MOBILE APPS & E-COMMERCE

7 MISTAKES EVERY **ECOMMERCE** OWNERS **ARE** MAKING

MAGENTO IS NOW **ADOBE** COMMERCE

WWDC 2021 SUMMARIZED

TOP **MAGENTO** DEVELOPMENT TRENDS TO **FOLLOW IN 2021**

DEFINITIVE GUIDE TO SECURE YOUR **M-COMMERCE** APP

TOP 10 **UX** TRENDS FOR MOBILE APPS

10 TRICKS TO GET **CRAZY** **ECOMMERCE** TRAFFIC

6 THINGS TO CONSIDER BEFORE HIRING **MOBILE APP** DEVELOPERS

TABLE OF CONTENTS

E-COMMERCE

MOBILE APPS

EDITOR'S NOTE

It has grown more difficult to drive traffic to e-commerce websites. You're fighting against not only behemoths like Target and Amazon, but also a slew of other high-traffic sites that dominate the top pages of search engines.

You may question, as a new e-Commerce website owner, what they do that you don't.

We understand this frustration and want to address this issue in our cover article in this magazine. We will talk about seven common mistakes that ecommerce owners make and how you can avoid them to succeed your ecommerce business.

Along with this, we have two articles on Magento. Firstly Magento is now Adobe Commerce and we discuss the various changes that this will bring along.

Next, we discuss the various Magento trends to follow in 2021. Finally, we share ten tips to skyrocket your ecommerce traffic.

In the mobile app section of the magazine, we guide how you can secure your m-commerce app, discuss ten UX trends for mobile apps, summarize Apple's WWDC 2021 event, and what to consider when hiring mobile app developers.

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.

royex

E-COMMERCE

Ecommerce platforms, features, tips, and reviews

Anyone who has started or managed a successful eCommerce business will confirm that it isn't as straightforward as it appears.

While many business owners and executives mistakenly feel that eCommerce is a set-it-and-forget-it strategy for becoming rich quick, nothing could be farther from the truth.

This is our topic of discussion in the first article where we will cover the common mistakes every eCommerce business owners make on a regular basis.

The second article is on the recent news where Adobe announced its acquisition of Magento, which is now known as Adobe Commerce.

Adobe announced the rebranding of Magento Commerce and Adobe Commerce Cloud as a single, unified Adobe Commerce brand ahead of this year's Adobe Summit conference.

The third article list out ten tricks to increase traffic to your ecommerce website significantly. These tips will help your website get the visitors it so deserves.

The final article in the ecommerce section highlights the top Magento trends to follow in 2021. These include trends such as headless commerce, ethical commerce, voice commerce, among many others.

E-COMMERCE

Million Dollar App

By Rajib Roy

MILLION DOLLAR APP

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

Million Dollar App

Rajib Roy

By Rajib Roy

7 MISTAKES EVERY ECOMMERCE OWNERS ARE MAKING

Anyone who runs or has operated a somewhat successful eCommerce company can attest to the fact that it isn't as simple as it seems. While many company owners and executives incorrectly believe that eCommerce is a set-it-and-forget-it, get-rich-quick scheme, nothing could be farther from the reality.

To be able to learn from your previous errors, you must, of course, commit these errors in the first place, right? Needless to say, this means you'll have to put a lot of time, money, and effort into projects that may or may not pay off.

As a result, we've developed a list of the most frequent errors we see both rookie and expert eCommerce site owners and administrators make on a regular basis so you don't have to deal with the same issues in your own business.

First Mistake: Picking the Wrong eCommerce Platform

Whether you're just getting started with eCommerce or have been selling online for a while, your eCommerce platform may make (or ruin) your company.

> " **eCommerce is not a set-it-and-forget-it, get-rich-quick scheme** "

E-COMMERCE

After you've created a business strategy, you'll need to think about a number of things when selecting an eCommerce platform, including:

- What items do you intend to sell?
- How do you intend to grow your company?
- What technologies your platform needs to connect with
- How much control you desire over your website
- Your financial situation
- Whether you prefer a templated or bespoke design
- What type of experience do your consumers want?

The very last thing you want is to pick a platform that restricts your company's development, doesn't interact with your current systems, or doesn't provide the amount of control and flexibility you want.

The incorrect eCommerce platform may result in a variety of problems, including income loss, decreased conversions, less traffic, security difficulties, bad design, and more.

This major error might force you to spend even more time, money, and effort modernizing your platform or moving to a new one entirely.

Take your time while deciding on the best eCommerce platform for your online business.

Second Mistake: Failing to define and comprehend your target audience

What more could you possibly require? You have items, a company strategy, and a website.

Unfortunately, having an offer and a venue to pitch it isn't enough to be a true eCommerce success (or any type of business, really).

Did You Know?

- The fastest growing ecommerce market in the world is China

- It is expected that mobile commerce will take a market share of ecommerce of 72.9% in 2021

- There are over 2 billion digital buyers in the world

- Free shipping is the most important factor for consumers when deciding from which retailer to make a purchase.

royex

E-COMMERCE ⸡

One of the most common blunders a business owner can make is failing to precisely define their target demographic and spend time learning what makes them tick.

You'll need to go deep into the market research to make certain that:

- Your target population has a genuine need for your product, and you know how to express your offer in a way that they will comprehend. You may create a marketing plan that prioritizes your target group.
- Understanding and defining your target audience can help you develop an experience that they will remember and a brand message that will tempt them to purchase again and again.

You should keep your ideal consumer in mind in every aspect of your B2C or B2B organization. Market research will be required to construct a profile of who this "client" is.

Typically, this study entails:

- Identifying your consumers' inconveniences
- Hearing about previous solutions they've attempted (and why they didn't work)
- Knowing what ideals they hold dear
- Identifying where and how they interact with online content
- Seeing what type of language they connect with
- Identifying the issues that your goods address for them

With this knowledge, you'll be in a better position to get your goods in front of the relevant individuals and explain why they're better than your rivals'.

Third Mistake: Difficult Navigation and Poor User Experience

The functionality and appearance of your eCommerce website should work together. You want your website to not only appear attractive but also turn visitors into paying clients.

Users will get annoyed and go someplace else if your site navigation employs ambiguous language, if your material is difficult to discover, or if specific features aren't operating correctly.

To prevent this, hire a UX specialist to help you optimize your website for easy navigation and a positive user experience. Users will be able to access the information they need more quickly, which implies more sales for you.

Fourth Mistake: The Content on Your Website Isn't SEO-Friendly

If your eCommerce company depends on organic traffic to attract clients, then the material on your website should be crafted with the consumer and SEO in mind.

Many organizations make the mistake of considering content as an afterthought, failing to see that each piece of content represents a chance to increase traffic and convert consumers.

You need to provide content that is relevant to your target audience, optimized for search engine traffic, and entices consumers to purchase your items, from your homepage to your product descriptions.

Fifth Mistake: The Checkout Process Is Complicated

It's time to complete the transaction after consumers have progressed through the first few phases of your sales funnel. Unfortunately, many eCommerce firms experience abandoned carts in this stage.

This may happen for a number of reasons, the most common of which is that the checkout procedure is just complicated.

If your consumers are forced to struggle their way through the checkout process, they are likely to get upset and abandon their shopping cart before completing a purchase.

Investing in SEO and CRO-friendly content is worthwhile whether you engage with an SEO service or do it yourself. This entails using the correct high-quality keywords for your niche and crafting material that is designed to convert.

Make the checkout experience as easy as possible to improve conversions. Customers should not be required to create an account before purchasing a product. After you've gotten their money, add them to your email list. Remove any impediments in their path.

The text on your website should be clear, informative, and succinct. Outline the specific procedures they must follow to make a purchase. Buttons should be large and noticeable.

Finally, be certain you aren't surprising them with any conditions or costs. Everything should be specified right from the start. Making a transaction requires trust, and you don't want to give them any reason to believe you're being deceptive or spammy.

Sixth Mistake: There is no clear brand message or identity

Nike is recognized for their shoes, but they've worked hard to develop a great brand identity, emblem, and message. The Nike "swoosh" is well-known throughout the globe, and its slogan "Just Do It" is simple, memorable, and inspiring.

Don't fall into the trap of believing that your things will sell themselves. To build a successful company, you'll need to develop a strong brand identity that is both approachable to your target audience and favorable to viral brand awareness.

If you've done your homework, you should have a good notion of what your target audience wants and how to communicate with them. Then all you have to do is be consistent and firm in your message.

If your business stands for high quality, dependability, enjoyment, and affordability, these principles should be reflected in all of your content, branding, and marketing.

A strong brand identity boosts client loyalty and your chances of gaining global brand recognition.

Mistake Seven: Customer Service Problems

It also refers to how you reply to user messages on your website. It's how you answer social media queries and comments. It's how you handle complaints from clients over the phone and through email. Any encounter with a consumer requires your full attention and assistance.

Poor customer service (such as delayed response times, impatience, refusal to issue refunds, and so on) is the surest way to lose current customers and make it difficult to get new ones.

You should be available to your users and customers at all times throughout the sales process, from gathering information to checking out to following up. This assures that customers have no problems, or that if they do, you can fix them swiftly and properly.

You will create a lengthy trail of disgruntled consumers if you take time to react, depending on automatic replies, only send one-word replies, or have a "tough luck" mentality.

Your customers are your company's soul. Not only is it simpler and more lucrative to maintain an established client, but providing excellent customer service increases the possibility of them referring additional business to you.

ADOBE ACQUIRES MAGENTO: MAGENTO IS NOW ADOBE COMMERCE

Magento Commerce is now Adobe Commerce officially. The popular eCommerce platform gained a new moniker and is now a full-fledged part of the Adobe family, according to a statement made by Adobe and Magento on April 21, 2021.

Adobe announced the rebranding of Magento Commerce and Adobe Commerce Cloud as a single, unified Adobe Commerce brand ahead of this year's Adobe Summit conference. This is the last step of an integration that has been going on behind the scenes for over three years since the Magento platform was acquired.

The news came nearly three years after Adobe declared in May 2018 that it would purchase Magento Commerce. The $1.68 billion purchase was made to improve Adobe Experience Cloud, the company's marketing and sales platform.

Magento would now be part of well-known tools like Adobe Analytics, Adobe Experience Manager, Adobe Marketo, etc.

The addition of Magento will give Adobe customers seamless eCommerce connectivity, allowing them to utilize a single platform that serves both B2B and B2C clients internationally.

> " The addition of Magento will give Adobe customers seamless eCommerce connectivity "

E-COMMERCE

By incorporating digital transformation into Adobe Experience, businesses will deploy highly tailored, customer-centric business solutions. For Adobe, Magento, and its clients, this merger seems to be a win-win-win situation.

Before we get into the specifics of what such a transition would entail, let's look back at Magento's history to see what made it one of the most popular platforms on the market.

Magento: A B2B and B2C leader

Magento was founded by two college mates, UCLA students Roy Rubin and Yoav Kutner. Rubin and Kutner's newly formed firm got a large contract for the development of an eCommerce website, but they believed that osCommerce, the most successful ecommerce solution at the time, wasn't up to the task.

They created their platform, based on osCommerce, and published it under an open-source license in 2008. The color "magenta" was employed in the logo, thus the name. According to legend, the domain name "magenta" was already occupied, so they altered it to Magento.

Using open architecture and the most popular framework of the 2000s, PHP-MySQL, was the key to early success. Magento grew swiftly to become one of the most popular eCommerce systems, earning multiple accolades for "best open-source software."

The next major event occurred in 2011 when Magento was purchased by eBay, which was aiming to expand its community of eCommerce developers. On the other hand, years with eBay proved to be rough, and in 2015, after eBay's internal business issues, Magento became a different company once again.

The turbulent years of eBay ownership did not dampen Magento's desire to innovate, and in 2016, the company debuted its Enterprise edition, which gives customers unrivaled freedom and growth possibilities.

This leads us to 2018, when Adobe revealed its acquisition of Magento for $1.68 billion, making it Adobe's biggest M&A deal in the last decade.

The integration of Magento into Adobe Experience Cloud is nearly done as Adobe approaches the third anniversary of the purchase. The major news for April 2021 is that Adobe is unifying its brands, and Magento Commerce will now be referred to as Adobe Commerce. (The open-source version of the platform, which will continue to be known as Magento, will not be affected by the move.)

royex

E-COMMERCE

So what does the acquisition mean for Adobe?

Adobe's stock has risen in the last two days; however, it's unclear if this is due to the acquisition news or the buyback. Regardless, Adobe stockholders are in for a good time.

Adobe purchased Magento Commerce from Permira, a European private equity firm that had acquired the business from eBay Enterprise only three years beforehand. Given that their principals will receive a 5x return on their 3-year investment – netting over a billion dollars – it's reasonable to assume that there are some pleased investment bankers as well.

But what does it signify for the rest? Let's have a look.

We anticipate the purchase to have the greatest effect on existing Magento customers, particularly the smaller to mid-size businesses that make up most of the approximately 200,000 Magento sites.

According to Adobe, the typical AEM contract costs roughly half a million dollars in upfront licensing charges and three to four times in implementation expenses, bringing the initial cost of an AEM installation north of $2 million. This would seem rather expensive to many existing Magento customers, who depend on open source alternatives such as Drupal, Joomla, and WordPress to handle their digital content.

Adobe will undoubtedly want to advertise their other products to existing Magento customers, and it's easy to see how they would be tempted to cut down on funding and support for Magento plugins and adapters that compete with Adobe's own. This issue should cause a lot of existing Magento users to think again about their eCommerce platform decision.

Magento's existing partners, including integrators, agency partners, and plugin manufacturers, will also be impacted. While many of them – especially the bigger ones – already work with Adobe, many smaller ones have purposefully chosen to concentrate on the lower to mid-range market.

All of this will cause market uncertainty, which will provide an opportunity for Adobe's rivals. Salesforce and Oracle, for example, are likely to try to take advantage of this by spreading some FUD (Fear, Uncertainty, and Doubt). Expect some of the more recent upstarts in the industry, particularly the rising next-generation SaaS pure-plays that are already threatening to disrupt the industry, to be considered by potential customers, even some of the bigger ones.

While Adobe has several problems and hazards, they are not any more severe than those faced by huge corporate rivals Oracle, Salesforce, or SAP. Remember that their "full solution offerings" are mostly acquired, that many of them depend on outdated technology, and that they are not necessarily "seamlessly integrated."

royex

E-COMMERCE

Conclusion

Adobe's purchase of Magento is significant and will have a wide-ranging influence on the market. It remains to be seen how – and with what result – this will be accomplished. As we've seen in the past, huge acquisition integrations seldom go smoothly, if at all, and they always generate uncertainty, risk, and opportunity in the market.

Another problem will be that, like most corporate solution areas, the eCommerce software industry is experiencing a tremendous shift as businesses adopt cloud and SaaS-based subscription models. Only time will tell what lies in the future for Adobe Commerce.

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

10 TRICKS TO GET CRAZY ECOMMERCE TRAFFIC

Are you experiencing problems getting visitors to travel to your online store? You have a better chance of gaining more conversions and sales if you can attract traffic to your online business.

However, finding techniques to entice customers to shop at your business might be difficult. And problems aren't made any simpler when you're up against well-known retailers.

We've gathered a list of top-notch techniques to attract traffic to your online business in this post. As a result, you may build on your present achievements and begin competing with the big boys.

Make blog posts on popular products or services

Your eCommerce site will get a lot of traffic if you provide regular, useful, and all-around engaging content. It's not only about selling things and services on your internet site. In reality, the majority of customers are searching for more than simply a place to buy.

> **"** Your eCommerce site will get a lot of traffic if you provide regular, useful, and all-around engaging content **"**

Optimize your website through SEO

If you're going to include content production into your overall marketing strategy to boost eCommerce traffic, it's critical that you grasp the impact SEO plays in driving visitors to your site.

SEO is a marketing strategy that aids in the visibility of your eCommerce site in search engine results for various keywords. Consequently, anytime someone types a search keyword into Google, your website will come up first.

Since a result, optimizing your online shop for various keywords is critical, as it is one of the most essential Google ranking criteria. Looking at the search words your website already ranks for is a smart place to start.

Focus on the top conversion sources using the 80/20 rule

The 80/20 rule may then be used to concentrate on your top conversion sources and drive additional visitors. If you're curious what the 80/20 rule is, it means that you get 80% of your results with 20% of your effort.

When it comes to raising the traffic to your online business, you may work strategically and discover numerous strategies to attract more customers by collaborating with websites, submitting guest articles, or offering unique offers such as unique discounts.

Promote products that your target market is interested in

If you want to increase traffic to your online business, you need to know what your consumers prefer.

You may add items that they favor and generate content around their interests to enhance your online traffic by determining their interests.

Create campaigns tailored to specific regions

Examining which nations your visitors originate from is another approach to increase online traffic for your online marketplace.

You may design geo-targeted campaigns, highlight items for that area, and send personalized messages by identifying your top regions. Not only that, but you may also come up with new topics for your blog.

E-COMMERCE

Let's say you own an online company that offers travel accessories. For example, if the bulk of your visitors are from Qatar, you may now provide items and write blog entries such as 'ten advice for Qatari tourists.'

Make Your Online Store Mobile-Friendly

Many website owners are now solely optimizing their eCommerce sites for desktop computers, ignoring other devices. As a consequence of the terrible user experience on mobile devices, your visitors will abandon your site.

To attract more customers, make sure your online business is mobile-friendly. In reality, Google has switched to a mobile-first index, which implies that websites that function well on mobile will be ranked higher than those that don't.

If your website isn't mobile-friendly, you should consider switching to a mobile-friendly WordPress theme. You may also utilize Google AMP to ensure that consumers can navigate your online shop without difficulty.

Submit Guest Posts and Collaborate with Top Referrals

While developing amazing content for your eCommerce site is essential for engaging regular consumers and generating new visitors, don't overlook the impact guest blogging may have on your traffic.

If your guest post is accepted, you will usually get a link back to your website. You also receive hyperlinks embedded in your article that, when clicked, redirect visitors to your online store.

Send push notifications to entice visitors to return

Sending push notifications is another approach to encourage consumers to visit your eCommerce business. These are clickable messages that show on the desktop or mobile device of the user.

You may use it to notify them about a flash sale, offer them discounts, or let them know about a new product. Because push notifications have a greater open rate than emails, you'll have a better chance of encouraging consumers to return to your website.

E-COMMERCE

Use your eCommerce store to conduct polls and surveys

You may use polls and surveys to increase the number of people who visit your online business. People like expressing their opinions and talking about themselves; therefore, they assist in promoting engagement.

As a result, you ask your visitors about their favorite goods, how their experience was to suggest them to others, and other such inquiries. You may also ask them to rank other product categories in a poll.

You may even give them extra incentives or incentives if they share the poll or survey with their friends. This will increase the number of individuals that visit your shop. You may send out a press release and write a blog post to share the poll findings after it's completed.

Convert the top pages of your website into video content

Video consumption is increasing, and you may capitalize on this trend for your eCommerce store. You may focus and attract a wider audience to your online business by releasing video material like product reviews, comparison videos, unboxing, or showcasing a product.

Looking at your most popular pages and articles is a good place to start. You can simply turn your most successful posts/pages into video lessons for several social media networks, including Facebook, YouTube, Instagram, and Twitter.

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 and we can send you a proposal based on your idea.

royex

E-COMMERCE

TOP MAGENTO DEVELOPMENT TRENDS TO FOLLOW IN 2021

Magento is a popular e-commerce platform that is used globally by millions of consumers. Although there are hundreds of CMS out there, several developers and company owners choose Magento to pick from. Magento has achieved extraordinary prominence in the area of digital and e-commerce markets, as it comes with several innovative features. The factors for this are its improved usability, constructive reviews, layout enhancement, and simple variants for the execution of dynamic models and themes.

Magento is a popular platform widely used by ecommerce development companies in Dubai as their preferred choice. In order to extend an advantage on their rivals, startups & founders are still to provide the best possible Magento services. Let us read in depth about the many enticing emerging trends in Magento development in 2021.

Headless Commerce

The trends in online growth that the world will be so eager for in 2021 will really alter the face of eCommerce. For instance, the pattern of headless commerce is quite popular at present.

Through this, retailers & sellers are making a shift from singular structures to slanting microservice stacks & headless frameworks.

> " The trends in online growth that the world will be so eager for in 2021 will really alter the face of eCommerce "

E-COMMERCE

This offers increased productivity & agility. Such technology carries the possibility of concurrently evolving applications. Scaling & isolating microservices is possible due to this structure.

This makes it easy to deploy front-end experiences like PWAs or Progressive Web Apps effectively.

Ethical Commerce

Currently, consumer awareness of the ecological footprint of the different intakes is growing increasingly.

This was accompanied by the burden placed on companies & governments by consumers. The goal was to propose only sustainable alternatives to fix agricultural activities, the development of CO_2, waste reduction, plastic packaging, etc.

So, this pattern is now being followed by many Magento eCommerce developers. The latent impacts of consumerism & eCommerce in general are now increasingly being understood by more consumers.

85 percent of individuals clearly believe that organizations would help change the climate, according to a new poll.

Another survey reveals that almost 70% of online consumers perceive the sustainability of goods to be the most significant element in the progress of sales.

Voice Commerce

By the end of 2021, the number of people with smart speakers would rise by approximately 20 percent. This increase gives strong answers to the potential of developments in eCommerce, such as voice commerce.

In reality, as the ticket to shopping online, the coming year will witness smart speakers. In their online markets, several sellers are now introducing voice shopping.

The inclusion of such trends would only contribute to higher ROI in every eCommerce growth strategy.

The following are a few forms to use voice search in an eCommerce store:

- The addition of Amazon Alexa & Google Assistants with new improvements
- Optimization of content to feature in voice queries
- Offering voice-based browsing or app navigation
- Facilitating a simple flow via voice search to purchase items

royex

E-COMMERCE

Social Media Integration

Magento development trends such as social shopping carry particular importance when you choose to make the most of your eCommerce platform.

This is an era where shoppers on their social networking sites encounter integrated interactions all the time. This helps them to snap up all the best offers on the Internet.

In the UAE, mass internet adoption has resulted from a combination of digital infrastructure and eager consumer adoption of technology-driven solutions, such as social media and smartphones. Hence eCommerce development companies in Dubai must take note of this and utilize it to their advantage.

In all social media sites, the amount of multimedia advertising is growing with each passing day. Because of this, social media integration is crucial for ecommerce.

In order to guarantee the popularity of every eCommerce website, social networking incorporation is a must these days.

Next generation B2B Ecommerce

You can find that just 16 percent of the organizations are customer-centric if you attempt to get a thorough insight into the essence of B2B firms. This is because most corporations don't really bother to grasp a B2B buyer's mind.

A direct-to-consumer platform needs to be established by business-to-business brands. Via this, organizations will take control of consumer records. This would continue to maximize the experience of consumers in any platform.

With the development of the latest features of Magento 2, B2B businesses will change their emphasis from product-centric to consumer-centric in 2021.

In order to enhance consumer service, the brands will also get to test different platforms & opportunities. Magento Growth Patterns like these will broaden the target base to a wide degree when properly applied.

Omnichannel Approach

Online retailers & merchants have only experienced their omnichannel strategy from the point of view of sales. This isn't the most efficient way.

The increase in the number of touchpoints for effective decision-making is currently on the rise. This is increasingly rendering advertisement & distribution networks more complementary.

E-COMMERCE

This stimulates the desire for steadfast experience with the product again. So the incorporation of the trend of omnichannel interactions is a must in 2021, even if it is a small eCommerce business.

Nearly 89 percent of customers choose to pay more for superior customer service, as per a survey. Ecommerce sellers must first obtain a proper understanding of the impact on their buyer journey of the various networks.

This would help them improve their product experiences and effectively compete in the demand for omnichannel experience.

AI and Chatbots

The usage of Artificial Intelligence for strong product recommendations in eCommerce is no longer new to the ecommerce arena. With improved algorithms over the past few years, this technology has advanced a lot.

This is just not one of the Magento trends that would reign in 2021. Yet, consumers may still consider it as one of the most important phenomena. Ecommerce websites are granted the ability to prepare smarter product reviews that can specifically enhance the experience of consumers.

With the aid of Artificial Intelligence, e-commerce firms would be able to assess patterns. Assessing patterns with customer behaviour & sales channels can help to decide the best price, location & time for the different items to be listed.

It would continue to improve the marketing & sales activities of different eCommerce businesses to a significant degree. Chatbots have, on the other side, eliminated the need for customer service executives to be on standby around the clock. The creation of the e-commerce market is the product of this movement. There have been a number of gains in online retailers that have been utilizing this technology.

We at Royex Technologies, a leading Website, Mobile App and **E-commerce Development Company in Dubai**, have certified Magento developers who can bring reality to any of your ideas. For a Magento based e-commerce website and application, we would charge around AED 50k to 60k, of course, based on the proper requirements and specifications the price can vary. If interested feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

royex

ROYEX TECHNOLOGIES

ECOMMERCE WEBSITE &
MOBILE APP
COMPANY IN **DUBAI**?

www.royex.ae

royex
Technologies

MOBILE APPS

Mobile app development, guides, cost breakdowns

M-commerce app protection has become such a major concern for company owners. Every security breach can lead consumers to leave an application and lose faith in a brand.
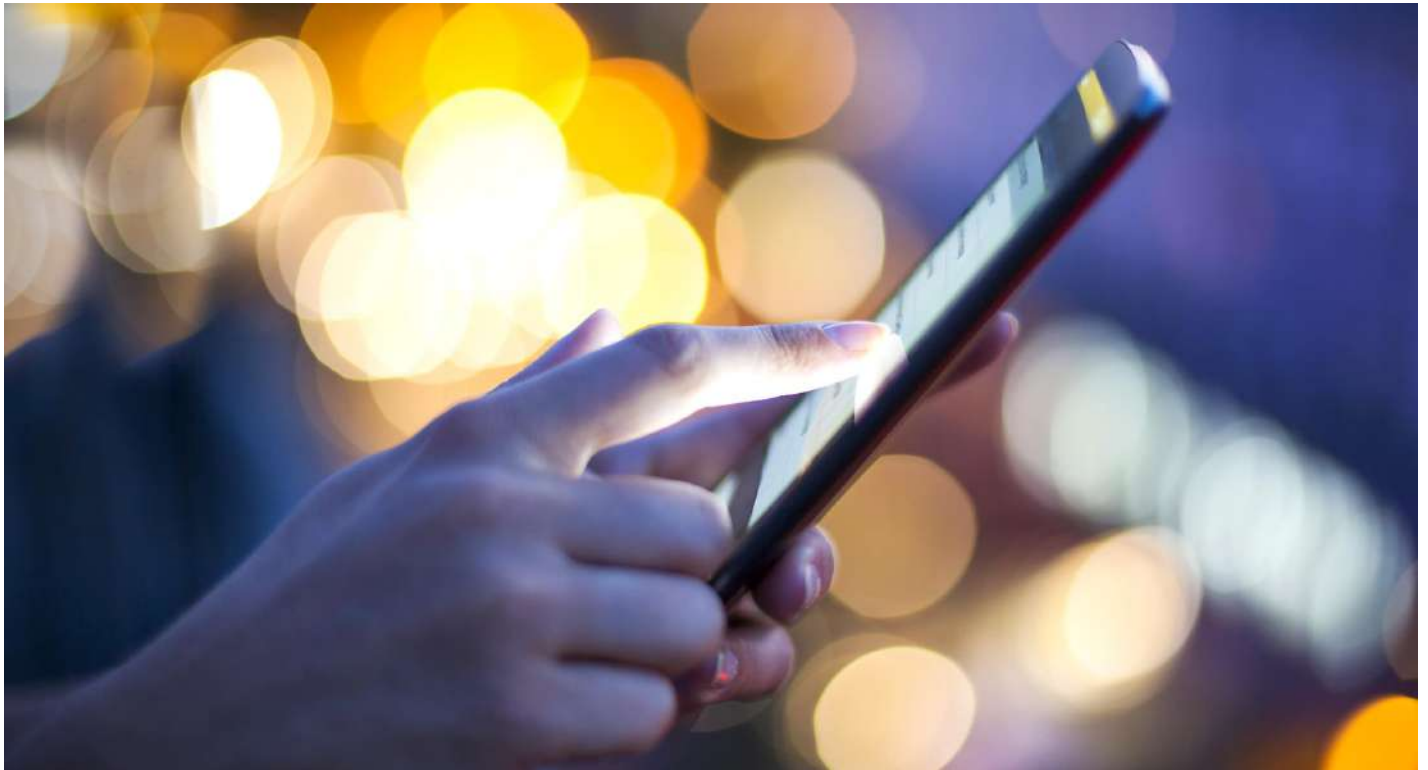
To make an app safe, you must take action on several fronts. The first article will go through some basic m-commerce protection information that any app owner should be aware of.

In the next article, we discuss the various UX trends for mobile apps that are being implemented by app designers. These include trends such as glassmorphism, intuitive navigation, VR, AR, biometrics, among others.

Next, we give an event rundown on Apple's WWDC 2021 event. We summarize the big announcements such as the beta release of iOS 15, macOS monterrey, redesign of Safari browser, expansion of Siri.

Along with them, the health app has been revamped, iCloud plus with new privacy features, iPad multitasking, and other exciting features.

In the final article, we stress the importance of considering certain factors before you hire mobile app developers to build the app of your dream.

MOBILE APPS

27
DEFINITIVE GUIDE TO SECURE YOUR M-COMMERCE APP

To make an app safe, you must take action on several fronts. This post will go through some basic m-commerce protection information that any app owner should be aware of.

33
TOP 10 UX TRENDS FOR MOBILE APP

User experience (UX) is one of the crucial aspects of a mobile application. UX must be clear, simple, comfortable, and user-friendly. Here are ten modern UX trends for mobile apps.

36
WWDC 2021: APPLE'S ANNUAL DEVELOPER CONFERENCE SUMMARIZED

Apple revealed updates to many of its operating systems, including iOS 15, during its annual Worldwide Developers Conference (June 7th-11th).

41
6 THINGS TO CONSIDER BEFORE HIRING MOBILE APP DEVELOPERS

There are several factors to consider before choosing a mobile app developer for your company. This article will provide information on what to think about before hiring a mobile app developer for your company.

royex

DEFINITIVE GUIDE TO SECURE YOUR M-COMMERCE APP

What is the best way to build a highly stable m-commerce app for your store? This is one of the most often asked issues raised by store owners. M-commerce is gaining momentum in the industry as more people choose to shop using handheld devices like tablets and smartphones. More data is processed through mobile shopping apps than ever before, including personal details about consumers and purchases.

This is why m-commerce app protection has become such a major concern for company owners. Every security breach can lead consumers to leave an application and lose faith in a brand.

To make an app safe, you must take action on several fronts. This post will go through some basic m-commerce protection information that any app owner should be aware of. Continue reading to learn why protecting the m-commerce app is so important – and how to do it.

What is M-Commerce?

Each purchase carried out via a mobile device is referred to as mobile commerce (also known as mCommerce or m-commerce) (a smartphone, tablet, or even a wearable device). Shopping websites, in-app payments, and digital content transactions are all examples of m-commerce.

> **Each purchase carried out via a mobile device is referred to as mobile commerce, also known as mCommerce**

MOBILE APPS

Consumers may also request and pay for utilities and products via smartphone applications, such as food, laundry services, and taxis. As a result, mobile shopping is often regarded as the next step in the evolution of e-commerce, taking the convenience of internet buying and buying to the use of mobile users.

Since mobile devices are already conducting a growing number of purchases, protection has become a top priority for companies seeking to enter the e-commerce market. It's critical to gain consumers' confidence and establish stable credibility by ensuring the integrity of confidential data. This is particularly valid in industries that deal with many details, such as financial services and healthcare.

M-commerce is thought to pose more security risks than conventional e-commerce since purchases are conducted on handheld devices and the internet. Continue reading to learn why.

Why is security crucial for m-commerce app business?

For a variety of business purposes, securing an m-commerce business is critical:

As a mobile transaction provider, you're partly liable for preventing chargebacks and maintaining the security of your records (both that of the business and customers).

Users can leave your app due to a security breach, resulting in lower engagement rates and a halt to your revenue stream. Security issues can impact customers' interest in the brand.

It isn't easy to have 100 percent data security protection. There is no such thing as an unbreakable cipher. Is it possible that the company's data would be leaked or hacked as a result of this? No, not at all.

The aim is to ensure that your protection mechanisms slow down attackers long enough to render your app an unattractive target to begin with.

What is the time frame for this? The solution to this question is normally case-by-case. To create a highly stable m-commerce infrastructure, you must render all possible breach vectors impossible for a hacker to exploit. You don't want to have the consumer sign up for each session or enter their payment information any time they make an order, however. This may have a detrimental effect on the user interface and lead people to leave the app.

It would help if you struck a compromise between maintaining a secure platform for making online purchases on mobile devices and providing the best possible user experience.

Security threats faced in m-commerce

Each of the three pieces of a mobile commerce transaction raises its own security concern:

The user (the customer), the server (the company that operates the app), and the connection (the technology that brings the two above components together)

Business owners should make every effort to correct and identify threats and weaknesses. This is how they will find security solutions that are tailored to their specific needs.

There are five key threats present in today's m-commerce environment:

Connection: The simplest aspect of an m-commerce application to compromise is the connection. Hackers may expose confidential user data or business data, putting the organization at risk.

Payments: A breach of protection here may result in a slew of disastrous repercussions. A hacked payment portal, for example, may force the customer to pay someone else instead of your shop. With your credibility on the line, you'll never see the profits, and they'll never get the product or service.

Keyboard: The text typed by the user will be intercepted if they download a third-party keyboard. Disable this feature to prevent people from using keyboards that aren't part of their device's operating system.

Copying data to the app: We sometimes keep a long password in notes, then when we decide to use it, we copy it from our notes and paste it into an app or website. Your password may be intercepted if others had access to the clipboard. You may submit a properly formatted message with a code automatically inserted in the password field or inform users when clipboard material is used.

Data stored in device memory: If anyone has access to another user's device and the app stores the information in a public location, this data is easily accessible. Keep confidential data out of unencrypted computer memory and cache.

The best practices to secure your mobile commerce app

How do you keep your mobile commerce app safe? Now that we've established what m-commerce protection entails, we may focus on the app's most vulnerable security flaws. The following is a list of main best practices for securing your m-commerce app.

MOBILE APPS

Make use of solutions tailored to mobile devices

When users build an account with phone authentication, we will have more confidence in them. Furthermore, this approach is more flexible for smartphone applications than email, which involves opening another app/web browser.

Additional tokens are used in security applications to guarantee the communication comes from the app itself. Advanced hackers might be able to access these passwords. However, they should be able to prevent any would-be spoofers from doing so. Through hashing the keys, we can slow down the operation. However, this allows app creation and management more difficult.

Refresh session

By adding refresh tokens, we will reduce access tokens to few minutes while also keeping the interface user-friendly. These tokens are more durable than entry tokens and can be redeemed with fresh ones. Even if an intruder obtains the access code, it would be rendered worthless very quickly.

Request for logging out

By signaling to the backend that the session has ended, we will invalidate tokens that are no longer in service. It's an extra move that functions in the same way as the others.

Transport Layer Security should be used

Among all recent applications, this is a must-have. It establishes end-to-end encryption, guaranteeing that our communications are never intercepted, even though they are sent through an unencrypted channel (for example, a WiFi access point without a password). It's worth noting that there are still several measures to complete to render it extremely stable.

Take extra precautions about what you store on user devices

Assume the data on a mobile computer that isn't secured can be compromised. All confidential data that needs to be kept should be encrypted. Stable data protection has also been deployed on phones.

royex

MOBILE APPS

Both unnecessary, temporary files should be deleted as soon as possible. By design, several resources in an app cache records. It's, therefore, a good idea to stop keeping classified information in certain locations.

Authenticate with biometrics

The majority of smartphones now support biometric verification. It may be used as a simple means of entry or an extra layer of authentication for sensitive data. However, we can never depend solely on this. Authentication is accomplished by the use of what we own, are, or are aware of. At least two of them are needed in a stable mechanism.

Don't overlook binary security

Compilers will also strengthen the app's defenses against data interception attempts from the compiled source code. This makes it impossible for any threats to spoof attacks or hear about the app's security vulnerabilities. These resources might already be included in a framework SDK; however, they may not be available by design.

Keep the libraries updated

Since mobile operating systems and databases are updated, the app should be as well. Many attacks can be avoided simply by upgrading libraries to the most recent versions and publishing them as part of an app upgrade. The majority of the effective attacks were carried out by taking advantage of an unpatched flaw that had been made public at least a few months ago.

Please ensure the safety of your dependency

A dependency will save you a lot of time and improve your m-commerce reliability. On the other side, excessive reliance will result in a data breach.

Payments should be kept secure

Transactions nearly often necessitate the use of a service processor. It takes a lot of time to keep them safe and convenient. Many company owners depend on third-party service providers. It's a smart idea to have convenient payment options like Google Pay or Apple Pay.

royex

MOBILE APPS

Select dependable analytics and advertising SDKs

Choose a reputable analytics platform or advertising SDK to protect your m-commerce app. Check to see whether the provider has recently faced some cybersecurity issues, such as data leakage. What is the company's track record? Is this a tactic used by big corporations? Your development staff can evaluate it and inform you if it's a successful fit. For a final check, the tool should still be audited by cybersecurity specialists.

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.

royex

TOP 10 UX TRENDS FOR MOBILE APPS

In this new era of digitalization, mobile apps have to face strong competition in the digital market. So, it's important for the app to have an appealing design.

User experience (UX) is one of the crucial aspects of a mobile application. UX is the process that determines the point of view and interaction of the user with the application. To build an application, always use new trending things to increase user experience, which helps to get more users. An effective user experience is a routine of increasing customers' trust and satisfaction, which will give more traffic and revenue. UX must be clear, simple, comfortable, and user-friendly. Here are some modern UX trends for mobile apps.

Loading Screen

Slow loading screens will take time and make users think about quitting the app. Make it interesting with splash screens and spinner screens, giving the user more interaction and making them spend more time in the app.

Glassmorphism

Design that emphasizes light or dark objects, placed on top of colorful backgrounds. A background blur is placed on the objects, which allows the background to shine through – giving it the impression of frosted glass.

> **" An effective user experience is a routine of increasing customers' trust and satisfaction ,,**

MOBILE APPS

Intuitive navigation

Intuitive navigation is a very critical element in order to have a successful app. It means that the app is designed in a way that app traffic flows from page to page. Users can simply navigate through the app consuming the information they want and bypassing the information they don't want

Intuitive navigation will boost engagement and retain users. The best way is to use recognizable icons and symbols.

VR and AR

One of the newest and best trends in modern technology is AR.

The AR-driven features will make the understanding of design easy, accurate, and better. AR technologies enable the end-users to get real-time feedback on the apps. A very prominent example of this is when users can display an object in their current environment as is. Great for retail stores in digital space it will engage users more into the app by bringing the products into users' homes through AR.

VR has changed user perspective substantially. Virtual reality is to provide real experience. Hence, it has to ensure that the overall layout is as natural and intuitive as possible. Consider the basic principles of photography, sketching, and motion design and consider other parameters such as depth, curved design, interactions, sound design, and environment. Experiences such as make a 360-degree field of vision, curved design that makes it easier for the user to read the text or images, display at the same depth all the elements, experiences, menu, text, and any other extra information about the objects.

Did You Know?

- 50% of B2B search queries are made on smartphones

- Business apps are the second-most popular category in the Apple App Store's ranking

- 5 billion people across the world now have a mobile device

- Mobile-first indexing is now used for over half the web pages in its search results

royex

MOBILE APPS

Multi-Platform

Multiplatform typically means running on two or more different hardware such as mobiles, tablets, etc. The app should give a nice seamless experience for users across all devices, not just mobile. Users may be on mobile most of the time, but they're also navigating your app through tablets and desktops.

Modes and Themes

Customization of color themes and notifications will give users a different impact. The dark mode is the newest UX that can improve the overall UX of the app. White can strain eyes, especially when users have to look at a screen for extended amounts of time. Dark mode can improve the overall UX and may even lead people to use your app more.

AI

Machine learning and Artificial intelligence should be used more in the app to give some predictions and suggestions to the user and automatically increase sales and visits. Use the power of AI to make people's lives easier and more joyful.

One hand usability

The best UX trend in the market is the usability of the app with one hand or thumb.

Biometric and Face ID login

Allow the app to use a thumbprint or face login ID system, which is easier for login, fast, and secure.

Customer support flow

All users like to get everything in one place. Users who don't prefer the customer service channel redirect from the application they prefer in the same application. Merge the customer support in the application. It will improve accessibility, usability, and conversions.

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.

royex

WWDC 2021: APPLE'S ANNUAL DEVELOPER CONFERENCE SUMMARIZED

Apple revealed updates to many of its operating systems, including iOS 15, during its annual Worldwide Developers Conference on Monday. macOS Monterey, formerly known as macOS 12, was also revealed, together with WatchOS 8 and iPadOS 15. (However, the rumored HomeOS failed to make a debut.) All Apple OS updates have developer betas accessible now, but the general public will have to wait for public betas expected to arrive this fall.

With CEO Tim Cook in the lead, Apple introduced new features for current products like FaceTime, iMessage, and Apple Maps and a raft of new health features and Siri improvements during its major keynote talk.

Here are all the major announcements at the WWDC summarized.

Apple beta release for iOS, iPadOS, WatchOS, and macOS

Apple's iOS 15, iPadOS 15, WatchOS 8, and macOS Monterey are all available to developers today, continuing the company's practice of making new software accessible to developers as soon as it is announced.

The public beta will be accessible in July, with a full release scheduled for the fall.

> **Apple revealed updates to many of its operating systems, including iOS 15, during its annual WWDC**

MOBILE APPS

Safari Web Browser Redesigned

Even though Apple claims it is speedier and has greater battery life than Google Chrome and Mozilla Firefox, Apple's on-Mac web browser has always been a secondary consideration.

Apple says it's revamping Safari in macOS Monterey, making it sleeker to look at and providing more device sync options. Apple claims that tabs synchronize between devices.

On the iPhone, Apple said that the tab bar would be moved to the bottom of the page rather than the top. This, according to Apple, makes it easier to find and utilize.

Safari's desktop software extensions will also be available on the iPhone and iPad, according to Apple. Extensions, according to Apple, may share code across an iPhone, iPad, and PC, making them easier to build.

macOS Monterey, with new features

When you look at the list of improvements for Apple's next major Mac software update, you'll see that many of them are similar to what you heard about iOS 15. For instance, consider the new FaceTime capabilities and quick sharing. Of course, Apple's new Focus feature is included too.

Apple's Macs will also get a new "Universal Operate" tool to assist control its iPads. It'll function straightforwardly; move the mouse pointer to the side of the screen, and it'll begin operating the other device. Apple stated that cut/copy/paste works, so you may transfer files from one Mac to another.

Apple said Universal Control works across multiple devices so that you can drag an image across an iPad, MacBook, and to an iMac all on the same desk, if you want.

Siri extended to more devices

Apple's voice assistant had previously only been accessible on iPhones, iPads, Macs, and HomePods. Apple has now announced that it will collaborate with third-party firms to make Siri available on their devices. If your smart thermostat, for example, does have a microphone and speaker, the firm will be able to integrate Siri into it.

Apple has stated that all Siri interactions would occur within your house, eliminating the need for an internet connection.

MOBILE APPS

New features in the Health app

Apple added a function to the Apple Watch a few years ago that allows you to call for help if you fall. The Health app will now determine your chances of falling in the future, according to the company. Apple claims that the new "steadiness" data item is scientifically confirmed and is based on how you walk throughout the day. If your chances of falling increase, Apple says it will give you an alarm.

Other elements in Apple's Health app are being developed to aid in the decoding of health data. The company says it's adding "trends" to its Health app, which will display how active you are (or aren't). It's also beefing up the lab's portion of its Health app with additional useful data.

The Health app, for example, will explain what each data point means and if it's within anticipated ranges the next time you undergo a blood test.

Apple is also introducing a feature that allows you to share your health data with your family. People will now be able to share health data with other iPhone users and grant them access to any data they desire, according to the business. Apple claims that this will be especially useful for households with senior members and children.

Apple claims that all of this information is encrypted and cannot be accessed by the company.

iCloud Plus with privacy features

Apple is expanding its service offerings, this time focusing on privacy. The new iCloud Plus is intended to help you hide your data from the internet.

For instance, it will now generate obfuscated email addresses for you to prevent firms from spamming you. It's also developing a "relay" system that masks your information as you browse the web. When you use Apple's relay system, your internet traffic will be routed via two relay systems, disguising your data even from Apple.

According to Apple, these functionalities will be included in iCloud at the same pricing as they are today. As a result, many users will have it pre-installed when it comes later this year.

royex

MOBILE APPS

App building on the iPad

Apple created Swift Playgrounds as a tool to educate people on how to code. Apple, on the other hand, is now allowing developers to create apps.

According to Apple, within Swift Playgrounds, users will be able to develop code, test it, and even submit apps to the App Store.

Apple hasn't yet taken the next step of bringing its Xcode development tools on the iPad, but this is a step in the right direction. It will be fascinating to observe how developers react to it.

iPad multitasking with shelves

The iPad has become more computer-like as its processing power has increased. However, it still more like the iPhone over the Mac.

Apple is changing how multitasking works on the iPad, albeit it isn't bringing it closer to the Mac. Apple said that iPadOS 15 would have a "shelves" feature that would display open "windows" within an app. So the shelves in an email app may contain your open emails or draft messages.

Apple claims that this will make multitasking on the iPad much simpler.

Find my AirPods

Apple's AirTags provided a new way to track gadgets, but the firm is taking it a step further with Apple's own accessories. AirPods will now send out a "Bluetooth beacon" so that Find My Network devices can help you find them if you're not near them, according to Apple.

And, much as with AirTags, the Find My app will help you determine the whereabouts of your AirPods Pro.

Apple also announced that the AirPods would include a "separation alarm," which will send a warning to your phone if you forget your AirPods.

Notifications revamped

Many of us are drowning in alerts on our phones, and Apple claims to be working on a solution. The most significant update is "focus," which lets you choose which applications can give you alerts at specified times. You may even make a home screen to match it.

royex

A "work focus," for example, would allow email and messaging applications to send you notifications while keeping Facebook silent.

Apple's chief of software engineering, Craig Federighi, said, "Focus is a new method to fit your device to your present attitude with focus." "All you need to do now is decide what you want to concentrate on. You may schedule business or personal activities into your day."

FaceTime for non-iPhone users

FaceTime is already a popular feature on Apple devices because it comes pre-installed. It also provides end-to-end encryption, which distinguishes it from SMS. Apple has a slew of updates planned for iOS 15 this year.

FaceTime will now operate on the web, allowing individuals to engage in video calls even if they don't have an Apple device. FaceTime users may send a link to their friends, who can then click on it to be sent to a site that appears like the FaceTime program on an iPhone.

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.

6 THINGS TO CONSIDER BEFORE HIRING MOBILE APP DEVELOPERS

When companies wish to develop their business or make a substantial improvement in their performance, most prefer to build an app. If you can make it successful, it will be a successful endeavor for your company. It's possible that you're reluctant to hire app developers.

It is a normal procedure for everybody because employing skilled coders is typically very expensive. Consumers, on the other hand, profit from the range of mobile app developers since they may choose from a selection of possibilities. That does not, however, imply that we must choose the most costly option or the one we approach first!

There are several factors to consider before choosing a mobile app developer for your company. This article will provide information on what to think about before hiring a mobile app developer for your company.

Companies that provide mobile app development services guarantee us high-quality, one-of-a-kind apps. It might be challenging to choose the right developer to design your mobile app because there are so many options.

While it may be tempting to choose a firm that offers its services at a low cost, other things must be considered before making a decision. Here are six things to think about before you hire a mobile app developer for your company.

> " While it may be tempting to choose a firm that offers its services at a low cost, other things must be considered before making a decision. "

Considering the requirements of your app

The process of developing and conceptualizing the app is not simple. Understanding the app's requirements is the most crucial aspect of the entire development process. Before you choose a mobile app development services firm to get into a contract with, you must first determine what you want in your app.

You'll need to have a clear picture of exactly what your app will offer. This would be very dependent on the business you're in and the items or services you're attempting to market.

If you work in the service industry, your primary goal should be to deliver services to customers in the most convenient manner possible. The functionality of your app, even if it's for a nonprofit organization, should be clearly specified.

Start by looking for similar applications that are presently available on the web (or in the Play Store or App Store), as well as the features and functions they provide to their consumers. Despite the fact that your program will be unique, the foundation will be the same. You must persuade your audience to pick your app above the competition.

Experience and portfolio

One of the most crucial elements to consider when selecting a developer is their experience and past work. You may choose a company or a freelancer with a track record in the business; the number of applications they've created is just as essential as the quality of their work. Because you want your app to be the best in its category and stand out.

Developing a mobile app may be a complicated process that necessitates, in addition to technical competence, creativity, and a thorough grasp of the target audience - all of which are abilities that come with practice. Developers should be able to comprehend the app's requirements and build all of the relevant modules in our app.

So it's crucial to check developer's prior work. Also, if feasible, request live demos and thoroughly examine their previous work. This will assist you in understanding your developer's skills and allowing you to work efficiently on your project, so be sure to review their previous work and experiences.

Cost

Everyone wants to complete their project at the lowest possible cost, but let me tell you something. When you cut corners on the price, you have to cut corners on the quality. Because apps are like a dream for many of us, and for some, it is their startup, I recommend you invest in it.

Don't be swayed by pricing. When it comes to mobile app development, you should invest in a high-quality product rather than the most cost-effective one. Allow the quality of their prior work and their knowledge to determine whether or not they're fit for the job while staying inside your financial limits.

Remember to inquire about payment options and the terms and conditions while discussing the project's functionality and features. How do they come up with their prices? Discuss creating milestones, what they may look like, and the money associated with each milestone's achievement. Ascertain that you are aware of any additional charges that may arise during the development process.

Design and development quality

Building an app entails more than just coding; it also necessitates the creation of a functioning design and consideration of the user experience. As a result, your app must be well-designed, including the most latest and popular user experience standards.

What is their approach to app development in terms of user experience and design principles? Request to examine the company's prior designs and learn about the techniques used to produce them.

Make sure to include a detailed and comprehensive description of your project to ensure that potential employers have a clear picture of what you're looking for. Request that they explain their grasp of your project as well as their recommended approach.

Keep in mind that you may need to assist them in finding their way. During the proposal process, it's critical to check whether they're willing to try to create an app design mockup. This will help you to not only evaluate their work but also to ensure that they comprehend your concept.

MOBILE APPS

Ease of communication and app maintenance

During the hiring process, keep track of how often they respond to your messages and phone calls. Are they expressing their opinions? Assess whether they are genuinely interested in your business and project concept.

If they don't move throughout this stage, it's a good indicator of how they'll do through development. Choose a company with whom you can develop a strong working connection - a strong working connection implies that ideas are discussed openly, allowing you to create a better app.

It's critical to keep your app up to date. What if you've already launched your app on the Google Play Store or the Apple App Store, and now you need to make adjustments or address some bugs? Will you have to pay for it again if it has to be updated? Most of you, I'm sure, would prefer not to have to pay again and again.

As a result, it is critical to discuss specific issues with your developer. Such as the price of each new app version, how they manage bug fixes especially, and their post-launch support. Discuss everything with your developer so that you don't run into any problems later.

Cross-platform support

One of the most straightforward advantages of having a native app for your internet company is that it expands your device possibilities. You may promote via push notifications, improve mobile apps for location-based GPS monitoring systems, and expedite a variety of other processes.

When working in a wide market with a variety of operating systems and devices, however, you may come across multiple operating systems on which apps are created. iOS, Android, and Windows are just a few of the well-known platforms.

Why is it feasible that a cross-platform mobile app is a better alternative than a native app?

Think about it! Are you willing to spend a separate sum of money in the event that two different versions of the same mobile app appear on the Apple Store and Android Play at the same time? Is it possible that a single mobile app built on a hybrid platform would be sufficient to meet your requirements?

It will not only give you with a smooth experience, but it will also save you money and keep your bank accounts from drying out. If you ever need to make an update, you'll just have to do it once rather than several times.

royex

MOBILE APPS

The mobile app development services provider you choose must be willing to listen to and evaluate your business needs without compromising the interface's quality. Examine a developer's previous projects and experience to have a better grasp of his abilities.

Spending money on building your app is an investment in building a new face for your company/brand, not an expense that will be forgotten in the books.

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.

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.

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

royex

ROYEX TECHNOLOGIES
LEADING
MOBILE APPS
DEVELOPMENT
COMPANY
IN DUBAI

royex
Technologies

www.royex.ae

ROYEX-TECHNOLOGIES

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

royex *Technologies*