

IKEA

A CONTENT APPROACH

AMANDA LONG

For this challenge I was tasked with two things:

1. Creating a content strategy that would enable IKEA to communicate effectively with its customers regarding furniture assembly.
2. Create said content to accompany IKEA's visual assembly instructions for their Billy bookcase.

I was also told that the target user group was young, English-speaking married couples living in the United States and that all users would be accessing the instructions in a web browser.

Here is my approach.

IKEA Content Strategy

A.) Define Business Goals

1. Provide clear and easy to follow instructions for a more pleasurable assembly experience.
2. Reduce the number of Billy related calls to our assembly helpline

B.) Audience / Personas / Research

1. Audience is young, English-speaking married couples living in the US with varying levels of literacy and mechanical aptitude.
2. Personas
 - a. Jen, 24, hairdresser, very busy with her career and social life, admits that she's a bit "spatially challenged" and dislikes assembling things, wife of...
 - b. Toby, 25, bartender, taking business classes at the local community college, not mechanically inclined per se, but will often tinker with broken appliances at home to see if he can fix them (success rate 50%)
 - c. Goal: assemble the newly purchased Billy bookcase quickly (in under 45 minutes), correctly, and easily with little to no stress, and no fighting
3. Research
 - a. Observed young married couples at the IKEA store in Round Rock - took notes about what they were doing, saying, and their perceived attitudes

IKEA Content Strategy Continued

b. Interviewed young married couples about:

1. Factors considered when purchasing furniture - price, design/looks, quality were most important
2. When asked about their attitudes towards assembling IKEA furniture most said they didn't mind it, several said they actively disliked it, but no one said they enjoyed it
3. Many thought that IKEA's current assembly instructions were confusing and inadequate
4. Almost all agreed that better instructions, with words as well as pictures, would make the assembly experience better

C.) Define Metrics

1. IKEA - see a reduction of 30% in Billy related calls to the assembly helpline
2. Jen & Toby - assemble the Billy bookcase in under 45 minutes, have a pleasant experience with no stress or fighting (give customers a post-assembly survey)

D.) Run a Content Audit

1. Went to the Round Rock IKEA to examine labels and signage
2. Visited IKEA webpage and identity style guide

IKEA Content Strategy Continued

3. Studied IKEA voice and tone

- IKEA is: Friendly, Helpful, Encouraging, Playful, Witty, Trustworthy, Caring, Clear, Common Sense, Happy, Eco-Conscious
- IKEA is NOT: Pretentious, Condescending, Snobby, Needlessly Complicated, Aloof, Elite, Snide, Slick, Pessimistic, Bossy

4. What can I add or improve?

- Create clear, common sense assembly instructions to enhance customer experience
- Format is an instruction manual so it is ok to be Playful, but the focus should be on Encouraging, Clear, and Common Sense

5. Governance

- This assembly document will fall under the purview of the Senior Content Writer at IKEA. I will submit it to her before publishing.
After publication, I will be responsible for this document and all proposed changes will go through me.

E.) Choose a Content Management System

1. I am assuming IKEA's current CMS is an amalgam of Excel and Gather Content
 - I will add this document to the system

IKEA Content Strategy Continued

2. Existing IKEA libraries of components and the style guide will be used to make sure this document conforms to IKEA Design Practices (font, colors, layout, etc.)

F.) Ideate and Prototype

1. Determine types of content
 - Instructions on the IKEA website
 - Step by step Billy assembly video to be posted on IKEA website and/or YouTube
2. Create rough draft of assembly instructions while taking into account: IKEA's mission statement and values, the IKEA brand identity and voice and tone, business goals, and user goals

G.) Test

1. Does my content support business and user goals?
2. Make customers aware that IKEA is now providing assembly instructions with words on their website.
 - Have a link to a post assembly customer survey added to the assembly instructions. Offer an IKEA gift card to incentivize customers to complete it. After a set period of time, or after receiving a predetermined number of completed surveys, crunch the data to determine the content's effectiveness.

IKEA Content Strategy Continued

- Request IKEA helpline data to see if the number of Billy related calls have decreased since the assembly instructions have been available.

3. Conduct laboratory studies. Recruit young, married, English-speaking, US denizens to come to the lab and assemble a Billy bookcase using the new instructions.

H.) Iterate

1. Revise
2. Incorporate user research findings

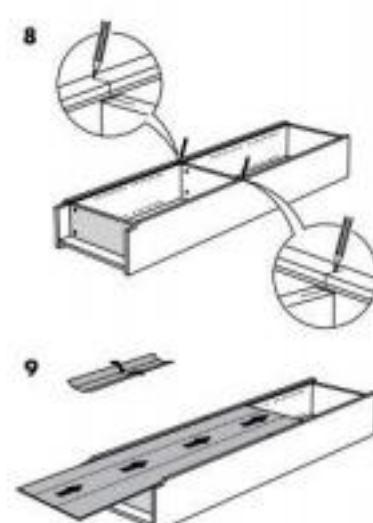
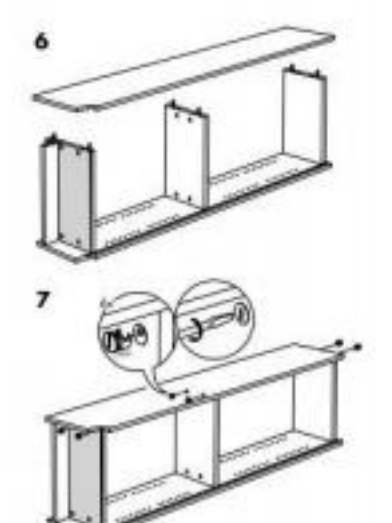
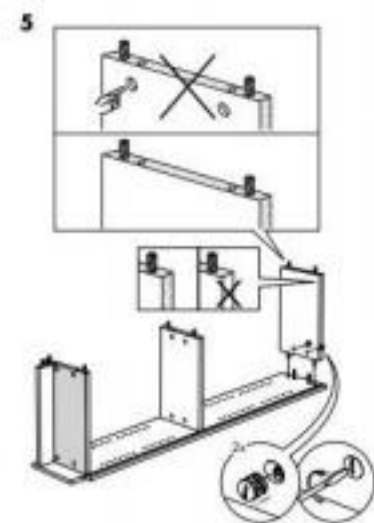
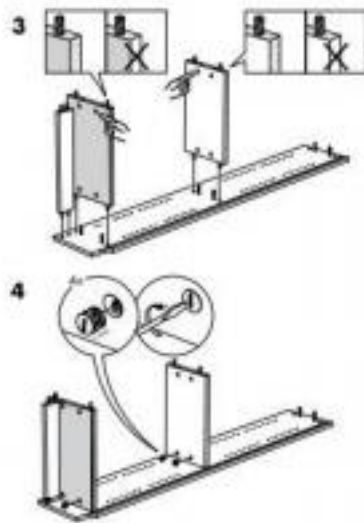
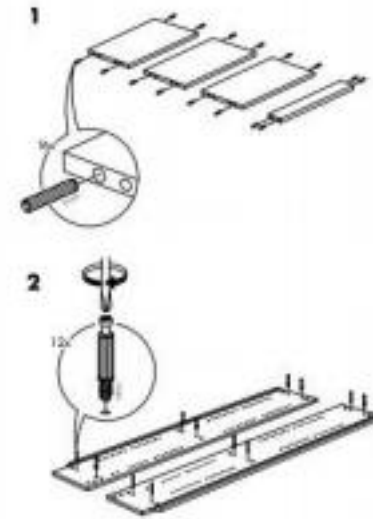
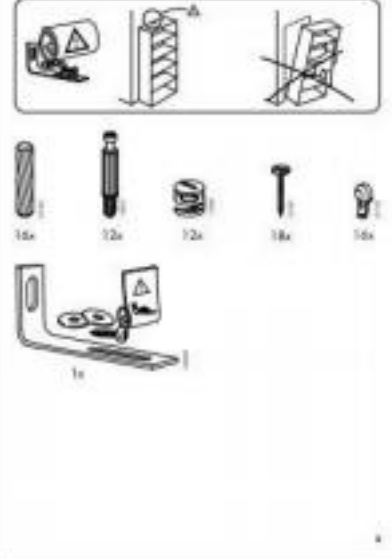
I.) Retest

J.) Publish

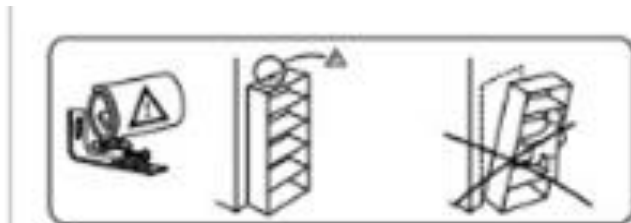
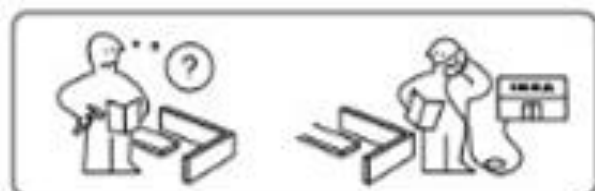
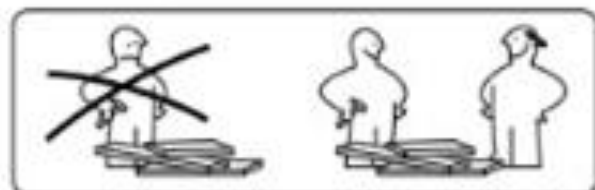
The following slides contain my proposed content for the Billy bookcase assembly instructions. The content is written in black and the explanations as to why I selected that content are in blue.

ASSEMBLY INSTRUCTIONS OVERVIEW

BILLY



BILLY



- Dowels
- Cam Lock
- Fastener
- Screws
- Cam Locks
- Flathead
- Screws
- Shelf
- Pins
- Anti-Tipping
- Wall
- Fastener Kit

*NEED HELP?

- You can call us on our assembly helpline at 1-800-888-IKEA (We are always happy to hear from you!)
- Or, click this link <http://www.youtube.com/watch?v=WTBSGIR9es> to watch a step by step assembly video.

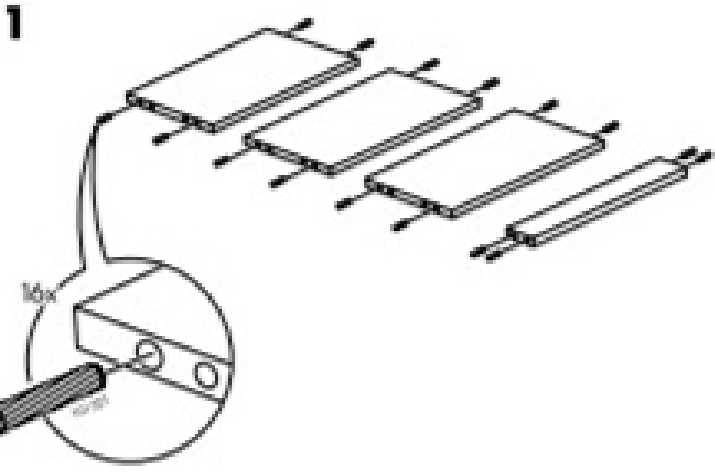
1. I chose to label the different pieces of hardware so customers would know what I am referring to in the directions. It's Helpful, Common Sense, and will make the assembly process a lot easier.
2. I put the assembly helpline info and assembly video link on the first page where customers will see it immediately. There will be some customers who won't want to read the instructions at all and will just want to watch the video. I wanted to make it as easy as possible for them to find the link.
3. I wrote "We are always happy to hear from you!" to convey that IKEA is a Friendly, Helpful, and Caring company.

Congratulations on purchasing your Billy bookcase! It's going to look great in your place! Before you get started, you're going to need a few things:

- Flathead screwdriver
- Phillips head screwdriver
- Pencil
- Hammer
- The hardware shown in the diagram above
- And most importantly - a friend to help!

Now that you've got the right tools handy, let's get down to business! Find a large carpeted area (building your Billy on a hard floor may damage it) and spread out the panels.

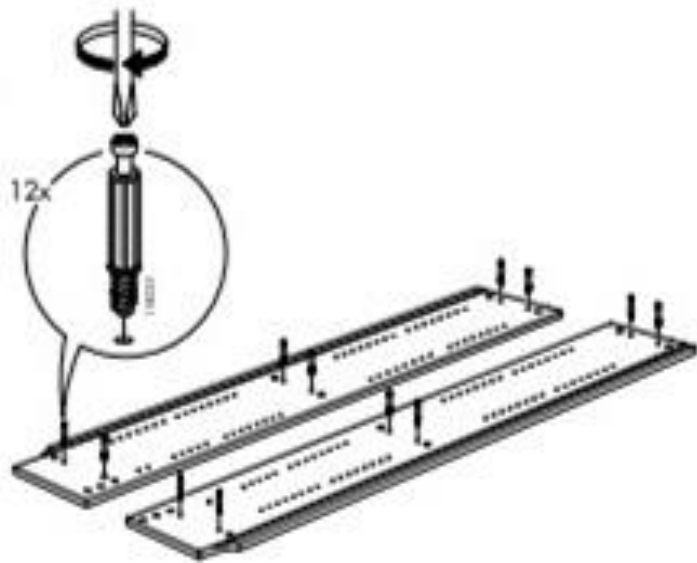
1. “Congratulations on purchasing your Billy bookcase! It’s going to look great in your place!” was added to convey a Friendly, Playful, and Happy tone of voice. I wanted customers to feel like assembly is a pleasurable experience. I chose the word “place” because it covers all domiciles - apartments, homes, condos, etc.
2. I put the items required for assembly in an eye-grabbing bullet pointed list, so customers could easily find it and refer back to it if necessary.
3. “Now that you’ve got the right tools handy, let’s get down to business!” was added to convey a Friendly, Helpful, and Common Sense attitude.
4. “Find a large carpeted area (building your Billy on a hard floor may damage it) and spread out the panels.” This language is Common Sense, Helpful, and a little Playful. It is not Bossy and Condescending.



Let's get started! Gather the dowels and the four wood panels shown in the diagram. These will be the top, middle shelf, bottom, and kick plate of your bookcase. Place the dowels into the pre-drilled holes as shown above.

1. "Let's get started!" was added to convey a Friendly, Playful, and Happy tone of voice. Again, I am conveying that assembly is a pleasurable experience.
2. I named the wood panels so customers would have an idea of where they would go in the bookcase. (Helpful)
3. The remaining text is Common Sense, Helpful, and Clear engendering a can-do spirit in the user.

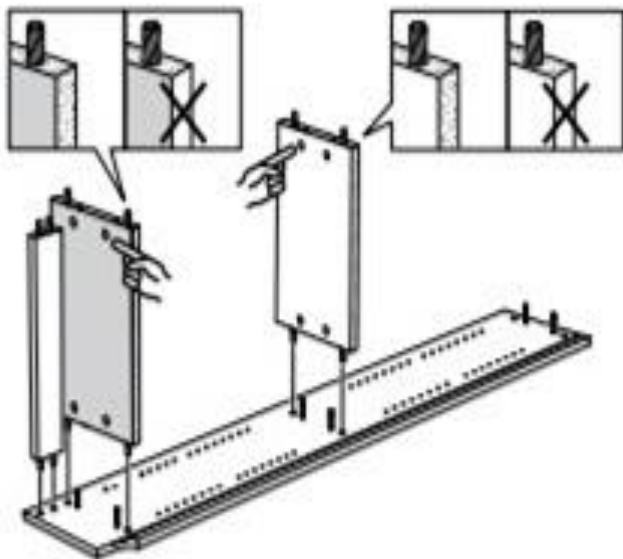
2



Next, take the two long side panels and place them on your work surface the same way they are shown in the diagram. The smaller ends with the cut-outs will be the bottom of your bookcase, and the rectangular ends will be the top. Now put the cam lock fastener screws into the pre-drilled holes as shown above. Tighten them with your phillips head screwdriver.

1. I wanted users to place the panels as shown above so the top and the bottom of the bookcase would be easy to differentiate. If the top and bottom are mismatched it will cause problems. I pointed out the “cut-outs” because they are difficult to see in the diagram, and users could easily overlook them.
2. All of the text is Helpful, Common Sense, and Clear. Each sentence includes only one step. I want the directions to be as simple as possible for the user.

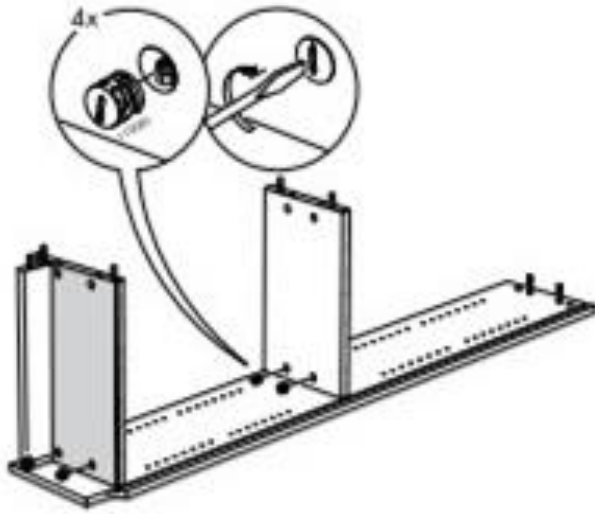
3



Now add the kick plate, bottom, and middle shelf to the side panel by fitting the previously inserted dowels into the corresponding holes. The cam lock fastener screws from diagram 2 will fit into the pre-drilled holes on these panels as well. Make sure that you place the panels so that the sides with the veneer are facing up and away from the rear of the bookcase (the side with the groove running from top to bottom). The cam lock holes should be facing the bottom of the book case as well.

1. I described the necessary steps in the simplest way possible with each sentence containing only one step so the user doesn't get overwhelmed.
2. I referred to diagram 2 to show the user that each step builds upon the last, and that they have already completed part of the assembly process.
3. I warned users about potential pitfalls with the placement of the veneered sides to save them time and frustration, and gave them a very easy way to discern which side is the back of the bookcase. (Caring, Helpful, Clear, Common Sense)

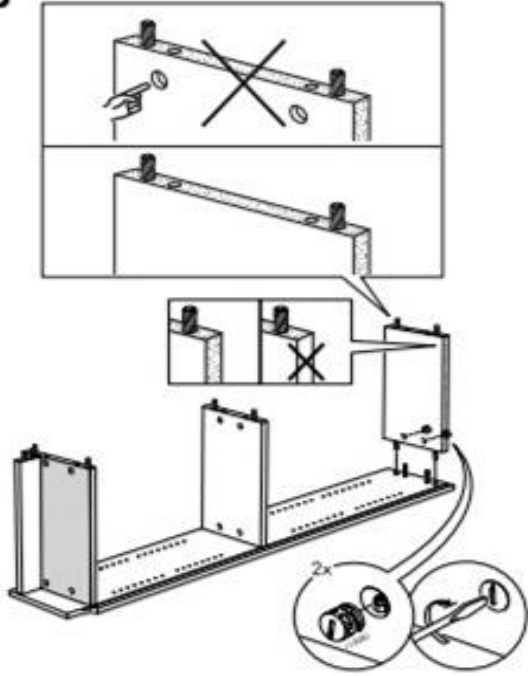
4



Take 4 cam locks and insert them into the pre-drilled holes as shown. Tighten the cam locks using your flathead screwdriver.

1. I described the necessary steps in the simplest way possible so they would be very easy for the user to follow. (Clear, Common Sense, Helpful)
2. I chose to use the number 4 instead of spelling it out so it would be more memorable for the user and therefore easier to grab the right number of cam locks.

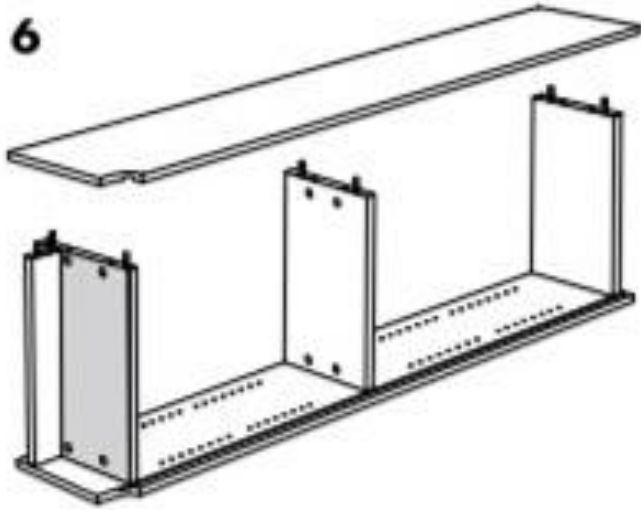
5



Excellent! You're halfway there! Place the top panel of your bookcase onto the side panel. Make sure that the veneered sides are facing out and away from the back of the bookcase. This time the cam lock holes will be on the top of the panel. Insert 2 cam locks and tighten with your flathead screwdriver.

1. "Excellent! You're halfway there!" is Friendly and Happy and Encouraging.
2. The steps are very simple, with only one instruction per sentence, so the user can easily remember them. (Clear, Common Sense, Helpful)
3. I warned users about potential pitfalls with the placement of the veneered sides to save them time and frustration. (Caring, Helpful, Clear, Common Sense)
4. "This time the cam holes will be on the top of the panel." lets users know this step is easy - they've done it before. It also calls attention to the potential pitfall of installing the panel upside down. (Encouraging, Caring, Helpful, Clear, Common Sense)

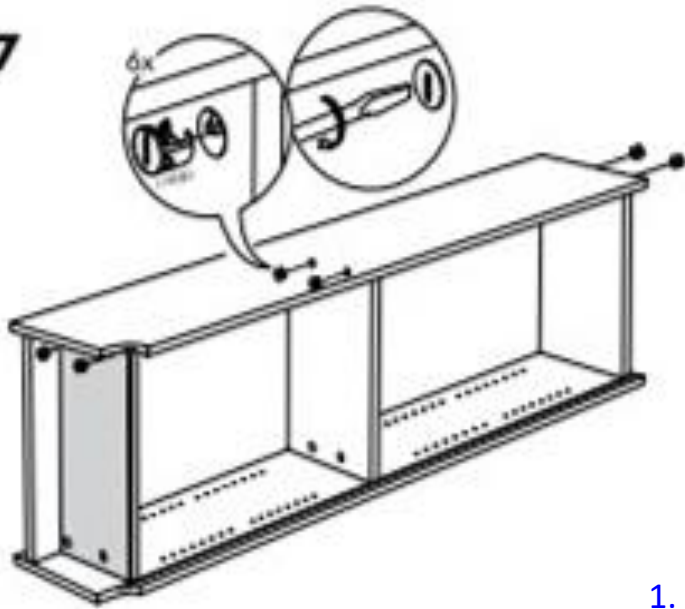
6



Now place the other side panel onto the shorter panels as shown. The dowels and cam lock fastener screws should easily fit into the pre-drilled holes.

1. “Now place the other side panel onto the shorter panels as shown.” is a very simple instruction. It conveys that this step is easy and the user can do it easily. (Encouraging, Common Sense, Clear, Helpful)
2. “The dowels and cam lock fastener screws should easily fit into the pre-drilled holes.” Encourages and reassures the user, telling him/her that this part is easy.

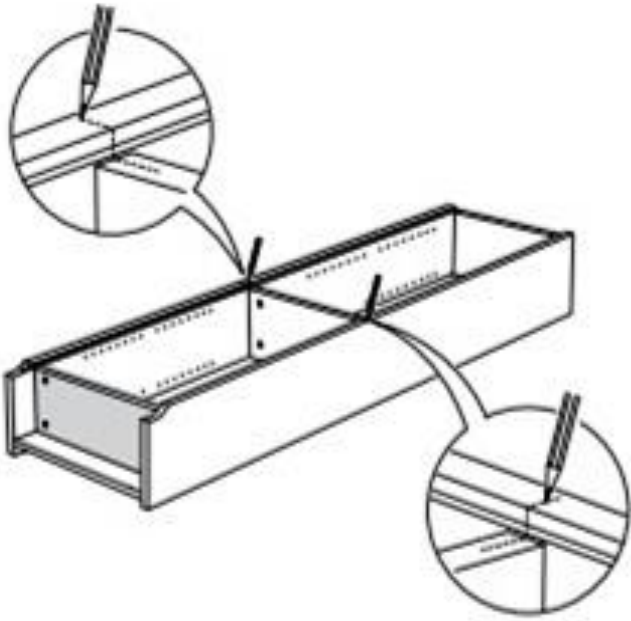
7



Insert the remaining cam locks into the pre-drilled holes and tighten them the same way you did on the other side.

1. Very simple directions. (Encouraging, Common Sense, Clear, Helpful)
2. “Tighten them the same way you did on the other side.” Encourages and reassures the user that this step is easy - he/she has done it before!

8

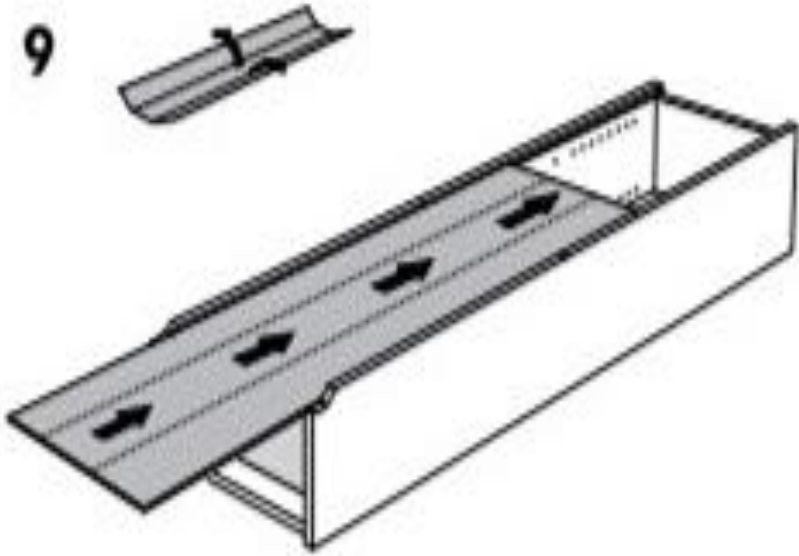


Place your bookcase face down as shown. Use your pencil to mark where the middle shelf meets the side panels. This will indicate where the middle shelf is once you've added the back panel, and make it a lot easier for you to nail it in place.

Very simple directions. (Encouraging, Common Sense, Clear, Helpful)

2. I wanted to explain to the user WHY he/she should bother to mark where the middle shelf meets the side panels. It was not obvious at first glance and the diagram where you would nail the back panel in place is missing from this exercise. Some users don't see the point in doing something unless they know why they are doing it. (Helpful, Caring, Clear, Common Sense, Trustworthy)

9



Hooray! You're almost done! Hold the back panel with the veneer side facing down and gently insert it into the two grooves on the back of your bookcase as shown. Push the panel all the way in until it aligns with the top edge of the top panel.

Bra Jobbat! You did it! Your books and figurines are going to love their new home!

1. “Hooray! You’re almost done!” Encourages the user and let’s him/her know he/she is in the home stretch. I chose the word hooray because it is an old expression (but not stodgy), that many people are familiar with. It should localize better than an expression like “yippee” or “woo hoo”.
2. Very simple directions. (Encouraging, Common Sense, Clear, Helpful)
3. “Bra Jobbat!” (“good work” in Swedish) was included because IKEA is proud of its Swedish heritage, and the expression gives the assembly instructions a Playful and Encouraging tone.
4. I added “You did it!” to Encourage the user as well as to be Playful and Friendly. Plus, I wanted users to figure out the general meaning of “bra jobbat” and this gives them the context to do so.
5. “Your books and figurines are going to love their new home!” was added as a parting note to convey a Friendly, Happy, and Playful tone of voice. I wanted to add a bit of that IKEA style gentle humor to make the user smile.