# IKEA

## System requirements:

Camera

Android 4.4 or higher/ 2GB+ RAM/ 150MB+ Memory

iOS 12.5.5 or higher/ 1GB+ RAM/ 150MB+ Memory

## Devices Matrix

### iOS

| Model | Aspect ratio | Size | Price range | iOS version | Novelty | Peculiarities |
| --- | --- | --- | --- | --- | --- | --- |
| iPhone 6s | 9:16 | Small | Low | 12.5.5 | Old | Physical Home button |
| iPhone 8 Plus | 9:16 | Normal | Medium | 14.8 | Actual | Big screen |
| iPhone 13 | 9:19.5 | Normal | High | 15.4 | New | Notch |
| iPad mini 4 | 3:4 | miniTablet | Low | 12.5.5 | Old | Physical Home button |
| iPad Pro 4 12.9’ | 1:1.33 | Tablet | Premium | 14.8 | Actual | LiDAR Scanner |
| iPad Pro 5 11’ | 1:1,43 | Tablet | Premium | 15.4 | New | LiDAR Scanner |

### Android

| Model | Aspect ratio | Size | Price range | RAM | Android version | Novelty | Peculiarities |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Xiaomi Redmi 9A | 20:9 | Normal | Low | 2GB | 10 | Actual | MIUI Android |
| Samsung galaxy A12 | 20:9 | Normal | Medium | 3GB | 10 | Actual | OneUI Android |
| Google Pixel 5 | 19,5:9 | Normal | High | 8GB | 11 | Actual | “Pure” Android |
| Huawei Mate 30 | 19,5:9 | Normal | High | 6GB | 10 | Actual | EMUI Android |
|  |  |  |  |  |  |  |  |
| Galaxy Tab A 10.5 | 16:10 | Tablet | Medium | 3GB | 8.1 | Actual |  |
| Amazon Fire HD 8 | 16:10 | Tablet | Low | 1.5GB | 5.1 | Old | Amazon Customized Android |
| Samsung Galaxy Tab S8+ | 16:10 | Tablet | Premium | 8GB | 12 | New | Stylus |

## Justification

IKEA is the world’s most famous furniture manufacturer that operates in 63 countries.

The top 5 countries by revenue are:

1. Germany
2. USA
3. France
4. UK
5. China

IKEA’s target consumer is middle-class people between the ages of 20 and 34 as of 2022. This age and salary bracket are most concerned with buying stylish, contemporary, quality furniture at the best price possible, which is precisely the type of furniture IKEA sells.

The most popular Smartphone vendors in these countries are: Samsung, Apple, Huawei(excluding the USA), Xiaomi, Oppo, Google. Among tablets Samsung, Apple, Huawei, and Amazon vendors are popular.

Smartphones distribution:

|  | Samsung | Apple | Huawei | Xiaomi | Motorola | LG | Google | Oppo | Vivo |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Germany | 38% | 35% | 9% | 8% | 1% |  |  |  |  |
| USA | 28% | 57% |  |  | 5% | 3% | 3% |  |  |
| France | 32% | 32% | 8% | 13% |  |  |  | 4% |  |
| UK | 30% | 50% | 5% | 2% | 2% |  | 2% |  |  |
| China |  | 23% | 30% | 11% |  |  |  | 6% | 6% |

Tablet Distribution:

|  | Samsung | Apple | Huawei | Xiaomi | Amazon |
| --- | --- | --- | --- | --- | --- |
| Germany | 44% | 37% | 5% |  | 4% |
| USA | 20% | 56% |  |  | 12% |
| France | 42% | 43% | 6% |  |  |
| UK | 21% | 57% | 2% | 1% | 9% |
| China | 2% | 79% | 1% | 4% |  |

Android OS versions of the devices used in these countries are mostly 10, 11, and 12, however devices down to Android 8 are still widely used. That is why the devices with these OS versions were chosen for testing. However, Amazon devices with quite weak technical characteristics are rather popular in Western countries, so Amazon Fire tablet was included in the list as well. The application may be used by interior designers, that’s why a high quality tablet was chosen as one of the devices for testing. Our target audience is quite young that’s why all Android devices are 2019 and newer and are quite popular according to the statistics, however they represent different price range classes.

Most iOS users in the target countries use the latest 15.4 iOS. Some insignificant part prefer to stay on the previous 14 version, while some others use the latest available for their device version. That is why devices with these OSes were included in the list.

Physical differences of Apple devices were taken into account. The list contains devices with different aspect ratio, and screen peculiarities. The chosen tablets support split view mode and represent most popular OS versions.

## References:

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