

The image features a shopping cart filled with brown paper bags, set against a dark blue background. The cart is positioned centrally, and the bags are visible through the cart's frame. The overall scene is dimly lit, with the primary light source being the text and logo overlaid on the image.

IKEA STAY

an IKEA x airbnb experience

TEAM



EDWARD CHEN

I've got you on my REIDAR ;)

#1 teammate



TIFFANY CHENG

I'm just having the BESTÅ time.

crazy cat lady



HALEY CLARKE

What did the guy say at the start of a miniature horse race?
Good LUKTNYPON-y.

word nerd



GILBERT FUNG

Some people ask me, do UTRUSTA?

`$("body").ready();`



ROBBIE SEBULLEN

My hair's a bit fluffy, can you remind me to BYGEL later?

mr. popular



MAURICE YU

I just KANNETECKEN it anymore.

easy ease



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VISUAL BRANDING

TYPOGRAPHY

Sweden Sans is our primary typeface with a fresh and dynamic design to represent the modern aesthetic of Sweden, IKEA's origins.

Circular is our body type as its rounded form improves readability and complements the geometric nature of Sweden Sans.

Together, the two typefaces communicate a sense of ease and friendliness, two major qualities IKEA and Airbnb strive for.

TITLES AND HEADERS

SWEDISH SANS, BOLD

**The quick brown fox jumps
over the lazy dog.**

0123456789

SUBTITLES AND BODY TEXT

CIRCULAR, BOOK

The quick brown fox jumps
over the lazy dog.

0123456789

COLOUR PALETTE

Our colour palette consists of indigo blue, deep navy blue, and yellow. These colours were selected to remain consistent with IKEA's pre-existing branding.

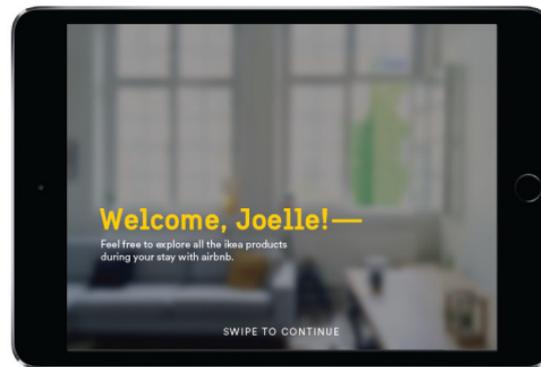
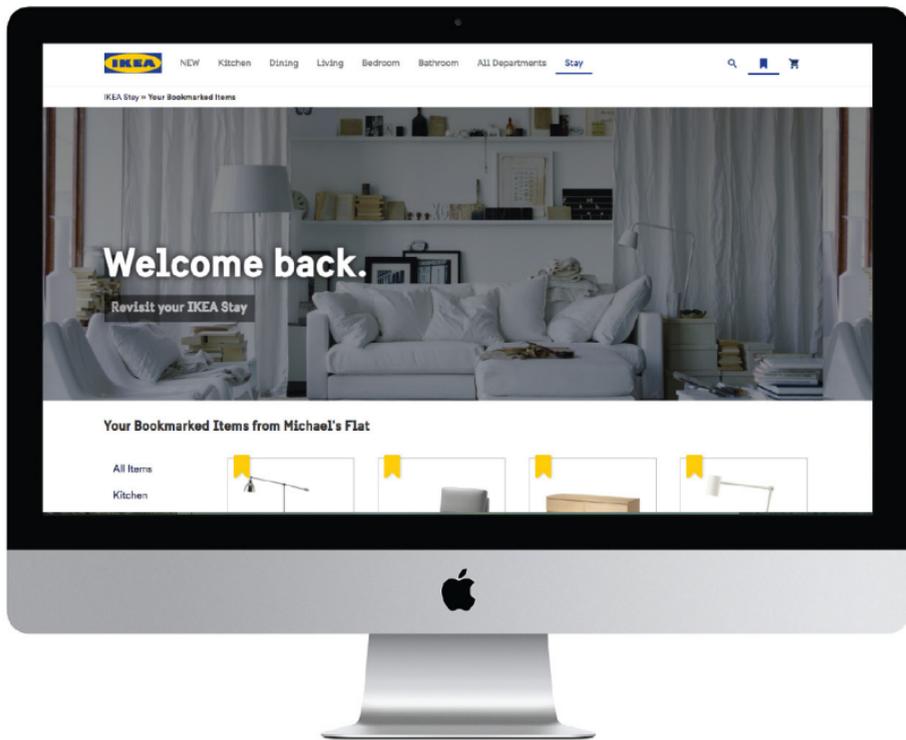
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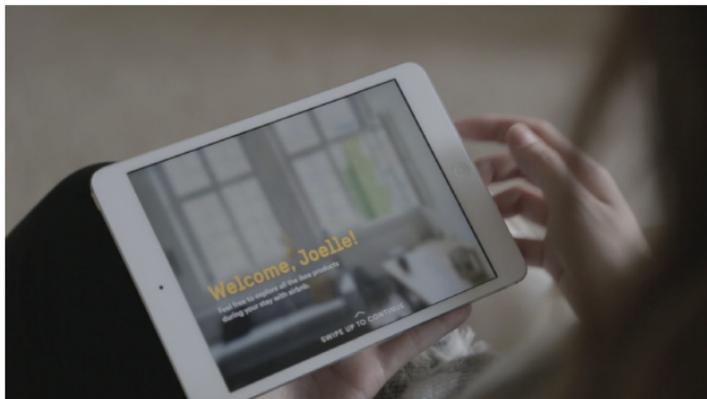
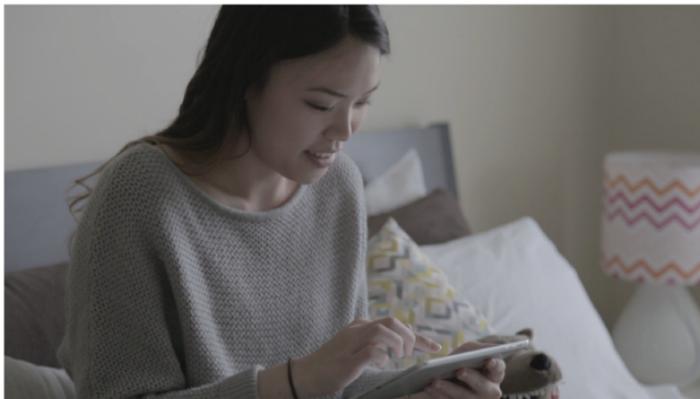
1

2



PROPOSAL

Our proposed solution is a digital showroom that allows people who are moving to a new city to visualize the way their homes could look and get a further understanding of what products work for them.



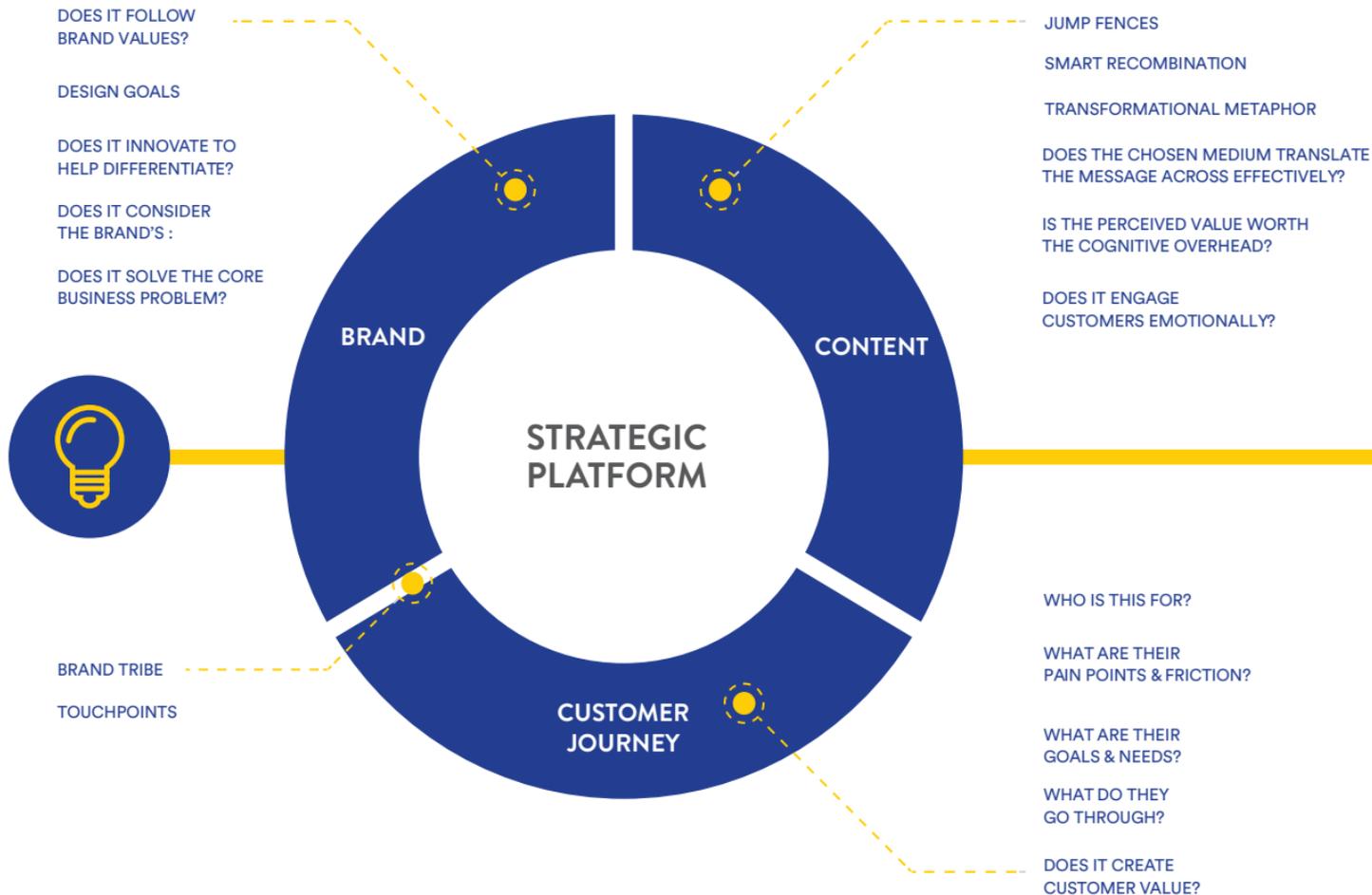
DESIGN DOMAIN

SERVICE + EXPERIENCE DESIGN

“

The goal [of experience design] is to ensure that customers are receiving and recognizing the maximum value in a way that also keeps them engaged with the business.

Newbery and Farnham



EXPERIENCE DESIGN FRAMEWORK

does it consider
constraints?

**IS IT VIABLE, FEASIBLE,
AND DESIRABLE?**

sound **concept**
basic **functionality**
no instructions needed **usability**

is it authentic?

**IS IT MEMORABLE
AND DELIGHTFUL**

clear **design language**
extra yet essential **emotives**
clear **captivating message**





CLIENT RESEARCH
& EXPLORATION

CLIENT EXPLORATION

SITE VISIT

REFRAMING

CLIENT SELECTED

ON-SITE RESEARCH

AIRBNB HOSTS

COMPETITOR ANALYSIS

FIRST ROUND IDEAS

REJECTED IDEA

BRAND POSITIONING

INITIAL PROBLEM

SECTOR TRENDS

INSIGHTS

CLIENT EXPLORATION



CRITERIA FOR CHOOSING CLIENTS

- 1 Sell products that we would buy
 - 2 If they have an overarching social controversy, it has to be one we are familiar with
 - 3 No large social media corporations
-

POTENTIAL CANDIDATES

After exploring a number of client choices, here are the candidates that we felt had the most potential (excluding our chosen client).

GO-PRO

After releasing Go-Pro Hero 4, there is a potential to increase the sales with an interesting experience.

rejected

TIFFANY & CO

Despite selling expensive jewellery, they also sell memories and important occasions. How could we play off this?

rejected

ROSETTA STONE

All learning modules are sequence-based, we found an opportunity to integrate music listening with language learning.

rejected

NETFLIX

Original platform and proposition could be expanded upon. What could they branch out to outside of movie and television streaming?

rejected

ETSY

They desire to open brick and mortar stores but struggle with maintaining high volumes of stock whilst maintaining their homemade character.

rejected



TO CREATE A BETTER EVERYDAY
LIFE FOR THE MANY PEOPLE

CLIENT SELECTED

IKEA is a leading home furnishing retailer with 375 stores in more than 50 countries worldwide, which are visited by 884 million people every year. Founded in 1943, IKEA's business philosophy is to offer democratic designs. A wide range of products of good design and function at prices so low, the majority of people can afford them. Last year alone, IKEA Canada welcomed 25 million visitors to its stores and 75 million visitors to the IKEA.ca website.

COMPETITOR ANALYSIS

IKEA has always put a great deal of emphasis on their showrooms. From their marketing techniques, catalogues, and the structure of their physical stores, it is obvious that their showrooms have become an integral part of their business model. With so much focus on their physical stores, IKEA has put less emphasis on their digital experience, and as a result, has lost to competing brands such as William Sonoma and Crate&Barrel.



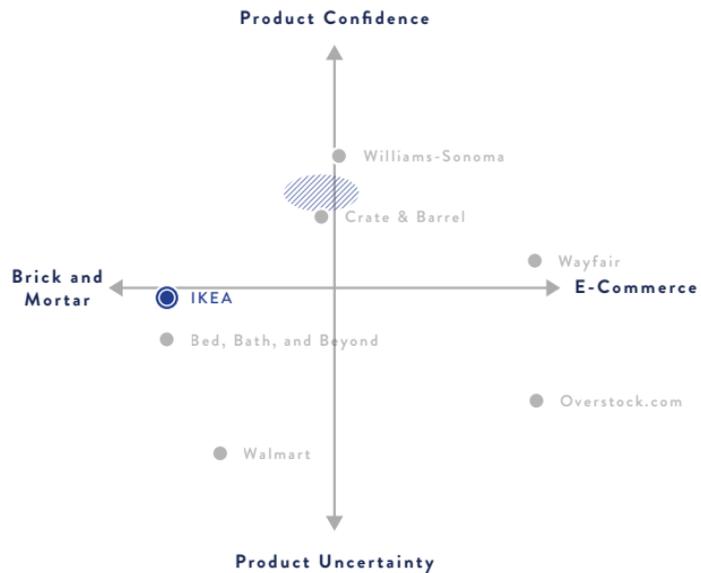
A flurry of other furniture retailers have built up significant footprints online. The Williams-Sonoma brands, Pottery Barn and West Elm (with Wayfair and Overstock.com), now dominate the online furniture market with a combined 42 percent of all online furniture sales, according to IBISWorld. Home Depot, Lowe's, and Crate&Barrel have also invested heavily in e-commerce and increased their online sales.

BRAND POSITIONING



OUR GOALS WITH THIS PROJECT

- 1 Move IKEA to be strong both physically and digitally
 - 2 Alleviate decision making process and potential concerns
-



SECTOR TRENDS

Rather than focusing specifically on IKEA's problems, we decided to look at the bigger picture and see if we could address and sector-wide issues with the furniture industry as a whole.

Purchasing furniture is a significant life change, as it holds a lot of emotional representation in a person's life - it can represent a transition into adulthood, a memory of one's first child, or the result of getting an amazing career opportunity. As such, people take a lot of care in purchasing their furniture.

More than 70% of consumers conduct research online before making in-store purchases (Ponder, 2013), with over \$593 billion made in 2015 through mobile-influenced sales (Caulderwood, 2014). By conducting more pre-purchase research, it has been shown that consumers are less likely to experience buyer's remorse (Ponder, 2013). This is also the main reason why people prefer to shop in store than to shop online, as only 25% of people who conduct research online actually purchase online (Marchesseault, 2015).

“

The emotional nature of purchasing furniture is evident when consumers refer to their homes as a place to share and make memories with friends and family.

Ponder (2013)

“

During the information search stage, consumers may search a variety of external sources to gather information to help make a purchase decision. While it does take time and effort to conduct an external search, benefits that are both tangible (a lower price, a preferred style, or a higher-quality product) and intangible (reduced risk, greater confidence) can result.

Ponder (2013)

“

The future shopping street will be a street with tons of experience stores where consumers can try products and eventually buy them online.

van Bodegraven (2015)

SITE VISIT

We spoke to some IKEA employees, in which we noticed a number of issues with IKEA's current business model. Many of these problems proved that IKEA is no exception to the sector-wide problem.



ON-SITE RESEARCH

Their in-store experience was very strong. Although there was a general lack of technology in store, their showrooms displayed how placing items in a contextual background had a very strong effect on customers and whether they felt confident in buying items. Our whole team witnessed that the showrooms were also being used as style inspiration for customers.



FIRST ROUND IDEAS

IKEA DIY

This idea dealt with the issue of customers seeing IKEA items as common and ordinary. We found that a lot of customers online were DIY-ing IKEA furniture. By creating a digital space where customers could view and select DIY IKEA items, they could see how others have styled and customized the pieces; and in turn, be able to see more potential in IKEA furniture.

rejected

IKEA IN-STORE SCREEN

This was an idea based off of our on-site visit. We found that many people wished to buy entire rooms but either lacked the funds or wished to exclude certain pieces. Because of such, we wanted to create an experience that would help customers customize showrooms through an interactive screen. This screen would not only show more information about each product, but would also display a changing total price of the room dependent on products were swapped in or out.

rejected

IKEA KITCHEN

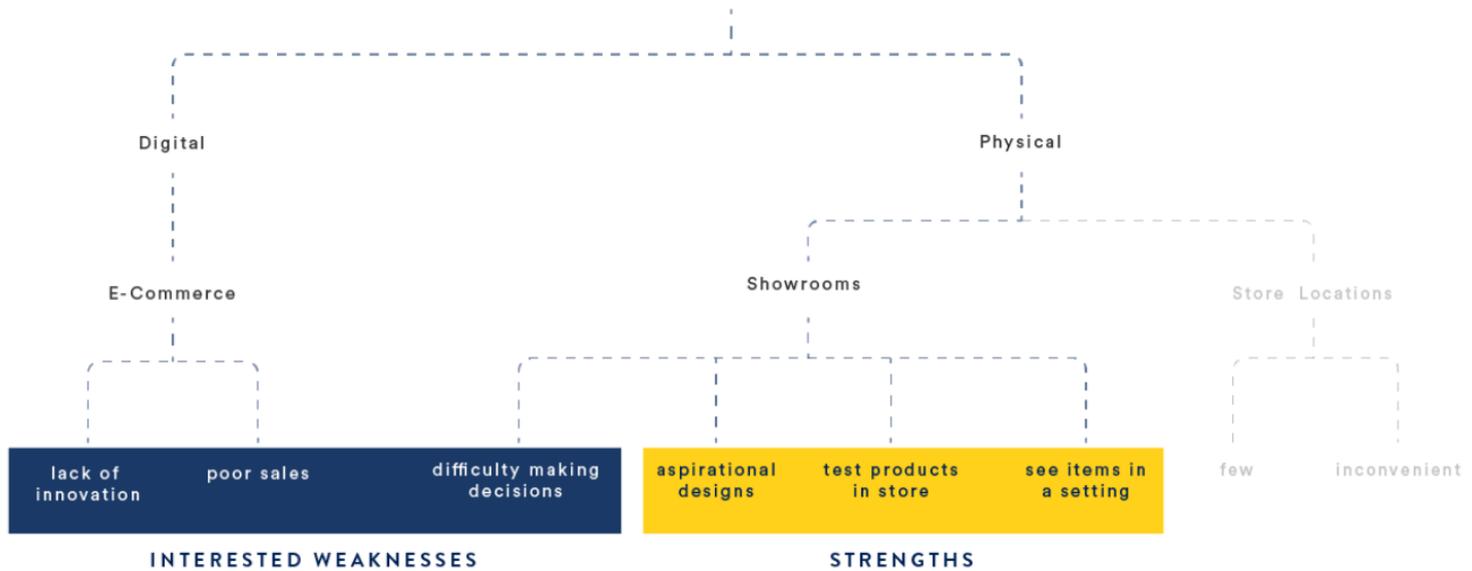
For this idea, IKEA would create a new store called 'IKEA Kitchen'. This idea was based off of the initial problem of customers not being able to see the perceived value of items, and in particular, IKEA kitchen items. Customers would be invited to visit IKEA Kitchen locations to take cooking classes in an IKEA kitchen, test out the products, and visit the attached kitchen store to purchase products.

rejected

REASONS FOR REJECTION

All of these ideas were rejected because we felt that they were either based off of false assumptions or lacked innovation as a creative solution.

IKEA



INTERESTED WEAKNESSES

STRENGTHS

INITIAL PROBLEM

IKEA's business model is less suited to online selling than for many retailers, as it has mostly relied on shoppers visiting their physical showroom experience and collecting purchases themselves in-store; thus, IKEA is far behind other furniture retailers in online sales.



INSIGHTS

THE TRENDS OF OUR DEMOGRAPHIC OF BUYERS

Alongside our research, we looked into instances of why and when people were purchasing furniture. Through our research, we found that there was a major shift in how people move, especially those in the tech industry. With the process of moving to a new city, these individuals often do not have the opportunity to find a permanent living situation prior to their arrival. Because of such, they often turn to living in short term housing situations; such as Airbnb, for the first few weeks in their new city whilst they house hunt and plan for what furniture items they want to purchase for their new home.

HOW CAN WE LEVERAGE
THIS OPPORTUNITY TO
BRING PEOPLE TO IKEA'S
ONLINE WEBSITE?

CUSTOMER

How can we help people make better decisions?

One current solution: **showroom**

Helps visualize and style home

Can interact with items

SECTOR

How can we address the shift in the way people move?

Living in short-term homes

Shopping online due to convenience

Why not create a showroom guests can live in?



Guests have a place to stay and test IKEA products

Existing short-term living spaces

Hotels

Airbnb

Popular choice to stay amongst movers

Strong digital presence

1.5 million listings worldwide

Share IKEA's value of what 'home' means

Each space is unique and independently owned

Already permeated with IKEA furniture

IKEA owned spaces

Large variety of rooms to see and try out

Direct assistance from IKEA sales associates

Less risks associated with third party partnerships

IKEA could partner
with Airbnb

AIRBNB HOSTS

THE THREE AIRBNB HOSTS WE COULD TARGET:

CASUAL

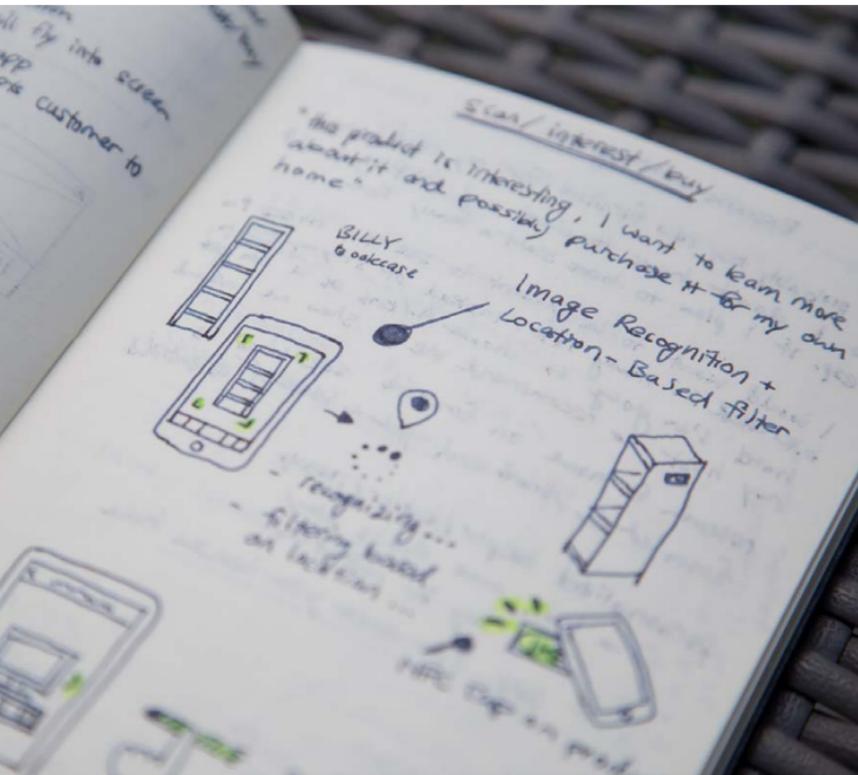
Hosts who sublet their apartment from time to time when they are out of town or away on holiday.

SERIOUS

High-rated hosts that are experienced in renting out their place. They have found income in running an Airbnb and are looking to expand to more homes. They often purchase a place in order to renovate it into an Airbnb.

HOBBY

Hosts that appreciate having guests stay over in their spare room. They enjoy the extra cash and meeting new people.



REJECTED IDEA

AUGMENTED REALITY

With this partnership, we came up with an initial idea using augmented reality. Guests can point their phones at any IKEA item they're interested in and our augmented reality interface would be able to show them immediate information about that product. However, we found that an AR application would be intrusive and disrupt the experience of the guest's stay at the IKEA Airbnb.

rejected

A modern kitchen with white cabinetry, a large window, and a dining table. The kitchen features a white countertop, a stainless steel range hood, and a sink with a faucet. A large window with a black frame is positioned above the sink. To the right, there is a stainless steel refrigerator and an oven. A dining table with a white top and dark legs is set with a striped pillow and a white cushion. Two large, dark pendant lights hang over the table. The text "OUR IDEA" is overlaid in yellow on the left side of the image.

OUR IDEA

PROPOSAL STATEMENT

TIME AND PLACE

CONSTRAINTS

STAKEHOLDER

TRANSFORMATIONAL
METAPHOR

CUSTOMER JOURNEY FRAMEWORK

TARGET AUDIENCE

CUSTOMER FRICTION



IKEA STAY

Welcome, Joelle!

Feel free to explore all the best products during your stay with artists.

SWIPE UP TO CONTINUE

PROPOSAL STATEMENT

In order to enhance and bring more attention to IKEA's digital presence, we propose a collaboration between IKEA and Airbnb, where people new to the city are invited to live in an Airbnb, completely furnished in IKEA furniture and accessories. This allows guests to keep track of the IKEA items they like through a tablet experience, and after their stay browse items on a web experience that leads to an end purchase.

This utilizes IKEA's strong competency in designing showrooms with Airbnb's ability to bring a sense of home to temporary living spaces.

CONSTRAINTS

PROJECT CONSTRAINTS

- 1 Reach a new potential market
 - 2 Do not detract from IKEA's in-store showroom expertise
 - 3 Have an experience with touchpoints that flow between physical and digital
 - 4 Look for opportunities to expand IKEA sector-wide, rather than only solve a problem in-house
-

TRANSFORMATIONAL METAPHOR

WHAT CAN OUR IDEA BE COMPARED TO?



All-inclusive hotel packages



Trying before buying business models:
Subscription box services or free trials



Test driving a car



TARGET AUDIENCE

THE DEMOGRAPHIC THAT WE ARE TARGETING

These individuals are:

- Moving to a new city for work in the tech industry
 - Looking to rent or buy a home
 - Desires a stylish home, but on a budget
 - Stays in short-term living solutions, such as Airbnbs
-

CUSTOMER FRICTIONS

Buyer's Remorse

Inconvenient
Ikea Locations

Mismatched Style

Sterile
Showrooms

OUR IDEA



Test & Live With
The Ikea Products

Leveraging Select
Airbnb Locations

Context Web Page

Authentic, Lived-in
Showrooms

IKEA STAY SOLUTIONS

TIME AND PLACE

There are many stages within the purchasing and furnishing of houses. We decided to narrow it down and focus on the “grace period” where new homeowners are waiting to move in or are still looking for a new house but have no permanent residence. We felt this was an important time and context to intervene because when new homeowners are moving in for the first time they need furniture that fits their needs and budget.

STAKEHOLDERS

OUR IDEA

Discounts on IKEA furnishings and access to interior design consultation from IKEA, provided they are bound to a hosting agreement.

Product discounts and interior design

IKEA

Reaching new customer segments

- Access to a worldwide customer network in urban locations
- A faster ROI for online presence, relative to in-house web development
- Increase in customer attention and flow, resulting in increased revenue.

Airbnb

Airbnb Hosts

Continued cooperation

- More appealing homes.
- Appeals to serious airbnb hosts

CUSTOMER JOURNEY FRAMEWORK

IKEA'S CURRENT CUSTOMER JOURNEY (PRE-INTERVENTION)

	pre-store			post-store		
Touch points	VISIT THE WEBSITE	FIND AN ITEM	PURCHASE THE ITEM	RECEIVE PRODUCT	TRY OUT PRODUCT	RETURN PRODUCT
Actions	Search and browse for products Compare products and prices	Read about the product Save to shopping list or cart	Go through payment	Sign for the package	Unpack Assemble Use and try	Disassemble Repack Return at store / by pickup / by parcel
Customer Thoughts	What am I looking at? Where should I go?	Does this fit my home? Will it match my style? Can I try it out?	Can't wait to try this in my home! Shipping is expensive Will I regret this?	Finally, it arrived! I hope my furniture isn't damaged.	This product doesn't look right. It's not what I expected. I underestimated the size. Why are some parts missing?	Can I return an assembled product? What's their return policy? How much does it cost to return?



CORE
EXPERIENCES



CHANNELS



DISCOVER



ENGAGE



EXPLORE



OMNI-CHANNEL

BRIDGING DIGITAL AND PHYSICAL

The experience flows between three channels: in-person, tablet, and website. These three channels work together to create a seamless experience. More specifically, the channels work together to allow customers to try products for themselves, and decide which ones work best for their needs.

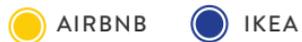
CHANNELS

TOUCHPOINTS

PRE-, DURING, POST-SERVICE

Our platform builds on the current IKEA touchpoints, but more specifically creates a new engaging experience and focuses on purchases in the service and post service experience.

CHANNELS



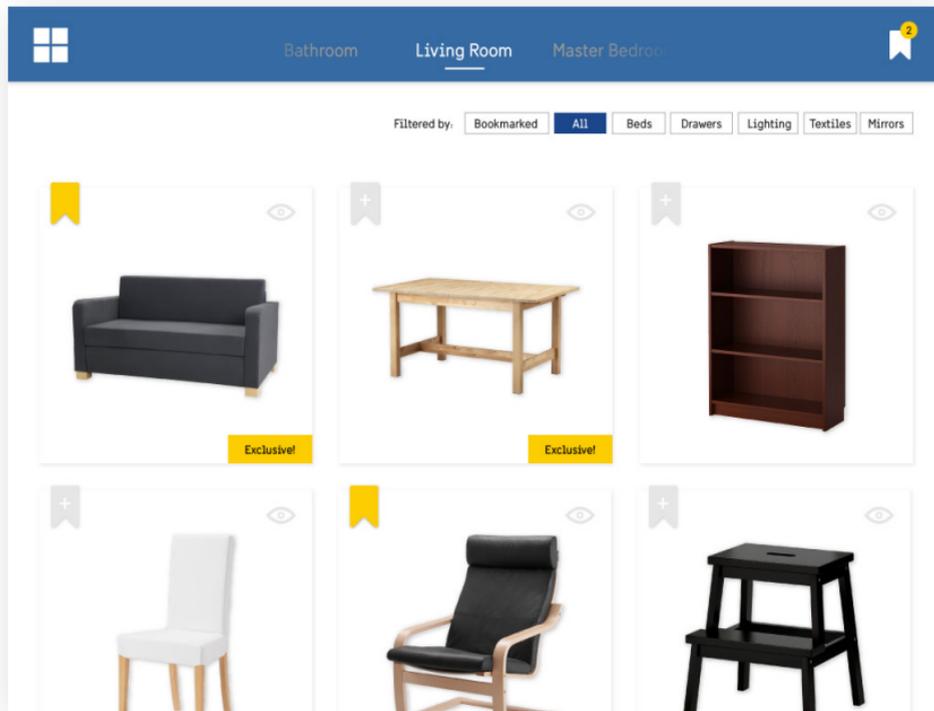
BOOKING IKEA STAY

PRE-SERVICE, BEFORE STAYING AT AIRBNB

On the Airbnb website, visitors can find listings fully furnished with IKEA products. These homes can be filtered by size, by type, and by location.

DISCOVER

The screenshot displays the Airbnb search interface for New York, NY, United States. The search parameters are set to dates from 17-03-2016 to 24-03-2016 for 2 guests. The room type is set to 'Entire home/apt', and the price range is filtered to between \$13CAD and \$1500+CAD, with an average price of \$197CAD. The search results show two listings: 'Sunny Apartment in Sunnyside' (entire home/apt, 5-star rating, 83 reviews, \$141 CAD) and 'Comfy Room/Private Bath in Bro...' (private room, 5-star rating, 30 reviews, \$118 CAD). A map view on the right shows various listings with their prices and ratings, such as \$107CAD, \$143CAD, \$137CAD, \$119CAD, \$115CAD, \$148CAD, \$172CAD, \$143CAD, \$125CAD, \$66CAD, and \$118CAD.



TABLET EXPERIENCE

SERVICE, DURING AIRBNB STAY

Once guests arrive at their Airbnb, guests can start trying out the IKEA products in the IKEA Stay home. There will be a tablet which serves as an access point for guests to view, learn, and bookmark the IKEA products they are interested in throughout their stay.

ENGAGE

EMAIL INVITATION

POST SERVICE, AFTER AIRBNB STAY

After guests finish their stay and leave their Airbnb home, they will be reminded to take a look at the products they saved throughout their stay with a personalized email invitation.

EXPLORE

COMPOSE

Lumosity.com - Get smarter, think faster - Train your brain with Lumosity, the personal trainer designed by scientists. Try a free workout!

Inbox

Starred

Important

Sent Mail

Drafts

Circles

More

Search people...

Looks like you don't have anyone to chat with yet. Invite some contacts to get started. [Learn more](#)

ikeastay@ikea.com
to me

8:22 PM (1 minute ago)

Hi Joelle! We've prepared your items and boy, do they look great.

Your bookmarked items from Michael's flat.



+ 15 items

We hope you enjoyed your stay at Michael's airbnb in Chicago. We've kept record of the items you were interested in and prepared them just for you.

Learn more about the items you bookmarked, see them in different contexts, and view similar items. You can purchase the items up front, or explore the other IKEA items in Michael's home.

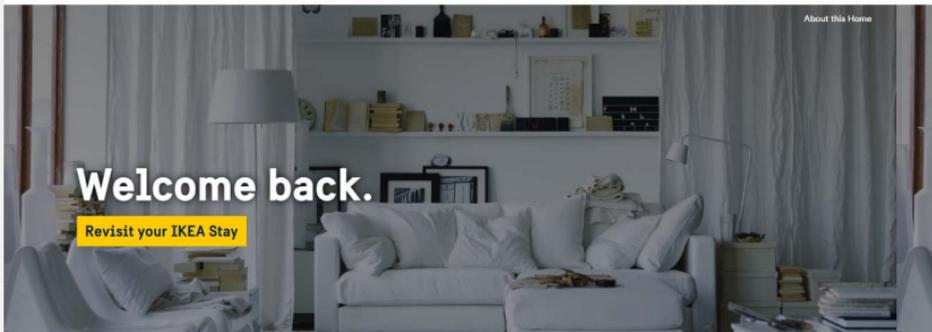
[See your items](#)

More recommended items from Michael's

Here's some more suggestions of items you might like from your stay.



We'd appreciate your review of IKEA stay. [Review your stay](#)



Your Bookmarked Items from Michael's Flat

- All Items
- Kitchen
- Dining
- Living
- Bedroom
- Bathroom



BAROMETER
floor lamp, nickel plated
\$69.99



KIVIK
chaise, light gray
\$400



MALM chest drawer
\$199



RIGGAD work lamp
\$69.99



BESTÅ
tv bench
\$185



EKENÄS
footstool
\$99



STENSTORP counter
\$499

RE-VISIT AIRBNB

POST SERVICE, AFTER AIRBNB STAY

Once guests arrive at their Airbnb, guests can start trying out the IKEA products in the IKEA Stay home. There will be a tablet which serves as an access point for guests to view, learn, and bookmark the IKEA products they are interested in throughout their stay.

[EXPLORE](#)

ROOM PAGE

POST SERVICE, AFTER AIRBNB STAY

Here, they can also browse through photos of the rooms they stayed in and review the items in each.

The hover interaction provides customers a unique way to quickly see items they may have overlooked during their stay. These featured items allow customers to discover other products that could pair well with their bookmarked items.

EXPLORE

IKEA NEW Kitchen Dining Living Bedroom Bathroom All Departments Stay

IKEA Stay in Michael's Flat

URSULA
Throw blanket
\$39.99
More details

LIVING DINING **BEDROOM** KITCHEN BATHROOM

Items in the Bedroom Filter by: Bookmarked **All** Beds Drawers Lighting Textiles Mirrors

<p>ÄRSTID wall lamp, nickel plated \$19.99</p>	<p>BAROMETER floor lamp, nickel plated \$69.99</p>	<p>HEMNES bed frame, black-brown \$279</p>	<p>JÄRA lamp shade, white \$9.99</p>	<p>JORDRÖK pillow, firmer \$21.99</p>
<p>KIVIK tv bench \$400</p>	<p>SANELA curtains, dark brown \$79.99</p>	<p>URSULA throw, white \$39.99</p>		



IKEA Stay » Michael's Flat » HEMNES



HEMNES

Bed frame, black-brown

\$279.00

Made of solid wood, which is a durable and warm natural material. Adjustable bed sides allow you to use mattresses of different thicknesses.

[Assembly Instructions \(PDF\)](#)

COLORS



ADD TO CART

< SHARE



HEMNES in Context

[Dimensions](#)

[Comfort](#)

[Designer Thoughts](#)

Take a look at how IKEA Stay hosts have used this product.



PRODUCT PAGE

POST SERVICE, AFTER AIRBNB STAY

After customers select a product, they are able to view it in closer detail. By providing them with additional details such as the item in different contexts, dimensions, and designers thoughts, we help provide the information they need in order to reduce chances of getting buyers remorse.

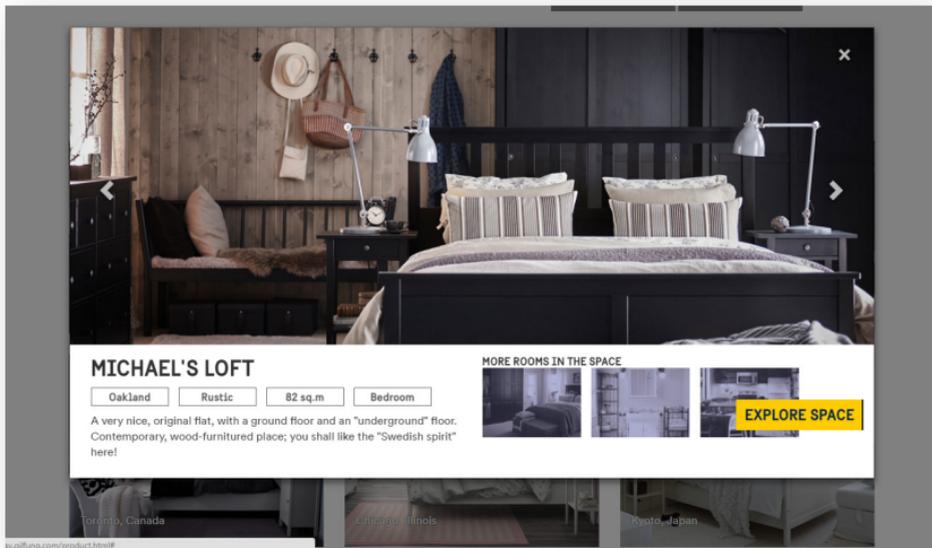
EXPLORE

PRODUCT PAGE

POST SERVICE, AFTER AIRBNB STAY

This context section allows customers to see the same product in different usage scenarios and environments. By displaying the other use scenarios of a single product, we provide customers with options on how they should style their room and configure furniture items. This reduces the cognitive overhead of having to think about which items, and colours, best suit their chosen product. This way, customers are able to have a clearer sense of how they should arrange their furniture items when they move into their new home.

[EXPLORE](#)



MICHAEL'S LOFT

Oakland Rustic 82 sq.m Bedroom

A very nice, original flat, with a ground floor and an "underground" floor. Contemporary, wood-furnished place; you shall like the "Swedish spirit" here!

MORE ROOMS IN THE SPACE

[EXPLORE SPACE](#)

Toronto, Canada Chicago, Illinois Kyoto, Japan

ij.giffung.com/product.html#



IKEA Stay in Home



IKEA Stay

Live in IKEA-Furnished Airbnb homes.

Stay in one today

Welcome home.

Get inspired by our IKEA Stay homes. Each home is designed by our showroom furnishing experts...

Where do you want to go? What type of home? What size of a home? **Search**

We've gone ahead and provided you a few listings that you can already enter.



IKEA STAY TAB

POST SERVICE, AFTER AIRBNB STAY

The IKEA Stay tab allows IKEA customers to learn about IKEA Stay, and explore products in different Airbnb contexts without having to stay in an Airbnb upfront.

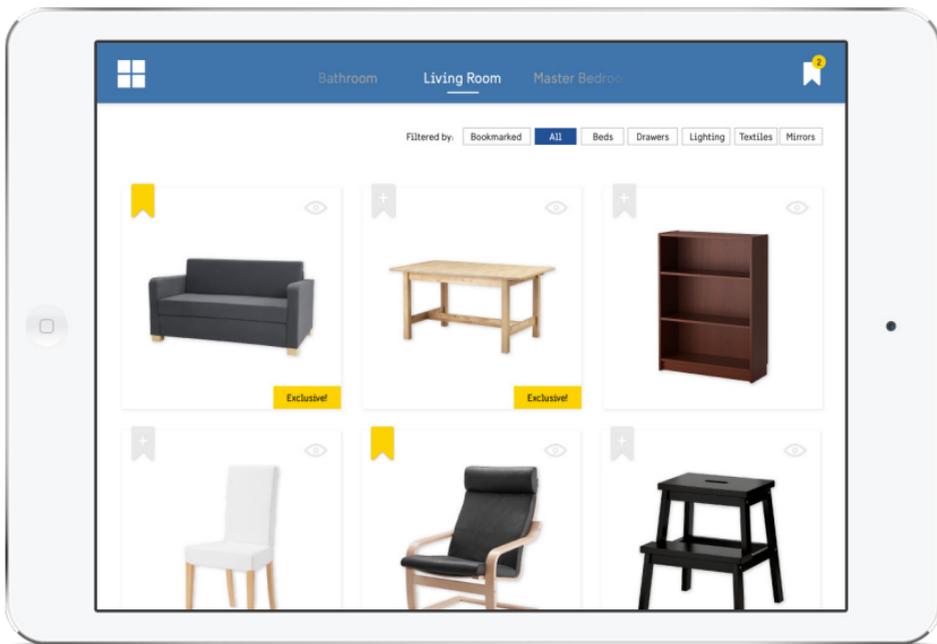
EXPLORE

MICROINTERACTIONS

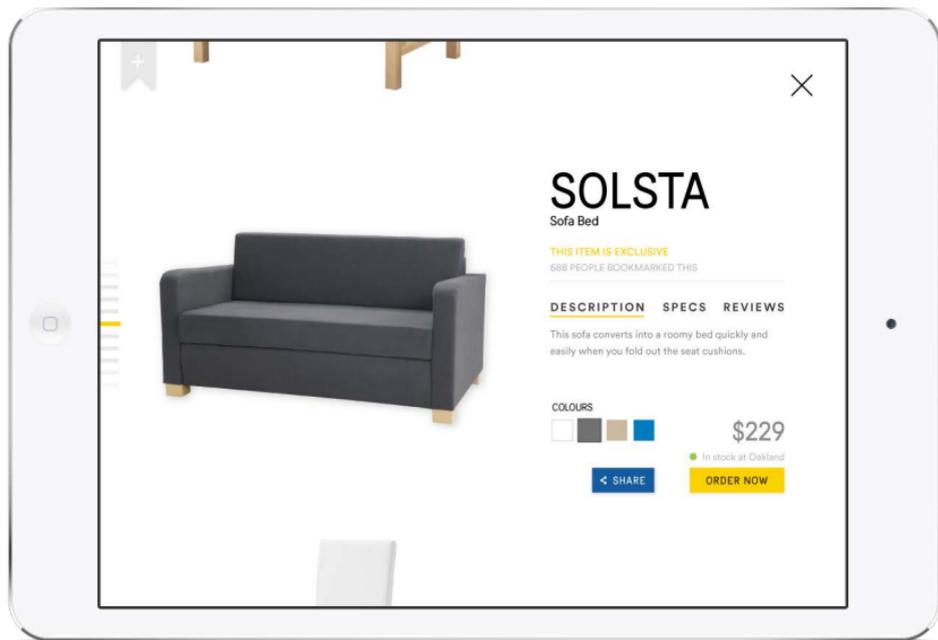
BOOKMARKING

Items can be bookmarked so guests can they like so guests can purchase them later or share them with their loved ones.

CROSS PLATFORM



688



SOCIAL MEDIA

We know that the opinions of friends and family are important when deciding on items for the home. These buttons make it easy to share bookmarked IKEA items with friends and loved ones to get their opinion. This can be done anytime within the tablet and web experience.



59

60

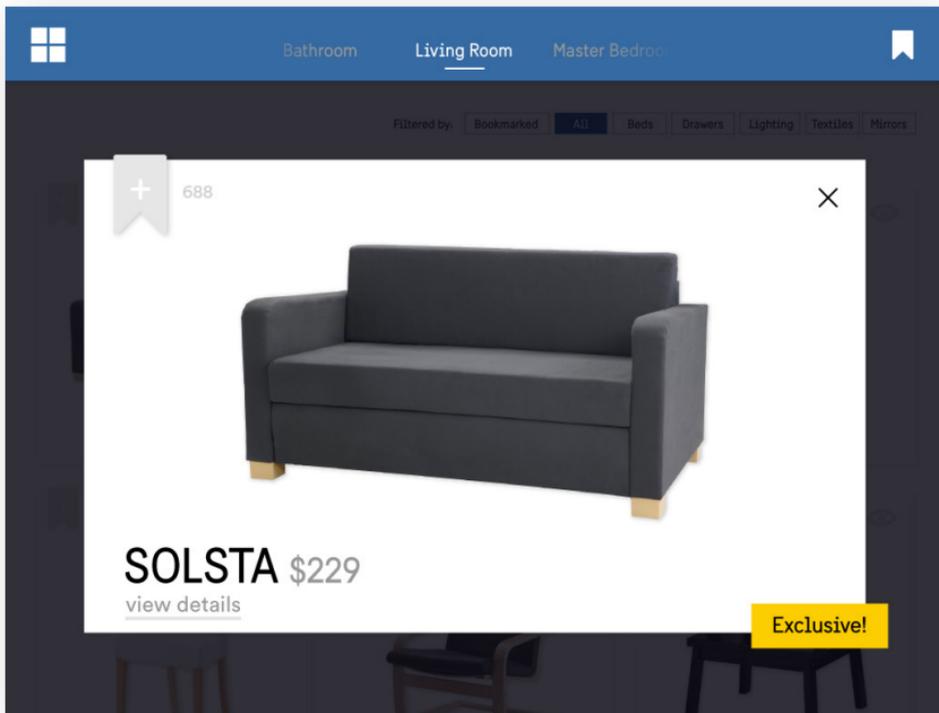
CROSS PLATFORM

MICROINTERACTIONS

QUICK LOOK

Guests can get a quick glance of the product without having to go into detail.

TABLET



SOLSTA
Sofa Bed

THIS ITEM IS EXCLUSIVE
688 PEOPLE BOOKMARKED THIS

DESCRIPTION **SPECS** **REVIEWS**

This sofa converts into a roomy bed quickly and easily when you fold out the seat cushions.

COLOURS

\$229

In stock at Oakland

← SHARE ORDER NOW

VERTICAL PRODUCT CAROUSEL

Guests can quickly and easily scroll through IKEA products within that room and learn more.

TABLET

MICROINTERACTIONS

PRODUCT HOTSPOTS

Hotspots placed across featured products on the room context shots allow guests to quickly discover popular items they might be interested in.

The blue overlay separates the product from the background to highlight.

WEB

The screenshot displays the IKEA website's 'Stay' section for 'Michael's Flat'. The main image shows a bedroom with several product hotspots (white circles) overlaid on various items. A yellow callout box highlights the 'URSULA throw, white' for '\$39.99' with a 'more details' link. Below the image is a navigation bar with categories: LIVING, DINING, BEDROOM (selected), KITCHEN, and BATHROOM. Underneath is a section titled 'Items in the Bedroom' with a filter bar set to 'All'. The items listed are:

- ÄRSTID** wall lamp, nickel plated: \$19.99
- BAROMETER** floor lamp, nickel plated: \$69.99
- HEMNES** bed frame, black-brown: \$279
- JÄRA** lamp shade, white: \$9.99
- JORDRÖK** pillow, firmer: \$21.99
- KIVIK** tv bench: \$400
- SANELA** curtains, dark brown: \$79.99
- URSULA** throw, white: \$39.99



VIDEO





WHY VIDEO?



BEHIND THE
SCENES

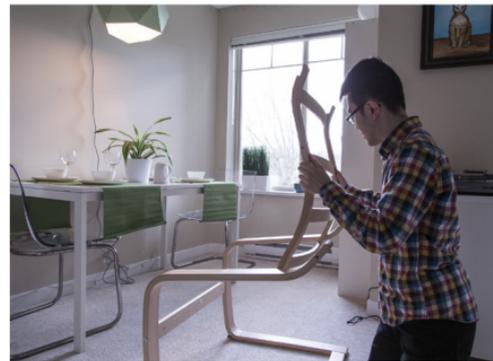


FINAL VIDEO

WHY VIDEO?

A video can express a lot of things left unsaid, so we created one that helped convey all the values we wanted our project to achieve, the reasoning behind our decisions, and the ultimate goals and purpose of IKEA Stay.

The video walks viewers through the full experience of IKEA Stay from bookmarking items on the tablet in their Airbnb, to the web experience where guests can revisit their IKEA Stay and see products in other IKEA Stay homes.





“With IKEA Stay, people all over the world can build a space that they can now call, home.

A blue-tinted photograph of a modern living room. In the center is a dark leather sofa with several pillows. In front of it are two round, light-colored coffee tables. To the left is a white armchair. A floor lamp with a large white shade stands to the left of the sofa. A bookshelf is visible on the far left. A large window in the background shows a cityscape. The text "FUTURE IMPLICATIONS" is overlaid in yellow on the left side of the image.

**FUTURE
IMPLICATIONS**



VALUES



MEASURABILITY



SECTOR WIDE
IMPLICATIONS



IKEA STAY'S VALUES

Increases IKEA's online sales

IKEA Stay moves people towards their online platform, now customers are drawn to the e-commerce and encouraged to order products online.

Leverages airbnb guests' stay

IKEA items are placed inside airbnb homes, becoming a showroom you can live in, strengthening the brand's vision of 'creating the perfect home' with customers.

Refreshes IKEA's catalogue of inspiration

IKEA Stay provides new ways to style homes through the airbnb context photos. This allows customers to see products in an authentic light, giving customers further reasons to purchase items.

Builds up IKEA's market

IKEA Stay creates an interest in an IKEA lifestyle by introducing potential customers to a home filled with IKEA furniture and products. This makes the transition into the brand more inviting for customers.

MEASURABILITY

THE SUCCESS OF IKEA STAY CAN BE MEASURED IN THESE WAYS

Airbnb driven IKEA website visits

IKEA driven visits to Airbnb's website

General online traffic and sales for IKEA site

Which products are most 'bookmarked'

Number of Airbnbs using IKEA furniture

Sales of products used in IKEA Stay

SECTOR WIDE IMPLICATIONS

Although IKEA Stay will initially be implemented as a partnership between IKEA and Airbnb, our proposal is a scalable solution that can be expanded to address the entirety of the furniture industry. This means that other furniture companies could also showcase items through short-term rentals as well.

IKEA Stay could also lead to IKEA developing their own short term housing system. So, instead of renting out spaces through Airbnb, IKEA would have their own rental system established.



01-55-21

15-24

1

Hotel
1 + 2



FINAL THOUGHTS

IKEA was a really interesting client to work with as they have a strong presence in the furniture industry and are known worldwide. They have a unique showroom experience that displays their items in an intriguing way, which makes them stand out from their competitors. We found an interesting trend with people moving and staying at Airbnb's and leveraged the opportunity, building it into our proposal. One challenge when coming up with ideas was creating a digital experience that assists guests in decision-making without interfering with their experience within the Airbnb. Working on this process book has allowed our team to look back at all our research and synthesize, which assisted in strengthening our final concept presentation.



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The image features a shopping cart filled with several large, light-colored shopping bags. The scene is dimly lit with a strong blue color cast. The IKEA logo is centered on the cart's frame, with the word 'IKEA' in white and 'STAY' in yellow below it.

IKEA
STAY

an IKEA x airbnb experience