

Task analysis: Ordering a bookshelf from IKEA

Task 1: The user wants to buy a bookshelf from IKEA

Task 6: The user opens a bookshelf but is not certain if they prefer this model

Task 11: The user opens the shopping cart

Task 2: The user types IKEA in his search engine

Task 7: The user opens another bookshelf that has caught their eye

Task 12: The user goes to proceed to order

Task 3: The user goes to the IKEA website

Task 8: The user considers which bookshelf they like more

Task 13: The user fills in their data needed to complete the order

Task 4: The user types „Bookshelf,, in the search bar

Task 9: The user considers which bookshelf they like more

Task 14: The user completes the order

Task 5: The user starts looking at bookshelves

Task 10: The user adds the bookshelf they like to the shopping cart

Task 15: The user receives the bookshelf