MOBILE APPS & E-COMMERCE

Job Opportunities
Created By
Metaverse

Role of
Blockchain and
NFT
in the Metaverse

Metaverse For
Education
Sector

How To Build
An Employee
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EDITOR'S NOTE

The twentieth century has been driven by a period marked by global industries' mass production capacities and the rise of the internet. As a result, it's a virtual world in which the internet will be far more immersive, interactive, and collaborative than it has ever been before.

Until recently, AR and VR technologies were thought to belong in science fiction and fantasy. Moreover, the Metaverse's birth coincided with a wave of new job opportunities to administer the sphere and provide cutting-edge services.

In this edition of the magazine, our feature article discusses the job opportunities created by the development of Metaverse.

You will also learn about the role of Blockchain and NFT in the Metaverse, and how Metaverse can improve the education sector.

In the mobile app section, we explain how to build a communication app, and the importance of mobile first design.

In the ecommerce section, we share 6 strategies to get organic traffic to your online store, and a ten step guide to ecommerce website maintenance.

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.

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Latest happenings in the world of Metaverse

There has been a lot of discussion about the metaverse, a concept for the internet that unites the physical and virtual worlds using tools like virtual and augmented reality.

To some extent, the Metaverse may take the place of face-to-face interaction: During the pandemic, many users went online for social gatherings and activities, even holding complete marriages there. It might one day be as crucial to our lives as social media is today.

Virtual reality (VR)-based wearables have the potential to significantly transform numerous industries through the metaverse. From the comfort of their homes, these wearables will introduce the users to a different virtual world.

In the first article, we explain what type of Job Opportunities will be created by the Metaverse.

The second article sheds light on the role of Blockchain and NFT in the Metaverse.

In the third and final article, we explain how Metaverse seems to be ideal for the Education sector and will discuss the concepts of the Metaverse that can enhance educational applications by exploring the possibilities.

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JOB OPPORTUNITIES CREATED BY METAVERSE

The twentieth century has been driven by a period marked by global industries' mass production capacities and the rise of the internet. As a result, it's a virtual world in which the internet will be far more immersive, interactive, and collaborative than it has ever been before.

Until recently, augmented and virtual reality technologies were thought to belong in science fiction and fantasy. It has, however, developed to the point that we may imagine ourselves walking around in a world surrounded by cutting-edge technology.

Moreover, the Metaverse's birth coincided with a wave of new job opportunities to administer the sphere and provide cutting-edge services.

Everyone is talking about it, and numerous tech giants such as Meta, Microsoft, Nvidia, Roblox, Tencent, and Intel, alongside many fashions and luxury companies, have already poured billions into it.

But, what types of jobs will we be doing in the Metaverse?

Together with Skuola.net, Geeks Academy, one of the first companies in Europe to trust in the Metaverse's potential, has identified a preliminary list of professional personalities who will emerge or solidify as the Metaverse develops.

> "Change is the only abiding reality. The metaverse evolves, fractally and forever. Saints become sinners, sinners become saints."

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But first, a couple of figures. According to a forecast by bitcoin asset manager Grayscale, the Metaverse market will be worth $800 billion by 2024, surpassing the $1 trillion mark in the following years.

And a significant portion of such investments will go toward hiring professional figures and "brains" to assist in the company's growth and development.

In the United States, job openings for blockchain-related positions surged by 395 percent last year, while talents in the field are also in high demand in France, Germany, and the United Kingdom. Meta (previously Facebook) alone intends to create 10,000 new employees over the next five years to support the expansion of its Metaverse. Consider that AR/VR programmers, developers, and software engineers currently earn between $135,000 and $150,000 per year, whereas a 3D game designer gets roughly $80,000.

The Dubai committee wants to use Metaverse technology to help resident surgeons improve their performance by 230 percent, engineers raise their productivity by 30 percent, and facilitate the virtualization of 42,000 jobs.

Tech enthusiasts interested in this subject will benefit from these prospective Metaverse vocations. To improve their Metaverse Jobs abilities, these individuals, on the other hand, will need a large amount of time and experience.

1. Research Scientist

While AR and VR research scientists have become increasingly prominent in the current tech industry, the rise of the Metaverse has accompanied the role of Metaverse research scientists, who will be responsible for establishing the basis for Metaverse applications. They'll build a visible and practical foundation for constructing Metaverse solutions rather than simply establishing simplistic digital models in real-world circumstances.

Did You Know?

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Research scientists will not only construct a few simple digital simulations of the real world into which enterprises can bring customers and partners. This has already occurred. The significance of what the future holds is significantly greater. Much, much larger.

The Metaverse Research Scientists will need to create something comparable to the theory of everything. The entire world is digitally visible and actionable (think Ready Player One without the fun). This architecture will be the foundation for all other use cases, including gaming, advertisements, factory quality control, connected health, DeFi, etc.

2. Metaverse Planner

The Metaverse planners construct the Metaverse's growing infrastructure. They seek market possibilities, establish business cases, and create roadmaps, among other things, to create a strategic portfolio of options ranging from proof-of-concept through pilot to development.

The Metaverse Planner comes in handy here. The Planner will need to drive a strategic portfolio of opportunities from proof-of-concept to pilot to deployment as CEOs develop a vision and strategy for creating and expanding their company's Metaverse revenues. This includes spotting market opportunities, producing business cases, influencing engineering roadmaps, and establishing critical indicators.

3. Software Engineers

Tech and gaming firms will be compelled to cope with large volumes of data and information that will go far beyond web searches as new technologies emerge that will revolutionize how next-generation users connect and engage with one another.

Large-scale system design, networking and data storage, distributed computing, artificial intelligence (AI), information retrieval, natural language processing (NLP), user interface design, and other fields would be needed by companies. Engineers for this position would be required to work on various platforms, including Android Native, Android Java, FreeRTOS, and Embedded Linux.

4. Hardware Builder

The Metaverse will not be built entirely out of code. In addition, sensors, cameras, and headsets will be used. For example, if someone squeezes your arm online, sensors will make you feel touched.Cameras detect whether you're having a bad day, so the AI doesn't disturb you too much.

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For further realism, headsets allow you to feel the sun on your face and simulate a summer day in the digital world. But, of course, that's before we get to the dull stuff, like inertial measurement units, visible light cameras, and depth cameras for tracking, mapping, and localization. All the gear required to build a fully digital world deeply intertwined with the actual world is too expensive.

Also, it's complicated. And as the Metaverse grows more complicated, a Metaverse Hardware Builder will be required to put it together and adjust it. The most advanced sensors are now being developed for industrial and automotive applications. Unfortunately, these are industries that necessitate a large sum of money. As an added obstacle, whoever creates the Metaverse's hardware must ensure that it can be manufactured cheaply and safely so that it does not become the exclusive domain of the wealthy.

5. Cybersecurity Experts

One of the Metaverse's keywords is "security." But unfortunately, cyber-attacks and fraud thrive in digital worlds: hacked avatars, NFT theft, biometric data dumps, etc.

Cybersecurity experts in the Metaverse will stop attacks in real-time, ensuring that laws and procedures are evaluated and updated, and even develop applications and platforms that can detect all the Metaverse's vulnerabilities.

Given the first reports of virtual harassment, security or police-like figures charged with ensuring the well-being and safety of virtual settings will be required.

6. Blockchain Engineer

Individuals that assist in the deployment and design of digital blockchain for businesses are known as blockchain engineers. They should preferably develop, implement, test, deploy, and maintain software solutions on blockchain platforms.

They should be well-versed in programming languages and thoroughly understand decentralized ecosystems. Furthermore, they'd have to work with software engineers, assisting them in the development and deployment of software.

7. Marketing Specialist/Storyteller

Specialists in Metaverse marketing are already in high demand. These individuals are in charge of conceptualizing, designing, and implementing immersive and interactive advertising campaigns or experiences that blur the barriers between the physical and digital worlds.

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On the other side, Storytellers must create various compelling experiences (gaming, athletic, cultural, musical, educational), virtual tours, and immersive quests to allow people to explore the Metaverse and uncover its hard-to-sport economic prospects. Finally, the Metaverse will have event directors of its own.

These figures will be in charge of setting up virtual concerts (as is already done on platforms like Fortnite and Horizon Venues), organizing virtual events to celebrate significant moments in our lives (such as births, anniversaries, or weddings), and breaking down the physical constraints of the real world, just as they are in the physical world.

8.Ad Blocking Experts

Assume you're walking around a digital place, and you're hungry. Unconsciously, you linger a little longer in front of the digital cafés and restaurants you pass. Then, all of a sudden, you're flooded with food commercials. At first, it appears entertaining, but it becomes obtrusive with time. As soon as we've grown weary of the novelty, we'll want ad-blockers capable of detecting advertisements embedded into reality. This is where Ad-Blocking Professionals can help.

I assume they will build plugins to prevent advertisements from appearing, similar to the AdBlock Plus strategy. They won't be paid much, but with donations and access to massive amounts of data, they might be able to make ends meet.

9. Safety Manager

Privacy. ID verification in the real world. Protective headgear is essential. Adequate sensors. During the design, validation, and mass production stages, we'll need people to provide advice and oversight to ensure that our digital world is safe and meets or exceeds applicable regulatory safety requirements. All of this is done without losing cutting-edge functionality or design or, of course, cash. The Metaverse Safety Manager will be that person.

10. NFT Strategist

Non-Fungible Token, or NFT, has also become a buzzword in Metaverse. As an NFT strategist, you'll need a strong understanding of blockchain technology to develop NFT concepts and programs that will increase engagement. They'd have to research industry trends to provide strategic insights and opportunities. They'll also need to develop ways to blend NFT concepts, gamification, tactical implementation, and design to produce compelling user experiences.

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ROLE OF BLOCKCHAIN AND NFT IN THE METAVERSE

Blockchain & NFTs are two integral transaction parts for a full & functional economy inside the Metaverse. So, blockchain technology is going to revolutionize the whole digital space to buy & sell virtual assets with the benefits of transparency, security, and anonymity.

In simple words, a blockchain is a decentralized and immutable ledger that can store data securely. Moreover, it is public and verifiable, which makes it a perfect candidate for the Metaverse.

The blockchain can store data about the Metaverse in a decentralized manner so that no one person or organization has control over it. The blockchain also enables users to interact with each other without a central authority being involved.

In the Metaverse world, the user will visit a virtual space where they will be able to do anything they do in real life, like playing games, visiting exciting locations, hanging out with friends & family, buying works of art, or selling real estate.

According to experts creating a blockchain-revolved Metaverse can open an opportunity to create an amazing virtual world that will change the way everyone involved interacts with other gaming Metaverse platforms.

> **Blockchain & NFTs are two integral transaction parts for a full & functional economy inside the Metaverse**

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How does Blockchain Relate With Metaverse?

Metaverse is a public blockchain that focuses on digital assets and identity. Blockchain technology, as a decentralized system, can protect the privacy of personal information.

Metaverse is an open-source, public blockchain that aims to create an ecosystem where digital and physical realities are connected seamlessly. This means that Metaverse will not only serve as the foundation for digital assets but also for the development of smart properties and autonomous systems.

In the Metaverse, through NFT & cryptocurrencies, people can build an ecosystem for creating, owning & monetizing digital assets. Being a blockchain-based platform, Metaverse can be distinguished from another traditional internet such as buying goods or taking courses from the website. This approach enables cyber users to provide access to any digital space without the interruption of any individual or centralized institution.

The most significant advantage of the blockchain virtual platform is that it allows for greater freedom and control for users. By using Blockchain as part of AR technology, businesses can be benefited in various ways by storing or recording customer data and sharing information within secure, distributed ledgers.

Decentralleand is a live blockchain-based gaming platform, if I have to give an example. It is an Ethereum-based virtual world that allows its users to play, interact and explore and play games with each other. Additionally, users can buy virtual lands and build their own surroundings, applications, and marketplace.

Key Blockchain Characteristics For Metaverse

Crypto: Cryptocurrency is a significant part of blockchain technology as it helps to buy & sell digital assets. It will use as a proper substitute for traditional money, and Metaverse crypto will become an effective way to perform mutual settlements.

Security: Current AR technology keeps all data local to individual users. But blockchain can help solve these problems by creating secure systems with publicly accessible ledgers that keep track of all transactions while protecting user information. The blockchain-baked Metaverse means storing and transmitting personal data, virtual content, and authorization keys, all in an encrypted form that provides users a secure ecosystem indeed.

Identity Authentication: As users have to navigate the Metaverse space, their identity will evolve through an avatar. In this scenario, blockchain technology will keep track – of age, changes in one's appearance, online activity history, and other unique details. This history can be stored on the block connected with another block through cryptography for transparency and to prevent crime in the Metaverse.

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Role of NFTs in the Metaverse

The ability to possess virtual goods in the form of real estate, items like cars and boats, or even accessories and paintings—all made accessible by NFTs—serves as a major element in the Metaverse ecosystem.

However, why just NFTs? This is due to the fact that NFTs are based on blockchain technology, which grants NFT holders legitimate ownership. You receive an NFT as a deed to the virtual property, for example, if you own land in the Metaverse, which is quite conceivable. This indicates that you are the legitimate owner and that, in addition to granting access to others, you alone have exclusive access to the location in the Metaverse. NFT-controlled access could also aid in securing VIP admission to Metaverse events.

Additionally, NFTs play a beneficial function in airdropping branded products to fans and granting ownership of their Metaverse avatars. Users can construct a Metaverse-neutral avatar that is minted on blockchain and portable between Metaverses. It should be emphasized that because NFTs are immutable, only you own your customized NFT-based avatar, and no one else has access to copy or update it. It is, therefore, abundantly evident that the Metaverse and NFTs are a natural fit.

NFTs can play a crucial role in the larger ecology of the Metaverse. The use of NFTs as a deed to virtual property would be made possible through NFT Metaverse initiatives. NFTs may assist in obtaining exclusive access to the Metaverse place while granting access to others.

It's interesting to note that the NFT's smart contract features might be useful for Metaverse property sales. In the early phases of Metaverse development, NFT-controlled access would be the main use case for the technology. NFT-controlled access may assist in securing VIP access to events in the real world and the Metaverse, much like the first-ever real-world application of NFTs.

RoyexMetaverse is a leading Metaverse Development Company in Dubai, UAE. We are at the forefront of adopting and developing the next-generation of Internet technology - Metaverse. Our Metaverse Development Services are based on years of expertise developing AR/VR/MR solutions for some of the most well-known companies in the Middle East.

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METAVERSE FOR EDUCATION SECTOR

Most people are still unfamiliar with the phrase "metaverse." In a nutshell, "verse" refers to the "universe," and "meta" signifies "beyond." The metaverse produces a digital reality similar to the real world, where users can interact with the environment's virtual objects and other users.

The idea of the metaverse has already impacted the corporate world and captured the attention of influential figures working in the field of cutting-edge technologies. In virtual gaming, commerce, education, social projects, fashion, and even the real estate market, metaverse technology is becoming more prevalent.

It won't be long before the idea of the metaverse spreads beyond a few niche industries like gaming and entertainment and into everyday life in general due to the surprisingly broad spectrum of possible use cases.

Teachers have to communicate with students via Zoom and Google Meet. While teachers and students made it through, students suffered from a lack of interaction.

The physical environments of the classroom and lab were essentially nonexistent. The Metaverse has the potential to change that right now.

The characteristics of the Metaverse seem to be ideal for the educational field. Its foundational element is experience.

> " The characteristics of the Metaverse seem to be ideal for the educational field. Its foundational element is experience "

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The Metaverse enables complete immersion in a virtual learning environment where students can engage with the course material. In addition, it provides existing technology that can enhance learning for new uses and purposes. Thus, the digital twin of the virtual campus serves as a good addition or perhaps a substitute.

Lets us now discuss the concepts of the Metaverse that can enhance educational applications by exploring the possibilities :

Virtual Campus:

The classroom boundaries are already blurring, and knowledge is increasingly becoming multidisciplinary and application-based. The Metaverse presently deals with the issue of virtual campus life, where students can interact electronically with the learning environment at a school or institution.

This gives students, regardless of location, the opportunity to have more access to high-quality education. For instance, the launch of the Kenya-KAIST virtual campus in September 2023, 60 kilometers from Nairobi, will enable the organization to expand its reach across continents and bring academics together in a "Metaverse" without them having to leave their native country.

Holistic, limitless education - Breaking down disciplinary barriers and promoting interdisciplinary learning are highly valued. Project-based learning, which pertains to application-oriented learning and the convergence of many disciplines, is being promoted in schools.

The history, culture, and geography of a location will be experienced by learners when they attempt to solve a mathematical problem, for instance. User-generated worlds that connect and provide learners with better platforms for deriving deeper meaning and problem solving will be continuously updated in the environment.

Constructivist, learner-centered learning:

Learning is increasingly centered around how students want to learn, with contexts to which they may create connections. The goal of 21st-century learning is to empower students to create a world that is always changing.

Students can create their avatars and transition smoothly between media. Moreover, every journey step will present a fresh educational opportunity and the unrestricted flexibility to learn and try new things. For instance, students might be able to contribute to large-scale initiatives that are in line with global priorities. For instance, it might spark collaborations with authorities and researchers on projects related to Metaverse's aims for sustainable growth.

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Changing the role of a teacher:

A teacher's position should adapt and change as education changes to become more learner-driven and data-oriented. Teaching and learning already take place outside of the classroom. Every educator must enable students to take calculated chances, exercise their creativity, and develop into independent, lifelong learners.

Teachers of the future must be ready to be data gatherers, analyzers, collaborators, planners, curriculum specialists, problem solvers, and researchers in light of a shift towards a more individualized student experience.

Metaverse offers the potential for user-generated worlds where educators can choose or even construct environments that promote experiential learning and work together with their students to conduct research—possibilities for developing formative evaluations that evaluate and assess the importance of informal learning in this virtual environment.

The only restriction on experiences in the Metaverse is one's imagination. The ability to travel through time and space is real for students. Here are a few instances of how the Metaverse has been used in education:

- Learn astronomy by taking a simulated spacecraft ride.
- Possess access to pricey lab apparatus for conducting scientific investigations.
- Manipulate and replicate educational materials.
- Work in a secure digital environment on challenging technical tasks.
- Explore ancient civilizations' way of life by going back in time.
- Witness historical occurrences in front of you.
- Step into any human body organ to examine it from the inside.
- Visit online galleries and museums.
- Investigate a thousand-year-old fossil.
- Perform fictitious operations.

Now, lets us talk about the potential ways to use Metaverse in the field of Education:

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Lifelike Education

Metaverse classrooms provide natural ecosystems that inspire students to connect with their surroundings and peers, unlike the traditional educational system that hardly allows for active transmission and participation among scholars. In a metaverse, instructors can transport students to many realistic situations where they can experience and take part before reflecting on what they learned and discovered.

Enhanced Speed of Learning

Employees in VR-enabled classes learn four times more quickly than in a traditional classroom, according to PwC research. Gamification, 3D components, engaging hands-on activities, and enjoyable games contribute to the immersive experience of the Metaverse, which can keep learners one step ahead.

Additionally, because 3D simulations fully engage a person's vision and attention, metaverse learners have less distraction as they can better absorb subject material.

Gamification

The latter is more useful since it can convey concepts more effectively, even if learners can be taught statically or passively and actively in an engaging manner. Through gamification, the process of incorporating something with game aspects to stimulate user participation, Metaverse achieves the same for students.

To increase student engagement and meetings where they are required to complete enjoyable tasks, gamification in a metaverse connects both enjoyment and learning. Students are encouraged to continue learning and submit their homework on time.

Limitless creation and sharing

The application cases for the Metaverse in Education are not limited to the educational versions of online games. Users are not required to support the objectives of the game's missions.

On the other hand, students can construct learning experiences that increase the freedom and flexibility of learning and develop and share their own experiences.

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**An immersive learning environment**

Through the metaverse, educators may immerse students in a 3D fictional world where they can see and interact with their classmates and the surrounding 3D objects exactly like they would in a traditional classroom. In addition, metaverse knowledge may virtually transport pupils to many historical eras, whether studying the Stone Age or the present era, eliminating the need for originality.

Future of Metaverse in Education

Since Facebook changed its name to Meta, the phrase "metaverse" has the power to grab a lot of attention. Leading brands and corporations have already started investing in several metaverse projects as a result of it aroused their interest. Although the idea of the metaverse is beginning to enter academia, its potential in the teaching profession has not yet been fully realized.

Hope for the future is offered by students' use of technology to learn and by several companies and well-known universities looking at metaverse education choices. With its many benefits, the metaverse will undoubtedly transform education, speed up learning, and reorganize the current system into more cutting-edge, inventive, and relevant.

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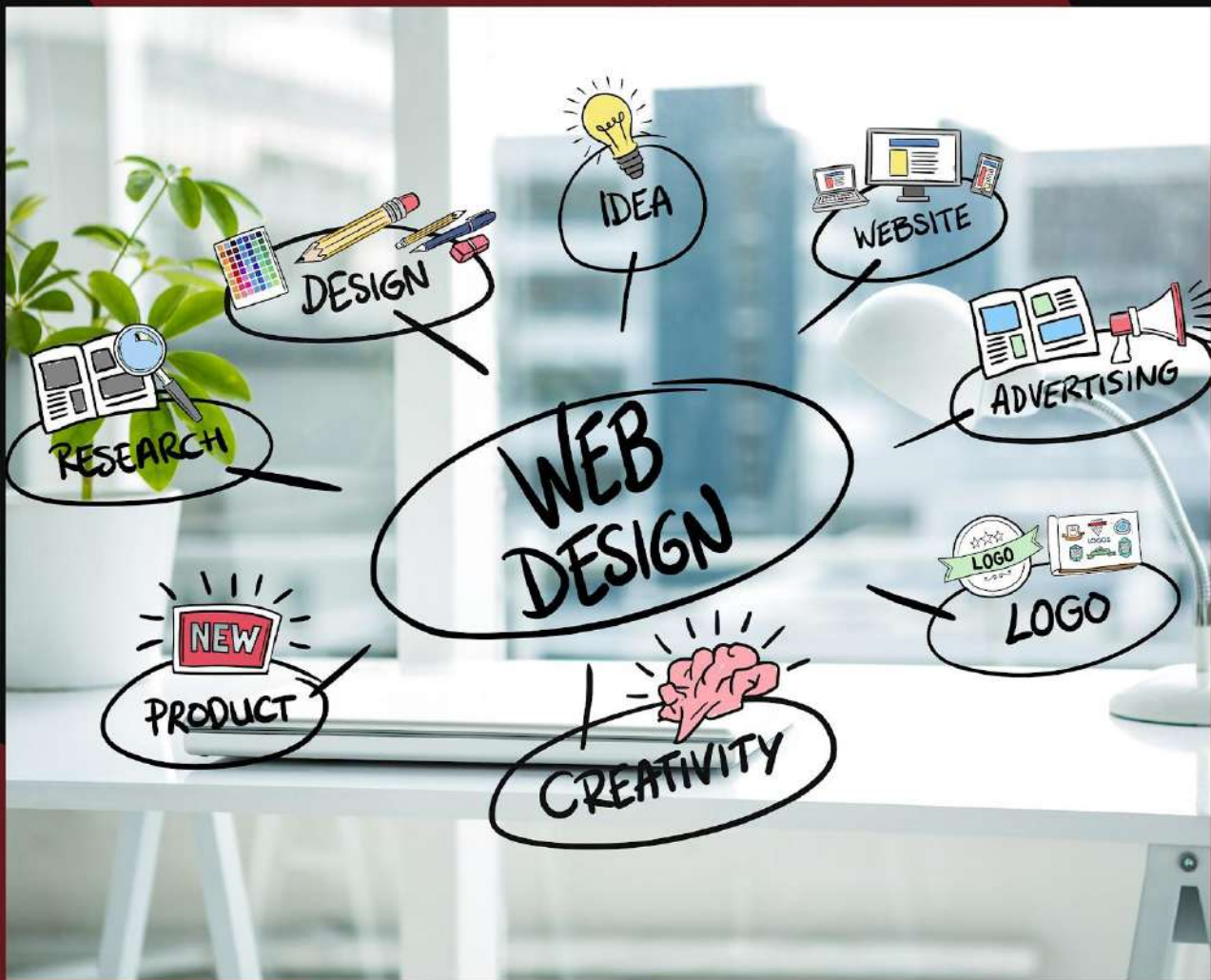
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MOBILE APPS

Mobile app development, guides, cost breakdowns

Development of mobile apps is now crucial for an internet business. The use of mobile apps has revolutionized how we conduct business. These applications make it easier for customers to stay connected and informed about their favorite brands and offers while also obtaining business information more quickly.

Apps are crucial for extending the business's reach while giving the brand relevant and extensive exposure.

In this digital era & global business world, everything & everyone is on the phone. Large enterprises which involve employees across different regions, multiple divisions & time zones require an internal communication system for streamlining collaboration & data sharing.

Nowadays, only emails aren't enough to get connected or informed. Also, the post-pandemic world has changed the communication process of small to big enterprises.

The first article will give a general guideline on how to build an Employee Communication App and will explain its essential features.

In the next article, we will explain what a Mobile-First Design is and then will discuss why the Mobile-First Design is important.

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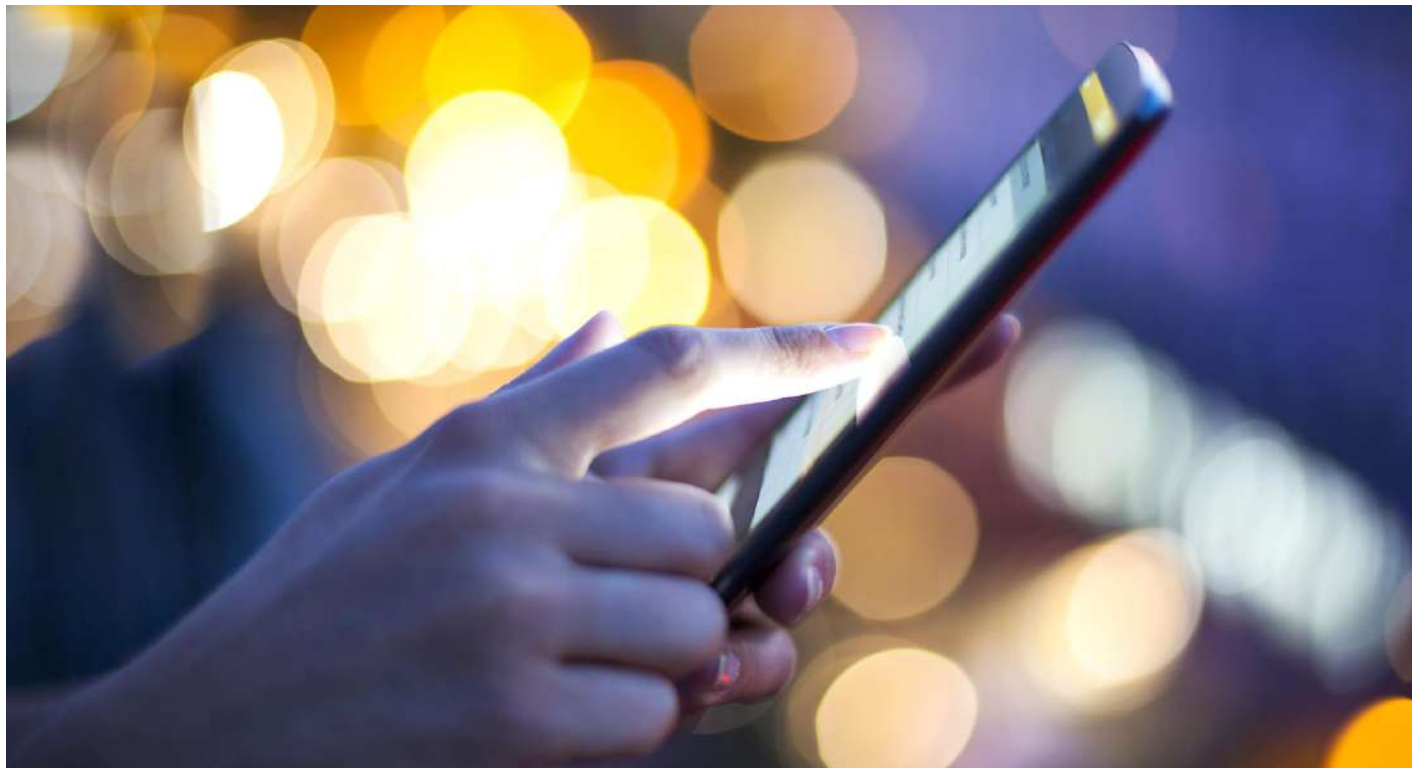
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HOW TO BUILD AN EMPLOYEE COMMUNICATION APP

Employee communication apps can work as a strong & effective platform to centralize employees' information. We will share the essential features of an ideal employee communication app.

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IMPORTANCE OF 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.

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HOW TO BUILD AN EMPLOYEE COMMUNICATION APP

In this digital era & global business world, everything & everyone is on the phone. Large enterprises which involve employees across different regions, multiple divisions & time zones require an internal communication system for streamlining collaboration & data sharing. Nowadays, only emails aren't enough to get connected or informed. Also, the post-pandemic world has changed the communication process of small to big enterprises.

In organizations, these types of employee communication apps are not only popular for instant or on-the-go access to employee information but also meet a variety of organizational demands.

Lack of proper communication tools can hamper employee understating especially when organizations leverage diskless jobs, remote employees, isolated departments & field service workers. So, keeping connected with the employees becomes a challenging job sometimes.

> "
> In the age of digitalization, many companies are turning to modern technologies for internal work processes, one such technology is an employee communication app "

MOBILE APPS

Communication is the backbone of any organization and it is the responsibility of employees to make sure that they are communicating effectively with their team members.

Communication tools are a great way to facilitate this. Employee communication apps can work as a strong & effective platform to centralize employees' information, build an employee management workflow that works for providing a smooth employee experience. In this following article. We will share the essential features of an ideal employee communication app.

What is Employee Communication App?

Simply, an employee communication app is an online platform that helps employees communicate with one another. It involves sharing ideas & other corporate or organizational information in a mannered way.

It helps to improve the efficiency of an organization's workforce by providing a central hub for storing all the information that employees need to know. These types of apps are designed for both team & individual use.

These apps are usually available in the form of a mobile application or a web-based app having features like- instant messaging, file sharing and chat & many more advanced features.

In the age of digitalization, many companies are turning to modern technologies for internal work processes, one such technology is an employee communication app. This type of app can be used for many purposes, including:

Did You Know?

- 60% of employees now use apps for work-related activities.

- 71% spend more than two hours a week accessing company information on mobile.

- 70% of employees keep their phones "within eye contact" at work (as reported by CNBC).

- Nevertheless, 59% of workers believe their organization has been too slow at delivering apps for the workforce.

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- Sending messages and important announcements
- Creating an informational directory for employees
- Tracking attendance and time off
- Providing instant mobile access to company resources, documents, and benefits
- Managing company events like team-building activities or conferences
- Integration with other essential management & marketing tools
- Gather feedback from remote employees

Essential features of an Employee Communication App

Communication is the key element for any small to big organization. Developing an employee communication app saves your time, money but improves your employee's productivity, connectivity & security of personal information. It improves employee-to-employee relationships, and interaction & helps in decision making.

Depending on the mode of communication & requirements of every business the features if the instant communication app varies. Let's have a look at the essential features for developing this app:

Customization - It is a key factor for the success of any internal communication app. It is all about the experience that an app offers to its users. If an app does not offer a personalized experience, it will not be able to provide value to its user. The app needs to be developed & designed to be customized for every individual employee. Apps capability functionality of the user interface should be changed based on what the employees need and want.

Instant messaging - IM refers to real-time instant chat messaging over the internet for communication purposes. This feature will be able to notify you even if you are online. It is the easiest way to convey any necessary information quickly. Instant messaging includes-one-to-one chat, group chat, file sharing & push notifications.

Simple sign-in - This feature ensures a smooth onboarding process for the employees without wasting time. Single sign-on features require names & passwords to access the personal or work profile. Employees can sign in with their Gmail account otherwise create an account with a relevant name & passcode.

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Video and voice calling - This is a great way to communicate with your team especially when you are not in the same location or working remotely. These features allow you to easily share your screen, talk face-to-face, and even collaborate or present documents together.

Media file transmission - With necessary safety measures is important for every business. Your employee communication should incorporate multiple media types via public or personal channels with ease. Multiple media type includes spreadsheets, documents, images, video files, audio recordings, etc.

Screen Sharing - It is another great feature to share ideas and collaborate, especially when employees are working remotely. It is one of the most popular features of video conferencing. Screen sharing allows employees to share their screens and show others what they are doing on their end. Levering this feature, it is possible to give online presentations, and demonstrations, answer questions in real-time, and solve problems together.

Push Notification - They are a great way to notify users about new information such as notifying employees about any official events, team meetings, deadlines, or important announcements. Because of this feature, there is less chance for the employees to miss any valuable information & keep updated all the time in their busy work schedule.

Polls and Surveys - Adding an analytic feature like polls & surveys helps to increase employee engagement over any specific task. Polls and surveys are an effective way to get feedback from employees on a variety of topics. This feature allows HR or any higher authorities to track employee opinion for any decision-making for the whole organization. Also, surveys are great opportunities for the employees to share their thoughts & concerns regarding the given topic.

Company news - This option is an additional feature, where employees & staffs access the valuable information in a mannered & convenient way, if the company is mentioned in any newspaper or press, also achieve any milestone or get any award.

Content sharing - It is another advanced feature, that companies must include in their communication app. It lets employees know about the achievements unlocked by the other employees. Content sharing is a place where team members can share their project-related documents in a single location. It increases productivity as employees don't have to waste time by messaging or calling about any documents, they can simply find any file or documents they need.

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Cost to develop Employee Communication App

Building internal communication mobile application in Dubai will cost you AED 50k to AED 70k. Depending on your feature requirements it may vary sometimes. Royex Technologies- the leading 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 for your apps, will give you the exact idea about the app's cost. You can contact us for more information to make an iOS and Android mobile application.

There is a wide range of benefits of developing such kind of employee app- it works as a on the go central information hub, provides real-time facilities, creates a customized user experience for each employee, encourages employees to take part in conversations, gives a prediction of engaged workers & most importantly offers a positive work culture. If your organization didn't opt for any communication tools till now, then it is high time to start the development process of any employee app. A mobile app development service provider can help you to go through this entire process smoothly.

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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.

> **"**
> **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 APPS

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. This mobile-first method is based on the notion of progressive progression, which states that when a designer prototypes or sketches a website layout, they start with how it would appear on a mobile device screen and work their way up to larger displays afterward.

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.

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.

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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.

MOBILE APPS

Principles of mobile-first design – Adding unique product display information provides transparency between vendors & customers.

Make sure, when customers visit your e-store they get clear 3D visuals of every product, detailed product information, precise shipping method & cost. While we are talking about detailed product information that means: 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. Examine your competitors' mobile websites to see what mobile-friendly choices they don't provide and incorporate those into your design.

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.

Keep your titles at the top of the page, with a content sample above the fold. This allows visitors to comprehend and view the material quickly. The scannability of your page is also improved by breaking up lengthy text into several one-sentence chunks.

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.

The following are some basic ways to keep it simple:
- Getting rid of some of the links in your navigation menu
- Using the fewest number of pages necessary.
- At most, there should be two columns of content.
- Make sure your font isn't too tiny for mobile.
- To make the layout less crowded and more readable, use white space.
- 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.

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.

The design process in the mobile-first approach

- Organize your content
- Prioritize content hierarchy
- Start with the smallest breakpoints
- Remove hovers
- Remove large images, and
- Test on a real device

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Metaverse –
The Future Is Here!

By Rajib Roy
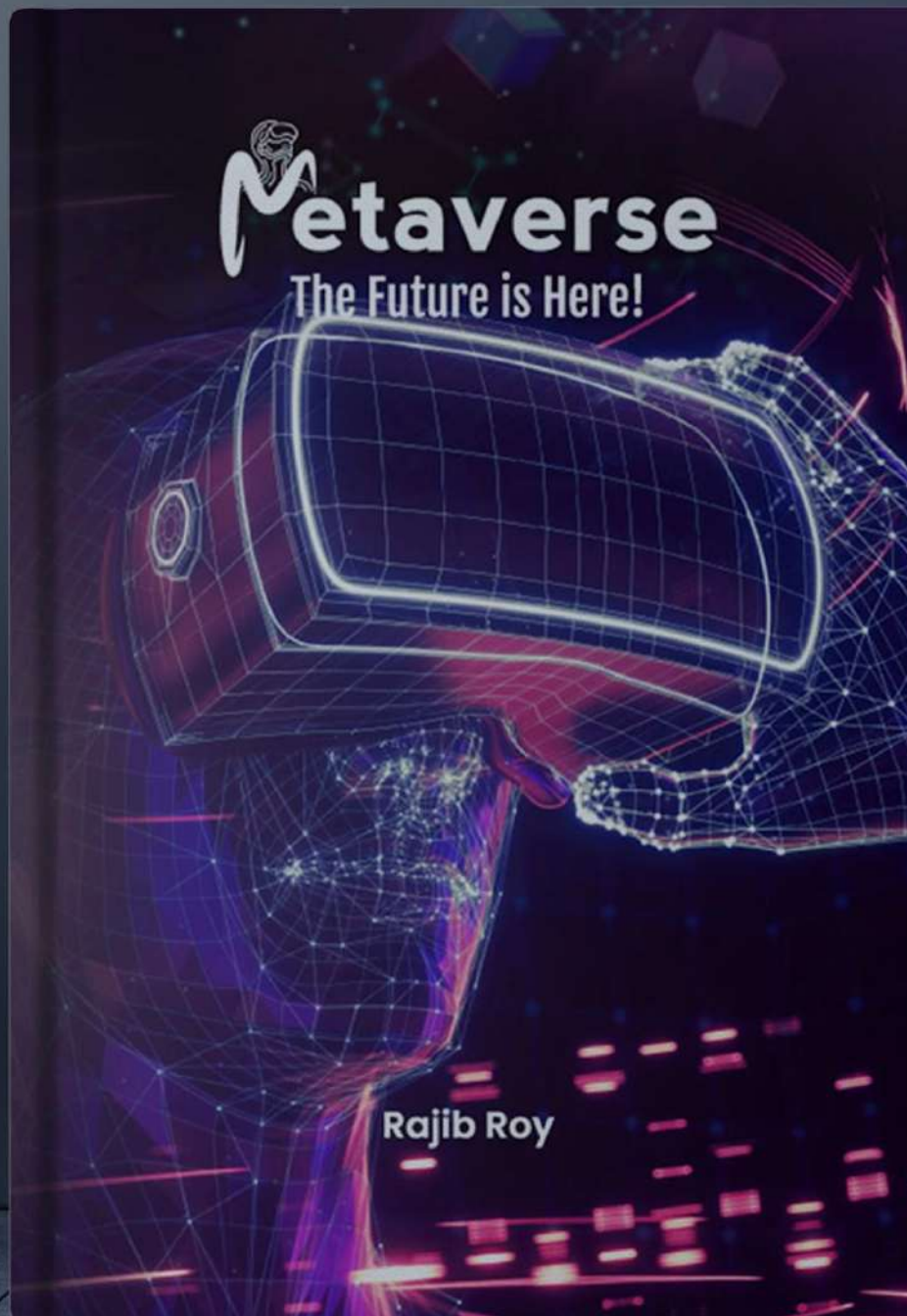
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Ecommerce platforms, features, tips, and reviews

With an optimized and well-developed website, you can not only achieve the goals but also provide your customers with a round-the-clock, convenient service, which can help your business.

Ecommerce offers businesses a wide range of opportunities, from marketing opportunities to increasing your product ranges to generating more sales.

To build a strong online presence, there is no way but to leverage best SEO practices to display your website on the top of SERP. In fact, 38% of the traffic onboard your website is through organic search on google search engine results.

So, for a huge chunk of organic buyers, you have to make sure, your e-commerce is SEO optimized properly.

In the first article, we will explain 6 Strategies to drive organic traffic to your online store.

The second article shares 10 Step guide on how to maintain an ecommerce website and will explain why does the ecommerce website maintenance even matters.

So, how can you maintain your e-commerce business website ? We are sharing some simple steps you can follow on easily.

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6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE

In the e-commerce sector, the success of your business depends on the ability to drive direct traffic. In this article, we are going to mention 6 strategies to drive organic traffic to your ecommerce store.

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10 STEP GUIDE ON HOW TO MAINTAIN AN ECOMMERCE WEBSITE

Poorly maintained websites harm ecommerce businesses to a great extent. Don't worry! Here, we have enlisted the best ecommerce maintenance practices to enlighten you.

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6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE

Setting up online stores & driving organic traffic which generates conversion are two different approaches altogether. Only best SEO practices, effective online marketing strategies & social media trends help to attract shoppers to your e-commerce website. You can't expect high-volume traffic overnight but experiment with multiple online tactics & tips for that.

Organic traffic is considered every e-commerce owner's dream. It refers to the visitors who land on your website without clicking any paid ads. In the e-commerce sector, the success of your business depends on the ability to drive direct traffic. It is a crucial & challenging task for business owners to drive traffic & purchase from your online store.

As we are talking about traffic, you need to keep in mind that all the traffic is not your potential customer. You have to mix proper SEO strategies & marketing policy to invite the right audience who will make a purchase in the end after visiting your website. In this article, we are going to mention 6 strategies to drive organic traffic to your e-commerce store.

> " As we are talking about traffic, you need to keep in mind that all the traffic is not your potential customer "

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Strong Online Presence

Social media is the easiest way to attract a pool of potential & targeted customers with multiple social media marketing strategies. The increasing number of mobile & smartphone users makes it more convenient to get in touch with every online product via social media.

Social media platforms like - Facebook, Pinterest, Instagram, and Twitter are free to use as marketing tools! Just opening a business account can help you to reach out to hundreds to millions of users in the most cost-effective way.

For a strong online presence, you need to figure out which platforms your users are active on most of the time. According to the buyer persona, you have to follow the strategies to build brand awareness for your product. While you targeting social media platforms some suggestions are:

- There are multiple content types to promote your products such as Text, videos, GIFs, reels, and shots. Every media type has its own high consumption ratio depending on the platform. For example, reels & shots have high engagement on Instagram. So, research on the content that drives more engagement is important to figure out.
- Directly promoting any product sometimes looks artificial or people don't find it enjoyable. You need to create such type of content that represents your product in an informative way.
- You can interact with your user in real-time using surveys like polls or Q/A sessions. In these ways, you can get to know your targeted audience in-depth & determine what types of products you need to launch on your e-commerce site.

Email Marketing In A New Approach

Email marketing remains one of the most used & cost-effective ways to drive organic traffic for the brands. With personalized email marketing tactics you can retain customers by informing them about your new products, updates, or any other news about your company.

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Growing an email newsletters list is important to drive customers & it helps to get back a positive ROI. To subscribe to the newsletter of your company you have to provide an option on your website homepage where people will input their email address & contact number to subscribe to your newsletter program. Hence you can get a chance to grow the email list which will further help you to return back to your website for any new release. Some points that how you can leverage newsletters to drive traffic-

- If your e-commerce website contains a daily blog section, then you can send weekly newsletters about your recent post which promotes the products of your website.
- Through newsletters, you can announce the upcoming promotions, campaigns, and promotional codes.
- Offer newbie incentives via newsletter or incorporate any loyalty program through personalized email content.
- You can also share your highly engaging content from your social media platforms. Thus you can promote your online presence.
- Send automated emails for cart abandonment.

Best SEO Practices

To build a strong online presence, there is no way but to leverage best SEO practices to display your website on the top of SERP. In fact, 38% of the traffic onboard your website is through organic search on google search engine results. So, for a huge chunk of organic buyers, you have to make sure, your e-commerce is SEO optimized properly. Out of all SEO tactics, the essential 6 steps-SEO strategies for online store optimization are:

Step-1-Keyword Research: For an e-commerce site, keyword placement plays an important role as there are multiple products on the product page. Incorporate the keywords into the product title & product description as well. For keyword placement, you have to gather optimized keywords that complement your service & products. Two types of keywords you should use:

- High purchase intent keywords
- Keywords that you can link with high authority websites

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Step-2- Product Page Optimization: Writing proper metadata of the product pages of your e-commerce website is the next essential task to do. Based on the metadata of the product page, users can discover the page on search results. For page optimization, you have to cultivate high purchase intent keywords on

- Title tags
- H1, H2 & H3 tags
- Product description
- Alt text of images
- Meta description of page not more than 150 characters

Step-3- Create High Authoritative Content: To rank your website on top, you need to have a high-quality content section that you can link up with other high-authority pages or websites to gain backlinks. High authoritative content involves-

- Brief history & specifications of the products
- Why the product is important & for whom
- X steps to use a particular product

Step-4- Submitting Sitemap: A sitemap is a file that provides a full overview of the content of your e-commerce website. It lists all the web pages in hierarchical order, typically starting with the home page.

Step-5- Improve Site Speed: Site loading speed defines, how quickly you can retain customers throughout the session. Improving page loading speed to 0.1-second helps to increase the conversion rate of e-commerce stores up to 8.4%.

Step-6- Optimize Site Architecture: Optimized website architecture helps existing users to easily navigate the whole site & thus it increases the session time for every interaction.

Word Of Mouth Marketing

This is the most old-fashioned strategy out of all the points we have mentioned here. Word of mouth marketing is a type of marketing that relies on the spread of information from person to person. This form of marketing has been around for ages and it's still effective for all types of niches.

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The power of word-of-mouth advertising is undeniable. In this method, your valuable customers who already used your products & totally satisfied with your service become ambassadors of the website. This type of marketing includes- a discount on the next purchase, contest, or other additional facilities in return for referring other customers who can be the next potential customer.

Referral Programs

A referral program is a most effective modern marketing strategy that involves other website affiliates or popular social influencers to share your product or service with other potential customers. Referral programs are usually set up in a way that rewards like giving a small sales percentage of the referral products to the referrer. The best way to drive organic traffic is by using referral programs. They are inexpensive and easy to set up. It's one of the most used ways of generating leads and it's also good for customer retention. Referral programs involve the steps:

- Determining the vision or goal of the referral program.
- List down the referrals of your program. An affiliate or influencer can be used as a referrer in a referral program.
- Decide the time of launching the referral program. Also, you can start an affiliate program to leverage affiliate marketing.
- Use social media handles & email newsletters to inform about the new collaboration.
- Track the progress of the referral program.

Royex Technologies, a leading **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. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

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10 STEP GUIDE ON HOW TO MAINTAIN AN ECOMMERCE WEBSITE

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

That's where ecommerce website maintenance enters the picture. What's more dejecting for visitors if they come all the way to your website only to discover that it isn't operating properly?

On top of that, you have to invest a good amount of money to acquire customers. So, maintaining an ecommerce website has no alternative to help you make sufficient profits.

Why Does Ecommerce Website Maintenance Matter?

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

> " All your hard work in making an ecommerce site and earning a reputation will go in vain if your website isn't maintained routinely "

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You're less likely to face probable glitches if you use a quality enterprise ecommerce platform.

However, ecommerce website maintenance matters a lot for the following reasons.

You can:

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

How to Maintain an Ecommerce Website

Websites with slow load speed cause a $2.6 billion loss in revenue each year. 89% of customers tend to buy from a competitor after they experience poor issues with a website.

Compiling these two stats, it becomes obvious that poorly maintained websites harm ecommerce businesses to a great extent.

Don't worry! Here, we have enlisted the best ecommerce maintenance practices to enlighten you.

Did You Know?

- Websites with slow load speed cause a $2.6 billion loss in revenue each year

- There are over 230 million digital shoppers in the United States.

- The average price of a domain name ranges between $1–$20/year.

- 89% of customers tend to buy from a competitor after they experience poor issues with a website.

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Review Your Website Information

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

Carefully take note of your hosting credentials, admin information, FTP access information, third-party extension details, social media profile details, all company email names and passwords, and CRM account information.

You never know when you'll need these credentials to facilitate a smooth journey of your business.

Ensure Optimal Security

Security is the main concern when it comes to website maintenance. It's important to ensure high-level security to safeguard your website from hackers.

Every day many company websites get compromised because of a poor security system. Ecommerce sites are more sensitive since they save customers' personal details and payment information for future use.

Examine both your website and server to find out security pitfalls and potential threats. Pay close attention to SQL injection, malware attacks, XSS, and SSL to ensure website security. Optimize your website in a way so that customers can trust you while making transactions.

Check the UI & UX Design

You will hardly find a website that doesn't have a design issue. Developers and designers work relentlessly every day to solve new and unique issues.

Encourage your employees to convey the message to the developer team whenever they find a design issue.

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

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Update Product Information

Suppose you used to sell a product that has been recently discontinued by the supplier or manufacturer.

Is it appropriate to keep it on the website anymore? Besides, product prices and specifications may also change slightly for many reasons.

Keep them updated in real-time so that your customers don't end up ordering something you don't have or can't deliver as promised.

Keep all product information updated including product descriptions, specifications, and prices. And don't forget to identify obsolete content and refine them in keeping with new trends.

Investigate SEO Health

It's very important to audit the SEO scores of your website once in a while. Without a properly SEO-optimized ecommerce website, you will lose a significant number of visitors and your site rankings will surely have a downturn.

Check the entire website for broken links. SEO practices involve a great number of outbound and inbound links. Make sure all links look natural and relevant to their context.

Fix or delete any broken links and get rid of all 404 errors. Moreover, audit all your meta titles and descriptions. Keep them confined within the acceptable pixel length is preferred by search engines.

Create a Website Backup

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

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

Review Browser Compatibility

Most people use Microsoft Internet Explorer, Google Chrome, and Mozilla Firefox as their go-to browsers. But there are still a few other browsers that have a great number of users. You need to ensure that your website is equally responsive to all browsers regardless of the device and operating system. A responsive website increases conversions significantly.

Optimize the Shopping Cart

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

Some of them leave their cart because they need to input a lot of personal information. Some carts don't remember your added product once you go back or move forward to another page. All these glitches contribute to increasing cart abandonment rates. You should maintain the shopping cart and checkout process properly to reduce cart abandonment and increase conversions.

Check for Other Issues

When visitors input data through a form or any other way, make sure that you're receiving them at the backend as desired. Check your contact details on whether or not they're directing visitors to the right place. Measure the success of your website using analytics and get credible information about user behavior- how visitors react to different components of the website.

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You can conduct A/B testing on different versions of the website to determine which version performs the best in terms of conversions. Scrutinize and remove spam comments, links, and reviews. Keep your website as clean and clutter-free as possible. If your website loads slowly, immediately employ a team to find out underlying issues and have them fixed ASAP.

Use Google Tag Manager

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

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

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

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ABOUT-US

We Are Cost Effective

At present we have five offices, our office for Sales & Support is in Dubai and Qatar, and two other offices in India and Bangladesh that oversee design and development. We employ over 50 people across these three locations.

By maintaining the minimum number of employees in Dubai, we are keeping our cost and price lower than other companies. Even so, because our support team is in Dubai, our customers can enjoy face to face meetings and explain their vision clearly. This is how we provide great service with a minimum cost.

Moreover, our online support system can provide our clients with trackable support. To further streamline our customer support and client comfort we provide our clients with warranty against bugs and errors.

Who Are We

Royex Technologies is a **website** and **mobile app** development company in Dubai that provides mobile app, web and design solutions for small, medium and large-scale companies. We have developed and successfully delivered more than 300 projects to date for our clients in Dubai, UAE and other Middle East countries.

We Are in Four Countries with Five Offices

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