

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

HOW TO IMPROVE YOUR ECOMMERCE BUSINESS IN THIS PANDEMIC

DEVELOPMENT
COST OF AN
ECOMMERCE PLATFORM
LIKE **CARREFOUR**?

WHAT TO TEST IN AN
Ecommerce
Website

DEVELOPMENT
COST OF AN ECOMMERCE
PAYMENT APP
LIKE **PAYTM**

6 Things To
KNOW BEFORE STARTING
MOBILE APPS BUSINESS

9 Secret Techniques
To Get Thousands Of
App Downloads

MOBILE APPS
MARKETING
Secrets Revealed

8 Mobile App
Development
TRENDS IN 2021





TABLE OF CONTENTS

E-COMMERCE

5 Things To Do To Improve Your Ecommerce Business In This Pandemic.....	07
Development cost of an eCommerce platform like Carrefour.....	11
E-Commerce Testing - What to Test in an E-Commerce Website/Application.....	15
Development Cost of an Ecommerce Payment App Like Paytm.....	21

MOBILE APPS

6 Things You Need To Know Before Starting Mobile Apps Business.....	29
9 Secret Techniques To Get Thousands of Downloads For Your App.....	33
Mobile Apps Marketing Secrets Revealed.....	37
8 Trends Shaping Mobile App Development in 2021.....	41

COVID-19 has been harsh to the world and its economy in general, with lengthy lockdowns and social distancing measures hurting both supply and demand-side businesses. However, it has aided the growth of a few industries, like digital/contactless payments, e-commerce, and Facebook commerce (or f-commerce).

The COVID-19 situation has spurred e-commerce to new businesses, customers, and product kinds. It has given clients access to a wide range of items from the comfort and safety of their own homes, and it has allowed businesses to continue operating.

In this edition of the magazine, we emphasize how businesses can take advantage of this pandemic and grow their ecommerce business.

You'll also find articles on ecommerce website/application testing, development cost of a large scale ecommerce business like Carrefour and a payment app like Paytm.

In the mobile section, we share tips to start a mobile app business, how to get thousands of downloads for your app, mobile app marketing hacks, and trends that shape mobile app development.

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

E-COMMERCE

Ecommerce platforms, features, tips, and reviews



there is just one thing everyone needs to know about the impact Covid-19 has had on eCommerce: there will be more of it, and you must adapt.

There's more to eCommerce than meets the eye. First and foremost, there are more customers.

Even the most adamant brick-and-mortar customers were compelled to purchase online in 2020. In a recent McKinsey Company study on "US consumer mood during the coronavirus crisis," 73 percent of respondents said they tried a new buying behavior during the coronavirus epidemic.

This is our topic of discussion in the first article where we will shed light on the things you can do to take advantage of the pandemic and actually grow your ecommerce business.

The second article talks about the development cost of an ecommerce platform like Carrefour, which is one the giants in the ecommerce industry.

The third article list out various ways to test an ecommerce application or a website to ensure complete functionality and ensure a seamless experience for the users.

The final article in the ecommerce section is about the development cost of a ecommerce payment app like Paytm, which is quite popular in India and used by millions of users.



07 5 THINGS TO DO TO IMPROVE YOUR ECOMMERCE BUSINESS IN THIS PANDEMIC

What can your company do to take advantage of the current eCommerce boom? We provide a brief overview as well as our top recommendations.

15 E-COMMERCE TESTING - WHAT TO TEST IN AN E-COMMERCE WEBSITE/APPLICATION

A good E-Commerce should be always attractive and user friendly as the customers have various choices to choose from. It is the key point behind the decision making process.

11 DEVELOPMENT COST OF AN ECOMMERCE PLATFORM LIKE CARREFOUR

Carrefour is a French multinational hypermarket store, one of the most successful one too. Development cost to develop a Website and Application like Carrefour will be between..

21 DEVELOPMENT COST OF AN ECOMMERCE PAYMENT APP LIKE PAYTM

How much does it cost to develop an app like Paytm? We'll be discussing the cost to develop a mobile wallet app like Paytm throughout this article.

Ecommerce Unfold

By Rajib Roy

Now Available on **amazon**



5 THINGS TO DO TO IMPROVE YOUR ECOMMERCE BUSINESS IN THIS PANDEMIC



The global coronavirus epidemic has had a devastating impact on retail, and the eCommerce Boom of 2020 has been felt across sectors almost a year later.

It doesn't matter what your company model or preferred sales channel is for the first time in history. Every firm is forced into a scenario where it has no other choice. Either transition to online sales or go out of business.

The pandemic has launched a protracted era of eCommerce adoption that shows no signs of slowing down anytime soon.

What can your company do to take advantage of the current eCommerce boom? How do you determine what to focus on when there's so much going on? We provide a brief overview as well as our top recommendations.

Impact of Covid on eCommerce

In the spirit of this blog's commitment to straightforward, no-nonsense information, there is just one thing everyone needs to know about the impact Covid-19 has had on eCommerce: there will be more of it, and you must adapt.

“ The pandemic has launched a protracted era of eCommerce adoption that shows no signs of slowing down anytime soon ”

There's more to eCommerce than meets the eye. First and foremost, there are more customers.

Even the most adamant brick-and-mortar customers were compelled to purchase online in 2020. In a recent McKinsey Company study on "US consumer mood during the coronavirus crisis," 73 percent of respondents said they tried a new buying behavior during the coronavirus epidemic.

Amazon reasserted its dominance in eCommerce by recording a stunning 35 percent increase in net sales year over year in the first nine months of 2020. In addition, Amazon is creating 7000 jobs in the UK alone by the end of the year, with similar initiatives in other key countries.

Google made free Google Shopping listings available to companies all around the world. Then, to encourage more eCommerce companies to sell their items on Facebook and Instagram, Facebook introduced Shops.

Recently, YouTube announced a partnership with its community of creators to integrate eCommerce features, allowing users to buy for items shown in live streams online. For years, China has been at the forefront of the live streaming ecommerce trend. Even TikTok, a site whose users are largely too young to have any purchasing power, is partnering with Shopify and considering further ecommerce options.

Because most large retailers close their physical locations on Thanksgiving, the US holiday season of 2021 might be the next big boost for eCommerce.

Accepting the new norm in ecommerce

The present eCommerce boom has been described as hastening the "shift away" from physical businesses. However, every omnichannel retailer will immediately see that this view is incorrect. Not only can and should in-store and internet purchasing coexist, but they should also complement one another.



Did You Know?

- COVID-19 effects show that the three categories that have seen the most growth in online traffic are: home and garden, food and groceries, and sports and outdoors
- The number of visits to food and grocery websites reached 1.02 billion, marking a 37.8 percent
- Overall sales from department stores are expected to dip 60 percent over the course of the year, while ecommerce is forecast to rise 20 percent

Many individuals like shopping at physical stores. It gives people a unique set of experiences that they like and profit from.

The growing use of digital channels for purchasing, given that many individuals have experienced their benefits firsthand will almost definitely remain the "new" normal. According to eMarketer, eCommerce sales will account for 14.4% of all retail expenditure in the United States this year and 19.2% by 2024.

eCommerce should no longer be seen as a secondary channel for any company. Every business should, in reality, become an eCommerce business. The good news is that companies still have time to take advantage of this surge in digital demand.

Five things that will help you excel in the eCommerce business during the pandemic

Focus on marketing

I say this first because I'm sure you're tempted to decrease your digital marketing budget. Cutting costs is a fair thing to do in uncertain times, but marketing is the worst area to cut costs in.

Customers will feel eager to purchase more as soon as the conditions alter, which will most likely happen as quickly as they appeared.

Instead of downsizing, now is the moment to spend in marketing to make a strong first impression and stay top of mind.

Improve your online store

The best thing you can do is get guidance from your eCommerce development company. Consider doing an audit of your online shop – the finest companies can perform a UX Audit or a Technical Audit. You'll get expert results in a couple of days if you do it this way.

You may boost your online business in a variety of ways. To begin, invest in high-quality content. For example, impressive images, videos, and thorough product descriptions increase sales while simultaneously reducing potential returns.

Facilitate the process of buying on your website

People will appreciate everything you can do to make online purchasing more convenient as they become acclimated to stay-at-home lives.

The following are some of the enhancements that might be made:

- Allow curbside pickup and click-and-collect
- Allow for monthly payments using Buy Now, Pay Later.
- Options to make returns as simple as feasible.

Quality shipping will skyrocket conversions

It's critical to pick the proper shipping partner in this case. Try collaborating with various shipping carriers – you'll want to be able to move between providers or even channels if any unanticipated changes in flight regulations arise.

It is impossible to overestimate the value of free delivery. Customers choose speedier shipment above savings, according to research. As a result, whatever incentive you can offer in terms of delivery speed and quality will help you increase conversions.

You must also be localized across all markets. However, because there is less competition in many overseas markets, translations pay off handsomely, and triple-digit growth is still feasible.

mCommerce is on the rise

Is there a substantial rise in transactions performed from mobile devices in your analytics data? Make sure your consumers can buy on your website from their smartphones, so you don't miss out on this global trend.

Mobile UX is unique, and mastering it necessitates a unique set of skills. Whatever effect the Covid-19 epidemic has had on your company, you can rest confident that eCommerce technology is fully prepared for the current era. The best thing you can do is follow the experts' advice.

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.

DEVELOPMENT COST OF AN ECOMMERCE PLATFORM LIKE CARREFOUR?



Carrefour is a French multinational hypermarket store, one of the most successful one too. Even they have started an eCommerce platform because of the high demand. To Build an e-commerce portal like carrefouruae.com, which covers almost all sectors of retail, from electronics, to clothing to beauty care to grocery- everything!

They have several constraints to take care of like logistics, Shipping rules, inventory, tax regulations, etc and to bind all this together, the perfect platform would be Magento.

Magento is tailor-made for E-commerce hence it provides all necessary options built-in, it provides a wide range of themes and plugins to choose from. Magento is an open-source platform which means we can customize the code to meet our requirements.

Although Magento is free to use, some of its plugins and themes are paid and the website is self-hosted, meaning we have to purchase a server and host it.

Carrefour is a very successful E-commerce platform that runs in UAE and all major countries in the middle east and around the world.

The good part of using Magento is that one single admin panel can be used to handle both the website and Mobile Applications.

“ Carrefour is a very successful E-commerce platform that runs in UAE and all major countries in the middle east and around the world ”

Why is Carrefour so good?

carrefouruae.com focuses on day to day needs, grocery etc, hence you can find anything and everything in Carrefour for an affordable price and easy search options. Carrefour has products categorized to different categories which are very simple to navigate and adding to cart and they make sure an order is placed with the least number of clicks!

Some features of Carrefour :

- Single sign in to Carrefour mobile app, loyalty website and webstore
- Promotions and best online deals
- Store locator
- Shopping lists (Fresh food, Frozen food, Groceries, Personal care, Baby products, Electronics, Smartphones, Appliances, Household and more)
- Contact us
- Carrefour Services (MyClub offers, All groceries shopping, CarrefourNow 1-hour delivery)
- Multi Language (English & Arabic)
- Multi-country
- New advanced UI

carrefouruae.com prioritizes their logistics that is the products are dispatched and delivered within the timeframe mentioned at the time of booking hence they also have live tracking and push notification systems to keep the customers updated. Carrefour has various categories of products available from Electronics to Fashion to Home and Kitchen to Beauty to Baby Products to Pet Supplies to Grocery items, Carrefour has everything categorized to proper sections for ease of use. Carrefour has a mobile application which is also very User-friendly and easy to use which also follows the same rules as their website.

How easy is it to manage the Mobile Application?

You must be thinking now that, if there is a website and mobile application, it will be hard to manage them both, actually no, it benefits you gaining more audience and attracting your target audience, but the management is simple and is the same if you have a website or website + Mobile application!

The mobile application will be connected to the same admin panel as the website, and any update done on the panel will affect both! It's as simple as that, but of course if you want to have a special promotion for app users, that can be done too. So my suggestion here is, if you have a plan for launching an eCommerce platform, it's better to go for an app also from the start, who doesn't love more?!

Why Magento For E-commerce?

Magento is an open-source eCommerce solution that has thousands of customization options and integration with third-party apps available. Magento has the capability to take your e-store idea to the next level and increase your sales revenue. Magento can unlock a multidimensional perspective of online shopping, It can accomplish plenty of tasks for you. Magento is known for its custom options and extra integrations. Magento was formerly owned by eBay and now owned by Adobe- That proves it has great potential! Magento has amazing cart options, custom tax regulation options, security, payment options, custom area wise shipping options, etc, etc.

Best features of Magento are :

- Web Design Customization
- Mobile and SEO Friendly
- Quick Loading Store
- Secured Order Preferences and Product Management
- Multi-Website Options
- Multi-Currency and Multi-Language Support
- Custom Integrations to third party apps
- Hosting Options- provides support to several hosting platforms
- Mobile App Management

Magento Admin Panel is simple to use and understand. The very same admin panel can be used for managing the Magento mobile apps as well. So there is no need to maintain separate admin panels for your website and mobile app.

Cost of Developing an ECommerce website Like carrefouruae.com in Magento

Development cost to develop a Website + Application like Carrefour will be between AED 40,000 to AED 60,000. If you have a detailed description and requirement we can give you an exact estimate. Sincerely speaking, Magento is a hard platform, and only developers who have experience in proper hardcore PHP coding and/or have experience in using Magento can develop and customize an E-commerce website in Magento. The average

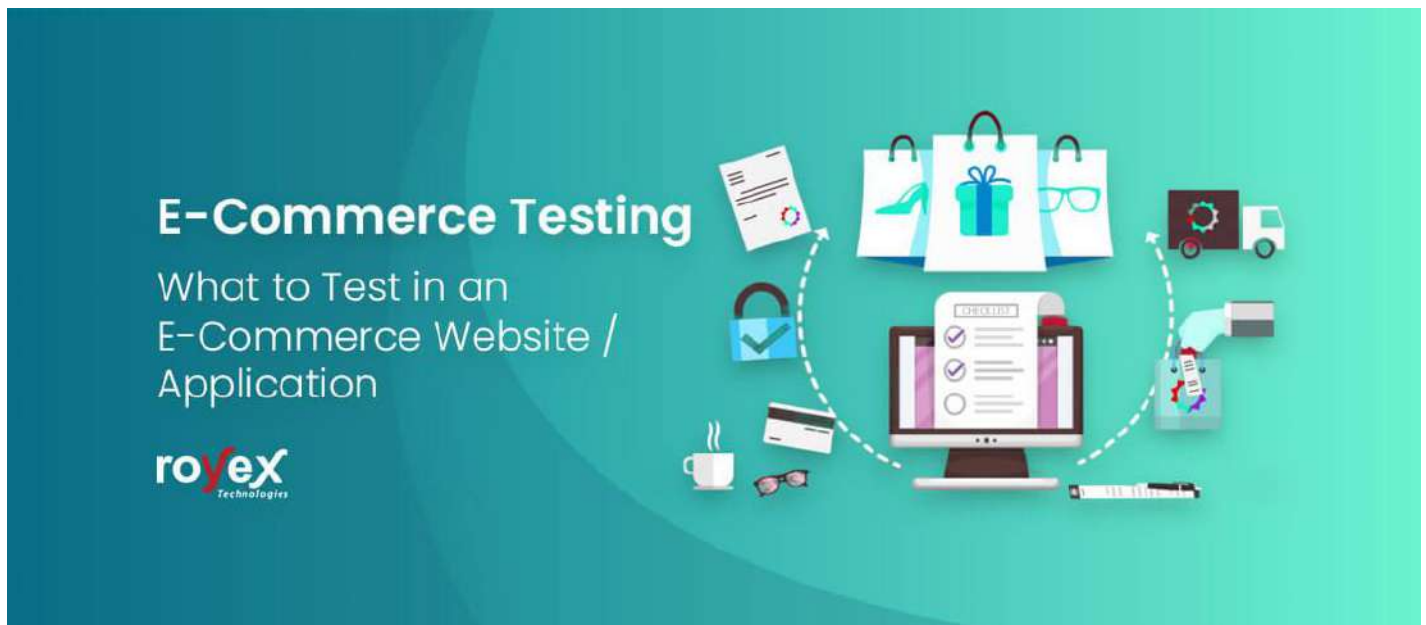
We at Royex Technologies, a leading Website, Mobile App and E-commerce Development Company in Dubai, have certified Magento developers who can bring reality to any of your ideas.

Why Royex for Mobile Apps Development?

Our works are known for their Functionality and Design. We Deliver what is been discussed and more. We are a group of experienced and skilled software architects, engineers and developers who will give you the perfect solution for any of your ideas. Visit our Portfolio section to know the different projects we worked on from simple websites to complex websites plus applications. We set the client's goals as our goals and set a timeline, and complete it on time. We are here to give you the best and affordable prices that match your budget for your business profit. We are one of the best Mobile App Development Company in Dubai. You can drop a mail at info@royex.net or call on +971566027916.

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.

E-COMMERCE TESTING - WHAT TO TEST IN AN E-COMMERCE WEBSITE/APPLICATION



Online shopping is very common nowadays. It is hard to find someone these days, who hasn't purchased at least one item online or visited online shopping sites once for purchase. The convenience, easy access and exposure to worldwide products make the online shopping sites more accessible to customers.

Why is testing important in the E-commerce website?

A good E-Commerce should be always attractive and user friendly as the customers have various choices to choose from. It is the key point behind the decision making process. Because when a customer visits a physical store, he or she has already taken an effort to go there and the chances of purchase are more. But in online shopping, if the site is not engaging from the beginning people will go for other options as the choices are more.

The objective of E-commerce testing is to ensure

- Software Quality
- Software Reliability
- Software Performance
- System Assurance

“ Your eCommerce site will get a lot of traffic if you provide regular, useful, and all-around engaging content ”

So the best E-Commerce site gives you the best business. For this, the e-commerce site should undergo thorough testing.

E-commerce applications/sites are web or mobile applications too. So they need to have all required testing processes mentioned below.

Functional Testing - Functional testing mainly concentrates on checking the functionalities or business requirements of the software system.

Usability Testing - Usability testing is used to evaluate how easy a website or application is to use by testing it with real users.

Security Testing - Security testing is done to detect the loopholes and flaw of the software system which results in loss of data, revenue, etc and make it free from any such threats

Performance Testing - Performance testing is used to check the system performance against responsiveness, reliability, or stability of the software/system under a particular workload.

Database Testing - It is a type of testing which is used to check the data integrity and data consistency.

Mobile Application Testing - Mobile application testing concentrates on the developed application software for handheld devices is working properly for its functionality, usability, and consistency.

A/B testing - Acceptance testing is used to verify the developed application or system satisfies the business requirements. Alpha testing is performed to find out all possible design issues or bugs before releasing the application to the public or everyday users. Beta Testing is performed in a real environment by the real-time users of the software application. It is also considered as external user acceptance testing.

What is the Checklist to test in E-Commerce Sites?

- Homepage
- Search
- Shopping Cart
- Product Details Page
- Payments
- My Orders
- Other Tests

Homepage

Main page for an E-Commerce site. This should always have a Hero image which will be showing the deals, offers, etc to attract the customers.

Important things to test in Home Page

- Checking Auto-scroll working or not
- Image scrolling is working or not
- Whether the user is able to click on hyperlinks, buttons and hover over the image and scroll to the next one.
- All redirecting options are taking you to the right page without too much loading time.
- Navigation Key functionalities
- Images are displayed and loaded correctly.
- Users are able to view all the contents.
- Test whether Broken Images or contents are displaying.
- The page view is properly displayed.
- Is the site rendered the same way in different screen resolutions and browsers?

Search

An important function in the Ecommerce or retail site because we can't place all the required items in front of customers' eyes. So the Search option is crucial for the success of the site.

Important things to test in search:

- The search button should work based on category, product name, brand name, model number, price, and more broadly. For example electronics, Laptop, Lenovo Ideapad L340 Core i7 9th gen, etc
- Search Results should be relevant
- Various sort options should be available based on popularity, price, newest, reviews, etc.
- Various filter options should be available based on brand, price, type, category, reviews or ratings, etc

Shopping Cart

This is an important stage before the user decides to purchase. An area where they might add or remove items based on different choices.

Things to test here are:

- Check whether the user is able to add items to the cart and continue with the shopping.

- If the user adds the same item in the shopping cart, the item count should get supplemented accordingly.
- Users should be able to add more items to the cart and the total number should be counted accordingly.
- All items and their total should be displayed in the cart properly.
- Currency based on locations.
- Taxes or other add ons based on locations.
- Changes made to items should be updated in the cart.
- Add or remove items from the cart.
- The user is able to see the cart items after logging out also.
- Proceed to check out and place an order.
- Results to display per page.
- Are options available to access multi-page results
- Check dropdown options are working for a search of specific categories

Product Details Page

The page where a user will be able to see the full details of the selected product either through search, browsing, or by clicking on it from the homepage or links.

Things to test here are:

- Proper Images are shown
- Available Colour variations
- Product specifications
- Price of the product
- User reviews
- Offers available
- Delivery options
- Stock details - In-stock/ Out of stock
- Availability based on location
- Payment Options
- Easy payment options
- Check out or Buy now options

Payments

The page where users will be able to pay for the items purchased with various payment options.

Things to test here are:

- Payment options - ,Credit / debit / ATM card payment, Net banking, EMI, Cash on Delivery and Others
- If the user is a guest, provide an option to register after purchase.

- User Sign up
- View all offers
- Coupon Code, discounts, referral codes, etc
- Delivery charges if any.
- Price details and the amount payable.
- If customer card or bank details are saved, perform security testing to make sure it is safe and secure.
- Make sure the session timeout option is working if the user is signed up for a long time. It might be different for different sites.
- Check whether confirmation notification is sent to the users with text or email options.

My Orders

Once the purchase is done users will be able to see and track after order details.

Things to test here are:

- Alterations in Order
- Order cancellation
- Order Tracking
- Return Item within a specific time period.
- Order Replace
- User experience review.
- User purchase history with details

Other Tests

This includes featured products, recommended products, products you may like, user login, user sign up, Frequently Asked Questions, Contact us, Customer Relations, etc.

These websites should work not only on computers but on mobile devices too. It should be user friendly, responsive, and safe. But the most important thing of E-Commerce testing is whether the users who visit the site are converting to paying customers or not. This very much relies on the above factors. That's one of the main reasons why conducting proper testing by considering all these factors is gaining more importance these days.

Challenges of Testing E-Commerce

Customers will be attracted to the e-commerce sites when it works smoothly and satisfies them. This is one of the biggest challenges which a development and Testing team will face. In order to sell the products, online vendors need user-friendly websites with good features. The software testing team gives solutions to make the website or application work properly and efficiently.

Software testing to overcome Ecommerce challenges:

Introduction of new features and recurrent updates – There might be daily changes and updates happening to the sites which should not be difficult for customers. The testing team should ensure these updates are functioning smoothly by reducing bugs and glitches to make it user friendly.

Domain knowledge – Testing Team should have sound knowledge about the e-commerce domain as there are a lot of areas to test. If the pathway is lost it will adversely affect the testing process.

More Time Consuming – Since there are wide areas to cover and there will be frequent updates, the testing process for e-commerce sites is a time-consuming process.

Lack of appropriate test procedure – There is no proper test process for doing e-commerce testing. However, by using a scalable test process, the collection of metrics and process speed got improved. This made a remarkable change in quality as well.

E-commerce has common challenges from time to time, so the development crew also needs to stay updated with the most recent requirements. This is the area software testing has a vital role to play in the advancement of E-Commerce sites and helps to grow. The development and testing team will be feeding the E-Commerce sites with the up to date requirements and makes it a better shopping experience for users. Software Testing also ensures the safety and security of the customer data which is highly sensitive and also helps them to have a quality experience while doing online shopping.

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.

DEVELOPMENT COST OF AN ECOMMERCE PAYMENT APP LIKE PAYTM



Cashless transactions are the next big thing in ecommerce. The entire world is advancing to digitalization rapidly, and you also need to step in and embrace this change. Paytm is one of the pioneers who made digital financial services easy and accessible to mass people. Paytm has been achieving exemplary growth since it started its journey in 2010. Now, it has become the most reliable mobile wallet app in India. Being influenced by Paytm's success, you may feel urged to come up with a similar app and try out your luck.

What's the first question that struck your mind? How much does it cost to develop an app like Paytm? Well, at Royex, one of the leading mobile app developers in Dubai, also provides its service in Abu Dhabi, and other cities of the UAE. We'll be discussing the cost to develop a mobile wallet app like Paytm throughout this article. Before that, let's know more about Paytm.

Paytm: India's Top Financial Services Mobile App

Paytm hasn't reached today's position overnight. They gradually incorporated every aspect of money transactions into their mobile app, including utility bills, online shopping, entertainment, ticket booking, mobile recharges card payments and more. Paytm has investors like Softbank, AGH Holdings, Ant Financial, SAIF Partners, T Rowe Price, Discovery Capital, and Berkshire Hathaway on board who are helping it move forward to accomplish the mission.

“ The entire world is advancing to digitalization rapidly, and you also need to step in and embrace this change ”

Vijay Shekhar Sharma founded Paytm in Noida, India with a mission to expose half a billion Indian citizens to the mainstream economy via mobile payments, ecommerce, banking, investments, and other financial services.

What Are the Services of Paytm?

Paytm has successfully earned the trust of more than 45 crore Indians for the variety of services it offers. Users can use this app to perform bank to bank money transfers; instantly make payments for online stores, food delivery services, movie tickets, and ride-sharing apps; recharge money for mobile, FASTag, DTH, and more.

They can also pay bills for their postpaid payments, credit cards, insurance fees, and utility bills including water, gas, electricity, landline, broadband, and more. Check the following list to know more about Paytm's services. Paytm allows its users to:

- Receive or send money directly from any bank account or phone number
- Manage several bank accounts across banks that support BHIM UPI
- Get exclusive mobile recharge deals for operators like Jio, Airtel, Vodafone Idea, MTNL, and BSNL
- Pay for DTH connections like Tata Sky, Sun Direct, Airtel, Dish TV, Videocon D2H, etc. and receive cashback offers
- Recharge metro cards- only applicable to Hyderabad, Mumbai, and Delhi metro
- Purchase and manage Fastag for every vehicle with minimum documentation
- Get Fastag recharge facility for all renowned providers- ICICI, IndusInd, Axis Bank, HDFC, Bank of Baroda, etc.
- Pay electricity bills for over 60 providers such as BESCOM, BSES, PSPCL, UPPCL, MSEB, TSSPDCL, etc.
- Make bills payment for water, gas, e-challan, municipal, and more
- Manage due payments and enable auto payment
- Complete cashless transactions in offline stores including pharmacies, restaurants, grocery shops, retail stores, petrol stations, etc.
- Buy from online stores, entertainment apps/sites, food delivery apps, and other 100+ service providers
- Buy, sell, and gift pure gold (24K) at live market rates with no hidden costs
- Get credit reports from all banks' credit cards and loans
- Buy now and pay later with Paytm Postpaid within ₹1,00,000/- credit limit

- Book online bus, train, and plane tickets from all major service providers
- Get all favorite apps (Domino's, Box8, Ola, McDonald's, Rapido, etc.) on a single platform of Paytm
- Shop online from Paytm Mall from a plethora of different categories

Salient Features of Paytm App

Apps like Paytm include two aspects of the development process. One is from the user's viewpoint and the other is from the admin's viewpoint. The key features of Paytm mobile app for users are as follows.

- Sign-up/Login with email, mobile number, and OTP
- Manage user profile equipped with transaction history
- Bank account listing and linking
- Manage ratings and reviews
- Add money to Paytm mobile wallet from bank accounts & cards
- Send cash to other Paytm accounts by scanning QR codes or using phone numbers
- Multiple bill payment systems for diverse service providers
- Participate in referral programs
- Proper coupon code application
- Manage cashback offers

The following points are key features of Paytm mobile wallet application for admins.

- Dashboard management
- User management
- Digital payment modules
- Wallet management
- New offers, discounts, and releases
- Cashback & coupon code module
- Feedback & customer support module
- Real-time analysis and reports
- Push notification features

There are a few other additional features that help a financial services app like Paytm stand out among the crowd. Such as:

- Digital receipt
- In-app camera
- Booking calendar
- Geo-location
- Loyalty program
- Cloud operations
- Wearable integration
- QR code scanner, etc.

Factors That Affect the Development Cost of an App Like Paytm

The development cost of an app depends basically on the functionality, features, and complexity of the app. You can develop a simple app with fewer features and complexity within a tight budget. But, as apps like Paytm involve a lot of features with high levels of complexities, it will cost more to develop such apps. The following factors play a pivotal role in affecting the development cost of an ecommerce payment app like Paytm.

App Platform

Different platforms come with different levels of complexities. Some require more written codes, whereas others function properly with minimal codes. Besides, you need to test the app on a number of devices and there's always a battle between hybrid and native platforms. The type of app development platforms thus affects the development cost.

App Design

This part plays the central role in making the app user-friendly and aesthetically pleasing. An app should be designed in such a way that users find it easy and convenient to use without facing any issues or bugs. If you can invest more in using advanced technologies to come up with high-end designs, the development cost will rise higher. Quality app designs require you to spend more on design purposes.

App Development Team

You must employ a highly skilled experienced team of mobile app developers to create an app like Paytm equipped with amazing features, designs, and functionality. Inexperienced developers are likely to make a blunder while developing such intricate mobile apps.

Naturally, good quality developers with high experience will charge you more to develop a mobile app. If you are looking for experienced mobile app developers in Dubai, we can help you to a great extent.

App Functionality

Paytm didn't become this big within months, it took them years and dozens of developers to build such an app with this number of features. As a beginner, you may not need all these features. Choose only the required functionality and invest money in making them useful for the users. The more features you add, the costlier it will be to develop an app like Paytm. We suggest you go for fewer features at the beginning. Introduce new features and functionalities once you gain popularity.

API integration

You have to collaborate with third parties to keep your mobile app functioning smoothly. Especially for mobile apps like Paytm, mobile recharge, bus tickets, movie tickets, and other service providers must give you access to use their APIs. That might cost some money. Besides, integrating these APIs requires more time for the developers which also affects the development cost.

Mobile Wallet

Mobile wallets are the core feature of financial services mobile applications like Paytm. All other features revolve around this transactions-enabled feature that allows users to add money to the wallet, send money to other users, pay bills to vendors, transfer money to selected bank accounts, and cash out the money from agents or ATM booths. Integrating all these features related to mobile wallets demands more time and money.

The Cost to Develop a Mobile Wallet App Like Paytm

Development cost of a financial solution mobile app like Paytm will cost you from AED 60000 to AED 100000. This is just a ballpark figure. We can predict the cost more precisely if you provide us with detailed descriptions of the app, mentioning your requirements and expectations. You can contact us for more details.

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.

ROYEX TECHNOLOGIES LEADING MOBILE APPS DEVELOPMENT COMPANY IN DUBAI



MOBILE APPS

Mobile app development, guides, cost breakdowns



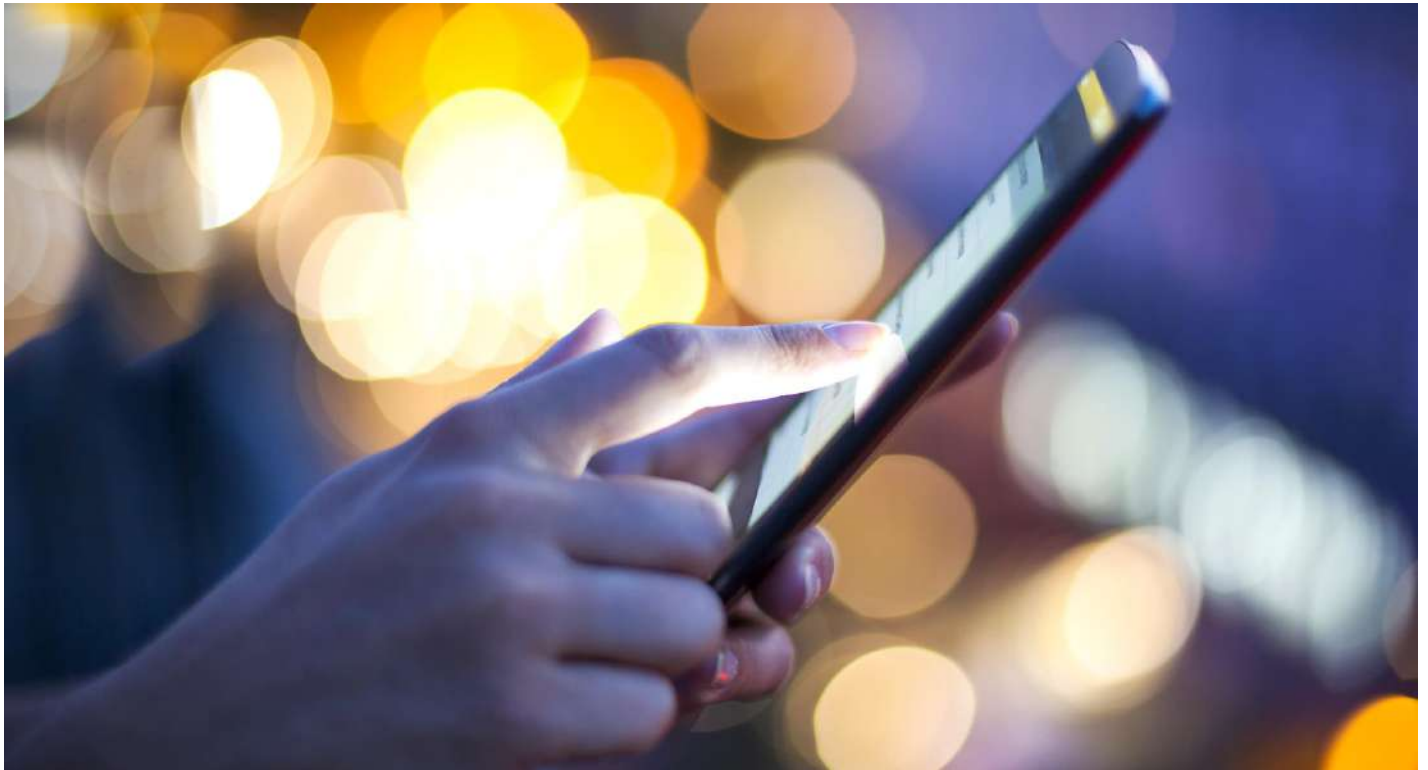
The proliferation of online DIY app builders has made it simple for entrepreneurs to enter the mobile industry. White label app development platforms provide entrepreneurs with all of the tools they need to launch their own mobile app firm without having to hire expensive developers.

The first article in the mobile app section will list out the six things to consider in order to ensure that your mobile app business endeavor is a success.

In the next article, we share our nine secrets to get thousands of app downloads which include tips like in-app tracking, app store optimization, deep links, app analytics, and much more.

Next, we layout all the spicy mobile app marketing secrets which goes in tandem with the tips shared in the previous article.

In the final article, we discuss the eight trends that are shaping the mobile app development scenario in 2021. If you're a mobile app developer or looking to get an app developed, you must keep up with these latest trends.



29 6 THINGS YOU NEED TO KNOW BEFORE STARTING MOBILE APPS BUSINESS

You've come to the right place if you want to establish a Mobile App Business. Because we'll show you exactly how to do it.

33 9 SECRET TECHNIQUES TO GET THOUSANDS OF DOWNLOADS FOR YOUR APP

Here are some suggestions for increasing downloads and increasing engagement with your mobile app so you stand out in an increasingly competitive market.

37 MOBILE APPS MARKETING SECRETS REVEALED

We'll explain how to market a good app that people will rapidly download and use in this in-depth guide on mobile app marketing.

41 8 TRENDS SHAPING MOBILE APP DEVELOPMENT IN 2021

It is extremely important to keep track of the latest developments. So without further ado, here are the top 8 trends that will shape the mobile app industry in 2021.

6 THINGS YOU NEED TO KNOW BEFORE STARTING MOBILE APPS BUSINESS



You've come to the right place if you want to establish a Mobile App Business. Because we'll show you exactly how to do it.

The proliferation of online DIY app builders has made it simple for entrepreneurs to enter the mobile industry. White label app development platforms provide entrepreneurs with all of the tools they need to launch their own mobile app firm without having to hire expensive developers.

White label is by far the most straightforward approach to enter the mobile industry. DIY app development platforms provide you complete control over your company. You have total control over your company strategy, from branding to pricing to sales and marketing.

Here are six things to consider in order to ensure that your mobile app business endeavor is a success.

Who are you selling to?

"Who do I want to sell to?" is the most essential question you should ask yourself. Are you only interested in selling to restaurants, or do you believe you can capture the educational app market?

This is the most crucial question to ask since you'll need to ensure your app has all of the components it needs to excel in that particular business it caters to.

“ The proliferation of online DIY app builders has made it simple for entrepreneurs to enter the mobile industry ”

Furthermore, deciding on which sector or industries you want to sell to will allow you to begin developing your marketing strategy. It's not a good idea for anyone starting a business to go in blindly and hope for the best.

How do you plan to sell?

Because the mobile app industry is so competitive, you'll need to be ready to do your research. It's not as simple as dragging an app into reality and walking away. To keep your business alive, you'll need sales and marketing, just like any other firm.

So, before you invest in a white label app platform, make sure you have a good sales strategy in place. If you're new to the mobile app industry, search for a platform that offers sales and marketing training specific to the app sector. Spend some time training and putting together a good sales and marketing plan.

You should learn some effective sales and marketing strategies, such as:

- What is the most effective method for selling to small businesses?
- How can you advertise your mobile app most effectively?
- Which features are most beneficial to a company's growth?
- What sources will you use to generate sales leads?
- How should you design your presentations?

The bottom line is simple: learn everything you can about selling the product you wish to produce. This, too, will aid in the success of your mobile app enterprise.

What is your branding strategy?

Your brand is how your clients recognize you, and it's crucial. It takes a lot of research, thinking, and trial and error to build a brand. This is not a move that is to be taken lightly. What is the significance of it?

- Customers will know you based on your logo
- Your catchphrase is what people will remember about you
- Your clients will believe in your goods because of your vision
- Your objective is what will earn the trust of your consumers

None of these things can be taken for granted. You must establish trust and loyalty, and a strong brand is essential for this. If you do not devote time and effort to this phase, your company will be exposed to rivals.

Your brand is what you represent. You must believe in what you are doing in order for your consumers to believe in it as well.

What features do the users want?

Consider the following questions:

- What do the apps of my competitors look like?
- What are the flaws, according to the reviews?
- How can I improve on what they're doing?
- How can I improve on what they're doing?

Don't be scared to speak with people who work in the specialized industry for which you want to develop your app. Find out what the individuals who will be using the app want to see incorporated.

While the restaurant owner may have the checkbook, the app will be used by the servers and the workers in the pits. Examine what they require to make their tasks easier. There's a high chance you'll get some positive comments and some fantastic suggestions.

Will you develop the app yourself or hire a developer?

We are inclined to go toward more visually appealing things, even if it isn't always the best option.

Do you have the ability to create visuals that can help your app stand out from the crowd? While most platforms provide templates that will fit your specialty, you will have a better chance of having your app picked above the competitors if you can create something that stands out.

Consider forming a partnership with a developer or a graphic designer. While appearances aren't everything, they are an excellent selling factor.

What is your end goal?

At the end of the day, you must know what your goal is. Do you want to dominate the educational app industry, or are you simply searching for a way to supplement your income and pay off a few bills?

Starting a mobile app firm may help you considerably increase your income, and if done well, it can even replace your full-time job. It all comes down to how much time and effort you're willing to put into making it happen. When you're starting to put your firm together, make sure that's clear in your mind.

Businesses create products that their partners rename and market as their own in every industry imaginable.

MOBILE APPS

The technology business, especially the mobile app market, is no exception. Businesses are racing to catch up and cash in as tens of millions of people go mobile.

If you're thinking about establishing your own mobile app firm, you'll need to conduct a lot of research and ask yourself some tough questions. A strong solid plan, as well as a thorough examination of the sector in which you intend to compete, may help put your mobile app business on the right track.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

9 SECRET TECHNIQUES TO GET THOUSANDS OF DOWNLOADS FOR YOUR APP



These days, we have lots of options for mobile shopping, entertainment, health, productivity, money, and other services with almost 5 million applications accessible in the Apple App Store and Google Play Store. As the number of apps available on the market grows, it's more necessary than ever for small company owners and marketers to develop mobile app-specific marketing strategies.

It just takes a little traction for your app to get momentum for more users to discover and use it. So, how can you stand out in an increasingly competitive market with your app?

Here are some suggestions for increasing downloads and increasing engagement with your mobile app.

What is Mobile App Marketing?

Interacting with your consumers throughout their whole lifetime – from when they first hear about your app to when they become devoted and frequent users – is what mobile app marketing is all about. To achieve this successfully, you must first determine who will use your app, where to locate them, what to say to them, and what they expect from you.

Mobile app consumption is sometimes thought of as a series of steps or "funnel." There are several steps to a funnel, but this is a simplified one.

“It's more necessary than ever for small company owners and marketers to develop mobile app-specific marketing strategies”

The initial stage in a user's encounter with your app is acquisition. So, in the first place, how do you get people to download and install your app?

The next step is activation. The specific definition of "user activation" varies with each app. Still, in general, it refers to a user's first activities, such as entering their email address or making their first purchase.

Turning your app into a frequent destination for your user is what retention is all about. The funnel notion is valuable as a model, but users frequently go back and forth between stages; therefore. Still, this is also known as the "mobile engagement loop."

Each level necessitates distinct methods and approaches, all of which are necessary for a successful mobile app marketing plan.

Mobile App Acquisition

Getting users to use your app is, of course, the first step in creating a successful app. Next, you must persuade a potential user that your app can address an issue they are experiencing from a messaging standpoint. The following are some of the most frequent ways to convey these messages:

Social: One of the most often used methods of app acquisition. Paid social advertising, in particular, is likely to be the most successful route unless you already have a huge audience. Once your app has gained popularity, persuading users to engage their friends as users is an even more successful method.

Search ads: Both Google Play and Apple's App Store provide in-app advertising that app developers may use to increase downloads. Adverts occur when users search for certain app keywords — for example when a user searches for "send money," ads for mobile payment applications may display. Search advertising may also be sponsored through platforms like Google AdWords.



Did You Know?

- India was the leading market for app downloads in Q2 2020, with nearly 7 billion downloads.
- Both Zoom and TikTok were downloaded over 300 million times in Q2 2020
- Over 1 billion mobile games were downloaded per week in Q2 2020
- Mobile apps are expected to generate over \$935 billion in revenue by 2023.

Cross-promotion of apps: If you have many apps, using one to promote another is an excellent approach to get users. Suppose your company, for example, creates a restaurant database. In that case, you may place advertising in it referring to your travel app because customers interested in one may also be interested in the other.

Listing on the app store: Every app must have a written and image description in the app store. It's crucial to craft your listing to persuade consumers to download it carefully. The wording in your listing has an impact on whether or not consumers will notice it while searching for applications in your category, among other things.

In determining an acquisition strategy, it's important to keep track of your cost per acquisition, or CPA. Some channels — like your app store listing, a web page, or organic social posts — don't cost anything but are time-consuming. Others — like paid ads — can be expensive but are easier to optimize and scale. Determining the right balance of acquisition activities is critical for the long-term success of your app.

Comparing the CPA to the lifetime value of your customers will tell you whether an acquisition strategy is worth the money and time you're putting into it. And the lifetime value calculation depends heavily on whether you can activate and then retain the users you're acquired.

Mobile App User Activation

After a user has downloaded your app, you must convince them to utilize it because most users quit applications soon after downloading them; having an effective message strategy that reminds users how to use your app and why is critical.

Of course, the effectiveness of these techniques is contingent on your user having received the message you're sending. You have three primary app channels to choose from, and choosing the proper one may greatly enhance the chances of that occurring.

Channels for Mobile Apps

A push notification is a common channel of communication. You may send one at any moment after a user installs your app; your user doesn't even have to be in the app to view it. Push notifications are simple to customize, and you can even define actions for users to perform with just one press.

In-app messages are similar to push notifications in that they are sent to users while they are actively using your app. However, you may include real-time updates, and unlike push alerts, they don't require opt-in to receive.

Mobile-specific communication channel

Another approach is to connect with your existing consumers directly on their mobile devices. Whether it's in-app messaging or push notifications, mobile-specific channels let you reach out to your consumers with a customized message at precisely the right time.

Consider alerting them to a newly launched feature or prompting them with suggestions in a difficult-to-navigate section of the program. You may also utilize in-app messaging and push notifications to urge current users to share your app on social media, suggest a friend, or write feedback in the app store to help you promote it. These are excellent methods to keep users engaged and promote your software, ensuring that it receives the push it requires to go viral.

Consider retargeting your ads

One of the many advantages of having a separate website for your app is that you can utilize retargeting to target individuals who have visited your site but have not yet committed to a download. On Google, Facebook, and other websites that accept Google Advertisements, those on the fence will see ads informing them about your app.

People who view retargeting advertisements are up to 70% more likely to convert, and these ads have a click-through rate that is around ten times that of display ads.

Encourage feedback and reviews

Once a potential user discovers your app, they may require some persuasion to believe that your app is trustworthy and useful enough to download. This is when reviews come in handy.

More positive user comments can help your app get attention and enhance its ranks. Consumers prefer user reviews and other forms of word-of-mouth advertising to other forms of advertising. When users complete an activity or make a purchase in your app, encourage them to leave a review by sending them in-app messages or follow-up emails.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

MOBILE APPS MARKETING SECRETS REVEALED



Are you informed of how to market your mobile apps? Is it still feasible to attract tens of thousands of users to download your app if there are already tens of thousands of other applications in your niche? Absolutely.

We'll explain how to market a good app that people will rapidly download and use in this in-depth guide on mobile app marketing.

You'll need more than a mobile-friendly website to capture the attention of smartphone users. You'll need a mobile application.

With over 70% of the world's population owning a smartphone, it's clear that apps are the way of the future for mobile marketing.

What is Mobile App Marketing?

Interacting with your consumers throughout their whole lifetime — from when they first hear about your app to when they become devoted and frequent users — is what mobile app marketing is all about. To achieve this successfully, you must first determine who will use your app, where to locate them, what to say to them, and what they expect from you.

“ With over 70% of the world's population owning a smartphone, it's clear that apps are the way of the future for mobile marketing

”

Mobile app consumption is sometimes thought of as a series of steps or "funnel." There are several steps to a funnel, but this is a simplified one

The initial stage in a user's encounter with your app is acquisition. So, in the first place, how do you get people to download and install your app?

The next step is activation. The specific definition of "user activation" varies with each app. Still, in general, it refers to a user's first activities, such as entering their email address or making their first purchase.

Mobile App Acquisition

Getting users to use your app is, of course, the first step in creating a successful app. Next, you must persuade a potential user that your app can address an issue they are experiencing from a messaging standpoint. The following are some of the most frequent ways to convey these messages:

Social: One of the most often used methods of app acquisition. Paid social advertising, in particular, is likely to be the most successful route unless you already have a huge audience. Once your app has gained popularity, persuading users to engage their friends as users is an even more successful method.

Search ads: Both Google Play and Apple's App Store provide in-app advertising that app developers may use to increase downloads. Adverts occur when users search for certain app keywords — for example when a user searches for "send money," ads for mobile payment applications may display. Search advertising may also be sponsored through platforms like Google AdWords.

Cross-promotion of apps: If you have many apps, using one to promote another is an excellent approach to get users. Suppose your company, for example, creates a restaurant database. In that case, you may place advertising in it referring to your travel app because customers interested in one may also be interested in the other.

Listing on the app store: Every app must have a written and image description in the app store. It's crucial to craft your listing to persuade consumers to download it carefully. The wording in your listing has an impact on whether or not consumers will notice it while searching for applications in your category, among other things.

In determining an acquisition strategy, it's important to keep track of your cost per acquisition, or CPA. Some channels — like your app store listing, a web page, or organic social posts — don't cost anything but are time-consuming. Others — like paid ads — can be expensive but are easier to optimize and scale. Determining the right balance of acquisition activities is critical for the long-term success of your app.

Mobile App User Activation

After a user has downloaded your app, you must convince them to utilize it because most users quit applications soon after downloading them; having an effective message strategy that reminds users how to use your app and why is critical.

Of course, the effectiveness of these techniques is contingent on your user having received the message you're sending. You have three primary app channels to choose from, and choosing the proper one may greatly enhance the chances of that occurring.

Channels for Mobile Apps

A push notification is a common channel of communication. You may send one at any moment after a user installs your app; your user doesn't even have to be in the app to view it. Push notifications are simple to customize, and you can even define actions for users to perform with just one press.

In-app messages are similar to push notifications in that they are sent to users while they are actively using your app. However, you may include real-time updates, and unlike push alerts, they don't require opt-in to receive.

The message center is a non-active channel within your app that allows users to view previous alerts if they are interested. It's a fantastic method to send notifications that don't need immediate action, and it's especially handy if a user is already in your app.

Each of these channels is best for distinct types of user activation.

User Activation Strategy

A welcome message is a push notification that is issued within 24 hours after the first installation. Thanking the user for downloading your app and then reinforcing the app's value proposition or introducing them to a major feature is a tried and true strategy. If a user installs a home automation app, for example, you can send them a push message thanking them and providing a link to begin the process of configuring their house in your app.

Successful app marketers go a step further and create an onboarding sequence for their users. Having an effective onboarding flow takes the user on a tour of the product, pointing out important features and explaining when and how to utilize them. Onboarding that is well-thought-out boosts engagement and creates trust, making it simpler to ask for permission to send notifications and other communications.

Getting app users to register with their phone number or email address is highly beneficial for future marketing efforts. This will aid cross-channel marketing efforts and provide you with another channel to interact or re-engage your user.

Mobile App Retention

Keeping your users engaged is a long-term endeavor; retention is particularly essential because it is a significant element in determining a customer's lifetime value. Therefore, whether or not your efforts were successful.

Consider the following situation:

- 1,000 new users, 10% of whom stay for an average of one month, and
- 500 new users, 50% of whom stay for an average of two months

In the first scenario, your 1,000 new users decrease to 100, then half of them leave within a month. That's a total of 50 net users.

In the second, your 500 new users have shrunk to 250, and just a quarter have gone after a month. That's 125 net users, which is more than double the amount in the previous case, even though you only got half as many in the first place.

User Retention Strategies

Discounts: Sending users discounts or coupons for goods they're interested in is a great way to keep them coming back. Retail, travel, and local applications benefit the most from them. Use what you know about the user's previous interests — possibly even what's in their cart — to get them back into the app.

Unique content: Can you give a complete guide on your niche that the app is based on and only available through the app?

Messages that stand out: Inform users about a new update or upgrade and show them how to use it. Let consumers know, for example, if you recently added the option to share playlists from your music app on Twitter.

Personalization: You've undoubtedly learned a lot about your users after they've been using your app for a time. Can you apply what you've learned to make your app more useful? Send users a push notification asking them to check their new selections if you've just relaunched your recommendation engine, for example.

Better connectivity: Friends and family who have joined are updated. LinkedIn and Facebook have become so popular that they allow users to search for individuals they know on the platforms. And by delivering updates, they keep them coming back. Tell your users how many of their friends have joined since they last used your app.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.

8 TRENDS SHAPING MOBILE APP DEVELOPMENT IN 2021



Mobile technologies are a constantly emerging medium for our most innovative business concepts to be implemented on. They allow user engagement at a different level, create deeper brand partnerships and present them in the current digital environment, which is becoming much more mobile today.

Advancements in technology, customer demands, and a broad variety of other influences have a significant effect on developments in smartphone applications.

It is arguably the most important element of performance to keep up to date on the new developments. Are you ready for the changes in mobile app development in the coming year? Especially for a Mobile app development company based in Dubai, it is extremely important to keep track of the latest developments in this arena. So without further ado, here are the top 8 trends that will shape the mobile app industry in 2021.

Apps for foldable phones

In the past decade, phones have obviously improved. The industry has been taken over by touch screens with one to two keys.

Over the last few years, though, foldable computers have started to make a return. Foldable smartphones including the Samsung Galaxy Fold, the Huawei Mate X, and the latest Motorola Razr were launched in 2019.

“
Advancements in technology, customer demands, and other influences have a significant effect on developments in smartphone applications
”

Depending on user preferences, these smartphones fold to compress or extend the screen size. A user could make a call with the system closed, for example, but watch a video by unfolding the device on a larger screen.

From an app creation standpoint, whether creating or upgrading an app, resellers and content producers need to account for these products.

The theory is that when the screen folds or expands, an app can seamlessly change its display.

Foldable devices right now are only a sliver of the global market share of smartphones. In the following years, though, everything will shift. 17 percent of iPhone users and 19 percent of Android users are enthusiastic about purchasing a handset with a foldable design, according to a 2019 survey by USA Today.

In 2019, there were approximately 3.2 million foldable phones delivered. It is projected that by 2022, this projection would hit 50 million units. 2021 would be a major year for foldables in order for the development to happen, which ensures that software developers must prepare accordingly.

Apps for Wearable Devices

For years now, wearable technology has been trending upward. This isn't really a breakthrough in the sector. For some time now, we've seen smartwatches, trackers, and workout bands.

Yet the maximum potential is yet to be met by wearable gadgets. Although we're not seeing a staggering year-over-year leap, development is still steady. The trend for wearables has changed and will continue to change the way mobile applications are made.

While we're not seeing a staggering jump year-over year, the growth is still steady. The wearables trend has changed and will continue to change the way that mobile apps get developed.

For instance, Apple made a big announcement about wearables and app integration at WWDC 2019. The new watchOS 6 has brought the Apple App Store to Apple Watch. Independent apps are being built specifically for these devices. This has created an enormous opportunity for app resellers and content creators.

In 2021, more mobile apps will be made with wearables in mind. Users will be able to download tens of thousands of apps directly from their wrist.

Stand-alone applications are being developed especially for these devices. For app resellers and content developers, this has generated an immense incentive.

More smartphone devices will be produced with wearables in mind in 2021. Tens of thousands of applications can be accessed directly from your wrist by users.

We're really starting to reach the surface of smartphone app convergence and wearables. In this category, the coming years would be crucial.

IOT Integration

The IoT is far from being a new idea. But the increase of smartphone adoption through a vast variety of markets and categories has created the Internet of Things with almost infinite possibilities.

The IoT represents the growing network of Internet-connected gadgets, giving customers ease and automatic power. A prime illustration of the growth in IoT and smartphone app creation is smart home technology.

To change the thermostat in a house from a remote spot, lock or unlock a front door and link to home monitoring devices, smartphone applications may be used. Mobile applications may also be linked to refrigerators and other kitchen appliances.

It is estimated that the global demand for the Internet of Things will hit \$194 billion in 2020. Of that estimate, \$143 billion would come from tech, including smartphone applications.

5G

5G's rollout would have a significant effect on app trends in 2021. This technology is ready for developers, resellers, and designers to transform the way applications are used and made.

There were nearly 15 times more 5G connections in 2020 than in 2019. By 2021, these connections will almost quadruple. For mobile app growth, what does this mean?

Speed and performance are going to increase dramatically. In reality, 5G, while growing network quality and traffic volume, is projected to offer a 10x decrease in latency. 5G can be up to 100 times better relative to 4G, depending on the provider of the cell network.

In the end, the 5G penetration would improve the functionality of smartphone applications. This would encourage developers to create new functionality to applications without impacting the output of the product adversely.

At the research and production phases of developing an app, developers and mobile app resellers can also utilize 5G network speed.

AI and ML

Automated face recognition is no longer a tool to simplify portrait-making, it has become a norm. One of Snapchat's drivers of performance was automated filters and funny stickers. As machines can identify photos and process the natural language, a more and more increasing trend would be placing the AI-powered features in applications.

Depending on the context, AI implementations differ. It could be a feature of speech recognition, smart filters added to the sensor, or even an automatic assistant setting up the camera until a picture is taken. Among the most well-known examples of AI-powered mobile apps are Apple's Siri and Google Assistant, but there are countless possibilities for integrating AI in custom mobile app creation. Royex Technologies specializes in AI solutions for mobile apps and websites and is one of the top rated mobile app development companies in Dubai.

Dapps and Blockchain

Blockchain technology is most notable for being the infrastructure that drives cryptocurrency, with bitcoin being the most famous one. A decentralized ledger, which is hijacking-resistant and fraud-proof, is the key philosophy behind it.

Through creating the tokens used in authorization, blockchain technology may be used to encrypt transfers or connect the network. No one will be able to change the information documents to achieve illegal access by decentralizing the database.

The technology is typically only used in the sense of cryptocurrencies, but it varies with the attention of tech giants. Microsoft has also released its blockchain-based platform named Coco, which seeks to accelerate the penetration of blockchain in the business field and can become a kickstart for the creation of blockchain-based personalized smartphone applications.

AR and VR

AR and VR also revolutionized how smartphones function, from AR apps to social media or enterprise apps. We will see more growth of this technology this year through application creation.

In comparison to virtual reality, augmented reality attempts to improve our own world's environment rather than encouraging the individual to join the latest one. In diverse sectors, from beauty and design to furniture and services, AR has a tremendous opportunity to be used.

In 2021, developments in app growth in diverse fields such as healthcare, innovation, real estate, retail and others are predicted to be revolutionized by augmented reality.

Mobile Wallets

Mobile payments are a fascinating trend, not just from the point of view of merchants and payment processors. It is all about getting consumers happy with mobile device payments. The rate of usage of electronic payments vary. 13 percent of American smartphone consumers claim to use Apple Pay, 24 percent use Walmart Pay, 5 percent state they use Samsung Pay, and 7 percent use Android Pay, found from a survey conducted.

Provided that Walmart Pay is used by 24% of surveyed individuals, mobile wallets are a fantastic tool for offline stores searching for ways to keep consumers loyal and make their shopping more convenient.

The mobile wallet not only deals with offline transfers, it can also be used to fuel rewards services. One of the strongest instances is the Starbucks program, which is the most widely used loyalty voucher tool. Not only does the app encourage users to save and earn reward points, but it also enables users to buy coffee and pay on the go.

Royex Technologies is the leading Website development and **Mobile App Development Company in Dubai**. Our expert mobile app developers in Dubai are committed to providing cost-effective mobile app solutions that generate more revenue for our clients. We have developed over 50 mobile apps of all kinds so we have the skill and expertise to deliver you a quality finished product that will grow your business.



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

Office No: 2535, 25th Floor, IRIS
Bay Tower, Al Abraj Street,
Business Bay, Dubai - UAE

IND

110/8 B.T Road
Kolkata - 700108,
West Bengal, India

BD

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 TECHNOLOGIES

ECOMMERCE WEBSITE & MOBILE APP

COMPANY IN **DUBAI?**

www.royex.ae

royex
Technologies

ROYEX-TECHNOLOGIES /

royex
Technologies

CLICK HERE TO
DOWNLOAD OUR COMPANY BROCHURE

ADDRESS

Office No: 2535, 25th Floor,
IRIS Bay Tower, Al Abraj
Street, Business Bay, Dubai
- UAE

TEL/ MOB

+971 48714335
+971 566027916

E-MAIL

info@royex.net