

appendices



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

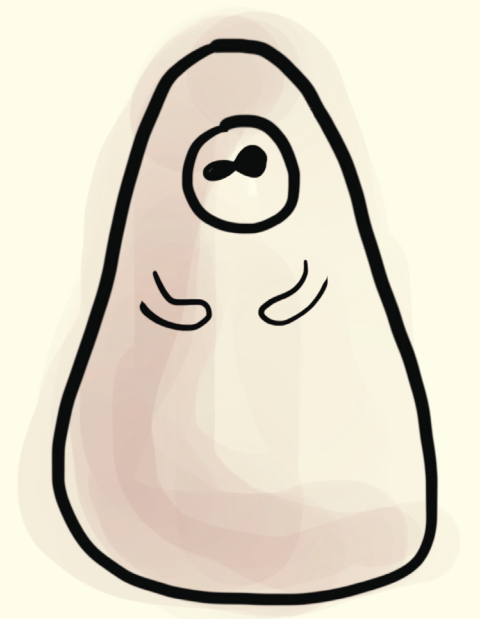
An Inclusive Design Thesis Book

by
Sandhya Ravichandran



appendix A: project brief

appendix B: materials and results



appendix A: project brief



In this document the agreements made between student and supervisory team about the student’s IDE Master Graduation Project are set out. This document may also include involvement of an external client, however does not cover any legal matters student and client (might) agree upon. Next to that, this document facilitates the required procedural checks:

- Student defines the team, what the student is going to do/deliver and how that will come about
- Chair of the supervisory team signs, to formally approve the project’s setup / Project brief
- SSC E&SA (Shared Service Centre, Education & Student Affairs) report on the student’s registration and study progress
- IDE’s Board of Examiners confirms the proposed supervisory team on their eligibility, and whether the student is allowed to start the Graduation Project

STUDENT DATA & MASTER PROGRAMME

Complete all fields and indicate which master(s) you are in

Family name

Ravichandran

Initials

S

Given name

Sandhya

Student number

5782570

IDE master(s)

IPD ☐

Dfl ☐

SPD ☒

2nd non-IDE master

Individual programme
(date of approval)

Medisign

☐

HPM

☐

SUPERVISORY TEAM

Fill in he required information of supervisory team members. If applicable, company mentor is added as 2nd mentor

Chair

Rebecca Price

dept./section

Marketing and Consumer Research

mentor

Eric Gu

dept./section

Methodology and Organisation of De

2nd mentor

Larissa Mansura

client:

INGKA-IKEA

city:

Amsterdam

country:

Netherlands

optional
comments

Prof. Rebecca's focus on Systemic and Transition Design inspires and aligns well with the kind of outcome I wish to develop. Prof. Eric's focus on augmented creativity and non-human agents can bolster my interests to use technology as a means to designing for underrepresented groups.

!

Ensure a heterogeneous team. In case you wish to include team members from the same section, explain why.

!

Chair should request the IDE Board of Examiners for approval when a non-IDE mentor is proposed. Include CV and motivation letter.

!

2nd mentor only applies when a client is involved.

APPROVAL OF CHAIR on PROJECT PROPOSAL / PROJECT BRIEF -> to be filled in by the Chair of the supervisory team

Sign for approval (Chair)

APPROVED

By raprice at 4:13 pm, Mar 04, 2024

Name

Date

Signature

CHECK ON STUDY PROGRESS

To be filled in by SSC E&SA (Shared Service Centre, Education & Student Affairs), after approval of the project brief by the cha
The study progress will be checked for a 2nd time just before the green light meeting.

Master electives no. of EC accumulated in total

EC

Of which, taking conditional requirements into account, can be part of the exam programme

EC

YES

all 1st year master courses passed

NO

missing 1st year courses

Comments:

Sign for approval (SSC E&SA)

Name

Date

Signature

APPROVAL OF BOARD OF EXAMINERS IDE on SUPERVISORY TEAM -> to be checked and filled in by IDE’s Board of Exa

Does the composition of the Supervisory Team comply with regulations?

Comments:

YES

Supervisory Team approved

NO

Supervisory Team not approved

Based on study progress, students is ...

Comments:

ALLOWED to start the graduation project

NOT allowed to start the graduation project

Sign for approval (BoEx)

Personal Project Brief – IDE Master Graduation Project

Name student Sandhya Ravichandran

Student number 5,782,570

PROJECT TITLE, INTRODUCTION, PROBLEM DEFINITION and ASSIGNMENT

Complete all fields, keep information clear, specific and concise

Project title A new sense of excitement to visit the IKEA store: An experience for people with blindness and low-vision.

Please state the title of your graduation project (above). Keep the title compact and simple. Do not use abbreviations. The remainder of this document allows you to define and clarify your graduation project.

Introduction

Describe the context of your project here; What is the domain in which your project takes place? Who are the main stakeholders and what interests are at stake? Describe the opportunities (and limitations) in this domain to better serve the stakeholder interests. (max 250 words)

Retail behemoth IKEA presents a unique shopping offering to its customers which I call the 'IKEA Experience' (1). It is a complex system where customers are strategically but subtly guided using a 'fixed path design' (1) through spaces that replicate the look and feel of their dream homes or workplaces, ultimately incentivising them to buy more. Regardless of purchases however, this shopping experience is enlivened due to its enticing visual curation. So what happens when someone is unable to experience this ocular retail the way others do? Shopping is no more exciting.

In the transition towards a more sustainable and inclusive future, IKEA's Ingka group has been researching how certain underrepresented groups (visually-impaired and blind) experience shopping both online and in-store. Some identified pain points of this group are navigation difficulty, high assistance needs and not being able to access predominantly visual information (2). Consequently, the organisation is keen on understanding how this experience can be made more accessible and hence inclusive for such users.

The above poses a challenge since accessibility has been difficult to implement on a large scale by businesses (3), but it also presents an intriguing opportunity for a giant like IKEA. At a time when online retail is quickly gaining fame, I am interested in physical stores which still have a unique charm attached to them. Additionally, an in-store intervention could offer different layers to making the shopping experience more accessible to the user group.

With my keen interest in designing for inclusive societal transitions and IKEA's commitment to diversity, through this project, I wish for blind people to get excited about simply wanting to visit the IKEA store and experience elements beyond the visual. Eventually, this could lead to better purchasing habits of such a group. Plus, designing for accessibility makes life better for everyone (4).

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introduction (continued): space for images

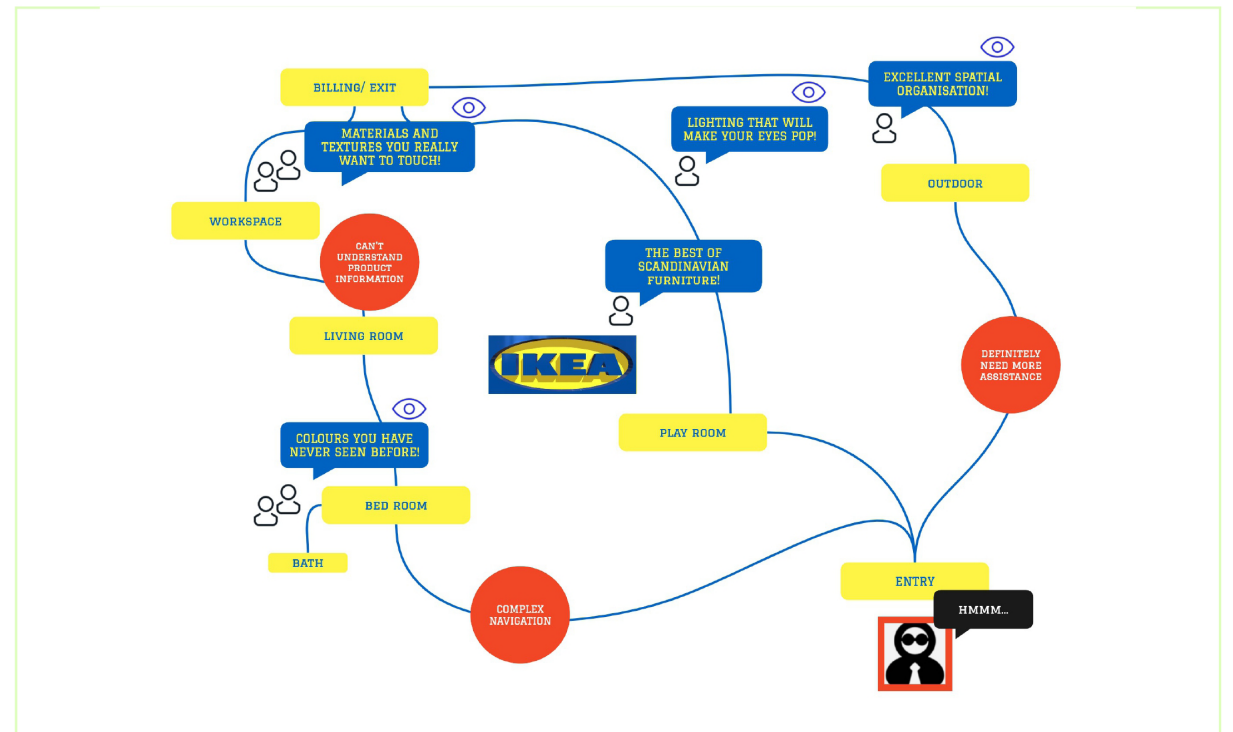


image / figure 1 Viewing the complex IKEA experience from a blind/low-vision's point of view

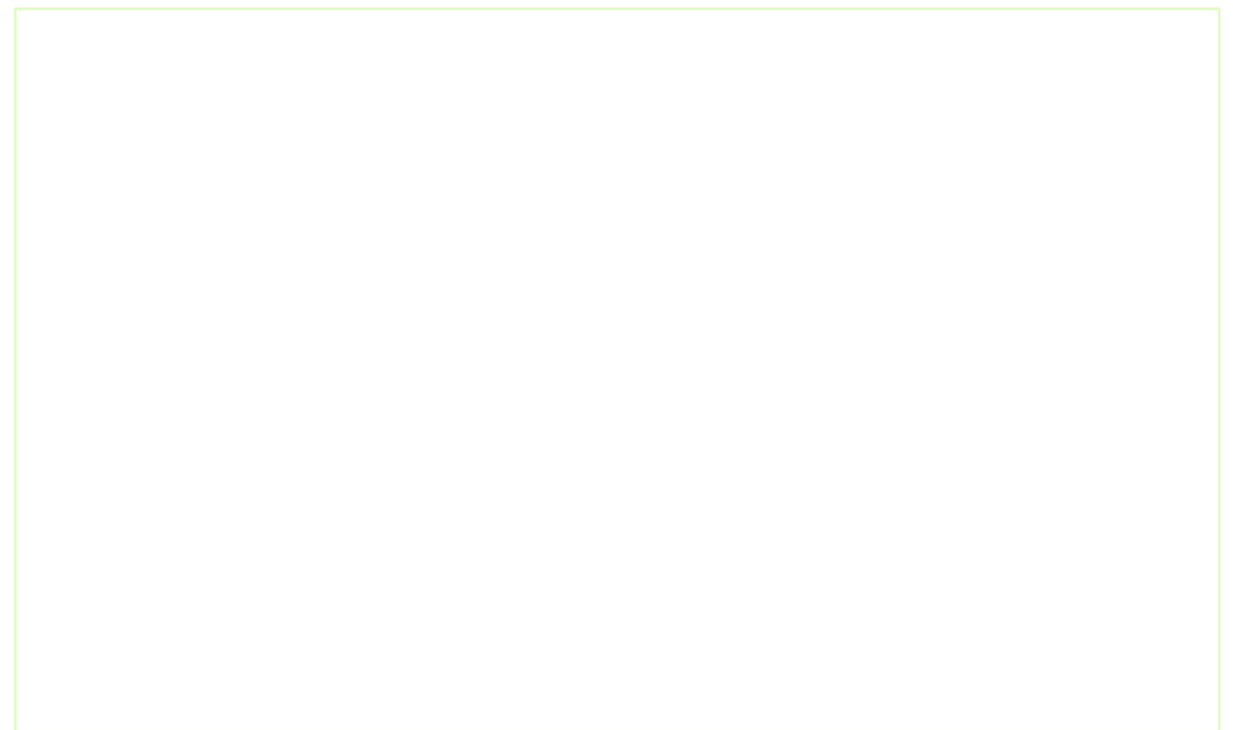


image / figure 2



Personal Project Brief – IDE Master Graduation Project

Problem Definition

What problem do you want to solve in the context described in the introduction, and within the available time frame of 100 working days? (= Master Graduation Project of 30 EC). What opportunities do you see to create added value for the described stakeholders? Substantiate your choice. (max 200 words)

The above context depicts how certain gaps in the 'IKEA Experience' hinder it from being completely accessible to people with blindness and low-vision, thus limiting their exposure to shopping both online and offline. I want to develop an intervention that is one step closer to normalising this rather exclusive situation with the aim of making them feel good about the idea of simply visiting an IKEA store. Though design often begins with good intentions, its repercussions are not always positive. Many times, taking the human-centric approach has not served us well in terms of products, services, etc. (5). Taking a 'more-than-human' approach to design however, can help in grounding the fact that the human does not live in cause and effect alone, isolated from nature, the built environment , sensorial experiences or even algorithms. The approach to design I am keen on using thus garners support from the 'non-human' agents in a blind user's environment in order to develop something more holistic and compassionate for them.

Thus, by adopting such an approach in addition to enhancing the experience of the user, IKEA could be on the frontier of inclusivity for the future. By broadening the horizon for people to experience good retail, through this project, I hope to foster an inclusive way of design which is not simply loud, but is more kind.

Assignment

This is the most important part of the project brief because it will give a clear direction of what you are heading for. Formulate an assignment to yourself regarding what you expect to deliver as result at the end of your project. (1 sentence) As you graduate as an industrial design engineer, your assignment will start with a verb (Design/Investigate/Validate/Create), and you may use the green text format:

Design an approach-oriented intervention to create a renewed sense of excitement that would heighten the shopping experience for people with blindness and low-vision by tapping into more than visual elements when visiting an IKEA store, eventually making shopping enjoyable for them.

Then explain your project approach to carrying out your graduation project and what research and design methods you plan to use to generate your design solution (max 150 words)

This project is planned to be executed in three phases. The first '**Discovery and Research Phase**' would involve discovering and immersing myself in the world of people with blindness and low-vision through IKEA's existing research, literature, interviews and finally gigamapping in order to get a realistic picture of the context the users live in. Additionally, it would be followed by a couple of cycles of the '*Research through Design*' method where quick iterations could help uncover more about the users and their environment. By this stage, there might be certain underlying ideas and assumptions regarding the problem-intervention space. The second phase or '**Design I**', involves *Co-Designing* with the same users to further clarify and bolster prior findings while positioning the users as 'experts' of their own fields. It would be followed by creating personas and journey maps to get a more perceivable picture of the users' routines. The final phase or '**Design II**' would be a phase to strengthen concepts that might be generated during Co-Design. Using analogies and metaphors, the concept can be likened to something more easily graspable by all stakeholders involved. This concept would then be used to devise a strategic future vision for IKEA as a truly inclusive organisation. This last phase would optimistically end with an experiential prototype, at an IKEA store.

Project planning and key moments

To make visible how you plan to spend your time, you must make a planning for the full project. You are advised to use a Gantt chart format to show the different phases of your project, deliverables you have in mind, meetings and in-between deadlines. Keep in mind that all activities should fit within the given run time of 100 working days. Your planning should include a kick-off meeting, mid-term evaluation meeting, green light meeting and graduation ceremony. Please indicate periods of part-time activities and/or periods of not spending time on your graduation project, if any (for instance because of holidays or parallel course activities).

Make sure to attach the full plan to this project brief. The four key moment dates must be filled in below

Kick off meeting 26 Feb 2024

Mid-term evaluation 6 May 2024

Green light meeting 12 Jul 2024

Graduation ceremony 15 Aug 2024

In exceptional cases (part of) the Graduation Project may need to be scheduled part-time. Indicate here if such applies to your project

Part of project scheduled part-time	
For how many project weeks	
Number of project days per week	

Comments:

Motivation and personal ambitions

Explain why you wish to start this project, what competencies you want to prove or develop (e.g. competencies acquired in your MSc programme, electives, extra-curricular activities or other).

Optionally, describe whether you have some personal learning ambitions which you explicitly want to address in this project, on top of the learning objectives of the Graduation Project itself. You might think of e.g. acquiring in depth knowledge on a specific subject, broadening your competencies or experimenting with a specific tool or methodology. Personal learning ambitions are limited to a maximum number of five. (200 words max)

Growing up in a third world country was a scary realisation of the various ways in which one could easily be discriminated against and excluded from societal happenings. Though privileged, being a woman still made me a minority and I have gone through a sufficient share of exclusion. With time, these events moulded me into a person with a lot of empathy for anyone who belongs to a minority. Through my journey as a social designer, I realised quickly that while I may not be able to break the centuries-old discrimination, biasses and power of the people around us, I certainly could create subtle cracks in their mindsets and eventually in their ecosystems, moving one step closer to a more accepting society. Thus, when I saw an opportunity for inclusive design at a global organisation like IKEA, I was moved to work for an underrepresented group of people who face exclusion, with the hope of bringing them inclusion and warmth through design.

This project would allow me to delve into an area close to heart and I aim to use design as a means to a better end. I am intrigued to work in the intersection of social impact and technology, a subjective good and evil. Through courses like 'Designing for Complexity', 'Design Strategy Project' and 'Deep Dive into Speculative Design', I have had encounters with systemic, strategic and social design on various levels. Through my design research on 'AI and social injustice', I have had the opportunity to view technology as a double-edged sword. My interest to further bolster the above disciplines of design using technology as a positive means is something I look forward to with this project.

appendix B: materials and results



1 discreet store observations

IKEA, Netherlands

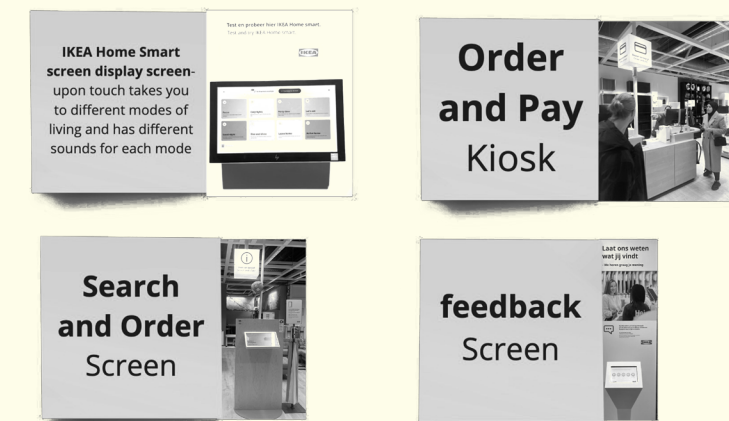
One of the first things that was done as part of this project was visiting the nearest IKEA store and conducting silent observations of peoples' attributes and actions in the store, and the various components of the store itself.

IKEA Showroom (has different spaces/scenarios eg: living room, bed room..)

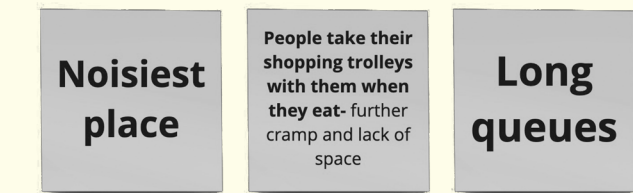


Fig 1: Discreet store observations.

Digital Elements (these interfaces dont have an audio/ non-visual version)



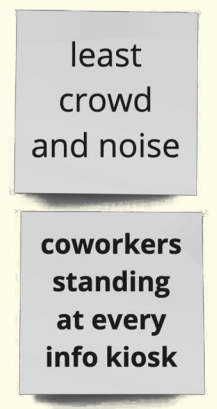
Restaurant



Market Hall



Warehouse



2 interview

with a blind accessibility expert

interview guide

Intro: Rapport

Start with casual conversation to establish rapport

What do they love to do? What are they good at? (talking, listening to music, playing with textures, etc.)

Overall Experience

Why do you prefer shopping in-store over online?

How do you prepare for a store trip? Do you go alone or with someone? If you could ideally shop alone, would you prefer it or choose to go with someone either way?

Do you usually plan ahead or go spontaneously?

Describe your typical store visit. Do you start in the showroom or market hall? Why?

How do you feel when you enter and leave the store?

Store-specific

What do you like/dislike about the store? Can you give an example?

Can you share a time when you felt happy/sad/exhausted because of these aspects?

Product Selection

How do you choose products? Do opinions or product descriptions influence your decisions?

Assistance-specific

Have you asked store employees for help? Can you share an example?

How did you feel after the interaction? Did it affect your overall experience?

Navigation-specific

How do you navigate the store and find products?

Do you use any strategies for finding your way around?

External Elements

What assistive devices do you use? How open are you to technology?

How could digital interfaces or AI-driven products improve your shopping experience?

Are you interested in sensory or multi-sensory experiences during shopping?

Main Pains and Gains

What are the main challenges you face while shopping at IKEA, and how do they make you feel emotionally?

Conversely, what aspects of the shopping experience do you find most enjoyable or satisfying, and how do they positively impact your emotions?

3 co-design workshop

with the 3 key stakeholders

facilitator's guide

Introduction (5minutes)

Good morning, everyone! Thank you for taking valuable time off from your day to participate in IKEA's Co-Design workshop. We hope it is as nice for you as it was for us when we were planning it! As you might know, the purpose of this workshop is to explore ideas to improve shopping experiences at IKEA with a broader range of people. The workshop has 3 sections to it and after each section there is a short break. After the last break, we will have a group reflection to hear from you about today's activities.

Good to Know Before we Start

This workshop welcomes everyone with various sensory methods for participation comfort. Share experiences and ideas freely; you're the experts. Absolutely no right or wrong ideas, just different perspectives. Therefore, any negative experiences are as important as positive ones. Create a safe space for speaking, listening, and supporting ideas. We'll capture ideas via photos, audio, and notes, ensuring confidentiality. If tired or uncomfortable, let us know for breaks or other support. Your health matters most, and any time you spend with us is appreciated.

Section I: Empathy Building (Total: 35minutes)

We could explore ideas better together if we truly understood one another's lived experiences. So, this section is about getting to know your companions and the encounters they've had at an IKEA store.

Icebreaker (10minutes)

Let's ease into it by breaking the ice! We're going to do a quick fun round called 'self-descriptive' portraits. Everyone takes a minute to describe and hence introduce themselves using verbal cues such as their names, characteristic traits, personality traits, what you do, and what you like doing. I can start!

Hi again, I'm Sandhya, and I'm a masters student studying strategic product design at TU Delft. I am currently doing my graduation with IKEA. I have short hair and wear glasses but that's not too interesting. What's fun is that I can speak 9 languages and cook amazing Indian food. Additionally I (think) I have a rather cheerful personality and love having good conversations with strangers! (make sure to call out names if people don't know it's their turn next)

Great, now that we know each other a little better, let's start sharing experiences!

Lived Experiences (15minutes)

Each of you can take about a minute or two to describe an experience when you visited/worked at the IKEA store or office. We encourage you to use sensory details as much as possible to tell us how it sounded, smelled, felt, etc. To help you, we've got 3 prompts:

A memorable shopping/working experience for me was.....
A challenge I encountered one time was.....
A moment of connection with a coworker or customer was.....

Interesting experiences! (highlight the shared humanity and commonalities present in all the narratives)

Reflect on Emotions
(10minutes)

The last part of this section is to reflect on feelings and emotions felt during those experiences. We encourage 3-4 of you who might be interested to take a minute and share those emotions with us in this safe space. Once again, we've got prompts to help but feel free to share without them too:

Think back to the lived experience you shared earlier. What emotions did you feel during that moment?

How did these positively/negatively impact your experience of visiting/working at IKEA?

Thank you for your willingness to share your experiences and emotions. This will be useful when we move onto the next section. And now its time for a break. We will have a 10 minute break and resume with Section II. Enjoy some refreshments we've prepared for you!

Section II: Scenario Role Playing
(Total: 35minutes)

Introduction and explaining scenarios
(5minutes)

Scenarios and role-playing help us understand real-life situations by acting them out. It's like practicing a play before performing it, which helps us find challenges and opportunities together. Today, we'll roleplay two unique scenarios to improve the IKEA experience for customers and coworkers. We'll read the scenarios first and then divide into 2 diverse teams of four. The scenarios will be made clear as many times as you need once you're in your teams. Each scenario has the following 3 characters: a customer who is visually impaired/blind, a companion who accompanies the customer, and a worker in the store. Since each team has 4 people, one role can be played by 2 people. You can pick roles based on your preferences and abilities.

Scenario 1:

A customer uses the IKEA app to find a product but wants to double-check in-store before buying. Though they entered with a clear product choice, they get lost in the maze of an IKEA store while searching.

Scenario 2:

A customer goes to IKEA to find inspiration and products for their new home. They have some plans or pictures but feel overwhelmed by choices and sections in the store.

Getting into teams (two facilitators)
(5minutes/team)

Facilitator 1: Mieszko

Hi Team!

Now I'll read out the scenario once again. This time, I will provide prompts that could help you think about the roles you might want to play.

Scenario 1:

A visually impaired customer uses the IKEA app to find a product but wants to double-check in-store before buying. Though they entered with a clear product choice, they get lost in the maze of an IKEA store while searching.

Prompts:

What would the customer want to do? Would they ask a store worker? Talk to their companion? Use a device?

What would the store worker want to do? Would they want to offer help at the information kiosks or would they want to offer help on the shop floor?

What interactions would the customer and store worker want to have in this situation?

What challenges and opportunities does the customer and coworker encounter?

(make sure to answer any questions or clarify doubts)

Facilitator 2: Sandhya

Hi Team!

Now I'll read out the scenario once again. This time, I will provide prompts that could help you think about the roles you might want to play.

Scenario 2:

A visually impaired customer goes to IKEA to find inspiration and products for their new home. They have some plans or pictures but feel overwhelmed by choices and sections in the store.

Prompts:

What would the customer want to do? Would they ask a store worker? Talk to their companion? Use a device?

What would the store worker want to do? Would they want to offer help at the information kiosks or would they want

to offer help on the shop floor?

What interactions would the customer and store worker want to have in this situation?

What challenges and opportunities does the customer and coworker encounter?

(make sure to answer any questions or clarify doubts)

Role Playing

(12minutes/team)

Provide verbal cues/prompts and help your team wherever they need or want

Encourage active participation of all members in a team (good to make note of members who overpower others or those that don't speak up much to give everyone a chance)

Important to tell team to make note of opportunities/challenges that arise during a particular 'role' because they will be used in the next section

Reflection: Altogether

(4minutes/team)

Now that we've finished the roleplay, we're curious to know what your thoughts are! Let's take 5 minutes per team and hear your most interesting findings. You can also talk about the challenges and opportunities you found within each scenario.

That brings us to the end of section II. We are excited to take your findings forward in the final section after the break. Let's meet after 15 minutes!

Section III: Brainstorming

(Total: 45minutes)

Introduction (3minutes)

With roleplaying, we understood real-life situations and challenges that arise from them regarding various experiences at IKEA. Brainstorming and low fidelity prototyping then allow us to come up with solutions based on those experiences. By trying out different ideas in a simple way, we can find what works best for improving the experience for a broader range of people.

Brainstorming (two facilitators) (15minutes/team)

We will retain the same teams since you are now experts of the scenario within each team. For this process we are going to keep it fun and do verbal brainstorming where each team discusses the challenges and opportunities identified in the previous section and comes up with possible ideas or concepts. Within each team, some members can note-down ideas while some others describe them, or teams can make use of the audio recorders. If you are using the recorder, try to start each statement with a title so that it can help in transcription (for eg: I am now going to speak about an idea relating to a challenge in scenario 1....). Each team has 15 minutes to brainstorm before we move into prototyping.

Facilitator 1: Mieszko

Scenario 1:

As always, we have prompts to help you brainstorm:

“imagine a different kind of intelligence that.....”

“imagine a sensory device (haptics, audio, etc.) that....”

“what kind of emotion to you want to feel as a customer/coworker through this concept?”

“how do you see yourself as a customer/coworker using this?”

“can you think of any other places that could be compared to an IKEA store (hint: eg: a museum)? What do you like about these places?”

“What do you think about a different kind of guiding companion?”

Facilitator 2: Sandhya

Scenario 2:

As always, we have prompts to help you brainstorm:

“imagine a different kind of intelligence that.....”

“imagine a sensory device that....”

“what kind of emotion to you want to feel as a customer/coworker through this concept?”

“how do you see yourself as a customer/coworker using this?”

“can you think of any other places that could be compared to an IKEA store (hint: eg: a museum)? What do you like about these places?”

“If IKEA offered store tours, would you be interested to take them? Would you pay for that service?”

Okay, the time is up. So now it's time to narrow down your ideas and pick just the one/two best ones to take forward.

Lo-fi Prototyping (two facilitators) (20minutes/team)

The name says it, its ‘low fidelity’, meaning it can be super raw and the essence lies in the idea itself and not the execution. Nearing the end of the workshop, we would love for you to just have fun while using different materials or ways to describe your ideas and concepts. You are free to audio-describe in more detail, draw, play with tactile

materials, or anything that works for your team. This is 20 minutes long so you can also pick your own materials.

Fun to note: We have a small material station where you can touch and feel what materials you'd like to work with during prototyping.

And the 15 minutes are up before we know it! Phew, almost at the end.

Informal Group Presentations: Altogether
(8minutes/team)

Lets take about 8 minutes/team to discuss your ideas, concerns and prototypes.

(provide feedback on the fly regarding concepts)

And we have another break for about 10 minutes before the final wrap-up, your effort was phenomenal so please enjoy some snacks!

End Reflection
(15minutes)

Thank you for being such wonderful co-designers! The floor is now open to hear from you about any concerns, insights, findings or remarks on this workshop. This was the first time we conducted a highly non-visual design workshop, so we're interested to also know your thoughts on how accessible it was for everyone here.

Your efforts will be translated further for the ongoing study at IKEA and for my graduation project. As a token of gratitude, I'd like to also extend a warm invitation to my graduation presentation which will happen sometime in

August, to interested people here. If you'd like to receive the invite later, kindly drop your emails here.

Thank you very much, to everyone who could make this possible. I'd like to thank the wonderful coworkers who made this possible today. Thank you- Federico, Ana, Marina for making this happen in this store and Mieszko for being the co-facilitator with me through the session! And goes without saying, I'd also like to thank you, our lovely participants! We hope you enjoyed the session today.

4 concept discussions

with 3 accessibility experts

discussion guide

Hello ----!

Thank you for showing us your willingness to participate.

Lets start with small descriptions of ourselves.

I am Sandhya, I have short hair, upto my shoulders, and I wear glasses. I am a doing my masters in TU Delft in the Netherlands, and I'm working with IKEA on my thesis!

Nice to meet you, ----.

Okay then lets begin. As I've mentioned before, I am doing a project with the main aim of making the in-store shopping experience at IKEA, more inclusive to individuals with vision disabilities. People go to IKEA not only to buy products but also to gain inspiration on home planning, understand their variety of offerings and then make decisions while experiencing everything the store has to offer. So, what makes IKEA unique is its livable showroom design. The living rooms, bed rooms, all spaces curated to a 1:1 scale, provide a high amount of inspiration and variety to customers. However, there is one obvious problem- these livable showrooms are purely visual. So now, correct me if I'm wrong, but my findings show that these spaces are not accessible to people with blindness and low vision, because they are so heavily visual, lots of colours, lots of small things happening but not much non-visual. Is that right?

If thats the case, then finding inspiration and ideas is

not truly accessible for people with vision disabilities at IKEA. So today, I'm going to discuss some possible ideas to make this experience more inclusive. I have 2 main concepts, and the first one branches off into sub-concepts. You can choose to listen to an entire concept and then give your thoughts or ideas, or you can give it after each sub-concept. Since we do acknowledge you to be the experts of your experiences, feel free to be critical, honest, and vocal about your thoughts. Any new additions to the concepts are also welcome!

Good to note that I am a part of IKEA's Digital inclusion team, so the concept will involve digital tools or elements. Most of them are an extension of the IKEA app.

So, lets begin discussing the concepts.

All concepts discussed are mentioned in detail in the main report.

5 thought experiments

IKEA, Netherlands

Thought Experiments and talking to people @ IKEA store

Concept 1: IKEA Trails

Imagine IKEA to be a place where customers assimilate new things and information quite frequently. Observe how people grab and make a note of all the information. Also observe if people speak to each other casually in the store.

- where would they store that information/ideas/knowledge?
- what do they do with it after getting information? Do they pass it on, delete it?
 - if they pass it on, **where** would they?
 - if they pass it on, **how** would they?
- what are the possible places within the store they could leave behind some of that information by accident/consciously?

* Sighted people don't want to talk to anybody even for a short minute → seem always so busy.

* TOUCH & FEEL is the biggest thing.

They sit/stand/touch products (try on products like how you try on clothes)

mostly keep it to themselves EN.
on the 'PLAN YOUR KITCHEN' → 'your saved designs' → people could choose to make it public

Concept 2: Metamorphosis Kiosks

Imagine the kiosks at IKEA talking back when someone inputs a function.

Observe in general how people interact with all existing kiosks in-store.

- would people like to have conversations with it back?
- how do people interact with the self-service element? Do they do it solo? with a companion? Or coworker?

Currently, the kiosks ask you questions through 'chat', not audio.

Concept 3: CnC Matching

Imagine customers asking coworkers for help as a 'dating simulation' in another realm.

- Every time a customer approaches a coworker, observe their tone, try to hear what they are actually asking for
- observe if/how the coworker responds.
- Can 'matching' really be a thing?
- Can 'matching' work as a real-time concept? (Imagine Tinder, but in real-time, not deciding things in advance, just impulsively at the location)

Definitely think so → but sighted ppl don't seem to be using lot of coworker assistance

Concept 4: Echolocation

Imagine products emitting certain sounds that others can't hear, only you can.

- how would that sound reach you through all the other noise?
- after you've heard a sound, how will you know to move towards it?
- would sounds come from products themselves, or from product tags or from specific spatial areas within the store?

Diff. b/w this idea & guiding cane? Who would make sense if it also associates by noise otherwise can be overwhelming sound

maybe through a buzz? Right now, I don't see for this idea?

What is the larger reason for this? Most noise comes from kids playing

Concept 5: Musical Symphony

Imagine IKEA as being one large chaotic concert.

- observe all the levels of sound- noise vs actual sounds
- do people really stop to listen to them or just move on?
- do they seem to like/dislike it?
- sounds are coming mostly from **people, products or the built environment**?
- close your eyes and imagine- would you be able to immediately tell this was a sofa through its sound? or do you need other humans to use the product to be able to tell the sound it produces?
- Observe people jumping, sleeping, sitting on products and hear for any sounds that makes

KITCHEN is most easily distinguishable
On quiet days, you can actually stop around a space and listen to sounds very clearly
lot of the current sound is just by noise, unless something specific, nobody stops
From ppl & : Eg. Speaker, TV, General, Swedish speaker, Pest.

* POINTS *

i) lots of options to 'self-plan' or 'create your own' → but none are non-visually accessible

ii) PAX Design has lot of inspiration customers can browse through on the 'PAX PLANNER'.

iii) Echolocation might not actually need claps/snaps → could work with speech too? Eg: 'Product Haptics? Identify

iv) In-store planners and DIY options seem to make the need for IKEA app redundant right now.

v) IKEA APP needs better awareness!

vi) CnC Matching could work because all the co-workers are not engaged in tasks / customers all the time.

vii) What is the purpose of musical symphony? Would it be followed up by audio descriptions?

6 experience prototype

IKEA, Netherlands

facilitator's guide + Navilens audio descriptions

Introduction (at the main entrance- downstairs near the stairway?- find a place with seats if possible)
(total 10-12minutes)

Sandhya

Good Morning,
Its nice to see you again! Thanks for showing your interest in participating. Last time, we did a co-design workshop together. Now, I am nearing the end of my project and have been working on a concept prototype that you, a customer, can test out today right here at the store!

Requirements and Consent
(5-7minutes)

We only need 2 things from you: kindly sign this consent form, and install the Navilens app since that is the way you'll experience the prototype. If you are not familiar with it and need some help, I can give you a quick tutorial.

Session Structure
(5minutes)

This is a prototype testing session where we have taken all measures to ensure your experience is as realistic as it will be if this concept is implemented across IKEA stores. However, since this is a test, you will not be making a real

the concept. You will walk in and around a small section of the IKEA showroom with your Navilens app camera open. Every time the camera detects a Navilens code, you will be guided to it using basic directions like left, right, front, back. If you need help getting to the code, don't worry, one of us will assist you. Each code contains specifically designed information regarding the section of the showroom you are in, I won't reveal more because I want you to enjoy it for yourself. A coworker will initially guide you to the beginning of the showroom section, and from there, you can use your phone to detect Navilens codes and move on your own. Again, I am right around if you need me.

Session (somewhere in the showroom upstairs- close to the kitchen section)
(total 30-35minutes)

Larissa

Discover IKEA Trails, your shortcut to home inspiration. Our new audio-guided service lets you experience IKEA's best in less time. Currently featuring the 'I like to eat/cook' trail, you'll breeze through our kitchen and dining areas with ease. More trails will open soon, each revealing different showroom sections. If you are interested in purchasing any of the products on the trail today, kindly reach out to us with any identifiable product information after you complete the trail and we can help you find it. Ready to start? I'll show you the way to the entrance. Enjoy your journey!

(guide them to entrance of trail)

Here we are. You can begin by scanning the nearest Navilens code which will lead you through. Enjoy your trail!

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(guide them to entrance of trail)

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Intro to Trails

(first Navilens code): intro to Trails

"Welcome to the IKEA 'I like to eat/cook' trail. This audio guide will lead you through our top kitchen and dining selections, perfect for everyday and special moments. Expect to spend about 30 minutes, but feel free to explore at your own pace. Start whenever you're ready!"

(second Navilens code): Trending Product- Glittran kitchen mixer tap

Trending Product Spotted!

You must be near the Glittran kitchen mixer tap. Customers have praised its easy assembly and the satisfying solidity it adds to the kitchen space. Run your hands through the body of the tap and you'll find that its height and clearance from the counter provide a practical advantage, making it easier to fill large pots without the clangs and splashes. Push the lever to the left and right, its smooth operation ensures a seamless transition from cold to hot, with a reassuring sturdiness that speaks to its quality. Notably, its bronze finish is celebrated for its tactile smoothness and the way it resists fingerprints, maintaining a clean feel even after repeated use. Can you feel what we are talking about? While the tap's flow restrictor may require a simple adjustment for those with specific water heating systems, this minor hiccup is overshadowed by the tap's overall durability and the absence of wear and tear, even after months of use. Hear the water flow, it is gentle yet steady. The tap's design ensures that watermarks don't spoil its surface, leaving the tap feeling perpetually fresh and new. This mixer tap has not only proven its worth in the kitchen but has also inspired customers to extend its

utility to other areas like the laundry room, indicating its versatile appeal. A trending choice indeed for its reliable functionality and sensory-friendly design.

(third Navilens code): Trending Product- Raskog Trolley

Trending Product Spotted!

The trolley in the kitchen you're standing in is a Raskog trolley. Here's why it's the talk of the town and you can feel and experience it yourself! Touch its build, and you'll know its Solid and Simple, making it a reliable and unobtrusive kitchen companion. Try moving it across the kitchen floor, and its wheels will offer a seamless glide over various surfaces, making it a tactile pleasure to maneuver. Check out the ample storage space, it's perfect for storing kitchen essentials, and the holes in the tray bottoms prevent water retention, so you can even put items from the freezer on it! Coupled with the fact that it can be assembled by a single person, the Raskog is an easy addition to the kitchen. But, even beyond the kitchen, customers have made this a trendy addition to their hobby rooms, where its textured surfaces can be both felt and utilized for various projects.

(fourth Navilens code): Trending Product: Stenstorp Kitchen Trolley

Trending Product Spotted!

Meet the Stenstorp Kitchen Trolley. Another trolley! it seems like this trail has a lot of them, but with good reason because customers simply cannot seem to get enough of all that extra space they bring to the kitchen. This is a customer favorite because of its Adaptability: Its adjustable top can be tailored to individual needs, whether extended for extra counter space or folded for compact

storage, making it a tactile delight. Try it yourself! The trolley's ability to support substantial weight makes it a reliable station for heavy kitchen appliances, which can be felt through touch. Stenstorp is different because it is also sensorially stimulating. Its surface is treated with linseed oil and offers a smooth and natural feel. Run your hands along it, and you can feel the beautiful grains of wood. This trolley provides open and close storage. The drawer on top can be used for more delicate things and the open racks below are strong enough to take daily kitchen essentials.

(fifth Navilens code): Popular Product Combination- Dining Furniture Set

Popular Product Combination

You are standing in front of a famed family dining furniture combo. If you've felt something cold and metal, it is the Geneson chair: an adult chair which is a beacon of sturdiness. You might also have felt how compact it is, allowing free movement easily around it.

Next to it, the wooden finish is the Agam kids chair: a marvel of growth, evolving with your child from a secure highchair to an independent seat. The seat surface needs barely any maintenance, and its firmness provides a comforting embrace to the child who sits on it.

Completing this trio, the main table you might have felt in the centre, Lisabo offers smooth, rounded contours for a safe, welcoming touch. Assembling it is child's play, customers say. Once again, its slender form ensures easy passage around it.

This set is a celebration of family life, offering a sensory-

rich experience that's inclusive and considerate, ensuring a sense of belonging for all.

(sixth Navilens code): Popular Product Combination- Induction Hob Set

Popular Product Combination

You are in the heart of the kitchen, where the Kolstan induction Hob hums with efficiency, its surface smooth and responsive to the touch. The bridging function is a marvel, allowing the seamless connection of cooking zones to accommodate pots of all shapes, making it a versatile centerpiece for culinary adventures. On it, you might have felt the Finmat copper pot, a companion in consistency, with a thick bottom that evenly distributes heat, ensuring every meal is cooked to perfection. Apart from the marvellous copper finish, the sensation of its solid handle and the snug fit of the lid make it a reliable choice for any dish, and its performance on the induction hob is seamless, requiring minimal effort for maximum taste. Completing this trio is the Rort Spoon, a tactile treasure, its sturdy wooden build perfect for stirring and scooping. Its ample size may feel substantial in hand, but its utility is unmatched, protecting your pots while mixing and serving. Perfect for those who rely on touch and sound, this kitchen set ensures that cooking is a pleasure, not just a visual delight.

(seventh Navilens code): Events on a budget

'events on a budget' is another exciting feature of trails that brings you unique IKEA product packages curated for a variety of special events with loved ones, without having you worry about splurging. We currently offer one curated event package, perfect for both adults and children.

Home Pizza Party in just 39.99!

Host a raving Pizza Party at home with IKEA's package, all in a small budget of 39.99 euros. Explore this box with a set of 6 handpicked products. Feel the Koncis garlic press crush cloves with ease, its simple mechanics ensuring no garlic is wasted. Measure ingredients precisely with the Vardagen measuring cup, its user-friendly design perfect for small quantities. The Gubbrora spatula is a tactile joy, scraping and stirring sauces without a scratch, and it cleans effortlessly. Grind spices to perfection with the Intressant Spice Mill, its smooth operation and even spread enhancing every bite. The Hemmabak pizza tin promises a crisp crust, its size ideal for sharing. Lastly, the Aptitlig bamboo chopping board offers a sturdy, natural surface for prep work.

Now then, enjoy your party!

(eighth Navilens code): End of Trail

Nicely done, you have completed the 'I like to eat/cook' trail! If you'd like to be updated on the whole range of products and events on this trail, you can find all of it in the trails section of the IKEA app! And if you want to leave your own trails behind, you can choose to upload your insights in the same location on the app.

Reflection (in the dining room area of the kitchen section)
(total 15 minutes)

Great job! You have finished experiencing the prototype. We will now use the remaining 15-20 minutes to do a reflective session where you can exchange your thoughts, feelings, emotions and recommendations about the concept.

Before we begin reflection, I'm not sure if you already might have noticed, but all the home inspiration you received on the trail came from other customers. This concept initially leverages the collective insights, knowledge and experiences of sighted customers and makes it accessible for customers with blindness and low vision, hence the name 'trails', because its a trail of inspiration. However, the concept also encourages more people to share their insights after they finish a trail, so in essence, you could also pass on your trail of knowledge to other customers, and so it creates a continuous loop of people pitching in to create an accessible pool of home inspiration at IKEA that is both tried and trusted.

Feel free to express how you're feeling right now after knowing this and after your experience.

I have some questions which you might be able to help answer.

Questions

How do you compare this experience to your usual experience at IKEA? Did something feel different? What worked, what didnt?

Would you be interested in using this service if it were to be implemented? If yes, why?

Would you be willing to share your own insights and experiences from trails with other customers?

what tone of commentary would you prefer? (formal, informal, human, AI)

what kind of information do you think the commentary

could include/exclude/do better?

what did you think of the order of commentary? Do you like that the features came one after another of the same type, or would you prefer it to be mixed up?

What did you like and dislike about the commentary? Do you need it to be more descriptive?

Was the navigation in the commentary helpful to actual find, touch and explore the product?

Was knowing the time you would take useful at all?

Would you go on more than one trail when you visit the store next?

