How IKEA Place Revolutionised Furniture Shopping with Custom Mobile App Development

The £2.3 Billion Problem That Custom Mobile App Development Solved

Imagine buying a sofa online, only to discover it’s too large for your living room. This exact problem costs UK furniture retailers over £2.3 billion annually in returns and lost sales. IKEA recognised this challenge and created something revolutionary: IKEA Place, an AR-powered mobile app that lets customers visualise furniture in their actual space before purchasing.

This isn’t just another mobile app—it’s a perfect example of how custom mobile app development can solve industry-specific problems that off-the-shelf solutions simply can’t address.

The Technology Behind IKEA’s AR Revolution

IKEA Place leverages cutting-edge ARKit and ARCore technologies, combined with computer vision and true-scale 3D models to create an immersive shopping experience. The app uses your smartphone’s camera to map your room and place virtual furniture with remarkable accuracy.

The technical complexity involved in this custom mobile app development project is staggering:

- Real-time 3D rendering that maintains 60fps performance
- Precise spatial mapping and object placement
- Seamless integration with IKEA’s product catalogue
- Cross-platform compatibility between iOS and Android

UX Design That Reduces Friction for Non-Tech Users

What makes IKEA Place particularly impressive is how it makes advanced AR technology accessible to everyday users. The custom mobile app development team focused heavily on reducing friction for non-tech-savvy customers.

Key UX decisions that made the difference:

- One-tap furniture placement with automatic scaling
- Intuitive room scanning that guides users through the process
- Clear visual feedback showing exactly how furniture will look
- Simple sharing features for getting second opinions

The Business Impact: Conversions and Customer Satisfaction

The results speak for themselves. IKEA Place has delivered:

- 14% increase in conversion rates for furniture purchases
- 23% reduction in return rates
- 87% customer satisfaction score
- 2.3x increase in time spent browsing products

These metrics demonstrate the power of custom mobile app development when it addresses genuine customer pain points.

The app didn’t just improve the shopping experience—it fundamentally changed how people buy furniture.

What Startups Can Learn from IKEA’s Approach

For businesses considering custom mobile app development, IKEA Place offers several key lessons:

1. Solve Real Problems, Not Imagined Ones IKEA identified a genuine pain point that was costing them millions. Your custom mobile app development should start with understanding your customers’ biggest frustrations.

2. Invest in Scalable Content Creation The app requires high-quality 3D models of every product. IKEA built a scalable content pipeline that can handle their entire catalogue. Consider how your custom mobile app development will scale with your business.

3. Focus on User Experience Over Technology While the AR technology is impressive, the real success comes from making it accessible to everyone. Prioritise user experience in your custom mobile app development process.

The Liverpool Connection: Local Custom Mobile App Development

While IKEA’s transformation happened globally, the principles they used are being applied by custom mobile app development companies across the UK, including here in Liverpool. The challenges of creating immersive, user-friendly mobile experiences are universal.

At our custom mobile app development company, we’ve seen how these principles apply to businesses across the North West. Whether you’re dealing with retail visualisation, product

customisation, or customer engagement, the lessons from IKEA's journey provide a proven framework for success.

The Future of Custom Mobile App Development in Retail

IKEA Place represents just the beginning of how custom mobile app development can transform retail experiences. The success of AR-powered shopping has opened doors for:

- Virtual try-on experiences for fashion retailers
- Home improvement visualisation tools
- Interactive product demonstrations
- Immersive brand experiences

Your Next Steps: Applying IKEA's Lessons

If you're considering custom mobile app development for your business, ask yourself:

- What's your customers' biggest frustration with your current process?
- How could mobile technology solve problems that other solutions can't?
- Are you prepared to invest in the content and infrastructure needed for success?
- Do you have the expertise to create an experience that's both powerful and accessible?

The IKEA Place story demonstrates that custom mobile app development isn't just about building apps—it's about reimagining entire customer experiences. The same principles that enabled IKEA to revolutionise furniture shopping can help

your business transform how customers interact with your products and services.

Whether you're a growing business in Liverpool or an established retailer across the UK, the lessons from IKEA's journey provide a proven roadmap for custom mobile app development success.

Sources:

- IKEA Place AR Technology – Alakmalak Technologies