

Theme: Media @ HOME



HT19

WORKBOOK

**DM2601 Media Technology and
Interaction design**

IKEA Assembly

How we redefined the IKEA
manual

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DISCOVERY

What is a home?

A home can be a house, an apartment or maybe an elderly home. It can be a safe place from where you have years of memories, or it can be a temporary home like a hotel or a hospital. Some even believe that **home is where your heart is.**

No matter where you live, everyone should have the opportunity to feel *at home*.

One way to make the place you live be more like a home, is to make it personal. With the right furnitures we hope that everyone can feel just like that - *at home*.

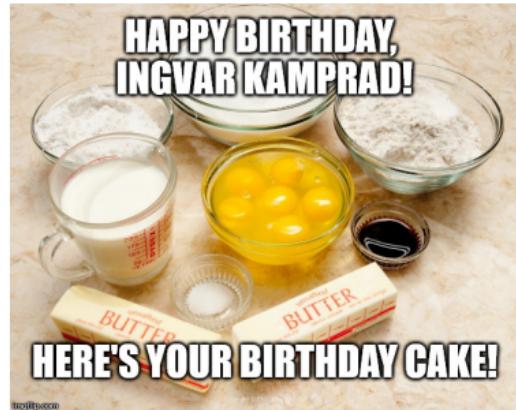


DISCOVERY

The thing about IKEA is that you have to put together the furniture yourself - but they cost a little less!



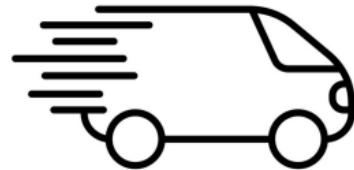
That's not a problem, right?



DISCOVERY

We went to IKEA to buy a furniture.

We found **Marius**: a 3 step-assembling-process chair, 39 SEK

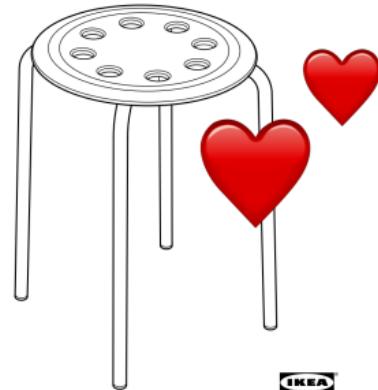


Method: User testing and interviews

To find pain points and issues with the manual, we let 5 people assemble the chair Marius. We made them think aloud and observed their struggles...



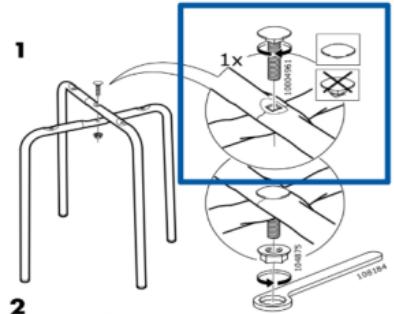
MARIUS



DEFINE

From the user tests we discovered what people thought of the different parts of the IKEA manual.

We saw that people liked:

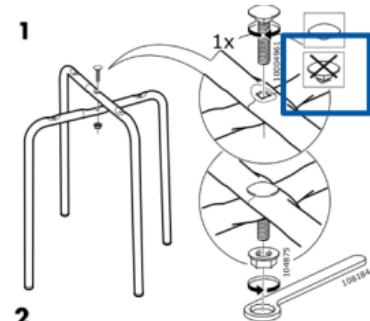


2

Pictures & details

An overview of the material

And what they disliked...



Being told what not to do



DEFINE

All of the 5 people we tested described the manual as "clear", yet no one managed to assemble it properly...

That made us wonder...

ARE PEOPLE STUPID?

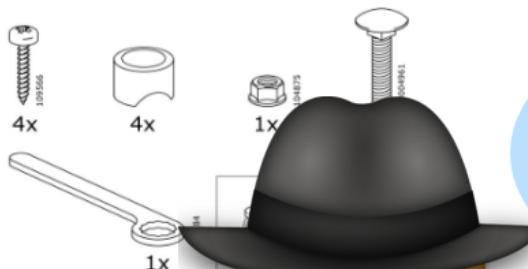
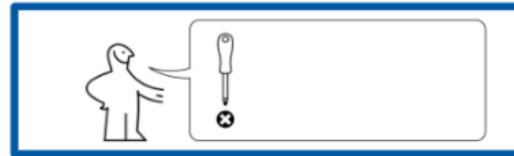
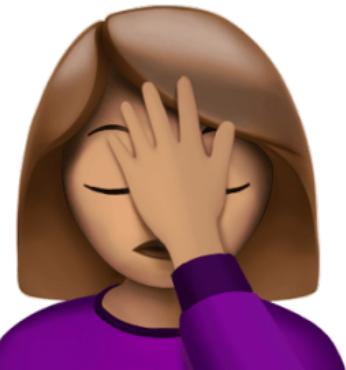


OR IS IT:



DEFINE

"IKEA is like a person who has it all but that you have to work for it, It's a friend who always got your back but is a **bit annoying.**"



2



"Weird that they **didn't tell me** that I need a screwdriver"



"I see that I need to collect a screwdriver.. But wait, there is a **cross underneath** so I assume that I don't need it!"

DEFINE

After talking with the 5 persons in the user test we had to wonder who we were going to create a product for. Who was our persona?

By looking on some behavioural patterns, we built Jackie!



DEVELOP

What we took with us from the define-phase was the 4 keywords that we want our design to follow:



DEVELOP

We believe that the graphical profile of IKEA doesn't follow these keywords

SO WE CHANGED IT



DEVELOP

State of the Art - Nitendo LABO



We discovered some good solutions that we could implement in our own design – like how they play forward and backwards by holding the buttons

Sensorial - Amserdam Media LAB



We felt stuck in our earlier ideas and wanted to broaden our thinking and be creative.

Focus on all the senses: vision, scent, feeling, hearing, and tasting.

DEVELOP

Parallel designing 3 different ideas - the final result was a combination of nr 1 and nr 2

Nr 3 is saved for future development

1 Video/animation



1

Easy to play forward and backward
Get popups with helpful information



2 App

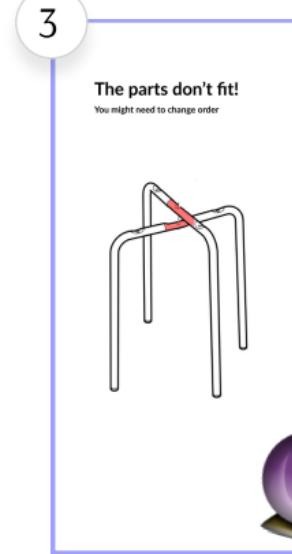


2

Reuse a lot of steps from the current manual - because people liked them!

Get more informations and help

3 Sensors



3

The parts don't fit!
You might need to change order

Get direct feedback when something is wrong



Can feel if you take the wrong tool or tighten the skrew to hard

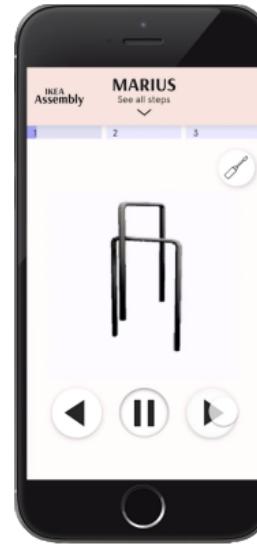
DELIVER



With a QR code on the furniture box, you can find the instructions in the app



The overview will let you know what tools are given, what needs to be collected and what steps are supposed to be done



You play forward and backwards by holding down the buttons. When you release the button, the video will pause. This is shown as the buttons looks pressed down

Each step is visualized with an animation, explaining what has to be done. It's easy to rewind by playing backwards

DELIVER



To get a better or more detailed view, you can zoom in & out and rotate the furniture.



Between the steps, the app will give you tips, hints and encouragement.



When one step is done, you get positive feedback and a countdown to the next step is beginning.

IKEA
Assembly