

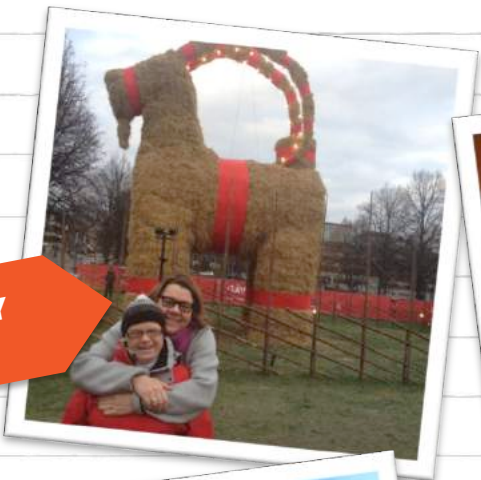


EVA-CARIN BANKA JOHNSON

# Looking at the edge to understand **the Future**



ME & MY  
SISTER



I AM  
EVA-  
CARIN  
BANKA  
JOHNSON

Dare to be different.  
We need to **challenge  
the old** ways and  
**embrace the new**,  
being bold, innovative  
and committed to take  
action. Dare and  
Share!



THIS IS WHERE  
THE ACTION IS



## WHERE I WORK

IKEA's vision is to create **a better everyday life** for the many. **Future Homes** task is to find new ways of reaching that goal through explorative research.



IN LESS THAN 20 YEARS,  
70% OF THE WORLD'S  
POPULATION WILL LIVE  
IN CITIES



# THE WORLD **WE** LIVE IN

**More** urbanization.  
Aging population.  
Sustainability. Growth  
of the middle class.  
Two-speed economy.  
Digitalization and  
Internet. **Risks** in the  
financial sector.



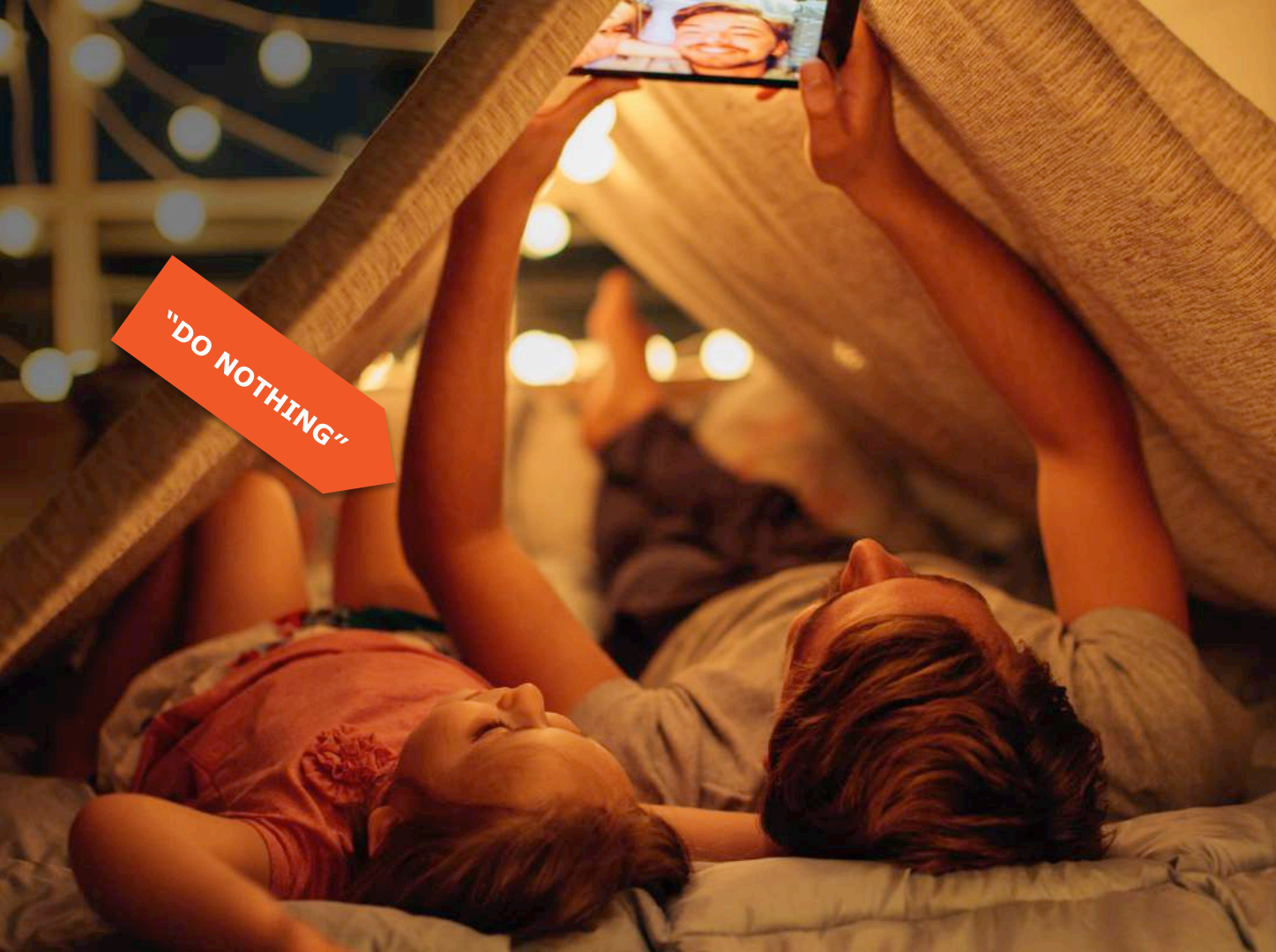
# NEW NEEDS, NEW WANTS, NEW HOMES

Life at home in the  
21st century is  
about **changing  
perspectives**



# WE LONG FOR a **Home to Love**

Where we can feel  
at ease, where  
everything works  
well, it is safe and  
secure, where it is  
beautiful and we  
feel at Home.



"DO NOTHING"

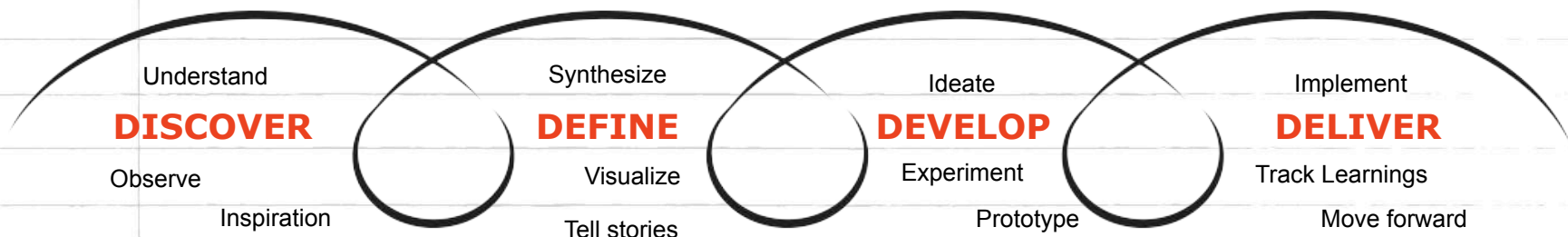


## WE LONG FOR A PLACE TO **RELAX**

**Health** at home is a new IKEA **priority**.  
How can we support  
a **sustainable  
lifestyle** at home?

We need **explorative  
research** in this area!





**PRE CONDITIONS**  
Multi disciplinary teams  
Shared values



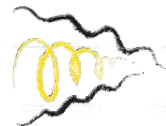
**ALL THROUGH THE PROCESS**  
Emphasize with the user  
Embrace experimentation  
Show not tell  
Trust your gut feeling



**BRAINSTORMING RULES**  
Don't judge  
Go for volume  
Build on the idea of others  
Encourage wild ideas



**SAUSAGE MAKING**



# PROCESS FOR EXPLORATIVE RESEARCH

# OUR PRINCIPALS

In our projects we often end up having developed both **new concepts** and **new methods**.

CONCEPT

BOLDNESS

EXPLORE

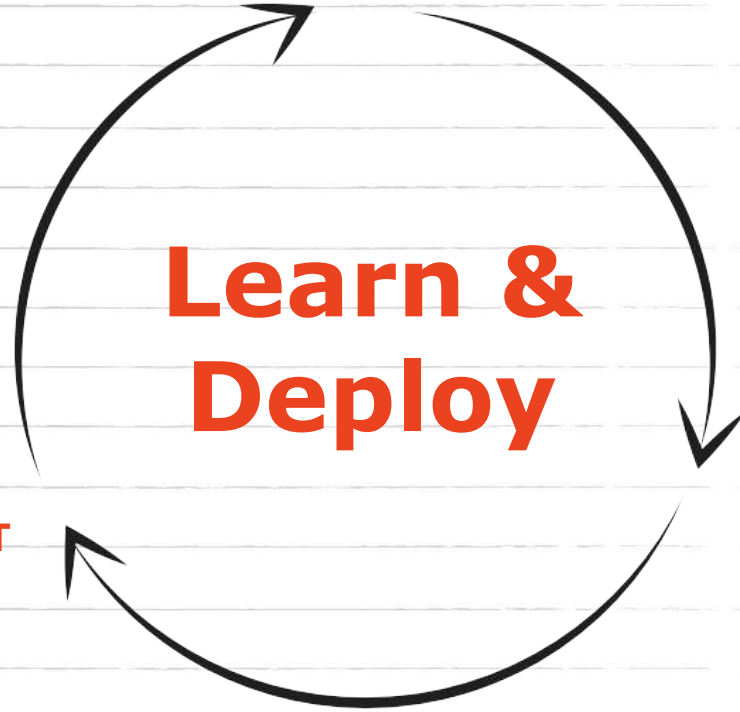
Learn &  
Deploy

CREATE

TEST

DISOBEDIENCE

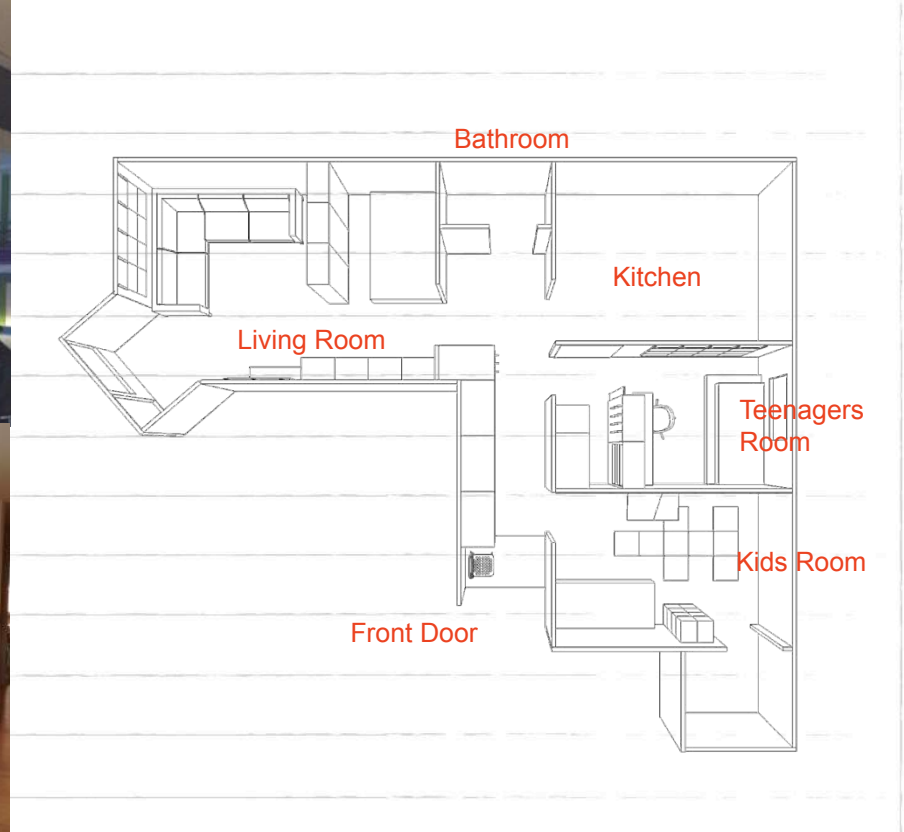
CURIOSITY



# Show – Not Tell

approach to bring research  
to **policy** and **practice**

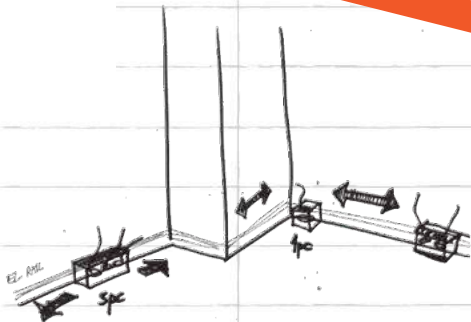




LIVE **YOUR** RESEARCH  
IN LIVING LAB

**Data** is collected and  
studied in collaboration  
with **MIT Media Lab**  
and other **research**  
**partners.**

CARDBOARD &  
TAPE CAN TAKE  
YOU FAR!



ITERATIVE  
PROTOTYPING

EXAMPLE:  
**FLEXIBLE  
ELECTRICITY**

Inspiration

Insight

Ideation

Implementation



Get users involved!  
Conduct **studies** on the  
iterations to compare.

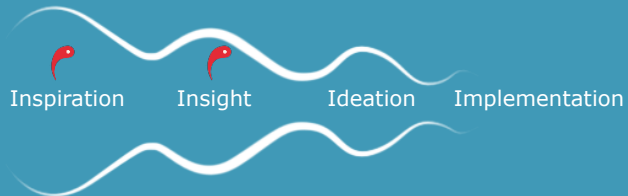


"BEING CLOSE  
IN A PRIVATE  
SPACE"



EXTREME  
USER

EXAMPLE:  
**AUTISM**



Extreme users **inspire**  
products that we all  
benefit from!



EXTREME  
USER

EXAMPLE:  
**HOME VISITS IN  
URBAN POOR  
AREAS IN INDIA**

  
Inspiration

  
Insight

Ideation

Implementation

Extreme users **inspire**  
products that we all  
benefit from!



LEAD  
USER

EXAMPLE:  
**THE URBAN  
ECO-SYSTEM LAB**



How might we **involve**  
Lead users to **develop**  
future solutions for all?



"We are **kinder to each other** when everything works well"

CONSUMER  
EMOTIONAL  
EVALUATION

EXAMPLE:  
**EMOTIONS**

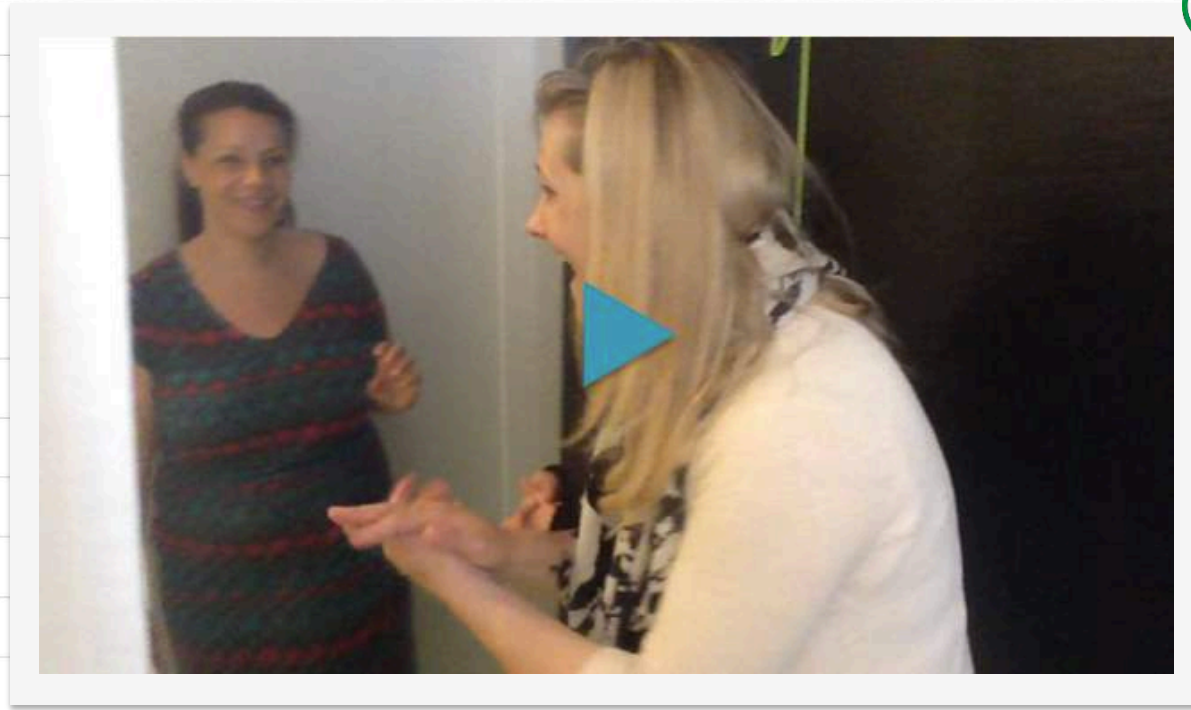
Inspiration

Insight

Ideation

Implementation

**Involve** the many people **early in a process.** Follow up and keep communicating.



## CONSUMER EMOTIONAL EVALUATION

### EXAMPLE: EMOTIONS

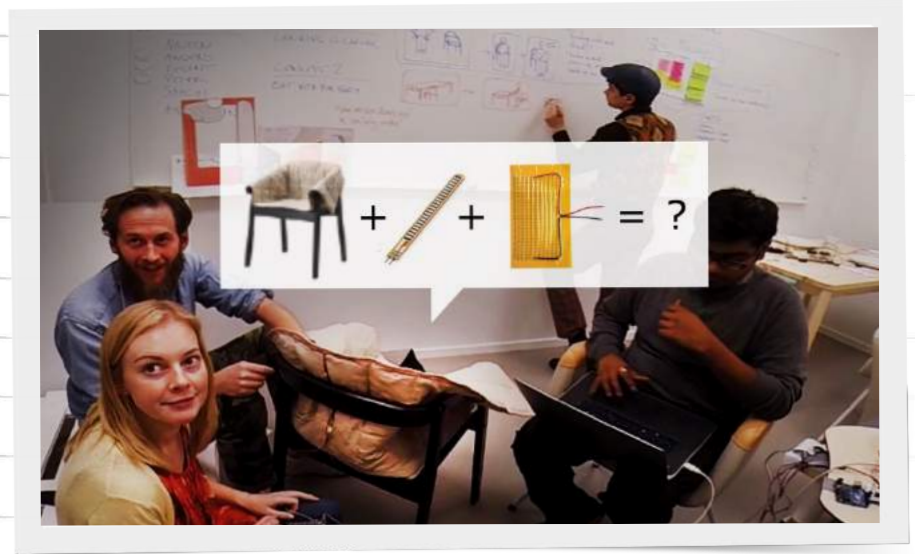
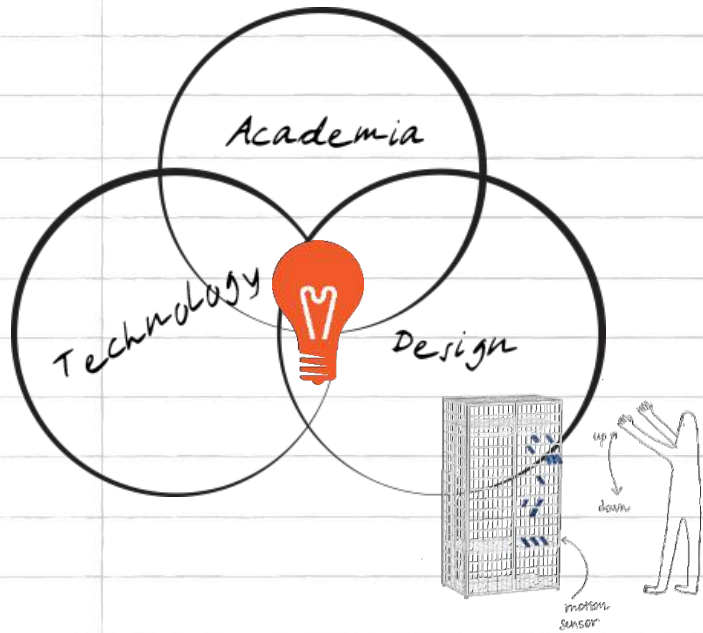
Inspiration

Insight

Ideation

Implementation

**Involve** the many people **early in a process.** Follow up and keep communicating.



MULTISKILLED  
TEAMS

EXAMPLE:  
**HACKATHON**



Inspiration

Insight



Ideation

Implementation

Intense **collaboration**  
on a **set problem** where  
all voices are heard.

HACK FOR  
A DAY!



MULTISKILLED  
TEAMS

EXAMPLE:  
**HACKATHON**



Inspiration

Insight



Ideation

Implementation

Intense **collaboration**  
on a **set problem** where  
all voices are heard.

## 1ST RESEARCH PROTOTYPE

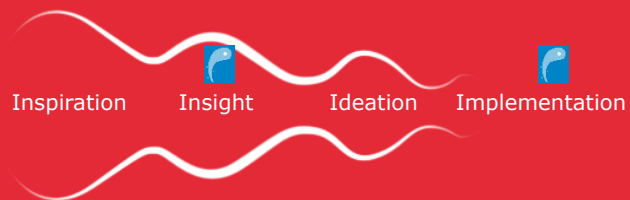
**READY FOR  
STUDY 2.0**

## EXAMPLE: BODY AWARE

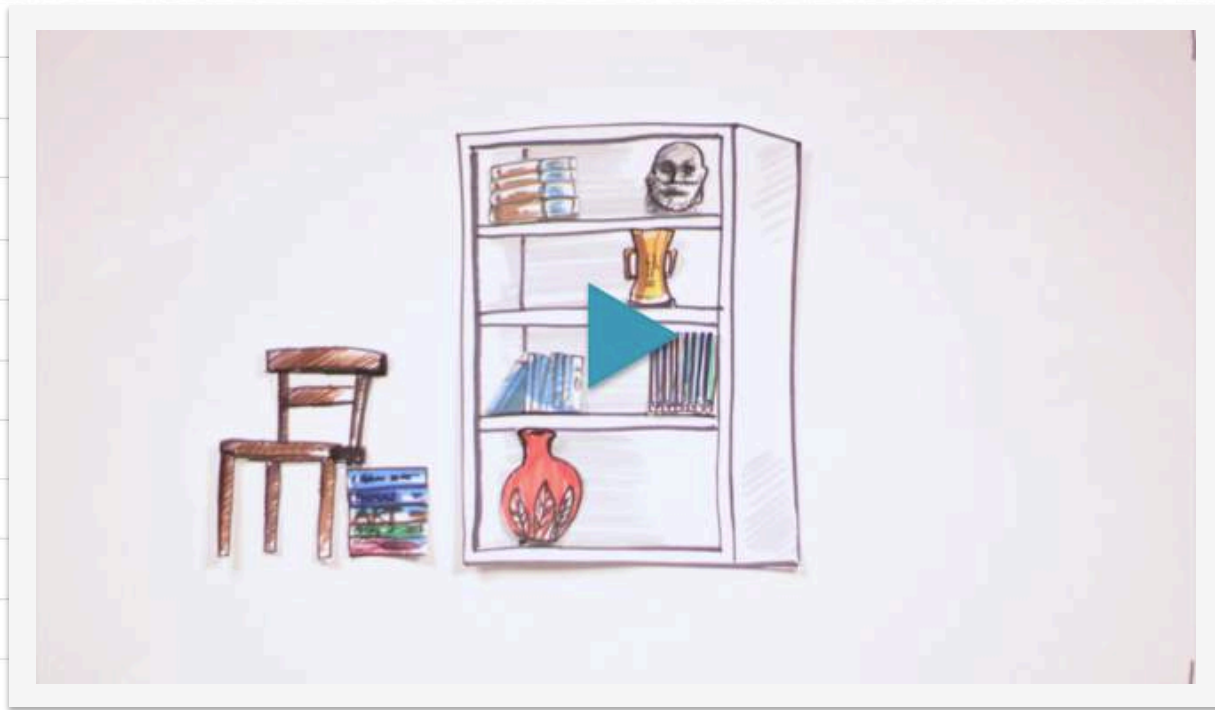


## COMMUNICATE RESULTS

## EXAMPLE: DESIGN FICTION



Make research results  
**accessible** for the  
**many people.**



COMMUNICATE  
RESULTS

EXAMPLE:  
**RETHINKING**

Inspiration



Insight

Ideation



Implementation

Make research results  
**accessible** for the  
**many people.**



To create a better everyday  
life for the many people has  
never been more relevant  
than it is today.



**Tack!**



# THE IKEA APPROACH

Start from **people's needs** and connect to positive impact on the planet. People's needs are clearly connected from an **inside-out perspective**.

