

## SUMMARY OF FINDINGS

With explosion of online shopping, the furniture online shopping space is exponentially growing fast. With a huge sales on the rise, many people spent more time buying new furnitures in the online. According to 2018 National Consumer Survey, "Eight million American who spent on buying home products online and 60% of these population were aged 18-40"

At the same time, AR/VA have been developed over decades and it has even more accelate its usage for various digital products. According to Techonology Market Journal, "global augmented and virtual reality market will reach USD 814.7 billion by 2025, that's 63.01% of CAGR between 2019 and 2025"

Many of top players in the AR/VR space for furniture and interior designs attemp to bring in a new user interface tools to enhance the overall furniture shopping experience with a very little digital skills required.

There are still a lots of areas to be improved such as unaccuracy of scaling due to limitation of AR/VA, requiring a better AR screens with a clear/simple guidelines, overall shopping flow with AR/VR features.

Major Players:

- Ikea Place
- Target: See it in your space
- iStaging
- Planner 5d
- Roomy

### DIRECT COMPETITORS



### OTHER COMPETITORS



#### PRODUCT

- Android, iOS helps users easily visualize how a variety of IKEA furniture designs would look like in their home.

- Android, iOS, "See It In Your Space", place three-dimensional versions of real Target home products within photos of actual rooms at home before buying the product.

- Android, iOS, an interior design tool with AR, VR, and 3D technologies previews furniture in customer's space in real time.

- Android, iOS, an advanced and easy-to-use 2D/3D home design tool.

- iOS, 3D design studio iPad app to visualize, design, and shop for the perfect room.

#### FEATURES

- Let customer see exactly how more than 2,000 furniture items would look / fit in their home.  
- It has flexible arranging tools to place the furnitures in different places in the room.

- Users are able to move around within photos of actual rooms at proper scale to see how they'd look.  
- Using the smartphone, simply tap the product's See It In Your Space button.

- Real-time markerless AR is able to scale furniture in real time.  
- Wall & ceiling detection to enhance the realistic visual experience.  
- Accessibility of 10,000+ products: show 10,000 beautiful real-life home furnishings will look like in people's space.  
- Tango & ARKit-ready: an immersive visualization experience

- Layout & Design tool: use the 2D mode to create floor plans and design layouts with furniture and other home items  
- Furnish & Edit tool: edit colors, patterns and materials to create unique furniture, walls, and floors as well as adjusting sizes.  
- Visualize & share tool: use the Snapshots feature to capture your design as a realistic image.

- Functionality to create 3D scene utilizing a simple 2D image.  
- View and shop furniture & decor from Amazon, Pottery Barn and Wayfair in AR.  
- Save & share designs via social media.

#### STRENGTH

- True-to-scale 3D furniture in your home using the lens of your iPhone camera.  
- Realistic object visualization and interaction  
- Easier to use and have a photorealistic furniture items at the touch of the screen.

- Eliminates the hassle of ordering real furniture  
- Doesn't require any special apps or hardware to use  
- Available on Target.com and can be using with any smartphone

- Cutting-edge technology with AR, VR, 3D technologies  
- Wide range of products in AR/VR space  
- Supported by a powerful VR camera  
- 720 lens easily clips on any iPhone or Android smartphone

- Support to create 2D/3D interior design without any professional skills.  
- HD visualization to capture the design as a realistic image  
- 2D/3D modes  
- 4000+ item catalog  
- Easy user interface  
- Item editing

- Broad range of design options  
- Ability to purchase furniture through the app  
- Has a clean, contemporary design  
- Able to choose from multiple brands and designs  
- Offers social media perks  
- Ability to filter and sort

#### WEAKNESS

- Lack of accuracy of the scale  
- Can't inspect all of its pieces  
- AR's inherent limitation  
- Can't tell the quality or craftsmanship  
- Doesn't feel comfort

- Lack of accuracy of the scale  
- Not available on all Target furniture products  
- Can't tell the quality or craftsmanship  
- Doesn't feel comfort

- Price is expensive  
- Takes time to set up for 3D view and to render photos  
- Not all furniture items are available for 3D viewing and placement

- Lacks the ability to change item's attributes such as colors  
- Lacks a way to add more than one product in 3D/AR mode  
- Limited 3D product view available

- Lacks ability to filter granularity (i.e. color, furniture, type, size, price)  
- Limited 3D product view available  
- Product image quality within the AR mode can be better

## PROVISIONAL PERSONAS



DIY Creative

### GOALS

- Familiar with the IKEA brand and wants to browse the catalog quickly
- View the item in their space prior to visiting the store or purchasing
- Find items that may go with an existing set of furniture based on a swatch

### PAINS

- No way to purchase the app and has to visit the company website to order
- Only a limited amount of items are available for 3D previewing
- Frustrated that there's no way to back out mistake and must close the app



Efficient Couple

### GOALS

- Find information and save time and money on furniture shopping
- Preview a wide variety of furniture pieces in their space before purchasing right from the app
- Read reviews to get a better idea of each piece of furniture from others' comments

### PAINS

- Takes time to render a photo and unable to continue to browse until rendering is complete
- Unable to view more about the item unless taken to the website



Digital Enthusiast

### GOALS

- Want to explore the great way to furniture shopping digitally
- Willing to try out new technology if it would help to see products in their space as close as it possible

### PAINS

- Lack of functionality of AR mode to see products accurately
- Can't trust fully the size/ scale of AR provided
- The overall experience could be better



Interior Decorator

### GOALS

- Easily customize their own room design with different furniture options
- Be able to purchase a wide variety of furniture items right from the app
- Can easily view reviews of furniture of multiple brands/ designers in one place

### PAINS

- Lacks a way to preview items in an already existing spaces
- Limited in rotating the items and cannot fully customize a room the way they like and or limited template options



Online Shopper

### GOALS

- Be able to purchase a wide variety of furniture items right from the app
- Easily view a wide selection of furniture brands and designers

### PAINS

- Finding and viewing multiple products can be frustrating with a limited functionality of 3D preview or AR mode.
- Doesn't know if the products are out of stock until they actually click each product.