

**Smarter technology for all**

# IA Audit: Servers & Storage Solution Pages

*Database, DevOps, Intel Select Solutions, OEM, Business Applications, Telco Infrastructure Solutions*

**Rivers Agency**

**Lenovo**

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# Project Background

## About the Project

The sequel to our IA Content Audit delivered in January 2022, this report includes an analysis of the Information Architecture, Content Quality, and additional learnings. The pages were selected by the ISG team and evaluated through the lens of the three core personas defined in our ISG UX Audit: The Novice Buyer, The Informed Buyer and The Power Buyer. Measurements, key issues and recommendations are focused on interactions these personas may have with ISG's digital products and services, as well as the quality of the digital encounter with those products and services. In short, the findings and recommendations noted work to uncover everything from what prevents visitors from completing goals on ISG pages to inconsistencies and omissions on the site that can leave Lenovo consumers with a disjointed and confusing impression of the brand.

## About Rivers Agency

Rivers Agency is one of the most innovative and award-winning design firms in the region. Over the last 25+ years, we've designed hundreds of product, brand and digital experiences for companies like Red Hat, Wolfsped and Zelle, in large part due to strategically putting users at the core of everything we create. On an advisory level, we help companies like Lenovo seeking growth, influence and better experiences for their customers by professionally assessing their owned platforms and working alongside their internal teams to define strategies for innovation and roadmaps for next-generation digital experiences.

**“Understanding your digital touchpoints and how they affect consumer perception and brand loyalty is critical – in a recent study, we found over 65% of customers said that their experience on the website or app would be at least a very important factor in their willingness to recommend a brand.”**

**29% of consumers want to see major improvements to the online resources businesses provide and 27% want to see a major improvement to the buying process.**

- Qualtrics Study, 2021

# Audit Activities



Inventory of 6 Servers & Storage Solution Pages



Information Architecture Heuristic Assessment *(using Abby Covert's methodology)*



Content Quality Assessment



SEO Keyword Assessment



Improvement Ideation

# ISG: Servers & Storage Solution Pages

# Solution Pages: Key Metrics

## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

<p><b>Findable:</b> Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?</p>	<p>[2] Major Problems</p>	<p><b>Credible:</b> Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?</p>	<p>[1] Minor Problems</p>
<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
<p><b>Communicative:</b> Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?</p>	<p>[2] Major Problems</p>	<p><b>Learnable:</b> Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?</p>	<p>[2] Major Problems</p>
<p><b>Useful:</b> Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</p>	<p>[2] Major Problems</p>	<p><b>Delightfulness:</b> What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?</p>	<p>[3] Broken Experience</p>
<p><b>Average Heuristic Score</b></p>			<p>[2.1]</p>

# Solution Pages: What Are Best-in-Class Characteristics?

## Structure, Content & Design

- Pages are easily discoverable because the site navigation is clear and avoids too many nested links.
- Primary and secondary CTAs are clearly designed and positioned well on the page, guiding the user down the funnel.
- Pages are clean, professional, and balance text with branded images and graphics that help the user quickly scan the page.
- Pages often resemble microsites with custom messaging, navigation and layout designs that dynamically address the needs of the segment.
- Core offerings, key differentiators, and target personas are clearly addressed at the top of the page.
- Individual products are not only featured, but highlighted, on the page. Each clearly articulates what the product does, who the product is for, how it can be used, and what makes it different.
- Language is free of jargon, written in an active voice, includes specific examples (instead of generalized statements), and clearly communicates where any button or link will take the user.
- Separate, in-depth learning pages are linked-out from the parent solution page in order to provide beginners and novices more education around a particular topic.
- Use cases are highlighted to help users identify their needs with the brand and product.

## Typical Content Themes

- Positioning Statement
- Use Cases (define what they are and how the brand helps customers accomplish their goals)
- Products (presented with a use case or task)
- Resources (research, guides, blogs, videos, training, toolkits etc.)
- Results & Social Proof (case studies, testimonials, stats, client logos)
- Support (options for all channels)
- Frequently Asked Questions
- Next Steps

# Solution Pages: Best-in-Class Examples



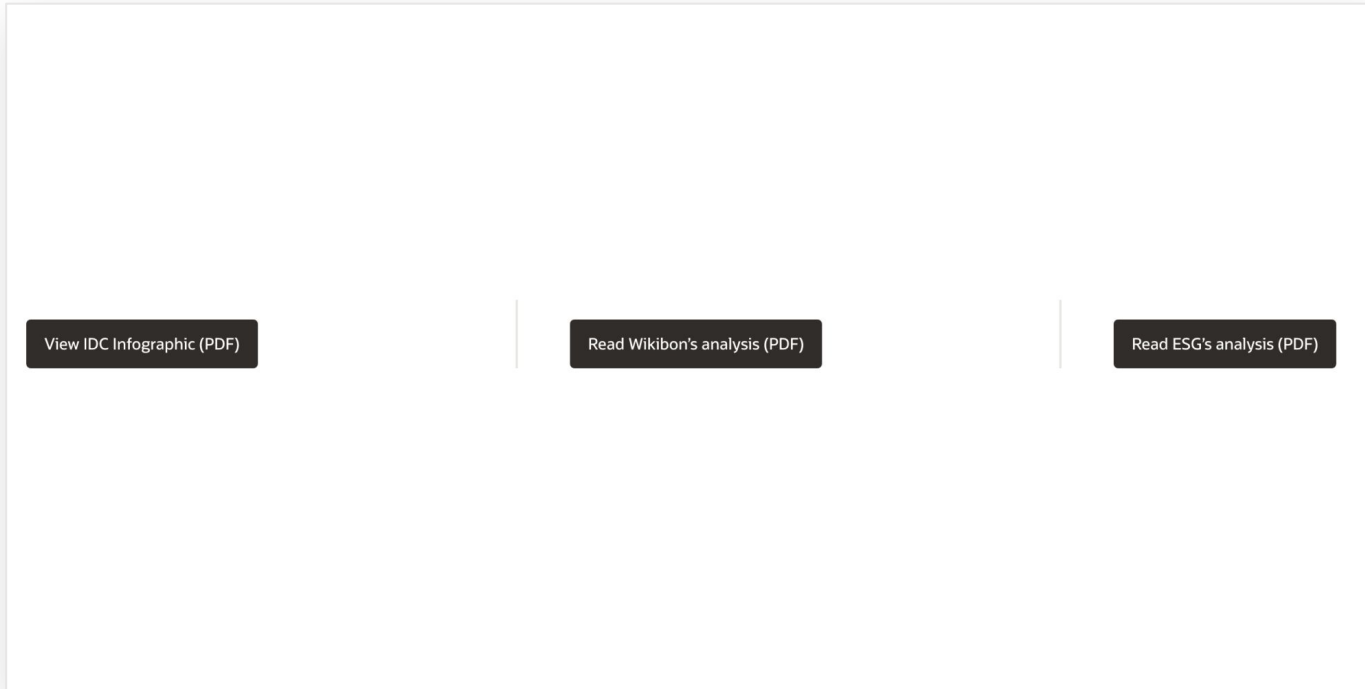
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## Overview

Clearly articulates their core offerings, differentiators, and target persona.



# Solution Pages: Best-in-Class Examples



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## Primary CTAs

- Are spread across the page
- Guide the user down the funnel
- Meet standard design patterns for primary CTAs
- Use language that clearly states what the action will do

# Solution Pages: Best-in-Class Examples

## The Oracle storage difference

### High performance with optimized designs

Oracle Storage products accelerate diverse customer workloads with low latencies and high throughput. Companies automate Oracle Database protection so DBAs can back up business-critical databases **up to 50X faster** than with traditional backup appliances and quickly recover them to any point in time.

[Read the private cloud storage business brief \(PDF\)](#)

### Unique capabilities for Oracle Database

Oracle Storage products are developed with Oracle Database to decrease the amount of storage customers need, reduce administrative workloads, and lower costs. Working together, Oracle Database shares information with Oracle Storage products to automatically optimize the performance and efficiency of customer databases while simplifying DBA workloads. Only Oracle Storage products support Oracle Database Hybrid Columnar Compression, which **reduces storage requirements by 12X (PDF)** for typical data warehouses and database archives.

[Read the Oracle Intelligent Storage Protocol overview \(PDF\)](#)

### Recovery-focused data protection

Oracle Storage products accelerate the backup and recovery of data stored on virtually any system in company data centers. Customers automate enterprise-wide data protection with up to 60 TB/hour of general-purpose data protection throughput and enable storage administrators to easily create copies of data in Oracle Cloud Infrastructure. Oracle's Zero Data Loss Recovery Appliance allows DBAs to protect crucial Oracle Database instances with less than a second of potential data loss and recover them **up to 8X faster** than with other solutions.

[Read ESG's GDPR analysis \(PDF\)](#)

### Lower IT complexity and costs

Oracle Storage products lower infrastructure costs for enterprises by reducing IT complexity and storage administration workloads. Unique features, including Oracle Intelligent Storage Protocol, automate up to **70% of Oracle Database storage setup and tuning tasks (PDF)** and enable deep insights into storage utilization and performance so administrators can quickly identify and resolve issues.

[Read ZFS solution brief \(PDF\)](#)

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## Differentiators

Title is compelling and concise. Clearly defines Oracle's differentiators & core benefits. Additional resources are linked out. Data is used to prove ROI.

# Solution Pages: Best-in-Class Examples

The screenshot shows a webpage for Oracle Storage. On the left, a navigation menu lists 'Oracle Storage' with a sub-menu for 'Oracle's Zero Data Loss Recovery Appliance'. The main content area features the title 'Automated protection and recovery of Oracle databases'. Below the title is a paragraph describing the appliance's capabilities. Two buttons are present: 'See product details' and 'Watch the video (1:47)'. A 'Features' section follows, listing several bullet points. To the right of the text is a 3D rendering of the Zero Data Loss Recovery Appliance server rack, which has a large 'R' on its front panel.

## Oracle Storage

- Oracle's Zero Data Loss Recovery Appliance
- Oracle ZFS Storage Appliance
- Oracle StorageTek tape libraries

### Automated protection and recovery of Oracle databases

Oracle's Zero Data Loss Recovery Appliance continuously protects an enterprise's business-critical Oracle databases and accelerates their recovery to any point in time. Integrated automation of backup and recovery, remote replication, and Oracle Cloud archiving protect customers' Oracle databases against ransomware, equipment failure, and human error. Recovery Appliance's extensive automation makes it easy for IT departments to implement Oracle Database data protection best practices and reduce downtime costs by up to 47% as discussed in [Wikibon's analysis](#).

[See product details](#) [Watch the video \(1:47\)](#)

#### Features

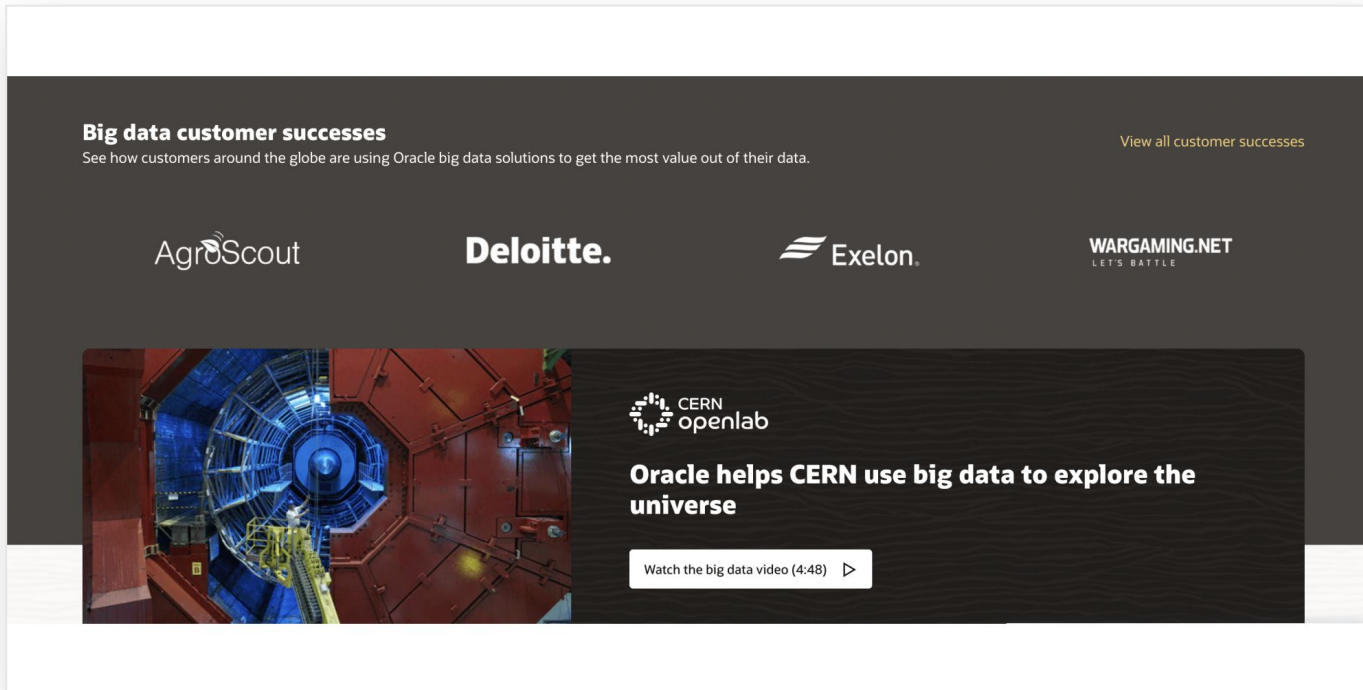
- Continuous protection reduces potential data loss to less than a second by protecting database changes as they occur
- Incremental-forever backups accelerate Oracle Database protection by up to 50X
- Recoveries using virtual full backups of Oracle databases run up to 8X faster
- RMAN integration protects Oracle databases running on virtually any platform
- Automated recoveries reduce manual IT tasks by up to 75%
- Capacity scaling from 2 PB to more than 200 PB of virtual full backups enables enterprise-wide Oracle Database protection as-a-service for any organization
- Backup validation offloads database servers and ensures that backups are recoverable
- Real-time monitoring and automated reporting simplify compliance by providing the latest recoverability status for all protected Oracle databases

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## Products

Interactive component to make the storage solutions more discoverable. This allows Oracle to bring in more relevant content in without needing to hyperlink out to additional resources. Primary and secondary CTAs can be found here.

# Solution Pages: Best-in-Class Examples



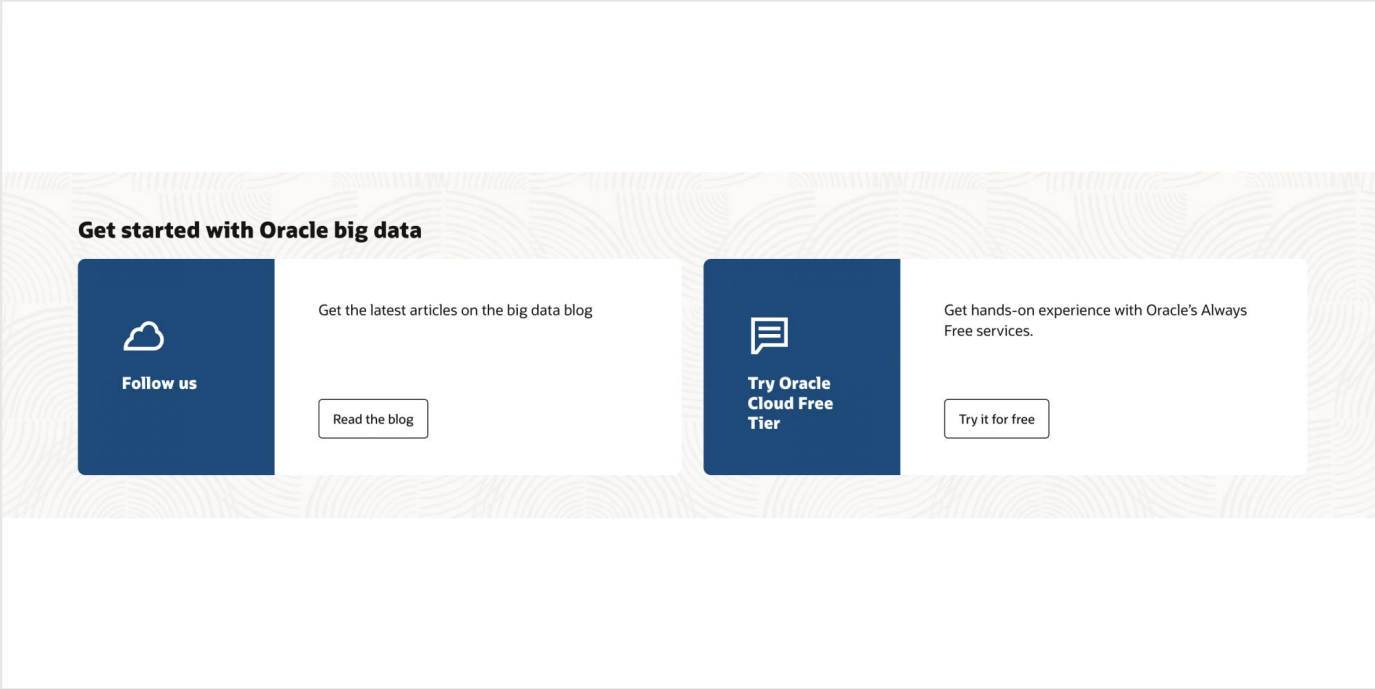
ORACLE

## Social Proof

Brand logos are used here, building trust with the consumer. This also allows for them to identify themselves amongst competitors or industry-related companies.

Oracle also offers a link to view more customer success stories and a featured video.

# Solution Pages: Best-in-Class Examples

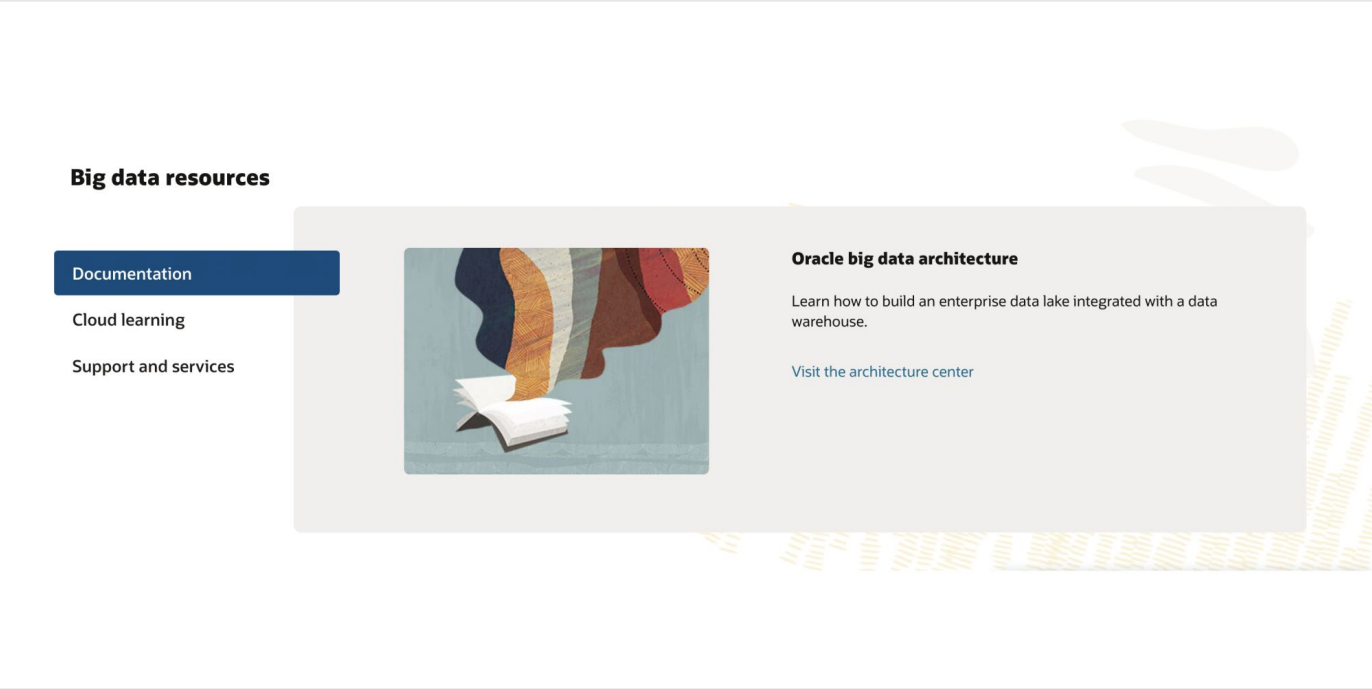


ORACLE

## Next Steps

Whether a user is ready to take the next step or wishes to continue learning, there is a clearly defined path forward for them.

# Solution Pages: Best-in-Class Examples

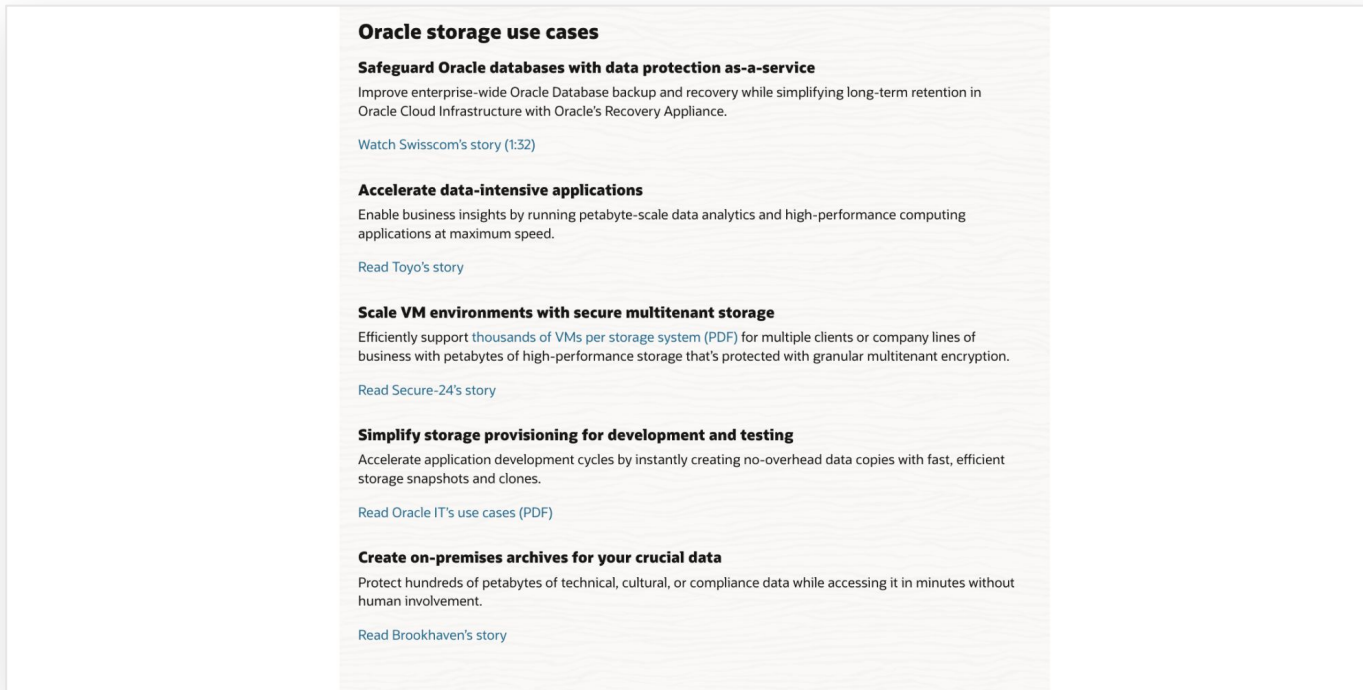


ORACLE

## Resources

While some resources are sprinkled throughout the page, there is a dedicated section that provides on-page access to a library of resources.

# Solution Pages: Best-in-Class Examples

A screenshot of a webpage titled "Oracle storage use cases". The page lists five use cases, each with a bold heading, a short description, and a link to a story or PDF. The use cases are: 1. "Safeguard Oracle databases with data protection as-a-service" with a link to "Watch Swisscom's story (1:32)". 2. "Accelerate data-intensive applications" with a link to "Read Toyo's story". 3. "Scale VM environments with secure multitenant storage" with a link to "Read Secure-24's story". 4. "Simplify storage provisioning for development and testing" with a link to "Read Oracle IT's use cases (PDF)". 5. "Create on-premises archives for your crucial data" with a link to "Read Brookhaven's story".

**Oracle storage use cases**

**Safeguard Oracle databases with data protection as-a-service**  
Improve enterprise-wide Oracle Database backup and recovery while simplifying long-term retention in Oracle Cloud Infrastructure with Oracle's Recovery Appliance.  
[Watch Swisscom's story \(1:32\)](#)

**Accelerate data-intensive applications**  
Enable business insights by running petabyte-scale data analytics and high-performance computing applications at maximum speed.  
[Read Toyo's story](#)

**Scale VM environments with secure multitenant storage**  
Efficiently support [thousands of VMs per storage system \(PDF\)](#) for multiple clients or company lines of business with petabytes of high-performance storage that's protected with granular multitenant encryption.  
[Read Secure-24's story](#)

**Simplify storage provisioning for development and testing**  
Accelerate application development cycles by instantly creating no-overhead data copies with fast, efficient storage snapshots and clones.  
[Read Oracle IT's use cases \(PDF\)](#)

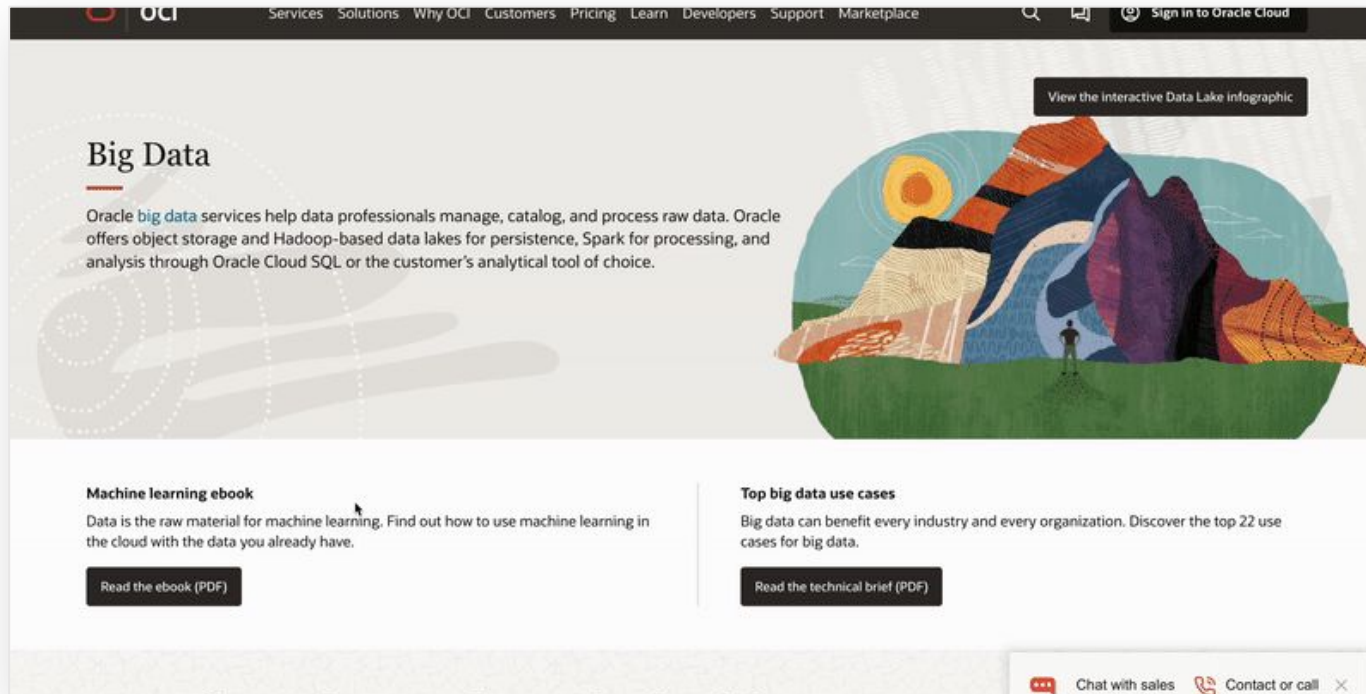
**Create on-premises archives for your crucial data**  
Protect hundreds of petabytes of technical, cultural, or compliance data while accessing it in minutes without human involvement.  
[Read Brookhaven's story](#)

ORACLE

## Use Cases

Use cases are clearly defined on page. Each use case is written in an active voice, without jargon, making it easy for a user to identify themselves. It is supplemented with more learning opportunities. Additional resources are offered.

# Solution Pages: Best-in-Class Examples



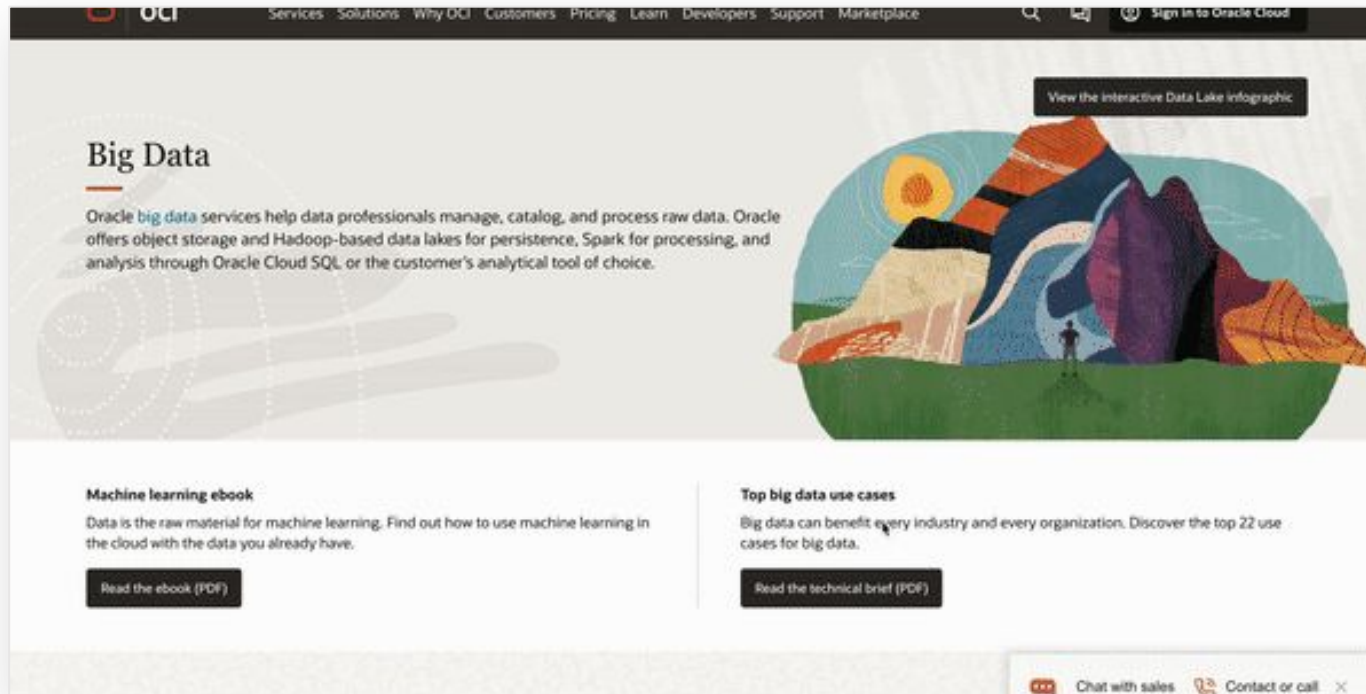
ORACLE

## Educational Topic Pages

In this example, we can see that Oracle has pulled the educational material for beginners into a separate page (that links back directly to the parent page). This not only allows a user to easily access that information as soon as they land on the page, but it means that there is more room on the parent page to explore specific products and solutions.



# Solution Pages: Best-in-Class Examples



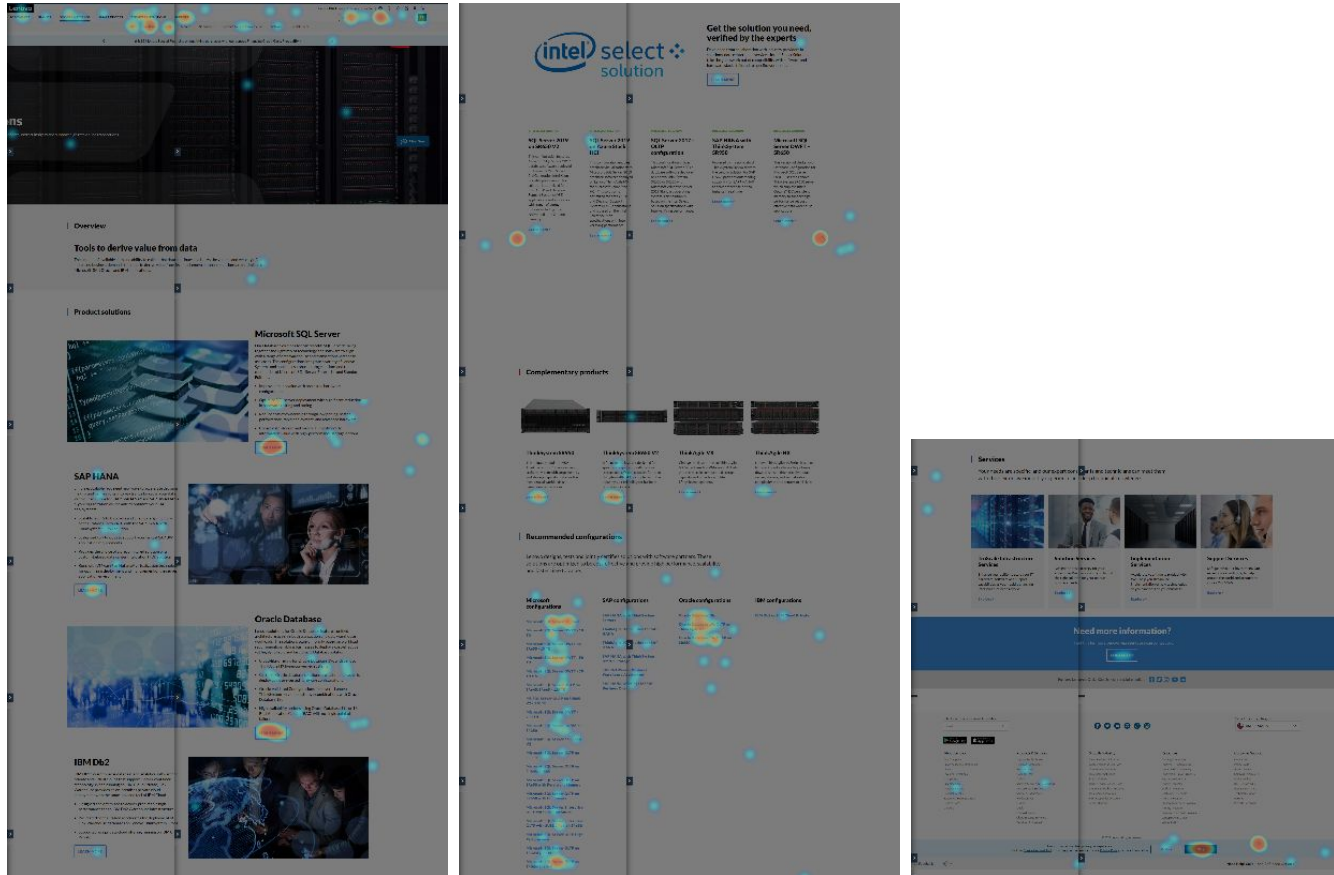
ORACLE

## Bonus: User Delight

Truly Best-In-Class examples go above and beyond. They not only take dense content and make it digestible to the everyday user, but they pull the user in closer by making the content engaging, fun, and one of a kind.

**Database**

# Database: User Behavior Data



Unique Visitors	1,001
Visits	1,140
Return Visits	458
Page Views	1,411
Bounce Rate	25.34%
Average Time on Site	00:00:46

**i** The bounce rate is considered good since it is below the [standard 26%-72%](#) rate range for sites.

We can see from the heatmap that users are engaging with the Learn More CTAs and hyperlinks, but this may be creating a pogoing effect. Learn More -> *autoscrolls to bottom of page* - Hyperlink Configuration -> *autoscrolls to top of page*. There is some engagement with the different, non-configuration product solutions but there isn't enough data to tell us more about that.

However, the site time is still under 1 minute, which indicates that they are not finding the page, or the site, useful.

# Database: Abbey Covert's IA Heuristics

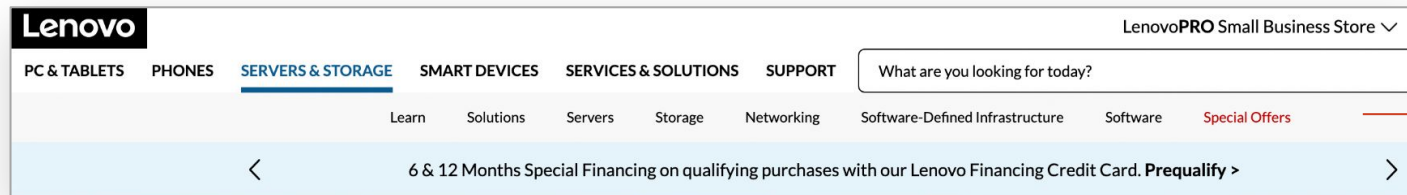
## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

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<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
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<p><b>Useful:</b> Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</p>	<p>[2] Major Problems</p>	<p><b>Delightfulness:</b> What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?</p>	<p>[3] Broken Experience</p>
<p><b>Average Heuristic Score</b></p>			<p>[2.1]</p>

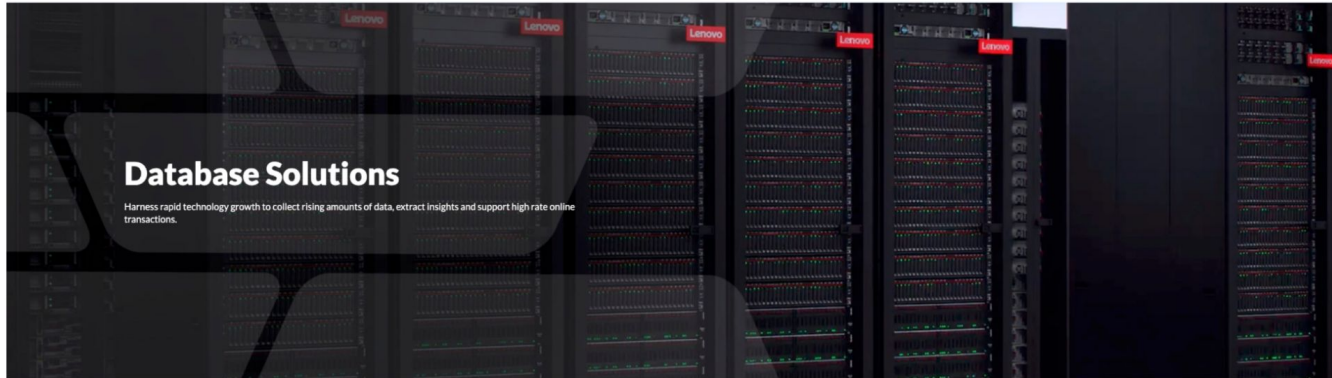
# Database: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# Database: Key Issues



→ Title should lead with the Page Name plus Value Add

Subheader is vague and convoluted. Should be written with a clear subject, clear action, and clear benefits.

# Database: Key Issues

## Overview

### Tools to derive value from data

The amount of available data and ability to collect that data continues to rise. As the volume and velocity of data increases, business demands the tools to derive value from its data. Lenovo database solutions are optimized for Microsoft, SAP, Oracle and IBM applications.


Chat Now

Overview is a vague section title because it doesn't have a subject (overview of what?).

Subheader is vague and convoluted. Should be written with a clear subject, clear action, and clear benefits.

# Database: Key Issues

**Product solutions**



```
hql +=  
} if(parameters.contains("age")){  
hql += " and p.age = :age";  
}  
1 TypedQuery<Person> query;  
12  
13  
14 if(parameters.contains("name")){  
15 query.setParameter("name", val);  
16 }  
parameters.contains("age", Intern  
parameter("age", Intern
```

**Microsoft SQL Server**

Our Database Solutions for Microsoft® SQL Server® bring together the right mix of technology and software to align with a range of data warehouse and transactional database use cases. The configurations integrate a variety of Lenovo Systems and appliances, robust storage options and the capabilities of Microsoft SQL Server Enterprise and Standard Editions.

- Improve time to value with pretested hardware configurations
- Optimize SQL server deployment with significant reduction in hardware testing and tuning
- Reduce cost of ownership through low pricing, better performance, rapid deployment, and advanced hardware
- Consolidate storage and match IT investment-to-information-value with high-performance storage options

[LEARN MORE](#)



**SAP HANA**

Simple & Scalable. You need new ways to accelerate decision making and gain insights into key trends locked in your data. With our solutions for SAP® S/4HANA® and SAP BW4/HANA®, your organization will be able to optimize your SAP deployments.

- Scalable from 2 to 8 sockets and enables large memory configurations up to 24TB with the SAP HANA with ThinkSystem SR950 solution
- Scales-out to 94 nodes to support your largest SAP BW application requirements
- Provides the choice of a preconfigured solution or a custom-tailored data center Integration (TDI) solution
- Runs with VMware® or Nutanix® virtualization technology for optimizing deployment and management of the server application environment

[LEARN MORE](#)

Section titles should lead with the Product Name / Section Name plus the Value Lenovo is providing.


Language contains too much technical jargon. This is the space for Lenovo to reach potential customers who are more novice, but that is lost because the copy is difficult to understand and doesn't provide specific examples of the value that can be provided.

CTAs provides a broken experience for users. Learn More CTAs bring you to the bottom of the page, where there is a list of hyperlinks related to Microsoft & SAP HANA Configurations. This doesn't provide any guidance to the user on where they should begin, which configuration is right for them, or how they can learn more about the type of configuration at a high level.

Photos feel like generic stock images. Doesn't allow users to easily scan and find content on the page.



# Database: Key Issues



### Oracle Database

Lenovo solutions for Oracle Database feature a unified architecture to serve both transaction and data warehouse workloads. The solutions scale uniformly based on workload requirements, enabling businesses to deploy a cost-effective yet highly reliable and fast Oracle Database solution.

- Cloud-like offering for Oracle Database 19c with Lenovo ThinkAgile HX hyperconverged systems
- Certified Oracle database solutions are faster and easier to deploy using pre-tested hardware configurations
- Oracle Validated Configurations for several Lenovo ThinkSystem server and storage combinations with Oracle Database 18c
- High availability options using Oracle Database 19c or 18c Real Application Cluster (RAC) with no single point of failure

[LEARN MORE](#)

### IBM Db2

IBM Db2<sup>®</sup> Warehouse is database and analytics software for private and virtual clouds that support Docker container technology. When running on IBM Cloud Private, Db2 Warehouse provides an on-premises private cloud deployment with the same look and feel of IBM Cloud.

- Designed and optimized to deliver predictable high performance for an IBM Db2 Warehouse infrastructure
- Pre-tested configuration accelerates the deployment of Db2 Warehouse databases on Lenovo ThinkSystem SR650
- Supported as a private cloud offering running on IBM Cloud Private

[LEARN MORE](#)



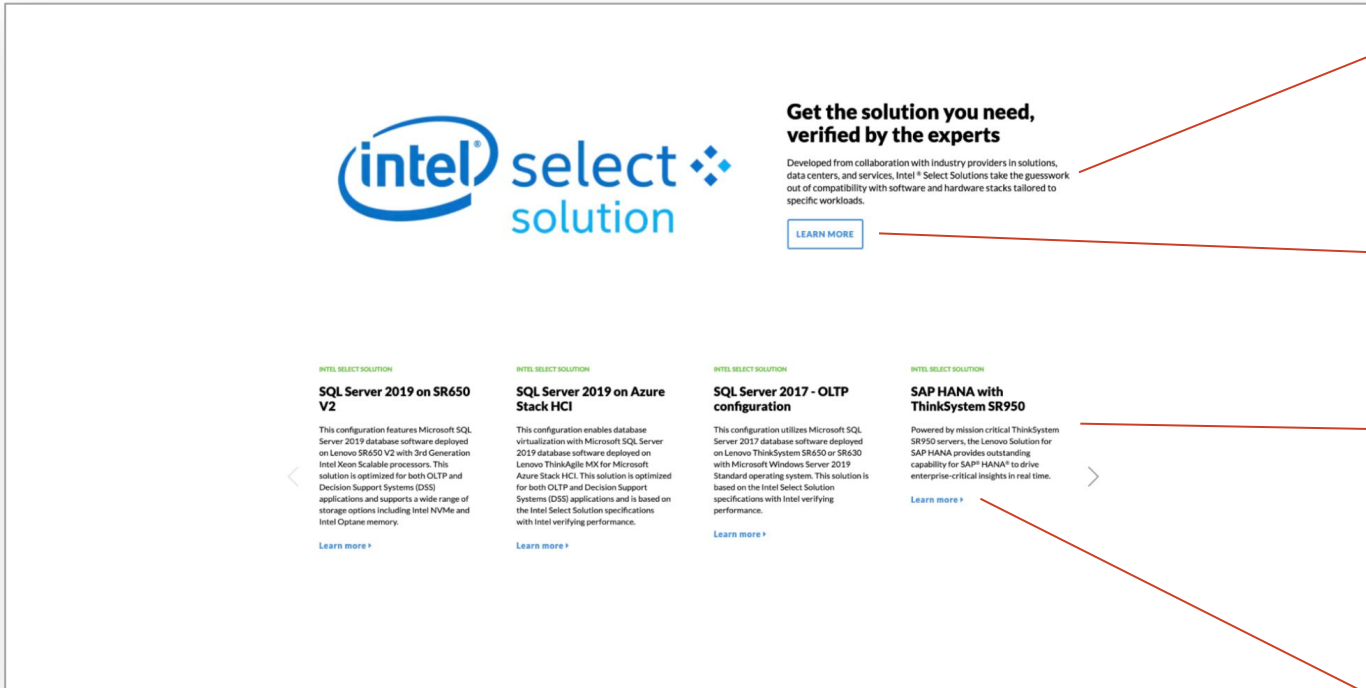
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CTAs provides a broken experience for users. Learn More CTAs bring you to the bottom of the page, where there is a list of hyperlinks related to Oracle Database & IBM Db2 Configurations. This doesn't provide any guidance to the user on where they should begin, which configuration is right for them, or how they can learn more about the type of configuration at a high level.

Photos feel like generic stock images. Doesn't allow users to easily scan and find content on the page.

# Database: Key Issues



This section feels out of place. There is no connection to how Intel Select Solution relates to the content above. Is this meant to help users choose the right configuration for them?

Stylistically, this feels like an advertisement and a user is likely to skip past it.

Again, we see a broken Learn More CTA. It brings the user to the same hyperlinks at the bottom of the page, however this time, there is not even a relevant corresponding column for the user to make sense of.

Product names should also link to the same page as the 'Learn More' CTA.

Copy can be simplified by removing jargon. Titles should lead with what persona the product might be right for – this will make it easier for a non SME to understand.

This section is also part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More*. This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

# Database: Key Issues

**Complementary products**

**ThinkSystem SR950**  
The unique modular 4U HP ThinkSystem SR950 is a modular, scalable system with large memory and storage capacity that runs the most critical workloads and demanding applications.  
[Learn more >](#)

**ThinkSystem SR650 V2**  
A 2-socket rack server designed for speed and expansion, with flexible storage and I/O and capacity for up to 8 single-width CPUs, coupled with the industry's #1 reliability for business-critical workloads.  
[Learn more >](#)

**ThinkAgile VX**  
Change the description to ThinkAgile VX Series based on VMware vSAN to now easily scale compute and storage capacity and provides simplified lifecycle management.  
[Learn more >](#)

**ThinkAgile HX**  
Lenovo ThinkAgile HX Series based on Hadoop Cloud software helps break down IT silos to dramatically reduce server, storage, and virtualization complexity in data centers of all sizes.  
[Learn more >](#)

**Recommended configurations**

Lenovo designs, tests and jointly certifies solutions with software partners. These solutions are optimized to be cost-effective and provide high performance, scalability and faster time to value.

**Microsoft configurations**

- Microsoft SQL Server Solution
- Microsoft SQL Server DWTF - 10 TB
- Microsoft SQL Server DWTF on SR650 - 10 TB
- Microsoft SQL Server DWTF - 50 TB
- Microsoft SQL Server DWTF - 70 TB HA
- Microsoft SQL Server OLAP on SR650/SR655 - 120 TB
- MS SQL Server OLAP on SR660 V2 - 150 TB
- Microsoft SQL Server DWTF - 200 TB
- Microsoft SQL Server for SMB on SR250
- Microsoft SQL Server on SR650 V2
- Microsoft SQL Server OLTP on BE350
- Microsoft SQL Server OLTP on SR645/SR665

**SAP configurations**

- SAP HANA with ThinkSystem Servers
- ThinkAgile HX Solution for SAP HANA
- ThinkAgile VX Solution for SAP HANA
- SAP HANA with ThinkSystem DM/DE Storage
- SAP NetWeaver Business Warehouse Accelerator
- SAP HANA Offerings for SAP Business One

**Oracle configurations**

- Oracle Database 11c
- Oracle Database 11c: OLTP on ThinkAgile HX
- Oracle Database 11c: OLAP on SR630

**IBM configurations**

- IBM Db2 on IBM Cloud Private

Title is not clear enough for a user to understand how and why these products might complement the database solutions outlined above.

Product images and product names should also link to the same page as the 'Learn More' CTA.

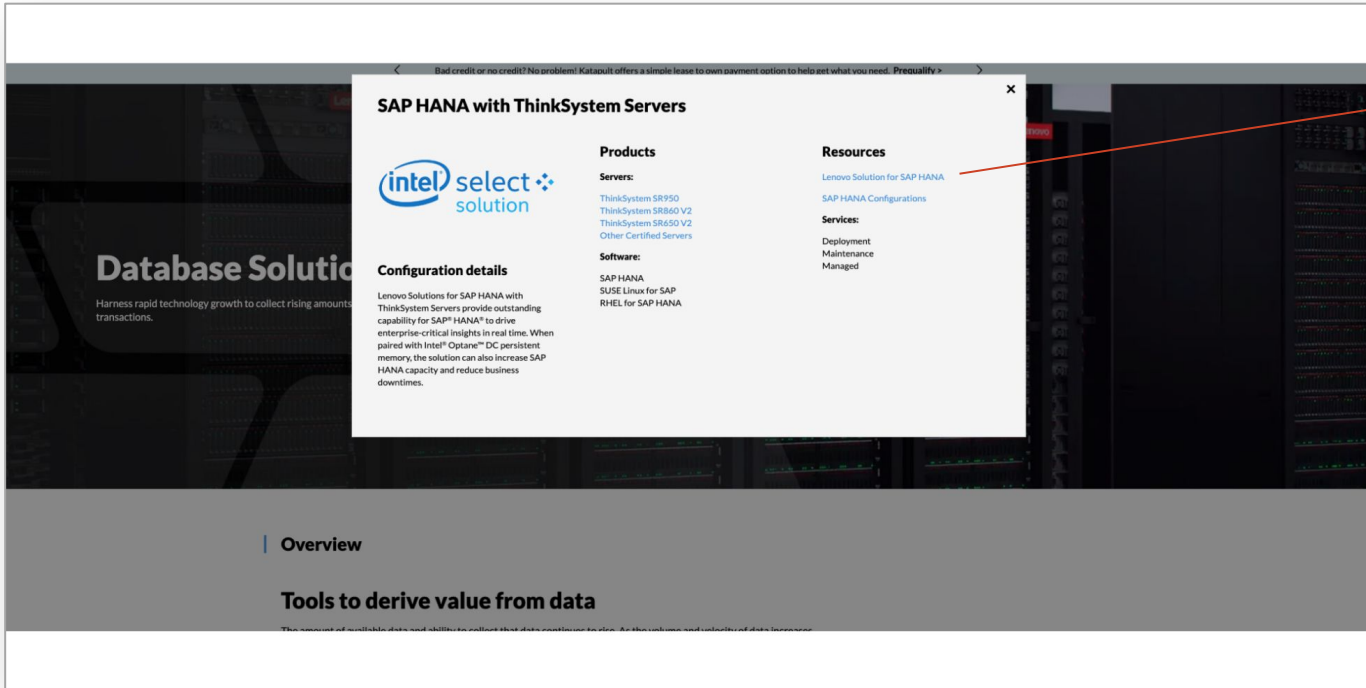
Copy can be simplified by removing jargon and leading with what persona the product might be right for – this will make it easier for a non SME to understand.

The leading CTA for every one of these offerings is *Learn More*. This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

Unclear why these configurations are recommended and what a user is supposed to do next with these recommendations.

While these hyperlinks are great for SEO, there is no guidance on what a user is meant to do with this block of content. How should they decide which configuration is right for them? Is there a parent page for each different type of configuration? What should they do if they have questions? Additionally the page feels unbalanced with one column spanning multiple lines while the others may only have one or two links under the title.

# Database: Key Issues



When a user clicks any of the hyperlinked configuration names listed at the bottom of the page (see previous slide), it automatically scrolls them to the top of the page and opens a modal. The jerkiness of the autoscroll is jarring, and a modal with very little additional information, high-level product specs, and even more links breaks all user expectations. A user expects to be taken to a separate page with additional information, resources, specifications, and even tutorials. Instead, a user has to click on one of the resources links (like the one that says SAP HANA Configurations) to actually be brought to a page which hosts the information that the user is likely searching for (if they've made it this far). However, both resources pages pose their own issues with their outdated style and flood of dense text.

# Database: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



### TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

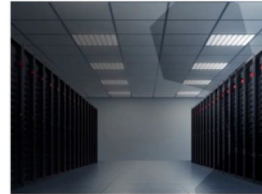
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# Database: Key Issues

## Need more information?

Fill out this form so a Lenovo representative can contact you.

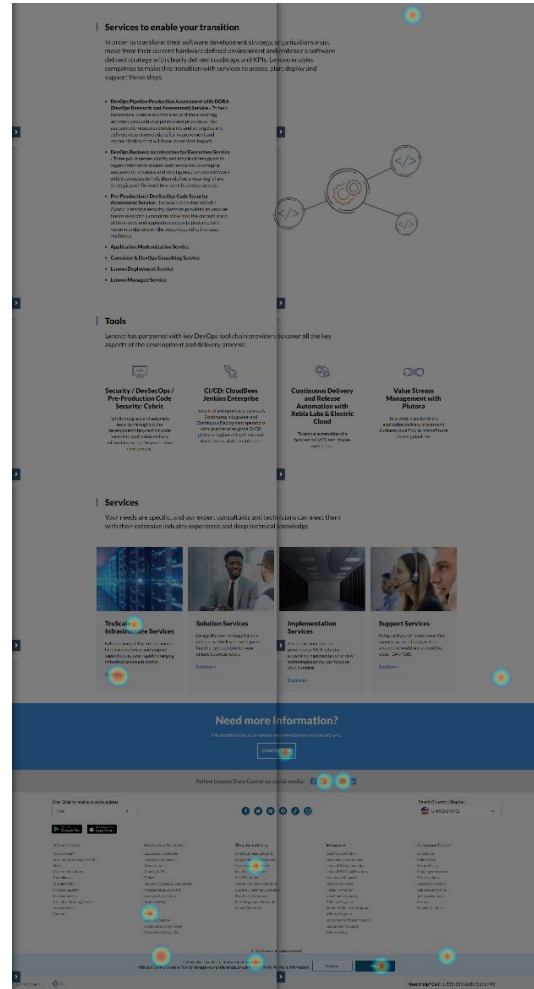
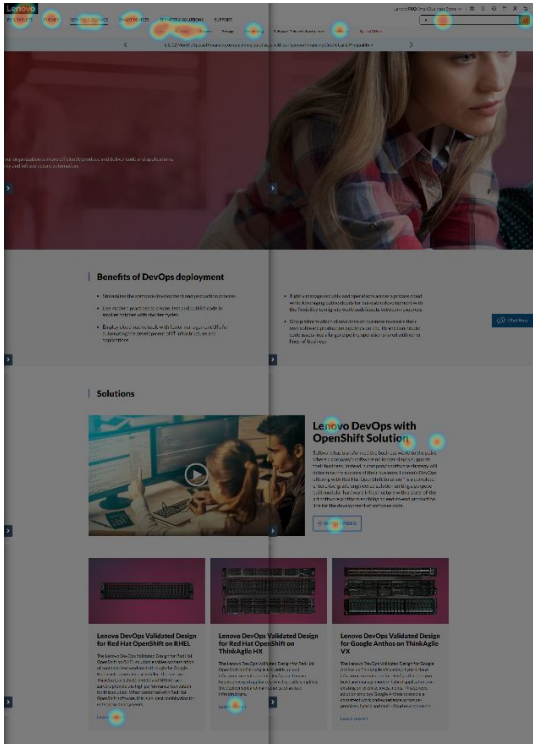
CONTACT US

This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain points found.

**DevOps**

# DevOps: User Behavior Data



Unique Visitors	696
Visits	780
Return Visits	215
Page Views	896
Bounce Rate	32.58%
Average Time on Site	00:00:19

The bounce rate is considered good since it is within the [standard 26%-72%](#) rate range for sites. However, it is significantly higher than the other pages evaluated and the time on site is dramatically low – 19%.

We can see from the heatmap that there is very little engagement with the content on the page itself – likely because there are not a lot of actionable next steps for them. And the area with the most activity is the top navigation, suggesting that they might not identify the information they need on the page easily and almost immediately goes to the navigation bar to search for something else.



# DevOps: Abbey Covert's IA Heuristics

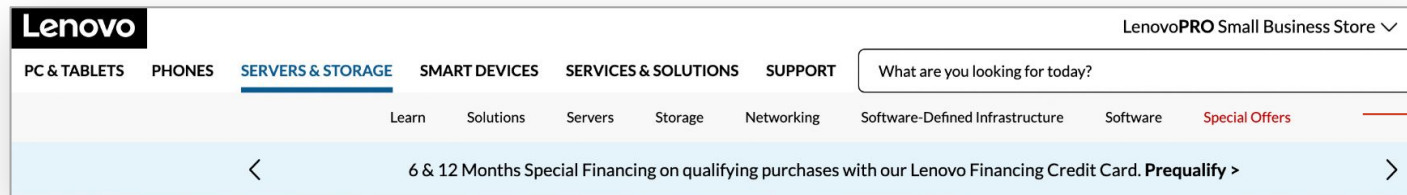
## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

<p><b>Findable:</b> Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?</p>	<p>[2] Major Problems</p>	<p><b>Credible:</b> Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?</p>	<p>[1] Minor Problems</p>
<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
<p><b>Communicative:</b> Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?</p>	<p>[2] Major Problems</p>	<p><b>Learnable:</b> Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?</p>	<p>[2] Major Problems</p>
<p><b>Useful:</b> Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</p>	<p>[2] Major Problems</p>	<p><b>Delightfulness:</b> What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?</p>	<p>[3] Broken Experience</p>
<p><b>Average Heuristic Score</b></p>			<p>[2.1]</p>

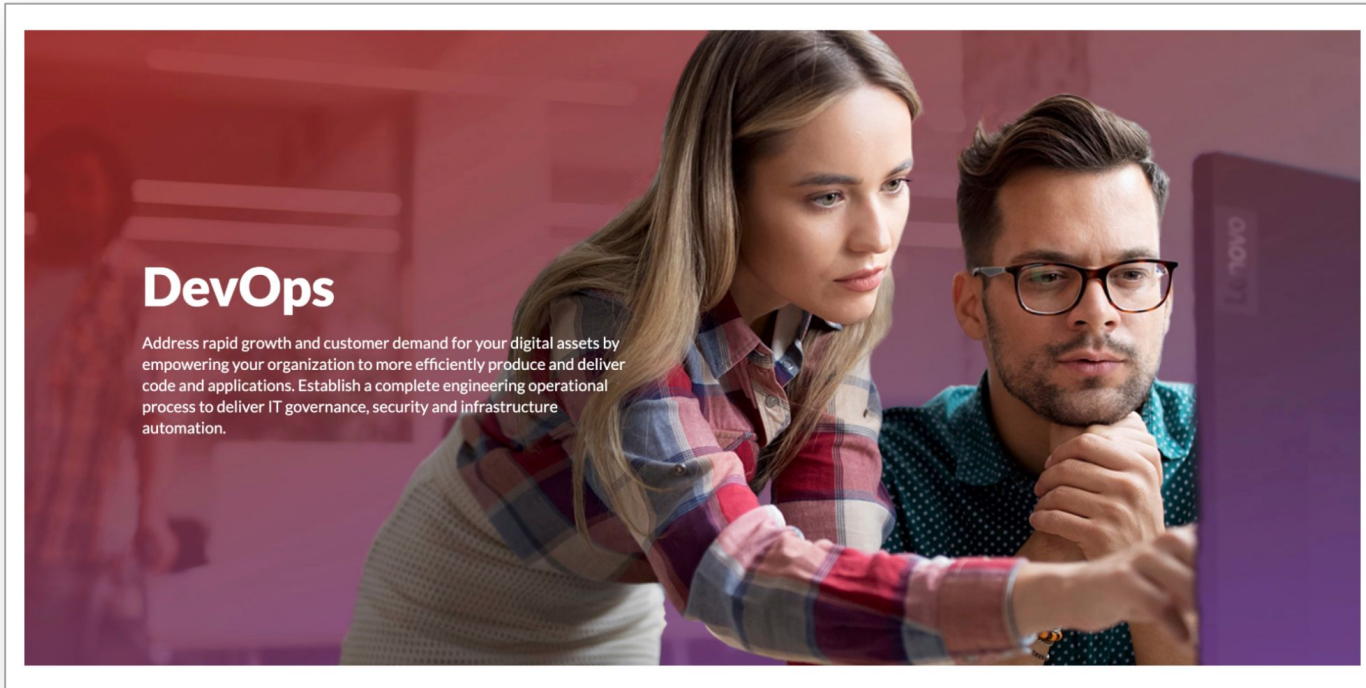
# DevOps: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# DevOps: Key Issues



Title should lead with the Page Name plus Value Add

Subheader is vague and convoluted. Should be written with a clear subject, clear action, and clear benefits.

# DevOps: Key Issues

## | Benefits of DevOps deployment

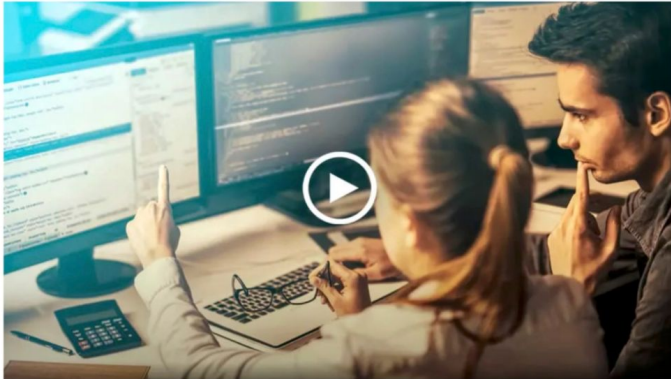
- Streamline the software development and production process
- Use modern practices to create, test and publish code in smaller batches with shorter cycles
- Employ cloud-native tools with fewer management UI's for automating the development of IT infrastructure and applications
- Tightly manage security and operations across a private cloud while leveraging public clouds for burstable development with the flexibility to migrate workloads/assets between resources
- One platform which allows lines-of-business to create their own software production pipelines on-the-fly and contribute code assets into a larger pipeline operation shared with other lines-of-business

→ This is overall a great section!

One improvement that could be made however is adding a clear statement about what exactly DevOps is and who is the persona who would be most likely to be using it.

# DevOps: Key Issues

## Solutions




### Lenovo DevOps with OpenShift Solution

Software has transformed the business world to the point where a company's software no longer simply supports their business. Instead, a company's software strategy will determine the success of their business. Lenovo's DevOps offering with Red Hat OpenShift Solution™ is a complete, enterprise-grade engineered solution uniting a purpose-built modular hardware infrastructure with a state-of-the-art software platform enabling an end-to-end production line for the development of software code.

[WATCH VIDEO](#)

OpenShift Solutions seems like a complete product line, consisting of the highlighted products below (see next slide). If that is the case, then it should live as the section title, and the relationship between the primary content (OpenShift) and secondary content (individual products) below.

# DevOps: Key Issues



**Lenovo DevOps Validated Design for Red Hat OpenShift on RHEL**

The Lenovo DevOps Validated Design for Red Hat OpenShift on RHEL solution enables orchestration of containerized workloads through the Google Kubernetes container scheduler. The Lenovo ThinkSystem SD530, SR630 and SR650 rack servers provide the high performance foundation for this solution. When combined with Red Hat OpenShift software, this is an ideal combination for enterprise deployments.

[Learn more >](#)

**Lenovo DevOps Validated Design for Red Hat OpenShift on ThinkAgile HX**

The Lenovo DevOps Validated Design for Red Hat OpenShift on ThinkAgile HX yields a cloud infrastructure solution for DevOps on Lenovo hyperconverged appliances, which greatly simplifies the deployment and maintenance of a cloud infrastructure.

[Learn more >](#)

**Lenovo DevOps Validated Design for Google Anthos on ThinkAgile VX**

The Lenovo DevOps Validated Design for Google Anthos on ThinkAgile VX yields a hybrid cloud infrastructure solution for DevOps that lets you build and manage modern hybrid applications on existing on-premise investments. This Lenovo solution employs Google Anthos to enable a consistent workload experience across on-premises, hybrid and multi-cloud environments.

[Learn more >](#)

It isn't clear how these relate to the OpenShift component above

Names and images should link to the same page as the 'Learn More' hyperlink.

Title should include some sort of persona or benefit to help users understand which product might be right for them to start with.

Copy is much too technical, the names of the products take up too much space in the sentence, and the sentences are long and compounded. A user will not be able to understand this content.

Learn More ctas are repetitive, unclear, and not compelling.

They also bring you to a resource library, where the user needs to click into the solution brief. This is unnecessary friction when the link can just bring the user to the solution brief.

# DevOps: Key Issues

## Services to enable your transition

In order to transform their software development strategy, organizations must move from their current hardware defined environment and embrace a software defined strategy with clearly defined roadmaps and KPIs. Lenovo enables companies to make this transition with services to assess, plan, deploy and support those steps.

- **DevOps Pipeline Production Assessment with DORA (DevOps Research and Assessment) Service**

To help businesses understand the status of their existing software production pipelines and processes. The assessment measures constraints and strengths, and delivers recommendations for improvement and modernization that will have immediate impact.

- **DevOps Business Acceleration for Executives Service**

To help businesses clarify and map business goals to organizational strategies and resources, leveraging assessment forensics and intelligence. Lenovo will work with businesses to help them define a meaningful and strategic path forward to ensure business success.

- **Pre-Production / DevSecOps Code Security Assessment Service**

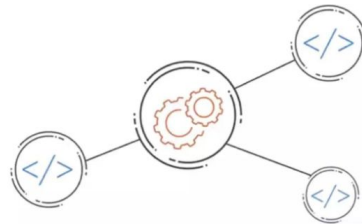
Lenovo has partnered with Cybric, a leading security platform provider, to provide businesses with a complete view into the current state of their code and application security posture, with recommendations on the steps needed to increase resiliency.

- **Application Modernization Service**

- **Container & DevOps Consulting Service**

- **Lenovo Deployment Service**

- **Lenovo Managed Service**



Tense on the page changes from your to their in this paragraph. Also speaks in vague promises instead of specific examples.

Sentences are inconsistent and impersonal. They should all be structured the same and lead with real-life examples and values.

Completely missing content here. Makes the page feel unfinished.

# DevOps: Key Issues

## Tools

Lenovo has partnered with key DevOps tool chain providers to cover all the key aspects of the development and delivery process:



### Security / DevSecOps / Pre-Production Code Security: Cybric

To fully integrate and automate security throughout the development lifecycle from code commit to application delivery without impacting the production environment.



### CI/CD: CloudBees Jenkins Enterprise

To control and optimize a business's Continuous Integration and Continuous Deployment operations with an enterprise-grade CI/CD platform engineered with Lenovo's development platform solutions.



### Continuous Delivery and Release Automation with Xebia Labs & Electric Cloud

To enable automation of a business's CI/CD test release operations.



### Value Stream Management with Plutora

To provide visibility of the application delivery process and business value flow across software delivery pipelines.

Title isn't clear enough. It should be obvious to a user how products, services, and tools differ. It should also be tied clearly to the products and services above.

Titles should be shortened and easy to read/scan. Should incorporate the benefit that that tool offers.

This section lacks any actionable information or next steps.



# DevOps: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



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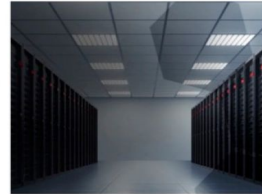
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# DevOps: Key Issues

## Need more information?

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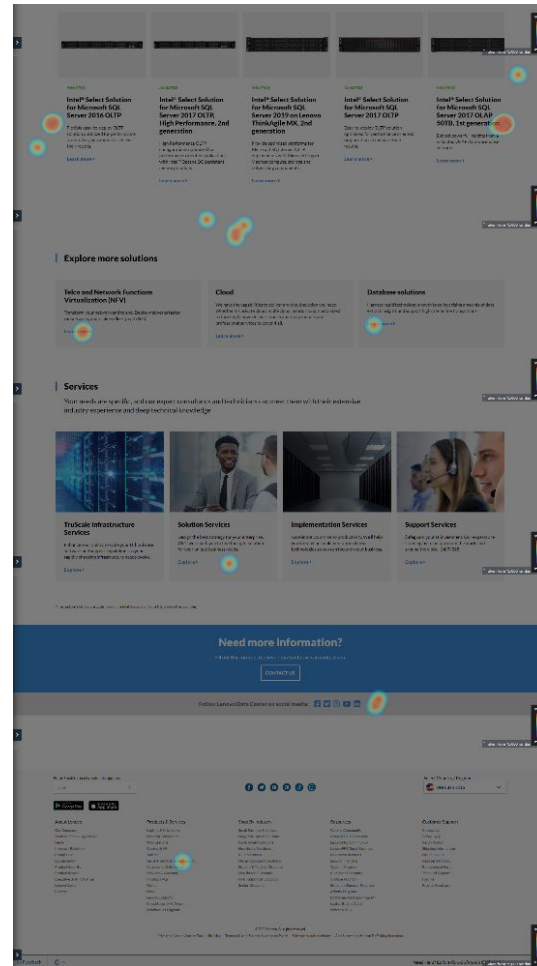
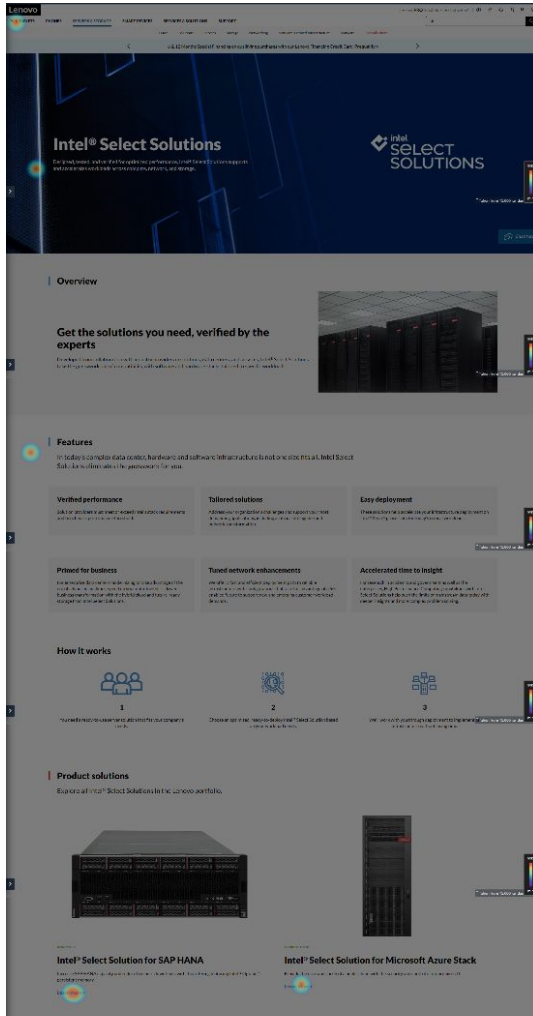
CONTACT US

This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain points found.

# Intel Select Solutions

# Intel Select Solutions: User Behavior Data



Unique Visitors	378
Visits	450
Return Visits	167
Page Views	570
Bounce Rate	26.27%
Average Time on Site	00:00:52

The bounce rate is considered good since it is within the [standard 26%-72%](#) rate range for sites. However, overall traffic is significantly lower than most other pages we've examined.

We can see from the heatmap that there is very little engagement with the content on the page itself – likely because there are not a lot of actionable next steps for them. Unlike the other pages, however, there is not a lot of activity on the top or bottom navigation.

# Intel Select Solutions: Abbey Covert's IA Heuristics

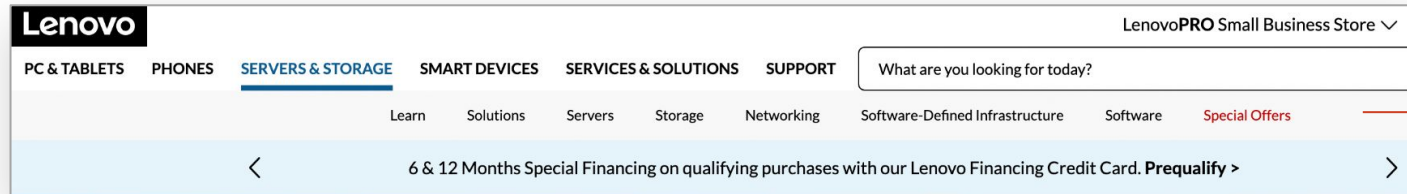
## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

<p><b>Findable:</b> Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?</p>	<p>[2] Major Problems</p>	<p><b>Credible:</b> Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?</p>	<p>[1] Minor Problems</p>
<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
<p><b>Communicative:</b> Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?</p>	<p>[2] Major Problems</p>	<p><b>Learnable:</b> Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?</p>	<p>[2] Major Problems</p>
<p><b>Useful:</b> Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</p>	<p>[3] Broken Experience</p>	<p><b>Delightfulness:</b> What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?</p>	<p>[3] Broken Experience</p>
<p><b>Average Heuristic Score</b></p>			<p>[2.2]</p>

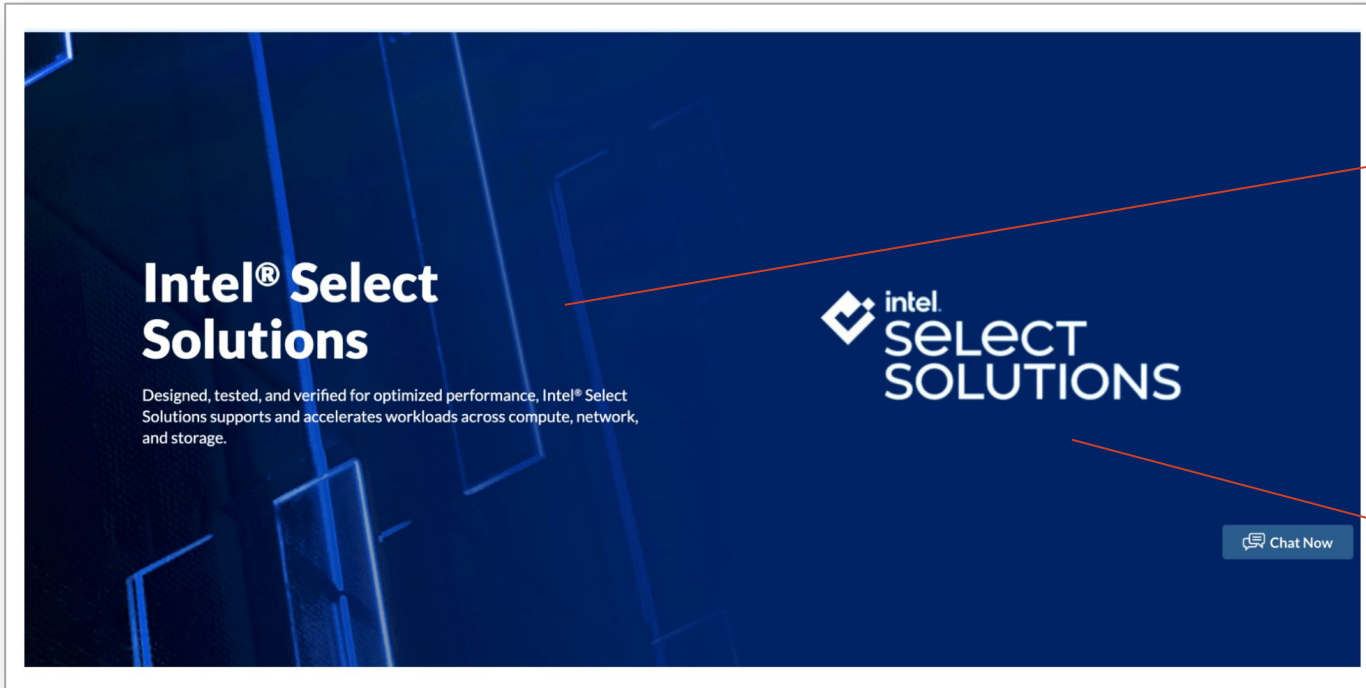
# Intel Select Solutions: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# Intel Select Solutions: Key Issues



Title should lead with the Page Name plus Value Add

Subheader is vague and nonspecific. Unclear how it supports and accelerates workloads.

Question: Should compute say computers?

What is the purpose of having the logo here? It feels repetitive because the same name also appears in the title.

# Intel Select Solutions: Key Issues

## Overview

### Get the solutions you need, verified by the experts

Developed from collaboration with industry providers in solutions, data centers, and services, Intel® Select Solutions take the guesswork out of compatibility with software and hardware stacks tailored to specific workloads.



Overview is a vague section title because it doesn't have a clear subject.

The text below (Get the solutions you need, verified by the experts) could easily be the section title.

This image doesn't provide value to the user or communicate the subject matter in a way that allows them to easily scan the page.

Run-on sentence. Written in the passive voice. Not specific when mentioning who the experts are or what specific workloads they are addressing.



# Intel Select Solutions: Key Issues

## Features

In today's complex data center, hardware and software infrastructure is not one size fits all. Intel Select Solutions eliminates the guesswork for you.

### Verified performance

Solution providers must meet or exceed Intel's stack requirements and benchmark performance threshold.

### Tailored solutions

Address your organization's challenges and support your most demanding applications, including artificial intelligence and network transformation.

### Easy deployment

These solutions help accelerate your infrastructure deployment on Intel® Xeon® processors for today's critical workloads.

### Primed for business

For enterprise data centers modernizing to take advantage of the era of advanced analytics, speed up your data-fueled, IT-driven business transformation with the hybrid cloud and future-ready storage from Intel Select Solutions.

### Tuned network enhancements

We offer a fast and efficient deployment path to reliable infrastructure with configurations that take full advantage of a 5G-enabled future to support new and emerging customer workload demands.

### Accelerated time to insight

For research in academia and government as well as the enterprises, High Performance Computing capabilities with Intel Select Solutions help push the limits of mainstream data today with deeper insights and more complex problem solving.

## How it works



1

You need a ready-to-use server solution that fits your company's needs.



2

Choose an optimized, ready-to-deploy Intel® Select Solution based on your workload needs.



3

We'll work with you through deployment to implement an infrastructure without losing time.

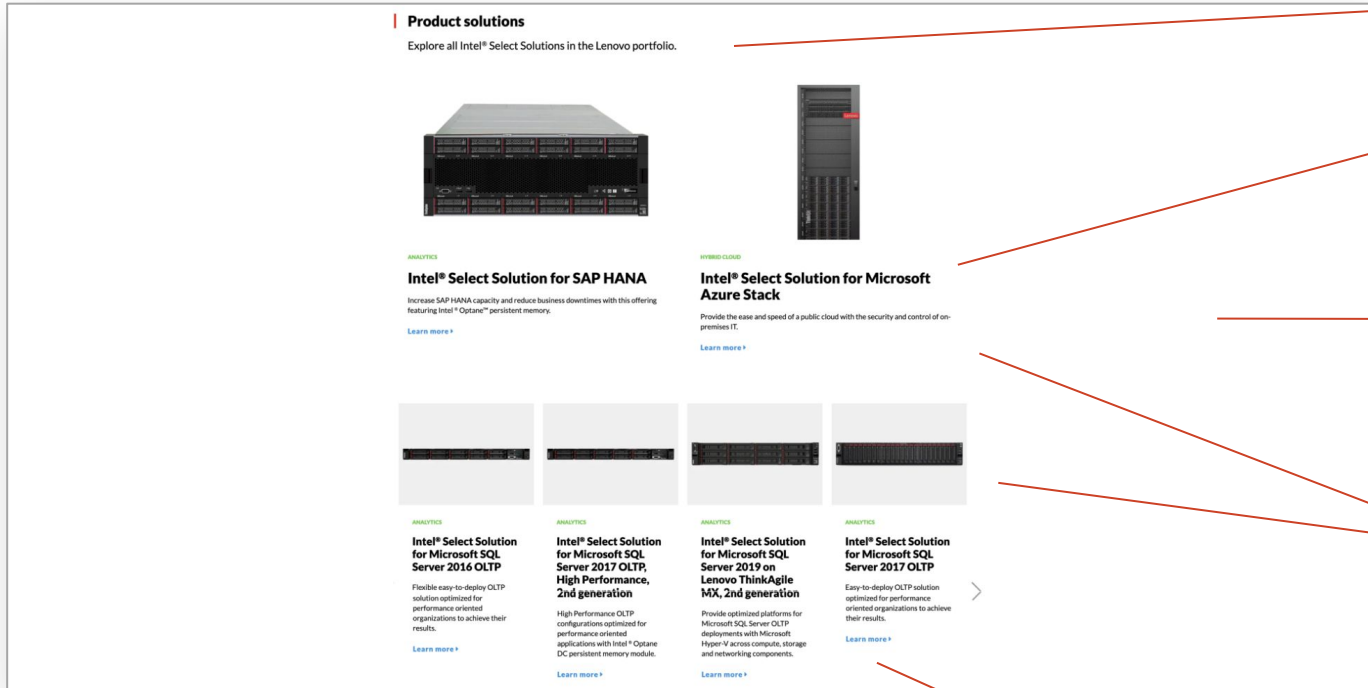
This section is great! One call out is that the description for each feature is written in a different tense.

The bottom three contain too much technical jargon and are quite long-winded. They should better mirror the simple approach of the top three.

Again, these are not written in a consistent tense. 'You need' v. 'Choose' etc. They should be written in an active voice, and present / future tense.

This whole section is one of the strongest across the 12 audited pages. However, it is completely inactionable, despite pushing a specific product solution.

# Intel Select Solutions: Key Issues



The subheader should actually be the header text. It is more specific and active.

All titles and images should link to the same pages as the 'Learn More' ctas.

No clear connection to the benefits, features, and story outlined above.

No clear actionable purchasing path for any of the product solutions.

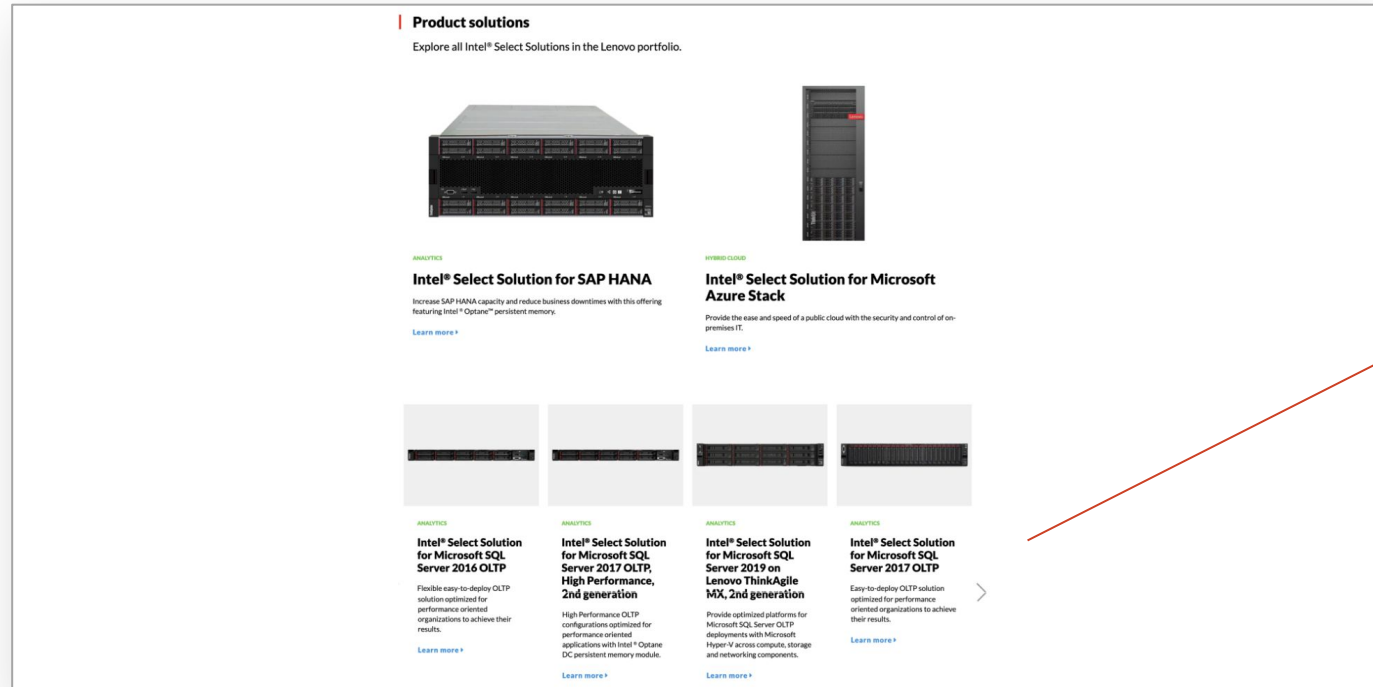
No guidance offered to the user on how to choose the right solution for them.

CTAs in the bottom row bring users to a Resource Library, creating unnecessary friction for them to have to navigate and click again to open up the PDF with the actual information about that solution.

All Learn More ctas should be rewritten to something that clearly states where the link will bring the user, is not repetitive, and is compelling.

# Intel Select Solutions: Key Issues | PART 2

**Product solutions**  
Explore all Intel® Select Solutions in the Lenovo portfolio.



The screenshot displays a grid of product solution cards. The top row features two cards: 'Intel® Select Solution for SAP HANA' and 'Intel® Select Solution for Microsoft Azure Stack'. The bottom row features four cards for Microsoft SQL Server OLTP solutions. Each card includes a product image, a category label (e.g., ANALYTICS, HYBRID CLOUD), a title, a brief description, and a 'Learn more' link.

- Intel® Select Solution for SAP HANA**  
ANALYTICS  
Increase SAP HANA capacity and reduce business downtimes with this offering featuring Intel® Optane™ persistent memory.  
[Learn more >](#)
- Intel® Select Solution for Microsoft Azure Stack**  
HYBRID CLOUD  
Provide the ease and speed of a public cloud with the security and control of on-premises IT.  
[Learn more >](#)
- Intel® Select Solution for Microsoft SQL Server 2016 OLTP**  
ANALYTICS  
Flexible easy-to-deploy OLTP solution optimized for performance oriented organizations to achieve their results.  
[Learn more >](#)
- Intel® Select Solution for Microsoft SQL Server 2017 OLTP, High Performance, 2nd generation**  
ANALYTICS  
High Performance OLTP configurations optimized for performance oriented applications with Intel® Optane DC persistent memory module.  
[Learn more >](#)
- Intel® Select Solution for Microsoft SQL Server 2019 on Lenovo ThinkAgile MX, 2nd generation**  
ANALYTICS  
Provide optimized platforms for Microsoft SQL Server OLTP deployments with Microsoft Hyper-V across compute, storage and networking components.  
[Learn more >](#)
- Intel® Select Solution for Microsoft SQL Server 2017 OLTP**  
ANALYTICS  
Easy-to-deploy OLTP solution optimized for performance oriented organizations to achieve their results.  
[Learn more >](#)

## Broken CTAs that lead to 404 pages:

Intel Select Solution for microsoft SQL Server 2017 OLTP  
Intel Select Solution for microsoft SQL Server 2016 OLTP

After clicking on any of the broken links to learn more, the site breaks and becomes non-responsive. Often you get a tab that loads indefinitely until google asks you to kill the page.

# Intel Select Solutions: Key Issues

## Explore more solutions

### Telco and Network Functions Virtualization (NFV)

Transform your network end to end. Deploy networks faster, reduce costs, and scale endlessly with NFV.

[Learn more >](#)

### Cloud

We have the capabilities to deliver any cloud solution you need. Whether it's private cloud, multi-cloud, hybrid cloud, customized to turnkey, Lenovo delivers transformative products and professional services to cover it all.

[Learn more >](#)

### Database solutions

Harness rapid technology growth to collect rising amounts of data, extract insights and support high rate online transactions.

[Learn more >](#)

Not clear what type of solutions are being offered, for who, and for what use cases.

Should link to the same page as the 'Learn More' ctas.

CTAs should be compelling, avoid repetition, and clearly describe where the user will be taken to.

# Intel Select Solutions: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



### TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

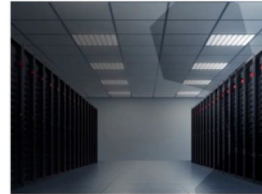
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# Intel Select Solutions: Key Issues

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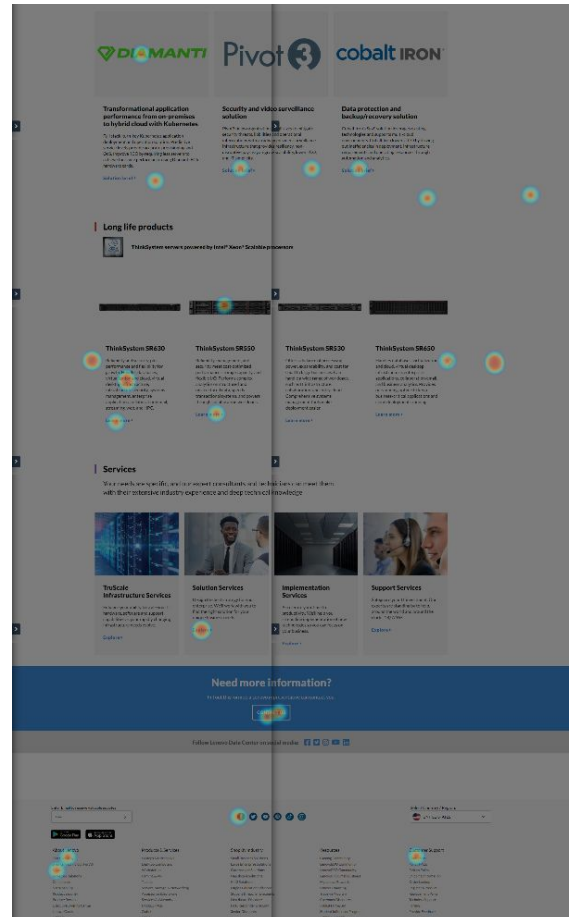
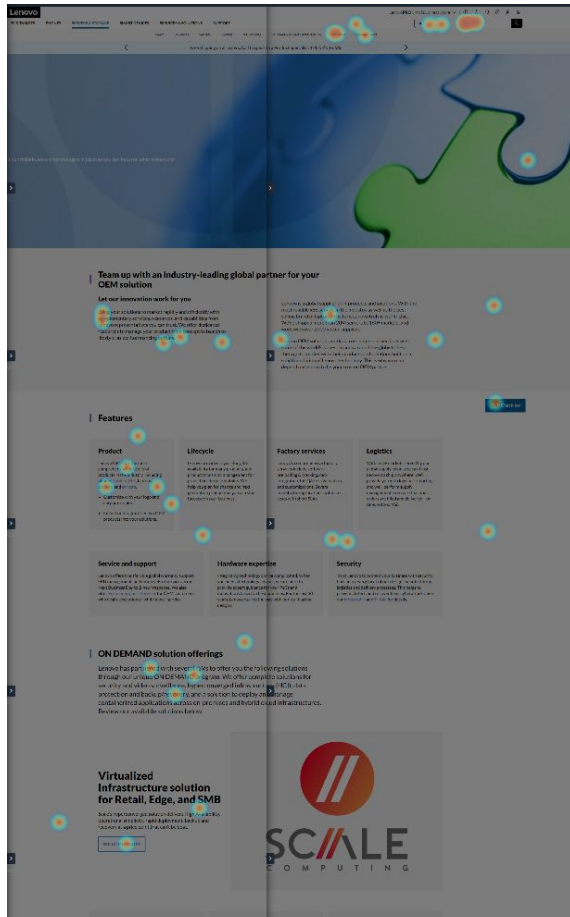
CONTACT US

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**OEM**

# OEM: User Behavior Data



Unique Visitors	1,090
Visits	1,322
Return Visits	590
Page Views	1,849
Bounce Rate	22.41%
Average Time on Site	00:01:39

**i** The bounce rate is considered good since it is below the [standard 26%-72%](#) rate range for sites.

The time on site is longer than most of the other pages we've evaluated, and we can see from the heatmap that there is a healthy distribution of engagement. This all shows promising signs for the page's success!



# OEM: Abbey Covert's IA Heuristics

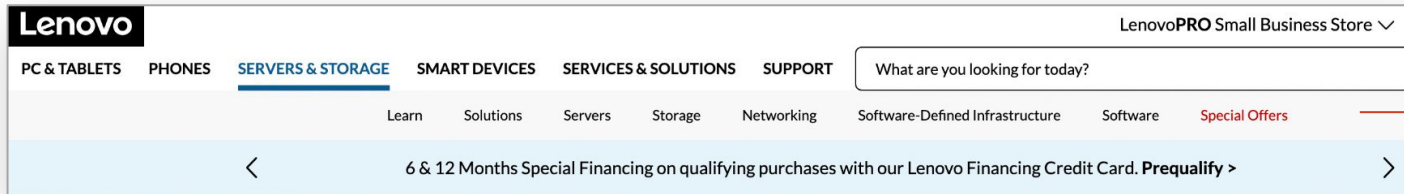
## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

<p><b>Findable:</b> Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?</p>	<p>[2] Major Problems</p>	<p><b>Credible:</b> Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?</p>	<p>[1] Minor Problems</p>
<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
<p><b>Communicative:</b> Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?</p>	<p>[2] Major Problems</p>	<p><b>Learnable:</b> Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?</p>	<p>[2] Major Problems</p>
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<p><b>Average Heuristic Score</b></p>			<p>[2.1]</p>

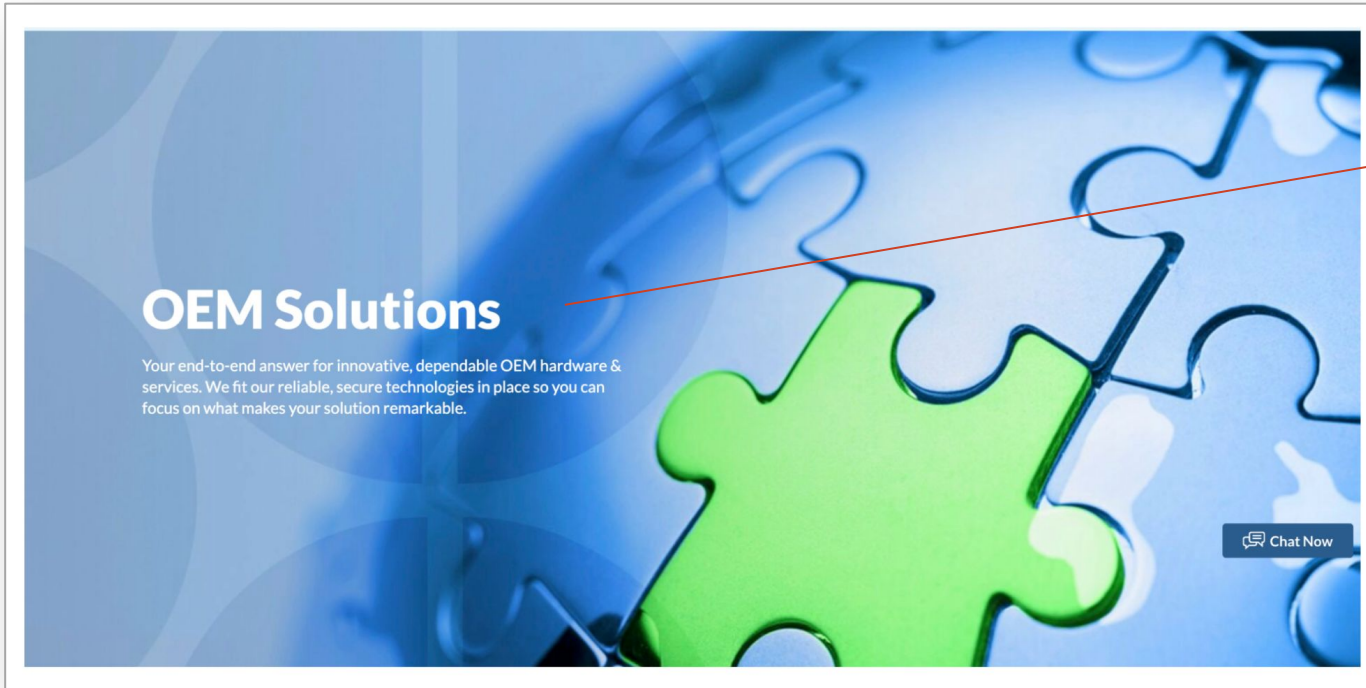
# OEM: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# OEM: Key Issues



Title should lead with the Page Name plus Value Add

Subheader is vague and nonspecific. Unclear what what 'We fit our reliable, secure technologies in place' means.

# OEM: Key Issues

## Team up with an industry-leading global partner for your OEM solution

### Let our innovation work for you

Bring your solutions to market rapidly and efficiently with complementary services, resources, and capabilities from Lenovo representatives you can trust. We offer dedicated resources to manage your product from concept to launch to lifestyle, as well as financing options.

Lenovo is a global supplier of IT products and solutions. With the most reliable x86 servers in the industry, as well as the best-selling brand of laptops in history, Lenovo truly is world-class. We've shipped more than 20M servers to 160+ markets, and work with over 2000 vetted suppliers.

Lenovo OEM solutions works across numerous verticals with some of the world's largest brands around the globe to help them go to market with their products and solutions built on a solid foundation of Lenovo technology. This is why you can depend on Lenovo to be your trusted OEM partner.

This should specify what the Innovation is right in the title.

This should specify what type of solution their target personas have, and what makes the Lenovo representatives trustworthy.

This paragraph should include citations to proof of these statements.

This should be specific about what verticals they are referring to, what are the largest brands referred to, and exactly what makes Lenovo a solid foundation.

# OEM: Key Issues

The screenshot shows a page titled "Features" with seven content blocks arranged in two rows. Red arrows point from the critique text on the right to specific parts of the page: the "Features" title, the "Product" title, the "Lifecycle" title, the "Logistics" title, the "Service and support" title, the "Security" title, and the bottom of the page.

**Features**

**Product**  
Lenovo OEM has the most comprehensive portfolio of products in the industry, including phones, tablets, PCs, laptops, storage, and servers.  
• Customize with your logo and corporate colors.  
• Embed or integrate Lenovo OEM products into your solutions.

**Lifecycle**  
Lenovo provides 5-year-long life availability for many products, and product transition management for predictive lifecycle stability. We help you plan for change and next generation products so you can stay focused on your business.

**Factory services**  
Lenovo's comprehensive factory services include software preloading & tracking, rack integration, full QA test/validation, and customizations. Several manufacturing locations optimizes costs with short SLAs.

**Logistics**  
With 160+ markets served by our global supply chain, you can trust Lenovo to ship anywhere. We'll provide you with logistics reporting and we'll perform supply management to ensure that your orders are filled and delivered—on time, without fail.

**Service and support**  
Lenovo offers transferable global warranty support, FRU management, and four levels of services, from Next Business Day to 2-hour response. We also offer Premier Support Services for OEM customers who desire exceptional "white glove" service.

**Hardware expertise**  
Integrating technology can be complicated. When you need a technology advisor, we are here to provide expert guidance for your PoCs and innovations based on best practices. For the last 30 years, Lenovo has led the way with our trailblazing designs.

**Security**  
Trust Lenovo to protect your business with security built-in to every facet of our design, manufacturing, logistics and delivery processes. This helps to prevent, detect, and recover from cyberattacks. See our infographic and Trifold for details.

Title should specify what features they are describing

These don't feel like features. Also all titles should lead or include with either a persona or value/benefit.

Interacting with the tablets and PCs CTAs lead you to broken pages and then causes the main page (the OEM page) freeze.

These don't feel like features. Also all titles should lead or include with either a persona or value/benefit.


The Trifold CTA leads you to a 404

Entire section missing a primary CTA.

# OEM: Key Issues

**Long life products**

ThinkSystem servers powered by Intel® Xeon® Scalable processors



**ThinkSystem SR630**  
Reliability and security, plus performance and flexibility for growth. Handles databases, virtualization and cloud, virtual desktop infrastructure, infrastructure security, systems management, enterprise applications, collaboration/email, streaming, web, and HPC.  
[Learn more >](#)

**ThinkSystem SR550**  
Reliability, management, and security, meet cost-optimized performance, storage capacity, and flexible I/O. Performs complex analytics on structured and unstructured data, speeds transactional systems, and powers through collaboration workloads.  
[Learn more >](#)

**ThinkSystem SR530**  
Offers a balance of processing power, expandability, and cost for small to large businesses. Can handle a wide range of workloads, such as IT infrastructure, collaboration, and entry cloud. Comprehensive systems management tools make deployment easier.  
[Learn more >](#)

**ThinkSystem SR650**  
Handles databases, virtualization and cloud, virtual desktop infrastructure, enterprise applications, collaboration/email, and business analytics. Provides outstanding uptime to keep business-critical applications and cloud deployments running.  
[Learn more >](#)

Title should specify what Long Life Products are

Names and images should link to the same page as the 'Learn More' hyperlink.

Title should include some sort of persona or benefit to help users understand which product might be right for them to start with.

Copy is much too technical, the names of the products take up too much space in the sentence, and the sentences are long and compounded. A user will not be able to understand this content.

Learn More ctas are repetitive, unclear, and not compelling.

They also bring you to a resource library, where the user needs to click into the solution brief. This is unnecessary friction when the link can just bring the user to the solution brief.

# OEM: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



### TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

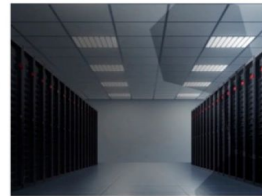
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# OEM: Key Issues

## Need more information?

Fill out this form so a Lenovo representative can contact you.

CONTACT US

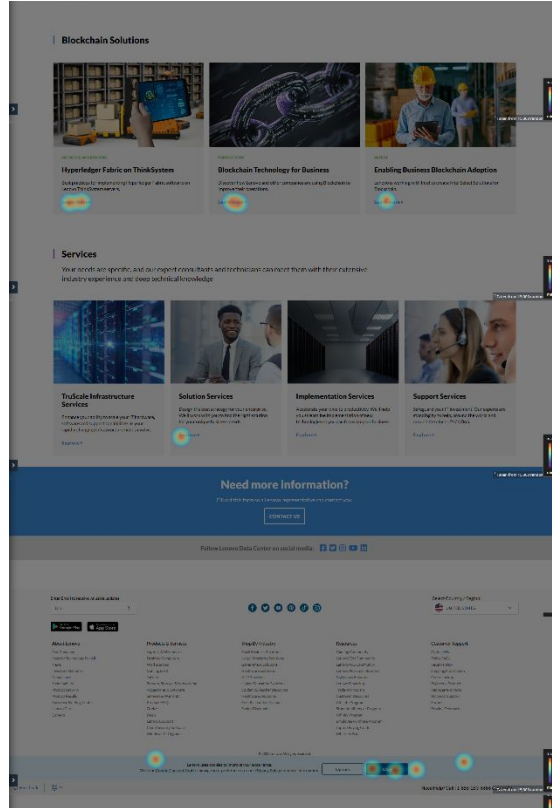
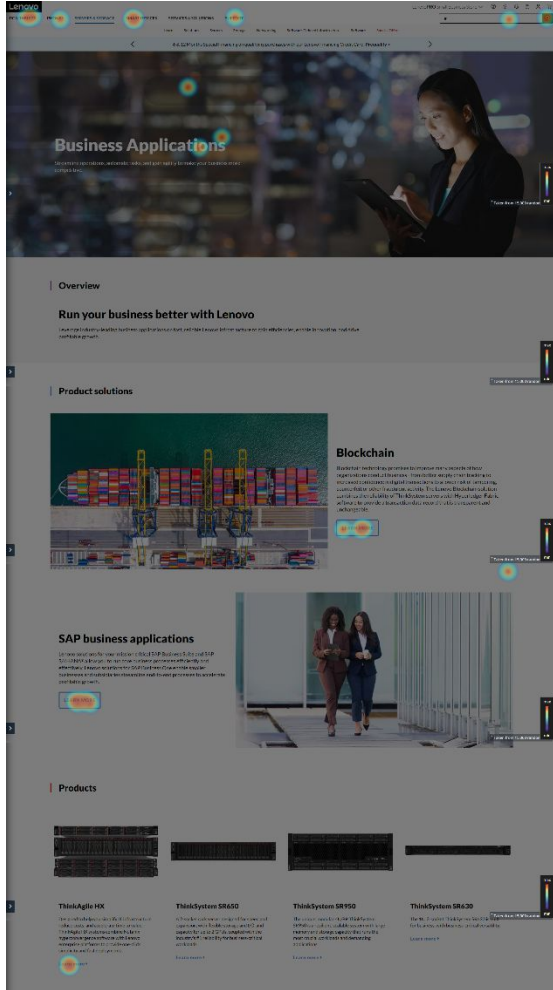
This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain points found.



# **Business Applications**

# Business Applications: User Behavior Data



Unique Visitors	790
Visits	872
Return Visits	278
Page Views	1,043
Bounce Rate	30.10%
Average Time on Site	00:00:30

**i** The bounce rate is considered good since it is within the [standard 26%-72%](#) rate range for sites, though higher than some of the other pages we've seen in this evaluation.

We can see from the heatmap that there is a decent amount of interaction in each section but the average time on site is quite low. This tells us that where they are being brought to from these links is not serving their use-case.

# Business Applications: Abbey Covert's IA Heuristics

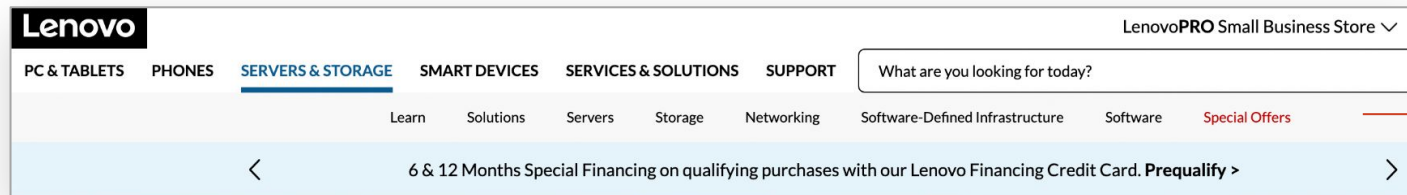
## Heuristic

## Score

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

<p><b>Findable:</b> Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?</p>	<p>[2] Major Problems</p>	<p><b>Credible:</b> Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?</p>	<p>[1] Minor Problems</p>
<p><b>Accessible:</b> Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?</p>	<p>[3] Broken Experience</p>	<p><b>Controllable:</b> Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?</p>	<p>[2] Major Problems</p>
<p><b>Clear:</b> Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?</p>	<p>[2] Major Problems</p>	<p><b>Valuable:</b> Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?</p>	<p>[2] Major Problems</p>
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<p><b>Useful:</b> Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?</p>	<p>[2] Major Problems</p>	<p><b>Delightfulness:</b> What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?</p>	<p>[3] Broken Experience</p>
<p><b>Average Heuristic Score</b></p>			<p>[2.1]</p>

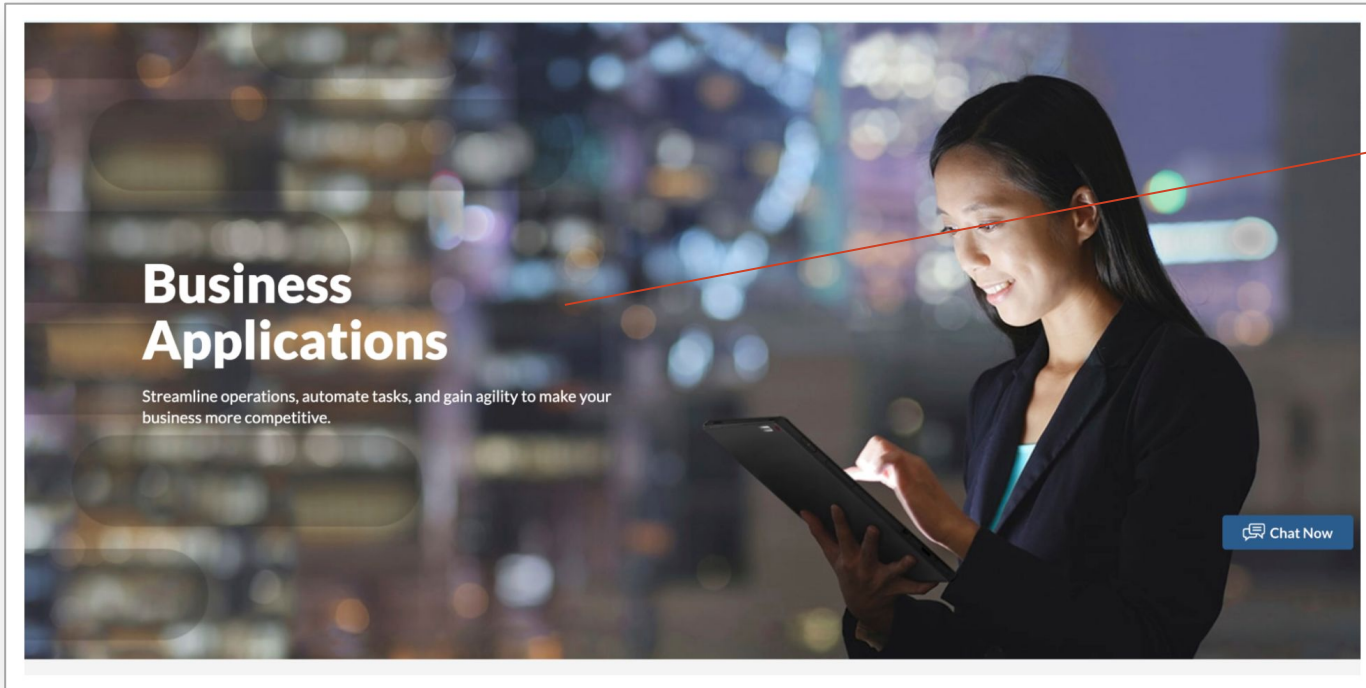
# Business Applications: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# Business Applications: Key Issues



Title should lead with the Page Name plus Value Add

Subheader is vague and nonspecific. Unclear how it streamlines, automates, or provides agility.

# Business Applications: Key Issues

## Overview

### Run your business better with Lenovo

Leverage industry-leading business applications on fast, reliable Lenovo infrastructure to gain efficiencies, enable innovation, and drive profitable growth.

Overview is a vague section title because it doesn't have a subject (overview of what?).

Overview is a vague section title because it doesn't have a subject (overview of what?).

This is a run-on sentence and contains too much non-specific information. There is no concrete value offered to the user by reading this.

# Business Applications: Key Issues

## Product solutions



### Blockchain

Blockchain technology promises to improve many aspects of how organizations conduct business - from better supply chain tracking to increased confidence in digital transactions to a lower risk of tampering, counterfeit or other fraudulent activity. The Lenovo Blockchain solution combines the reliability of ThinkSystem servers with Hyperledger Fabric software to provide a transaction data record that is transparent and unchangeable.

[LEARN MORE](#)

### SAP business applications

Lenovo solutions for your mission critical SAP Business Suite and SAP S/4HANA® allow you to run core business processes efficiently and effectively. Lenovo solutions for SAP Business One enable smaller businesses and subsidiaries streamline end-to-end processes to accelerate profitable growth.

[LEARN MORE](#)



Section titles should lead with the Product Name / Section Name plus the Value Lenovo is providing.

Language contains too much technical jargon. This is the space for Lenovo to reach potential customers who are more novice, but that is lost because the copy is difficult to understand and doesn't provide specific examples of the value that can be provided.


CTAs provides a broken experience for users. Blockchain Learn More CTAs bring you to the bottom of the page where a user can discover more links on the header topic. This doesn't provide any guidance to the user on where they should begin. It also doesn't feel natural to have the content not be all together.

By clicking on SAP Learn More CTA, it very jarringly opens up the SAP solutions page and anchors the user to the SAP solutions section. This is extremely disorienting and does more harm than good on the user's experience of the site.

Photos feel like generic stock images. Doesn't allow users to easily scan and find content on the page.

# Business Applications: Key Issues

**Products**



**ThinkAgile HX**  
Designed to help you simplify IT infrastructure, reduce costs, and accelerate time to value, ThinkAgile HX systems combine Nutanix hyperconvergence software with Lenovo enterprise platforms to provide one-click simplicity and fast deployments.  
[Learn more >](#)

**ThinkSystem SR650**  
A 2-socket rack server designed for speed and expansion, with flexible storage and I/O, and capacity for up to 2 GPUs, coupled with the industry's #1 reliability for business-critical workloads.  
[Learn more >](#)

**ThinkSystem SR950**  
The unique, modular 4U/8P ThinkSystem SR950 is a resilient, scalable system with large memory and storage capacity that runs the most crucial workloads and demanding applications.  
[Learn more >](#)

**ThinkSystem SR630**  
The 1U, 2-socket ThinkSystem SR630 is built for business, with business-critical versatility.  
[Learn more >](#)

Names and images should link to the same page as the 'Learn More' hyperlink.

Title should include some sort of persona or benefit to help users understand which product might be right for them to start with.

Copy is much too technical, the names of the products take up too much space in the sentence, and the sentences are long and compounded. A user will not be able to understand this content.

Learn More ctas are repetitive, unclear, and not compelling.

They also bring you to a resource library, where the user needs to click into the solution brief. This is unnecessary friction when the link can just bring the user to the solution brief.



# Business Applications: Key Issues

## Blockchain Solutions

**REFERENCE ARCHITECTURE**  
**Hyperledger Fabric on ThinkSystem**  
Best practices for implementing Hyperledger Fabric software on Lenovo ThinkSystem servers.  
[Learn more >](#)

**POINT OF VIEW**  
**Blockchain Technology for Business**  
Discover how Lenovo and other companies are using Blockchain to improve their operations.  
[Learn more >](#)

**ARTICLE**  
**Enabling Business Blockchain Adoption**  
Lenovo is working with Intel to create Intel Select Solutions for Blockchain.  
[Learn more >](#)

This content should exist alongside the Blockchain content above.

Images are generic and don't articulate the content in a significant way.

Learn More ctas are repetitive, unclear, and not compelling.

They also bring you to a resource library, where the user needs to click into the solution brief. This is unnecessary friction when the link can just bring the user to the solution brief.

This entire section is missing a primary CTA. What should the user be doing next?

# Business Applications: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



### TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

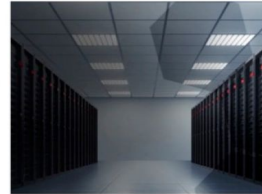
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

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CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# Business Applications: Key Issues

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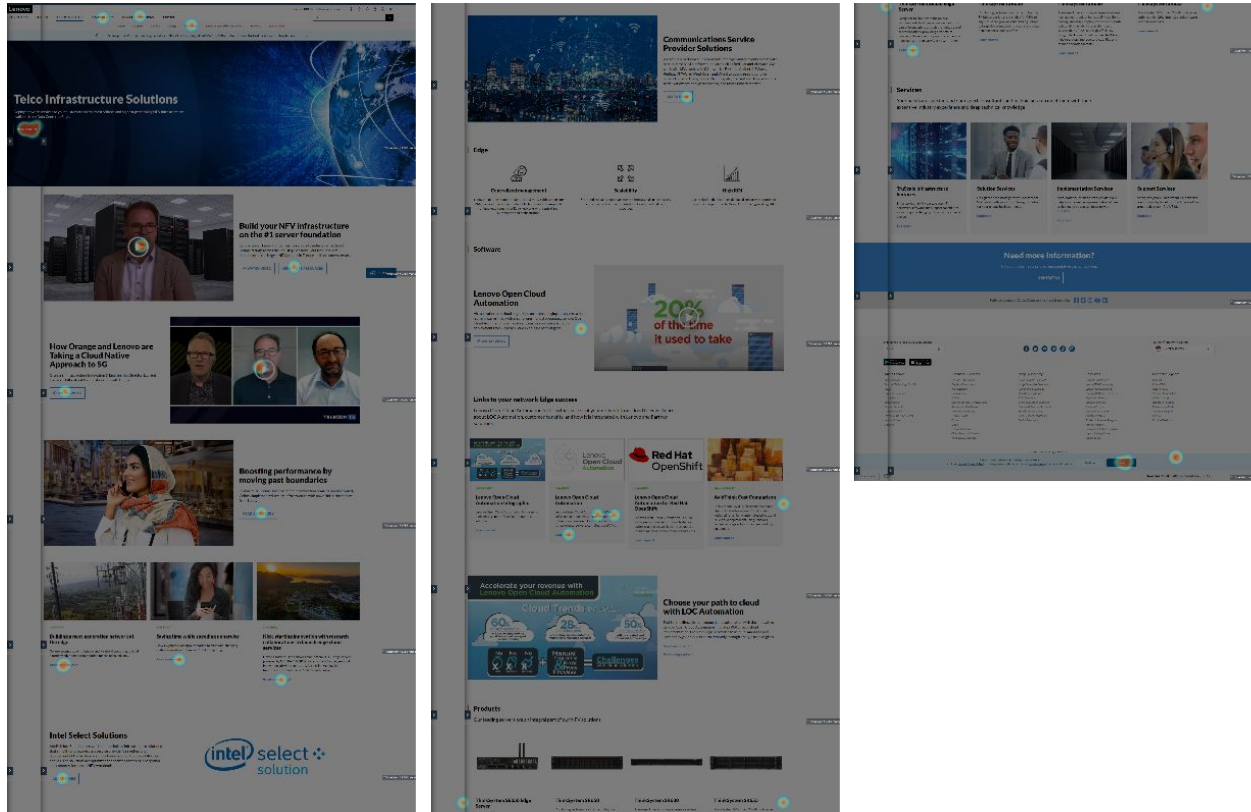
CONTACT US

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# Telco Infrastructure Solutions

# Telco Infrastructure Solutions: User Behavior Data



Unique Visitors	531
Visits	588
Return Visits	151
Page Views	750
Bounce Rate	24.74%
Average Time on Site	00:01:03

**i** The bounce rate is considered good since it is below the standard 26%-72% rate range for sites.

We can see from the heatmap that there is a healthy distribution across the page of interactions. This means that the CTAs that exist on the page need to be optimized as much as possible to ensure that users don't fall into a dead-end.

# Telco Infrastructure Solutions: Abbey Covert's IA Heuristics

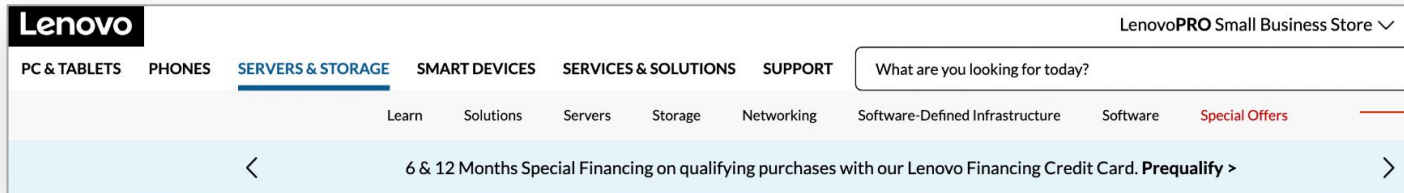
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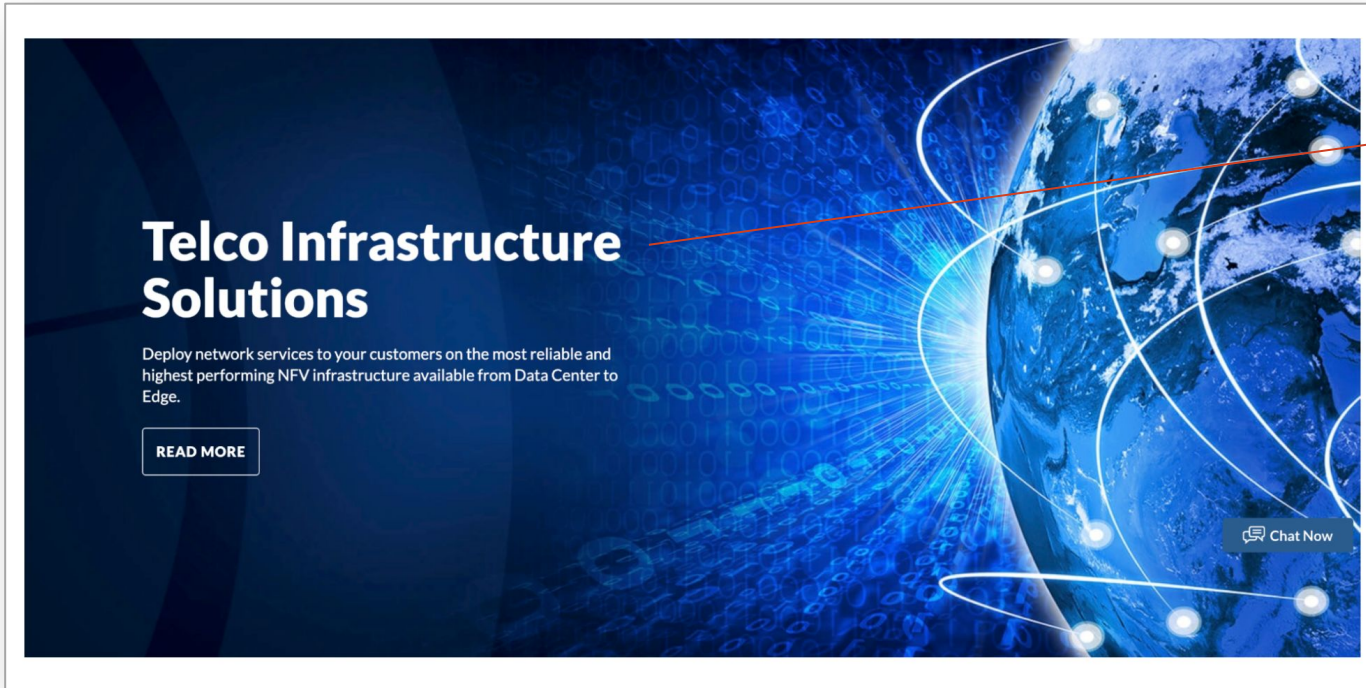
# Telco Infrastructure Solutions: Key Issues



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Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

# Telco Infrastructure Solutions: Key Issues



Title should lead with the Page Name plus Value Add

Subheader is vague and nonspecific. Doesn't define NFV. Unclear what types of customers they are speaking to.



# Telco Infrastructure Solutions: Key Issues

**Build your NFV infrastructure on the #1 server foundation**

Lenovo is well known for delivering servers to industry with the #1 uptime ratings across the industry. See how Deutsche Telekom implemented the largest NFV project in Europe - all on Lenovo servers.

[WATCH VIDEO](#) [VIEW MORE RESOURCES](#)

**How Orange and Lenovo are Taking a Cloud Native Approach to 5G**

Orange's Infrastructure Innovation & Engineering Director, Laurent Darricau, talks about the collaboration with Lenovo.

[WATCH VIDEO](#)

**Boosting performance by moving past boundaries**

To maximize uptime and ensure their connection remains uninterrupted, Cellnex implemented secure infrastructure with powerful performance from Lenovo.

[READ CASE STUDY](#)

NFV has still not yet been defined

The claim that Lenovo is #1 should have the appropriate citation to build trust.

This title is title case instead of sentence case like the other sections on the page

This image feels unrelated to both Lenovo's brand and the subject of the section's content.

The CTA doesn't open up the case study - it brings you to a resource page where then you have to click again to actually access the case study.

# Telco Infrastructure Solutions: Key Issues

The screenshot displays a webpage layout with three case study cards and an advertisement. Each case study card features a small image, a title, a brief description, and a 'Read case study' link. The Intel Select Solutions advertisement includes a logo and a 'LEARN MORE' button.

**Case Study 1:** Building a next-generation network at the edge. Cellnex teamed up with Lenovo and Nearby Computing to build a turnkey edge computing solution for the telco industry. [Read case study >](#)

**Case Study 2:** Saving time while speeding up service. How T-Systems is using automation to meet fast-changing customer needs with Lenovo Cloud Computing. [Read case study >](#)

**Case Study 3:** Kick-starting innovation with research collaborations to launch edge cloud services. How A1 Austria used Lenovo ThinkSystem SE350 edge servers, powered by NVIDIA T4 GPUs, to launch a 5G and edge cloud innovation lab with the BABEG Carinthian Agency for Investment Promotion and Public Shareholding. [Read case study >](#)

**Intel Select Solutions**  
Intel® Select Solutions are workload-optimized infrastructure solutions that simplify and accelerate a service provider's selection and deployment of the hardware and software needed to support 4G, 5G and IoT. The solutions are optimized for packet processing, encryption and compression-based NFV workloads. [LEARN MORE](#)

**intel select solution**

Image and title should link the case study

CTAs are repetitive and not compelling

This section feels out of place. There is no connection to how Intel Select Solution relates to the content above. Is this meant to help users choose the right configuration for them?

Stylistically, this feels like an advertisement and a user is likely to skip past it.

# Telco Infrastructure Solutions: Key Issues



## Communications Service Provider Solutions

We actively participate in worldwide interoperability events to test with best-in-class VIM platform suppliers such as Red Hat and VMware. We work with ISVs such as A10 Networks, Fortinet, Atrinet, NFWare, Redhat, VMware, Wind River, and WIZR to optimize solutions for network-ready deployments. We integrate, test and fine-tune solutions to deliver exceptional performance, and faster time to market.

[LEARN MORE](#)

## Edge



### Centralized management

Lenovo's solutions support Edge, IoT and MEC. With support for VMs, containers and bare metal, LOC Automation manages the unique requirements of Edge networks with centralized automation and orchestration.



### Scalability

Scale and manage your Edge network from a single pane of glass at the most efficient and centralized location with skilled resources.



### High ROI

Trust a solution that has been deployed and proven to provide the benefits of rapid Time-to-Value, OPEX savings and high ROI.

This image feels low quality, busy, and not professional.

A lot of jargon is used here, especially in the form of acronyms that are not defined. It also makes vague claims without specific examples of proof (ex: 'solutions to deliver exceptional performance').

It isn't clear to me if this is saying that this section is their competitive edge, or if Edge is referring to the specific product solution.

Contains more acronyms that aren't defined on the page

Section is missing a primary CTA


# Telco Infrastructure Solutions: Key Issues

**Software**

## Lenovo Open Cloud Automation

Virtualization and cloud migration can be challenging. It requires a steep learning curve filled with error-prone manual processes. Lenovo Open Cloud Automation seamlessly automates your infrastructure deployment from Edge to Cloud in a single pane of glass.

[WATCH VIDEO](#)



**Links to your network Edge success**

Lenovo Open Cloud Automation leads to the success of your network from cloud to Edge. Learn about LOC Automation, customer benefits, and how it is integrated with Lenovo and Partner solutions.

**Lenovo Open Cloud Automation Infographic**

Lenovo Open Cloud Automation Infographic highlighting some of the facts about this solution.

[Learn more >](#)

**Lenovo Open Cloud Automation**

Lenovo Open Cloud Automation (LOC-A) software solution helps to rapidly deploy, optimize and manage cloud infrastructure for bare metal servers, containers and VMs.

[Learn more](#)

**Lenovo Open Cloud Automation for Red Hat OpenShift**

Lenovo Open Cloud Automation (LOC-A) software solution helps to rapidly deploy, optimize and manage cloud infrastructure for bare metal servers, containers and VMs.

[Learn more >](#)

**AvidThink Cost Comparison**

In this report, AvidThink examines Lenovo Open Cloud automation (LOC-A) suite, designed for a highly automated private and NFV cloud deployment using Lenovo's servers, storage solutions and networking equipment.

[Learn more >](#)

This section needs to be more specific. There are a lot of solutions mentioned on this page already. What types of solutions will be found in this section?

This CTA feels redundant since the video that is linked here is shown right on the page next to it.

This title isn't clear to me.

This should specify the acronym (LOC) right after the first usage of it.

Titles and photos should also link to the same page as 'Learn More'

CTAs are repetitive and don't specify where the link will bring you.

# Telco Infrastructure Solutions: Key Issues

The infographic is divided into two main sections. The top section, titled 'Accelerate your revenue with Lenovo Open Cloud Automation', features a 'Cloud Trends by 2022' chart with three data points: 60% of organizations will use external service providers for cloud management, 28% of cloud projects will be created and provisioned at the edge, and 50% of managed data will be created and provisioned at the edge. Below this, it lists 'Challenges with cloud adoption' as 'No Manual Sequential Error Prone Process' and 'No Challenges with cloud adoption'. The bottom section, titled 'Choose your path to cloud with LOC Automation', describes end-to-end lifecycle management and automation, highlighting that ROI is improved and the Edge network can be managed remotely. Below the infographic is a 'Products' section with the heading 'Our leading servers are an integral part of our NFV solutions.' It lists four server models: ThinkSystem SE350 Edge Server, ThinkSystem SR650, ThinkSystem SR630, and ThinkSystem SR655. Each product has a small image, a brief description, and a 'Learn more' link.

Infographic is a little difficult to read and is not referenced in the actual copy.

This copy is written in the passive voice, where it should be written in the active voice and leading with the value.

Both CTAs don't open up the case study – it brings you to a resource page where then you have to click again to actually access the case study.

Names and images should link to the same page as the 'Learn More' hyperlink.

Title should include some sort of persona or benefit to help users understand which product might be right for them to start with.

Copy is much too technical, the names of the products take up too much space in the sentence, and the sentences are long and compounded. A user will not be able to understand this content.

Learn More ctas are repetitive, unclear, and not compelling.

They also bring you to a resource library, where the user needs to click into the solution brief. This is unnecessary friction when the link can just bring the user to the solution brief.

# Telco Infrastructure Solutions: Key Issues

## Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



### TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

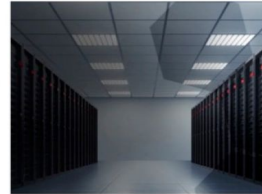
[Explore >](#)



### Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



### Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



### Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

# Telco Infrastructure Solutions: Key Issues

## Need more information?

Fill out this form so a Lenovo representative can contact you.

CONTACT US

This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain points found.

**Key Recommendations.**



# Key Recommendations

## What can be improved?

1. **The Story** – Pages lack the necessary details and context users are looking for to make sense of the content. Because of this, a user is left to determine on their own (a) if they are the right persona (b) which product or solution may be right for them and (c) what actions are available to them to take next.
2. **The Layout** – There is no easy way for a user to move between sections or discover new sections. Each section exists in a silo – with no connection to the other content on the page.
3. **The Imagery** – Most of the imagery used feels unrelated to the content and/or like stock-photos. Good, branded imagery can help illustrate Lenovo's ideas, draw attention from viewers and help with visual hierarchy. Good design and inspiring photography signal quality to users.
4. **The Language** – Copy is vague and sections don't clearly tie to each other. Titles and CTAs are repetitive and unclear. Excessive use of compound sentences and run-on sentences can be found. Messaging feels too generic and lacks brand personality.

## What's missing?

1. **The Navigation** – Where am I? How did I get here? What info can I find on the page? How can I find more like this? The typical navigation cues are missing.
2. **Specificity** – Tangible problems & solutions should be used to replace generalized statements. On most pages, Lenovo's differentiators are missing.
3. **Cross-page Consistency** – Page titles are not consistent across solution pages (i.e., some are just the page title and some are more value driven statements).
4. **ROI and Social Proof** – Pull out key statistics, client's logos, and/or customer quotes that show proof of success.
5. **Keywords** - Long tail keywords are missing from the page.

# Key Recommendations

## Recommendations

- Clearly and explicitly connect products and solutions to the use-cases, benefits, features, and success stories outlined in other sections of ISG's solution's pages.
- Consider reorganizing the content by persona or use-case, grouping together the product, solution, resources, and success stories relevant to one another.
- Articulate who the core persona is for each solutions page and for each individual product featured on the page.
- Add page navigation with jump-links to corresponding sections.
- Include a clear primary and secondary CTA for each page. You should be able to answer the question: *what is the content guiding the user to do next?*
- Simplify all copy by (a) leading with the product's value (b) writing in an active voice (this helps users imagine taking action with your product), and (c) reducing the amount of compound sentences.
- Update keywords for each page based on the recommendations found in the appendix.
- Update the hero copy of each page to be value-driven **and** include the page-title. This helps a user understand where they are, if this is where they should be, and gives a boost to SEO.

# Appendix

# **ADA Compliance Errors**

# Database: ADA Compliance Errors

<b>Total Issues Found</b>	<b>153</b>
<b>Critical</b>	<b>31</b>
<b>Serious</b>	<b>60</b>
<b>Moderate</b>	<b>47</b>
<b>Minor</b>	<b>8</b>

**Of the top 91 critical & serious issues, the 6 core drivers are:**

1. Focus indicator missing
2. Elements must only use allowed ARIA attributes
3. Certain ARIA roles must be contained by particular parents
4. Inaccessible by keyboard and no conforming alternate
5. Role: the element's role is missing or incorrect
6. Name: the element's role is missing or incorrect

[Documentation & Recommendations](#)

# DevOps: ADA Compliance Errors

<b>Total Issues Found</b>	<b>207</b>
<b>Critical</b>	<b>124</b>
<b>Serious</b>	<b>23</b>
<b>Moderate</b>	<b>47</b>
<b>Minor</b>	<b>6</b>

**Of the top 147 critical & serious issues, the 13 core drivers are:**

1. All page content should be contained by landmarks
2. Elements should not have tabindex greater than zero
3. Hidden or empty element receives focus
4. Elements must only use allowed ARIA attributes
5. Certain ARIA roles must be contained by particular parents
6. Elements must have sufficient color contrast
7. Links must have discernible text
8. ARIA role should be appropriate for the element
9. Links with the same name must have a similar purpose
10. New window launched when component receives focus
11. Inaccessible by keyboard and no conforming alternate
12. Role: The element's role is missing or incorrect
13. Decorative image has non-empty alt attribute

[Documentation & Recommendations](#)

# Intel Select Solutions: ADA Compliance Errors

<b>Total Issues Found</b>	<b>271</b>
<b>Critical</b>	<b>144</b>
<b>Serious</b>	<b>59</b>
<b>Moderate</b>	<b>50</b>
<b>Minor</b>	<b>6</b>

**Of the top 203 critical & serious issues, the 11 core drivers are:**

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Decorative image has non-empty alt attribute
4. Inaccessible by keyboard and no conforming alternate
5. Elements must have sufficient color contrast
6. Elements should not have tabindex greater than zero
7. Hidden or empty element receives focus
8. All page content should be contained by landmarks
9. Role: The element's role is missing or incorrect
10. Links with the same name must have a similar purpose
11. Heading does not describe content

[Documentation & Recommendations](#)

# OEM: ADA Compliance Errors

<b>Total Issues Found</b>	<b>132</b>
<b>Critical</b>	<b>35</b>
<b>Serious</b>	<b>31</b>
<b>Moderate</b>	<b>50</b>
<b>Minor</b>	<b>6</b>

**Of the top 66 critical & serious issues, the 13 core drivers are:**

1. All page content should be contained by landmarks
2. Elements must only use allowed ARIA attributes
3. Certain ARIA roles must be contained by particular parents
4. Focus indicator missing
5. Inaccessible actions by keyboard w/ no conforming alternate
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus
9. Aria role should be appropriate for the element
10. Links with the same name must have a similar purpose
11. New window launched when a component receives focus
12. Role: The element's role is missing or incorrect
13. Decorative image has non-empty alt attribute

[Documentation & Recommendations](#)



# Business Applications: ADA Compliance Errors

<b>Total Issues Found</b>	<b>210</b>
<b>Critical</b>	<b>118</b>
<b>Serious</b>	<b>27</b>
<b>Moderate</b>	<b>52</b>
<b>Minor</b>	<b>6</b>

**Of the top 177 critical & serious issues, the 11 core drivers are:**

1. All page content should be contained by landmarks
2. Elements must only use allowed ARIA attributes
3. Certain ARIA roles must be contained by particular parents
4. Inaccessible actions by keyboard w/ no conforming alternate
5. Elements must have sufficient color contrast
6. Elements should not have tabindex greater than zero
7. Hidden or empty element receives focus
8. Aria role should be appropriate for the element
9. Links with the same name must have a similar purpose
10. Role: The element's role is missing or incorrect
11. Decorative image has non-empty alt attribute

[Documentation & Recommendations](#)

# Telco Infrastructure Solutions: ADA Compliance Errors

<b>Total Issues Found</b>	<b>169</b>
<b>Critical</b>	<b>45</b>
<b>Serious</b>	<b>45</b>
<b>Moderate</b>	<b>60</b>
<b>Minor</b>	<b>6</b>

## Of the top 90 critical & serious issues, the 15 core drivers are:

1. All page content should be contained by landmarks
2. Elements must only use allowed ARIA attributes
3. Certain ARIA roles must be contained by particular parents
4. Focus indicator missing
5. Inaccessible actions by keyboard w/ no conforming alternate
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus
9. Aria role should be appropriate for the element
10. Links with the same name must have a similar purpose
11. Heading does not describe content
12. Role: The element's role is missing or incorrect
13. Decorative image has non-empty alt attribute
14. Frames must have an accessible name
15. Frames should be tested with axe-core

[Documentation & Recommendations](#)

# SEO Keyword Assessment

# Database: SEO Keywords

This page scored a 2 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *data base solution*
- *database solution*
- *solution database*
- *server for database*
- *solutions database*
- *database servers*
- *sql server solutions*
- *database solutions*
- *server database*
- *server.database*
- *database server software*
- *server database software*
- *what is database server*
- *database server sql*
- *server with database*
- *what is a database server*
- *sql database server*
- *media database solutions*
- *server and database*
- *small business database solutions*

# DevOps: SEO Keywords

This page scored a 2 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *devop solutions*
- *dev ops solution*
- *devops solution*
- *devops solutions*
- *xebialabs pricing*

# Intel Select Solutions: SEO Keywords

This page scored a 2 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *select solution*
- *intel select solutions*
- *intel solutions*
- *dcg intel*
- *select solutions*
- *intel dcg*
- *select solutions*
- *microsoft inte*
- *intel us*
- *microsoft intel*
- *ms select*
- *intel customer support*

# OEM: SEO Keywords

This page scored a 3 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *lenovo oem*
- *data showed that lenovo was the best performer among the top five pc vendors*
- *oem laptops*
- *oem customer*
- *oem servers*
- *oem solutions*
- *oem hardware pricelist*
- *lenovo solutions*
- *oem pc*
- *pc oem*
- *pc oems*
- *global oem*
- *oem 1 or*
- *oem laptop*
- *oem computers*
- *oem logo*
- *oem 1*
- *oem plus meaning*
- *oem server*
- *oem price*

# Business Applications: SEO Keywords

This page scored a 3 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *lenovo solutions*
- *applications solutions*
- *solutions applications*
- *business applications*
- *applications for business*
- *what is business applications*
- *what are business applications*
- *critical business applications*
- *k business solutions*



# Telco Infrastructure Solutions: SEO Keywords

This page scored a 3 out of 5 in our [keyword audit](#). In addition to backlinking & content refresh, our keyword recommendations are:

- *telco data us*
- *us telco database*
- *telco nfv*
- *nfv telco*
- *telecom data storage will soon in*
- *nfv solutions*
- *telco solution*
- *nfv telecom*
- *telecom data storage will soon be*
- *nfv in telecom*
- *telecom data storage will soon public*
- *telecom server*
- *telco network*
- *telco solutions*
- *telco providers*
- *telco stores coupons*
- *telco coupon*
- *nfv infrastructure*
- *nfv meaning*
- *tel co*

# Sources

# Sources

[Abby Covert IA Heuristics](#)

[Hotjar](#)

[Hubspot](#)

[axe Dev Tools](#)

Qualtrics Study 2021

Adobe Analytics

# Sources

<b>Database</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>
<b>DevOps</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>
<b>Intel Select Solutions</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>
<b>OEM</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>
<b>Business Applications</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>
<b>Telco Infrastructure Solutions</b>	<a href="#">Heuristic Score Sheet</a>	<a href="#">SEO Score Sheet</a>	<a href="#">Heatmap</a>	<a href="#">ADA Report</a>	<a href="#">Adobe Analytics</a>

Smarter  
technology  
for all

Lenovo

thanks.