

## Bit Group delivers a strategic user experience roadmap to increase the quality of sales leads through IronMountain.com

Iron Mountain Inc., a trusted partner to corporate clients worldwide, helps organizations around the world reduce the costs and risks associated with information protection and storage. With over \$2.5 billion in global sales, the Iron Mountain website has become a critical business channel for lead generation and customer communications for over 90,000 corporate clients.

Iron Mountain partnered with Bit Group in order to better understand how well its website was fulfilling its goal of increasing lead generation, and what areas of the complex site would benefit the most from targeted, incremental updates. Bit Group conducted a user experience and usability assessment that led to the creation of an implementation roadmap of specific, actionable initiatives.

### Challenge: Identifying & prioritizing focused improvements to the user experience

With an aggressive international growth plan, a complex array of service offerings, and stringent compliance requirements, Iron Mountain has always faced difficult challenges in website development and maintenance. Over time, IronMountain.com has developed in an interactive fashion to accommodate these ever expanding needs.

Iron Mountain recognized that the site was becoming more difficult to navigate, with inconsistent navigation, layout, and conventions. Additionally, site maintenance had begun to suffer. Making site-wide updates had become increasingly complicated and plans were underway to implement dozens of new international sites, with inadequate safeguards for consistency in place.

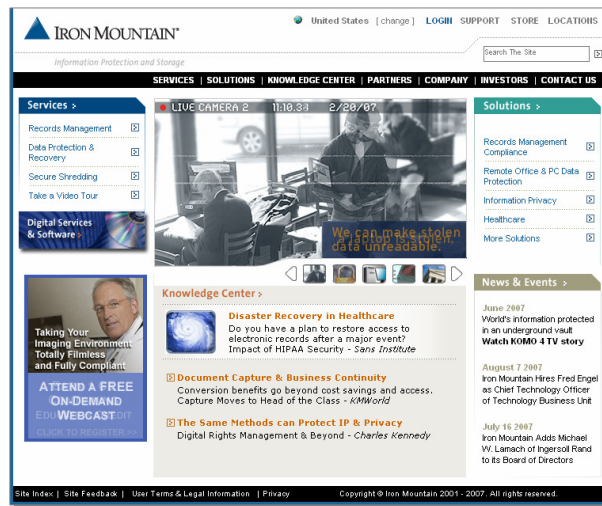


Figure 1: Current homepage at IronMountain.com

### Solution: A comprehensive heuristics evaluation, site assessment and implementation roadmap

Iron Mountain called on the experience of Bit Group's user experience and design team to perform a usability study of the website and to provide concrete recommendations for next steps based on industry standards. Bit Group conducted a thorough review of the available brand, marketing, and competitive documentation in order to select twenty core site features for review. The team then performed an evaluation that mapped and weighted each site feature to a set of 10 widely accepted interactive design principles or "heuristics", with each team member independently scoring the Iron Mountain



website features against best practices. The final deliverable was a clear point-based snapshot of the state of the IronMountain.com website.

Feature 1: Homepage		★ ★ ★ ☆ ☆
Expectation	Final Score	Notes
1. Effectively communicates corporate values (1)	.5	The basic elements (tagline, service benefits, links to services/solutions) which communicate the corporate values exist, but presentation needs improvement to make them noticeable.
2. Clear user flows and "calls to action" (1)	.5	There are many links, link styles, and images on the homepage which compete for attention. The tight margins and duplication of information (i.e. Records Management) make it difficult to discern user flows for any particular grouping of information. The Flash movie includes links at the end of each segment, but disappear quickly.
3. Supporting power users vs browsing types (1)	.5	Besides the Search box in the top right corner, the homepage primarily supports browsing audiences. Quick links jump the user 3 levels deep which helps power users, but could be better promoted.
4. Spotlights and links support key objectives and site goals (1)	.75	Lead generation is the primary site goal, therefore, the homepage must promote services, solutions, and competence in the field. The spotlights are in the right direction, but need work to make them more effective.
5. Overall appropriate tone and brand strategy (.5)	.25	Dark blue, black, and beige are the more prominent colors used in the homepage, which is appropriate, but the overall design does not exude innovation and trusted because it seems outdated.
6. Easy to scan and read, maximized page density (.5)	0	The Flash movie is the most prominent feature on the homepage, seemingly surrounded by a lot of text. The lack of white space forces the user to read everything. More white space is needed, as well as thumbnail images for highlighting small groups of content. The 800x600 fixed resolution with blue background makes the page feel tight.
<b>Total 2.5</b>		

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Figure2: Homepage heuristic evaluation presentation

In parallel, Bit Group planned and executed a Focus Group of a cross section of the Iron Mountain sales personnel in order to determine how well they perceived different areas of the site contributed to lead generation and new sales.

Finally, the Bit Group team prepared an Assessment Findings Report which placed the scores from the Heuristic Evaluation with the context of several Iron Mountain priorities, including that of the sales force. This prioritized list of usability findings and "quick win" initiatives, rated by effort and priority, allowed Iron Mountain to make decisions about site updates based on company and site goals as well as industry best practices.

## The Results

- Clear, and actionable site heuristics evaluation document
- Recommendations based on core usability principles tied to company and web goals
- Prioritized roadmap with options by stage
- "Quick Wins" list of improvements, prioritized based on user feedback

## About: Iron Mountain

Founded in 1951, Iron Mountain is the "world's trusted partner for information protection and storage services." With corporate clients throughout North America, Europe, Latin America and the Pacific Rim, Iron Mountain offers comprehensive records management, data protection, and information destruction solutions along with the expertise and experience to address complex information challenges such as rising storage costs, litigation, regulatory compliance and disaster recovery.

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