Hi, my name is Katie McCarthy and my client for this project is IKEA.

(1-2 lines of background on client) IKEA is a modern furniture company that prides itself on providing quality products at affordable prices. Their unique “some assembly required” approach to furniture makes purchasing a product from IKEA a fun and unique experience. While I was in the research phase of this project I learned a lot about how IKEA is being environmentally friendly in the way that they manufacture and ship their products. By the end of 2020 IKEA’s goal is to become “energy independent” by producing as much renewable energy as they consume. They are already well on their way to achieving this goal. More than 2/3 of their cotton comes from more sustainable sources. Over 550,000 solar panels are now installed on IKEA buildings worldwide.

(Show old site)

(My goals are…)

(Sketches, Wireframes, Style Tiles) (Drawn with pen and pencil, Made in Photoshop, Made in Illustrator)

(My concept is…)

(Show site and how it solves problems)

(Show RWD)

(Conclusion)