
A self-service design concept for last mile delivery

Lisa Johansson, Matilda Holmqvist

Department of Design Sciences, Faculty of Engineering LTH, Lund University

This thesis presents a self-service design concept for last mile delivery. IKEA is expanding their customer interaction points by opening retail stores in city centre locations, to become more accessible. By this, the need for a solution adapted to the urban customer travel pattern is created.

The majority of the population will live in urban areas in the future and this urbanisation trend changes the way people travel. Within urban areas, transportation becomes more varied including public transport, on foot or by bike while car ownership decreases. As the customers' transportation changes so does their need for solutions on how to get their goods home from retail stores. Focus was on city centre locations in North American, European and Asian cities, where markets were analysed to interpret customer needs from a global perspective.

When investigating the city centre locations, the need for a solution adapted to all different transportation methods was discovered. The solution, used by the customer themselves after purchase, needs to be adapted to different sizes of furniture within IKEA's portable range available for direct take-away. Additionally, the solution needs to be low-price, sustainable and convenient.

An iterative development process resulted in a concept called Packsäck, which enables customers to carry packages and items of various sizes. Packsäck is flexible in terms of volume and is proposed to be carried on the

back, to enable the preferred means of transport. It is presented as a prototype with all characteristics included. The solution has a minimalistic design and is sustainable, low-price and adaptable. Apart from this, it has a second use as a backpack that can be used when for example, going to the gym, beach or grocery store.



An implementation of a self-service delivery solution will give competitive advantage by providing instant gratification to the customers. It will become a great complement to already existing options, both when it comes to technology solutions as well as self-service solutions today.

A new solution is needed on the market to provide more options for customers without access to a car, and in that way bring new opportunities and generate satisfaction. An implementation could imply great branding due to the innovative design. The reusability of Packsäck meets the customer demand while marketing IKEA, with its sustainable design.