

# IKEA.COM Evaluation Approach Report

## 1. Scope Definition

**Website/App Selected:** www.ikea.com [🌐 Hej! Welcome to IKEA Global](#)

**Business Requirements:** E-commerce platform selling furniture and home goods

**Target User Demographics:**

- **Age Range:** 25-55 years
- **Income:** Middle to upper-middle class
- **Primary Goals:** Home furnishing, interior design, convenient shopping

## 2. Evaluation Methodology

**Tool:** Provided Heuristic Evaluation Checklist **Evaluation Method:** Systematic review across 8 key usability principles

## 3. Detailed Heuristic Evaluation

A comprehensive chart is attached.

## 4. Data Analysis & Key Findings

Based on the initial evaluation, here are the primary insights:

**Strengths:**

- Consistent color scheme
- Intuitive navigation
- User-friendly product descriptions
- Clear visual selection states

**Areas for Improvement:**

- Icon design consistency
- Page title clarity
- Descriptive headers for some sections

## 5. Recommendations Report

Executive Summary

Our heuristic evaluation of IKEA.com revealed several opportunities to enhance user experience through targeted UX improvements.

## Top 5 Actionable Recommendations

### **1. Standardize Icon Design**

- Develop a comprehensive icon style guide
- Ensure visual consistency across all website sections
- Implement tooltips for complex or ambiguous icons

### **2. Enhance Page Titles and Headers**

- Add descriptive, concise titles to all pages
- Ensure headers clearly communicate page content and purpose
- Use a consistent heading hierarchy (H1, H2, etc.)

### **3. Improve Error Messaging**

- Create clear, constructive error messages
- Provide specific guidance for error resolution
- Use friendly, non-technical language

### **4. Optimize User Control**

- Implement robust "undo" functionality
- Allow easy navigation between sections
- Provide clear paths to return to previous states

### **5. Enhance Visibility of System State**

- Add more explicit loading indicators
- Provide clear feedback for user actions
- Show progress for multi-step processes like checkout

## Expected Impact

- Improved user navigation
- Reduced user frustration
- Increased conversion rates
- Enhanced brand perception

## Next Steps

- Review detailed heuristic evaluation
- Prioritize recommendations
- Develop an implementation roadmap
- Conduct user testing to validate improvements