

ONLINE MAGAZINE

# MOBILE APPS & E-COMMERCE

## VITAL ELEMENTS High-End Web Design



HOW TO MAINTAIN A  
**Ecommerce**  
Website

Why Online  
**Reviews Matter**

App vs Website:  
Which Is Better For  
**YOUR BUSINESS?**

HOW TO MAKE A  
Telemedicine App  
Like Doctor on Demand

Role of Social Media Integration  
in Mobile App Popularity



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The visual component of the content strategy is design. It's weaved throughout every step of the website-building process. It's not only about "putting the finishing touches on things" or "making them seem nice."

Design is not the same as decorating. Everything is rendered with intention in good web design. There are reasons for where it is placed, its size and color, and how it travels, among other things.

These choices are based on data, industry standards, and solid user experience (UX). While aesthetics are essential, they are not the driving factor behind web design.

In this edition of the magazine, our feature article covers the crucial elements of high-end web design.

You'll also find articles on maintaining an ecommerce website, importance of online reviews for a business, and the role of big data in inventory management.

In the mobile section, we compare apps and website to decide which is better for a business, steps to make a telemedicine app like Doctor On Demand, role of social media integration in mobile app virality, and how to implement the search feature for mobile apps.

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 is the best way to design a high-end website? What characteristics do all high-end websites have in common?

These questions appear to be difficult, but they are actually rather simple to answer. Your business might lose crucial leads online if it doesn't have an easy-to-use, high-quality website.

This is our topic of discussion in the first article where we discuss the vital elements of a high-end website design.

The second article lists the ten-step guide to maintain an ecommerce website. A malfunctioning website can seriously affect the conversion rate. All your hard work in making an ecommerce site and earning a reputation will go in vain if your website isn't maintained routinely. You're less likely to face probable glitches if you use a quality enterprise ecommerce platform.

The third article highlights the role of online reviews in helping the sales of your business. Since people can't touch or feel the products they intend to buy, they want to judge these products' quality, relying on online reviews given by fellow buyers. That's why ecommerce product reviews matter a lot, especially for business owners.

The final article discusses the role of big data in inventory management.



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Your business might lose crucial leads online if it doesn't have an easy-to-use, high-quality website. Continue reading to discover the features that will make your site appear amazing.

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# Ecommerce Unfold

By Rajib Roy

Now Available on  amazon



## VITAL ELEMENTS OF HIGH-END WEB DESIGN



What is the best way to design a high-end website? What characteristics do all high-end websites have in common? These questions appear to be difficult, but they are actually rather simple to answer. Your business might lose crucial leads online if it doesn't have an easy-to-use, high-quality website.

Continue reading to discover the features that will make your site appear amazing, work properly, and provide your users with a variety of options.

### Custom coding

Many services provide quick-and-easy websites built using the same code. They're easy to recognize since they all appear to have the same appearance and perform the same activities.

So, if templates are readily accessible, what's the point of bespoke coding? You can basically make your website do everything it can to provide outstanding outcomes for both you and your visitors.

You also have the option of giving your site a distinct look that sets it apart from the competition (and other websites on the Internet).

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**Your business might lose crucial leads online if it doesn't have an easy-to-use, high-quality website**

”

Finally, custom code allows you to do anything you want. You're not bound by the restrictions or constraints of another organization;

## Design that aligns with your brand

One of the most significant disadvantages of adopting a pre-made web design template is that it will have little if any, connection to your brand.

To put it another way, you may be able to tweak minor details like typography and color schemes, but you won't be able to create anything truly unique to your brand.

Examine a few websites for yourself to evaluate whether ones have design elements that enhance their businesses, as opposed to cookie-cutter solutions that utilize generic themes.

A design that strengthens your brand may help your company stand out. Users will remember your site and business as a result of this.

## Seamless Navigation

Although high-end websites appear to be complicated, the greatest thrive on simplicity, particularly when it comes to navigation.

From the user's perspective, navigation should be fluid from beginning to end. Extensive storyboarding and site architecture planning can help you achieve this. You won't be able to achieve this level of navigation unless you work with high-end web designers who are well-versed in the process.

A simple navigation bar at the top of a page might often be sufficient to allow any user to discover what they're looking for on your site.



## Did You Know?

- Website design is an important factor for determining credibility for 48% of visitors
- 47% of users expect websites to load within 2 seconds
- 86% of visitors want info/about/products/services on the homepage
- The color theme improves website recognition by 80%
- Call to action buttons are missing on 70% of homepages



## **SEO-friendly**

High-end website designers understand the importance of staying current with SEO developments. This entails including SEO-friendly components in the overall design of your website.

Using keywords in the title tags of your pages, for example, is an important SEO tactic that makes your site more SEO-friendly. As the bots of the search engines explore your site, they must determine the relevancy of each page.

Google and other search engines won't be able to rank your site appropriately if it isn't SEO-friendly. This implies that potential visitors won't be able to locate you in search engines, resulting in lower traffic and conversions.

## **Customizable functionality**

Because your company is unique, your website should be as well. The function you require for your website is not the same as the function required by another firm. A high-end website design can help you figure out which functionalities are most vital and which aren't.

Instead of being pushed into a model that doesn't fit your needs, you get to choose and select.

## **Responsiveness**

One of the most common issues with many websites is that they are incompatible with various devices, such as smartphones, tablets, and even smartwatches.

In other words, they do not provide each user with an identical experience. A non-responsive website, for example, may seem great on one monitor but jumbled, scrambled, and unintelligible on a smartphone screen.

You may have experienced the following scenario: you want to search for information on your phone, but the website you find is illegible.

Rather than trying to find out how to navigate this sort of site, most visitors simply quit. That's why it's critical to test your site's responsiveness for yourself.

It might be costly to maintain separate sites for mobile and non-mobile visitors. You may save money by not having to pay for a mobile site if you use responsive design. To appeal to all visitors and devices, you'll only need to invest in one web design.

If the success stories of responsive websites aren't enough to persuade you to make the switch, consider the cost and time savings. Responsive design is an essential component of every current online strategy, and it should be included in yours as well.

## Maintenance

When you invest in a high-end website, you'll almost certainly need to prepare for maintenance.

You would never disregard maintenance at your company office or home, and you should never ignore maintenance on your website.

Problems may and do arise, ranging from minor connection mistakes to more serious ones resulting from unanticipated challenges. Having a maintenance plan in place prevents these issues from becoming more serious or ruining your achievement.

## Aesthetics

While it may be tempting to utilize stock photographs for your website design, if you want to spend money on a high-end website, you should invest in professional photography.

Any high-end website on the Internet will feature aesthetically attractive photos that complement the brand and overall look.

You should invest in high-quality photographs whether you're designing a manufacturing website or a floral website. High-quality photographs may be found on stock photo sites or by hiring a professional photographer to come to your area.

The easiest way to obtain them is to hire someone to make them specifically for your business. You'll not only hold the copyright, but you'll also be able to help distinguish your company.

## Website architecture

Your website's architecture should be simple, adaptive, and easy to navigate. That means the code you use for your site is condensed to just what you need, giving your site a solid foundation that is both clean and fast to load.

The architectural design of most templated website software platforms is poor. They aspire to work for any firm, not just a specific sort of organization. That might not be the best option for you.

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



Making sales is the sole purpose of starting an ecommerce business. And all your sales funnels eventually propel prospective customers to your website. Hence, you can't succeed in the ecommerce business without having your website up and running smoothly. That's where ecommerce website maintenance enters the picture.

What's more dejecting for visitors if they come all the way to your website only to discover that it isn't operating properly? On top of that, you have to invest a good amount of money to acquire customers. So, maintaining an ecommerce website has no alternative to help you make sufficient profits.

### Why Does Ecommerce Website Maintenance Matter?

A malfunctioning website can seriously affect the conversion rate. All your hard work in making an ecommerce site and earning a reputation will go in vain if your website isn't maintained routinely.

You're less likely to face probable glitches if you use a quality enterprise ecommerce platform. However, ecommerce website maintenance matters a lot for the following reasons.

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

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You can:

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

## **How to Maintain an Ecommerce Website**

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

### **Review Your Website Information**

Start your inspection with the domain name. Your domain name carries the identity of your eCommerce business. Ensure that you're paying the domain and hosting fees timely so that it doesn't get taken away from you.

Carefully take note of your hosting credentials, admin information, FTP access information, third-party extension details, social media profile details, all company email names and passwords, and CRM account information. You never know when you'll need these credentials to facilitate a smooth journey of your business.

### **Ensure Optimal Security**

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

## **Check the UI & UX Design**

You will hardly find a website that doesn't have a design issue. Developers and designers work relentlessly every day to solve new and unique issues. Encourage your employees to convey the message to the developer team whenever they find a design issue.

This is a continuous process. Keep the UI and UX design tidy so that customers have a great user experience while shopping from your online store.

## **Update Product Information**

Suppose you used to sell a product that has been recently discontinued by the supplier or manufacturer. Is it appropriate to keep it on the website anymore? Besides, product prices and specifications may also change slightly for many reasons.

Keep them updated in real-time so that your customers don't end up ordering something you don't have or can't deliver as promised. Keep all product information updated including product descriptions, specifications, and prices. And don't forget to identify obsolete content and refine them in keeping with new trends.

## **Investigate SEO Health**

It's very important to audit the SEO scores of your website once in a while. Without a properly SEO-optimized ecommerce website, you will lose a significant number of visitors and your site rankings will surely have a downturn. Check the entire website for broken links. SEO practices involve a great number of outbound and inbound links.

Make sure all links look natural and relevant to their context. Fix or delete any broken links and get rid of all 404 errors. Moreover, audit all your meta titles and descriptions. Keep them confined within the acceptable pixel length is preferred by search engines. Optimize the site speed as well to improve your website's SEO health.

## **Create a Website Backup**

You can't afford to lose valuable customer data and programming data that have been collected and implemented throughout a long period of time. How would you feel if your PC hard disk got crashed?

Losing a website's data gives us the same feeling. Store all your data in a separate place where data loss is less likely to happen. Create a website backup almost every day so that you never lose any fragment of your work.

## **Review Browser Compatibility**

Most people use Microsoft Internet Explorer, Google Chrome, and Mozilla Firefox as their go-to browsers. But there are still a few other browsers that have a great number of users.

You need to ensure that your website is equally responsive to all browsers regardless of the device and operating system. A responsive website increases conversions significantly.

## **Optimize the Shopping Cart**

Numerous customers add products to their carts but leave the site without completing the checkout process. This is called cart abandonment. Website errors, poor navigation, bad shipping policies, weak payment gateway, etc. are some of the major reasons behind cart abandonment.

Some of them leave their cart because they need to input a lot of personal information. Some carts don't remember your added product once you go back or move forward to another page.

All these glitches contribute to increasing cart abandonment rates. You should maintain the shopping cart and checkout process properly to reduce cart abandonment and increase conversions.

## **Check for Other Issues**

When visitors input data through a form or any other way, make sure that you're receiving them at the backend as desired. Check your contact details on whether or not they're directing visitors to the right place.

Measure the success of your website using analytics and get credible information about user behavior- how visitors react to different components of the website.

You can conduct A/B testing on different versions of the website to determine which version performs the best in terms of conversions. Scrutinize and remove spam comments, links, and reviews.

Keep your website as clean and clutter-free as possible. If your website loads slowly, immediately employ a team to find out underlying issues and have them fixed ASAP.

## Use Google Tag Manager

To run your website smoothly you need to use third-party codes. Google Analytics, Hotjar, LiveChat, Adwords, etc. tool effectuate a few code snippets. You can use Google Tag Manager to manage these codes more easily and efficiently.

This tool enables users to have great control over each script, remove unnecessary tools, track events without harming HTML code, set up more advanced analytics, and more. Simply put, Google Tag Manager makes ecommerce website maintenance more convenient and efficient.

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

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



Did you know that 92% of customers hesitate to buy a product with no review from the buyers? 97% of them get influenced by online reviews given on ecommerce websites. 84% of consumers accept reviews as recommendations from their friends and family.

Most importantly, 94% of people avoid patronizing an ecommerce website with significant bad reviews. These numbers are speaking of the extreme importance of online reviews in the ecommerce industry.

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

That's why ecommerce product reviews matter a lot, especially for business owners.

Positive reviews can help them see a great spike in sales; on the contrary, poor reviews can cause a downturn.

Keep reading to learn more about ecommerce reviews.

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## Why Do Online Reviews Matter?

With the skyrocketing growth of ecommerce marketplaces, the number of fraudulent sales is also increasing each day.

Ecommerce customers are also aware of this fact, and they try their best to scrutinize the authenticity of online stores before making a purchase. Who reads ecommerce reviews? Almost everyone.

According to statistics, 91% of customers read online reviews to find the ideal products for them. An average consumer is ready to spend up to 31% more money for products with excellent reviews.

A study shows that only five positive reviews of a particular product can increase its selling chances up to 270%.

Ecommerce reviews are more trustworthy than television advertisements. 68% of millennials believe in online reviews, whereas 34% prefer TV ads.

Customer reviews are almost 12 times more trustworthy than the descriptions provided by the manufacturers.

Yes, there are fake reviews on almost every website; still, people get influenced by online reviews to a great extent. And all these above-mentioned facts and figures prove that online reviews matter a lot for ecommerce businesses.

## How Can Ecommerce Reviews Help Your Business?

Word of mouth and user-generated content plays a big role in converting ecommerce website visitors into customers.

Online reviews contribute to increasing conversions and affect a few other aspects of the ecommerce business. Keep reading to know how ecommerce reviews can help your business grow and generate more revenue.

## Reviews Enhance the Credibility of Your Online Store

Most online buyers conduct online research before finally buying a product. Customers are more likely to buy from a website that has a review section filled with user-generated content.

Product descriptions are claims made by the manufacturers, but reviews are social proof endorsed by mass people. That's why reviews enhance the credibility and authenticity of your business.

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

According to a study, 67% of consumers trust ecommerce reviews given by strangers. What if these reviews come from your acquaintances? That shows the influence of online reviews on prospective customers' minds.

Any review influences the buying decision of consumers. Reading positive reviews from fellow buyers helps new buyers grow the confidence to buy the same product.

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

Reaching the first page of search engine results is one of the prime goals of each ecommerce website. Customer reviews can help you greatly in this regard.

Most reviews contain relevant keywords, product names, brand names, and key features to some extent. Besides, getting reviews means that you have fresh content uploaded to your website.

These keywords and review content may get indexed and ranked by different search engines. When they search using similar keywords as inserted in your review section by your buyers, people may find you.

## **They Facilitate Product Development Process**

You'll not receive only good reviews for sure. Sometimes, you might be criticized for the shipping and product quality of your products.

You'll get a resourceful insight into these products that can help you think from a new perspective. Analyze what customers expect from your business and consider their suggestions to improve your services.

Try to avoid making the same mistake again. Constructive feedback will allow you to offer better products for your customers.

## **They Help Build Customer Loyalty**

Loyal and repeat customers are a valuable asset for your business. You can increase their loyalty through online reviews. How? Ask them to write reviews for your business and feature those reviews on your website's review section, testimonial section, and blogs.

Thus, they'll feel rewarded and more connected to your business. This will provide you with twofold benefits. Your loyal fans will become more loyal to your business, and other regular customers will be impressed with their loyalty.

## Even Negative Reviews May Lead to a Purchase

Negative reviews can harm your ecommerce business significantly. But a few negative reviews prove that you didn't get all these reviews via paid means. That adds to the authenticity of your business.

Besides, a bad review may be centered around a topic that doesn't bother most prospective customers. When both merits and demerits are shown throughout the reviews, people get to know both your products' best and worst sides.

That helps them make purchases after analyzing the pros and cons of the products in question.

## How to Get Online Reviews for Your Ecommerce Site

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

**Ask for reviews:** You can ask your customers to leave reviews. The best practices to ask for them are through the final checkout page or pop-up notifications. Or you can ask for reviews via shipment delivery emails.

It's better to send automated emails to a customer one week after he/she made a purchase. This time period will allow them to use your products for a few days and give reviews while their experiences are still fresh.

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

**Offer incentives for your customers:** Every customer loves to receive discounts and offers. You can offer special discounts, promo codes, and exclusive offers to your customers for their next purchases.

This is not like getting positive reviews in exchange for incentives. Ask for honest reviews. If you deliver high-quality products, you will naturally receive positive reviews.

Another great way of incentivizing the customers is to offer free shipping to your customers in exchange for online reviews.

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

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

Royex Technologies, a leading Website, Mobile App, and **E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. We have experience in developing over 300 projects for our clients in the GCC which includes several E-commerce websites, service applications, etc, so we have the expertise perfect for your e-commerce requirements.

## 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.

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

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.

**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.

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# MOBILE APPS

Mobile app development, guides, cost breakdowns



In the past few years, responsive design has come a long way. Building a mobile-friendly website that looks amazing on every phone or tablet is simpler than ever.

A website doesn't substitute an app, and a website is not substituted by an app either. They both give businesses distinct benefits, and they can work together.

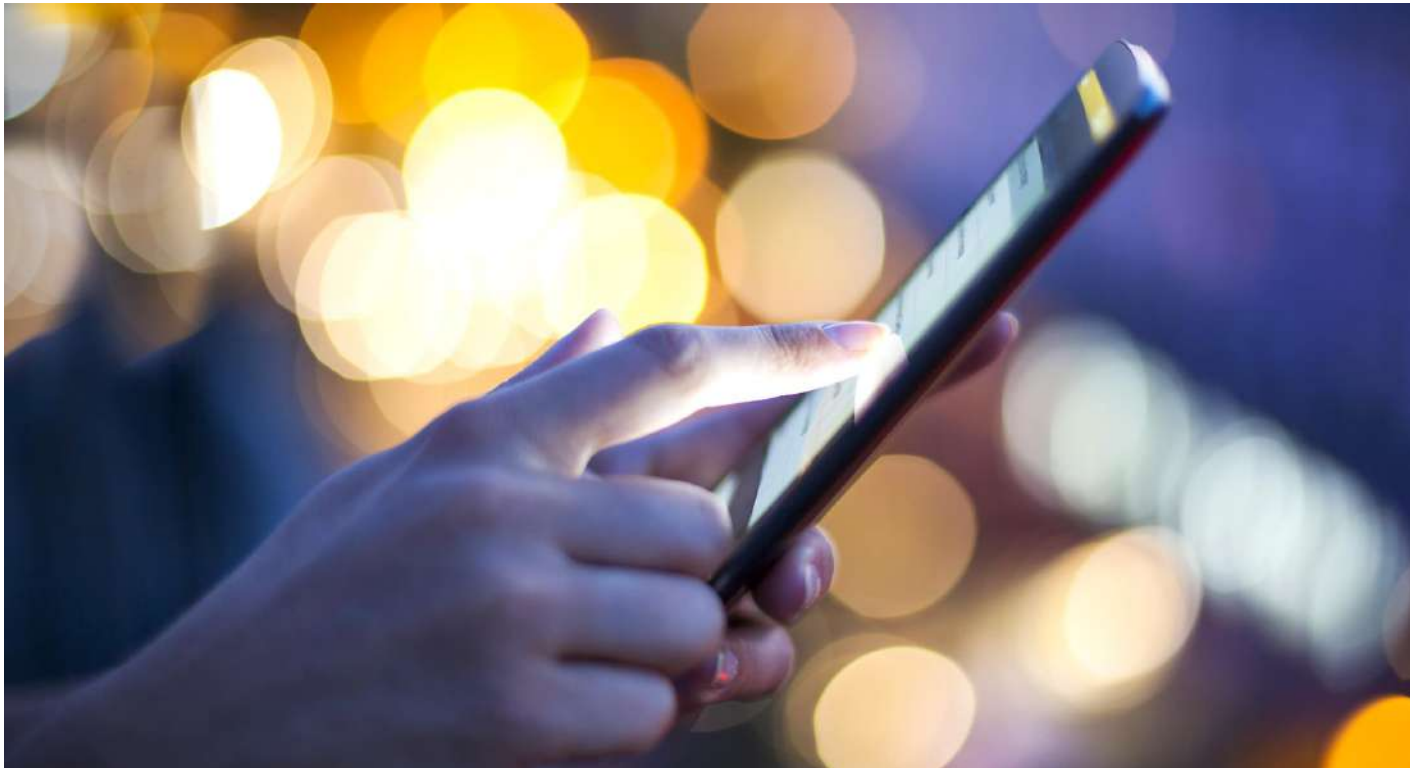
Considering how a website and an app should work together can be more beneficial, not if you can prefer one or the other. You should not have to pick between a smartphone app and a website.

The first article in the mobile app section gives a rundown of the mobile website vs. mobile app in terms of pros and cons, and what the business can expect from these both.

In the next article, we discuss how you can create a telemedicine app like Doctor on Demand.

In the third article, we highlight the role of social media integration in mobile app popularity.

In the final article, we talk about how you can implement the search feature for mobile apps.



## **29** APP VS WEBSITE: WHICH IS BETTER FOR YOUR BUSINESS?

Both mobile apps and websites seem to be quite similar at first glance, but in fact, they are quite distinct from each other. Whatever the medium may be, ensuring a smooth user experience is vital for businesses.

## **38** ROLE OF SOCIAL MEDIA INTEGRATION IN MOBILE APP POPULARITY

Sharing on social media is one of the most popular ways through which users share their opinions. The purpose of this article is to highlight the role of social media integration in making an app popular and successful.

## **33** HOW TO MAKE A TELEMEDICINE APP LIKE DOCTOR ON DEMAND

Consulting on-demand with professionals such as physicians has not begun. So, how do we begin designing a Telemedicine app in Dubai? You will find this information in a detailed manner in this article.

## **43** IMPLEMENTING THE SEARCH FEATURE FOR MOBILE APPS

We will discuss how to choose between the two most popular ways to use the search on your app: search bar on the landing screen, and search tab on the navigation bar.

## APP VS WEBSITE: WHICH IS BETTER FOR YOUR BUSINESS?



In the past few years, responsive design has come a long way. Building a mobile-friendly website that looks amazing on every phone or tablet is simpler than ever.

A website doesn't substitute an app, and a website is not substituted by an app either. They both give businesses distinct benefits, and they can work together.

Considering how a website and an app should work together can be more beneficial, not if you can prefer one or the other. You should not have to pick between a smartphone app and a website.

Both mobile apps and websites seem to be quite similar at first glance, but in fact, they are quite distinct from each other.

Whatever the medium may be, ensuring a smooth user experience is vital for businesses. The choice of the medium depends on a number of variables, some of which include the target audience, the intended purpose, the characteristics required and the budget.

But you must have a detailed understanding of all, i.e., mobile websites and mobile applications, before you contact a website design or mobile app development company.

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Here's a rundown of the mobile website vs. mobile app in terms of pros and cons, and what the business can expect from these both.

## Similarities Between Mobile Apps and Mobile Websites

Here are the common similarities between mobile apps and mobile websites:

- A mobile app and a mobile website are both built for simple access by mobile devices.
- Both allow social sharing possible for friends and followers.
- There are design elements on the mobile website as well as applications that look good on even smaller mobile screens.

## Differences Between Mobile Apps and Mobile Websites

- An app can be downloaded and installed, unlike a mobile website.
- Without any functioning internet or Wi-Fi connection, the mobile app works offline.
- Interacts and also combines features of the device that involve the camera, calendar, etc.

## Advantages of Mobile Apps Over Mobile Websites

**Speed:** Native smartphone apps are designed by app developers for specific platforms, be it iOS or Android. Native software are in turn, quicker and more open than mobile websites.

**Interactive means for user engagement:** The apps integrate functionality that enable them to connect further with the basic elements of the software, unlike smartphone websites. Apps are definitely the best choice over websites for extremely immersive games because of interactivity.

**Customization:** After the applications are downloaded by the user, it enables them to configure the applications according to their needs. By providing personalized tips and alerts, apps can also monitor user engagement such that it is helpful to the user. Based on the venue, preferences, consumption history and more, businesses may use the details to give personalized suggestions to consumers.

**Works Offline:** Once, you can do it even without a functioning internet connection if you download the software. For websites that need the existence of a functioning Internet connection, this is not feasible.

**Push notifications:** Delivering push updates to the user is an intricate aspect of the applications, depending on the consumer expectations set. The user must however, permit push alerts to be enabled in the settings.

**More Intuitive Interface:** Smartphone applications now have a more intuitive user environment for consumers, making it easier to complete activities. The applications also have the expected capabilities and features for consumers. This is not the case for smartphone websites, however.

**Makes use of device functionalities:** Some of the built-in device functionality, such as the GPS and the camera, are immediately accessible through the apps. The feature accounts for a better user interface. They will instantly detect and transfer the parcel/courier directly to the relevant area in the case of delivery applications.

## Advantages of Mobile Websites Over Mobile Apps

**Availability:** It is easy to reach mobile websites through smartphones, tablets or desktops. It is not the case for applications; before accessing the app, the consumer must import the apps from the corresponding store.

**Compatibility:** Web developers build and construct responsive mobile websites that are accessible with a variety of devices, whereas native apps enable each form of computer to produce a particular version.

**Broader Reach:** Smartphone websites are getting the upper hand here again. In providing greater coverage, it is readily available through several networks, smartphones and totally outshines smartphone applications.

**Affordability:** As opposed to native app growth, mobile website development is cost-effective and sustainable. In addition, there is an extra pressure on expenditure as smartphone applications require several channels.

**Help and Maintenance:** The mobile software investment should not stop with the initial launch; numerous checks, updates, usability problems, and so on are included with managing the app. So as opposed to the websites over time, it incurs higher investment costs.

**More Visibility:** Smartphone websites surely have an advantage on smartphones here! The search results filter smartphone websites and even find their way into search folders. In this region, apps definitely lag, as they have a small presence only in the app stores of the vendor.

## **Conclusion: Which is the better option?**

Many companies pair a smartphone-friendly website with a mobile app as mobile apps become easy to develop and manage. This mix will give you the best chance to broaden your scope to new clients, as well as to provide your most loyal customers with a personalized experience and tailored material, offers, and knowledge.

Adding language to the website is a popular usage scenario, prompting users to download your smartphone application. This allows you a fantastic opportunity to reach out to users, message them directly via push alerts, as well as take advantage of a mobile app's functionality.

You should not have to pick between a website and an app. Your website and an interface will function together and should.

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



## HOW TO MAKE A TELEMEDICINE APP LIKE DOCTOR ON DEMAND



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We can now order anything on request, from personal trainers to taxis to meals and doctors as well.

While the first 3 on-demand platforms have been popular for a long time, consulting on-demand with professional professionals such as physicians has not begun too long ago.

The Coronavirus Pandemic has completely altered the healthcare sector scenery. So that's where the telemedicine application criteria for innovative approaches within the healthcare system comes in.

The total time the patient wants to communicate with a doctor using the Doctor on Demand is just 3 minutes.

This app is certainly quite successful and has more than a million registered users.

Hence, other healthcare companies and hospitals are already contemplating making the same applications for them.

So, how do we begin designing a Telemedicine app in Dubai? You will find this information in a detailed manner in this article. Let's begin.

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## What benefits does telemedicine app offer?

Everyone wants to live a healthy and fulfilling life. This is one of the most important human values. As of August 2020, the market for health-related drugs recommended for the COVID-19 pandemic and worldwide lockout has become enormous.

Telehealth services across hospital institutions, physicians, and consumers will benefit the health care system.

The primary purpose of this program is to improve the quality of emergency care, give online access to physicians and test health problems from a reasonable distance.

Let's sum up the main advantages of a telemedicine app:

### Timely and practicable medical treatment

You need not waste undue time attending a hospital or standing in the line for an initial doctor's appointment during this phase of crisis.

If you need a referral to different medical practitioners, the procedure can take longer.

You can use a telemedicine app to fix virtual Medical Care appointments. Doctors and patients can make the most of the convenience to communicate.

The treatment needed begins swiftly and more effectively. Telehealth apps can also have amazing applicability in emergency treatment.

### Highly accessible medical services

A telemedicine app can provide medical care without access to hospitals in remote areas. The programs benefit residents from remote communities where there is a lack of health-care workers. Telehealth apps can quickly help schoolchildren, disabled people and veterans access healthcare facilities.



## Did You Know?

- According to Statista, the global telemedicine market was valued at \$18 billion in 2015 and is expected to reach more than \$41 billion in 2021.
- The development of mobile telemedicine apps, demonstrates steady growth with the expected annual rate of 35%
- In-person Medicare patient visits dropped while telehealth visits increased from 0.1% in Feb 2020 to 43.5% in April per year.

## **Efficient patient handling**

Telemedicine apps will assist in tracking deadly illnesses, drug updates; follow-up appointments, and more.

## **Storing medical data**

A telemedicine app can help medical professionals view and securely preserve patient records. It can be very complicated to use these records these days to give them to other physicians for proper care medications without these apps.

## **Increased Revenue**

In conjunction with face-to-face visits in the hospital, a personal doctor app allows medical professionals to generate more income for after-hour care and the opportunity to test additional patients.

## **Features required in a telemedicine app**

There are 2 components of a telemedicine app: one for patients, and the other one for doctors. Each requires its own individual set of features and we will discuss it in this section.

The patient component of the Telemedicine app will include:

### **Login for User**

When a new user logs into your application, he/she would need to make an account with specifics regarding severe conditions and provide health, sex and age information.

### **Find a Medical Professional**

When a patient wants to locate a specific expert he/she uses a Geolocation check to identify the closest specialist available to schedule an appointment.

To allow the program to comply with healthcare laws, the Google Maps software has to be implemented into a 3rd party API that focuses on local hospitals and the patient location before the video consultation begins.

## **Book appointment**

Users will find the list of doctors after browsing, and show their profiles. Users should make an appointment with the doctor they want, depending on availability.

## **Video Consultation with the doctor**

A significant aspect of a telemedicine app is a video call consultation. Such calls connect physicians and patients, and allow live contact.

Nonetheless, to keep the device safe from data theft, you need to use HIPAA compliant telehealth technologies. Thus, use a ready-made third-party API for video calls to keep data safe for the device users.

## **Payment Gateway**

During the electronic appointment patients compensate doctors for the treatment care provided. You need to add a payment gateway via API to accomplish this.

## **Physician Rating**

Once the patient seeks a doctor's medical treatment, they will give recommendations and mention their interaction with the doctor, and even rate them.

The doctor part of the telemedicine app will provide the following functions:

## **Doctor Panel**

This section is part of a Doctors' telehealth application. It is integrated with electronic medical records to include medication prescription details, patients, and a fixed appointment calendar.

## **Appointment management**

Once a patient finds the medical professional, they have to schedule an appointment via the app and, if necessary, send details regarding medical history and health problems. The app would need to automatically manage time slots and show when one or more medical experts are available.

The doctor can accept requests for treatment and prescribe a calendar loaded with the list of appointments.

## Send in-app messages

In order to enable doctors and patients to safely transfer messages inside the app, share notes, medications, and x-rays, you need to pay greater care to the software solutions you select.

Both of these details relate to patient personal info and need compliance with telemedicine legislation. Therefore, consider utilizing messaging platforms which comply with GDPR and HIPAA.

## Development cost of an app like Doctor on Demand?

Development cost for an app like Doctor on Demand 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 a telemedicine app can be calculated when the expenditure for marketing and delivering the app is determined. The cost of a telemedicine app depends on the approach towards development, necessary features, technologies, functionality, and the development team.

Here are a few influencing factors that predict the expense of creating telemedicine apps:

- The software development company whom you are recruiting to design & create the app.
- The product development framework, software and other infrastructure stack included in the production of the app affect the expense of creating a telemedicine application.
- The cost benefit correlates specifically with the sophistication of the software and the functionality of an app. So you need a reasonable budget if you decide to create a full-fledged app.
- If you require an MVP, or an application that is completely developed. This will merely combine the basic features with a minimal design that will manage the market.

## Why Royex for Mobile Apps Development?

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## ROLE OF SOCIAL MEDIA INTEGRATION IN MOBILE APP POPULARITY



Virality involves engaging with and enticing people to participate. It needs to be well planned out and integrated into the app from the outset, versus a marketing campaign that can be implemented after launch.

In the context of a mobile app, it means getting users to find and use your app and share it with their friends and family by their own will.

Sharing on social media is one of the most popular ways through which users share their opinions. Social media platforms are on the rise and when used to promote your mobile app, it can be a very powerful tool in making your app viral.

The purpose of this article is to highlight the role of social media integration in making an app popular and successful.

### Understanding social media integration

Integration of social media is an effective marketing technique that helps you to use social media platforms as an extension to your established marketing campaigns.

It offers various avenues for your audience to engage with your company, share your products/services, and promote them.

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opinions  
”

The failure of such channels on your app may reflect negatively on the credibility or prestige of the brands.

Building a social interface into an app will assist with significant user acquisition, and make it go viral via consumer interaction and exponential development.

This is the reason that social networking is already being introduced into the mix by several companies. It would not help but hold the organization at the top of the market, but still well ahead of rivals.

It encourages users to post their activities on social media sites through a social network feature in the app, which in turn intrigues other users.

This interest gets the app downloaded and tried by other users. An app goes viral in a moment when accessed by many people.

Basically, in the mobile app industry, what was once a revolutionary measure to reach future consumers is now an essential tool.

You need to add visible click-to-connect social networking buttons to incorporate social media functionality with an app and make it easier to synchronize user profiles with the app.

In addition, for effortless navigation, you need to enable users to register/log into the app using their respective social media profiles. It is often important to prevent needless bugs that might contribute to user errors.

For that matter, in addition to Facebook, Twitter, and also LinkedIn, users still use chatbots for a smoother user experience.

## **How can social media integration help with the virality of a mobile app?**

Here's how an app can go viral by adding social elements into an app:

### **Enhances app functionality**

Integrating social networking functions within an app will serve to significantly increase its functionality. Examples of several popular smartphone applications that have redefined the way social networking networks should be utilized include Instagram and Tinder.

In their settings, all of these applications have successfully adapted social networking networks to provide a better user interface.

Although Instagram has enabled users to log in with their Facebook account to post their pictures on other social networks, Tinder has gone a little further.

The app draws data from Facebook as users log into Tinder using their Facebook profile and reveals matches with shared preferences or acquaintances.

Social integration also requires, in addition to these, functionality such as submitting items to the shopping list and promoting such products to other consumers.

All this strengthens the app's expertise, granting them an upper edge over most applications in the sector.

## **App gets more exposure and reach**

There are almost 2.03 billion active social network users across the world, as per the latest reports.

It would be incorrect to neglect this factor in a situation where social networking has taken the world by storm, particularly when it comes to a constantly changing realm such as a mobile app.

Owing to the reality that social networking provides dramatically larger numbers of clicks, their introduction with software also draws vast numbers of visitors. This lets an app hit the segments for which it might otherwise have been left unaccounted for.

Not to mention, a large number of millennials waste hours on social networking sites these days, scrolling constantly during the day.

As expertly entangled with an app, social networking platforms raise the risk of users stumbling on the connection between the applications.

In addition, you would anticipate your brand's popularity to skyrocket if your users share your posts on social networking platforms.

## **Provides valuable user data analysis**

Embedding social networking functionality adds the benefit of data analysis. It offers organizations with lots of knowledge for the collection and interpretation of consumers' behavioral habits.

The likes, dislikes, peak activity period and duration of consumer behaviors are included in these data points. These results can be obtained from companies and the details can be further utilized for the following purposes:

- Conduct analysis on the market,
- Identify target groups,
- Collect consumer details, and
- Formulate long-term plans for organization growth.



Social authentication details for consumers and their habits of sharing may offer invaluable feedback that can be used to refine advertising strategies.

Algorithms that monitor consumer orders on an e-commerce platform will help make it simpler to make suggestions. Segment users and their operations often help to improve the customers' retention rate during their contact with the app.

## **Improves communication among app users**

The apex of online activities and virality are social networking platforms. When embedded in an app

- Interaction
- Collaboration,
- Communication between users of different backgrounds

Therefore, it is immediately a success with other users if one user takes up a certain thing. As a breeding ground for phenomena, social networking platforms deliver a high degree of virality, which is second to none!

These give further exposure to videos and pictures that are two main causes of virality.

## **Enables in-app social sharing**

Through the inclusion of social networking platforms in an app, allowing in-app social networking becomes easy.

Seamless incorporation of social feeds directly into an interface requires this. A company app, for example, may have its own Facebook or Twitter account feeds, making it easier for users to hear about a certain case and get alerts without leaving the app.

This, in essence, stops the loss of traffic to native social networking apps, facilitating the application's extensive acceptance.

To sum up, the intermixing of social characteristics in an application is a wise step that is vital, particularly for companies operating in the mobile industry.

This not only aims to raise the exposure of a company in the competitive sector, it also creates a source of steady sales flow and offers an unrivaled consumer interface, making it immediately go viral!

In-app social sharing refers to the seamless integration of social feeds into an app.

# MOBILE APPS /

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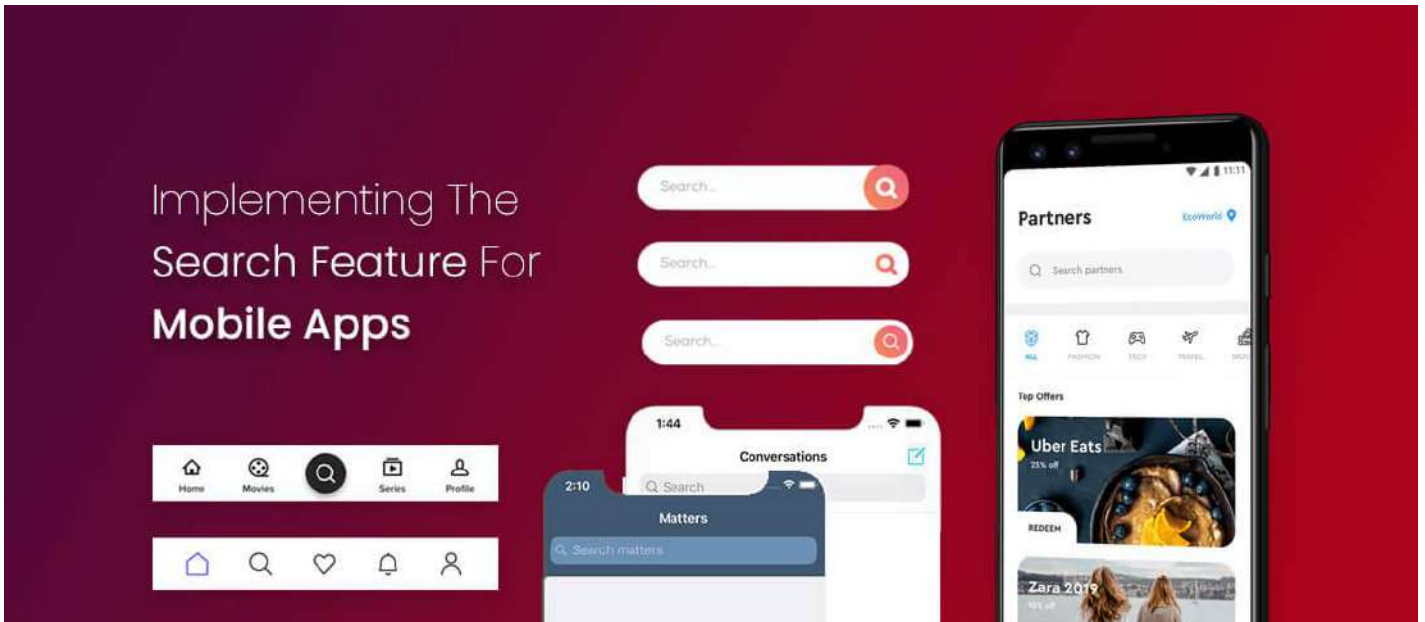
For example, a business app may include its Facebook page feeds, Twitter account feeds, or LinkedIn page feeds, allowing users to learn about an event the company is hosting, receive event updates, and connect with other attendees without having to leave the app.

This, first and foremost, offers attendees with convenience. Second, by adding social media information relevant to the company, it makes the app the home base for communication, reducing traffic loss to native social networking applications.

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## IMPLEMENTING THE SEARCH FEATURE FOR MOBILE APPS



Mobile app search is a relatively complex feature and there is a lot to be covered on this subject. However, I will discuss how to choose between the two most popular ways to use the search on your app: search bar on the landing screen, and search tab on the navigation bar.

Too many apps that we use every day have the search feature. The way search is applied in these apps may be very distinct. But why are separate iterations of the same feature required? Is one better than the next? Let's figure it out.

### Search bar on an app landing screen

This search is not as findable as the search bar on the landing screen, but as users can easily reach it with their thumbs, it is easily accessible.

Search is getting a full screen for itself in this case. This screen has a search bar at the top, and the rest of the screen is filled with data that would either help the user search or help the user explore the platform's content.

This facilitates an exploratory search of the user who has not yet had a clear intent.

“ You can leverage search UX to incorporate microinteractions, customizations, and personalization in your brand ”

## So, search bar or the search tab?

Both the searches help different user intentions. And that's not everything, all searches always rely on the content type of the platform and depend on the type of platform.

### When should you use a search bar on a landing screen?

- The primary goal of the user behind opening the app may be to look for something. Get a glance at Google Maps, Uber, or Zomato, for instance. Most of the time people are opening these apps specifically to search for a place, a restaurant, or a meal.
- The consumer has a clear intention behind the search, as in the case of social media where users usually search for other users or brands.

Most of the time they realize what the user's name or website could be, even though they aren't entirely sure how it's pronounced. It's an unusual risk with these sites where the customer would have just ambiguous details regarding the stuff they're searching with.

And even if this potential arises, the platform can't do much to help the user.

### When should you use a search tab on the navigation bar?

- You want to increase user engagement by letting users discover different and unique content on the platform. Consider Instagram and Twitter for reference.

These apps aim to keep the users glued to the app for longer, which is why they provide customized content outside of your network to help you find new users or information that might be of interest to you.

- The user is not sure what they are searching for and the framework will help the user to locate what they want. Look at Netflix and Uber Eats for instance.

They encourage users to use genres and cuisines to explore the device. This appeals to the user who knows that he wants to watch a sitcom, for example but is not really sure which one to watch from.

## How has Airbnb implemented search functionalities?

Airbnb utilizes a combination of the two types. They have a search bar on the home screen and the search tab is present on the landing page.

Bearing in mind the Airbnb context, I think it makes a lot of sense. By doing so, they account for two categories of users – users with a particular target in mind that will use the search bar (users with strong intention) and users who do not have a clear target in mind, and who are in the process of finding the target (users who require some kind of exploratory search).

Both of these variations have both pros and cons. Both are suitable for specific situations. Going through both of the above cases, we may infer that two variables dictate the search to use—users' interests coming to the app and the app's future offers.

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# ABOUT-US /



## 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

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