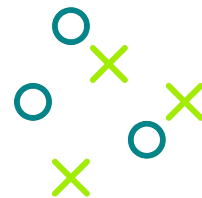


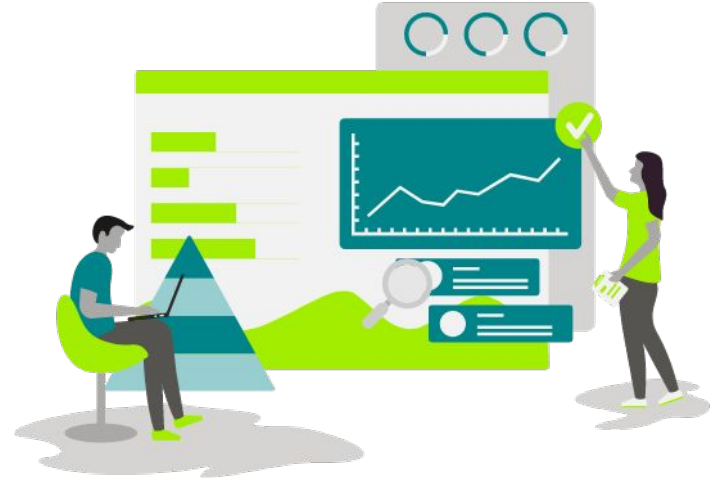
Tungsten Fabric website

UX Audit by CodiLime UX/UI Team



Agenda

- Why does TF website need UX improvements?
- Problem statement
 - Home page
 - “Get started” subpage
 - Accessibility and readability
 - Graphics and icons
 - General feedback
- Proposed solution



Why website needs UX improvement?

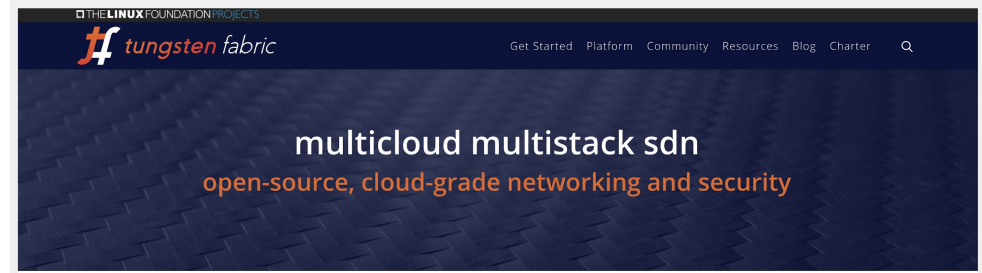
The effectiveness of a website is dependent on one key factor: user experience. It must be easy to navigate, simple to operate, and offer a user all the essential information about the product you are offering. Without an angle or a strong selling point, any product can easily fail.

Our goal is to point out some of the UX mistakes and errors that we have found in your website and to encourage you to take a closer look at your users' expectations.

Problem statement

Home page

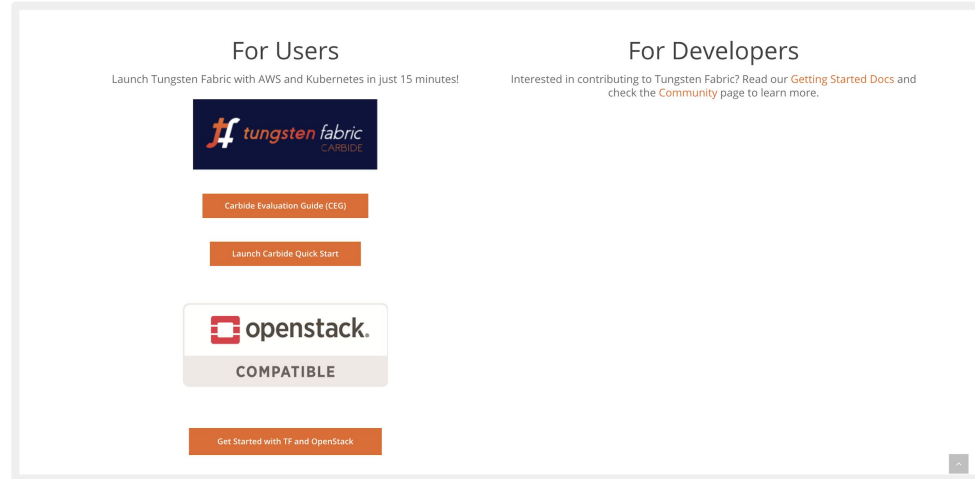
- Potential for great presentation of a product is not being used. Two sentences about the product with some bullet points offer no tangible knowledge to a brand new visitor.
- No eye-catching design on the page makes it a dull experience and lack of clear navigation hinders from finding the relevant info.
- Items in the menu are confusing for users - some lead to pages while other are a link to a document.



The image shows the main content area of the Tungsten Fabric website. It features a heading 'One To Rule Them All' and a sub-heading 'Solve your tooling complexity and overload with the simplicity of only one networking and security tool. Save time and swivel-chair fatigue from context switches as you consolidate:'. Below this is a list of bullet points: 'Connecting multiple orchestration stacks like Kubernetes, Mesos/SMACK, OpenShift, OpenStack and VMware', 'Choosing an SDN plug-in for CNI, Neutron, or vSphere', 'Networking and security across legacy, virtualized and containerized applications', and 'Multistack and across-stack policy control, visibility and analytics'. To the right of the text is a circular diagram with the 'LF' logo in the center, surrounded by logos for Kubernetes, Docker, Mesos, OpenStack, CNI, VMware, and vSphere. At the bottom of the content area is a dark blue box containing a quote: 'Tungsten Fabric's versatility and at-scale operation, on any IP network infrastructure and any cloud IaaS, has made it very popular in many use cases. As a new Linux Foundation project, we're one step closer to making it the gold standard of SDN for cloud builders and cloud-native platform engineers. Juniper Networks has a long-standing commitment to the open-source ecosystem, and we look forward to the wider scope of innovation and collaboration under the Linux Foundation.' followed by the attribution '—Randy Bias, VP Technology and Strategy, Software, Juniper Network'.

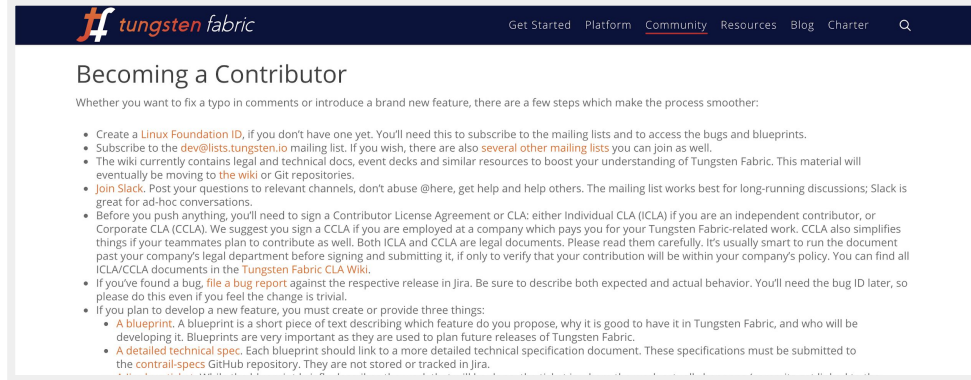
“Get started” subpage

- “Get started” page, should have all the essentials on how to start using it or contributing. Currently, it shows PDF with multiple slides promoting the product, Openstack logo, TF Carbide logo and evaluation guide (without explaining what Carbide is)
- The real info on how to start using TF is underneath, linking to pages that are confusing users as they are outside tungsten.io domain and have different design.



Accessibility and readability

- Users will often exit the website if the information is not easy to find. Current bad readability raises the probability of such an event.
- “Wall of text” within single pages discourages users from consuming the information.
- Lack of good quick start / getting started content discourages users from taking part in this project

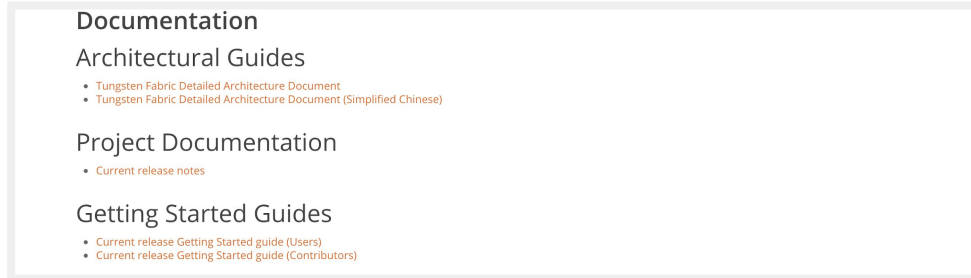


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Becoming a Contributor

Whether you want to fix a typo in comments or introduce a brand new feature, there are a few steps which make the process smoother:

- Create a [Linux Foundation ID](#), if you don't have one yet. You'll need this to subscribe to the mailing lists and to access the bugs and blueprints.
- Subscribe to the [dev@lists.tungsten.io](#) mailing list. If you wish, there are also [several other mailing lists](#) you can join as well.
- The wiki currently contains legal and technical docs, event decks and similar resources to boost your understanding of Tungsten Fabric. This material will eventually be moving to the [wiki](#) or Git repositories.
- [Join Slack](#). Post your questions to relevant channels, don't abuse @here, get help and help others. The mailing list works best for long-running discussions; Slack is great for ad-hoc conversations.
- Before you push anything, you'll need to sign a Contributor License Agreement or CLA: either Individual CLA (ICLA) if you are an independent contributor, or Corporate CLA (CCLA). We suggest you sign a CCLA if you are employed at a company which pays you for your Tungsten Fabric-related work. CCLA also simplifies things if your teammates plan to contribute as well. Both ICLA and CCLA are legal documents. Please read them carefully. It's usually smart to run the document past your company's legal department before signing and submitting it, if only to verify that your contribution will be within your company's policy. You can find all ICLA/CCLA documents in the [Tungsten Fabric CLA Wiki](#).
- If you've found a bug, [file a bug report](#) against the respective release in Jira. Be sure to describe both expected and actual behavior. You'll need the bug ID later, so please do this even if you feel the change is trivial.
- If you plan to develop a new feature, you must create or provide three things:
 - A [blueprint](#). A blueprint is a short piece of text describing which feature do you propose, why it is good to have it in Tungsten Fabric, and who will be developing it. Blueprints are very important as they are used to plan future releases of Tungsten Fabric.
 - A [detailed technical spec](#). Each blueprint should link to a more detailed technical specification document. These specifications must be submitted to the [central-specs](#) GitHub repository. They are not stored or tracked in Jira.



Documentation

Architectural Guides

- [Tungsten Fabric Detailed Architecture Document](#)
- [Tungsten Fabric Detailed Architecture Document \(Simplified Chinese\)](#)

Project Documentation

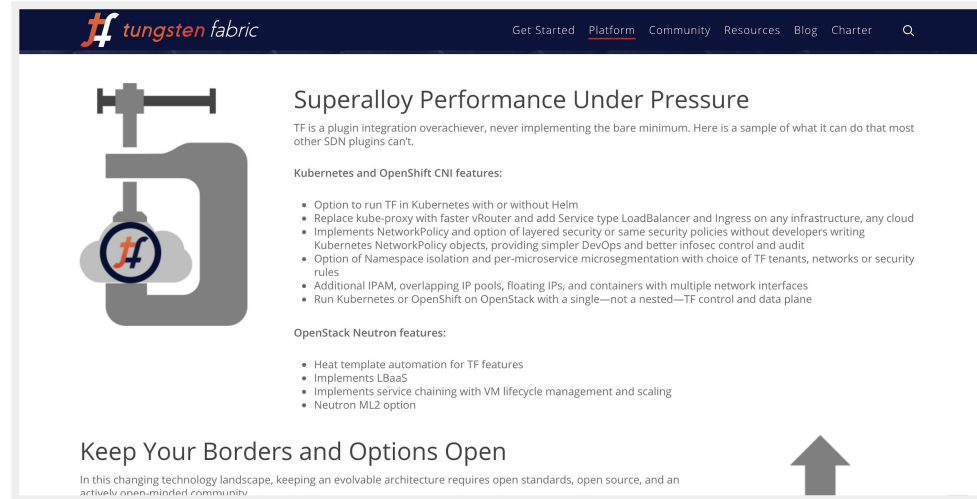
- [Current release notes](#)

Getting Started Guides

- [Current release Getting Started guide \(Users\)](#)
- [Current release Getting Started guide \(Contributors\)](#)

Graphics and icons

- Graphics on the page do not enhance the experience and provide no visual aids.
- Current graphics are not mobile-friendly.
- Huge in size, low on detail, not much color - they are the polar opposite of eye-catching and interesting, making the website discouraging to the visitor.
- Website design should be more enjoyable to look at, while making it straight to the point.



The screenshot shows a website header for 'tungsten fabric' with navigation links: 'Get Started', 'Platform', 'Community', 'Resources', 'Blog', 'Charter', and a search icon. The main content area features a large, stylized icon of a pressure gauge or valve on the left. To the right of the icon is the article title 'Superalloy Performance Under Pressure' and a sub-headline 'Kubernetes and OpenShift CNI features:'. Below this are two bulleted lists of features. At the bottom of the page, there is a section titled 'Keep Your Borders and Options Open' with a sub-headline 'In this changing technology landscape, keeping an evolvable architecture requires open standards, open source, and an actively open-minded community.' and a large upward-pointing arrow icon.

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Superalloy Performance Under Pressure

TF is a plugin integration overachiever, never implementing the bare minimum. Here is a sample of what it can do that most other SDN plugins can't.

Kubernetes and OpenShift CNI features:

- Option to run TF in Kubernetes with or without Helm
- Replace kube-proxy with faster vRouter and add Service type LoadBalancer and Ingress on any infrastructure, any cloud
- Implements NetworkPolicy and option of layered security or same security policies without developers writing Kubernetes NetworkPolicy objects, providing simpler DevOps and better infosec control and audit
- Option of Namespace isolation and per-microservice microsegmentation with choice of TF tenants, networks or security rules
- Additional IPAM, overlapping IP pools, floating IPs, and containers with multiple network interfaces
- Run Kubernetes or OpenShift on OpenStack with a single—not a nested—TF control and data plane

OpenStack Neutron features:

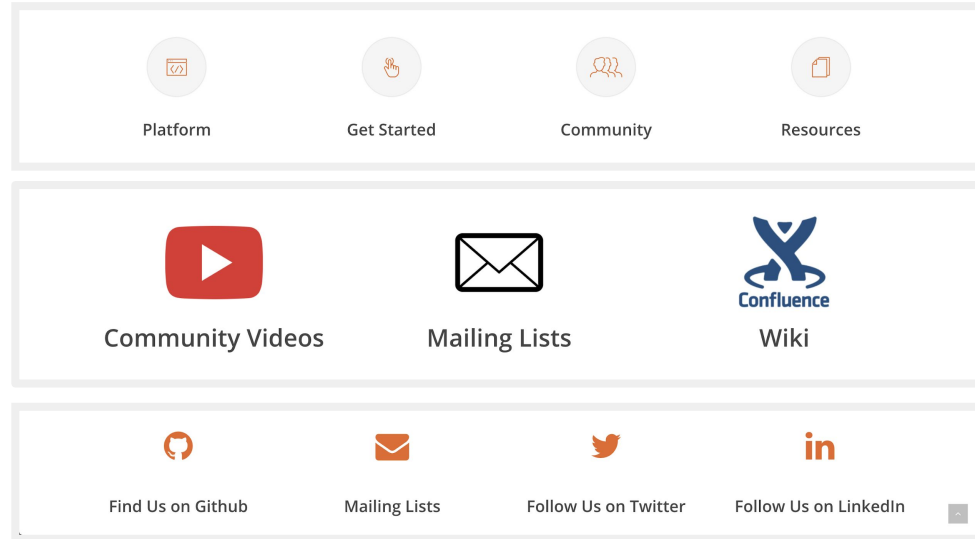
- Heat template automation for TF features
- Implements LBaaS
- Implements service chaining with VM lifecycle management and scaling
- Neutron ML2 option

Keep Your Borders and Options Open

In this changing technology landscape, keeping an evolvable architecture requires open standards, open source, and an actively open-minded community.

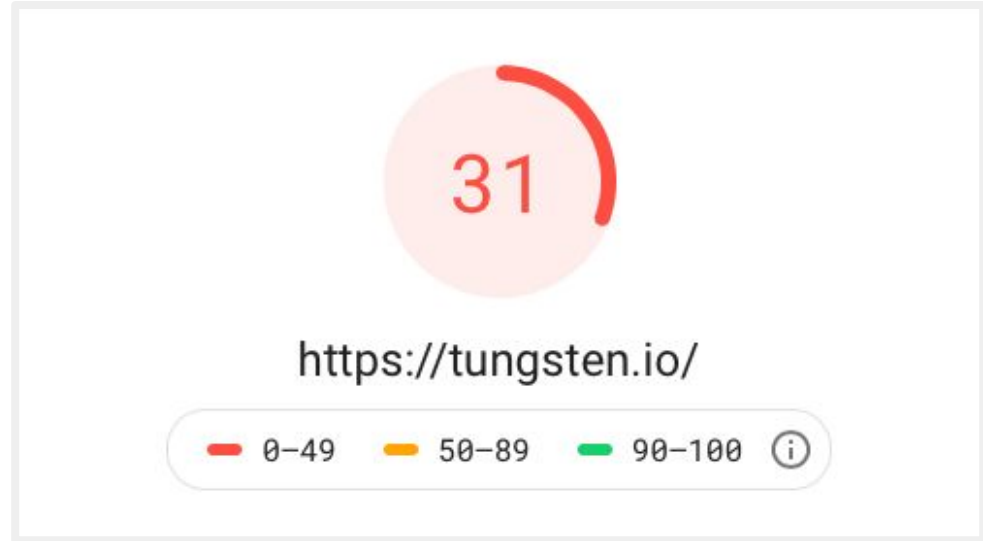
General feedback

- Information architecture is severely lacking, it hinders visitors from finding and internalizing information.
- Current website lacks precise information about the project for developers, contributors or regular users. They should have dedicated sites where all the essentials are easily reachable.
- “Wall of text” type of subpages ruin the experience.



Technical

- Website consist of pages under tungsten.io and github.io and docs.tungsten.io. Each have different design which confuses users.
- Website content is not stored in public repository which limits any contribution
- Page Score and exposure in search results is affected by low [Google PageSpeed Insights](#) score (32/100 for mobile, 50/100 for desktop).



Proposed solution

Proposed solution

Research

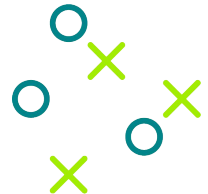
- Define *personas* that will mirror real TF users (user, developer, contributor)
- Prepare new information architecture
- Inspect current content and fill any gaps

Design

- Create new designs in accordance with brand guide
- Create new designs using *mobile first* approach
- Create consistent design for documentation and presentation
- Create mobile friendly versions of images

Develop

- Create a page using Gatsby static page framework to get high page load speed score
- Store all content in publicly available repository
- Create Jenkins pipeline that will build website
- Create documentation of how to maintain the website





Thank you



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