Consumer Decision Journey

Julie's journey across the IKEA landscape to find the right living room accessories.

Key:

Julie's Chosen Route

Out of Fit scope

Possible Alternative Route

Moments of Truth

Julie, 58

Married to John and wants to buy some living room items

Living Situation: Lives with husband, both retired

Demographics:
Retired female with 2 grown children who no longer live at home

Home: London, UK
Family Income: 55,000 Euro/year

Psychographics:
- Has a lot of free time and enjoys browsing for new products
- Has limited income and therefore is price sensitive
- Has a large social circle of friends
- New to online tools and social media

Values:
- Speed and Convenience
- Appreciate fine quality products and good design
- Enjoys shopping in a store but often requires assistance
- Trusts expert advice, especially on important purchases
- Values friendly customer service and is loyal to the companies where she shops.

IKEA profile
An IKEA customer

What Julie Likes:

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 "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)

Online research
Julie wants to update her living room by adding a nice floor lamp, coffee table and wall shelve. She is an IKEA customer so after looking through the paper catalogue, she goes online to get more details.

Competitor websites
Julie visits several other well known retailers to see how they compare to what she has seen in the IKEA catalogue.

Exploring living rooms
Julie and John browse the different living room setups which inspire her to think about what items work well together.

Inspiration concepts
- Assisting the purchase decision
- What sofa is right for me?
- Solution to what she has seen in the IKEA catalogue.
- My situation (eg: just moved)

Comparing items
They look through the coffee table, lighting and then wall shelve areas, each time comparing the products they saw in the catalogue with what else is on display.

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

The right combination
After lots of comparing, Julie and John have chosen the combination of products they wanted for their living room.

Product reviews & ratings
Julie 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.

Add it to favourites
Julie adds the the products to her *favourites* so that they are saved for reference later.

Add to shopping cart
Deciding that she wants to go ahead and buy the items, Julie adds them to her cart and begins the purchase process.

Checkout & payment
Julie *views and arranges delivery* for Tuesday. 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
Julie 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.

Delivery tracking
Having been given advice about how to track orders in store, Julie is able to monitor the progress of her lamp delivery.

Order deadline
Julie decides that she wants to amend the order by adding a product from the website. She is pleased that she can do this with no extra delivery cost.

IKEA web chat
Julie has a query regarding her coffee table. 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 Browsing
Julie and husband John use a tablet device to visit the IKEA website directly. She shows him the products she saw in the catalogue, as they look at more photos of the items.

Exploring living rooms
Julie and John browse the different living room setups which inspire her to think about what items work well together.

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

Comparing items
They look through the coffee table, lighting and then wall shelve areas, each time comparing the products they saw in the catalogue with what else is on display.

The right combination
After lots of comparing, Julie and John have chosen the combination of products they wanted for the living room. Seeing them 'for real' in-store made a big difference in helping them to choose.

Add it to favourites
Julie adds the the products to her *favourites* so that its saved for reference later.

Add to shopping cart
Deciding that she wants to go ahead and buy the items, Julie adds them to her cart and begins the purchase process.

Checkout & payment
Julie *views and arranges delivery* for Tuesday. 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.

Delivery tracking
Having been given advice about how to track orders in store, Julie is able to monitor the progress of her lamp delivery. As she likes to use her tablet, she finds this easier than expected.

Call to the contact centre
Julie still prefers to speak to someone when she has an issue regarding her coffee table. She calls the contact centre to get help and find a promp solution.

Social Media
(Facebook or Twitter interaction)

IKEA Facebook page
While on Facebook, Julie sees a link to the IKEA Facebook page. She clicks it and notices a post about living rooms and lifestyle.

Lifestyle feature
Julie reads an article about living spaces and style by IKEA. It mentions the VEJMON coffee table and she wants to find out more.

Exploring living rooms
The article details the VEJMON coffee table and has a few images that get her interest in this.

What my friends think?
Julie posts a link on Facebook. She also Tweets the link on her Twitter account. Her friends comments come in fast and she is encouraged to go for it.

Reviews her experience
With the new living room items in place, Julie posts a 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
Julie looks through the IKEA catalogue searching for a floor lamp, coffee table and wall shelve for her living room. She sees several she likes, but wants he husband's opinion.

Browsing in-store
Julie decides they should visit the IKEA store and see the options actually on display. A helpful co-worker helps them find the relevant areas in the store.

Exploring living rooms
Julie and John explore the different living room setups which inspire her to think about what items work well together. She picks up a product information sheet with sizes and prices for storage range.

Comparing items
They look through the coffee table, lighting and then wall shelve areas, each time comparing the products they saw in the catalogue with what else is on display.

The right combination
After lots of comparing, Julie and John have chosen the combination of products they wanted for their living room. Seeing them for really in the store made a big difference in helping them to pick.

Ordering out of stock
They are initially disappointed that the floor lamp is out of stock. However, after help from a co-worker, they *arrange delivery* for one to be sent directly to them the following week.

Digital "advisors"
Co-workers that are dedicated to *helping familiarise customers* on the use of IKEA digital services.

Add to shopping list
Julie and John take the coffee table and wall shelve unit to the till and also show the printout for the lamp order, so they can pay for it all in one go.

Checkout & payment
Julie pays in store using her credit card and uses her IKEA Family card.

Drive away with items
They take their two items and look forward to receiving their floor lamp.

Lamp delivery
The floor lamp that was out of stock in the store gets delivered straight to Julie's house and is right on time.

Face-to-face help
Julie and John decide visits the local IKEA store so she can speak to someone regading an issue with the coffee table. They resove 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