

ONLINE MAGAZINE

# MOBILE APPS & E-COMMERCE

**MAINTAIN  
ECOMMERCE  
WEBSITE**

**RISE OF  
AUGMENTED  
REALITY  
IN E-COMMERCE**

**ONLINE REVIEWS  
IN E-COMMERCE**

**AI & ML  
IN  
ECOMMERCE**

**MILLION DOLLAR  
APP**

The Definitive Guide To Create A Million  
Dollar App Business From Scratch

By Rajib Roy

**BOOKS WRITTEN  
BY OUR CEO**

**BUILD SECURE  
MOBILE APP**

**COST TO DEVELOP  
SHOPPING APP**

**MACHINE LEARNING  
IN MOBILE APP  
DEVELOPMENT**



Now Available on  
**amazon**



# TABLE OF CONTENTS /

---

## E-COMMERCE

---

10 Step Guide on How to Maintain an Ecommerce Website.....	07
Augmented Reality Is the Next Big Thing in the E-commerce.....	12
Why Online Reviews Matter & How They May Help Your Business.....	16
AI & Machine Learning: Their Roles in the Ecommerce Industry.....	20

## MOBILE APPS

---

How To Build A Secure Mobile Application.....	27
Cost to Develop an Online Shopping App Like Lulu Shopping in UAE.....	31
Effectiveness of Machine Learning in Mobile App Development .....	35

## BOOK OVERVIEW

---

Overview of The Books Written By Our CEO Mr Rajib Roy.....	44
--	----

# EDITOR'S NOTE /

---

Royex Technologies specializes in ecommerce website development and mobile app development along with other related services.

With many years of experience in these fields, I have decided to write books sharing my years of expertise gathered from the work that me and my company have done.

In 2020, I published my first book on lead generation titled, 'Turn Your Website Into a Lead Machine' which gained a lot of popularity and was on the bestseller list for a while.

Following the success of this book, I've decided to write on mobile app development as well. More specifically, on how you can create a successful mobile app business from scratch. It covers all the stages of mobile app development and goes into great detail about every aspect of making a mobile app business successful.

The book is titled, "Million Dollar App: The definitive guide to create a million dollar app business from scratch", and is now available on Amazon.

Hence, in this edition, you will find an overview of these two books along with our regular feature of ecommerce development and mobile app development articles.

*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



This issue of our magazine features four articles in the ecommerce section. The first article is about ecommerce website maintenance. We highlight the importance of website maintenance and a ten-step guide on how you can make sure your ecommerce website is best optimized for your customers.

This includes reviewing your website information, ensuring optimal security for your site, updating all the product information, and many other useful tips.

The second article highlights the importance of Augmented Reality in eCommerce. You will know how eCommerce is slowly transitioning into ARCommerce. AR brings a lot of possibilities into enhancing eCommerce via its innovations.

The third article talks about the importance of online reviews in helping your online business. Customers are reluctant to buy from businesses with barely any reviews.

You will know how reviews help your business grow and increase the credibility of your store.

The final article explains the role of Artificial Intelligence and Machine Learning in eCommerce. They contribute a lot for eCommerce through personalization, decision making, and many other contributions.



## 07 10 STEP GUIDE ON HOW TO MAINTAIN AN ECOMMERCE WEBSITE

Poorly maintained websites harm ecommerce businesses to a great extent. This is why our guide will explain how you can maintain an e-commerce website easily

## 16 WHY ONLINE REVIEWS MATTER & HOW THEY MAY HELP YOUR BUSINESS

Since people can't touch or feel the products they intend to buy, they want to judge the quality of these products, relying on online reviews given by fellow shoppers.

## 12 AUGMENTED REALITY IS THE NEXT BIG THING IN THE E-COMMERCE

AR enables users to try the products via a screen in real-time in their own environment. That somewhat bridges the gap between physical stores and online stores.

## 20 AI & MACHINE LEARNING: THEIR ROLES IN THE ECOMMERCE INDUSTRY

The future of online shopping will be determined by the advancements in AI and machine learning technologies. Find out how in this article.



SMALL BUSINESS TO  
**LARGE**  
**ENTERPRISE**

## 10 STEP GUIDE ON HOW TO MAINTAIN AN ECOMMERCE WEBSITE



Making sales is the sole purpose of starting an ecommerce business. And all your sales funnels eventually propel prospective customers to your website. Hence, you can't succeed in the ecommerce business without having your website up and running smoothly. That's where ecommerce website maintenance enters the picture. What's more dejecting for visitors if they come all the way to your website only to discover that it isn't operating properly? On top of that, you have to invest a good amount of money to acquire customers. So, maintaining an ecommerce website has no alternative to help you make sufficient profits.

### Why Does Ecommerce Website Maintenance Matter?

A malfunctioning website can seriously affect the conversion rate. All your hard work in making an ecommerce site and earning a reputation will go in vain if your website isn't maintained routinely. You're less likely to face probable glitches if you use a quality enterprise ecommerce platform. However, ecommerce website maintenance matters a lot for the following reasons.

“  
What's more dejecting  
for visitors if they  
come all the way to  
your website only to  
discover that it isn't  
operating properly?  
”

You can:

- Reduce the cart abandonment rate to a great extent
- Provide enhanced user experiences for the visitors
- Keep the site compatible with new updates
- Provide up-to-date content for the readers
- Gain customers trust in terms of security
- Improve overall SEO rankings
- Increase traffic to your ecommerce site.



## How to Maintain an Ecommerce Website

Websites with slow load speed cause a \$2.6 billion loss in revenue each year. 89% of customers tend to buy from a competitor after they experience poor issues with a website. Compiling these two stats, it becomes obvious that poorly maintained websites harm ecommerce businesses to a great extent. Don't worry! Here, we have enlisted the best ecommerce maintenance practices to enlighten you.

### 1. Review Your Website Information

Start your inspection with the domain name. Your domain name carries the identity of your eCommerce business. Ensure that you're paying the domain and hosting fees timely so that it doesn't get taken away from you. Carefully take note of your hosting credentials, admin information, FTP access information, third-party extension details, social media profile details, all company email names and passwords, and CRM account information. You never know when you'll need these credentials to facilitate a smooth journey of your business.

## Did You Know?

- 46 percent of online shoppers count social media when deciding whether to buy something online
- 50 percent of the population online has shopped at Internet retailers more than one time
- By the year 2040, it's estimated that 95% of all purchases will be through eCommerce
- 71 percent believe that they can find a better deal when they shop online rather than going to a store



## 2. Ensure Optimal Security

Security is the main concern when it comes to website maintenance. It's important to ensure high-level security to safeguard your website from hackers. Every day many company websites get compromised because of a poor security system. Ecommerce sites are more sensitive since they save customers' personal details and payment information for future use. Examine both your website and server to find out security pitfalls and potential threats. Pay close attention to SQL injection, malware attacks, XSS, and SSL to ensure website security. Optimize your website in a way so that customers can trust you while making transactions.

## 3. Check the UI & UX Design

You will hardly find a website that doesn't have a design issue. Developers and designers work relentlessly every day to solve new and unique issues. Encourage your employees to convey the message to the developer team whenever they find a design issue. This is a continuous process. Keep the UI and UX design tidy so that customers have a great user experience while shopping from your online store.

## 4. Update Product Information

Suppose you used to sell a product that has been recently discontinued by the supplier or manufacturer. Is it appropriate to keep it on the website anymore? Besides, product prices and specifications may also change slightly for many reasons. Keep them updated in real-time so that your customers don't end up ordering something you don't have or can't deliver as promised. Keep all product information updated including product descriptions, specifications, and prices. And don't forget to identify obsolete content and refine them in keeping with new trends.

## 5. Investigate SEO Health

It's very important to audit the SEO scores of your website once in a while. Without a properly SEO-optimized ecommerce website, you will lose a significant number of visitors and your site rankings will surely have a downturn. Check the entire website for broken links. SEO practices involve a great number of outbound and inbound links. Make sure all links look natural and relevant to their context. Fix or delete any broken links and get rid of all 404 errors. Moreover, audit all your meta titles and descriptions. Keep them confined within the acceptable pixel length is preferred by search engines. Optimize the site speed as well to improve your website's SEO health.

## 6. Create a Website Backup

You can't afford to lose valuable customer data and programming data that have been collected and implemented throughout a long period of time. How would you feel if your PC hard disk got crashed? Losing a website's data gives us the same feeling. Store all your data in a separate place where data loss is less likely to happen. Create a website backup almost every day so that you never lose any fragment of your work.

## 7. Review Browser Compatibility

Most people use Microsoft Internet Explorer, Google Chrome, and Mozilla Firefox as their go-to browsers. But there are still a few other browsers that have a great number of users. You need to ensure that your website is equally responsive to all browsers regardless of the device and operating system. A responsive website increases conversions significantly.

## 8. Optimize the Shopping Cart

Numerous customers add products to their carts but leave the site without completing the checkout process. This is called cart abandonment. Website errors, poor navigation, bad shipping policies, weak payment gateway, etc. are some of the major reasons behind cart abandonment. Some of them leave their cart because they need to input a lot of personal information. Some carts don't remember your added product once you go back or move forward to another page. All these glitches contribute to increasing cart abandonment rates. You should maintain the shopping cart and checkout process properly to reduce cart abandonment and increase conversions.

## 9. Check for Other Issues

When visitors input data through a form or any other way, make sure that you're receiving them at the backend as desired. Check your contact details on whether or not they're directing visitors to the right place. Measure the success of your website using analytics and get credible information about user behavior- how visitors react to different components of the website. You can conduct A/B testing on different versions of the website to determine which version performs the best in terms of conversions. Scrutinize and remove spam comments, links, and reviews. Keep your website as clean and clutter-free as possible. If your website loads slowly, immediately employ a team to find out underlying issues and have them fixed ASAP.

## 10. Use Google Tag Manager

To run your website smoothly you need to use third-party codes. Google Analytics, Hotjar, LiveChat, Adwords, etc. tool effectuate a few code snippets. You can use Google Tag Manager to manage these codes more easily and efficiently. This tool enables users to have great control over each script, remove unnecessary tools, track events without harming HTML code, set up more advanced analytics, and more. Simply put, Google Tag Manager makes ecommerce website maintenance more convenient and efficient.

Regular ecommerce website maintenance will help you enhance the user experience, secure your website data, improve its SEO health, and generate more sales in the long run. Get rid of the glitches all by yourself before they get exposed to the visitors.

Royex Technologies, a leading Website, Mobile App, and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at [info@royex.net](mailto:info@royex.net) and we can send you a proposal based on your idea.

## AUGMENTED REALITY IS THE NEXT BIG THING IN THE E-COMMERCE



Online shopping has seen a great spike in its growth over the past few years. The only shortcoming it has is that people can't feel, touch or try out the products firsthand before they reach their doorsteps after making a purchase. On the contrary, brick-and-mortar shops allow buyers to give trials to the products prior to the purchases. After the advent of augmented reality (AR) technology, it seems like the end of e-commerce is just around the corner.

Why so? Because AR enables users to try the products via a screen in real-time in their own environment. That somewhat bridges the gap between physical stores and online shops. Consequently, traditional e-commerce is going to lose dominance in the market, instead online shops equipped with AR technology will reign in the kingdom of the ecommerce industry.

### Why is AR the next big thing?

The future of ecommerce largely depends on the integration of AR technology. Don't just take our words for it, the rise of AR is well documented by statistics. AR expenditure reached almost 60 billion USD in 2020. Over 60% of online shoppers prefer an AR-enabled ecommerce company over a conventional one. 63% of online shoppers believe that AR has the potential to transform their shopping experiences.

“ Over 60% of online shoppers prefer an AR-enabled ecommerce company over a conventional one. ”

70% of them say that they would become more loyal to brands that would incorporate AR technology into their online shops. All these numbers are talking on behalf of AR technology, being the next big thing in the ecommerce industry.

## How does AR bring reality to online shopping?

The idea is simple. AR adds multiple layers of digital information to our physical world and displays computer-generated images placed in the real world through a digital screen. Thus, people can see things from a new perspective, and experience a product in a real environment before buying it.

AR technology has the ability to reduce the product return rate to a great extent by providing customers with the facility to watch 3D models of the products they want to buy. They also can customize the products using AR technology and get products of the right colors and sizes. AR enhances customers' trust and confidence in products and improves the conversion rate.

## Moving from E-commerce to AR-commerce

Let's embrace this new term 'AR-commerce'. Here, AR-commerce refers to augmented reality-based ecommerce services. AR-commerce will soon take the place of ecommerce because of its ever-growing popularity in recent years. With AR, online retailers are offering a more personal and interactive buy-and-sell environment that is transforming the online shopping experience of online shoppers to a great degree. Unlike traditional ecommerce stores, AR allows customers to preview their products in their real-world environment, in real-time. Ecommerce stores have already started to integrate AR into their businesses. Check out the following uses of augmented reality in ecommerce.

### Virtual try-on

Augmented reality successfully reduces the ambiguity related to e-commerce purchases. It helps customers visualize the products in their own context of the physical environment. Thus they can perform a virtual try-on before purchasing any item from an online shop. Furniture and home accessories company IKEA has introduced its augmented reality enabled app IKEA place and achieved significant success from it. People can now see if a specific piece of furniture suits the surroundings of their rooms. Even they can customize the size and color as per their needs.

Beauty and cosmetic brands are using AR to its fullest potential. Selecting a color palette online and ending up with an ugly look wearing that in real life is a common phenomenon. Now consumers can try out several options and choose only the ideal one that suits their faces. Renowned cosmetic brand Sephora has adopted AR technology and achieved enormous success.

## Imitation of in-store experiences

As a lot of people prefer buying from physical stores to have an in-store experience, AR also imitates this idea to engage consumers in the buying process. Starting from a live chat with the shop representatives to trying out the selected products, people get an in-store experience when they shop from a-commerce shops.

## Virtual measurement app

It's more convenient to buy fitting shoes and dresses from brick-and-mortar stores. AR made that possible in ecommerce. Now you can virtually try out a product comprising the right size. AR provides a better solution to put an end to the fitting issues. This is a revolutionary addition in ecommerce stores and it can minimize product return rate drastically.

## AR user manual

Some products involve many complexities in the ways they operate. Buyers need to take help from the user manuals. AR technology brings more engaging, user-friendly, and useful user manuals consisting of step-by-step visual guides. Users can easily understand the operational procedures with the help of these detailed manuals. Augmented reality technology integrates an immersive 3D experience to provide useful and straightforward user manuals for the consumers.

## Social media filters

Every popular social media platform has already introduced hundreds of AR filters to increase user engagement and improve their experience. At first, it was intended to add more fun to social media activities. But now, AR comes with huge business potential. Brands can use AR filters via their business profiles or pages to allow visitors to try out their products virtually. Facebook and Instagram are the two social media that make use of AR technology to boost up brand awareness, engagement, and sales for the retailers.

## How AR-commerce is better than E-commerce

**Customer engagement:** Augmented reality is gradually transforming the ecommerce industry. It has made online shopping more accessible and engaging for prospective customers. Buyers get a better look at the product and can determine if it perfectly fits their needs. According to a stat, AR facility improves customer engagement by 66%. And the reason is obvious. People spend more time on an AR-enabled website even if they don't have a buying intention.

**Conversion rate:** AR also helps boost the conversion rate. The average conversion rate of traditional e-commerce is around 3%, with AR it reaches 11%. This happens because AR comes with more trustworthiness allowing visitors to have a virtual try-on session. Buyers can now see how a product fits in their own space. This facilitates their buying decision and eventually boosts sales for the retailers.

**Customization and modification:** Most customers tend to try out numerous products before finalizing their choice. Previously, it was quite difficult for ecommerce customers to explore many choices. AR made it possible for them to modify or customize their products in terms of designs, patterns, colors, and more.

**Premium feeling:** According to research, 40% of online shoppers are ready to pay more for a product if the retailer allows them to view that specific product via AR. AR has a psychological impact on buyers' minds. Studies say that people see items shown in AR as more worthy of their money than products shown in typical ecommerce stores. AR makes products more desirable and adds a premium feeling to them. Thus, one can make more profits with a-commerce than ecommerce.

Royex Technologies, a leading Website, Mobile App, and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at [info@royex.net](mailto:info@royex.net) and we can send you a proposal based on your idea.

## WHY ONLINE REVIEWS MATTER & HOW THEY MAY HELP YOUR BUSINESS



Did you know that 92% of customers hesitate to buy a product with no review from the buyers? 97% of them get influenced by online reviews given on ecommerce websites. 84% of consumers accept reviews as recommendations from their friends and family. Most importantly, 94% of people avoid patronizing an ecommerce website with significant bad reviews. These numbers are speaking of the extreme importance of online reviews in the ecommerce industry.

Since people can't touch or feel the products they intend to buy, they want to judge these products' quality, relying on online reviews given by fellow buyers. That's why ecommerce product reviews matter a lot, especially for business owners. Positive reviews can help them see a great spike in sales; on the contrary, poor reviews can cause a downturn. Keep reading to learn more about ecommerce reviews.

### Why Do Online Reviews Matter?

With the skyrocketing growth of ecommerce marketplaces, the number of fraudulent sales is also increasing each day. Ecommerce customers are also aware of this fact, and they try their best to scrutinize the authenticity of online stores before making a purchase. Who reads ecommerce reviews? Almost everyone. According to statistics, 91% of customers read online reviews to find the ideal products for them.

“ 91% of customers read online reviews to find the ideal products for them ”



An average consumer is ready to spend up to 31% more money for products with excellent reviews. A study shows that only five positive reviews of a particular product can increase its selling chances up to 270%.

Ecommerce reviews are more trustworthy than television advertisements. 68% of millennials believe in online reviews, whereas 34% prefer TV ads. Customer reviews are almost 12 times more trustworthy than the descriptions provided by the manufacturers. Yes, there are fake reviews on almost every website; still, people get influenced by online reviews to a great extent. And all these above-mentioned facts and figures prove that online reviews matter a lot for ecommerce businesses.

## **How Can Ecommerce Reviews Help Your Business?**

Word of mouth and user-generated content plays a big role in converting ecommerce website visitors into customers. Online reviews contribute to increasing conversions and affect a few other aspects of the ecommerce business. Keep reading to know how ecommerce reviews can help your business grow and generate more revenue.

### **Reviews Enhance the Credibility of Your Online Store**

Most online buyers conduct online research before finally buying a product. Customers are more likely to buy from a website that has a review section filled with user-generated content. Product descriptions are claims made by the manufacturers, but reviews are social proof endorsed by mass people. That's why reviews enhance the credibility and authenticity of your business.

### **Online Reviews Influence Customers' Buying Decision**

According to a study, 67% of consumers trust ecommerce reviews given by strangers. What if these reviews come from your acquaintances? That shows the influence of online reviews on prospective customers' minds. Any review influences the buying decision of consumers. Reading positive reviews from fellow buyers helps new buyers grow the confidence to buy the same product.

### **They Improve Your Site's Search Engine Presence**

Reaching the first page of search engine results is one of the prime goals of each ecommerce website. Customer reviews can help you greatly in this regard. Most reviews contain relevant keywords, product names, brand names, and key features to some extent. Besides, getting reviews means that you have fresh content uploaded to your website. These keywords and review content may get indexed and ranked by different search engines.

## **They Facilitate Product Development Process**

You'll not receive only good reviews for sure. Sometimes, you might be criticized for the shipping and product quality of your products. You'll get a resourceful insight into these products that can help you think from a new perspective. Analyze what customers expect from your business and consider their suggestions to improve your services. Try to avoid making the same mistake again. Constructive feedback will allow you to offer better products for your customers.

## **They Help Build Customer Loyalty**

Loyal and repeat customers are a valuable asset for your business. You can increase their loyalty through online reviews. How? Ask them to write reviews for your business and feature those reviews on your website's review section, testimonial section, and blogs. Thus, they'll feel rewarded and more connected to your business. This will provide you with twofold benefits. Your loyal fans will become more loyal to your business, and other regular customers will be impressed with their loyalty.

## **Even Negative Reviews May Lead to a Purchase**

Negative reviews can harm your ecommerce business significantly. But a few negative reviews prove that you didn't get all these reviews via paid means. That adds to the authenticity of your business. Besides, a bad review may be centered around a topic that doesn't bother most prospective customers. When both merits and demerits are shown throughout the reviews, people get to know both your products' best and worst sides. That helps them make purchases after analyzing the pros and cons of the products in question.

## **How to Get Online Reviews for Your Ecommerce Site**

Customer reviews will come automatically if you can provide excellent products and services. Still, you can make extra efforts to speed up the process by using some proven tactics. Follow the below instructions to encourage your customers to put online reviews.

**Ask for reviews:** You can ask your customers to leave reviews. The best practices to ask for them are through the final checkout page or pop-up notifications. Or you can ask for reviews via shipment delivery emails. It's better to send automated emails to a customer one week after he/she made a purchase. This time period will allow them to use your products for a few days and give reviews while their experiences are still fresh.

**Introduce a user-friendly review section:** Customers are likely to avoid anything that takes time and involves hassles. Keep the review submission form as simple as possible so that users don't face any complexity while filling out the input fields.

**Offer incentives for your customers:** Every customer loves to receive discounts and offers. You can offer special discounts, promo codes, and exclusive offers to your customers for their next purchases. This is not like getting positive reviews in exchange for incentives. Ask for honest reviews. If you deliver high-quality products, you will naturally receive positive reviews. Another great way of incentivizing the customers is to offer free shipping to your customers in exchange for online reviews.

**Conduct customer surveys:** Surveys are a great way to overview each aspect of your ecommerce business. Send emails to your customers asking about all the factors related to online shopping. For example, you can ask them about the simplicity of website navigation, user-friendliness of the checkout process, product quality, and shipping speed. This feedback can be displayed on your website if you want. Moreover, such feedback will help you improve the standard of your online business.

**Respond to the feedback:** Everyone wants to get heard. You can respond to the reviews on your ecommerce website to value the efforts made by your customers. A sincere response will inspire them to buy more from you and build a stronger relationship with your brand. Even an ordinary 'Thanks' works well in acknowledging the contribution of your customers. New customers are likely to have a positive impression on you if they see you're responsible enough to read and respond to the reviews given by their fellow buyers.

Royex Technologies, a leading Website, Mobile App, and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at [info@royex.net](mailto:info@royex.net) and we can send you a proposal based on your idea.

## AI & MACHINE LEARNING: THEIR ROLES IN THE ECOMMERCE INDUSTRY



Did you know that AI-driven business is likely to reach 49 billion USD by the end of 2021? And currently, AI and machine learning are handling more than 80% of customer interactions. AI-based automation soon will take over the ecommerce industry and bring a revolution in the ways we're experiencing ecommerce business today. The future of online shopping will be determined by the advancements in AI technologies.

We all know, unlike humans, machines never get tired of working. Employing machines to complete mundane tasks is more feasible than hiring a lot of employees. Besides, AI-enabled devices and Softwares don't make mistakes. So it is beneficial from every aspect to use AI in the e-commerce industry. Read on to learn what machine learning is and how AI helps provide a great online shopping experience for the customers.

### What is Artificial Intelligence (AI)?

Artificial intelligence refers to a comprehensive branch of computer science that specializes in building intelligent machines capable of completing tasks that usually need human intelligence. It mainly comprises machine learning and deep learning. AI is currently transforming each sector of the technology industry with its rapid advancements. A competent AI program can learn, perceive, reason, plan and process natural language.

“ AI-driven business is likely to reach 49 Billion USD by the end of 2021 ”

## What is Machine Learning?

Machine learning shares its root with artificial intelligence. It's basically implementations of AI in building systems that can automatically learn from experience without being programmed priorly. Even they can improve their performance by taking the previous experience into account. These computer programs access different structured and unstructured data and make use of that to learn for themselves. So, machine learning is actually the process where computers are programmed to learn on their own without any human interference.

## The Role of AI in Transforming the Ecommerce Industry

The alliance of AI and machine learning is shaping the future of online businesses. From convenient inventory management to effective customer service and implementation of AR/VR technologies, machine learning and AI are delivering unprecedented results for online store owners. Let's be more precise about how AI can benefit you in the ecommerce business.

### Marketing Campaigns

Reaching the first page of search engine results is one of the prime goals of each ecommerce website. Customer reviews can help you greatly in this regard. Most reviews contain relevant keywords, product names, brand names, and key features to some extent. Besides, getting reviews means that you have fresh content uploaded to your website. These keywords and review content may get indexed and ranked by different search engines.

### Inventory Management

Knowing the right stock level and determining the right time for replenishment, and forecasting the sales are a few critical things related to inventory management. Machine learning algorithms can deliver great insights into every aspect of your warehouse management. You can identify trends, sales spike, and downturn with the help of AI. AI informs sellers about what items are overselling, what are idly occupying storage space, and what need to be restocked soon. All this useful data facilitates a smooth inventory management system even if you use enterprise ecommerce solutions.

## **Decision Making**

Machine learning and AI can help you make informed decisions backed by data instead of making decisions based on intuitions. Data-driven decisions are more likely to yield the best results. You can easily get ideas on whether or not your marketing campaigns and website performance are producing enough revenues. Measure the overall success of your ecommerce endeavor using credible data and adopt new strategies if the old ones fail.

## **Personalization**

Algorithms consider user data and shopping behavior of the visitors and recommend relevant products for the prospective customers. This type of personalization becomes possible only because of AI and machine learning. People want to have a personalized experience in online shopping, and precise personalization increases conversions. You can also promote cross-selling and upselling by utilizing AI.

## **Search Results**

Only a fragment of total visitors converts into customers. Increasing conversion rate is a great concern to all ecommerce business owners. AI can help them by providing relevant search results for the users. Machine learning algorithms can analyze the input data and suggest precise data according to the search queries and their previous learning experiences. Customers will buy something from you only if they get what they're looking for.

## **Cybersecurity**

Since both buyers and sellers don't see each other but communicate virtually, fraudulent activities are very common in the ecommerce business. AI helps detect fraud buyers by analyzing customer behavior and transactional data. These AI-enabled algorithms can detect suspicious transactions coming from unusual locations, unverified devices, and occurring at a peculiar time.

## **Customer Service**

AI and machine learning have the potential to improve customer services to a great degree. Live chat and chatbots are two new additions, helping retailers provide 24/7 support to the customers. These AI-enabled bots interact with visitors in real-time and answer their common queries. Moreover, with machine learning, you can even detect issues before your customers and solve them beforehand to ensure an amazing customer experience.

## Price Optimization

You need to fix a competitive point so that customers find you affordable. AI helps users understand pricing trends, the gap between supply and demand, and customers' reactions to different prices. If your ecommerce products cost the same as products of a brick and mortar shop, then most customers will prefer to shop from physical stores. You need to analyze the prices across several ecommerce platforms to come up with a reasonable price point. Machine learning algorithms can help you by providing these variables that affect product prices.

The influence of artificial intelligence is increasing every day. Virtual reality and augmented reality soon will become integral parts of the ecommerce industry. People now want to experience their products virtually in real-life environments. Augmented reality has made that possible. And who knows what mysteries AI and machine learning have up their sleeves in the coming years. So, the earlier you integrate AI and artificial intelligence into your business, the more you'll make profits.

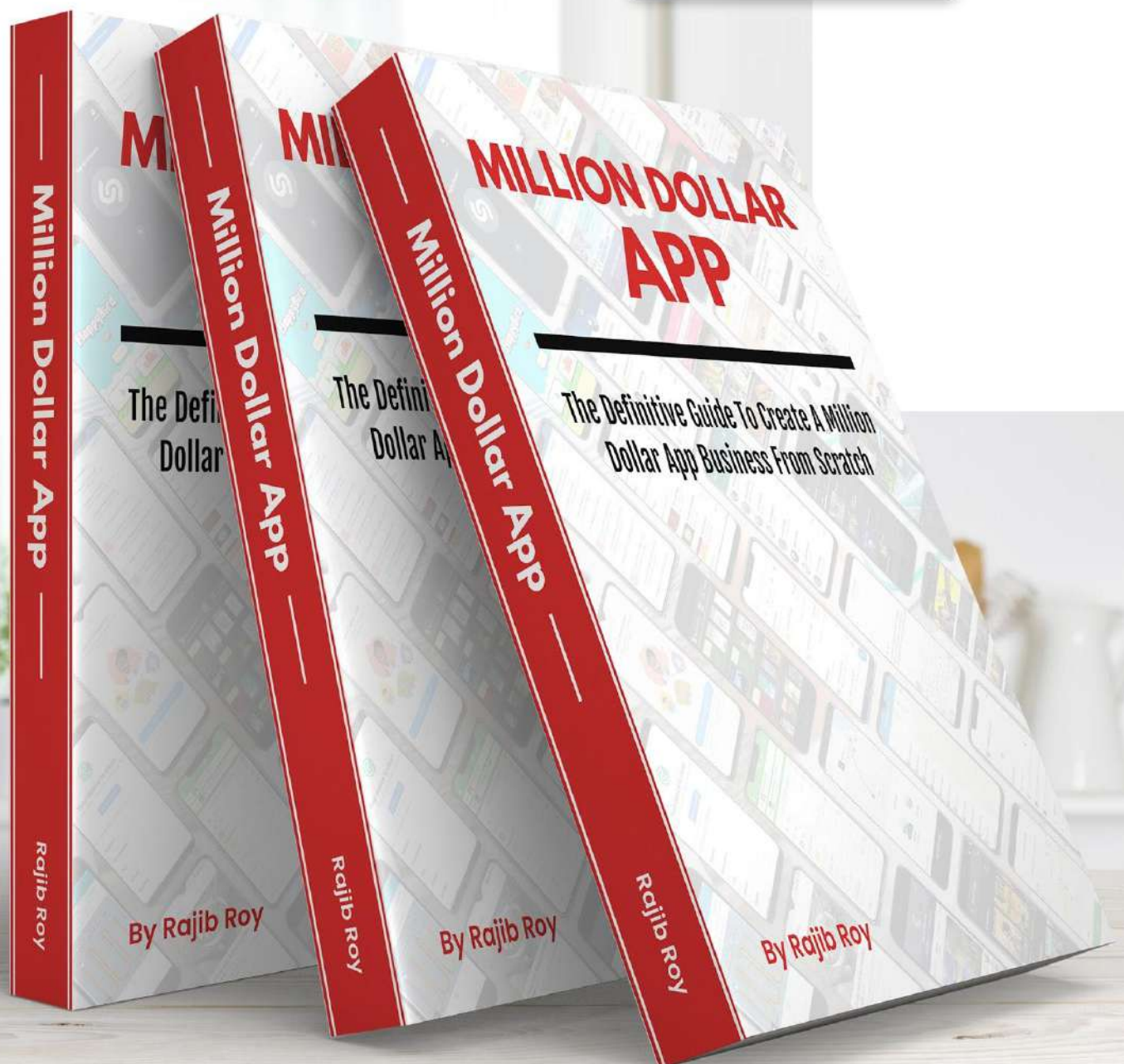
Royex Technologies, a leading Website, Mobile App and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at [info@royex.net](mailto:info@royex.net) and we can send you a proposal based on your idea.

# Million Dollar App

By Rajib Roy

Now Available for **Order**

Order Now on  
**amazon** >





# MOBILE APPS

Mobile app development, guides, cost breakdowns



Mobile devices have now exceeded the searches performed on the desktop or laptop with the influx of consumers worldwide.

However, several have become vulnerable to potential attacks as smartphone applications become popular and mobile app production continues to grow in demand.

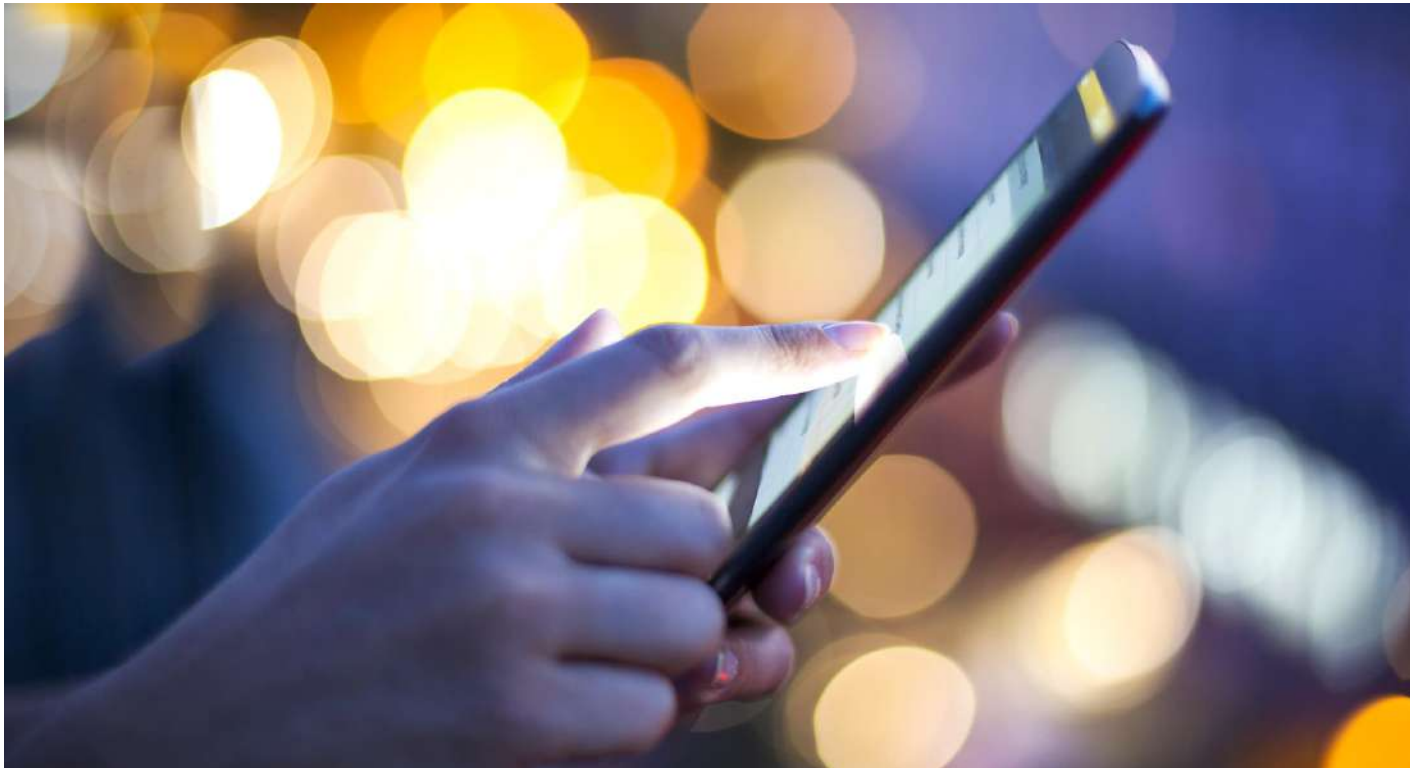
The first article enlists ten ways to protect your built mobile app to ensure your user's protection as well as the reputation of your app.

A lot of people are interested in knowing the development cost associated with an online shopping app like Lulu.

LuLu hypermarket is a renowned name in the retail industry of the middle east. They also introduced mobile apps across different platforms to address mobile internet users. If you also have plans to develop an online shopping app like LuLu, our second article covers all the information related to that.

The final article explains how Machine Learning in mobile app development has transformed the mobile app industry in drastic ways in recent years.

There are also benefits of machine learning that are pushing mobile app development to the next level. Mobile apps are getting faster, better, and smarter thanks to machine learning.



## **27** HOW TO BUILD A SECURE MOBILE APPLICATION

It is your responsibility as an app developer to guarantee that any smartphone app you create would not breach the protection of your customers.

## **35** EFFECTIVENESS OF MACHINE LEARNING IN MOBILE APP DEVELOPMENT

Machine Learning in mobile app development has transformed the mobile app industry in drastic ways in recent years. This article explains how.

## **31** COST TO DEVELOP AN ONLINE SHOPPING APP LIKE LULU SHOPPING IN UAE

If you also have plans to develop an online shopping app like LuLu, we can help you with the cost estimation and development process in this article.

## HOW TO BUILD A SECURE MOBILE APPLICATION



The world is now being overtaken by the internet revolution and mobile technologies. Most individuals will also be found on their smart devices. On their mobile devices, these individuals do spontaneous and various things, such as browsing the internet, communicating with friends via social networking, playing sports, or engaging with some mobile app.

Mobile devices have now exceeded the searches performed on the desktop or laptop with the influx of consumers worldwide. This growth is contributing to an increase in demand for the production of smartphone applications. Mobile apps have now been an important part of everyday life for mobile devices, as they provide ease of access and comfort.

However, several have become vulnerable to potential attacks as smartphone applications become popular and mobile app production continues to grow in demand. Many attacks have become the focus of some of the most common apps these days, which involve performing financial transfers, downloading sensitive data, and connecting with personal information.

It is your responsibility as an app developer to guarantee that any smartphone app you create would not breach the protection of your customers. Here are ten ways to protect your built mobile app to ensure your user's protection as well as the reputation of your app.

“ Mobile devices have now exceeded the searches performed on the desktop or laptop ”

## 10 ways to make your mobile app secure

In this section, we will take a look at ten ways through which you can protect your mobile app as a developer:

### Develop the app keeping all the threats in mind

When you develop your smartphone app, you always have the mindset of an attacker. Ask questions that you think would help protect the mobile app, such as if the built app can be quickly exploited, whether the code is simple to break, or if it is easy to hack the mobile app. Be sure to improve it, no matter how tiny the problem you find in your mobile app growth. A doorway for cybercriminals and hackers to target your application may be any minor vulnerability.

To help eradicate every potential threat, do code reviews. Spend time searching at opportunities to disrupt the app. Be sure that in your mobile app you even fix obvious shortcomings.

### Team up with the security experts from the start

Developing an app is a multi-step operation. It requires a lot of preparation, analysis, brainstorming, prototyping, and checking. Regardless of where you are in the production of your app, make sure that security is a priority.

From the beginning, the security team should be active in the mobile creation phase. Often seek guidance from your security experts about how to make your mobile app secure.

### Perform extensive testing

Testing your mobile app is a vital move that you must take to ensure that it can survive any potential attack. According to a new survey, 60% of developers are worried about the security of their smartphone applications but do little about it. Make sure you run a number of checks as a responsible mobile app developer to guarantee that the app's security base is strong.

### Beware of third party security loopholes

Although it is acceptable to use third-party codes, whether free or paid, you must bear in mind that these codes are not necessarily safe. Most creators want to remain as far away from it as possible. If the need emerges and you desperately need third-party coding, read reports and perform a detailed investigation of your third-party modules.

## **Implement SSL certification**

Hacking attempts are always feasible for mobile apps that do not have SSL certificates. In the absence of this credential, hackers would be able to penetrate your app, intercept your traffic, and execute a phony login, forcing your users to be redirected. According to reports, most applications do not enforce SSL validation properly, leaving them open to attacks like man-in-the-middle.

To prevent this, make sure the mobile app uses SSL certificates to create a safe link between the user and the server.

## **Implement two-factor authentication in your app**

The first line of protection is to ask your users to build a password in order to access your mobile app. However, often users lose their passwords or build bad passwords, rendering logins easy to break for hackers. Implement two-factor authentication, or 2FA, in your mobile app to solve this issue. Be sure to authenticate the user's identification whether the smartphone app you're creating would be used for financial purchases, will need private details, or will hold personal data.

Add 2FA components such as random codes that users can enter via a registered cell phone or their emails in addition to passwords. To increase the reliability of your app's login, you should incorporate a fingerprint or retina scan.

## **Verify your API**

APIs are an essential aspect of backend programming, but they may be security hazards for most developers. Make sure your API (Application Programming Interface) is verified by the framework you're using to construct your app to ensure its protection.

## **Encrypt confidential data**

Storing sensitive or private details in an app is a prescription for failure. If it's important to gather personal details, make sure it's protected inside the app. This can be achieved by encrypting the confidential data on your computer.

Avoid jeopardizing any of the sensitive details that the app's customers have given to you. Take the time to analyze and decide the best location for storing your data. This change will be helpful to both you and your app's stability.

## Keep track of permissions

Avoid granting the app so many permissions as far as possible. Do not request access to the camera if you do not need it. If your mobile app doesn't use contacts, make sure to check for approval. Bear in mind that each authorization request your app generates establishes a new link that can expose your app to security risks. Zero-trust security should be regarded when creating the mobile app.

## Write code that is secure and patchable

Mobile app attacks usually begin with the code you've written. Many attackers and hackers search for bugs in your code and use them to get into your mobile app if they find one. Always leave the passwords strong enough to crack while having security in mind. By rendering it cryptic, you will guarantee that it cannot be reverse-engineered. It's also a smart practice to make the code simple to update and fix, also on the user's end.

These are only a handful of the numerous items you should do to make your mobile app more immune to attacks. Be certain you bring that into practice. Securing your mobile app at any point of development would secure your users and your app's popularity. It would also help you preserve your reputation as a mobile app maker.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

## COST TO DEVELOP AN ONLINE SHOPPING APP LIKE LULU SHOPPING IN UAE



Smartphones have become a constant part of our lives. Our lives revolve around different usage of smartphones from making calls to shopping online, and more. Online shopping has seen a great rise in recent years in terms of consumer numbers and revenue. Entrepreneurs are coming up with more shopping app ideas, and customers are choosing ecommerce platforms over physical stores. LuLu hypermarket is a renowned name in the retail industry of the middle east. They also introduced mobile apps across different platforms to address mobile internet users. If you also have plans to develop an online shopping app like LuLu, we can help you with the cost estimation and development process.

Well, the cost to develop a mobile app depends on a few factors such as the functionality, features, platforms, and designs of the app. We have discussed more about LuLu and the estimated development cost of an app like LuLu in the following sections. Keep reading to delve into the details.

### What is LuLu Shopping?

Simply put, the LuLu shopping app is the online version of the LuLu hypermarket. LuLu Group International is a multinational and multidimensional organization with more than 202 stores. It has a great reputation across the UAE regions. And they've expanded their operations in India, Indonesia, Egypt, Malaysia, and GCC. They integrated their large retail business into the LuLu mobile app to provide convenient shopping experiences for their customers.

“ On average, mobile users have 80 applications on their devices installed and use at least 40 of them per month. ”

It has a great reputation across the UAE regions. And they've expanded their operations in India, Indonesia, Egypt, Malaysia, and GCC. They integrated their large retail business into the LuLu mobile app to provide convenient shopping experiences for their customers.

## What Does LuLu Offer?

LuLu covers almost anything you need in your daily life. They have thousands of products under 6 broad categories. Each category has a few subcategories. Each sub-category has thousands of products under their names. The major categories are Grocery, Fresh Food, Mobile-Gadgets, Electronics, Home-Living, and Fashion. These categories encompass all our daily activities, therefore LuLu addresses all the daily needs of their customers. On top of that, buyers are promised unmatched quality products and sincere customer services. They have gained immense popularity in UAE, Bahrain, Kuwait, Oman, Qatar, KSA, Malaysia, India, Egypt, and Indonesia. LuLu shopping app has added a new dimension to their already established business. Now, this app offers convenient online shopping experiences for its users along with the trustworthiness of the LuLu hypermarket.

## Key Features of LuLu Shopping

LuLu shopping app comes with a load of amazing features. It has a plethora of quality products and provides special discounts, new deals, and a lot more exciting offers for the customers. The following key features have helped this app stand out from the competition.

**In-store offers:** As LuLu has physical stores comprising all the products you need, this app also has offers that apply to your nearest LuLu hypermarket. It keeps the customers updated on the best deals and exclusive offers.



## Did You Know?

- 55% of mobile users buy products on their devices, but 80% research purchases on them
- 88% of mobile users engage in some kind of mobile commerce
- 32% of smartphone owners plan to download a shopping app for the holidays
- 35% of those with mobile phones have trust issues when it comes to shopping online



**Webstore offers:** The app mainly deals with the webstore collections of products and offers. Most of the offers are applicable for electronics, home appliances, decor, beauty products, health products, and more. LuLu app notifies all its users about the newest offers, product launches, and deals at webstore.

**Store locator:** LuLu has multiple stores in the middle east regions. If you give your location access to the mobile app, it will track your location and show the nearest LuLu outlet for your convenience. You can shop from there and avail yourselves of the special offers as shown in the app.

**Customer service:** LuLu added a section dedicated to user-generated content. People can put comments, give suggestions, and leave a note of gratitude there. This section reflects the quality and commitment of LuLu shopping. Even you will get an immediate response from customer service staff if you send them emails stating unpleasant issues that you've faced.

**Other features:** Other than the above-mentioned features, LuLu shopping comes with a few additional features as follows.

- Wide range of products: grocery, organic products, fruits and vegetables, personal care, baby care, household items, beauty and wellness, pet care, meats, and seafood.
- LuLu offers 30,000+ items from 1500+ brands at affordable prices
- It has a blog section consisting of informative and useful articles
- The app is user friendly with aesthetically pleasing designs
- It provides a seamless shopping experience for the users
- Advanced search filters to enable users to find their desired items instantly
- They can easily add items to "My Favorites" for future reference
- LuLu Shopping App informs users about exclusive coupon codes, sales alerts, and special offers

## Development Cost of an Online Shopping App Like LuLu

Development cost of an app like LuLu shopping ranges between AED 45000 to AED 60000 on average. This is an estimated figure. The development cost of mobile apps varies depending on a few underlying factors. If you share a detailed description of your app, it will be easier to predict the cost accurately. However, you may wonder why is the development cost of a simple shopping app this high? Let me explain that to you briefly. An app comprises a lot of functionalities and features. A standard online shopping app must have the following features.

- Signup/Login
- User profiles
- Seller accounts

# MOBILE APPS /

---

- Landing pages
- Product catalogs
- Product pages
- Advanced search filters
- Favorites, wish lists, and carts
- Push notifications
- Product reviews and ratings
- In-app chatting and calling facilities
- In-app payment methods
- Order confirmation and delivery status
- Shopping analytics
- Geolocation services and maps

All these are the basic features of a good quality shopping app. You need to invest in the app platform, functionality, app design, and wireframe to get such amazing features included in your app. The whole development process requires hundreds of working hours of a highly skilled team of app developers. Hence, the development cost aligns with the efforts made to develop an online shopping app like LuLu.

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed over 300 projects for our clients all over the world and become a **leading mobile app development company in Dubai**. Our clients and portfolio speak of the quality and commitment of our company.

# EFFECTIVENESS OF MACHINE LEARNING IN MOBILE APP DEVELOPMENT



Machine Learning in mobile app development has transformed the mobile app industry in drastic ways in recent years.

Machine Learning (ML) and Artificial Intelligence (AI) work together to construct intelligent and extremely intelligent solutions that can also comprehend human actions and use effective algorithms. It deploys applications with the potential to engage, connect with, and offer a highly customized experience to consumers.

Take, for example, 'Facebook,' which utilizes Artificial Intelligence (and its tools) to interpret people's actions. And that's how they offer smartphone consumers a tailored experience.

The main aim of identifying people's actions is to send them specific advertisements, transforming them into future consumers for other companies with whom Facebook might have collaborated.

Another example is shopping apps, which enable consumers to point to an object, and the app will show all results that fit. Machine Learning may also aid in recognition of artifacts.

Think how insanely intelligent applications might be produced by integrating Machine Learning into mobile app creation.

“  
**ML and AI work together to construct intelligent solutions**  
”

Machine Learning has the ability to build smartphone applications that are customized to a user's needs.

And knowing the customer's needs such that a personalized product can be delivered is the ultimate aim of every company.

## **Applications and Benefits of Machine Learning in Mobile Apps**

Machine learning has a myriad of applications in mobile apps. Some of the common applications include:

- Predictive text
- Route suggestions
- Voice search
- Voice assistant
- Translation
- Voice-to-text
- Email classification
- Calendar entries
- App suggestions based on location
- Photo classification
- Data mining

There are also benefits of machine learning that are pushing mobile app development to the next level. Mobile apps are getting faster, better, and smarter thanks to the following benefits of machine learning:

### **Improved logic development**

When it comes to mobile app development, app developers are often stumped to boost the overall logic development. The conceptual creation requires a long period, lengthening it's time to sell and deploy the software.

Machine Learning lets developers grasp all facets of coding by simplifying the overall conceptual creation course. Machine Learning helps mobile app developers comprehend the numerous patterns and dynamics involved in creating mobile applications, which increases general reasoning and coding experience.

Now consider a mobile developer that needs to introduce a new category to the drop-down menu. This is something we wouldn't do otherwise (without the support of a developer). Still, Machine Learning is used in the mobile app creation phase to automatically add those instructions, meaning that consumers receive what they want from the app.

As Machine Learning is used in combination with mobile applications, it increases the overall logical growth direction, resulting in improved app development and a shorter time to market.

## **Improving search results**

The 'search' option, as well as the results and search engines, is forever evolving. What cannot be adjusted is how smartphone applications perform searches. Machine Learning assists in the progression and automation of the process.

The search options are designed to display matching results, including through the keyword is misspelled, using Machine Learning and its software. When machine learning is paired with smartphone applications, it will detect this trend, which is virtually difficult for humans to overcome independently.

Machine Learning assists in improving queries and performance in mobile apps, with limited effort and time use. Furthermore, the advantages of Machine Learning in mobile apps are so strong that it also uses graphical and behavioral data to enhance the users' customized experience.

## **Threat identification**

Machine learning in app development detects frauds and other possible risks that might affect its bottom line. Users would be storing their personal details and all other information in mobile applications, so data protection is important.

Consequently, using Machine Learning in mobile applications would assist current behaviors and developments in assessing whether or not any "out of pattern" behavior has occurred. If this is the case, preventative steps should be taken to maintain those behaviors under control and the user's data protected.

If an unexplained transaction happens, the mobile app can inform you through Machine Learning about this operation, which you can then report and get resolved as quickly as possible.

Detecting fraudulent behavior is a must for virtually any company. This is also valid for mobile app growth. Financial companies must consider consumer data protection value since it is still challenging to detect frauds, including credit cards, money applications, and wallets.

Since there is almost no alternative to protect user data and privacy, such fraud in any organization can only result in consumer frustration, low business development, and no productivity.

## **Innovation in apps**

This app is for you if you often forget significant dates such as birthdays, anniversaries, or meetings. This event alert app is free to download and can be used on all Android and iOS platforms.

The application of Machine Learning has boosted the mobile app industry. It assists in bridging the difference between understanding and enforcing consumer behavior.

Machine Learning assists in the processing and analysis of user results. What are the consumers' preferences? What are their favorite aspects of the app?

With the aid of Machine Learning and its tools, everything can be identified. As Machine Learning is incorporated into mobile applications, it helps software developers to build customized experiences. Customization appeals to smartphone owners since it keeps them active and on the app for longer.

Machine Learning in mobile applications works wonders: it monitors consumers' everyday habits, knows them, and offers customized results in the game. To truly comprehend the user's actions, the machine learning algorithm learns and then re-learns it.

Continuous learning and innovations in Machine Learning assist in creating groundbreaking applications that provide consumers with the interactions they want from apps.

## Importance of Machine Learning in Mobile Apps

We've already addressed the advantages – Machine Learning is capable of comprehending software consumer actions. Let's look at a couple more examples of why machine learning is important for mobile applications.

### Improves user engagement

Machine Learning has the potential to express the app's true purpose when remembering the buyer's view. That accomplishes half of the target of app growth. Machine Learning has the ability to increase consumer experience and is made possible by the information categorization function.

### It increases online security

Speech recognition, facial recognition, and biometrics are only a couple of the unique features that assist in implementing a strong protection framework for smartphone users. If a company's security infrastructure is this secure, consumers won't be able to jeopardize their security or misuse their sensitive details in any way. Since account access is so easy, it can deter identity fraud, avoid hacks, and boost data protection in your app, making it much safer and better.

### Understands the behavior of app users

Businesses profit immensely by understanding their consumers' tastes and habits. If it is decided, they have accomplished half of their jobs. Machine Learning algorithms assist in detecting these behaviors and their implementation in the distribution of highly personalized applications to consumers. ML frequently assists smartphone app companies in developing their promotional campaigns to keep consumers interested. They keep track of items like gender, place, and how data is analyzed in users' devices to give them a more personalized experience.

### Predictive analysis

Machine Learning analyzes vast quantities of data and derives quantifiable equations that are extremely customized depending on the users' needs. Machine Learning aids predictive research, making it easy for consumers to engage with customized applications while still enabling companies to be more accurate in providing outcomes to users.

## **Getting Rid of Spam**

Developers have the option of educating consumers while making mobile apps. Developers should offer Machine Learning modules training to help them weed out spam. It can be designed to clean out vulnerable emails and websites, which have the ability to overburden users' inboxes, contributing to malicious practices that can be stopped if we incorporate Machine Learning into our mobile apps. Consequently, Machine Learning and its resources assist in the removal of spam, meaning that consumers have a favorable experience when utilizing the software.

## **How mobile app developers are applying machine learning in mobile app development**

Machine Learning can be used in a range of forms for smartphone developers. Mentioned below are a number of them.

### **Tracking**

The Machine Learning module assists in the tracking of financial and banking data, which acts as the framework for a smart enterprise. ML uses users' transaction details to present them with special products and discounts. Consequently, consumers profit from attractive deals from time to time, and companies are willing to provide customers with a customer-focused environment in the form of goods and services.

### **Data Mining**

We now know that data mining hires advanced statistical algorithms to fragment data and determine the possibility of future events. Machine Learning assists in creating mobile applications by automatically identifying trends, relying on vast datasets, forecasting the future, and producing actionable data. Mining such broad databases help detect multiple trends and associations, which is important for data collection, management, and review. The travel program is the perfect example of mining in Machine Learning.

Different machine learning algorithms assist in collecting consumer data and categorizing it based on numerous factors such as age, gender, social networking accounts, and several other variables, allowing for the development of highly personalized applications that consumers enjoy.



## **Searching Made Easy**

Machine Learning helps them to reveal the most relevant results, regardless of whether the keyword entered is right or not. This is how developers train machine Learning and its tools. Furthermore, depending on the user's clicks, requests, and search requests, the apps would present the most important results. The details would be shown according to the user's expectations, depending on their search queries. It also contains the user's prior queries and nearly all other events on the platform.

## **Supervision**

When Machine Learning is paired with mobile apps, the consumers' biggest fear is solved. The app's stability is enhanced by data tracking and Machine Learning defense mechanisms. Users can fully depend on the pre-programmed modules, which can help identify malicious behavior on the platform. Consequently, these systems are so well-trained that if some form of fraud operation happens on the app, an alert will activate.

## **In-app authentication**

It is simple to ensure users' protection when utilizing the app, thanks to all of the extremely accurate and secure choices, such as biometrics and voice recognition. The maximum degree of user protection is only feasible where real-time data can be created. Machine Learning has the potential to include in-app authentication, which is achieved by safe data sharing, file storage, and maintenance.

## **Tips for employing machine learning in mobile app development**

So, if you're trying to build a mobile app, Machine Learning is crucial, and here's why:

### **Make use of the models that have already been developed**

When you're first starting with mobile app growth, it's crucial to focus on pre-built models to make things simpler. It would help you go a long distance so you won't have to waste hours searching through the dataset, preparing, and checking all for accuracy.

However, you would need to dedicate resources to locating the right pre-built model that can be counted upon for deploying the most stable and flexible app possible. Additionally, when you depend on a pre-built model, the risks of making a mistake are minimized. Furthermore, there is no space for ineffective preparation or bad results. Why will someone spend time and money constructing a new one when the best is already accessible in the form of pre-built models?

## **The development of native mobile apps is recommended**

Cross-platform mobile app creation can sound profitable at first, but it is more likely to create problems later. You'll need to focus on those innovations, such as Machine Learning and all of its resources while investing in performance-driven applications. It's simpler to keep consumers satisfied when increasing your company when implementing those innovations into the mobile app creation phase. In general, the app categories Android and iOS are created by production teams.

## **Convert Models**

You can employ a production team with expertise with multiple model formats. For example, if your team specializes in iOS growth, learning how to translate models between formats is important since there would be a need to integrate various systems in the future.

You don't have to be worried if you're a novice because there are excellent resources available to assist you in translating different models into Core Machine Learning format. Consequently, there's no reason to be worried about creating the first smartphone app when there are several high-quality platforms available to assist you.

In the area of mobile app growth, machine learning has progressed at a breakneck pace. Machine Learning and its tools could become the industry norm in the developing world and likely in IoT development. Improved protection, decreased effort and time, lower prices, and a smoother production method are all aspects that have rendered it an important consideration for companies today.

# MOBILE APPS

---

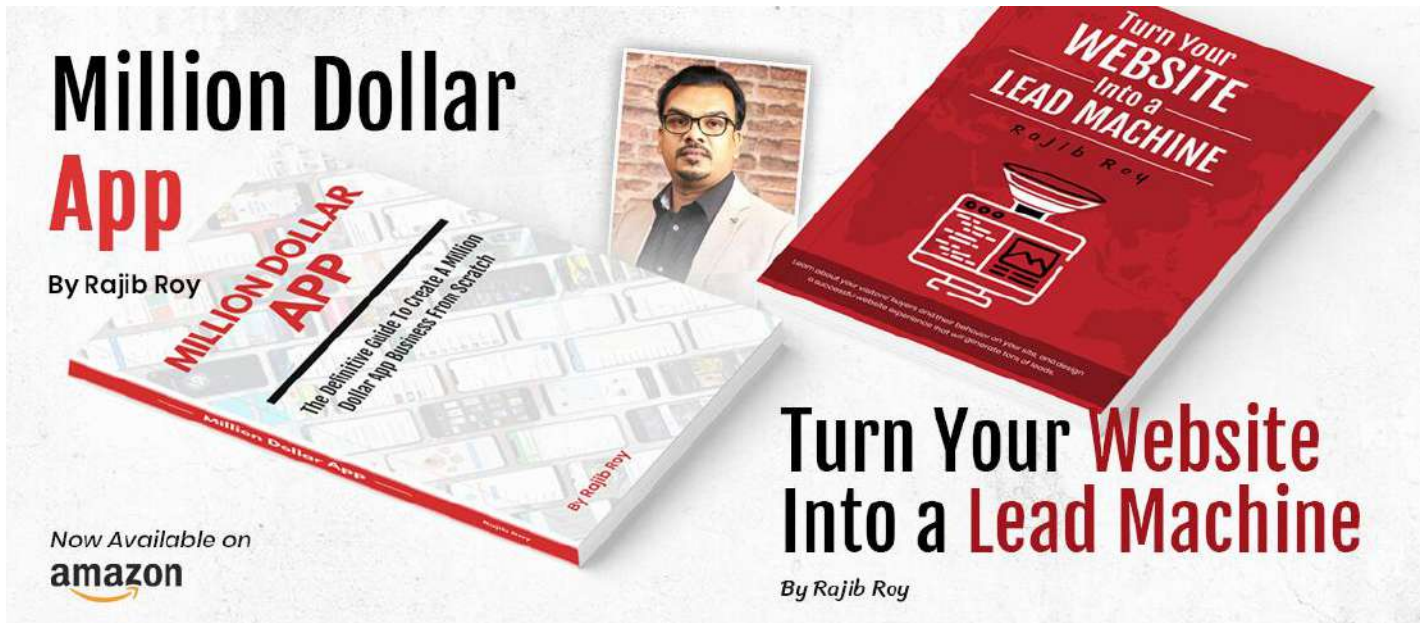
As a consequence, given that machine learning is an integral part of the mobile app development phase, it is suggested that you use it to render your applications more successful and dependable.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

## BOOK OVERVIEW /

---

# OVERVIEW OF THE BOOKS WRITTEN BY OUR CEO MR RAJIB ROY



Last year, our CEO, Mr. Rajib Roy, wrote a book on website lead generation and the book turned out to be a best-seller. Following the popularity and success of the previous book, this year, he has written another important book on mobile app development titled 'Million Dollar Apps'. In this article will get an overview of these two books and what you can expect from them.

### Turn Your Website Into a Lead Machine

The purpose of this book is to help you understand the buyer's journey and behavior on your website, and how you can design your website based on that information. Building your website centered around this information will make your website into a lead generating machine.

The book is written in simple English, which is easy to understand and comprehend. The author has tried to write this book in such a way that the readers feel as if he is talking to them directly. There are plenty of examples provided by the author in the text, to make it easy for the reader to understand the concepts that are explained in the book. These examples come from the author's personal experience of 17 years of website design and development.

# BOOK OVERVIEW /

---

After reading this book, you should be well-versed in knowing your buyer, understanding their persona, behavior, and journey on your website. You will learn the different reasons why your website fails to generate leads, and how to avoid them when building your website.

The other concepts important to website design (such as SEO, Digital Marketing, UI and UX) are also explained in this book. Along with design, content plays an important role in lead generation, and a whole chapter is dedicated to how you can write converting content for your website. You will also learn website redesign strategy, and how to design the important pages of your website.

[Buy Now](#)

## **Million Dollar App: The definitive guide to create a million dollar app business from scratch**

This book focuses on helping you build a mobile app business that will be worth over a million dollars. The process is divided into three stages - pre-development stage, development stage, and post-development stage.

The journey to create a million-dollar business via a mobile app is presented in this book in a formula that is made easy to understand and follow. The book is perfect even for non-technical individuals who have no technical background in mobile app development.

You will find the exact roadmap that will lay out what to do before the mobile app development begins, collaborate, and communicate with the development team while the development process is going on. And finally, the post-development chapter takes care of promoting and testing the app to ensure a successful launch and business operation.

The book is written in a simple manner without any unnecessary technical jargon making it easy to understand. There are many examples provided wherever necessary to make it easier for the reader to understand concepts better.

We expect our readers to replicate the steps and instructions enlisted in the book right away after completing it. You should be able to build a mobile app business that will earn you a million dollars eventually.

[Buy Now](#)

# ABOUT-US /



## We Are Cost Effective

At present we have three offices, our office for Sales & Support is in Dubai, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

## Who Are We

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.

## We Are in Three Countries with Four Offices

### UAE

Office No: 2535, 25th Floor, IRIS  
Bay Tower, Al Abraj Street,  
Business Bay, Dubai - UAE

### IND

110/8 B.T Road  
Kolkata - 700108,  
West Bengal, India

### BD

House No: 51, Road  
No: 09, Mohakhali  
DOHS, Dhaka,  
Bangladesh.

Pairst (3rd Floor), House No:  
113, Road No: 10, O. R.  
Nizam Road R/A,  
Chattogram, Bangladesh

# Turn Your Website Into a Lead Machine

– *Rajib Roy*

Now Available for  
**Order**



# royex

*Technologies*

CLICK HERE TO  
DOWNLOAD OUR COMPANY BROCHURE

## ADDRESS

Office No: 2535, 25th Floor,  
IRIS Bay Tower, Al Abraj  
Street, Business Bay, Dubai  
- UAE

## TEL/ MOB

+971 48714335  
+971 566027916

## E-MAIL

[info@royex.net](mailto:info@royex.net)