

Unlocking insights through collaboration

How partnering and innovating together can enable better homes

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Hej!



Hej!







The chair



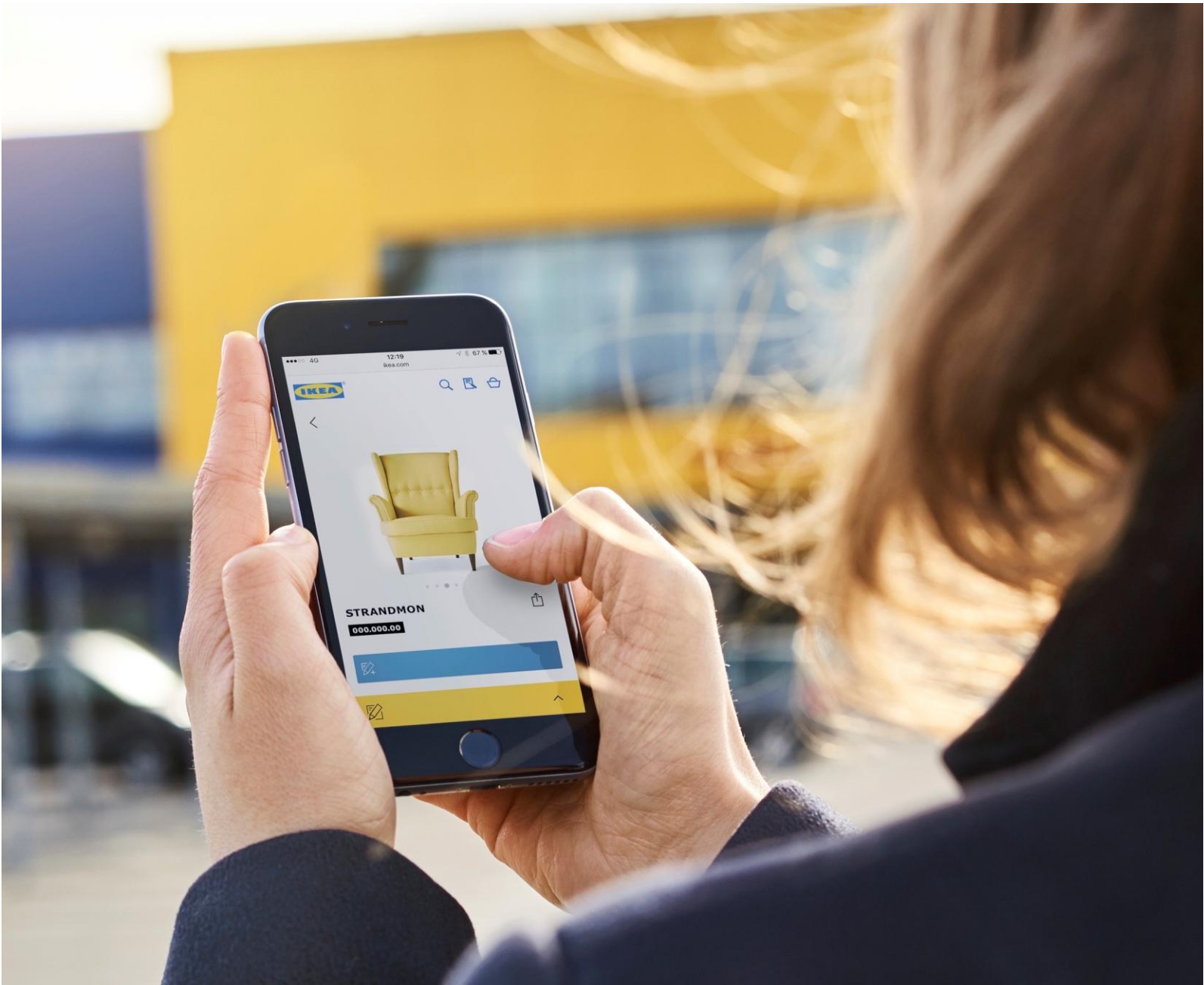
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say, that having a tidy and organised home helps us to feel most content and at ease

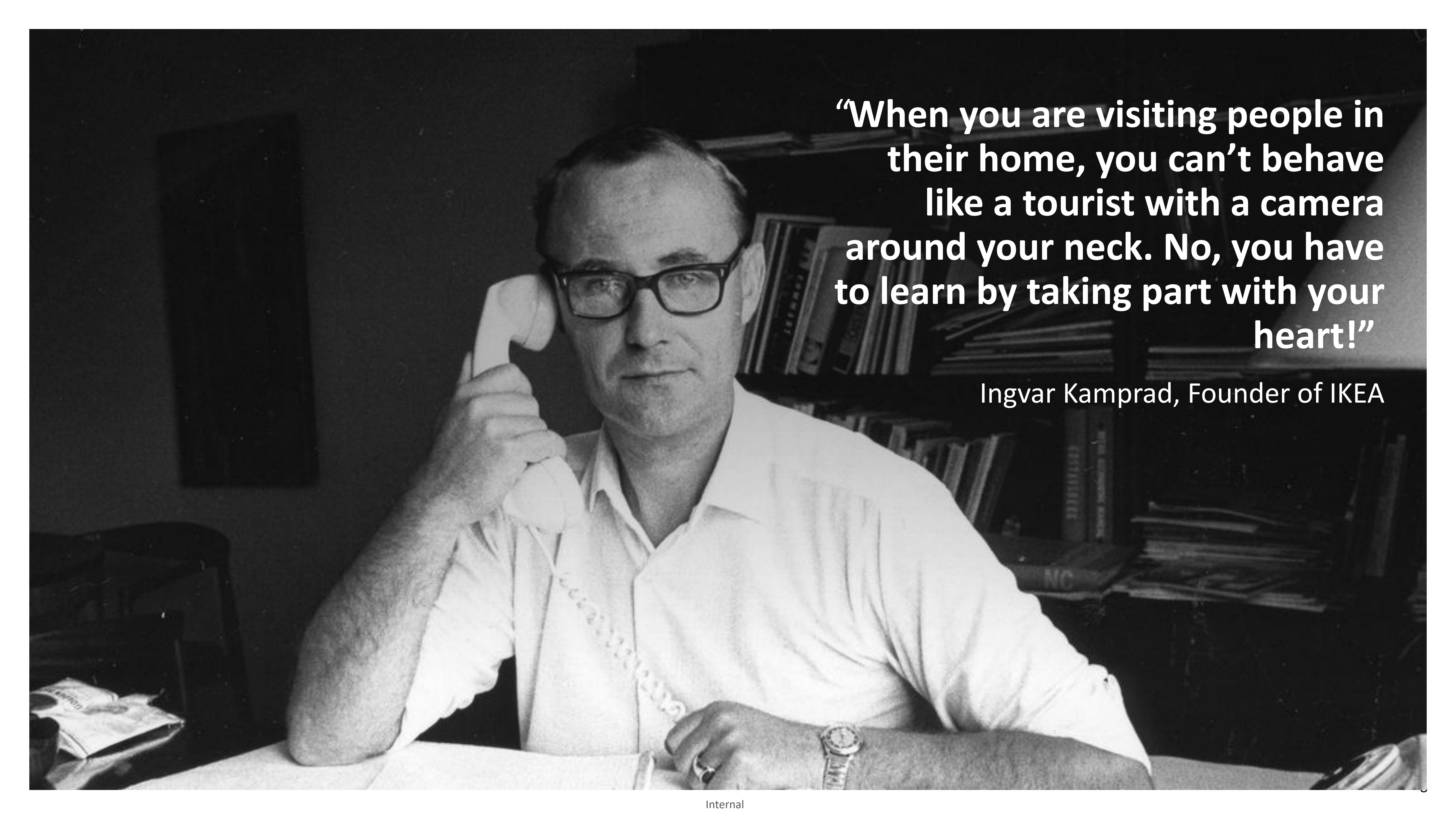
[IKEA Life at Home Report 2023](#)

At IKEA, we are guided by our vision of creating a better everyday life for the many people.

We believe this starts by understanding life at home.



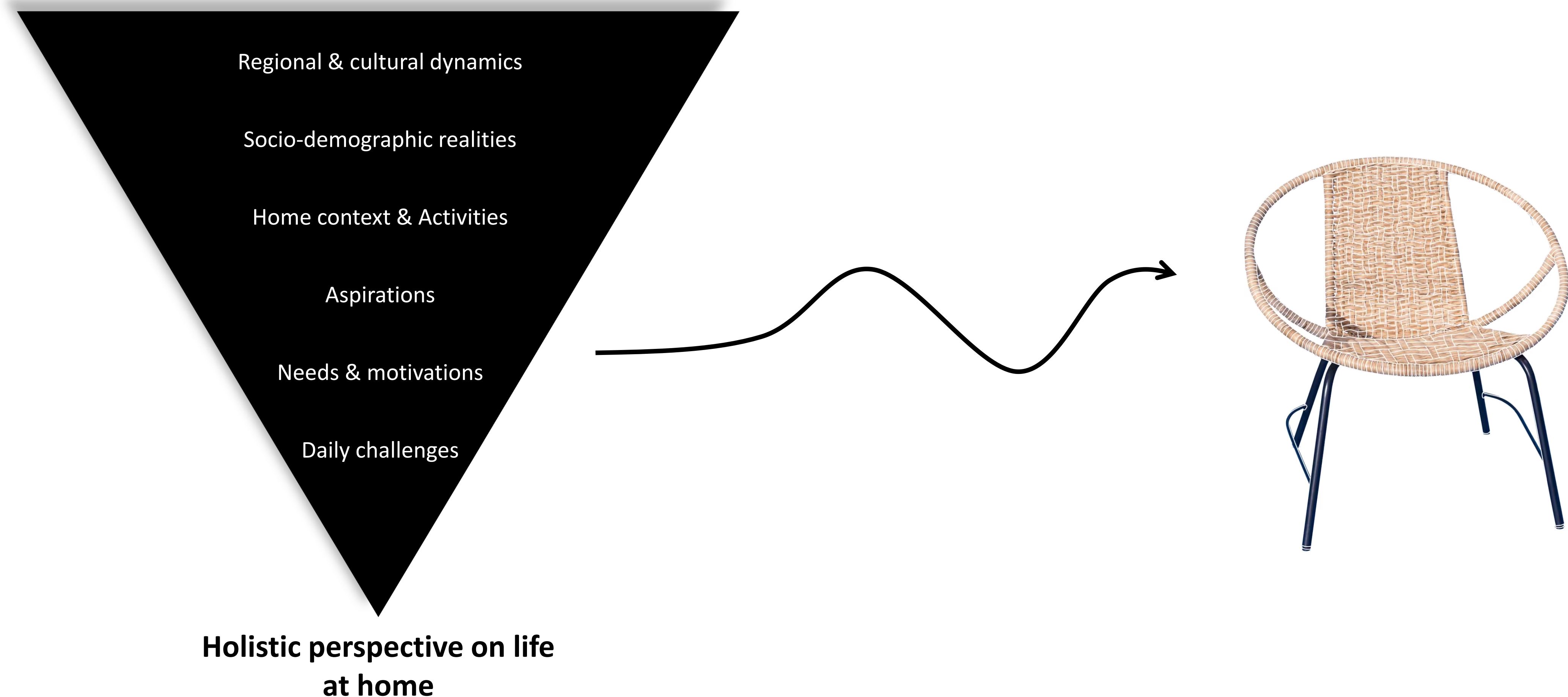
To create better homes, it's essential we know what life at home is really about. That's why we regularly visit people all over the world to find out.



“When you are visiting people in their home, you can’t behave like a tourist with a camera around your neck. No, you have to learn by taking part with your heart!”

Ingvar Kamprad, Founder of IKEA

To bridge the gap between needs and solutions we need to reimagine life at home





Better insights for better homes, Open Home

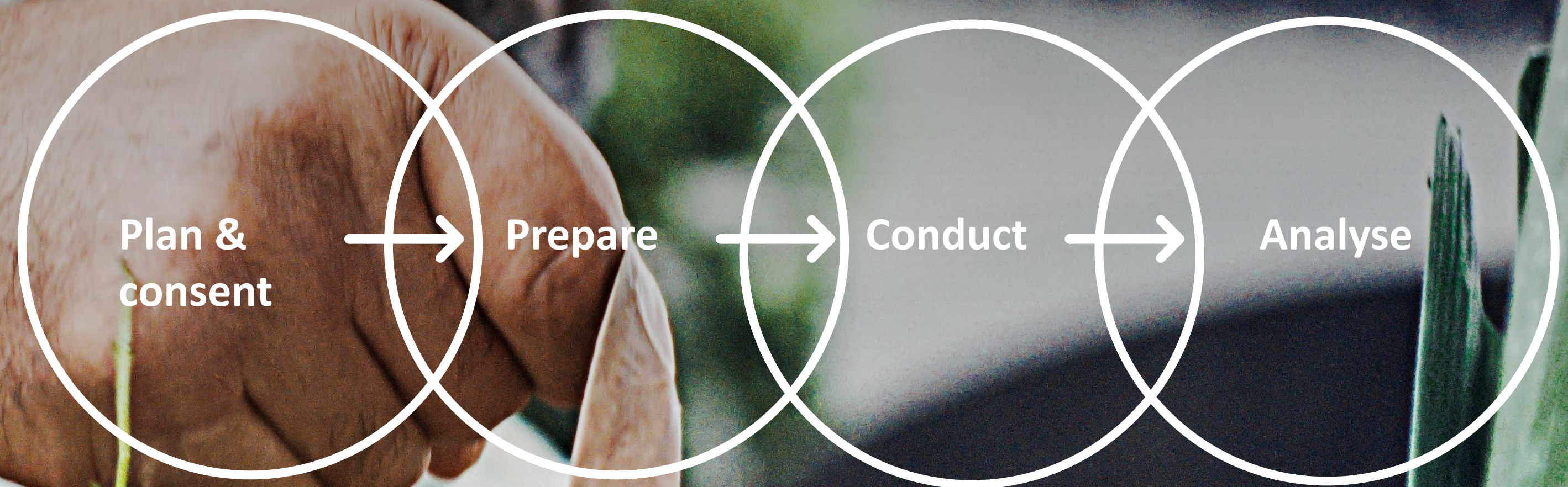
Democratising insights with the Open Home platform

Open Home is a **visual platform** that simplifies understanding of facts from real home visits and customer stories.

All home **visits are stored and shared**, in a systematic and legally compliant way in Open Home.

Main **data collectors are co-workers** working with developing, presenting and selling the IKEA offer.

**A streamlined support process ensures
consistent quality across all home
visits**



Four key insights into every home: favourites, frustrations, treasures, and dreams



What's your **point of frustration**




What's your **favourite spot**, and why?



What's your **dream?**



What's your **most loved item?**

The background of the slide is a close-up, high-resolution image of a light-colored wood grain, likely birch or maple, showing natural patterns and knots. The text is overlaid on this background.

**Let's take a closer look at
Open Home** ►

Welcome to Open Home

At IKEA, we are guided by our vision of creating a better everyday life for the many people - and we believe this starts by understanding life at home. That's the reason why we began to visit people in their homes in the 70s. Home visits are a fantastic opportunity to get to know people. When you sit down at someone's kitchen table, you not only learn about how people live, but you also take part in people's lives.

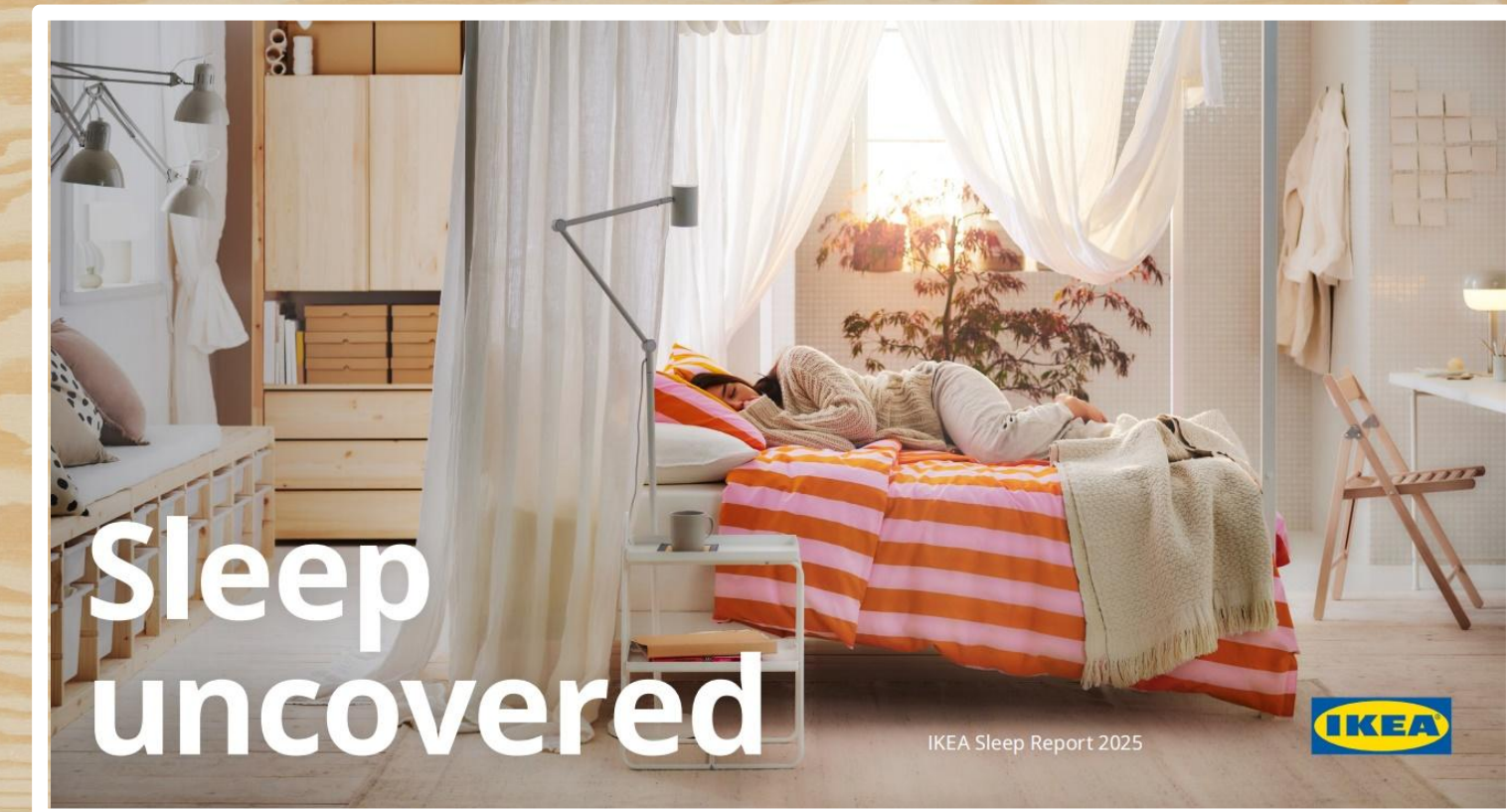
[Explore](#) 

A man and a woman are performing handstands in a bright, modern living room. The man, wearing a brown tank top and shorts, is on the left, balancing on a green circular mat. The woman, wearing a grey tank top and shorts, is on the right, also on the mat. The room features light wood flooring, large windows with white curtains, and various home decor items like a yellow stool, a green storage unit, and a wicker lamp. The text "Unlocking better insights together: collaborating to innovate the future of life at home." is overlaid in the center in a large, white, sans-serif font.

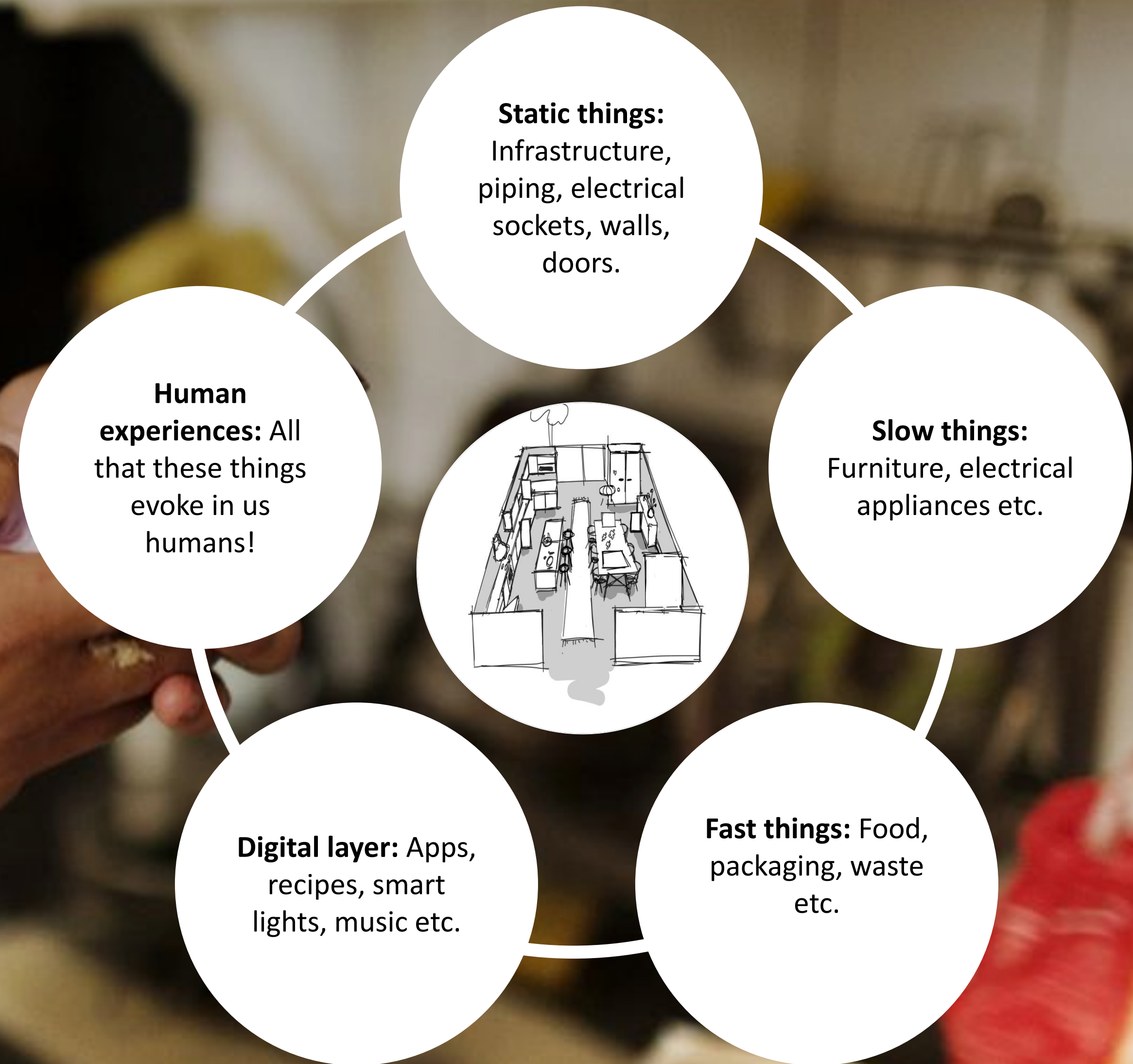
Unlocking better insights
together: collaborating to
innovate the future of life at
home.

Partnering have always been central to our work.

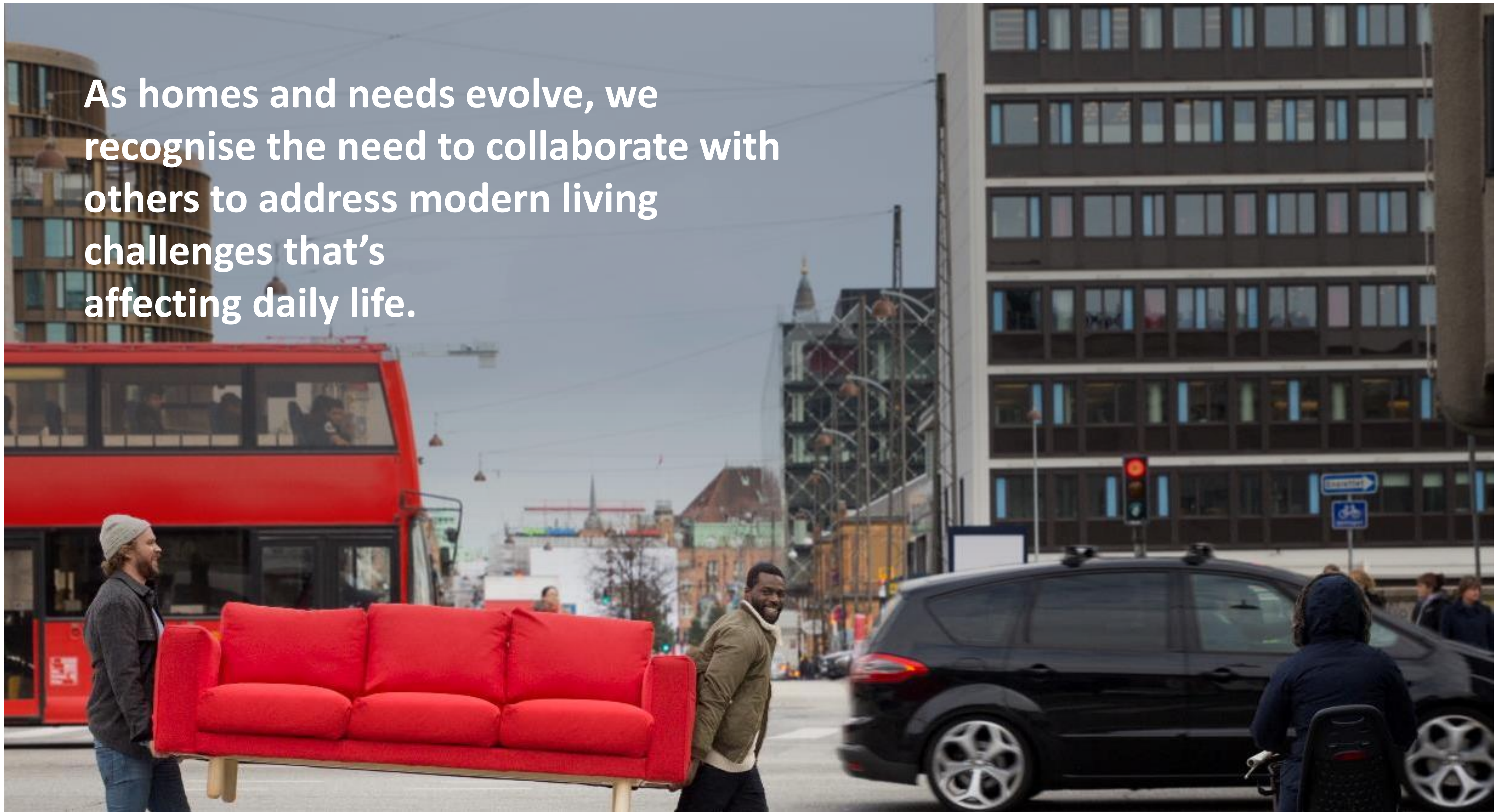
As shown in reports like the Play Report and Life at Home Report. It's all about curiosity and learning together.




Like addressing industry challenges by learning and collaborating on innovative ideas that considers static, fast, slow, digital, and human elements.



As homes and needs evolve, we recognise the need to collaborate with others to address modern living challenges that's affecting daily life.



A young girl with dark hair, wearing a blue patterned dress, is smiling and holding up three fingers. In the background, another person's hand is visible, holding a blue object. The text is overlaid on the image in a large, white, sans-serif font.

We believe when it comes to
crafting a better future, $1+1$
can truly equal 3

Thank you!

