

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

BEST **BLOCKCHAIN-** BASED MOBILE APP IDEAS

TOP ECOMMERCE METRICS TO MEASURE YOUR SUCCESS

A Complete Guide on
INSTAGRAM
MARKETING

The Role Of
BIG DATA IN
INVENTORY
Management



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Best
UX PRACTICES
For **MAGENTO**
ECOMMERCE Store

How To Build A
SECURE MOBILE
Application

Top 5 **PROGRAMMING**
LANGUAGES For Mobile
App **DEVELOPMENT**

How to **DEVELOP** an
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The Blockchain industry is expected to expand at a compound annual growth rate of 67.3 percent from \$3.0 billion in 2020 to \$39.7 billion in 2025.

Blockchain technology use in business apps is rising as demand for secure mobile apps, simplified corporate procedures, and seamless supply chain management systems grows.

Blockchain technology, to put it simply, allows for safe and anonymous transactions. It creates safe peer-to-peer transactions that are correct.

In this edition of the magazine, our feature article covers the best blockchain based mobile app ideas that you will prove fruitful for your business.

You'll also find articles on top ecommerce metrics to measure your website's performance, a guide on instagram marketing, the role of big data in inventory management, and the best UX practices for a Magento ecommerce store.

In the mobile section, we share tips on how to build a secure mobile application, the top five programming languages for mobile app development, and how you can develop an 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, Qatar, 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



What if, after putting in all of the work to start an ecommerce firm, you don't earn enough of a return on your investment? To earn significant profits, you'll need to completely rethink your business strategy. How would you tell if your website is doing well or not? This is where ecommerce analytics come in to assist you track your progress.

This is our topic of discussion in the first article where we discuss the various ecommerce metrics you need to track for your business success.

The second article serves as the ultimate guide to Instagram marketing. You'll miss out on a big number of the audience if you don't take Instagram seriously. Are you a complete novice in Instagram marketing? No worries, we'll help you learn how to use hashtags, stories, captions, live sessions, and more to achieve your business goals with Instagram.

The third article highlights the role of big data in inventory management. It's almost impossible for human beings to analyze and make sense of the overwhelming data properly. Big data analysis can ease this entire process to improve inventory management.

The final article in the ecommerce section is about the best UX practices for a Magento ecommerce store. With the ever-increasing rise of internet shopping, gaining and keeping clients is becoming a problem for e-stores. It is important to look for cohesive user experiences to develop a client base and to raise traffic on your site in order to achieve higher engagement and create trust with users.



07 TOP ECOMMERCE METRICS TO MEASURE YOUR SUCCESS

How would you know whether or not your website is performing well? That's when ecommerce metrics come into play to help you measure your success. These metrics are critical to determining the right strategies for your business.

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Big data analysis can ease this entire process to improve inventory management. Read on to know the impact of big data in inventory management.

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You'll miss out on a big number of the audience if you don't take Instagram seriously. Are you a complete novice in Instagram marketing? No worries, we'll help you learn how to achieve your business goals with Instagram.

22 BEST UX PRACTICES FOR MAGENTO ECOMMERCE STORE

With the ever-increasing rise of internet shopping, gaining and keeping clients is becoming a problem for e-stores. Here are the best UX practices to follow for your Magento eCommerce store.

Million Dollar App

By Rajib Roy



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TOP ECOMMERCE METRICS TO MEASURE YOUR SUCCESS



TOP ECOMMERCE
Metrics to Measure Your
Business Success...

What if you don't get enough return on your investment after making all the efforts to establish an ecommerce business? You'll have to redefine your business model from every aspect to make substantial profits. How would you know whether or not your website is performing well? That's when ecommerce metrics come into play to help you measure your success. These metrics are critical to determining the right strategies for your business. There are hundreds of metrics out there relevant to ecommerce websites and stores.

Here, we have gathered only the most significant metrics that affect ecommerce businesses directly. Keep reading for the details.

Important Ecommerce Metrics to Consider

The lifecycle of a buyer consists of 5 stages namely discovery, consideration, conversion, retention, and advocacy. In the discovery stage, people come to know about your business and actively engage with your products or services.

During the consideration stage, they proceed to click on a link, subscribe to a newsletter, or like, share your posts and comment on them. The conversion stage is the most important as visitors turn into customers in this phase.

“ E-commerce metrics are critical to determining the right strategies for your business ”

Retention stage deals with metrics related to repeat customers. And the final stage is advocacy. This stage comprises the metrics that indicate how satisfied your existing customers are and whether they refer your business to other people. Delve into the next sections to know more about these elements of ecommerce analytics.

Impressions and Reach

The number of times your content, post, or ad appears before someone is called impressions. These impressions come from a variety of sources such as paid ads, organic search, third-party websites, social media, and more. Impressions don't mean engagement. Impressions only refer to the visibility of your content.

Reach refers to the number of your total fans, followers, and subscribers across all platforms including email, Facebook, Instagram, and your ecommerce site. All those people who will see your content accumulate the number of reaches.

Cost Per Acquisition

Every customer comes to your store at the expense of an acquisition cost. Email marketing paid to advertise, and any other marketing campaign requires investment to function effectively.

You can drive traffic to your website and generate sales through these marketing funnels. What if your customer acquisition cost exceeds your total revenue? That's the reason you must pay close attention to CPA (cost per acquisition).



Did You Know?

- It's estimated that there will be 2.14 billion global digital buyers by the end of 2021.
- In 2021, ecommerce sales are expected to account for 18.1 percent of retail sales worldwide.
- 33.6 percent of shoppers look up price comparisons on their mobile device while in a physical store.
- 81 percent of consumers conduct online research before making a purchase online.

Organic Traffic

Organic search traffic implies the number of your total visitors who reach your website organically, without being pushed by any paid ads. More organic traffic means you have good SEO health and an optimized website capable of attracting visitors naturally.

Check your websites regularly for SEO issues. All these SEO metrics are significant to the success of your ecommerce business.

Email Open Rate & Click-through Rate

Email open rate represents the percentage of people who open your email when you run email campaigns. A higher open rate means more people receive your emails and open them. And the next metric click-through rate refers to the number of times people clicked through your website. A standard email open rate ranges between 15-25% and the average click-through rate is 2-5%.

Conversion Rate

Conversion rate is the percentage of users who make a purchase or make a decision as you intended to the total number of visitors to your website. Divide the number of conversions by the number of visitors to get the conversion rate.

A conversion rate measuring higher than 3% is considered good compared to the average conversion rate of 2.86%. This means 2.86 visitors make a purchase among 100 visitors to an ecommerce site.

Social Media Analytics

Every internet user has multiple social media accounts. Social media platforms are a great source of sales nowadays. Keep track of your social media KPIs at regular intervals. Likes, shares, comments, and clicks are a few factors that determine your success in social media marketing. Check for the traffic you get within a given period of time through social media.

Cart Abandonment Rate

A large number of users add something to their cart but leave the website without completing the transaction. This stage of the lifecycle journey is termed cart abandonment. Cart abandonment rate is the percentage of visitors who leave the cart midway out of the total number of shopping carts created.

This measure is very important since it tells of the interest of potential customers who, for some reason, can't make it to final checkout. To be more sure about the reasons behind cart abandonment, you can search for checkout abandonment rates which specifically inform about the faults of the payment and checkout process.

Average Order Value

AOV aka average order value informs about the total amount of money your customers spend on your business while checking out. You can determine the growth rate of your company by analyzing this metric. See how your business is evolving with time considering the average order value. Keep trying to embark on a progressive journey with an all-out marketing effort.

Customer Lifetime Value

CLV refers to the total amount of money a business owner earns from customers throughout their whole life. If you earn less customer lifetime value compared to the money you invest in acquiring new customers, you need to rethink your business strategies and come up with more effective ways to increase the CLV.

Customer Retention Rate

Acquiring a new buyer cost at least 5 times more than retaining an old customer. This cost may go as high as 25 times. Customer retention rate lets business owners know how many of their customers come back to buy again out of the total number of their customers. A higher retention rate means you're doing great with your ecommerce business.

Refund & Return Rate

Both refunds and returns are detrimental to your business. Measure these metrics and take the necessary steps to minimize them as much as possible. Refund and return policies are integral parts of ecommerce stores. Keep your business running in such a manner so that you hardly need to effectuate these policies.

Churn Rate

Churn rate is a complex type of metric that represents the number of visitors lost within a specific time period. Keep your visitors and customers happy to achieve a sustainable low churn rate. A high churn rate indicates a big loss as far as customer acquisition cost is concerned.

This measure is very important since it tells of the interest of potential customers who, for some reason, can't make it to final checkout. To be more sure about the reasons behind cart abandonment, you can search for checkout abandonment rates which specifically inform about the faults of the payment and checkout process.

Net Promoter Score

Word of mouth is very important. A satisfied customer can cause a substantial increase in your customer base by spreading positive thoughts about your business. NPS aka net promoter score informs about the popularity of your business among your customers. You can find out how willingly your customers refer your business to people they know. This score represents the overall performance of your business from the perspective of customers. That's the reason this metric matters so much.

Why Do Ecommerce Metrics Matter?

The ultimate goal of every business owner is to make profits and run their business with a reputation. How would business owners know whether they're making significant profits to operate their online store platforms in the long run? You can keep track of the success or failure of your business only by analyzing relevant ecommerce metrics.

These analytics are the numerical representation of your business in every aspect. They are very important to help you understand the performance of your venture. You should measure all these metrics timely to keep your ecommerce store running successfully.

For all kinds of e-commerce solutions, you can count on us. Royex Technologies, a **leading E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. If you need an eCommerce website that gets a lot of traffic, 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.

A COMPLETE GUIDE ON INSTAGRAM MARKETING



Though Instagram started its journey in 2010 as a photo-sharing app, now it has turned into a new sales funnel for ecommerce businesses. More than 1 billion people are actively using Instagram only in the US. And 83% of them got introduced to a new service or product on this platform. That surely tells of the efficacy of Instagram marketing.

You'll miss out on a big number of the audience if you don't take Instagram seriously. Are you a complete novice in Instagram marketing? No worries, I'll help you learn how to use hashtags, stories, captions, live sessions, and more to achieve your business goals with Instagram.

Why Is Instagram Marketing Important?

Instagram is a visual-centric social medium, making it ideal for engaging a diverse audience to generate more leads and sales. Instagram ads offer way more engagement compared to other social media. Your sales may skyrocket if the right ad reaches the right audience.

According to a stat, almost 80% of Instagram users grow a buying intent when they discover a new product or service on the platform. Instagram persuades buyers in a friendly manner without hard selling to them. That's actually a huge advantage of Instagram marketing.

“ Instagram is a visual-centric social medium, making it ideal for engaging a diverse audience to generate more leads and sales ”

Types of Instagram Marketing

Like any other social media marketing, Instagram marketing is quite similar in terms of promoting your business and increasing sales. But the strategies, tactics, and content types are different. Check the following section to have some idea about various types of Instagram marketing.

Unpaid Tactics: Unpaid tactics refer to using organic content like pictures, videos, stories, and boomerangs for Instagram marketing.

Instagram Ads: It is the process of running ads with images, stories, or videos comprising a call-to-action button to induce potential customers to make a decision.

Hashtags: You can reach a larger audience with the right hashtags. These clickable hashtags allow users to find topics relevant to their interests.

Carousel Ads: With a carousel ad, you can showcase up to ten pictures or videos per post. You can also use a unique link for each item respectively.

Stories: Instagram stories disappear after 24 hours. You can store them in Highlights to display on your profile forever.

Shoppable Posts: With this feature, you can tag products in your Insta content. By clicking on these tags, interested customers can visit the product page directly.

Influencer Marketing: A popular form of Instagram marketing is partnering with influencers who have organic followers based on a specific niche. It will expand your reach to the influencers' followers and your audience.

Live Sessions: You can go live directly from your mobile through Instagram stories. These live sessions show the authenticity of your business.

Instagram Contests: Running different contests are one of the best ways to engage customers. These contests and giveaways require users to follow your account and use specific hashtags and content as per your direction.

IGTV/Instagram TV: IGTV is a video-watching app associated with Instagram. You can upload long, vertical videos comprising interviews, product reviews, tutorials, promotional videos, or anything else related to your business.

How to Open an Instagram Business Account

First things first! To reap the benefits of Instagram marketing, you must have a business account. It's fairly simple. Download the Instagram app available in application stores dedicated to different operating systems. The website also works fine, but using the app is more convenient in every aspect. Then follow the instructions given below.

Sign Up with an Email

After opening the app, you'll be offered a few choices to pick from. You can sign up with a Facebook account or a phone number or an email address to proceed to the next steps. I recommend you use a business email so that your personal Facebook ID doesn't get linked to your Instagram account. Write your business name, user name, and put a strong password.

Choose the business name/profile name in keeping with your actual business avoiding anything fancy that doesn't go well with your niche and target audience. The username is more critical than the profile name. It's a unique name dedicated solely to your account and the Instagram community will recognize you by this username. That's why you should choose a username that is easy to find and recognize.

Optimize Your Account

Choose an aesthetic profile picture to impress your visitors. Maintain consistency with other visual components of your brand. You can also use a logo. Instagram automatically updates profile pictures in a circular shape, so select a picture that has extra space around the corners and fills the circle fittingly.

Instagram allows only a 150-character long description as a bio. Write about your business precisely and concisely within the limit. You can inject clickable links and hashtags in your bio to direct users to your desired destination.

The Edit Profile button allows users to edit their photo, username, name, URL, and bio anytime when necessary.

Review Your Instagram Account Settings

Enter your profile and click on the three short horizontal lines placed in the upper right corner. Click on the Settings button and it will expose a few options for you. Keep the privacy settings for Instagram Stories to Your Followers and allow message replies for them. You should keep your account as public as possible to enhance brand visibility and engagement.

To make your presence as a business profile, switch to a professional account by accessing the Account Settings options. If you manage a Facebook page for the same business, connect that to your Instagram business profile. The Add Account button at the bottom of the page will let you add up to five Instagram accounts and use them simultaneously by switching between them.

How to Grow Your Business with Instagram Marketing

Now that you have an Instagram business account, it's time to implement the marketing techniques to make the best out of your business. The below steps will help you grow your business and attain all the goals effectively.

Specify Your Goals & Objectives

Without specific goals, you'll reach nowhere. Fix an exact milestone for your business instead of aiming at a vague destination. Go for goals that can be tracked and measured using analytics. The goals must be realistic. If you want a million followers within a month, that's quite unreachable. Give your business the required time to achieve your goals. After setting the goals correctly, build a strong content strategy, and start working on that.

Post Aesthetically Pleasing Images

The core of Instagram marketing lies in sharing a variety of images. Don't post only one type of picture. Keep your profile as authentic as you can by posting behind the scenes, user-generated content, lifestyle shots along with promotional pictures, motivational quotes, educational posts, tutorial content, and reshared photos. Whatever you're sharing, make sure that it looks beautiful. You can check for the following things in an Instagram image.

- Keep enough white space or background in your pictures.
- Avoid overuse of dark colors.
- Focus on the subject more, keeping the image clutter-free.
- Try to flaunt patterns and symmetries.
- Make use of the natural light.
- Adjust colors, contrast, and brightness.
- Use the built-in Instagram filters if necessary

Write Intriguing Captions

A large number of Instagram users just scroll through their social media feed without paying enough attention. You can draw their attention by writing captions that have the X factor to make them notice your posts. Keep the caption aligned to the content of the post. If your image or video is about a product, write a precise description using relevant hashtags and emojis. Engage them with your post and facilitate the decision-making process.

Share Short and Informative Videos

Videos contain more information than images but if you keep them too long it may become boring. Instagram allows you to share up to one minute of your video to your profile and feed. And IGTV allows the full-length video with a preview that can be shared with your followers. The average attention span of Instagram users while watching a video is 15 seconds. So, the first few seconds play a pivotal role in engaging users for a long time.

As Instagram focuses more on visual rather than text, the videos should come with great transition effects, attractive titles, and beautiful music.

Use Different Types of Hashtags

You can turn any phrase or word into a clickable text just by inserting a # symbol before the text. These are called hashtags and applicable for Instagram captions, bios, and stories. When a user clicks on a hashtag they'll get access to all public contents shared with the same hashtag. This allows users to see posts only that interest them. Hashtags contribute greatly to maintain a stream of relevant content, helping merchants expand their reach to a greater extent.

Share Authentic & User-generated Content on Instagram Stories

Instagram Stories allow users to post frequently without taking a lot of space in the followers' feed. It doesn't clog their feed but reaches them more efficiently. Stories usually contain less polished, authentic images and videos that show the lifestyle and daily activities of business-related people. Instagram Stories also allow users to go live and host or attend live sessions. Normally, a story disappears after 24 hours but you can feature it on the profile forever as a highlighted content.

Create Shoppable Posts with Price Tags

Instagram allows only business profiles to share posts and stories with product stickers and price tags. If a visitor clicks on any of these tags, it will take them directly to the product page allowing them to have a seamless shopping experience. Instagram introduced this feature to ensure convenient shopping for users.

Run Exciting Instagram Contests

Everyone loves to win something. Instagram contests make use of this instinct of people and you can drive more followers to your profile by running a contest. The best practices of Instagram contests are as follows.

- **Tag your friends:** Your current followers will tag some of their friends in your post. Thus the network will grow bigger and bigger.
- **Follow our profile:** Usually, following the contest runner's profile is the first prerequisite of participating in a contest.
- **Give a comment:** Users are asked to give a reply to a question, review a product, or simply leave their opinion in this form of contest.
- **Share photos:** These types of contests require more time from the users and consequently they provide the best results. Users have to post an original photo with a specific contest and branded hashtags to take part in the contest. Even, you can use this user-generated content later on for future promotion.

Partner with an Influential Person

Collaborating with an Instagram influencer is a common marketing strategy to reach a broader audience. Choosing the right influencer is a great challenge. Make sure that the person you are partnering with works in the same niche as you. For example, if you own a clothing brand, you're likely to get more benefits by patronizing a model. This partnership works in two ways. You can feature the influencer on your post and vice versa. No matter what method you follow you'll reach his/her followers.

If you minutely follow the above-mentioned techniques, you'll surely attain your Instagram marketing goals. Analyze your success using Instagram Analytics. This tool will let you know the number of visitors, website clicks, total reach, impressions, views, etc. All these data will help you measure your growth. Keep track of these metrics and adopt an effective strategy to overcome the challenges.

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THE ROLE OF BIG DATA IN INVENTORY MANAGEMENT



When your business is all about selling tangible products, inventory management comes into play to make a big difference. Maintaining the right amount of inventory is crucial to succeeding as a business owner. But, you have to process a numerous amount of data generated through social media, cellphones, transaction history, product information, and more to determine which product is necessary, when, and how many?

It's almost impossible for human beings to analyze and make sense of this overwhelming data properly. Big data analysis can ease this entire process to improve inventory management. Read on to know the impact of big data in inventory management.

What Actually is Big Data?

Big data refers to an extremely large collection of data that is growing rapidly with time. This data is difficult to store and process because of its large volume and complex nature. With the right tools, you can analyze both structured and unstructured big data to reveal trends and patterns in human behavior.

Approximately 1.7MB of information is produced every second in the Digital Universe. At this rate, the total amount of data is likely to grow as big as 44 trillion gigabytes by the end of 2020. Though you don't need all this data to run a business. A few examples of big data are as follows.

“ Approximately 1.7MB of information is produced every second in the Digital Universe ”

Stock Exchanges: All types of stock exchanges generate a great amount of data each day. For example, The New York Stock Exchange (NYSE) produces almost one terabyte of new data every day. This data is related to trade and commerce.

Social Media: Different social media depend largely on big data to operate more efficiently. Facebook generates more than 500 terabytes of new data every year. This data comprises pictures, videos, messages, comments, etc.

Jet Engines: A jet engine is able to generate over 10 terabytes of data within half an hour of flight time. With hundreds of flights operating per day, the total data accumulates a huge amount.

How Does Big Data Reform Inventory Management?

With the help of big data, you'll get real-time information about stock availability, sales forecast, product returns, etc. All this information will help you improve operational efficiency and ensure a great shopping experience for your customers. Let's learn more about the role of big data in effective inventory management.

Forecasting the Demand

Big data allows retailers and wholesalers to predict the demand for their products. You can determine a sudden spike or downturn in sales by analyzing big data. Besides, different seasons call for different customer needs. Big data can forecast such seasonal demands and helps business owners plan for holidays and festivals. You'll get explicit data describing which product is a bestseller and which one remains unsold. Thus, you can know the actual demand and buy your product accordingly.

Monitoring Your Supply Chain

You can monitor which product is in stock and which one is likely to stockout soon with the help of big data. Big data keeps a record of everything in real-time. Preventing stockout is a critical factor in the ecommerce business. If you cannot sell a product because of the unavailability of stock, you will lose a customer and drive him/her to your alternative retailer.

That may have an adverse effect on your business in the long run. Big data determines your safety stock and suggests an almost perfect reorder point for every item respectively so you never run out of stock.

Reducing Recall Damages

I hope you never face this situation. Having to recall products is very unfortunate. But, if it becomes inevitable, big data can assist you in minimizing the company's loss as much as possible. You can find about any defective issues very quickly by monitoring different review sites, websites, social media, and the like. Early recalls will minimize the damage to a great extent. You can use number tracking software to easily find out products from which lots are defective. This will ultimately benefit every stakeholder.

Improving Customer Satisfaction

Big data can help you choose a more efficient shipping method. If customers return any product, you can put a system that will log the return reasons. Then, you will understand whether this is your fault or the carrier's and take the necessary steps to prevent the same from happening in the future.

With the help of big data, you can also evaluate if the product descriptions are written correctly. Products with wrong descriptions are likely to be returned, as customers might be looking for something else.

While shipping a product, a warehouse employee may pick the wrong product mistakenly. A barcode scanner can instantly detect it and help the employee make amendments. This is possible because of big data.

Reducing Costs and Losses

To succeed as a retailer you need to keep a balance in inventory stocking so you have enough products to sell and at the same time, unnecessary products don't waste your valuable warehouse space. Big data will let you know the minimum required amount of inventory to maintain a smooth cash flow and seamless selling process. Identify which products can incur additional costs in terms of storage costs, labor fees, shipping costs, insurance costs, and other inventory management costs. Then get rid of these products and avoid reordering them.

Inventory shrinkage means the loss of inventory due to theft, damaged products, miscounting, and obsolescence. You can integrate an inventory management system capable of tracking the movement of both your products and employees. This can reduce theft risks to a large extent. If shoplifting tends to occur in a specific department at a specific time, you'll know that from data analytics. Take additional security measures to prevent future theft. Besides, you can track discrepancies in transactions and detect dishonest employees by using an analytics program.

Optimizing Prices

Before choosing a price for a particular product, you need to consider a few factors such as its purchase cost, stock availability, competitors' price, etc. Most people are prone to conducting online research before making a buying decision. So, you need to fix a fair price that will render you enough revenue at the same time customers will feel content. This should be a win-win situation. Big data analytics can help you select the right price by assessing these factors thoroughly. Moreover, big data can ensure that you're offering the same prices in both your brick and mortar stores and ecommerce stores. This is a critical factor to satisfy your customers. Any mismatch found in physical stores and online stores may cause great harm to your reputation.

Facilitating Cross-selling

When a customer buys something online, if you recommend relevant products to his/her search queries or the products added to the shopping cart, chances are high that he/she will buy any of the suggested products too. This is called cross-selling. If you enable big data on your website, it can automatically recommend such products and increase cross-selling.

Assessing Suppliers Performance

An irresponsible supplier can cause serious damage to your business by delaying delivery or providing low-quality products. That's why you need to maintain a healthy relationship with your suppliers. Big data allows you to be aware of the overall situation, including the state of delivery, quality of products, and product prices. This helps a user determine vendor performance. Evaluate your supplier's performance and take necessary action to improve your inventory management.

Big data merged with IoT and AI can bring revolutionary changes to your warehouse management process. With the help of IoT-enabled devices, you'll get a more effective, intuitive, responsive, optimized, and engaging inventory management system. It's high time to adopt automated methods in every aspect of your business. Integrating big data with your inventory management system can be the first step. You'll succeed in this era only if you embrace new technologies.

For all kinds of e-commerce solutions, you can count on us. Royex Technologies, a **leading E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. If you need an eCommerce website that gets a lot of traffic, 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.

BEST UX PRACTICES FOR MAGENTO ECOMMERCE STORE



Everyone depends on the internet for information, be it shopping online, looking for a brand, or a product review. This renders online presence one of the most sought-after ways by which an individual communicates knowledge and a critical way of establishing brand reputation.

With the ever-increasing rise of internet shopping, gaining and keeping clients is becoming a problem for e-stores. It is important to look for cohesive user experiences to develop a client base and to raise traffic on your site in order to achieve higher engagement and create trust with users.

Here are the best UX practices to follow for your Magento eCommerce store.

Website Navigation

Intuitiveness is essential. It improves 'site-stickness' as a person easily discovers what they are searching for, with a limited amount of effort and by not getting stuck in a vortex of navigation and sub-navigation.

Take care to arrange the navigation in the proper hierarchy and even in relatable nomenclature. Common terminology that consumers are acquainted with inside your context would be what you label your categories and sub-categories.

“ With the ever-increasing rise of internet shopping, gaining and keeping clients is becoming a problem for e-stores ”

Easy to find content

Make finding what users are looking for swift and easy. Site search has a significant influence on the overall usage of the site, increasing sales and retaining consumers. Include a search bar for all web sites, that provide simple tools such as auto-completion to make things simpler. Also identifying the closest potential word depending on the feedback of the customer helps enhance the overall quality of the search.

To narrow down choices, use filters and sorting methods for consumers so that they reach their preferred product quicker. Separate and build filters for your items based on form , color, height, purpose, brand, price, etc. In consumer choices, sorting based on costs, customer feedback and ratings often play an important role.

Using the right images and videos

In order to market your goods and services, try not to use stock photos and individuals. If they may respond to a picture of your product being used, the customer is likely to connect further with your business.

Be sure that all the pictures are of the excellent quality and that they are not blurred or poorly edited. To compensate for the absence of 'touch and feeling', consumers tend to see numerous client reviews. The feeling would render the video showing of items much more relatable.

Customers read the product/service reviews, consumer recommendations and client suggestions. As people are more likely to read them for credibility, use quotations to testimonials to hold them correct. In shaping transactions, contextual data plays a major role. Real-life feelings sell higher, and it happens a lot in e-commerce.

Mobile-first approach

- More than 75% of smartphone consumers have made an online payment via their mobile device.
- Inside a physical store, 80 percent of shoppers use a smartphone to look up product ratings, check costs or search alternate market locations.

To connect with a brand, a lot of people use their mobile devices because it's convenient. And, if the desktop version experience is fine, that doesn't mean the same applies for smartphones. Mobile UX is a completely different scenario.

- To make the experience natural, use native smartphone features.
- Account for the shortage of space and share only the information that is very important.
- Disable features that, like auto-correct when filling addresses, can be a deterrent while entering data.
- Offer consumers the opportunity to store sensitive details such as shopping cart items, emails, etc. This often encourages users to enter fewer data on potential visits, particularly because it can be difficult to enter data, especially on the move.
- To complete a purchase, reduce the amount of clicks.
- Keep the experience smooth if the consumer moves from one computer to another.
- For inputs, use the required keyboard. Eg. Keyboard numbers for dates, OTP, credit card numbers, etc.

Design that facilitates sales

The several aspects of your ecommerce website design that you must take into consideration:

Layout- Pay attention to the website's general look and feel as the style of the page can dictate the way the brand is viewed by a customer. Crowded and cluttered websites seem to be less utilized, so it is challenging to find what one needs. Made use of negative spaces and the proper color balance. When designing your e-shop, a clear design framework for typography, colors and patterns would play a positive role.

Products - Make sure that the products inside the portlets in which you display them are clear and visible and that the variety provided by the store is seen in the first fold. Provide comprehensive explanations of the goods to help purchasers appreciate the commodity. This could be by supplying them with the details in small bits and further describing it on request using the feature of expand and collapse (accordion). This tends to reduce the abundance of results, and your client won't feel overloaded.

Intuitive positioning and callouts enable consumers to explore goods and categories. Categorize them as fresh, best-selling, famous, recently bought, etc., as many consumers mostly only search and, in particular, do not aim for anything.

Content - Ensure that the user is able to quickly navigate the data on content pages such as shipment choices, refunds, distribution monitoring, etc. to create trust to enable them make a more educated choice. While policies and T&Cs are also important, it's better they remain short and truncated. Show more often when triggered by the client.

Forms - Keep the forms concise and relevant. Simplify them and speed up the operation of automation/functionality. Ask only for specific fields that are needed to complete the procedure as per regulations. Making suitable recommendations where, due to lack of clarification or interpretation, the clients can be reluctant.

Tweaking and maintenance

Your journey doesn't stop when your store goes live . There is a lot that needs to be learned to track results constantly, study and tweak the various problems that may emerge.

Accessibility: Do individuals with special needs, such as hearing deficiency, color blindness, elderly age, or other vulnerable categories, use the website extensively? Using assistive technologies to access the web, such as screen readers, speech recognition , image magnification, etc., to support those who need it.

A/B Testing: Several paths that seem workable will always occur. A / B split checks them to determine how the journey is viewed by the consumer. From the collected data, the winner will appear.

Royex Technologies, is an **Ecommerce development company based in Dubai**. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

Our team consists of accomplished and highly skilled software architects, engineers and developers, who work together to provide you with the best services to achieve solid growth in the web solution market.

Naturally, good quality developers with high experience will charge you more to develop a mobile app. If you are looking for experienced mobile app developers in Dubai, we can help you to a great extent.

App Functionality

Paytm didn't become this big within months, it took them years and dozens of developers to build such an app with this number of features. As a beginner, you may not need all these features. Choose only the required functionality and invest money in making them useful for the users. The more features you add, the costlier it will be to develop an app like Paytm. We suggest you go for fewer features at the beginning. Introduce new features and functionalities once you gain popularity.

API integration

You have to collaborate with third parties to keep your mobile app functioning smoothly. Especially for mobile apps like Paytm, mobile recharge, bus tickets, movie tickets, and other service providers must give you access to use their APIs. That might cost some money. Besides, integrating these APIs requires more time for the developers which also affects the development cost.

Mobile Wallet

Mobile wallets are the core feature of financial services mobile applications like Paytm. All other features revolve around this transactions-enabled feature that allows users to add money to the wallet, send money to other users, pay bills to vendors, transfer money to selected bank accounts, and cash out the money from agents or ATM booths. Integrating all these features related to mobile wallets demands more time and money.

The Cost to Develop a Mobile Wallet App Like Paytm

Development cost of a financial solution mobile app like Paytm will cost you from AED 60000 to AED 100000. This is just a ballpark figure. We can predict the cost more precisely if you provide us with detailed descriptions of the app, mentioning your requirements and expectations. You can contact us for more details.

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.

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MOBILE APPS

Mobile app development, guides, cost breakdowns



Large businesses have invested in a number of blockchain applications as a result of the hype surrounding the technology. Businesses have hoped that as technology evolves, they would be able to combine their present business models with more security, reliability, and transparency.

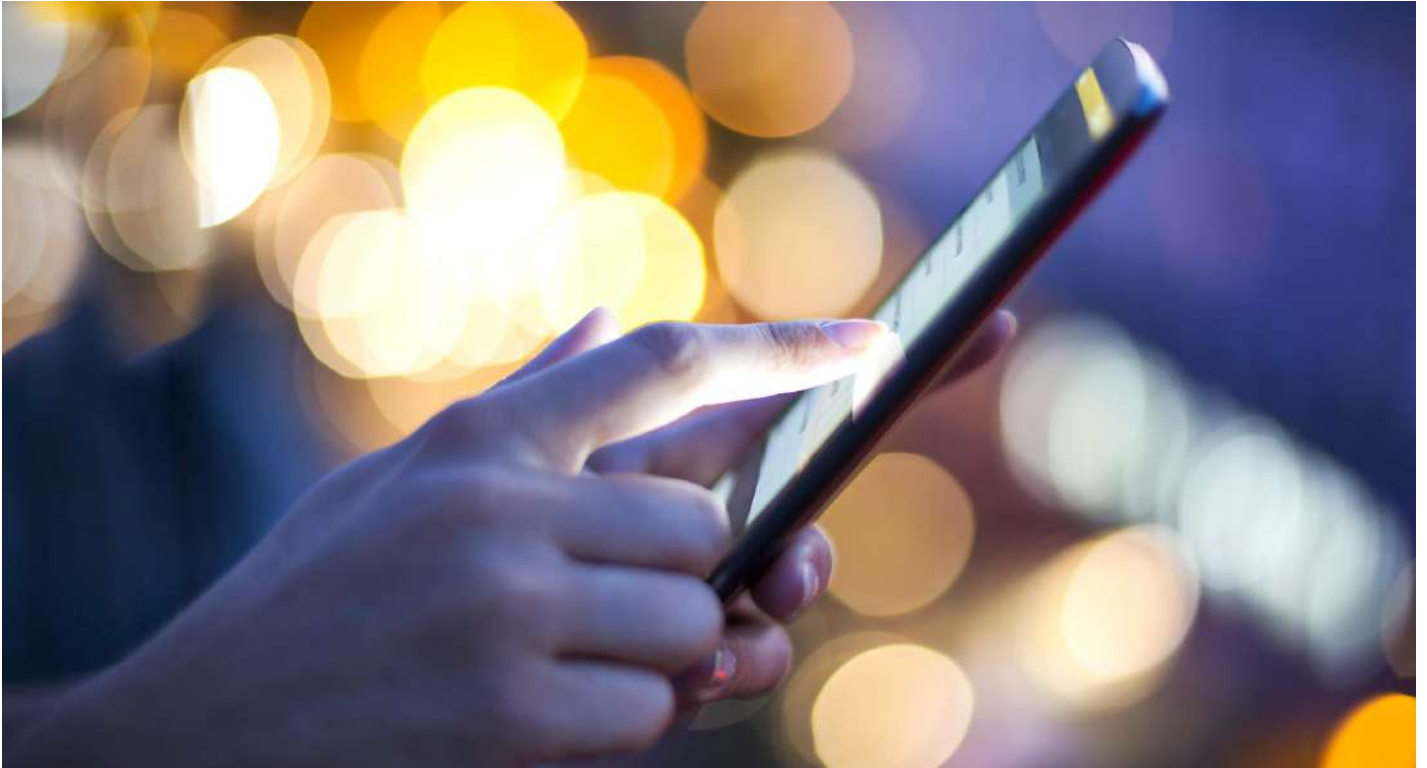
Many firms are experimenting with decentralized ledger systems utilizing blockchain applications.

The first article in the mobile app section will list out the top ten mobile app ideas that are based on blockchain technology.

In the next article, we share how you can build a secure mobile application. It is your responsibility as an app developer to guarantee that any smartphone app you create would not breach the protection of your customers. Here are ten ways to protect your built mobile app to ensure your user's protection as well as the reputation of your app.

Next, we list the top five programming languages for mobile app development.

In the final article, we discuss the things you need to do to develop an app like TikTok. TikTok has become quite a popular phenomenon across entertainment applications. 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.



30 TOP 10 BLOCKCHAIN-BASED MOBILE APP IDEAS

Many businesses are using blockchain apps to investigate decentralized ledger systems. We'll walk you through the top 10 blockchain mobile app ideas for your business in this article.

38 TOP FIVE PROGRAMMING LANGUAGES FOR MOBILE APP DEVELOPMENT

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42 HOW TO DEVELOP AN APP LIKE TIKTOK?

TikTok's 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 this article, we will give you an idea on how to create an app like TikTok

TOP 10 BLOCKCHAIN-BASED MOBILE APP IDEAS



Since its inception in 2009 by the mysterious entity Satoshi Nakamoto, blockchain has generated quite a stir. The buzz surrounding blockchain has prompted large corporations to invest in a variety of applications. Businesses have been hoping for this ever-evolving technology change to allow them to combine their existing business models with more security, dependability, and transparency.

Many businesses are using blockchain apps to investigate decentralized ledger systems. We'll walk you through the top 10 blockchain mobile app ideas for your business in this article.

Payment Apps

In recent years, as the world has moved toward digitalization, the payments industry has implemented a number of technologies to make payment operations easier for customers. We've progressed from allowing solely cash payments to creating cashless economies.

People have come to embrace this money exchange system as a result of the introduction of numerous digital payment options. With the advancement of technology, we are now heading towards a new method of transmitting funds: blockchain payments.

“ The buzz surrounding blockchain has prompted large corporations to invest in a variety of applications ”

Blockchain Payment Systems are essentially a way to make payments using blockchain technology. Wallet apps for payments and cash transfers are among the most well-known and well-known blockchain applications. Companies use blockchain to transmit payments and manage wages in a global marketplace. Because there are no intermediaries in the transactions, the process is transparent, efficient, and painless. It reduces transaction rates while also eliminating extra transaction expenses.

Digital Identity Apps

Every day, we produce 2.5 quintillion bytes of data. Therefore, we must prioritize encrypting private data in this data-driven era. An encrypted digital IDs app that works on a public-private key combination to secure important data is a fantastic method to follow this practice.

Blockchain identity management systems might be used to solve today's identification problems, such as:

- Inaccessibility
- Insecurity of data
- False identification

Medical Apps

Medical records are the most important digital information since they store patient data. What role do blockchain applications play in this? Blockchain-based apps can simplify medical information storage while also ensuring transparency in the distant flow of data without third-party intermediaries.

Electronic health records now only allow for the automatic updating and sharing of medical information on a single patient inside a single organization or network of organizations.

This might be expanded if the data was structured so that the uppermost layer of the blockchain only included information that was not PHI or personally identifiable information (PII).

This would provide academics and other organizations access to a wide range of data, including patient batches numbering in the hundreds of thousands. Clinical research, safety event, and adverse event reporting and identification, and public health reporting would all benefit significantly from the availability of such large volumes of data.

Real Estate Apps

Managing, preserving, and safeguarding data has always been a challenge in the real estate industry. You may create your next real estate blockchain application to simplify real estate processes.

The Ubiquity App, a blockchain-based platform for securely storing real estate information, is a prominent example of this type of app. Blockchain apps can speed up title searches while also increasing transparency in processes.

Entertainment Apps

Copyright infringement, ownership rights, censorship, and transparency are just a few of the challenges that the entertainment business is dealing with when protecting authenticity, privacy, and rights for sensitive data.

Blockchain applications can help with these challenges by providing a distributed database with centralized control over shared resources, encryption via public-private keys for content access, and asset and digital rights distribution management.

Transportation Apps

Blockchain apps might help with dispute settlement, administrative efficiency, and order monitoring in the transportation business. A blockchain application might solve these problems by providing a decentralized framework that maintains records intact and allows for synchronized data flow, smoother tracking, payments, and efficiency.

To make choices, organizations require up-to-date, safe, and genuine data. Because the whole network contributes to data validation, blockchain ensures reliable data across the transportation and logistics sector. Traditional tracking technology will not scale as demand for same-day and one-hour delivery services grows. For order tracking and authentication, blockchain technology offers a scalable and fast solution.

Apps for Governments

The voting process is a crucial concern for every government. Implementing a secure blockchain-based framework with more transparent processes might be used to maintain such privacy requirements and eliminate vote manipulation.

The UAE government has begun to use blockchain technology in its transactions. It launched the Emirates Blockchain Strategy 2021 and the Dubai Blockchain Strategy to help with this. By 2021, the Emirates Blockchain Strategy 2021 intends to use blockchain technology to convert half of all government transactions to the blockchain platform.

The Dubai Blockchain Strategy aims to make Dubai the happiest city on the planet by 2020 by making it the first metropolis to be entirely powered by Blockchain. Three key pillars will underpin the strategy: government efficiency, industry creation, and global leadership.

Education-based Apps

By monitoring, recording, and updating information, blockchain apps can eliminate inconsistencies in the educational system. The data (e.g., credentials, skills gained, etc.) connected with a student's identification is owned by the student, not by a central administration like a university.

Students may save their lifetime learning data (both inside and outside of the classroom), completely own it, and decide who gets access to it (e.g., employers). Learners may then show that the qualifications on their resumes are correct and have greater control over what prospective employers can see.

Rental and Ride-Sharing Apps

Blockchain applications aren't restricted to banking and finance or other related fields. It can grow into hitherto unexplored businesses where a decentralized peer-to-peer network may cut costs, inefficiencies, and annoyance while lowering rates.

Charities and Aid Groups

Charities and aid organizations are the most corrupt businesses because people who contribute large quantities of money have no way of knowing if their money is being used properly.

Royex Technologies has been at the forefront of Blockchain and Cryptocurrency development for many years now. We will help you seamlessly integrate blockchain and cryptocurrency technology in your mobile app and ecommerce solutions. We have developed our own crypto, ryxcoin, so we are well familiar with this emerging technology. Feel free to call us at +971566027916 or mail us at info@royex.net, and we can send you a proposal.

HOW TO BUILD A SECURE MOBILE APPLICATION



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

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

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

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

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

10 Ways To Make Your Mobile App Secure

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

Develop the app keeping all the threats in mind

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

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

Team up with the security experts from the start

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

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

Perform extensive testing

Testing your mobile app is a vital move that you must take to ensure that it can survive any potential attack. According to a new survey, 60% of developers are worried about the security of their smartphone applications but do little about it.



Did You Know?

- Customers spent \$143 billion in apps in 2020, up 20% from the previous year
- The average user spent 4.2 hours a day using mobile apps
- Total mobile ad spend grew 26% to hit \$240 billion in 2020
- 25% more publishers made more than \$2 million per annum on app stores

Make sure you run a number of checks as a responsible mobile app developer to guarantee that the app's security base is strong.

Beware of third party security loopholes

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

Implement SSL certification

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

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

Implement two-factor authentication in your app

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

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

Verify your API

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

Encrypt confidential data

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

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

Keep track of permissions

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

Write code that is secure and patchable

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

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

Royex Technologies is the leading **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.

TOP 5 PROGRAMMING LANGUAGES FOR MOBILE APP DEVELOPMENT



On average, mobile users have 80 applications on their devices installed and use at least 40 of them per month. With the Covid-19 outbreak, it has become ever more important for innovators to step up to create more digital solutions such as smartphone applications to help the people and the economy.

The easiest way for a company to improve its current business and offer it a digital advantage is with a smartphone app. Since research has consistently demonstrated that organizations that have a smartphone app better engage consumers and see greater sales.

It has become ever more important for innovators like you to step up to develop more digital ways to benefit citizens and the economy, such as smartphone applications.

For smartphone application development, there are dozens of programming languages. To save you the time and effort, we have prepared a list of top 5 programming languages for mobile app development.

Kotlin

When Google revealed Kotlin for Android development as a 100% first-class language, software developers worldwide were delighted.

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

MOBILE APPS /

To make things much better, Kotlin takes the best of Java and goes a little further. Its simplicity of usage and configuration is one of the aspects software developers enjoy the most about Kotlin. It is free to download and runs on every platform and is open source. In addition, it supports almost all environments for development.

If you have any of your code already written in Java, you might just as easily use Kotlin for other parts of your project, without impacting any variables, thanks to its being totally interoperable with Java.

To start with, Kotlin may be one of the simplest coding languages since it is one of the cleanest programming languages used to build apps that are statically typed.

As you begin your journey into coding languages for applications, the documentation for Kotlin is incredibly simple, comprehensive and enjoyable, making for a great learning experience.

With some renowned experts regularly available on GitHub and other platforms, the Kotlin group is a wide and vibrant one, happy to address any questions from other developers.

Flutter

Flutter, built as a mobile app SDK by Google, offers a fast and simple way for developers to construct rich, high-performance mobile applications that can be quickly deployed on all platforms.

Using the scripting language Dart, Flutter is basically a mobile app development framework that has a rich library of widgets and resources to help create highly visual, interactive app experiences.

Flutter creates cross-platform applications due to its rich widgets that look and sound almost as seamless as native apps. By completely leveraging code reusability, it helps quicker code writing.

This suggests that, like with all sites, you will use large parts of the code. All you do is independently apply a few distinguishing UI features to the software and with half the time and expense you will have a completely functioning cross-platform app.

Hot Reload, the opportunity to see modifications made to the code in real time as they modify the app, is one of Flutter's winning accomplishments. And you will tweak the code to see if the modifications happen in real time whether you choose to tweak some aspect of the app, make it look, sound, or function differently.

Since the code base for both platforms is smaller and the same, Flutter requires far less testing than its native counterparts.

To help you build beautifully beautiful applications, Flutter not only has a rich catalog of UI widgets, but it also helps you to configure the widgets, really nailing in the rich native interface you want in a programming language used by mobile apps.

Swift

Swift saw an unprecedented growth in popularity shortly after its release in 2014 and was named the most loved programming language on Stack Overflow in 2015. Apple said back then that their goal for Swift was "absolute and utter global domination," calling it a "modest aim."

Around six years later, we can still see that Apple has achieved that target. The Apple App Store has about 500,000 games published in Swift, at least partially.

Apple's "Anyone Can Code" was the very initiative Swift developed with. Clearly, Swift is the strongest programming language if you're trying to get started with software growth.

Swift is the main programming language for iOS software for some of the best users you've heard of, including Uber, Lyft, Square and Airbnb.

Swift is the single strongest iOS programming language for those dreaming about learning to code. It is fast and simple to read, specifically created to be user-friendly. It has built-in interface characteristics that send you input in real time. It encourages you to eliminate mistakes and keep the code safe.

Swift also helps you to compose code more easily as it cuts down a variety of menial activities that usually bog down developers and turns complicated code into optimized syntax, making developers satisfied and sorted.

Another factor Swift is great for novice developers is that it provides a range of built-in resources to make it easy for you to create.

Java

25 years on, considering all the new entrants who have made their impact, Java still remains the most popular programming language among developers. None has been able to substitute Java in an environment where modern technologies easily replaces outdated ones.

One of the key reasons why Java is the first choice of all software developers is that it is really simple to learn and get started with, and it also provides wide-reaching community outreach that is an important boost to new developers.

Java has been used to create some of the best Android applications, including Spotify, Twitter and, of course, the Android Operating System.

With the Android OS itself being created in Java, if you learn Java, you will be able to quickly create all Android applications. Some of Java's top functionality include:

- Java's simple, easy to understand syntax is far more understandable than Python and other scripting languages used for creating mobile applications.

- It addresses the difficulty of real-world software best as an Object-Oriented programming language.

React Native

React Native started off on Facebook as an internal hackathon project, and it turned out to be so successful that it became one of the strongest coding languages that could create applications that worked on any platform.

That's correct, applications that don't need to be developed separately for Android and iOS are cross-platform apps. So you can make only one app and launch it on all channels, cut your production work in half, and double your reach.

React Native is a versatile programming language that is not restricted to any one framework that is used for software creation. It has been used to build widely common applications such as Uber and Airbnb. React Native is the future of hybrid applications for different purposes.

React Native helps developers to write code parts and reuse them on multiple platforms. They will quickly adjust the code for the respective platforms by styling elements and describing the finer nuances after implementing the code.

React Native already has a range of pre-built items in an open-source repository, in addition to technology reusability. This implies that you can conveniently use modules already generated by others created and uploaded to the library, enabling a great deal of speed of creation.

A simpler UI with a rather well sorted implementation order is provided by React Native. This allows Respond Native-built apps quicker, more open, faster to install, and simpler to use. A variety of React Native libraries that are provided just ease the task.

The third-party plugin help is another big value React Native brings. Then you don't have to create a calendar from scratch if your e-commerce app requires calendar support. React Native helps you to scan for a pre-built calendar (there are many) that is available for use and easily incorporate it into your app.

React Native is particularly well adapted to software creation by modular design, live and hot reloading, declarative coding style, and a range of other capabilities.

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HOW TO DEVELOP AN APP LIKE TIKTOK?



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 this 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.

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 is also a great platform to highlight skills and share information with a wide audience ”

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.'

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.

Likes and comments

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.

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.

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. Contact us via email at info@royex.net or call us on +971566027916 with your requirements, only then we can tell you the development cost precisely.



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



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