



An app designed to help us
make better decisions
at Ikea.

Sylvia Carolina - General Assembly UX37

PROJECT STATEMENT

Ikea uses a staggering 1% of the world's wood every year. The largest single consumer in the world.

The wood is needed to make 100 million pieces of furniture every year.

Almost 25% of the wood is sustainable, with plans for 50% to be by 2017.

The retailer insists none of wood is illegally logged.

Ikea doesn't display or allow product reviews on its website making it time consuming to gather information or make an intelligent buying decision process (or cost–benefit analysis) on the fly.

NEEDS AND GOALS

Customers tend to have a love/hate relationship considering their products 'hit or miss' or something just hard to avoid when moving to a new apartment. Many users in the research confessed to keeping products they didn't like for the sheer difficulty of taking them back to the store.

The goal of the app is to allow Ikea's customers to quickly gain access to ratings, reviews, photos and advice, and ultimately have Ikea design better products.

PERSONA 1

Design Daniel

36 years old, art director / advertising

Wants to buy basic items without breaking the bank so he can invest in other pieces, like an Eames armchair. Believes he can find minimally designed, Scandinavian inspired products at Ikea.

He is mostly satisfied with everything he has ever bought at Ikea, even surprisingly so. But he has kept a few items that he feels he was too lazy to return or over time and use began to dislike.

Usually does research online before shopping but has not found one source of information for Ikea specifically. This is too time consuming for him. When he does manage to look up reviews and advice, he feels like he made better choices and was overall more satisfied with what he got.

He will look up items in advance and save a few in a list before going to the store. He has strong opinions about Ikea design and would like to share them with other users.



PERSONA 2

Carefree Claire

27 years old, screenwriter

Wants to spend as little time as possible thinking about buying things or interior design but also wants to live in a nice environment. Loves plants and want to spend her money in experiences rather than acquiring. Loves that Ikea concentrates everything you may need for a NY apartment all under one roof.

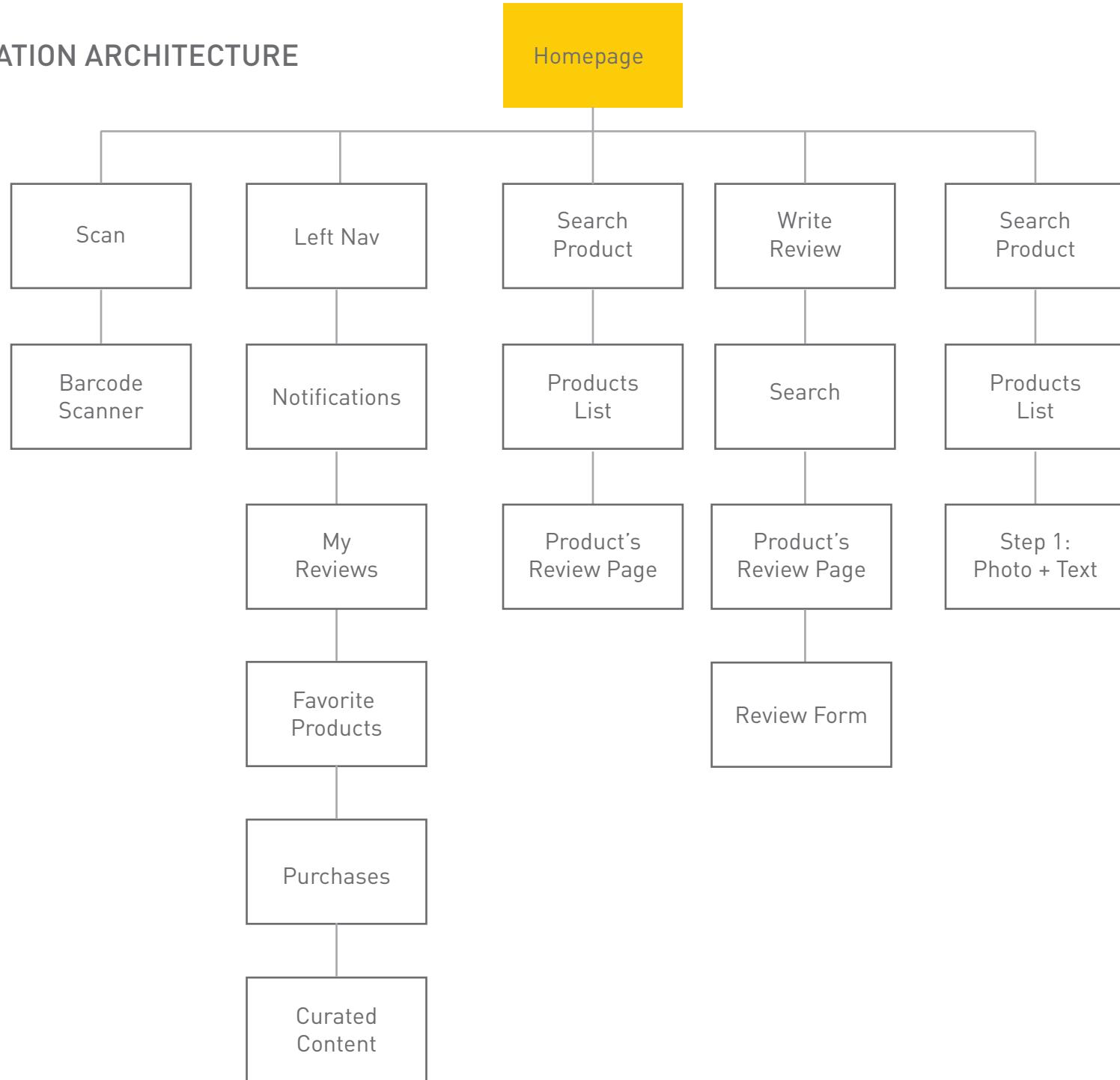
She doesn't do any research before shopping and has low expectations to start with regarding Ikea products. Focuses on price over style and would love to know the good deals and best cost benefit products.

Every now and then thinks whatever she bought looked nicer at the showroom than at her home. Regrets not having done research but doesn't think that habit will change.

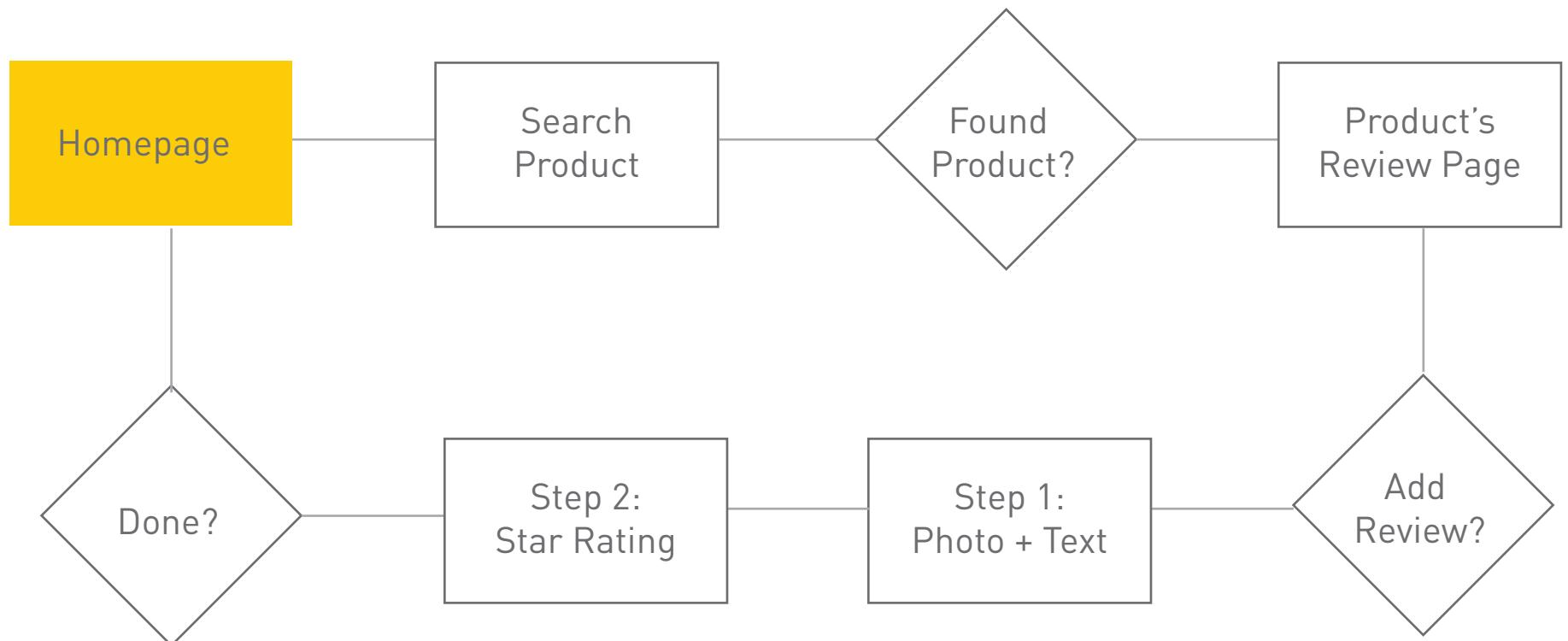
She will use the app while in-store for insights on the spot, scanning barcodes, either to decide between 2 items or filter by price. She would only write a review if extremely satisfied.



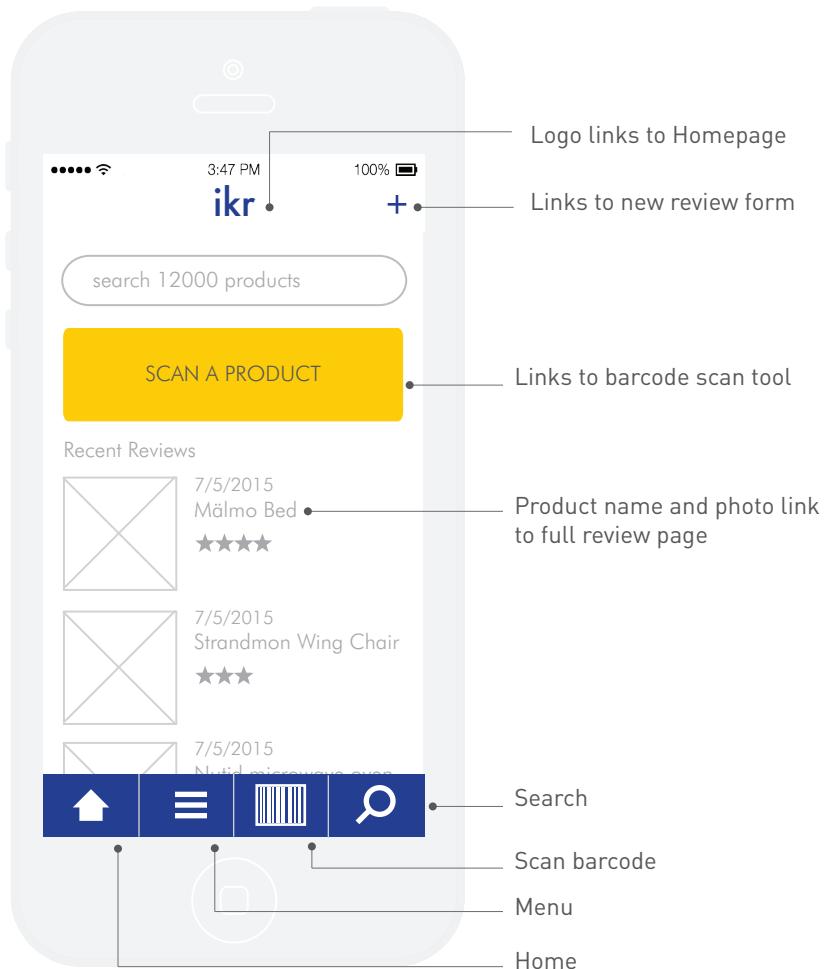
INFORMATION ARCHITECTURE



MAIN USER FLOW

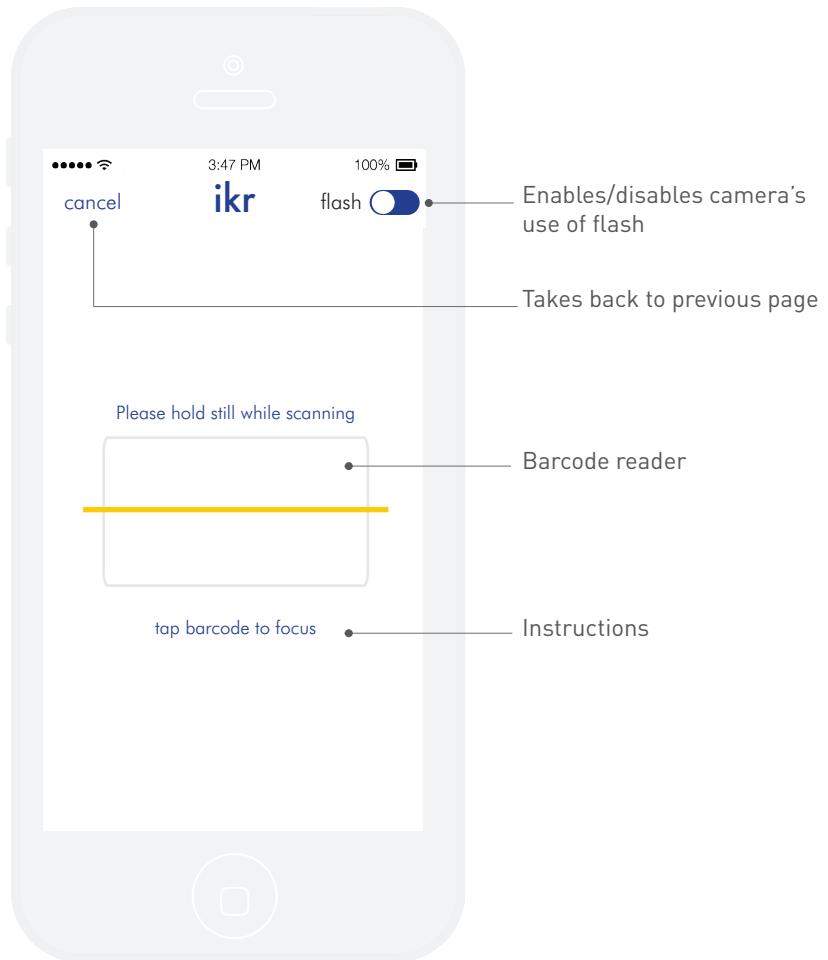


WIREFRAMES WALK THROUGH: HOMEPAGE

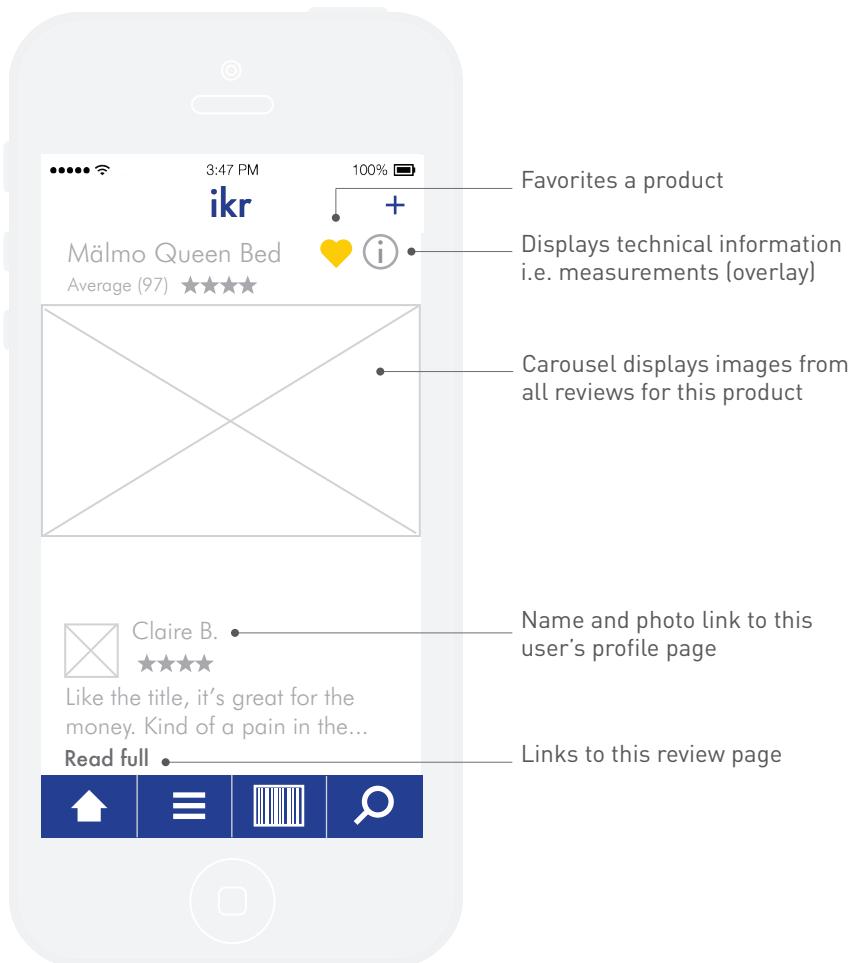


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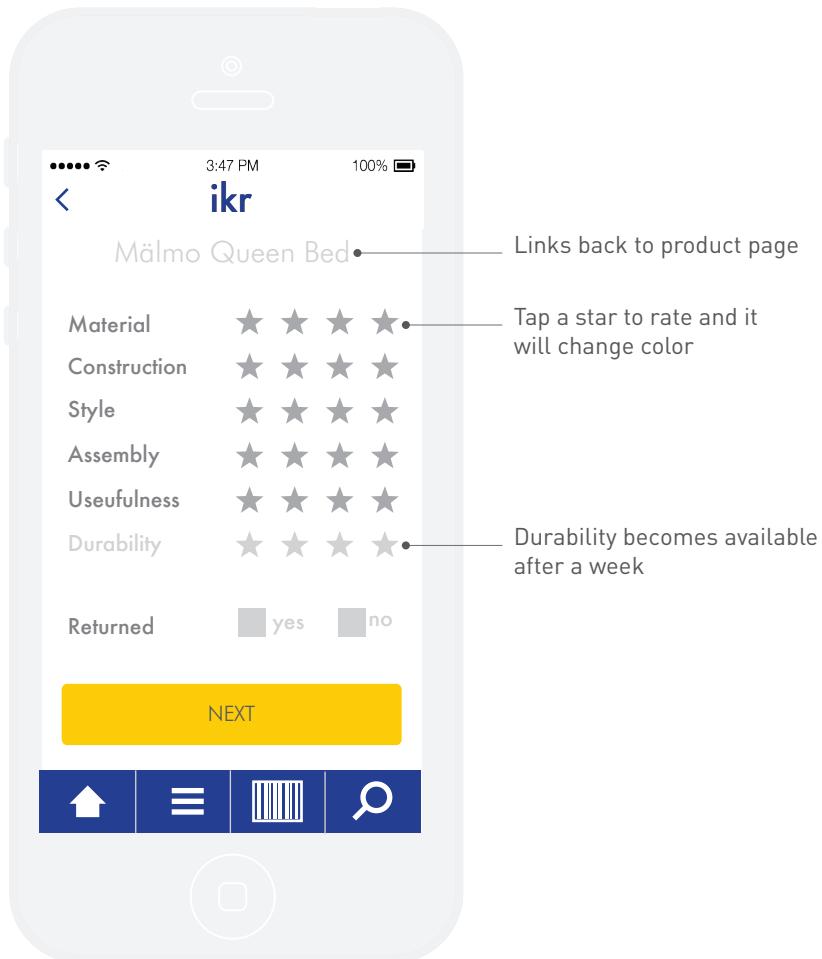
WIREFRAMES WALK THROUGH: SCANNER TOOL



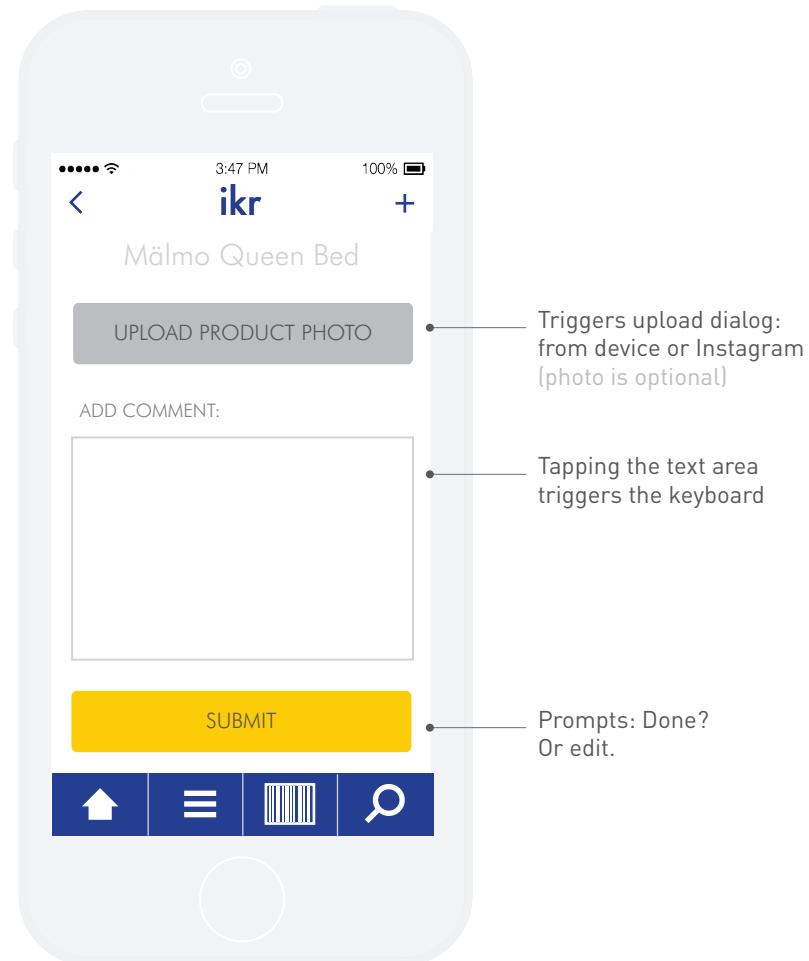
WIREFRAMES WALK THROUGH: PRODUCT PAGE



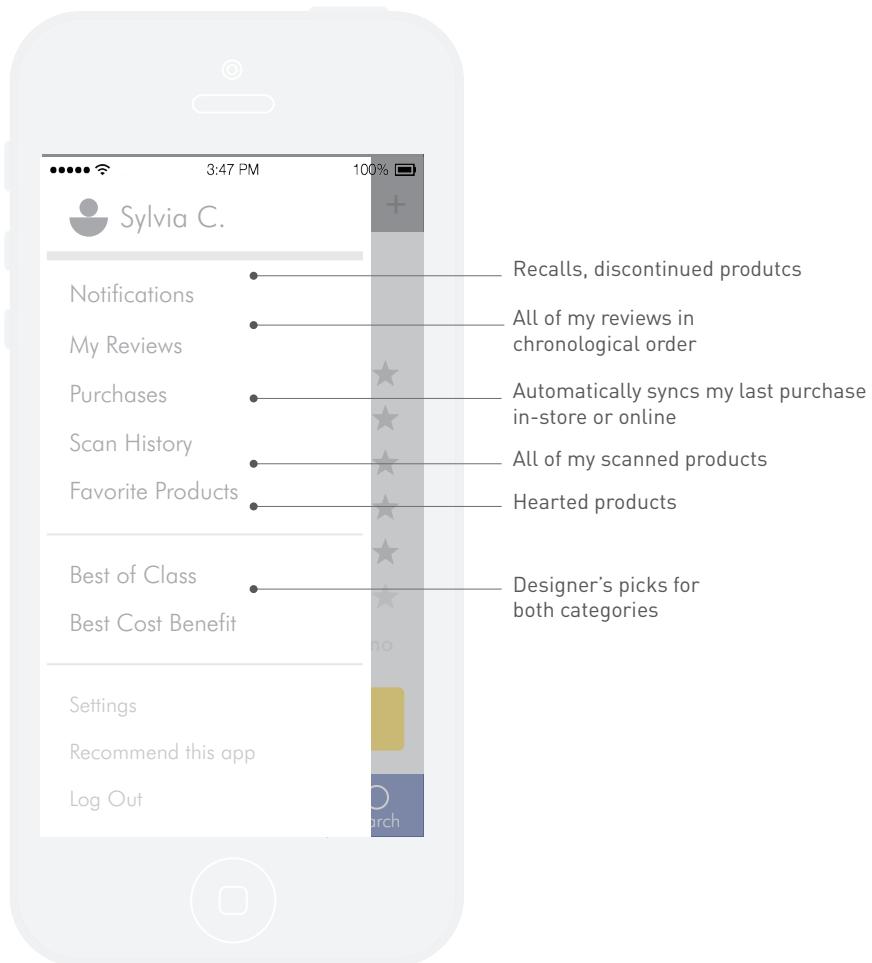
WIREFRAMES WALK THROUGH: REVIEW STEP 1



WIREFRAMES WALK THROUGH: REVIEW STEP 2



WIREFRAMES WALK THROUGH: LEFT NAV



THANK YOU.

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