

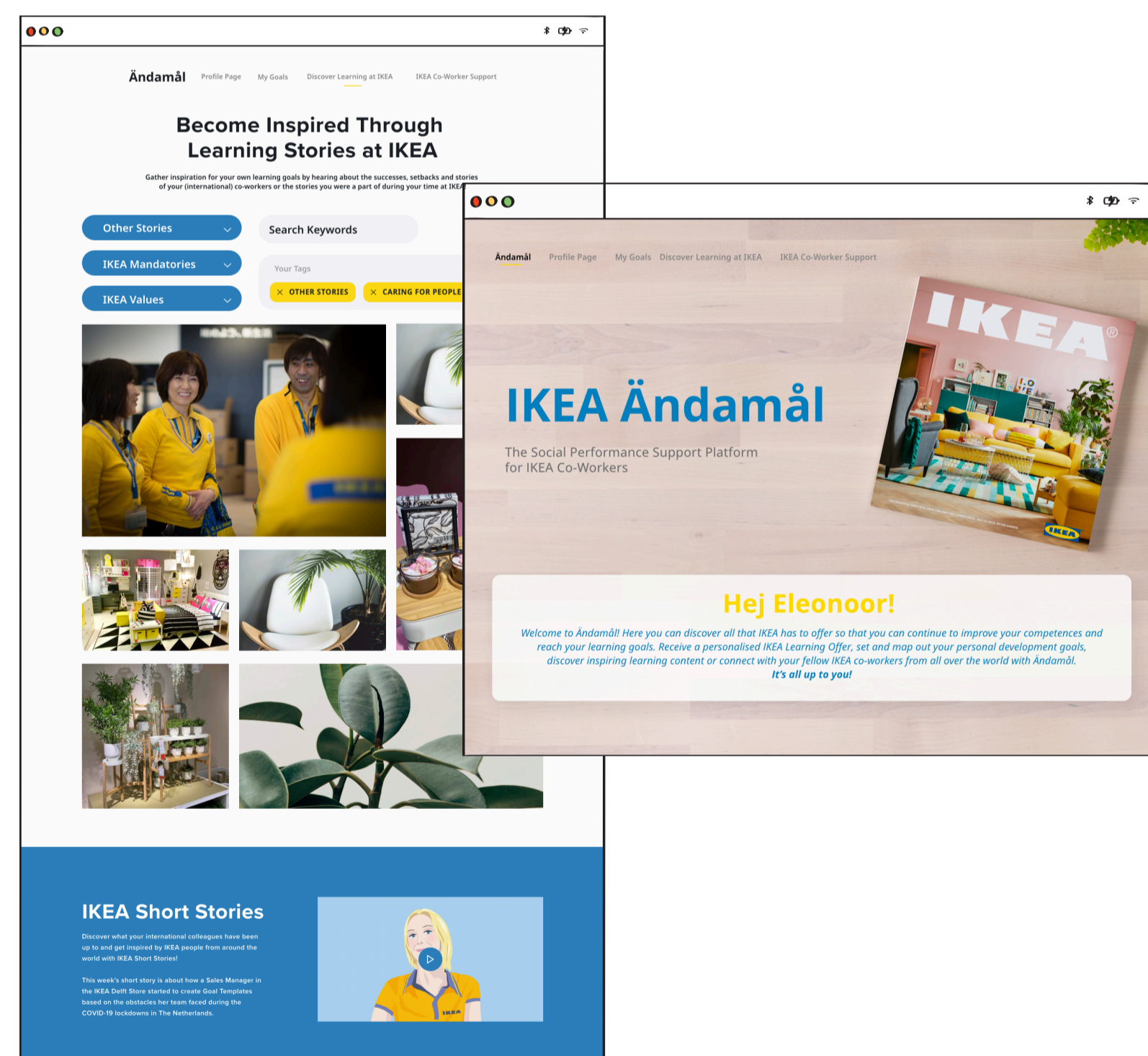
Designing IKEA's Co-Worker Experience

Ändamål

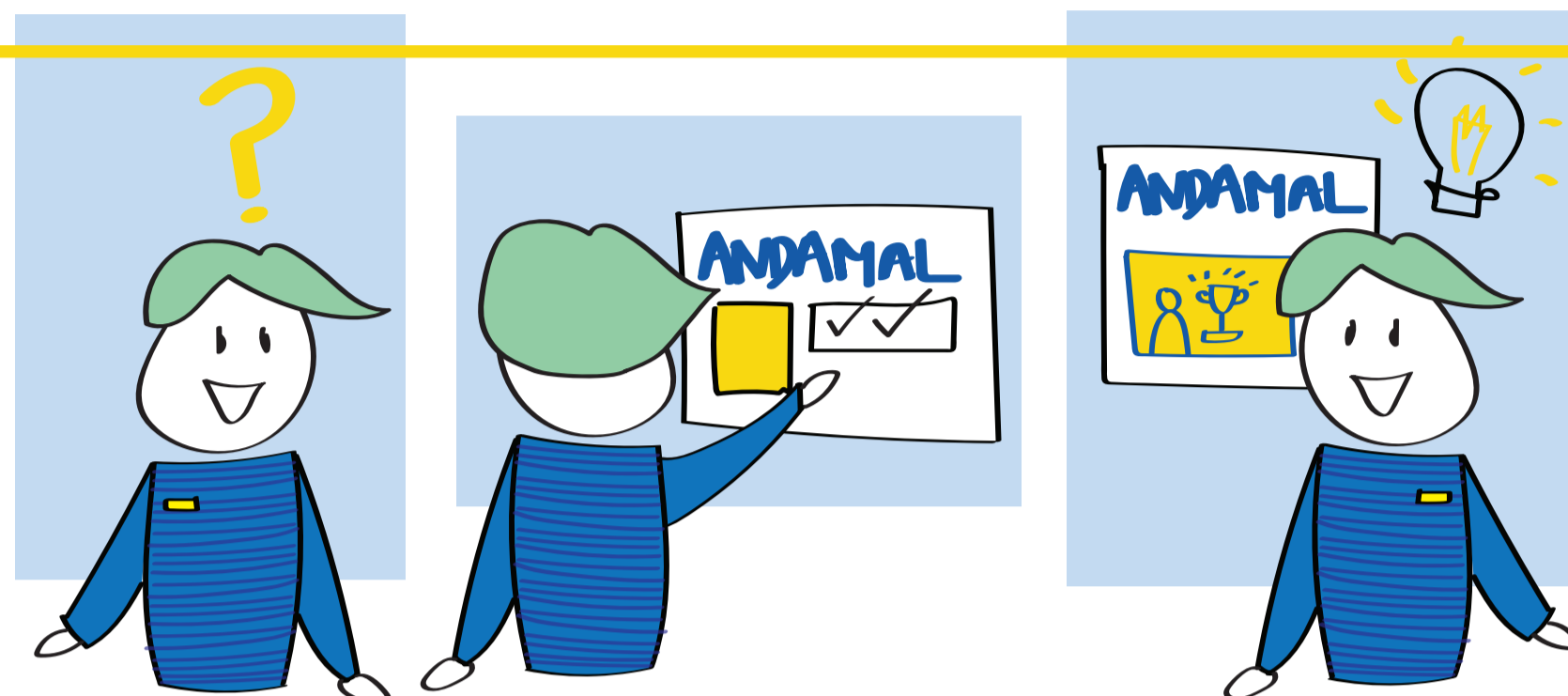
For the owner and franchisor of the IKEA Concept, known as Core Business Franchise, this project aimed to design a concept that ensured the development of IKEA co-workers by presenting IKEA Concept Knowledge, Learning Solutions and IKEA Product Information given by CBF and Range & Supply. Furthermore, an active dialogue between franchisor and franchisee/co-worker was to be incorporated for further knowledge development to strategically enhance CBF's offer.

For IKEA co-workers, Ändamål is a social performance support platform that presents a personalised experience of the IKEA Learning Offer with relevant learning content and personal development tools. By providing a digital space for IKEA co-workers to come together, share their experiences and feedback with all IKEA people, Ändamål gives IKEA co-workers the drive to continue their purposeful learning journey and improve the IKEA Concept.

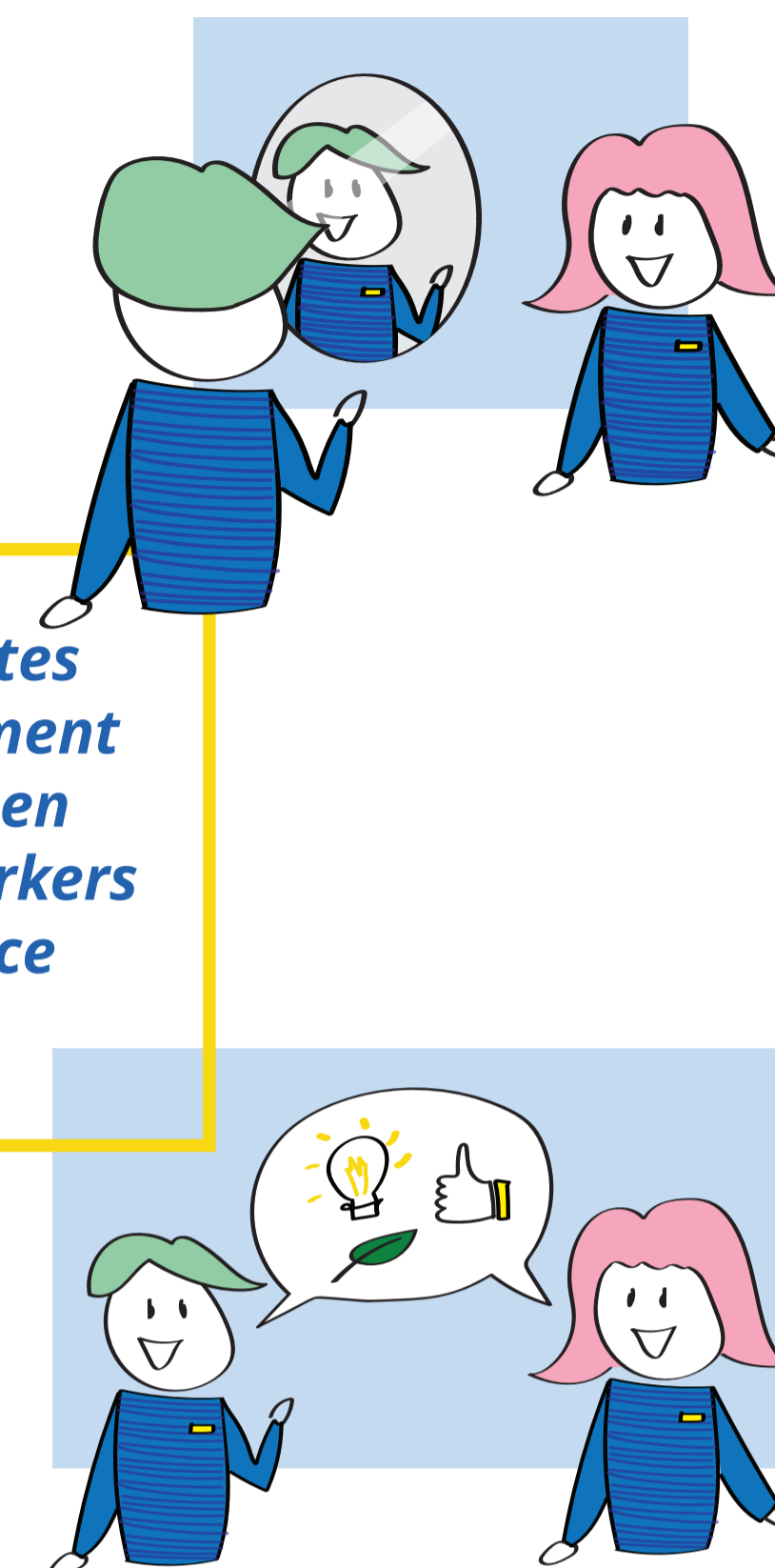
The platform is introduced at the beginning of someone's IKEA career during their onboarding process. It has been designed with customer-facing IKEA co-workers in mind, but can be used for IKEA co-workers from all departments since they all have expertise from their own experiences. The platform is used throughout the co-worker's entire time at IKEA as it helps them to document their professional growth.



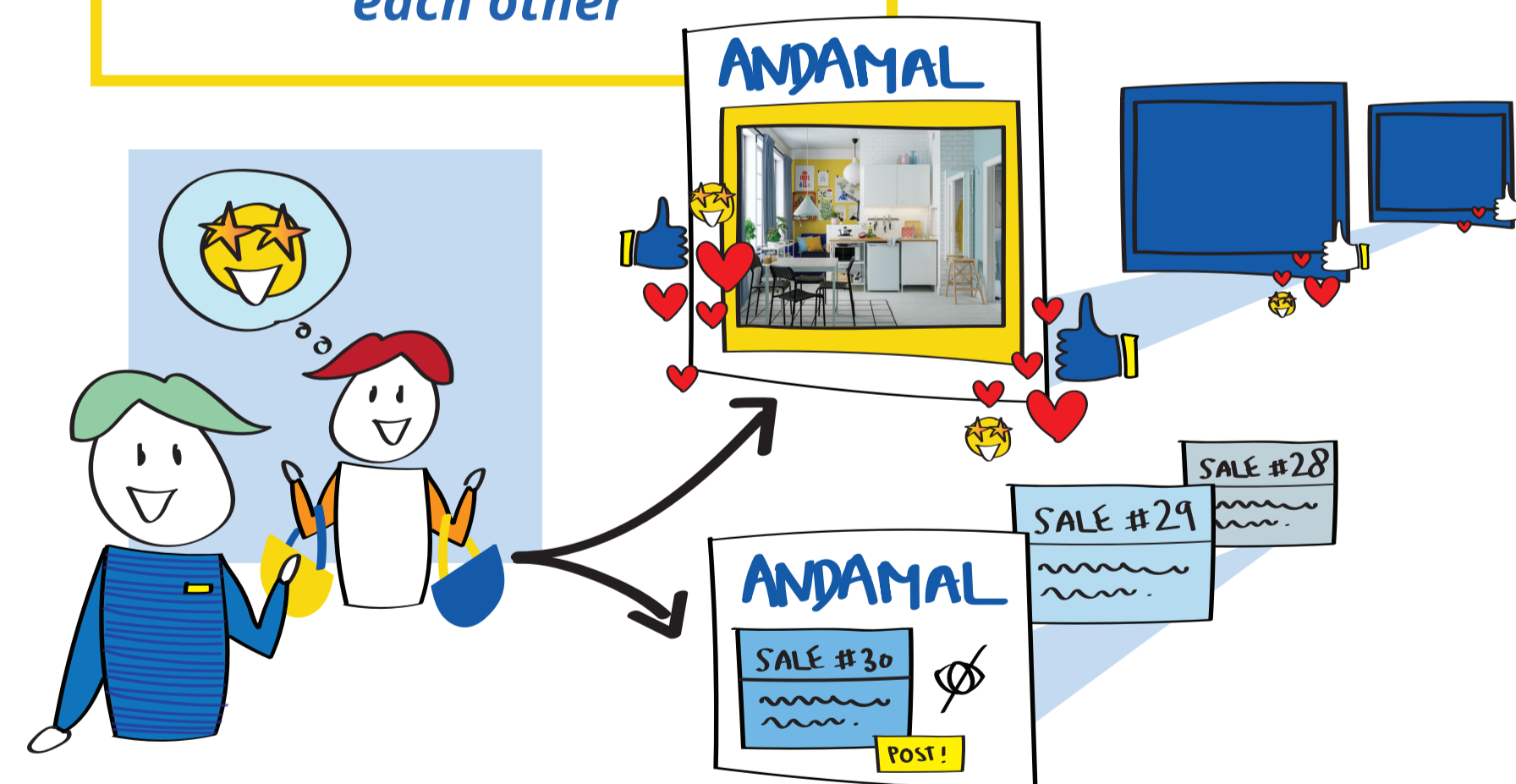
Ändamål's personalized digital experience of the IKEA Learning Offer helps IKEA co-workers in their personal development journey



Ändamål facilitates personal development dialogues between managers & co-workers with performance support tools



Ändamål's digital infrastructure allows for IKEA co-workers to connect and socially interact with each other



Ändamål allows for CBF to actively crowdsource co-worker feedback to continuously improve the IKEA Concept



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Designing new concepts for IKEA's omni-channel
co-worker experience
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Strategic Product Design

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