

Check Point Software

Website Redesign Case Study

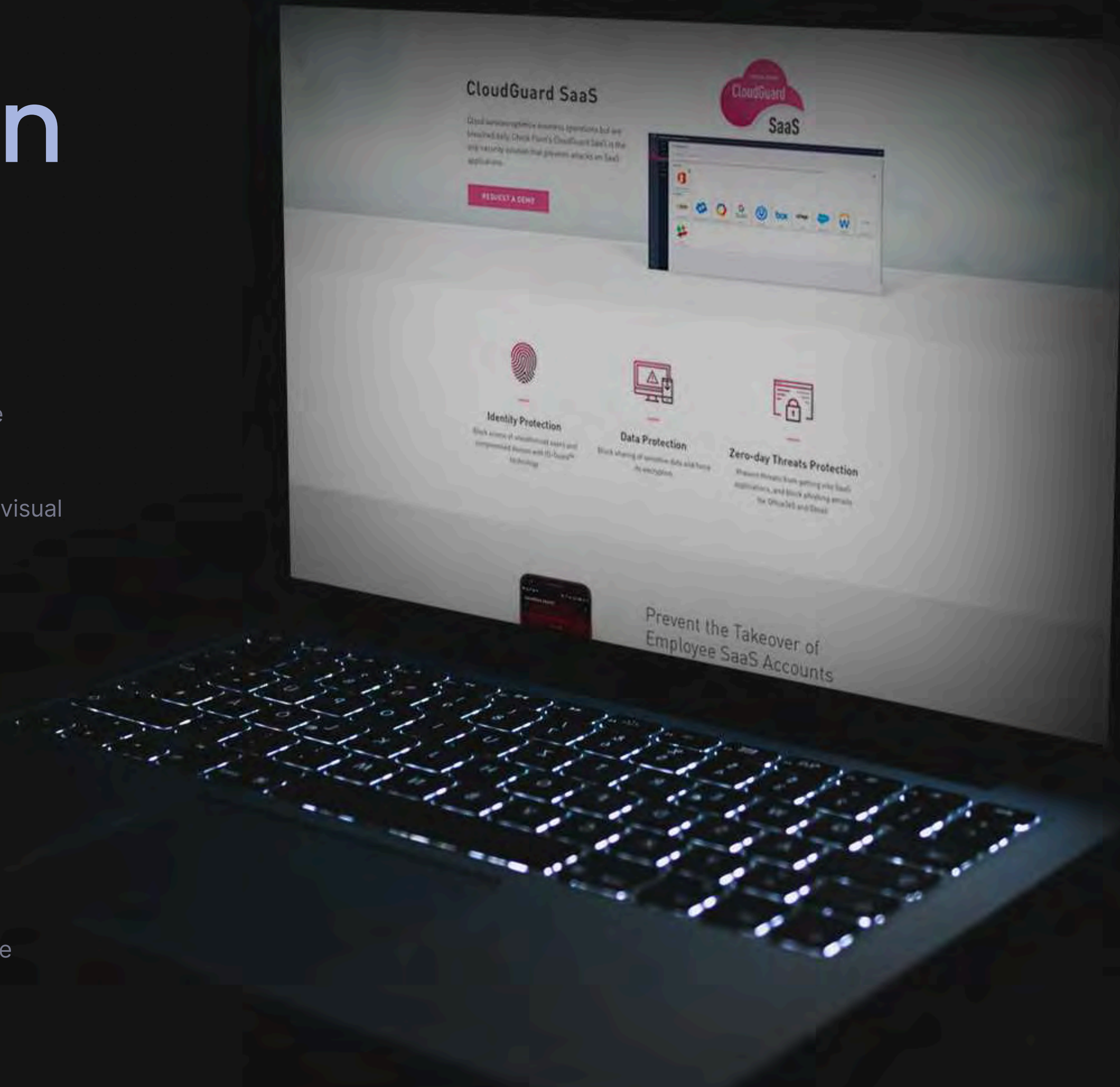
This project focused on redesigning Check Point's corporate website and product pages, which had become outdated and difficult to navigate. The compromised user experience made it challenging for visitors to find information and achieve their goals. The redesign aimed to strategically improve usability through research, analytics, and testing, modernize the visual design, optimize content for multi-device viewing, and establish scalable design systems to ensure consistency in future updates.

Role

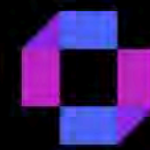
- Served as Lead Design Manager and UX Designer for the multi-phase redesign
- Directed UX and visual design while guiding content strategy and information architecture
- Collaborated across cross-functional teams to ensure alignment and adoption

Impact

- Improved usability and navigation through research-driven design
- Increased engagement and conversions with a modern, responsive site
- Established scalable design systems to support future updates



My Process



Scope

Define, Gather, Align



Research

Inquire, Observe,
Engage



Ideate

Define, Brainstorm,
Sketch



Create

Prototype, Design,
Build



Validate

Test, Refine, Iterate

Scope

Discovery Workshop

During the initial discovery phase, the process began with introductions, requirements gathering, goal definition, and soliciting input from both business and product perspectives. Stakeholders' thoughts and needs were further explored through tailored surveys distributed among key individuals. These surveys focused on:

- Identifying primary goals and objectives in alignment with the product and business teams to ensure clarity and cohesion in the project direction.
- Outlining technical constraints and specifications to match the development team's capabilities and requirements, ensuring feasibility and alignment with project objectives.
- Gathering customer insights and brand requirements to align with the marketing and design teams' vision, ensuring consistency with the overall brand strategy.

This structured approach facilitated the collection of comprehensive insights from various perspectives, establishing a solid foundation for informed decision-making and effective project execution.

Key Findings

01.

Business

- Conversion rates were significantly lower than industry benchmarks, leading to missed revenue opportunities.
- Competitor websites were designed in terms of user engagement, user-friendly design was needed to stay competitive.
- ROI for a redesign was justifiable because of the potential increase in customer conversions.

02.

Product

- Complete restructure of the product offerings is in progress. Need to accommodate for the revised product offerings.
- Align website launch with new product launches and annual CPX event in January.

03.

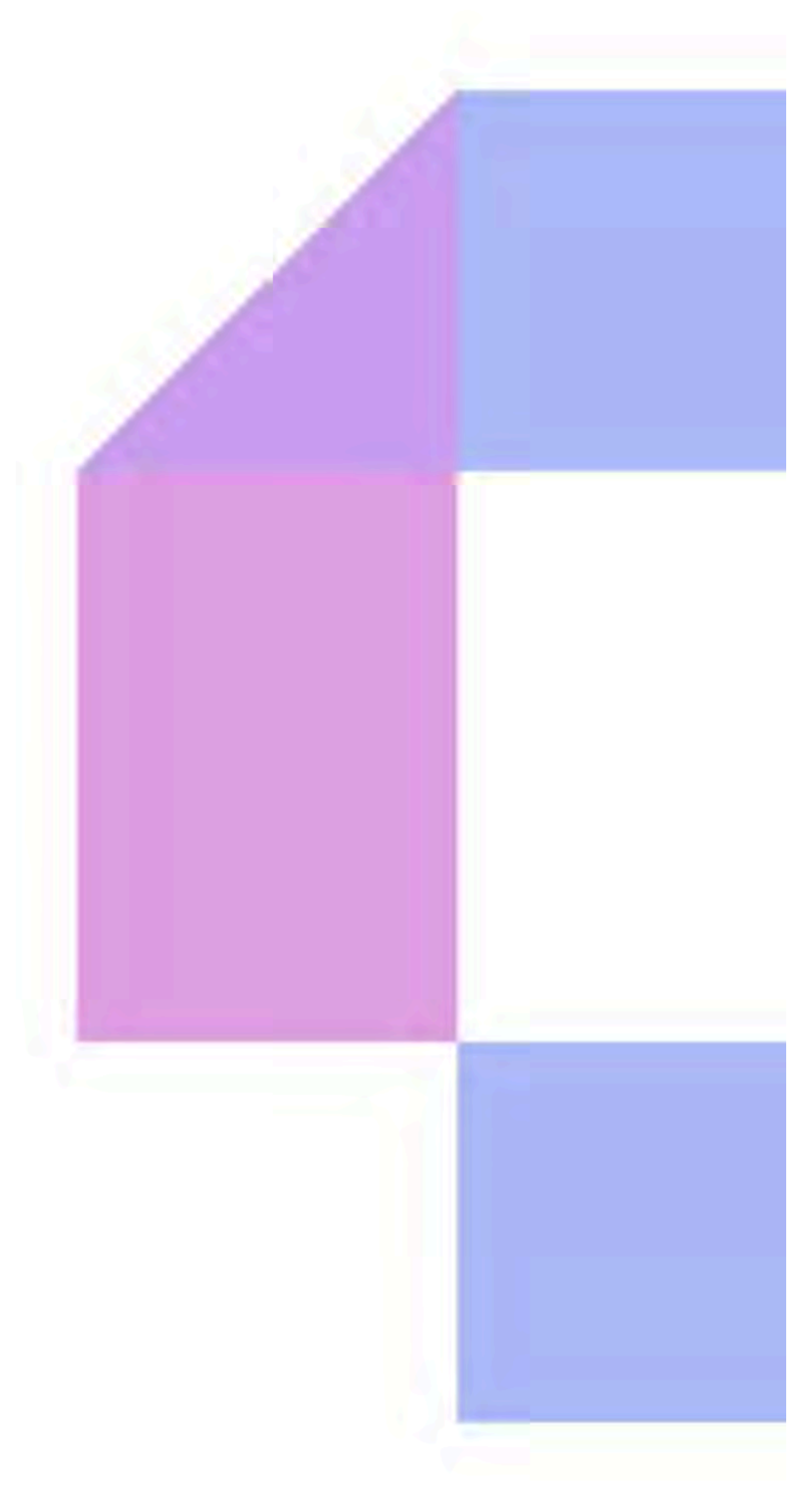
Marketing

- Need for more gated content for lead generation.
- Accommodate for targeted campaigns that will be changing and evolving over time.
- Increase website conversion rate, and look into SEO and Salesforce to drive opportunities.

04.

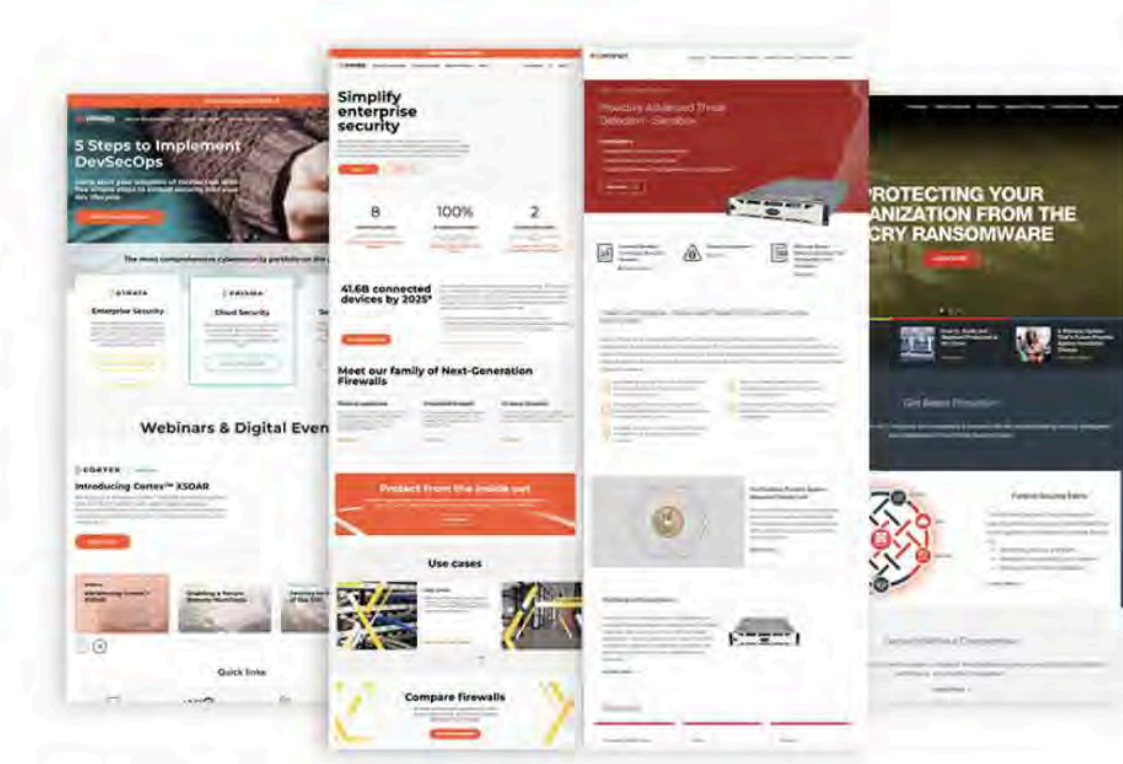
Development

- Outdated tech stack and the need to modernize the CMS to manage content efficiently.
- Design with scalability in mind to accommodate websites long-term viability.



Understanding the Competitive Landscape

Research commenced with an analysis of how Check Point's website compares to those of other software security companies. This foundational understanding provided insights into how competitors convey their brand and products to their audiences.



Grabs of Palo Alto Networks and Fortinet Websites

Competative Research Findings

01.

UX and UI Design Approach

- Company A emphasizes a user-friendly and intuitive interface with clear navigation and modern design elements, catering to users of all levels.
- Company B's approach offers in-depth content more tailored for IT professionals.

02.

Marketing Content and Branding

- Company A utilizes marketing content to highlight its user-friendly approach and emphasizes branding elements that evoke simplicity and accessibility.
- Company B's marketing content targets IT professionals, focusing on advanced features and technical capabilities, with branding that reflects expertise and innovation.

03.

User Interface Clarity and Efficiency

- Company A's interface focuses on simplicity and clarity, featuring easy-to-understand design elements and straightforward navigation paths for a hassle-free experience.
- Company B's interface offers advanced functionality with granular features (comparison tools).

04.

Visual Design and Aesthetics

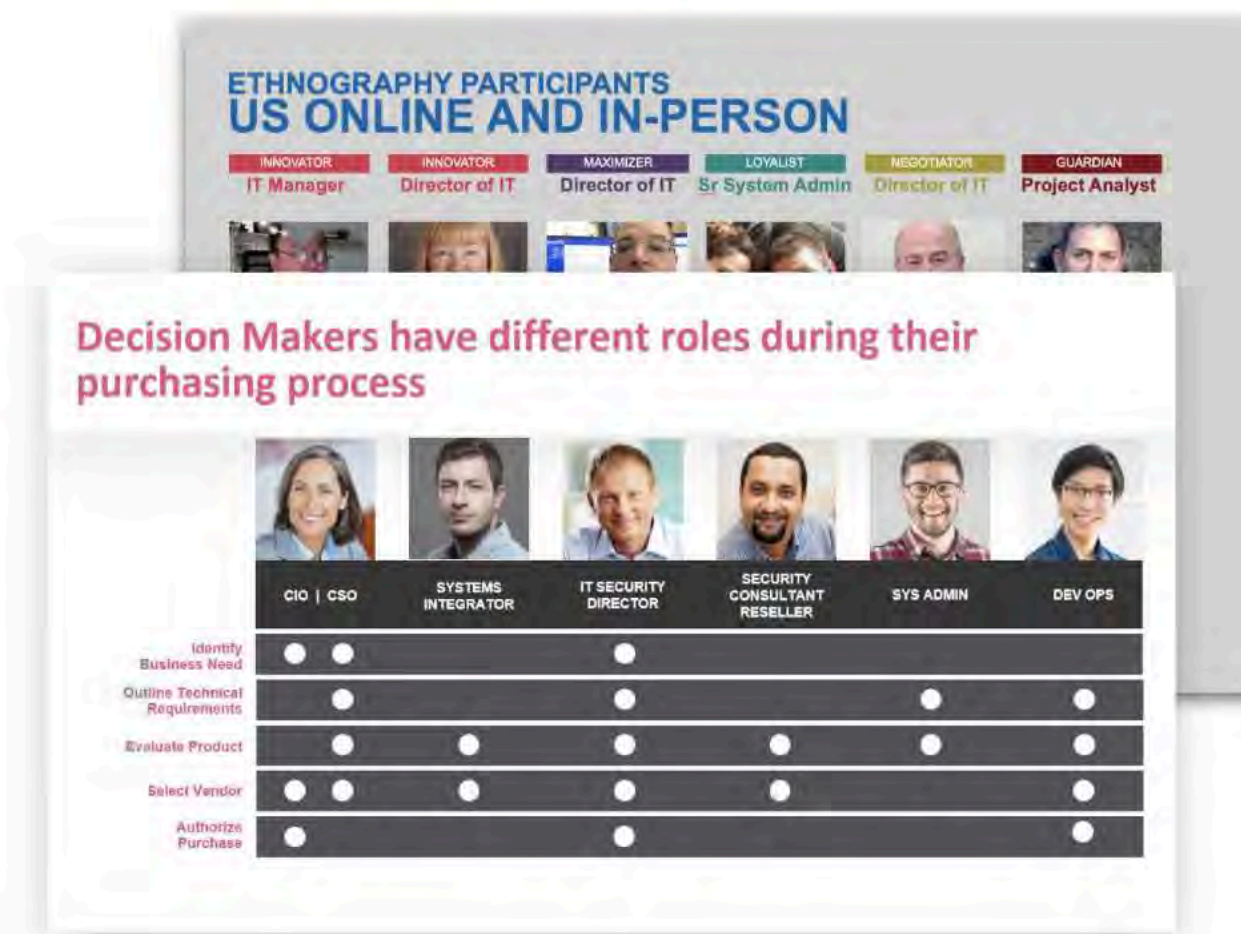
- Company A focuses on clean and modern design aesthetics, prioritizing visual clarity and simplicity for an engaging user experience.
- Company B's design is more technical and detailed, featuring advanced visualizations and data representations for IT professionals.

Understanding the People

Ethnographic Research

After analyzing the marketing team's ethnographic research and customer personas, insights were gained into the top visitors and their goals when interacting with the website. Key goals of the website visitors included:

- Review c-level content (thought leadership, industry trends)
- Learn more about a product, such as get specs, download white papers or watch videos.
- Find references or testimonials to influence purchase
- Purchase a specific product or solution
- Download trial or demo
- Look for support to solve an issue



Grabs from the Ethnographic Research Report

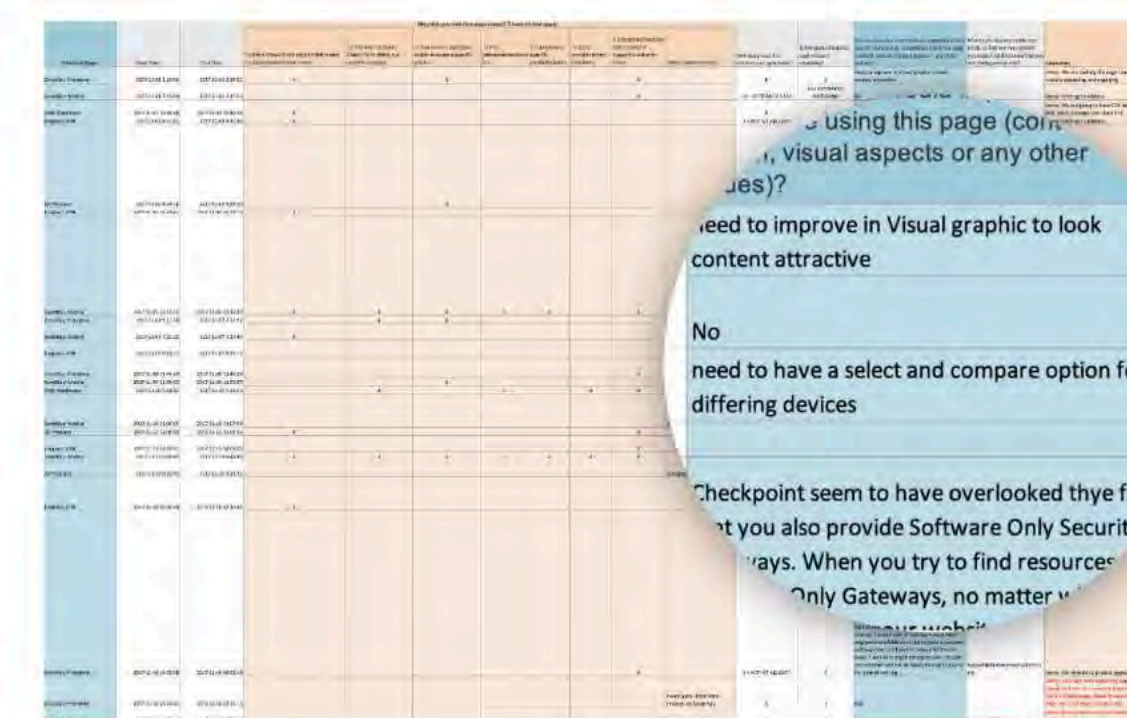
User Feedback Surveys

Feedback was collected from over 175 participants over an 8-week period. The suggestions and comments provided were invaluable in understanding users' specific goals and pain points while searching for content.

When a person was exiting a specific page, a survey would appear before page closure or exit. They were asked:

- Why they visited the page
- Did they find what they were looking for
- How easy was it to achieve their goal
- Share any comments or suggestions
- Provide email for contact regarding the issue

(20% provided their email and we reached out to them to get further details)



Survey Results Spreadsheet

Understanding the People

Key User Research Findings

Pain Point 1 – Difficulty Finding Technical Information and Critical Product Specs

People struggle to locate technical information and critical product specifications that should be readily accessible. This information is essential for making informed decisions about the product.

Impact on User Experience:

- People become frustrated when they cannot find the information they need.
- People waste time searching for technical details, affecting productivity.
- Difficulty in finding critical information erodes trust in the product and brand.

Pain Point 2 – Unclear Functionality and Benefits Due to Vague Descriptions

People struggle to understand the functionality and benefits of the product or its features due to vague or unclear descriptions. This hinders their ability to comprehend the product's value.

Impact on User Experience:

- People feel uncertain about the product's capabilities and value proposition.
- People waste time trying to decipher vague descriptions, leading to frustration.
- Lack of clarity erodes trust in the product's effectiveness.

Pain Point 3 – Poor Navigation and Page Structure

People encounter difficulties navigating the site due to poor navigation and page structure. This makes it challenging for them to find the information they need.

Impact on User Experience:

- People struggle to navigate the site, leading to frustration.
- Poor navigation wastes peoples' time and effort.
- People may leave the site if they cannot find what they are looking for quickly.

Ideation

Strategy Workshops

Following the analysis of all research, three focal points were identified, each with specific goals and artifacts to consider during the strategy workshops in the Ideation Phase.

Ideation Criteria

01.

Architecture

- Implement an intuitive navigation structure for easy browsing.
- Maintain a consistent page layout and structure throughout the site.
- Streamline navigation options to minimize decision fatigue and confusion.

Artifacts: Content Audit, Sitemap

02.

Content

- Provide clear and detailed descriptions of product features and benefits.
- Illustrate how features work with real-life examples to enhance understanding.
- Use simple and clear language that is easy for people to understand.

Artifacts: Content diagrams, Content guides

03.

Experience

- Ensure technical information and product specs are logically organized and easily accessible.
- Display critical product specifications prominently on product pages.
- Focus on simplicity and clarity while designing for multi-device experiences.

Artifacts: Wireframes

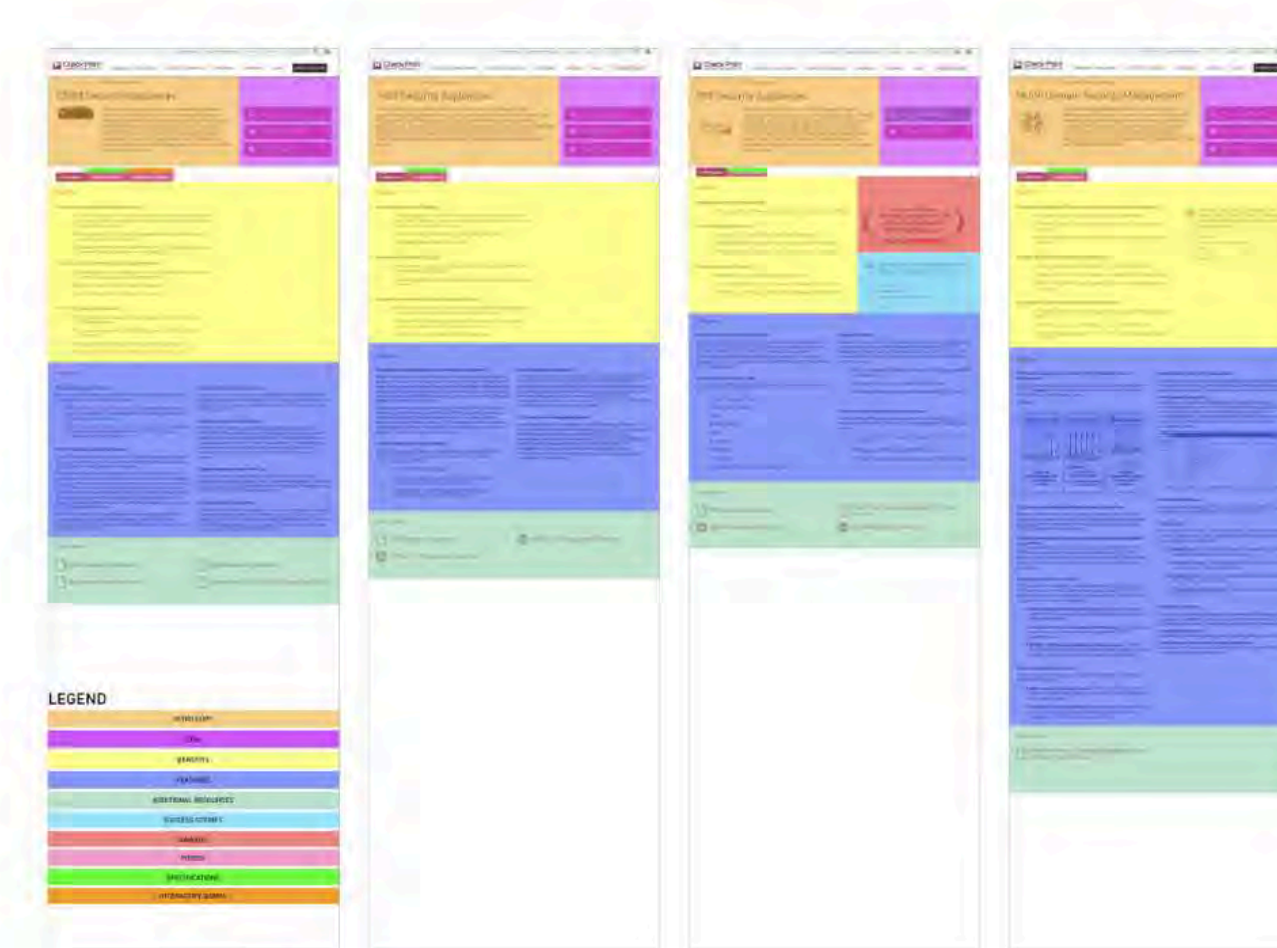
Ideation

Information Architecture

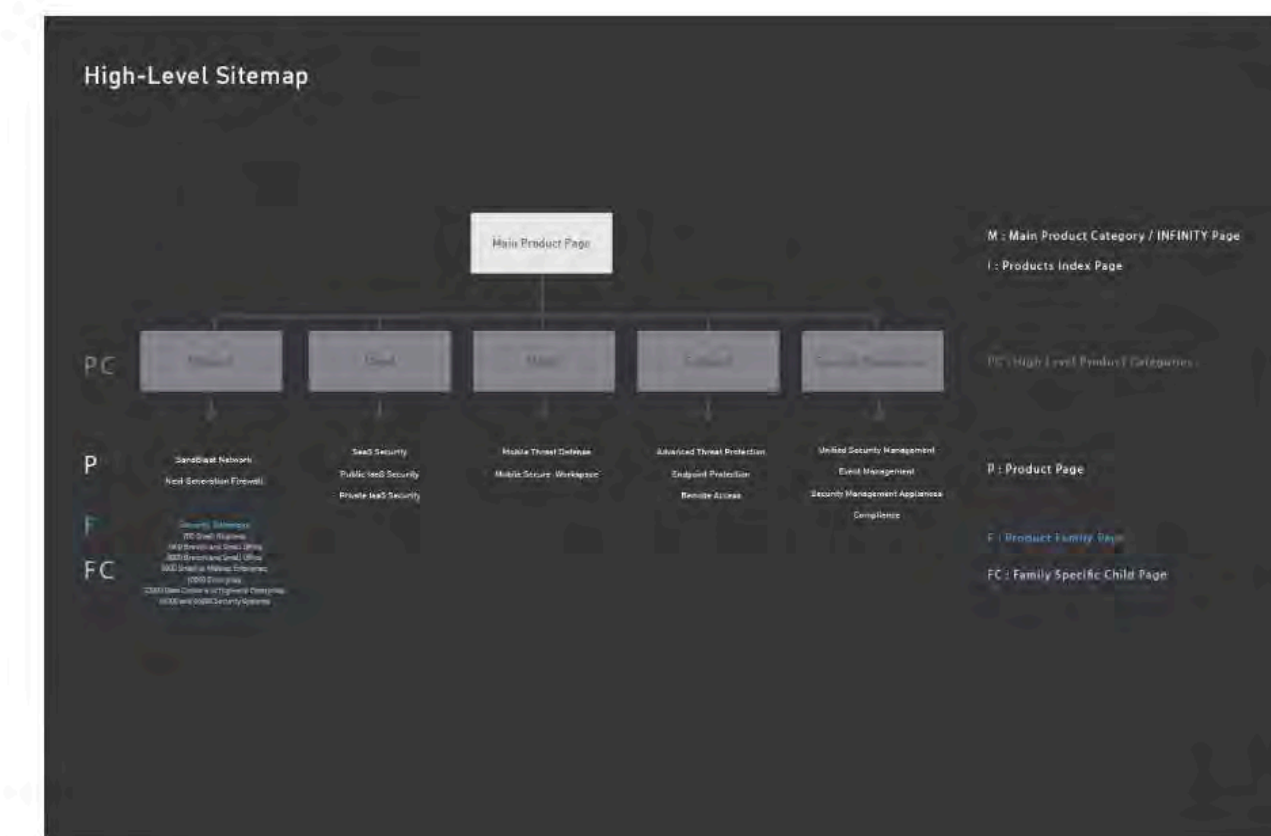
Collaboration with the Head of Digital Operations and the VP of Products led to the development of a sitemap for the redesigned pages. This process involved conducting a content audit to evaluate existing content and analyze the current website structure.

During the sitemap creation, the hierarchical structure of the pages was mapped out, defining main categories, subcategories, and page relationships. Using XD, the sitemap was visualized and iterated upon based on feedback.

Ongoing strategy workshops were held throughout the project to align the new pages and structure with upcoming product releases and reorganized product offerings. Key stakeholders and product owners were identified and maintained close communication to ensure alignment with overall project goals.



Content Audit



Sitemap

Proposed Solutions

Content Strategy

Considering the needs of all content influencers and the goals of visitors, adaptable content templates were created for the teams to follow when generating page content.

These templates addressed various visitor needs, including C-level content, marketing materials, technical specifications, product demos and trials, support documents, and more.

The content framework includes six mandatory levels (L1-L6) with optional sections that can be utilized based on the product's needs and available content. Optional sections are flexible and can be updated as new content becomes available.

1 L1 - Product Hero Banner



2 L2 - Brief Overview of Key Benefits

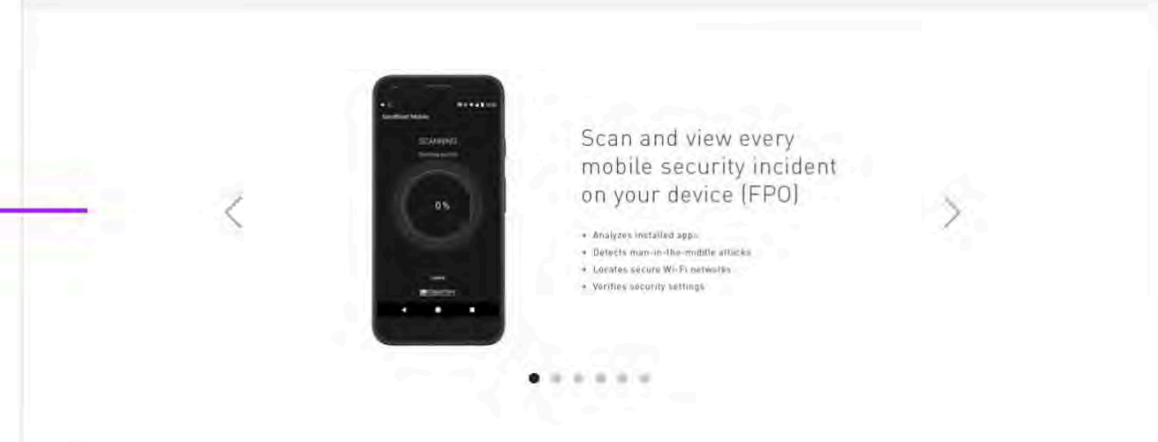


3 OPTIONAL CONTENT: Product Video

[Awards Content, Gated Assets: Whitepapers, Reports, Briefs; Press Content, News or Blog Article.]



4 L3 - Technical Details: Feature Specifications

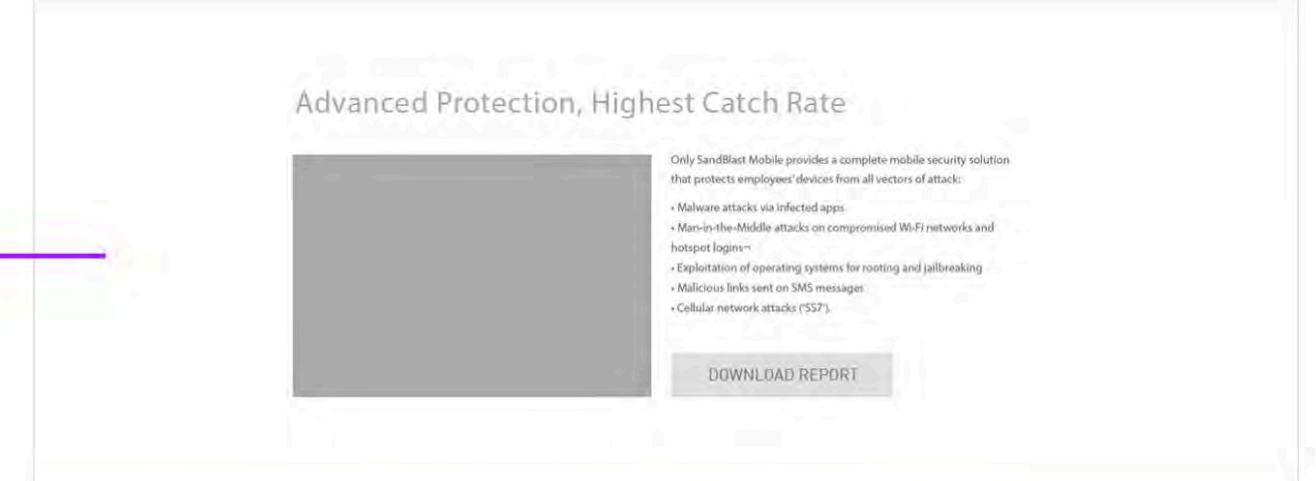


5 L4 - Customer Testimonial

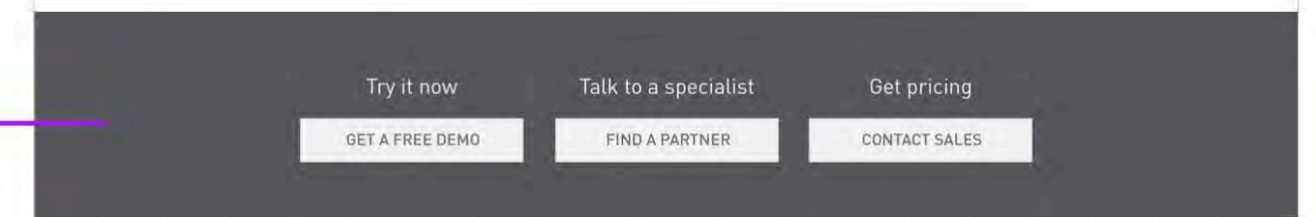


6 OPTIONAL CONTENT: Product Report

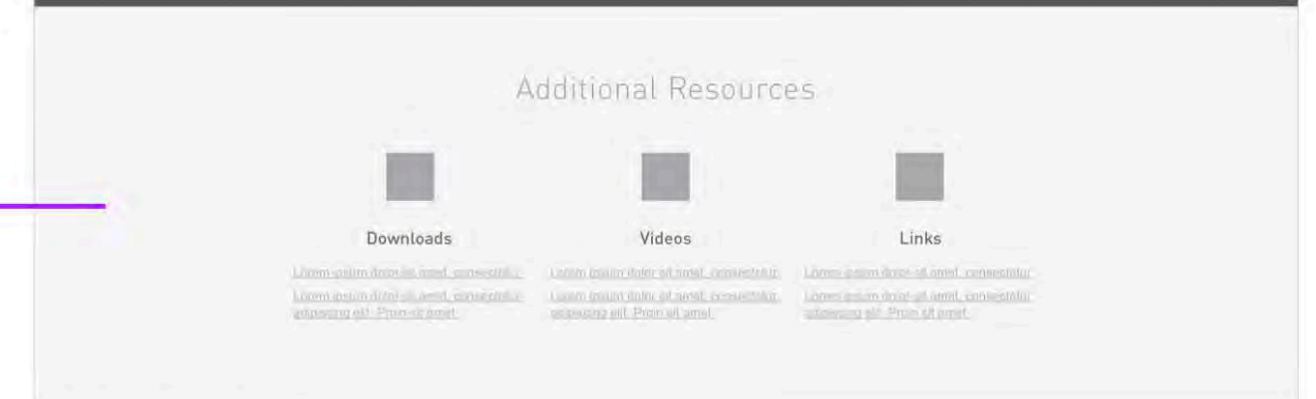
[Product Video, Awards Content, Gated Assets: Whitepapers, Reports, Briefs; Press Content, News or Blog Article.]



6 L5 - Calls to Action



7 L6 - Additional Resources



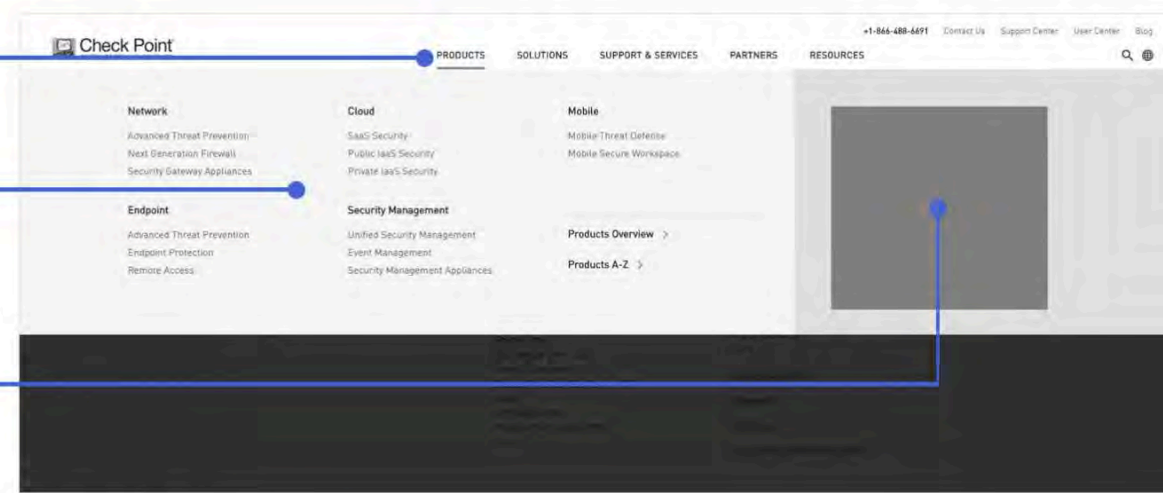
Product Page Wireframe

Proposed Solutions

Proposed Strategy

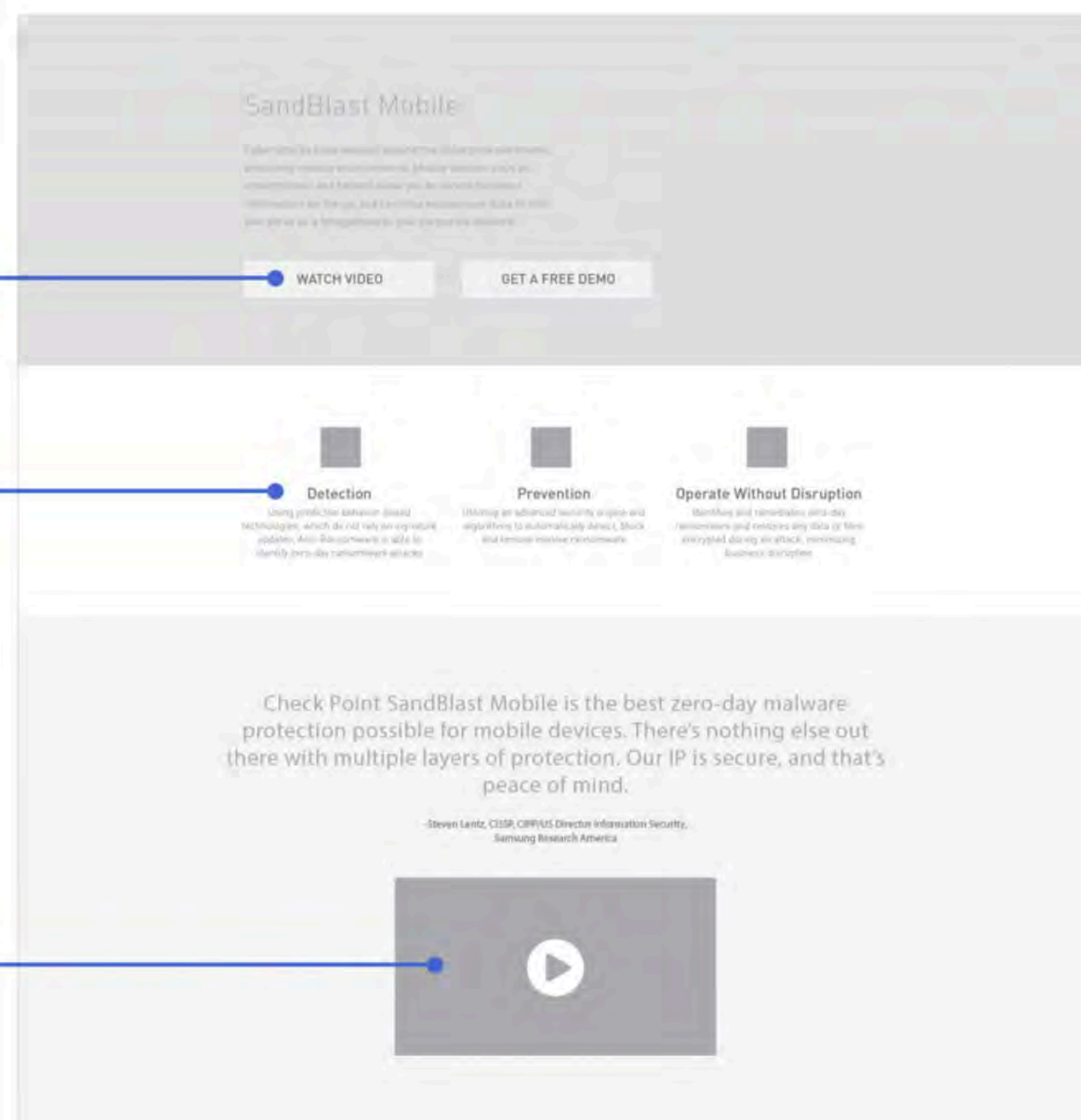
Through multiple co-creation sessions and design sprints with content creators and product owners, wireframes were developed to map out the content and UI of the updated navigation and each new page. This iterative process involved continuous refinement of content and solutions to address the needs of users and stakeholders effectively.

- 1 Product and Solutions were separated into their own sections.
- 2 Products were organized by type and a product directory was added for access to older products not visible.
- 3 Feature banner was added to the navigation menu to highlight promos, releases or other important product info.



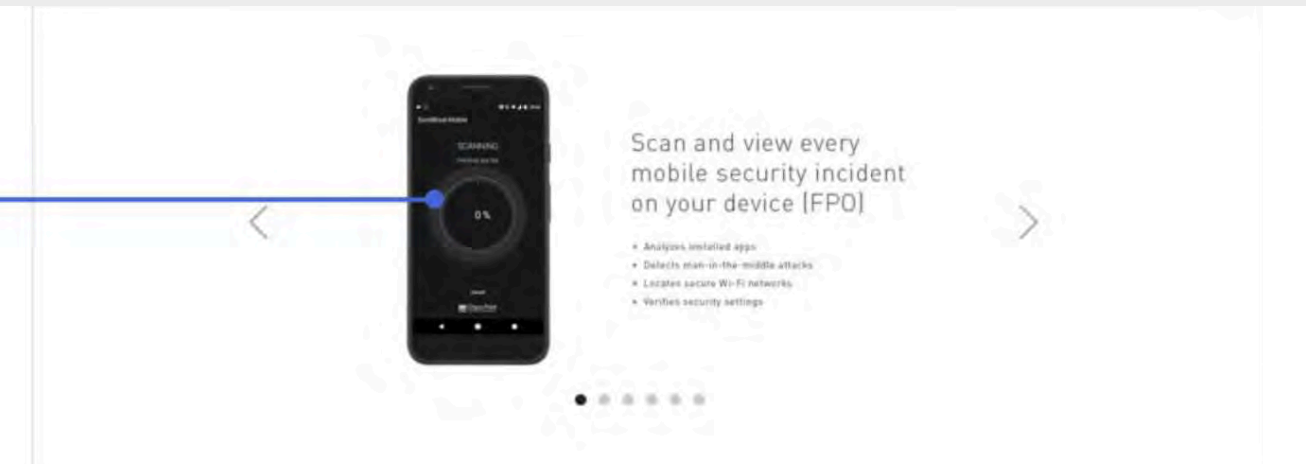
Navigation Wireframe

- 1 High visibility of important content and CTAs (Demos, gated assets).
- 2 Brief Overview of product benefits.
- 3 Reduced the copy and brought in more engaging elements like videos, images, product shots.

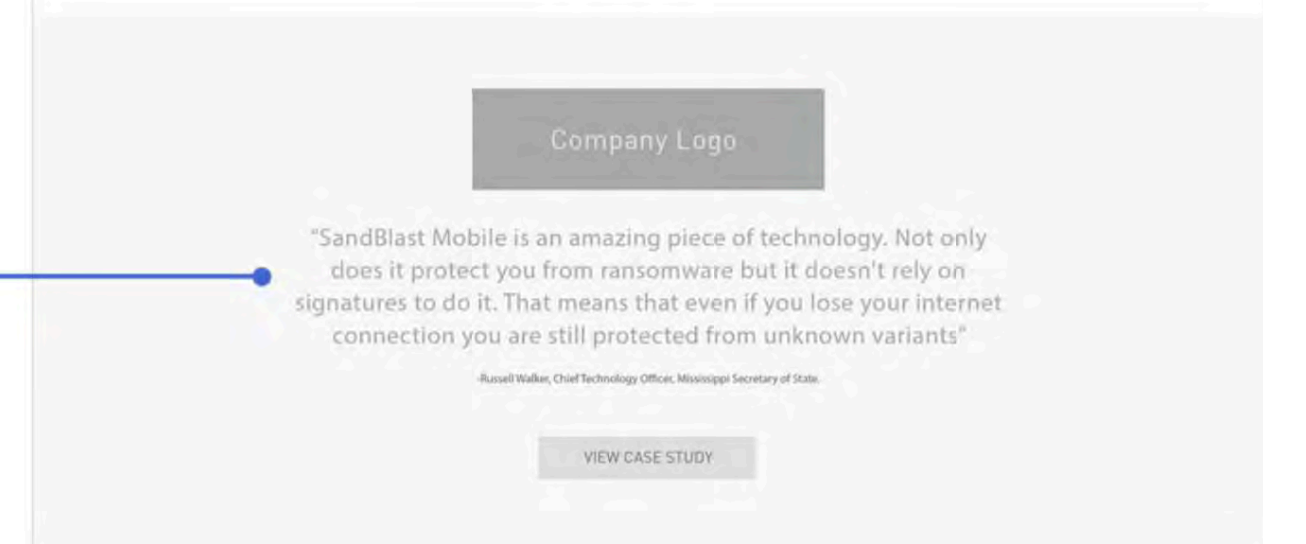


Product Page Wireframe

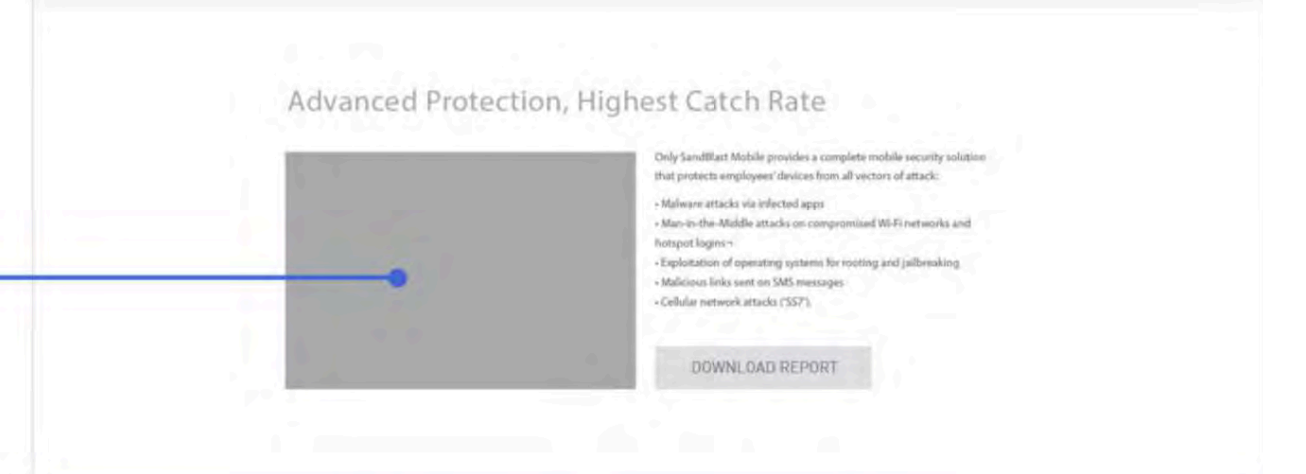
- 4 Highly visual technical details that includes charts, diagrams, animated and interactive content.



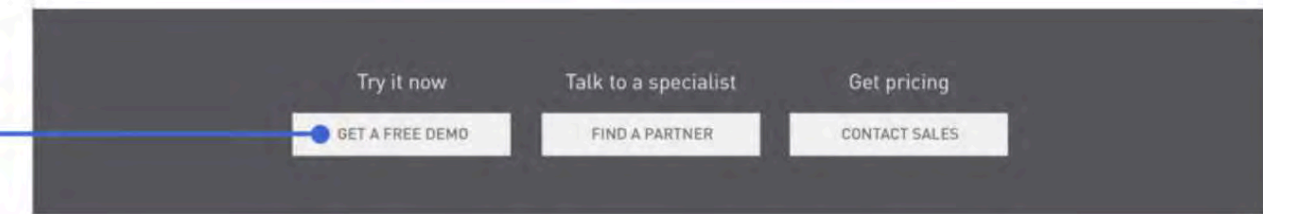
- 5 Showcased related Customer Stories to help support in decision making.



- 6 Accommodated for several gated and support content in a clear and simple format.



- 7 Important CTAs were grouped and easy to find.



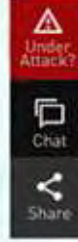
- 8 Additional support content categorized by format so its easier to find.



CloudGuard SaaS

Cloud services optimize business operations but are breached daily. Check Point's CloudGuard SaaS is the only security solution that prevents attacks on SaaS applications.

[REQUEST A DEMO](#)



Identity Protection

Block access of unauthorized users and compromised devices with ID-Guard™ technology



Data Protection

Block sharing of sensitive data and force its encryption



Zero-day Threats Protection

Prevent threats from getting into SaaS applications, and block phishing emails for Office365 and Gmail



Prevent the Takeover of Employee SaaS Accounts

Eliminate the biggest threat to SaaS applications usage. Download this report to learn why:

- 90% of SaaS breaches are caused by hacking
- 50% of the breaches are through account takeover

[READ THE REPORT](#)

Secure Any App, Any Device, Anywhere

CloudGuard SaaS enables consistent policies between mobile, PCs and even gateways, and a unified security monitoring across the board. Powered by Check Point Infinity architecture, CloudGuard SaaS provides Gen V threats protection for SaaS applications, wherever they're accessed from, through a single pane of glass.

[LEARN MORE](#)

Anti-Ransomware

SandBlast Anti-Ransomware protects organizations from all types of ransomware attacks and quickly remediates any encrypted data. Utilizing an advanced security engine and algorithms to automatically detect, block and remove the most sophisticated and evasive ransomware.

[GET A FREE TRIAL](#)

[WATCH THE VIDEO](#)



Detection

Using predictive behavior-based technologies, which do not rely on signature updates, Anti-Ransomware is able to identify zero-day ransomware attacks



Prevention

Utilizing an advanced security engine and algorithms to automatically detect, block and remove evasive ransomware



Operate Without Disruption

Identifies and remediates zero-day ransomware and restores any data or files encrypted during an attack, minimizing business disruption

SandBlast Zero-Day Attack Protection

Hackers constantly modify their strategies and techniques to evade detection and reach corporate resources. Zero-day protection from Check Point provides a deeper level of inspection so you can prevent more malware and zero-day attacks, while ensuring quick delivery of safe content to your users.

[LEARN MORE](#)



Product Specifications

[VIEW DATASHEET](#)



Analyze Behavior

Looks for ransomware-specific behaviors

- Delete backup
- Delete shadow copies
- Placed ransom notes

Purpose-built behavioral detection engine
Detect encryption

- Monitors all data files
- Tuned to identify systematic illegitimate encryption

Crafting Experiences, Building Success

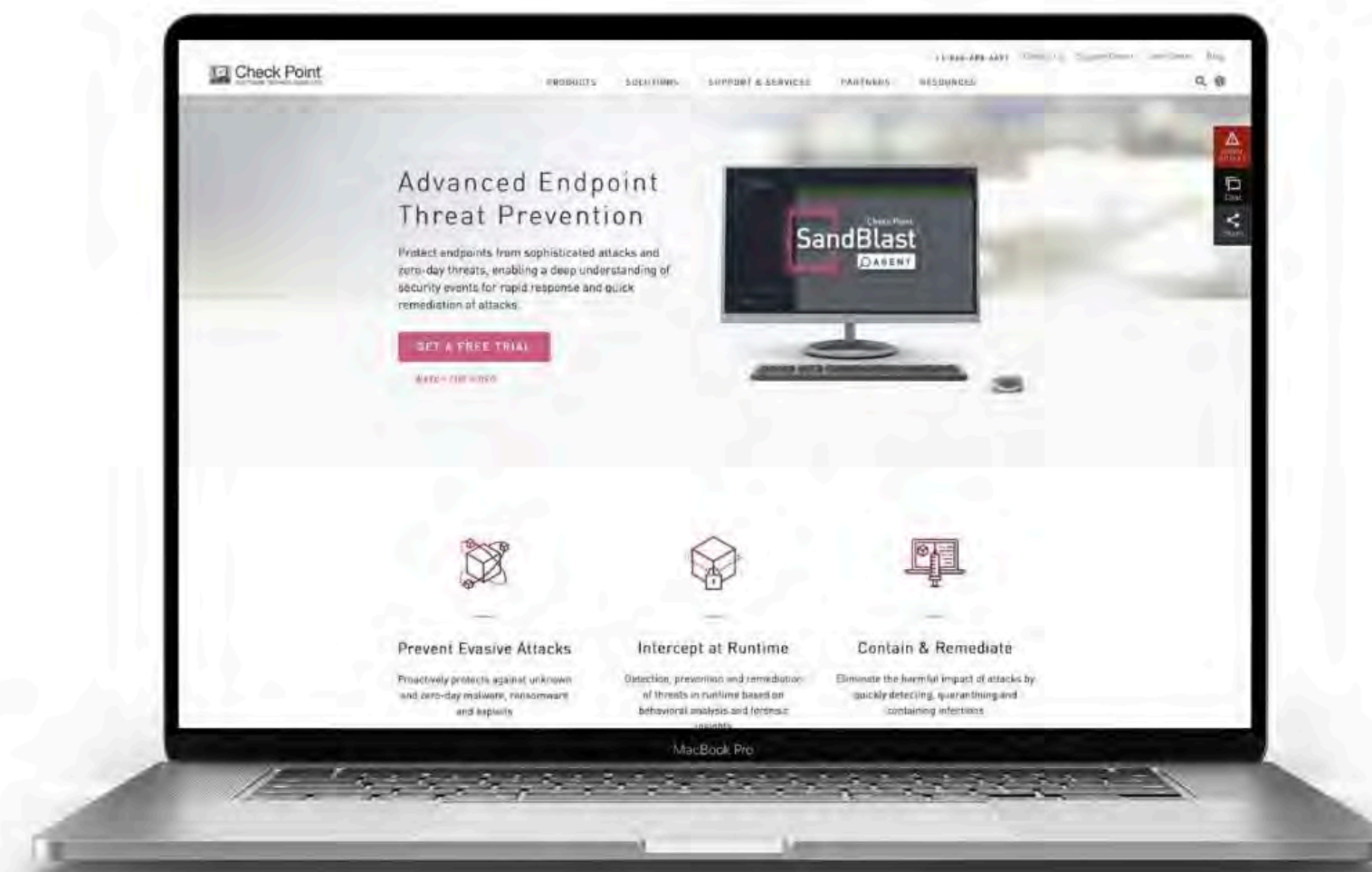
The redesign was a significant success, thanks to several key improvements:

- Tailored the content and design to meet the needs and preferences of the website visitors.
- Streamlined and modernized the UI and design for a visually appealing and user-friendly experience.
- Minimized copy and used wider bands of content to create spacious layouts, reducing clutter and enhancing readability.
- Structured the content to seamlessly adapt to various devices, ensuring a consistent user experience across desktops, tablets, and smartphones.

These changes not only led to improved engagement but also prompted a redesign of the entire website. This comprehensive overhaul further solidified Check Point's brand and online presence and contributed to increased user satisfaction and business growth.



Before



After