



ibm.com

## ibm.com re-design & standards

Internet User Experience 2006  
February 21, 2006  
Ann Arbor, Michigan, USA

ibm.com  
one experience

"Good design is good business"  
-T.J. Watson



Keith Instone & William Smith

IBM > ibm.com > User experience design

[instone@us.ibm.com](mailto:instone@us.ibm.com)

[designguy@us.ibm.com](mailto:designguy@us.ibm.com)

# Agenda

- **Design evolution of ibm.com**
  - Focus on “recent” “One Experience” redesign
- **Role of standards in the evolution**
  - Standards site
  - Relationship with other standards
  - Business as usual
  - Evolution from text to tools to embedded

# Agenda

- **Design evolution of ibm.com**
  - Focus on “recent” “One Experience” redesign
- **Role of standards in the evolution**
  - Standards site
  - Relationship with other standards
  - Business as usual
  - Evolution from text to tools to embedded



# Circa 1995



- The good ol' days weren't all that good
- Confusing navigation
- Poor designs (on average)
- To many cooks in the kitchen (over 200 agencies)

# Circa 1995



- The good ol' days weren't all that good
- Confusing navigation
- Poor designs (on average)
- To many cooks in the kitchen (over 200 agencies)

# Circa 1995

The collage illustrates the IBM website's design circa 1995, characterized by a dense layout and complex navigation. The top screenshot shows a standard navigation bar with links for Home, News, Products, Support, Solutions, Partners, and About IBM. The middle screenshot features a large banner for "Agents, auctions and 'bots" with a sub-header "Brave new bargain links buyers and sellers". The bottom screenshot is a detailed view of the "S/390" server page, featuring a navigation menu, a sidebar with categories like "E-business", "Business Intelligence", and "Technology Leadership", and a main content area with a "The New" headline and a "NDS for OS/390" section. A separate screenshot on the right shows an advertisement for the AS/400 server with the headline "I'll NEED To SEE SOME I.D." and a police officer graphic.

- The good ol' days weren't all that good
- Confusing navigation
- Poor designs (on average)
- To many cooks in the kitchen (over 200 agencies)

Circa 1999 – Evolves to have common masthead, footer, design for left nav



# Circa 1999 – Evolves to have common masthead, footer, design for left nav





Circa 2002 – Better visual design, adjust masthead, tabs, ...

United States

Search

Home | Products & services | Support & downloads | My account | Call 1-888-IBM-5800 ext. 5MB

→ Select a country

Small & Medium Business > Industries >

## Wholesale distribution

Introduction | Solutions | Resources

Integrate business processes across your organization and among key partners, suppliers and customers. Become an on demand business. Our expertise in technology spans the industry, including:

<p><b>Durables</b></p> <ul style="list-style-type: none"> <li>• Industrial</li> <li>• Plumbing &amp; HVAC</li> <li>• Specialty industrial</li> <li>• Building materials</li> <li>• Metals</li> <li>• Electrical</li> <li>• Bearings &amp; fasteners</li> <li>• Automotive aftermarket</li> </ul>	<p><b>Nondurables</b></p> <ul style="list-style-type: none"> <li>• Chemicals</li> <li>• Paper</li> <li>• Healthcare</li> <li>• Direct to retailers</li> </ul>	<p><b>Food and Beverage</b></p> <ul style="list-style-type: none"> <li>• Food</li> <li>• Beverage</li> </ul>
--	---	--

**Rate your business**

→ and improve your position with our free Competitive Advisor Assessment

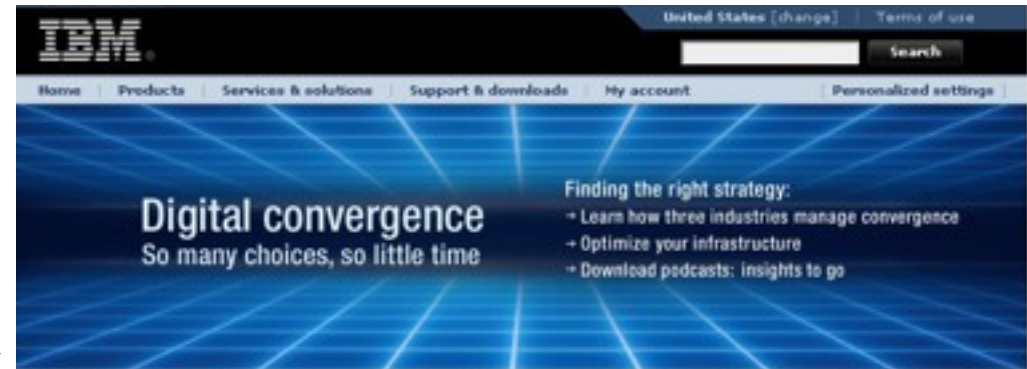
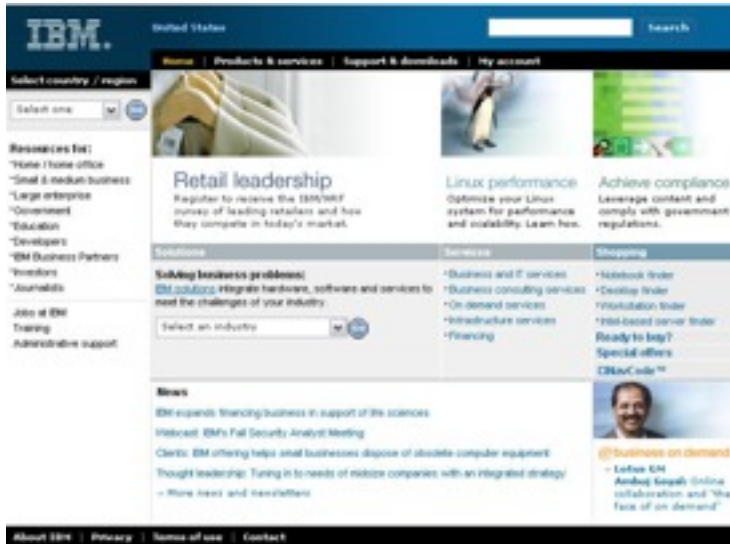
Circa 2002 – Better visual design, adjust masthead, tabs, ...

The screenshot shows the IBM website for Wholesale distribution. The top navigation bar includes 'United States', a search box, and links for 'Home', 'Products & services', 'Support & downloads', 'My account', and 'Call 1-888-IBM-5800 ext. 5MB'. A secondary navigation bar shows 'Small & Medium Business > Industries > Wholesale distribution'. A left sidebar lists 'Small & Medium Business' categories: Products, Solutions, Industries (Retail, Wholesale distribution, Industrial / Mfg., Financial services, Insurance, Legal, Healthcare, Life sciences). The main content area has tabs for 'Introduction', 'Solutions', and 'Resources'. The 'Introduction' tab is active, displaying the text: 'Integrate business processes across your organization and among key partners, suppliers and customers. Become an on demand business. Our expertise in technology spans the industry, including:'. Below this, there are two columns of industry categories: 'Durables' (Industrial, Plumbing & HVAC, Specialty industrial, Building materials, Metals, Electrical, Bearings & fasteners, Automotive aftermarket) and 'Nondurables' (Chemicals, Paper, Healthcare, Direct to retailers). A 'Rate your business' section is partially visible on the right.

The screenshot shows the IBM website for Automotive. The top navigation bar is similar to the Wholesale distribution page. The main content area has a left sidebar with 'Automotive' links: Search Automotive, Solutions, Case studies, Resource center, News, Events, Partner directory, and Contacts. The main content area features a large image of a car interior and a list of categories: 'Light vehicle manufacturers', 'Suppliers', 'Truck and heavy equipment', and 'Retail groups'. A text box states: 'Built for quick ROI. Designed for scalability. Delivered by the experts.' Below this, a paragraph reads: 'IBM's technology, solutions and automotive industry expertise can help you find the competitive edge with a sharper understanding of your customers. Our e-business solutions can help you develop a customer-centric view -- and assist you in delivering the right solution and the right product.' A right sidebar contains 'My IBM' (Welcome, Register, Why profile, Sign in), 'Change view' (Business (current view), Executive, IT), 'In focus' (Get your copy of our white paper today), and '@business on demand'.

# 2004 – One Experience

- Tasked based navigation on home page
- Module design, new color palette
- 2004 rollout: 9 countries, millions of pages
- 2005: More countries, many applications



# Other 1X examples

**Small and medium wholesaler-distributors**

Introduction Solutions Resources

**The Wholesale Industry Delivered to You!**

Get the Macromedia Flash™ Player

Integrate business processes across your organization and among key partners, suppliers and customers. Become an on demand business. Our expertise in technology spans the industry, including:

<p><b>Durables</b></p> <ul style="list-style-type: none"> <li>Automotive aftermarket</li> <li>Bearings &amp; fasteners</li> <li>Building materials</li> <li>Computer, commercial &amp; medical equipment</li> <li>Electrical</li> <li>Furniture &amp; home furnishings</li> </ul>	<p><b>Nondurables</b></p> <ul style="list-style-type: none"> <li>Agricultural products</li> <li>Apparel</li> <li>Chemicals &amp; plastics</li> <li>Office products &amp; paper</li> <li>Oil and gas</li> <li>Other consumer products (periodicals, tobacco, florist)</li> </ul>
---	---

**Webcast - Nov. 17**

Using wireless to improve warehouse efficiency/accuracy

**Adam Fein on wireless**

How wireless can help you streamline operations

**Lean and mean**

**オープンメインフレームについて**

オンデマンド・ビジネスの時代

オンデマンド・ビジネス時代とは、予知され、お客様にとってのお客様の要求、市場機会、次の脅威にリアルタイムで対応するために、即応性、柔軟性、回復力を兼ね備えることが必要になる時代です。IBMはお客様やビジネス・パートナーと協力して、オンデマンド・ビジネスを実現するためのソリューションを提供してきました。それは、企業全体のIT資源をお客様のすべてのビジネス・プロセスに連携させ、経営目標の達成を促進するものです。ビジョン実現の鍵は、IT資源を効果的に利用することであり、異種種別な環境においても稼働するものでなければなりません。この目標は決して容易なものではなく、お客様が得られる他のオープンメインフレームよりも優れたソリューションを提供する価値があります。

**Automotive**

INNOVATE. COLLABORATE. DIFFERENTIATE.

**Why IBM for automotive**

With innovative solutions, a wide strategic partner network and proven automotive expertise, we can help you increase productivity, improve profitability and achieve growth.

**What we offer**

<p><b>Solutions by area</b></p> <ul style="list-style-type: none"> <li>Product lifecycle management</li> <li>Marketing, sales and service</li> </ul>	<ul style="list-style-type: none"> <li>Manufacturing productivity</li> <li>Infrastructure</li> </ul>
<p><b>Additional solutions</b></p> <ul style="list-style-type: none"> <li>Solutions for small and medium business</li> </ul>	<ul style="list-style-type: none"> <li>Business partner application showcase</li> </ul>
<p><b>Technology and services</b></p> <ul style="list-style-type: none"> <li>Business consulting</li> <li>IT services</li> </ul>	<ul style="list-style-type: none"> <li>Software</li> </ul>

# Standards site before and after

- Simplified user interface through the addition of visual cues & simplified writing.
- Automation tools for creating page elements
- Improved navigation and quick links (redesigned site IA)



# Information architecture of the standards

**ibm.com standards**

Know the essentials

- One IBM Web experience
- Content management
- Globalization
- Glossary of terms
- Navigation strategy
- Personalization
- Related requirements sites
- Standards creation process
- User Centered Design
- Visual design strategy

Create a new page

Modify an existing page

Access resources

View standards index

**ibm.com standards**

Know the essentials

Create a new page

Modify an existing page

- Navigation system
- Page types
- Page elements
- Portlets
- Online applications
- Pop-ups and secondary browsers

Access resources

View standards index

# Information architecture of the standards

**ibm.com standards**

Know the essentials

- One IBM Web experience
- Content management
- Globalization
- Glossary of terms
- Navigation strategy
- Personalization
- Related requirements sites
- Standards creation process
- User Centered Design
- Visual design strategy

Create a new page

Modify an existing page

Access resources

View standards index

**ibm.com standards**

Know the essentials

Create a new page

Modify an existing page

- Navigation system
- Page types
- Page elements
- Portlets
- Online applications
- Pop-ups and secondary browsers

Access resources

View standards index

**ibm.com standards**

**About ibm.com standards**

- What's new in ibm.com standards
- Design principles

Page elements

Page types

Rich media

Online applications

Portlets

Globalization

Writing for ibm.com

Standards references

Standards tools

Standards A-Z & topics indexes

## Design principles

- **Overview**
  - One IBM Web experience
  - Content management
- Navigation system
- Personalization
- User-centered design
- Visual design strategy

**ibm.com standards**

**About ibm.com standards**

Page elements

- General requirements

Page types

Rich media

Online applications

Portlets

Globalization

Writing for ibm.com

Standards references

Standards tools

Standards A-Z & topics indexes

- ibm.com standards
- About ibm.com standards
- Page elements
- Page types
- Rich media
- Online applications
- Portlets
- Globalization
- Writing for ibm.com
- Standards references
- Standards tools
- Standards A-Z & topics indexes

## ibm.com standards



Last standards update: 19 Jan 2006. [What's new.](#)

### ibm.com standards categories

<p><b>Soft</b> Online applications Browser-based, self-contained tools.</p>	<p><b>Portlets</b> Components that provide access to applications and Web-based content.</p>
<p><b>Page elements</b> Components of ibm.com web page.</p>	<p><b>Rich media</b> Flash, animated GIFs, audio, and video assets embedded on a page.</p>
<p><b>Page types</b> Masthead landing pages, forms, and more.</p>	<p><b>Standard references</b> Overarching requirements, FAQs, and related information.</p>
<p><b>i18n</b> Writing for ibm.com Company-wide editorial guide for consistent Web pages.</p>	

### Find it fast

Standards **A-Z**

Select a region below

→ Standards by topic

- ### Tools
- Page title generator
  - Graphic tab generator
  - Container generator
  - Button generator
  - Template generator

- ### Learn about OneX
- Introduction
  - Contacts
  - OneX FAQs

### Still can't find what you're looking for?

Select a standards shortcut

- Select a standards shortcut
- HTML and JavaScript code snippets
- CSS classes
- 
- Masthead elements
- Left navigation elements
- Content space elements
- Right column elements
- Footer elements
- 
- Standards A-Z
- Standards by topics



# Page elements

## Page elements by region

### Masthead region

Before adding these page elements, you must review the [general requirements](#).



Click on a page region for more information about its elements.

- 1 Masthead region**
- 2 Left navigation region
- 3 Content space region
- 4 Right column region
- 5 Footer region

### Masthead elements

**Masthead**  
The persistent top portion of an ibm.com page.

**/region** [s]  
Select a country/region and language link  
Targets a page containing all country homepage and contacts links.

## Page elements by region

### Right column region

Before adding these page elements, you must review the [general requirements](#).



Click on a page region for more information about its elements.

- 1 Masthead region
- 2 Left navigation region
- 3 Content space region
- 4 Right column region**
- 5 Footer region

### Right column elements

<ul style="list-style-type: none"> <li>Bullet treatments</li> <li>Bullet items</li> </ul>	<p><b>Bullet treatments</b> How to use bullets with links, non-linked text, and unordered lists.</p>	<b>Down</b> PDFs & resources Text-based information assets embedded on a page. <a href="#">Get A</a>
	<p><b>Buttons</b> Small graphics used to indicate actions or steps within those actions.</p>	<p>IBM Web <b>\$2,345.</b> \$89.00 /</p> <p><b>Prices</b> When to add prices to a page, and how to format them.</p>
	<p><b>Color palette</b> Required colors for ibm.com pages, their links, subheads, and text, etc.</p>	<b>Print</b> Printable version Enables a visitor to print the currently displayed page.
	<p><b>Column grids</b> Accepted variations for how text flows on a page.</p>	<p><b>Spring in Sale</b> Used to highlight a timesensitive ibm.com offering. Save no</p>
<p><b>Learn m</b> </p>	<p><b>Cross links</b> Links to content in a separate business unit area of ibm.com.</p>	<p><b>Ready to</b> Used to transition the user from a product page to a commerce page. <a href="#">Buy ser</a></p>
<p>(651M) </p>	<p><b>External links</b> Links to sites outside of ibm.com.</p>	<p><b>Right column link list</b> Used for links to related content, positioned for</p>



## Relationship with other standards & other groups

- **Technical standards**
  - Webmasters
  - CIO
- **Editorial guidelines**
  - Content, marketing (→ user experience)
- **Strategic platforms**
- **Governance**
  - Lawmakers vs. the police

# Related standards

**W3** Web Application User Interface Design Guidelines

Search w3 [ ] GO IBM

Guidelines Home

Introduction

Site Map

Design Basics

Common Elements

Links

Text Entry

Drop-down Lists

Combo Boxes

Radio Buttons

Check Boxes

Tables

Time and Date Selection

Field Level Buttons

Portal Level Buttons

Menu Buttons

Labels for Common Buttons

Building Lists

Trees & Explorer Views

Property Notebook

Wizards

Within-Portal Tabs

Messages

Text in the UI

## Drop-down Lists

Example drop-down lists

Chart Preferences

Charting

Default data filtering level: [Medium ▾]

Default chart size: [Medium ▾]

Online graph data intervals to display: [30]

Suppress EVD notification

drop down list closed

States:

Approved guideline, V1.0

Applicability:

IBM

Use When:

Providing users with a list of entries from which to choose just one.

Solution:

Use a drop-down list.

Drop-down lists are used in a number of ways. The most common is when providing a number of choices for a property or setting. This is illustrated in the default chart size drop-down list example, above. The screen shot below shows the drop-down list expanded:

Example chart size drop-down list

Chart Preferences

Charting

Default data filtering level: [Medium ▾]

Default chart size: [Medium ▾]

Online graph data intervals to display: [30]

Suppress EVD notification

drop down list opened

# Related standards

The screenshot shows the 'Drop-down Lists' section of the IBM W3 Web Application User Interface Design Guidelines. The page includes a navigation sidebar on the left with links like 'Guidelines Home', 'Introduction', 'Site Map', 'Design Basics', 'Common Elements', 'Links', 'Text Entry', 'Drop-down Lists', 'Combo Boxes', 'Radio Buttons', 'Check Boxes', 'Tables', 'Time and Date Selection', 'Field Level Buttons', 'Portal Level Buttons', 'Menu Buttons', 'Labels for Common Buttons', 'Building Lists', 'Trees & Explorer Views', 'Property Notebook', 'Wizards', 'Within-Portal Tabs', 'Messages', and 'Text in the UI'. The main content area is titled 'Drop-down Lists' and contains the following text:

**Example drop-down lists**

**Chart Preferences**

Charting

Default data filtering level  
Medium

Online graph data intervals to display  
90

Support IPv6 notification

Annotations: 'drop down list closed' points to the closed state, and 'drop down list opened' points to the expanded state.

**State:**  
Approved guideline, V1.0

**Applicability:**  
IBM

**Use When:**  
Providing users with a list of entries from which to choose just one.

**Solution:**  
Use a drop-down list.

Drop-down lists are used in a number of ways. The most common is when providing a number of choices for a property or setting. This is illustrated in the default chart size drop-down list example, above. The screen shot below shows the drop-down list expanded:

**Example chart size drop-down list**

**Chart Preferences**

Charting

Default data filtering level  
Medium

Online graph data intervals to display  
90

Support IPv6 notification

Annotations: 'drop down list opened' points to the expanded list.

The screenshot shows the 'Managing the brand' section of the IBM W3 Marketing at IBM page. The page includes a navigation sidebar on the left with links like 'Marketing home', 'Strategy & organization', 'Marketing around the world', 'Local marketing professional communities', 'Managing the brand', 'Content us', 'About the brand', 'Logos', 'Design guidelines', 'Leverage the brand', 'What's next', 'Brand resources', 'Education & training', 'Tools & resources', and 'News archive'. The main content area is titled 'Managing the brand' and contains the following text:

Here, you'll find an easy-to-understand introduction [about the brand](#), helpful information on how to successfully [leverage the brand](#), access to our [logos](#) and [design guidelines](#), and news about [what's next](#) for the IBM brand.

**Our Brand is our future...**

• [New ... IBM Brand Equity presentation now available for download](#)

ABOUT THE BRAND	LOGOS AND DESIGN GUIDELINES	LEVERAGE THE BRAND	IBM BRAND: WHAT'S NEXT
Start here to learn the essentials of our brand ... <a href="#">top</a> <a href="#">basic</a> <a href="#">strategy</a> <a href="#">privacy</a> <a href="#">brand</a> <a href="#">enterprise</a>	Required reading for developing communications for IBM ... <a href="#">logos</a> <a href="#">like IBM</a> <a href="#">DO</a> <a href="#">Demand Business</a> ... <a href="#">guidelines</a> <a href="#">like collateral</a> <a href="#">stationery</a> <a href="#">packaging</a> <a href="#">social</a>	Make decisions to support your strategy ... <a href="#">names</a> <a href="#">data</a> <a href="#">logs</a> <a href="#">development</a> <a href="#">co-marketing</a> <a href="#">acquisition</a> <a href="#">branding</a>	Find out what's next. <a href="#">Read</a> about initiatives and viewpoints shaping our brand's future.

# Related standards

**Drop-down Lists**

Example drop-down lists

Chart Preferences

Charting

Default data filtering level: [Medium] **Medium**

Online graph data intervals to display: [0]

Suppress EPC notification

Annotations: drop-down list closed (top), drop-down list opened (bottom)

**W3 Marketing at IBM**

Managing the brand

Our Brand is our future...

New ... IBM Brand Equity presentation now available for download

**W3 Architecture and Standards Home**

IBM Web Hosting Standard

2.2

AS Standard

Mandatory, non-compliance results in a "no-go" at a Decision Control Point (DCP)

< Previous page Next page > Table of contents

Scope

All IBM Web sites and all Web sites deployed by IBM subsidiaries must comply with this standard and all of the applicable corporate standards listed below. An IBM Web site is any Web site which users (whether IBMers or IBM customers) would perceive as being hosted by IBM, and/or on which they would believe they are doing business with IBM. Examples of this include abc.ibm.com, abc.lotus.com, etc. This is regardless of whether that site is funded by an IBM business unit, an IBM subsidiary, or a third party. External customer sites hosted by IBM are excluded from this standard.

Compliance criteria

1. All IBM Web sites must use the ibm.com domain unless they fall into the categories identified in points "a" and "b" below. The domain refers to the ending portion of a URL address (eg.web.abc.ibm.com), on which all IBM internal and external web sites should reside. IBM Web sites hosted on any other domain are subject to immediate termination.
  - a. 3rd party hosting (Outsourcing): IBM business units may, under the conditions outlined in the Third-Party Hosting and Web Outsourcing Standard, pay 3rd parties to develop and host Web sites that provide certain services. All such Web sites must be

# Corporate standards

<a href="#">2.8 - Web Measurements Overview</a>	<a href="#">Informational</a>
<a href="#">2.8.5 - Web Metrics</a>	<a href="#">Standard</a>
<a href="#">2.8.6 - Web Metrics Guidelines</a>	<a href="#">Guideline</a>
<a href="#">2.8.7 - Web Analytics Information</a>	<a href="#">Informational</a>
<a href="#">2.10 - Web resources - (GWA Specific)</a>	<a href="#">Admin</a>
<a href="#">3 - Chapter 3. Developing IBM's Web Content</a>	<a href="#">Overview</a>
<a href="#">3.1 - Web Content Management Tools</a>	<a href="#">Guideline</a>
<a href="#">3.2 - Implementing and Using the GWA Interwoven Content Manager Tool - (GWA Specific)</a>	<a href="#">Standard</a>
<a href="#">3.3 - HTML Authoring</a>	<a href="#">Standard</a>
<a href="#">3.3.1 - Title Tag</a>	<a href="#">Standard</a>
<a href="#">3.4 - URL Naming: Domain Naming Policy</a>	<a href="#">Standard</a>
<a href="#">3.4.1 - Internal URL Naming Policy</a>	<a href="#">Standard</a>
<a href="#">3.4.2 - External URL Naming Policy</a>	<a href="#">Standard</a>
<a href="#">3.6 - International Requirements</a>	<a href="#">Standard</a>
<a href="#">3.6.1 - Developing Applications and Web Sites for International Audiences</a>	<a href="#">Guideline</a>
<a href="#">3.6.2 - Creating Content for International Audiences</a>	<a href="#">Guideline</a>
<a href="#">3.6.3 - Export regulations</a>	<a href="#">Standard</a>
<a href="#">3.7 - User Interface Design Standards</a>	<a href="#">Standard</a>
<a href="#">4 - Chapter 4. Developing IBM's Web Sites and Applications</a>	<a href="#">Overview</a>
<a href="#">4.0 - GWA-Supported Software Versions - (GWA Specific)</a>	<a href="#">Standard</a>
<a href="#">4.0.1 - GWA Software Roadmap - (GWA Specific)</a>	<a href="#">Guideline</a>
<a href="#">4.0.2 - AHE Web Hosting Supported Software Versions (AHE Web Hosting</a>	<a href="#">Standard</a>

# Adjusting to unforeseen events... enter Lenovo

## Learn about

- Business consulting
- On Demand Business
- Solutions by industry
- IT services
- Software products
- Systems, servers and storage
- Other hardware products
- Financing
- PC products from Lenovo\*



\*ThinkPad® notebooks, ThinkCentre™ desktops and other PC products are now products of Lenovo. Links notated by an asterisk (\*) will take you to Lenovo's Web site. [Learn more.](#)

**IBM & Lenovo**

This page may have links to both IBM's site and Lenovo's ThinkPad ThinkCentre site.  
→ [Learn more](#)

## Downloads and drivers

**Personal computing products of Lenovo**

ThinkPad notebooks, ThinkCentre desktops and other PC products are now products of Lenovo. The links in this section will take you to Lenovo's site. [Learn more.](#)

Enter a [PC product number](#)   Select a PC product

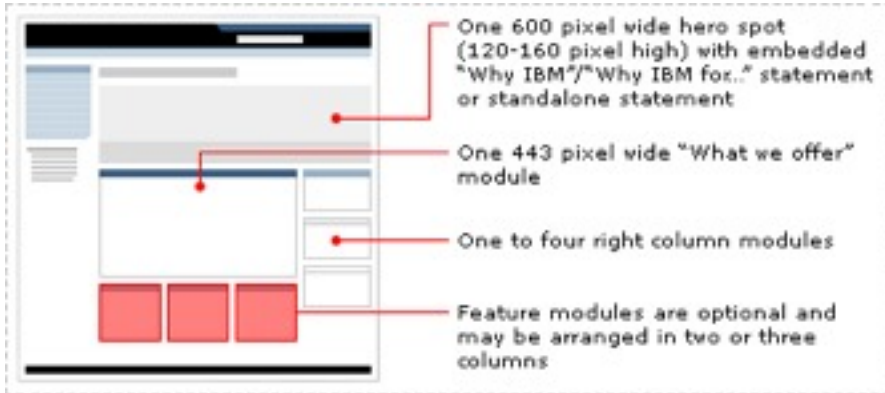
→ [Automatically detect my system - Learn more.](#)  
→ [Driver matrices \(view downloads by system matrices\)](#)

**Products of IBM**

IBM products include eServers (xSeries, iSeries, pSeries, zSeries, BladeCenters and OpenPower), storage, software, workstations, printing systems and point-of-sale hardware.



# Standards business as usual



- Brand upper level page templates
- Rich media
- Search effectiveness
- Email this
- RSS



## Challenges ahead

- **Embedded standards, not published standards**
  - Centralized projects to save money and improve the UX
- **Adaptive experience**
  - The Holy grail of a fully integrated web site
- **Modular user interface (& functionality) design**
  - From page design to “portlet” design
  - Reused in many contexts
- **Web 2.0**
  - Standards and guidelines for syndicated content, blogs, wikis, Ajax, etc.