



IKEA STAY

an IKEA x airbnb experience



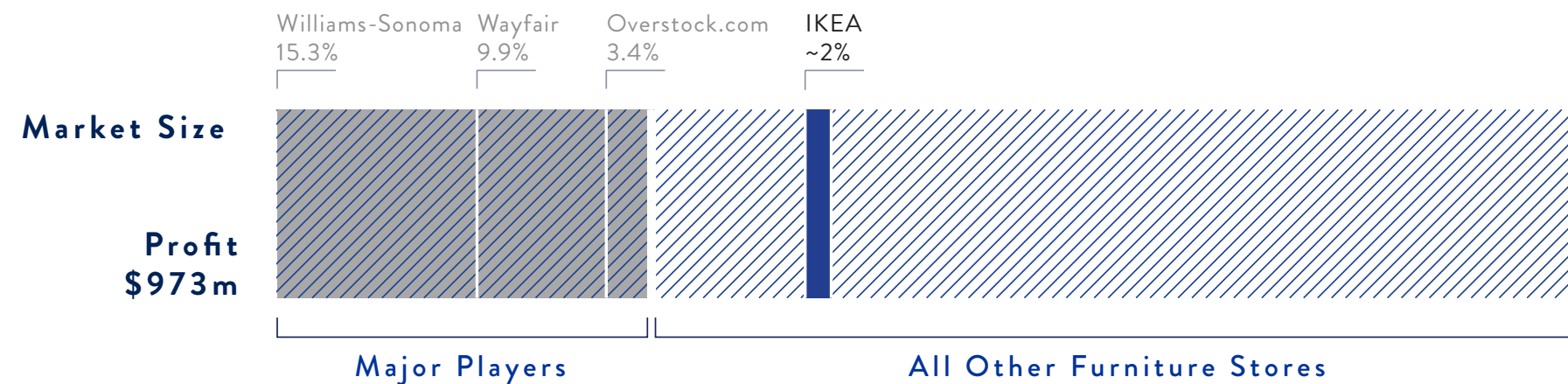
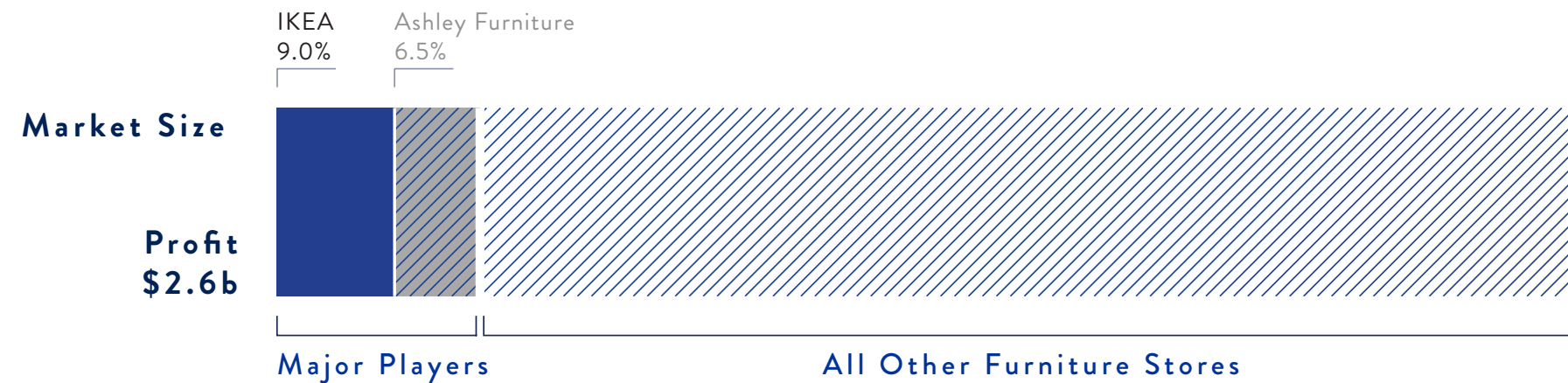
COMPETENCIES

“The IKEA shopping experience was sort of fun and certainly worthwhile, with thoughtful design that provided a favorable impression of the brand and led me to buy more.”

Gus Lubin, Business Insider

“IKEA [...] now finds itself playing catch-up to more web-savvy rivals, racing to put more of its Lack coffee tables and Billy shelving online.”

Hiroko Tabuchi, New York Times



BUSINESS PROBLEM

IKEA's business problem is that their business model is less suited to online selling compared to other retailers, as it has mostly relies on shoppers visiting their physical showroom experience and collecting purchases themselves in-store. This has resulted in IKEA falling behind other furniture retailers in online sales

How can we blend IKEA's physical showroom experience with their online experience?

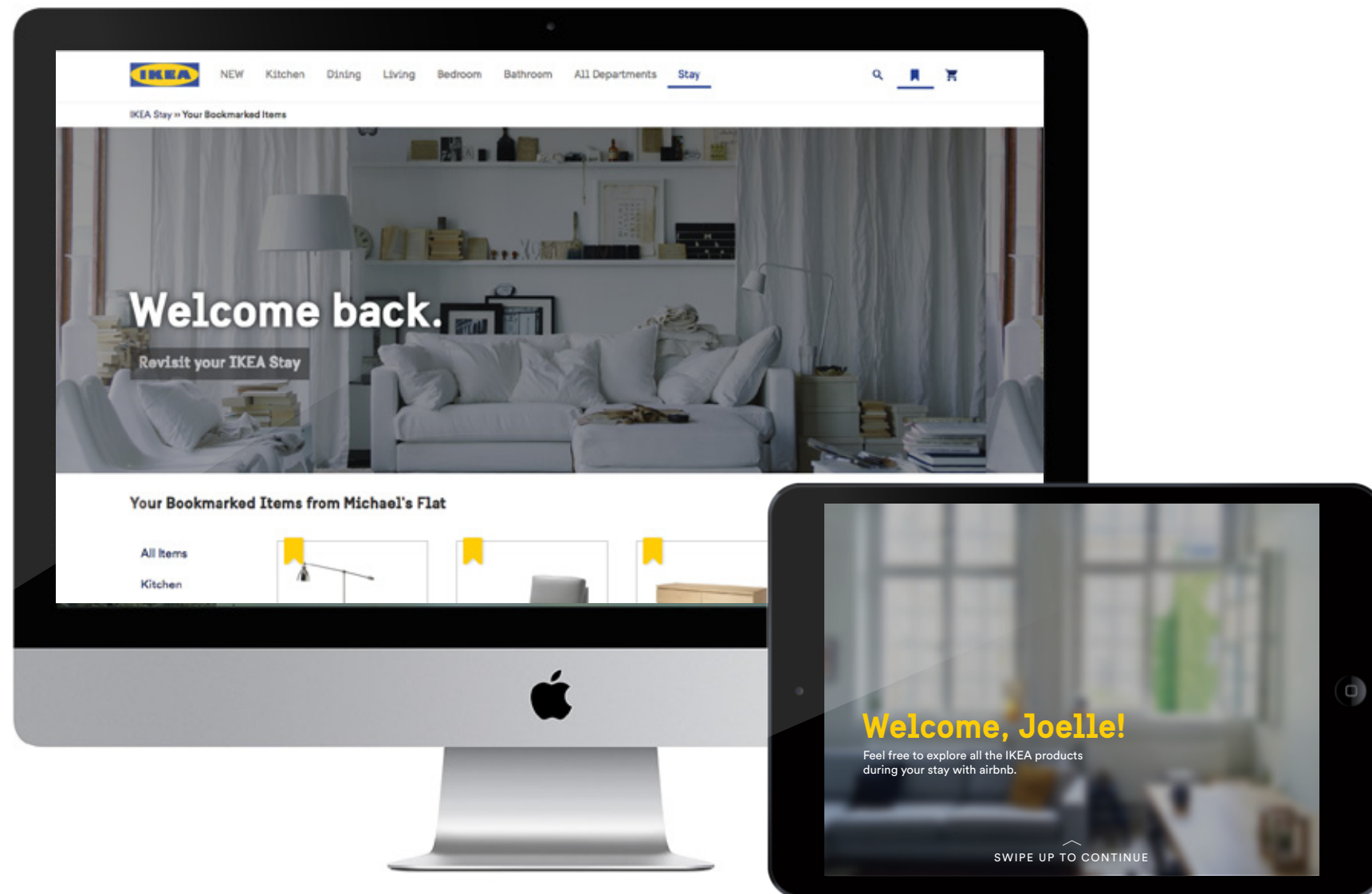
INSIGHTS

People are moving to new cities for work and staying in short-term housing spaces while searching for a permanent home.

“IKEA is permeating Airbnb’s 1.5 million listings. Show me a one-bedroom riverfront apartment for rent in Klaipeda, Lithuania, and I’ll show you a Poang chair.”

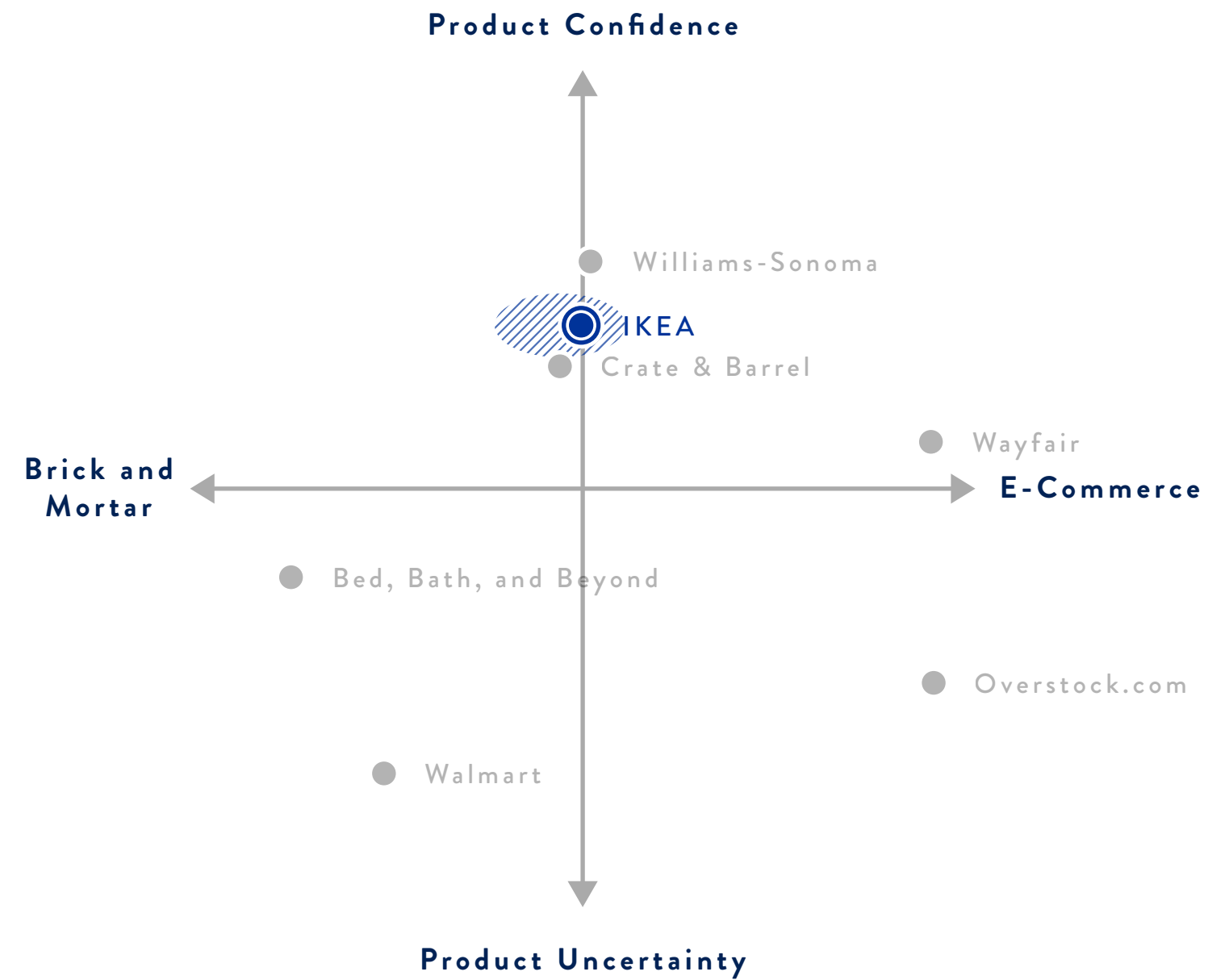
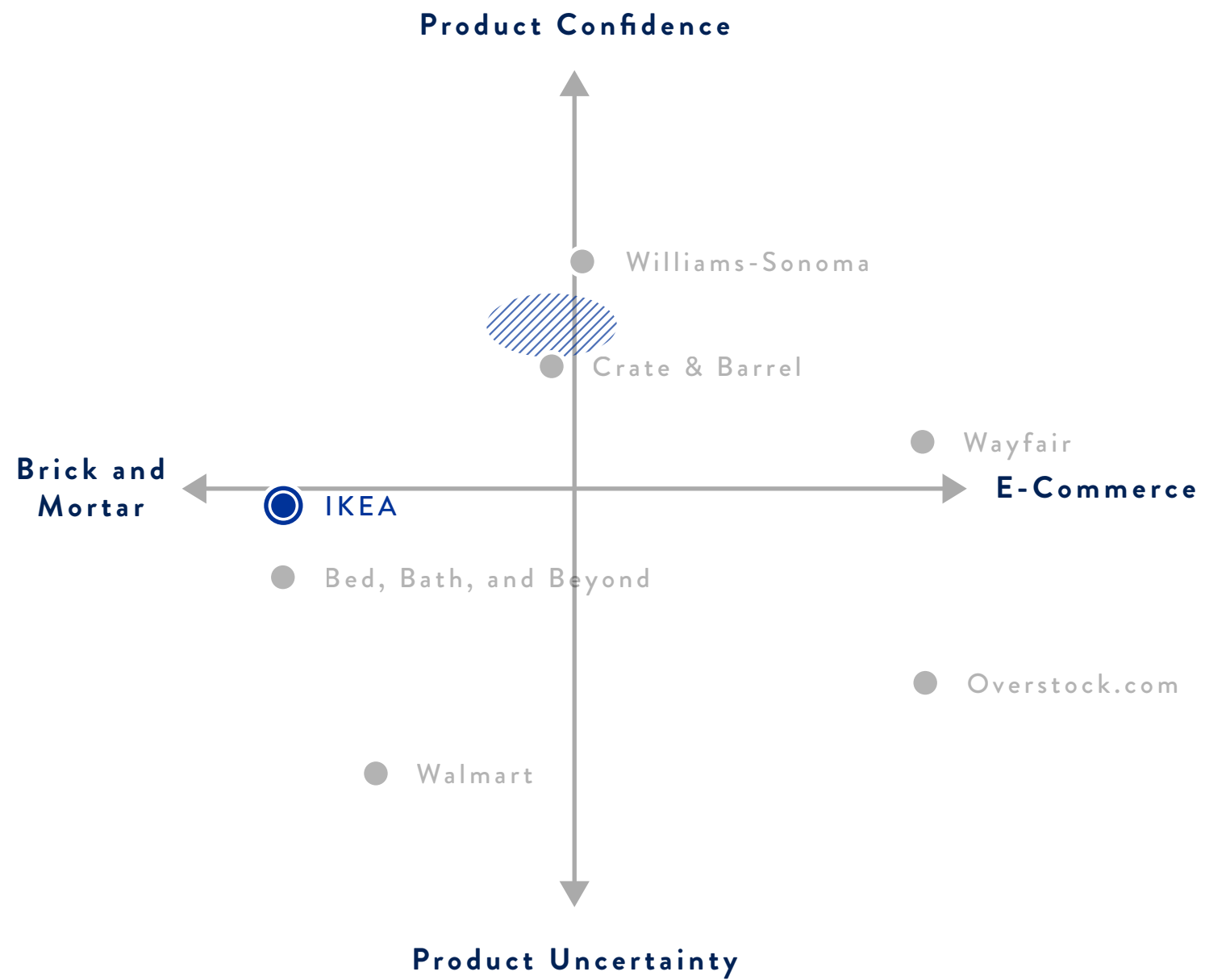
Julie Laksy, acclaimed journalist, editor and critic for i-D magazine

HOW CAN WE LEVERAGE THESE OPPORTUNITIES TO BRING PEOPLE TO IKEA’S ONLINE WEBSITE?



PROPOSAL

IKEA Stay is a blend between a physical and digital showroom that allows people who are moving to a new city to visualize the way their homes could look and get a further understanding of what products work for them.





DEMOGRAPHIC

Moving to a new city for work in the tech industry

Looking to rent or buy a home

Desires a stylish home, but on a budget

Stays in short-term living solutions, such as airbnbs

Customer Frictions

BUYER'S REMORSE

STERILE
SHOWROOMS

DIFFICULTY STYLING
FURNITURE

INCONVENIENT
IKEA LOCATIONS



TEST & LIVE WITH
THE IKEA PRODUCTS

AUTHENTIC,
LIVED-IN HOMES

CONTEXT WEB PAGE

LEVERAGING SELECT
AIRBNB LOCATIONS

IKEA Stay Solutions

AIRBNB HOSTS

CASUAL

Hosts who sublet their apartment from time to time when they are out of town or away on holiday.

SERIOUS

High-rated hosts that are experienced in renting out their place. They have found income in running an Airbnb and are looking to expand to more homes. They often purchase a place in order to renovate it into an Airbnb.

HOBBY

Hosts that appreciate having guests stay over in their spare room. They enjoy the extra cash and meeting new people.

AIRBNB HOSTS

CASUAL

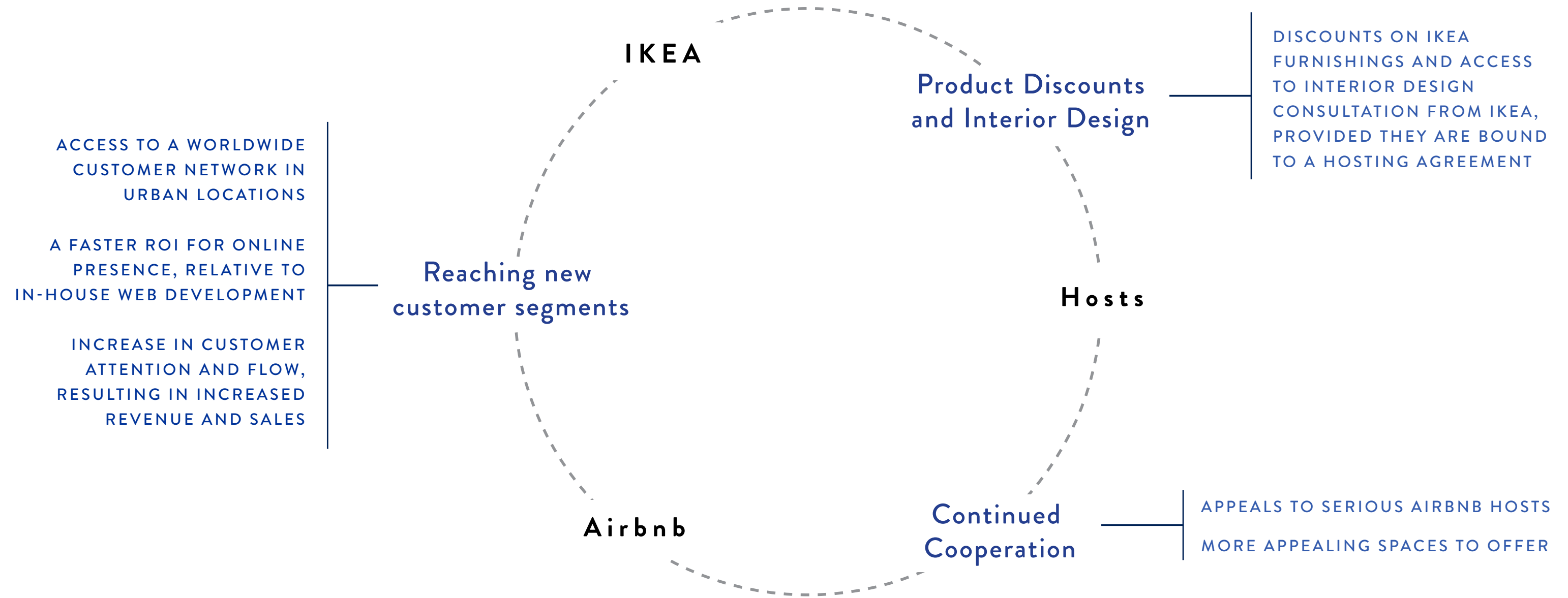
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MUTUAL RELATIONSHIP

CORE EXPERIENCES

digital: web & tablet

1. Discover

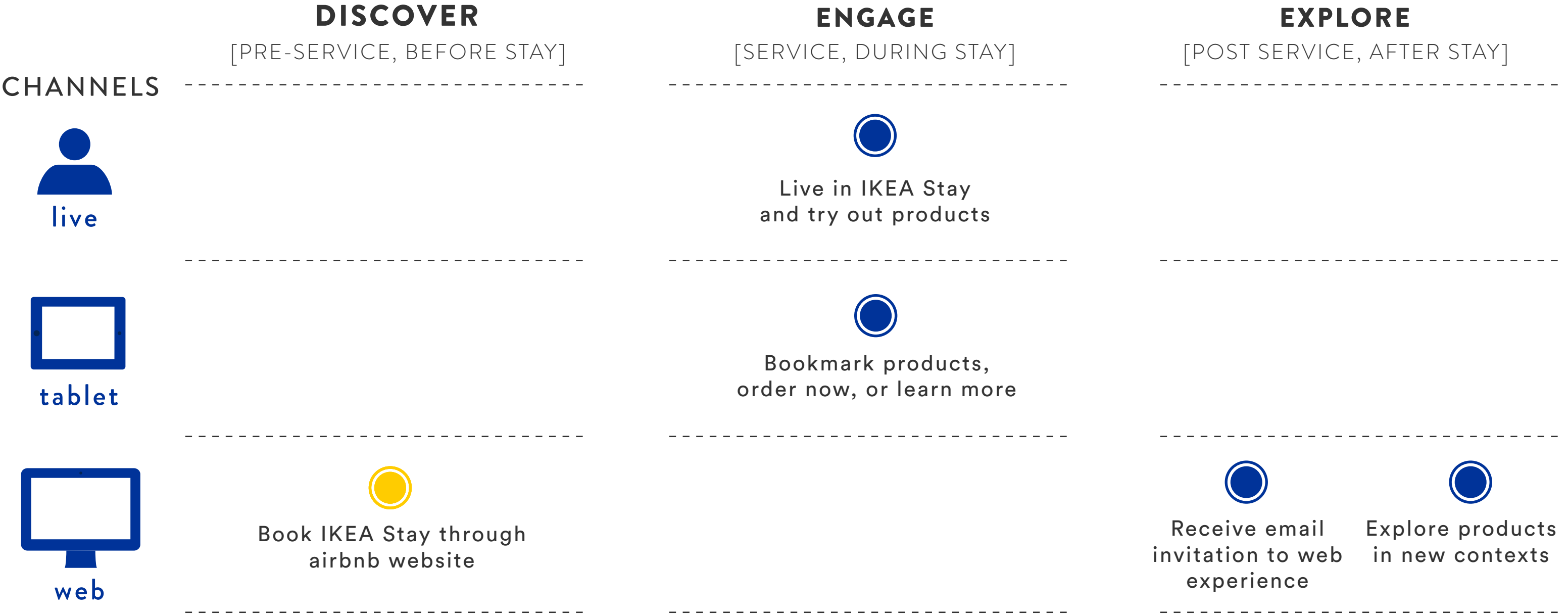
2. Engage

3. Explore

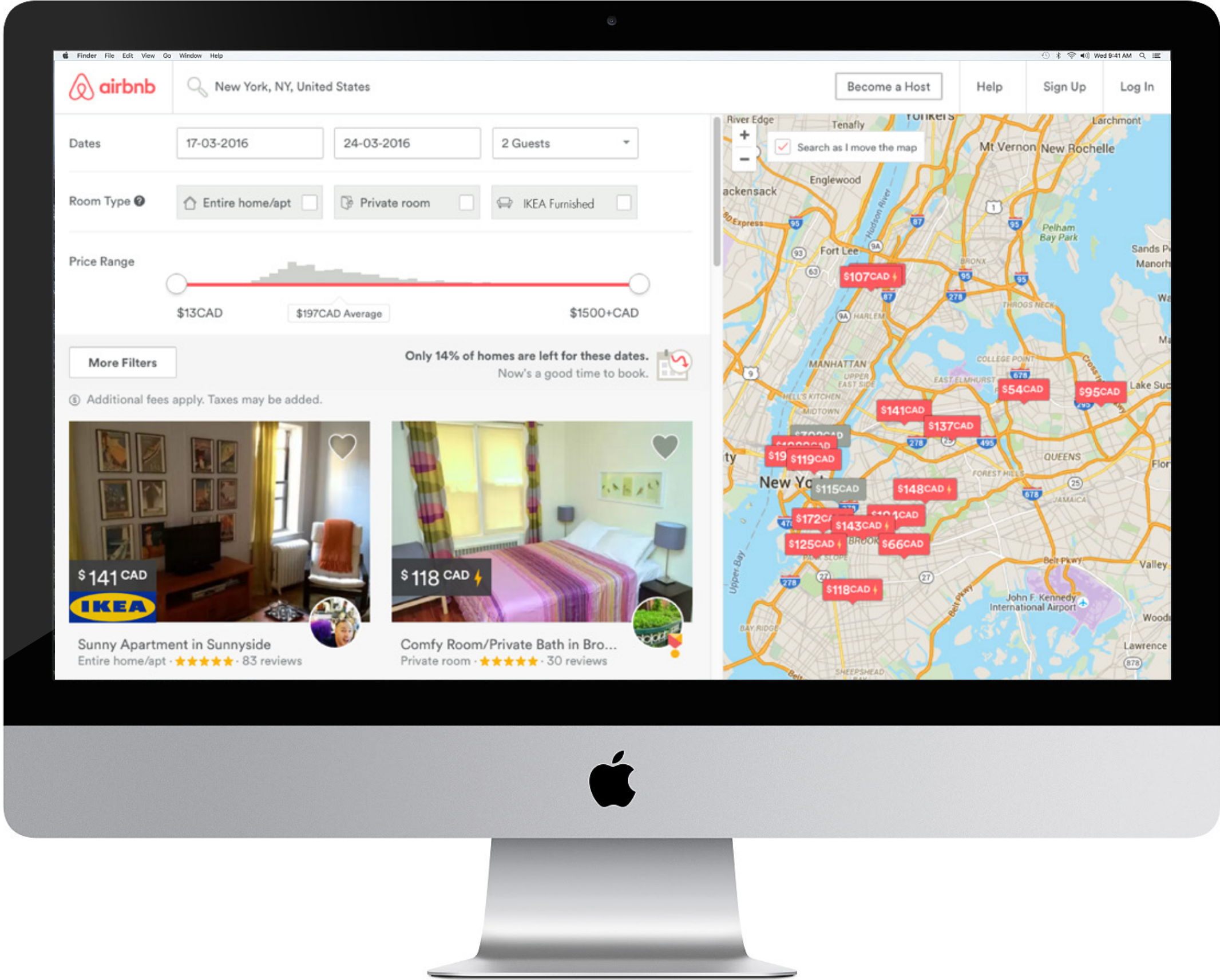
TOUCHPOINTS

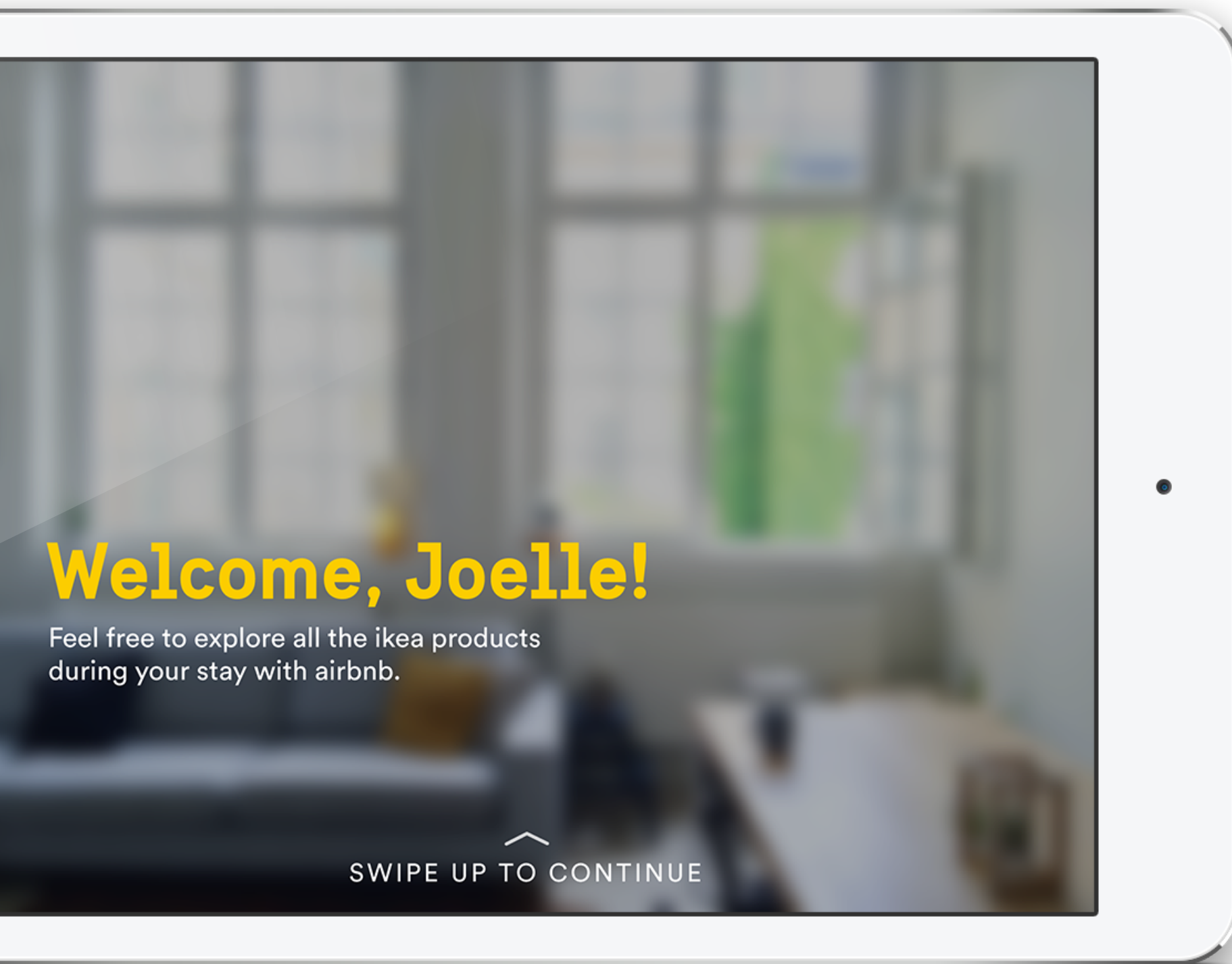
Our platform builds on the current IKEA touchpoints, but more specifically creates a new engaging experience and focuses on purchases in the service and post service experience.

 AIRBNB  IKEA



BOOKING IKEA STAY DISCOVER





TABLET EXPERIENCE DISCOVER



FUTURE IMPLICATIONS

next steps

- Measurability
- Sector-Wide Implications
- Conclusion

MEASURABILITY

Airbnb driven, IKEA website visits

IKEA driven visits to Airbnb's website

General online traffic and sales for IKEA website

Which products at airbnbs are most 'bookmarked'

Number of Airbnbs using IKEA furniture

Sales of products used in IKEA Stay

SECTOR-WIDE IMPLICATIONS

1. EXPAND TO OTHER RETAILERS

IKEA Stay can be expanded to address the entirety of the furniture industry. Our idea can not only translate to IKEA furniture, but to other furniture or home stores as well. Collaborations could be built amongst airbnb and multiple companies.

2. IKEA RENTAL SYSTEM

IKEA Stay can also lead to IKEA developing their own airbnb system. So, instead of renting out spaces through airbnb, IKEA would have their own rental system established.

CONCLUSION

INCREASES ONLINE SALES

IKEA Stay moves people towards their online platform, now customers are drawn to the e-commerce and encouraged to order products online.

LEVERAGES AIRBNB GUESTS' STAY

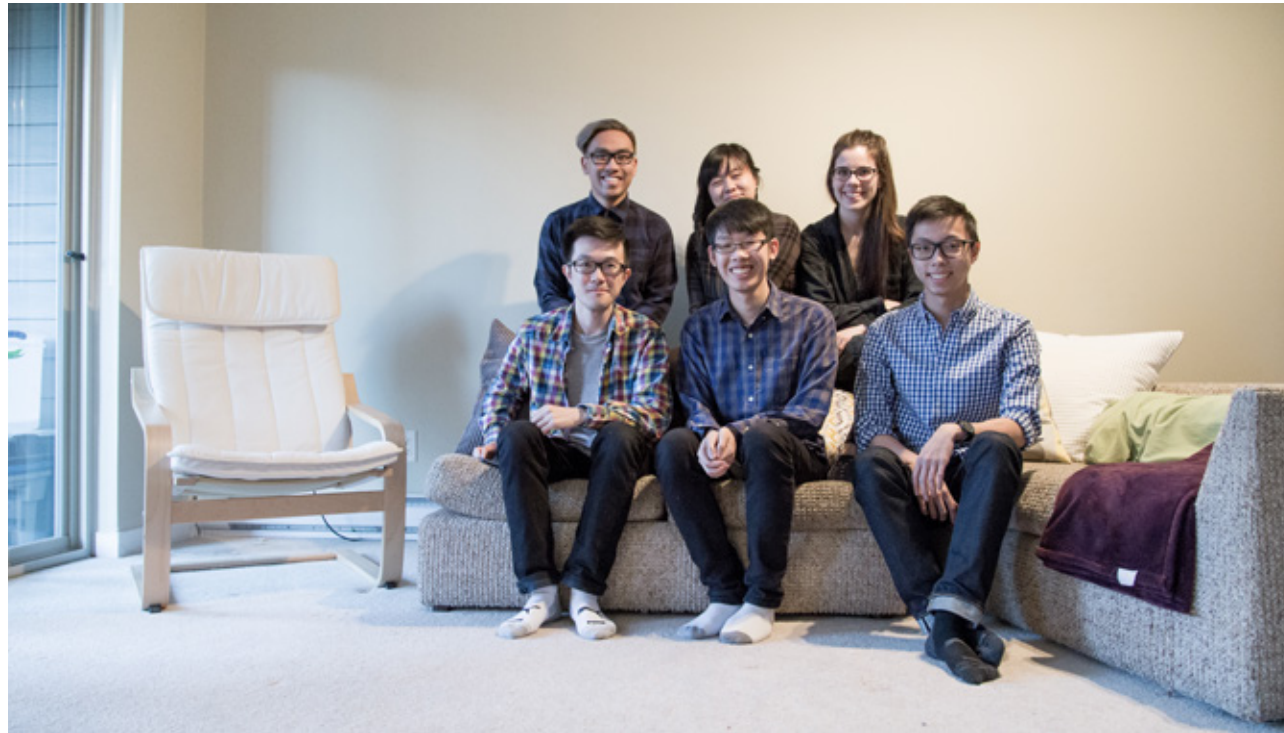
IKEA items are placed inside airbnb homes, becoming a showroom you can live in, strengthening the brand's vision of 'creating the perfect home' with customers.

REFRESHES CATALOGUE OF INSPIRATION

IKEA Stay provides new ways to style homes through the airbnb context photos. This allows customers to see products in an authentic light, giving customers further reasons to purchase items.

BUILDS UP MARKET

IKEA Stay creates an interest in an IKEA lifestyle by introducing potential customers to a home filled with IKEA furniture and products. This makes the transition into the brand more inviting for customers.



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