Consumer Decision Journey

Laura's multichannel journey across the IKEA landscape to find her perfect kitchen.

Key:

Laura's Chosen Route

Possible Alternative Route

Out of P1 scope

Moments of Truth

Laura, 35

Wants to buy a new kitchen

Living Situation: Home owner, married to Pete.

Demographics:
Female, 2 children
Lives with husband & 2 kids

Occupation: Office Manager (part-time)

Home: Malmö, Sweden
Income: 65,000 Euro/year

Psychographics:
- Time starved and is always busy, trying to juggle many things at once
- Enjoys home decorations and making her house nice and comfortable for her family is a high priority for her
- Enjoys shopping but doesn't have a lot of time
- Is quite social with a large circle of family and friends

Values:
- Speed and Convenience
- Balance of good quality and affordable price
- Enjoys shopping in store but also likes using websites
- Values the opinions of family and friends
- Trusts expert advice, especially on important purchases

IKEA profile
An IKEA customer

Social Media

facebook

What Laura buys:

Market Trends

Nearly half of online buyers start their journey in a store. – *IBM From Transaction to Relationship Survey 2013*

Nearly half of mobile furniture shoppers discover new brands on mobile devices. – *Google: Compete Retail Furniture Study 2012*

65% changed their opinion about a brand after having an online experience. – *Gartner Symposium 2012*

Half of search conversions were assisted by non-branded terms and 27% of converters ended their research process with a non-branded search. – *Google: Compete Retail Furniture Study 2012*

Nearly 3 in 4 consumers exposed to traditional advertisements later look up the advertiser online – *Google: Compete Retail Furniture Study 2012*

Online experience influences 97% of people whether to buy a brand or not. – *Gartner Symposium 2012*

Two third of "showroomers" bought from the same or different multi-channel retailer, not online pure player. – *IBM From Transaction to Relationship Survey 2013*

16% use Tablets, 12% mobile devices to search online for information on furniture. – *Google: Compete Retail Furniture Study 2012*

At the beginning of their journey 65% of buyers are not sure which brand they will buy. – *Google: Compete Retail Furniture Study 2012*

63% of purchasers visited multiple furniture brand sites prior to purchase – *Google: Compete Retail Furniture Study 2012*

97% get influenced by the online experience on whether they buy a product or service from a brand or not – *Gartner Symposium 2012*

35% of "in-store" customers are undecided where they will buy next. – *IBM From Transaction to Relationship Survey 2013*

Half of customers want real time information like stock availability at the store. – *IBM Multi-Channel Maturity Index 2012*

37% of customers want to return products in the store that were bought online. – *IBM From Transaction to Relationship Survey 2013*

9% of "in-store" customers intend to buy next time online. – *IBM From Transaction to Relationship Survey 2013*

Journey Step

ATTRACT → PREPARE → BUY → FULFILLMENT → AFTER-SALES

ONLINE

Desktop
(PC or Laptop at home)

Finding the right kitchen
Laura wants to replace her kitchen with one that is better for her family, offering space saving features. After looking through many home magazines and the IKEA catalogue, Laura goes to the website for more ***kitchen ideas & details***.

Competitor websites
Laura visits several well known kitchen brands; looking for something that will work well for her space and lifestyle.

IKEA: Kitchens
Being an IKEA customer, she visits the website ***looking for inspiration***. She browses the kitchen section looking at many photos to get an idea of what might work - finally deciding to get her husband to take on the range.

Inspiration concepts
- Assisting the purchase decision
- What kitchen is right for me?
- Solution list wizard
- My situation (eg: Keen chef!)

Comparing kitchens
On the IKEA website Laura re-compares the kitchens she saw in store, getting to the heart of the ***features and differences***. She also checks and confirms delivery options and installation services.

The perfect kitchen
Laura really likes the kitchen range. She plays with the display unit and reads the ***detailed product info*** and configuration options.

Product reviews & ratings
Being a savvy consumer, Laura always prefers to see previous ***customer reviews/ratings*** and ***read external product reviews*** whenever possible. She also compares similar products at the same price point.

Online Planning tool
Laura looks over the products she saw in-store and now uses the ***online planning tool*** with her own kitchen measurements to see what it would look like.

Add to shopping cart
Laura adds the planned kitchen details to her shopping cart.

Checkout & payment
Laura ***arranges installation*** in two weeks time. She ***pays online*** by credit card to complete the transaction and receives an ***order confirmation email*** with all details of the purchase including a delivery date.

Loyalty rewards
Laura is presented with details of a loyalty programme that can reward her for shopping at IKEA. It's easy to opt-in as all his details are captured.

Kitchen installation
Laura can find out the progress of her order by signing into her account. She notices that it is possible to ***change the installation date***, although she doesn't need to do this.

Order deadline
Laura decides that she wants to ***amend the order*** by adding a dining table and chair set from the website. She is pleased that she can do this with no extra delivery cost.

IKEA web chat
Laura has a query regarding her kitchen cupboard doors. After looking through the ***online support and FAQs***, she decides to use the web chat option to ***get help fast*** and resolve her issue.

Mobile
(Smartphone or tablet on the move)

Mobile website
In the evening while sitting on their sofa, Laura and Pete use a ***tablet device to browse the IKEA website***, with Laura driving the experience and showing him what she liked so far.

IKEA: Kitchens (Tablet)
They browse the kitchen section looking at the detailed photos to get an idea of what might work for them. This time they decide that a trip to the store is worth while.

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Online Planning tool
Laura looks over the products she saw in store and now uses the ***online planning tool*** with her own kitchen measurements to see what it would look like.

Add to shopping cart
Laura adds purchase the kitchen using the details from the plan.

Checkout & payment
Laura ***arranges installation*** in two weeks time. She ***pays online*** by credit card to complete the transaction and receives an ***order confirmation email*** with all details of the purchase including a delivery date.

Call to the contact centre
Although quite tech savvy, Laura still prefers to speak to someone when she has an issue regarding her kitchen cupboard doors. She calls the contact centre to get help and a solution to her fast.

Social Media
(Facebook or Twitter interaction)

IKEA Facebook page
While catching up with friends on Facebook, Laura sees a link to the IKEA Facebook page. She clicks it and notices a post about kitchens.

Kitchen feature
Laura reads about the kitchen range and visits a YouTube overview that someone has posted. She wants to find out about the space saving features.

The perfect kitchen
Laura really likes the kitchen range. She posts the link on her Facebook page and askes her friends to comment.

What my friends think?
Laura posts a link on Facebook. She also Tweets the link on her Twitter account. One of her friends actually has an IKEA kitchen and recommends it.

Reviews her experience
With the new kitchen in place, Laura posts few photos and comments describing her IKEA experience on Facebook for all her friends to see.

OFFLINE

Store
(Visiting a local IKEA branch)

Browsing the catalogue
Laura browses the kitchen section in the catalogue and sees several options in different ranges that she likes.

Browsing in the store
Laura wants to see the kitchens for real. Laura and Pete decide to drive to the store and get a better idea of the options available. A co-worker provides initial ***advice & recommendations***.

Viewing kitchen range
Laura explores the ***kitchens on display*** in the studio, paying close attention to specific features. She picks up the kitchen brochures available.

Comparing kitchens
In the kitchen studio Laura and Pete can see all kitchen styles and pricing, including additional services on offer for assembly and installation.

The perfect kitchen
Laura really likes the AKURUM kitchen range. She plays with the display unit and reads the ***detailed product info*** and configuration options.

Instore planning
Laura goes to the kitchen planning studio where she continues her plan she started at home. She gets support to check the plan and gets a price including services.

Add to shopping list
Deciding that she wants to go ahead and buy the kitchen, Julie gets help from the co-worker to get the order submitted.

Checkout & payment
Laura pays in store using her credit card

Arranging delivery
Laura views ***the available delivery & installation times*** and selects one for two weeks time.

Kitchen installation
Laura has her kitchen installed two weeks after purchase.

Face-to-face help
Laura and Pete decide to visit the local IKEA store so they can speak to someone regarding an issue with the cupboard doors. They resolve the issue quickly.

KPI

Visitor Traffic	Visit Duration	Cusotmer Retention Rate	Marketing Cost	Customer Acquisition Rate	Advocacy Score	Promotion Response Rate	Up-Sell Response Rate	Average Order Basket Value	Average Order Basket Size (# of Items)	No. Of Abandoned Cart	Average lead size	Average delivery order size	No. of contacts	Response time	Satisfaction rate	No of returns