

ONLINE MAGAZINE

# MOBILE APPS & E-COMMERCE

Why You Should Accept

## CRYPTOCURRENCY

IN YOUR  
ECOMMERCE  
STORE

**Develop**

A BUY NOW PAY LATER

App Like

**TABBY**

UMBRACO 9: A new

ERA OF

**Umbraco CMS**



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**10 Tricks To Get Crazy  
Ecommerce Traffic**

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The cryptocurrency market has been growing at an unprecedented rate. According to published statistics, there are presently over 5,300 different types of cryptocurrencies being traded in the market, with a total market valuation of more than 200 billion dollars.

According to the most recent industry research projections, the global bitcoin payment ecosystem would be worth 630 million US dollars by 2025, with a double-digit annual growth rate of 23.4 percent between 2020 and 2025.

These statistics and predictions indicate that accepting cryptocurrencies in your ecommerce store is a must these days.

In this edition of the magazine, our feature article covers various aspects of accepting cryptocurrency as a payment method.

You'll also find articles on newly launched Umbraco 9, importance of color in UX design, and tricks to acquire traffic in your ecommerce store.

In the mobile section, we explain how you can build BNPL apps like Tabby and Tamara, how AI can improve the functionality of taxi booking apps, and what to know before starting a mobile app business.

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



Running an e-commerce site opens up a world of options that aren't available to traditional businesses. One advantage is that you'll be in a good position to accept digital currency, often known as cryptocurrency.

Cryptos have been in the news a lot recently due to the rising demand for tokens like Bitcoin and Ethereum. Many online businesses are considering accepting cryptocurrencies as payment for goods and services, and investors aren't the only ones who stand to benefit from this technology.

Is it OK for your business to be one of them?

This is our topic of discussion in the first article where we discuss the possibilities and aspects of accepting cryptocurrency as a payment method for an ecommerce store.

The second article talks about the new era in Umbraco CMS, i.e. Umbraco 9. It is the the first version to be transferred from.NET 4.x to.NET 5.0.

The third article highlights the role of color in UX design. Colors serve as an effective tool for knowledge which may be used to support the general cognitive structure of humans. We can trigger optimistic emotions and actions within ourselves by using the right collection and correct placement of colors.

The final article discusses ten crazy tricks to attract visitors to your ecommerce website.



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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 might be difficult. We've gathered a list of top-notch techniques to attract traffic to your online business in this post.

# Turn Your Website Into a Lead Machine

– Rajib Roy

Now Available on  amazon



## WHY YOU SHOULD ACCEPT CRYPTOCURRENCY IN YOUR ECOMMERCE STORE



Running an e-commerce site provides you with a plethora of possibilities that are unavailable to brick-and-mortar enterprises. One benefit is that you'll be well-positioned to accept digital currency as payment, often known as cryptocurrency.

Due to the increasing demand for tokens like Bitcoin and Ethereum, cryptos have been in the news a lot recently. Many online companies have begun to consider taking various cryptocurrencies as payment for products and services, and investors aren't the only ones who may gain from this technology.

Is it OK for your company to be one of them? Continue reading to find out.

### How transactions work in cryptocurrency

If you want to accept cryptocurrency payments from your customers, you'll need to understand how they work.

Almost all cryptocurrencies make use of blockchain technology, which acts as a secure digital record of all transactions done with a particular token.

“ Cryptocurrencies make use of blockchain technology, which acts as a secure digital record of all transactions done with a particular token ”

It makes transactions nearly hard to fake in this way. Any effort to falsify a transaction or tamper with a record would be quickly debunked by several copies of the original.

## Advantages of accepting cryptocurrency as a payment method

Customers and vendors alike may be confident in the security of bitcoin transactions because of blockchain technology

You won't have to worry about credit card fraud, and you won't have to worry about misplacing physical money. It's also possible that you won't have to deal with client refunds or returns.

This is due to the fact that several cryptocurrencies provide their users with partial (or even complete) anonymity.

Users of Bitcoin, for example, must have a "Bitcoin address," which need not be linked to their actual address or even their real name.

Many users like cryptos because the possibility of anonymity helps them secure their personal information – but you can't give a client a refund if you don't know who they are.

Let's look at a few of the specific advantages of taking cryptocurrencies into your online store:

### Bigger market

Accepting bitcoin as a payment option will open up a whole new market of tech-savvy customers who have formed a community around the cryptocurrency market. Allowing customers to pay with a digital wallet or a credit card platform helps you to reach out to a wider audience and appeal to customers all over the world.



## Did You Know?

- \$1,635 billion is the estimated market capitalisation of all cryptocurrencies
- China has power over 70% of the mining of cryptocurrency
- The creator (or creators) of Bitcoin remain anonymous
- It is estimated that 4 million Bitcoins have been lost
- Nearly 2000 cryptocurrency projects have failed.



## **Faster Transactions**

Unlike credit card systems, which take a few days to batch out and process, Crypto is handled instantly, allowing you to access cash much faster. Fast transactions can help your company's cash flow run more smoothly.

## **Low fees**

The minimal fees connected with each transaction are another advantage of using cryptocurrencies as a payment method. The fees vary depending on whether you accept bitcoin into your personal wallet or through a third-party source, but they will almost certainly be cheaper than those charged by PayPal or credit card companies.

## **Increased security**

Unless you have the merchant's permission, it's impossible to reverse a bitcoin transaction once it's been completed. This gives shops additional protection against eCommerce fraud since there is no middleman, such as a bank, who may remove cash from your account without your permission.

To summarize, there are several advantages to adopting cryptos:

- Records of secure transactions
- Anti-fraud protection
- There's no need to provide refunds
- Broader market
- Fast transactions

## **Disadvantages of accepting cryptocurrency as a payment method**

Cryptocurrencies provide a lot of advantages for companies, but they also have a lot of hazards.

Accepting payment in cryptos carries the danger of their value fluctuating dramatically and without warning. Even highly utilized tokens like Bitcoin are prone to wild market swings, but smaller tokens are even more vulnerable.

Furthermore, a group of investors may coordinate their attempts to buy a token at the same moment in order to artificially inflate its value and attract new investors.

However, when they continue to sell their tokens to these investors, the value of the token will fall, leaving the future holders with a worthless investment.

These "pump-and-dump" tactics are particularly prevalent with new or lesser-known tokens because their limited user base makes moving the token's value with a smaller set of players simpler.

The value of cryptocurrency can also be influenced by regulations in certain countries that limit the ease with which tokens can be mined or distributed.

The following are some of the drawbacks of accepting cryptocurrency at your business:

- The value of the tokens you acquire is uncertain or unpredictable, and
- There's a chance that regulations in your region will change and restrict the usage of cryptos.

## Accepting payments in cryptocurrency

Accepting bitcoin in your eCommerce business may be done in two ways: through your personal wallet or through a third-party payment processor. Both techniques will be discussed.

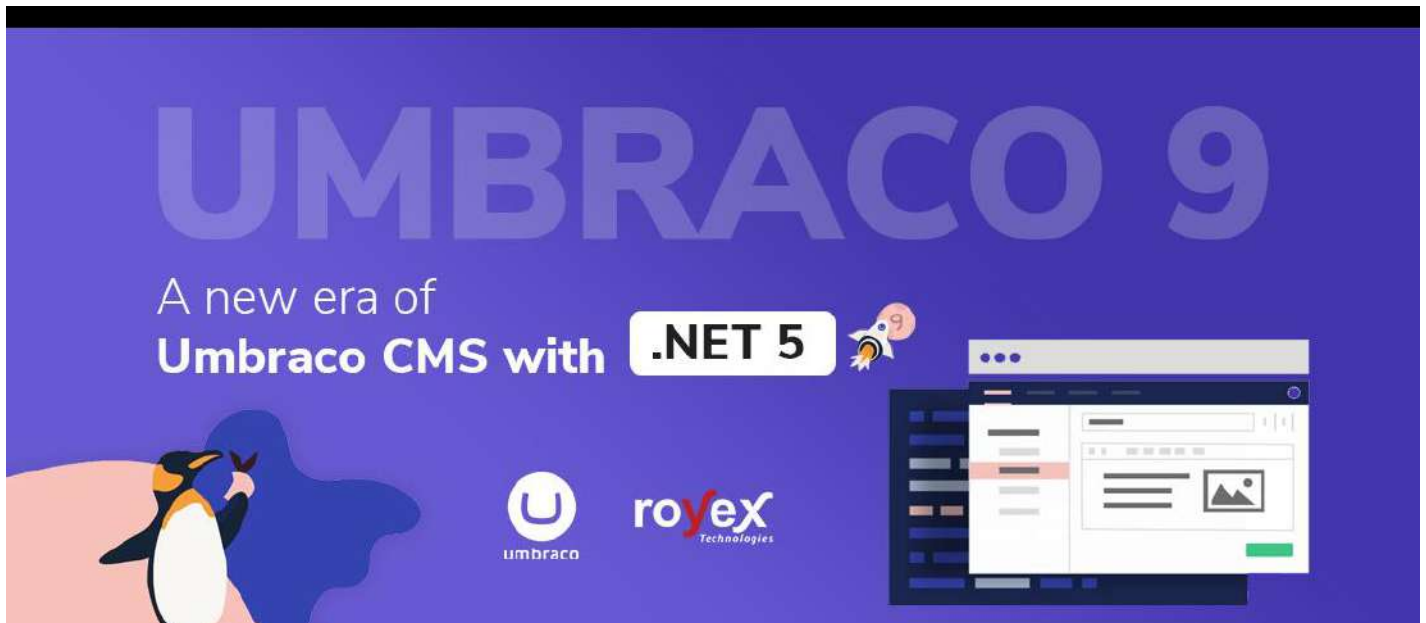
You'll need a virtual wallet if you want to accept cryptocurrencies through your personal wallet. You can buy a hardware wallet or download most wallets instantly to your phone or PC. A hardware wallet is a physical safe that saves bitcoin on a dedicated hard drive within the device. It's actually the only safe hardware device for storing a user's private key.

Otherwise, you may utilize a third-party payment processor like Coinbase or BitPay, which will manage the whole payment process for you, much like credit card payment processors. One advantage of utilizing a third-party payment processor rather than a personal wallet is that they may convert bitcoin into cash quickly, avoiding price fluctuations.

The term "price volatility" refers to the rapid and dramatic swings in value that bitcoin experiences. If you're shielded against this, you'll get paid the amount you charge, even if the coin's value changes in the middle of the transaction.

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. If you are interested in any blockchain and cryptocurrency projects, contact us today. Feel free to call us at +971566027916 or mail us at [info@royex.net](mailto:info@royex.net), and we can send you a proposal based on your idea.

## UMBRACO 9: A NEW ERA OF UMBRACO CMS WITH .NET 5



Umbraco 9 is the first version to be transferred from .NET 4.x to .NET 5.0. In addition, V9 now reaches platform independence for the first time, allowing hosting on operating systems other than Windows (IIS) for the first time.

These advancements provide the Umbraco community with a plethora of new outcomes while also making them easier to manage.

### How it all started

The Unicore project at the Umbraco MVP Summit 2019 kicked out the creation of Umbraco 9 to migrate the backend architecture of Umbraco 8 to the .NET 5 framework and the ASP.NET Core 5 web framework.

This culminated in two years of Umbraco 9 development. Umbraco V9, on the other hand, is not reinvented but rather transferred to .NET Core piece by piece.

The first beta version of Umbraco 9 was released in April 2021. All elements and functionalities available in Umbraco 8.13 were previously included and converted to the most recent version of the Microsoft tech stack at the time.

“  
**Umbraco 9 is the first version to be transferred from .NET 4.x to .NET 5.0**  
”

The very first released prototype has also been accessible for community testing from July 2021. Not only here, but throughout the overall process, as is customary, a strong focus was placed on the community's active participation. The so-called Unicore Team, coordinated by Bjarke Berg and made up of community activists and some HQ members, took responsibility.

## Umbraco & .NET core

The Microsoft.NET Framework has always been used by Umbraco. The decision to migrate Umbraco to .NET Core was made long before Microsoft declared in 2019 that there would be no more releases of the .NET Framework 4.8.

Even though Long Term Support (LTS) for .NET Core 5 is unavailable, Umbraco will be made future-proof and open for additional development. Projects built with Umbraco 9 should be easily updated once .NET 6 LTS is published (expected in November 2021), while Umbraco itself will remain dependent on ASP.NET Core 5.

## Why Umbraco 9

Aside from future-proofing, the shift has many other benefits—Microsoft redesigned .NET Core, with one of the main goals being optimal performance. As a result of the upgrade, Umbraco will see a significant performance boost. It can use modern technology and software, leading to a performance boost of 100 to 1000 percent, depending on the application (source: Umbraco). Furthermore, scalability on the hardware level is much higher.

Umbraco is now platform-independent for the first time, thanks to the migration to .NET Core. This means that Umbraco can now be utilized on Linux and macOS in addition to Microsoft Windows. Current constraints on new macOS gadgets should be addressed as soon as possible with .NET 6. This expands Umbraco's user base, as well as its hosting and architecture options. As a result, the Umbraco community has tremendous development potential!

Another benefit of Umbraco 9 is its support for Kubernetes and Docker technologies, which makes it platform-independent. What was difficult to perform under Windows in V8 is now possible, allowing Docker to be used with Microsoft and macOS.

## What's New in Umbraco 9

Many adjustments were required to upgrade Umbraco to the newest version of .NET and use the benefits that came with it. Since V8, the appearance hasn't changed much; the difference is only visible in the code. Some instances are as follows:

### Authentication of Users and Members

Rather than just the two authentication choices available in Umbraco 8, ASP.NET Identity and Membership Sources, ASP.NET Core Identification can now be utilized to implement both types of authentication. In the long term, this simplifies maintenance, and most of the code can be utilized with both approaches.

### Dependencies on Third Parties

Umbraco 8 uses various third-party dependencies that weren't designed to work with .NET Core in the first place. Many of them could be updated to be compatible, while others had to be rebuilt. V9 now leverages the dependency injection (MSDI) built into .NET Core instead of using an external package. This provides consumers with more flexibility and adaptation to their specific workflows.

### Installation of Packages

Umbraco's installation process had to be completely overhauled. Dotnet new templates can now be utilized instead of loading the Umbraco package into a blank web project. These themes must be installed using the open-source package manager NuGet before using the CLI, Visual Studio, or Rider.

### Aesthetically pleasing architecture

Umbraco CMS has long prided itself on being a flexible and highly adaptable platform for developers. The developer environment in Umbraco 9 receives a boost in the correct direction. You'll notice that the structure and overall architecture have been enhanced, whether you're contributing to Umbraco or producing projects for a client. It's now easier to locate what you're looking for, and we've aligned ourselves even more with framework patterns like Configuration and Microsoft Dependency Injection.

## What remained same

Modifications to the existing Umbraco idea have been reduced to a minimum to make the transfer as simple as possible for end-users, developers, staff, and the headquarters itself. Later versions will have additional architecture changes or improvements. Compared to Umbraco 8, there will be very few changes to the UI and functions in V9.

This is being worked on in parallel with V9 but independently. There will be little modifications to databases, which have been a source of concern for some time. Because the focus is on .NET Core, only the most essential changes will be made to the Javascript code.

## What's Next in Umbraco 8 Development?

Modules for Umbraco 8 will not run on the new framework and will need to be moved. The Umbraco 8 platform will continue to be improved and updated by headquarters. After the last minor update, they pledged at least three more years of maintenance and bug fixes. Here's where you can learn more about it. Future Umbraco 8 modifications and additions will be incrementally integrated into the .NET Core version.

We at Royex, are thrilled about the limitless perspectives that Umbraco 9 will bring to our daily project work, and we look forward to the flourishing Umbraco community. H5YR!

## Royex for Umbraco 9

Frankly speaking, with bold confidence, we breathe and sleep Umbraco CMS. We are that much closer to this CMS environment. We've built several successful Umbraco websites with personalizing and customizing Umbraco to meet the specific company needs. We have Umbraco Masters on staff and host the Umbraco website in a way that will meet your expectations and business needs.

To increase your website's operation and results, we develop fantastic website experiences and integrate best-in-class solutions. Beyond creation and maintenance, we also provide managed digital marketing services to assure your success. As a **Umbraco partner**, we have well-seasoned industry-recognized developers who can use Umbraco 9 to reach business opportunities with long-term success.

## IMPORTANCE OF COLOR IN UX DESIGN



For human beings, color is known to be an important visual experience since it is the simplest element to recognize when it comes to experiencing new things. Our visual senses are flooded by constant optical stimulation any moment we open our eyes, with surrounding sights vying for attention.

Colors serve as an effective tool for knowledge which may be used to support the general cognitive structure of humans. We can trigger optimistic emotions and actions within ourselves by using the right collection and correct placement of colors.

It is understood that colors have physiological and psychological features, since various colors have different associations that differ across diverse cultures.

This reality is incredibly relevant for every company's UX architecture since the power of a brand is highly reliant on this unique aspect.

Color is one of the many marketing strategies utilized by product marketers to develop, retain, and change brand perceptions in the minds of consumers to communicate their product's significance.

Each product company's brand includes its application or website emblem, colour and overall interface. Colors can increase memory efficiency by generating an emotional impact due to the different symbolic associations that each color carries through cultures.

“ Colors serve as an effective tool for knowledge which may be used to support the general cognitive structure of humans ”

Colors may also improve the efficiency of any program by focusing end-user focus and at the same time delivering an enhanced user experience by generating an environment that influences positive emotions. The thorough choosing of fitting colors will maximize the optimal connections and a task's effectiveness.

A well-considered color palette can improve a design, whereas a not-so-well-thought color palette can diminish the experience of users and conflict with their ability to effectively access a website or mobile app.

It is not possible to ignore the emotional effect of interface shades, including their classification, symbolism and choice. While certain colors in the UX style are uniform, other colors they are paired with may have a significant effect on the understanding of users.

## How Humans Perceive Color

The foundation for all visual information is the eye. Color is light carried through wavelengths absorbed by the eyes and transformed through the brain. Light can be broken down into a spectrum of five different colors: red, orange, yellow, green and blue.

Red has the longest wavelength, while the shortest wavelength is the color blue. All colors in the spectrum, excluding red light, are consumed by an object that is red in appearance. This unabsorbed light is reflected back from that object into the eyes .

It moves to the brain from here and is perceived as red. The approaching light on the retina, which comprises two special kinds of photoreceptors, is centered on the lens of our eyes.

They include: monochromatic vision rods during nighttime and color-sensitive cones that need a larger degree of light intensity to be initiated and are thus used throughout the day. These cones and rods permit us, respectively, to see color and light.

Three forms of cones exist: type I associated with blue, type II associated with green, and type III associated with red. These three shades are a mix of other colors. We see an apple, for instance, and think of it as red in colour.

So, the apple is struck by sunlight. The chemicals in the apple's surface obstruct certain wavelengths, but the other reflected wavelengths move into the pupil and excite the cone cells at the back of the eye. The brain transforms this code into a "red" perception.



## How Does Color Influence Emotions

In order to understand color psychology in UX design, one must also analyze whether colors lead people to experience emotions because of their decision-making phase of visiting a website or selecting a product.

In standard day-to-day life, colors are so common that it seems incomprehensible that they are not correlated with particular perceptual units. Thus, an entire network of these units is triggered with the impression of a colour.

Red, for example, can normally attract the eye as it activates cognitions such as blood, hot, risk, excitement, warning, mistake, whereas green will bring cognitions such as nature, serenity, hope.

The colors identified by psychologists are warm (red and yellow) and cold (blue and green) colors. The distinction between warm and cold shades, though, is relative; for example, yellow is perceived as colder than red when red and yellow are matched together.

White, black and gray are seen as shades that are neutral. Because color experiences vary from person to person, it is unreasonable to presume to know how color is experienced by someone else.

Unlike someone else, one person's perception with a red color may be viewed uniquely. Both human actions and human physiology are affected by colors.

## How Colors Are Perceived in Different Cultures

Looking at the cultural effects of the color palettes depending on the target audience for the product helps designers.

Specific affiliations vary slightly at the person level, however there are certain color coding associations that are formed as part of the community.

Social contrasts have been identified in the senses of colours and comparisons. In India, for example, Hindus consider orange the most sacred color, although in Zambia, citizens do not even consider orange as a distinct color.

Thus, knowing the colors are preferred by people is critical for UX designers. Brands and their packaging are usually explicit color blends.

Color combos are known to be collectively bound for particular structures and conventions of conviction. Black color in Western society reflects death and grief, while it represents health and stability in Far Eastern culture.

As a consequence of the individual color pairings, the blend of colors chosen for objects, logos, products etc. can convey significance.

## Role of Color in UX Design

Color theory should be known to every UX designer. Color theory is comprehension of the dimensions of the color wheel and color. The color wheel gives us an idea of the harmony of colors and what colors can be mixed to produce a significant visual effect.

The color dimensions are hue, saturation and value. Colors control consumer focus and show order if used appropriately. The fewer a color is seen on a daily basis, the more it can attract the attention of the customer.

The combination of such a large number of colors makes the presentation look cluttered, confuses the customer, makes tasks more unpredictable, increases errors and reduces productivity.

With respect to the paradigm of cognitive psychology, nearly five unique colors are suggested. The interpretation of a color is perceived as an initiation of a cognitive unit in this way. The conscious mind can be used as an indication of units that are triggered.

Therefore, the reduction of the quantity of colors when used as data communication coding as well as the consistent use of color will support users' cognitive performance.

Studies have shown that our personal interests, experiences, education and cultural distinctions have an effect on our color choices. When one creates a UX schedule, this data may be treated as variables. Through selecting the right colour, investigating these aspects will allow a product to stand out.

The 60-30-10 rule is a theory used by virtually any artist to create aesthetically appealing and adequately balanced color palettes. It's a classic rule of decor that helps to build a color palette for a room. It specifies that 60 percent of the space should be a primary color, 30 percent should be a secondary color, and a highlight should be the last 10 percent.

In general, UX models or advertisers can use color for product advertisements and commercials. In this way, color becomes an integral part of the visual value of a company and the value generated from this "look and feel" contributes to brand awareness and logo.

Like a purposely chosen brand name, color conveys an intrinsic sense that becomes important to the identity of the brand, enabling buyers to use color symbols to evaluate goods and make a choice.

Apparently, recognizing the role that color plays in ads becomes more urgent as technical developments in strategies to expand the diversity of user contributions in color and consider more innovative color applications, such as more powerful mobile device displays (e.g. smartphones, tablets) and different color options for consumer-packaged items. Over time, the relevance and usability of color options seems to have advanced.

## **Final Words**

Color is a medium that, by its richness and elegance, helps objects to become more complex and meaningful. Color is more than just an aspect of beauty.

When our eyes sense colour, they attach to the brain, which sends the endocrine system signs that activate hormones responsible for mood and emotional changes. Color activates our perception in simplistic language, and is closely related to the brain, where it triggers feelings automatically.

As any single color has a special significance, color can influence daily actions as well as activate emotions in individuals. For enterprises, the meanings associated with various colors are relevant since the methods used to convey the brand picture are processes of transfer of meaning.

In the tool stack of every artist, color is an integral instrument. Because interfaces have to consist of at least two separate colors, in order to be friendly and hence support the cognitive efficiency of the end user, it is necessary to maximize color variations and color themes.

Cultural aesthetic comparisons may change product evaluations since several color affiliations are uncovered. In addition, globalization and the growing dominance of Western society have had a significant effect on the definitions of cultural colour, and cultural interpretations will also evolve with time.

I assume that the adequate usage of colors in the design of numerous apps and organizations will have a profound effect on the overall user experience. Cultural, technological, social, and other variations render it impossible for corporations to define internationally appealing single brand picture strategies.

Global enterprises therefore need to define a brand image plan as well as a specifically defined communication campaign that generates and preserves the ideal image across cultural boundaries in the mind of the consumer.

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](mailto:info@royex.net) and we can send you a proposal based on your idea.

## 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. Take a look at your most popular products or services if you're unsure what themes you should include on your blog.

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

You may write blog entries on these goods since they perform effectively in your business.

## **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.

When it comes to promoting a new product or service for your company, there may appear to be an infinite number of possibilities. It might be tough to know where to begin and which promotional techniques would yield the best results.

The fact is that there are a variety of low-cost options to advertise your company, and what works best for you will depend on your industry, products, and target audience.

## **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.

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.

## **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.





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Technologies

# MOBILE APPS

Mobile app development, guides, cost breakdowns



When you reach the checkout page after an online buying binge, you've undoubtedly heard the phrases "buy now, pay later" (BNPL) or seen a BNPL option.

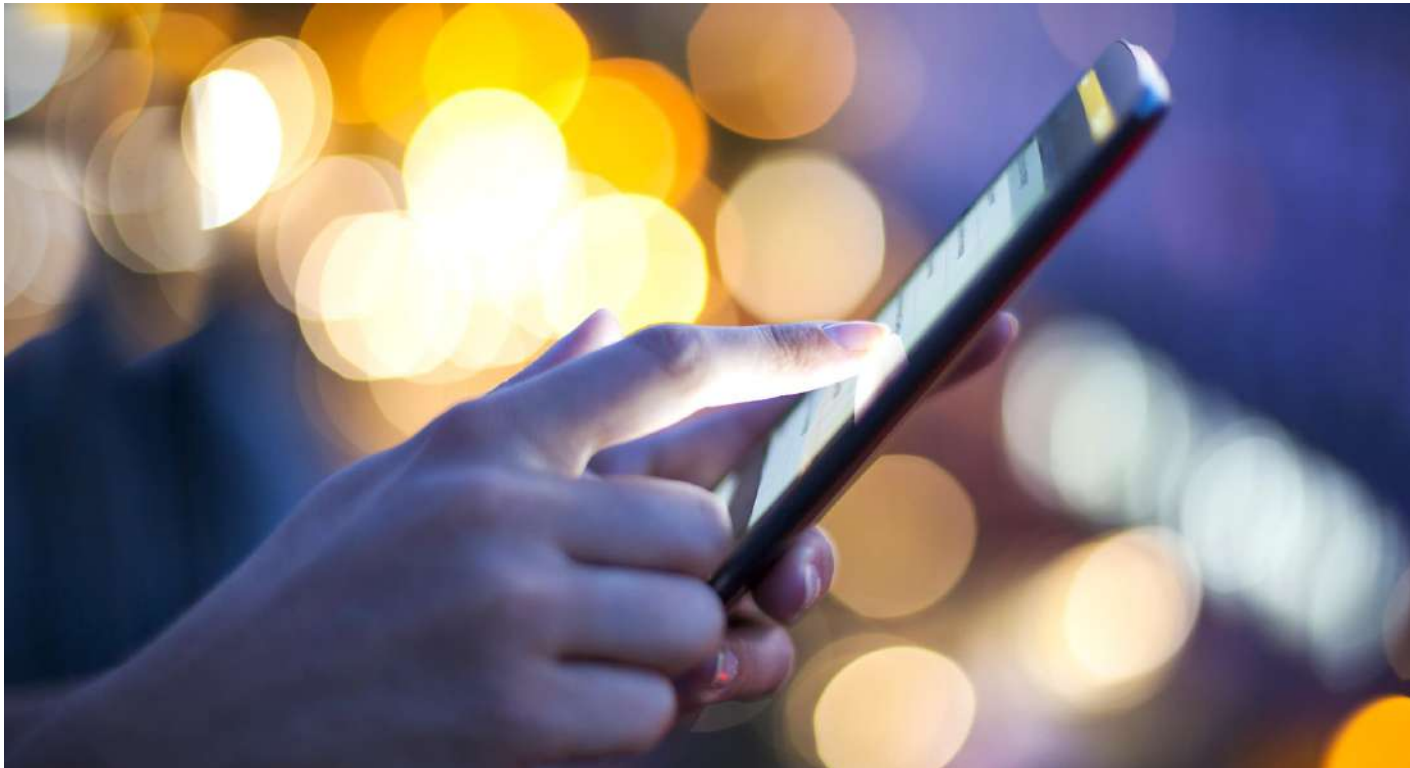
In the past year, BNPL services, which are basically point-of-sale loans, have acquired a lot of popularity, with big names like Amazon collaborating with a prominent BNPL provider and Mastercard announcing the launch of its own BNPL service.

The first article in the mobile app section talks about how you can integrate a BNPL app like Tabby in your ecommerce solution.

In the next article, we enlighten the importance of AI to improve the functionality of Taxi booking apps. Artificial Intelligence (AI) is widely used to streamline dynamic and time-consuming operations in taxi applications. Taxi applications now come up with the newest developments that enable consumers to keep ahead of themselves and randomly.

In the third article, we highlight the six things you need to know before starting a mobile app business.

In the final article, we come back to BNPL to discuss how you can build a BNPL app like Tamara.



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Here in the UAE, we have seen a few BNPL making waves across the country. One such app that is widely popular is Tamara. And in this article, we will explain how you can build a “buy now pay later” app like Tamara

# HOW CAN YOU DEVELOP A BUY NOW PAY LATER APP LIKE TABBY



When you reach the checkout page after an online buying binge, you've undoubtedly heard the phrases "buy now, pay later" (BNPL) or seen a BNPL option. In the past year, BNPL services, which are basically point-of-sale loans, have acquired a lot of popularity, with big names like Amazon collaborating with a prominent BNPL provider and Mastercard announcing the launch of its own BNPL service.

Now, the craze has shifted to the MENA region, and here in the UAE, the BNPL is trending all over. One popular "buy now pay later" service used in the UAE is Tabby.

In this article, we will take a look at Tabby, its services and features, and how you can develop an app like Tabby.

## What is Tabby?

Tabby allows customers to get their preferred goods delivered to their homes without having to pay the whole price right away.

Customers can pay in installments and pay for their purchases in full according to a predetermined schedule.

“ In the past year, BNPL services, which are basically point-of-sale loans, have acquired a lot of popularity ”

Many merchant sites and individuals have begun to use the app since it enables safer payment mechanisms without the hassles of transaction delays and fund processing.

Tabby allows you to divide your purchases into four interest-free installments or pay after 14 days. These two forms of payment offer customers convenience and flexibility without any additional fees.

Tabby accepts any debit or credit card and you can get instant approval. Tabby has partnered with popular stores here in the UAE such as IKEA, H&M, Namshi, Shein, AliExpress, BabyShop, GAP, Home Centre, Lacoste, Nike, Sephora, Carrefour, and many other popular brands.

You can shop with these brands online and choose Tabby at checkout, or shop in-store, and scan the tabby QR code when you're at the store. Then you can choose any of the two payment methods; either pay in 14 days, or pay 25% upfront, and pay the rest monthly over the next three months.

In case, a customer misses a payment, a late fee of 15 AED is charged a day after a payment is due. If they have not repaid for another two weeks, an additional late fee of 30 AED is applied.

Tabby doesn't charge any fees or interest from the shoppers, as stated above. The way Tabby makes money is by charging retailers for using their service. This is the basic premise of Tabby.

## How Does The Tabby App Work?

Customers can enjoy shopping with Tabby by first installing the app. The complete process is described below:

**Step 1:** The consumer registers in the app to create an account and verify their identity by providing their Emirates ID.

**Step 2:** After the approval procedure, the client can purchase an item and choose Tabby during the checkout process.

**Step 3:** The customer must then choose between the two options; pay in 14 days or pay in 4 installments.

**Step 4:** After charging a commission from the merchant, Tabby pays the merchant the entire money right away.

**Step 5:** After all of the procedures are fulfilled, the consumer begins paying the agreed-upon amount to Tabby on a monthly basis.

## Key features required in a BNPL app like Tabby

If you want an app like Tabby developed, you need to provide some basic and some advanced features like the ones available in Tabby. We will discuss those features in this section.

**Login and verification:** By integrating the app with their phone number, the user will register themselves with the app. After that, they have to provide their national identification number to complete the verification process.

**Account management:** Display all the account information of the customer including their purchase history, upcoming payment dates, and other relevant information of the customer.

**Reminders:** Customers will be informed of their impending payment amounts and due dates, allowing them to make timely payments and prevent overdrafts.

**Automatic deductions:** Allow your clients to manually enable this functionality, which will allow the app to take costs from the selected card automatically. They should also be able to add multiple cards and switch them when needed.

**Advanced payment:** Customers can pay in installments even if the due date is not yet reached.

**Featured stores:** An separate section in the app to highlight the best brands with which the app has collaborated, so clients don't have to dig around to find out which companies support the payment service.

**Guest feature:** Customers without an account can still use the app and sign up later while making payments.

**Cashback:** Offer a percentage-based cashback from selected stores to customers when using the app to shop.

**Security:** With the most strong and effective security system in place, the app is protected from cyber-attacks and data loss.

## Factors That Affect the Development Cost of an App Like Tabby

### App Platform

Different platforms have varying degrees of complexity. Some require more written codes, while others may get by with only a few. Furthermore, you must test the app on a variety of devices, and the hybrid and native platforms are continually at odds. As a result, the cost of development is influenced by the type of app development platform used.

### App Design

An app should be built in such a way that users find it simple and straightforward to use, with no bugs or problems. The development cost will be higher if you can invest more in modern technology to create high-end designs.

### App Development Team

To produce an app like Tabby with outstanding features, designs, and functionality, you'll need to hire a highly trained experienced team of mobile app developers. Inexperienced developers are more prone to make a mistake while creating such complex mobile apps. Naturally, the cost of developing a mobile app will be more if you choose a skilled developer with a lot of expertise. We can assist you to a great degree if you are seeking skilled mobile app developers in Dubai.

### App feature and functionality

Tabby comes with a plethora of features. You don't have to supply all of the features when you're just starting out. Choose just the functions that are necessary and spend money on making them helpful to the users. The more features you include, the more expensive it is to create an app like Tabby. At first, we recommend focusing on fewer features. Once you've established a following, you may add new features and functions.

## Cost to Develop an App Like Tabby

The development cost of a buy-now-pay-later like Tabby will cost you from AED 60000 to AED 80000. 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.

We can also help you integrate a buy-now-pay-later app like Tabby in your mobile app or ecommerce website.

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Email us at [info@royex.net](mailto:info@royex.net) or call on +971566027916. Here at Royex, we have an experienced developer team who have hands-on experience in making user-friendly, beautiful, functional, and bug-free mobile apps across all platforms.

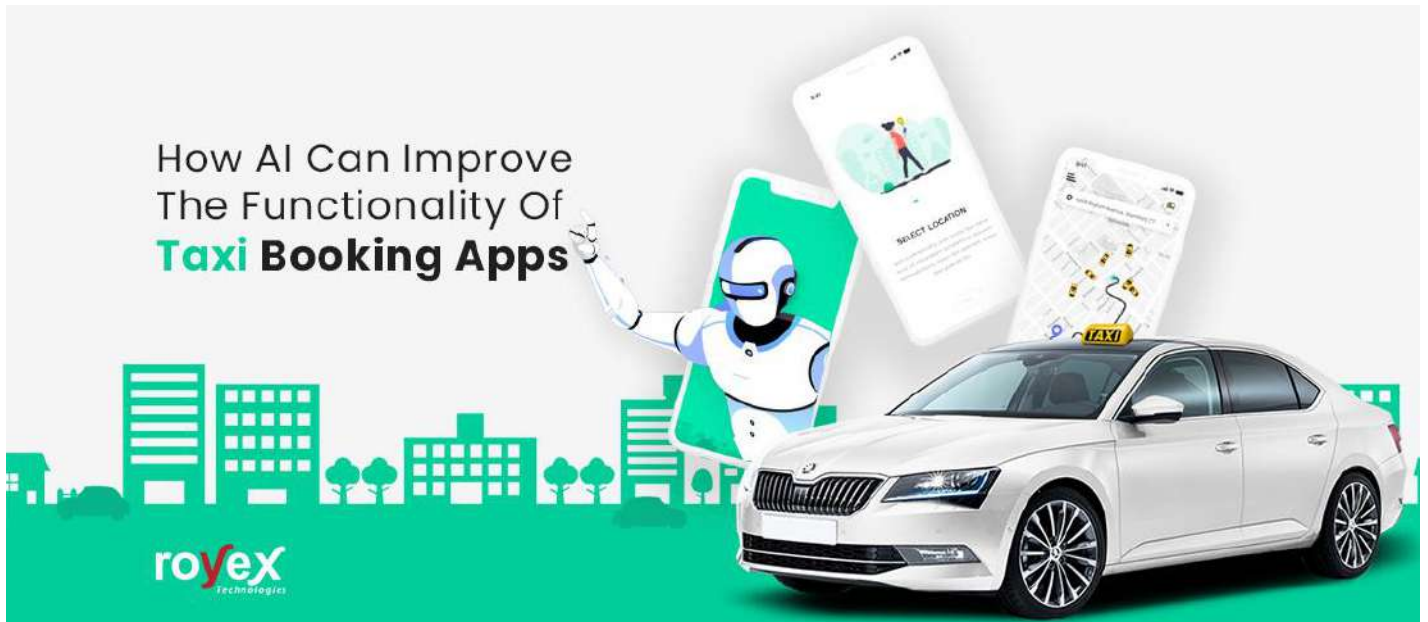
## Why Royex Technologies?

Royex Technologies is a leading **mobile app development company in Dubai**. We have successfully delivered more than 300 projects to date for our clients around the world. Each day, we're adding new feathers to our cap. Our sole aim is to provide high-quality mobile apps for our clients.

You can check our website and have a look at the portfolio for reassurance. Our committed and dedicated teams work relentlessly to uphold the fame we've achieved for the last few years. You can rely on us with the responsibility of making your dreams turn into reality. Let us know what you're expecting from the app, we'll do the rest.



## HOW AI CAN IMPROVE THE FUNCTIONALITY OF TAXI BOOKING APPS



In today's smartphone app development industry, Artificial Intelligence has been an important component. This innovative technology not only allows the maker of mobile apps to create new apps, but also to improve services.

There is a relentless struggle to get forward with the rising competition in the sector. On-demand taxi booking applications have since gained a prime role in both the industry and the devices of the consumer. For our day to day life events, this app has been a must.

Artificial Intelligence (AI) is widely used to streamline dynamic and time-consuming operations in taxi applications. Taxi applications now come up with the newest developments that enable consumers to keep ahead of themselves and randomly.

Thus, to keep up with current times, consumers should use the taxi app to the utmost.

Artificial Intelligence (AI), Taxi applications are already implementing digital enhancements that have generated new ways for suppliers to gain and maintain clients.

AI helps overcome the repetitive holes of handling and aiding in organization activities while understanding humans.reputation of your app.

“ Artificial Intelligence (AI) is widely used to streamline dynamic and time-consuming operations in taxi applications ”

## How AI improves UX for taxi-booking applications

AI has empowered mobile taxi companies with a notch of personalization features to improve productivity. Machine learning, deep learning, and predictive analysis are being utilized by businesses these days for improved performance.

In addition to facilitating user engagement, the new implementation of an AI-based taxi dispatch support system has been rendered possible by these apps.

This is a whole different approach to expand the features of the taxi app. The emphasis is to streamline the app in accordance with the demands of both passengers and drivers.

### Intelligent Decision Making

A taxi app is more about the user interface where AI allows users to make smarter and organized choices. The analysis of the taxi services guided by data helps to satisfy the consumers and their satisfaction ratings.

AI technology can send the users recommendations after a thorough and in-depth study of the historical pattern of an user.

### Autonomous Dispatch

For data processing and pattern recognition, AI is ideally the best option. Thus, to provide extremely reliable data to enable the taxi company to better mobilize resources.

Self-directed or autonomous dispatch aims to address the most critical concerns that concern the dispatch method. By redefining the layout of the taxi app services, this improves the accuracy standard of taxi services.



## Did You Know?

- The global AI market is predicted reach \$190.61 billion market value in 2025
- The wearable AI market size is predicted to reach \$180 billion by 2025
- The forecasted AI annual growth rate between 2020 and 2027 is 33.2%
- By 2030, AI will lead to an estimated \$15.7 trillion, or 26% increase in global GDP

## Optimized Routing

A taxi app with AI enabled is helpful in optimizing the route, which is helpful for both drivers and passengers. The optimization of the route is rendered possible by the introduction of a logic algorithm for the precise optimized driver directions.

This allows the driver to get the data-based filter calls: time and direction. The optimization of routes therefore allows taxi drivers to meet their destination in the shortest possible period.

## Predictive Analysis

With the detailed processing of historical data, AI helps increase performance. AI effectively links the demand for taxis and time slots with the advanced strategies by analyzing the results. Data-driven research and predictive analysis are also beneficial in raising the level of challenging taxi services.

## Personalization

These days, the excitement is high on personalization as customers enjoy personalized interactions. If you're thinking about developing a taxi booking app, AI capabilities will help you better measure your customers and also provide them with excellent experience.

AI will help smarten the experience for the customers, just like eCommerce startups take account of historical surfing choices and sales.

You may use data analytics to provide a rider with intelligent choices on any ride linked to their most visited areas, sort of ride and other slight personalization. All these will add up to the whole customer experience, building in their eyes a perfect brand impression.

## Consumer Psychology

To grasp consumer psychology, AI can easily be used. The trip habits, payment mode, history of use and schedules will provide a lot of insights into your ideal customer's thoughts.

This will allow a business to truly identify users, build a data-backed consumer identity and reliably target them through marketing activities. Data-backed perspectives will only aid in promotions, but, as mentioned earlier, can boost the entire user experience.

## Better Onboarding Process

There is no limit to the comfort and automation of the AI integration quotient. AI will assist operators in developing a streamlined on-boarding environment for drivers as well, not just for the users.

In the form of a chatbot with answers to popular questions, AI can be embedded and AI-powered training modules can be provided in real time if the rider is stuck with a query.

This will delight drivers and help build your brand's empathetic face, inspiring more drivers to link and thereby organically expand your taxi network, along with many other operational advantages.

Before requesting a ride using the AI-empowered algorithm, Uber helps the riders to know the cost of a journey. With AI ensuring total clarity between what a rider pays and what Uber receives on each journey, this app performs well.

AI in the taxi industry helps boost the experience of taxi journeys. So, when taking a market judgment, focus on historical patterns. Predictive Forecasting allows streamline taxi services on demand when assessing the expense of the trip and minimizing the waiting period. The direction of the transportation industry is to increase the quality of Artificial Intelligence taxi services.

In the future, AI would certainly shift the way people travel about. And if you don't think of a way to easily incorporate AI into your operation, you have an opportunity to become obsolete.

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.

## 6 THINGS YOU NEED TO KNOW BEFORE STARTING MOBILE APPS BUSINESS



You've come to the right place if you want to establish a Mobile App Business. Because we'll show you exactly how to do it.

The proliferation of online DIY app builders has made it simple for entrepreneurs to enter the mobile industry. White label app development platforms provide entrepreneurs with all of the tools they need to launch their own mobile app firm without having to hire expensive developers.

White label is by far the most straightforward approach to enter the mobile industry. DIY app development platforms provide you complete control over your company. You have total control over your company strategy, from branding to pricing to sales and marketing.

Here are six things to consider in order to ensure that your mobile app business endeavor is a success.

### Who are you selling to?

"Who do I want to sell to?" is the most essential question you should ask yourself. Are you only interested in selling to restaurants, or do you believe you can capture the educational app market?

“  
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”

This is the most crucial question to ask since you'll need to ensure your app has all of the components it needs to excel in that particular business it caters to.

Furthermore, deciding on which sector or industries you want to sell to will allow you to begin developing your marketing strategy. It's not a good idea for anyone starting a business to go in blindly and hope for the best.

## How do you plan to sell?

Because the mobile app industry is so competitive, you'll need to be ready to do your research. It's not as simple as dragging an app into reality and walking away. To keep your business alive, you'll need sales and marketing, just like any other firm.

So, before you invest in a white label app platform, make sure you have a good sales strategy in place. If you're new to the mobile app industry, search for a platform that offers sales and marketing training specific to the app sector. Spend some time training and putting together a good sales and marketing plan.

You should learn some effective sales and marketing strategies, such as:

- What is the most effective method for selling to small businesses?
- How can you advertise your mobile app most effectively?
- Which features are most beneficial to a company's growth?
- What sources will you use to generate sales leads?
- How should you design your presentations?

The bottom line is simple: learn everything you can about selling the product you wish to produce. This, too, will aid in the success of your mobile app enterprise.

## What is your branding strategy?

Your brand is how your clients recognize you, and it's crucial. It takes a lot of research, thinking, and trial and error to build a brand. This is not a move that is to be taken lightly. What is the significance of it?

- Customers will know you based on your logo
- Your catchphrase is what people will remember about you
- Your clients will believe in your goods because of your vision
- Your objective is what will earn the trust of your consumers

None of these things can be taken for granted. You must establish trust and loyalty, and a strong brand is essential for this. If you do not devote time and effort to this phase, your company will be exposed to rivals.

Your brand is what you represent. You must believe in what you are doing in order for your consumers to believe in it as well.

## What features do the users want?

Consider the following questions:

- What do the apps of my competitors look like?
- What are the flaws, according to the reviews?
- How can I improve on what they're doing?
- How can I improve on what they're doing?

Don't be scared to speak with people who work in the specialized industry for which you want to develop your app. Find out what the individuals who will be using the app want to see incorporated.

While the restaurant owner may have the checkbook, the app will be used by the servers and the workers in the pits. Examine what they require to make their tasks easier. There's a high chance you'll get some positive comments and some fantastic suggestions.

## Will you develop the app yourself or hire a developer?

We are inclined to go toward more visually appealing things, even if it isn't always the best option.

Do you have the ability to create visuals that can help your app stand out from the crowd? While most platforms provide templates that will fit your specialty, you will have a better chance of having your app picked above the competitors if you can create something that stands out.

Consider forming a partnership with a developer or a graphic designer. While appearances aren't everything, they are an excellent selling factor.

## What is your end goal?

At the end of the day, you must know what your goal is. Do you want to dominate the educational app industry, or are you simply searching for a way to supplement your income and pay off a few bills?

Starting a mobile app firm may help you considerably increase your income, and if done well, it can even replace your full-time job. It all comes down to how much time and effort you're willing to put into making it happen. When you're starting to put your firm together, make sure that's clear in your mind.

Businesses create products that their partners rename and market as their own in every industry imaginable.

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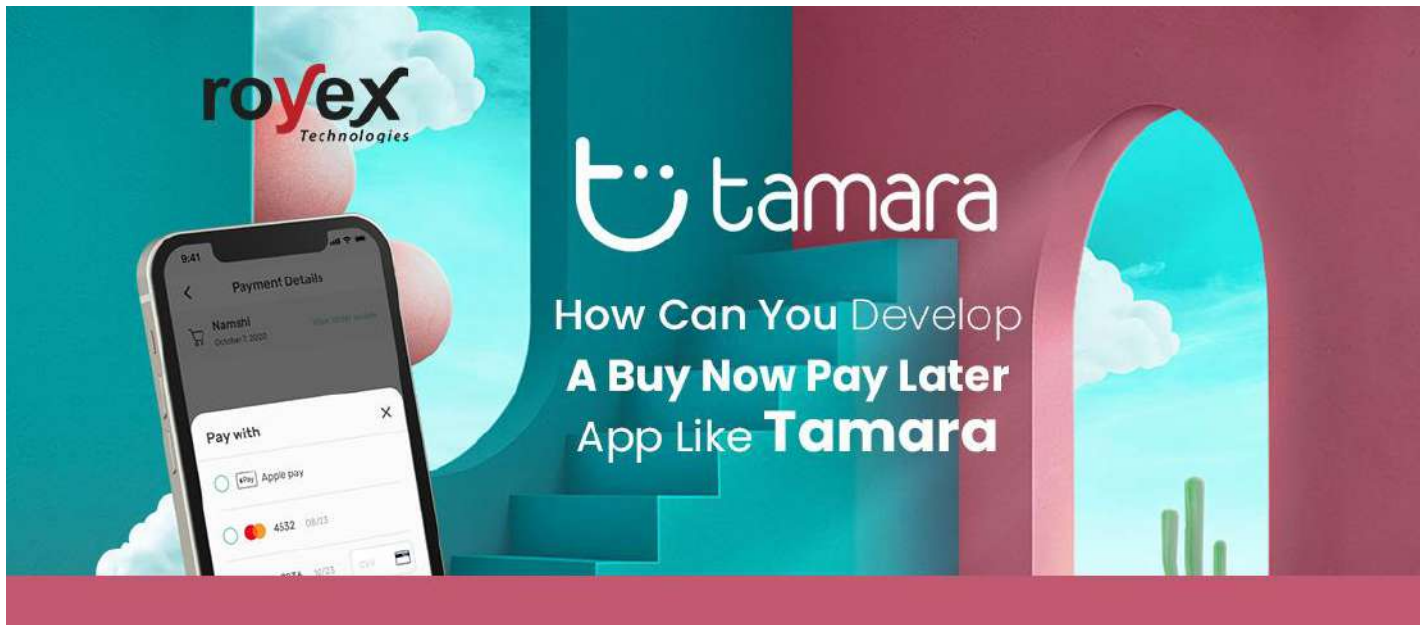
The technology business, especially the mobile app market, is no exception. Businesses are racing to catch up and cash in as tens of millions of people go mobile.

If you're thinking about establishing your own mobile app firm, you'll need to conduct a lot of research and ask yourself some tough questions. A strong solid plan, as well as a thorough examination of the sector in which you intend to compete, may help put your mobile app business on the right track.

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# HOW CAN YOU DEVELOP A BUY NOW PAY LATER APP LIKE TAMARA



E-commerce is on the rise in recent years. Its technology usage has exceeded levels not predicted before 2025. Buy now, pay later (BNPL) options are one of the trends fuelled by the pandemic. BNPL rescued the day when the world fell into an unparalleled economic crisis, allowing millions of people throughout the world to buy items they desperately needed in the midst of lockdowns and financial hardship.

Here in the UAE, we have seen a few BNPL making waves across the country. One such app that is widely popular is Tamara. And in this article, we will explain how you can build a “buy now pay later” app like Tamara. Let us know more about Tamara first.

## What is Tamara?

Tamra is a popular Buy Now Pay Later (BNPL) service that allows customers to either split their payments into 3 installments or pay in 30 days. Tamara is a Saudi Fintech startup with offices in KSA, UAE, Vietnam, and Germany.

Tamara received permission from the Saudi Central Bank “to test its innovative products under the Regulatory Sandbox as a first-of-its-kind in Saudi”.

“ Tamara is a popular Buy Now Pay Later (BNPL) service that allows customers to either split their payments into 3 installments or pay in 30 days ”

Tamara's flexible payment options can be enjoyed at over 100 partnered stores featuring well-known brands such as Shein, Namshi, IKEA, The Luxury Closet, Elite Shoe, Godiva, OB, Rabea, Qeta, among others.

Tamara allows both online and in-store purchases via their mobile app. There are no additional fees, interest, or hidden charges for using the app. All you need to do is provide your ID and mobile number, and choose Tamara during the checkout process.

You can pay with Mastercard, Visa, or even ApplePay. Tamara makes money from the commission they charge from the stores that are registered with them and take nothing from the customers directly.

To use Tamara, you need to be a citizen of either Saudi Arabia or the United Arab Emirates and be 18 years of age. Tamara is completely Sharia law compliant and is reviewed and certified by the Shariah review bureau.

To become Tamara's partner is quite easy too. You need to sign up for your store with Tamara, integrate Tamara via API or plug-in, and accept either split payments or payment in 30 days from customers.

## **How do BNPL work and its current state**

In its most basic form, the Buy Now Pay Later service is comparable to using a credit card or taking out a soft loan. Pay later purchasing allows you to purchase items online and pay for them over a certain length of time, such as a few months.

Customers make online purchases without paying the bill at checkout, making this a more convenient pay later purchasing approach. Customers may acquire a loan fast and simply because the process has been greatly simplified. To prevent late payment fines and a negative impact on your credit score, the loan should be paid back on time.

Because of the financial problems caused by COVID-19, today's customers are searching for flexible financing solutions, notably interest-free ones. BNPL is the preferred option for many.

Online sales surged by 16 percent during the early stages of the pandemic. However, over the same time period, internet fraud instances increased by 30%. With the rise in fraud, governments throughout the world have put in place stringent cyber safeguards to guarantee that e-commerce platforms and BNPL service providers follow the law to the letter.

Here are some statistics indicating the rise in the demand for BNPL services:

- The number of BNPL applications downloaded increased by 162 percent from 2018 to 2019.
- It increased by 134 percent in the second quarter of 2019
- Sales with BNPL increased by 215 percent in just two months of 2020
- It had a volume of US \$6990.5 million by the end of 2020
- The increase is expected to be 24.2 percent between 2021 and 2028
- According to projections, it will reach \$52827.2 million in the United States by 2028.

## Revenue Model of a BNPL app like Tamara

Buy Now Pay Later Apps like Tamara don't charge directly from the customers. Instead, they make their money from the brands that they are partnered with. Here are the various ways these apps earn their revenue:

**Initial setup fee:** Charge brands an initial fee to partner with them. Although Tamara doesn't charge this from their partners, other similar apps are doing so.

**Monthly fee:** Charge a monthly fee from brands to give them certain perks and incentives giving them an edge over other brands. A win-win situation for both.

**Late fee:** The only instance when apps like Tamara can charge customers is when they are late on their scheduled payment. In this case, the app can impose a penalty fee on the customer. Tamara charges, 25 SAR, 25 AED, and 2KWD as late fees in Saudi Arabia, UAE, and Kuwait respectively.

**Transaction fee:** This is where Tamara makes the bulk of its revenue. For every sale through their app or payment option, Tamara receives a commission that is charged from the merchant.

## What are the benefits of integrating a BNPL app for Ecommerce owners?

Many ecommerce stores are now allowing one or more options of a buy now pay later service to their customers as the benefits are evident to them. So what benefits can they get from integrating a service like Tamara with their online store?

### Increased transaction value

Customers are happy to pay one-third or one-fourth of the price of a product and pay the rest in installments with zero interest or fees thus increasing the transactions of the store.

## **Repeat purchases**

The user-friendly experience and the benefits provided ensure that purchases will be made again and again. Consistent revenue and repeat consumers go hand in hand.

## **Higher conversion rates**

The option to pay partially will lead to increased impulse purchases and that will ultimately result in higher conversion rates.

## **Bigger customer base**

Paying in installments without interest will attract more customers to your store naturally. It is one of the best ways to grow your business.

## **Security features needed in a BNPL app like Tamara**

A buy now pay later app like Tamara needs all kinds of security to ensure customer data protection and information encryption. Here are the different security features required in an app like Tamara:

### **Integrate security**

The developers should create multiple security layers at each stage of development to protect the app's data from any attacks. There shouldn't be even a bit of sensitive data access.

### **Data encryption**

To decrease the danger of a cyberattack in the internet ecosystem, all data is encrypted. The app has to be equipped with solid encryption mechanisms to protect it. Encryption is used for all data handling and processing.

### **Two-Factor Authentication**

This is a common feature used by most app developers nowadays. It ensures double the security for your app.

## Regulation compliance

Because of the growth in online fraud, you need to ensure that the data collecting and information handling methods adhere to strict standards such as PCI DSS and others.

## Cost to Develop an App Like Tamara

The development cost of a buy-now-pay-later like Tamara will cost you from AED 60000 to AED 80000. This is just an estimate. 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.

We can also help you integrate a buy-now-pay-later app like Tamara in your mobile app or ecommerce website.

Here at Royex, we have an experienced developer team who have hands-on experience in making user-friendly, beautiful, functional, and bug-free mobile apps across all platforms.

## Why Royex Technologies?

Royex Technologies, a leading **Mobile App Development company based in Dubai** can help you integrate a BNPL application like Tamara in your ecommerce solution 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](mailto:info@royex.net) or call us on +971566027916 with your requirements, only then we can tell you the development cost precisely.

You can check our website and have a look at the portfolio for reassurance. Our committed and dedicated teams work relentlessly to uphold the fame we've achieved for the last few years. You can rely on us with the responsibility of making your dreams turn into reality. Let us know what you're expecting from the app, we'll do the rest. Email us at [info@royex.net](mailto:info@royex.net) or call on +971566027916.



## We Are Cost Effective

At present we have five offices, our office for Sales & Support is in Dubai and Qatar, 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 Four Countries with Five Offices

### UAE

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