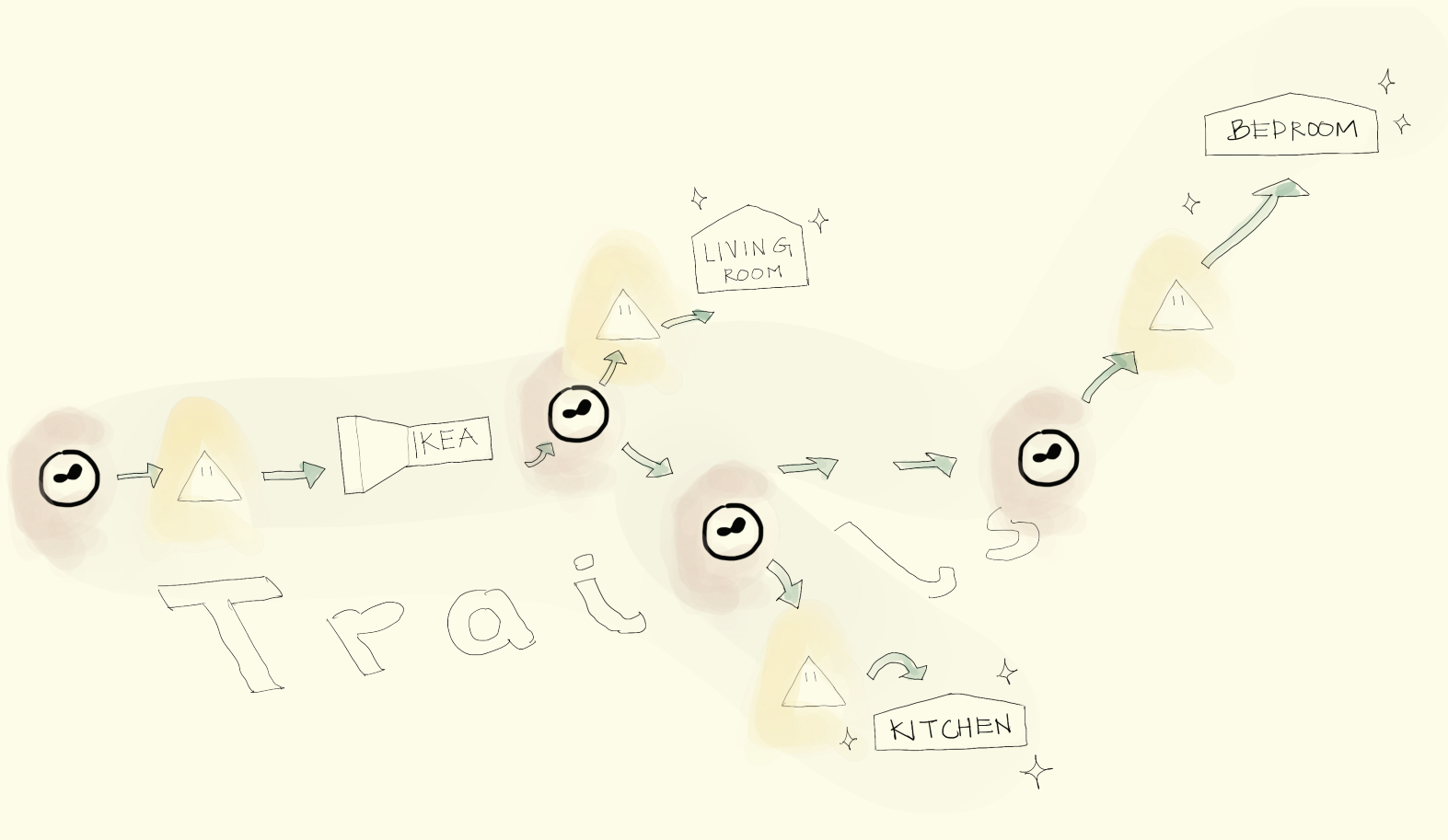


a blind shopper on the Trail of the ghost of a sighted shopper.

welcome to Trails, an experiential service at IKEA for customers with vision disabilities.”



About.

A hybrid service where sighted customers 'leave' curated trails of home and product inspiration for customers with sight disabilities. This curation is brought to customers through a unique audio layer at an IKEA store.

What is a Trail?

A consolidated pathway within IKEA's main showroom space.

Why is this relevant?

IKEA's overwhelmingly visual store design makes shopping and accessing home inspiration exhausting, time-consuming and hence, non-inclusive for people with vision disabilities. Due to its curated nature, Trails not only reduces their time spent moving through the entire store but also gives them the freedom to be inspired and access IKEA's offerings in a non-visual manner.

Sandhya Ravichandran
A New Trail of Inspiration at IKEA: A Service for People with Vision Disabilities

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MSc Strategic Product Design

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