

Create a detailed customer

Below is a detailed **customer experience journey map** for a Best Buy retail customer who purchases Webroot and needs onboarding support, synthesized from the researched workflow in the attached PDF.

Best Buy + Webroot Customer Experience Journey Map

Scenario: Retail customer purchases Webroot and needs onboarding support

Customer context

The customer likely buys Webroot as either:

1. **An add-on with a new laptop or Windows computer purchase**
2. **A standalone security software purchase**
3. **A product recommended by a Best Buy Blue Shirt associate**

In-store merchandising positions Webroot near Windows/computer displays, with feature comparison cards and activation instructions. The customer must eventually use a **20-character keycode**, which is printed on the **Best Buy receipt** and may also appear in a **Best Buy email**, assuming the customer provided an email address at purchase.

Executive Summary

The current journey has a strong sales handoff but a weak onboarding handoff.

The customer is sold a security product in a retail context, but once they leave the store, the experience becomes fragmented across:

- Best Buy receipt
- Best Buy email
- `webroot.com/safe`
- Webroot download page
- Webroot My Account
- Email verification
- Security questions
- MFA/2FA setup
- Preferred language setup
- Downloads and Features
- Webroot SecureAnywhere app installer
- Keycode entry
- Registration prompt
- First scan

The biggest experience breakdown is that the customer needs a keycode to proceed, but the digital onboarding pages do not

consistently explain **where to find the Best Buy-specific keycode**. The workflow also becomes increasingly open-ended after account creation, leaving less tech-savvy customers without a clear “you are protected now” path.

Current-State Journey Map

	Journey Stage	Customer Goal	Touchpoints	Customer Actions	What Happens Today	Customer Emotion	Pain Points	CX Opportunity
1	1. In-store discovery	Understand whether they need extra protection	Best Buy computer section, product cards, Blue Shirt recommendation	Customer sees Webroot merchandised near laptops or receives recommendation from associate	Product cards explain features and compare security options. Webroot is positioned as an upsell with a laptop purchase.	Curious, slightly cautious	Customer may not understand why Webroot is needed beyond built-in Windows protection	Frame the value in plain language: “Protect your new computer, passwords, identity, and browsing — not just antivirus.”
2	2. Purchase	Buy Webroot with confidence	POS, Best Buy receipt, customer email capture	Customer purchases Webroot, often with a computer	A 20-character keycode is printed on the Best Buy purchase receipt and may also be sent in a Best Buy email.	Relieved, done shopping	The keycode is easy to overlook; customer may not know it is the most important piece of setup information	Add a bold “You’ll need this code” block on receipt and email. Consider a printed activation card or QR code.

3	3. Post-purchase handoff	Know what to do next	Receipt instructions , Best Buy email	Customer follows instructions to visit webroot.com/safe	webroot.com/safe redirects to a download page with direct EXE/DMG links and a link to create an account.	Hopeful, task-oriented	The download page does not reference the customer's keycode, even though the keycode is needed later.	Add a Best Buy-specific landing state: "Bought at Best Buy? Find your keycode on your receipt or Best Buy email."
4	4. Account creation entry	Create an account so the product can be managed	Best Buy-branded Create Account page	Customer starts My Account setup	Customer sees a Best Buy-branded Create Account page, but there is no guidance telling the user where to find the keycode.	Slight uncertainty	Account creation appears disconnected from the purchase; no incentive is given for creating an account.	Explain the why: "Create your account to install protection, manage devices, and access features included with your Best Buy purchase."

5	5. Email verification	Verify identity and continue setup	My Account prompt, verification email	Customer receives and clicks verification email	Verification is skippable, but some account actions and downloads are unavailable until email is verified. The email opens a browser tab and may require login again depending on session state.	Interrupted , confused	"Skippable" creates ambiguity because skipping blocks meaningful next steps	Replace "skip" with "Do this later" plus clear consequences: "You can continue, but downloads and account changes require verification."
6	6. Security setup	Secure their account	Security questions, MFA/2FA setup	Customer answers security questions and may set up MFA	Customer is asked to set up security questions, but the flow does not explain what they will be used for. Customer is also asked about 2FA, though the research notes that MFA is the more current preferred term.	Fatigued, skeptical	Security tasks feel abstract and delay the main goal: "protect my computer"	Use plain-language microcopy: "These help us confirm it's you if you lose access." Use "multi-factor authentication."

7	7. Language preference	Choose communication language	Preferred Language page	Customer chooses English or Japanese	The page asks for preferred language, but the header is misleading because the choice affects email communication, not necessarily the entire My Account site.	Neutral or confused	Mismatch between what the page implies and what it controls	Rename to "Email language preference." " Move site language selection earlier if supported.
8	8. Account homepage	Understand what to do after account setup	My Account home, Security Overview	Customer lands on My Account home	The Security Overview directs the customer to Downloads and Features, but the journey becomes open-ended and unguided at this point.	Uncertain	Customer may think they are done, even though the app may not be installed or activated yet	Add a progress tracker: "Step 1 of 4: Create account. Step 2: Install app. Step 3: Enter keycode. Step 4: Run first scan."

9	9. Downloads and Features	Install and activate purchased protection	Downloads and Features page	Customer reviews available services	Services are shown in some order, but the page is a lot to take in. For expanded bundles, the list may include even more items.	Overwhelmed	Too many services/features without a clear recommended next step	Create a guided "Recommended setup" path with one primary CTA: "Protect this computer first."
10	10. App setup and keycode entry	Activate Webroot SecureAny where	Installer, keycode entry screen	Customer enters keycode	Webroot SecureAny where requires the customer to enter their keycode to proceed. At this point, the customer may have to hunt for it. The Best Buy email has it near the bottom; the receipt version is easy to miss.	Frustrated, stalled	"Help me find my keycode" content is misleading for this retail purchase because it references legacy or inaccurate locations like a CD sleeve.	Replace generic keycode help with retailer-aware help: "Purchased at Best Buy? Look on your receipt or Best Buy email."

11	11. Email collection / registration	Complete setup	Installer registration screen	Customer enters email again	The app asks for an email address to "register" the app. Research notes this feels misleading because the customer may have already created an account, and the email collection appears primarily marketing-driven.	Annoyed, suspicious	Redundant registration creates distrust: "Why are you asking again?"	Remove duplicate email capture or explain: "Use the same email you used for your Webroot account."
12	12. First scan	Confirm protection is working	Webroot SecureAny where app	App runs first scan	The app starts its first scan. After a clean scan, the user is prompted to start using SecureAny where.	Relief	User may still not know whether all purchased protections are active	Add a success screen: "You're protected on this computer" plus checklist for remaining features.

13	13. Ongoing feature onboarding	Use the full value of the purchase	My Account, app, emails	Customer may explore password protection, threat shield, VPN, identity protection, etc.	Research notes a product strategy gap: the extra value is in services beyond basic antivirus, including password protection, Web Threat Shield, VPN, and identity protection.	Unaware or under- engaged	Customer may only install antivirus and never activate the bundled value	Trigger a 7- day onboarding sequence: "Set up password protection," "Turn on browser protection," "Protect your identity."
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Primary Customer Problem

The customer buys protection, but the onboarding flow makes them do detective work.

The most critical object in the journey is the **20-character keycode**, but the experience treats it inconsistently:

- The keycode is on the Best Buy receipt and possibly email.
- The `webroot.com/safe` download experience does not clearly mention the keycode.
- The Create Account page does not explain where to find the keycode.
- The app requires the keycode before installation/setup can proceed.
- The "Help me find my keycode" content is misleading for this Best Buy purchase type.

For a less tech-savvy customer, this creates a high-risk abandonment moment.

Emotional Journey

	≡ Stage	≡ Emotional State	≡ Why
1	In-store	Interested but dependent	Customer trusts Best Buy associate or signage to recommend the right protection
2	Purchase	Relieved	They believe they have solved the security problem
3	Receipt/email handoff	Vulnerable	They may not realize the keycode is essential
4	Download page	Slightly confused	They are asked to download or create account without keycode context
5	Account creation	Patient but uncertain	They are following steps but not sure why each one matters
6	Verification/security setup	Fatigued	Multiple security/account tasks delay the core goal
7	Downloads and Features	Overwhelmed	Too many options, unclear priority
8	Keycode entry	Frustrated	They must locate information from another channel
9	Registration prompt	Suspicious	They may feel they are being asked for email again
10	First scan	Relieved	Finally, visible evidence that the product is working
11	Post-setup	Under-informed	They may not activate the full value of the bundle

Moments That Matter

1. The retail handoff

The Blue Shirt or in-store signage creates the expectation that setup will be simple. If the customer later struggles, the brand trust created in-store is damaged.

Opportunity: Give the associate a one-sentence script:

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"Your activation code is on your receipt and in your Best Buy email. Keep it handy — you'll need it during setup."

2. The first digital landing page

The customer arrives at `webroot.com/safe` expecting a guided path. Instead, the page offers downloads and account creation without anchoring the customer in the Best Buy purchase context.

Opportunity: Create a Best Buy-specific onboarding landing page:

"Let's set up the Webroot protection you bought at Best Buy."

With three visual steps:

- 1. Find your keycode
- 2. Create or sign in to your account
- 3. Install protection on this device

3. Keycode entry

This is the highest-risk friction point. The app requires the keycode, but the customer may not know where it is.

Opportunity: Add contextual help directly on the keycode screen:

"Bought this at Best Buy? Your keycode is printed on your receipt and in your Best Buy purchase email. Look for a 20-character code."

4. My Account homepage

After setup, the journey becomes open-ended and unguided.

Opportunity: Replace the generic home page for new Best Buy customers with a guided activation dashboard:

"You're almost protected. Finish these steps."

Service Blueprint View

	☰ Customer Action	☰ Frontstage Experience	☰ Backstage/System Need	☰ Risk
1	Buys Webroot at Best Buy	Receipt and email contain keycode	Best Buy passes purchase/keycode data	Keycode buried or missed

2	Visits setup URL	Redirects to Webroot download page	URL routing recognizes retail source	Generic page lacks Best Buy context
3	Creates account	Best Buy-branded account creation	Account system accepts BBY parameter	No keycode guidance
4	Verifies email	Verification email opens My Account	Session persistence across browser tabs	User may be asked to log in again
5	Sets security questions/MFA	Account security setup	Auth settings configured	User does not understand purpose
6	Lands on My Account home	Security Overview points to downloads	Account state should know setup is incomplete	User may abandon
7	Downloads app	Installer begins setup	Device-specific installer delivered	Customer chooses wrong installer or misses next step
8	Enters keycode	App activation screen	License validation	Customer cannot find code
9	Registers email	App asks for email	Marketing/account database	Duplicate email request causes distrust
10	Runs scan	App scans device	Security engine activates	User may not know what protection is active
11	Explores features	Downloads and Features page	Bundle entitlements displayed	Customer misses extra purchased value

Key Experience Gaps

1. Keycode visibility gap

The keycode is essential but not treated like the centerpiece of activation.

Current issue: It appears on the receipt and email, but the digital setup flow does not consistently remind the customer where to find it.

Fix: Make “Find your keycode” the first step of onboarding.

2. Channel continuity gap

Best Buy sells the product, but Webroot owns the setup experience. The customer experiences this as one journey, not two companies.

Current issue: The handoff from Best Buy to Webroot is not seamless.

Fix: Use persistent Best Buy context across the flow:

- Best Buy-branded setup page
 - Best Buy-specific keycode help
 - Best Buy receipt/email examples
 - Best Buy support fallback
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3. Motivation gap

The customer is asked to create an account, verify email, set security questions, consider MFA, choose language, download software, enter a keycode, and register again.

Current issue: The journey asks for effort before clearly explaining value.

Fix: Put the customer’s goal above the system’s needs:

“We’ll help you protect this computer first. Then we’ll show you the extra features included with your purchase.”

4. Less tech-savvy customer gap

The current flow assumes customers understand:

- What a keycode is
- Why account creation matters
- Why email verification matters
- What security questions are for
- What 2FA/MFA means
- Which download to choose
- Whether they are done

Fix: Design for a customer who just bought a laptop and wants reassurance, not technical detail.

Recommended Future-State Journey

North Star Flow

Buy → Find Code → Create Account → Install App → Enter Code → First Scan → Confirm Protected → Activate Extra Benefits

	≡ Future Step	≡ Recommended Experience
1	1. Purchase confirmation	Receipt and email say: "Save this 20-character Webroot keycode. You'll need it to activate protection."
2	2. Setup landing page	webroot.com/safe detects Best Buy context or asks: "Did you buy from Best Buy?"
3	3. Keycode preparation	Before account creation, show: "Have your receipt or Best Buy email ready."
4	4. Account creation	Explain why account is needed: manage protection, reinstall later, access included services
5	5. Download	One primary CTA: "Protect this computer"
6	6. Activation	Keycode screen shows Best Buy-specific find-my-code help
7	7. Email handling	Avoid duplicate registration; use account email if already known
8	8. First scan	Show progress and plain-language reassurance
9	9. Success screen	"You're protected on this computer"
10	10. Feature onboarding	Introduce one extra feature at a time over days/weeks

Proposed Journey Map for Less Tech-Savvy Customers

	≡ Step	≡ Customer Question	≡ Ideal Content Response
1	Receipt/email	"What do I do with this?"	"Start here: go to webroot.com/safe . Keep this code handy."
2	Landing page	"Am I in the right place?"	"Yes — this is where you set up the Webroot protection you bought at Best Buy."
3	Keycode prep	"What code?"	"It's a 20-character code on your Best Buy receipt or purchase email."
4	Account creation	"Why do I need an account?"	"Your account helps you manage your protection and reinstall later if needed."

5	Email verification	"Can I skip this?"	"You can come back later, but verifying now lets you download and manage your protection."
6	Security questions	"Why are you asking this?"	"These help us confirm it's you if you need help accessing your account."
7	MFA	"What is this?"	"This adds another layer of protection when signing in."
8	Downloads	"Which one do I pick?"	"Choose 'Protect this computer' if you're setting up the computer you're using now."
9	Keycode entry	"Where do I find it?"	"Look on your Best Buy receipt or Best Buy email for a 20-character code."
10	First scan	"Is it working?"	"Webroot is checking your computer now. This is normal and usually takes a few minutes."
11	Success	"Am I done?"	"Your computer is protected. Next, set up the extra features included with your purchase."

Bold UX Recommendations

1. Kill the scavenger hunt

Do not wait until app installation to ask for the keycode.

Ask for it at the beginning:

"Let's activate your Best Buy purchase. Enter your keycode or scan your receipt."

If the keycode is validated first, the rest of the flow can become entitlement-aware and personalized.

2. Add receipt scanning

Let customers scan their Best Buy receipt with their phone or webcam to detect the keycode automatically.

This would be especially useful for less tech-savvy customers who struggle to visually parse long receipts.

3. Create a “Best Buy Setup Mode”

If the URL includes `bb=1`, every screen should change into retail onboarding mode:

- Best Buy-specific language
 - Receipt/email examples
 - Blue Shirt support reference
 - Keycode-first setup
 - Simplified download decisioning
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4. Replace “Downloads and Features” with “Finish Protecting Yourself”

The phrase “Downloads and Features” is system-centered.

A better structure:

1. **Protect this computer**
2. **Protect your passwords**
3. **Protect your browsing**
4. **Protect your identity**
5. **Protect another device**

This reframes a pile of features into customer outcomes.

5. Add a “done state” customers can trust

After the first scan, show a simple protection receipt:

“You’re protected on this computer.”

Include:

- Device name
 - Product activated
 - Keycode status
 - Scan completed
 - Renewal/expiration date if available
 - Remaining features to set up
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Content Strategy Recommendations

Voice principles

For this audience, the content should be:

- **Plainspoken**

- Reassuring
- Retail-aware
- Sequential
- Low-jargon
- Outcome-based

Avoid:

- "Entitlements"
- "Registration"
- "Provisioning"
- "2FA"
- "DMG/EXE" without explanation
- "Downloads and Features" as the main task label

Use:

- "Your purchase"
- "Your code"
- "Protect this computer"
- "You're almost done"
- "Bought at Best Buy?"
- "Look on your receipt or Best Buy email"

Suggested Microcopy Improvements

On webroot.com/safe

Current problem: No clear mention of the keycode.

Recommended copy:

Bought Webroot at Best Buy?

You'll need your 20-character keycode to activate protection.

Find it on your Best Buy receipt or in your Best Buy purchase email.

Primary CTA:

Start setup

Secondary CTA:

Help me find my keycode

On Create Account

Recommended copy:

Create your Webroot account

This lets you install your protection, manage your devices, and access the features included with your Best Buy purchase.

Inline help:

Have your keycode ready. You'll find it on your Best Buy receipt or Best Buy email.

On Email Verification

Recommended copy:

Verify your email to continue setup

This helps protect your account and lets you download and manage your Webroot protection.

On Security Questions

Recommended copy:

Set up account recovery

These questions help us confirm it's you if you ever need help getting back into your account.

On MFA

Recommended copy:

Add extra sign-in protection

Multi-factor authentication helps keep your Webroot account secure, even if someone gets your password.

On Downloads and Features

Recommended copy:

Finish setting up your protection

Start with this computer, then we'll help you turn on the other features included with your purchase.

Primary CTA:

Protect this computer

On Keycode Entry

Recommended copy:

Enter your Best Buy keycode

Look for a 20-character code on your Best Buy receipt or in your Best Buy purchase email.

Help link:

Show me where to find it

After First Scan

Recommended copy:

You're protected

Webroot is now active on this computer and your first scan is complete.

Next CTA:

Set up the rest of my protection

Measurement Plan

	☰ Metric	☰ What It Indicates
1	Setup start rate from Best Buy email	Whether the post-purchase handoff is working
2	Account creation completion	Whether the early onboarding flow is understandable
3	Email verification completion	Whether verification copy and timing are effective
4	Keycode entry success rate	Whether customers can find and correctly enter their code
5	Keycode help clicks	Whether keycode location is still unclear
6	Installer completion rate	Whether download/install path is working
7	First scan completion	Whether activation reaches meaningful protection
8	Feature activation rate	Whether customers use the full value beyond antivirus
9	Support contact rate during setup	Whether self-service onboarding is reducing confusion
10	Abandonment by step	Where the journey breaks down

Recommended MVP

If you only get one release, prioritize this:

MVP: Best Buy Activation Assist

1. Add Best Buy-specific copy to `webroot.com/safe`
2. Add keycode guidance before account creation
3. Update keycode help to mention Best Buy receipt and email
4. Add a progress indicator across account creation, download, activation, and first scan
5. Replace "Downloads and Features" primary CTA with "Protect this computer"
6. Remove or clarify duplicate app "registration" email collection

This would directly address the highest-friction moments identified in the research: missing keycode context, misleading keycode help, unguided onboarding after account creation, and redundant registration.