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# Core Elements of IKEA's Successful Product Design

**Ruofan Yu**

Qingdao Institute of Technology

postal code: 266300

**Abstract:** IKEA is a company that mainly sells home and furniture products. Its products have very strong Nordic style characteristics, so it has also received people's attention and love. It also occupies a very large proportion in China's home market. Therefore, China's home furnishing enterprises also need to study the design success factors of IKEA household products, and on this basis, continuously optimize and perfect their own product design work. In this paper, from market positioning, design concept and user experience these three aspects the in-depth analysis of the elements of IKEA product design success are carried out.

## 1. Introduction

IKEA is a Swedish-based seller of furniture and furniture products. Since entering the Chinese market in 1998, it has received wide acclaim from domestic consumers. It can be said that IKEA has broken the rigid warehouse sales model of the traditional furniture market in China, and has also injected new vitality into the domestic furniture home market. In addition, IKEA products inherit and develop the advantages of Nordic design style, which is also an important factor for IKEA to be favored by consumers.

## 2. Market Positioning of IKEA

Household products mainly refer to all life-related products used in people's daily life, including furniture and daily necessities. Different consumer groups have very different needs for household products because of the different aesthetic methods and consumption concepts. This also requires market positioning in the home design process, in order to attract more consumers. Since its inception, IKEA furniture has been dedicated to designing and producing exquisite and durable low-priced products to meet the needs of the public for home consumption. Its color is mostly biased towards bright colors, and it also symbolizes the vitality of a new generation of young people. In addition, when IKEA enters the Chinese market, it targets the white-collar workers in the big cities. The Scandinavian style implicit in the design of IKEA also makes its products have a very strong concept of differentiation, and is loved by the majority of Chinese consumers. Therefore, IKEA mainly places the target market on the white-collar level in the process of market positioning, and it has developed rapidly in the Chinese market with its own unique design style [1].

## 3. IKEA Product Design Concept

### 3.1 Environmental Protection Concept in Material Selection

As people's awareness of environmental protection continues to increase, they also tend to be more sustainable in the consumption process. In IKEA products, recyclable materials such as wood, cotton, metal and glass are also used to meet the environmental protection needs of consumers. Wood is a



commonly used material in home design. In the process of product design, IKEA will design the wood of the original exhaust gas into a new home by compressing, pulverizing and direct cutting without changing the materials of the home product. Fabrics such as sofas, carpets, and pillows in household products can be re-programmed after disinfection to achieve recyclability.

In addition, to reduce the dependence on cotton in the use of IKEA household products, the design and production of bedding products are also carried out by mixing 50% cotton with 50% lyocell fiber, so on the one hand that bedding is comforted, on the other hand, the chemicals required in the production process can be recycled in a closed system to reduce environmental impact and waste of resources.

### 3.2 *Painting Blank Feelings*

From the perspective of the appearance, IKEA will also be delicate and meticulous as an important design concept, and each product of IKEA can be enjoyed as an artwork, which is the most unique place for IKEA product design. As an important expression in traditional Chinese art, white space has been widely used in many fields such as ceramics, painting and poetry. In the design process of IKEA, the concept of blanking is widely applied, which makes the ideology and artistic conception of IKEA products effectively reflected [2].

In addition, IKEA's product design process is also very functional, and also through the design of the white space to highlight the product features. The analysis of the Vitesso table in IKEA household products is shown in Figure 1. The basic structure of the furniture product is a few steel bars, the table top is tempered glass, and the side table can hold things. In the set of table products, there is no added accessories, but the simple function of the material reveals its sense of function and structure. When the item is placed on the top of the set, the elegance of the item can be fully reflected, thereby giving people a beautiful enjoyment. It can be said that the set itself is a unique artistic conception, that is, the white design method in the home design [3].



Figure 1: Vitesse set table

### 3.3 *Flat Packaging of Logistics*

Logistics is an indispensable part of the product design, production and sales process. In the process of designing home products, designers also need to pay full attention to the logistics and transportation links of the home, thus reducing the consumption of logistics costs. The flat-panel packaging mode adopted by IKEA can greatly reduce the occupation volume in the home transportation process, thereby reducing the number of transportation times and effectively reducing the waste of resources and air pollution caused by the transportation of household products. However, not all IKEA products can be transported in a flat-package mode, which requires IKEA designers to fully consider the logistics costs in the later stages of product development and design. In addition, IKEA has established an outsourced manufacturing plant on a global scale, so that it can also obtain local materials during the production process, which leads to a significant reduction in packaging manufacturing costs and transportation costs. For example, the flat packaging in Shanghai Yijia Home is made of local materials, which can greatly reduce the manufacturing cost of IKEA.

### 3.4 *Low Price and Humanized Creative Design*

Low price and humanized creative design are also important factors in the success of IKEA home product design. In China's home market, many products sold by IKEA have the characteristics of

lower price positioning compared with other similar products, which is also an important reason that attracting many users to go to IKEA to buy home products. In the production process of IKEA household products, the large-scale mass production mode of machinery is adopted, which can effectively reduce the labor cost required for production, thereby reducing the overall production cost of household products. IKEA's own sales volume is relatively large, so the sales price of the product can be positioned to a relatively low range to stimulate people's willingness to purchase. In addition to low prices, IKEA's products are also very creative, and product quality can be effectively guaranteed, which makes IKEA's home products popular with consumers. For example, the Hao Ke Tower floor lamp shown in Figure 2 uses an oversized lamp head and a slender tube, which allows people to create an impulse to touch. This design style is also exceptionally harmonious in the home environment, which is very good for consumers' favor [4].



Figure 2: Hao Keta floor lamp

### 3.5 Mass Production Plus Modular Combination Design

All IKEA products are produced in batch production on a large scale. This production method can better meet the needs of the times and is a typical feature of modern industrial design. Although it is most famous for its traditional handicrafts in the Nordic design process, with the continuous development of society, people's demand for home has also improved, which has promoted the large-scale production of household products a further development. In addition, for better transportation, all products in IKEA are combined in a modular way. In IKEA Mall, all of its products can be found in the delivery area downstairs. After consumers find their favorite products upstairs, they can also ship directly downstairs. The area picks up the goods and can transport the unopened home products directly to their homes, which can then be used after a simple installation. It can be said that mass production and modular combination are also important factors for the successful development of IKEA business.

### 3.6 Simple Design and Diversified Fashion Design

Most of IKEA's products are based on simple style, and in the sales process of related products, users can also find some products that they are satisfied with, and go directly to the store to purchase these products. However, the simple products that IKEA sells are not only simple in shape but similar in shape, but also have the characteristics of simplicity and simplicity. In order to effectively compensate for the aesthetic fatigue brought by the simple design style, IKEA will adopt a diversified and fashionable route in the production and sales of similar products, which is also an important factor in the success of IKEA product design.

In order to provide users with more convenience, the designers of IKEA home products will also design a variety of design solutions, and put them into the IKEA store for sales, so that users can provide more choices. In order to fully meet the user's home product purchase needs [5]. In addition, in the design process of IKEA products, different fashion treatments will be made for the same type of products. Some designers will also integrate traditional design with modern design in the product design process. Good production of many different types of products, and allows customers to have

more choices in the process of product purchase. Therefore, in the IKEA product design process, although the design style is mainly simple, but IKEA products also have a variety of fashion design effects, which can provide consumers with more abundant purchase options.

#### 4. IKEA's Unique User Experience

##### 4.1 Outside the Product Design

The user of the product is a person, the good product can make people love to take it in their hands, the size of the home product itself is relatively large, so the designer needs to construct a complete process in the design process of the home product. The space allows people to integrate into it, in order to give people a better quality product experience, which is also the design outside the product. In the sales process of the product, IKEA is perfectly integrated into this concept. Whether it is in the home experience store or in the product manual, IKEA will place all the home products in each complete sample space, so that let consumers have an intuitive understanding of the size, price and compatibility of the product with the surrounding environment, thereby enhancing the rationality of the selection of products and effectively avoiding the problem of uncoordinated household products.

##### 4.2 Home-like Sense of Autonomy

In IKEA products, consumers can hang around in different products, and there is no staff to interfere. For home products, comfort is also an important factor in the user experience. Comfort refers to people's satisfaction with the physical and psychological aspects of the objective environment, and only in the state of freedom and relaxation, which can people be immersed in the experience of home products. In the self-consumption mode provided by IKEA, consumers can feel the comfort of home, so that users can feel the comfort brought by home products.

In addition, all IKEA products can directly find out who the designer is, which also provides more convenient shopping channels for some IKEA loyal customers. Consumers use one or more familiar designers to purchase products they like. In this shopping method, users can also feel a certain customized experience, which is also the unique user experience of IKEA.

##### 4.3 Accompanying At Home

For families with children in their homes, IKEA can also provide children with meticulous care. These cares are not only reflected in the detailed design of the home, but also in the psychological care of the children. Because children are active and have a poor balance, they need to be protected in the design process of IKEA. The Patru Safety Protection Series shown in Figure 3 is also a basic protective device in the home and can provide good care for the children.



Figure 3: Patru Safety Protection Series

In the design process of children's products, it is also necessary to put the design focus on safety. Secondly, it is necessary to ensure the comfort of use and the humanized structure. In the design process, children's psychological needs need to be fully considered. Children are in a process of

continuous growth, and children of different ages also have different needs. Therefore, in the IKEA home design process, students' needs should be fully considered, and the rational design of products should be carried out on this basis.

## 5. Conclusion

The design style and store space of IKEA show people not only home products, but also a more comfortable lifestyle. In the process of designing the home store space, IKEA can display a variety of styles and models to people, so that people can access different home environments. In the design process of IKEA products, the products designed by consumers' needs, so that they can fully satisfy people's various needs for household products, and reflect the good design concept of people-oriented.

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