

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

**LICENSE
REQUIRED
FOR ECOMMERCE
BUSINESS**

**HOW TO OPTIMIZE
ECOMMERCE
PRODUCT PAGES**

**INTERVIEW WITH
JENNIFER WEHBE**
Executive Director, The GO Group

**HOW TO TEST AN
E-COMMERCE WEBSITE**

**POPULAR ECOMMERCE
PLATFORMS IN DUBAI**

**MOBILE APP VS
MOBILE WEBSITE**

**TOP 10 MOBILE
APP TESTING TOOLS**

**UX TIPS TO IMPROVE MOBILE
APP DESIGN**

**FLUTTER
MOBILE APP
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EDITOR'S NOTE /

Ecommerce business is booming right now globally given the circumstances. Dubai is no exception to this.

In fact, it is quite the contrary, the city is at the leading forefront of innovation in the tech industry, including ecommerce business.

A lot of businesses are trying to shift their operations online, to websites and mobile applications. The demand for an online shopping experience is vastly felt amidst this global lockdown.

We have realized this need and prepared an extensive guide for business owners to know what exactly do they need to do acquire a license to conduct an ecommerce business in Dubai.

In this edition of our ecommerce and mobile app magazine, this is our feature article and we hope it answers all the burning questions that business owners may have pertaining to this subject.

The rest of the magazine will cover ecommerce topics such as optimizing ecommerce product pages, testing ecommerce applications, and listing the popular ecommerce development platforms used in the UAE.

In the mobile section, we pitch mobile apps against mobile websites in our first article and find out which works better for your business.

In the next article, we list the top 10 mobile app testing tools. The third article covers some UX tips to improve mobile app design and finally, we discuss flutter mobile app development.

We hope our readers benefit from the informative articles we present in the magazine and stay with us for more in the future.

Rajib Roy

(CEO, Royex Technologies)

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.

E-COMMERCE

Ecommerce platforms, 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 detail the requirements and necessities to acquire an Ecommerce business license in Dubai.

In the second article, we list our favorite 8 tips to optimize your ecommerce product pages. The third article articulates the things you need to test in a ecommerce application or a website.

The final article highlights the .popular ecommerce platforms used in the UAE and their development cost.



07 WHAT DO YOU NEED TO KNOW ABOUT ECOMMERCE BUSINESS LICENSE IN DUBAI?

Find out what information business owners need to know to acquire an ecommerce business license in UAE, Dubai, and freezone.

14 WHAT TO TEST IN AN E-COMMERCE WEBSITE/APPLICATION

E-commerce websites or applications must be tested regularly to ensure the best possible customer experience and make it bug-free, fast, and responsive.

11 8 WAYS TO OPTIMIZE YOUR ECOMMERCE PRODUCT PAGES

We present you 8 handy tips that will help you optimize your ecommerce product pages to be faster, more responsive, catchy, and ultimately, generate more sales.

21 POPULAR E-COMMERCE DEVELOPMENT PLATFORMS USED IN UAE

There are many popular ecommerce platforms available in the market, but some quite popular here in the UAE. We discuss about these platforms.



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WHAT DO YOU NEED TO KNOW ABOUT ECOMMERCE BUSINESS LICENSE IN DUBAI?



In today's convenient focus and competitive world, people no longer want to go to busy streets looking out for the products they want to shop. Instead, they want to shop sitting at their convenient place avoiding all the hassles. Even a few months ago, people used to go out shopping for the experience, but with the pandemic situation which we are going through, they have completely shifted to online shopping, which makes entrepreneurs be more serious about ecommerce business.

Major advantages of Ecommerce business

More convenient: First and foremost, people have shifted to online shopping because of the convenience it provides for customers. Customers can sit in the comfort of their couch and bulge into the vast range of products. Also, people don't have time these days to physically go shopping, instead, they are more and more leaning towards online shopping.

Gives more opportunities for marketing: Business is all about how you showcase your product and marketing is inevitable for that. Ecommerce offers you a lot of techniques to help your products reach the target audience.

“ People have shifted to online shopping because of the convenience it provides for customers ”

Can broaden the range: One of the advantages of such an ecommerce site is that your customers can reach out to you at any time 24/7. With e-commerce, you can add up to a wide range of products for your customers who can shop regardless of time and other constraints.

Shopping with Social Distancing: Even Though we are social beings, we are now forced to maintain a social distance because of the pandemic situation of COVID-19. People are avoiding social gatherings, and this has a direct effect on their shopping behavior as well. Limiting the shopping to necessary essentials has become the new normal. From a user's point of view, online shopping is an effective way for them to buy their essentials by maintaining social distance.

Increased reach: With ecommerce, you are no longer into one store business. In this digital world with easy access to the internet, a wide range of people will get to know about your business and website. There is no way one shouldn't be thinking about taking his/her business online.

Growth in Ecommerce Business in 2020

According to studies prior to the COVID-19 spread, the e-grocery market was worth \$200m in the GCC and Egypt, constituting less than 1 per cent of the e-commerce industry.

Only 27 per cent of consumers in the Middle East and North Africa (MENA) region were keen to order groceries online. 58 per cent still prefer to buy groceries at physical stores.

But after the COVID situation, it has hit over a 500% increase in the search for online groceries, and more than a 200% increase in the search for pharmaceuticals. Now, the spotlight is on the online grocery industry like never before. Prior to COVID, people largely depended on ecommerce sites searching for electronic gadgets, and now people have started to go grocery shopping online more often than before.



Did You Know?

- The United Arab Emirates (UAE)–has the most advanced e-commerce market in the whole MENA region
- E-commerce transactions in 2019 hit a staggering US\$16 billion (AED 59 billion)
- There is a dedicated e-commerce free zone which is coming up in Dubai soon. It's called Commercicy and it's going to be completed by 2020 Q4.

Planning to start a new Ecommerce business?

As we all know, like every other business, an ecommerce business also requires a license before we start off the business. The process to have it is affordable and not so complicated.

UAE is considered as one of the best countries to start an Ecommerce business, and Several factors have contributed to it, including the rise of startups and tech-savvy consumers in the country. The UAE government has played a vital role in reinforcing smart transactions between businesses and consumers today by expanding cashless payment options for various types of purchases and government services in the country.

Ecommerce license in the UAE

First, you have to select which license you want to go with. Mainland or the Freezone. Mainland license is issued by the Dubai Economic Department and the Freezone by the relevant free zone authorities. Below are a few of the advantages of having an ecommerce license from Dubai Mainland and Freezone:

Ecommerce license in Dubai Mainland

- Investors can opt for a General trading license along with an Ecommerce license.
- Ecommerce license enables the investor to store the products in the warehouse and sell them online.
- 5% Vat will be charged on the transactions as part of the UAE Law
- Easy availability of Logistics and support

After this, you have to look for the legal structure to go with. A few of the different legal structures in the UAE are as follows.

- Limited Liability Company
- Foreign Branch
- Sole Proprietorship
- Civil Company

Limited Liability Company is the most common business structure in the UAE. This allows it to have 2-50 shareholders, and each will be liable according to the percentage of shares they have in the company.

LLC can have any kind of activity except for some professional activities which require some approvals. If you are an expat and you want to start an LLC business, you must have a local agent who will share 51% of ownership. LLC licensed companies can trade anywhere in UAE and GCC.

Once the legal structure is decided, you should register the trade name and get initial approval from the Dubai economic department. It will be valid for 6 months and it can be applied at the same time as submitting their trade name. The documents required for this are:

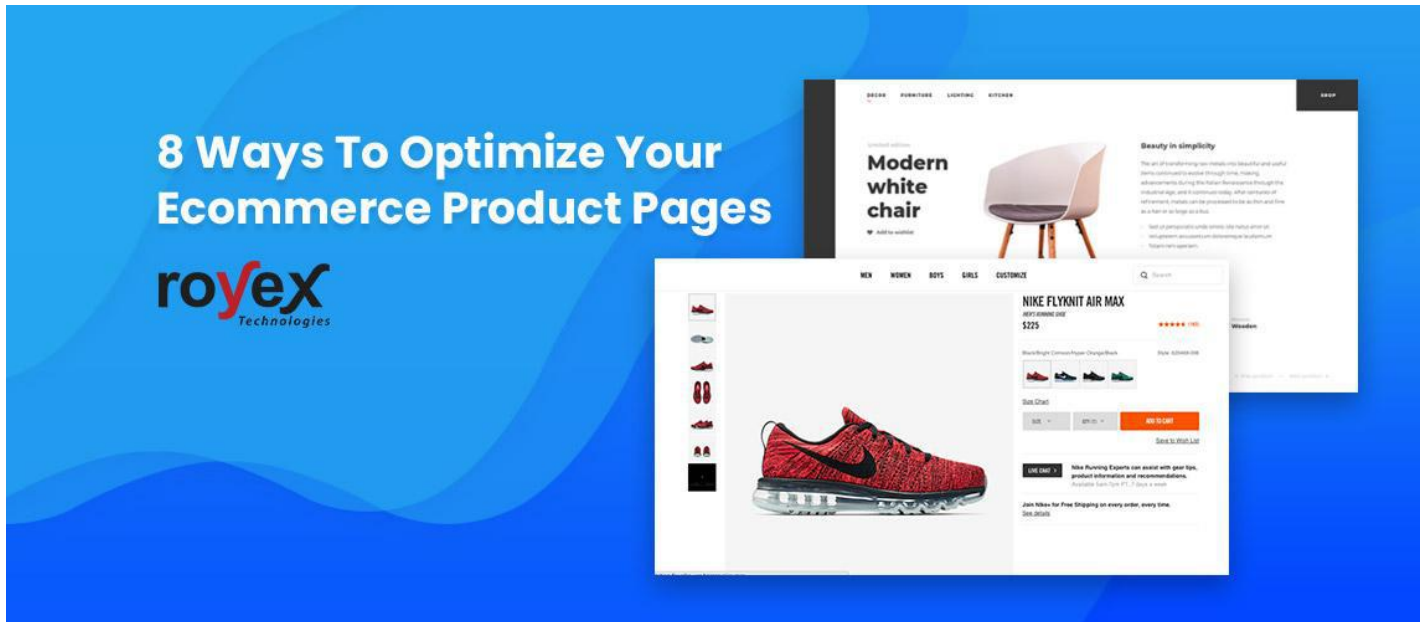
- Personal Profile for the shareholders
- Passport/visa copies of the shareholders
- Copy of sponsors passport/ Emirates ID
- Local service agreement/ Civil works agreement
- NOC from the relevant authority
- Draft an MOA

This has to be done only if you select your office location on the mainland. If you are planning to set-up on Mainland you have to apply through Municipality or DED. Companies setting up offices in free zones can apply directly. For MOA any legal firm can help with this and it should specify the arrangements made and ownership percentage among all partners.

Once the above steps are completed you can go for the final approval of the license. Submit all the documents to the relevant authority and you will get the final approval for the license. Then you can apply for the resident visa as well for your employees. The number of visas will depend on the size of the business. After the final approval is received you can proceed to open a corporate bank account.

Ecommerce business and shopping is the hot business and UAE has seen rapid growth in the past few years. So if you are considering taking your business idea to online, then Ecommerce will be a very good option to consider. Even Though it's not very complicated, we recommend you consult an expert as any error would cause a delay or rejection.

8 WAYS TO OPTIMIZE YOUR ECOMMERCE PRODUCT PAGES



It has become challenging for companies to capture a large number of customers and even produce a respectable ROI, with several e-commerce websites getting on board. There are several online marketing strategies available from which putting the brand in front of people has become simple, but making sales is still the toughest job.

To a large degree, whether or not you are going to survive in the business relies on the products. This is why, for you, the product pages are crucial. The better the presentation, the greater the sales! We're here to come up with 8 strategies tried and tested to improve the product pages.

1. Check product page analytics

First of all, you need to analyze your product page to search for things that do not match what your customers need. Check if the product page loads quickly, attracts people, offers adequate detail, has a persuasive copy.

As a typical online shopper waits for a website to display for just 3-5 seconds, the product page should load sooner. If they fail to see your product during this period of time, they will automatically switch to the next Google listing.

“ A TYPICAL ONLINE SHOPPER WAITS FOR A WEBSITE TO DISPLAY FOR JUST 3-5 SECONDS ”

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2. Using the right images

If you are selling a ring, a close-up image would not satisfy the customer's needs. In order for the shopper to have an exact impression of its size, shape and overall design, you have to insert a photo of a woman wearing it.

To showcase the product in the best way, you can use lots of photos or even demonstrative videos. At the same time, make sure that the photographs are optimized such that the scale of the picture does not impact the website's speed.

3. Enable social media sharing

Sometimes, people do need help from friends or family in order to decide whether or not to buy a particular item. If you give them an option to share it on social media, they will be able to show it to required people quickly and decide there and then.

It would help you reduce shopping cart abandonment as well. Though, it is not advisable to make them look giant on the screen as it might also distract users. Keep the buttons small and visible.

4. High resolution images with hover to zoom

Most eCommerce giants also have this particular feature that allows you to zoom images to get a closer and a better look. In order to zoom, users can simply hover over the pictures.

If you are an online jewelry vendor, this feature is of considerable significance. Generally, before buying necklaces, rings, bangles, etc., customers would want to see every single detail. Also, if you show them all upfront, the risks of trade and returns that disrupt both buyers and sellers will be decreased.

5. Comprehensive product information in description

In addition to your impressive product photos, 88 percent of online shoppers think that it is incredibly necessary to provide a simple and comprehensive product summary.

Your product description must include the appropriate title, specifications, price, specifics of care and maintenance, material information, scale, capacity, etc.

What is essential to include depends largely on what sort of products you have. You need to use a friendly and engaging tone such that people feel connected when reading the same, and you have a positive influence on their minds.

Bear in mind the optimization considerations for search engines that enable you to use particular keywords in the text. Making use of simple templates, bullet points and headlines.

6. Optimize CTAs

CTA stands for Call to Action. For your product listing, it is a must have. You must be mindful of its meaning. However, on several eCommerce blogs, we have noticed the use of fancy words as CTAs. Keeping CTAs clear and short can help even a regular and not quite experienced user to grasp what you are attempting to say.

In designing your product pages or campaigns, you place a lot of work, resources, resources, and budget, then throw a meaningless call to action at the end of it.

7. Product recommendations

It is a very general preference of a shopper before making a purchase to check for variants for a particular product. If you want to incorporate some uniqueness to your products, on the basis of color , taste, etc., link some variants to it.

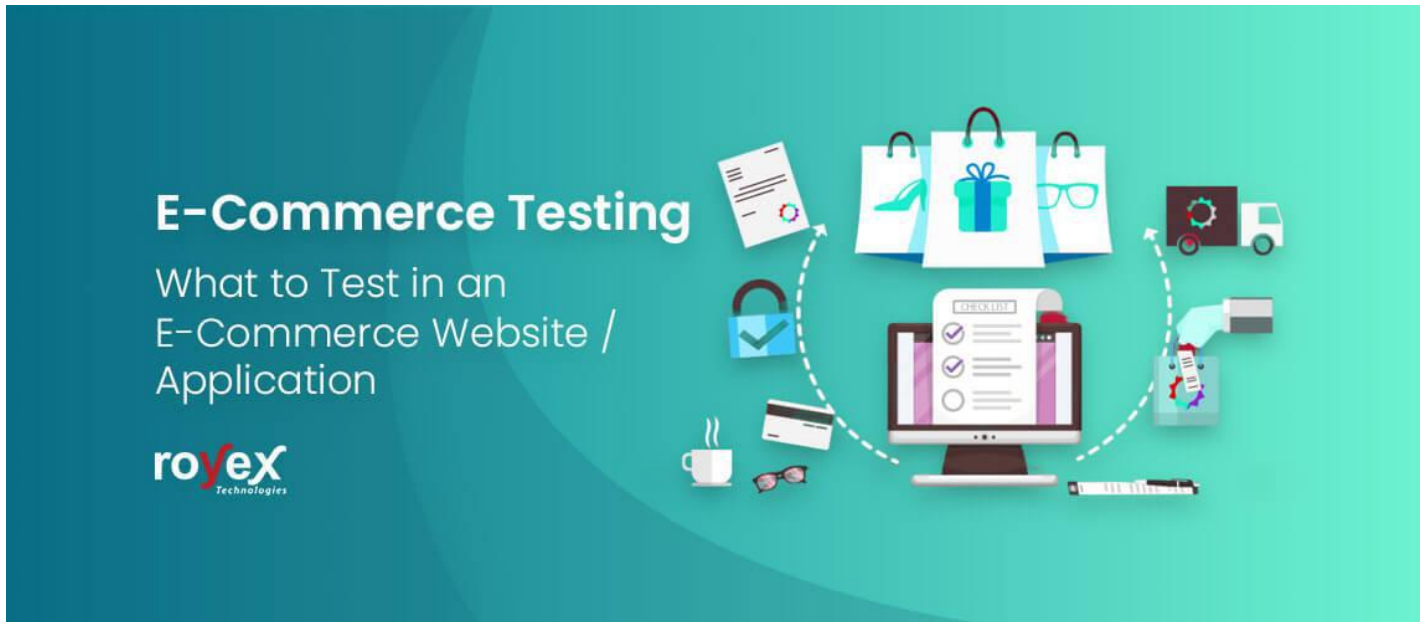
There are a lot of websites that use fancy color names that are not known by users and thus the conversion rate falls. Personality is clearly fantastic, but fair consistency should always come up with it.

8. Cost transparency

Be upfront about the hidden cost to the customer that you are going to bill. Shoppers enjoy honesty all the time. Run on the idea of accountability, trustworthiness, full price data & shipping information.

You should inform the prospects that this unique item entails additional delivery costs, express shipping costs, VAT, etc. It's going to be upfront, it's only going to boost the appeal in the minds of the clients. They can know that you are trustworthy and that they are free of reliability of some sort.

WHAT TO TEST IN AN E-COMMERCE WEBSITE/APPLICATION



Online shopping is very common nowadays. It is hard to find someone these days, who hasn't purchased at least one item online or visited online shopping sites once for purchase. The convenience, easy access and exposure to worldwide products make the online shopping sites more accessible to customers.

Here are some of the top things you need to test in your ecommerce website or application for the best possible user experience.

Why is testing important in the E-commerce website?

A good E-Commerce should be always attractive and user friendly as the customers have various choices to choose from. It is the key point behind the decision making process. Because when a customer visits a physical store, he or she has already taken an effort to go there and the chances of purchase are more. But in online shopping, if the site is not engaging from the beginning people will go for other options as the choices are more.

“ A GOOD E-COMMERCE SHOULD BE ALWAYS ATTRACTIVE AND USER FRIENDLY ”

The objective of E-commerce testing is to ensure

- Software Quality
- Software Reliability
- Software Performance
- System Assurance

So the best E-Commerce site gives you the best business. For this, the e-commerce site should undergo thorough testing.

E-commerce applications/sites are web or mobile applications too. So they need to have all required testing processes mentioned below.

- **Functional Testing** - Functional testing mainly concentrates on checking the functionalities or business requirements of the software system.
- **Usability Testing** - Usability testing is used to evaluate how easy a website or application is to use by testing it with real users.
- **Security Testing** - Security testing is done to detect the loopholes and flaw of the software system which results in loss of data, revenue, etc and make it free from any such threats
- **Performance Testing** - Performance testing is used to check the system performance against responsiveness, reliability, or stability of the software/system under a particular workload.
- **Database Testing** - It is a type of testing which is used to check the data integrity and data consistency.
- **Mobile Application Testing** - Mobile application testing concentrates on the developed application software for handheld devices is working properly for its functionality, usability, and consistency.
- **A/B testing** - Acceptance testing is used to verify the developed application or system satisfies the business requirements. Alpha testing is performed to find out all possible design issues or bugs before releasing the application to the public or everyday users. Beta Testing is performed in a real environment by the real-time users of the software application. It is also considered as external user acceptance testing.

What is the Checklist to test in E-Commerce Sites?

- Homepage
- Search
- Shopping Cart
- Product Details Page
- Payments
- My Orders
- Other Tests

Homepage

ge for an E-Commerce site. This should always have a Hero image which will be showing the deals, offers, etc to attract the customers.

Important things to test in Home Page

- Checking Auto-scroll working or not
- Image scrolling is working or not
- Whether the user is able to click on hyperlinks, buttons and hover over the image and scroll to the next one.
- All redirecting options are taking you to the right page without too much loading time.
- Navigation Key functionalities
- Images are displayed and loaded correctly.
- Users are able to view all the contents.
- Test whether Broken Images or contents are displaying.
- The page view is properly displayed.
- Is the site rendered the same way in different screen resolutions and browsers?

Search

An important function in the Ecommerce or retail site because we can't place all the required items in front of customers' eyes. So the Search option is crucial for the success of the site. Important things to test in search:

- The search button should work based on category, product name, brand name, model number, price, and more broadly.
- Search Results should be relevant
- Various sort options should be available based on popularity, price, newest, reviews, etc.
- Various filter options should be available based on brand, price, type, category, reviews or ratings, etc

Shopping Cart

This is an important stage before the user decides to purchase. An area where they might add or remove items based on different choices.

Things to test here are:

- Check whether the user is able to add items to the cart and continue with the shopping.
- If the user adds the same item in the shopping cart, the item count should get supplemented accordingly.
- Users should be able to add more items to the cart and the total number should be counted accordingly.
- All items and their total should be displayed in the cart properly.
- Currency based on locations.
- Taxes or other add ons based on locations.
- Changes made to items should be updated in the cart.
- Add or remove items from the cart.
- The user is able to see the cart items after logging out also.
- Proceed to check out and place an order.
- Results to display per page.
- Are options available to access multi-page results
- Check dropdown options are working for a search of specific categories.

Product Details Page

The page where a user will be able to see the full details of the selected product either through search, browsing, or by clicking on it from the homepage or links.

Things to test here are:

- Proper Images are shown
- Available Colour variations
- Product specifications

E-COMMERCE /

- Price of the product
- User reviews
- Offers available
- Delivery options
- Stock details - In-stock/ Out of stock
- Availability based on location
- Payment Options
- Easy payment options
- Check out or Buy now options.

Payments

The page where a user will be able to see the full details of the selected product either through search, browsing, or by clicking on it from the homepage or links.

Things to test here are:

- Payment options - ,Credit / debit / ATM card payment, Net banking, EMI, Cash on Delivery and Others
- If the user is a guest, provide an option to register after purchase.
- User Sign up
- View all offers
- Coupon Code, discounts, referral codes, etc
- Delivery charges if any.
- Price details and the amount payable.
- If customer card or bank details are saved, perform security testing to make sure it is safe and secure.
- Make sure the session timeout option is working if the user is signed up for a long time. It might be different for different sites.
- Check whether confirmation notification is sent to the users with text or email options.

My Orders

Once the purchase is done users will be able to see and track after order details.

Things to test here are:

- Alterations in Order
- Order cancellation
- Order Tracking
- Return Item within a specific time period.
- Order Replace
- User experience review.
- User purchase history with details.

Other Tests

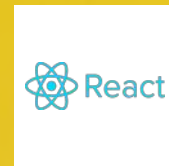
This includes featured products, recommended products, products you may like, user login, user sign up, Frequently Asked Questions, Contact us, Customer Relations, etc.

These websites should work not only on computers but on mobile devices too. It should be user friendly, responsive, and safe. But the most important thing of E-Commerce testing is whether the users who visit the site are converting to paying customers or not. This very much relies on the above factors. That's one of the main reasons why conducting proper testing by considering all these factors is gaining more importance these days.

E-commerce has common challenges from time to time, so the development crew also needs to stay updated with the most recent requirements. This is the area software testing has a vital role to play in the advancement of E-Commerce sites and helps to grow.

The development and testing team will be feeding the E-Commerce sites with the up to date requirements and makes it a better shopping experience for users. Software Testing also ensures the safety and security of the customer data which is highly sensitive and also helps them to have a quality experience while doing online shopping.

ROYEX TECHNOLOGIES BEST MOBILE APPS DEVELOPMENT COMPANY IN DUBAI

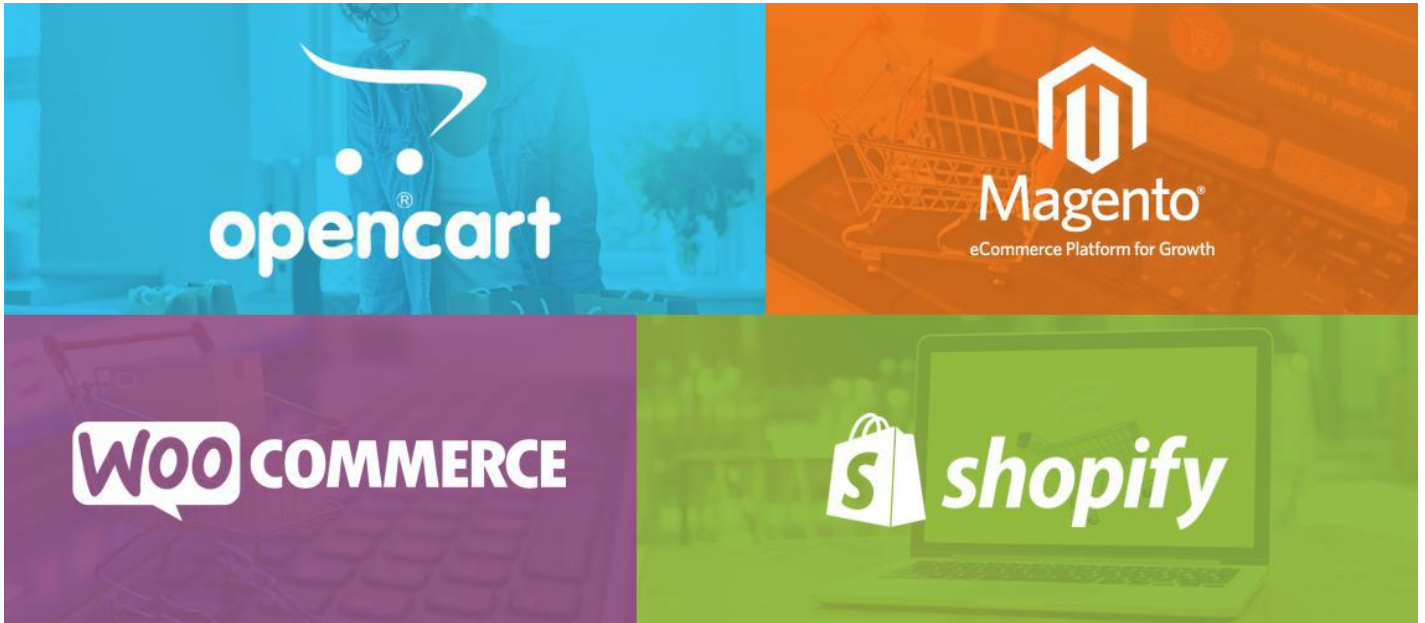


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POPULAR E-COMMERCE DEVELOPMENT PLATFORMS USED IN THE UAE



E-commerce websites are an essential entity to any business, be it a startup or a well-established business, everyone needs an online store to sell their products. We designed the infographic below based on a research done by statista.com, they have done a survey on over 991 e-commerce websites across UAE, research is mainly on the E-commerce platform they are using and the figures are astounding.

When we build an e-commerce platform, it is very essential that we understand every aspect of the platform we are going to use. Wordpress is the household name when it comes to E-commerce, Wordpress is one of the first Content Management System ever built that is open source and also powers 27% of all websites in the world.

WooCommerce

WooCommerce is the most used eCommerce and CMS solution in the world and also in the UAE. If you are a WordPress user or have any idea of WordPress, you must have heard about Woocommerce while the basic plugins are free, you might need to buy premium extensions if you need added features. And if you need even further customization, you can get paid extensions to do that for you.

“ WORDPRESS
POWERS 27% OF
ALL WEBSITES IN
THE WORLD ”

Highlights

- 1) Modern and clean UI.
- 2) Simple and clean experience for store owners.
- 3) WordPress Content Management System-integrated with the world's best CMS.
- 4) Built-in Payment gateways.
- 5) Total control and easy to tweak the checkout process.
- 6) Geographic location Support.
- 7) Automatic Taxes are available along with user-defined tax laws.
- 8) Extensive Localization support.

Pros:

- 1) Completely free and opensource.
- 2) One of the best Lively community out there.
- 3) Built for WordPress CMS.
- 4) Thousands of themes which can be customized.
- 5) Flexibility- fits in any kind of online shop, regardless of the product type.
- 6) Security- up to date with optimal security.
- 7) Thousands of plugins available.

Cons:

- 1) certain extensions of WooCommerce Extensions require a punctual payment or even monthly fees.
- 2) Plugins are expensive and themes need to be purchased.



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

Development Cost in UAE:

We at Royex Technologies have experienced developers specifically for WordPress. Thus no one can give better support and end product than us when developing a website using Woocommerce, websites like ArabWatchGuide and DrBeautyUAE are developed using Wordpress with Woocommerce plugin. We would charge between AED 15k to 20k, based on your requirements and exact idea we can give you a fixed price.

Magento

Magento is purely built for e-commerce unlike WordPress, thus it had all the options that you seek for in an e-commerce platform is already built-in. It has a huge collection of themes dedicatedly built for e-commerce. It is ranked as the best e-commerce platform in 2019. Magento's backend is developed using advanced programming, it is basically PHP but high level, Hence it requires certified Magento developers to work on else it could take a long time and resource.

Highlights:

- 1) Unlimited front-end customization.
- 2) The back-end provides all the code editing tools you need.
- 3) There are built-in options like Gift vouchers, abandoned cart, wishlist, etc.
- 4) Lots of apps from third-party developers.
- 5) Tailor-made for eCommerce.
- 6) Optimized for SEO.
- 7) Built-in Report generation.
- 8) Dependable security and scalability.
- 9) Quick checkout option.
- 10) Multilingual, and multi-currency support.
- 11) Magento Application development - Magento can be integrated into an e-commerce application as well, One admin panel can be used for both website and mobile app

Pros:

- 1) SEO friendly
- 2) Scalable- Provides optimal scalability and customizations
- 3) Multiple customizations are available from the root up!
- 4) Huge community- Magento boasts to have over 360,000 active users

Cons :

- 1) Complex and programming, hence harder customization
- 2) Expensive Plans
- 3) Need for Hosting
- 4) Expensive Plugins

Development Cost in UAE:

Like I mentioned above, working with Magento requires highly skilled developers and these developers should have experience in using Magento as it uses a difficult level of coding. We have the expertise and certified Magento developers, website like FrontierSports is an e-commerce platform developed in Magento. Contact us to give you an exact estimate for your project idea. We would charge between AED 18k to 25k.

OpenCart

OpenCart is an easy to use and easy to develop e-commerce platform that's based on PHP and MySQL. They offer multi-language and multi-currency support. One of its best features is the multi-store support, wherein you can manage multiple stores through a single admin panel. Its demo installation doesn't involve any add-ons and content. You have to purchase the paid version of OpenCart to get add-ons and its latest features.

The latest version of OpenCart allows you to access the Admin panel from mobile itself. It is being surveyed that in terms of User-friendliness, OPENCART wins over MAGENTO but lags behind Woo-Commerce.

Highlights:

- 1) Supports multi-stores
- 2) Easy installation process
- 3) Extensive choice of paid plugins
- 4) Multi-lingual support

Pros :

- 1) Large database of plugins available
- 2) Extensive active community support
- 3) Ajax realtime functionalities
- 4) Easily customizable
- 5) Very efficient
- 6) Admin panel is very user-friendly and perfect for beginners
- 7) Admin panel mobile support

Cons:

- 1) Functionality scale is less than other options
- 2) Can't update easily
- 3) Paid plugins also erroneous
- 4) CSS and JS support is less

Development Cost in UAE:

We at Royex Technologies have the expertise in developing e-commerce websites. We can easily develop your website in Opencart or any other platforms, based on your requirements and specifications we can give you an exact price. We usually charge around AED 15k for a website built with OpenCart.

Shopify

Shopify is a readymade e-commerce platform which is purely built for this one reason. Unlike other e-commerce platforms, Shopify does not let its users access the code rather it gives them a prestigious service and support of the same. It is very easy to learn and understand, a person with zero programming knowledge can also set up a shop in Shopify

Highlights :

- 1) Very easy to set-up and organize - simple drag and drop UI
- 2) Great speed and load time
- 3) Various eCommerce design templates available
- 4) No prior development knowledge needed
- 5) Offers free to use trial period

Pros:

- 1) Inbuilt hosting service
- 2) SEO optimized
- 3) Various themes available
- 4) Large Community
- 5) Various Payment gateways available

Cons:

- 1) Expensive than other eCommerce platforms
- 2) Hosting service is inbuilt but paid
- 3) Transaction fee is higher
- 4) Most plugins are very expensive

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 compares a mobile app and mobile website and suggests which one would be better for your business.

The second article lists the top 10 tools you can use for mobile app testing. The third article talks about some UX tips for improving mobile app design. The final article is flutter mobile app development.



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Flutter is Google's SDK, wants us to be able to use any device, environment or help us address the available market. Here's a guide on Flutter mobile app Development.

APP VS WEBSITE: WHICH IS BETTER FOR YOUR BUSINESS?



In the past few years, responsive design has come a long way. Building a mobile-friendly website that looks amazing on every phone or tablet is simpler than ever.

A website doesn't substitute an app, and a website is not substituted by an app either. They both give businesses distinct benefits, and they can work together.

Considering how a website and an app should work together can be more beneficial, not if you can prefer one or the other. You should not have to pick between a smartphone app and a website.

Both mobile apps and websites seem to be quite similar at first glance, but in fact, they are quite distinct from each other.

Whatever the medium may be, ensuring a smooth user experience is vital for businesses.

The choice of the medium depends on a number of variables, some of which include the target audience, the intended purpose, the characteristics required and the budget.

Here's a rundown of the mobile website vs. mobile app in terms of pros and cons, and what the business can expect from these both.

“ A website doesn't substitute an app, and a website is not substituted by an app either ”

Similarities Between Mobile Apps and Mobile Websites

Here are the common similarities between mobile apps and mobile websites:

- A mobile app and a mobile website are both built for simple access by mobile devices.
- Both allow social sharing possible for friends and followers.
- There are design elements on the mobile website as well as applications that look good on even smaller mobile screens.

Differences Between Mobile Apps and Mobile Websites

- An app can be downloaded and installed, unlike a mobile website.
- Without any functioning internet or Wi-Fi connection, the mobile app works offline.
- Interacts and also combines features of the device that involve the camera, calendar, etc

Advantages of Mobile Apps Over Mobile Websites

Speed: Native smartphone apps are designed by app developers for specific platforms, be it iOS or Android. Native software are in turn, quicker and more open than mobile websites.

Interactive means for user engagement: The apps integrate functionality that enable them to connect further with the basic elements of the software, unlike smartphone websites. Apps are definitely the best choice over websites for extremely immersive games because of interactivity.

Customization: After the applications are downloaded by the user, it enables them to configure the applications according to their needs. By providing personalized tips and alerts, apps can also monitor user engagement such that it is helpful to the user.

Works Offline: Once, you can do it even without a functioning internet connection if you download the software. For websites that need the existence of a functioning Internet connection, this is not feasible.

Push notifications: Delivering push updates to the user is an intricate aspect of the applications, depending on the consumer expectations set. The user must however, permit push alerts to be enabled in the settings.

More Intuitive Interface: Smartphone applications now have a more intuitive user environment for consumers, making it easier to complete activities. The applications also have the expected capabilities and features for consumers. This is not the case for smartphone websites, however.

Makes use of device functionalities: Some of the built-in device functionality, such as the GPS and the camera, are immediately accessible through the apps. The feature accounts for a better user interface. They will instantly detect and transfer the parcel/courier directly to the relevant area in the case of delivery applications.

Advantages of Mobile Websites Over Mobile Apps

Availability: It is easy to reach mobile websites through smartphones, tablets or desktops. It is not the case for applications; before accessing the app, the consumer must import the apps from the corresponding store.

Compatibility: Web developers build and construct responsive mobile websites that are accessible with a variety of devices, whereas native apps enable each form of computer to produce a particular version.

Broader Reach: Smartphone websites are getting the upper hand here again. In providing greater coverage, it is readily available through several networks, smartphones and totally outshines smartphone applications.

Affordability: As opposed to native app growth, mobile website development is cost-effective and sustainable. In addition, there is an extra pressure on expenditure as smartphone applications require several channels.

More Visibility: Smartphone websites surely have an advantage on smartphones here! The search results filter smartphone websites and even find their way into search folders. In this region, apps definitely lag, as they have a small presence only in the app stores of the vendor.

Which is the better option?

Many companies pair a smartphone-friendly website with a mobile app as mobile apps become easy to develop and manage. This mix will give you the best chance to broaden your scope to new clients, as well as to provide your most loyal customers with a personalized experience and tailored material, offers, and knowledge.

Adding language to the website is a popular usage scenario, prompting users to download your smartphone application. This allows you a fantastic opportunity to reach out to users, message them directly via push alerts, as well as take advantage of a mobile app's functionality.

You should not have to pick between a website and an app. Your website and an interface will function together and should.

TOP 10 MOBILE APP TESTING TOOLS



Without automation, it is hard to picture successful mobile app testing. Automated testing is an essential if you really want to take advantage of regular launches and lesser duration to launch.

Yet before you reap the rewards of automatic mobile testing, you need some of the best mobile testing tools or systems onboard to help you develop tests.

Fortunately, there are tons of excellent mobile testing resources for building experiments and we would like to discuss a few of the best with you. So if you want to ensure easy and productive creation of test scripts, keep reading.

How to choose the right testing tool?

How can you consider the correct method for creating test scripts? Begin by paying attention to relevant features – the ones essential for effective testing of mobile applications.

It has various scripting languages supported: It is critical that you have a number of different test development choices. This involves selecting from a number of scripting languages.

“ Without automation, it is hard to picture successful mobile app testing. ”

Ability to create tests for different mobile OS: You should search for a tool to help run the tests through different mobile platforms. Ideally, it will also include an ability to reuse code, so you won't need to build different test scripts for each system.

Script-less test generation options: It's important that tests are created without coding. This functionality of the mobile testing tools is useful for those without programming skills. Plus, this way, you can build tests really easily.

The incorporation of CI/CD tools is straightforward: Make sure the mobile testing tool easily integrates with the software you are already using as part of the CI/CD processes.

Top 10 Mobile App Testing Tools

We have selected 10 different mobile app testing tools in this list:

TestComplete

We have selected 10 different mobile app testing tools in this list:

TestComplete is an Automated UI Evaluation System developed by SmartBear. It enables the development, management, and execution of web, desktop, and mobile UI tests. TestComplete enables the validation of smartphone apps, both native and hybrid.

Key features:

- Supports multi platform mobile testing
- Facilitates the manual composition of test in Code Editor
- Supports Html, Python, VBScript, Jscript, C# and C++
- Integrates easily with common CI/CD devices, such as Jenkins, Git and Jira



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

- Provides a record and replay feature to build test without writing a single line of code
- Supports the development of keyword driven tests
- Converts all documented GUI tests and keyword-driven test scripts into supported scripting languages

Kobiton

Kobiton is a platform for mobile app testing that lets users build and produce perfect mobile experiences. It comes with functions such as actual system monitoring, device lab administration, creating appium scripts, and health checking apps. Live app training enables users to navigate actual apps inside the cloud with complete orientation and gesture support.

Users will perform any of the gestures on a cloud app, such as press, click, and scroll. Kobiton offers real-time device monitoring focused on comprehensive reports, including images, photos, gestures, and system statistics such as battery efficiency and memory.

Device lab management enables users to merge systems into one common test operation and a standardized platform for management. Users are able to handle apps from a single Admin screen. Kobiton provides complete networking assistance, SIMs, GPS and natural gestures.

Kobiton provides robust support for Appium which also connects with other applications such as TeamCity, Jenkins, Jira, and Travis CI. Continuous monitoring and an improved remote control interface allows users to detect problems more easily by recorded images and screenshots. Automated testing tools enable developers to check mobile apps on both Apps and Webs.

Calabash

Calabash is a platform for open source acceptance research that enables you to write and execute iOS and Android app testing.

This is an Automated UI Framework that allows for the development of tests using Cucumber written in Ruby.

Calabash operates by allowing automated User experiences inside a Mobile program, such as buttons clicking, text entry, responses validation, etc. Running on various Android and iOS platforms can be enabled, and provides real-time reviews and validations.

Calabash framework operates by allowing interactions between UIs within an application such as pressing buttons, entering messages, validating responses etc. This also includes a bridge that lets you run and validate Cucumber tests on iOS and Android.

Calabash includes specific tests written in Gherkin, supported by Ruby language code, and executed inside the Cucumber Project framework. Throughout Calabash, files for description of functionality and files for description of actions play important roles for operating mobile automation.

Appium

Appium is an open-source automated framework allowing the development of UI tests for native, mobile, and hybrid apps. This includes smartphone apps for both iOS and Android, and allows reuse of code for Android and iOS test suites.

Appium is identical to selenium, and you would have no trouble setting up Appium if you're used to dealing with the test automation framework.

Key features:

- Supports cross-platform testing and reuse of code
- Supports various programming languages (Java, Python , Ruby, Javascript, PHP) for test creation
- Appium Desktop has a recording feature that allows to capture gestures as code
- Fits well with Jenkins and other CI/CD tools

EarlGrey

EarlGrey is a native testing framework for iOS UI automation which helps you to write simple, succinct tests.

You get access to improved synchronization capabilities with the EarlGrey platform. EarlGrey automatically syncs with the UI, network requests, and different queues; however, if necessary, it still enables you to manually apply custom timings.

The synchronization capabilities of EarlGrey help ensure the UI is in a stable state before activities are carried out. It improves the reliability of the experiments significantly and renders tests extremely repeatable.

EarlGrey operates in tandem with the XCTest system and interacts with Xcode's Test Navigator such that checks can be performed directly from Xcode or command line (using xcodebuild).

TestDroid

Testdroid Cloud helps mobile apps and game developers to use their computer resources to build, test, and validate the right features and behaviour of applications on hundreds of actual computers, through various OEMs, with specific OS versions and hardware setups, either manually or through automatic access.

Testdroid Cloud's free usage of Intel Atom-based hardware offers Android App developers an easy way to test their applications, games, and utilities on actual smartphones.

Testdroid Cloud supports both Android and iOS standard test automation systems, such as Appium, Calabash, Robotium, uiautomator, UI Automation, Espresso and several more, which consumers can use to test their native, hybrid, and web applications.

The latest software functionality of Testdroid Cloud – Testdroid Interactive – can include immediate, remote manual access to all of the Intel Atom-based devices and users will use a web browser to take interactive remote access and debug sessions to certain devices.

Appium Studio

Appium Studio is an IDE produced by Experitest, which was built and implemented utilizing the AppiumSelenium WebDriver API for mobile test automation.

It is an improved, commercial variant of Appium for Android and iOS , an open-source platform designed for large-scale Business deployments. This deals with the key problems present in Appium research in basic terms. It helps companies to deliver smartphone applications that perform great in less time.

The design of Appium Studio is split into two primary categories:

- The first is a visual application creation platform, which offers functionality such as test recorder, device reflection, and object spy to its users.
- Next is the Appium execution engine , designed exclusively for mobile apps. It system makes monitoring, concurrent execution, out of app testing.

Robotium

Robotium is an open source android application development platform with comprehensive functionality that covers almost any imaginable scenario encountered in Android applications.

It's been the most commonly recognized platform for Android Black-box testing with its powerful features to build test scripts for interactive, framework, as well as approval test scenarios.

Robotium is ahead of other device automation platforms with total support for both Native and Hybrid apps. As a JAVA-based library, it is versatile enough to be combined with numerous JAVA-supporting testing platforms.

It manages user activities such as Tap, Touch, Swipe, Slide seamlessly and is flexible enough to claim and check any single feature on the application interface.

Experitest

Experitest offers automation, manual monitoring, and performance assessment resources for mobile and web testing.

The SeeTest quality control platform of the company, accessible either as a SaaS or on-site implementation, allows testing of online and smartphone apps through a broad variety of browsers and mobile devices in real end-user conditions.

The SeeTest framework effortlessly incorporates Appium, Selenium, UFT, Junit, Jenkins, Eclipse, Visual Studio, Xcode, and Android Studio into all application-lifecycle management environments.

Solutions offered by Experitest are accredited by HP and Microsoft. The client base of the organization comprises Fortune 500 firms including Visa, American Express, Apple, Ibm, Cisco, McAfee, Citibank, Starbucks, Walmart among others.

UX TIPS TO IMPROVE MOBILE APPS DESIGN



A study by Google revealed that an average consumer has about 36 applications installed on their smartphone and uses only nine of them per day. Statistically, for more than a year, just four percent of apps would be used.

It makes a convincing argument for making great mobile applications by utilizing the fundamental concepts of user interface design (UX) to your benefit. A more functional app has a strong user engagement and decreased risks of uninstalling the device. Strong UX and increased customer retention are also one of the key factors for an app to gain popularity.

Here are the five UX tips for helping you design mobile applications in a better way.

User goals should be your top priority

In the Smartphone world, there are two players - In a relatively new area, you are stuck on a lane, and it rains heavily. You launch an app to call a taxi. As a customer, what is one thing you're hoping to achieve as soon as the app opens? Hopefully, catch a taxi at the earliest.

If your users may be trapped in such a scenario, then design your mobile app for those users and their intent.

“ An average consumer has about 36 applications installed on their smartphone ”

A call-to-action button that is clear and visible

A few points to remember when you create your CTA. One, that will specifically describe the action. The action button in the taxi app could be 'request a ride' instead of a simple 'send.' This should help clarify the expected intent.

Next, an action button will be easy to see and use. A right-handed person can't touch the top-left corner of a mobile phone without extending or utilizing both of the hands. Keep the mobile in your hand and consider the region of the device your thumb can comfortably touch without a push. This may be the location where the action button will be positioned.

Optimize bandwidth consumption

The heavy network usage is another obstacle when it comes to mobile user experience. Restrict the data you want to download on the go. Background services waste a great deal of bandwidth.

Build reusable graphical assets on a map for different activities inside the application, such as a taxi icon to show moving taxis around the area. Requests user option for more downloading of content, graphic materials, photographs, and videos within a section.

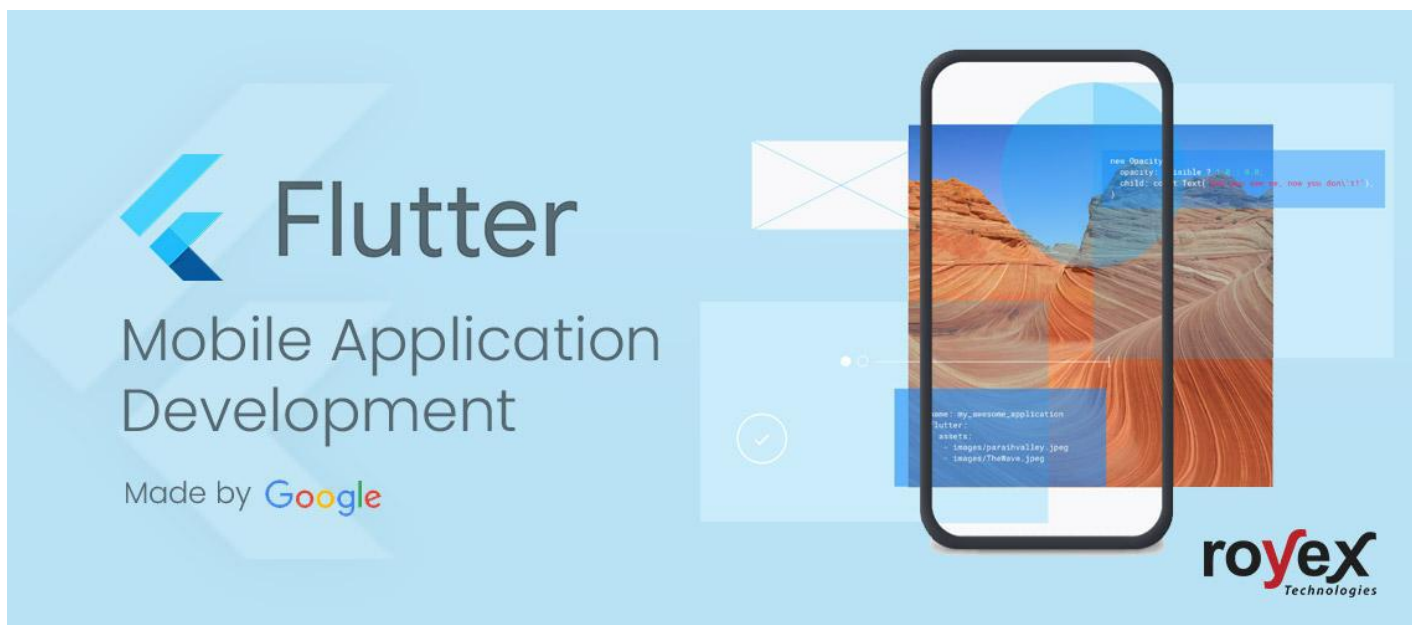
Optimize battery usage

On Android Dev Summit, Google announced how mobiles spend its battery power. They stated that screen brightness and screen color was the key factor in battery use

Where the app is big on calculations or complex navigation, a mobile battery drain is more likely to occur. Background services like location detection are also high on battery consumption.

Keep the UI simple — less, darker colors, shorter navigation, and background resources are minimal. Let's hope these tips will help you improve your mobile app UX and increase the retention of your users.

FLUTTER MOBILE APPLICATION DEVELOPMENT



We live in a world where internet rules every corner of our lives. Many of us skim throughout the day, or switch between multiple devices: phones, smart watches, tablets, etc. Flutter on this emerging world where it focuses to move away from any individual devices and let you to use your services in any devices wherever you need them.

Flutter helps you to choose any device or environment instead of being asked "what device are you using or targeting?" Flutter a Google's SDK, wants us to be able to use any device, environment or help us address the available market.

Major components of Flutter:

- **Flutter Engine:** It is the runtime for hosting flutter applications, developed in C++, provides low-level rendering support using Google's Skia graphics library
- **Foundation Library:** Developed in Dart Language, provides a base layer of functionality for apps and is used by all layers of the flutter framework.
- **Widgets:** These are the Basic building blocks similar to native android or native iOS for UI.

“ Flutter became the most requested cross-platform technology on Stack Overflow ”

Why to choose Flutter for app development ?

- 1. For Developers:** Flutter means faster and more powerful mobile app development. We can make changes to the code and see them right away in the app! This is called Hot reload, which usually takes seconds (milli) and helps developers add features, fix bugs and quickly try.
- 2. One Code for Both Android and iOS:** Developers write just one code for your 2 apps - including Android and iOS platforms. Flutter is not dependent on the platform, because it has its widgets and designs.
- 3. Less number of Testing Process:** If you have the same app for both android and iOS it means less testing! The Quality Assurance process can be incredibly fast.
- 4. High Performance Apps:** Flutter application works smoothly, fastly so that no hanging and cutting while scrolling.
- 5. Application UIs which your users will love:** It is easy to create your own widget or customization on existing widgets.
- 6. The same application UI can be used on Older Devices:** Your new app will look the same, even on old versions of Android devices and iOS devices. No need to spend additional cost for using older devices. Flutter runs on old devices like Android Jelly Bean or newer, as well as old ios devices like iOS 8 or newer.

When is Flutter the right solution?

- 1. Instant 2 platform Apps and progressive web apps:** They need to be small and Flutter apps even after optimization – are bigger than native applications. The edge varies from just a few to 20 megabytes, based on whether it is a releasing state or development build state. Note that Google allows apps of max. 10MB.
- 2. Applications that communicate with any hardware via Bluetooth:** If you want to develop an application which uses device's bluetooth we can use Flutter, you can:

3. Apps that using rare, little-known native libraries: If in the development of your app, you may need to use some native libraries which are not already available in the Flutter repository , it may be possible but it will be difficult. Developers will be required to to implement the custom platform channels by themselves – separately for both platforms. This may take some time.

4. Integration with upcoming Fuchsia OS: Google will soon launch its hyped Fuchsia OS. The basic idea behind Fuchsia is to have an OS that integrates all types of devices. Fuchsia is a cross-platform OS designed to work on all types of devices, from smartphones to desktop, laptops and even wearables.

Google will probably start focusing more on Fuchsia instead of Android over time So it's highly likely that using Flutter upgrades can keep your business ready for Fuchsia whenever it enters the market.

Difficulties with Flutter App Development

1. Flutter only works on mobile applications and is not supported by web browsers.
2. Flutter is not designed for high device flexibility. The Flutter is new which its library range is limited, so developers need to build these libraries themselves, which is quite tedious.



“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. We 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.

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).





Gasista
JUST TAP TO GAS UP!



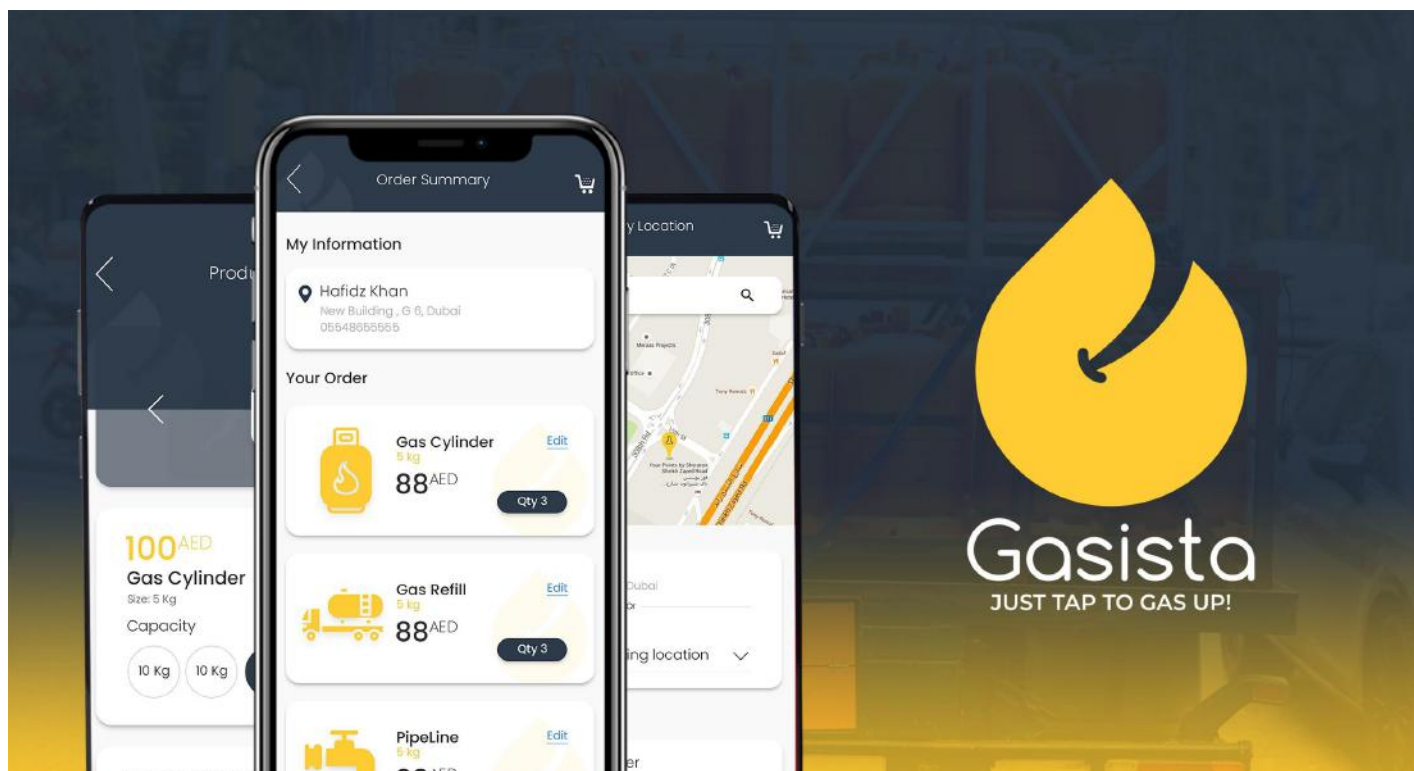
Schedule Your **Gas Cylinder** Delivery
Before You Get Home

Download the App:



INTERVIEW

INTERVIEW WITH JENNIFER WEHBE, EXECUTIVE DIRECTOR, THE GO GROUP



ABOUT Gasista: Gasista is an on-demand gas delivery service that offers refilling of cylinders anytime and anywhere through their mobile app. Gasista offers handy features such as scheduling booking, emergency booking, live tracking, and regular status updates. Gasista offers convenient online payments and you can place your order in seconds using the app.

Today, we interview the honorable executive director of the GO Group, Jennifer Wehbe, where we ask her a few questions about the company to give our readers a deeper insight.

Q. Please introduce your company to our readers

A: The GO Group is a player in the e-commerce industry with a strong focus on enhancing customer delight. The team strives to fulfill the vision of designing pragmatic digital portals focused on consumer convenience. We put our unrelenting dedication to employing the latest technologies to create innovative lifestyle solutions..

Q. What was the idea behind starting your application?

A: As a consumer of LPG cylinder, we were not able to identify the nearest provider in our area, the only way to order is to make a random phone call. .



INTERVIEW

In many instances we couldn't track the delivery, especially if we are out of Gas while cooking and all payment on cash basis. We thought to have a platform where consumer can see nearby vehicles, track the order and credit card online payment option. This what we are targeting to provide through Gasista to our users.

Q. How simple is your booking system than the traditional approach?

A: Gasista brings to you an all-new and convenient way of booking your gas refills. We are an "on-demand" and reliable gas delivery service that refuels your cylinder anytime, anywhere!

With our user-friendly mobile application, you can order a gas refill from your phone and get it delivered right to your doorstep.

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?

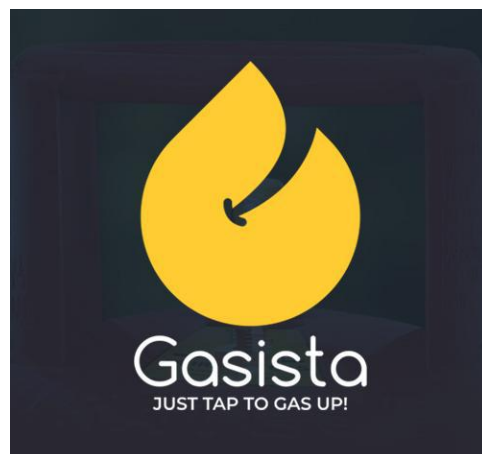
A: We understand that the world is increasingly taking to the digital domain which specializes in easy accessibility as well as appealing options to enhance quality of life. And therefore, we have invested in continually innovating and finding new solutions to identify the consumer needs through our robust design thinking process

Q. Who comprises your target market? and What areas do you cover in the UAE?

A: We are targeting all consumer of LPG cylinder in multiple communities. Gasista is launched in Dubai first and covering many areas.

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

A: Users of Gasista will have three routes of placing the order. Option one will be selecting a nearby supplier, second option is to schedule and third option to select from a preferred supplier. Contactless payment through a secure global payment gateway if the client decides to pay online.



INTERVIEW

Q. How do you fulfill your customer's LPG needs? Who are your service providers?

A: We want to ensure the best customer experience, so we have increased our suppliers network to make sure that we are present in the main areas. Gasista policy is to enter into agreement with only reliable and approved distributors in Dubai.

Q. What are the initial feedback/reactions you received from your customers about the application?

A: It is impressive how our customers reacted to the idea. Gasista was perceived with a lot of positive feedback. It is actually a relief for LPG consumer especially in this period where customers can proceed with online payment and avoid any kind of contact with others.

Q. Why did you choose Royex Technologies as your technology partner?

A: The selection of Royex Technologies is based on technical and commercial decision. From the technical perspective, Royex Technologies has a reputable portfolio in mobile application development with landmark brands and their proposal was very competitive from commercial point of view. This is the right combination for us to consider them our partners.

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

A: In this project Royex was awarded for the design and development. We were happy with their performance and their local resources. They are technology-oriented people, as we were able to overpass a lot of obstacles during this pandemic, I will take this opportunity to thank each one of them on this excellent job.



Download THE GASISTA APP:



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Technologies

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