

SEP 2019 • HARNESS PROJECTS

IKEA UX RESPONSE

Margie Jape



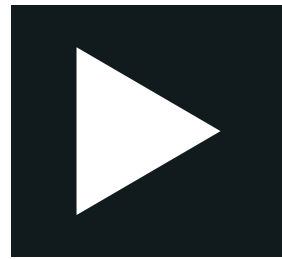
IKEA FURNITURE LEASING PROGRAM

BRIEF RECAP

- **Research and report on insights from behaviours of university students.**
- **Identify what may motivate them to partake in a leasing program with IKEA.**
- **Design a digital concept that aims to engage this user group with a usable and efficient IKEA product leasing process.**

BUSINESS CHALLENGES

To enable products to be adapted for longevity and encourage the reuse of IKEA products with the ambition to transform the business into a circular economy.

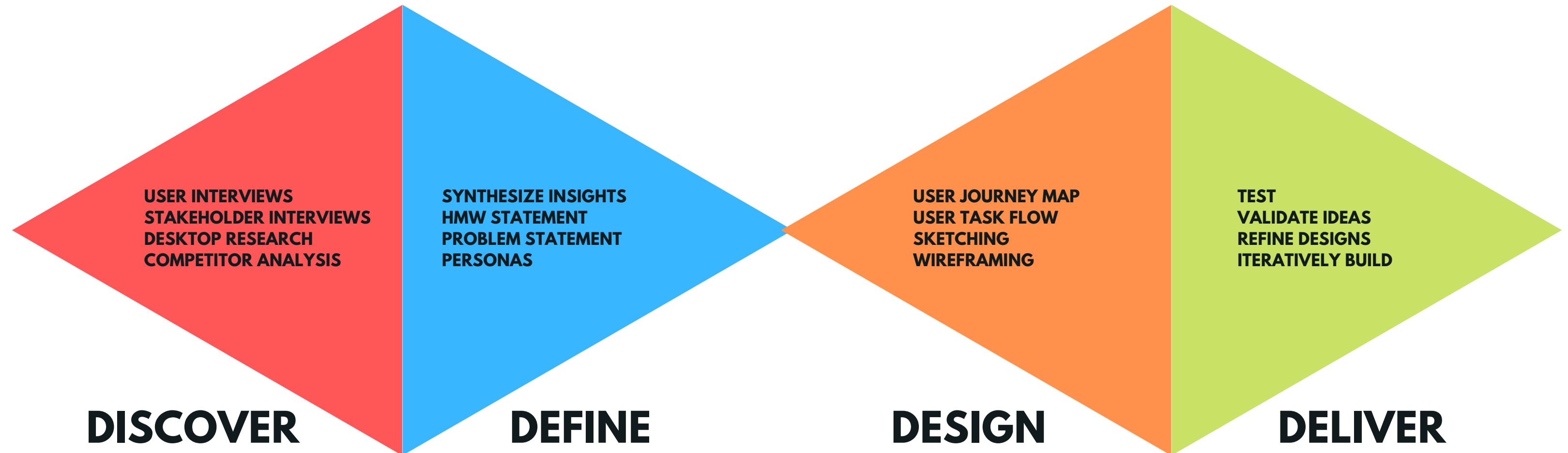


USER CHALLENGES

Student renters have trouble with seasonal wastage when they transition from property to property and no longer need their furniture.

Situation

DESIGN THINKING APPROACH



How might we...

Reduce seasonal wastage and increase product longevity through the re-use of IKEA products.

Encourage the re-use of IKEA products and make the process accessible and viable.



Research objectives

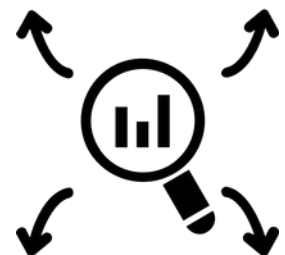
- **Discover how students currently source their furniture for student living.**
- **Gain an understanding of the student rental and leasing market.**
- **Explore student's feelings and behaviours towards sustainability, used / refurbished items.**
- **Explore student's understanding of a circular economy.**



**4 x 1:1 user
interviews with
university
students**



**Desktop
research**



**Competitor
analysis**

Key research methods

KEY INSIGHTS

AWARENESS

Little awareness of furniture rental being an option.

PRICE

Price driven and price conscious because of tight budgets.

REFURBISHED

Open to or have experience purchasing off Gumtree and Facebook Marketplace.

MAKE IT EASY FOR ME

Expectations when paying for a service.

PRE-FURNISHED

Most student accommodation comes pre-furnished.

QUALITY

Quality, durability and comfort is of high importance.

FLEXIBILITY

Is extremely important. Adverse to 'lock in contracts'.

WHAT'S IN IT FOR ME?

Reward systems for doing something right or doing good.

**I want furniture
that can be
adaptable and
work in any
home.**

**It's difficult not
being able to try
before you buy,
how do I know if
it will fit?**

**I want to know
where the materials
have come from.**

**I want something that
looks good, is
comfortable and not
spend too much
money.**

**Am I
guaranteed
good quality?**

**I want to be
able to see
the difference
that I make.**

QUOTES

COMPETITORS

2 main competitors only.
Servicing BNE, SYD, MEL.

GOING GREEN

Paperless. Keep cups.
Green bags.

COMMONALITY

Travel. Time driven.
Transitory.

RENTING VS BUYING

Price. Price. Price.

CIRCULAR ECONOMY

Unilever - Less plastic,
Better plastic and No
plastic.

SUBSCRIPTION SERVICES

The use of viral marketing
for awareness and
engagement.

WHAT'S THE VALUE

Value isn't so obvious for
a student renter.

MEASURABLE

Show impact, progress
and outcomes.

**OBSERVATIONS
&
ASSUMPTIONS**



PERSONA #1

Nomad Nellie

- 28 years old
- Temporary Working Visa from UK
- \$75K
- Marketing Agency (12 Month Contract)
- Travelling around Australia
- Moving into a 2B apartment in Brunswick with her boyfriend Jimmy

BEHAVIOURS

- Enjoys bars, concerts, nightlife and meeting new people
- Frequent traveller
- Important to live more sustainably and be environmentally conscious

PAIN POINTS

- No strings attached
- Living a busy lifestyle, burning the candle at both ends at work and socially
- Wants to do more to contribute to a greener planet but there's only so many options

NEEDS AND GOALS

- Flexibility, she doesn't plan on staying in one location beyond 12 months.

SCENARIO

Nellie is currently finishing up a contract in Sydney and is moving to Melbourne in four weeks time to start a new 12 month contract.

She needs to furnish her new Brunswick apartment but doesn't know many people in Melbourne so asks advice from friends about where to find furniture.

She needs flexibility and a solution that is quick, smart and easy. Nellie needs furniture delivered promptly so she can start her new life in Melbourne as quickly as possible.

Nellie feels overwhelmed but excited.

THE TRANSITORY TREND

Opening up the opportunity to renters in the 'transitory stay' situation - Students, working visas, secondments interstate, nomads.

EDUCATE & EMPOWER - PEOPLE & PLANET POSITIVE

Not only making it easier for users to participate in a leasing program but educating them about the benefits. Enabling users to share and educate others about the program but also rewarding them for it.

MODULAR SERIES

Purpose built furniture for the rental program- allows for a multitude of configurations to be created and allowing the program to be more cost efficient and non-comparable to items for purchase.

BUILDING A BUSINESS FROM WASTE

Allowing all IKEA customers to participate, allowing them to return unwanted furniture (that isn't suitable for Take Back) which is then recycled and refurbished for the Modular Series.

INTRODUCING

IKEA

loop



VALUE PROPOSITION



SIMPLE

STRESS-FREE

FLEXIBLE

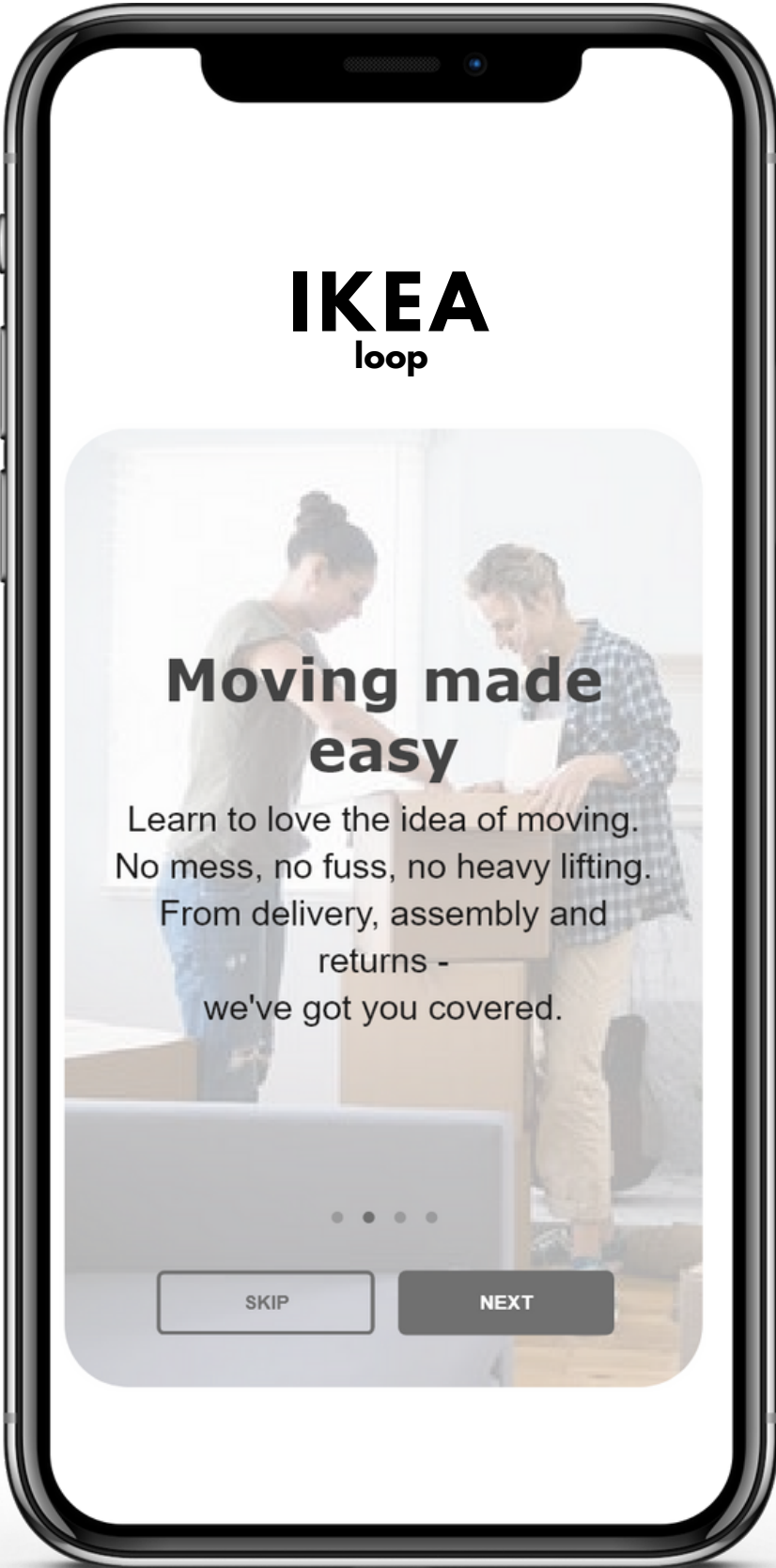
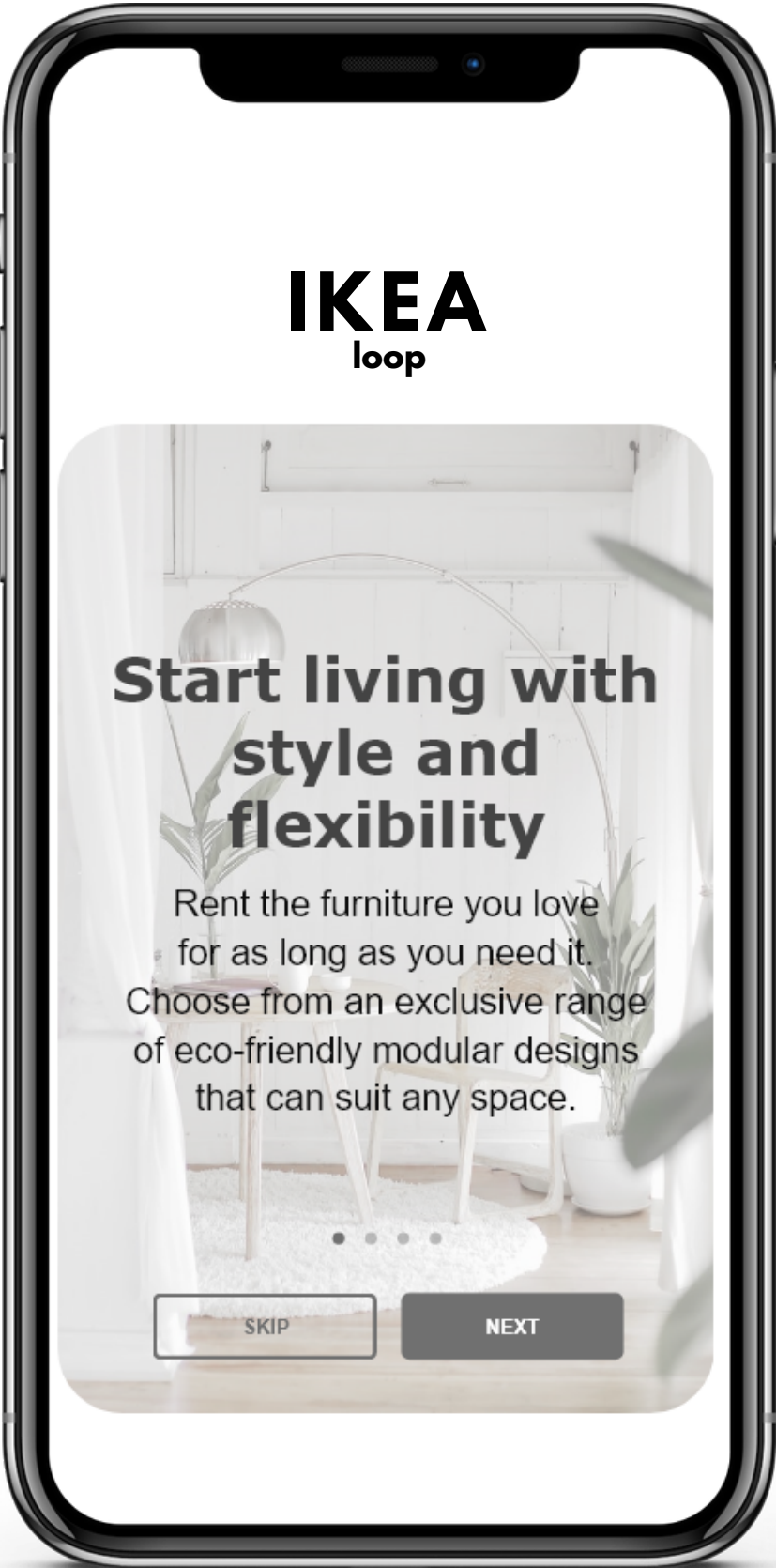
AFFORDABLE

DELIVERS QUALITY

SMARTER LIVING

SUSTAINABLE

PROTOTYPE - ONBOARDING



PROTOTYPE - SIGN UP

←APPLICATION STEP 1/4≡

Create an Account

Nellie NomadFull Name

nomadnellie@mail.comEmail

01/01/2001Birthday

123 Brunswick Road, BrunswickAddress

.....Password

→

🔍🔔❤️🔗👤

←APPLICATION STEP 2/4≡


Leasing terms

Length of lease

6 monthsOther

Identification validation

PASSPORT UPLOADED!

Scan another

CONTINUE

🔍🔔❤️🔗👤

←APPLICATION STEP 3/4≡

Payment information

PAYMENT FREQUENCY

☐ Weekly\$0.00

☒ Fortnightly\$0.00

☐ Monthly\$00.00

CARD NUMBER

1234 5678 1234 5678

CARDHOLDER NAME


Nellie Nomad

EXPIRE DATE



00 / 20

CVV

123

Scan card

☐ SAVE CARD



CONTINUE

🔍🔔❤️🔗👤

←APPLICATION STEP 4/4≡

Confirm details


DELIVERY AND BILLING DETAILS

123 Brunswick Rd, Brunswick
VIC 3057

PAYMENT DETAILS

XXXX - XXXX - XXXX - 5678

ORDER

The Minimalist Package
Coupon code: AL3XBST

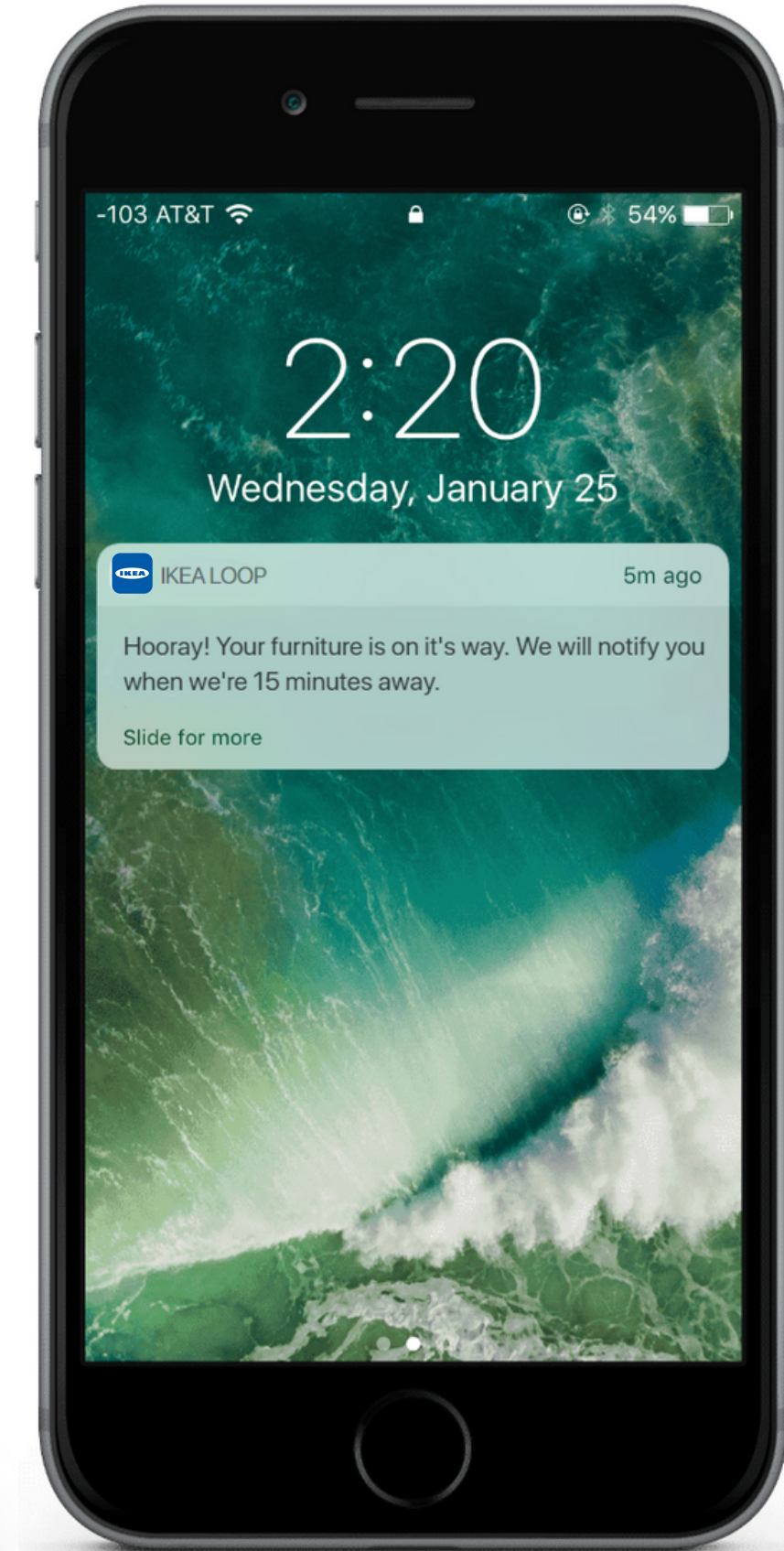
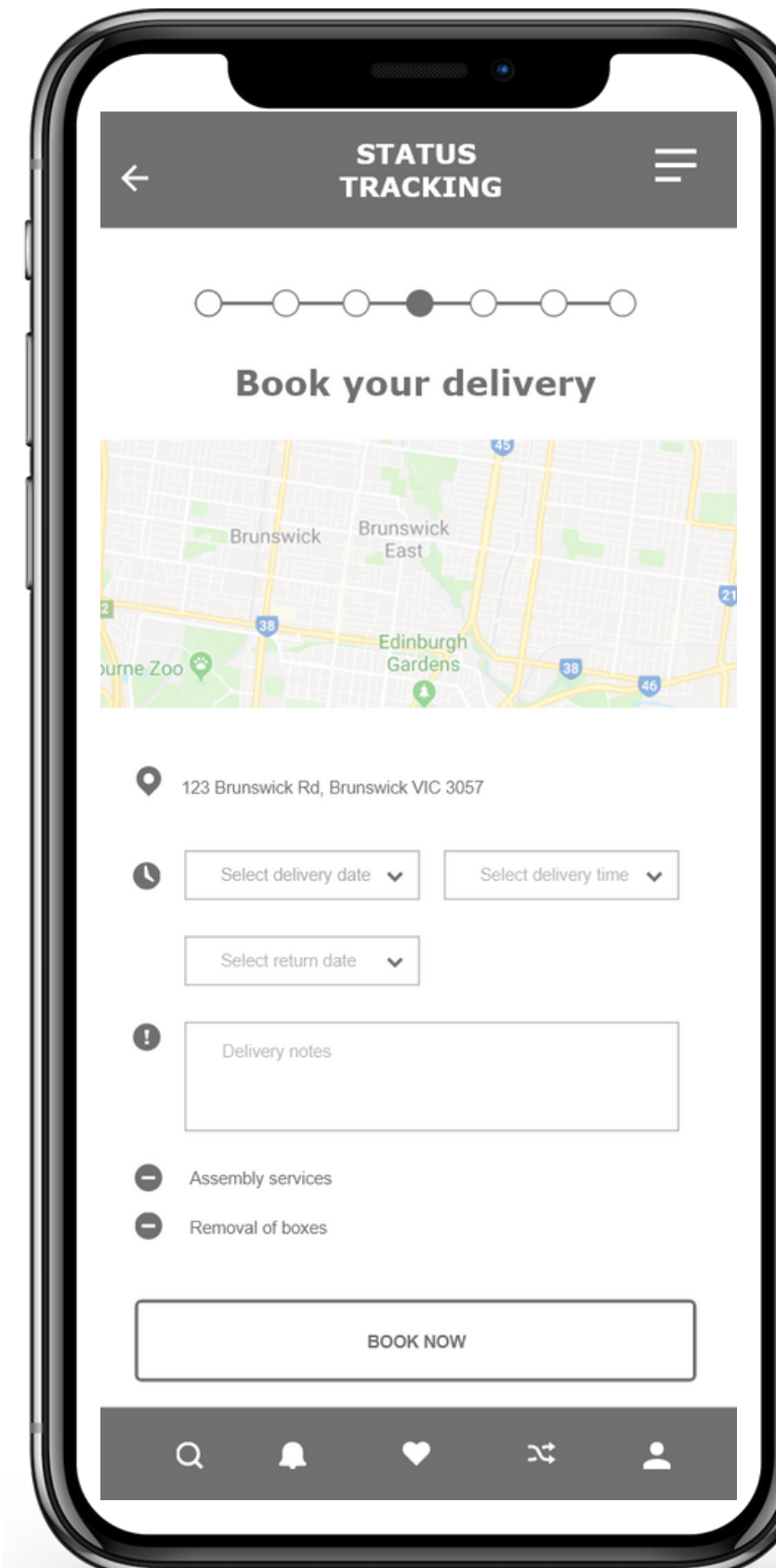
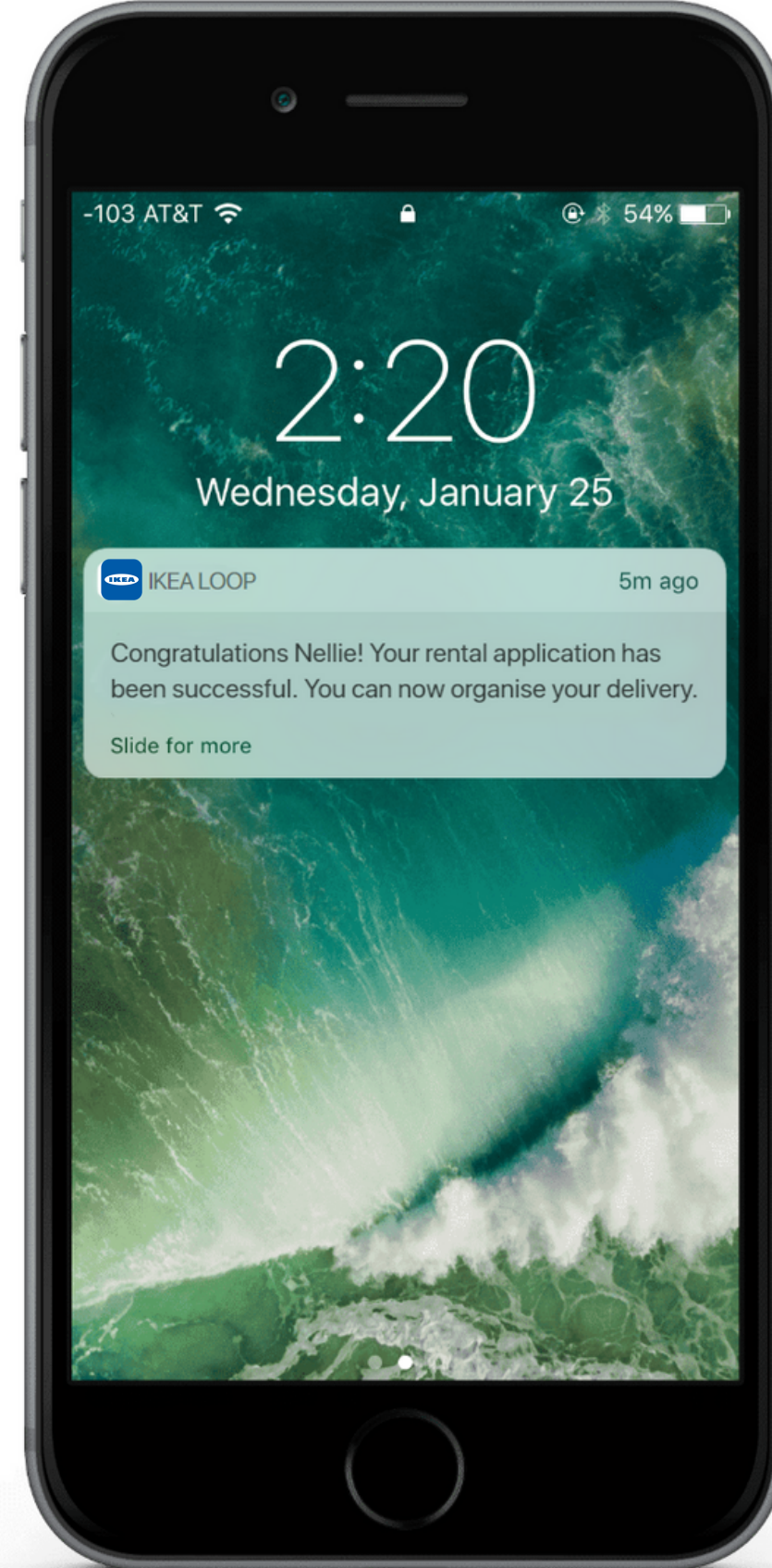
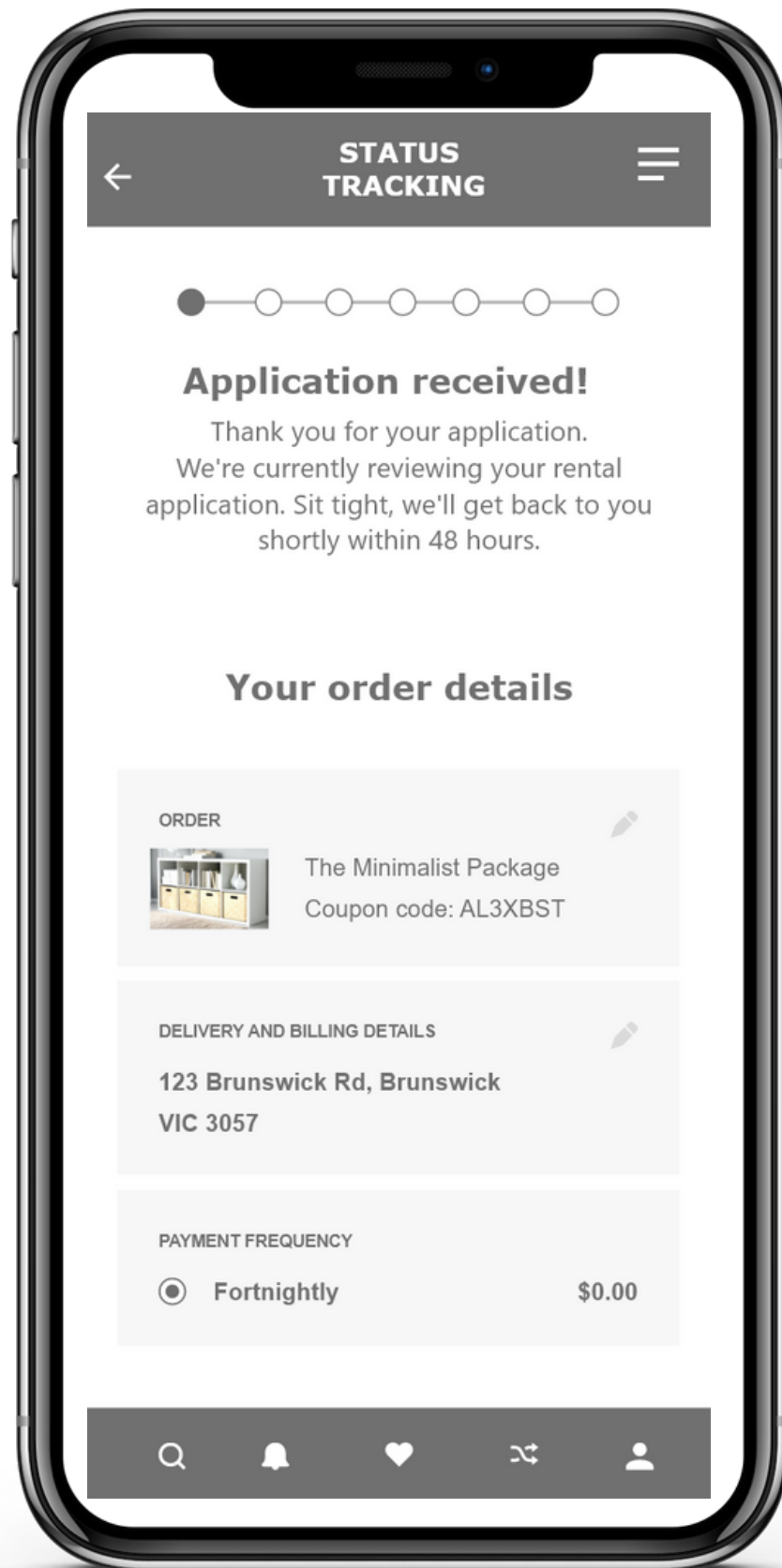
PAYMENT FREQUENCY

☒ Fortnightly\$0.00

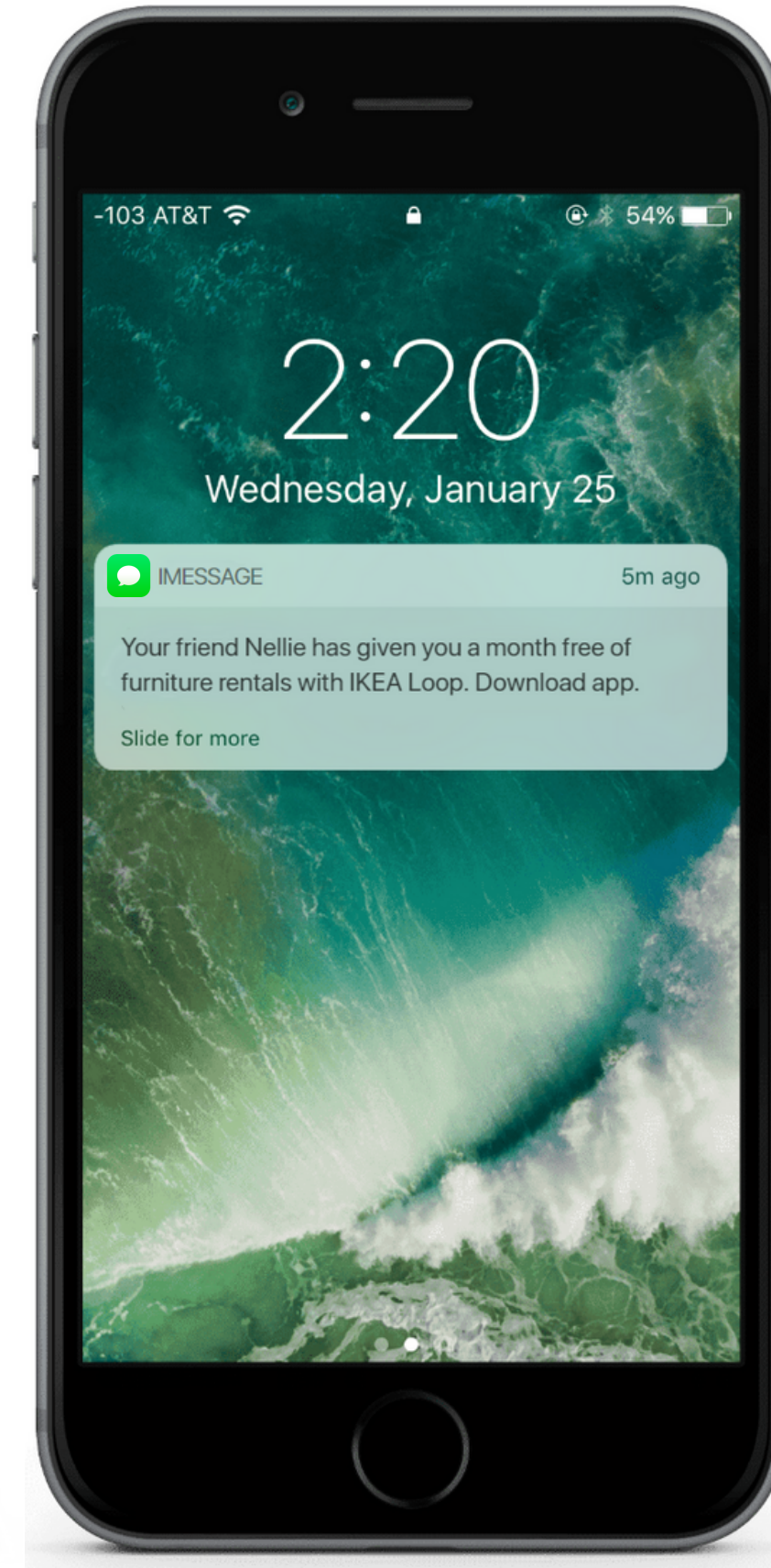
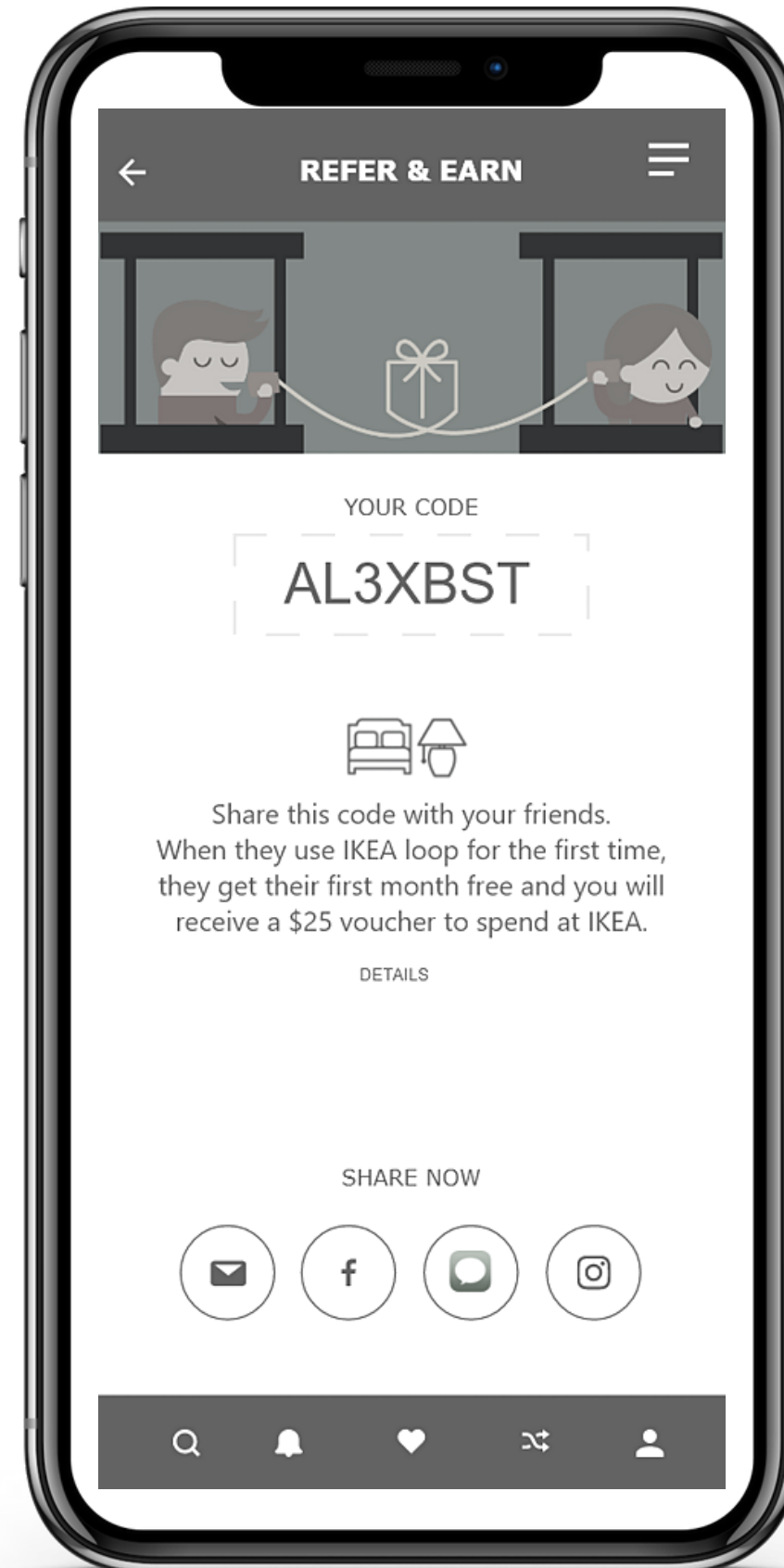
SUBMIT APPLICATION

🔍🔔❤️🔗👤

PROTOTYPE - TRACKING & DELIVERY BOOKING



PROTOTYPE - REFER A FRIEND



FURTHER RECOMMENDATIONS

- **Make it yours** - opportunity to purchase items after leasing program ends
- **How to guides** - on repairing items to increase self serve, reduce cost to serve and logistic emissions.
- **IKEA Hacks** - inspiring all IKEA customers to reimagine and rethink their products for reuse.
- **App Messaging** - Communicate with delivery drivers and IKEA faults and repairs for help and support.
- **Measuring contribution** - Allowing customers to measure value in how much they are contributing in helping IKEA be more sustainable via carbon emissions / waste reduction calculator.
- **Elevating the referral program - Gamification**
 - Refer 1 - Receive \$25 gift voucher
 - Refer 5 - Unlock 1 month free for you and 1 week free for your friends
 - Refer 10 - Add on 1 free item for your rental period

THANK YOU

Appendix



PERSONA #2

Studios Sami

- 21 years old
- Full time International Student from Malaysia
- Undertaking a 3 year Bachelor of Business
- Under \$35K
- Looking for part time work in hospitality
- Renting a 1 bedroom apartment in the Melbourne CBD

BEHAVIOURS

- Take away food services
- Board game nights
- Study is the main focus
- Doesn't drive

PAIN POINTS

- Budget is very tight
- Parents are funding the rent for her apartment however Sami is finding it difficult to find a job
- Doesn't know many people in Melbourne, so relies on making friends at uni, seeks recommendations from Melbourne Uni student hub and Facebook groups

NEEDS AND GOALS

- Dedicated time to balance study and job hunting
- Adhere to a strict spending budget

Studios Sammy is moving out of a share home into her own rental apartment, she has also just commenced her 2nd year of Uni.

She wants to find an affordable way to furnish her home for the next 2 years. She is very budget conscious as she is still looking for work, so needs cheap options.


Sammy also needs help with moving the furniture into her apartment as she doesn't own a car nor does she have her driver's license.


She is quite stressed about starting her new school semester as well as finding a job. Her parents have given her some money to help her get by for a little while.


Empathy map

Used to gain a deeper insight into NOMAD NELLIE.



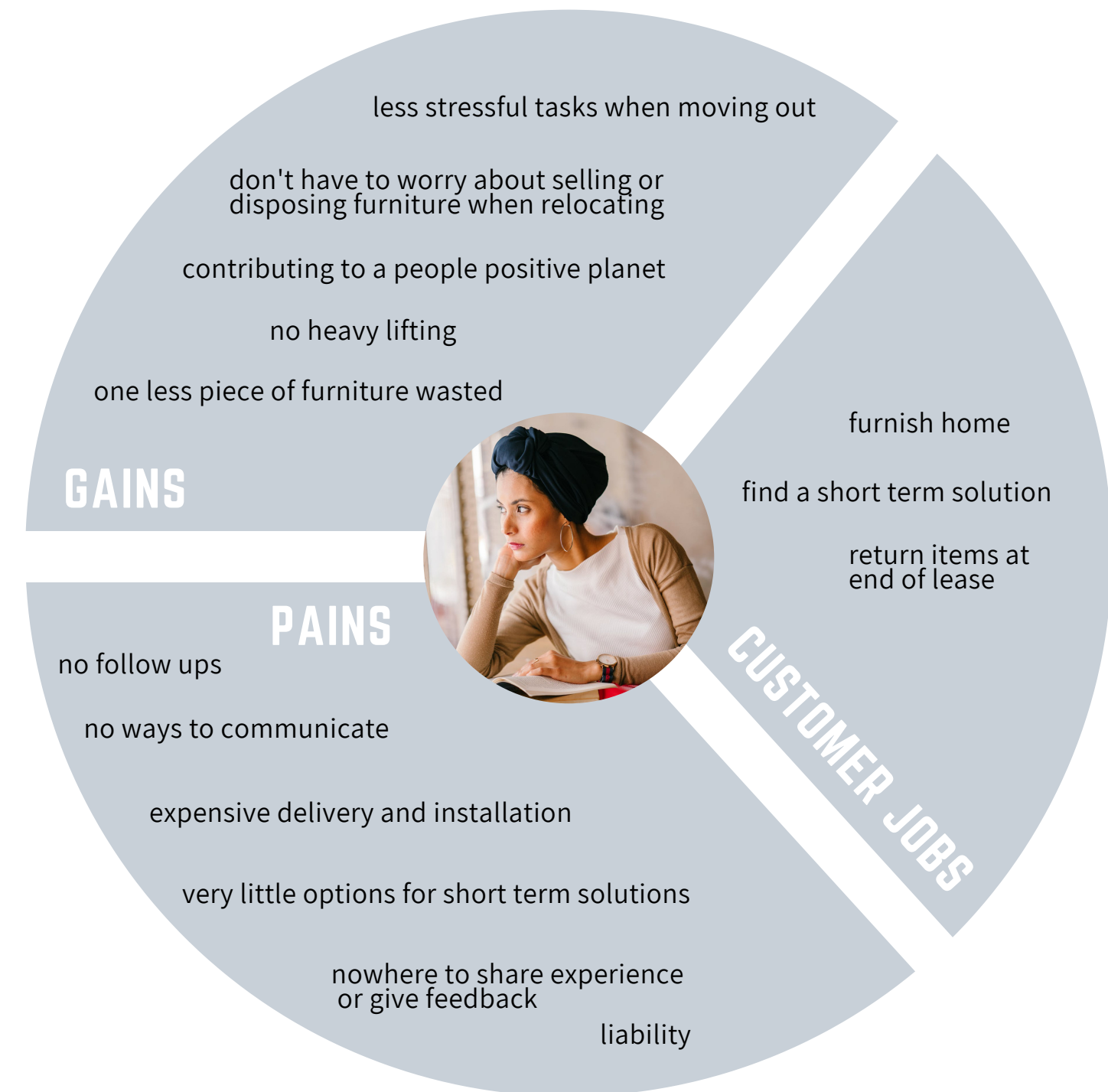
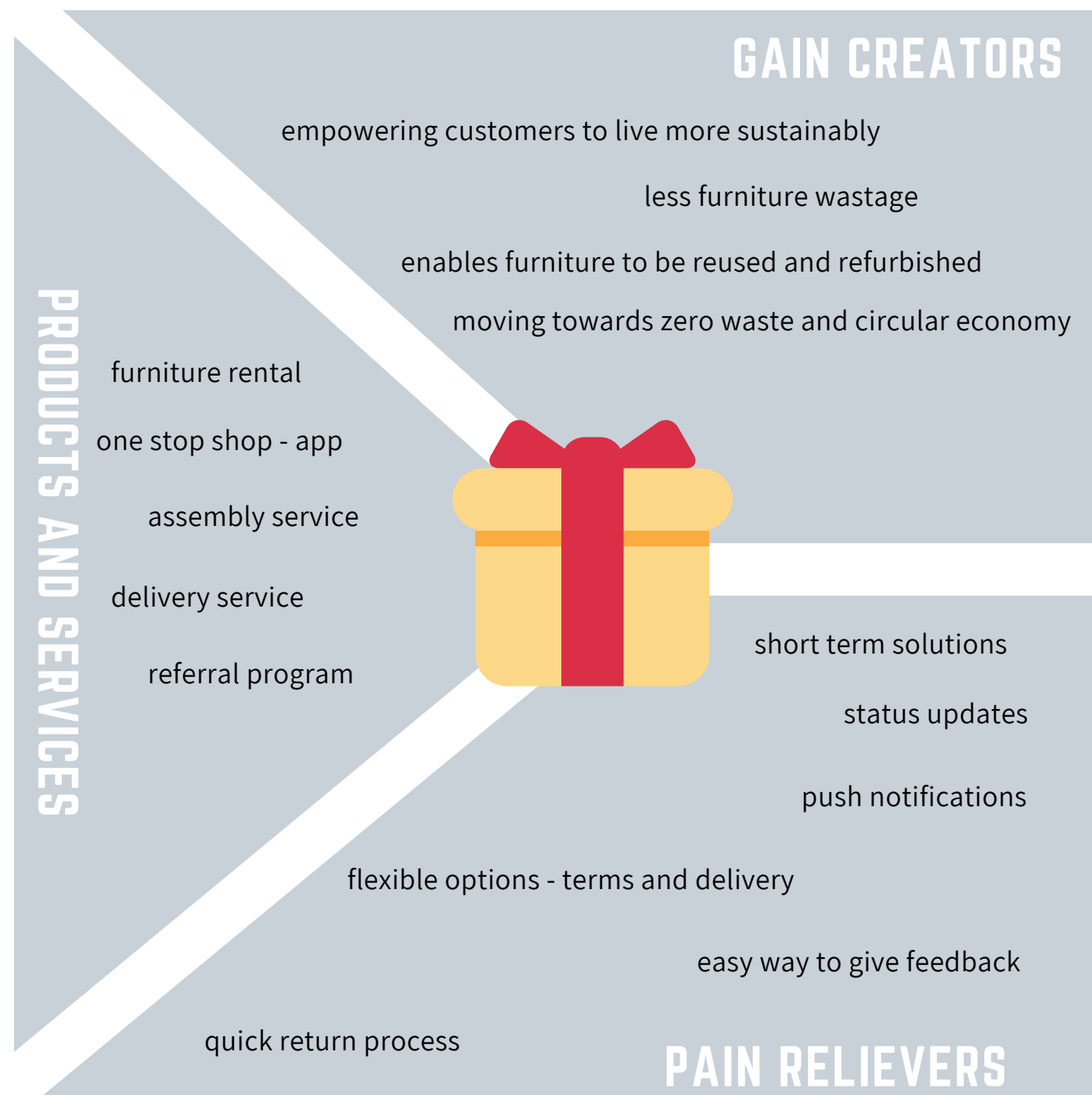
2NDLEASE	SERVICE TYPE	TARGET AUDIENCE	PROPOSITION	LEASING CRITERIA	PRODUCT FILTERS	RENTAL TERMS
 <p>\$77 per week - fully furnished with appliances. BNE, SYD, MEL.</p>	Rent appliances, furniture and home packages on subscription plans from local businesses and households. Website online order, delivery, installation and returns pickup - all inclusive.	Students and renters.	Flexible lifestyle, makes moving and living easier.	Photo identification and bank report.	Furniture category, number of bedrooms, price range and package type.	No minimum rental term, no lock in contract, no exit fees. Renters can submit an offer to purchase. Guarantee available on products.

RENTACENTRE	SERVICE TYPE	TARGET AUDIENCE	PROPOSITION	LEASING CRITERIA	PRODUCT FILTERS	RENTAL TERMS
 <p>\$26.10 per week - including fridge and washer in SYD.</p>	Rent appliances, furniture and home packages on 1,3,6 month or indefinite term plans. Website online order or phone order, next day delivery and installation.	Students and renters.	Flexible hire period and no long term commitments. Offers 10% off special furniture and appliance rental rates for students.	Photo ID, employer details, landlord or real estate agent details and reference.	Furniture, appliances, packages.	1, 3, 6 months - indefinite. 1 month minimum lock in contract, no exit fees. Offers replacement for faulty goods. Online reviews. Risk protection \$3 per item per month.

CORT FURNITURE	SERVICE TYPE	TARGET AUDIENCE	PROPOSITION	LEASING CRITERIA	PRODUCT FILTERS	RENTAL TERMS
 <p>\$199USD per month for base package in NYC.</p>	Rent furniture packages, styled for you on a 1-12+ monthly plan. Brief your requirements via webform and accept or swap suggested styling, delivery and set up.	Home, office, events and students.	Smart way to furnish, styled to suit you. Offers a student referral program. Has program details in other languages.	Student ID.	The urban, The studio, The necessities or Cort can suggest a style for you, based on your needs.	6-12+ months contract, 1 month minimum, 15 day notice required for returns. Option to buy furniture at end of lease term. Offers a customer protection plan.

CIRCULAR ECONOMY IN AUSTRALIA

- 'An industrial economy that is restorative or regenerative by intention and by design.' - Ellen MacArthur Foundation
- Circular economy to become \$26bn industry in Australia by 2025
- Benefits:
 - Deliver significant job creation
 - Greenhouse gas reduction benefits
 - Creating longevity in products.
- The characteristics:
 - Designing out waste
 - Building resilience through diversity – valuing the modular
 - Thinking in systems
 - Thinking in cascades
- Companies:
 - Australia Post: "Companies should be focusing on making it easy for consumers to participate in ways that don't compromise on their experience,"
 - Unilever: Less plastic, better plastic, no plastic
 - City of Booroondara: world-first 99 per cent recycled asphalt
 - Green Industries SA & Domiciliary Equipment Service (DES): Recycle, refurbishing of disability equipment.



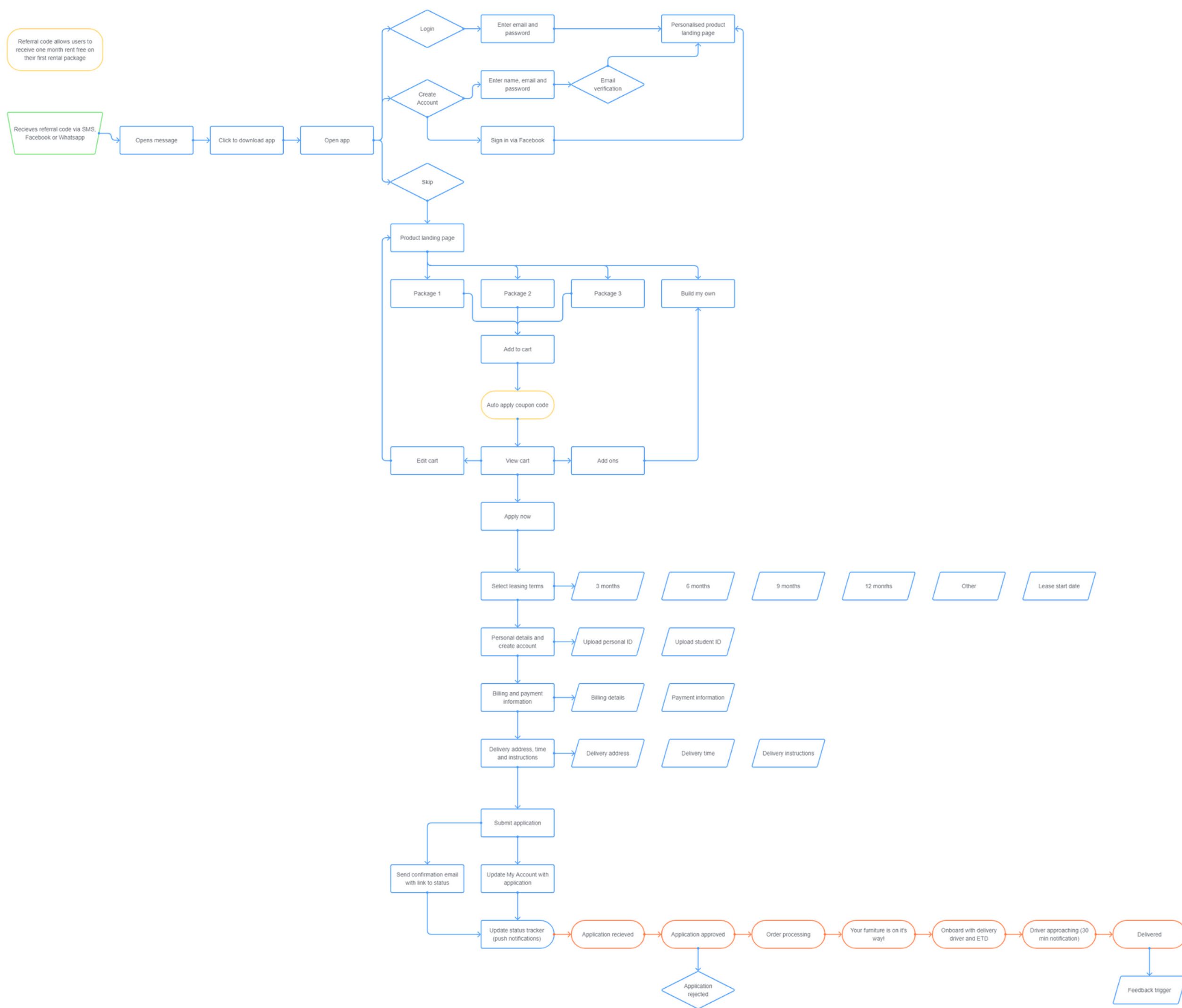
CUSTOMER VALUE PROPOSITION

	PREPARING FOR MOVE TO MELB	LOOKING FOR FURNITURE	FINALISING ORDER	WAITING FOR DELIVERY	ITEMS DELIVERED	END OF LEASE
DOING	<ul style="list-style-type: none">• Packing up belongings• Disconnecting utilities• Organising moving van• Cleaning up current place• Saying goodbye to friends• Signing new lease• Confirm move in date	<ul style="list-style-type: none">• Looks online• Looks on Facebook/Gumtree• Asks friends and colleagues• Compares products and prices	<ul style="list-style-type: none">• Makes final decisions• Organises payment• Selects delivery time• Gives delivery instructions• Coordinates time	<ul style="list-style-type: none">• Takes time off work• Waiting at home• Making space• Reorganising	<ul style="list-style-type: none">• Moves furniture around the house• Takes photos• Cleans• Restyles	<ul style="list-style-type: none">• Organising move• Packing up belongings• Disconnecting utilities• Organising moving van• Cleaning up current place• Needs to return furniture• Communicates with company
THINKING	<ul style="list-style-type: none">• Good time to cull• Fresh new start• Brand new adventure• Exciting times ahead• This is all too hard• Did I remember everything?	<ul style="list-style-type: none">• There's too many options• I need options for the short term• I don't need these forever	<ul style="list-style-type: none">• Have I made the right choice?• Will these items fit?• Are these worth the price I pay?• Do I have enough money	<ul style="list-style-type: none">• Will they be on time?• Will they remember my instructions• Will it all fit?• Will they take the rubbish away?• 	<ul style="list-style-type: none">• These items look great• I am very happy• This was a great idea• The service was fantastic• What if something breaks	<ul style="list-style-type: none">• Not this again!• Brand new adventure• Exciting times ahead• This is all too hard again• Did I remember everything?
FEELING	<ul style="list-style-type: none">• Stressed• Excited• Anxious• Overwhelmed• Accomplished	<ul style="list-style-type: none">• Frustrated• Confused• Budget conscious	<ul style="list-style-type: none">• Organised• Nervous• Excited	<ul style="list-style-type: none">• Anxious• Impatient• Unclear	<ul style="list-style-type: none">• Ecstatic• Joyful• Happy	<ul style="list-style-type: none">• Stressed• Excited• Anxious• Overwhelmed• Accomplished
PAIN POINT	<ul style="list-style-type: none">• Negotiations• Time poor• In a state of limbo• The unknown	<ul style="list-style-type: none">• Too expensive• No flexible options for short term arrangements• Overwhelmed by choice• Make it easy for me	<ul style="list-style-type: none">• Items not in stock• Process too time consuming• Delivery times aren't flexible• Nellie doesn't drive• Doesn't have time to build furniture	<ul style="list-style-type: none">• Delivery driver is running late• Delivery driver is lost• No communication• No follow up• No way to contact driver	<ul style="list-style-type: none">• No way to share feelings• No channels to communicate with company• Nowhere to share experience	<ul style="list-style-type: none">• Doesn't know how to disassemble furniture• Doesn't drive• Doesn't have much time• Needs everything done ASAP
OPPORTUNITY	<ul style="list-style-type: none">• Partnerships with flatmates.com and REA• Facebook targeted ads• Google display ads• Paid search keywords	<ul style="list-style-type: none">• Referral program• Mobile app• Furniture leasing - short term• Affordable• Paid search keywords	<ul style="list-style-type: none">• Flexible delivery times• Delivery and assembly services• Order confirmation• 30 day trial	<ul style="list-style-type: none">• Status tracker• Push notifications• Messaging service in app• Live tracking	<ul style="list-style-type: none">• Online review notification• Refer a friend prompt• Rate your experience• Report a fault• DIY fix it guides• Spare parts request	<ul style="list-style-type: none">• Easy return service• In app experience• Minimal notification of return• Multi-location• How to guides

USER WORK FLOW MAPPING

SCENARIO:

Nellie receives a referral to download the app and proceeds to select a package and successfully rent furniture.



FEEDBACK #1

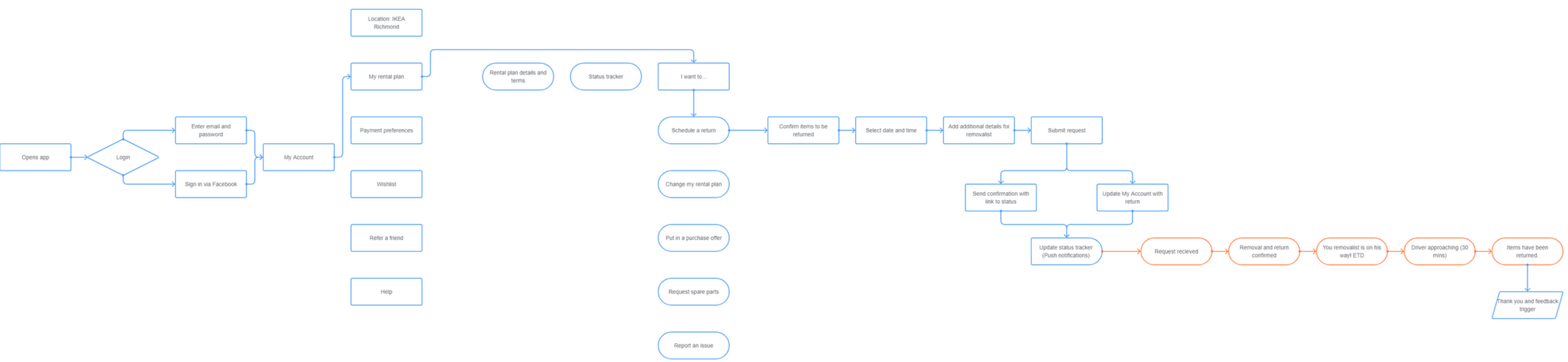
- Remove barrier to entry - LOGIN & REGISTER. Consider allowing users to explore the app and visualise what's on offer before sign up.

FEEDBACK #2

- Delivery date and time selection should be post-approval of the rental application

USER WORKFLOW MAPPING

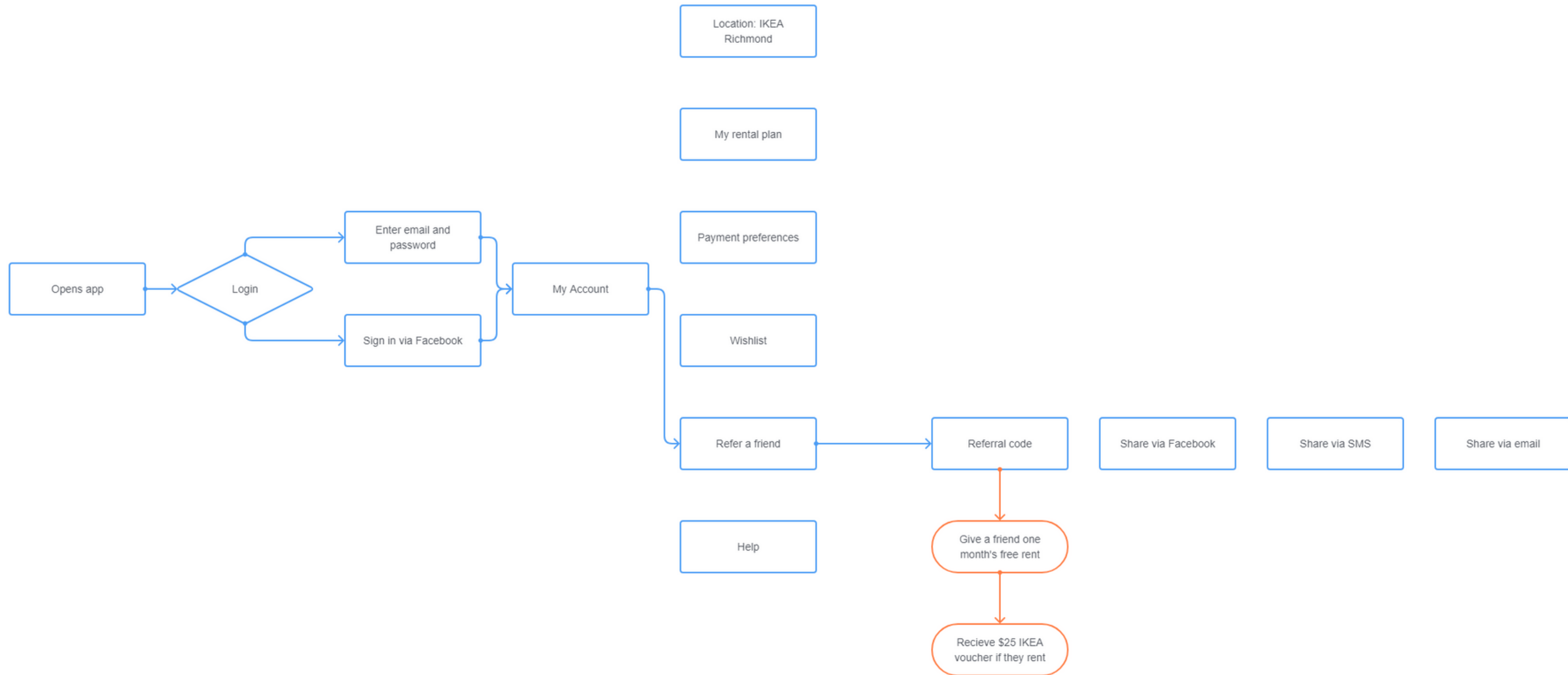
SCENARIO:
Nellie is relocating and needs to organise the return of her furniture



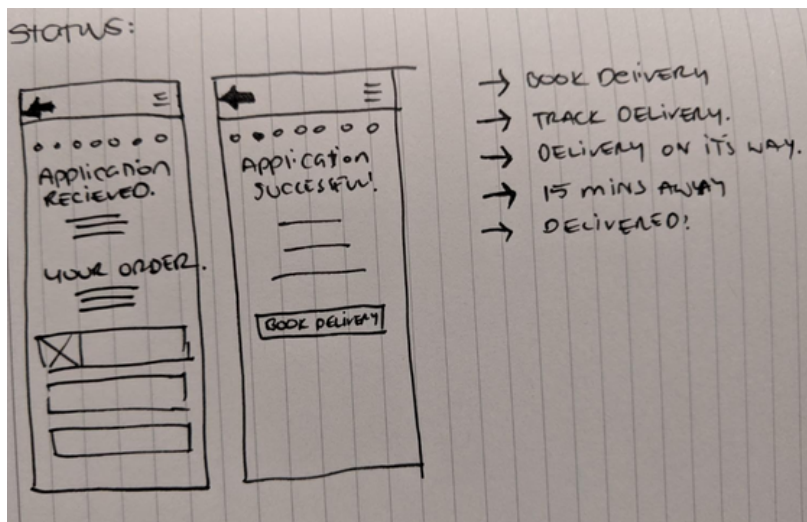
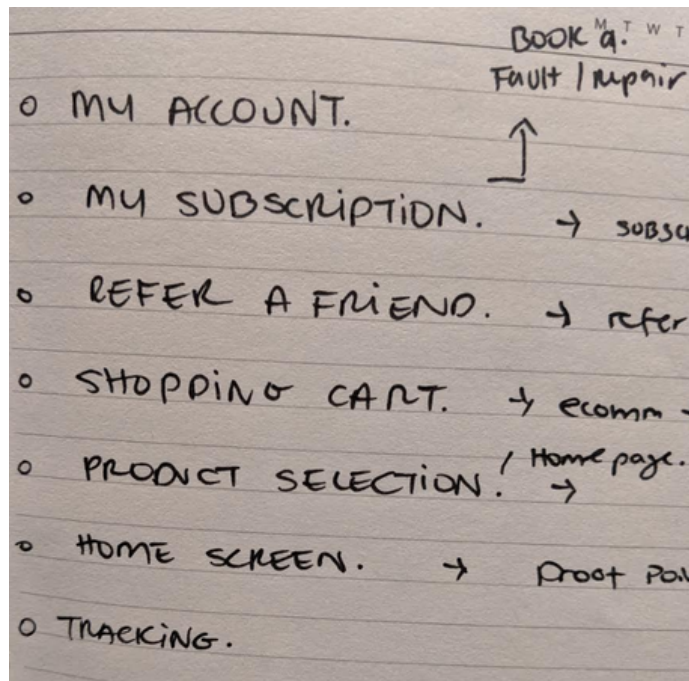
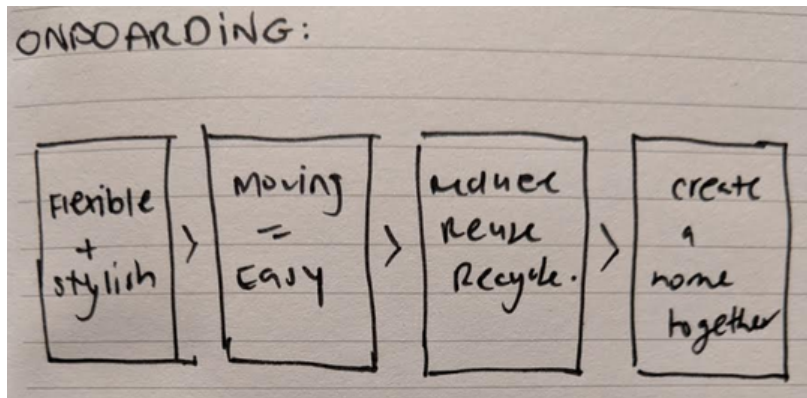
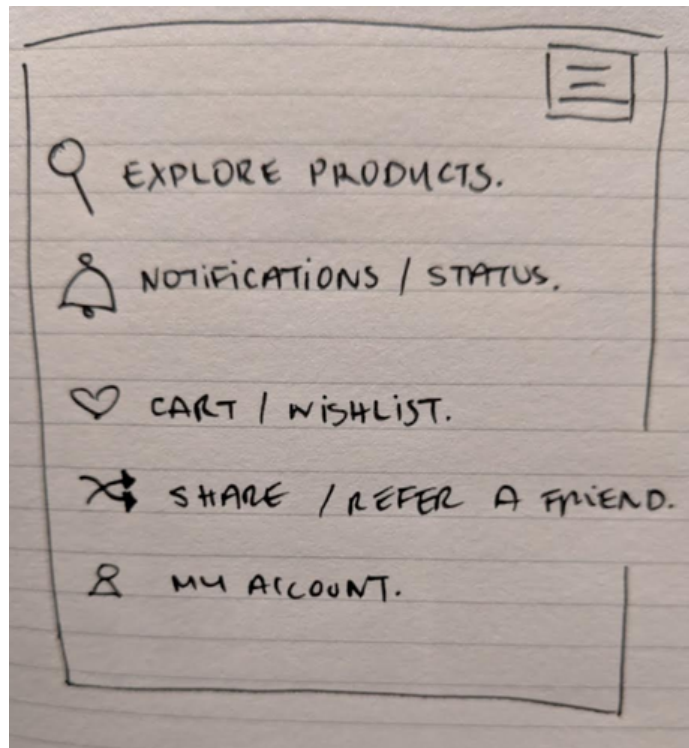
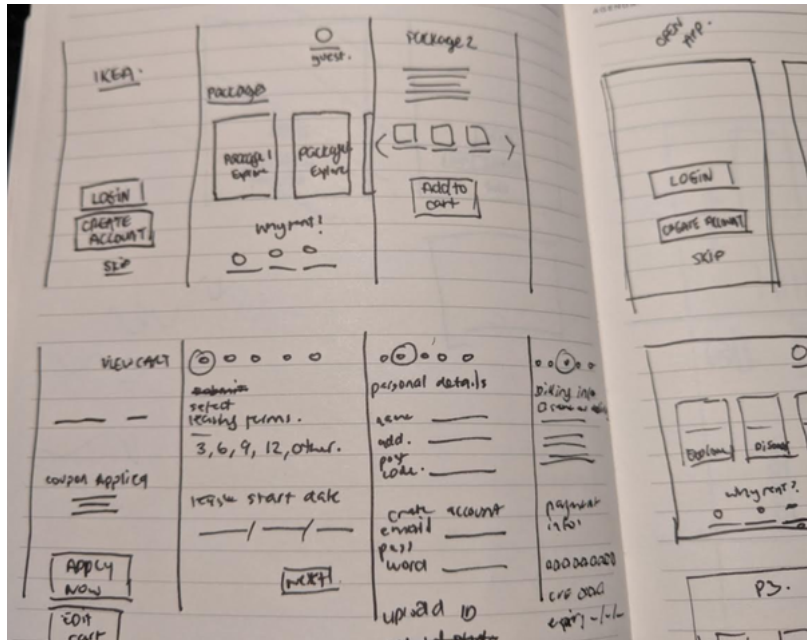
USER WORKFLOW MAPPING

SCENARIO:

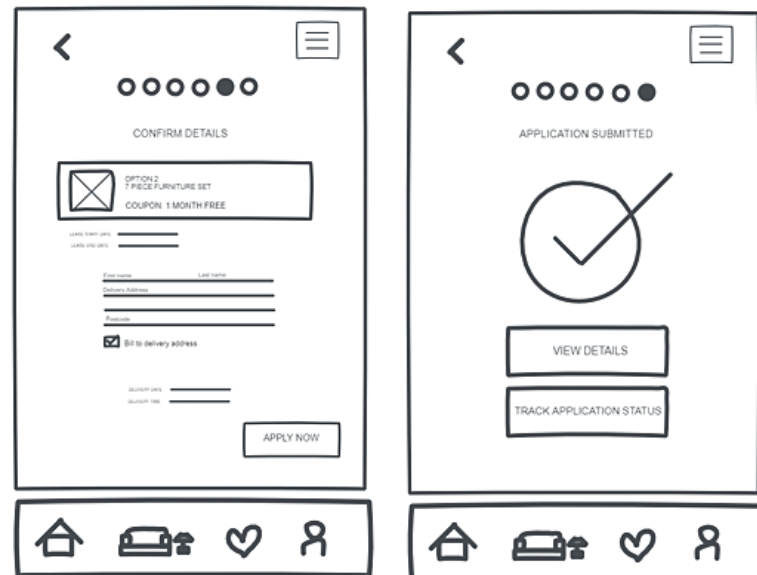
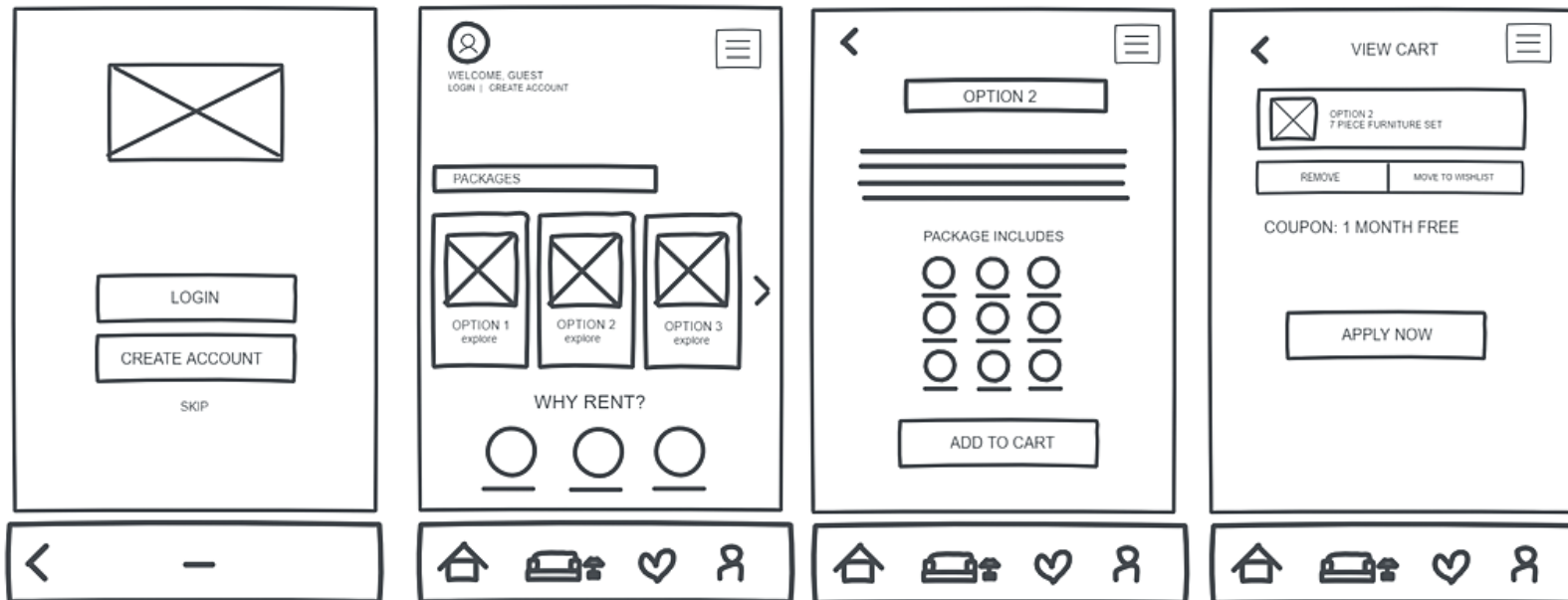
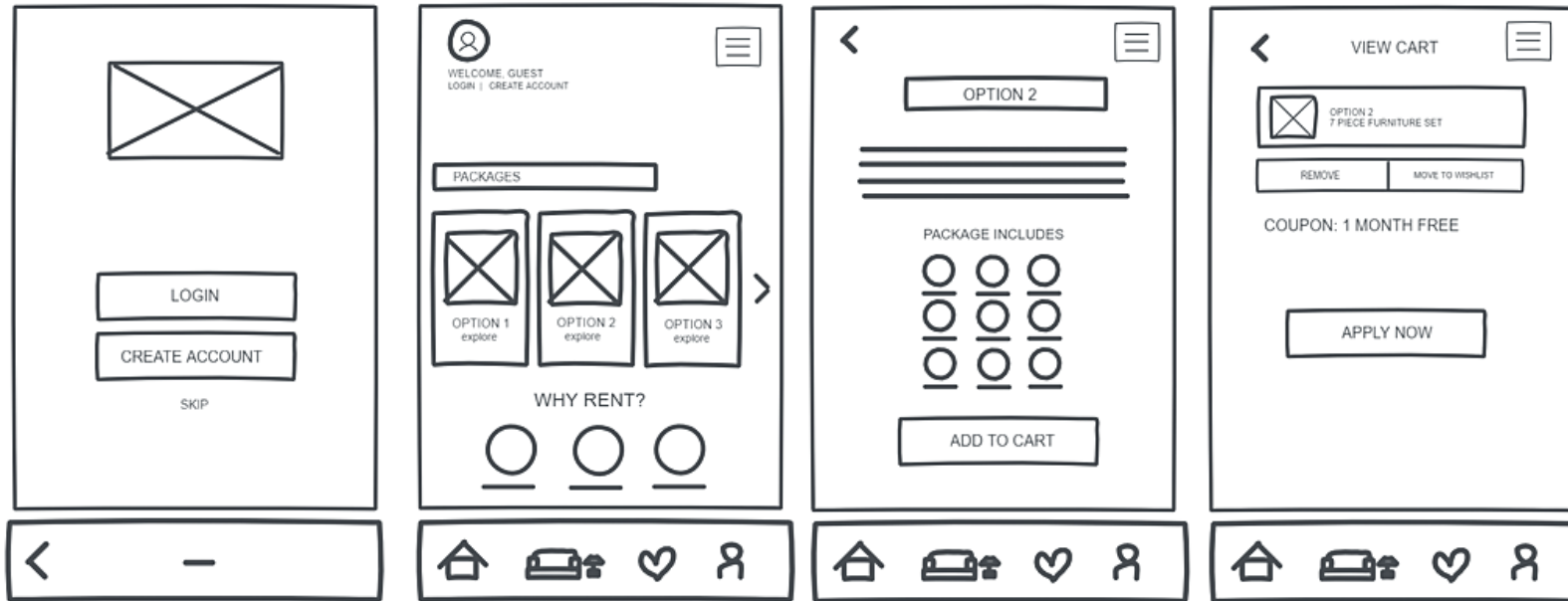
Nellie's new friend Sami is an international student moving into a new apartment. Nellie wants



SKETCHING & WIREFRAMES



Ikea - transient
Ikea - transitory
Ikea - modular
Ikea - eco
Ikea - circle
Ikea - loop.



	1 - EASY	5 - HIGH	5 - HIGH	5 - HIGH
TASKS	DIFFICULTY 1-5	CONFIDENCE 1-5	VALUE 1-5	SATISFACTION 1-5
FIND OUT MORE ABOUT THE SERVICE AND DECIDE WHETHER OR NOT YOU'D SIGN UP FOR IT	1	5	5	5
SIGN UP FOR THE SERVICE	1	4	5	4
TRACK THE STATUS	1	5	4	5
BOOK IN A DELIVERY	1	5	5	5
REFER A FRIEND	1	5	5	4

PRE-TESTING QUESTIONS:

- What can you do here?

Rent furniture with ease instead of purchasing, no fuss or needing to put together the annoyingness.
- Who is this app for?

Anyone really! I could see myself using it! Looks pretty good and i like the name of loop, easy to remember.
- How can you tell?

All seems pretty streamlined and straight forward, i couldn't see where to sign up for the package but the minimalist one would suit me lol.

	1 - EASY	5 - HIGH	5 - HIGH	5 - HIGH
TASKS	DIFFICULTY 1-5	CONFIDENCE 1-5	VALUE 1-5	SATISFACTION 1-5
FIND OUT MORE ABOUT THE SERVICE AND DECIDE WHETHER OR NOT YOU'D SIGN UP FOR IT	1	5	4	5
SIGN UP FOR THE SERVICE	1	5	4	5
TRACK THE STATUS	1	4	5	5
BOOK IN A DELIVERY	1	5	4	5
REFER A FRIEND	1	5	5	5

PRE-TESTING QUESTIONS:

- What can you do here?

You can rent furniture using a mobile app by Ikea.
- Who is this app for?

People who are renting.
- How can you tell?

It pretty much says all the info you need on the first page of the app...

	1 - EASY	5 - HIGH	5 - HIGH	5 - HIGH
TASKS	DIFFICULTY 1-5	CONFIDENCE 1-5	VALUE 1-5	SATISFACTION 1-5
FIND OUT MORE ABOUT THE SERVICE AND DECIDE WHETHER OR NOT YOU'D SIGN UP FOR IT	3	4	3	5
SIGN UP FOR THE SERVICE	3	4	4	5
TRACK THE STATUS	1	4	3	5
BOOK IN A DELIVERY	2	4	4	5
REFER A FRIEND	1	5	5	5

PRE-TESTING QUESTIONS:

- What can you do here?

You can rent furniture from the Ikea catalogue and have them delivered/assembled etc
- Who is this app for?

Home renters.
- How can you tell?

The first screen where it says “rent the furniture you love”, it asks for your lease period, and also asks for delivery points.

RESOURCES

- https://www.ikea.com/ms/en_US/pdf/reports-downloads/sustainability-strategy-people-and-planet-positive.pdf
- <https://www.circulardesignguide.com/>
- <https://www.ellenmacarthurfoundation.org/circular-economy/what-is-the-circular-economy>
- <https://www.amp.com.au/personal/hub/manage-my-money/moving-interstate-the-cost-of-living-in-a-new-australian-city>
- <https://www.abs.gov.au/AUSSTATS/abs@.nsf/mediareleasesbyReleaseDate/64EEC2403E851326CA2581BF0036648E?OpenDocument>
- <https://www.domain.com.au/living/the-challenges-of-moving-interstate-everything-you-need-to-know-20171122-gzotce/>
- <https://www.weforum.org/agenda/2018/04/how-to-build-a-business-in-the-circular-economy/>
- <https://marvelapp.com>