

ONLINE MAGAZINE

# MOBILE APPS & E-COMMERCE

How To Choose The  
**BEST**  
**ECOMMERCE**  
Payment  
Solution

Evolution of Web  
1.0 to Web 3.0

15 Ways to  
**ATTRACT**  
**VISITORS**  
to Your  
Website



ISSUE 16: FEBRUARY 2022 | EDITOR: RAJIB ROY  
SUB EDITOR: SHAMS MOHAMMED | DESIGNER: TUSHAR KUNDU

Develop An  
**On-Demand App Like**  
**GLOVO**

Importance of  
**Mobile-First Design**

How To Develop A  
**Cloud Kitchen**  
Platform Like  
**KITOPI**

# TABLE OF CONTENTS /

---



## E-COMMERCE

---

How To Choose The Best Payment Solution For Your E-Commerce Site.....	07
Evolution of Web 1.0 to Web 3.0 - Why Web 3.0 matters.....	14
15 Proven Ways to Attract Visitors to a Website.....	23

## MOBILE APPS

---

How To Develop An On-Demand App Like Glovo.....	32
Importance of Mobile-First Design.....	36
How To Develop A Cloud Kitchen Platform Like Kitopi.....	42

Ecommerce business is one of the most booming businesses around the globe because of the pandemic situation through which we all are going through.

People have started to get used to the new normal of maintaining social distancing. And so people tend to shop online more than before.

Be it one the quality, timely delivery, secure payment and even for the offers for that matter.

Having a secure payment gateway with the Ecommerce site will increase the trust of the customers towards the brand. There are different payment gateway providers in UAE.

In this edition of the magazine, our feature article discusses how you can choose the best payment solution for your ecommerce website.

In the ecommerce section, we also explore the evolution of web 1.0 to web 3.0 and list out 15 tips to attract visitors to your website.

In the mobile app section, you'll developing on-demand delivery app like Glovo, importance of mobile-first design, and how you can develop a cloud kitchen platform like Kitopi.

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



Online payment gateway is a vital element of any e-commerce business. Your online business will evolve based on this payment method. T

Though you may focus on the design, display products/services, and connecting with customers, your main consideration should be on giving a smooth & easy-to-navigating payment process to your customer. Because half of the customers abandon the checkout process for the crucial payment methods.

In the first article, we will share some factors that you should consider when choosing online payment methods for your business.

The second article delves deep into the evolution of Web 1.0 to Web 3.0. The era (1990–2000) when a user's function was confined to reading data supplied by content creators is known as Web 1.0, also known as Syntactic web or read-only web.

The Web 2.0 era, also known as the Social Web or read-write web, lasted from 2000 to 2010 and continues to this day, and it facilitated interaction between web users and sites that allow users to engage with one another.

Web 3.0, also known as Semantic Web or read-write-execute, is the era (from 2010 onwards) that alludes to the web's future.

The final article lists 15 effective ways to drive visitors and traffic to your website.



## 07 HOW TO CHOOSE THE BEST PAYMENT SOLUTION FOR YOUR E-COMMERCE SITE

As the e-commerce platforms are growing fast, the competition between the available payment gateways is strong. We will share some factors that you should consider when choosing online payment methods for your business.

## 23 15 PROVEN WAYS TO ATTRACT VISITORS TO A WEBSITE

If your business entirely depends on the web, the number of visitors and conversions will determine the success of your venture. Keep the following in mind while aiming to get more traffic to your new website.

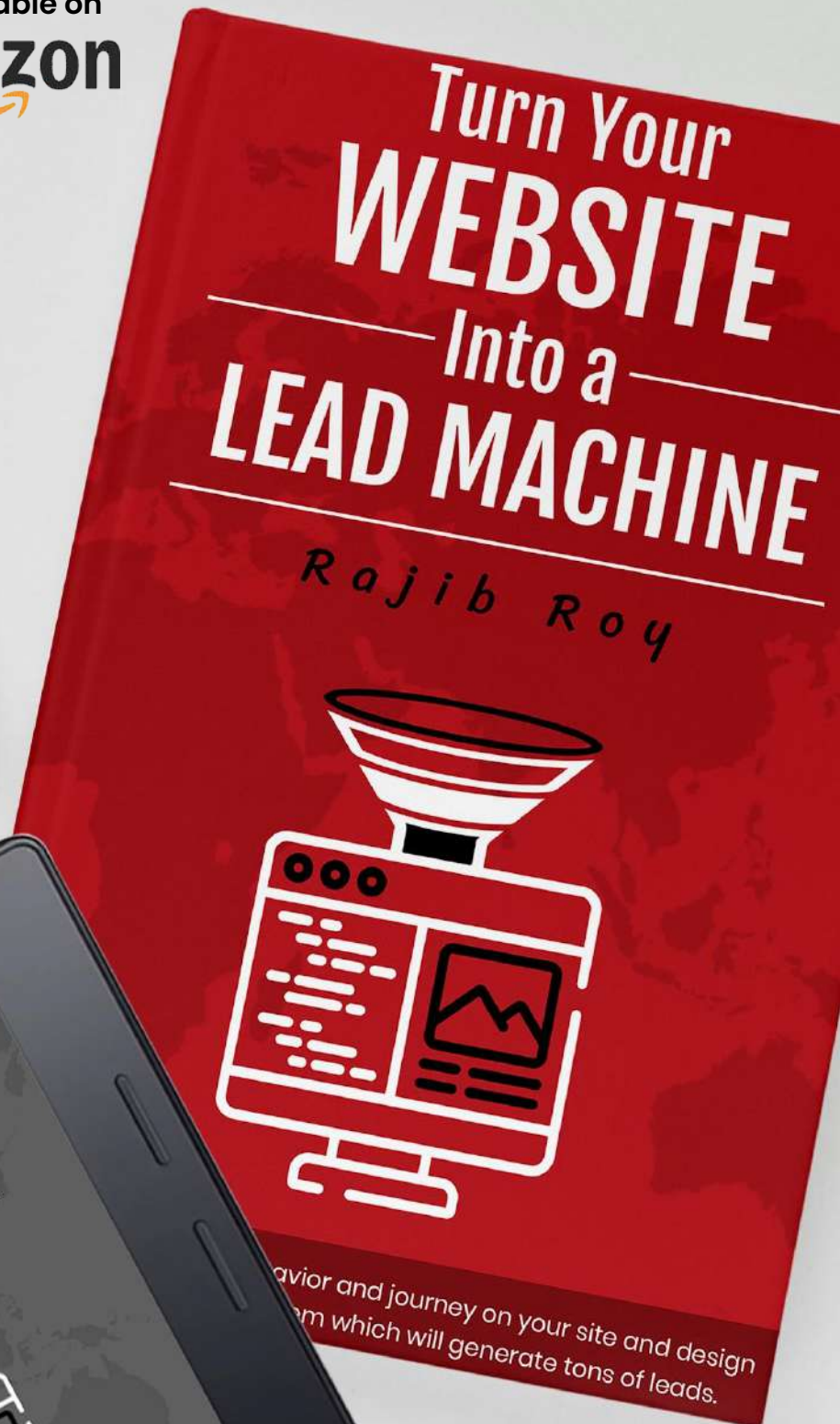
## 14 EVOLUTION OF WEB 1.0 TO WEB 3.0 - WHY WEB 3.0 MATTERS

Web 3.0, also known as Semantic Web or read-write-execute, is the era (from 2010 onwards) that alludes to the web's future. AI and Machine Learning enable computers to analyze data in the same way that humans do.

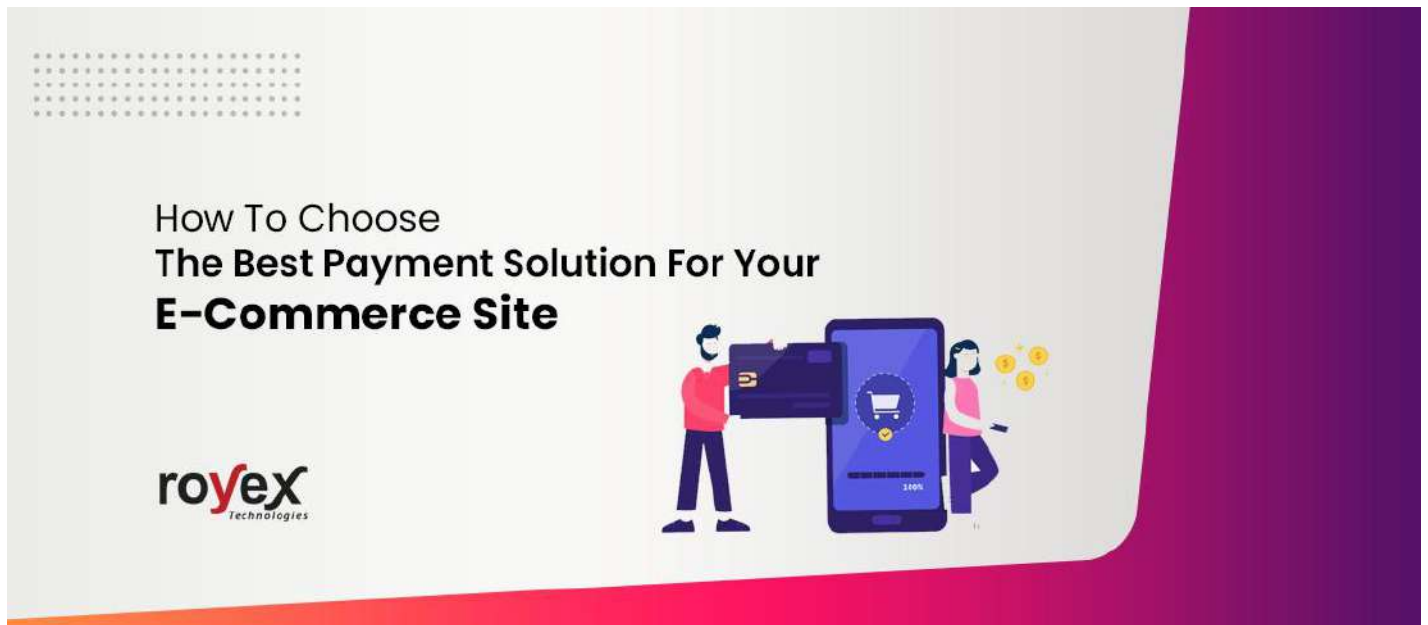
# Turn Your **WEBSITE** Into a **LEAD MACHINE**

- Rajib Roy

Now Available on  
**amazon**



## HOW TO CHOOSE THE BEST PAYMENT SOLUTION FOR YOUR E-COMMERCE SITE



Online payment gateway is a vital element of any e-commerce business. Your online business will evolve based on this payment method. Though you may focus on the design, display products/services, and connecting with customers, your main consideration should be on giving a smooth & easy-to-navigating payment process to your customer. Because half of the customers abandon the checkout process for the crucial payment methods.

Depending on the traditional payment methods you can't grow business sales. Ease of transaction directly affects sales rate & customer satisfaction.

To run a successful e-commerce platform, you should provide multiple digital payment gateways.

So, if you are starting an online business, you need to survey all the available payment gateways. This will help you to choose the best online payment methods.

As the e-commerce platforms are growing fast, the competition between the available payment gateways is strong.

In this article, we will share some factors that you should consider when choosing online payment methods for your business.

“

**One of your main consideration should be on giving a smooth & easy-to-navigating payment process for your customer**

”

## What Is An E-Commerce Payment Gateway?

An online payment gateway is a software or you can say a modern technology to accept payment through credit/debit card from a customer's account to a seller's account or merchant account.

Integration with the e-commerce platform of payment gateway helps to collect payment from all over the world. Online payment allows transactions between customers & merchants.

Today's electronic payment system is not the same as 5 years ago online transactions where Modern Payment gateway provides additional security:

- Store payment information for further process.
- Encryption service for sensitive information during the transaction
- Flexible API integration with different platforms - CRM, financial, e-commerce, tax etc.

## Factors You Should Consider While Choosing A Gateway

If you are reading this article then I think you are looking for some suggestions about choosing your perfect gateway.

The seven most important factors to choose the best online payment methods are-

### Hosted or Integrated gateway

The main concern is if you want an on-site gateway or off-site gateway? It depends on the purpose or goal of the websites.

Hosted gateway directly redirects the customer to the external website to complete the payment process.



## Did You Know?

- The preferred payment method of global online shoppers is e-Wallets (36%), followed by credit cards (23%) and debit cards (12%)
- 57% of U.S. shoppers use Visa as their credit card of choice.
- 71% of these transactions are offered by big tech (Google, Amazon, Facebook, Apple).
- From 2020 through 2025, online transaction value will likely grow 16.3% in Europe, 15.2% in the US, and \$11.2 in China



Advantages of a hosted gateway are, they require a simple setup with no customization of checkout, also they take full responsibility for data security & compliance of their platform.

Integrated gateway refers to completing the payment on the same e-commerce platform. All the interactions & transactions will be held here, no need to leave the site.

To complete all the transactions on the same field, the admin needs high-quality UX to customize the checkout page with all possible features.

## Transaction Fees & Cost

Out of all the available payment gateways, it seems difficult to choose the best & inexpensive one for you. Every gateway provides a different transaction fee structure. They are

- Signup fee
- Monthly fee
- Per transaction fee
- Termination fee
- Statement fee
- Annual fee
- Support/Maintenance fee

That's a whole thing I know! Before signing in you have to consider all these costs including hidden costs sometimes. So, analyze each & every aspect of this factor before concluding.

## Types Of Payment Methods:

It is necessary to choose a gateway that provides multiple payment options. Choose such a gateway that enables debit cards, credit cards, coupon/gift cards, visa cards, Mastercard, currencies from all over the world to provide a global solution.

## Recurring Payment:

Choosing a gateway with a recurring billing system is mandatory if your service is subscription-based. Recurring payment allows sellers to set an automatic billing process (Monthly or Yearly) over a specific time.

Suppose you own a movie site or develop products or you have repeat donors, then you have to consider recurring payment systems from your payment gateway.

## **Easy Checkout For All Devices:**

18% of checkout abandonments occur because of clumsy & complicated checkout processes. Recent research reflects 79% of smartphone users make online purchases using their mobile devices.

The above two points state that a payment gateway should have a smooth checkout interface & also be optimized for all types of devices & networks

## **Security For Fraud Prevention:**

In this digital era, security is the utmost concern for all levels of service providers. Payment Gateway providers aren't different.

Consider a payment gateway that is- Level 1 PCI DSS compliant, also has CVV2 verification & standard verification system. Make sure they are GDPR compliant also if you provide services globally.

## **24\*7 Customer Support**

This point needs no introduction that every payment gateway should provide 24\*7 customer service with technical support.

Several gateway providers only have limited tickets, emails, or documentation to connect their customers. Look for providers who have live chat technical support.

## **9 popular E-commerce Payment Gateways**

### **CashU**

Founded in 2002, CashU is the first & largest online payment service company located in Dubai, UAE.

They provide services in the Middle East & North African Nation. They have a partnership with MasterCard which enables them to accept credit card transactions from all over the world to grow business on both local & global scales.

CashU provides:

- Free account creation with maintenance charge 3AED/year, which is the lowest in the market
- Create instant virtual credit card to make payments in E-portals
- Initial fee 2.5%- 3.3% +2 AED per transaction

# E-COMMERCE /

---

- Secure online transactions with modern fraud prevention and AML systems for both buyers & merchants.
- Digital CashU wallet- no need to hold a physical card
- CashU mobile app to manage your wallet & fund easily

## Telr

Telr is considered as the leader & best payment gateways in the Middle East country. Based on Dubai & Singapore, Telr is operating in 120 countries all over the world. It provides multiple payment options- Visa, Mastercard, American Express Card & SADAD(Saudi Arabian Bank)

Telr provides-

- 3 types of payment levels- Entry, Small & Medium
- Entry-level account creation requires a monthly fee of AED 349 with no transaction cost.
- Don't need any charge on the remittance to the merchant account
- 10 ways to integrate. Such as- WooCommerce, Magento, Shopify & Prestashop
- Art security & real-time monitoring for anti-fraud protection through CVV2/CSC, AVC, and 3D Secure.
- Generate payments through instant messaging apps.
- Card tokenization to save customer's card details

## Paytabs

Founded in 2014, Paytabs provides safe, adaptable & cutting-edge payment solutions in Dubai. According to Forbes, Paytabs has achieved the top start-up company in 2016. It is certified by both Visa & Mastercard. Currently, Paytabs is operating in over 168 countries & the setup process is so easy that it will take only 24 hours.

Payoneer provides-

- Integration with API, SDK, Shopping cart plugins, Express Checkout & iFrame
- No monthly or annual maintenance fees
- PCI-DSS Level 1 certified company to provide speedy & secure transaction
- Support multi-currencies
- Promote merchant's brand through Payshout- a Pay tab social channel
- In-house fraud protection & security for security purposes

## 2Checkout

2Checkout is the modern payment gateway that offers service in 180+ countries & 87 currencies. It offers global payment, subscription payments.

It has sandbox features that connect resellers. Using 2Checkout you can set up an onsite checkout system that minimizes the complication of checkout abandonment problems.

## **Amazon Payment Service**

Amazon payment service formerly known as Payfort is the payment gateway service provider based in the Middle East. They operated in countries such as United Arab Emirates, Lebanon, and Qatar. It accepts Visa cards, Mastercard & Apple Pay. This payment gateway is developed based on Arab online buying habits & trends.

Amazon Payment Service provides-

- Make automated installment payments
- Location-specific fraud tools
- Anomaly detection alerts
- Cardless online transaction
- Limit data breaches with safe service
- Offer customers recurring payment system
- Account creation with free setup cost

## **CC Avenue**

Founded in 2001 in India, CC avenue now is a popular payment gateway method in UAE also. They have expanded their business by opening a new office in Dubai & a widely used payment gateway for Dubai-based e-commerce businesses.

CC Avenue provides-

- Multiple payment options- 6 credit cards, 58+ net banking, 97+ debit cards, 13 prepaid instruments, 15 bank EMI & UPI
- Support multi-currencies
- Multilingual checkout page
- Easy customization for seamless integration & user experience
- Smart retry system to avoid transaction failure.
- Card storage vault to secure customer's card details

## **Hyperpay**

Hyperpay is another Saudi-based robust online payment gateway provider. They offer for all local, regional & international customers.

Hyperpay provides-

# E-COMMERCE /

---

- Easy integration with ecommerce plugins.
- Provide all major currencies
- PCI- compliant for the highest level of security
- Optimized checkout experience

## Innovative Payments

It is considered the universal online payment gateway for remittances, money transfers, paying bills, cash advances, gaming, and more.

Innovative payments provides-

- IPSI wallet with 0% funding fees
- Easy to send money with blockchain technology
- IPSI prepaid card to get paid, withdraw funds, shop online & receive money transfers without smartphones

## Cyber Source

Cyber Source is a reliable & fast online payment gateway service provider operating in 190 countries across the globe. It supports digital payment like- Apple Pay & Android Pay & digital wallet like- Ali Pay & KCP.

It is a customer-friendly payment solution trusted by over 48k customers. It provides fraud management security to ensure a seamless & secure transaction.

Also supports Europe's PSD2 SCA to authenticate customers. Apart from this, customers also get Cybersource invoicing to save time & money. A payment tokenization system is available to provide customers with payment facilities with ease.

Choosing the right payment gateway makes your payment process smooth & hassle-free. Among all the available payment methods, finding your perfect brand is time-consuming. All you need is research on the above factors that we have discussed in this article. A perfect online payment method makes an impact on the conversion rate of your website.

Another thing you can do is hire an expert company who will take care of all the technical terms of your website including integration of the ideal payment gateway.

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.

## EVOLUTION OF WEB 1.0 TO WEB 3.0 - WHY WEB 3.0 MATTERS



### Web 1.0

The name "Web 1.0" refers to the initial version of the Internet, which evolved from its roots at the Defense Advanced Research Projects Agency (DARPA) and became, for the first time, a global network embodying the future of digital communications.

It depicts the first "iteration" of what grew into a rising, developing form of media that eventually evolved into a framework with a wide range of applications.

The early Internet consisted primarily of web pages linked together by hyperlinks, with few of the images, controls, or forms that we encounter now when we log in.

It's known as the "read-only" web because it's a website that isn't interactive in any way.

For the most part, the internet user was a passive observer, and much of the user interaction took place offline.

“ Web 3.0, also known as Semantic Web or read-write-execute, is the era (from 2010 onwards) that alludes to the web's future ”

The compilations of GeoCities pages and other early patterns that users can still discover strewn all across the web, or in repositories like the Wayback machine, are one of the amazing image examples of Web 1.0, the early read-only Internet.

## **Web 2.0**

In comparison to its previous version, Web 1.0, Web 2.0 defines the current status of the internet, which contains more user-generated content and usability for end-users.

Web 2.0, in general, refers to 21st-century Internet applications that have altered the digital era after the dot-com bubble burst.

Web 2.0 does not relate to any particular online technology changes. It simply refers to a change in the way people surf the web in the twenty-first century.

There is a greater level of information sharing and connection among people in the new age. This new version enables customers to actively participate in the interaction rather than simply watching and absorbing data.

Rich Web technologies such as Adobe Flash, Microsoft Silverlight, and JavaScript are commonly utilized to offer web 2.0. (in addition to Ajax, RSS, and Eclipse).

Web 2.0 applications are frequently premised on the federated download technique that made BitTorrent so popular, in which each product downloader is also a server, sharing the volume of work and making heavily requested content more available than it would be in a centralized approach, where supply can overload servers and pages.

## **Web 3.0**

In 2006, John Markoff proposed Web 3.0 as a new type of web. Integration, automation, exploration, and data are all included in the semantic web definition. It promotes modernization and mobility.

The smart semantic web is another name for Web 3.0. It makes it easier for people to find, exchange, and integrate information.

A user or a computer can use the semantic web to begin in one database and then go through an infinite number of databases.

The purpose of linked data is to educate computers to understand web pages so that they can conduct more beneficial work for humanity. According to Tim Berners-Lee:

"If HTML and the Web made all online documents appear to be one big book, RDF, schema, and inference languages will make all the data in the world appear to be one big database."

The communication gap between people and computerized applications is referred to as semantic markup.

One of the most difficult aspects of displaying information on the web is that programs are unable to give context for data and, as a result, are unable to determine what is significant.

Data could be put in a form that is not only available to humans via natural language but also read and processed by software applications using semantic markup (or data exchange standards).

This concept – structuring data so that software agents can understand it – leads to the "execute" element of the web 3.0 definition, which is constantly growing.

A web service is a piece of software that allows computers to communicate with one another through the internet.

Web services, which are usually in the form of an application programming interface, are not new. Flickr, a prominent photo-sharing website, has a web service that allows developers to search for photographs programmatically.

## **Differences between Web 1.0, 2.0 and 3.0**

### **Web 1.0**

- Mostly Read-Only
- Company Focus
- Home Pages
- Owning Content
- WebForms
- Directories
- Page Views
- Banner Advertising
- Britannica Online
- HTML/Portals

### **Web 2.0**

- Wildly Read-Write
- Community Focus
- Blogs / Wikis
- Sharing Content
- Web Applications
- Tagging



- Cost Per Click
- Interactive Advertising
- Wikipedia
- XML / RSS

## Web 3.0

- Portable and Personal
- Individual Focus
- Live-streams / Waves
- Consolidating Content
- Smart Applications
- User Behaviour
- User Engagement
- Behavioural Advertising
- The Semantic Web
- RDF / RDFS / OWL

## Evolution of Web 1.0 to Web 3.0

The era (1990–2000) when a user's function was confined to reading data supplied by content creators is known as Web 1.0, also known as Syntactic web or read-only web.

There is no way for a user or a consumer to transmit data back to the content creators. Static websites and personal blogs are examples of Web 1.0.

The Web 2.0 era, also known as the Social Web or read-write web, lasted from 2000 to 2010 and continues to this day, and it facilitated interaction between web users and sites that allow users to engage with one another.

Every user can now be a content creator, and material is disseminated and shared across websites.

Facebook, Youtube, Flickr, Twitter, and other well-known Web 2.0 applications are only a few examples.

Web technologies such as HTML5, CSS3, and Javascript frameworks such as ReactJs, AngularJs, VueJs, and others allow startups to develop new ideas that allow users to share more with the Social Web.

Producers only need to design a mechanism to enable and drive engagement because Web 2.0 is built around them.

Web 3.0, also known as Semantic Web or read-write-execute, is the era (from 2010 onwards) that alludes to the web's future.

Artificial Intelligence and Machine Learning enable computers to analyze data in the same way that humans do.

Which aid in the intelligent generation and distribution of valuable content according to a user's specific needs.

- What if computers could decipher the meaning of data?
- What if they can figure out "what we're interested in" and then assist us to find it?
- It can recognize people, places, events, businesses, products, and movies, among other things
- It is capable of comprehending the interrelationships between objects.

## What's Inside Web 3.0

### Technology

We have fully entered the digital era. Videotapes and Compact Discs are no longer in use. We listen to music on apps like Spotify (2006) and Apple Music (2015), and we watch television shows on Netflix (1997), which is now included with most new television sets.

YouTube already has greater viewing figures than live television, indicating that live television (save for events) will become obsolete and that we will continue to watch our favorite shows through various subscriptions, as we do now.

Sky TV has shifted its focus to 'On Demand' and 'Box Sets,' as it seeks to pave the nation in subscription-based content.

### Machine learning

If you've ever used a search engine or a sophisticated smartphone, you've already encountered the science of machine learning.

Machine learning is used by Google's search engine to recognize new ranking signals. This is not the same as ranking based on how many times a search word occurs on your page, as we saw with Google's Web 1.0 search engine.

Hundreds of ranking criteria are included in Google's algorithm, making it extremely challenging to rank your website for your desired keywords. In fact, the strategy is today regarded as antiquated.

Pattern detections are also used by search engines to discover duplicate material (for which your website may be penalized), making it capable infinitely quicker than if it were done by people.

## **Artificial Intelligence (AI)**

Although AI is not a new concept, we are still a long way from fully understanding it and incorporating it into our daily lives.

Cutting-edge technology is often incredibly expensive and not easily available to the general public.

Stephen Hawking and Elon Musk, for example, have stated their fears about AI depleting jobs across all industries, not just in manufacturing, which have already been affected.

Humans seek convenience, and our greed may make this worry a reality, making it even more critical that we keep up with technology to guarantee that we have a role.

## **Why Web 3.0 matters for your business**

Is web 3.0 already a reality? And how can the web design of your company's website meet the new web 3.0 requirements?

Many folks think that web 3.0 has arrived, but that it is still in its early stages. The vision of a stateless and semantic web design in its full form is still a long way off.

Some essential elements, however, have already been integrated into our current web experience.

We are continually working to offer better and more successful innovation solutions as a seasoned web development business.

And it is as a result of this research that we have identified several specific trends that will be important for your website's performance in the web 3.0 future. Here's a rundown of those patterns:

### **AI-based Web Design**

As you may be aware, web 3.0 makes extensive use of machine learning and artificial intelligence. This suggests that AI will have a huge impact on web development in the future.

The goal is to create web designs that are more fluid and fluid, resulting in a more enjoyable user engagement.

To create a website like that, you'll need the necessary data and a flexible analytics system, to begin with.

Development teams will have a better understanding of the appearance and feel your intended audience anticipates from web 3.0 design in the future thanks to AI frameworks.

Experienced web development businesses will be able to pinpoint the exact design specifications based on various data factors such as gender, age, location, occupation, and others.

It is currently usual practice to use this data to create an aesthetically compelling website.

## **Semantic web optimization**

One of the most important features of web 3.0 is that it will provide consumers with more meaningful search results than traditional keyword-based results.

And, in order to flourish in these circumstances, your web development must be changed to meet the needs of the new users.

With clever voice search tools, your website must be appropriately configured.

Typical search methods are rapidly evolving. Instead of understanding what their search query keyword implies, users now expect the web to understand exactly what they mean with their searches.

We suggest that you can use your large data sets on your potential consumers, as well as structured data for web design 3.0, to do this.

Web development tools that leverage AI-based data analytics focus more attention on the finer aspects of users' queries and better comprehend the meaning of their searches.

## **Emphasis on multimedia material**

People's search habits will have to adapt in order to stay up with the new web. Previously, users were expected to submit a query into the browser's search bar. It is, however, much simpler nowadays.

Clients can now simply locate what they're seeking with easy improvements to your web development, such as language search features.

As a seasoned web development firm, we make it a point to adapt our clients' website content to this search behavior.

There has been a noticeable movement in users' preferences towards multimedia material during the previous few years. Web 3.0's arrival will only hasten this transformation.

## **Augmentation with AR/VR**

In web design 3.0, augmented reality and virtual reality will be significant design features. The use of AR/VR technology will enhance the transparency and effectiveness of experience-based engagement dramatically.

Using AR/VR in your UI/UX design services, regardless of the sort of website you possess, will elevate the user experience to new heights.

Users will be able to try out the products or services before making a purchase thanks to the extra piece of technology.

This can assist them in making important judgments.

Additionally, including AR/VR into your web construction can improve the level of transparency in user engagement.

## **IoT & Web 3.0**

The universality of web 3.0 is one of the numerous qualities that set it apart from the rest. The pervasiveness of web 3.0 is already here, owing to the Internet of Things (IoT).

Our smart devices, which range from our phones and computers to various home things, already allow us to access online services.

And, in order to be a part of this linked future, you'll need to alter your web development to support IoT.

To make IoT operate across various devices, the user interface must be flawless. To create a great user interface, a faster and more agile design approach along with appropriate design practices would be required.

## **Chatbots and semantic web assistance**

You most likely already have a chatbot on your webpage or are going to incorporate one into your design. Modern chatbots are of higher quality, and they may supply their consumers with a lot of information and assistance. Even yet, it falls well short of what a person can achieve.

As a result, ensure that your partner web design business uses the most up-to-date technology, such as GPT-3, during the chatbot implementation phase.

Modeling Pre-trained transformer 3, commonly known as GPT-3, is an AI tool that has been pre-trained.

This indicates that, unlike conventional AI-based chatbots, this algorithm has already been educated with the necessary data.

It can create any material with a linguistic structure. Using such technologies for your chatbot will help you come closer to meeting the web design 3.0 criteria for your company.

## Recommendations

We are experiencing a fascinating period in history, as the Internet begins to provide users with greater knowledge and action capabilities, resulting in significant changes in a variety of facets of regular living.

This new Web is rapidly evolving into a more dynamic and rapidly changing environment, in which the democratization of action and knowledge may accelerate business in practically all domains.

Web 3.0 has an impact on a wide range of industries, from retail to applied molecular biology, and from small firms to major organizations.

Creative minds, whether corporate executives, legislators, or scholars, should grasp this new range of options and be ready for the next generation of enterprises.

Several new businesses based on the semantic web are already forming and gaining traction in domestic and international marketplaces.

Web 3.0 is the next step in the evolution of the Internet. As a result, by refusing to evolve with it, managers risk exposing their organizations to the risk of becoming obsolete or irrelevant during paradigm shifts, similar to the giants of the past such as Kodak, Nokia, and Altavista.

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.

## 15 PROVEN WAYS TO ATTRACT VISITORS TO A WEBSITE



You probably already know that SEO is critical to generating traffic to a website. Depending solely on SEO isn't a good idea.

An all-out effort incorporating every available channel is the best strategy to follow to get significant visitors to a new website.

You're more likely to get high-quality website traffic from diverse sources. That's the reason you must leverage resources across all formats and platforms to help visitors discover your websites.

Don't worry even if you are a newbie, the following guide will help you increase your web traffic.

You shouldn't create a website without proper strategic plans concerning every aspect of the business.

If your business entirely depends on the web, the number of visitors and conversions will determine the success of your venture.

Keep the following in mind while aiming to get more traffic to your new website.

“  
**If your business entirely depends on the web, the number of visitors and conversions will determine the success of your venture**  
”

## **Paid Ads & Marketing Campaigns**

Managing paid ads across different social media platforms and search engines is a costly way to get traffic. You can run paid marketing campaigns if it's affordable for you.

Consider the demographics of your target audience before running ads. Target keywords that show strong commercial intent.

Conduct extensive research beforehand so that you can attract the right visitors who may turn into customers.

Facebook ads, Pinterest ads, Instagram ads, and Google ads are the most effective forms of paid advertising campaigns.

## **Social Media Engagement**

With the growing numbers of social networking site users, it's crucial for your business to make a strong presence on social media platforms like Facebook, Twitter, Instagram, and more.

Create a complete profile comprising all relevant information. Write engaging captions associated with proper hashtags and high-quality visuals.

The initial social media engagement needs support from your friends and family. Invite them to like your business profile and request them to share your content. Make use of Reddit and other forums and subforums.

## **Blogs & Copies**

Add a blog section to your website. Helpful and informative blogs can attract a substantial amount of traffic through organic search engine listings. Write guest blogs and invite other people to write blogs for you.

Blogger outreach is an effective way to build on visitor numbers. You can also include affiliate marketing, including product reviews and client testimonials to get more traffic.



## **Contests, Giveaways, Discounts & Offers**

Giveaways and contests can efficiently increase social media engagement. They play a pivotal role in creating brand awareness and attracting new customers.

Most users share a promotional post immediately to participate in contests and giveaways.

Thus, they reach out to other interested people and encourage them to take part in the contest too. But, you need to offer exciting prizes to get such type of traffic.

Rewards, points, discounts, and offers also can drive traffic to your website. People like to get incentives and in exchange, they'll willingly promote your business, products, or services.

But if you keep offering special discounts all around the year, that will make no sense of scarcity.

We recommend you offer time-sensitive promotional offers and reach out to your target audience so that visitors feel urged to grab the offers as soon as possible.

## **Video Marketing**

YouTube and IGTV are two major channels through which you can educate and entertain your visitors.

YouTube deserves special attention since it is the second most popular website in the world.

Publish inspirational videos, educational content, and entertaining elements on video broadcasting platforms to inform, engage, and entertain your prospective customers.

## **SEO Practices**

Implementing the best SEO practices on your website has no alternative. The first step is to choose relevant keywords including long-tail and semantic keywords.

Then optimize your well-written content with proper meta titles, meta descriptions, pictures, URLs, keyword placements, inbound and outbound links.

You can use enterprise ecommerce solutions to perform SEO activities conveniently.

## Site Optimization

You won't be able to attract visitors without integrating high-quality UI and UX designs into your website.

Even if people visit your site somehow, they'll not proceed to make a purchase from your website if it's not well-optimized in terms of design and load speed.

That's why it's important to build a website that comes with a visually pleasing layout and is responsive to all devices. Nowadays, every ecommerce website platform is mobile responsive.

## Email Marketing & Referral Traffic

Email marketing, subscription emails, newsletters, etc are a few effective ways to reach out to visitors. Focus on generating valuable leads to make the best use of your email marketing activities.

The right kind of email may convert a lead to a customer. Besides, you can get traffic from your existing customers by incentivizing them to refer a friend.

Referrals are very effective as people tend to believe their acquaintances more than they believe various marketing materials.

## Viral Content

You never know which content will go viral. Sometimes, you can play gamble with luck and opt for viral content marketing.

Usually, viral content deals with people's ethical appeal, emotions, relatedness, and entertainment.

If you can hit your visitors in the right area you may end up having 1M views within a few days. Don't forget to add attractive visuals to your content to increase its chances to go viral.

## Google My Business Listing

Enlist your business details in Google My Business and other online directories. This will help you manage your online presence especially across Google Maps and other search engines. It also tells of the authenticity of your business. You will get more traffic as most people click on the websites given on online directories and Google listings.

## **LinkedIn, Quora & Medium**

LinkedIn has been transformed into a publishing platform from just a professional networking site.

You can post about your business on LinkedIn. Medium is a hub for bloggers all over the world. You can even join their partnership program by publishing high-quality articles.

Quora is a Q&A platform open for everyone. If you use these platforms to the fullest of their potential, your web traffic will surely get a significant boost.

## **Landing Pages**

A landing page is specifically designed to drive traffic to a website. Landing pages are mainly used in digital marketing campaigns as a part of lead generation. Landing pages are usually free from distraction and consist of a form with a clear call to action. This persuades visitors to proceed further, submit the form, and turn into leads.

## **Influencer Marketing**

You can cash in on people's fame to drive more traffic to your website. Influencer marketing works best for social media sites, specifically Instagram.

Make no mistake to choose the right influencer who is related to your niche and can bring you positive results.

A successful influencer marketing campaign can provide you with a big number of visitors deriving from the fans and followers of the influencer.

## **Competitors' Traffic Analysis**

Check on the strategies of your competitors to come up with better plans. You need to outperform your competitors to rank on the first page of search results. Find out what they're doing right and wrong.

Take their success and failure as a case study and work upon that. Try to figure out their sources of traffic and reach out to these sources to acquire more traffic for your website.

## Data Analytics

You will never understand whether your strategies are succeeding or not without analyzing the end results. Keep a timely track of the analytics data and measure your success.

Analytics data can help you find out visitors' demographics and identify the most popular posts and pages that generate the lion's share of traffic.

These metrics will help you realize user behavior and take necessary action to influence visitors to act in your favor.

After analyzing your website traffic, you should implement content and design strategies to get more visitors.

Now that you know the best ways to get traffic to a new website, it's your turn to employ these strategies to your advantage. Remember, more visitors does not mean more customers. You need to do a lot more to increase conversions. Only paying customers will benefit you, so emphasize the need of converting visitors into customers.

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



**ROYEX TECHNOLOGIES LEADING  
E-COMMERCE WEBSITE  
DESIGNING AND DEVELOPMENT  
COMPANY IN DUBAI**

# MOBILE APPS

Mobile app development, guides, cost breakdowns



On-demand delivery apps are trending now in Dubai. It can be used to order anything you want and it gets delivered to your location.

This is the next best thing to deliver anything because, with just a few taps, your order will be delivered to you within minutes.

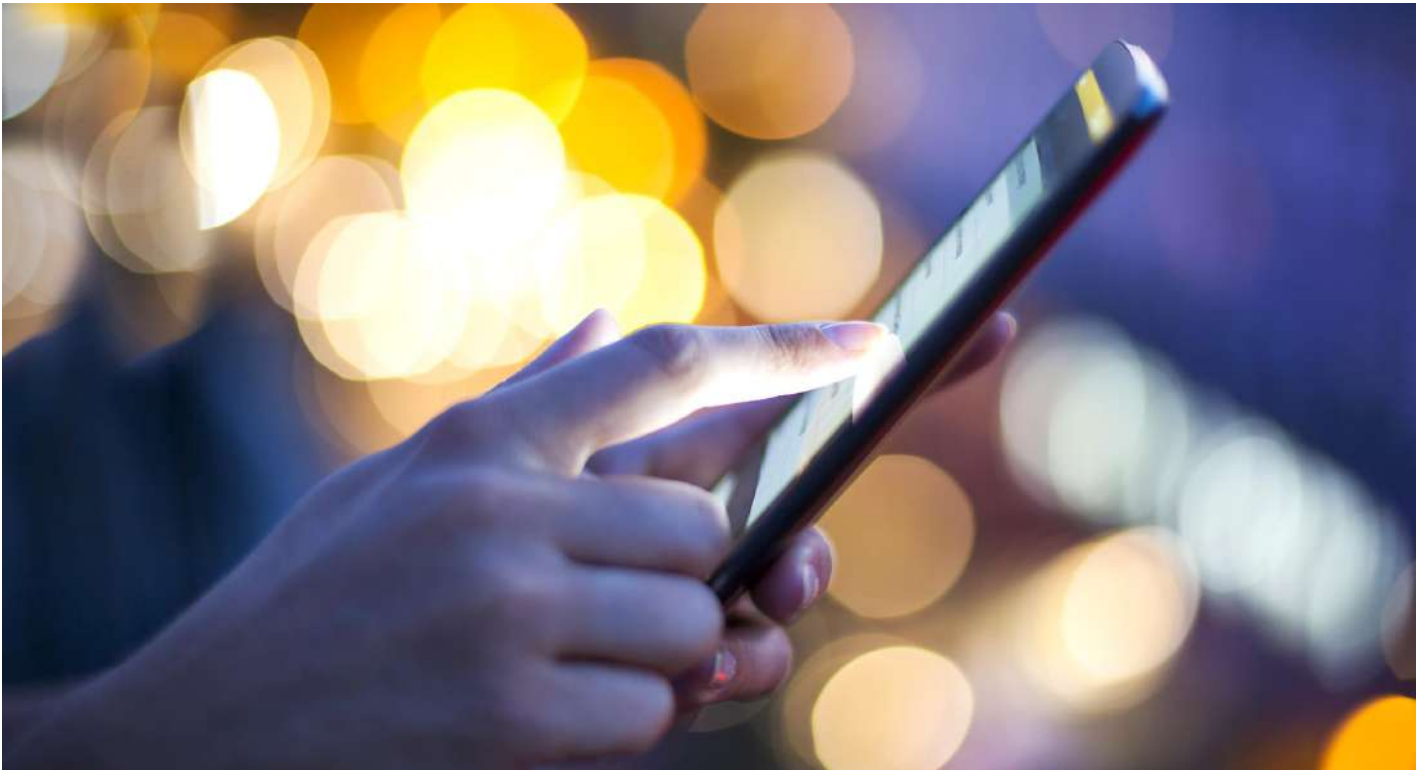
The recent Covid-19 outbreak has changed the demand for food, grocery & pharmacy services. Now, people prefer online shopping other than physical movement.

Glovo is a kind of delivery app that allows customers to get anything necessary in the city like- food, groceries, pharmacies, courier & a lot more.

The first article will share some insights of Glovo app & also will know how to develop an app like Glovo

In the next article, we state the importance of mobile-first design. Today, 2 billion individuals solely use their smartphones to access the internet. That percentage is anticipated to rise to 72.5 percent by 2025. Hence, mobile-first design is something we have to lay our focus on.

In the final article, we discuss how you can develop a cloud kitchen platform like Kitopi. Cloud kitchen platforms are on-demand in Dubai as they are low-cost to start, optimized with a fast delivery experience, low overhead, highly customer demanding & easy to access with user data.



## 32 HOW TO DEVELOP AN ON-DEMAND APP LIKE GLOVO

Glovo is a delivery app that allows customers to get anything necessary in the city. In this article, we will know some insights of Glovo app & also will know how to develop an app like Glovo

## 42 HOW TO DEVELOP A CLOUD KITCHEN PLATFORM LIKE KITUPI

A cloud kitchen is a kind of virtual kitchen space that has no dine-in but facilitates a menu for delivery & takeout. we will discuss Dubai-based leading & fast-growing cloud kitchen Kitopi & how you can develop a platform in Dubai like it.

## 36 IMPORTANCE OF MOBILE-FIRST DESIGN

A major component of effective product design is a mobile-first design. Designers may focus on the essential functionalities of their product by designing for the smaller displays first and then working their way up.

## HOW TO DEVELOP AN ON-DEMAND APP LIKE GLOVO



On-demand delivery apps are trending now in Dubai. It can be used to order anything you want and it gets delivered to your location. This is the next best thing to deliver anything because, with just a few taps, your order will be delivered to you within minutes.

The recent Covid-19 outbreak has changed the demand for food, grocery & pharmacy services.

Now, people prefer online shopping other than physical movement. The benefits of using a delivery app are numerous for users and businesses in this pandemic situation.

For users, it provides a convenient way to purchase products without leaving home or going anywhere at all. For business owners, it's a simple way of reaching new customers who may not have been aware of their product or service.

Glovo is a kind of delivery app that allows customers to get anything necessary in the city like- food, groceries, pharmacies, courier & a lot more!

It's like a magic wand as it allows customers to order anything of their choice.

In this article, we will know some insights of Glovo app & also will know how to develop an app like Glovo

“  
**The recent Covid-19 outbreak has changed the demand for food, grocery & pharmacy services**  
”



## Glovo App & Its Features

Glovo - a Spanish on-demand delivery app was founded in 2015 by Oscar Pierre and Sacha Michaud with the tagline Order Anything!

This application transformed the way for the customer to get their daily needs in an hour to their doorsteps.

Glovo says its vision- To give everyone easy access to anything in their city. Following the motto, Glovo has expanded business in 23+ countries with 1.1K+ cities.

Glovo is one of the leading delivery apps in mainland Europe with 255M delivered orders. Right now Glovo has raised \$1.2B funding from 33 investors.

Glovo provides a wide range of excellent features like:

- Users can order anything from their nearby shops & restaurants within an hour
- You can discover nearby shops & restaurants in your city as - groceries, wine shops, flower shops, pharmacies & a lot more
- Customers will get real-time updates about their ordered item & also get notifications about any promo, deals, or updates.
- Glovo includes geolocation that enables customers to track their delivery & the glover(Couriers) with optimized speed & distance limit.
- One of the useful features of Glovo is, user can create their favorite list of items or products

If you are looking for an on-demand delivery app- contact us!

## Features Required To Develop A Delivery App Like Glovo

To develop a delivery app like Glovo you need to focus on 3 portals or panels. These are: client panel, partner/restaurant panel & deliver panel.

These are the main 3 pillars for the delivery app development. The customer panel is an integral part of this development process as they provide demand for the food or products required.

Then the corresponding restaurants or partners are responsible for processing the demand to the specific client who orders the product.

Lastly, the delivery panel will provide the service as soon as possible. Take a look at the other parts of these panels.

## Client/Customer Panel

- Need easy-to-navigate user registration interface for account creation & signup process
- Customers have to set the location where delivery agents are supposed to deliver the service.
- The search option to find out the suitable restaurants or shops in the city
- Bookmark option to save customer's favorite restaurants or shop
- Add to cart option for listing before purchase
- Multiple payments options to choose from
- Order tracking to see the progress of the delivery
- Chat option for the customer to connect with the owner of a restaurant or the delivery agent
- Order history to check the previous orders & transactions.
- Review options

## Partner/Restaurant Panel

- Partner's signup process to create an account on the app to enlist the products & food menus.
- Owners can launch different kinds of promos & offers for the customers
- There should be an option to edit/alter any food menu or grocery product if it is not available at the moment
- As the customer panel, partners can track the order status at any time
- There should be an easy communication method with the store owner, delivery agent & customer
- Owners can update the entire menu list, pictures & descriptions whenever it will be needed.

## Delivery Panel

- Like the other two panels, there will be a signup option for delivery agents.
- Order management option for the agents to accept or reject the orders according to the product availability.
- Account history to check the number of delivered items & total collected amount
- In-app calling option to communicate with the customers

These are the essential parts of an app development process. Other aspects you should keep in mind that- doing market research for the targeted consumers, build-up a business & revenue model, app prototyping, easy-to-use interface design, development process & app testing.

## **Cost to develop On-Demand Delivery App like Glovo**

To build an on-demand app like Glovo that includes both a website and a mobile app will cost you AED 50k to AED 70k. Depending on your feature requirements it may vary sometimes.

Royex Technologies- the leading website & **mobile application development company in Dubai** can help you to structure a variety of websites & mobile apps at the most affordable price. If you have detailed requirements on your apps, will give you the exact idea about the app's cost. You can contact us for more information to make any iOS and Android mobile applications.

We live in a world where people are always on the go, and technology has been making our lives easier. On-demand delivery apps have been one of those essential tools that have been developed to help us get things when we need them, without having to leave our homes.

## IMPORTANCE OF MOBILE-FIRST DESIGN



A major component of effective product design is a mobile-first design. Designers may focus on the essential functionalities of their product by designing for the smaller displays first and then working their way up.

For example, you may determine the most critical UX components of your product by focusing on the core of your product and removing the rest. Then, when you start designing for larger displays, you may add more components to compliment the product or service's primary functionalities.

Today, 2 billion individuals solely use their smartphones to access the internet. That percentage is anticipated to rise to 72.5 percent by 2025. This indicates that designing for mobile is crucial for users to have a satisfying experience.

This is evident in Dubai where there are many Mobile app development agency in Dubai and we are at the forefront of it. Let's understand why a mobile-first approach is so important.

### What is mobile-first design?

Mobile-first design attempts to improve user experiences by first starting the design process with mobile devices in mind, with the smaller screens frequently being prioritized.

“ Mobile-first design attempts to improve user experiences by first starting the design process with mobile devices in mind ”

UX designers must prioritize the most critical parts of their product due to the limited screen size on a small mobile screen.

Designers may now provide the right user experience to the right device using this approach.

Designing for different devices gets easier once the mobile design challenge is understood.

The simplest designs will just contain the most necessary elements, so you'll have developed the core of your UX straight immediately.

Starting with smaller displays imposes constraints such as bandwidth, screen resolution, and restricted or no multitasking features, requiring designers to concentrate on building a lean product with important functions emphasized.

However, designers may take advantage of the platform's unique characteristics when expanding to a tablet or PC.

You may expand the functionality with more pieces and functions on bigger devices as screen size becomes available.

The antithesis of gentle degradation is progressive progression, which starts with a bigger screen and works backward to the smallest.

In this thinking style, a designer integrates all of a product's complexity from the beginning and then takes them away later for smaller devices.

The problem with this technique is that when you start with an all-encompassing design, the main and supplemental parts blend and become more difficult to differentiate and separate when the experience is scaled down from desktop to mobile.

This makes mobile design an "afterthought," which has been shown to repeatedly degrade the mobile user experience.



## Did You Know?

- In 2021 alone, around 196 billion mobile apps would be downloaded on the Google Play Store, with 42 billion more on the Apple App Store.
- Despite the global pandemic, the mcommerce market value is predicted to reach \$3,901 billion by 2026.
- 79% of smartphone users have made online purchases in the last six months using their mobile devices.

## So, why mobile-first?

As previously stated, mobile internet usage has surpassed desktop usage. In 2025, 72.5 percent of individuals will only use their phones to access the internet, demonstrating the significance of having a great mobile user experience.

Customers are also more inclined to shop and return to businesses with mobile-friendly websites.

Another advantage of focusing on mobile-first design is that Google favors mobile-friendly websites in its algorithm.

So while organic traffic from search engines is important for most businesses' success, paying attention to Google's algorithm's preferences is in your product's discoverability best interest.

In addition, starting in 2012, smartphone sales overtook personal computer sales. Smartphones are being purchased faster than desktop computers, and consumers are spending more time on the internet from their mobile devices, driving up demand for simplified mobile user experiences.

Finally, corporations now spend more money on smartphone advertising than television, which is another argument for mobile-first design.

Companies are expected to market items via smartphones rather than television advertisements, found in a 2019 projection.

The most popular approach to contact customers is through social media sponsored advertisements featuring engaging visuals.

## Role of content in a mobile-first approach

It's important to remember that content is king when designing for mobile-first. Using a content-first approach, designers should provide their consumers with only the information they require. Anything else might obstruct and detract from the mobile experience.

Mobile-first design includes limitations such as screen size and bandwidth, leading to poor prioritization by designers.

These strict constraints drive designers to eliminate any unnecessary components to concentrate on the fundamentals.

However, just because an element isn't required doesn't mean it isn't useful; it indicates that it isn't required for mobile design.

Many components are typically eliminated from mobile designs yet remain in the desktop version.

This is because the material is contextually dependent. In addition, a mobile user's requirements are generally different from those of a desktop user.

Mobile sites, for example, are more likely to feature collapsible menus and widgets, whereas desktop sites have more whitespace and better quality visual components, such as higher-resolution images.

In addition, on desktop websites, full-size imagery, such as advertising and promotional material, is used.

Still, on mobile devices, full-size imagery is stripped, or in some cases, totally deleted.

Additionally, on a desktop, a user may be searching for more in-depth information or extra functionality that would be inappropriate in a mobile-first design.

Extensive and granular spreadsheets, for example, are generally accessed through desktops, whereas mobile designs tend to be less detailed in their database presentation.

## Principles of mobile-first design

The development cost of Doctor consulting mobile applications like OKADOC differs from **AED 45000 to AED 60000** on average. This is an estimated cost. The development cost of mobile apps differs depending on a few factors.

The cost of developing a doctor appointment application may vary depending on the number of platforms it supports (iOS, Android, web), feature complexity, design requirements of the client, the required tech stack, the size of the mobile app development team, and their rate.

## Why Royex Technologies?

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed hundreds of projects for our clients and become a **leading mobile app development company in Dubai**.

Our clients and portfolio speak of the quality and commitment of our company. You can check our website for more details. Email us at [info@royex.net](mailto:info@royex.net) or call on +971566027916 with your requirements.

Many components are typically eliminated from mobile designs yet remain in the desktop version.

This is because the material is contextually dependent. In addition, a mobile user's requirements are generally different from those of a desktop user.

Mobile sites, for example, are more likely to feature collapsible menus and widgets, whereas desktop sites have more whitespace and better quality visual components, such as higher-resolution images.

In addition, on desktop websites, full-size imagery, such as advertising and promotional material, is used.

Still, on mobile devices, full-size imagery is stripped, or in some cases, totally deleted.

Additionally, on a desktop, a user may be searching for more in-depth information or extra functionality that would be inappropriate in a mobile-first design.

Extensive and granular spreadsheets, for example, are generally accessed through desktops, whereas mobile designs tend to be less detailed in their database presentation.

## **Principles of mobile-first design**

It's critical to remember the following design concepts while developing for mobile-first:

### **Users are at the core of the design**

Your design must assist users in swiftly and efficiently solving an issue or completing a job. Keep in mind that your design must be comfortable for them while you create your user flows. As you identify a user's pain issues, consider the probable interactions between them and your app.

### **Visual content hierarchy**

Your material should be brief and to the point. It's critical to focus on giving the consumer exactly what they want while avoiding unnecessary fluff. The visual hierarchy of your content should explain the order of significance to the viewer and clarify which components are most significant and secondary.

### **Maintain simplicity**

A basic mobile design is an excellent approach to increasing information clarity while also focusing on the most important material. As a result, only include items on your mobile site that you require to prevent distracting visitors.



## Clear, bold, and consistent CTAs

Having a clear, bold, and consistent CTA makes it easier for users to find them. Failure to do so may result in the loss of important leads and a reduction in conversions. As a result, make sure your CTAs are eye-catching and difficult to overlook.

## Site loading speed

When consumers have a bad experience with a website, 79% of shoppers are less inclined to buy from that website again.

As a result, the performance of your mobile site, especially the splash screen, is critical. It should not take more than three seconds to load, as people will abandon the site if it takes longer fully.

This is why removing all superfluous components from mobile-first elements works to your advantage.

Compressing your pictures to reduce file size while preserving quality is one way to enhance load speed.

The use of "lazy loading" aids in loading website items in a sequential manner rather than all at once. Finally, make the transition to the encrypted HTTPS protocol, which is quicker, more secure, and can help with SEO.

## Why Royex Technologies?

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed hundreds of projects for our clients and become a **leading mobile app development company in Dubai**.

Our clients and portfolio speak of the quality and commitment of our company. You can check our website for more details. Email us at [info@royex.net](mailto:info@royex.net) or call on +971566027916 with your requirements.

## HOW TO DEVELOP A CLOUD KITCHEN PLATFORM LIKE KITOPI



Cloud kitchen is the new food processing & delivery technology to keep up with the increase in population and modernize its food processing industry.

A cloud kitchen is a kind of virtual kitchen space that has no dine-in but facilitates a menu for delivery & takeout.

Cloud kitchen platforms are on-demand in Dubai as they are low-cost to start, optimized with a fast delivery experience, low overhead, highly customer demanding & easy to access with user data.

During the Covid-19 outbreak, almost all dine-in restaurants lost their demand for food business.

Also, online food delivery orders have increased globally.

In this article, we will discuss Dubai-based leading & fast-growing cloud kitchen Kitopi & how you can develop a platform in Dubai like it.

“

Cloud kitchen platforms are in demand in Dubai as they are low-cost to start, optimized with a fast delivery experience, low overhead, highly customer demanding & easy to access with user data

”

## What is Kitopi & how does it work?

Kitopi is the world-leading cloud kitchen company operating in the UAE, KSA, Poland, Bahrain & Kuwait with over 3000+ employees(Kitopians).

The company is now valued at more than \$1billion. They connect with restaurants that need to deliver their services online.

Kitopi has grown to become one of the most influential players in the food industry, catering to all kinds of chef needs.

Founded in January 2018- Kitopi's aim is to satisfy the world's appetite with exceptional food on user's terms.

Kitopi allows restaurants to operate in different locations requiring minimum time & capital with infrastructure & software in less than 14 days.

Apart from this, they enable a smooth customer experience while providing

- Receiving orders
- Processing ingredients & Cooking
- Delivery
- Customer review management

"It's like franchising," says the co-founder Saman Darkan of Kitopi. According to Darkan, the process starts with-

- Brands or restaurants have to pay an onboarding fee to join the platform. Kitopi keeps a part of it as revenue & also gives them a 10% royalty fee in return on all sales
- After joining, brands provide their menu & train Kitopi's employees how to cook with recipes. Basically, they cook food on behalf of the brands with trained staff.
- Lastly, Kitopi does the end-to-end operation for the customer. Kitopi has a hub kitchen in each city where they operate & most of the food-making preparation is done here. The finishing touches are given at a smaller kitchen located close to the residential area.

They also build their in-house technology called Smart Kitchen Operating System(SKOS). It is developed with collections of applications that provide an optimized solution in all aspects of cloud kitchen to maximize efficiency & customer satisfaction.

Right now, they are empowering 200+ brands in over 5+ countries with 60+ kitchens. They are featured in CNN, Forbes, BBC, CNBC & Bloomberg.

## Features Required To Develop A Cloud Kitchen Like Kitopi

You need to consider the following physical & technical things to open a cloud kitchen.

### Physical Location

The difference between traditional and cloud kitchen is the size of the property. Cloud kitchens don't need a king-size property in any prime location. It can be any residential area, unused parking lots, or market backsides, most probably 250-300 sq feet place.

### License

You need a valid legal paper to start your cloud business. It will help you to get rid of any legal hassles. As it is a virtual kind of thing, your customer can access your workplace to see the preparation of food, safety & hygiene. So, it's safe to have legal documents.

### Skilled Manpower

In a cloud kitchen, you don't require the quantity of staff rather than choose the quality of 4-5 people who are qualified with their own departments in cloud kitchen. If you have a multi-brand kitchen then the brand's chef or staff can do a better job.

### Choose your online food aggregators or delivery person

As the demand for food delivery services is rising high, you need to choose the best from those. As they already have targeted customers, you have to list your platform to choose the best online food aggregators.

### Integrated System to receive online orders

To run a cloud kitchen the very first technical requirement is to develop a system that will help to take orders from your online aggregators.

This is needed as your platform will be enlisted in a variety of food delivery platforms. Also, an integrated system will help you to track your daily orders through each platform.

This will enable you to choose the best delivery platform for your targeted customer.

### Website & Mobile App For Online Ordering

You can't rely on only food delivery services. You should develop your own website or mobile application to emphasize receiving orders. We offer the best website design and development services in Dubai.

Besides that, online delivery services claim extra free for order delivery. To avoid this hassle you need to have in-house SEO-optimized software for online orders.

## **Integrated Call Center Panel**

An integrated call center will help to take online orders over the phone. A POS call center panel enables you to show- customer & order details & it will help you collect a history of the user so that you don't have to ask for the same details again & again.

## **In-House Food Delivery System**

As we have discussed in the previous point about having your own website & mobile application.

So you also need an in-built food delivery system as well if you want to boost your sales for a better user experience. This will make your order delivery easier than hiring a third-party delivery service as it is related to cost.

## **Inventory Management Software For Cloud Kitchen**

For any business having an inventory management application is a necessity. As you know, Kitopi collects all the raw material first.

Keeping an inventory management system helps to keep track of food costs & reduce material wastages.

## **Cost to develop a cloud kitchen platform like Kitopi**

To build a cloud kitchen platform like Kitopi that includes both a website and a mobile app will cost you AED 60k to AED 80k. Depending on your feature requirements it may vary sometimes. We have come up with these tips to start your cloud kitchen platform. No doubt, cloud kitchen service in Dubai is the biggest food technology revolution. So, it is better for both business owners & restaurants brand to work together on this innovative idea to develop the restaurant business model.

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.



## 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

Office #3203, 32nd Floor, Citadel Tower, Marasi Dr, Business Bay, Dubai - UAE

### QA

Level 14, Commercial Bank Plaza, West Bay, Doha, Qatar

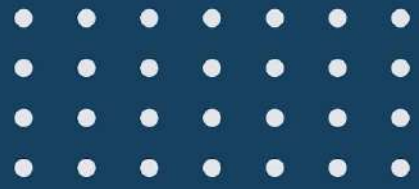
### IND

110/8 B.T Road Kolkata - 700108, West Bengal, India

### BD

House No: 51, Road No: 09, Mohakhali DOHS, Dhaka, Bangladesh.

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



**ROYEX TECHNOLOGIES  
LEADING  
MOBILE APPS  
DEVELOPMENT  
COMPANY  
IN DUBAI**



[www.royex.ae](http://www.royex.ae)

**royex**  
Technologies

**royex**  
*Technologies*

CLICK HERE TO  
**DOWNLOAD OUR COMPANY BROCHURE**

**ADDRESS**

Office #3203, 32nd Floor,  
Citadel Tower, Marasi Dr,  
Business Bay, Dubai - UAE

**TEL/ MOB**

+971 523205127

**E-MAIL**

[info@royex.net](mailto:info@royex.net)