



IKEA In-Store Consumer Credit Kiosk

SOFTWARE SOLUTIONS FOR RETAIL

In-Store Consumer Instant Credit Kiosk

IKEA USA leveraged self-service kiosks to provide a fast and efficient application process for in-store consumer credit. The kiosks were placed in large ticket item areas to allow customers to apply and instantly receive consumer credit, redeemable at checkout. Users were able to use the newly acquired credit to buy large ticket items, such as kitchen sets, in- store. The credit application was processed instantly through integration with GE Consumer Credit.

MzeroCreate, Mzero's development software, was used as a toolkit to build the solution for IKEA. MzeroPlatform was installed on the kiosk system inside of the enclosure to lock down or "harden" the windows based operating system. MzeroManage monitored the devices, reporting the overall system state of health , connections and peripherals to a central performance management server. Printer status alarms, card readers, touch screens and related peripherals were all remotely monitored by MzeroSoftware.



USER EXPERIENCE AND USE CASE

Meridian's software team partnered with IKEA to build the application. Meridian entered into a design phase with both the marketing and information technology departments of IKEA, as well as with the technical services division of GE Consumer Credit, in order to work through all the use cases and integration requirements necessary to build a Functional Specification of the system. Separately, Meridian leveraged years of usability and design experience to create a user interface design. IKEA required an interface that had a high degree of usability and seamlessly integrated well with the brand identity of IKEA.

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Once the design and specifications were completed and approved, development started on the IKEA Instant Credit solution. The IKEA Software was built on top of MzeroPlatform which served as a starting point, and provides much of the heavy lifting common to all self-service kiosks. MzeroPlatform provided Software Development Kits for the IKEA User Interface (UX) created using Adobe Flash technology. Use of MAP for Flash toolkit provided a rich visual experience and fast performance of the application as it ran locally on the system. Development time and resources were minimized as Meridian was able to leverage common user face elements such as on-screen-keyboards, attract screen players, session management, multi-lingual support, Return on Investment (ROI) and analytics reporting via MzeroManage. Mzero was extended to interface with GE Consumer Credit webservices which had downloadable business

rules that could be changed as well as interfaces to submit instant credit applications.

MzeroSoftware creates a reliable foundation for retail kiosks by providing a secure platform and wealth of tools to ensure rapid and successful development. MAP also provides the foundation to integrate with large upstream Enterprise packages and middleware software to quickly pull together any kiosk deployment. MzeroManage performance management ensures every self-service deployment is measurable and manageable. ■



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