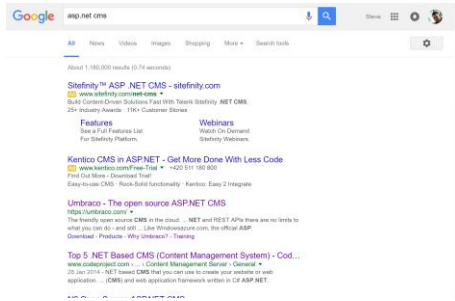# 1. Try Orchard (All Users)

Scenario: An ASP.NET developer is looking for CMS's with the aim to adopt one for their latest project. Due to the amount of CMS's on the market they are looking to quickly evaluate 2 or 3 CMS's and compare.
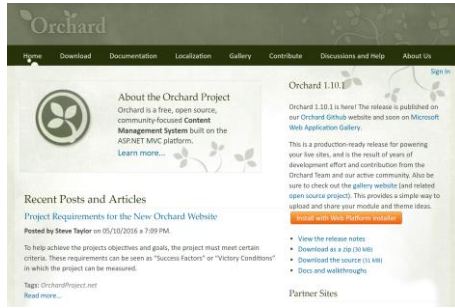
Existing Site

Google

User does a search for "asp.net cms"

⚠ Orchard appears 8th in the list below the likes of Umbraco (1st), N2 (3rd), Kentico (4th), Sageframe (5th), Prianha (6th) and Kooboo (7th)

✔ The term "open source asp.net cms" Orchard is listed in 6th position. Better, but still could be improved
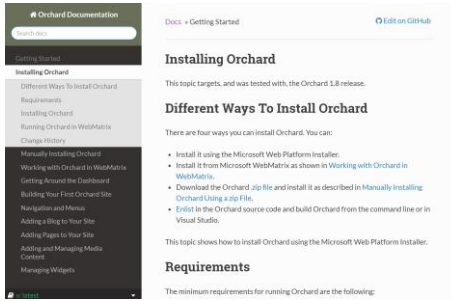
Homepage

User clicks through to the homepage and looks for a try option. The user clicks on the primary CTA: "Install with Web Platform Installer" button

⚠ No try option (except from a link on the partner sites section) that links to DotNest. A new user doesn't know that DotNest is essentially Orchard as a Service

⚠ Other options are available such as download zip or source but no guidance as to which the user should choose

✔ Download is sign posted from the homepage
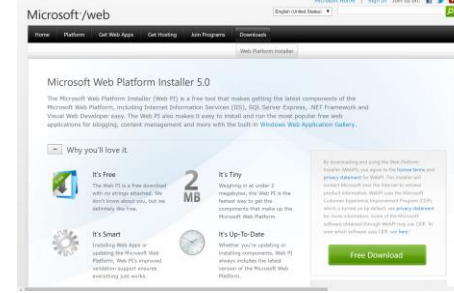
Installing Orchard

The user is taken to the documentation on how to install Orchard

⚠ The user expected a download page but instead was redirected to the documentation on the docs website

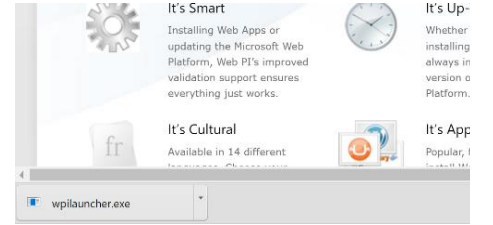⚠ The user has to read a page full of content to get to the download link

Microsoft Platform Installer

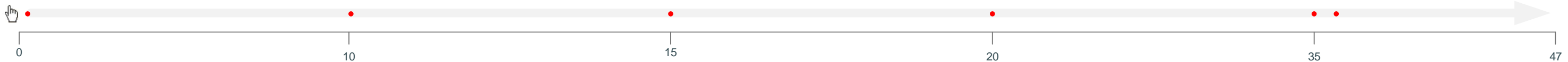The user clicks on the Free Download button

⚠ An executable file is downloaded (which could be blocked in some environments)
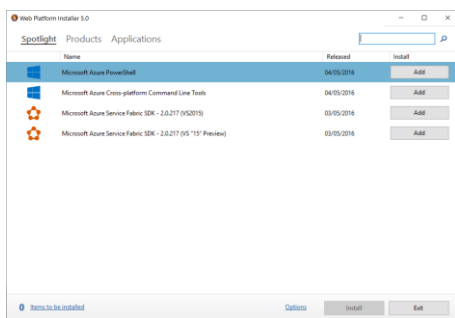
WPI Download

The user goes into their downloads folder and launches wpilauncher.exe

⚠ The user has to wait up to a couple of minutes for the API to install

```
0        10        15              20           35       47
```
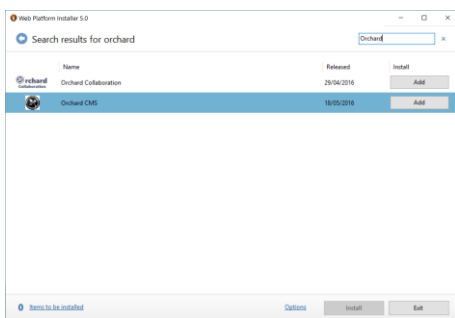
Find Orchard in WPI

Once the WPI has installed, the user is presented with the WPI listing

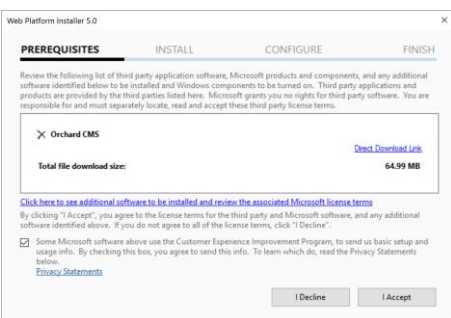⚠ The user is presented with a list that doesn't show Orchard

Download Orchard

The user searches for Orchard, clicks add then install.

⚠ The user is unsure that the Orchard listed is the latest version due to lack of version information
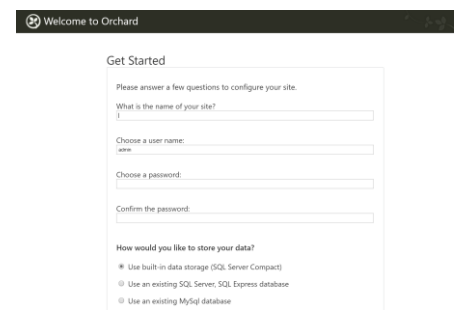
Agree Terms in WPI

The user is then taken to a licence agreement terms screen

⚠ Are these the terms for Orchard or WPI?

⚠ 64.99mb? I'm sure the Orchard website said it was 30mb. Am I downloading the right thing?
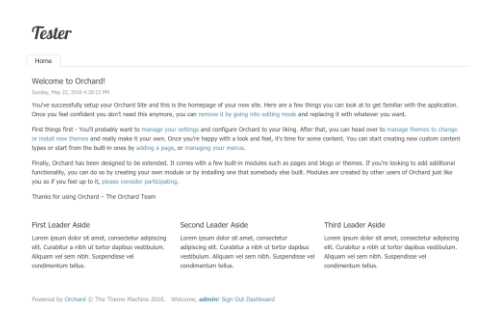
Orchard Setup - Configuration

After installing Web Matrix (which the user didn't really want) they arrive at the setup screen

⚠ Installs WebMatrix

Installed

Finally! The user can know evaluate Orchard. Lets hope they got this far and give it a chance after their initial not-so-ideal initial experience.

= 16 clicks

```
156        167            175              320          397        417  seconds
```