IKEA®

Consumer Decision Journey

Simon's multichannel journey across the IKEA landscape to find his ideal sofa.

Key:

Simon Chosen Route

Possible Alternative Route

Out of P1 scope

Moments of Truth

Simon, 23

Young guy wanting to buying an affordable sofa

Living Situation: Simon is single with no children

Demographics: Male young working professional who recently graduated. Simon lives alone and does not yet own a car.

Occupation: Computer Programmer
Home: Munich, Germany
Income: 38,000 Euro/year

Psychographics:
- Single; with a minimalist approach to household needs
- Expert in online tools for comparison shopping
- Always price sensitive
- Enjoys shopping online, especially for games & sports purchases
- Values the opinions of family and friends and interacts with them mostly via social media

Values:
- Speed and Convenience
- Low Price
- Judges a retailer based on its website
- Orders as many things online as possible for delivery

IKEA profile:
A new IKEA customer

Social Media

facebook

What Simon buys:

EKTORP
Two-seat sofa, Idemo red
£275

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 22% 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 "showrooomers" 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 Multi-Channel Maturity Index 2012*

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)

Simon wants a new sofa
Simon needs to replace his old sofa and uses his laptop to begin the search. He wants it to look good in his apartment and also be affordable.

Google search
By simply searching for 'sofas', Simon generates a list of retailers. He *recognizes the IKEA brand* which appears in the *top four search results*. He clicks on the link, hoping the right sofa will catch his eye.

Competitor websites
Simon also visits other furniture brands to get a wider understanding of pricing, range and availability.

IKEA: Sofas & armchairs
Simon browses photos of living rooms on IKEA.com to get *inspiration and ideas*. He looks at the fabric sofa section to see what he can find, ideally in red, to match his carpet.

Inspiration concepts
- Assisting the purchase decision
- What sofa is right for me?
- Solution led wizard
- My situation (eg: first home)

Comparing IKEA sofas
He views a number of different sofas in the fabric section, comparing the differences by moving from *product page to product page*.

Comparison table
Simon creates a *side-by-side comparison table* featuring the sofas he added to a compare list. They could all potentially meet his needs, but Simon really wants to understand the differences.

The perfect sofa
The EKTORP two-seater looks just right for Simon's room. He reads the *detailed product info*, sizing and *views different pictures*. Simon also views the matching products shown.

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

Add it to favourites
Simon adds the the sofa to his *favourites* so that its saved for reference later. He notices a *Facebook 'like' button* and decides it would be great to find out what his friends make of it.

Add to shopping cart
Deciding that he wants to go ahead and buy the sofa, Simon adds the item to his cart and begins the purchase process.

Checkout & payment
Simon *views and arranges delivery* for Friday morning. He *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
Simon is presented with details of a loyalty programme that can reward him for shopping at IKEA. It's easy to opt-in as all his details are captured.

Delivery & tracking
Signing into his account, Simon can find out exactly where his delivery is by selecting the 'track order' option . He gets an update on the estimated time of delivery and is able to *change the delivery date*.

Order deadline
Simon decides that he wants the recommended coffee table that matches his sofa after all. He sees that he can still make an amendment to the order and add it to the delivery at no extra cost.

IKEA web chat
Simon has a query regarding his delivered sofa. After looking through the *online support and FAQs*, he decides to use the online web chat option to *get help fast* and clarify his issue.

Mobile

(Smartphone or tablet on the move)

Simon wants a new sofa
Simon needs to replace his old sofa and as he is always on the move, uses his smartphone to browse for one. It needs to look good in his apartment and also be affordable.

Google search
By simply searching for 'sofas', Simon generates a list of retailers. He *recognizes the IKEA brand* which appears in the *top four search results*. He clicks on the link, hoping the right sofa will catch eye.

Mobile App
Simon could choose to browse the app store and download the IKEA mobile app.

Mobile App

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Inspiration concepts
Mobile app specific inspiration tools such as Virtual living space visualisation and solutions led wizards

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Contact centre
Simon has a query regarding his delivered sofa and and can't find the answer on his app FAQ section. He calls the contact centre to resolve the issue.

Social Media

(Facebook or Twitter interaction)

IKEA Facebook page
While catching up with friends on Facebook, Simon sees a link to the IKEA Facebook page. He clicks it and notices a post about a low cost sofa range.

Sofas article
Simon reads about the EKTORP range and views a YouTube review that someone has posted. He wants to find out the exact sizing and clicks the link to the IKEA website.

The perfect sofa
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Takes a trip to local store

What my friends think?
Simon posts a link on Facebook. He also Tweets the link on his Twitter account. His friend's comments come in fast and he is encouraged to go for it.

Reviews the Experience
Now that its delivered and sorted, Simon posts a *review and photos* of his new sofa on Facebook for all his friends to see. He invites them to a sofa warming party!

OFFLINE

Store

(Visiting a local IKEA branch)

Browsing the catalogue
Simon browses the sofa section in the catalogue and sees a couple that he thinks look great. He decides to go to the store and try them out for comfort.

Journey to the store
After catching the train, he boards the IKEA bus that takes him straight to the store from the station.

Browsing in the store
Looking at the different living-room settings on display, Simon *gets inspired*. He then enters the sofa section and tries out a few that he likes. Chatting with a co-worker provides him with a *product overview*.

Trying out the sofa
As it is a major purchase for Simon, he wants to make sure he gets it right, so decideds to try sitting on it before he buys. He reads the *detailed product information* on display next to the sofa.

Mobile Bar Code reader
Simon likes what he has seen in store and decides to scan the *sofa bar code* by using the *IKEA app* on his smartphone. This brings up the *full details and options* of this item.

Add to shopping list
Deciding that he wants to go ahead and buy the sofa, Simon writes down the code on paper list.

Mobile shopping list
Simon can scan any item he wishes to buy in-store on his smartphone and then presents his phone at the till for scanning.

Checkout & payment
Simon wants in line and then presents his list at the checkout and pays for the sofa using his credit card.

Arrange Delivery
Simon pays for delivery at the delivery counter. They have an available delivery for Friday morning - he knows he will be working from home then.

In store visit for help
Simon has a query regarding his delivered sofa, so decides to visit his nearest store to get help.

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