

Smarter technology for all

A Frictionless Future for ISG e-commerce

UX Audit and Recommendations for lenovo.com/datacenter
Audited June 2021 by Rivers Agency

Lenovo

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Introduction

Lenovo

About the Company

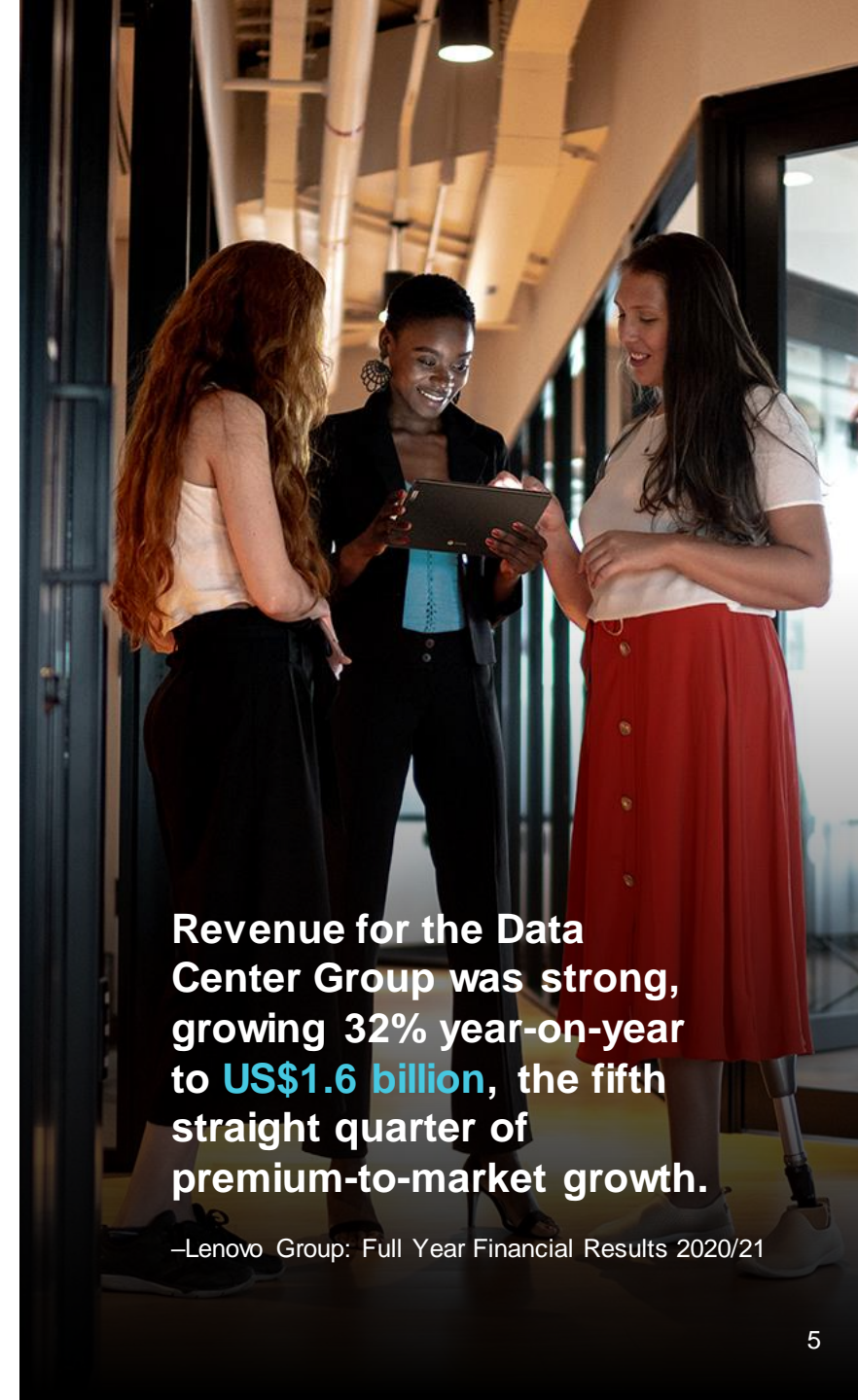


About Lenovo Group

Lenovo is a US \$60 billion revenue Fortune Global 500 company serving customers in 180 markets around the world. Focused on a bold vision to deliver smarter technology for all, the company is focused on developing world-changing technologies that power (through devices and infrastructure) and empower (through solutions, services and software) millions of customers every day and together create a more inclusive, trustworthy and sustainable digital society for everyone, everywhere.

About ISG

Lenovo Infrastructure Solutions Group (ISG), renamed from the Data Center Group (DCG) in 2021, is a smart infrastructure solutions provider to organizations of all sizes. Its technology and insight power the data-centered heart of smarter retail, smarter manufacturing, smarter cities, smarter healthcare, smarter finance, and beyond. Through edge and cloud computing, analytics and artificial intelligence, and Infrastructure-As-a-Service via TruScale, the ISG delivers Smarter Technology for All. Lenovo ISG is the only data center provider with end-to-end manufacturing. Lenovo owns the entire supply chain for everything it builds, delivering a level of security and seamlessness that no one else can, anywhere in the world.



Revenue for the Data Center Group was strong, growing 32% year-on-year to US\$1.6 billion, the fifth straight quarter of premium-to-market growth.

—Lenovo Group: Full Year Financial Results 2020/21

Project Summary



Project Summary

Consumer expectations have never been greater within today's digital commerce landscape. Simply having the right product actively available through the right channels is no longer enough for retailers. Speed and choice are only part of the equation—today's consumers have higher standards for the quality of the experience being offered as well, seeking one-to-one service, expert advice and products that connect them to solutions and broader organizational goals. A successful direct-to-customer strategy for ISG should include a best-in-class UX that not only drives sales, but fosters long-term, one-on-one relationships with consumers.

To provide recommendations for improving ISG's UX, Rivers Agency has evaluated the user experience of lenovo.com/datacenter and reviewed how Lenovo's UX stacks up against 60 of the top grossing US and European e-commerce sites, Lenovo's competitors, HPE and Dell, and best practices from leading UX communities.



Project Findings

All UX findings and associated recommendations will be presented in order of impact to the user (good, better, best) experience based on the following steps in the e-commerce funnel:

1. Initial Reaction

First impressions on product offerings and the overall look and feel of key pages throughout the website

2. Find

Information on the browsing processes and steps involved in finding a product that met users' needs and goals

3. Choose

Information concerning the comparison and selection process of products available for purchase on lenovo.com/datacenter

4. Buy

Information based on the steps and actions required to add an item to a shopping cart or to confirm a purchase on lenovo.com/datacenter

Business Assumption Summary



Business Assumption Summary

Assumed Goals

- Compete in an e-commerce market
- e-commerce will target SMB customers (<250 seats)
- Lenovo.com will be used to drive overall brand awareness and top of funnel lead generation

Main Goals

Organize website structure

Make transactions easier

Create trust with transparency

Simplify the configuration process

Guide users with personalized product recommendations

Improve consumers' shopping experience

Improve overall site experience

Increase the credibility of the product and the brand

Provide more opportunities to tell Lenovo's unique story

Enhance the placement of educational and recommended content

KPIs

Increase revenue (goal = 10% of Non CSP ISG revenue)

Encourage new and returning SMB customer engagement

Improve the conversion rate

Reduce bounce rate globally

Increase average session time

Decrease transfers to sales team online

Key Metrics



Audience Demographics

● Visitors by Company Size

Audiences Name	Unique Visitors	Visits	Page Views	% of Return Visits	Page Views / Visits	Average Time Spent on Site (seconds)
Page: 1 / 3 > Rows: 5 1-5 of 11	Feb 18 ↓ 10,562	Feb 18 59,393	Feb 18 May 18 321,882	Feb 18 1,030.24%	Feb 18 May 18 53.53	Feb 18 May 18 5,932
1. DNB B2B Company Size --> Micro: 1 - 4 Employees	3,747 35.5%	21,011 35.4%	128,781 40.0%	93.30%	6.13 11.4%	617 10.4%
2. DNB B2B Company Size --> Large: > 2000 Employees	2,284 21.6%	12,192 20.5%	66,445 20.6%	93.20%	5.45 10.2%	564 9.5%
3. DNB B2B Company Size --> Micro: 5 - 10 Employees	1,717 16.3%	10,003 16.8%	52,332 16.3%	93.81%	5.23 9.8%	575 9.7%
4. DNB B2B Company Size --> Small: 11 - 20 Employees	649 6.1%	4,010 6.8%	18,872 5.9%	94.46%	4.71 8.8%	522 8.8%
5. DNB B2B Company Size --> Medium: 51 - 100 Employees	459 4.3%	2,552 4.3%	9,941 3.1%	93.30%	3.90 7.3%	471 7.9%

Lenovo's small business demographic is driving traffic and revenue:

Return users, 93%, from companies with 1-4 employees make up the highest percent of traffic to the Data Center at 35.5%

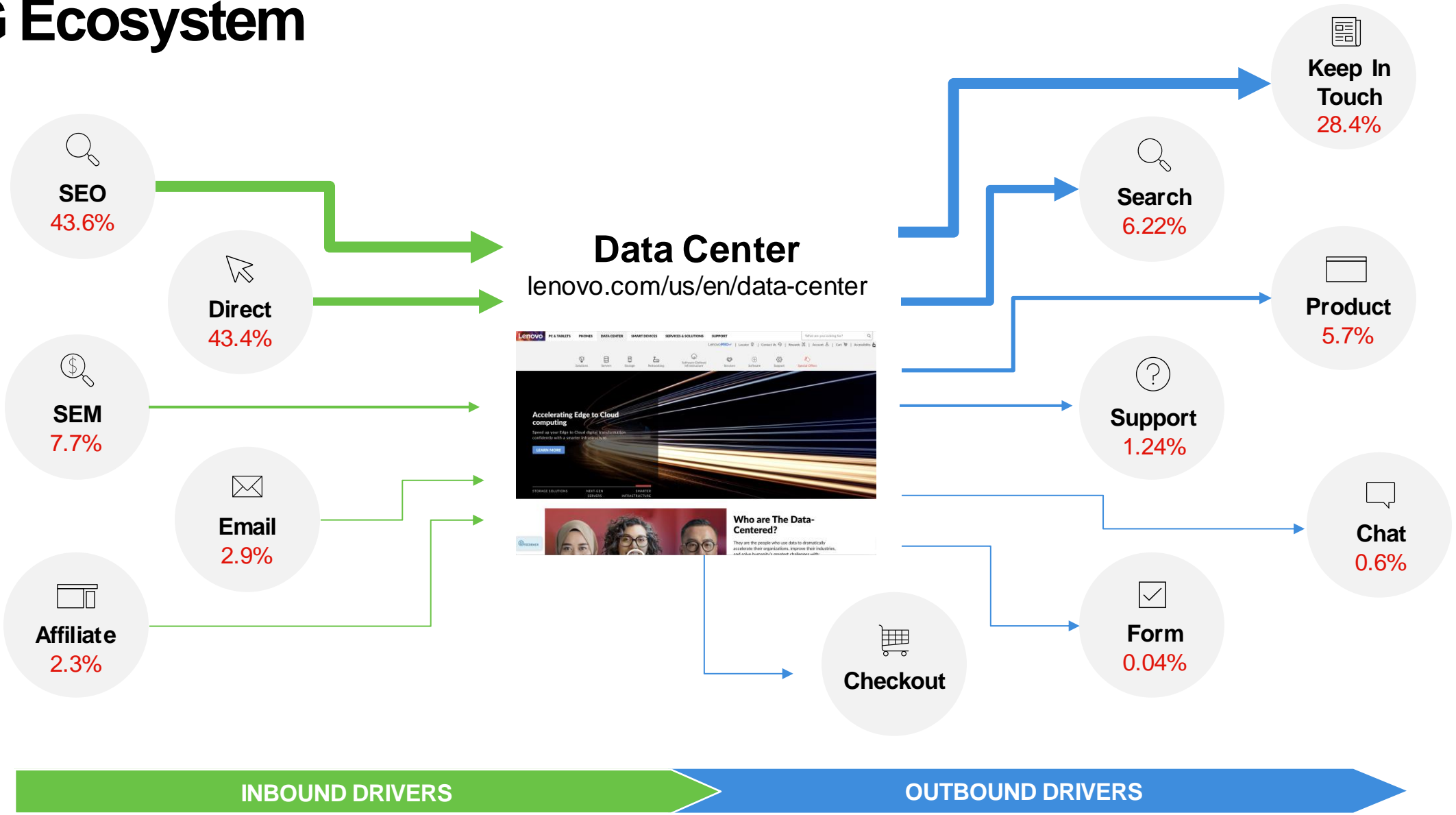
63.3% of traffic is small to medium business

50% of traffic has less than 50 employees

5.05 average page views for businesses with 1-99 employees

On average, SMB visitors are spending **9 minutes** on the site

ISG Ecosystem



Traffic

Top Pages Overall

1. Servers	38.0%
Bounce Rate	28.92%
2. Rack Servers	22.0%
Bounce Rate	48.5%
3. Lenovo Home	19.0%
Bounce Rate	15.25%
4. Data Center Home	17.4%
Bounce Rate	28.39%
5. Tower Servers	14.0%
Bounce Rate	28.04%

Top Entry Pages

1. Lenovo Home	16.2%
2. Servers	12.8%
3. Intel Servers	7.8%
4. Data Center Home	6.8%
5. Rack Servers	6.8%

60% of the top ten entry pages include server pages.

Top Exit Pages

1. Servers	13.0%
2. Rack Servers	12.0%
3. DCSC	7.9%
4. ThinkSystem SE350	6.3%
5. Tower Servers	5.8%

50% of your top ten exit pages include server pages.



Users are interested in server pages but a lack of information and buying process means users are also exiting from these pages.

User Behavior

New vs. Returning

Returning 86.6%

New 13.4%



The majority of users are returning visitors. We need to create ways to engage first time users, help them create a plan for what they need and complete check-out more easily.

Channel Revenue

1. SEO \$2,440,228 / 59.0%

2. Affiliate \$648,080 / 15.7%

3. SEM \$423,588 / 10.2%

4. Direct \$346,705 / 8.4%

5. Email \$232,661 / 5.6%



The top channel for revenue and entry is SEO. Direct Sales is the second ranking entry point but only contributes to 8.4% of revenue. Improving usability, content quality and product selection tools should improve the direct sales numbers.

The Marketplace Landscape



Overview

Market Size

The US & EMEA market size for servers sold through eCommerce could total **~\$0.6-1Bn**, with the US sales in 2020 **totaling up to ~\$500mn** - based on data triangulated from expert interviews and Analysis Mason's SMB forecaster data.

Lenovo Market Share

1.4%

Key Players

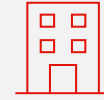
Main players are Dell and HP, with **Dell accounting for ~0.3-0.5B** and **HP ~0.2-0.4B**

Brand Competitors

www.delltechnologies.com

www.dell.com

www.hpe.com



Small Business Market Size

Small business (10-99 FTEs)

US Businesses ~5Mn



Adoption rate % 55%



Refresh cycle (years) 5.5



Avg Installed based per firm 1.5



Average market price \$3,250



Share of Vendor Direct 27%



Share of eCommerce 50%

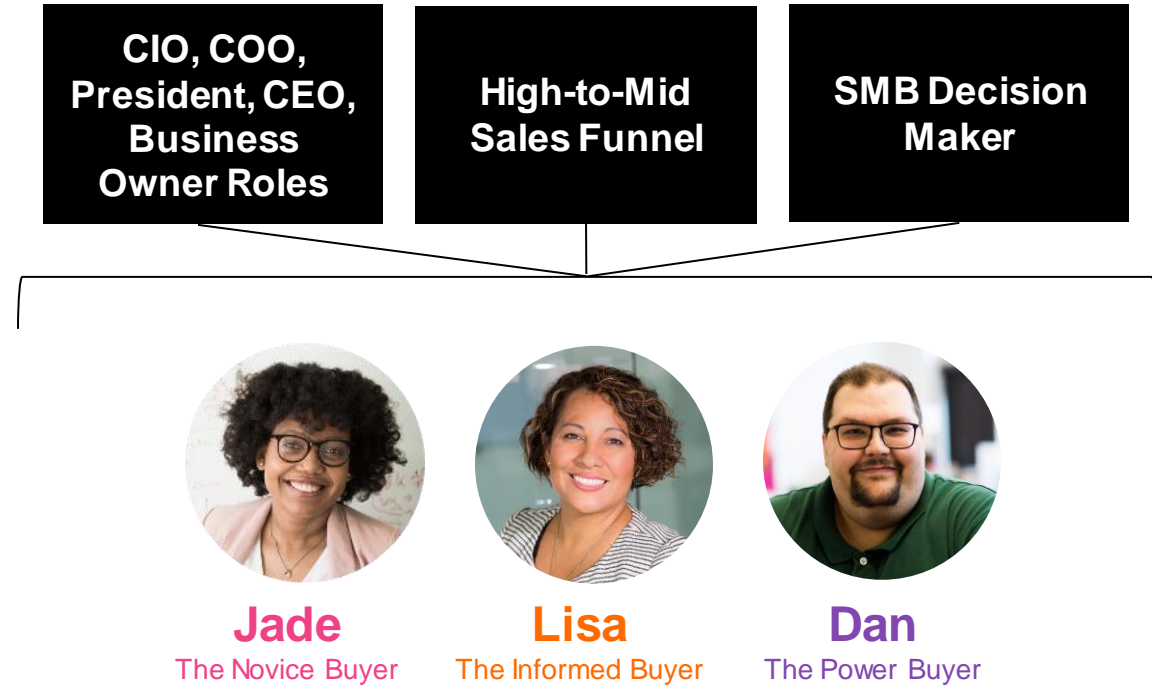


Total annual eCommerce spend \$329mn

Introduction to SMB Personas

A persona is a way to model, summarize and communicate information about people who have been observed or researched in some way.

The following personas are depicted as specific people, but they are not real individuals. They are a synthesized summary from existing research and observations of many people. By combining, remixing and editing Lenovo's existing knowledge, we've created a set of three characters to sum up the needs of Lenovo's core audiences. Each persona represents a significant portion of potential customers in the real world.



Meet Jade



“The Novice Buyer”

President, Artisanal Woodworking Company

20 Employees

Buying stage = Awareness/Discovery

Technical Confidence = Low

“We are growing so quickly and our needs are changing so fast, I am not sure how to support our goals.”

Jade’s Goals

Jade’s organization is a start-up and doesn’t yet have a plan in place to address its future data and computing needs. Without a roadmap, Jade is caught in a situation that makes it difficult to respond to changing circumstances or take advantage of unexpected opportunities. Jade is working on hiring a CIO, but the company isn’t large enough yet to make that work, so she needs to lead the technology decisions in this early stage. She needs to build out a data center in a way that is affordable now, but allows for maximum growth, and quickly. While IT is not the focus of her organization, it is necessary, and she will make the decisions now to go with a company that will offer maximum value to her organization now and in the future.

Meet Jade



“The Novice Buyer”

President, Artisanal Woodworking Company

20 Employees

Buying stage = Awareness/Discovery

Technical Confidence = Low

Questions

I think that I need a basic server, but I need to grow, what is best?

How do I know which server packages are relevant to my needs?

What is software licensing and how does it work?

I need help configuring AD and Exchange, who can I ask?

How quickly can I get my server?

What else do I need to purchase with my server?

What are the total costs?

What is the warranty/service on my server?

How can I pay for my server?

What other products are relevant to me?

I am frustrated, how do I get help?

Needs

To understand the best options for her needs

To find help in making decisions

To understand the value of the product

To understand the advantages of a Lenovo server solution

To understand how to grow the data center in line with business needs

To get the help needed at the right times in the process from investigation through after-purchase support

Pain Points

Determining the right server

Determining workload requirements and translating into a solution

Meet Lisa



“The Informed Buyer”

CEO, Small Manufacturing Company

50 Employees

Buying stage = Intent/Evaluation

Technical Confidence = Medium

“We have a server that is reaching its end of life, and need a replacement.”

Lisa’s Goals

Lisa’s company is doing well, has been established for many years, and has a stable need for servers to run its manufacturing business and track inventory. The company is financially stable, but can only afford to make a large expenditure when required. Value and cost savings are very important, as IT/technology isn’t the purpose of the company, but are needed to make everything run. Lisa is very interested in finding the right fit for moving to a new infrastructure, but needs help determining which servers are the appropriate replacements for the existing hardware, and would like to know if there is a better way to do what she is doing. She is comfortable enough with technology where the concepts are familiar, but she is not specifically aware of all of the options available.

Meet Lisa



“The Informed Buyer”

CEO, Small Manufacturing Company

50 Employees

Buying stage = Intent/Evaluation

Technical Confidence = Medium

Questions

How fast can I have my hardware delivered?

What is the right replacement for my existing server?

What does Lenovo provide me over the competitors?

I need help migrating my server, who can I ask?

How has software licensing changed?

Can Lenovo help me find someone to help upgrade/migrate my ERP/inventory software?

Can Lenovo suggest new ideas for cost savings and efficiency in my workflow?

For my small order, can Lenovo pre-configure EFI to boot on my kickstart server?

What other Data Center products can Lenovo provide?

What are the total costs?

What is the warranty/service on my server?

How can I pay for my server?

Needs

To understand the best options for her needs

To find help in migrating her existing workload to a new server

To understand the value of the product

To understand the advantages of a Lenovo Infrastructure solutions

To understand the advantages of the Lenovo after-purchase support

Pain Points

Determining the right server

Provisioning and installing hardware post-purchase in the most efficient way possible

Migrating the existing data/configuration to the new server

Meet Dan



“The Power Buyer”

CTO, Medium Aerospace Company

90 Employees

Buying stage = Intent/Evaluation

Technical Confidence = High

“We know our IT needs and are preparing for purchase.”

Dan’s Goals

Dan’s organization is a small Aerospace firm which subcontractors for Boeing. They are an established business that uses technology heavily and on a daily basis. The company is expanding and needs additional resources. Dan is a capable leader and has already done the needs analysis to determine the specific needs for his servers, some of which fall outside of the traditional Windows server. He is very well informed, and willing to purchase, but needs to understand what Lenovo brings to the table.

Meet Dan



“The Power Buyer”

CTO, Medium Aerospace Company

90 Employees

Buying stage = Intent/Evaluation

Technical Confidence = High

Questions

How fast can I have my hardware delivered?

What is the best way to specify the configuration that I need?

What does Lenovo provide me over the competitors?

Can Lenovo provide servers that are configured for non-traditional OS/workloads?

For my small order, can Lenovo pre-configure EFI to boot on my kickstart server?

What other Data Center products can Lenovo provide?

What are the total costs?

What is the warranty/service on my server?

How can I pay for my server?

Needs

To understand the fastest method of getting the equipment he needs

To find help in pre-configuring the hardware for fast deployments

To understand the value of the product

To understand the advantages of a Lenovo Infrastructure solutions

To understand the advantages of the Lenovo after-purchase support

Pain Points

Configuring the set of equipment.
Tools need to be able to handle multiple servers/configurations quickly

Provisioning and installing hardware post-purchase in the most efficient way possible

Competitive Analysis

Lenovo

Competitive Overview

Research based e-commerce benchmarks show that Lenovo's UX is not performing as well as it could be. Overall, the scoring indicates that many Lenovo users will struggle with navigation and understanding the information that is presented to them on the Data Center site.

Lenovo's highest traffic comes from micro-companies (1-4 seats). While it's possible to have expert users who are running those small companies, we can also make an assumption that a typical user's knowledge might not be as high as a larger size company or a company that's been in business longer. How information is presented and what information is presented are crucial tactics to supporting Lenovo Data Center customers along the spectrum of novice to expert.

Additionally, filtering and sorting capabilities are beneficial to product catalogs of any size; Lenovo's lack of functionality in these areas is not in the best interest for sales.

User journey data indicates that Lenovo workflows are not clear to users. Distributed functions (options in the top and bottom, left and right) in the current UX/UI can impact how easily both novice and expert users are able to navigate the site.

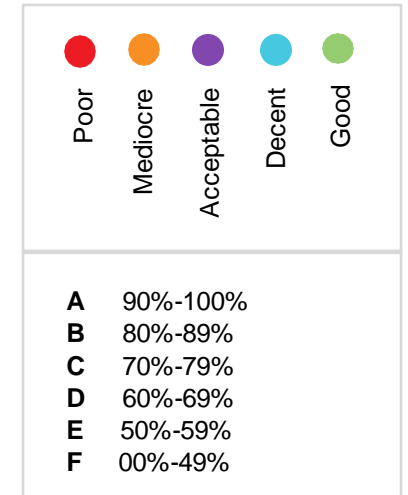
Heavy abandonment on category level pages shows users are not able to find and add a particular product to their cart or complete a purchase. Similarly, product configurator abandonment is quite high, indicating that those users who are ready to buy are not able to effectively allocate their needs and are leaving the site without completing a purchase.

When it comes to overall performance, both Lenovo and Dell score comparatively poor. It should be noted, however, that Dell's sites have a stronger performance than Lenovo when it comes to interface and hit areas. Additionally, Dell's brand recognition may be a factor in why its users continue through purchase paths despite the site's poor performance.

HPE shows the strongest performance among the competitors, with very high marks in how easily users can both scan and compare products. HPE also does a good job of presenting price information and context about how a product fits a user's needs upfront, before they get too deep into the details. It should be noted that HPE is the only site out of the three that offers any filter or sorting functionality, and Lenovo would benefit from looking to HPE for how filters can be implemented.

Competitive Analysis

Company	Lenovo	DELL	DELL Technologies	Hewlett Packard Enterprise
Differentiation	●	●	●	●
Brand Credibility	●	●	●	●
Clear Focus and Hierarchy	●	●	●	●
Compelling Content and Tools	●	●	●	●
Intuitive Navigation	●	●	●	●
Product Lists and Filtering	●	●	N/A	●
Product Comparisons	●	●	●	●
Rich Product Pages	●	●	●	●
Clear Purchase Path	●	●	●	●
Featured Deals/Incentives	●	●	N/A	●
Upsell/Cross-Sell/Bundle	●	●	N/A	●
Product Configurator	●	●	N/A	●
Checkout	●	●	N/A	●
Customer-Focused	●	●	●	●
Trust and Support	●	●	●	●
Overall Grade	F	E	F	C



None of the current sites are meeting the 'Good' standard in any of the categories reviewed. Based on this finding, overall grading is on a sliding scale.

Dell Technologies has many areas that are N/A because functionality is split between this site and Dell.com. If combined, Dell would have the highest grade, a "B", in the group.

Observations

Lenovo

Methodology

This audit was conducted as a heuristic evaluation of Lenovo, Dell and HPE based on findings from Baymard Institute's 42,000+ hours of structured large-scale e-commerce usability testing and benchmarking. This means the audit relies on indirect large-scale usability testing with more than 1,200 user sessions, large-scale eye-tracking studies, UX performance benchmarking, and quantitative studies to uncover general user behavior patterns in e-commerce as a whole, that also applies to Lenovo (rather than the traditional direct low-volume usability testing with 10-50 users at Lenovo).

Specifically, the sites have been audited and UX performance scored on the approximately 550 different site elements that Baymard currently has documented to consistently constitute a good e-commerce user experience. Baymard has benchmarked 60 top-grossing US and international e-commerce sites on the exact same 550 weighted parameters to allow for a direct UX performance comparison.

This audit includes identifying usability issues, scoring the site's user experience based on the identified issues, comparing performance and implementations of the competing sites, and lastly presenting suggestions for UX improvement for Lenovo.



Top 9 Suggestions for Overall Improvement

- 1** Utilize clear e-commerce calls to action throughout the site

- 2** Make product listings more visible on category pages and landing pages

- 3** Streamline navigation to make the site more intuitive for users

- 4** Include off-the-shelf products for customers who do not want customization

- 5** Simplify the configuration process for those who need to customize

- 6** Provide ways for users to narrow down the product catalog

- 7** Use context and messaging to tell users how to be successful with DC products

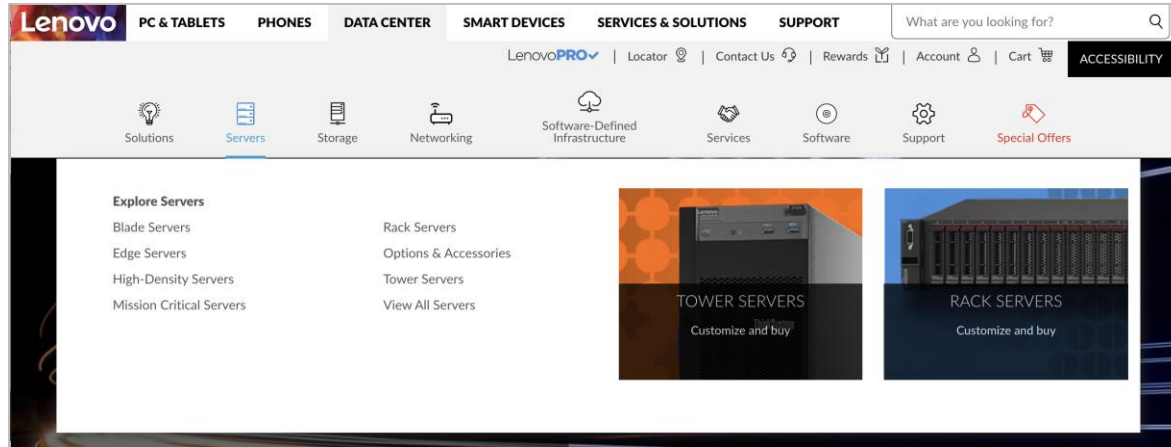
- 8** Provide an interface that encourages learning for levels of users

- 9** Enhance the “Why Lenovo” value proposition by telling more stories, increasing social proof, and including more impactful branding content

Navigation



Navigation: Observations



Initial Reaction

Lenovo's 'Data Center' label on the main navigation bar does not clearly convey the types of product categories offered (e.g., servers)

Recommendations

- Rename 'Data-Center' to a more product-focused label

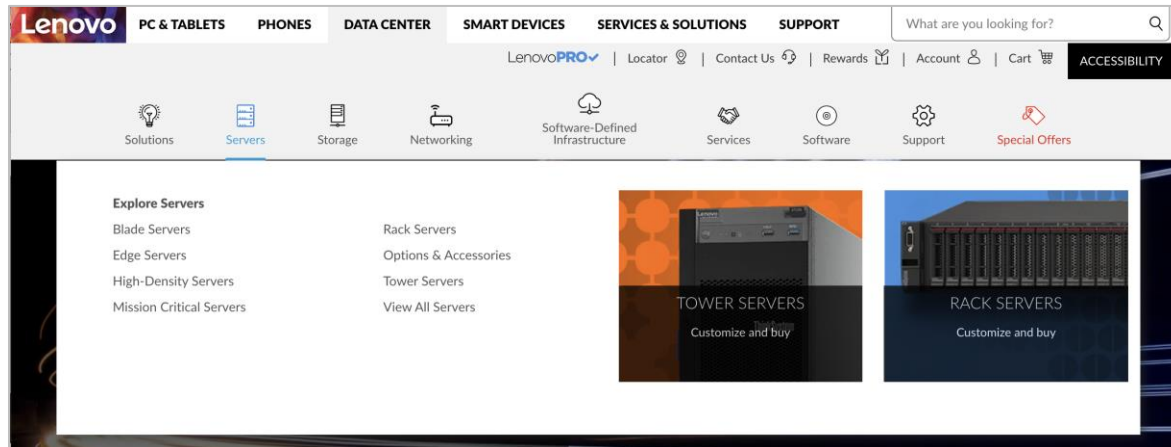
Find

Sub-category labels are non-standard and the font is small/lacks visual weight. "Services & Solutions" and "Support" language is duplicated in the link labels of the main nav above, causing confusion about where to click for these important utilities. Search, a critical tool for users who already know what they want, is located too far away from Data Center navigation.

Recommendations

- Group sub-category options to make the navigation more intuitive/manageable
- Condense the Lenovo.com main navigation to a hidden nav or universal link once a user has entered the Data Center subsite
- Relocate Search and other key utilities to stand out more to Data Center customers

Navigation: Observations



Choose

Heat mapping data shows users are most often selecting Servers in the Data Center sub navigation. Category landing page links (e.g. Explore Servers”) are not interactive, making it impossible to access landing pages from the dropdown menu. Menu items lack hover and active states, making it difficult for users to visualize where they are.

Recommendations

- Make products category the first item in the sub navigation
- Add a hover state to category landing pages in the secondary nav
- Use active states to tell users ‘where’ the currently visible screen is located within the menu options

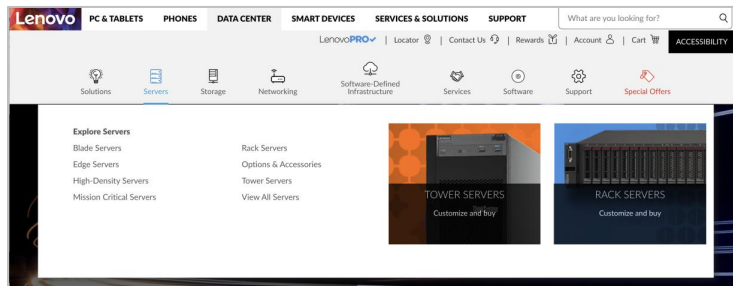
Buy

“Special Offers” is the only prompt to purchase in the sub navigation. Lack of contextual information makes it difficult for users to know what to click on. The Cart icon doesn't change to indicate when the user has added products.

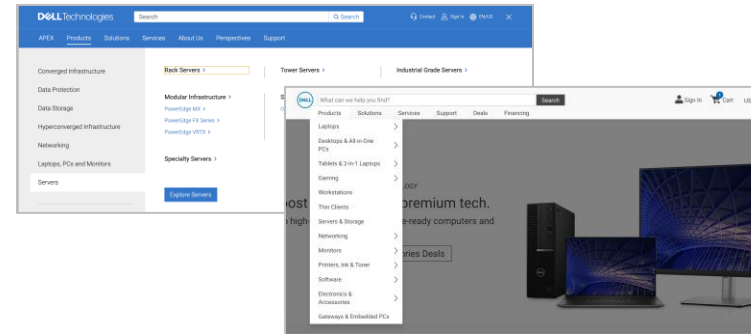
Recommendations

- Consider replacing Special Offers in the subcategories with a benefits bar underneath the menu, allowing users to explore more than one offer at a time
- Include a product quantity next to the cart icon when items have been added to the cart

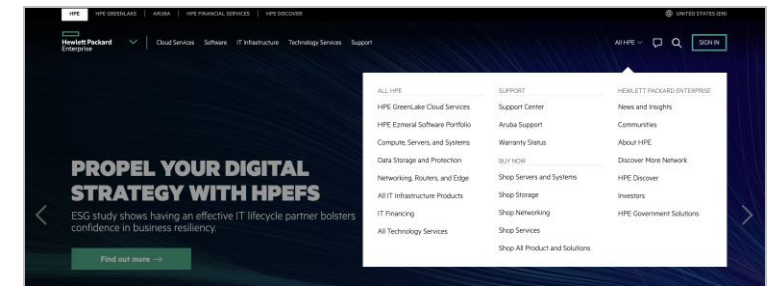
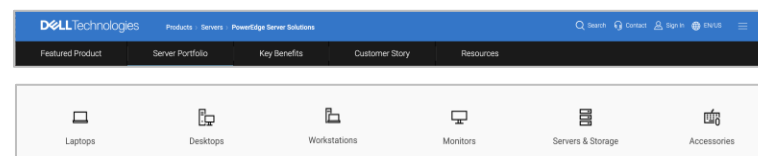
Navigation: Competitor Comparisons



After scroll:



After scroll:



After scroll:



Lenovo

Lenovo's Data Center label in the main navigation may not be the clearest language compared to competitor sites. Small type and non-categorical labels in the sub navigation make it difficult to scan options quickly. Product category labels in the dropdown do not link and the lack of active states in the navigation make it too easy for users to stray from their intended paths. Lenovo gets the order of nav items wrong (Servers, the most trafficked pages of the site should be at the beginning) and fails to include contextual information to eliminate confusion for users.

DELL

Dell Technologies locates servers in "Products" in the top level nav structure. Mega menu shows deeper links for quick access to specific items but only on click which can be missed. Navigation is highly simplified after scroll. Product organization is by popularity (Rack servers first), rather than alphabetical.

Dell.com locates servers under "Products" as well but the two sites have different items listed under that label. Dell.com fails to expand its server options in its navigation for users to easily select a particular server category. After scrolling, the main navigation disappears displaying quick links on the homepage and nothing on interior pages.

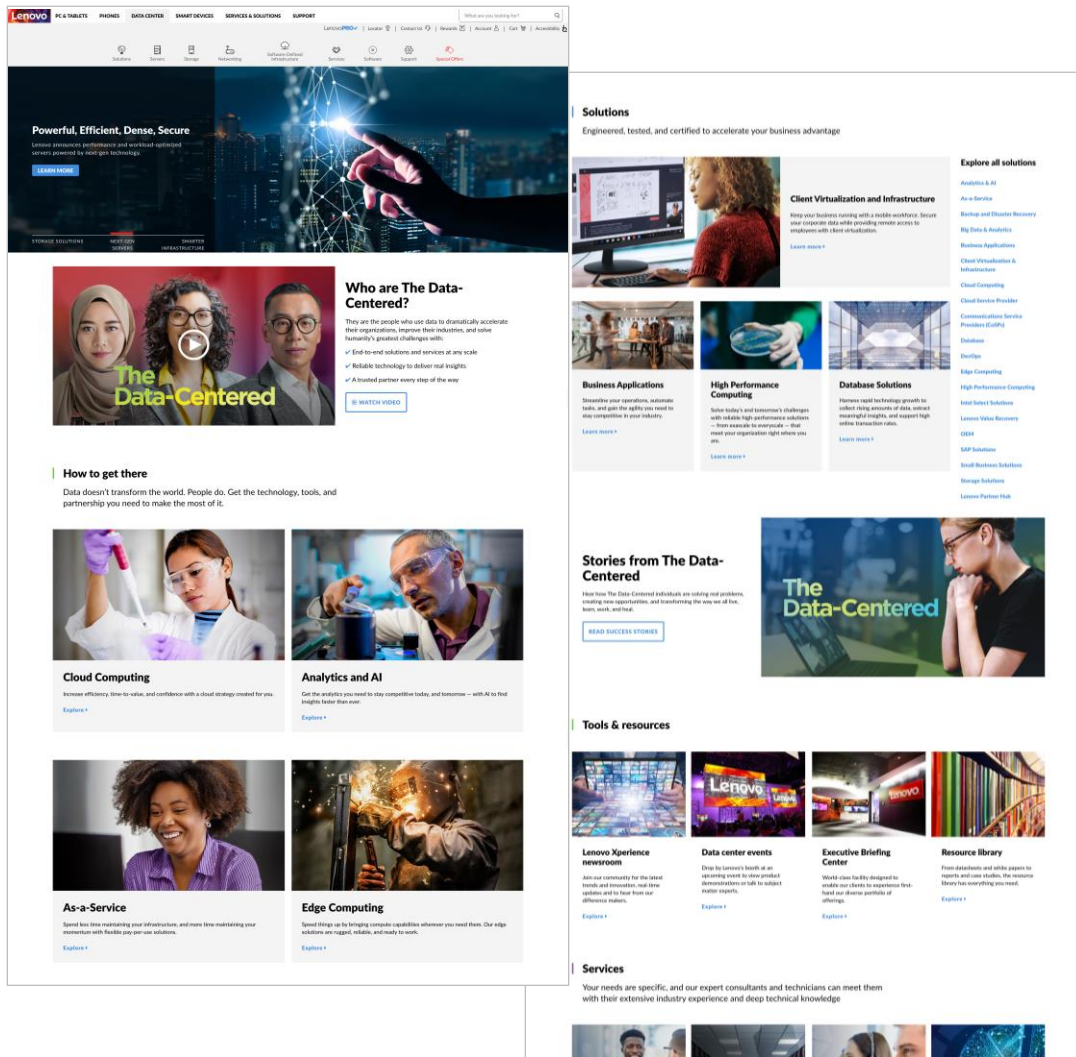
**Hewlett Packard
Enterprise**

HPE locates servers under "IT Infrastructure." HPE does not include dropdown menus to help users reduce the number of clicks. Call to action language ("Buy Now") is persistent in a sticky subnav after you navigate to the "Servers" category page along with helpful utilities like "Case Studies" and "Sales Support." Main HPE nav disappears on scroll so as not to interfere with IT Infrastructure navigation.

Homepage



Homepage: Observations



Initial Reaction

Product finding is key to e-commerce, yet Lenovo's homepage doesn't reflect the site's product range (or any products at all). This leads to lack of awareness of e-commerce and a slower buying process for consumers. Branded content is presented visually like product category portals, instead of a powerful brand message. The homepage is missing the impact of engaging messaging about the company.

Recommendations

- Add key products to the homepage
- Include Lenovo value proposition or other explicit brand features to help consumers establish a positive opinion of Lenovo
- Add more bottom funnel content to page (e.g. customer reviews)

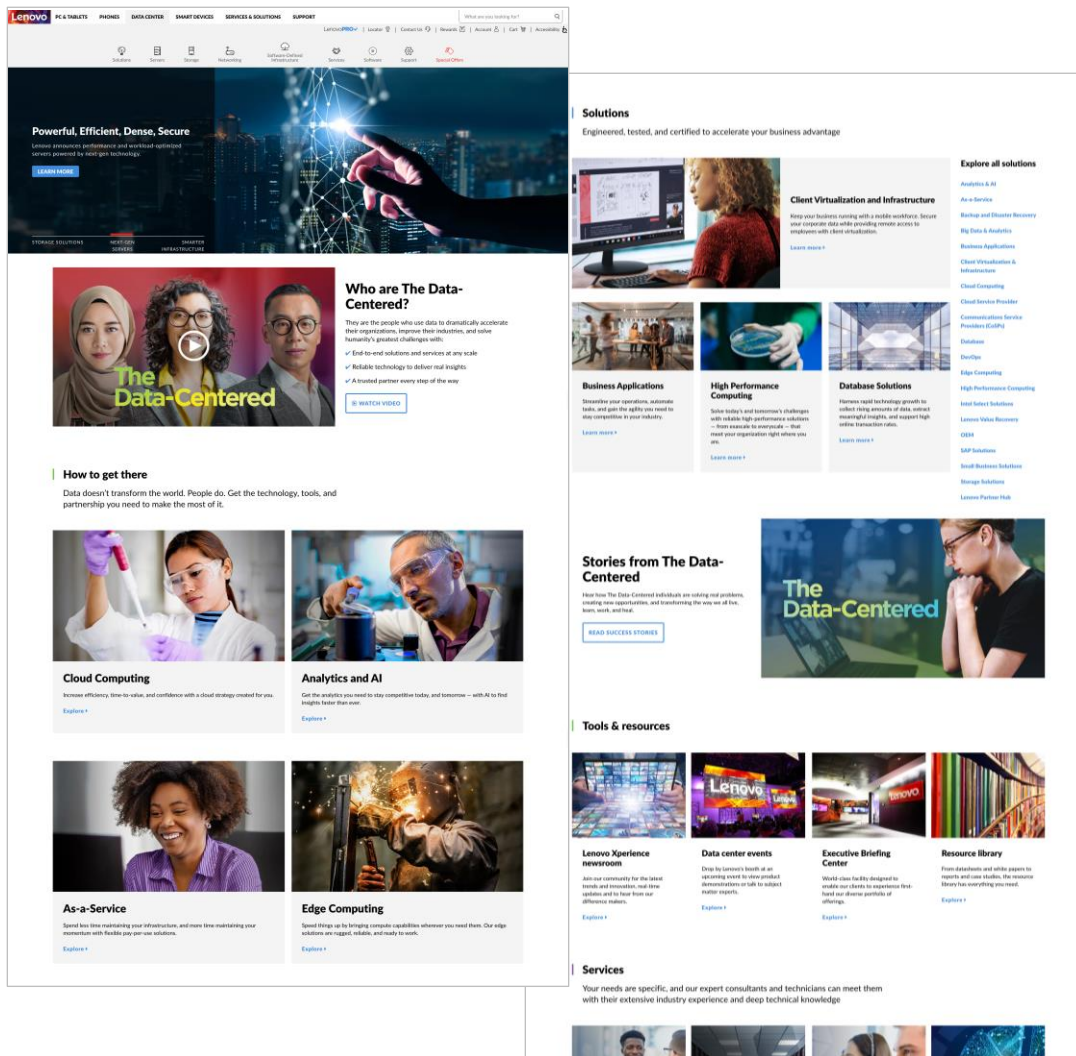
Find

Too much top-of-funnel content – content is not catered to multiple audiences. Lack of product on the webpage doesn't cater to site's purpose (e-commerce).

Recommendations

- Include main navigation categories directly on the homepage to promote quicker access to the product catalog
- Offer thematic or guided product browsing for novices (e.g. explore by use case, industry, etc.)
- Promote helpful product wizard on the homepage

Homepage: Observations



Choose

There is no information concerning the comparison and selection process of products available for purchase on the homepage.

Recommendations

- Add a helpful product recommendation wizard to the homepage
- Showcase logos, star reviews or problem/solutions of clients who use Lenovo's products to make consumers more confident in purchasing products that have positive feedback from similar personas

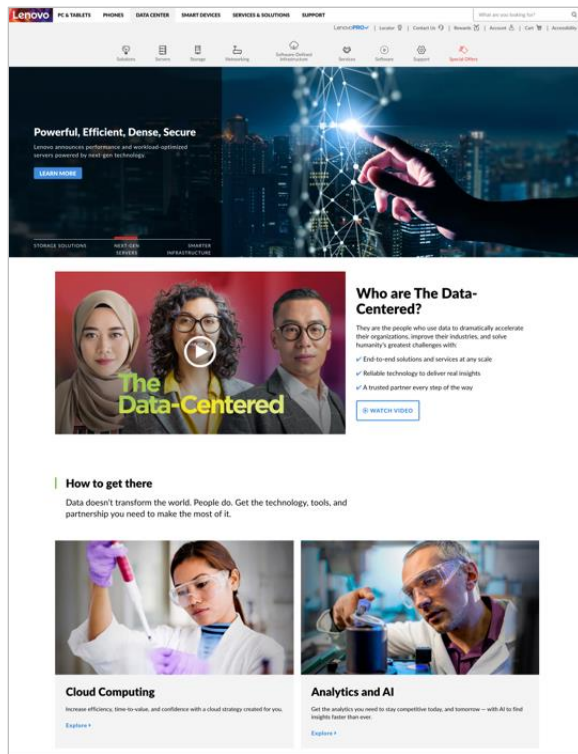
Buy

Buying calls to actions are completely missing from the homepage design.

Recommendations

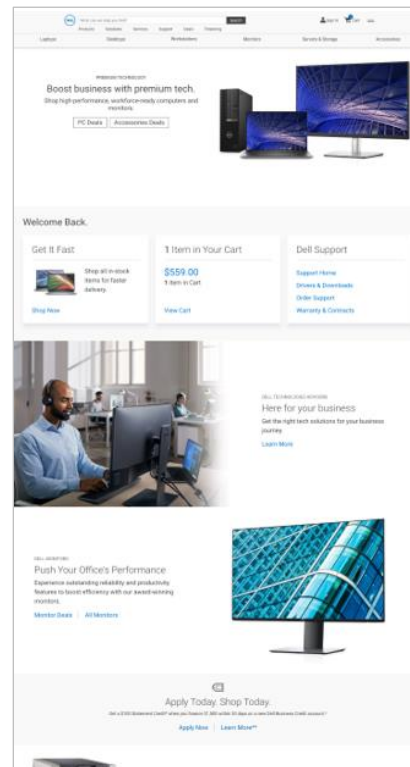
- Add product shortcuts with clear "Buy Now" and "Customize" CTAs
- Feature a broad range of product types on the homepage

Homepage: Competitor Comparisons



Lenovo

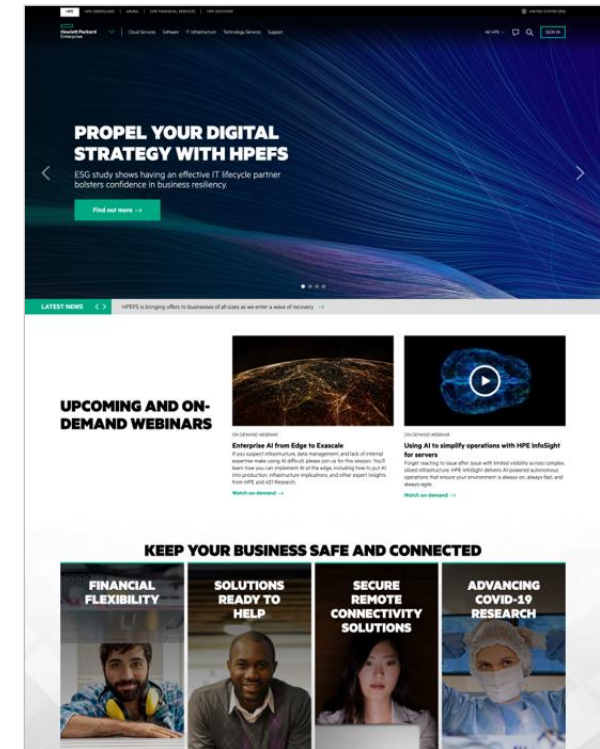
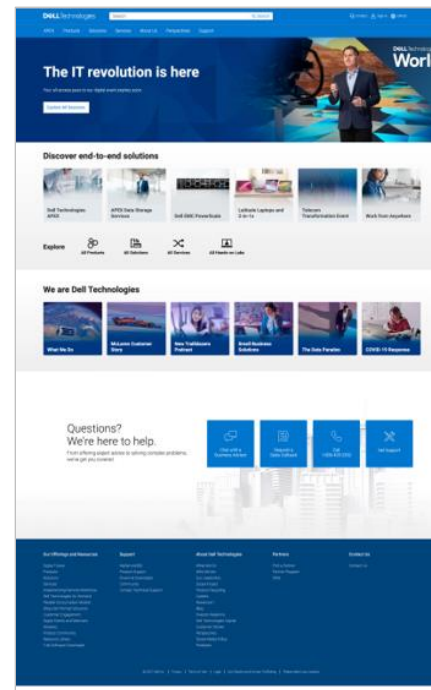
Lenovo shows no evidence of selling online, lacks specific products and product categories and CTAs and utilities that help guide users to the right products. Vague marketing language lacks Lenovo value proposition.



DELL

Dell Technologies' homepage provides slightly better access to products with fewer clicks, although the product catalog is only represented with a small icon versus a prominent place on the page. Help section content offers multiple pathways for novice users. "We are Dell Technologies" brand feature is included prominently on homepage.

The Dell.com homepage serves users content based on what a user has searched. If a user has shown interest in consumer products, servers do not appear on the homepage.



Hewlett Packard Enterprise

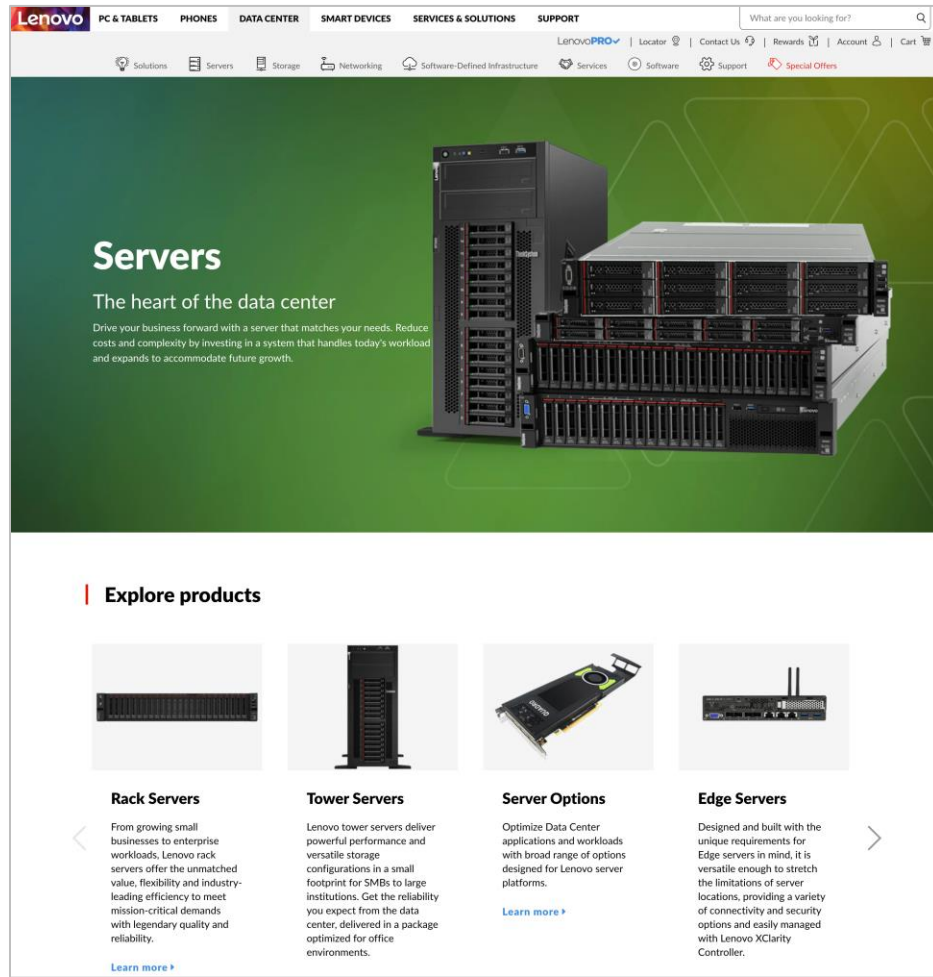
HPE's educational features are more lower-funnel focused than Lenovo's or Dell's. Solutions are presented in problem/solution language to guide users. "How to Buy" CTA is prominent in the footer, but overall the page lacks CTAs to guide users to a specific product category quickly.

Product Landers



Product Landers: Observations

i Servers, Storage, SDI, Software share same layout



Initial Reaction

Highlighting product subcategories at top is good, however best practices say product landing pages need to also include individual product listings to help reduce the number of clicks. Top banner lacks call to action and takes up too much space. Learn content is good, but not easily accessible in accordions.

Recommendations

- Shorten the hero so that users can get to the products more quickly
- Add featured product listings below the category highlights
- Show Learn information by default

Find

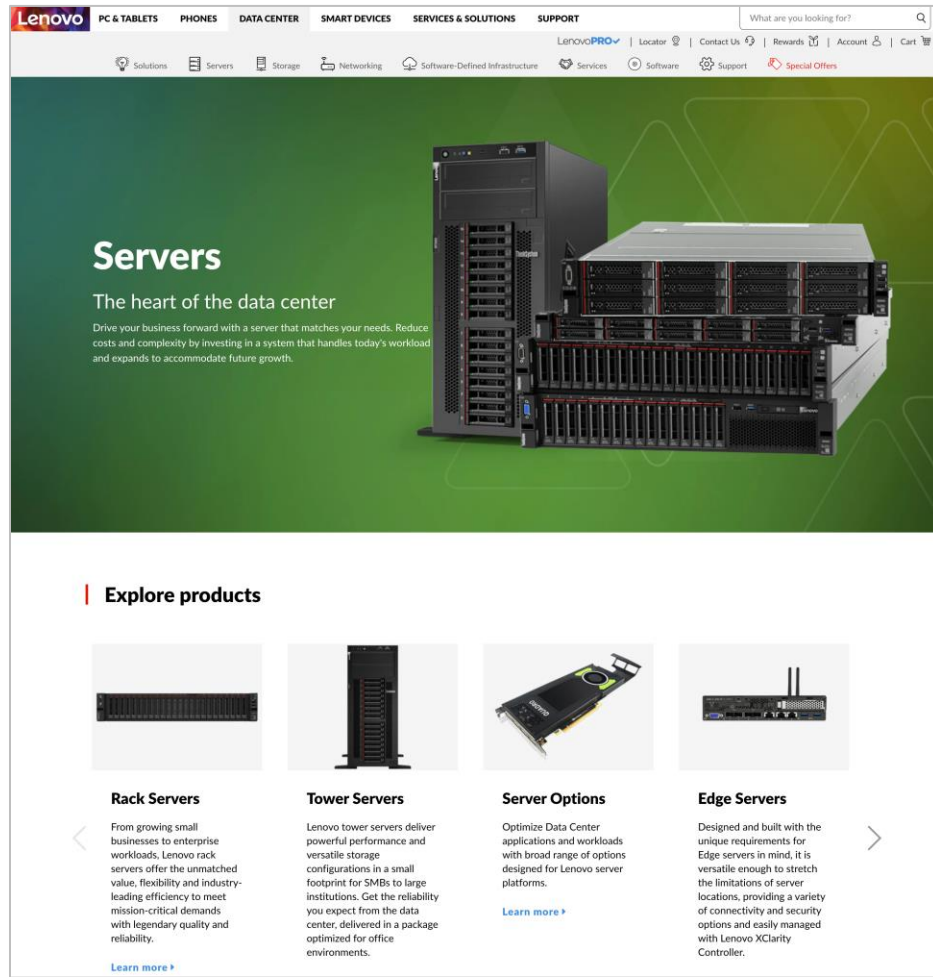
Users are overlooking the product subcategories hidden in the carousel. Cross-selling is limited to Services and should include other product lines for users to navigate around within the Data Center.

Recommendations

- Display all product subcategories instead of using a carousel to reduce search time and number of clicks
- Include product wizard on the page to help users find which subcategories are relevant to them.

Product Landers: Observations

i Servers, Storage, SDI, Software share same layout



Choose

Beyond the product listing in the carousel, there is little to no content or tools that helps a user make a choice on what product they need or is right for them. Content is not written in a user friendly way that helps guide the user.

Recommendations

- Remove industry jargon and include language that guides the novice user to the correct product category
- Add product tags to products for quick scanning: performance, speed, memory, storage
- Display featured success studies directly on the page
- Create a path for users to access comparison tools

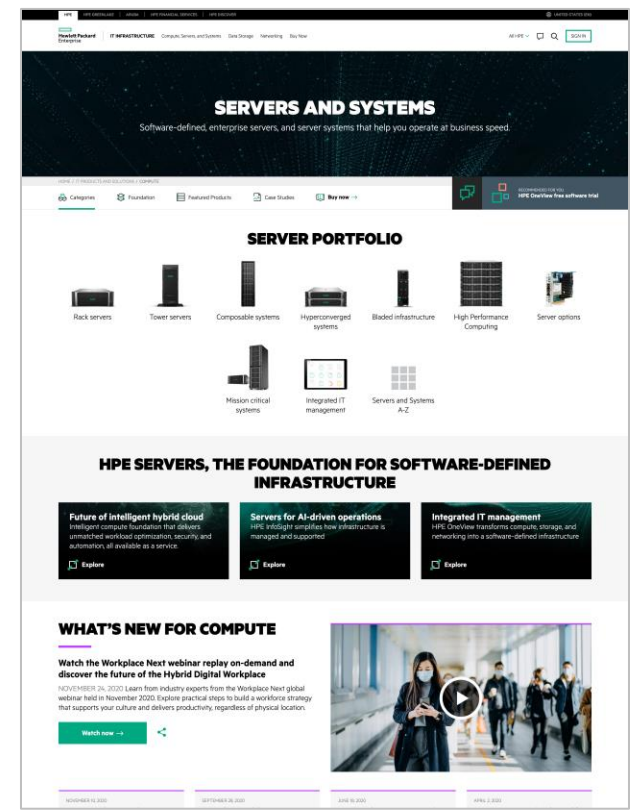
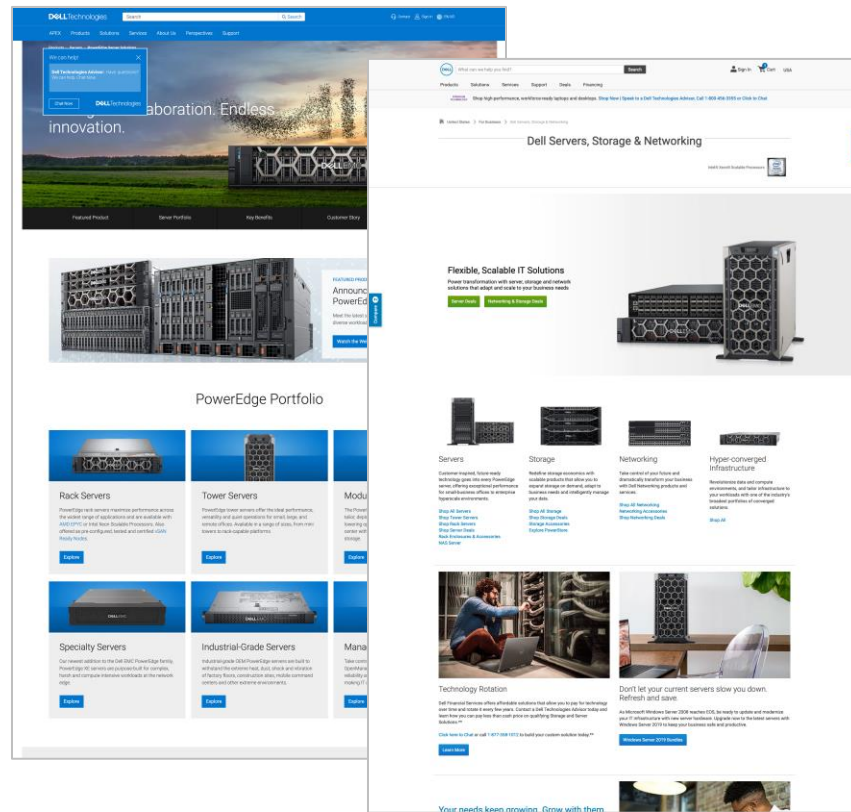
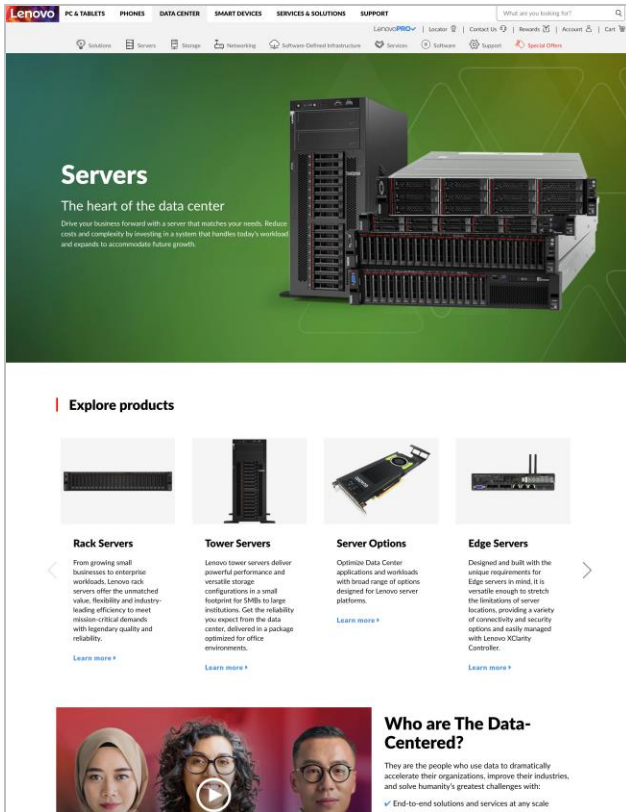
Buy

In Explore Products, only the linked content is a small, easy-to-miss CTA. There are no clear purchase CTAs on the page. Learn more links are too vague, leaving users to guess at where they might go next.

Recommendations

- Make entire card clickable
- Make server differences clear through content and different font weights so the user is confident in subcategory choice
- Update product CTA's to clear purchasing language, "Shop"
- Include new How to Buy content

Product Lander: Competitor Comparisons



Lenovo

Overall, the product is not featured enough on the Lenovo lander. Subcategories are represented, but the tall page hero blocks users from getting to them quickly. Carousel treatment of categories requires too much effort by the user, and content areas of those categories are not clickable. CTAs lack ecommerce "Shop" language and the page overall lacks information and tools to help users decide on what is best for them.

DELL

In general, Dell Technologies sells a more complete subcategory story for users. Although they also have a tall hero, the sticky sub-navigation helps move users quickly down the page to featured products, all products, benefits and stories. Product category cards are more engaging but still lack direct buying CTAs. Conversely, Dell.com combines Servers and Storage onto one lander but does include "Shop" CTAs and buying guidance to help users better self-select.

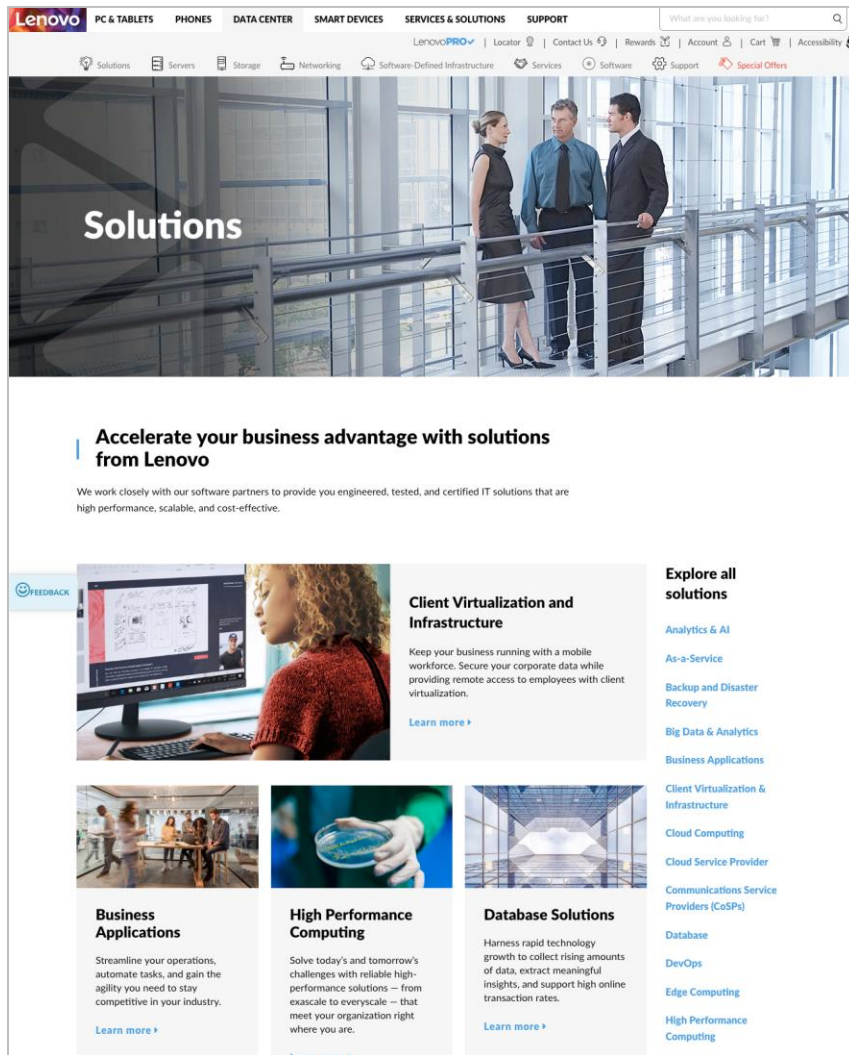
Hewlett Packard Enterprise

HPE's lander uses a short hero with a compelling value proposition to get users to subcategories quickly—however product subcategories lack any ecommerce CTAs. A single "Buy Now" CTA does appear in the page's sub-navigation, but it forces users go to a second landing page before they can reach a single-product page. The main lander does contain helpful content, product callouts and resources, but lacks organization making it confusing for users.

Solutions



Solutions Lander: Observations



Initial Reaction

On entrance, the Solutions Lander appears to be a repeat of the data center homepage. There is no immediate call to action or way for users to easily scan to find the solution they need.

Recommendations

- Add a sticky navigation so that users can jump to the category section they need to find their solution
- Show all solutions in product cards

Find

If a user landed here from an organic search, there is good information but lacks categorization of solutions to guide the user.

Recommendations

- Recategorize solutions into type, use case, and industry so that users can self-identify

Choose

There is no evidence on the performance of the solutions offered by Lenovo; Internal survey results indicate this would be a huge gain in increasing trust.¹

Recommendations

- Include testimonials that discuss the process, success and ease of working with Lenovo

Solutions Lander: Competitor Comparisons

Lenovo

Lenovos' content repeats from the Data Center homepage and it is unclear how the 4 large blocks of content differ from the list of solutions. A lack of categorization makes it difficult for the users to find what solution applies to them quickly.

DELL

Dell Technologies showcases a lot of solutions which could be overwhelming for a first-time user, but information is well categorized and easy to consume. Users can easily use the sticky nav to jump to the section they identify with. Users coming from dell.com are redirected to the Dell Technologies page.

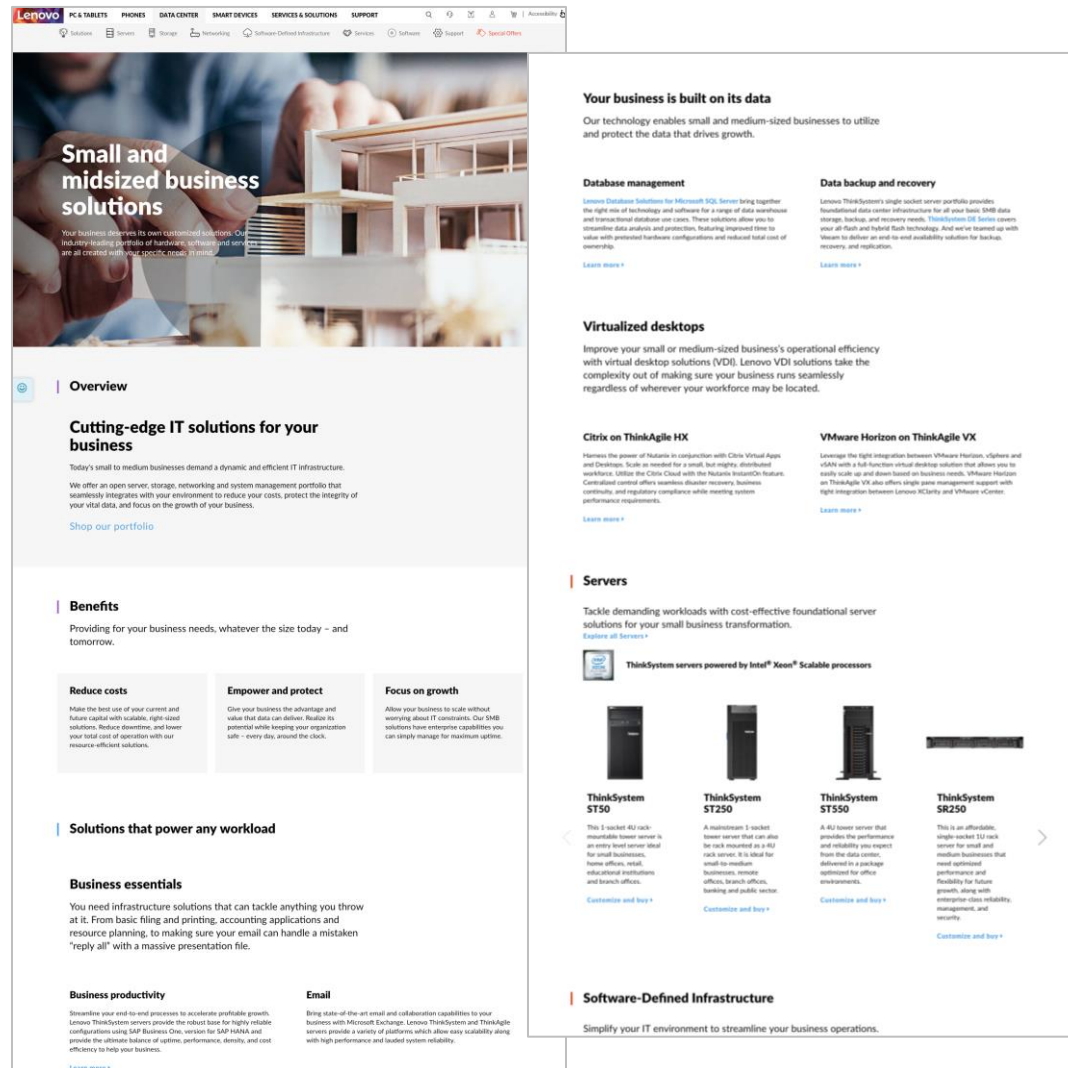
Hewlett Packard Enterprise

HPE does not have a separate Solutions page and instead includes this content combined with products directly on the homepage. It is easy to navigate service types and they allow users to self-select by industry.

SMB Solutions



SMB Solutions: Observations



Initial Reaction

The language is written for a specific SMB audience, but the page aesthetic feels like Information overload for a novice or new audiences.

Recommendations

- Add images to keep the user engaged and make content sections easier to scan
- Remove or condense content that isn't receiving clicks. Highlight product categories higher on the page and use accordions for secondary content
- Add better defined CTAs so users know what content is actionable
- Add SMB customer success stories, testimonials to show that Lenovo is informed and committed to SMB customers and to add credibility and trustworthiness to the page
- Locate this page under new Learn navigation vs Solutions

Find

While helpful, the SMB overview and auxiliary information is improperly placed above sub-category content, distracting users from the primary goal (finding and choosing small business products). Without visible subcategories, users have a harder time gaining an overview of what is available and cannot as easily navigate to deeper content.

Recommendations

- Add clear subcategories
- Include filter-based paths below sub-categories
- Include product suggestions or bundles for SMB personas

SMB Solutions: Observations

The screenshot displays the Lenovo SMB Solutions website. The main navigation bar includes links for Solutions, Servers, Storage, Networking, Software-Defined Infrastructure, Services, Software, Support, and Lenovo Open. The primary content area features a large image of hands holding a model building, with the text "Small and mid-sized business solutions" and "Your business deserves its own customized solutions. Our industry-leading portfolio of hardware, software and services are all created with your specific needs in mind." Below this, there are sections for "Overview", "Cutting-edge IT solutions for your business", "Benefits", "Solutions that power any workload", "Business essentials", and "Software-Defined Infrastructure".

Your business is built on its data
Our technology enables small and medium-sized businesses to utilize and protect the data that drives growth.

Database management
Lenovo Database Solutions for Microsoft SQL Server bring together the right mix of technology and software for a range of data warehouse and transactional database use cases. These solutions allow you to streamline data analysis and protect, reducing improved time to value with optimized hardware configurations and reduced total cost of ownership. [Learn more](#)

Data backup and recovery
Lenovo ThinkSystem's single socket server portfolio provides foundational data center infrastructure for all your basic SMB data storage, backup, and recovery needs. ThinkSystem D3 Series covers your all-flash and hybrid flash technology. And we've teamed up with Veeam to deliver an end-to-end available solution for backup, recovery, and replication. [Learn more](#)

Virtualized desktops
Improve your small or medium-sized business's operational efficiency with virtual desktop solutions (VDI). Lenovo VDI solutions take the complexity out of making sure your business runs seamlessly regardless of wherever your workforce may be located.

Citrix on ThinkAgile HX
Harness the power of Nutanix in conjunction with Citrix Virtual Apps and Desktops. Scale as needed for a small, but mighty, distributed workforce. Utilize the Citrix Cloud with the Nutanix InstantOn feature. Centralized control offers seamless disaster recovery, business continuity, and regulatory compliance while meeting system performance requirements. [Learn more](#)

VMware Horizon on ThinkAgile VX
Leverage the tight integration between VMware Horizon, vSphere and vSAN with a full-function virtual desktop solution that allows you to easily scale up and down based on business needs. VMware Horizon on ThinkAgile VX also offers single pane management support with tight integration between Lenovo XClarity and VMware vCenter performance requirements. [Learn more](#)

Servers
Tackle demanding workloads with cost-effective foundational server solutions for your small business transformation. [Explore All Servers](#)

ThinkSystem servers powered by Intel® Xeon® Scalable processors

ThinkSystem ST50	ThinkSystem ST250	ThinkSystem ST550	ThinkSystem SR250
This 3U rack-mountable tower server is an entry-level server ideal for small businesses, home offices, retail, educational institutions and branch offices. Customize and buy	A mainstream 3U rack-mountable tower server that can also fit into standard 4U rack server. It is ideal for small-to-medium businesses, remote offices, branch offices, banking and public sector. Customize and buy	A 4U tower server that provides the performance and reliability you expect from the data center, delivered in a package optimized for office environments. Customize and buy	This is an affordable, single-socket 3U rack server for small and medium businesses that need optimized performance and flexibility for future growth, along with enterprise-class reliability, management and security. Customize and buy

Software-Defined Infrastructure
Simplify your IT environment to streamline your business operations.

Choose

While the SMB page has a lot of content, it doesn't tell SMB users which products to buy for SMB needs.

Recommendations

- Add descriptive product names vs. marketing labels for products
- Include suggested products alongside helpful use case content
- Allow customers to compare SMB products

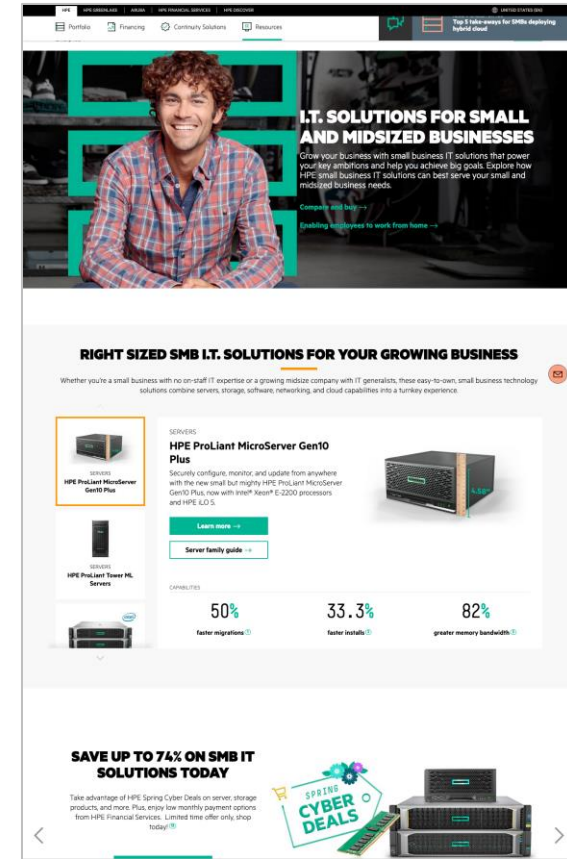
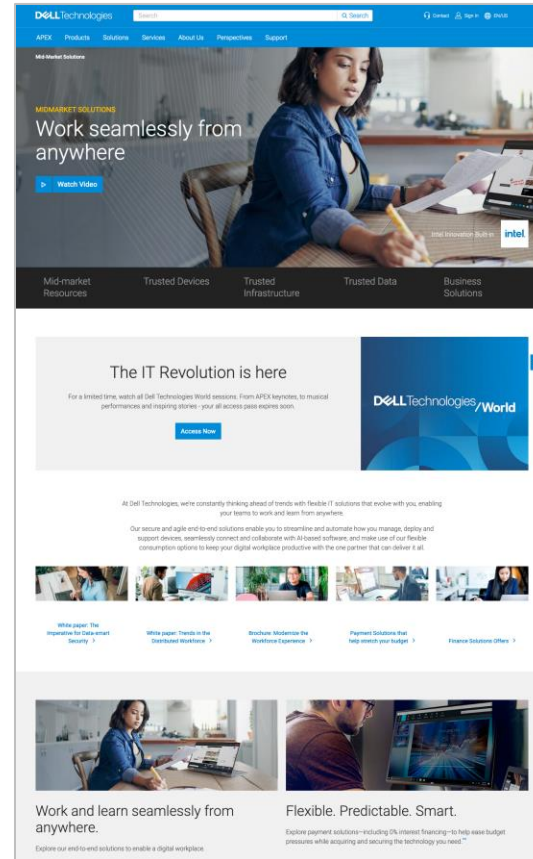
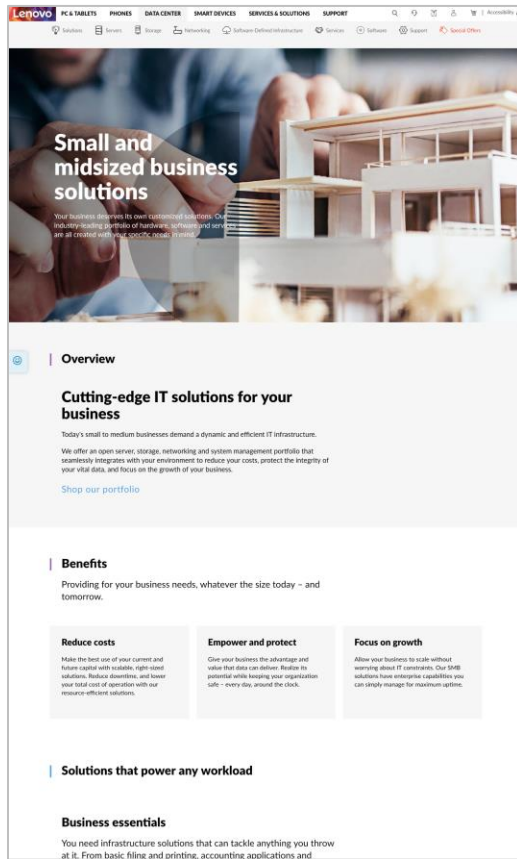
Buy

SMB users are getting the impression that there are only a handful of products available. "Explore All" text links are not visually strong enough.

Recommendations

- Emphasize 'view all products' links by placing in a button
- Make it clear what product information and links go with which product by designing clearer frames around product cards and linking the entire card to the product page
- Remove product carousels to reduce search time and number of clicks
- Add clear e-commerce call-to-actions to the page

SMB Solutions: Competitor Comparisons



Lenovo

SMB Solutions doesn't feel inviting for users and overall lacks visual appeal. Extra-tall hero should be functional with CTA language. Page lacks bespoke imagery, particularly in an SMB context. Content areas are not well-defined and hard to scan and language on the page is too technical overall for SMB audience

DELL

Page content areas are broken up well, making the content easy for users to scan and keeping the user scrolling. Overall, Dell content is more engaging, showcases SMB products in use, and includes contextual imagery along with SMB learning resources.

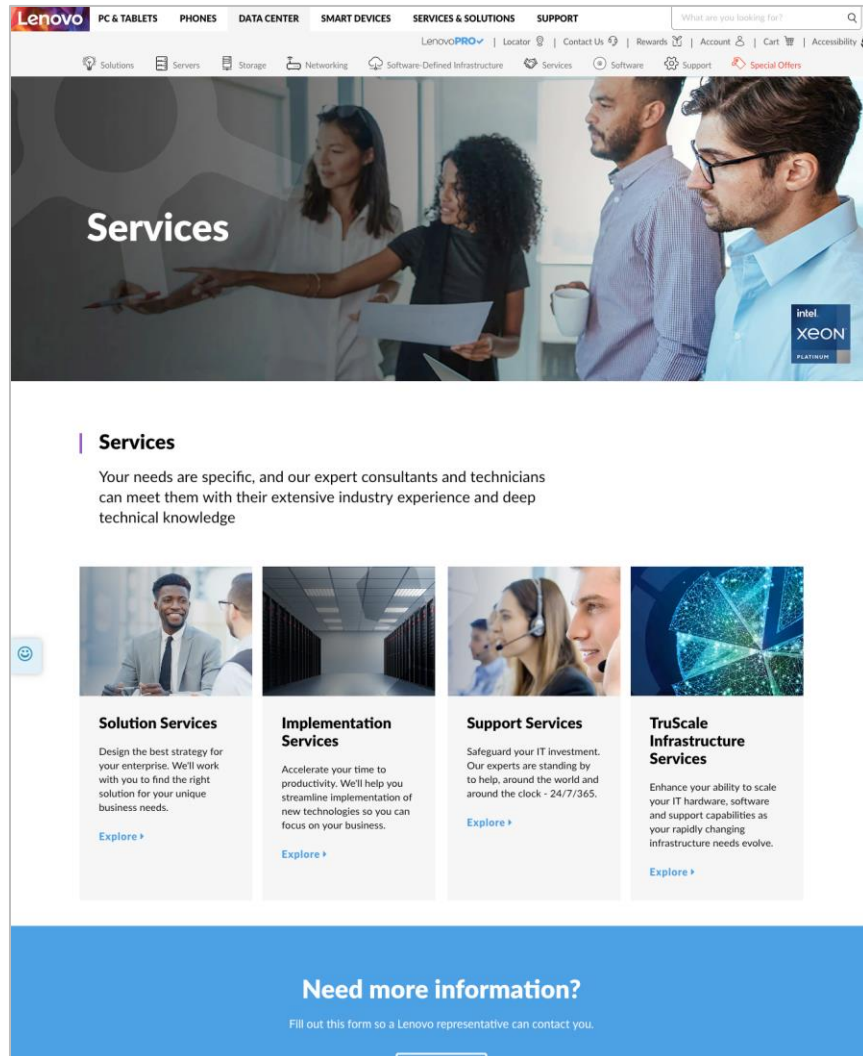
Hewlett Packard Enterprise

HPE includes good e-commerce CTAs in the top hero. Helpful Sales Chat pop up anticipates high-touch needs for novice SMB customers. Interactive product selector helps guide SMB users to the right products. Robust product descriptions and problem/solution language help customers compare SMB options.

Services



Services Lander: Observations



Initial Reaction

"Solutions" and "Support" language for Services categories is duplicated in the link labels of the main nav above, yet the content associated with the labels is totally different.

Recommendations

- Rename Services buckets to avoid confusion with Solutions categories

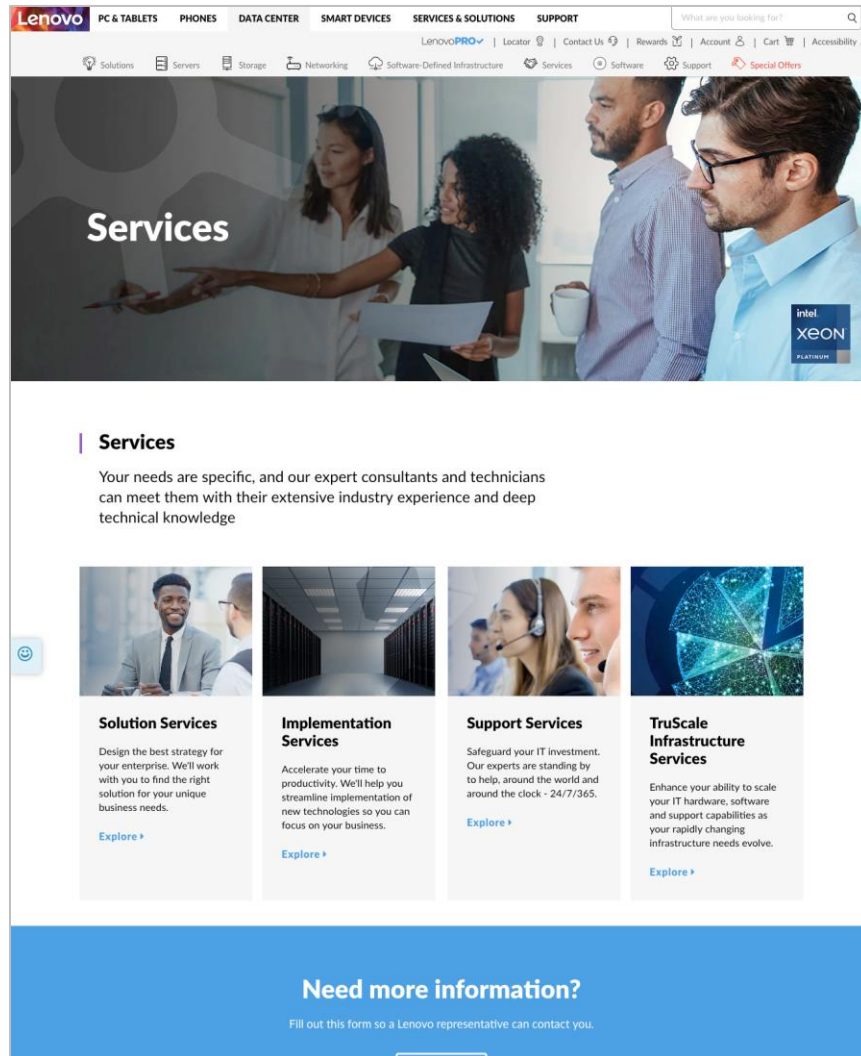
Find

Page does have clear direction with the goal of helping customers seek out categories of services but it could benefit from additional content and more support tools.

Recommendations

- Use different font weights/sizes to highlight the self-identifying content in service cards
- Provide links to articles, guides and resources in the learn section that guides users and places Lenovo as a thought-leader in the IT Infrastructure space

Services Lander: Observations



Choose

Content on the page doesn't explain why a potential client should be using Lenovo.

Recommendations

- Include testimonials that discuss the process, success and ease of working with Lenovo
- Add logos, awards and stats that differentiate Lenovo from competitors

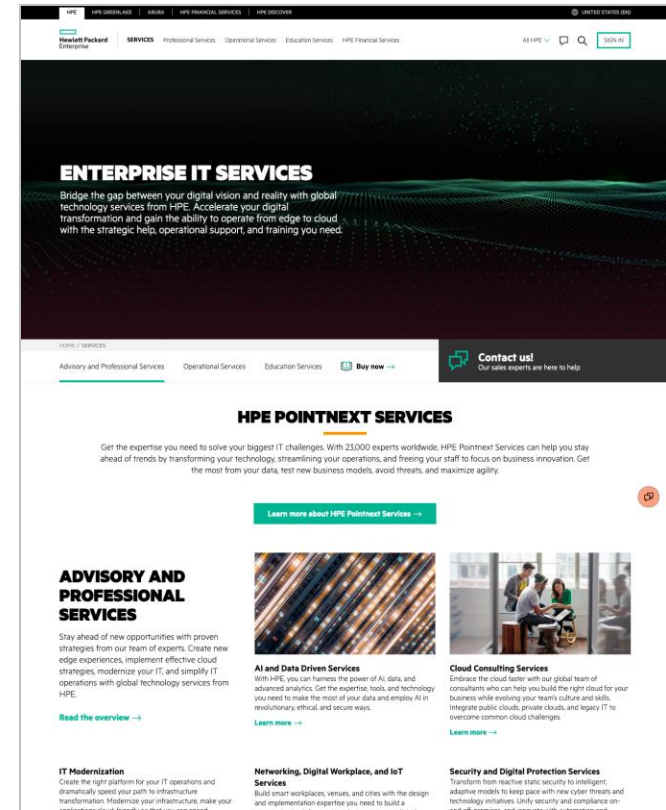
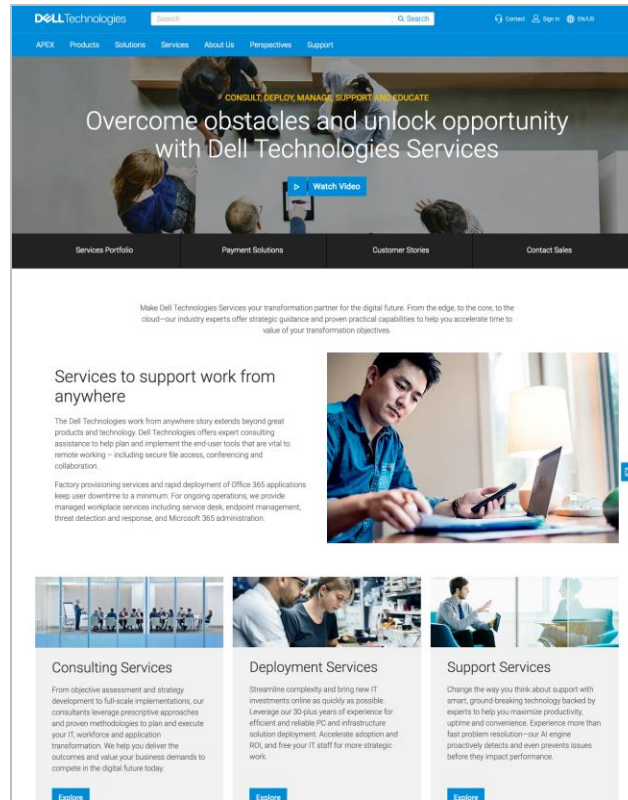
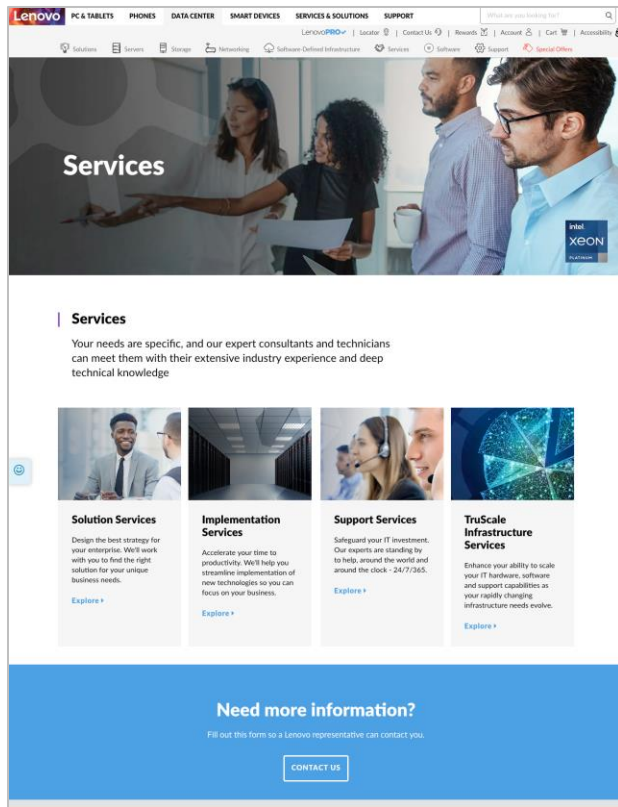
Buy

It's not directly clear what users next step should be if they would like to employ a service.

Recommendations

- Add content that is transparent about the process of signing up, what the user can expect to happen and when
- Make it easier for customers to inquire about services by providing multiple ways to connect or learn more

Services Lander: Competitor Comparisons



Lenovo

Lenovo has a clean page with clear direction to their service subcategories, however, the large hero slows users from getting to these subcategories quickly. It's not directly clear how a user gets or purchases these services from Lenovo.

DELL

Dell Technologies engages users from the top of their page with interactive video content. Although there is a taller hero, the sticky sub-navigation above the fold allows users to jump to the section they need. Clear content describes payment options and social proof of using their services through testimonials, awards and reviews.

Hewlett Packard
Enterprise

HPE's sub-navigation provides clear directives, but too much content that may overwhelm a novice user. The page hero is too tall and delays users from relevant content. Ample resources are provided to help users learn more about HPE as a company. A "Buy Now" option is available in the navigation but can be confusing because all services are not available for purchase on the following page.

Product Lists & Filtering



Product Lists: Observations

The screenshot shows a product list on the Lenovo website. The navigation bar includes categories like PC & TABLETS, PHONES, DATA CENTER, SMART DEVICES, SERVICES & SOLUTIONS, and SUPPORT. A sidebar on the left lists categories such as Storage, Networking, Software Defined Infrastructure, Software, Solutions, and Services. The main content area features a promotional banner for 'LenovoPRO For Small Business' and a grid of four product cards, each labeled 'BEST SELLER'. Each card displays the product name (ThinkSystem SR250, SR635, SR650, and SR665), a brief description, a 'Starting at' price, 'After Instant Savings', 'After eCoupon', and 'Savings' amounts. A 'View or customize' button is present at the bottom of each card. A 'Special Offers' link is visible in the top right corner.

Product Name	Starting at	After Instant Savings	After eCoupon	Savings
ThinkSystem SR250	\$1,902.00	\$1,236.30	\$1,050.86	\$851.14
ThinkSystem SR635	\$5,134.00	\$3,337.10	\$2,335.97	\$2,798.03
ThinkSystem SR650	\$3,920.00	\$2,548.00	\$2,369.64	\$1,550.36
ThinkSystem SR665	\$5,352.00	\$3,478.80	\$2,435.16	\$2,916.84

Initial Reaction

There is a lack of filtering, sorting, and comparison functionality. Final prices are hard to discern, making it difficult to efficiently scan cards. Cards are very long and scannability could be improved.

Recommendations

- Add a Compare check box to product cards to make it easier to highlight/distinguish differences between two or three product offerings
- Adjust card layout to minimize white space and extra height
- Ensure the final purchase price is easy to discern by styling the price to be more prominent than discounts, old prices, etc.
- Add and stylize contextual guidance in product cards

Find

Lenovo only allows for category filtering on the product list, which are not inclusive, resulting in the user only ever being able to see one category at a single time, with no ability to highlight items by other appropriate parameters.

Recommendations

- Include all list item attributes (bulleted specs) as filters on the left-hand column. Modify the current categories list into one sortable filter
- Add visual tags to products to indicate critical comparison data (e.g. Performance, Speed, Memory and Storage tags)

Product Lists: Observations

The screenshot shows a product list on the Lenovo website. The navigation bar includes categories like PC & TABLETS, PHONES, DATA CENTER, SMART DEVICES, SERVICES & SOLUTIONS, and SUPPORT. A sidebar on the left lists various solutions and services. The main content area features a promotional banner for 'LenovoPRO For Small Business' and a grid of four server product cards. Each card is labeled 'BEST SELLER' and contains a product image, a brief description, pricing information (starting at, after instant savings, after eCoupon, savings), and a 'View or customize' button. The SR250 card also includes a 'Join for free' button and a 'Call a Small Business Specialist' banner. The SR250 card also includes a 'SOLUTION15' coupon, SR635 has 'SOLUTION30', SR650 has 'SOLUTION7', and SR665 has 'SOLUTION30'. The SR250 card also includes a 'Join for free' button and a 'Call a Small Business Specialist' banner.

Model	Starting at	After Instant Savings	After eCoupon	Savings	Coupon
ThinkSystem SR250	\$1,902.00	\$1,236.30	\$1,050.86	\$851.14	SOLUTION15
ThinkSystem SR635	\$5,134.00	\$3,337.10	\$2,335.97	\$2,798.03	SOLUTION30
ThinkSystem SR650	\$3,920.00	\$2,548.00	\$2,369.64	\$1,550.36	SOLUTION7
ThinkSystem SR665	\$5,352.00	\$3,478.80	\$2,435.16	\$2,916.84	SOLUTION30

Choose

Specs are presented inconsistently across bulleted list items, so users may have a difficult time comparing them.

Recommendations

- Listing specs in bulleted lists is easy to scan, but the lists don't all follow the same pattern. Make the order consistent to assist with comparison

Buy

The View or customize button makes the step to purchase vague.

Recommendations

- Change the button to read "Buy"

Product Lists: Competitor Comparisons

The screenshot shows the Lenovo website's product list for servers. The navigation bar includes categories like PC & TABLETS, PHONES, DATA CENTER, SMART DEVICES, SERVICES & SOLUTIONS, and SUPPORT. A sidebar on the left lists various server categories. The main content area features a promotional banner for 'Lenovo PRO For Small Business' and a grid of four server models, each with a 'BEST SELLER' badge. The models are ThinkSystem SR250, SR635, SR650, and SR665. Each model card displays the starting price, a price after a coupon, and a savings amount. Below the grid, there are four columns of bullet points listing key features and specifications for each server model.

The screenshot shows the Dell website's product list for servers, organized into two sections: '1-Socket (Supports 1 Processor)' and '2-Socket (Supports up to 2 Processors)'. Each section contains a grid of server models with their respective starting prices. The 1-socket section includes PowerEdge R240, R340, R6515, and R7515. The 2-socket section includes PowerEdge R540, R440, R640, and R7525. Each model card includes a brief description of the server's capabilities and performance benefits. The layout is clean and uses a grid view to present the product information.

The screenshot shows the HPE website's product details page for an HPE ProLiant DL20 Gen10 E-2224 1P 16GB-U S1001 2LFF 290W PS Server. The page features a navigation bar with options like Solutions / Configure, Base Models, Features, Additional Resources, and Services. The main content area includes a list of models, a price filter (under \$2,000 US), and a reseller selection (TigerDirect and Insight). The product details section provides a comprehensive overview of the server's specifications, including processor speed, family brand, form factor, processors, generation, memory, and processor type. A 'Shopping Made Simple' section highlights the availability of real-time prices and special offers. The page also includes a 'Compare' checkbox and a 'Configure & Buy' button.

Lenovo

Filter types are virtually unavailable. Room for improvement in card layout and emphasizing final purchase price. Lenovo highlights some unique purchasing attributes within the product list to alert users to some features or benefits, but lists are not consistent.

DELL

Dell uses a grid view to present their product list information, but do not provide sufficient product details to aid evaluation and comparison. Dell offers some tooltips and information for a few elements within the comparison tool, however not for very domain heavy information.

Hewlett Packard Enterprise

HPE provides filters within an area of their product details page to help narrow down appropriate pre-configurations. HPE is the only site to provide sorting functionality. HPE is also the only site to offer a Compare check box directly on product cards.

Product Details Pages



Product Details Pages: Observations

Home > Data Center > Servers > High-Density

ThinkSystem SD650 V2 High-Density Server

Liquid cooling innovation for a highly efficient data center

The ThinkSystem SD650 V2's direct water cooling design delivers maximum performance, extreme density, and leading energy efficiency in the data center.

[Watch 3D Tour](#) [Configuration / Pricing](#)

Tech Specs

ATTRIBUTE	SPECIFICATION
Form Factor/Height	Full-wide 1U tray (two SD650 V2 nodes per tray)
Chassis	DW612 Enclosure (6U)
Processors	Two third-generation Intel® Xeon® Processor S
Memory	Up to 2TB using 16x 128GB 3200MHz TruDDR4
I/O Expansion	Up to 2x PCIe Gen4 x16 low-profile adapter slots InfiniBand or Intel Omni Path; SharedIO support
	Up to 2x 2.5-inch SATA SSDs (7mm height) or 3

Models

SHOPLUNNER FREE 2-Day Shipping (on select products) [Learn more](#) | [Sign In](#) (10 min minimum)

ThinkSystem SR250 G4930 8GB

Part Number: 7Y31A07JNA

Processor/Speed Xeon® G4930 2C 3.2GHz 54W	Web Price: \$1,902.00 After Instant Savings: \$1,236.30
Processor Cache 20MB	After eCoupons: \$1,050.86
Number of Processors 1/1	Savings: \$851.14
Memory (Standard/Max/Type) 8GB/128GB/TruDDR4	Use eCoupons SOLUTION115
Slots x Bays Total (Avail) 3(3) x 4(4)	CUSTOMIZE
Internal Hard Disk (Max) 32TB	<input type="checkbox"/> Logout
Limited Warranty 3-year CRU & On-Site 9x5 Next Business Day (NBD)	
Supported Hard Disk 3.5" SATA/SAS	
Form Factor 1U	

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Initial Reaction

Layout is not expected for a product page, and user has to scroll all the way to the bottom to find pricing and purchase CTA. Images represented by indicators are likely to be overlooked, either unintentionally or because they lack the information scent needed to be deemed valuable by users. Without help, novice users can have a hard time making sense of industry-specific product aspects.

Recommendations

- Move pricing, primary features, model options, and CTA buttons to the top of the page
- Use thumbnails to represent additional images to enable users to quickly identify and expand the images pertinent to their needs
- Provide clarifying text (e.g., with tooltips) for difficult-to-understand product specifications

Find

It can be highly complex to get an overview and locate products that are supplementary to the product currently being viewed.

Recommendations

- Suggest supplementary products for users who may be looking for add-ons or accessories to the product they are currently viewing

Product Details Pages: Observations

Home > Data Center > Servers > High-Density

ThinkSystem SD650 V2 High-Density Server

Liquid cooling innovation for a highly efficient data center

The ThinkSystem SD650 V2's direct water cooling design delivers maximum performance, extreme density, and leading energy efficiency in the data center.

[Watch 3D Tour](#) [Configuration / Pricing](#)

Up to 3rd Gen Intel® Xeon® Scalable processors

Tech Specs

ATTRIBUTE	SPECIFICATION
Form Factor/Height	Full-wide 1U tray (two SD650 V2 nodes per tray)
Chassis	DW612 Enclosure (6U)
Processors	Two third-generation Intel® Xeon® Processor S
Memory	Up to 2TB using 16x 128GB 3200MHz TruDDR4
I/O Expansion	Up to 2x PCIe Gen4 x16 low-profile adapter slot InfiniBand or Intel Omni Path. Shared I/O support
	Up to 2x 2.5-inch SATA SSDs (7mm height) or 3

embedded management engine in all ThinkSystem servers that is designed to standardize, simplify, and automate foundation server management tasks.

The XClarity Administrator virtualized application centrally manages your ThinkSystem servers, storage, and networking, offering streamlined IT management to contain administrative costs and speed infrastructure provisioning.

Models

SHOPRUNNER FREE 2-Day Shipping (on select products) [Learn more](#) | [Sign In](#) (18+ minimum)

BEST SELLER

ThinkSystem SR250 G4930 8GB

Part Number: 7Y31A07JNA

<p>Processor/Speed Xeon® G4930 2C 3.2GHz 54W</p> <p>Processor Cache 2.0MB</p> <p>Number of Processors 1/1</p> <p>Memory (Standard/Max/Type) 8GB/128GB/TruDDR4</p> <p>Slots x Bays Total (Avail) 3(3) x 4(4)</p> <p>Internal Hard Disk (Max) 32TB</p> <p>Limited Warranty 3-year CRU & On-Site 9x5 Next Business Day (NBD)</p> <p>Supported Hard Disk 3.5" SATA/SAS</p> <p>Form Factor 1U</p>	<p>Web Price: \$1,902.00 After Instant Savings: \$1,236.30 After eCoupons: \$1,050.86 Savings: \$851.14</p> <p>Use eCoupons SOLUTION15</p> <p>CUSTOMIZE</p> <p><input type="checkbox"/> Loadpage</p>
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Choose

Basic product warranty information may fall short for users who incorporate extended warranties and service support into their decision to buy a product. Users may be put off by the product's high price before they are made aware of financing options.

Recommendations

- Any information about available warranty, service upgrades and/or financing should be displayed directly on the product details page

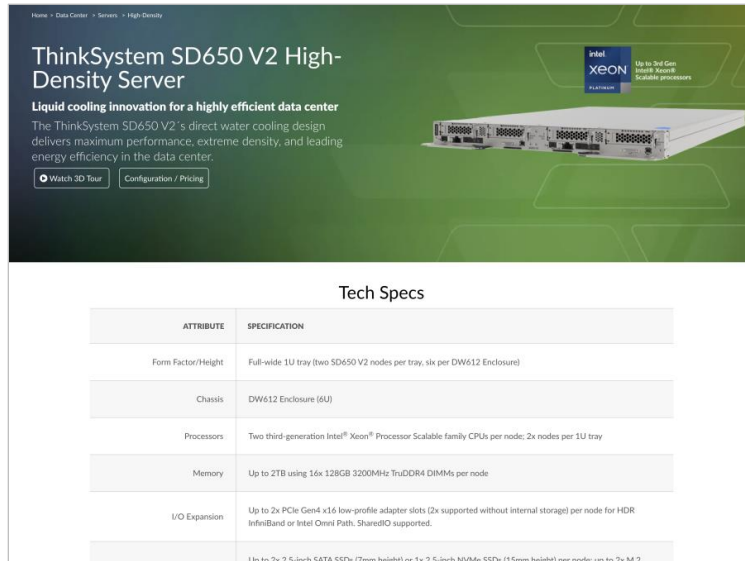
Buy

The Shop Now secondary buttons are styled similarly to the primary 'Customize' button. Once added to a user's cart, if users click on the product image in the cart they are taken back to a different but similar product page for the exact same product.

Recommendations

- Change the primary buttons to "Buy Now" and "Customize It"
- These buttons need a unique, high-contrast styling that isn't reused for other buttons in the interface.
- Eliminate duplicate product pages.

Product Details Pages: Competitor Comparisons




Home > Data Center > Servers > High Density

ThinkSystem SD650 V2 High-Density Server

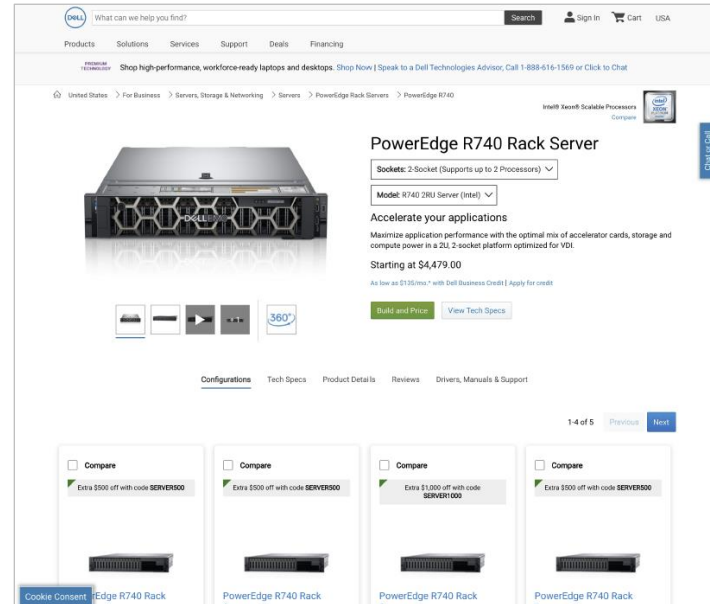
Liquid cooling innovation for a highly efficient data center

The ThinkSystem SD650 V2's direct water cooling design delivers maximum performance, extreme density, and leading energy efficiency in the data center.

[Watch 3D Tour](#) [Configuration / Pricing](#)



ATTRIBUTE	SPECIFICATION
Form Factor/Height	Full-wide 1U tray (two SD650 V2 nodes per tray, six per DW612 Enclosure)
Chassis	DW612 Enclosure (4U)
Processors	Two third-generation Intel® Xeon® Processor Scalable family CPUs per node; 2x nodes per 1U tray
Memory	Up to 2TB using 16x 128GB 3200MHz TruDDR4 DIMMs per node
I/O Expansion	Up to 2x PCIe Gen4 x16 low-profile adapter slots (2x supported without internal storage) per node for HDR InfiniBand or Intel Omni Path. SharedIO supported.
	Up to 2x 2.5-inch SATA SSDs (7mm height) or 1x 2.5-inch NVMe SSDs (1.5mm height) per node; up to 2x M.2



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United States > For Business > Servers, Storage & Networking > Servers > PowerEdge Rack Servers > PowerEdge R740

PowerEdge R740 Rack Server

Socket: 2-Socket (Supports up to 2 Processors)

Model: R740 2RU Server (Intel)

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[Configurations](#) [Tech Specs](#) [Product Details](#) [Reviews](#) [Drivers, Manuals & Support](#)

1 of 5 [Previous](#) [Next](#)

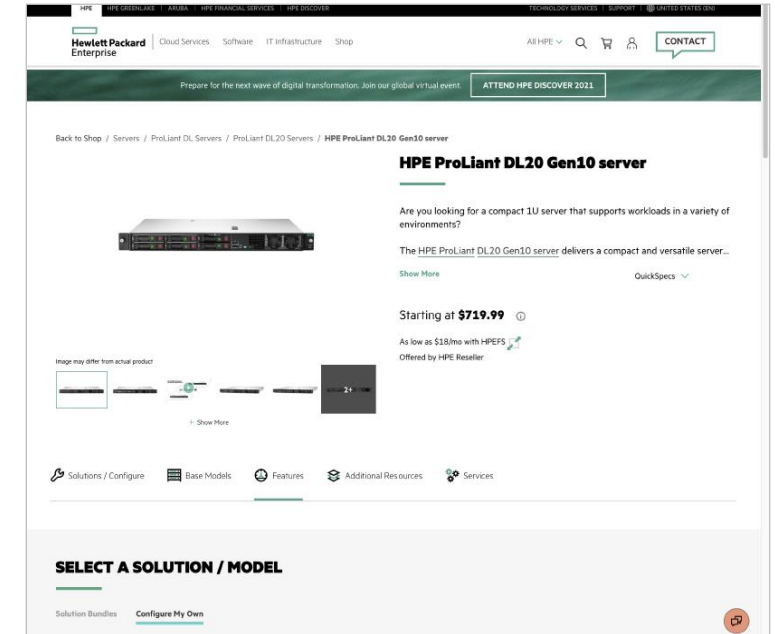
Compare [Extra \\$500 off with code SERVER500](#)

Compare [Extra \\$500 off with code SERVER500](#)

Compare [Extra \\$1,000 off with code SERVER1000](#)

Compare [Extra \\$300 off with code SERVER300](#)

[Edge R740 Rack](#) [PowerEdge R740 Rack](#) [PowerEdge R740 Rack](#) [PowerEdge R740 Rack](#)



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HPE ProLiant DL20 Gen10 server

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Image may differ from actual product

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SELECT A SOLUTION / MODEL

[Solution Bundles](#) [Configure My Own](#)

Lenovo

Lenovo provides the user with a 3D tour feature, which includes a series of images (along with a 360 view). Layout is unlike a standard product page, making it difficult to understand that a purchase can be made here. Product images can be difficult for users to decode, in particular when trying to understand features or specifications. Users can be taken to two different product pages for the exact same product based on path they take.

DELL

Dell's layout is a standard/expected product detail page with pricing and next step CTA at the top. Dell shows a delivery date clearly on their product details page to clearly communicate when users should be able to expect their product if purchased. Product videos showcase product features, provide scale and context, and offer educational content.

Hewlett Packard Enterprise

Pricing and models are close to the top of the page. HPE includes warranty upgrades on the product details page itself, however the included warranty is not available in close proximity to this information. HPE provides supplementary cross-sells on the product details page, however they are relatively hidden behind an "Options" tab.

Configurator



Configurator: Observations

Lenovo PC & TABLETS PHONES DATA CENTER SMART DEVICES SERVICES & SOLUTIONS SUPPORT

What are you looking for?

Solutions Servers Storage Networking Software-Defined Infrastructure Services Software Support Special Offers

ThinkSystem SR250 G4930 8GB

Base Processors Memory Storage OS & Software PCI Power Others Security Value Added

Base

Qty	Description	Price
1	ThinkSystem SR250/SR150 3.5"x4 Chassis	\$414.38
<input type="radio"/>	ThinkSystem SR250 2.5" Chassis	\$428.19
<input checked="" type="radio"/>	1 ThinkSystem SR250/SR150 3.5"x4 Chassis	SELECTED

UEFI Operating Modes

Qty	Description	Price
<input type="radio"/>	Operating mode selection for: "Efficiency - Favoring Performance Mode"	\$0.00
<input type="radio"/>	Operating mode selection for: "Efficiency Favoring Power Savings Mode"	\$0.00
<input type="radio"/>	Operating mode selection for: "Maximum Performance Mode"	\$0.00
<input type="radio"/>	Operating mode selection for: "Minimal Power Mode"	\$0.00

Summary

Web price: \$1,828.00
After Instant Savings: \$1,184.95
Coupon Price:
\$1,007.21

Add To Cart

Configuration Tree

Category	Quantity
Base	
ThinkSystem SR250/SR150 3.5"x4 Chassis	1
Memory	
ThinkSystem 8GB TruDDR4 2666MHz (1Rx8, 1.2V) UDIMM	1
Storage	
ThinkSystem SR250 3.5" SATA/SAS 4-Bay BP Cable Kit	1
Select Storage devices - no configured RAID required On Board SATA AHCI Mode	1
PCI	
ThinkSystem SR250/SR150 x8/x8 PCIe Riser	1
Power	
ThinkSystem SR250/SR150 Fixed 300W PSU	1
2.8m, 10A/100-250V, C13 to IEC 320-C14 Rack Power Cable	1
Others	
ThinkSystem SR250 Refresh Motherboard	1
ThinkSystem SR250/SR150 Front VGA Connector Kit	1
ThinkSystem Toolless Friction Rail v2	1
Security	
Feature Enable TPM 1.2	1

Resource Tracker

Initial Reaction

Choices are present but overwhelming. There is an overall lack of language to guide users through the configuration process and novice users struggle to understand the choices. Configurator allows users to see price changes as they design their product, but lack of tool tips or other guiding language forces users to go outside of the configurator to find additional information.

Recommendations

- Provide base models with option to configure
- Display a 3D visual of the product that highlights each component as the user makes selections
- Reduce the number of steps a user has to take while still keeping tabs
- Redesign component steps and filter to make navigating the Configurator like a wizard that walks the user through the process and provides recommendations
- Include active states and a next button to progress users along the steps needed to be taken

Find

No clear steps to indicate which specs are required for the configuration. Filtering options are closed by default, making them harder to discover and use.

Recommendations

- Only display required component selections, with a secondary option to make further selections for an expert user
- Redesign sidebar as filters and promote popular selections. Make options always visible and sticky when scrolling
- Consider implementing a sorting tool in addition to filtering

Configurator: Observations

Choose

Interface doesn't indicate when one step is finished and the next begins. Lack of helpful information and language makes it hard to make selections for all levels of users. No function for comparing configurations. Frequent errors occur due to options being shown to users that are not compatible based on a user's choices in previous steps.

Recommendations

- Include a next button or automatically move to the next step after a selection is made
- Add explanations and make current tool tips more apparent to help users understand how the options differ and assist in selection
- Consider allowing a user to save configurations and compare before getting to the cart or making it easier at the cart step
- Only provide compatible components based on previous user choices
- Make product drawings and datasheets easily accessible to users

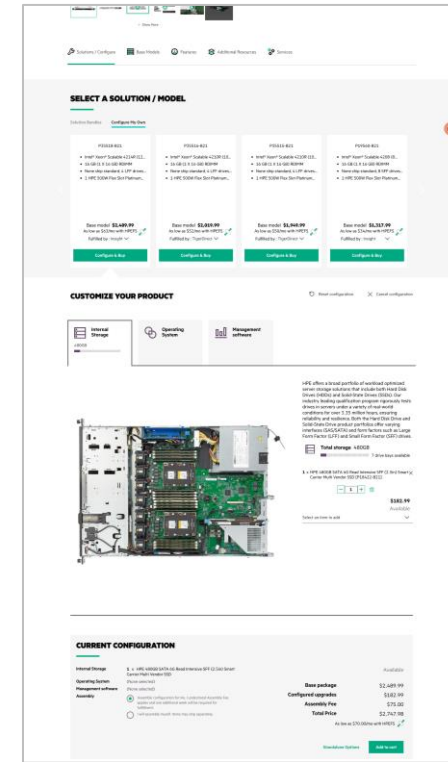
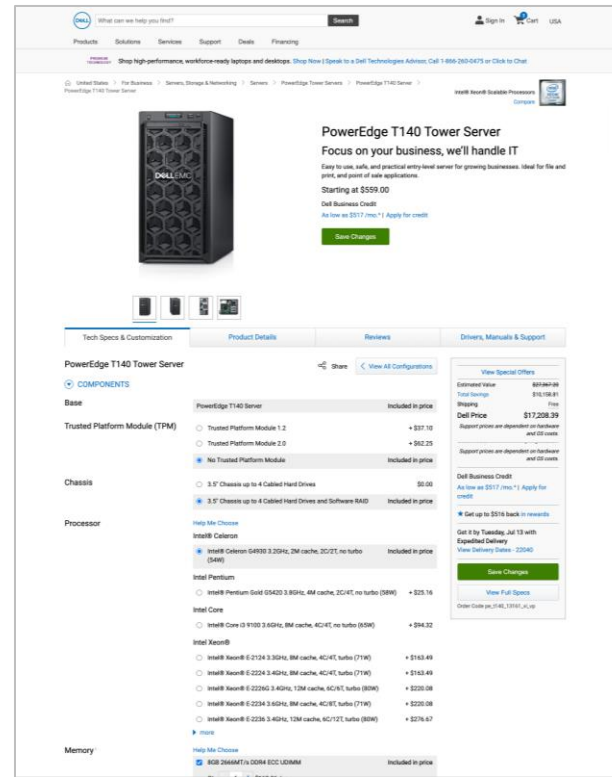
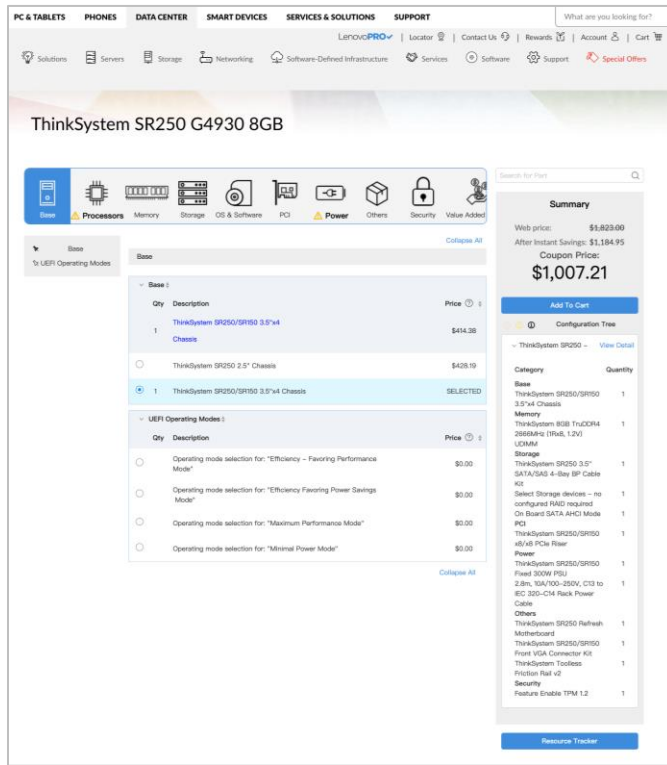
Buy

Summary doesn't show users pricing for each component. No quick/easy way to just select basic configuration and move on.

Recommendations

- Provide common "base" configurations and provide clear explanations of differences to novice users
- Consider avoiding jargon and spelling out acronyms for novice users
- Provide a way to compare multiple configurations before adding to cart
- Show pricing for each option in the "Configuration Tree"
- Provide easy and quick access to a customer service representative

Configurator: Competitor Comparisons



Lenovo

Expert users have the ability to try many different options and see price changes reflected, but information isn't detailed enough to make selections. Novices need more – guided configuration options, out of box options, etc. Visual experience is not maximizing usability, functionality or ease of use.

DELL

Dell's configurator opens with basic options pre-selected enabling users to add product to cart "as is" or scroll to customize. Not all configurations are included in standard view, but there is a button that allows users to view all. Dell suggests and displays available accessories during the configuration process. "Help Me Choose" tool tips are available throughout the experience, providing users with more detailed information and comparison functionality. Configuration options are also conveniently displayed directly on product detail pages.

Hewlett Packard Enterprise

HPE's configurator is built directly into the product page instead of opening a new page. Interface allows users to easily reset or cancel configuration at any point in the process. Configuration summary is clear and simple to review and separates base package from configuration upgrades making the total pricing abundantly clear.

Cart



Cart: Observations

The screenshot displays the Lenovo shopping cart interface. At the top, there is a navigation bar with categories like PC & TABLETS, PHONES, DATA CENTER, SMART DEVICES, SERVICES & SOLUTIONS, and SUPPORT. Below this, a search bar and utility links (Locator, Contact Us, Rewards, Account, Cart, Accessibility) are visible. The main content area is divided into two columns. The left column, titled 'Your Cart', lists two items: 'ThinkSystem SR250 - 3yr Warranty' and 'ThinkSystem SE350 - 3yr Warranty'. Each item includes a thumbnail, a quantity selector (set to 1), and a 'Save for Later' or 'Remove' link. The right column, titled 'Cart Summary', shows the 'Order Subtotal' as \$3,321.50, an 'eCoupon: SOLUTION15' discount of -\$216.64, and 'Shipping' as FREE. The 'Estimated total' is \$3,104.86, and 'You're saving' is \$2,005.14. A 'PROCEED TO CHECKOUT' button is prominent, with a note 'As low as \$87/month | Prequalify'. Below this, there are links for 'Military/Students/Teacher/Senior/Medical/Nurse/Responder Discount', 'MyLenovo Rewards', and 'See all financing options >'. The footer contains social media icons, a 'SIGN UP' button, and a 'CHAT NOW' button.

Initial Reaction

The cart is fairly clear and functional, however cart load time is slow and some basic design changes could greatly improve the experience. During some user tests, the main navigation of the site changed to PC & Tablets, making it confusing for users who use the cart for a "save" function or storage purposes while they continue to browse the site.

Recommendations

- Maintain consistent top navigation inside cart
- Streamline alerts/errors by locating them next to the product or cart summary section they refer to
- Place more emphasis on the total price of individual items and the 'Estimated Total' in the cart summary
- Display each product as a separate item inside the cart to prevent users from adding multiple units to the cart by mistake
- Provide larger thumbnails to help users visually inspect items

Find

The Cart icon in the courtesy navigation is the same color and weight of all of the other items, making it easy to miss. Icon doesn't update or indicate that you've added an item to the cart or show the current total number of items in the cart, Important details are organized poorly (example shipping time and shipping costs are located in two separate areas of the cart).

Recommendations

- Design the cart icon with more visual impact
- Include a product quantity number next to Cart icon
- Combine discounts, coupon and shipping information all together
- Expand the coupon section so the entry field is open and add explainer language for automatically-applied eCoupons
- Reorganize and redesign the bottom of the cart to optimize the usage of the space and increase the size of information in the cart

Cart: Observations

Lenovo PC & TABLETS PHONES DATA CENTER SMART DEVICES SERVICES & SOLUTIONS SUPPORT

What are you looking for?

Solutions Servers Storage Networking Software-Defined Infrastructure Services Software Support Special Offers

Continue Shopping

Hurry! Limited quantities. Items are not reserved until checkout and may sell out.

Your eCoupon has been applied

product 7D1X100GNA cannot apply the coupon SOLUTION30

Your Cart Save Cart | Delete Cart

Need help? Chat or call 1-855-2-LENOVO | View Hours

ThinkSystem SR250 - 3yr Warranty \$1,227.66
Part Number: 7Y51A07LNA
Ships in more than 2 weeks
1
View/Edit Specs Save for Later Remove

ThinkSystem SE350 - 3yr Warranty \$1,877.20
Part Number: 7D1X100GNA
Ships in more than 2 weeks
1
View/Edit Specs Save for Later Remove

VIEW IMPORTANT ORDER & LEGAL INFORMATION

Order Subtotal \$3,321.50
eCoupon: SOLUTION15 -\$216.64
Replace eCoupon
Shipping FREE
SHOPRUNNER offers FREE 2-Day Shipping & Free Returns Learn more | Sign In (\$25 minimum)

Estimated total: \$3,104.86
You're saving \$2,005.14

PROCEED TO CHECKOUT
As low as \$87/month | Prequalify

You could earn \$0 in MyLenovo Rewards
Server products do not earn rewards. For more information please see our FAQs
Login with Lenovo ID

TERMS & CONDITIONS >
SHOW CART ID +
KNOW YOUR PART NUMBER +

STAY CONNECTED
Enter your email address SIGN UP

SELECT COUNTRY/REGION
United States

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CHAT NOW

Choose

Product specs should be organized in a way that facilitates comparisons, especially for users who typically store products in the cart during the browsing phase.¹

Recommendations

- Organize spec lists into buckets (Storage, Memory, Power, etc) so they are easier to scan and compare
- Include added price of each configuration spec in "View/Edit Specs" and ability to edit subcategory configurations

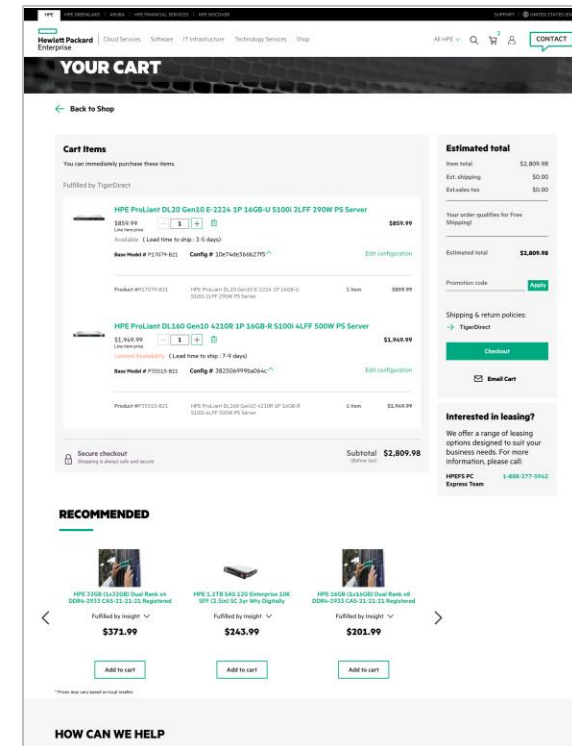
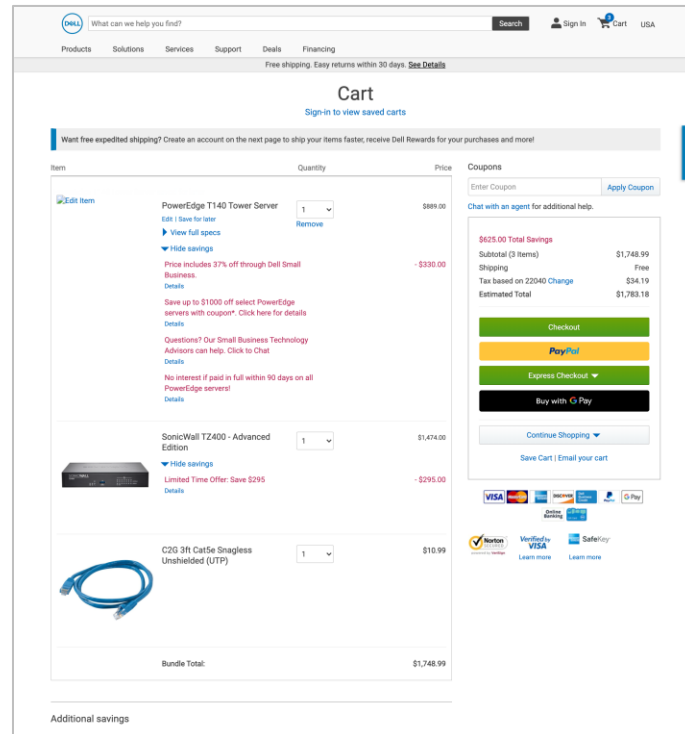
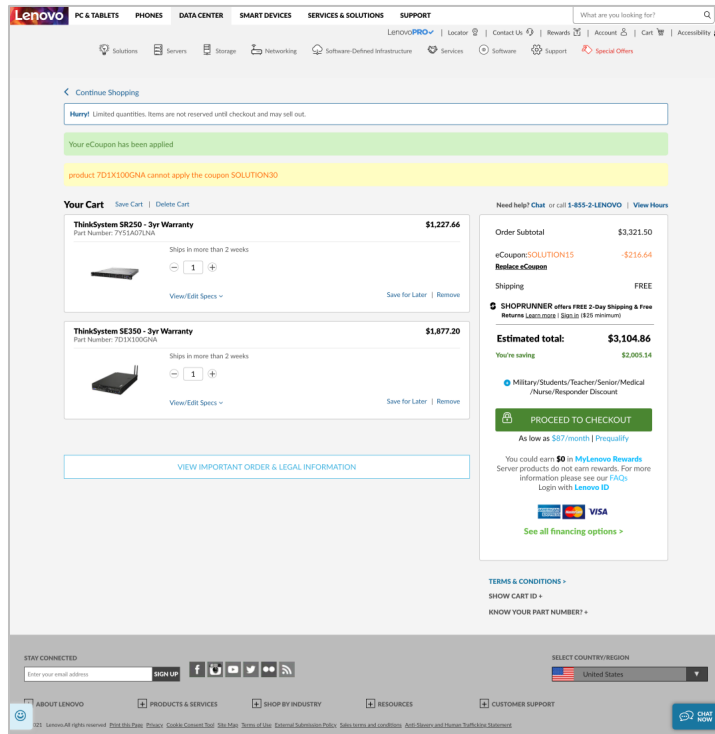
Buy

Lenovo is missing an opportunity to cross-sell items related to cart contents. There is currently no way to share cart contents with another decision-maker for approval.

Recommendations

- Include cross-sell section with related accessories. Adapt cross-sell suggestions and promotions strongly to the user's current context. Ensure cross-sells are styled as secondary content¹
- Include links to print and email cart contents showing pricing and specs

Cart: Competitor Comparisons



Lenovo

Lenovo's cart includes versions of some best practice recommendations currently but adjusting the layout and hierarchy would help to score higher. Discounts, pricing and organization of specs are difficult to scan. Lenovo is missing opportunities for cross-selling. It's difficult for users to add and purchase related accessories when top navigation switches to PC & Tablets. Lenovo lacks functionality to send or share cart.

DELL

Dell.com provides a stepped process with cross-selling along the way, however multiple buttons make it hard for users to choose the next step. Product specs are better organized but could be grouped better for easy scanning. Discounts in pricing is featured well but chat and special promotions links within the pricing structure can be distracting to the user. After cart abandonment, homepage features a "Welcome Back" with reminder of your cart details upon return.

Hewlett Packard Enterprise

HPE provides a drop-down cart view on hover over cart icon. The cart summary clearly shows upgrades with pricing but final pricing for each items can get lost. Users can easily go back to edit their configuration through a link and email their cart items to others, however the ability to save items for later is missing. The layout and hierarchy of sections allows users to clearly find what they need. A section for cross-selling is included for easy access to related items.

Checkout



Checkout: Observations

The top screenshot shows the 'Secure Checkout' page at the 'Shipping' step. The progress bar indicates steps: 1. Shipping, 2. Payment, 3. Review, 4. All done!. A warning message states: 'Ship times are estimates. Due to Covid-19, expect possible shipment delays.' The 'View Order Summary' shows: Subtotal: \$1,061.91, Shipping: FREE, Total: \$1,061.91 (You're saving \$860.09). The 'Continue to Payment' button is highlighted in green.

The bottom screenshot shows the 'Secure Checkout' page at the 'Payment' step. The progress bar indicates steps: 1. Shipping, 2. Payment, 3. Review, 4. All done!. The 'View Order Summary' shows: Subtotal: \$1,061.91, Shipping: FREE, Tax: \$79.64, Total: \$1,141.55 (You're saving \$860.09). The 'Continue to Review' button is highlighted in green.

Initial Reaction

Page flow is easy to understand and scoring is generally good for best practices, however interactions and layout could be improved for better user flow and optimal best practices. Page load needs to be optimized.

Recommendations

- Consider an initial step with two buttons: Checkout as Guest and Login/Create an Account
- Consider using a single primary column for form fields since users often skip fields in multiple columns
- Style progress buttons differently so users don't mistake them for the complete purchase button. Provide 'Back' button for navigating to previous checkout steps
- Support the browser 'Back' button for navigating to previous steps
- Provide clear rollovers and hover states for process step links
- Add appropriate alert messages to specific sections when users try to jump ahead in steps
- Ensure steps within tabs are clearly numbered and labeled
- Autodetect city and state immediately after zip code is provided
- Use in-line validation with advanced 'Live' logic
- Match the credit card field sequence to the physical card's information sequence
- Emphasize the security of credit card fields
- Include additional financing options offered on the initial cart page
- Include a space to Add Coupon in Order Summary box
- Provide separate 'Edit' links for all distinct information groups on the 'Review' tab
- Rename 'Web Price' to 'Starting Price' in the review summary for consistency based on references on other pages

Checkout: Competitor Comparisons

Lenovo 1-855-253-6686 option #2 | Login with Lenovo ID | Accessibility

Home > Checkout Review & Purchase

Secure Checkout

Shipping Payment Review All done!

Review Your Order

Item	Web price	Instant Saving	eCoupon	SOLUTION30	Sale price
ThinkSystem SE350 - 3yr Warranty Part Number: 7D1XCTO1WW Qty: 1 Ships in more than 2 weeks View All specs	\$2,888.00	-\$1,010.80	-\$563.16		\$1,314.04
ThinkSystem SR645-3yr Warranty Part Number: 7D2VCTO1WW Qty: 1 Ships in more than 2 weeks View All specs	\$5,352.00	-\$1,873.20	-\$1,043.64		\$2,435.16

Subtotal: \$3,749.20
Shipping: \$150.00
Tax: \$292.44
Total: \$4,191.64
You're saving: \$4,490.80

Rep ID (Optional)
Notice: The Rep. ID should be exactly 10 digits.

By placing your order you agree to our [Sales Terms & Conditions](#), [Privacy Policy](#) and verify that you are over the age of 16.

[Place Your Order](#)

EDIT SHIPPING & PAYMENT

Shipping Details
Bill Ryerson
Rivers Agency
601 W Rosemary St Unit 108, Chapel Hill, North Carolina, 27516-2354
9199329985
lenovo@riversagency.com

Billing Details
Bill Ryerson
Rivers Agency
601 W Rosemary St Unit 108, Chapel Hill, North Carolina, 27516-2354
9199329985

Payment Details
Credit card type: Visa
Credit card number ending *****5155
Expiration 2/2022
Amount to be charged \$4,191.64

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Dell

Checkout

Shipping Payment Verify & Submit

Shipping

We're working to ensure your safety. Please be advised that due to COVID-19, our carriers are practicing safe social distancing and will not require a signature to deliver your order.

First Name MI Last Name
Company Name (optional)
Street Address
Apt, Suite, Etc.
Postal Code City State
27029 North Carolina
Phone Number Email Address

[Add a phone extension](#)

Yes, I would like to receive offers and information about Dell's products and services by post and phone. To learn more about how Dell uses and protects your personal information, click here.

***Billing Address** what's new?
Tax exempt businesses: Tax exempt orders must be completed by phone. [How to exempt your order](#)

Same as shipping information
 Use a different address and contact

Standard Delivery
PowerEdge T140 Tower Server
Quantity: 1
Get it by Friday, Jun 25

Delivery method
 Standard Delivery
 Expedited Delivery
 Designated Carrier
 Let me choose for each item

Coupons
[View Coupons](#) [Apply Coupon](#)
[Chat with an agent for additional help.](#)

\$756.50 Total Savings
Subtotal (2 items) \$1,281.48
Shipping Free \$0.00
Tax based on 27029 \$1,274.42
Estimated Total \$1,274.42
[Next: Payment](#)

[Master](#) [Discover](#) [VISA](#) [American Express](#) [Learn more](#)

Hewlett Packard Enterprise

CHECKOUT

Home > Checkout Review & Purchase

Home > Cloud Services > Software > IT Infrastructure > Shop

Account Settings Support My Account

Already a user? [Sign in now](#) [Sign in](#)

1 Shipping Address

United States
City
Title
First Name * Last Name *
Company Attention to
Address Line 1 *
Address Line 2 (optional)
City * Province * Postal Code *
Phone Number (optional)
Enter email address *

Estimated Total

Item total	\$2,809.98
Est. shipping	\$0.00
Est. sales tax	\$0.00
Estimated total	\$2,809.98

[Shipping & return policies](#)
[TigerDirect](#)

Create an HPE account

Speed up the process for your next order by creating an HPE account to save the information you've already entered. Fields marked with * are required.

Password Repeat password

[Next](#)

2 Shipping Method

3 Payment Method

4 Review

Secure checkout
Shipping is exempt with and more

Subtotal **\$2,809.98**
(includes tax)

Lenovo

Lenovo's checkout has some inherent positives, but overall lacks organization and visual hierarchy. The four step check out process is clear at the top of page but steps do not appear to be active links. Checkout load is slower than Dell.

DELL

Dell's form fields don't indicate to users which fields are required and which are optional. Radio buttons for shipping options clearly indicate options to users. Multiple payment options are presented. CTA language clearly guides users to the next step in the checkout process.

Hewlett Packard Enterprise

HPE presents one long checkout page vs. a tabbed/stepped process. Users must choose between guest or logged-in checkout upfront, but are prompted again during the first checkout step, delaying the purchase goal. Form fields are missing autodetection functionality. Checkout load time is considerably slower than both Dell and Lenovo.

Good/Better/Best

Lenovo

Recommendations Sorted By Page/Section



Good/Better/Best Recommendations

Navigation	Good	Better	Best
1.1 Rename Data Center	●		
1.2 Create Active States for Mega Menu Items	●		
1.3 Hide Main Lenovo Navigation Once Data Center Journey Starts		●	
1.4 Restructure Site Navigation/Add New Pages			●
1.5 Create New Mega Menu Style			●
1.6 Move Cart, Search and Account to Sub Navigation			●
1.7 Add Special Deals Bar Under Sub Navigation			●

Good/Better/Best Recommendations

i Universal items will be applied to many pages, e.g. Homepage, Product Lander, Solutions, Services, etc.

Universal	Good	Better	Best
2.1 Shorten Page Heroes	●		
2.2 Add e-Commerce Calls to Action	●		
2.3 Make Entire Product Cards Clickable	●		
2.4 Add More Products on More Pages	●		
2.5 Use Problem and Solution Messaging		●	
2.6 Provide Ways for Users to Narrow The Product Catalog Down		●	
2.7 Incorporate Resources		●	
2.8 Sell Through Stories		●	
2.9 Create A Module with Courtesy CTAs for Different Types of Support		●	
2.10 Showcase More Brand Content vs Marketing Content		●	
2.11 Add a Help-Me-Choose Wizard or Filtering Processes			●
2.12 Create a Module to Display Best Sellers, Featured and Popular Products			●
2.13 Add Sticky Nav for In-Page Navigation			●
2.14 Add Case Studies Module			●

Good/Better/Best Recommendations

i See universal items for additional recommendations that may apply.

Homepage	Good	Better	Best
3.1 Prominently Feature Product Categories			●

PC Homepage

4.1 Add Servers to Icon Navigation Module		●	
4.2 Implement User Tracking to Show a Server Ad in 3-Up Ad Section			●

Solutions

5.1 Recategorize Into Type, Use Case and Industry <i>*Recategorize for current content and in future for updated navigation</i>	●		●
------------------------------------------------------------------------------------------------------------------------------------	---	--	---

Good/Better/Best Recommendations

Services

	Good	Better	Best
6.1 Rename Service Buckets	●		
6.2 Explain the Process of Signing Up			●

Success Stories

7.1 Add More Small Business Case Studies	●		
7.2 Add Search and Filter Functionality to Main Page			●
7.3 Convert PDFs to HTML Pages			●

Good/Better/Best Recommendations

i See universal items for additional recommendations that may apply.

Product Landers	Good	Better	Best
8.1 Remove Carousel and Show All Products		●	
8.2 Guide Users to Comparison Tool			●

Product Lists

9.1 Add Contextual Guidance Messaging to Product Cards	●		
9.2 Add Ability to Tag By: Performance, Speed, Memory and Storage		●	
9.3 List Attributes Consistently Visually		●	
9.4 Ensure Prices Are Clear in Product Cards		●	
9.5 Reduce White Space in Product Cards and Make Product List 3-Up		●	
9.6 Add Compare Option Check Box			●
9.7 Implement Filters for Product Attributes			●

Good/Better/Best Recommendations

Product Details	Good	Better	Best
10.1 Ensure the Primary Buttons are Styled in Unique and Prominent Ways	●		
10.2 Add Buy Now and Customize Buttons		●	
10.3 Use Thumbnails to Represent Product Images		●	
10.4 Explain Industry-Specific Terminology in Product Specifications		●	
10.5 Change Layout to Emphasize Price, Models and CTAs			●
10.6 Create and Highlight Out-of-Box Options vs Customization			●
10.7 Provide a Cross-Sell Section That Only Contains Supplementary Products			●
10.8 Display Warranty Upgrades and Financing Options			●
10.9 Eliminate Duplicate Product Pages	●		

Comparison Tool

11.1 Create a Dedicated Page	●		
11.2 Provide Inline Help for Industry-Specific Specs		●	
11.3 Add the Ability to Add Products to the Compare Form Tool			●
11.4 Include the Ability to "Add to Cart"			●

Good/Better/Best Recommendations

Configurator	Good	Better	Best
12.1 Include Active States	●		
12.2 Redesign Filters		●	
12.3 Provide Descriptive/Explainer Language for Steps		●	
12.4 Highlight and Use Tool Tips to Explain Jargon		●	
12.5 Spell Out Acronyms		●	
12.6 Add Next Guidance Buttons		●	
12.7 Display Required Component Selections First		●	
12.8 Make Data Sheets Available		●	
12.9 Reduce Number of Steps			●
12.10 Start with Base Models with Clear Explanations			●
12.11 Display a 3D Visual Showing Reference to Components Being Selected			●
12.12 Add Functionality for Configurator to Act as a Wizard with Guidance			●
12.13 Add a Sorting Tool			●
12.14 Only Provide Compatible Components Based on Previous Step Choices			●
12.15 Create a Way to Compare Multiple Configurations			●
12.16 Show Pricing for Each Option/Component in Order Summary			●

Good/Better/Best Recommendations

Cart	Good	Better	Best
13.1 Maintain Consistent Top Navigation Inside Cart	●		
13.2 Organize Specifications Lists Into Category Buckets	●		
13.3 Streamline Alerts By Locating Them To Appropriate Related Sections		●	
13.4 Place More Emphasis On The Total Pricing		●	
13.5 Provide Larger Thumbnails			●
13.6 Include Added Price Of Each Configuration Spec In "View/Edit Specs" And Ability To Edit Subcategory Configurations			●
13.7 Include Cross-sell Section With Related Accessories			●
13.8 Include Links To Print And Email Cart Contents			●
13.9 Design The Cart Navigation Icon With More Visual Impact			●
13.10 Include A Product Quantity Number Next To Cart Icon			●
13.11 Combine Discounts, Coupon And Shipping Information All Together			●
13.12 Expand Coupon Section And Add Explainer Language For Automatically-applied Ecoupons			●
13.13 Optimize Usage Of Space On Bottom Of Page To Increase Size Of Information			●

Good/Better/Best Recommendations

Checkout	Good	Better	Best
14.1 Provide Clear Rollovers And Hover States For Process Step Links	●		
14.2 Style Buttons That Progress Users Forward In Steps Differently	●		
14.3 Ensure Steps Within Tabs Are Clearly Numbered And Labeled	●		
14.4 Rename 'Web Price' to 'Starting Price'	●		
14.5 Provide 'Back' Button For Navigating To Previous Checkout Steps		●	
14.6 Autodetect City And State After Zip Code Is Provided		●	
14.7 Match The Credit Card Field Sequence To The Physical Card's Information Sequence		●	
14.8 Add Appropriate Alert Messages To Specific Sections When Users Jump Ahead In Steps		●	
14.9 Allow Users To Edit Individual Category Data Directly At The Review Step		●	
14.10 Use Single Primary Column For Form Fields			●
14.11 Provide Two Buttons: Checkout As Guest And Sign In			●
14.12 Include Additional Financing Options			●
14.13 Include Collapsed Add Coupon in Order Summary Box			●
14.14 Use In-Line Validation With Advanced Live Logic			●
14.15 Support The Browser 'Back' But For Navigating			●
14.16 Emphasize The Security of Credit Card Fields			●

Recommendations Sorted By Impact



Good Recommendations

Navigation	1.1 Rename Data Center
Navigation	1.2 Create Active States for Mega Menu Items
Universal	2.1 Shorten Page Heroes
Universal	2.2 Add e-Commerce Calls to Action
Universal	2.3 Make Entire Product Cards Clickable
Universal	2.4 Add More Products on More Pages
Solutions	5.1 Recategorize Into Type, Use Case and Industry
Services	6.1 Rename Service Buckets
Success Stories	7.1 Add More Small Business Case Studies
Product Lists	9.1 Add Contextual Guidance Messaging to Product Cards
Product Details	10.1 Ensure the Primary Buttons are Styled in Unique and Prominent Ways
Product Details	10.9 Eliminate Duplicate Product Pages
Comparison Tool	11.1 Create a Dedicated Page
Configurator	12.1 Include Active States

Cart	13.1 Maintain Consistent Top Navigation Inside Cart
Cart	13.2 Organize Specifications Lists Into Category Buckets
Checkout	14.1 Provide Clear Rollovers And Hover States For Process Step Links
Checkout	14.2 Style Buttons That Progress Users Forward In Steps Differently
Checkout	14.3 Ensure Steps Within Tabs Are Clearly Numbered And Labeled
Checkout	14.4 Rename 'Web Price' to 'Starting Price'

Better Recommendations

i Better recommendations are mutually inclusive with good recommendations.

Navigation	1.3 Hide Main Lenovo Navigation Once Data Center Journey Starts
Universal	2.5 Use Problem and Solution Messaging
Universal	2.6 Provide Ways for Users to Narrow The Product Catalog Down
Universal	2.7 Incorporate Resources
Universal	2.8 Sell Through Stories
Universal	2.9 Create A Module with Courtesy CTAs for Different Types of Support
Universal	2.10 Showcase More Brand Content vs Marketing Content
PC Homepage	4.1 Add Servers to Icon Navigation Module
Product Landers	8.1 Remove Carousel and Show All Products
Product Lists	9.2 Add Ability to Tag By: Performance, Speed, Memory and Storage
Product Lists	9.3 List Attributes Consistently Visually
Product Lists	9.4 Ensure Prices Are Clear in Product Cards
Product Lists	9.5 Reduce White Space in Product Cards and Make Product List 3-Up
Product Details	10.2 Add Buy Now and Customize Buttons
Product Details	10.3 Use Thumbnails to Represent Product Images
Product Details	10.4 Explain Industry-Specific Terminology in Product Specifications

Comparison Tool	11.2 Provide Inline Help for Industry-Specific Specs
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Checkout	14.7 Match The Credit Card Field Sequence To The Physical Card's Information Sequence
Checkout	14.8 Add Appropriate Alert Messages To Specific Sections When Users Jump Ahead In Steps
Checkout	14.9 Allow Users To Edit Individual Category Data Directly At The Review Step

Best Recommendations

i Best recommendations are mutually inclusive with good and better recommendations.

Navigation	1.4 Restructure Site Navigation/Add New Pages
Navigation	1.5 Create New Mega Menu Style
Navigation	1.6 Move Cart, Search and Account to Sub Navigation
Navigation	1.7 Add Special Deals Bar Under Sub Navigation
Universal	2.11 Add a Help-Me-Choose Wizard or Filtering Processes
Universal	2.12 Create a Module to Display Best Sellers, Featured and Popular Products
Universal	2.13 Add Sticky Nav for In-Page Navigation
Universal	2.14 Add Case Studies Module
Homepage	3.1 Prominently Feature Product Categories
PC Homepage	4.2 Implement User Tracking to Show a Server Ad in 3-Up Ad Section
Solutions	5.1 Recategorize Into Type, Use Case and Industry
Services	6.2 Explain the Process of Signing Up
Success Stories	7.2 Add Search and Filter Functionality to Main Page
Success Stories	7.3 Convert PDFs to HTML Pages
Product Landers	8.2 Guide Users to Comparison Tool

Product Lists	9.6 Add Compare Option Check Box
Product Lists	9.7 Implement Filters for Product Attributes
Product Details	10.5 Change Layout to Emphasize Price, Models and CTAs
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Configurator	12.15 Create a Way to Compare Multiple Configurations
Configurator	12.16 Show Pricing for Each Option/Component

Best Recommendations

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Cart	13.5 Provide Larger Thumbnails
Cart	13.6 Include Added Price Of Each Configuration Spec In "View/Edit Specs" And Ability To Edit Subcategory Configurations
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Cart	13.9 Design The Cart Navigation Icon With More Visual Impact
Cart	13.10 Include A Product Quantity Number Next To Cart Icon
Cart	13.11 Combine Discounts, Coupon And Shipping Information All Together
Cart	13.12 Expand Coupon Section And Add Explainer Language For Automatically-applied Ecoupons
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Checkout	14.13 Include Collapsed Add Coupon in Order Summary Box

Checkout	14.14 Use In-Line Validation With Advanced Live Logic
Checkout	14.15 Support The Browser 'Back' But For Navigating
Checkout	14.16 Emphasize The Security of Credit Card Fields

Expanded Recommendations

Lenovo

1. Navigation



Rename Data Center

Impact



1.1 "IT Infrastructure" encompasses all the products and services Lenovo offers and is also a common navigation label used by competitors.

Issue Solved:

Lenovo's 'Data Center' label on the main navigation bar does not clearly convey the types of product categories offered (e.g., servers). Data Center gives the impression of a Learning or Resource library.

DELL TECHNOLOGIES

Products engineered to help you realize your digital future.

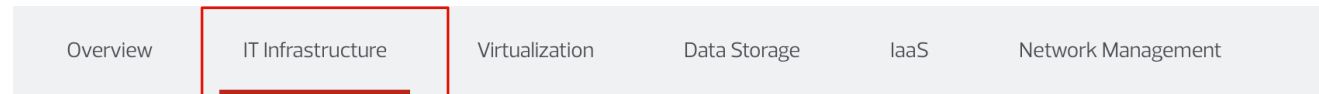
Start your transformation and realize your future as a digital organization. Modernize with **IT infrastructure** that takes you to the next level and give your workforce the power to perform their best.

Dell.com uses Data Center which links to Dell Technologies. From there, all references are to IT Infrastructure, not Data Center.

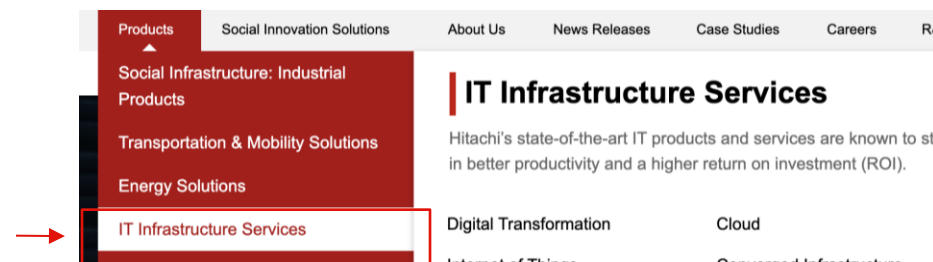
IBM



CDW



HITACHI



Navigation

Create Hover and Active States for Mega Menu Items

Impact

Good

1.2 Use active states to change the appearance of a link when hovered on, clicked or active.

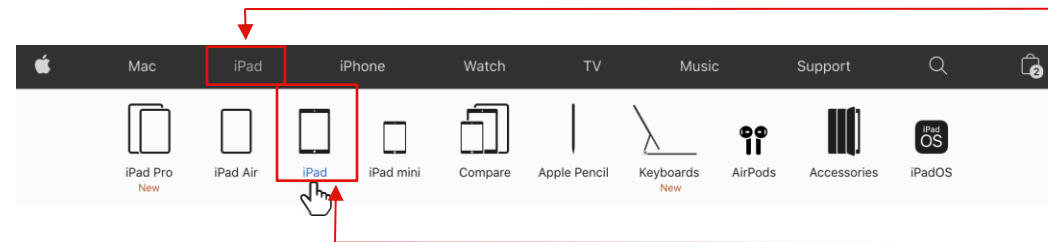
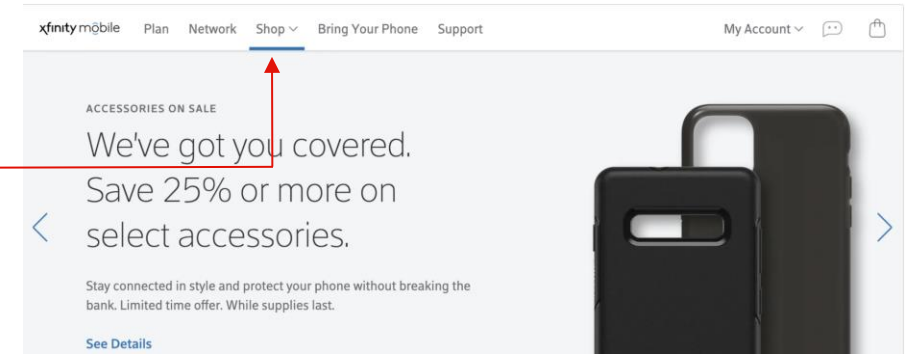
Issue Solved:

Users are not able to visualize current page links in the navigation or dropdown menus. Additionally, product landing page labels ("Explore Servers") are not linked, forcing users back to the main navigation to access that link.

HPE's top navigation shows an underline for hover and active states. Secondary navigation titles change and sub-sections are also highlighted.



Xfinity mobile keeps the active navigation section highlighted after navigating from the mega menu to a category page.



Apple's top navigation highlights the active category and the sub categories appear below with clear hover states

Navigation

Hide Main Lenovo Navigation Once Data Center Journey Starts

Impact

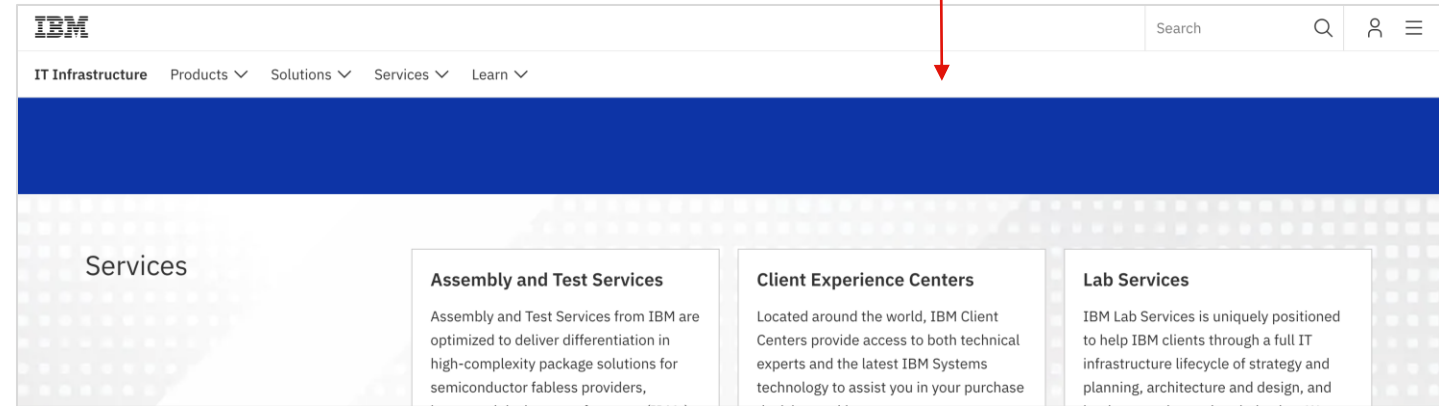
Better

1.3 Control what users see in the navigation once they start a Data Center journey by hiding or minimizing the full site navigation.

Issue Solved:

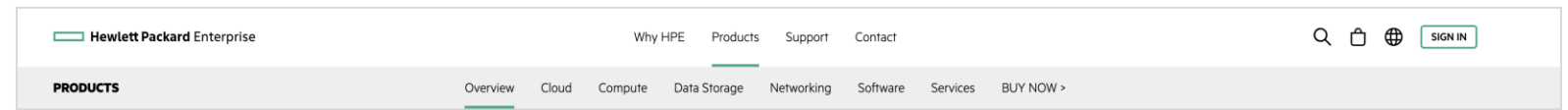
'Services & Solutions' and 'Support' language is duplicated in the link labels of the main nav above, causing confusion about where to click for these important utilities.

IBM's main navigation disappears once you've selected IT Infrastructure



HPE's main navigation disappears on scroll once a user has selected from the primary navigation

BEFORE SCROLL:



AFTER SCROLL:



Restructure Site Navigation/ Add New Pages

Impact



1.4 Group similar navigation items under shared categories to help increase scannability. Use labels that help accentuate the purpose of the subcategory.

Issue Solved:

Category and subcategory labels are non-standard.

Recommended new associative navigation for IT Infrastructure:

IT Infrastructure (old Data Center in nav)

Products

Servers
Storage
Lenovo ThinkAgile
Networking
Software
All Products



One place for users to view all.

Solutions

High-Performance Computing
Cloud Computing
Business Continuity
Machine Learning
By Use Case
By Industry
All Solutions



Recategorize solutions into meaningful labels.

Services

Advisory Services (old Solutions services)
Implementation Services
Lenovo TruScale Infrastructure Services
Support Services (old Support tab in nav)



Remove duplicative words in the navigation by creating unique service labels.

Learn

SMB Playbook
Success Stories
Lenovo Partner Hub
Lenovo Press
Forum
Blog



Create a dedicated education tab for users with content and links to help users learn more.

Help

How to Buy
Customer Support
Technical Support



How to Buy is a new recommended page that will explain off-the-shelf vs full configuration and the buying process.

Navigation

Create New Mega Menu Style

Impact

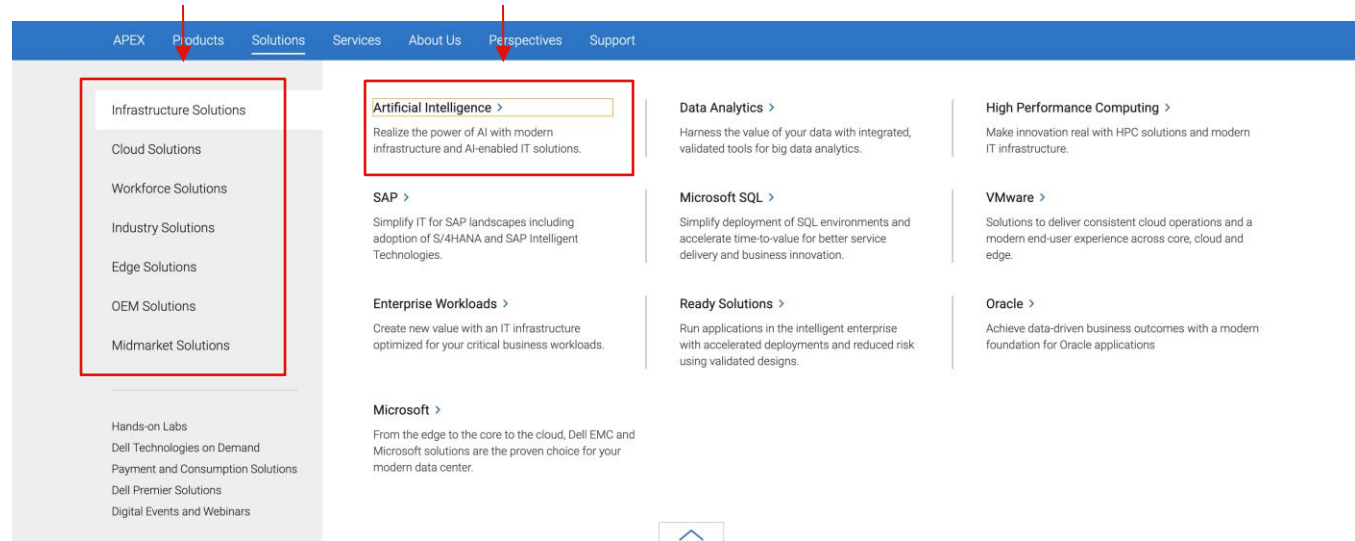
Best

1.5 Add contextual information to mega menu to deliver relevant hints to users.

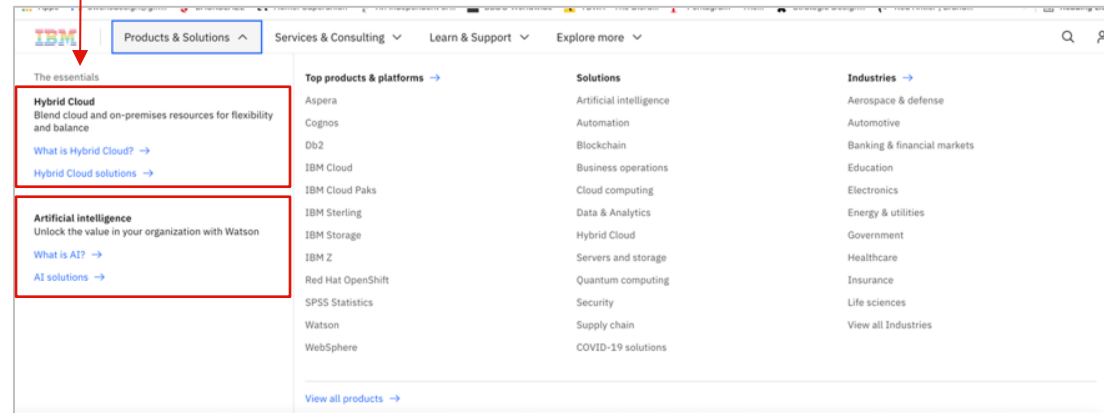
Issue Solved:

Small labels and ambiguous icons make it hard for users to understand where to go to find the information they are looking for.

Dell Technologies creates tabs within their mega menu allowing users to select categories and view more information with subcategories



IBM uses contextual information to guide users in their mega menu.



Navigation

Move Cart, Search and Account to Sub Navigation

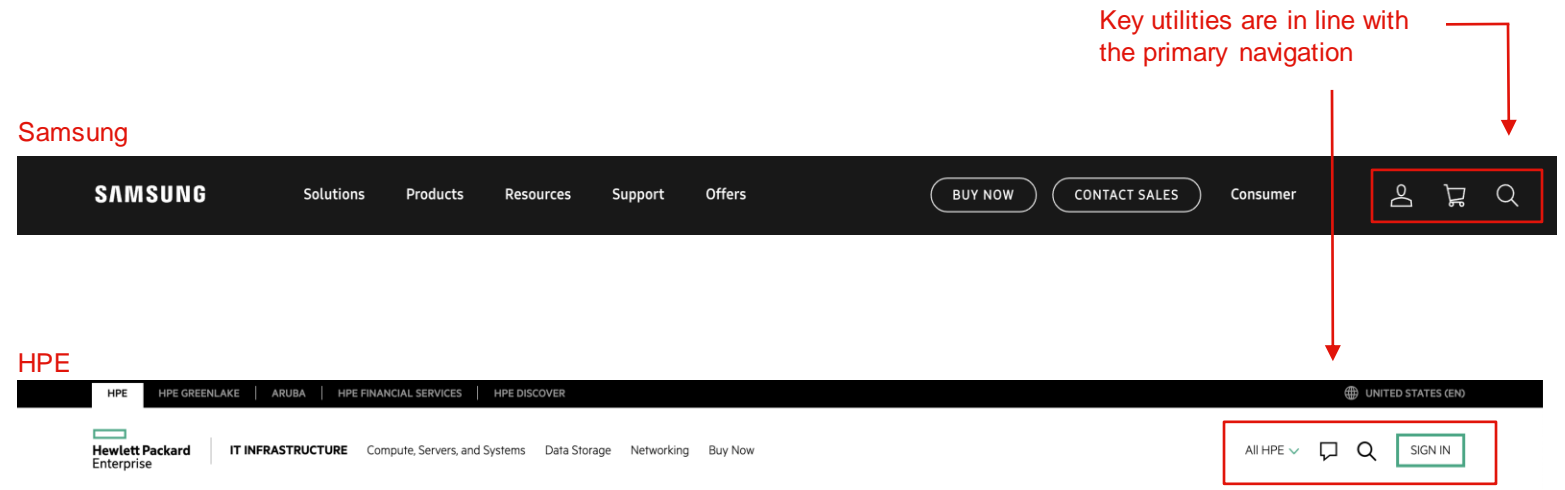
Impact



1.6 Move key utilities (Cart, Search, Account) to the same level as Data Center. Icons and location should be simple and predictable.

Issued Solved:

Search, a critical tool for users who already know what they want, is located too far away from Data Center navigation. Key utilities shift from secondary navigation to top navigation when the user scrolls causing confusion when looking for these items.



Navigation

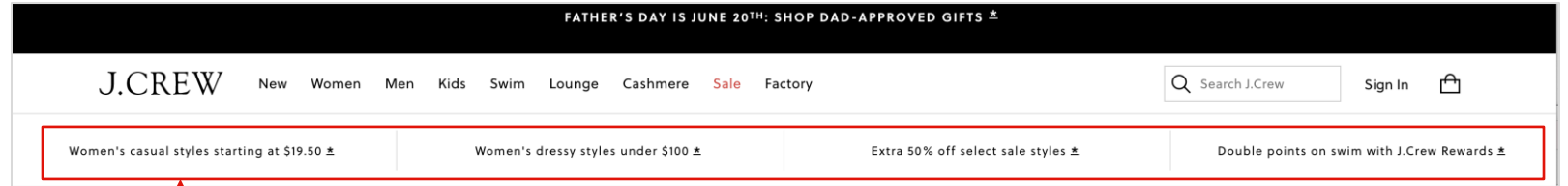
Highlight Special Deals Under Sub Navigation

Impact



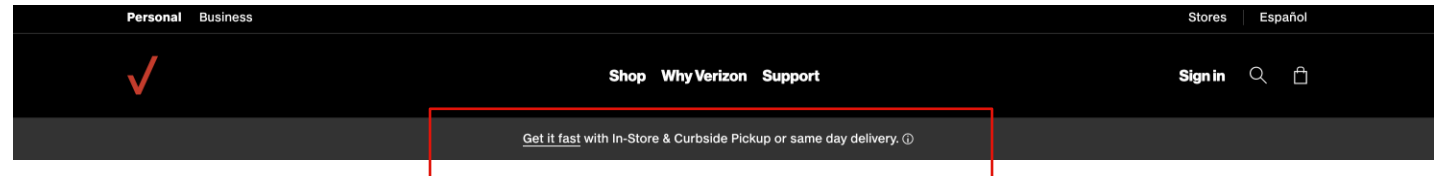
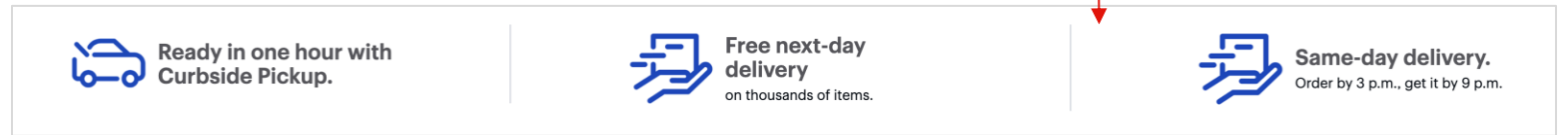
1.7 Add a bonus bar to highlight specific promotions directly under the navigation.

Issue Solved: 'Special Offers' is the only prompt to purchase in the sub navigation. This implementation is vague and doesn't quickly capture the user's attention.

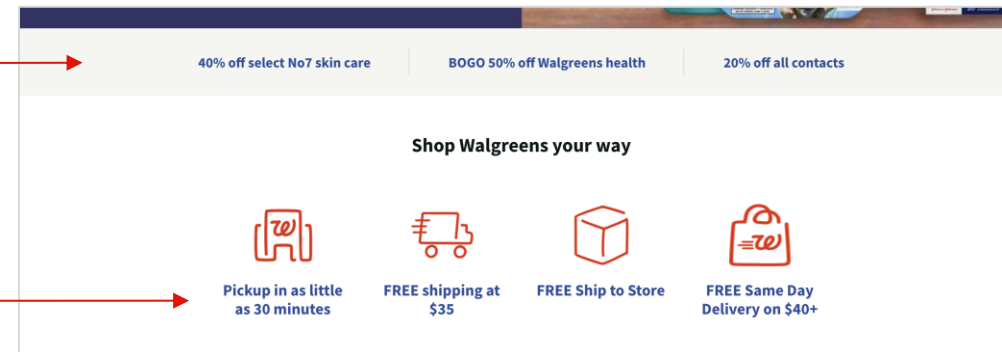


J. Crew's navigation features current promotions and rewards directly underneath the main navigation

Best Buy and Verizon's bonus bars display ongoing order perks that apply to all products



The Walgreens site includes both a bonus bar that regularly changes out with new promotions and also ongoing perks that apply to all products



2. Universal



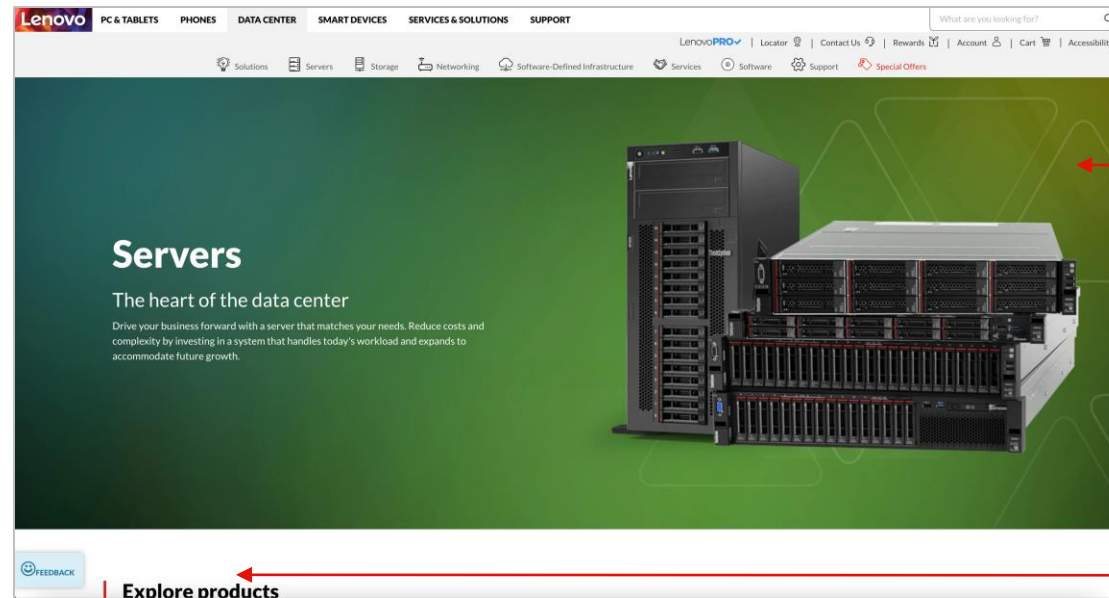
Shorten Page Heroes

Impact

Good

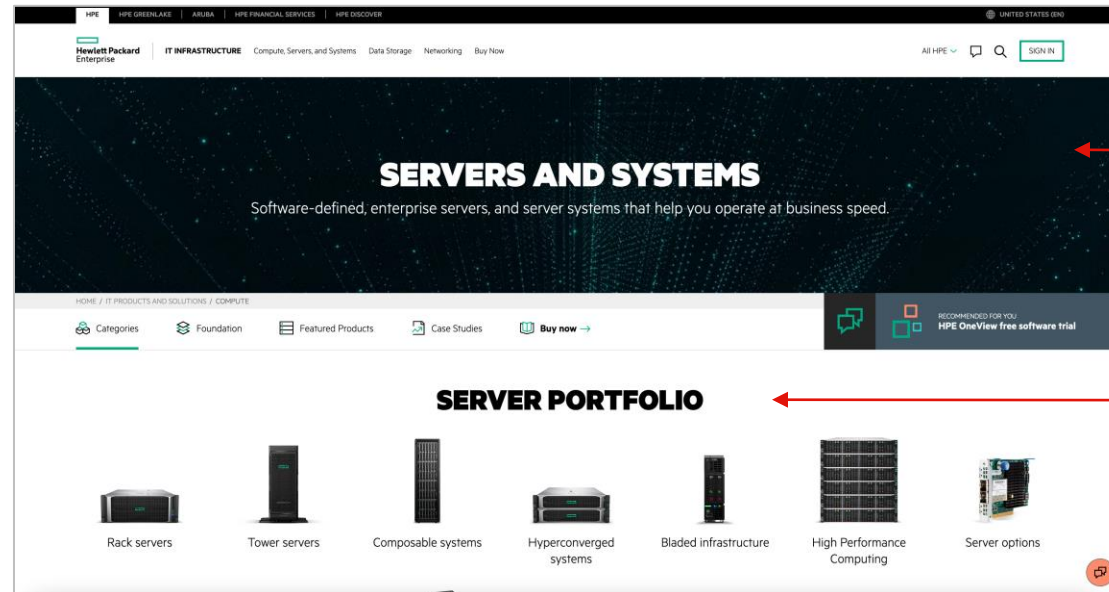
2.1 Shorten the height of the heroes so that users can get to page content more quickly.

Issue Solved: Users are forced to scroll to get to products and guidance content. Actionable items are missing from the top of pages.



Lenovo's tall hero images and lack of CTAs prevent users from getting to products and important content quickly

Lenovo users can't see products when they land on the Server product category lander, one of the most trafficked pages on the site



HPE features short hero images allowing users to quickly get to product sub categories below.

Universal

Add e-Commerce Calls to Action

Impact

Good

2.2 Give users enough information in CTAs so they act as signposts for users to know what to do next. Action language increases engagement with direct instructions, making the next step as predictable as possible.

Issue Solved:

Buying calls to action are completely missing from the homepage design.

On product category landers purchase CTAs are unclear. "Learn More" links are too vague leaving users to guess at where they might go next.

Product grid pages do not allow users to compare and do not prompt users to start the buying process of individual products.

Lenovo's buttons typically communicate "Learn More" or "Explore". The language is too ambiguous for an effective experience.

Business Applications

Streamline your operations, automate tasks, and gain the agility you need to stay competitive in your industry.

[Learn more ▶](#)

High Performance Computing

Solve today's and tomorrow's challenges with reliable high-performance solutions – from exascale to everyscale – that meet your organization right where you are.

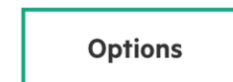
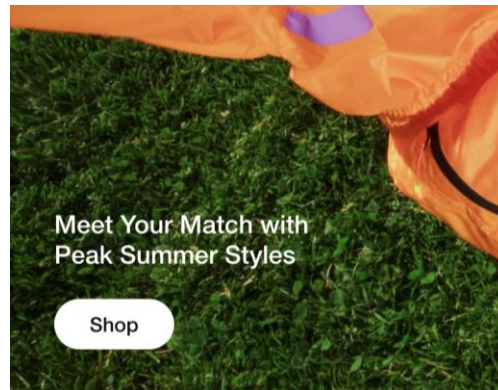
[Learn more ▶](#)

Database Solutions

Harness rapid technology growth to collect rising amounts of data, extract meaningful insights, and support high online transaction rates.

[Learn more ▶](#)

Short, actionable button language tells users what they are going to do next by clicking on the button:



CTAs on product listings and product pages need to be updated to be more actionable like this



Get a call from Sales

Make Entire Product Cards Clickable

Impact

Good

2.3 Make entire product cards clickable.

Issue Solved: Heat map data shows that users are trying to click on product images and descriptions but are unable to link anywhere. The only linked content on the card is the small CTA at the bottom.



Explore products

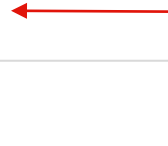


Rack Servers

From growing small businesses to enterprise workloads, Lenovo rack servers offer the unmatched value, flexibility and industry-leading efficiency to meet mission-critical demands with legendary quality and reliability.



[Learn more ▶](#)



Users on Lenovo can only click on vague CTAs to shop. Heat map data shows a large portion of users try to click on the name and image

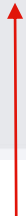


IBM Power System S924

Maximize uptime with a cloud-enabled server designed to handle data-intensive, mission-critical workloads.



[View IBM Power System S924 →](#)



IBM showcases products in true product cards, with rollover states, allowing all areas to be clickable for easy user access

Universal

Add More Products on Pages

Impact

Good

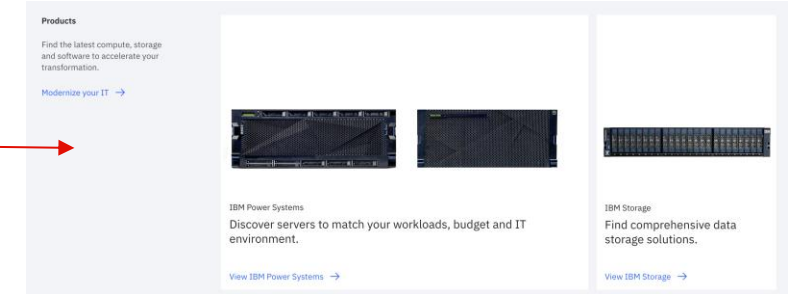
2.4 Add key products and include main navigation categories to promote quick access to the product catalog. Highlight related products to increase cross-selling opportunities.

Issue Solved:

Product finding is key to e-commerce, yet Lenovo's homepage and category pages don't reflect the site's product range (or any products at all). This leads to lack of awareness of e-commerce and a slower buying process for consumers.

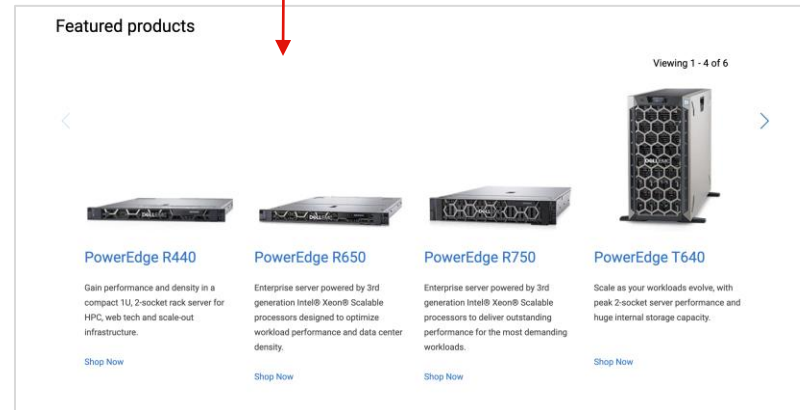
Cross-selling opportunities are lost on pages where related products could be featured.

HOMEPAGE



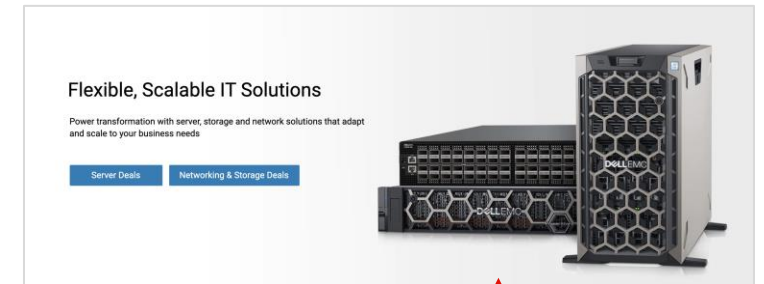
IBM displays products directly below the hero on the IT Infrastructure homepage

CATEGORY PAGE

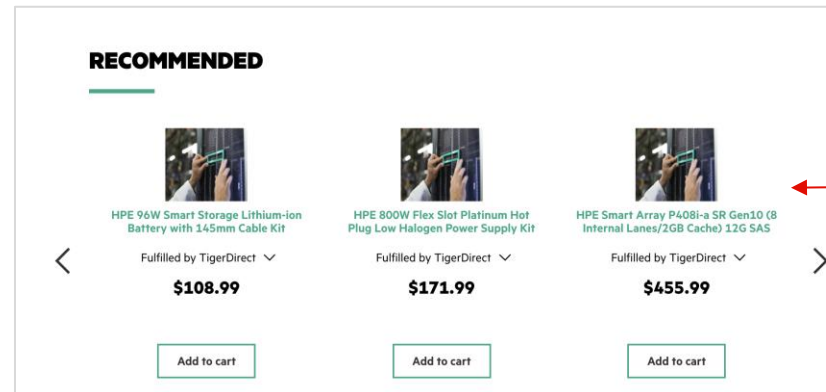


Dell's product landing pages display products by category but also include a carousel of Featured Products

PRODUCT LANDER



Dell also includes product ads featuring special deals on product landing pages



HPE's Recommended Products module is based on products the user has already put in their cart

Universal

Use Problem and Solution Messaging

Impact

Better

2.5 Include problem solution language to give the right context to products and users.

Issue Solved:

There is little to no content that helps a user make a choice on what product they need or is right for them. Content is not written in a user friendly way that helps guide the user.

Dell anticipates IT infrastructure areas where businesses need help and calls them out with solutions Dell can offer:



Manage expenses and stay within your budget by leveraging servers that keep you in step with the latest technology



Reduce complexity in your IT infrastructure with servers that are easy to use and manage



Keep your data safe with a cyber-resilient architecture, featuring security built into every step of the server lifecycle

Any business exploring PayPal's services can identify with the clear, action-oriented way their benefits are described:

Simplify payments

Make and accept payments, onboard customers, and manage risk with a single global platform. Experience the streamlined ease of a trusted technology stack.

Drive revenue

Tap into the power of a trusted global network and offer preferred payment options used by millions of merchants and consumers around the world.

Sections of HPE's site ask direct questions to small businesses as a way to assist novice users in identifying the best product option for their needs:

HPE ProLiant MicroServer Gen10 Plus

Are you a small office, home office or small business with branch offices looking to build a customized solution for your office?

The HPE ProLiant MicroServer Gen10 Plus delivers an affordable compact yet...

[Show More](#)

Cisco emphasizes benefits over features, understanding that users are driven by what the company can offer them:

What do you need to succeed with IoT?



Operational resiliency in uncertain times



Protection from security threats



Help deploying and managing at scale



A bridge between IT and operations

Universal

Provide Ways for Users to Narrow The Product Catalog Down

Impact



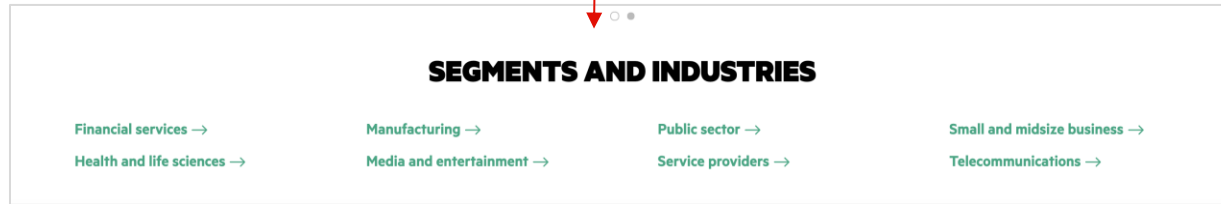
2.6 Offer thematic or guided product browsing (e.g. Explore by Use Case, Explore by Industry, etc) for users who may need a helping hand to guide them to optimal options.

Issue Solved:

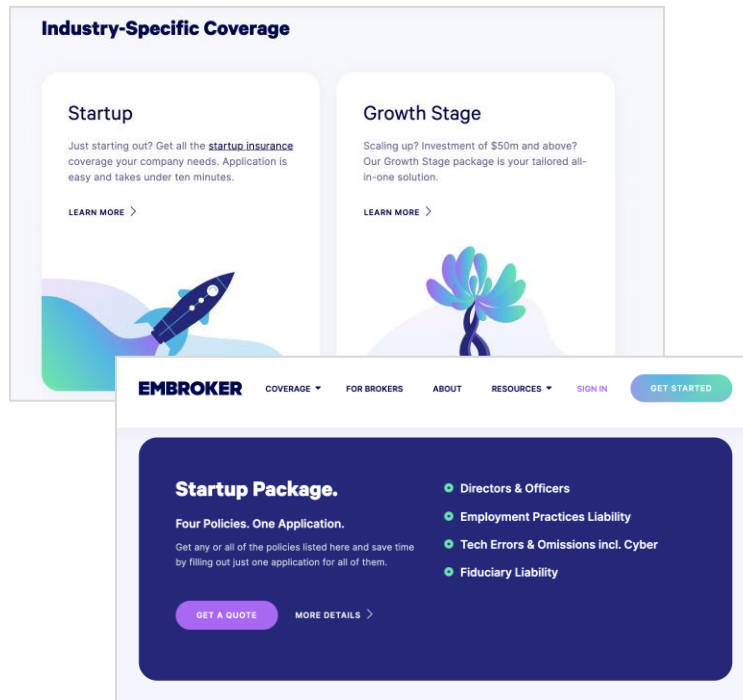
Too much marketing content and not enough catered to multiple audiences.

HPE provides both product category and business segment/industry browsing from their IT Infrastructure homepage

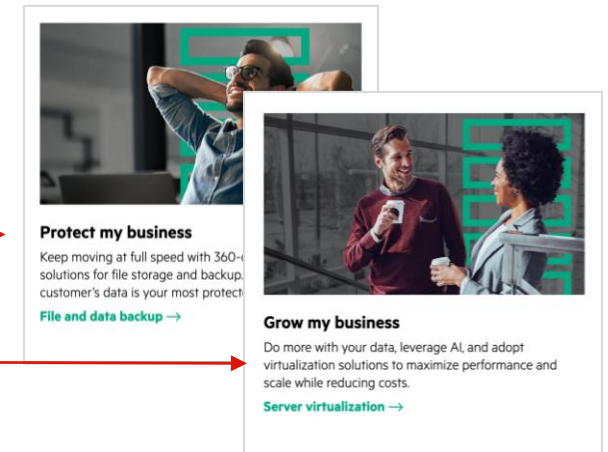
HOMEPAGE



The Embroker site segments users based on business size/growth stage and offers different products based on user selection



HPE also provides solution options that cater to different business goals



College prep by price



Amazon provides category browsing by price range

Universal

Incorporate Resources

Impact

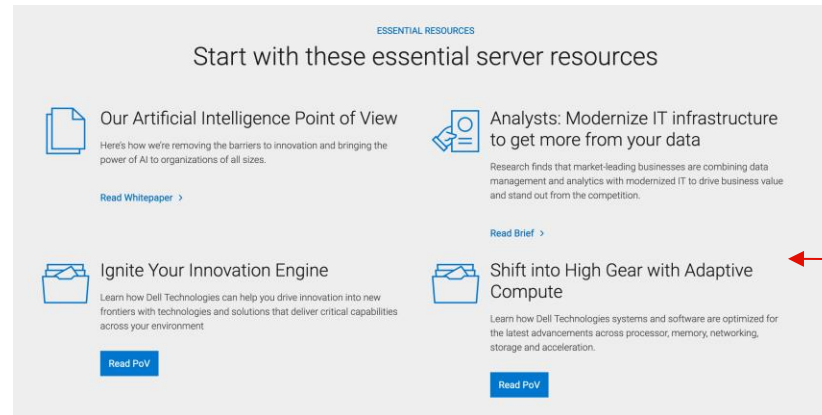
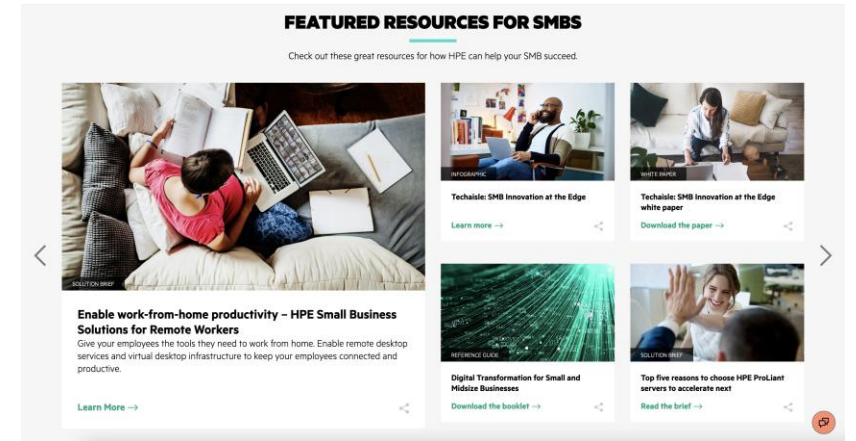


2.7 Include links to learning resources for novice users unsure of what product type to choose, or for users who may be seeking inspiration or alternative paths to the products they're searching for.

Issue Solved:

Pages could benefit from more support tools to help guide users. Resources should be readily available when users are looking at a product.

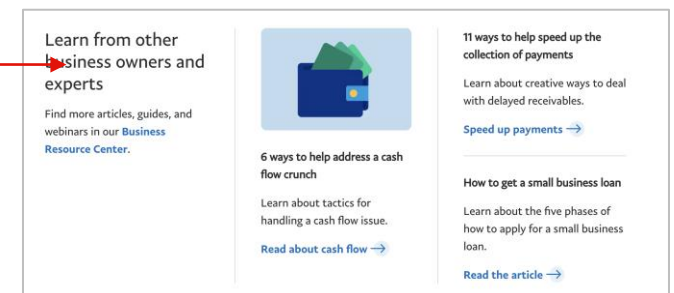
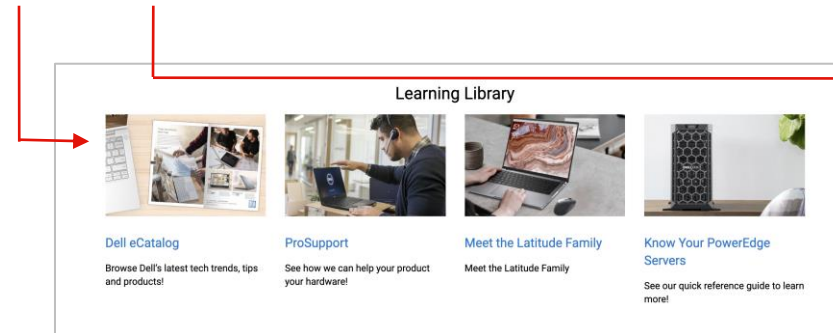
HPE targets SMB customers who many need additional guidance by providing a Resources module with links geared to their specific needs



The Dell servers page includes a module with multiple resource links



Dell and PayPal feature separate links leading to a variety of resources: product catalog, chat, articles, guides, datasheets



Universal

Sell Through Stories

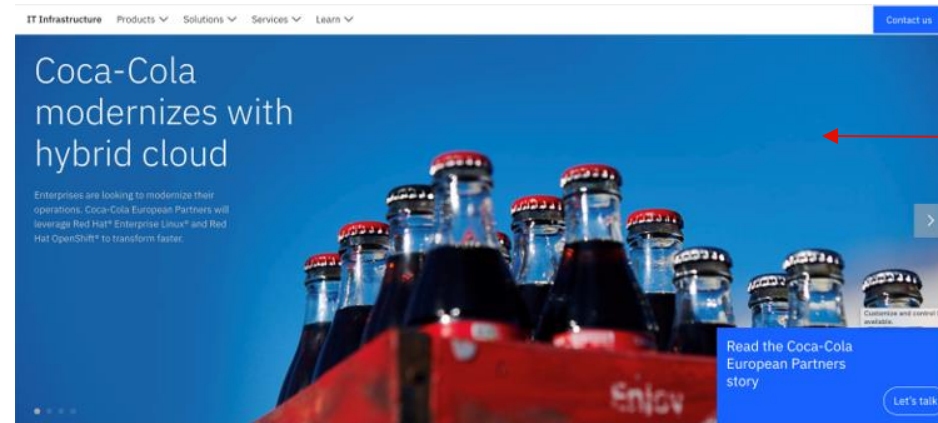
Impact



2.8 Use real customer stories and quotes on key pages to boost customer trust and show customers Lenovo cares about their success.

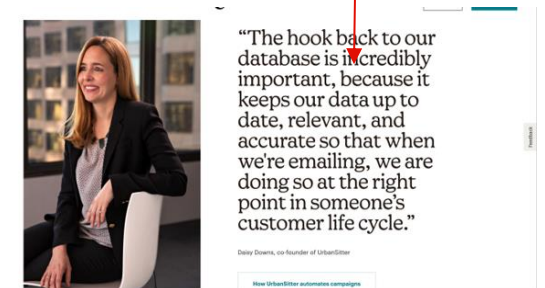
Issue Solved:

Users may not trust Lenovo's capabilities and expertise in IT Infrastructure as much as compared to industry leaders.



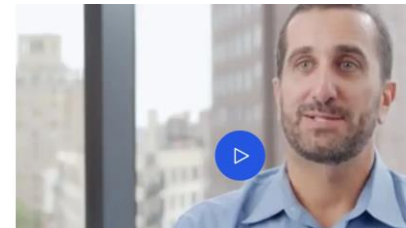
IBM's success stories feature large, recognizable corporations and the ways in which its IT Infrastructure solutions improved high-profile businesses

Real customer quotes and portraits on MailChimp's site help to build brand trust



Watson Assistant in action at Autodesk

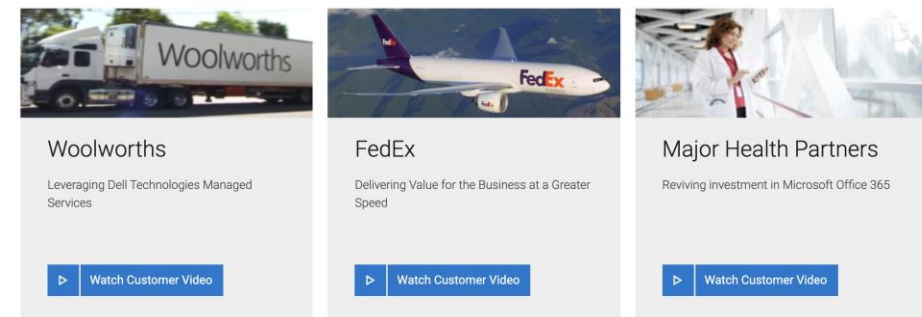
See how Autodesk sped up customer response times by 99% with Watson Assistant. (01:02)



IBM and Dell Technologies use in-depth customer story videos about familiar brands. Video labels and copy include recognizable company names and brief descriptions of the products and solutions covered in the video

CUSTOMER STORIES

How our customers make transformation real



Universal

Create A Module with Courtesy CTAs for Different Types of Support

Impact

Better

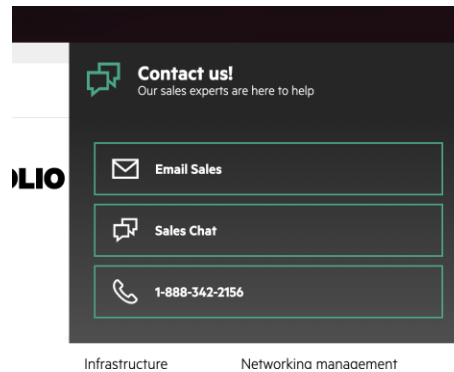
2.9 Raise the bar for e-commerce customer support with a consistent courtesy module. Include multiple options for getting in touch or learning more.

Issue Solved:

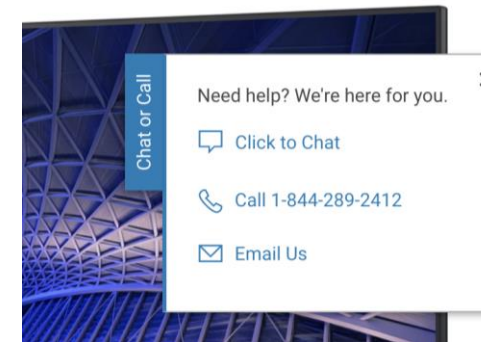
It's unclear to users on many pages what their next step should be or how to get support, particularly within sections like Services, where the end goal is not purchasing a product online.

HPE, Dell and Lenovo's PC & Tablet page feature pop ups or pop outs with multiple ways to get in touch. The Data Center website only provides a pop out when the user is on the configurator page.

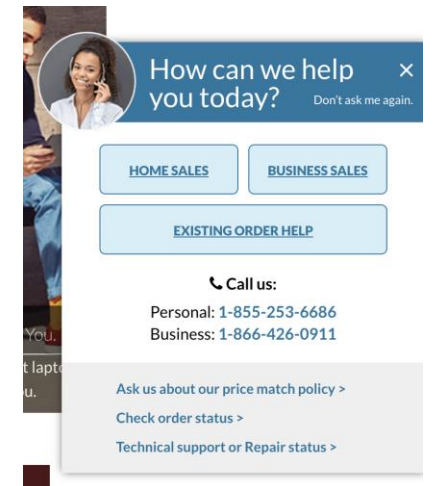
HPE:



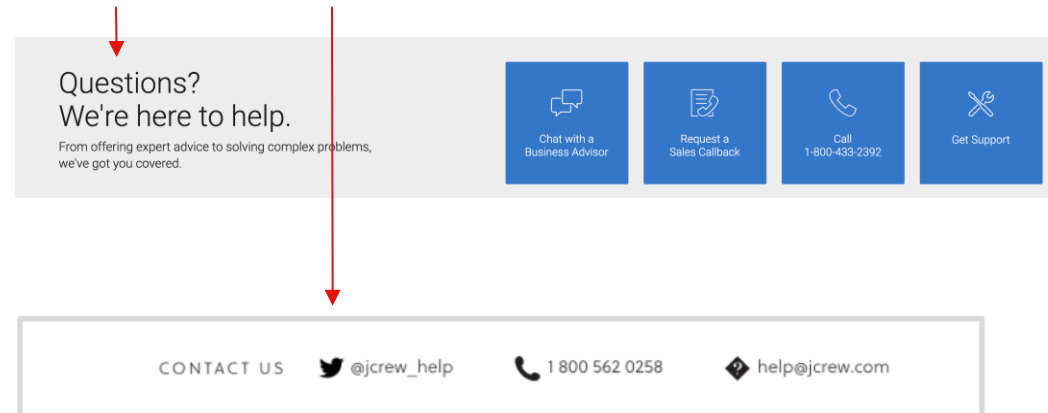
DELL:



LENOVO'S PC & TABLET PAGE:



Dell Technologies and J. Crew have consistent contact bars at the bottom of each page:



Universal

Showcase More Brand Content vs. Marketing Content

Impact



2.10 Create a quick scan/high impact branded content feature so users can quickly evaluate Lenovo's point of view. Include Lenovo's value proposition or other explicit brand features to help consumers establish a positive opinion of Lenovo.

Issue Solved:

Branded content is presented in the same way as Lenovo category portals instead of a powerful brand message. The homepage and product landers are missing the impact of engaging messaging about the company.

Lenovo's four key points of view are currently styled the same way as product categories

How to get there
Data doesn't transform the world. People do. Get the technology, tools, and partnership you need to make the most of it.

Cloud Computing
Increase efficiency, time-to-value, and confidence with a cloud strategy created for you.
[Explore >](#)

Analytics and AI
Get the analytics you need to stay competitive today, and tomorrow – with AI to find insights faster than ever.
[Explore >](#)

As-a-Service
Spend less time maintaining your infrastructure, and more time maintaining your momentum with flexible pay-per-use solutions.
[Explore >](#)

Edge Computing
Speed things up by bringing compute capabilities wherever you need them. Our edge solutions are rugged, reliable, and ready to work.
[Explore >](#)

Brand messaging is disconnected to the brand video and the story the video tells

Who are The Data-Centered?

They are the people who use data to dramatically accelerate their organizations, improve their industries, and solve humanity's greatest challenges with:

- ✓ End-to-end solutions and services at any scale
- ✓ Reliable technology to deliver real insights
- ✓ A trusted partner every step of the way

[WATCH VIDEO](#)

WHY CHOOSE HPE

- One of the world's most ethical companies
- Innovative edge-to-cloud solutions
- Leader in Dow Jones Sustainability Index
- Payment options to fit your business

[See why →](#)

PRODUCE FARMS VISION BLOG

RECIPES COMPANY JOIN US FIND IN STORE

We're the modern farming company reimagining what a flavorful future tastes like.

OUR VISION

STRIKING TO LOOK AT. THRILLING TO OWN. ENGINEERED TO LAST.

Meet the home collection of your dreams, priced for your reality.

Use brand messaging that is easily scanned and catches the attention of the user.

Universal

Add a Help-Me-Choose Wizard or Filtering Processes

Impact

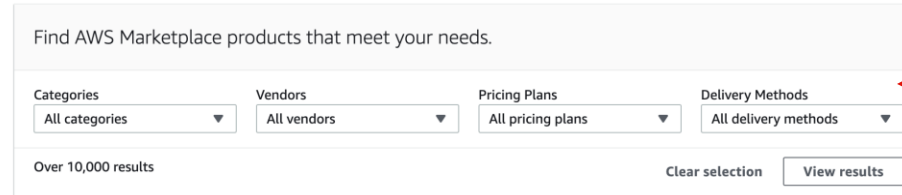


2.11 Provide a product recommendation wizard or tool to assist small businesses/novice users find what they need.

Issue Solved:

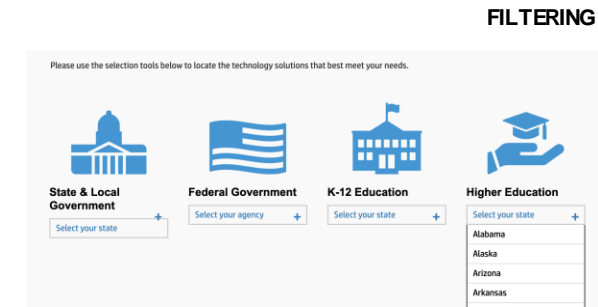
There is no information concerning the comparison and selection process of products available for purchase. There is little to no content or tools that help a user make a choice on what product is right for them.

FILTERING

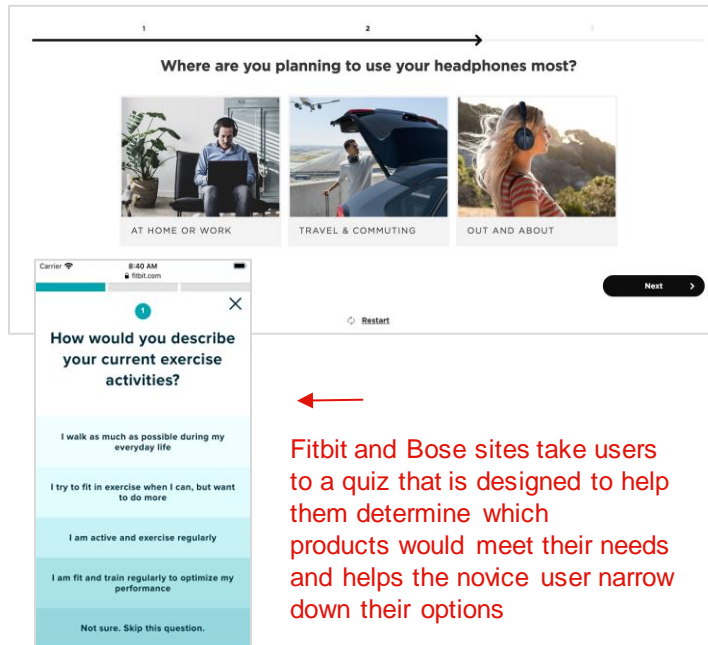


The AWS Marketplace site features a comprehensive search at the top of their page to help users narrow down choices to suit their specific needs

The product selector tool on HP's site helps users get started with finding products for their specific industry, saving users the tedious task of plowing through the main navigation or attempting to find relevant products using search



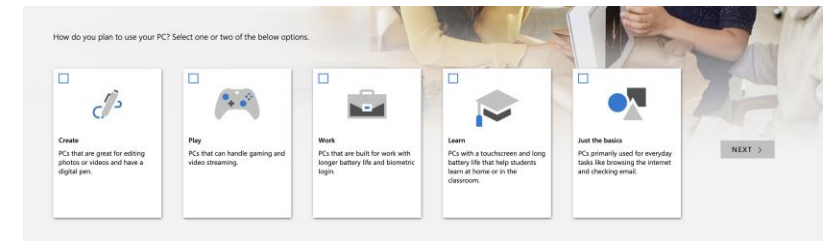
WIZARD



Fitbit and Bose sites take users to a quiz that is designed to help them determine which products would meet their needs and helps the novice user narrow down their options

Microsoft's site helps users choose a PC based on a small set of questions and it displays one recommended product and three other PCs with similar features

WIZARD



Universal

Create a Module to Display Best Sellers, Featured and Popular Products

Impact



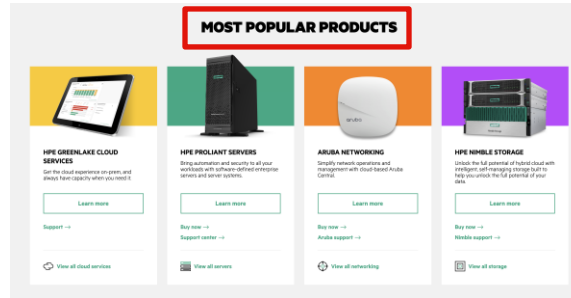
2.12 Best practices say product landing pages need to also include individual product listings to help reduce the number of clicks. Lenovo would benefit from recommending and featuring products it knows customers are searching for.

Issue Solved:

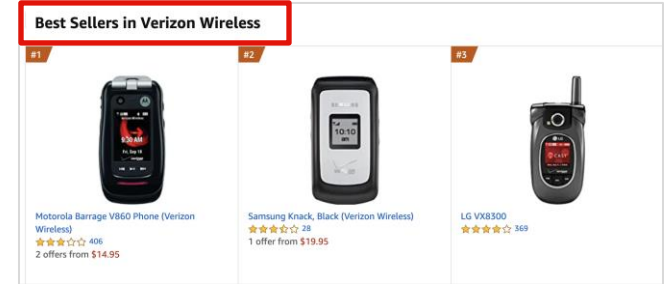
Users have a lack of guidance and quick access to individual products that are popular or recommended (except on the product grid pages).

Novice and new users on HPE can start with the popular solutions if they are not familiar or want to see what other people like about the brand.

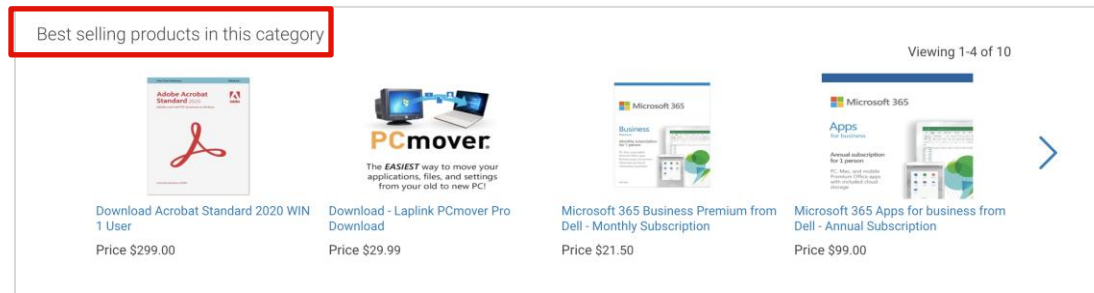
HPE



VERIZON

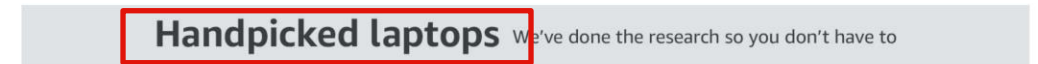


DELL



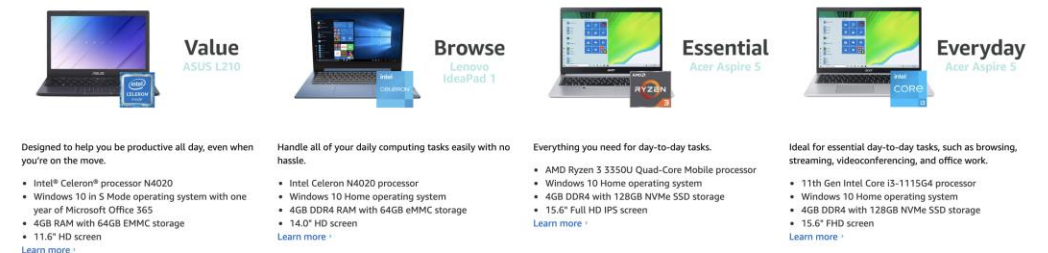
Dell highlights best sellers giving users a sense of what the company is known for and what's most popular.

AMAZON



Amazon 'does the work' for you by narrowing the user's choices, categorizing the options and summarizing important specs for a helpful side-by-side comparison

Home laptops



Universal

Add Sticky Nav for In-Page Navigation

Impact

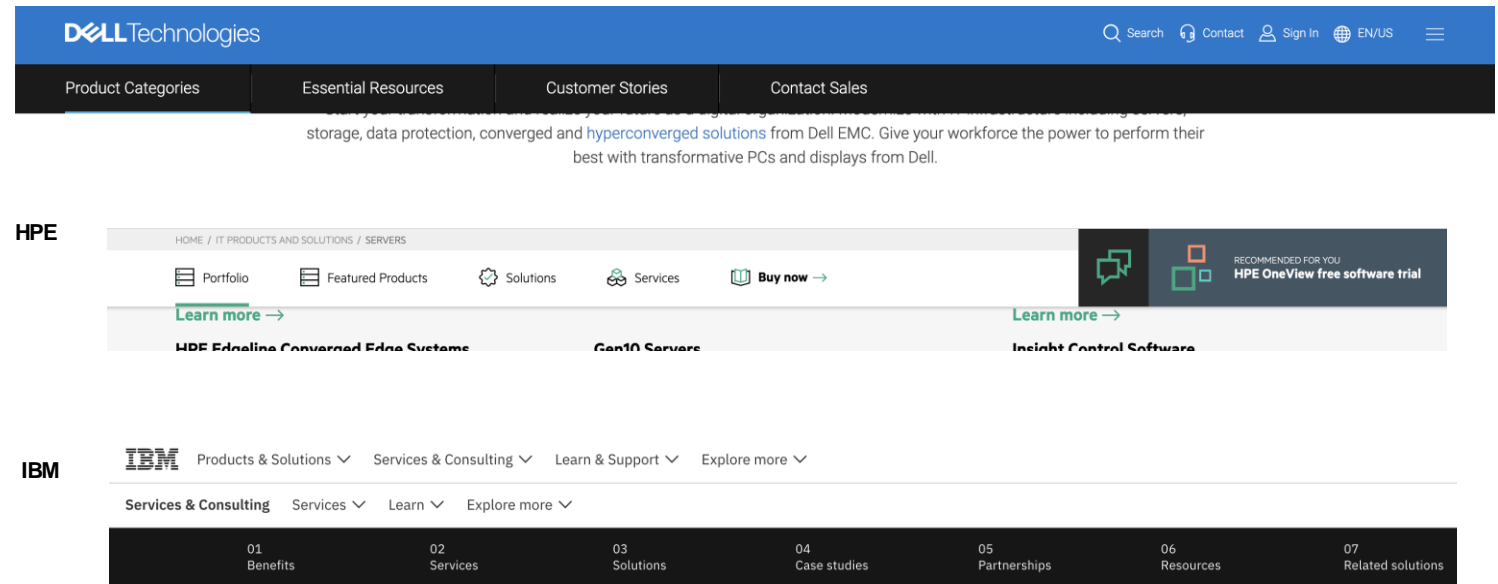


2.13 Include an in-page navigation that allows users to understand the sections of the page and quickly jump to the information they need.

Issue Solved:

Users need easier access on pages with longer or more complex content.

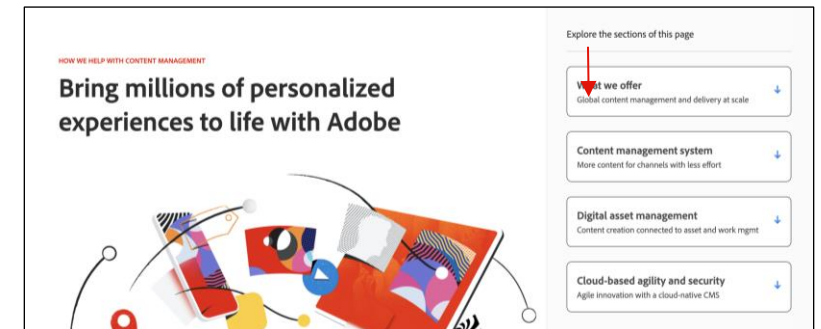
Dell Technologies, HPE and IBM minimize their main navigation to avoid the issue and complexity of having two different in-page navigations. A sticky nav on scroll helps users quickly get to relevant information on content-heavy pages:



Bose's sticky nav is high contrast, identifies which section a user is in, and includes a constant Buy Now button with price



Adobe provides a table of contents of landing pages in the form of a sticky sidebar with jump links that provide more information about each section



Universal

Add a Case Studies Module

Impact

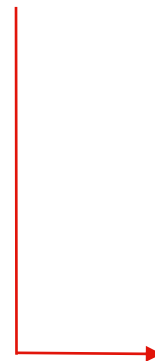
Best

2.14 Provide case studies on product pages to show evidence that Lenovo and its IT products are capable of benefitting and transforming businesses.

Issue Solved:

Users may not trust Lenovo's capabilities and expertise in IT Infrastructure compared to that of industry leaders.

HPE's site includes case studies on product pages that walk readers through challenges, solutions and results. The case study includes a quick reference to HPE's products that are featured in the case study



SUCCESS IN ACTION



SEAGATE TRANSFORMS MANUFACTURING WITH DEEP LEARNING FROM EDGE TO CLOUD

Seagate transformed manufacturing quality assurance using deep learning, pushing decision making closer to the edge where it does the most good for product quality and process efficiency.



"We can take action right when the new problem starts to occur and prevent the problem from affecting any of our product."

Bruce King, Seagate Technology

Result

Seagate now is able to capture valuable information that allows it to see and understand things that human operators in the past have not been able to see.

Challenge

Seagate generates about 15 million images a day. The information that delivers is valuable, but human operators are unable to see it all.

Solution

Seamless integration between HPE Apollo and NVidia powers an AI environment which is, in effect, a supercomputer for machine learning that maximises value and supports better decisions.

[Watch the video →](#)

Solution Recipe



THE EDGE
HPE Edgeline IoT Systems



COMPOSABLE
HPE Synergy



INFRASTRUCTURE MANAGEMENT
SOFTWARE
HPE OneView



SERVICES
HPE Pointnext Services

3. Homepage



Homepage

Prominently Feature Product Categories

Impact

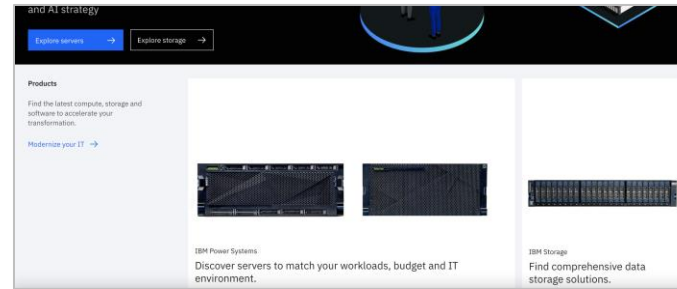


3.1 Highlight product categories and single product listings prominently on the homepage.

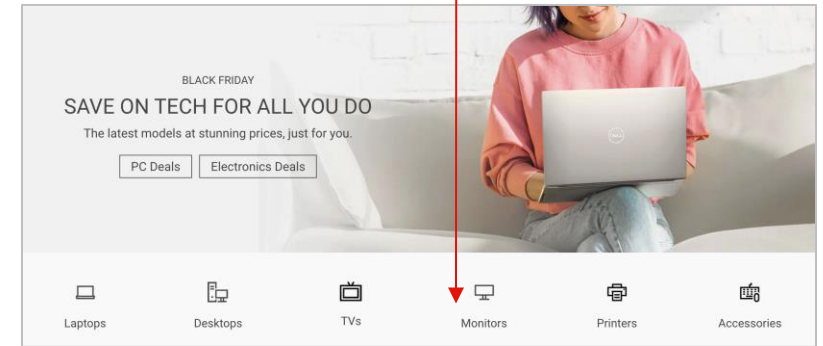
Issue Solved:

Users cannot link directly to product categories or single product from the e-commerce homepage.

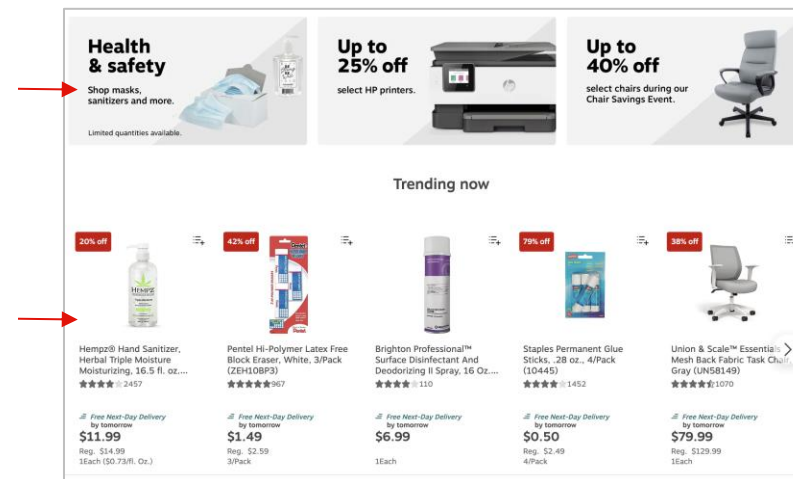
IBM places product cards directly under the homepage hero:



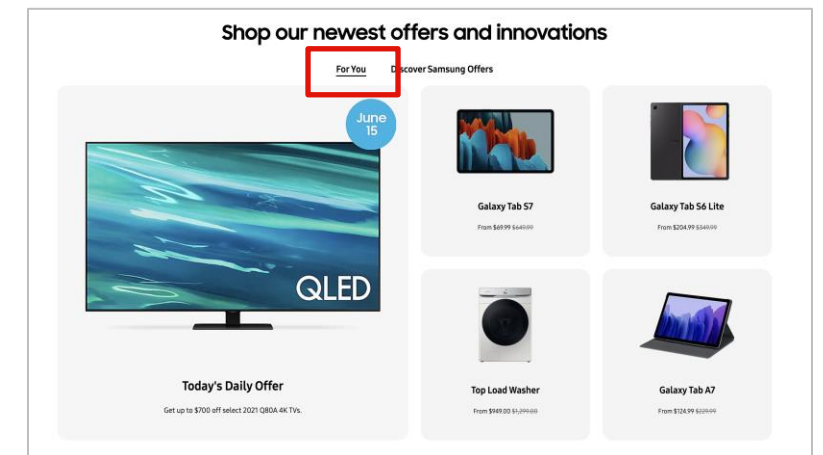
Dell features products in the hero with icons and product categories in a bar below the hero



Staples features product deals under the hero followed by a carousel of currently trending products:



Samsung has a personalized product/sale recommendation section tailored to user's specific needs and based on previous browsing:



4. PC Homepage



Add Servers to Icon Navigation Module

Impact



4.1 Highlight servers in the PC icon navigation bar on the PC homepage for a cross-selling opportunity.

Issue Solved:

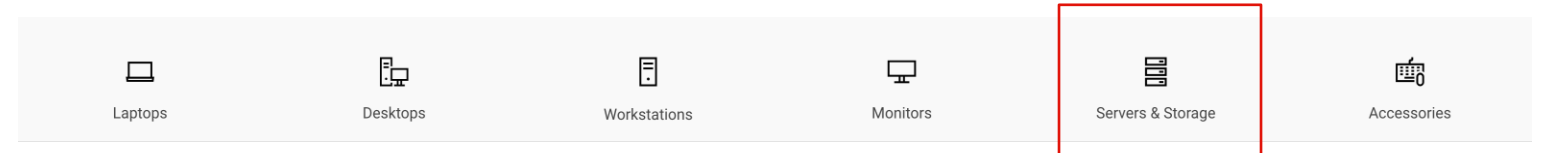
SMB customers visit the PC section more than the Data Center section, which means those customers will typically enter the site on the PC homepage. There is a loss of cross-selling opportunity to those PC and SMB customers if they don't know to navigate to the Data Center to find servers or storage.

Lenovo PC Section



Add Servers as an option for business customers

Dell.com shows "Servers & Storage" in their homepage sub-nav based on user tracking. If a user isn't a business user and has browsed personal products, then this option changes



Implement User Tracking to Show a Server Ad in 3-up Ad Section

Impact



4.2 Utilize user tracking to display custom server ads on the PC homepage within the ad sections for the "For Business" and "Suggested For You" tabs.

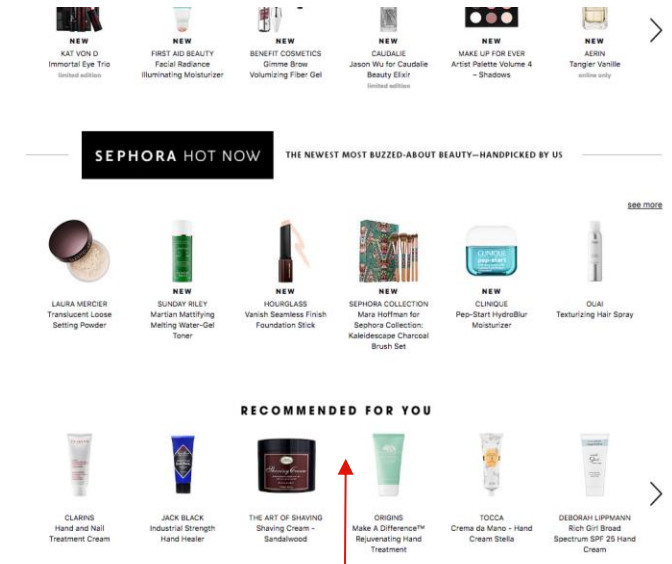
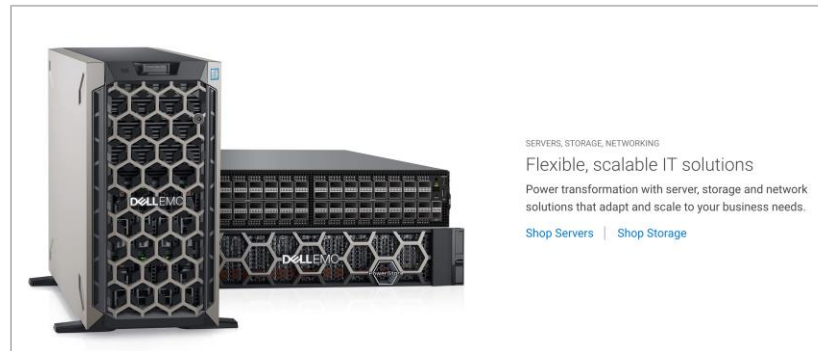
Issue Solved:

SMB customers visit the PC section more than the Data Center section, which means those customers will typically enter the site on the PC homepage. There is a loss of cross-selling opportunity to those PC and SMB customers if they don't know to navigate to the Data Center to find servers or storage.

Opportunity to cross-sell within this ad section on the PC side



Dell's site tracks user behavior patterns and serves up product ads that match



The "Recommended for You" section at Sephora is based on a user's previous browsing history – here, the user had been looking at hand creams and shaving creams, and the "Recommended for You" section offers additional products in those categories

5. Solutions



Recategorize Solutions Into Type, Use Case and Industry

Impact

Good

(Recategorize within existing)

Best

(Recategorize completely based on new nav)

5.1 Group solutions by type, use case, and industry.

Issue Solved:

The Solutions page could benefit from better content organization. Page should consider different audiences needs by showing use case or industry cues.

HPE's page categorizes solutions by topic (Internet of Things, High Performance Computing, etc), but also allows users to browse solutions by industry

The screenshot shows the HPE Solutions page layout. At the top, there is a 'SOLUTIONS BY TOPIC' section with a grid of 15 solution cards. Each card includes an icon, a title, and a brief description. The topics include: Ignite Innovation with Cloud, Redefine Experiences at the Edge, Unleash the Power of Your Data, Artificial Intelligence, Internet of Things (IoT), Deep Learning, Containers, High Performance Computing, Security, Composable Infrastructure, Hyperconverged Infrastructure, Virtualization, Business Continuity, Server Management, and Hybrid Workplaces. Below this is an 'INDUSTRY SOLUTIONS' section with a photo of a person in a lab coat and a list of industry categories: Manufacturing, Telecommunications, Health and Life Sciences, Financial Services, Public Sector, Small and Mid-sized Businesses, Media and Entertainment, and Service Providers.

Dell categorizes solutions into type (AI), use case (endpoint security), and industry (business) all in one section

The screenshot shows the Dell Workforce Solutions page. It features a header 'Workforce Solutions' and a sub-header 'Learn how Dell Technologies solutions and devices can get your workforce ready for the digital future. Create a modern workplace based on collaboration and inspired user experiences. Empower people to work how they want, not just how they need.' Below this are four solution cards: AI Workstations, Client Solutions for Business, Dell Hybrid Client, and Endpoint Security. Each card has a brief description and an 'Explore' button.

6. Services



Services

Explain the Process of Signing Up

Impact

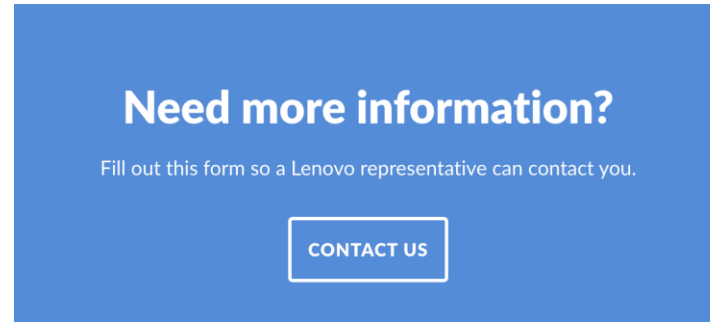
Best

6.2 Be transparent about the process of engaging Lenovo about services, what the user can expect to happen and when.

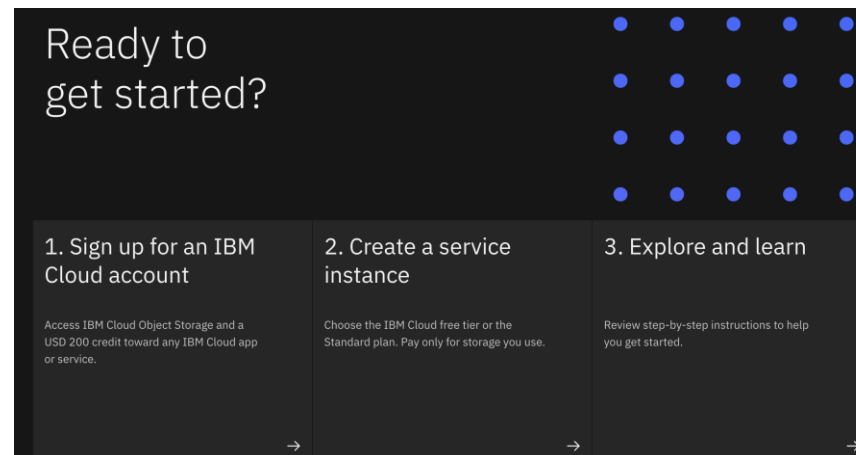
Issue Solved:

It's unclear how a user can purchase consultive services from the website.

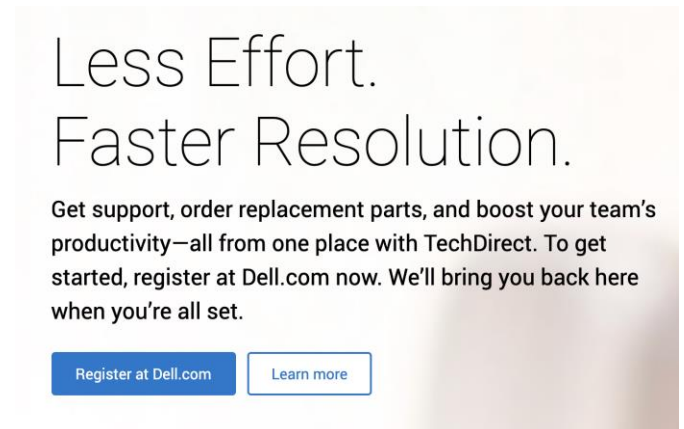
Lenovo's Service pages only provide one method to engage with Services, a contact form:



IBM explains the process of getting started with their Services in 3 easy steps at the bottom of the page:



Dell's Service pages allow you to Register to see additional content and get started with their services without needing to speak to a sales representative:



7. Success Stories



Success Stories

Make the Success Stories Section More Accessible

Impact

Better

7.1 Add more small-business case studies.

Issue Solved:

Lenovo could benefit from additional SMB case studies.

Impact

Best

7.2 Add search and filter functionality to Success Stories page.

Issue Solved:

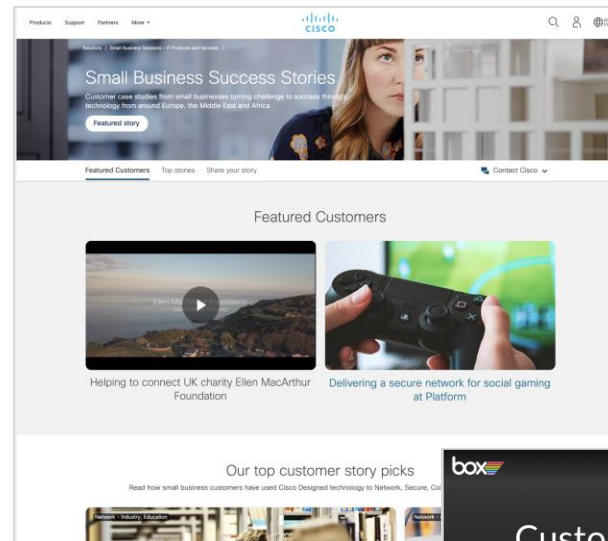
It's cumbersome for SMB users to find the Success Stories that most closely relate to their business.

7.3 Convert case study PDFs to HTML pages

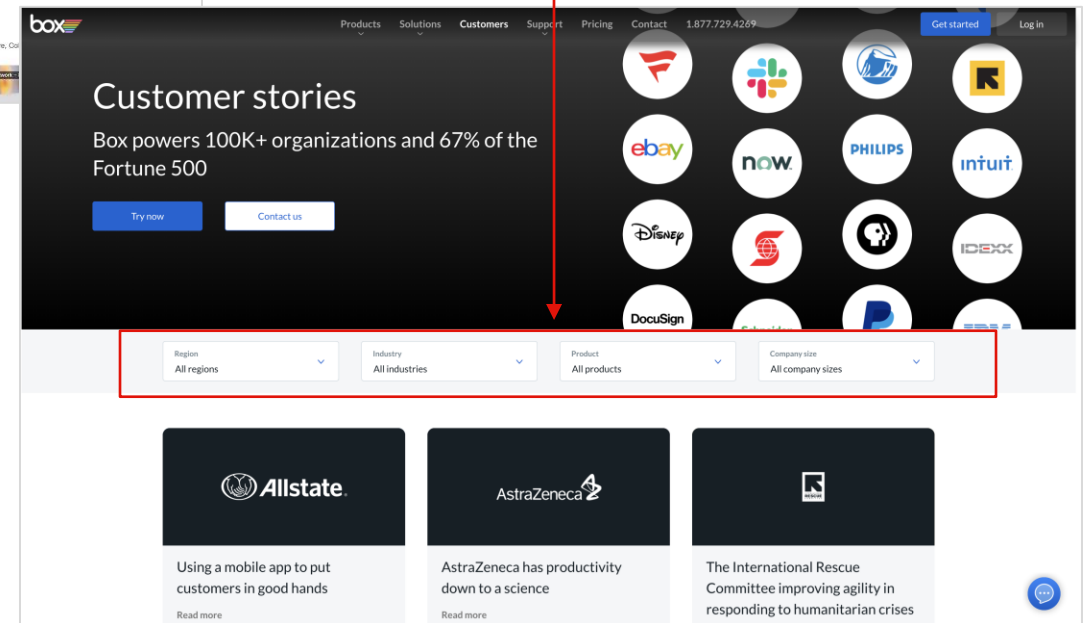
Issue Solved:

Best practices show that having web pages vs. PDFs provides the best experience.

Cisco has an entire page dedicated to small business success stories



Box's site allows users to filter customer stories by region, industry, product and company size



8. Product Landers



Take Product Categories Out of Carousel and Display All

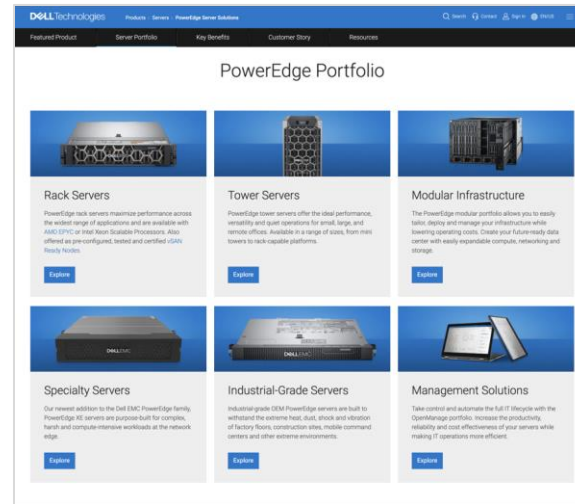
Impact



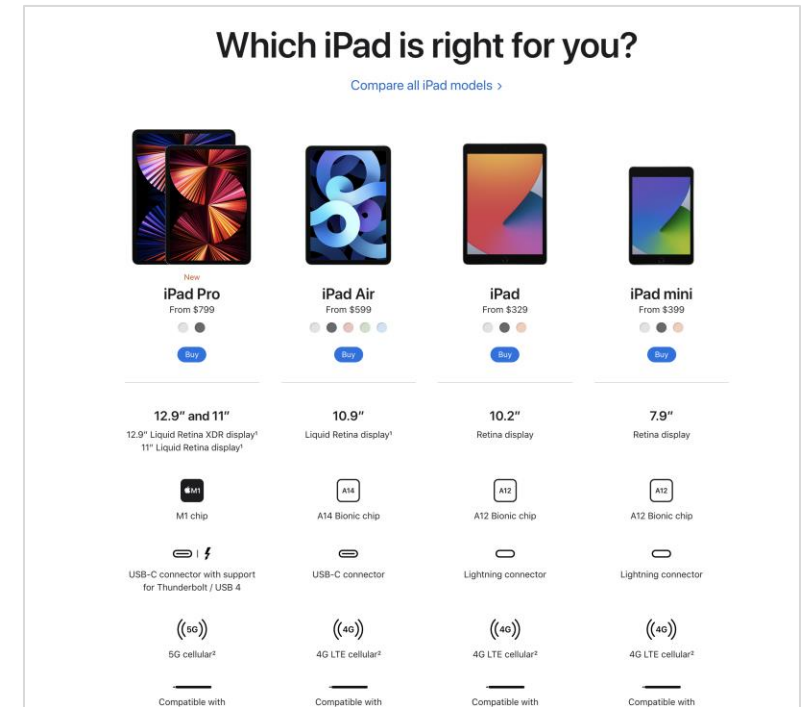
8.1 Display all product categories instead of using a carousel.

Issue Solved: Users are overlooking the product subcategories hidden in the carousel.

Landing pages on Dell Technologies and Amazon display all categories in product cards to make it easy for users to compare and select



Apple's landing pages display all product categories alongside specs to help the user choose between them



Guide Users to the Comparison Tool

Impact



8.2 Link to the product comparison tool from product landing pages to make it easier for users to distinguish between products.

Issue Solved:

It's overwhelming for a novice user to find the right solution and configuration. It's a costly and high-pressure decision for a small business. Beyond the product listing in the carousel, there is little to no content or tools that helps a user make a choice on what product they need or is right for them.

HPE's product lander speaks to small business users by highlighting the simplicity of SMB solutions and linking directly to the comparison tool

INNOVATIONS

WHY CHOOSE HPE SMALL BUSINESS SOLUTIONS?

Simplicity is important to your business as you plan for the future. Your criteria for selecting new tech are better product experience, great value, and solutions performance. Your choice would lean towards choosing solutions that will meet your long-term needs.

- Easy to select
- Peace of mind
- Simplified installation
- Artificial intelligence

Easy to select
Find the right solutions and configurations for your business that provide the foundational on-premises component for the hybrid cloud by using the [HPE Solutions Wizard](#).

[Find your solution →](#)

Let us help you find your perfect Surface

In less than 2 minutes answer a few questions and we'll help you choose. Or, compare tech specs of each computer to see how they stack up.

[Help me choose >](#) [Compare Surface >](#)

Microsoft's Surface product lander incorporates an ad that links to both a Help wizard and a comparison tool

9. Product Lists & Filtering



Add Contextual Guidance Messaging to Product Cards

Impact

Good

9.1 Add contextual information directly to product cards (e.g. problem/solution language and descriptions).

Issue Solved:

Product listings don't offer use case scenarios or problem/solution cues for users.

HPE Parallel File System Storage

Are you frustrated with the architectural and economical limitations of your current high performance file storage?

HPE Parallel File System Storage is cost-effective, parallel storage for your high...

Show More

Compare [Get Quote](#)

SCALITY

HPE Solutions for Scality

Does your organization need an on-premises cloud storage solution for modern data-intensive applications? HPE Solutions for Scality provide object storage for scalable unstructured data archives and tiers behind primary storage arrays. Now, cloud-native applications and high-performance analytics tools are...

Show More

Compare [Get Quote](#)

HPE's product lists include user need cues that identify problems that the user needs to solve.

Drobo's messaging clearly describes differences between seemingly similar products by identifying user needs

Drobo 5C	Drobo 5D3 Gold & Platinum Editions	Drobo 8D	Drobo 5N2 Gold & Platinum Editions	Drobo B810n	Drobo B810i
Desktop storage ideal for storing and backing up your data on your Mac or Windows based laptop or PC	Lightning fast storage for your creative workflow with 5K and 4K display support	Direct Attached Storage to transform your storage workflow	Networked storage for connected home, home office, or a small office. myDrobo compatible	Easy to use network attached storage coupled with hybrid storage and Data Aware Tiering. myDrobo compatible	Best in class 8 Bay iSCSI SAN engineered for SMB's with Data - Aware Tiering
# of Drive Bays: 5 Interface: 1X USB 3.0, Type C	# of Drive Bays: 5 Interfaces: 2X Thunderbolt 3, 1X USB 3.0, Type C	# of Drive Bays: 8 Interface: 2X Thunderbolt 3	# of Drive Bays: 5 Interface: 2X Gigabit Ethernet	# of Drive Bays: 8 Interface: 2X Gigabit Ethernet	# of Drive Bays: 8 Interface: 2X Gigabit Ethernet (iSCSI)
More Info	More Info	More Info	More Info	More Info	More Info

Add Ability to Tag Products

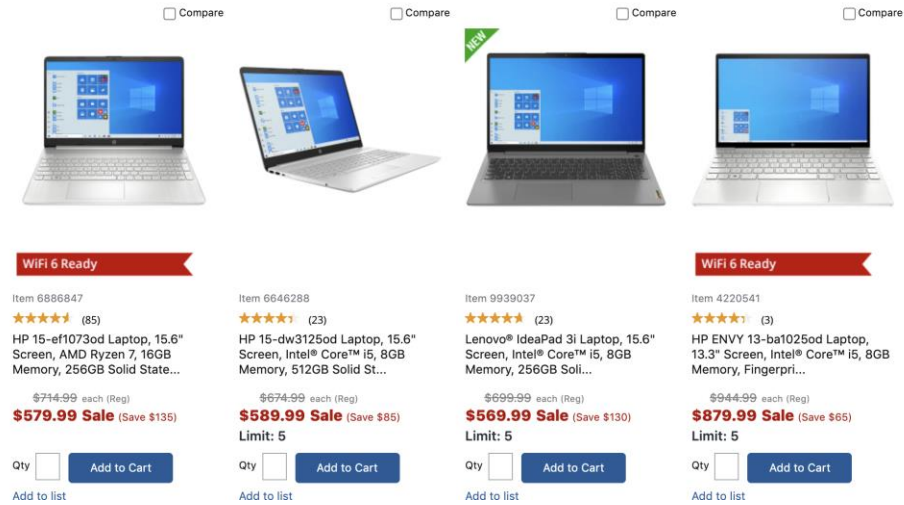
Impact



9.2 Add consistently-structured product data and product tags to products for quick scanning (e.g. Performance, Speed, Memory, Storage tags).

Issue Solved:

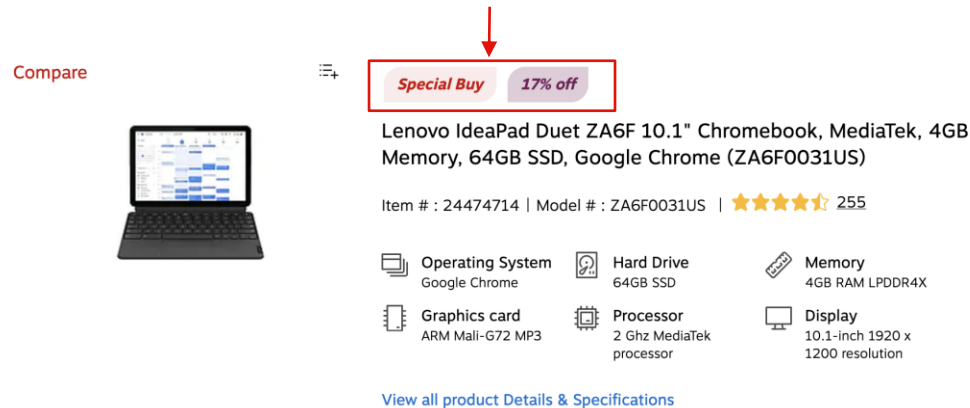
Lack of data and data structure severely impedes the user's ability to find relevant products as well as their desire to purchase those items once found.



Office Max includes large tags underneath product images for easy scanning



Staples color-codes tags with special deals and discounts at the top of the product card



List Product Attributes Consistently Across Product Cards

Impact



9.3 Standardize product attributes across all product cards to allow for more user-friendly product comparisons.

Issue Solved:

When information is included or presented inconsistently across list items, users have a difficult time comparing them and may pass over numerous perfectly relevant products.

On HPE, both the information shown and the order is consistent (though it is in paragraph format instead of list format, making it more difficult to scan)

HPE ProLiant DL385 Gen10 Plus server
Do you need a dense platform built-in security and flexibility that addresses key applications such as virtualization, software-defined storage (SDS), and High-Performance Compute (HPC)?

Building on HPE ProLiant as the intelligent foundation for hybrid cloud, the HPE ProLiant DL385 Gen10 Plus server offers the 2nd generation AMD EPYC™ 7000 Series processor delivering up to 2X¹ the performance of the prior generation. With up to 328 cores (per 2-socket configuration), 32 DIMMs for memory up to 3200 MHz, the HPE ProLiant DL385 Gen10 Plus server delivers low cost virtual machines (VMs) with unprecedented security. Equipped with PCIe Gen4 capabilities, HPE ProLiant DL385 Gen10 Plus offers improved data transfer rates and higher networking speeds. Combined with a better balance of processor cores, memory and I/O makes the HPE ProLiant DL385 Gen10 Plus the ideal choice for virtualization, and memory-intensive and HPC workloads.

Starting at **\$2,599.99**
As low as \$46/mo with HPEFS

HPE ProLiant DL325 Gen10 server
Do you need a platform purpose-built to address your High Performance Computing, virtualized, and memory-centric workloads?

Building on HPE ProLiant as the intelligent foundation for hybrid cloud, the HPE ProLiant DL325 Gen10 server offers the 2nd generation AMD EPYC™ 7000 Series processor delivering up to 2X¹ the performance of the prior generation. The HPE ProLiant DL325 delivers increased value to clients through intelligent automation, security and optimization. With more cores and increased memory bandwidth, the HPE ProLiant DL325 offers two-socket performance in a one-socket 1U rack profile.

The HPE ProLiant DL325 Gen10 server with the AMD EPYC™ single socket architecture, enables businesses to acquire enterprise class processor, memory and I/O performance and security without having to purchase a dual processor.

Starting at **\$1,809.99**
As low as \$46/mo with HPEFS

On HP, similar specs are consistently included across similar items in product lists. The presentation of the specs, each in a separate bulleted line, is also consistent and users can therefore easily compare attributes across different laptops

HP ProBook 640
★★★★ (3) Reviews
4 Products (View all)

- Windows 10 Pro or other operating systems
- Intel® Core™ i5, i7, or processor (dual and quad core)
- 14.0" diagonal HD (1366 x 768), HD+ (1600 x 900) or FHD (1920 x 1080) display
- Take on tasks in the office or on the road.

Starting at **\$916.00**
3% back in HP Rewards

HP Elite Dragonfly
★★★★ (134) Reviews
5 Products (View all)

- Windows 10 Pro or other operating systems
- 8th Generation Intel® Core™ i5, i7, and i7 processors
- 13.3" diagonal FHD (1920 x 1080) or 4K (3840 x 2160) display, 400 nits, 50% sRGB, or 1,000 nits
- Healthly beyond expectation. Starting at just 2.2 lbs.

Starting at **\$1,423.00**
3% back in HP Rewards

HP ZBook Create Notebook PC
★★★★ (17) Reviews
3 Products (View all)

- Windows 10 Pro or other operating systems
- 12th Generation Intel® Core™ i7 or processor
- Optional NVIDIA® GeForce RTX™ graphics
- 15.6" diagonal display, FHD (1920 x 1080) or 4K UHD (3840 x 2160), 400 - 1000 nits.

Starting at **\$2,749.00**
3% back in HP Rewards

HP Elite X2
★★★★ (3) Reviews
3 Products (View all)

- Windows 10 Pro or other operating systems
- 8th Generation Intel® Core™ i5 and i7 processors

HP EliteBook x360 830
★★★★ (4) Reviews
5 Products (View all)

- Windows 10 Pro or other operating systems
- 12th Gen Intel® Core™ processors, Optional six-core Intel® Core™ vPro® processors

HP EliteBook x360 1040
★★★★ (6) Reviews
5 Products (View all)

- Windows 10 Pro or other operating systems
- 12th Gen Intel® Core™ processors, Optional six-core Intel® Core™ vPro® processors

Availability
Exclude Out of Stock Items

Brand
Search brands

- HP
- Dell
- Lenovo
- ASUS
- Microsoft
- Samsung
- Acer
- MSI
- Show More

Processor Model

- Intel Core i3
- Intel Core i5
- Intel Core i7
- Intel Core i9
- AMD Ryzen 3
- AMD Ryzen 5
- AMD Ryzen 7
- Intel Celeron
- Show More

RAM

- 32 gigabytes
- 256 gigabytes
- 4 gigabytes
- 48 gigabytes
- 32 gigabytes
- 16 gigabytes
- 18 gigabytes
- 32 gigabytes

Item 1: Acer Swift 3 14" Refresh Laptop - Intel Core i5 10210T - 8GB Memory - 512GB Solid State Drive - Gray
Model: NX.HXPA.001 SKU: 643003
Not yet reviewed
\$597.99
Free item with purchase A \$29.99 value

Item 2: Acer Predator Helios 300 15.6" Refresh Laptop - Intel Core i5 10210T - 8GB Memory - 512GB Solid State Drive - Black
Model: NX.HDPA.001 SKU: 643002
Not yet reviewed
\$910.99
Free item with purchase A \$29.99 value

Item 3: Amazon Alexa Built-In - Lenovo Yoga C740 3-in-1 15.6" Touch-Screen Laptop - Intel Core i5 - 12GB Memory - 256GB Solid State Drive - Silver
Model: 80R00001 SKU: 643004
★★★★ (12) Reviews
Buy New Unavailable

Item 4: Amazon Alexa Built-In - Dell Inspiron 15 7000 2-in-1 15.6" Touch-Screen Laptop - Intel Core i5 - 12GB Memory - 512GB SSD - 256GB Storage - Silver
Model: 7900-3333L-PUG SKU: 643005
★★★★ (200) Reviews
Buy New Unavailable

Sometimes certain information is in an "empty" or other special state for some products — for example, when there are no user ratings for a given item. To avoid uncertainty and confusion, Best Buy includes a "Not yet reviewed" label, thus explicitly describing the special state of a product

Ensure Prices Are Clear in Product Cards

Impact

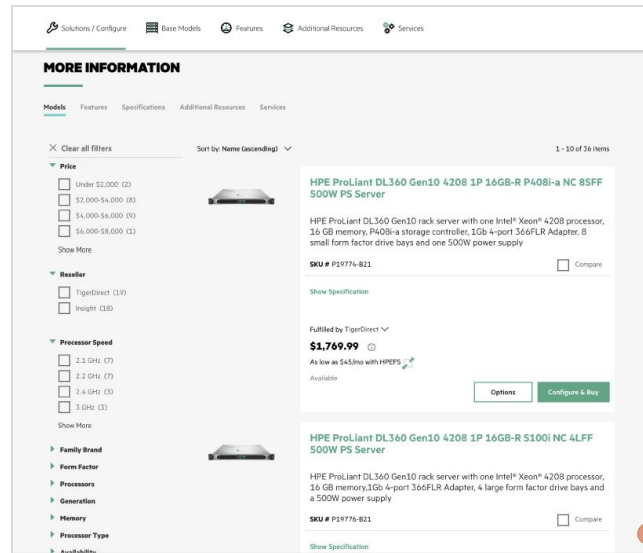


9.4 Style the final purchase price to be more prominent than discounts, old prices, and nonessential list item info.

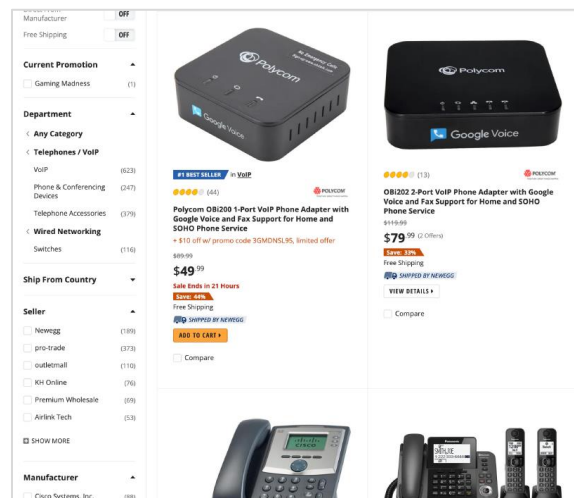
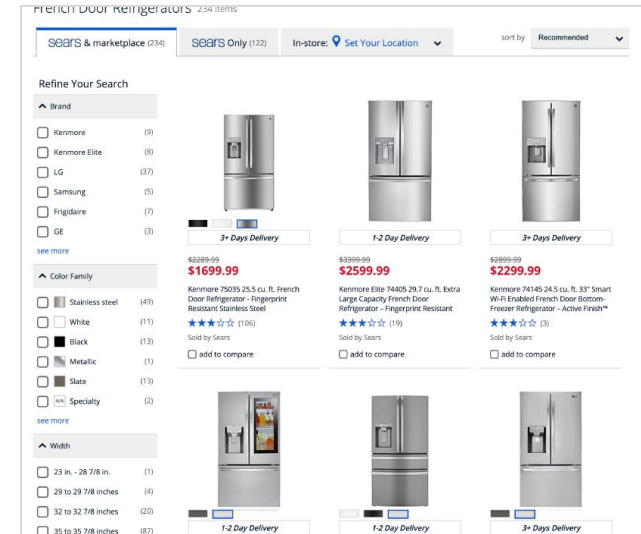
Issue Solved:

Final prices are hard to discern making Lenovo look less transparent than it should to consumers and more difficult to scan and compare products directly from the list

HPE clearly shows a single price, which is bolded, to communicate a transparent purchase to the user



Sears prominently shows the purchase price on product list and discounts as secondary through font styling



While Newegg shows other prices on the product list, the styling deemphasizes them in comparison to the main purchasing price

Reduce White Space in Product Cards and Change to 3-Up Layout

Impact

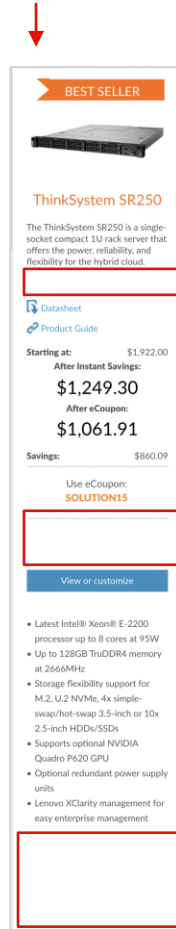


9.5 Reduce white space within cards and increase the width of cards by decreasing the number in the row to make them shorter.

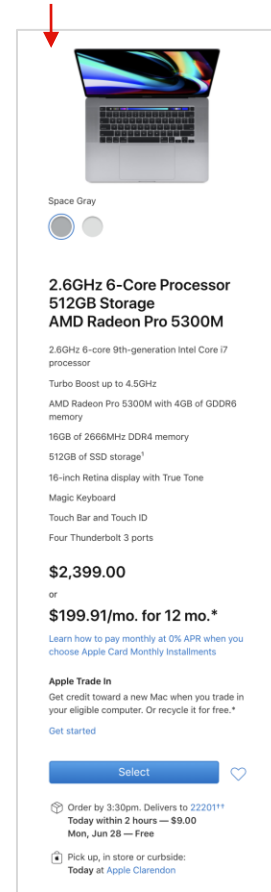
Issue Solved:

Users have to scroll too far to browse all product details and are not able to compare products side by side.

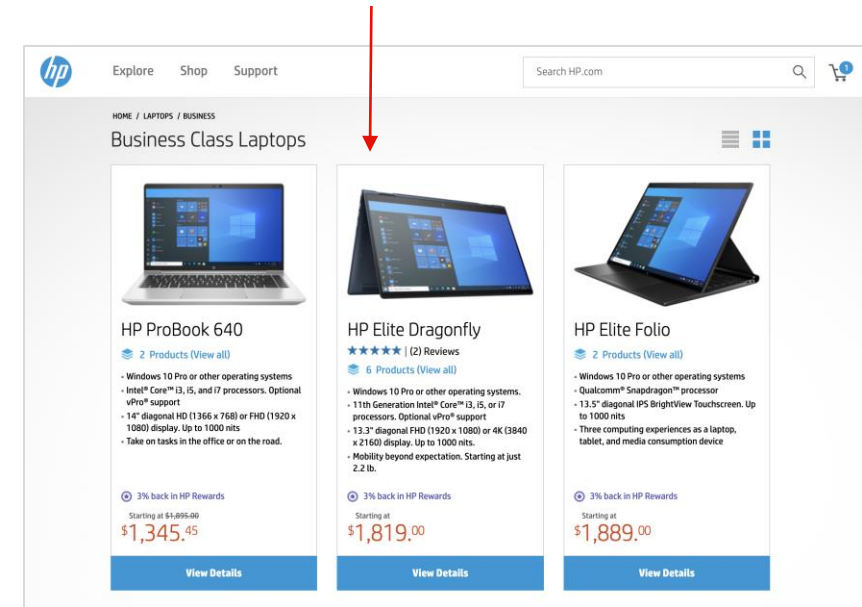
Lenovo's cards have unused white space, making them longer than necessary



Apple's cards have a lot of information, but they make good use of the space and the hierarchy of information makes scanning very easy



HP's cards are 3-across, allowing them to maximize thumbnail size. Bulleted lists have more width, so cards don't get as tall



Add a Compare Products Check Box

Impact

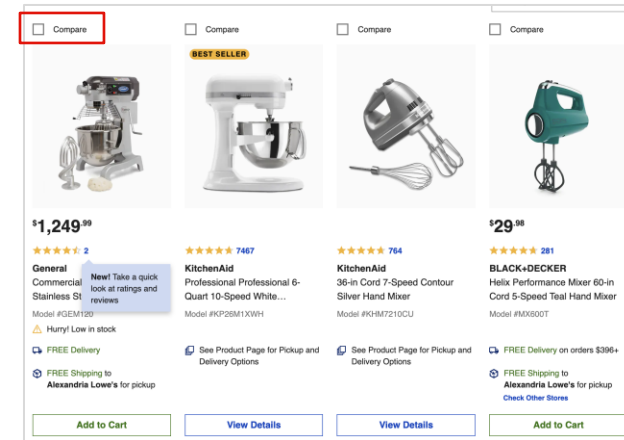
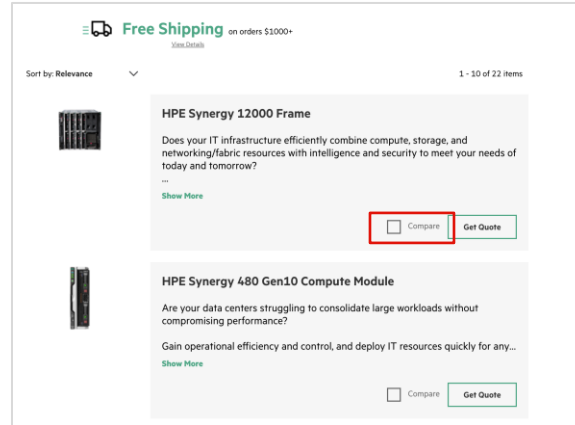


9.6 Provide the ability to compare products in the list view rather than on the product detail page.

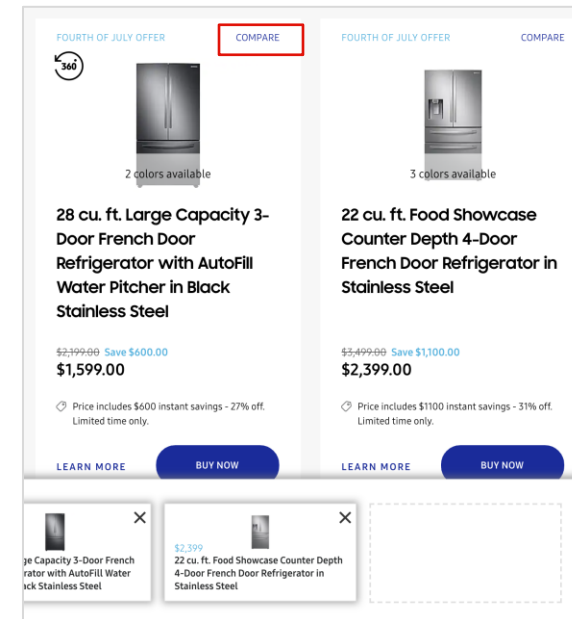
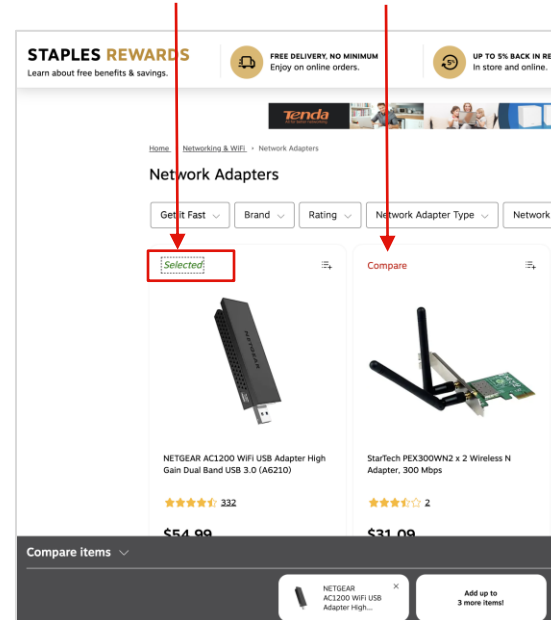
Issue Solved:

On Lenovo's site, a user has to navigate past the product list page to the very bottom of a single product page to find the compare check box. Once a product is selected for comparison, it is difficult to navigate around to add more products and difficult to find the comparison tool.

HPE and Lowes have Compare check boxes prominently displayed on each product card



Staples and Samsung cards have a Compare link at the top. Most sites use a footer to gather/add products for comparison. Staples' Compare link notes changes when an item is selected



Implement Additional Filters

Impact

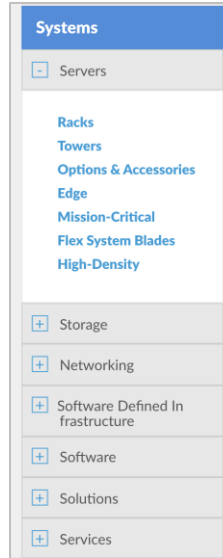


9.7 Include all list item attributes (bulleted specs) as filters in the left-hand column. Modify the current categories list into one sortable filter.

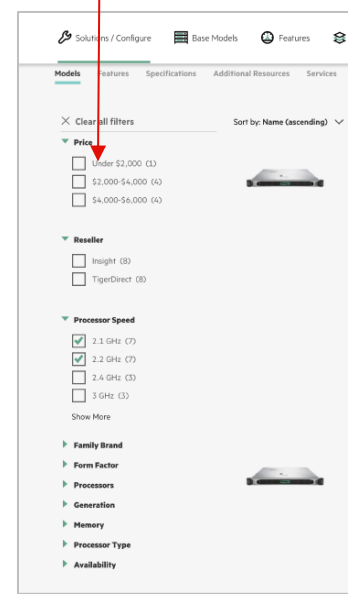
Issue Solved:

Lenovo lacks filtering, sorting, and comparison functionality.

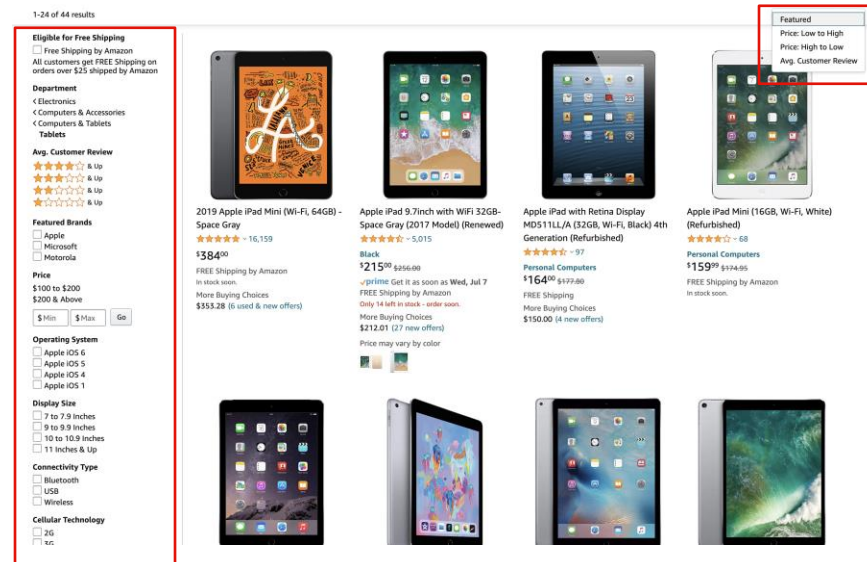
Lenovo only offers the ability to filter by product category:



HPE's filters help the user narrow their selection down to appropriate pre-configurations. It also offers the ability to sort



Amazon features a multitude of filtering and sorting options



10. Product Details Pages



Ensure the Primary Buttons are Styled in Unique and Prominent Ways

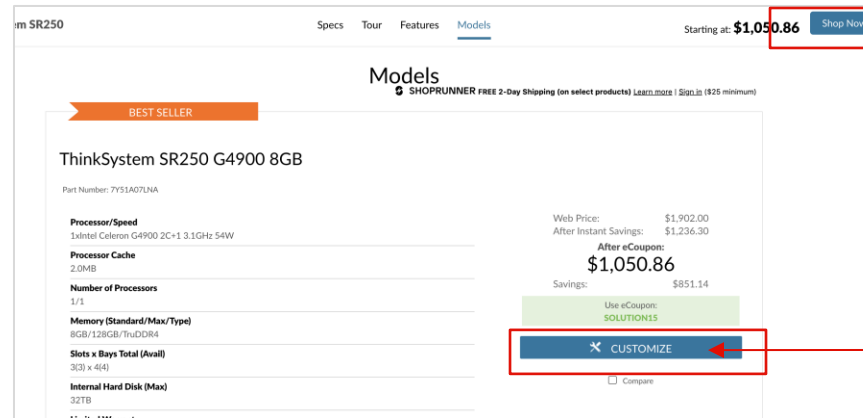
Impact

Good

10.1 Primary action buttons need a unique, high-contrast styling that isn't reused for other, less important links in the interface.

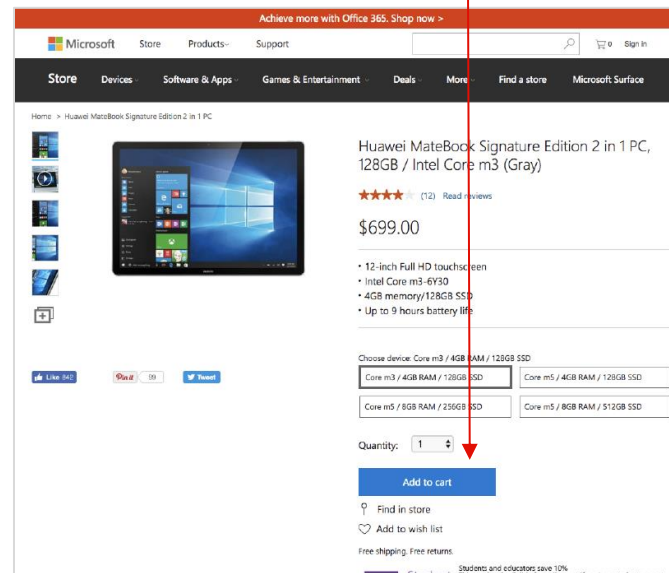
Issue Solved:

The 'Shop Now' secondary button is styled too closely to the primary 'Customize' button. Additionally, the 'Shop Now' button doesn't lead to a new action; instead it jumps users down the page to customize. If an item can be bought off-the-shelf, 'Shop Now' should add product to the cart.

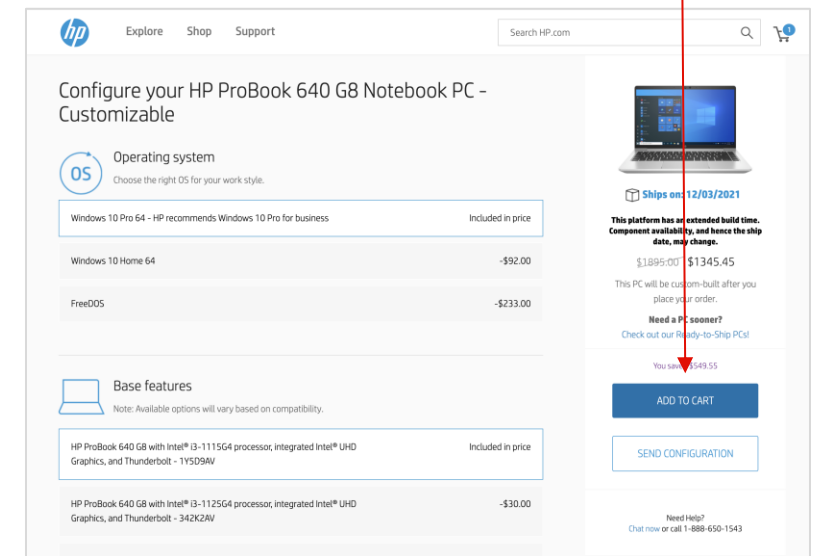


Lenovo's Shop Now and Customize buttons have two different actions but are styled very similarly

On Microsoft's site, despite all the buttons visible on the interface, it's still immediately clear to users where the "Add to Cart" button is due to its unique, high-contrast styling



HP's product page includes a configurator, where there are a lot of selection options. However, the Add to Cart button is still the most prominent



Add Buy Now and Customize Buttons

Impact



10.2 Include both "Buy Now" and "Customize" buttons on product details pages, when applicable, to make it easier for novice customers to buy off-the-shelf products.

Issue Solved:

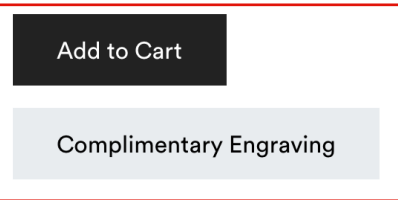
By only offering a customize button, novice users may be dissuaded to continue with a complex purchase.


The Stokke website includes an Add to Cart button along with a secondary button to customize



\$269.00
No Interest if paid in full in 6 months with **PayPal CREDIT**. [Learn more](#)

● in stock

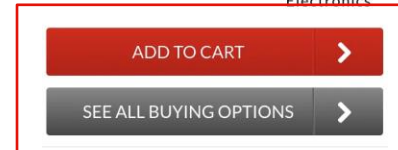


 [Add to Registry](#)

Rakuten's site has a primary Add to Cart button along with an alternate See All Buying Options that takes the user to other configuration options



Nikon D7100 Digital SLR Camera (B...
★★★★★ (2) ~~\$1079.52~~
\$739.80
FREE SHIPPING
NEW
EARN 740 POINTS
Ships From:
Sunset
Electronics



SIMILAR ITEMS



Description

Nikon D7100 Digital SLR Camera (Body Only) Black

The D7100 marks an exciting advancement in image quality for high-resolution DX-

Use Thumbnails to Represent Product Images

Impact

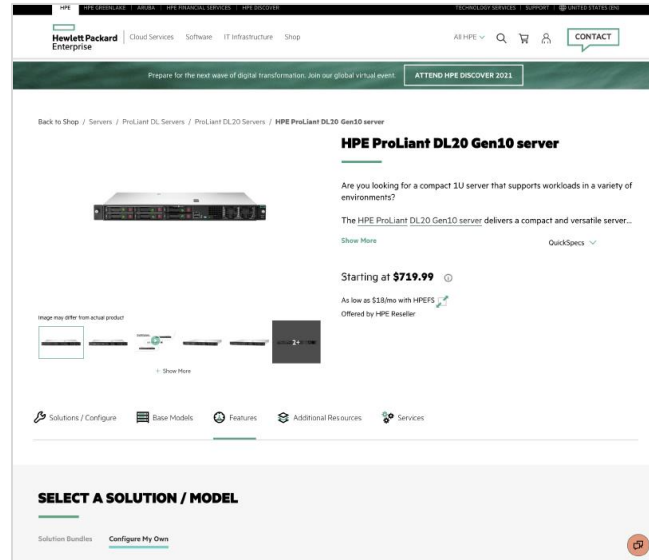


10.3 Integrate imagery in the 3-D tour navigation to allow users to have more control over what view they use. Move product views and thumbnail functionality higher up on the page.

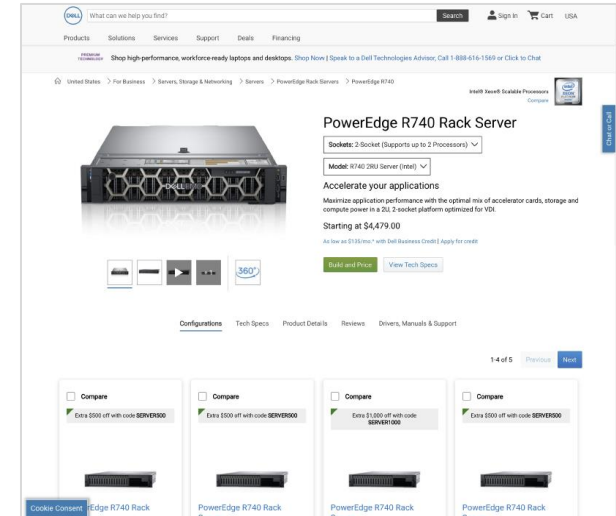
Issue Solved:

Additional product images are likely to be overlooked, either unintentionally or because they lack the information needed to be deemed valuable by users.

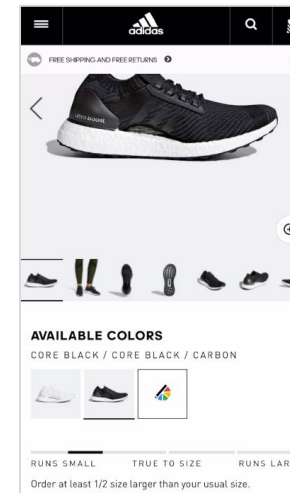
HPE uses thumbnails below the main product image to show multiple views available



On Dell, thumbnail images, video and 360 degree views are also available higher up on the page



On Adidas product pages, the current image is clearly indicated by the distinct black bars on the top and bottom of the thumbnail navigation, and thumbnails themselves are large enough that users can clearly see what each one depicts



Explain Industry-Specific Terminology in Product Specifications

Impact



10.4 Provide clarifying text (e.g., with tooltips) for difficult-to-understand product specifications.

Issue Solved:

Without help, novice users can have a hard time making sense of industry-specific product aspects. When the wording used in product descriptions is not fully understood, novice users are either forced to simply live with not knowing or go off-site to research the terminology.

Lenovo



DESCRIPTION	SPECIFICATIONS
Form Factor	<ul style="list-style-type: none"> 4U chassis: Height: 430mm (16.9 inches), Width: 175mm (6.9 inches), Depth: 564mm (22.3 inches) Optional ST250 rack-mount kit
Processors	1x Intel® Xeon® E-2200 processors, up to 8 cores at 95W.
Memory	Up to 128GB in 4x DIMM slots using 32GB DIMMs 2666MHz TruDDR4
Expansion Slots	x1 lane PCIe Gen3 in x1 slot; x16 lane PCIe Gen3 in x16 slot (for GPU); x4 PCIe Gen3 in x4 slot; x4 PCIe Gen3 in x8 slot
Drive Bays	Up to 8x 3.5-inch single-swap and hot-swap SATA/SAS bays; up to 16x 2.5-inch hot-swap SATA/SAS; 2x 5.25-inch media bay (for optical drive or tape); 1x M.2 support
HBA/RAID Support	Intel VROC Software RAID support; multiple hardware RAID configurations supported
I/O Interface	<ul style="list-style-type: none"> 1x front USB 3.1 G1 port and USB 2.0 port for XCC mobile 2x rear USB 3.1 G2 ports and 2x rear USB 3.1 G1 ports 1x Serial Com port and 1x VGA port
Network Interface	2x 1GbE ports standard; 1x 1GbE dedicated management port
Power	Dual-redundant 80 PLUS power supply unit (PSU) 550W; fixed PSU 250W; power efficiency up to Platinum; Energy Star 2.1 compliant

Depth Without Door	28.75 inches
Height	69.88 inches
Width	36 inches
Depth	33.38 inches
Weight	
ENERGY STAR Certified	<div style="border: 1px solid red; padding: 5px;"> <p>ENERGY STAR Certified</p> <p>Devices carrying the Energy Star service mark, such as computer products and peripherals, kitchen appliances, buildings and other products, generally use 20% to 30% less energy than required by federal standards.</p> </div>
ADA Compliant	
CEE Qualified	
Fresh Food Capacity	16.5 cubic feet
Gallon Door Storage	Yes

LL Bean users can seek out explanations for difficult-to-understand product attributes by hovering on the tooltip icon. Using this approach, L.L.Bean avoids cluttering the product specification sheet with descriptions, yet the information is still available for users who need them

Country of Origin	China
Dimensions	H136.5 x W90 x D48.7cm
Drip Tray	NO
Fuel Type	Charcoal
Guarantee	5-year guarantee
Ignition Type	<div style="border: 1px solid red; padding: 5px;"> <p>Jet Flame Ignition: ignites a jet of gas along the side of the burner as the gas control is turned on. Independent Direct Ignition: every burner lights independently letting you to cook on any one instantly</p> </div>
Side Shelf	
Thermometer	
Viewing Window	
Warming rack	
Weight	72.5kg

Best Buy offers users tooltip text for industry-related technical terms, allowing users to easily access detailed information around unfamiliar terms or industry-specific jargon

Change Layout to Emphasize Price, Models and CTAs

Impact



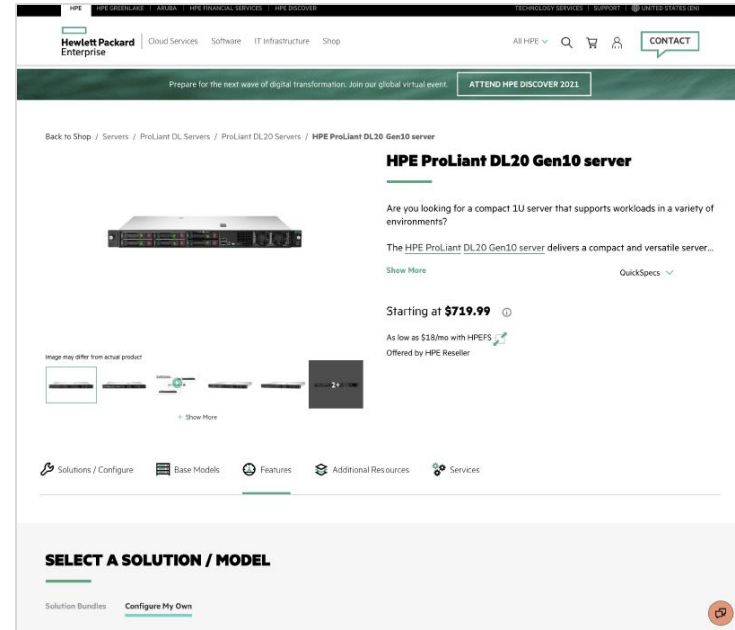
10.5 Move pricing, primary features, model options, and CTA buttons to the top of the product details page.

Issue Solved:

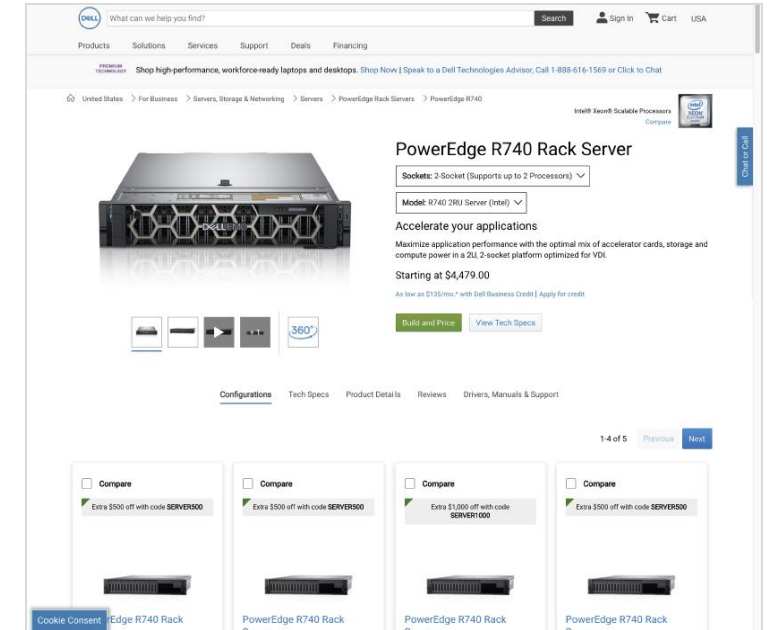
Layout is not expected for a product page, and user has to scroll all the way to the bottom to find pricing and purchase CTA.

HPE and Dell have layouts and descriptions that are expected from a product page e-commerce site. Pricing, financing options and model options are all displayed at the top of the page

HPE



DELL



Create and Highlight Out-of-Box Options vs Customization

Impact

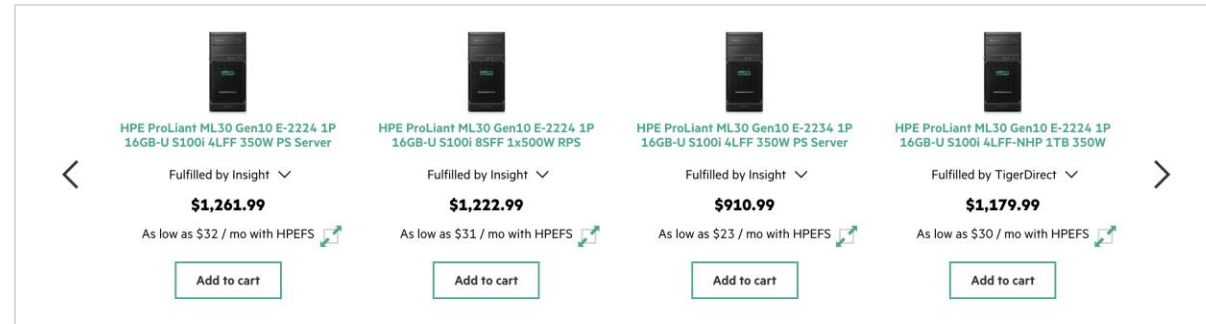


10.6 Make popular base models available for off-the-shelf purchase right away, allowing novice users the option to bypass configuration all together.

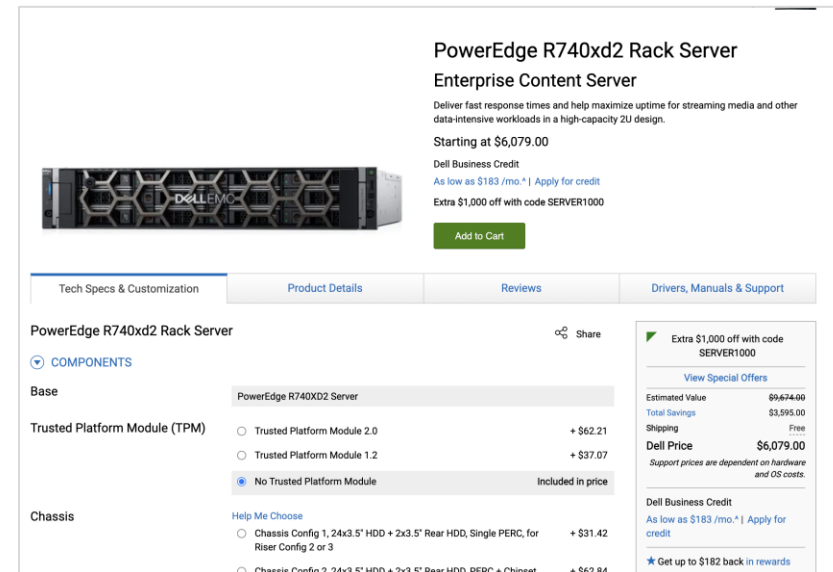
Issue Solved:

Some users may prefer an easier path to purchase without product customization.

HPE's site offers base models that a user can immediately add to cart or the option to configure a model. Base model pricing is also included in configurable product cards.



Dell's product pages offer either the option to add a base model to cart with a prominent Add to Cart button at the top of page or the ability to scroll down and make adjustments to the components.



Provide a Cross-Sell Section that Only Contains 'Supplementary Products'

Impact

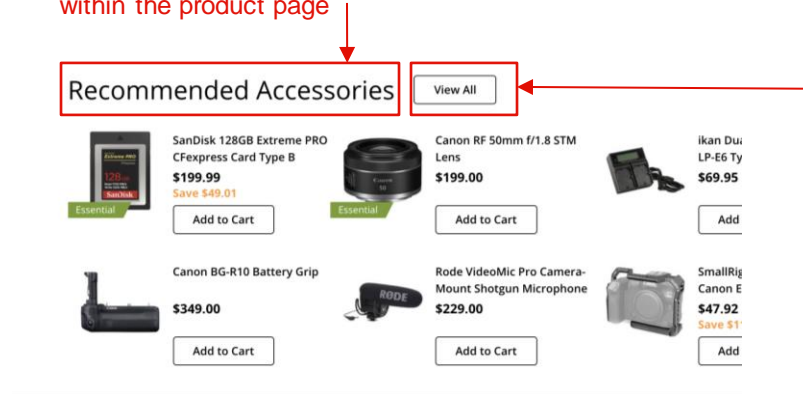


10.7 Suggest supplementary products for users who may be looking for add-ons or accessories to the product they are currently viewing. For example, when viewing a server, Lenovo could suggest supplementary products such as cables.

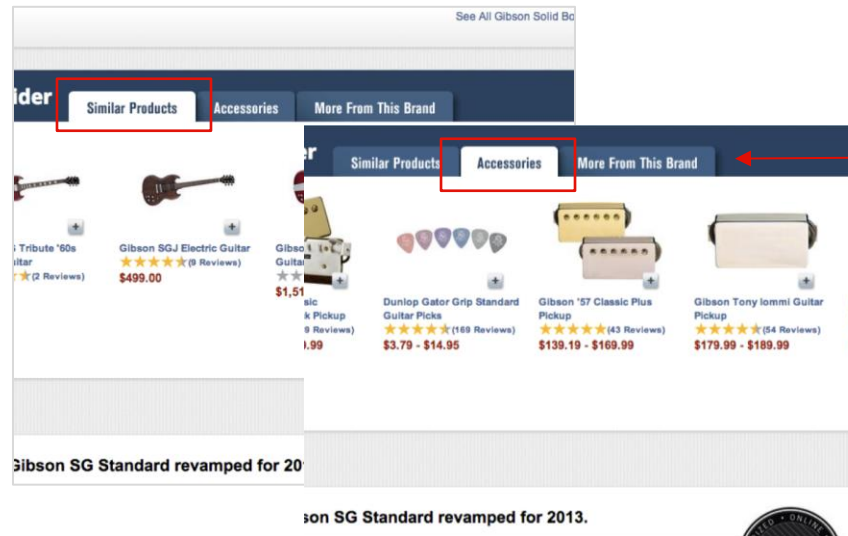
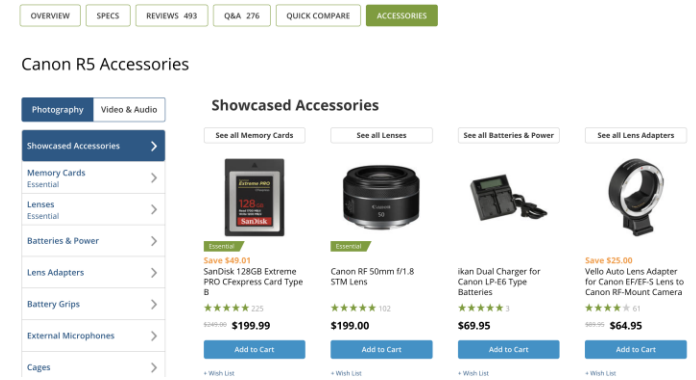
Issue Solved:

It can be highly complex for users to find compatible supplementary products.

On B&H Photo's DSLR camera pages, users are offered an extensive list of compatible "Accessories" within the product page



Clicking View All allows users to drill-down to a specific subtype of accessories, allowing for a greater number of matching accessories to be shown



On the Musician's Friend site, users are given the option to both look at closely related products while also given the opportunity to see supplementary products (Accessories)

Display Warranty Upgrades and Financing Options

Impact

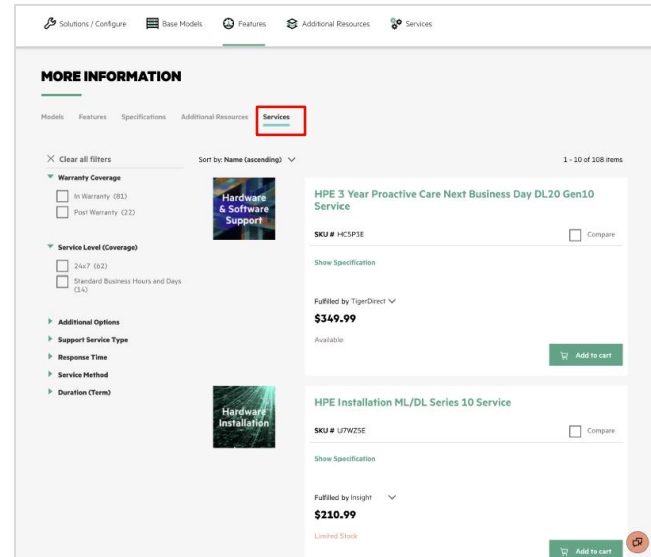


10.8 Any information about available warranty, service upgrades and/or financing should be displayed directly on the product details page, and not saved for after a user has added a product to the cart.

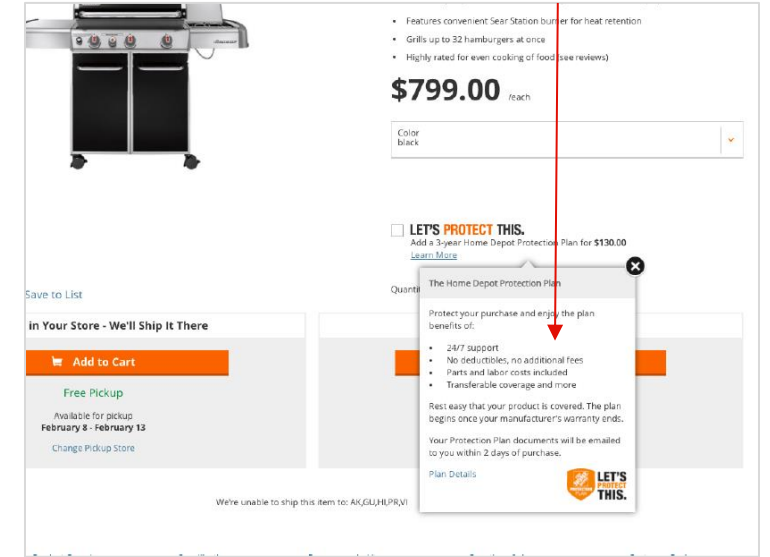
Issue Solved:

Basic product warranty information may fall short for users who incorporate extended warranties and service support into their decision to buy a product. Users may be put off by the product's high price before they are made aware of financing options.

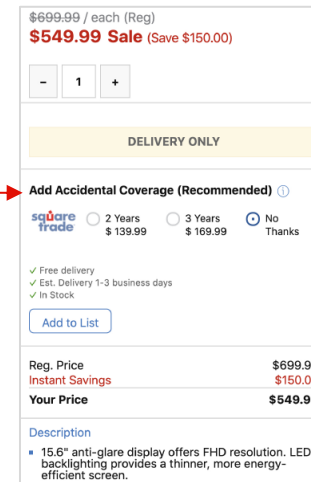
HPE show warranty services that can be purchased within the primary product's product detail page, however it is somewhat hidden behind a "Services" tab



Home Depot outlines preliminary features of the protection plan. Clicking "Plan Details" link opens an overlay with even more detailed information — including a description of the premium protection plan compared to the manufacturer's warranty



Additional coverage plans are displayed near the "Buy" section for a laptop at Office Depot. A tooltip icon provides one-tap access to detailed information about what's included in each plan



11. Comparison Tools

Comparison Tool

Move the Comparison Tool to a Dedicated Page and Add More Controls

Impact

Best

11.1 Place the comparison tool on its own page to allow for ads that link to product comparisons. Include the ability to add more products to compare directly from the new page rather than going back to a product list.

Issue Solved:

The comparison tool is within an overlay, making it impossible to link to comparisons or add more controls or filters.

Lenovo's current comparison overlay:

	<p>ThinkSystem SR250 G4930 8GB 7Y51AD7LNA \$1,050.86</p> <p>★★★★★ 5.0 (1)</p> <p>CUSTOMIZE</p>	<p>ThinkSystem SR665 7252 16GB 7D2VAG1ANA \$2,435.16</p> <p>CUSTOMIZE</p>
Processor/Speed	1xIntel Celeron G4930 2C 3.2GHz 54W	1xAMD EPYC 7252 8C 120W 3.1GHz 120W
Processor Cache	2.0MB	64.0MB
Number of Processors	1/1	1/2
Memory (Standard/Max/Type)	8GB/128GB/TruDDR4	16GB/8192GB/TruDDR4
Slots x Bays Total (Avail)	3(3) x 4(4)	0(0) x 0(0)
Internal Hard Disk (Max)	32TB	307.2TB
Limited Warranty	ThinkSystem SR250, 1xIntel Celeron G4930 2C 3.2GHz 54W, 1x8GB 1Rx8, SW RD, 1x300W, ThinkSystem SR250/SR150 Sleeve Full Kit	ThinkSystem SR665, 1xAMD EPYC 7252 8C 120W 3.1GHz 120W, 1x16GB 2Rx8, SW RD, 1x750W
Supported Hard Disk	3.5" SATA/SAS	N/A
Form Factor	1U	2U
Total Derived Bay	4	0
Total Available Bays	4	0
Total Available Card Slots	3	0
HDC Description	SW RD	SW RD
Power	1x300W	1x750W
Number of Processors Standard	1	1

HPE's comparison grid makes it easy to compare specs, but doesn't create a unique url to link to specific comparisons.

<p>HPE ProLiant DL385 Gen10 Plus server</p> <p>\$2,599.99</p> <p>Select</p>	<p>HPE ProLiant DL325 Gen10 Plus server</p> <p>\$2,149.99</p> <p>Select</p>	<p>HPE ProLiant DL325 Gen10 server</p> <p>\$1,809.99</p> <p>Select</p>
<p>Drive Supported</p> <p>8 or 12 LFF SAS/SATA/SSD with 4 LFF rear drive optional and 2 SFF rear drive optional 8 or 24 SFF SAS/SATA/SSD with 4 SFF rear drive optional, 16 SFF NVMe Front bay</p>	<p>Drive Supported</p> <p>12 LFF SAS/SATA/SSD, 24 SFF SAS/SATA/NVMe/SSD, 16SFF with Optional 2x 2 SFF SAS/SATA/SSD or 2x 2 SFF NVMe or 2x 2UFF, 16 SFF NVMe with Optional 2x 2 SFF NVMe or 2 SFF SAS/SATA/SSD or 2x 2UFF depending on model</p>	<p>Drive Supported</p> <p>4 LFF SAS/SATA/SSD, 8 SFF SAS/SATA/SSD with Optional 2 SFF SAS/SATA/SSD or 2 SFF NVMe, 8 SFF NVMe with Optional 2 SFF SAS/SATA/SSD depending on model</p>
<p>Power Supply Type</p> <p>2 Flexible Slot power supplies, maximum depending on model</p>	<p>Power Supply Type</p> <p>2 Flexible Slot power supplies, maximum, depending on customer configuration</p>	<p>Power Supply Type</p> <p>2 Flexible Slot power supplies, maximum, depending on customer configuration</p>
<p>System Fan Features</p> <p>Hot-plug redundant fans, standard</p>	<p>System Fan Features</p> <p>Hot-plug redundant fans, standard</p>	<p>System Fan Features</p> <p>Hot-plug redundant fans, standard</p>
<p>Memory Slots</p> <p>32</p>	<p>Memory Slots</p> <p>16</p>	<p>Memory Slots</p> <p>16</p>
<p>Warranty Standard Statement</p> <p>3/3/3 - Server Warranty includes three years of parts, three years of labor, three years of on-site support coverage. Additional information regarding worldwide limited warranty and technical support is available at:</p>	<p>Warranty Standard Statement</p> <p>3/3/3 - Server Warranty includes three years of parts, three years of labor, three years of on-site support coverage. Additional information regarding worldwide limited warranty and technical support is available at:</p>	<p>Warranty Standard Statement</p> <p>3/3/3 - Server Warranty includes three years of parts, three years of labor, three years of on-site support coverage. Additional information regarding worldwide limited warranty and technical support is available at:</p>

Compare Products

Save this comparison set for later

See more images

Surface Pro X - 13" Touch Screen - Microsoft SQ1 - 8GB Memory - 128GB SSD - WiFi + 4G LTE - Device Only - Matte Black

Model: MJX-00001
SKU: 6375623

★★★★★ (315)

\$999.99

Add to Cart

Save

See more images

Apple - 10.2-Inch iPad - Latest Model - (8th Generation) with Wi-Fi - 32GB - Space Gray

Model: MYL92LL/A
SKU: 5196701

★★★★★ (8,172)

\$329.99

Add to Cart

Save

See more images

Apple - 7.9-Inch iPad mini (5th Generation) with Wi-Fi - 64GB - Space Gray

Model: MUQW2LL/A
SKU: 5495359

★★★★★ (4,090)

\$399.99

Add to Cart

Save

Recommendations

Search for similar items

Or

Hide suggestions

- Apple - 10.2-Inch iPad - Latest Model - (8th Generation) with Wi-Fi - 128GB - Space Gray

★★★★★ (5,591)

\$429.99

Add to compare
- Apple - 7.9-Inch iPad mini (5th Generation) with Wi-Fi - 64GB - Silver

★★★★★ (4,090)

\$399.99

Add to compare
- Apple - 10.9-Inch iPad Air - Latest Model - (4th Generation) with Wi-Fi - 64GB - Sky Blue

★★★★★ (3,281)

\$599.99

Add to compare

Apple - 10.2-Inch iPad - Latest Model

Best Buy takes users to a new page and allows them to search for and add more products, and even save comparisons, without navigating away.

Provide Inline Help for Industry-Specific Specs

Impact

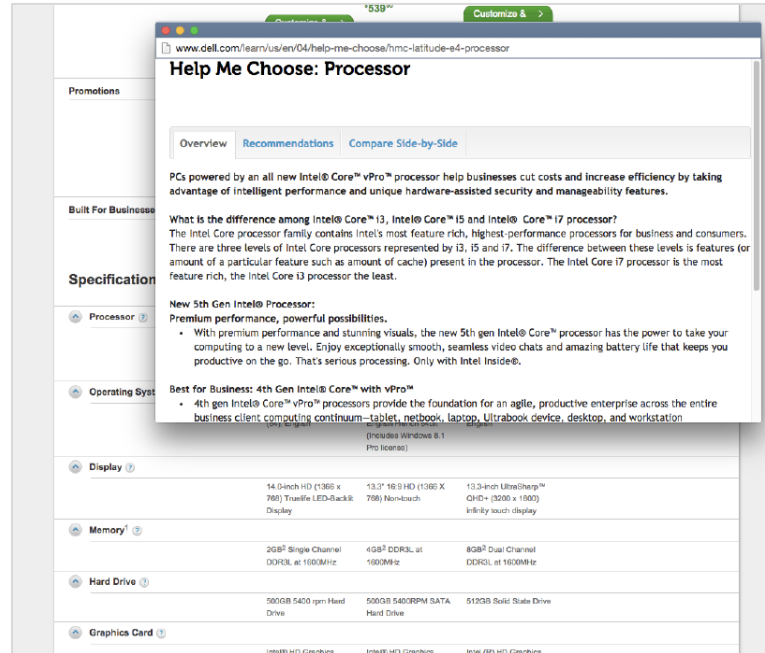


11.2 Include tool tips next to specification titles within the comparison tool.

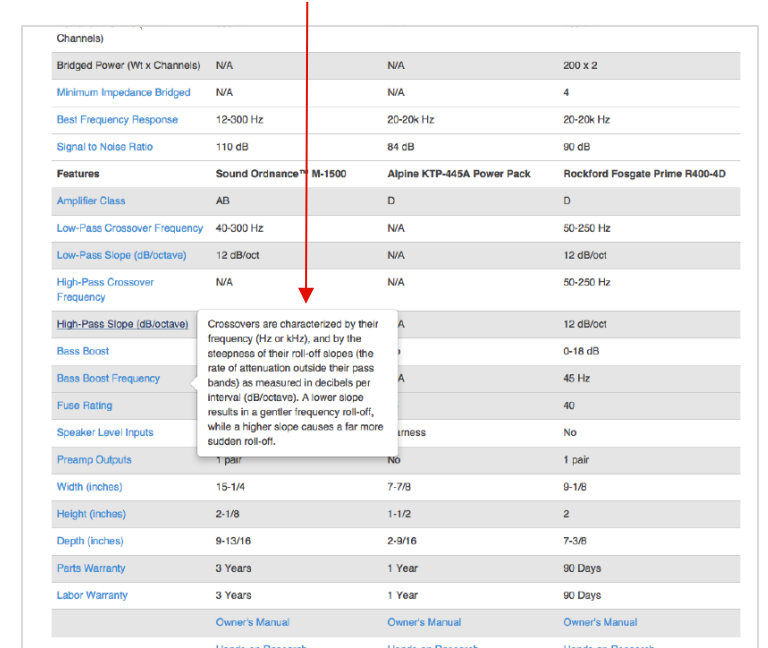
Issue Solved:

Without inline help, novice users can have a hard time making sense of industry-specific product aspects.

Dell provides help text, represented by “?” icons, for computer specs with detailed descriptions to "Help Me Choose"



Crutchfield provides explanations for specifications in a tooltip



12. Configurator

Refer to page 170 for Lenovo UX team audit.



13. Cart



Cart

Maintain Consistent Top Navigation Inside Cart

Impact

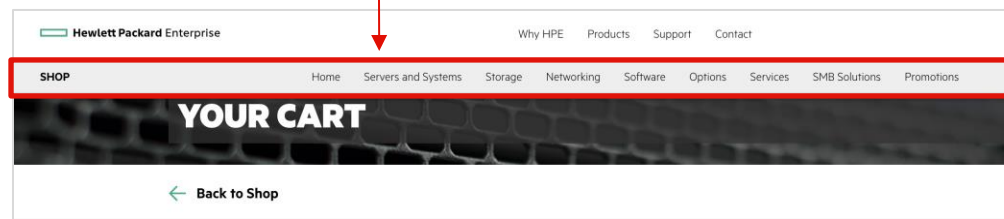
Good

13.1 Maintain consistent top navigation during cart experience in all supported browsers

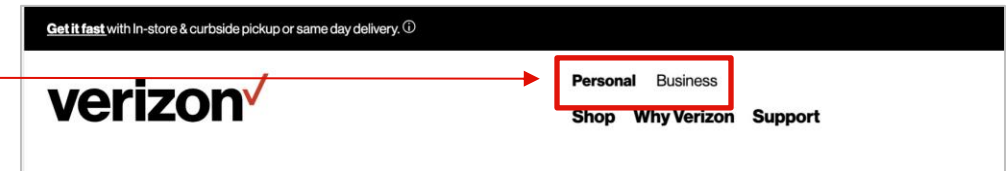
Issue Solved:

In some user tests, the main navigation of the site changed to PC & Tablets once DC items were added to the cart. This is not recommended, especially for users who use the cart as a save function while browsing the site.

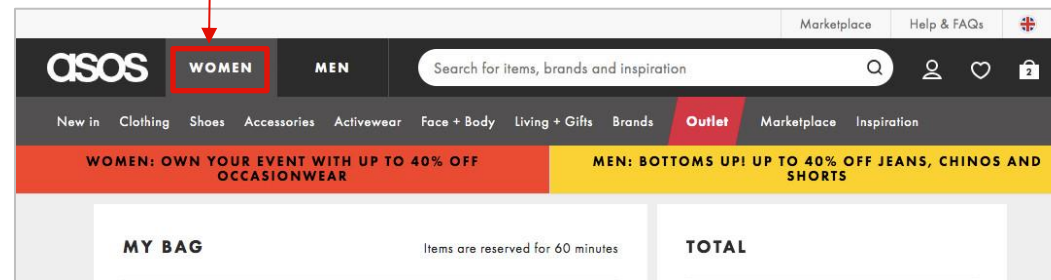
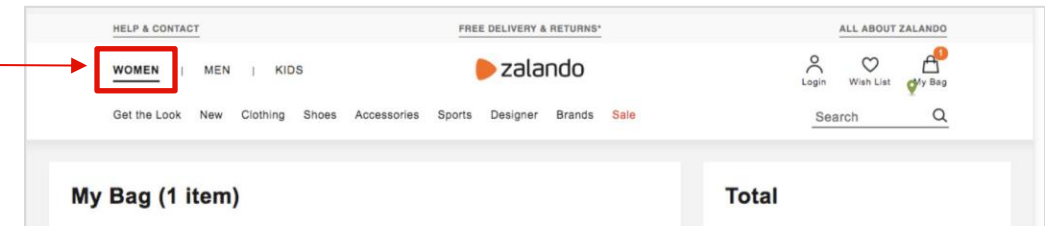
When an HPE user is in the cart, the sub-navigation remains consistent in the Shop section



Verizon's site keeps a user within the Personal section when they transition to the cart



On the Asos and Zalando sites, the primary navigation remains active on the previously-selected category, "Women", when a user is in the cart



Cart

Organize Spec Lists into Category Buckets

Impact

Good

13.2 Under "View/Edit Specs", organize the spec lists into buckets by type (Storage, Memory, Power, etc) so they are easier to scan and compare.

Issue Solved:

Product specs should be organized in a way that facilitates comparisons, especially for users who typically store products in the cart during the browsing phase.

System specs can be viewed in the cart on the Lenovo site; however, they aren't grouped into categories with intuitive labels (Storage, Memory, Power) like they are in the configurator. This makes it difficult to understand what some components are and also difficult to scan

In Dell's cart, a server's specs are categorized, making it easier to scan and recognize the components

The screenshot shows a Dell cart for a PowerEdge T340 Tower Server. The specifications are organized into clear, labeled categories:

- PowerEdge T340
PowerEdge T340 Server
- Motherboard
PowerEdge T340 MLK Motherboard
- Trusted Platform Module (TPM)
No Trusted Platform Module
- Chassis Configuration
3.5" Chassis up to 4 Hot Plug Hard Drives and Embedded SATA
- SHIPPING
PowerEdge T340 Shipping
- Shipping Material
PowerEdge T340 Shipping Material
- Regulatory
PowerEdge T340 CCC and BIS Marking, No CE Marking
- Processor
Intel® Celeron G4930 3.2GHz, 2M cache, 2C/2T, no turbo (54W)
- Processor Thermal Configuration
Standard Heatsink
- Memory DIMM Type and Speed
2666MT/s UDIMMs

The screenshot shows a Lenovo cart for a ThinkSystem SR250 - 3yr Warranty. The specifications are listed in a single, unorganized block:

- ThinkSystem SR250 - 3yr Warranty
- ThinkSystem SR250/SR150 3.5"x4 Chassis
- Intel Celeron G4900 2C+1 54W 3.1GHz Processor
- ThinkSystem 8GB TruDDR4 2666MHz (1Rx8, 1.2V) UDIMM
- ThinkSystem SR250 3.5" SATA/SAS 4-Bay BP Cable Kit
- Select Storage devices - no configured RAID required
- On Board SATA AHCI Mode
- ThinkSystem SR250/SR150 x8/x8 PCIe Riser
- ThinkSystem SR250/SR150 Fixed 300W PSU
- 2.8m, 10A/100-250V, C13 to IEC 320-C14 Rack Power Cable
- ThinkSystem SR250 Refresh Motherboard
- ThinkSystem SR250/SR150 Front VGA Connector Kit
- ThinkSystem Toolless Friction Rail v2
- Feature Enable TPM 1.2
- ThinkSystem SR250 3.5"x4 OB MSHD to BP MSHD Cable
- ThinkSystem EIA Plate with Lenovo Logo
- ThinkSystem 1P CPU Entry Heatsink
- ThinkSystem SR250/150 Package
- ThinkSystem 1x1 3.5" HDD Filler
- ThinkSystem SR250 Fan Module
- ThinkSystem SR250 Fixed 300W PSU Kit
- ThinkSystem 300W Fixed PSU Caution Label
- Lenovo Label and ThinkSystem SR250 3.5" Model Number Label
- ThinkSystem SR250 Service Label LI
- ThinkSystem Intel Label - Celeron Processor (2015)
- ThinkSystem SR250 System Label GBM
- XCC Network Access Label

Apple's cart also includes specs organized by spec category

The screenshot shows an Apple cart for a 24-inch Blue iMac with 4.5K Retina display. The specifications are organized into clear, labeled categories:

- Hardware
 - Apple M1 chip with 8-core CPU with 4 performance cores and 4 efficiency cores, 7-core GPU, and 16-core Neural Engine
 - 8GB unified memory
 - 256GB SSD storage
 - Two Thunderbolt / USB 4 ports
 - Magic Mouse
 - Magic Keyboard - US English
 - Accessory Kit
- Software
 - macOS
 - Photos, iMovie, GarageBand
 - Pages, Numbers, Keynote

Cart

Improve User Interactions

Impact

Better

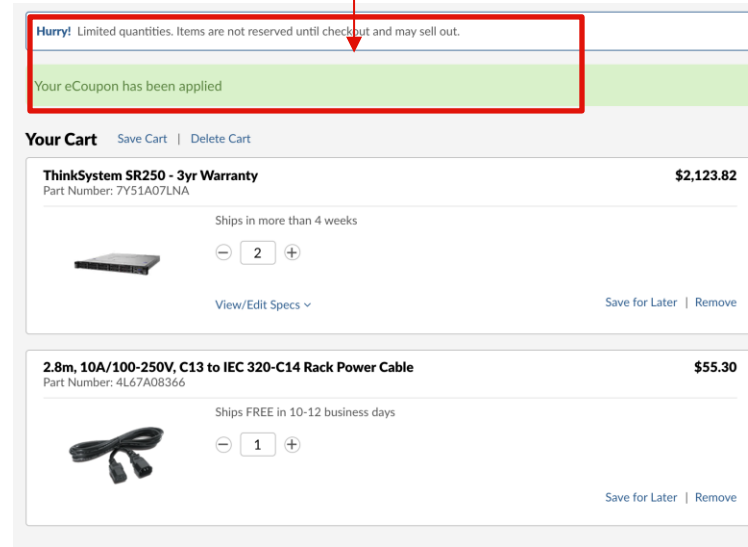
13.3 Streamline alerts by moving them next to the product they refer to.

13.4 Place emphasis on the total price in the cart summary.

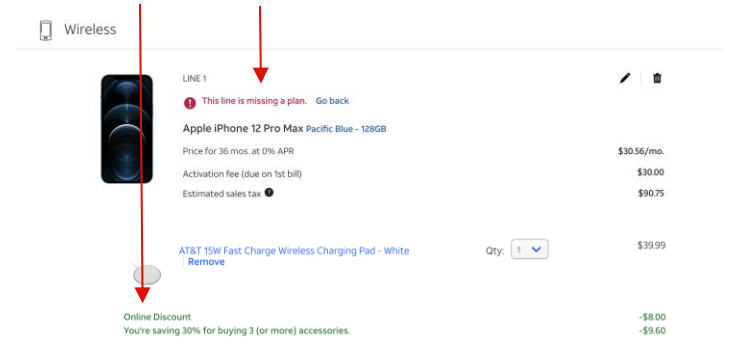
Issue Solved:

Lenovo's cart experience lacks trustworthiness because pricing and discounts aren't clear to users.

Lenovo's cart alerts all appear above the cart, rather than next to the product they refer to. Even though an eCoupon has been applied, pricing for individual products has not changed and a user doesn't know which item the coupon applies to.



On AT&T's site, alerts and discounts are noted directly next to the products they apply to.



On the Walgreens and Ikea sites, the Order Summary box emphasizes the total price or estimated price by bolding the value and making it larger than other items.

Order Summary

Items: \$5.98

Shipping: \$5.99

Total: \$11.97

[Shipping FAQs](#)

Need Help? [Live Chat](#)

Or call us 24/7 (877) 250-5823

Order summary

Delivery cost Excluding delivery

Total (Excl. tax) \$24.99

Have an account?
[Join or log in](#) for a smoother checkout.

[Continue to checkout](#)

Cart

Improve Product Listings

Impact

Best

13.5 Provide larger thumbnails.

13.6 Include added price of each configuration in View/Edit Specs.

Issue Solved:

Product images and pricing should be organized in a way that facilitates comparisons, especially for users who typically store products in the cart during the browsing phase.

Apple's cart is optimized for product comparison and storage by featuring large thumbnails

Here's what's in your bag.

Free delivery and free returns.



Lightning to 3.5 mm Headphone Jack Adapter Qty: 1 ▼ \$9.00 [Remove](#)

[Add a gift message](#) [Add](#)

[Order by 7am, delivers:](#)
Today 7am - 9am - Fastest
Wed, Aug 29 - Free
Delivery options for: 10001 ▼

[Pickup:](#)
Today at Apple West 14th Street
[Show more stores](#)

Product #	Description	Quantity	Price	Action
#P07596-B21	HPE ProLiant DL385 Gen10 Plus 7302 1P 32GB-R 8SFF 500W PS Server	1 item	\$3,159.99	
#V23380	Assembly fee for complexity low	1 item	\$80.00	
#P18434-B21	HPE 960GB SATA 6G Mixed Use SFF SC Multi Vendor SSD	1 item	\$475.99	
#P18436-B21	HPE 1.92TB SATA 6G Mixed Use SFF SC Multi Vendor SSD	1 item	\$712.99	
#832514-B21	HPE 1TB SAS 12G Midline 7.2K SFF (2.5in) SC 1yr Wty Digitally Signed Firmware HDD	1 item	\$245.99	
#765466-B21	HPE 2TB SAS 12G Midline 7.2K SFF (2.5in) SC 1yr Wty 512e Digitally Signed Firmware HDD	1 item	\$599.99	
#BD505A	HPE iLO Advanced 1-server License with 3yr Support on iLO Licensed Features	1 item	\$259.99	
#P11061-B21	Microsoft Windows Server 2019 (16-Core) Datacenter Reseller Option Kit English SW	1 item	\$4,939.99	

HPE includes pricing for each individual configured item and ability to delete from the cart

Cart

Include Cross-Sell Section with Related Accessories

Impact


Best

13.7 Include a cross-sell section with related accessories. Adapt cross-sell suggestions and promotions strongly to the user's current context. Ensure cross-sells are styled as secondary content.




Issue Solved:

Lenovo is missing an opportunity to cross-sell items related to cart contents.

HPE and BH Photo offer a cross-sell section of recommended accessories at the bottom of the cart page

Item	Availability	Price	Quantity	Item Total
 HPE ProLiant DL380 Gen10 SMB Networking Choice - rack-mountable - Xeon Gold MFG Part: P24850-B21 COM Part: 6424503 UNSPSC:	In Stock Get it Thursday, June 17	\$8,899.00 \$6,045.99 Advertised Price	1	\$6,045.99

Top Recommendations

- 
HPE Integrated Lights-Out Advanced - license - 1 Year 24x7 S...
Advertised Price: **\$232.99** [Add to Cart](#)
- 
HPE Midline - hard drive - 1 TB - SATA 6Gb/s
Advertised Price: **\$311.99** [Add to Cart](#)
- 
HPE Integrated Lights-Out Advanced - license - 3 Years 24x7...
Advertised Price: **\$295.99** [Add to Cart](#)

1 Item added to your cart





Canon EOS 5D Mark III DSLR Camera (Body Only)
You Pay **\$2,499.00** [View Cart](#)

Keep Shopping >

square trade protection plans
3 Year Drops & Spills
2-day Service Guarantee
Worldwide coverage
24/7 Customer Service
\$297.99 [ADD](#)
[View more plans](#)
Starting from \$97.00

Recommended Accessories




Required Items: A lens is not included, Get the type of lens for the shot you need. A memory card is not included, be sure to purchase enough storage capacity.

- 
You Pay **\$1,799.00** [Add to Cart](#)
- 
You Pay **\$59.95** [Add to Cart](#)
- 
You Pay **\$64.95** [Add to Cart](#)
- 
You Pay **\$174.75** [Add to Cart](#)

[See All Accessories >](#)

Apple's cart includes a section that recommends accessories to products a user has added to the cart alongside products related to the user's browsing history





A few recommendations.

- 
Belkin UltraHD High Speed 4K HDMI Cable (2m)
\$29.95 [Add to Bag](#)
- 
HomePod mini - Space Gray
\$99.00
Color - Space Gray
[Add to Bag](#)
- 
Free Engraving
AirPods Pro
\$249.00
[Add to Bag](#)

[Show more products >](#)

At IKEA, the 'You Might Also Like' cross-sell section presented at the bottom of the cart contains only other similarly priced kitchen tools that could conceivably be of interest to a user purchasing a measuring cup

You might also like

- 
Spoon RORT
£1.25 [Add to Shopping Bag](#)
- 
Apron VARDAGEN
£6 [Add to Shopping Bag](#)
- 
Bowl VARDAGEN
£4.50 [Add to Shopping Bag](#)
- 
Measuring cup, set of 5 VARDAGEN
£4 [Add to Shopping Bag](#)

Cart

Include Links to Print and Email Cart Contents

Impact



13.8 Provide users a way to print or email the details and pricing of the products in their cart.

Issue Solved:

There is currently no way to share cart contents with another decision-maker for approval.

HPE and Dell's carts both include a link to Email Cart

HPE

Estimated total

Item total	\$13,923.91
Est. shipping	\$0.00
Est. sales tax	\$0.00

Your order qualifies for Free Shipping!

Estimated total **\$13,923.91**

Promotion code [Apply](#)

Shipping & return policies:
→ [Insight](#)
→ [TigerDirect](#)

[Checkout](#)

[Email Cart](#)

DELL

Coupons

[Apply Coupon](#)

[Chat with an agent](#) for additional help.

\$5,401.68 Total Savings

Subtotal (4 Items)	\$8,406.00
Shipping	Free
Tax based on 27516 Change	\$630.48
Estimated Total	\$9,036.48

[Checkout](#)

[PayPal](#)

[Express Checkout](#) ▼

[Buy with G Pay](#)

[Continue Shopping](#) ▼

[Save Cart](#) [Email your cart](#)

AT&T includes an option to Print the cart and users can then save as a PDF during that function to email to decision makers

My cart

[Save cart](#) | [Retrieve cart](#) | [Empty cart](#) | [Print](#) | [Check out](#)

Cart

Improve the Cart Icon Design and Functionality

Impact

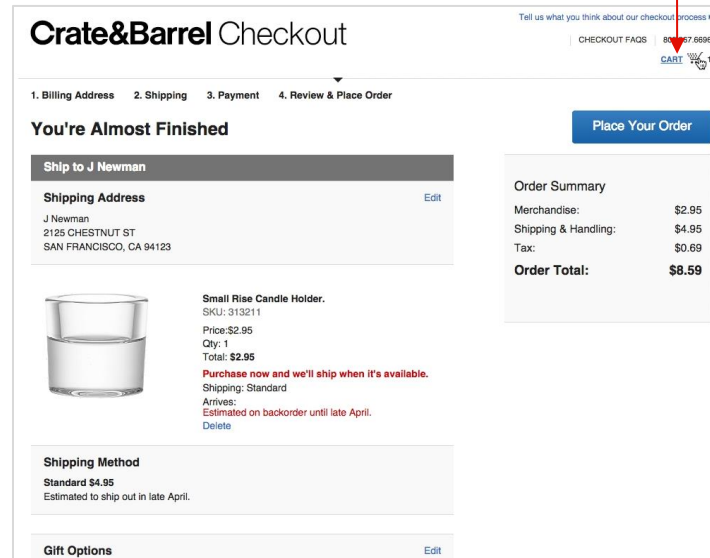


13.9 Design the cart icon with more visual impact.

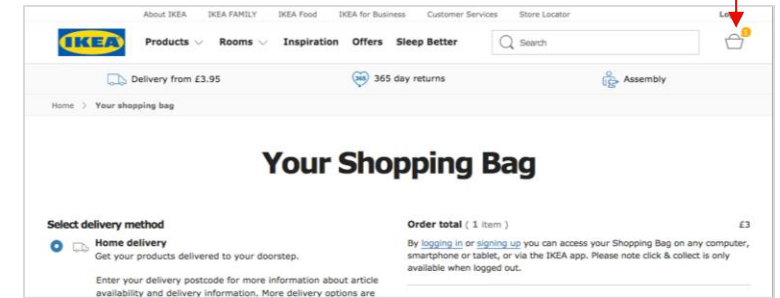
13.10 Include a product quantity number next to Cart icon.

Issue Solved: It is difficult to spot Lenovo's cart at a glance, making it difficult for users to access items that have been saved in the cart or begin the checkout process.

Crate&Barrel features a large cart icon and link, with no distraction of any other icons nearby

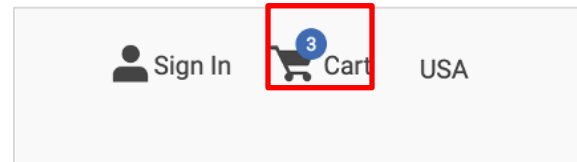


Ikea's cart icon is at the far right of the page that uses a clear icon with sufficient size, color, contrast, and surrounding white space

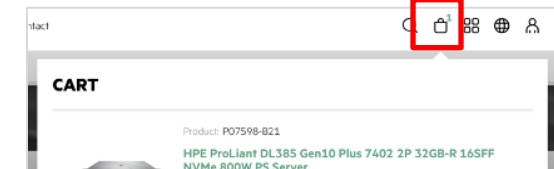


Dell and HPE both include a number next to the cart icon to indicate how many products a user has added

DELL



HPE



Cart

Redesign Discounts and Coupons

Impact

Best

13.11 Reorganize discounts and coupon information.

13.12 Expand the coupon section so the entry field is open by default and add explainer language for automatically-applied eCoupons.

Issue Solved:

Important details are organized poorly. The cart and coupon entry is not quickly accessible or explained when automatically added.

Foot Locker's discounts are clearly labeled next to each product

Items that are excluded from the discount are labeled in the product box as well

Discounts are well organized within the Order Summary

The screenshot shows a shopping cart with two items:

- New Balance Two Wxy**: Crimson/White, Size 08.5 Men's, Width - D - Medium, Qty 1, Price \$140.00. A label indicates it is "Excluded from discount".
- Nike Air Zoom Pegasus 37**: White/Multi Color/Bright Mango, Size 06.0 Women's, Width - B - Medium, Qty 1, Price \$99.99 (discounted from \$125.00).

The **Order Summary** on the right shows:

- SUBTOTAL:** 2 items, \$239.99
- SHIPPING:** \$0.00
- DISCOUNTS:** \$0.00
- ESTIMATED TOTAL:** \$239.99

Below the summary are buttons for "SIGN IN", "GUEST CHECKOUT", "OR", "PayPal Checkout", and "Buy with Pay".

HPE and Dell have open coupon box fields in the cart summary section

The screenshot shows a coupon entry section with a text field "Enter Coupon" and an "Apply Coupon" button. Below it, a breakdown of savings is shown:

- \$5,401.68 Total Savings**
- Subtotal (4 Items): \$8,406.00
- Shipping: Free
- Tax based on 27516 Change: \$630.48
- Estimated Total: \$9,036.48

At the bottom, there is a "Promotion code" field with an "Apply" button, and a "Checkout" button.

NASCAR.com notes the discounted price for an item in the cart, providing the discount amount and an explanation of which promotion was applied

The screenshot shows a shopping cart with one item:

- Chase Authentics Jimmie Johnson Womens Big Number Hat**: Price \$19.99, Total \$15.99. A note indicates a "20% off Women's Gear" discount.

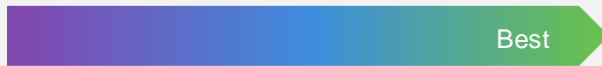
The **Total** is highlighted as \$15.99. Below the item, there is a "20% off Women's Gear" promotion banner. The cart summary at the bottom shows:

- Merchandise Subtotal: \$15.99
- Estimated Shipping and Handling: \$4.99
- Sales Tax: \$0.00

Cart

Reorganize and Redesign the Bottom of the Cart

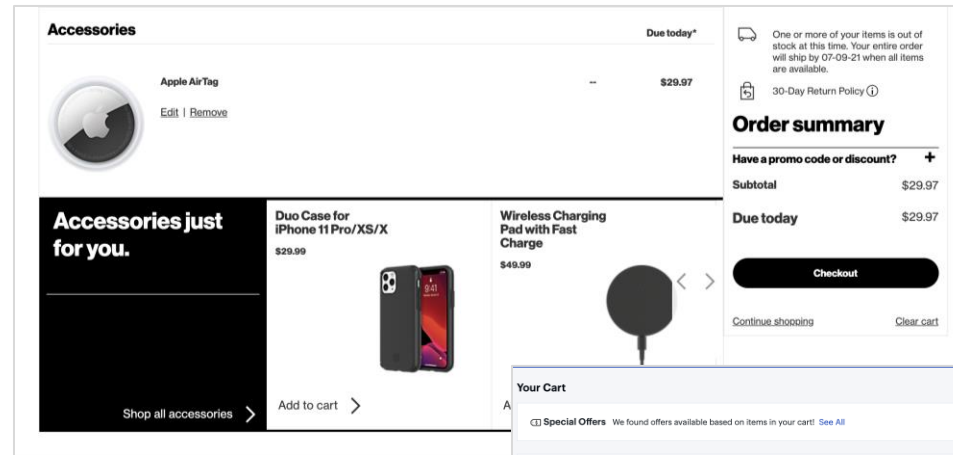
Impact



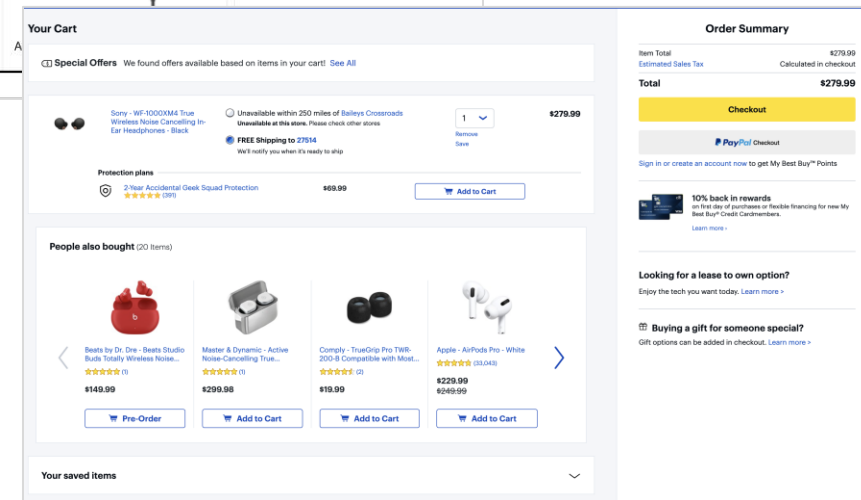
13.13 Optimize the usage of the space on the page and increase the size of information in the cart.

Issue Solved:

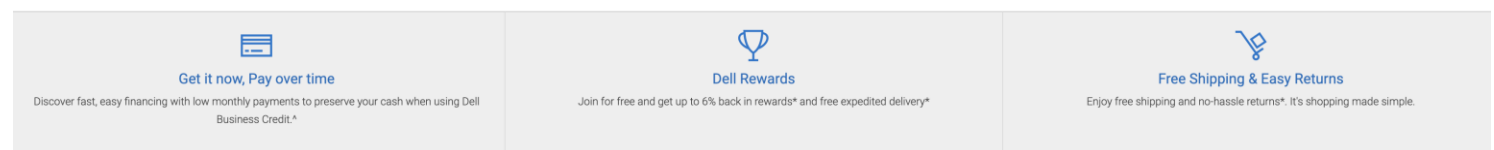
There is too much unused white space on the cart page.



Verizon and Best Buy make good use of white space on the Cart page. Though there is a lot of information and options on the page, information is organized logically and sections are divided to make it easy to scan



Dell includes a section on the bottom of its cart page organizes extra information about financing, rewards, shipping and returns. This section is easy to find but doesn't get in the way of the primary cart content



14. Checkout



Checkout

Ensure Checkout Process Steps are Clear

Impact

Good

14.1 Provide clear rollovers and hover states for process step links.

14.2 Style buttons that progress users forward in steps differently than final purchase button.

14.3 Ensure steps within tabs are clearly numbered and labeled.

Issue Solved:

Users intuitively click or tap on process steps to navigate the checkout, which isn't clear on Lenovo. In addition, users may become confused or lost if they aren't able to match their progress in the checkout flow to the process steps displayed.

In the first step of Lenovo's checkout, "Shipping & Delivery" is labeled #2 (the second step on that page), but "Shipping Information" is missing its "1" step label

Secure Checkout

1 Shipping 2 Payment 3 Review 4 All done!

Shipping to APO? Do this first

Shipping Information

View Order Summary

Subtotal: \$1,061.91
Shipping: FREE
Total: \$1,061.91
You're saving \$860.09

Continue to Payment

Don't miss out!
You could earn \$0 in Rewards.
Server products do not earn rewards. For more information please see our FAQs
Login with Lenovo ID

SHOW CART ID-

2. Shipping & Delivery

ThinkSystem SR250 - 3yr Warranty
Ships in more than 6 weeks

Delivery Method
4-5 Day Standard Delivery (FREE)

Crate&Barrel's primary Place Order button is styled differently

Back to Payment Page Place Your Order

By placing your order, you are agreeing to our [Terms of Use](#) and [Privacy Policy](#). Clicking **Place Your Order** will finalize your transaction.

American Eagle's checkout has multiple steps that are clearly numbered and labeled:

1. Shipping Info Required

Shipping Address

Country
United States

Don't see your country? [Change Site Settings](#)

First Name Last Name

Street Address

Street address, house number

Apt #, Floor, etc. (Optional)

Apartment number, unit, floor, etc.

City State

Zip Code

Shipping Options (Estimated)

Order by 1PM EST to receive by dates below.

<input checked="" type="checkbox"/> STANDARD 3 - 7 Business Days Arrives between July 05 - July 09	\$7.00
<input type="checkbox"/> TWO DAY 2 Business Days Arrives by July 02	\$15.00
<input type="checkbox"/> OVERNIGHT 1 Business Day Arrives by July 01	\$20.00

SHOPRUNNER Free 2-Day Shipping & Free Returns. [Sign Up Free](#) | [Sign In](#)

2. Payment Info Required

HAVE A GIFT CARD?

REI's buttons include helper text to reassure users that clicking a Continue button won't lead to a final purchase

Next, add your contact information

Continue

Next, review your order.
You won't be charged yet.

Continue

Provide a 'Back' Button In Checkout Process

Impact

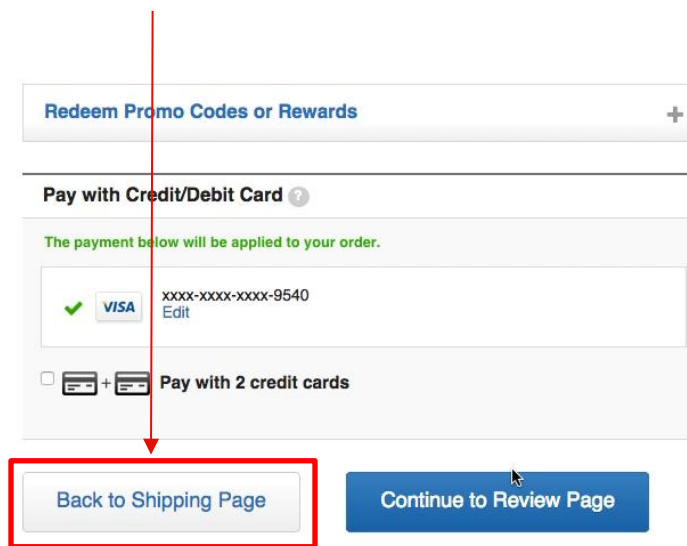


14.5 Allow users to use a “Back” button to navigate backwards through all checkout steps.

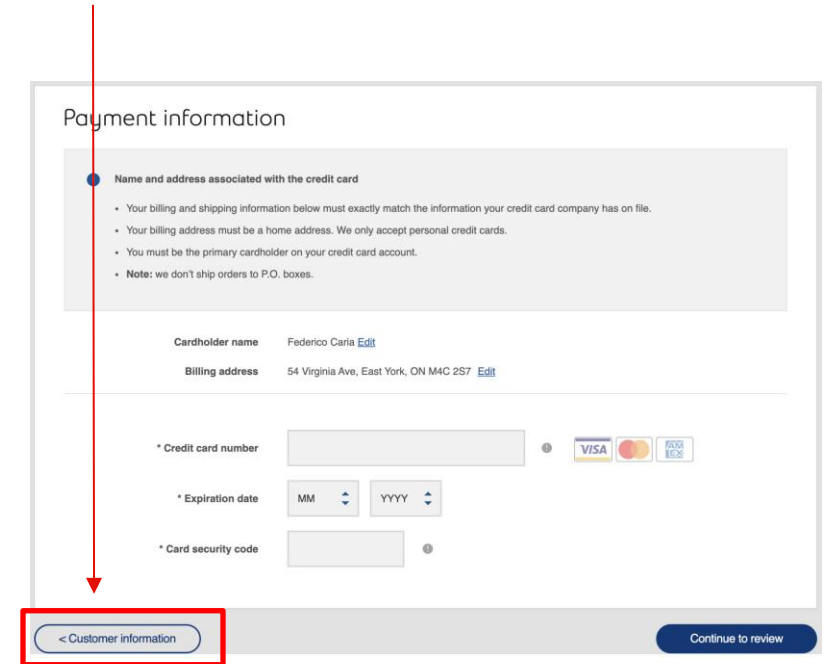
Issue Solved:

Since it's unclear that a user can navigate using the top process steps, they may not realize they can go back to edit until the final step which displays a small 'Edit' link.

The Crate&Barrel and Bell sites both provide secondary-styled buttons that allows the user to go back one step in the checkout process



You will have an opportunity to review your order on the next page.



Checkout

Simplify Address and Credit Card Entry

Impact

Better

14.6 Autodetect city and state immediately after zip code is provided.

14.7 Match the credit card field sequence to the physical card's information sequence.

Issue Solved:

Typing generally fatigues users and they will occasionally make typos, even for well-known inputs. Simplifying form entries leads to higher conversion rates on all platforms and auto-fill and detect improves address accuracy.

Home Depot hides city and state fields, and also provides explanatory text to ensure users understand they must enter their zip code to see the city and state. Eye-tracking tests confirm that users are able to fully cope with the unconventional address sequence of having the zip code field first.

Carrier 3:57 PM secure2.homedepot.com

Address Line 1
Address Line 1

Address Line 2 (Optional)
Apartment, suite, building, etc.

ZIP Code
Enter ZIP Code to see city and state.

Use as Billing Address

Payment

- PayPal
- Credit Card

Enter credit card number

Expiration
Month | Year

CVV (on back)

Verizon autodetects city and state values after users have entered the last digit in their zip or postal code, but it also allows users to override the autodetected values.

verizon

Let's finish up.

Shipping Information

Order Summary

Items	Due today*
USB-C to USB-C 6ft. Braided Charging Cable Black	\$9.99
	\$9.99
Sale 50.03% off	
Taxes	\$1.01
Shipping	Free
Total	\$1.00

The credit card field sequence should match the order of the information on the physical card — in particular, the “Card Number” should be the first field, while “Security Code” or “CVV” should generally be the last field.

Checkout

Add Alert Messaging When Users Jump Ahead in Steps

Impact

Better

14.8 Highlight incorrect fields in red and place the error message in close proximity. With a single error, autoscroll users to the erroneous field; with multiple errors, show them a universal message outlining there are multiple errors at the top of the page.

Issue Solved:

Users must be able to understand that an error occurred and exactly which fields caused it in order to resolve the error. Error and alert messages are not consistently shown across supported browsers (e.g. Firefox).

On REI, when a user's credit card fails to validate, they are autoscrolled to where the error took place, making it easy to spot where on the page a correction is needed

REI membership
No REI membership selected.
[Edit](#)

Total due \$119.63

Payment method

Coupon code

Gift card

Credit card

VISA MASTERCARD AMEX DISCOVER JCB

Card number* Expiration date* Security code* ?

There appears to be a problem processing your credit card. Please re-enter your credit card information to try again.

Continue Don't worry, your card won't be charged yet.

3. REVIEW AND SUBMIT ORDER

Live Help 5 am to 10:30 pm PT More contact options 1-800-426-4840 Call 7 days a week 4 am to 11 pm PT

On LL Bean, a live inline validation error alerts the user to the mistake when they skip a field. Live inline validation prevents a user from getting to the next page and allows them to fix the input while it's still fresh in mind

Billing Address (Step 2 of 4)

Your Billing Address

Same as my shipping address ?

Ms. Jessica Newman
2125 Chestnut Street
San Francisco, CA 94123
United States
4153159567

Your Contact Information

Email Address

Ex.: name@llbean.com

Re-enter Email Address

Yes, I'd like to receive emails about exclusive sales and more. (If you'd prefer not to get our emails, you can change this preference.)

Please re-enter your email address.

Evening Phone Number (optional)

Ex.: 555-123-4567

Home Work Mobile

[Return to Shipping Information](#) [CONTINUE TO PAYMENT OPTIONS](#)

Payment Options (Step 3 of 4)

Checkout

Allow Users to Edit Individual Category Data Directly at the Review Step

Impact

Better

14.9 Allow users to edit information directly at the review step via inline form fields or page overlays (ie Shipping, Billing, Payment).

Issue Solved:

Editing prior-typed information often leads to cumbersome navigation when users are sent backwards in the checkout flow. Previously entered data is not saved when users go back to previous steps to make changes.

On Lenovo, editing in any checkout category during 'Review' step forces the user to the beginning of the checkout process, clearing credit card data along the way

EDIT SHIPPING & PAYMENT

Shipping Details

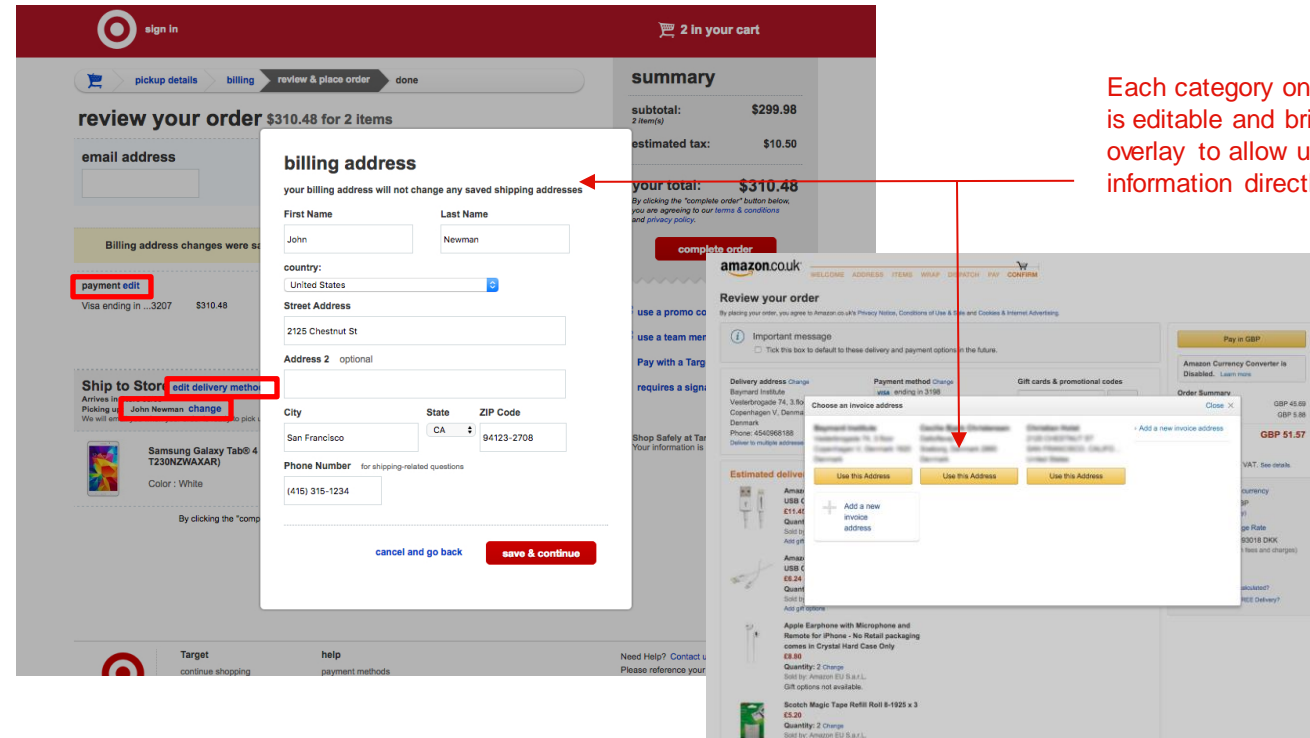
Lauren Rivers
Rivers Agency
601 W Rosemary St Unit 108, Chapel Hill, North Carolina, 27516-2354
9199329985
aglogic@riversagency.com

Billing Details

Lauren Rivers
Rivers Agency
601 W Rosemary St Unit 108, Chapel Hill, North Carolina, 27516-2354
9199329985

Payment Details

Credit card type Visa
Credit card number ending *****5155
Expiration 2/2022
Amount to be charged \$1,141.55



Each category on Target and Amazon is editable and brings up a page overlay to allow users to edit information directly at the review step

Checkout

Use a Single Column for Form Fields

Impact

Best

14.10 Avoid multi-column form designs — use a single primary column for form fields. Having minimal credit card and address fields on the same line can be okay.

Issue Solved: Two column form fields in checkout make it easy for users to accidentally skip steps or input data into the wrong fields.

On Bell, all the forms are displayed in a single column

The screenshot shows the Bell checkout page with a single-column form layout. The form is titled "Billing and shipping" and includes fields for First name, Last name, Street address, Entry code (optional), Email address, Confirm email address, Daytime phone number, and Evening phone number (optional). A red arrow points to the form fields, indicating they are displayed in a single column.

On the Peapod and Apple sites, forms are mostly one column with a couple of related address fields side by side

The screenshot shows the Peapod checkout page with a single-column form layout. The form is titled "Where should we send your order?" and includes fields for First Name, Last Name, Street Address, Apartment or Suite (optional), City, State, Zip Code, Country/Region, and Email Address. A red arrow points to the form fields, indicating they are displayed in a single column. The form also includes a "Continue" button and a "Show Order Summary: \$1,534.88" link.

Checkout

Add an Initial Step with Two Buttons: Checkout as Guest and Login.

Impact

Best

14.11 Add an initial step with two buttons: Checkout as Guest and Login. Separate New Customers and Returning Customers at the start and encourage users to create an account later in the process.

Issue Solved: No quick prompt for existing customers to login for checkout process. Reminding customers to login early reduces friction by autofilling appropriate customer data.

On Lenovo, the only spot promoting Lenovo Pro is small and within the order summary box

Secure Checkout

Shipping Information

View Order Summary

Subtotal: \$1,061.91
Shipping: FREE
Total: \$1,061.91
You're saving \$660.09

Continue to Payment

Don't miss out!
You could earn \$0 in Rewards.
Server products do not earn rewards. For more information please see our FAQs.
Login with Lenovo ID

Dell and HPE prompt users to either sign in or check out as a guest, though guest checkout is secondary

Checkout

Sign In

Guest Checkout

Continue as Guest

Crate&Barrel does this best by segmenting between New and Returning customers. New users Continue as Guest and then have the opportunity to create an account later. Returning customers are prompted to log in to save time in the checkout process

Crate&Barrel Checkout

New Customers

Continue as Guest

Returning Customers

Sign In

SIGN IN

CREATE AN ACCOUNT

Guest checkout

Checkout

Include Additional Financing Options

Impact

Best

14.12 Display financing options on the payment page.

Issue Solved:

As new payment methods gain traction, users' expectations about what they can use during checkout will evolve (Apple Pay, Google Pay, Visa Checkout, MasterPass, etc). A subset of users will expect more than one option, specifically a financing option, when the price of the product is high.

Dell provides information at the top of their payment page promoting low monthly payments, other benefits and how to apply

Dell Business Credit Make your upgrade to the leading edge technology affordable with low monthly payments when using Dell Business Credit. ^
▲ Hide

Quick, simple financing with Dell Business Credit gets you:

- Affordable monthly payments
- Access to exclusive sales and special financing offers
- May build your business credit profile

New/Existing Customers: Select Dell Business Credit as your payment method from the options below.

Select method of payment

Dell Business Credit

Apply for Dell Business Credit*

- Dedicated technology line of credit designed specifically for your business' needs
- Improve your cash flow with low monthly payments
- Instant ownership of state of the art technology
- No annual fees

[Apply now](#)

Already a Dell Business Credit customer?

Don't wait. Your Dell Business Credit purchasing power is ready to help you acquire the technology you need to ignite your business. ^

[Pay using Dell Business Credit](#)

3 Payment Method

Credit/Debit Additional Payment Methods

Purchase Request

Payment Option*

Leasing Option



HPEFS lease as low as \$54.29/mo

Purchase Order Number

Your purchase request will be sent to HPE Financial Services and TigerDirect order management teams. Before processing the order, they will contact you to confirm credit approval and review financial terms including actual monthly payment.

Next

HPE includes an "Additional Payment Methods" tab with leasing options

Checkout

Include Collapsed 'Add Coupon' in Order Summary Box

Impact

Best

14.13 Give users multiple chances to add a possible coupon code during checkout instead of having to exit checkout to apply in the cart. Collapse coupon and promotional fields behind links, and place those links secondary to the step's primary purpose.

Issue Solved:

The only place to add or edit a coupon code is before the user begins the checkout process.

Adidas offers users the ability to input a promo code at both the cart and the payment step, but collapses the field to decrease the emphasis.

Carrier 11:24 AM adidas.com

Apple Pay

Use a gift card

PROMO CODE

ORDER SUMMARY

1 product

Product total	\$122.00
Delivery	FREE
Sales Tax	\$10.38
Total	\$132.38

Amazon offers a place to input promotional codes, but it's also collapsed on the payment step

amazon.com SIGN IN SHIPPING & PAYMENT GIFT OPTIONS PLACE ORDER

Select a payment method

Get \$50 off rencar23@gmail.com, your cost could be \$0.00 instead of \$15.98! Get a \$50 Amazon.com Gift Card instantly upon approval for the Amazon Rewards Visa Card

Enter how you'd like to pay below, and we'll save it as an option.

You can review this order before it's final.

Add a Payment Method

Credit or Debit Cards
Amazon accepts all major credit and debit cards:

Enter your card information:

Name on card	Card number	Expiration date	<input type="button" value="Add your card"/>
<input type="text"/>	<input type="text"/>	01 2019	

Gift Cards & Promotional Codes

Appendix

Lenovo

Sources

1. Baymard Institute: <https://baymard.com/>
2. Nielsen Norman Group: <https://www.nngroup.com/>
3. Statista: <https://www.statista.com/>
4. Interaction Design Foundation: <https://www.interaction-design.org/>
5. ***Designing the User Interface: Strategies for Effective Human-Computer Interaction***,
Authors: Ben Shneiderman and Catherine Plaisant
6. **Lenovo UX Team Configurator Audit**, May 2021
7. **McKinsey Servers CX Research**, June 2021
8. **Blue Triangle User Path Audit**, June 2021
9. **Adobe Analytics**, February 2021-May 2021

Smarter technology for all

DCG Server Configurator

Leah Kaufman | May 2021

Lenovo

Server Configurator Study: Goals & Method

Goals

- Get a basic understanding of the successes vs. pain points when using the Configurator
- Use this to discuss
 - Ideas for improving the Configurator
 - Plan additional research

Method

- Usability test with IT admins (n=8) & Interviews with Lenovo server customers (n=3)
 - Show us how they use configurator
 - Comment on what works vs. doesn't
 - List improvements they want to see
- Use results from the two studies to get an initial sense of what could be improved

The screenshot displays the ThinkSystem SR250 G4930 8GB server configurator interface. At the top, the product name is shown. Below it is a navigation bar with icons for Base, Processors, Memory, Storage, OS & Software, PCI, Power, Others, Security, Value Added Options, and Services. The main content area is divided into two sections: 'Base' and 'UEFI Operating Modes'. The 'Base' section shows a table with columns for Qty, Description, and Price. The selected item is 'ThinkSystem SR250/SR150 3.5"x4 Chassis' with a price of \$414.38. The 'UEFI Operating Modes' section shows a table with columns for Qty, Description, and Price. The selected item is 'Operating mode selection for: "Efficiency - Favoring Performance Mode"' with a price of \$0.00. On the right side, there is a 'Summary' section showing the Web price (\$4,902.00), After Instant Savings (\$1,236.30), and Coupon Price (\$1,050.86). Below the summary is an 'Add To Cart' button and a 'Configuration Tree' section listing various components and their quantities.

Qty	Description	Price
1	ThinkSystem SR250/SR150 3.5"x4 Chassis	\$414.38
0	ThinkSystem SR250 2.5" Chassis	\$428.19
1	ThinkSystem SR250/SR150 3.5"x4 Chassis	SELECTED

Qty	Description	Price
0	Operating mode selection for: "Efficiency - Favoring Performance Mode"	\$0.00
0	Operating mode selection for: "Efficiency Favoring Power Savings Mode"	\$0.00
0	Operating mode selection for: "Maximum Performance Mode"	\$0.00
0	Operating mode selection for: "Minimal Power Mode"	\$0.00

Summary

Web price: \$4,902.00
After Instant Savings: \$1,236.30
Coupon Price: \$1,050.86

Add To Cart

Configuration Tree

Category	Quantity
Base	
ThinkSystem SR250/SR150 3.5"x4 Chassis	1
Processors	
Intel Celeron G4930 2C 54W 3.2GHz Processor	1
Memory	
ThinkSystem 8GB TruDDR4 2666MHz (1Rx8, 1.2V) UDIMM	1
Storage	
ThinkSystem SR250 3.5" SATA/SAS 4-Bay BP Cable Kit	1
Selected Storage devices - no configured RAID required	1
On Board SATA AHCI Mode	1
PCI	
ThinkSystem SR250/SR150 x8 PCIe Riser	1
Power	
ThinkSystem SR250/SR150 Fixed 300W PSU 2.0m, 10A/100-250V, C13 to IEC 320-C14 Rack Power Cable	1
Others	
ThinkSystem SR250 Refresh Motherboard	1
ThinkSystem SR250/SR150 Front VGA Connector Kit	1
ThinkSystem Toolless Friction Rail v2	1
Security	
Feature Enable TPM 1.2	1

Server Configurator Study: Main areas to improve

Filters separate the filter and nav functions; stay visible as user scrolls down

Summary make it easy to save, compare, and share this info

Processors better differentiation of the processors, more details

Memory more filter options; provide a visual to show layout of bays/slots

Storage review order of Storage choices so that dependencies make sense; change UI to show only compatible choices & get fewer error messages; provide visuals to show layout and support planning for future expansion

Knowledgeable users

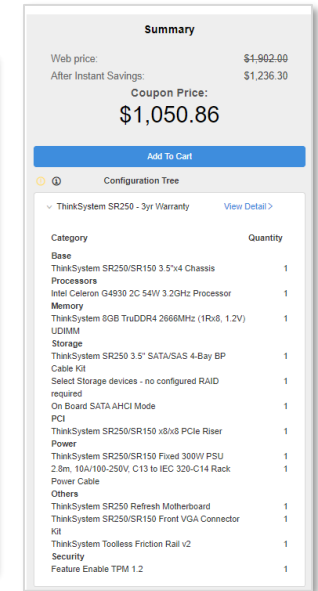
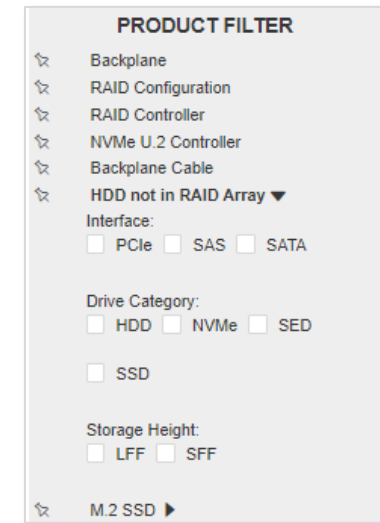
- The control and flexibility & ability to try different set-ups and see how the pricing changes, is great for those who know what they're doing
- **Could benefit from** more granular info so they don't have to leave the site to go learn the details

Less Tech-savvy users

- Users with less knowledge struggle to understand the choices and the dependencies that generate the error messages; may simply make best guess or settle for default selections
- **Could benefit from** guided set-up wizard and/or smaller set of choices; more education built into the content; easy access to rep when they have questions

Both groups could benefit from

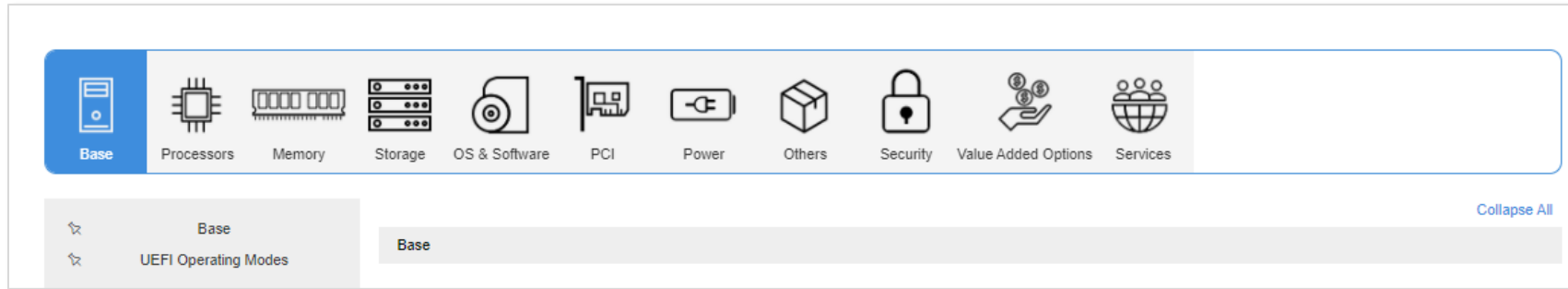
- Visuals that show layout & help them understand what goes where and how many will fit



Comment on Processors “Someone who does this will have a good understanding of the processor they want but this can be hard to decipher if you don't know what all these processors are. Maybe having more descriptors on the processors or having a way at a glance to differentiate them, that would be beneficial.”

Comment on Memory “Most useful is knowing the layout, can you do 4 sticks, 8 sticks, number of sticks in each bay. [Would a visual help?] Visual of the board would be a real quick easy reference - drawing that shows how many slots...”

Server Configurator Study: Main nav bar



Successes

- Clearly shows choices

Issues

- Some users expect a 'Next' button that takes them to the next section
- Not anchored; as you scroll down you lose the label that identifies which section you're in

Recommendations/What to Consider

- Consider whether a 'Next' button might be effective or another UI change that clearly shows users how to move through the sections
- Have icons change to show which ones the user has used
- Is this the right order for these eleven items
- Do customers need to make selections in all sections? If not, indicate which ones are required

Server Configurator Study: Filters

Successes

- Clearly shows choices

Issues

- Easy to ignore and never discover
- Pane is a mix of navigation and filtering, not always clear when it's doing just one vs. both
- Pushpin icon doesn't communicate that this is a nav
- OS & Software Nav lists need to be radio buttons
- Selecting a nav item takes you to it on the page but the nav pane stays anchored at the top

Recommendations/What to Consider

- Make it stand out more, more findable
- Better visual cue for nav vs. filter functions
- Label at top says 'Filter' but not all of these are filters; consider different labels or separate sections
- Let left-hand pane move with scrolling so that the choices and ability to select are always present

The image displays three screenshots of a server configurator interface, illustrating various filter and navigation elements.

Top Left Screenshot: PRODUCT FILTER

This pane shows a 'Processor' filter with options for core count (2C, 4C, 6C, 8C), manufacturer (Intel), and family (E-2100, E-2200, G4000, G5000, i3-8000, i3-9000).

Top Middle Screenshot: PRODUCT FILTER

This pane shows a 'PRODUCT FILTER' with expandable sections for Backplane, RAID Configuration, RAID Controller, NVMe U.2 Controller, Backplane Cable, HDD not in RAID Array (with Interface options: PCIe, SAS, SATA), Drive Category (HDD, NVMe, SED, SSD), Storage Height (LFF, SFF), and M.2 SSD.

Top Right Screenshot: OS & Software Navigation

This pane shows a navigation menu with icons for Base, Processors, Memory, Storage, OS & Software, and PCI. The 'OS & Software' section is active, showing a list of VMware products with radio buttons for selection.

Bottom Screenshot: OS & Software Navigation and Product List

This screenshot shows a navigation menu with icons for Base, Processors, Memory, Storage, OS & Software, PCI, Power, Others, Security, and Value Added. The 'Others' section is active, showing a list of products with a table of quantities and descriptions.

Qty	Description
1	ThinkSystem SR250 Refresh Motherboard
1	ThinkSystem SR250 Refresh Motherboard

Server Configurator Study: Summary

Successes

- Clearly shows list of specs

Issues

- No price for each item
- No way to save, share, or send this

Recommendations/What to Consider

- Consider adding prices
- Find a way to let customers hang on to this content
 - Consider letting them name and save this
 - Build in a function that lets them compare saved summaries
 - Superpower: Let them and their team members annotate the saved summary (highlight, add comments) so they can literally compare notes during their decision process

The screenshot displays a server configurator interface. At the top, a 'Summary' section shows the following pricing information:

- Web price: \$1,902.00
- After Instant Savings: \$1,236.30
- Coupon Price: **\$1,050.86**

Below the summary is a blue 'Add To Cart' button. Underneath is a 'Configuration Tree' section with a dropdown arrow and a 'View Detail >' link. The tree lists various components and their quantities:

Category	Quantity
Base	
ThinkSystem SR250/SR150 3.5"x4 Chassis	1
Processors	
Intel Celeron G4930 2C 54W 3.2GHz Processor	1
Memory	
ThinkSystem 8GB TruDDR4 2666MHz (1Rx8, 1.2V) UDIMM	1
Storage	
ThinkSystem SR250 3.5" SATA/SAS 4-Bay BP Cable Kit	1
Select Storage devices - no configured RAID required	1
On Board SATA AHCI Mode	1
PCI	
ThinkSystem SR250/SR150 x8/x8 PCIe Riser	1
Power	
ThinkSystem SR250/SR150 Fixed 300W PSU	1
2.8m, 10A/100-250V, C13 to IEC 320-C14 Rack Power Cable	1
Others	
ThinkSystem SR250 Refresh Motherboard	1
ThinkSystem SR250/SR150 Front VGA Connector Kit	1
ThinkSystem Toolless Friction Rail v2	1
Security	
Feature Enable TPM 1.2	1

Server Configurator Study: Processor

Successes

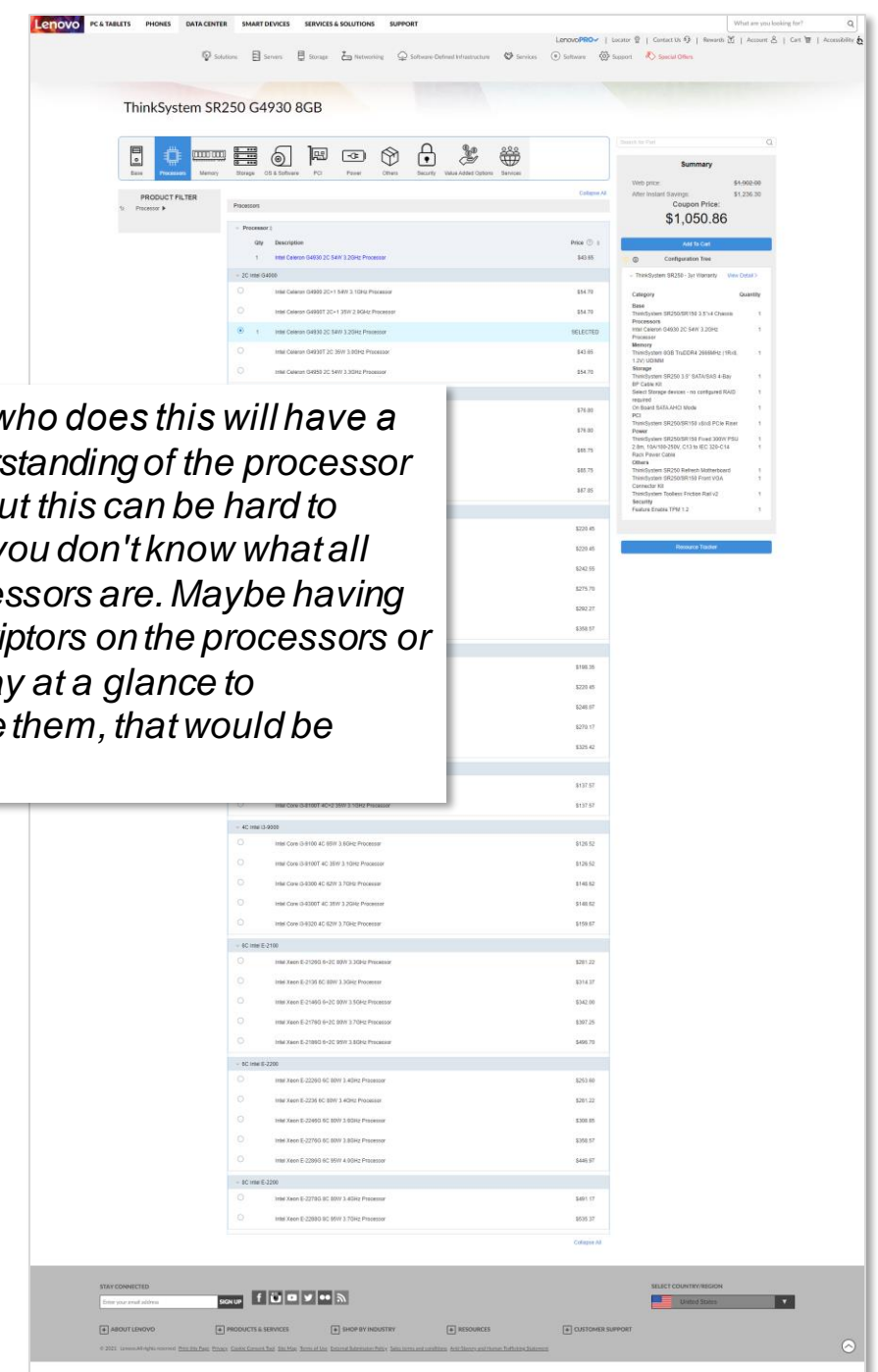
- Clearly shows list of choices

Issues

- Not enough detail, need to leave site to get more info
- Hard to tell them apart
- Filter has 'Processor Family' but this info isn't actually in the model name for each processor
- No way to compare the processors, have to leave site to get more info

Recommendations/What to Consider

- Are there other ways to differentiate the processors? What details are most important and can we use color, highlights or other visual cues to distinguish them
 - Let the user select the core count they want and then highlight those processors with a color
- Add a way to compare the processors, help users understand how they differ



Server Configurator Study: Memory

Successes

- Lots of choices

Issues

- Need more filter options, e.g. Total RAM
- User needs to plan for future, decide if they need room to grow; will leave site to get info about RAM and slots, would rather have the info here
- Is RAM error-correcting
- Visual of the board would be excellent

Recommendations/What to Consider

- More filters
- More details
- Provide wireframe drawings that show bays, slots, number of sticks that can go in each bay, and other details

THINKSYSTEM SR635 7302P 8GB

Base Processors **Memory** Storage OS & Software PCI Optical Drive Power Others Security Services

PRODUCT FILTER

Memory ▼

Memory Type:

3DS RDIMM RDIMM

Launch Memory Wizard

Memory

Information

Lenovo now offers a memory configurator to assist you in selecting DIMMs optimized for your needs. Try it now by clicking the "Launch Memory Wizard" or by selecting the "Memory Configuration" link in the Tools menu.

Qty	Description	Price (each)
1	ThinkSystem 8GB TruDDR4 2933MHz (1Rx8 1.2V) RDIMM-A	\$81.44
1	ThinkSystem 8GB TruDDR4 2933MHz (1Rx8 1.2V) RDIMM-A	\$81.44 \$179.00
0	ThinkSystem 16GB TruDDR4 2933MHz (1Rx4 1.2V) RDIMM-A	\$131.50 \$289.00
0	ThinkSystem 16GB TruDDR4 2933MHz (2Rx8 1.2V) RDIMM-A	\$131.50 \$289.00
0	ThinkSystem 16GB TruDDR4 2933MHz (1Rx8 1.2V) RDIMM-A	\$136.04 \$299.00
0	ThinkSystem 16GB TruDDR4 2933MHz (1Rx4 1.2V) RDIMM-A	\$240.70 \$529.00
0	ThinkSystem 16GB TruDDR4 2933MHz (2Rx8 1.2V) RDIMM-A	\$268.00 \$589.00
0	ThinkSystem 16GB TruDDR4 2933MHz (1Rx4 1.2V) RDIMM-A	\$245.25 \$529.00
0	ThinkSystem 16GB TruDDR4 2933MHz (2Rx4 1.2V) RDIMM-A	\$481.85 \$1,059.00
0	ThinkSystem 64GB TruDDR4 3200MHz (2Rx4 1.2V) RDIMM-A	\$495.50 \$1,089.00
0	ThinkSystem 64GB TruDDR4 3200MHz (2Rx4 1.2V) RDIMM-A	\$1,546.55 \$3,399.00

Collapse All

[Filters] "...difference in how many slots you use up would be really helpful - how many the system has altogether and then let me sort the RAM by how much I want altogether and make even more granular, how you want it distributed."

"Most useful is knowing the layout, can you do 4 sticks, 8 sticks, number of sticks in each bay. [Would a visual help?] Visual of the board would be a real quick easy reference - drawing that shows how many slots..."

Server Configurator Study: Storage

Successes

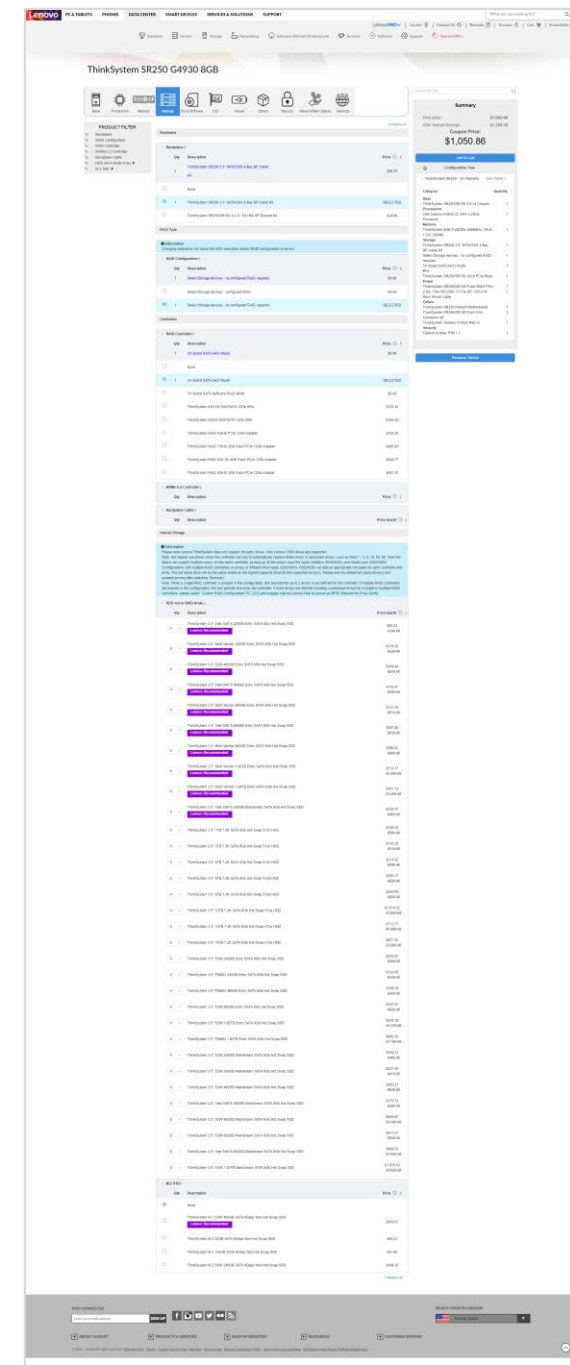
- Lots of choices

Issues

- Given the dependencies, order of choices on the page may not be correct
- Error messages about Storage/Memory/Processor conflicts aren't always helpful;
 - Messages sometimes suggest options that aren't available
 - Not enough detail about **why** the error is occurring
- There are use cases that simply don't fit with the choices, e.g. 2 HDs mirrored

Recommendations/What to Consider

- Review order – pick Raid level first and all other choices should reflect this dependency
- Find use cases where Storage just doesn't work; consider how to re-work Storage to make these use cases doable
- Understanding dependencies is hard; need to work on:
 - Back-end has to have correct data/info, e.g. don't show choices in the error message that aren't available
 - Clear explanations of why error occurred
 - Rebuild system so that based on previous selections, only compatible choices are visible and choose-able



Server Configurator Study: Order of Storage Choices

“...this is kind of backwards, here I pick Backplanes, here I pick Raid configuration, then Raid controller, and down here is Raid Level. When purchasing you have Raid level in mind and you pick that first and based on that, it should affect the rest of my choices. Kind of all over the place as to which drives are gonna go where; no info on Raid controllers, there's Raid Config and Raid Controller, and here you have Raid Level and Secondary Raid Level, there's no real way of knowing which Backplane or drive ports or any of that would be used for Raid setup or how many bays there are.”

That again comes into play with upgradability down the road. e.g. Raid 6 requires more drives and I'd want to know how many drives I have, where in the chassis they're located, what controller comes with the unit, where the optional Raid Controllers will take up space or what port they're going to use. We want to know how it will be specced when we get it, want to know growth options when we move forward with it... We got 10 bays and would it be cheaper with 10 smaller drives vs. 5 bays with larger drives; some people would rather leave bays empty and spend less money up front. Don't want to spec a server to the point where it's maxed out and then have to replace it with new equipment later on.

Visuals would help on this. A lot of times I deployed a new server, and we didn't have visuals until we got it, leads to more cumbersome steps or you order more parts or there's parts you didn't know you needed.”



Server Configurator Study: But do they like it?

Knowledgeable users

- The control and flexibility that it provides, the ability to try different set-ups and see how the pricing changes, is great for those who know what they're doing
- **Could benefit from**
 - More granular info so they don't have to leave the site to go learn the details

Less Tech-savvy users

- Users with less knowledge struggle to understand the choices and the dependencies that generate the error messages
- May simply make best guess for each section without really understanding what they're selecting or choose to settle for the default selection because they are overwhelmed by choice
- **Could benefit from**
 - Smaller set of choices; more education built into the content; easy access to rep when they have questions

Both groups could benefit from

- Visuals that show layout, slots, and help them understand what goes where and how many will fit

"[this configurator] allows me to drill down based on research I've already done, get pricing, compare and contrast on different set-ups. Time is essential. Right now, when we get a quote, the team discusses it and we talk then have to go back to the sales rep with the changes. The ease of being able to come in here and pick and choose on the fly and see how this affects pricing, this helps a lot. I have notes on the quote to drill down with the sales rep on all that info, how many slots, what's where. Some info is on the product page but having it here while you're configuring would be really valuable.

PRELIMINARY

SERVERS MARKET RESEARCH

Discussion document

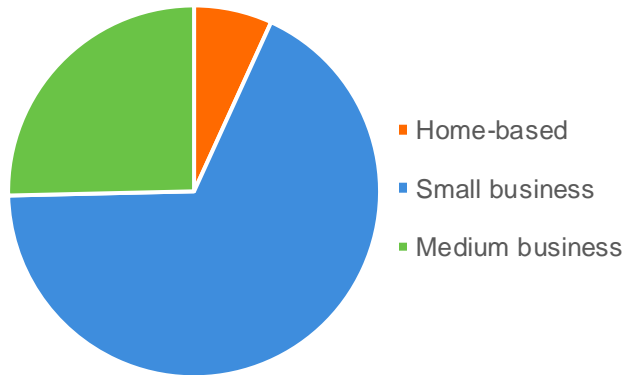
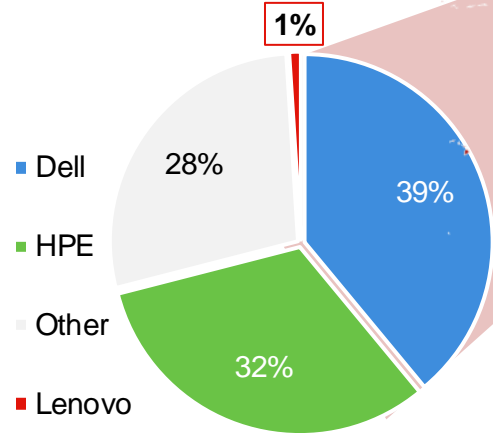
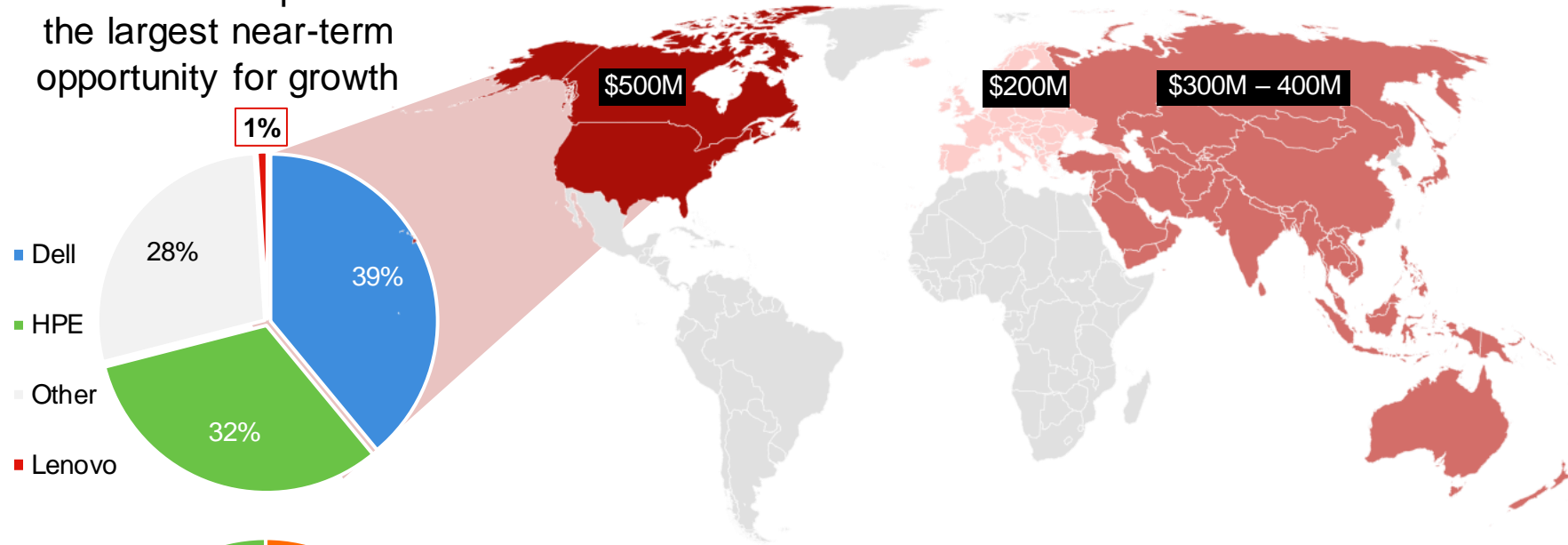
June 2021



Global SMB Servers market through eComm totals 1.1\$B

Worldwide SMB eComm Server Sales

North America presents the largest near-term opportunity for growth



Main market trends



Shift to Online

Consumers shift purchases to online as eComm server market expected to **grow 2-5%** vs. 0.5% non-eComm over next 3 years

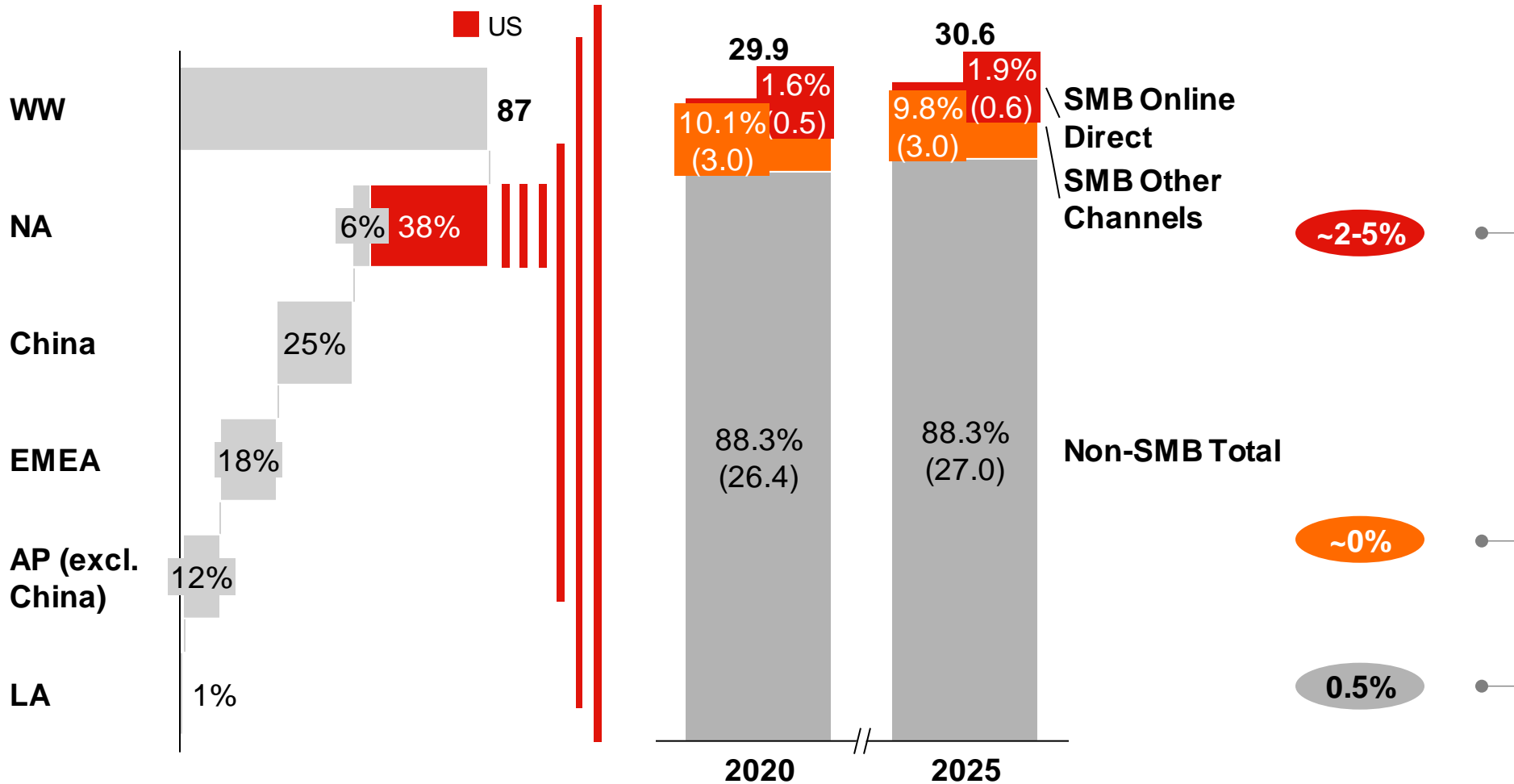


Higher CX Expectations

Consumers now demand that eCommerce sites **have a higher CX standard** from browsing to checking out

US market expected to be flat over the next 5 years with moderate channel shift towards eComm

2020 WW Servers revenues¹, \$B 2020-2025E US Servers revenues², \$B 2020-25E CAGR, %



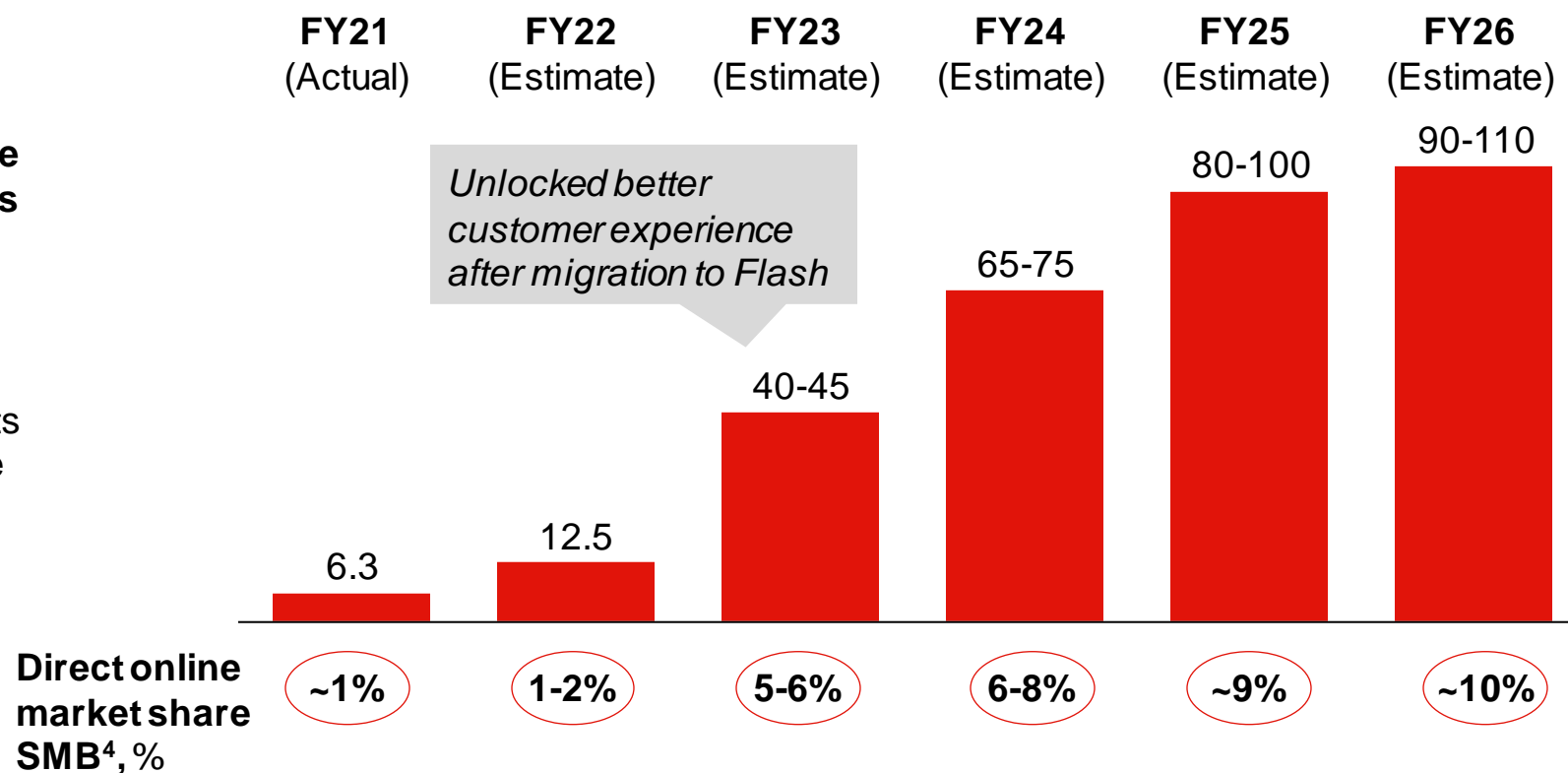
- **eComm US Servers revenues for SMB** expected to **grow** roughly at **2% CAGR** 2020-25 if current trend continues, this **growth rate could go up 5%** if **substantial improvement** are introduced by any of the major player in terms of business model and customer experience
- **Other Channels for SMB** expected to be **stable**, with **growth limited** by shift to Online Direct
- **Low CAGR** of overall Servers market impacted by **shift to Cloud**

Lenovo.com could reach ~10% WW market share in SMB Servers online by 2026, generating ~\$100m revenues

Assumptions and implications

- Assuming:
 - the **server market for SMB online grows** at a 2-5% CAGR, driven by **innovative and improved online offers** that help accelerate the offline to online shift
 - Lenovo reaches its **“fair” market share¹** of 5-10% in the online market (up from its current ~1% in Direct Online SMB market share³), **gaining share from non-Dell/HP** by improving / **innovating its online proposition**
- Lenovo.com’s revenue for Servers online could reach **~\$100mn by FY2026**




Lenovo.com SMB Server Online revenues², \$ mn



- 6% Lenovo market share calculated for total market (direct and indirect) excluding China in 2020 (IDC data)
- Including Tele- and Chat-supported, including servers-related Services
- 1% Lenovo market share calculated for SMB Direct Online Market excluding China (Analysys Mason data)
- For Servers only, not including servers-related Services

Lenovo.com lags in several 4P dimensions

● Poor ● Okay ● Good

Company			
Tower Server Portfolio	●	●	●
Rack Server Portfolio	●	●	●
Storage Portfolio			
Edge Portfolio	●	●	●
Service & Support Offerings			
Genuine Options & Accessories			
3 rd Party Options & Accessories			
Software Offerings	●	●	●
Competitive Pricing	●	●	●
Free Shipping			
Full stack capable telesales team			
Global Coverage			
Stock holding of pre-configured models			
Indirect fulfillment options	●	●	●

Smarter
technology
for all

Lenovo

thanks.