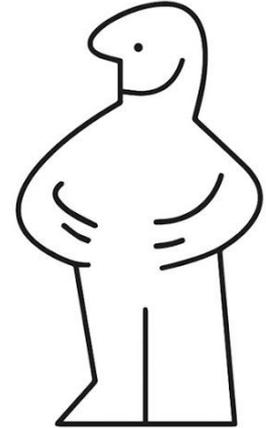
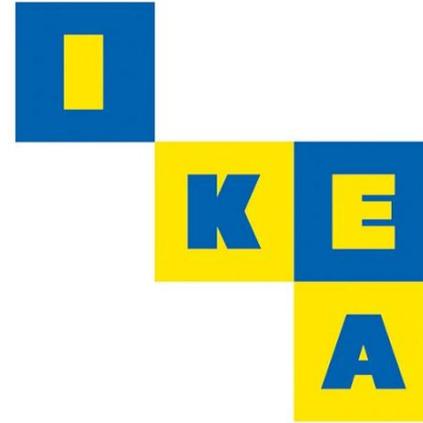


IDN 508-02 PMUR

Survey Report

Assignment-5



TEAM-3: Shin, Sue, Jesse & Zeya

Oct.20th, 2020

Research Goal

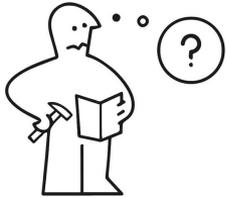
Ultimate vision:

Offering integrated strategy for both **in-store and online experiences** by enhancing strengths of each channel

- **Improve the online services** to catch up competitors
- **Seek new and original opportunities** by leveraging both online and offline service
- Keep taking advantage of strong in-store experience by considering product characteristics of furniture, while in line with social distancing

Survey goal:

- To understand user motivation why choose in-store and online shopping in IKEA
- To learn users' assessment on in-store, website and App of our client
- To know users' attitudes about issues we found in previous research



Topline Summary



- 1** 65.6% of our respondents using IKEA are between 25-34 years old while most of them live with other adults, like roommates or couples. This result is very consistent with the secondary research data we have done before. **IKEA keeps its target users remain young people around 30 years old.**
- 2** The most dramatic comparison is that **while most of respondents (82%) are satisfied with the IKEA in-store experience, many are strongly dissatisfied with the IKEA website experience.**
 - Regarding **the dimension, quality and material of the items**, around 70% of the respondents are satisfied with the experience of checking in the store, but they are not satisfied with checking on the website.
 - Regard **the recommendation of other items**, 86% said they can get inspiration to buy new items from in-store shopping, while 33.3% don't get good inspiration assuming they might not get good recommendations on the website.
 - The difference in satisfaction with items dimensions is reasonable, but it is worth improving in terms of product recommendation on the web.
- 3** The number of respondents **using delivery services and reviews services is less than half of the total number of web respondents.** Compared with other online shopping platforms, this data is surprisingly low. In order to improve the user experience of IKEA website, we can conduct deeper research on these two aspects.
- 4** Even though many respondents (22%) experienced **IKEA's additional in-store services**, such as IKEA restaurants, family environment, etc., only 3 respondents have used the **in-store pick-up service** (ie "Click & Collect" service).
- 5** The most surprising data is that 72% of the respondents said they have **never used the IKEA app**. When looking at the reasons, they do not see any distinctive values nor are not aware of the app. Our recommendation is to **consider distinctive values** and **ideate core functions** of the app by taking in-store and website experiences into account. Also, create a strategy how to **increase its awareness**. Assess the hypotheses next interviews.

Hello! We are Jesse, Sue, Zeya and Shin from Institute of Design at Illinois Tech. Thank you for participating in this survey. Your support is much appreciated.

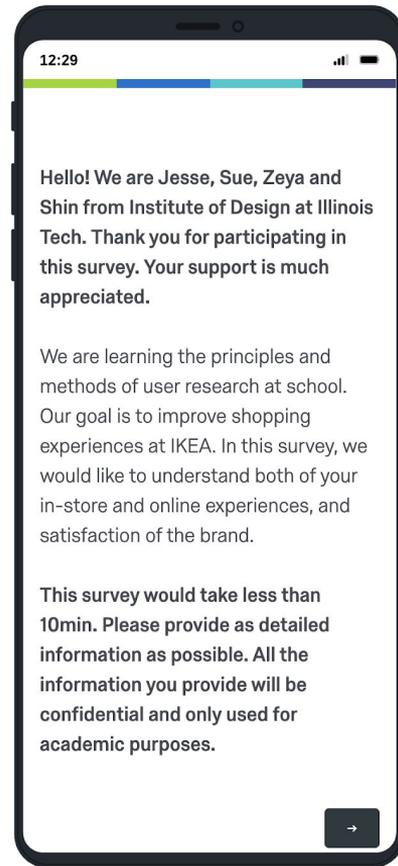
We are learning the principles and methods of user research at school. Our goal is to improve shopping experiences at IKEA. In this survey, we would like to understand both of your in-store and online experiences, and satisfaction of the brand.

This survey would take less than 10min. Please provide as detailed information as possible. All the information you provide will be confidential and only used for academic purposes.



Survey Link

https://iit.az1.qualtrics.com/jfe/form/SV_b8H7dxUVHdO9hC5



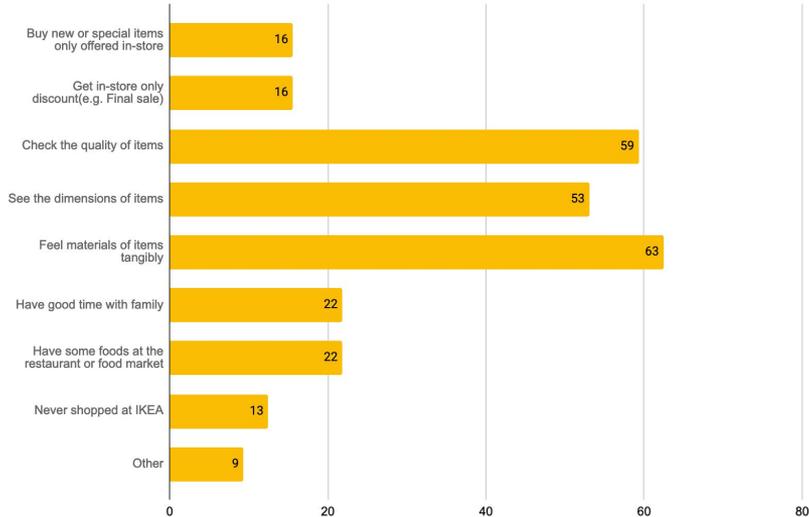
Survey Result

In-shop

What are the reasons you shop in-store at Ikea?

50 - 60% of respondents said that the reason they shop at Ikea store is to check the quality, material, and dimension of the product. 22% of respondents said they visit the Ikea store to use facilities such as restaurants in the store or to spend time with their families (Shopping environment is critical to these people).

What are the reasons you shop in-store at IKEA? (%)



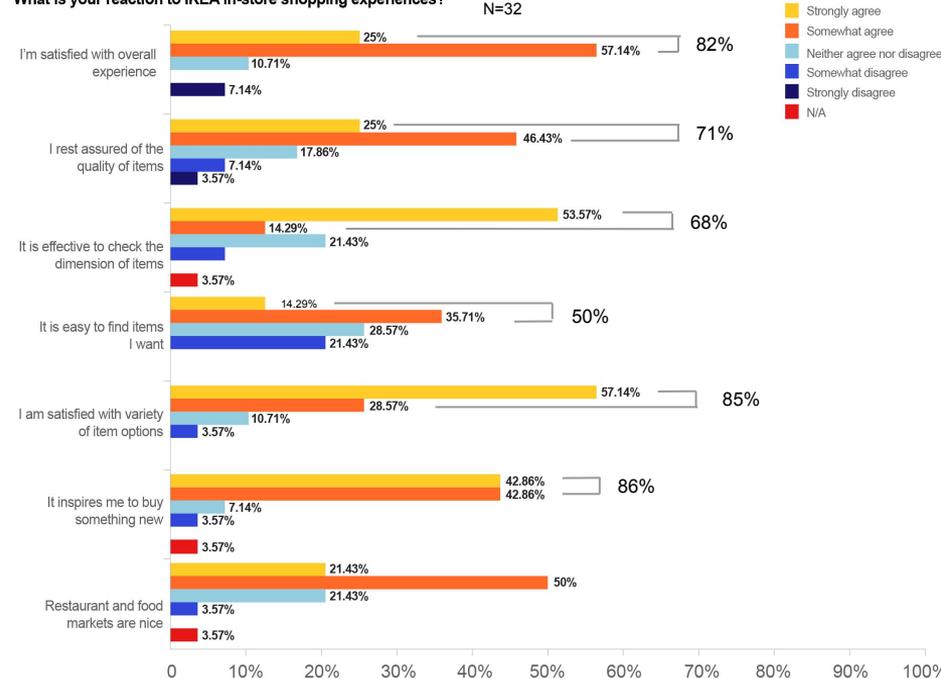
*Multiple answer N=32

What is your reaction to IKEA in-store shopping experiences?

82% of respondents said they satisfied with the services of Ikea shop in general, 86% said they can get inspiration to buy new items from Ikea shop, while 50% said it was easy to find items in Ikea.

Many respondents were very positive about the various product options IKEA offers(86%), or the purchasing system that allows you to check the exact dimensions through the showrooms and each product sections (68%).

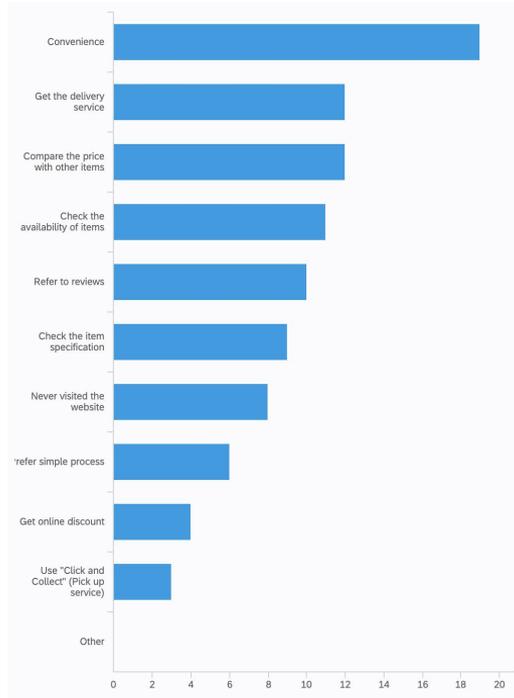
What is your reaction to IKEA in-store shopping experiences?



Website

The reasons why people visit IKEA website shows:

Even though there are 19 among 24 respondents who used IKEA website said it is Convenience to use the website, only 6 among 24 felt it is because of Simple process. Moreover, only half respondents chose “get the delivery service” and 10 among 24 selected “refer to reviews” shows that this website doesn’t do well in online shopping service.



*Multiple answer N=24

The satisfaction of using IKEA website shows:

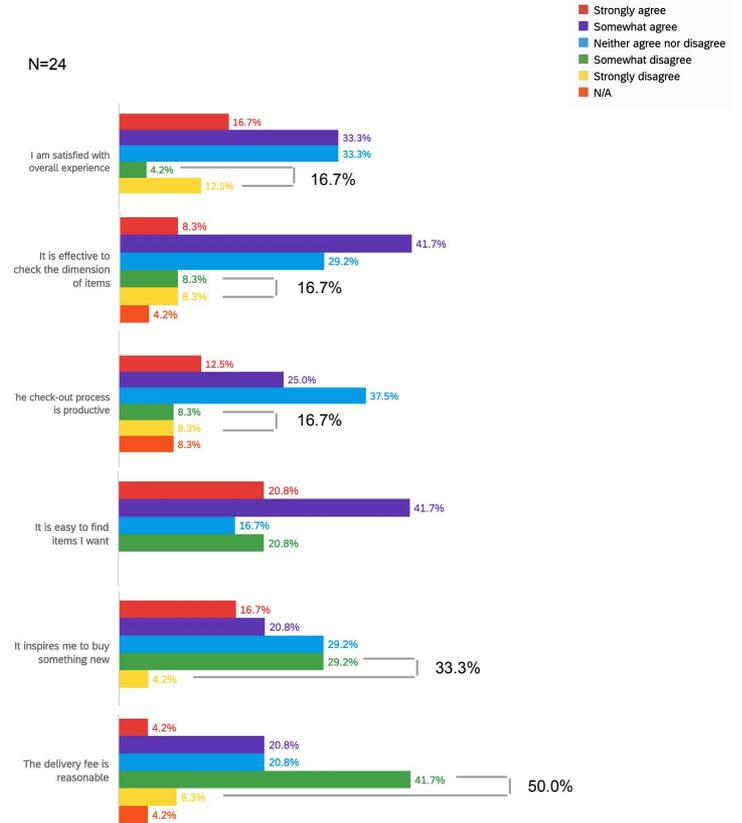
It is worth noticing that 16.7% respondents were not satisfied with overall experience. 16.7% didn’t think it is effective to check the dimension of products and 16.7% among who used online checkout said it is not productive to check out. Those negative perspectives should be valued, which represents that this website has a lot to be improved.

In **searching and exploring** aspect, as an online shopping website, IKEA almost failed to satisfy customers:

20.8% said it is not easy to find what they want and 33.3% didn’t get inspiration of new products assuming they cannot get good recommendations.

At last, the most complained is delivery fee. 50% held negative view to it.

N=24



App

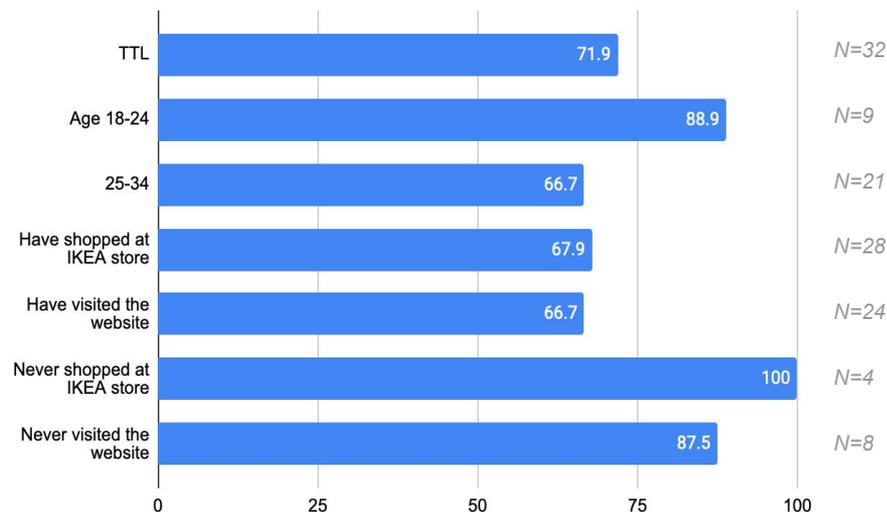
72% of the responders have never used the app. Among **younger users (18 -24)**, the number is **89%** compared with 67% in elder users (25 -34).

Whereas **excluding the users who never shopped in-store or visited the website**, there are still around **70% of users never used the app**. When looking at the reasons, they **do not see any distinctive values** nor are **not aware of the app**.

Next step...

Consider distinctive values and ideate core functions of the app by taking in-store and website experiences into account. Also, create a strategy how to **increase its awareness**. Assess the hypotheses next interviews.

Ratio of “Never used the app” (%)



Reasons why “Never used the app” (open-ended)

- *“I don’t buy something from IKEA very frequently, so the website is enough for me”*
- *“I feel not need to use the app, since I am satisfied with shopping in the physical store, and I don’t know what benefits the app offers”*
- *“Do not shop at IKEA enough for it to be worth downloading the app”*
- *“Didn’t know they had one”*

Appendix-1

Demographic

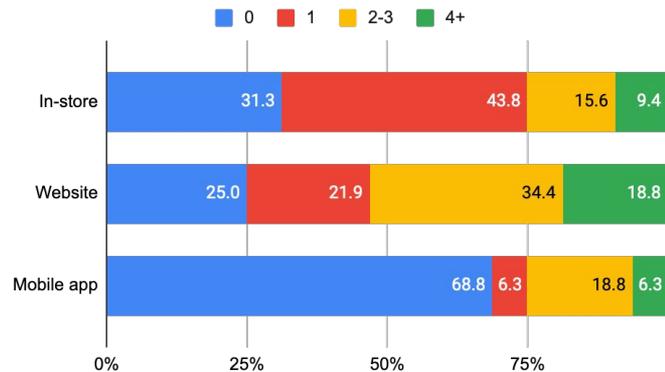
Gender x Age of survey responders (%)

N=32

	TTL	18-24	25-34	35-44	45+
Female	46.9	15.6	28.1	3.1	0.0
Male	50.0	12.5	37.5	0.0	0.0
Non-binary	3.1	0.0	0.0	3.1	0.0

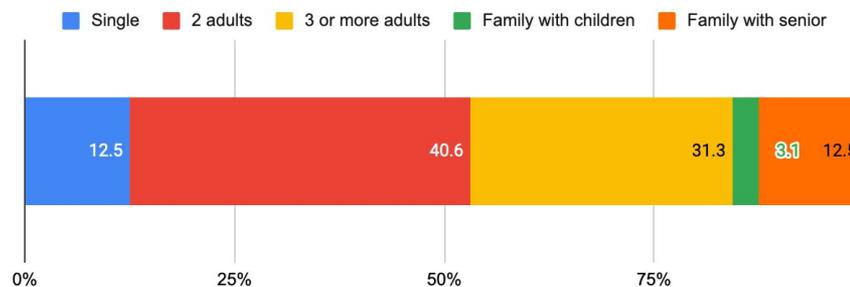
Number of IKEA experience in the last 12 months (%)

N=32



Household structure (%)

N=32



Appendix-2

Reflection - Sue

The process of collaborating as a group of four people, from creating survey questions to analyzing and sharing opinions together was very interesting and valuable.

It was nice to know the overall reaction to Ikea in-store service, and online service from participants through this survey. However, most of our survey participants are ID students and people in similar age with us, there are some limitations in terms of getting diverse responds.

Creating survey questions took longer than I thought, and it was a process that we had to consider a lot about. We should be as neutral as possible to ask questions about what we were curious about, and when considering the options of the answer, we had to consider those who did not yet familiar with the Ikea service, and also had to avoid listing duplicate answers in the questionnaire.

In this research method itself, it was a bit disappointing that the results we expected did not come out and that even if there were interesting parts, we could not know the reason or the detailed situation. There were also answers that were the opposite of the attitudes I had heard from the during the "Think Aloud" session, but I couldn't see in more depth why they thought so.

Appendix-2

Reflection - Shin

Survey is **effective to detect a problem space such as what is a problem and who is saying**. However, it is **not significantly helpful to understand why there is a problem**. Even though responders answer some reasons behind their motivation, satisfaction, or complaints about products and services, those reasons are superficial and **they might not tell root reasons or misunderstand questions**. In my opinion, it can only help to support to have some hypotheses. **Focus groups, depth interview, ethnography or usability test would cut into the space to probe their insights**.

From a practical point of view, it is **always challenging to make just enough number of questions**. If we want to get detailed data, we need to ask many questions, which makes a survey longer and sacrifice the responding rate. To make a better survey, **pre-interview to have some assumptions or hypotheses is very important**. Also, from my experienced, not only considering why we ask a question, but also **considering how to use a upcoming result is effective** to carefully consider the necessity of each question.

Appendix-2

Reflection - Jesse

Our survey participants are mainly our friends in design background which is a double-edged sword. The good thing is sometimes they can provide useful and respectful answers in open-end questions, which we really appreciate. On the other hand, their responses are somehow not as real as those got from target users.

IKEA, a furniture brand, is not been visited so frequently in daily life, so it is a little difficult to find large group of target users among our social circle. It would be much better to have face to face survey in their physical stores if there's no COVID.

Because our hypothesis are somehow either not clear enough to ask or too fragmental which is better to be investigated by interviews or other types of techniques, this survey design is difficult than we first expected. And due to the requirement, we have to keep the survey as simple as possible, even though we still have too many open-end questions which might bring stress for ou participants.

The results are beautiful, we will use the results combining with our previous research to continue our work.

Appendix-2

Reflection - Zeya

Pros

- This survey gives us an overview of respondents' general satisfaction with IKEA in both online and offline experiences. It helps me understand the importance of quantitative research. The survey gains us access to diverse sources and perspectives to build rich contents.
- This data result can be very useful when confirming the conclusions of our previous research. It helps us verify the previous results and also helps us to brake in time on certain assumptions.
- The process of designing the survey helped us a lot thinking of our research goals and deep understanding of the topic.

Cons

- I found it's hard to include all of the information we want to collect in limited numbers of questions. We spent a much longer time than I expected on the questionnaire design. Also, It is not easy to choose the right questionnaire platform according to different forms of questions. After trying on three different platforms, we finally decided to use Qualtrics.
- It is also hard to distribute surveys to ensure that participants reach all kinds of people on average. Even though we have tried our best to distribute on different platforms, most of the respondents are classmates and friends of our age. In this way, the credibility of survey data will be discounted.