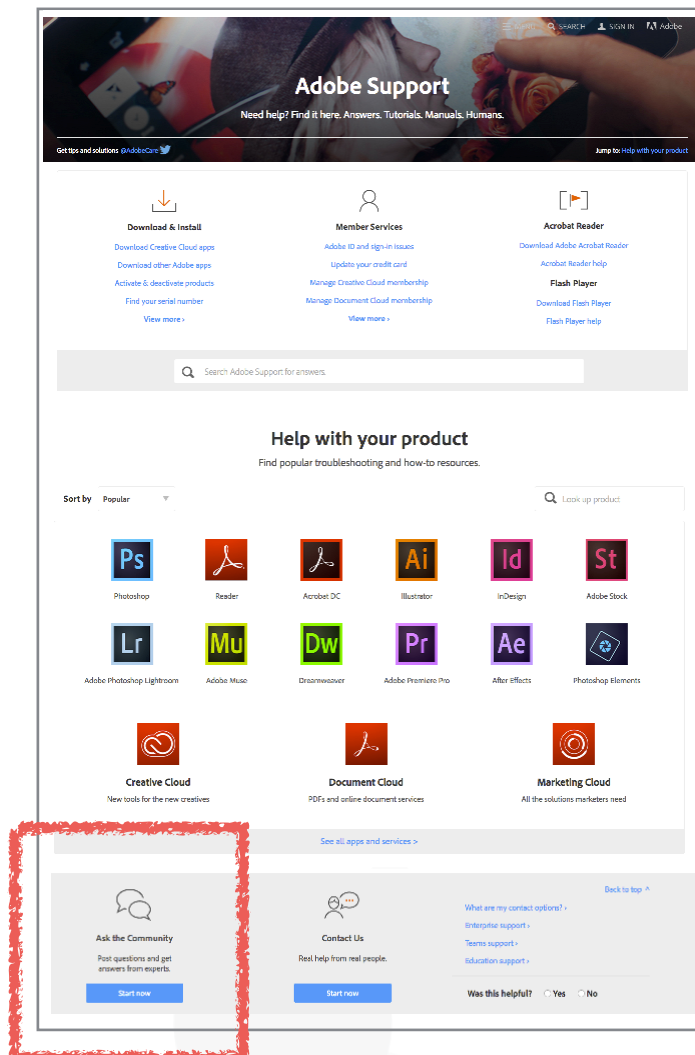
Chartboost



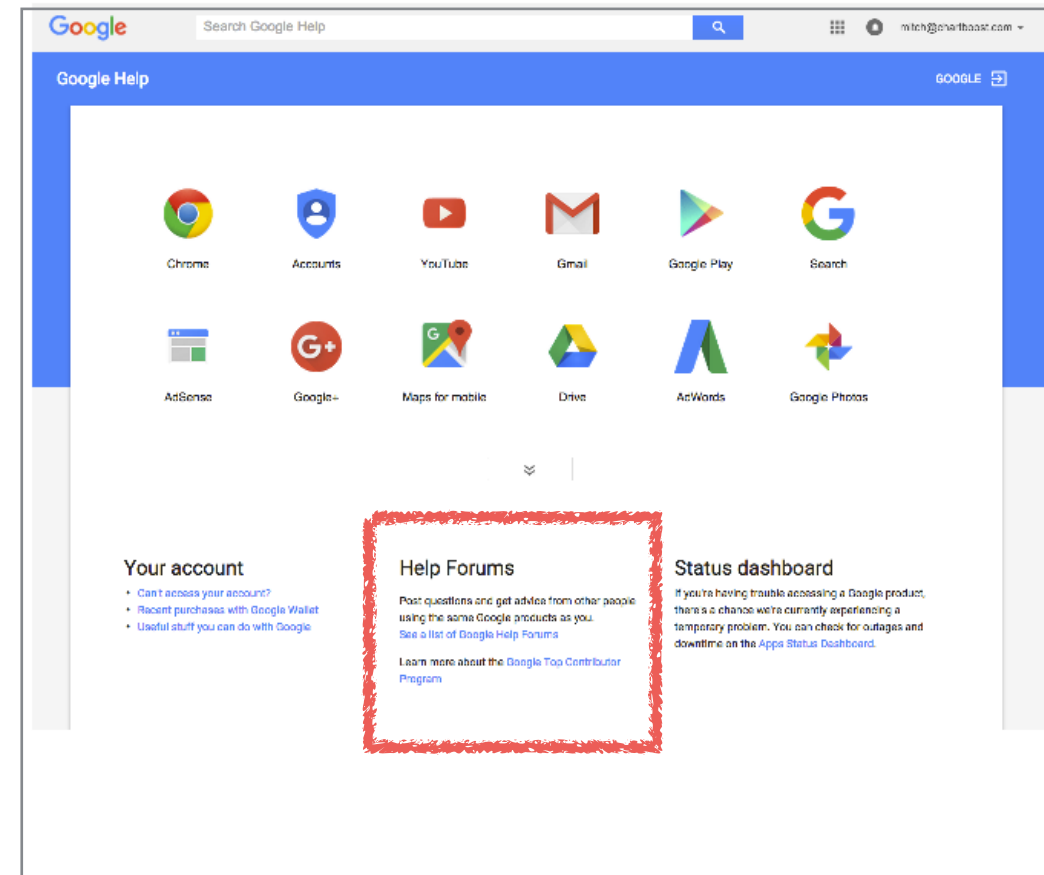
# Strategies to Test

## 5 Have a Help Forum

Adobe



Google



# Summary of Strategies to Test

1 Start with a simple choice, “Choose Your Product”

2 Start with Top Solutions instead of Search

3 Reduce real estate for Search

4 Limit number of options in choice

5 Have a Help Forum

# Additional Thoughts

6

Work on the wording. It can make a big difference.

7

Better analytics so we know user's path.

8

Make Contact Us look more like a form.

