



PCD Strategic Design Team

Think TabNav Design Project: Design Validation Report

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Background – TabNav Project Design Exploration & Validation

- **Scope, participants, and general method**
 - ibm.com V13 tab navigation for PCD ‘shop’/‘learn’ integration
 - Brand-level and series-level page re-designs per WW Brand design requirements
 - LE & SMB purchase decision-makers/influencers (total number = 53)
 - Two rounds of usability design walkthroughs to elicit user feedback, conducted in the IBM Decision-Support Center (DSC)
- **Round 1 – Design exploration (report available on request)**
 - Two sessions completed Oct 2003 – 13 SMB, 13 LE
 - Purpose – Explore design alternatives, including content adjustments, to drive design decisions; resulting design then validated in second round of testing
 - Procedure – Design concept exploration and comparisons of design alternatives
- **Round 2 – Design validation (subject of this report)**
 - Two sessions completed Nov 2003 – 13 SMB, 14 LE
 - Purpose – Validate near-final design and content (based on design exploration results), with time to adjust based on feedback prior to delivery to eDevs team
 - Procedure – Scenario-based design walkthrough, navigation and page re-designs compared to current site design
- **Note:** Complete reports for both rounds, including all participants’ typed-in comments and summary statistics for all ratings, are available on request.

Executive Summary – Design Validation Study Results

- **New overall site structure & tab navigation vs. current design**
 - Overall and at the Personal Computing level, tabs increase awareness of, and likelihood to view, ‘learn’ information (technologies, features & benefits)
 - Easier, simpler, more consistent navigation; better integration of ‘shop’ and ‘learn’
 - New design greatly preferred, but still ‘too wordy’, cluttered with text and redundant info
- **New brand-level tabs & page design vs. current design**
 - At the brand level, tabs increase awareness of, and likelihood to view, ‘learn’ information
 - Product series – 2x2 presentation preferred, but add back 2 or 3 key points
 - Features & benefits – new design preferred; grid effective, important; ‘half moons’ elicited some negative feedback (represented ‘select models’ within a series)
- **New series-level tabs & page design vs. current design**
 - At the series level, tabs increase awareness of, and likelihood to view, ‘learn’ information
 - Improved navigation and integration; new design preferred; ‘Features & benefits’ label OK
 - Series highlights – new design preferred; table-of-contents effective, well-liked
 - Sub-series comparison – new page useful; grid effective, important; but again, ‘half moons’ elicited some negative reaction
 - Series accessories – OK for many, but some confused about purpose, some wanted to buy from here
- **Shop/buy task** – Not negatively impacted by redesign; some say shop/buy task improved by tabs
- **‘Already own?’** – Placement as tab makes more obvious, improves task of buying upgrades/accessories
- **Final discussion & conclusions**
 - General consensus – New design on track, great improvements in navigation & page design
 - Site is better integrated, easier to navigate; increased awareness of ‘learn’/technology information
 - “Hurry to implement”; “great new design”; “getting better, easier, more ‘intuitive’”

TabNav design validation agenda

- 5:00 PM **Welcome, administrative items, confidentiality form, introductions**
- 5:15 PM **Background survey**
- 5:30 PM **Session overview & purpose**
- 5:45 PM **Part 1: PCD site structure/navigation & brand design**
 - 1A - Notebook purchase investigation scenario
 - 1B - Brand 'Products' page design
 - 1C - Brand 'Features & benefits' page design
- 7:00 PM **Break**
- 7:15 PM **Part 2: Series-level navigation & page design**
 - 2A - Series purchase investigation scenario
 - 2B - Series 'Features & benefits - Highlights' page design
 - 2C - Series 'Features & benefits - Sub-series Comparison' page design
- 8:00 PM **Part 3: Additional Shop/Own scenarios**
 - 3A - Shop/buy a ThinkPad scenario
 - 3B - Upgrade an already-owned ThinkPad scenario
- 8:40 PM **Final discussion, debriefing**
- 9:00 PM **Thanks, meeting adjourned**

TabNav design validation procedure & scenarios

■ General procedure for each part:

- Read scenario to group, walkthrough current design, then redesign
- Collect individual ratings, preferences, likes/dislikes using DSC survey tool
- Review survey ratings/preferences results with group, discuss and probe

■ Scenarios:

- **Part 1: Notebook purchase investigation** – Your company is planning a large notebook refresh [SMB = 100+; LE = 1000+]. You are investigating multiple vendors for this purchase. As part of that investigation, you go to ibm.com to find out everything you can about IBM ThinkPads – the range of product offerings & price ranges, types of notebooks (series) and associated features, options, technologies & benefits, etc.
- **Part 2: Specific series purchase investigation** – You just read a positive review of the IBM ThinkPad R40 in PC World; it was the Editor's Pick in their 'value notebook' category. Go to the ibm.com website to find out all you can about the ThinkPad R Series and the R40 – prices, features, options, technologies, benefits, etc.
- **Part 3A: Shop/buy a ThinkPad** -- You would like to buy an R series, but only have \$1000 to spend. See if you can find one for that price, and add it to the shopping cart.
- **Part 3B: Order a battery for a ThinkPad** – You purchased a ThinkPad R40 a few weeks ago, and now realize that you need a spare battery. Go to ibm.com to order one.

Part 1A – Notebook purchase investigation: Site diagrams

Current site structure

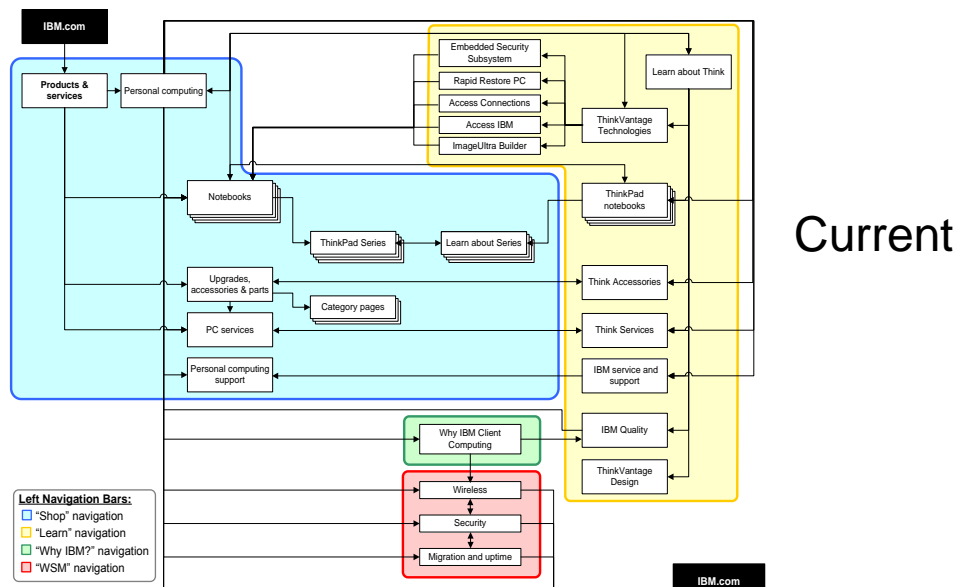
- ‘Shop’, ‘Learn’ in separate sitelets, different left navigation panes
- Interconnected with hyperlinks

New site structure

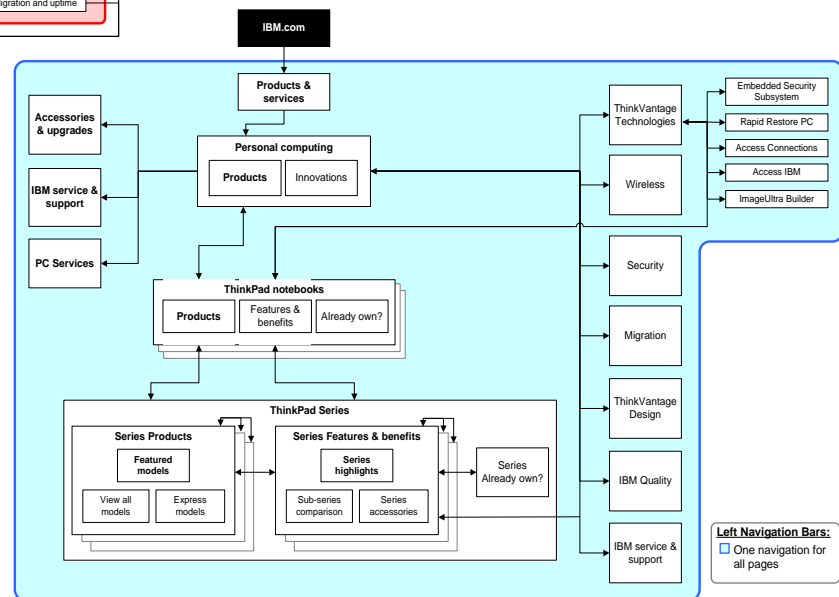
- ‘Shop’, ‘Learn’ presented as tabs at three levels – personal computing, brand, series
- Common left navigation pane

Navigation comparison

- Each site diagram was described prior to, and following, walkthrough of the relevant design (current or new), and were available to participants during ratings and discussion



New



Part 1A – Notebook purchase investigation: Current design

Products ('Shop'):

Innovations/Features & Benefits ('Learn'):

Personal computing

NEW! THINKPAD R50P MOBILE WORKSTATIONS OFFER
LARGE GRAPHICS MEMORY, HIGH PERFORMANCE PROCESSORS,
15" TFT — STARTING AT JUST 5.5 LB AND 1.4" THIN

IBM recommends Microsoft® Windows® XP Professional.

ThinkPad notebooks

NEW! THE THINKPAD T41P IS THE THINNEST AND LIGHTEST
MOBILE WORKSTATION AVAILABLE, OFFERING THE PERFECT
BALANCE OF PERFORMANCE AND PORTABILITY

ThinkPad R Series

Overview: ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

You decide:

Model	Value	Performance
IBM Web Price \$1,129.00*	IBM Web Price \$1,429.00*	IBM Web Price \$1,449.00*
\$46.00/mo. for 36 mos. SuccessLease® for Small Business***	\$46.00/mo. for 36 mos. SuccessLease® for Small Business***	\$52.00/mo. for 36 mos. SuccessLease® for Small Business***
Processor/Speed Mobile Intel® Celeron® processor 2.00GHz	Processor/Speed Mobile Intel® Pentium® 4 processor 1.72GHz	Processor/Speed Intel® Pentium® 4 processor 1.50GHz
Operating System Microsoft Windows XP Professional	Operating System Microsoft Windows XP Professional	Operating System Microsoft Windows XP Professional
Memory 128 MB	Memory 256 MB	Memory 256 MB
Hard Drive 10 GB	Hard Drive 20 GB	Hard Drive 20 GB

Special offer

Save \$100* when you purchase a ThinkPad Dock II

Hot deals

→ Slapshot.com
→ Buy the ship today

Learn about Think

CHANGING THE FACE OF PERSONAL COMPUTING
WITH THE NEW IBM THINK FAMILY™ OF OFFERINGS

Learn about ThinkPad notebooks

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Learn about ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Special offer

Save \$100* when you purchase a ThinkPad Dock II

Hot deals

→ Slapshot.com
→ Buy the ship today

Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 1A – Notebook purchase investigation: New design

Products ('Shop'):

This screenshot shows the IBM ThinkPad R Series product page. The page is titled "ThinkPad R Series" and features a navigation bar with links to "Products", "Features & benefits", "Already own?", "Special offers", and "Related links". The main content area includes a "You decide:" section with three columns: "Economy", "Performance", and "Customize". Each column lists various models and their specifications, including processor, memory, and storage. The "Economy" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,299.00 to \$1,499.00. The "Performance" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,499.00 to \$1,699.00. The "Customize" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,699.00 to \$1,899.00. The page also includes a "Special offer" section and a "Related links" section.

Innovations/Features & Benefits ('Learn'):

This screenshot shows the IBM ThinkPad R Series product page, focusing on the "Innovations/Features & Benefits" section. The page is titled "ThinkPad R Series" and features a navigation bar with links to "Products", "Features & benefits", "Already own?", "Special offers", and "Related links". The main content area includes a "You decide:" section with three columns: "Economy", "Performance", and "Customize". Each column lists various models and their specifications, including processor, memory, and storage. The "Economy" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,299.00 to \$1,499.00. The "Performance" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,499.00 to \$1,699.00. The "Customize" column lists models like the ThinkPad R Series (15" TFT) and ThinkPad R Series (15" TFT) with prices ranging from \$1,699.00 to \$1,899.00. The page also includes a "Special offer" section and a "Related links" section.

Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 1A – Purchase investigation scenario: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
Tabs increase awareness of technology ('learn') info	13	14
Tabs increase likelihood to view technology info	10	14
Easier navigation between products-technology info	12	14
Better integration of products-technology info	12	14
'Products', 'Innovations' tab labels meaningful labels	11	13
'Innovation' draws interest, likely to investigate	8	9
'Products', 'Features & Benefits' meaningful labels	13	14
'Features & Benefits' draws interest, likely investigate	12	13
Overall, easier to investigate PC purchase decisions	12	14
Overall, prefer new design	12	14

New design likes:

- 'Clear', 'clean' design, saves time
- Easier to get overview, to navigate, to find info
- Consistent navigation menu, more integrated

New design dislikes:

- Tabs not visually apparent
- Still too wordy, too cluttered with text, too much redundant info
- 'Innovations' disliked by some, but no consensus on alternative label

Conclusion: New TabNav design superior for purchase investigation, greatly preferred by purchase decision-makers/-influencers

Part 1B – Brand ‘products’ page design

Current design (‘ThinkPad overview’):

United States Search

Home Products & services Support & downloads My account Call 1-888-SHOP-IBM

Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

A Series

G Series

Think Express

Accessories, upgrades & docking

Services

Support

ThinkVantage Technologies

ThinkPad owners

Presentations

News & awards

Literature

Request a catalog

Shopping help

Warranty info

Shop by part number

View cart

Open saved carts

Estimate shipping

Estimate leasing

Order status

Returns policy

Shopping guarantee

Related links:

Home / home office

Small & Medium Business

Government

Education

ThinkPad notebooks

NEW! THE THINKPAD T41P IS THE THINNEST AND LIGHTEST MOBILE WORKSTATION AVAILABLE, OFFERING THE PERFECT BALANCE OF PERFORMANCE AND PORTABILITY

Featuring the new Intel® Centrino™ on select models [Learn more](#)

IBM recommends Microsoft® Windows® XP Professional.

ThinkVantage Technologies

Wireless Security Migration

Special offers

Special offer

Save \$100* when you purchase a ThinkPad Dock II [Learn more](#)

New IBM Think Express program for Small and Medium Businesses. [Learn more](#)

Hot deals

Clearance corner

Buy today, ship today

Volume discounts

Call me now

TeleWeb hotline: 1-888-SHOP-IBM x7000

Buy online. Standalone. IBM.

New design (‘Products’ tab):

United States Search

Home Products & services Support & downloads My account Call 1-888-SHOP-IBM

Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

G Series

Services

Support

Presentations

News & awards

Literature

Request a catalog

Shopping help

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Related links:

Home / home office

Small & Medium Business

Government

Education

ThinkPad notebooks

NEW! THINKPAD R50P MOBILE WORKSTATIONS OFFER LARGE GRAPHICS MEMORY, HIGH PERFORMANCE PROCESSORS, 15" TFT — STARTING AT JUST 5.8 LB AND 1.4" THIN

Featuring the new Intel® Centrino™ on select models [Learn more](#)

IBM recommends Microsoft® Windows® XP Professional.

Special offers

Special offer

Special offer on a Port Replicator and 15" Flat Panel monitor [Learn more](#)

New IBM Think Express program for Small and Medium Businesses. [Learn more](#)

Hot deals

Clearance corner

Buy today, ship today

Volume discounts

Call me now

TeleWeb hotline: 1-888-SHOP-IBM x7000

Buy online. Standalone. IBM.

Part 1B – Brand ‘products’ page: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
Reducing info to bring above fold is improvement	11	14
Easier to get overview of series	9	12
Overall, prefer new design	10	14

New design likes:

- Cleaner, clear and concise, less clutter; not overwhelmed by info
- Easier to get overview at a glance, without scrolling
- Quick overview of series differences, more informative

New design dislikes:

- Need some additional info, key differentiators among series
- Some words still ‘fluff’, not really meaningful (e.g., “Best blend of portability and essential features”)
- ‘Compare ThinkPad Series’ link should be more prominent

Conclusion: New brand ‘products’ page superior to current design, but need some additional info to better differentiate series

Part 1C – Brand ‘Learn’/‘Features & benefits’ design

Current design (‘Learn about ThinkPads’):

New design (‘Features & Benefits’ tab):

ThinkPad features/benefits	R Series	T Series	X Series	G Series
IBM Web starting price*	\$999.00	\$1,499.00	\$1,349.00	\$899.00
Starting travel weight	5.5lb.	4.5lb.	3.6lb.	7.6lb.
Display size	up to 15"	14.1"	12.1"	up to 15"
Available with Microsoft Windows XP	●	●	●	●
Intel® Centrino™ mobile technology	●	●	●	●
Integrated Wi-Fi® wireless technology with the IBM UltraConnect® antenna	●	●	●	●
IBM Active Protection System and HDD Shock Absorber	●	●	●	●
IBM Embedded Security Subsystem 2.0	●	●	●	●
IBM ThinkPad UltraNav™ multipointing system	●	●	●	●
Powerful desktop alternative performance	●	●	●	●
Mobile workstation models	●	●	●	●
Workhorse models and more	●	●	●	●
Software image	●	●	●	●

Part 1C – Brand ‘Learn’/‘Features & benefits’: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
Easier to understand differences across series	12	14
Easier to get to learn more for each series	11	14
Easier to get products for each series	9	13
Overall, prefer new design	13	14

New design likes:

- Clear, concise, easier comparisons; saves time, more visible, intuitive; “100% improvement”
- Grid has base info to start investigation; additional feature details available via links
- Inclusion of price, weight, display size

New design dislikes:

- Grid legend not prominent enough
- Some commented though info is important, there must be something better than ‘half-moons’
- Missing some important info – battery life, min. processor speed, min. RAM, etc.; some not important – XP available; possible to choose which characteristics to include in comparison?
- Links at bottom not fully clear (‘products’, ‘more info’)

Conclusion: New brand ‘Features & benefits’ page superior to current design, but legend, ‘half-moons’, and content need some improvement

Part 2A – Series purchase investigation: Current design

Series overview → View all models → Learn about series

The image displays three sequential screenshots of the IBM ThinkPad R Series website, illustrating the navigation path for a series purchase investigation. A blue zigzag line highlights the path: Overview → View all models → Learn about series.

Overview: ThinkPad R Series

United States | Home | Products & services | Support & downloads | My account | Call 1-800-SHOP-IBM

→ Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

A Series

G Series

Think Express

Accessories, upgrades & docking

Services

Support

ThinkVantage Technologies

ThinkPad owners

Presentations

News & awards

Literature

Request a catalog

→ Shopping help

Warranty info

Shop by part number

View cart

Open saved carts

Estimate shipping

Estimate leasing

Order status

Returns policy

Shopping guarantee

Related links:

Home / home

Small & M

Business

Gov

IBM Think Express program models for Small and Medium Business

Best blend of portability and essential features

FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Take the 3D tour | Literature | Notebook finder

You decide: Let me build it

Build your own IBM ThinkPad R Series notebook to meet your personal computing needs.

Featured models:

Economy	Value
IBM Web Price \$1,129.00*	IBM Web Price \$1,299.00*
\$40.00 /mo. for 36 mos.	\$46.00 /mo. for 36 mos.
SuccessLease® for Small Business***	SuccessLease® for Small Business***
Customize	Customize
Add to cart	Add to cart
Availability: Within 2 weeks**	Availability: Within 2-4 weeks**
Processor/Speed (1): Mobile Intel® Celeron® processor 2.00GHz	Processor/Speed (1): Mobile Intel® Pentium® 4 processor - M 2.00GHz
Operating System (12): Microsoft Windows XP Professional	Operating System (12): Microsoft Windows XP Professional
Memory (13): 128 MB	Memory (13): 256 MB
Hard Drive (14): 30 GB	Hard Drive (14): 40 GB

View all models: ThinkPad R Series

United States | Home | Products & services | Support & downloads | My account | Call 1-800-SHOP-IBM

→ Select a country

Personal computing

ThinkPad notebooks

R Series

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X Series

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Related links:

Home / home

Small & M

Business

Gov

Best blend of portability and essential features

FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Take the 3D tour | Literature | Notebook finder

Let me build it | Literature | Notebook finder

Series features:

- Travel weight starting at 5.5 lb
- Available with Microsoft® Windows® 14.1" and 15" TFT displays available
- Standard battery life up to 6.9 hours
- IBM Active Protection System
- Integrated 11a/b/g Wi-Fi® wireless
- ThinkPad R40e models available at prices
- Select models available with Intel® C

View models by: All Processor/Speed (selected)

Sort this chart by: Price (lowest to highest)

Model	IBM Web Price	Processor/Speed	Display
ThinkPad R40 26815FU	\$999.00*	Mobile Intel® Celeron® processor 1.80GHz	15.0" 1024x768
ThinkPad R40 26817FU	\$1,129.00*	Mobile Intel® Celeron® processor 2.00GHz	15.0" 1024x768

Learn about ThinkPad R Series

United States | Home | Products & services | Support & downloads | My account | Call 1-800-SHOP-IBM

→ Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

A Series

G Series

Think Express

Accessories, upgrades & docking

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Order status

Returns policy

Shopping guarantee

Related links:

Home / home

Small & M

Business

Gov

Best blend of portability and essential features

FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Take the 3D tour | Literature | Notebook finder

Let me build it | Literature | Notebook finder

Resources:

- See it in 3D
- Get ThinkPad R50 spec sheet
- Get ThinkPad R40 spec sheet
- Get ThinkPad R40e spec sheet
- R series technical documents
- Watch a presentation

Best blend of portability and essential features

IBM ThinkPad® R Series notebooks offer a lightweight design packed with the essential performance features you need. These affordable notebooks are perfect for frequently mobile users who want easy, ready-to-run computing. ThinkPad R40e models are available at attractive entry prices. The new ThinkPad R50e mobile workstation offers high-performance graphics for displaying detailed designs, dramatic demos and high-powered presentations.

Performance features

Select ThinkPad R Series notebooks feature the Intel® Pentium® M processor. Large, bright XGA or SXGA+ TFT displays are perfect for viewing presentations and demanding applications. Plus, you can get all-day battery life up to 9.6 hours using the system battery with the optional ThinkPad Ultrabay Slim Li Polymer Battery.

Unique data protection features

ThinkPad R50 models offer enhanced reliability features to help safeguard your valuable data. The new IBM Active Protection System is an integrated, user-configurable motion sensor that continuously monitors your ThinkPad notebook and temporarily stops the hard drive to help prevent some hard drive crashes when a fall or similar event is detected. The IBM Integrated HDD Shock Sensor provides impact protection and crashes that could occur when setting the notebook on a hard surface while in sleep mode.

IBM recommends Microsoft® Windows® XP Professional.

ThinkVantage Technologies

Wireless | Security | Migration

Highlights

June, 2003

Top 15 Notebook PCs:

Power: IBM ThinkPad R40

PC World

March, 2003

"The [IBM] ThinkPad R40 stuffs so many great features into a lightweight unit that you'd never know it's supposed to be a bargain-line." PC World

All ThinkPad awards

Rate this page

Your input counts

Rate this page

Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 2A – Series purchase investigation: New design

Series overview → View all models → Learn about series → (see next page...)

The image displays three sequential screenshots of the IBM ThinkPad R Series website, illustrating the navigation path for a purchase investigation. The first screenshot shows the 'ThinkPad R Series' overview page with a sidebar navigation menu. The second screenshot shows the 'View all models' page, which includes a table of product specifications and a 'View models by' filter. The third screenshot shows the 'Learn about series' page, which provides detailed information about the series features and product features.

Navigation Path:

- Series overview
- View all models
- Learn about series

Table 1: Product Specifications (from 'View all models' page)

Model	IBM Web Price Availability	Processor/Speed	Disp Res	Bus Res	Web
ThinkPad R40	\$999.00* \$36.00/mo. for 36 mos. Success Lease® for Small Business*** Within 2-4 weeks**	Mobile Intel® Celeron® processor 1.00GHz Microsoft Windows 5.6** XP Home Edition 128 MB 20 GB	15.0" 1024 16M Mobi		
ThinkPad R40	\$1,129.00* \$40.00/mo. for 36 mos. Success Lease® for Small Business*** Within 2-4 weeks**	Mobile Intel® Celeron® processor 2.00GHz Microsoft Windows 5.6** XP Professional 128 MB 30 GB	15.0" 1024 16M Mobi		

Table 2: Product Features (from 'Learn about series' page)

Product features	Series highlights
Performance features	IBM Service and Support
Unique data protection features	ThinkVantage™ Technologies
High performance wireless	IBM Rapid Restore software
Cisco compatibility	TCG-compliant IBM Embedded Security Subsystem 2.0
IBM ThinkPad UltraBay™	ThinkVantage™ Designs
Optimized for connectivity	ThinkPad UltraNav™ multipointing system
High-speed Gigabit Ethernet connectivity	ThinkLight™ keyboard light
Image compatibility	

Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 2A – Series purchase investigation: New design (cont'd)

(...from previous page) → Sub-series comparison (w/ popup) → Series accessories

United States

Home | Products & services | Support & downloads | My account | Call 1-800-SHOP-IBM

ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Document options
Printable version
E-mail this page

IBM recommends Microsoft® Windows® XP Professional.

Products | Features & benefits | Already own?

Series highlights | Sub-series comparison | Series accessories

Resources:
Get ThinkPad R50p spec sheet
Get ThinkPad R40 spec sheet
Get ThinkPad R40e spec sheet
ThinkPad mobile workstations spec sheet
ThinkPad R50p certifications

The ThinkPad family also features exclusive IBM™ and ThinkVantage Design, delivering business ac time and money and enabling you to focus on your technology.

Compare Sub-series
All models | Select models

Sub-series feature/benefit	R40 models
Intel® Centrino™ mobile technology	Yes
All-day computing using system battery plus optional second battery	Yes
Mobile workstation models	Yes
IBM iSeries/bi/a Wi-Fi® wireless technology	Yes
IBM Active Protection System and HDD Shock Absorber	Yes
IBM Embedded Security Subsystem 2.0	Yes
IBM ThinkPad i multipointing	Yes

IBM Embedded Security Subsystem
The benefits of computer security are often discovered too late—when the cost of not having it becomes painfully clear. Unlike software-only protection, the IBM Embedded Security Subsystem is a hardware- and software-based technology that protects your company's vital security information, such as passwords, encryption keys and electronic credentials. It also protects against unauthorized user access to help keep all your information safe and provide you with the most secure PC.

→ [Learn more about IBM Embedded Security Subsystem](#)

IBM Hard Drive Active Protection System
The new IBM Active Protection System is an integrated, user-configurable motion sensor that continuously monitors your ThinkPad notebook and temporarily stops the hard drive to help

United States

Home | Products & services | Support & downloads | My account | Call 1-800-SHOP-IBM ext.7000

ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

Document options
Printable version
E-mail this page

IBM recommends Microsoft® Windows® XP Professional.

Products | Features & benefits | Already own?

Series highlights | Sub-series comparisons | Series accessories

Resources:
ThinkPad memory spec sheet
ThinkPad nylon case spec sheet
The great protection: the basic ThinkPad Mini Book
Why ThinkPad hard drives are so reliable

IBM offers a wide selection of accessories that are designed and tested to be compatible with your IBM ThinkPad notebook. When you integrate an IBM accessory into an IBM ThinkPad notebook, it's covered under the ThinkPad's limited warranty, which on specific models can provide a longer warranty period or an enhanced level of warranty service. Rigorous IBM testing proves IBM accessories meet the highest standards so you can be certain of top quality. And, they're backed by IBM Service and Support.

Suggested accessories for your ThinkPad R Series:

- IBM Double Data Rate (DDR) SDRAM Memory**
- Great way to increase system performance at a low cost
- Meets precise specifications to minimize data corruption
- Available in a variety of types and sizes up to 1GB modules
- ThinkPad T40/R50 High Capacity Battery**
Get up to 1/3 more capacity than the standard system battery with the ThinkPad T40/R50 High Capacity Battery. Optional R Series power choices include standard system, high capacity and bay batteries.
- ThinkPad 72w AC/DC Combo Adapter**
One ThinkPad notebook power adapter for the office, home or travel. Maintain your power while traveling in your car, or on the plane (where supported).
- Carrying Case**
Physical protection for your IBM ThinkPad notebook and accessories.

Rate this page
Your input counts
Rate this page

Note: These are completely new pages, not available on the current site; the technology items in the grid link to descriptions in a popup, which in turn has links to the related 'learn' pages – allowing the user to 'drill down'

Part 2A – Series purchase investigation: Results

Current design vs. new design ratings for series page:

Rating Question	SMB (n=13)	LE (n=14)
Tabs increase awareness of technology ('learn') info	11	12
Tabs increase likelihood to view technology info	11	13
Easier navigation between products-technology info	11	12
Better integration of products-technology info	12	14
'Products', 'Features & benefits' labels meaningful	13	13
'Features & benefits' draws interest, likely investigate	12	13
'Products', 'Features & Benefits' meaningful	13	14
'Features & Benefits' draws interest, likely investigate	12	13
Overall, easier to investigate PC purchase decisions	12	13
Overall, prefer new design	12	13

New design likes:

- Improved navigation and integration; cleaner, simpler
- Easier to get overview, to navigate, to drill down
- Sub-series comparison

New design dislikes:

- Accessories need pricing, add to cart
- Still too cluttered, overwhelming amount of info
- Some felt tab label inappropriate -- mostly 'features', not 'benefits'

Conclusion: New TabNav design at series level is superior for purchase investigation, especially sub-series info; greatly preferred by purchase decision-makers/-influencers, but some confusion regarding the Accessories info

Part 2B – Series 'Features & benefits – Highlights' design

Current design ('Learn more'):

United States

Home | Products & services | Support & downloads | My account | Call 1-888-SHOP-IBM

Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

A Series

G Series

Think Express

Accessories, upgrades & docking

Services

Support

ThinkVantage Technologies

ThinkPad owners

Presentations

News & awards

Literature

Request a catalog

Shopping help

Warranty info

Shop by part number

View cart

Open saved carts

Estimate shipping

Estimate leasing

Order status

Returns policy

Shopping guarantee

Related links:

Home / home office

Small & Medium Business

Government

Education

Learn about ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES
FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

IBM recommends Microsoft® Windows® XP Professional.

ThinkVantage Technologies

Wireless | Security | Migration

Highlights

June, 2003
Top 15 Notebook PCs:
Power: IBM ThinkPad R40
PC World

March, 2003
"The [IBM] ThinkPad R40 stuffs so many great features into a lightweight unit that you'd never know it's supposed to be a bargain-line."
PC World

All ThinkPad awards

Rate this page

Your input counts

Rate this page

Resources:

- See it in 3D
- Get ThinkPad R50 spec sheet
- Get ThinkPad R40 spec sheet
- Get ThinkPad R40e spec sheet
- R series technical documents
- Watch a presentation

Best blend of portability and essential features

IBM ThinkPad® R Series notebooks offer a lightweight design packed with the essential performance features you need. These affordable notebooks are perfect for frequently mobile users who want easy, ready-to-run computing. ThinkPad R40e models are available at attractive entry prices. The new ThinkPad R50p mobile workstation offers high-performance graphics for displaying detailed designs, dramatic demos and high-powered presentations.

Performance features

Select ThinkPad R Series notebooks feature the Intel® Pentium® M processor. Large, bright XGA or SXGA+ TFT displays are perfect for viewing presentations and demanding applications. Plus, you can get all-day battery life up to 9.6 hours using the system battery with the optional ThinkPad Ultrabay Slim Li Polymer Battery.

Unique data protection features

ThinkPad R50 models offer enhanced reliability features to help safeguard your valuable data. The new IBM Active Protection System is an integrated, user-configurable motion sensor that continuously monitors your ThinkPad notebook and temporarily stops the hard drive to help prevent some hard drive crashes when a fall or similar event is detected. The IBM Integrated HDD ShockAbsorber provides impact protection from crashes that could occur when setting the notebook on a hard surface while in use.

New design (Features & benefits' tab):

United States

Home | Products & services | Support & downloads | My account | Call 1-888-SHOP-IBM ext.7000

Select a country

Personal computing

ThinkPad notebooks

R Series

T Series

X Series

G Series

Services

Support

Presentations

News & awards

Literature

Request a catalog

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Related links:

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Government

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ThinkPad R Series

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All ThinkPad awards

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Product features

- Performance features
- Unique data protection features
- High performance wireless
- Cisco compatibility
- IBM ThinkPad Ultrabay™
- Optimized for connectivity
- High-speed Gigabit Ethernet connectivity
- Image compatibility

IBM Service and Support

- IBM Service and Support
- ThinkVantage™ Technologies
- IBM Rapid Restore software
- TCG-compliant IBM Embedded Security Subsystem 2.0
- ThinkVantage™ Designs
- ThinkPad UltraNav™ multipointing system
- ThinkLight™ keyboard light

What's new

June, 2003
Top 15 Notebook PCs:
Power: IBM ThinkPad R40
PC World

March, 2003
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PC World

All ThinkPad awards

Rate this page

Your input counts

Rate this page

Part 2B – Series ‘Features & benefits – Highlights’: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
TOC anchor links make page easier to explore	13	14
More effective presentation	13	12
Overall, prefer new design	13	14

New design likes:

- Easier navigation, topics can be viewed without scrolling, one click to get to topic of interest, easy to ‘zero in’
- Spec sheet resources at the right is good, they are ‘related links’, not part of main content

New design dislikes:

- Technical terms need better definition (e.g., what is ‘Image compatibility’?)
- Some commented that the page really contains ‘features’, but no ‘benefits’
- Some commented that this page had too much information; perhaps eliminate this page and add some of this content to sub-series comparison

Conclusion: New series ‘Features & benefits – Highlights’ page superior to current design, but content may need some improvement

Part 2C – Series 'Features & benefits – Sub-series comparison'

New design:

- The current site does not have direct means to learn about sub-series differences
- Like the series comparison grid, items in the grid have links to descriptions in a popup, which in turn has links to the related 'learn' pages – allowing the user to 'drill down' for more information

The screenshot shows the IBM ThinkPad R Series product page. On the left is a navigation menu with links like 'Personal computing', 'ThinkPad notebooks', and 'Shopping help'. The main content area is titled 'ThinkPad R Series' and features a 'Sub-series comparison' tab. Below this is a table comparing various features across different sub-series. A red arrow points from a feature in the table to a popup window titled 'IBM Embedded Security Subsystem'. The popup provides detailed information about the security features and includes a link to 'Learn more about IBM Embedded Security Subsystem'.

IBM Embedded Security Subsystem
The benefits of computer security are often discovered too late—when the cost of not having it becomes painfully clear. Unlike software-only protection, the IBM Embedded Security Subsystem is a hardware- and software-based technology that protects your company's vital security information, such as passwords, encryption keys and electronic credentials. It also protects against unauthorized user access to help keep all your information safe and provide you with the most secure PC.
→ [Learn more about IBM Embedded Security Subsystem](#)

IBM Hard Drive Active Protection System
The new IBM Active Protection System is an integrated, user-configurable motion sensor that continuously monitors your ThinkPad notebook and temporarily stops the hard drive to help

Sub-series feature/benefit	R40	R40e	R50	R50p
Intel® Centrino™ mobile technology				
All-day computing using system battery plus optional second battery				
Mobile workstation models				
IBM 11a/b/g Wi-Fi® wireless technology				
IBM Active Protection System and HDD Shock Absorber				
IBM Embedded Security Subsystem 2.0				
IBM ThinkPad UltraPointing				

Part 2C – Series ‘Features & benefits – Sub-series comparison’

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
Easy to understand differences across sub-series	12	14
Grid layout is effective presentation	11	14

New design likes:

- Grid is clear, concise, effective way to comparisons sub-series
- Information is useful for purchase investigation (some thought unnecessary)
- Inclusion of price, weight, display size

New design dislikes:

- ‘Half-moons’ again elicited some negative comments (“The half moons drive me nuts!”)
- Need more info regarding which models have each feature
- Possibly add prices, other base features; reduce some wordiness (e.g., “...models are available at attractive entry prices.”)
- Move Resources links to right to be consistent with ‘Series highlights’ tab, reduce paragraph at top describing the series

Conclusion: New ‘Sub-series comparison’ page is good addition, but ‘half-moons’ and content need some improvement, and Resources links should move to right

Part 3A – ‘Shop/buy’ ThinkPad scenario

Current ‘Shop/buy’:



ThinkPad notebooks

NEW! THE THINKPAD T41P IS THE THINNEST AND LIGHTEST MOBILE WORKSTATION AVAILABLE, OFFERING THE PERFECT BALANCE OF PERFORMANCE AND PORTABILITY

IBM recommends Microsoft® Windows® XP Professional.

Overview: ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

IBM recommends Microsoft® Windows® XP Professional.

View all models: ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

IBM recommends Microsoft® Windows® XP Professional.

Series features:

- Travel weight starting at 5.5 lb
- Available with Microsoft Windows® XP
- 14.1" and 15" TFT displays available
- Standard battery life up to 6.9 hours¹ (select models)
- IBM Active Protection System
- Integrated 11aby Wi-Fi wireless² (select models)
- ThinkPad R40 models available at attractive entry prices
- Select models available with Intel® Centrino™ mobile technology

View models by: All Processor/Speed (selected)

Sort this chart by: Price (lowest to highest)

Model	IBM Web Price	Availability	Processor/Speed	Display Size	Resolution	Pointing Device	Keyboard	Ethernet	Modem	Security
ThinkPad R40	\$999.00*	Available	Mobile Intel® Celeron® processor 2.00GHz	15.0"	1024x768	UltraNav	CD-ROM	10/100 Ethernet	Integrated	56K V.92
ThinkPad R40	\$1,125.00*	Available	Mobile Intel® Celeron® processor 2.00GHz	15.0"	1024x768	UltraNav	CD-ROM	10/100 Ethernet	Integrated	56K V.92

New ‘Shop/buy’:



ThinkPad notebooks

NEW! THINKPAD R50P MOBILE WORKSTATIONS OFFER LARGE GRAPHICS DISPLAYS, HIGH PERFORMANCE PROCESSORS, 15" TFT — STARTING AT JUST 5.8 LB AND 1.4" THIN

IBM recommends Microsoft® Windows® XP Professional.

ThinkPad R Series

BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES FOR FREQUENTLY MOBILE USERS WHO WANT EASY, READY-TO-RUN COMPUTING

IBM recommends Microsoft® Windows® XP Professional.

View all models: ThinkPad R Series

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Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 3A – ‘Shop/buy’ ThinkPad scenario: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
Current & new designs are equivalent for shop/buy task	9	6
New design makes it easier to shop/buy	3	8
Current design makes it easier to shop/buy	1	0

Why new design is easier:

- Consistent tab structure, better layout
- Better layout (2x2) on ThinkPad page, less scrolling, all series above the fold

Why current design is easier:

- One participant thought that more info on the ThinkPad overview page is better, cleaner, and makes it more likely to see ‘View all models’

Conclusion: New tab navigation design integrating ‘shop’ and ‘learn’ information does NOT interfere with current shop/buy path, and new brand page design is significant improvement

Part 3B – Upgrade/add accessory scenario

Current 'ThinkPad owner' path:

The screenshot shows the IBM ThinkPad owners page. The left sidebar contains navigation links for 'ThinkPad notebooks', 'Think Express', 'Accessories, upgrades & docking', 'Services', 'Support', 'ThinkVantage Technologies', 'ThinkPad owners', 'ThinkPad community', 'Training', 'Presentations', 'News & awards', 'Literature', and 'Request a catalog'. The main content area is titled 'Power & Power Protection' and features a 'STAY PRODUCTIVE LONGER' banner. Below this, there is a list of 'Featured products' including various ThinkPad batteries and surge protectors. A 'QuickBuy' section on the right allows users to enter a part number to add items to their cart. The bottom of the page has a 'Support' section with links for 'Warranty info', 'View cart', 'Open saved carts', 'Estimate shipping', 'Estimate leasing', 'Order status', 'Returns policy', 'Shopping guarantee', and 'Related links'.

New 'Already own?' tab path:

The screenshot shows the IBM ThinkPad R Series page. The left sidebar contains navigation links for 'ThinkPad notebooks', 'R Series', 'T Series', 'X Series', 'G Series', 'Services', 'Support', 'Presentations', 'News & awards', 'Literature', and 'Request a catalog'. The main content area is titled 'ThinkPad R Series' and features a 'BEST BLEND OF PORTABILITY AND ESSENTIAL FEATURES' banner. Below this, there is a 'Products' section with links for 'Features & benefits', 'Already own?', and 'Request a catalog'. The 'Already own?' tab is selected, showing a list of accessories and a 'Support' section with links for 'R Series downloads and drivers', 'Submit a request', 'General ThinkPad support', 'Warranty', 'Check your warranty', 'General warranty information', 'Browse warranty upgrades', and 'Automated solutions'. The bottom of the page has a 'Support' section with links for 'Warranty info', 'Shop by part number', 'View cart', 'Open saved carts', 'Estimate shipping', 'Estimate leasing', 'Order status', 'Returns policy', 'Shopping guarantee', and 'Related links'.

Note: These pages are samples of the walkthrough materials, and were provided as hand-outs during ratings.

Part 3B – Upgrade/add accessory scenario: Results

Current design vs. new design ratings:

Rating Question	SMB (n=13)	LE (n=14)
New 'Already own?' tab makes it easier to find series-specific accessories and upgrades	13	12
Overall, prefer new design	13	12

New design likes:

- Better layout and navigation with tab design, more intuitive, more easily spotted
- Series-specific access is easier, less options to browse/search through
- Useful placement of this functionality within the overall tab structure

New design dislikes:

- One participant thought that the current design is more visually appealing
- Consider moving serial # entry field from right column into center space

Conclusion: 'Already own?' tab provides improved access to series-specific upgrades and accessories, a definite improvement over the 'ThinkPad owner' left navigation pane link to non-series-specific items

Design validation conclusions & final comments

Design conclusions:

- Overall, 'shop'/'learn' integration and tab navigation viewed as tremendous improvement for purchase investigation tasks by virtually all participants
- New design increases awareness of, and likelihood to view, 'learn'/technology information
- Almost all new page designs viewed as great improvements, especially addition of comparison grids and bringing all brand page series 'above the fold'
- New site structure does not interfere with shop/buy task; in fact, page design changes improve the simple shop/buy task
- 'Already own?' tab improves upgrades/accessories task; some confusion over 'Series accessories' tab
- Reduction in content positively viewed, but content should be further reduced where possible
- Two-column design for Brand Shop page preferred, but add 2 or 3 key differentiators
- Grids are great, but improve the 'half moon' graphic

Final discussion & comments:

- Though new design increases awareness and likelihood to view 'learn' information, increased consideration, preference, and likelihood to buy depends on convincing content
- General consensus: New design is on track, great improvements in navigation & page design
- Site info better integrated, tab navigation simpler/easier; some e-site users requested we redesign their sites similarly
- Increased awareness & likelihood to view learn/technology info, but increased preference/likelihood to buy dependent on truly convincing case for true benefits over competitors; 'qualified' TCO and ROI info available?
- Some final comments: "Hurry to implement"; "great new design"; "getting better, easier, more 'intuitive'"; 'excellent discussion group'