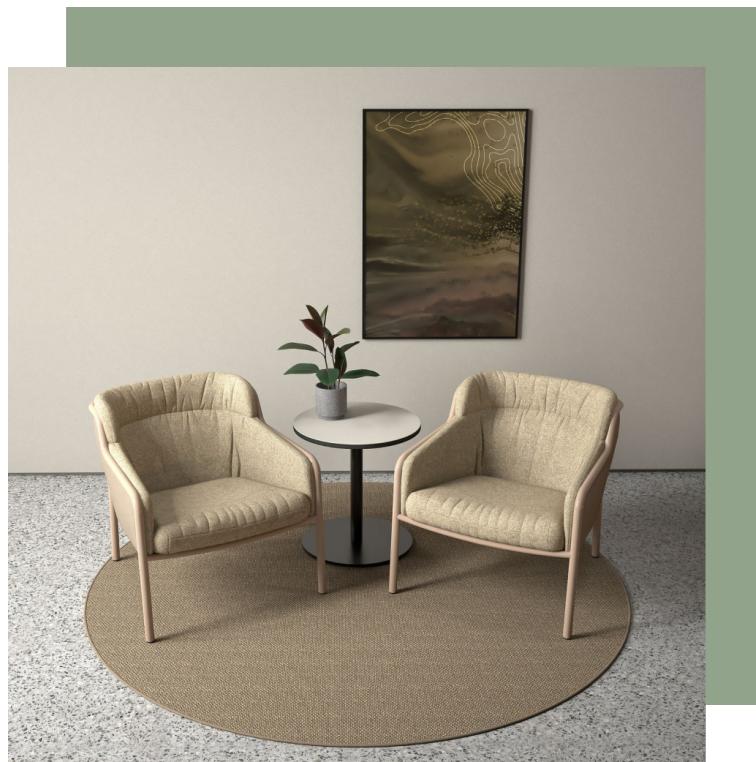


BuyKit - The Future of Online Office Furniture Shopping

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Abstract

This project focused on developing a user-centered prototype webshop for BuyKit, an emerging company offering curated office furniture kits for small to mid-sized businesses. BuyKit's goal is to simplify office furnishing with architect-designed, customizable kits, addressing a market need for affordable, professionally curated solutions. This project involved an iterative design process structured into four stages: requirement specification, MVP refinement, functionality prioritization, and final presentation. Key design features included an intuitive room-building configurator, an AI-based office layout generator, and a comprehensive product catalogue, all aimed at enhancing the customer journey. The MVP prototype, developed in Figma, prioritizes pricing transparency, flexible customization, and ease of use to streamline decision-making for business owners and office managers. Market and competitor analyses identified gaps that BuyKit could fill by offering a straightforward, budget-conscious approach to office furnishing, positioning BuyKit as a unique alternative to traditional B2B furniture providers.

Contents

1	Introduction	4
2	Problem Statement and Delimitations	4
3	Preliminary Study and Research	4
3.1	BuyKit	4
3.2	User Needs Analysis	4
3.2.1	Target user	4
3.2.2	User's requirements	5
3.2.3	Current pain points	5
3.2.4	Emotional Drivers	5
3.3	Design	6
3.3.1	Decision-Making Factors	6
3.4	Market Gap	6
3.5	Competitor Analysis	6
3.5.1	Premium Competitors	7
3.5.2	Assessing Premium Market Opportunities	7
3.5.3	Mass Production Competitors	7
3.5.4	Key Mass Production Competitors and Offerings	7
3.5.5	Mass Production Competitor Product and Service Analysis	8
3.5.6	Synthesis of Competitor Analysis	8
4	Design Process	9
4.1	Step 1: Requirement Specification and Initial Analysis	9
4.1.1	Internal Goals of the Project	10
4.2	Step 2: Refining the MVP and Tool Selection	10
4.3	Step 3: Focusing on Functionality and High-Level Design	12
4.4	Step 4: Final Refinement and Presentation	15
5	Conclusion	18
A	Flowchart	19

1 Introduction

This project introduces BuyKit, an office furniture webshop designed to simplify the furnishing process for small to mid-sized businesses. BuyKit allows customers to browse and purchase curated furniture kits tailored to their office needs, considering factors such as style preferences, and budget constraints. The purpose of this report is to provide BuyKit with an analysis of the current market landscape, including market gaps and the technology and design requirements crucial for meeting their target audience's need, and a recommendation for how to further develop their online customer experience. Furthermore, it will review existing literature on digital furniture retail and user-centered design principles, positioning the report within the broader context of e-commerce and workspace design.

In this report a prototype of a new webshop for BuyKit is presented, which was developed using a multi-phase prototyping process, emphasizing usability testing as an essential part of the iterative design approach. This report also looks into the methodology, detailing each phase's objectives, testing strategies, and insights gathered, which have shaped the user interface and experience and overall platform experience.

2 Problem Statement and Delimitations

During initial meetings and discussions with the founders of BuyKit, it became clear that the company have developed a primary strategy, but are lacking a go-to-market strategy. While they had extensive knowledge of the market, both of the seller and buyer side, the founders had yet to translate this into an action plan for realizing their business idea. What they asked us to do was simple; create a website that incorporates AI, in some form, to quickly suggest furnishing solutions for office spaces. Through further discussions, and given the limitations of the course, e.g. time constraints and submission requirements, this finally resulted in a two component solution, (1) a competitor analysis and (2) a prototype website designed with user-centered design principles and other UX frameworks.

3 Preliminary Study and Research

3.1 BuyKit

BuyKit is an innovative office furniture solution that brings together affordability and premium, architect-designed office setups. Ideal for small and mid-sized businesses, BuyKit offers stylish, curated furniture kits without the high costs of traditional architectural services. Through their webshop, customers can customize their office kits to fit their space and style, guided by designs from experienced architects in Stockholm.

The kits are designed with the unique needs of small to mid-sized businesses in mind, making office furniture selection not only simple but also accessible and enjoyable. Understanding that many businesses face time and budget constraints, BuyKit offers a curated experience that removes the usual complexity of office design. By producing some of the furniture in-house, BuyKit eliminates some of the middlemen costs, passing these savings on to customers while maintaining high quality. Additionally, each kit is thoughtfully assembled by architects and interior designers, ensuring a cohesive, premium aesthetic that elevates the workspace. This approach allows customers to access designer-quality office solutions without the designer price tag.

3.2 User Needs Analysis

The user needs analysis was developed through interviews with experienced industry professionals who provided insights into key needs, alongside feedback from select users within the target group.

3.2.1 Target user

Identified target users are small to mid-size business owners, office managers or other employees responsible for designing and furnishing an office. These users are often not very engaged or knowledgeable in furnishing but are responsible for doing it, either for an existing or new office space. Located primarily in mid- to small-size cities across Sweden, these users seek affordable, stylish, and uncomplicated office

furnishing solutions. Their main priorities are speed and simplicity, as they often begin planning and ordering too late, with time constraints driving a need for fast delivery and streamlined processes. While they favour budget-friendly options, they still prioritize quality and have a general sense of the look and feel they want to achieve and portray.

3.2.2 User's requirements

Users want to be able to complete the task efficiently. They also want to quickly order a complete set and customize colours and sizes with limited options to avoid too many choices. The entire process, from entering the site to placing the order, should be streamlined and completed in just a few steps. Users are typically price-conscious, so any changes, add-ons, or removals must be clearly reflected in the price and immediately visible to the user. Also, since every office space is unique, the kits need to offer some design flexibility. Key customizable options could include sizes, quantities, style preferences like colour, and even brand engraving. However, since the overall functionality of rooms in offices are generally similar across different office spaces (work area, kitchen/lunch area, lounge area, meeting room), the design flexibility should be limited to avoid overwhelming the user.

Users have two main expectations when entering the end of the purchase journey, also referred to as the final product point. Firstly, they expect a cohesive design kit that stays within the agreed price, with no hidden costs, along with timely delivery, including assembly. If the user is not the final decision-maker, they expect to be able to retrieve clear financial documentation and a detailed shopping list from the planning/shopping tool to present for approval.

3.2.3 Current pain points

Some of the users' current pain points include complex processes, too many intermediaries, and high furniture costs due to markups. Currently, ordering office furniture involves too many steps and lacks a clear structure. Users must buy various categories like plants, textiles, desks, chairs, and plugs from different stores. Once on a website, they face hundreds of options, which can be overwhelming. Additionally, ordering from multiple places results in separate deliveries, complicating the process further.

Websites like AJ Produkter and IKEA present users with a large number of options, making it difficult to navigate and select the right products. Users are often left without a clear sense of direction, which can lead to confusion and frustration. The abundance of choices makes it hard for users to narrow down selections that fit their specific needs or preferences. These websites also lack effective tools to show how different products will look together in a cohesive design. Users struggle to visualize the end result, making it difficult to determine if the items they select will work well together in their office space. Without a clear visual overview, it becomes challenging to create a well-designed, functional workspace.

A major challenge for users is the high cost and complexity of the current office furniture market, often due to multiple intermediaries. Traditional office furnishing requires navigating a network of suppliers, distributors, and consultants, resulting in inflated prices from markups and fees for design and assembly services. This fragmented process not only raises costs but also complicates logistics, as users must manage multiple contacts, payments, and deliveries. For small to mid-sized businesses seeking an efficient, budget-friendly solution, these extra steps create barriers to accessing quality, cohesive office furnishings.

Users expect delivery to be included as a standard service and prefer relatively short delivery times. It's important that all items in the order are delivered at the same time, avoiding multiple shipments that could complicate the setup process. In addition to delivery, users value assembly services, ensuring that the furniture is properly put together upon arrival. Installation services for more complex elements, such as mounted or fixed items, are also expected to be available, providing a complete, hassle-free experience from delivery to setup.

3.2.4 Emotional Drivers

We identified two primary emotional drivers for users: confidence in design and overall satisfaction. The main emotional driver for users is the reassurance that these furniture kits are curated by professional architects, giving them confidence that the design is cohesive, stylish, and well thought-out. This

credibility helps users feel secure in their choices, even if they lack design expertise themselves. By emphasizing the architect-designed nature of the kits, the website can provide a sense of trust and reliability. It reduces any concerns users may have about creating a professional-looking office space on their own.

The second emotional driver is satisfaction. The key factor driving user satisfaction is the ability to access premium, architect-designed office solutions at an affordable price. The value proposition - high-end design for a fraction of the cost because users customize and order it themselves online - creates a strong emotional appeal. This combination of professional design and affordability can foster loyalty, as users feel they are getting exclusive, high-quality products without the typical premium price tag. If the process is easy and the results meet expectations, users are more likely to return and recommend BuyKit to others.

3.3 Design

3.3.1 Decision-Making Factors

Pricing transparency is critical for users. They need to see the total price at all times to make informed decisions, ensuring there are no hidden costs. While a detailed price breakdown is less important, it should still be easily accessible, perhaps through a collapsible section or scroll-down bar, only visible when the user requests it.

Furniture kits should begin with a set product setup, providing a fixed starting price for the base bundle. This bundle deal serves as a foundation, giving users clarity on the initial cost. From there, users can add extra products, with each addition reflected immediately in the total price. If users choose to remove items, the price will decrease, though not by the same amount as the individual price of the removed items, due to the base bundle's cost structure. By maintaining transparent pricing with options for customization, users can confidently adjust their kits while understanding the financial impact of each change.

3.4 Market Gap

An analysis of the current office furniture market revealed a distinct gap, particularly for small to mid-sized businesses seeking affordable yet high-quality furnishing solutions without the need for extensive design knowledge or costly consultancy. Existing market offerings predominantly fall into two categories:

1. Budget-friendly furniture, that come with the time cost of assemble-yourself options and with limited design support. They often lack cohesive design on their websites and have a lot of options.
2. Premium and architect-curated solutions, with high fees and, often times, complex logistics and processes.

BuyKit follows the principles of the Blue Ocean Strategy to address this market gap by creating a new, uncontested space rather than competing directly with traditional furniture providers or high-cost design services (Blue Ocean Strategy, n.d.). The Blue Ocean Strategy promotes differentiation and cost-efficiency to carve out unique market opportunities - aligning well with BuyKit's approach. By offering architect curated furniture kits on an automated online platform, BuyKit eliminates the need for traditional architectural services and intermediaries. Ultimately reducing costs and streamlining the shopping experience.

Through this model, BuyKit not only fills a gap but also reshapes the competitive landscape, offering a unique value proposition that prioritizes accessibility, affordability, and design cohesion. This positioning enables BuyKit to serve the unmet needs of small to mid-sized businesses while establishing an uncontested market space in the office furniture industry.

3.5 Competitor Analysis

The B2B office furniture market is characterized by a range of established companies, segmented into premium providers and mass-production (MP) competitors. This analysis will examine these two key competitive segments by highlighting their unique characteristics and market positions.

3.5.1 Premium Competitors

The premium market consists primarily of large architectural and design firms, boutique agencies, and individual freelance architects and designers. These competitors are known for delivering high-quality, custom-designed solutions tailored to the unique needs of each client. Their competitive edge lies in their ability to create distinctive, cohesive environments that reflect a brand's identity or enhance the functionality of a space. With deep industry expertise, they can offer specialized services such as project management, material sourcing, and unique spatial configurations that require a high level of skill and vision.

However, the premium market has several drawbacks that make these services inaccessible for many businesses. First, the high price point associated with these firms limits their clientele to those with substantial budgets. Small to mid-sized businesses, in particular, find these solutions prohibitively expensive. The premium market's pricing often reflects extensive design time, consultation fees, and project management costs. Additionally, most premium firms do not sell or even source the furniture and decor they recommend. Instead, they typically rely on third-party suppliers, leading to fragmented purchasing processes for their clients. This reliance on multiple vendors introduces logistical complexity, resulting in longer lead times, varied delivery schedules, and additional fees.

3.5.2 Assessing Premium Market Opportunities

In analysing the premium segment's service and product offerings, we identified a common behaviour among clients who engage architects or designers for their expertise but then bypass the full-service model to reduce costs. Often, clients receive a tailored design solution from the architect but choose to purchase the recommended products directly from vendors to avoid the architects' markup fees. This pattern highlights an unmet need: while there is clear demand for professional, architect-driven solutions, clients are seeking more affordable ways to bring these designs to life.

This gap presents a lucrative opportunity. BuyKit can fill this demand by offering curated, architect-designed kits that retain the quality and cohesion clients seek, but with a fully automated purchasing journey that eliminates third-party markups. By allowing customers to purchase directly through BuyKit, we provide a seamless, cost-effective alternative that makes premium office design accessible without compromising on style or quality.

3.5.3 Mass Production Competitors

Big name competitors such as IKEA for Business, AJ Produkter and DPJ Workspace dominate this space with enormous product catalogs and service offerings. Despite this, they often fall short in providing a cohesive, user-friendly experience tailored to the specific needs of small to medium-sized businesses. BuyKit's market approach addresses the key challenges faced by these users, focusing on affordability, simplicity and premium design.

3.5.4 Key Mass Production Competitors and Offerings

- **IKEA for Business:** IKEA's B2B offering includes a vast product catalog, project coordination, and design assessments. However, its website does not clearly distinguish between home and office products, making it challenging for users focused on office furnishing. Customers must contact IKEA planning studios or stores to engage with B2B services, adding complexity to the purchasing process.
- **AJ Produkter:** AJ Produkter provides an extensive range of products and offers consulting services such as project management and assembly. While their catalog is large, it is also segmented into numerous categories and subcategories, requiring users to navigate a complex search structure.
- **DPJ Workspace:** Like IKEA and AJ Produkter, DPJ Workspace maintains a large catalog but offers fewer filtering options, complicating product selection. They also provide design and decoration services, though users must complete a form to be contacted, adding an extra step.

- **Gerdmans:** Gerdmans' catalog and user experience resemble DPJ Workspace, though they provide a broader range of search parameters. Like other competitors, they offer planning and consulting services, with an option for direct contact or a form submission.
- **AZDesign:** AZDesign's product offerings extend beyond office furnishings to restaurants and commercial kitchens, but their search functions are cumbersome. All items are grouped in a single database, making office-specific furniture challenging to locate.
- **JYSK:** JYSK's catalog organization is among the least user-friendly; users must scroll through individual items instead of selecting variations from a dropdown. This user experience can be frustrating, and they do not offer the B2B services provided by other competitors.
- **Lyreco:** Primarily focused on office supplies, Lyreco offers limited furniture options. Customers face a complex search process to locate specific items, and Lyreco lacks B2B services beyond general office knowledge articles.
- **Kinnarps:** Kinnarps offers a hybrid model, combining a traditional catalog with B2B services. However, their design-oriented sections are somewhat hidden and lack comprehensive configurability, limiting their utility for businesses seeking a customized office setup.

3.5.5 Mass Production Competitor Product and Service Analysis

While competitors maintain large product catalogs, they often overwhelm users with choices. Competitors like IKEA for Business, AJ Produkter, and DPJ Workspace maintain extensive product catalogs that cover a variety of office furniture. We find this abundance often overwhelms users, as items are organized into numerous subcategories with minimal filtering options specific to office settings. Some competitors, like IKEA and AJ Produkter, offer more in-depth search options, but users must still navigate a complex system of variations to find the items that fit their office space.

Most major mp competitors rely on database-style interfaces that, while comprehensive, lack a clear and streamlined path for users specifically seeking office setups. For example, IKEA and Gerdmans categorize items extensively, but do not provide intuitive tools for visualizing or managing product selection for a cohesive environment. AZDesign and JYSK further complicate the user experience by requiring users to scroll through numerous variations without concise filtering options. This all leads to a user experience that can be confusing and frustrating.

IKEA, AJ Produkter and DPJ Workspace provide supplementary services like design consulting, project management, and assembly, though the accessibility and usability of these services vary. For instance, IKEA requires users to initiate contact through planning studios, while DPJ Workspace uses a request form for consultations, leading to delays and added complexity. Gerdmans offers a slightly more flexible option by allowing direct contact or form submissions, though the usability of these services still depends heavily on user initiative, rather than seamless integration within the purchasing process.

The listed mp competitors employ various pricing models, though transparency is very limited. Additional fees for customization, delivery and assembly are often not apparent until the last stages in the purchase process, leaving users unclear about the total cost.

3.5.6 Synthesis of Competitor Analysis

While premium competitors offer high-quality and tailored office design solutions, their services remain costly and complex. These competitors rely heavily on third-party suppliers for furniture and decor. Clients appreciate the cohesive design but are deterred by high markups, steering them to purchase items directly from vendors to reduce costs. This behaviour reveals a demand for architect-driven solution without the high price tag or logistical complexity associated with premium services.

MP competitors, like IKEA and AJ Produkter, offer affordable options but lack cohesive solutions. Their vast selections are perceived as more overwhelming than helpful and users struggle to create a cohesive design without specialized support. Some companies also lack intuitive visualization tools which also limits these companies' ability to meet users' needs.

BuyKit can address these gaps by offering a middle-ground solution that provides architect-curated designs with transparent pricing and a streamlined, all-in-one purchasing journey. By eliminating intermediaries, BuyKit can offer high-quality product kits without the markups of the premium market.

Additionally, BuyKit can leverage its curated kits to simplify the product selection and design process for users, providing a clear path to a cohesive office setup without overwhelming them with choices. This approach would appeal to users who want a premium look at an affordable price and with minimal friction in the purchasing journey.

4 Design Process

The design process was conducted in parallel with the preliminary study. For the purpose of this report, we have structured our design process into four distinct steps.

1. Requirement specification and initial analysis
2. Refining the MVP and tool selection
3. Focusing on functionality and high-level design
4. Final refinement and presentation

The preliminary study was completed at Step 3. The overall lifecycle of the interaction design followed a model (fig. 1) by Rogers *et al.*, (2023).

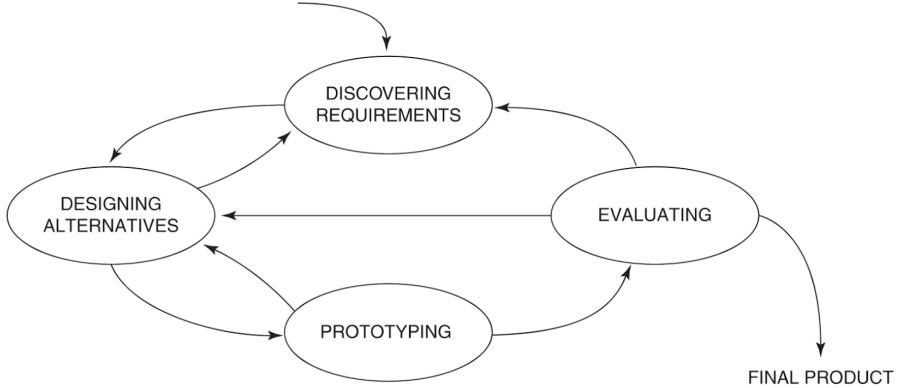


Figure 1: A simple interaction design lifecycle model

4.1 Step 1: Requirement Specification and Initial Analysis

The first task was to understand and specify the requirements from BuyKit, and translate them to our own internal goals. The founders of the company said that they wanted their webshop to make it easier for their customers to pick out the interior for their office in a structured way. We decided that to be able to create a new webshop we needed to identify the optimal customer journey, which was done in the preliminary study in section 3.2.2. In the first discussion with the founders we settled on the aim of building a Minimum Viable Product (MVP) that would meet both BuyKit's objectives and the expectations of the course. From BuyKit's perspective, they wanted a product that was complete enough so that they could bring it to a developer who could build it for them. Therefore, a MVP, i.e., a product with enough functionality to attract early customers and validate a product idea was a good deliverable for this project.

To get a clearer sense of what was the smartest way to build the MVP, we did an analysis of the back-end of BuyKit's current webshop in Shopify. Key questions during this phase included whether we would implement AI-driven features, or rely on traditional design solutions. We experimented with both Figma and Shopify to assess the feasibility of our ideas.

Using Figma, we created an initial prototype, and at the same time in Shopify we developed a replica of the existing website, adding some JavaScript code to examine how well our project goals aligned with the platform's limitations. We also created a flowchart (appendix A) to outline the intended

website structure and conducted our first round of semi-structured interviews with five potential users to gather initial insights on their desired website functionality and expectations. All users had either owned a smaller company or was currently the owner of one, were male, and between the ages of 25-51. Semi-structured interviews were conducted with the purpose of understanding their expectations of the webshop. This allowed us to better “understand context of use” and “specify user requirements”, which are the two first phases of the (iterative) user-centered design process by Don Norman.

The goal of the next phase is to generate and develop “design solutions”. During this phase we also brainstormed on a Support Vector Machine (SVM) approach for the interior design generation as an AI-driven feature to include in the platform. But when looking at the capabilities of Shopify’s we realized that we did not have sufficient time and resources to build a complete SVM and fully integrate it in the prototype. The final phase of a user-centered design is to “evaluate against requirements”, which led us to not carry on with the idea of implementing any AI-driven feature as it would not be necessary for the MVP and our specified requirements (Interaction Design Foundation - IxDF, 2016).

4.1.1 Internal Goals of the Project

The internal goals of the project are based around both BuyKit’s goals and the course directives, while also using the information we found through our analysis of the market and competitors.

1. Enhance user experience by prioritizing features that simplify the decision-making process and reduce cognitive load for users with limited design experience.
 - (a) Intuitive customer journey on the webshop
 - (b) Minimal steps to achieve objectives
 - (c) Apply well-established design principles and user interface theory to the prototype.
 - (d) Test the prototype to ensure that the MVP includes enough essential features to prove the concept.
2. Optimize for feasibility and scalability by building a streamlined MVP that could be expanded in the future.
3. Provide documentation and handover readiness to Buykit.
 - (a) An MVP prototype that could be brought to a software developer to bring it to reality.
 - (b) Focus on prioritizing high-impact functions, given the limited time frame.

4.2 Step 2: Refining the MVP and Tool Selection

After discussions with our course supervisors and further internal evaluations, we decided to proceed with Figma as our primary design tool. We found that developing in Shopify would require more time than we had available to create fully functioning prototypes, and we concluded that focusing on a high-quality design in Figma would allow us to better meet our project goals within our timeline. This would also allow us to focus more on the design without the constrictions of Shopify and the current website design, allowing us to start with a clean slate and have a more customizable design. This shift led us to redefine our MVP requirements. We decided that the prototype should present an optimized customer journey and be detailed enough for a developer to use it as a basis for building the final website. This in turn led us to develop the first Figma prototype, which can be seen below.

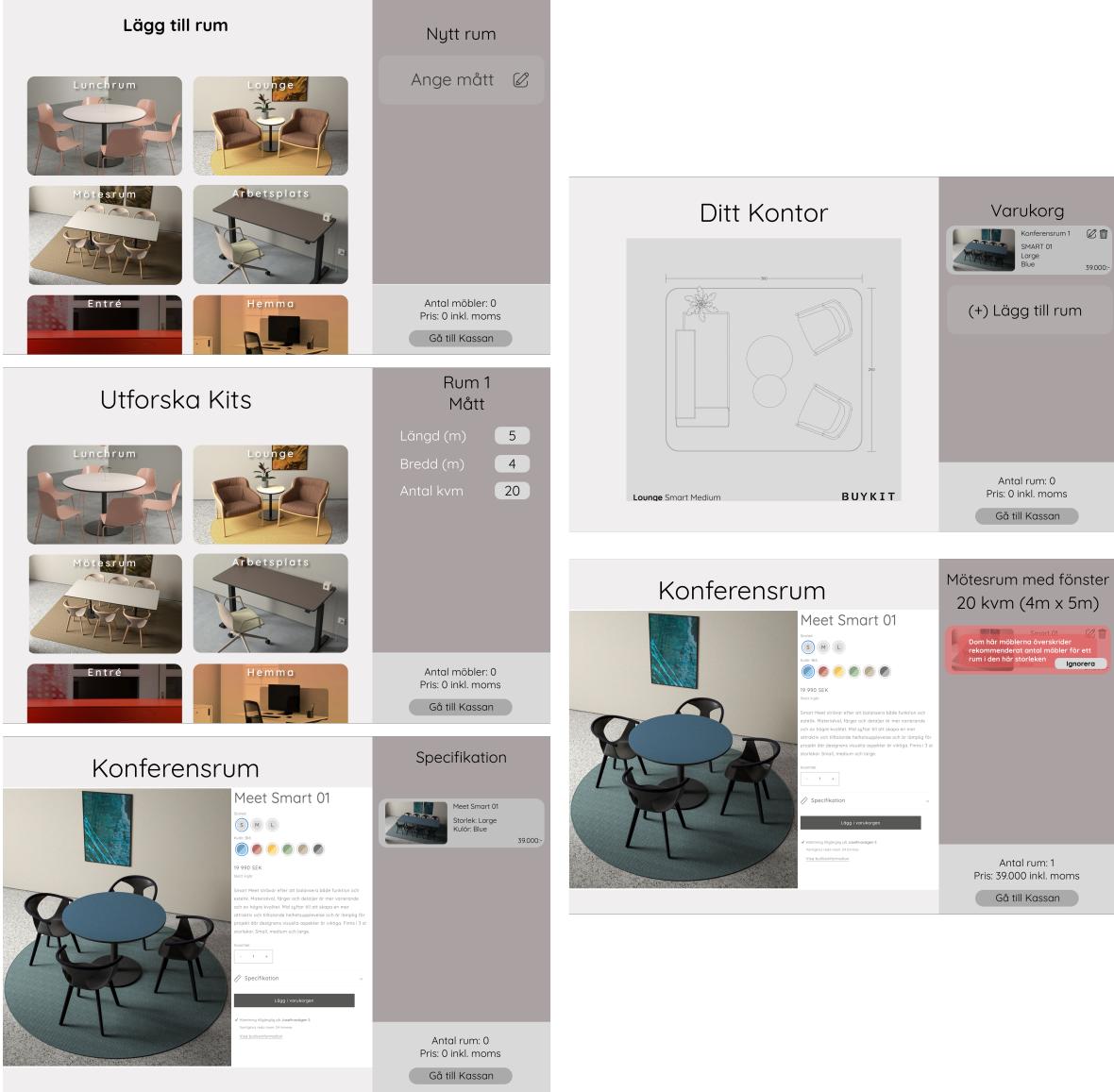


Figure 2: Prototype 1

This prototype was highly based on a room by room builder where you could enter the configurator and add new rooms, either based on the size of your room or without measurements. After you have added a room you then explore the furniture kits offered on the website and add chosen kits to the created room. When you add kits to the room, the room then visualizes the room with the chosen kits. If the chosen kit doesn't fit the room you get a warning message. Also, since the price transparency was identified as something very important section 3.3.1, we decided to make the shopping cart visible at all times. This is something that was incorporated in all of the following prototypes.

One way to choose between alternative designs is “by letting stakeholders interact with them and by discussing their experiences, preferences, and suggestions for improvement”. For this to be possible, the design alternatives should be in a form that the users can understand and evaluate, opposed to using very advanced and technical terminology (Rogers *et al.*, 2023). Therefore, we tested the prototype in-depth with two more users through semi-structured interviews. At this stage we wanted feedback from users that spend a lot of time online and in online shops, so we chose two fellow students at KTH. The feedback from these tests highlighted that users varied in how they interacted with the website - one preferred browsing directly, while the other preferred to use categories similar to an IKEA shopping experience. This input guided us to include optional features, like filling in the room

size, which helped users understand how much space the products would occupy, along with additional details on kit sizes (e.g., small kits for 2-4 people).

4.3 Step 3: Focusing on Functionality and High-Level Design

Based on the feedback given by the users in the previous step, we further developed our prototype. By recommendation from one of the users, we based it on intuitive modern website rather than trying to design our own page from scratch. We also started including more pages than just the actual webshop such as the start page below.

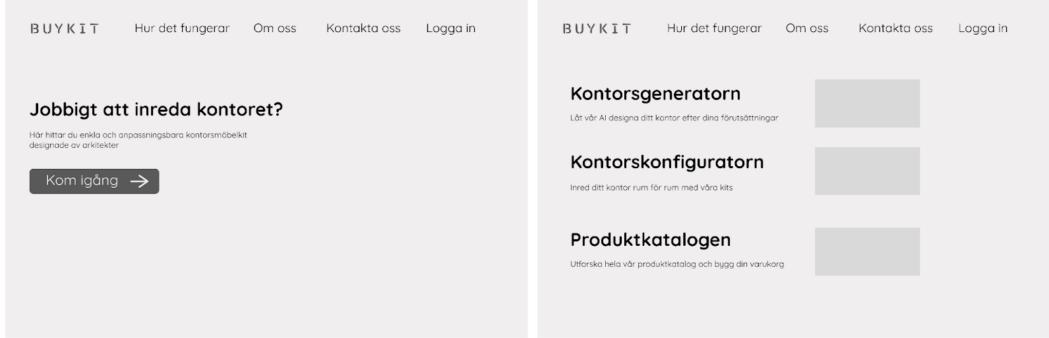


Figure 3: Prototype 2 - Start Page

At this stage, we also decided to prioritize high-level functionality over fine details like specific wording. Feedback on language often varied significantly, suggesting that refining this aspect would require broader testing with more users. With limited time, we focused on essential functionalities to create a prototype that would effectively convey our concepts without getting bogged down in minor details. We also tried to make use of any previous knowledge we had of user interaction and design. For example, when applicable, we made sure to try to incorporate some of the ten Usability Heuristics for User Interface Design by Jakob Nielsen. One heuristic we deemed extra important for this product was “Recognition Rather than Recall”. Since the purpose of the project was to optimize the customer journey, in the context of decorating an office, a poor design can lead to a very demanding process for the customer. For example, having to remember what products you have selected, for every room of an entire office. Therefore, the design had to be easy to use and follow, and at the same time let the user know what rooms they have already decorated and what products they chose, rather than the user having to recall it. This would relieve the user of any memory burdens typically associated with this type of customer journey (Nielsen Norman Group, n.d.).

Another aspect to consider is the notion of quality, which can vary significantly from person to person. Every user has expectations, wants, and needs for a product that are highly subjective (Rogers *et al.*, 2023). To satisfy these different definitions of quality, we decided to create the second Figma prototype with three primary functions.

1. Office Configurator, that lets you shop furniture room-by-room.
2. AI-Creator, that generates the interior based on user input of the rooms at the office.
3. Product Catalogue, for the more traditional shopper.

And finally it should also include a PDF output document, including all the chosen furniture, to comply with the unique needs BuyKits customers, identified in section 3.2.1.

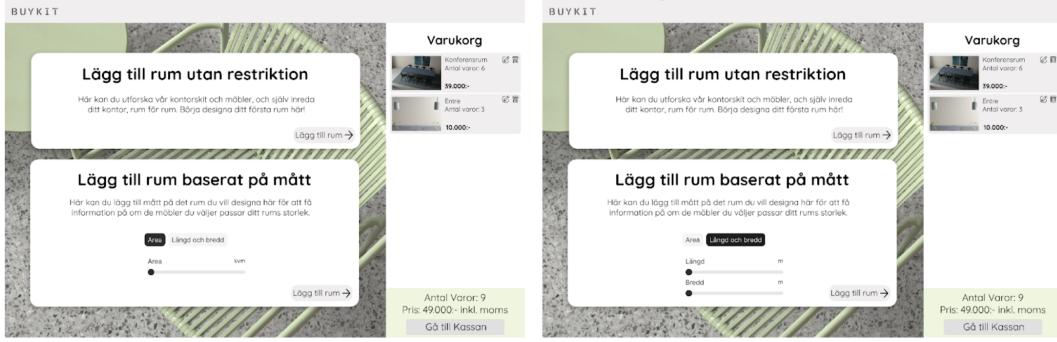


Figure 4: Prototype 2 - The Configurator

The Configurator is based around the idea that you can build your office room by room. The idea is the same as in Prototype 1 but the focus here was to take the next step of the design, rather than functionality.

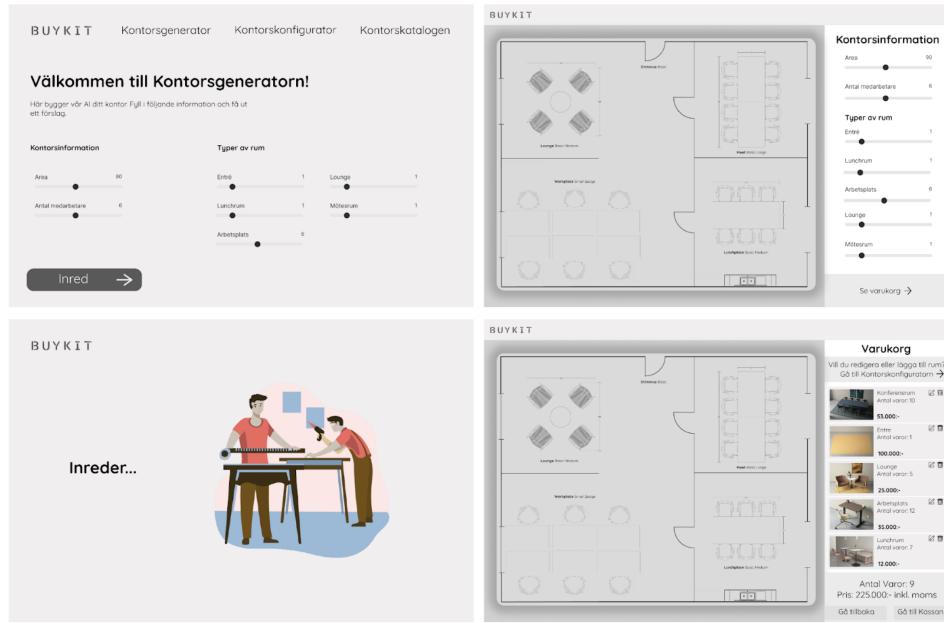


Figure 5: Prototype 2 - Office Generator

The AI-Creator, or the office generator, automates the office building by taking a number of inputs from the customer and builds a template office based on a machine learning algorithm. E.g., the SVM algorithm discussed earlier. So, the customer ends up with a number of room in a complete shopping cart fitted after the parameters. The customer can later edit the shopping cart by adding other rooms, kits and products, and similarly removing such. As soon as changes are made the prices are updated accordingly to be transparent with the prices (section 3.3.1).

BUYKIT Kontorsgenerator Kontorskonfigurator Kontorskatalogen

Välkommen till Produktkatalogen

Hör kan du utforska vår kontors och inredda ditt kontor rum för rum. Öppna varukorgen för att börja!

[Till Varukorgen →](#)

BUYKIT Kits Möbler Textilier Förvaring Elektronik Övrigt

Varukorg

Kontorrum
Antal varor: 6
Pris: 59.000,-
Entreprenör varor: 3
Pris: 10.000,-

[Gå till Kassan](#)

BUYKIT Kits Möbler Textilier Förvaring Elektronik Övrigt

Varukorg

Kontorrum
Antal varor: 6
Pris: 19.000,-
Entreprenör varor: 3
Pris: 10.000,-

[Gå till Kassan](#)

Figure 6: Prototype 2 - Product Catalogue

The Product Catalogue is a catalogue showing all of BuyKit's kits and individual products enabling the customer to pinpoint and pick certain goods.

Figure 7: Prototype 2 - PDF Output

While it is possible to purchase all furniture directly through the webshop, the PDF output serves as a crucial part of the customer journey by gathering all information required to make the purchasing decision in one document. This is needed since the roles of designing, selecting, and ordering furniture are often separated, for example, with an office manager planning the space but a CEO finalizing the order. The PDF must therefore be detailed and contain all necessary information. To support this, the PDF includes:

- A room-by-room breakdown of products and prices, along with a complete summary.
 - Delivery options and estimated timelines.
 - Practical details required to complete the order.

By structuring the PDF this way, BuyKit ensures that decision-makers have all relevant information in a single document, making the purchase process smoother and more efficient.

Testing with BuyKit's founders during this phase provided valuable feedback. They emphasized the importance of high-level functionality over specific design details, focusing on how our prototype addressed the main problem: Enabling customers to visualize and plan their decor online, an unmet need in the market. This insight helped us concentrate on creating a layout and flow that would meet customer expectations for an intuitive and practical shopping experience.

4.4 Step 4: Final Refinement and Presentation

After having completed the second prototype, we took it on a testing round, conducting semi-structured interviews while displaying the prototype in Figma to the founders of BuyKit, as well as the five users from section 4.1. Based on the feedback we got, we developed a final, more polished Figma prototype. It is still organized around the same three primary functions and the PDF output from section 4.3, but we modified the design aesthetic to mimic an old-fashioned hand-drawn floor plan by adjusting fonts, colours, and adding borders. The idea was that a more thought out design would convey the user of the credibility and confidence of the brand and design, tailoring to the emotional driver of the customers identified in section 3.2.4. This final iteration was prepared for presentation, linking back to both course requirements and BuyKit's project objectives, ensuring that we met both parties' needs with our deliverable.

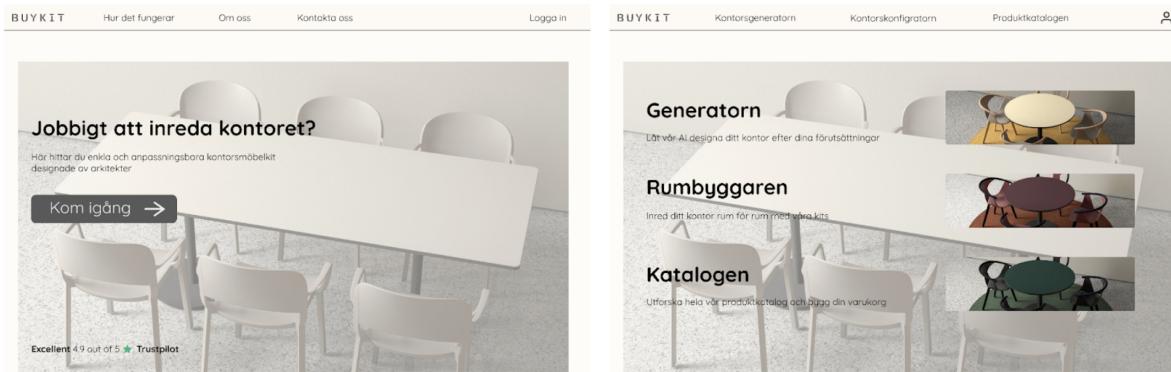


Figure 8: Final Prototype - Start Page

At the start page we included a background picture, and changed the options in the top-bar.

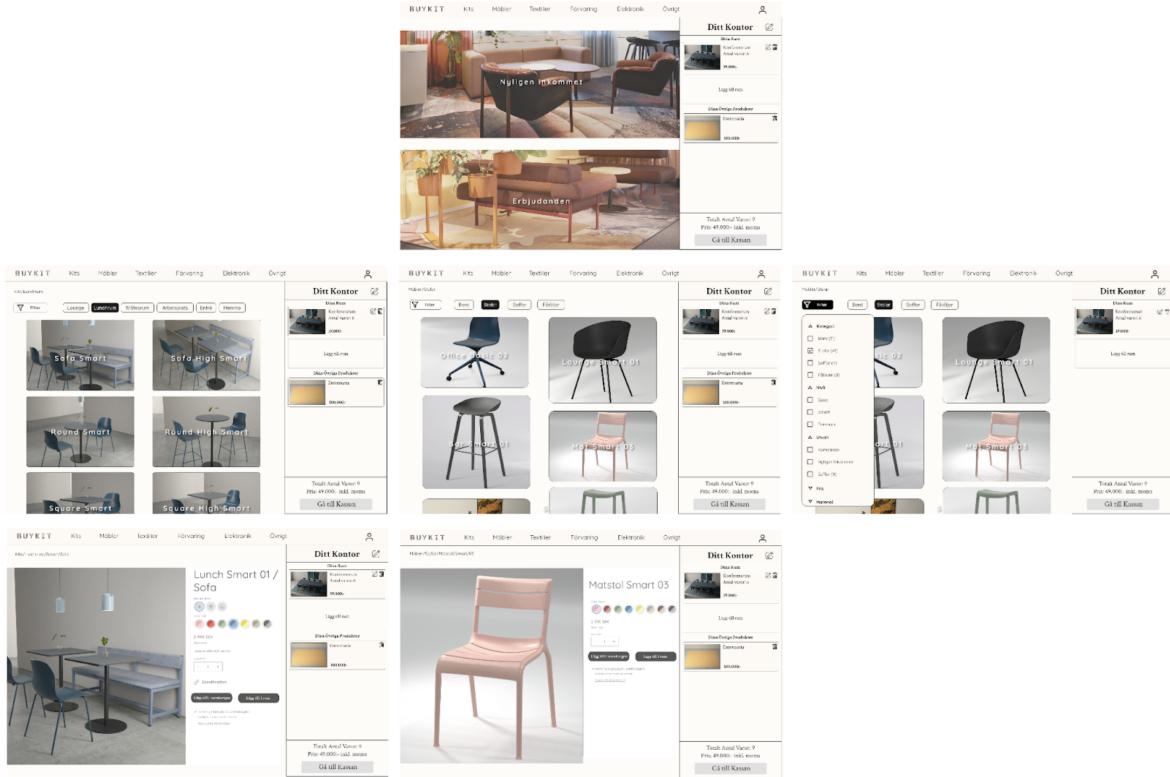


Figure 9: Final Prototype - Product Catalogue

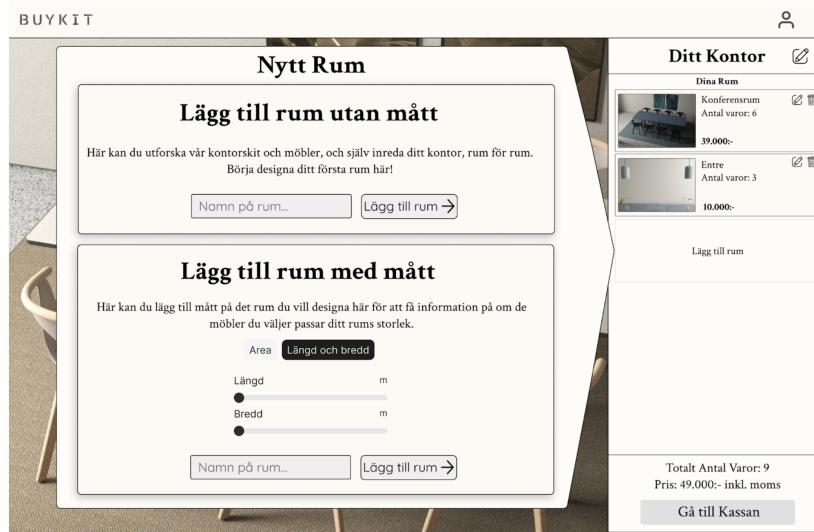


Figure 10: Final Prototype - Room Configurator

One of the main changes we did in terms of functionality was to change the product catalogue and the room Configurator. The layout was changed to enable the user to always be able to add a room through the room by room builder, where the room-adder acts as a pop-up window unrelated to where on the website you are. When you add a room you are transferred to the product catalogue where you can add kits and products to the specific room.

Figure 11: Final Prototype - Office Generator

The office generator was updated with the new colours and fonts and shopping cart, but otherwise left untouched.

Figure 12: Final Prototype - Output PDF

The output PDF was also updated with the new colours and fonts, and it also got a new last page containing the necessary information to complete the purchase as well as some minor updates such as including the company name on the first page to make it more personal.

As with prototype 2, the final prototype was kept relatively basic in terms of images and text. Although a large part of the user experience comes from the precise wording and imagery in an interface, we chose to focus our efforts on the overall customer journey and layout. Another reason for this is the results of the interviews and user testing carried out. These gave very mixed responses and suggestions for specific phrasing and images. Our conclusion is that in order to be able to clearly analyse these aspects, we would need to have a much larger user testing group, which would give us enough data to provide a final conclusive design. This would require more time, and we recommend that this should

be determined through larger user tests once the initial new version of the website is published. The same can be said about the choice of designing the page to give it the look of a traditional hand-drawn floor plan. Our choice in doing this should be seen as an initiative to explore different complete design options, rather than saying that this is the best design out there. The final design choice would, in our opinion, need to be tested properly to be able to say that it is the best possible option out there.

5 Conclusion

This report can serve as a guide for how BuyKit can start to implement a two component solution, i.e., a market and competitor analysis that can be translated into a go-to-market strategy, and an improved customer experience through a new design and functionality of their webshop. The proposed webshop would allow a scalable and efficient method to reach the market and gain more satisfied customers.

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A Flowchart

Sida	Tankar
1 Startsida	Inspirationsbilder och information om BUYKIT. GET STARTED-knapp som tar en till en ny sida där 3 olika alternativer (som knappar) tar upp hela sidan. Konfigurator, Bygg ditt eget kontor och Se hela produktkatalogen med diverse beskrivningar av vad det innebär.
1.1 Kontors Generator	
1.2 Fyll i kontorsinformation	
1.3 Simulera kontor	
1.3.1 SVM	
1.4 Få färdig varukorg som kan redigeras (2.1)	Så man skickas till 2.1 sidan men med en färdig varukorg som passar kontoret.
1.4.1 Redigering innebär att man också ska kunna ta bort enstaka saker som stolar eller bord.	
2.1 Ditt kontor	
2.2 Lägg till rum	
2.2.1 Rumsinformation inhämtning (typ storlek) (Optional)	
2.2.2 Välj kit	
2.2.3 Välj enskilda produkter	Blä cirke runt valda rummet/kitet
2.3 Få färdig varukorg som kan redigeras	
3.1 Se hela produktkatalogen	
3.2 Kit	
3.3 Enskilda produkter	
3.4 Få färdig varukorg som kan redigeras	
4.1 Företagskonto	Inget vi kommer att jobba med, men möjlighet att se tidigare ordrar och sparade kontor.
6.6 Slutgiltig varukorg	Möjlighet att redigera och gå tillbaka till tidigare steg
6.7 Output	PDF med viktig info för beslutsfattare och firmatecknare typ