



// Transitional Living Spaces

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Team:



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Transitional Moments:



1. Needfinding Methodology

Finding Users



*Pottery Barn
Kids*



IKEA



Anthropologie

Questions We Asked



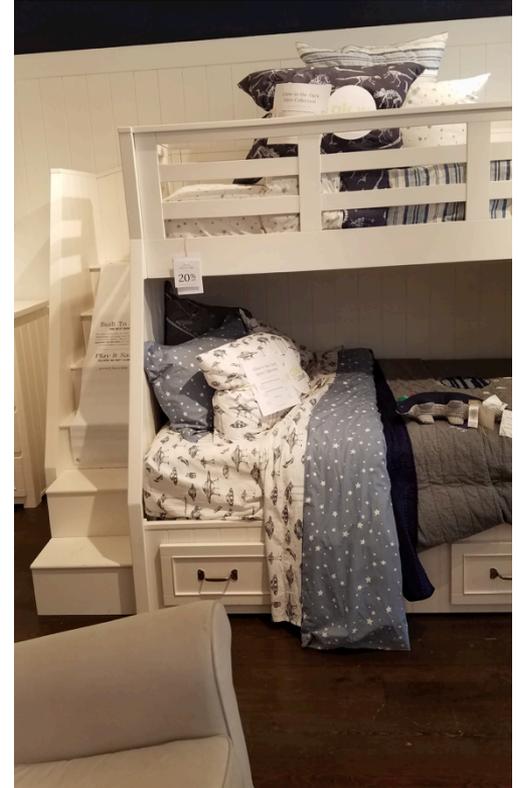
- Who do you live with?
- What's changed in your life recently?
- What do you like about your current home? What about things you don't like?
- Take me on a verbal tour of your home.
- Tell me about a time that caused you to change something in your home?
- What's a change that didn't work for you? What's a change that you were surprised worked better than expected?
- How did you decide what to buy / what to sell / what to move?
- What are your worries about this transition? What are your goals?

2. Interview Results

Kim

Expert Design Consultant at Pottery Barn Kids

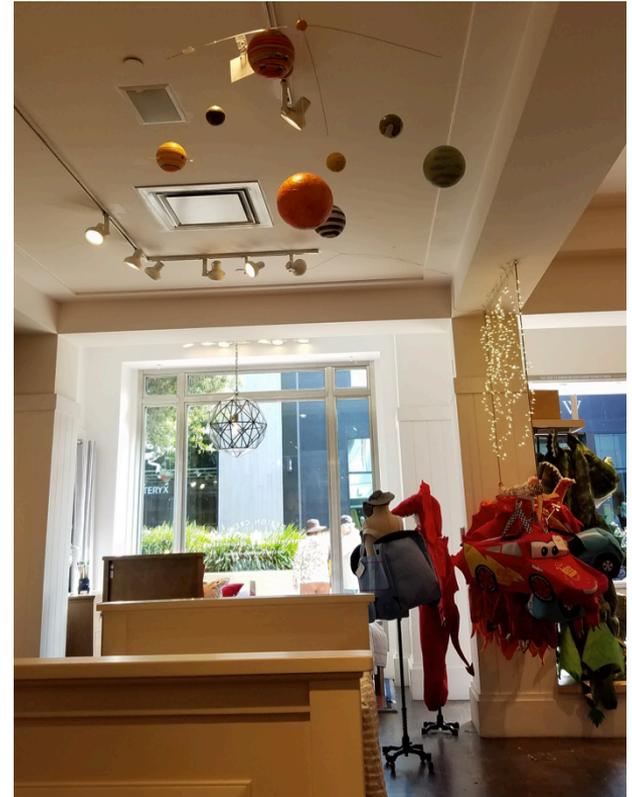
"Most people buy the entire room display."



Annie

New Mother Shopping at Pottery Barn Kids

"The transition was rough because my husband and I both started new jobs before the baby was born."



Danica

Newly Engaged Woman at Anthropologie

"I donated a lot of things during my move."



KC

Currently moving between homes in Bay Area

"Moving sucks."



Paula

Approaching retirement and moving, IKEA

"Fed up with process
of building my house
in Argentina...
it's taken 10 years."



3. Analysis

SAY

THINK

SAY

THINK

DO

FEEL

DO

FEEL

Interesting:

Tensions

empathy map

Buy - really not on the idea of buying a product

♥ IKEA

want open space

Don't have to see the whole thing

that dog looks awesome

Don't have to see the whole thing

the backbody is the same but the front is different

holding all these things makes it hard to hold but only to

Just look at the picture, it's really to look but only to

Don't have to see the whole thing

Letting to spend big bucks for it on your own (buying)

It's probably not going to be a good idea

It's probably not going to be a good idea

It's probably not going to be a good idea

It's probably not going to be a good idea

It's probably not going to be a good idea

It's probably not going to be a good idea

calling name of pet is important in their life

calling name of pet is important in their life

Willing to spend big bucks for pet stuff

It's probably not going to be a good idea

It's probably not going to be a good idea

Don't have to see the whole thing

Use terms to feel things

Don't have to see the whole thing

Experience a space, Don't Design

Don't have to see the whole thing

Experience a space, Don't Design

Don't have to see the whole thing

even expert users

- space efficiency
- smart devices for better interaction
↳ cookie switching
- new parents willing to pay for sleep
- pay \$ to make pet less hassle
- short crib, short person
- ♥ Ikea



say

Complains about lack of space

Hopes “whatever I don’t want goes to some place responsible”

“Safety is parents’ #1 priority in their children’s rooms”

“I’m short so I needed a shorter crib...”

“Knick knacks make the space feel like homes.”

Professes love for IKEA

“Moving sucks!”

After school, I never owned more than could fit in the back of a vehicle

“Snoo is worth every penny! Worth the hype.”

“Spoiled? She cooks for them, she doesn’t even cook for herself!”



think

I'm only willing to spend money on certain things.

Building a house should be quick and easy

Wants quiet spaces in home

Stressful to choose home elements, so buy full set

No matter income, important to use efficient furniture

Doesn't know how to utilize tech

If busy, can't own dogs

Dogs need to feel at home too

Pets are high maintenance, but willing to spend money

Want open space

Multiple transitions are harder than just one

Prefers iterating through designs, rather than planning ahead



do

Buys foldable furniture

Donated things that don't fit or are unneeded

Got rid of many items during transition

Looks through print media for design inspiration

Converted kids' rooms to study & guest room

Dog-proofed her home

Uses smart tech to tell time

Spent lots of time & effort on moving

Decorate before baby's gender is revealed

Imported light bulbs from America... they exploded

Spent big bucks for 15 min of extra sleep

Cared for baby during interview

Spoil dogs during short visits

Moved knick knacks at the very end

Has roommate to save money

Bought expensive pet tech

Pulled out phone to show her dog

Has money, but doesn't hire movers

Nest, to maintain temperature for each housemates



feel

“When in transition,
feels like nowhere
at all”

Delight at Ikea

Dislikes when
strangers touch
her things

Nostalgia for
"past lives"

Nostalgia when
looking at knick
knacks

Worried about
giving away
something she
might need later

Frustrated at
process of
building house

Selfless for
their babies

“meh” about
Google Home

Justified
spending \$\$
on Snoo

Exhaustion
when being a
new parent

Love for
her pets

Moved knick
knacks at the
very end

Comfort in
her nest

Frustrated
with others'
clutter



Tensions

- Users with grown children want to utilize bedroom spaces but also keep a home for when kids visit
- Expert users don't take full advantage of smart home products
- Even users with larger incomes are frugal with space and the cost of moving



Tensions

- Even users with larger incomes avoid buying two of everything when living between homes
- Users that care about cost don't mind redo-ing renovations as long as perfection is achieved
- Some users are willing to buy cheap Ikea furniture in US and fly with it internationally

Need



KC, Paula, & Danica

Space

Insight

Users want a easy and safe way to get rid of things while moving

Users look for space-saving furniture

Users are willing to try different layouts until one works

Need



KC, & Paula

Pets'
happiness

Insight

Pets unhappy with
transitions, users
want to comfort them

Willing to spend time
& money to make
pets happy

Need



Annie & Kim

Sleep and
time

Insight

New parents are
willing to splurge
on time-saving
products

Need

Danica

Convenience

Insight

Avoid conflict using
smart home
devices

Users go above
and beyond to
make caring for
pets less of a
hassle



Summary:

- **Theme:** Transitional living spaces
- **Common Needs:** Space, pets' happiness, sleep and time, convenience
- **Insights:** Users are willing to spend time, money, & energy to adapt their homes to their specific needs