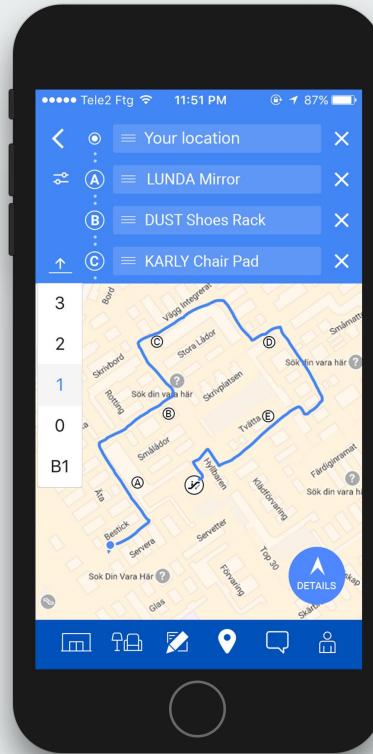




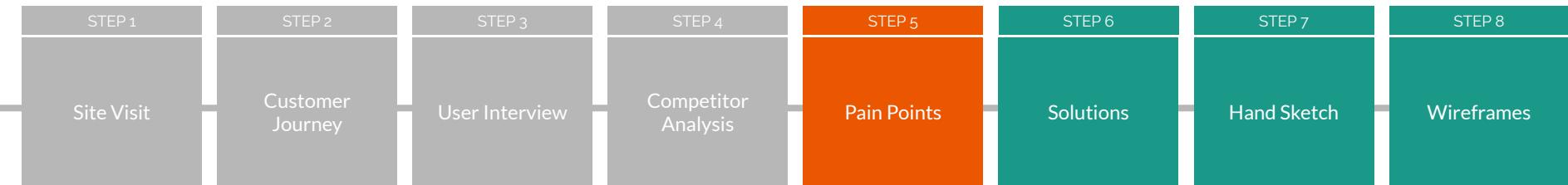
# IKEA Indoor Map

Improve navigation with relevant route





# Design Process



---

# Customer Journey

Across Digital and Physical Store



## Sophie

Sophie just moved into her new flat and wants to buy a few furnitures. She has filtered all options online and want to check them out in person at IKEA store. She doesn't like wasting time and wants to use the most efficient to buy what she wants.

Things she wants to buy:

### SHOPPING LIST

Drying Rack (3)

Chair Pad (3)

Hanging Storage (5)

Shoes (3)

Drawers (6)

Mirror (3)

Storage Box (11)

[All Items](#) (32)

# Search on ikea website



Spegel

Present-  
kortVaruhus och  
öppettiderFÖR FÖRETAG  
IKEA FAMILYKundservice  
Mina sidor

Nytt! Inburen expressleverans inom 48h

Leverans till ombud från 4 dagar för 49 kr

Heminredare

## Sökresultat

Sortera efter relevans &gt;

 Visa vad jag kan köpa online

1 2 3 4 5 6

### Produkter (149)

Idéer (0)

Andra resultat (3)

### Färg

[Visa alla](#)

Brun



Grå



Grön



Gul



Rosa



Röd



**NISSEDAL**  
Spegel  
**IKEA FAMILY pris  
349 kr /styck**

**1 jun, 2018 -  
1 jul, 2018** så  
länge lagret räcker



**NISSEDAL**  
Spegel  
**IKEA FAMILY pris  
229 kr /styck**

**1 jun, 2018 -  
1 jul, 2018** så  
länge lagret räcker



**MINDE**  
Spegel  
**199 kr /styck**

**Ordinarie pris  
449 kr /styck**



**NISSEDAL**  
Spegel  
**IKEA FAMILY pris  
199 kr /styck**

**1 jun, 2018 -  
1 jul, 2018** så  
länge lagret räcker



**GODMORGON**  
Spegel  
**379 kr /styck**

**Ordinarie pris  
249 kr /styck**



# Bookmark item in Shopping List



Sök

Present-  
kortVaruhus och  
öppettiderFÖR FÖRETAG  
IKEA FAMILYKundservice  
Mina sidor

Rum	Sommar	Möbler & Utemöbler	Förvaring	Sängar	Kök	Badrum	Belysning	Textil, Mattor & Golv	Dekoration	Barn
-----	--------	--------------------	-----------	--------	-----	--------	-----------	-----------------------	------------	------

NYTT! Inburen expressleverans inom 24h

Leverans till ombud från 4 dagar för 49 kr

Heminredare

[Hem](#) / [Vardagsrum](#) / [Bäddsoffor](#) / [Bäddsoffor & bäddfåtöljer](#)Utgår  
inom  
kort

## LYCKSELE

Förvaringslåda 2-sits bäddsoffa, svart

**199 kr / styck**

(159,20 kr exkl. moms)

Välj inköpslista

- Drawers
- Mirror
- Storage Box
- All Items
- ny inköpslista.

**Spara**

Avbryt

1

... spelvis sängkläder och kan

online

Spara till inköpslistan

Finns varan i lager?

Varuhus:

Stockholm Kungens Ku...

Säljs på IKEA.se

Redo för leverans

# Do it for all 32 items

IKEA®

Presentkort | Vårhus och öppettider | FÖR FÖRETAG IKEA FAMILY | Kundservice Mina sidor |

Rum | Sommar | Möbler & Utemöbler | Förvaring | Sängar | Kök | Badrum | Belysning | Textil, Mattor & Golv | Dekoration | Barn

NYTT! Inburen expressleverans inom 24h Leverans till ombud från 4 dagar för 49 kr Heminredare

**Inköpsslista**

- Drying Rack (3)
- Chair Pad (3)
- Hanging Storage (5)
- Shoes (3)
- Drawers (6)
- Mirror (3)
- Storage Box (11)
- All Items (32)

Skriv ut Skicka med e-post Byt namn Ta bort

Välj IKEA varuhus för att se om varan finns i lager.

Stockholm Kungens Kurva Ok

Listan gäller för Stockholm King's Kurva  
2018-06-04 18:31 CEST

Visa priser exklusive moms

Produkter inkl. moms	Antal	I lager	Totalt pris inkl. moms	Köp online
<b>LYCKSELE</b> Förvaringslåda 2-sits <b>199 kr</b>	1		<b>199 kr</b>	<b>Köp online</b>
<b>SAMLA</b> Låda med lock <b>15 kr</b>	1	721 st	<b>15 kr</b>	<b>Köp online</b>
<b>PAPPIS</b> Låda med lock <b>7 kr</b>	1	510 st	<b>7 kr</b>	<b>Köp online</b>

Lägg till  
Lägg till en vara genom att skriva artikelnummer och antal  
Artikelnummer  
1  
**Lägg till**





- Super Big
  - So many floors
  - Where Should I start?

# Open Shopping List in mobile app

The screenshots show the following product details:

- PLURING**: Hängande förvaring med 3 fack, vit, 30x30x106 cm. Priced at 29 kr/styck. Total cost: 702.428.35.
- LOTE**: Byrå med 3 lådor, Vit, 55x62 cm. Priced at 199 kr/styck. Total cost: 502.937.22.
- Mirror**: Dekoration. Priced at 39 kr. Total cost: 502.523.97.
- Storage Box**: LYCKSELE Förvaringslåda 2-Sits Bäddsoffa Svart. Priced at 199 kr. Total cost: 601.169.60.
- All Items**: Tag själv lagret. Text: Den här platsen är bara för hämtning. Du kommer inte kunna se eller prova produkten i Tag själv-området.
- ALGOT**: Torkställning. Vit, 60 cm. Priced at 60 kr. Total cost: 902.185.61.
- LOTE**: Byrå Med 3 Lådor. Total cost: 3 730 kr.

1

Address is not clear

- 1) Does not say which floor but section name only?
- 2) Both section name and take yourself shelf number should exist. Why only one address for one item?

2

Same kind of Item but belong to different sections

E.g. Mirror  
"Decoration" / "Take yourself"

3

Have stock but need to contact staff? No section name at all?

E.g. Storage Boxes  
"Contact Staff"

4

Many are in "Take Yourself" section.

- I want to see the display together with other items, so that I can compare them.

Try find route by comparing Store Map and what she found from App earlier

### Name from Store Map



### Name from Mobile App

Use case#1:  
Same Name as Store Map  
- Storage (Spara)  
- Dining (Matplats)

33%

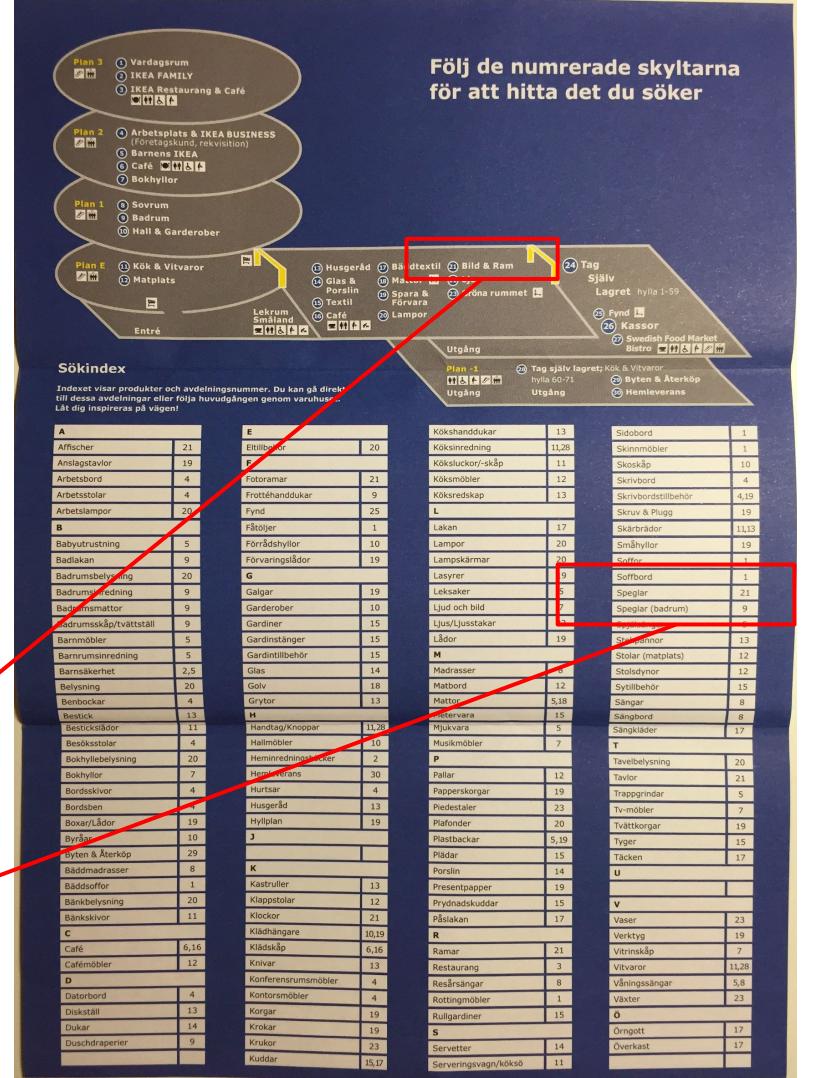
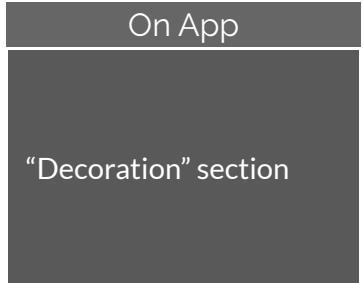
Use case #2  
Different Name  
- Decoration

67%

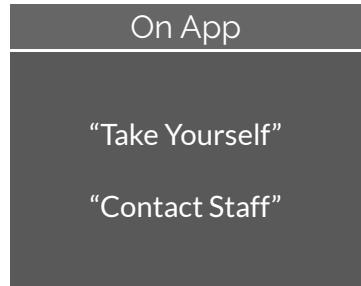
Use case#3  
No Idea at all  
- Take Yourself  
- Contact Staff

## Use case # 2

User tries to figure out what to do with “Different Name”



# Use case # 3 User tries to figure out what to do with “No Idea”



Need time to study how Store Map works

Boring

Time-consuming

Eye search among 160 words is difficult

Assumption only - unsure, might be wrong

Feel like using old paper dictionary

Store Map

## 1. Shoes Rack

Search Index: Shoes (Skoskåp)

Section Number: 10

Section Name: Hall and Closet

Floor: Plan E



## 2. Drawers

Search Index: Wardrobe (Klädskåp)

Section Number: 6 or 16

Section Name: Cafe?

----- Rework -----

Search Index: Drawers (Lådor)

Section Number: 19

Section Name: Spara

Floor: Plan E



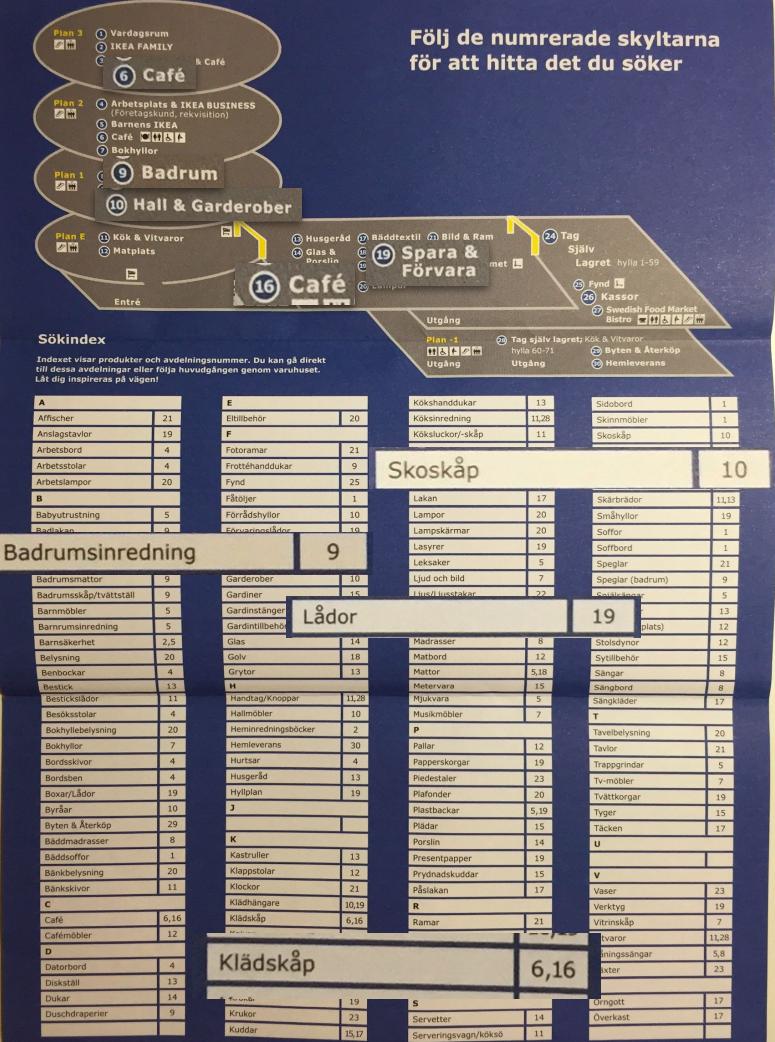
## 3. Drying Rack

Search Index: Bathroom Fittings

Section Number: 9

Section Name: Bathroom

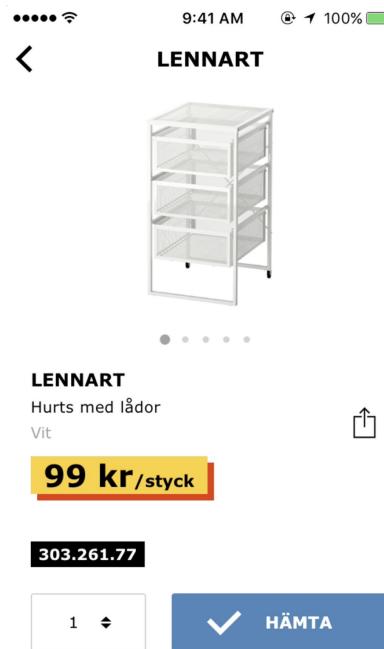
Floor: Plan 1



## Use case #3 User tries to figure out what to do with “No Idea”

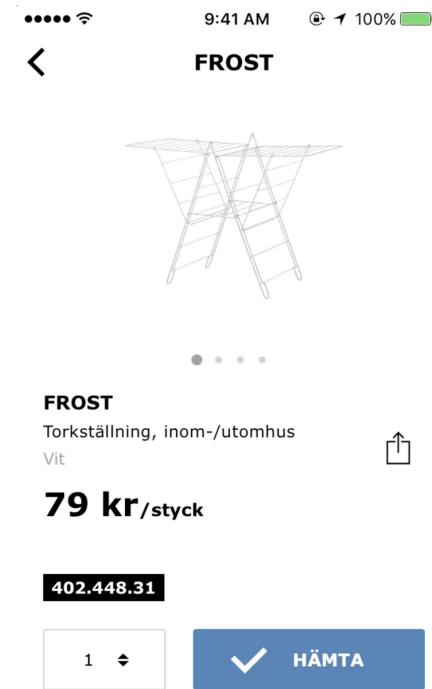
Found out later...

Few assumptions were wrong:  
- ask staff or re-assume myself  
- have to re-walk all the floors again



X Wardrobe / Drawer

✓ Business



X Bathroom

✓ Storage

Entrance → Plan 3 → Plan 2 → Plan 1 → Plan E

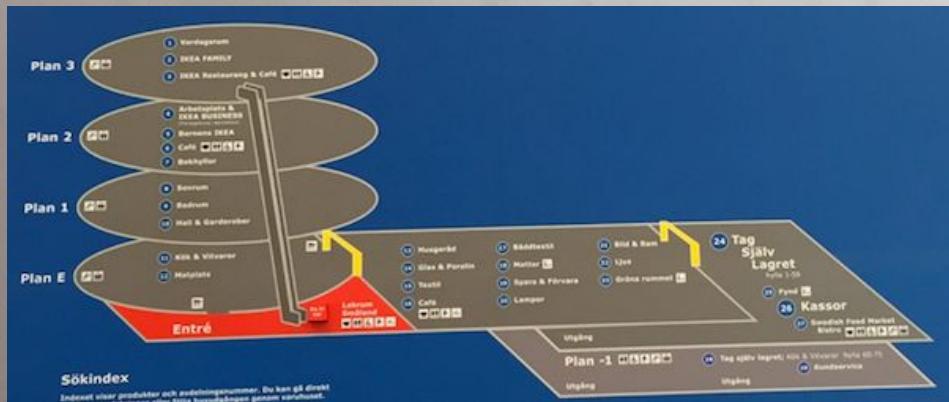
Need pen and paper,  
then match it with the  
paper map.

Didn't know I must start from Plan 3.

#9 Bathroom	#12 Matplats
→ Dry Rack	→ Chair Pad
#10 Hall & G	#19 Spara
→ Drawers	→ Storage Box
→ Shoes	→ Drawers

#20  
#21 Bild & Raum  
→ Mirror

## # 24 Take Yourself



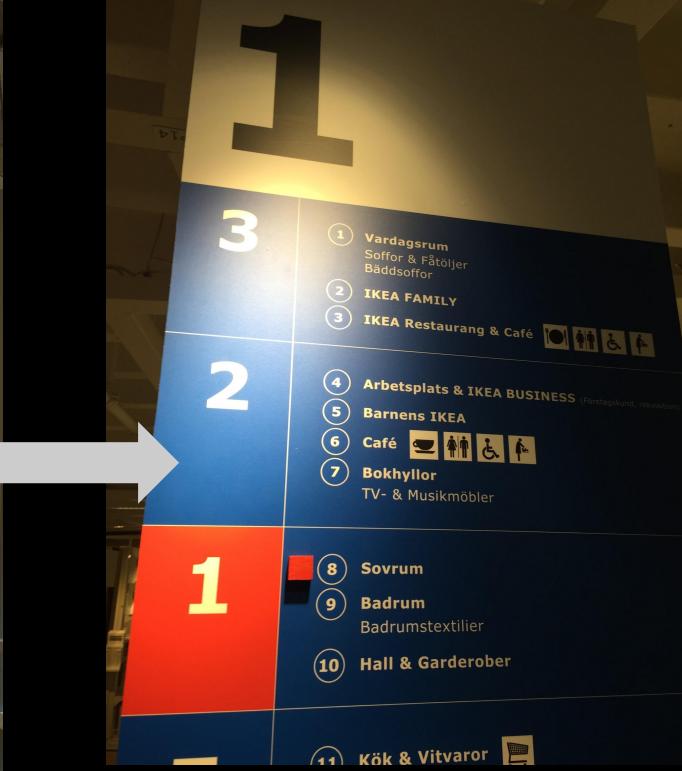
Exit

## Plan E

## # 28 Take Yourself ↵

Should I walk left or right?

How the number sequence is arranged?





The route is so long. I want to skip all those circulating and go directly to my section.

→ Ask Staff but wait time is long

Miss out the item when I do not pay attention 100%.

Some items are actually in display floor too. But shown as “take yourself” section in app.



Need a pen and paper again  
1) list all row/shelf for the items i want  
2) plan to find them in sequence

Familiarise myself with the shelf number navigation

- where i am now
  - how the sequence goes with the navigation left/right/etc
- time consuming



Självscannin

Glömt ditt kort?  
72130. Skriv  
"VY"

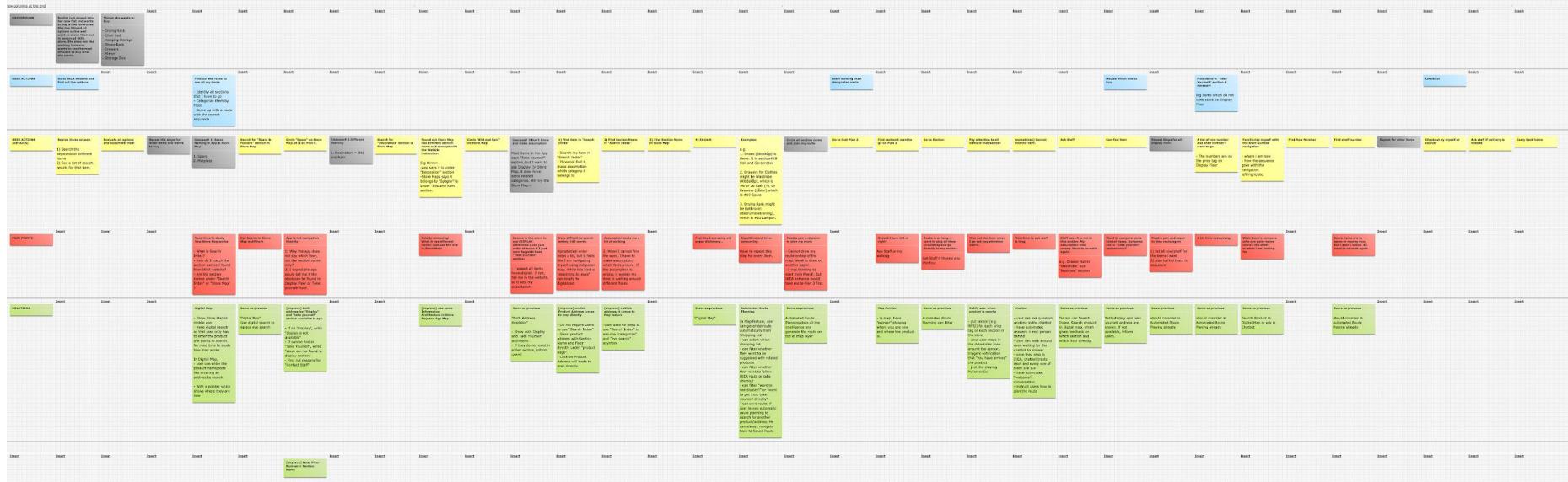
**Glonn**  
Skicka ett sms\* till **72130**. Skriv  
"IKEAFAMILY ÅÅMMDDXXXX"  
(ditt 10-siffriga personnummer).  
\*varje tillgång kostar 1 kr från leverantören.

IKEA

The IKEA logo, featuring the word "IKEA" in its signature blue and yellow font inside a blue oval.

Canvanizer

## EA Customer Journey with focus on Navigation



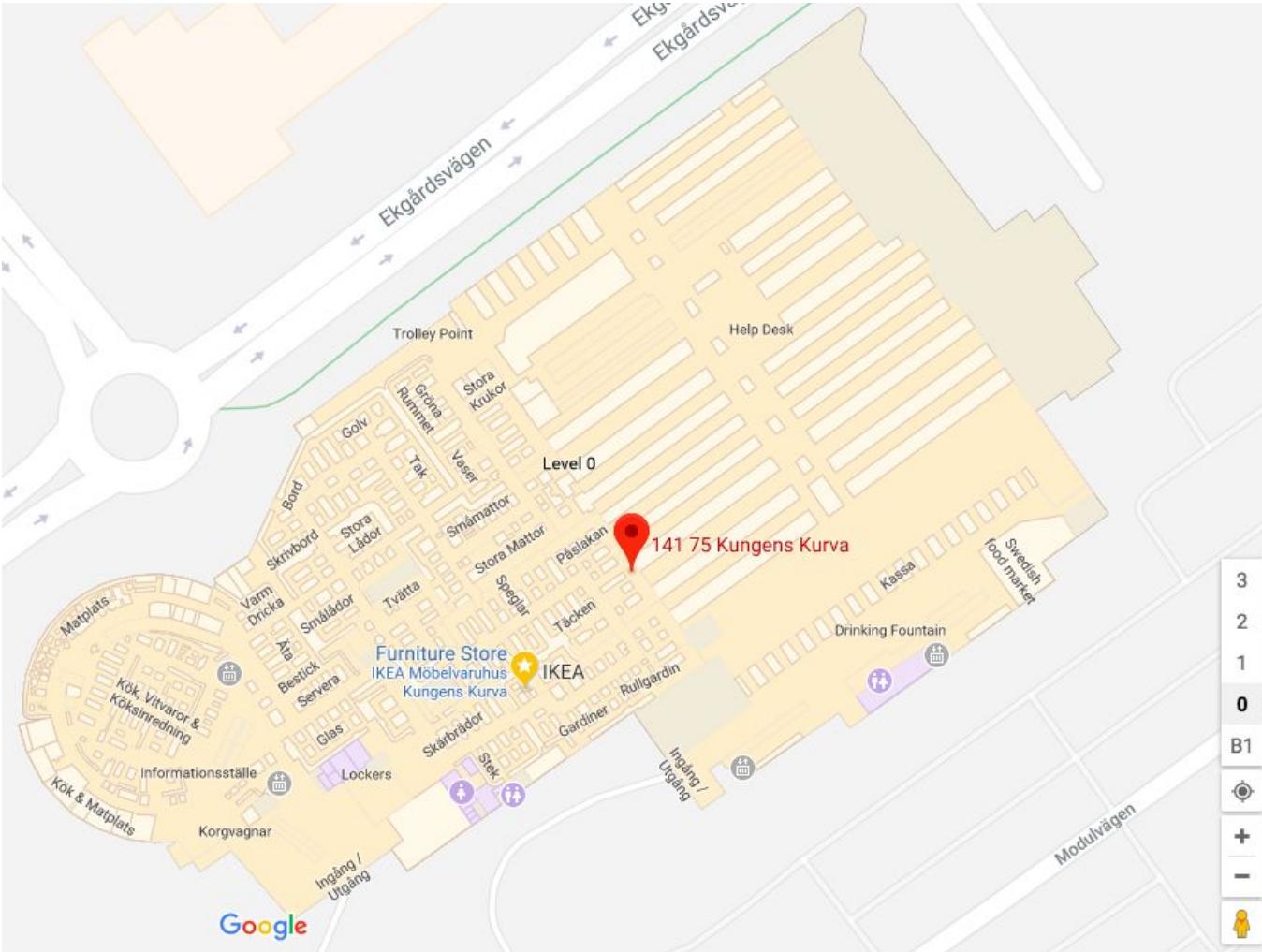
See Details on : <https://canyanizer.com/canvas/rSTqyD6eQPsj7>

## Customer Experience across Digital and Store

---

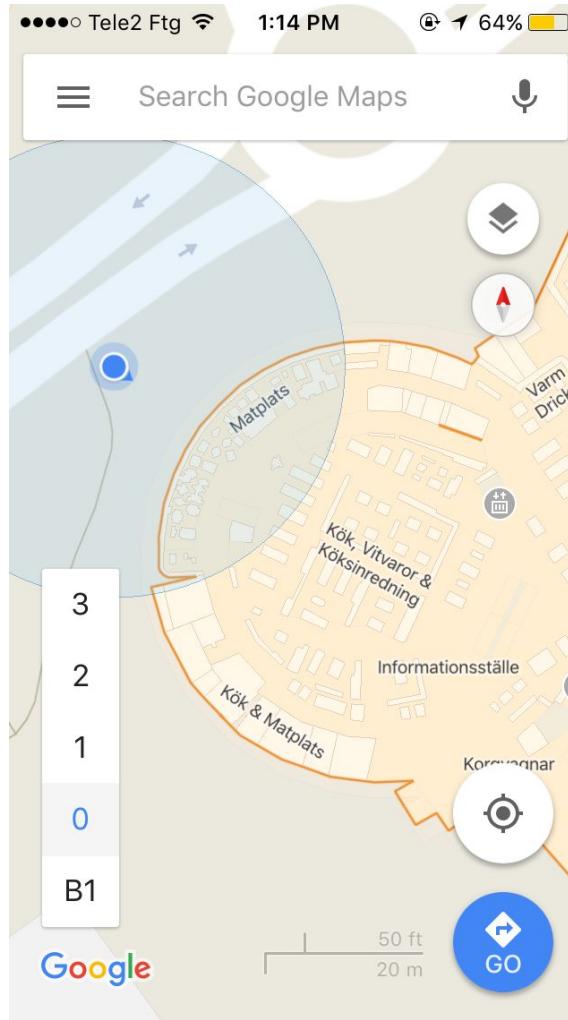
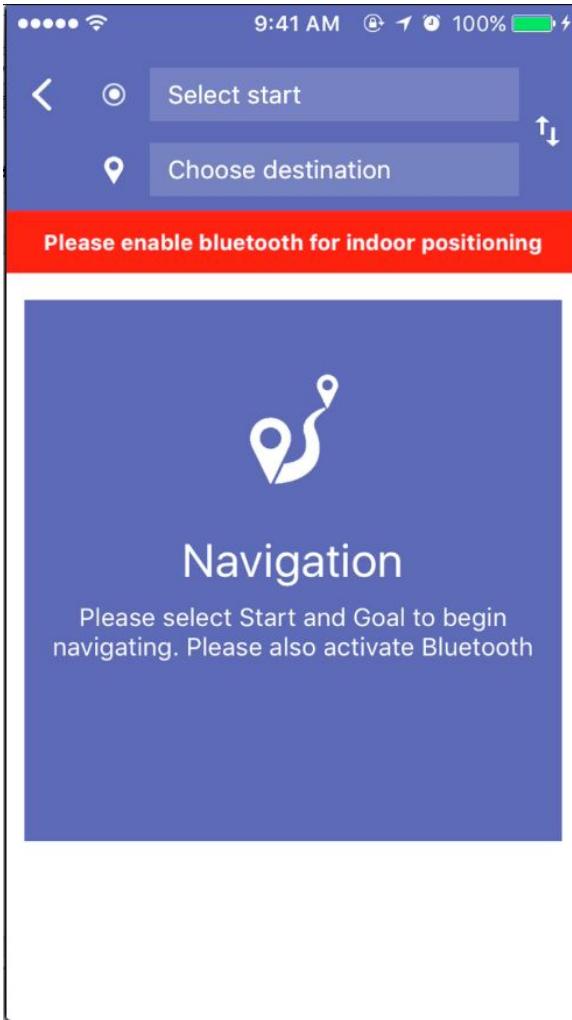
# Competitive Analysis on existing solution

- Google Indoor Map
- Frankfurt Airport Indoor Map
- Insoft Technology

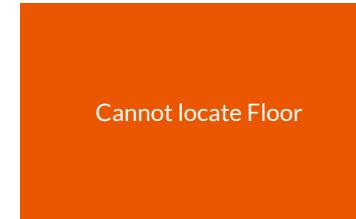
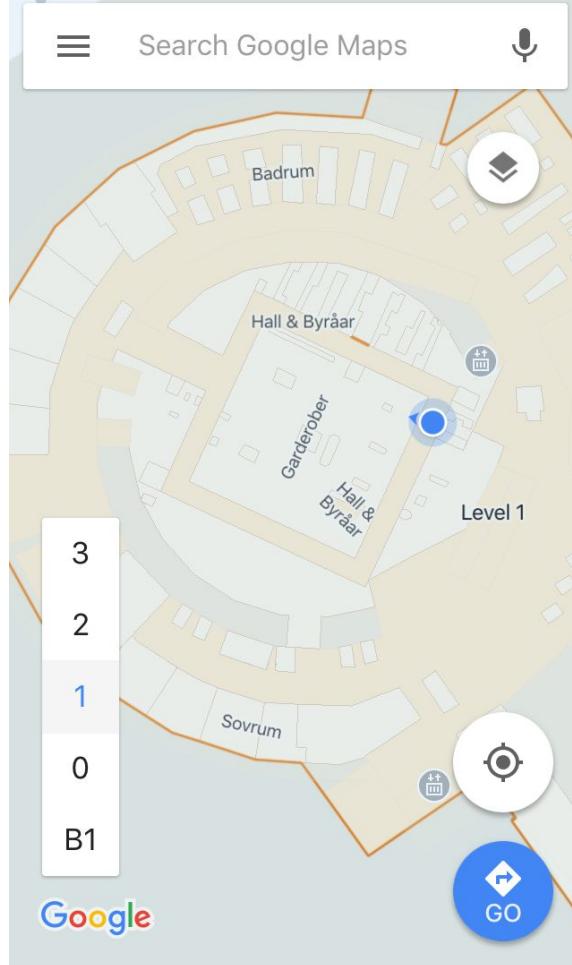


Cannot search  
- section name  
- product name  
- product code

Cannot planning route with  
intelligence



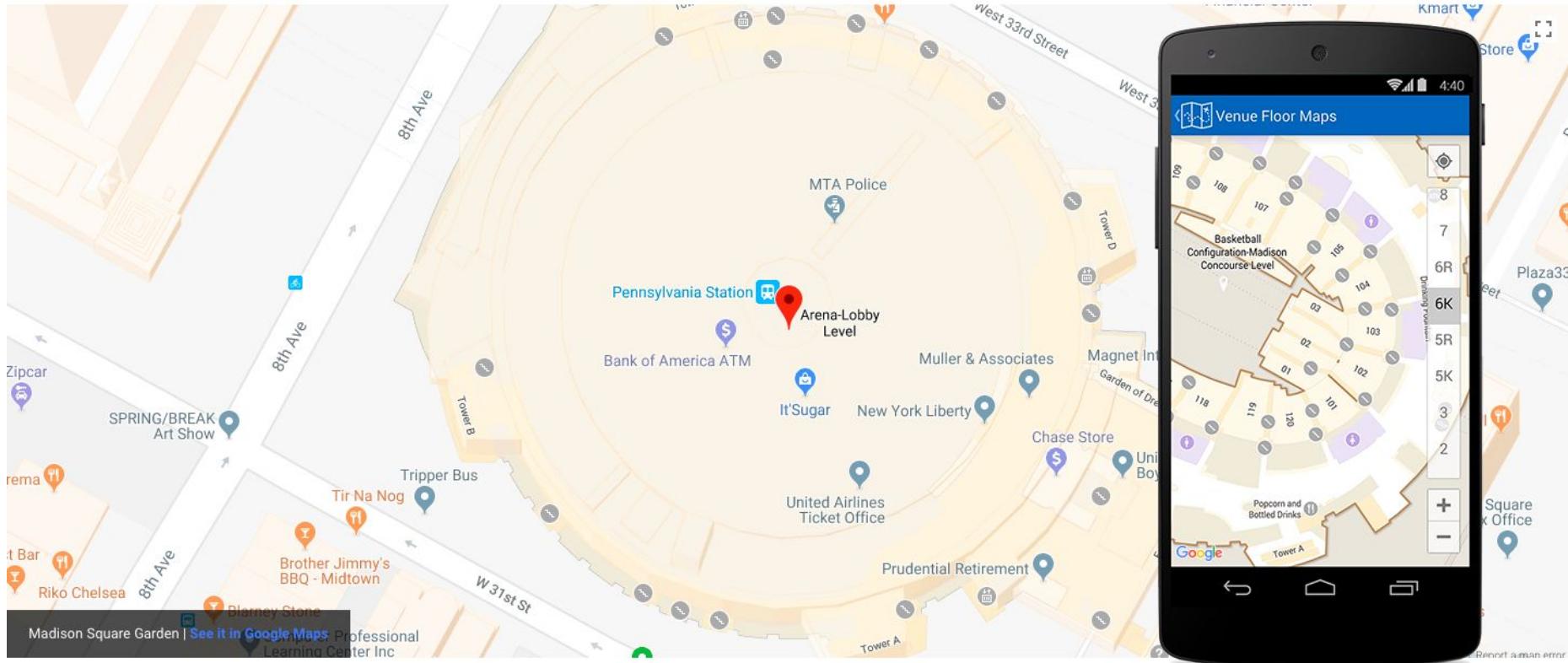
Indoor GPS is bad without bluetooth.  
(show i am outside of the building)



**Indoor navigation with Wi-Fi** has an **accuracy of 5-15 meters**. The various signal strengths of several Wi-Fi access points are evaluated for this purpose. Precise positioning within the building, even over multiple floors is made possible through specific shielding characteristics. The advantage of Wi-Fi is that the available infrastructure can be used (e.g. customer hotspots, Wi-Fi-capable point of sale systems, routers) - the user only has to activate Wi-Fi on his/her smartphone, a connection is not required.

However, **client-based positioning via Wi-Fi is not supported by Apple devices** - so if you only use Wi-Fi as a positioning technology you will be excluding a large portion of users. Beacons are the alternative. [Read more about Wi-Fi and indoor positioning here.](#)

In addition to making the content available to our users in Google Maps, your indoor map will also be available through the Google Maps APIs for use in your mobile applications or website.



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# User Interview



---

**Difficult and  
time-consuming  
to use Store Map**



---

# Okay with walking along IKEA designated route

- Passing by all the sections
- Do not feel like they are getting good suggestions along the route



---

# **People who focus on efficiency.**

I could only find people who look “free”  
in the store to interview. People who  
focus on efficiency rejected me.



Category	User Pain Points	Recommendations
1) Paper Store Map	Eye search is so difficult	Digital Search in Digital map
	"Search Index" causes a lot of confusion	
	Time consuming to study and find out my route	
2) Existing Mobile App	Info on Mobile App and Store Map are not the same	Synchronize the information architecture
	Info are not navigation-friendly: 1) Which floor is the "section" ? 2) Which items have display? Which items do not have display? 3) Some items miss out the "Take yourself" warehouse numbers	Both address should be available. - If there's no display, inform users. - If stock is on display floor, inform users.
3) Walking the Route	Too much walking. Want to find shortcut sometimes	Automated Route Planning with intelligence to show relevant products
	Force me to walk designated route = Suggest me unrelated items	
	Wrong assumption made me walk a lot!	
	Miss out item easily when I am at the section	Notify users when product is nearby
4) Where am I now?	- Turn left or right? - I am in the section, but where is the?	Map pointer for "Where I am now"
5) Ask Staff	Wait time to ask staff is long	Chatbot

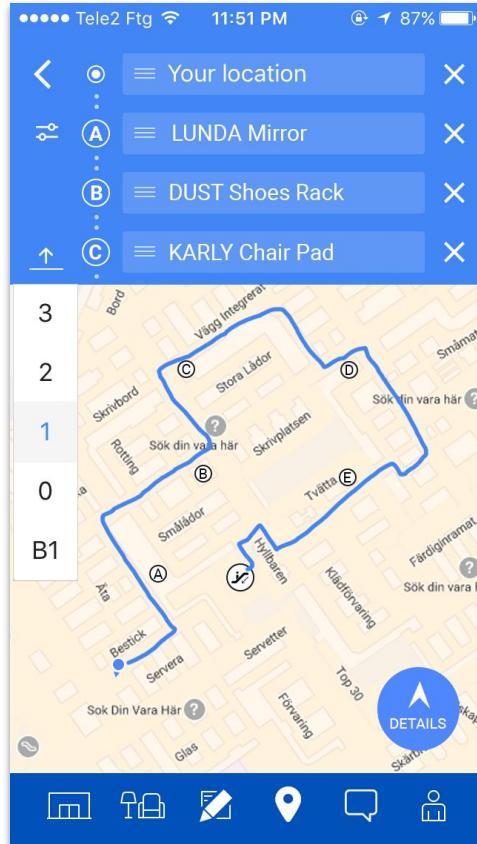
---

## Solution

A photograph showing a person's hands writing in a small notebook with a pen. The hands are positioned over the open pages of the notebook. In the background, there is a green backpack with visible straps and buckles. The overall scene suggests someone taking notes or planning their day.

**Digitalize the  
store map into  
IKEA Mobile App**

# Generate route automatically from Shopping List



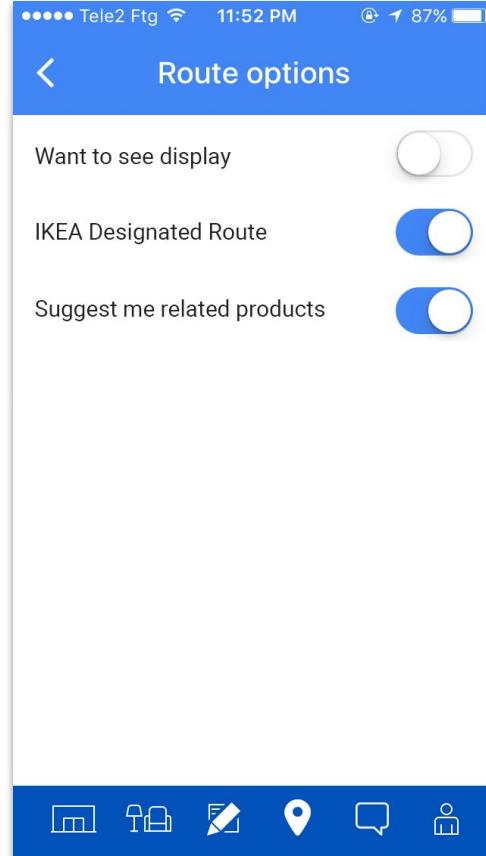
---

# Plan route with filters

1) Filter:

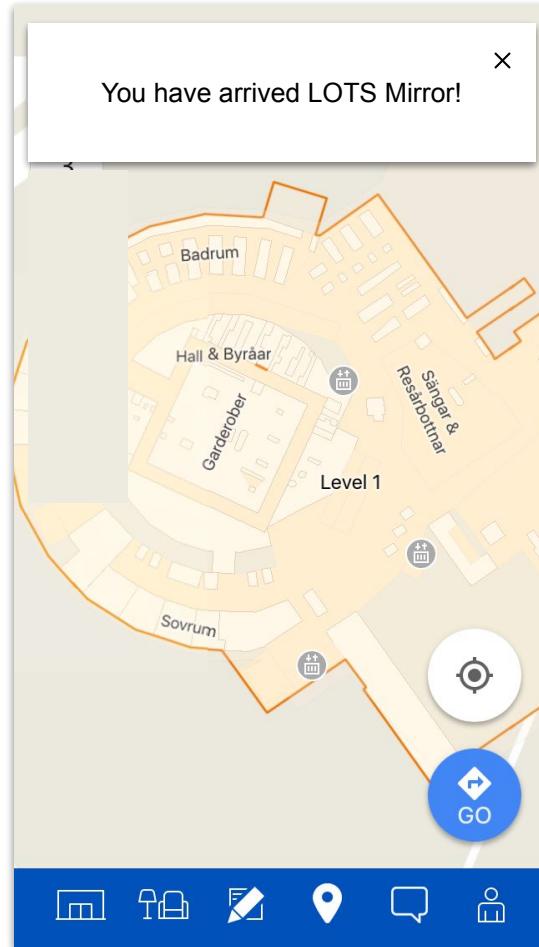
- IKEA Designated Route
- Suggest me related products
- Want to see display
- Want to go to warehouse directly

2) Save route for later use



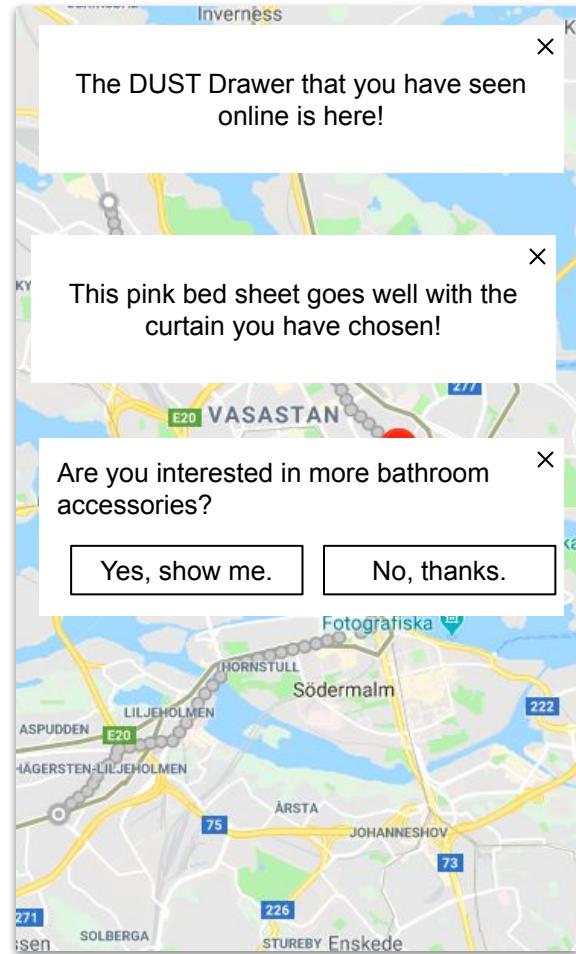
---

# Notify users when product is nearby



---

# Make relevant suggestions



# Chatbot

- Intelligence to answer simple questions
- Can walk around while queuing up for chat agent to answer you
- Serve each customer as VIP
- Show suggestions of what they might like

MENU ▾



Quote

## QUICK QUOTE

GET AN INSTANT QUOTE BY  
COMPLETING THE FORM  
BELOW

Collection Country

Destination Country

Collection Postcode (If Available)

Destination Postcode  
 Chat

☰ Send My Bag Live!

Ellie Customer support  

Yammie Where is LASDAR Sofa? 

Chat started

Ellie joined the chat

Ellie Hello, thank you for contacting the Send My Bag chat service today, how may I help you? 

zendesk

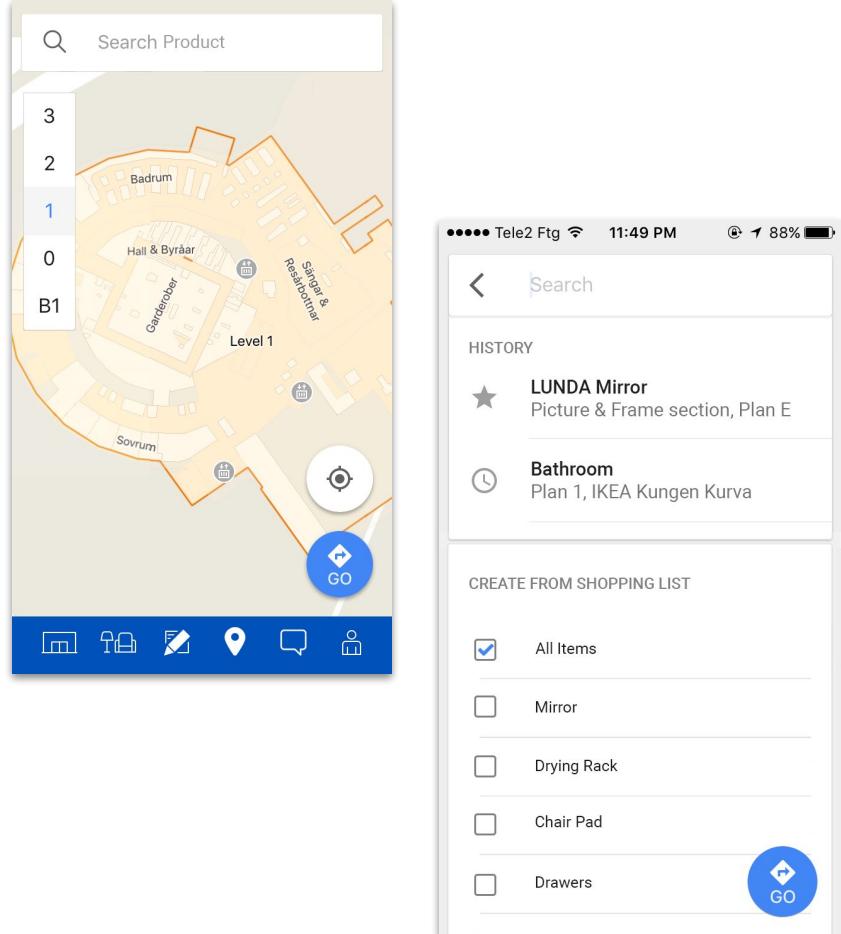
Type your message here 

# Search by

- Product Name
- Product Code
- Section Name

\*Address can look like this:

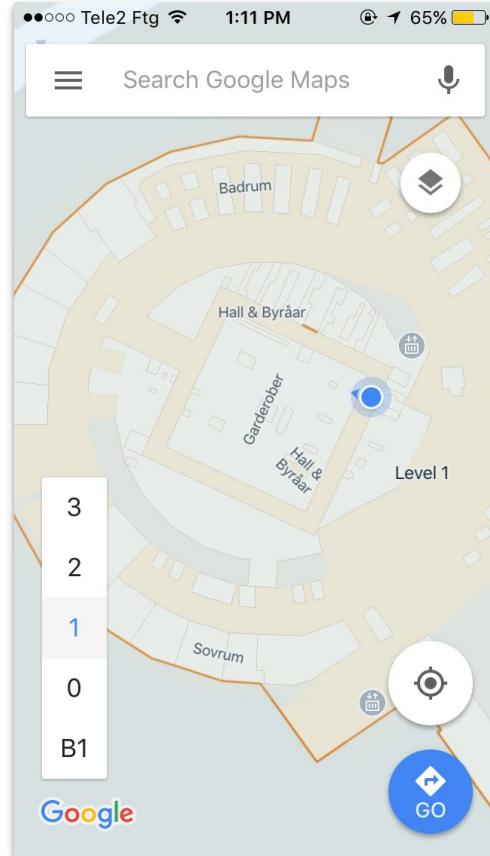
LOTS Mirror,  
Picture & Frame Section,  
Plan E



---

# Where am I now

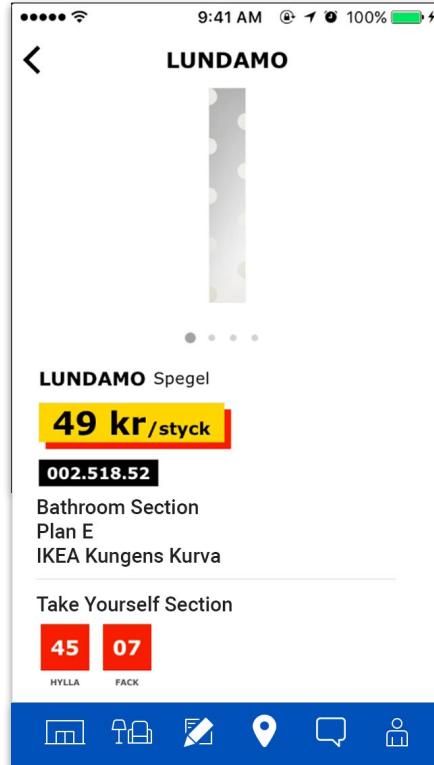
- know whether I should walk left/right (both find product and find section)
- can detect floor



---

# Improve existing App

- both address should be available
- synchronize information architecture





Reduce negative emotions from  
- Get lost  
- Wait to ask staff

- Grab back revenue from “cannot find product”
- Reduce cost for kiosk staff

Reduce negative feeling of  
- being forced to walk

- Customize route for every customer
- Higher chance of buying related products than one forced path

Positive feeling of  
- in control  
- recommended with products I want

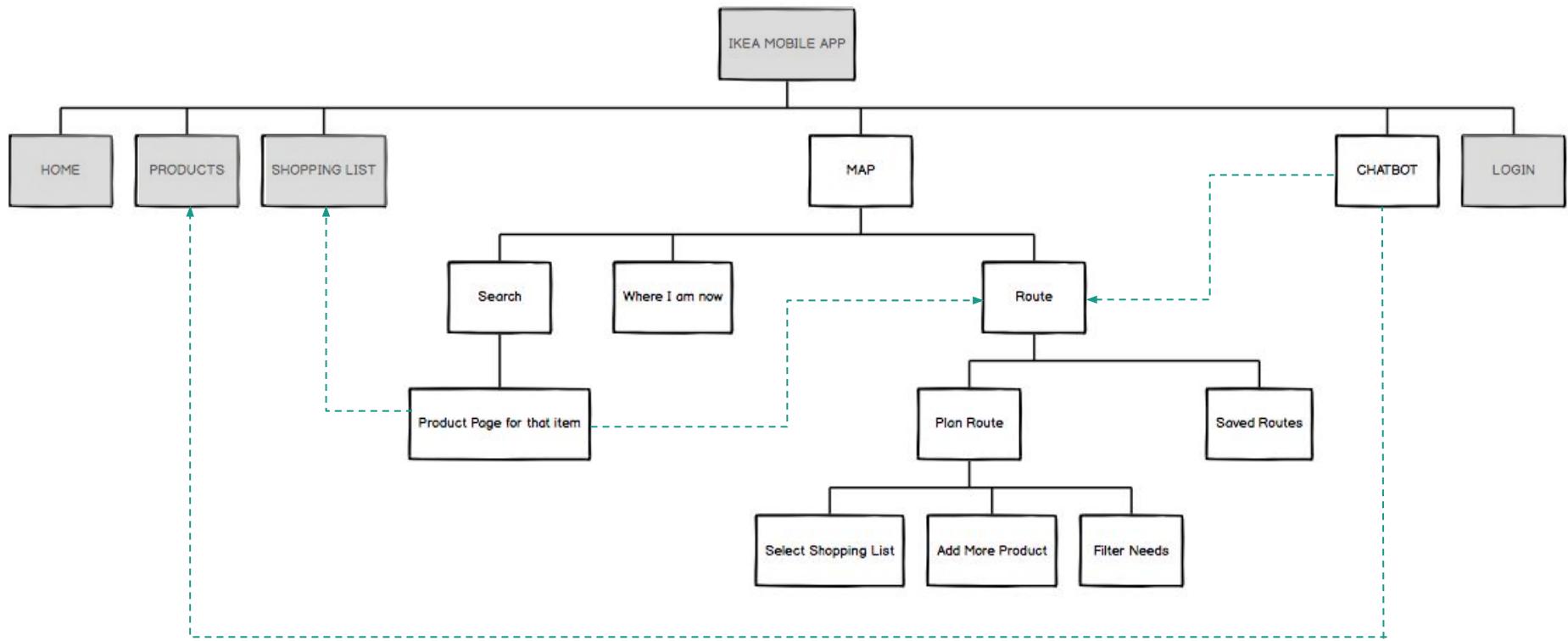
Store customers data for analysis  
E.g. Stay where for the longest time

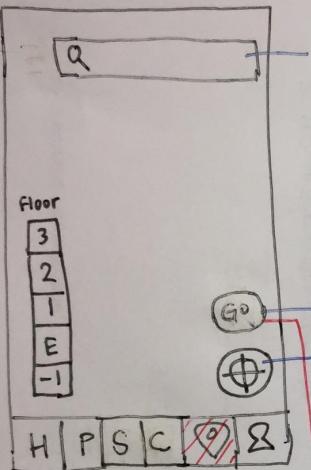
Save time on studying paper map.

Link gap between online & physical store

---

# Wireframes





- Search by
- 1) product name
  - 2) product code
  - 3) section name

Route

Where you are now  
→ Floor  
→ X,y, axis

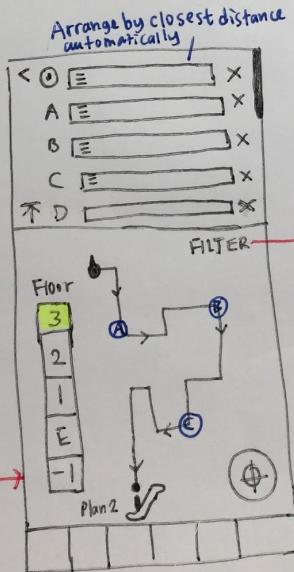
< Your Location

Search Product

Create Route from Shopping list:

- Dry Rack
- Shoes Rack
- Drawer
- Mirror
- Storage
- All

GO



Interactive Paper Prototype:  
<https://marvelapp.com/37h3e6d>

< FILTERS:

- Lorum Ipsum

With IKEA Route

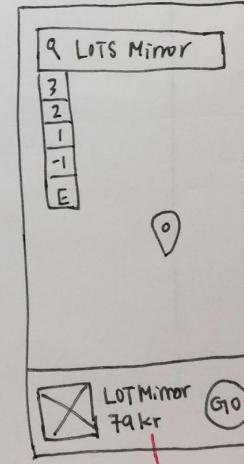
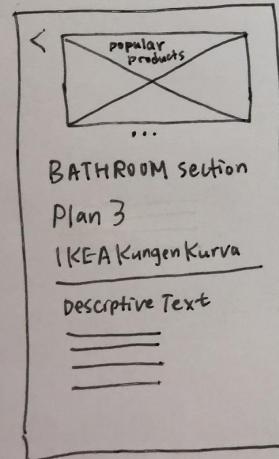
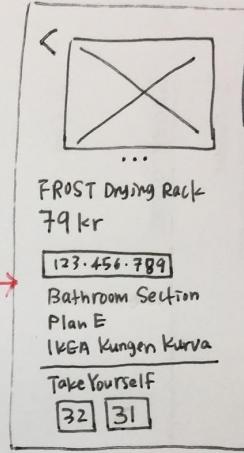
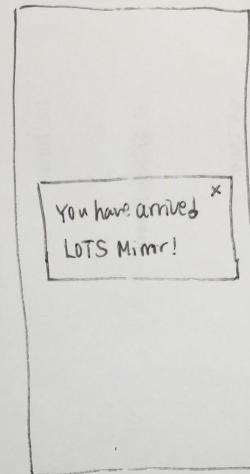
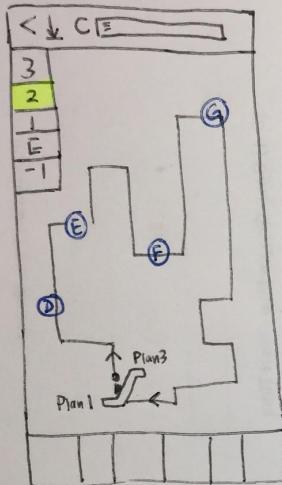
Suggest Products to me

Want to see display

Want to get from take yourself warehouse

Remember Settings

Save Cancel



---

# Demo Prototype

InVision Prototype: <https://invis.io/6SK71VOZ3JM>

# Questions?

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# Design Deliverables:

- Customer Journey by Canvanizer  
<https://canvanizer.com/canvas/rSTqvD6eQPsi7>
- Customer Journey by LucidChart (draft only)  
<https://www.lucidchart.com/documents/view/e243c74c-3303-48bc-baa2-bc24119f0b4c>
- Paper Prototype by Marvel App  
<https://marvelapp.com/37h3e6d>
- InVision Prototype  
<https://invis.io/6SK71VOZ3JM>
- Information Architecture by Balsamiq Wireframes