

AY2024 Sem2

T375 Graded Assignment ESE

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Class:	Day 1

Instruction of use

- It is IMPORTANT you refer to the "AY2024 Semester 2 Graded Assignment ESE" on the assignment brief and submission details.
- This template serves as a **guide** for each of Milestones 1, 2, and Final submissions.
- You are to answer to the brief accordingly, with all inputs **clear and legible**.
- **You can add more slides where needed** and give the added slide an appropriate heading clearly indicating the part of the brief you are answering.
- Have your name, student ID and class clearly indicated on the first slide.
- Label all working files in your submission.
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GA ESE Brief



**Adobe Acrobat
Document**

Declaration of originality

T375 Service Design
AY2024 Semester 2 Graded Assignment ESE
Declaration of Originality

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- Give you a 0 grade for this exam
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-

Please show that you understand the rules of this assessment by acknowledging and signing the declaration below.

- I understand the consequences of receiving help from other people in this assessment and I confirm:
 - The work in this assessment is solely my own
 - I did not seek or receive assistance from anyone in producing this assignment
 - I have provided references/citations and proof of receipt of copyright clearance for any elements in this graded assignment that are not directly my own work

Student Name: Catherine Lim Mei Na
Student ID: 23023361
Signature: 
Date: 10 February 2025

Part A: Identification and Research

Choice of service business, outlet, address

c) Ikea store – journey of **shopping** and **purchasing** of **small and/or light items** at **Ikea store** that the user will **pack and take home** himself/herself.

IKEA outlet: Alexandra

IKEA address: 317 Alexandra Rd, Level 1, Singapore 159965

Research findings – IKEA store

Example 1: Display small / light items in “setting rooms” on 2nd level

With IKEA’s displays of customised rooms shown on how furniture is used. Small items are incorporated into the rooms for e.g. jars, utensils are incorporated in kitchen setting

Example 2: Selling small / lights items cheap in bulk

IKEA sells many small items in bulk for e.g. sets of cutlery, glassware, light bulbs, or storage containers



Service business – photograph



Research plan – Research question (research goal)

How can we improve IKEA's in-store shopping journey experience for families so that it makes it easier to purchase small and light items?

Research plan – Attitudinal research method

Interview

- Approach informally
- Voice recording with handphone for note-taking purposes
- Interview at least 2 people for each participant group

Research plan – Observational research method

Covert observation

- Observe participant without them noticing
- Be at least 3 meter apart when observing
- Observe at least 2 people for each participant group

Research plan – Target participant groups

- 1) Families shopping at Alexandra iKEA
- 2) Alexandra iKEA store Sales Associate employees

Research plan – Research questions (a): attitudinal method for families shopping at iKEA

What do you want to find out?	The interview questions
Purpose and frequency of their visits to IKEA	Is there a reason why you choose to come as a family rather than alone? How often do you come to IKEA? Why?
Behaviours shopping in IKEA	What products are you looking for right now? Do you usually plan to buying small products? Is it more like, 'Oh, this looks nice, let's grab it'?
Layout of store	What's tricky about getting around the store when you've got kids or other family members with you?
iKEA's holding aids efficiency	Do you use iKEA's bags, carts, or other stuff while shopping? How helpful are they for carrying the smaller things?"
Checkout	What difficulties do you face when shopping in iKEA?

Research plan – Research questions (b): attitudinal method for iKEA store Sales Associate employees

What do you want to find out?	The interview questions
IKEA Employee Routine	What is your job role? What tasks do you usually do?
Enquiry examples	What are some common requests customer asks?
Challenges of customers	What are some challenges you face in your job?
Experience encountering families customers	What's your experience like with families customers shopping here?
Opinion of IKEA Layout	Do you usually roam about the store? Is there anything tricky about getting around the store?

Research plan – Research questions (c): observation method for families shopping at iKEA

Day / Time to observe	Location to observe	What to find out?	In-charge
Sunday 11am to 12pm	Alexandra iKEA	<ol style="list-style-type: none"><li data-bbox="803 583 1348 620">1. Shopping journey of families<li data-bbox="803 626 1379 663">2. Purchasing journey of families	Catherine Lim Mei Na

Research plan – Research questions (d): observation method for iKEA store Sales Associate employees

Day / Time to observe	Location to observe	What to find out?	In-charge
Sunday 10am to 11am	Alexandra iKEA	<ol style="list-style-type: none"><li data-bbox="803 561 1329 642">1. Handling customers buying products<li data-bbox="803 653 1193 690">2. Their work process	Catherine Lim Mei Na

Research findings – Core parts of the service business

Core parts	Frontstage	Backstage
People	<ol style="list-style-type: none"> 1. Customers (families) 2. Customer service employee 	<ol style="list-style-type: none"> 1. Supplier 2. Receiving and Unloading Associate
Props	<ol style="list-style-type: none"> 1. IKEA Display room products 2. Self-checkout kiosks 	<ol style="list-style-type: none"> 1. Pallet 2. Electric Pallet Jack
Processes	<ol style="list-style-type: none"> 1. Browse through IKEA display rooms 2. Checkout and paying products 	<ol style="list-style-type: none"> 1. Ordering stocks for in-store orders 2. Replenishment of products in-store

Research findings – Touchpoints

Customer's Touchpoints

1. Locate shopping cart
2. Browse products
3. Examine products
4. Discuss with family
5. Request assistance
6. Self-checkout products
7. Buy snacks

Sales Associate Employee Touchpoints

1. Check in
2. Restock products
3. Change price tags
4. Answer enquiries
5. Lunch
6. Order customer's orders

Research findings – (a): attitudinal method for families shopping at iKEA

What do you want to find out?	The interview questions
Is there a reason why you choose to come as a family rather than alone? How often do you come to IKEA? Why?	Uses IKEA as a way to hang out as well as find good products to IKEA Gone many times for years with rate of once/twice per year
What products are you looking for right now? Do you usually plan to buying small products? Is it more like, 'Oh, this looks nice, let's grab it'?	Usually look for storage space / bathroom etc. However, mostly just come to walk around and look Mostly impulse buying with 1 or 2 products in mind
What's tricky about getting around the store when you've got kids or other family members with you?	Sometimes kids would have outburst, overcrowding and having to discuss a lot for anything (leads to a lot of time used)
Do you use IKEA's bags, carts, or other stuff while shopping? How helpful are they for carrying the smaller things?"	Mostly use shopping cart and IKEA bag. Very durable, wish there was more space for personal belongings and make it more secure.
What difficulties do you face when shopping in IKEA?	Cafeteria is always too crowded, navigation can be confusing if want specific product in mind During peak hours, long waiting time to enquire/purchase

Research findings – (b): attitudinal method for iKEA store Sales Associate employees

What do you want to find out?	The interview questions
What is your job role? What tasks do you usually do?	<p>Sales job Works 6 hours shift either morning / afternoon</p> <ol style="list-style-type: none"> 1. Order for customers 2. Replenishment stocks in-store 3. Communicating and ordering stocks from suppliers 4. Cover other departments when short of staff 5. Pin / Submit order & invoice
What are some common requests customer asks?	<ol style="list-style-type: none"> 1. Delivery charge, product shipping 2. Where to find a certain product
What are some challenges you face in your job?	<ol style="list-style-type: none"> 1. Too many orders -> mistake customer's orders 2. Customer change of mind / Descriptions of order not clear -> Blames & claims employee ordered the wrong product. 3. Customers gets confused with directions even when given simple instructions e.g. "Go straight" -> "How to go straight" 4. Too many products -> if unsure look at computer system to find but can still don't know, have to redirect them to designated employee

Research findings – (b): attitudinal method for iKEA store Sales Associate employees

<p>What do you want to find out?</p>	<p>The interview questions</p>
<p>What's your experience like with families customers shopping here?</p>	<ol style="list-style-type: none"> 1. Are not actually buying but more for experience <ul style="list-style-type: none"> - They roam around and just let the kids have fun 2. Single customers are more straightforward and orders faster compared to families 3. Mostly impulse buyers and will discuss very long to each other
<p>Do you usually roam about the store? Is there anything tricky about getting around the store?</p>	<p>Part-time sales Stationed on Sales Associate stand and don't move at all from spot</p> <p>Full-time sales Will cover other departments in case short staffed and will be assigned to other departments</p>

Research findings – (b): attitudinal method

iKEA store Sales Associate employees

Main finding 1: Due to using setting rooms concept, finding small / light products can be hard and requires Sales Associate employees aid to check system

Main finding 2: Experience of working differs in schedule e.g. a part-timer Sales Associate of 2-3 months would only be allowed to stay on customer service stand while a full-timer Sales Associate of 20 years will roam.

Family customers

Main finding 1: Families come to IKEA more to hang out, window shop and experience
IKEA store
Main finding 2: Families are impulse buyers as they look through products and will buy things due to feeling like it

Research findings – (c): observation method for families shopping at iKEA

Families

Have a topic or section they wish to buy already in mind e.g. storage

Usually spend more than 2-3+ hours before checking out

Can be seen holding metal shopping cart, IKEA cart, or holding an IKEA bag

- If child is old enough, baby seat is used to put their bags on the cart
- IKEA bags and IKEA bag shopping cart is most used

Alternate between level 1 & level 2

Discusses a lot. For every product they fancy, they will talk about it.

Can be seen touching, holding, scrutinising and using furniture

Children will roam around while 1 parent take care. Or children is left alone nearby while parents discuss extensively.

Research findings – (c): observation method for families shopping at iKEA

Families

Goes through cashier

They will manually take out each item from bag, then pay, then put the items back into a new iKEA bag

Goes through self-checkout

1 person will pay while the other keep an eye on kid.

Person paying would take out bag first and scan the product.

Pays mostly by card

After paying, they would go out and adjust the products in bag to make it more organised while others goes to the toilet or buy iKEA food e.g. hotdog, ice cream

Research findings – (d): observation method for iKEA store Sales Associate employees

Sales Associate Employee

- Designated a department
- Holds a schedule on clipboard
- Check / restock / reorganise products
- Look through system
- Count products stock (amount of bedsheets)
- Changes price tags (new promotions)
- Shift products in shelves (carpet roll boxes)
- Ticks off checklist
- Answers customers inquiries (especially during peak hour)
- Demonstrates to customer similar products compatibility with other products e.g. chairs with table

Has dress code to wear IKEA shirt & black long pants & covered shoes

Usually found standing at the Customer Service stand

Research findings – (b): observational method

iKEA store Sales Associate employees

Main finding 1: During peak hours, Sales Associate employees are always too busy doing customer enquiries while in the morning they would replenish stocks

Main finding 2: Sales Associate employees have a specific schedule roster to follow through and will swap responsibilities e.g. during lunch

Family customers

Main finding 1: Families will spend more than 3 hours due to discussion between one another

Main finding 2: More space should be considered during peak hours due to blockage of crowd and carts.

Part B: Mappings and Insights

Stakeholder map



Stakeholder map – Miro link

https://miro.com/app/board/uXjVLuSOEQs=?share_link_id=50042067655

Persona & Journey map



Name Sarah Lim

Age

Occupation Accountant

Family

Husband (38)

Daughter (8)

Son (4)

Personality traits

Curious

Detail-oriented

Impulsive

Observant

Pain Points

Crowded aisles, cramped space (shopping cart & family)

Time management

(long discussions & detours)

Packed cafeteria

(no seats)

Quote

"It's not about how quickly we get there; it's about the moments we share and the memories we create along the way."

Scenario

Sarah feels that it is the time of the year to refurbish her home and decides to bring together her husband and kids to a trip to IKEA.

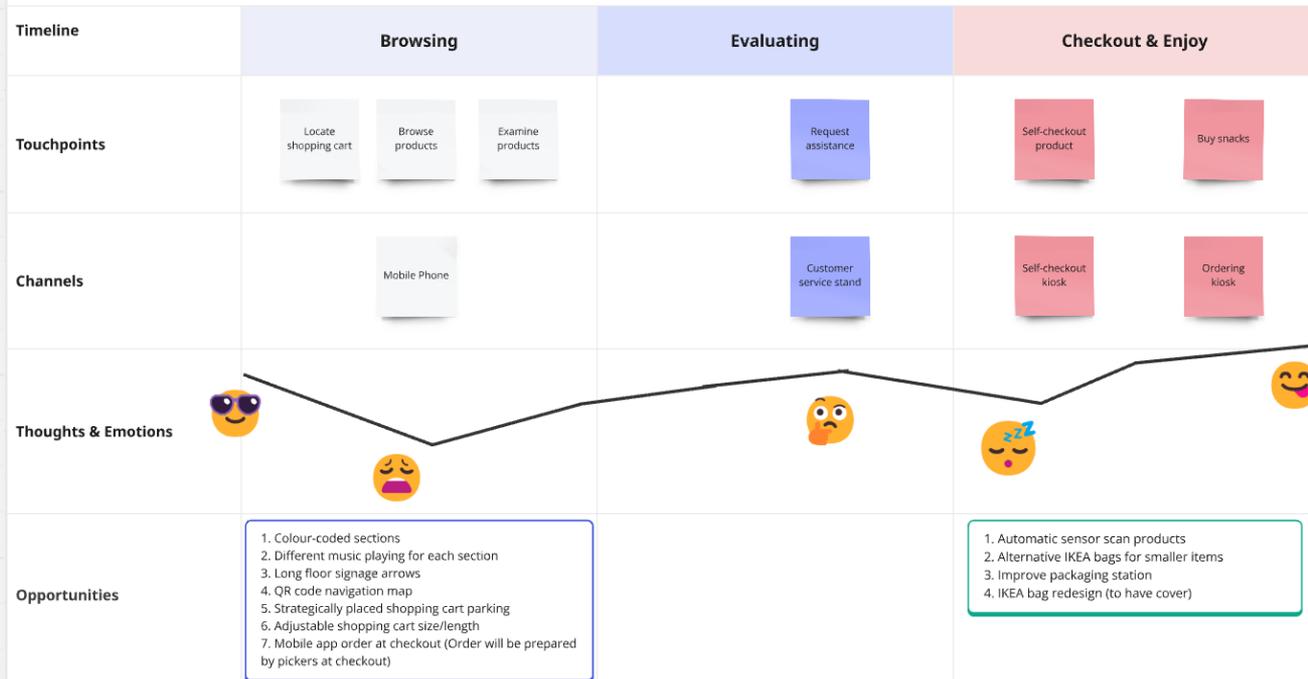
Behaviours

- Has topics in mind before going IKEA
- Always take a shopping cart when browsing
- Discuss extensively with husband & kids on product
- Spends 3-4 hours in IKEA
- Physically interacts with products she is considering e.g. touching, fiddling, testing materials
- Uses the self-checkout service
- Reorganises items bought in bag after paying
- Enjoys buying lunch in IKEA when visiting

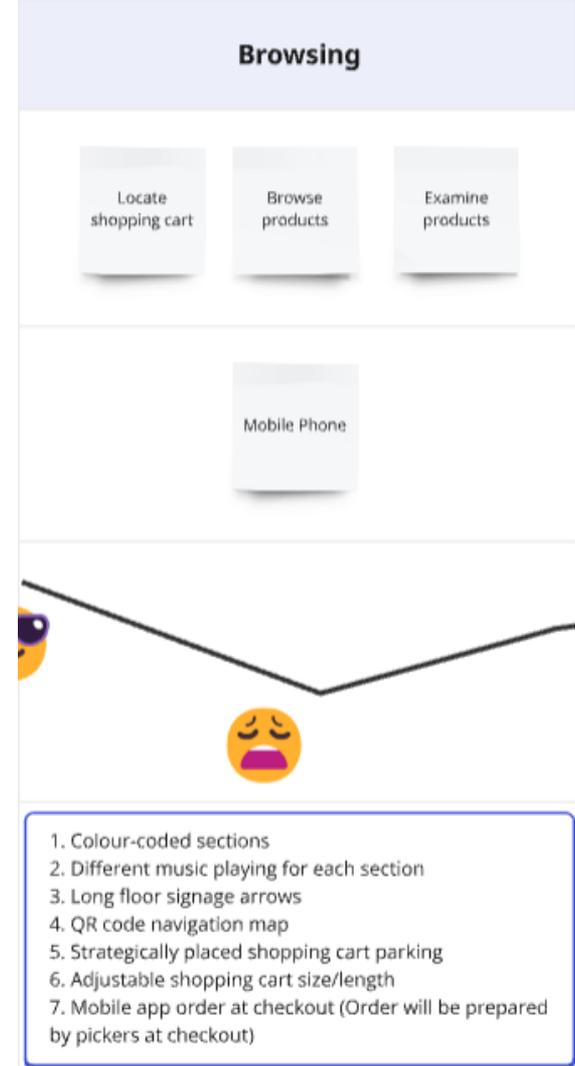
Goals

- To enhance storage solutions at home
- To buy anything that catches her eye
- Wants to include family bonding activity with shopping

IKEA Family Customer Journey



Journey map phase 1 - Browsing



Evaluating

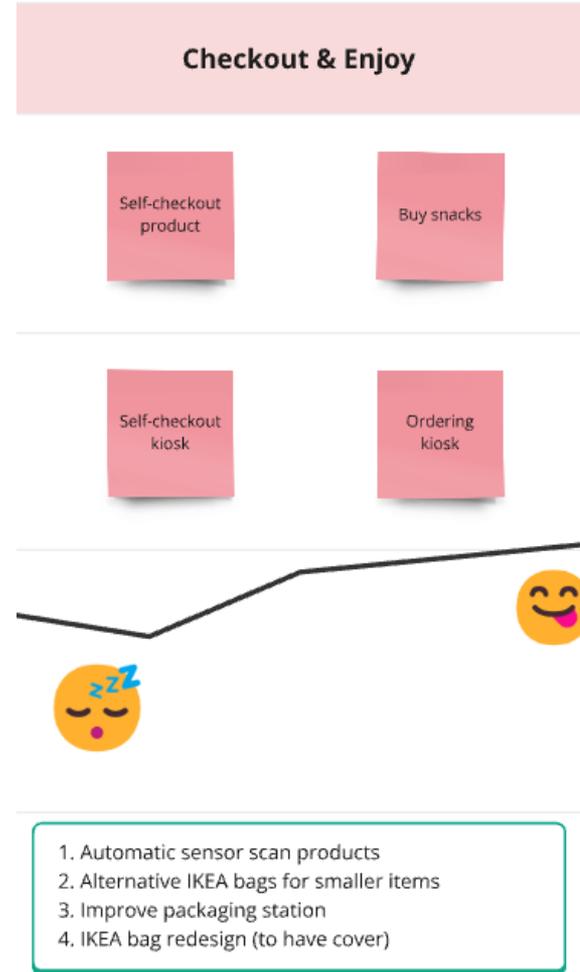
Request
assistance

Customer
service stand

Journey map phase 2 - Evaluating



Journey map phase 3 – Checkout & Enjoy

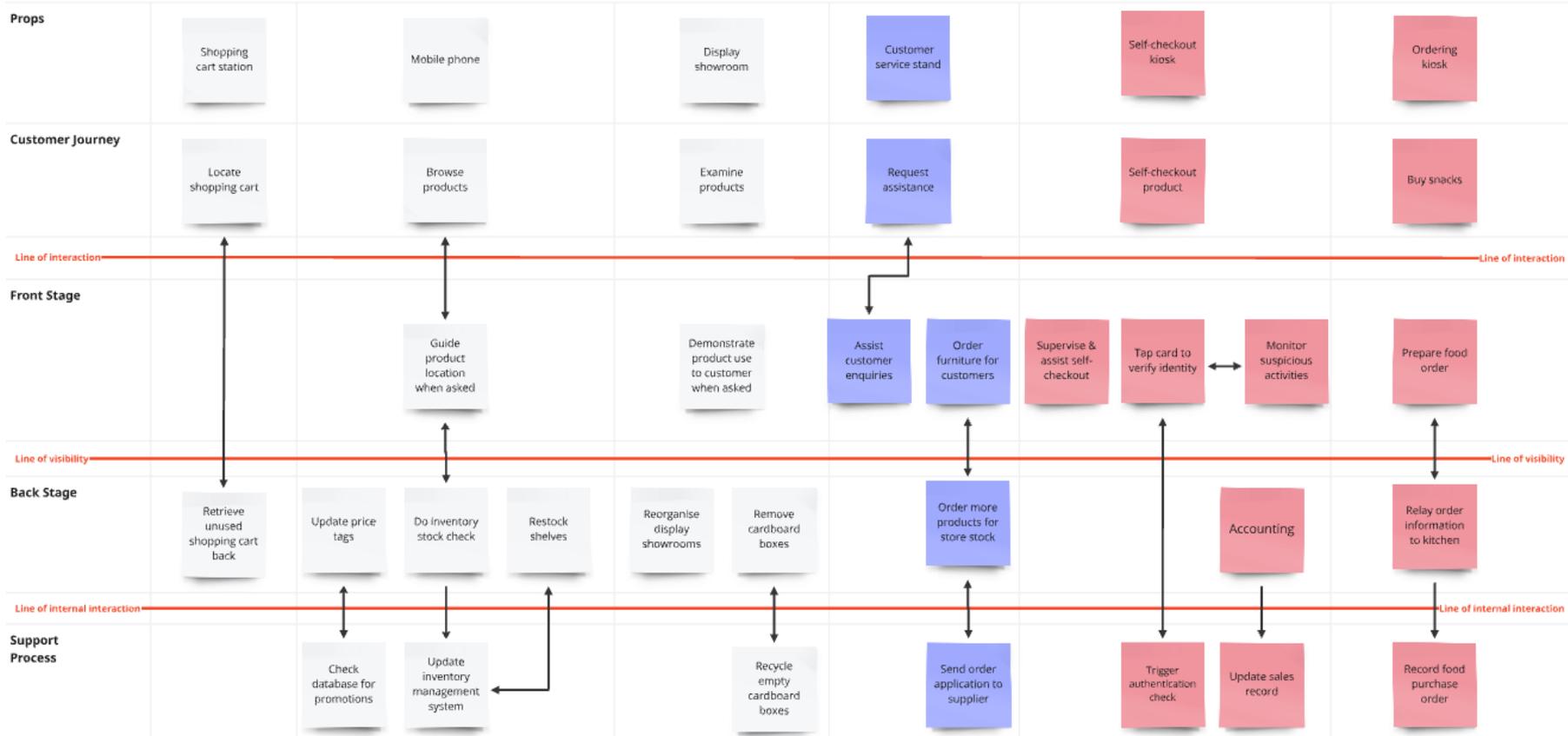


Journey map – Miro link

https://miro.com/app/board/uXjVLuSOEQs=?share_link_id=50042067655

Service blueprint

IKEA Family Service Blueprint



Service blueprint – Miro link

https://miro.com/app/board/uXjVLuSOEQs=?share_link_id=50042067655

Key insights

1. Scanning and packing during self-checkout is inefficient & time-consuming
2. Waiting time of the customer service stand is too long during peak hours

Frame/Reframe How Might We statement

How might we improve IKEA's in-store shopping journey experience for families so that purchasing small and light items is efficient?

Part C: Ideation and Prototyping

Ideation outcomes

Idea 1: Automatic detection scanning of all products when placed into the counter basket

- A rectangle box that fits is placed below the screen where customer can just put the basket in to scan everything. Customers can also hook the IKEA bag in the box so they can pack while scanning everything automatically.

Justification: Customers don't need to waste time scanning every single small item they buy. It is also more intuitive for the customers as they don't need to learn how to use the hand-held scanner or bar-code scanner.

Ideation outcomes

Idea 2: Mobile website Augmented Reality directory to find small items

- Customers will go to the website and type in the small items' name / browse through categories which will then give GPS directions to where the item is at by showing lines when they point
- QR code can be found beside the customer service stand

Justification: Customer don't need to wait a long time to ask customer service stand for where items are. Customer will not feel lost along the way in the case employee don't follow them all the way.

Service prototyping method and rationale

Service prototyping method: Service Staging

Rationale:

- To create a more immersive set-up of the ideas.
- As the ideas have a lot of interactions e.g. -> customer service & checkout, a simulation of the real situation would help understand how the idea works better.
- Both ideas are heavily dependent on the customer's experiences, service staging would be more helpful in testing the customer's movement and scanning/packing process
- Service staging would also help in the complexity of the positioning e.g. positioning of where the scanning, bag, basket placement etc is

Service prototyping – Service Staging

Props

- Customer service stand
- Self-checkout counter
- Mobile phone
- Shelves for bathroom products
- Signages (Bathroom, Checkout)
- Labels (Names, areas)

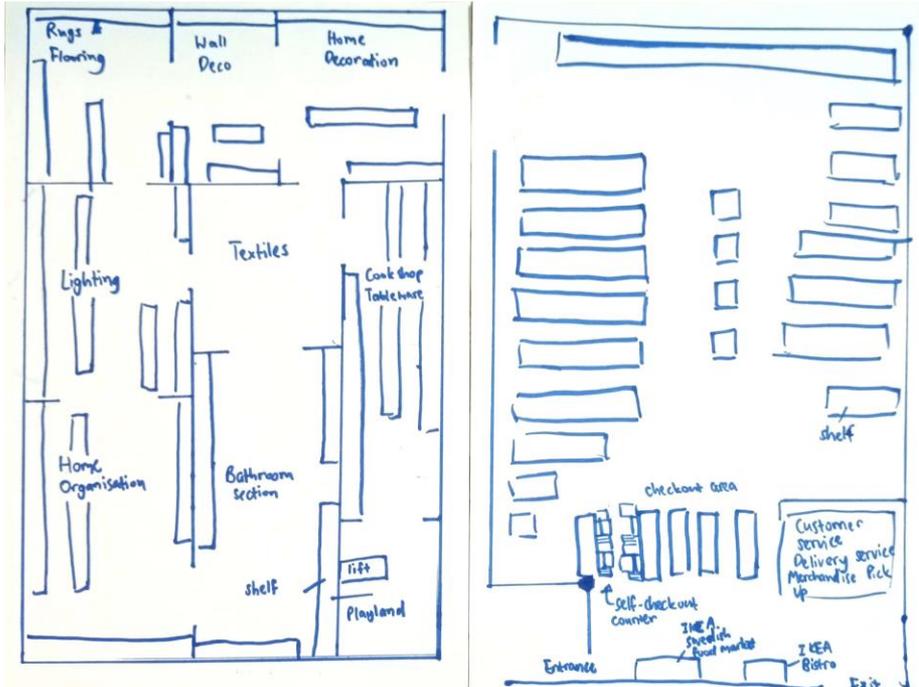
Roles

- Family of 3
 - Mother: Mei Ling Ng
 - Father: Benjamin Tan
 - Daughter: Chloe Tan
- Sales associate employee: Darren Lim
- Self-Checkout Assistant: Jia Hui Ong
- Narrator
- Checkout Screen

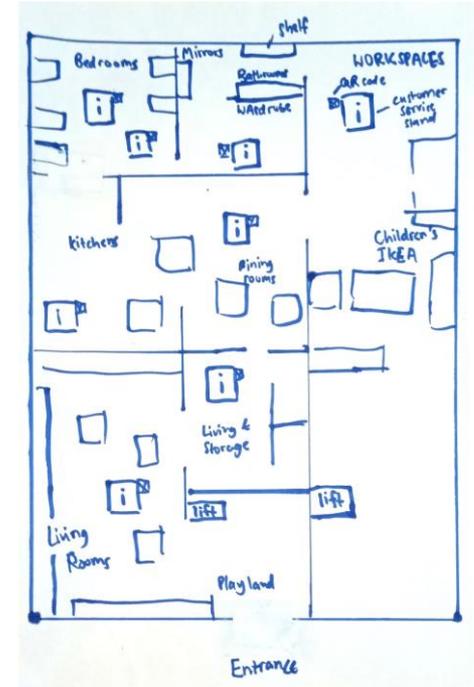
Service prototyping – Service Staging

Stage Layout Map

Ground Floor



1st Floor



Close up Image: https://miro.com/app/board/uXjVLuSOEQs=?share_link_id=682372138460

Service prototyping – Service Staging

Scenario

A family wants to go to IKEA to buy organisational products for the bathroom as they have no way to store their hygiene products. They use the mobile directional app to find the items before looking at other products. Then, they proceeded to checkout using self-checkout where they automatically scans all their products and pay.

Service prototyping – Service Staging

Script: Mobile website Augmented Reality & Automatic detection scanning of all products

Sunday 12pm, IKEA (Alexandra outlet)

Narrator: A family of 3, needed to buy storage for their hygiene products in the bathroom. The mother, Mei Ling, suggested to the father, Benjamin and daughter, Chloe, to go to IKEA.

Narrator: Upon arriving at Alexandra IKEA, the family goes to the first floor and discusses what they are going to do.

(Mei Ling takes a shopping basket)

Mei Ling: Hmm.. where would the bathroom storage items be at..?

Benjamin: Maybe we could try going around, see if Chloe wants other items too.

Service prototyping – Service Staging

Chloe: Yes! I want some plushies!

Narrator: The family goes around the store and located the plush area.

(Chloe picks up a fox plush)

Narrator: However, they still couldn't find the bathroom section no matter what they do. Mei Ling grows frustrated.

Mei Ling: Ugh, it's been 20 minutes and we still can't find anything that would help us!

Benjamin: How about we ask the employees?

(Both parents look towards the nearest customer service stand only to see the long queue)

Narrator: Meanwhile Chloe grows restless.

Service prototyping – Service Staging

Chloe: Mommy.. I'm tired..

Narrator: Mei Ling felt incredibly exhausted. Just as the atmosphere was becoming more irritating, Benjamin overhears the sales associate employee, Darren Lim, pointing to a QR for directions.

Darren: Please use this QR code on your mobile phone.. Then you can just search for an item and it'll show the directions of where to go.

Random Customer: Really? Wow! Thanks.

(Random Customer walks away while looking at phone)

(Benjamin pats Mei Ling's shoulder)

Benjamin: There seems to be an item directory over there.

(Benjamin points to the QR code while Mei Ling glances over)

Service prototyping – Service Staging

Benjamin: How about we use it?

Narrator: Upon hearing a solution, Mei Ling brightens up. The 3 of them immediately walks over the QR code. They then scan the QR code.

Mei Ling: Let's see... I want bathroom storage.. oh!

(Mei Ling clicks bathroom section and an Augmented Reality (AR) of the store comes out)

(Mei Ling points the phone up and sees guiding line from the AR)

Mei Ling: It's really showing the direction. Let's go now!

Narrator: The family of 3 swiftly locates the bathroom section as the They then discuss

Service prototyping – Service Staging

Benjamin: I feel like the VISSLÅN would be goo for the toothbrushes..

Chloe: I want the SAXBORG! It looks pretty..

Mei Ling: Let's get both then.

Narrator: After some consideration, they put it in the shopping basket and then use the phone directory to go to checkout. As they go along to the checkout area, they pick other light / small items that interests them.

Narrator: Upon arriving the checkout area, the family of 3 goes to the self-checkout as it has the least amount of queue. Mei Ling and Chloe decided to wait out while Benjamin goes to the self-checkout machine.

(Benjamin taps the screen)

Checkout Screen: Please place your basket to the left side.

Service prototyping – Service Staging

(Benjamin places the basket to the basket placement area)

Checkout Screen: Do you require a bag to pack home?

(Benjamin taps the option “Yes”)

Checkout Screen: Please hook a bag in the scanning bin

(Benjamin takes an IKEA bag and hooks the bag in the scanning bin)

Benjamin: It seems that we can checkout and pack in one go!

Checkout Screen: Please place all the items to be bought into the bag

(Benjamin takes the item from the basket and transfers it into the bag. He then proceeds to arrange the items in the bag as he puts more into the bag)

Narrator: After putting all the items in the bag, Benjamin is ready to pay.

Service prototyping – Service Staging

(Benjamin taps the option “Checkout”)

Narrator: A confirmation pop-up pops out.

Checkout Screen: Are you sure you’ve scanned all the items?

(Benjamin taps the option “Yes”)

Checkout Screen: Choose your payment method

(Benjamin taps the option “Credit card/Debit card”)

(Benjamin takes out his wallet to take his debit card)

(Benjamin then taps his card onto the payment machine)

Checkout Screen: Your purchase is completed. Please unhook the bag. Thank you.

Narrator: Having purchased the items. Benjamin goes over to his family.

Service prototyping – Service Staging

(Benjamin unhooks the bag and then carried the bag)

(Benjamin goes to Mei Ling & Chloe)

Mei Ling: Wow! That was fast.

Benjamin: Yes, it automatically just scanned everything! And I packed it together while scanning.

Narrator: Satisfied, the family goes to buy a quick snack at IKEA restaurant before heading home.