

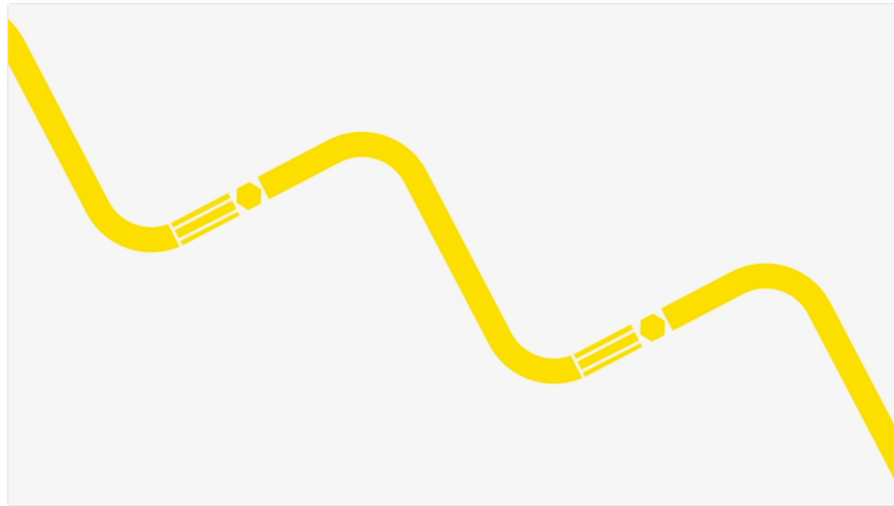
- About Skapa
- Designing
- Developing
- Foundations
 - Overview
 - Design tokens
 - Colour
 - Typography showcase
 - Typography
 - Borders
 - Corner radius
 - Elevation
 - Spacing
 - Layout & Grids
 - Trademarks
 - All Skapa icons
 - Iconography
 - Illustrations
 - Motion**
 - Writing and Content
- Components
- Patterns
- Subsystems
- Support

Last updated: 2025-05-13

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.

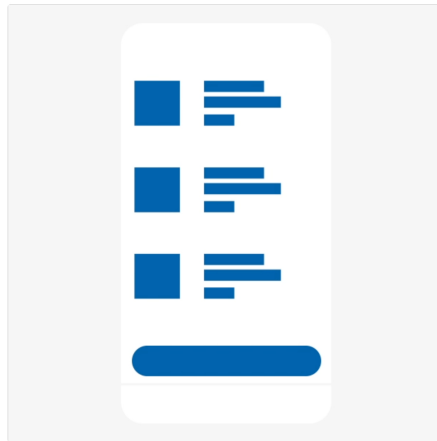
- Overview**
- Motion dynamics
- Motion tokens



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.

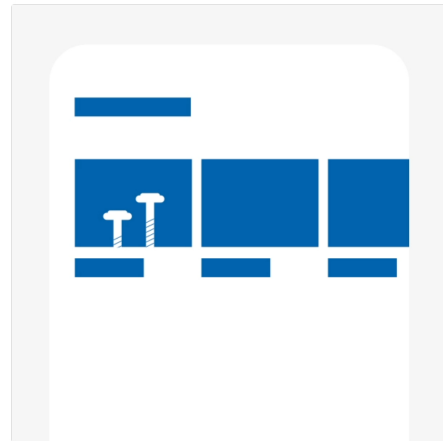
Why we use motion

Motion enhances the user experience by guiding attention, creating seamless transitions, and making interactions feel intuitive and delightful. It achieves this through hierarchy, contextual transitions, faster perceived performance, and a reflection of IKEA's brand personality.



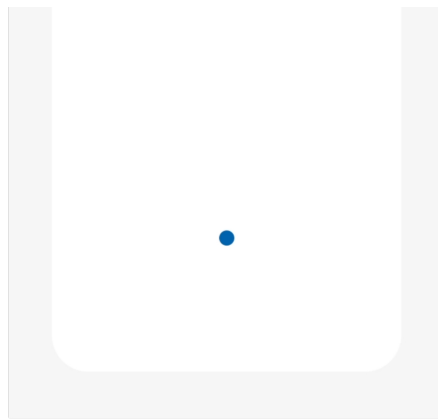
Hierarchy

Even before a user has registered what is on the screen, good motion emphasizes the right elements. The order in which user notices element focuses the user's attention on what's important without creating unnecessary distractions, guiding them in a smooth and non-disruptive way.



Contextual transitions

To help explain to a user what will happen next we aim to create comprehensible transitions between views. Contextual transitions, more specifically, help to create a clear understanding of how a new screen is an extension of a previous page.



Faster perceived performance

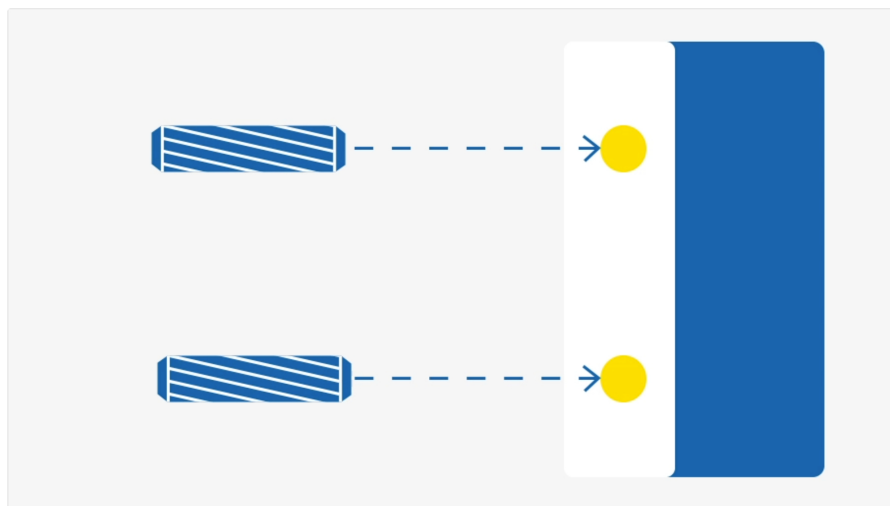
By masking loading states with transitions, skeleton UI and playful loaders, we occupy a user's attention as things happen in the background at their own pace. In addition, making a good use of hover states and animated feedback helps ensure that the UI always feels responsive and awake.

IKEA brand personality

A brand's presence in motion should never compromise the usability of a product. Launch screens, loaders, empty states, and spinners are moments where a touch of brand is encouraged. Animated icons and dynamic content such as animated illustrations are also perfect places to add personality to an experience.

How we apply motion

Motion, like other aspects of the design system, is a unique vehicle for reflecting the brand. In order to ensure that motion designs feel distinctly IKEA, it's important for it to always be informed by these two main principles:



1. Common-sense

Common-sense is about being simple and clear. Views are always animated in the simplest way possible, with every element moving with efficiency and purpose. Through motion we can clarify a screen's intent and provide responsive feedback to a user's interactions. By not complicating things, we make sure to keep the experience decluttered, meaningful and smart.

2. Playful

The motion language adds to the IKEA personality of being joyful and straightforward. By adding motion details that delight the user, we aim to show that we have a fun-loving approach to our digital products and leave people with a smile.

Up next

Writing and Content



