MOBILE APPS & E-COMMERCE

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ECOMMERCE FEATURES

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800-HANDYMAN
MANAGING DIRECTOR

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EDITOR'S NOTE

The Covid outbreak at the beginning of the year has completely transformed our lives. We have been forced to take precautionary measures and maintain social distance.

Due to this, there has been a shift in the consumer behavior when purchasing goods. They have started to shift their focus on online shopping and more so, using their handheld mobile devices.

Consumers prefer using shopping apps on the mobile for their shopping needs rather than browsing on computers. The aim of this magazine is to enlighten our readers on the various aspects of ecommerce business and mobile apps.

Business have started to adapt to the new norm of carrying out their business over the internet. Through this magazine, you will learn how to conduct your business profitably by educating on topics related to ecommerce and mobile app development.

In this first issue of our ecommerce and mobile magazine, we will try to explore some areas of ecommerce and mobile app development to help you incorporate these elements into your business.

We intend to publish this magazine on a monthly basis. On 15th of every month, the magazine will be published digitally and available for download.

Our aim is to provide you the latest and comprehensive guides on ecommerce and mobile app development so your business can grow, acquire new customers, generate more revenue.

I hope the readers truly benefit from this magazine.

ABOUT THE EDITOR

Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named Royex Technologies, with branches in Dubai, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

Rajib Roy

(CEO, Royex Technologies)

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E-COMMERCE

Ecommerce platform, features, tips, and reviews

E-commerce is at the peak of its growth since the inception of pandemic. We are experiencing never before seen growth in this industry and it catching the eye of all business owners.

The ones operating their business with only a brick and mortar setup are starting to realize in order to remain competitive, or even profitable, they will have to join the online business arena soon.

The consumers have shifted their buying habits already and prefer shopping online via their mobile phones. The bright side of this pandemic is that it has accelerated the rate of growth of ecommerce industry.

In this issue, we delve into four topics related to the ecommerce industry. The first piece will explore 12 essential features required in an ecommerce website.

In the second article, we help ecommerce website owners to consider the factors when choosing an ecommerce platform. In the third article, we emphasize on the importance of product packaging in the new digital era of ecommerce business.

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12 ESSENTIAL FEATURES AN ECOMMERCE WEBSITE NEED TO HAVE

We all know that how much a person buys from an e-commerce site is totally dependent on the various features provided by the site. Whether the site is user-friendly and gives customers with the ease to manage products in an efficient manner is a very important factor for a user or buyer. As an established ecommerce development company, we have the expertise and experience necessary to list the features through which an e-commerce site can gain popularity among its users.
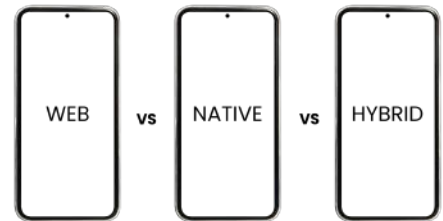
1.   Image of Product

The first thing that creates attraction among guests or users is the image of the product. It should be appealing as it is the only thing that makes its users and guests to spend much more time on the website. As the photo is the first thing that a customer sees on the website and it creates the image and provides details to the customer regarding the product.

It should provide the opportunity to the developer the option to make any modifications to the picture also. The picture of the product should be of high quality as in the case when the customer zoom the picture of the product so that he would be able to see even the smallest aspects related to the product.

> **" PHOTO IS THE FIRST THING THAT A CUSTOMER SEES ON THE WEBSITE ,,**

2. Different sections of the Product

The different products should be positioned under the suitable sections of the product so that it would be convenient for the consumers to search for the particular product. Under sections of the products, sub-sections should also be there so that it would be easier to locate the products. The list of the various products should be present on the homepage of the website in the form of a drop down menu.

3. The alternative to search

The alternative for searching should be available in a prominent manner on the home page so that it provides the customers with the ease to hunt down the particular product in a jiffy. The page of results should display all wonderful offers so that the customers would be able to find them easily.

4. Easy navigation on the site

The steering on the site should be easy and spontaneous. It should be pleasant for the customer but also for SEO. There should be few steps that should be able to initiate an action, which should be displayed in an important manner. The various sections present on the homepage of the particular website should be displayed outstandingly.

5. Quick process of checkout

Many users desire to have the option of checkout available within a sole page. If the transaction process and the payment method are extensive and cumbersome then there are chances that the consumer can withdraw from the process in between only.

Did You Know?

- Ecommerce started in the year 1979

- E-commerce is the fastest growing business model now

- 80% of the internet using population has bought something from an e-commerce store

- By the year 2040, it's estimated that 95% of all purchases will be through eCommerce.

- Only 2.86% of eCommerce website visits convert into a purchase.

Therefore to prevent such happening it becomes quite imperative that the various stages available in the method of payment should be minimized to few stages only and it should be able to shorten the process also. Thus with the facility provided by the option of checkout by a solo page will attract customers because of the ease and convenience provided to them.

6. Reviews of product

The reviews about the product are very important as it creates the unique impression of the product in the minds of the customers. As a customer place, more faith on the experience of another customer and that is why they are an important factor in increasing the chances of sales of a particular product.

As the sites are not able to provide a live description of the product working and functioning that is why the reviews play an important role in the process of making a decision regarding buying a product.

With optimistic reviews mentioned about a product the worth of a product gets increased and encourages customers for its purchase.

7. Discounts offers and coupons

With the help of wonderful offers and rebates on the prices of products e-commerce website is able to attract the attention of more customers towards it. A site which values customers and wants to retain them provide them with many opportunities to enjoy the benefits of a price cut. If the particular website provides coupons and discount codes on the same page where the products are available for sale, then not only it increases the traffic of customers but also enhances the business of the website.

An ecommerce platform can help you to easy setup of your discount offers and coupons. If you integrate an ecommerce platform with your ecommerce website you can create you discount coupons by just one click that will save your time and also you can monitor it easily.

8. Products those are featured or related

Those websites that display the products with the particular features like huge discount and savings on the main page are able to attract more customers as it provides the customer with the facility of buying the product in a straight manner. Also, the option of related products provides the customers with some wonderful options of other products that are parallel to the products, customer is searching for.

9. Option to Export/Import of Product

The websites that provide with the option to export import product through other apps such as Store of Facebook or online commerce provides the customer with the option of transferring cost, stock or updates related to product and thus makes it more convenient for them.

10. Refund Policy

It is a key feature that is important for many customers while making a purchase with that particular online website. The policy meant for refund should be uncomplicated and simple in its application.

The customers should be able to either exchange or return a particular product in case he/she is not satisfied in an easy and convenient manner. In case the website does not provide the facility of a refund then the customers should be informed about the same before the process of sale takes place, just in case to avoid any problems and obstacles later on.

11. Products those are featured or related

With the facility of getting subscribed to the newsletter, the customer should be made aware of the various new products being added and about the top selling products.

Not only will it make the customers aware about the ongoing offers and events it also allows to stay in contact with them. Also, additional information linked to the business of e-commerce can be provided to the consumers by using this media.

12. Integration of Social Media

Your existence on various social media platforms gives customers a boost of confidence and supports the process of branding for your store. While integrating social media and the website not only enhances the business of the website but also increases the number of potential customers for you.

E-COMMERCE

THINGS TO CONSIDER BEFORE SELECTING AN ECOMMERCE SOLUTION

If you are looking for an e-commerce platform you should consider crucial issues like the design side by side with the functions so that users gets the best user experience.

The latest trend among most businesses is using readymade ecommerce platforms that come with hosts of inbuilt features. The main reasons why readymade solutions are hugely popular is because of their ease in setting up and way cheaper. E-commerce website like Amazon has built a successful business model with lots of traffic and massive sales. What we learned from Amazon is that good designs are must for e-commerce sites to be successful as they keep customers engaged.

Here are some important features/things you should consider if you are looking for an ecommerce solution.

1.   A Standard Platform

There are many popular e-commerce platforms right now. Some of them are Magento, Oscommerce, Etsy, Prestashop, Opencart etc. Picking the correct platform that reflects your business is very essential.

Also look for a solution that is affordable. Remember that using cheap or even a free platform may not be good for you as they have limited functions.

> **THE LATEST TREND AMONG MOST BUSINESSES IS USING READYMADE ECOMMERCE PLATFORMS**

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So, instead of spending too much time on free platforms it is better to pick a platform that gives you more functions at the lowest cost.

2. Availability of OS support

Remember to select an ecommerce platform that has support for multiple operating systems like Windows, Mac, Linux, etc so that the website's performance is enhanced.

The platform must also be flexible enough to support future updates or changes or inclusion.

3. Reliable platform

You want lots of people visiting your website. So, you should pick an e-commerce platform that is reliable and no crash happens during shopping.

It's always better to pick the best e-commerce platform with proven history of reliability from their customers.

4. Integration of Social Media

The e-commerce platform should have user-friendly GUI with a simple and easy check out in addition with payment methods.

These things are really important and a must-available within the platform. Remember, a one-page checkout is the most preferred by your customers.

Interesting Facts

- WooCommerce is the most popular ecommerce platform

- Amazon has 2.5 billion monthly visitors

- 46% of American small businesses still don't have a website

- COVID-19 outbreaks pushed ecommerce transactions reached $82.5 billion — a 77% increase from 2019.

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5. Make use of open source platforms

Most of the time, I use open source platforms, as setup cost is hugely minimized as you don't need to start from the scratch. There are also many ready-to-use modules/plugins like product catalog, a shopping cart, etc and the best part is that they can be customized as per your requirements.

6. Pick an appropriate platform

Every ecommerce platforms like Magento, Oscommerce, management system, woops e-commerce and others have their own good and bad points.

For e.g., Magento is the most feature-rich platform, but quite expensive. As a Magento ecommerce development company, we have built many powerful websites using this platform.

As regard to Virtuemart, it requires lesser technical knowledge but it does not support many advanced functionalities.

Oscommerce provides for more customization and a host of language support, but lacks regular updates.

Woops ecommerce management system provides a balanced mix of the multiple language support, analytic reports, Delivery & Courier Management, Inventory Management, Discount & Gift Card Management System.

Looking into these things, you can now select the platform correctly as per your requirement.

E-COMMERCE

IMPORTANCE OF PRODUCT PACKAGING IN THIS NEW AGE OF ECOMMERCE BUSINESS

It is in some cases mentioned that making a package deal for an item is as crucial as designing that thing itself. While automation in packing has certainly assisted matters to a degree, it obviously cannot replace the various transformations and incorporation that packagers have to go with before settling a package for a particular product. It consists of a dry run and estimating the wastage while optimizing the length of master sheets needed.

Product packaging by itself that makes copious functions. Retail packaging is mainly designed to bring in end-use consumers. It includes the color system, endurance of box and placing of the product. Well, if you have bought a new product but also earlier to you go home, the item unintentionally loosened up because of improper packing, envision the fall in brand name value in your eyes for the product too.

1. Sturdiness

One of the most fundamental and vital functions of any packaging is sturdiness. Packaging is primarily indicated to make sure that the product stays as-it-is with no disturbance from outside aspects. But the toughest packaging is done for the most delicate products like ceramics, antiques, thin plastic products and so on.

> **" ONE OF THE MOST VITAL FUNCTIONS OF ANY PACKAGING IS STURDINESS "**

Many times multiple packing is carried out to act as buffers. In the cases of liquid items, packaging methods like air tight packaging are done to avoid spills.

Product used in packaging is crucial in case of chemical, pharma or edible products where the packing intend to neither trigger any modification in the character or composition of the product nor enable outdoors aspects to do the same.

Plastic or glass, being inert items, is preferred for the very same. We have cases of air-tight packaging where even air is not enabled to touch with a packaging to keep its freshness, flavor and to increase its rack life.

2. Safe Transport

This is again essential requirement assumed from packaging function. It caters primarily to outer cartons and 2nd or third layer of packaging.

You may admire a real fact which is necessary but not noticeable to end users-- Stacking of Goods one over another. Typically in transport by ship containers, the goods are stacked one over another.

If you discover the package at the end conveys the burden of all the goods piled over it. The package has to be tough enough to bear that otherwise we frequently see cases of containers being doggy-eared and split at the corners. The choice whether a package has to be 3-ply or 5-ply or 7 ply plays a major function.

Again, for carry heavy packages, often we see small twitches or handles or indents on the sides of packages. These are basic changes but you can see that this will require an enormous amount of foresight at the time of creating a package.

Did You Know?

- Roughly $150 billion is spent annually on product packaging globally.

- The global packaging industry has an annual growth rate of 3.5 percent.

- Research shows businesses see a 30% increase in consumers if they focus on product packaging.

- Consumers view packaging close to equally as important as the brand itself

While thinking about safe transportation, an essential aspect is a distance included as also the time required to take a trip. It is evident that the durability of packaging is a direct function of the range and time included throughout the transportation of products.

Greater the range and time required, stronger the packaging ought to be to preserve the product from all outside factors like moisture, wear and tear while dealing with and so on.

Even more, if items are to be carried via cold freezers or saved in cold storage facilities, then separate packaging product shall be required which can stand up to the severe cold.

3. Appearance

This is used to bring in the attention of end user buyers. Often an outstandingly designed package helps the product to stand apart in a display room or a supermarket and for this reason, it becomes the driving force behind the selling of that product.

It is extremely useful especially in the case of new products which don't have an existing brand name recall value.

4. Cost savings

This is something which is very essential for the producer or the dealer who is re-packing the goods. The crucial aspects in cost are-- the material used, labor used, layers of packing, printing expenses and the waste bore.

Any packaging stuff comes in sheets or rolls delivered from the factory. These are typically basic sizes while the size of each new product which is produced may be different from other kinds of products.

Wastes, if not gotten rid of to the maximum, while forming the package, includes to the "per device" cost and leads to the reduction in profits as well as affects the competitiveness of the product.

If there are proper preparation and reel size is bought accordingly, waste can be reduced in the following way:

Once again, cost savings depend on the target consumer market. This is a basic equation since for a high-spending customer base, the price charged will more than adequately cover a more costly package but for a mass base item, the focus is on cost savings and thus a very expensive packaging runs out the question.

Dimensions of the goods i.e. its length, width, breadth and height are to be estimated in the most comprehensive manner so that the package is neither too little nor big but is of an optimum size so as to reach the optimal expenses.

5. Research to Find the Right Package for a Product

Lots of thought, design goes into finalizing the package for a certain product, be it an Air Conditioning or mobile or jewelry or industrial machinery.

While packaging has various measurements like paper packaging, plastic packaging, glass packaging, metal packaging, it would remain to concentrate on folded paper packaging which comes the maximum in my field and for which I can say with authorization a lot more than other kinds of packaging.

10 REASONS TO SELECT MAGENTO FOR YOUR E-COMMERCE WEBSITE

The use of smartphones and internet has proliferated in UAE's futuristic and progressive city, Dubai. A survey conducted by MasterCard claims UAE to be leading the e-commerce revolution in the Middle East, with the statistics showing 5 out of every 10 people to be seeking services and purchasing products online. Proving Dubai's fondness of online shopping and making it the perfect place to start an E-commerce.

With Magento E-commerce web development gaining popularity with each passing day, choosing one E-commerce platform has become tough. Several eminent platforms have made it to the top search engines. Magento dominates 26% of the market and is valued for its pith and core and the versatile features that continue to expand. It is reliable and is also known for its speed and responsiveness.

Open Source

A set of simple instructions has made the installation of Magenta easy and trouble-free. The swift installation spares the need of any help or advanced skills, saving your money, time and energy. If you are proficient, you can change the core code to your liking and explore more features and functions once you have selected the corresponding extensions for Magento website.

> **MAGENTO DOMINATES 26% OF THE ECOMMERCE MARKET**

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There is an array of free extensions, in case you are out of money. The Magento professional developers are ever-ready to up-date your platform according to the latest trends, providing you with a unique solution. It is for these reasons that Magento is favored by the IT consultants, with Magento flexibility and customization are assured.

Improved SEO and Marketing

As much as websites are essential for the success of your store, it won't be profitable without the appropriate SEO optimization and marketing tools. It is for this reason that Magento pays serious consideration to Search engine optimization.

These tools benefit the online store owners by providing tools such as the developed search engine friendly URLs, Google Site Map, integrated Google Analytics features or newsletter, and much more.

With the help of the third-party components, the features are further extended. The discount codes and catalog promotion are added perks that attract customers.

Splendid Customer Service and User Support

User accounts can be muddling ending up in numerous customer complaints. Magento solves the issue by offering an enriching customer account with organized history, wish list, and an efficient E-commerce. The enhanced tracking/confirmation e-mails, "Contact Us" forms, and live chat solutions will be revered by the customers. The loyalty programs extensions (reward-based discounts) have further won the hearts of customers.

Interesting Facts about Magento

- Over 250,000 merchants choose Magento for their business.

- Magento currently powers 0.8% of sites on the Internet.

- Magento handles more than $155 billion in gross merchandise every year.

- Over 5,000 Magento extensions are available today.

- Adobe bought Magento for $1.68 billion in 2018

E-COMMERCE

Magento has an extension library that tends to offer solutions that make the existing features fulfill any specific business requirements. The learned and experienced developers at Magento make sure the software is highly robust and enriched for its features.

Provides Scalable Solution

Magento presents multiple platforms that proffer features, functions, and costs for businesses of varying sizes.

The community and DCC, formerly Enterprise, platforms extend extensions that are modified to deal with the needs of large corporations along with the small businesses that are based on budget and business processes.

An Array of Impressive Features

A set of stirring built-inn Magento features upgrade user experience and boost up sales potential. With an extremely user-friendly admin interface, shopping would never be an issue.

Multi Stores and Language

Magento E-commerce web development has the strength to launch multiple stores based on a single installation. This helps in the operation of online stores in different countries.

Prices of the products and services can be adjusted according to the respective currencies. The immense flexibility allows the adjustment of the whole shop in any language you want. Multiple languages can be used within a single or multiple shop.

Advanced Search

A built-in search bar allows the customers to look up for specific products. One of the most sought-after features by customers.

The state-of-the-art search function allows customers to search for products both by name and by product attributes. The customers can also search for products or page just by asking.

Incredibly Modular Architecture

Magento bears the credibility of extensive customization of both front-end (layouts and templates) and back-end (event, observer, rewrites, grids, etc.).

The themes and customization features are one that meets both the business goals and the web design needs without affecting the entire system.

Professional Analysis and Reporting

Magento ensures automatic reporting and analysis tools to the user. Such tools offer great insight that helps in determining bestsellers, most viewed products, search items, number of items sold per period, revenue, taxes and shipping costs.

The Search term analysis suggests the top demanded goods. The integration with Google Analytics and accurate sales reports draws the overall picture of business performance.

MOBILE APPS

Mobile app development, guides, cost breakdowns

Who doesn't own a mobile phone these days? With the advent of more powerful mobile phones, our dependency on it keeps increasing. We use mobile apps for many of our daily tasks.

For some, it can be unimaginable to go through their day without using a single mobile app. Business have realized the potential a mobile app holds for their business, and made no delay in developing a mobile app for their business.

Any company or business that operates their business without a mobile app is at a serious disadvantage. But simply developing an app isn't enough.

Preference must be given to what the customers needs and demands from the app. After all, customer satisfaction will lead to more sales for these businesses.

We will discuss four different topics on mobile app development in this issue. The first one is about the need for a health and fitness app and cost required to develop one.

The second article lists the pros and cons of native, hybrid, and web app development and helps you choose the right one. The third article focuses on the development costs associated with getting an app developed in Dubai.

The final article is about Android instant apps and how they work. You will learn about the unique features of instant apps and how they can help you acquire more downloads from users.

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Instant app is an evolution in google's app technology wherein a user can try out an app even without downloading it. Learn all about instant apps and how they work..

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WHY DO YOU NEED A HEALTH AND FITNESS MOBILE APP?

Now-a-days fitness is a trend just as a sound way of life. Everyone knows that health apps have become quite popular. The success of an app is not only in features but also creating application with pleasant, simple interface and brilliant usefulness.

Healthy app provides those features that can measure calories, state of mind, and rest designs, however, can likewise follow signs or structure wellbeing records. It often incorporates following advances, making an activity log, or going about as a fitness coach.

Why do you need a Health and Fitness Mobile App?

After a long tiring day, when you return to the home, you probably won't almost certainly comprehend what you can cook for yourself that is sound and useful for supper. Or on the other hand the following morning you may feel lethargic to get up from the bed and abstain from going for running or even play out a moderate exercise. In such a case portable applications, that have turned into a significant need in each individual's life jars help one to get persuaded to keep awake and do some recipient represents our body.

> " **NOW-A-DAYS FITNESS IS A TREND JUST AS A SOUND WAY OF LIFE** "

MOBILE

What an app can support you to store the fitness data in one place, that can't do any other options. Fitness app can inspire lethargic and occupied people.

Highlights of Health and Fitness App

1. The Registration Process

The underlying advance you have to make a client account through which an individual can enroll with the application. Here the client will simply need to type his name, portable number and email id. The check code will be sent to the concerned number and client is enrolled.

2. Creating a User Profile

The second fundamental highlights where the client will in general enter his own data, for example, his weight, stature, age, sexual orientation body type, regardless of whether he is sensitive to something, on the off chance that he is diabetic or has some other restorative concern and so on. These are the most important information for a fitness app.

3. Linking up the App with different Social Media site

It isn't constantly fundamental that a client needs to sign in into a record through his email. He might not have any desire to reveal it. In this way, you can likewise give him different choices, for example, logging through internet based life stages like Facebook, Google+, and Twitter and so forth. In the event that the record is connected up with the web based life stages, it will assist the clients with publishing their outcomes subsequent to utilizing the application and furthermore they can look out for other profitable data

Did You Know?

- 93% of doctors believe health apps improve and enhance your health

- There are over 100,000 health and fitness apps in the app store

- Apple Watch and Fitbit are two of the most popular fitness wearables.

- 52% of the health app users track their activity through the app

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4. Connecting App with Wearable Devices

The application engineers need to remember that basically building up the wellbeing and wellness application for the cell phone won't solve their motivation. It is required that the application ought to be connected with other outer gadgets explicitly with the wearable gadgets so the clients can follow their exercises and exercise schedules all the more effectively.

5. The Facility of Geo area

Geo area is a standout amongst the most fundamental highlights of practically all portable applications and in this manner, the wellbeing and wellness application can't be rejected. It continues watching the bearings and courses you are following while you take the walk or cycling. You can know your accurate area.

6. The Push Notification Option

The health and fitness applications dependably keep you moving to achieve your objective thus, they set up updates when you need to go for an exercise or a running session. It doesn't give you a chance to pass up a major opportunity your significant exercise calendar or skip put a feast.

7. Adding the Live Video Tutorials

If you want to include some live gushing video address decision into these apps such as most crucial strategies on health or fitness related, then it will be definitely given by you many advantages of those. You can also promote your app.

8. The Payment Options

Most of the health and fitness apps are without charge less, but some services in apps you can find that may be chargeable.

If you want to go for marketing your health related products and equipment, you can also add it to the apps. And make sure to create the payment method so that people can pay through wallet transfer, bank or payment via card.

Most of the people don't want that time to go to the gym or fitness club. But it is really important for your health. A fitness app can help you to do that.
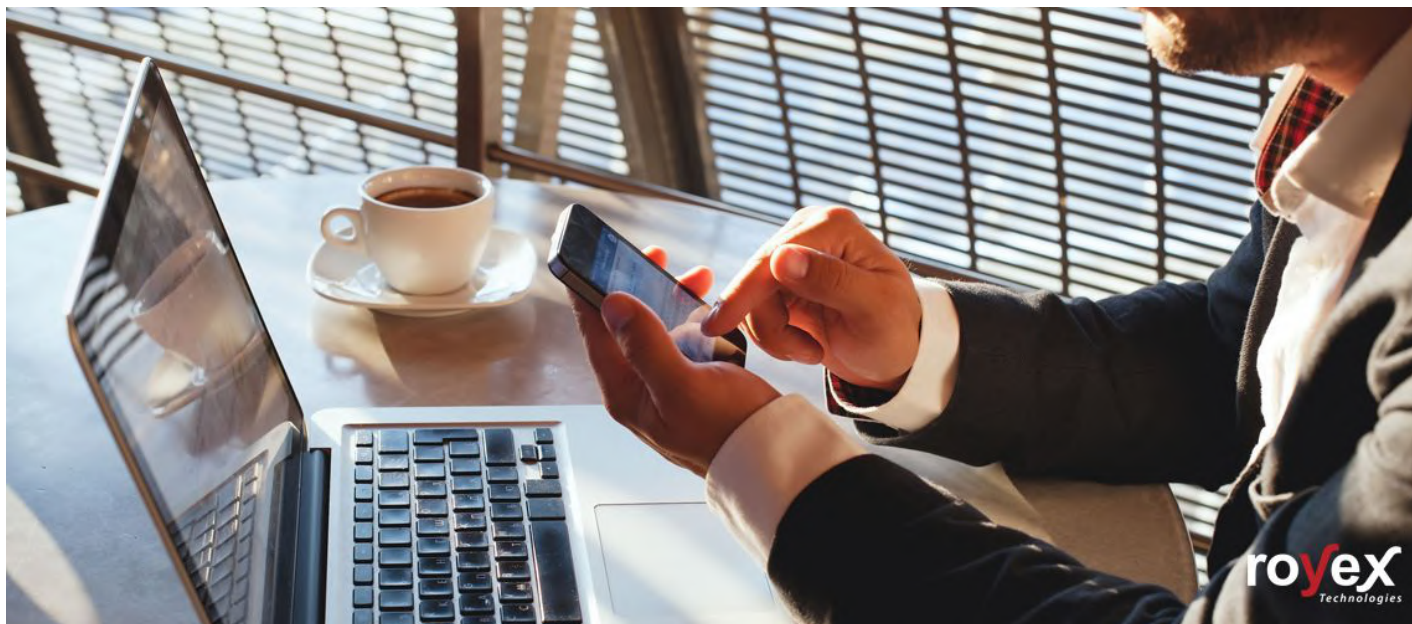
MOBILE

Building such kinds of applications can be a difficult assignment for the designers in light of the fact that on one front they need to pull in clients through highlights and on the other offer consistent experience.

In the event that you are looking for an organization to build up your health and fitness application, at that point you are at the correct spot.

How much the apps will cost to develop?

"How much does a mobile app cost to build?" and this has been the most common question from prospective customers. The app price differs between a basic application and complex apps. Price depends on many factors. More features make the apps development cost high. We are one of the most reputed mobile app development companies in Dubai. You can visit our website for a complete rundown of the costs associated with developing an app as per your requirements.

MOBILE

A GUIDE TO MOBILE APP DEVELOPMENT: WEB VS. NATIVE VS. HYBRID

When you are looking into developing mobile apps, so which one is better to build a web app, native app or hybrid route?

Actually, it depends on your business objectives and goals, that might make or break the success of your mobile strategy.

The purpose of this article is to give you proper information about the three approaches of webs vs. native vs. hybrid, outlining the advantages and disadvantages from the standpoint of a company looking to develop a mobile app.

WEB VS. NATIVE VS. HYBRID

Web Apps

We all may have questions in mind that how are these web apps different from a website? So the answer is, a website provides you with a lot more information than is practical to display in a mobile site and the web app concentrate those information to improve the functionality.

> " WEB, NATIVE, OR HYBRID FOR MOBILE APPLICATION? "

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Web apps can easily load in browsers, for example, Chrome, Safari, or Firefox. So that it doesn't need to be downloaded from app stores. It also doesn't take up storage on the user's device.

It is difficult to differentiate the web apps & hybrid apps and the website which are built with a responsive design.

Sometimes it happens that, what(native app) we downloaded from the app store, but that app may just be a review (which is written in the native language) containing the URL to the web app.

The most priority of the code is to be handled outside of the native language. To some, that satisfies the requirements of a native application, and to others, it's just another format for a web app.

Web apps are the websites which look like native apps but instead of being installed on the home screen, the user creates a bookmark to that page.

How Do You Build A Web App?

So it is the most important question to us that how do you build a web app? Typically, web apps are built in JavaScript, CSS, and HTML5 and run inside a browser like Safari, Chrome, Mozilla etc.

Developers cannot use any software development kit but they can work with templates related to.

If you want to develop a web app, it can be straightforward and quick to build. However, they are often oversimplified and don't offer the same features native mobile apps provide.

Did You Know?

- 42% of developers choose iOS as a mobile app development platform, while 31% choose Android.

- The most downloaded app of all time is Facebook.

- Android Play Store has the highest number of applications available for download, totaling 2.8 million apps.

- Mobile apps generated 461.7 billion US Dollars in 2019

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Progressive Web Apps

This web apps are regular hybrid web pages and mobile apps. Progressive web apps can leverage features which are similar to native apps.

Let's see the few functionalities of progressive web apps:

- Send push messages
- Use touch gestures and your phone's accelerometer
- Use some of the device's hardware such as vibration

Advantages

- Easy to build
- Easy to maintain
- An Inexpensive option
- Build one app for all platforms – iOS, Android, etc. as long as it can run a browser

Disadvantages

- Needs a browser to run. Users have to take another step to type in the URL of the app which amounts to a poor user experience
- Much slower than native apps
- Web apps are less interactive and intuitive than native apps
- No icon on the mobile desktop as you would if it was downloaded from the app stores
- Cannot leverage device utilities.
- iOS users can not use this type of app. Because they can only run on Google Chrome.

Native Mobile Apps

The most common app is "Native Mobile Apps" which are built for specific platforms using the specific Integrated Development Environment (IDE) for the given operating systems.

Native apps are also built Both Apple and Google provide app developers with their own development tools, interface elements, and SDK.

If you notice all around, you can see that most of the companies are interested to invest in native mobile app development because of the myriad of benefits offered in comparison to other types of apps.

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Now, let's check the main advantages of native mobile apps.

Advantages

- Native apps are very fast and responsive because they are built for that specific platform
- They have the best performance
- They are distributed in app stores
- They are more interactive, intuitive and run much smoother in terms of user input and output
- Native allows developers to access the full feature set of their given platform with whatever performance optimizations the native system has
- Internet connection is not required, although it depends on the functionality
- Overall better user experience. To the user, the flow is more natural as they have specific UI standards for each platform

Disadvantages

- Difficult languages to learn which means you need experienced developers
- More expensive
- Not the best option for very simple apps

As web pages can't access device features, so many of us take this as demerits. However, it is must to keep downloading updates to improve the accessibility of mobile apps, while web apps can update itself without any involvement of the user.

Additionally, with native mobile app development, a user can get direct access to all native frameworks that may not be available.

A great user experience, better performance, and leveraging the device features will help you to offer users with the most personalized experience.

The combination of the native mobile app advantages will result in higher conversion rates and will ultimately boost customer loyalty.

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Looking for another option?

If you go for native apps, you have to build for each platform, one for iOS and one for Android. Now our all developers are likely to work with new and latest technology. So they will definitely cooperate with you to build your app properly.

Two platforms of Native App Development is **Xamarin** and **React Native**. The origin of Xamarin is Microsoft and its most priority advantage is that it lets developers build one app that can run on many platforms in C#.

With a C#-shared codebase, developers can use Xamarin tools to write native Android, iOS, and Windows apps with native user interfaces and share code across multiple platforms.

If developers want to build real, native iOS and Android apps with one codebase, then they should go for React Native which is built by Facebook. So that if you build a mobile app using Objective-C or Java, it is the same as an app built

In the mobile development process, the term "native" is defined as an ecosystem that Apple or Google chooses for developing apps only for their operating systems.

Xamarin or React Native technology is very complex and classified as either native or hybrid. Xamarin or React Native technology is very complex and could be classified as either native or hybrid. Xamarin can be considered both as a native and hybrid app development platform.

Because it builds native Android, iOS, and Windows development in C# with either Visual Studio or Xamarin Studio. And it can also create hybrid apps for multiple operating systems sharing C# codebase, IDE, language, and APIs.

What is Hybrid Mobile App?

So a hybrid app is essentially a combination of a native app and a web app. It works across platforms but behaves like native apps. These types of apps are built with Javascript, HTML, and CSS and run in Web view.

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What HTML5 can do, hybrid app development can do everything of it. But the most important fact is that it incorporates native app features. Possibility comes when you do deploy a wrapper to act as a bridge between platforms for accessing the native features.

With a native app, you can customize your app but here in the hybrid app, you can't have the options to do that. The more customization you do, the more you're steering toward a native solution so you might as well go native. Additionally, the more customization you want within your hybrid app, the more expensive, and therefore a native solution will end up being more cost-effective.

If you do choose to customize your hybrid app, you'll end up spending a lot more money and time.

Advantages

- Built on web technology HTML/ CSS/ Javascript so it's much easier to build
- Cheaper than a native app
- One app for all platforms using technology like Cordova
- No browser needed as opposed to a web app
- Have access to the device's internal APIs, can access storage, camera, etc.
- Faster to develop than native apps because you have a single code base

Disadvantages

- Slower than native apps
- More expensive than standard web apps because you have to work with the wrapper.
- Less interactive than native apps
- Customization will take you away from the hybrid model in which you may as well go native

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Consisting of two parts in the hybrid app, back-end code built is the first part which uses HTML, CSS, and Javascript. And the second one is a native shell that is downloadable and loads the code using Webview.

Web vs. Native vs. Hybrid- Which Approach Is Best?

The decision you want to take should be based on your business objectives. Firstly confirm your business goals and then go for selecting the best app of all.

Of course, you have to check some factors before going for development.

- How fast you need the app
- The quality of the user experience you want your app to have
- The complexity of the features you need for your app to work
- Your Budget

Obviously, you should choose a quick, responsive, and reliable approach to develop your desired app. As users are demanding more from mobile experiences, it's important to keep up with their changing demands. Whichever app you decide to build, remember the following:

- Your API infrastructure should have reliable and easy access to your content and services
- A mobile app is not a replication of your website but an extension of your brand
- Always get an understanding of your users' expectations and behaviors and adapt as the market demands change

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MOBILE APP DEVELOPMENT COST IN DUBAI

Mobile applications have proved to be an important asset in any firm as it has become a very productive tool in increasing the business in terms of marketing, usability, and efficiency.

Technically, Mobile Apps are of three types :

1) Native Applications

2) Progressive Web Applications

3) Hybrid Applications

Native Applications

In the Smartphone world, there are two players - Android and IOS, Android is the open-source operating system developed by Google and IOS is the operating system developed by Apple.

Almost all the applications in the world are powered by these two. Even Though Android and IOS are rich in features and functionalities, their backend is completely different.

> " **MAJORITY OF THE APPLICATIONS IN THE WORLD ARE POWERED BY IOS AND ANDROID** "

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These are developed in either Swift/Objective — C for iOS Apps or Java when developing an app for Android. Native Mobile App means, you get an app that is responsive to the Google operating system and uses, interacts with the in-built device features like Camera, Proximity sensors, GPS, etc. The ultimate reason to choose Native app is, it makes sure that the public you are targeting gets an app that has a very low learning curve and offers them an experience that is highly instinctive.

Basically, we divide Native Apps into three types based on its development complexity and project requirements :

1) Tier 1 (Low Complexity) :

These are the kinds of applications that are easy to develop and need less hardware requirements and optimizations.

These are mostly informational applications, booking applications, e-book reader, etc. These applications are normally a part of another, bigger application/website.

These kinds of Tier 1 Applications can be developed in approximately 4 weeks and generally costs around AED 25,000 to AED 35,000, the time frame and cost will vary according to the client's exact requirements.

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Interesting Facts

- Statistics indicate the average cost of an app development to be around $127,800

- In the first two years of a typical mobile app, development only represents 35% of the total cost

- Annual legacy costs can be up to 50% of the original app development costs

- Java is the most popular language for mobile app development

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2) Tier 2 (Medium Complexity):

These are the kinds of applications which doesn't need much hardware requirements but are programmatically complex and contain so many variables that are dependent on each other, these applications may also require payment gateway integrations, subscriptions, User Modules, etc.

These are mostly Service booking Applications, Fitness Tracking Apps, etc. These kinds of Tier 2 Applications can be developed in approximately 6 weeks to 8 weeks and generally costs around AED 35,000 to AED 50,000, the time frame and cost will vary according to the client's exact requirements.

3) Tier 3 (High Complexity):

These are the kinds of applications that require extensive use of Hardware and also programmatically very complex. Hardware requirements include tracking location whenever you turn on the app, camera use, audio, sensors, etc. These applications require extensive

Tier 3 Applications include Taxi booking application - which has 2 applications - one for the driver and one for the customer, Food Delivery Application, Parcel or Courier delivery applications, etc. These kinds of complex Tier 3 Applications can be developed in approximately 8 weeks to 12 weeks and generally costs around AED 50,000 to AED 80,000, the time frame and cost will vary according to the client's exact requirements.

Hybrid Applications:

We all know that websites are made up of 3 parts, HTML CSS and Javascript, if this is done then there is an amazing way to make an application out of it with a very minimal learning curve required. We can convert the existing responsive websites to apps using a tool called Cordova, by Apache.

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It was formerly known as PhoneGap, Cordova is a mobile app development framework that integrates the HTML5 code inside a native WebView on the device. Cordova acts as an outer layer wrap around HTML/JavaScript code and provides a bridge to access device hardware, allowing to easily write one set of code to target nearly many devices.

There is also a framework called Ionic which is based on web components and has styled elements based on the design guidelines for iOS and Material Design for Android.

One awesome thing about this framework is that you can write your app with one codebase but while building for a specific platform, it chooses the matching elements on its own.

For Hybrid Applications, considering the fact that it is less complex, we take approximately 8 weeks to develop and will cost around AED 20,000 to AED 40,000, the time frame and cost will vary according to the client's exact requirements.
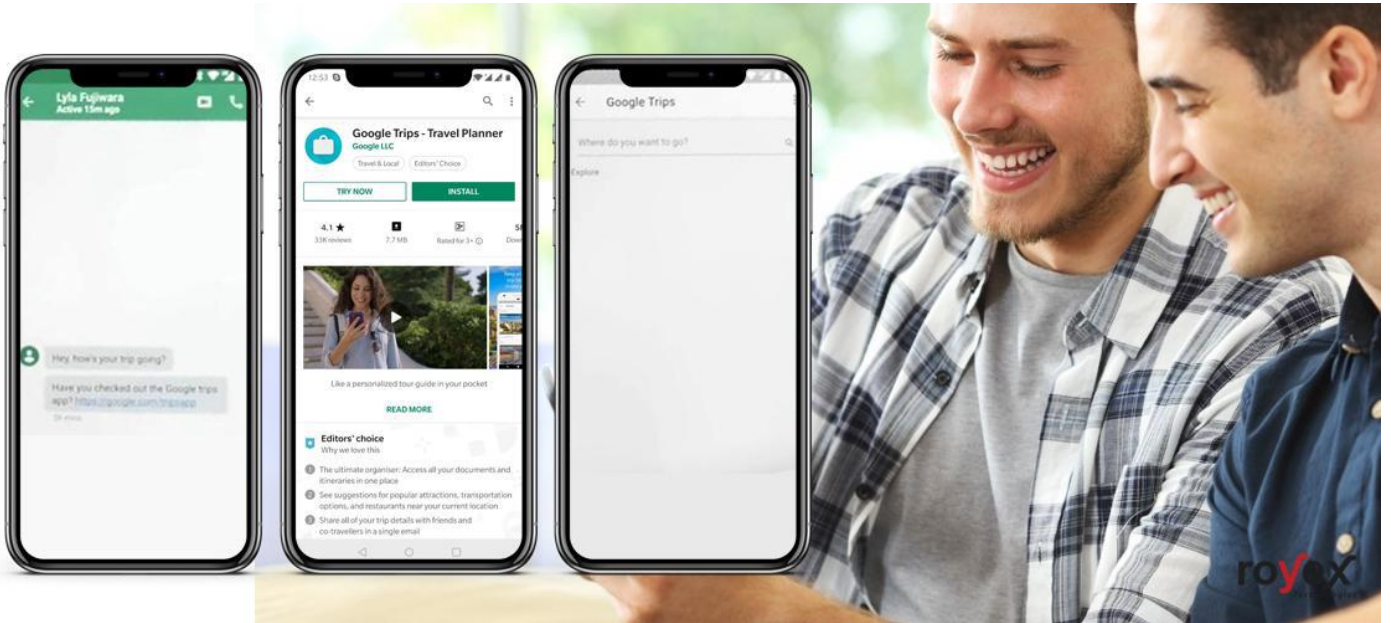
Progressive Web Applications:

Progressive web applications are a type of application that is deployed and delivered through the web, built using the very popular techs which include markup language like HTML, styling using CSS and interactive elements and real-time activity using JavaScript. They are programmed to work on any platform that uses any standard web browser. Unlike the normal Native applications, these PWAs are a mixture of normal website pages and Mobile apps, and the word progressive is pitched because it states that PWAs are always up to date and will always have new features, but they behave just like any other applications.

For Progressive Web Applications, considering the fact that it is simple and less complex, we take approximately 4 weeks to 6 weeks to develop and will cost around AED 20,000 to AED 30,000, the time frame and cost will vary according to the client's exact requirements.

We are a top mobile app development company based in Dubai. We can develop Android, iOS, PWA, or web app as per you needs and requirement.

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WHAT ARE ANDROID INSTANT APPS AND HOW DOES IT WORK?

Instant app is an evolution in google's app technology wherein a user can try out an app even without downloading it, user can simply use it on the go by clicking on the try now button in play store or a URL without having to download it.

It will have the functions just like a traditional android application. Usually, developers choose one function of the whole application to be the Instant App, so that when a user wants to try out that app, this one function or module act as the instant app and they can quickly try it out and choose to download it or not.

In brief, Instant Apps encapsulates the best of native apps and web apps. It delivers the performance and the functionality of a native app while retaining the ease and simplicity of a web app.

It can be accessed from any android phone, just like surfing a website. Instant apps has a big advantage, that it can be shared, therefore eliminating that one big drawback of a normal app.

The whole experience or the hurdle of installing and using an app is like Friction. Now what is friction? The friction between our sandals and the floor beneath us stop us from slipping friction between the tyres and the road stop cars from skidding.

> " **INSTANT APPS ENCAPSULATES THE BEST OF NATIVE APPS AND WEB APPS** „

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Friction between our hands and a bottle-cap help us in opening it, but in the new world no one likes waiting, so even in our world which is run by apps, it's a force that we try to reduce.

The App installation-screen is a major source of friction. Even for one page or tiny apps, this same screen can lose you 5-10 percent of your users.

And the numbers only increases as the app size gets larger. Like on an average , 25 percent of all app installations over 100 mbs are canceled or ended by the user. This is where Android Instant App comes in. Instant Apps are native android apps that require no installation.

I was testing two Applications, The Google Trip Application and Fetchr app. Google Trip application is a great application through which we can plan our whole trip from flight tickets to booking flights, restaurants etc and Fetch is a Logistics application based in UAE.

Both these apps have Instant Apps feature, and i was startled to try it out. In the former app, it opened a screen asking for the destination I was planning to go to, and in the latter app it asked me to enter my courier or package number. It acted just like any native app! Instant Apps make use of just one or 2 features from the whole application just for the user to know how it works or how well its made!

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Facts about instant apps

- Google announced instant apps in 2017

- Game installs boosted by 15% on play store after the introduction of instant apps

- The limit for apk size is 4MB for it to be an instant app

- New York Time's Crossword game was one of the first instant apps.

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Ok so you must be wondering if you want to experience any instant app you have to go to the play store? No! It can be linked to any URL you own, like a tweet , a social media post, a QR code, a search result anything!

The Process Of Building An Instant App

So let us learn how an instant app is structured, so you must be owning an app which is structured just like any app, which has several features and designs, and the more features you add on it, the more its size will increase, which also means longer waiting time to download the application. Now take an application, which has 3 functions.

In the traditional way, what we do is, we write the whole code in one unit because each function might be dependent on another. To make an instant app, what we do is, we divide the functions or features into smaller modules, such that each feature or function is one module called feature module.

So each of these Feature Module is one instant app, Each feature module contains the code and resources for a different, distinct thing that your users could do with your app. so several instant apps can be generated and shared via links, etc to let the users experience it without having to download the whole application. So in brief instant apps enable you to keep all of the features or functions that your application supports but download them one at a time.

So let's take an example to explain the above process, We are building a Travel Application just like Google Flights. We might have a different feature module for the code for renting a hotel room, booking flights and rating the hotel rooms. Now usually these feature modules won't have a completely independent code or resources. Most probably we use the same themes utility code for every page and every feature in the app. You also probably use the support library in all of the feature modules.

So what we do is, we encapsulate all the shared code and shared data to one module, which is called the Base Feature Module. So when the user opens the instant app, they don't download the whole app, they only download the Feature Module and Base Feature Module. This means that if your user is book a flight, they are not getting to download the code for hotels or rating.

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If your user then navigates to another feature, that is another feature module from the same app, the base feature is not re-downloaded. and when the user accesses a feature which isn't a feature module, it will ask you to download the whole app And because you have modularized your code you can use the same code base for your installable app as your instant app.

Another great example is the Fetchr Application, which is the Middle-east based Logistics solution application founded in 2012, which let you perform several services like door to door deliveries, Pickup service, Drop package service and several more. Fetchr also has an instant app, which lets you use one feature, that is tracking your package, and once a tracking number is entered, functions dependent on that package will be usable.

Technicality

Now, the technical side, when you compile an application as a normal app, this different feature modules will behave like a collection of Android libraries. But when they are compiled as an instant app, you will get a compressed folder which you then upload to Google Play. This compressed folder contains separate APKs for each feature module. AT run time, these APKs are loaded and composited together to provide the instant apps experience.

Android studio 3.0 has been designed with tools to help you modularized and create instant app. It includes a refactoring tool for splitting code into modules. There is also an instant apps SDK and APIs for showing install prompts. The cookie API makes it easy to transfer data from the instant app to the installable app. And there are several more plugins like Gradle plugin, feature plugin, instant app plugin etc, designed specifically for building instant apps

After we have broken down the code and used all necessary plugins for each of our builds, we then just have to write or set up the dependencies between the modules.

Do you want to transform your application to Instant App? Do you want to Modularize your Application? Or do you have any other idea? We can help you.

Royex Technologies, a leading [Mobile App Development Company in Dubai](). We can help your dreams come true.

ABOUT-US

Royex Technologies is a website and mobile app development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries. Our excellent team of highly skilled software architects, engineers & developers are determined to achieve solid growth in the web solution market

Why Royex

Royex Technologies is a website and mobile app development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

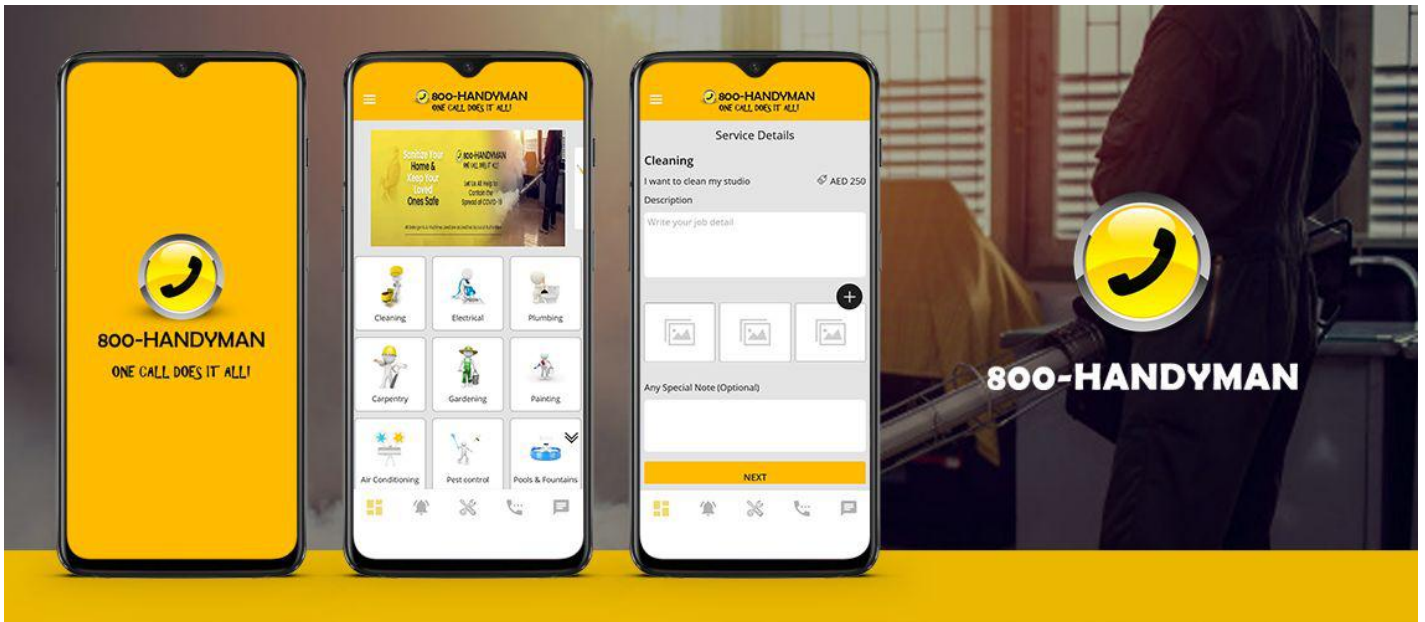At present we have three offices, our Office of Sales and Support in Dubai (at the moment, no development work.

"THE GOAL ISN'T TO BUILD A WEBSITE. THE GOAL IS TO BUILD YOUR BUSINESS. ,,

Benefits of Working With Us

Creative Designs: We don't believe in JUST A WEBSITE concept. First, we clearly define the design objectives and goals of your business and strive to make your vision a reality.

Latest Technologies: We welcome and implement the latest technologies and in our development process. We continuously select new and better technologies to advance our work.can provide our clients with trackable support. To further streamline our customer support and client comfort, we also provide two years of completely free support for any bugs/errors.

Our excellent founding team of accomplished and highly skilled software architects, engineers and developers are determined to achieve solid growth in the web solution market.

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INTERVIEW

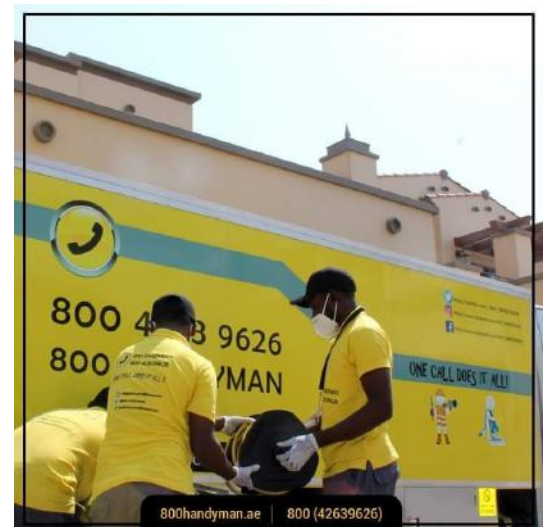# INTERVIEW WITH MUSTAFA AL SAUDI, MANAGING DIRECTOR 800 HANDYMAN

ABOUT 800HANDYMAN: 800Handyman is a one-stop solution for all kinds of handyman services including cleaning, sanitization, gardening, pest control, masonry, air conditioning, electrical, furniture, flooring, doors and windows, and other maintenance services. 800Handyman has chosen Royex Technologies to design its mobile app to make their service available to customers at the palm of their hand. Today, we interview the honorable managing director of the company, Mr Mustafa Al Saudi, where we ask him a few questions about the company to give our readers a deeper insight.

Q. Please introduce your company to our readers

A: 800 HANDYMAN was founded in 2017. It is considered as one of INFINITY Group product. The product aims to serve End Users with Maintenance Service with the highest level of efficiency & quality.

Q. What was the idea behind starting your company?

A: Serving Client with Maintenance Services and make it available at the palm of their hand.

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INTERVIEW

Q. How do you think your company contributes to the handyman industry?

A: We offer all types of handyman services. One Call Does It All.

Q. What is your company's business model and how is your business model beneficial from a value addition perspective to the clients compared to other companies' models?

A: We stick to our promise. We do not accept having a client who is not fully satisfied. Our clients comfort is our priority

Q. Who comprises your target market?

A: Home Owners, Home Tenants, Office Managers, Workshops Managers, Retail & Showrooms Manager, Real-estate portfolios, & the list is very long.

Q. What are the top features of the Handyman app? What services can customers avail from the app?

A: It is a one stop shop. Whatever an end-user requires at his house, or work place, we provide that. Our menu consist of 18 sections; Air conditioning, Electrical & Lighting, Plumbing, Pools, Gardening, Painting, Pest Control, Cleaning & Sanitization, Barriers, Masonry, Ceiling & Partitions, Doors & Windows, Flooring, Furniture & Appliances, Fire Systems, & Annual Maintenance contract that combines all.

Q. What reasons compelled you to get a mobile app developed for your business? How has the app helped grow your business?

A: We intended to have more channels to ease the process of requesting the service. The App has proven its practicality & Clients are very satisfied with using it.

Mustafa Al Saudi
Managing Director,
800HANDYMAN

Been in the field of Built Environment for more than 15 years. Obtained his Bachelor of Civil Engineering from the American University of Sharjah - UAE, with minor in Engineering Systems Management. later attained Master in Facilities Management & Built Environment from Heriot Watt University - UK.

INTERVIEW

Q. What was the reaction of the customers to the launch of your mobile app?

A: A lot of competitors are there in the market with App to use. Our App was designed in a way, with the help of Royex team, to request the service in not more than 4 taps.

Q. How did Royex Technologies assist in the development of the 800 Handyman mobile app?

A: They used their experience of developing apps and websites to model the flow and optimize the process.

Q. How would you rate Royex Technologies service in developing this app?

A: I would say they are one of the best teams available for that purpose.

Download THE 800HANDYMAN APP:

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