

IBM Storwize Campaign-in-a-Box

Project: IBM Storwize Campaign-in-a-Box

CHQ, BTC/IO
Creative Design Services

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Version: V1.1

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Redesign: IBM Storwize Campaign-in-a-Box

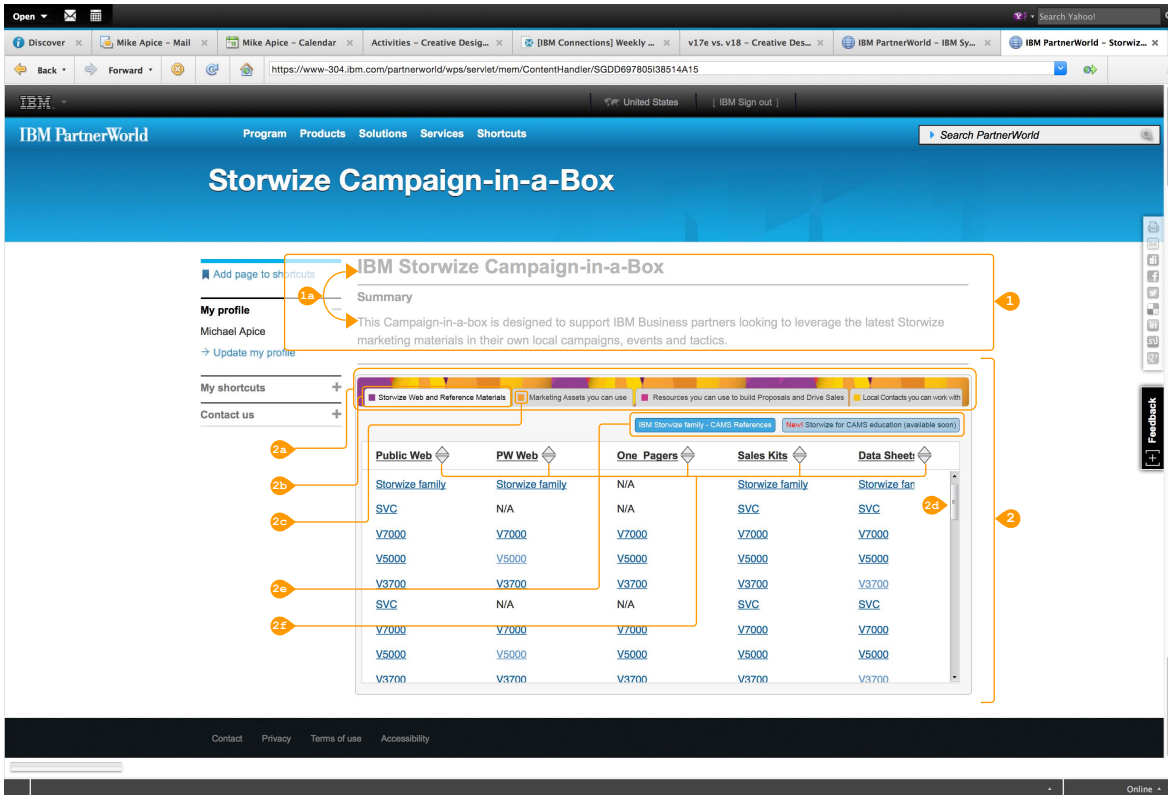
On the current site page -

- Very poor IA, UX and UI
- Redesign of UI
- All sections and information are just stacked for very long scrolling very poor UX and frustrating to the user.
- No existing branding for sections again poor UX
- Needs better filtering
- Organize all links within a logical hierarchy

Existing Page: IBM Storwize Campaign-in-a-Box

The screenshot displays the existing website page for the IBM Storwize Campaign-in-a-Box. The page is highly text-heavy and lacks clear visual hierarchy. It features several sections:

- IBM Storwize Assets, LOBBY Releases**: A table listing various assets with columns for Public ID, File Name, One Point, Sales Kit, and Date Recd.
- Marketing Assets you can use**: A section with a sub-header 'Assets Supporting Test-marketing' and a list of assets.
- Assets to support customer meetings and events**: A section with a sub-header 'Asset/Event/Resource' and a list of assets.
- Assets to support Email and Social marketing tactics**: A section with a sub-header 'Asset/Event/Resource' and a list of assets.
- RFI assets**: A section with a sub-header 'The application is an RFI' and a list of assets.
- Resources you can use to build Proposals and Drive Sales**: A section with a sub-header 'Resource' and a list of assets.
- Local Contacts you can work with**: A section with a sub-header 'Local Contact' and a list of contacts.
- Available Translated Assets**: A section with a sub-header 'Available Translated Assets' and a list of assets.



- 1 Top section of Page should be put into a stronger header design.
- 1a On the current site page - Title and Summary are reversed from what you see here. This makes better sense for UX.
- 2 On the current site page - All sections and information are just stacked for very long scrolling. This is very poor UX and frustrating to the user. This should be replaced with a Tab System (A single content area with multiple panels, each associated with a header in a list. Tabs are generally used to break content into multiple sections that can be swapped to save space) for much easier data mining and keeping important information above the fold.
- 2a Tab header background - should be branded, I suggest using the graphic that is being currently used.
- 2b Section tabs - can be modified in UI design to have increased height and tab titles can be wrapped to save space.
- 2c Branded Icons - UI design for branded, easily identifiable icons should be created for good UX.
- 2d Auto Scrolling - only when needed for each section is much more intuitive and easy to find wanted information. Info is always above fold with navigation always in view. Also, UX is much stronger for responsive design.
- 2e Important Links - On the current site page, these are text links that are disassociated from the rest of the content. Change these to Stronger Buttons for Better UX of call to actions and common work flow ease.
- 2f Sortable Filtering - Better UX for common work flow ease.