

IBM Smarter Enterprise (SE) **Usability Study Findings & Recommendations**

December 3rd, 2013

Project Overview

Findings + Recommendations

Next Steps

Project Overview

The **Smarter Enterprise** site (<http://www.ibm.com/smarterplanet/us/en/smarter-enterprise/>) launched in Aug 2013. The purpose of the site is to tell the full architecture story about the Smarter Enterprise to prospects.

The Smarter Enterprise (SE) site contains three different types of interaction models:

I. [Homepage](#)

II. Case Study & Perspectives Pages

- BD&A Perspectives [page](#)
- US Open Case Study [page](#)
- Cloud OpEd [page](#)
- Mobile [page](#) (launched 10/1)
- Social [page](#) (launched 10/1)

III. Solutions pages

- [Social Business](#)
- [Mobile](#)
- [Cloud](#)
- [Big Data & Analytics](#)

The team is looking to improve the current digital experiences to ultimately drive greater results from prospects exploring the Smarter Enterprise site. By optimizing the site from the feedback of this study will hopefully help the overall metrics in each of the areas.

Study Objective

The **goal for this research was to establish a baseline assessment** of the revised web, tablet and mobile experiences **after the changes from the Expert Review have been implemented**. The team learned about the behavioral insights around how users navigate and engage with deeper content on the Solutions page.

We **identified and prioritized improvement opportunities across key scenarios and tasks**. This will serve as a guide for the short-term redesign improvements along with the long-term digital strategy.

Methodology

With the upcoming addition of more questions to the Solutions pages, there's concern for how this will impact the overall page. We conducted a **Rapid Usability Study**, one-on-one user behavioral sessions, with 12 users. The feedback and insights will guide optimization.

We alternated sessions of either leading with Solutions page **Prototype 1** OR **Prototype 2** using this framework:

(1) Warm-Up (2-3 mins.)

(2) Solutions Page (30 mins.)

Messaging & intent followed with task-based exploration that will probe the user to go through the experience.

(3) Compare with Alternate Solutions Page (15 mins.)

Let user explore the similarities and differences between this and the previous Solutions page. Which is better? Why?

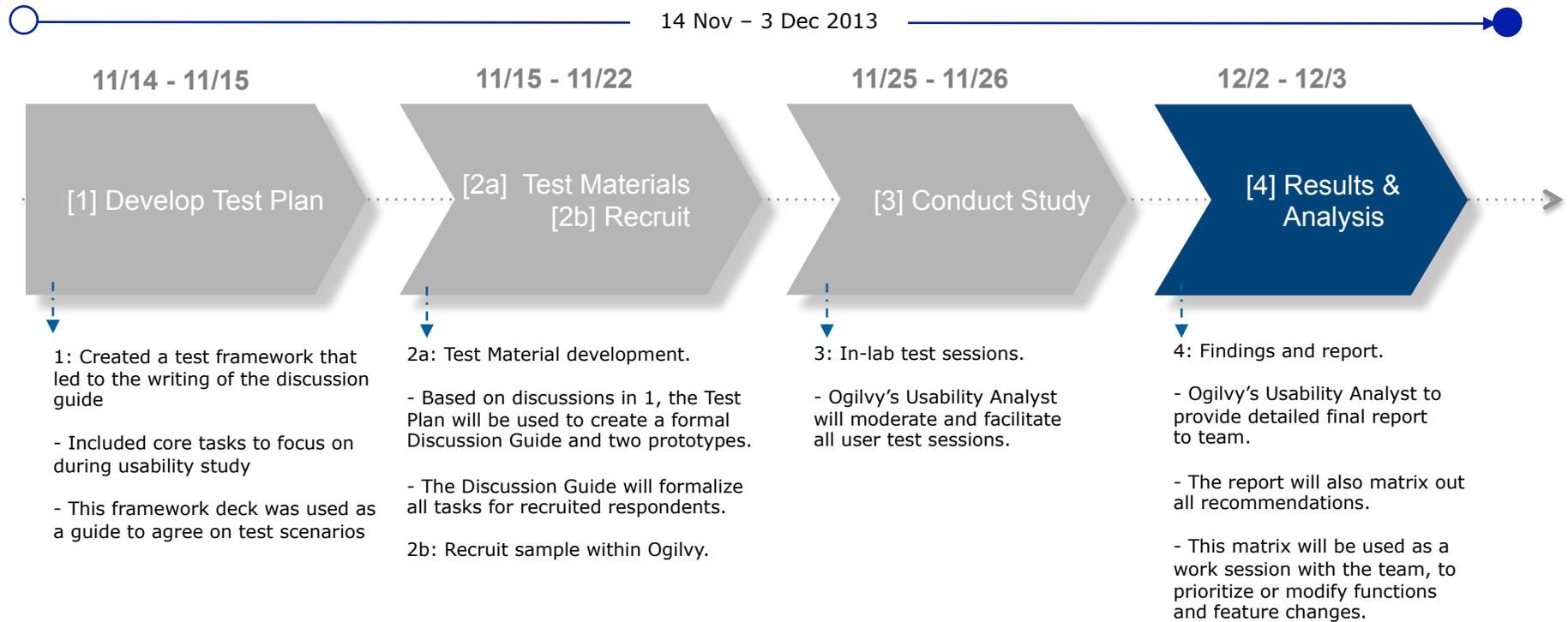
(4) Perspectives Page (10-15 mins.) – IF TIME ALLOWS

Overall feedback on the page & Sticky Nav

(5) Post Session (2-3 mins.)

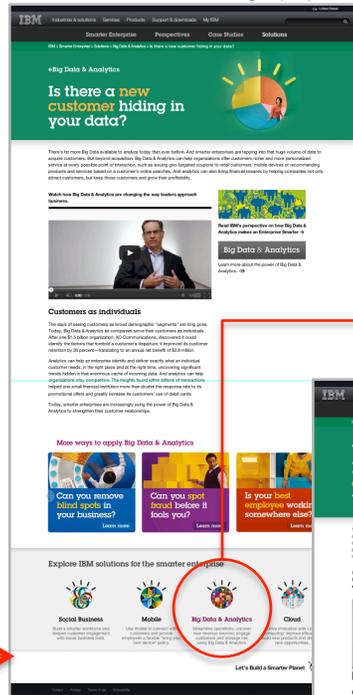
General feedback.

Usability Study Timeline

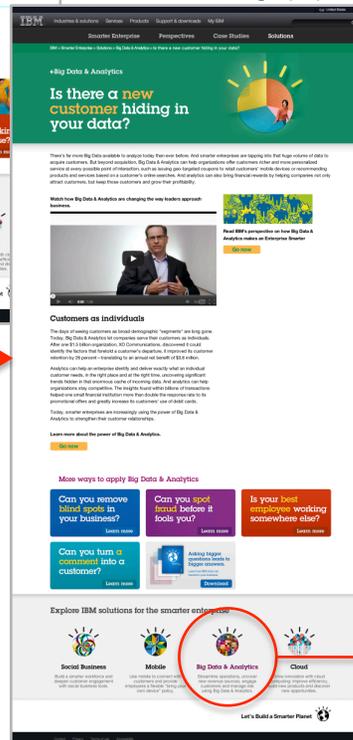


Testing Stimulus

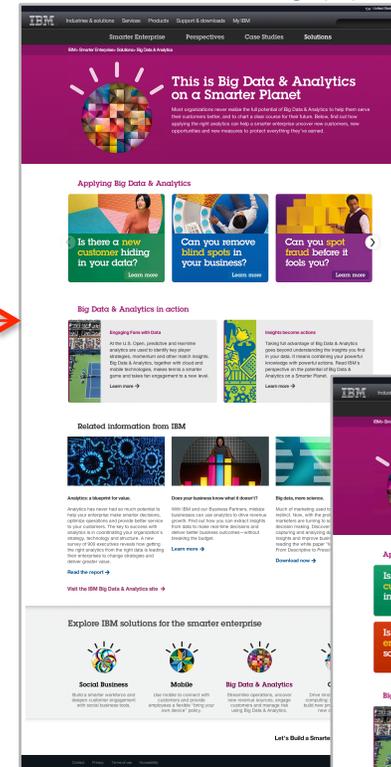
Question Detail Page (#1)



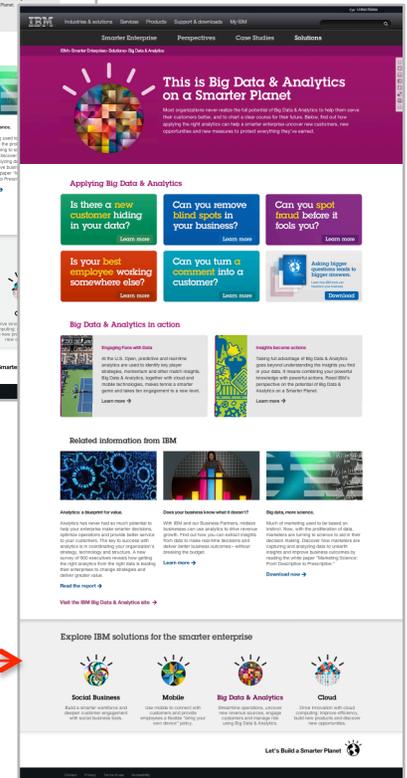
Question Detail Page (#2)



Revised Solutions Page (#1)



Revised Solutions Page (#2)



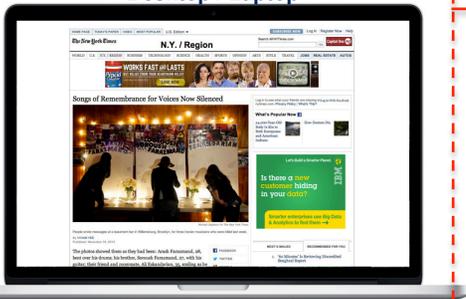
Tablet



Mobile



Desktop / Laptop



Project Overview

Findings + Recommendations

Next Steps

TASK 1. VIEWING OLA – Media Driver to Question Detail

Tablet

Mobile

Desktop / Laptop

A

Question Detail Page (#1)

B

IBM Industries & Solutions Services Products Support & Downloads My IBM

Smarter Enterprise Perspectives Case Studies Solutions

+Big Data & Analytics

Is there a new customer hiding in your data?

There's far more Big Data available to analyze today than ever before. And smarter enterprises are tapping into that huge volume of data to acquire customers, but beyond acquisition, Big Data & Analytics can help organizations offer customers new and more personalized services at every possible point of interaction, such as using geo-targeted coupons to retail customers' mobile devices or recommending products and services based on a customer's online searches. And analytics can also bring financial rewards by helping companies not only attract customers, but keep those customers and grow their profitability.

Watch how Big Data & Analytics are changing the way leaders approach business.

Read IBM's perspective on how Big Data & Analytics makes an Enterprise Smarter 2

Big Data & Analytics

Learn more about the power of Big Data & Analytics. »

Customers as individuals

The days of seeing customers as broad demographic "segments" are long gone. Today, Big Data & Analytics let companies serve their customers as individuals. After one B2B sales organization, X3 Communications, discovered it could identify the factors that boosted a customer's retention, it improved its customer retention by 26 percent – translating to an annual net benefit of \$3.8 million.

Analytics can help an organization identify and tailor exactly what an individual customer needs, in the right place and at the right time, uncovering significant trends hidden in the otherwise chaotic collection of browsing data. And analytics can help organizations stay competitive. The retailer found online billions of transactions helped one small financial institution more than double the response rate to its promotional offers and greatly increase its customer's use of credit cards.

Today, smarter enterprises are increasingly using the power of Big Data & Analytics to strengthen their customer relationships.

More ways to apply Big Data & Analytics

Can you remove blind spots in your business? Learn more

Can you spot fraud before it fools you? Learn more

Is your best employee working somewhere else? Learn more

Explore IBM solutions for the smarter enterprise

Social Business Build a smarter workforce and improve customer engagement with social business tools.

Mobile Use mobile to connect with new revenue streams, engage employees & clients. Tap your next device's power.

Big Data & Analytics Discover hidden patterns, uncover new revenue streams, engage customers and manage the entire Big Data & Analytics.

Cloud Drive innovation with cloud computing, improve efficiency, build new products and discover new opportunities.

Let's Build a Smarter Planet

Findings:

A – Most respondents understood that this was an IBM banner ad about Big Data & Analytics. Some thought the colors were not representative of IBM but the animation caught their attention. Respondents also expected a text heavy site because of the content and the design of the banner ad.

B – After clicking on the ad, most were surprised by the use of imagery in the hero space and liked the video in the content area. Heavy blocks of text made it hard to scan.

"I would normally not read this much on my mobile. [I] would rather see it visually..." – Assistant Search Planner (NEO)

Recommendations:

A: Make the banner ad more representative of the site experience while still maintaining the animation.

B: Break up the copy so it's easier to scan. Consider use of imagery that's indicative of the content to help users better understand the content.



TASK 2. SITE EXPLORATION – Viewing Question Detail Page

Question Detail Page (#1)

IBM Industries & solutions Services Products Support & downloads My IBM

Smarter Enterprise Perspectives Case Studies Solutions

IBM > Smarter Enterprise > Solutions > Big Data & Analytics > Is there a new customer hiding in your data?

← Big Data & Analytics

Is there a new customer hiding in your data?

There's far more Big Data available to analyze today than ever before. And smarter enterprises are tapping into that huge volume of data to acquire customers. But beyond acquisition, Big Data & Analytics can help organizations offer customers richer and more personalized service at every possible point of interaction, such as issuing geo-targeted coupons to retail customers' mobile devices or recommending products and services based on a customer's online searches. And analytics can also bring financial rewards by helping companies not only attract customers, but keep those customers and grow their profitability.

Watch how Big Data & Analytics are changing the way leaders approach business.

Read IBM's perspective on how Big Data & Analytics makes an Enterprise Smarter →

Big Data & Analytics

Learn more about the power of Big Data & Analytics. →

Customers as individuals

The days of seeing customers as broad demographic "segments" are long gone. Today, Big Data & Analytics let companies serve their customers as individuals. After one \$1.5 billion organization, XO Communications, discovered it could identify the factors that forecast a customer's departure, it improved its customer retention by 20 percent – translating to an annual net benefit of \$3.8 million.

Analytics can help an enterprise identify and deliver exactly what an individual customer needs, in the right place and at the right time, uncovering significant trends hidden in that enormous cache of incoming data. And analytics can help organizations stay competitive. The insights found within billions of transactions helped one small financial institution more than double the response rate to its promotional offers and greatly increase its customers' use of debit cards.

Today, smarter enterprises are increasingly using the power of Big Data & Analytics to strengthen their customer relationships.

More ways to apply Big Data & Analytics

Can you remove blind spots in your business? Learn more

Can you spot fraud before it fools you? Learn more

Is your best employee working somewhere else? Learn more

Explore IBM solutions for the smarter enterprise

Social Business
Build a smarter workforce and deepen customer engagement with social business tools.

Mobile
Use mobile to connect with customers and provide employees a flexible "bring your own device" policy.

Big Data & Analytics
Streamline operations, uncover new revenue sources, engage customers and manage risk using Big Data & Analytics.

Cloud
Drive innovation with cloud computing, improve efficiency, build new products and discover new opportunities.

Let's Build a Smarter Planet

Contact Privacy Terms of use Accessibility

A

B

Findings:

A – Most thought they were in a sub-section of IBM.com for Big Data & Analytics but not specifically in Smarter Enterprise because of the number of times “Big Data & Analytics” has been repeated and highlighted in the experience so far.

B – At a glance, it appears that this is one element and clicking on any of the items would go to the same place. After a closer look, respondents thought these were two distinct elements because of the two arrows at the end of each CTA.

• Perspectives

- **Graphic** – Respondents were confused and bothered by this image because they couldn't decipher what was in it. There were mixed feelings about whether it was clickable or not
- **CTA** – Almost all thought the text was clickable and some were unsure about the graphic being clickable too but understood where it went because of the copy.

• Big Data & Analytics CTA

- **Graphic + CTA** – Most were confused by this and thought this is where they are already so unsure where else this would go.

Recommendations:

A: Re-iterate the “Smarter Enterprise” in hero area and making the “Big Data & Analytics” function as (1) a way to get to “Big Data & Analytics” and (2) as a category header for the current page.

B: Separate out the two CTAs and re-work the Perspectives graphic to something that's indicative of the content and easily discernable. Re-word the Big Data & Analytics CTA so it's clear it's not the current page and be clear how it's different.



TASK 2. SITE EXPLORATION – Viewing Question Detail Page

Question Detail Page (#1)

IBM Industries & solutions Services Products Support & downloads My IBM

Smarter Enterprise Perspectives Case Studies Solutions

IBM > Smarter Enterprise > Solutions > Big Data & Analytics > Is there a new customer hiding in your data?

← Big Data & Analytics

Is there a new customer hiding in your data?

There's far more Big Data available to analyze today than ever before. And smarter enterprises are tapping into that huge volume of data to acquire customers. But beyond acquisition, Big Data & Analytics can help organizations offer customers richer and more personalized service at every possible point of interaction, such as issuing geo-targeted coupons to retail customers' mobile devices or recommending products and services based on a customer's online searches. And analytics can also bring financial rewards by helping companies not only attract customers, but keep those customers and grow their profitability.

Watch how Big Data & Analytics are changing the way leaders approach business.

Read IBM's perspective on how Big Data & Analytics makes an Enterprise Smarter →

Big Data & Analytics

Learn more about the power of Big Data & Analytics. →

Customers as individuals

The days of seeing customers as broad demographic "segments" are long gone. Today, Big Data & Analytics let companies serve their customers as individuals. After one \$1.5 billion organization, XO Communications, discovered it could identify the factors that forecast a customer's departure, it improved its customer retention by 20 percent – translating to an annual net benefit of \$3.8 million.

Analytics can help an enterprise identify and deliver exactly what an individual customer needs, in the right place and at the right time, uncovering significant trends hidden in that enormous cache of incoming data. And analytics can help organizations stay competitive. The insights found within billions of transactions helped one small financial institution more than double the response rate to its promotional offers and greatly increase its customers' use of debit cards.

Today, smarter enterprises are increasingly using the power of Big Data & Analytics to strengthen their customer relationships.

More ways to apply Big Data & Analytics

Can you remove blind spots in your business? Learn more

Can you spot fraud before it fools you? Learn more

Is your best employee working somewhere else? Learn more

Explore IBM solutions for the smarter enterprise

Social Business
Build a smarter workforce and deepen customer engagement with social business tools.

Mobile
Use mobile to connect with customers and provide employees a flexible "bring your own device" policy.

Big Data & Analytics
Streamline operations, uncover new revenue sources, engage customers and manage risk using Big Data & Analytics.

Cloud
Drive innovation with cloud computing, improve efficiency, build new products and discover new opportunities.

Let's Build a Smarter Planet

Contact Privacy Terms of use Accessibility

Findings:

A – Most understood the purpose and functionality of the carousel of questions here and were drawn to the bright use of colors in the images. The content of the images were less desirable since they didn't add value in helping the respondent understand the questions better.

[For Desktop + Tablet] After clicking on the arrow and getting one more slide, most thought the work involved in clicking wasn't worth the payoff.

"It's making me work to find out one more!" – Marketing Analytics (CommonHealth)

[For Mobile] The experience was fine.

Recommendations:

A: Re-work images while keeping the bright colors. For Desktop + Tablet, consider another layout if there's only four slides and only go to carousel if there's 5 or more.

TASK 3. SITE EXPLORATION – Viewing Revised Solutions Page

Question Detail Page



Revised Solutions Page (#1)



Findings:

A – Respondents loved the use of these iconography and thought they were indicative of the IBM brand and understood these were other offerings. Most noticed the highlight on “Big Data & Analytics” and thought it was because they were currently on the page.

“Great graphics! Good simple summary!” – Account Executive (OPR)

B – After respondents were presented with this page, most were surprised to see it. There were mixed feelings about which page is the overarching page for “Big Data & Analytics”. Once respondents saw that the “Is there a new customer hiding in your data?” tile appear along with the message in the hero most started to understand the hierarchy between the two pages.

C – There was a clear understanding that these are case studies for “Big Data & Analytics”. These case studies were the reason for the few respondents that thought this was the detail page for “Big Data & Analytics”.

D – Most understood these were pointing to other content on IBM.com

E – Again, most thought they were already on the “Big Data & Analytics” site so why is this here?

Recommendations:

A: Re-consider the highlight on the “Big Data & Analytics”.

B: Keep the placement and treatment of the questions the same.

C: Re-consider the need for this on this page.

D: Keep the same.

E: Re-consider the need for this on this page.



Next Steps...