Smarter technology for all

Lenovo Storage Central Website Redesign

Mikayla Slavin | 8/9/24

Lenovo

Introduction

Role & Project Overview

- **Position:** Marketing Design Intern, ISG Marketing Team
- **Project:** Redesign of the Lenovo Storage Central Website
- **Duration:** July 2nd, 2024 – August 8th, 2024

Objectives

- Align the Storage Central site with Lenovo.com for a cohesive experience and seamless integration
- Enhance user experience by addressing key areas for improvement and elevating site layout and design

Original Design

Updated Design

Agenda

1 Initial Research

2 User Needs & Personas

3 Site & Competitive Analysis

4 Goals & Actions

5 Wireframes

6 Conclusion
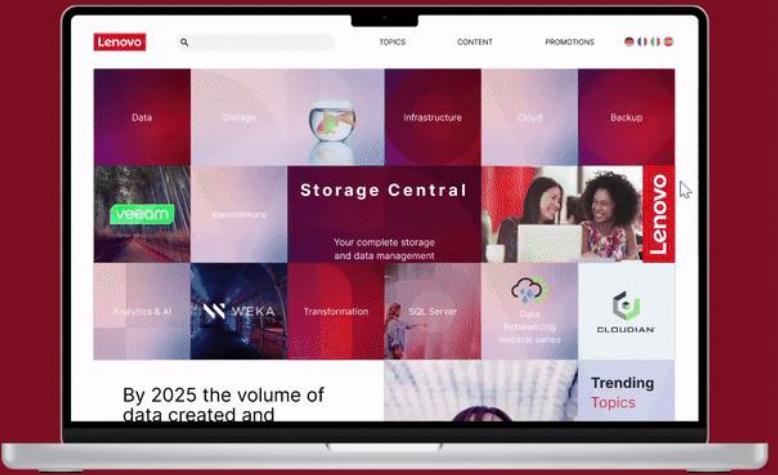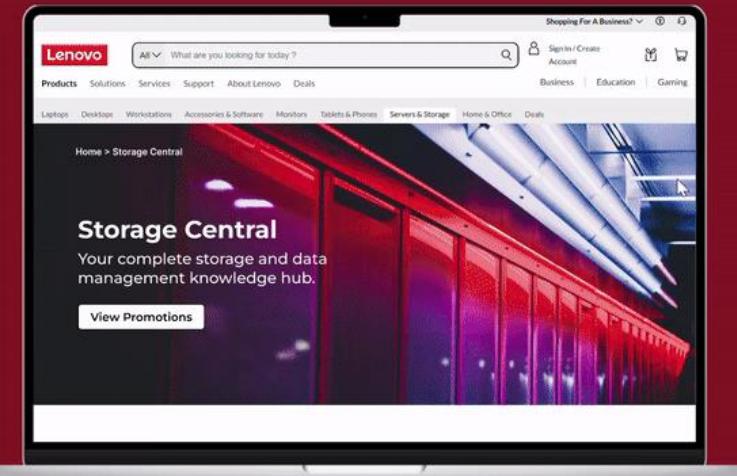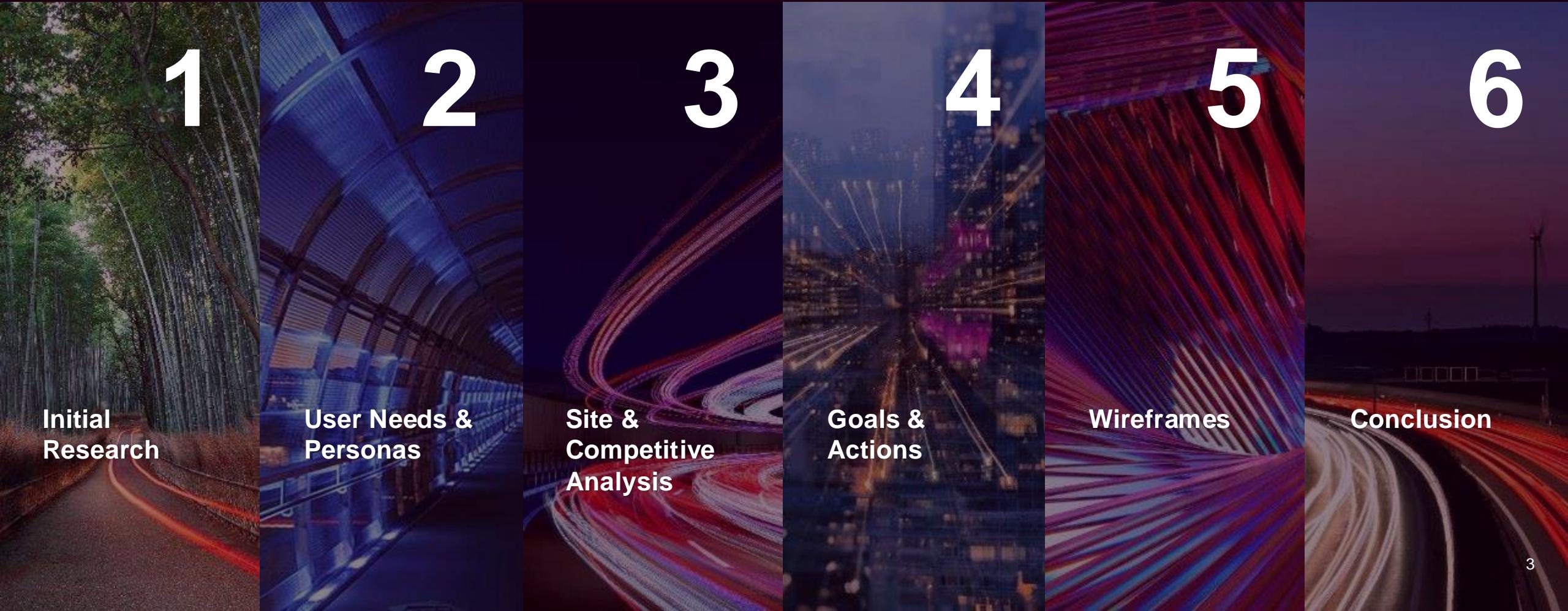
Initial Research

Initial Research

Consulting with the Creation Agency

- Kicked off the project by contacting The Creation Agency, the original designer of the Storage Central website

- Met with the Client Delivery Director, Natalia Herrero, to gain insights into the original website design and user needs

- Goal of the meeting was to gain a deeper understanding of the users, purpose of the site, and relevant data

- Asked Natalia a series of questions to guide and inform the redesign process

Storage Central Questions for the Creation Agency

1. Who are our primary users?

2. What are the key needs of our users?

3. What problems are they trying to solve by visiting our website?

4. What pages do they visit most frequently?

5. Are there any secondary or occasional users we should consider?

6. What are their needs and how do they differ from our primary users?

7. What is the primary purpose of our website? Educate or selling a service?

8. What are our main business goals for the website?

9. What specific actions do we want users to take on our website?

10. How do we currently measure the success of our website?

11. What are the main competitors or similar websites in our industry?

12. What feedback have we received from users about our current website?

View Document

Initial Research Findings

Primary Users

- Predominantly prospects (SMEs to Enterprises) in EMEA markets (Germany, France, Italy, Spain, UK DACH)
- Key roles include IT Decision Makers, C-Suite, and LoB managers
- While ITDMs are primary; C-suite and junior roles use the hub for educational purposes

User Needs

- Understanding Lenovo's ISG capabilities and partner ecosystem
- Access to solutions for data security, storage capacity, and management

Frequently Visited Pages

- Homepage (56%), Data health check quiz (6%), Webinar series and topic pages (6% and 5%)

Storage Central Questions for the Creation Agency

1.Who are our primary users?

It's predominantly aimed at prospects as a brand building and demand generation hub*. But existing customers and partners will find the breadth of content and resources invaluable too. Target audience spec is Location: EMEA – primary markets Germany, France, Italy and Spanish, UK DACH. SME up to Enterprise but the sweet spot is Small Med to Midrange. Also – SAP, Office 365 data and Kubernetes. 50 - 100 seats up. All sectors. Job roles: ITDMs, C-Suite and LoB managers purchasing backup, cyber security, data management, IT manager/director, storage etc.

*The brand building objective being to change the perception that Lenovo is only a device provider and to raise awareness of Lenovo's wider ISG range particularly storage and data management. Engagement and demand generation objectives to drive MQLs for further nurture and follow up using a combination of gated and ungated assets to provide users with a full range of educational content.

2.What are the key needs of our users?

Understanding Lenovo's full capability and partner ecosystem of leading partners like Veeam, NetApp, Microsoft, Weka, Cloudian and Brocade to deliver the latest, most effective solutions to help prepare them at a time when we are fast approaching the Yottabyte Era, where generative AI is amplifying data production putting storage and data management top of the priority list.

3.What problems are they trying to solve by visiting our website?

The above – basically how can they retain control of their business data and make the most from it in the context of so many threats and changes – e.g. rising ransomware and data security concerns, exponential data growth and storage capacity and sustainability concerns, need for big data analytics and fast and safe data management etc. There's plenty in the world of storage and data management to keep BDMs awake at night.

4.What pages do they visit most frequently?

View Document

Initial Research Findings

Website Purpose

- Educational, aiming to enhance brand perception beyond devices & increase demand through gated/ungated content

Business Goals

- Grow Lenovo ISG's market share, build brand alignment, and strengthen partner relations

Desires User Actions

- Engage with gated content for lead follow-up and awareness

Success Metrics

- Tracked via Google Analytics & UTM tracking for form completions

User Feedback

- Positive internal and external engagement with improved KPIs and high CTA response from eBlasts and newsletters

Storage Central Questions for the Creation Agency

1. Who are our primary users?

It's predominantly aimed at prospects as a brand building and demand generation hub*. But existing customers and partners will find the breath of content and resources invaluable too. Target audience spec is Location: EMEA – primary markets Germany, France, Italy and Spanish, UK DACH. SME up to Enterprise but the sweet spot is Small Med to Midrange. Also – SAP, Office 365 data and Kubernetes. 50 - 100 seats up. All sectors. Job roles: ITDMs, C-Suite and LoB managers purchasing backup, cyber security, data management, IT manager/director, storage etc.

*The brand building objective being to change the perception that Lenovo is only a device provider and to raise awareness of Lenovo's wider ISG range particularly storage and data management. Engagement and demand generation objectives to drive MQLs for further nurture and follow up using a combination of gated and ungated assets to provide users with a full range of educational content.

2. What are the key needs of our users?

Understanding Lenovo's full capability and partner ecosystem of leading partners like Veeam, NetApp, Microsoft, Weka, Cloudian and Brocade to deliver the latest, most effective solutions to help prepare them at a time when we are fast approaching the Yottabyte Era, where generative AI is amplifying data production putting storage and data management top of the priority list.

3. What problems are they trying to solve by visiting our website?

The above – basically how can they retain control of their business data and make the most from it in the context of so many threats and changes – e.g. rising ransomware and data security concerns, exponential data growth and storage capacity and sustainability concerns, need for big data analytics and fast and safe data management etc. There's plenty in the world of storage and data management to keep BDMs awake at night.

4. What pages do they visit most frequently?

View Document

User Needs & Personas

User Needs

Understanding of Lenovo's Solutions

Clear overview of Lenovo's ISG capabilities and partnerships & educational content that highlights solutions beyond devices.

Localized & Accessible Content

Easy access to resources in multiple languages and tailored content for specific regions.

Data Security & Efficient Management

Clear solutions for safeguarding data against security threats.

Support for Informed Decision-Making

Detailed, in-depth information to aid ITDMs and C-suite executives in their purchasing decisions.

User Personas

1) IT Decision Makers (ITDMs)

- **Alignment:** ITDMs are directly involved in making decisions about IT infrastructure, including data storage and management solutions. They're interested in technologies that are relevant to Lenovo's offerings.

- **Concerns:** ITDMs prioritize data security, storage efficiency, and scalability, which are key focuses of Lenovo Storage Central.

Purchase Manager & Decision Maker

Responsibilities
Oversees procurement of devices, infrastructure, solutions, & services. Negotiates with vendors and manages procurement cycles. Liaise between employee end users and suppliers to guarantee the organization's tech needs are met efficiently in budget.

Primary Journey Phase Involvement
✓ Discovery   ✓ Purchase   ✓ Active Use   ✓ Support   ✓ Renewal   ✓ Feedback
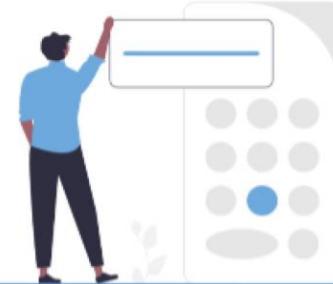
Key Needs
- Defining offering & customization needs
- Negotiating quotes & contracts (CapEx vs. OpEx decisions)
- Managing the procurement cycles
- Ensuring best value & total cost
- Collaborating with business end users to understand needs

Key Tasks
- Make device & service decisions & configuration choices based on current needs & future roadmap
- Tracking, managing, and forecasting orders, invoicing/leasing, contracts, contacts, & financial services (preferably in a unified system)

Digital Experiences
- EPro & E Procurement
- Lenovo Bid Platform
- SNOW - Domains or API

View source

User Personas

2) IT Decision Makers (ITDMs)

- **Alignment:** These managers oversee the implementation & maintenance of IT infrastructure, including storage solutions. They are interested in efficient management and performance of data systems.

- **Concerns**: Similar to ITDMs, Infrastructure Managers are concerned with data security, storage capacity, and the integration of new technologies.

Site & Competitive Analysis

Storage Central Site Analysis

Navigation and Structure

- **Hierarchy:** Above-the-fold content is cluttered, with unclear CTA placement and poor use of headings.

- **Flow Issues:** Unclear interactive elements, poor search functionality, reliance on hard-to-see carousel dots.

- **Content Organization:** Suggested splitting content into sections to reduce overwhelm (e.g., Topics, Resources, Events & Case Studies, etc.)
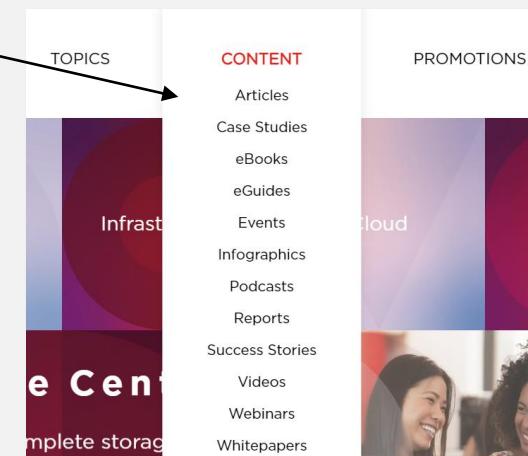
View Figma File

Storage Central Site Analysis

Design and Branding

- **Visual Consistency:** Inconsistent layout and typography across different languages, irrelevant and outdated imagery.

- **Branding Alignment:** Colors align with Lenovo branding but are used inconsistently. Each section of a page seems to follow a different color scheme
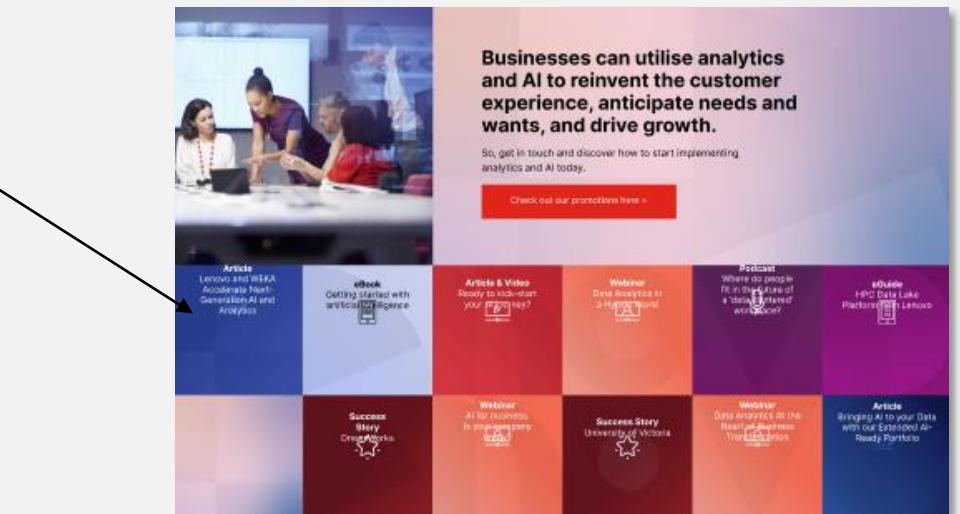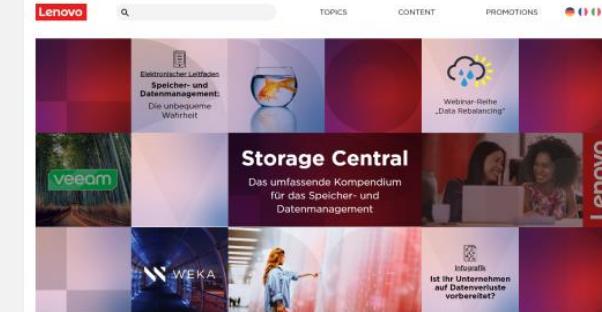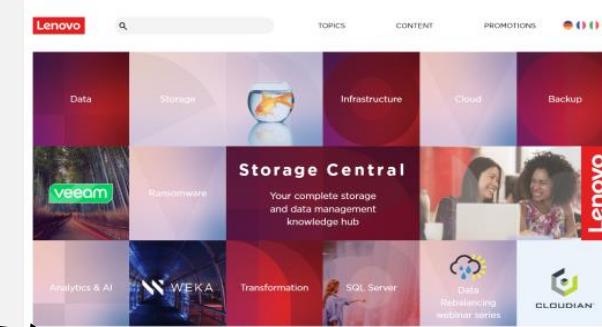
View Figma File

Storage Central Site Analysis

Content Quality and Accessibility

- **Content Issues:** Hidden content requiring hover, redundant information, and need for clearer, concise messaging.

- **Accessibility Concerns:** Failures in WCAG contrast checker and inconsistent font size. Issues highlighted by WAVE report, including missing alt text, low contrast, and structural problems.

View Figma File

By 2025 the volume of data created and consumed worldwide is expected to grow to **180ZB**[1].

Is your data strategy due a health check?

Take the quiz >

Competitive Analysis

Lenovo

Strengths:
- Dropdown navigation is straightforward and easy to use.
- All links lead to the correct pages.
- Accessible with decent scores in PageSpeed Insights and WAVE Report.

Weaknesses
- Cluttered layout with unclear CTAs.
- Issues with content distribution and clarity.
- Poor adaptation to different screen sizes and GEO changes.

Dell

Strengths:
- Simple layout with effective in-page navigation.
- Good use of imagery and intentional color schemes.
- High accessibility and SEO scores on PageSpeed Insights.

Weaknesses
- Lack of clear CTAs.
- Content can be overwhelming and not logically flowing.

IBM

Strengths:
- Clean layout with clear CTAs and effective use of headings.
- Well-organized content with concise descriptions and clear structure.
- High accessibility scores and clean design noted.

Weaknesses
- Low-resolution hero images and lack of engaging imagery.
- Content lacks flow and could benefit from more visual representations.

Hewlett Packard Enterprise

Strengths:
- Consistent layout with effective use of color blocking and imagery.
- Clear headings and concise content descriptions.
- Good use of CTA buttons..

Weaknesses
- Underwhelming landing page with lengthy video instead of imagery.
- Issues with content distribution and clarity.
- Layout could be more varied to prevent monotony in content

Competitive Analysis Summary

- IBM excels in navigation and content organization with clean and well-structured UX
- HPE stands out for its visually engaging design and effective use of imagery
- Dell has strong accessibility and SEO performance but struggles with content flow
- Lenovo's strengths lie in branding consistency and dropdown navigation, but it faces challenges with cluttered layouts and inconsistent design elements
- Overall, while each competitor has its strengths, there are clear opportunities for Lenovo to improve in areas like **visual consistency, content clarity, and user navigation**

View Detailed Analysis

Redesign Goals & Actions

Redesign Goals

Seamless Lenovo.com Integration

Goal: Ensure that the Storage Central site integrates smoothly with Lenovo.com to provide a unified user experience.

Consistent and Engaging Visual Design

Goal: Create a cohesive and visually appealing design that aligns with Lenovo's branding.

Improved Content Distribution and Clarity

Goal: Enhance content organization and readability.

Enhanced Accessibility

Goal: Ensure the site meets accessibility standards and performs well across devices.

Redesign Actions

✓ **Seamless Lenovo.com Integration**

Action: Align design elements and content structure of Storage Central with Lenovo.com. Implement unified design to create a cohesive experience.

✓ **Consistent and Engaging Visual Design**

Action: Standardize typography, improve image quality, and ensure consistent use of colors and branding elements. Address design inconsistencies to enhance overall visual appeal.

✓ **Improved Content Distribution and Clarity**

Action: Refine content layout with clear headings, effective use of white space, and well-placed CTAs. Ensure content is concise to improve comprehension.

✓ **Enhanced Accessibility**

Action: Address accessibility issues such as color contrast (and alt text if possible in later development process).

# Wireframes
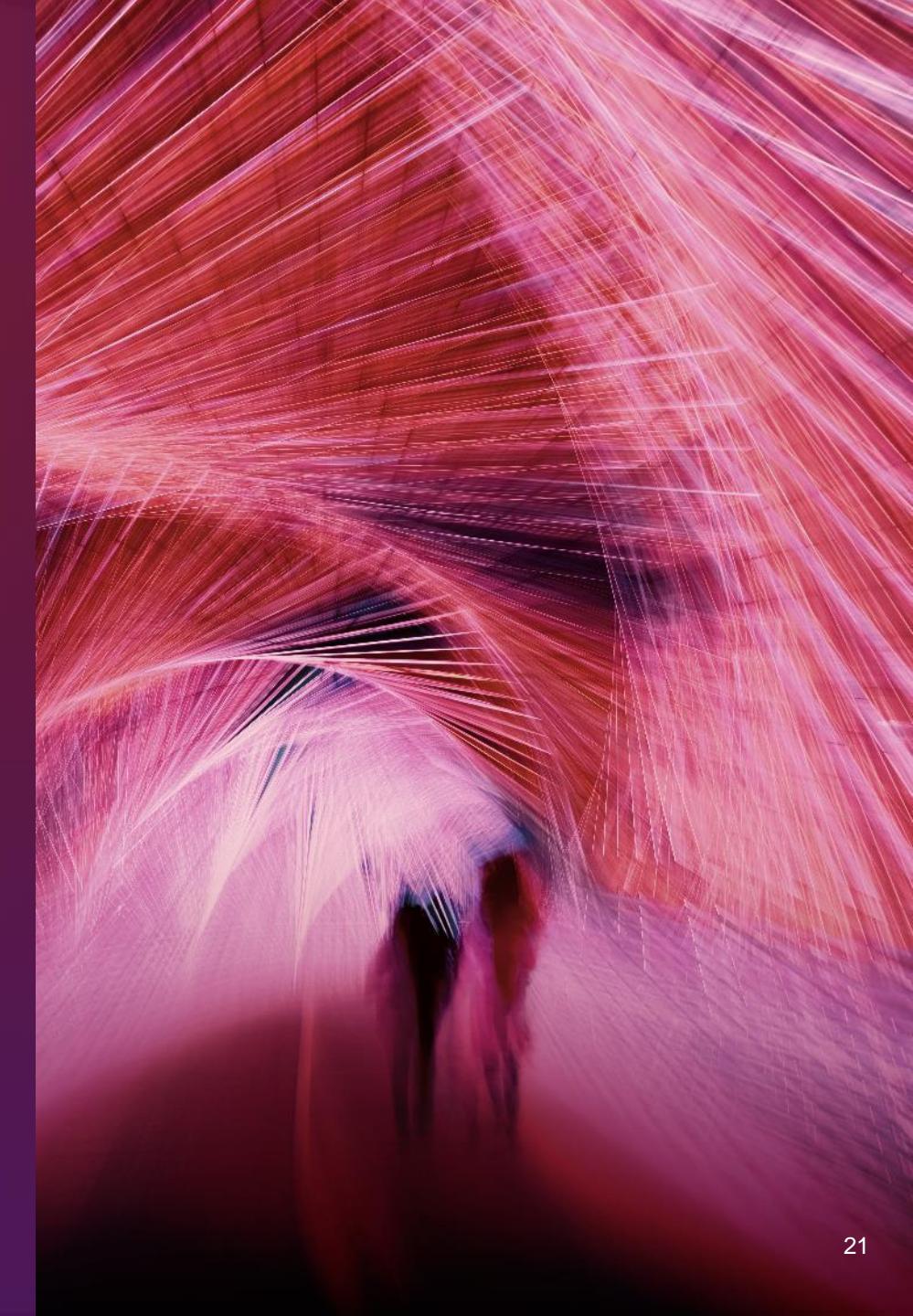
Homepage

Design Updates

- Aligned layout with Lenovo.com's structure and components to ensure seamless integration

- Introduced a site overview section to clearly communicate Lenovo's ISG capabilities (placeholder text shown)

- Structured content flow to emphasize key partnerships and educational resources

- Incorporated prominent CTAs for intuitive user engagement

- Replaced outdated and irrelevant imagery with visuals that resonate with the content.

- Utilized white space to improve overall user experience

[**View Figma File**](#)

Original Design
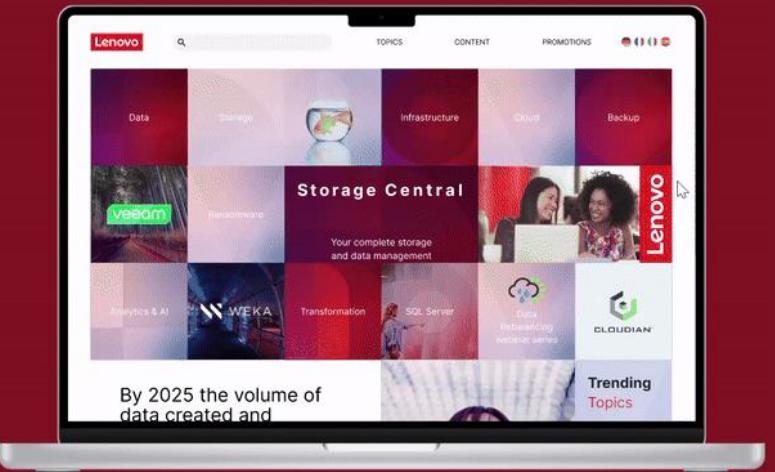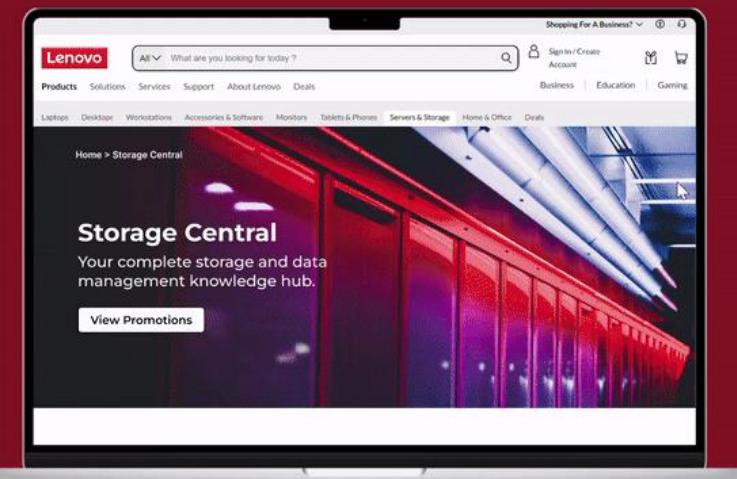
Updated Design

Topics Page

Design Updates

- Aligned layout with Lenovo.com's structure and components to ensure seamless integration

- Maintained consistent use of the color palette to enhance visual appeal

- Streamlined content by removing unnecessary elements to prioritize key information

- Incorporated clear CTAs for intuitive user engagement

[**View Figma File**]


Original Design
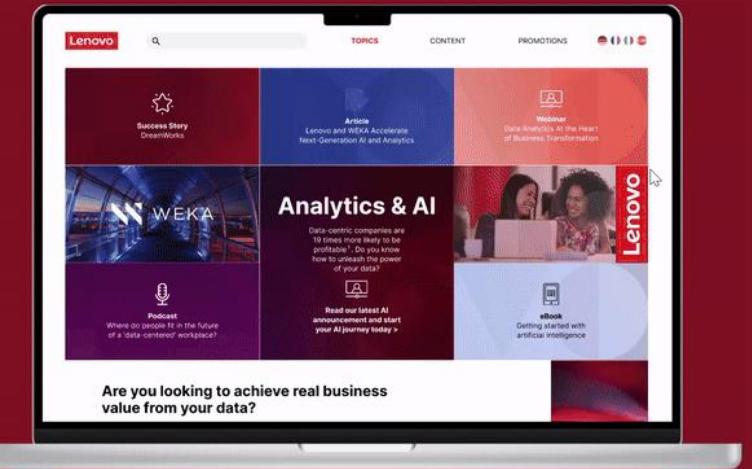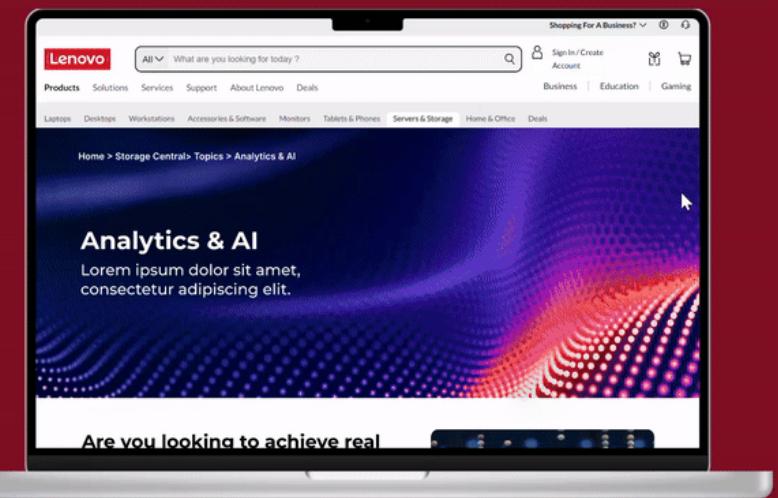
Updated Design

Content Page

Design Updates

- Aligned layout with Lenovo.com's structure and components to ensure seamless integration

- Utilized white space to improve overall user experience
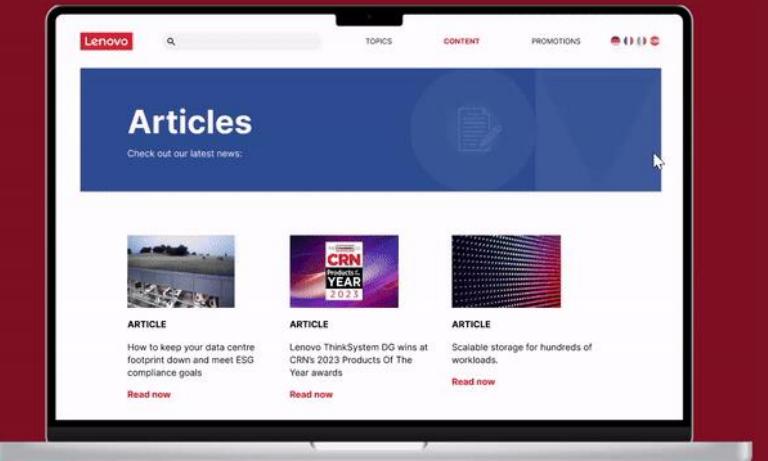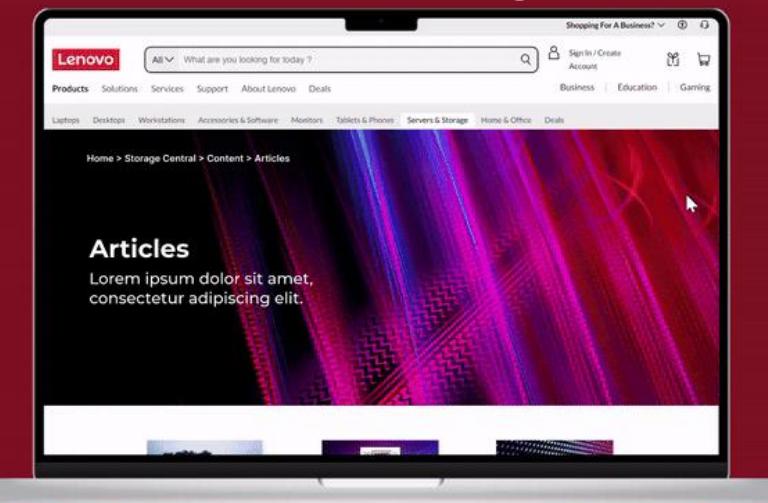
View Figma File

Promotions Page

Design Updates

- Aligned layout with Lenovo.com's structure and components to ensure seamless integration

- Added arrow buttons to clearly indicate that the blocks are interactive

View Figma File

Original Design
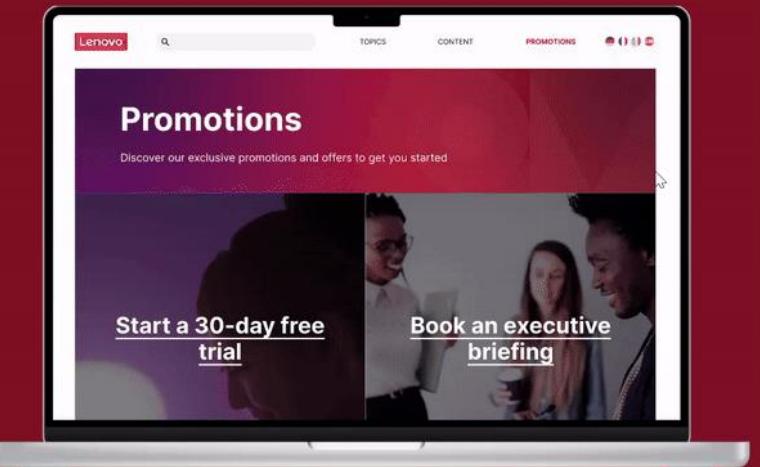
Updated Design
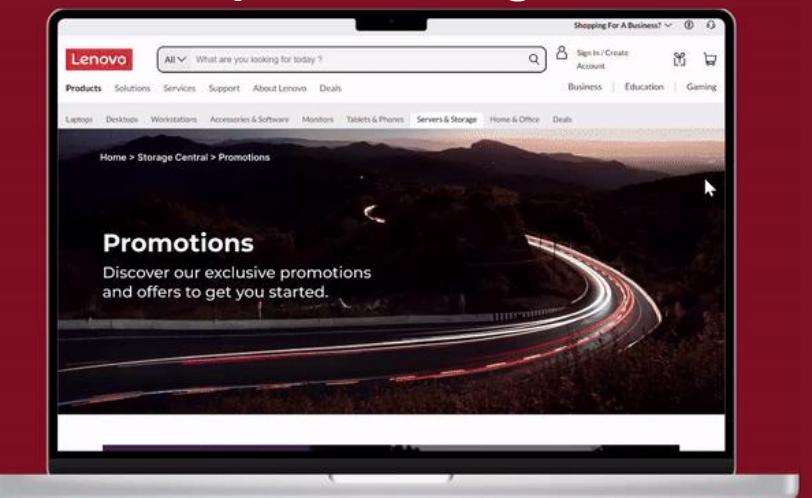
Conclusion

Conclusion

Key Achievements

- The redesign improved the overall user experience and addressed accessibility issues presented in original design

- Alignment with Lenovo.com ensures a smooth integration

Future Recommendations

- Conduct user testing! This will help validate design decisions, identify usability issues, and gather feedback for continuous improvement

- Replace outdated imagery to better align with the site's purpose and update copy for a more coherent experience

- Explore different types of in-page navigation that could benefit not only Storage Central, but all of Lenovo.com (sidebar nav, accordion menus, etc)

thanks.

Smarter
technology
for all

Lenovo