

IKEA

Case Study



Range Offer Input Tool

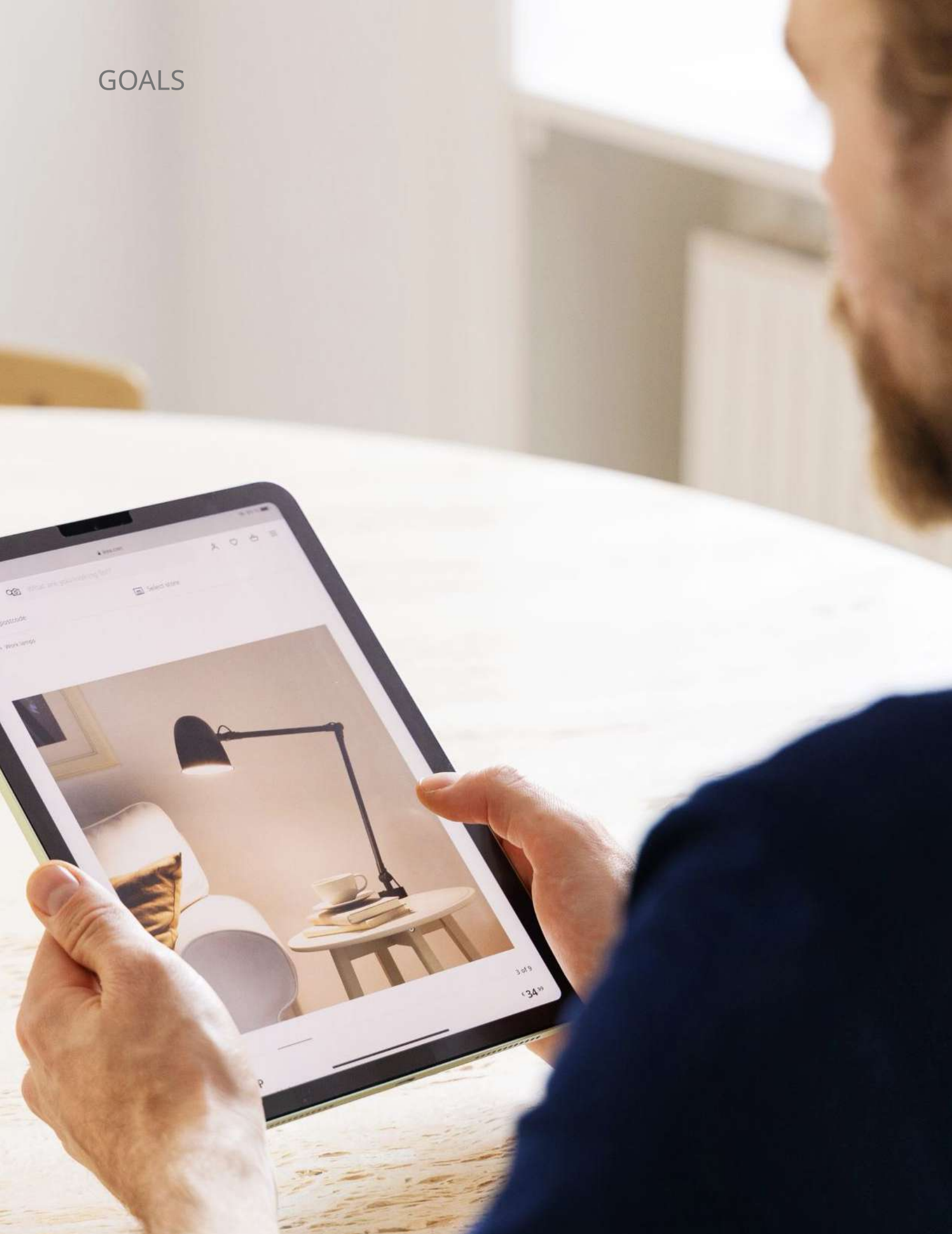
Internal IKEA tool



About the project

It is the internal and worldwide IKEA tool used for analytics and assortment formation in IKEA stores worldwide. The analysis is based on the aggregation and processing of a large amount of data from various sources, as well as such factors as geodata, demographic data, economic indicators of the region, etc.





GOALS

- ① To be an **excellent omnichannel retailer**
- ② We want to base the decision on **data** and how **the range offer performs** with a common view across the value chain
- ③ **New Range** building and dimensioning approach, methodology and model, leading to a more unique, **relevant and commercial offer**

My Role



Research

This process is made so that the requirements and problems obtained meet the target market.



UI Audit

Perform UI audits. make sure nothing goes wrong when the App is made.



Flow Documentation

when the application is continued, it can be easily carried out.



UI Documentation

creation of ui documentation so that developers can code well.



Provide Assets

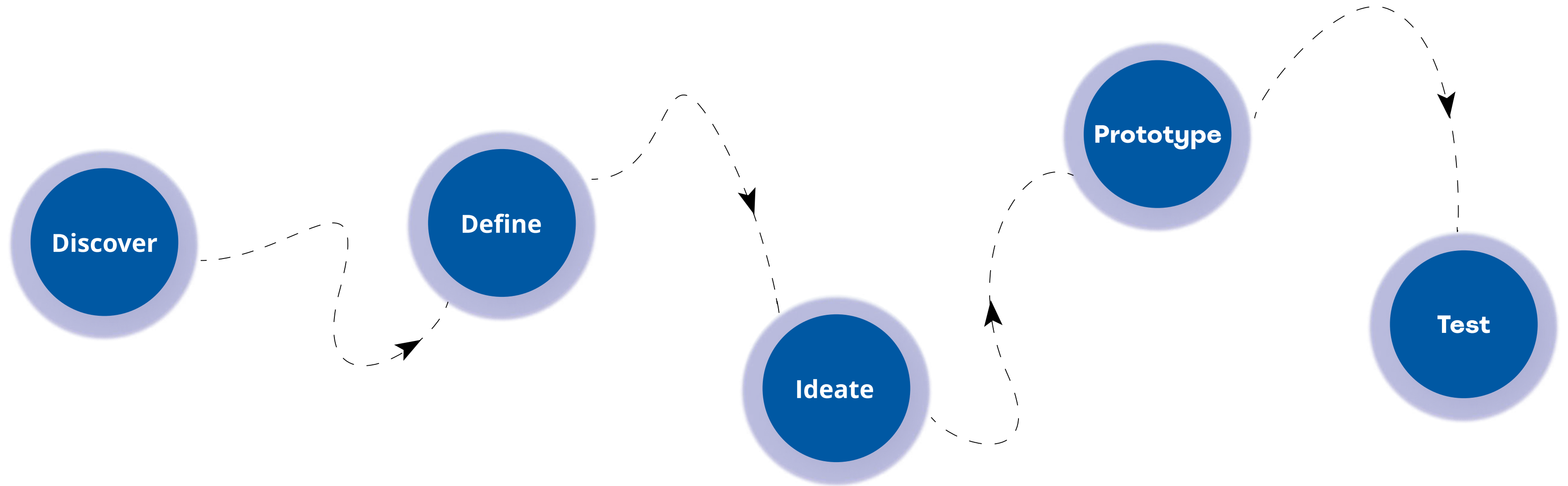
ensure Assets contained in the UI are usable and provide in multiple sizes.



User testing

User testing using UT and AB testing, so that the App can be well received by the user.

Design Process



Johan

"If we are as relevant as possible, we will not be as efficient as possible."

👤 Position: **Core area manager**

Has 20+ years experience of working at IKEA and has been active in various roles during this time.



🌟 **Motivation**

The best motivation for him is to overcome obstacles, specifically building a larger range of offers in the US, but it is a significant challenge.

💻 **Position & Responsibilities**

Johan works with the range offer together with the HFB leaders in his areas. He also works close to the range sales and supply partners to decide how many articles should be in each HFB overall.

Johan is not taking decisions on the range, but his main responsibilities regarding the range offer is to create proposals and facilitate to make the process of creating a relevant range frame smooth.

🧰 **Tools**

Excel

Power BI

CB

MSFR

User Persona



Gain

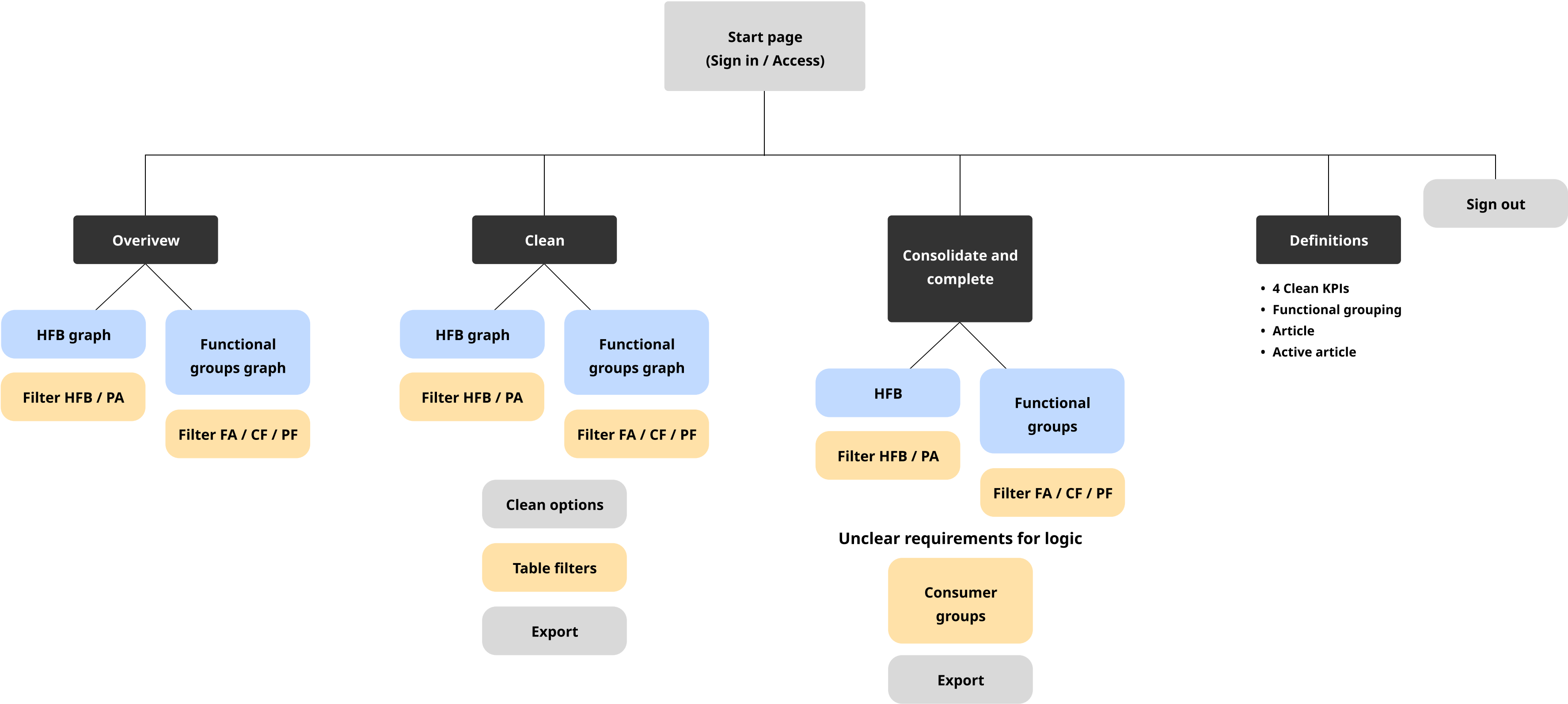
Johan experiences gains through her forward-looking approach, working approximately six months into the future and witnessing the results of her efforts long after completion. Assessing her performance involves evaluating sustained sales rather than immediate impact. Her method involves projecting the number of articles expected to be held in each HFB - range frame and then analyzing if the articles in that frame are meeting the required sales goals. This strategic evaluation allows her to discern what can be trimmed from the product lineup compared to what new offerings should be introduced, emphasizing a proactive and data-driven approach to optimizing the product range.

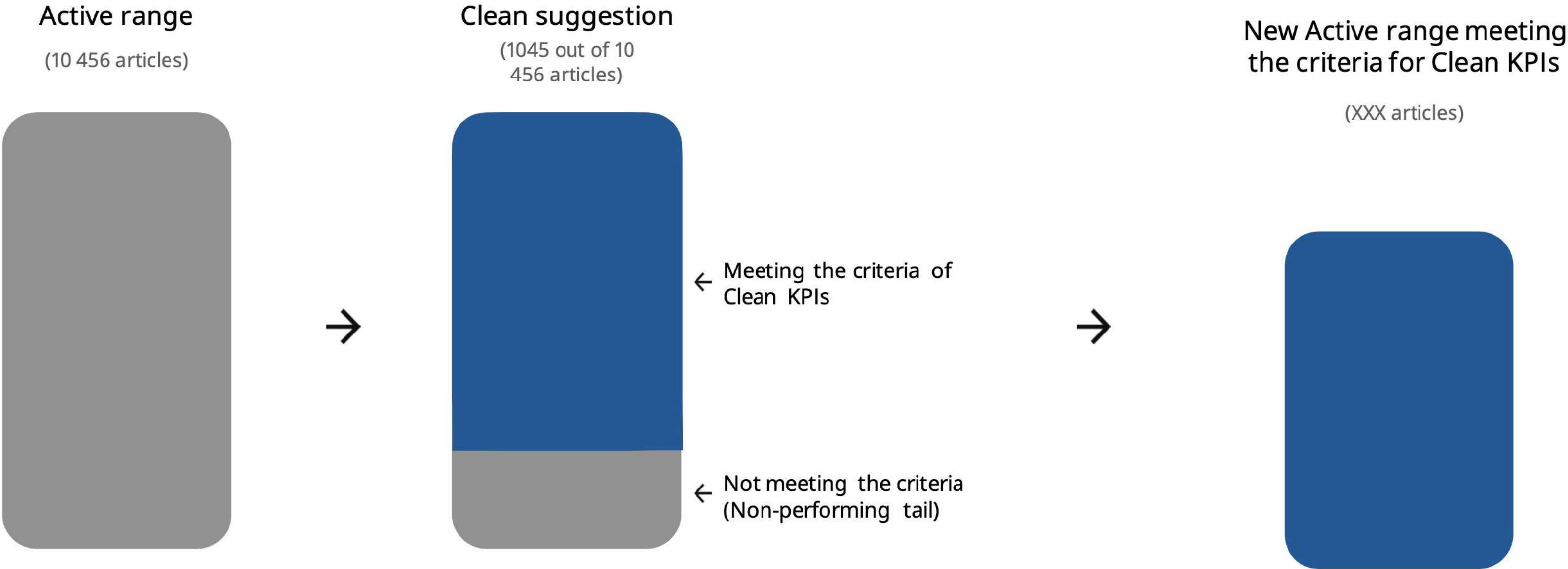


Pain

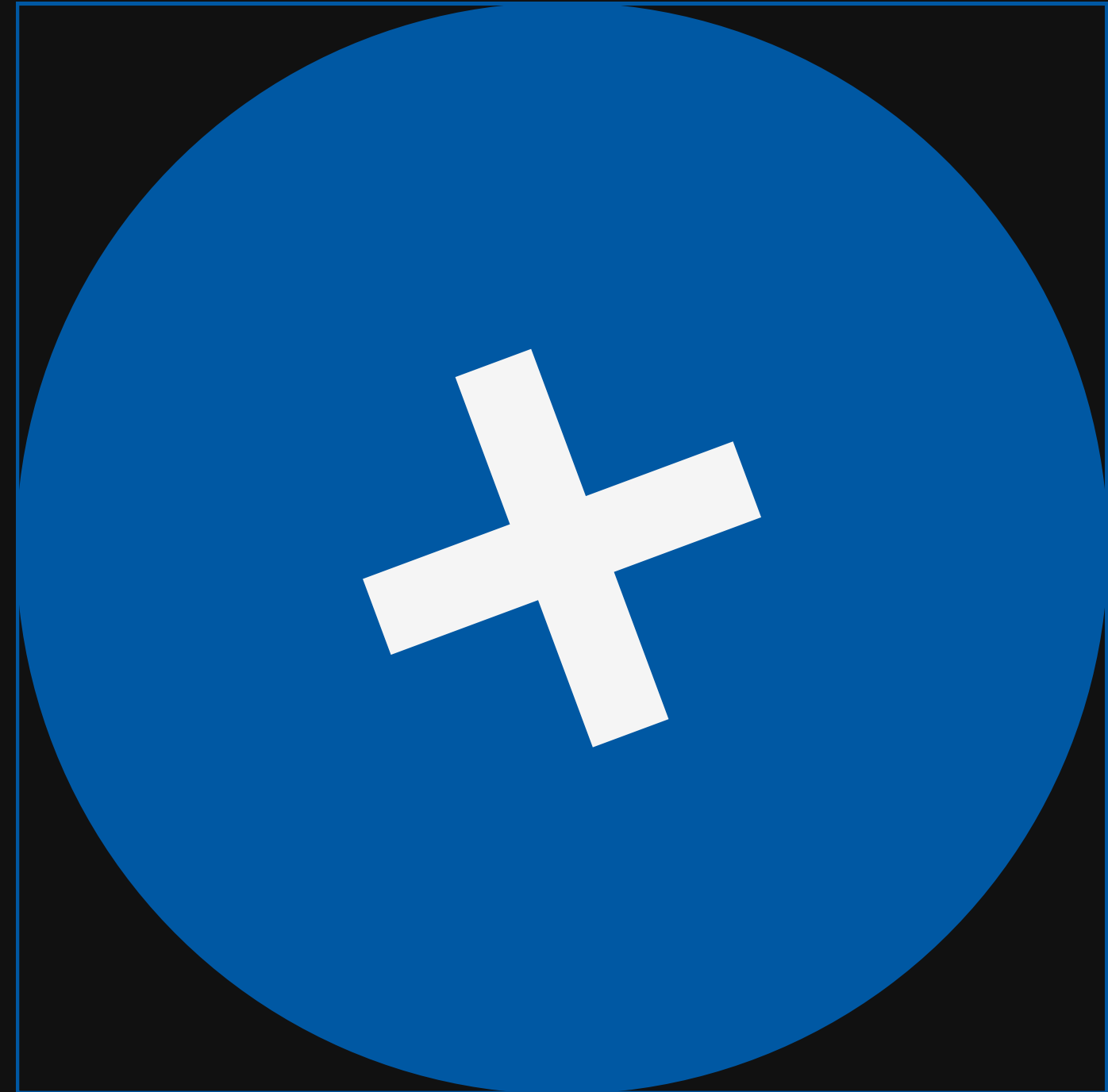
Johan faces challenges, with the foremost being the difficulty in determining the precise number of articles required for each HFB frame. The absence of specific tools for this task adds to the complexity. Additionally, working with new products is challenging due to a lack of insights into their potential performance. This situation is likened to working in the blind, making decisions about what to include and exclude from the product lineup without clear visibility into how these choices will impact overall performance. Despite these hurdles, the persona gains valuable experience in navigating these uncertainties and seeks solutions for more informed decision-making.

Site Map

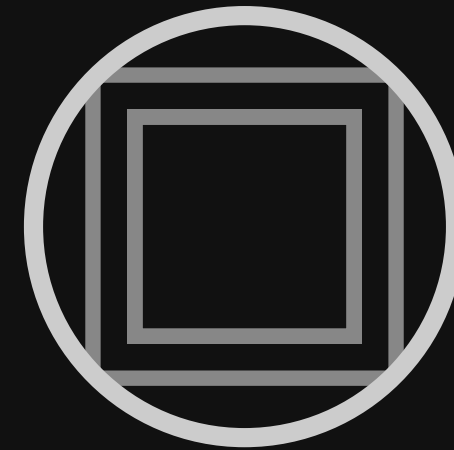




**Let's design
The Tool**



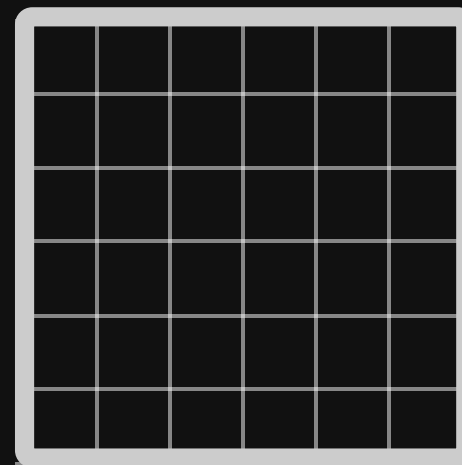
The important
way to follow
the guideline of
DESIGN SYSTEM



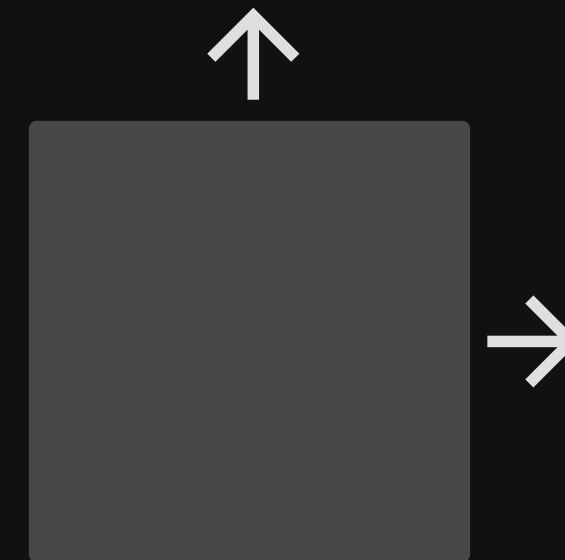
Borders



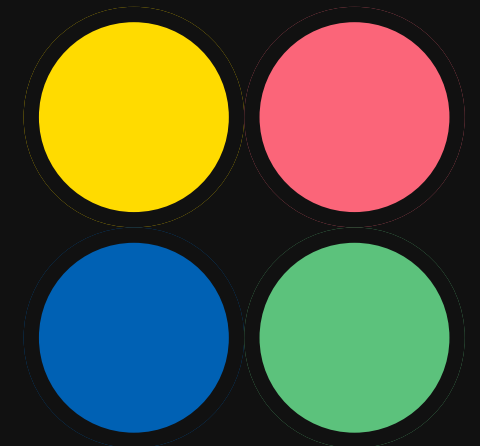
Typography



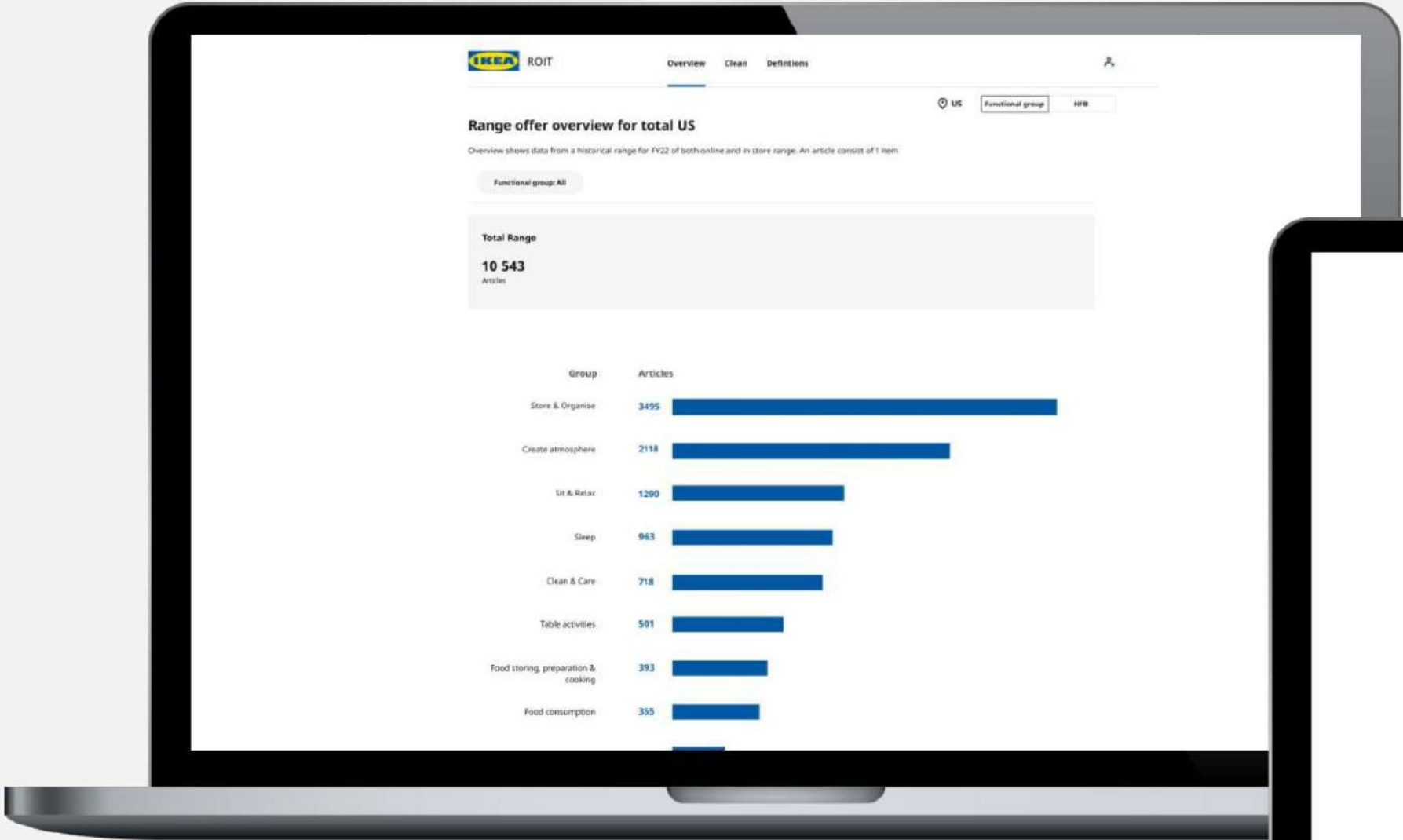
Grids



Spacing

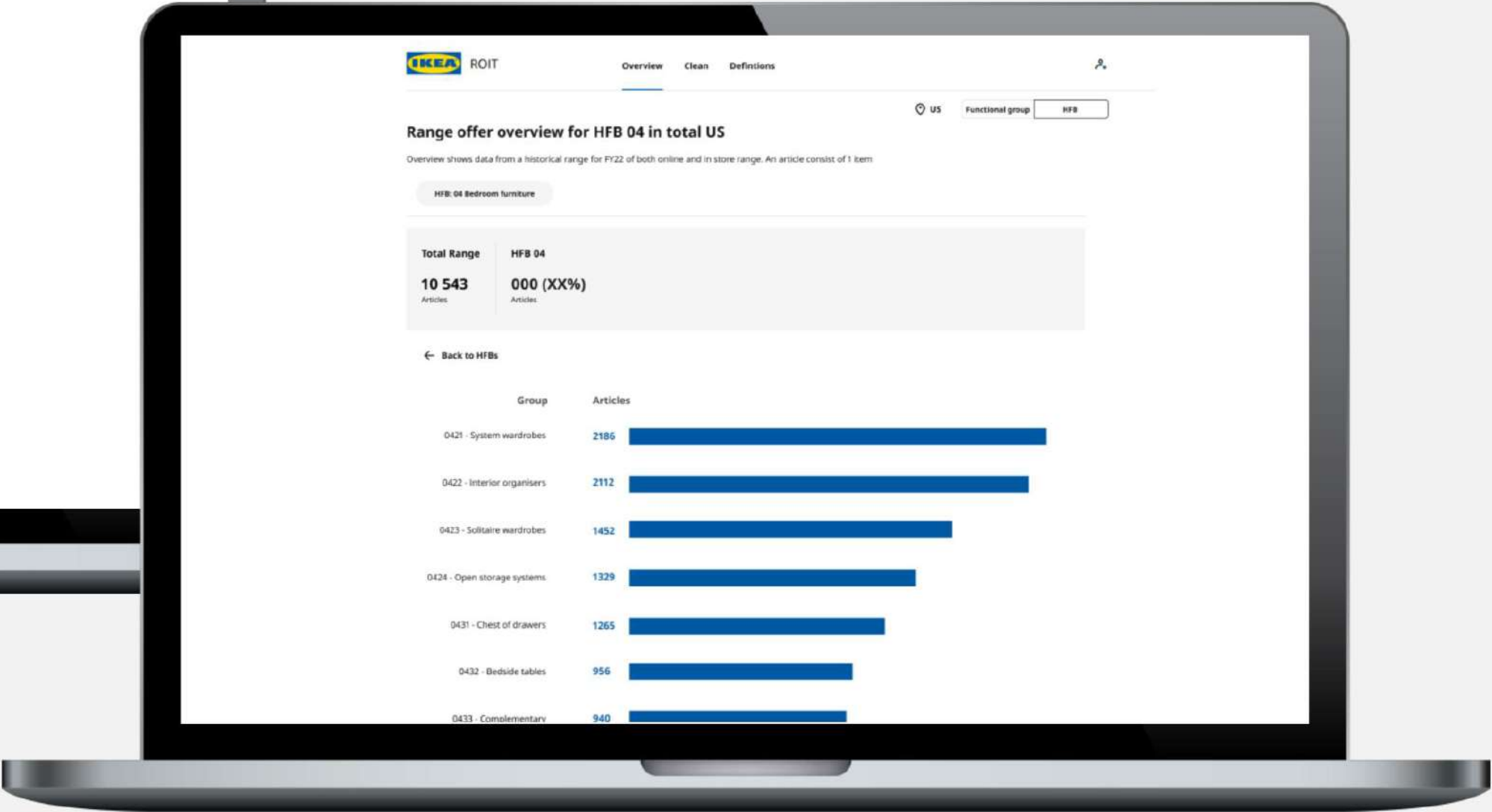


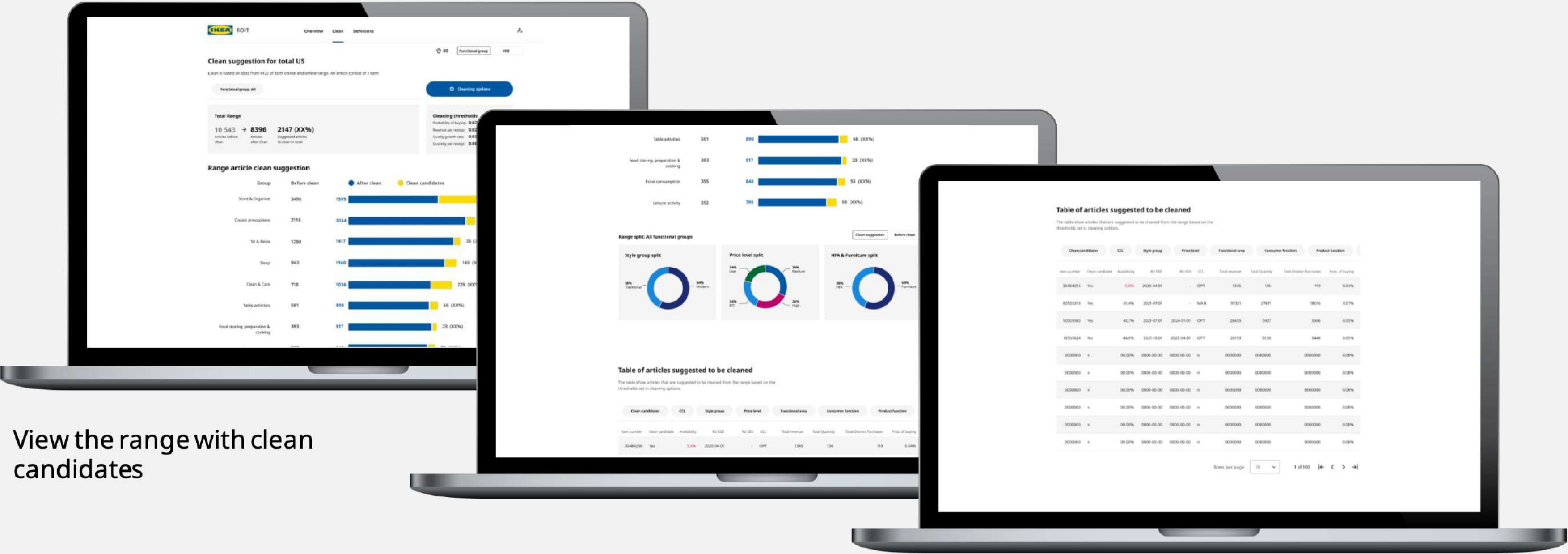
Colours

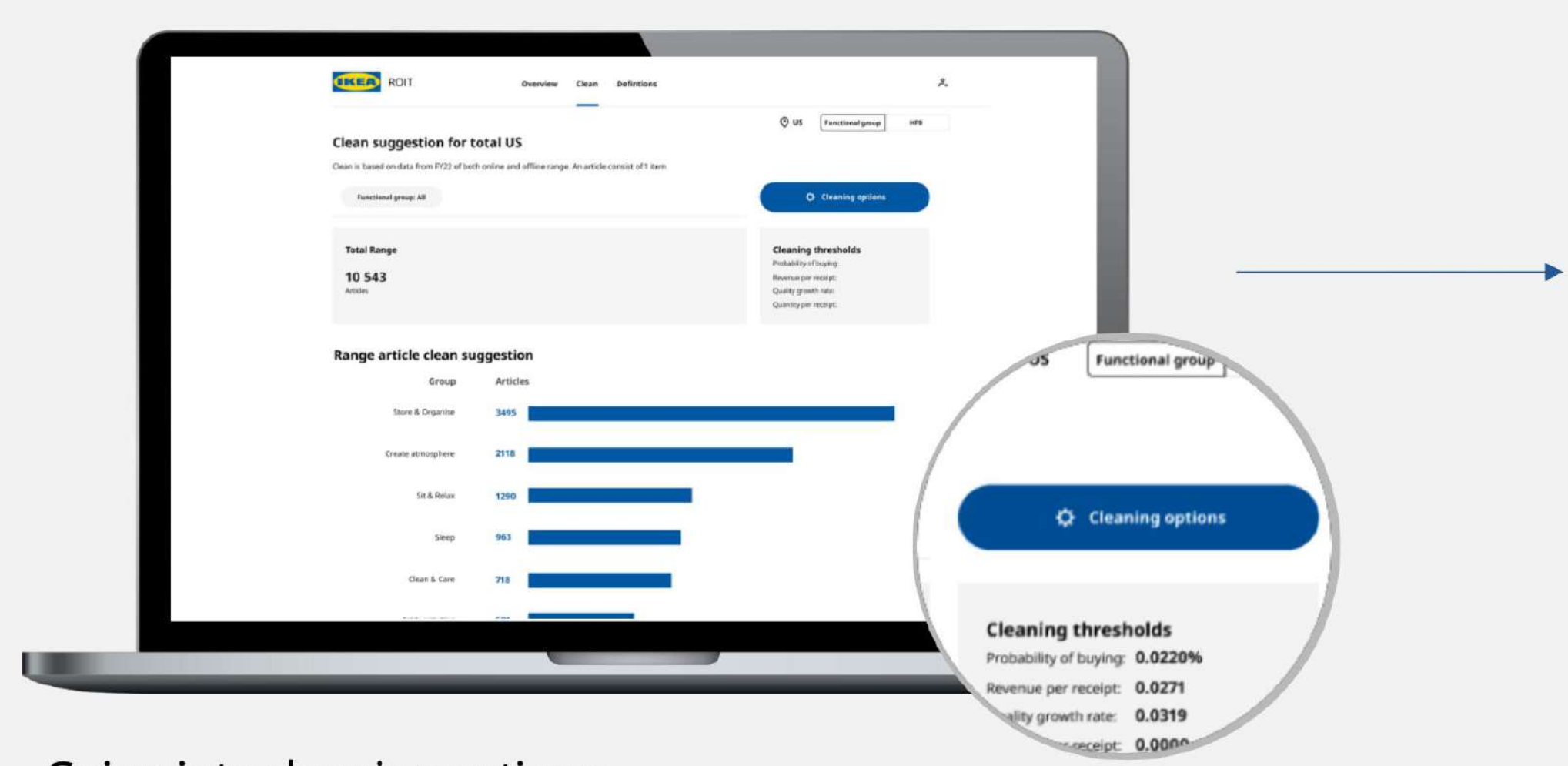


Functional grouping view

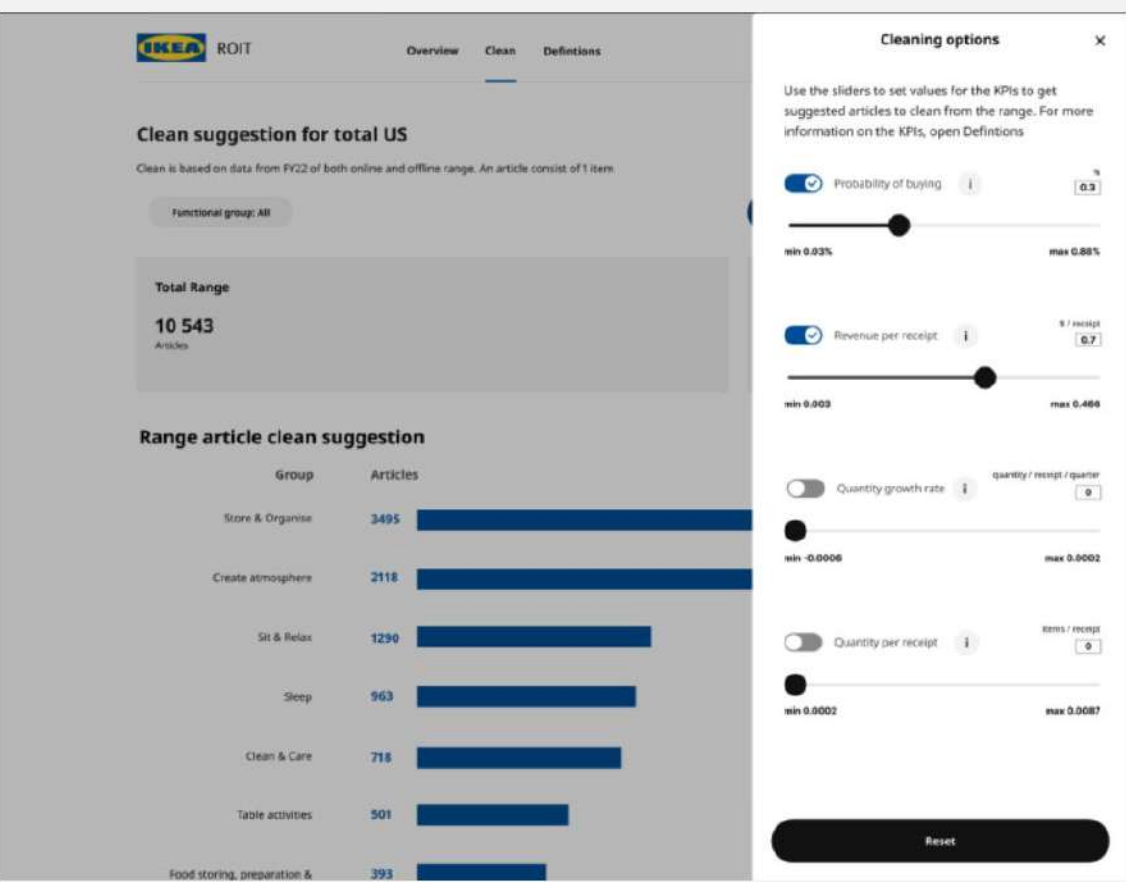
HFB view







Going into cleaning options to set your own cleaning thresholds



Based on your expert knowledge, adjust the 4 KPIs to generate a clean suggestion result



Thank you