ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

15 THINGS TO DO BEFORE STARTING AN ECOMMERCE BUSINESS

HOW TO START AN ONLINE GROCERY BUSINESS

TOP 10 MOBILE APP TESTING TOOLS

HOW TO BUILD TRUST FOR YOUR ONLINE STORE

HOW TO DEVELOP AN APP LIKE TIKTOK

ECOMMERCE TRENDS FOR UAE IN 2021

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EDITOR'S NOTE

As ecommerce industry keeps growing day by day, we can see a surge of new entrepreneurs and businessmen seeking to enter this industry.

We all know the success rate of ecommerce businesses is quite low. 9 times out of 10, ecommerce startups fail miserably.

This is due to lack of planning and failing to take the right actionable steps. Success in ecommerce depends on a lot of factors and just the right products, or website, or marketing.

This week's magazine will feature an article to address this issue. You will get to know everything about starting an ecommerce business from scratch and will help you grow your ecommerce business.

Along with this, you will also find articles on ecommerce trends, building trust for your online store, and how to start an online grocery business.

In the mobile app section of the magazine, you will know the top ten mobile app testing tools, and how to create a social media app like TikTok.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us 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

With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential. However, there are quite a few things to keep in mind to achieve progress. A popular question among potential entrepreneurs is what precautions must be taken before opening an online marketplace. The first article explains what you need to do before starting an ecommerce business.

The online shopping concept entirely depends on trustworthiness. Buyers can't touch or feel the products, they're unsure about the quality and timely delivery of products, yet they provide ecommerce websites with their credit card information. How come people are putting all their trust in online stores? You'll find out in our second article.

The third article is about the various ecommerce trends that will be prevalent in the UAE in 2021. The eCommerce business in the UAE is on an upward path. Compared with both developing and developed markets, its particular development direction is driven by government acceptance of eCommerce payments on platforms such as Dubai Smart City.

The final article explains how you can start an online grocery business like InstaShop. Instashop's success story has shown entrepreneurs the opportunities lying in the online grocery business. First you have to look for the market demands. See the current market conditions and look for the products which can provide you a larger market share. Find out more in the article.

E-COMMERCE

07

15 THINGS YOU NEED TO KNOW BEFORE STARTING AN ECOMMERCE BUSINESS

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HOW TO START AN ONLINE GROCERY ECOMMERCE BUSINESS LIKE INSTASHOP

Planning to start a new business like Instashop or an Ecommerce Grocery store? Find out everything about an online grocery business in this article.

Ecommerce Unfold

By Rajib Roy

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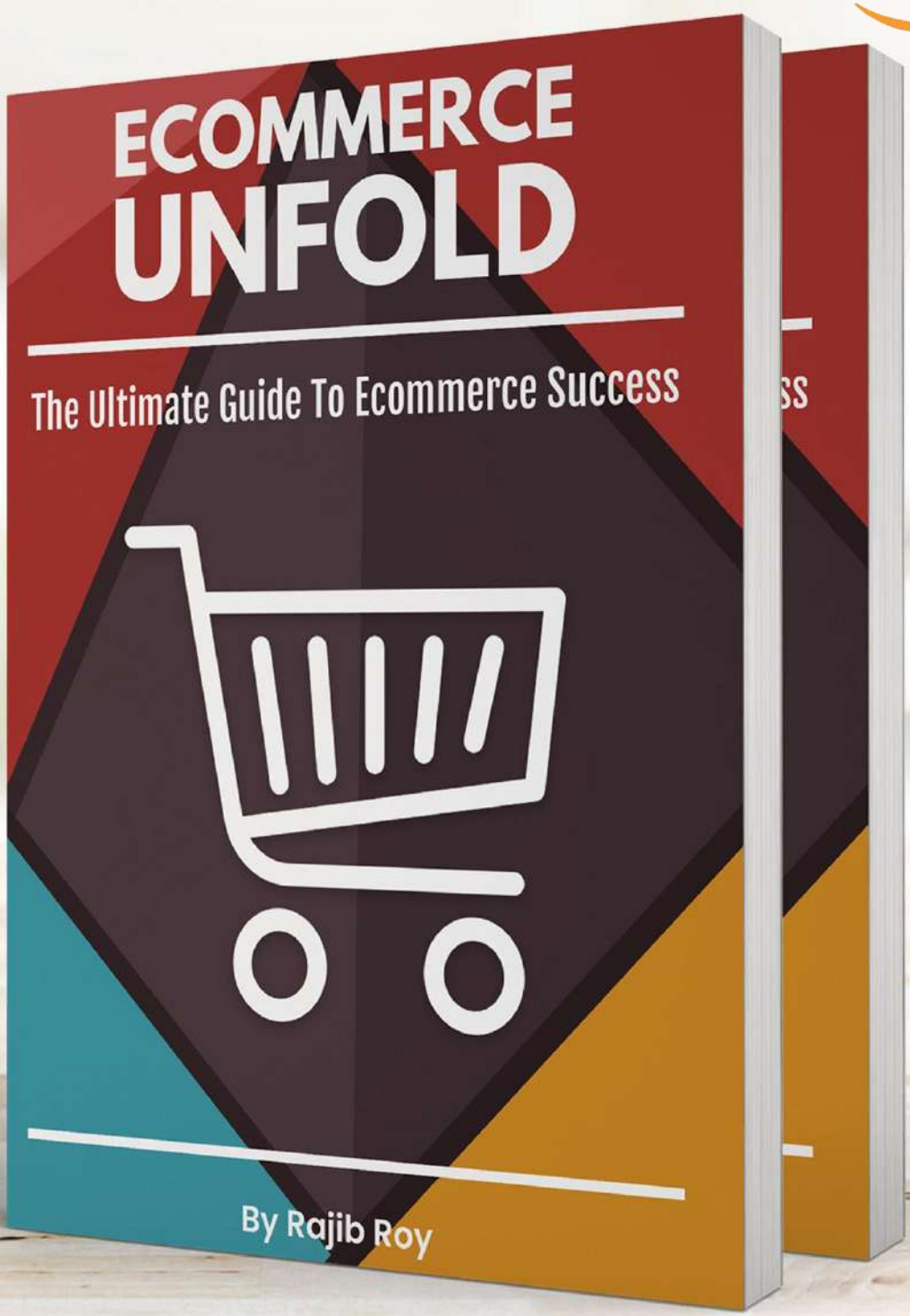


15 THINGS YOU NEED TO KNOW BEFORE STARTING AN ECOMMERCE BUSINESS

With the emergence of ecommerce platforms, starting an ecommerce company from the ground up is no longer essential. However, there are quite a few things to keep in mind to achieve progress. A popular question among potential entrepreneurs is what precautions must be taken before opening an online marketplace. Here's a checklist of everything you can do before opening your ecommerce website to ensure it generates interest and revenue.

Get the ten basics right

These are the steps that you need to take before starting your ecommerce business. You need to ensure the proper setup of these basics, or else your business will fail.

> "In 2021, ecommerce sales are expected to account for 18.1 percent of retail sales worldwide"

1. Begin with the company's name

The first step (after deciding what you want to market, of course) is to come up with a great, unforgettable brand name that no one else has. You will check to see whether the name is still in usage by doing a corporate name scan. If you've decided on a name, make sure to register it. (This would happen immediately in the state where you file the papers, whether you create an LLC or corporation.)

2. Secure your website and domain name

If your company name isn't available as a domain name, pick a URL that's simple to say and spell and applies to your industry.

Your eCommerce site's design could be your most expensive business cost. However, you must ensure that it is not only pleasing to the eye but still practical. To start, there are out-of-the-box eCommerce solutions like Shopify, but if your requirements are more complex, you may need something more custom-made.

3. Choose the best business structure for the company and register it

When it comes to the layout of your business, you have many options:

- Sole proprietorship
- Partnership
- LLC
- Corporation

As a sole proprietor, moreover, your interests are at stake. If your firm is also prosecuted, the judge can be able to take your personal belongings if your company is unable to pay its debts. Both the corporation and the LLC have tax incentives by separating you and your properties from the firm.

You may either file on your own by filling out the requisite IRS business structure paperwork or pay a business filing firm to do so for you. Another choice is to hire a prosecutor, although this is always overkill for the needs of the ordinary small business owner.

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

4. Obtain an Employer Identification Number (EIN)

To open a company bank account and pay your business taxes in April, you'll need an Employer Identification Number (EIN). Your EIN is similar to the company's social security code: it's a one-of-a-kind number that distinguishes your company and assists you in filing vital paperwork. If you have workers or not, any company wants one.

5. Apply for business licenses and permits

You would also require some business licenses and permits if you run an eCommerce business. Check with your area, district, and state to see what kind of sales tax licenses or home business licenses you'll require, and make sure you have them before you start selling.

6. Select the Best Vendors

Since you'll be up to a lot of competition if you market goods online, it's in the best interest to find the best standard and pricing for the products you sell or the resources you use to make them. Scan around before you locate a vendor with whom you want to make long-term sales.

7. Have a head start on marketing

And if your site isn't up and running yet, it's a smart idea to start setting up social networking accounts and creating blog material now, so you don't have to start from scratch on Day 1. You should have a "coming soon" tab on your website where interested people can sign up for alerts.

8. Use the Right Technologies to Boost Productivity

Before you launch your eCommerce business, experiment with CRM, accounting, project management, and email marketing tools that you can integrate into what you're doing once you're up and running.

9. Make sure you have enough inventory

Ensure you have enough inventory to launch, whether you have a warehouse full of products, or your inventory is stored in your garage. Not knowing how much you'll need can be difficult, but in general, it's better to have too much inventory than not enough. Keep track of how the revenues grow so you can plan for upcoming orders.

10. Ensure that the business is compliant

Stuff can travel at the pace of light once you start your eCommerce venture. If you've registered or formed an LLC, don't forget to submit your annual report and pay your annual business permit fees. Place certain dates on the calendar if necessary to keep on top of them.

5 Things To Do For Your Ecommerce Business

One of the most critical stages in starting an E-Commerce company today is determining precisely who the target customer is and ensuring that all marketing strategies and budgets are solely focused on recruiting, entertaining, and ultimately retaining that audience.

1. Finding Profitable Customers

When it comes to marketing a commodity, the worst error you can create is to believe that it is for everybody. If you want to grow your company successfully, you'll need to describe your potential customers in as much depth as possible.

There are several causes for online retailers to be hopeful about the prospects of their company. The below are some of the explanations why online shopping is becoming the chosen method:

A new business's priority is to identify a potential demographic. Lacking a good vision of the customer you're aiming to reach translates to a waste of marketing and promotional money that might have otherwise culminated in positive brand awareness.

Basic SEO skills and a good content campaign might get you 100,000 random hits straight away, but they're not worth as much as 500 qualified hits from people who are actively searching for your products or services.

This saves you time and money by eliminating the need to reach a larger audience and only focus on new clients. Consequently, whether you realize what the target customer wants, you will produce the same sales with less money.

2. Differentiation

The goal of online marketing is to create and sustain your brand. You provide a stable base for your company and clientele by doing this correctly. It is almost impossible to stick out in today's industry, where there are many online vendors for virtually any commodity eligible for purchase.

But, how can you make yourself stand out?

Make Use Of Content To Establish Your Brand
It's critical to keep the clients in today's dynamic environment, where there's still another choice. To attract consumers to your brand and then market to them on the backend, use engaging and eye-catching videos.

This will assist you with making the brand resonate with your target audience. Telling a tale is one of the most effective ways to attract people's interest in your business. Stories are successful because they leave a lasting impression on consumers and present the company in a strong, unforgettable way.

Images and Videos of the Products
Aside from the BUY icon, the product picture is the most critical aspect of a product website. People still like to see as much of what they're buying as possible.

We will guarantee that even though you compose the finest product summary globally, without a photograph, sales would be minimal. It's also crucial that all of the brands follow the same theme. This will aid in the development of an identity for your company in the minds of your customers.

Why do people purchase from YOU, according to your USP?
Do something completely special and different that people would want to warn their friends about it. Now, the commodity does not have to be unique; what counts is how you present it.

These may be anything from complimentary shipments to cash on arrival or even simple refunds that persuade a spoiled-for-choice buyer to order from you again and again.

3. Tracking your funnel analytics

Businesses, like people, go through different periods of their lives. Consider a newly opened store. It needs people's support right away, so devoted team members stand outside and wave to passers-by. If a customer shows interest and approaches them, they invite him into the store and lead him around. He selects one, and they choose and display it. He either demands another or decides he likes it and wants to purchase it.

He pays at the counter and walks away from his purchase. In digital businesses, you want to get the intended audience's focus right away (i.e., branding/attention/awareness). After that has built up, each visitor is greeted with a nice website (i.e., traffic/interest). He searches for and evaluates all of the products/services available (i.e., research/evaluation), selects the one he wants (i.e., shortlist/desire), and purchases (i.e., action/sale). As soon as he pays, the commodity goes into the packing and distribution phase, which takes a few days.

As a result, the four points – Attention, Interest, Desire, and Action – form a funnel rather than a conventional flowchart. Each segment's size represents the size of the audience it represents. When the crowd grows closer to conversion, the frequency and scale of the audience decline, indicating that although a significant amount of people may pay attention, only a small percentage convert into purchases. It's similar to how a large number of people can RSVP to a party, but just a few show up.

The funnel's mouth is big enough to swallow users/leads for you. Then they head south, with some of them dying along the way. Just a few people make it to the bottom and are assimilated into the business. As a result, the publicity team would concentrate on increasing the mouth's size or decreasing it.

Simplistic Funnel

Since arriving on an E-Commerce website, a user's easy flow is predictable. He navigates to a certain category, browses the items, selects one, reviews it, attaches it to his cart, and completes the purchase using his chosen payment system. Many people leave this flow at various points, and we strive to fill in the holes at each point to keep the crowd from leaving.

Consider a funnel with holes at various heights and depths. Each hole is a specific size, and we aim to fill them partly or entirely to prevent materials from dropping out. The gaps on lower levels and greater scale are the smallest babies that need urgent and continuous care.

Advanced Funnel

The funnel is made up of people who are more willing to convert. Simply put, some can purchase, be considered, and be referred. Users farther down the funnel (top-funnel users) show signals of interest or possible conversion chances. For instance, when you attract visitors to your website (i.e., catch their attention) and they begin to spend time there, either searching through categories and items or concentrating on one product and reviewing the specifics, you realize their interest has been piqued. Such a sustained or repeated fascination grows into a compulsion to own it. When an urge is high enough and accompanied by invitation, it will lead to motion.

When it comes to time on site, it's a common misconception that the more time you get, the better. Don't get carried away – if the text is only 1000 words long and they read it for 20 minutes, it's not true, and they most likely didn't close the tab. Thus, based on the total time spent on-site by a person during non-offer non-season times, set a threshold and monitor the users whose length exceeds it – these are your top-funnel entries.

The number of items seen by a customer indicates that he is involved in your company's services but is always looking for the best match for himself, which is a positive indication to some degree. The more products he looks at, the more likely he is to convert. As a result, any product he looks at would lead him to a new product, preferably through product recommendations.

4. Seasonality

Seasonality is particularly significant in the world of e-commerce. It is frequently the source of otherwise mysterious revenue that raises and decreases.

Many unfamiliar with the industry's normal cycle can misdiagnose a drop in revenue, negatively impacting the overall company. However, with a basic knowledge of seasonality and the ability to meet the right customers at the right moment, seasonality may be used to improve business efficiency.

The Market's Seasonality and Trends

Seasonality will happen at any time interval, whether it's periodically or regularly. Each type of company has its own set of requirements. The trick to comprehending the trends that a specific company encounters is to use historical evidence to forecast when these variations can occur and then strategize accordingly.

Consumer behavior can vary according to the season. Many companies, for example, see a drop in activity over the summer. Meanwhile, several companies profit from the Golden Quarter, which runs from October to December and is characterized by a buying spree and selling seasons that last until December.

When we examine traffic patterns and various habits (conversions, bounces, taps, and so on) on our websites, we want to improve several primary success metrics we want to improve, such as the conversion rate. We want to reduce the bounce rate on the search and social networking and the prices. As a result, targeting the right demographic and raising brand value are critical.

Seasonal influences are, therefore, a powerful influence for firms who believe they are resistant to them. Seasonality may be described as the time of day, day of the week, and day of the month, rather than only special occasions.

5. Big Data Analytics

It all begins with understanding data as a valuable resource! Today's technology allows us to gather data during any stage of the customer purchase, from the first click that led to a website visit to the Lifetime Value (LTV) assigned to each user and commodity. Any of these data points has the potential to offer immensely valuable and real-time insights into online and offline marketing and sales. The consistency of data obtained and consumed determines whether the data first strategy succeeds or fails.

The conventional method to retail decision-making – a smaller dataset hypothesis extended to a broader population – is being challenged by Big Data. This method is largely focused on causation analysis.

The Big Data method reverses this theory, expanding the study range to n=all (or as close as possible). The computing capacity has increased dramatically, allowing even massive petabyte databases to be analyzed in seconds.

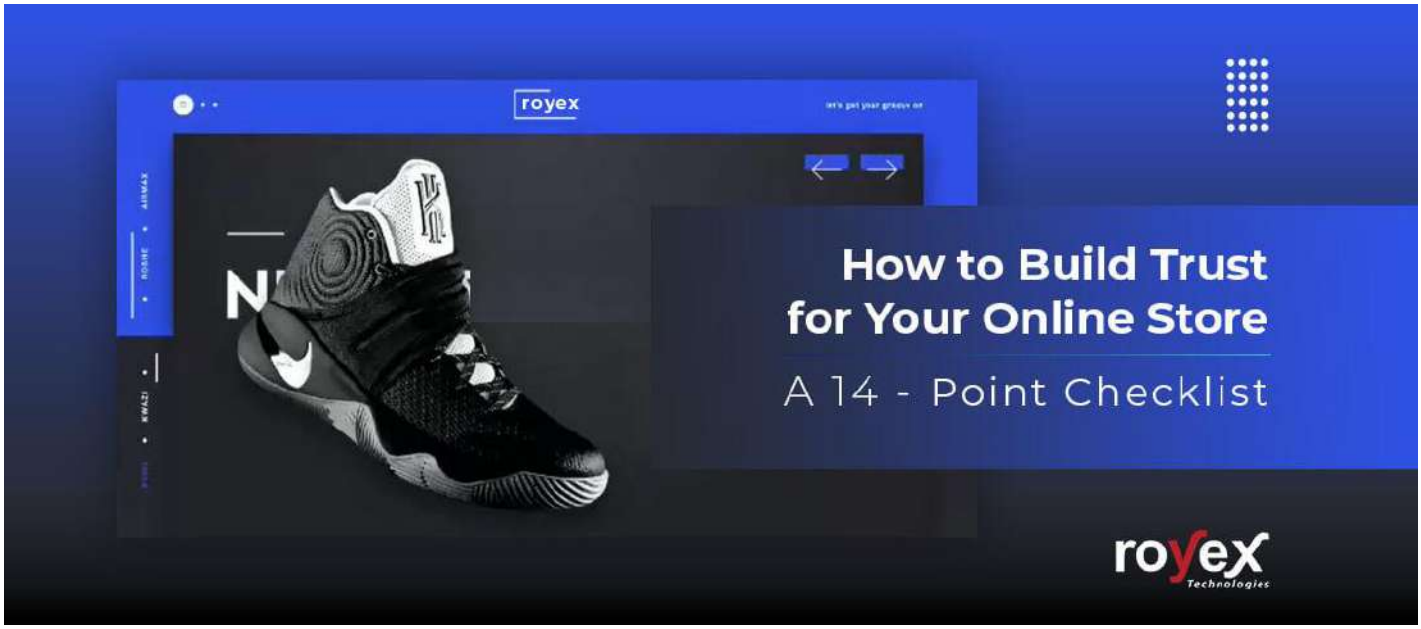
Proving correlation may be time-consuming and costly in terms of missed chances as massive volumes of data are collected. Given the essence of retail purchases, correlation is a highly successful strategy that can drive incremental sales using the Big Data method.

When we look at data cohorts, we must consider both causation and correlation. If we're looking at the conversion funnel on a website, any reduction in conversion rates along the way must be carefully investigated to determine what's causing it. For one customer, for example, the conversion rate between add-to-cart and cart checkout had fallen by 50%.

Further investigation revealed that the decline was triggered by the movement of the coupon codeshare from the beginning of the cart to just before checkout. The factors are infinite, but they must all be investigated and corrected as soon as possible to guarantee there are no funnel leaks.

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.

HOW TO BUILD TRUST FOR YOUR ONLINE STORE: A 14-POINT CHECKLIST



The online shopping concept entirely depends on trustworthiness. Buyers can't touch or feel the products, they're unsure about the quality and timely delivery of products, yet they provide ecommerce websites with their credit card information. How come people are putting all their trust in online stores? I'll discuss the store trust checklist capable of helping you build a trustworthy online store.

The Importance of Trust in Ecommerce

About 85% of online shoppers run online research before purchasing from ecommerce websites. Their salient concern is about determining the trust level of online stores in terms of legality, price points, product quality, timely shipping, privacy, and security. How do they get ideas about all these?

They search for reviews, search engine results, and visit the ecommerce site to find out if every aspect(i.e., About, Contact, Error-free Content, Sharp Images, UI/UX Designs, Checkout Process, and more) is well optimized for visitors. They also look for accurate product descriptions, transparent transaction methods, and crystal clear terms and conditions.

> "About 85% of online shoppers run online research before purchasing from ecommerce websites"

How to Build Trust for Your Online Store

The chances are high that once you gain your customers' trust, they'll shop again and again from you. It's always easier to make profits from returning customers than acquiring new ones. Here, we're going to present you with an effective checklist that can help you build trust for your online shop.

1. Beautiful Web Design

The design of your website is the first thing visitors see when they somehow land there. This is your chance to impress them right away and create a sense of trust in their mind. Keep the navigation simple and intuitive so that they can easily find the pages they're looking for. Keep the call-to-action buttons easily visible. And, don't forget to implement aesthetically pleasing UI/UX designs to provide visitors with good shopping experiences. A clutter-free website with convenient navigation can win visitors' hearts.

2. Necessary Certifications

What if someone receives a notification from his/her browser stating that your website is not secure? This is the worst scenario for a new visitor. You can avoid this issue by using a secure sockets layer (SSL) certificate. Ensure that your website address is certified with SSL and starts with HTTPS to avoid the pop-up notification about the unsafety of your website.

3. Optimized Product Pages

Prospective buyers will need to visit product pages to purchase their desired products. Ensure that you have accurate product information, including sizes, colors, materials, key features, specifications, and more. Use high-quality images and multimedia files to add value to the products. The sole purpose of a product page is to drive visitors to the checkout page. It would help if you integrated crystal clear CTA buttons to help them make a purchase. Update the product page content regularly to maintain relevance with trends, new prices, and occasional sales.

4. Well-written Content

Ensure that every visible word of your website is free from spelling mistakes and grammatical errors. Impeccable spelling and acceptable grammar are the two things you need to maintain throughout the entire website. A trivial error sometimes makes a big impact on visitors' minds, and they start to doubt the competency of the people who run that website. However, other than error-free writing, you need to maintain a friendly tone and engaging language to hook your readers for more time. The longer they'll stay on your site, the stronger their relationship with you will grow. And, this relationship ultimately results in increasing your website's trustworthiness.

5. Authentic Customer Reviews

Prospective customers want to hear from your existing customers. Most people conduct online research before buying a product or service. Include a review section on your website. Leverage all the user-generated content to gain customer's trust. Your visitors are likely to turn into customers if they see people talking about the good experiences they had with you. An ecommerce website is not trustworthy if it doesn't have a dedicated section for reviews, ratings, and other user-generated content.

6. Mobile Responsiveness

A large number of internet users browse the internet from their mobile devices. You need to build a website that doesn't face any design issues when opened from cell phones. Ensure that no text is truncated and no design element is missing. Keep the website as responsive as possible for mobiles and tablets, regardless of their sizes and operating systems. Without a responsive ecommerce website, you'll miss out on a large number of customers for sure.

7. Informative About Us Page

People want to know who they're buying from. Every company has a story to tell with a well-thought mission and vision statements. Add all relevant information about your company and yourself to the About Us section. This will create a positive notion about your business, and potential customers may trust you after getting a brief idea about your identity. You should also add a Contact Us page filled with contact number, email address, mailing address, and social media handles.

8. Security Badges & Logos

Security badges and secure lock icons are two important components of an online store. They persuade customers to have faith in the website and make a purchase without any doubt. Verisign, TrustE, McAfee, Norton, etc., are a few examples of security badges that can increase the trustworthiness of an ecommerce store. Moreover, you can add a 'Secure Checkout' button to create a sense of security.

9. Detailed Privacy Policy

Since online shoppers need to provide their personal details and credit card or debit card information while checking out, they need to feel safe about their data security. A privacy policy states how companies get buyers' information and how they use it for future events. You should explain every aspect of the usage of these data in your privacy policy. A well-crafted privacy policy helps greatly to build on the prospective buyers' trust.

10. Clear Return & Refund Policy

You'll hardly find an online store that hasn't experienced issues related to return and refund. You must always be ready to handle such contingencies despite being cautious in the first place. Have a clearly defined return and refund policy so that there remains no scope of misunderstanding between buyers and customers.

11. Optimized Checkout Process

A well-optimized checkout process plays a vital role in determining the success of an online shop. Customers eventually reach a point where they think again before buying something. It would help if you asked for only the information required for a smooth checkout. Don't ask too many personal questions as it may raise doubts in their minds. Keep as many payment methods as possible.

12. Effective Customer Service

Customer service is an integral part of the ecommerce business. Your buyers may need the assistance of a company representative when they are looking for information that isn't readily available on your website. Besides, they may have questions regarding the order confirmation, shipping methods, and current status of shipped products.

13. Helpful FAQ Section

There are a common set of questions visitors ask when they browse ecommerce websites. You should compile relevant frequently asked questions and add them to your website's support page. FAQ sections prove that the business owners have concerns about their customers. This also contributes to enhancing the trust level.

14. Easy-to-find Physical Address

A physical address tells of the authenticity of a business. Many ecommerce businesses don't have a physical address, but you should have some existence outside the online world. Adding an easy-to-find physical address will help you establish the genuineness of your online store.

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ECOMMERCE TRENDS IN THE UAE THAT WILL BE DOMINANT IN 2021

The eCommerce business in the UAE is on an upward path. Compared with both developing and developed markets, its particular development direction is driven by government acceptance of eCommerce payments on platforms such as Dubai Smart City.

Government payments, amid rapid development in other segments, such as fast service restaurants and travel, lead the eCommerce landscape by miles.

In order to promote the growth of eCommerce, the readiness of logistics infrastructure is important, and in this respect the UAE is at par with some of the most established markets in the world. The nation enjoys an edge as a big global transshipment center with a high level of logistics facilities at the port of Jebel Ali and Dubai airports.

The UAE enjoys multiple benefits that make it perfect for growth in eCommerce. A young internet-savvy community, with strong social media use, consists of the user demographic. These individuals are more inclined to invest time online than any of their counterparts worldwide.

We at Royex Technologies realize this, and are helping ecommerce companies achieve their dream by creating robust, professional, and profitable eCommerce websites and apps. We are one of the best ecommerce website design companies in Dubai.

> **“The UAE enjoys multiple benefits that make it perfect for growth in eCommerce”**

E-commerce firms are tapping into the strong latent appetite, disposable income, and digital adoption that is beneficial for the industry, whether they are online markets, domestic sellers, or cross-border merchants.

Retail sales are a major factor of economic growth, with a 26.6 percent share of GDP in 2017, becoming the most significant activity in the services market. The UAE retail market is valued at $55 billion in 2018 and is expected to grow to $63.8 billion by 2023, divided into shop and non-store transactions, which include eCommerce.

Hence, it becomes important to analyze the trends in the UAE eCommerce sector that will dominate in the next year.

Increase in payment options

The UAE is home to more than 10 of the top 100 e-commerce sites in the entire MENASA region, focused on B2C products, a sign of both demand and supply. Multi-product marketplace platforms such as Souq.com (acquired and rebranded as Amazon), Awok.com, and Noon.com are part of UAE e-commerce companies; apparel sites such as Namshi.com; single store sites such as Jumbo.ae; and supermarket stores such as Carrefournow.com. 63 percent of the total specific customer base in MENASA is drawn by multi-product and multi-brand industries.

Customers in the UAE also tend to pay with credit rather than debit cards for e-commerce purchases. Customers, though, have shown greater comfort with using debit cards to pay for e-commerce transactions during the past three years.

There are several online payment choices such as Visa, Mastercard, PayPal and recently we saw Apple Pay, Samsung Pay get into the mix. This is only the start.

In 2021, we can also see eWallet, the app for processing all the purchases, being accepted by consumers. You will be able to submit & receive cash on your UAE mobile line with eWallet, pay Etisalat bills & traders. No minimum balance & no bank account needed, without any registration fees.

ID verification for secure payments

Government policies aimed at encouraging innovation, entrepreneurship and a cashless economy in order to encourage financial inclusion and greater openness have provided the growth of e-commerce in the UAE a major boost. The UAE rated 73.5, placing 27th of the 73 economies surveyed in the 2018 Government E-Payments Adoption Ranking (GEAR), and inched forward to the mature group, which starts at 75.1.

The Smart Dubai 2021 initiative involves a modern, lean, linked, "paperless, cashless government, driven by cutting-edge, disruptive technologies, defining the government of the future now." Dubai's DED has released a mobile payment solution named emPay, a digital wallet that operates with collaborators around the payment community, as part of the broader cashless agenda.

And the government has now unveiled UAE Pass, a common digital identification for all people, visitors & visitors, to move a step further. For safe authentication, the UAE Pass is your personal digital identity. Inside the United Arab Emirates, it will allow you links to different signature and authentication services. And we can see merchants integrating with UAE Pass with no need to recall customer usernames & passwords and a secure tool for merchants to verify their customers.

Better customer service through data collection and analytics

The discrepancy between online and in-person data gathering with camera systems, facial recognition, tracking beacons, point-of-sale data and traditional digital measurement and analytics will be bridged by physical retailers.

Much like internet stores can recognize the movement of consumers on their web, WiFi, cameras, Radio Frequency Identification (RFID) beacons and more can be utilized for brick-and-mortar locations.

The aim is to recognise high-traffic places in the shop, missed items, dwelling period, and the flow of products from the rack to the fitting space.

The age of real-world analytics is upon us, from real-time merchandizing to make data-based choices on physical contact management and shop preparation. In-person data capture and analytics coupled with web, smartphone and social data takes retailers far closer to a truly 360-degree consumer experience.

Better shipping

2021 would be a year of "fast and free shipping" for eCommerce businesses in the UAE.

Same-day delivery would be a practice instead of an anomaly. Express delivery can come at a premium, so who can arrive quickest will have cut-throat rivalry. However, the technology and commerce element of this should not be dismissed. In all e-commerce sites competing to do this (just like the Food Distribution Apps), position mapping technology must be allowed and the cost of express delivery would still be a price fight between merchants. Eventually, regardless of the real expenses involved with the logistics, there would be a correction to this model.

A rising number of riders from delivery service providers such as Talabat, Deliveroo, Uber Eats and Spoonfed are whizzing around to deliver meals to customers on UAE streets. In the growth of transactions in that segment, customer dependency on these food ordering apps to compare choices and order from their restaurants of choice is evident.

Rewarding customers

Frequent flyer miles, cash-back certificates, even the favorite café's cafe cards. It is evident that incentive and loyalty schemes are an effective method for driving company revenue and exposure, whichever variety is selected. But these are paperless cycles, because it's more about getting a reward scheme focused on an app.

A new app-based lifestyle loyalty platform named Share was unveiled by leading retail and leisure entrepreneur Majid Al Futtaim, which enables users to receive and spend points at 2,300 outlets across its 16 shopping malls and 11 UAE hotels.

The Sharing wallet delivers real-time receiving, saving and contactless payment functionality for digitally-minded members. Other choices involve receipt scanning to gain points and purchasing points in every store in the shopping malls.

And this was accompanied by a promotional campaign that involved advertisements, publishing and multimedia promotions at famous places around the UAE.

Taking a cue, the bandwagon would be followed by several famous labels, retailers, entrepreneurs. Customers will be spoiled with reward selection and internet consumerism will be powered.

Rise of distribution centers

As a major global transhipment centre, the UAE enjoys a benefit with the port of Jebel Ali and Dubai International Airport (the world's sixth busiest freight airport) having a high level of logistics facilities available for e-commerce to take place.

As a key driver for e-commerce expansion, improving logistics has been recognized as a key factor. Retailers also fine-tuned e-commerce logistics to enable development and volume, shifting away from technologies traditionally geared to brick and mortar transactions. Compared to retail retailers, the e-commerce supply chain provides a distinct range of benefits and obstacles. This is being tackled within the transportation and industrial industries through technical advancement.

E-COMMERCE

E-commerce logistics is distinct from conventional logistics using new technology such as 3D printing, successful RFID monitoring, or GPS-driven solutions. E-commerce often requires a distinct order period that, as opposed to being stable and consistent, is counted in hours and minutes instead of weeks and orders are seasonal and fragmented. For B2C rather than B2B customers, quick satisfaction needs comprehensive customer support solutions. Distribution is demand-driven rather than supply-led, with centralized bulk supplies taking the place of smaller exports to different destinations.

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.

HOW TO START AN ONLINE GROCERY ECOMMERCE BUSINESS LIKE INSTASHOP

Planning to start a new business like Instashop or an Ecommerce Grocery store?

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 by sitting at their convenient place avoiding all the hassles. Till a few months ago people used to go out shopping for the experience but with the pandemic situation through which we are going through, they have completely shifted to online shopping, which makes entrepreneurs to be more serious about ecommerce business.

Major advantages of Ecommerce business

More convenience

First and foremost people have shifted to online shopping because of the convenience it provides for the 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 for shopping, instead they are more and more leaning towards online shopping.

> "Global e-retail sales are going to grow to up to $4.8 trillion by 2021"

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 alongside your website like pay per click, social media marketing.

Can broaden the range

One of the advantages for 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 social distance due to 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 users point of view online shopping is an effective way for them to buy their essentials by maintaining the social distance.

Increased reach

With ecommerce you are no longer into one store business. In this digital world and 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 your business online.

Growth in Online Grocery Business in 2020

According to studies prior to 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 preferring to buy groceries at physical stores but after the covid has hit over 500% of increase in the search for online groceries, and more than 200% increase in the search for pharmaceuticals was seen making the spotlight on the online grocery industry like never before.

Prior to covid people largely depended on the ecommerce sites searching for electronic gadgets and now a major change has seen in that as people have started to go for online grocery shopping more often than before . Major benefits of online grocery shopping for a customer are as below:

- Saves Time
- Saves Money
- Doorstep Delivery
- Lot of Options to choose from
- Multiple payment options
- Discounts and coupons

Revenue Model of Ecommerce Platform

For an Ecommerce business there are different kinds of revenue models like commission based, subscription based etc. Several factors affect which revenue models bring your business maximum profit like target market, size of the business, popularity of the business.

- Commission based
- Subscription based
- Service Charges

Apart from all these several Ecommerce business has a secondary stream of revenue, blogging and publishing sponsored contents, on site promotions for merchants, banner ads etc.

Business process of Instashop

Instashop is one among such online grocery stores with a successful business model. This Dubai based company is part of Jabbar Internet Group. They have around 20 categories of grocery products, ranging from everyday products like dairy, eggs, vegetables, fruits to baby care, body care products, prepaid recharge cards, etc. Along with this, their services include Pharmaceutical Products, Organic food delivery, and House cleaning. Started in 2015 they have expanded their services to 4 different countries now, Dubai, Bahrain, Lebanon and Egypt.

Instashop has a unique model of business where both the customer and vendors meet. Vendors are the retailers, supermarkets, petcare shops, pharmacies etc. At first the user will be asked to enter their location. And then pick a shop or supermarket near them and then pick a product from that shop. Instashop forwards your order to the Store you ordered from. The app shows the estimated time also for delivery.

Along with this Instashop also has rewards and referral programs for their customers. Instapoint :Through instapoints the customers will be rewarded with points which they can convert to credits and can be used for their upcoming purchases.

Instafriend :Instafriend is a referral program in which the users can earn rewards. Users can invite their friends to use this application and in return they'll receive the rewards as instapoints.

Main services provided by Instashop are :

- Supermarkets
- Pharmacies
- Pet Shops
- Fresh Produce market
- Butchery and BBQ
- Flower shop
- Water
- Organic Foods

How to create your own online grocery store business

Instashop's success story has shown entrepreneurs the opportunities lying in the online grocery business. First you have to look for the market demands. See the current market conditions and look for the products which can provide you a larger market share. You can start with offering free delivery or promotional discounts. This will attract more customers. You should know about your targeted audience and for that you can take surveys and feedback. Understand their needs and try to fix it with your business and even look upto your competitors. Below are the few checklists you can follow to start your business.

Start with your Business Name

First things after deciding about your business is to come up with a catchy memorable business name. It's always better to make it short and simple but unique.

Register your business

Once you have decided your online grocery business you should register it with authorities. You can seek the help of any registered consultant to get all the formalities done.The authorities do not allow any random person to launch an e-commerce store and start selling products. Operating an ecommerce business does not exclude you from needing business licenses or permits.

Domain name and Website

Ideally you'll get your business name as your domain name, but if it's already taken you can look for other options too. The ecommerce website may be one of the major expenses you'll have, but you have to make sure that it's visually appealing and functional.

Inventory

You can arrange the inventory mainly in 2 ways. You can stock up the items in your warehouse or you can have business tie-ups with local grocery stores, but ensure that the suppliers can deliver. If you tie up with such local grocery stores or supermarkets this will add up to the inventory and you can offer a vast and variety of products to your customers.

Identify Delivery region

One of the major reasons for the success of Instashop is their promise of delivery within 30-45 mins. So if you are planning to start a business, you should determine the delivery regions you are serving. For example if you sell fresh groceries or vegetables the delivery area should be limited at the starting.

Marketing

Marketing plays an important role in the business. You can try different marketing strategies like offering discounts and coupons to attract your customers. You can hire any digital marketing companies to consult for what is the best marketing strategy for your business.

Hire an SEO Agency

Building a website is not enough, you need to hire any SEO experts to market your website online so that it will reach out to more customers. If you hire right SEO experts they can drive more visitors to your website and more sales.

Team

Your business needs to have a strong team who work together with a common goal i.e., the success of your business. You need to hire the right people in the right department for the ecommerce business. We can discuss a few of the core teams which are required for your online ecommerce business. Apart from the top management , You should have an operations team who looks after the contracts, partnerships, who takes the strategy decisions, and budgeting.

Team to manage the inventory who are responsible for maintaining the inventory, coordinate with the logistics for the shipping of the product. Sales/Marketing team is inevitable in all the business, you should have a marketing team to meet the vendors and make them convince your business and brand for the tieups.IT who will be responsible for utilizing the digital infrastructure properly and also data security and storage.

Digital Marketing plays an important role too, they will be responsible for bringing traffic to your website and organize campaigns, create brand awareness, so that you can reach out to maximum customers. The Content team or Designing team should be responsible for the content management of website or different social media platforms. They have to create engaging content with some great designs and exceptional marketing strategies.

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Next is the Customer Care department. Unlike other industries here they don't have to have face to face interactions with customers, but they should clear the customer queries usually though chats, calls or emails, you may need to have more people for this department unlike others. Next you need to have a finance team to manage the financial matters, budgeting, P&L reporting etc. Teamwork allows employees to take up the greater responsibility in decision making and increase in morale. Building an effective team will foster creativity and innovation.

Few points to consider when creating the website

a) Ease of Use

Simple and hassle free experience for the customer should be your top priority. Your website should be easier for the customer to register and to search or filter the products according to their needs. If it takes too much time to load the customers wont stay for long.

b) Be Clear

Always mention all the necessary information that the customer needs to know very clearly. Be it the refund policy or product description or any limitation in delivery to any particular area. Customers should also receive information regarding his purchase, shipment, delivery or refund for that matter through email and sms.

c) Use Quality photos

This may sound silly but it's one of the major points that you should consider while presenting your website to your customers. Any low quality or pixelated image will make your product look cheap. Consider creating photo galleries for the product.

d) Include reviews

Try to include genuine reviews about products in your site. Nowadays people will first check the reviews of the products which they are planning to buy before actually buying it. So adding reviews about products or adding testimonials will increase the trust of your customers towards your brand. Customer reviews are a quick way to promote your brand.

e)FAQ page

Many of the websites try to miss this, but we feel each small detail about your website counts. In this way you can clear your customers' frequent queries like the refund policy, or exchange of the product which differs from site to site and customers always would want to know that. In this way customers will feel that you are making an effort to be transparent about your business and you genuinely care about your customer.

f) Quick and Easy checkout

Always try to make the checkout process as simple as it can be. Asking too much information during the checkout process is one the reason for the abandoned cart. Always keep an option to checkout as a guest.

g) Research about the platform

For a better ecommerce platform you should do some research on the platform which you are going to build your website. What all the features or advantages of that platform or what are your benefits from that platform in your business model etc. Since most of the people now go through these online shopping sites through mobile you should give equal importance on how it looks on mobile. Can the users easily navigate through the categories and also whether the payment method is easy to follow for the customer.

Selling the product through online is not a cakewalk. You have take care of many things. Even if a small spelling mistake or a wrong product description will leave a negative impact about you on customers mind. If a customer had any bad experience while shopping with you, he may never come back again to give you a second chance and your brand will be held responsible for the issues even if you are not responsible for that.

These are the few points which we think that one should consider while starting an online grocery business. If you feel that we have left any other points out, please let us know by leaving a comment below. Also we feel at Royex technologies we can help you if you are planning to start your online grocery ecommerce business. With our vast experience in ecommerce website design, mobile application development ,digital marketing and SEO field we will ensure that your dream becomes a reality.

We set the client's goals as our goals and set a timeline, and complete it on time. If we can explain in detail how an App like Instashop works, we can also develop an application like it or even better. We are a group of experienced and skilled software architects, engineers and developers who will give you the perfect solution for any of your ideas. We have worked with more than 300 clients globally since 2013.

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.

ROYEX TECHNOLOGIES

ONLINE SHOP & APP DEVELOPMENT COMPANY IN DUBAI?

www.royex.ae

royex Technologies

MOBILE APPS

Mobile app development, guides, cost breakdowns

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.

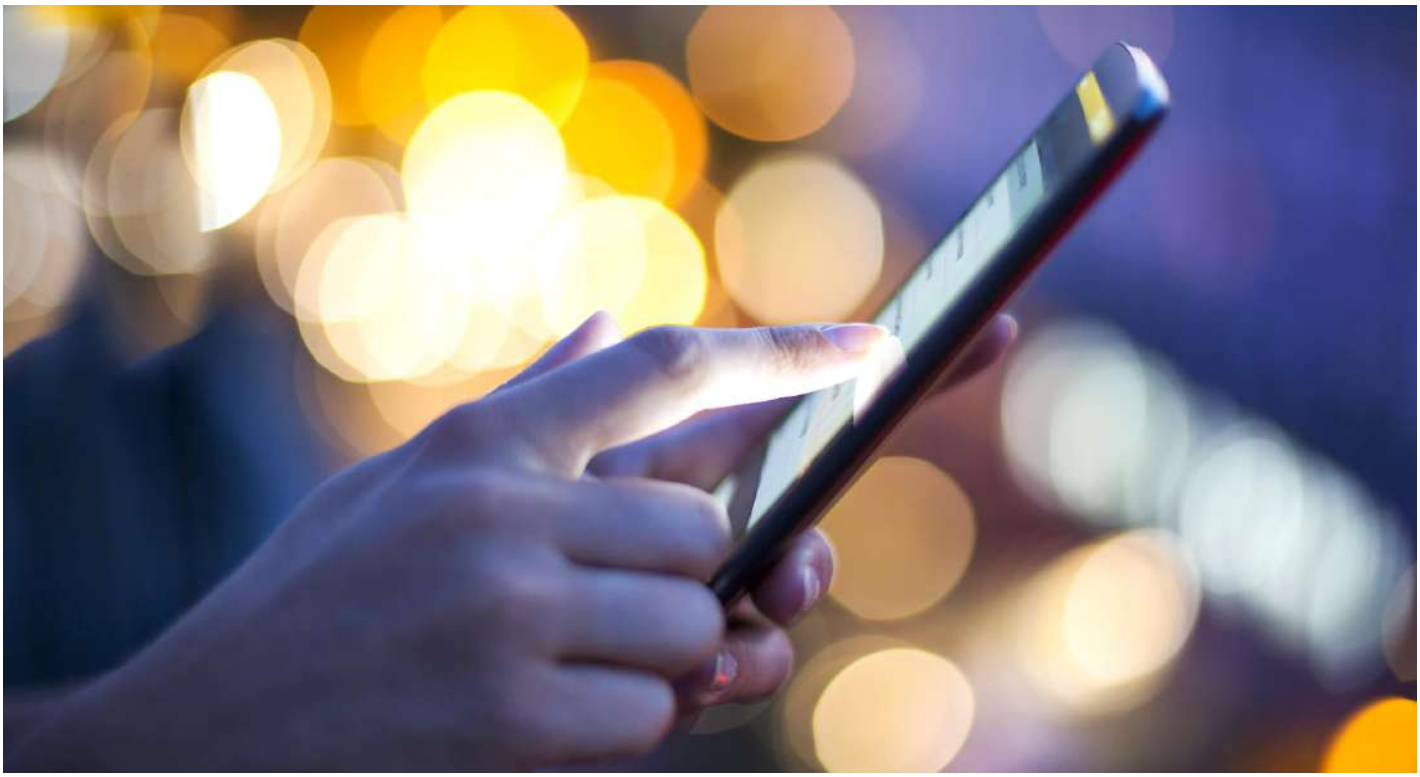
Yet before you reap the rewards of automatic mobile testing, you need some of the best mobile testing tools or systems onboard to help you develop tests.

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 in our first article.

These days, the video-sharing app TikTok has become quite a popular phenomenon across entertainment applications. This app has millions of consumers using the app from all over the world. And they spend hours watching videos and making their own content on TikTok.

TikTok 's surprising yet spectacular popularity has contributed to other questions such as how to create an app like TikTok and the expense of making an app like TikTok.

So, in our second mobile app article, we will give you an idea on how to create an app like TikTok in Dubai and how much it may cost to develop the app.



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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. The QA department will of course be willing to operate for the people they already know.

> “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
- Kobiton
- Calabash
- APPIUM
- Monkey Talk
- EarlGrey
- TestDroid
- Appium Studio
- Robitium
- Experitest

We will describe the features of each of the tool briefly below:

TestComplete

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.Furthermore, TestComplete can perform tests on emulators, on actual computers or even virtual machines. This tool is versatile and simple to use, providing both scripted and scriptless test generation choices.

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
- 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

Monkey Talk

MonkeyTalk is a free and open source testing tool for mobile applications for iOS and Android. The MonkeyTalk application comprises two major components: MonkeyTalk IDE and MonkeyTalk Agents.

MonkeyTalk IDE is an Eclipse-based platform for capturing, playing, editing, and managing functional test suites for iOS and Android apps operating on simulators, emulators, and computers.

Money Talk Agents are iOS and Android libraries that need to be connected to test apps. The agents require MonkeyTalk Commands to be captured and played on applications. Each command executes an operation or a testing phase on the user interface.

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.

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.

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What is TikTok?

TikTok is a platform for video-sharing that enables users to make and post online videos. This helps people to share videos and content through short films. The videos can be modified after that, as the program offers multiple editing effects, filters, and more.

TikTok is also a great platform to highlight skills and share information with a wide audience. It can transform a video to a live wallpaper. In the settings, users can save these videos. In a short time, the platform got quite famous.

> “TikTok will change the way your social media works — even if you’re avoiding it”

TikTok disclosed all the information on developing 'For You' and Suggestions. Let's figure out the specifics.

How does TikTok create the For You page? The app analyzes different variables such as user experiences, video, app, and account settings. TikTok suggests specific material for each user based on this knowledge.

There are, of course, more ways to customize the TikTok content. Users would need to select the groups they are involved in when accessing the feature. When the user does not pick categories, TikTok would display the videos that are most common.

Users may even inform TikTok they don't like this video either. They need to click a video via a long press and select 'Not Interested.'

Here are some quick stats related to TikTok:

- TikTok has about 800 million active monthly users from across the globe.
- TikTok has been downloaded more than 2 billion times on the App Store and on Google Play, according to SensorTower.
- TikTok is used by teens the most according to recent studies. TikTok users average age ranges between 16 and 24. Men predominate more than women.
- Users tend to spend an average of 52 minutes on TikTok a day.
- Apptrace states that TikTok is available in 155 countries.

Did You Know?

- TikTok was the third fastest growing brand in 2020
- TikTok is the most downloaded app on the Apple App Store
- 62 percent of TikTok users in the US are aged between 10 and 29
- US TikTok users average 858 minutes per month on the app

Basic features and technologies required in an app like TikTok

Developing an app like TikTok requires considering essential features in advance. For most instances, it is best to start developing an MVP (app with certain simple functions) and only add new and advanced features afterwards.

Developing a TikTok clone can be time-consuming, and costly. But you can create and launch an app with some simple features. The MVP version of the app allows your target audience to get feedback and decide what features to further develop.

In addition, when making an MVP edition, you have better chances of getting investment. Here are the basic features that is required for an app like TikTok:

Login & Sign up

Users are expected to sign up for content uploading. It is easier to put in many sign-up choices, e.g. email, social network, and contact number.

Edit and customize profile

Offer users the option to modify their profiles, e.g. alter profile photos or username, include a bio, and more. Customized options are also a good idea.

Video upload

How do you make an app like TikTok a success? You need to make it easy for users to upload videos. Therefore, it is best to evaluate sharing choices in advance.

Filters and video effects

TikTok provides lots of filters and effects to add to the video. So, you need to add a function like that to your potential app. This helps you to draw more customers and give them exclusive filters.

Editing videos

Users should have video editing features on the app. There might be several simple choices such as flipping, rotating, speeding up the video, etc. Yet an option to switch on 'beauty' features may also be included. It renders skin cleaner for the users.

Similar to Instagram, TikTok has the feature to like and comment on videos. The user should be able to look at the liked posts as well.

Option to share

You can offer the sharing options to gain more users. It symbolizes the ability to share their content on other social media such as Facebook, Twitter and so on. TikTok also offers the possibility to connect the user's profile to other social networks.

Notifications

To keep the users updated, a push notification feature must be enabled. You need to remind users about their videos, likes, or some other information regarding the post. Notifications are typically enabled by Google Cloud Messaging (Android) or the Apple (iOS) push notification program.

Admin Panel

The Admin Panel offers various features such as account control (e.g. modifying, removing, or blocking users). Furthermore, it can also track a single user's messages, include new user statistics, and more.

Advanced features to add in an application like TikTok

Only having simple features to launch an app is enough. The more users you acquire though, the more sophisticated and special functionality the application should offer. Below are some advanced features of TikTok which you can incorporate once you start creating an app like TikTok.

Video preview prior to registration

TikTok lets you browse some famous videos before you sign up. As a consequence, new users can see the type of content through. Nonetheless, it is important to register to comment or like.

Content dependent on location

Another technical aspect to remember when creating an app like TikTok. This functionality allows locating the user. The app provides content shared by other users with the same location, according to this info. Users can also add their current location to the video.

Analytics in Real time

This feature offers a chance to see the live audiences and broadcasters in an organized way such as a graph. This also provides info on how the number of likes and comments.

Video live streaming

TikTok does not have the option to live stream content. Yet there is a need for social media apps for a chance to launch a live stream.

AR Filters

Some AR filters can change the color of the hair or eyes, add items over the head (e.g. pet's ears, flowers, etc.). These days this technology is becoming more and more popular. Therefore, incorporating the technology into the application is a smart idea.

Development cost of an app like TikTok

Development cost for an app like TikTok in Dubai will be between **AED 30000 to AED 50000**. If you have a detailed description and requirement we can give you an exact estimate. The expense of an app like TikTok can be calculated when the expenditure for marketing and delivering the app is determined. The cost of an app like TikTok depends on the approach towards development, necessary features, technologies, functionality, and the development team.

Royex Technologies, a leading **Mobile App Development company based in Dubai** can help you make an application like TikTok at a very affordable price based on your requirements. Royex Technologies has been in the business since 2013 and has competent team members who have been developing projects for more than 300 clients to date, all over the world.

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

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