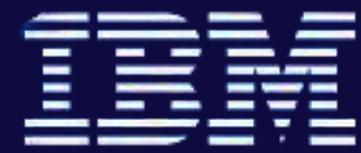


# Crafting Compelling Web Presences

**GUVI Assignment 1**

**Brand: IBM**

**Project By: Shweta Herlekar**



# Task 1

**Understand their products or services  
and create short descriptions for a minimum  
of 3 and a maximum of 5 products or services.**

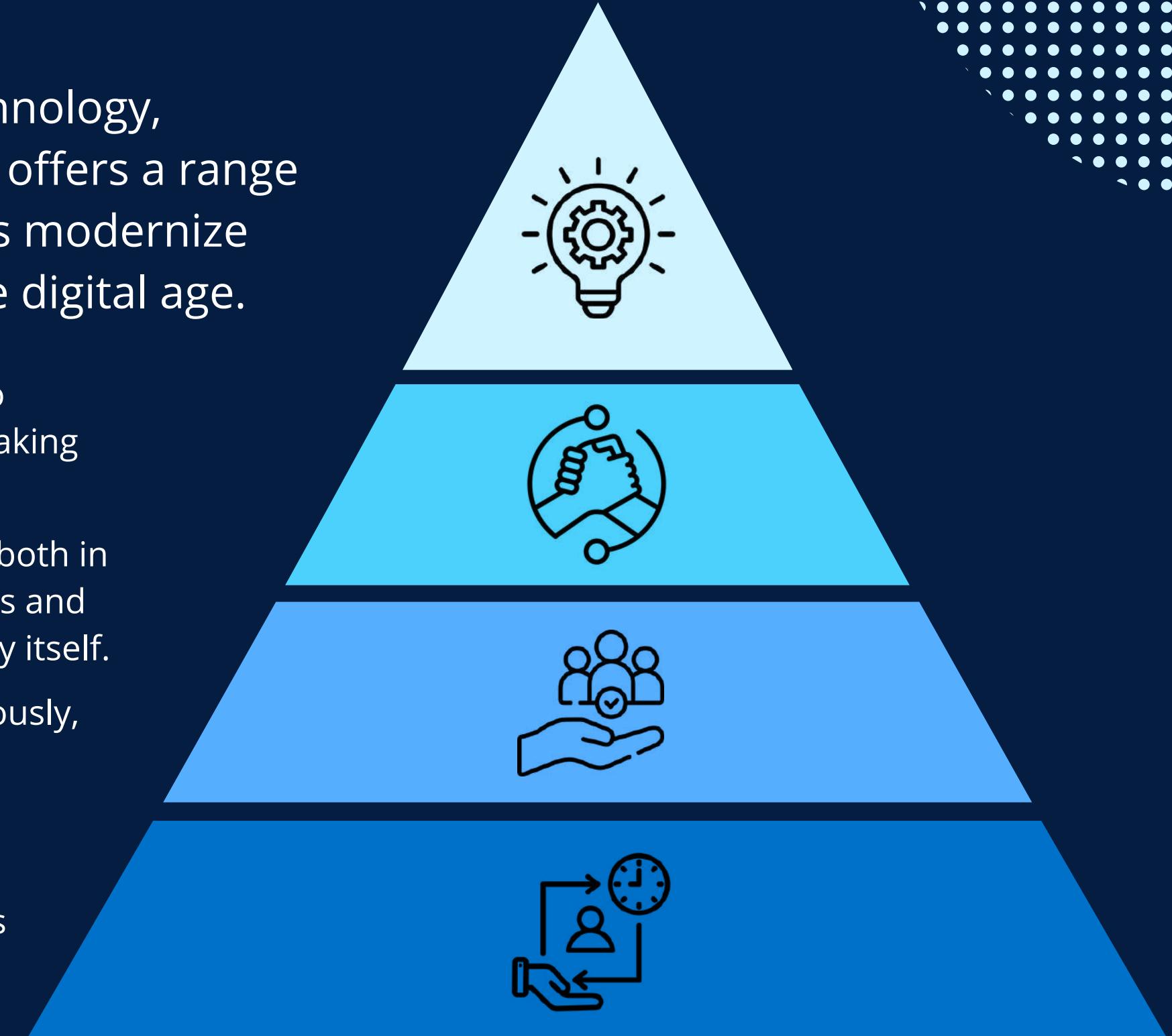


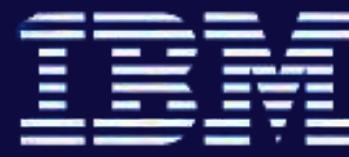


# ABOUT IBM

Positioning itself as a thought leader in technology, innovation, and digital transformation, IBM offers a range of services and solutions to help businesses modernize their operations and stay competitive in the digital age.

- 01 Innovation:** IBM is known for its commitment to innovation, driving progress through groundbreaking technologies and solutions.
- 02 Trust:** IBM emphasizes the importance of trust, both in terms of the trust customers place in its products and services, and the trustworthiness of the company itself.
- 03 Responsibility:** IBM takes its role in society seriously, promoting corporate social responsibility and sustainability in its operations.
- 04 Dedication:** IBM is dedicated to its customers' success, striving to provide high-quality products and services that meet their needs.





# Service 1

## ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

IBM's AI and machine learning services aim to empower businesses and developers to build and deploy AI-powered applications and solutions that drive innovation and enhance customer experiences.

IBM WatsonX, an AI platform, offers a suite of services including natural language processing, computer vision, machine learning, model development, and cognitive computing.



## Service 2

# QUANTUM COMPUTING

Through IBM's Quantum Experience Platform, IBM is connecting users to a range of quantum computers that best suit their needs for running quantum algorithms and experiments. The Quantum Software Development Kit (SDK) uses Python and libraries for quantum circuit design, optimization, and simulation thereby advancing in the field of quantum computing and exploring new applications.



# Service 3

## DEVELOPMENT OPERATIONS

IBM offers various DevOps services and solutions to help organizations streamline their software development and deployment processes. Operating through several verticals like Toolchain Integration, Continuous Deployment and Integration (CI/CD), Security and Compliance, Hybrid Cloud Deployment, and Open Source Support, IBM is embracing cloud-native architectures, modern culture and practices, and best-in-class tools to unleash productivity.





# Service 4

## ANALYTICS

Through a range of Analytics services like Data Integration and Visualisation, Big Data Analytics, Cognitive Analytics, and Cloud-Based Analytics, IBM is enabling organizations to unlock the value of data, gain actionable insights, and make data-driven decisions to drive business growth and innovation.



# Service 5

## SECURITY & IDENTITY

To help organizations protect their digital assets, mitigate cyber risks, and ensure the confidentiality, integrity, and availability of their data and systems, IBM offers a range of security and identity services. These entail security intelligence and operations, identity and access management, endpoint security, cloud security, and compliance and risk management to name a few. It is implemented through data encryption, Data Loss Prevention (DLP) solutions, security postures and robust security management strategies.



# Task 2

Determine the platform on which the website is developed.



Source: Wappalyzer



# Platforms used

Google Analytics, Google Ads  
Conversion Tracking,, LinkedIn  
Insight Tag

**CMS**

Adobe Experience Manager

**Analytics**

Javascript  
Frameworks

React

Instana

**Issue Trackers**

Kaltura

**Video Players**

Source: Wappalyzer



# Platforms used

PDF.js, Open Graph

jsDelivr, Cloudflare, Akamai

Security

HSTS, Akamai Bot Manager

Miscellaneous

Programming  
Language

Java

CDN

Marketing  
Automation

Marketo



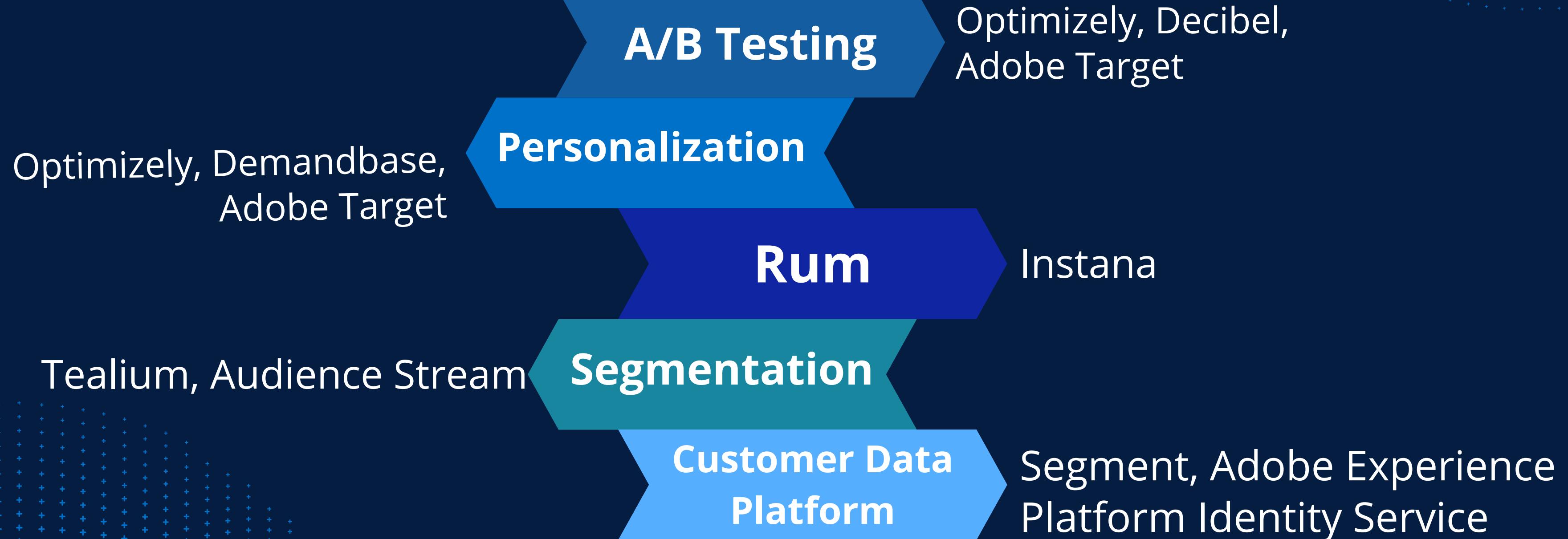
# Platforms used



Source: Wappalyzer



# Platforms used



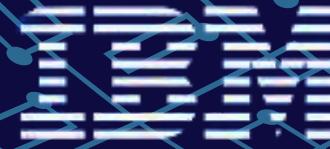
Source: Wappalyzer



# Task 3

**Test the website's responsive design  
and mobile optimization.  
Test a minimum of 5 pages.**





# IBM Website Analysis

IBM has been a major player in the technology industry for decades, and its impact on the market has been significant. Based on multiple factors like design and layout, branding and messaging, content and information architecture, user experience and mobile responsiveness, here is a detailed analysis of the IBM Website.

A screenshot of a computer monitor displaying the IBM website. The header includes the IBM logo and navigation links for Products, Solutions, Consulting, Support, and More. The main content features a heading "Now available: watsonx.governance" and a subtext "Accelerate responsible, transparent and explainable workflows for generative AI built on third-party platforms". Below this are two blue call-to-action buttons: "View product details" and "Try for free". To the right of the main content is a "Dashboard" section showing various metrics and a video thumbnail titled "Meet watsonx.governance (1:15)".

Now available:  
watsonx.governance

Accelerate responsible, transparent and explainable workflows for generative AI built on third-party platforms

View product details → Try for free →

Dashboard

My reports

- QRM - 2019-Q1
- CRM - 2019-Q1
- DRM - 2019-Q1
- HRM - 2019-Q1
- IRM - 2019-Q1

Tasks

- 60
- 237

My models

- 21
- 112
- Tier 1 models: 18
- Models added: 18

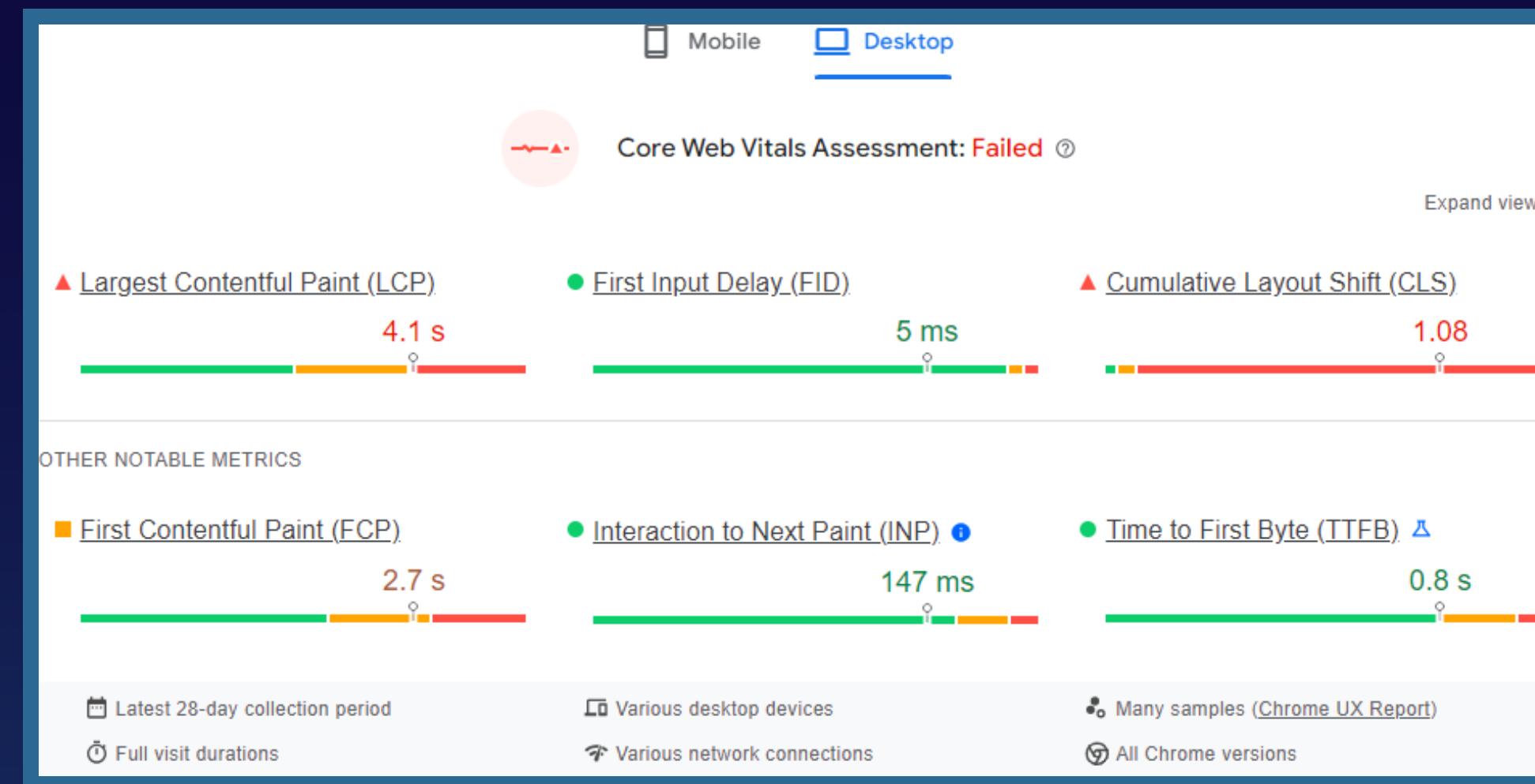
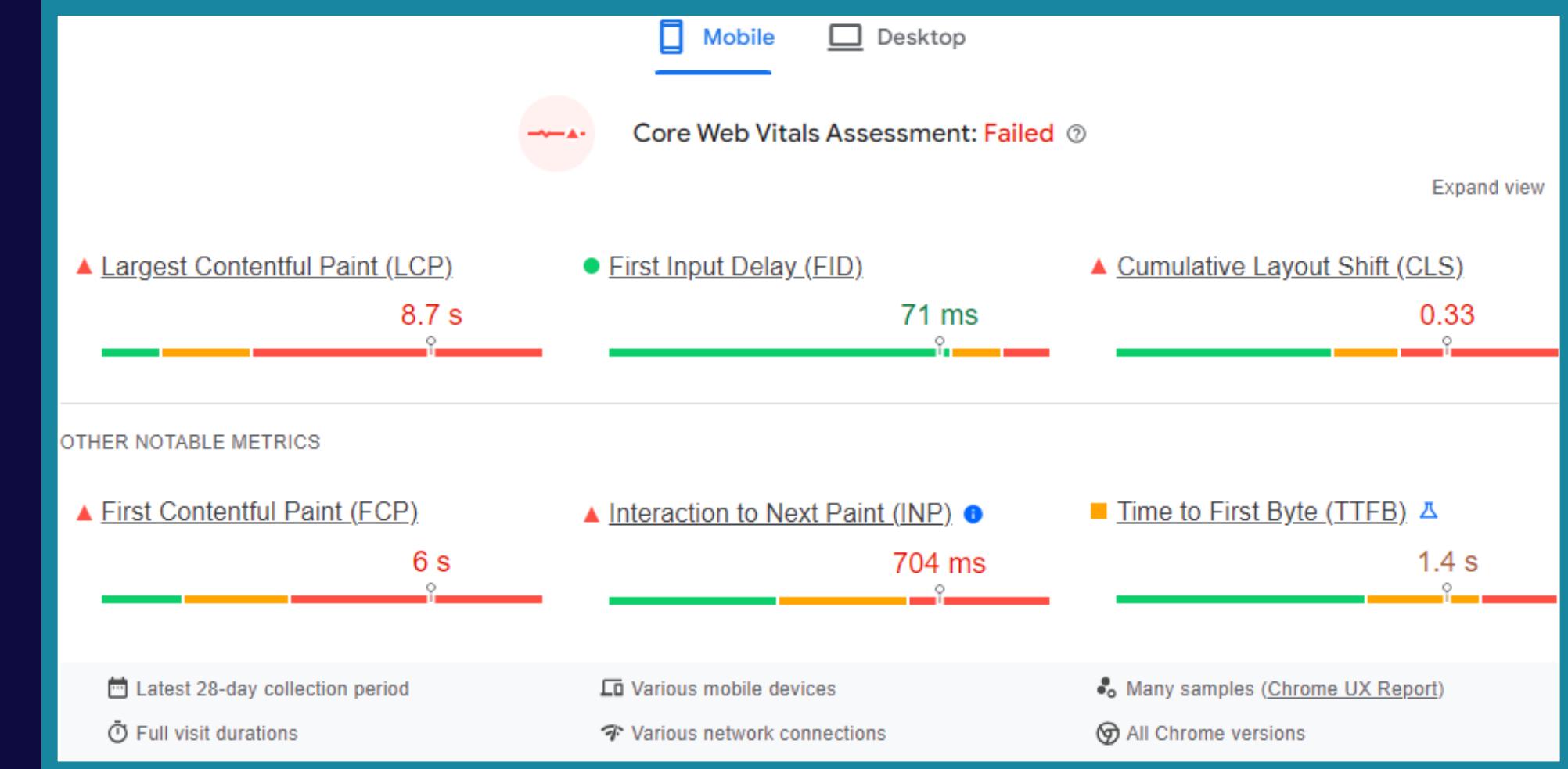
Risk assessment

- 21
- High risk: 10
- Medium risk: 10
- Low risk: 1
- No answer: 10

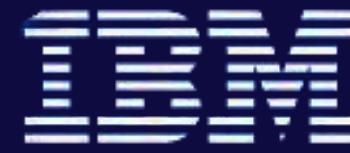
Meet watsonx.governance (1:15)



# Website Overview



Source: PageSpeedInsights



# Analysis (Mobile)

## 01. Largest Contentful Paint (LCP)

LCP represents how quickly the main web page of a site loads. It is close to 9s for the IBM website. Ideally, it should be 2.5s or less.

## 02. First Input Delay (FID)

It tracks the time from where the user interacts with a web page to the time when the user starts processing the interaction. It is about 71ms for the IBM website. Ideally, it should be 100ms or less which is being achieved by the brand.

## 03. Cumulative Layout Shift (CLS)

It is a measure of how much a webpage unexpectedly shifts during its life. It is 0.33 for IBM. Ideally, the score should be 0.1 or less.



# Analysis (Mobile)

## 04. First Contentful Paint (FCP)

Marks the first point in the page load timeline where the user can see anything on the screen. It is 6s for the IBM website. Ideally, it should be 1.8s or less.

## 05. Largest Contentful Paint (LCP)

Measures the time taken for a website to respond to the first input after a user action like clicking a link or button. It is about 704ms for IBM. Ideally, it should be about 2.5s or less which is being achieved by the brand.

## 06. Time To First Byte (TTFB)

It is the time it takes for a browser to receive the first byte of response after it made a request to the server. It is about 1.4s for IBM. Ideally, it should be 0.8s or less.



# Analysis (Desktop)

## 01. Largest Contentful Paint (LCP)

LCP represents how quickly the main web page of a site loads. It is close to 4.1s for the IBM website. Ideally, it should be 2.5s or less. The website loads faster on the desktop over mobile.

## 02. First Input Delay (FID)

It tracks the time from where the user interacts with a web page to the time when the user starts processing the interaction. It is about 5ms for the IBM website. Ideally, it should be 100ms or less which is being achieved by the brand.

## 03. Cumulative Layout Shift (CLS)

It is a measure of how much a webpage unexpectedly shifts during its life. It is 1.08 for IBM. Ideally, the score should be 0.1 or less. This score is higher on desktop compared to mobile.



# Analysis (Desktop)

## 04. First Contentful Paint (FCP)

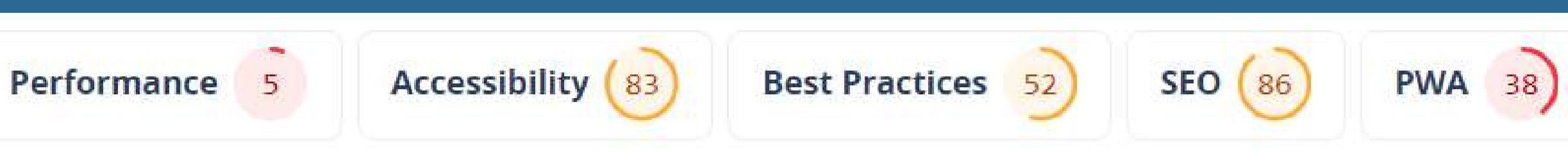
Marks the first point in the page load timeline where the user can see anything on the screen. It is 2.7 for the IBM website. Ideally, it should be 1.8s or less. It loads faster on the desktop.

## 05. Largest Contentful Paint (LCP)

Measures the time taken for a website to respond to the first input after a user action like clicking a link or button. It is about 147ms for IBM. Ideally, it should be about 2.5s or less which is being achieved by the brand.

## 06. Time To First Byte (TTFB)

It is the time it takes for a browser to receive the first byte of response after it made a request to the server. It is about 0.8s for IBM. Ideally, it should be 0.8s or less, which is being perfectly satisfied by the website.



## IBM - Home Page Analysis

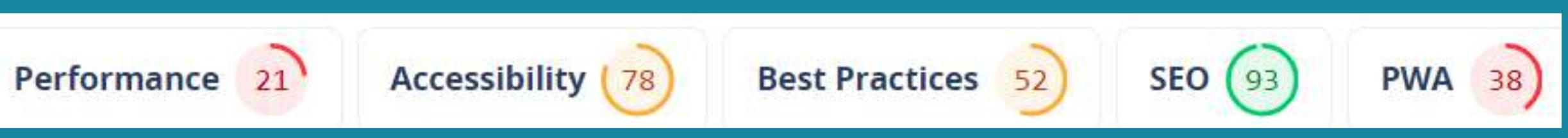


## IBM - Artificial Intelligence Product Page Analysis

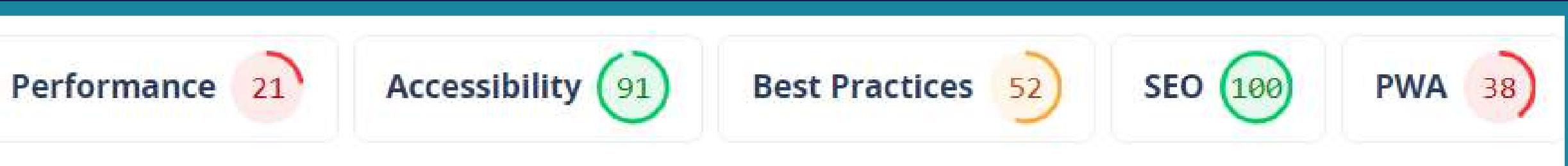


# Performance Analysis

## IBM - About Us Page Analysis



## IBM- Consulting Page Analysis



Source: Webpage Test Lighthouse Report

## IBM - Investor Relations Page Analysis



# Design Optimization and Responsiveness

Now available:  
watsonx.governance

Accelerate responsible, transparent and explainable workflows for generative AI built on third-party platforms

[View product details](#) → [Try for free](#) →

Meet watsonx.governance (1:15)

Latest news  
Read the report  
Understand cyber risk with the IBM X-Force Threat Intelligence Index 2024

Upcoming TechConnect Webinar  
Accelerate responsible and explainable AI with watsonx.governance

Let's talk

1920 X 1080 - Optimised for desktop  
1400 X 900 - Optimised for laptop  
1024 X 768 - Optimised for iPad  
320 X 568 - Optimised for iPhone 5  
375 X 667 - Optimised for iPhone 6

Artificial intelligence (AI) solutions

Build the future of your business with AI solutions that you can trust

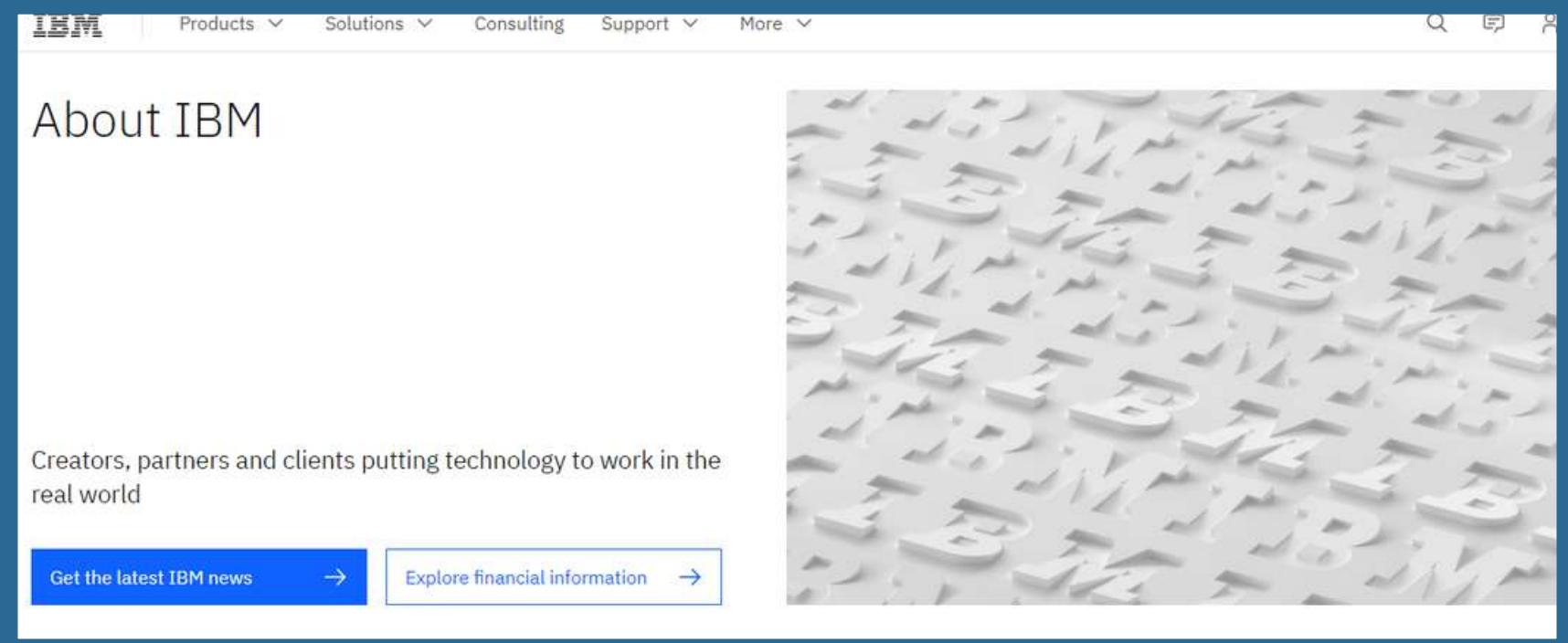
[Subscribe to our AI newsletter](#) → [Explore watsonx](#) →

Put AI into action

Let's talk

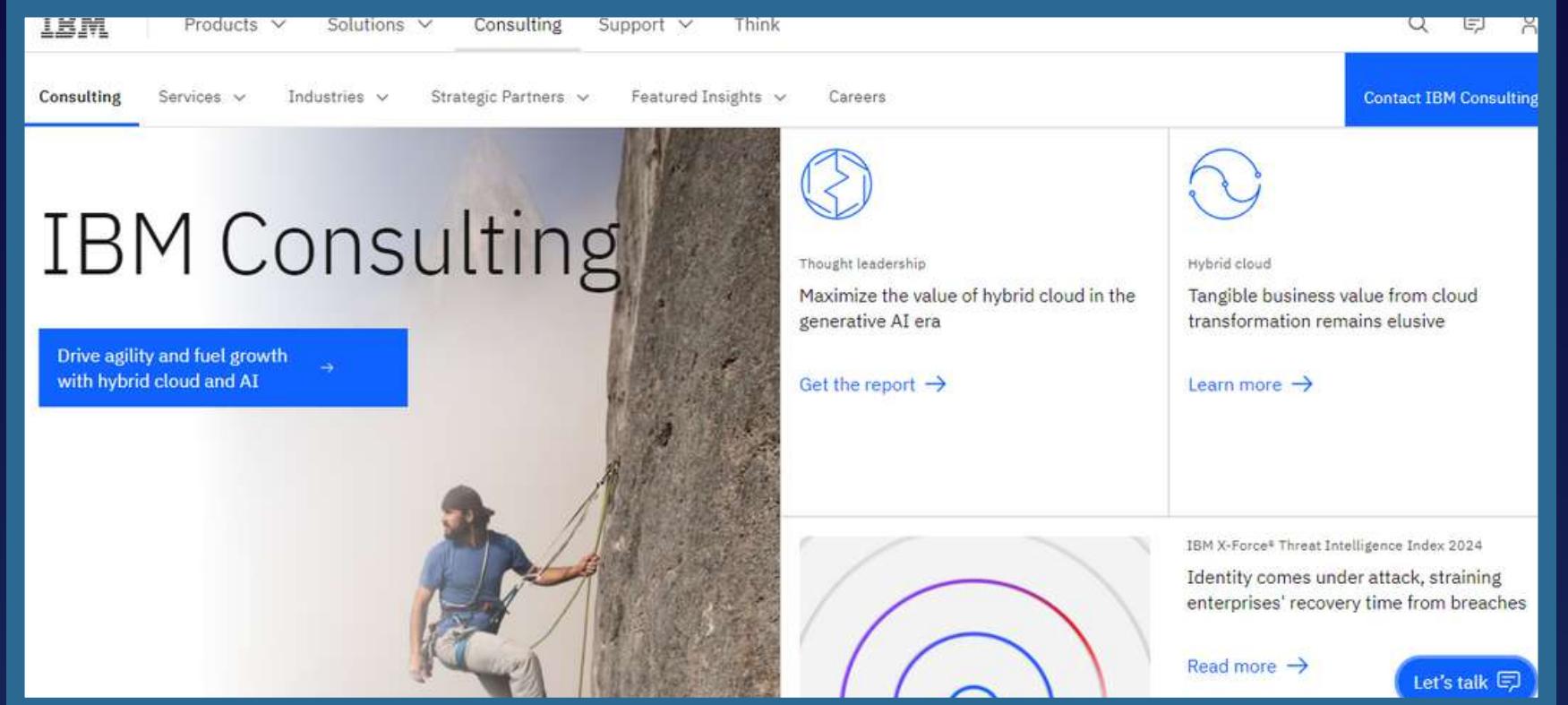


# Design Optimization and Responsiveness



The screenshot shows the official IBM website. At the top, there's a navigation bar with links for Products, Solutions, Consulting, Support, and More. Below the navigation is a large banner with a repeating 'IBM' logo pattern in white on a dark background. To the left of the banner, there's a sidebar with 'About IBM' and a section about creators. At the bottom, there are two blue buttons: 'Get the latest IBM news' and 'Explore financial information'.

- 1920 X 1080 - Optimised for desktop  
1400 X 900 - Optimised for laptop  
1024 X 768 - Optimised for iPad  
320 X 568 - Optimised for iPhone 5  
375 X 667 - Optimised for iPhone 6
- 1920 X 1080 - Optimised for desktop  
1400 X 900 - Optimised for laptop  
1024 X 768 - Optimised for iPad  
320 X 568 - Optimised for iPhone 5  
375 X 667 - Optimised for iPhone 6



The screenshot shows the 'IBM Consulting' page. The top navigation includes links for Products, Solutions, Consulting, Support, and Think. Below the navigation is a main heading 'IBM Consulting' with a sub-section 'Drive agility and fuel growth with hybrid cloud and AI'. To the right, there are sections for 'Thought leadership' (hybrid cloud), 'Get the report', and 'Learn more'. At the bottom, there's a snippet from the 'IBM X-Force® Threat Intelligence Index 2024'.

Source: Window Resizer



# Design Optimization and Responsiveness

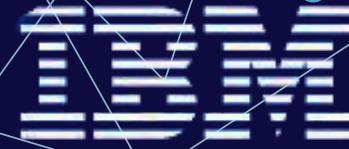
The screenshot shows the IBM Investor Relations page. At the top, there's a navigation bar with links for Products, Solutions, Consulting, Support, Think, and a search bar. Below the navigation, there's a secondary header with links for Investor Relations, Financial info, News & events, Board & ESG, Stockholder services, and Help. The main content area features the "Investor Relations" title and a circular network diagram. The diagram consists of several nodes connected by lines: a person icon, a dollar sign icon, another person icon, a square icon, a woman icon, a pound sign icon, a bar chart icon, and two more person icons. A small text at the bottom left reads "Today's IBM has defined a clear strategy to lead".

1920 X 1080 - Optimised for desktop  
1400 X 900 - Optimised for laptop  
1024 X 768 - Optimised for iPad  
320 X 568 - Optimised for iPhone 5  
375 X 667 - Optimised for iPhone 6

# Task 4

**Identify common website design mistakes to avoid, such as cluttered layouts and slow loading times.**





# Common Website Mistakes

## THE SITE USES LOW RESOLUTION IMAGES

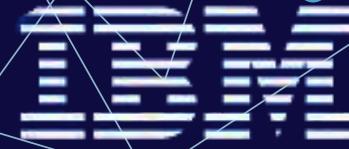
**Issue** - The site uses low-resolution images for faster loading times as large file sizes hinder loading times, especially on slower internet connections or mobile devices.

**Solution** - Scalable Vector Graphics (SVGs) are resolution-independent and can be scaled without losing quality. They are great for icons and simple graphics. Using Content Delivery Networks (CDNs) to deliver images faster to users worldwide will also help improve loading times.

## LINKS ARE NOT CRAWLABLE

**Issue** - Potential errors in site structure like broken links, infinite loops, or incorrect URL formats may prohibit the website from being crawled.

**Solution** - Creating an XML sitemap and submitting it to search engines like Google would help with the indexing process. Internal linking will help search engine crawlers discover and navigate through website pages seamlessly.



# Common Website Mistakes

## USES DEPRECATED APIs

**Issue** - Using deprecated APIs is a risk as they'd be removed or replaced in further updates.

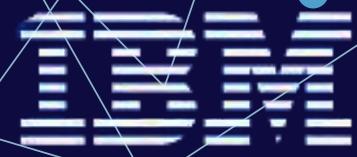
**Solution** - If deprecated APIs are a part of the website framework, updating it to the latest version will be very helpful.

Refactoring/Restructuring to a different set of APIs or workflow can be a better alternative to deprecated APIs.

## USAGE OF THIRD PARTY COOKIES

**Issue** - Third-party cookies are used to track analytics data and user responses to advertising. However third-party cookies are being restricted by browsers having a major impact on advertising and cross functionalities of that particular website.

**Solution** - Utilizing privacy-first analytics tools that anonymize IP addresses and provide transparency about data collection must be utilized. Using first-party cookies for tracking data analytics is a useful alternative as these are set by the website domain the user is visiting. Server-side tracking helps to provide more control over data collection and privacy.



# Common Website Mistakes

**TAP TARGETS LIKE CTA  
BUTTONS AND LINKS ARE NOT  
SIZED APPROPRIATELY**

**Issue** - Interactive elements on the website like buttons and clickable links do not have enough space around them and are overlapping with other elements.

**Solution** - Using colors and fonts that stand out from the remaining aspects of the website can help buttons and links to stand out. Using styling effects like shadows, gradients, or borders can help to make the button look more clickable and three-dimensional.

# Task 5

Provide a list of best practices for creating visually appealing and user-friendly website designs.





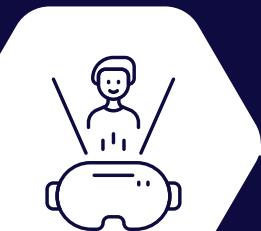
# BEST PRACTICES



Incorporate gamification elements into the website to engage users, encourage participation, and reward interaction, such as quizzes, challenges, or leaderboards.



Integrate voice search and navigation capabilities to allow users to interact with the website using voice commands, improving accessibility and user experience.



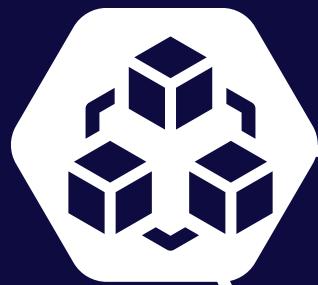
Use AR technology to provide interactive product demonstrations, allowing users to visualize and experience IBM's products in a virtual environment.



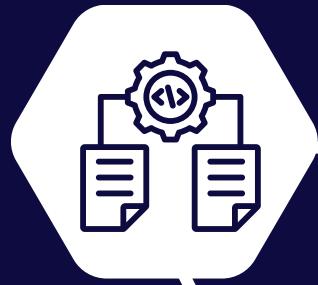
Create VR tours of IBM's facilities, showcasing its technology, innovation centers, and labs to provide an immersive experience for users.



# BEST PRACTICES



Utilize blockchain technology to enhance transparency and security, especially in areas such as supply chain management and data sharing.



Use schema markup to provide search engines with additional information about your content, such as reviews, ratings, and events.



Continuously test and optimize your website design by conducting A/B tests on different elements, such as colors, layouts, and calls to action, to see what resonates best with your audience.



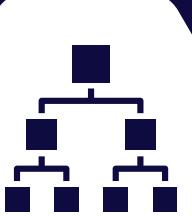
Use interactive maps to showcase IBM's global presence, office locations, and key projects, allowing users to explore the information visually.



# BEST PRACTICES



Use whitespace effectively to create a clean and uncluttered design. This helps guide users' focus and improves readability.



Use contrast, size, color, and spacing to create a visual hierarchy that directs users' attention to the most important elements on the page, such as calls to action.



Create interactive infographics that visually represent complex information or data related to IBM's products and services. Users can interact with these infographics to explore the data in more detail.



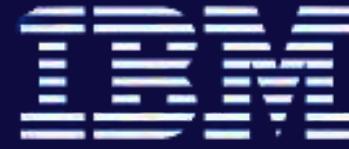
Direct insights from employees/clientele of IBM can be incorporated into the website. This would help to showcase the work culture at IBM and the vision adopted by the company to empower clients to meet their business goals.



# Task 6

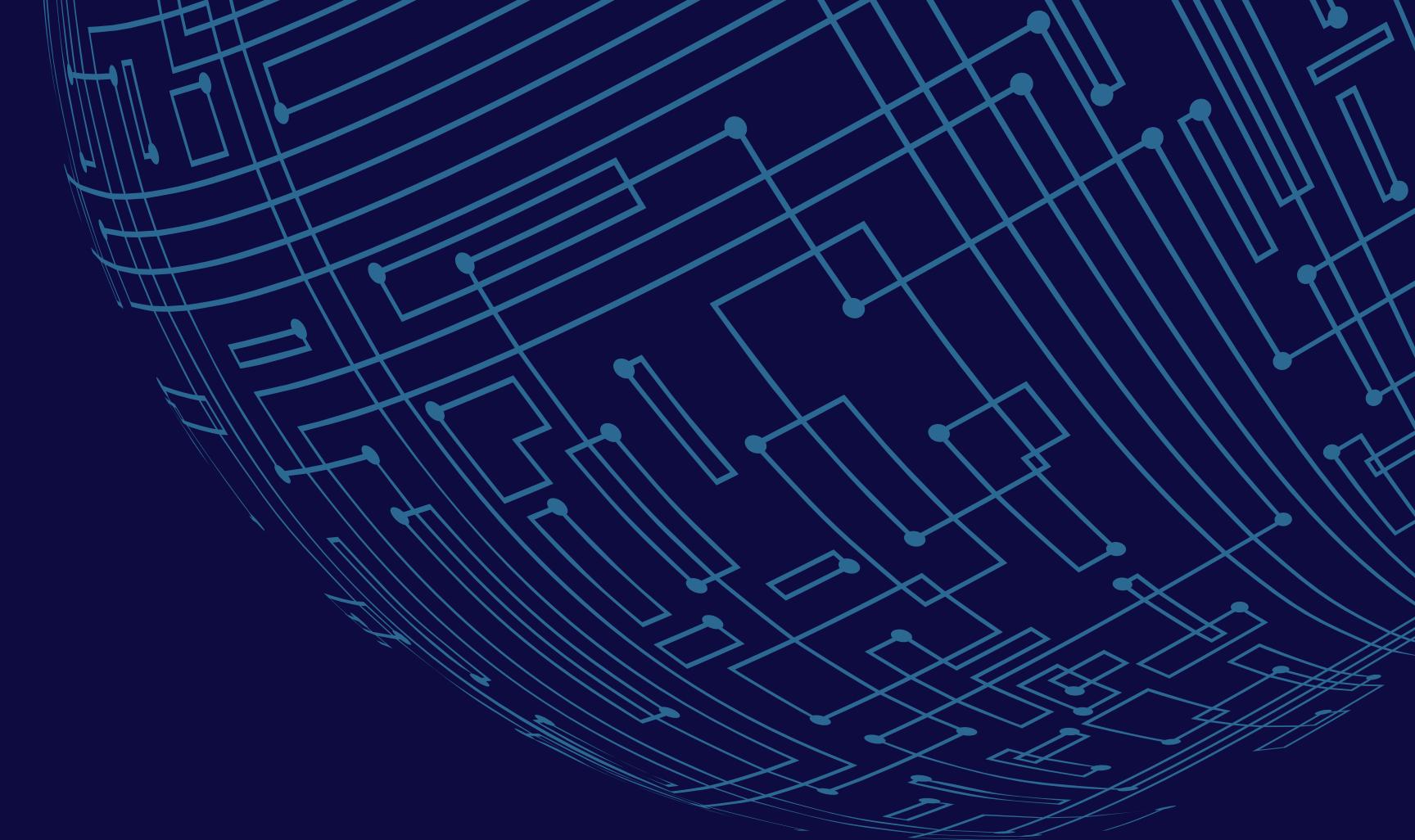
Design a landing page for their product or service to generate leads.

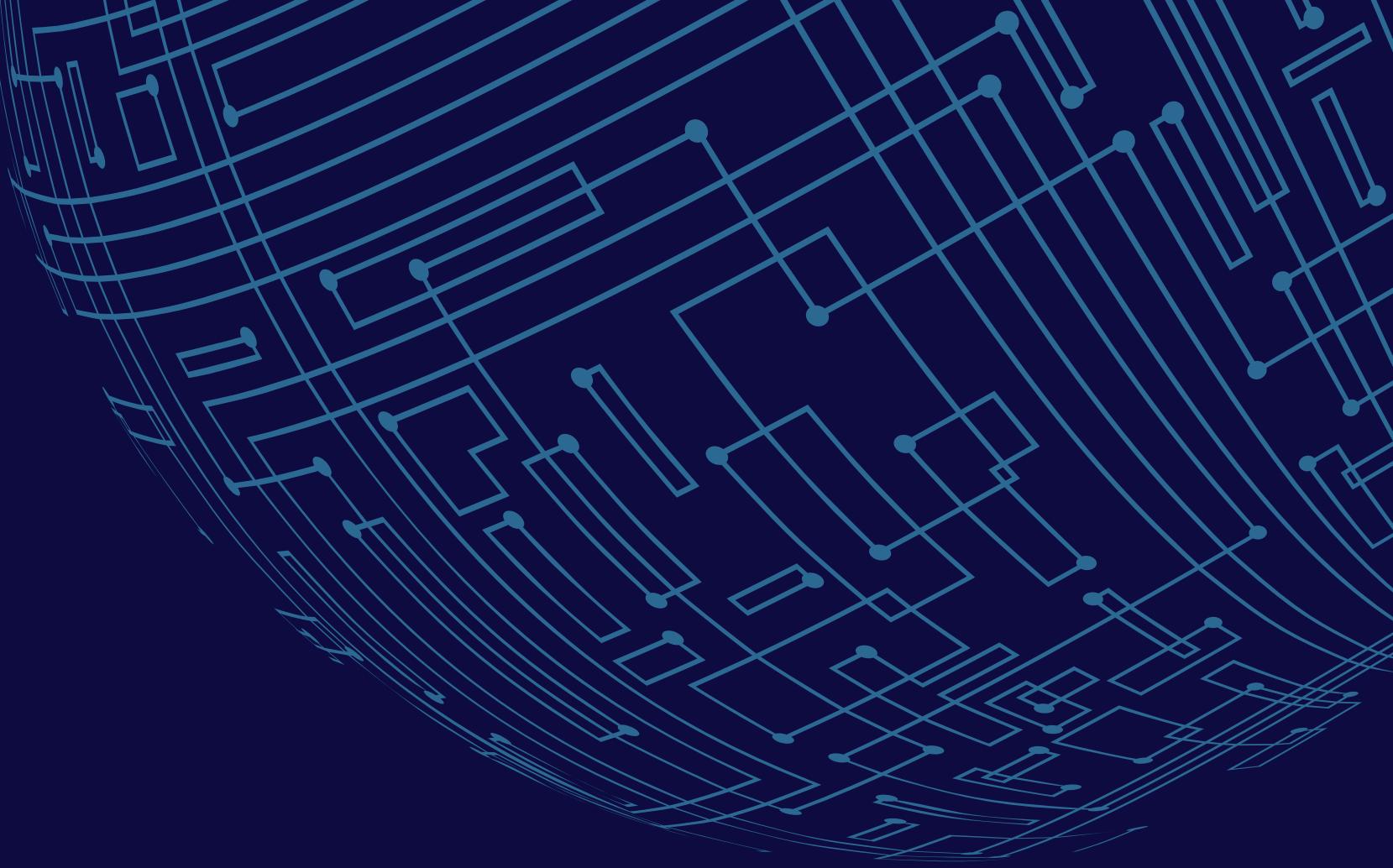




# Figma Landing Page

[https://www.figma.com/proto/RTAPdFSIsvEEurBS1xN9AD/Shweta-Herlekar-GUVI-Project-IBM-Landing-Page---Final?  
type=design&node-id=18-48&t=z1IPKG0A1SE7Pwhv-  
1&scaling=min-zoom&page-id=0%3A1&mode=design](https://www.figma.com/proto/RTAPdFSIsvEEurBS1xN9AD/Shweta-Herlekar-GUVI-Project-IBM-Landing-Page---Final?type=design&node-id=18-48&t=z1IPKG0A1SE7Pwhv-1&scaling=min-zoom&page-id=0%3A1&mode=design)





# Thank You!