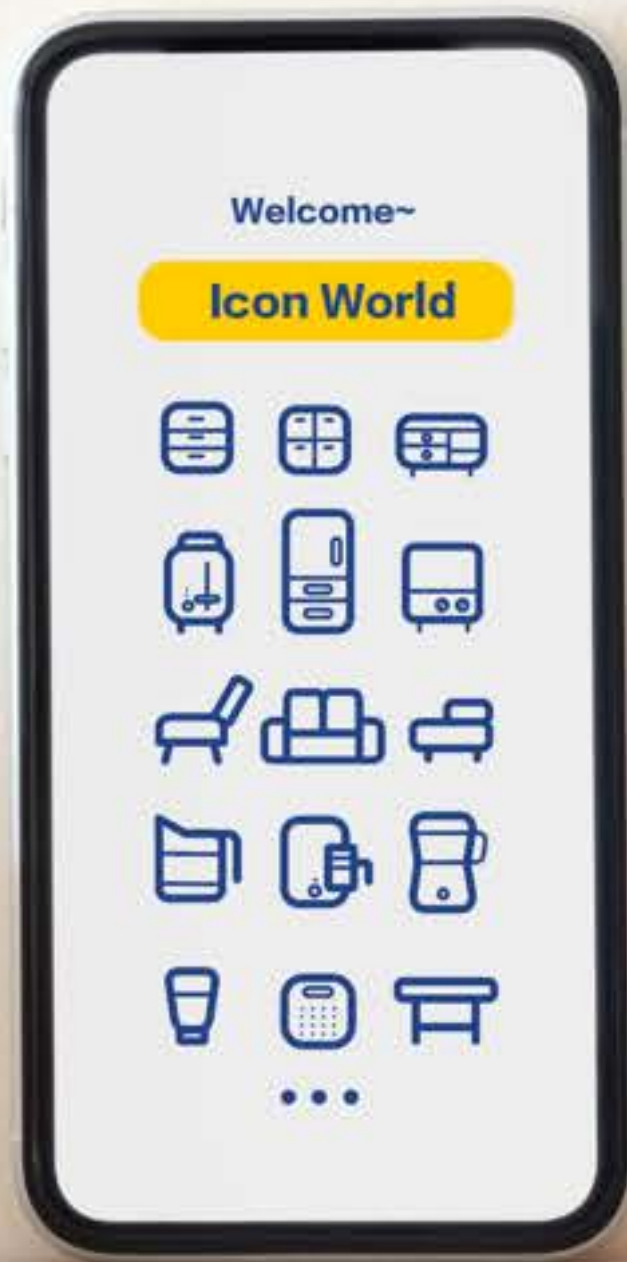




IKEA

Mobile Icon







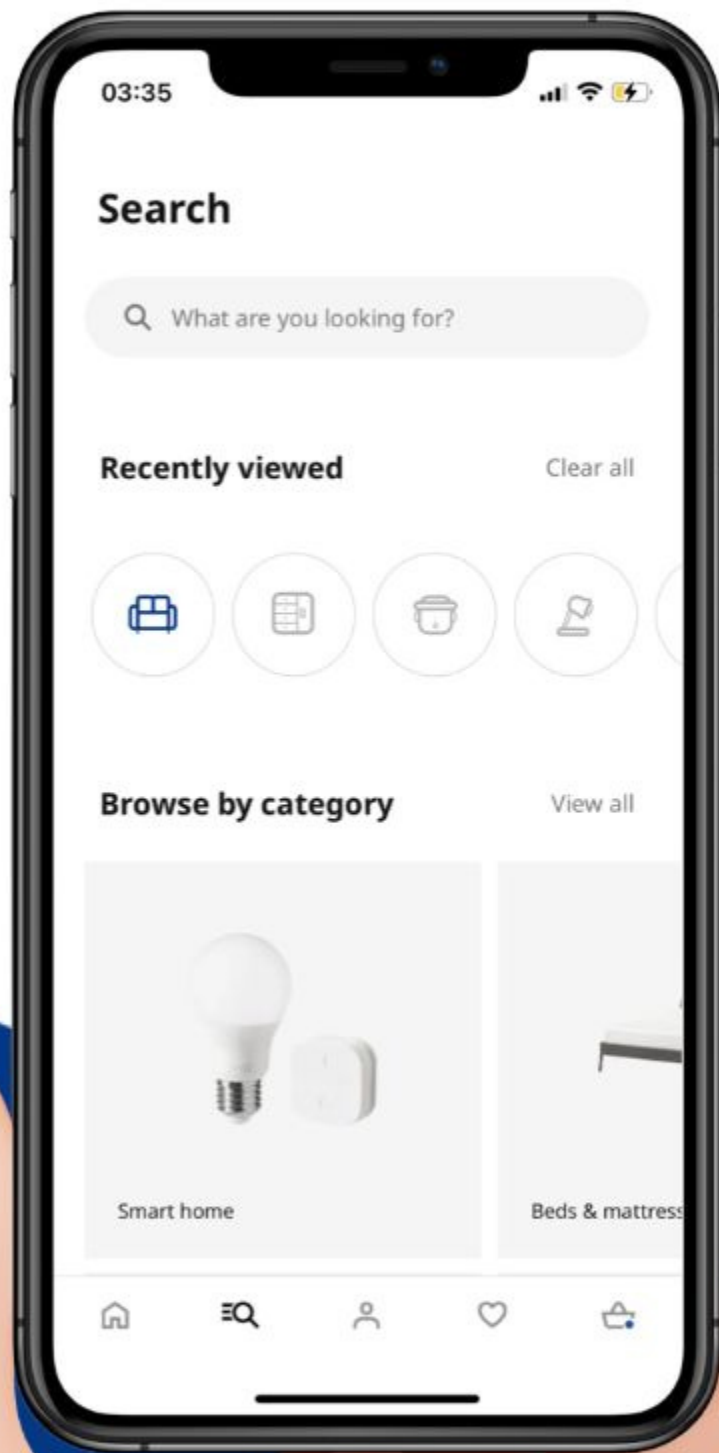
IKEA
Mobile Icon





IKEA
Mobile Icon





Literarcy **VS** Visual



Introduction

When approaching the icon design for IKEA Mobile App, I want to create a system of icons which can be more cohesive in terms of the styles, colors, and configurations.



Project Goal

The purpose of this project is to design a system of icons for IKEA Mobile version which can be user friendly, visual attractive and system identical in many configurations.



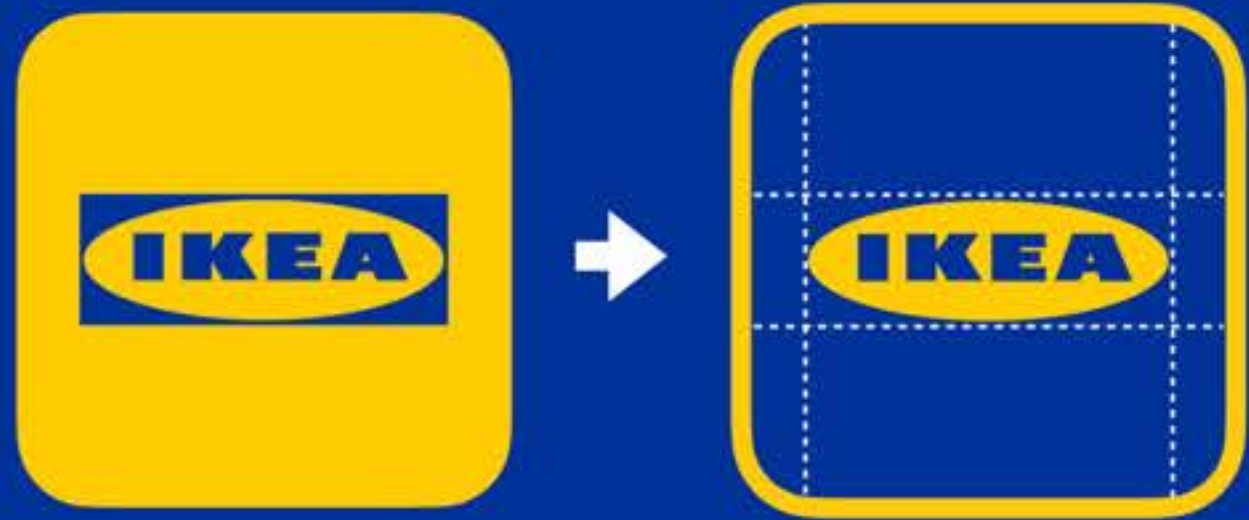
Purpose of the Icon

A good place to start is to discern why the icon is being used. There are two initial streams it can fall into: visual or functional.

The visual icons can be used in both print and digital design to support content, and guide the eye to specific areas of the layout.

The functional icons act as links or tools in digital design. Navigational menus often implement icons to both provide interest and prompt action from the user.





IKEA icon redesign idea is inspired by their logo. I find out IKEA's brand vision is to provide people with a better everyday life for everyone. Plus, the core goal of IKEA is doing it in a different way.

Unlike other furniture companies which usually use the sharp edges as their icons as a symbolization, I decide to make the icon design in a round shape.

The design principle is just comes from IKEA's brand core goal which is designing the category icons in a different way. Also, I will use thick & thin stroke to somehow represent the experiences when people ordering the furnitures.

Just like building the Lego, once you got the big block, you always need another small parts to make a compensate.

>>>>
Icon Says...



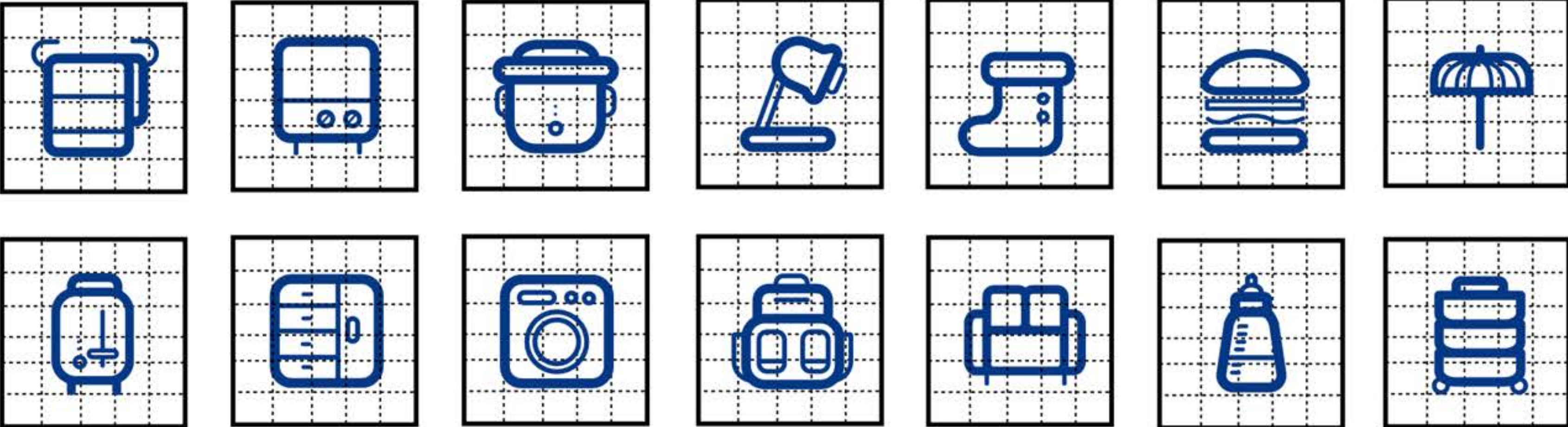
LINANÄS



01



System Identical



Using the same grid system, and give the customer a sense of cohesiveness.

Icon Lists



Furniture



Beds & mattresses



Kitchen & appliances



Storage & organization



Baby & kids



Rugs



Home Textiles



Home Electronics



Home Decor



Cookware & tableware



Lighting



Bathroom



Pet accessories



Laundry & cleaning



Home improvement



IKEA food & restaurant



Gardening & plants



Home safety



Leisure & travel



Smart home



Summer



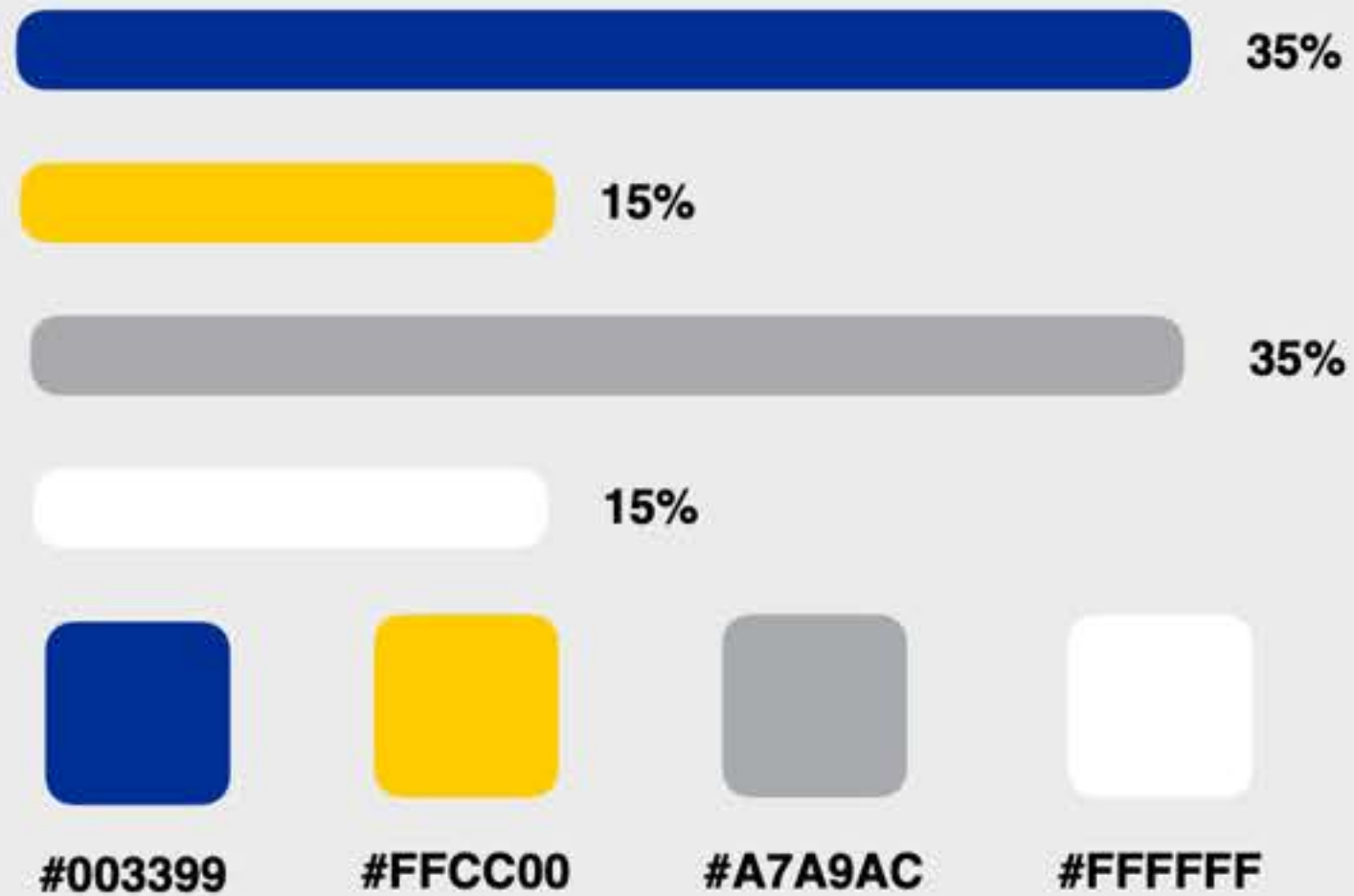
Winter holidays



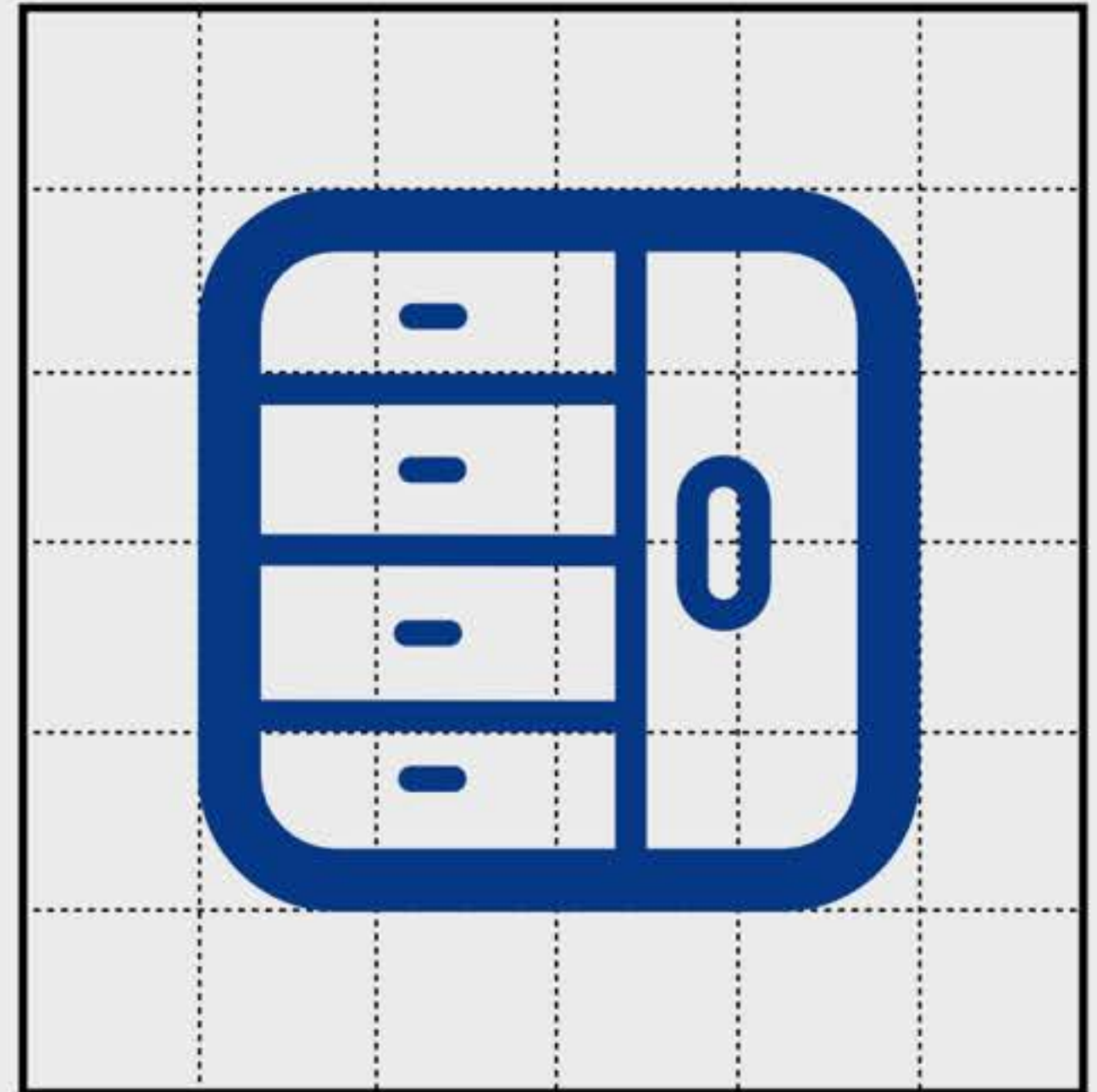
Outdoor

Color Palette

Color Usage Preference Ratio:



The main color includes IKEA blue, yellow, grey, and white. On top of the left side, it shows color usage preference ratio about IKEA App I want to create, and their mobile app main logo.



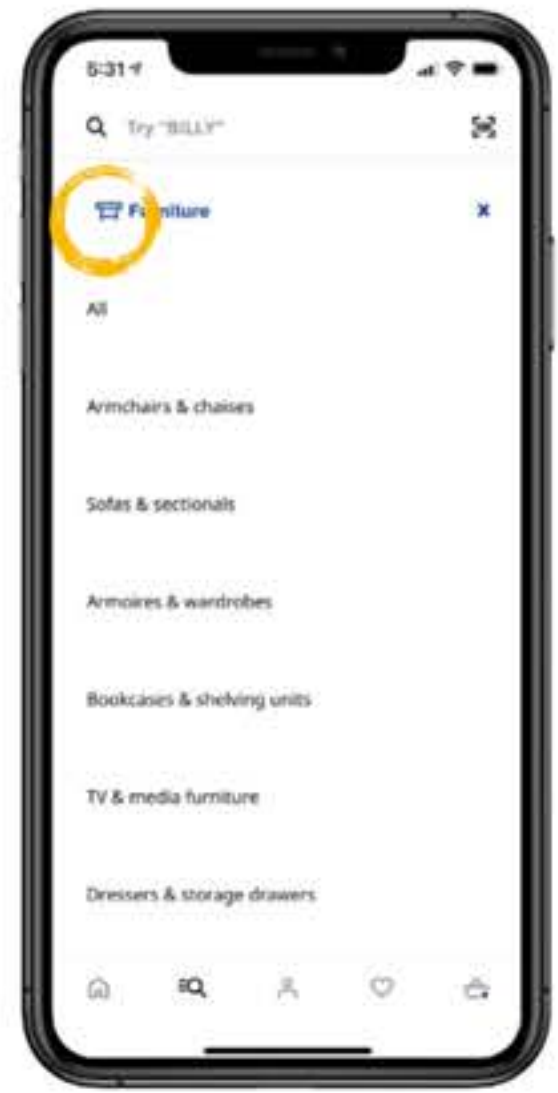
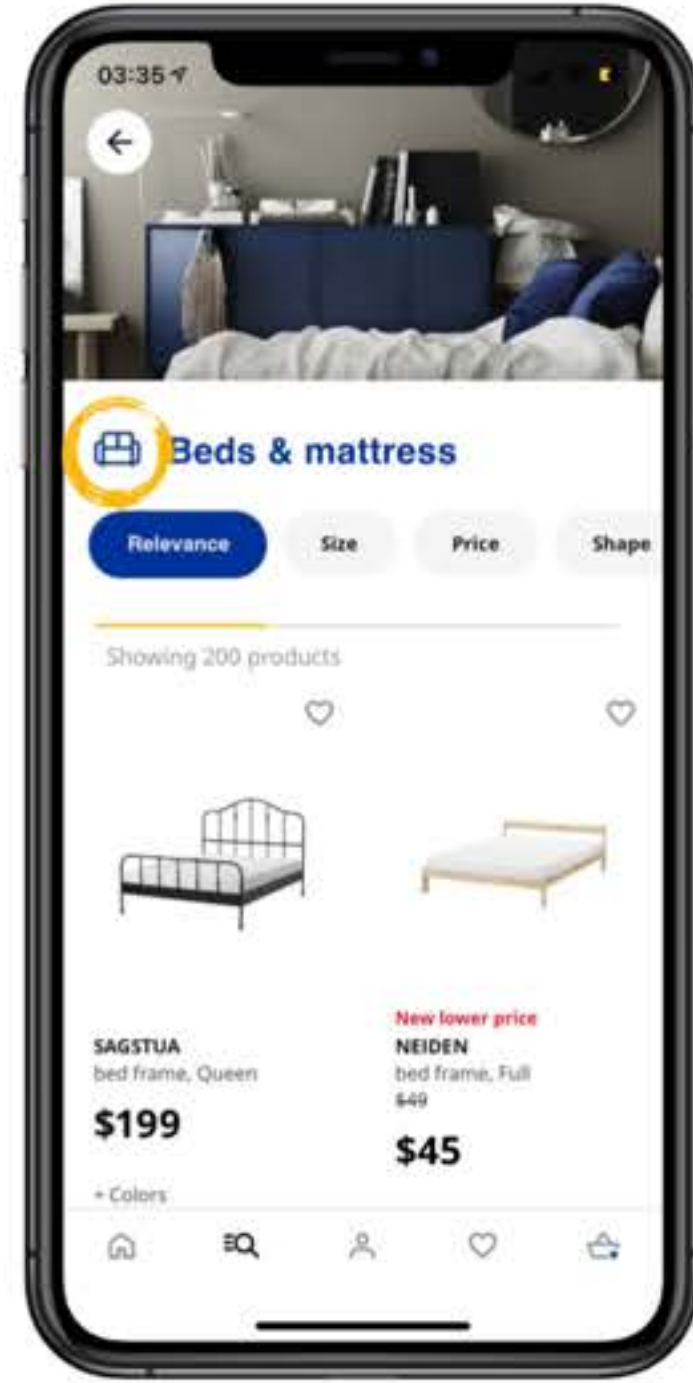
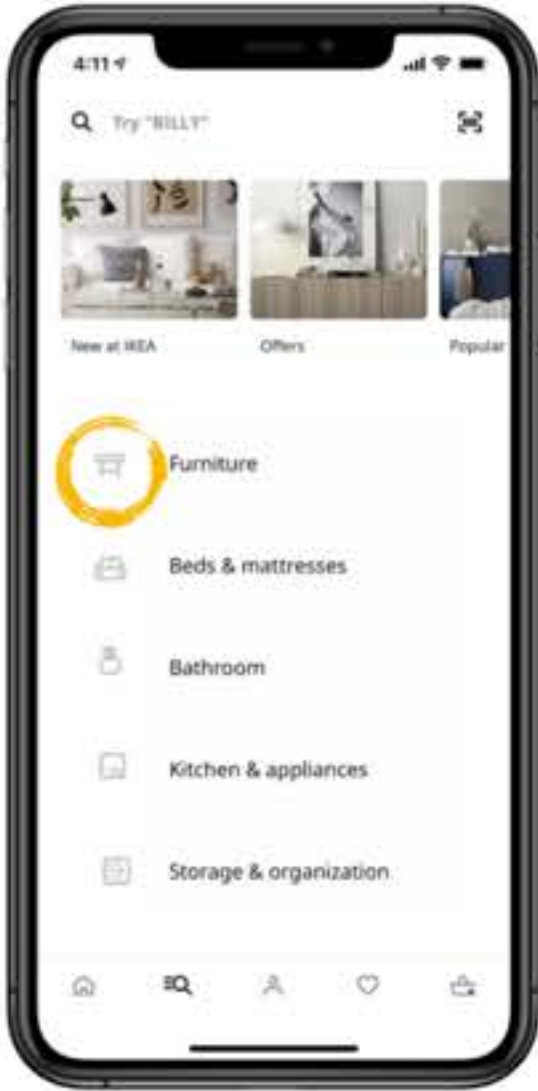




02

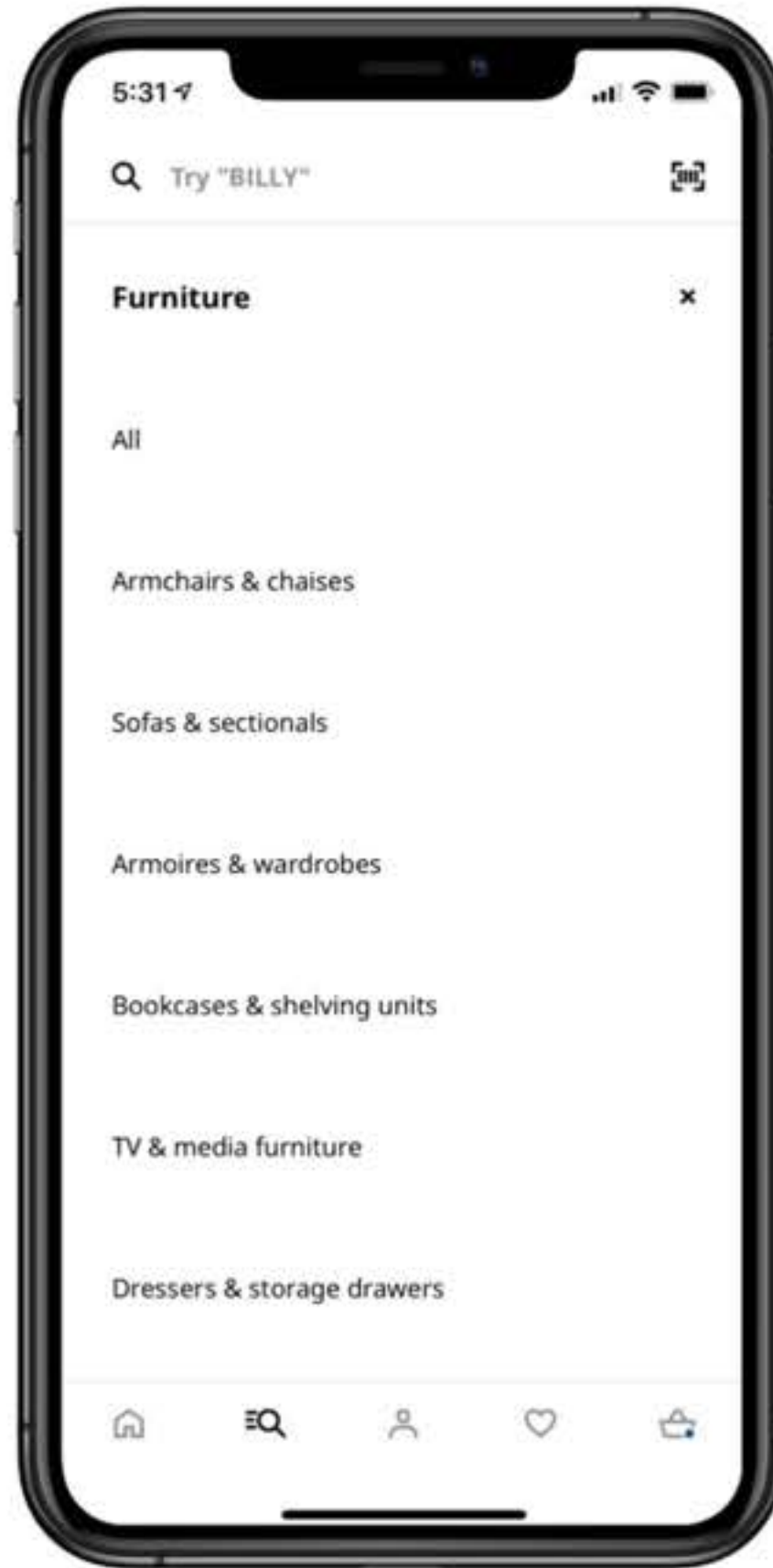


Visual Attractive

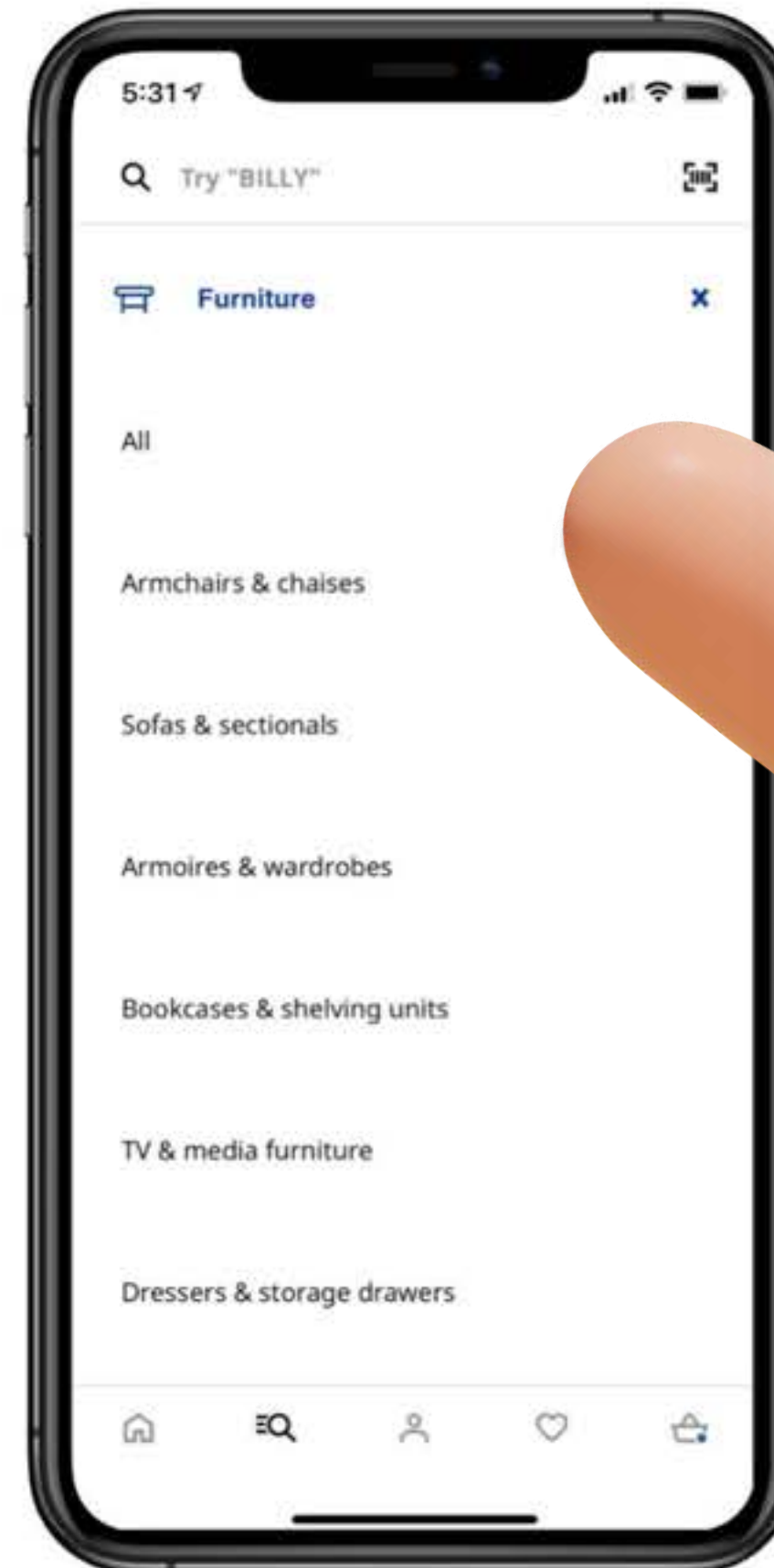


Good icon system can bring out a good configuration and recognition of the brand & company.

Preview



Original



Redesign

03

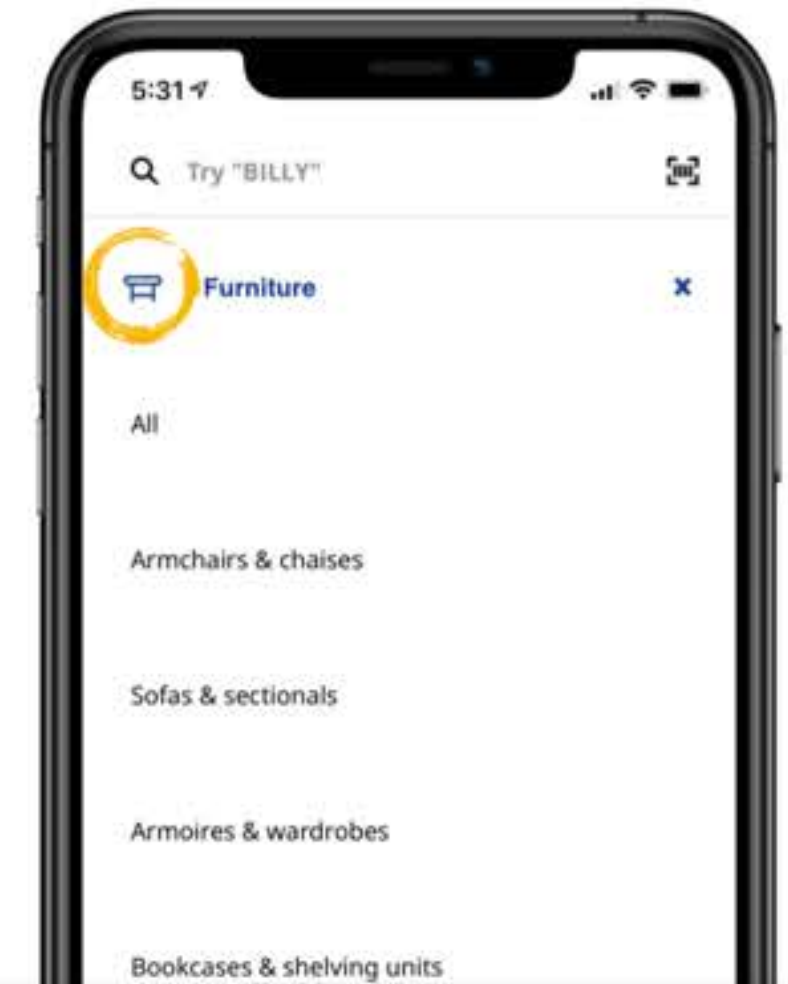
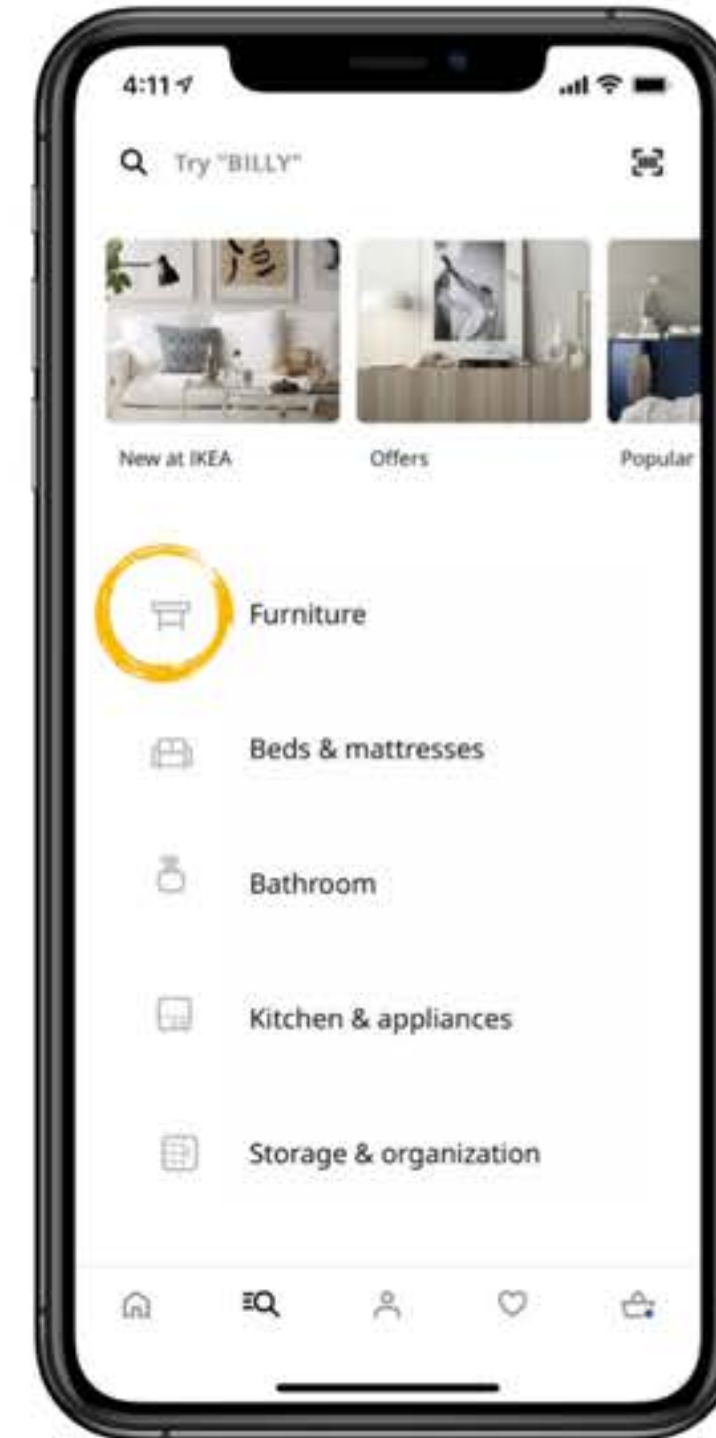
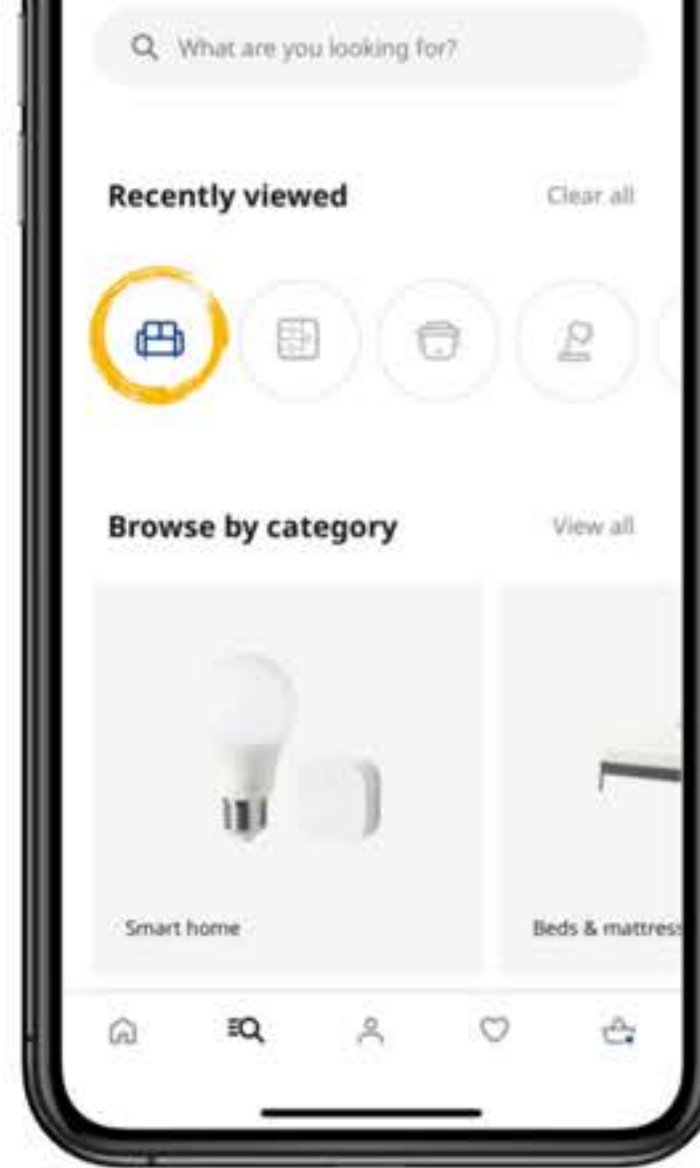


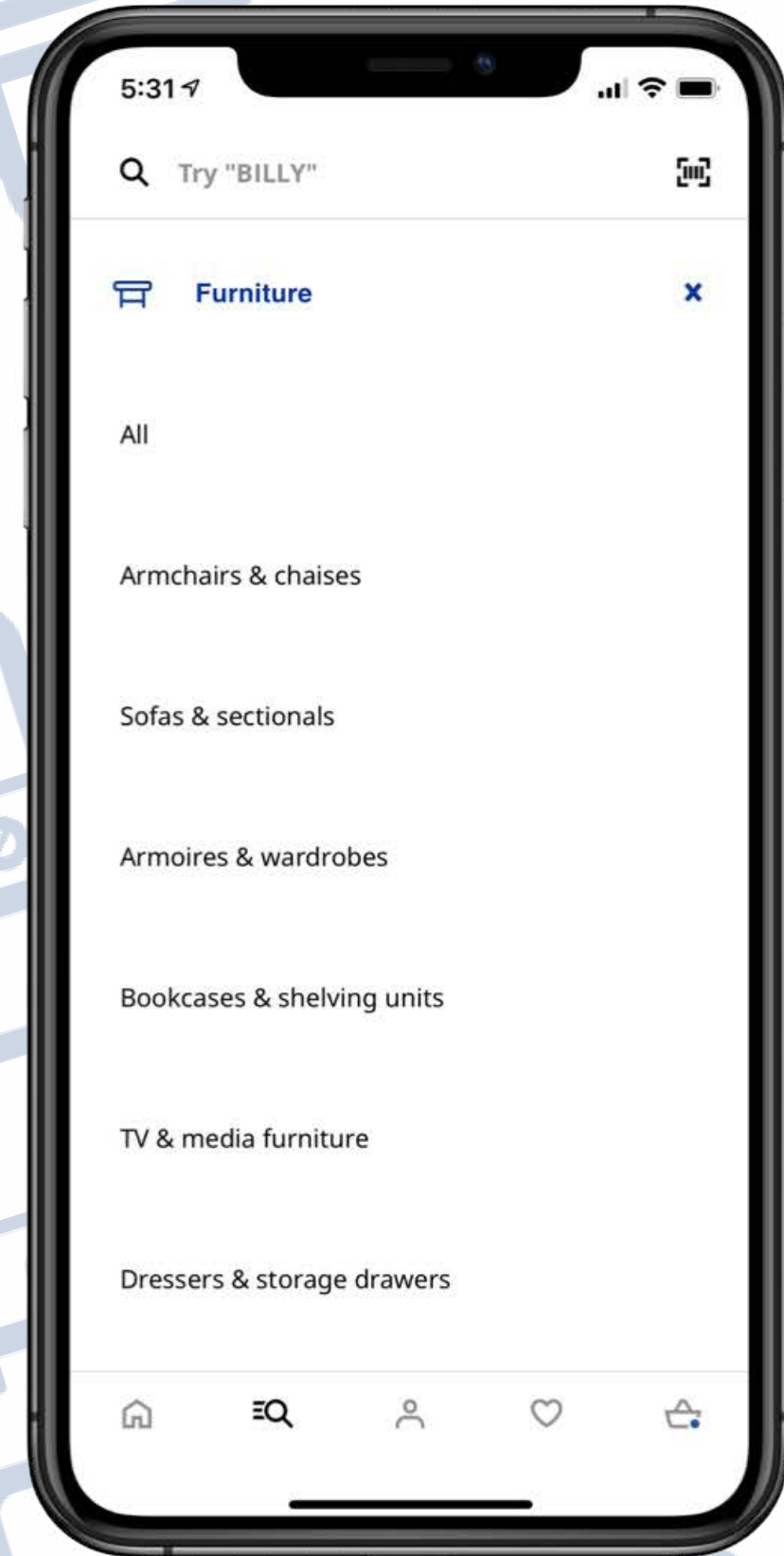
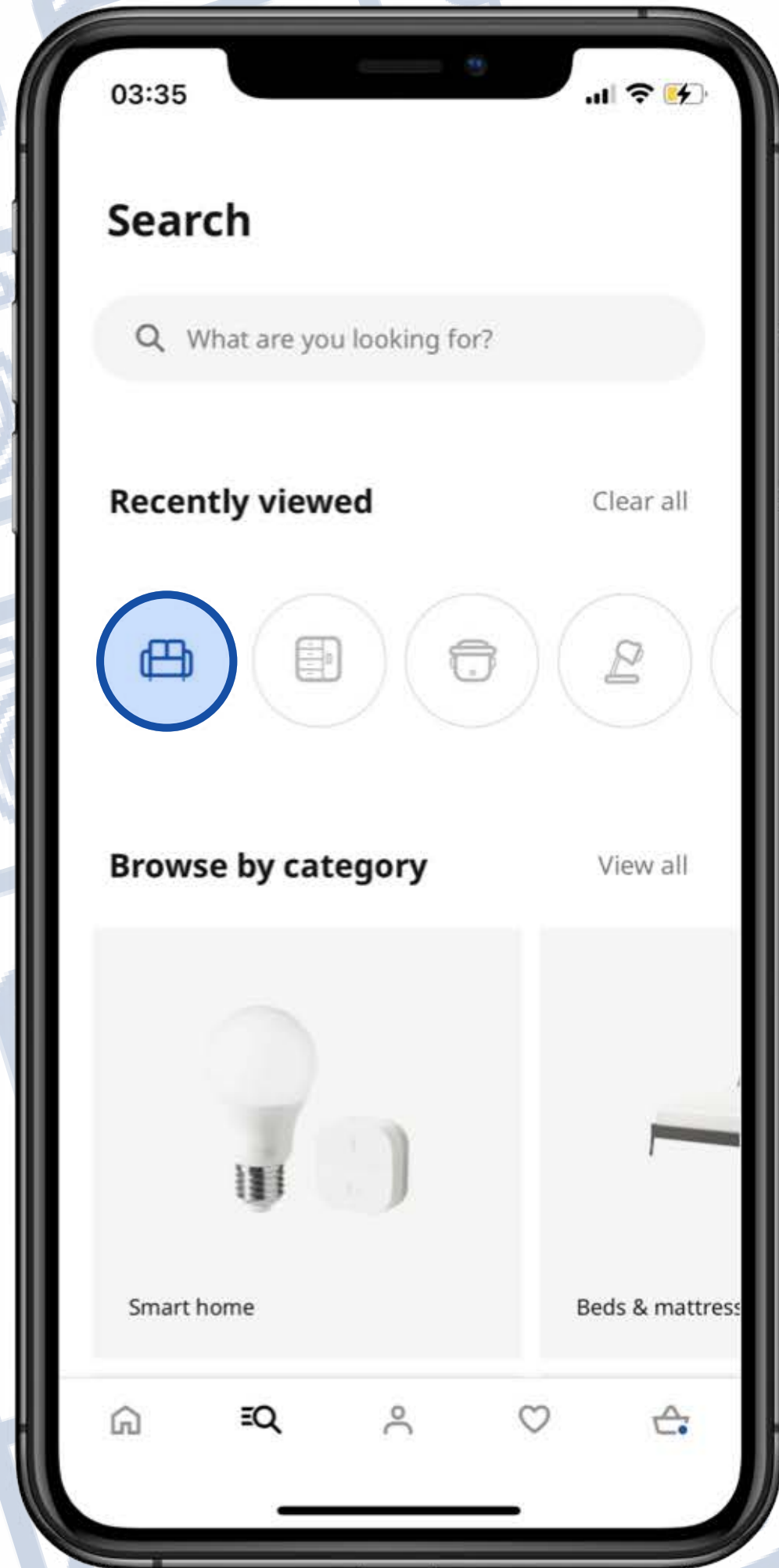
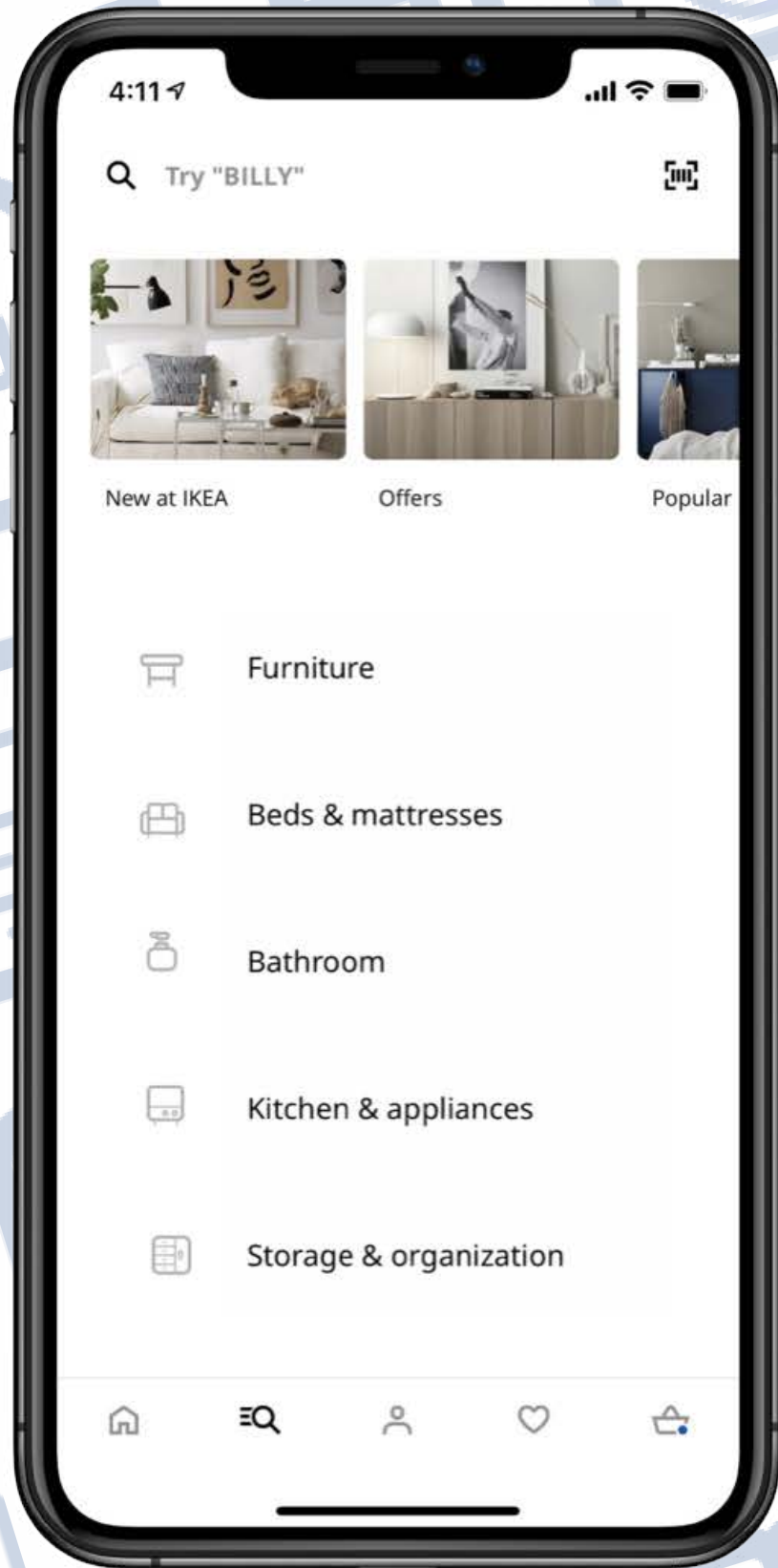
User Friendly

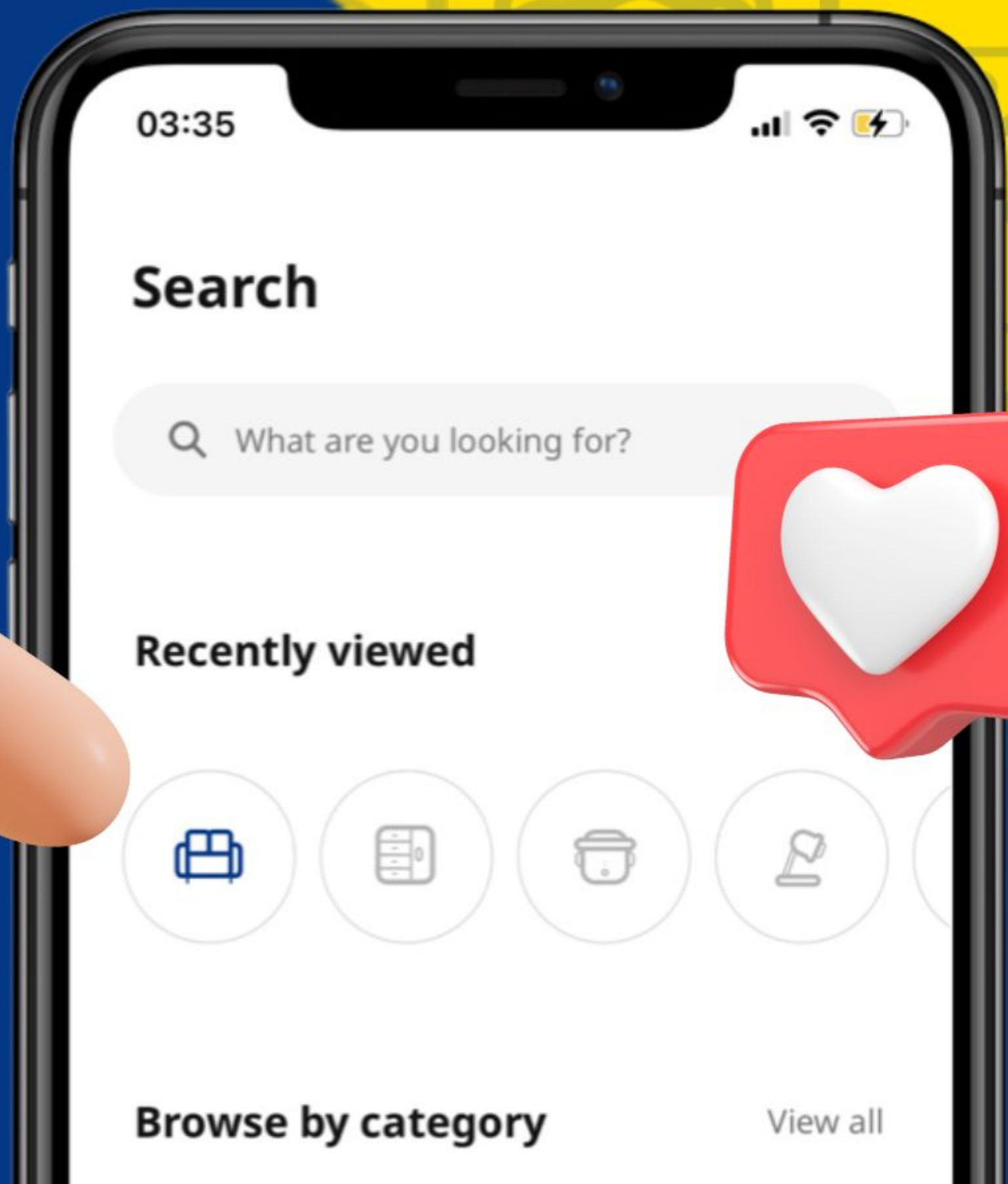
- Overall categories
- Detail Page

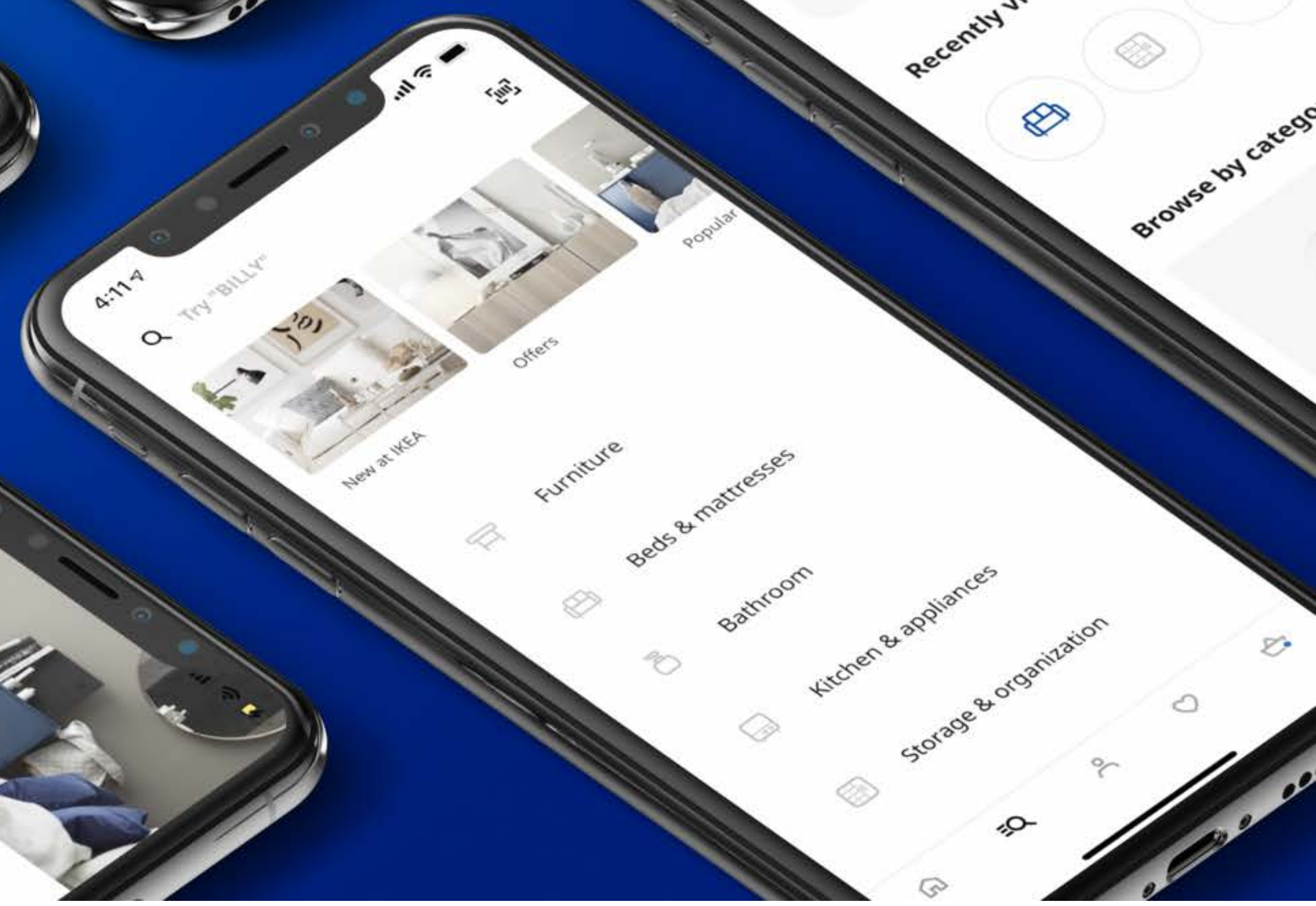
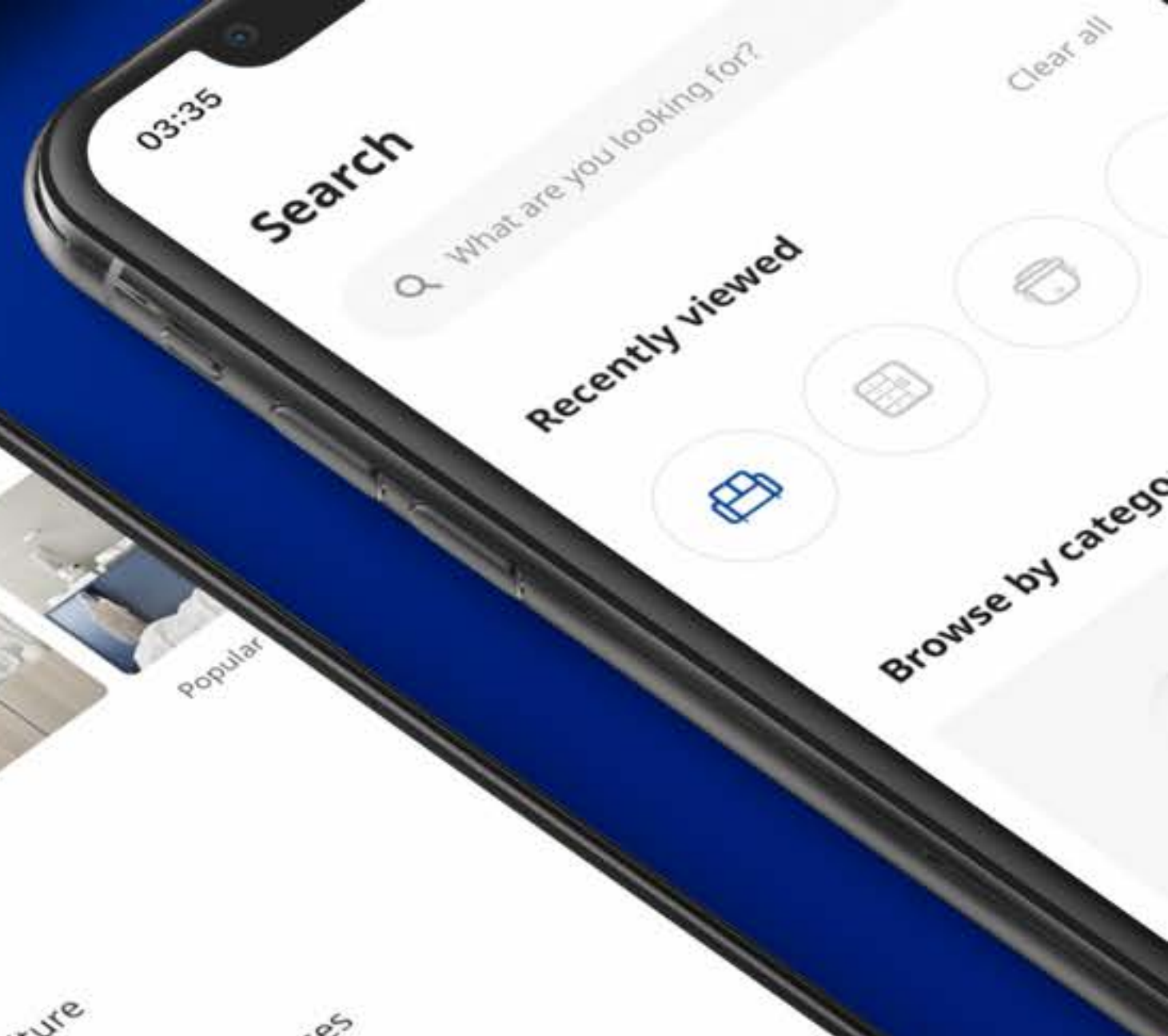
In overall categories, the icons are grey. When you click on the detail page, it turns out blue as a secondary color compliment to show the information more clearly.

Easy for Identify & navigation. User friendly for people to recognize item more easily & quickly even in a long distance.

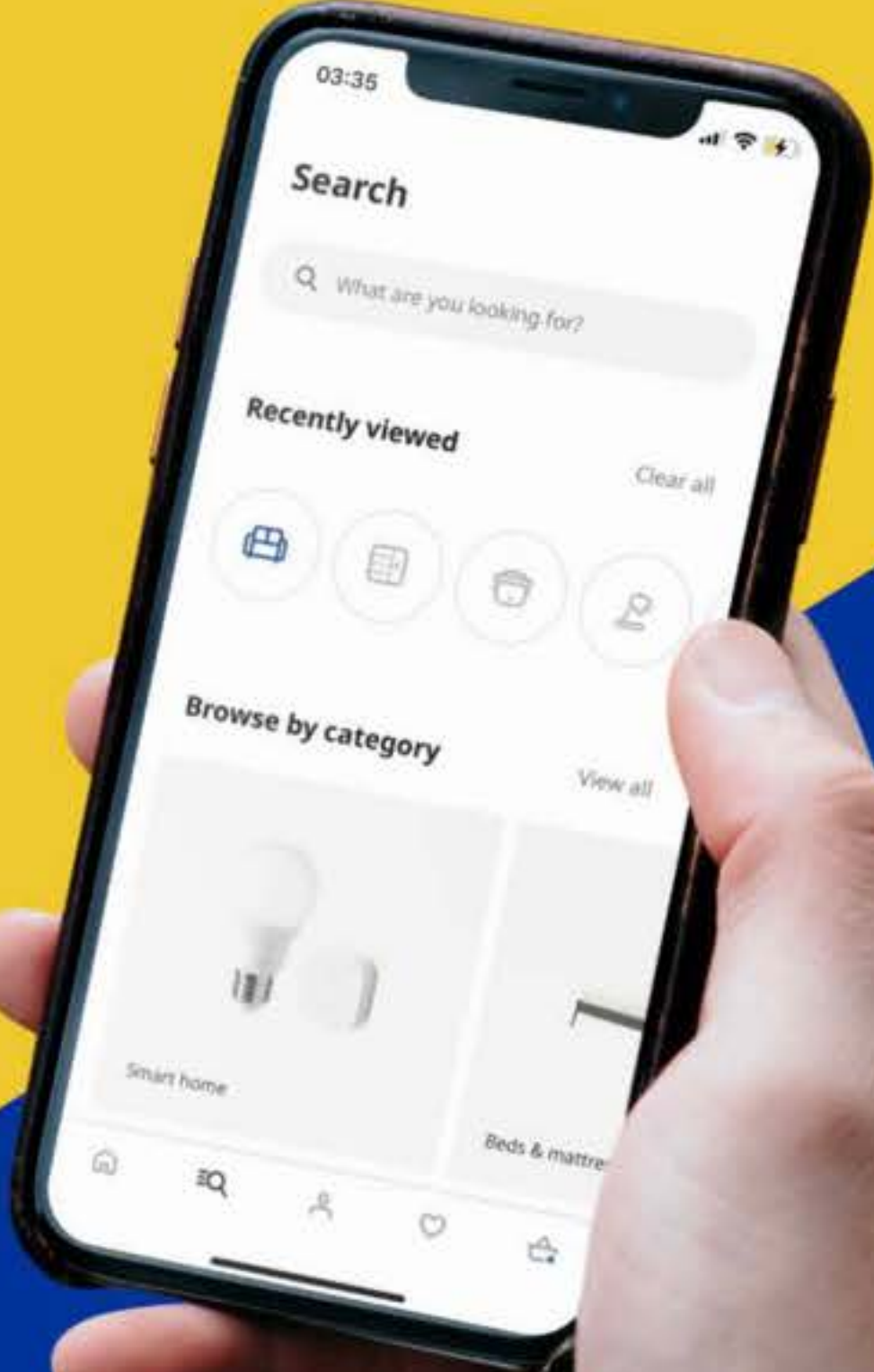








IKEA Mobile App



Hello.



IKEA
MOBILE APP

 **IKEA
MOBILE APP**



Hello.





THANKS

