

Brainstorming: Build trust on our website

Date: 29. Nov. 2022

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Status: Draft

Overview

In conversations with John Edgar, Fred Pullin, and Irina Leca, each mentioned missing trust as a number one issue in generating Demos from our Website. This is an ongoing effort to discuss ideas on how to improve this.

How to work with this document

Status

When adding an idea, we add it with the status “Draft” and assign Peter Bissinger it to it. The Sales and Marketing Team will discuss the idea in their next sync. If they approve, they will set the idea's status to “Approved” and link a task in ClickUp. If they decline, they will provide a reason for the decline, so we don't reiterate on the idea later. The marketing team has authority over what is approved or declined, and the discussion on each topic ends with their decision. Please also note that each idea, if approved, is tested first, and might be rejected after testing later on.

Examples

Please provide examples of the suggested change as a screenshot and not as a link because external links may change over time.

Hypothesis

Please provide a hypothesis for each example, e.g., “Trust will increase with testimonials, specifically if they are by real people because they allow gaining more insights into the solution and because humans rely on the opinion of other people for decisions.”

Ideas

Remove our Delaware Address and add our German address

Status: Done; [Delaware address | #37q6yjf \(clickup.com\)](#)

Examples: N/A

Hypothesis: Delaware is a place where many tax evading companies are registered, which might lead to the impression that codesphere is not an honest company.

Adding a german address might increase trust with our customers in DACH because they trust the german GDPR laws and know that they can talk to a german person when they might need support.

We might just add our german address and not remove the delaware one, if that is required by law somehow.

Add our status page widget to our site

Status: Done; [Build Uptime monitoring widget for website | #31mnjea \(clickup.com\)](#)

Examples:



Qovery is a Platform to Deploy On-demand
Environments on AWS in Just a Few
Seconds

● Systems Operational

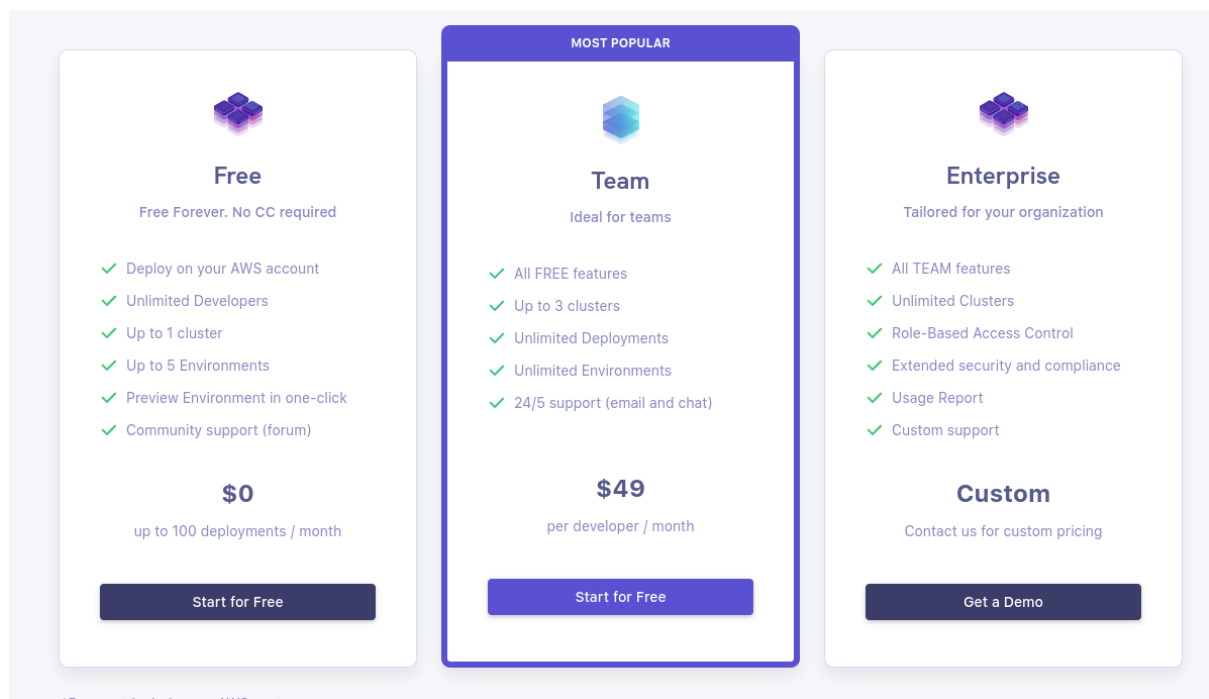


Hypothesis: When people see that we are actually valuing our SLA and showing them publicly, they gain more trust in our hosting for their business, that they rely on

Add an enterprise plan that shows our enterprise features.

Status: Done, [Add an enterprise plan, that shows our enterprise features | #37q70vh \(clickup.com\)](#)

Examples:

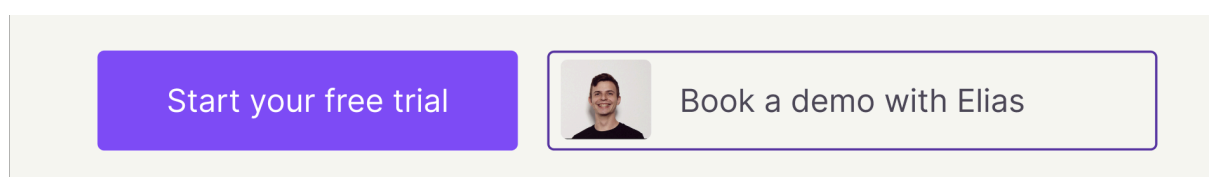


Hypothesis: When people see that we provide enterprise features such as SLA's and that they can talk to a sales representative, they will trust that we are a real company

Show the face of a person, in our “book a demo” buttons

Status: Done

Examples:

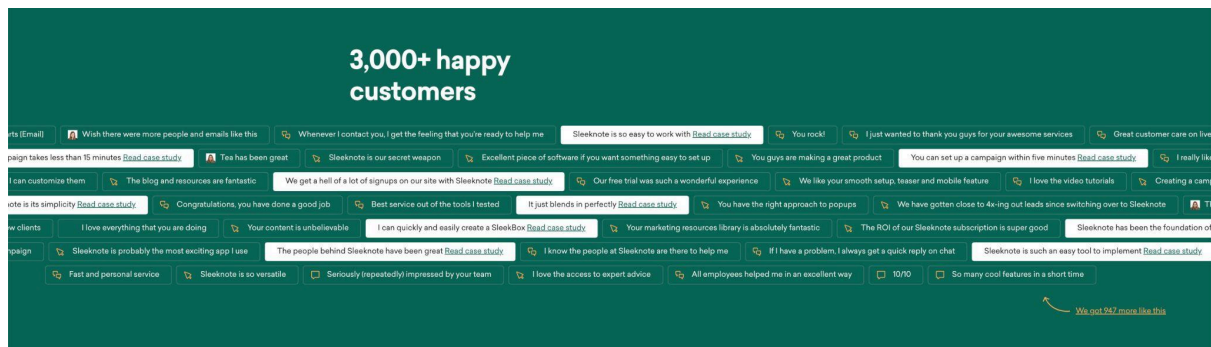


Hypothesis: Specifically for enterprise, people buy people, so we can build trust for that early on. The only thing that should be different to the example: we should not book the demo directly with the CEO, but rather with one of the sales reps.

Show real customer testimonials much on the landingpage, and link to our whitepapers from there, as well as the count of our users

Status: Done, [Show real customer testimonials much on the landingpage, and link to our whitepapers from there, as well as the count of our users | #37q72nn \(clickup.com\)](#)

Examples:



"StackBlitz is the first online IDE **whose compute model makes sense to me.**"



TOM PRESTON-WERNER

founder of GitHub & Investor in StackBlitz

"Being able to instantly open and share environments has **significantly reduced our team's support burden** for bug reproductions and enabled rapid innovation."



STEPHEN FLUIN

Developer Relations Lead at Google

Trusted by **25000+** Platform Engineers, Developers and growing Companies around the world

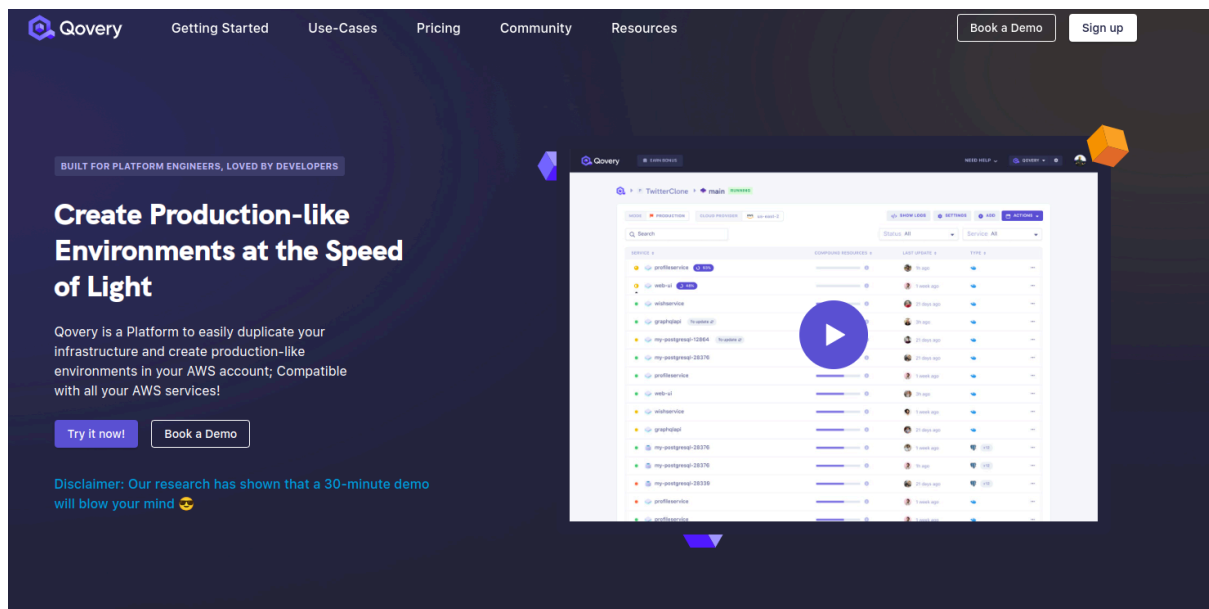
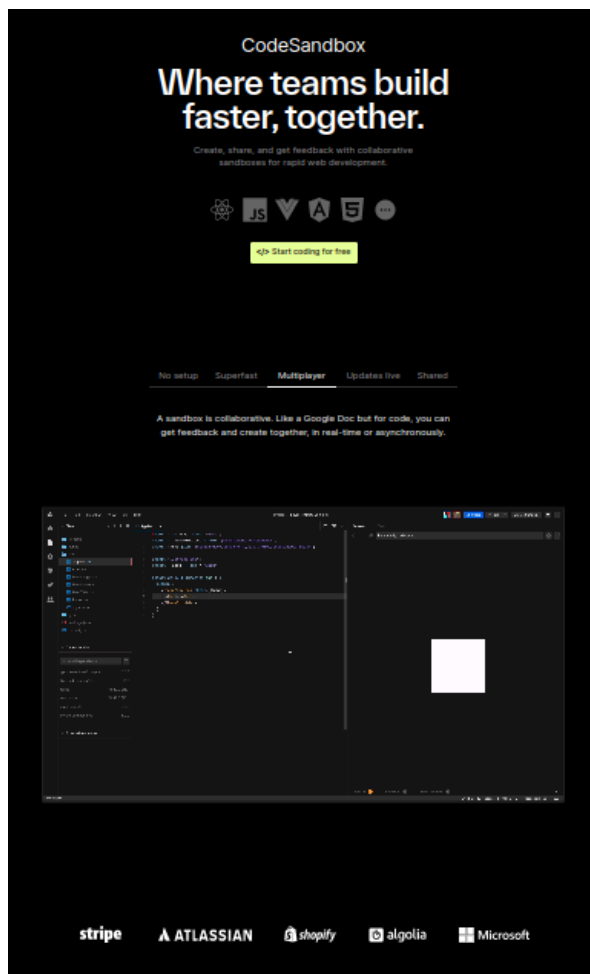


Hypothesis: Trust will increase with testimonials, specifically if they are by real people because they allow gaining more insights into the solution and because humans rely on the opinion of other people for decisions.

Show a well-produced product demo video, maybe, but not necessarily in the hero section

Status: Done, [Video sales-demo codesphere | #3764pbd \(clickup.com\)](#)

Examples:




Hypothesis: Users will trust the product more if they can experience it before having to give their information or having to talk to someone, and when they go off to discover codesphere on their own, they will experience the product the way we anticipate it in the demo

Show that our DC are SOC2 etc compliant, and allow booking a call with our Data Privacy Expert


Status: Done, [Show that our DC are SOC2 etc compliant, and allow booking a call with our Data Privacy Expert | #37q752b \(clickup.com\)](#)

Examples:




PCI DSS Level 1
Service Provider

The Payment Card Industry Data Security Standard (PCI DSS) is a widely understood and accepted security standard for cardholder data.




HIPAA
Protected Health Information

The HIPAA Privacy Rule provides federal protections for personal health information held by covered entities and gives patients an array of rights with respect to that information. Customers who want to build healthcare applications on Heroku that comply with US HIPAA requirements should [contact sales](#) about completing a Business Associate Addendum with Heroku.




ISO 27001
Security Management Controls

ISO 27001 is a widely recognized and internationally accepted information security standard that specifies security management best practices and comprehensive security controls following ISO 27002 best practices guidance.




ISO 27017
Cloud Specific Controls

ISO 27017 is a standard that provides additional guidance and implementation advice on information security aspects specific to cloud computing.




ISO 27018
Personal Data Protection

ISO 27018 establishes commonly accepted control objectives, controls and guidelines for implementing measures to protect Personally Identifiable Information (PII) in accordance with defined privacy principles for public cloud computing environments.




SOC1 Type 2
Internal controls over financial reporting systems

SOC1 Type 2 is an independent examination of the IT General controls and controls around availability, confidentiality and security of customer data processed by the Heroku Platform relevant for the financial reporting of customers.



SOC2 Type 2
Security, Availability & Confidentiality Reports

The restricted to use SOC2 Type 2 report is an independent examination of the fairness of presentation and the suitability of the design of controls relevant to security, availability and confidentiality of the customer data processed by the Heroku Platform.



SOC3
Public report of Security, Availability, Integrity, Confidentiality, and Privacy controls

The general use SOC3 report is an independent examination of the fairness of presentation and the suitability of the design of controls relevant to security, availability and confidentiality of the customer data processed by the Heroku Platform.

Why should you run critical apps on, and entrust sensitive data to, Heroku?

Developers from around the world entrust sensitive data to Heroku, and nothing is more important to us than honoring our custodial commitments to protect this data. Trust is our number one value. It is this commitment to customer trust that directs the decisions we make every day. We know that compliance is an essential component of the customer trust journey, and we see compliance as the byproduct of a relentless focus on security and engineering excellence.

Simplify compliance

Data controls and privacy

Build on a trusted platform

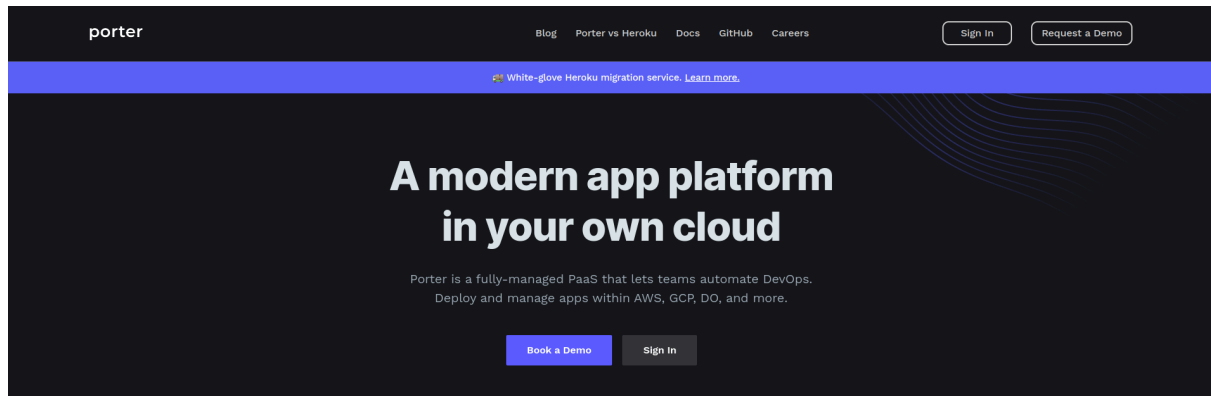
Build apps for regulated industries

Hypothesis: Even though we are not yet, customers will appreciate that at least our DC are compliant, and being able to discuss the issue with an expert at our site, builds additional trust that we are taking care of the issue

Banner that shows we offer a migration service

Status: Done, [Banner that shows we offer a migration service | #37q75ce \(clickup.com\)](#)


Examples:



Hypothesis: A number one fear of the people we talked to, was that the migration will take a lot of resources on their end. When we show them that we will migrate them, we can build trust that this is not the case and we offer great support.

More docs, with more, professionally produced video tutorials specifically on how to integrate different services

Status: Done, [Tutorial Integration | #37q75n6 \(clickup.com\)](#) See

 New Codesphere Documentation Structure for content structure Elias and I agreed on for now

Examples:

[Features](#)
[Docs](#)
[Templates](#)
[Integrations](#)
[Customers](#)
[Enterprise](#)
[Pricing](#)
[Contact](#)
[Login](#)
[Sign Up](#)

Find an Integration

Extend and automate your workflow by using integrations for your favorite tools.

[Commerce](#)
[Logging](#)
[Databases](#)
[CMS](#)
[Monitoring](#)
[DevTools](#)
[Analytics](#)
[Security](#)
[Messaging](#)
[Code Repository](#)

and improve your experience.

Accept

Featured

MongoDB Atlas

Intuitive document-oriented database

Sanity

The unified content platform

Auth0 Template

Next.js blog application with Upstash and Auth0

Commerce

[D](#)
[G](#)
[T](#)
[W](#)
[@](#)

The Fly Global Application Platform

Fly.io is a global application distribution platform. We run your code in [Firecracker](#) microVMs around the world.

Our *raison d'être* is to deliver your applications to your users globally, with the highest possible availability and the lowest possible latency, with a great developer UX.

We want you to run your full stack close to users, whether it's a simple web service or your database-backed opus with multiple supporting services. Check out our [persistent storage volumes](#) and [ready-](#)

Getting Started

- Speedrun: Deploying an App
- Hands-on with Fly
- Web Launchers
- Install Flyctl
- Log in to Fly
- Working with Fly Apps
- Launching a New App
- Troubleshooting Deployments

Language & Framework Guides

- Run an Elixir App
- Run a Rails App
- Run a Laravel App
- Run a Django App
- More...

Database & Storage Guides

- Fly Postgres
- MySQL
- SQLite & LiteFS
- Disk Volumes
- Redis by Upstash
- EdgeDB
- PlanetScale Database
- MinIO Object Storage

On this page


- Docker Without Docker, With or Without Docker
- Happiness on the CLI

Hypothesis: When users see that we have a large amount of docs, they will believe that they won't rely on our help to get their software up and running, and that they can solve problems by themselves. Also, they will understand that codesphere has no limit of integrating with other services, which was another top 5 fear that potential customers had on against using codesphere.

Add Trustpilot logos

Status: try later; [Add Trustpilot logos / sign at trustpilot and publish | #37q76f1 \(clickup.com\)](#)

Examples:

Cyber Monday Sale

Unleash the Power Of Managed Cloud Hosting


Don't miss out on your LAST CHANCE to grab this deal!

Get Cloudways at **40% OFF** and experience powerful hosting backed by 24/7 expert support that helps you grow your online business exponentially!

The offer expires soon, so [login](#) and upgrade NOW to save big for 4 months straight!



GET THIS DEAL

[CYBER MONDAY EXCLUSIVE] For DigitalOcean users, we're giving an **extra \$100 in hosting credits** if you [upgrade](#) before 28th November ends.




Host phenomenal websites on a managed cloud platform.

[Subscribe here](#)



Rated 4.8 out of 5.

 **Trustpilot**

Rated 4.5 out of 5 stars.

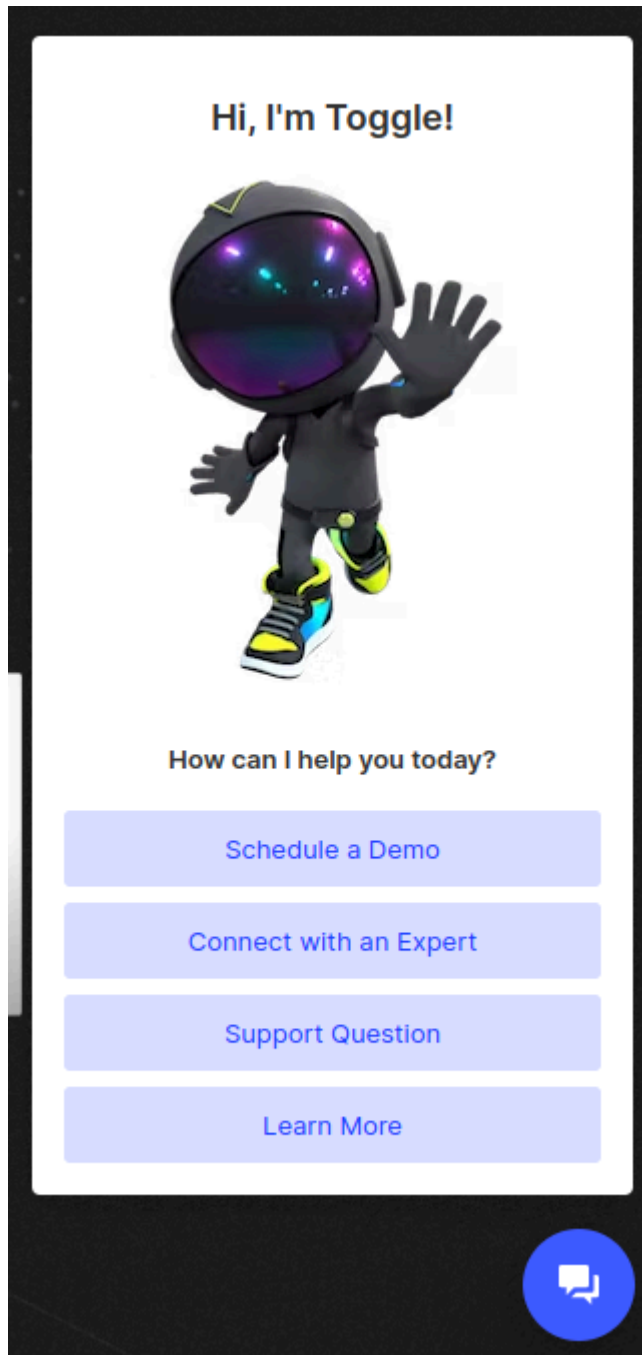
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Hypothesis: Potential users like and trust ratings

Add a Chatbot for customer support and referring to docs

Status: Draft

Examples:



Hypothesis: Adding this will give the feeling like we have an active team responsible for customers.

Be more specific in our e-commerce copy to show differentiation with competitors more

Status: Draft

Examples: <https://www.netlify.com/for/ecommerce/>

E-Commerce (Specific, Multi-server hosting)

Multi-Server E-Commerce on Codesphere

Give your E-Commerce store near-instant page loads when deployed on Codesphere, and benefit from staging environments, a/b testing, and load balancing for peak times.

Features:

Run your store on multiple servers and stay fast even under heavy traffic.

A/B test multiple servers to test which works best and maximize ROAS.

Create as many staging environments as you like and try just about anything without breaking production.

Become cloud-native today!

Main (Vaguer, Collaboration)

Nothing great is built alone.

Codesphere connects everyone in the development process so teams build better products, faster.

Features:

The fastest preview deployments in the universe, saving you costs by just not running when you are not using them.

Integrated monitoring that your engineers see every day, and that helps to actually understand what's wrong. (later)

Collaborative reviews that save time and money!

No vendor lock-in with our super-connected marketplace and integrations! (later)

Release and scale globally with one click - ready when you are!

Hypothesis: Everybody seems to say the same thing in the market, and we can show that only by being a bit more specific instead of just showing the benefits like everybody else.

Brag with media coverage on codesphere and elias

Status: Done

Examples:

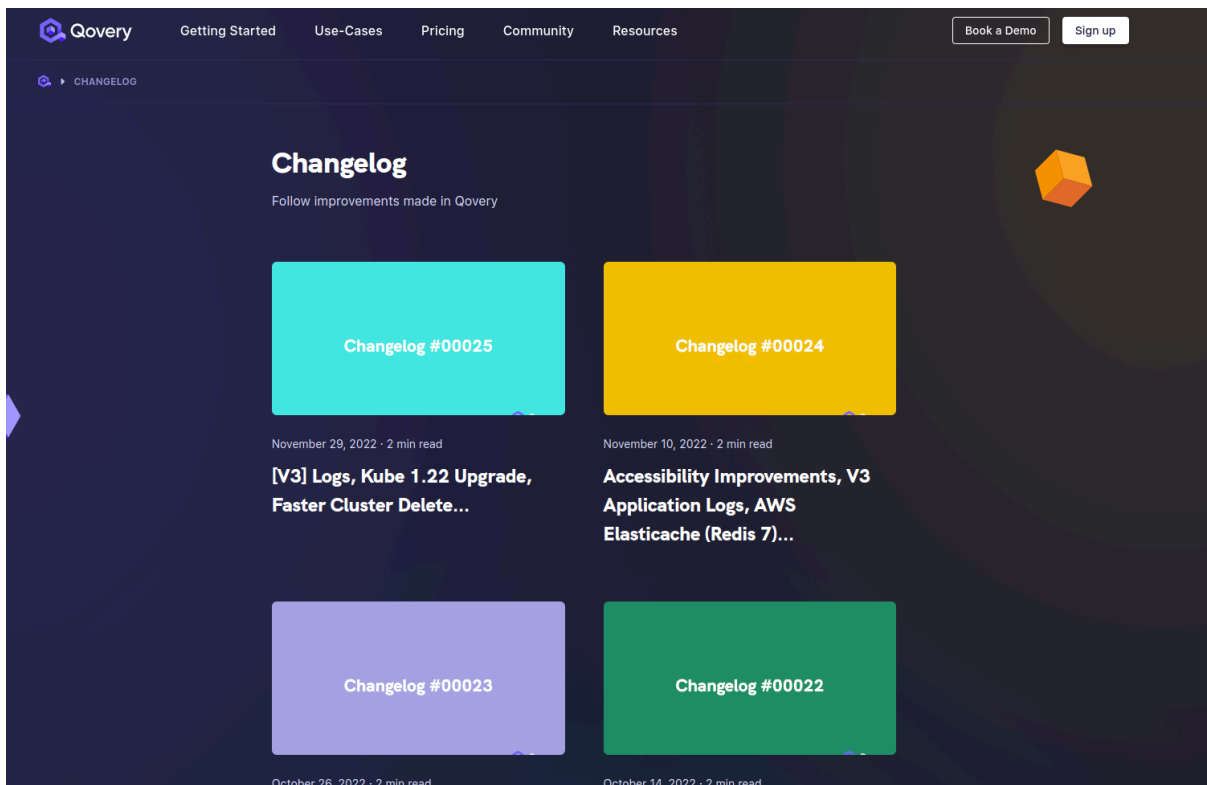


Hypothesis: Media coverage builds trust as well

Add release notes on our website

Status: Draft

Examples:



<https://feedback.askui.com/roadmap>

Hypothesis: Showing that we are actively working on the product will build trust

Re-add feedback requests on our website (for later)

Status: Draft

Examples:

feedback.codesphere.com

Hypothesis: Showing that we care about user feedback will build trust