

iked

ABOUT

Ikea is a leading global furniture retailer selling Scandinavian style furniture and other home goods at affordable prices. This project is about creating a better shopping experience at Ikea.

The primary focus was bridging the gap between shopping online and in physical stores.

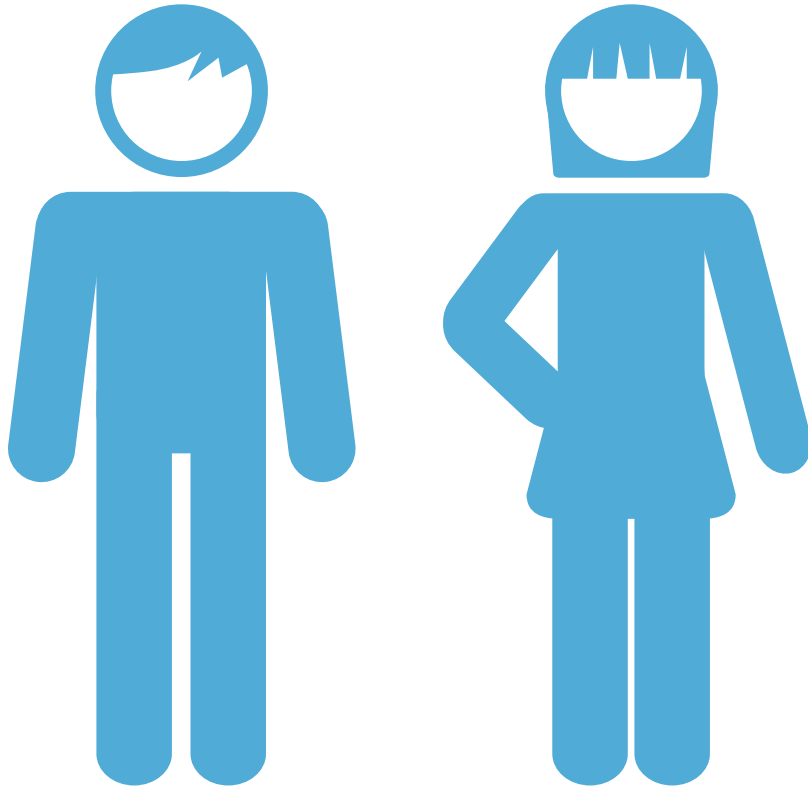
PROBLEM

1. It's difficult to navigate through the store and locate products.
2. Some products are offered in different configurations and several colors but aren't displayed.
3. Checking out is a bad customer experience due to long lines.
4. Only way to find out about a product recall is by checking their site.

SOLUTION

1. Use Beacon to help customers locate products and navigate through the store.
2. Scan barcodes of items with app to get product information.
3. Replicate online shopping experience in the stores. Items can be added to app cart by scanning the bar codes. Payments can be made directly on the app. Items will be pulled and ready to be picked up.
4. Use purchase history to directly alert customers with recalls.

TARGET

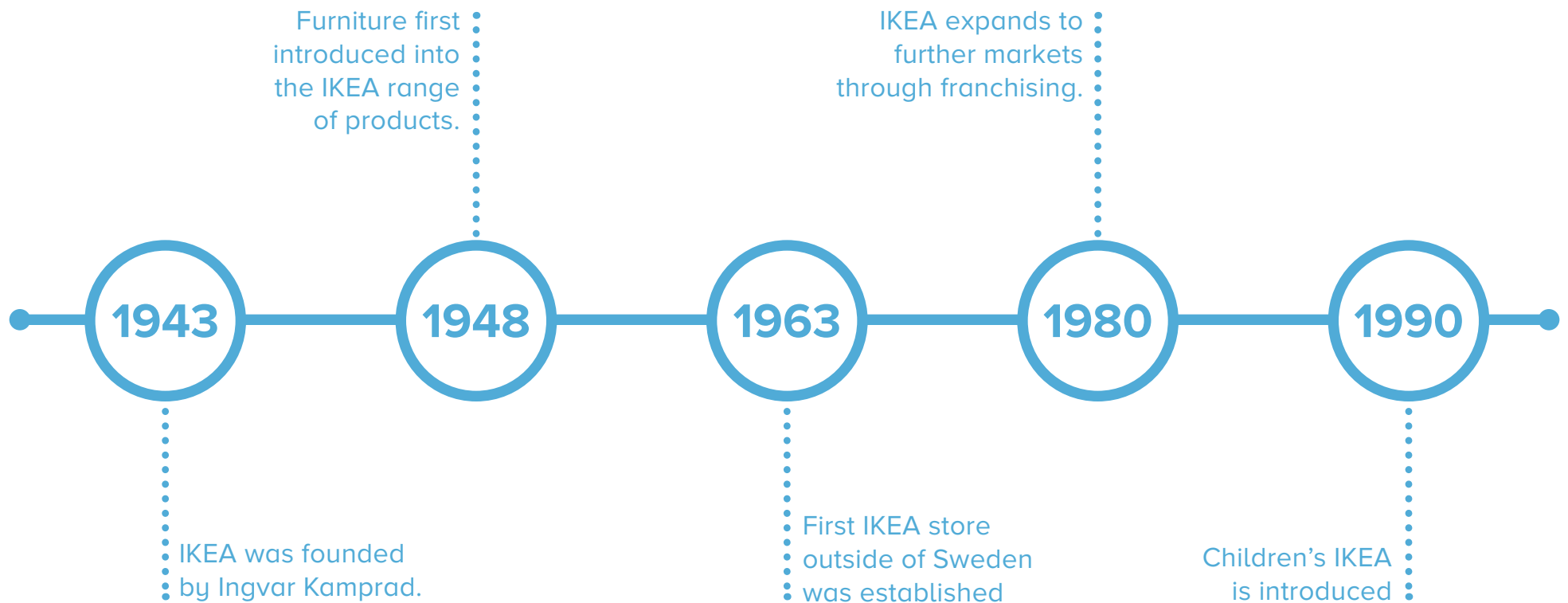


AGE 20-38

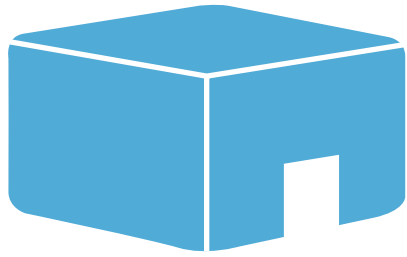
Low - mid income level.
Urbanites who are young families, college students or single people in their first or second home.

People who love innovation and simple contemporary designs.

HISTORY



2013 FIGURES



345
IKEA STORES



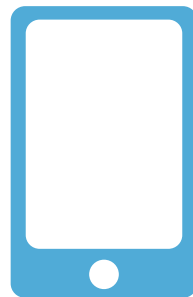
775 million
IKEA STORE VISITS



37.8 billion
IKEA RETAIL SALES



151 thousand
IKEA EMPLOYEES



9.7 million
APP DOWNLOADS



1.2 billion
WEBSITE VISITS

STRENGTHS

- Powerful brand image.
- Wide range of products and styles.
- Contemporary designs.
- Cheap and affordable.
- Constantly using innovations to drive costs down.
- One stop shopping.
- Friendly atmosphere
- Facilities: restaurant/daycare center.
- Strong global sourcing capabilities

WEAKNESSES

- Assembling furniture is difficult for some people.
- Relatively few locations.
- Store layout – hassle for those who want a particular item.
- Swedish designs may not appeal to all American markets.
- Advertising doesn't appeal enough to the target market.
- Negative publicity.
- Furniture is not built to last a lifetime.

OPPORTUNITIES

- Untapped markets.
- Educate consumers on IKEA thru advertisements.
- Different type of stores, outlets or high-end labels.
- Increase online sales and Internet presence.
- IKEA can expand into many more cities in the world.
- Expansion to growing grocery market.
- Existing stores are few and large, new stores could be many and smaller.

THREATS

- Indirect threats from Walmart, Home Depot, Pier 1 Imports.
- Social trends – such as the slowdown in first time buyers entering the housing market. This is a core market segment for IKEA products.
- Market forces – more competitors entering the low price household and furnishings markets. IKEA needs to reinforce its unique qualities to compete with these.
- Economic factors - the recession slows down consumer spending and disposable income reduces.

COMPETITORS

Walmart 

Pier 1 imports®





TARGET

PERSONAS

RACHAEL



29 YEARS OLD
MARRIED
OFFICE MANAGER
HHI: 80,000 A YEAR

STORY

Rachael and her family just moved into their second home. They are in need of new furniture. She has a 3-year-old son and another one on the way so shopping is a daunting task for her right now.

TECHNOLOGY

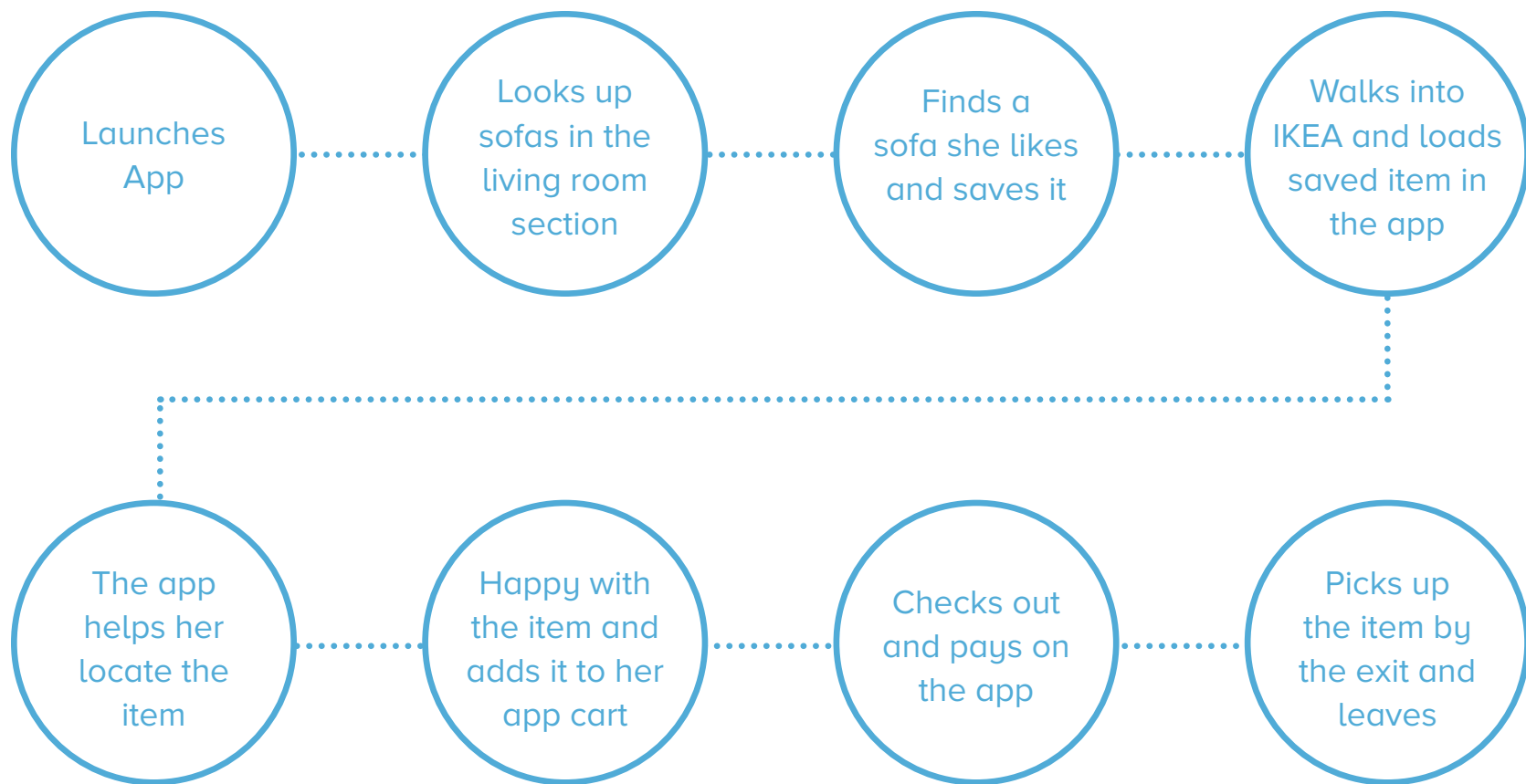
Rachael uses her smartphone to browse stores online but hasn't made any purchases yet.

PROBLEM

It's a hassle to find a particular item.
Lugging around large items in a cart is a pain.
Long checkout lines are very frustrating.

RACHAEL'S USER FLOW

Rachael wants a new sofa. She finds one she likes on the app and saves it. She goes to Ikea to check out the quality of the sofa before she makes the purchase.



PATRICK



37 YEARS OLD
SINGLE
PHOTOGRAPHER
HHI: 55,000 A YEAR

STORY

Patrick is into modern and simple designs. He likes to rearrange his home frequently so he doesn't mind too much about the longevity of furniture. He chooses style over quality. He enjoys taking his time to browse through stores.

TECHNOLOGY

Patrick uses his smartphone to browse and shop. He makes more purchases on his phone than on his desktop.

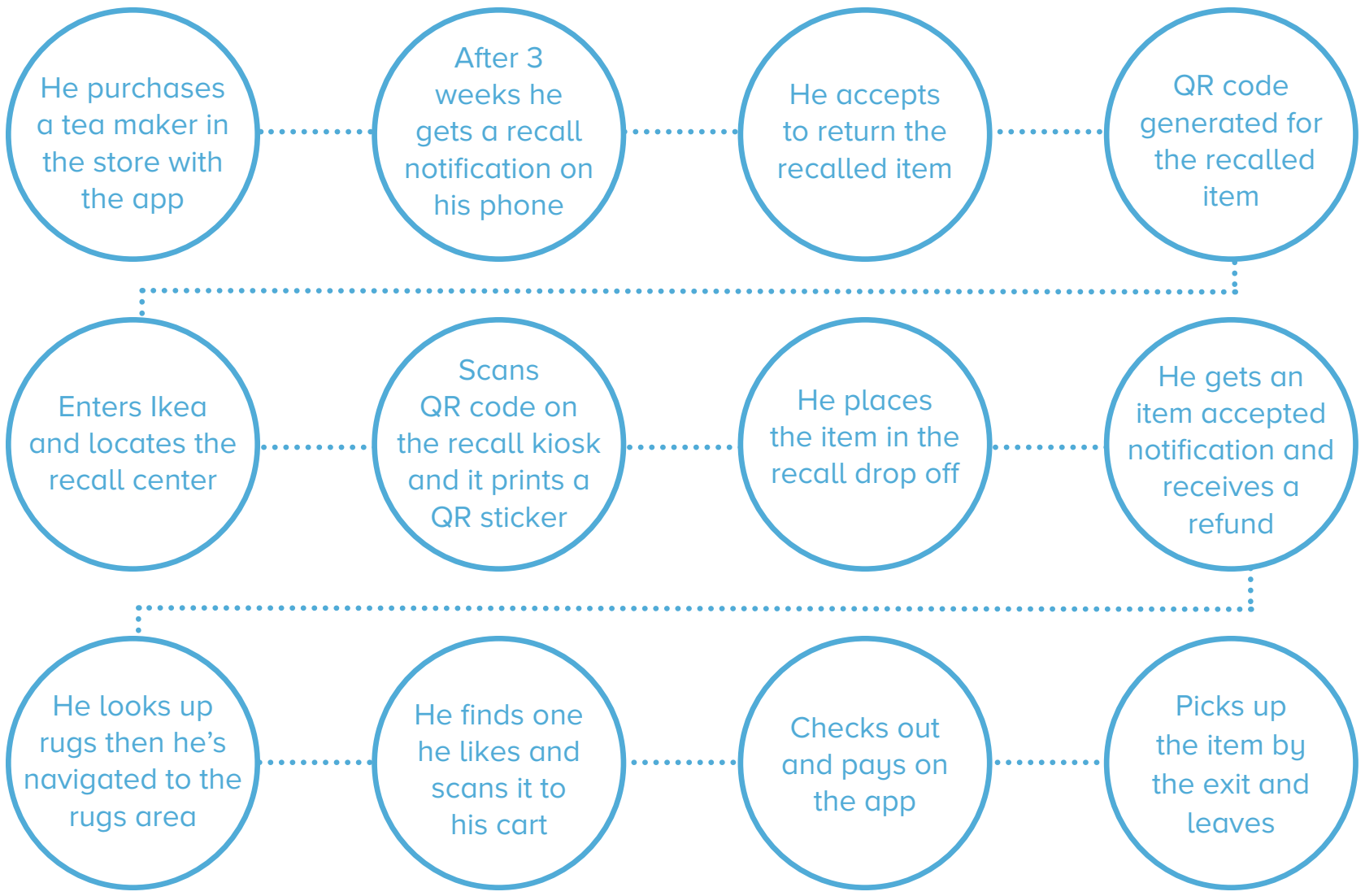
PROBLEM

Frustrating when color and configuration options aren't on display.

When there's a recall on a product he wants to be notified.

PATRICK'S USER FLOW

Patrick gets a notification that the tea maker he recently purchased has been recalled. He brings it back to the store and gets an instant refund. He buys a new rug while he's there.



WORD LIST

sensible

fashionable

clean

helpful

sustainable

convenient

effortless

beneficial

simple

easy

savvy

clear

modern

time-saving

recognizable

seamless

responsible

useful

legible

informative

trend-setting

accessible

mobile

functional

innovative

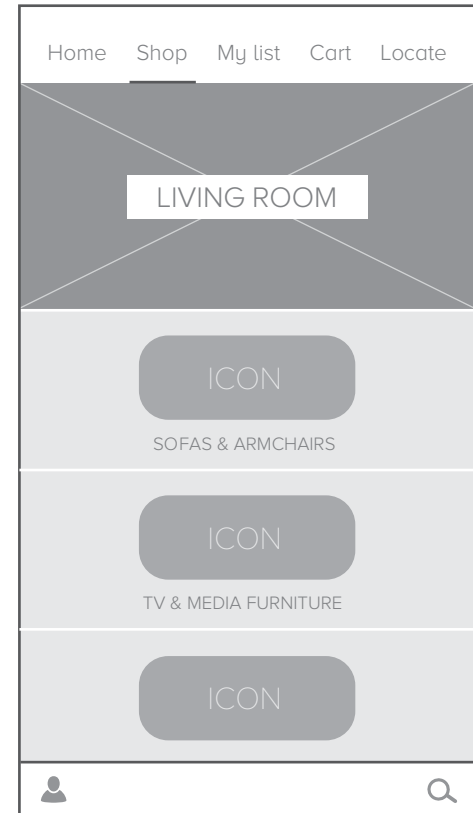
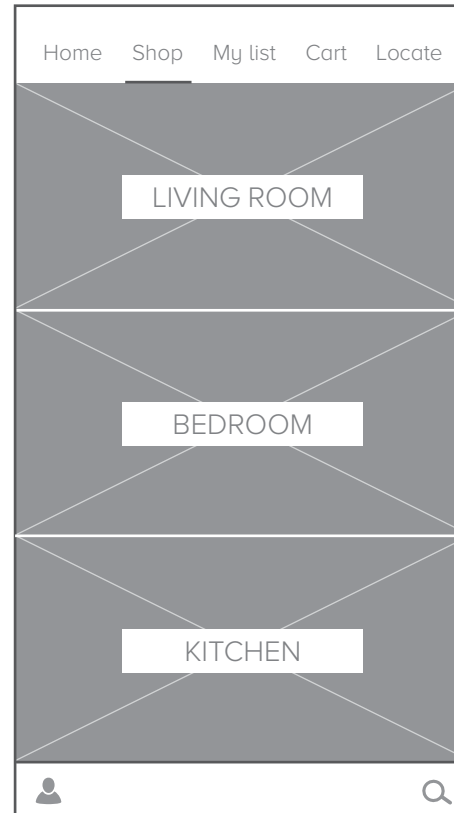
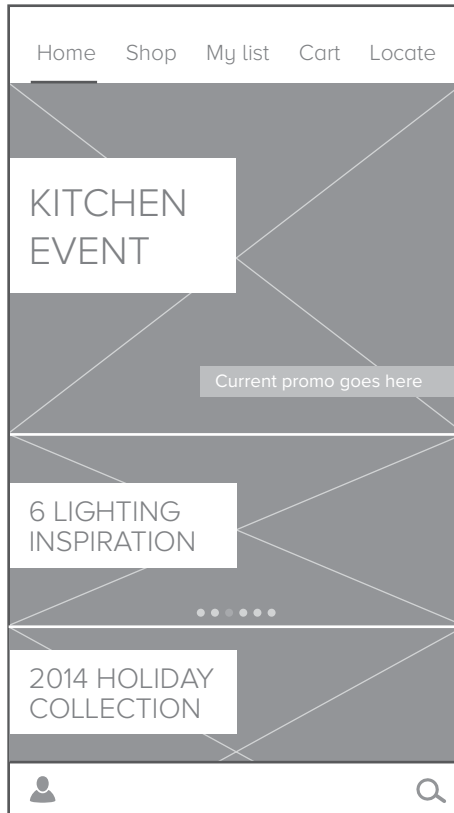
friendly

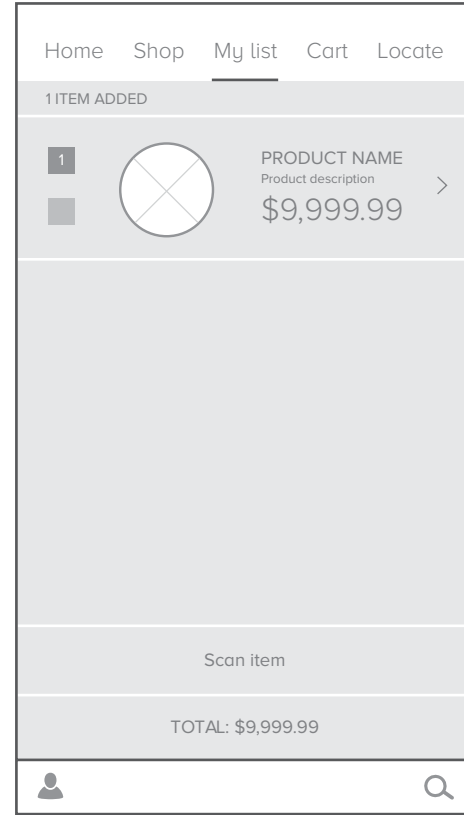
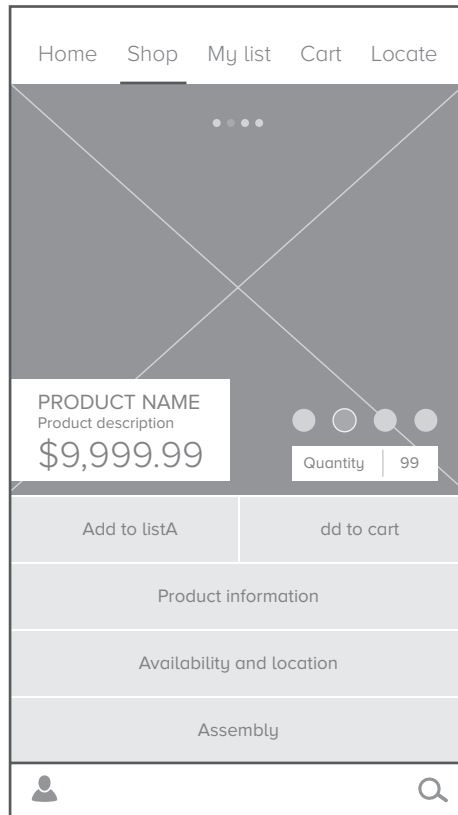
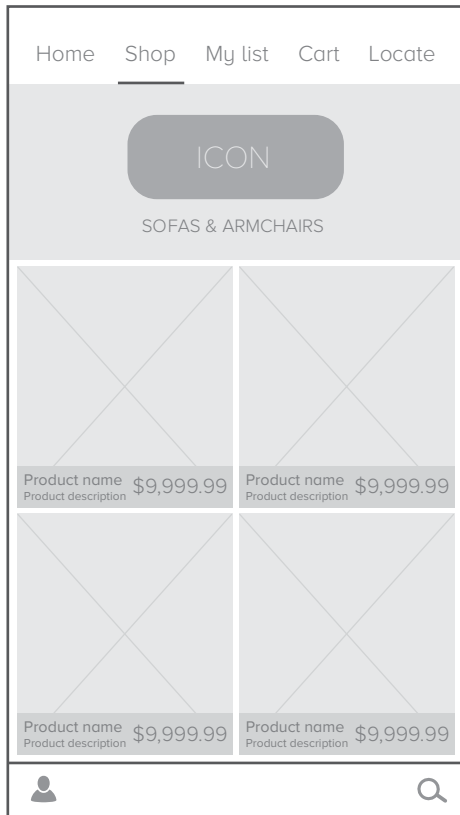
serviceable

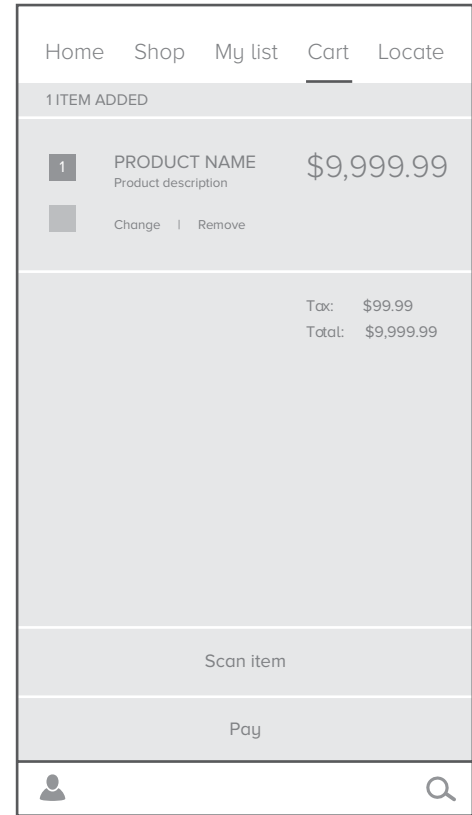
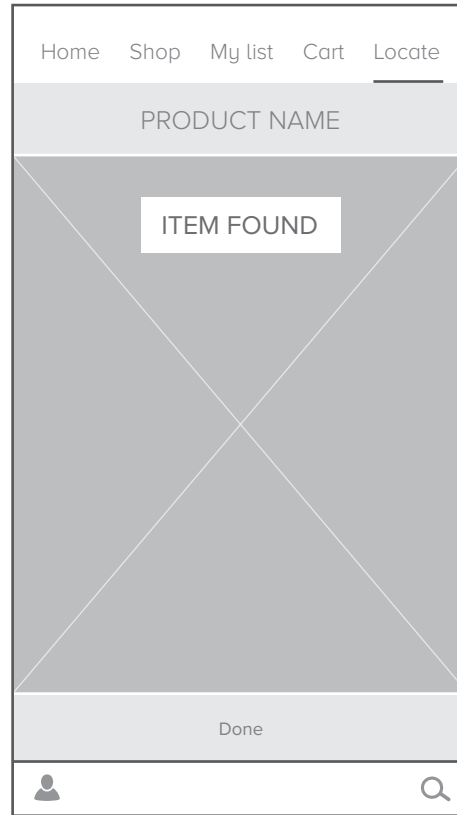
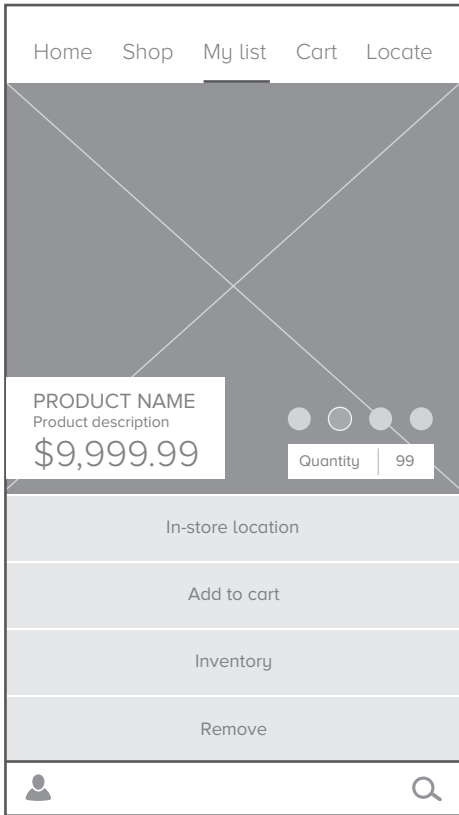
minimal

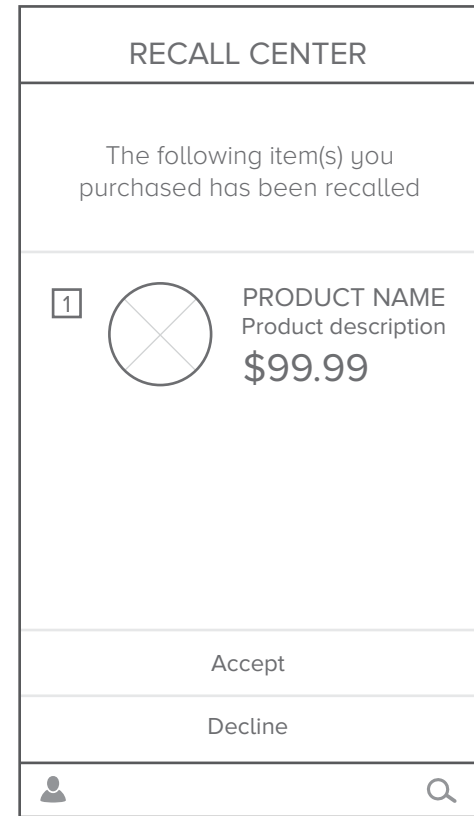
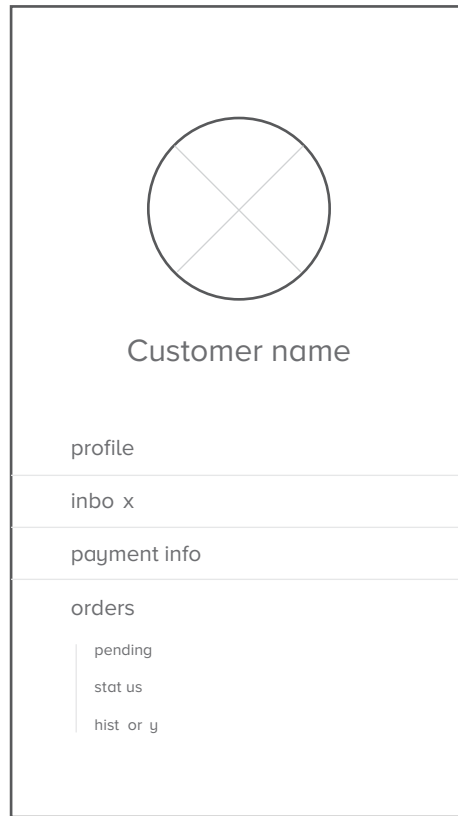
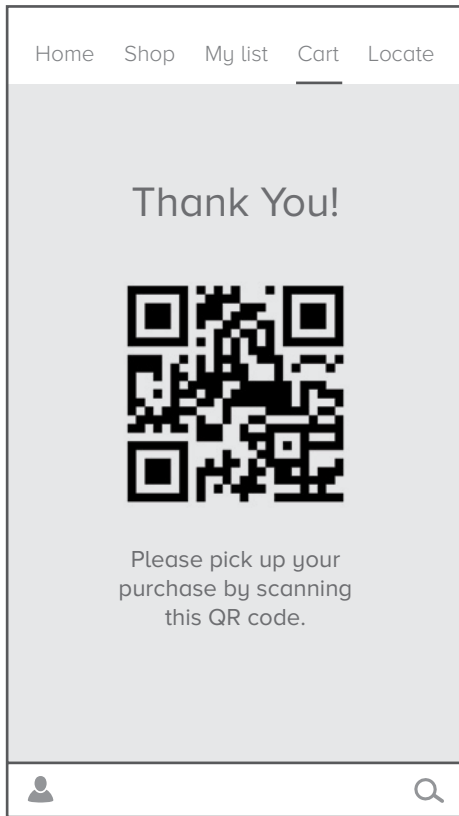
WIREFRAMES

ikea









SURVEY QUESTIONS

1. How long do you spend shopping at Ikea?
2. Would you use an app to help you shop at Ikea?
3. On a scale of 1 - 5 (1 being easy and 5 being very difficult) How hard is it to locate the products you're looking for?
4. Have you ever been lost or confused about your location when shopping at Ikea?
5. Which do you prefer?
 - a. Walk around the store with a shopping cart or a bag collecting items to buy.
 - b. Scan the items you want and pick them up when you're ready to pay.
6. What is your method of payment when shopping at Ikea?
7. Your preferred method of purchasing:
 - a. Wait in a line to pay with an associate.
 - b. Pay on phone without waiting in a line.
8. How often do you check the product recall page on Ikea's site for items you've purchased?
9. If there is a recall on an item you purchased do you want to be notified?
10. How important is it to view all the color and configuration options of products?