

Simius's Website & Web App

Cybersecurity is not a common or well-known field and with terminologies that the layman or general public is not familiar with. The Simius project's goal was to communicate clearly, using plain language, the importance of being cyber secure, how Simius works, and the benefits to smart homeowners.

The user personas include;

- users with smart homes and smart devices but have little to no knowledge of cybersecurity
- users with or without knowledge of cybersecurity who have been victims of cyber attacks
- Users who have in-depth knowledge of cybersecurity and wants to know how Simius works to be convinced to make purchase decisions.

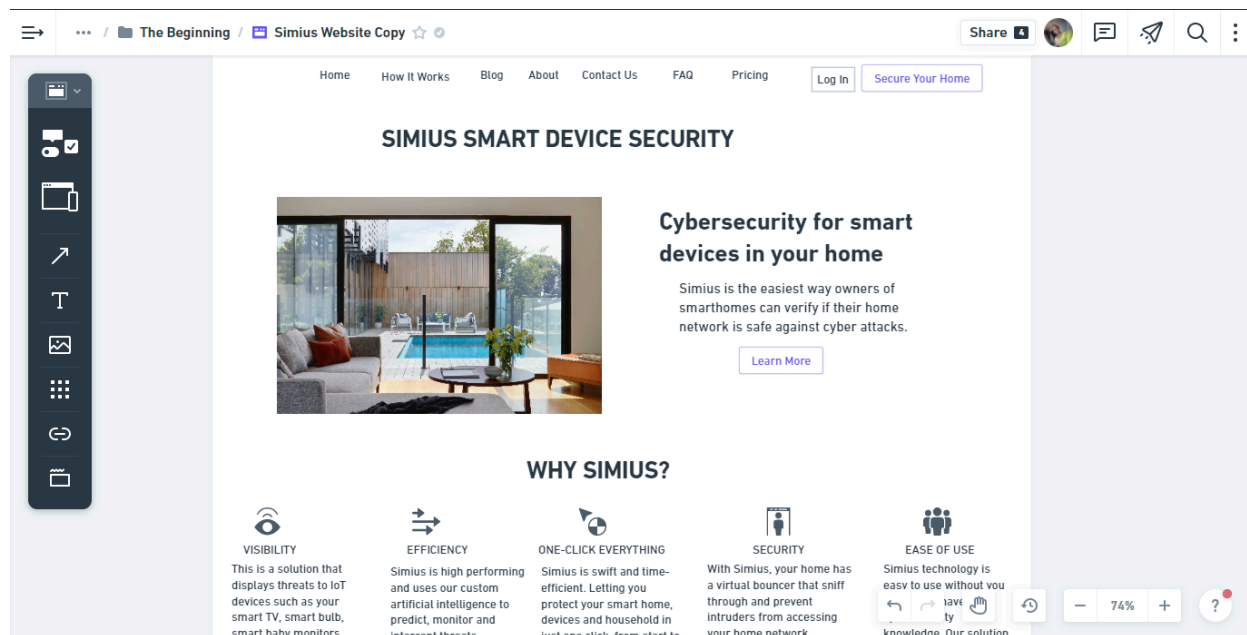
Because of these different types of user personas, the copy on the website must be understandable enough for people without cybersecurity knowledge and concrete enough to convince a cybersecurity expert.

Process

Since we were leading a content-first approach, the product manager and I discussed the terminologies and decided on terms that were too technical to understand, how to group relevant information into pages and the page structure.

I used Whimsical to flesh out and visualize the copy I had ideated. I presented the file to the product manager and the rest of the team with copy justification. During the critique sessions, we iterated on copy, made adjustments and moved the project on to design.

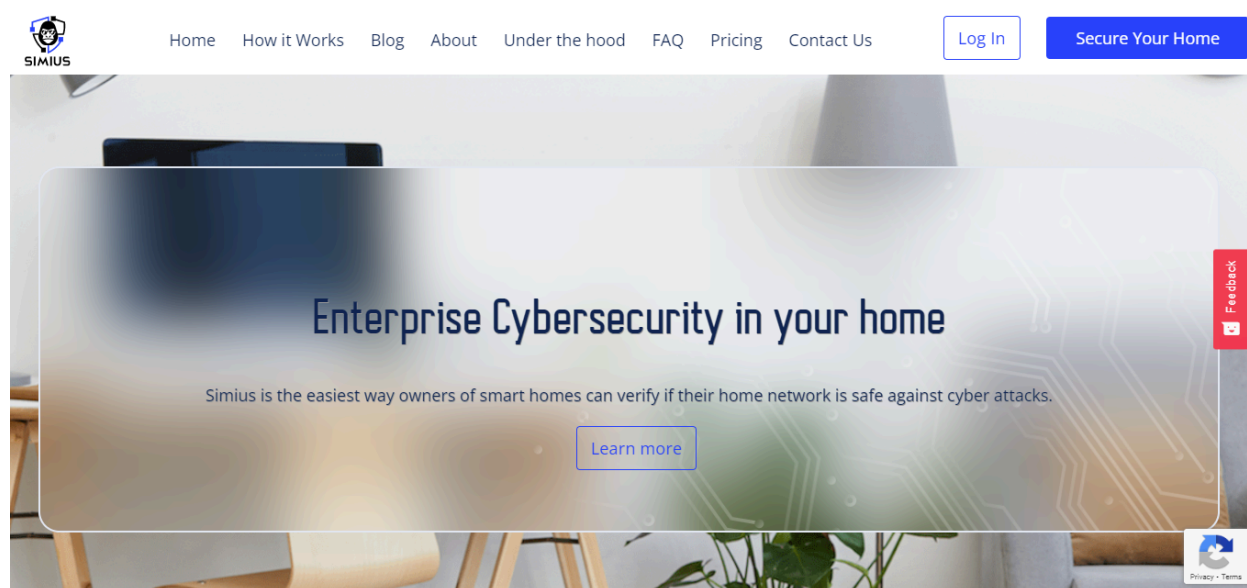
You can view the rest of the initial Whimsical file with this [link](#).



Copy justification

Home page

Heading



Although I had initially started with the copy “Cybersecurity for smart devices in your home” which was simple and straightforward, it didn’t encompass all that Simius could do and at which level it functions. It is important to show that Simius provides enterprise-level cyber protection and that it covers both smart devices and the whole smart home. This led to the current copy, “Enterprise cybersecurity in your home.”

The subheading copy is aimed at explaining what Simius does, clearly and concisely. To show that Simius was not tedious to set up, I used the word “easiest” to portray this. At first, I wanted to use the copy “Verify if your house is safe from cyber-attacks in just 3 clicks” but the copy sounded like vain marketing that people have subconsciously learned to distrust. Instead, I opted for the more robust-like copy “Simius is the easiest way owners of smart homes can verify if their home network is safe against cyber attacks.” that is currently on the website.

Call-to-action (CTA) buttons

The product manager emphasized the need for the buttons to convert. For the most important button on the home page, I used the “Secure Your Home” copy instead of “Sign Up” to convince website visitors and guide them to take the step to sign up to use Simius. I also ensured that this button and its destination link was consistent throughout the website.

The Log In button is straightforward and for returning Simius users.

For the button under the heading and subheading, the “Learn More” copy sounds vague but it seems enough to point out to users that were interested in learning how the Simius product helps them to verify and protect their homes.

Why Simius?

This part of the website is the most critical, copy wise, I had to explain cybersecurity jargon in plain English. I explained to website visitors why they should opt for Simius without confusing them or giving them a cognitive overload by using familiar everyday words and giving commonly known examples when I use terms that they may not be familiar with. For example, when I mentioned IoT devices I gave examples that people are familiar with to add context and help them understand what we were talking about.



Why Simius?



VISIBILITY

Simius displays threats to IoT devices such as your smart TV, smart bulb, smart baby monitors, computers, phones, routers etc.



ONE-CLICK EVERYTHING

Simius is swift and time-efficient. Letting you protect your smart home, devices and household in just one click, from start to finish.



EFFICIENCY

Simius is high performing and uses our custom artificial intelligence to predict, monitor and intercept threats.

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We used the narrative of a bouncer to paint a picture of how Simius works. People are familiar with bouncers and how they operate and they can easily visualize this as it was impossible to explain this another way without sounding too technical.

I also added the CTA button to immediately convert visitors that are impressed with Simius and are ready to sign. This eliminates the need to scroll back up to find the button.



SECURITY

With Simius, your home has a virtual bouncer that sniffs through and prevents intruders from accessing your home network.



EASE OF USE

Simius technology is easy to use without you needing to have any cybersecurity knowledge. Our solution is simple enough to be understood by anyone with tech or non-tech background.

Let's Get You Started

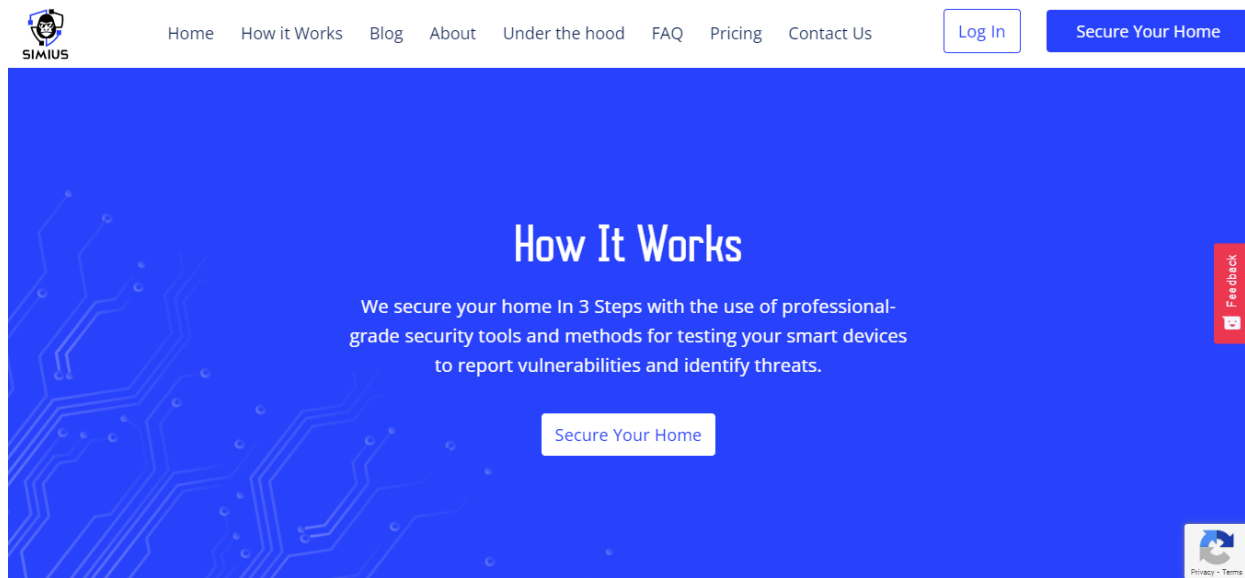
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How It Works page

To prove the point that we made on the home page's subheading copy that Simius is the easiest way owners of smart houses can verify their homes, we created a "How It Works" page. The page shows the step-by-step to use Simius.



To make the process seamless, I added, alongside the 3 steps description, pictural representation to serve as a visual aid and also to give users the feel of what Simius looks like on the inside. I made sure that the copy at each step of the process is simple and succinct.



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[Log In](#)

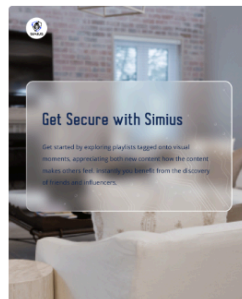
[Secure Your Home](#)



CREATE AN ACCOUNT

This step requires your email address and a password. You can also use your Google and Facebook account.

[Secure Your Home](#)



Already have an account? [log in](#)

Get Started
Get started by exploring playlists tagged onto visual moments, aggregating each view content how the content makes others feel. Increase your insight from the discovery of trends and influencers.

Or sign up with

[Google](#) [Facebook](#) [Twitter](#)

or sign up with

First name Last name

Email

password

[Sign up](#)

☐ By clicking this you agree to Simius's [conditions](#) and [Privacy policy](#)

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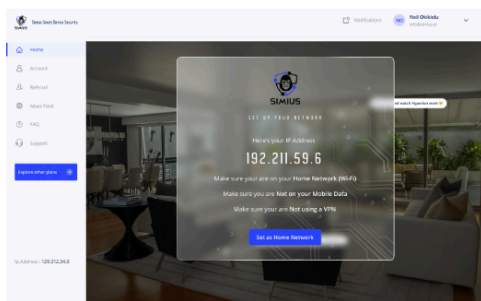
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[Secure Your Home](#)



SETUP YOUR NETWORK

After sign up, set the IP Address on your home page as your home network to start scanning.

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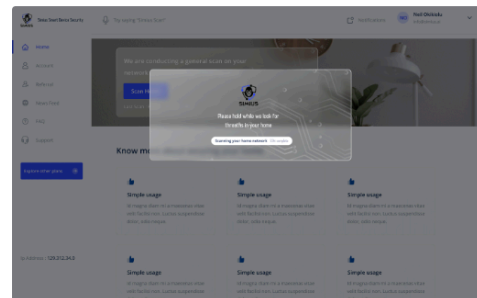




WE TAKE CARE OF THE REST

The scan will start automatically after setting up your network.

[Secure Your Home](#)



[Feedback](#)