

SHAWN GRANT

Bot Score for Bot Manager

Responsibilities

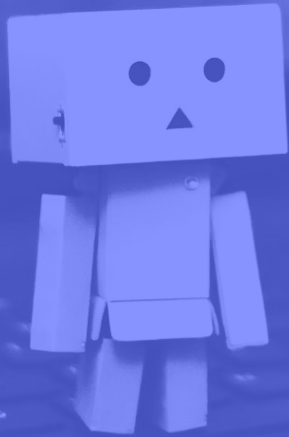
UX Strategy, Research, and Design Lead

When

2020-2022

Where

Akamai Technologies



QUICK STATS

11.5 billion bot requests per day
280 million bot logins

BACKGROUND

Bot mitigation is complicated. Legacy bot scoring models at Akamai had little configuration flexibility and forced users to make difficult decisions about how bots are defined.

This complexity led to several escalations that required costly DSOps hours to resolve. In addition, new customers often leave Bot Manager in “alert” because the initial setup is so challenging, reducing the stickiness and value of the product.

We needed a new solution that offers greater configuration flexibility and better reporting insights to give users more control over bot management while making it easier to use.

RESPONSIBILITIES

01 / Improving Bot Manager usability

More configuration options often means more complexity. We had to figure out how to add additional features while making the product easier to use.

02 / Leading the collaboration

UX was responsible for leading the redesign and the collaboration between our product managers and product architecture to drive the project forward.

03 / Be an expert in the product

We had to create a new scoring model that maps to the old model, meaning a deep knowledge of the product was needed to create a solution that would avoid expensive migrations.

PROCESS

UXD led an iterative, user-centered design process to get feedback early and often on our mockups.

1

Competitive research & early exploration

2

Iterative design cycles

3

Launch and measure

Key research finding: Users need more robust reporting functionality.

Our initial assumption was that today's reporting would be adequate. User feedback helped us identify a need for additional reporting tools.

Key design challenge: Balance user needs with technical feasibility

The proposed design solution included a major redesign of Bot Manager's configuration workflow, however the new design needed to map to existing setting to not cause a manual migration to the new UI. Careful attention to detail was required for a seamless update.

OUTCOMES

01 / Greatly improved Bot Manager experience

Users had extremely positive feedback during beta and we've seen increased adoption over time

02 / Product knowledge allowed us to move fast

Technical knowledge helped us create buildable solutions and product knowledge helped us better communicate with users

03 / Trust within the product teams

This successful project helped bring more trust to the relationships with had with product leadership



Forrester names Akamai a bot management Leader



LUISAVIAROMA

120% increase in conversation rates

Dramatically reduced page response times

Reduced total bot traffic from 45% to 25% in six months

Decreased unknown bots from more than 75% to less than 25% of bot traffic

Upgrade security policy

Upgrade client type

Customize thresholds for global endpoints

Customize thresholds for high-value endpoints

Activate and analyze

Tune

New user journey

Select response action for bots. If you're using bot score, you can override cross-policy settings at resource. Move sliders to the bot score thresholds you want, and set actions for each response set.

Web client - standard telemetry

Override cross-policy thresholds

20 60

● Cautious Response (255,352) 28%

● Strict Response (259,474) 32%

● Aggressive Response (255,352) 28%

Web client - inline telemetry

Override cross-policy thresholds

28 80

● Cautious Response (255,352) 28%

● Strict Response (259,474) 32%

● Aggressive Response (255,352) 28%

Native Mobile App

Bot Endpoint Protection

More flexible configuration

BOT SCORE UPGRADE ASSISTANT

Set Cross-Policy Thresholds: Native Mobile Apps - iOS

Change thresholds on the slider under the chart to see the effect on traffic in each segment. When the line chart shows the optimal pattern, click Next. [How to use this chart to set thresholds](#)

150K
140K
130K
120K
100K
80K
60K
40K
20K

Requests / Sec

● Aggressive Response (255,352) 28%

● Strict Response (259,474) 32%

● Cautious Response (255,352) 28%

● Human (125,974) 38%

— Current Bot Traffic

— Current Human Traffic

JUL 1 JUL 3 JUL 5 JUL 7 JUL 9 JUL 11 JUL 13 JUL 15 JUL 17 JUL 19 JUL 21 JUL 23 JUL 25

CAUTIOUS 25 STRICT 60 AGGRESSIVE

Recommended: 25 Recommended: 60

Previous: Set Thresholds Next: Review

Bot Score tuning simulator

Overview

230 Bot Source Countries

14.5K Bot Source ASNs

271.9K Bot Source IPs

16.6K Botnet IPs

18.3K Bot User Agents

Traffic Timeline

Bot Score

Enhanced reporting