MOBILE APPS & E-COMMERCE

Fleeto's
Advanced
Vehicle
Tracking

Why
Ecommerce Sites
Fail To
Drive Traffic

Build
Real Estate
Crowdfunding
App

Geofencing
in
Fleet
Management

7 Best
Mobile UX
Practices
To Follow

TABLE OF CONTENTS

FLEETO

E-COMMERCE

MOBILE APPS

EDITOR'S NOTE

In today's fast-paced and competitive business landscape, the ability to adapt and innovate is essential for staying ahead of the curve.

Fleeto's advanced fleet tracking solution empowers you to do just that, providing the foundation for agile, data-driven fleet management that propels your business towards greater success.

In this edition, our featured article we'll explore how Fleeto's advanced tracking system ensures safety. We also delve into geofencing and its impact on fleet management.

In the ecommerce section, we learn about generative AI in ecommerce, and why most ecommerce websites fail to drive sales.

In the mobile section, we share how you can build a real estate crowdfunding app like Stake, and the 7 best mobile UX design practices to follow.

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.

FLEETO

SAFE TRAVELS: ENHANCING FLEET SAFETY WITH FLEETO'S ADVANCED VEHICLE TRACKING

In today's world, where the landscape of transportation is rapidly evolving with the rise of ride-sharing and various other forms of mobility services, ensuring the safety of passengers has become more critical than ever before.

With an increasing number of people relying on these services for their daily commute, leisure travel, and even essential tasks, the need for robust safety solutions cannot be overstated. Fleeto recognizes this imperative and is steadfast in its commitment to providing customers with the most advanced and reliable safety solutions available in the market.

Through its innovative vehicle tracking systems, Fleeto offers a comprehensive suite of features aimed at enhancing passenger safety at every stage of the journey.

From real-time monitoring and geofencing to driver behavior analysis and emergency assistance, Fleeto's solutions are designed to mitigate risks and ensure a secure travel experience for passengers.

> " From real-time monitoring and geofencing to driver behavior analysis and emergency assistance, Fleeto's solutions are designed to mitigate risks and ensure a secure travel experience for passengers "

royex

FLEETO

By leveraging cutting-edge technology and industry expertise, Fleeto empowers businesses to proactively address safety concerns and uphold the highest standards of passenger protection.

In an era where convenience and efficiency often take precedence, Fleeto remains unwavering in its dedication to prioritizing safety above all else, setting a new benchmark for excellence in the transportation industry.

The Benefits of Vehicle Tracking For Fleet Safety

Unlocking insights beyond traditional communication methods like phone calls and texts, vehicle tracking systems offer a wealth of real-time data, routing information, and driving behavior analysis, revolutionizing fleet safety measures.

Here are five compelling ways vehicle tracking elevates safety standards for fleets:

Behavior Monitoring

Gaining visibility into driver conduct is pivotal for cost reduction, driver welfare, and customer satisfaction. Vehicle tracking systems furnish safety analytics and actionable insights to identify undesirable driving practices.

From monitoring excessive speeding in designated areas to detecting instances of harsh braking and sharp turns, these systems facilitate pinpointing areas of concern and offering necessary coaching to drivers.

By curtailing risky driving behaviors, fleet longevity is prolonged, accidents are minimized, and fuel expenses are reduced.

Tailored Training

Harnessing vehicle tracking solutions allows for a granular examination of driving patterns that could lead to serious incidents. Leveraging actionable safety data, fleet managers can discern trends and patterns of risky driving on an individual basis.

Integrated dashboard cameras complement this by providing extensive footage of driving hours, enabling managers to grasp firsthand the experiences of their drivers.

Armed with these safety tools, fleets of any scale can tailor training sessions to address specific driving habits, while also recognizing and rewarding exemplary drivers who uphold safety standards.

Maintenance Optimization

A fleet's efficacy is contingent upon its maintenance regimen. A robust vehicle tracking system offers insights into fleet health by delivering reports on maintenance or servicing requirements. Through customizable alerts tied to odometer readings, fleet managers can proactively manage pre-trip inspections and maintenance schedules, thereby ensuring the longevity of their assets and preempting costly repairs arising from neglect.

Digital Integration

Beyond vehicle monitoring, tracking software streamlines operations by digitizing tasks such as job management, proof of delivery, and document accessibility.

By equipping drivers with digital tools, such as electronic document access and streamlined inspection processes, the focus shifts to safer driving practices.

This digitization minimizes the likelihood of accidents, enhances safety scores, and fosters driver retention by simplifying administrative tasks.

Compliance Adherence

Combating the perilous combination of fatigue and driving, vehicle tracking systems aid in upholding regulatory compliance. Premium solutions offer electronic logging devices (ELD) to automate tracking of driver work hours and ensure adherence to hours of service (HOS) regulations.

Additionally, managers can set alerts and dispatch reminders to drivers for mandatory breaks, fostering adherence to safety protocols and reducing instances of driver fatigue-related incidents, violations, and ensuing penalties.

The Importance of Vehicle Tracking Systems

Vehicle tracking systems play a crucial role in monitoring and managing fleets of vehicles effectively.

These systems utilize GPS technology to track the real-time location, speed, and direction of vehicles, providing fleet managers with valuable insights into their operations.

Beyond logistical benefits, such as route optimization and fuel efficiency, vehicle tracking systems are instrumental in enhancing passenger safety in several ways:

Real-time Monitoring

Fleeto's advanced tracking systems enable real-time monitoring of vehicles, allowing fleet managers to track their movements continuously. This capability is invaluable in emergency situations, enabling swift response and assistance in the event of accidents or breakdowns.

Geo-fencing and Alerts

Fleeto's geofencing feature allows fleet managers to define virtual boundaries for their vehicles. If a vehicle deviates from its designated route or enters restricted areas, instant alerts are triggered, enabling prompt action to ensure passenger safety and asset security.

Driver Behavior Monitoring

With Fleeto's tracking systems, fleet managers can monitor driver behavior in real-time. This includes monitoring speed, harsh acceleration or braking, and adherence to traffic regulations. By identifying and addressing risky driving behaviors, Fleeto helps mitigate the risk of accidents and promotes safer driving practices among drivers.

Emergency Assistance

In case of emergencies such as accidents, medical crises, or security threats, Fleeto's tracking systems facilitate quick and accurate location identification. This enables emergency responders to reach the scene promptly, minimizing response times and potentially saving lives.

Maintenance Reminders

Regular vehicle maintenance is crucial for ensuring optimal performance and safety. Fleeto's tracking systems can be integrated with maintenance scheduling software to provide timely reminders for servicing, inspections, and repairs, reducing the risk of mechanical failures and breakdowns on the road.

Conclusion

In an era where safety and efficiency are paramount in transportation, **Fleeto's** advanced vehicle tracking solutions emerge as a game-changer for businesses seeking to enhance passenger safety and optimize fleet operations.

By leveraging cutting-edge technology and innovative features, Fleeto empowers businesses to monitor, manage, and safeguard their fleets with unprecedented precision and reliability.

As the transportation landscape continues to evolve, Fleeto remains committed to driving innovation and setting new standards for safety and performance in the industry. With Fleeto's advanced vehicle tracking solutions, safe travels are no longer a distant goal but a tangible reality for businesses and passengers alike.

FLEETO

GEOFENCING AND ITS USAGE & IMPACT IN FLEET MANAGEMENT

Fleet management has evolved significantly over the years, with technology playing a pivotal role in optimizing operations and enhancing efficiency.

One such technological innovation that has transformed the landscape of fleet management is geofencing. Geofencing offers a plethora of benefits to fleet managers, ranging from improved asset tracking to enhanced security and streamlined operations.

In this article, we delve into the intricacies of geofencing, its various types, advantages, applications in fleet management, strategies, and best practices.

Geofencing and its Types

Geofencing is a location-based technology that enables the creation of virtual boundaries or "geofences" around specific geographical areas. These boundaries can be defined using GPS, RFID, Wi-Fi, or cellular data, allowing fleet managers to monitor and track vehicles or assets within designated zones.

> **Geofencing offers a plethora of benefits to fleet managers, ranging from improved asset tracking to enhanced security and streamlined operations**

royex

Geofencing relies on GPS coordinates to trigger predefined actions or notifications when a vehicle enters or exits a geofenced area, providing real-time insights and control over fleet operations.

Types of Geofencing

There are primarily three types of geofencing:

Circular Geofencing: This type of geofencing creates circular boundaries around a specific location, typically defined by a radius from a central point. Circular geofences are commonly used for proximity-based alerts and notifications.

Polygonal Geofencing: Polygonal geofencing involves creating custom-shaped boundaries using multiple GPS coordinates. This allows for more precise delineation of areas and is ideal for complex or irregularly shaped zones.

Corridor Geofencing: Corridor geofencing establishes virtual boundaries along predefined routes or corridors. It is commonly used in logistics and transportation industries to monitor vehicles along specific routes and ensure adherence to designated paths.

Advantages of Geofencing

Geofencing offers several advantages in fleet management, including:

Enhanced Security

Geofencing serves as a virtual perimeter around specified areas, such as depots, warehouses, or high-security zones. Fleet managers can establish geofences around these areas and receive instant notifications when vehicles enter or exit them.

This real-time monitoring capability allows for swift detection of any unauthorized activities, such as vehicle theft or unauthorized access.

Prompt alerts enable fleet managers to take immediate action, whether it's notifying security personnel, law enforcement, or activating anti-theft measures like engine immobilization. With geofencing, fleet security becomes proactive rather than reactive, minimizing the risk of asset loss or damage.

Improved Efficiency

Route optimization is a crucial aspect of fleet management, directly impacting operational costs and efficiency.

Geofencing automates this process by analyzing real-time data on vehicle locations, traffic conditions, and delivery schedules.

By creating geofences along designated routes or delivery zones, fleet managers can optimize routes to minimize travel time, fuel consumption, and vehicle wear and tear.

Geofencing software can dynamically adjust routes based on changing factors such as traffic congestion or road closures, ensuring that drivers always take the most efficient paths.

As a result, fleets can complete more deliveries in less time, reduce idle time, and maximize overall productivity.

Geo Tracking

Geofencing provides granular location tracking capabilities, allowing fleet managers to monitor vehicle movements with pinpoint accuracy.

Real-time geo tracking enables fleet managers to track vehicles' progress along designated routes, ensuring adherence to schedules and delivery commitments. Additionally, geofencing can capture data on driver behavior, such as speeding, excessive idling, or unauthorized detours.

By analyzing this data, fleet managers can identify areas for driver training and implement measures to improve fuel efficiency, reduce vehicle wear, and enhance overall safety. Geofencing also facilitates geofence-based reporting and analytics, enabling fleet managers to gain valuable insights into fleet performance and make data-driven decisions to optimize operations.

Applications of Geofencing in Fleet Management

Geofencing finds diverse applications in fleet management, including:

Geofence Alerts: Fleet managers can set up geofences around customer locations, depots, or high-risk areas and receive instant alerts when vehicles enter or exit these zones, facilitating proactive management and customer service.

Route Optimization: Geofencing enables dynamic route planning based on vehicle location and real-time traffic conditions, leading to optimized delivery schedules and reduced transit times.

Asset Protection: Geofencing helps prevent theft and unauthorized use of fleet vehicles by triggering alerts when vehicles deviate from predefined routes or enter restricted areas.

Geofencing Strategies And Best Practices

To leverage the full potential of geofencing in fleet management, it is essential to adopt the following strategies and best practices:

Define Clear Objectives

Before implementing geofencing in fleet management, it's crucial to define clear objectives that align with the organization's overarching goals. This involves identifying specific areas where geofencing can add value, whether it's enhancing security, improving efficiency, optimizing routes, or achieving regulatory compliance.

By clearly outlining objectives, fleet managers can focus their efforts on implementing geofencing strategies that directly address key priorities and deliver tangible benefits.

For example, if the primary goal is to enhance security, geofences can be deployed around high-value assets or sensitive locations to detect and prevent unauthorized access in real-time.

Select Appropriate Geofencing Tools

Choosing the right geofencing software or platform is essential for maximizing the effectiveness of fleet management operations.

Fleet managers should look for geofencing tools that offer a comprehensive suite of features tailored to their specific needs. This includes real-time tracking capabilities to monitor vehicle movements, customizable alerts to notify stakeholders of relevant events, and robust reporting capabilities to analyze geofence activity and performance metrics.

Additionally, the selected geofencing solution should be scalable and adaptable to accommodate future growth and evolving business requirements. By selecting appropriate geofencing tools, fleet managers can ensure seamless integration into existing fleet management systems and derive maximum value from their investment.

Regular Monitoring and Analysis

Continuous monitoring and analysis of geofence activity are essential for optimizing fleet management outcomes and identifying areas for improvement.

Fleet managers should regularly review performance metrics such as geofence penetration rates, alert frequency, and response times to gauge the effectiveness of geofencing strategies.

By analyzing these metrics, fleet managers can identify trends, patterns, and potential issues that may impact fleet operations.

Moreover, regular monitoring allows fleet managers to proactively identify and address any anomalies or deviations from expected behavior, such as unauthorized entry into restricted areas or deviations from planned routes.

FLEETO

This proactive approach enables fleet managers to take timely corrective actions, such as adjusting geofence parameters, updating route plans, or implementing additional security measures, to ensure optimal fleet performance and compliance with operational objectives.

Fleeto, an **intelligent fleet management solution**, integrates geofencing technology to empower fleet managers with advanced monitoring and control capabilities.

With Fleeto's geofencing feature, fleet operators can create custom geofences, receive instant alerts, and optimize route planning to streamline operations and maximize efficiency.

By harnessing the power of geofencing, Fleeto's solutions enables proactive fleet management, enhanced security, and improved asset utilization, driving greater value for businesses across industries.

In conclusion, geofencing represents a paradigm shift in fleet management, offering unprecedented levels of visibility, control, and efficiency.

From enhancing security and optimizing routes to improving asset utilization and customer service, geofencing delivers tangible benefits to fleet operators, enabling them to stay ahead in today's dynamic business environment.

By embracing geofencing strategies and leveraging innovative solutions like Fleeto, fleet managers can unlock new opportunities for growth, innovation, and operational excellence.

royex

E-COMMERCE

Ecommerce platforms, features, tips, and reviews

AI in ecommerce refers to the integration of artificial intelligence technologies into various aspects of online retail operations to enhance efficiency, personalize customer experiences, and drive sales.

From product recommendations and virtual assistants to predictive analytics and supply chain optimization, AI revolutionizes how ecommerce businesses operate and engage with customers.

One of the primary applications of AI in ecommerce is personalized product recommendations.

By analyzing customer behavior, browsing history, and purchase patterns, AI algorithms can suggest relevant products to individual shoppers, increasing the likelihood of conversion and boosting sales. In the first article, we will cover all applications of Gen AI in ecommerce.

In the second article, we go into the various reasons why ecommerce websites drive to fail sales despite getting enough traffic. While traffic is a crucial metric for ecommerce success, simply attracting visitors to a website does not guarantee sales.

Many ecommerce websites struggle to convert traffic into revenue due to various factors that hinder the effectiveness of their sales strategies. Despite receiving ample traffic, these websites fail to capitalize on potential sales opportunities, resulting in underwhelming performance.

E-COMMERCE

17

GEN AI IN ECOMMERCE: BEYOND PREDICTIVE ALGORITHMS TO HOLISTIC DECISION-MAKING

Gen AI refers to the integration of artificial intelligence and machine learning technologies that go beyond predictive algorithms.

23

WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating and lead to many questions. What should be changed? How do I get more sales? We answer in this article.

royex

E-COMMERCE

GEN AI IN ECOMMERCE: BEYOND PREDICTIVE ALGORITHMS TO HOLISTIC DECISION-MAKING

In the ever-evolving landscape of eCommerce, technological advancements continue to shape the industry. One of the most transformative developments is the emergence of Generation AI (Gen AI) in eCommerce.

Gen AI refers to the integration of artificial intelligence and machine learning technologies that go beyond predictive algorithms. It encompasses a holistic approach to decision-making, significantly impacting how businesses operate and cater to customer needs.

The Shift from Predictive to Holistic Decision-Making

Traditional eCommerce platforms have relied on predictive algorithms to offer personalized product recommendations and optimize pricing strategies.

However, Gen AI takes this a step further by embracing a more comprehensive decision-making process.

> " Gen AI refers to the integration of artificial intelligence and machine learning technologies that go beyond predictive algorithms "

royex

E-COMMERCE

It leverages a multitude of data sources and AI capabilities to create a holistic understanding of customers and market dynamics.

Key Components of Gen AI in eCommerce

Advanced Customer Profiling

Gen AI analyzes customer behavior, preferences, and historical data from various touchpoints, such as website visits, social media interactions, and purchase history.

It creates detailed customer profiles that extend beyond simple demographics, allowing businesses to tailor their offerings more effectively.

Real-time Data Integration

Holistic decision-making requires real-time data integration. Gen AI systems continuously gather and process data from various sources, ensuring that businesses have the most up-to-date insights.

This enables agile responses to changing market conditions.

Predictive Analytics

While Gen AI goes beyond traditional predictive algorithms, it still utilizes predictive analytics to forecast trends and customer behavior.

Did You Know?

- The number of businesses adopting artificial intelligence grew by 270% in the last four years.

- 84% of eCommerce businesses are either actively working AI solutions into their business or have it as a top priority.

- The impact of Generative AI on the global eCommerce sector, valued at $5.920 trillion,

royex

However, it does so in a more dynamic and adaptive manner, considering a broader range of variables.

Natural Language Processing (NLP)

NLP plays a crucial role in Gen AI by enabling businesses to understand and respond to customer inquiries and feedback in real-time. Chatbots and virtual assistants powered by NLP enhance customer service and support.

Dynamic Pricing

Gen AI takes dynamic pricing to the next level. Instead of solely relying on competitor pricing and demand, it considers factors like customer sentiment, product availability, and even external events. This results in more optimized pricing strategies.

Benefits of Gen AI in eCommerce

Enhanced Customer Experience: Gen AI enables businesses to provide highly personalized experiences, improving customer satisfaction and loyalty.

Increased Efficiency: With real-time data integration and automated decision-making, Gen AI streamlines operations and reduces manual intervention.

Better Inventory Management: Holistic decision-making optimizes inventory levels, reducing stockouts and overstock situations.

Competitive Advantage: Businesses that embrace Gen AI gain a competitive edge by staying ahead of market trends and adapting rapidly.

Challenges and Considerations:

Data Privacy and Security: The increased collection and use of customer data raise concerns about data privacy and security. Compliance with regulations like GDPR is essential.

Ethical AI Use: Businesses must ensure ethical use of AI technologies, including avoiding bias in decision-making algorithms.

Initial Investment: Implementing Gen AI systems may require significant upfront investment in technology and training.

Gen AI in eCommerce represents a paradigm shift in decision-making, ushering in a new era of data-driven, customer-centric operations. While challenges exist, the potential benefits are substantial.

As businesses increasingly adopt Gen AI technologies, they are poised to deliver more personalized, efficient, and competitive services to their customers in the dynamic world of eCommerce.

Royex Technologies: Leading the AI Innovation in Dubai

Royex Technologies, a leading ecommerce development company in Dubai stands as a trailblazer in driving innovation in Generative AI.

With a proven track record of a decade of excellence, Royex Technologies has been at the forefront of leveraging cutting-edge technologies to transform industries. In the realm of eCommerce, the company's commitment to pushing the boundaries of AI and machine learning is evident.

By combining their expertise with the capabilities of Generative AI, Royex Technologies is playing a pivotal role in shaping the future of eCommerce decision-making.

Through these innovative initiatives, Royex Technologies is contributing significantly to the advancement of generative AI and its practical applications, solidifying its position as a key player in the AI landscape in the Middle East and beyond.

How Royex Can Help Ecommerce Companies Using Generative AI

Royex Technologies emerges as a strategic partner for eCommerce companies looking to harness the power of Generative AI.

With a comprehensive suite of services tailored to the needs of the digital commerce landscape, Royex Technologies facilitates the seamless integration of Gen AI into existing eCommerce frameworks.

The company's proficiency in developing and implementing AI-driven solutions ensures that businesses can transition from predictive algorithms to holistic decision-making with confidence.

Royex Technologies excels in developing advanced customer profiling systems, enabling eCommerce businesses to gain profound insights into customer behavior, preferences, and engagement patterns.

By harnessing Gen AI, the company goes beyond traditional demographics, allowing businesses to tailor their offerings with unparalleled precision.

Real-time data integration, a cornerstone of Gen AI, is seamlessly implemented by Royex Technologies to ensure that eCommerce businesses have access to the most up-to-date insights.

This agile approach enables businesses to respond promptly to changing market conditions, ensuring that their strategies remain relevant and effective.

In the realm of customer interactions, Royex Technologies leverages Natural Language Processing (NLP) to enhance customer service and support.

By deploying intelligent chatbots and virtual assistants powered by NLP, eCommerce businesses can elevate their customer engagement strategies, responding to inquiries and feedback in real-time.

E-COMMERCE

Dynamic pricing, a crucial element of Gen AI, is taken to new heights by Royex Technologies.

The company considers a multitude of factors, including customer sentiment, product availability, and external events, to optimize pricing strategies dynamically. This ensures that eCommerce businesses stay competitive and responsive to market dynamics.

As eCommerce companies navigate the challenges and opportunities presented by Gen AI, Royex Technologies serves as a trusted ally.

The company addresses concerns related to data privacy and security, ensuring compliance with regulations like GDPR. Moreover, Royex Technologies emphasizes the ethical use of AI technologies, safeguarding against bias in decision-making algorithms.

With an initial investment in technology and training, Royex Technologies empowers eCommerce businesses to unlock the substantial benefits of Gen AI.

The company's expertise, coupled with its commitment to driving innovation, positions it as a catalyst for businesses seeking to deliver personalized, efficient, and competitive services in the dynamic landscape of eCommerce.

WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC

The main goal of an e-commerce website owner is to drive traffic as much as possible. But what is the point if that traffic doesn't convert into customers?

Traffic without conversion will hit your revenue eventually. You may need time to attract customers if your website is a brand-new e-store. Otherwise, 10000 pages, like tons of ads or 1000 site views, will be useless without sales. If we try to investigate the reasons, the first one should be the website lacks a clear call to action.

It is vital for any ecommerce website to have a clear message, which should be conveyed through the site layout and its messaging.

Another reason that some ecommerce sites fail to drive sales is that they lack customer reviews which creates a trust issue for others visitors. Reviews help customers decide what they want to purchase, and without them, customers are left in the dark about what other people think of products on the site.

> "
> The main goal of an e-commerce website owner is to drive traffic as much as possible. But what is the point if that traffic doesn't convert into customers?
> "

royex

E-COMMERCE

The last reason that some ecommerce sites fail to drive sales is that they do not offer enough payment options for their customers.

This can lead to lost revenue as customers who would otherwise buy from these sites will go elsewhere if they cannot find an option that suits them best.

Apart from these, there can be major issues with poor product image quality, poor website design, hard-to-reach customer service, generic product descriptions, and unclear return policy.

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating for the website owner and lead to many questions. What should be changed? How do I get more sales? Is my website the problem?

The answer to these questions is not always obvious, but there are a few indicators we can try to improve conversion rates and increase sales.

Let's dive into the article & analyze the strategies.

Steps To Improve E-commerce Sales

Homepage With Compelling Call-To-Action

Your website homepage acts like a book cover that highlights your brand. Having the right call to action button helps your visitors to browse popular products & drive them directly to the checkout page.

A call to action with a value-oriented headline & eye-catchy visual works together to impact the visitors & makes them go through the entire website & purchase products.

Brands typically use clickable call-to-active on their homepage banner. Banners showcase a brand's best-selling products or collections to attract customers' attention.

If your website homepage contains too many elements, it looks clumsy & customers may get confused about the products.

So, try to create a call-to-action for your target audience & highlight your products or discount coupons if you have any option.

royex

Make A Balance Between Product Value & Price

You will get hundreds of e-commerce sites & thousands of options to choose your products if you search on Google.

This competition is on another level. The mismatch between product value and price is one of the most common reasons a product fails to drive sales.

This arises when either the price is too high for the perceived value of the product or when the perceived value is too low for the price.

If you have enough traffic but your conversion rate is low, then there might be a problem with your pricing strategy for the available products.

If you are not getting enough traffic, it may be time to re-evaluate your marketing campaigns and see if there are any gaps in your targeting.

Analyze Visitors Click, Search & Scroll Elements

In marketing, there is a well-known phrase that you can't sell anything on the Internet. The idea behind this phrase is that people are not as trusting or impulsive when purchasing online.

They must be convinced and persuaded through several steps before buying. So, understanding user behavior is the utmost important task to optimize ecommerce website conversion.

The visitor's journey is the process of how a potential customer interacts with your website and moves along their path to purchase.

It starts with an initial visit, continues with scrolling, clicking, and searching, and ends with conversion - either your visitor becomes a customer, or they abandon the site.

Heatmaps are an ideal indicator of how customers click & drop off any products through the customer journey.

E-COMMERCE

The main goal of every marketer should be to make sure that visitors are making it to conversion without getting distracted by other sites or products in the meantime.

Easy To Complete Checkout Process

The checkout page is the last stage of converting a visitor into a customer. A good checkout process is crucial for the success of any e-commerce store.

So, ensure your website's checkout process is well-optimized & functional, which helps consumers to make a purchase easily.

If the checkout process contains multiple steps & if customers find the payment gateway insecure, they can drop off the process.

Critical checkout processes can kill customers' moods for buying products. Some common question regarding optimizing the checkout process is-

- Is the checkout process streamlined?
- Do you ask every customer to sign in for an account before checkout?
- Do your customers find the checkout process easily from the homepage?
- How much information do you collect during checkout?
- Do you offer any discounts or coupons?
- Do you offer free or fast shipping?
- Do you have multiple payment methods?

The checkout process is the last step in the conversion funnel. A few seconds could mean a sale and a lost customer.

The checkout process should be optimized to make it easy for customers to complete their purchases.

The checkout process can be optimized by reducing friction, removing distractions, and providing an easy way for customers to track their order status.

royex

E-COMMERCE

Emphasize On Product Page Algorithm

The product page is the most important page of a website. It is where the customer interacts with the product and decides whether to buy it or not.

The success of a product page depends on how well it matches customers' needs. As a user, when you navigate any product page of an e-store, you expect a clear & readable description of that product, eye-catchy images, reviews of the product, urgency elements, wishlist & CTA.

A good product page should have all the information about the product, including its features, benefits, specifications, and reviews from other customers.

Customized product page algorithms can help marketers drive sales by using personalized content for each customer.

The algorithm will consider what products were purchased in the past and recommend similar products to that customer on their next visit.

Highlighted Products On the Homepage

The goal of a homepage is to generate leads and increase sales. The design of the page can make or break your conversion rates.

Don't let your customer be confused about your brands. A homepage with a well-designed layout can help you achieve your goals by highlighting the products that are most relevant to your audience.

The homepage layout should be designed to capture users' attention and drive them to take the desired action.

While selecting products to highlight on the home page, choose products with eye-catching photos and well-written product descriptions.

So these are some tactics you should follow while reviewing your site. Hopefully, these points will help you to convert site traffic into conversion.

ROYEX TECHNOLOGIES
Landing E-commerce Website Designing and Development
COMPANY IN DUBAI

www.royex.ae

royex
Technologies

MOBILE APPS

Mobile app development, guides, cost breakdowns

Real estate crowdfunding is a relatively recent and innovative way for individuals to invest in real estate projects.

It involves a group of investors collectively funding real estate ventures, typically through online platforms. This method has gained popularity as it offers a more accessible and diversified approach to real estate investment.

Real estate crowdfunding platforms are websites or apps that connect investors with real estate projects seeking funding.

These platforms vary in focus, allowing investors to choose projects based on location, property type (e.g., residential, commercial, industrial), and investment strategy (e.g., development, renovation, rental income).

We cover one such crowdfunding platform, Stake in our first article. We focus on the features, cost, development time, etc.

In the second article, we highlight 7 mobile ux design best practices to follow. With users expecting seamless and intuitive interactions on their smartphones and tablets, adhering to best mobile UX design practices is essential for capturing and retaining their attention

MOBILE APPS
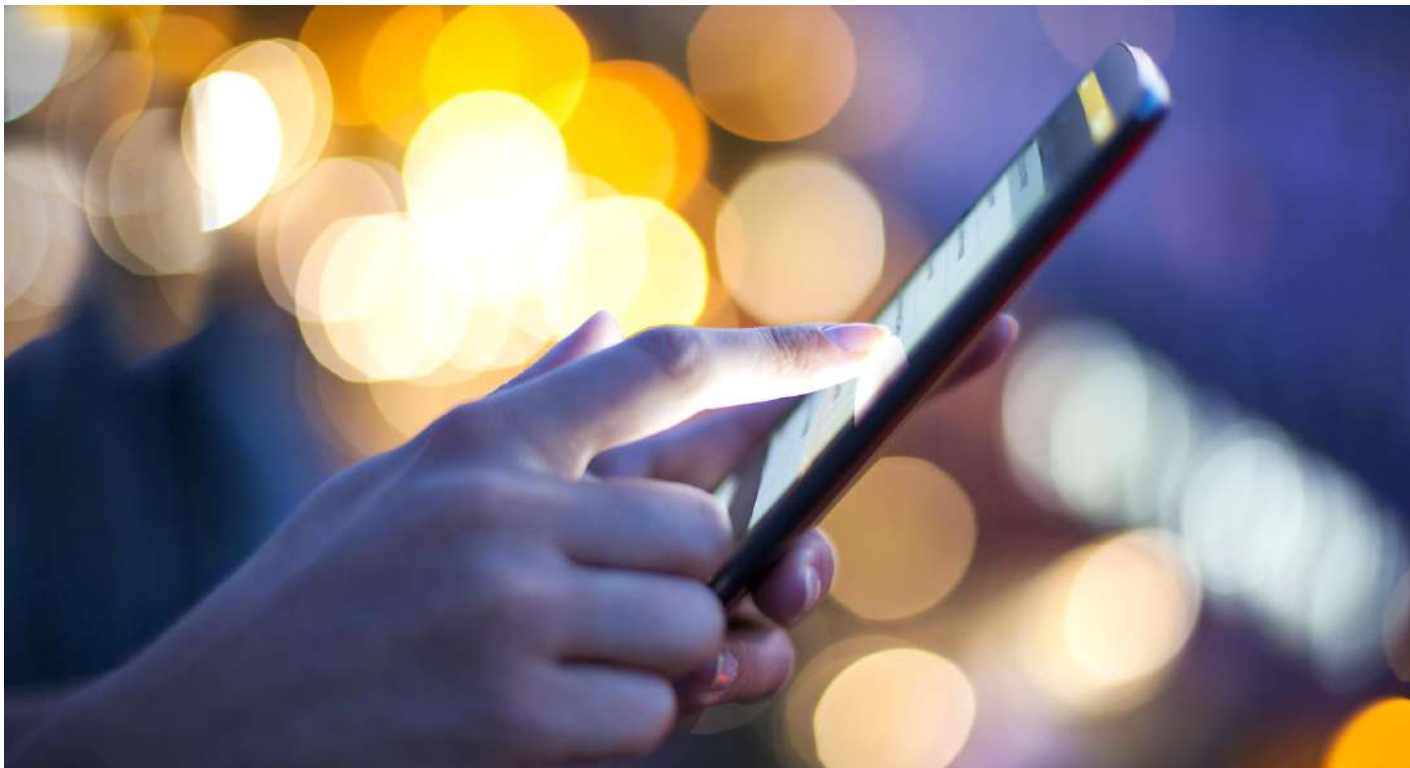
31

HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE STAKE AND ITS DEVELOPMENT COST

This article will discuss the features of a real estate crowdfunding app and will highlight the operations, development cost, and other considerations of developing an app like Stake.

41

7 BEST PRACTICES FOR MOBILE UX DESIGN YOU SHOULD FOLLOW

Mobile UX is how your consumers feel while navigating your app. In this article. We have listed down the 7 best mobile UX design practices that every designer should follow.

royex

HOW TO BUILD A REAL ESTATE CROWDFUNDING APP LIKE STAKE AND ITS DEVELOPMENT COST
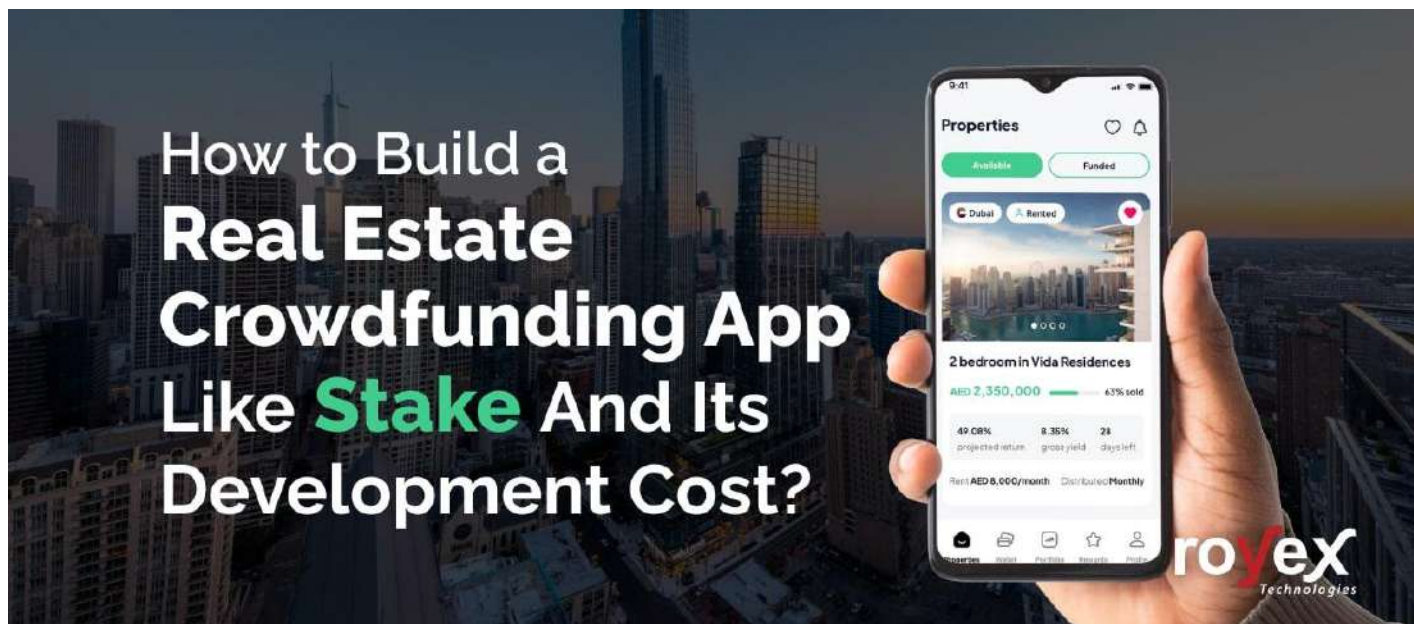
Real estate investment is undeniably appealing for long-term wealth creation. However, for many, entering the world of property investment has been fraught with challenges.

Traditional real estate is often characterised by inaccessibility, illiquidity, and overwhelming complexity.

It's an arena where substantial capital, extensive paperwork, and a network of connections are prerequisites for participation. Great real estate deals require money, significant time, and industry knowledge.

This is precisely where platforms like Stake have emerged as disruptive forces, reshaping the real estate investment landscape.

Stake is a digital real estate investment platform that leverages technology and expertise to democratise property investment.

> **Stake is a digital real estate investment platform that leverages technology and expertise to democratise property investment**

Building an app like Stake represents an enticing opportunity for entrepreneurs and innovators eyeing a venture into digital real estate investment.

However, it's essential to understand how such an app works, the licensing considerations, and the associated development costs.

This comprehensive guide will delve into these aspects, providing you with the insights needed to embark on a journey to create an app that revolutionises real estate investment.

What is Stake & How Does It Work?

Stake is a digital real estate investment platform that aims to democratise investing by eliminating many of these formidable barriers.

With Stake, the dream of building wealth through real estate is attainable and remarkably simplified, providing investors with the freedom to shape the life they deserve. Stake stands as a beacon of innovation in real estate investment.

It's more than just a digital real estate investment platform; it's a gateway to financial empowerment.

It levels the playing field, making real estate investment accessible, manageable, and rewarding for everyone, regardless of their background or previous real estate experience.

At its core, Stake accomplishes two fundamental objectives: it sources the best real estate properties in carefully chosen markets.

Democratising Access to Real Estate

One of the most compelling aspects of Stake is its commitment to making real estate investment accessible to virtually anyone. While traditional real estate investments often require substantial capital, Stake breaks down this entry barrier, allowing investors to begin their journey with as little as AED 500, roughly equivalent to USD 136.

This affordability empowers a broader demographic of individuals to participate in real estate investing, regardless of their financial background.

Expertise and Curation

What sets Stake apart is its extensive network and expertise, built over 20+ years of leading some of Dubai's largest real estate companies.

Leveraging this wealth of experience, Stake sources the best properties within its markets. This curation ensures that investors can access high-quality investment opportunities, reducing the risk associated with real estate investments.

Streamlined Management

One of the most daunting aspects of traditional real estate investment is the management of properties, from acquisition to exit.

Stake takes this burden off the shoulders of investors. The platform's team manages all aspects of investments, providing a hassle-free experience for investors.

From acquisition decisions to monthly rental payments and sales income, Stake handles it all, allowing investors to focus on reaping the benefits of their investments rather than getting bogged down in the complexities of property management.

Generating Passive Income

With Stake, investors can start building a diversified global real estate portfolio in minutes. By investing through the platform, individuals can generate a lifetime of passive income.

This passive income stream offers the opportunity to achieve financial goals and support the lifestyle they aspire to attain.

Remember that real estate investments carry risks, and it's essential to conduct thorough research and due diligence before investing.

Additionally, it's advisable to consult with financial advisors or real estate professionals to help make informed decisions based on your financial goals and risk tolerance.

The Rise of Digital Real Estate Investment

The appeal of real estate as an investment vehicle lies in its ability to generate consistent, long-term wealth.

It's an asset class known for its resilience against market volatility, inflation hedging capabilities, and potential for steady rental income.

Yet, despite these advantages, a significant portion of the population found themselves locked out of this asset class, constrained by the formidable barriers to entry.

Traditional real estate investment, especially in prime markets, often required substantial capital reserves.

Down payments for properties could be excessive, making it nearly impossible for many individuals, especially those in the early stages of wealth accumulation, to participate.

Additionally, the real estate market was plagued by illiquidity. Once an investment was made, it was challenging to convert it into cash swiftly. This lack of liquidity tied up capital for extended periods, limiting financial flexibility.

Moreover, real estate transactions were steeped in complexity. The abundance of paperwork, legal intricacies, and the need for local market knowledge made the process daunting for newcomers.

It often necessitated the involvement of real estate agents, lawyers, and other professionals, further increasing the costs associated with property transactions.

The quest to solve these challenges birthed the digital real estate investment platform concept.

These platforms, epitomised by Stake, sought to marry technology with real estate expertise to create an accessible, simplified, and liquid form of property investment.

The driving force behind such platforms is the vision to open the doors of real estate wealth to a broader audience, irrespective of their financial starting point. The success of these platforms lies in their ability to streamline the investment process, reduce entry barriers, and deliver a user-friendly experience.

Investors are no longer required to navigate a maze of paperwork or commit substantial capital upfront. Instead, they can initiate their journey into real estate with minimal investment, starting as low as AED 500.

With this backdrop, we delve into the intricacies of building an app like Stake, dissecting the critical components of its functionality, regulatory requirements, and the financial considerations involved in app development.

Whether you're an entrepreneur seeking to disrupt the real estate industry or an investor eager to explore new avenues, this guide will serve as your compass on this exciting journey.

Steps To Develop An App Like Stake

Here is a step-by-step guide to develop a crowdfunding real estate app like Stake:

Market Research and Planning

Identify Target Markets: Determine the regions or markets where you intend to offer real estate investment opportunities.

Regulatory Research: Understand each target market's legal and regulatory requirements to ensure compliance.

Property Sourcing and Selection

Establish Real Estate Partnerships: Build partnerships with real estate experts and firms to source high-quality properties.

Property Due Diligence: Conduct thorough due diligence on properties to ensure they meet investment criteria.

Technology Infrastructure

App Development: Create a user-friendly app with property browsing, investment, and portfolio management features.

Payment Integration: Implement secure payment gateways to facilitate investments and disbursements.

Security: Prioritise robust security measures to protect user data and transactions.

Regulatory Compliance

Licensing: Obtain the necessary licenses and approvals to operate as a real estate investment platform.

Anti-Money Laundering (AML) and Know Your Customer (KYC): Implement AML and KYC procedures to verify user identities and prevent fraud.

Investment Process

User Registration: Allow users to create accounts and complete KYC verification.

Property Selection: Enable users to browse and select properties for investment.

Payment Processing: Facilitate investments through secure payment methods, with a low barrier to entry.

Portfolio Management: Provide users with tools to monitor their real estate portfolio and track returns.

Property Management

Asset Management: Handle property acquisition, management, and maintenance on behalf of investors.

Income Distribution: Distribute rental income and sales proceeds to investors' accounts.

royex

User Experience

Mobile-Friendly Design: Ensure the app is accessible on mobile devices for user convenience.

Customer Support: Offer responsive customer support to address user inquiries and concerns.

Marketing and User Acquisition

Marketing Strategy: Develop a marketing plan to attract investors.

User Education: Educate users about real estate investment and the platform's benefits.

Scaling and Growth

Continuous Improvement: Regularly update the app with new features and improvements.

Market Expansion: Consider expanding into new markets as your user base grows.

Licensing Considerations

Licensing is critical to creating an app like Stake, as it ensures legal compliance and establishes trust with users. Licensing requirements may vary by country and region, but they often include:

Financial Licenses: You may need financial services and investment activities licenses depending in the jurisdiction.

Real Estate Licenses: In some regions, you may require licenses specific to real estate transactions and property management.

AML and KYC Compliance: To prevent money laundering and fraud, implement AML and KYC procedures as regulatory authorities require.

Securities Regulations: If your platform offers real estate investment in securities, you may need to comply with securities regulations.

Data Protection: Ensure compliance with data protection and privacy laws to protect user data.

Tax Compliance: Understand and comply with tax regulations related to real estate investments.

Incorporation within the DIFC: To operate within the DIFC, a company typically needs to be incorporated as a legal entity within the DIFC jurisdiction. This incorporation process involves registering the company and obtaining the necessary licenses and approvals.

Consulting with legal experts and regulatory authorities in your target markets is essential to navigate the licensing process successfully.

Development Cost of an app like Stake

Development costs to make a real estate platform app in Dubai lie between **AED 80,000 to AED 120,000.** We can make your app very affordable by adjusting your budget. Of course, the exact cost of development will vary depending on the features and functionalities of your app.

Several factors can influence the development cost of a real estate development app. Some of the most significant factors include the following:

Here are some of the key factors that can influence the development cost of a real estate development app

App platform: The cost of developing a real estate app can vary based on the platform(s) it is being developed for. For example, developing an app for both iOS and Android will cost more than developing an app for just one of these platforms.

App features and functionality: The cost of developing a real estate development app will depend on the features and functionality you want to include—the more complex and extensive the features, the more required development time and cost.

User interface: Design can also affect the app's development cost. A more complex and custom user interface design will require more development time, increasing the cost.

Integration with third-party services: Third-party services such as payment gateways, mapping services, and delivery APIs can also increase the app's development cost.

App maintenance and updates: After the app is developed, ongoing maintenance and updates will also add to the overall cost. This includes bug fixes, security updates, and feature enhancements.

Team size: The size of your development team can impact the cost of developing your grocery delivery app. A larger team will require more resources and may increase the development cost.

Location: The location of your development team can also impact the cost. Development teams based in countries with lower labour costs may offer lower development costs.

Testing and Quality Assurance: Proper testing and quality assurance are crucial to ensure the smooth functioning of the app. The more thorough the testing process, the higher the development cost.

App testing: Finally, thorough app testing can add to the overall cost. Testing ensures the app functions as intended and identifies and fixes all bugs and errors.

How profitable is an app like Stake?

The profitability of an app like Stake, a digital real estate investment platform, can vary significantly depending on various factors. Here are some key considerations:

Business Model: The profitability of such platforms often hinges on their business model. Some platforms charge fees to investors, such as transaction or management fees, while others may take a percentage of the profits generated from investments. The choice of business model can influence revenue generation.

User Base: The size and engagement of the user base play a crucial role. The more investors using the platform and making investments, the higher the revenue potential. Attracting and retaining users is essential for long-term profitability.

MOBILE APPS

In conclusion, creating an app like Stake involves a strategic combination of real estate expertise, technology development, regulatory compliance, and user experience design.

While the initial investment can be substantial, the potential to disrupt the real estate investment industry and provide accessible opportunities to investors can make it a rewarding endeavour. Careful planning, legal compliance, and a user-centric approach are essential for success in this burgeoning market.

It's important to note that the profitability of a digital real estate investment platform like Stake can take time to materialise. Building a user base, establishing trust, and achieving a critical mass of investments often require significant effort and investment upfront.

Before investing in or launching such an app, conducting thorough market research and financial planning is essential to assess the potential for profitability and sustainability. Additionally, consulting with financial and legal experts with fintech and real estate expertise can provide valuable insights and guidance.

To give your innovative app idea the best chance at success, partnering with an experienced app development company is crucial. Royex Technologies is a **Dubai-based mobile app development company** with over 10 years of experience. Our team of developers have developed over 300 mobile apps and we are also an ISO certified company.

Royex Technologies can provide the expertise and support you need to realise your innovative app idea. For any service requirements or new development for your mobile app, call us at +971 45820203; we will be happy to help you sort it out.

MOBILE APPS

7 BEST PRACTICES FOR MOBILE UX DESIGN YOU SHOULD FOLLOW

In this digitalized era, every product is designed mobile-first. People are more likely to manage their everyday tasks on the go with a few clicks & becoming more dependent on mobile devices. According to Statista report, there are an estimated 2.22 M iOS apps & 3.48M+ Android apps now in the app store.

Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design. Sometimes, it happens that, you have made a great useful mobile application, that provides a bunch of good features, top-notch customer service, but still your user can't find your app convenient to use.

So, providing a simple & good mobile user experience is the ultimate goal for your app's success.

Nowadays to cope up with the latest mobile technology & latest design trend, UX designers are challenged to incorporate a lot of innovative features on a small screen.

> " Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design "

royex

Providing a handy UX should be a priority for all UI/UX designers. On top of that, emerging mobile device structures like- curved displays, notch displays are another issue while structuring the mobile app design.

In this article. We have listed down the 7 best mobile UX design practices that every designer should follow.

7 Best Practices For Mobile UX Design

Mobile UX is how your consumers feel while navigating your app. UX design refers to an intuitive experience for your mobile apps. It is a combination of accessibility & effectiveness of the service to boost user interaction with the app.

Mobile app users better prefer appealing, easy-to-use & engaging mobile apps. The first approach to have a successful mobile application is to provide an interactive mobile UX.

While designing mobile UX, designers should understand the targeted audience's requirements & expectations from the app. Let's have a look at some best mobile UX practices.

Simplified Navigation Is the Key

Easy & clean navigation is the first step to adopting an effective mobile UX design. Even this is the main reason, your user will move forward & discover the app features. Your unique features & content will be meaningless if the user can't find them or discover them. The app elements should be easily recognizable so that users can smoothly navigate from one section to the next of the app. Some touchpoints for simplified navigation:

- Try to create 30*30 pixels or a minimum 7-10 mm navigation menu or tab
- Leverage full-screen navigation menu with clear labeling & meaningful icons/graphics
- Give priority to the most important & use elements at the top so that users can comfortably reach the main features of your app
- Try to incorporate one action per screen
- Give a focus on the activated tab or link

Make Your App Scrolling Natural

To show data or a catalog of products, try to use horizontal scrolling. On a broad area, where you can fit all the necessary information on the screen, scrolling is an ideal option, although you need to keep in mind that long scrolling might be a problem sometimes for the user.

When you are reading any articles, text, or searching for any specific products then long scrolling can be a great way to access the right information. Otherwise, try to make your scrolling features minimal & spontaneous.

Studies show that people lose interest easily within 8-10 sec if they need to scroll more to complete a specific task. To avoid this long scrolling problem you can show any visual indication or tap to extend the feature to make this effort effective.

Random Color Selection Is A Big No

Selecting a standard color palette is always the hardest part of the app designing process regardless of the device type. The color scheme is something that actually makes your brand or app different & unique from the others.

Color psychology is directly related to the message or goal your app is trying to promote. As a brand owner, you should choose a primary color that you should use as your brand identity.

As an example, we can take a look at the giant successful companies Coca-Cola & Pizzahut using red as their primary color as it provokes users visually & also teases the user's appetite.

Select Right Font Type & Size

Some tips to keep in mind while selecting fonts:

- Font Size- According to the tech giants like Google & Apple, the standard font size should be 12 & it doesn't require zooming in the page screen, also give an eye-comfort for viewing
- Typeface- For standard readability, choose a typeface that fits well in every size.

- **Colour Contrast**- An ideal color scheme will follow the 60-30-10 rules as it distributes the main color, secondary color & accent color in the right proportion. To balance among all the colors designers should follow this rule & also it help to distinguish between the font color and the background color.

Try To Avoid Too Much Information In a Single Screen

Breaking down user activities into small clutter helps your user to easily navigate a page. Adding a few additional pieces of information or actions can make your app clumsy & users can find it difficult to complete a task.

Hence you should follow the principle one action on the one-page rule. In this way, users can easily understand what they should do to step forward or go back to the previous option. You can differentiate the important steps & the less important steps by leveraging different colors & shapes.

Use Clean Tab Bar

Tab bars are essential to every app, especially for functional mobile applications. Tab bar holds the important elements of your app, so designers should be careful while choosing to plan the design of the tab bar.

Having a clean & clear tab bar provide a better user experience. Also, you don't have to be too creative in this section.

Icons are the popular way to design tabs but before using icons make sure your users will have a sense of the tab elements & know the purpose. Otherwise using icons with simple text can be a better option.

Allow Sufficient Spacing & Padding

Smartphone screens are small, that doesn't mean that you have to use small text with less space. By doing this, text & other content can be overlapped over the various device which is visually too much disturbance.

MOBILE APPS

Allowing enough spacing & line height helps to boost user legibility.

As mobile technology is blooming daily, designers must incorporate new trends while developing UX design. As an example, a curved display requires more padding than a general display to avoid unnecessary finger touch. 16pt is the minimum & statement recommendation for padding

With the world at our fingertips, mobile devices have transformed the way we access information, communicate, and shop. The shift to a mobile-first approach is no longer a trend; it's a new digital reality.

Mobile devices account for a substantial portion of internet traffic, and users expect websites and applications to function flawlessly across various screen sizes and orientations. A thoughtfully crafted mobile UX design ensures that users can effortlessly navigate and interact with content, regardless of the device they are using.

Providing a better user experience is the ultimate solution to retain a long-lasting impression of your user. You need to ensure a great mobile UX design that promotes your brand's vision.

In this article, we have mentioned those UX best practices that have been recommended by various UX designers & developers. This will affect your business as a whole with app popularity to get a positive ROI.

Do you need any help related to designing mobile applications with minimal cost? Get in touch with us & know more.

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.

ROYEX TECHNOLOGIES

LEADING MOBILE
APPS DEVELOPMENT
COMPANY IN DUBAI

www.royex.ae

royex
Technologies

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

UAE	QA	IND	BD	
Office #3203, 32nd Floor, Citadel Tower, Marasi Dr, Business Bay, Dubai - UAE	Level 14, Commercial Bank Plaza, West Bay, Doha, Qatar	110/8 B.T Road Kolkata - 700108, West Bengal, India	House No: 51, Road No: 09, Mohakhali DOHS, Dhaka, Bangladesh.	Paira (3rd Floor), House No: 113, Road No: 10, O. R. Nizam Road R/A, Chattogram, Bangladesh

royex

ROYEX-TECHNOLOGIES

royex
Technologies

CLICK HERE TO
DOWNLOAD OUR COMPANY BROCHURE

ADDRESS

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

TEL/ MOB

+971 566027916

E-MAIL

info@royex.net

royex
Technologies