MOBILE APPS & E-COMMERCE

Dubai

Government Departments
Entering
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EDITOR'S NOTE

Dubai is leading the way to be the leading hub of the metaverse. The technological prowess, thriving innovation, research and development environment, and sophisticated digital infrastructure of the city serve as a base for the construction of metaverses.

The Emirate is fostering an innovative culture and making a seamless transition to a digital economy thanks to a flexible, strong regulatory environment and government-led initiatives.

In this edition of our magazine, our featured article explores how various Dubai Government Departments are entering the Metaverse.

We also discuss how Metaverse is creating a multitude of job opportunities right now.

In the ecommerce section, we share 6 strategies to drive traffic to your website, a ten-step guide on how to maintain your ecommerce website, and 5 creative ways you can lower buyer hesitation in ecommerce.

In the mobile app section, we shed light on Mobile Backend As A Service (MbaaS) and the importance of a mobile first design.

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

Dubai is one of the most forward-thinking cities in the world, and it is no surprise that it is one of the first governments to embrace the metaverse. In recent months, several Dubai government departments have announced plans to enter the metaverse, with the goal of providing citizens and businesses with new and innovative ways to interact with government services.

The Dubai Land Department has created a virtual reality platform that allows users to explore properties and conduct transactions without having to leave their homes.

The Dubai Municipality has launched a metaverse platform that allows residents to report issues, pay fines, and access other services.

The Dubai Police has created a metaverse training academy that allows officers to learn new skills and practice scenarios in a safe and controlled environment.

In the first article, we provide more examples of how these government departments are entering the metaverse

The second article highlights the various job opportunities created by the Metaverse.

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HOW ARE THE VARIOUS DUBAI GOVERNMENT DEPARTMENTS ENTERING METAVERSE

Dubai is leading the way to be the leading hub of the metaverse. The technological prowess, thriving innovation, research and development environment, and sophisticated digital infrastructure of the city serve as a base for the construction of metaverses.

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JOB OPPORTUNITIES CREATED BY METAVERSE

The metaverse, a virtual reality-based digital universe, has the potential to create numerous job opportunities across various sectors. While the concept of the metaverse is still evolving, here are some potential job roles that could emerge within this space.

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HOW ARE THE VARIOUS DUBAI GOVERNMENT DEPARTMENTS ENTERING METAVERSE

Dubai is leading the way to be the leading hub of the metaverse. The technological prowess, thriving innovation, research and development environment, and sophisticated digital infrastructure of the city serve as a base for the construction of metaverses.

The emirate is fostering an innovative culture and making a seamless transition to a digital economy thanks to a flexible, strong regulatory environment and government-led initiatives. The Analysis Group economic researchers estimate that the metaverse's adoption over the next 10 years might contribute $3 trillion to the world economy by 2031.

Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of the Dubai Executive Council, and Chairman of the Board of Trustees of the Dubai Future Foundation (DFF), introduced the Dubai Metaverse Strategy with the goal of making Dubai one of the top 10 metaverse economies worldwide. The approach, which offers a road map for the future, is consistent with the recently finished "Dubai Metaverse Assembly."

> " The Emirate is fostering an innovative culture and making a seamless transition to a digital economy "

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The DFF organized the event, which took place at Dubai's Emirates Towers at the Museum of the Future and AREA 2071 from September 28-29.

With the purpose of assessing national initiatives and exchanging experiences on the metaverse, the assembly also saw participation from local organizations and government bodies, including the Dubai International Financial Centre, VARA, Majid Al Futtaim, DAMAC, and Dubai Digital, among others.

Now, various government departments are stepping into the Metaverse realm. This article will list these departments and how they are entering the Metaverse.

Dubai Electricity and Water Authority (DEWA) launches "DEWAVerse"

As part of its attempts to expand its services to consumers, staff, and society, Dubai Electricity and Water Authority (DEWA) has introduced "DEWAVerse," a platform on the metaverse.

Thanks to this initiative, DEWA is now the first governmental organization to enter the metaverse. Users will be able to interact with DEWA personnel to resolve issues, visit a customer care center, and conduct transactions virtually, thanks to the Dewaverse.

Additionally, a virtual DEWA workplace will let users wander around DEWA facilities and have meetings. DEWA invests in Metaverse technology to implement and improve its ongoing and upcoming initiatives, which helps to increase stakeholder satisfaction, and company growth, boost productivity and cut costs.

Did You Know?

- 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.

- Dubai Metaverse Strategy also intends to ensure that the metaverse increases its contribution to 1 percent of the Emirates GDP

- Metaverse market will be worth $800 billion by 2024.

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RTA Enters The Metaverse

RTA will also participate in the Dubai metaverse employing augmented reality technology, showcasing Dubai Metro's train network through digital twins.

To expose minute details and other crucial scenarios that impact asset life cycles, the digital twin platform integrates historical maintenance data from the last 12 years of Dubai Metro operation with real-time data acquired by external data-collection devices.

The platform provides suggestions for enhancing the asset life cycle using historical and real-time data, including modifying periodic maintenance plans and other permitted processes, machine learning, and system development to detect potential problems in the future.

Ministry of Economy launches third address in the Metaverse

The UAE Ministry of Economy will soon launch the third address in the metaverse. During a panel discussion at the Dubai Metaverse Assembly last month, Emirati minister Abdulla bin Touq Al Marri stated, "We have one physical site in Dubai, one in Abu Dhabi, and we are building up the third in the metaverse."

The minister said, "The new metaverse facility features an auditorium and can handle meetings, contract signings, and more." According to Al Marri, the new service center will be an immersive setting where individuals may move around, make collections, socialize with other people, and access services exactly like they could in actual places.

Dubai Airport Freezone also joins the metaverse

The Dubai metaverse will soon include the Dubai Airport Freezone (DAFZ), a unit of the Dubai Integrated Economic Zones Authority (DIEZ).

The program intends to strengthen the Emirate's leadership position as a center for competitive and beneficial technology by exposing the DAFZ's distinctive offers, products, and solutions to attract foreign direct investment (FDI) and enterprises to the free zone.

Regardless of the actual location, METADAFZ will allow clients worldwide to have meetings via a virtual platform, providing a distinctive semblance of reality.

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A major component of this new system is- smart contracts, which are self-executing agreements that have been programmed earlier to execute when certain conditions have been met between parties involved in the contract.

Smart contracts are open-source, immutable & widely accessible. These contracts could offer a lot of benefits to society, such as increased security, as it does not require any broker or intermediaries to sign any agreement. So, businesses & entrepreneurs will be highly benefited as it increases authenticity & free from any power hoarders.

Commercial Bank International becomes first Dubai bank to enter the Metaverse

Commercial Bank International (CBI), located in Dubai, has entered the metaverse. The bank made the announcement about the opening of its metaverse site, making it the first bank in the UAE to have a presence there.

Visitors to Decentraland can reach CBI's virtual location by going to cbi.dcl.eth or (63, -127) by utilizing the Decentraland map coordinates. The bank claimed that portals may also be used to access the bank's virtual location.

CBI Chief Executive Officer Ali Sultan Rakkad Al Amri stated, "We are happy to be the first bank in the UAE and among the first in the Middle East to deliver the metaverse experience to our clients and citizens.

Royex Metaverse 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. With leading Metaverse App development services and solutions, we can help you uncover new possibilities! We provide a wide range of future-ready metaverse services such as Metaverse Shopping App, Sandbox & Decentraland Property Design, Metaverse Land Purchase, NFT creation & Minting, NFT Marketplace Development, Smart Contracts Development & Custom Blockchain Development. Our Metaverse Services and solutions let you create dynamic and realistic virtual worlds and real-world environments for better business collaboration.

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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.

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

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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.

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.

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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.

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.

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.

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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.

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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-Rajib Roy

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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.

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6 STRATEGIES TO DRIVE ORGANIC TRAFFIC TO YOUR ONLINE STORE

Driving organic traffic to your online store is crucial for its success. Here are some strategies to help you increase organic traffic

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Maintaining an eCommerce website is essential for its smooth operation and optimal performance. Here is a 10-step guide to help you effectively maintain your eCommerce website

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Lowering buyer hesitation in eCommerce is crucial for increasing conversion rates and driving sales. Here are five creative ways to address buyer hesitation.

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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.

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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.

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?

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.

E-COMMERCE

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.

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.

5 CREATIVE WAYS TO LOWER BUYER HESITATION IN ECOMMERCE

The E-commerce industry has witnessed immense growth & popularity in the last 2years because of the pandemic.

In 2022, the growth rate was near about 13.7%. But all popular thing comes with some challenges also.

For e-commerce, cart abandonment or buyer hesitation is a big challenge as customers can find hundreds of sites for their desired product as an alternative. So, your e-commerce business has to stand out from the crowd. Trust plays an integral part in online business.

Buyer hesitation is a natural phenomenon that is not only specific to e-commerce.

It is also present in brick-and-mortar stores, and many different factors can cause it. is a major reason for e-commerce sales to fail. It is a natural human reaction to uncertainty and can be triggered by factors such as price, product quality, or customer reviews.

> " For e-commerce, cart abandonment or buyer hesitation is a big challenge as customers can find hundreds of sites for their desired product as an alternative "

E-COMMERCE

Most e-commerce businesses face the problem of attracting many visitors but somehow fail to convert as customers.

For instance, the customer might be waiting for a price drop, or they might need more time to make a decision. These hesitations have an impact on the conversion rate of sales.

There are ways to positively impact your audience's decision-making by minimizing their fears and worries. This article will mention five creative ways to lower buyer hesitation that should be addressed in your e-commerce store.

5 Ways To Overcome Buyer Hesitations

1. Emphasize on Reviews or Social Proof

Social proof or reviews are the testimonials of your e-commerce site.

Reviews and social proof are the most important factors that influence buyers. They have the power to make or break a sale.

It is important for sellers to use reviews and social proof as selling points in their marketing campaigns.

It makes your website more trustworthy for the consumer to make purchase decisions.

According to research, 38% think social proofs are important when deciding what items to buy.

Did You Know?

- According to a study by Baymard Institute, the top three reasons for cart abandonment are unexpected shipping costs (55%), having to create an account (34%), and a complicated checkout process (26%).

- According to a report by Invesp, the average return rate for e-commerce purchases is around 30%.

- The global cart abandonment rate in 2022 was 70%.

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When your previous customers speak about the product on your behalf, it automatically carries weight. Social proof comes in different categories- most common: testimonials, case studies, and reviews.

2. Transactional Security

Online transactional security is the most crucial aspect every site owner needs to ensure for their web visitors.

It is one of the main factors that buyers consider before purchasing. The lack of transparency in transactions can be a huge turn-off for potential buyers.

Companies must ensure that they provide their customers with all the information they need to feel safe and secure during their transactions.

Companies should also provide their customers with a secure platform where they can make purchases without any worries. An easy way to do this is by using SSL certificates, which encrypt data and keep it safe from third parties.

Also, you can leverage a multi-factor authentication process, updated antivirus program, set up a strong firewall system & maintain regular security checkups.

3. Active Social Presence

Social media is a powerful platform for brands to showcase their product & service. So having a strong & active social media presence helps customers conveniently know about your brands.

People are likelier to buy from brands they follow on social media or know and trust. The more active you are on social media, the more people will see your posts and feel inclined to buy from you.

This also helps with customer service, allowing people to ask questions about your products or services before making a purchase decision.

4. Flexible Return Policy

Return policies are an important aspect of e-commerce. While online shopping, one disadvantage is that people can't see the product in person before purchasing.

A flexible return policy is a great way to avoid this barrier for your consumer & make them feel more confident about their purchased product.

The idea of being able to return an item without any questions or hassle is appealing to many potential customers.

A well-planned & flexible return policy is an effective way to lower buyer hesitation and increase customer satisfaction.

For example, some retailers provide free returns for up to 30 days and full refunds with no questions. This reduces the customer's anxiety, who may be worried about buying something they won't like or need.

5. Well Described Product Page

An exceptional product page is a great way to increase conversion or sales. A well-detailed & designed product page help consumer explore their desired product conveniently.

So, it needs to be clear and concise and provide all the information about the product. There is no magic formula for what makes an excellent product page, but some key components must be present for it to be effective.

A product page's two most important parts are the title and description. The title should be catchy and descriptive, while the description should contain all of the necessary information about the product that is not included in other places like images or videos.

So, we have come to the conclusion that maintaining a healthy customer relationship is all about building trust with your consumer. The first purchase from a new customer is always a hard decision & only transparency of your brands towards the customer can solve these buyer hesitation issues.

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A product page on an ecommerce website should typically include the following information:

1. Product Title: Clearly state the name of the product.
2. Product Images: High-quality images of the product from different angles.
3. Product Description: A detailed description of the product's features, benefits, and specifications.
4. Price: Clearly display the price of the product.
5. Availability: Indicate whether the product is in stock or out of stock.
6. Reviews: Include customer reviews and ratings of the product.
7. Add to Cart Button: A prominent button to add the product to the shopping cart.
8. Related Products: Show related products that the customer might be interested in.
9. Shipping Information: Provide details on shipping options, delivery times, and costs.
10. Returns Policy: Explain the returns policy and process for the product.

Royex Technologies is a leading E-Commerce website development company 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 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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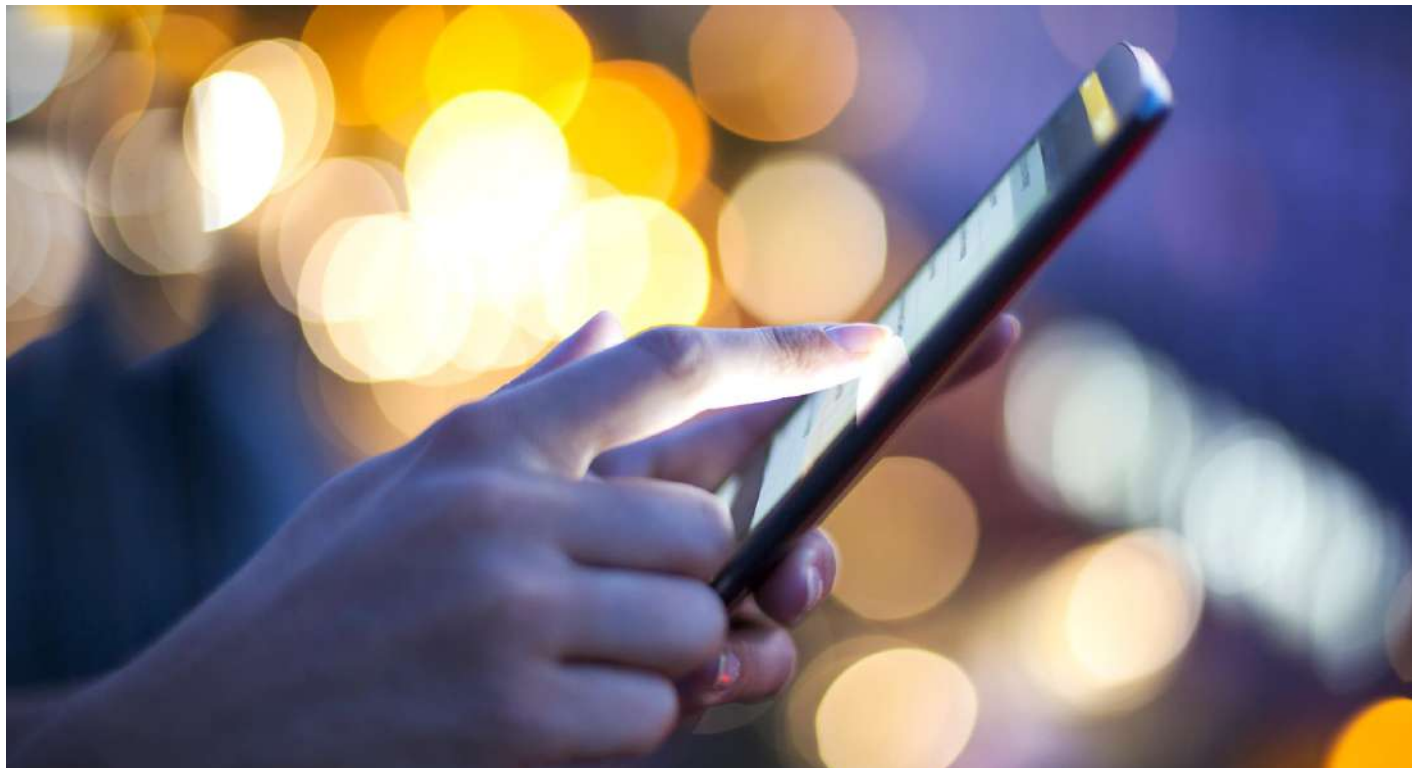Mobile app development, guides, cost breakdowns

Mobile Backend as a Service (MBaaS), also known as Backend as a Service (BaaS), is a cloud-based service that provides the backend infrastructure and functionality required for mobile applications.

It allows developers to focus on building the frontend of their mobile apps while offloading backend operations such as data storage, user authentication, push notifications, and server-side logic to the MBaaS provider.

When choosing the best MBaaS for your mobile app, several factors need to be considered. First and foremost, evaluate the features and functionalities offered by different MBaaS providers. Consider the specific requirements of your mobile app, such as data storage, user management, file storage, push notifications, social integration, and analytics. It's important to ensure that the MBaaS platform provides the necessary tools, APIs, and services to support the backend needs of your app.

More factors are discussed in our first article which goes in depth into MBaaS platforms and how to choose the right one for your app. The second article discusses the importance of mobile-first design in great detail.

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WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST ONE?

Mobile Backend as a Service (MBaaS), also known as Backend as a Service (BaaS), is a cloud-based service that provides the backend infrastructure and functionality required for mobile applications.

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IMPORTANCE OF MOBILE FIRST DESIGN

The importance of mobile-first design cannot be understated in today's digital landscape. Here are some key reasons why mobile-first design is crucial

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WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST ONE?

Those days are gone when creating a backend for mobile apps was one of the monotonous tasks for mobile app developers.

Now, mobile backend as a service (MBaaS) providers are here to help you with efficient backend development services in less amount of time.

Mobile backend as a service is considered a cloud computing architecture or infrastructure. that cater to businesses & enterprises with all sorts of backend tools & services for developing, testing & running sophisticated mobile applications on the cloud.

Mobile Backend as a Service (MBaaS) is an emerging technology that provides developers with a platform to develop, deploy, and manage mobile applications.

It enables developers to quickly and easily create mobile applications without worrying about the application's underlying infrastructure.

> " **Mobile backend as a service is considered a cloud computing architecture or infrastructure** "

MBaaS also provides a set of tools that allow developers to integrate easily with various backend services like databases, cloud storage, analytics, etc.

By leveraging MBaaS, developers can focus on the development of the application instead of worrying about managing complicated backend systems.

With the help of the MBaaS tool, enterprises don't need to manage cloud databases, track app analytics & host push notifications on their own.

In the landscape of software-as-a-service (SaaS), MBaaS is a solution that refers to the modern ways of developing top-notch mobile applications on a quick basis. In this article, we will share what MBaaS is & how to choose the best solution.

What Is MBaaS & what's its purpose?

Mobile Backend as a Service (MBaaS) is a cloud-based platform that allows developers to build and manage mobile applications without managing the underlying infrastructure.

It provides an all-in-one solution for managing the backend of mobile applications, allowing developers to focus on building and deploying the frontend user experience.

MBaaS offers scalability, security, and cost savings for businesses looking to develop mobile applications quickly and efficiently. With its increasing popularity among developers, MBaaS is essential to any successful mobile application development strategy.

Mobile Backend as a Service (MBaaS) has revolutionised how mobile applications are developed.

It simplifies the process of developing, deploying, and managing mobile applications. It provides developers with access to a wide range of cloud-based services that can be used to create and manage mobile apps quickly and easily.

MBaaS are developed to meet the mounting demands of mobile applications' backend development process in the least amount of time. Also, this cloud platform doesn't compromise data security & app performance.

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By incorporating the MBaaS model for your application development, managing backend data will be more efficient & easy.

MBaaS also allows for faster development cycles since all the necessary backend services are all ready available in one place.

This makes it easier for developers to quickly build, deploy, and manage their apps without spending time setting up servers or dealing with server maintenance tasks.

Besides all these technical advantages, MBaaS provides economic app development. It is an economical solution for app development that allows developers to focus on the front end of their application while the MBaaS provider handles the back end.

MBaaS solutions provide cost savings in terms of time and resources, allowing developers to develop apps quickly at a fraction of the cost. It also eliminates the need for costly infrastructure investments, as all data is stored securely in the cloud.

Furthermore, it helps reduce development costs by providing pre-built components that can be easily integrated into an application, eliminating the need for custom coding. MBaaS offers a cost-effective way to develop mobile applications without sacrificing quality or performance.

How To Choose The Best MBaaS?

Deciding on the best MBaaS for your business can be a daunting task. With so many options available, it is important to consider various factors such as scalability, security, cost-effectiveness and customer support before making a decision.

Choosing the best Mobile Backend as a Service (MBaaS) is essential for any mobile development project. The right MBaaS will provide scalability, flexibility, and reliability for your mobile application.

It should also offer various services such as push notifications, analytics, user management, cloud storage, and more.

If you are wondering about how to choose the best mobile backend as a service, then in below we are sharing tips that will help you-

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- You should look for an MBaaS that offers good customer/technical support and documentation to ensure that you have access to all the necessary resources when developing your application.

- Easy-to-use MBaaS is the ultimate factor when looking for an MBaaS provider.

- Look for providers who guarantee powerful security storage for databases, server-side code & important files.

- A well MBaaS platform must have a well-designed structure for the transaction process for the mobile application.

- An ideal MBaaS must provide secure communication between the user & the application server.

- Your provider must provide you with APIs to connect your app to the various cloud services you need.

- Cost is also important; look for providers that offer competitive pricing without sacrificing quality or features.

- Data management is a important factor for back end service. Your MBaaS provider must provide the right processes, methods, and tools (PM&T) for this.

- If you are considering a mobile app development service, connect with us with your specific requirements.

- Platform Support: Check if the MBaaS supports the platforms you are building your mobile app for, such as iOS and Android.

- Features: Look for the features that the MBaaS offers, such as user management, push notifications, storage, analytics, and APIs for third-party integrations.

- Scalability: Ensure that the MBaaS can scale to accommodate the growth of your app's user base and data.

- Security: Verify that the MBaaS provides robust security features, such as authentication, encryption, and access controls.

- Pricing: Evaluate the pricing plans of different MBaaS providers and choose the one that fits your budget and requirements.

- Documentation and Support: Ensure that the MBaaS provider offers comprehensive documentation and reliable support channels such as email, chat, or phone.

- Reviews and Ratings: Check out online reviews and ratings of the MBaaS provider to see what other developers and businesses have to say about their experience with the platform.

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MBaaS (Mobile Backend as a Service) offers several benefits, including:

Faster Development: MBaaS provides pre-built backend infrastructure and APIs, which can save developers time and effort in building and maintaining their own backend. This results in faster development cycles and time-to-market for mobile apps.

Cost-Effective: MBaaS eliminates the need for businesses to invest in expensive infrastructure and resources to build and maintain their backend. This helps businesses save costs and allocate resources to other critical areas of their business.

Scalability: MBaaS providers offer scalable infrastructure that can grow with the app's user base and data. This ensures that the app can handle an increasing number of users and traffic without experiencing any downtime or performance issues.

Security: MBaaS provides secure infrastructure and APIs that can help protect user data and prevent unauthorized access. This includes features such as user authentication, encryption, and access controls.

Third-Party Integrations: MBaaS offers pre-built APIs that can easily integrate with third-party services such as social media platforms, payment gateways, and analytics tools. This allows developers to easily add new features and functionalities to their apps.

Analytics and Insights: MBaaS providers offer built-in analytics and reporting tools that can help businesses gain valuable insights into user behavior and app performance. This can help businesses make informed decisions and optimize their app for better user engagement and retention.

Royex Technologies, a **leading Mobile App Development Company in Dubai** and UAE, possesses extensive experience in mobile app development. We have a highly-skilled team of mobile application developers in Dubai who have been working hand in hand for the last few years to develop good quality mobile applications for clients across Dubai and other cities in the UAE.

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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**

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.

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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

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.

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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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