

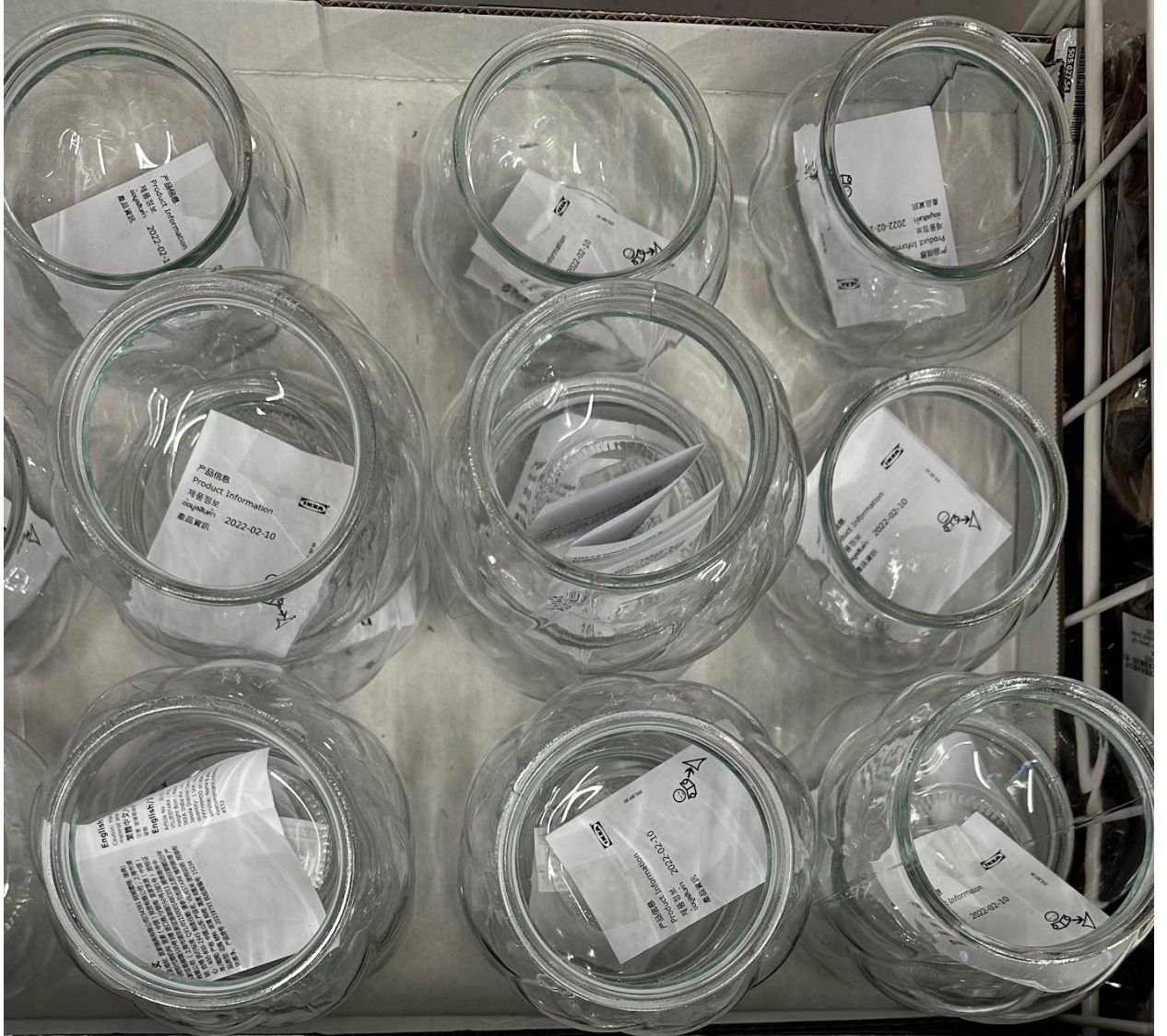
Observations of Space Design Details at Ikea

Make observations and write down some interesting details you noticed with regards to these things at Ikea. This can be 2 (or more) details, or a comparison of 2 (or more) details. Take photos too (left to right) Toe for each section.

a. Spacing

Grids and boxes

They like to place things in grids. They also like to stack the grids. Their whole store is laid out in grids and sections.





b. Kinds of lighting.

They like to put things under a spotlight to give a warm and cozy feeling to their furniture. They also like to use spotlights that are not strong. It is like they are slightly highlighting some of the products





c. Main colors and decorations?

Main colors: Blue (signs) grey (floors)

Blue and red signs draw attention.

Gray floors look clean and do not take attention away from the product. They would also use white arrows to point direction.



省下500元, 買更多好東西!
Save \$500 and buy more good things!

BESTÅ
電視櫃附抽屜
From \$6,100
\$5,600



後有電線孔
牆面可懸架

再創
低價
New lower price



d. Placement and grouping of items for sale.

They have a big red sign and put them under it. They also make the price tags red.

They also put a few discounts in each area.





e. What kinds of products are placed in what (home) spaces?

Plants, coffee mugs, trays to create the feeling of a warm and comfy house. They try to put the items in places where you might want them that would make you feel inspired and want to buy the product.





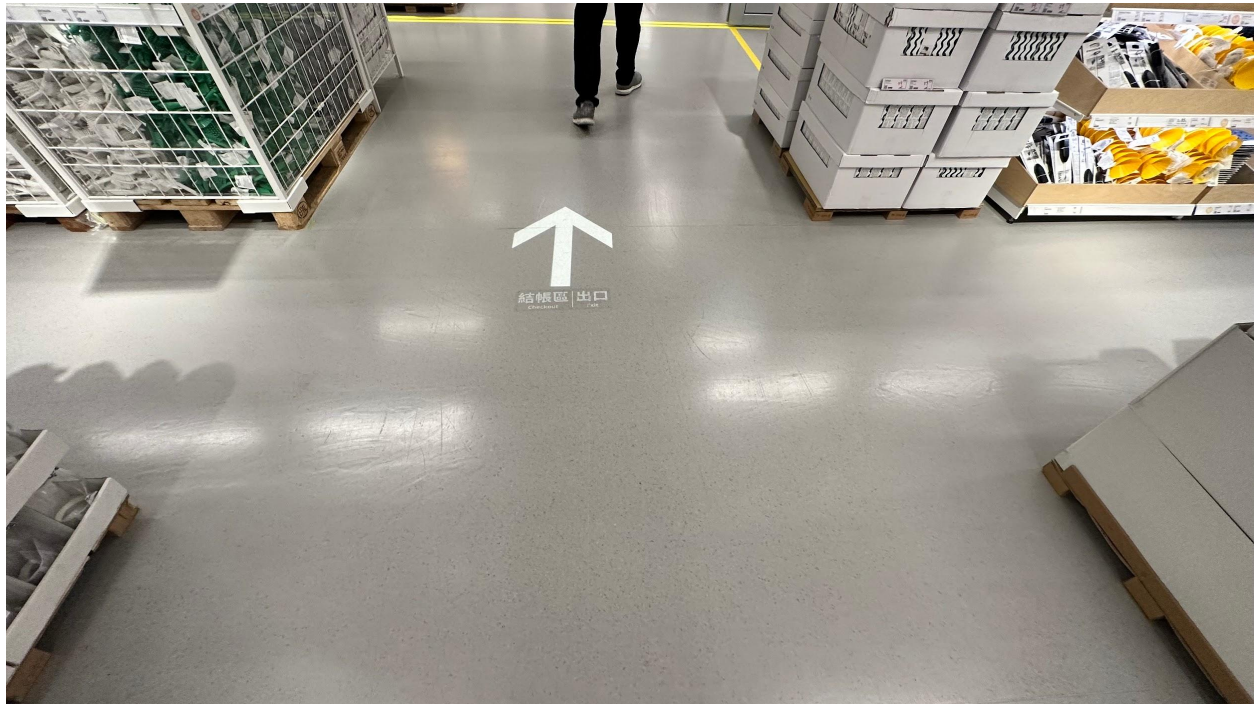
- f. What signs are specific to certain areas? What signs are seen throughout the shopping space?

There are signs all over the place. Toilet signs, direction signs, sale signs. This place is designed to make you lost so that they can tell you where to go when you are lost



g. How are customers supposed to know where to go, or where to go next?

There are signs to show you where you should go. They are usually blue with white text. Or you could look at the white arrows on the floor. The arrows are light projections which is good so the paint will not get old and fall off.





h. How are prices displayed in the store? How are special prices or “good deals” shown?

Normal prices are white maybe a bit of red on them with black text. Things that are on sale are red and yellow with yellow or black text.





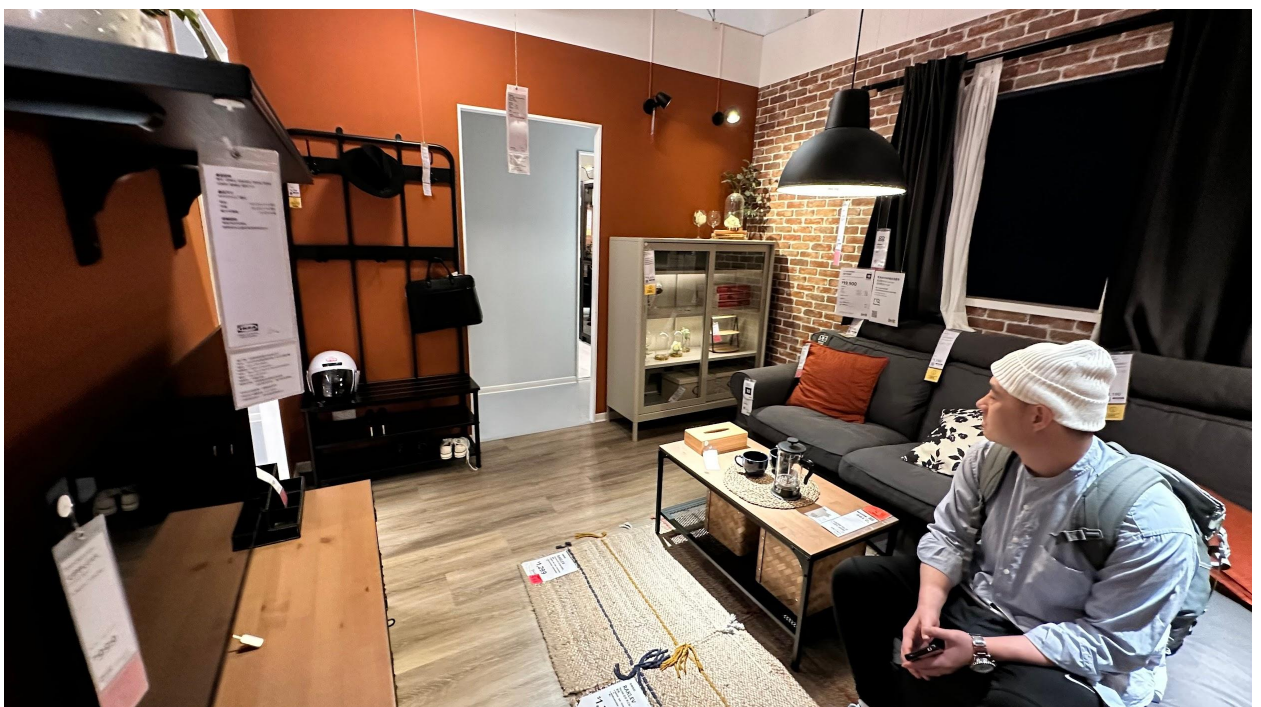
i. How are customers encouraged to stay inside the store longer?

They are provided seating. They also have restaurants. They have most things humans need for survival: air, food , water, shelter.



j. How far can customers see in this store?

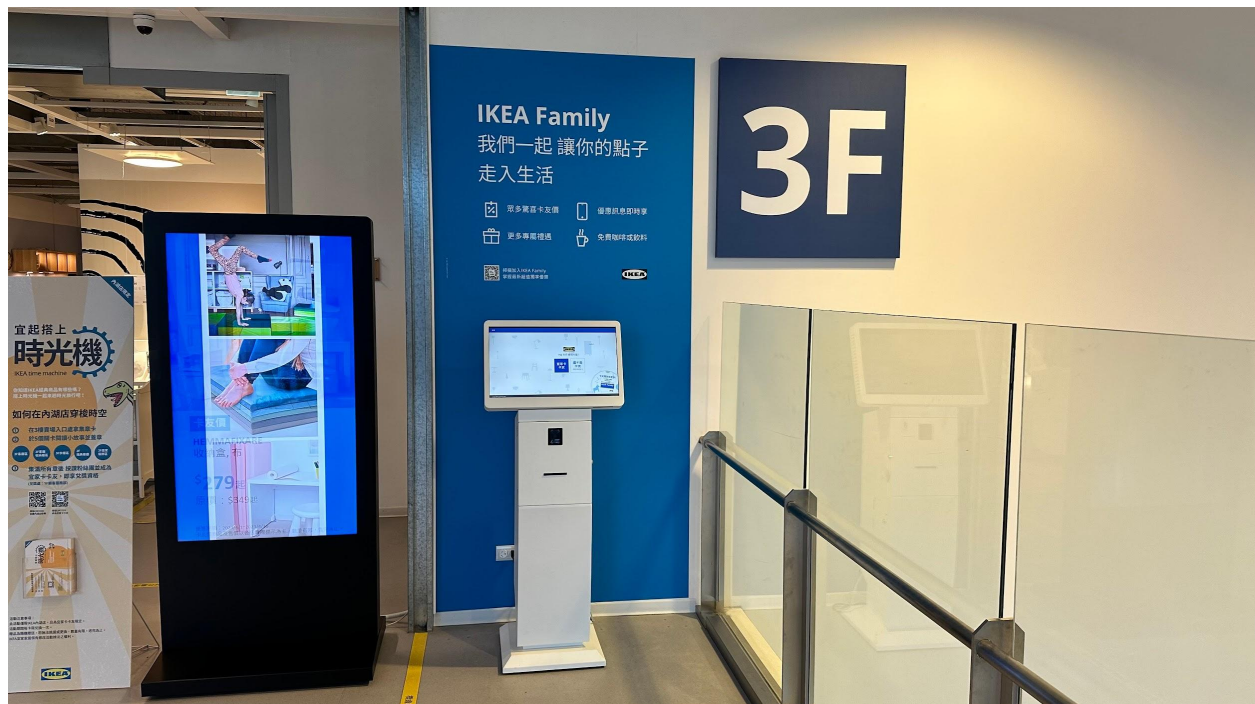
It differs from area to area. Some areas you can see far, some areas you can only see your cubicle. They might want to change it up so it does not get boring.





k. How are electronic devices or displays used?

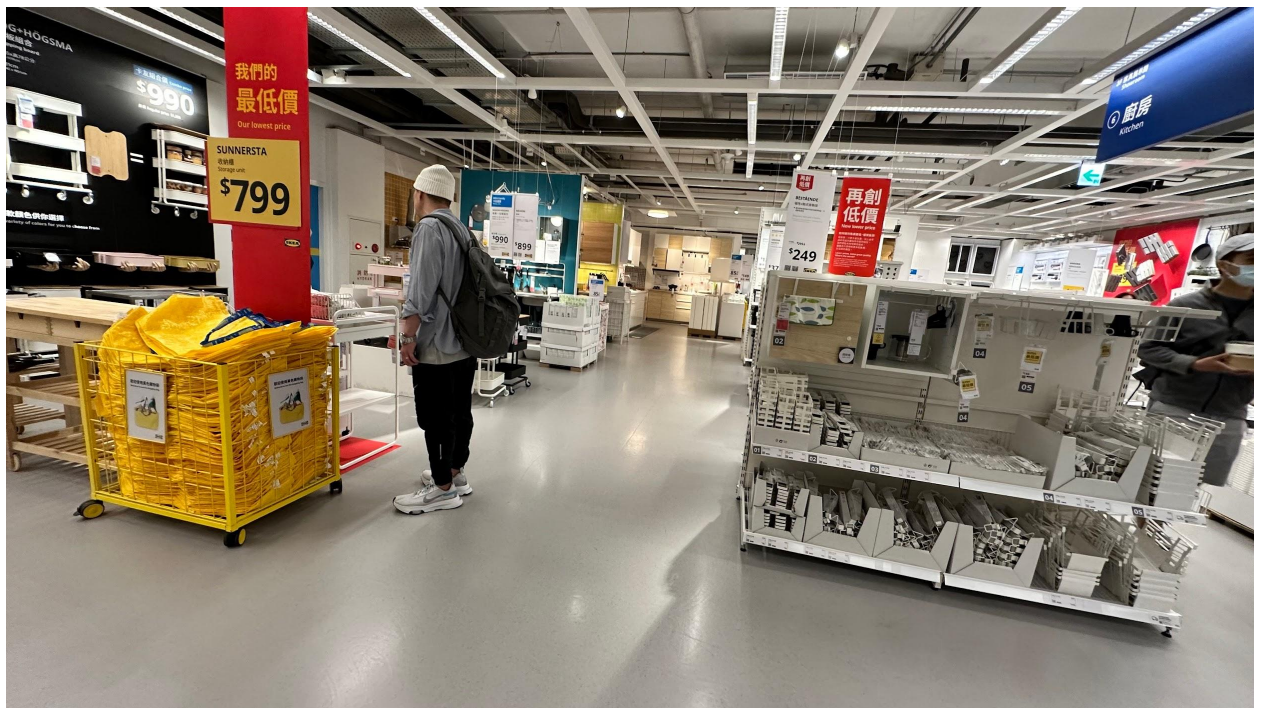
They are used to display ads mainly. Some are used as props for their sets. They might do this because people like looking at screens.

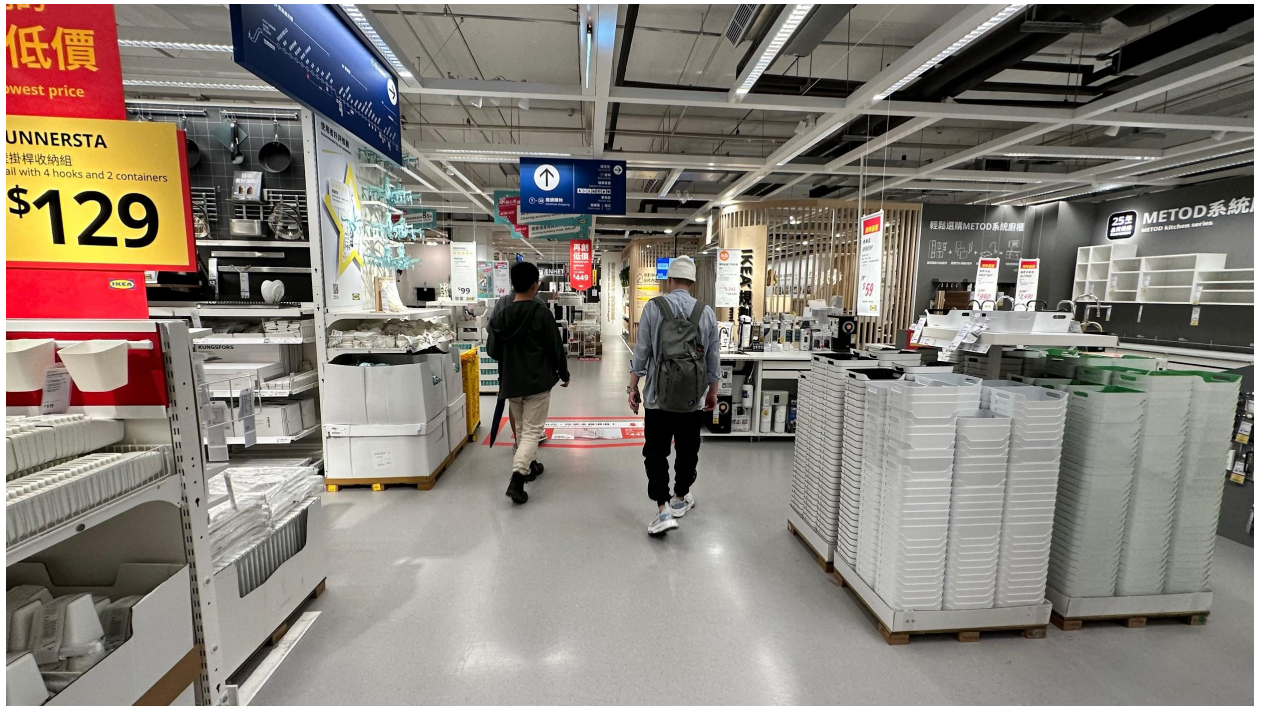




I. How easy or hard is it to get to where you want to go?

Easy big hallways. Many people can walk in one row without issue and they have big hallways for the official path you are supposed to take. However, it might be difficult to find a specific product





m. What are different kinds of input that are given to customers?

They have sound input like bird sounds, music. They have visual input for their products and price tags. They also make the place smell like furniture. Kind of like wood. They might also make the place smell like some flower scented perfume.

