

# IBM web & product navigation unification

## Our problem statement

IBM wants an experience where users can seamlessly traverse within and across their websites and products.

Today, IBM is a collection of disjointed experiences with unintentional content switching and inconsistent language. An environment where internal owners have created reactionary and take-over navigations to meet a quick fix and not addressing the users long term needs.

To create a user-focused and unified masthead across IBM, I have leveraged knowledge from and working with:

- User testing
- User journeys
- Analytics
- Competitive analysis
- Multiple business Unit (BU) and design leads as subject matter experts of their offerings and targeted users

# What issues need to be solved

## Front-stage

- Misaligned and inconsistent masthead across ibm.com
- Use of internal language and BU specific terms
- Unintentional content switching and inconsistent naming conventions
- Not informing users where they are within the overall offering
- Information scattered across multiple pages, offerings and sites
- Navigation throwing users from experience to experience

## Back-stage

- Multiple processes and steps to submit new or updated nav
- Single point of contact to manually create and manage all navs
- Localization is a lengthy and time consuming process of its own
- Numerous backend systems hosting pages/experiences across ibm.com
- No single repository to pull relevant content to the user

**Where is IBM today**



# IBM.com today

- Disparate masthead models
- Irregular navigational treatment
  - Buttons (treatments & placement)
  - Colors
  - Font sizes
  - Padding & spacing
  - Heights
  - 8-bar logo
  - Icons

IBM | Search [Q] [User Icon] [Menu Icon]

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Watson Studio Details Pricing FAQ Resources [Sign into IBM Watson Studio Cloud](#)

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[Cloud computing](#) Products Categories

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IBM Security Discover Solutions Security Connect Product Search Services News Collaboration

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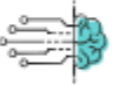
State, Local & Education

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 Artificial intelligence Create apps that accelerate, enhance, and scale the human expertise.

# IBM.com today

- Disparate masthead models
- Irregular navigational treatment
- Inconsistent naming convention
  - Mixture of nouns & verbs
  - Competing label naming (ex: Offerings vs Products)
  - Products, Discover, Offerings, Software, Solutions...  
all lead to the same types of content

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IBM Watson About **Offerings** **Products** Use Cases Stories With Watson Learn [Get Started Free](#)

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IBM **Marketplace** **Technologies** **Business needs** Services **Software** **Current deals** **Trials** Help Search [Q] [User] [Menu]

**Cloud computing** Products Categories

IBM | Search [Q] [User] [Menu]

IBM Security **Discover** Solutions Security Connect **Product Search** Services News Collaboration

IBM IT Infrastructure | Search [Q] [User] [Menu]

Power Systems **Hardware** OS **Software** Resources

IBM | Search [Q] [User] [Menu]

State, Local & Education

IBM | Search [Q] [User] [Menu]

**IBM Blockchain** Learn **Solutions** Services Industries Ecosystem News and events

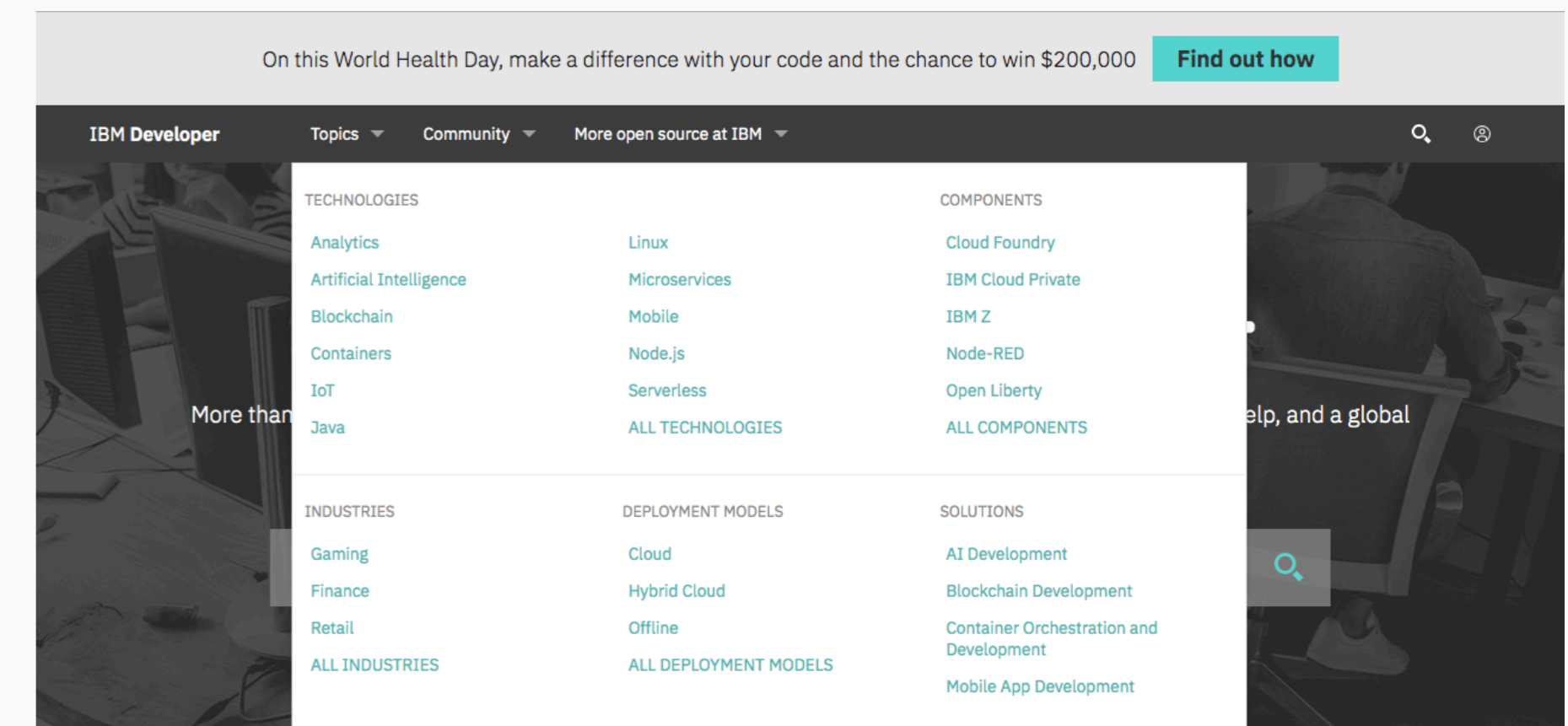
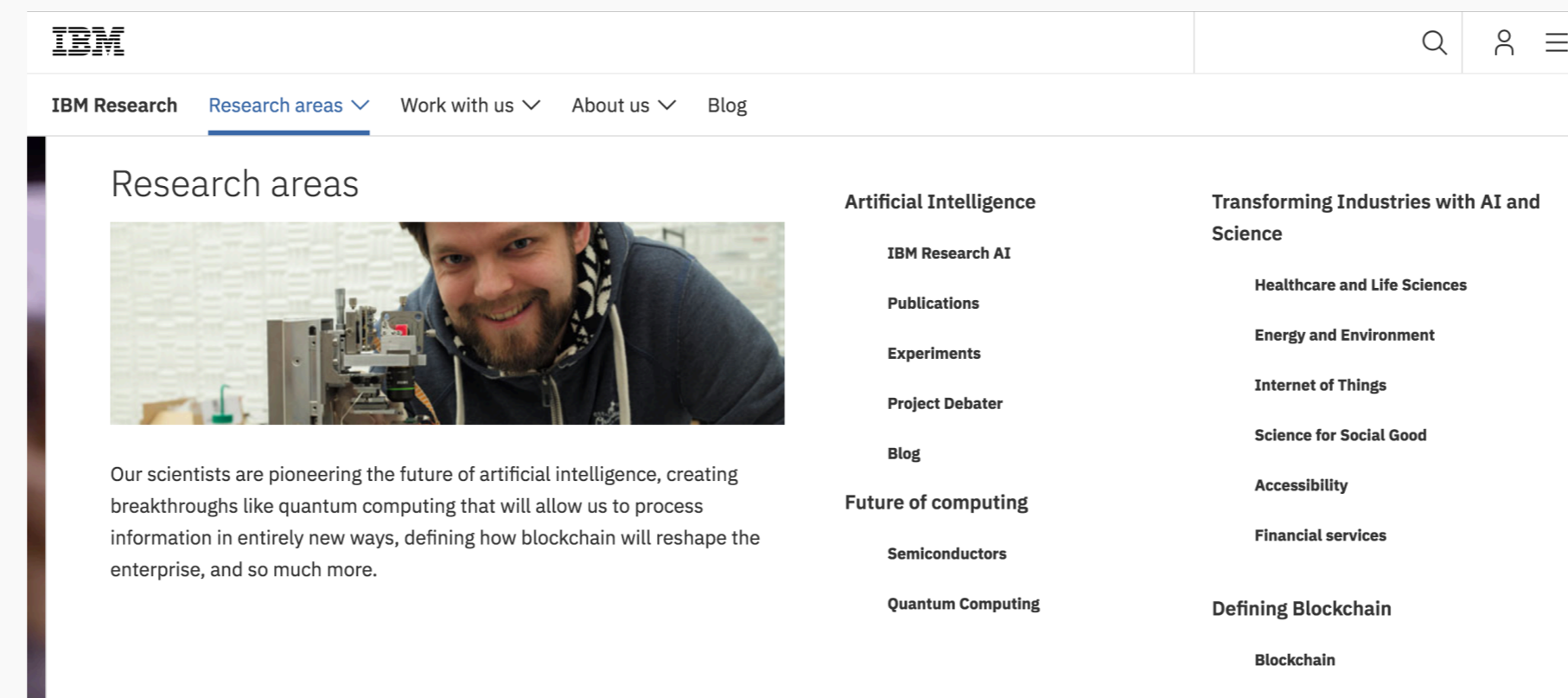
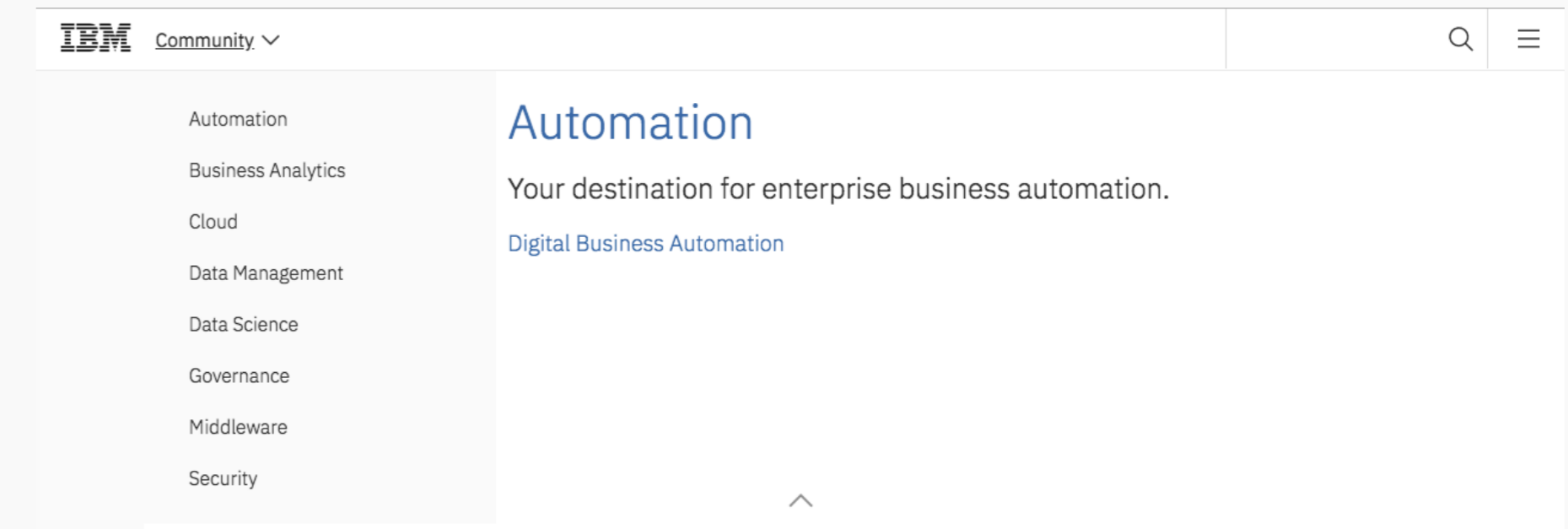
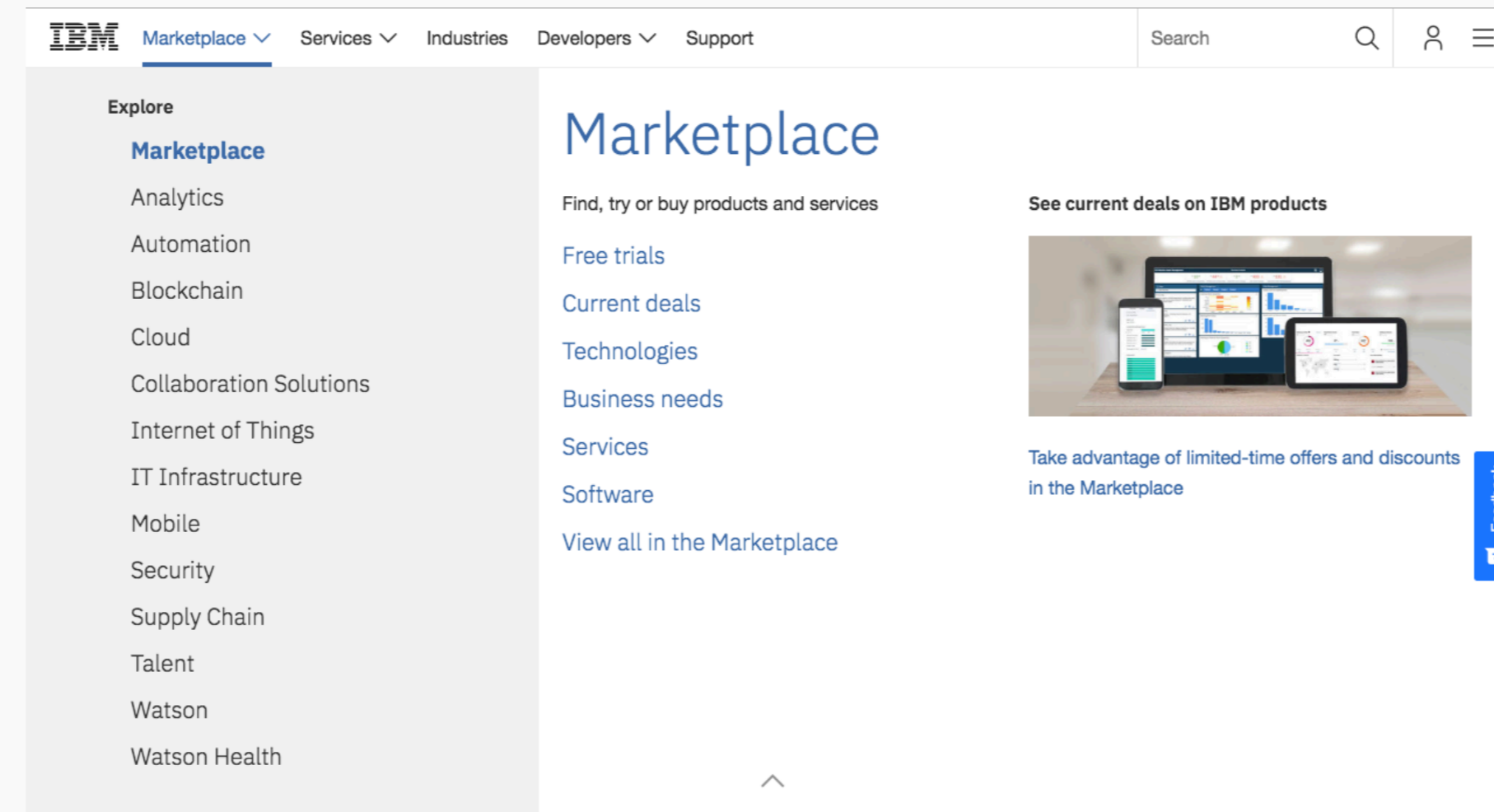
On this World Health Day, make a difference with your code and the chance to win \$200,000 [Find out how](#)

IBM Developer Topics Community More open source at IBM Search [Q] [User]

Artificial intelligence Create apps that accelerate, enhance, and scale the human expertise.

# IBM.com today

- Disparate masthead models
- Irregular navigational treatment
- Inconsistent naming convention
- Multiple types of mega-menus
  - Structure
  - Interaction model
  - Content organizing
  - Visual treatment
  - Placement (L0 / L1)

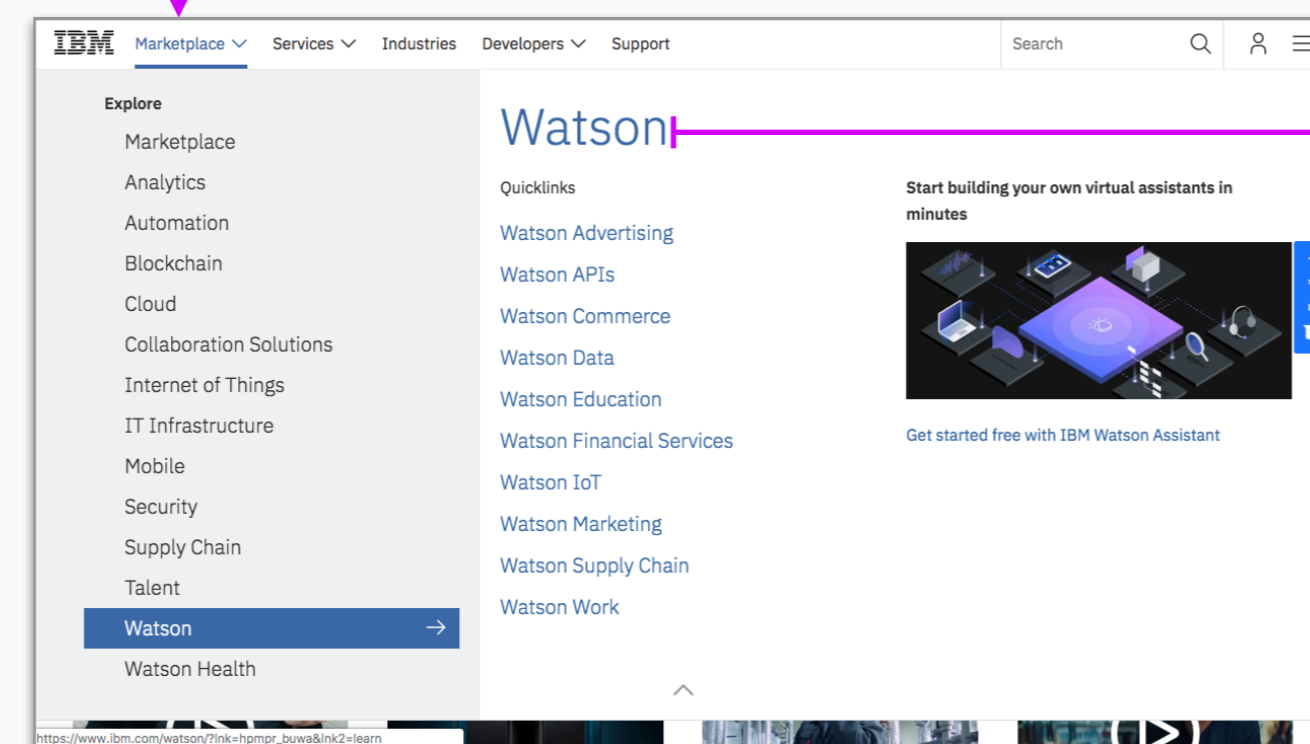
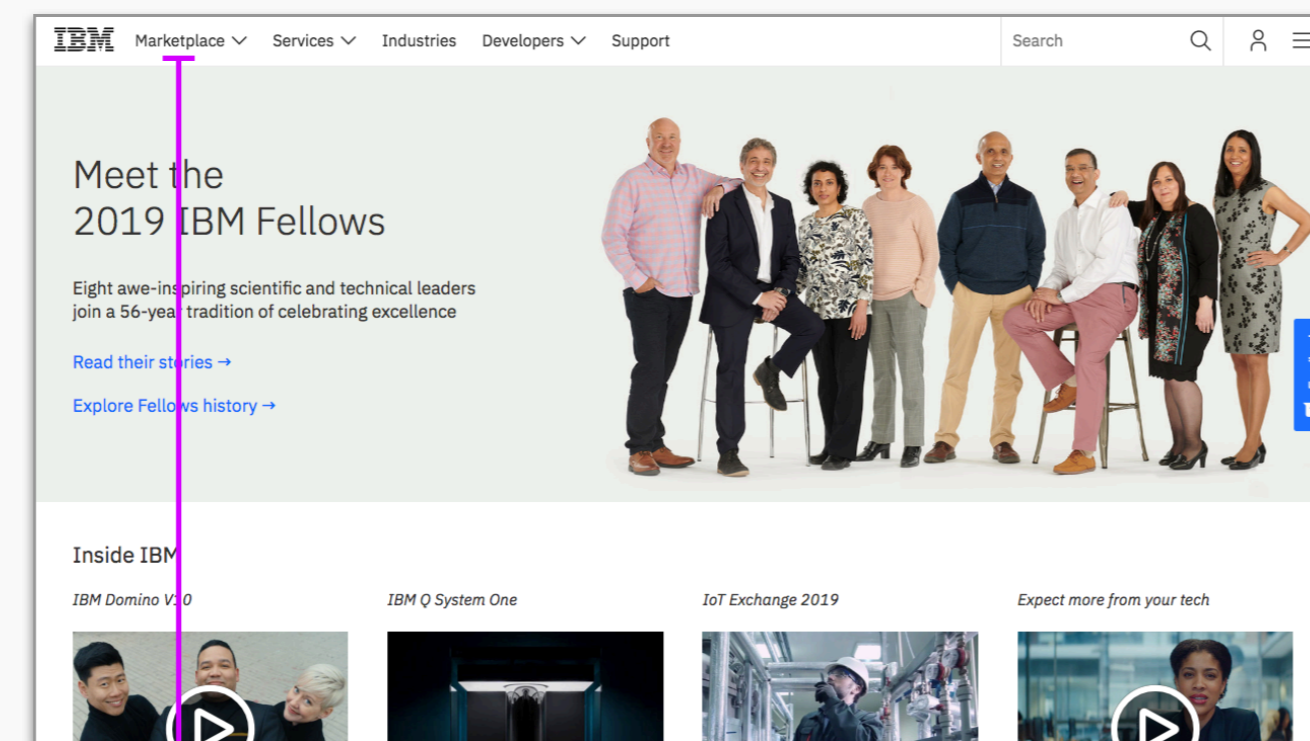




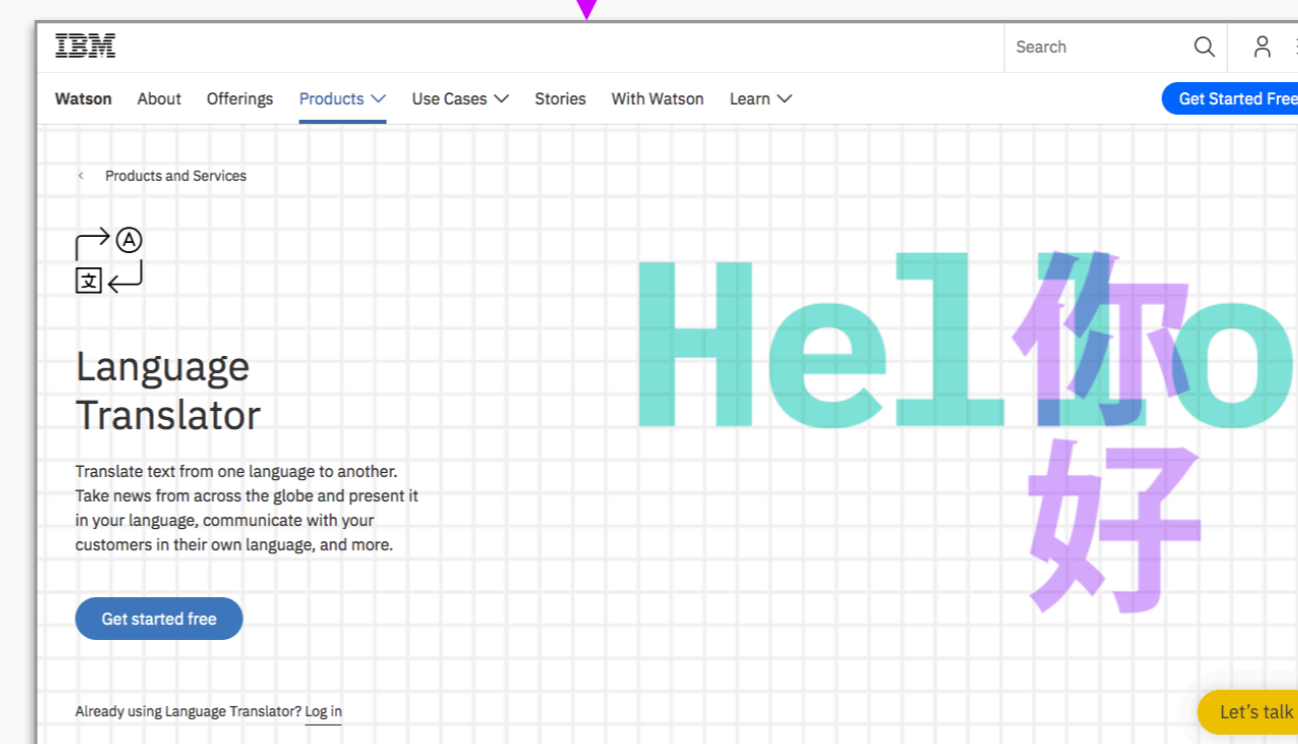
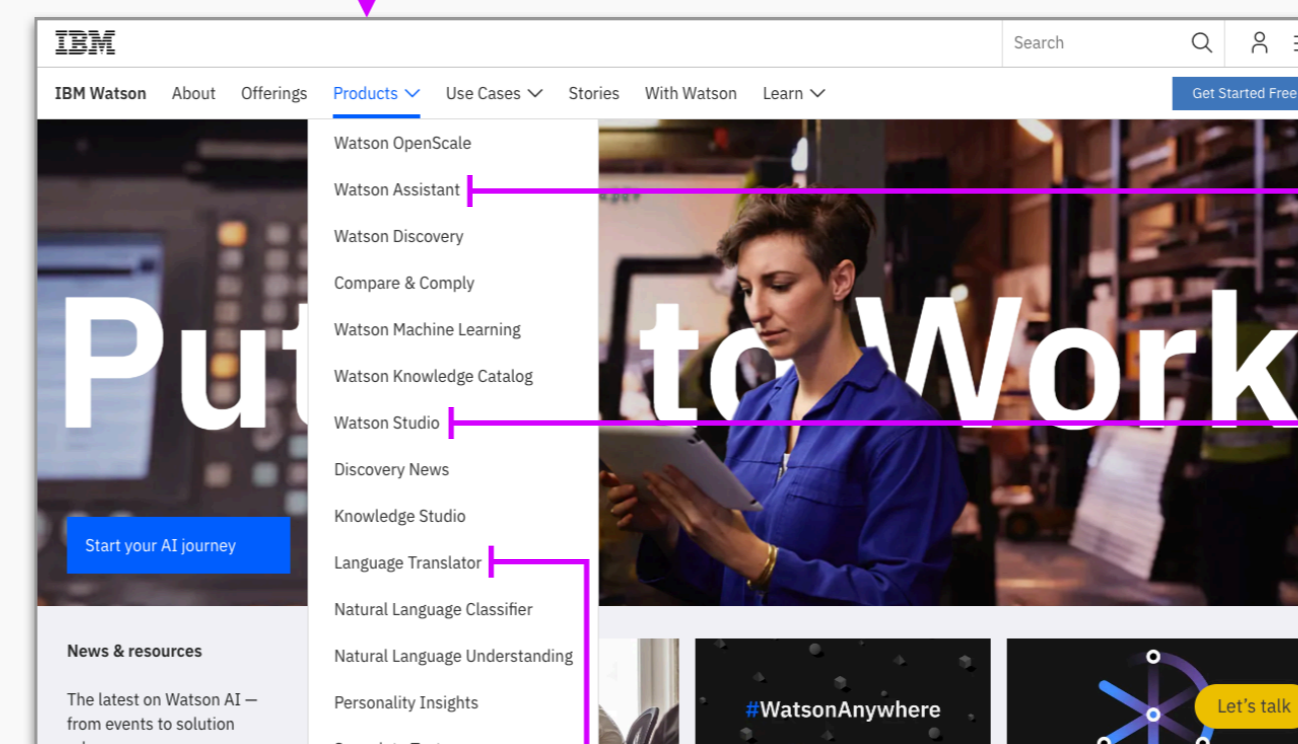
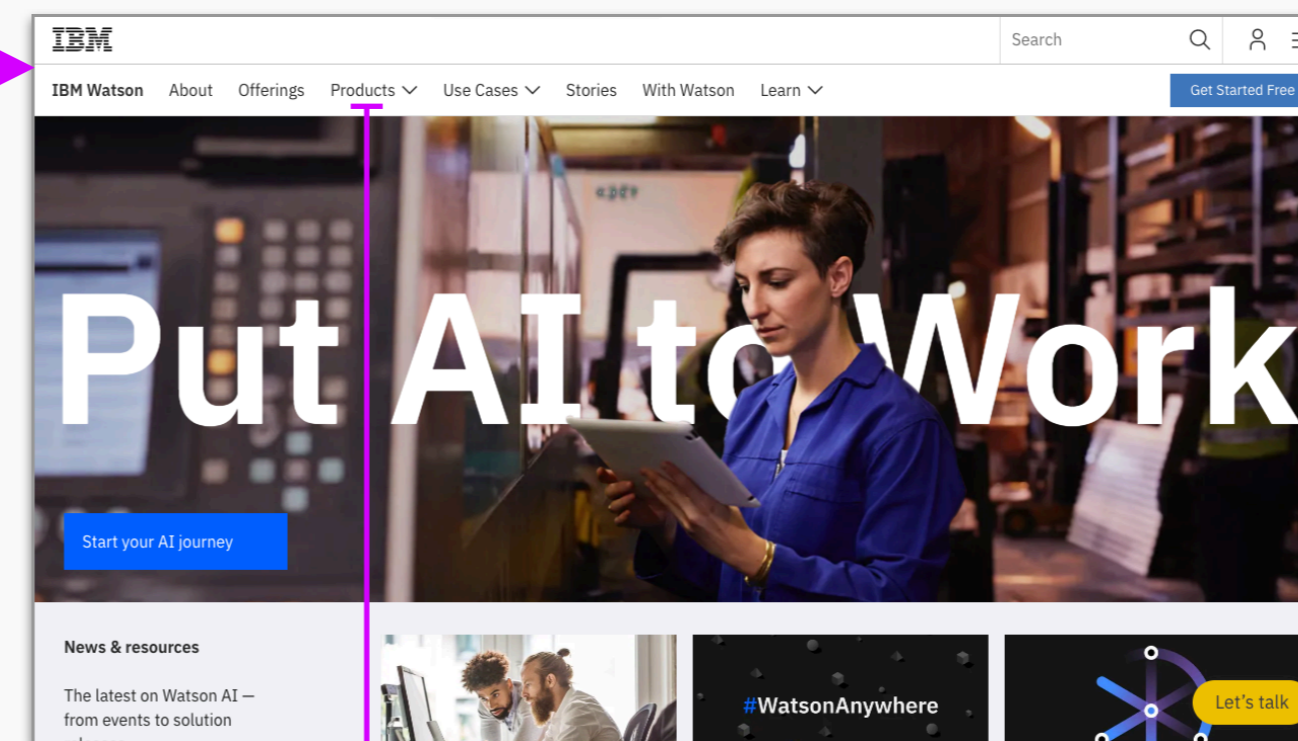
# IBM.com today

- Disparate masthead models
- Irregular navigational treatment
- Inconsistent naming convention
- Multiple types of mega-menus
- Unintentional content switching

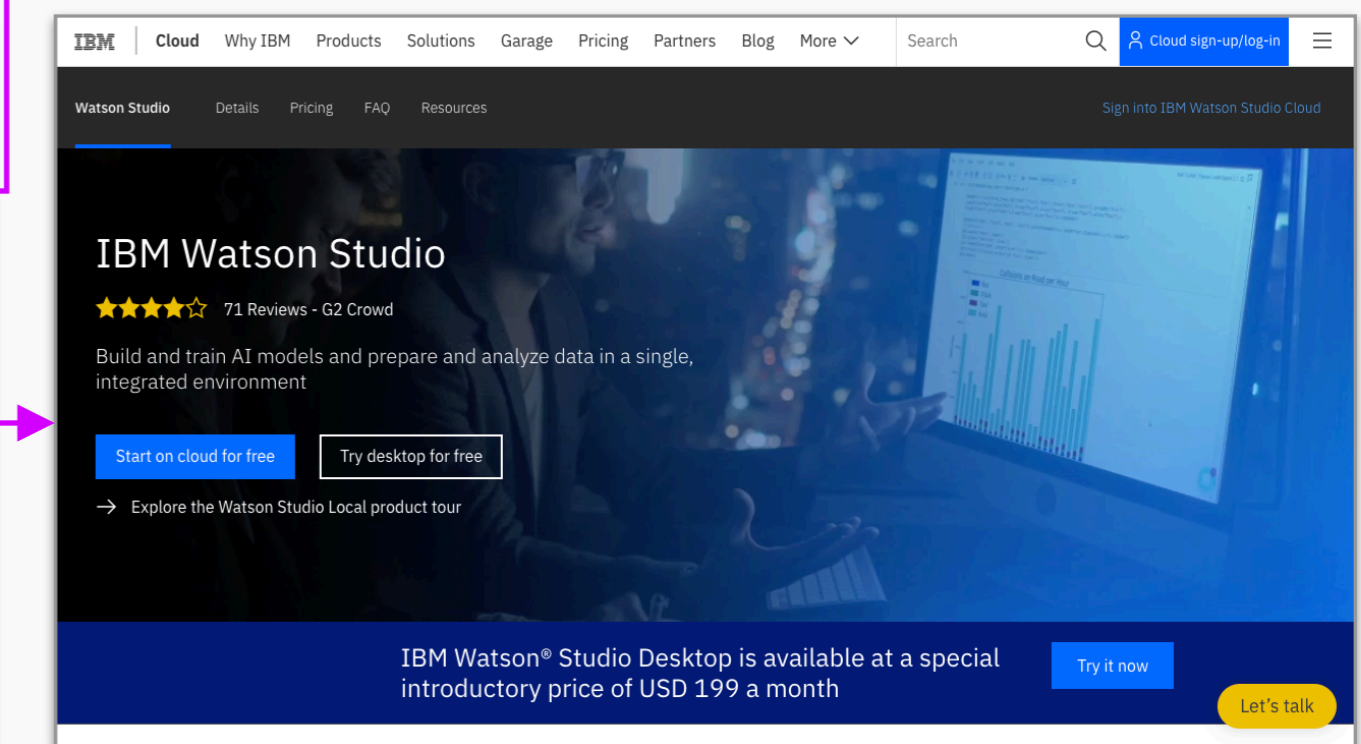
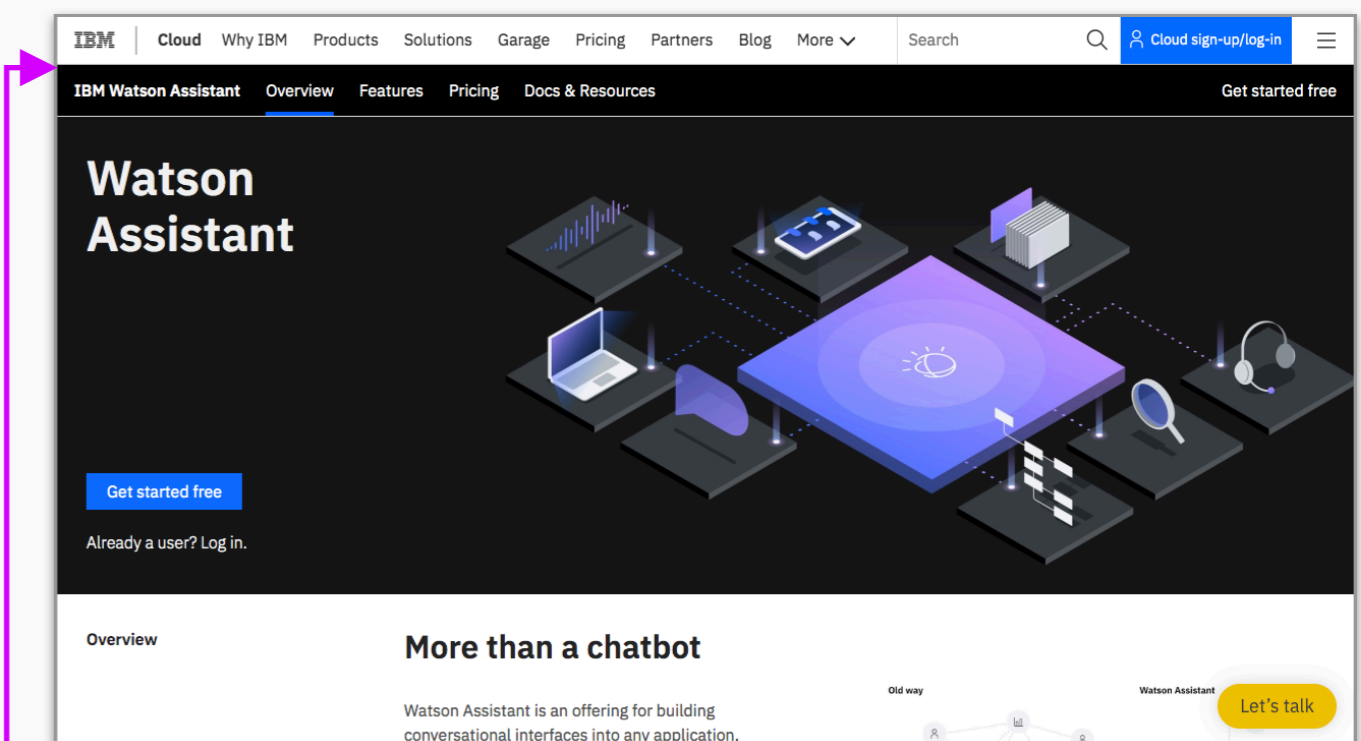
IBM



IBM Watson



IBM Cloud

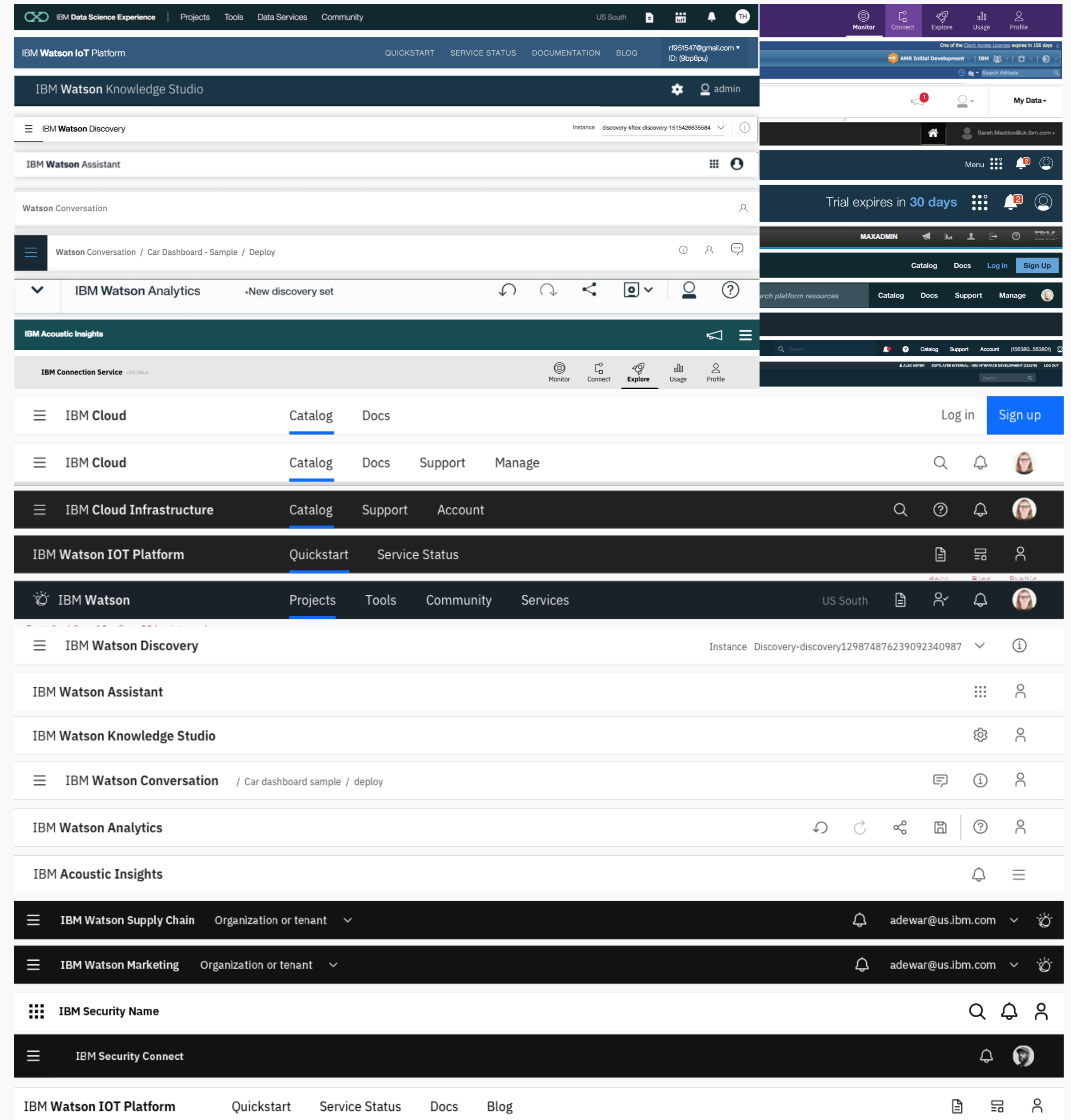




# IBM Cloud & SaaS today

Product headers are inconsistent in form & function. Externally we do not look or feel like OneIBM.

17 font styles   16 logo variants   14 header colors   13 profile icons   09 icon styles

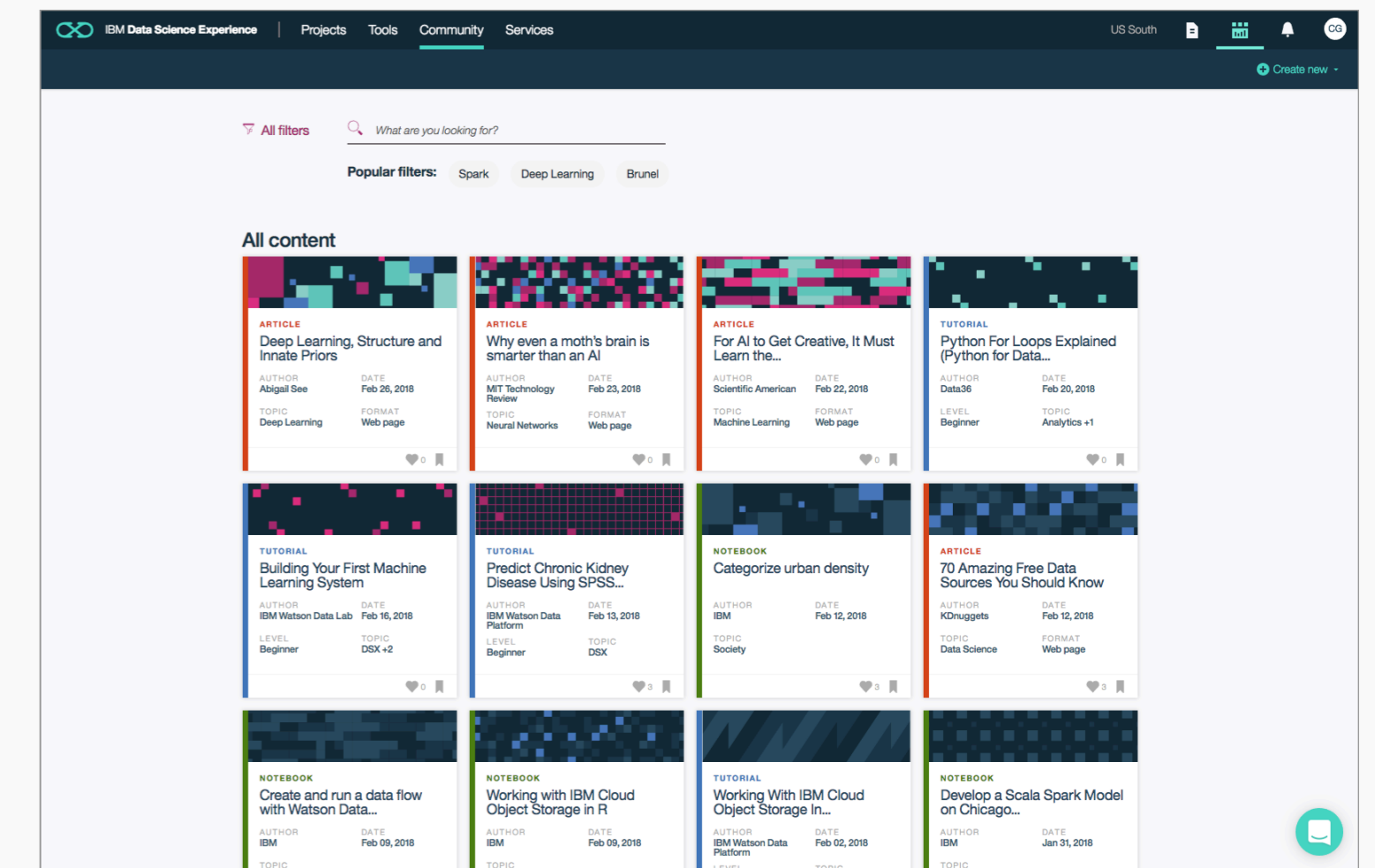
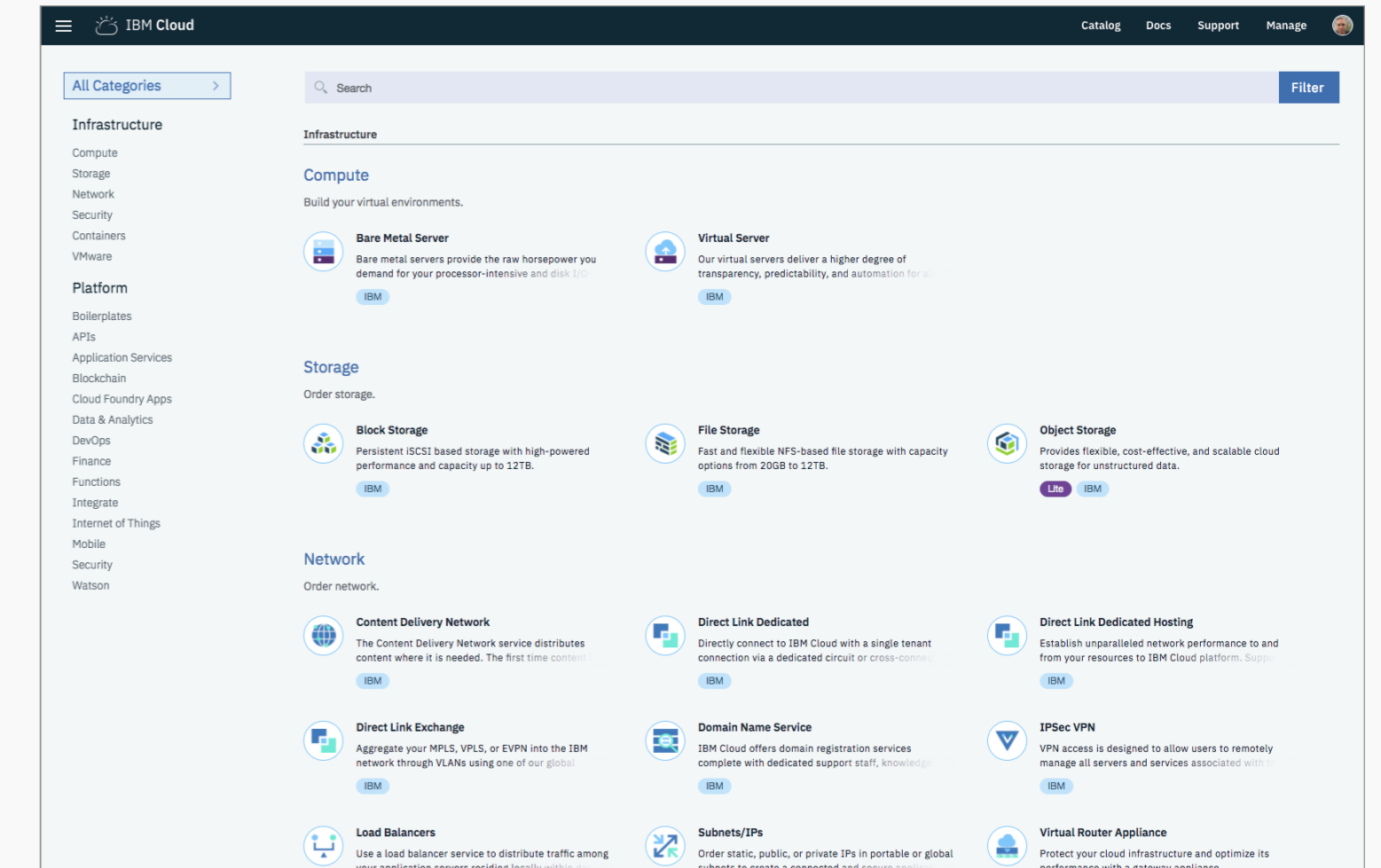
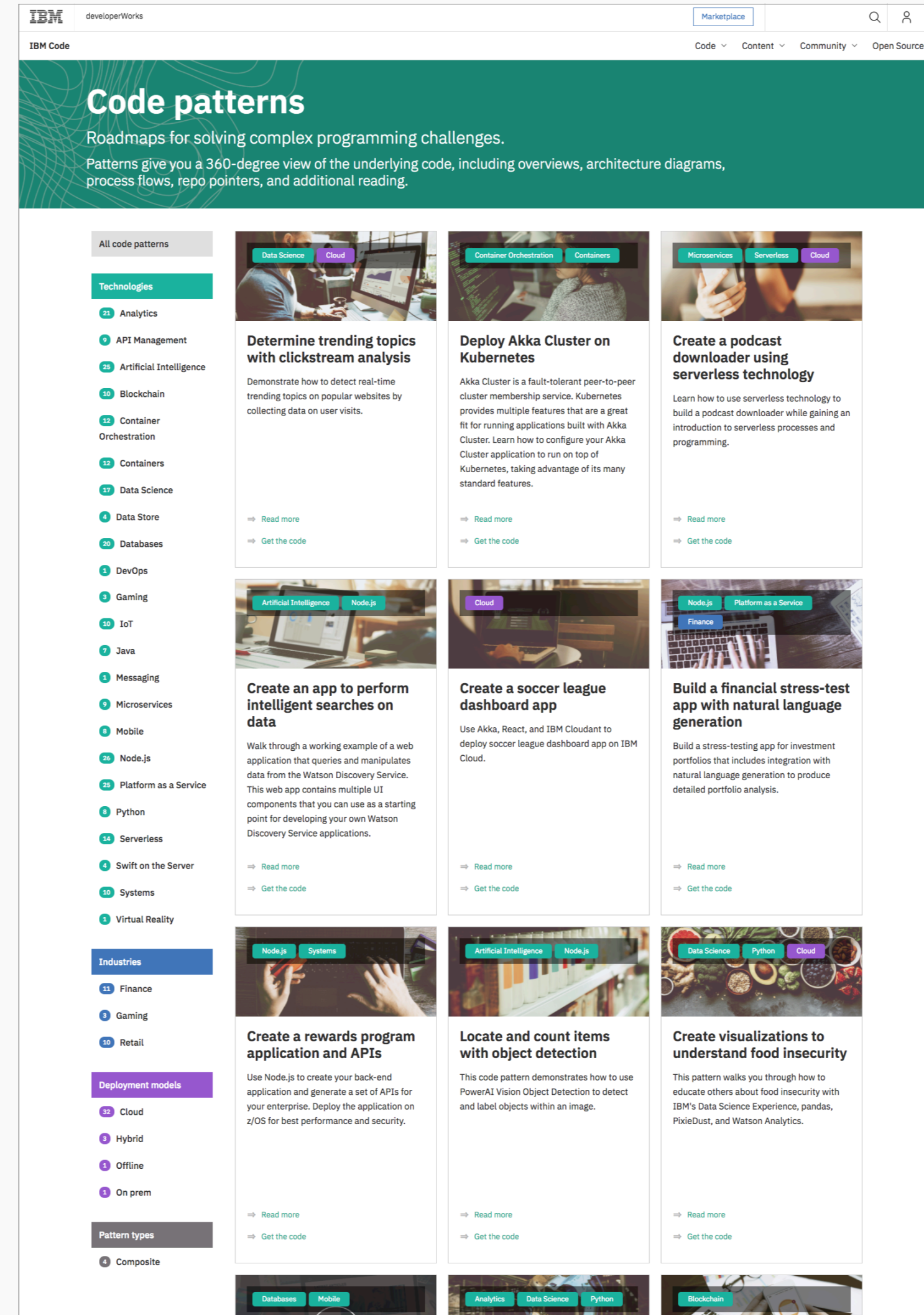


# IBM Cloud & SaaS today

No common architecture for universal navigational elements required for a connected experience.

We are building disconnected and duplicative solutions for catalog, support, or documentation making it hard for users to move between spaces without getting lost.

05 accounts  
09+ doc sites  
09+ catalogs  
0 in context support



## Summary

Product teams are needlessly designing, building and implementing the same universal experiences. Unnecessarily spending time and money on duplication rather than product specific workflows.

- Silo'd and inconsistent implementation
- Disparate models lack structure for universal, global and local
- Inconsistent taxonomy and visual treatments
- Misaligned and confusing terminology
- Duplication of patterns that should be universal in form & function
- Unnecessary redundant costs in design and development effort

# Competitive audit

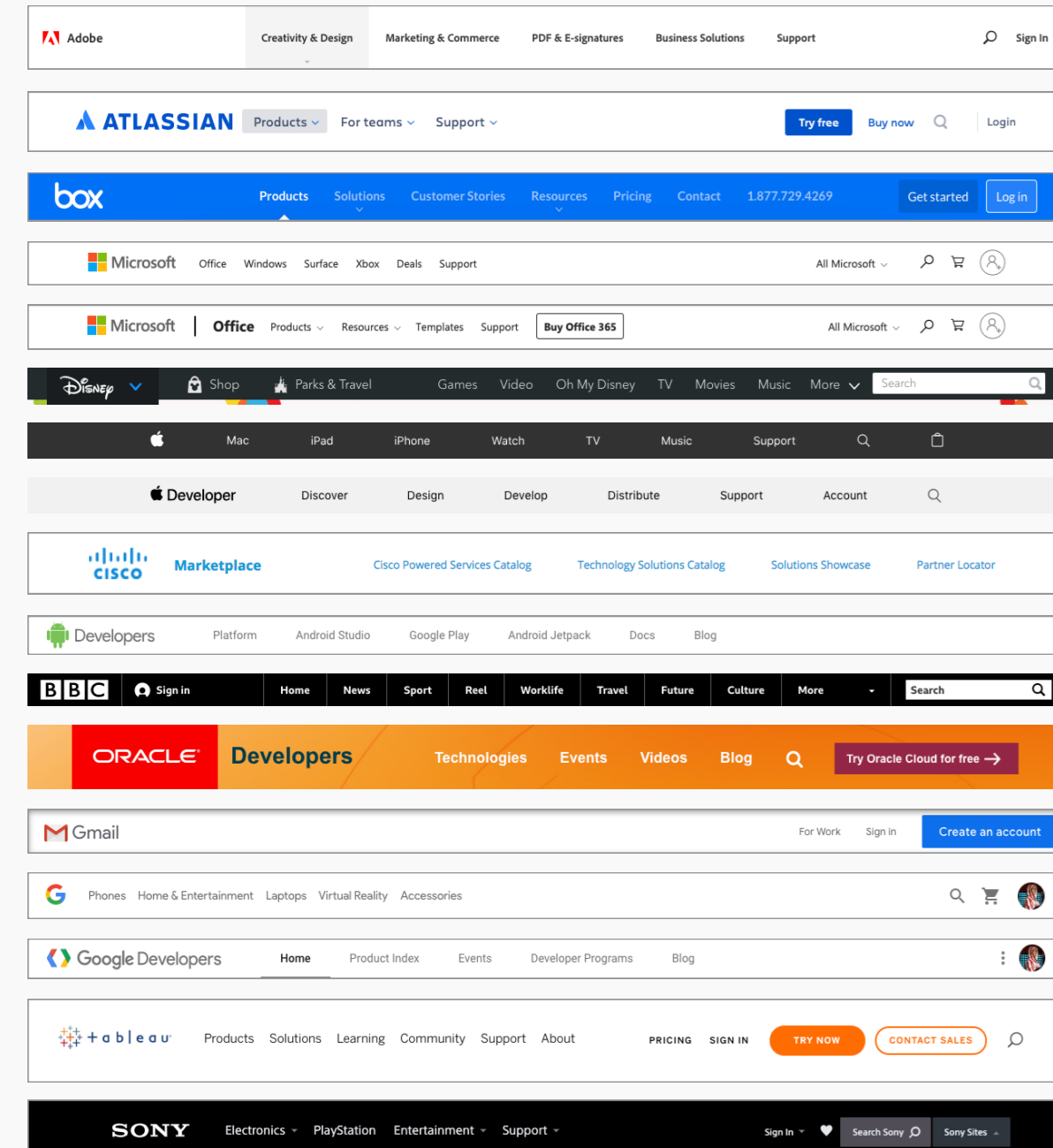
Browsing & productivity navigational  
experience models



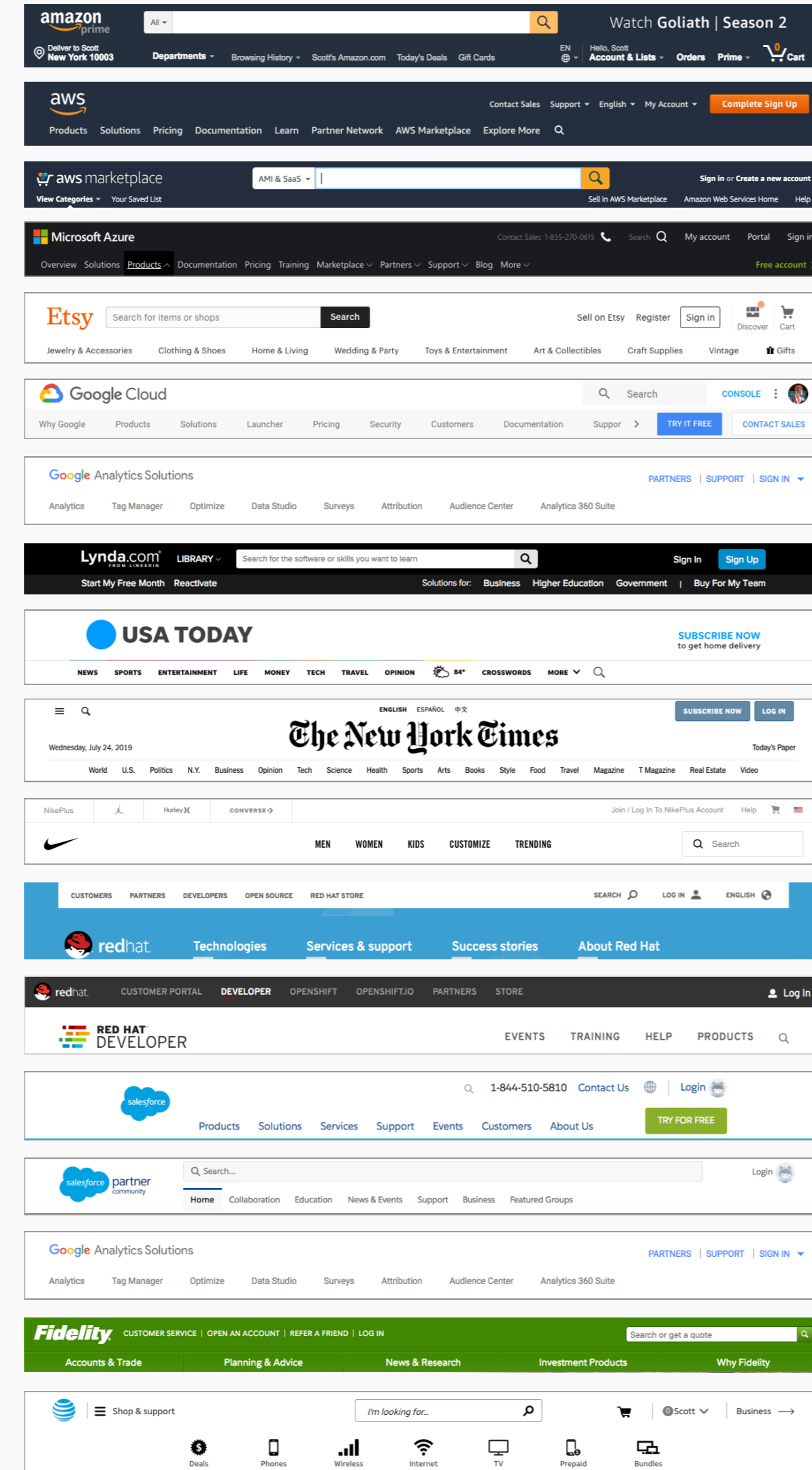
# Browsing Audit

What are the common structures and patterns within a browsing experience

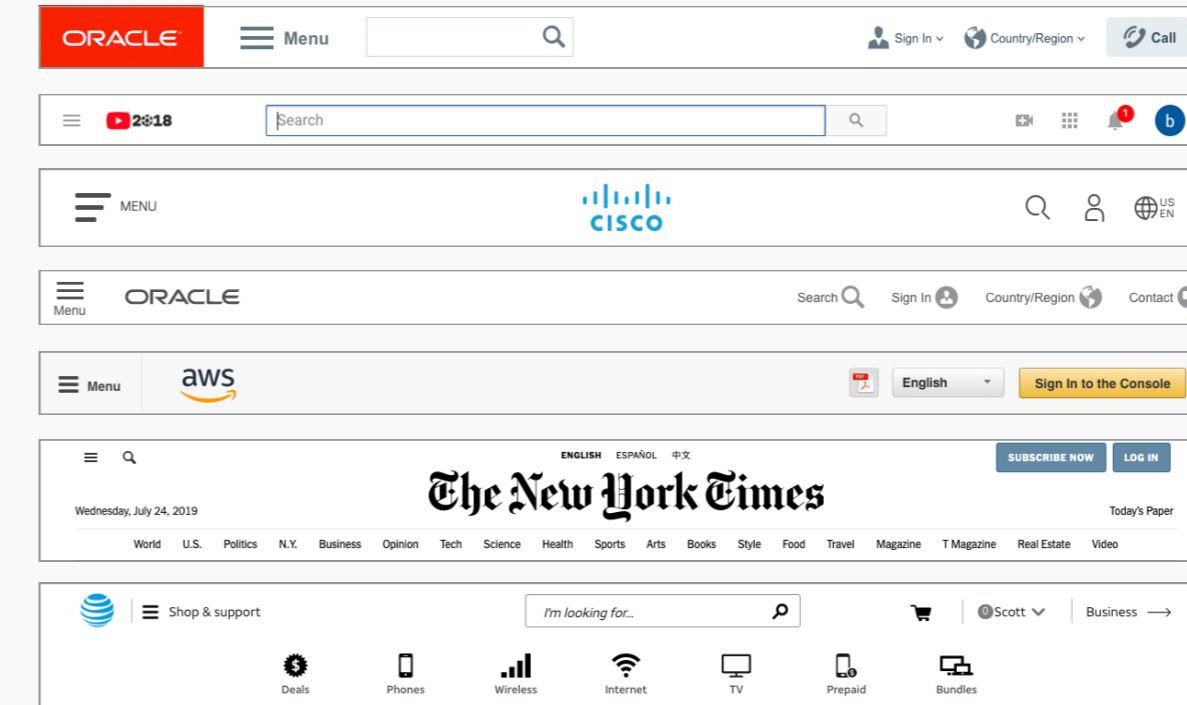
## single nav bar



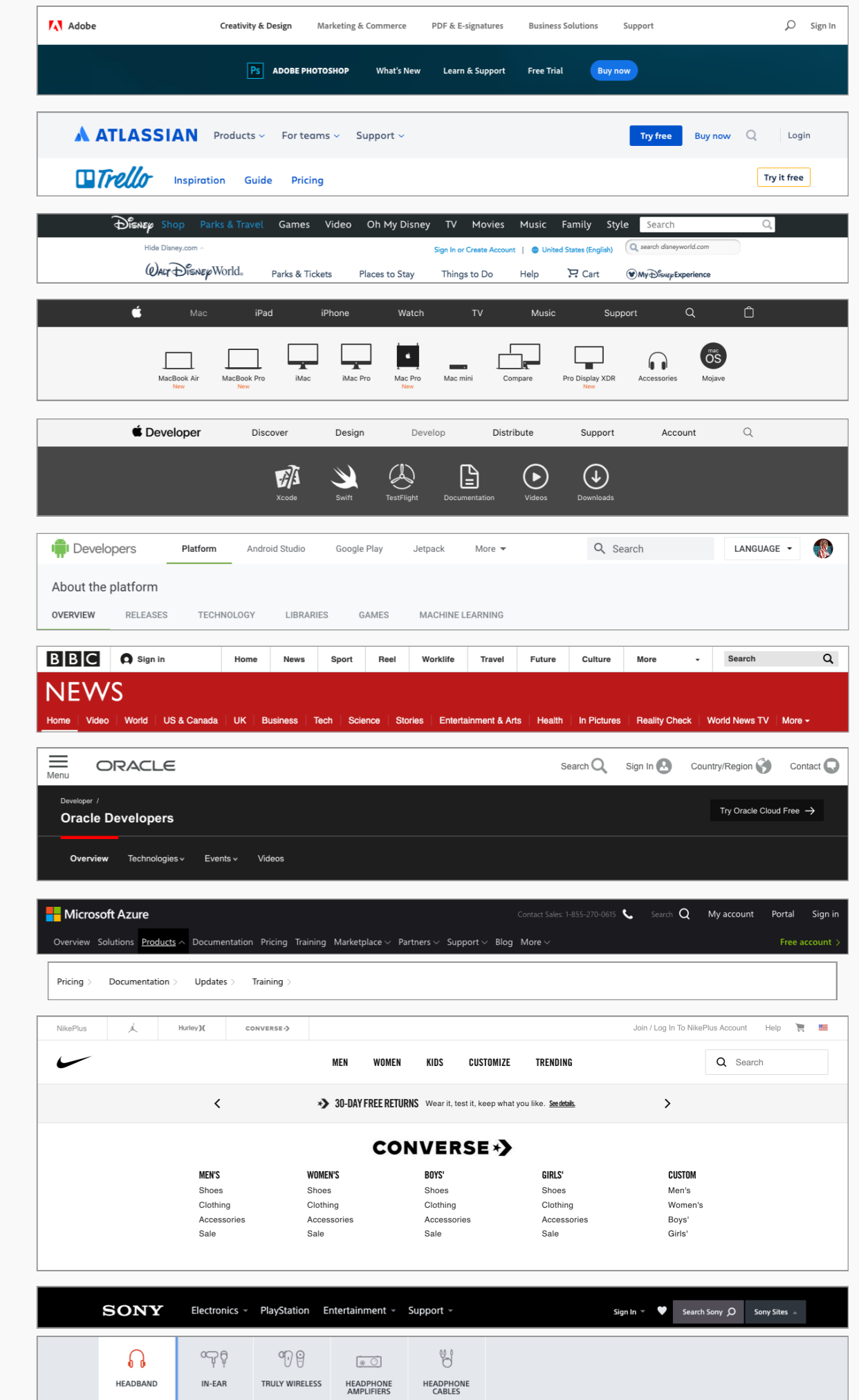
## stacked nav



## hamburger menu



## local nav in a secondary bar



# Browsing Audit Summary

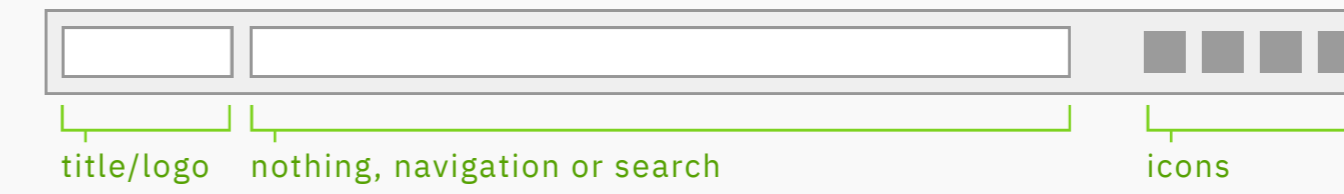
**40**  
sites reviewed

**17**  
global nav in a  
single bar

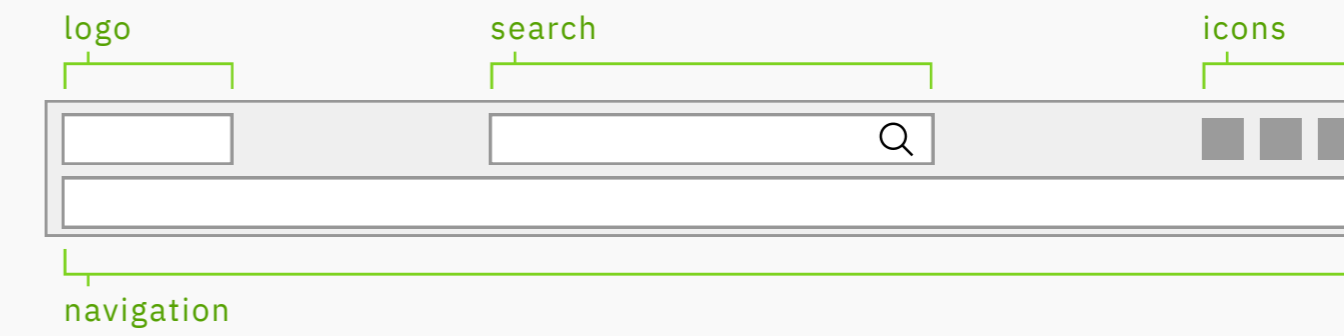
**18**  
global nav  
stacked

**05**  
hamburger menu  
only nav

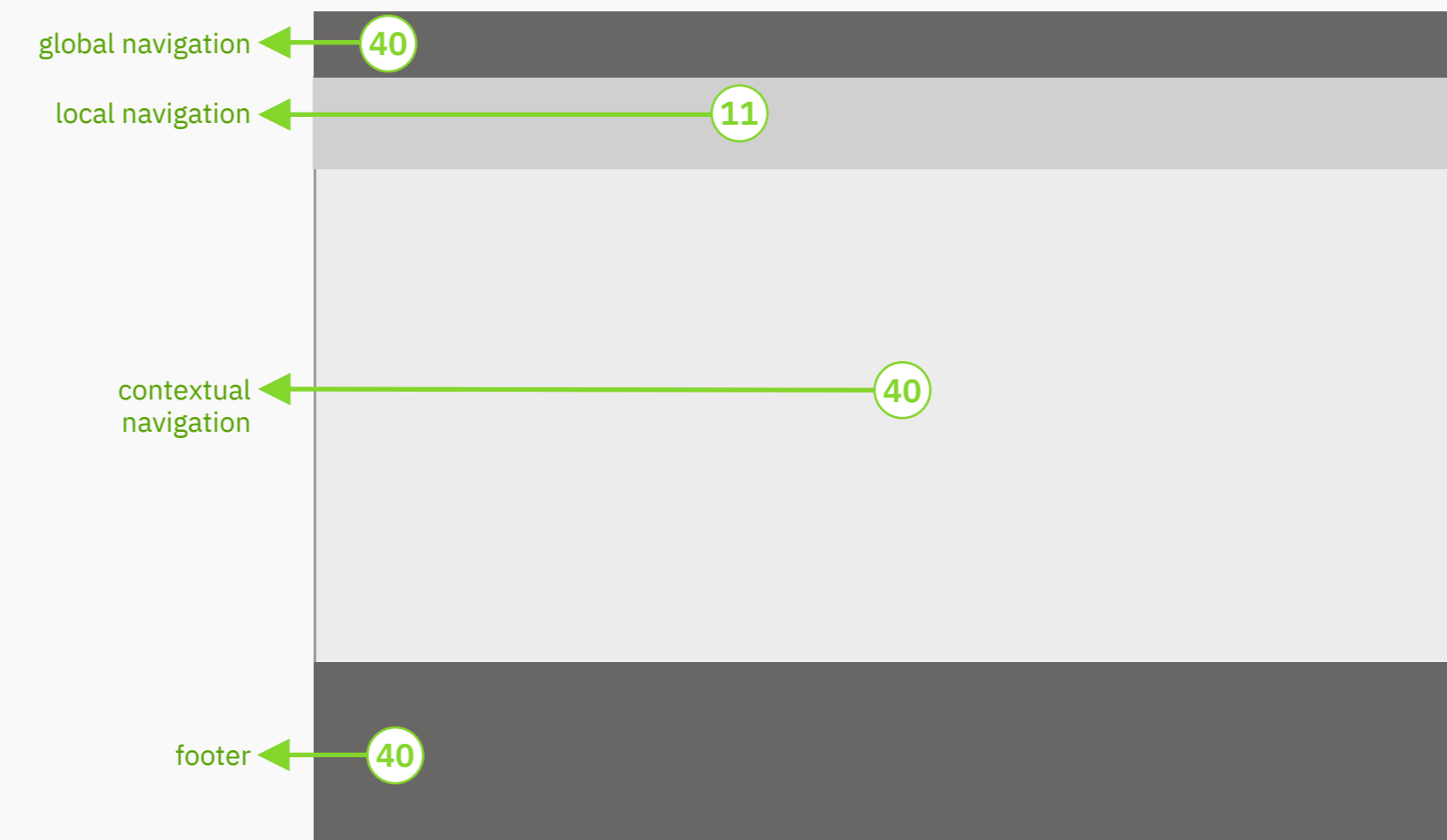
Most common single nav bar pattern



Most common stacked nav pattern



Horizontal navigational is the most commonly used UI



**39**  
logo on  
the left

**38**  
icons on  
the right

**14**  
support  
multiple CTAs

**11**  
secondary bar  
for local nav

**28**  
to the right

**07**  
at all times

**07**

**05**

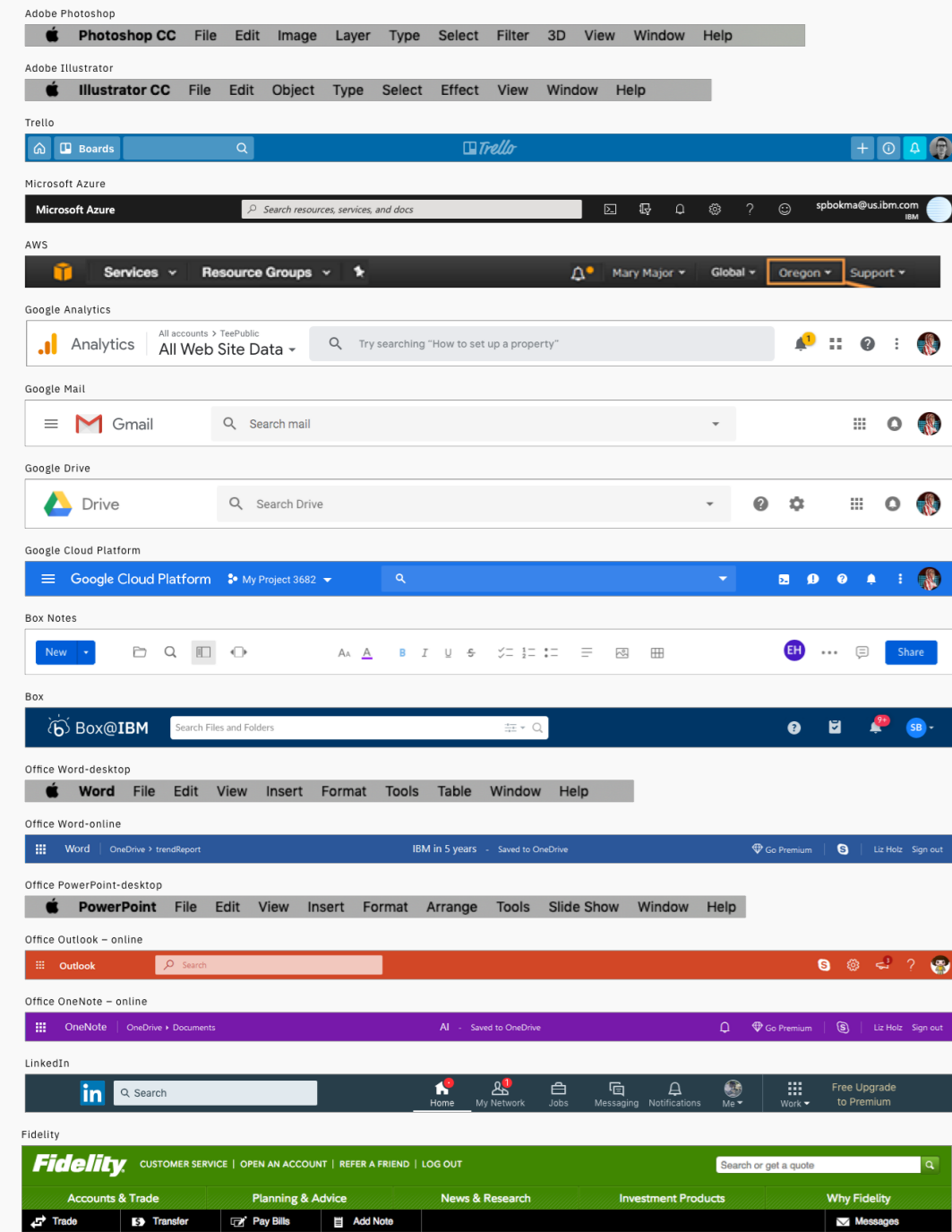
**02**  
contact us

**02**  
call us

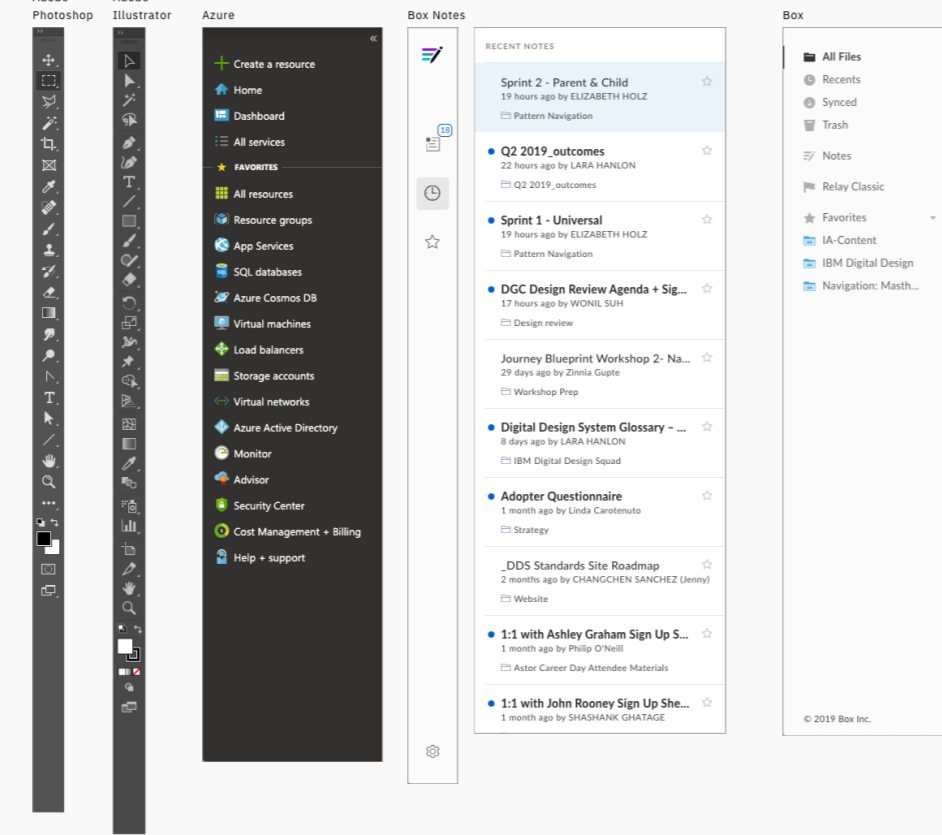
# Productivity Audit

What are the common structures, patterns and components within a productivity experience

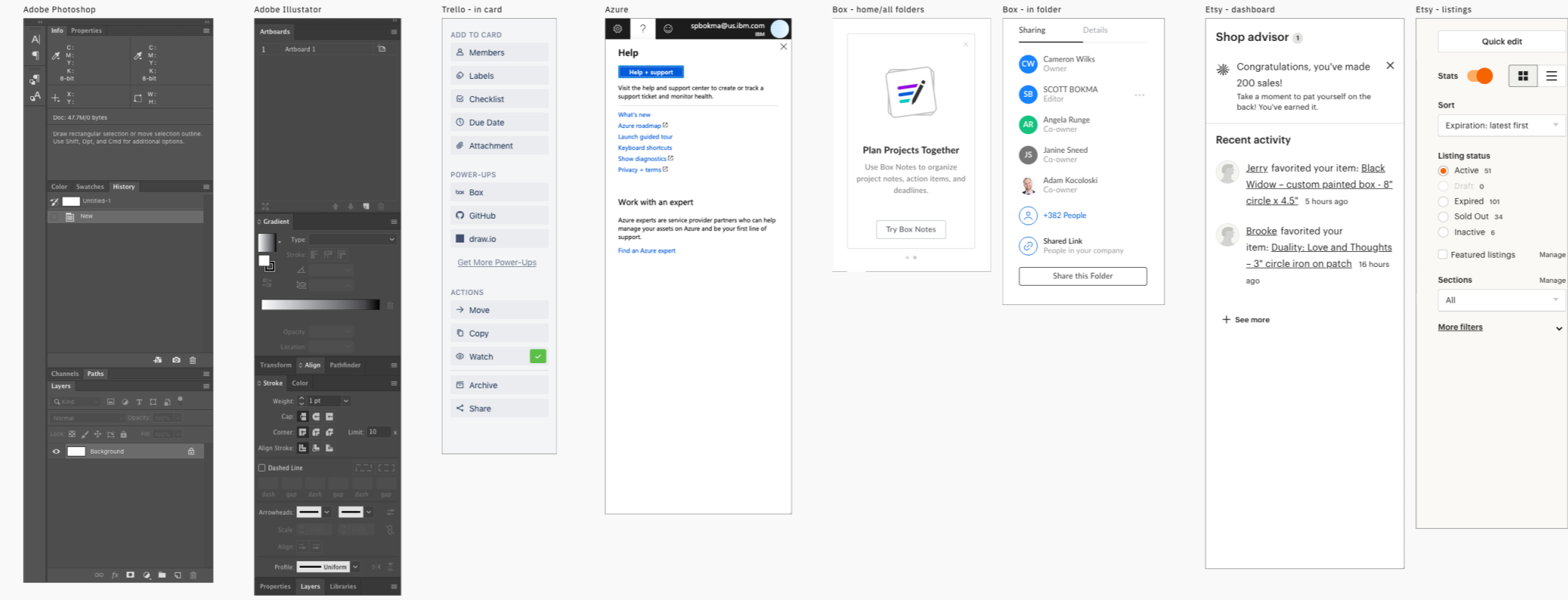
## header bar



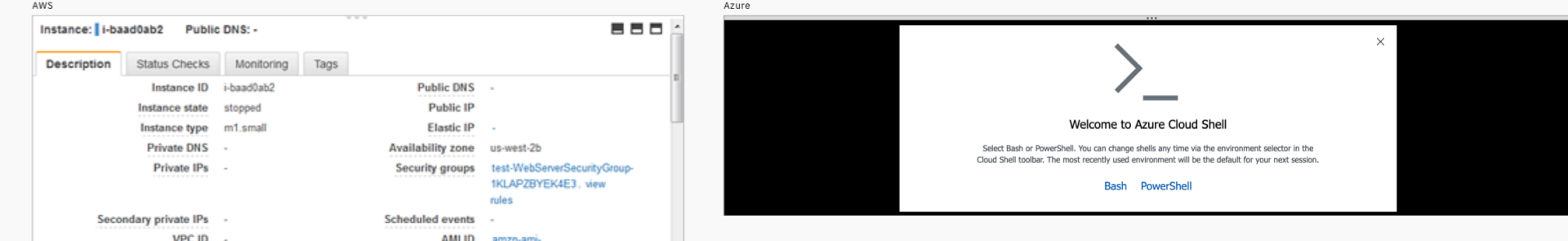
## left panel



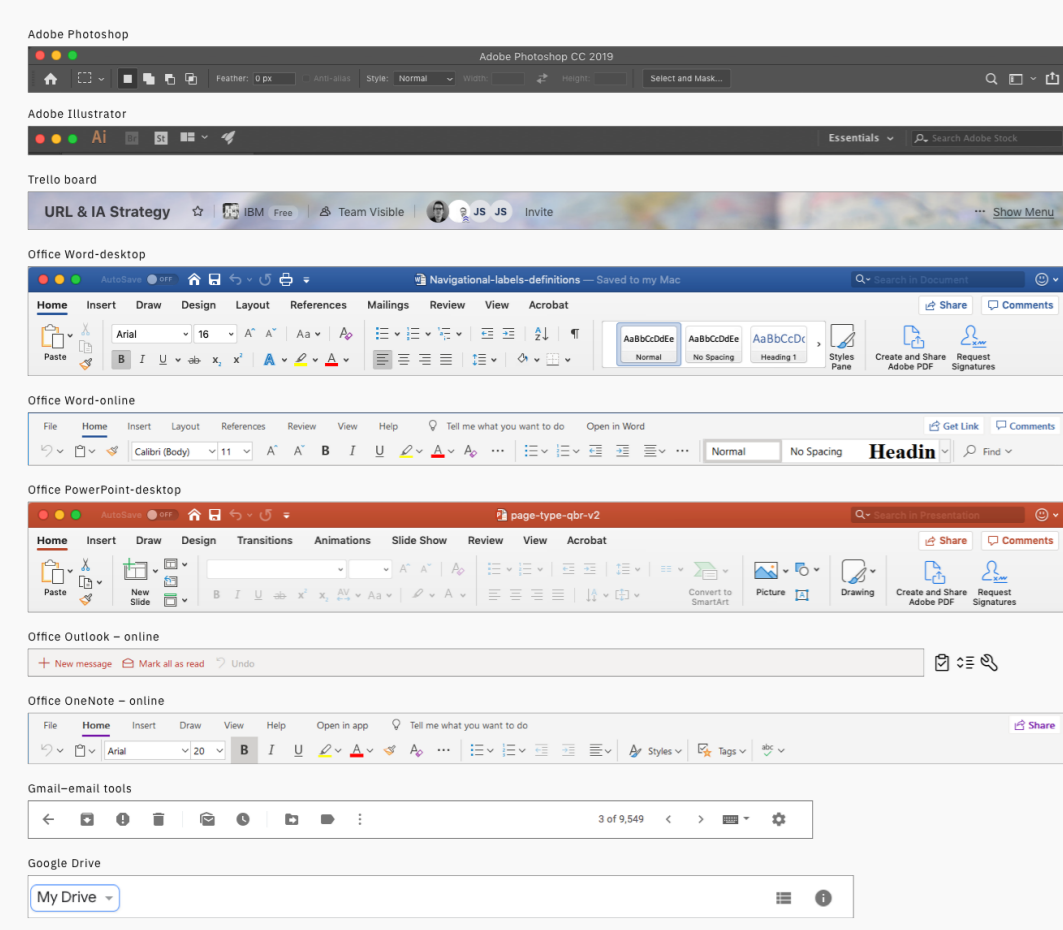
## right panel



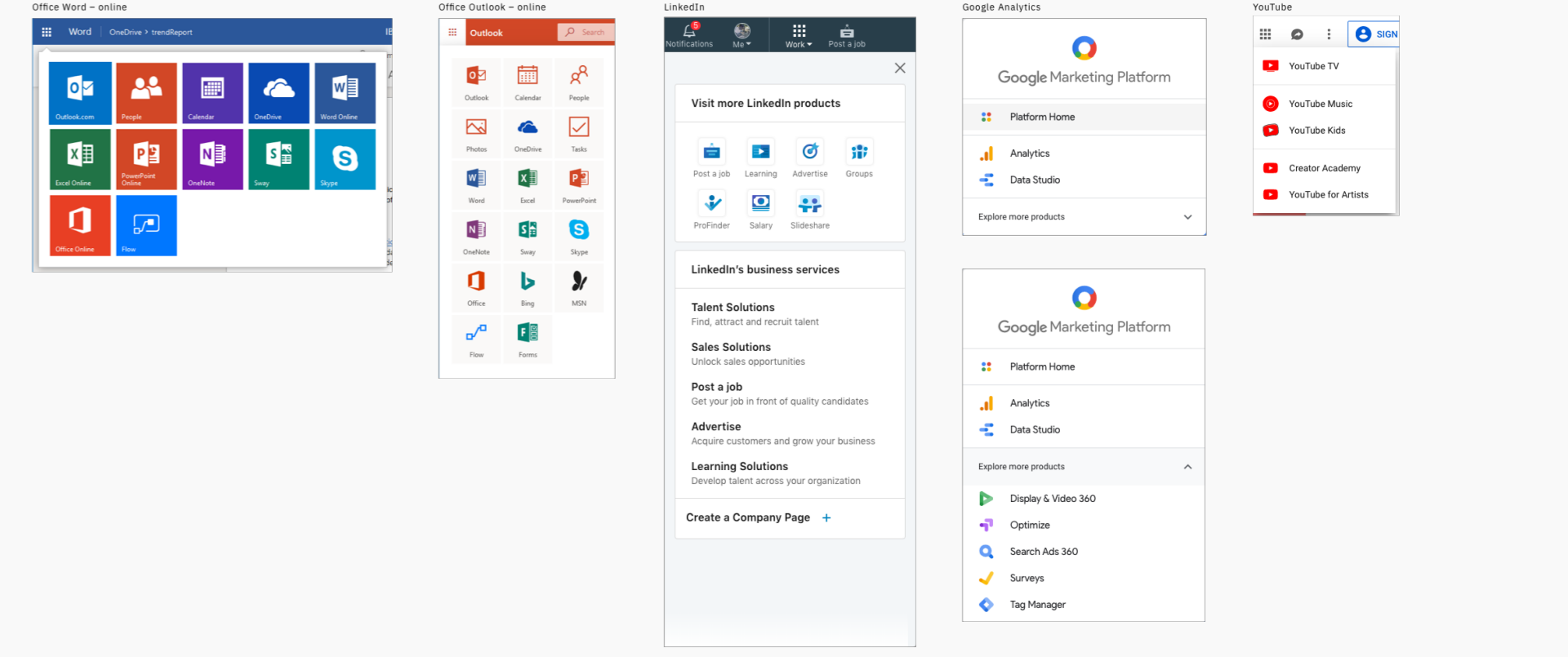
## bottom panel



## local nav



## switcher





# Productivity Audit Summary

19

offerings reviewed

19

header bars

16

left panels

08

right panels

18

title/logo  
on the left

14

icons on  
the right

11

local bars

02

bottom panel



11

search



12

profile



09

notifications



06

help



03

switcher



03

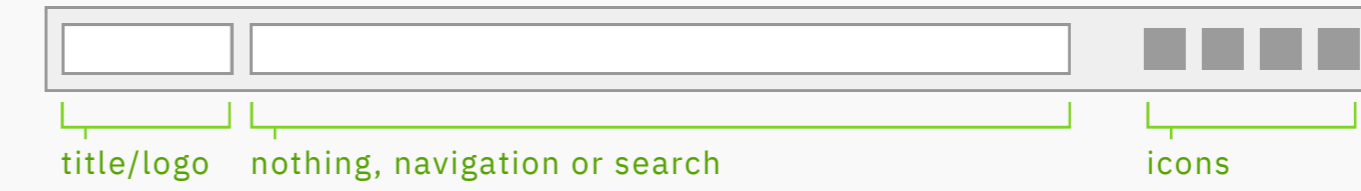
settings



02

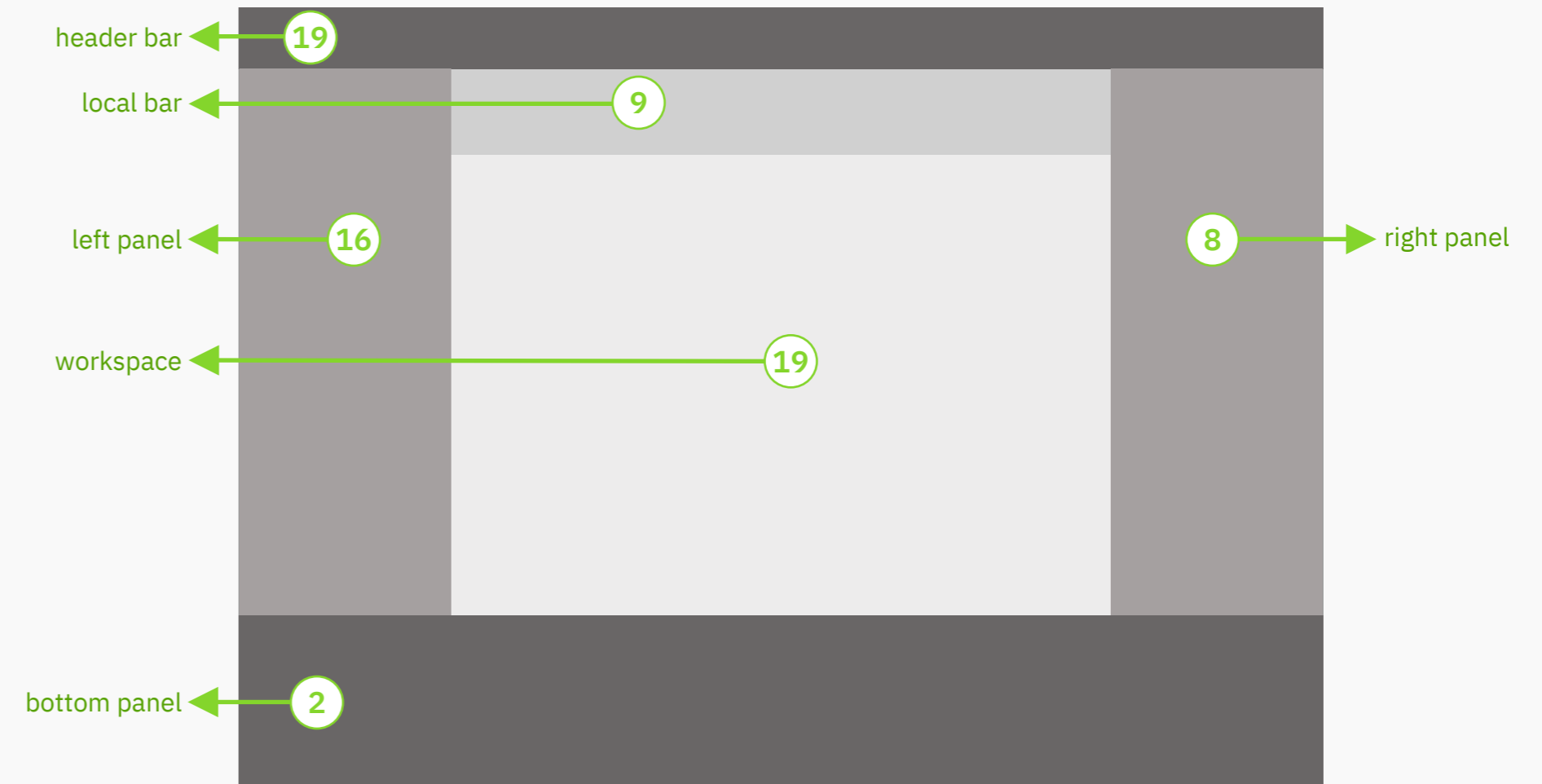
information

Most common header bar pattern



	supported content types			
	navigation	tools	actions	outside links
header bar	✓	✓	✓	✓
left panel	✓	✓	✓	
right panel	✓		✓	✓
local bar	✓	✓	✓	
bottom panel		✓	✓	

Inverted-L structure is the most commonly used UI



**Where IBM needs to go**

## **Vision**

Simplify and connect the universal navigation architecture and experiences across IBM, to enable users to move in, out and across, seamlessly.

## **Goals**

- Create universal architecture
- Define universal, global and local navigation “spaces”
- Provide governance and standards for universal, global and local navigation
- Streamline process for creating and managing navigation and site structure
- Decreased cost and time to release
- Increased NPS

# Core targeted user

Working with journey system team, user data and top selling offerings to define the primary users coming to IBM.com and user of their products and services.

## Why focus on developers?

They are increasingly the first user, influencers and purchasers of technology.

They are the loosely affiliated group of people talking and connecting with one another. They rely on their networks to know what technology to investigate and learn.

If developers can't get the technology working, it doesn't matter who selected it or advocates for it within the organization.

We have great technology for developers, but they don't consider us.

*Journey Systems Research Summary, 2018-Q1*

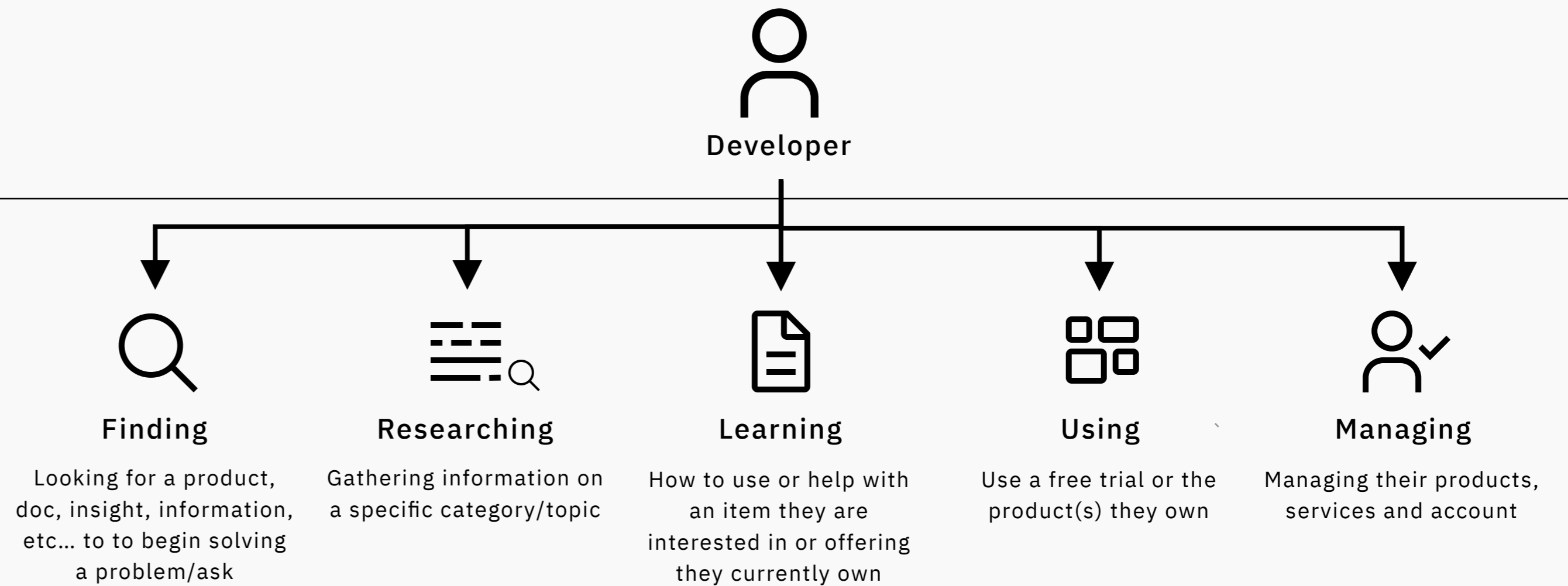
## Win key battlegrounds

**IBM Cloud and AI**  
Win IBM Cloud and AI battles to achieve growth targets

**Developers and the Ecosystem**  
Win developers and build overall ecosystem to achieve 2M active developers in 2018

## User tasks

Tasks performed to achieve a goal.



## User goals

The final state which the user strives.

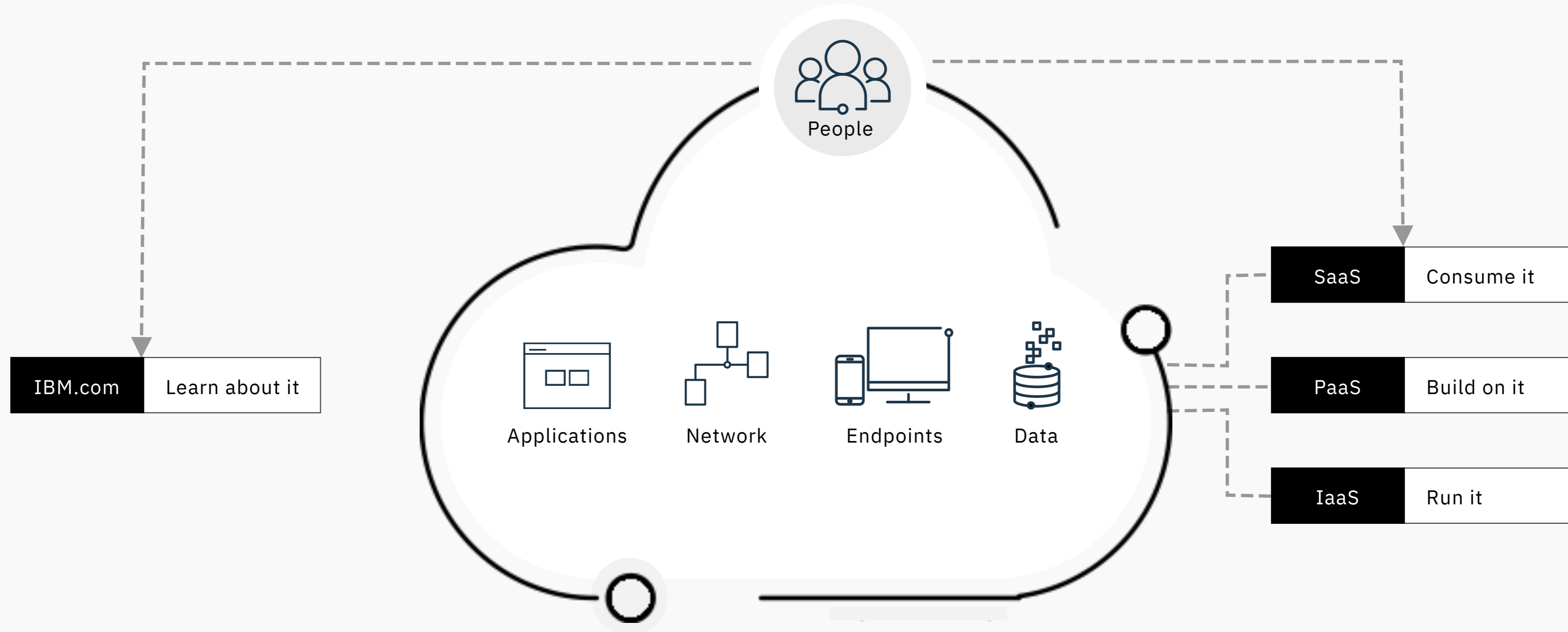
What is a chatbot	Is a chatbot right for my business needs	How do I build a chatbot to meet my company's requirements	Building my first chatbot	Adding a related products & team members to my chatbot project
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## User doing

Explore	✓	✓	✓	
Evaluate		✓	✓	✓
Embrace			✓	✓
Extend		✓	✓	✓
Expand			✓	✓

# Places

Where are the key locations within IBM that the core users goes throughout their journey and stages of interaction with IBM content, products and services to complete their tasks.





# High level view

The hierarchical levels of learn, build and use experiences and which content is being feed out of these spaces.

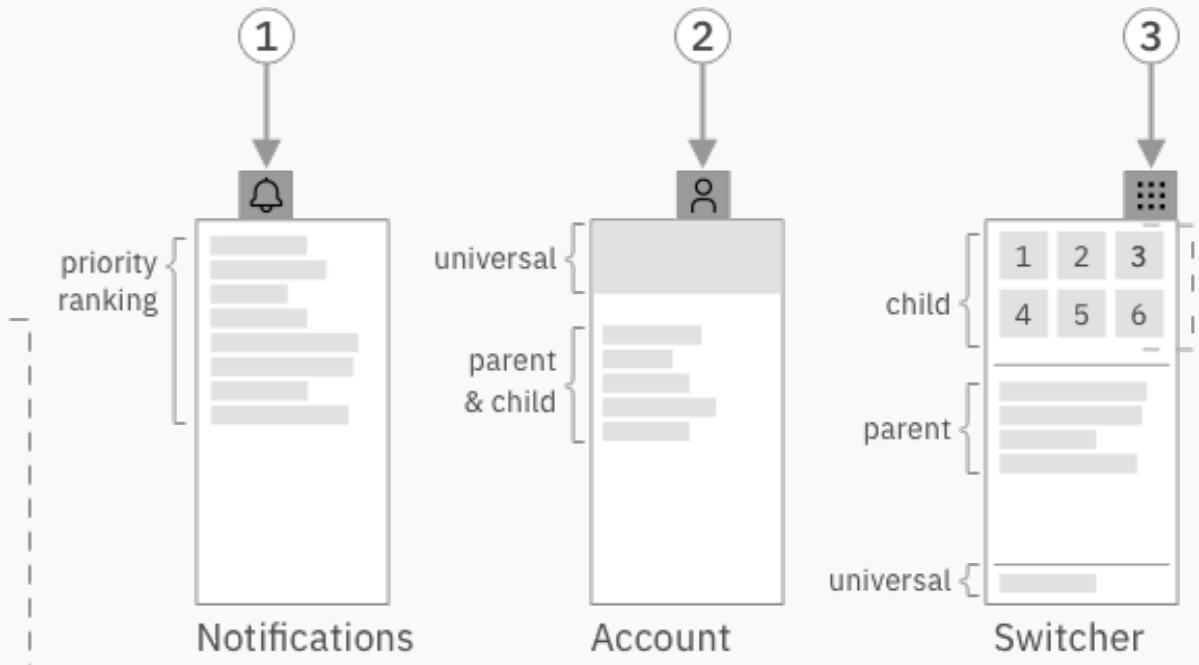
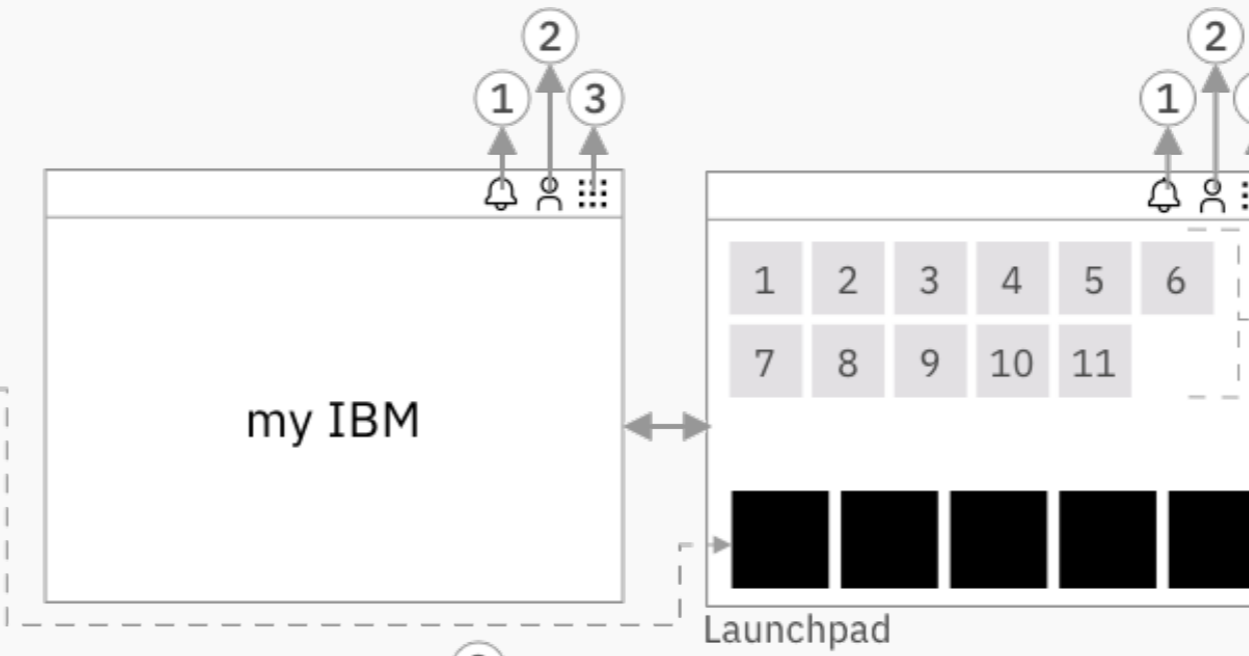
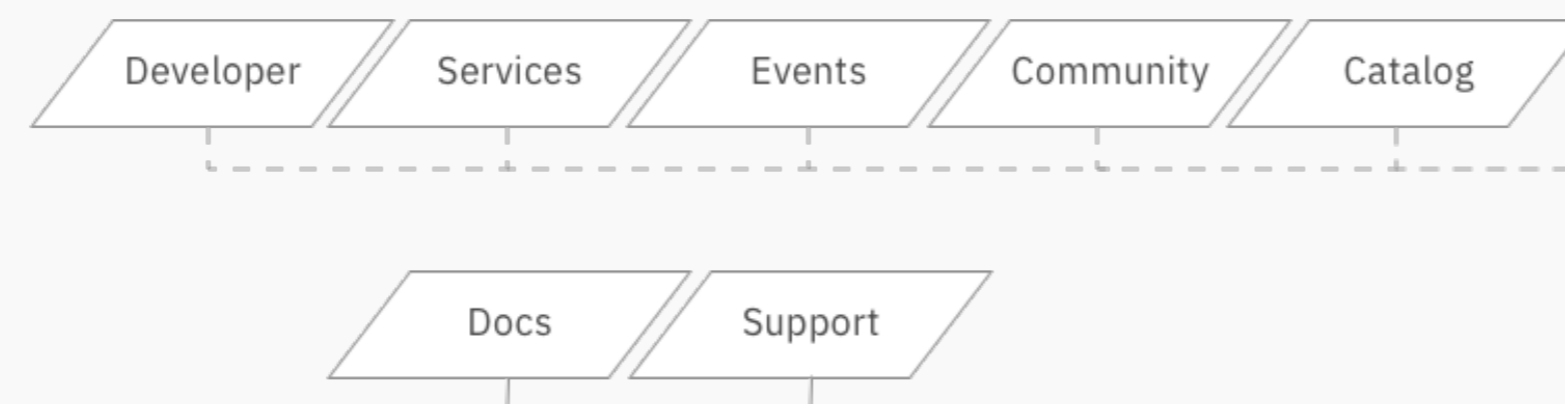
## Universal

### OUTGOING FEEDS

- My IBM (account)
- Support Center
- Doc Center
- Catalog (Marketplace)
- Upsell/Cross sell



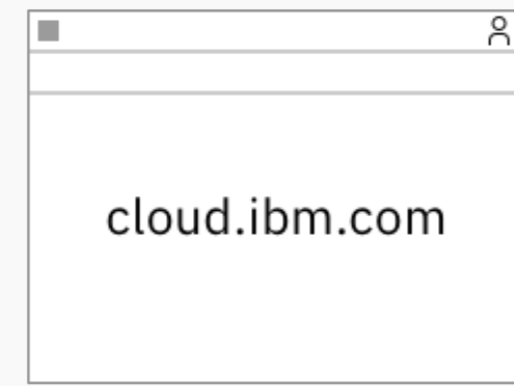
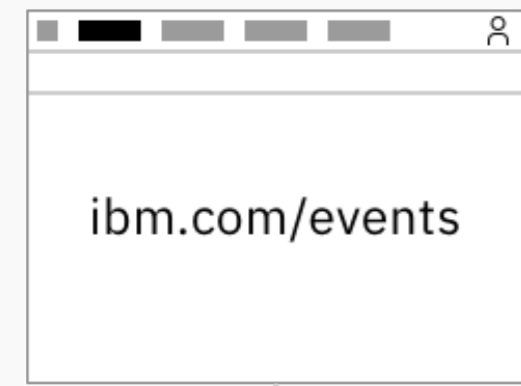
Up/cross sell feeds



## Parent

### OUTGOING FEEDS

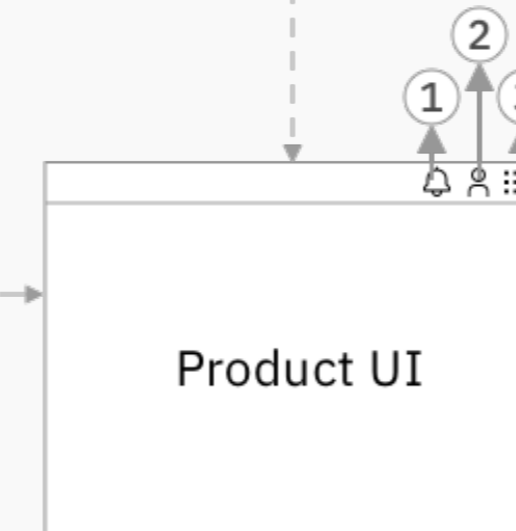
- "Space" Notifications
- "Space" Billing
- "Space" Profile



## Child

### OUTGOING FEEDS

- "Space" Notifications
- "Space" Billing



**Learn (browsing UI)**



**Build & Use (productivity UI)**

# Connected Elements

Creating one account for IBM users as the location to manage and access the products and services they own, as well as see offerings related to their work, role, interests and items they own.

## Universal level

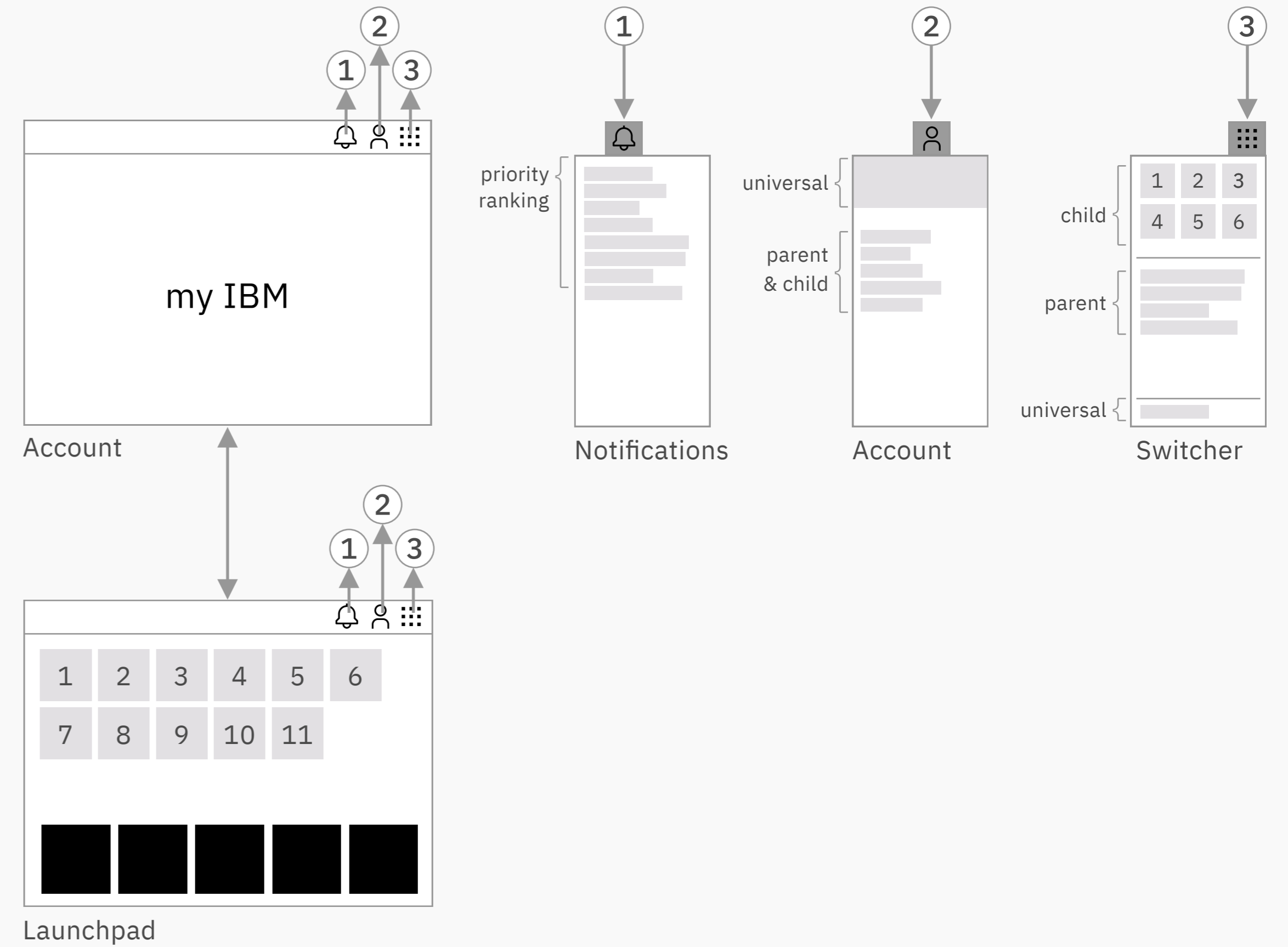
Account

## Parent & Child level

Profile	Usage	Billing	Notifications
My Products & Services	In context Support	In context Documentation	

## Up-sell/Cross-sell

In context Catalog	Services	Events	Community
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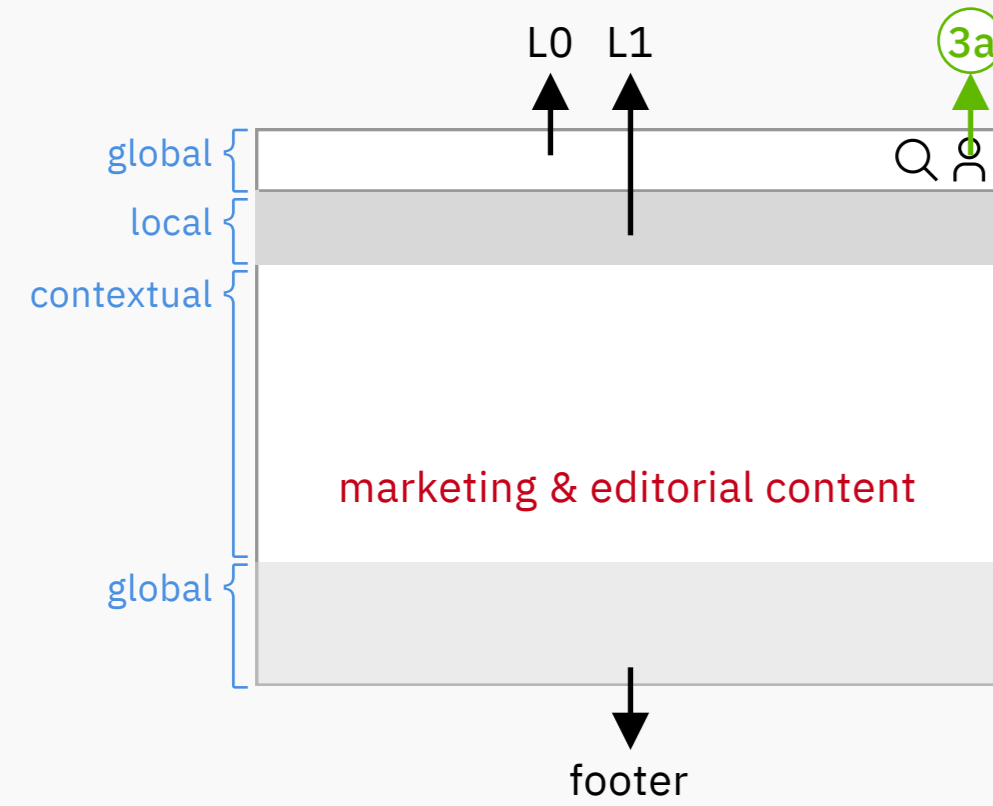


# Anatomy of the UI Shells

Defining the core elements of the browsing and productivity experiences, along with the hierarchy of content within them.

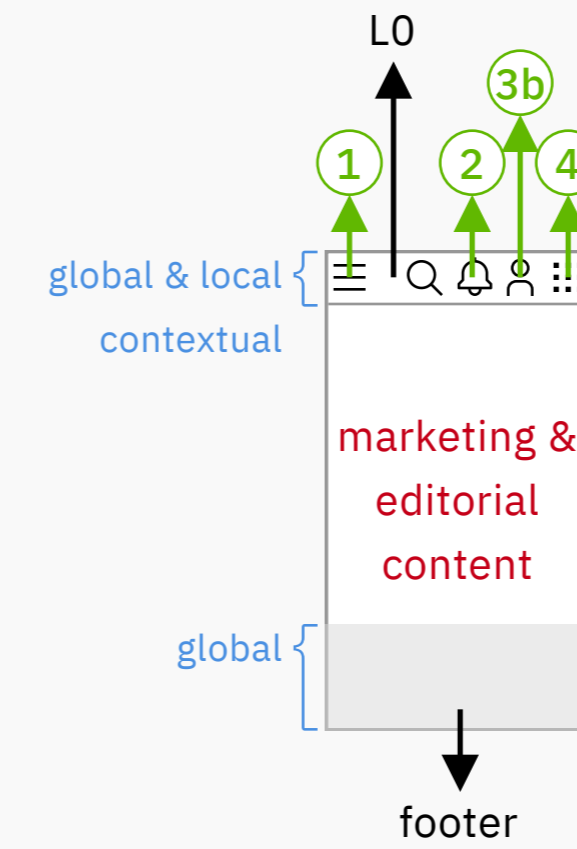
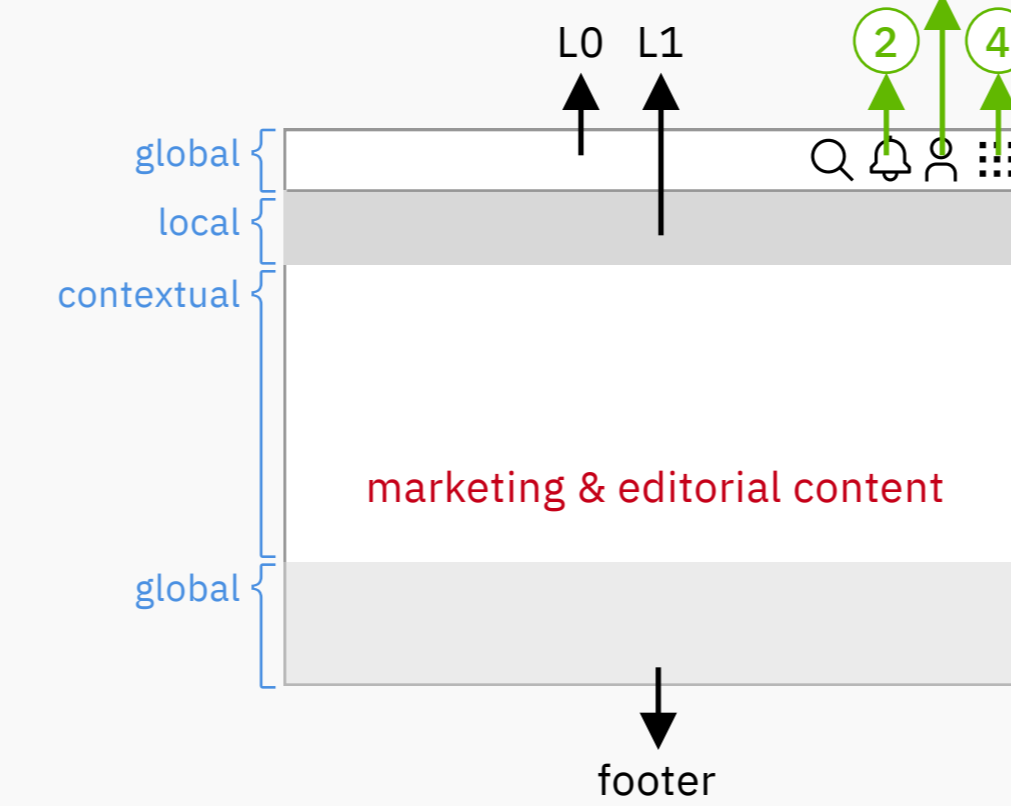
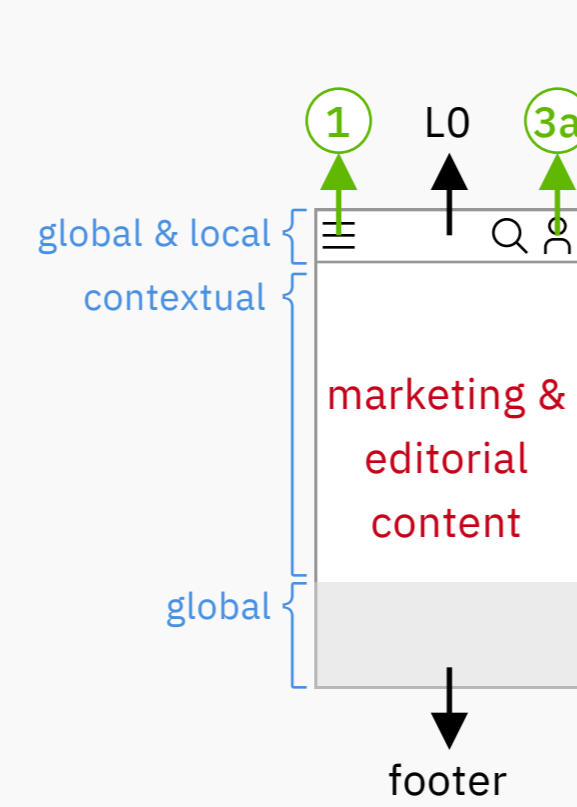
## Browsing UI Shell

un-authenticated user



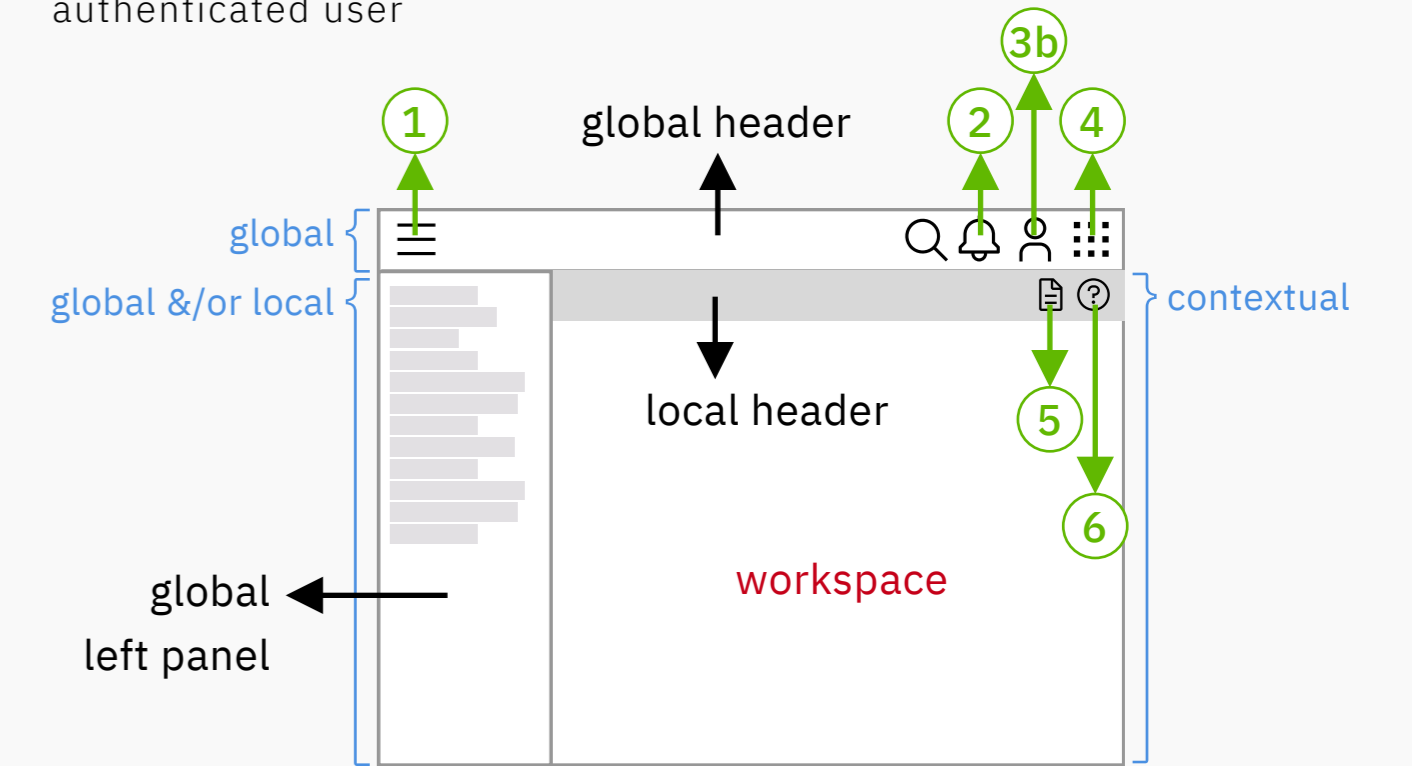
## Browsing UI Shell

authenticated user

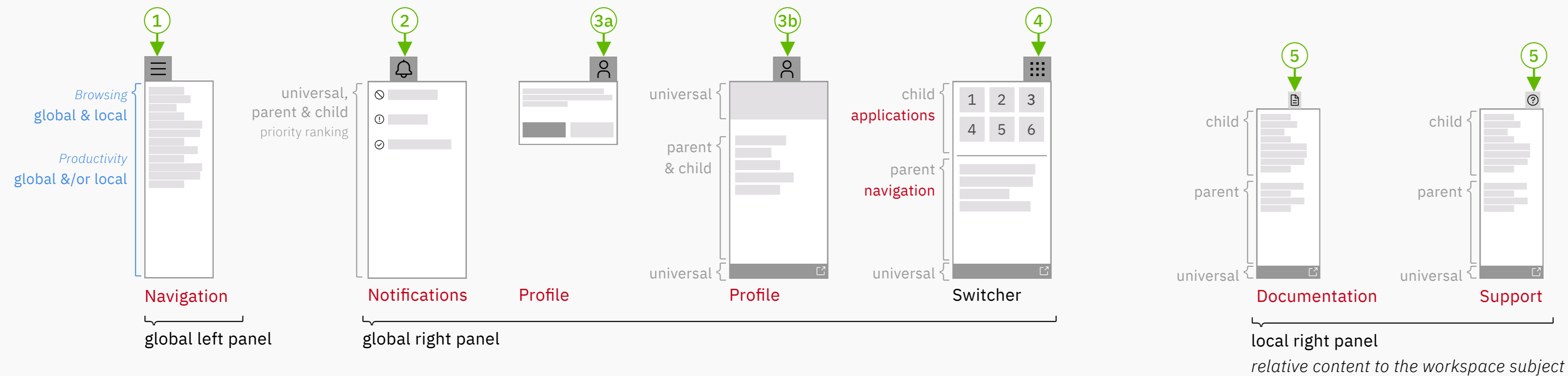


## Productivity UI Shell

authenticated user



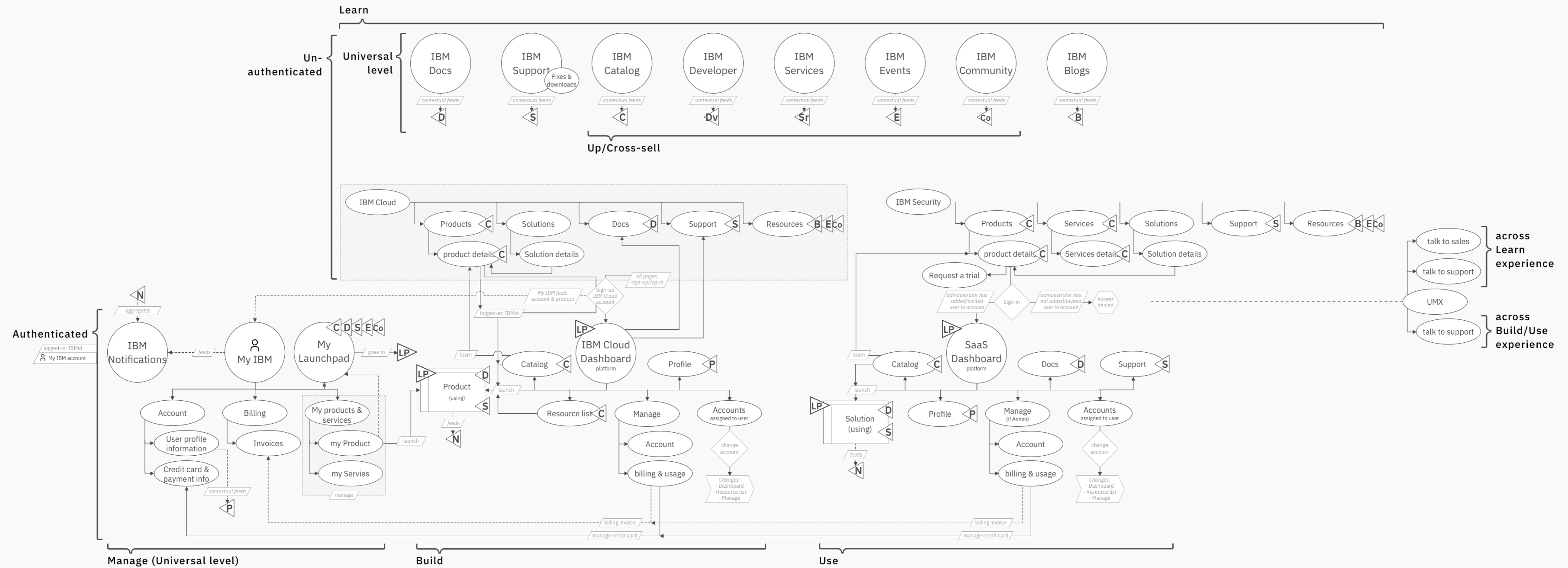
## UI Shell panel components



■ level ■ navigation hierarchy ■ name ■ content type ■ goes to

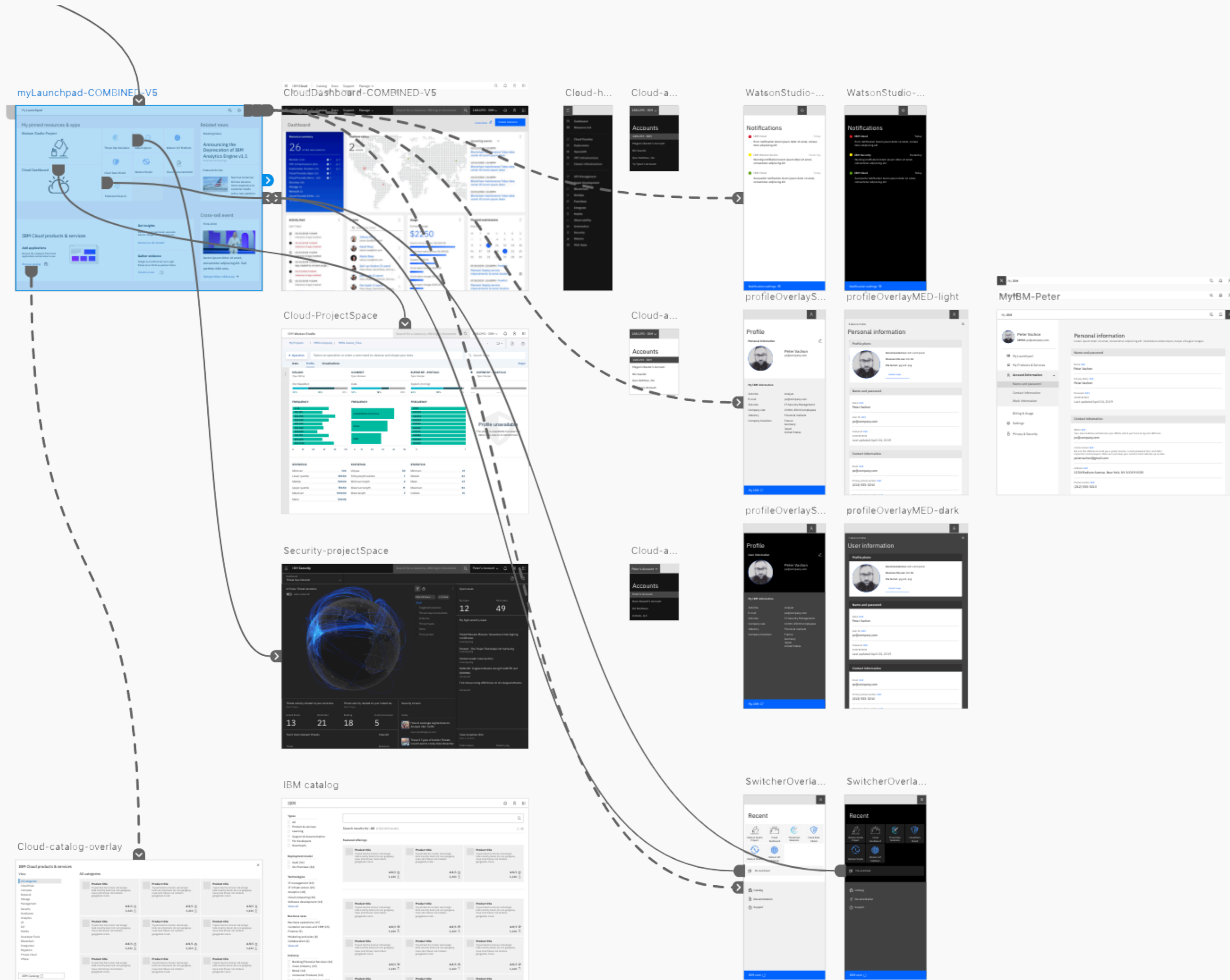
# Anatomy of spaces & experiences

High conceptual view of experiences shared structures, user flows, spaces and how content is universally distributed.



# Prototype

Quick prototype representing and leveraging work being done by multiple IBM product design teams to show how their work comes together within this universal navigational structure.





# Summary

## What issues need to be solved

### Front-stage

- Misaligned and inconsistent masthead across ibm.com
- Use of internal language and BU specific terms
- Unintentional content switching and inconsistent naming conventions
- Not informing users where they are within the overall offering
- Information scattered across multiple pages, offerings and sites
- Navigation throwing users from experience to experience

### Back-stage

- Multiple processes and steps to submit new or updated nav
- Single point of contact to manually create and manage all navs
- Localization is a lengthy and time consuming process of its own
- Numerous backend systems hosting pages/experiences across ibm.com
- No single repository to pull relevant content to the user

## What are the solutions

### Front-stage

- Universal and consistent masthead structure
- Shared naming conventions and placement
- Speaking in the language of the use
- Users know where they are and what is available
- Centralized locations users can go to get the information they need
- Users stay in their topic of interest, until appropriate

### Back-stage

- A self-service system to create and manage navigation
- Localization is built into the self-service system
- Assets being pulled from a central repository

# Thanks