MOBILE APPS & E-COMMERCE

ECOMMERCE
SEO GUIDE FOR FOR BEGINNERS

HOW **AR** IS CHANGING THE **ECOMMERCE INDUSTRY**

THE ROLE OF BIG DATA IN INVENTORY MANAGEMENT

HOW AI CAN IMPROVE
TAXI BOOKING APPS

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EDITOR'S NOTE

UAE has always been at the forefront of innovation and technology, and it's no exception when it comes to ecommerce and mobile apps.

With this as our theme, we talk about the trending technologies such as artificial intelligence, big data, and augmented reality is changing the ecommerce and mobile app industry.

In our 4th edition of Ecommerce and Mobile App magazine, we start with an Ecommerce SEO guide for beginners.

The next article explains the role of AR in the development of the ecommerce industry. In the final ecommerce article, we touch on the topic of how big data can improve inventory management.

In the mobile app section, the first article explains the how AI can improve the functionality of a taxi booking app. In the next article, you will know how social media integration can improve the popularity of mobile apps.

In the third article, we will explain the development cost of a food delivery app like Talabat in Dubai.

In the cloud and security section we will have 2 articles describing AWS architecture for Magento websites and AWS Honeycode in detail.

We hope our readers benefit from the informative articles we present in the magazine and stay with us for more in the future.

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, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

Rajib Roy

(CEO, Royex Technologies)

E-COMMERCE

Ecommerce platforms, features, tips, and reviews

This month's issue is all about blending technology to improve the operations of an ecommerce business and mobile apps. Another issue that we have seen is people often tend to see no correlation between SEO and Ecommerce.

This is not the case at all. In fact, SEO can do wonders for an ecommerce website or an app by improving rankings in search engines and visibility. We try to explain this in our first article where we lay out a beginner's guide for Ecommerce SEO.

The next article is about Augmented Reality and how it impacts the Ecommerce industry. From improving brand awareness to enhancing customer engagement to engaging product previews, we list 7 ways AR improves Ecommerce solutions.

The final article sheds light on another trending technology in recent times: big data. Big data ecompasses large complex data sets that comprises structured, semi-structured, and unstructured data that is used for mining meaningful information.

We explain the role of big data in inventory management as to how it helps in forecasting the demand, monitoring your supply chain, improving customer satisfaction, and many other benefits.

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ECOMMERCE SEO GUIDE FOR BEGINNERS

I am sure you will be surprised to know that only 4.8% of people browse the second page of the search results provided by search engines like Google, Yahoo, Bing, and DuckDuckGo. Naturally, the following pages have fewer visitors. Therefore, as an ecommerce store owner, you must rank on the first page of search engines to get the most number of visitors, and ecommerce SEO can help you in this regard. Yes, there are ways to get paid traffic, but SEO aims to help you get more organic traffic. It's not easy to appear on the first page of search results, only ecommerce sites optimized with the best SEO practices will reach the top. Don't worry! Here I'll discuss the basic steps of ecommerce SEO for beginners.

Why is SEO Important?

The idea is very simple. As a typical consumer, you don't know the exact domain name of a website when you need to visit it and avail of its services. You simply open a search engine and browse the required things by putting relevant keywords. Search engines display tons of results, you get what you want on the very first page, and hardly need to check the second page for more results.

This is how the bridge between clients and service providers is built. As an ecommerce business owner, if you fail to appear on the first page, you'll lose a great number of customers.

> **" Only 4.8% of people browse the second page of the search results "**

Though search engines never reveal the exact algorithms that help a page rank high, SEO specialists always find a way to determine the key formulas and elements of the whole SEO process.

According to statistics carried out on Google, 70% of the total clicks on search results come from the organic listing and 30% of clicks go to sponsored pages. This proves that even if you run paid ads, you will get a little exposure to the target audience. The same stats show that 92% of traffic comes from the first search engine results page (SERP). These numbers point out the critical role of SEO in ecommerce or other websites.

A Step-by-step Ecommerce SEO Guide for Beginners

Enough of the prelude, let's delve deeper into the basics of an SEO checklist. If you are feeling lost like the page displayed on the tenth page of SERPs, keep reading to find the light at the end of the tunnel. The following steps will help you build a basic foundation for ecommerce SEO.

1. Analyze the Competitors First

Your competitors are the best source of learning for you. Since they have dominance in the market, they surely applied the techniques of ecommerce SEO for their site. Get an overall idea from the competitor sites, especially analyze their keywords.

Find out what keywords they are targeting to optimize their home page, product pages, landing pages, etc. Make a list of these keywords. You can take inspiration from the site structures too.

Check for the domain authorities (DA) and page authorities of your competitors. If any of the competitors have sites with remarkably higher DAs and PAs, then I'll suggest you focus on different keywords. It will be extremely difficult to win against them in the race of SEO.

Did You Know?

- The top 5 results get 75% of the clicks

- Google has received nearly 2.3 trillion searches this year.

- Search engines drive 10 times more traffic to shopping sites than social media

- Over 5.5 billion searches are performed on Google every day

- 69% of smartphone users are more likely to buy from companies whose sites answer their questions easily

2. Select the Most Relevant Keywords

Keyword research is the first thing you should learn as a beginner. There's a slight difference in searching keywords for ecommerce sites and other websites. Give more priority to keywords that show buying intent than keywords that ask for information. You will surely have a bulk amount of keywords, narrowing them down is a great challenge. When looking for keywords, keep the following in mind. This will help you shorten the keywords list.

Choose Keywords with High Search Volume
Search for keywords that have the highest search volume. High search volume means that these keywords attract the most traffic to websites. Google Keyword Planner shows the search volumes for free. Though high volume keywords come with high competition, you should try to target them as much as possible.

Avoid Keywords with High Competition
You are less likely to rank for a particular keyword if that has higher competition. A paid tool SEMRush and a free tool MozBar are the two credible options to know keyword difficulty (KD) or keyword competition (KC). Choose keywords with high volumes and less KC, the chance of getting ranked on search engines will increase automatically.

Use Latent Semantic Indexing (LSI) Keywords
A focus keyword associates other related keywords with the search results. These secondary keywords are capable of driving more traffic to the website. For example, if your main keyword is 'food blender', you will get relevant keywords like 'hand food blender, baby food blender, smoothie maker, electric blender' etc. as LSI keywords. Google Keyword Planner does a pretty good job in providing LSI keyword and key phrase ideas for beginners.

Use Keywords with Commercial Intent
The ability to understand human psychology and users' intent is a must-have skill for a wannabe SEO specialist. It is even more important for ecommerce SEO as the sole aim of an ecommerce company is to sell products. If you fail to optimize keywords relevant to your products, there will hardly be any sales. That's why choosing keywords with commercial intent will help you generate more sales. For example, the keywords 'how to repair a cycle brake' call for information whereas the keywords 'road bikes' show buying intent.

3. Emphasize on On-Page SEO

You need to focus on on-page SEO to optimize each webpage to rank higher. Optimizing all the elements of a page is crucial to make a strong stand in search engines. I can guarantee you positive results if you abide by the following tips.

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Use Short & Easy URLs

Search engines evaluate the accessibility of a webpage. Short, easy, and intelligible URLs work great in terms of ranking factors. Insert the key phrase in the URL as it has a close relationship with search results. Try to keep the page title and URL as identical as possible. Omit less important words like prepositions, conjunctions, and articles from the URL.

Give Catchy Titles

Meta titles along with meta descriptions appear on the SERP. Only an intriguing title can motivate visitors to click on the link. The significance of catchy titles is beyond description. Inject the key phrase in a title and write it in a manner so it tells exactly what the page is about. Don't use an irrelevant title to make it more attractive. You can include your business name if the title length allows. The acceptable length is 55-60 characters, including spaces.

Write Informative Meta Description

Meta descriptions are the most important things after meta titles. They are displayed right under the title on the search results page. A meta description contains a summary of the entire article. Compress the full article to 155-160 characters, including spaces. This is quite a hard task since you need to use the focus keywords and related keywords naturally. Take your time to write an appropriate meta description.

Take careful note of what I am saying, there's no fixed length for meta descriptions and titles and Google updates its ranking factors very often, I only recommend the best SEO practices here.

Optimize the Images

Give suitable names to your images before uploading them to your site. Add alternative text describing the components of the images. Crawler bots always look for information when they crawl to index a site. You can also rename your images with the key phrase to facilitate the SEO process. Don't use spaces and unallowed characters between words in a name, instead use a dash.

Provide Quality Content

Content is king! This old quote from Microsoft founder Bill Gates is frequently used to express the importance of content in the digital world. No matter how well your SEO team performs, without quality content, it's not possible to achieve a sustainable ranking on search engines.

Though providing content is not the primary job of an SEO expert, he/she should ensure the presence of good content to rank higher on Google, Bing, Yahoo, Baidu, Ask, and the like. Good content refers to spelling mistake-free, grammatically correct, filler-free, and unique writing with authentic information.

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4. Write Moderately Long Product Descriptions

Search engines crawl for keywords thoroughly all over the webpages. If you write only a few sentences for a product that will definitely consist of only a few keywords. The more relevant keywords you have on a particular page, the more chances are of getting noticed by Google. So, don't write too short descriptions, keep them fairly long with naturally injected keywords.

5. Coordinate with the Web Design Team

Web design and site structure is the component of technical SEO. As a beginner, you may find it difficult to grasp, but it's important to have the basic knowledge. An SEO team should work hand in hand with a design team to reap the best rewards. If you can implement the following things on your website, that will be sufficient for SEO purposes.

Ensure Mobile-friendliness

According to Forbes, mobile e-commerce is expected to grow up to 68% by the end of 2022. Therefore, you can't succeed in the ecommerce business without considering a large number of smartphone users. Keep your website aligned with the layout of a smartphone. Make it responsive for all operating systems, screen sizes, and brands. You can test this sort of responsiveness using Google Search Console's Mobile-Friendly Test for free. You can use other paid and free tools too for better performance.

Build a User-friendly Site Structure

A user-friendly, clutter-free, and aesthetically pleasing website with easy navigation is a critical component of technical SEO. Top-notch SEO helps a website rank on search engines but an excellent design persuades users to continue browsing and probably make a purchase. If a user visits your site and bounces right away because of the bad website design, all your efforts will be in vain. That's why optimizing your product pages with high-quality UI and UX designs is a must-to-do task. This will improve conversions and retain customers.

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

7 WAYS AUGMENTED REALITY IS TRANSFORMING THE ECOMMERCE INDUSTRY

Most people want to give trials before making a final purchase decision. In ecommerce, this was not possible a few years back. With the advancement of technology, this is now possible, thanks to the rise of Augmented Reality (AR).

AR enables users to try a product/filter virtually in real-time in a real-life setting. Already the effects of augmented reality are visible across many digital platforms. This technology has the potential to bring revolutionary changes to the ecommerce world. Keep reading to know how augmented reality can transform ecommerce for betterment.

What is Augmented Reality?

Augmented reality is a technology equipped with artificial intelligence that produces computer-generated images and places them in real-life via a screen.

It adds multiple layers of digital information to our physical world and offers a unified view of the combination of digital and real worlds.

> " **Ar Enables Users To Try A Product/Filter Virtually In Real-time In A Real-life Setting.** "

Current Status of Augmented Reality

The first effort to effectuate augmented reality dates back to the early 60s. But it took all these years to reach today's dynamic development. Since AR requires devices with high computational power to work competently while processing images, it is still not accessible to all users. Within three-four years, we expect AR to take over every ecommerce store and social media platform.

AR has seen the highest ever spike in its use in 2019. Tech giants like Microsoft, Apple, Facebook, Amazon, and Google have come forward with serious commitments to developing augmented reality technology. That indicates that the use of AR will enhance exponentially in the following years. The number of AR-enabled devices reached a record-breaking 1.5 billion in 2019 and it's likely to accumulate 3.4 billion by the end of 2020.

Taking account of the current ecommerce trends, I can foresee that the future of online shopping will largely rely on augmented reality. According to a report, about 100 million people are expected to adopt AR-compatible shopping technologies in 2020. And 61% of customers said that they'd prefer a retailer that provides AR experiences over a traditional retailer. So, it's high time to integrate AR into your ecommerce shops, otherwise, get ready to face a substantial downturn in sales.

How Is Augmented Reality Transforming the Ecommerce Industry?

When people shop online, they can't feel or touch a product before it comes to their hands. This is not possible to touch something from a long distance, but AR helps users get as close as possible to a product through a screen. Now, you can preview products in your own environment in real-time before making a purchase. This will surely shape the future of ecommerce. How? Read on to know more.

Enhancing Customer Engagement

Using different AR filters and effects is really fun. A large number of users try out AR technology in ecommerce, though they don't have buying intent. According to statistics, customer engagement reaches a 66% increase after integrating AR technology into online stores. It hooks customers to your website and the longer a person stays on your site, the more he/she is likely to buy something. This will motivate them to purchase from you in the future.

Increasing Brand Awareness

AR technology allows ecommerce companies to boost brand awareness and attract prospective customers in a creative manner. You can run effective marketing campaigns to reach thousands of consumers with the help of AR.

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For example, you can run a contest on your social media account encouraging viewers to try on your products and share from their profiles following a set of rules designed by you with a view to promoting your brand. They can use catchy captions, branded hashtags, and share their experiences of using AR as a part of the contest/social media challenge. Thus, you can spread your brand to a large audience and attract new customers.

Making Use of Social Media

Snapchat became popular after they introduced AR filters. Facebook, Instagram, and other social media are also using AR technology in full swing. At first, it was all about fun activities, but futuristic brands understood its capabilities as a game-changer in the ecommerce industry and are embracing AR technology wholeheartedly. I have already described above how social media can be used to create brand awareness.

Almost all brands now have social media accounts. You can make a powerful presence in social media by introducing AR filters associated with your brand. For example, an Italian cosmetics company, We Makeup created try-on filters enabling its consumers to try different shades of its makeup components on their face/skin. If a user liked a shade of a product, he/she could buy that right away.

Helping Preview Products

The main purpose of AR is to help users to buy the right products as per their needs. It allows customers to see how a product complements them or their surroundings in a real-life environment. During this virtual product placement session, one can easily decide whether to buy it or not. This sort of product preview can prevent wrong purchases to a great extent.

Facilitating Virtual Trials

An average of 40% of product returns occurs due to the wrong fit, size, or color. A virtual trial can reduce this rate significantly. Especially products like dresses, wristwatches, jewelry pieces, eyeglasses, etc. fashion wear ecommerce stores can reap amazing results by making use of AR technology. If you integrate AR technology in your business, people will be able to try different products on themselves and see if these items are ideal for them. Thus, AR technology can transform customers' online shopping experience remarkably.

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Implementing Interactive User Guides

You may need a comprehensive user manual to use sophisticated products that involve high difficulty levels. Sellers of such products can come up with an AR-enabled user guide that can automatically show necessary information for the users through a software interface or website.

For example, Daimler AG and IBM jointly launched a virtual assistance app for reputed car manufacturing company Mercedes. If you focus your camera at the driving panel, it will guide you in real-time. Besides, you'll get all your questions answered instantly with this highly interactive user manual.

Increasing Conversions

People visit a brick and mortar shop for mostly the convenience it offers in terms of giving trials in the changing room. If an online shop can offer the same, why would someone go the long way? According to a report, 22% of people will patronize physical stores less if AR is made available in ecommerce stores at a larger scale.

And 77% of consumers like to use AR to check on product variants comprising colors, designs, and styles. Analyze these numbers, you'll understand how AR can propel ecommerce growth significantly. Besides, AR can help confused customers visualize the products in a real-life context, and that will assist them in making a buying decision. All these things combined can increase the conversion rate.

Creating an AR system from scratch is possible, but it requires a lot of investments along with a highly skilled development team. Most startups, small, and medium ecommerce companies can't afford these expenses. My suggestion is to take help from existing AR companies consisting of experienced campaigners. If you can provide customers with a pleasant AR experience, you'll definitely grow as an exemplary ecommerce company in the market.

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THE ROLE OF BIG DATA IN INVENTORY MANAGEMENT

When your business is all about selling tangible products, inventory management comes into play to make a big difference. Maintaining the right amount of inventory is crucial to succeeding as a business owner. But, you have to process a numerous amount of data generated through social media, cellphones, transaction history, product information, and more to determine which product is necessary, when, and how many?

It's almost impossible for human beings to analyze and make sense of this overwhelming data properly. Big data analysis can ease this entire process to improve inventory management. Read on to know the impact of big data in inventory management.

What Actually is Big Data?

Big data refers to an extremely large collection of data that is growing rapidly with time. This data is difficult to store and process because of its large volume and complex nature. With the right tools, you can analyze both structured and unstructured big data to reveal trends and patterns in human behavior.

Approximately 1.7MB of information is produced every second in the Digital Universe. At this rate, the total amount of data is likely to grow as big as 50 trillion gigabytes by the end of 2021.

> " **Approximately 1.7mb Of Information Is Produced Every Second** "

Stock Exchanges: All types of stock exchanges generate a great amount of data each day. For example, The New York Stock Exchange (NYSE) produces almost one terabyte of new data every day. This data is related to trade and commerce.

Social Media: Different social media depend largely on big data to operate more efficiently. Facebook generates more than 500 terabytes of new data every year. This data comprises pictures, videos, messages, comments, etc.

Jet Engines: A jet engine is able to generate over 10 terabytes of data within half an hour of flight time. With hundreds of flights operating per day, the total data accumulates a huge amount.

How Does Big Data Reform Inventory Management?

With the help of big data, you'll get real-time information about stock availability, sales forecast, product returns, etc. All this information will help you improve operational efficiency and ensure a great shopping experience for your customers. Let's learn more about the role of big data in effective inventory management.

Forecasting the Demand

Big data allows retailers and wholesalers to predict the demand for their products. You can determine a sudden spike or downturn in sales by analyzing big data. Besides, different seasons call for different customer needs. Big data can forecast such seasonal demands and helps business owners plan for holidays and festivals. You'll get explicit data describing which product is a bestseller and which one remains unsold. Thus, you can know the actual demand and buy your product accordingly.

Monitoring Your Supply Chain

You can monitor which product is in stock and which one is likely to stockout soon with the help of big data. Big data keeps a record of everything in real-time. Preventing stockout is a critical factor in the ecommerce business. If you cannot sell a product because of the unavailability of stock, you will lose a customer and drive him/her to your alternative retailer. That may have an adverse effect on your business in the long run. Big data determines your safety stock and suggests an almost perfect reorder point for every item respectively so you never run out of stock.

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Reducing Recall Damages

I hope you never face this situation. Having to recall products is very unfortunate. But, if it becomes inevitable, big data can assist you in minimizing the company's loss as much as possible. You can find about any defective issues very quickly by monitoring different review sites, websites, social media, and the like. Early recalls will minimize the damage to a great extent. You can use number tracking software to easily find out products from which lots are defective. This will ultimately benefit every stakeholder.

Improving Customer Satisfaction

Big data can help you choose a more efficient shipping method. If customers return any product, you can put a system that will log the return reasons. Then, you will understand whether this is your fault or the carrier's and take the necessary steps to prevent the same from happening in the future.

With the help of big data, you can also evaluate if the product descriptions are written correctly. Products with wrong descriptions are likely to be returned, as customers might be looking for something else.

While shipping a product, a warehouse employee may pick the wrong product mistakenly. A barcode scanner can instantly detect it and help the employee make amendments. This is possible because of big data.

Reducing Costs and Losses

To succeed as a retailer you need to keep a balance in inventory stocking so you have enough products to sell and at the same time, unnecessary products don't waste your valuable warehouse space. Big data will let you know the minimum required amount of inventory to maintain a smooth cash flow and seamless selling process. Identify which products can incur additional costs in terms of storage costs, labor fees, shipping costs, insurance costs, and other inventory management costs. Then get rid of these products and avoid reordering them.

Inventory shrinkage means the loss of inventory due to theft, damaged products, miscounting, and obsolescence. You can integrate an inventory management system capable of tracking the movement of both your products and employees. This can reduce theft risks to a large extent. If shoplifting tends to occur in a specific department at a specific time, you'll know that from data analytics. Take additional security measures to prevent future theft. Besides, you can track discrepancies in transactions and detect dishonest employees by using an analytics program.

Optimizing Prices

Before choosing a price for a particular product, you need to consider a few factors such as its purchase cost, stock availability, competitors' price, etc. Most people are prone to conducting online research before making a buying decision. So, you need to fix a fair price that will render you enough revenue at the same time customers will feel content. This should be a win-win situation. Big data analytics can help you select the right price by assessing these factors thoroughly. Moreover, big data can ensure that you're offering the same prices in both your brick and mortar stores and ecommerce stores. This is a critical factor to satisfy your customers. Any mismatch found in physical stores and online stores may cause great harm to your reputation.

Facilitating Cross-selling

When a customer buys something online, if you recommend relevant products to his/her search queries or the products added to the shopping cart, chances are high that he/she will buy any of the suggested products too. This is called cross-selling. If you enable big data on your website, it can automatically recommend such products and increase cross-selling.

Assessing Suppliers Performance

An irresponsible supplier can cause serious damage to your business by delaying delivery or providing low-quality products. That's why you need to maintain a healthy relationship with your suppliers. Big data allows you to be aware of the overall situation, including the state of delivery, quality of products, and product prices. This helps a user determine vendor performance. Evaluate your supplier's performance and take necessary action to improve your inventory management.

Big data merged with IoT and AI can bring revolutionary changes to your warehouse management process. With the help of IoT-enabled devices, you'll get a more effective, intuitive, responsive, optimized, and engaging inventory management system. It's high time to adopt automated methods in every aspect of your business. Integrating big data with your inventory management system can be the first step. You'll succeed in this era only if you embrace new technologies.

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MOBILE APPS

Mobile app development, guides, cost breakdowns

We've seen the roles of AR and Big Data in improving Ecommerce. Mobile apps benefit greatly too, from these emerging technologies. AI has played a big role in improving the efficiency and performance of mobile apps.

In the first article, we highlight the role of AI in improving the functionality of taxi booking applications. These includes benefits such as intelligent decision making, automated dispatching, optimized routing and more.

The next article lists the role of social media integration in mobile app popularity. Integrating social media into an app will assist with significant user acquisition, and make it go viral via consumer interaction and exponential development. There are more benefits that will be discussed in this article.

The final article breaks down the development process and cost associated with developing a food delivery app like Talabat in Dubai. These apps are quite popular right now and this article will list everything you need to know about developing one.

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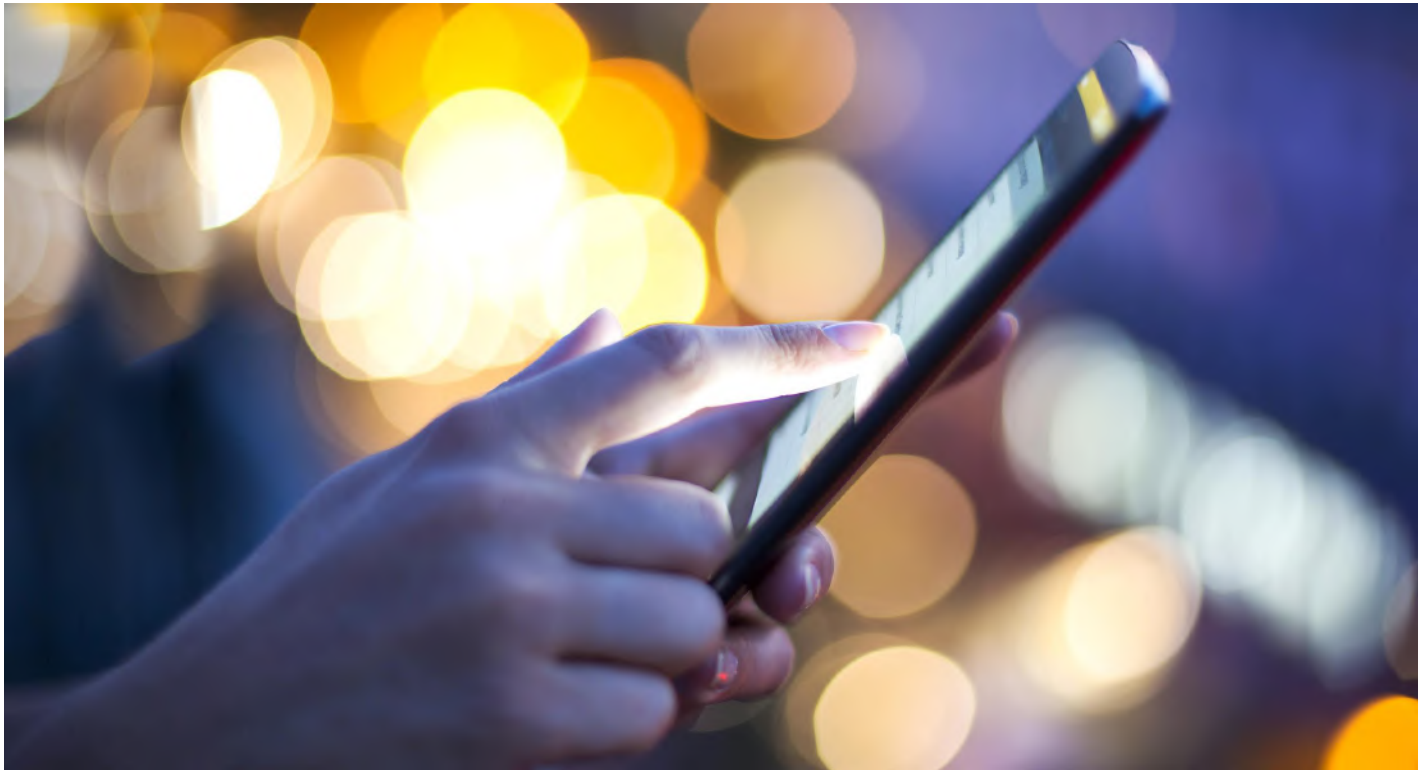
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HOW AI CAN IMPROVE THE FUNCTIONALITY OF TAXI BOOKING APPS

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

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## DEVELOPMENT COST OF A FOOD DELIVERY APP LIKE TALABAT

In this article, we will talk about the development cost of a food and grocery development app like Talabat.

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ROLE OF SOCIAL MEDIA INTEGRATION IN MOBILE APP POPULARITY

Social media platforms are on the rise and when used to promote your mobile app, it can be a very powerful tool in making your app viral.

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HOW AI CAN IMPROVE THE FUNCTIONALITY OF TAXI BOOKING APPS
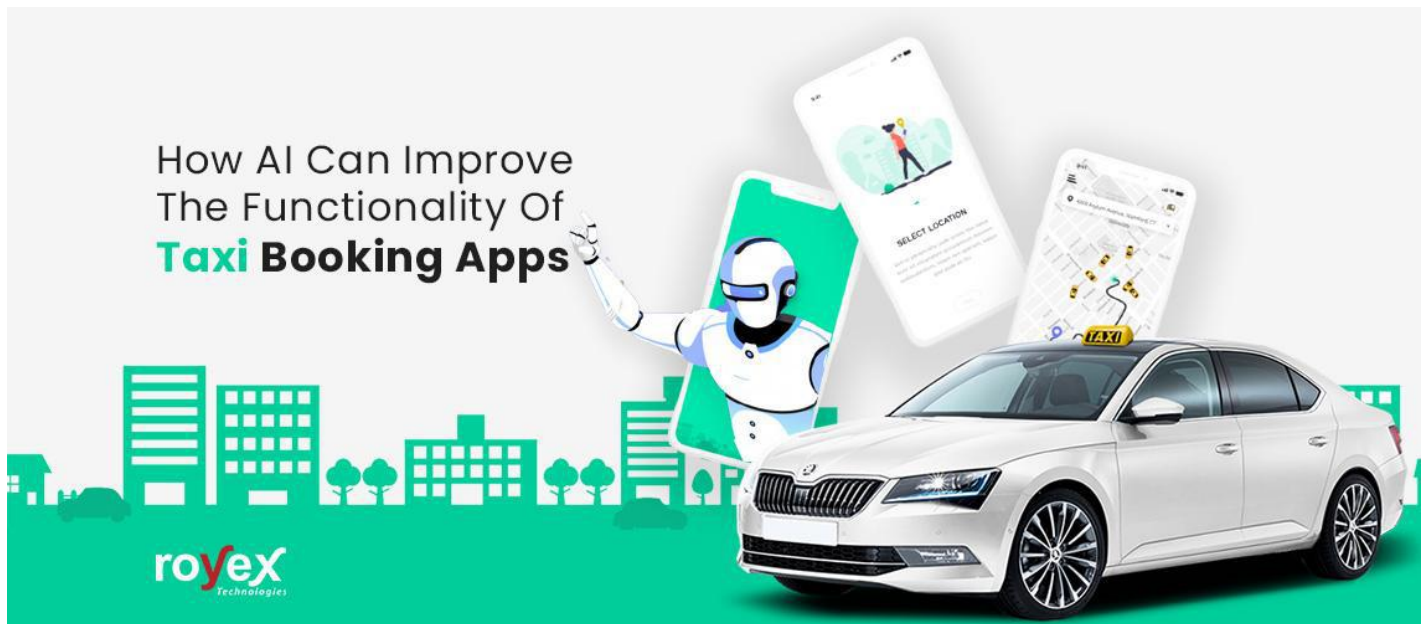
In today's smartphone app development industry, Artificial Intelligence has been an important component. This innovative technology not only allows the maker of mobile apps to create new apps, but also to improve services.

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

Artificial Intelligence (AI) is widely used to streamline dynamic and time-consuming operations in taxi applications. Taxi applications now come up with the newest developments that enable consumers to keep ahead of themselves and randomly.

Thus, to keep up with current times, consumers should use the taxi app to the utmost. Artificial Intelligence (AI), Taxi applications are already implementing digital enhancements that have generated new ways for suppliers to gain and maintain clients. AI helps overcome the repetitive holes of handling and aiding in organization activities while understanding humans..

> " **AI Is Widely Used To Streamline Dynamic And Time-consuming Operations In Taxi Applications.** "

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How AI improves UX for taxi-booking applications

AI has empowered mobile taxi companies with a notch of personalization features to improve productivity. Machine learning, deep learning, and predictive analysis are being utilized by businesses these days for improved performance. In addition to facilitating user engagement, the new implementation of an AI-based taxi dispatch support system has been rendered possible by these apps. This is a whole different approach to expand the features of the taxi app. The emphasis is to streamline the app in accordance with the demands of both passengers and drivers.

Intelligent Decision Making

A taxi app is more about the user interface where AI allows users to make smarter and organized choices. The analysis of the taxi services guided by data helps to satisfy the consumers and their satisfaction ratings. AI technology can send the users recommendations after a thorough and in-depth study of the historical pattern of an user.

Autonomous Dispatch

For data processing and pattern recognition, AI is ideally the best option. Thus, to provide extremely reliable data to enable the taxi company to better mobilize resources. Self-directed or autonomous dispatch aims to address the most critical concerns that concern the dispatch method. By redefining the layout of the taxi app services, this improves the accuracy standard of taxi services.

Optimized Routing

A taxi app with AI enabled is helpful in optimizing the route, which is helpful for both drivers and passengers. The optimization of the route is rendered possible by the introduction of a logic algorithm for the precise optimized driver directions. This allows the driver to get the data-based filter calls: time and direction. The optimization of routes therefore allows taxi drivers to meet their destination in the shortest possible period.

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Predictive Analysis

With the detailed processing of historical data, AI helps increase performance. AI effectively links the demand for taxis and time slots with the advanced strategies by analyzing the results. Data-driven research and predictive analysis are also beneficial in raising the level of challenging taxi services.

Personalization

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

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

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

Consumer Psychology

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

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

Better Onboarding Process

Ecommerce apps are trending for the last two years, and the number is increasing more due to the pandemic. You have to come up with something unique to stand out from your competitors. Introduce try-on filters based on AR Tech. Prospective buyers can experience your products virtually through a screen in their real-life environment. Ar-enabled ecommerce stores are the next big thing, it's prime time to contact an ecommerce site development company in Dubai to launch your dream app in 2021.

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

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MOBILE APPS

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

AI in the taxi industry helps boost the experience of taxi journeys. So, when taking a market judgment, focus on historical patterns. Predictive Forecasting allows streamline taxi services on demand when assessing the expense of the trip and minimizing the waiting period. The direction of the transportation industry is to increase the quality of Artificial Intelligence taxi services.

In the future, AI would certainly shift the way people travel about. And if you don't think of a way to easily incorporate AI into your operation, you have an opportunity to become obsolete.

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ROLE OF SOCIAL MEDIA INTEGRATION IN MOBILE APP POPULARITY

Virality involves engaging with and enticing people to participate. It needs to be well planned out and integrated into the app from the outset, versus a marketing campaign that can be implemented after launch. In the context of a mobile app, it means getting users to find and use your app and share it with their friends and family by their own will.

Sharing on social media is one of the most popular ways through which users share their opinions. Social media platforms are on the rise and when used to promote your mobile app, it can be a very powerful tool in making your app viral.

The purpose of this article is to highlight the role of social media integration in making an app popular and successful.

Understanding social media integration

Integration of social media is an effective marketing technique that helps you to use social media platforms as an extension to your established marketing campaigns.

It offers various avenues for your audience to engage with your company, share your products/services, and promote them. The failure of such channels on your app may reflect negatively on the credibility or prestige of the brands.

> **Integration Of Social Media Offers Various Avenues For Your Audience To Engage With Your Company**

MOBILE APPS

Building a social interface into an app will assist with significant user acquisition, and make it go viral via consumer interaction and exponential development. This is the reason that social networking is already being introduced into the mix by several companies. It would not help but hold the organization at the top of the market, but still well ahead of rivals.

It encourages users to post their activities on social media sites through a social network feature in the app, which in turn intrigues other users. This interest gets the app downloaded and tried by other users. An app goes viral in a moment when accessed by many people. Basically, in the mobile app industry, what was once a revolutionary measure to reach future consumers is now an essential tool.

You need to add visible click-to-connect social networking buttons to incorporate social media functionality with an app and make it easier to synchronize user profiles with the app. In addition, for effortless navigation, you need to enable users to register/log into the app using their respective social media profiles. It is often important to prevent needless bugs that might contribute to user errors. For that matter, in addition to Facebook, Twitter, and also LinkedIn, users still use chatbots for a smoother user experience.

How can social media integration help with the virality of a mobile app

Here's how an app can go viral by adding social elements into an app:

Enhances app functionality

Integrating social networking functions within an app will serve to significantly increase its functionality. Examples of several popular smartphone applications that have redefined the way social networking networks should be utilized include Instagram and Tinder.

Did You Know?

- There are 3.725 billion active social media users

- On average, people have 7.6 social media accounts

- Social networks earned an estimated $8.3 billion from advertising

- Consumers would rather or prefer to contact a company 33% through social media than by telephone

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In their settings, all of these applications have successfully adapted social networking networks to provide a better user interface.

Although Instagram has enabled users to log in with their Facebook account to post their pictures on other social networks, Tinder has gone a little further. The app draws data from Facebook as users log into Tinder using their Facebook profile and reveals matches with shared preferences or acquaintances.

Social integration also requires, in addition to these, functionality such as submitting items to the shopping list and promoting such products to other consumers. All this strengthens the app's expertise, granting them an upper edge over most applications in the sector.

App gets more exposure and reach

There are almost 2.03 billion active social network users across the world, as per the latest reports. It would be incorrect to neglect this factor in a situation where social networking has taken the world by storm, particularly when it comes to a constantly changing realm such as a mobile app. Owing to the reality that social networking provides dramatically larger numbers of clicks, their introduction with software also draws vast numbers of visitors. This lets an app hit the segments for which it might otherwise have been left unaccounted for.

Not to mention, a large number of millennials waste hours on social networking sites these days, scrolling constantly during the day. As expertly entangled with an app, social networking platforms raise the risk of users stumbling on the connection between the applications. In addition, you would anticipate your brand's popularity to skyrocket if your users share your posts on social networking platforms.

Provides valuable user data analysis

Embedding social networking functionality adds the benefit of data analysis. It offers organizations with lots of knowledge for the collection and interpretation of consumers' behavioral habits. The likes, dislikes, peak activity period and duration of consumer behaviors are included in these data points. These results can be obtained from companies and the details can be further utilized for the following purposes:

- Conduct analysis on the market,
- Identify target groups,
- Collect consumer details, and
- Formulate long-term plans for organization growth

Social authentication details for consumers and their habits of sharing may offer invaluable feedback that can be used to refine advertising strategies.

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Algorithms that monitor consumer orders on an e-commerce platform will help make it simpler to make suggestions. Segment users and their operations often help to improve the customers' retention rate during their contact with the app.

Improves communication among app users

The apex of online activities and virality are social networking platforms. When embedded in an app

- Interaction
- Collaboration,
- Communication between users of different backgrounds

Therefore, it is immediately a success with other users if one user takes up a certain thing. As a breeding ground for phenomena, social networking platforms deliver a high degree of virality, which is second to none! These give further exposure to videos and pictures that are two main causes of virality.

Enables in-app social sharing

Through the inclusion of social networking platforms in an app, allowing in-app social networking becomes easy. Seamless incorporation of social feeds directly into an interface requires this. A company app, for example, may have its own Facebook or Twitter account feeds, making it easier for users to hear about a certain case and get alerts without leaving the app. This, in essence, stops the loss of traffic to native social networking apps, facilitating the application's extensive acceptance.

To sum up, the intermixing of social characteristics in an application is a wise step that is vital, particularly for companies operating in the mobile industry. This not only aims to raise the exposure of a company in the competitive sector, it also creates a source of steady sales flow and offers an unrivaled consumer interface, making it immediately go viral!

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DEVELOPMENT COST OF A FOOD DELIVERY APP LIKE TALABAT

Food delivery apps are all the hype right now given the current world scenario. People prefer eating at home rather than risking eating outside. Mobile apps is the number one way through which consumers are buying groceries, ordering food, or availing any other services.

The meteoric rise of mobile apps comes as no surprise. The level of convenience, comfort, speed, and availability is on par to none. This is the high time to develop on-demand service apps. Today we will talk about the development cost of Talabat, which is a popular food delivery and grocery shopping app.

As a leading mobile app development company in Dubai, we can assist you with the development process and the development cost of a food and grocery delivery app in Dubai like Talabat. Let us get a basic idea about the first.

Talabat - Origins and History

Talabat is an online food delivery company originated from Kuwait founded in 2004. It started providing its services through their website. Within a few years, it expanded its operations to neighboring countries such as Oman, UAE, and Bahrain.

Abdulaziz Al Loughani and Khaled al Otaibi founded the Talabat General Trading and Contracting Company In 2004.

> " Talabat Won The "Best E-business Award" In 2008 And 2009 "

MOBILE APPS

Talabat is an Arabic word which means requests or orders. As years progressed, Talabat grew in popularity and demand. Talabat won the "Best E-Business Award" in 2008 and 2009. Talabat began with humble beginnings with only an average of 1250 daily transactions in 2010.

In 2011, they redesigned their website with a new interface and layout. In 2012, they released a mobile app for Android and iOS devices. The app was a great success and contributed to the expansion of the company to countries such as Qatar, Saudi Arabia, and Egypt.

Talabat was acquired by Rocket Internet, a German eCommerce company in 2015 for $170 million. The next year, Delivery Hero took over Talabat and Abdulhamid Alomar was the new CEO of the company.

The following year, Talabat expanded to Jordan and in 2019, Tomaso Rodriguez was appointed as the CEO of the company. In March 2019, Zomato, the Indian food delivery company sold its business to Talabat for $172 million.

In 2020, Talabat also absorbed another food delivery company, Carriage. Otlob, a food delivery service in Egypt, got rebranded as Talabat. Towards the end of the year, Talabat signed a partnership with Huawei to list the Talabat app in the Huawei marketplace.

Fast forward to now, Talabat now handles way over 100,000 orders per day through its app. Talabat is a household name in the MENA region now. It has made ordering food from home with the click of a button convenient for millions of users.

If you are a businessman looking to invest in a business, an online food delivery app should be the perfect choice for you in this current business scenario. Mobile app development in Dubai is easy now thanks to a large number of mobile app development companies here.

You can choose Royex as your preferred technical partner as we have many years of experience in mobile app development including food delivery apps. We have listed the development cost associated with a food delivery app like Talabat in a later section.

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Key Elements of Food and Grocery Delivery App - Talabat

In a few years, Talabat has managed to capture the majority of the food delivery market in the MENA region. Talabat has been one of the first to enter this field and since then has been revolutionizing the food delivery industry.

There are a few reasons why it has been able to consolidate its position at the top consistently. Talabat offers the widest range of restaurants and cuisines among its competitors. The app is user-friendly and intuitive. It only takes a few touches to order your favorite dishes with fast delivery times.

Talabat also offers a lot of discounts and promos for its users. With attractive price rates, it's hard to not order your favorite items through Talabat. Another salient feature of Talabat is the ability to order at any time of the day or night. They offer 24*7 delivery service so you can order at any time as per your convenience.

Talabat has taken contactless delivery to a whole new level. They deliver their food via drones along with delivery personnel. This is especially convenient for people who live in inaccessible places or far-off areas.

The delivery fleet of Talabat is called GO which promises a fast and trackable delivery. Currently, GO is available in the UAE, Bahrain, Saudi Arabia, Qatar, Oman, and Jordan.

Another unique feature of Talabat is a 'No Cutlery' option available on their app. Selecting this feature will not include any disposable cutlery with your delivery. An eco-friendly choice that will contribute towards a better environment for the future.

To double down on great deals, Talabat introduced GEM which helps you find exclusive deals from restaurants you may not have tried previously. There's only 15 min on the clock before the GEM offer expires, however.

To make payments easier, Talabat offers a myriad of payment options. One of them is Talabat Credit, which is a service that enables you to order faster and more efficiently. You can purchase Talabat Credit using your Knet or Benefit account.

To give you more flexibility with your deliveries, Talabat offers the option of pre-ordering. You can place an order right now and choose the delivery time at a later time as per your convenience.

It's the little things like these that makes Talabat the best food delivery service. Eager to know the development cost and make a food delivery app like Talabat? Royex is here to turn your dream into a reality. We are one of the best mobile app development company in Dubai.

How does Talabat operate its business

In this section, we will describe how Talabat operates its delivery business. The process starts by restaurants listing themselves on the Talabat platform. The users download the app and browses among the list of restaurants available on the app.

The user chooses their preferred restaurant and browses their menu to select their preferred food item. They select their payment method and confirm their order. The order is confirmed by the restaurant as well and they start preparing the food.

Depending on the proximity, a delivery person is chosen to deliver the food from the restaurant to the user's location specified on the map. The customer is able to track the order and once he receives the order, he is able to rate the service of the restaurant and the delivery personnel.

These delivery personnel partner themselves with the platform to register as delivery personnel. In this way, Talabat operates its business via its app. But how does it earn its revenue?

The revenue model of Talabat is based on three components: Delivery charges, Commissions, and Advertisements. Talabat charges a delivery fee for every order. This is a variable fee that depends on the distance of the user's location from the restaurant, time of the delivery, or unfavorable environmental conditions. For ordering above a certain amount, Talabat eliminates the delivery charge altogether, a strategy used to encourage users to order more.

Talabat charges 25% of the total amount of an order as a commission fee from restaurants partnered with it. They also offer an exclusivity reduction for restaurants that only register with Talabat and no other food delivery service. That being said, the commission charge per order varies with the restaurant location, number of orders, and the overall reputation of the restaurant.

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Talabat also earns a fair share of its revenue from advertising. They offer two ad options: banner listing and priority listing. Banner ads appear on the lower portion of the screen as the user is browsing the app. Meanwhile priority listing charges more than banner ads and enables a restaurant to appear on the top of the restaurant listings.

Features required in a food delivery app like Talabat

If you want to create a food delivery app like Talabat, you will need certain features divided across respective modules. As a leading mobile app development company in Dubai, we know what it takes to create an amazing food delivery app like Talabat.

You will need 4 panels for the app: one for the user, one for the restaurants, one for the delivery personnels, and the last one for you, the admin. The features for each of these panels are listed below:

User Panel:

- Login and signup
- Location
- Search
- Filter
- Homepage
- Contact information
- Pickup location
- Payment configuration
- Cart management
- Order configuration and confirmation
- Final review screen
- Reviews
- Order tracking
- Notifications

Restaurant Panel:

- Dashboard
- Accept or decline orders
- Restaurant account
- Accept payments
- Push notifications
- Order information
- Transaction and order history
- Delivery boy status
- Payment withdraw

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Delivery personnel panel:

- Register and login
- Accept or cancel order
- Map for navigation and tracking
- In-app calling
- Ratings and order history
- Tips

Admin Panel:

- User management
- Content management
- Promos and discounts
- Location tracking
- Order history
- Order processing
- Restaurant management
- Delivery personnel management
- Reports and analytics
- Revenue management
- Notifications

Development cost of a food delivery app like Talabat?

Development costs to make an app like Talabat in Dubai lies between **AED 50000 to AED 70000**. We can make your app at a very much affordable price adjusting your budget. But if you have detailed requirements for your app, we can give you the exact figure about the app's cost. Our expert **mobile app developers in Dubai** are committed to providing cost-effective mobile app solutions that generate more revenue for our clients.

The advancement timetable for the sketched-out highlights along with the application will not take more than 8-12 weeks for an android, iOS application, or a website. If your goal is to create the next chart buster for an on-the-go food app, then call us today. Our expert team will listen to you and help your business create an outstanding and scalable on the go food app. Hire us for your dream on-demand mobile application now, by choosing us as your technology partner.

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CLOUD & SECURITY

Cloud Tech, Developments, and Security tips and breakdowns

Amazon Web Services (AWS) is a cloud-based network that utilizes interconnected web services to create solutions for enterprises. It also offers a number of pre-built services that will enable organizations to create their personalized cloud-based solutions.

Many businesses, small or huge, trust AWS because of the features it offers. AWS helps businesses with a broad range of workloads, including game creation, data processing, warehousing, development, and much more.

You'll need servers that will rely on your demand if you start an organization. AWS offers a functionality that enables you to choose servers according to your preference. Your time, resources and opportunity would be saved by these AWS features.

AWS provides the resources to help you create advanced systems with improved functionality, scalability and efficiency, whether you are searching for computing power, database storage, content distribution, or other functions.

In this edition, there are two articles for cloud and security. The first article explains about the perfect AWS architecture for Magento websites.

In the second article, we take a look at AWS Honeycode, which is a low code platform.

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THE PERFECT AWS ARCHITECTURE FOR MAGENTO WEBSITES

Amazon Web Services (AWS) provides on-demand cloud computing in a robust, flexible, and affordable manner. This article is a gentle introduction to hosting Magento using AWS.

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INSIDE AWS HONEYCODE: WHAT IS SO SPECIAL IN THIS LOW CODE PLATFORM

Amazon Honeycode, a new low-code/ no-code creation platform that is completely controlled to make it simple for everyone within an organization to create their own applications

THE PERFECT AWS ARCHITECTURE FOR MAGENTO WEBSITES

Amazon Web Services (AWS) provides on-demand cloud computing in a robust, flexible, and affordable manner. A subscriber-based service is a way out of more conventional company hosting models. Not only do they provide the basics of hosting but they also provide a wide variety of options that are all built with different uses in mind.

When it relates to running an ecommerce platform, many of AWS' versatile and scalable qualities for different factors become convincing. For example, what easier way of handling the increase in traffic on Black Friday than being able to scale your web server to accommodate the extra load almost immediately.

Each ecommerce site is unique and the type of approach required varies tremendously depending on the project specifications but there are some staple elements within the AWS suite that are likely candidates for Magento.

I will run through these basic building blocks in this article, providing some more information on their purpose and demonstrating what a generic AWS/Magento architecture could look like.

This is not intended to be a catch-all tutorial but instead a gentle introduction to hosting Magento using AWS.

> " **Each Ecommerce Site Is Unique And The Type Of Approach Required Varies Depending On The Project Specifications** "

Walking Away From Traditional Hosting

First, let's begin to talk about how the pricing structure AWS on demand varies from conventional hosting.

Usually you would pay a specific amount for a given time with conventional hosting models, and you would get a 'bare metal' server for that price. If that server's capability is exceeded you'd have the option to add assets. This will result in a new or updated agreement with your vendor in most situations, and a few hours to days of time to allow the hosting company to take action on the upgrade.

This poses an underlying issue apart from the time cost of undertaking such an upgrade: You are paying for more than you need.

This article addresses the very core, but there are all sorts of reasons you can architect AWS for Magento from having several availability zones, attaching AWS Elastic Load Balancer (ELB) to a front end cache like Coating, the list goes on.

Hopefully this will provide a starting point for a deeper understanding of what is involved.

It's important to keep in mind at around this point that each and every site is distinct. Sites may get anything from a few to millions of SKUs, multiple compatibility criteria and varying rates of traffic.

Both have a significant effect on the hosting environment configuration specifications, and on how it will need to expand over time. It is therefore important to begin with the existing specifications first and to design the proposal with this in mind, because there is no such thing as a one-size-fits-all solution.

Broadly speaking, the network has two ways to scale up:

Vertically: By attaching services to the current instance

To tackle the challenge of vertical scaling, you begin by decoupling your application rates. Application-levels are likely to have different resource needs and can develop at different rates. You may compose each tier using the most suitable type of instance based on specific resource needs by separating the thirds.

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Now try to build your application in a decentralized manner, so it can work. You should be able to manage a request, for example, using any web server and create the same user experience. Store the application state separately, so that the same server will not have to manage subsequent requests.

If the servers are stateless, you can scale with the use of Elastic Load Balancing (ELB) by adding more instances to a tier and loading incoming requests through EC2 instances.

Horizontally: By adding additional instances your existing one

A system that is horizontally flexible is one that can expand efficiency by adding more computers to the network. This is in comparison to a "vertically scalable" system, which is limited to run its processes on only one machine; in these structures the one and only way to improve performance is to attach more assets to one machine in the form of faster (or more) CPUs, memory, or storage.

Horizontally scalable systems are also able to outperform vertically scalable systems by allowing simultaneous process execution and spreading workloads over several different computers.

There are both advantages and disadvantages, for instance vertical scaling means a single point of failure but is easy. Horizontal scaling adds complexity but has a major redundancy advantage.

AWS also offers the ability to scale the web server dynamically, automatically or with some extra effort. This helps you to add new technology from the comfort of the powerful control panel AWS offers.

Auto scaling is outside the reach of this article but understanding that as your store expands, the capacity is there can be helpful.

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Services used in this deployment

VPC: Amazon Virtual Private Cloud (Amazon VPC) helps you to launch the AWS services into a virtual network that you have built up. This virtual network closely resembles a conventional network you can run in your own data center, with the benefits of using AWS's scalable architecture.

Subnets: A subnet in your VPC is a collection of IP addresses. A table of routes includes a set of rules, called routes, used to decide where network traffic is being guided.

IGW: An Internet gateway is a VPC feature that is horizontally scaled, durable and highly available enabling communication between instances in your VPC and the Internet. Therefore it does not place any chance of availability or bandwidth limitations on your network traffic.

NAT Gateway: NAT Gateway is a highly accessible AWS-managed service that makes it easy for Amazon Virtual Private Cloud (Amazon VPC) to link to the Internet from instances within a private subnet. Previously you had to start a NAT instance to allow NAT in a private subnet for example.

EC2: Amazon Elastic Computing Cloud (Amazon EC2) is a cloud-based web service that delivers stable, resizable computing capability. It's planned to make cloud computing on a network scale simpler for developers. The simple web service interface of Amazon EC2 helps you to get and customize minimal friction power.

RDS: Amazon Relational Database Service is Amazon Web Services' distributed, relational database service. This is a "in the cloud" web service developed to automate the configuration, maintenance and scaling of a relational database for application usage.

AWS Elasticache: Amazon ElastiCache enables you to easily set up, run, and scale common cloud-compatible open-source in-memory data stores. Create data-intensive apps or improve performance of your current databases by recovering data from stores of high throughput and low latency data in memory. Amazon ElastiCache is a common option for Caching, Session Stores, Gaming, Geospatial Services, Real-Time Analytics, and Queuing for real-time use.

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INSIDE AWS HONEYCODE: WHAT IS SO SPECIAL IN THIS LOW CODE PLATFORM
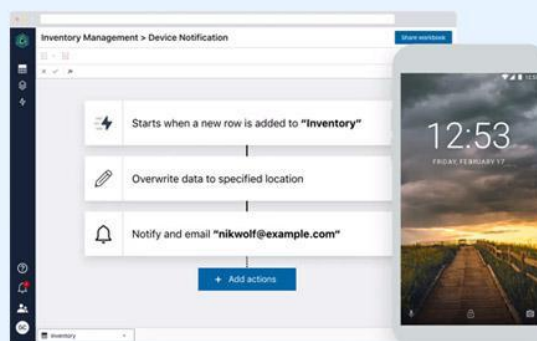
"Our goal with honey code was to enable the people in the line of business, the business analysts, project managers, program managers who are right there in the midst, to easily create a custom application that can solve some of the problems for them without the need to write any code" This is one of the published official comments of the AWS General Manager Augastin.

AWS recently announced the beta launch of Amazon Honeycode, a new low-code/no-code creation platform that is completely controlled to make it simple for everyone within an organization to create their own applications. Of course all of this is validated by an AWS database and a web-based, drag-and - drop gui creator. Developers can create free apps for up to 20 users. After that, they pay per user, and their applications take over for storage.

According to AWS, Amazon Honeycode enables consumers to avoid hiring developers to create often-costly personalized software – or resort to emailing spreadsheets or documents – for tasks ranging from authorizing purchase orders, handling inventory and performing basic surveys to managing complicated project workflow processes for several teams or departments.

Amazon Honeycode provides a popular spreadsheet framework for users to create applications.

> **" Our Goal With Honey Code Was To Help Business People Create A Custom Application Without The Need To Write Any Code "**

Users may choose functions such as time-off reporting or inventory management from pre-constructed templates. Put it another way, they can import data into a blank workbook, use the data model definition interface, and then system testing screens with objects such as lists, buttons, and fields of input. Also, they may attach automations to drive alerts, reminders, approvals or other conditions-based behavior.

The service automates the process of building and linking three common levels of functionality behind the scenes — the database, business logic, and user interface. A Honeycode-built app can modify views and spreadsheets in real time, as structural data changes.

What you need to know about Honeycode

Amazon Honeycode is available exclusively in beta in the cloud region of AWS U.S. West (Oregon) even though AWS said it would soon be enhanced to additional regions. According to AWS, users can place apps with up to 20 users for free and pay for users only and storage for larger applications.

The service provides common application templates which include simple to-do lists, customer monitoring, simple surveys, inventory management , content tracking, reporting time off, event management , team task tracking, weekly test schedules, field service operatives and sales orders authorizations. Users can also import data into a blank workbook and use the spreadsheet interface with objects such as lists, buttons, and input fields to analyze the data method and be concerned with designing screens.

"You can personalize these apps at any time, and the changes will be instantly deployed," Barr said. "You can also begin with an empty table or import into the CSV (comma-separated values) from some existing data. You can also take advantage of a built-in, trigger-driven range of actions that can generate email alerts and alter tables.

The built-in features of Amazon Honeycode involve common features associated with spreadsheets and functions unique to Honeycode, including FindRow, which Barr said was a more powerful version of the Excel VLOOKUP feature.

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Honeycode has two application programming interfaces (APIs) — GetScreenData and InvokeScreenAutomation — which allow users to interact with Honeycode apps in a programmatic way. Using the APIs, data stored in Honeycode workbooks can be read , write, modified or removed when users interact with Honeycode devices. External applications can also use the APIs to communicate with applications created with Honeycode.

Honeycode-built applications can be shared using a button-click. Users of mobile devices can install the Honeycode Player-iOS and Android versions are available — to use shared apps.

Why should you choose AWS Low Code platform

Whether it's business users attempting to create an app themselves or optimizing the design process for coders by simplifying manual procedures, low-code development makes it much easier than ever to create flexible apps to get particular tasks done.

Enhanced Rapidness
In the long run, apps built with AWS low-code platforms help organizations become more agile. Visual aesthetic that allows sketching instead of coding can significantly speed development. Integrate less coding with automated testing? That's how you can build apps faster than ever before.

Reduced Costs

With the ability to build more apps in less time, cost is reduced. But, that's not the only driver. Low-code development decreases the need for more development teams, decreasing hiring costs. And, the AWS honeycode platform can make everyone in the organization — not just IT — more productive.

Better Productivity

Honeycode enables more apps to be built in less time. What used to take months can be decreased to days ... even minutes. With low-code development, time is no longer a barrier to true creativity.

Better experience for the consumer
AWS Low-code development has more influence than the IT organisation. The downstream effects of increased speed include a better experience for the customers. This low-code development allows organizations to adapt quickly to market changes or customer expectations.

ABOUT-US

We Are Cost Effective

At present we have three offices, our office for Sales & Support is in Dubai, 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 Three Countries with Four Offices

UAE

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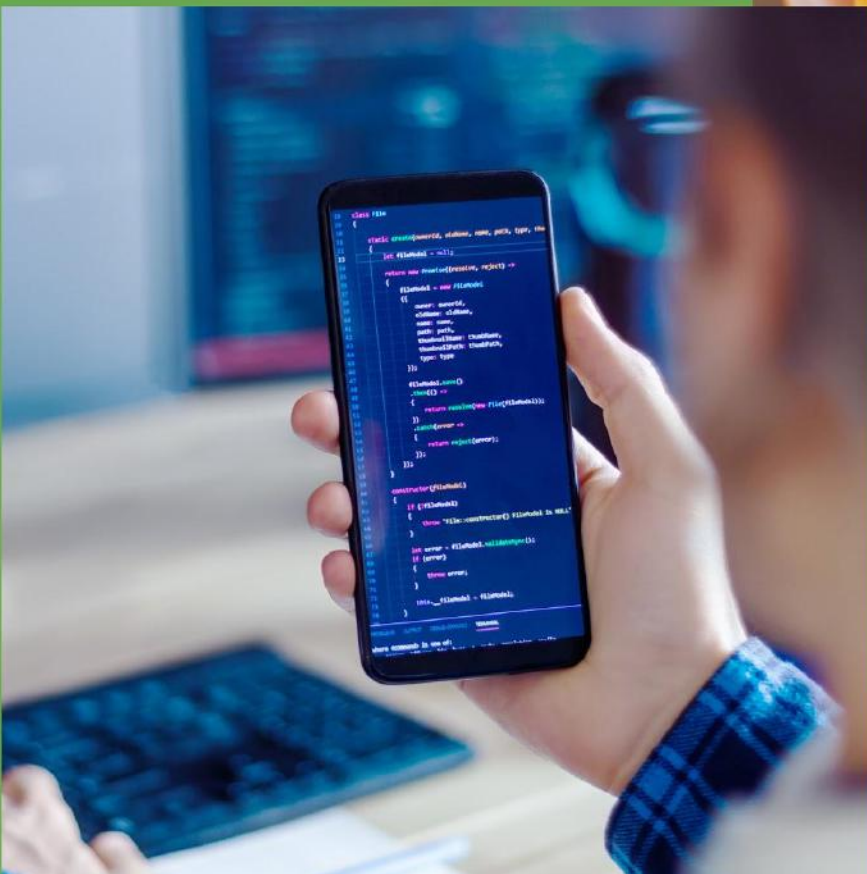
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