



Connecting the IKEA shopping journey from store to home

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Introduction

Design an omnichannel experience for the many

With the rise of digital channels, retailers like IKEA are adopting an omnichannel strategy, which means integrating various channels within the shopping process. Aligned with IKEA's core value of "Creating a better everyday life for the many people," this project aims to explore opportunities to better integrate IKEA's online and offline shopping channels to enhance the customer experience.

Design Goal

Addressing **pain points** & **needs** identified from 7 online customer interviews

How might we make exploring inspirations in the showrooms feel more personal for the customer's own home project?

The items that the customer wants to **validate** are **not being displayed**

Coming across something interesting but **unsatisfied** about certain aspects

Unrelatable room setting: layout, colour or existing objects are not similar to their home

Explore ideas that fits their style plan and shopping list

How might we guide people to their next step in their shopping journey after their showroom visit?

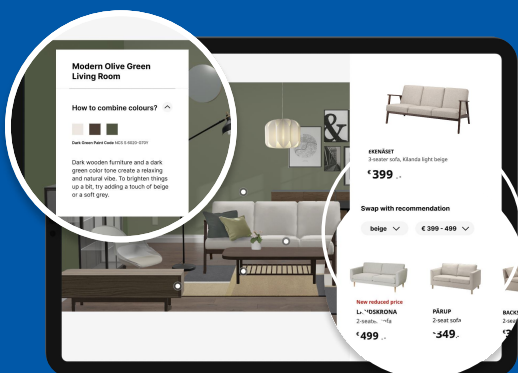
Coming across something interesting but **unsatisfied** about certain aspects

Missing information when **unsure** about certain details

Look back at and search saved inspiration

Design Concept & Evaluation

The final concept includes a kiosk in the showroom and new features for the IKEA app. The kiosk displays a digital twin of the showroom, while on the app, a new page called 'My IKEA' is proposed. The prototype was evaluated by customers and store workers in the IKEA Amsterdam store.



Furnishing tips

Furnishing tips such as how to combine colours, are given to guide people to recreate the style of the showroom.

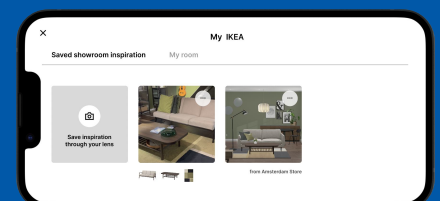
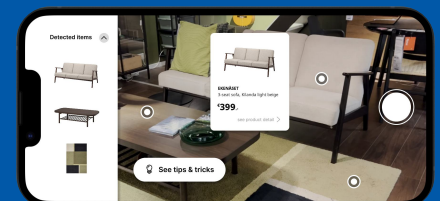
Swap with similar

By tapping on individual items customers can see recommended similar items and place it in the digital showroom.

Kiosk Evaluation Result

Participants found the kiosk helpful because it allowed them to **explore different product combinations**, something that can be challenging to visualize on their own, especially when it comes to color coordination.

However, 3/8 participants felt the kiosk was **less useful** because they prefer to **shop with a specific item plan in mind**. For them, the complete digital showroom depicted on the screen did not align well with their shopping approach.



Camera view & product recognition

A camera in the IKEA app recognizes products when the camera is pointed at them. When taking a photo, the products and related tips will be saved to the 'My IKEA' page.



Apply to your room

Customers can virtually place designs from the photos or the digital showroom directly into their own space.

App Evaluation Result

Participants find the camera feature handy because it **aligns with their current behaviour** of taking photos of items of interest, saving them the time to search for items on their own. 4/8 participants said that the biggest benefit of applying inspiration to their homes is to **check measurements**.

Store workers also noted that product recognition would **improve communication with customers**, as customers often don't have the correct article number when asking questions.

Scan the QR code to save the showroom to the 'My IKEA' page in the IKEA app