IKEA.cn redesign- exploration epic

Explore the future of retailers' official website in the APP-based trend at **IKEA**

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Abstract

IKEA.cn redsign- exploration epic is a research-centric design project at IKEA China Digital Hub. Due to the early neglect of digitization, IKEA's official website (IKEA.cn) in China has accumulated many problems that affect the user experience. Meanwhile, since IKEA shoppable mini-program country roll-out, all key Web business performance indicators got impacted negatively, especially on Mobile. The project aims to figure out how Chinese customers perceive the Web during their home furnishing exploration journey to maximize the Web use cases and refine the design and feature focus on the Web according to the real Web customers expectation.

Background

Since IKEA shoppable mini-program country roll-out, all key Web business **performance** indicators got impacted **negatively**, especially on Mobile.
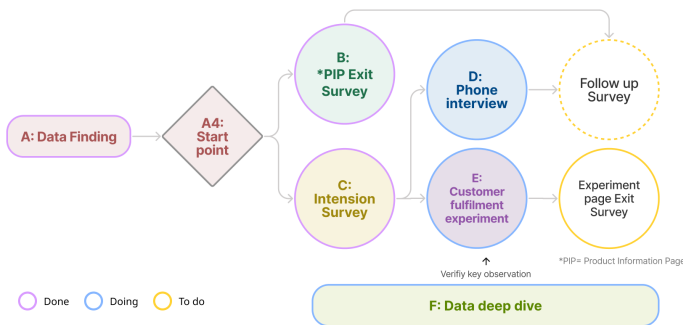
IKEA.cn still has its value in the app-based trends.

From Data, highly-visited [600,000+ PV].

For IKEA, 1. Accesible for customers 2.Friendly for businese customers 3.For omni-channel 4.Branding

For Customers, big screen provide better experience for purchase big furnitures.

Research Methodology

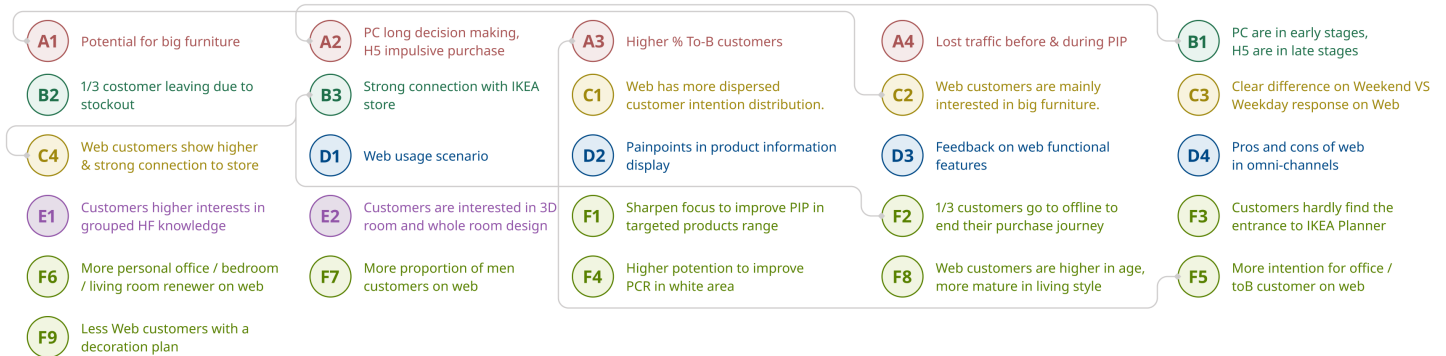

Done   Doing   To do

Research Result

Because of the complexity of web, we started a series of user research with a startpoint from **data finding(A)**. From **A4** startpoint, we released the **PIP exit survey(B)** and **customer intention survey(C)** on 6/22, then found **B1-B3** & **C1-C4**. Then through **phone interview(D)** follow up **C**, did web fulfill users need? what to improve? Through **customer fulfilment experiment(E),** follow up **C4**, to figure out what's the composition of customers' Home furniture(HF) needs and how to better serve them. Meanwhile, **data deep dive(F)** is keeping to validate and dig deep into the assumptions we have learned from user research and to get new data findings for better understand web users and gain new view.

Diagram

Key observations obtained in different studies will be **related** to each other, and some hypotheses will also be verified.

A1 Potential for big furniture	**A2** PC long decision making, H5 impulsive purchase	**A3** Higher % To-B customers	**A4** Lost traffic before & during PIP	**B1** PC are in early stages, H5 are in late stages
B2 1/3 costomer leaving due to stockout	**B3** Strong connection with IKEA store	**C1** Web has more dispersed customer intention distribution.	**C2** Web customers are mainly interested in big furniture.	**C3** Clear difference on Weekend VS Weekday response on Web
C4 Web customers show higher & strong connection to store	**D1** Web usage scenario	**D2** Painpoints in product information display	**D3** Feedback on web functional features	**D4** Pros and cons of web in omni-channels
E1 Customers higher interests in grouped HF knowledge	**E2** Customers are interested in 3D room and whole room design	**F1** Sharpen focus to improve PIP in targeted products range	**F2** 1/3 customers go to offline to end their purchase journey	**F3** Customers hardly find the entrance to IKEA Planner
F6 More personal office / bedroom / living room renewer on web	**F7** More proportion of men customers on web	**F4** Higher potention to improve PCR in white area	**F8** Web customers are higher in age, more mature in living style	**F5** More intention for office / toB customer on web
F9 Less Web customers with a decoration plan				

Conclustions & Future Worrk

For short-term plan, 1. To verified all hypothesis. 2. To dig into existing findings.

For long-term plan, 1. After the understanding of web users is improved from quantity to quality, the whole website can be redesigned. 2. From IKEA.cn extension to the trend and value of retailers' offical website in the digital development.

#Outcome 1

Understand customer profiling

Many vistiors on Web are to prepare for going to the stores. Compared with other DTC buyers, they are older, more male, and have more demand for big furniture renew.

#Outcome 2

Understand customer intention

Most of web users buy large furniture and show great interest in designing furniture and learning about HF knowledge.

Many customers want Web to help them prepare to store.

In addition, Web needs to focus on 'continue' the user's journey in each page.

#Outcome 3

Understand two usage scenarios

People might tend to use our Web on desktop in the early stage of exploring products; In the scenario of using mobile web, they might have targeted some products to purchase.

#Outcome 4

Clear ikea.cn positioning

1. Compared with other channels, Web is more accessible for white area, which can help expand the market and no longer be limited by the location of stores.

2. Stronger correlation with stores, which can bring higher revenue for store and promote IKEA's omni-channel.

3.More businese customers