

IKEA®

HOME COLLAB



CONCEPT

ikea home collab: addressing the 'ikea meltdown'

CLIENT

Ikea: World's largest home furnishing retailer

VALUE PROPOSITION

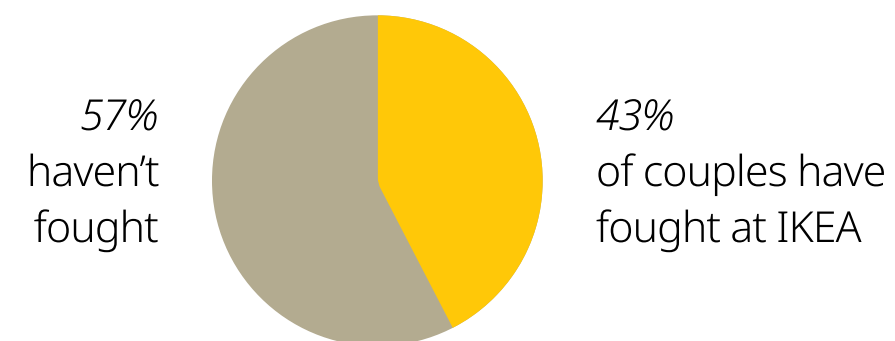
"To create a better everyday life for the many people"

5 VALUES OF A HOME

1. Comfort
2. Privacy
3. Security
4. Belonging
5. Ownership

CONCEPT

ikea home collab: addressing the 'ikea meltdown'



PROBLEM

'Ikea Meltdown': Couples often fight at IKEA.

CAUSES

1. Difficulty balancing each party's needs
2. Stressful in-store experience

*"Ikea is not an errand, it's an **experience** — and part of that experience is **resigning yourself** to the fact that you're going to be there for a **long, uncomfortable period of time.**"*

– Cari Romm, Journalist

framing

How might we **help couples satisfy and address both parties' needs** for comfort, ownership and belonging in their shared living spaces?

problem statement

The project proposes to create an online tool in order to help those living together **create a shared understanding of their home identity** through the curated experiences that IKEA is known for.

value for customers

tangible value

Easy + efficient purchasing

intangible value

Interesting shopping experience

Addressing emotional needs

Confidence in product selection

aspirational value

Personal, curated experience

Increased self + social perception

benefit for ikea

increased revenue

Increased customer retention, product sales, and customer acquisition

reinforcing brand pillar + position

Reinforcing themselves as the innovator in defining life at home

Anna

A woman in her mid 20's who is moving in with her boyfriend John for the first time to their new rented apartment in the city.

goals

Create a collective sense of home and identity for their new apartment

Decide on & purchase decor without fuss

needs

Be able to discern if a product fits their style and how it can enhance her space

To balance her needs with John's and be on the same page with him

pain points

Tiring debates cause her to compromise

Difficulty visualizing how online products can be styled and fit into her home

behaviours

Looks for decor inspiration on Instagram or Pinterest

Consults John when making decisions



user journey map

concept

persona + user journey

decisions

RESEARCH

AWARENESS

BROWSE

CONSIDERATION

DECISION

ACTIONS

Find home decor inspo on Pinterest+Instagram

Google popular brands that sell home decor

Go to IKEA and browse

Pick items she's interested in buying

Settle on items to buy

THOUGHTS

"I wonder if I'm actually going to be able to achieve this look."

"I wonder where that item is from."

"Let me ask John what type of decor he's into"

"Oh, IKEA sells a lot of affordable decor."

"I'm not sure if they'll have anything I like though."

"I'll ask John if he wants to check out IKEA."

"I hope we can be done in an hour or two.."

"There's so much to choose from, where do I even start?"

"I'm getting a slight headache."

"That's cute. I wonder if I can make it work."

"Let me check my Pinterest board again."

"Why doesn't John get what I'm going for even though I showed him my Pinterest board?"

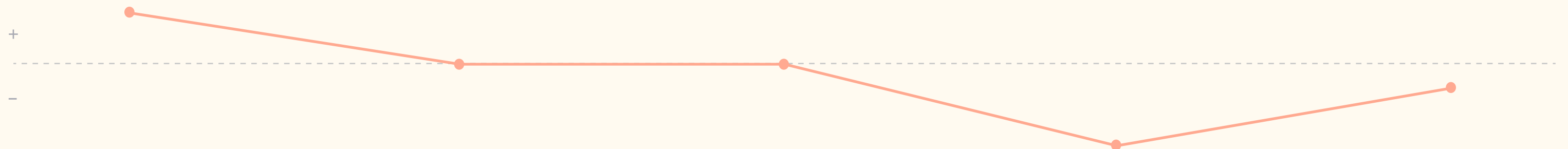
"I'm compromising with him, so why can't he do the same for me?"

"It took so long just to pick these few items.."

"They're not exactly what I wanted but I guess they'll have to do for now."

"Maybe we can just replace it later when John gets tired of them."

FEELINGS



TOUCHPOINTS

Google
Pinterest
Instagram

Google
Ikea website

IKEA Store

IKEA Store
Pinterest

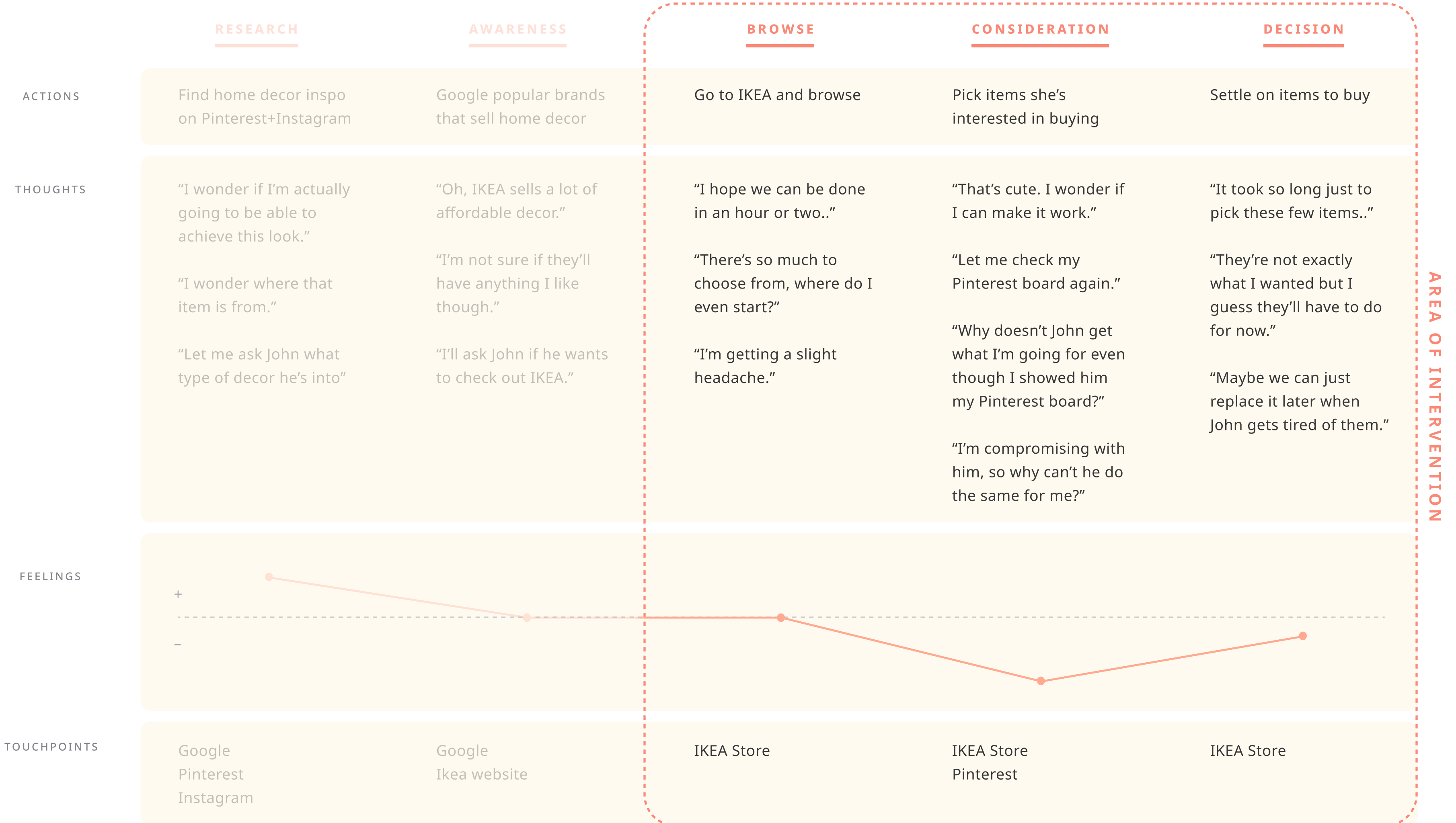
IKEA Store

user journey map

concept

persona + user journey

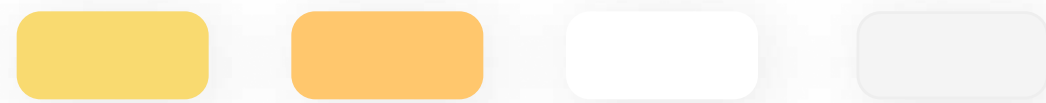
decisions



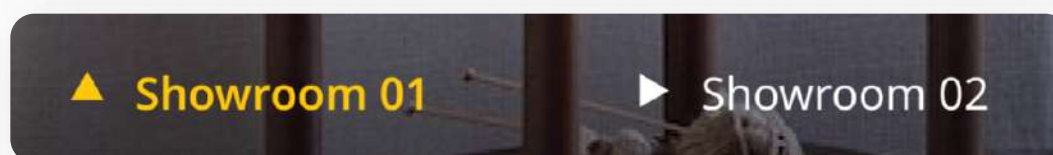
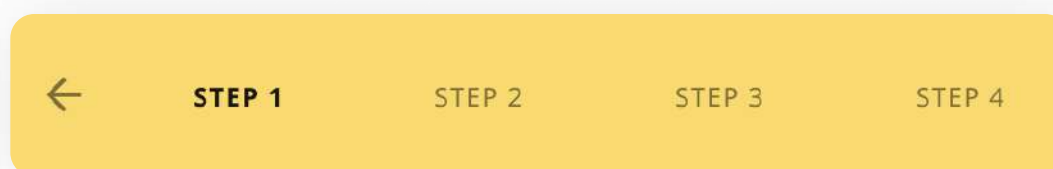
AREA OF INTERVENTION

art direction: visual design

color palette – toned down IKEA yellows provide friendliness + familiarity



UI – uphold IKEA's minimalistic brand while elevating sophistication for perception



imagery – emphasis on real images and illustrations for clearer communication



Cozy and Inviting

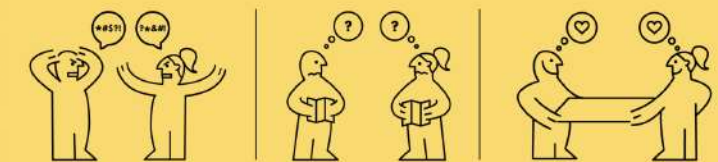


Rustic and Warm



Review the products you both liked

Hang tight, we're formulating the perfect style for both of you!



Did you know? 57 per cent of couples have gotten into an argument while shopping together.

art direction: content design

language + tone – *relaxed and friendly to prevent stress, highlight collaboration, and create engaging experience*

Hej!
Let's get to know you.
What's your name?

The Happy Middle:
Contemporary



**You both decided on:
Contemporary!**


Hooray for teamwork! With that settled, you two can now explore some curated showrooms that we think you'll both love. Hover on items to add them to your wishlist and when you're ready, click the 'I'm done browsing' button.

**Congrats on your teamwork,
Anna & John!**

With both of your efforts, you're one step closer to your dream living room! Living rooms are the heart of the home, so it's important to us that you're both happy about your space.

predictable entry points

hamburger menu

× 

Products

Rooms

Holiday

SALE

Inspiration

New Lower Price

What's New

The Winter Shop

Guides to Sustainable Living

Track and manage my orders

My Profile

IKEA Home Collab


IKEA Services

IKEA Family

IKEA for Business

Customer Service

Jobs

English ▾  Change country

footer

Shop & Learn

IKEA Apps

Find a location

IKEA Services

IKEA Catalogue

IKEA Family

IKEA for Business

IKEA Planners

IKEA Home Collab


Buying Guides


Gift Cards


Payment Options


home decor page


Home décor


 Flower pots & stands


 Candle holders & candles


 Wall décor


 Mirrors


 Plants & flowers


 Vases & bowls


 Storage boxes & baskets


 Clocks

 Decorative accessories

 Home fragrance

 Noticeboards

 Paper shop

 Holiday decoration

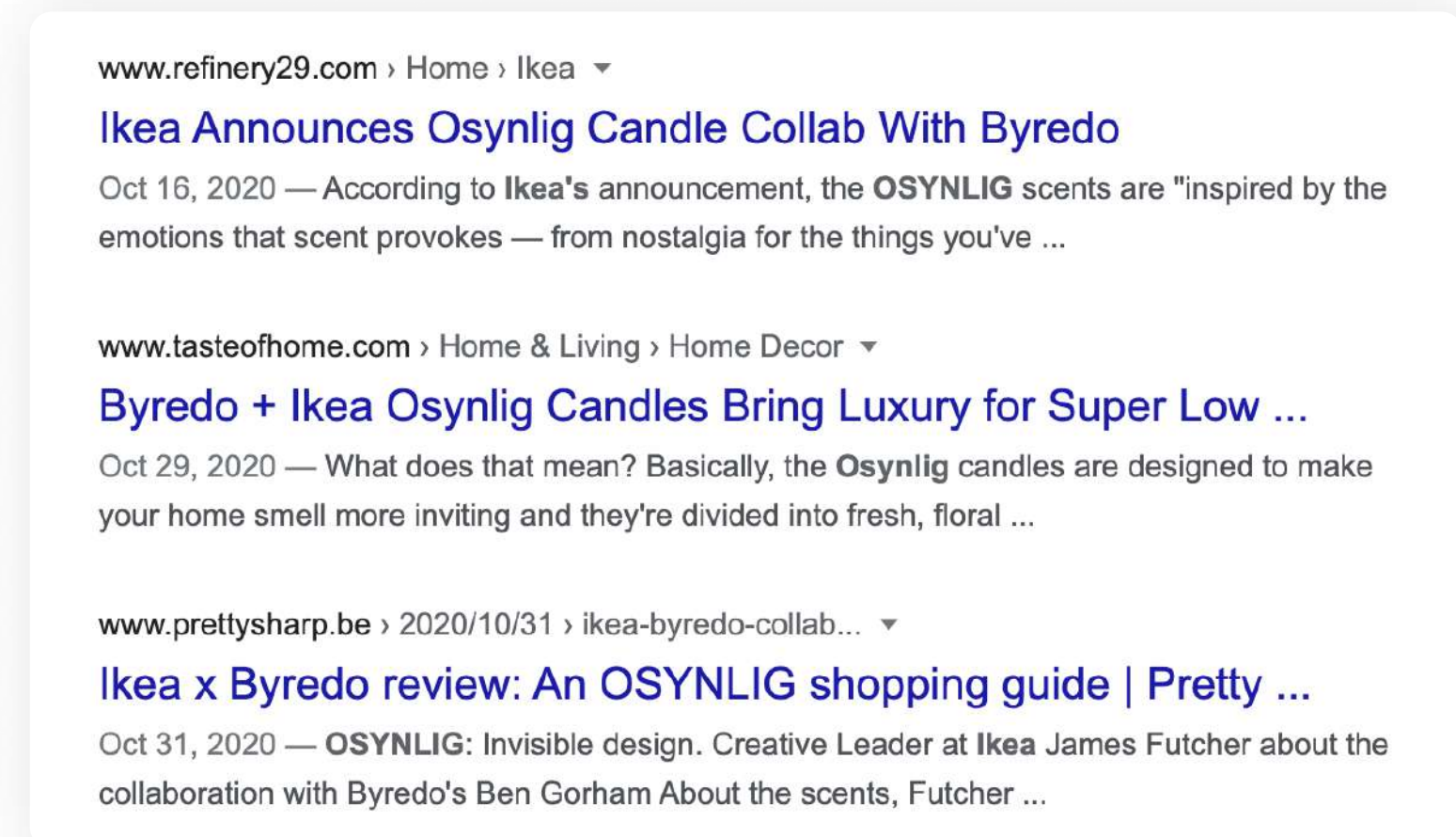
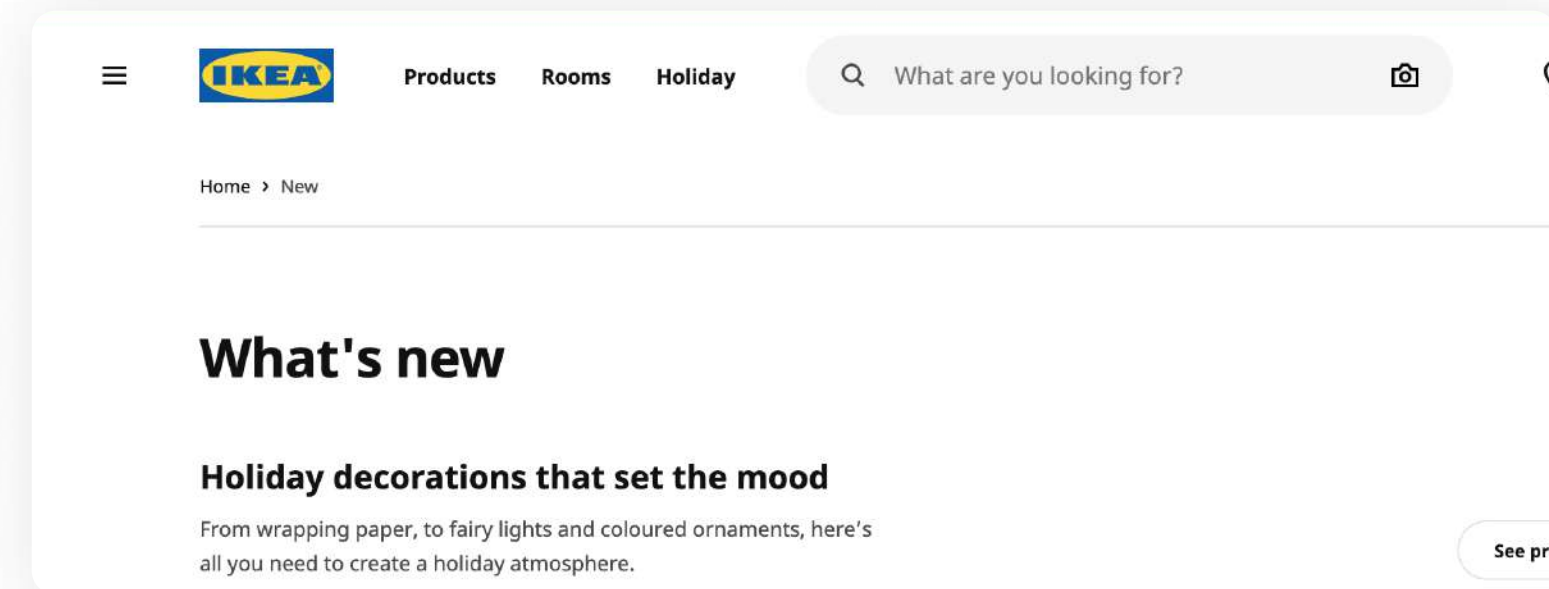
Decorating together can be stressful - but it doesn't have to be

Have different tastes? We can help. Explore how IKEA Home Collab can help find the perfect middle ground between two styles.

[Learn more](#)

awareness for home collab: now + future

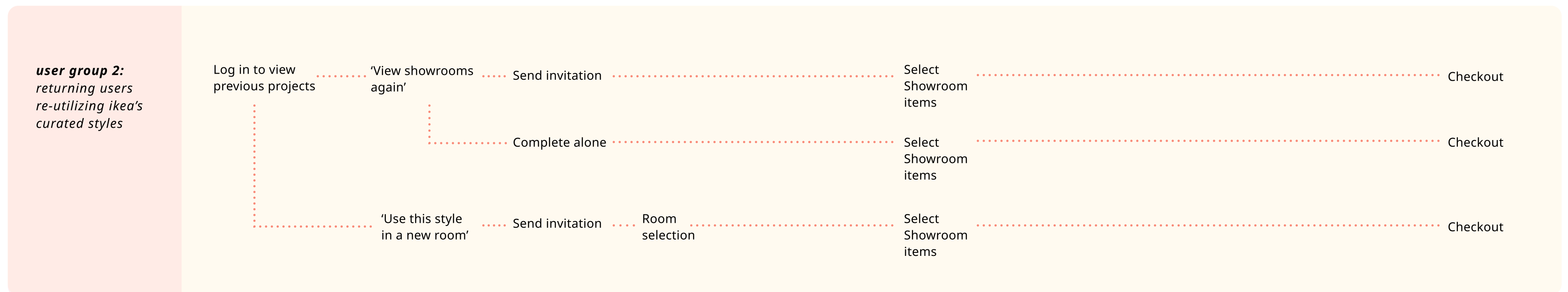
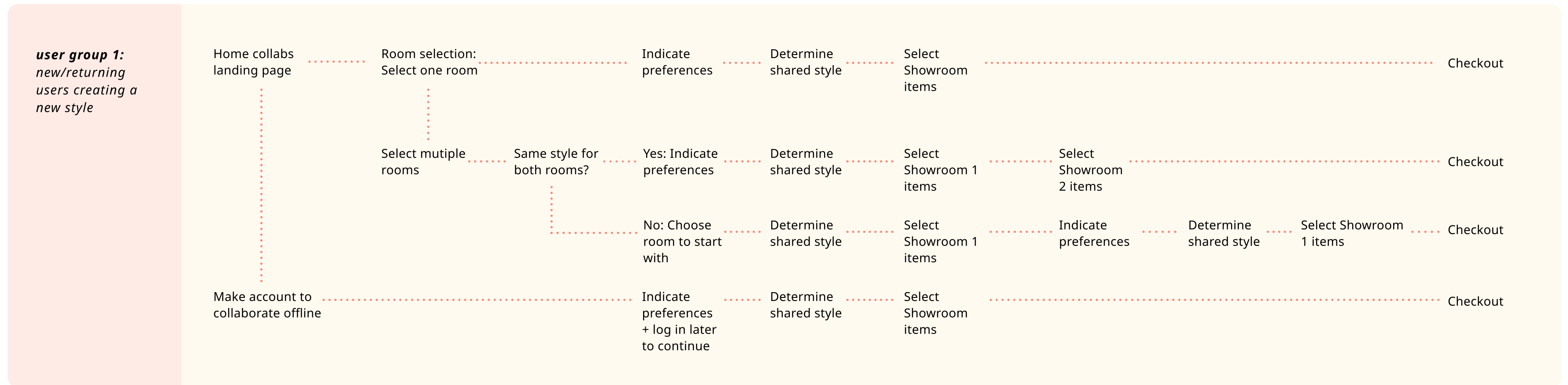
currently – reliance on 'News' section + online articles for publicity



future – in-store touchpoints



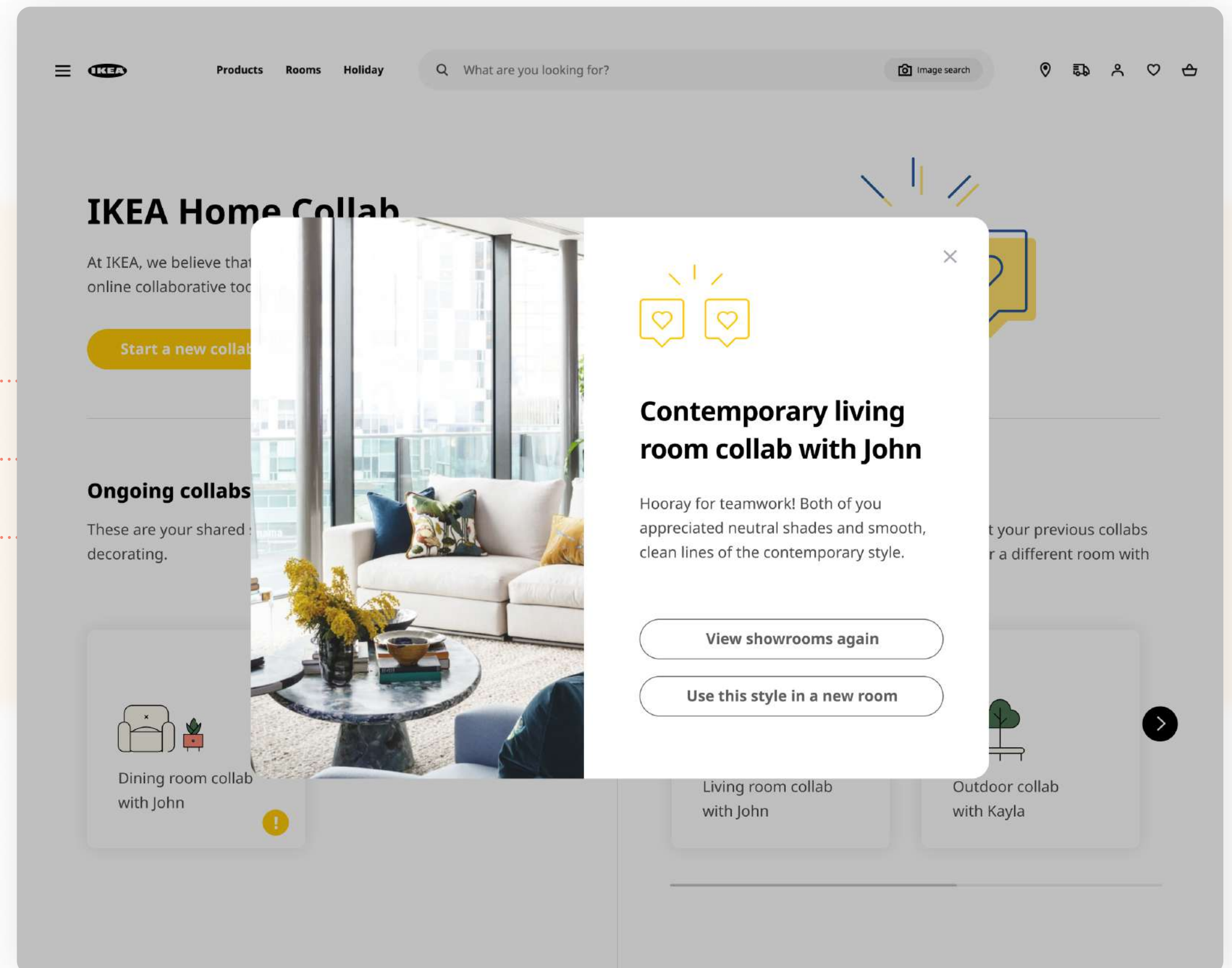
user flow map: user autonomy



user autonomy: new vs. returning users

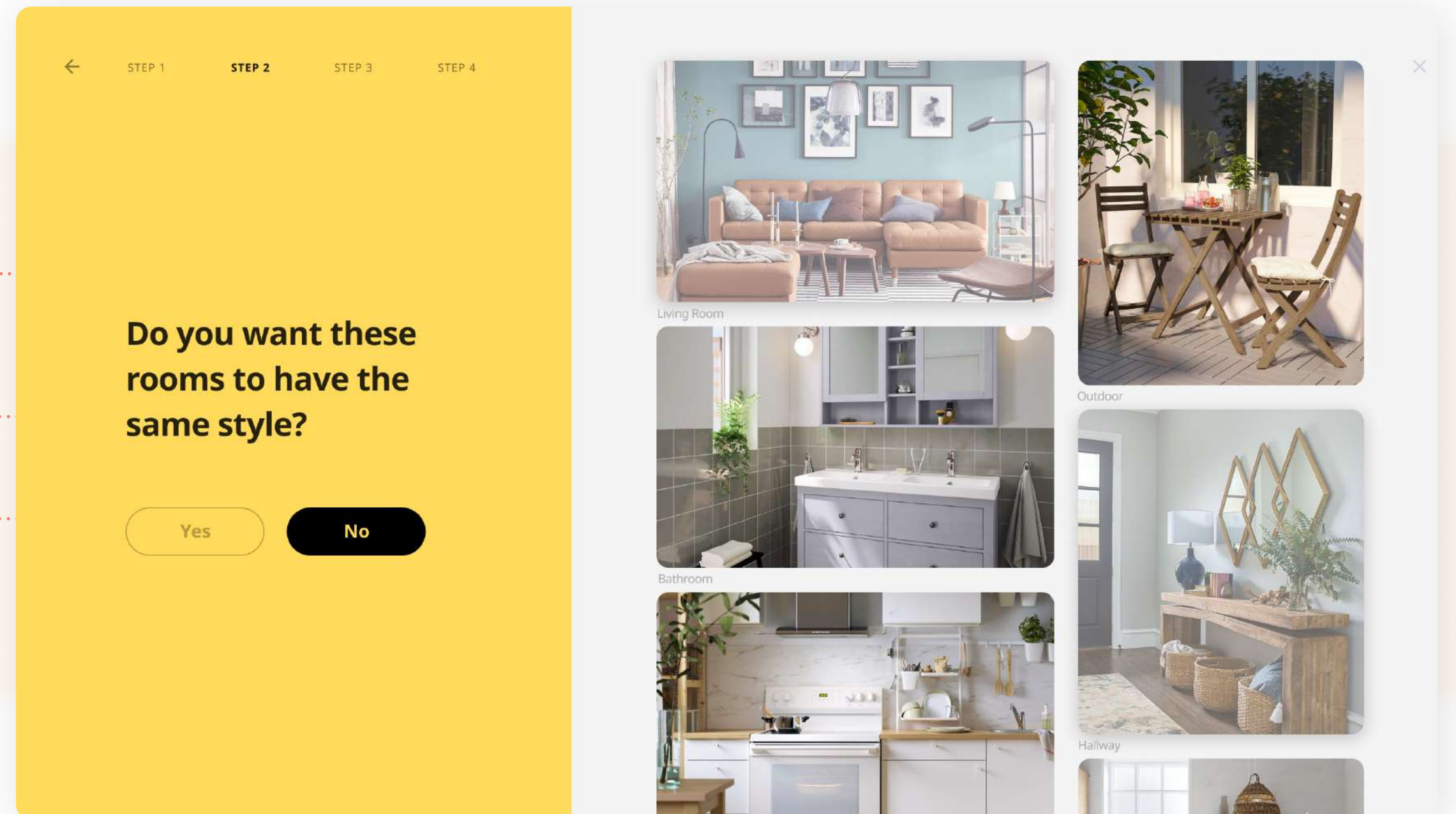
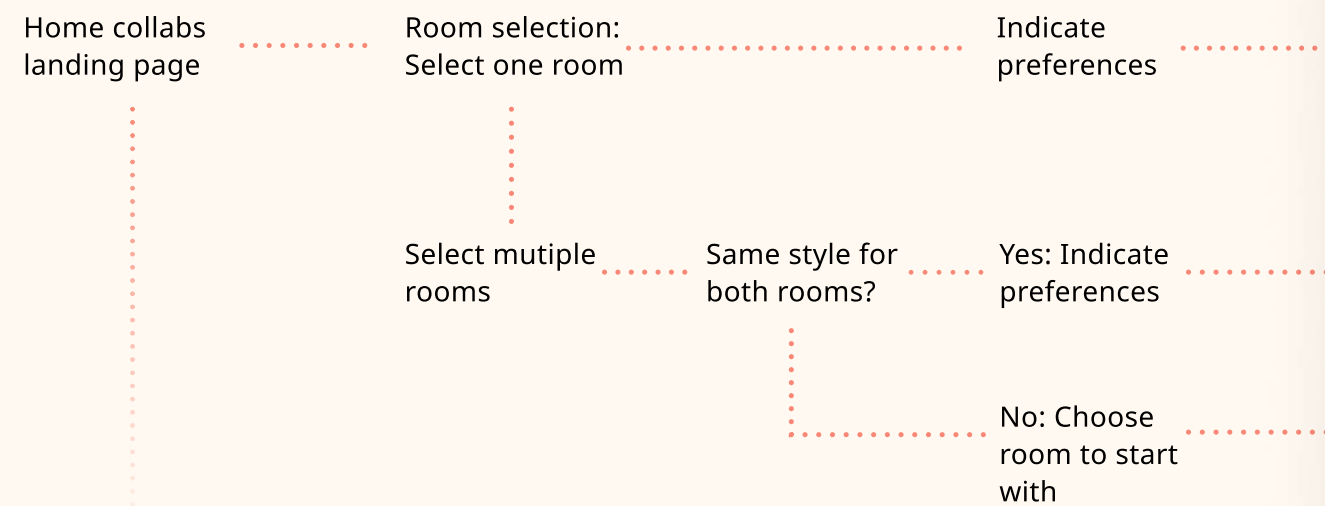
home collab dashboard – for those with IKEA accounts to return to ongoing/previous collabs

*user group 2:
returning users
re-utilizing ikea's
curated styles*



user autonomy: multi-room selection

multiple room selection – allowing customers to shop for multiple rooms with either the same or different styles



user autonomy: multiple style selection

On the minimal side:
Mid-Century Modern

This style uses organic shapes and bold accent colors for a slightly whimsical feel.

Although more alike to your partner's preference for uncluttered, clear spaces, the use of patterns as accents may be the spark you're looking for!

I want this style!

Style Spectrum:
Anna & John

Based on both of your preferences, here is how your styles align! Check the box to let us know which styles you love, and we'll propose them to your collaborator.

Style(s) you'd like for your space (2)

- Contemporary
- Mid-Century Modern

[Not quite right, retry](#) **Next**

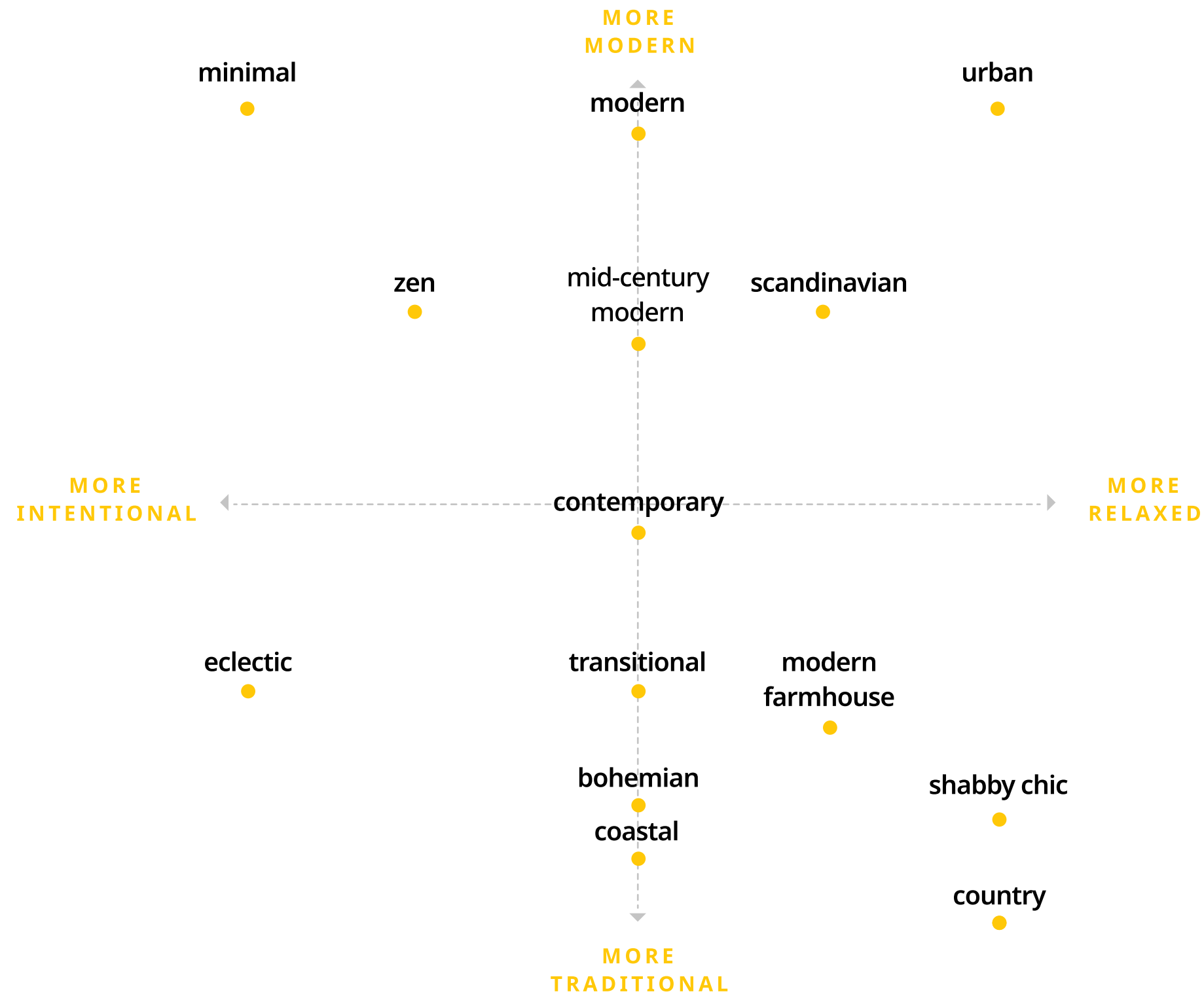
multiple style selection – for the indecisive and the open-minded

Based on both of your preferences, here is how your styles align! Check the box to let us know which styles you love, and we'll propose them to your collaborator.

Style(s) you'd like for your space (2)

- Contemporary
- Mid-Century Modern

side note: style spectrum



- ✓ **Styles we offer (14)**
- Mid-Century Modern
 - Scandinavian
 - Bohemian
 - contemporary
 - Modern
 - Shabby Chic
 - Minimal
 - Coastal
 - Modern Farmhouse
 - Transitional
 - Country
 - Asian/zen
 - Urban / Industrial
 - Eclectic

- ✗ **Styles that are not possible:**
- Traditional, french country
 - Art Deco
 - Hollywood Regency

user autonomy: payment options

multiple payment options – *accommodating couples' payment preferences*

3

How would you like to pay?





Pay for all

Split bill

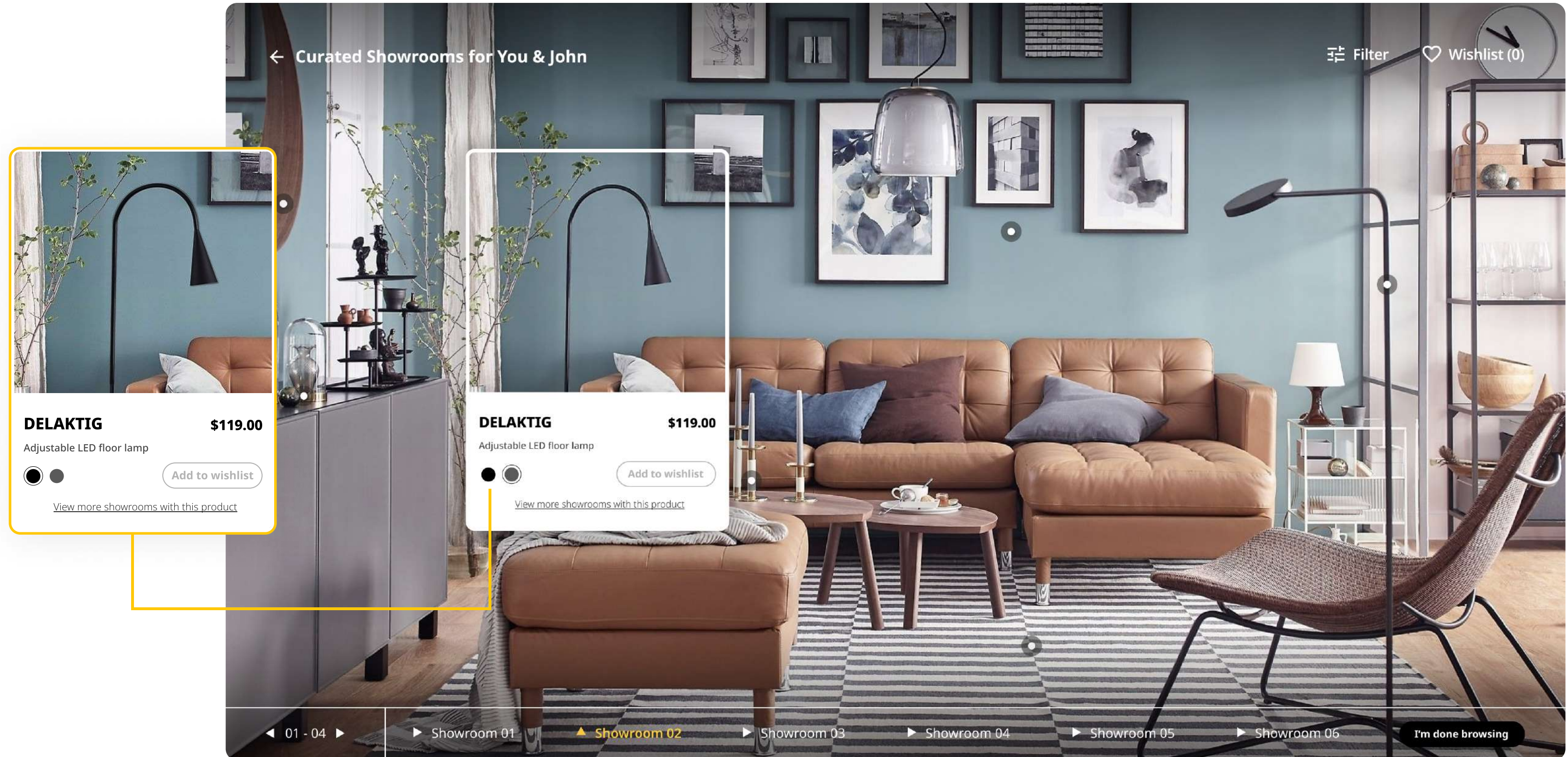
Split bill in half

Split bill by products (incl. deliver fee & tax)

Select the products you wish to pay

<input checked="" type="checkbox"/>		1 x FEJKA	\$69.99
<input type="checkbox"/>		1 x INVÄNDIG	\$5.99
<input type="checkbox"/>		1 x GRÖNBY	\$79.99
<input type="checkbox"/>		1 x LAGRAD	\$39.99
<hr/> Subtotal			\$69.99

curated virtual showrooms



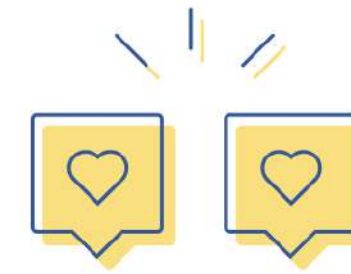
collaborative consolidation

Items they both added to their wishlists during browsing

Other items their collaborator has in their wishlist

More products based on the ones they liked + their style

Congrats on your teamwork, Anna & John!



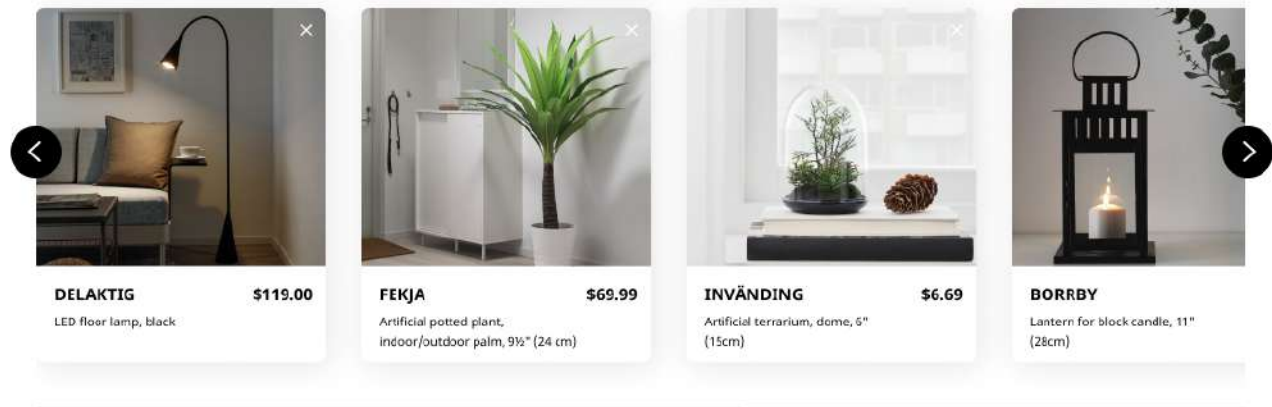
With both of your efforts, you're one step closer to your dream living room! Living rooms are the heart of the home, so it's important to us that you're both happy about your space.



Review the products you both liked

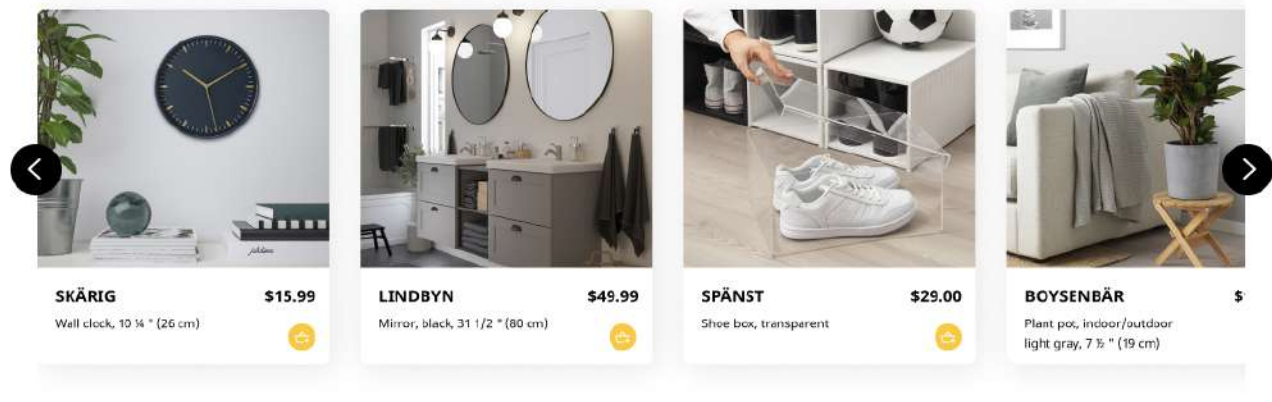
Great minds think alike! When you're ready, proceed to checkout and we'll add them to your cart.

Proceed to Checkout

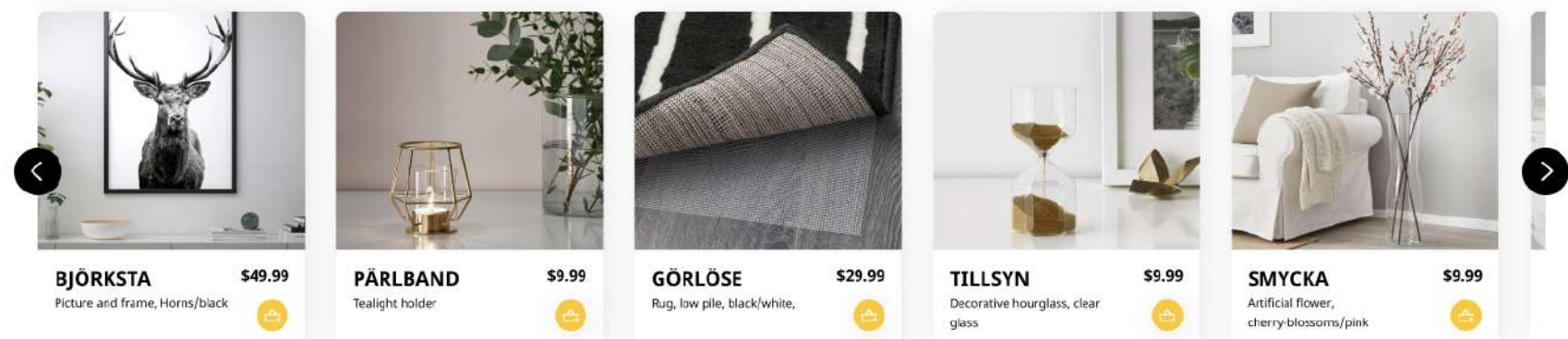


Review John's Wishlist

These are the items that John liked that you might have missed. How about taking another look?



Missing something? We've got you. Complete your space with these other popular items.



IKEA®

HOME COLLAB

