

MOBILE APPS & E-COMMERCE

Things to Consider
**Before
Developing
a MOBILE
APP**

The Best Cross-Platform
App DEVELOPMENT
Frameworks

How To Make A
**Doctor Booking
App**
Like **Okadoc**



Role of
**White Space in
UI Design**

UX Design Practices To
Follow For A
**Great
Website**

How To Choose The
**Best
Payment
Solution**
For Your
E-COMMERCE SITE

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The digital world is expanding at a breakneck pace, and the usage and dependency on mobile apps have gone up significantly.

We've seen a significant movement in user behavior from desktop/laptops to mobiles and smartphones.

As a result, the demand for high-quality apps is steadily increasing. Many untrained app developers have jumped into the business to cash in on the expanding demand.

Apps that allow developers to create anything and generate fast money should not be underestimated by developers.

In this edition of the magazine, our feature article discusses 6 things to consider when developing a mobile app..

In the ecommerce section, we explore the role of white space in UI design and the best UX design practices to follow for a great website.

In the mobile app section, we also cover cross app development frameworks, how to create an app like Okadoc, and how AI improves the functionality of taxi booking 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



Visual and graphic design has progressed significantly in recent years and is now referred to as UI design.

Because data exchange, communication, commerce, and entertainment are all happening online these days, and everyone wants to keep all users by providing the greatest experience possible, user interface design has become a hugely important area.

Whitespace is an important aspect of visual or UI design that has stayed consistent over the years. Negative space, often known as white space, is an unmarked area in a visual design. Whitespace may be found between the lines of texts, layouts, UI components, paragraphs, and more.

In the first article, we will share the role of white space in UX design and how it can improve UI design efficiency.

The second article sheds light on the best payment solution for an ecommerce website.

In the final article, we explain the UX design practices to ensure a great website. It is not up to you to determine whether or not your company's website is good. You can't make your visitors have a pleasant experience on your website. In the same way that art is subjective, so are websites. Everyone's definition of a great website is going to be a bit different.



07 ROLE OF WHITE SPACE IN UI DESIGN

Whitespace is an important aspect of visual or UI design that has stayed consistent over the years. This article provides a basic explanation of white space and how it may have a significant influence on UI design efficiency.

20 UX DESIGN PRACTICES TO FOLLOW FOR A GREAT WEBSITE

First and foremost, you must comprehend what "user experience" means in connection to your company's website, and why it is more important this year than ever before.

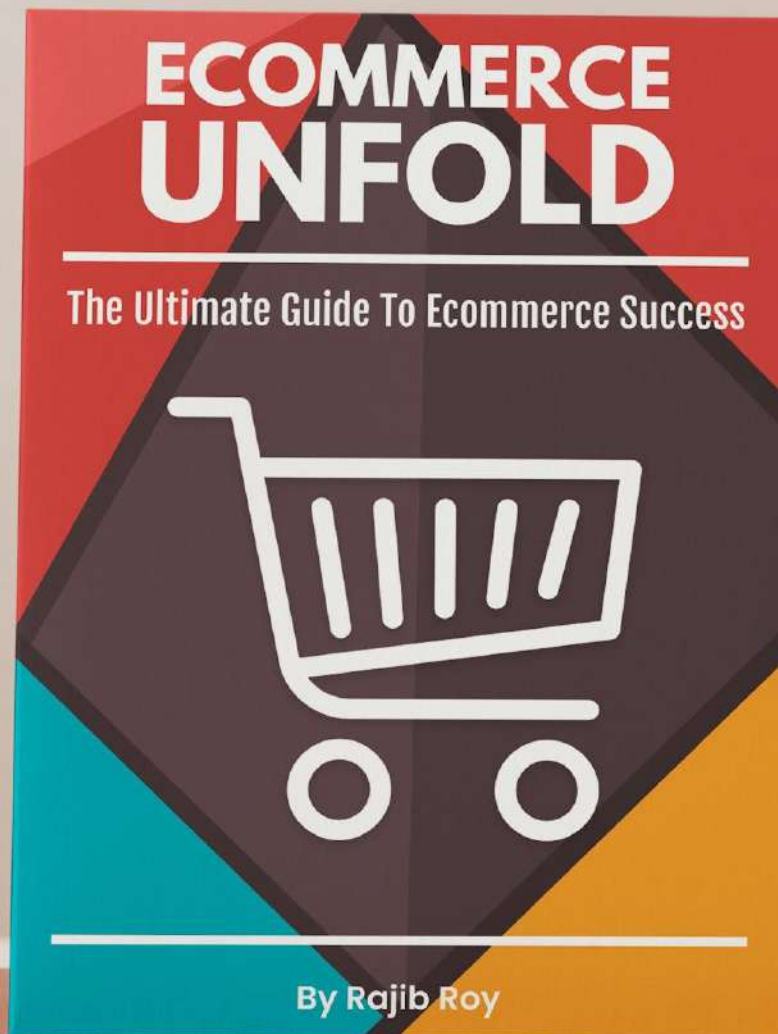
12 HOW TO CHOOSE THE BEST PAYMENT SOLUTION FOR YOUR E-COMMERCE SITE

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

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-Rajib Roy

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ROLE OF WHITE SPACE IN UI DESIGN



Visual and graphic design has progressed significantly in recent years and is now referred to as UI design.

Because data exchange, communication, commerce, and entertainment are all happening online these days, and everyone wants to keep all users by providing the greatest experience possible, user interface design has become a hugely important area.

Whitespace is an important aspect of visual or UI design that has stayed consistent over the years.

This article provides a basic explanation of white space and how it may have a significant influence on UI design efficiency. Continue reading to find out more!

What is the concept of white space?

Negative space, often known as white space, is an unmarked area in a visual design. Whitespace may be found between the lines of texts, layouts, UI components, paragraphs, and more.

“ Whitespace is an important aspect of visual or UI design that has stayed consistent over the years ”

Whitespace, according to its name, does not exclusively refer to the color white.

As it relates to the design's backdrop, it can be any texture, shade, background picture, or pattern.

Importance of white space in UI Design

Because white space is such an important part of UI design, when handled effectively and properly, it may transform the look of your website and provide a number of benefits.

As a designer, you must build and produce layouts that are both fluid and engaging to the reader.

While aesthetics are one of the benefits; others are around practical effects on the web page's efficiency.

The primary distinction between an excellent and an average product may be noticed in its design.

When creating a product, a designer should not just consider the demands of their customers, but also the needs of the ordinary user.

Whitespace improves both the UI and the UX of a website.

Let's take a look at why white space is so important in UI design.

Provides visual cues

What occurs if you separate a design component with whitespace?



Did You Know?

- 88% of online shoppers say they wouldn't return to a website after having a bad user experience
- 70% of online businesses that fail do so because of bad usability
- Only 55% of companies currently conduct any UX testing
- 53% of mobile site visitors leave a page that takes longer than three seconds to load

Our brains used to place a lot of emphasis on design elements surrounded by whitespace.

After all, the white space provides visual cues as to where you should be looking and enough buffer space surrounding a component for your brain to digest it quickly.

As a result, important design elements such as logos are sometimes surrounded by whitespace to make them more apparent and highlighted.

Space may help keep trademarks apart from other components, allowing readers to focus on your identity rather than other images.

Increases Legibility

The use of whitespace in a design makes it easy to skim the material and improves readability greatly.

According to studies, the usage of whitespace within lines of paragraphs, as well as the right and left margins, can increase understanding by up to 20%. Micro Whitespaces are the little spaces that appear between paragraphs, rows, or menu items.

Provides flow of direction

Whitespace design may assist you in guiding the gaze of your consumers. The first point may be a logo, the second might be a navigation bar, the third could be a hero picture, the fourth could be a text paragraph, and so on.

You must select where the macro whitespace will be when arranging this material, i.e., where you will place every group of items or piece of information on the screen.

Every component or collection of components is surrounded by macro whitespace.

This gap, on the other hand, is used to separate various components within a group or to separate words, sections, and paragraphs in a text.

Increases user interaction

According to surveys, the average attention span of an internet user is 6 seconds. By emphasizing the CTA, efficient use of whitespace aids the UI design in getting the message over to consumers quickly and maximizing interaction possibilities.

As a result, designers must establish communication channels between consumers and the design, and whitespace may be quite useful in this regard.

Dictates the appearance of the website

When utilized to create a certain look or atmosphere, whitespace may become a key design feature.

We associate a lot of whitespace with refinement and elegance, therefore applying it effectively might be a way to incorporate these connections into your design.

The use of several visual elements reduces the overall cost of the design. Rather, strive to improve the design by using additional visuals.

Allow the whitespace to do its job so you can focus on improving the appearance of your visual pieces.

Provides a great first impression

When users perceive whitespace in a user interface design, it allows their imaginations to run wild, resulting in a stronger emotional response.

Human minds have an innate need to evaluate things, which creates a connection between what you see and how you can comprehend it.

It doesn't really matter what our brains write on the spaces; what matters is that we think about it.

You are directly engaging in the design if you are participating. Making a strong first impression is easier when you invest in a design yourself.

Creates a visual hierarchy

Whitespace allows you to emphasize the visual hierarchy of your page's components. Consider raising or decreasing margin and padding to give greater emphasis on key elements. Ensure that vital components, like as CTAs, are placed in areas where they stand out.

Emphasizes the core elements of the website

A good designer must be able to direct his consumers' attention to the content and differentiate the message.

Designers must minimize unneeded clutter to achieve the product's aim, as simple as it may be to overdesign.

Clarity isn't about a dull design; rather, it's about a powerful design that speaks for itself rather than grabbing the audience's attention.

In website design, whitespace is essential. The insufficiency of content is just as important as the existence of material on your site.

Whitespace is more than just a blank canvas; it's a powerful creative tool.

Whitespace not only creates balance, and harmony, and aids in brand design, but it can also be used to guide a reader from one piece to the next.

The main goal is to make the website seem clearer and easier to navigate, as well as to provide information that visitors will appreciate and like.

Whitespace isn't simply a blank space; it's a design feature that makes it possible for the things on a page to exist.

This area brings everything together and reminds us that design is about aesthetics.

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.

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



Online payment gateway is the ultimate 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.

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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.

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.

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 Gateway

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
- 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.

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-

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

Innovative Payments

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

Innovative payments provide-

- 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.

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.

UX DESIGN PRACTICES TO FOLLOW FOR A GREAT WEBSITE



It is not up to you to determine whether or not your company's website is good. You can't make your visitors have a pleasant experience on your website.

In the same way that art is subjective, so are websites. Everyone's definition of a great website is going to be a bit different.

The good news is that many website features are universally fantastic, regardless of audience, branding, or style. It's all about the user experience.

First and foremost, you must comprehend what "user experience" means in connection to your company's website, and why it is more important this year than ever before.

Then we'll go through the important principles of UX design that will assist you in designing a fantastic website.

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Basics of User Experience(UX)

To create an amazing website, you don't need to qualify to be a user experience (UX) designer.

However, if you don't grasp the fundamentals of user experience, you won't be able to make the optimal design and content selections for your website.

The goal of user experience design, often known as "interaction design," is to create a website that is easy to use.

UX design is like the plan of a home. A blueprint specifies everything from the layout of rooms, window layout, and door opening directions to the positioning of appliances.

It ensures that the house is habitable and that there is enough space for all of your belongings.

The same thing is done with UX design, but for your website! All kinds of audiences are considered when targeting a great UX design.

The placement and layout of menus, CTA buttons, highlighted or related content recommendations, and the arrangement of content on a page all contribute to this.

The final product is a dynamic prototype of your site, which allows you to evaluate its usability before adding color and content.

A good UX design main purpose is to give the correct information at the right time, keeping a visitor advancing through the site toward their intended goal.

Importance of UX Design

There are a couple of reasons why UX design is crucial for your website's performance and the results that you are looking for:

UX facilitates sales funnel movement

There are several methods for someone to find their way to your website. The way a customer discovers you reveals a lot about where they are in the buying process.

All of these possibilities and more are taken into account by UX design, which guarantees that no matter where a user lands, there is a clear message, navigation, and content to guide them to the next step.

This might be from top-of-funnel to middle-of-funnel, such as reading a blog article and then being directed to your case studies.

It might also be from the center to the bottom, such as what messaging and functionality aids a user in entering and completing the checkout process.

UX impacts leads and sales

The following are UX factors that have a direct influence on leads and sales:

- Size, position, options, and copy for menus
- Context, location, and wording for CTA buttons
- Cart – number of buy stages, copy, and error messages
- Forms – where to put them, how many fields they have, and how to copy it and around them
- Credibility and trustworthiness content – prominence and location
- Location and form issues for gated content
- Data security, communications, and reliability are all apparent characteristics of reliability.
- Mobile-friendliness – doing chores on any device is simple.

A flaw in any of these UX aspects might result in a loss of sales.

UX affects SEO rankings

Google is focused on providing great user experiences for its rankings. That is how they have such a large share of the search engine rankings.

Google and other search engines work hard to provide useful search results that are ranked using machine learning, artificial intelligence, and NLP.

What exactly is it that Google is looking at? Several of its 200+ ranking components are derived from human contact with your site.

Remember that you're aiming for great encounters that search engines will notice.

Even if a page's title and meta description may be what entices a reader to click through from the search results, it's the reader's experience after they arrive that informs Google whether or not you're a decent site that should rank higher for that search query.

Some components of a good user experience are managed at the website level, while others are influenced by page design:

- Site loads quickly
- Content that is mobile-friendly and responsive
- The site is safe to use (HTTPS)
- Free of obstructive intrusions that obstruct user flow
- Longer sessions are enticed by the compelling material presentations.
- Low bounce rate
- Designed to be easily accessible

5 UX Design Tips For a Great Website Design

Here are some UX design tips to achieve a great website design:

Make sure there are many paths through your website

Your website isn't a one-way street. There are several approaches for your clients to go from admission to conversion. We also know that B2B audiences need to visit our website numerous times before converting.

A strong user experience design would consider as many different pathways as possible and create a logical information architecture to keep visitors moving toward the ultimate goals.

Menus should be placed in logical locations

You want your website's content discovery to be simple whether you're using a laptop, a tablet, a desktop, or a phone. Menus are expected to be used, and they are expected to be found in 'regular' areas.

Avoid hamburger menus for mobile, and make sure your menus are clearly accessible and clickable.

That goes for your main menu and footer menus, as well as any search bars or filtering menus that assist visitors, discover the material they're looking for.

Create a logical user flow

You should pick all options with an emphasis on what will produce a logical user flow, just like you did with menu options. The following are some of the roadblocks that tourists face in attaining their objectives:

- There are much too many various forms of content
- Far too many disruptions (contact boxes, popups. etc)
- There are much too many menu options
- Your content will still be easily findable without overpowering the visitor if your website has a solid UX design.

Carefully craft your menu and CTA content

When we encourage a visitor to click on another page, we're essentially asking them to believe us that it'll be worth their time. That's a tall order!

Clear microcopy – the phrases that display on menus and buttons – is the greatest method to keep a customer moving across your website.

Despite the fact that these navigational tools usually just include a few words, those words have a significant influence on your conversion rate.

You may use straightforward language like "see all" or "sign up," but don't be afraid to inject some personality if your target group like it.

Just make sure what happens when they click is still apparent.

Cater to only one set of the target audience

While most organizations have two or three website audiences, creating content to attract all of them simultaneously is impossible.

A good website's content organization, navigation, and messaging are all geared toward assisting a primary audience in achieving its objectives.

This will result in more conversions and better on-page engagement signs (the ones that communicate to search engines).

That isn't to mean you should disregard the opinions of others. Secondary and tertiary audiences can be directed to pages with their own messaging and user flows using navigational tools such as CTAs and menu items.

Royex Technology is a **leading E-Commerce site development company** based in Dubai. If you plan to design/redesign your website or launch an e-commerce platform, our 24*7 technical teams will give you design and development support.

Let Royex's web development team help you develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.



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MOBILE APPS

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Mobile applications are valuable, simple to use, and easy to manage platforms that provide people and enterprises who possess them a competitive edge for personal and business objectives.

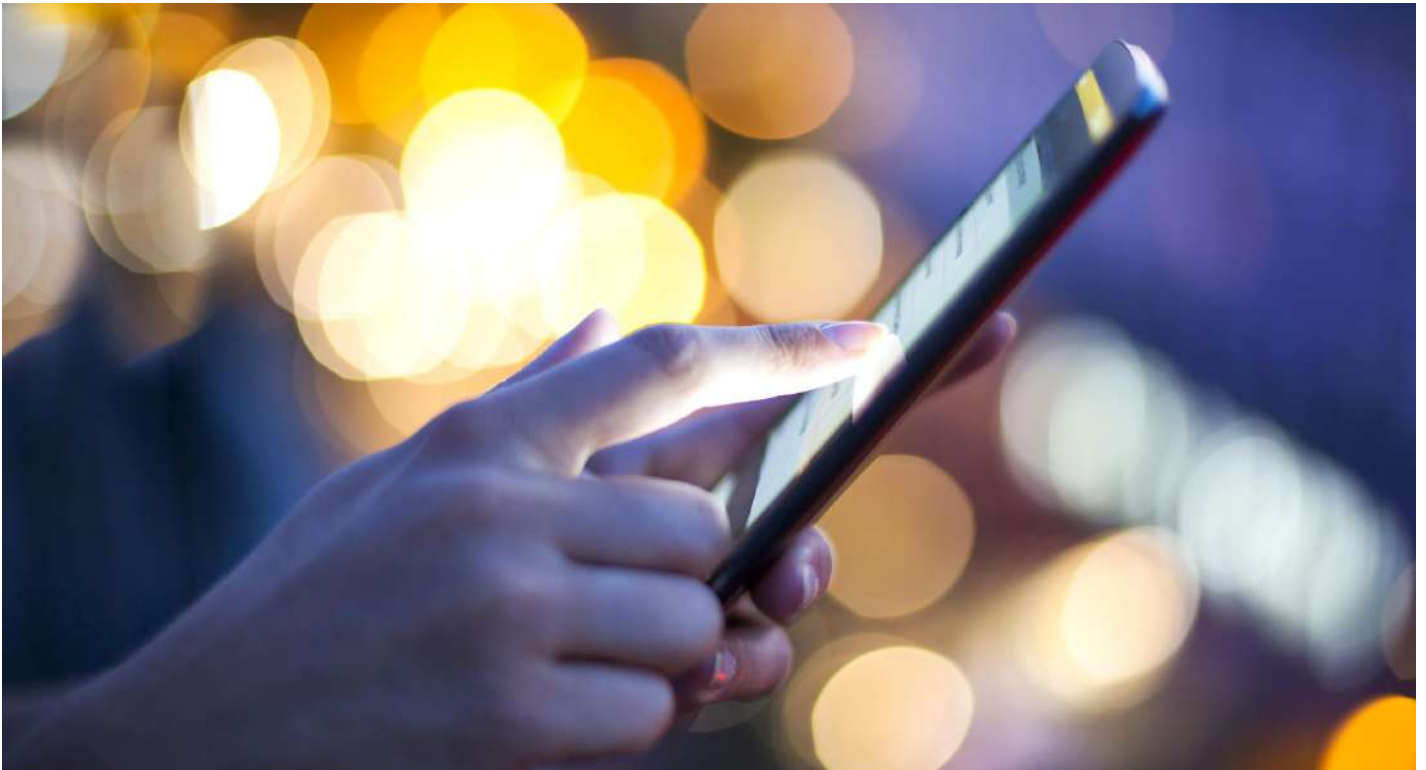
Whether you're a novice entrepreneur or a seasoned pro, there's no denying that mobile apps assist you to increase your exposure while also allowing your consumers to contact you quickly.

The first article will give a general guideline that will list the things to consider when developing a mobile app.

In the next article, we list the best cross-platform app development frameworks. Developers all across the world created customized frameworks to make the cross-platform app development process easier. Cross-platform app frameworks enable developers to build mobile apps with a singular code and run them on many devices with few adjustments.

In the third article, we talk about how to develop a doctor booking app like Okadoc.

The final article gives an insight into AI's role in improving the functionality of Taxi Booking Apps.



29 **6 THINGS TO CONSIDER BEFORE DEVELOPING A MOBILE APP**

The demand for high-quality apps is steadily increasing. Here are a few critical considerations for businesses to make before embarking on mobile app development.

38 **HOW TO MAKE A DOCTOR BOOKING APP LIKE OKADOC**

With the outbreak of the coronavirus pandemic, the demand for mHealth apps increased. This article will explain how exactly the doctor appointment mobile app like Okadoc works, the features required in such an app, and the development cost.

33 **THE BEST CROSS-PLATFORM APP DEVELOPMENT FRAMEWORKS**

There are numerous fantastic cross-platform frameworks for mobile app development. We'll look at some of the most prominent cross-platform programming frameworks in this article.

42 **HOW AI CAN IMPROVE THE FUNCTIONALITY OF TAXI BOOKING APPS**

Taxi applications are already implementing digital enhancements that have generated new ways for suppliers to gain and maintain clients. AI helps overcome these repetitive holes while understanding humans.

6 THINGS TO CONSIDER BEFORE DEVELOPING A MOBILE APP

6 Things to Consider Before DEVELOPING a MOBILE APP...



The digital world is expanding at a breakneck pace, and the usage and dependency on mobile apps have gone up significantly.

We've seen a significant movement in user behavior from desktop/laptops to mobiles and smartphones.

As a result, the demand for high-quality apps is steadily increasing. Many untrained app developers have jumped into the business to cash in on the expanding demand.

Apps that allow developers to create anything and generate fast money should not be underestimated by developers.

They should be aware that mobile applications are valuable, simple to use, and easy to manage platforms that provide people and enterprises who possess them a competitive edge for personal and business objectives.

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The digital world is expanding at a breakneck pace, and the usage and dependency on mobile apps have gone up significantly
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Whether you're a novice entrepreneur or a seasoned pro, there's no denying that mobile apps assist you to increase your exposure while also allowing your consumers to contact you quickly.

Here are a few critical considerations for businesses to make before embarking on mobile app development.

Target Audience

Your audience is in charge. If you own a great app but no one wants to use it, you've defeated the purpose of owning it.

As a result, you should be aware of your intended targeted audience. If you don't know who you're aiming for, you'll lose track of what you're doing, and your app will fail.

It is critical to comprehend your target audience's expectations and requirements, as this will determine the success of your application.

You won't be able to reach out to your clients if you are unable to meet their demands. It's critical that you first figure out what your consumers want from you before aligning your app goals with their requirements.

The platform for app development

In the process of app development, choosing the appropriate platform is critical.

Consider the UIs you'd like to make clear in your app when you choose between Android and iOS. It will have an influence on an application's flexibility.

You'll need to figure out which platform will allow you to have the most effective while also providing you with the most flexibility and security.

You can also consider a language such as Flutter which enables you to develop a unified app for both Android and iOS.

UI and UX

Is your app appealing to your target audience, and how does it make them feel when using it?

These are two extremely important criteria that will influence whether your app succeeds or fails.

If your app's UI and UX do not appeal to your users, it is doomed to fail. Nobody can stop your content from plummeting no matter how tempting it is if your UI and UX can't influence your clients.

Leading mobile application development firms devote so much time to UI and UX design for this very reason.

Security

If you're gathering sensitive information from a user, be sure you've got a strong security mechanism in place.

If your app is used to make a financial transaction, security is also essential. However, you'll need to create a privacy policy that outlines what data you'll gather and how you'll use it.

One of the most important aspects of your application's development that must be addressed early on is security.

Your users' data is a valuable asset, and you must guarantee them that it will not be misused and that a capable infrastructure will be implemented to store and safeguard it.

Marketing Strategy

It's critical to connect with your prospective clients on time in this day and age when everything is at your fingertips.

It's critical to make a lot of noise about your debut if you want to get a lot of people interested. You should be aware of the best moment to promote your application.

You should begin creating hype at least two to three weeks before the launch. However, ensure you have a solid strategy in place on how to proceed.

If needed, you can hire a digital marketing firm to generate buzz for you because they are familiar with the industry and trends.

Market and Competitor Analysis

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Royex Technologies, a **leading mobile app development company in Dubai**, has been in the business since 2013 and has competent team members who have been developing projects for hundreds of clients to date, all over the world.

We specialize in responsive web development, mobile app development, CRM integration, AI solution for website & mobile applications, and many more.

THE BEST CROSS-PLATFORM APP DEVELOPMENT FRAMEWORKS



Depending on the goals of your mobile application, you may go one of two ways: develop two or more native apps separately for each platform, or create a single cross-platform app that works on several platforms at once.

When you have a lot of potentials, little time, and a modest budget, a cross-platform app is a great option for your MVP (Minimum Viable Product).

If your company requires a basic mobile app with no complicated animations or features, another reason to create a cross-platform mobile app is if your company requires a simple mobile app with no complex animations and functions.

Developers all across the world created customized frameworks to make the cross-platform app development process easier.

Cross-platform app frameworks enable developers to build mobile apps with a singular code and run them on many devices with few adjustments.

“ Cross-platform app frameworks enable developers to build mobile apps with a singular code and run them on many devices with few adjustments ”

React Native

Probably one of the best cross-platform app development frameworks is React Native.

It works on both iOS and Android devices. Facebook Inc. built React Native in early 2015, and its community is continually enhancing it.

It's built with React and doesn't rely on WebView or HTML. Instead of HTML, JSX uses platform components, and CSS-like polyfills are used instead of CSS.

Furthermore, there is no DOM API. The finest elements of JavaScript and React.JS are combined in React Native.

Additionally, it allows developers to design some elements in Objective-C, Swift, or Java.

React Native enables the development of programs for a variety of platforms, including Android, Android TV, iOS, macOS, tvOS, Web, Windows, and Universal Windows Platform (UWP).

Because it is open-source and free, it has a vast community to support and develop it if any problems arise.

React Native is a user interface framework that allows app developers to design extremely responsive user interfaces.

NativeScript

NativeScript is an open-source cross-platform framework that uses XML, CSS, and JavaScript to construct cross-platform apps.



Did You Know?

- The mobile app development market is growing at a rate of CAGR 14% and expected to touch 100 USD Billion in 2022
- React Native is the most well-known and implemented framework for Mobile application development
- Flutter has already been used by over 2 mln of developers, and 500,000 use it monthly.

NativeScript apps may be written in any language that converts to JavaScript, such as TypeScript, and it also supports AngularJS and Vue.js. NativeScript is compatible with both iOS and Android.

Unlike some other cross-platform frameworks, Native Script does not require the installation of any plugins to access the camera, GPS, or other features.

All AndroidArsenal and Cocoapods components are supported by NativeScript. It allows native libraries to invoke native methods.

NativeScript instead of WebView employs a native platform rendering engine, resulting in a genuinely native user interface.

Platform-based APIs can be written in JavaScript, so you don't need to know Java or Objective-C to utilize them.

Flutter

Flutter is one of the newest cross-platform app frameworks, having been published in May 2017 by Google.

It's a free open-source cross-platform framework that lets you create a mobile app with just a few lines of code.

Its distinguishing characteristic is that it is written in the Dart programming language, as opposed to JavaScript, which is used by many cross-platform app frameworks nowadays.

Flutter's Hot-Reload feature allows you to make changes to your code and view the consequences in real-time.

It just takes a few seconds to update the app. You may use Flutter to create cross-platform mobile apps for iOS, Android, and other lesser-known platforms. The only method to make an app for the Fuchsia OS is to use Flutter.

Flutter-based mobile applications are lightweight and efficient. When compared to other cross-platform app frameworks, Flutter provides more visible speed advantages.

Flutter has a graphics engine of its own (You can make the same interface for Android and iOS). Dart enables you to write more organized computer code, allowing you to build more complicated applications.

Node.js

Node.js (or just Node) is a cross-platform framework based on V8 that converts JavaScript from a specialized language to a general-purpose language.

Node is a server-side runtime that compiles and executes JavaScript quickly. Instead of translating or running JavaScript as bytecode, the V8 engine converts it to machine code, making Node.js extremely fast.

The V8 engine is one of the world's fastest dynamic language translators, continually pushing the envelope. You can run all of your database queries at once using Node.js, decreasing response times for sluggish requests.

Node.js has a sizable user base, making it one of the most popular cross-platform app development frameworks currently.

Xamarin

Xamarin is a cross-platform app framework that is free and open-source. It was created in 2011 as a stand-alone platform, but Microsoft bought it five years later.

Xamarin is not like the majority of cross-platform frameworks. It is based on Mono, an open-source.NET platform implementation.

The C# compiler, runtime, and core.NET libraries are all included in this implementation. The project's purpose is to enable C# applications to run on OS other than Windows, such as Unix, Mac OS, and others.

Xamarin, unlike most other cross-platform app development frameworks, is relatively simple to use because it only requires a basic understanding of C# and the.NET environment.

Ionic

The Ionic framework, which is built on AngularJS, is by far the most popular cross-platform mobile development framework.

It is a cross-platform open-source app development framework created by Adam Bradley, Max Lynch, and Ben Sperry in 2013. Apache Cordova and AngularJS were the key components of Ionic's main version.

Ionic framework mobile applications are hybrid HTML apps since they follow the Apache Cordova concepts.

The unique feature of these applications is that they operate in a separate shell on your smartphone. WebView for Android and UIWebView for iOS, for example, is used to execute the apps.

Developers may utilize the Ionic framework to create both user-centric functionality and unique user interfaces.

The user interfaces are so appealing that consumers stay engrossed in the program for extended periods of time.

Ionic-based mobile app development projects are so native-like that this cross-platform app development framework is also employed for PWA development.

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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 or call on +971566027916 with your requirements.

HOW TO MAKE A DOCTOR BOOKING APP LIKE OKADOC



Healthcare industries are changing with arising technologies. The accessibility of high-speed Internet, powerful gadgets, and data communication technologies handed a lot of new opportunities for healthcare.

The doctor appointment booking app is one of those innovations. This helped interaction between doctors and patients to the next level.

A Doctor appointment app is one of those healthcare technologies that made the lives of patients, doctors, and administration easier.

All the rearmost technologies like smartphones, tablets, etc, with webcams, allow video interaction with doctors.

Distance is not a barrier anymore and no more personal visits to a doctor. With the outbreak of the coronavirus pandemic, the demand for mHealth apps increased.

“

The accessibility of high-speed Internet, powerful gadgets, and data communication technologies handed a lot of new opportunities for healthcare

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This article will explain how exactly the doctor appointment mobile app like Okadoc works, the features required in such an app, and the development cost.

What Is Okadoc?

Okadoc is a tech company that aims to ameliorate your healthcare experience. Users can use Okadoc's app to find in-network doctors, can book appointments online, receive notifications for upcoming appointments, and more, wherever they are.

With the increased need for telehealth as a consequence of Covid-19, Okadoc came up with a solution in line with its digitization goals, leveraging Okadoc's innovative booking and telemedicine platform to transfigure healthcare delivery and patient management.

The Okadoc Story: Booking a flight and reserving a hotel are activities that we can do in minutes from our phone, so why should healthcare be different?

Fodhil Benturquia fell sick in 2017 and had to spend around 15 minutes to get an appointment with the doctor.

There came the idea of Okadoc. he introduced the first doctor booking platform in UAE to ease the patient's experience and ensure convenient free appointment management.

The app is the mastermind of Fodhil Benturquia, Founder & CEO, Okadoc, who was previously the CEO of Noon.com, a founding member of the regional e-commerce site MarkaVIP and former general manager of Souq.com's operations in Saudi Arabia.

The integration of healthcare into the digital world has been going on for the last 2 years. There are many benefits that are offered by telemedicine, which are:

- Providing access to everyone who wishes to seek medical attention without having to leave their work
- Saves commuting time
- Providing proper medical attention during uncertain situations
- Reduce hospital's administration hassles

Users can now schedule COVID-19 tests at a convenient time and location using the Okadoc platform.

Vaccination bookings are also available from a wide range of hospitals and clinics, including Emirates Hospital, Medcare, Valiant Clinic, and Hospital and HealthPlus, which helps patients to book a free vaccination of their convenience and choice within seconds at a facility that suits them.

How Does Okadoc App Work?

Okadoc seeks a way to help users to be in touch with healthcare providers. Now, anyone can consult a doctor online and can do consultation anywhere, distance doesn't matter.

Following are the steps to book an appointment using the Okadoc app:

- Download the Okadoc application on your phone.
- Enter the Doctor's name or hospital name.
- When you are on the hospital page, you can start opting for your preferred doctor under preferred health concerns.
- If the doctor has been added to okadoc, you can make an appointment with the doctor for the video consultation.
- You can also choose the doctor by specialty and health concern from Okadoc's homepage.

Features Required In A Doctor Consultation App Like Okadoc

The app needs to be used by both Users and Doctors, and the system has different interfaces. Therefore, the first thing users and doctors need to see after opening the app is the question of who they want to interact with.

The user panel, the doctor panel, and the admin panel. Each of these components has separate features that we will discuss in this section:

USER PANEL:

- Doctor listings
- Patient profile
- Notifications
- Appointment panel

DOCTOR PANEL:

- Doctor profile
- Appointment management
- Patient database

ADMIN PANEL:

- Users
- Doctors
- Users Requests
- Schedules
- Documents
- Queries
- Search with filters

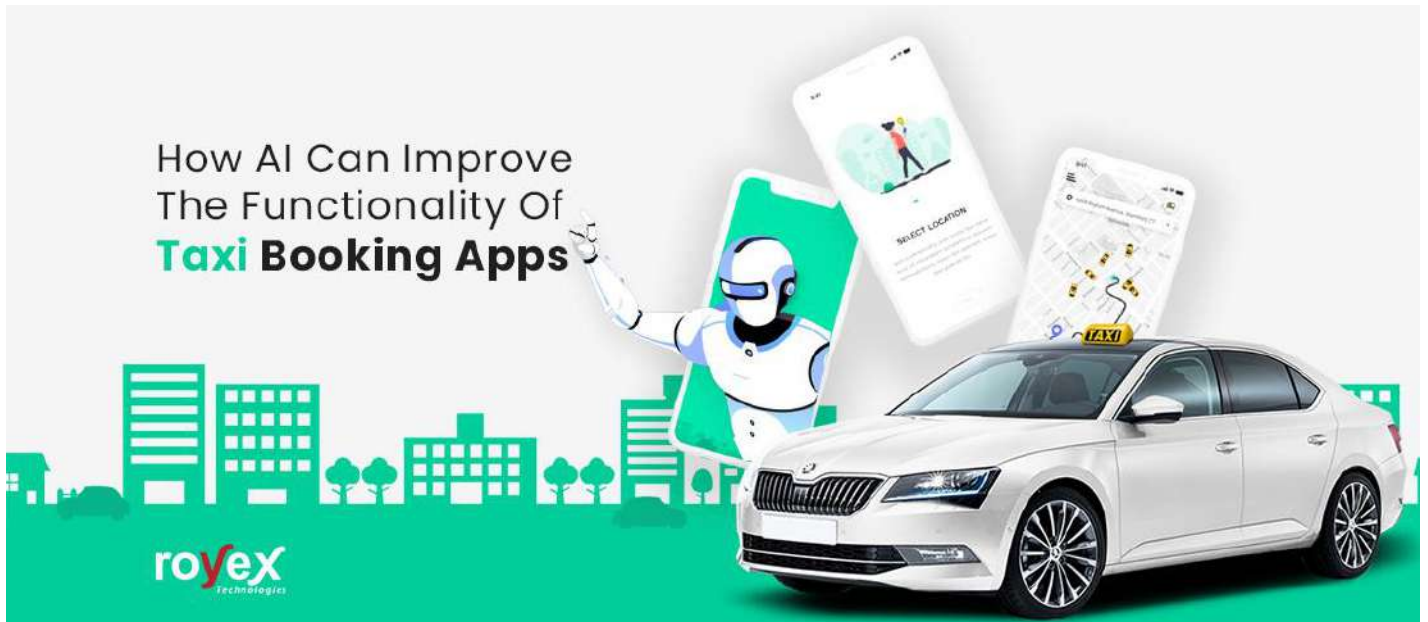
Development Cost Of Doctor Consultation App Like Okadoc

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.

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

HOW AI CAN IMPROVE THE FUNCTIONALITY OF TAXI BOOKING APPS



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

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

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

Taxi applications now come up with the newest developments that enable consumers to keep ahead of themselves and randomly.

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

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

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

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

How AI improves UX for taxi-booking applications

AI has empowered mobile taxi companies with a notch of personalization features to improve productivity.

Machine learning, deep learning, and predictive analysis are being utilized by businesses these days for improved performance.

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

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

Intelligent Decision Making

A taxi app is more about the user interface where AI allows users to make smarter and organized choices.

The analysis of the taxi services guided by data helps to satisfy the consumers and their satisfaction ratings.

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

Autonomous Dispatch

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

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

Optimized Routing

A taxi app with AI enabled is helpful in optimizing the route, which is helpful for both drivers and passengers.

The optimization of the route is rendered possible by the introduction of a logic algorithm for the precise optimized driver directions.

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

Predictive Analysis

With the detailed processing of historical data, AI helps increase performance. AI effectively links the demand for taxis and time slots with the advanced strategies by analyzing the results.

Data-driven research and predictive analysis are also beneficial in raising the level of challenging taxi services.

Personalization

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

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

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

Consumer Psychology

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

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

Better Onboarding Process

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

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

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

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

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**.



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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