

search about  
website IKEA

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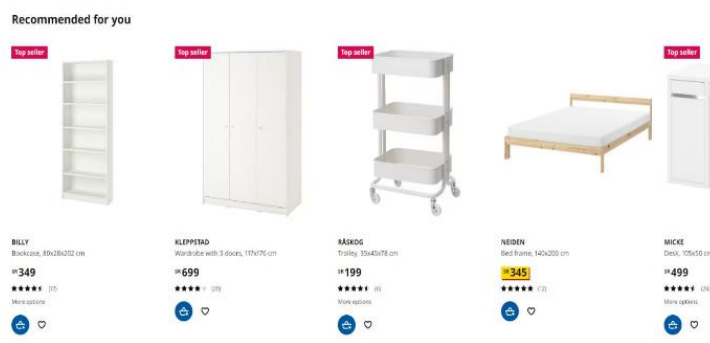
Supervised by :Dr.Mohammed alassiri  
Year: 2023

# 1. Introduction

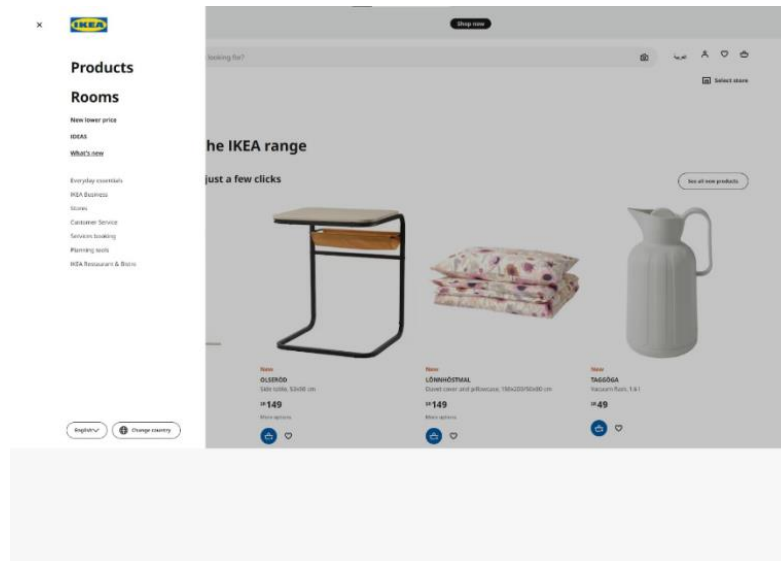
- The purpose of the IKEA website is to offer a wide range of functional and well-designed home furnishing products at prices so low that as many people as possible can afford them. and provide customers with information about IKEA products, services, and stores. Customers can browse and purchase products online, view product descriptions and prices, and plan home furnishing projects using website planning tools. The site also provides inspiration and ideas for decorating and organizing the home.
- There are many services provided by the site, including what is done by booking an appointment for wardrobe planning service, living room storage solutions, kitchen measurement and planning service, customer service, exchange, and return, and the site also provides a planning service that helps the customer plan a home or office using the site. Only by choosing the appropriate colors, patterns, multiple configurations, and different sizes with great quality, providing the customer with his desires with easy-to-use planning tools, and also providing the installment service through Tamara or the Tasheel financing service.
- <https://www.ikea.com>

# 2. Strategy

- Ikea's business category is the retailing of furniture and household goods, and it is easy for me to identify the purpose of the website as shown in the picture.



- Yes, the design of the site is excellent, as it shows that it is a site that enables the purchase and browsing of furniture and the ability to request a furniture installation service, and this picture supports my claim.

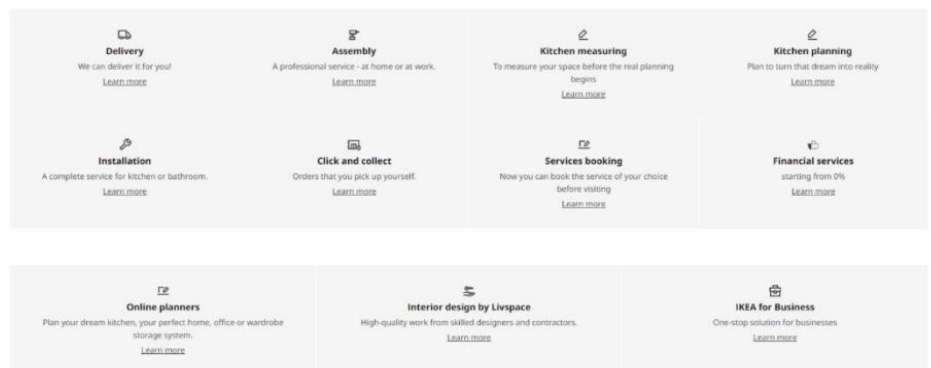


- The target audience is those who want to buy furniture for their homes, workplaces, etc., whether they are men or women, and who want a design service or a furniture installation service, as the website design includes all types of furniture and a list to request installation services, as shown in the picture.

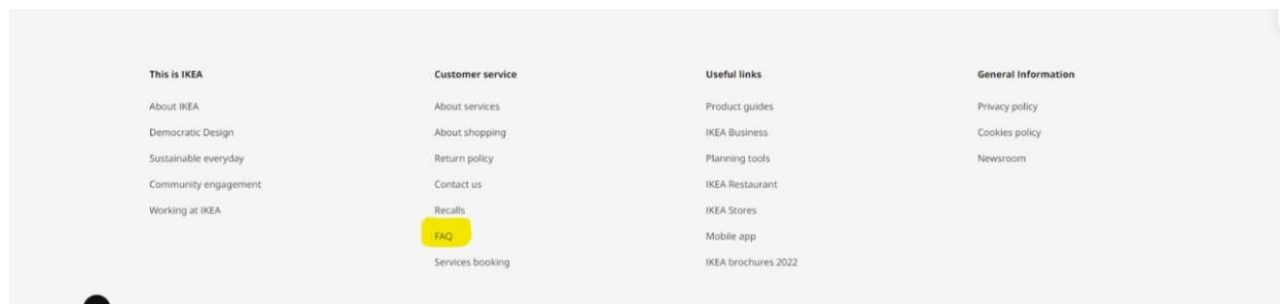


## ← Products

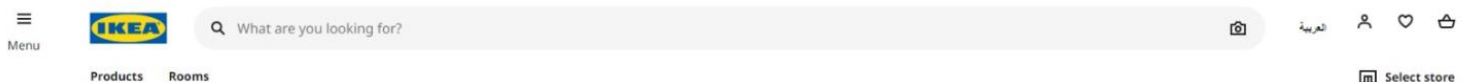
Furniture  
Beds & mattresses  
Storage & organisation  
Decoration  
Kitchenware & tableware  
Lighting  
Pots & plants  
Baby & children  
Outdoor products  
Textiles  
Rugs, mats & flooring  
Bathroom products  
Laundry & cleaning  
Working from home  
Kitchen & appliances  
Home electronics  
Smart home  
Home improvement  
Food & beverages



- The page loading time takes 1.4 seconds on mobile devices and 1.1 seconds for personal computers, which is a good percentage, and the user will not feel bored because the time it takes to load pages is a short time, which helps browsing smoothly and easily. The user does not feel that there is a delay. This was tested by a tool on the Internet.
- Yes, obtaining information is easy because there is a bar to search for the products that the user wants to buy, with the availability of product details and alternatives, the presence of an icon that enables you to communicate with customer service, and there is also a frequently asked questions box. When I searched for the frequently asked questions box, I found it easily at the bottom of the page.



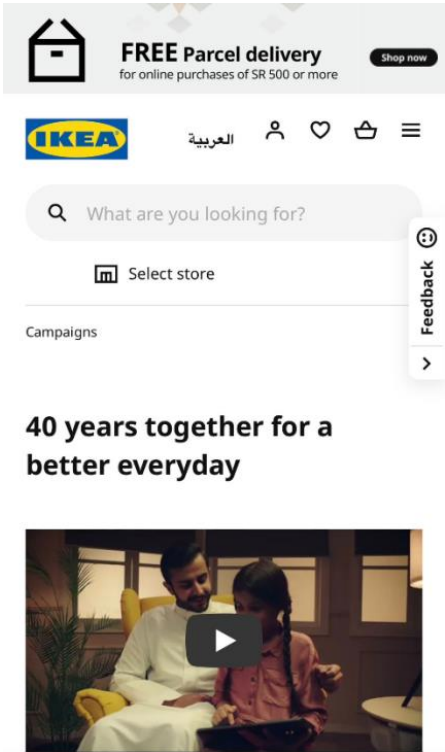
- Yes, there is a search box that helps visitors get the information they want to search for, and it is easy to find it at the beginning of the page. This image supports my opinion.



- There are some links that do not work. Using a tool on the web, we discovered that there are 5 links that do not work out of 1,500 links on the site.

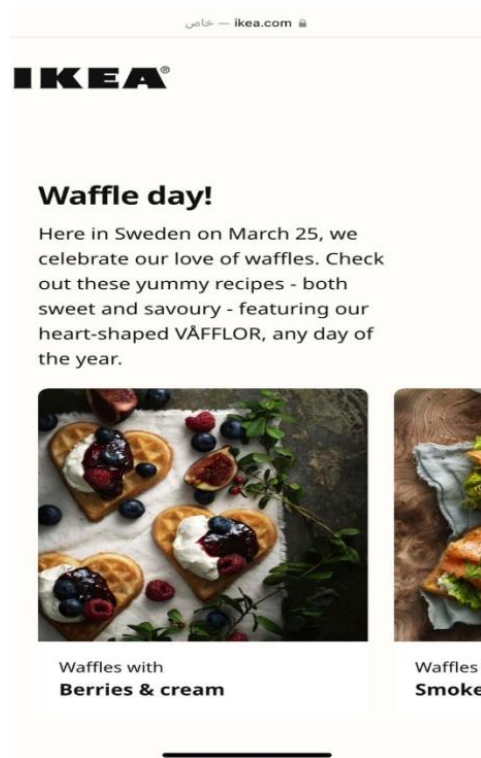
Total Links	1,500	Links with Issues	5	New Links	n/a
Issue Types		Link Types		Top Hosts	
Host not found	4	<img src>	666	www.ikea.com	1,213
Timeout	1	<a href>	501	gbl.schu2.prd.cdn.azureedge.net	146
		<script src>	111	about.ikea.com	54
		<link rel=stylesheet>	74	www.inter.ikea.com	27
		Social meta tag	13	about.ikea.comhttps	4
		CSS url()	6	www.ikea.ee	3
		Start URL	1	www.ikea.it	3
		<frame src>	1	www.ikea.lv	3
		Other	127	assets.adobedtm.com	2
				ikeamuseum.com	2

- Yes, the site works on many browsers after testing it on other browsers.
- Yes, the site works perfectly on mobile devices without any issues.

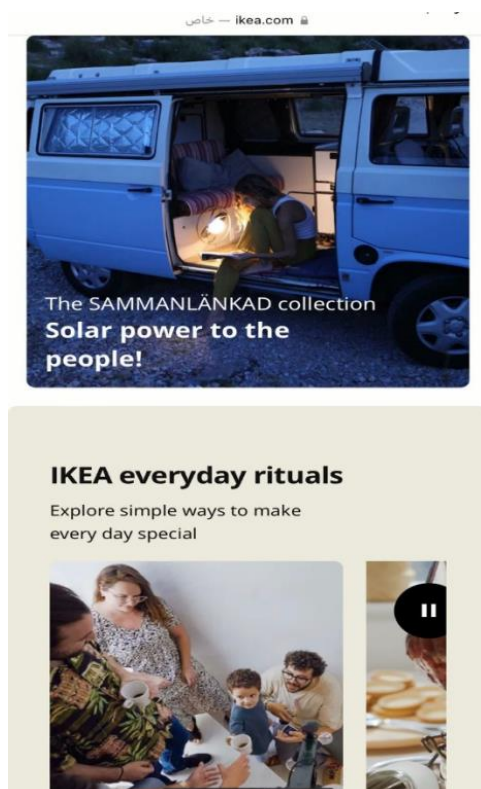


## 4. Content and Readability

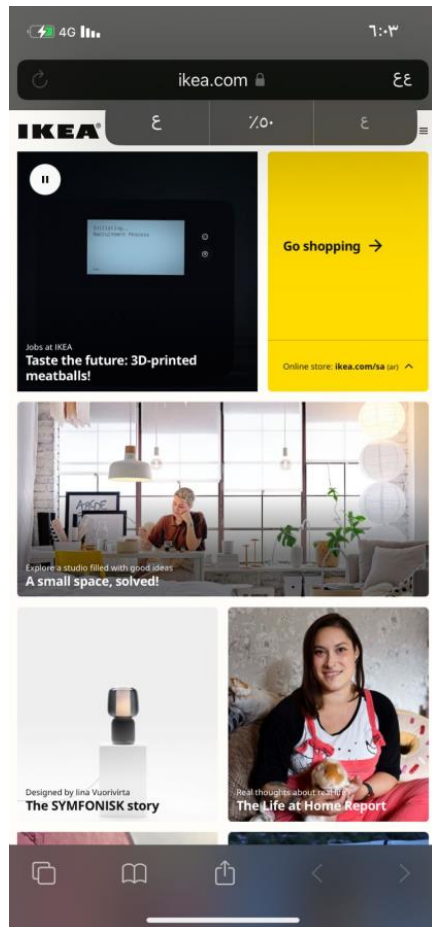
- Yes, the fonts are clear which makes them easy to read.



- Yes, there is considerable contrast between the font color and the background color.



- Yes, the text size is appropriate plus you can change it if you would like.



- Yes, the content is concise and useful.



## **5. write conclusion and at least three recommendations.**

- **In conclusion, the IKEA website serves as a comprehensive platform for customers to explore and purchase products, plan their home furnishing projects, and seek inspiration and ideas for home decoration. The website's planning tools and services also provide convenience and assistance to customers in their home furnishing journey.**
- **As for recommendations, IKEA could improve the website's user experience by simplifying navigation and making it more intuitive for customers to find what they need. Additionally, providing more detailed product information and reviews could help customers make informed purchasing decisions. Finally, expanding the website's social media presence could further engage customers and provide additional avenues for inspiration and communication with the brand.**