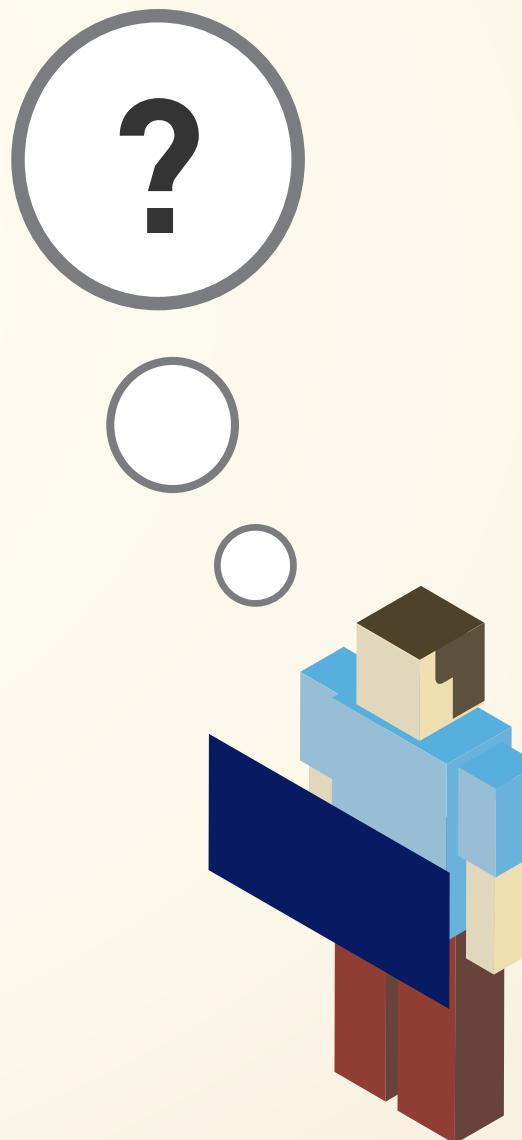
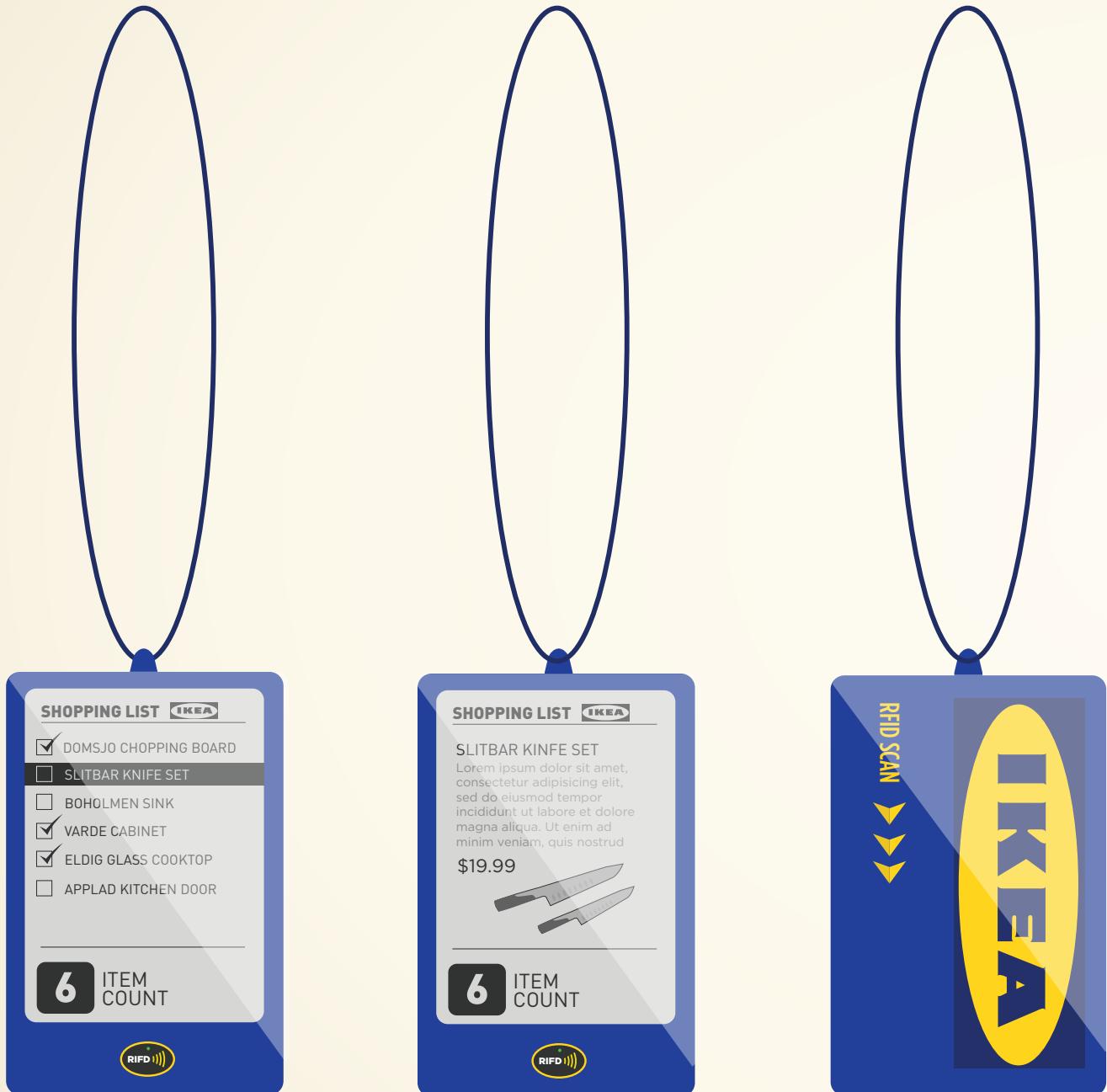


PROCESS PDF



INITIAL VISIT + PHOTO DOCUMENTATION

- Our process began with an initial visit to IKEA, both to take photos and observe the existing shopping experience.
- During our visit, we isolated several problem areas, and noted what IKEA seemed to do well.

Problem Areas



Map Design

Paper

- Floors represented horizontal as opposed to vertical
- Too much clutter (dots, dotted line, departments, service icons, etc.)
- Representation of self-service area unclear
- Hard to match item departments to areas on map

Wall

- "You are here" doesn't stand out compared to other items
- Lack of self-serve furniture area map

Combined

- Hard to understand transitions from floor to floor
- Map dimensions compared to actual store design



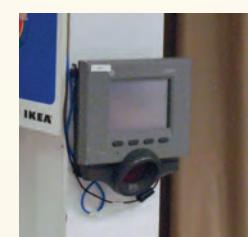
Shelf and Room Design Computer Applications

- Applications appeared daunting and were difficult to understand without a tutorial or an employee to guide you
- Icons without text were hard to understand
- Knowledge of modeling software might actually be necessary to understand 3D views
- Process of adding products or changing room dimensions is overly complex (too many clicks involved)



Self-Serve Furniture Area Process

- Isle and bin areas are confusing because they are both red
- Customer has to write down a lot of information that could be possibly recorded incorrectly
- Product categories spread out across multiple isles (sometimes not next to each other)
- Mixture of IKEA branded names with normal categories is confusing
- Large aisle signs only list numbers, not product categories



Price Check Stations

- Stations did not work well
- Hard to find (very few throughout the store)
- Signage could be simplified (could use an icon)
- Use of Marty moose is CONFUSING
- Wires exposed / does not match branding of IKEA (out of place)

INITIAL VISIT + PHOTO DOCUMENTATION

What IKEA Does Well



Wayfinding Graphics

- Easy-to-find information kiosk
- Consistent color scheme / font choices on signage
- Signage is well lit



Mood Lighting and Sample Rooms

- Wide variety of lighting situations and room layouts presented
- Good examples of products in context
- Space and style of rooms are well defined



Info Graphics

- Use-based info displayed clearly and with minimal text
- Important info such as degree of durability, temp ratings, pillow style, etc.
- Step by step building guides



Mix and Match Product Options

- Alternate material options are presented well (fabric samples, flooring options,etc)
- Physical part options displayed well (table legs etc.)



Product Information

- Consistent font and color choices to help differentiate between sale and standard pricing
- Product info tags follow a consistent structure
- Summary sheets quickly display options within a system
- Good use of super graphics and large banners to call out new items, low prices, best sellers, warranty info,etc.
- Good use of floor space for info



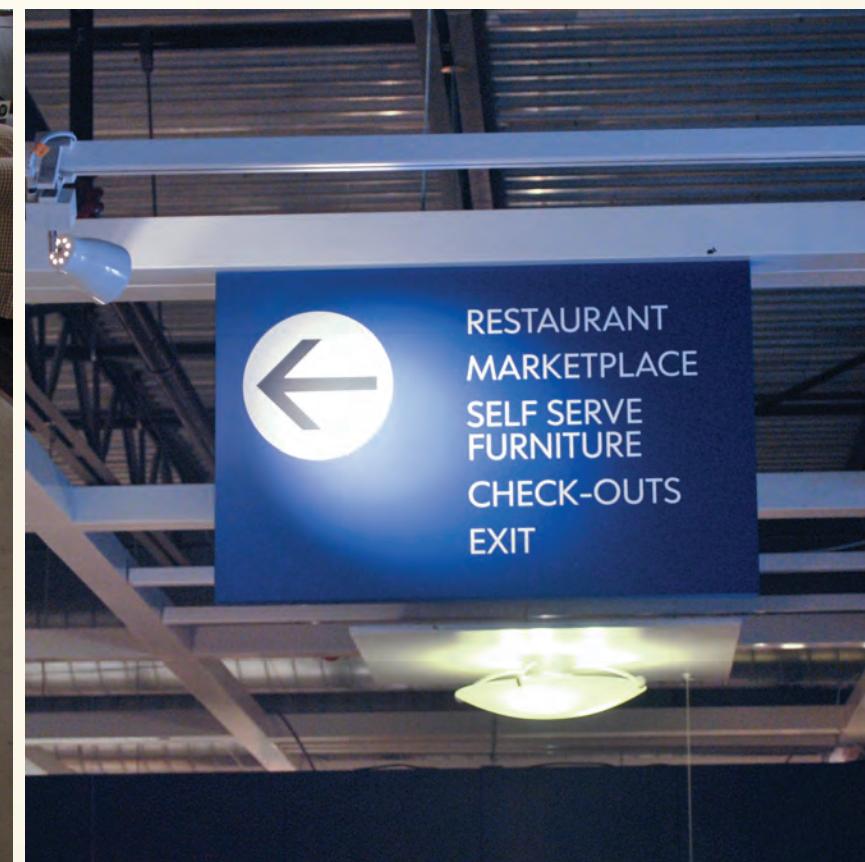
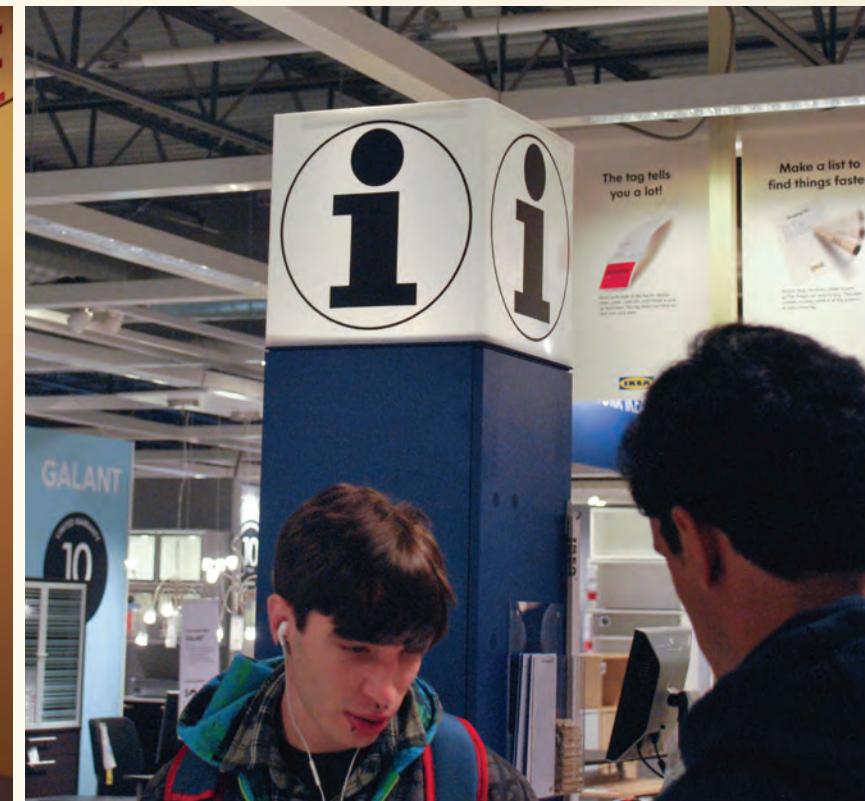
Customer Feedback Kiosk

- Computer allows customers to quickly and easily provide suggestions for improvement.

INITIAL VISIT + PHOTO DOCUMENTATION

Wayfinding Graphics

- Easy-to-find information kiosk
- Consistent color scheme / font choices on signage



INITIAL VISIT + PHOTO DOCUMENTATION

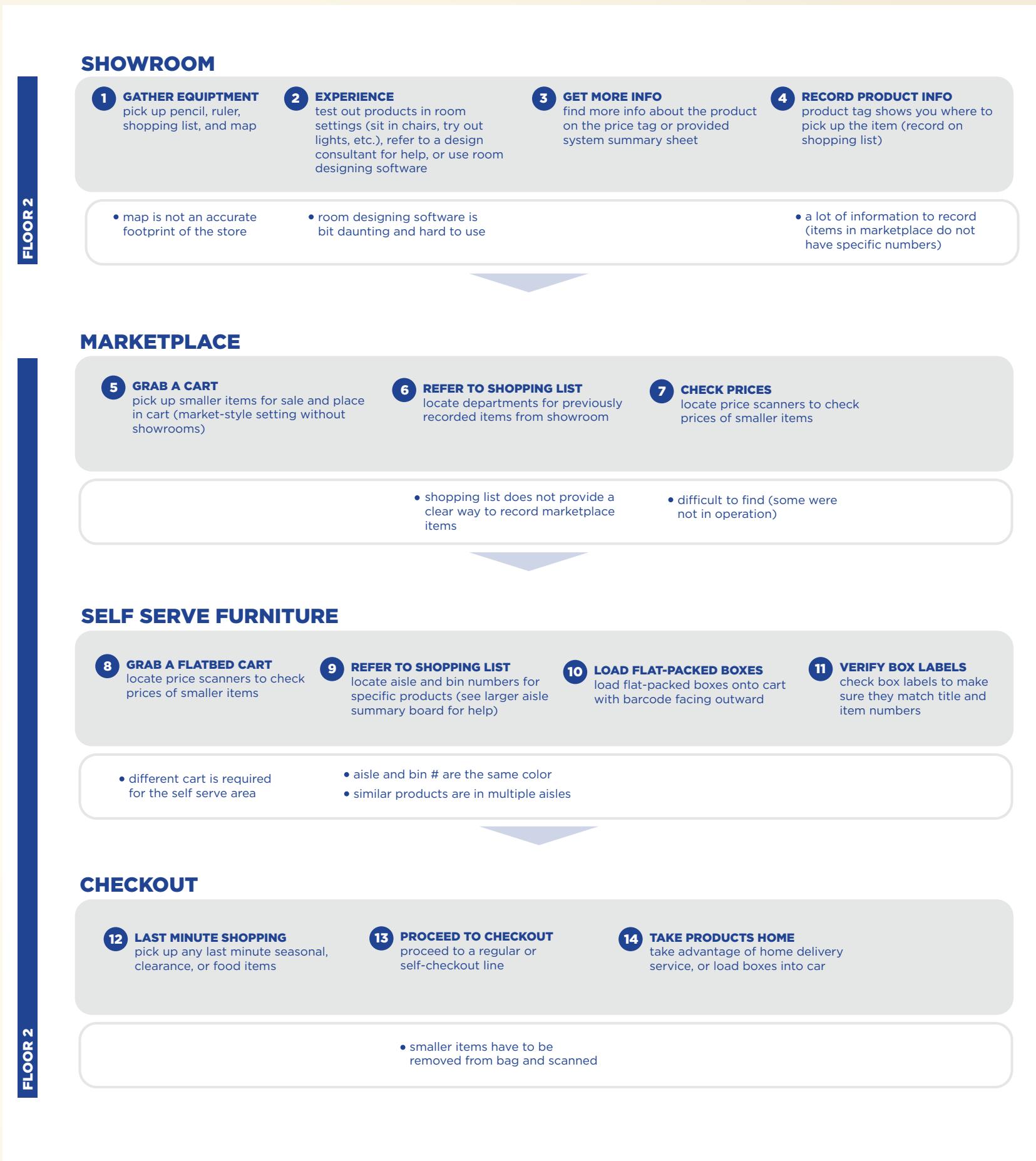
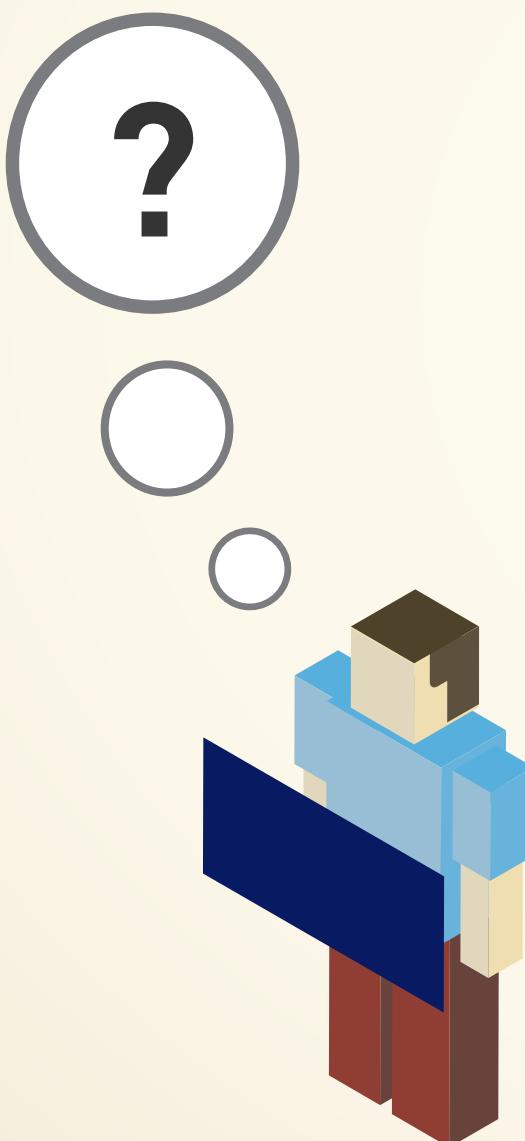
Product Information

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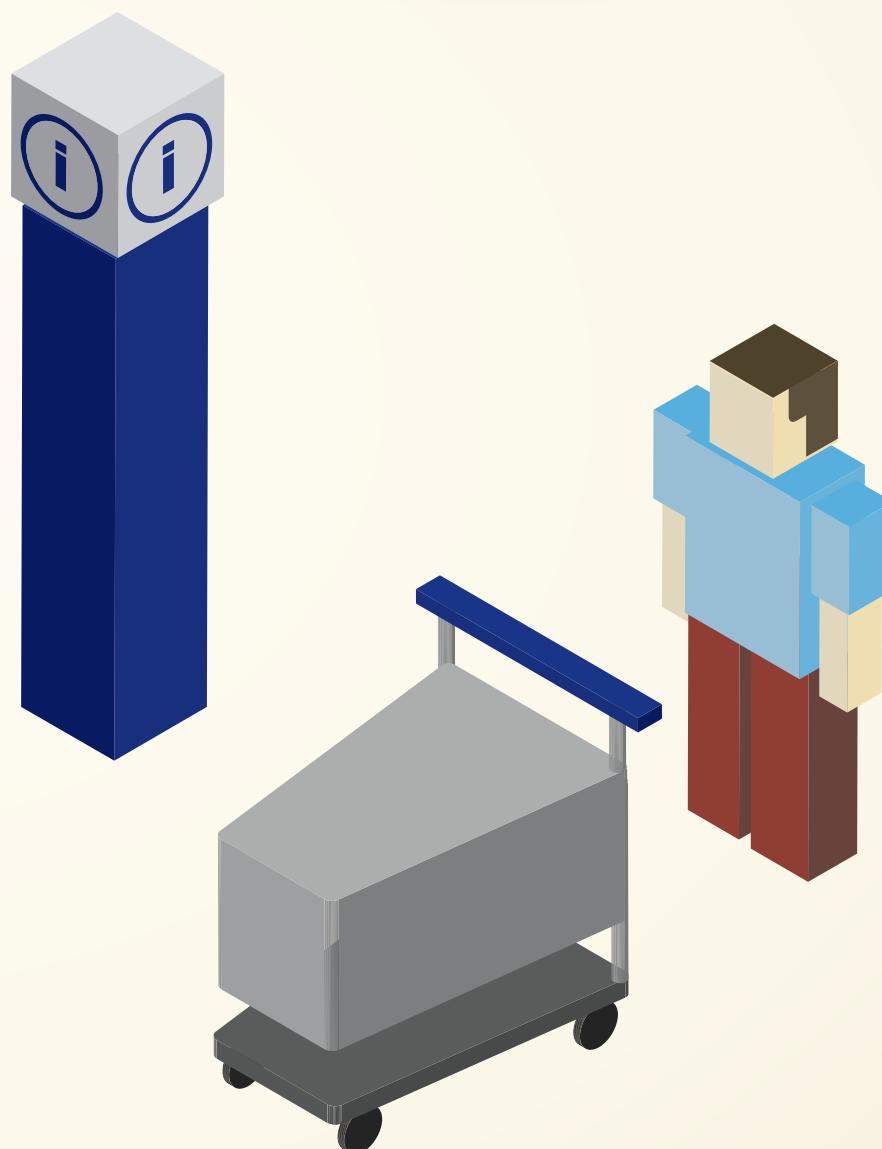
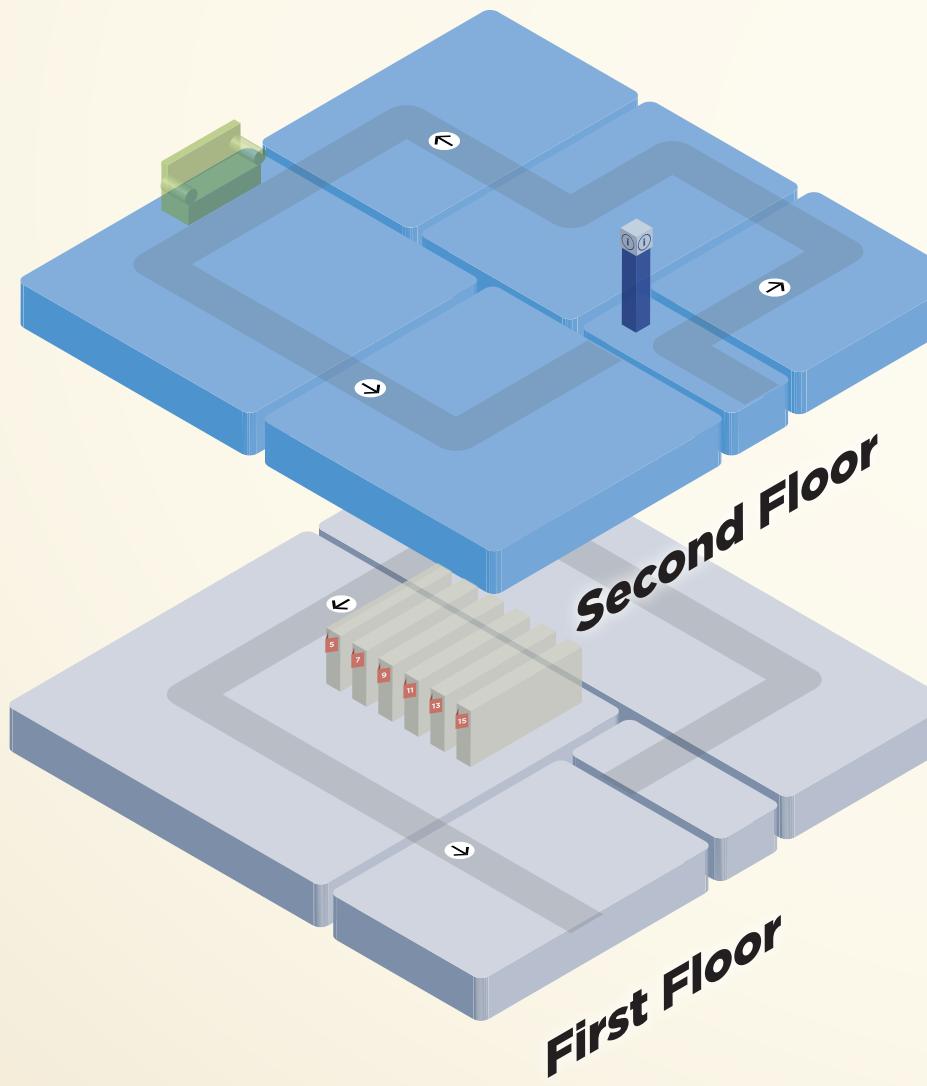
ANALYSIS OF THE USER EXPERIENCE

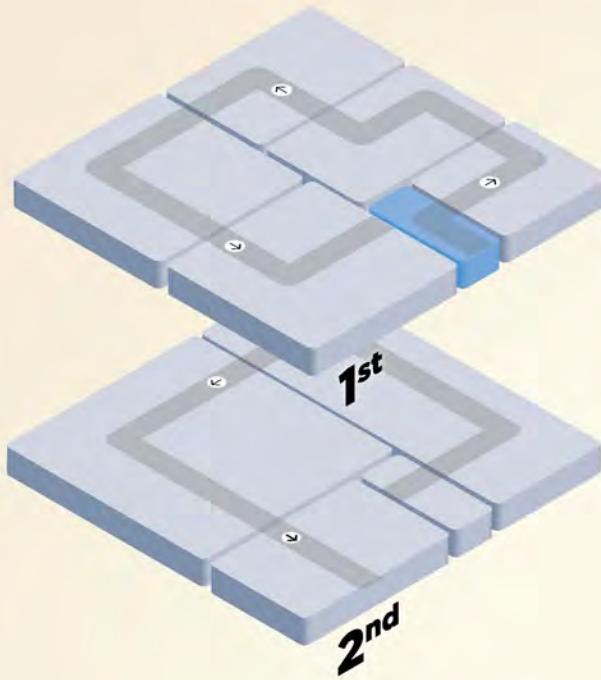
- In order to begin breaking down our observations of the user experience, we decided to create a flow chart. Our initial chart contains no spatial representations of IKEA, but instead focuses on areas of user interaction.
- Floors of the store are broken down on the chart, but the visual representation remains quite abstract. Notes below the points describe problem areas.



IKEA SPATIAL ANALYSIS

- To take our observations to the next level, we began to diagram the user experience in a spatial manner. Our diagrams follow a simple isometric format with basic floor plans of each part of the experience, and callouts point out key areas of interaction.
- While creating spatial diagrams, we began to consider different levels of focus, such as macro and micro views of the user experience. We tackled everything from tag info to the flow of store traffic as part of our diagrams.



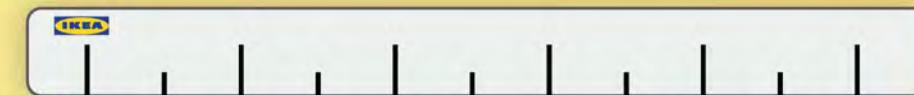
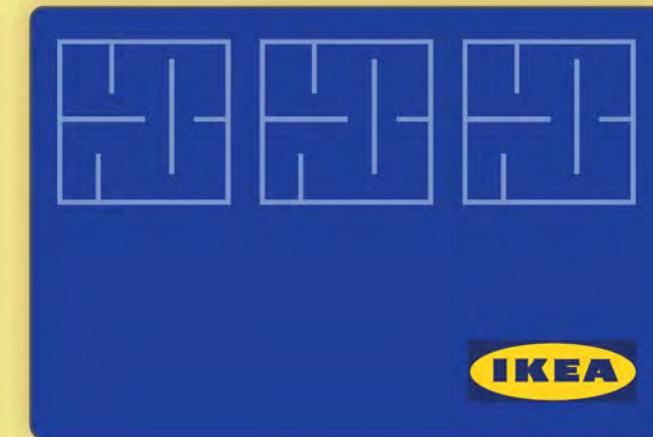
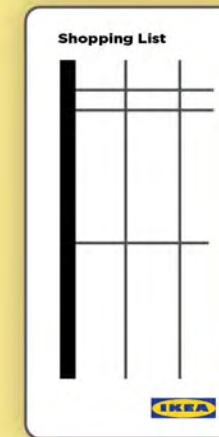


2nd

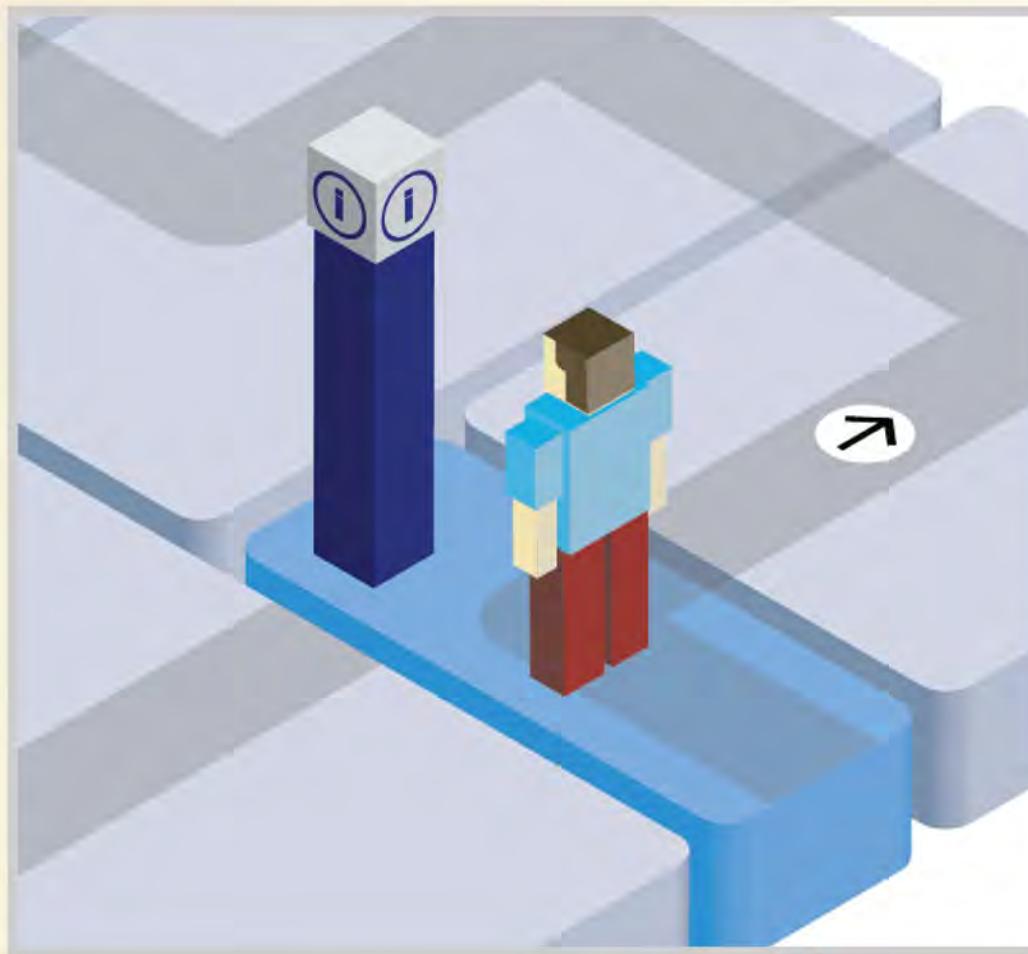
1st

GATHER EQUIPMENT

pick up pencil, ruler, shopping list, and map



ITEMS TO PICK UP



SHOPPING LIST

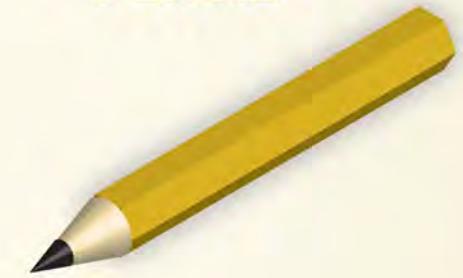
MAP



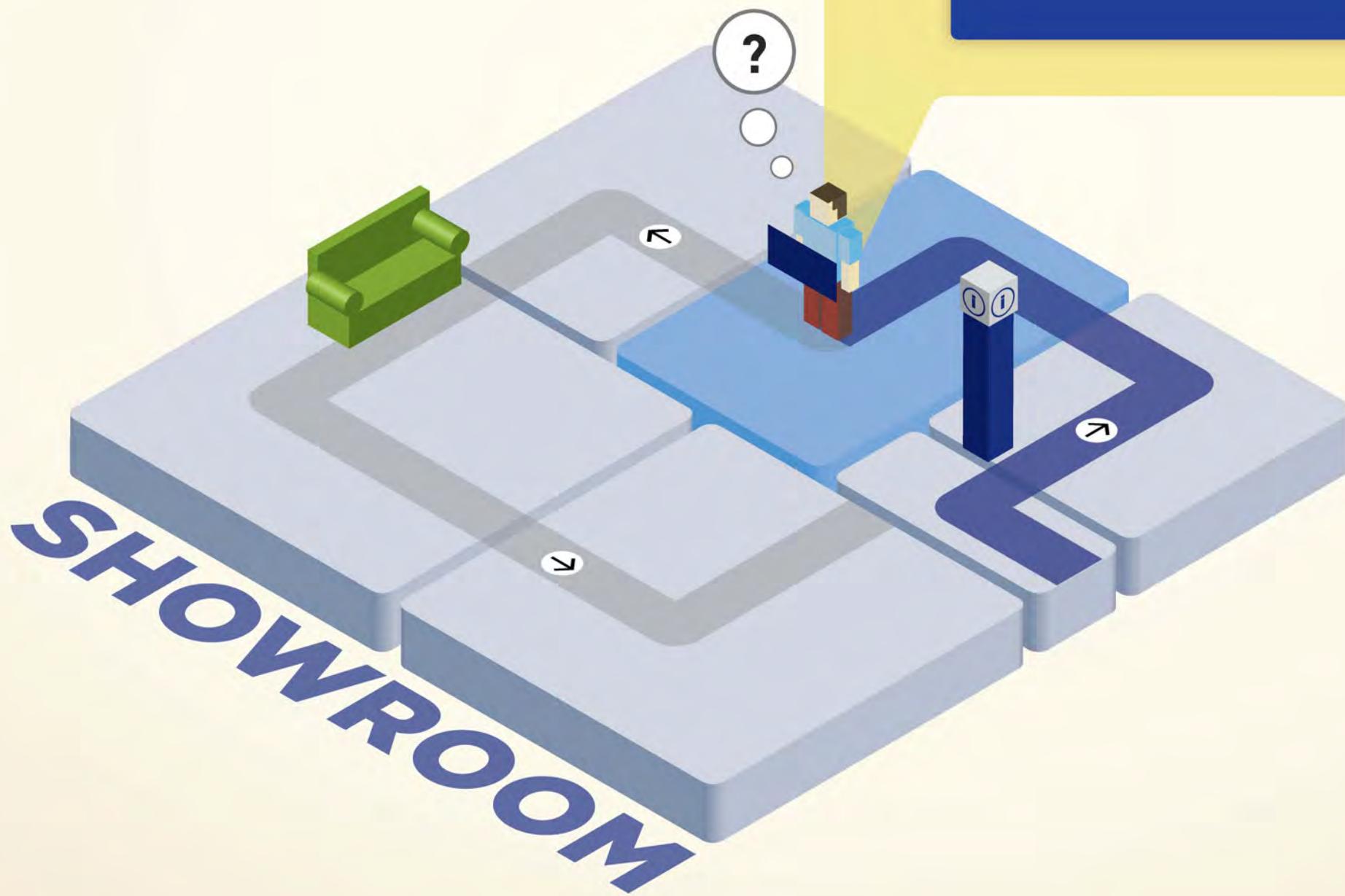
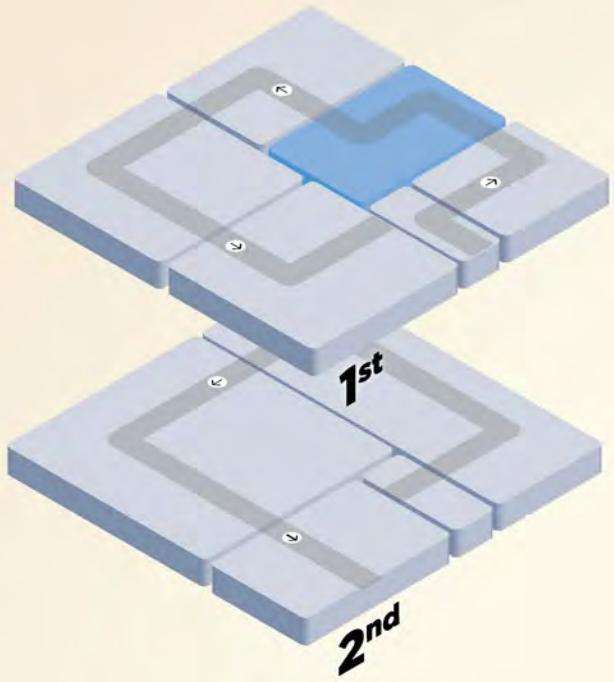
MEASURING TAPE



PENCIL

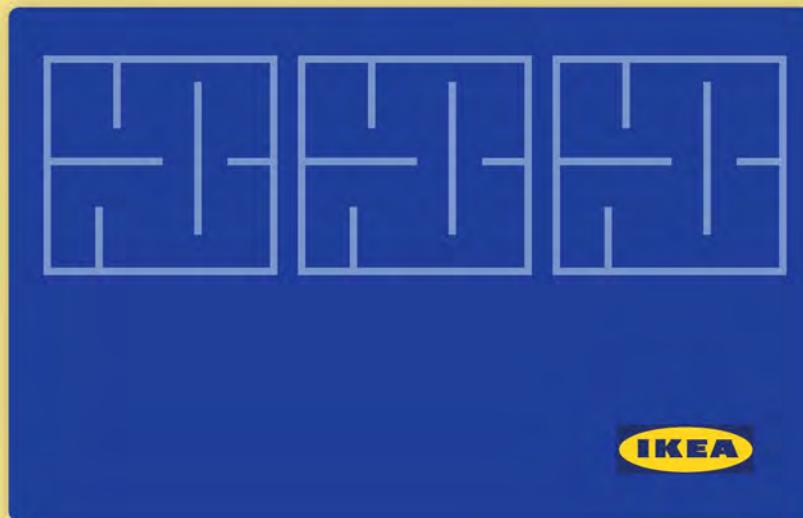


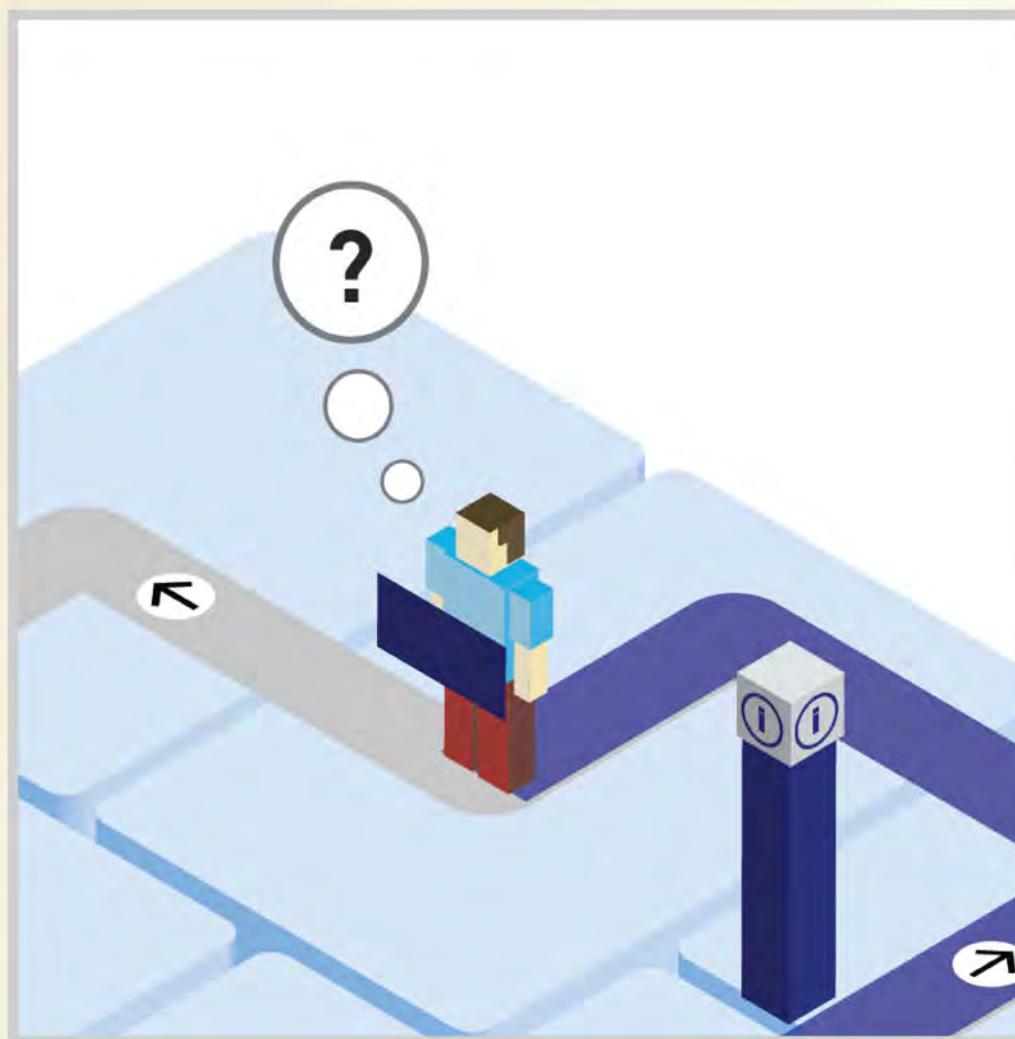
1 GATHER EQUIPMENT



NAVIGATE

use map to navigate to different areas on showroom floor



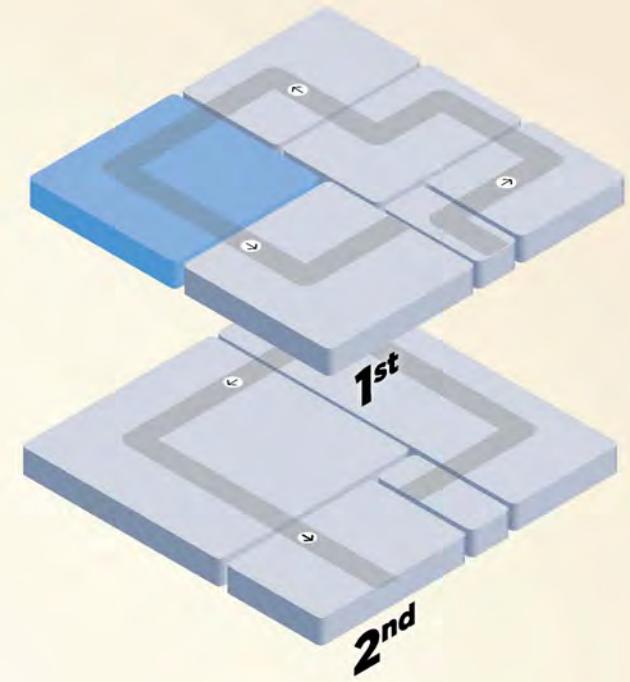
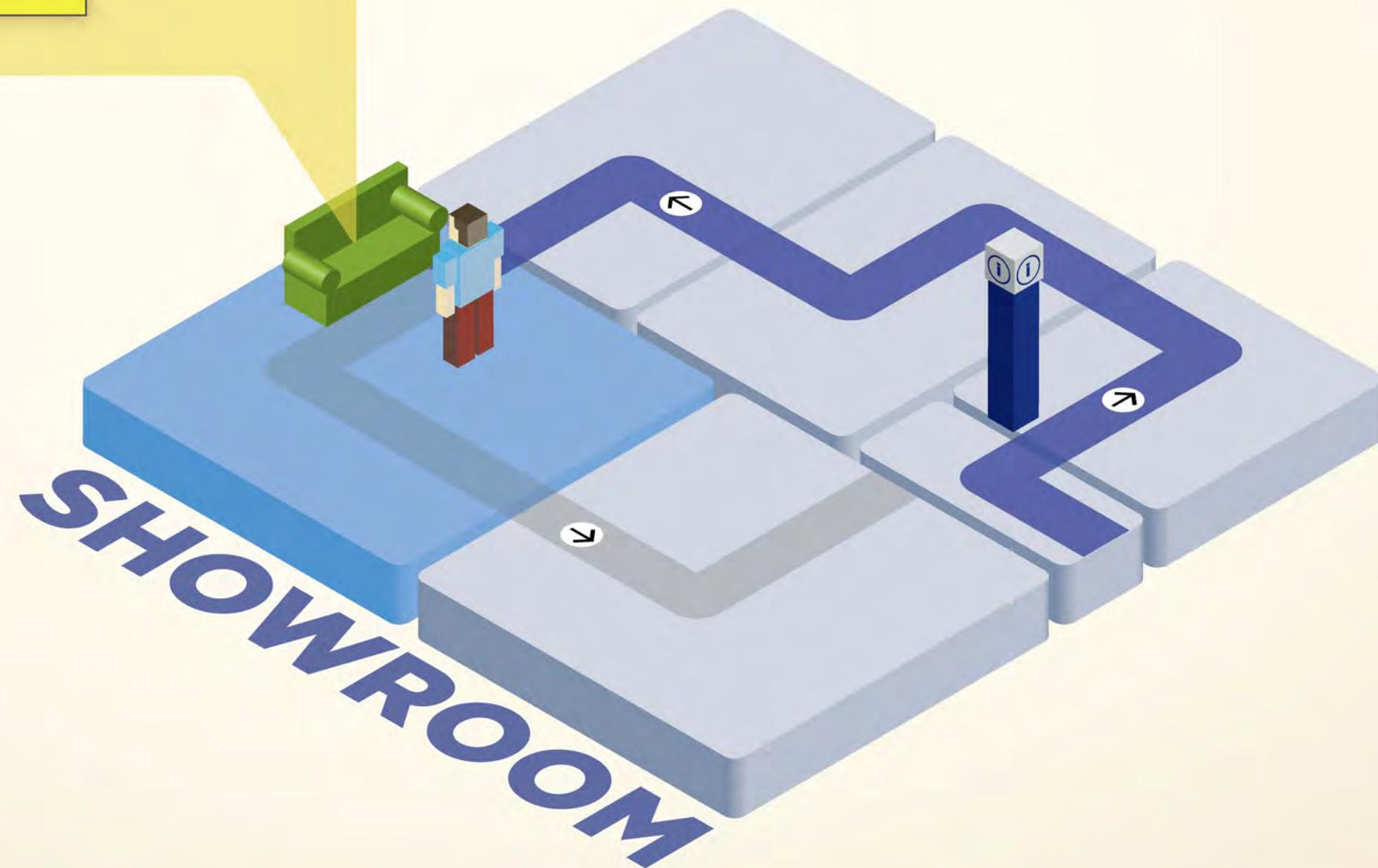
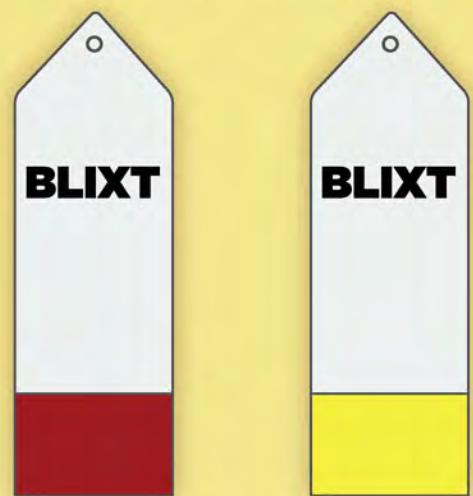


- NAVIGATION**
- 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9



GET MORE INFO

product tag shows you where to pick up the item (record on shopping list)

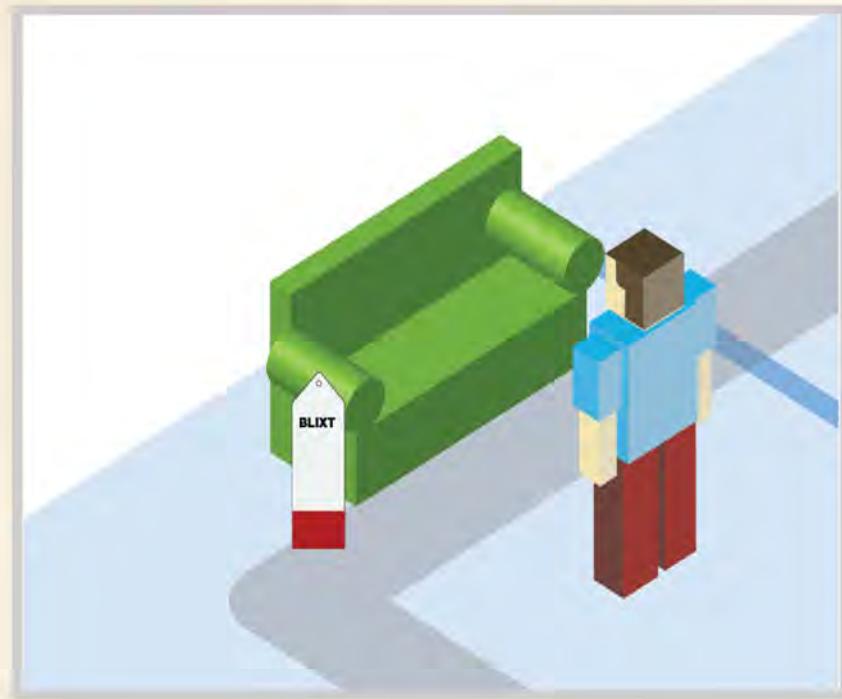


PRODUCT TAGS

CONTACT STAFF

SELF-SERVE AREA

MARKETPLACE



product
description

price

location & item #



Contact Staff

501.491.891

LAMP

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\$19.99



Contact Staff

501.491.891

BLIXT

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\$199.00

Self Serve Area

501.491.891

Aisle
26 Bin
26

BLIXT

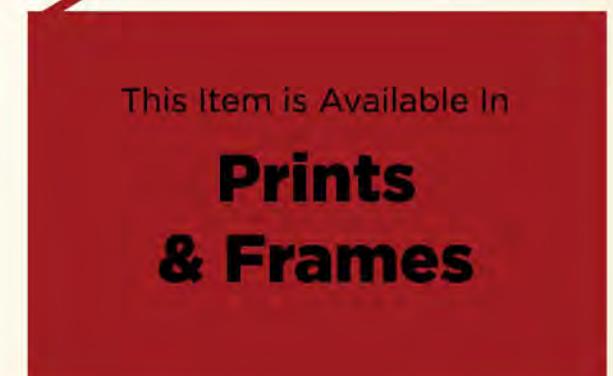
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\$199.00

This Item is Available In
Prints & Frames



1

2

3

GET MORE INFO

4

5

6

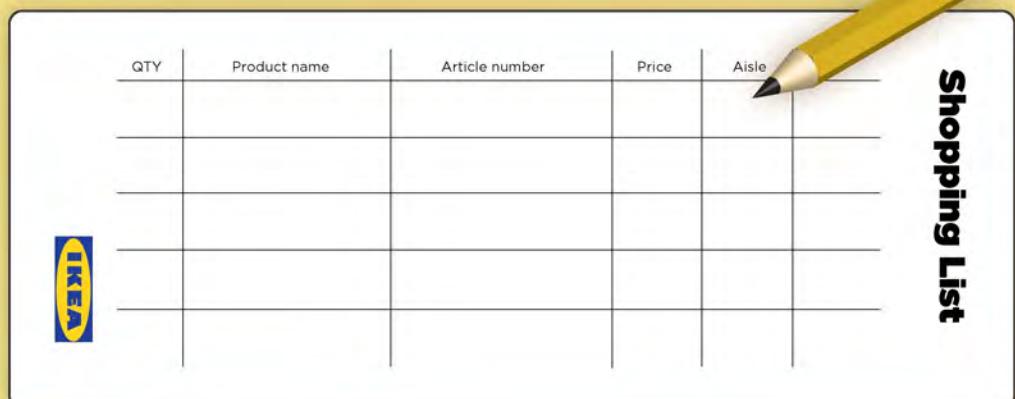
7

8

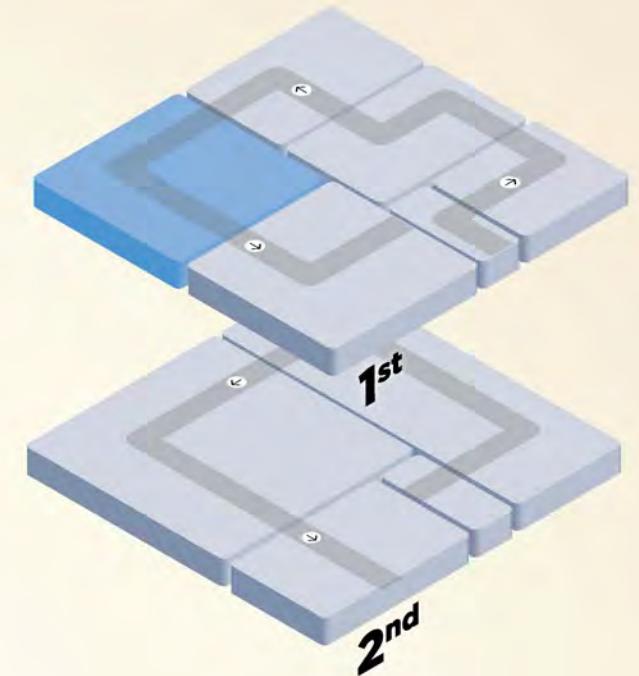
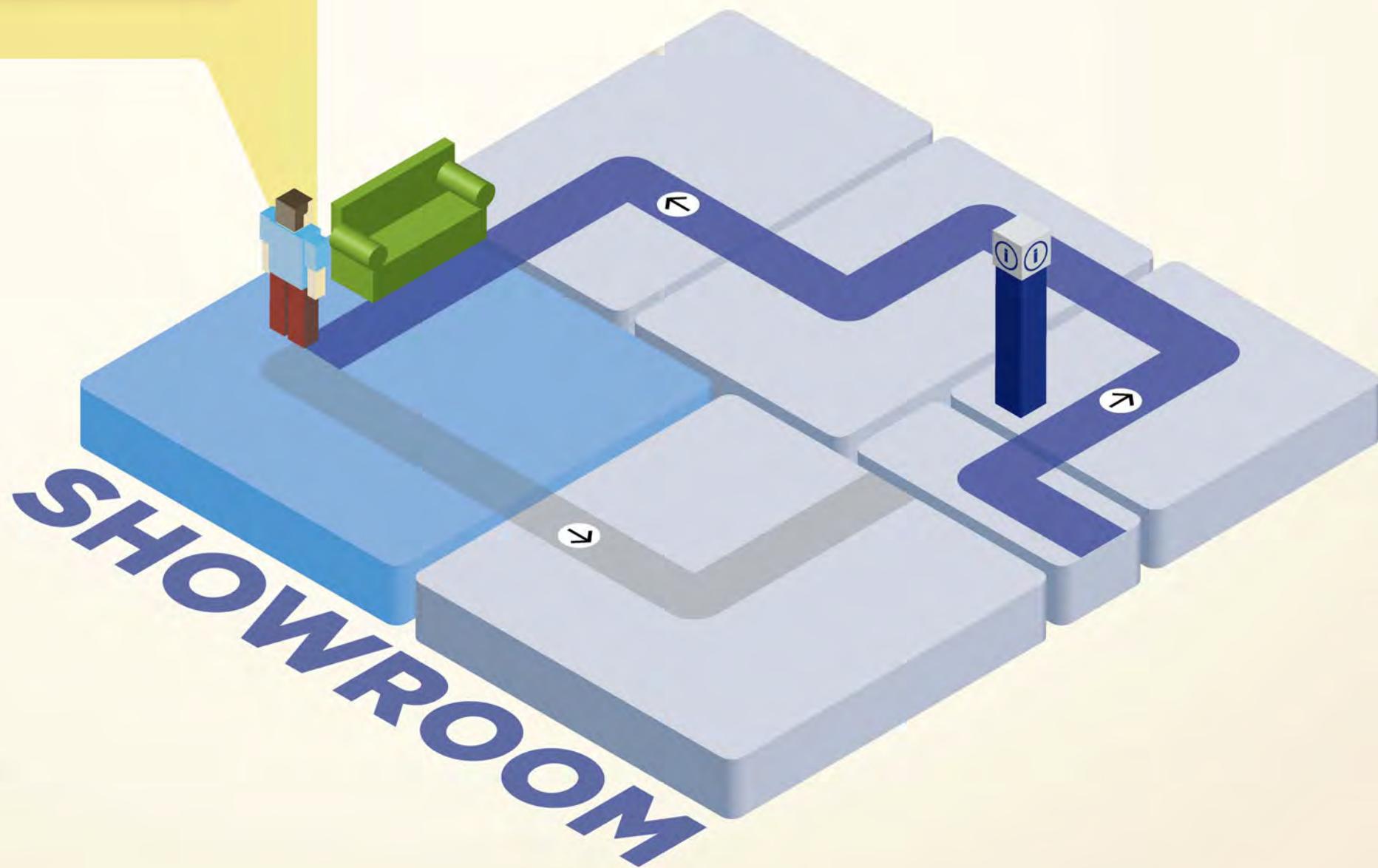
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RECORD PRODUCT INFO

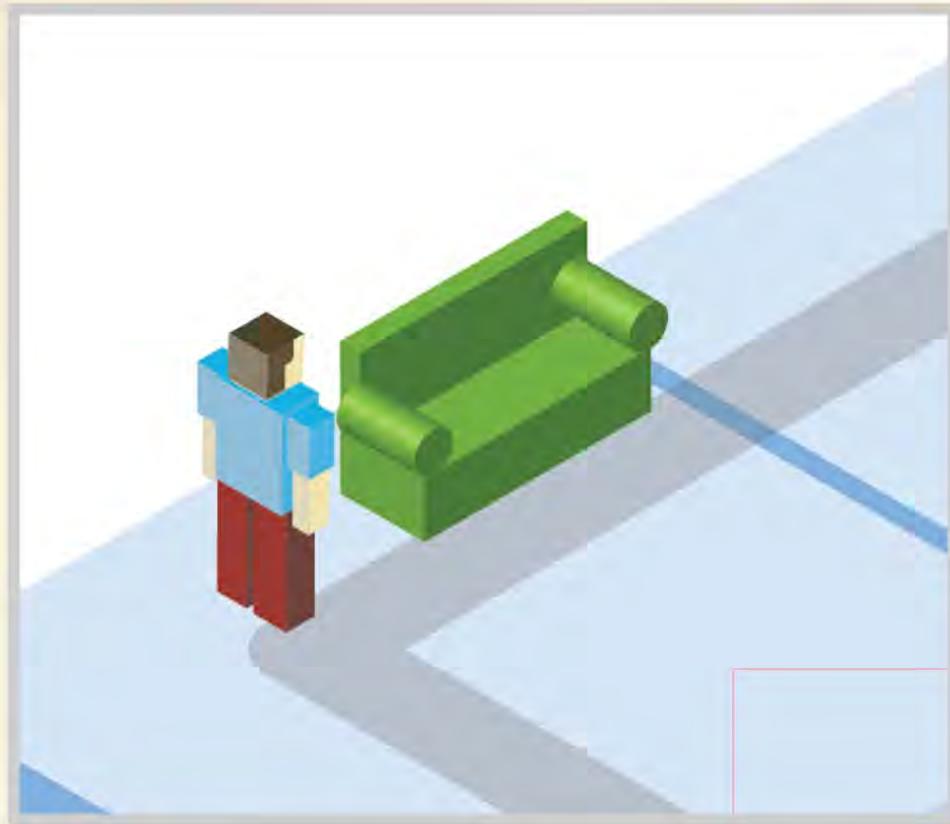
product tag shows you where to pick up the item (record on shopping list).



Shopping List



SHOPPING LIST



Shopping List

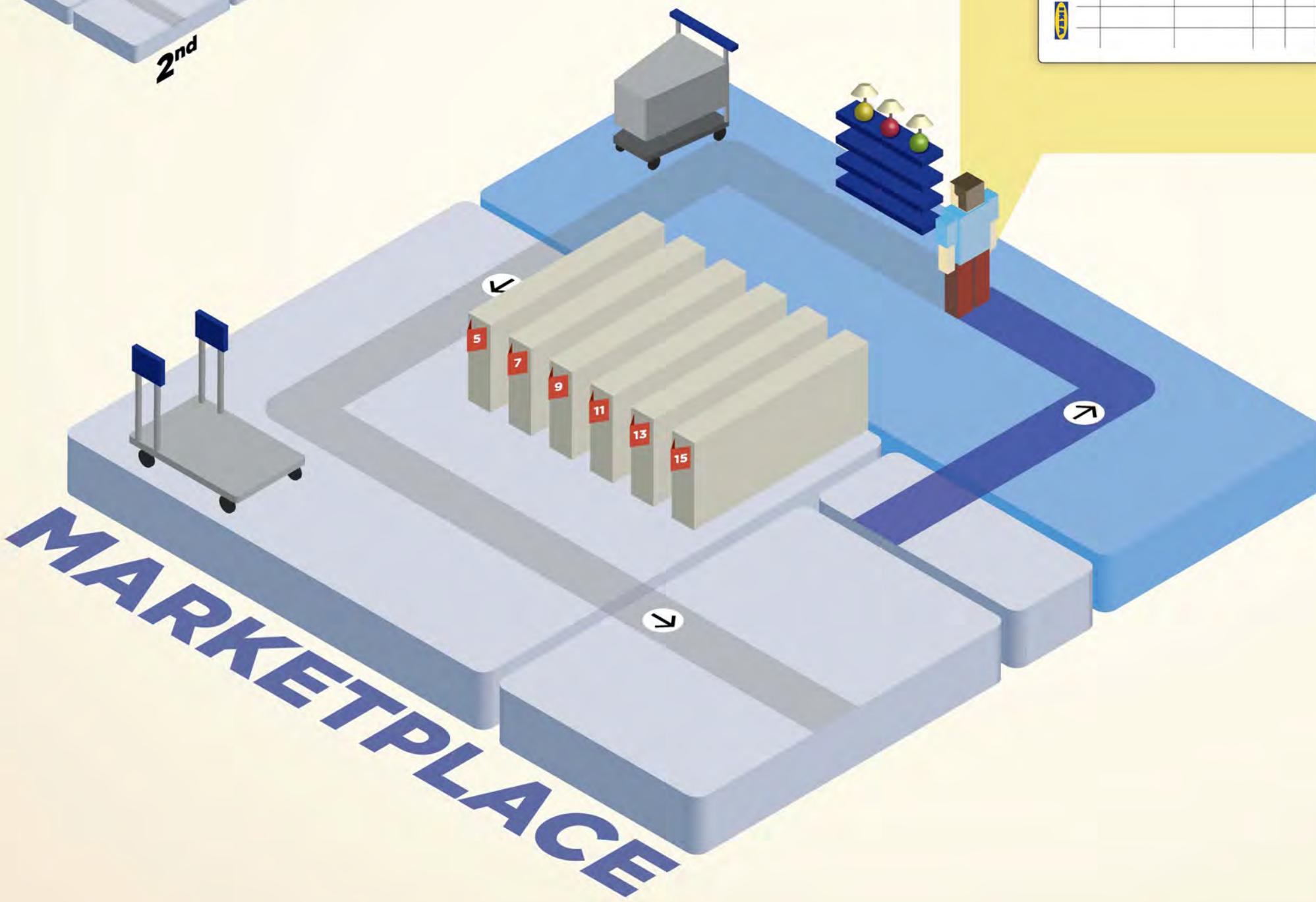
- 1** **2** **3** **4** RECORD PRODUCT INFO **5** **6** **7** **8** **9**

REFER TO SHOPPING LIST

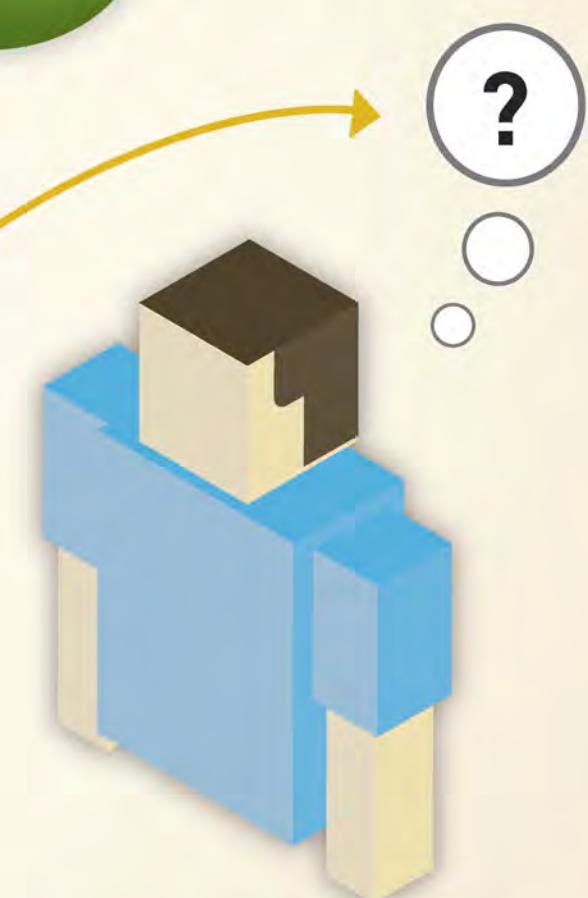
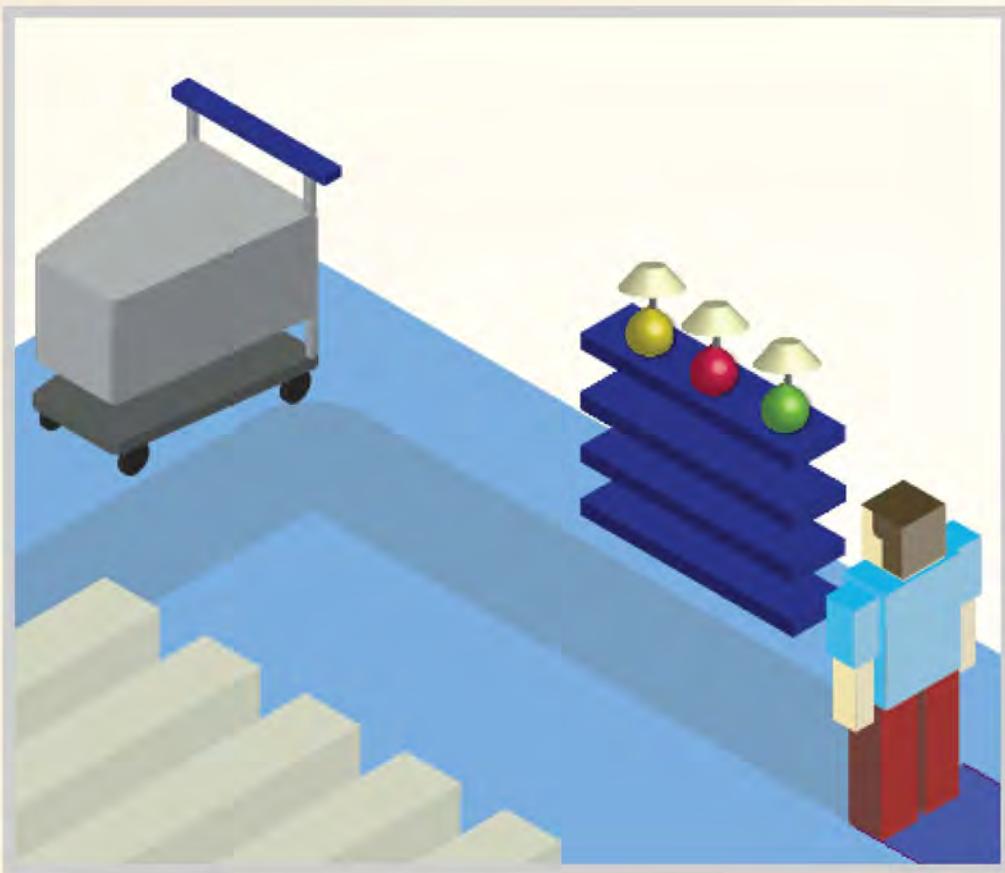
pick up smaller items for sale and place in cart
(market-style setting without showrooms)

locate departments for previously recorded
items from showroom

QTY	Product name	Article number	Price	Aisle	Bin
1	Small lamp	12345	\$10.00	10	1
1	Medium lamp	12346	\$15.00	10	2
1	Large lamp	12347	\$20.00	10	3
1	Small desk	12348	\$50.00	10	4
1	Medium desk	12349	\$75.00	10	5
1	Large desk	12350	\$100.00	10	6
1	Small chair	12351	\$25.00	10	7
1	Medium chair	12352	\$35.00	10	8
1	Large chair	12353	\$50.00	10	9
1	Small sofa	12354	\$150.00	10	10
1	Medium sofa	12355	\$200.00	10	11
1	Large sofa	12356	\$250.00	10	12
1	Small ottoman	12357	\$50.00	10	13
1	Medium ottoman	12358	\$75.00	10	14
1	Large ottoman	12359	\$100.00	10	15



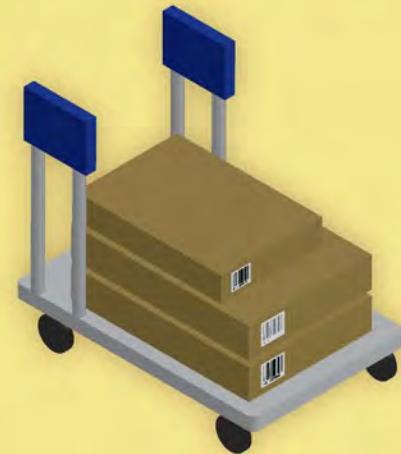
SHOPPING LIST



-

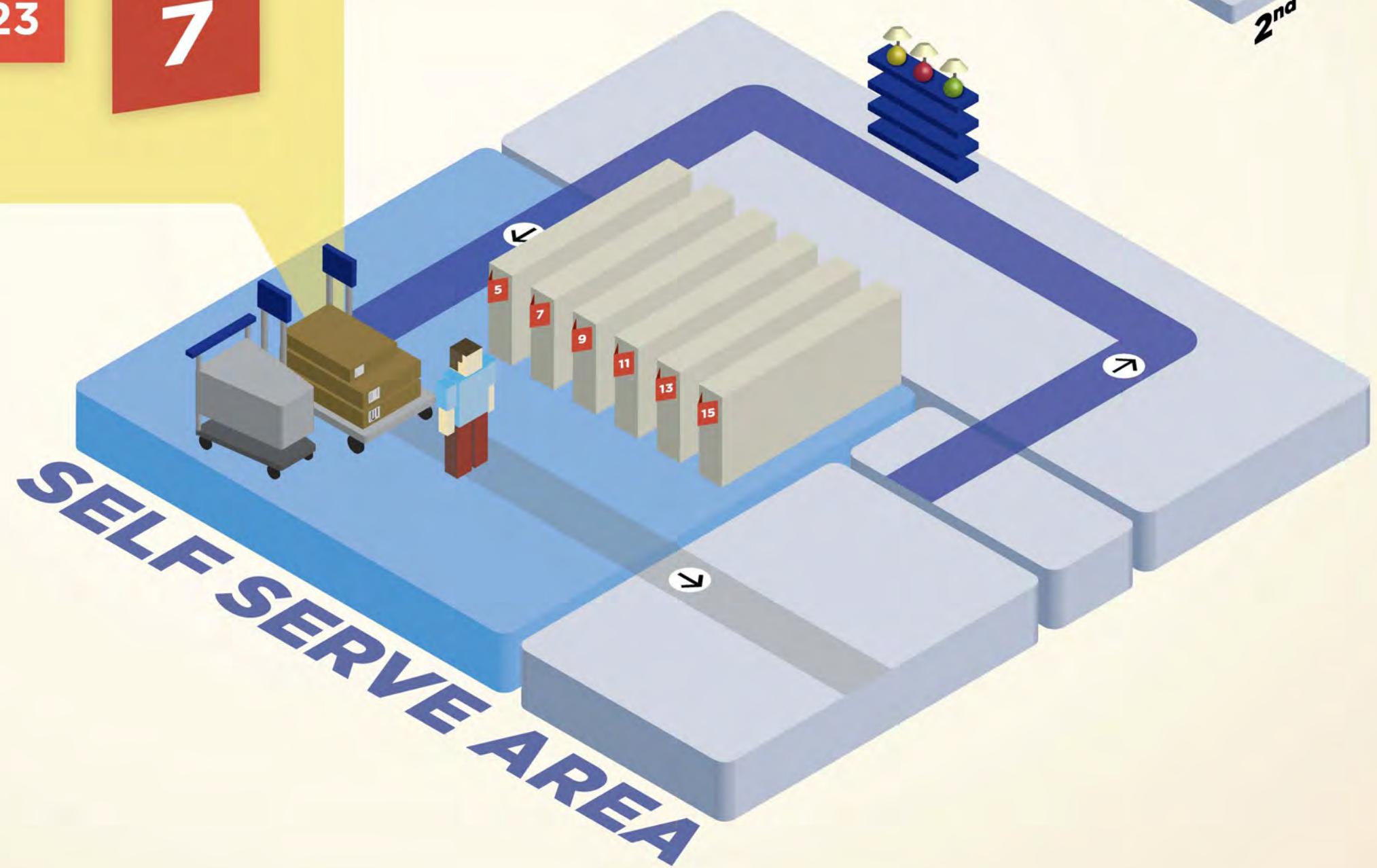
REFER TO SHOPPING LIST

different cart is required for the self serve area
aisle and bin # are the same color

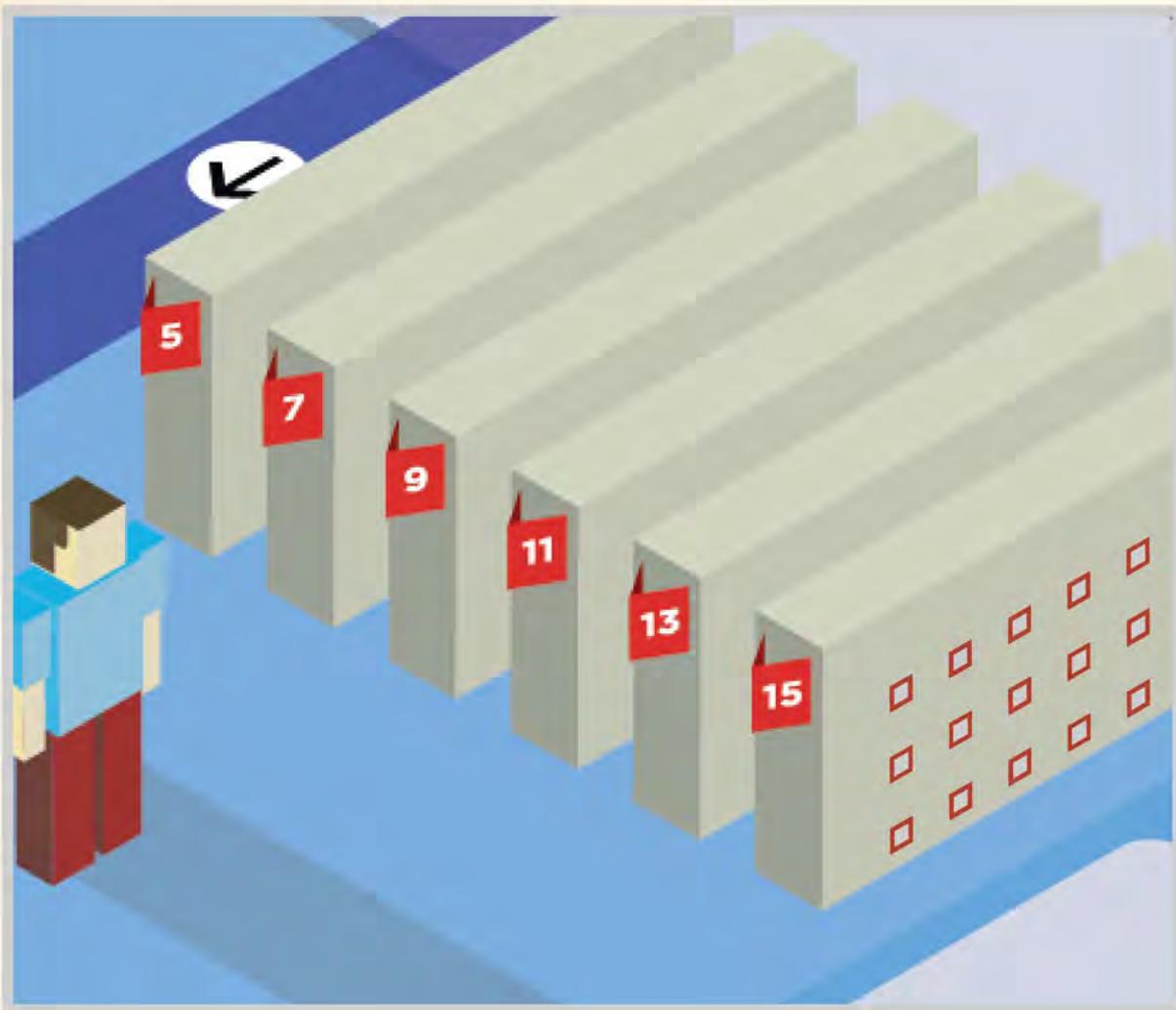


BIN
23

AISLE
7



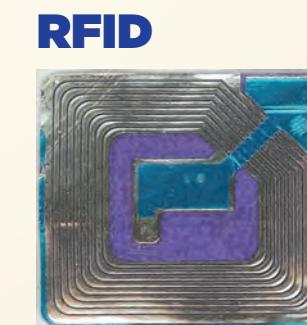
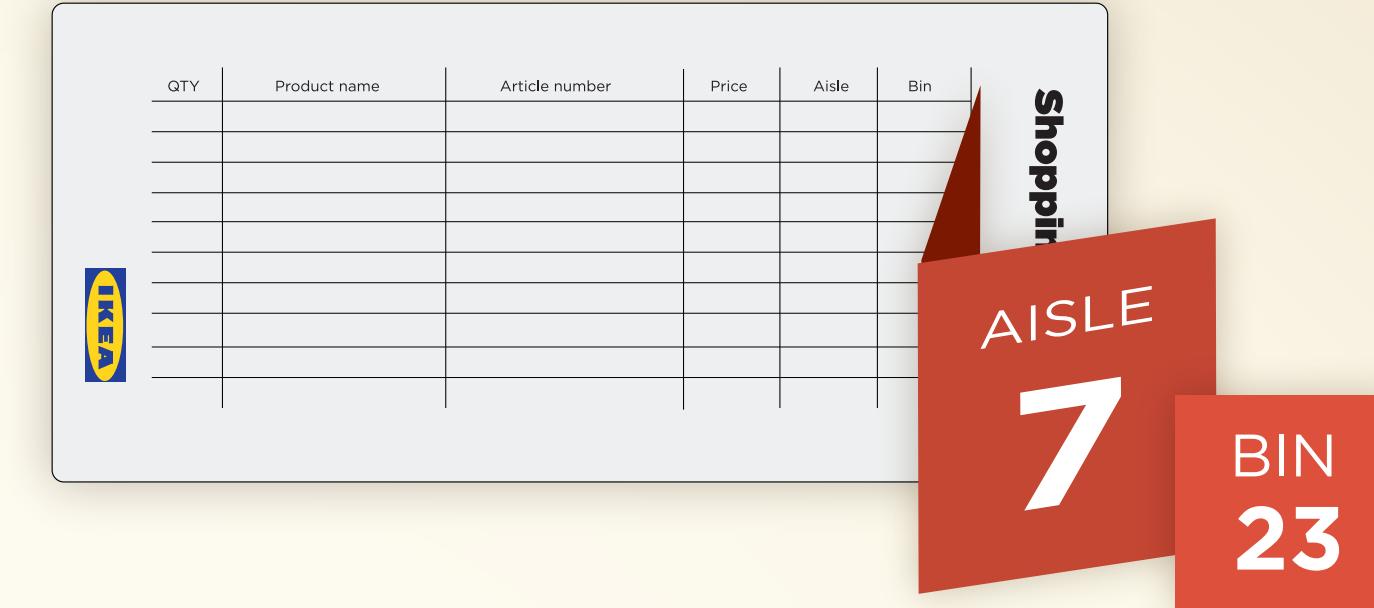
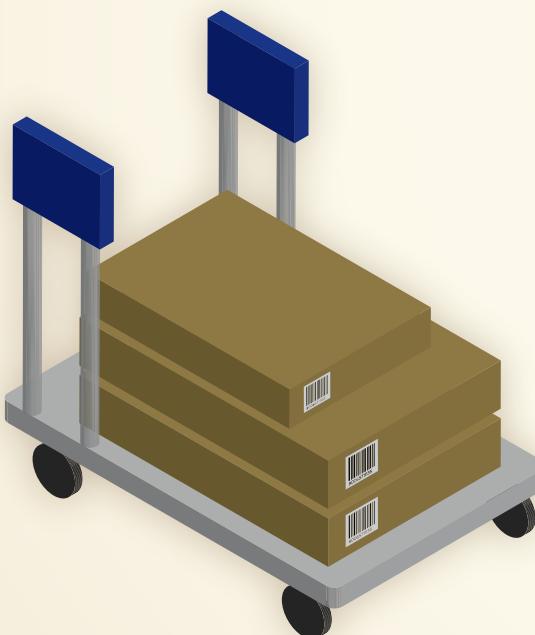
AISLE IDENTIFICATION & CARTS



- 1
- 2
- 3
- 4
- 5
- 6
- 7 GRAB A FLATBED CART
- 8 REFER TO LIST
- 9 LOAD BOXES

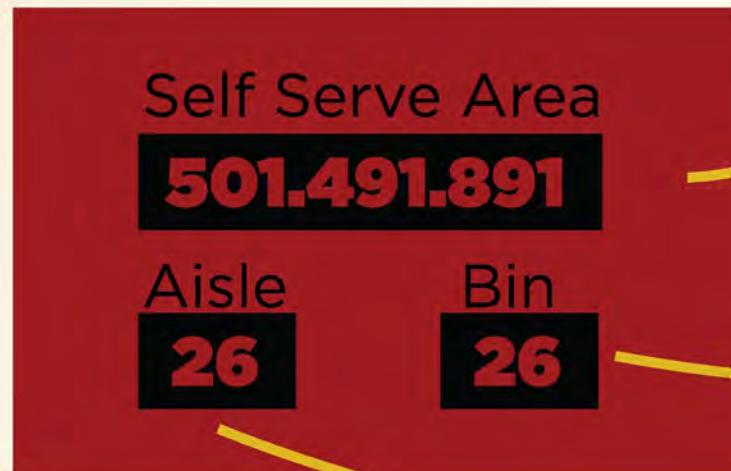
PROPOSED SOLUTIONS

- After a fairly detailed spatial exploration of the existing experience, we felt prepared to move forward with some proposed focus areas and solutions. We noted quite a few directions, some dealing with the physical transfer of information, others dealing with signage and wayfinding.
- Our hope was to propose a few directions, then find a way to meld them into a single cohesive solution. We tried to keep in mind that it was important to propose a solution that was straightforward, and reasonably attainable.

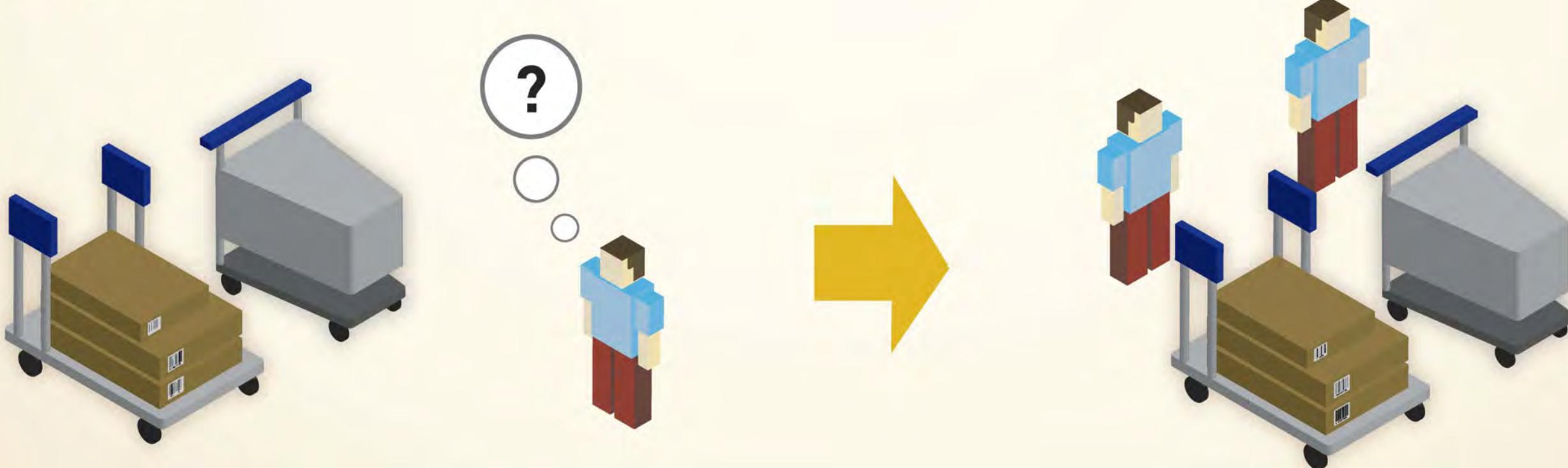


FOCUS AREAS

TRANSFER OF INFORMATION

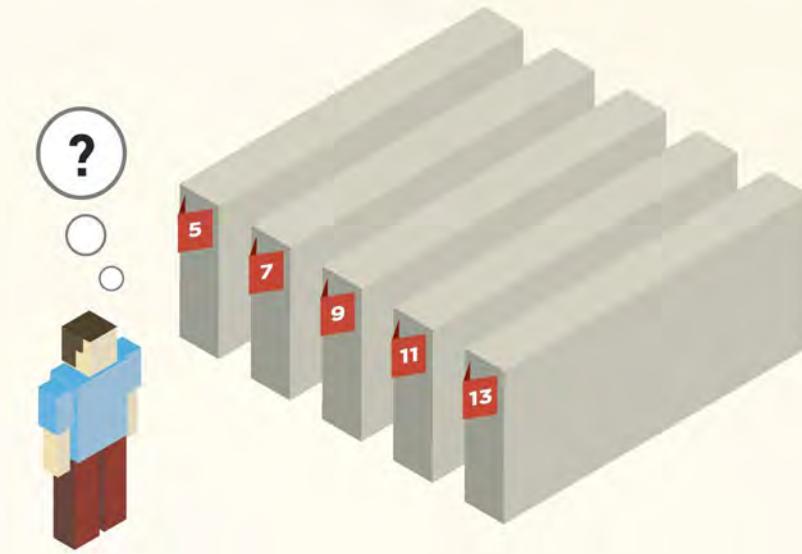


MULTIPLE CARTS

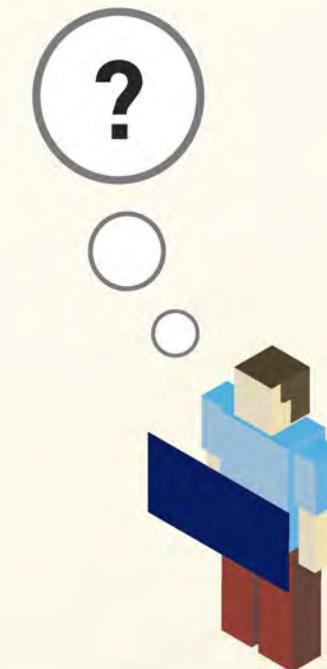


FOCUS AREAS

MISLEADING AISLE AND BIN NUMBERS



UNCLEAR MAP



NEXT STEPS

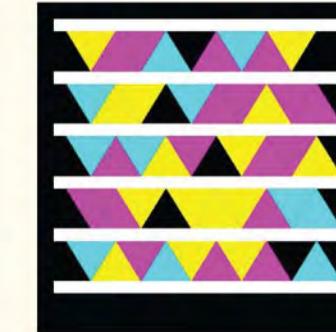
TRANSFER OF INFORMATION



QR CODE



MICROSOFT TAG



RFID



UPC

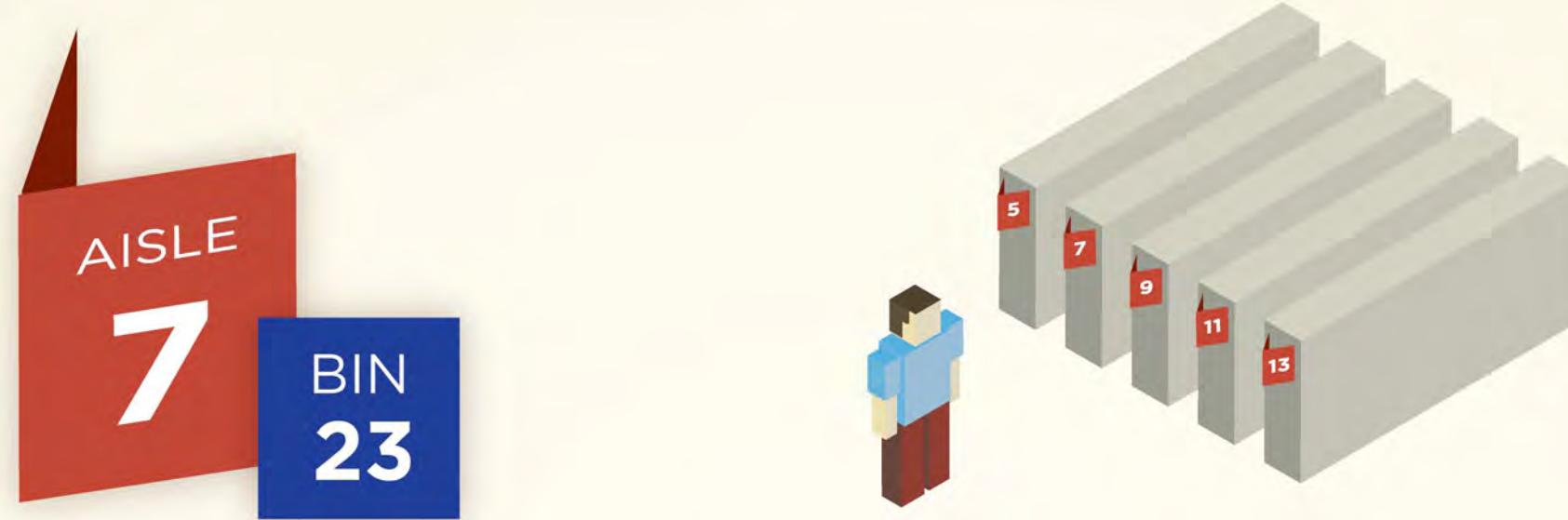


MULTIPLE CARTS



NEXT STEPS

MISLEADING AISLE AND BIN NUMBERS



UNCLEAR MAP



RFID CARD + MOTION VISUALIZATION

- Our final exploration took the form of a motion visualization that illustrates the user experience at multiple zoom levels. Through the use of motion graphics, we are able to visually take the viewer through different parts of the experience, and show the use of our new RFID scan card in detail.
- One of the advantages to creating a motion visualization was our ability to essentially create a functioning prototype of our device interface. In our video, we walk the viewer through each detail of the UI.

