

Concept document- skog

Group 4

Justification of the product

Sustainability is a big problem, so we try to give back to nature for all the tree usage by IKEA.

Speech for the presentation

First try: "Everyone knows how convenient it is to buy furniture at IKEA, maybe it's a bit too convenient. [amount] of trees get cut down each year to be turned into our furniture. That's why we want to help IKEA to give back to nature. IKEA already is working on this but with our help we can do it bigger, faster and better. With this system people who shop at IKEA will be able to donate money to plant trees back. They will receive a special skog which is viewable inside of the metaverse. This gives user the possibility to walk between all their planted trees.

For whom the product is

- People who are concerned about nature and the environment.
- The people who wouldn't mind donating a little amount of money to a good cause.

What the product is

An addon for the IKEA app.

Campaign

Inside IKEA stores and online people will be informed about the campaign. They will be told about the problem with deforestation and how they can help to prevent it. That's when the customers are told about the incentive which IKEA is working on to plant trees back.

Online platform

The online platform has a space where the user can see their trees. They will get a tree for each [amount] they donate. The trees will be added to their skog. The user can visit their skog in multiple ways.

- Inside of the mobile app
- Project in AR from the app
- Visited in VR with friends

Business opportunities

- Recognition Boost
- Ikea Will be the one that save and manage Forest on Earth on the long term
- Government help, environmental bonus
- Less impulse buy from the customer is decrease of sales but increase of customer retention on the long term
- Increase of size forest and territories that are Ikea properties all over the world, increase of the economic power.
- Better image by the customer and boost sales