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Motion

Motion can elevate a digital product experience. At IKEA we use a flexible set of motion tactics to bring guidance, usability and delight to our users.

Overview	Motion dynamics	Motion tokens		
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Here you can find a complete list of all motion design tokens, including eases,				

durations, and delays, to ensure consistency across experiences.

Eases

Token	Web
ease-easy	cubic-bezier(0.4, 0.0, 0.4, 1.0);
ease-expressive	cubic-bezier(0.8, 0.0, 0.0, 1.0);
ease-enter	cubic-bezier(0.0, 0.0, 0.1, 1.0);
ease-exit	cubic-bezier(0.9, 0.0, 1.0, 1.0);
ease-bob	cubic-bezier(0.45, 1.45, 0.65, 1.0);
ease-linear	cubic-bezier(0,0,1,1);

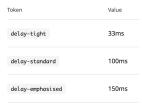
Durations

Token	Websites	Mobile Native	Extra Large Displays
duration-instant	0ms	0ms	0ms
duration-quick	100ms	150ms	300ms
duration-standard	200ms	300ms	600ms
duration-slow	250ms	400ms	800ms

Icon Durations

Token	Web
duration-icon-simple	150ms
duration-icon-average	300ms
duration-icon-complex	600ms

Timing/Delays



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Writing and Content

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