

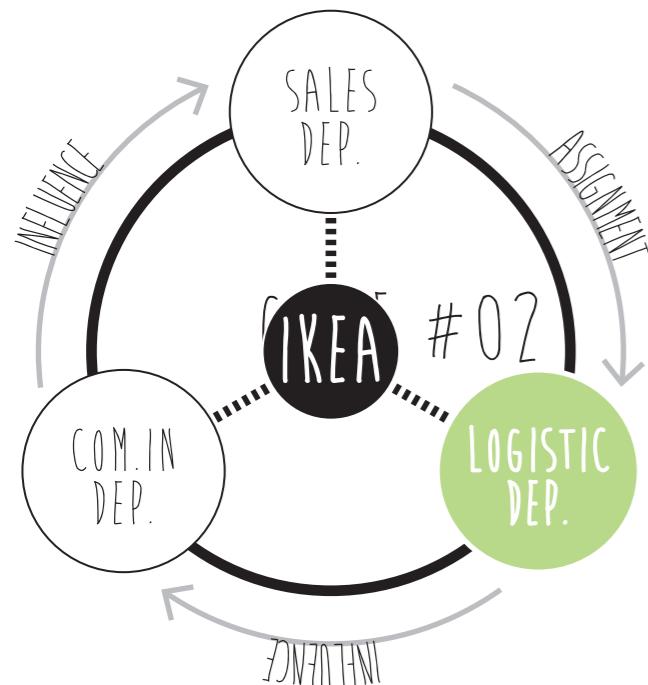


# GAME #01 | TOGETHERNESS'

STORY  
TIMELINE



VALUE COMMUNICATED: **TOGETHERNESS** \_ YOU'RE AN IMPORTANT PART OF A WHOLE.



IN THE IKEA STORE ALL THE DEPARTMENTS ARE CLOSELY CONNECTED, ONLY BY WORKING IN THIS WAY IS IT POSSIBLE TO REACH THE SET GOALS. IT CAN HAPPEN THAT A MANAGER FROM THE SALES DEPARTMENT ASKS FOR SOME SOLUTION OR FOR SOME HELP TO A LOGISTICS MANAGER. ALL THE DECISIONS TAKEN WILL INFLUENCE THE WORK OF THE OTHER DEPARTMENTS. FOR THIS REASON EVERY SINGLE FEEDBACK IS IMPORTANT!

GOAL OF THE GAME: **SHOW HOW IKEA WORKS**

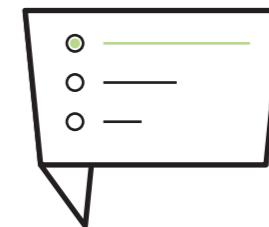


"DIRECT THE CO-WORKERS IN THE DIFFERENT PARTS OF THE WAREHOUSE AND CHOOSE THE RIGHT NUMBER OF 'ITEMS' THAT YOU NEED TO USE TO COMPLETE THE ASSIGNMENT RECEIVED FROM YOUR OWN DEPARTMENT AND THE SALES DEPARTMENT".

STRUCTURE:

## STEP #01

'FOLLOW THE ASSIGNMENT RECEIVED FROM BOTH YOUR OWN AND THE SALES DEPARTMENT.'



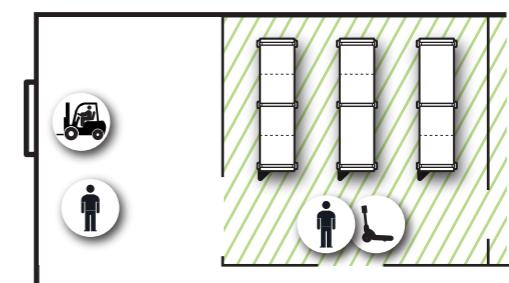
## STEP #02

'CHOOSE THE RIGHT NUMBER OF ITEMS THAT YOU NEED TO COMPLETE THE TASK WITHIN TIME.'

FORKLIFT TYPE 1	FORKLIFT TYPE 2
03	04
CO-WORKERS	TRANSPALLET
14	07

## STEP #03

'LOCATE THE CHOSEN ITEMS AT THE BEST PLACE OF WORK.'





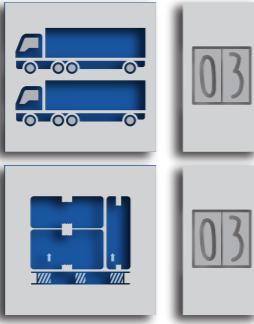
# GAME #01 | TOGETHERNESS'

LOOK & STYLE:

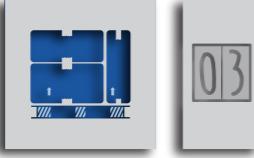
TOPDOWN VIEW - OVERVIEW & HELP

FRONT VIEW: DO IT TO UNDERSTAND IT.

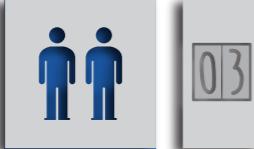
AMMOUNT OF  
TRUCKS INCOMING



AMMOUNT OF  
PALLETS TO STORE



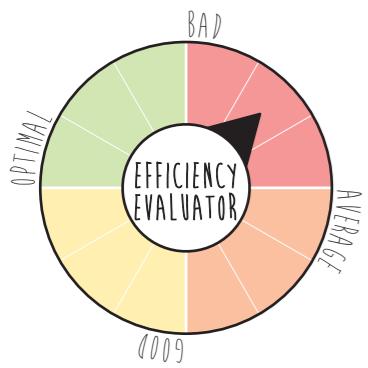
CO-WORKERS  
AVAILABLE CURRENTLY



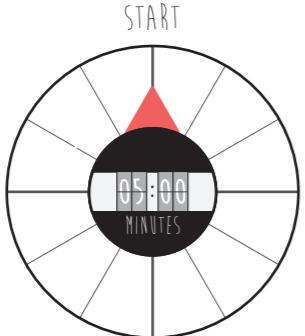
FORKLIFT #01  
AVAILABLE CURRENTLY



FORKLIFT #02  
AVAILABLE CURRENTLY



CURRENT  
EFFICIENCY LEVEL



TIMER



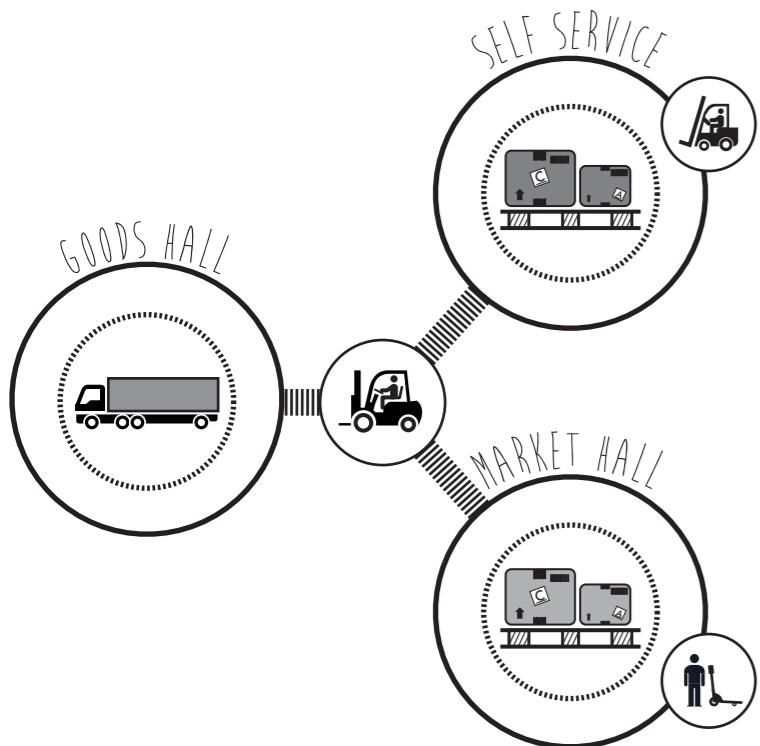


## GAME #02 | 'COST-CONSCIOUSNESS / EFFICIENCY'

STORY  
TIMELINE



VALUE COMMUNICATED: **COSTCONSCIOUSNESS** — LESS COST FOR US AND FOR CUSTOMERS.



EVERY MORNING WHEN ALL THE TRUCKS ARRIVE, A COMPLEX PROCESS STARTS. THE CUSTOMERS WILL NEVER KNOW HOW ARTICULATED IT REALLY IS. ONLY THANKS TO THE GREAT ORGANIZATION AND THE CAPABILITIES OF IKEA MANAGERS, EVERYTHING CAN GO ON IN THE BEST WAY POSSIBLE.

GOAL OF THE GAME: **MANAGE THE GOODS FLOW**



"MANAGE ALL THE GOODS FLOW THROUGH THE DIFFERENT PARTS OF THE WAREHOUSE. PAY ATTENTION TO THE CLOCK AND, OF COURSE, COMPLETE EVERYTHING IN THE MOST EFFICIENT WAY".

STRUCTURE:

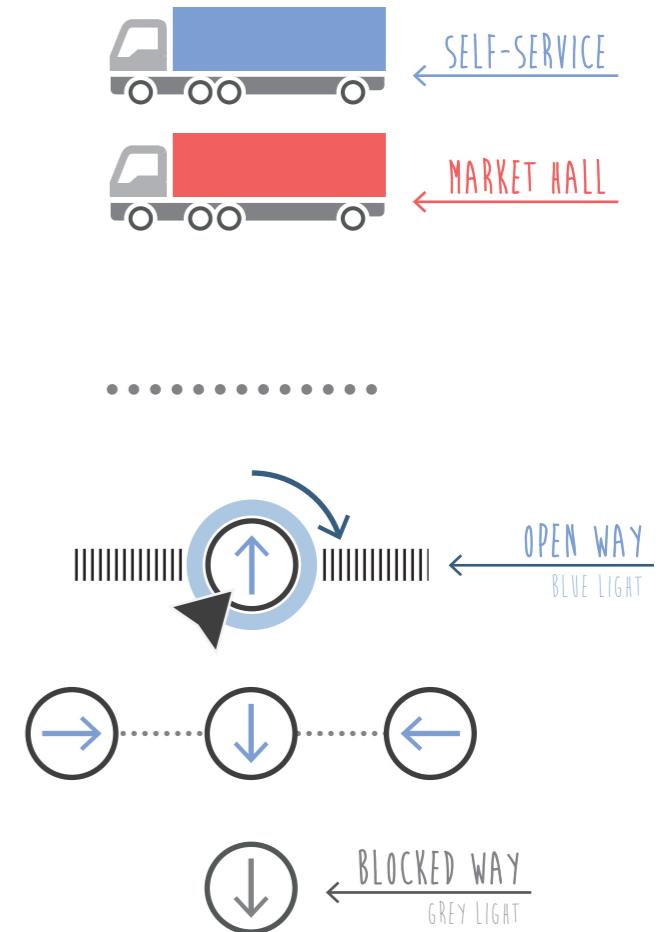
**STEP #01**

'LOOK AT THE COLOR OF THE PRODUCTS TO KNOW WHERE THEY HAVE TO GO.'



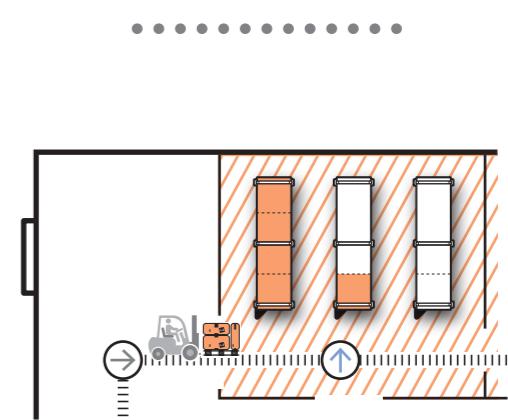
**STEP #02**

'CLICK ON THE SWITCH POINT TO SELECT THE RIGHT WAY.'



**STEP #03**

'UNLOAD ALL THE TRUCKS AND MANAGE THE GOODS FLOW WITHIN THE GIVEN TIME.'





## GAME #02 | 'COST-CONSCIOUSNESS/EFFICIENCY'

TOPDOWN VIEW - ENTIRE WAREHOUSE

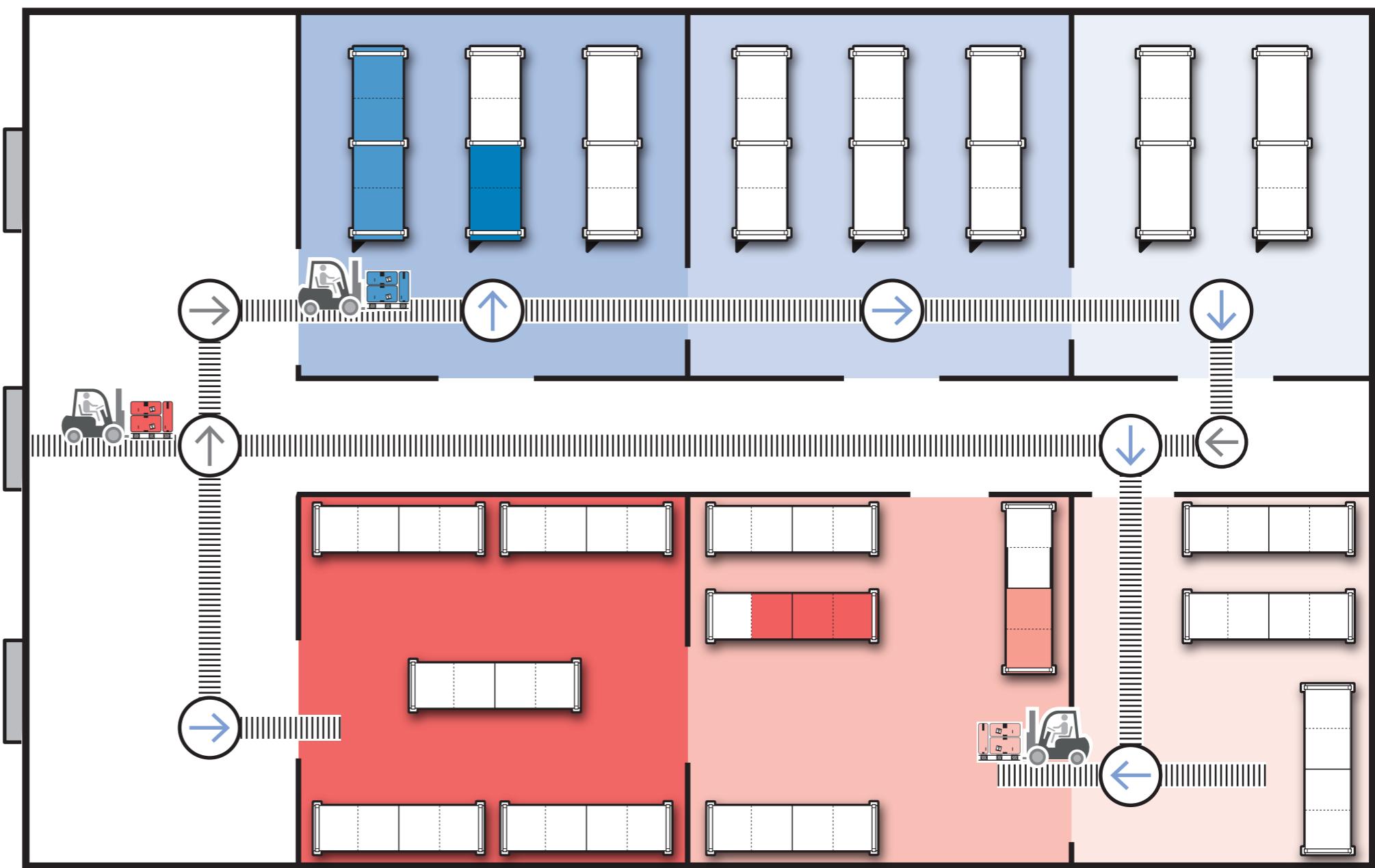
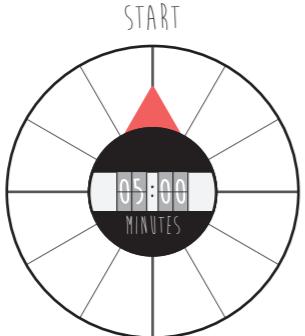
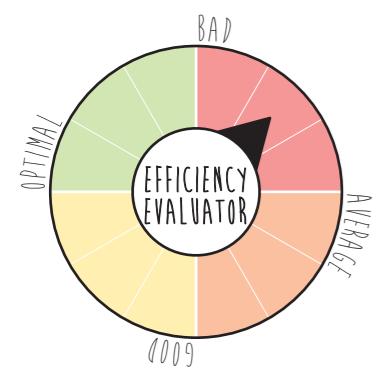
LOOK & STYLE:

SHELVES / DEPARTMENT - COLOR => PROGRESS BAR

ANIMATED FORKLIFT

SCROLLING LABEL

ITEM



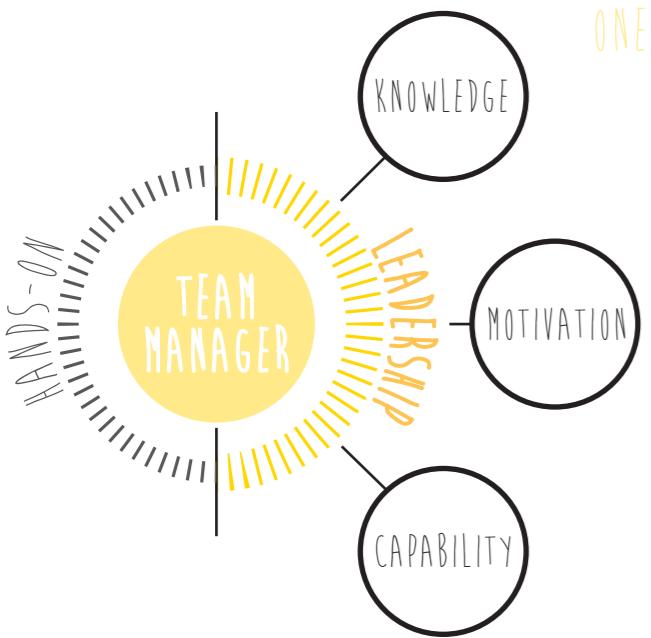


# GAME #03 | 'LEADERSHIP'

## STORY TIMELINE



VALUE COMMUNICATED: **LEADERSHIP** — LEADING BUSINESS AND PEOPLE TOGETHER TO CREATE ONE IKEA



THE IKEA BUSINESS WILL NEVER BE A ONE-MAN-SHOW. IT IS CHARACTERISED BY CO-OPERATION BETWEEN PEOPLE WHO BELIEVE IN THE SAME CAUSE AND RESPECT EACH OTHER'S EFFORTS. EVERYBODY IS IMPORTANT. ONLY BY BLENDING THE RIGHT METHOD OF LEADERSHIP TOGETHER WITH A 'HANDS-ON' MENTALITY, CAN ONE BECOME A TRULY CAPABLE MANAGER AT IKEA.

GOAL OF THE GAME: **MANAGE YOUR TEAM**

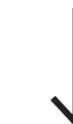


"AFTER AN OVERVIEW OF THE WORK THAT STILL REMAINS TO BE DONE; MANAGE YOUR TEAM BY SOLVING ALL THE PROBLEMS THAT ARISE DURING THE LAST PART OF THE WORK DAY. TEST YOURSELF WITH THE SPECIFIC TASK GIVEN AND PROVE YOUR CAPABILITIES AS A GOOD LEADER".

STRUCTURE:

### STEP #01

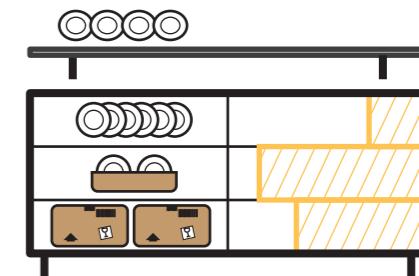
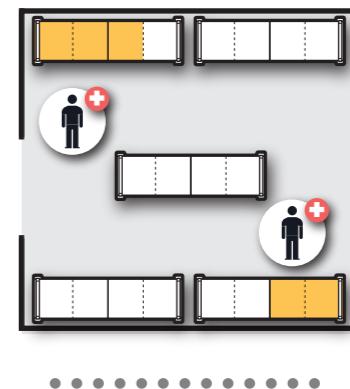
'HAVE AN OVERVIEW OF ALL THE WORK THAT STILL REMAINS TO BE DONE'



### STEP #02

'DO IT, UNDERSTAND IT'  
FILL UP THE SHELF IN THE APPROPRIATE WAY.

PRODUCT	COM. IN.
PRODUCT	SALES
PACK.	LOGISTICS
BOXES	LOG. WAREHOUSE



- 01. FOLLOW THE EXAMPLE AND FILL THE SHELF
- 02. CHOOSE WHAT YOU NEED LOOKING THE GIVEN PERCENTAGE
- 03. DRAG AND DROP THE RIGHT PRODUCT WHEN IT APPEARS ON THE SPECIAL SCREEN 'WHAT'S IN THE PALLET'



### STEP #03

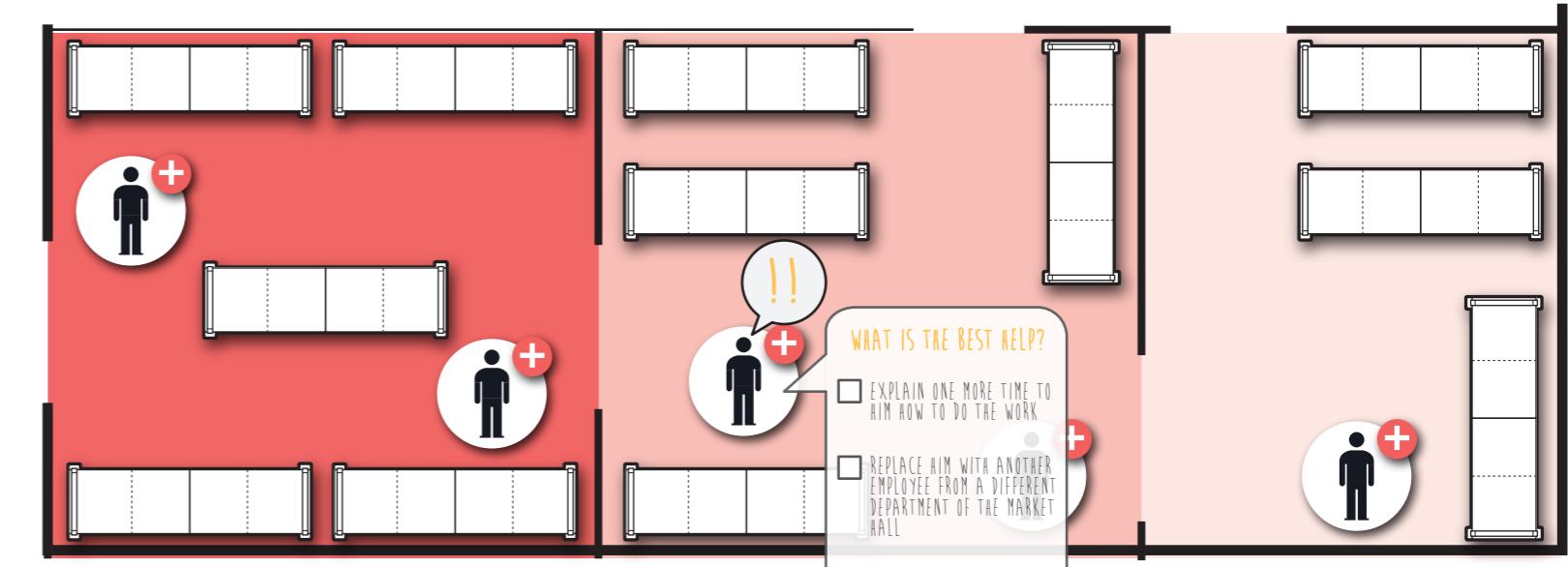
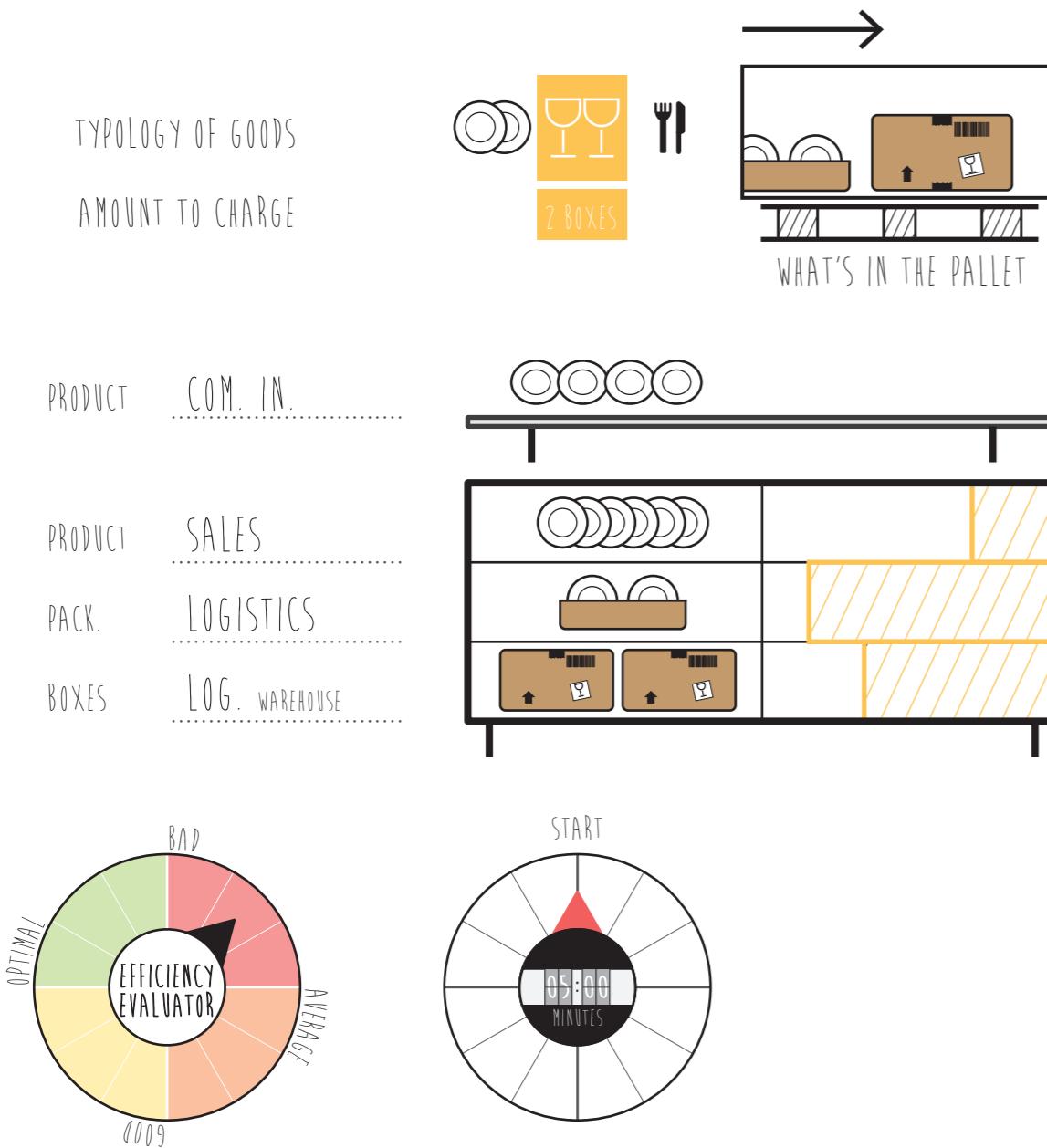
'HELP THE NEW GUY TO FINISH HIS WORK, PAYING ATTENTION TO COMPLETE ALL THE WORK IN TIME'





# GAME #03 | 'LEADERSHIP'

LOOK & STYLE:



- ANSWER #01 + 2 MINUTES
- ANSWER #02 + WORK
- ANSWER #03 + WORK + 1 MINUTE