

Chartboost Help Site Competitive Analysis and Proposal

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Contents



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



How might we improve?

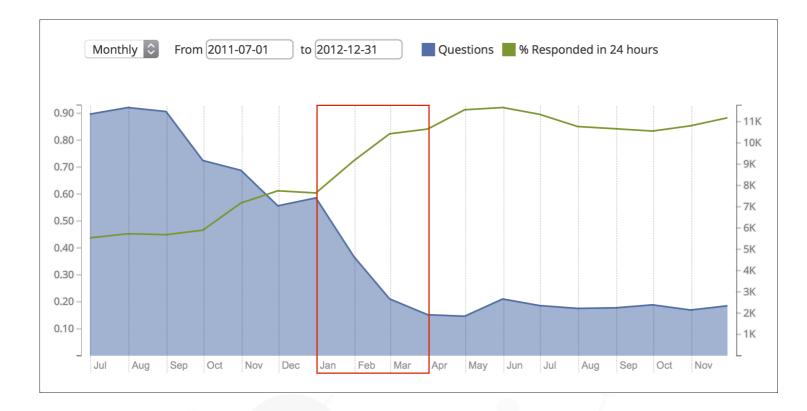


Inspiration

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





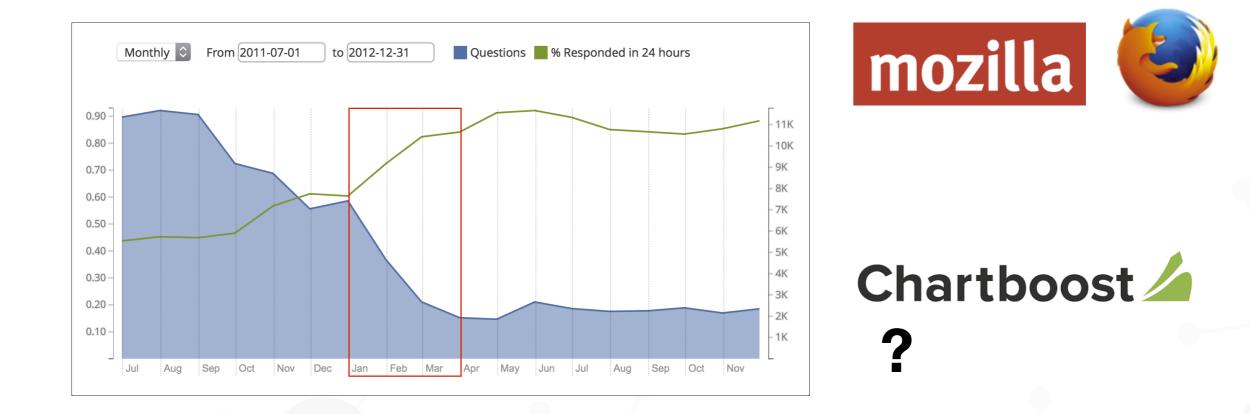


Opportunity?

NN/g Nielsen Norman Group

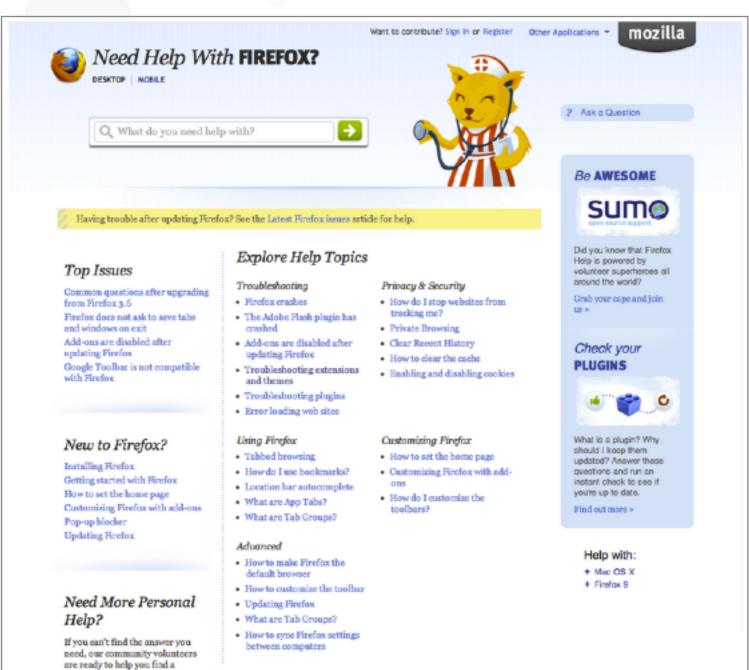
How Iterative Testing Decreased Support Calls By 70% on Mozilla's Support Website

by SUSAN FARRELL on August 2, 2015





Old Mozilla



Searching seems faster than browsing.

Especially with a friendly fox.

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



solution. Ask your question here.

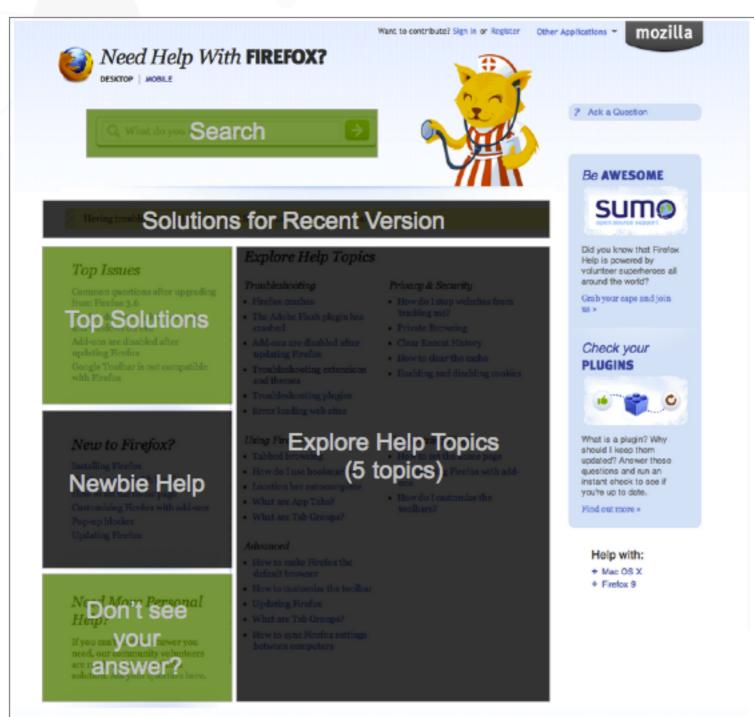
Old Mozilla



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



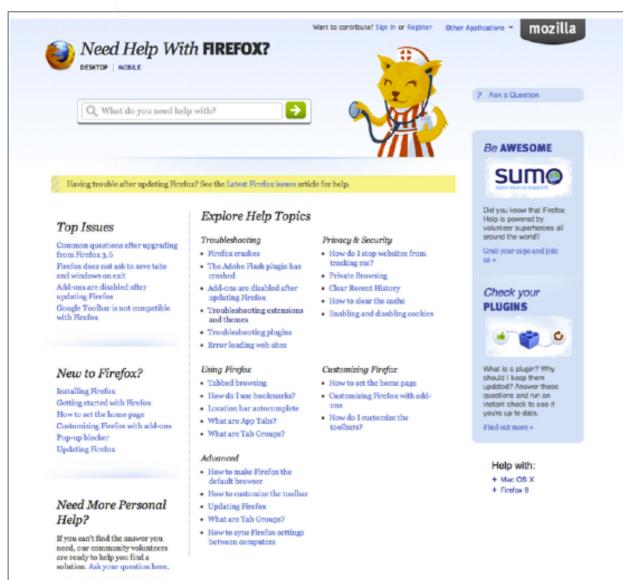
Lots of useful stuff.

Nothing overwhelming about this page.

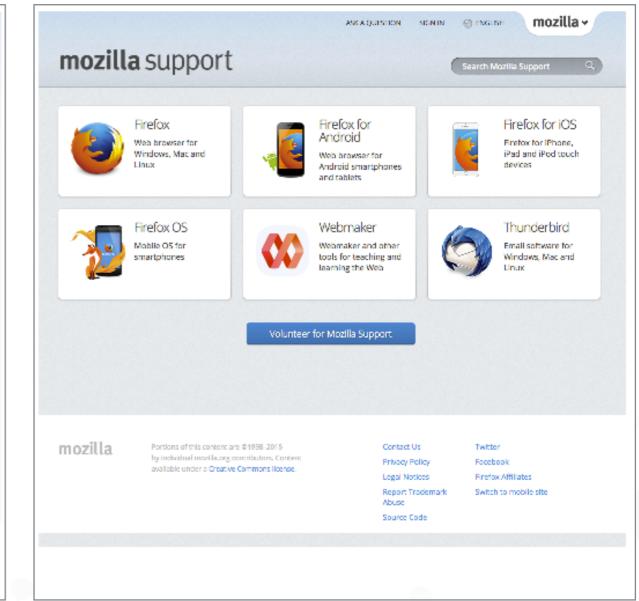


Old vs New

Cluttered and Overwhelming



Clean and Digestible





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Here's Google.

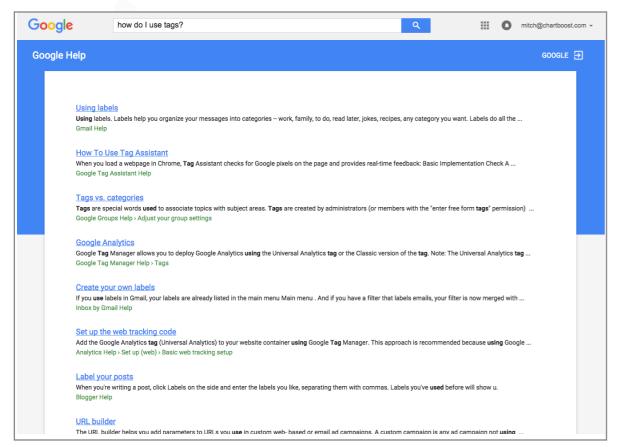
Clean and there's an obvious first step.

Search is downplayed. I repeat: Google downplays search.

Why would they do that?



Bad Experience



Good Experience

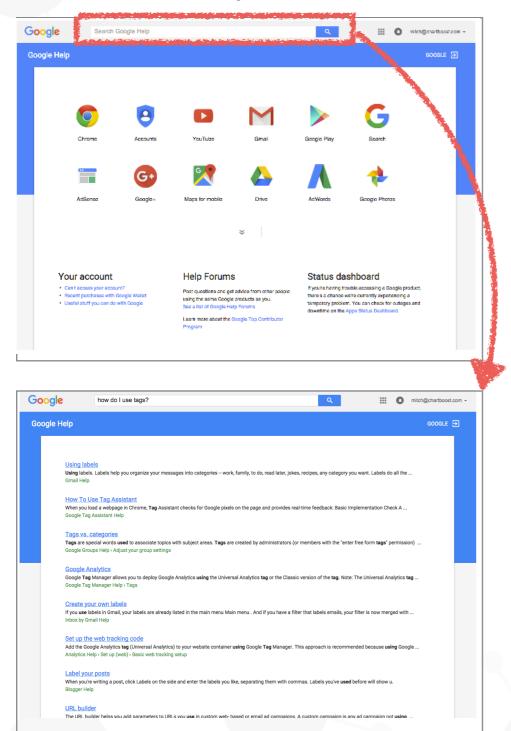
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I need help and I'm thrown into the deep end.

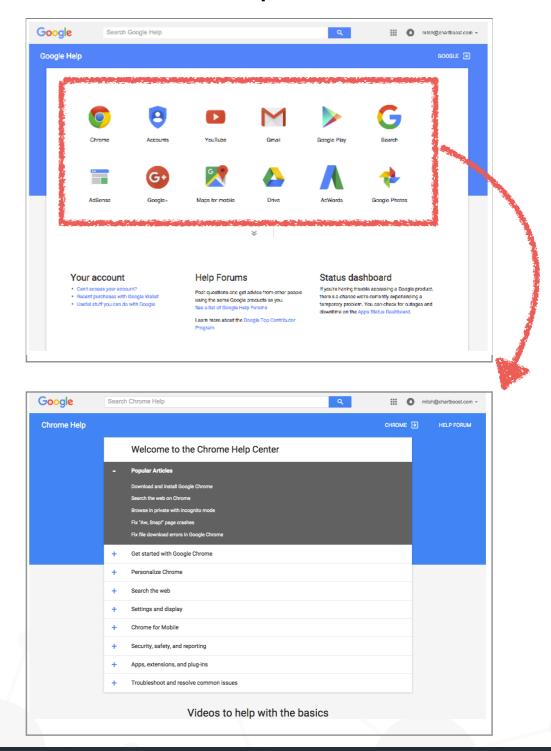
This is guided and contained and makes me feel like I'm one step closer to my answer.



Bad Experience



Good Experience





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This is how they use their real estate.

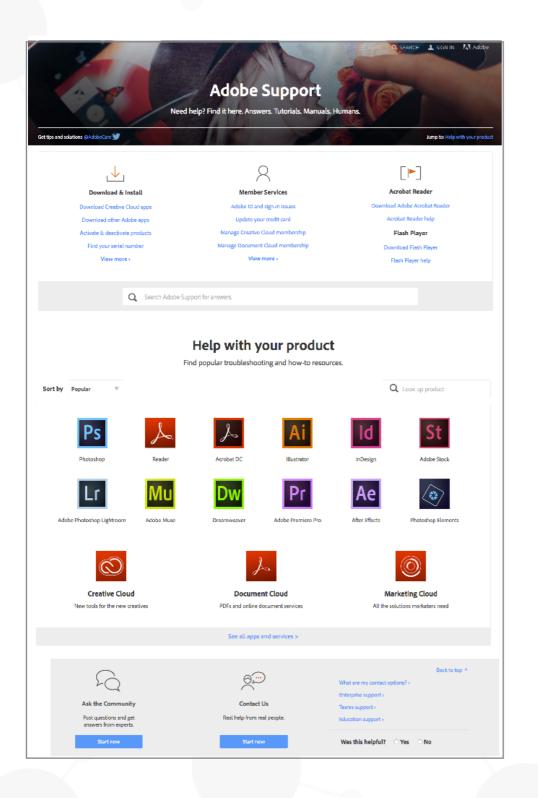


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Lots of green and they've hidden their less popular products.



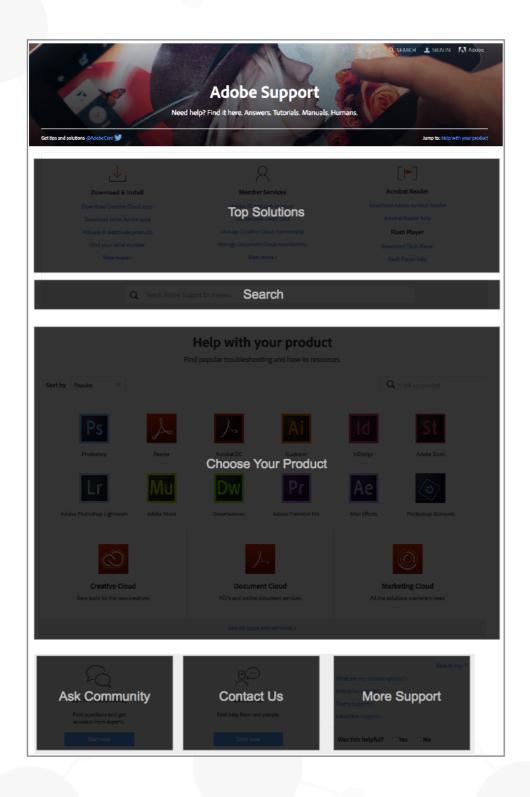
Adobe



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



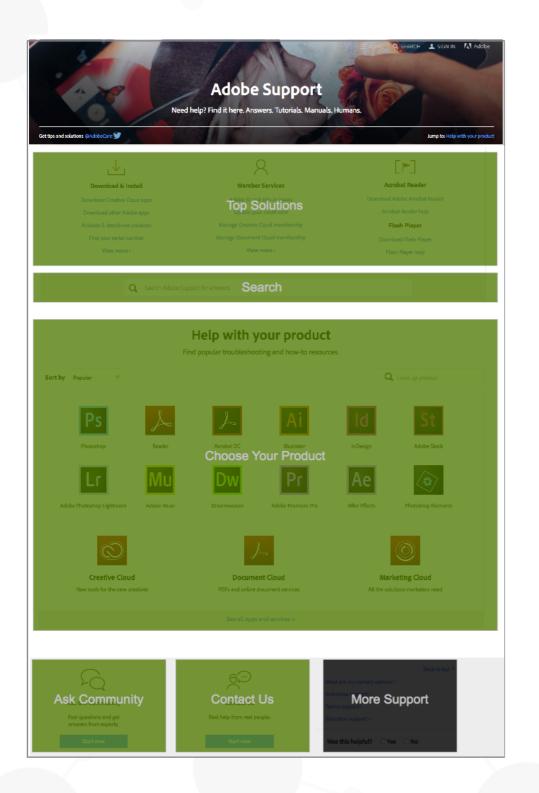
Adobe



This is how they use their real estate.



Adobe



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

Ist Try - Top Solutions

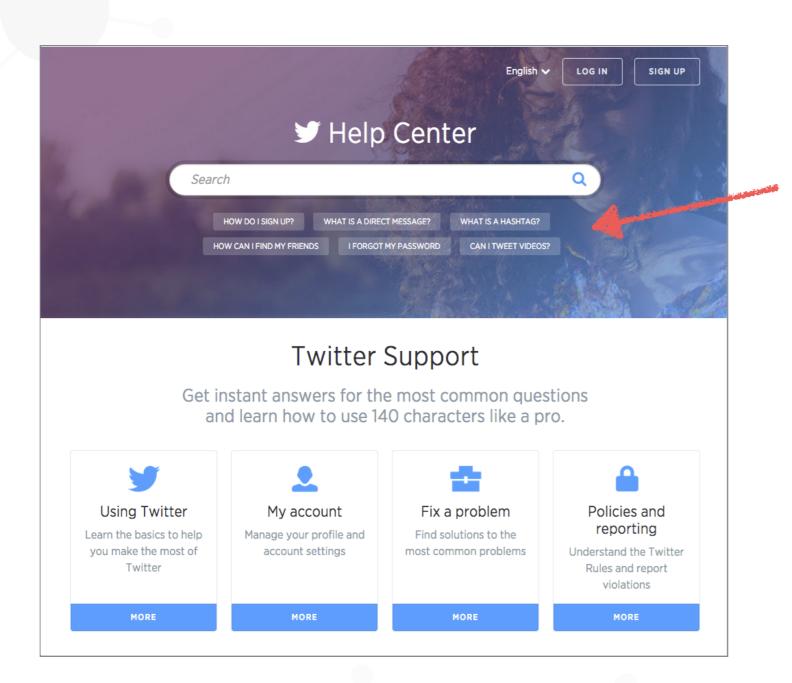
2nd Try - Search

3rd Try - Choose Your Product

4th Try - Ask Community 5th Try - Contact Us



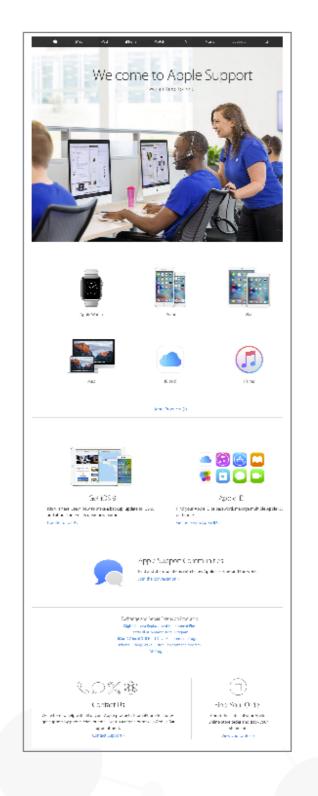
Twitter



Twitter uses Search followed by shortcuts to their Top Solutions.



Apple

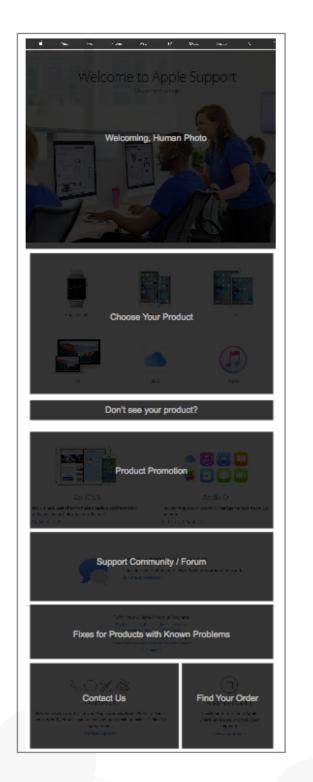


Apple loves their whitespace.

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.

Ist Try - Choose Your Product

Want to try iOS9 or Apple ID?

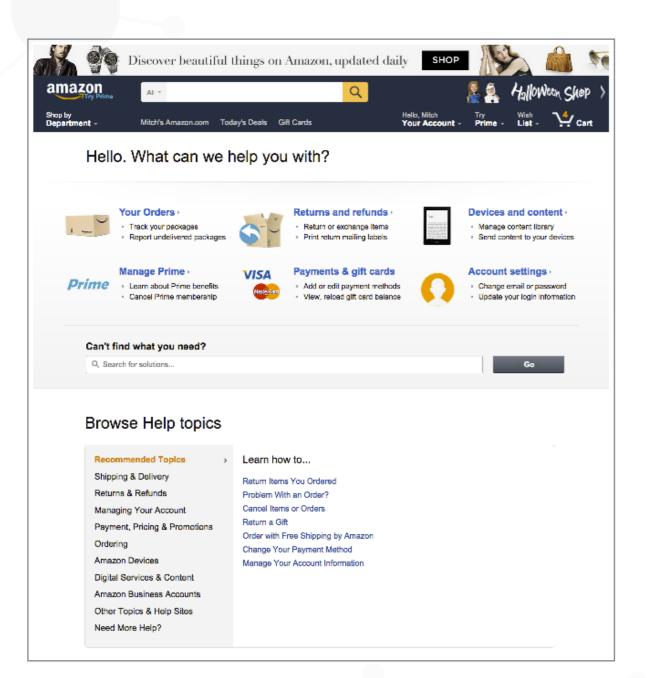
2nd Try - Ask Community

3rd Try - Known Defects

4th Try - Contact Us



Amazon

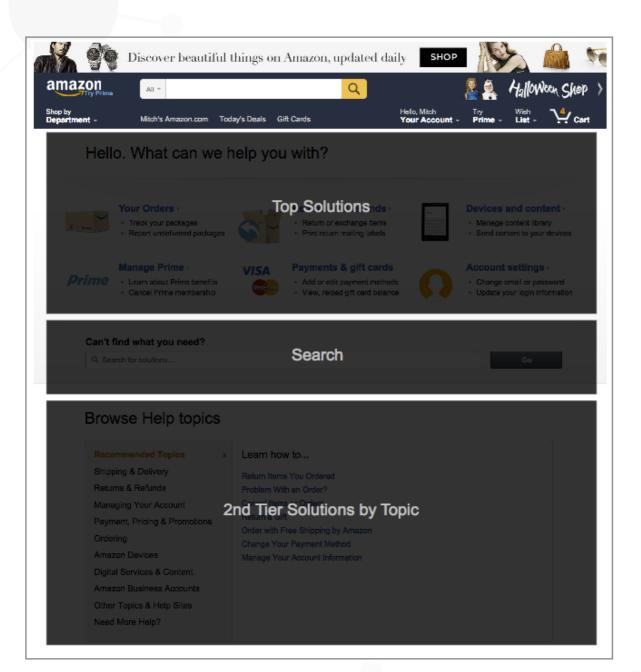


I'm sure Amazon wants to help their customers.

Let's see what they're doing.



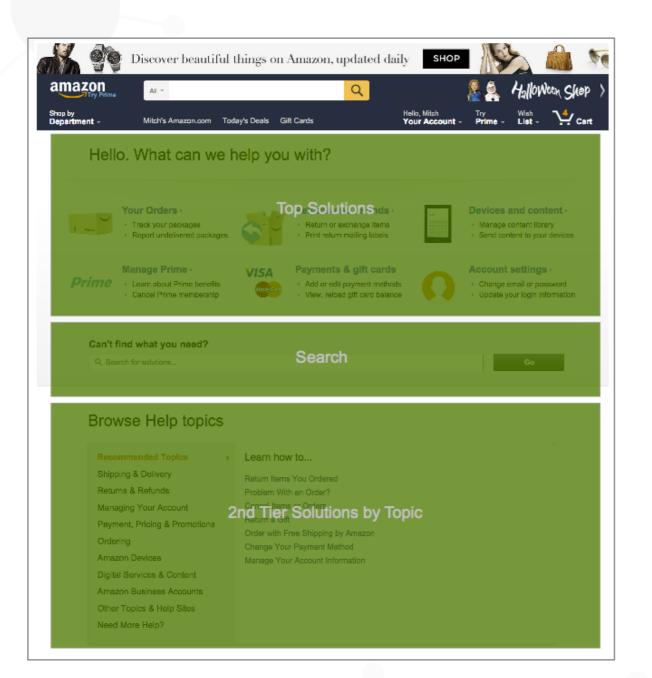
Amazon



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 is known for great customer service and support.

Let's see what they do.





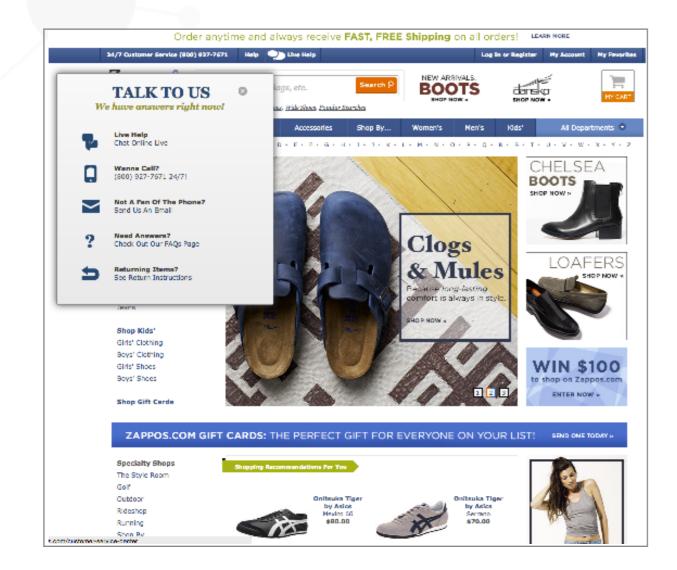
They have 3 different Help tabs here that acknowledge and accommodate urgency:

- 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.

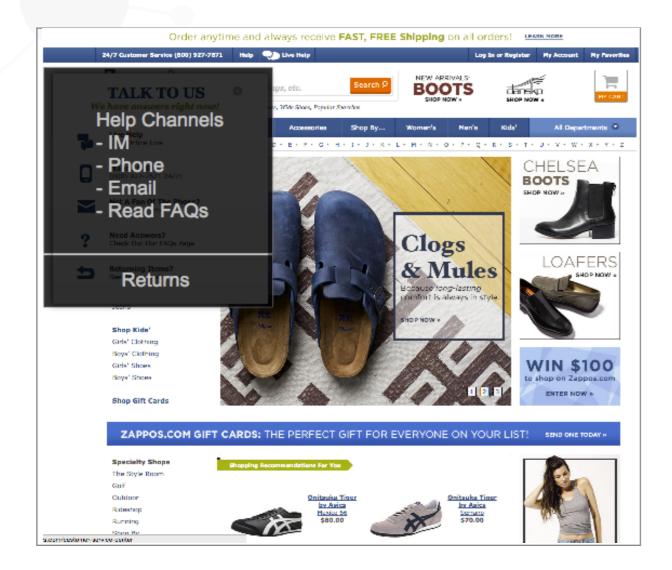




The Help tab doesn't take you away to a different page.

They don't offer a Search Help option.





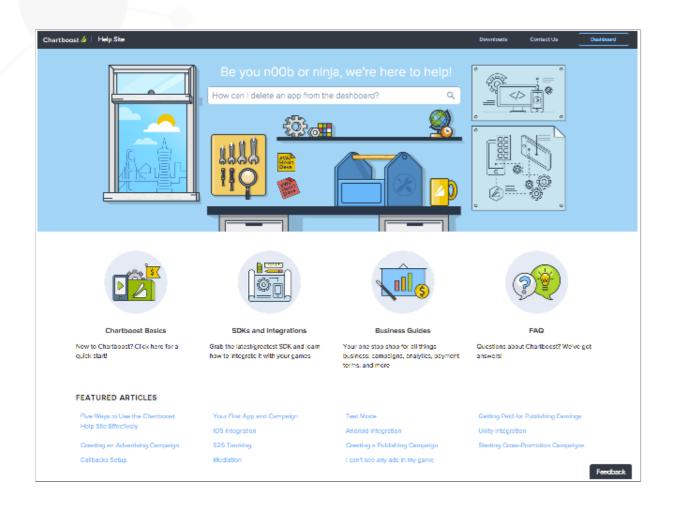
Help offers the different channels of communication the user might prefer.

Top Solution "Returns" is listed below.

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

Ideal for the customer.

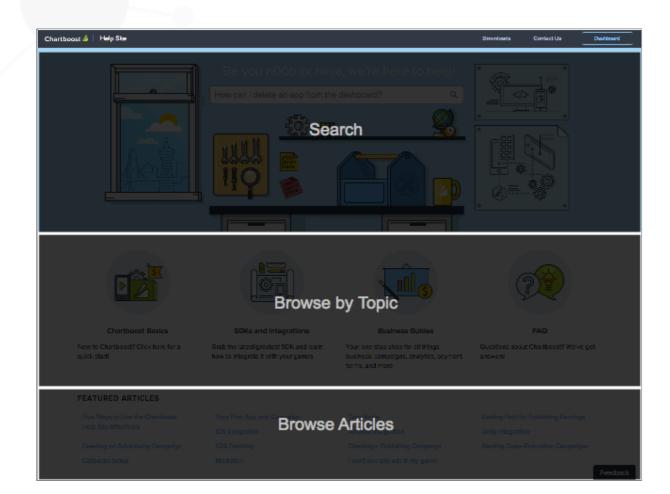




Chartboost's Help page has a friendly feel to it but:

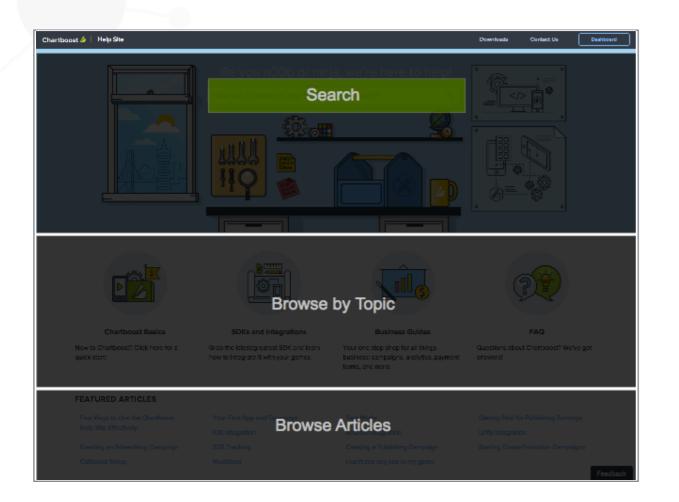
- Search gets a little lost in the large graphic
- Topics section looks like it's touting product features
- Top Solutions section is named "Featured Articles" which doesn't make it feel like Top Solutions
- Article titles don't seem like Top Solutions
- Too many links in one section





This is how we use our real estate.





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.

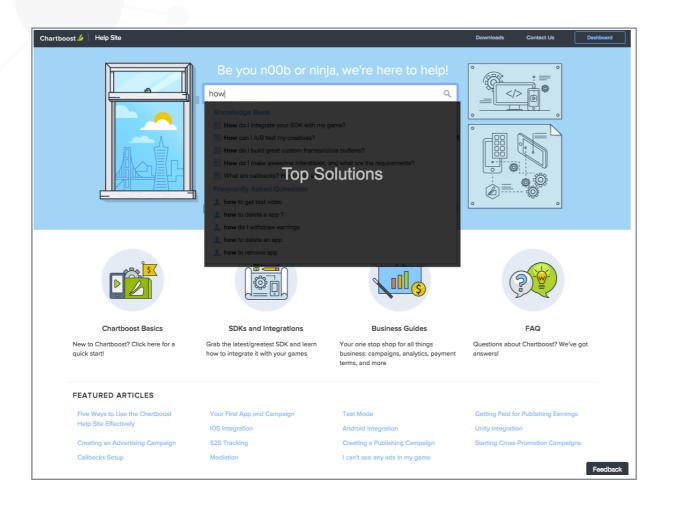


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	Be you noob or nin how Knowledge Base How do I integrate your SDK with my How can I A/B test my creatives? How do I build great custom frames/c How do I build great custom frames/c How do I make awesome interstitials, What are callbacks? How can I add th Frequently Asked Questions how to get test video how to delete a app ? how do I withdraw earnings	lose buttons? and what are the requirements?	
	how to delete an app how to remove app		
Chartboost Basics	SDKs and Integrations	Business Guides	FAQ
New to Chartboost? Click here for a quick start!	Grab the latest/greatest SDK and learn how to integrate it with your games	Your one stop shop for all things business: campaigns, analytics, payment terms, and more	Questions about Chartboost? We've got answers!
FEATURED ARTICLES			
Five Ways to Use the Chartboost	Your First App and Campaign	Test Mode	Getting Paid for Publishing Earnings
Help Site Effectively	iOS Integration	Android Integration	Unity Integration
Creating an Advertising Campaign	S2S Tracking	Creating a Publishing Campaign	Starting Cross-Promotion Campaigns
	Mediation	I can't see any ads in my game	

This is pretty awesome.

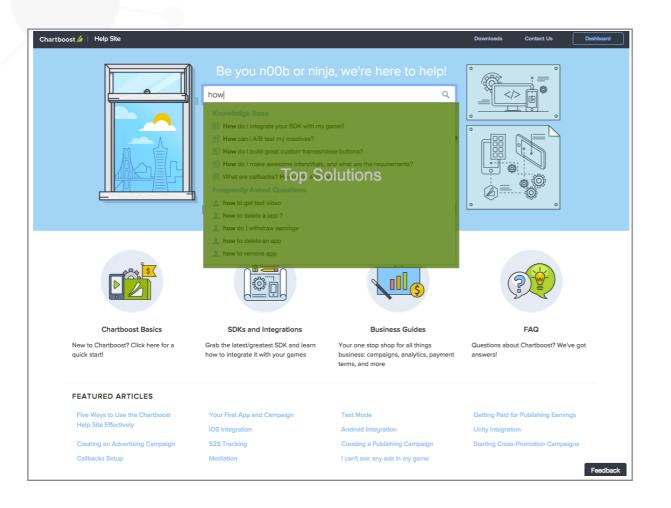
These look like answers.





This real estate is hidden until you start using Search.



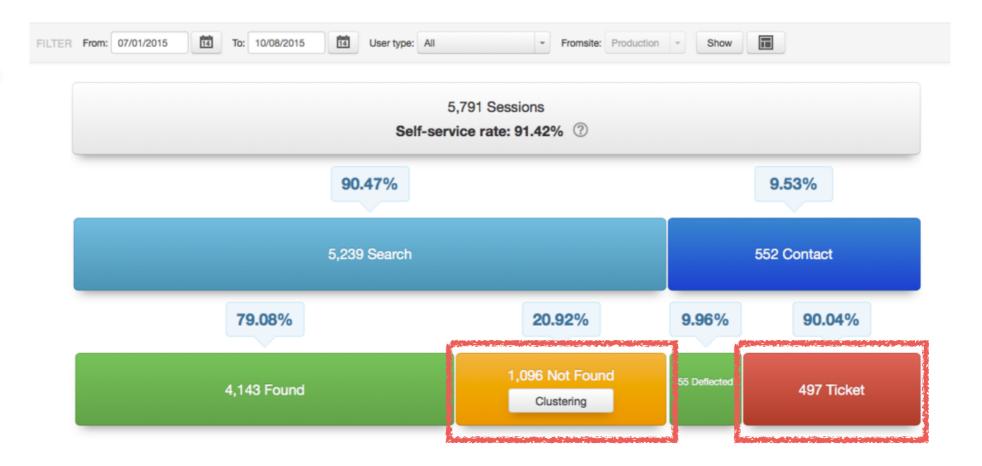


You are correctly guessing my question and have already written the answer?

Awesome!



Opportunity for Chartboost



27% of Users - Can't find their answer9% of Users - Open a ticket

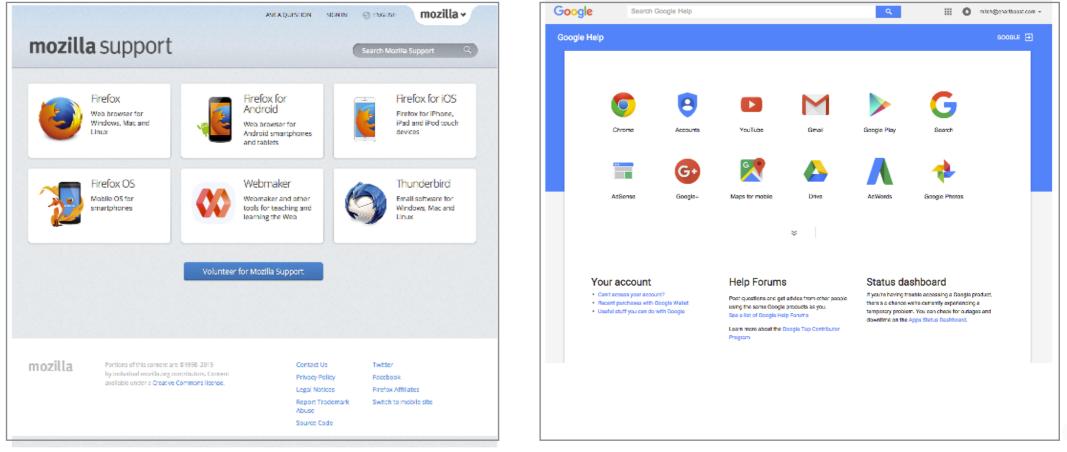




Start with a simple choice, "Choose Your Product"





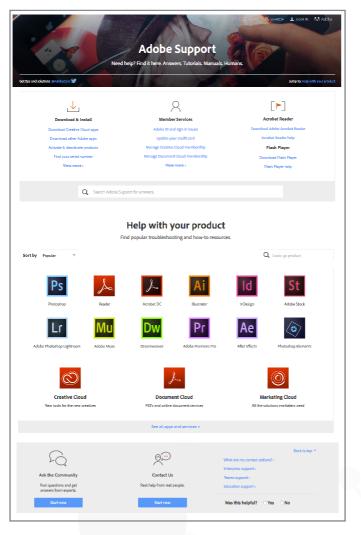


When people click the right thing first, they are almost 3 times as likely to succeed at their task.



2

Start with Top Solutions instead of Search



Adobe

Amazon

amazon	tiful things on Amazon, updated daily	SHOP Not a Shop Shop Shop Shop Shop Shop Shop Shop
Shop by Department - Mitch's Amazon.com	n Today's Deals Gift Cards	tello, Mitch Try Wish Cart
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Your Orders - • Track your packages • Report underwered pack	kages Returns and refunds • • Return or exchange items • Print return mailing labels	Devices and content · Marage content library Send content to your devices
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Reduce real estate for Search





artboost 👍 📔 Help Site -<u><></u> low can I delete an app from the dashboard? Q _ \$}... 1111 Chartboost Basics SDKs and Integrations Business Guides FAO Grab the latest/greatest SDK and learn how to integrate it with your games New to Chartboost? Click here for a Your one stop shop for all things Questions about Chartbeest? We've get business: campaigns, analytics, payment quick start! answers terms, and more FEATURED ARTICLES Five Ways to Use the Ch Test Mode Help She Effectively IOS Integration Android Integration Unity Integration S2S Tracking Creating an Advertising C Creating a Publishing Calibacks Setup Mediation I can't see any ads in my game Feedback

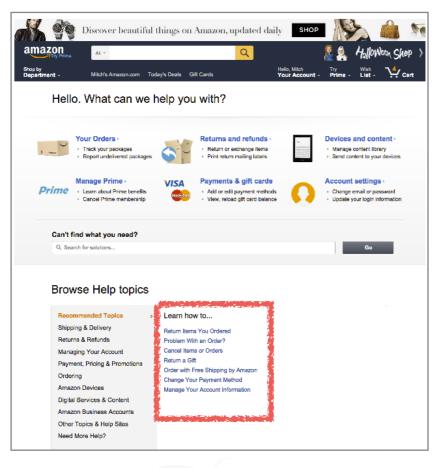




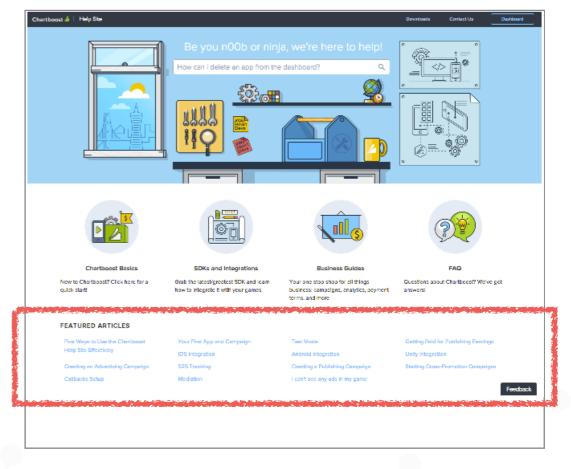


Limit number of options in choice

Amazon



Chartboost



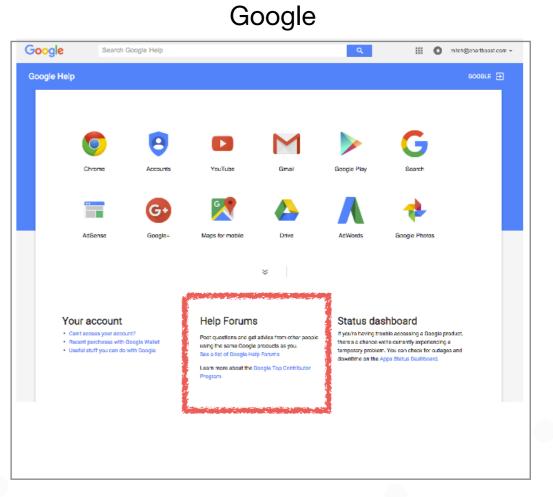




Have a Help Forum

Adobe

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Ad the Community And the Community Part gention and get answer from experts Start now		Confact Us Real help from real p	espie.	What are my contact option Entropics support - Teams support - Education support - Wes this helpful?	





Summary of Strategies to Test

- 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



Have a Help Forum



Additional Thoughts

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



Better analytics so we know user's path.



Make Contact Us look more like a form.

ost ⊿ Help Site			Downloads	Contact Us	Dashboard
st Help Site > Chartboost Basics > M	lanaging Your Account		Search		
Contact Us					
Last Update: September 10, 20	N5 13:56				
We always love hearing from you!	Please feel free to drop us a line.				
Business Developm	nent				
Questions about setting up/optimiz	ting campaigns? Considering signing up for Chartboo	st and need more information about	our products?		
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Technical Support					
	ave product feedback? Need to report an issue?				
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 Japan: click here or email direct t Other Asian countries: asia@char 					
Payments					
Financial questions? (Be sure to ch	eck out this section before emailing.)				
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Or tweet us @Chartboost!					
Help us improve! Answer these tw	vo quick questions. (Need to submit a ticket? Click he	re instead.)			
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