



ShareFile Website Major Design Changes

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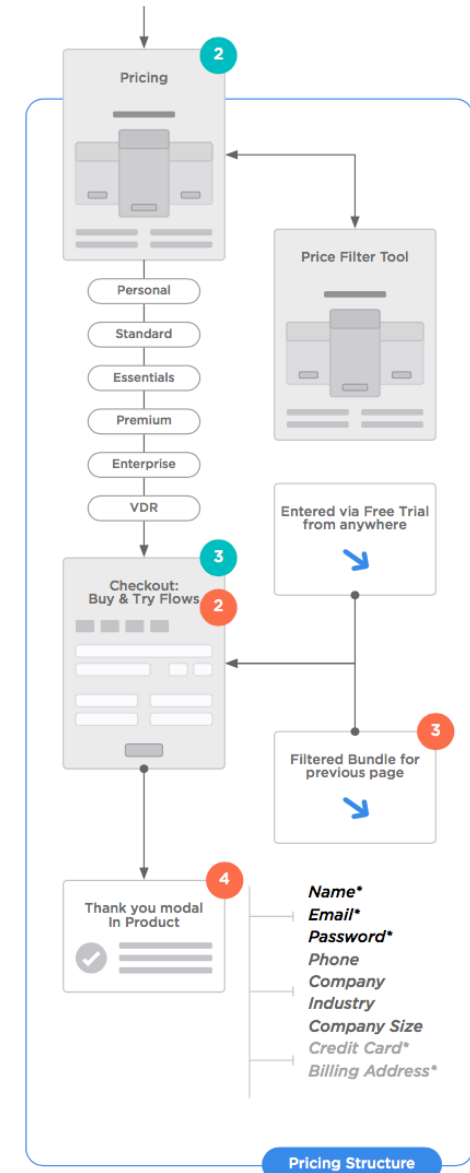
User Experience Designer

MARCH 23, 2017



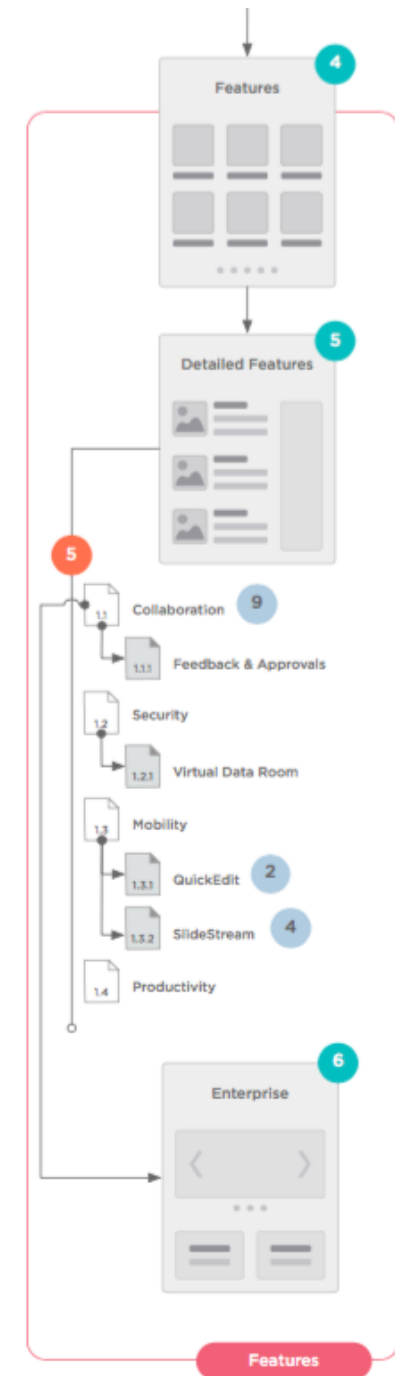
Pricing – Buy/Try Flow

- Focus on Hero SKU
 - Reducing emphasis on Personal, Enterprise and VDR
 - Better showcase values of ShareFile and target specific customers
 - Improve Buy Now Flow from 4 step process to just 1 step process
- Pricing Tool allows for comparing and contrasting plans for undecided customers needing to convince a decision maker



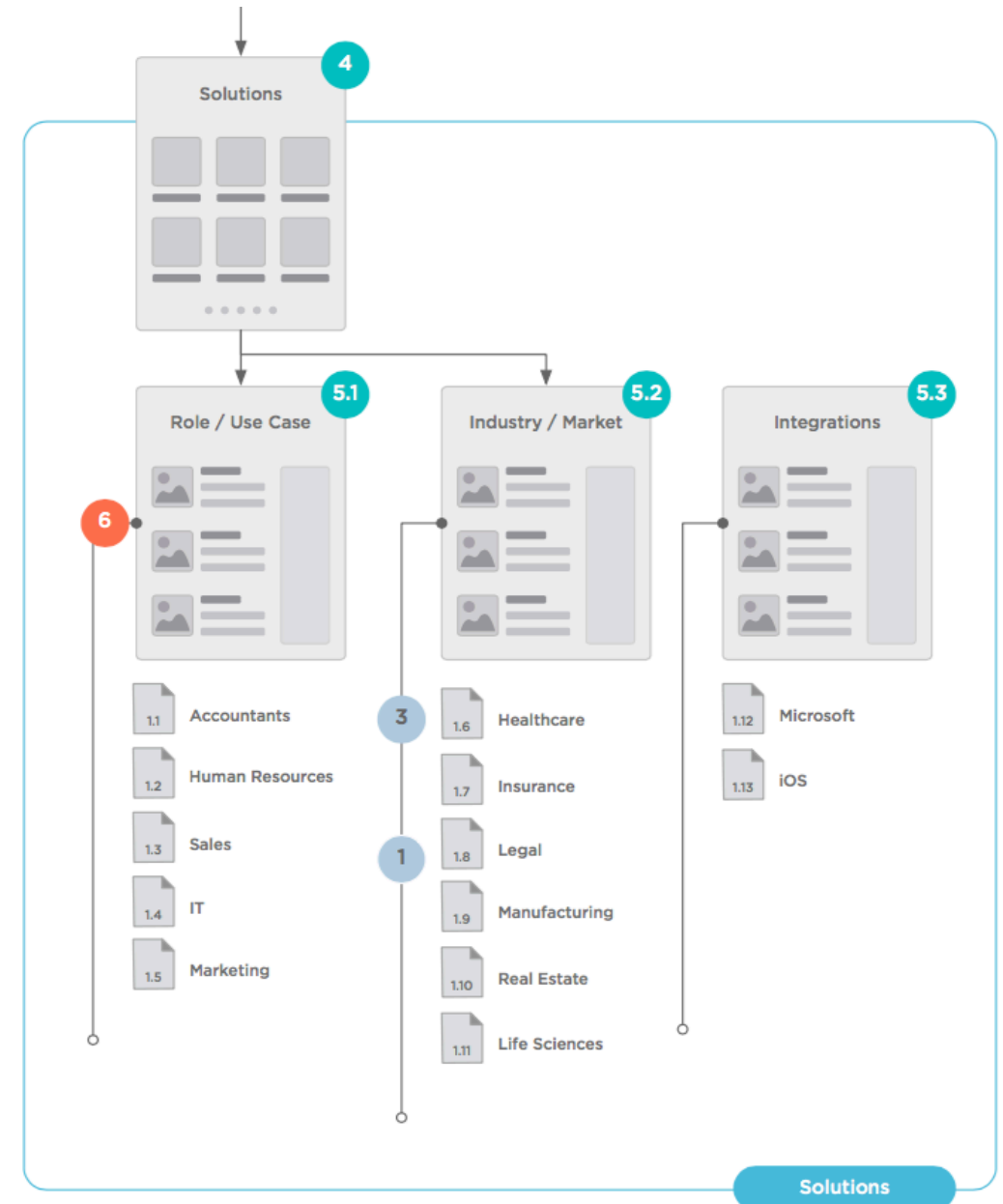
Features

- Refreshed page layout design and animations and organized by categories for better discoverability
- Grouping features by Collaboration, Security, Mobility/Flexibility and Productivity which will also be used in the Knowledge Center so that content can be leveraged throughout the website
- Pricing Tool allows for comparing and contrasting plans for undecided customers needing to convince a decision maker



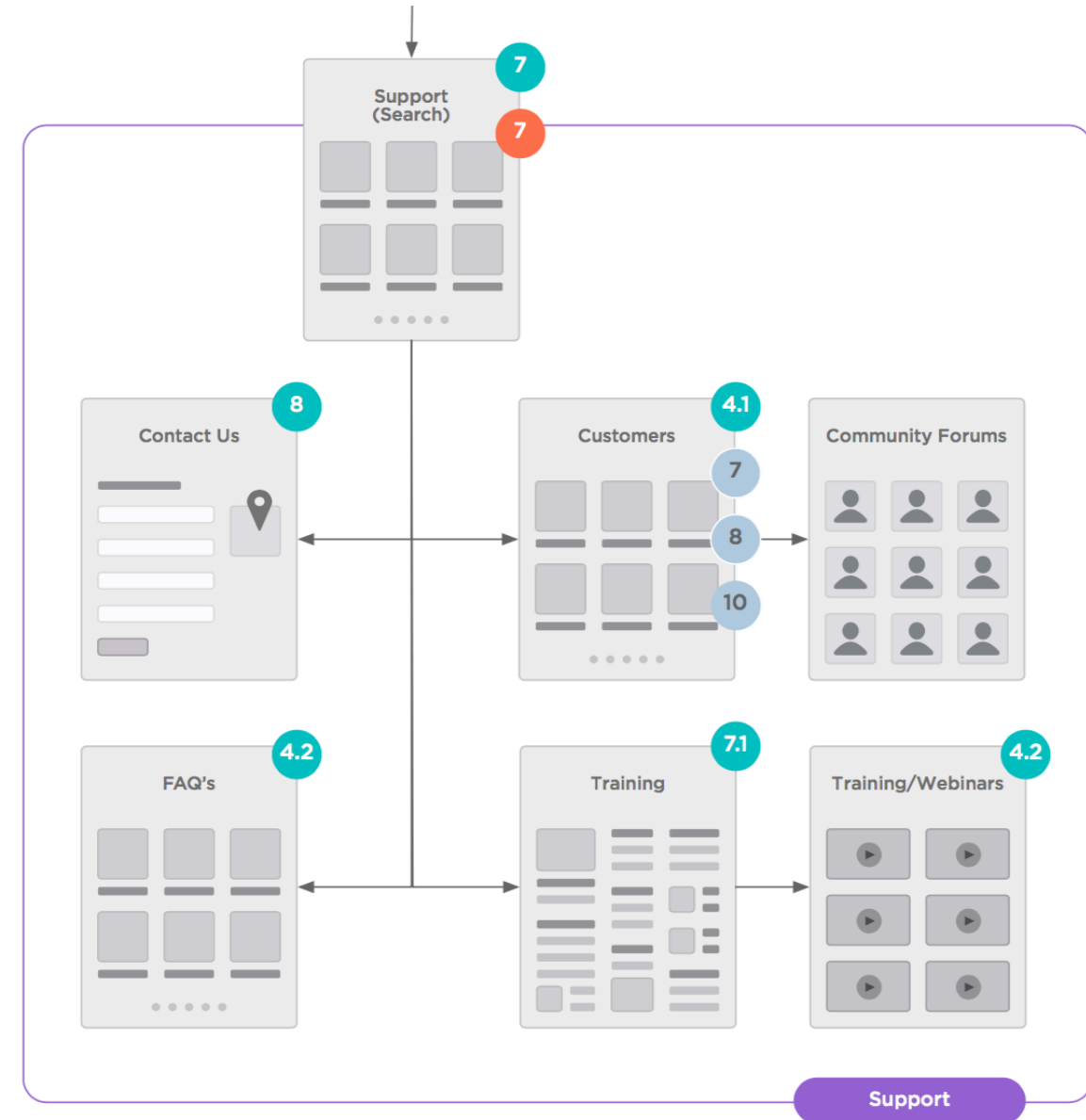
Solutions

- Grouping solutions by use cases because research has shown that users do not associate themselves with the industry they are in
- Grouping features by Collaboration, Security, Mobility/Flexibility and Productivity which will also be used in the Knowledge Center so that content can be leveraged throughout the website



Support

- Help customers locate useful information so that users can self teach and learn valuable information without need of contacting support
- Reduce churn by providing valuable tech support
- Improve usability and discoverability of training information and videos for users



Knowledge Center

- Incorporate Business Guide, Content Oro and content for extended and SEO reach and improved domain authority
- Change content setup with tags that help organize content by topic, industry, tool or content type.
- Help improve site structure by aligning common themes repeated on homepage, features page, pricing structure and across the website
- Have the scalability to support integrated campaigns with content

