

Hej!

Team A

Ikea Challenge:

Research - Joy of Shopping



18+

In-depth
interviews

5

Visits to the
store



7+

Articles
analyzed

1

Customer
journey map



3

Personas and
empathy
maps

6

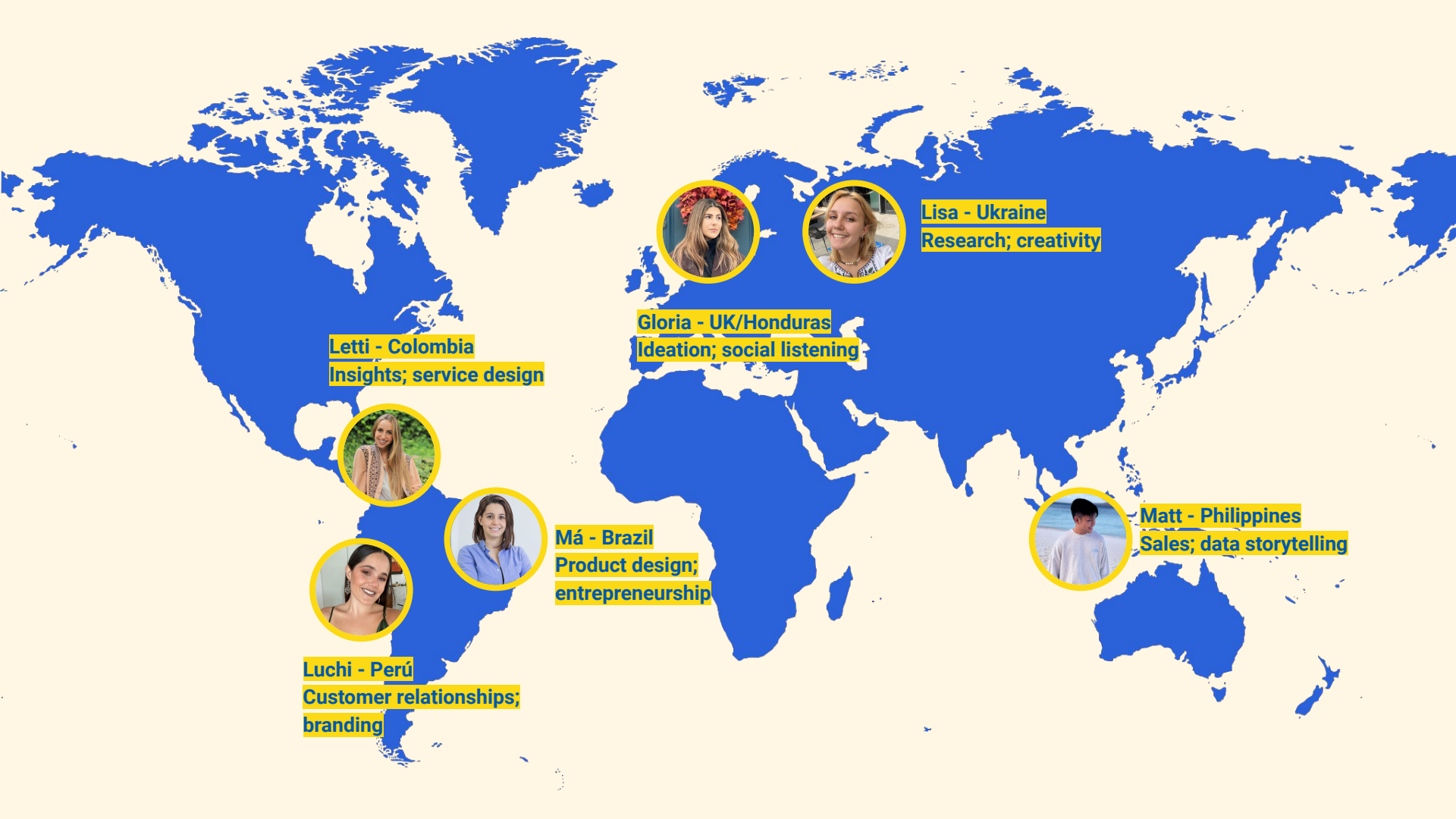
Prototypes
tested

A photograph of two jellyfish swimming in clear blue water. The jellyfish on the left is larger and has a more complex, multi-colored bell with shades of purple, pink, and blue. The jellyfish on the right is smaller and has a simpler, more uniform blue bell. Both jellyfish have long, flowing, translucent tentacles trailing behind them. The background is a solid, light blue color, suggesting a deep, clear body of water. In the center of the image, there is a yellow rectangular box containing the text "Bursts of happiness" in a bold, black, sans-serif font.

Bursts of happiness

Pure
joy!





Letti - Colombia
Insights; service design



Gloria - UK/Honduras
Ideation; social listening



Má - Brazil
Product design;
entrepreneurship



Luchi - Perú
Customer relationships;
branding



Lisa - Ukraine
Research; creativity



Matt - Philippines
Sales; data storytelling



How might

Ikea bring deeper **joy** to
the shopping experience?



Meet Camila

Just moved in with her boyfriend

Want to furnish their house with their own style

Ikea is top of mind

Camila is currently a Dreamer

Curious and has lots of ideas

Doesn't know how to make her dreams tangible

Wants Ikea to help with that





She feels like

Just another customer

Every visit feels like the first time

Doesn't feel her purchase is personalized

But Why did it happen?

She imagined perfect dinner dates

Wanted a table to fit her dreams



Long lines

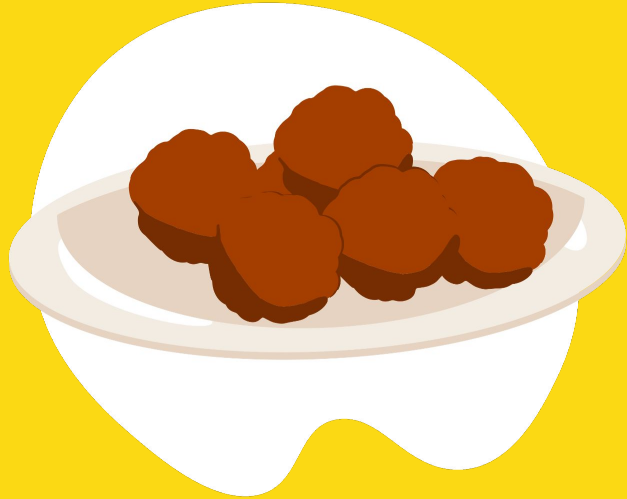
Big crowds

A maze inside the store

Still

Willing to go through all of that





Anxiety in line

Relief with payment

And
**Meatballs as
a reward!**



Shopping is supposed to be

Fun, surprising
and rewarding

But Camila didn't feel it as much as she should



How might we bring

more **peaks of joy** in
the customer journey?

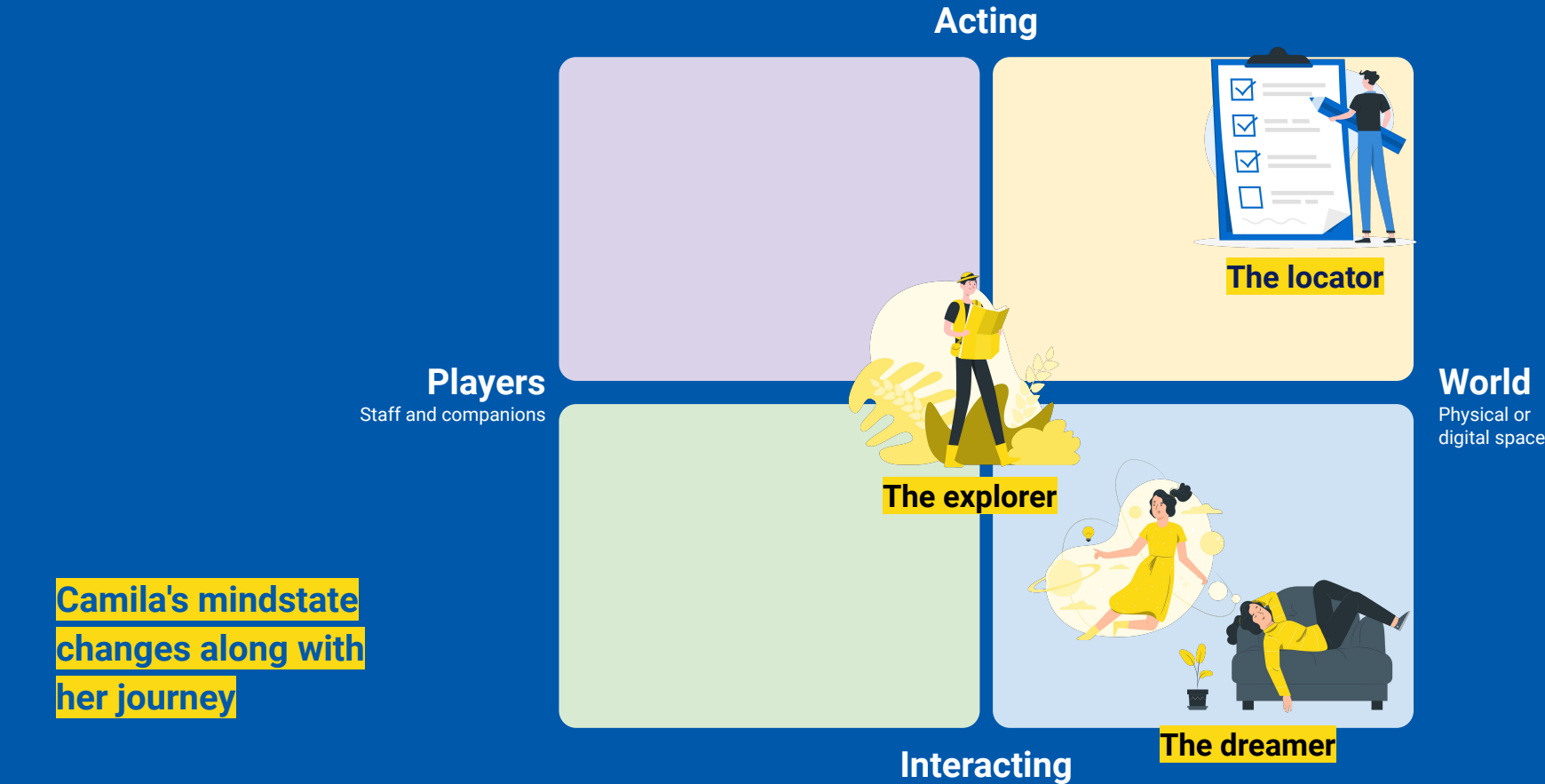
Immersive environment

Losing sense of time

Desire to keep returning

The gaming experience



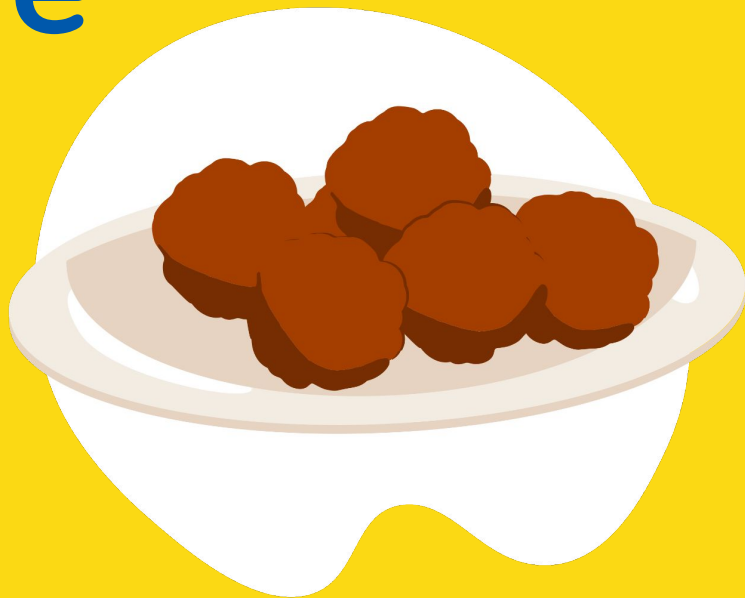


Remember that

Meatballs were a reward?

Tasty, nostalgic and iconic

A powerful way to create memories





Meet MiKEA

IKEA's new mascot

Curates the right game

Connects with all the mindstates

Hej!



Can I help
you today?



Tangible dreams

Vision of dream house

Best way to explore

Tell me what you need

I already know
what I want



I want to play
and get inspired



Tell me what you need

I want Mikah to
read my mind



I want to play
with my dream
house



MiKEA - the mind reader

IKEA is getting data to
understand customer needs

Camila feels that Ikea is
bringing her closer to her
essence



I am Mikah, the mind
reader meatball.
Let's talk a little so I can
warm up and envision the
perfect items for you.

Start Quiz



What description suits you better?

Homebody



Party animal



Devoted parent



Focused



Here is the dream board I
created for you!



Show me the fastest
route to
my products



I want to see the
items in my
dream house



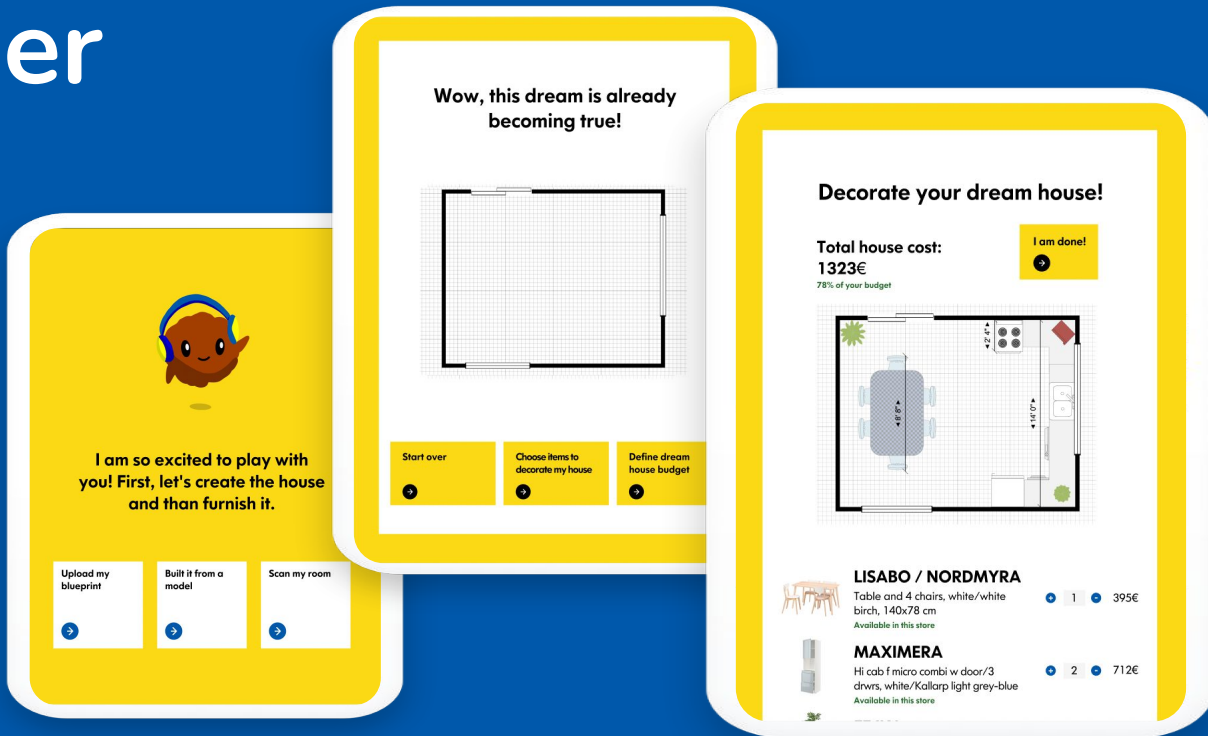
Send my list by
email

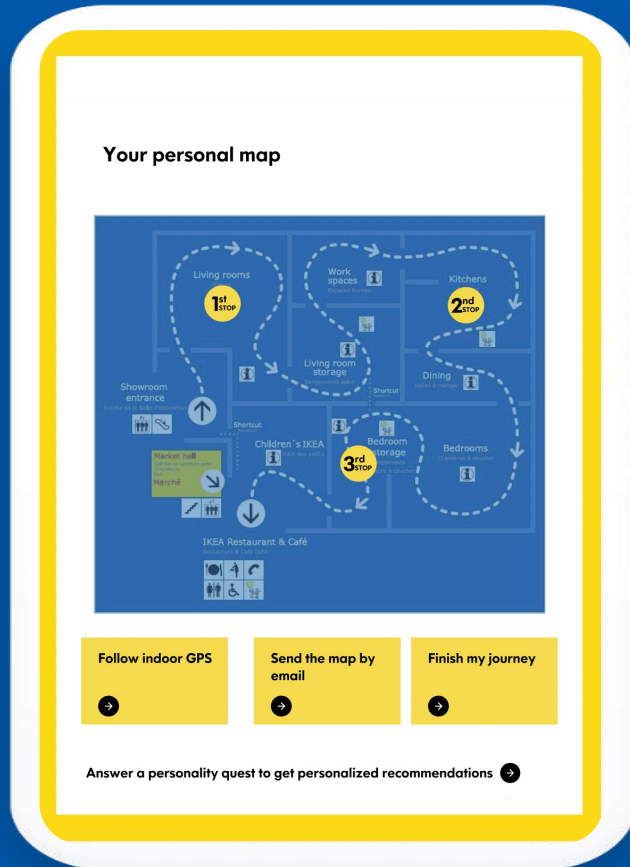


The Dream Home builder

Works with your real life space

Camila gets to chose the best fit for her house





The personalized map

Filtering system

Details, availability and budget

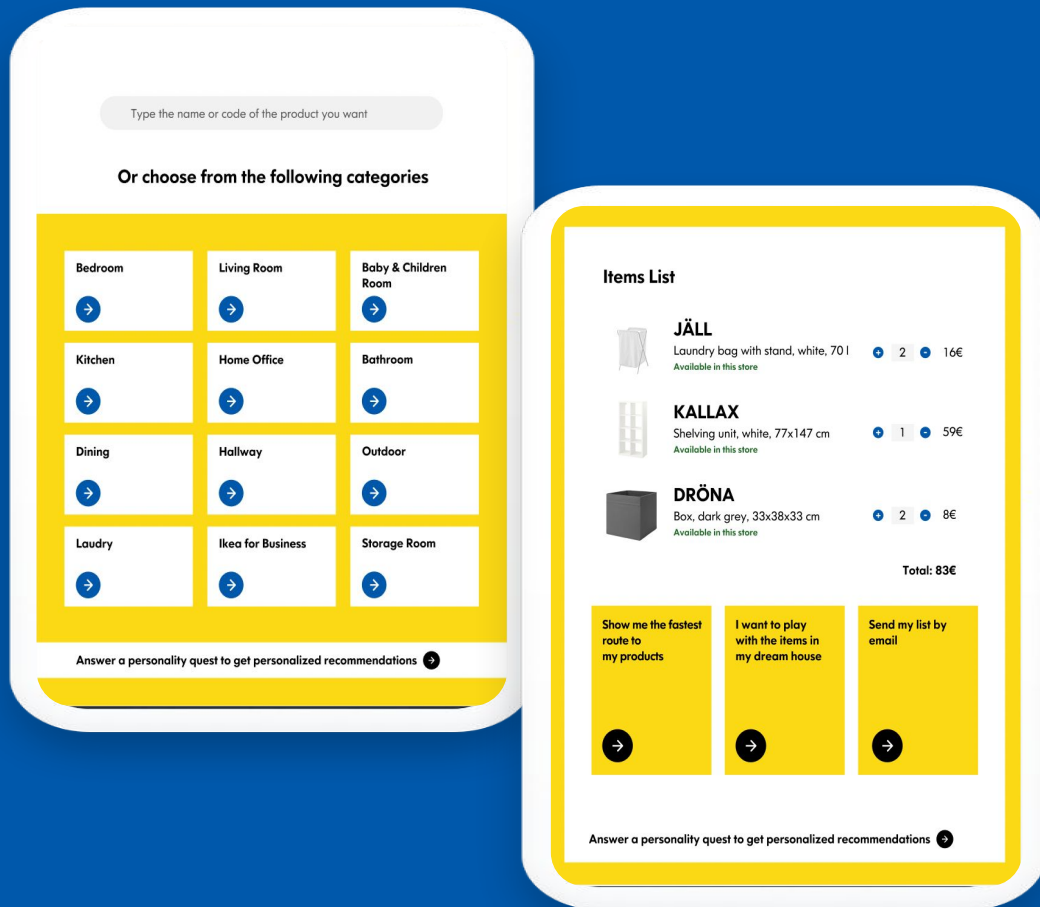
What if

Camila already knew
what she wanted to buy?

The practical shopping list

Filtering system

Details, availability and budget





But

Is this theory proven?

We did Prototype testing



18

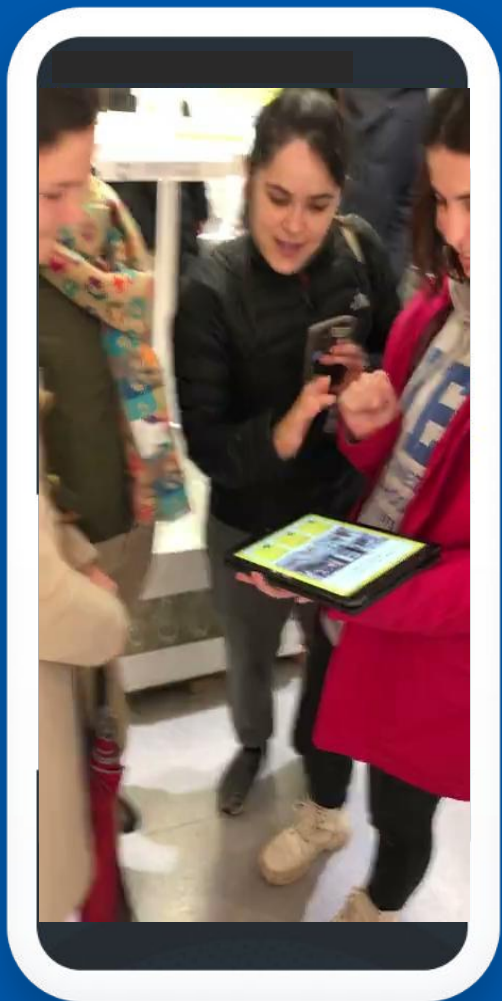


2

Helpful and exciting

Exceeded users expectations

Made shopping more joyful



But we know that

**Not everyone wants
to play with an app...**

So we went physical!

Identify Idle pain points





Explore
Interactive
games



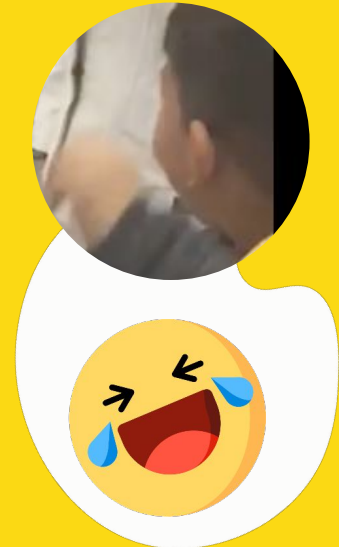
Narrow down to

Basketball

05. IN-STORE PAIN POINTS

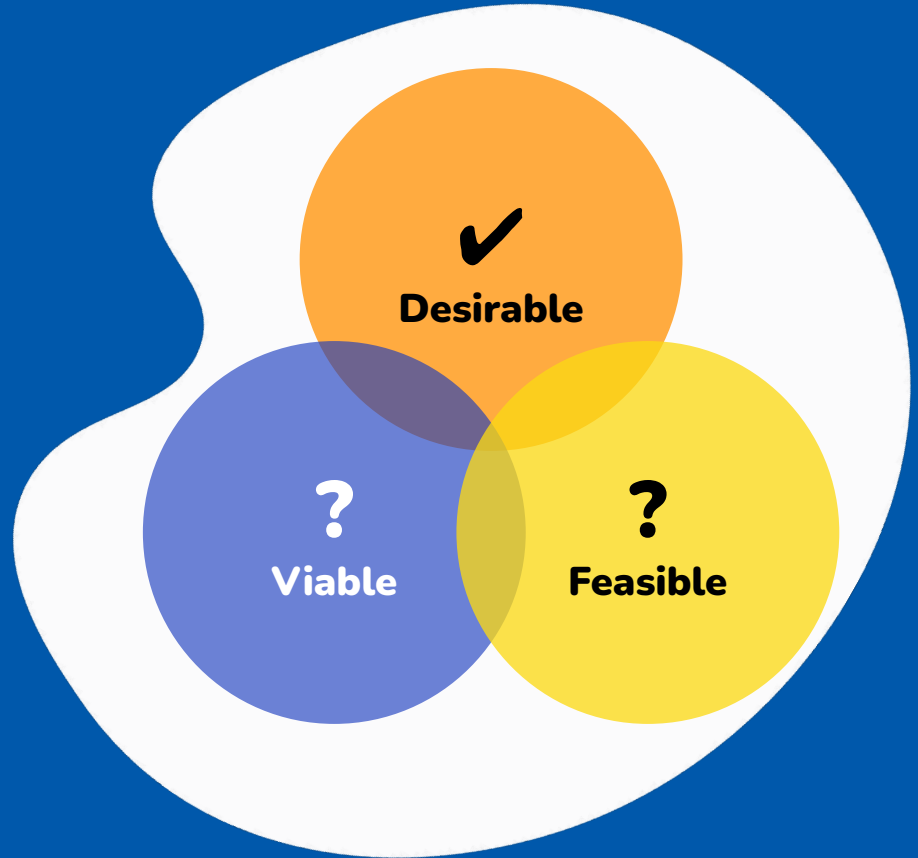


When you surprise customers when they least expect it,
Joy resounds throughout their bodies



The MiKEA phygital experience is

But is it...





What we
need from
you?

1

**Pilot
Store**

Actual inventory data,
Real store blueprint

2

**Backend
Developer**

Inventory-based
Dreamboard
Blueprint-based Map

3

**Capital
Expenditure**

MiKEA Stations & Stickers
MiKEA Hoops & Games

4

**Staff
Retraining**

Facilitate the
phygital experience



Feasible

What will we do?

We will help the
Goya store grow its business
by reimagining

Inspiration & Exploration

Here is the dream board I created for you!



Show me the fastest route to my products



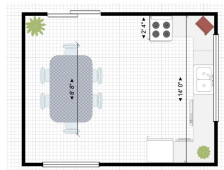
I want to see the items in my dream house



Send my list by email



Your dream house is ready!



Show me the fastest route to my products



I want personalized recommendations



Send products list by email



in the showrooms and through QR stickers in the store entrance

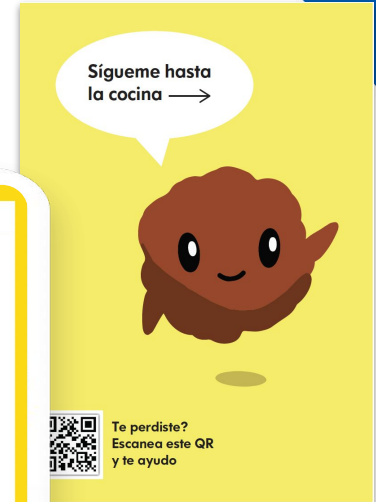
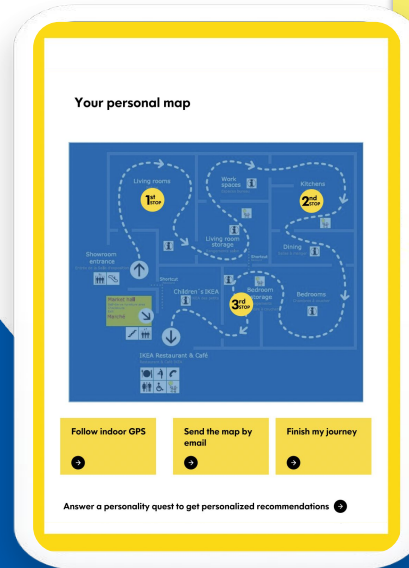


Feasible

What will we do?

We will help the
Goya store grow its business
by reimagining

Navigation



near the elevators and stairs



What will we do?

We will help the
Goya store grow its business
by reimagining

Waiting in line

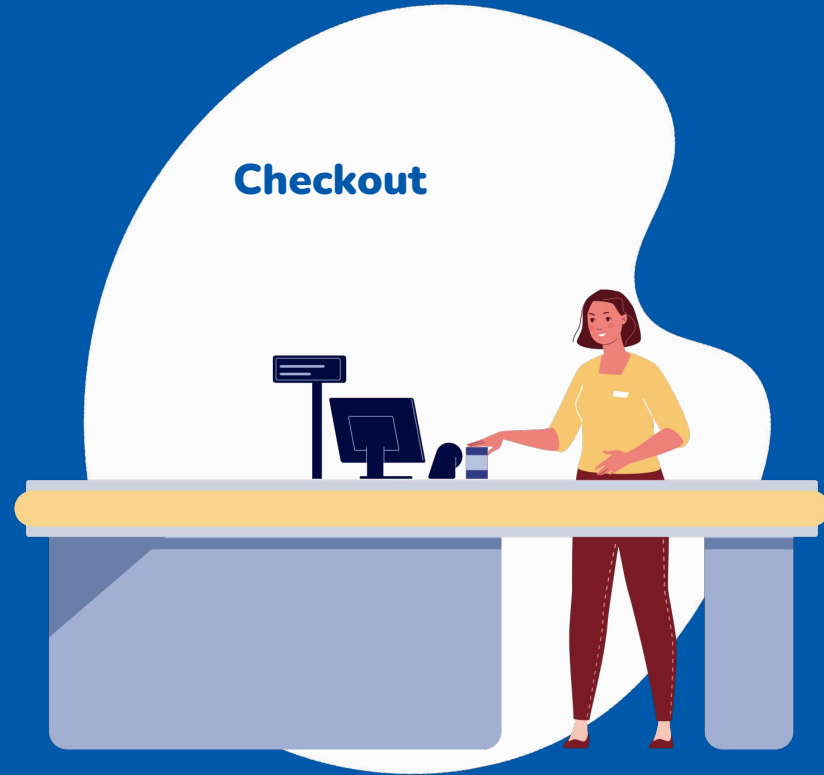


on the walls by the queues



What will we do?

We will help the
Goya store grow its business
by reimagining



Integrate the measurement metrics



What and how will we measure?

Lead metrics

Inspiration & Exploration



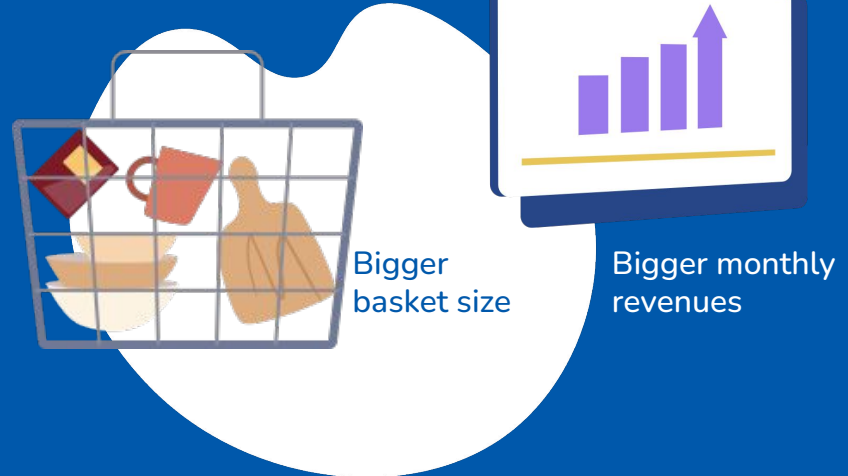
Navigation & Waiting in Line



Checkout

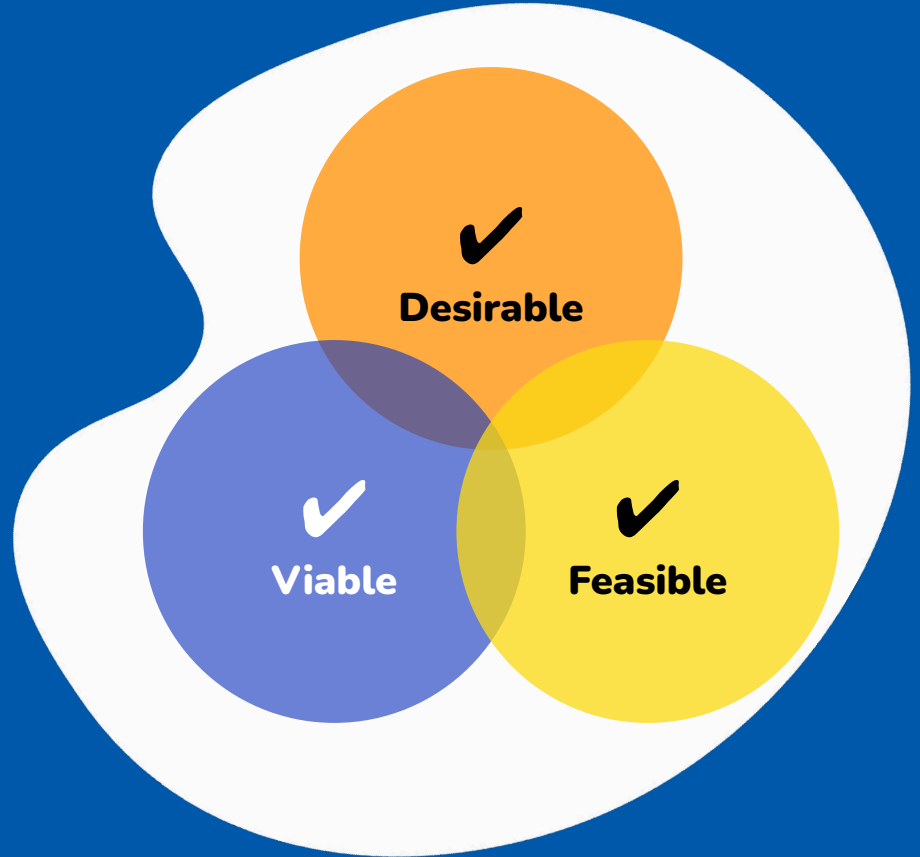


Lag metrics



The MiKEA phygital experience

is now



Ikea is transitioning to

Smaller and more accessible stores

**Smaller stores can still bring
joy to customers and big
sales to IKEA**

Joy is in the small **details.**

Joy is about **exceeding** expectations.

Joy is about **memorable** bursts of happiness.

**Customers crave for shopping at Ikea because
of all the joy before, during and after.**



Tack!