

Smarter technology for all

IA Audit: Servers & Storage Solution Pages

Storage Solutions, High Performance Computing, Backup and Disaster Recovery, Big Data Analytics, Client Virtualization & Infrastructure, and Cloud Service Provider

Rivers Agency

Lenovo

Table of Contents

Introduction	Solution Pages	Key Recommendations	Appendix
3 Project Background	18 Storage Solutions	88 Key Recommendations	91 ADA Assessment
4 Audit Activities	32 High Performance Computing		98 SEO Keyword Assessment
6 Scoring	42 Backup and Disaster Recovery		106 Source Documents
7 Best-In-Class	54 Big Data Analytics		
	65 Client Virtualization & Infrastructure		
	78 Cloud Service Provider		

Project Background

About the Project

The sequel to our IA Content Audit delivered January 2022. This report includes an analysis of the Information Architecture, Content Quality, and additional learnings. The pages 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>Findable: 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>Credible: 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>Accessible: 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>Controllable: 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>Clear: 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>Valuable: 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>Communicative: 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>Learnable: 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>Useful: 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>Delightfulness: 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>Average Heuristic Score</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
- Uses 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

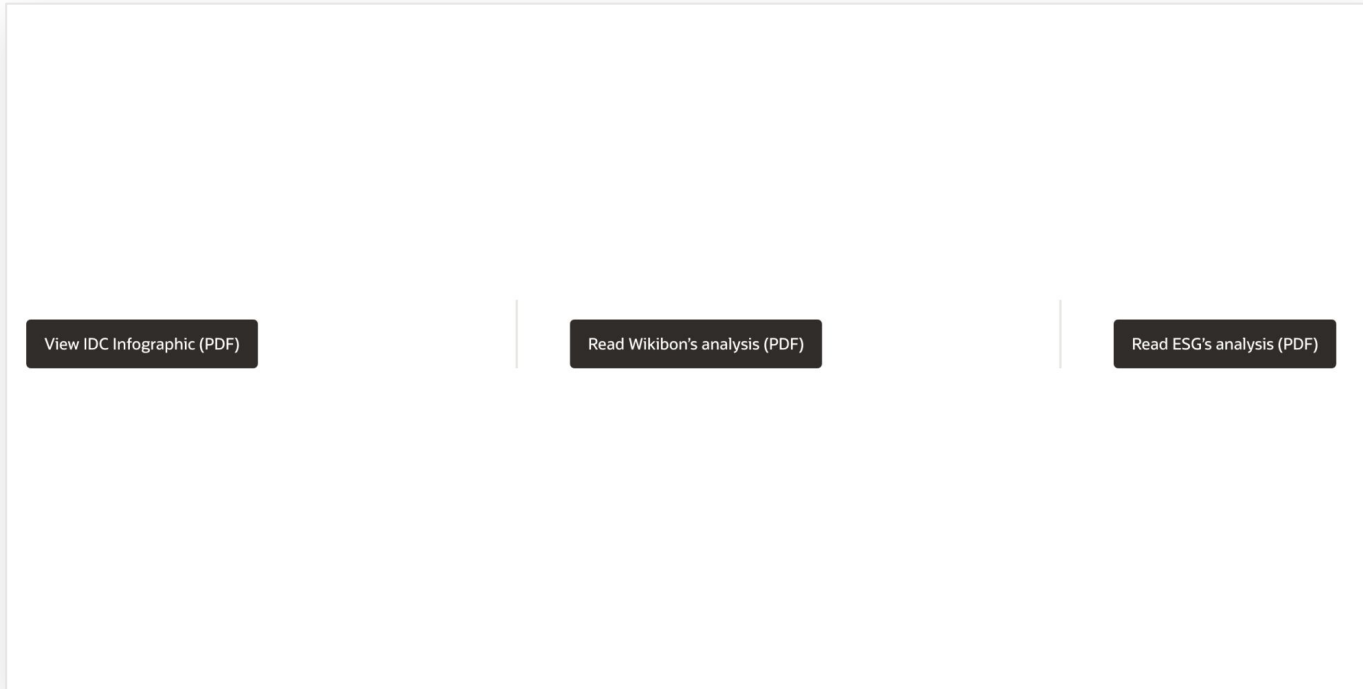


ORACLE

Overview.

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

Solution Pages: Best-in-Class Examples



ORACLE

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 \(PDF\)](#)

ORACLE

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 benefits. 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

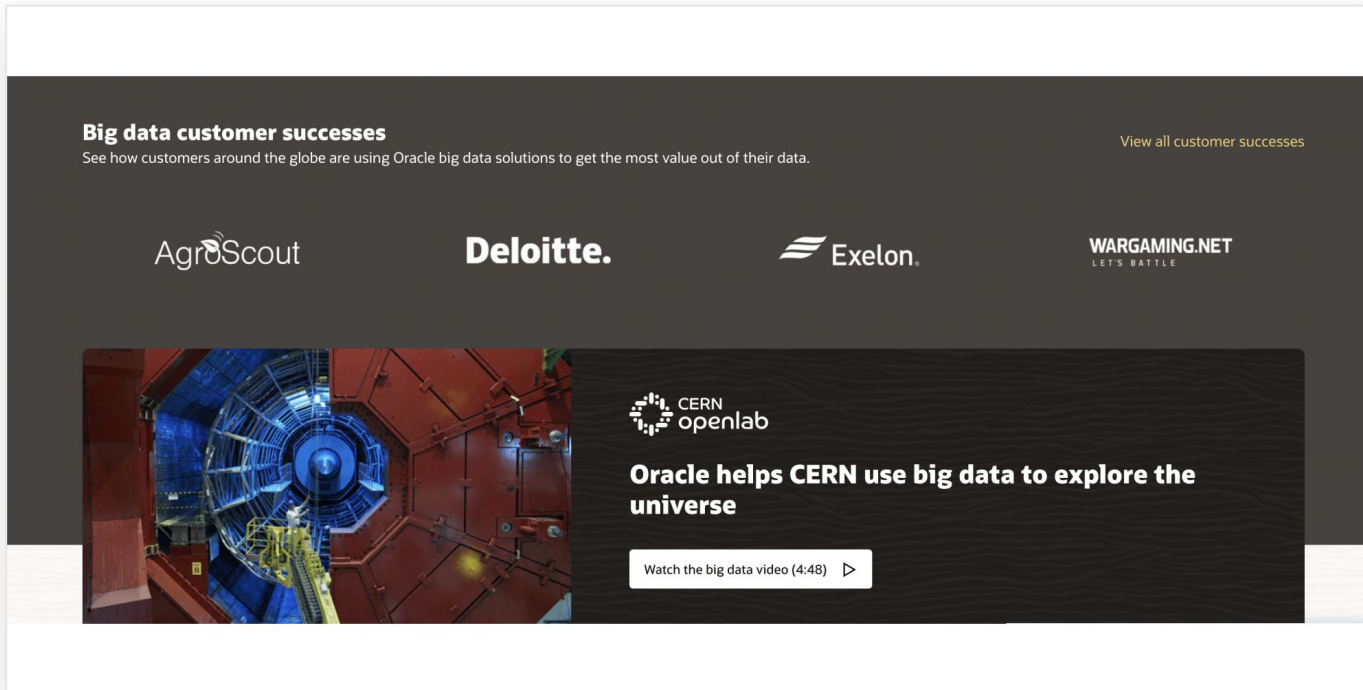
- Continuous protection reduces potential data loss to less than a second by protecting database changes as they occur
- Incremental-forever backups accelerate Oracle Database protection by up to 50X
- Recoveries using virtual full backups of Oracle databases run up to 8X faster
- RMAN integration protects 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

ORACLE

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



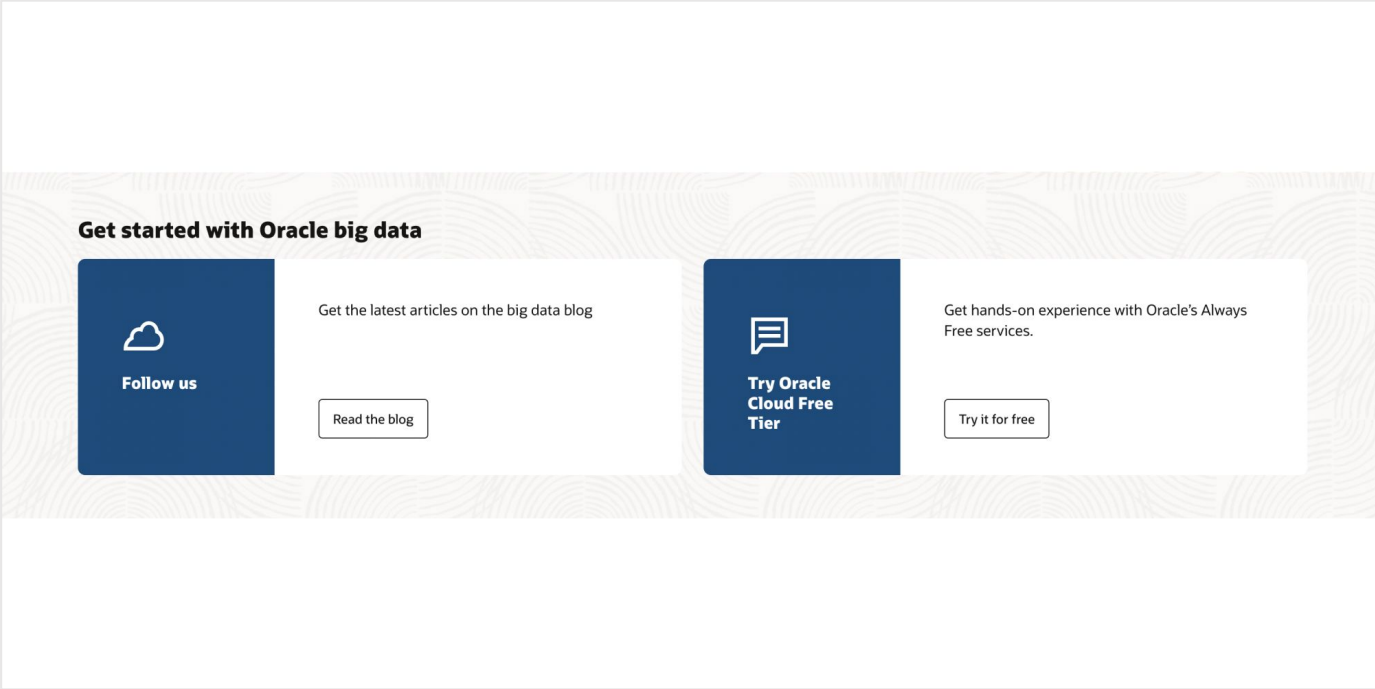
ORACLE

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

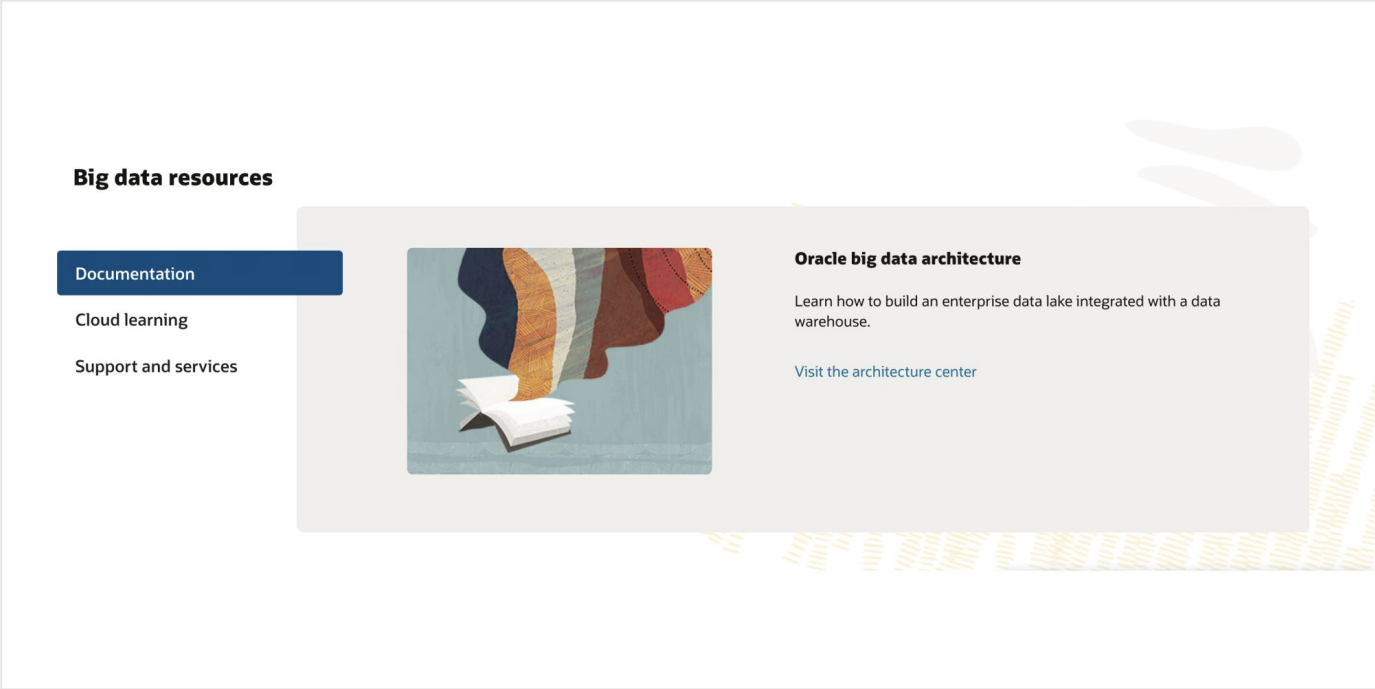


ORACLE

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

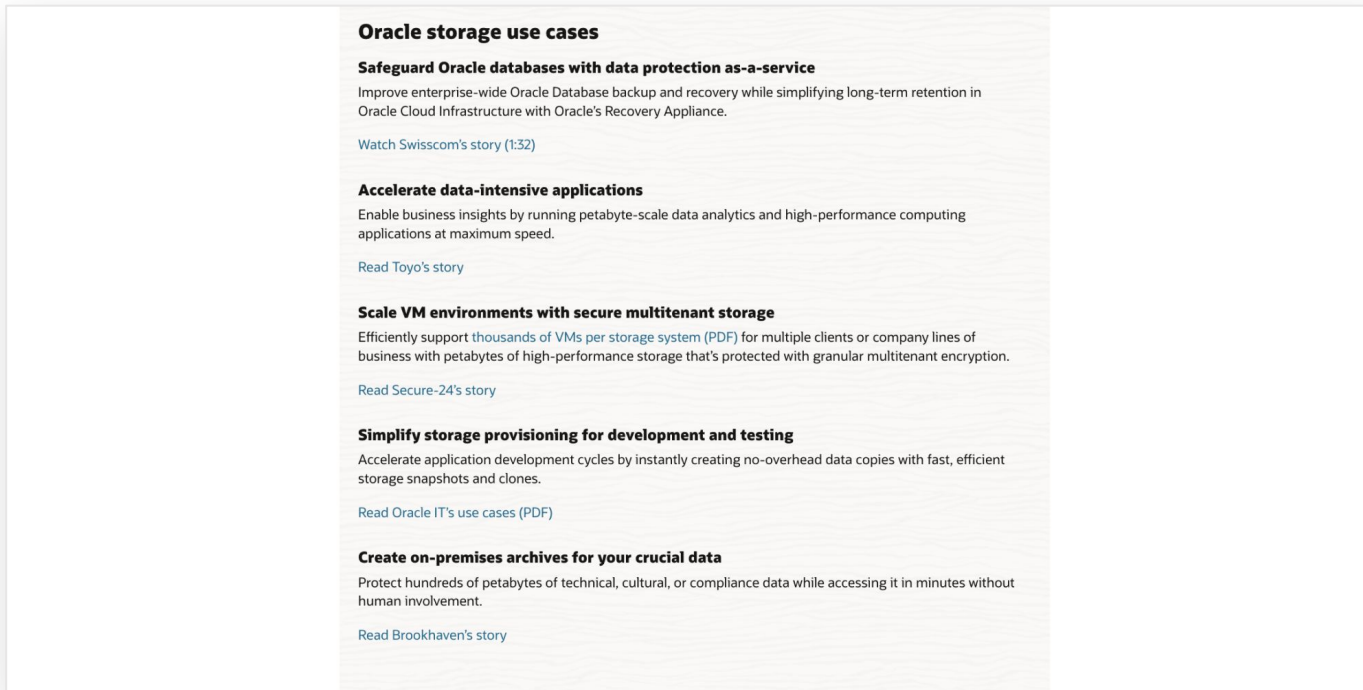


ORACLE

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 brief 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 \(PDF\)](#)

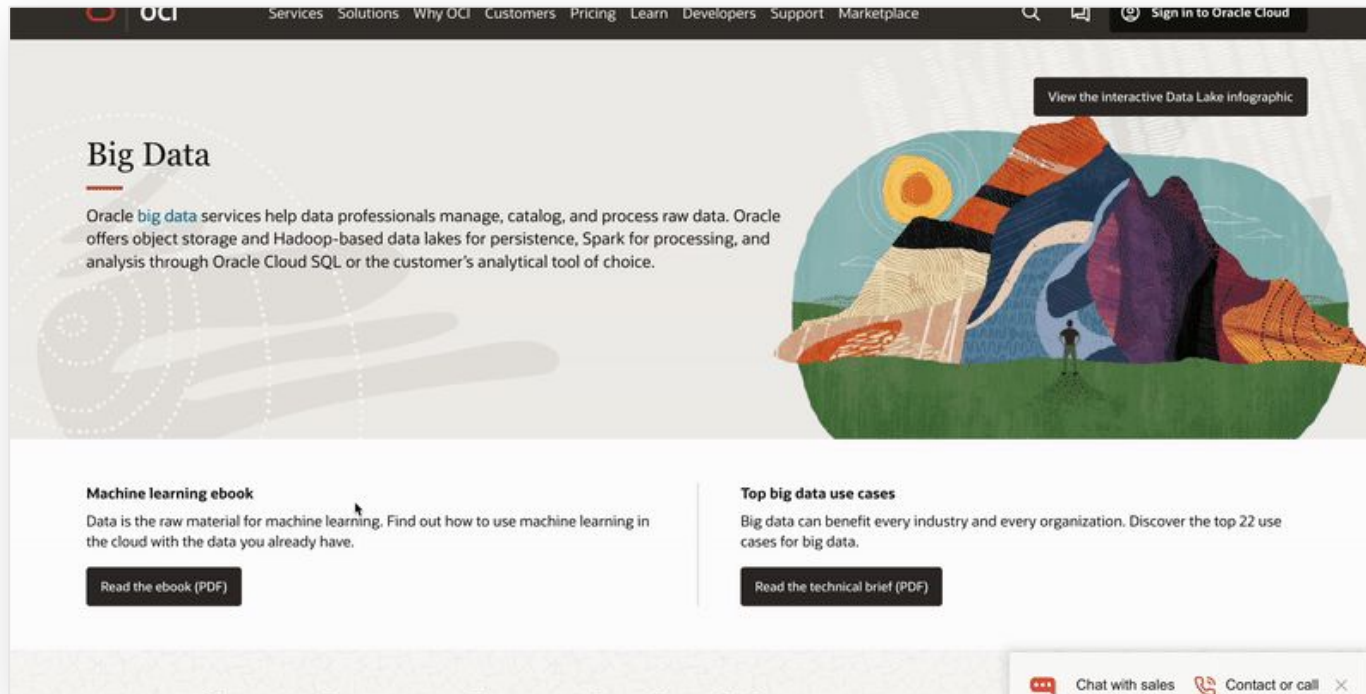
Create on-premises archives for your crucial data
Protect hundreds of petabytes of technical, cultural, or compliance data while accessing it in minutes without human involvement.
[Read Brookhaven's story](#)

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

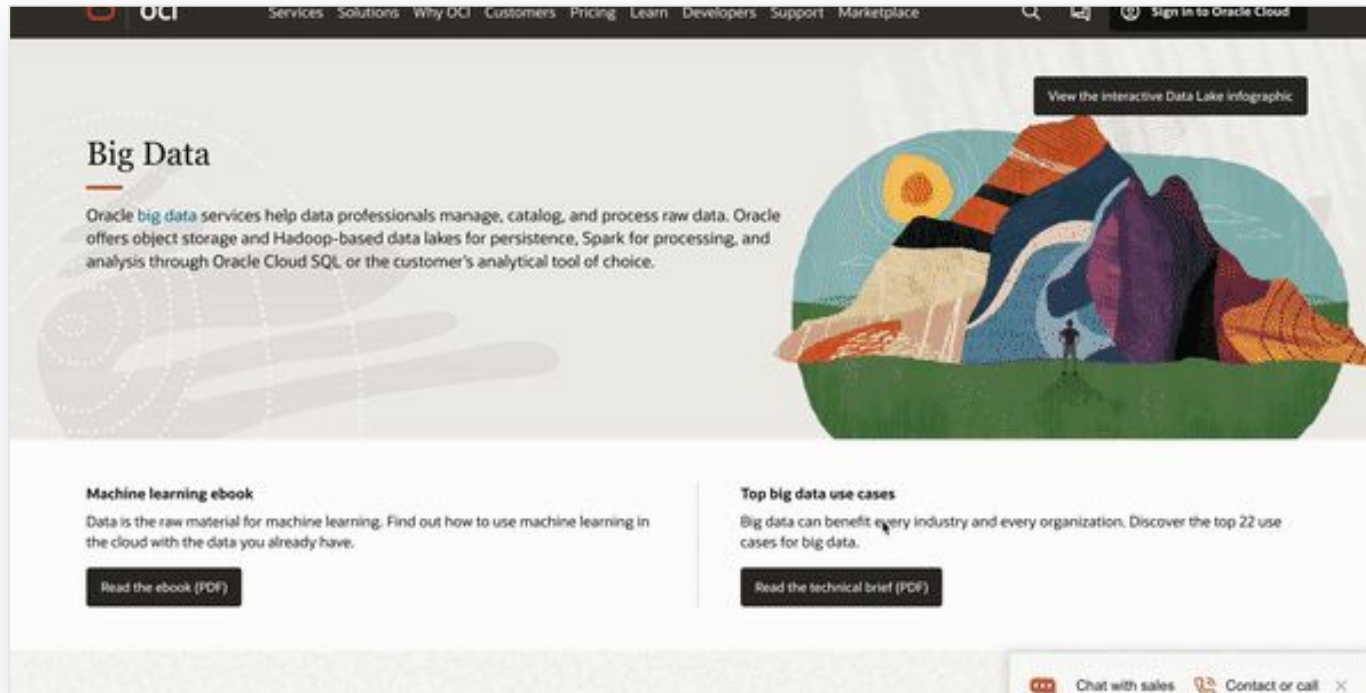


ORACLE

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



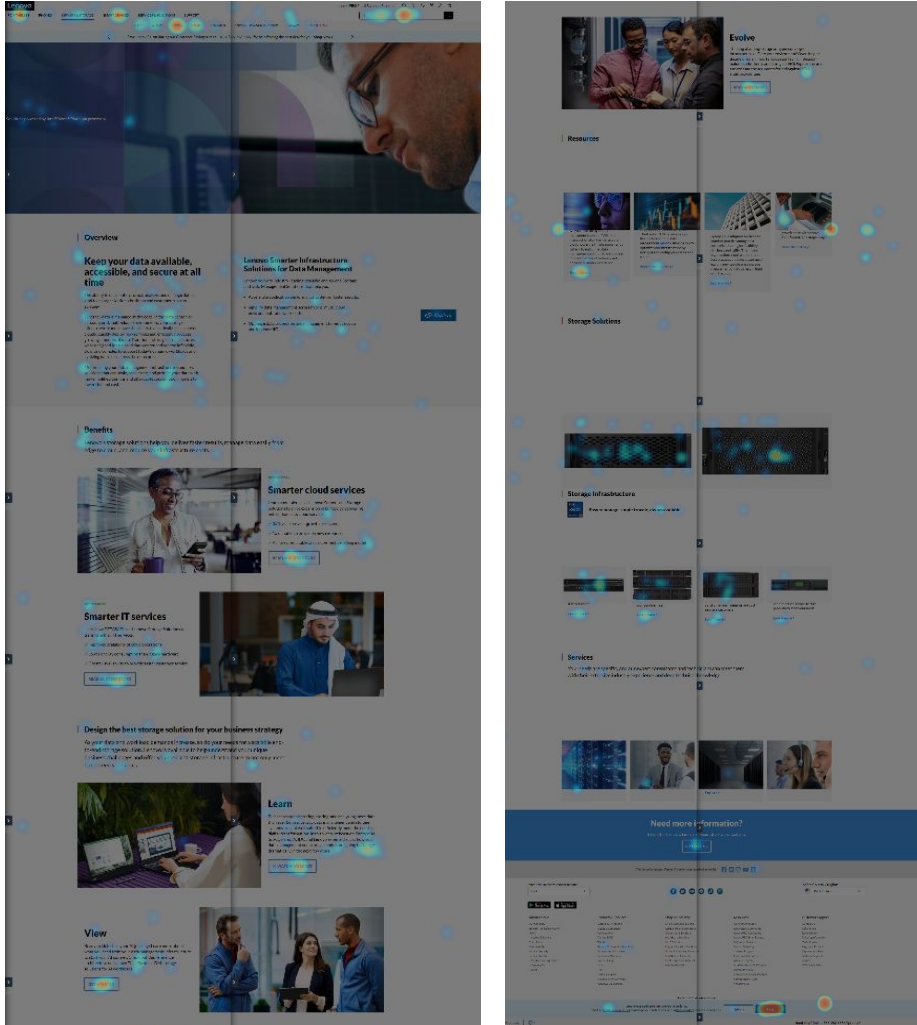
ORACLE

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.

Storage Solutions

Storage Solutions: User Behavior Data



Unique Visitors	1,132
Visits	1,257
Return Visits	523
Page Views	1,575
Bounce Rate	22.70%
Average Time on Site	00:00:47

i The bounce rate is considered good since it is below the [standard 26%-72%](#) rate range for sites. However, the site time is under 1 minute, which indicates that they are not finding the page, or the site, useful.

We can also observe that users are primarily engaging with the navigational components (header, footer, and carousel scroll). This indicates that they are actively searching for a piece of content that they are not easily discovering.

Storage Solutions: Abbey Covert's IA Heuristics

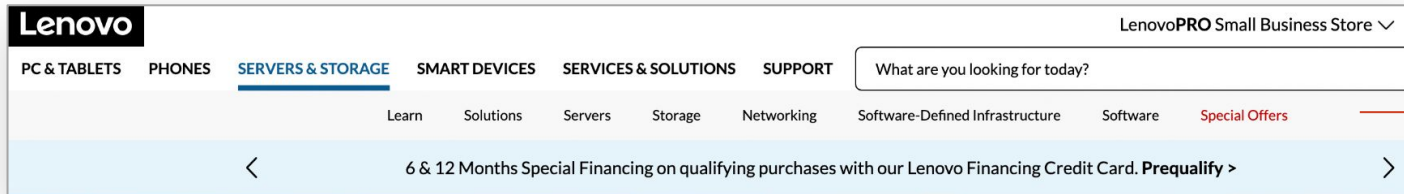
Heuristic

Score

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

<p>Findable: 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>Credible: 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>
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<p>Clear: 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>Valuable: 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>Communicative: 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>Learnable: 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>Useful: 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>Delightfulness: 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>Average Heuristic Score</p>			<p>[2.1]</p>

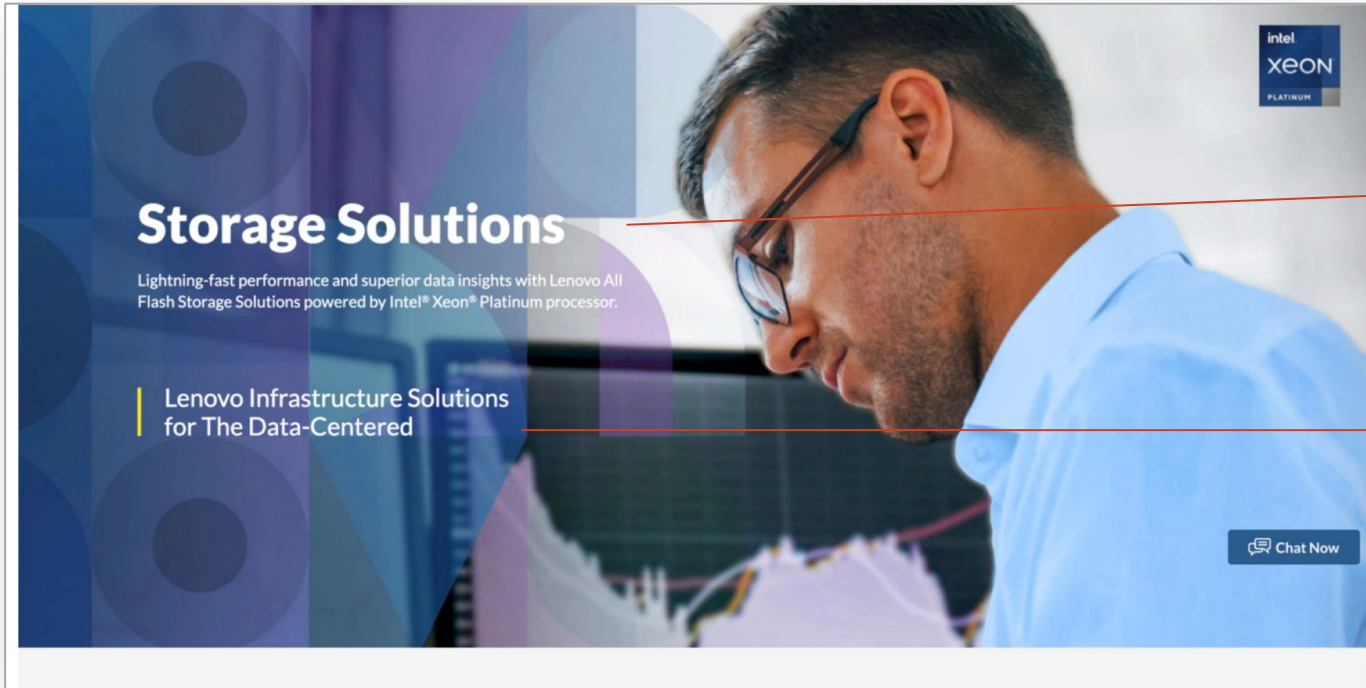
Storage Solutions: Key Issues



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.

Storage Solutions: Key Issues



Title of the page is not specific. Lenovo has many storage solution types, as evidenced by the drop-down on the second level navigation bar. It also doesn't reflect what is in the URL slug.

The persona is not clearly defined here. Specifying 'The Data-Centered' doesn't help the user determine if they are the target audience and therefore if this solution is right for them.

Storage Solutions: Key Issues

Overview

Keep your data available, accessible, and secure at all time

The ability to distribute, protect, analyze, and manage data is vital to an organization's business and customer success strategy.

Whether data is managed at the edge, in the data center, or across hybrid, multi-cloud environments, your storage infrastructure must have the ability to elastically scale across clouds, quickly deploy new services and efficiently process growing amounts of data. Traditional storage infrastructures were designed for a closed data center and are too inflexible, slow, and complex to support today's dynamic workloads and evolving data sets across the enterprise.

Modernizing your data management infrastructure requires solutions that can scale, accelerate, and protect your data with new simplified designs and affordable consumption models to lower risk and cost.

Lenovo Smarter Infrastructure Solutions for Data Management

Lenovo delivers industry-leading, scalable end-to-end Storage and Data Management Solutions that help you:

- Accelerate application performance to deliver faster results.
- Simplify data management across hybrid, multi-cloud environments and workloads.
- Optimize data protection and management to reduce costs and increase ROI.

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used.

Ex: *“Whether data is managed at the edge, in the data center, or across hybrid, multi-cloud environments, your storage infrastructure must have the ability to elastically scale across clouds, quickly deploy new services and efficiently process growing amounts of data.”*

Storage Solutions: Key Issues

Benefits

Lenovo's storage solutions help you deliver faster results, manage data easily from edge to cloud, and reduce your infrastructure costs.



SUCCESS STORY

Smarter cloud services

Learn how Jolera used Lenovo Servers and Storage Solutions to drive expansion in Europe by delivering enterprise-class cloud services.

- ✓ 25% year-on-year growth predicted
- ✓ 15 minutes to provision new resources
- ✓ A more predictable and cost-effective billing model

[READ SUCCESS STORY](#)

SUCCESS STORY

Smarter IT services

Learn how DETASAD used Lenovo Storage Solutions to transform their IT services.

- ✓ Improved scalability of cloud operations
- ✓ Lower energy consumption than legacy hardware
- ✓ Greater availability to provide faster customer service

[READ SUCCESS STORY](#)



Benefits is too generic of a section title.

These benefits should be more clearly highlighted in the following paragraphs.

Smarter ___ Services isn't a clear enough title for a benefit. What makes it smarter?

CTAs are not clear on where they will take you.

Image is generic and doesn't help articulate the content in anyway.

This entire section is missing a primary CTA. What does Lenovo want the user to do with this information?

Storage Solutions: Key Issues

Design the best storage solution for your business strategy

As your data and workload demands increase, so do your needs for a scalable end-to-end storage solution. Lenovo is available to help understand your unique business challenges and offer you the right storage infrastructure to not only meet but exceed your goals.



Learn

Businesses are capturing, storing, and analyzing more data than ever before. Legacy data management and storage systems are not well suited to efficiently meet the needs of digital transformation. In this video webcast on Enterprise Storage Trends, IDC and Lenovo experts discuss how your data management and storage models are going to change dramatically in the next few years.

WATCH WEBCAST

View

Ready to kick-start your AI journey? Learn more about what you need from your data management infrastructure to start your AI journey. Check out this reference architecture on Lenovo ThinkSystem D44 storage solutions for AI workloads.

GET STARTED



Evolve

Thinking of adding storage or hyper-converged infrastructure (HCI) to your environment? Over the past decade or so, an important question facing IT decision-makers is whether to add storage or HCI. Explore the pros and cons and the arguments for and against HCI vs. traditional storage.

READ WHITEPAPER

Section is missing a primary CTA that correlates with this designing a storage solution for their business strategy.

Titles are too generic: *Learn, View, Evolve*. It is unclear how these titles relate to the section title.

Image is generic and doesn't help articulate the content in anyway.

Content is signaling the user is ready to take action ("ready to kick start your ai journey?") but the actual action of this section is to is simply 'learn more', which is considered a passive CTA.

CTA is signaling the user is ready to take the next step ("get started") but only brings the user to a reference architecture page, without clear next steps on how they would actually move forward with the product/service.

Storage Solutions: Key Issues

Resources



WHITEPAPER

Unified cloud-enabling approach to data management

Do you have the right data management solution? With the introduction of all flash arrays and cloud, now is the time to implement a full end to end unified data management solution. Drive business improvements and resiliency and enhance customer experience.

[Read more >](#)



WEBINAR

Hybrid cloud data management briefing

Many businesses are transitioning their data to the cloud. Lenovo's ThinkSystem DM Series gives you flexible hybrid cloud data management options, allowing you to optimize your infrastructure by tiering or replicating your data to the cloud.

[Watch the briefing >](#)



WHITEPAPER

Efficient data management in the era of pervasive hybrid cloud

Hybrid cloud adoption has become standard practice among most enterprises looking for flexibility, efficiency and agility. This means organizations need to understand best practices and take advantage of exciting new tools to ensure proper management of data at rest, in flight or in the cloud.

[Learn more >](#)



CASE STUDY

Libra Internet Bank

Learn how this innovative bank delivers high-quality digital banking services during a rapid business growth phase with Lenovo ThinkSystem DE storage arrays.

[Read their story >](#)

This feels like wrap-up content, with resources to continue learning more, and therefore should appear at the bottom of the page to give real estate to primary content.

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

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

Storage Solutions: Key Issues

Storage Solutions



Unified Storage

Optimize, accelerate and consolidate your environment with SAN and NAS in one system.

[Learn about ThinkSystem DM Series Hybrid Flash Array >](#)

[Learn about ThinkSystem DM Series All-Flash Array >](#)



Storage-Area Network

All-flash and hybrid-flash arrays deliver the perfect combination of performance and economics to handle your most important data.

[Learn about ThinkSystem DE Series Hybrid Flash Array >](#)

[Learn about ThinkSystem DE Series All-Flash Array >](#)

This feels like it is the primary content of the page, as it's the specific storage solutions, however it is hidden at the bottom of the page.

These solutions don't clearly connect back to the information, benefits, and success stories outlined in the top half of the page.

Storage Solutions: Key Issues

Storage Infrastructure



Easy to manage, simple to scale, always available



Storage Networking

Easy-to-use, affordable storage-area network (SAN) storage with advanced capabilities to integrate into your existing infrastructure or start a new one.

[Learn more >](#)



Hyperconverged Infrastructure

ThinkAgile solutions simplify IT infrastructure and accelerate time to value, freeing you to focus on your core business.

[Learn more >](#)



Direct-Attached Storage

JBODs and expansion units provide flexible, cost-effective, high-capacity storage. Ideal for space constrained environments and cost-sensitive customers.

[Learn more >](#)



Tape Storage

Tape technology is one of the most energy-efficient, secure, and portable long-term data storage solutions available. Lenovo offers a wide selection of tape storage products to meet your needs.

[Learn more >](#)

This feels like it is the primary content of the page, as it's the specific storage solutions, however it is hidden at the bottom of the page.

These solutions don't clearly connect back to the information, benefits, and success stories outlined in the top half of the page.

Should also include hyperlinks on the image and title to bring you to the same page as where the 'Learn More' brings you.

Repeating CTAs that don't help a user understand where the link will bring them.

Storage 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.

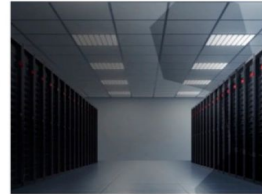
[Explore >](#)



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.

Storage Solutions: Key Issues

Need more information?

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

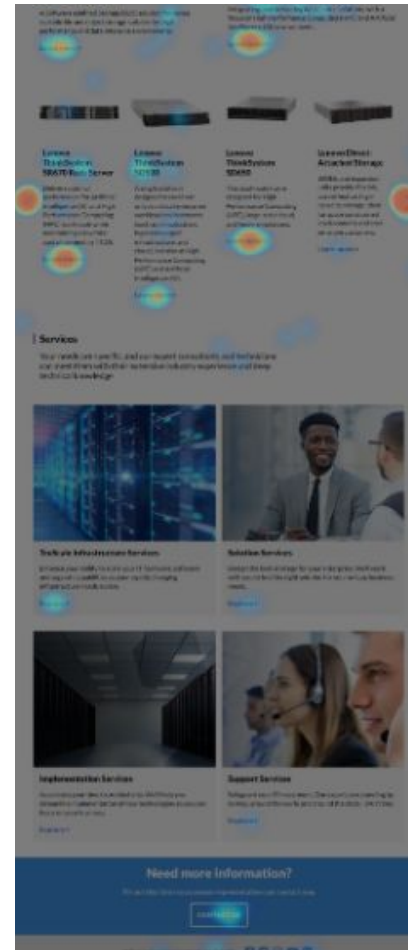
CONTACT US

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.

**High Performance
Computing (HPC).**

HPC: User Behavior Data



Unique Visitors	1,285
Visits	1,503
Return Visits	658
Page Views	1,963
Bounce Rate	26.00%
Average Time on Site	00:00:49

i The bounce rate is considered good since it is within the [standard 26%-72%](#) rate range for sites. However, the site time is under 1 minute, which indicates that they are not finding the page, or the site, useful.

We can also observe from the heatmap that the content users are most engaged with is found near the middle/end of the page. Unsurprisingly, the hottest area of the page are the specific products and solutions.

HPC: Abbey Covert's IA Heuristics

Heuristic

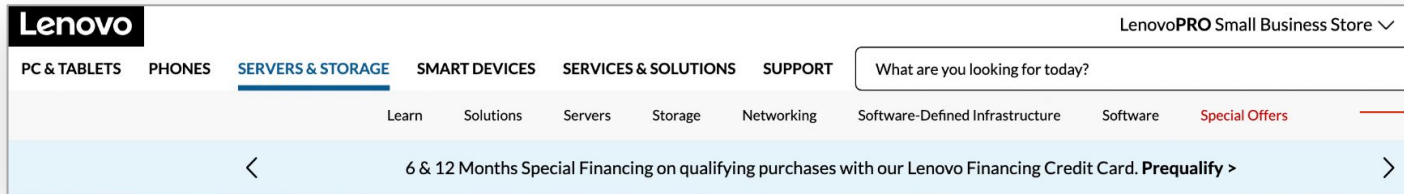
Score

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

<p>Findable: 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>Accessible: 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>Clear: 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>Communicative: 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>Useful: 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>Credible: 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>Controllable: 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>Valuable: 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>Learnable: 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>Delightfulness: 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>Average Heuristic Score</p>	<p>[2.1]</p>

HPC: 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.

HPC: Content Assessment

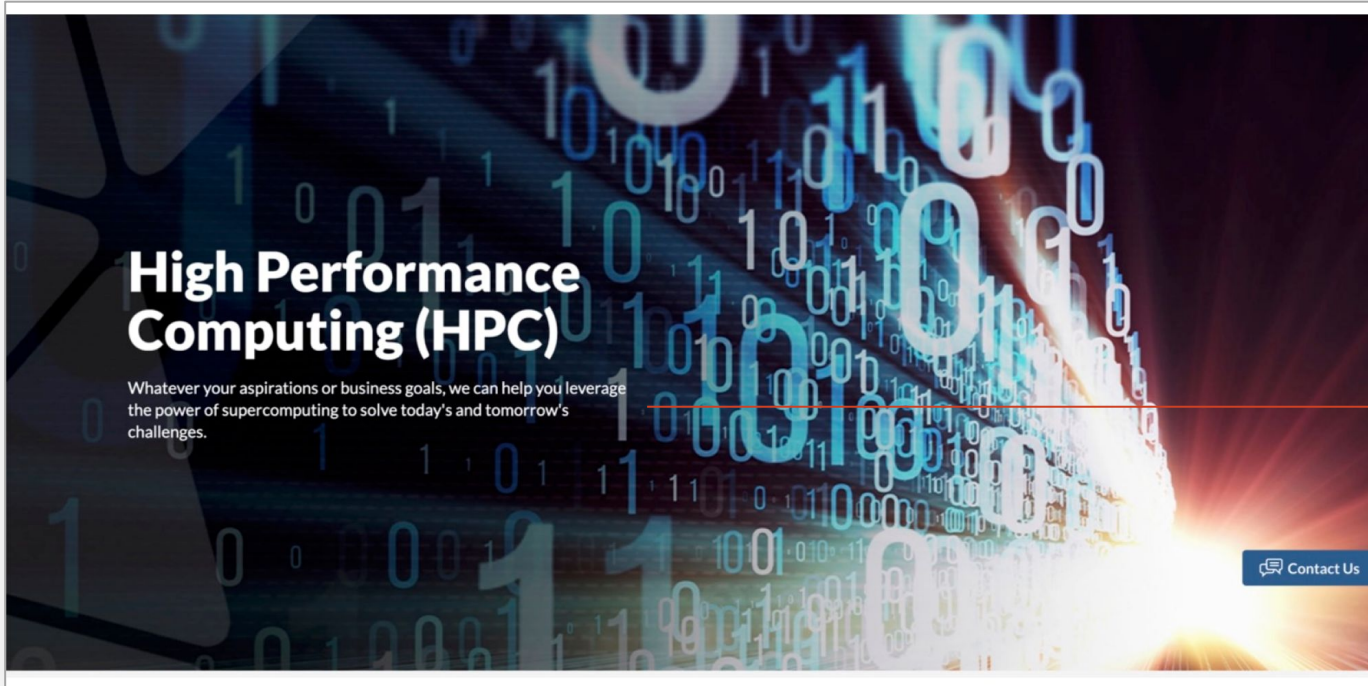


Image is generic and doesn't help articulate the content in anyway.

The hero copy is generic and doesn't specify what kinds of business goals or problems Lenovo's specific supercomputing solutions will solve – or how.

HPC: Content Assessment

Overview

Solving humanity's greatest challenges with HPC

Breakthroughs in computing systems have made it possible to tackle immense obstacles in simulation. We're advancing our understanding of the world and universe at an exponential rate.

We're using supercomputers everywhere - from car and airplane design, oil field exploration, financial risk assessment, genome mapping to weather forecasting and essential research.

According to the Top500.org, we're the number-one supercomputer provider - including of some of the most sophisticated supercomputers in the world. With industry leading technology and global HPC architects and experts, we take a customer-centric approach to provide the HPC solutions that best meet your needs.

The most trusted data center provider

- Number-one Supercomputer provider in the world according to Top500.org
- Award winning HPC solutions including ISC Vendor Showdown and multiple HPCWire Awards
- #1 in reliability for x86 and a leader in performance benchmarks

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains too much grandiose language that make it difficult for a user to connect to their actual use-case(s). *Ex. immense obstacles in simulation, understanding the world and universe at an exponential rate.*

The content makes it sound like it is simply describing HPC, and not Lenovo's differentiators from their competitors.

Top500.org is cited a few times, and generic statements like #1 in reliability, without there being any links to sources or citations.

HPC: Content Assessment

Features

We meet your organization right where you are, to provide exactly what you need to reach and exceed your business goals.

Customer-centric approach

Your business has unique needs and requirements. Instead of a one-size-fits-all approach, we tailor HPC solutions to your workload, workflow, and workforce. And with [Lenovo Scalable Infrastructure \(LSI\)](#), we deliver custom rack-level solutions, too.

From Exascale to Everyscale™

As the global leader in High Performance Computing, Lenovo is working closely with key industry partners to develop, integrate, and deploy the technologies of exascale-level computing to organizations of all sizes.

Leading the industry in sustainable supercomputing

Our holistic approach to energy efficiency encompasses hardware, software, and infrastructure. With our processes, you can save up to 40% energy compared to a traditional air-cooled data center.

Solutions

Our award-winning solutions are designed to help customers solve humanity's greatest challenges.



Omics and Bioinformatics

Lenovo Omics and Bioinformatics solutions are enabling researchers to analyze more samples, assemble more genomes, and perform more population-level analytics in nearly all areas of life sciences.

[Learn more >](#)



Manufacturing

Lenovo is empowering a new age of manufacturers of all sizes who can extract powerful insights from their data using HPC technologies and innovation.

[Learn more >](#)

Generic title. Doesn't specify what it is describing (eg, features of what?). It also doesn't seem connected to the content nested within the section. *Customer-centric approach, From Exascale to Everyscale, and Leading the industry in sustainable supercomputing* all feel like differentiators or core values, not features being offered of a singular product.

Solutions, features, and product sections are not clearly differentiated between one another by titles alone.

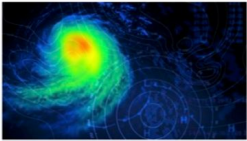
The subheader here doesn't provide any additional information to add value.

These components are visually interesting and clearly differentiated from one another. However, it is not clear what the user should do next if they want to pursue a solution. The only option offered is a generic *Learn More*, which is repetitive and doesn't tell the user where that link will take them.

HPC: Content Assessment

Resources

Gain exclusive access to resources from our HPC architects, benchmarking experts, partners and customers.



CASE STUDY

Keeping Malaysians safe with better forecasts

With more accurate storm detection powered by a new Lenovo supercomputer, the Malaysian Meteorological Department can keep citizens more informed.

[Read more >](#)



CASE STUDY

Powering research for a better world

Researchers from around Europe flock to the MareNostrum 4 - the most powerful supercomputer of its time, and one of the most energy-efficient on the continent.

[Watch video >](#)



CASE STUDY

Helping the wind-energy industry thrive

Vestas, the global leader in wind energy, leveraged Lenovo to support game-changing big data analytics and improve their customers' clean energy business.

[Watch video >](#)



ARTICLE

Lenovo Neptune™ liquid cooling technologies

In the late 1970's and early 1980's, "big iron" in datacenters had to have water cooling, which was a challenge in terms of system and facilities engineering. A lot has changed since then.

[Read more >](#)

This feels like wrap-up content, with resources to continue learning more, and therefore should appear at the bottom of the page to give real estate to primary content.

Image is generic and doesn't help articulate the content in anyway.

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

HPC: Content Assessment

The screenshot shows a 'Products' section on a website. At the top, it says 'ThinkSystem servers powered by Intel® Xeon® Scalable processors'. Below this, there are several product cards:

- Lenovo Neptune™ Liquid Cooling Technologies**: Includes an image of server components and a 'LEARN MORE' button. A red arrow points from this card to the right.
- Lenovo Distributed Storage Solution for IBM® Spectrum Scale™ (DSS-G)**: Includes an image of a server rack and a 'Learn more >' link. A red arrow points from this card to the right.
- Lenovo Scalable Infrastructure (LeSI)**: Includes an image of server racks and a 'Learn more >' link. A red arrow points from this card to the right.
- Lenovo ThinkSystem SR670 Rack Server**: Includes an image of a server and a 'Learn more >' link.
- Lenovo ThinkSystem SD530**: Includes an image of a server and a 'Learn more >' link.
- Lenovo ThinkSystem SD650**: Includes an image of a server and a 'Learn more >' link.
- Lenovo Direct-Attached Storage**: Includes an image of storage units and a 'Learn more >' link. A red arrow points from this card to the right.

This feels like it is the primary content of the page, as it's the specific HPC offerings, however it is hidden towards the bottom of the page. We can validate this by noting the 'hotness' on the heatmap.

This section is 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.

HPC: Content Assessment

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.

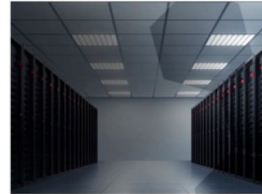
[Explore >](#)



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 help articulate the content in any significant way.

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

HPC: Key Issues

Need more information?

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

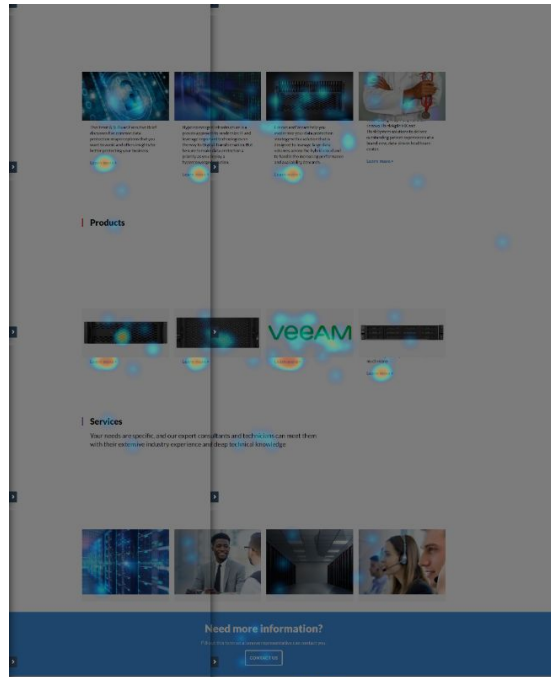
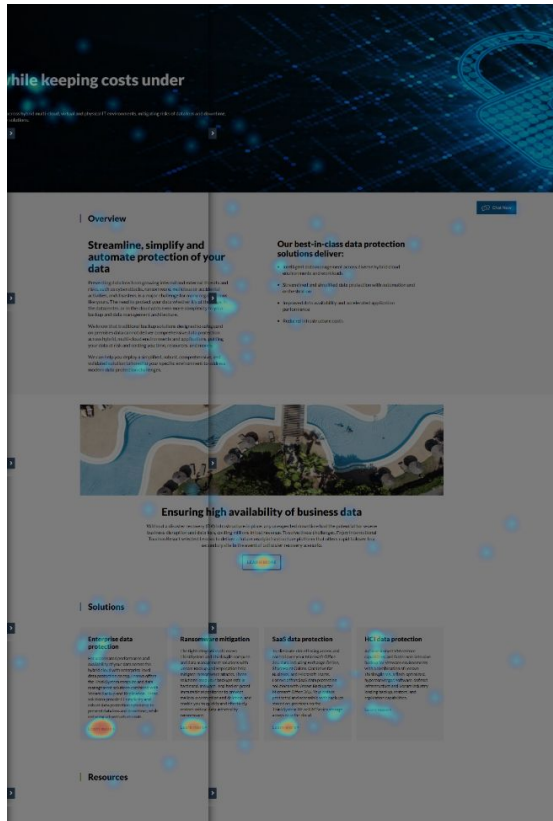
CONTACT US

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 found.

Backup and Disaster Recovery

Backup and Disaster Recovery: User Behavior Data



Unique Visitors	899
Visits	967
Return Visits	377
Page Views	1,197
Bounce Rate	20.90%
Average Time	00:01:00

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

We can also see from the heatmap that users are engaging with each section's CTA, indicating that they are finding relevant content here.

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

Backup and Disaster Recovery: Abbey Covert's IA Heuristics

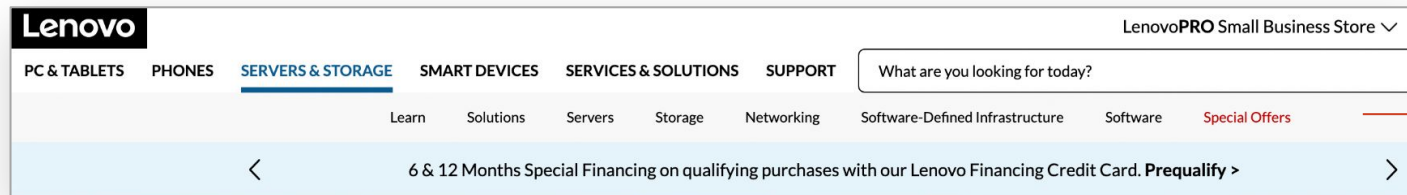
Heuristic

Score

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

<p>Findable: 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>Credible: 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>Accessible: 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>Controllable: 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>Clear: 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>Valuable: 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>Communicative: 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>Learnable: 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>Useful: 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>Delightfulness: 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>Average Heuristic Score</p>			<p>[2.1]</p>

Backup and Disaster Recovery: 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.

Backup and Disaster Recovery: Content Assessment

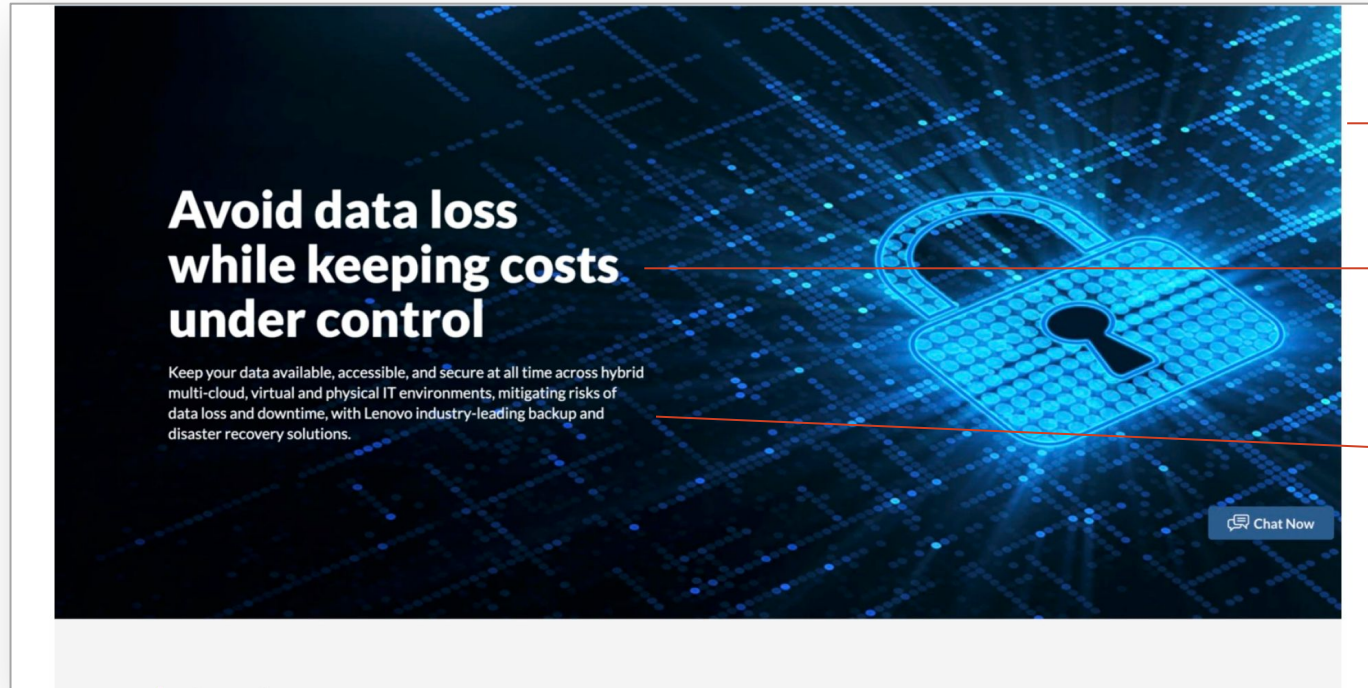


Image is generic and doesn't help articulate the content in anyway.

Name of the page is missing in the page title here. This makes it difficult for the user to quickly tell what page they are on. It also can hurt SEO because the title doesn't match the slug.

Long compound sentence that is easy to get lost in.

Backup and Disaster Recovery: Content Assessment

Overview

Streamline, simplify and automate protection of your data

Preventing data loss from growing internal and external threats and risks, such as cyberattacks, ransomware, malicious or accidental activities, and disasters, is a major challenge for many organizations like yours. The need to protect your data whether it's at the edge, in the datacenter, or in the cloud adds even more complexity to your backup and data management architecture.

We know that traditional backup solutions designed to safeguard on premises data cannot deliver comprehensive data protection across hybrid, multi-cloud environments and applications, putting your data at risk and costing you time, resources, and money.

We can help you deploy a simplified, robust, comprehensive, and validated solution tailored to your specific environment to address modern data protection challenges.

Our best-in-class data protection solutions deliver:

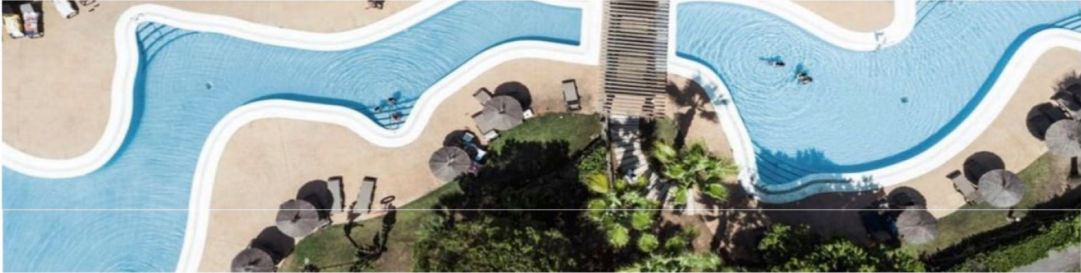
- Intelligent data management across diverse hybrid cloud environments and workloads
- Streamlined and simplified data protection with automation and orchestration
- Improved data availability and accelerated application performance
- Reduced infrastructure costs

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. It also uses forced closeness ('organizations like yours') without actually acknowledging what persona they are speaking to.

Backup and Disaster Recovery: Content Assessment



Ensuring high availability of business data

Without a disaster recovery (DR) infrastructure in place, any unexpected downtime had the potential for severe business disruption and data loss, costing millions in lost revenue. To solve these challenges, Enjoy International Tourism Resort selected Lenovo to deliver a future ready infrastructure platform that offers rapid failover to a secondary site in the event of a disaster recovery scenario.

[LEARN MORE](#)

Photo feels particularly jarring since the user does not yet know (from the image or section title) that the tropical photo is relevant because the highlighted client is Enjoy International Tourism Resort.

Title doesn't make it clear that this section is highlighting a specific customer's success story.

Generic CTA copy

Too much friction here to get to learning. If a user clicked this CTA, it would bring them to a landing page for the case study, which they would then have to click on another CTA to open and read.

Backup and Disaster Recovery: Content Assessment

Solutions

Enterprise data protection
For accelerated performance and availability of your data across the hybrid cloud with enterprise-level data protection on top, Lenovo offers the ThinkSystem compute and data management solutions combined with Veeam Backup and Replication. These solutions provide IT simplicity and robust data protection optimized to prevent data loss and downtime, while reducing infrastructure costs.
[Learn more >](#)

Ransomware mitigation
The tight integration of Lenovo ThinkSystem and ThinkAgile compute and data management solutions with Veeam Backup and Replication help mitigate ransomware attacks. These solutions keep your backups safe in hardened, malware- and hacker-proof immutable repositories to prevent malicious encryption and deletion, and enable you to quickly and effectively restore critical data infected by ransomware.
[Learn more >](#)

SaaS data protection
To eliminate risk of losing access and control over your Microsoft Office 365 data including Exchange Online, SharePoint Online, OneDrive for Business, and Microsoft Teams, Lenovo offers SaaS data protection solutions with Veeam Backup for Microsoft Office 365. Your data is protected and accessible with backups stored on-premises on the ThinkSystem DE or DM Series storage arrays or in the cloud.
[Learn more >](#)


HCI data protection
Achieve instant VM restore capabilities and faster non-intrusive backup for VMware environments with a combination of Lenovo ThinkAgile VX, a flash-optimized, hyperconverged software-defined infrastructure and Veeam industry-leading backup, restore, and replication capabilities.
[Learn more >](#)

This feels like it is the primary content of the page, as it's the specific product offerings. However it feels hidden because the component is lacking any visual indicators (graphics, large primary CTAs, color, etc.).

This section is 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.

Backup and Disaster Recovery: Content Assessment

Resources



WHITE PAPER
Is your data center protection strategy putting your business at risk?
This Frost & Sullivan Executive Brief discusses five common data protection misperceptions that you want to avoid and offers insights for better protecting your business.
[Learn more >](#)

WHITE PAPER
Hyperconverged data protection and management with Lenovo and Veeam
Hyperconverged infrastructure is a proven approach to modernize IT and leverage important technologies on the way to Digital Transformation. But be sure to make data protection a priority as you deploy a hyperconverged solution.
[Learn more >](#)

WHITE PAPER
Lenovo ThinkSystem DE Series best practices with Veeam Backup & Replication
Lenovo and Veeam help you modernize your data protection strategy with a solution that is designed to manage large data volumes across the hybrid cloud and to handle the increasing performance and availability demands.
[Learn more >](#)

CASE STUDY
Smart hospital lifts patient services to new heights
How Jiaxing Kaiyi Hospital used Lenovo ThinkAgile HX and ThinkSystem solutions to deliver outstanding patient experiences at a brand-new, data-driven healthcare center.
[Learn more >](#)

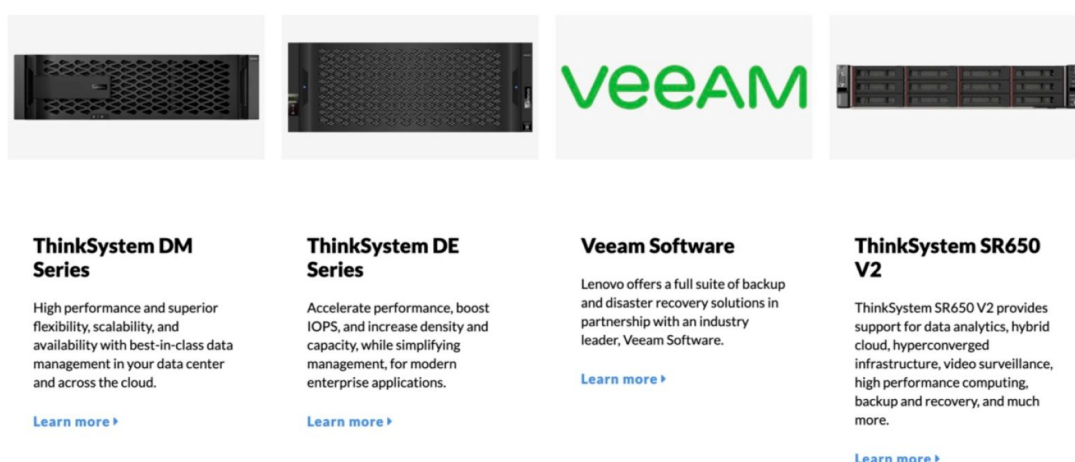
This feels like wrap-up content, with resources to continue learning more, and therefore should appear at the bottom of the page to give real estate to primary content.

Image is generic and doesn't help articulate the content in anyway.

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

Backup and Disaster Recovery: Content Assessment

Products



ThinkSystem DM Series
High performance and superior flexibility, scalability, and availability with best-in-class data management in your data center and across the cloud.
[Learn more >](#)

ThinkSystem DE Series
Accelerate performance, boost IOPS, and increase density and capacity, while simplifying management, for modern enterprise applications.
[Learn more >](#)

Veeam Software
Lenovo offers a full suite of backup and disaster recovery solutions in partnership with an industry leader, Veeam Software.
[Learn more >](#)

ThinkSystem SR650 V2
ThinkSystem SR650 V2 provides support for data analytics, hybrid cloud, hyperconverged infrastructure, video surveillance, high performance computing, backup and recovery, and much more.
[Learn more >](#)

This feels like it is the primary content of the page, as it's the specific product offerings. However it feels hidden because the component is lower down on the page & missing any primary CTAs.

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

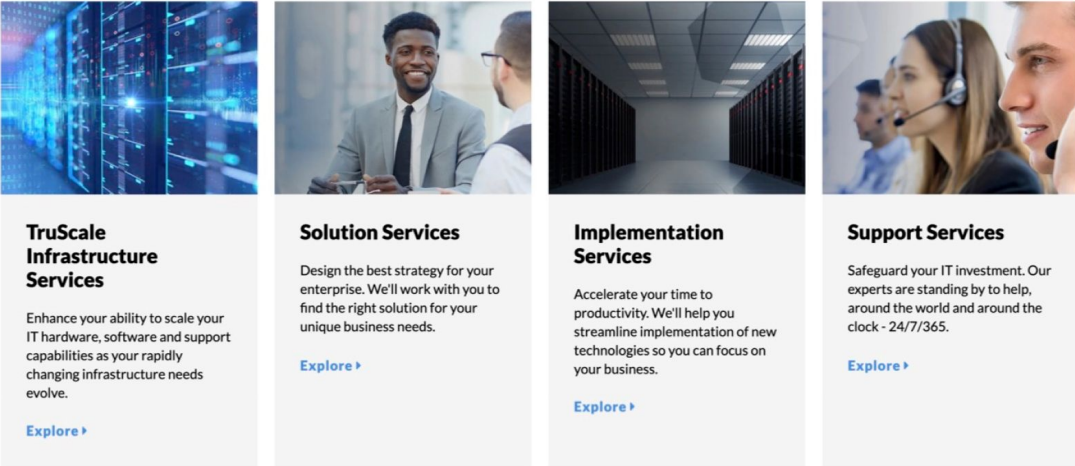
Copy can be simplified by removing jargon and leading with what persona the product might be right for – this will make it easier for a non SME to understand.

This section is 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.

Backup and Disaster Recovery: Content Assessment

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 help articulate the content in any significant way.

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

Backup and Disaster Recovery: Key Issues

Need more information?

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

CONTACT US

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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 found.

Big Data & Analytics

Big Data & Analytics: User Behavior Data



Unique Visitors	892
Visits	1,024
Return Visits	370
Page Views	1,236
Bounce Rate	28.03%
Average Time	00:00:55

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

We can also see from the heatmap that users are engaging with each section's CTA, indicating that they are finding relevant content here.

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

Big Data & Analytics: Abbey Covert's IA Heuristics

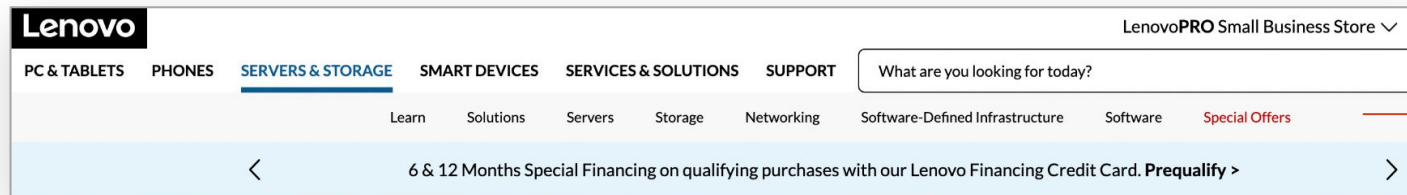
Heuristic

Score

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

<p>Findable: <i>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?</i></p>	<p>[2] Major Problems</p>	<p>Credible: <i>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?</i></p>	<p>[1] Minor Problems</p>
<p>Accessible: <i>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?</i></p>	<p>[3] Broken Experience</p>	<p>Controllable: <i>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?</i></p>	<p>[2] Major Problems</p>
<p>Clear: <i>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?</i></p>	<p>[2] Major Problems</p>	<p>Valuable: <i>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?</i></p>	<p>[2] Major Problems</p>
<p>Communicative: <i>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?</i></p>	<p>[2] Major Problems</p>	<p>Learnable: <i>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?</i></p>	<p>[2] Major Problems</p>
<p>Useful: <i>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?</i></p>	<p>[2] Major Problems</p>	<p>Delightfulness: <i>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?</i></p>	<p>[3] Broken Experience</p>
<p>Average Heuristic Score</p>			<p>[2.1]</p>

Big Data & Analytics: 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.

Big Data & Analytics: Content Assessment



Image is generic and doesn't help articulate the content in anyway.

Generic statement, missing specifics. Ex: *how will it help my business thrive?*

Big Data & Analytics: Content Assessment

Overview

Insights with faster time-to-value

To gain better business insights, you need to take control of the growing volume, variety, and velocity of data. Lenovo-engineered big data validated designs on Lenovo servers provide highly reliable and flexible foundations for your business analytics solutions so you can unlock the value of your data and deliver insights faster.

[Read Lenovo's perspective >](#)

We complement industry-leading software to provide:

- Outstanding scalability so you can grow as your workloads grow
- High-throughput capacity that enables you to respond quickly
- Optimized systems and validated designs for faster time to value


Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. It also uses forced closeness ('you need to') without actually acknowledging what persona they are speaking to.

Big Data & Analytics: Content Assessment


Solution offerings



Cloudera

Lenovo solutions for Cloudera Data Platform allow organizations to run large-scale, distributed analytics on diverse data easily and quickly through a massively parallel processing environment. The solutions support entry size through high-end configurations and the ability to easily scale as enterprise use of big data grows.


[Learn more >](#)



Microsoft SQL Server Big Data Clusters

Lenovo leverages Microsoft SQL Server 2019 Big Data Clusters to provide a scalable platform that can be used to collect, store and process all types of data for deriving insights from analytics.


[Learn more >](#)



Splunk

Lenovo Solutions for Splunk Enterprise harness the untapped value of machine data to help companies provide operational efficiencies and better customer experiences. The solutions provide faster time to deployment and are highly scalable as your machine data grows.

[Learn more >](#)



SAP Data Intelligence

Lenovo Solutions for SAP Data Intelligence allows you to get value out of ALL your organization's data – from both SAP and non-SAP systems – across the entire landscape, including on-premises, public cloud, and hybrid cloud environments through a single pane of glass.

[Learn more >](#)

This title is non-specific and doesn't allow the user to easily scan through the content of the page.

This section is 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.

Big Data & Analytics: Content Assessment

Harnessing the power of Big Data

Big data is the foundation for several of today's advanced technologies. The Lenovo advantage for all of these technologies is crystal clear. We provide outstanding scalability, so you can grow as your workloads grow. Our solutions enable industry-leading transaction processing, so you can make better, faster business decisions. High throughput capacity enables you to respond more quickly, helping you to make informed business decisions, delight customers, and stay competitive. It's all included with our optimized systems and validated designs - an offering proven to deliver faster time to value.



Artificial Intelligence

Data Scientists utilize big data pools to develop models for use in AI/Machine Learning.

[Explore >](#)



High Performance Computing

As the world's leading provider of Top500 Supercomputers, we help research organizations rapidly process big data to solve humanity's greatest challenges.

[Explore >](#)

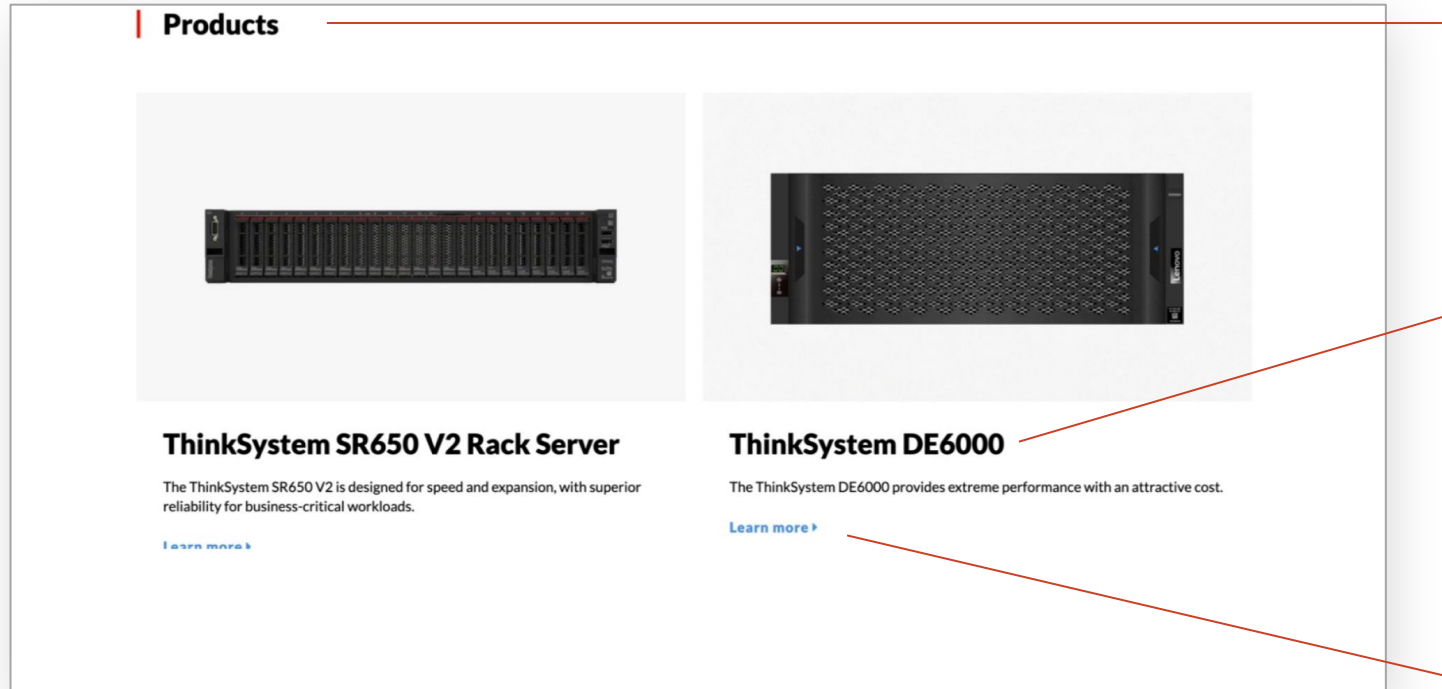
The copy could be a little more specific. Ex. *What does optimized systems and validated designs mean?*

Image is generic and doesn't help a user quickly scan the content and determine what if it's the informations they are seeking.

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

Big Data & Analytics: Content Assessment

Products



ThinkSystem SR650 V2 Rack Server
The ThinkSystem SR650 V2 is designed for speed and expansion, with superior reliability for business-critical workloads.
[Learn more >](#)

ThinkSystem DE6000
The ThinkSystem DE6000 provides extreme performance with an attractive cost.
[Learn more >](#)

This feels like it is the primary content of the page, as it's the specific product offerings. However it feels disconnected from the above information, solutions, and overview. It is also missing any primary CTAs.

While the title is the name of the product, it would be helpful to combine it with some digestible copy. Ex: Designed for Speed: ThinkSystem SR650 V2 Rack Server.

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

This will also make it easier for a non SME to understand.

This section is 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.

Big Data & Analytics: Content Assessment

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 doesn't help articulate the content in anyway.

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

Big Data & Analytics: Key Issues

Need more information?

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CONTACT US

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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 found.

Client Virtualization & Infrastructure

Client Virtualization & Infrastructure: User Behavior Data



Unique Visitors	1,267
Visits	1,423
Return Visits	643
Page Views	1,926
Bounce Rate	23.20%
Average Time	00:01:10

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

We can also see from the heatmap that users are engaging with each section's CTA, indicating that they are finding relevant content here.

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Client Virtualization & Infrastructure: Abbey Covert's IA Heuristics

Heuristic

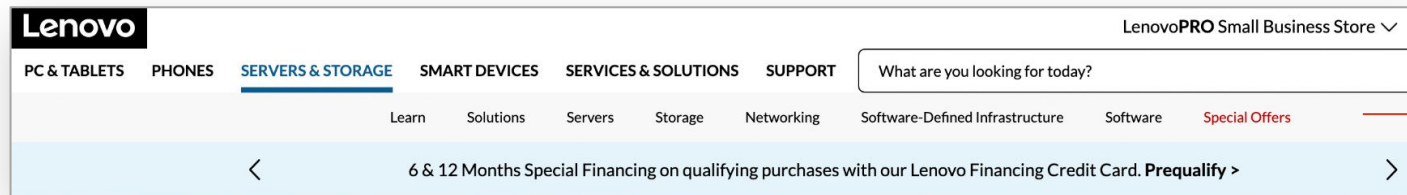
Score

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

<p>Findable: 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>
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<p>Credible: 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>
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<p>Valuable: 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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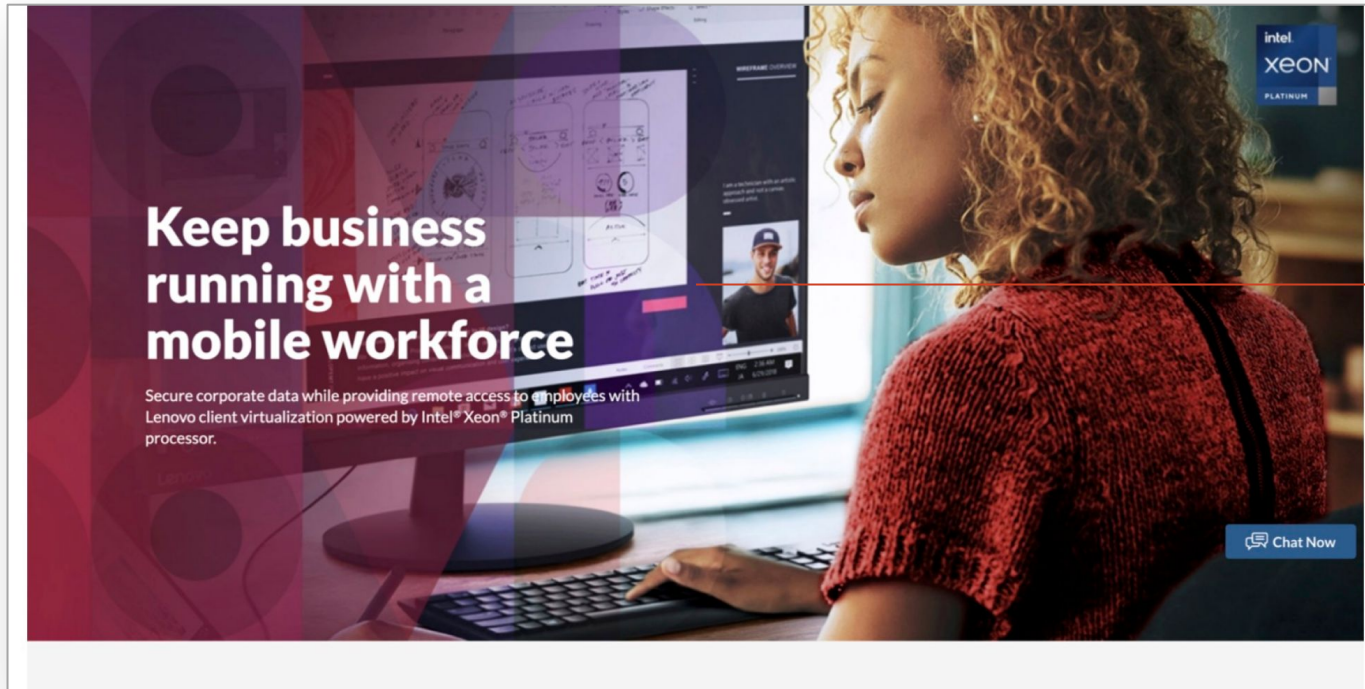
Client Virtualization & Infrastructure: Key Issues



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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.

Client Virtualization & Infrastructure: Content Assessment



→ This image is unreadable when placed on top of another image.

→ Image is generic and doesn't help articulate the content in anyway.

→ Title is a little long & doesn't tie back to the page title. It's hard to understand what type of content the user will find on the page.

Unclear if users would understand what 'client virtualization' means. Might be improved by replacing with simply 'Lenovo Virtualization'

Client Virtualization & Infrastructure: Content Assessment

Overview

Meeting new business continuity needs

Supporting the ability of employees to work from home became imperative during the pandemic, and many studies indicate that at least part of the shift to remote work will be permanent after the pandemic. Lenovo client virtualization solutions help address that shift with a range of virtual desktop and virtual application offerings using reliable and high-performance Lenovo hardware combined with industry-leading VDI software. Fully tested across applications, software, hardware, and services, our solutions help streamline IT administration and simplify implementation.

Our solutions provide:

- Simplified desktop administration, support, and management
- Enhanced security and compliance management
- Improved availability and reliability
- Flexibility for users to work anytime and anywhere regardless of device
- Support for office productivity through graphic-intensive applications

Overview is too generic of a title for a section.

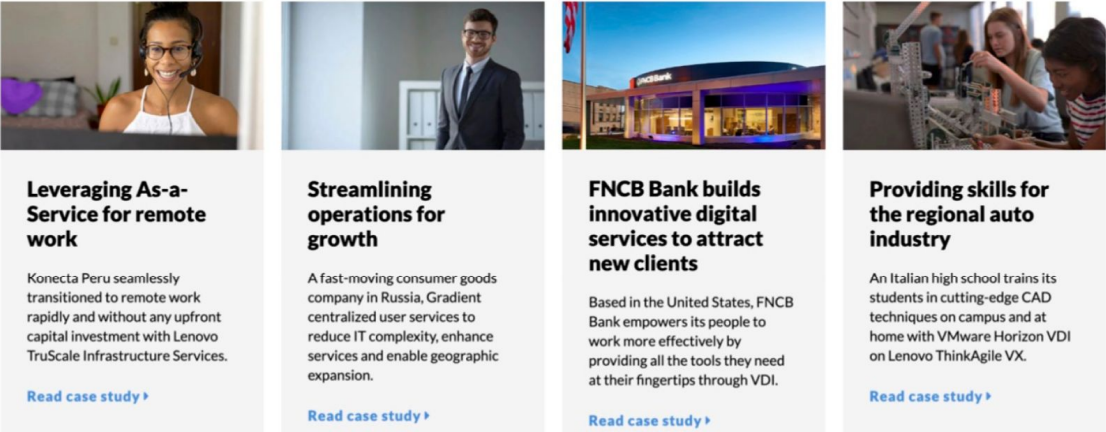
Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. The content also doesn't seem to be written in a way that can exist over period of time: "Supporting the ability of employees to work from home became imperative during the pandemic, and many studies indicate that at least part of the shift to remote work will be permanent after the pandemic."

While mentioning the pandemic is critical, it uses both past and present tense: 'became' v. 'after'. It would be worthwhile to rephrase this to be a little more timeless.

Client Virtualization & Infrastructure: Content Assessment

Customer successes



Leveraging As-a-Service for remote work
Konecra Peru seamlessly transitioned to remote work rapidly and without any upfront capital investment with Lenovo TruScale Infrastructure Services.
[Read case study >](#)

Streamlining operations for growth
A fast-moving consumer goods company in Russia, Gradient centralized user services to reduce IT complexity, enhance services and enable geographic expansion.
[Read case study >](#)

FNCB Bank builds innovative digital services to attract new clients
Based in the United States, FNCB Bank empowers its people to work more effectively by providing all the tools they need at their fingertips through VDI.
[Read case study >](#)

Providing skills for the regional auto industry
An Italian high school trains its students in cutting-edge CAD techniques on campus and at home with VMware Horizon VDI on Lenovo ThinkAgile VX.
[Read case study >](#)




Images are generic and don't help a user quickly scan the content.

The leading CTA for each of these opportunities for a user to learn more is *Read case study*. While this CTA is clearer on where it will take the user, it is not compelling and is repetitive, making it more likely for a user to experience an 'error' by clicking on the wrong hyperlink.

Client Virtualization & Infrastructure: Content Assessment

Getting started with your virtual desktop infrastructure

Understanding what's needed for your organization's virtual desktop infrastructure can be overwhelming if you don't know where to start. Whether you are deploying virtual desktop infrastructure (VDI) for the first time, or about to do a VDI refresh, Lenovo's VDI experts help you define the right client virtualization solution that meets the needs of your ever-changing business.



Helpful insights

Lenovo experts regularly participate in virtual briefings and Lenovo sponsors 3rd party reports to help arm you with the information you need to move forward.

[Learn more >](#)

Services expertise

Getting the design right is paramount to a smooth VDI experience. Lenovo Services offers a VDI workshop to understand your current needs and environment. Remote services are available if needed.

[Request VDI workshop >](#)

Implementation options

Lenovo TruScale IaaS combines the flexibility of cloud consumption with the benefits of on-premises IT. Available with all Lenovo VDI solutions, TruScale maximizes ROI and reduces risk.

[Learn more >](#)

Sentences are long, repetitive, passive, and don't lead with a clear subject. Ex: 'Understanding what's needed for your organization's virtual desktop infrastructure can be overwhelming if you don't know where to start'.

Content also doesn't specify what getting started with a VID entails. Instead it talks in general about theoretical value add.


Images are generic and don't help a user quickly scan the content.

Each of the three titles are weak and don't convey Lenovo's expertise on the subject matter. It doesn't allow the user to quickly understand what each section is about, nor does it compel them to want to learn more. Eg. *What type of helpful insights? Helpful insights for who?*

The leading CTA for each of these offerings $\frac{2}{3}$ of these components are 'Learn More' This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

Client Virtualization & Infrastructure: Content Assessment

A complete end-to-end solution



Lenovo TruScale for Hosted Desktops with Nutanix

Provides the simplicity and flexibility of the cloud with infrastructure on premises. The solution includes select Lenovo thin clients or PCs, Lenovo ThinkAgile HX systems with Nutanix software, Citrix Virtual Apps & Desktops or other client virtualization software, and TruScale managed infrastructure services, enabling IT organizations to focus on strategic imperatives. It is a great solution for organizations wanting to maintain control of their data within their data center for data privacy, regulatory or compliance reasons.

[READ SOLUTION BRIEF](#)

Title is generic – doesn't tell the user what value this solutions is providing.

Title isn't compelling. The user might not know what TruScale is or even what Hosted Desktops are. Strong titles for case studies lead with the value that is provided to the client.

Orphan words should be avoided when possible.

The supporting text doesn't include enough specifics eg. *what are the select Lenovo clients? what makes it a great solution for organizations?*

The paragraph is only two sentences, despite being several lines long. The first sentence is long and convoluted, using jargon and referencing technology and products that a new user may not be familiar with.


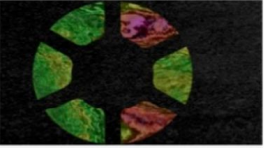


Question: Should strategic imperatives say strategic initiatives?

CTA is not value driven despite it a being primary action on the page. 'Solution Brief' is a little cold and clinical in language.

Client Virtualization & Infrastructure: Content Assessment

Making VDI available for everyone

Enabling "power users" employing 3D or graphics visualization applications for remote work has been a challenge in the past. With low latency storage, graphics acceleration, and an ever-expanding list of supported visualization applications, the benefits of VDI can now be enjoyed by all.



WHITE PAPER
Enabling VDI for engineers and designers
In this document, we will look at the technology enhancements making VDI for power users a reality.
[Learn more >](#)

WHITE PAPER
Increasing virtual desktop density with Intel Optane persistent memory
This Principled Technologies report highlights how Intel® Optane™ PMem is a cost-effective way to support more power users (engineers and designers) per server in a VDI environment.
[Learn more >](#)

SOLUTION BRIEF
Lenovo Remote Visualization Solution
Access geological, geophysical, medical and engineering applications remotely and collaborate globally with the Lenovo Remote Visualization Solution.
[Learn more >](#)

CUSTOMER STORY
Toyota enables design engineers to work effectively anywhere
Toyota implemented a VDI solution for 3D CAD applications on Lenovo ThinkAgile HX systems with NVIDIA GPUs.
[Learn more >](#)


Sentence structures are unclear and confusing. Paragraph should lead with Lenovo's value. Unclear why 'power users' are in quotations. It isn't spell out why these things enable VDI to be accessible to everyone.

The images are generic and don't help a user quickly scan the content. **With the exception of the photo of the car for Toyota**

The leading CTA for each of these opportunities for a user to learn more is *Learn More*. This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

Client Virtualization & Infrastructure: Content Assessment

Products



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

ThinkAgile VX
Quickly and easily deploy a VMware vSAN™ based hyperconverged solution with Lenovo ThinkAgile VX systems. Scale performance and capacity as your VDI environment grows.
[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 GPUs, coupled with the industry's #1 reliability for business-critical workloads.
[Learn more >](#)

ThinkSystem SR645
A two-socket server offering strong server performance in a space-saving 1U form factor. High core levels, memory density and support for up to 3 single-width GPUs readily handle VDI workloads.
[Learn more >](#)

This feels like it is the primary content of the page, as it's the specific product offerings. However it feels disconnected from the above information, solutions, and overview. It is also missing any primary CTAs.

While the title is the name of the product, it would be helpful to combine it with some digestible copy. Ex: Simplify IT infrastructure with ThinkAgile HX

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

This will also make it easier for a non SME to understand.

This section is 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.

Overall this section feels disconnected from the practical use-cases, success stories, and benefits mentioned on other parts of the page.

Client Virtualization & Infrastructure: Content Assessment

Services

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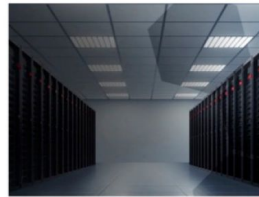
[Explore >](#)



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.?

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Client Virtualization & Infrastructure: Key Issues

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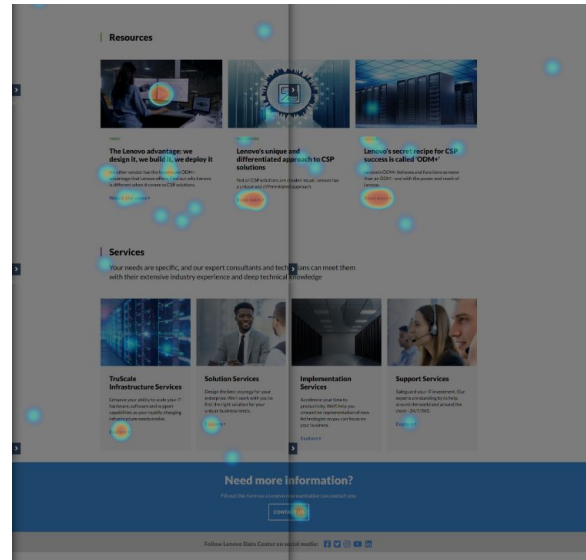
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Cloud Service Provider

Cloud Service Provider: User Behavior Data



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Cloud Service Provider: Abbey Covert's IA Heuristics

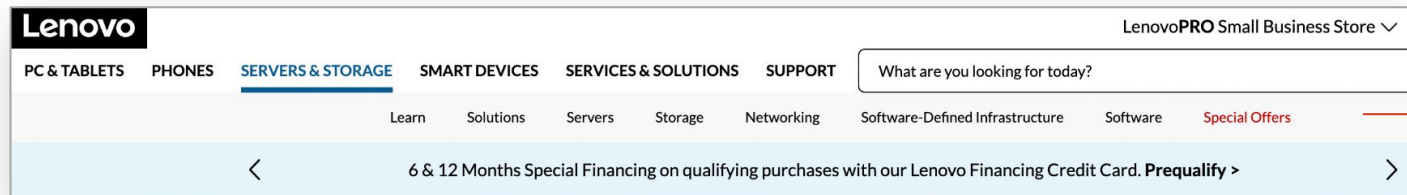
Heuristic

Score

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

<p>Findable: 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>Credible: 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>
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Cloud Service Provider: Key Issues



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Cloud Service Provider: Content Assessment

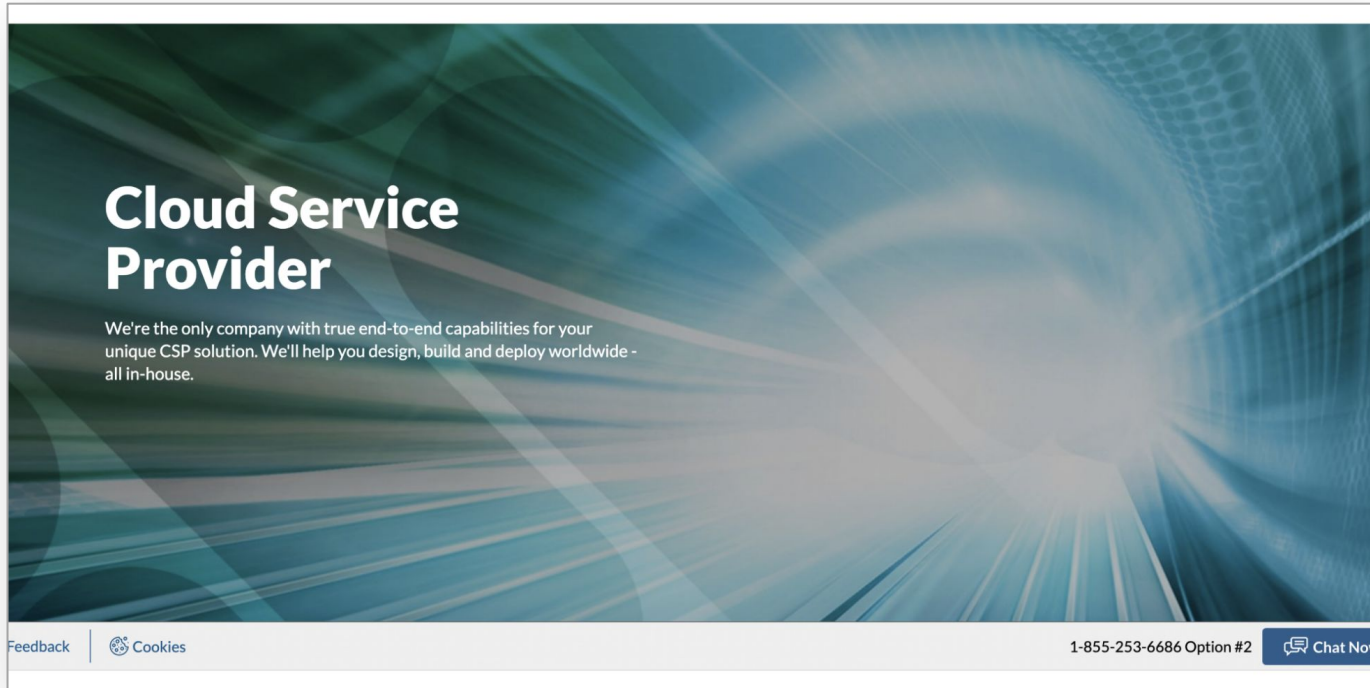
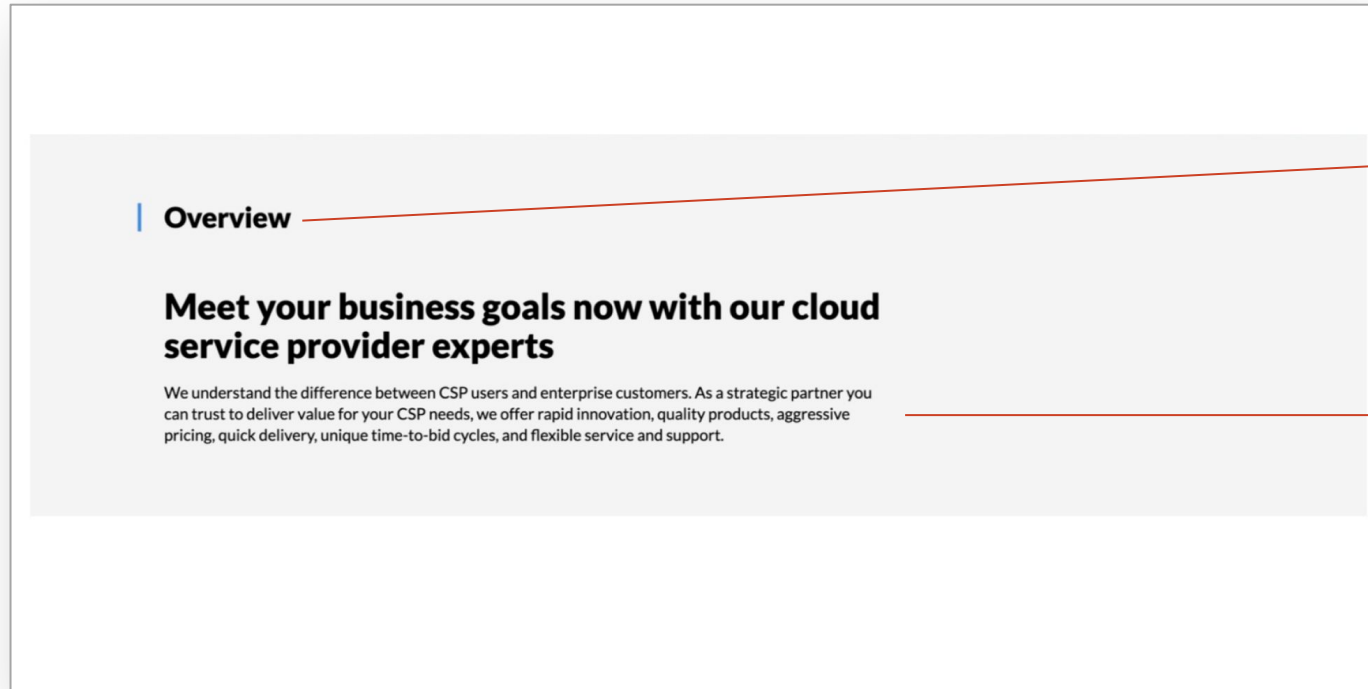


Image is generic and doesn't help articulate the content in anyway.

Cloud Service Provider: Content Assessment



Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

Language could be simplified to be clearer. Eg. *Meet your business goals ~~now~~ with our cloud service provider experts.*

Missing word: *As a strategic partner you can trust to deliver... → trust who?*

There should also be a period separating 'CSP needs' and 'we offer rapid innovation' to reduce run on sentences and make the content easier to read.

Specifics should be included when mentioning the features of the cloud service (*what quality products? what rapid innovation?*)

Cloud Service Provider: Content Assessment

Features

We are the only company that can provide in-house design, manufacturing, and global services capabilities for your custom CSP solution.

Collaborative solutions

Our dedicated teams of experienced cloud service provider architects will work with you to design the optimal solution for your data center with a flexible customer-defined procurement model.

Tailored to you

Our industry-leading global supply chain and Lenovo-owned manufacturing sites enable us to build to your exact specifications and deliver quickly and inexpensively, worldwide.

Ongoing support

Our "rack-and-roll" capability with a dedicated customer management support team and customized maintenance services enables easy deployment and smooth continuing operation.

End-to-end solution

Unlike OEMs, ODMs, and System Integrators (SIs), we offer an end-to-end in-house solution. In fact, reduce your TCO but add value as well. Our cloud service provider architects will work with you to design the best solution for your needs - with no unnecessary frills - to give you the best configuration at the lowest price.

Close collaboration

We have dedicated teams of people with extensive technical and business expertise who validate in your own environment. Then Lenovo's engineers will design, test, validate, and qualify the product in-house. Our design capabilities range from component-level to integration-level, and because it's all done in-house, it reduces the cost and delivery time.

Integrated supply chain

From planning a forecast schedule to procuring parts, building the product in our own. Unlike a typical OEM, ODM, or SI, which would have to engage a third party for their supply chain, our highly efficient supply chain eliminates a major expense item from your overall costs. Plus, doing everything in-house gives us much better control over the quality of the outcome.

This is a very compelling section clearly explaining the benefits. However, this section lacks a clear CTA or any additional information on the individual benefits (examples here would be very useful).

Cloud Service Provider: Content Assessment

Resources



VIDEO

The Lenovo advantage: we design it, we build it, we deploy it

No other vendor has the hyperscale ODM+ advantage that Lenovo offers. Find out why Lenovo is different when it comes to CSP solutions.

[Watch the video >](#)



WHITEPAPER

Lenovo's unique and differentiated approach to CSP solutions

Not all CSP solutions are created equal. Lenovo has a unique and differentiated approach.

[Read more >](#)



ARTICLE

Lenovo's secret recipe for CSP success is called 'ODM+'

Lenovo's ODM+ behaves and functions as more than an ODM - and with the power and reach of Lenovo.

[Read more >](#)

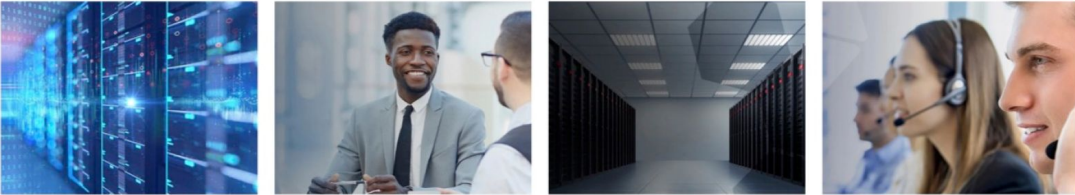
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Cloud Service Provider: Content Assessment

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 help articulate the content in any significant way.

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

Cloud Service Provider: 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 found.

Key Recommendations.

Storage Solutions: Key Recommendations

What's can be improved?

1. **The Story** – The page lacks the necessary details and context users are looking for and doesn't provide any guidance to the user on (a) if they are the right persona (b) what product 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 or discover new sections on the page without manually scanning.
3. **Imagery** – The pages' current imagery feel off brand & like stock-photos. This makes it feel uninviting to visitors and more difficult for them to easily scan the page. 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. Targeted messaging feels too generic and lacks brand personality. Users should get a feel for the brand and understand Lenovo's unique value
5. **Keywords** - long tail keywords are missing from the page.

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, tangible solutions, and Lenovo's differentiators are missing from the page. Connections are not made between benefits and solutions / services.
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.

Storage Solutions: Key Recommendations

Recommendations

- Clearly and explicitly connect solutions to the information, benefits, and success stories outlined in the top half of the page. 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 solution and product featured on the page.
- Page navigation: what content will the user find here? This should be done at the top or side of the page with links that anchor to the appropriate section.
- Include a clear primary and secondary CTA for the page. Where is the content guiding the user to do next? Link out to the reference architecture via hyperlink, but save primary CTAs for purchasing-path actions.
- Simplify all copy on the page 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.
- Use imagery to non-stock photographs and graphics that relate directly to the story being told on the page.
- Update keywords.
- Update the hero copy of each page to be value-driven & 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.

Storage Solutions: ADA Compliance Errors

Total Issues Found	271
Critical	147
Serious	39
Moderate	59
Minor	3

Of the top 186 critical & serious issues, the 8 core drivers are:

1. aria-label attributes cannot be used on a span with no valid role attribute
2. elements have insufficient color contrast
3. focus indicator missing
4. inaccessible actions by keyboard w/ no conforming alternate
5. an element's role is missing or incorrect
6. alert dialog is missing appropriate role and/or attributes
7. keyboard focus is not placed on open modal
8. able to browse outside modal with screen reader

[Documentation & Recommendations](#)

HPC: ADA Compliance Errors

Total Issues Found	164
Critical	46
Serious	48
Moderate	58
Minor	12

Of the top 94 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: the element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Links must have discernible text
8. Elements should not have tabindex greater than zero
9. Hidden or empty element receives focus

[Documentation & Recommendations](#)

Backup and Disaster Recovery: ADA Compliance Errors

Total Issues Found	187
Critical	85
Serious	32
Moderate	57
Minor	6

Of the top 117 critical & serious issues, the 8 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: The element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus

[Documentation & Recommendations](#)

Big Data & Analytics: ADA Compliance Errors

Total Issues Found	131
Critical	34
Serious	25
Moderate	55
Minor	8

Of the top 59 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator missing
4. Inaccessible actions by keyboard w/ no conforming alternate
5. An element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Frames must have an accessible name
8. Elements should not have tabindex greater than zero
9. Hidden or empty element receives focus

[Documentation & Recommendations](#)

Client Virtualization & Infrastructure: ADA Compliance Errors

Total Issues Found	293
Critical	170
Serious	49
Moderate	55
Minor	7

Of the top 177 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: The element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus
9. Page <title> does not identify purpose of page

[Documentation & Recommendations](#)

Cloud Service Provider: ADA Compliance Errors

Total Issues Found	214
Critical	127
Serious	21
Moderate	49
Minor	7

Of the top 148 critical & serious issues, the 7 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
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

[Documentation & Recommendations](#)

SEO Keyword Assessment.

Storage 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:

- *storage solution*
- *lenovo storage*
- *data management storage*
- *lenovo cloud storage*
- *storage and data management*
- *lenovo san*
- *it storage solution*
- *storage systems and management*
- *it storage solutions*
- *data storage solution*
- *data storage management*
- *hybrid storage solutions*
- *data storage solutions*
- *data management and storage*
- *what is this information storage solution*
- *storage management solutions*
- *data storage systems*
- *storage it solutions*
- *data storage and management*

HPC: SEO Keywords

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

- *lenovo high performance computing*
- *lenovo hpc*
- *hpc solution*
- *hpc solutions*
- *hpc provider*
- *hpc servers*
- *high performance computing solutions*
- *supercomputers for sale*
- *hpc supercomputer*
- *supercomputer for sale*
- *hpc server*
- *hpc providers*
- *high performance computing solution*
- *supercomputer for sale*
- *hpc computers*
- *hpc system*
- *hpc computer*
- *supercomputer server*
- *hpc global*
- *hpc computing*

Backup and Disaster Recovery: SEO Keywords

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

- *backup and disaster recovery solutions*
- *backup and disaster recovery solution*
- *backup disaster recovery solutions*
- *backup & disaster recovery*
- *backup disaster recovery solution*
- *disaster recovery backup solutions*
- *backup and recovery solutions*
- *lenovo backup*
- *data backup and disaster recovery*
- *backup for disaster recovery*
- *disaster recovery and backup solutions*
- *cloud backup and recovery solutions*
- *back-up disaster and recovery*
- *disaster recover solutions*
- *backup disaster recovery*
- *backup and disaster recovery*
- *disaster recovery solution*
- *back up and disaster recovery*
- *backup and disaster recovery software*
- *storage disaster recovery*

Big Data & Analytics: SEO Keywords

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

- *solutions for big data*
- *solution for big data*
- *big data server*
- *solutions to big data*
- *big data solution*
- *servers for big data*
- *big data-server*
- *Inv solutions credit card processing*
- *big data servers*
- *big data solutions*
- *big data analytics solution*
- *big data analysis solutions*
- *big data management and analytics*
- *big data and analytics solutions*
- *gy rewards*
- *cvs look big data reward from*
- *big data service*
- *data analytics solution*
- *big data services*
- *best laptops for business analytics*

Client Virtualization & Infrastructure: SEO Keywords

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

- *storage client virtualization solutions*
- *storage client virtualization*
- *client virtualization solutions*
- *client virtualization*
- *vdi client*
- *virtualization solutions*
- *virtualization solution*
- *vdi storage virtualization*
- *vdi clients*
- *match the virtualization feature on the right with the appropriate description on the left*
- *match the virtualization implementations on the left*
- *vdi laptop*
- *virtualization client*
- *match the virtualization implementations on the left with the appropriate*
- *virtual client*
- *infrastructure virtualization*
- *hosted desktop virtualization*
- *which type of virtualization should you deploy to provide a virtual desktop infrastructure?*
- *virtual clients*
- *virtual hosted desktops*

Cloud Service Provider: SEO Keywords

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

- *lenovo cloud services*
- *lenovo cloud*
- *lenovo cloud storage*
- *cloud solutions provider*
- *cloud solution provider*
- *csp cloud service provider*
- *cloud server provider*
- *what is cloud service provider*
- *cloud services provider*
- *cloud solutions providers*
- *cloud service provider*
- *csp providers*
- *cloud service provider csp*
- *what is a cloud services provider*
- *cloud csp*
- *what is a cloud service provider*
- *csp provider*
- *cloud service providers*
- *csp service provider*
- *csp solutions*

Sources.

Sources

[Abby Covert IA Heuristics](#)

[Hotjar](#)

[Hubspot](#)

[axe Dev Tools](#)

Qualtrics Study 2021

Adobe Analytics

Sources

Storage Solutions	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
High Performance Computing	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Backup and Disaster Recovery	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Big Data Analytics	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Client Virtualization & Infrastructure	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Cloud Service Provider	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics