

# IBM Masthead Navigation\*

Structure and specs for IBM masthead

## About this document

This is a specs document I created for the visual design team to begin alining to the new IBM design language and for developers to begin creating the backend structure needed to support it across the multiple systems used by IBM.com today. Showing key interactions and how the overall masthead will work across different browser sizes, based on the IBM design language grid standards.

## **User story** (external)

As a visitor to IBM.com, I can use the masthead navigation at any level within the IBM site to easily understand what's available from that subject matter's site context, in order to navigate to information to help me achieve my goals.

## **User story** (internal)

As a visual design or developer, I need need a way to see the complete picture of the UX for the new IBM masthead so I have one place to get the information I need to do my task of designing or building this masthead.

A document that covers the UX of the components, structures, usage, grid breakdown, interactions, animations and standards of the new IBM masthead.

Includes:

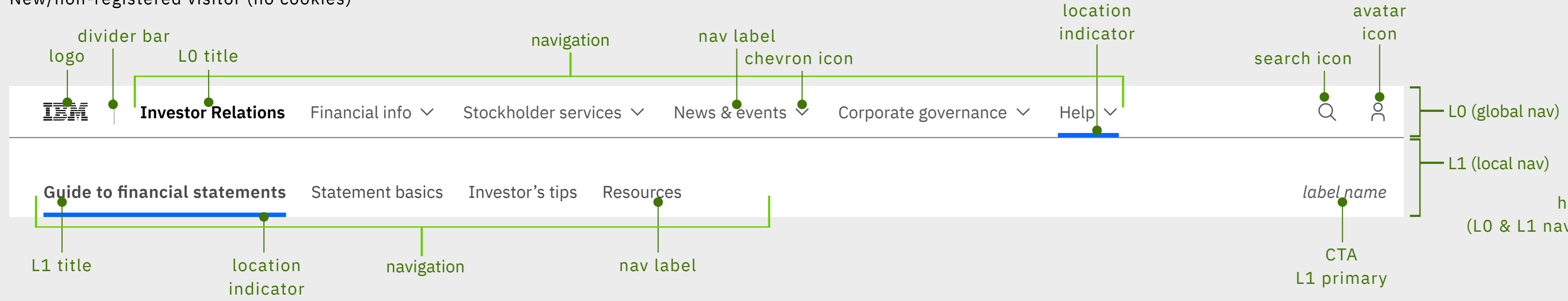
- Component naming convention
- Governance of core components
- Masthead across grid breakpoints
- Specs for components, user interactions & animations
- User flows on desktop and mobile

# IBM 8-bar masthead components naming convention What verbiage is used when talking about specific masthead elements

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

## 1312 pixels wide

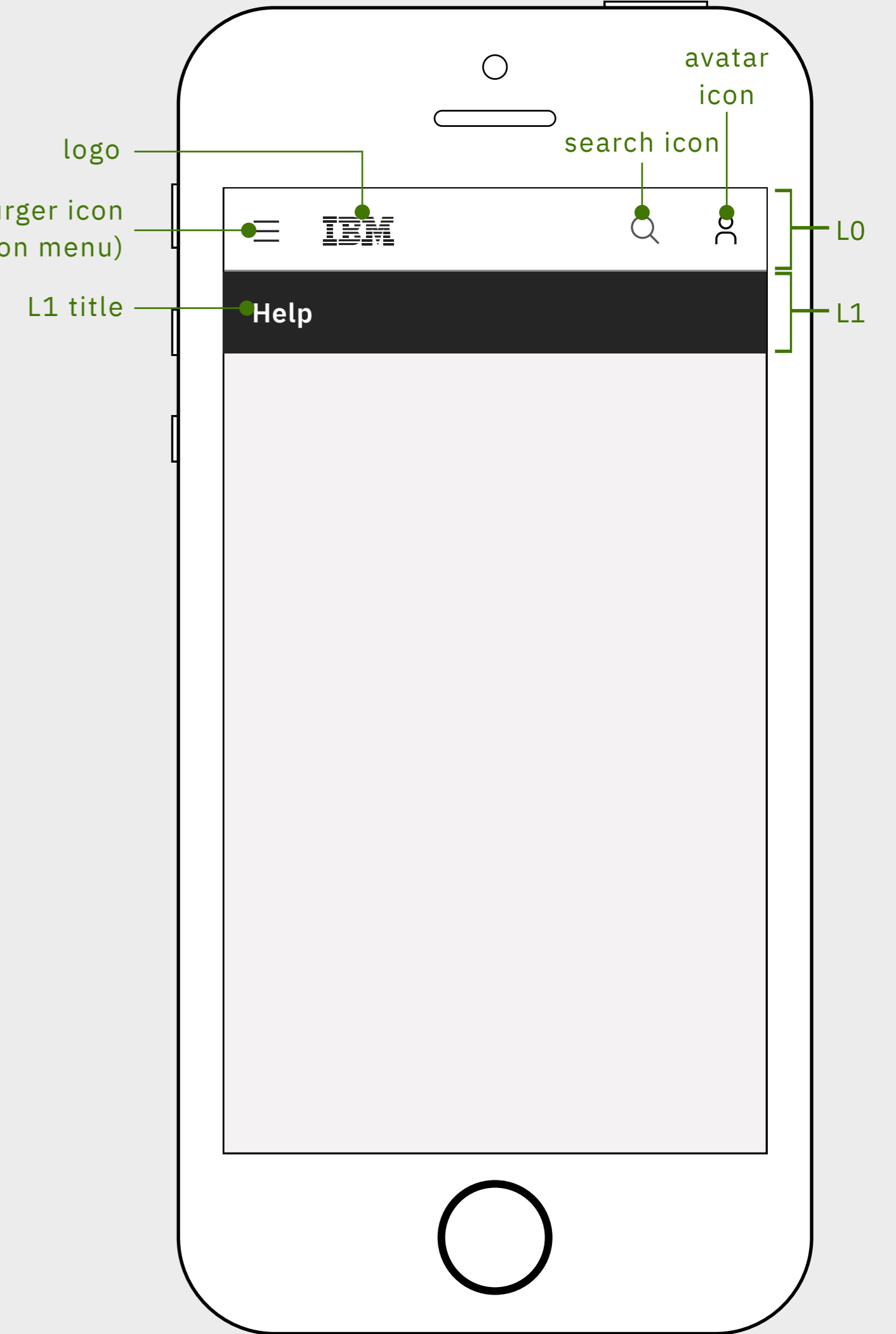
New/non-registered visitor (no cookies)



L0 mega-menus specifications are on its own page

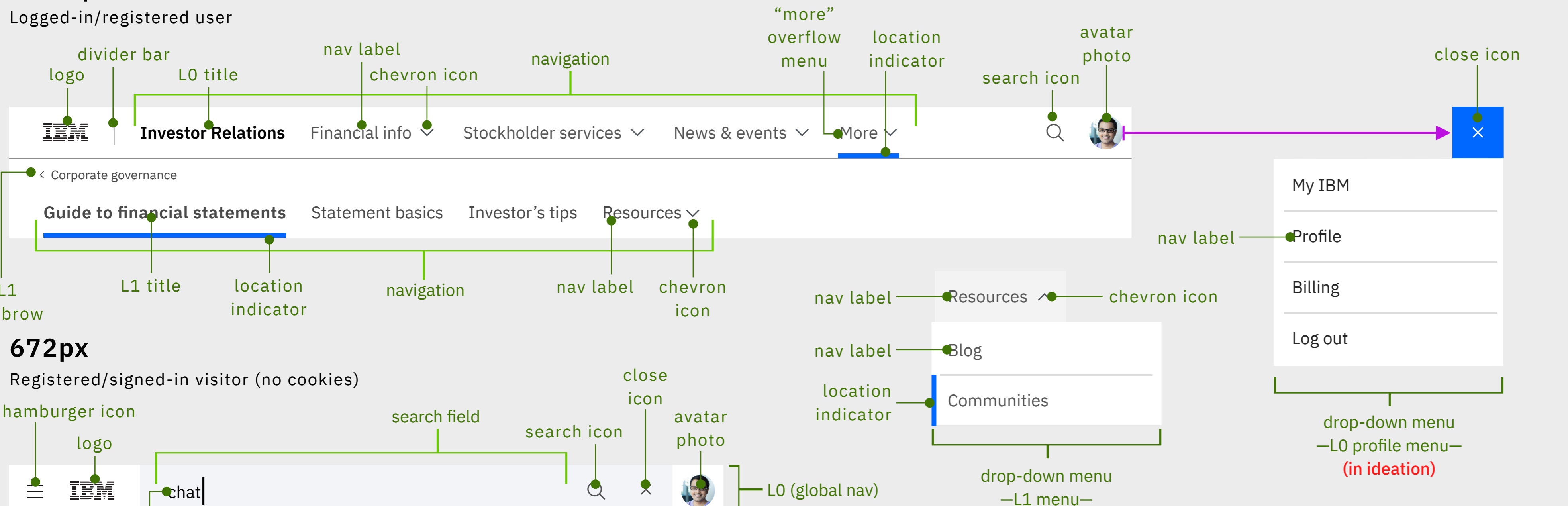
## 320 pixels wide

New/non-registered visitor (no cookies)



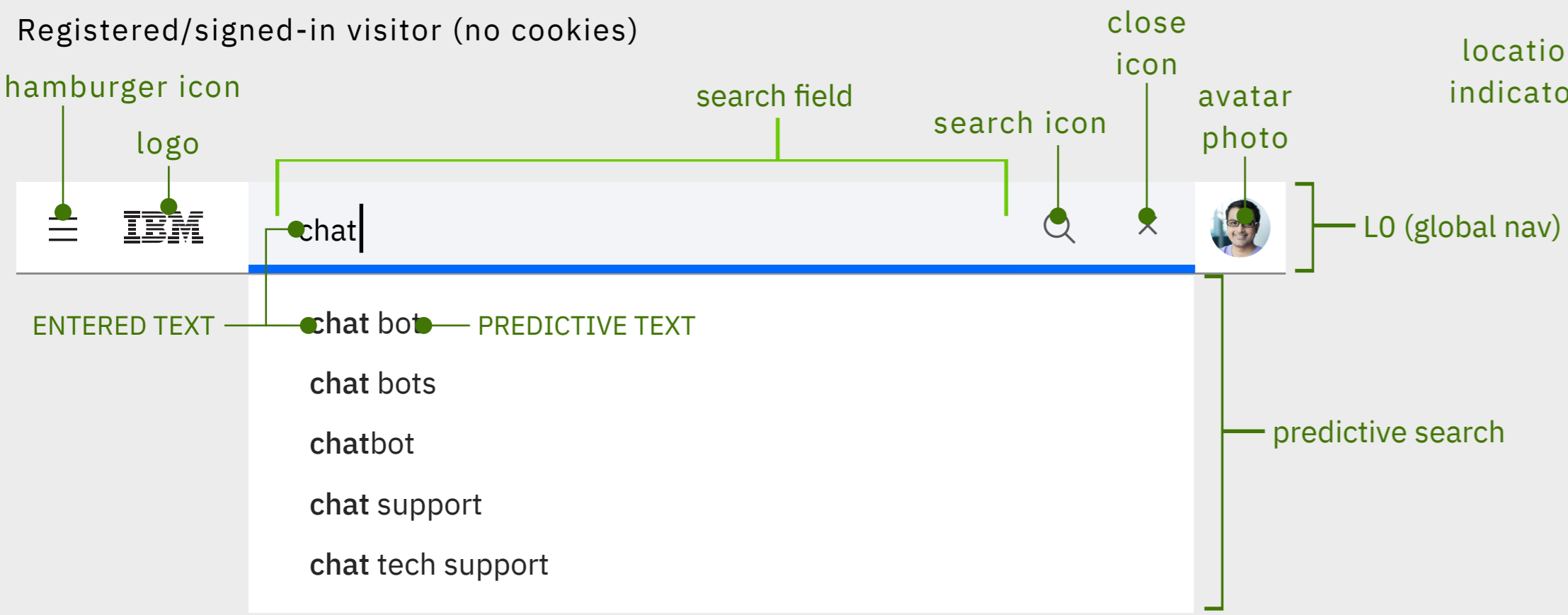
## 1056 pixels wide

Logged-in/registered user



## 672px

Registered/signed-in visitor (no cookies)



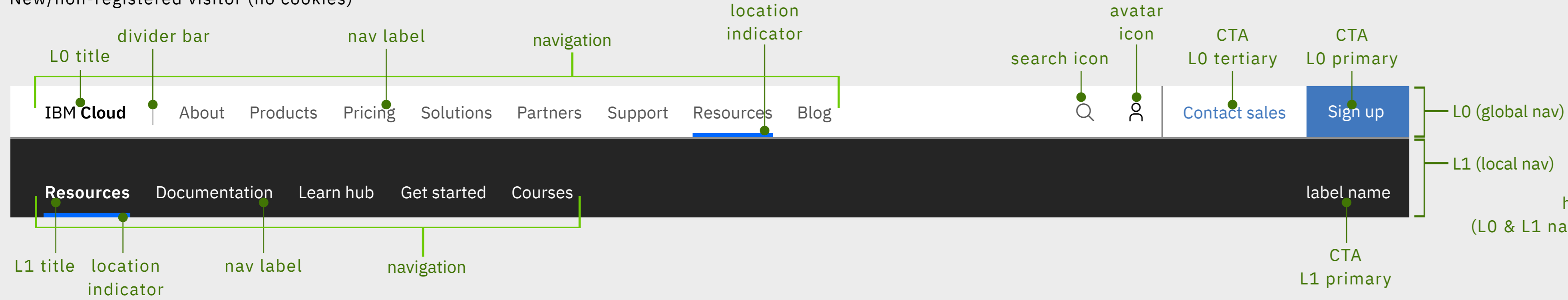
# IBM Platform Marketing masthead components naming convention

What verbiage is used when talking about specific masthead elements

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

## 1312 pixels wide

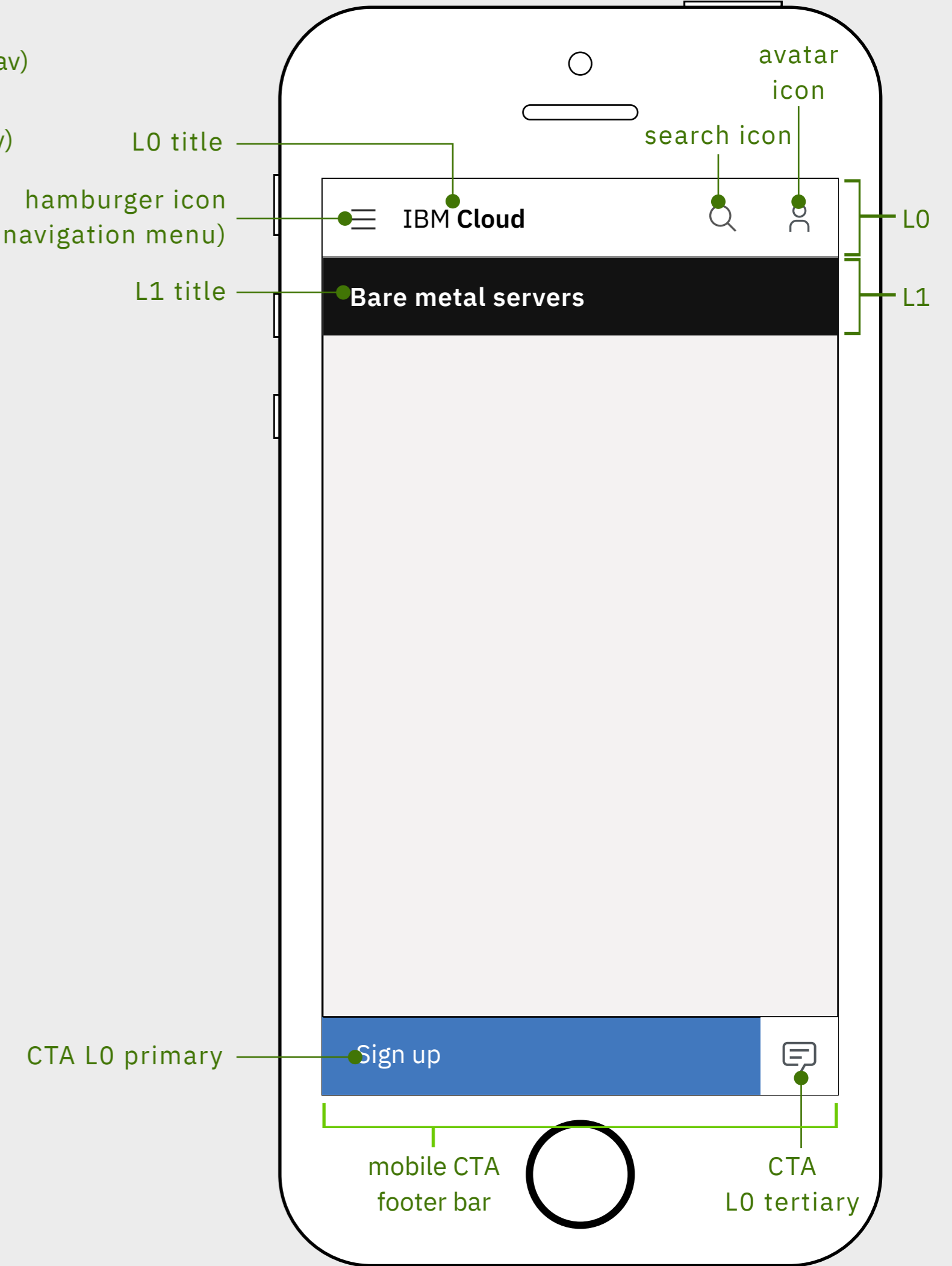
New/non-registered visitor (no cookies)



L0 mega-menus specifications are on its own page

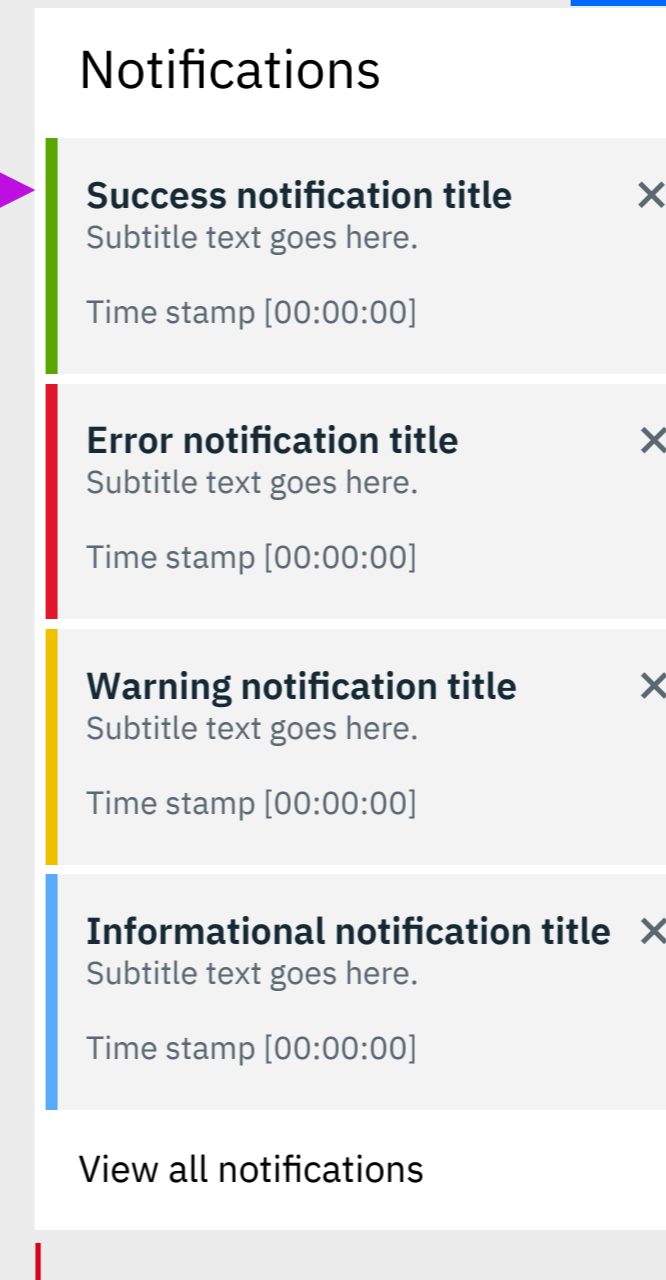
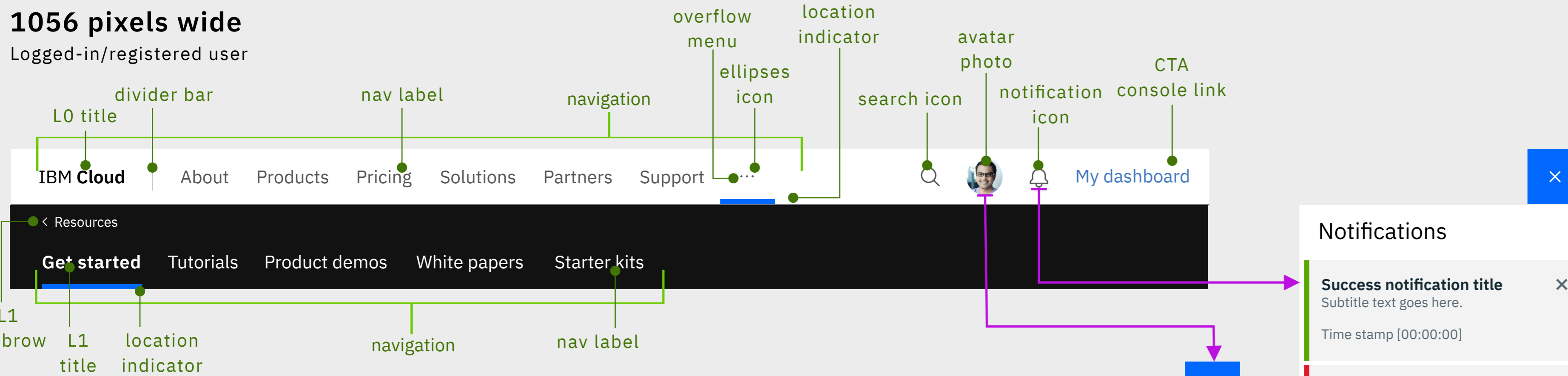
## 320 pixels wide

New/non-registered visitor (no cookies)



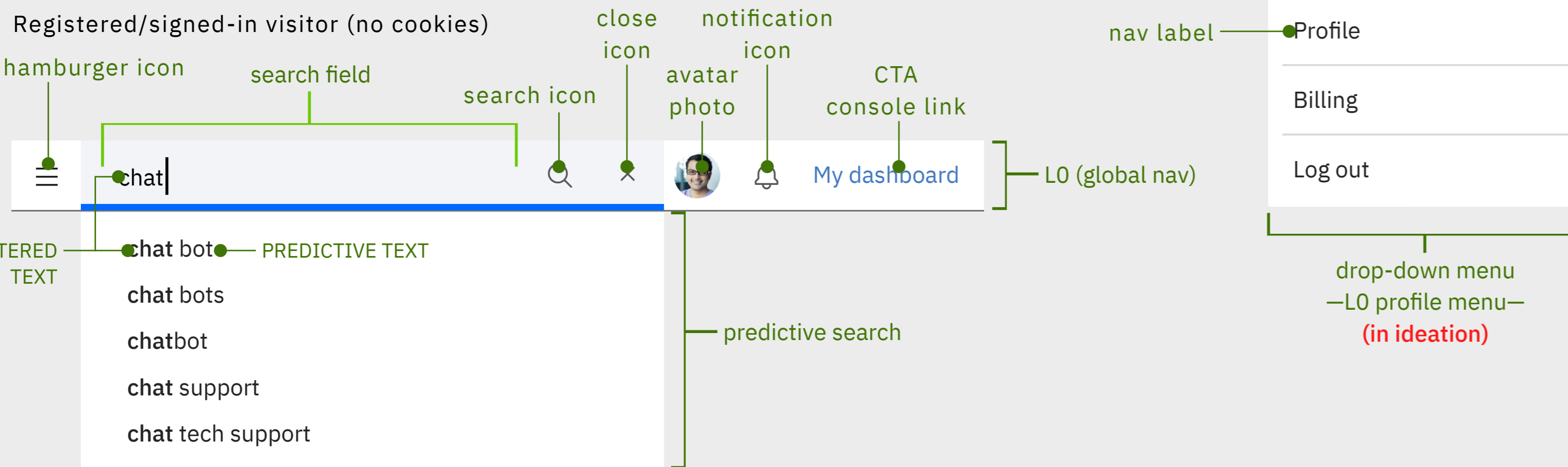
## 1056 pixels wide

Logged-in/registered user



## 672px

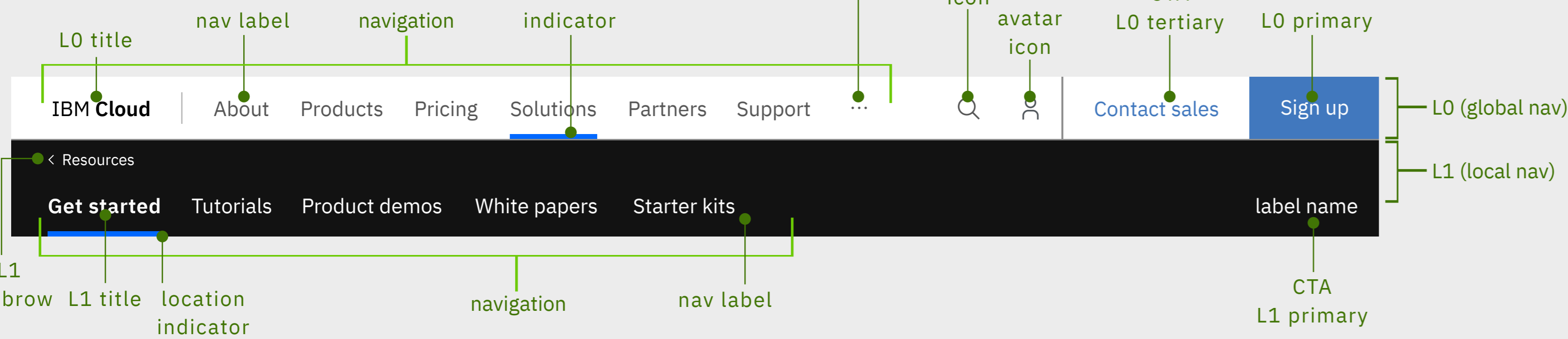
Registered/signed-in visitor (no cookies)



WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

## 1056 pixels wide

New/non-registered visitor (no cookies)



### Title

**IS:**

- A text only treatment
- Single color treatment
- The specific name of that offering, product, category
- (L0) A direct link back to the IBM Cloud homepage
- (L1) A direct link to that topic overview page

**IS NOT:**

- A logo and/or image
- A multi color treatment or a different color then specified
- A link to any other page then their assigned link above
- Spawning a new browser window

### Navigation

- L0 navigation supports a max of 8 nav labels
- L1 navigation support a max of 6 nav labels (this includes the L1 title)
- Supports icons
- Uses a selection bar to inform the user where they are currently within the overall navigation

Once there is not enough space to accommodate a label(s) within the L0 or L1 an overflow menu (ellipses icon) will appear as the last label able to fit within the given space. This “more” menu supports a drop-down list with the overflow label(s).

If 50% or less of the labels are viewable, then the full set of labels within the navigation are moved to menus:

- L0 navigation moves to the hamburger menu
- L1 navigation to the L1 title menu

### Nav label

**IS:**

- A short descriptors to inform the user what type of content they will find their
- Preferable one word, but will support two words
- A max of 20 characters in all languages
- (L0) are top level topics and/or search capture terms within their parent category

**IS NOT:**

- A name of product, service, doc, event, etc...
- Linking out to a non-IBM sites, pages and/or content
- An anchor tag to page content
- Using IBM speak/inside-out language
- A name of/linking to time-based content

### CTA (call to action)

**IS:**

- A clear and short label to inform the user of the specific action they will be taking/need to complete when interacting (click or tap) with the CTA
- Use outside-in language
- A max of 15 characters in all languages

**IS NOT:**

- Misleading the user and/or switching task/action ask
- Linking to pages that do not have the action the use was asked to complete
- Repeating other CTAs and/or nav labels already within the L0 and L1
- Linking out to non-IBM sites, pages and/or content

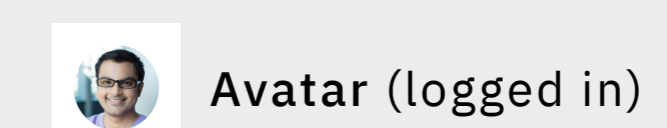
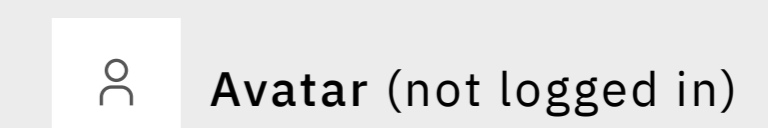
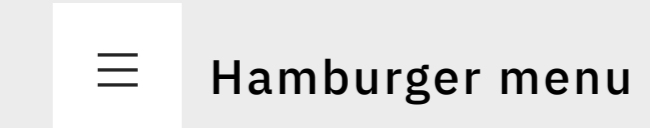
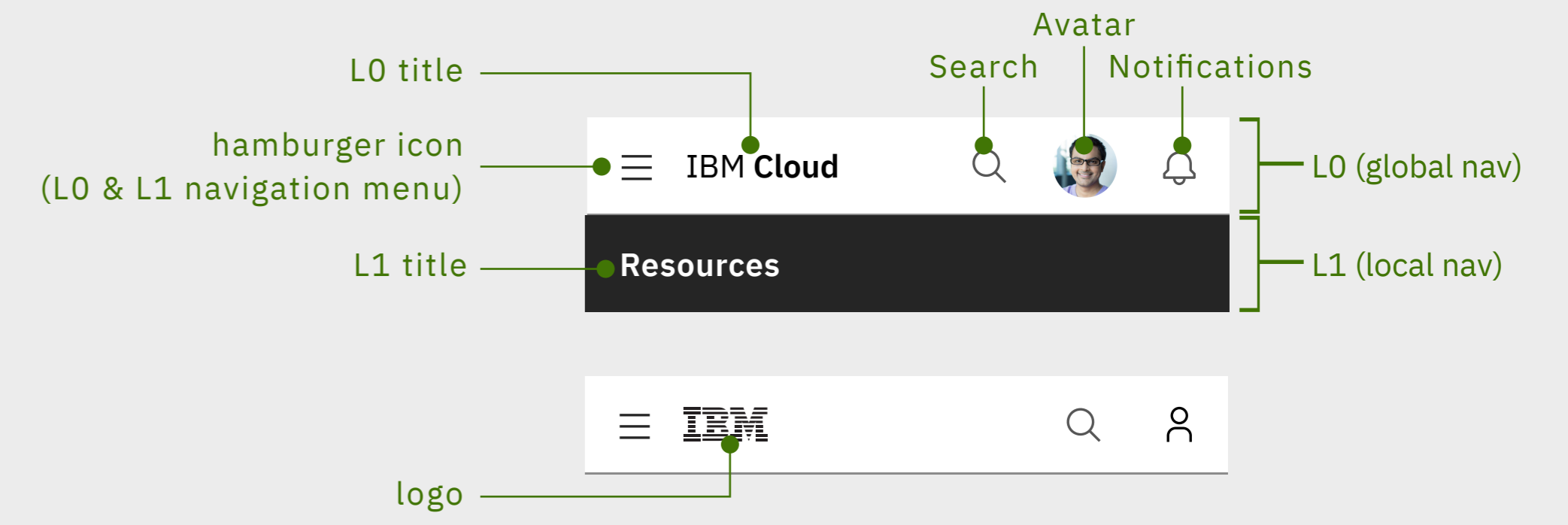
### L1 eyebrow

**IS:**

- Only used when the L1 navigation is at a grandchild level of hierarchy, which has to have two or more related pages to use this feature, and is used to go back to the child level navigation

## 320 pixels wide

Logged-in/registered user



**L0**  
The location which houses global elements and parent offering content.

When it is only the L0 within the masthead, the L0

**L1**  
The location which houses local content which is a part of/sub-content of the parent offering.

When the L1 is viewable within the masthead, the L1 becomes the sticky nav within the browser.

# Masthead specifications – 1584px

CURRENT IA REPRESENTED

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**L0** New/non-registered visitor (no cookies)

IBM 8-bar

IBM | **Investor Relations** Financial info ▾ Stockholder services ▾ News & events ▾ Corporate governance ▾ Help ▾ 🔍 👤

IBM Platform Marketing

IBM Cloud | About Products Pricing Solutions Partners Support Resources Blog 🔍 👤 [Contact sales](#) [Sign up](#)

**With L1** (child level navigation)

IBM 8-bar

IBM | **Investor Relations** Financial info ▾ Stockholder services ▾ News & events ▾ Corporate governance ▾ **Help ▾** 🔍 👤

< Corporate governance

**Guide to financial statements** Statement basics Investor's tips Resources ▾

IBM Platform Marketing

IBM Cloud | About Products Pricing Solutions Partners Support **Resources** Blog 🔍 👤 [Contact sales](#) [Sign up](#)

**Resources** Documentation Learn hub Get started Courses

**With L1** (grandchild level navigation)


IBM 8-bar

IBM | **IT Infrastructure** Servers ▾ **Storage ▾** Software ▾ Solutions ▾ Resources ▾ 🔍 👤

< Storage

**Flash storage** Mixed environments ▾ Enterprise ▾ Multicloud ▾

IBM Platform Marketing

IBM Cloud | About Products Pricing Solutions Partners Support **Resources** Blog 🔍  🔔 [My dashboard](#)

< Resources

**Get started** Tutorials Product demos White papers Starter kits label name

# Masthead specifications – 1312px

CURRENT IA REPRESENTED

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

**L0** New/non-registered visitor (no cookies)

*IBM 8-bar*

IBM | **Investor Relations** Financial info ▾ Stockholder services ▾ News & events ▾ Corporate governance ▾ Help ▾ 🔍 👤

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IBM Cloud | About Products Pricing Solutions Partners Support Resources Blog 🔍 👤 [Contact sales](#) [Sign up](#)

**With L1** (child level navigation)

*IBM 8-bar*

IBM | **Investor Relations** Financial info ▾ Stockholder services ▾ News & events ▾ Corporate governance ▾ **Help ▾** 🔍 👤

< Corporate governance

**[Guide to financial statements](#)** Statement basics Investor's tips Resources ▾

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IBM Cloud | About Products Pricing Solutions Partners Support **Resources** Blog 🔍 👤 [Contact sales](#) [Sign up](#)

**Resources** Documentation Learn hub Get started Courses

**With L1** (grandchild level navigation)

*IBM 8-bar*

IBM | **IT Infrastructure** Servers ▾ **Storage ▾** Software ▾ Solutions ▾ Resources ▾ 🔍 👤

< Storage

**[Flash storage](#)** Mixed environments ▾ Enterprise ▾ Multicloud ▾

*IBM Platform Marketing*

IBM Cloud | About Products Pricing Solutions Partners Support **Resources** Blog 🔍 👤 🔔 [My dashboard](#)

< Resources

**[Get started](#)** Tutorials Product demos White papers Starter kits CTA name



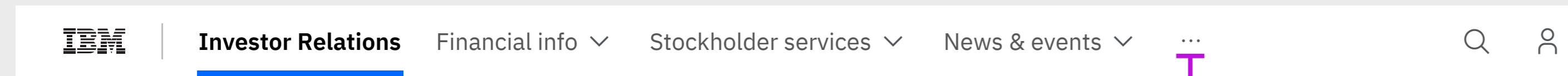
# Masthead specifications – 1056px

**CURRENT IA REPRESENTED**

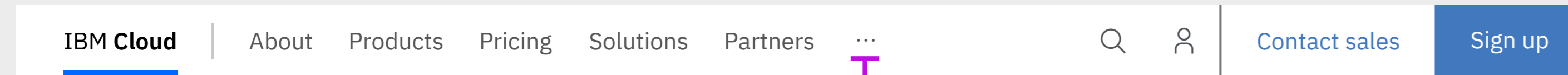
WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

**L0** New/non-registered visitor (no cookies)

*IBM 8-bar*



*IBM Platform Marketing*

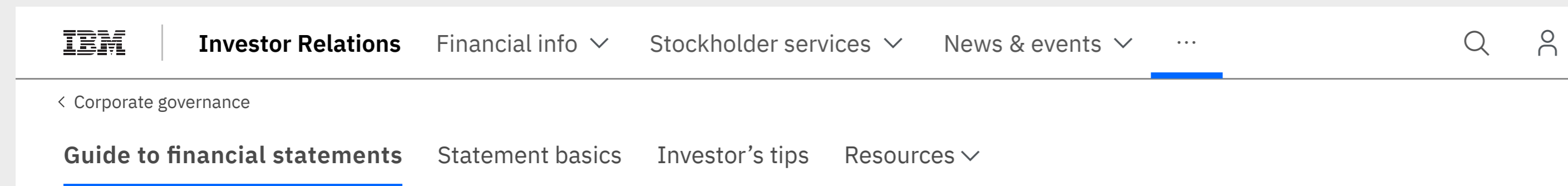


Navigation items begin to consolidate into a overflow menu when there isn't room within the L0 or L1

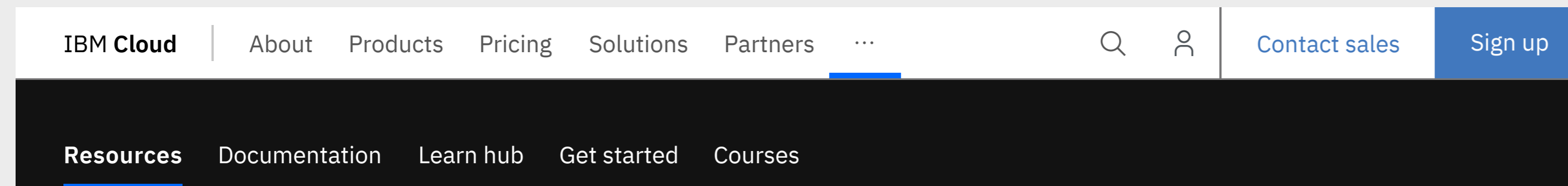
See mega-menu pattern overflow menu specifications page

**With L1** (child level navigation)

*IBM 8-bar*

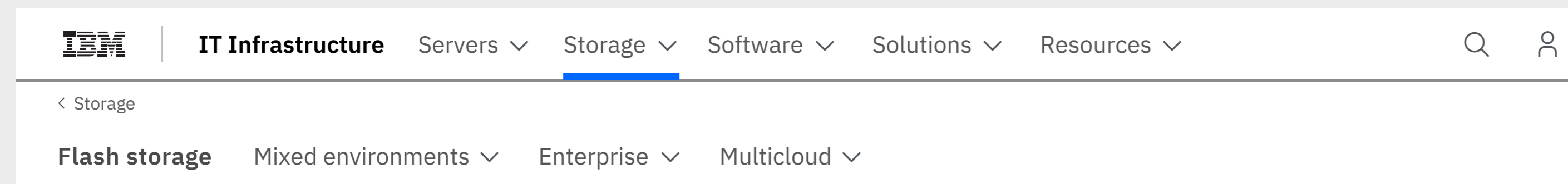


*IBM Platform Marketing*

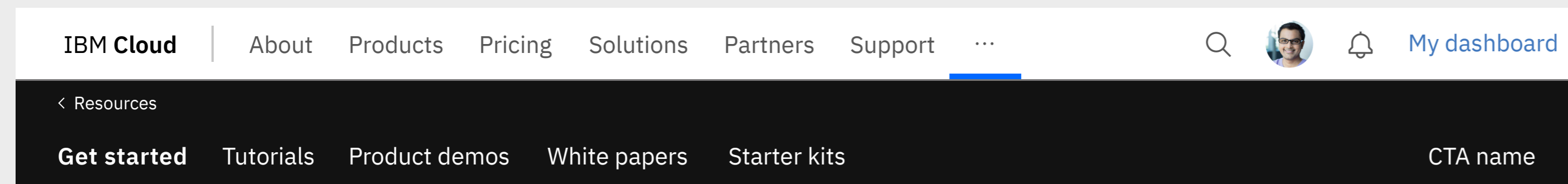


**With L1** (grandchild level navigation)

*IBM 8-bar*



*IBM Platform Marketing*



# Masthead specifications – 672px

CURRENT IA REPRESENTED

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**L0** New/non-registered visitor (no cookies)

IBM 8-bar

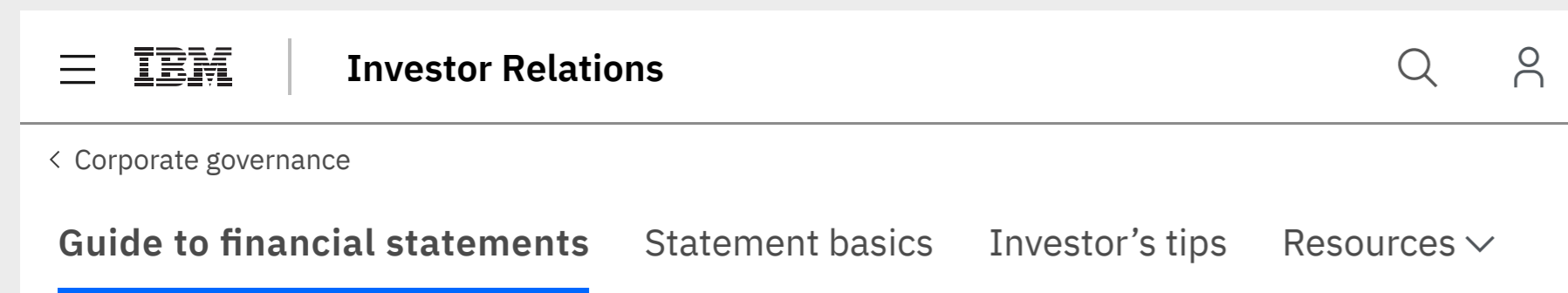


IBM Platform Marketing

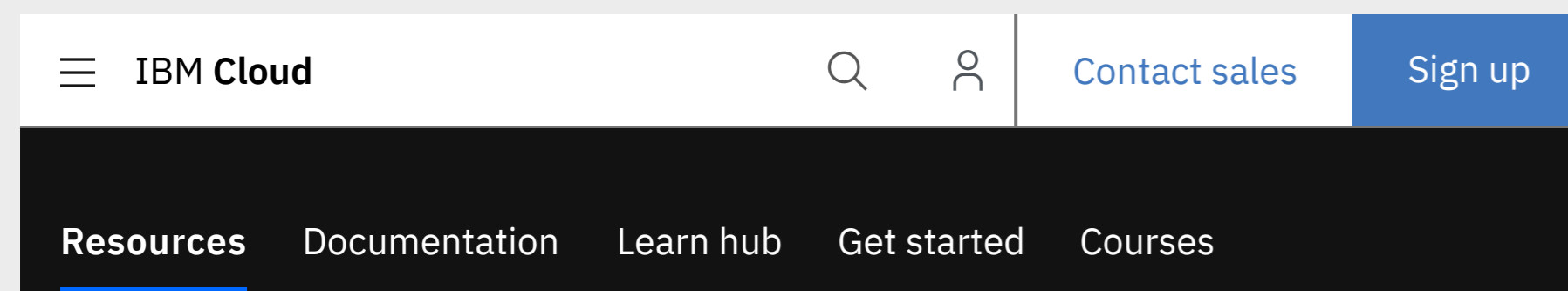


With L1 (child level navigation)

IBM 8-bar



IBM Platform Marketing

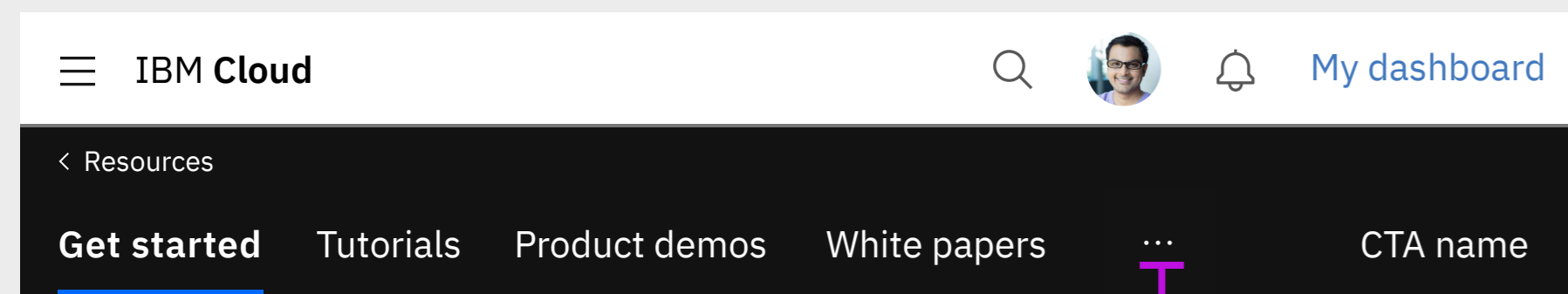


With L1 (grandchild level navigation)

IBM 8-bar

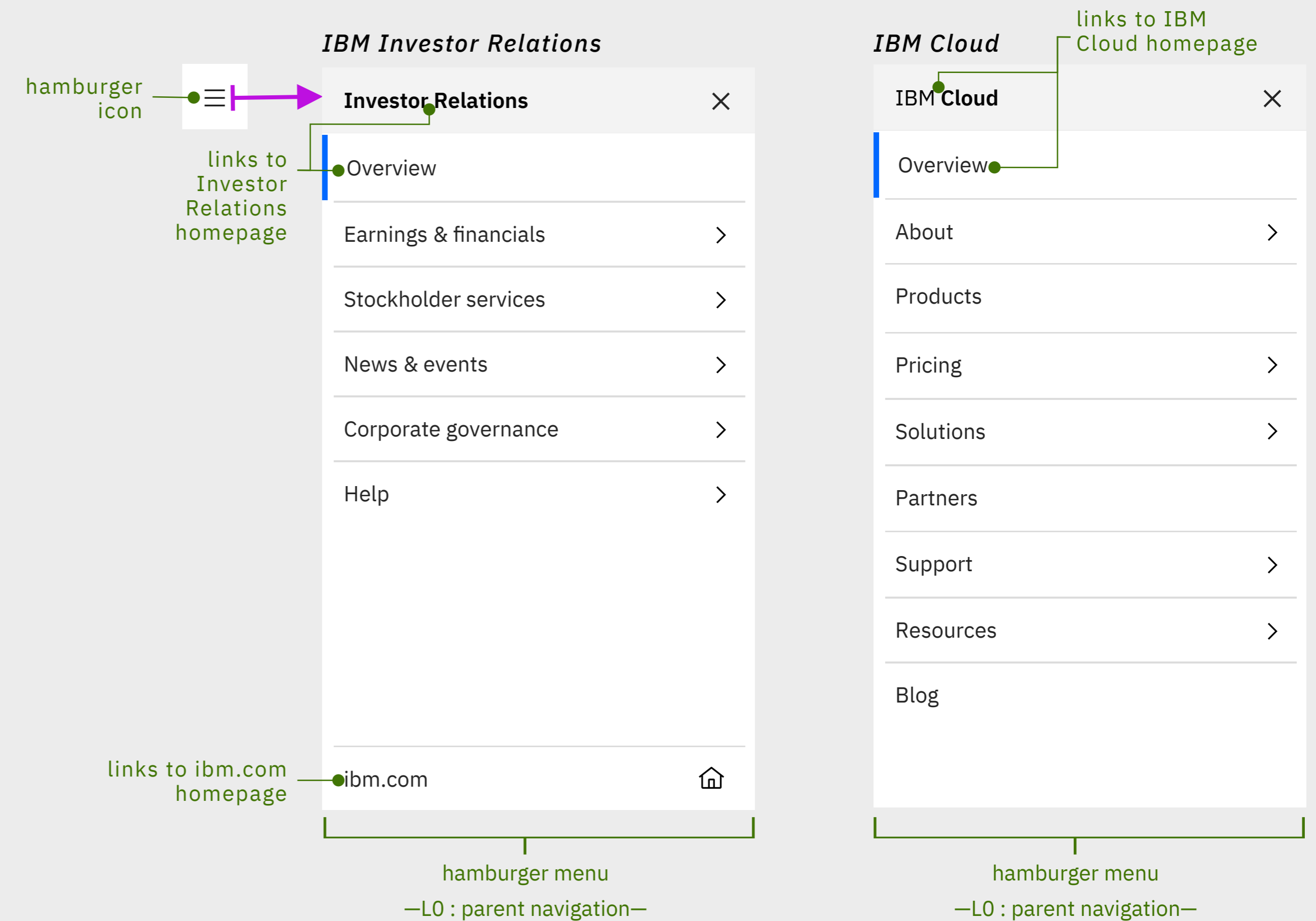


IBM Platform Marketing

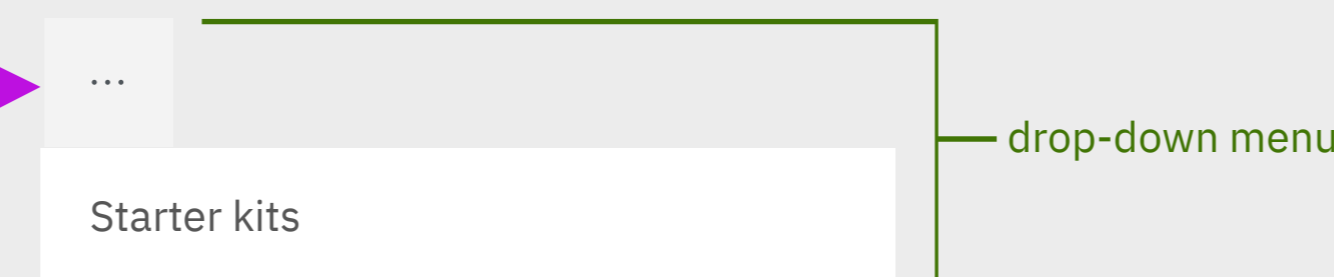


## Hamburger menu

At 672px or less, the full L0 navigation moves into the hamburger menu.



Overflow more menu when there is not enough space to visual show all the nav labels



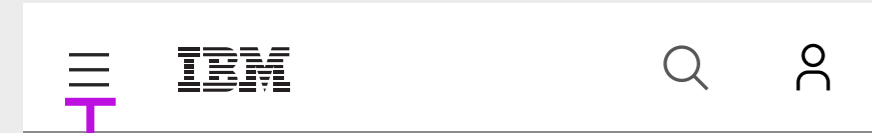
# Masthead specifications – 320px

# CURRENT IA REPRESENTED

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

**L0** New/non-registered visitor (no cookies)

IBM 8-bar

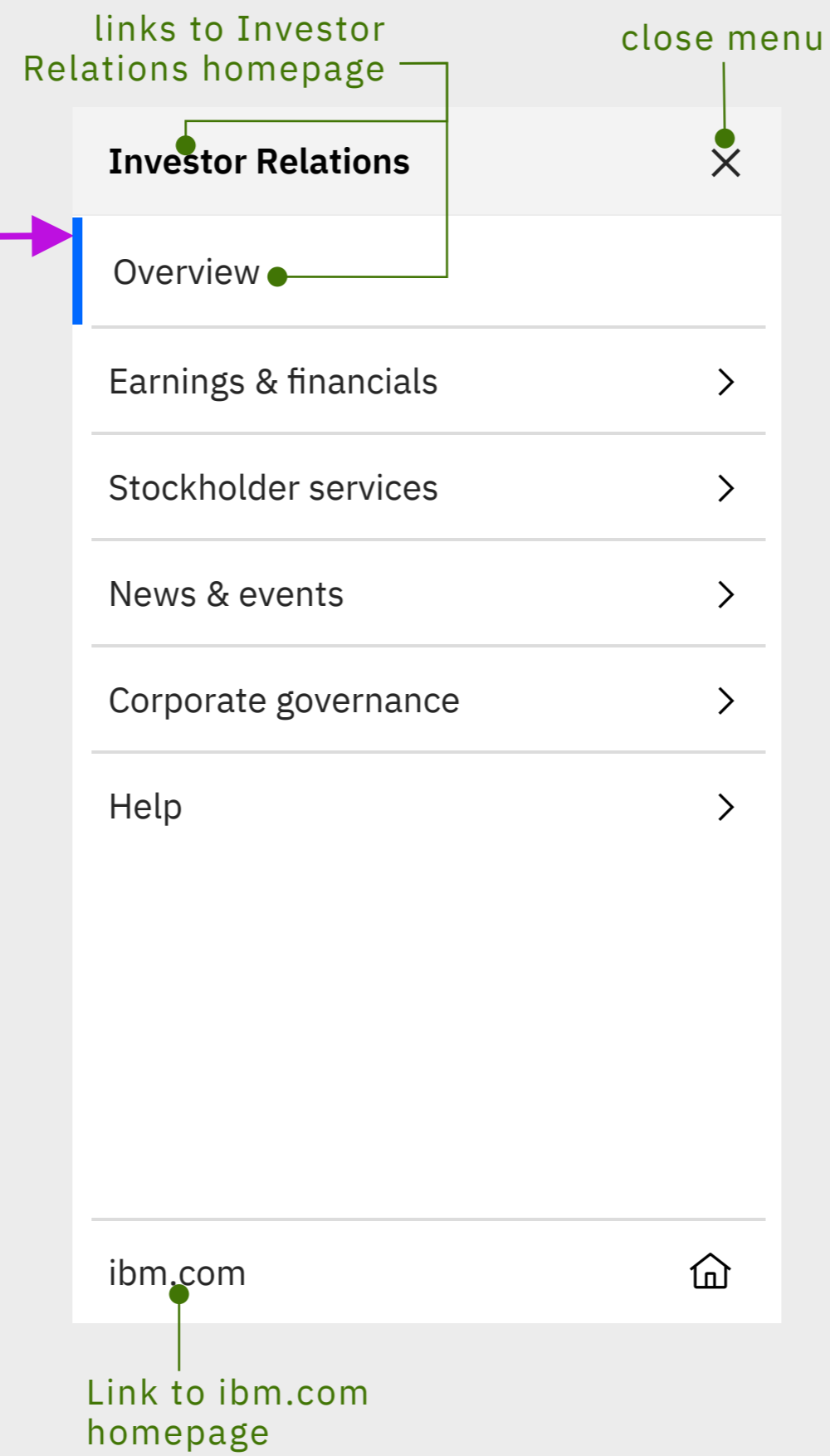


IBM Platform Marketing



With L1

IBM 8-bar

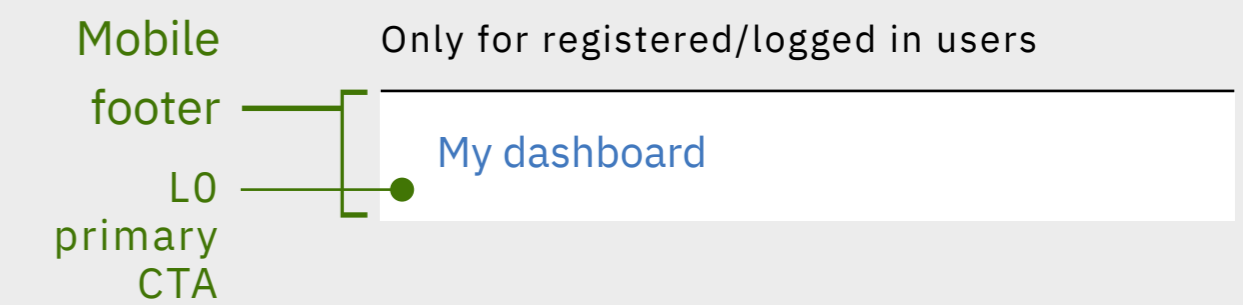
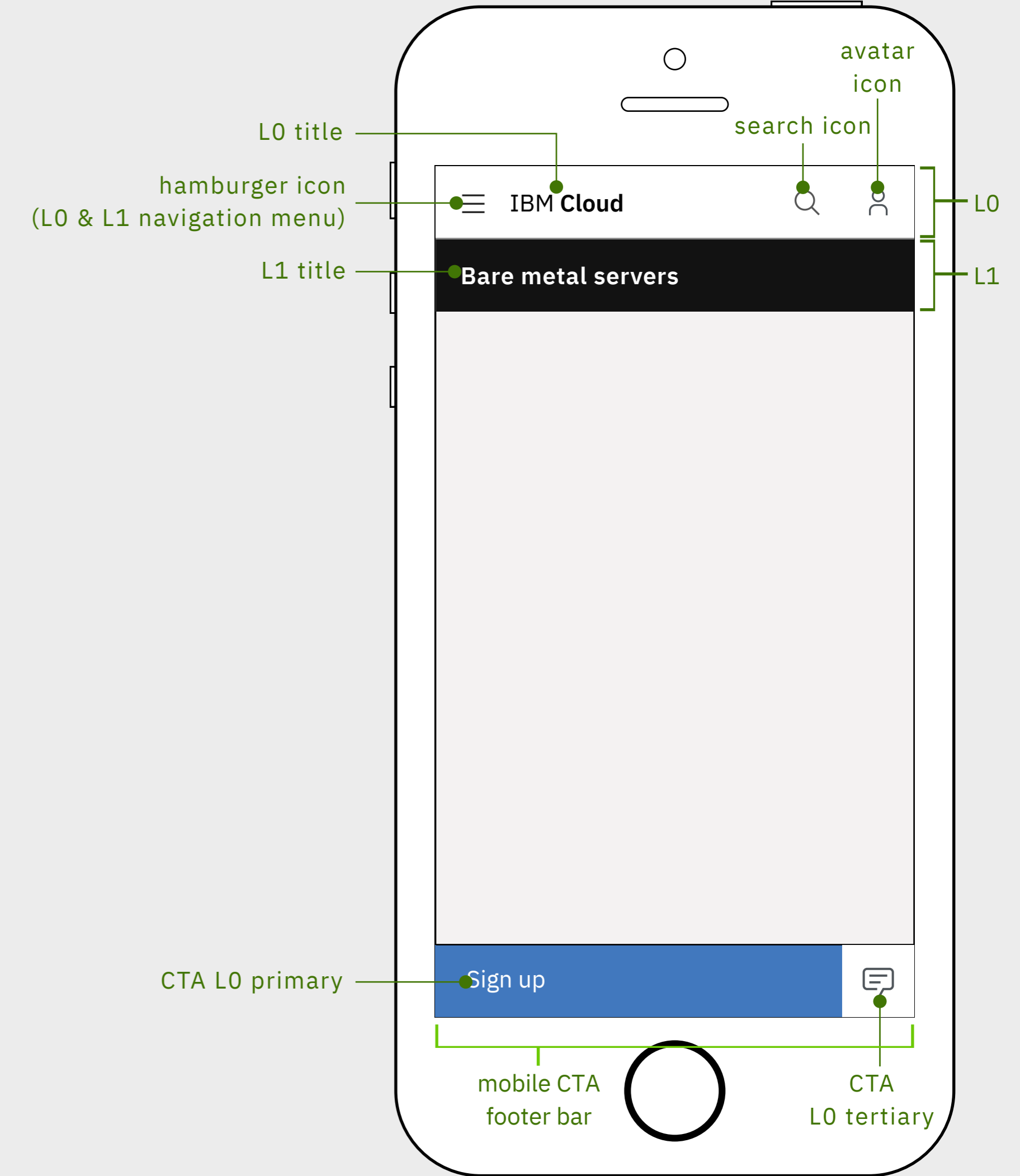


in ideation

## IBM Cloud mobile footer-TBD

On mobile the L0 CTAs relocate to a sticky footer

Only for new/non-registered visitor (no cookies)



# Masthead specifications – L0 mega-menu, pattern one

WORK IN IDEATION, CURRENT IA REPRESENTED

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1312 pixels wide

IBM 8-bar

The wireframe shows a navigation bar with the IBM logo, 'IBM Security', and a mega-menu for 'Products'. The mega-menu is open, displaying a grid of product cards. Each card includes a product name, a brief description, and a 'View all products' link. The products listed are AppScan, BigFix, Guardium, IAM, i2, MaaS360, QRadar, Resilient, Trusteer, and zSecure.

Product Name	Description
<b>AppScan</b>	Identify app vulnerabilities, mitigate risk and remediate potential attacks
<b>BigFix</b>	Continuously monitor and enforce endpoint security configurations
<b>Guardium</b>	Comprehensive data security platform
<b>IAM</b>	Ac amet amet eu porta urna ridiculus? Purus nascetur! Velit dapibus nisi.
<b>i2</b>	Develop a comprehensive understanding of your threat to identify vulnerabilities and disrupt threats
<b>MaaS360</b>	Manage and safeguard your devices, apps and content from a single console
<b>QRadar</b>	Tap into the flexibility and efficiency of the modern security platform
<b>Resilient</b>	Automate and orchestrate incident response with a purpose-built IRP
<b>Trusteer</b>	Detect digital identity fraud
<b>zSecure</b>	Improve mainframe security, administrative efficiency and compliance

## List of common items

This work is in ideation and user testing

1056 pixels wide

IBM 8-bar

The wireframe shows a navigation bar with the IBM logo, 'IBM Security', and a mega-menu for 'Products'. The mega-menu is open, displaying a grid of product cards. Each card includes a product name, a brief description, and a 'View all products' link. The products listed are AppScan, BigFix, Guardium, IAM, MaaS360, QRadar, Resilient, Trusteer, and zSecure.

Product Name	Description
<b>AppScan</b>	Identify app vulnerabilities, mitigate risk and remediate potential attacks
<b>BigFix</b>	Continuously monitor and enforce endpoint security configurations
<b>Guardium</b>	Comprehensive data security platform
<b>IAM</b>	Ac amet amet eu porta urna ridiculus? Purus nascetur! Velit dapibus nisi.
<b>MaaS360</b>	Manage and safeguard your devices, apps and content from a single console
<b>QRadar</b>	Tap into the flexibility and efficiency of the modern security platform
<b>Resilient</b>	Automate and orchestrate incident response with a purpose-built IRP
<b>Trusteer</b>	Detect digital identity fraud
<b>zSecure</b>	Improve mainframe security, administrative efficiency and compliance

# Masthead specifications – L0 mega-menu, pattern two

WORK IN IDEATION, CURRENT IA REPRESENTED

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1312 pixels wide

IBM 8-bar

The wireframe shows a horizontal navigation bar with the IBM logo on the left, followed by 'IBM Research' (underlined), 'Research areas' (with an upward arrow), 'Work with us' (with a downward arrow), 'About us' (with a downward arrow), and 'Blog'. On the right side of the bar are search and user icons. Below the bar, the content is organized into four columns:

- Artificial Intelligence**: Includes a paragraph of Lorem Ipsum and a list of links: IBM Research AI, Publications, Experiments, Project Debater, and Blog.
- Future of computing**: Includes a paragraph of Lorem Ipsum and a list of links: Semiconductors and Quantum Computing.
- Transforming Industries with AI & Science**: Includes a paragraph of Lorem Ipsum and a list of links: Healthcare & Life Sciences, Energy & Environment, Internet of Things, Science for Social Good, Accessibility, and Financial services.
- Defining Blockchain**: Includes a paragraph of Lorem Ipsum and a link: Blockchain.

## Collection of topics with sub-topics

This work is in ideation

1056 pixels wide

IBM 8-bar

This wireframe is similar to the one above but narrower. It features the same navigation bar and four columns of content:

- Artificial Intelligence**: Includes a paragraph of Lorem Ipsum and a list of links: IBM Research AI, Publications, Experiments, Project Debater, and Blog.
- Future of computing**: Includes a paragraph of Lorem Ipsum and a list of links: Semiconductors and Quantum Computing.
- Transforming Industries with AI & Science**: Includes a paragraph of Lorem Ipsum and a list of links: Healthcare & Life Sciences, Energy & Environment, Internet of Things, Science for Social Good, Accessibility, and Financial services.
- Defining Blockchain**: Includes a paragraph of Lorem Ipsum and a link: Blockchain.

# Masthead specifications – L0 mega-menu, pattern three

WORK IN IDEATION, CURRENT IA REPRESENTED

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1312 pixels wide

IBM 8-bar

The wireframe shows a navigation bar with the IBM logo on the left and a search icon and user profile icon on the right. The main menu is expanded, showing a grid of items. On the left, there is a section for 'IBM Cloud' with a description and an 'Overview' link. To its right is a vertical list of menu items: About, Products, Pricing, Solutions, Resources, Support, Partners, and Blog. The main content area is a 2x3 grid of cards. The top row contains: 'Featured product' with the title 'A simpler path to cloud with IBM and VMare', 'Tutorial' with the title 'IBM Blockchain 101: Quick-start guide for developers', and 'Workshop' with the title 'IBM workshop to build a predictive machine learning model'. The bottom row contains: 'Code pattern' with the title 'Create a cognitive banking chatbot', 'Code pattern' with the title 'Create a mobile application with visual recognition capabilities', and 'Blog' with the title 'What is hybrid cloud?'.

## Topic aggregator

This work is in ideation

1056 pixels wide

IBM 8-bar

The wireframe shows a navigation bar with the IBM logo on the left and a search icon and user profile icon on the right. The main menu is expanded, showing a grid of items. On the left, there is a section for 'IBM Cloud' with a description and an 'Overview' link. To its right is a vertical list of menu items: About, Products, Pricing, Solutions, Resources, Support, Partners, and Blog. The main content area is a 2x2 grid of cards. The top row contains: 'Featured product' with the title 'A simpler path to cloud with IBM and VMare' and 'Tutorial' with the title 'IBM Blockchain 101: Quick-start guide for developers'. The bottom row contains: 'Workshop' with the title 'IBM workshop to build a predictive machine learning model' and 'Code pattern' with the title 'Create a cognitive banking chatbot'.

# Masthead specifications – L0 mega-menu overflow menu, pattern four

WORK IN IDEATION, CURRENT IA REPRESENTED

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## 1056 pixels wide, version 1

Enough space within the L0 to display the full navigation

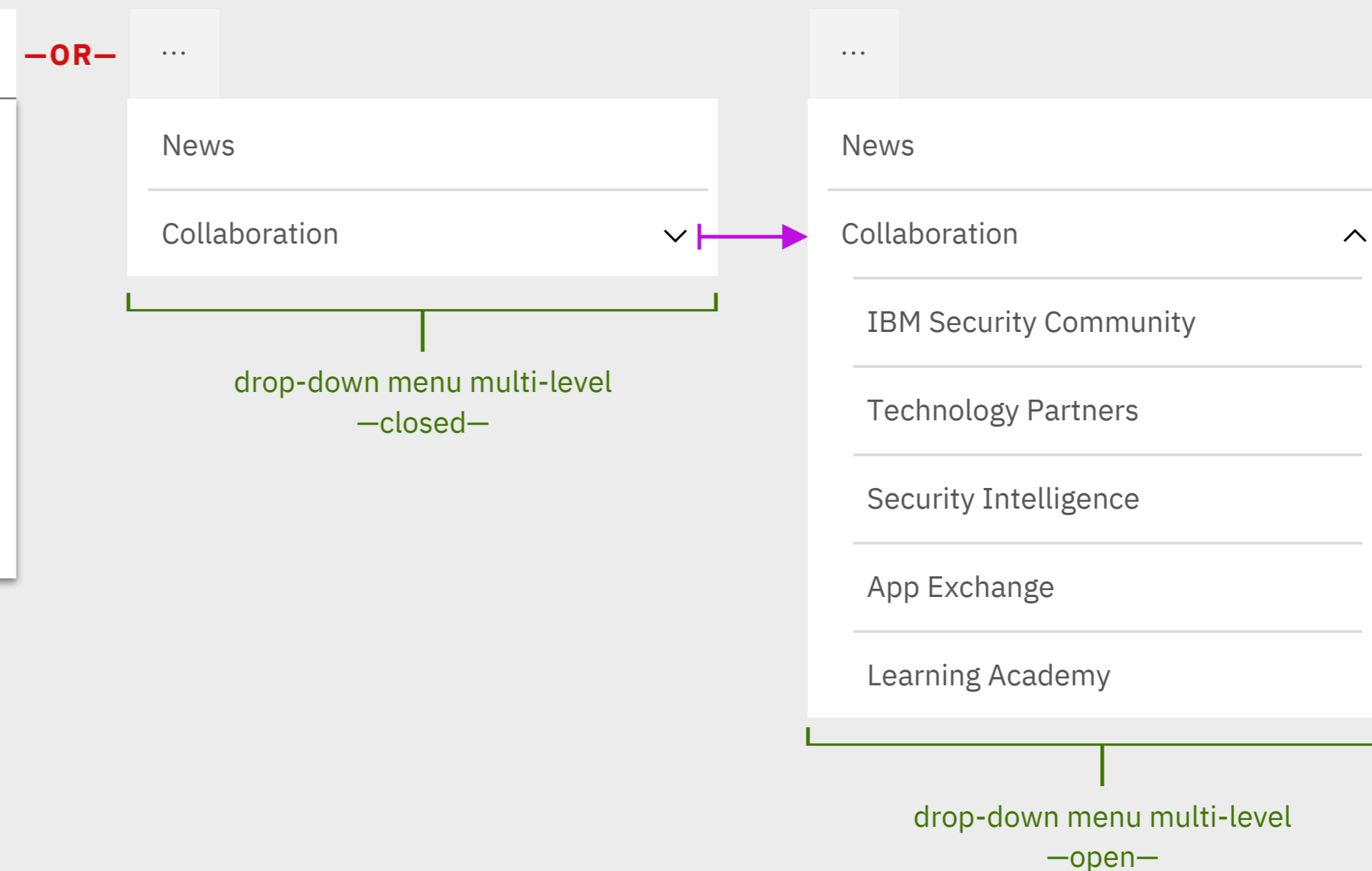
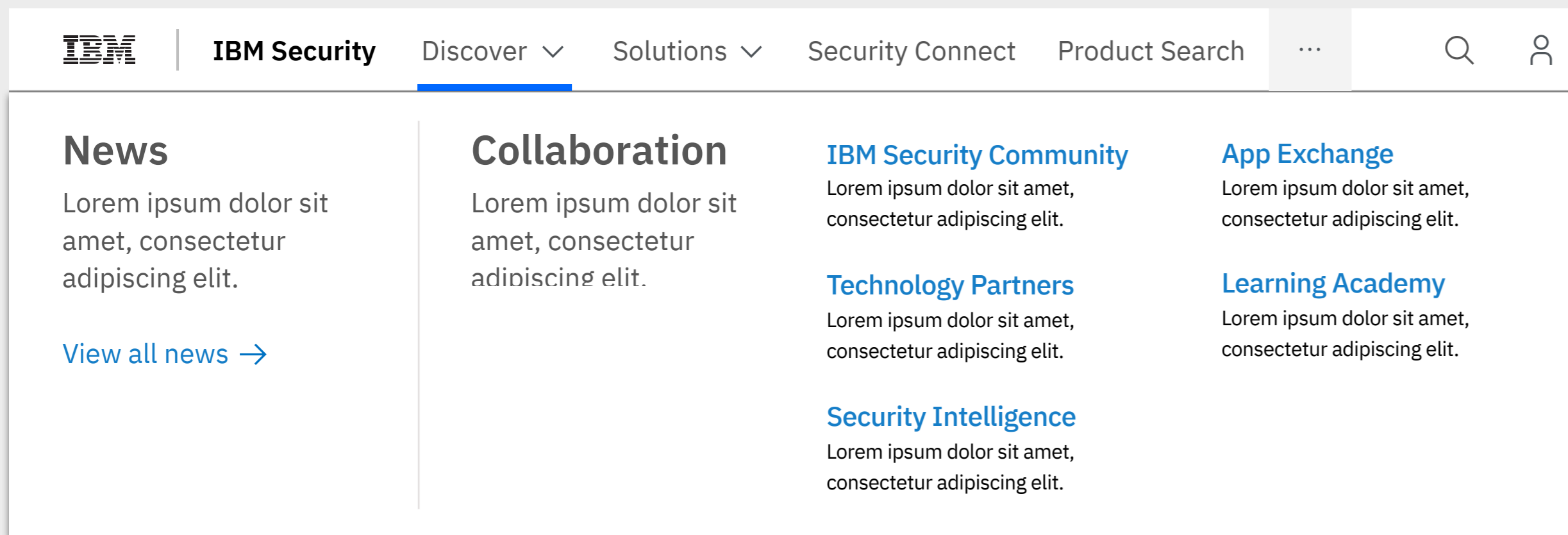


### Overflow menu

Supporting up to two mega-menu within a mega-menu or simplifying the menus within a multi-level drop-down menu.

## Responsive sizing - 920 pixels wide, version 1

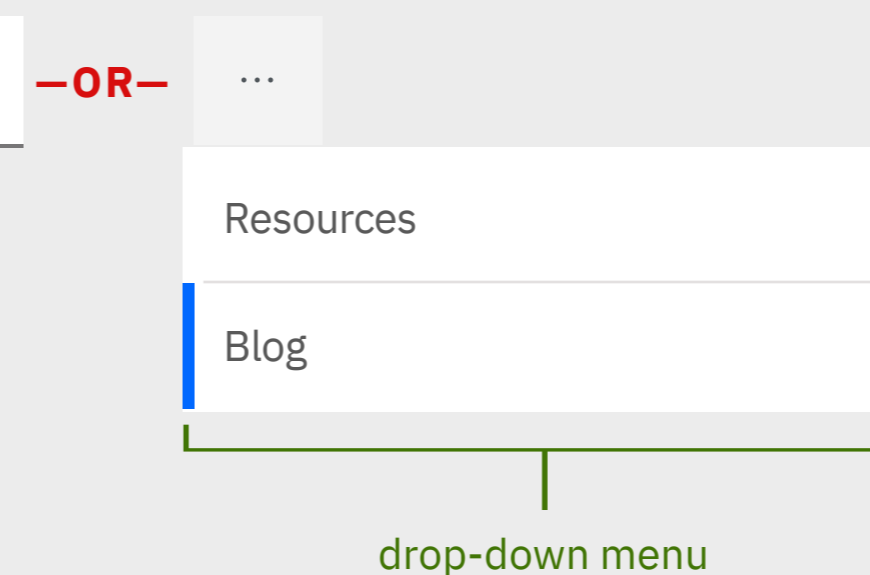
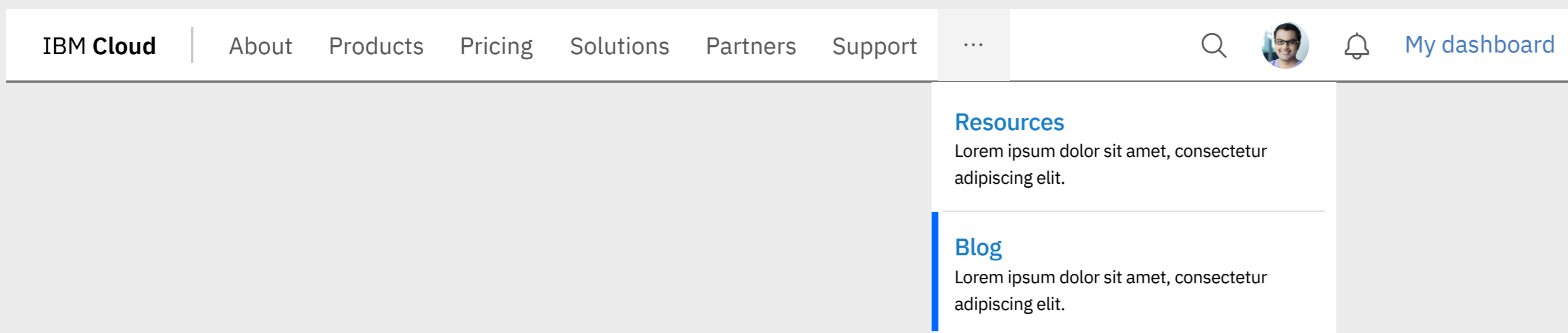
When the overflow menu has two mega-menus within it



## 1056 pixels wide, version 2

All nav labels in the L0 need to have 'overview' pages to link to for this drop-down menu option to work or leverage the multi-level drop-down menu.

When the overflow menu has no mega-menus within it

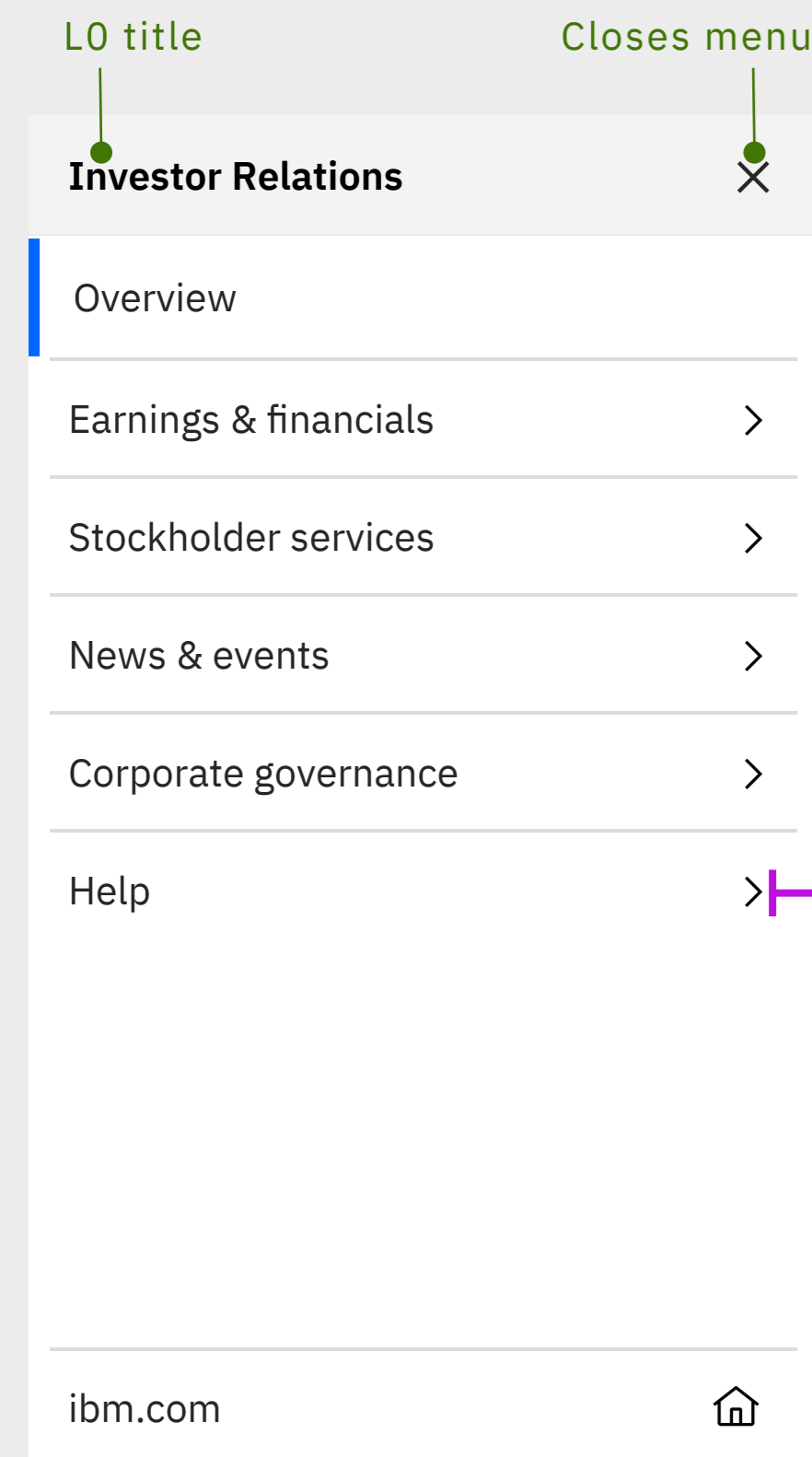


WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

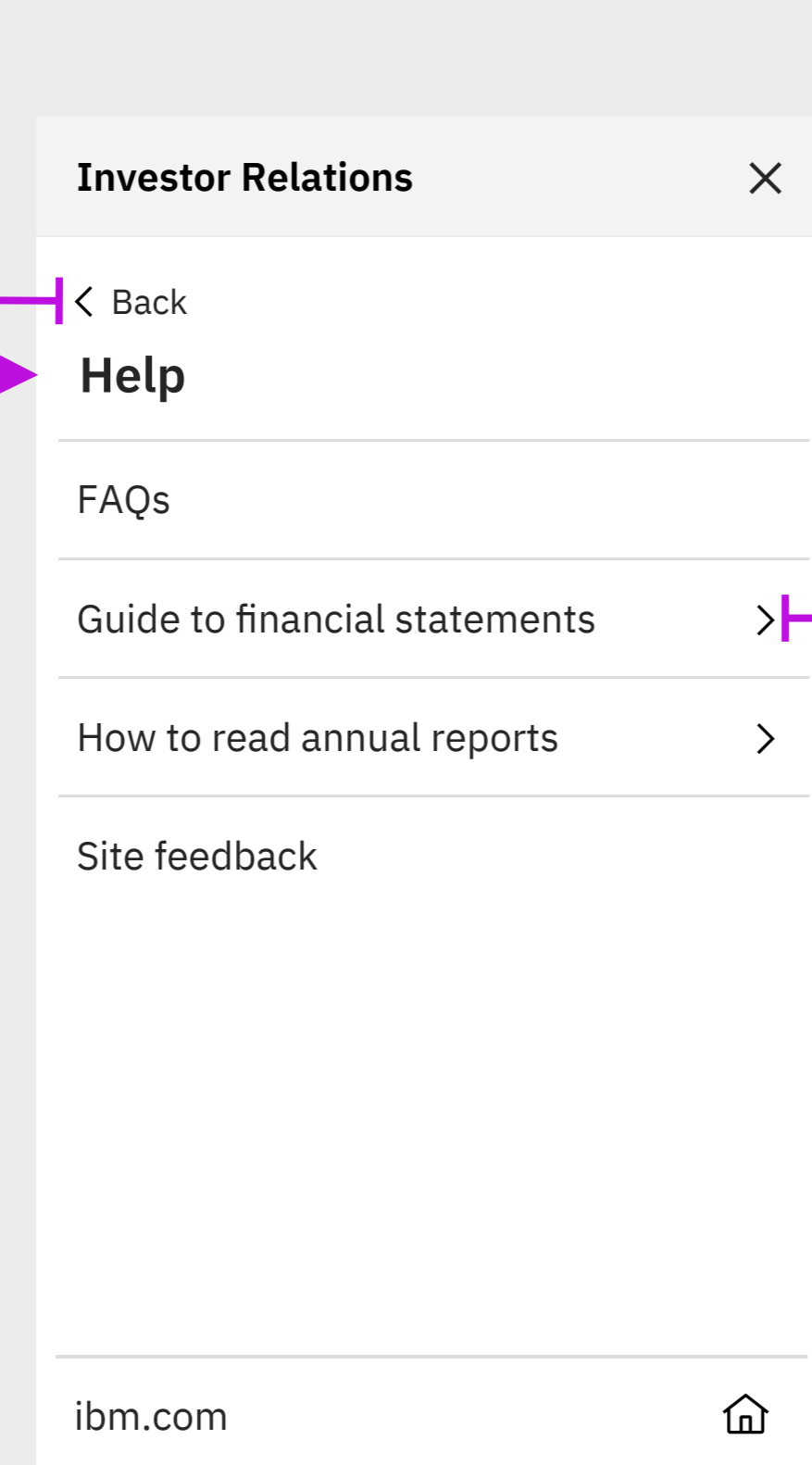
## Navigation hierarchy structure and interactions

Within the hamburger menu, the user can move up and down through the hierarchy structure of the parent experience (ex: Investor Relations).

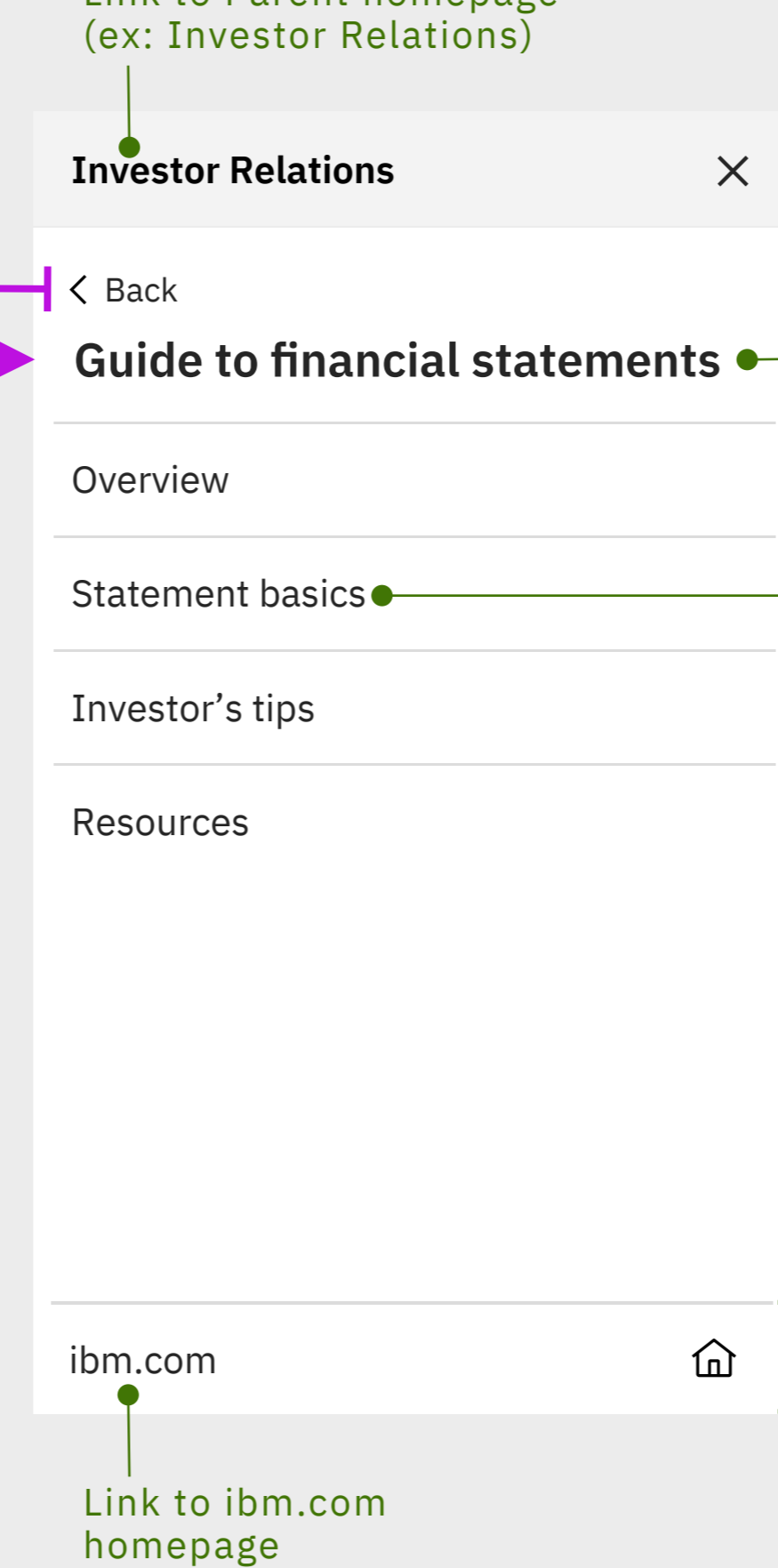
### Parent navigation



### Child navigation



### Grandchild navigation



L1 title

L1 nav label

Sticky, until the nav list above takes up the full screen (becomes a scrolling list) and then this nav label locks to the bottom of that scrolling list.

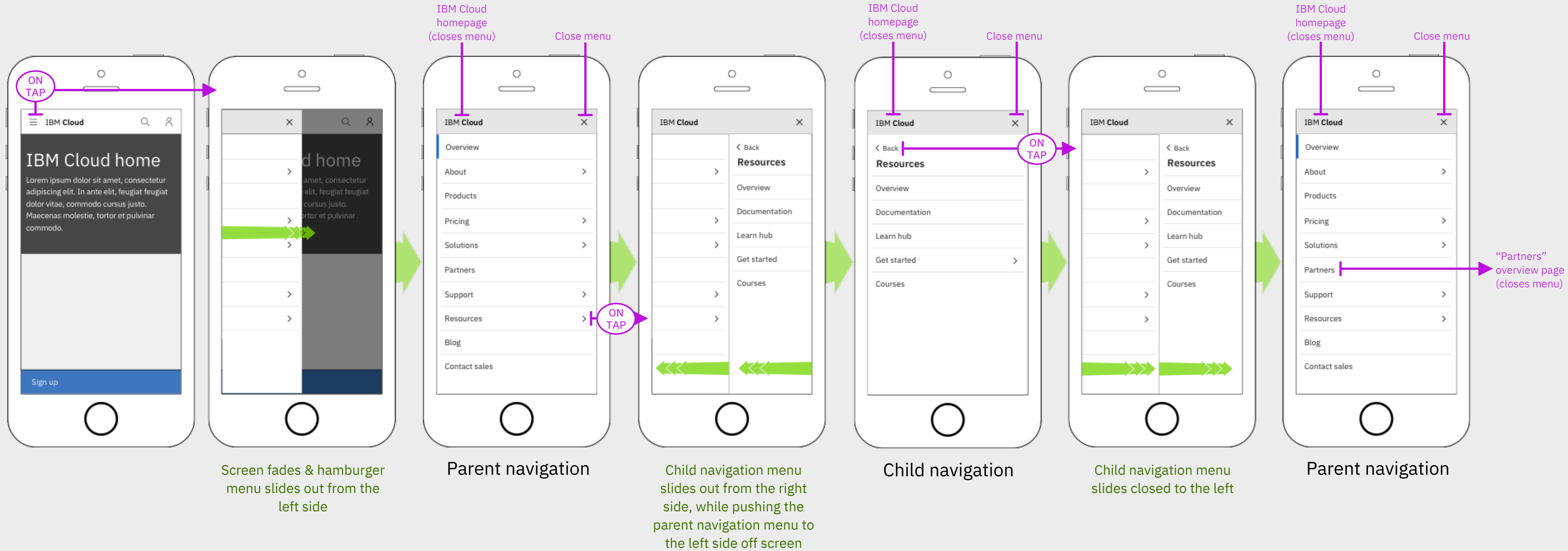


# Masthead specifications – hamburger menu

CURRENT IA REPRESENTED

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## User flow, interaction model & animation



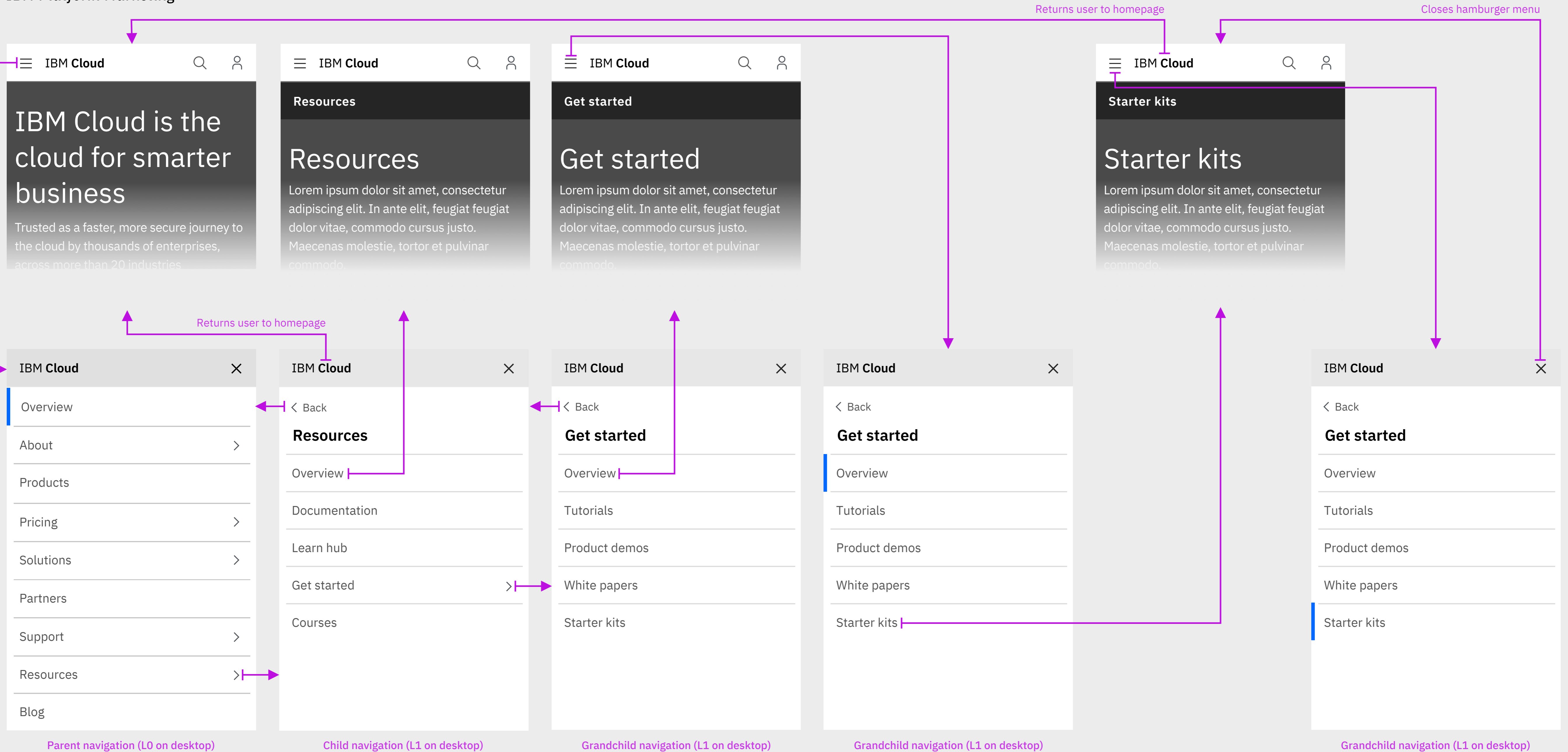
# Masthead specifications – navigating hamburger menu at 320px

CURRENT IA REPRESENTED

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

L0 New/non-registered visitor (no cookies)

IBM Platform Marketing



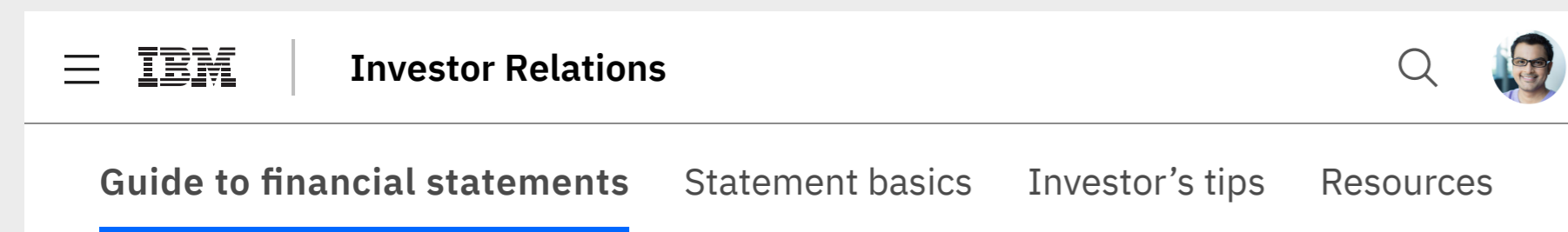
# Masthead specifications – user profile menu

WORK IN IDEATION, CURRENT IA REPRESENTED

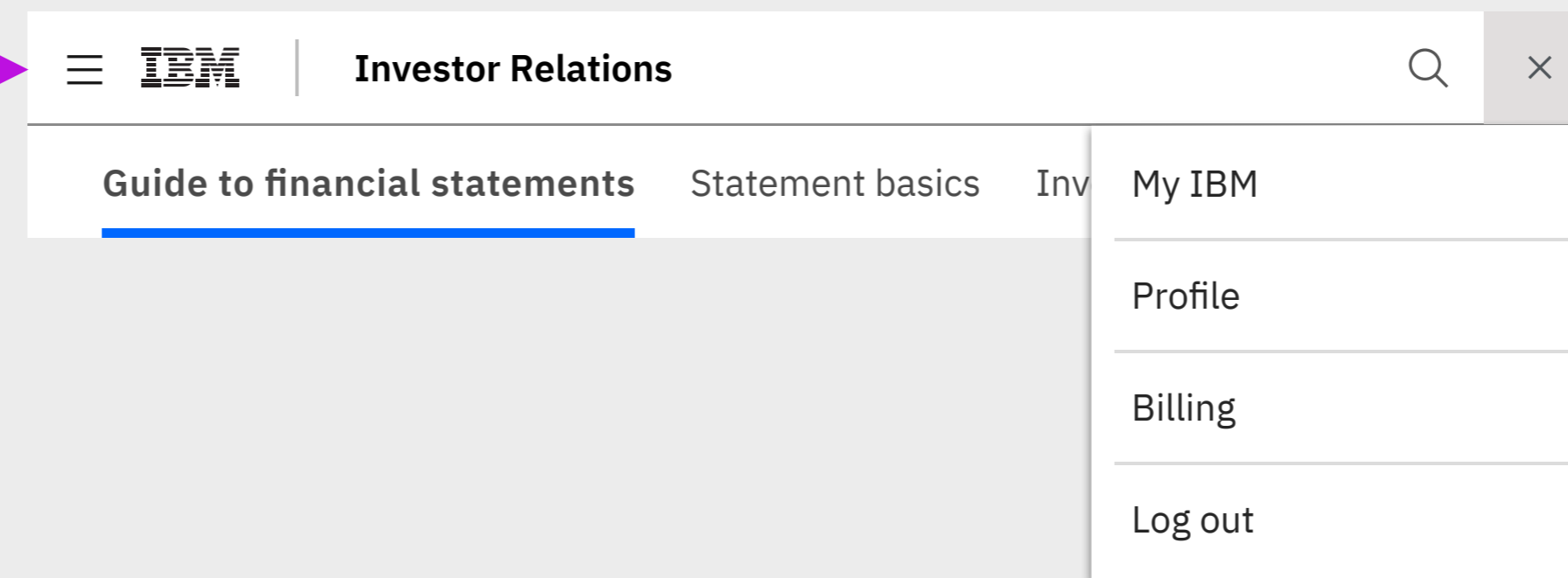
WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

672 px Registered/logged in users

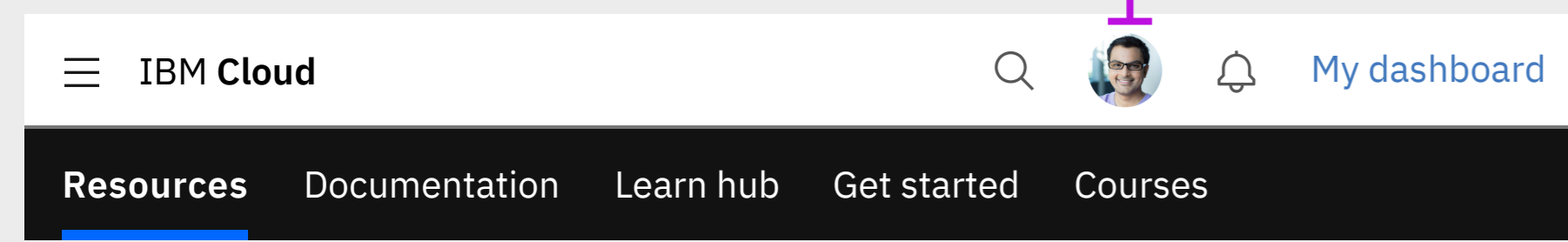
IBM



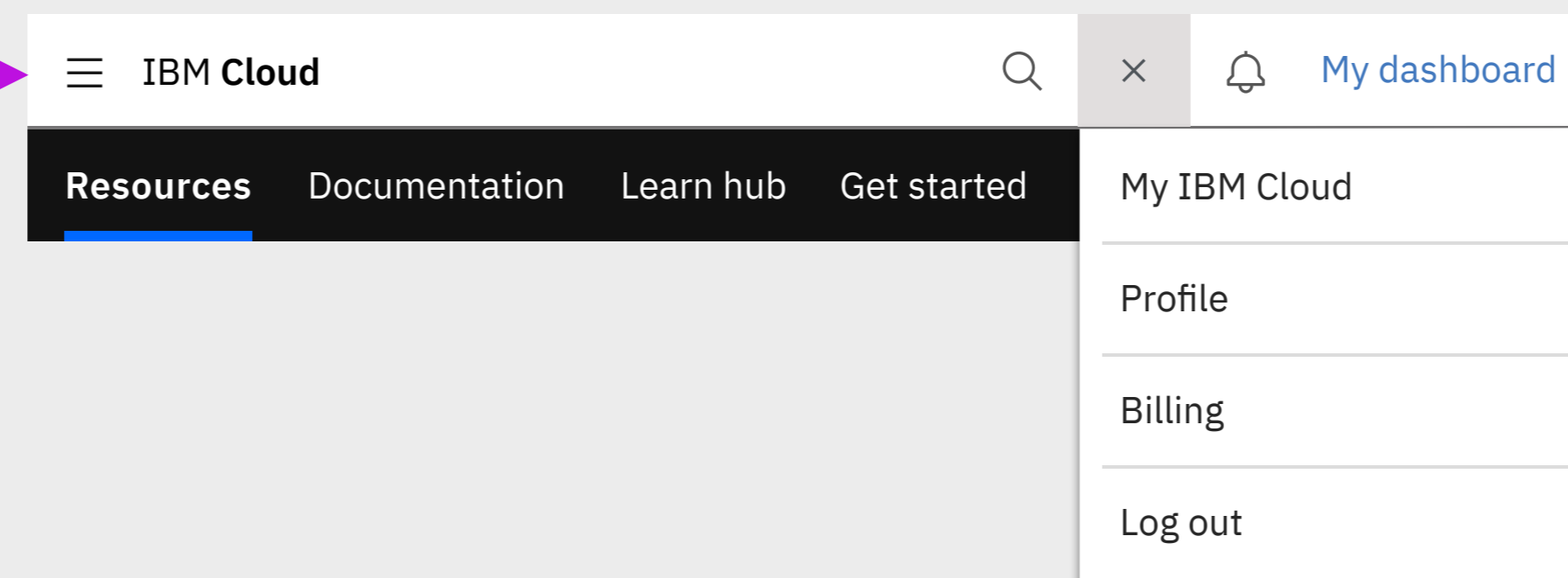
ON TAP



IBM Cloud



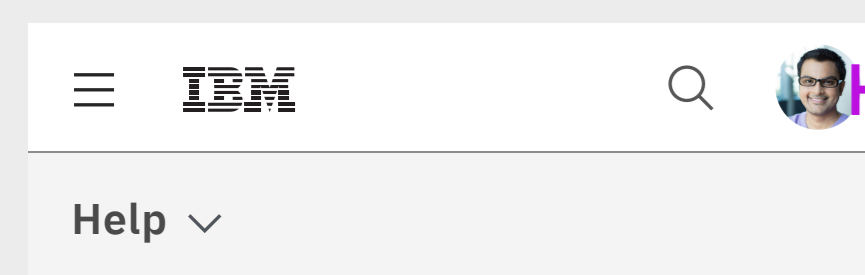
ON TAP



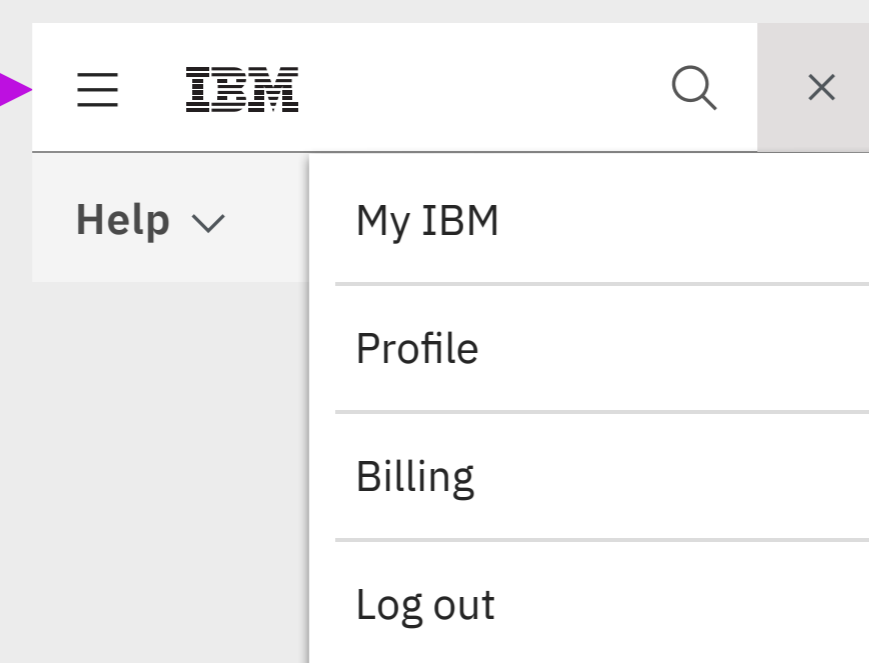
NEEDS ALIGNMENT WITH MYIBM & CLOUD TEAM

320 px Registered/logged in users

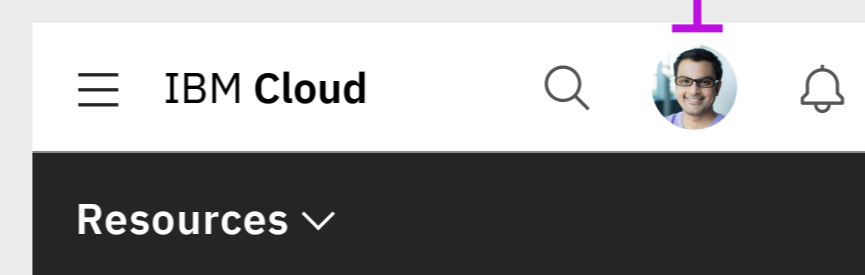
IBM



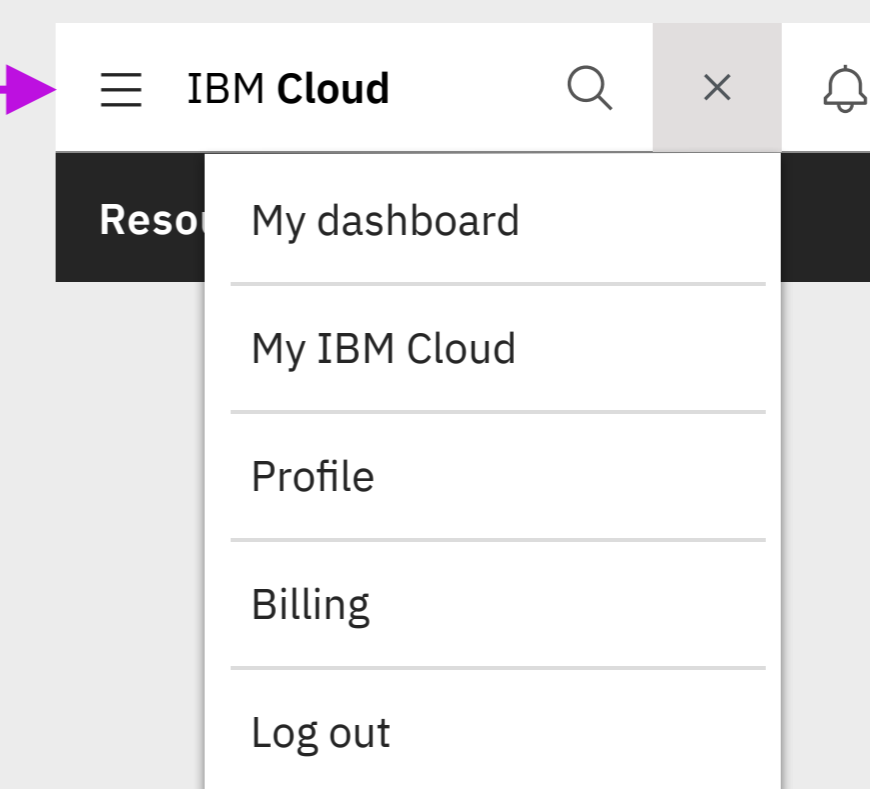
ON TAP



IBM Cloud



ON TAP



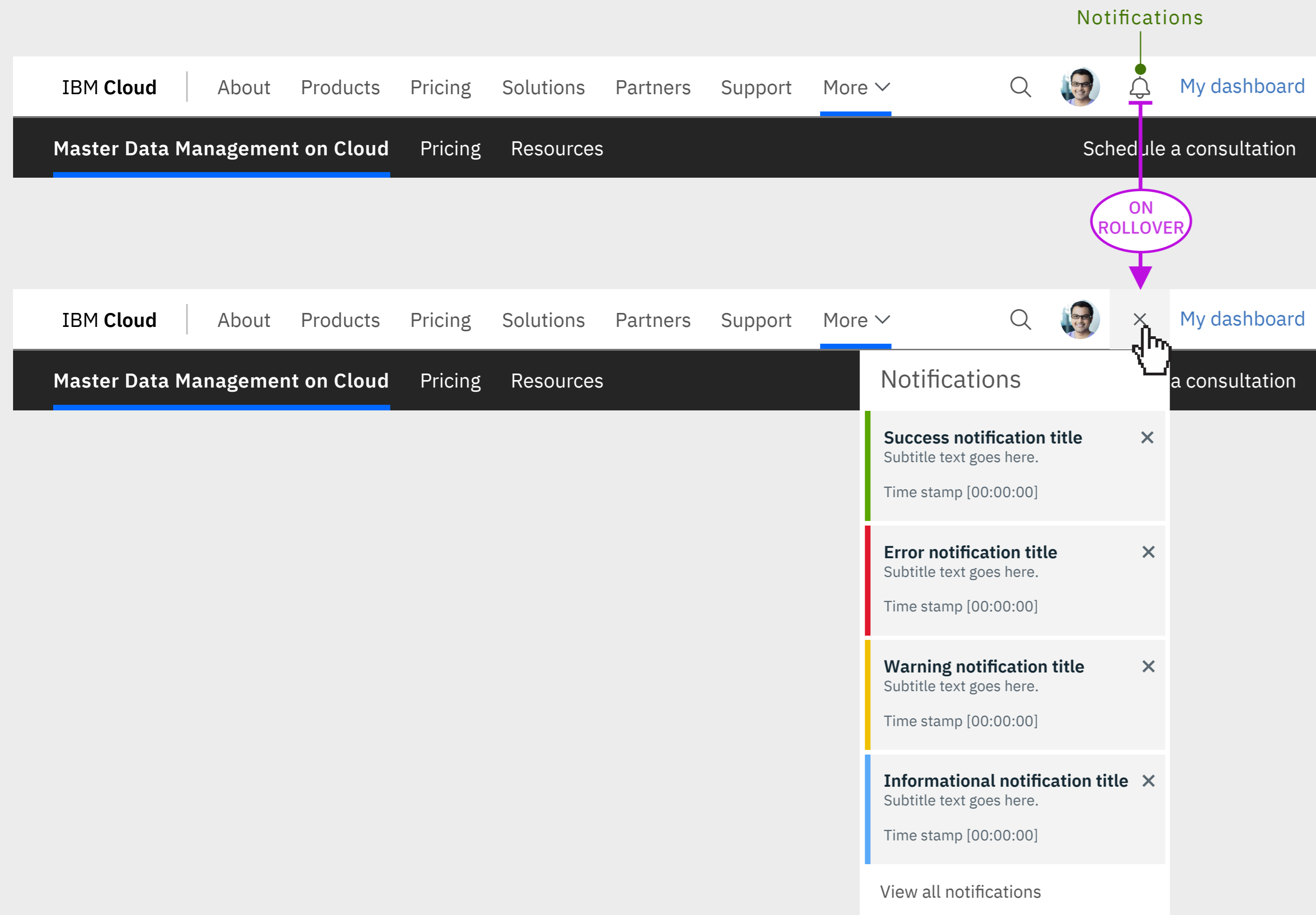
# Masthead specifications – notification menu

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

LO

Logged-in/registered user

## POSSIBLE FUTURE FEATURE FOR IBM CLOUD & LEVERAGE CARBON WORK



Carbon Design Notification menu treatment

<http://www.carbondesignsystem.com/components/notification/code>

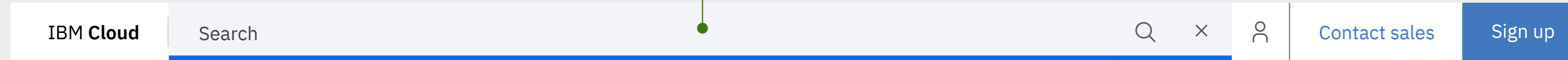
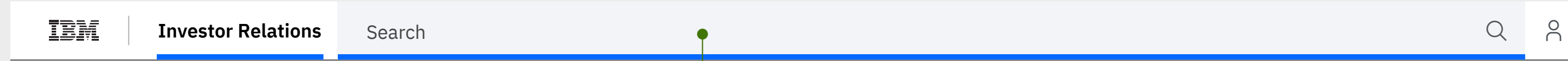
# Masthead specifications – Search

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

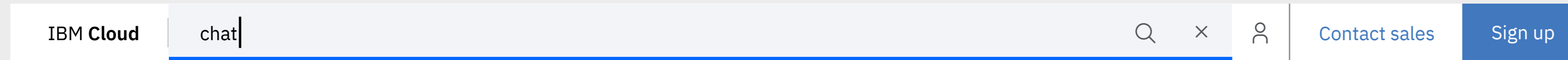
## 1312px

New/non-registered visitor (no cookies)

### Search open

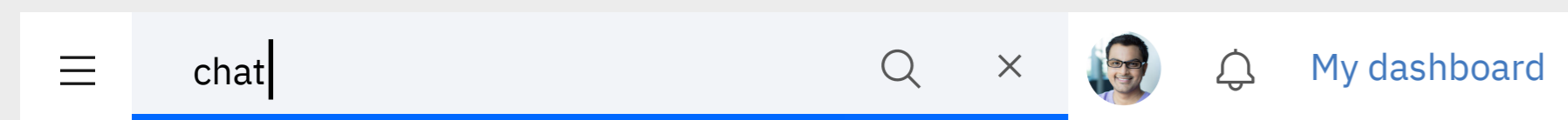


### Predictive search



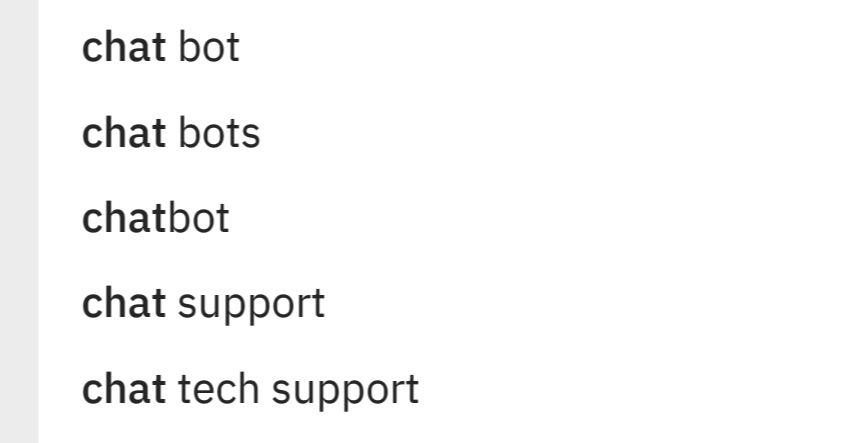
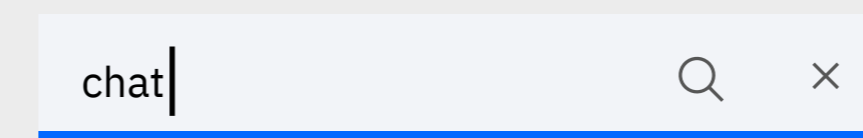
## 672px

Registered/signed-in visitor (no cookies)



## 320px

All mobile users



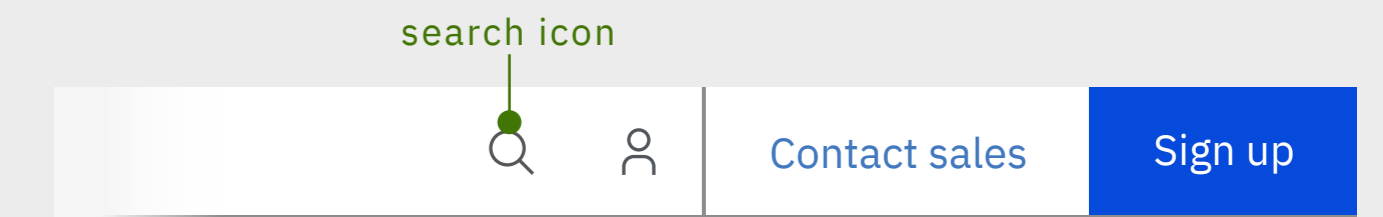
## Interaction model & animation

### Search

Search will be only within Cloud content, with the option to search all of IBM content. relevant, pre-filtered and restricted to the parent offering, until the user chooses to search all of IBM.

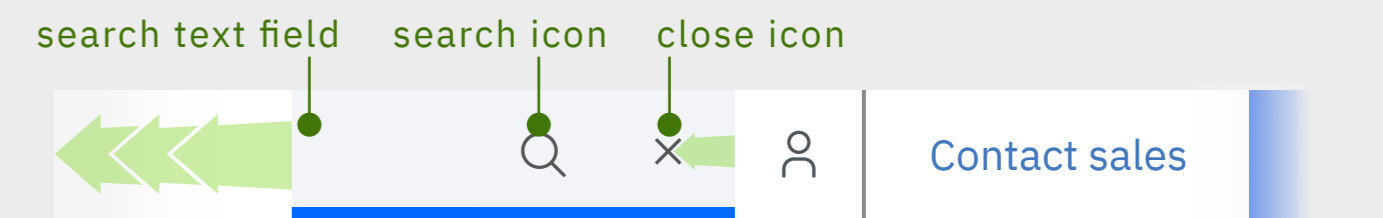
### Activating search

Users clicks/taps on the search icon to open the search text field

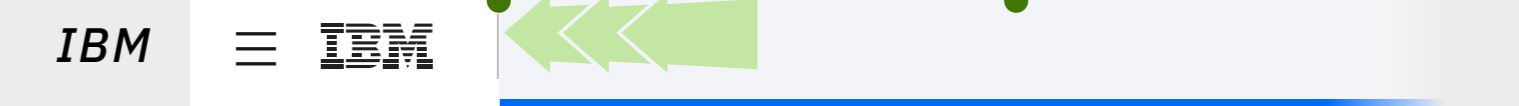


### Search text field animating open

The search text field slides out from the search icon and closed icon slides in from the right side...



until it reaches the vertical divider bar in the L0



### Closing search

- A user hit 'Enter' on their keyboard to begin searching on the term they've entered in the text field
- A user clicks/taps the search icon to begin searching on the term they've entered in the text field
- A user clicks/taps on a predictive search term to begin searching on that selected term
- A user clicks/taps outside of the search field or predictive search, canceling their search
- On mobile: A user taps the close icon, canceling their search

# Masthead specifications – location indicator & user flow

Informing the user where they are within the experience

**CURRENT IA REPRESENTED**

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

1312px New/non-registered visitor (no cookies)

## User journey & location

A user lands on the IBM Cloud homepage (ibm.com/cloud):

1) • The location indicator is under the L0 title

User clicks on Resources (L0)

2) • The L0 location indicator moves under the Resources L0 nav label  
• The L1 becomes viewable\*  
• The Resources navigation takes over the L1 (child)  
• The L1 title has a location bar under it, as this the overview/landing page for this section

User clicks on Get Started (L1)

3) • As Get Started is a sub-section within Resources, the L1 is taken over by the Get Started navigation (grandchild)  
• The L1 title has a location indicator under it, as this the overview/landing page for this section

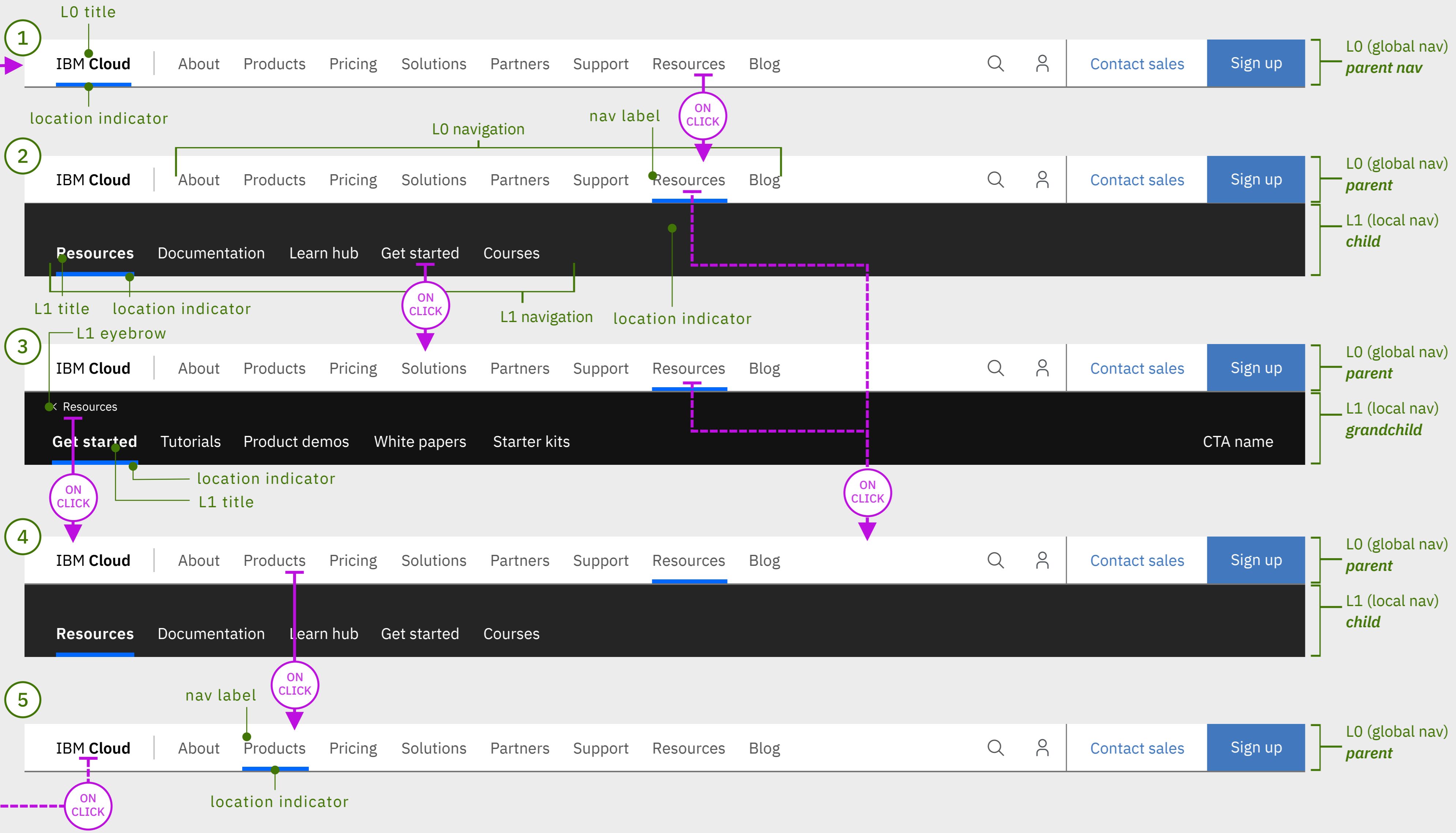
User clicks on L1 eyebrow (Resources)

4) • This moves the user back to the Resources section, which the Resources navigation takes over the L1 (child)  
• The L1 title has a location indicator under it, as this the overview/landing page for this section

User clicks on Products (L0)

5) • This moves the user to a different section within the Cloud offering and within the L0 (parent)  
• The L0 location indicator moves under the Products L0 nav label  
• Since there is no sub-navigation within the Products sections, the L1 is no longer populated/viewable

\*) • When it is only the L0 within the masthead, the L0 is the sticky nav within the browser.  
• When the L1 is viewable within the masthead, the L1 becomes the sticky nav within the browser.



# Masthead specifications – location indicator & user flow

Informing the user where they are within the experience

**CURRENT IA REPRESENTED**

WIREFRAMES ONLY. NOT THE FINAL VISUAL REPRESENTATION

1312px New/non-registered visitor (no cookies)

## User journey & location

A user lands on the IBM Cloud homepage (ibm.com/cloud):

1) • The location bar is under the L0 title

User rollover/hovers on Help (L0)

2) • The Help drop-down menu opens, exposing the sections within that category.

User clicks on FAQs (L0 - Help drop-down menu)

3) • The L0 location indicator moves under the Help L0 nav label, as this area houses the section the user is currently in  
• The L1 becomes viewable\*  
• The Guide to financial statements navigation takes over the L1 (child)  
• L1 title has a location indicator under it, as this the overview page for this sections

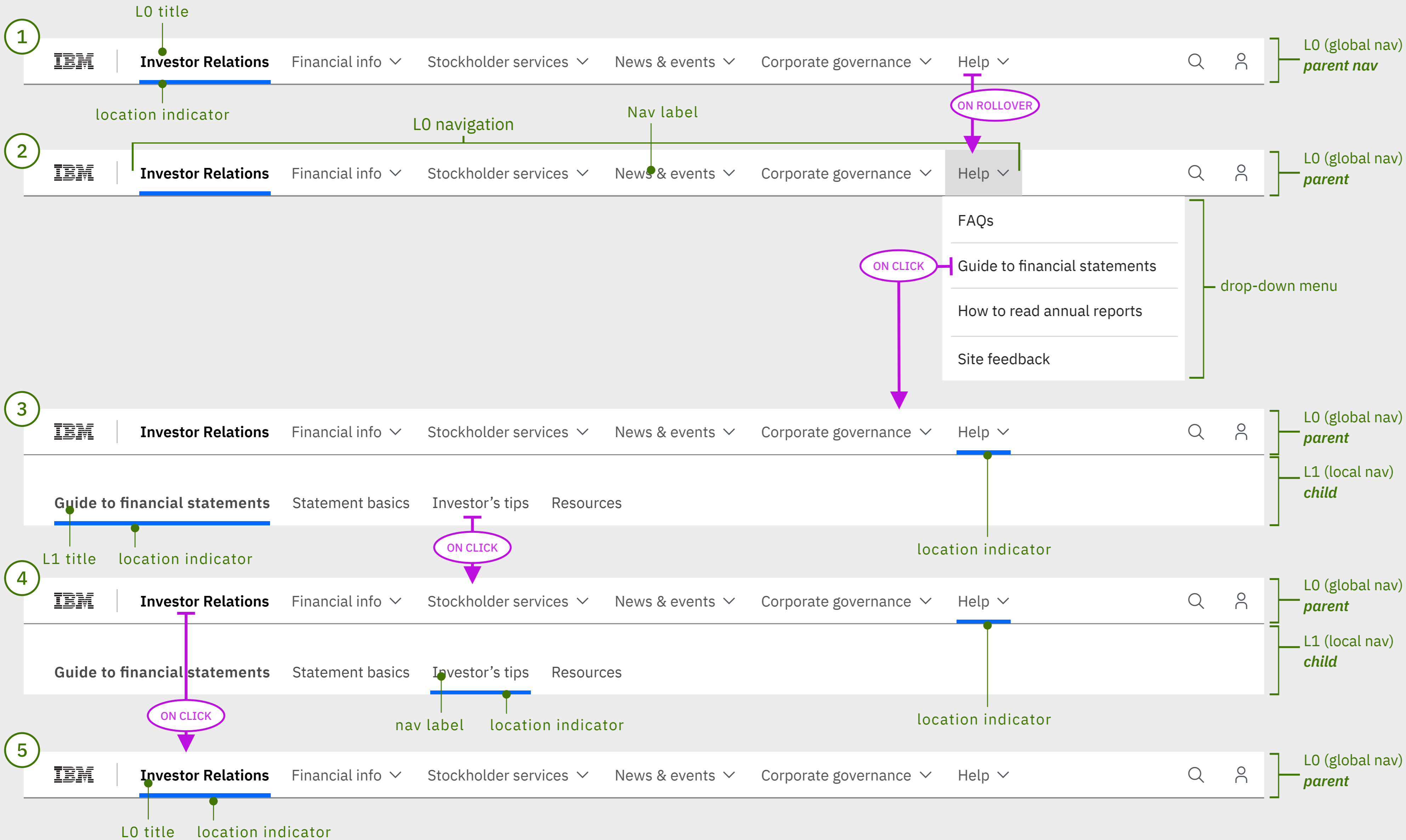
User clicks on Investor's tips (L1)

4) • The L1 location indicator moves under the selected nav label 'Investor's tips'

User clicks on Investor Relations (L0)

5) • This takes the user back to the Investor Relations homepage  
• The L1 is removed  
• The L0 location indicator is moves under the selected L0 title 'Investor Relations'

\*) • When it is only the L0 within the masthead, the L0 is the sticky nav within the browser.  
• When the L1 is viewable within the masthead, the L1 becomes the sticky nav within the browser.



Thanks