Design
Document

Developing a Recruitment campaign for IKEA.

Solve-ation

IKEA®

media**LAB**amsterdam

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01

Introduction

During the concept presentation we presented three concepts. Below are the concepts together with a brief overview.

// Looking Box

This is an interactive story that tells the tale of IKEA. It starts off with an introduction and it asks the user to select a study. If this study is logistics then the user gets presented with three mini games, which reflect real life challenges within this field. If the study selected, isn't a logistical study the users proceeds with three different mini games. One of each department: Interior Design, Logistics and Sales.

// Time Framed Question

To perform this concept a website should be developed. It starts with an interactive video that shows the benefits of IKEA as an employer. After that it presents the user with a challenge they have to solve in their own creative way (the challenge is presented in some form of an open question). To make it more challenging the questions could be customized and updated regularly to meet IKEA's demands.
The open platform gives the target group the freedom to be innovative and creative within IKEA. The most creative and innovative solution has a legitimate chance to get an interview with a recruiter. Aside

from this all the ideas will be presented on some kind of leaderboard so students will be able to compare his/her ideas with others and a competitive element is presented.

// Interactive Story

This is an interactive journey through a website, where the user travels through the IKEA world. This journey is similar to an ecosystem - an effect at the start of the chain can have great consequences at the end. This idea makes an impression that logistics is a part of a whole; it's a process, which has room for fine-tuning.

We got a lot of feedback and also were given a decision which of the concepts will be developed further - Time famed question. However, we gave the idea not the finished product so we were asked to develop it a bit more.

This document provides information about the technical design of our project. Besides the general idea of the concept we provide you with the gameplay elements, storyboards and the user journey. A detailed overview of how the screen looks like and what happens during the game is also discussed in this document.

02

General Information

Information Architecture

What is the application supposed to be?
The application is a website, developed specially for recruitment purposes. The goal of the website is to attract potentials with the help of interactive video, which involves mini games. Also it will allow users to know about IKEA vacancies and send his or her contact information so when IKEA is interested in that person, a recruitment manager could easily contact him or her.

Aside from the website, which will be free to access, the application is supported by a database. The database will be available for IKEA personnel only and will contain information about each potential: name, contact information, motivation letter and the score that the user has achieved during the game. Next to this, the user will also be able to connect their LinkedIn-profile to their 'application'. In this way the recruiters get an online resume of the user and they in turn do not have to fill in this information again so it saves time and effort.
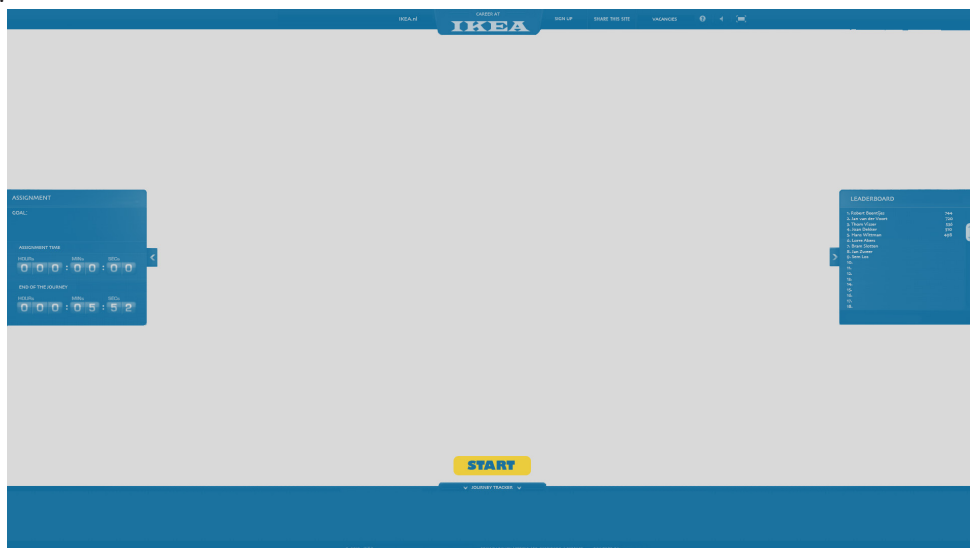

Figure 1. The Interface of the website

What is the application supposed to do?

The game allows the user to complete different logistic tasks that are similar to real-life IKEA logistic problems. With that he or she will have the possibility to see the working process and understand how to combine leadership and "hands-on-mentality" by working at such place as IKEA.

Who is going to be using this application?

The target audience for the game is supposed to be 3rd and 4th year students and also recent graduates (with 1-2 year of working experience). However to evaluate the answers and to proceed the information (i.e. job applications) IKEA personnel is also needed.

Site map

A site map is an overview of the pages within a website. This gives visitors a clear view how the site will be organized and defines all the things that the website can offer.

Entering the homepage the user will be provided with various, namely:

// Interactive video

The interactive video is presented using Flash. It will explain a little bit about the founder and history of IKEA. Then it will also explain the basics of the game, and how each game is based on a certain value or combination of values that are important to IKEA. The games/assignments will be available within the website.

// Send Form

To provide IKEA with user information: personal information, contact info, personal score and game progress; there will be the option to send this to the company. Moreover there will also be the possibility to upload a motivation letter and connect to the user's LinkedIn page.

// Score Board

To create a competitive element within the game but also to show the best users, there will be a scoreboard on the website that updates a ranking of the top players.

// About the Job

Here the user will find the job description and open vacancies.

// Useful Links

This section will provide the user with direct links to IKEA's website, namely IKEA Logistics and possibly to IKEA Logistics group on LinkedIn.

The sitemap can be found in the *Appendix (Sitemap of IKEA recruitment website, p.16)*.

Why use or not use Flash?

The most important reasons why we have decided to use Flash on our website is because it opens up a large field of possiblities to engage the user. Also it is a perfect tool to communicate a message using animation in an efficient and effective way. Finally there is the cross-browser compatibility which means our content will run on every browser as long as the user has the Flash Player installed on their computer.

A few disadvantages though are the fact that users need to download the player first and that Flash content takes more time to load compared to regular text and images. Since this all takes extra time it could lead to decreasing visitors.

Use Case

Use cases put their focus on user goals however the emphasis here is more on the user-system interaction rather than the user's task itself. The main use case describes the 'normal course' of action that are most likely to be performed by the user.

The use case can be found in the *Appendix (Use Case of IKEA recruitment website, p.17)*.

Flowchart

This will function as a basis for the prototype because it offers a very detailed view of the tasks. This tool is quite good to connect the dots between different ideas, it links relationships and it's a great visual tool.

The flowchart can be found in the *Appendix (Flowchart of IKEA recruitment website, p.18)*.

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Application Description

Visual Style

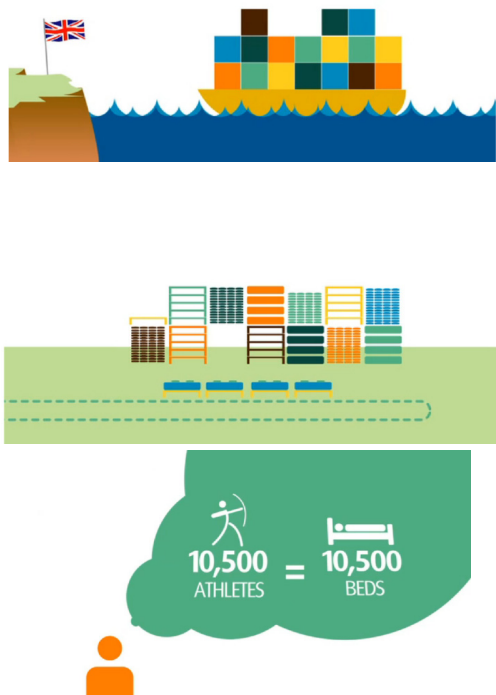Colourful animated graphics. The visuals also communicate one of the IKEA values - simplicity.

Audio Support

The story and minigames will be supported with a "Real Person" voiceover, commonly known as the "regular guy" or the "girl next door".
The character is homegrown, sensible, and friendly guy with a touch of familiarity. It will provide a more intimate interpretation that instills trust.
The voiceover will be done in Dutch. No subtitles.

The Time Within The Game

To give the user more real and challenging experience, the user will be given a set amount of time to finish each assignment. This will also help them feel some of the pressure that a real manager has. The time the user has to complete the task will vary from five to ten minutes but this depends on the difficulty of the task.

Figure 2. Visual style examples

04

The Game Experience

The Playing Process

As it was mentioned earlier in the document the application represents the interactive story mixed with mini games. The story starts in 1920's, when Ingvar Kamprad was born. It connects his background and his views on life and how it affected the IKEA Concept and why it is so important. It is obliged to communicate the main values of IKEA Concept - teamwork, leadership and cost-concious. Below you can read the synopsis of the story (both in Dutch and in English).

Synopsis v0.1
Dutch
Het verhaal achter de meubelgigant IKEA is fascinerend. Het begon allemaal bij de visie en waardes van één man. Ingvar Kamprad. De IKEA recruitment game laat aan de hand van dit gedachtegoed zien wat de alledaagse taken voor een Instore logistic medewerker zijn en waarom er volgens deze visie gewerkt wordt. In de vorm van minigames worden de drie belangrijkste IKEA waardes aan de gebruiker gecommuniceerd. In het laatste deel van de game laten we de gebruiker weten dat deze waardes zeer belangrijk zijn, maar dat er altijd ruimte is voor verbetering. Daarom nodigen wij de logistieke studenten uit hun eigen visie te delen met de IKEA familie.

English
The story behind the home furnishment company IKEA is truly inspiring. It all started with the vision and values of one man. Ingvar Kamprad. The IKEA recruitment game shows us what the daily tasks of an instore logistics employee are by the basis of this vision and evenly important why IKEA works according to this mentality. The three most important values are communicated to the user through a series of minigames. In the final part of the game we let the user know that these values are very important, but also that there is always room for improvement. (It is an ongoing procces.) This is why we would like to inspire the logistic students to share their own, creative vision with the IKEA Family.

Mini games are real life problems that happen in real time. However, the games are tightly connected with the story. While the story tells the user about the values, the mini games allow him or her to see how IKEA uses them now.

Each indiviual assignment will have a time-limit. However, the exact timeframes of each one of the assignments can only be found out after testing the product with the real user. In addition, the tasks will be scored. If the user does not complete the task within the given time frame the task will not be evaluated.

The user will be provided with 3 assignments. Each of them communicate one of the values mentioned earlier in the document - teamwork, leadership and cost-conciousness.

1) The first game represents the value 'togetherness'. To show that an employee at IKEA is part of a bigger picture. The goal of the game is: To direct the co-workers in the different parts of the warehouse and choose the right number of 'items' that you need to use to complete the assignment received from your own department and the sales department.

2) The second game represents the value 'cost-consciousness' and shows the user how this is on of the most important parts of the IKEA Concept. The goal of this game is to: Manage all the goods flow through the different parts of the warehouse. Pay attention to the clock and complete everything in the most efficient way.

3) The final game is about the importance of 'leadership' within IKEA. The objective here is to manage your team by solving all the problems that arise during the last part of the work day. Test yourself with the specific task given and prove your capabilities as a good leader.

More about the games can be found in the *Appendix (Games, p. 19)*

Efficiency Evaluator

To show the user his or her progress within the game we are going to use a so-called efficiency evaluator. Depending on how the task is performed the user will see the efficiency score. The evaluator looks like a circle divided into four sectors: optimal (green), good (yellow), average (orange) and bad (red).
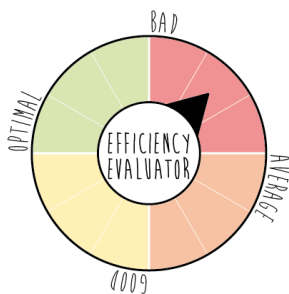

Figure 3. The efficiency evaluator

Extremes' meanings:
        // optimal - the user suggests the right solution
        // bad - the task should be improved.

The efficiency evaluator provides score on the basis of percentage.

Example 1: Game #1.
Direct the co-workers in the different parts of the warehouse.
Number of co-workers: 15

To complete this task with 'optimal' score the player is supposed to allocate them according to the percentage ratio. For instance, in the self-serving furnishing area should go 70% of all co workers. So if the user places 10 or 11 co-workers in that area, he or she will get the 'optimal' score. The step for the evaluator is 3%.

However, what will happen if the user is asked to perform multiple tasks? How the evaluator will work in that case? The answer is in the Exaple 2.

Example 2: Game #1.
Direct the co-workers in the different parts of the warehouse and choose the right number of 'items' that you need to use.

In this case the efficiency evaluator should count multiple decisions. First, each of the actions ill be evaluated personally. To perform the final score, all the scores will be combined and counted, also in percentage. The score ranges are the following:

Optimal: 100-85%
Good: 84-65%
Medium: 64-55%
Bad: 55-0%

Example 3: Game #2
Manage all the goods flow through the different parts of the warehouse.

The user should click on the switching points to direct the goods to the parts of the store that they belong to.
The efficiency will be measured by the percentage of the goods that went in the right place. If the user places the good in the wrong part the efficiency will drop.

The score ranges are the same as in the previous example:

Optimal: 100-85%
Good: 84-65%
Medium: 64-55%
Bad: 55-0%
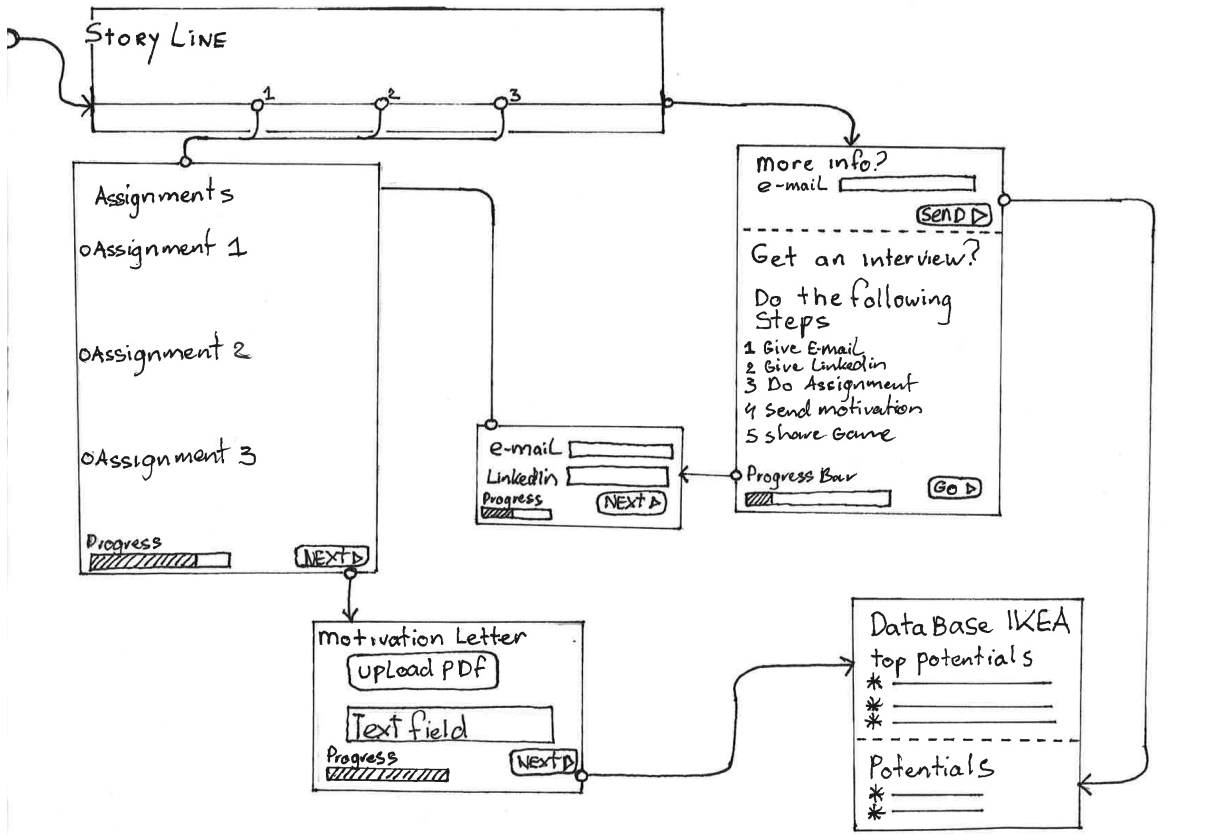
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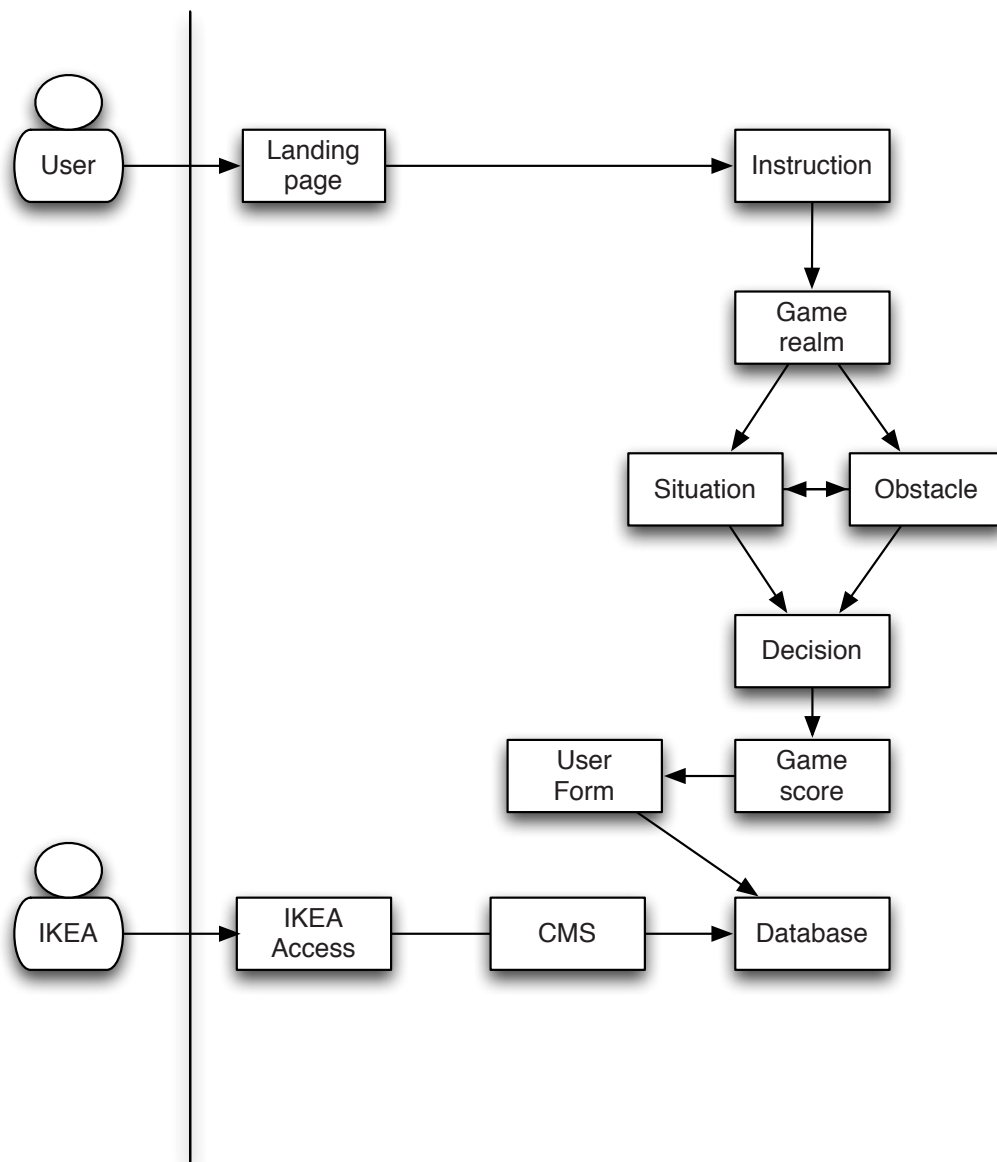11. UPS Love Logistics Film. (2012). From: *http://vimeo.com/27858467*

06

Chapter

Appendix

Sitemap of IKEA Recruitment Website

Story Line

1   2   3

Assignments
o Assignment 1

o Assignment 2

o Assignment 3

Progress
NEXT ▷

e-mail
LinkedIn
Progress
NEXT ▷

More info?
e-mail
SEND ▷

Get an interview?
Do the following
Steps
1 Give E-mail
2 Give LinkedIn
3 Do Assignment
4 Send motivation
5 Share Game
Progress Bar
GO ▷

Motivation Letter
Upload PDF

Text field
Progress
NEXT ▷

Data Base IKEA
top potentials
*
*
*

Potentials
*
*

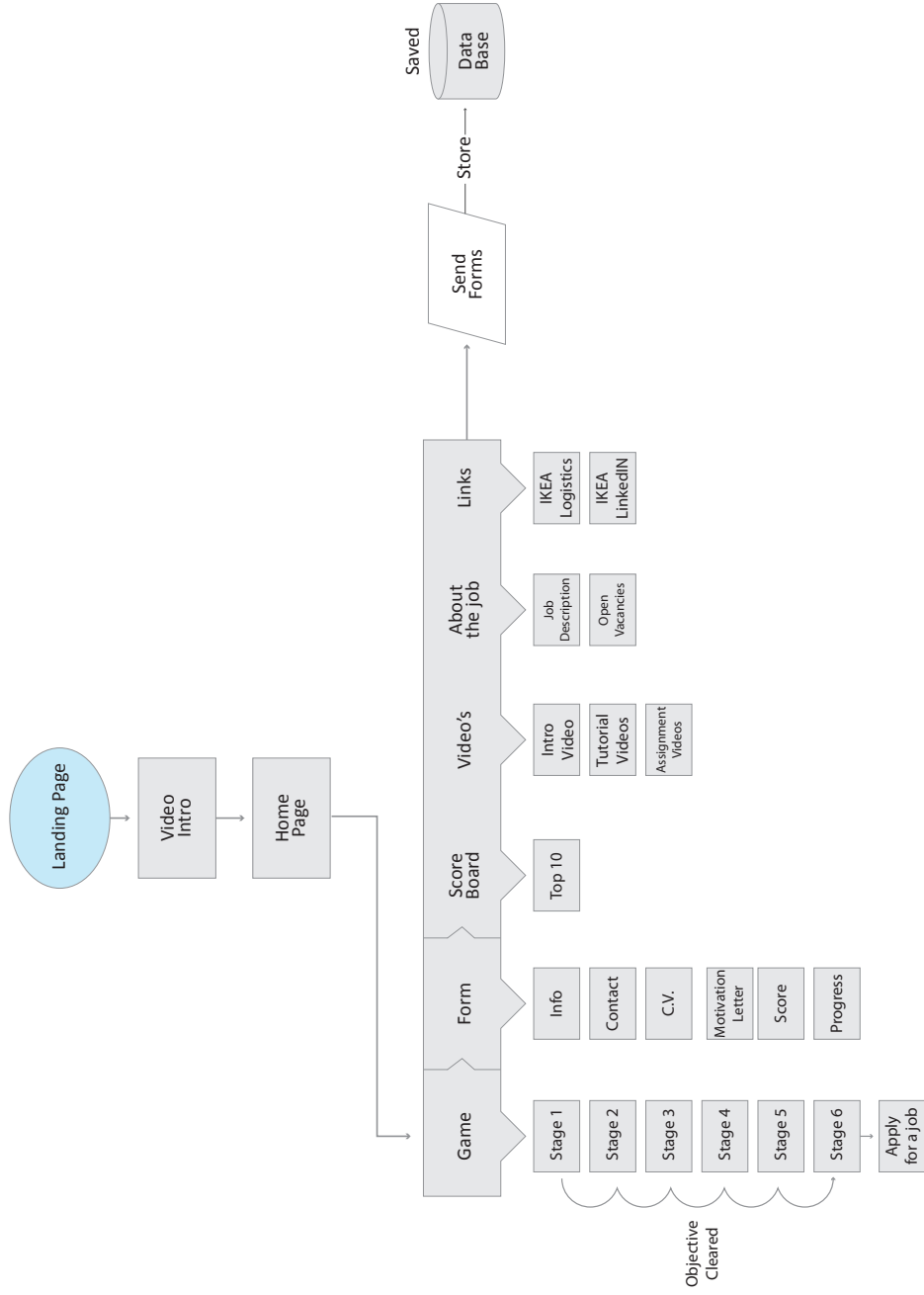## *Use Case of IKEA Recruitment Website*

Flowchart of IKEA Recruitment Website

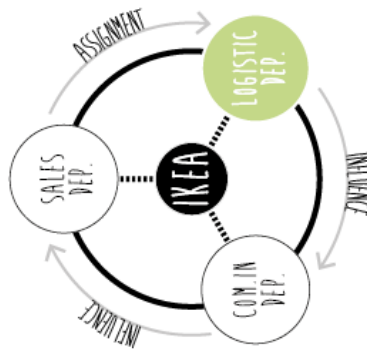Flowchart model of
Solution space concept

Legend

- Start of the model
- User decision within system
- Action or order in system
- Obtaining or sending information
- Database holding information
- Collection of pages

Landing Page → Video Intro → Home Page

Game
- Stage 1
- Stage 2
- Stage 3
- Stage 4
- Stage 5
- Stage 6
- Apply for a job

Objective Cleared

Form
- Info
- Contact
- C.V.
- Motivation Letter
- Score
- Progress

Score Board
- Top 10

Video's
- Intro Video
- Tutorial Videos
- Assignment Videos

About the job
- Job Description
- Open Vacancies

Links
- IKEA Logistics
- IKEA LinkedIN

Send Forms — Store → Data Base — Saved

IKEA

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GAME #01 | TOGETHERNESS

STORY TIMELINE

VIDEO | GAME

FIRST CHAPTER — SECOND CHAPTER — THIRD CHAPTER

VALUE COMMUNICATED: **TOGETHERNESS** _ YOU'RE AN IMPORTANT PART OF A WHOLE.

IN THE IKEA STORE ALL THE DEPARTMENTS ARE CLOSELY CONNECTED. ONLY BY WORKING IN THIS WAY IS IT POSSIBLE TO REACH THE SET GOALS. IT CAN HAPPEN THAT A MANAGER FROM THE SALES DEPARTMENT ASKS FOR SOME SOLUTION OR FOR SOME HELP TO A LOGISTICS MANAGER. ALL THE DECISIONS TAKEN WILL INFLUENCE THE WORK OF THE OTHER DEPARTMENTS. FOR THIS REASON EVERY SINGLE FEEDBACK IS IMPORTANT!

SALES DEP. — LOGISTIC DEP. — COM.IN DEP. — IKEA

ASSIGNMENT / INFLUENCE / INFLUENCE
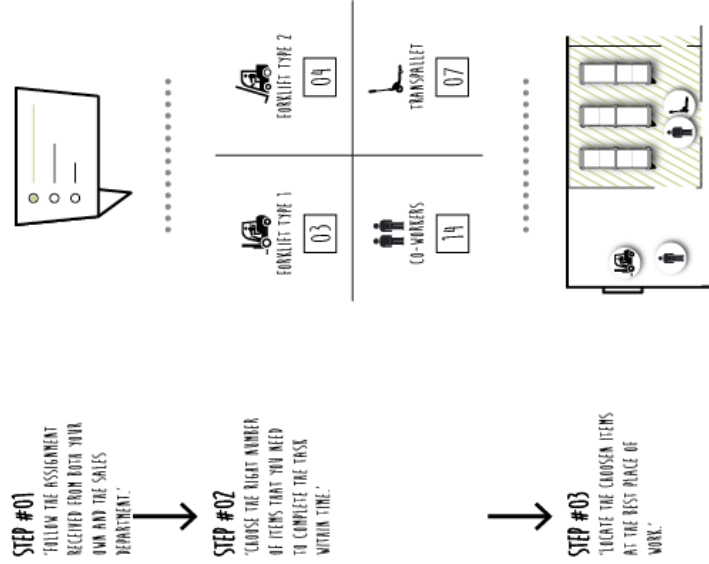
GOAL OF THE GAME: **SHOW HOW IKEA WORKS**

"DIRECT THE CO-WORKERS IN THE DIFFERENT PARTS OF THE WAREHOUSE AND CHOOSE THE RIGHT NUMBER OF 'ITEMS' THAT YOU NEED TO USE TO COMPLETE THE ASSIGNMENT RECEIVED FROM YOUR OWN DEPARTMENT AND THE SALES DEPARTMENT."
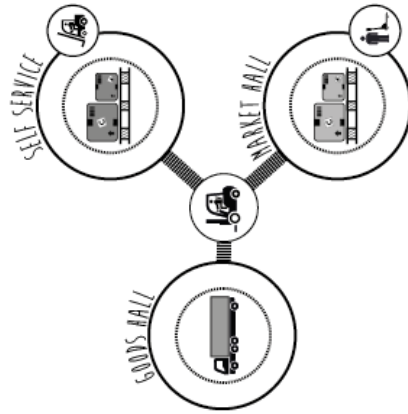
STRUCTURE:

STEP #01
"FOLLOW THE ASSIGNMENT RECEIVED FROM BOTH YOUR OWN AND THE SALES DEPARTMENT."

STEP #02
"CHOOSE THE RIGHT NUMBER OF ITEMS THAT YOU NEED TO COMPLETE THE TASK WITHIN TIME."

STEP #03
"LOCATE THE CHOSEN ITEMS AT THE BEST PLACE OF WORK."

FORKLIFT TYPE 1 — 03
FORKLIFT TYPE 2 — 04
CO-WORKERS — 14
TRANSPALLET — 07

GAME #02 | 'COST-CONSCIOUSNESS/ EFFICIENCY'

STORY TIMELINE

VIDEO — GAME | FIRST CHAPTER
VIDEO — GAME | SECOND CHAPTER
THIRD CHAPTER

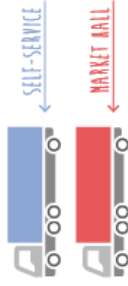VALUE COMMUNICATED: **COSTCONSCIOUSNESS** _ LESS COST FOR US AND FOR CUSTOMERS.

EVERY MORNING WHEN ALL THE TRUCKS ARRIVE, A COMPLEX PROCESS STARTS. THE CUSTOMERS WILL NEVER KNOW HOW ARTICULATED IT REALLY IS. ONLY THANKS TO THE GREAT ORGANIZATION AND THE CAPABILITIES OF IKEA MANAGERS, EVERYTHING CAN GO ON IN THE BEST WAY POSSIBLE.
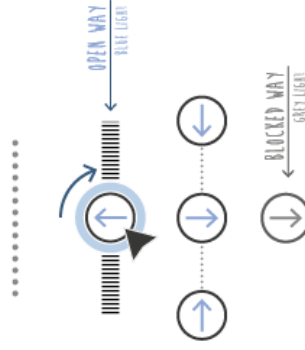
SELF SERVICE

MARKET HALL

GOODS HALL

GOAL OF THE GAME: **MANAGE THE GOODS FLOW**

"MANAGE ALL THE GOODS FLOW THROUGH THE DIFFERENT PARTS OF THE WAREHOUSE. PAY ATTENTION TO THE CLOCK AND, OF COURSE, COMPLETE EVERYTHING IN THE MOST EFFICIENT WAY".

STRUCTURE:

SELF-SERVICE
MARKET HALL

STEP #01
"LOOK AT THE COLOR OF THE PRODUCTS TO KNOW WHERE THEY HAVE TO GO."

OPEN WAY
BLUE LIGHT

BLOCKED WAY
GREY LIGHT

STEP #02
"CLICK ON THE SWITCH POINT TO SELECT THE RIGHT WAY."

STEP #03
"UNLOAD ALL THE TRUCKS AND MANAGE THE GOODS FLOW WITHIN THE GIVEN TIME."

GAME #03 | LEADERSHIP

STORY TIMELINE

FIRST CHAPTER — VIDEO | GAME | VIDEO
SECOND CHAPTER — GAME
THIRD CHAPTER — VIDEO | GAME
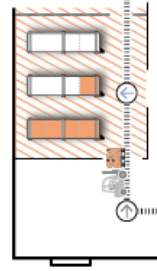
VALUE COMMUNICATED: LEADERSHIP _ LEADING BUSINESS AND PEOPLE TOGETHER TO CREATE ONE IKEA

LEADERSHIP — KNOWLEDGE, MOTIVATION, CAPABILITY — TEAM MANAGER — HANDS-ON
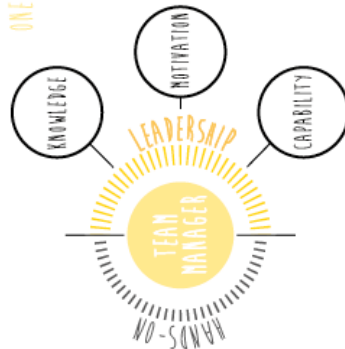
THE IKEA BUSINESS WILL NEVER BE A ONE-MAN-SHOW. IT IS CHARACTERISED BY CO-OPERATION BETWEEN PEOPLE WHO BELIEVE IN THE SAME CAUSE AND RESPECT EACH OTHER'S EFFORTS. EVERYBODY IS IMPORTANT.

ONLY BY BLENDING THE RIGHT METHOD OF LEADER-SHIP TOGETHER WITH A 'HANDS-ON' MENTALITY, CAN ONE BECOME A TRULY CAPABLE MANAGER AT IKEA.

GOAL OF THE GAME: MANAGE YOUR TEAM

"AFTER AN OVERVIEW OF THE WORK THAT STILL REMAINS TO BE DONE: MANAGE YOUR TEAM BY SOLVING ALL THE PROBLEMS THAT ARISE DURING THE LAST PART OF THE WORK DAY. TEST YOURSELF WITH THE SPECIFIC TASK GIVEN AND PROVE YOUR CAPABILITIES AS A GOOD LEADER".
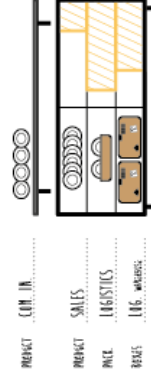

STRUCTURE:

STEP #01
"HAVE AN OVERVIEW OF ALL THE WORK THAT STILL REMAINS TO BE DONE"

STEP #02
"MAKE IT. UNDERSTAND IT. FILL UP THE SHELF IN THE APPROPRIATE WAY"

- 01. FOLLOW THE EXAMPLE AND FILL THE SHELF
- 02. CHOOSE WHAT YOU NEED (LOOKING THE SHOWN PERCENTAGE
- 03. DRAG AND DROP THE RIGHT PRODUCT WHEN IT APPEARS ON THE SPECIAL SCREEN "WHAT'S ON THE PALLET"

STEP #03
"HELP THE NEW GUY TO FINISH HIS WORK, PAYING ATTENTION TO COMPLETE ALL THE WORK IN TIME"

PRODUCT | COM. IN. | SALES
PRODUCT | PRICE | LOGISTICS
PRICE | | LOG. WAREHS.
ROUTE |

Concept Document