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SPM Navigation UX Research Report

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Study Goals



- Improve navigation experience for SPM users
 - Separate applications to reduce clutter
 - Modernize visual design
 - Better organization and findability
 - Clear labeling
 - Intuitive interactions with navigation elements
- Quickly iterate and improve through multiple studies
- Compare success metrics across iterations

A background image showing a business meeting with three people in a professional setting. A large, stylized line graph is overlaid on the image, starting from the bottom left and trending upwards to the top right. The graph is composed of several segments with different colors: red, orange, yellow, and dark blue. The word "BITSIGHT" is written in a bold, sans-serif font, with "BITS" in blue and "SIGHT" in dark blue. A registered trademark symbol (®) is located to the upper right of the word.

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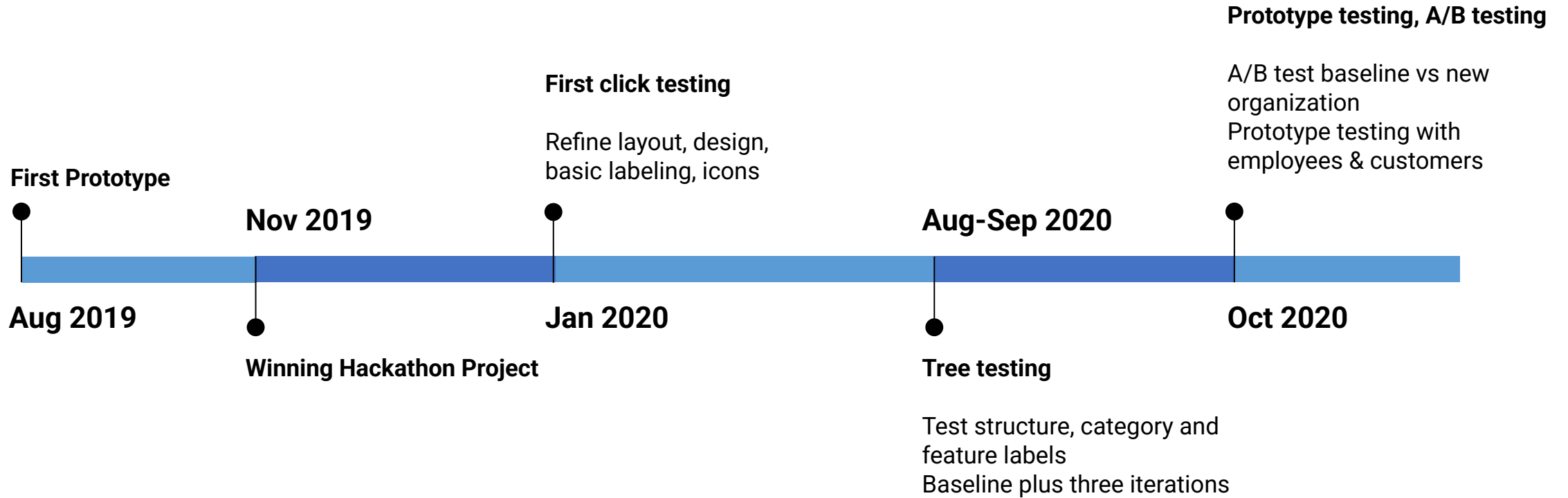
Methods

Multiple methods, 143 participants



- **First-click testing (2x)** with high-fidelity mockups to test positioning, icons, standard interactions (e.g., logo for homepage), utility navigation. Participants: **28 employees** and **34 Amazon MTurkers**
- **Tree testing (6x)** to test organization and labeling with common SPM tasks. Participants: **5 employees, 41 customers, 21 leads**
- Remote, moderated **usability testing (2x)** conducted via Zoom. Tested a high-fidelity, interactive prototype with common SPM tasks. Participants: **6 employees** and **8 customers**
- Iterated after each round, measured success rates throughout
- Gathered attitudinal data & comments via survey & interview questions

Research & Design Timeline



User's task

Close the dark blue side bar to make more space for viewing data

11 clicks 9 successful 0 skips 5.3 avg (secs)

Data: success and task time

BITSIGHT Risk Manager Search

73%

Saperix, Inc. 630

Impact Findings Domain Squatting Security Incidents

3,250 Findings

Category 1 X
Diligence X
Clear All Filters

Risk Vector 2

- Category 1
- Botnet Infections
- Spam Propagation
- Malware Servers
- Unsolicited Communications
- Potentially Exploited
- Category 2

<input type="checkbox"/>	Host	Start Date	End Date	Risk Vector	Grade	Severity	Details
<input type="checkbox"/>	frontstore.us	07-18-2019	07-20-2019	SPF	●	Minor	
<input type="checkbox"/>	parallelsig.com	07-12-2019	08-20-2019	SPF	●	Minor	
<input type="checkbox"/>	goliathinvest.com	07-11-2019	07-23-2019	SPF	●	Minor	
<input type="checkbox"/>	kennedymotors.com	06-15-2019	09-24-2019	SPF	●	Minor	
<input type="checkbox"/>	kramerandross.com	07-01-2019	07-15-2019	SPF	●	Material	
<input type="checkbox"/>	amazon_domainkey.katico...	05-23-2019	06-24-2019	DKIM	●	Moderate	Public key s
<input type="checkbox"/>	24.6.128.15	05-02-2019	05-24-2019	Insecure Systems	●	Moderate	File sharing
<input type="checkbox"/>	23.4.128.143:443	06-15-2019	09-24-2019	Open Ports	●	Severe	Detected se

Correct clicks

Incorrect click

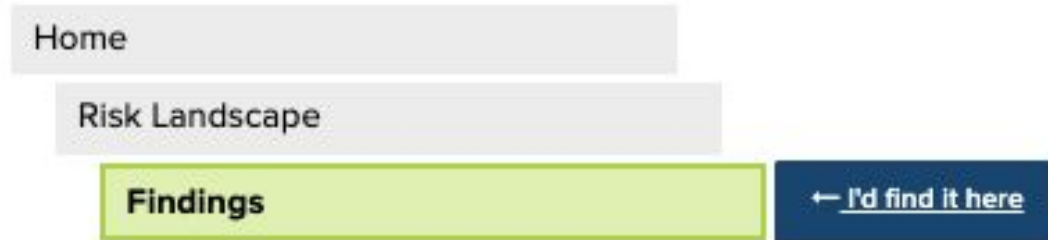
First Click Test

Tree Test

Task 2 of 10

[Skip this task](#)

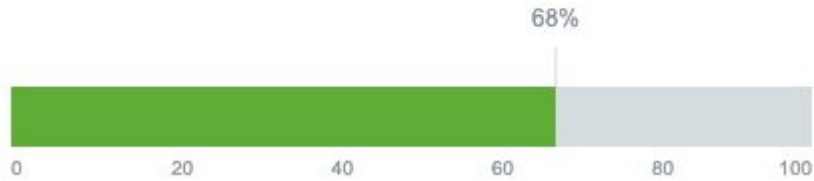
You received an email about a drop in open ports risk vector grade. Where would you go to check on the cause of this drop?



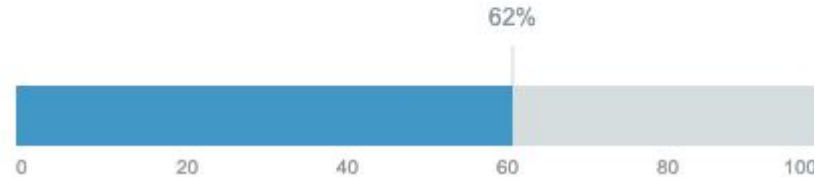
Tree Test Data Analysis Tools

Success

Results are from the third round of testing



Directness



Found on first try vs backtracked

Participant destinations

■ Correct
 ■ Incorrect (< 10% of responses)
 ■ Incorrect (10% - 20% of responses)
 ■ Incorrect (> 20% of responses)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Organization															
Subsidiaries	1	3	1			6	1								
Rating Tree		1				3			1						
Infrastructure															
Assets	1	3		2			7	1	1		1	7	1		2
Attribution	1	2		2			1		1			1			
Work from Home			7												
Risk Landscape															
Rating Details	1		1										2	5	4
Findings	4			3				2	6		3			2	2
Vulnerabilities Catalog	1		1	2											
Infections				4											
Security Incidents	1										5				1
Peer Comparison															
Risk Vectors															
Benchmarking					11	1									
Action Plans															
Issue Tracking								5	1		2				1
Rating Improvement									2				4	1	
Process Improvement							1						1		2
Collaboration Inbox															
Reports															
Company Overview										8			1		
Company Preview		1													1
Benchmarking			1		2										1

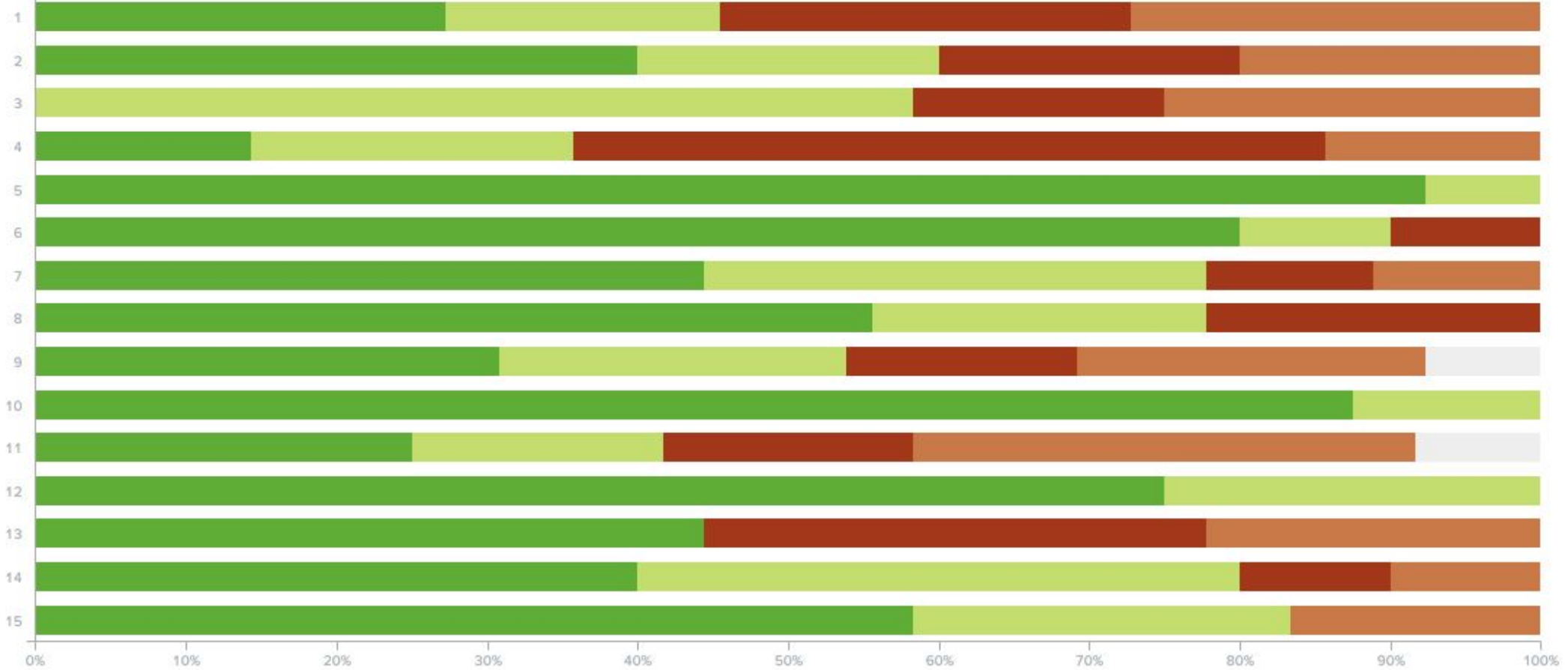
Task number

Navigation items

Success by task



By task



- Direct Success
- Indirect Success
- Direct Failure
- Indirect Failure
- Direct Skip
- Indirect Skip

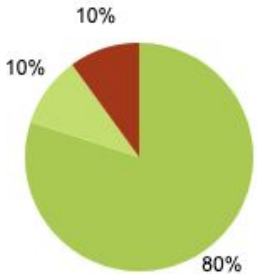
Individual Task Result

User's task

6. You're currently viewing My Company but you need to evaluate the security rating of another company in your organization. Where do you go to find this information?

- ✓ Organization > **Subsidiaries**
- ✓ Organization > **Rating Tree**

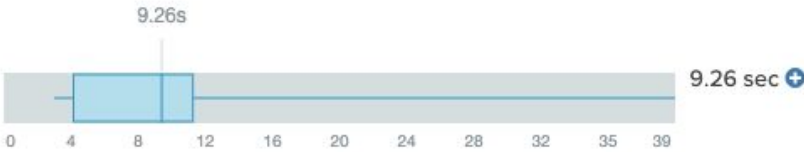
Correct answers



Success	Direct	8	9	80%	90%
	Indirect	1	1	10%	
Fail	Direct	1	1	10%	10%
	Indirect	0	0	0%	
Skip	Direct	0	0	0%	0%
	Indirect	0	0	0%	

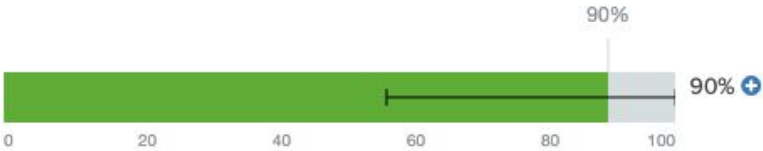
[View the pietree](#)

Time taken

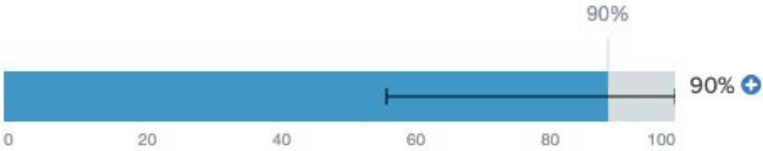


9
OVERALL

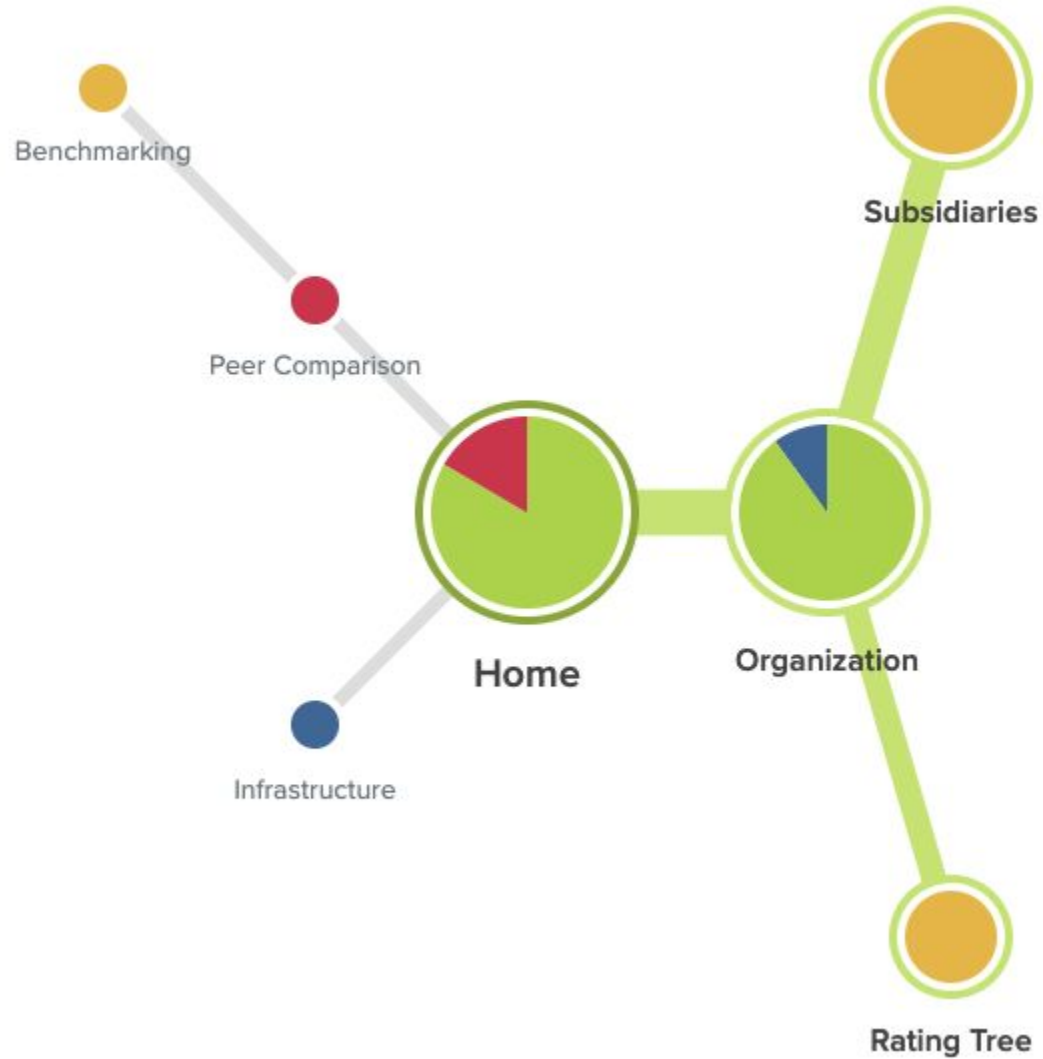
Success



Directness



Pie Tree



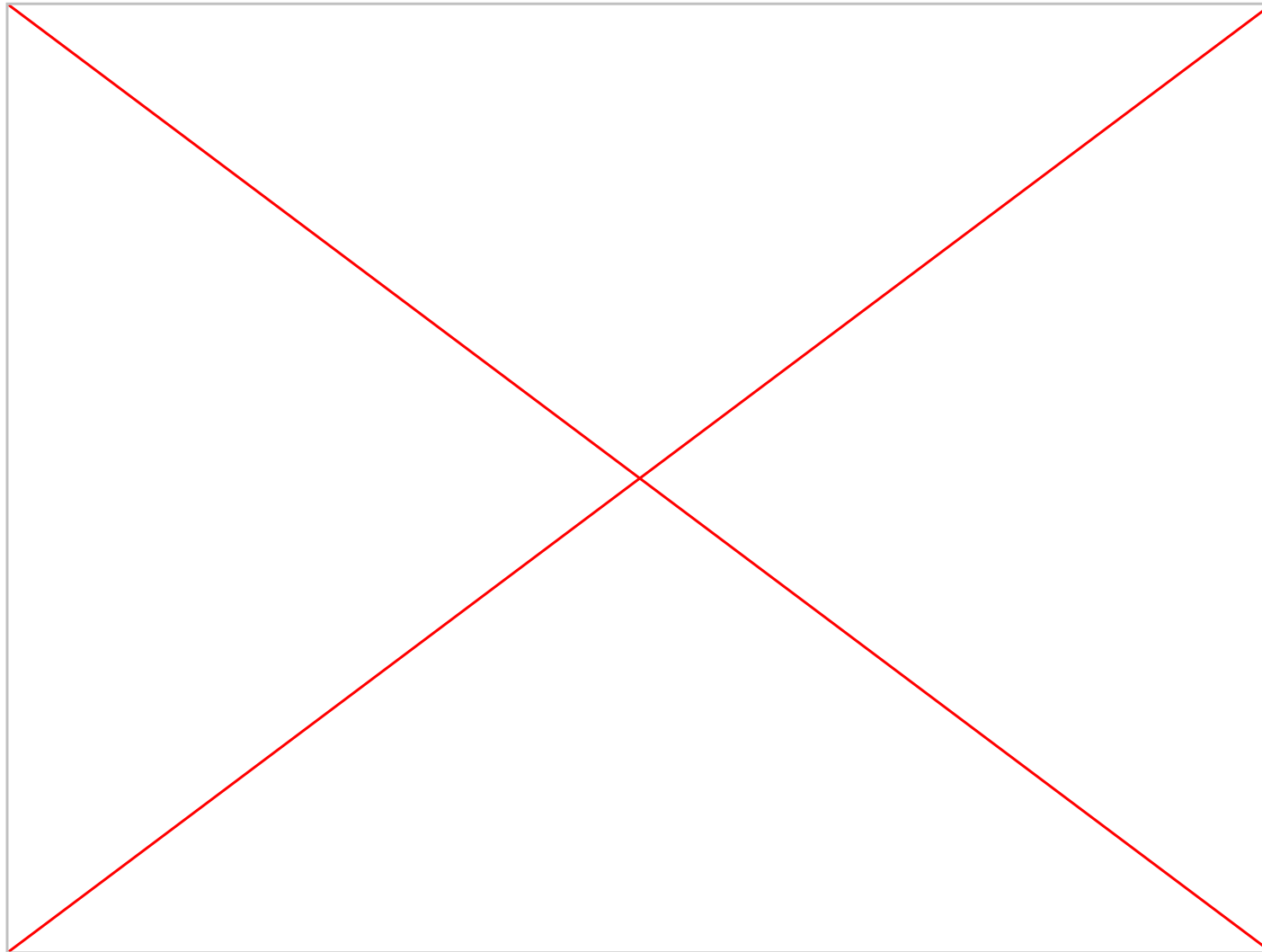
Pies

- Went down the right path
- Went down the wrong path
- Went back
- Nominated as correct answer
- Skipped question

Lines

- Root node
- Correct path
- Incorrect path

Interactive prototype testing



A background image showing a business meeting with people in a white office environment. In the foreground, a stylized line graph is overlaid, starting from the bottom left and trending upwards to the top right. The graph is composed of several segments: a red segment, an orange segment, a brown segment, and a dark blue segment. The word "BITSIGHT" is written in a bold, sans-serif font, with "BITS" in blue and "IGHT" in dark blue, positioned above the graph.

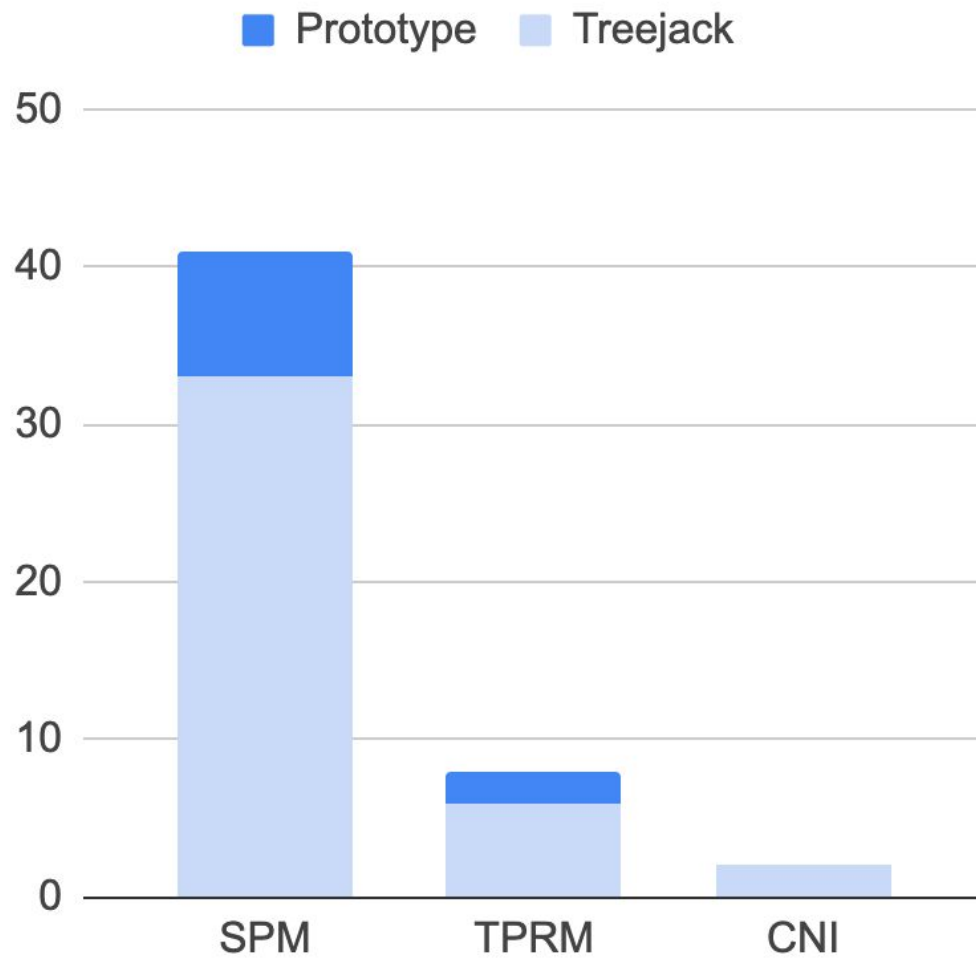
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Participants

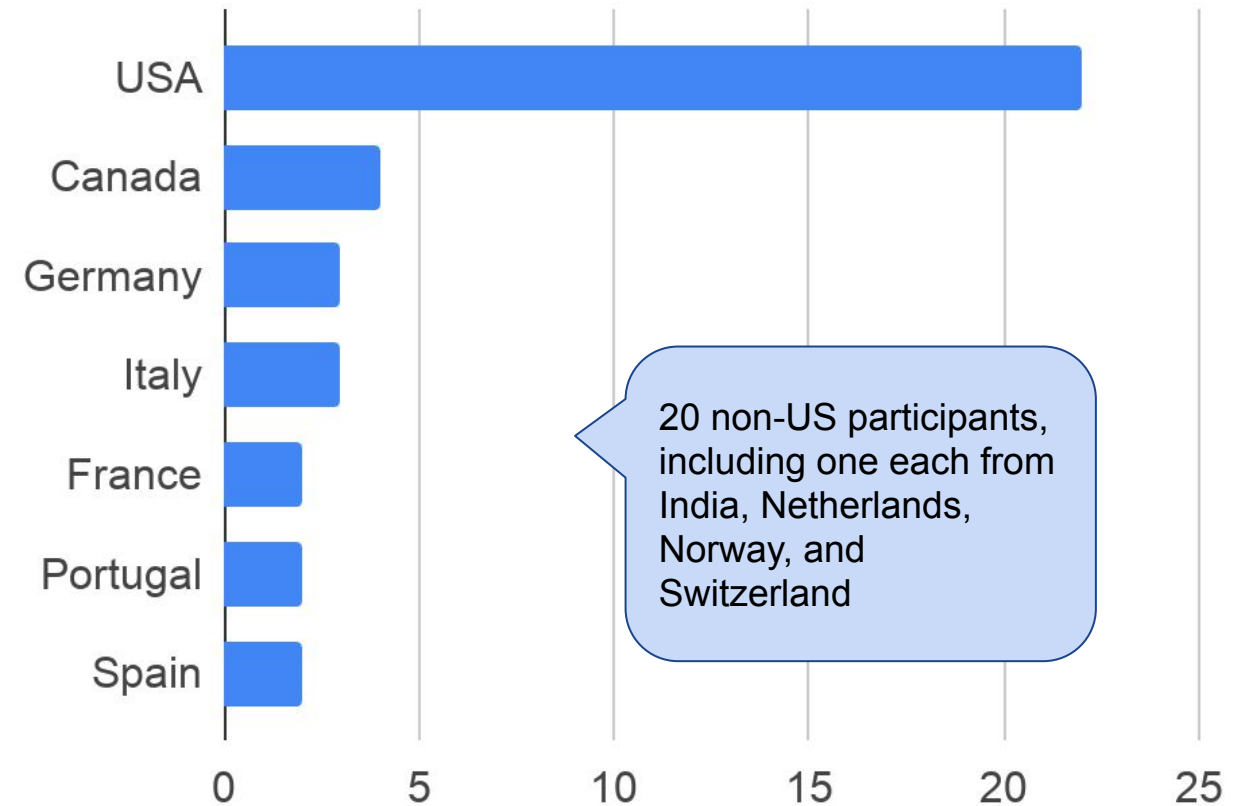
Use Case and Location



Customer Participant Use Cases



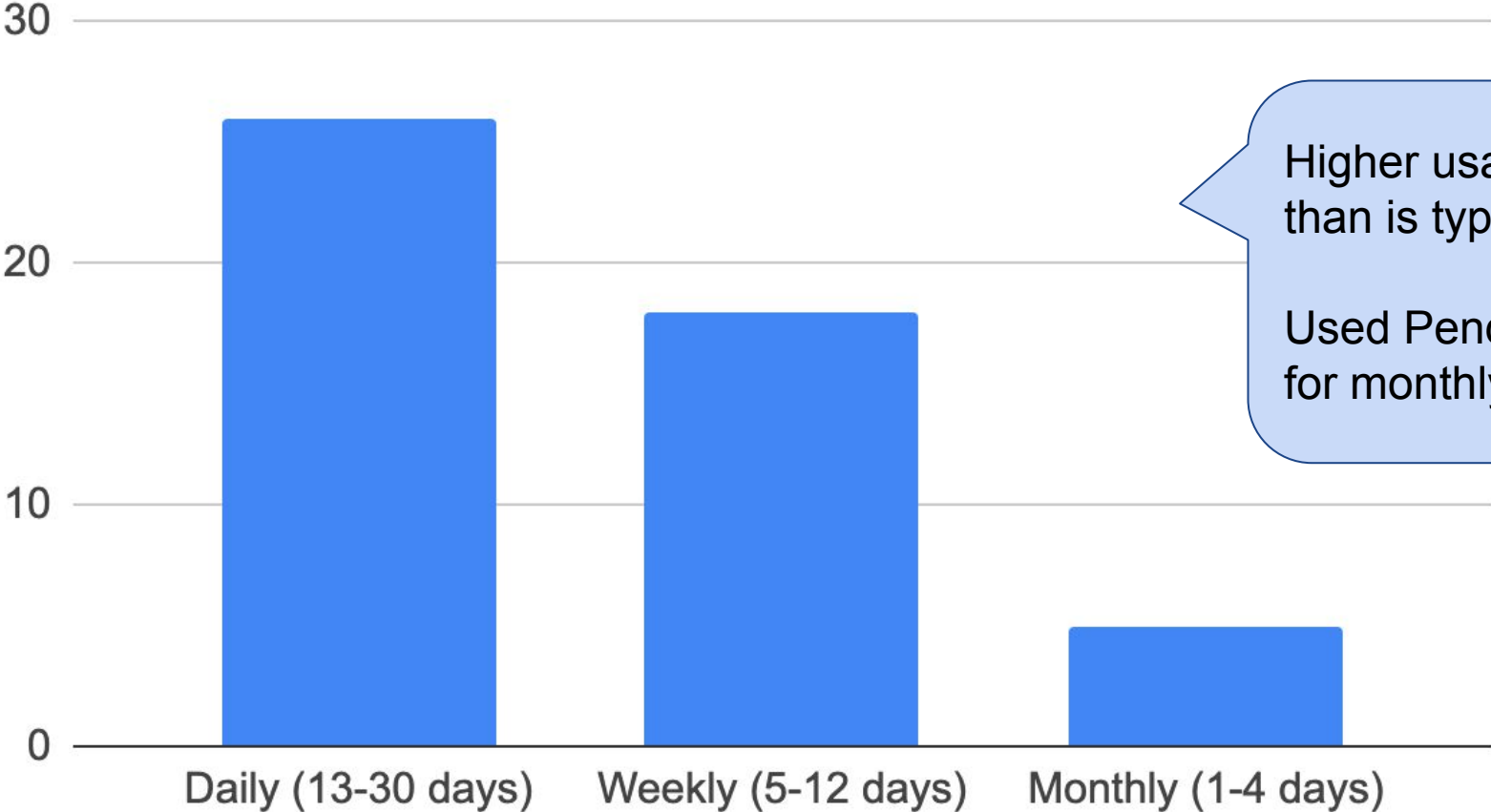
Treejack Participant Locations



Participants: BitSight Experience



Frequency of Use



Higher usage frequency than is typical

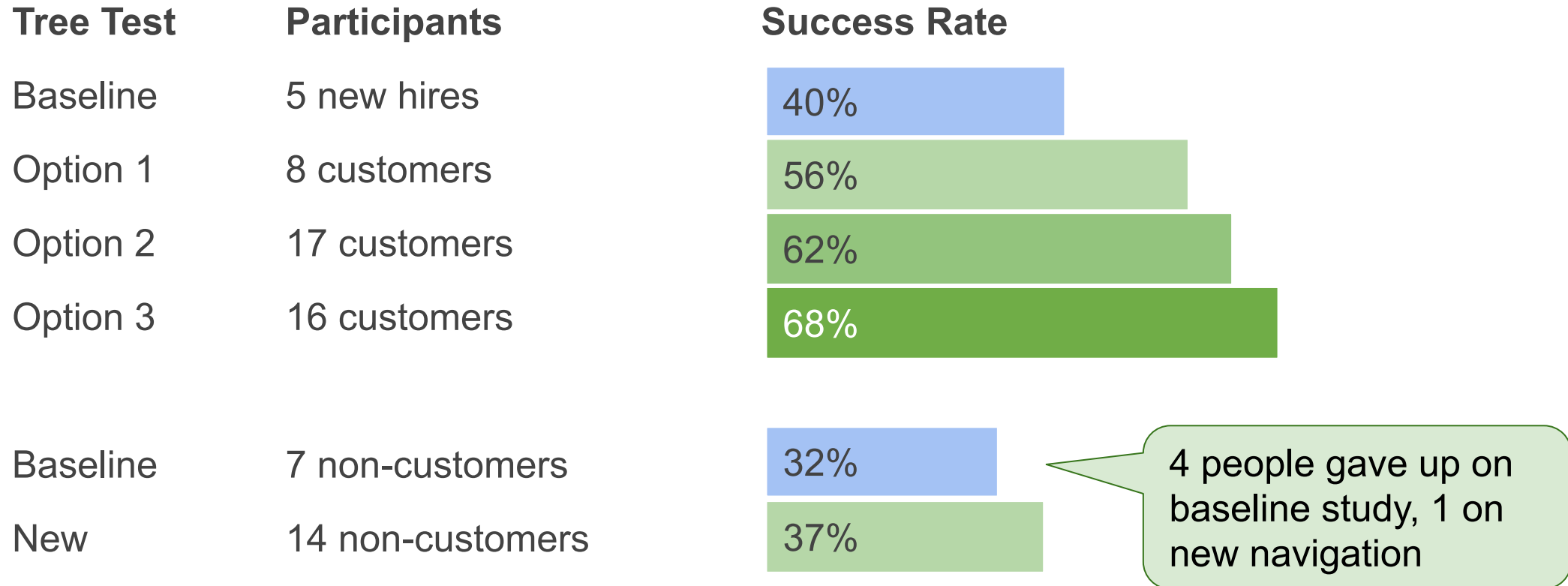
Used Pendo's definitions for monthly, weekly, daily

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High Level Findings

Organization testing results



Interactive Prototype testing results



6 employees



7 customers



success in 1-2 tries

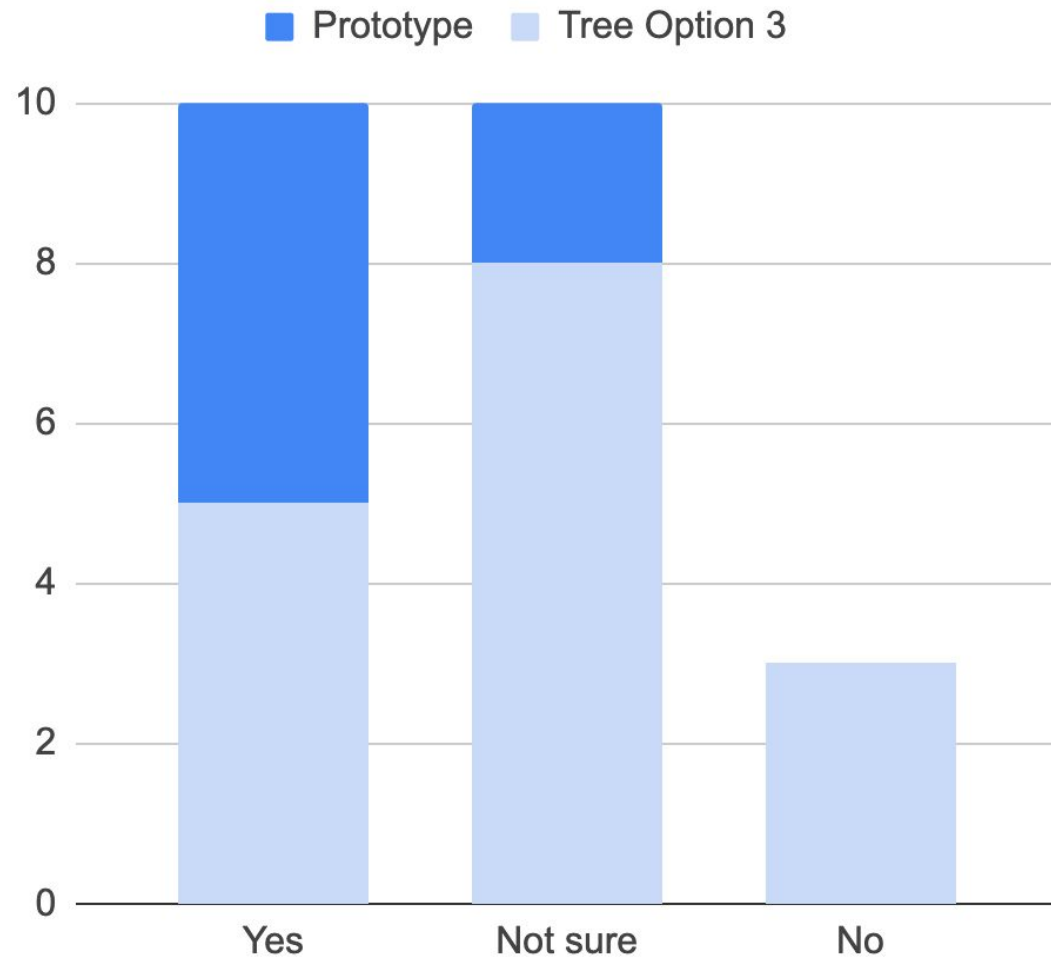
success in 3+ tries,
or need help

fail

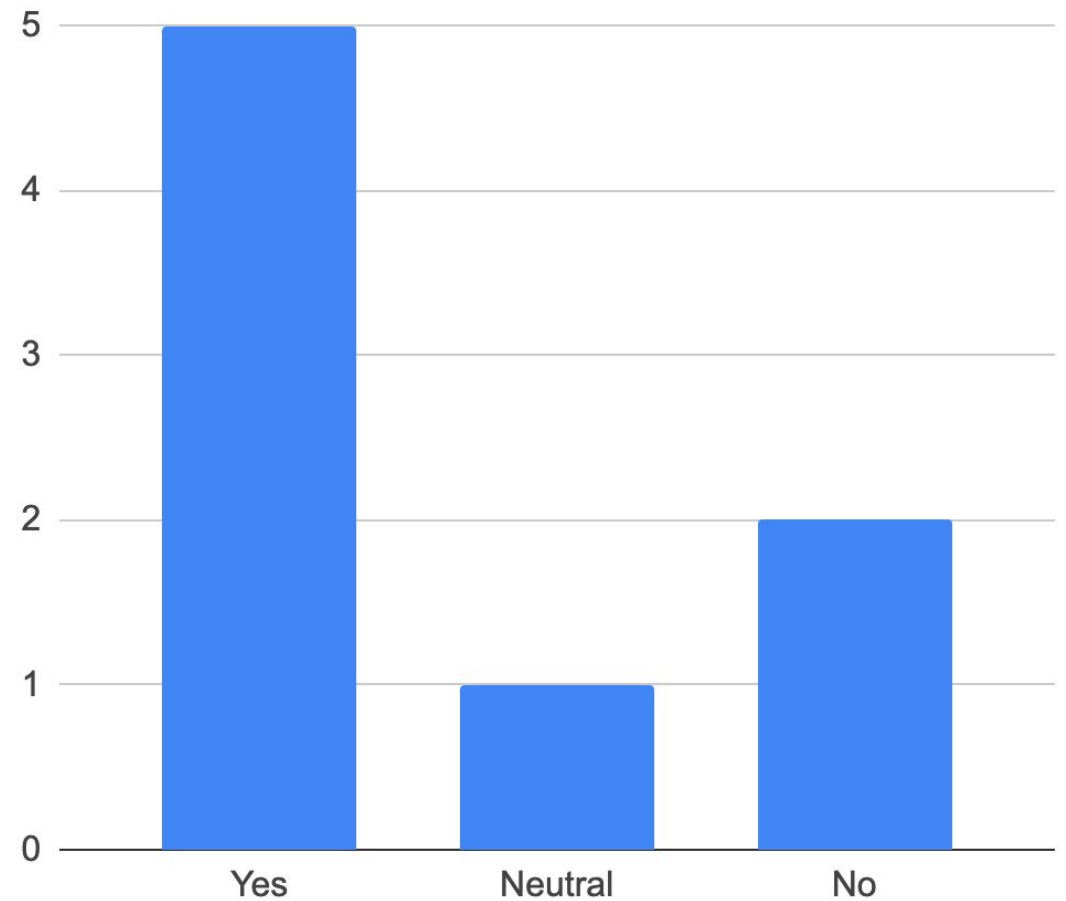
Opinions



Is new IA an improvement?



Should we separate the use cases?



Negative Comments

"It continues to amaze me how you can make finding information so complex. Maybe end user testing would be a good idea?"

"[App separation] will make my work a bit more difficult than normal.... I don't see any reason to break it down."

"I've always found your UI extremely difficult to navigate, I just can't get how it is so difficult for you to do better work on this!!! ...YOUR NAVIGATION SHOULD BE BASED ON USER STORIES/USE CASES from the real world. So get someone that understands those concepts, people that are admin, security specialists, etc..."

Diligence page is missing: "I use the noting [comment] function a lot" [didn't know he could do that on Findings]

"Seeing multiple ways in the current environment to display the same data can be confusing."

Positive Comments

"It's a nice, modern menu. I think I would get used to it pretty quickly."

"I like it, and it reminds me of some of the other tools we've recently acquired. My initial reaction is I'm liking this direction"

Yes, like how everything is in one menu, keeping up with trends, makes everything more clear and organized.

Positive change. Will simplify tasks and help with managing access.

CISO would like dashboards section - "Quick, easy. A step in the right direction."

I like the menu collapse option; you can still get to the other sections relatively quickly

"[Subsidiary selector] is perfect"

"So it'd be more about just simplifying [colleagues'] view, you know, that would be the benefit."

"This is one of my favorite tools. I wish I used it more."

Overall Recommendations



- Ensure complete, high quality implementation
- Use Pendo guides to introduce new features: app switcher, subsidiary selector, collapse menu
- Close usability gaps between Diligence and Findings
- Watch and respond to feedback during beta period; expect initial negative or lukewarm reaction to change

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Thank You

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