

IKEA helps customers find their way with indoor Google Maps



About IKEA

IKEA was founded in 1943, in Sweden. Today, IKEA is the world's leading home furnishings company. There are currently over 330 IKEA stores located in 40 countries, including 38 in the U.S.

- www.ikea.com

Challenge

Aside from affordable, minimalist furniture, IKEA is known for its warehouse-sized space and enveloping floorplan. IKEA is typically a two level building that ranges in size from 200,000 sq ft to 450,000 sq ft--the average size is approximately 320,000 sq ft. The store is generally broken up into approximately 20 departments and carries about 10,960 products.

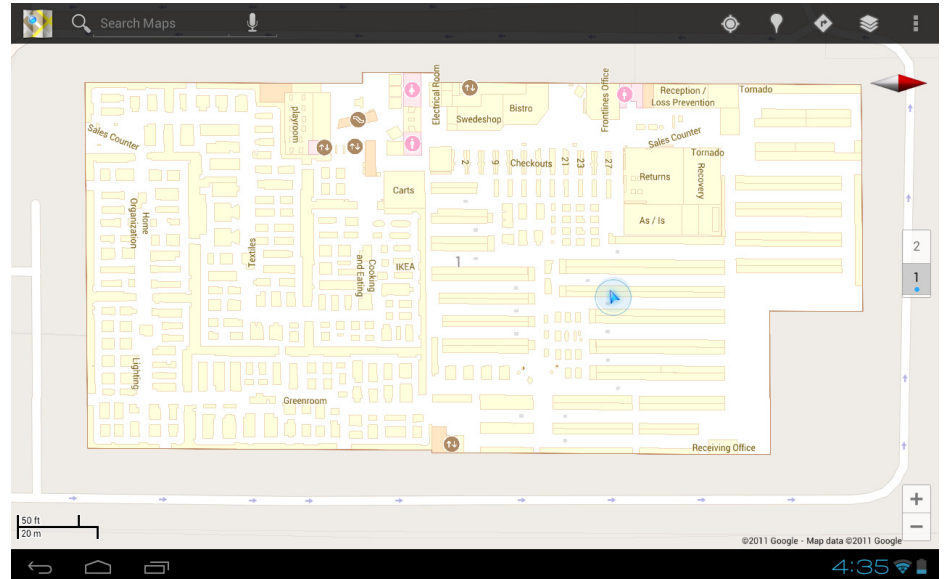
At its best, IKEA's showroom layout effectively displays the entire catalogue for customers. At its worst, the sheer size can be overwhelming. Despite the large inventory, store size, and orchestrated layout, IKEA's goal is to make the customer feel comfortable and in control of their shopping experience. The physical layout can work against this.

The store's layout is intended to encourage customers to find items that they didn't know they needed. However, the layout can also potentially frustrate customers who want the option to quickly find their way to a particular product or throughout the store.

"People can have a hard time navigating the store. There have been stories of people saying that they feel like we are purposely keeping them in. We want to make their shopping experience as easy as possible."
 -- Laurie Satran, internet specialist, IKEA

"If this was a functionality that was going to be implemented inside [IKEA], we were really excited to see how it would work. And it works. We [are] excited to share that with our visitors."
 -- Laurie Satran, internet specialist, IKEA





Solution

IKEA decided to partner with Google Maps because they believe in the Google brand and the indoor mapping initiative. Satran states, "We believe our visitors are already familiar with the existing Google Maps platform. They are confident that it's trustworthy, and that it will get them to where they need to get to."

We want them to be able to find what they are looking for. We want them to know that there is a restaurant in the store. We want them to discover all the features and services in the store that make it a pleasant shopping experience, rather than getting lost!"

-- Laurie Satran, internet specialist, IKEA

IKEA customers can access indoor Google Maps from their Android devices and see floor plans detailed with department labels, get indoor walking directions, as well as switch floors within the store to see the respective layouts. For a more complete indoor Google Maps experience, customers can opt-in to the My Location feature and turn on the "blue dot" icon to get a live reading of where they are on the map.

