

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE

Characteristics Of Effective **WEB DESIGN**

7 Tips To Make Your
**E-COMMERCE
SITE
Trustworthy**

**ONLINE
BUSINESS
IDEAS**

That Will
Prosper In 2022



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How To
Develop A
**Car Service
App Like
MYSYARA**

How to Increase
Mobile App **USERS
ENGAGEMENT**

How To Develop A
**Delivery
Platform Like
DELIVERY
HERO**



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EDITOR'S NOTE /

An effective website design should accomplish its goal of communicating a specific message while also engaging the visitor.

Consistency, colors, font, imagery, simplicity, and usefulness are all characteristics that contribute to successful website design.

There are several important elements to consider while developing a website that will influence how it is perceived.

In this edition of the magazine, our feature article discusses the important characteristics of an effective web design that you need to follow

In the ecommerce section, we also share seven tips you can use to make your ecommerce website more trustworthy, and eight great business ideas that will prosper this year.

In the mobile app section, we cover the app development process of several apps such as MySyara, Tamara, and Delivery Hero. We also discuss how you can increase the user engagement of mobile app users.

I wish all our readers success and hope you benefit from the information presented in the magazine and stay with us in the future.

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR



Rajib Roy is a software developer, entrepreneur, and author of two Books. He obtained a Bachelor's in Electrical and Electronic Engineering from Chittagong University of Engineering and Technology and a Master's in Computer Engineering from Heriot Watt University. Today, Rajib lives in Dubai, with his wife and his two sons. In his day job, Rajib runs his own Mobile apps and Ecommerce site Development company named [Royex Technologies](#), with branches in Dubai, Qatar, India, and Bangladesh. He has been instrumental in the start-up of several businesses and been responsible for building several projects.

E-COMMERCE

Ecommerce platforms, features, tips, and reviews



In this digital era, if you need to start a product business or you are running a consultancy firm the first requirement is having an appropriate website to showcase your service to your targeted customer.

Providing a better user experience, a well-designed website can contribute to building trust & brand awareness at the same time.

In the first article, we will share some characteristics that you should consider when designing your website.

The second article shares tips that will help you secure your website and make it trustworthy.

Truly, we are living in the middle of the ocean of ideas. Just Google about online business ideas & you will get 100 ideas & it is quite difficult to choose which one aligns your business.

So, in the third article, we are sharing the top 8 best online business ideas 2022 in Dubai & also with the reason behind these ideas & some tips & tricks to start an online business.

This includes a digital conference app, taxi booking app, cloud kitchen service, and many more.



07 IMPORTANT CHARACTERISTICS OF EFFECTIVE WEB DESIGN

Providing a better user experience, a well-designed website can contribute to building trust & brand awareness at the same time. Here we will discuss some important characteristics of effective web design.

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11 7 TIPS TO MAKE YOUR E-COMMERCE SITE TRUSTWORTHY

It takes continuous effort & time to build a good relationship & trust with your potential customers. So, how can you make your e-commerce business more trustworthy? We are sharing some simple tweaks you can focus on easily.

Million Dollar App

By Rajib Roy

Now Available on **amazon**



IMPORTANT CHARACTERISTICS OF EFFECTIVE WEB DESIGN



In this digital era, if you need to start a product business or you are running a consultancy firm the first requirement is having an appropriate website to showcase your service to your targeted customer.

While you develop your website, web design elements should be implemented in such a way that it conveys your brand's particular message to the customer simultaneously.

There are many key factors that contribute to perceived customer engagement & increased revenue, such as consistent web structure, typography, color scheme, imagery & so on.

Providing a better user experience, a well-designed website can contribute to building trust & brand awareness at the same time. Here we will discuss some important characteristics of effective web design.

7 Characteristics Of Effective Web Design

Here are seven important characteristics of effective web design:

Images Convey More Information

There is a saying that "A picture is worth a thousand words". It is true that instead of a single block of text content you can incorporate picture content to convey your messages.

“ Web design elements should be implemented in such a way that it conveys your brand's particular message to the customer simultaneously ”

Always try to incorporate high-resolution images that will be in a perfect ratio to adjust with the layout of the design.

In other cases, infographics can be an effective way to use text & images to grab the user's attention.

Maximum website traffic is not intended to read every line of the content rather than images with little hints of the image context can be a perfect medium.

The advantages of infographics are

- Visually appealing
- Easy to segment information
- Increase readability as people are more likely to read pieces of content

Maintain A Fast Loading Time

According to statistics if a website loads more than 8 sec then website abandonment gets higher.

The page loading speed depends on some factors of the design element.

Size of the image & bulk number of content is one of those factors.

To avoid this type of problem try to reduce the size of the image as much as you can.

To reduce HTTP requests, you can add the code to a central CSS or javascript file.

Test your server to ensure all types of content are equally loading faster within 2 sec.

A Maximum of 4-sec page loading speed is a threshold as an industrial standard. Visitors will not stick more than that & will move to other sites.



Did You Know?

- 73.1% of web designers believe that a non-responsive design is a top reason why visitors leave a website.
- By 2030, the total number of web designers and developers is projected to reach over 205,000.
- 50% of consumers believe that website design is crucial to a business's overall brand.
- 42% of people will leave a website because of poor functionality.

Make The Reading Pattern Of The Content F-Shaped Pattern

The F-shaped pattern reading is the most eye-comfortable way visitors find while they are going through the website's text content normally.

According to eye-tracking research, it has been discovered that, while scanning web pages & reading content they do it with the pattern of F-shape & it stands for the most common user's eye-scanning pattern.

This pattern requires top to bottom & left to right reading style & most western readers follow this reading pattern.

So, as an important factor of effective web design, designers should keep in mind the natural reading pattern of the visitor.

Grid-Based Page Layout

Grid-based layouts are intuitive for web page design. It helps to keep web design simple & display content in a more mannered & organized way.

The grid-based layout provides columns & sections that help to arrange contents in a clean way that indicates a balanced & aesthetically pleasing web structure design.

Easy Navigation

An effective navigation system increases the usability of a site & retains customers for a long time. It is one of the most important aspects of web design factors.

A navigation bar should always be clutter-free, simple, intuitive & consistent because using this option visitors navigate to each page of the website.

Call to action button, logical page hierarchy & bread scrubs are used for efficient website navigation.

A confusing navigation system makes visitors out of track & end up moving in another direction. Some other good aspects of smooth navigation process are:

- Ability to search website content easily
- Several ways to explore content
- Proper internal link building
- Informative header & footer option

Usable Forms

Forms are an integral part of any website whether it is a contact form to another. It is a way to communicate with the potential users of the website.

So, making a form more effective & informative to collect user queries properly is important. Easy use & accessible form can convert your website, visitors, into potential users. Some tips to make your website forms more functional:

- Try to keep minimum numbers of forms filled
- Use correct label
- Set proper field validation option
- Use multilingual forms
- Use in-display form submission message
- Follow simple but eye-attractive form design

Consistent Visual Hierarchy

A consistent visual hierarchy or web structure design is the focus of any web design process. It refers to the arrangement of the web elements & adjusting them with the colors scheme, imagery, contrast, whitespace, typography, style & texture.

Setting a focus point on the website is the ultimate goal of visual hierarchy. To simplify the visual structure of the website you need to consider

Color Scheme: A website's color scheme has a positive & direct impact on the user's visualization. Developing a consistent color scheme on the entire website is necessary to evoke the user's emotional responses. Try to select color less than 5 options & choose complementary colors

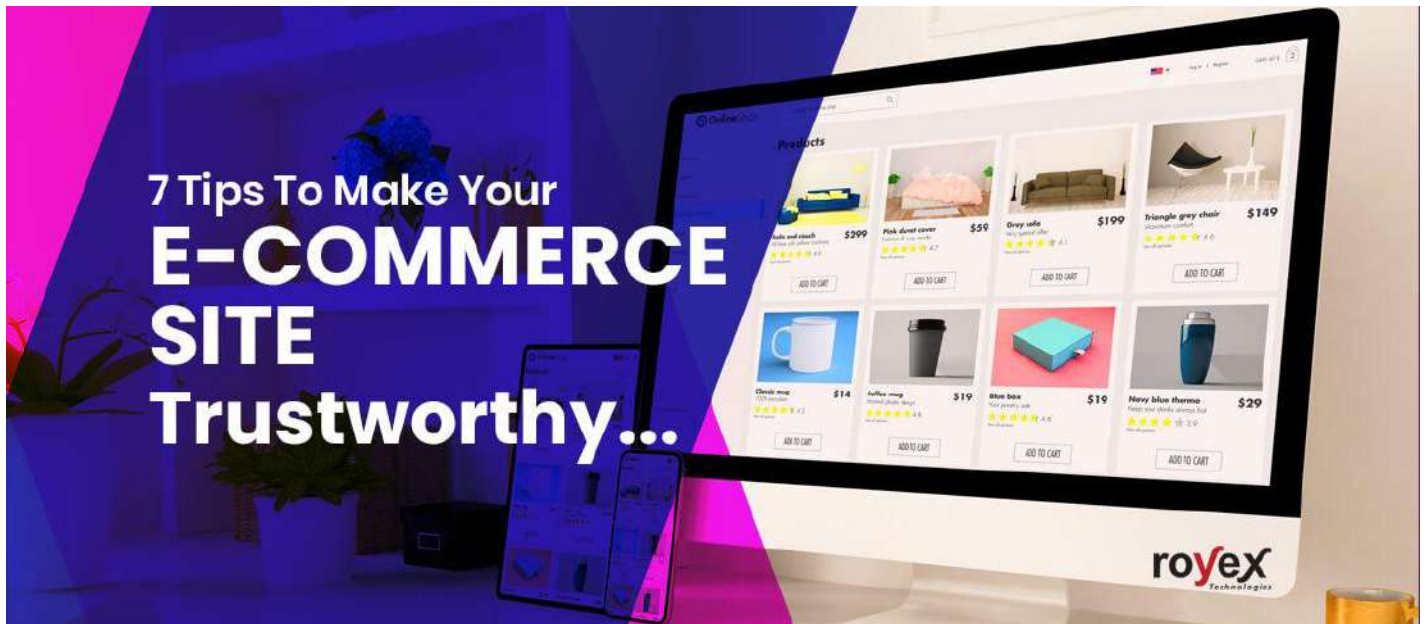
Type: The second option is typography which plays an important role in the text content section. A simple & attractive text pattern turns the user's reader mode on & helps to navigate the website thoroughly. Try to use a maximum of 3 different font types.

Imagery: It includes photography, video, illustrations & all types of graphical content.

These are some user-friendly & data-driven web design tactics that will help you develop an effective website. Do you need any help related to designing websites with minimal cost? Get in touch with us & know more.

For all kinds of e-commerce solutions, you can count on us. Royex Technologies, a **leading E-commerce Development Company in Dubai**, have certified developers who can bring reality to any of your ideas. If you need an eCommerce website that gets a lot of traffic, feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

7 TIPS TO MAKE YOUR E-COMMERCE SITE TRUSTWORTHY



As the demand for online shopping is increasing rapidly, every online business owner is trying to make a strong online presence through websites or e-commerce stores.

Now, online shoppers will find hundreds of e-stores for purchasing a single piece of cloth & they will choose only the option they can trustfully. So, It is quite difficult to gain that much trust level among all these options.

Based on a research, 92% of the consumers are more likely to buy additional services apart from the main products from their trusted shop.

If you can't provide your customers' products with safe transactions they will just switch away to the second option.

So, you must make your customer more confident while they are visiting your e-store & intent to purchase anything.

It takes continuous effort & time to build a good relationship & trust with your potential customers.

So, how can you make your e-commerce business more trustworthy? We are sharing some simple tweaks you can focus on easily.

“

As the demand for online shopping is increasing rapidly, every online business owner is trying to make a strong online presence through websites or e-commerce stores

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7 Ways To Make Your E-Commerce Site Trustworthy

While shopping online there is no way of face-to-face interaction with the online vendors. Shoppers have to depend on the products displayed here & most of the time many customers feel uncomfortable sharing their card details while purchasing.

Concerning the quality of products, quotes about defective products or even being afraid of fraudulent practices is valid for the consumers.

The solution to all these worries of customers is to make your e-commerce store more interactive, transparent, and secure place for online transactions.

Narrative About Us Page

To build a strong customer relationship you need to design an informative About Us page. Of course, customers will not interact properly with strangers first.

The About Us page is a sneak peek of who you are, what makes your brand different, what types of products & services you provide, what is the motto of your business, what types of achievements you earned, how many staff are there behind the scenes & so one.

A well-written & designed About Us page attracts customers easily to engage with the service you are offering. A standard About Us page consists of:

- A tagline that promotes your business
- Showcase your brand story
- Consider adding images of founders & team
- Focused & minimalistic page design
- Let customers know where you are operating

Up-to-date Product Catalog

While customers land on your website, make sure they find the specific product with related information. It is important to regularly update the products of your e-commerce store.

You can also set push notifications to notify customers about your recent stocks or any kind of discounts or offers. In this way, customers can slowly trust your services & will make purchases sometimes.

Secure Badges & Seals

Adding security badges & seals not only help you to gain the trust of your customers also Google can easily identify your site as safe & secure for online purchase & transactions. It has a great impact also on your sites' SEO ranking. E-commerce sites having security badges & trusted seals provide customers with secure & legitimate service.

Security badges & trusted seals include:

- Secure Socket Layer(SSL) certificates
- Money-back guarantee badges
- Logos of Payment gateways
- Business Badges of your partners
- McAfee & Norton badges

Having an SSL certificate means all the data collected by an e-store is protected & secured from data breaches.

Money-back guarantee badges help users to try it for a period of time & it is totally upon the customer if they want the service/product or not.

Sometimes people hesitate to share their card information online. Hence this badge helps them to pay online without any worries.

Then, if your e-store is integrated with any 3rd party applications or services make sure to include their badges on your site as a partner.

Hence your customer can easily trust you. Lastly having McAfee & Norton Badges indicates your site is free from any malware & virus.

Presence Of Social Media, Proof & Reviews

Providing social media icons influence your customer psychologically. Brands' social media proof acts as a social phenomenon sometimes. According to research, 70 percent of customers research the brand's social media activity before purchasing from the website.

Also, reviews give your next customer relief that someone also enjoyed a positive experience using your product & service. In this case, image review gets higher attention as people believe in seeing more than hearing any information.

Some social media proof can be:

- Case study of your service
- Product Reviews from your beloved customers.
- User-generated content
- Displaying actual insight of the usage of products

Detailed Product & Shipping Information

Adding unique product display information provides transparency between vendors & customers. Make sure, when customers visit your e-store they get clear 3D visuals of every product, detailed product information, precise shipping method & cost.

While we are talking about detailed product information that means:

- Multiple 3D images from a different angle
- Key features of the products
- Perfect measurement
- Warranty information
- Suggested products

24/7 Customer service

Reassuring top-notch customer service is again an important part of this entire process. 96% of the customers say that they are satisfied with those brands' amazing products with efficient customer service.

While implementing live chat on your website it doesn't take much more than 30 minutes. Always try to resolve customers' queries within a day.

Also, it has a direct impact on the customer's review section. Also, try to add a contact us link on every product page.

Easy Checkout Process

If you are running a successful e-commerce store, you have probably heard 'Abandonment of shopping carts'. It is one of the biggest problems of the e-commerce sector & it is interrelated with customer trustworthiness.

It is your responsibility to make sure that the customer who landed on your platform can exit with a product purchase.

Sometimes the checkout process gets so clumsy & irritating that customers lose patience & move to another site. To make a smooth checkout process:

- Remove all types of subscription popups, ads.
- Make sure your website provides multiple product gateways & multi currencies
- Add security badges & seals
- Try to avoid pricing manipulation.

Here we have talked about the top factors that will make your website more trustworthy for shopping.

Apart from these points, there are other factors like adding a blog section, easy-to-navigate website design, Informative FAQ page & creating mobile-friendly applications.

Gaining customers' trust is an ongoing process & it is important to grow your online business eventually.

If you want to kick start your first e-commerce site & for any kind of optimization techniques for your website contact us.

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.

8 GREAT ONLINE BUSINESS IDEAS THAT WILL PROSPER IN 2022



2021 is about to end & the last two years have taught us something different about the way we live & how we consume services & products.

Amidst Covid-19 outbreaks, somehow we managed to survive personally & economically because of our online presence in every sector. Dependency on online service is now increasing rapidly & this will continue upcoming all years.

Over the traditional business ideas, people now prefer online business or you can say the online presence of their physical business.

Apart from these points, it is true that online business is much easier & you can personalize your business according to the trend.

Just one important thing you should remember before starting your online business is that the product or service you tend to cater to is highly demanding on the online market.

But truly we are living in the middle of the ocean of ideas.

Just Google about online business ideas & you will get 100 ideas & it is quite difficult to choose which one aligns your business.

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Amidst Covid-19 outbreak, somehow we managed to survive personally & economically because of our online presence in every sector
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So, in this article, we are sharing the top 8 best online business ideas 2022 in Dubai & also with the reason behind these ideas & some tips & tricks to start an online business.

Check out the ideas to kick start your very first online business!

Top 8 Online Business Ideas In Dubai

Digital Conference App

Digital Conference App is considered as one of the in-demand apps in the mobile application marketplace.

Because of the COVID-19 outbreak, every industry person is communicating through a conference app.

It helps organizers, attendees, company owners to manage their meeting experience more efficiently.

So, developing a meeting/conference app is the best, most fruitful & time-effective idea in this situation.

It basically provides location information, set pre-meeting date, access to venue map, receive notification, allows event promotion & so on.

This type of meeting app lets attendees customize their own personal itineraries, which helps the other meeting attendees be more engaging throughout the session.

Using a digital conference app, users can attend online classes, video webinars, conferences/meetings room, phone/video calls & chat. Some popular meeting apps are:

- Google Meet
- Zoom
- Skype

Cab Booking App

Online cab booking service in Dubai is the most prominent business idea anyone thinks of. Despite some popular cab booking apps like Uber, Dubai is like creating its own taxi services. And it actually spread in the Middle East, Africa, South Asia.

Cab booking app allows the user to search & book any nearby cab based on their location. User can enjoy a variety of features depending on the location & user role like-

- Different types of vehicles,
- Number of seats
- Shared or Personal Cab
- Hourly depended or full day

Apart from these features, users can track the specific cab they have booked, the minimum estimated time to reach the destination & some advanced features.

Cab booking ideas can be divided into two categories :

- Dedicated Cab Booking App- For those who have already their own full fleet cab & drivers
- Aggregated Cab Booking App- This app allows other existing cab drivers or service to register their cab for online booking

Online Activity Booking App

Dubai has always been the top tourist spot on the traveler's travel bucket list. Every year around 16 M tourists visit Dubai to witness its beauty & culture. It is the very first place to reopen after COVID maintains all the safety measures.

To get a better position in the Dubai tourism market, owning an online activity booking platform is the best option indeed.

Online activity booking apps can be developed based on any activity, such as Hotel/ Restaurant/Bars booking, Bus booking, online ticket booking for concerts/amusement park/local events & so on.

And the fun fact is that you can earn extra commission on every booking.

Cloud Kitchen Service

In recent years cloud kitchen service has taken the food marketplace in Dubai to the top. Also pandemic has almost changed the way of consuming food service to adapt to the new normal.

Hence cloud kitchen ideas work at their best. Having a cloud kitchen service is both economical & profitable.

Cloud Kitchen is nothing less like a full-fledged lucrative restaurant. Cloud kitchen is a spacious place connecting different kinds of restaurants to provide food service to the consumers operating online.

Cloud kitchens don't require any dining space but prepare quality in their own premises & allow customers to order food via digital platforms.

Advantages of running a cloud kitchen could be:

- Low costing on infrastructure
- Cover a wide range of consumers
- Low risk & high profit
- Easily management facilities
- Doorstep Grocery Delivery App

The business kind of delivery services at your doorstep is now blooming in Dubai. Grocery delivery service is one of them.

On-demand grocery delivery service allows customers to find out their nearby grocery shops, check on the availability of the goods, assigning delivery agents to pick up the order & deliver to the customer's doorstep.

Types of Grocery delivery apps are:

- Personalized single Store App
- Grocery chains app
- Marketplace app
- Aggregators app

Cloud Cleaning Service

This doesn't sound lucrative but the cleaning business in Dubai is considered the most profitable business you must know.

Dubai is the place where people happily pay for the cleaning service to make their office, apartment, shopping mall neat & clean.

Cleaning services can be residential, commercial & industrial also. To develop a cloud clean service app you need strong infrastructure, manpower/labor requirements & heavy equipment. Users can select a convenient timeline & select a booking service based on location.

Resume Builder/Updater

You will find plenty of apps or tools for resume editing purposes. Developing a resume builder app helps your targeted customer to connect with online job search processes easily.

And it is a big reason for becoming one of the most on-demand startup editing applications. Apart from this, you can also provide resume/cv writing services. Customized resume builders provide a smooth & eye-attractive CV building experience.

Develop An Online Job Search Portal

According to research, 75% of job seekers always search for jobs on online job portals. Job recruitment portal helps candidates to get jobs according to their preference easily.

Job searchers can attach their cv & make a list of their expert areas also with their preferred job location.

Also, recruiters find it helpful & effective to select their candidate easily based on location, salary expectation & expertise.

We all know that Dubai is a business hub for not only the locals but also for foreign business owners & entrepreneurs.

A recruitment app may help them to choose their perfect candidate to achieve business aims.

10 Steps To Start Your Online Business

We hope you have a clear idea about the trending business ideas of 2022. Starting a new business involves a whole lot of work. But with proper tools, manpower, marketing strategies can ease the way. So, it's time to look at the steps to start your online business.

- Figure out the product or service that you intend to sell. Make sure you have the proper skill & vast knowledge to start your business from scratch.
- Without research starting a business increases the chances of risk. Conducting market research is the most integral part of this process. Proper market analysis reduces risk, helps to focus on the targeted audience, know the available opportunities & trends & so on.
- Build your business plan for the short & long term. You need to focus on- the identity of the business, set a marketing strategy, set a financial plan
- Register your business legally according to the law of your industry & region. Your business is your identity.
- It's time to make your idea into reality. Design & develop your product with a proper pricing plan.
- If you offer a materialistic product then find a proper manufacturer or vendors.
- Now, it's time to showcase your service on the internet. For that, you need a well-designed website. Find an affordable domain & hosting to register your website.
- Set up & design your website with proper tools, plugins & payment methods.
- To collect an international payment, set up payment gateways otherwise set up your local business account. The business account helps you to track your capital, revenue & expenses.
- Without marketing, no one will know your online existence. Make marketing strategies that prioritize all the channels

E-COMMERCE /

One thing you should always keep in mind is that you have to be always updated about the latest trend in your respective field. All the ideas we have discussed are profitable in 2022 & easy to start in Dubai with proper market research & little investment.

We hope you will find your perfect business from the above list that will allow you to achieve your business goal as a successful entrepreneur.

Royex Technology is a **leading E-Commerce site development company** based in Dubai. If you plan to design/redesign your website or launch an e-commerce platform, our 24*7 technical teams will give you design and development support.

Let Royex's web development team help you develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.



ROYEX TECHNOLOGIES LEADING MOBILE APPS DEVELOPMENT COMPANY IN DUBAI



MOBILE APPS

Mobile app development, guides, cost breakdowns



The global automated repair industry is expected to mark a \$440B profit with the help of these automotive car servicing applications every year.

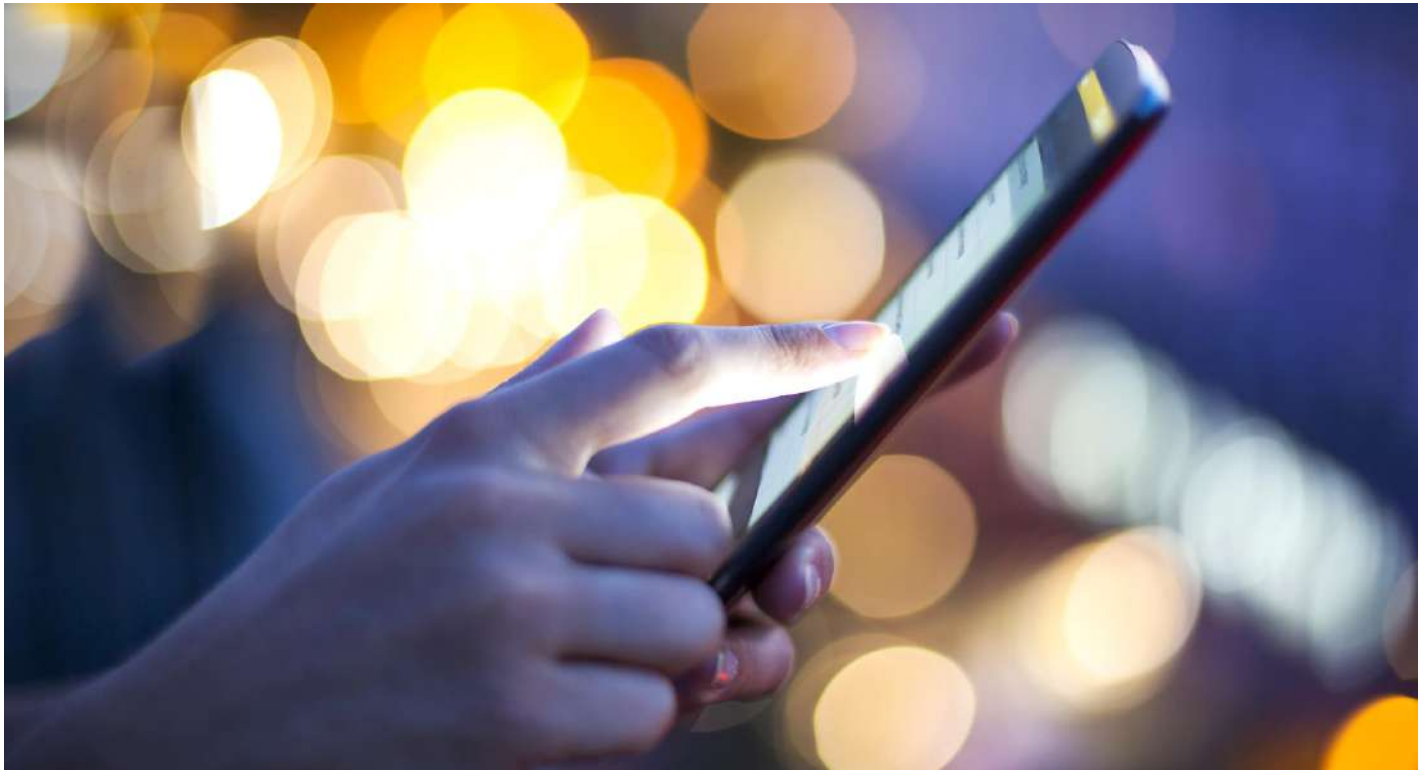
MySyara is one of the successful on-demand car care & technology companies in Dubai. They have been recognized as the first online car care app in the Middle East!

The first article will share some guidelines on how to develop an on-demand car servicing app like MySyara.

In the next article, we present a full guide on how to increase your mobile app user engagement. With the enormous amount of increasing demand for mobile applications, it is necessary to understand the perspective of the user engagement process to retain your customer & also make them use each & every update of your mobile app.

In the third article, we discuss how you can develop a delivery platform like Delivery Hero. Delivery Hero is a leading local delivery app that offers customers one of the widest range of cuisines at their doorstep. It has expanded its services to include the delivery of clothes, beauty products, and home improvement items all over the world while accessing its respective local shops.

The final article gives a insight into BNPL apps and how you can develop a BNPL app like Tamara.



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HOW TO DEVELOP AN ON-DEMAND CAR SERVICE APP LIKE MYSYARA

MySyara is one of the successful on-demand car care & technology companies in Dubai. We will give you some guidelines on how to develop an on-demand car servicing app like MySyara.

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HOW TO DEVELOP A DELIVERY PLATFORM LIKE DELIVERY HERO

Delivery Hero is a leading local delivery app that offers customers one of the widest range of cuisines at their doorstep. In this article, we will share some insights about the Berlin-based delivery platform- Delivery Hero, and how to develop it.

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HOW TO INCREASE MOBILE APP USERS ENGAGEMENT

To avoid your mobile application getting replaced by others, you need to ensure some factors. Here you will find a full guide on how to increase your mobile app user engagement.

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HOW CAN YOU DEVELOP A BUY NOW PAY LATER APP LIKE TAMARA

Here in the UAE, we have seen a few BNPL making waves across the country. One such app that is widely popular is Tamara. And in this article, we will explain how you can build a "buy now pay later" app like Tamara. Let us know more about Tamara first.

HOW TO DEVELOP AN ON-DEMAND CAR SERVICE APP LIKE MYSYARA



The growing demand for mobile applications has marked another level. On-demand mobile applications become an addiction as these apps understand people's requirements from online shopping to midnight food craving to appoint an online service.

These applications instantly influence users' demands & incorporate those requirements in every way possible.

One such application is an on-demand car-servicing & repairing app. These types of applications are able to provide you with a doorstep service or anywhere you want.

Additionally, the global automated repair industry is expected to mark a \$440B profit with the help of these automotive car servicing applications every year.

MySyara is one of the successful on-demand car care & technology companies in Dubai.

They have been recognized as the first online car care app in the Middle East!

In this article, we will explore some of their car care services & give you some guidelines on how to develop an on-demand car servicing app like MySyara.

“
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MySyara & It's Features

Launched in 2019, MySyara is the first smart online car service app. This application provides more than a car washing service. Their ultimate goal is Don't settle for good when you can get the best!

If you are stuck in the middle of the highway & need an emergency car servicing team, MySyara is always ready to provide their full-equipped garage on-the-wheel service anytime. They offer a wide range of car care services based on different types of category

Car Maintenance Service:

- Major & minor technical services
- Oil changing & diagnostics
- AC servicing
- Brake replacement

Unique Roadside Assistance:

- Battery boosting & changing
- A full diagnosis of car
- Tire repair & replacement
- Cleaning fuel system & fuel delivery
- Towing

Eco-friendly & Waterless Car Wash service at your doorsteps:

- Interior & exterior cleaning
- Engine Detailing
- Quick Wax for paint protection
- Virus disinfecting

MySyara Premium services include:

- Car insurance policy
- Car renewal registration
- Window tinting
- Ceramic coating
- Car detailing

Also, according to MySyara's CEO Chandran, the firm has the best working team expertise with the latest technical requirements needed.

They provide updated training to serve with 100% satisfactory, convenient, trusted & professional car service. Having 100 hours of training & full insurance policies they have cultivates an experienced employee base.

Currently, they are providing smart car maintenance services in Dubai, Abu Dhabi, Sharjah, Ajman & different cities in India-Trivandrum & Kochi.

Why Choose MySyara?

MySyara car servicing app is a one-stop solution for all the automotive needs of your car. For roadside assistance to changing car tires to car insurance – all can be done under one roof. Some important reasons to choose MyShyara;

It offers multi-brand servicing facilities. You will get first-class garages & tools for the brands: Audi, BMW, Ford, GMC, Honda, Hyundai, Mercedes, Nissan, Porsche, Toyota, Lexus, Chevrolet, Jeep, Lamborghini, Volkswagen, and many more.

Providing free pick up and drop service it becomes the best time-saver app for most of the users located in Dubai. Additionally, it provides Same Day Delivery service.

One of the focus points of MySyara is – Doorstep's eco-friendly car wash service. Cleaning your car must be heavy-duty always as you have to make sure that the car is in good condition.

Here MySyara has made it easy to provide a waterless car cleaning service vehicle when you are shopping, watching movies, or even relaxing at home.

The best thing is that you will get your car cleaning service done without a single drop of water & any other scratches or marks leaving on your car.

Lastly, MySyara offers you dealership quality service like full vehicle health check using computer scan with the cheapest price which is 70% different from any other service centers.

You will get to book a smart car maintenance service starting from AED 350 at MySyara.

Develop An App Like MySyara

A car service app works like a management app that reduces your time, lots of paperwork & makes a proper conversation between clients & the technical team.

Developing an online car service app helps to boost your productivity as well as sales.

MySyara app follows a simple but proficient & operational model that helps them to provide a quick & smooth service whenever needed. In the MySyara app, your 360 point car check up will be done within a few clicks of buttons–

- Select the desired service
- Schedule the date & time
- Complete the online payment process.

While developing a car repair service venture make sure you have an expert technical mechanic who is a vital part of this business & helps you to provide state-of-the-art garage-on-wheels service like the MySyara application.

Some important factors are listed below you should keep in mind while developing your app.

Account Setup: At first, when a user will onboard the application they need to sign up or create an account. Make the account creation process easy by decreasing some steps. You can enable the account creation process only using a telephone number.

Service Scheduling: Try to categorize every service depending on the time & price(location-based). People use such kinds of on-demand apps so that they can have quick service whenever they want. So, it is necessary for the consumers to select a service using their preferable time & location

Tracking & Real-Time Notifications: Live tracking is a must-have feature for any kind of mobile application which provides services.

It creates transparency between the users & the owners. Live tracking helps users to estimate how much time is needed for the mechanics to reach the location.

Apart from this, the user likes when they get any customized messages depending on the previously taken service. It makes them think that they are also valuable for the company.

Using real-time notifications, owners can send app updates, any offers & deals, or simply know about the experience regarding the service.

Seamless Online Payment methods: Make sure your application supports multiple online payment gateways- credit/debit cards, mobile wallets, net banking, or COD.

In-App Chat & Call: While developing an application it is important to facilitate build-in chatting & direct calling from the apps.

It helps to build a seamless communication method to the admin end. Admin can easily solve any technical issues when needed.

Also, this feature helps you to get more positive feedback directly from the customer.

Ensure A User-Friendly Design: An interactive & easy to navigate interface helps to increase user engagement & keep user retention always high.

To implement a seamless & interactive application design you can hire mobile app developers in Dubai easily.

MOBILE APPS /

To build an on-demand delivery app like MySyara in Dubai that includes both a website and a mobile app will cost you AED 50k to AED 70k.

Depending on your feature requirements it may vary sometimes. Royex Technologies- the leading mobile application development company in Dubai can help you to structure a variety of websites & mobile apps at the most affordable price.

If you have detailed requirements on your apps, will give you the exact idea about the app's cost. You can contact us for more information to make an iOS and Android mobile application.

If you are going to launch your very first mobile application it is necessary to conduct market research to understand the value of the idea that you are going to start.

Apart from this, building an accurate business model & designing a development strategy is the most crucial part of the application development process. A mobile app development service provider can help you to go through this entire process smoothly.

For any kind of query about website & mobile application development in Dubai, get in touch with us with your specific requirements.

Royex Technologies, a **leading mobile app development company in Dubai**, has been in the business since 2013 and has competent team members who have been developing projects for hundreds of clients to date, all over the world.

We specialize in responsive web development, mobile app development, CRM integration, AI solution for website & mobile applications, and many more.

HOW TO INCREASE MOBILE APP USERS ENGAGEMENT



To determine the mobile app success rate it is important to analyze user acquisition like- user engagement & user retention.

These are the two central metrics that give actual insight into the success of a particular mobile application.

While developing an app your ultimate goal may be gaining 10k downloads in the app store & that's all to pay off your hard work!

But the actual scenario is how many of your users are genuinely coming back and reusing your brand.

With the enormous amount of increasing demand for mobile applications, it is necessary to understand the perspective of the user engagement process to retain your customer & also make them use each & every update of your mobile app.

To avoid your mobile application getting replaced by others, you need to ensure some factors. Here you will find a full guide on how to increase your mobile app user engagement.

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To determine the mobile app success rate it is important to analyze user acquisition like- user engagement & user retention
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What Is User Engagement & Why It Is Important?

Engagement stands for the ultimate success of a specific mobile app.

It defines getting your potential customers to return back to the app & execute an action that directly or indirectly involves your sales & business revenue.

If you have a shopping app or gaming app, engagement refers to how often a user spends their time every day.

If you search on your mobile you will find how many times you open your favorite app & how first you uninstall an app after using it for a single time.

So, it is not the ultimate goal to download an app rather than take it as a starting point.

Some vital metrics to define your app's engagement are:

- Number of active users
- Daily frequency of users' visitation
- The ratio of time spent each day
- Number of views, likes, comments, reviews & subscribers

Your application success rate is nothing more than user engagement as it helps to retain your customers throughout the process.

It seems a critical task as informing your customers about all the updates then delight them with all the existing features & encourage them to interact with the app whether it is purchasing any product, visiting the sites, or reading website contents.



Did You Know?

- The current smartphone users sits at 6.378 billion and are likely to reach 7.5 billion in 2026.
- About 69.4% of internet users use mobile shopping apps on their mobile devices.
- Approximately 54.8% of worldwide web traffic comes from mobile devices
- About 32% of app users check their mobile apps 1-10 times per day.

9 Tips To Increase Your App's User Engagement

Easy Onboarding Process

This is the first step you should consider while improving your application to increase user engagement.

A personalized & perfect onboarding experience always attracts users to explore the applications immediately. It is kind of the first impression towards the application.

If the onboarding process seems difficult to the user there is a high chance your app gets abandoned. There are some tips for a smooth onboarding process:

- Use minimum required steps to create a user account or sign up
- Provide multiple registration options such as: log in with Facebook, Google, or Email.
- Showcase the main functionality of the apps but make sure users don't get bored.
- Use some hand gestures to teach about the features of the apps
- Customize the onboard flow for a new user & existing user

Personalized Welcome Message

A welcome message can be anything- a welcome page or welcome emails. While you are sending welcome emails & showing any welcome page for a specific user, you can use the data used for account creation or sign-up process instead of any generic message.

According to research, 27% of the conversion rate increases for sending personalized welcome messages via any medium.

This welcome message creates an opportunity for building a genuine relationship with the potential customer.

While creating an email, try to include your brand's vision & motto, explain how your brand can fulfill the user's particular needs & also tell them to notify you about their concerns.

Push Notifications

Use push notifications, but in the right way! Push notification is a type of interaction with the user to notify them about any new features, deals, or offers.

You need to optimize the content of push notifications based on the location & types of users, their interests & choice basically depending on their behavior. Some examples of personalized push notifications are:

Suppose you own a media app like Netflix or Amazon. You can recommend a movie based on their previous watch or send push notifications about the newly released movie on the platform.

Another example is very common nowadays & it is frequently cart abandonment. To avoid this use these push notification tips to recall the user about the listing item in their app & encourage them to purchase.

While offering any deals & promos through push notifications, segment them focusing on their previous purchase, location, or in-app search items or content

Make sure push notifications you are sending are deeply linked to any features or deals, otherwise it can lead you to the deadliest reaction of your customer.

Focus On The App's Fast Performance

The loading speed of the app is the most significant factor while considering user engagement on the app.

If your app takes forever to load then it becomes clumsy & irritating for the user to search for anything. So, while developing any application, load speed should be the top priority.

Some tips to enhance the app's performance:

- Optimize the size of the image
- Don't junk the page section with links, bullet points.
- Make your content precise
- Use local storage

Offer In-App Customer Support

In-app customer service is an excellent way to keep your customers engaged for a long time.

Sometimes users find it difficult to notify about any bug or any functional problems through emails or social media messaging options.

In-app customer service can make it easier to connect with the concerns for any kind of difficulties.

Even if providing an information onboarding process, users can face problems towards the service & as a solution in-app chat or link to articles can be an efficient solution.

Skip Tutorials & Ads

One of the reasons why users uninstall or abundant any app is don't find any option to skip any third-party ads or any in-app tutorials.

Try to give a span of time while playing any ads or tutorial. In the case of in-app tutorials, you need to notify users about the length of the tutorials or can give them the fast-forward option while playing tutorials.

Customize Required App Permissions

Asking for any third-party app permission or requiring permission to their current locations, files or gallery is common to perform certain functions of the application.

But it becomes an issue if the user thinks that the application is accessing their personal information.

Develop an app that requires a minimum amount of permission about the user's personal information.

Around 43% of smartphone users delete apps as they think it is a kind of data breach & against their security of personal data.

Showcasing A User Progress Bar

Motivating users & making them feel like your app is the right choice & aligning with their expectations is another way to engage them for a long time period.

If the app is desktop-based, then encourage users to show them a checklist about the welcome screen after signup, finishing a functional tutorial, or their first action after landing on the application.

You can also show these metrics through a progress bar with a green label that they have crossed halfway through completing these steps.

When the bar turns into a full green light it will give them a positive vibe for completing all the tasks.

Mobile Loyalty Program

Mobile loyalty programs are the newest way to boost customer engagement, customer retention, and in-app purchases. In this system, brands reward their customers with lucrative time-sensitive discounts, lifetime deals on different types of mobile products or services.

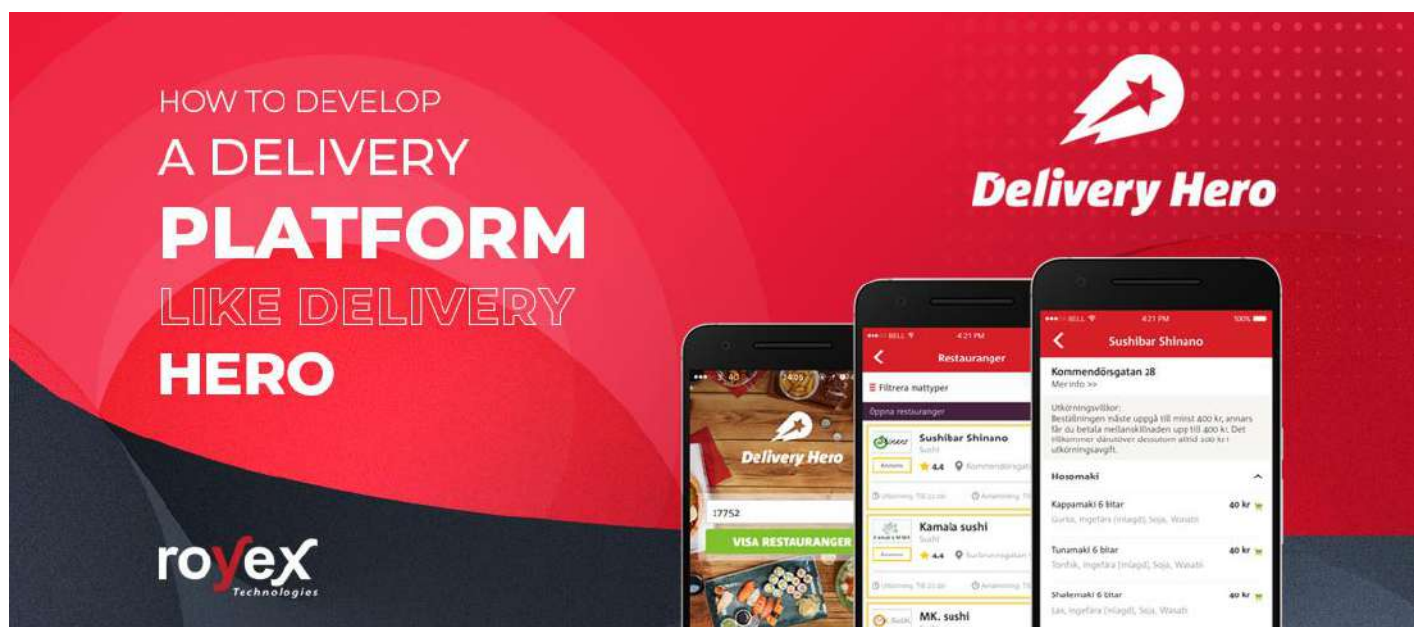
So, it is clear that the goal of developing mobile applications is indeed to convert your users into long-term loyal customers indeed. More customer engagement will boost the average lifetime value of the applications and also the product & will leave a high impact on the revenue of the app. The tips we have mentioned above are the most practiced way to increase user engagement & customer retention.

To learn more about how to design a user interactive in-demand mobile application to engage more customers to contact us.

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed hundreds of projects for our clients and become a **leading mobile app development company in Dubai**.

Our clients and portfolio speak of the quality and commitment of our company. You can check our website for more details. Email us at info@royex.net or call on +971566027916 with your requirements.

HOW TO DEVELOP A DELIVERY PLATFORM LIKE DELIVERY HERO



Due to increased competition, advancement of technology & growing online-centric consumers' needs, the online delivery platforms have reshaped the e-commerce scenario.

From ordering food to shopping online & groceries to purchasing flowers- all are on your doorstep by clicking a simple application button.

Online delivery platforms make it an easy way for companies to streamline their supply chain and at the same time, reduce costs associated with logistics. As online delivery platforms offer a convenient and cost-effective alternative to physical delivery, there's no doubt that online delivery platforms are the future of distribution.

Delivery Hero is a leading local delivery app that offers customers one of the widest range of cuisines at their doorstep.

It has expanded its services to include the delivery of clothes, beauty products, and home improvement items all over the world while accessing its respective local shops.

In this article, we will share some insights about the Berlin-based delivery platform- Delivery Hero & also share some effective points on how to develop it in Dubai in the most cost-effective way.

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Cloud kitchen platforms are in demand in Dubai as they are low-cost to start, optimized with a fast delivery experience, low overhead, highly customer demanding & easy to access with user data

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What is Delivery Hero & how does it operate?

Founded in 2011, Delivery Hero operates in 50 countries over 4 continents. It is considered a value-driven business with an excellent support service.

Catering in different regions seamlessly, Delivery Hero provides their partners/merchants with data access, analytics & marketing to increase online sales.

In the 3rd quarter of 2021, they have completed 791M orders all over the places they operate.

According to their ecosystem, their mission is to deliver their customers more than food service whenever they want. It can be household goods, groceries, or buying coffee from your local market.

Following their one of the core values- We are heroes because we care they achieved their ambitious goal to be carbon neutral in 2021 for their Latin American operations. Being one of the leading delivery companies they have started making their Berlin HQ carbon neutral in 2019.

They have achieved this by following 3 steps - emission, offsetting & reduction of carbon. For this, they have supported more internationally recognized projects.

Delivery Hero operates its service in different segments as they are a large global ecosystem of riders, restaurants, shops & partners/merchants.

Quick commerce: Q-commerce is to provide customers with next-generation e-commerce facilities like delivering quantities of goods in an hour.

Dmarts: It provides the facilities of supermarkets such as delivering household goods, groceries from their centrally located warehouse.

Restaurants & Vendors: Restaurants & providers are allowed to add innovative & creative food menus & products depending on the local demand.

Riders: They are a strong part of Delivery Hero's ecosystem. Their sophisticated drivers are continuously improving themselves to operate in a more optimized way.

There are 12 global brands, representing Delivery Hero in an innovative way. Some noticeable brands are foodpanda, Tabalat, Food Station & PedidosYa.

How To Start A Delivery Platform Like Delivery Hero?

Developing a delivery platform requires a business model & revenue model that is suitable to the type of service that they offer. 3 major components of delivery platform business models: resources, distribution channels, and revenue streamlines.

3 major components of delivery platform business models: resources, distribution channels, and revenue streamlines.

The resources are the drivers/couriers or stores /warehouses; distribution channels are online or offline; revenue streamlines can be subscription fees paid by consumers, commissions paid by retailers, advertising fees.

The section below will discuss the components or modules you need to build up a business model of a delivery business website /application.

User Module:

- Secure account creation using the registration process. Users need email id, phone number, password & location. Users are allowed to edit/alter their personal information if needed.
- An optimized search is required to find the nearest shops & restaurants.
- Advanced filter & sorting of food menu & products based on consumers' needs & preferences.
- GPS- enabled tracking option for real-time tracking
- Provide multiple online payment gateways to choose from.
- Push notifications to view the order status. Also instant alerts for app updates or other offers or deals.
- Rating & review options to share user experience.
- A system to reorder items with ease. It increases the app experience.
- Order history to view the previous order.
- Consumers can earn badges or reward points by inviting their dear ones, friends & family.

Restaurant/Partner Module:

- Creation of business profile for the merchants' end providing the business name, opening & closing hours, location & phone number.
- Providing the menu or product list for the respective business. They are allowed to edit or re-organize the list depending on the menu & product availability
- Instant alert upon receiving new orders.
- Order dashboard to see all the orders together to track the status like completed, ongoing or canceled.

- Owners can set deals, offers, and promos to promote their business.
- Managers can view the consumers' feedback to improve their services.
- In-app communication system to connect with the customers

Delivery Module

- Delivery agents need to register with proper documents to verify accounts
- There will be a toggle mode for offline & online features.
- Agents will be able to receive notifications whenever for the new order.
- Real-time navigation system for the optimized route to deliver.
- Payment & order management system to view the total delivered parcels & income per day.
- In-app communication systems like a phone calls or live chat to connect with the customers

Admin Module:

- Admin panels are responsible for the validation of all created accounts of all modules.
- Platform owners can manage all the contents of the website like- blog, FAQ, homepage content, Features listing & many more.
- Manage all the orders & keep track of the order status.
- Also generates daily analytical reports on the performance of the website/app like -sale, profit, order, commission & customer feedback through the dashboard.

These are the key modules or you can say the main features you should keep in mind while developing the platforms. Some other features are- live chat, pre-scheduling orders, surge pricing & zero contact delivery.

After designing your business model you need to focus on the way & keep researching to find the marketing to boost up the revenue of your business.

The revenue model for online delivery businesses typically includes a base fee and a delivery fee.

The revenue model consists of-

- Admin will get a particular commission on every purchase or sale.
- Admin can claim a minimum registration fee from the merchants or partners.
- Displaying ad campaign of third-party app
- If the admin provides any marketplace then need to launch subscription plans.
- A section for affiliate marketing where others will promote your business on the other platform.

Cost to develop On-Demand Delivery App like Delivery Hero

To build an on-demand delivery app like Delivery Hero in Dubai that includes both a website and a mobile app will cost you AED 50k to AED 70k.

Depending on your feature requirements it may vary sometimes. Royex Technologies- the leading mobile application development company in Dubai can help you to structure a variety of websites & mobile apps at the most affordable price.

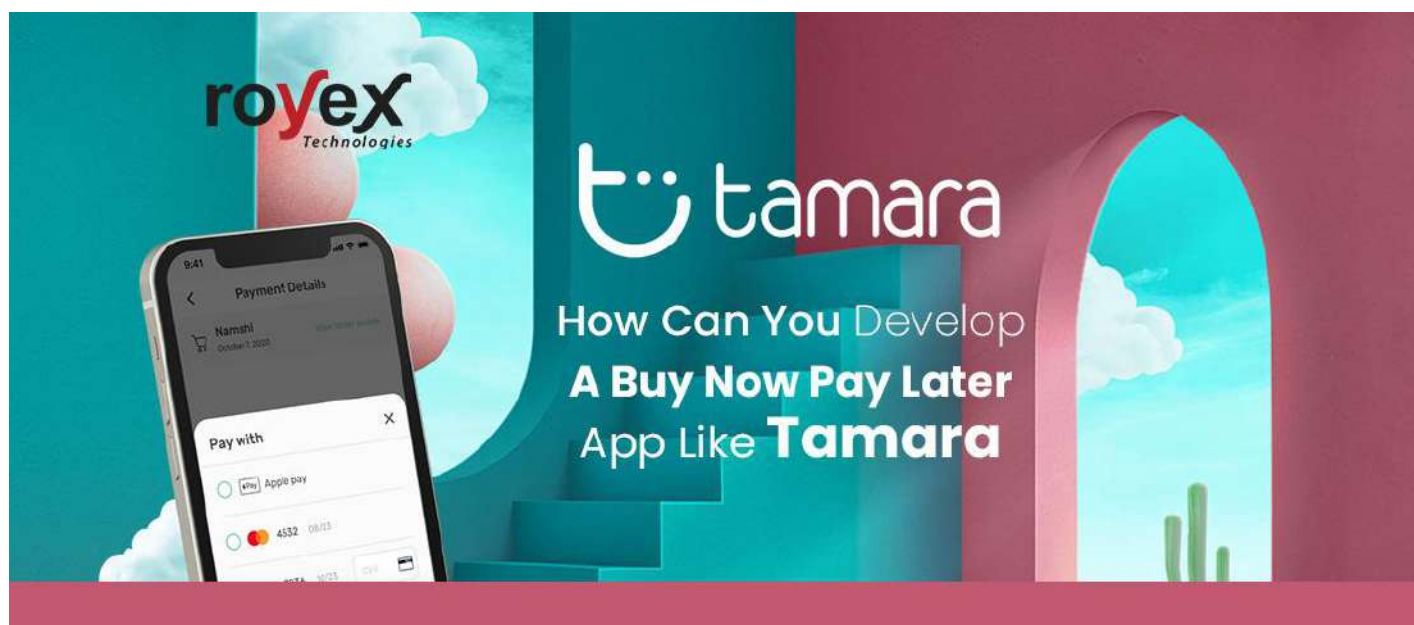
If you have detailed requirements on your apps, will give you the exact idea about the app's cost. You can contact us for more information to make an iOS and Android mobile application.

If you are planning to start your own delivery platform like a Delivery hero then you have already got some ground ideas about the development process. Also, you should keep in mind the technical development process to make your website more effective & user-friendly. Before launching your application on the marketplace, build up a user-centric business marketing plan.

For any kind of query about website & mobile application development in Dubai, connect with us with your specific requirements.

You can hire us to develop high-quality mobile apps in Dubai. We have an experienced team of mobile app developers who have been working together for years now. We've successfully developed hundreds of projects for our clients and become a **leading mobile app development company in Dubai**.

HOW CAN YOU DEVELOP A BUY NOW PAY LATER APP LIKE TAMARA



E-commerce is on the rise in recent years. Its technology usage has exceeded levels not predicted before 2025. Buy now, pay later (BNPL) options are one of the trends fuelled by the pandemic.

BNPL rescued the day when the world fell into an unparalleled economic crisis, allowing millions of people throughout the world to buy items they desperately needed in the midst of lockdowns and financial hardship.

Here in the UAE, we have seen a few BNPL making waves across the country. One such app that is widely popular is Tamara. And in this article, we will explain how you can build a “buy now pay later” app like Tamara. Let us know more about Tamara first.

What is Tamara?

Tamara is a popular Buy Now Pay Later (BNPL) service that allows customers to either split their payments into 3 installments or pay in 30 days.

Tamara is a Saudi Fintech startup with offices in KSA, UAE, Vietnam, and Germany.

Tamara received permission from the Saudi Central Bank “to test its innovative products under the Regulatory Sandbox as a first-of-its-kind in Saudi”.

“

BNPL rescued the day when the world fell into an unparalleled economic crisis, allowing to buy items they desperately needed in the midst of lockdowns and financial hardship

”

Tamara's flexible payment options can be enjoyed at over 100 partnered stores featuring well-known brands such as Shein, Namshi, IKEA, The Luxury Closet, Elite Shoe, Godiva, OB, Rabea, Qeta, among others.

Tamara allows both online and in-store purchases via their mobile app. There are no additional fees, interest, or hidden charges for using the app.

All you need to do is provide your ID and mobile number, and choose Tamara during the checkout process.

You can pay with Mastercard, Visa, or even ApplePay. Tamara makes money from the commission they charge from the stores that are registered with them and take nothing from the customers directly.

To use Tamara, you need to be a citizen of either Saudi Arabia or the United Arab Emirates and be 18 years of age.

Tamara is completely Sharia law compliant and is reviewed and certified by the Shariah review bureau.

To become Tamara's partner is quite easy too. You need to sign up for your store with Tamara, integrate Tamara via API or plug-in, and accept either split payments or payment in 30 days from customers.

How does BNPL work and its current state

In its most basic form, the Buy Now Pay Later service is comparable to using a credit card or taking out a soft loan.

Pay later purchasing allows you to purchase items online and pay for them over a certain length of time, such as a few months.

Customers make online purchases without paying the bill at checkout, making this a more convenient pay later purchasing approach.

Customers may acquire a loan fast and simply because the process has been greatly simplified. To prevent late payment fines and a negative impact on your credit score, the loan should be paid back on time.

Because of the financial problems caused by COVID-19, today's customers are searching for flexible financing solutions, notably interest-free ones. BNPL is the preferred option for many.

Online sales surged by 16 percent during the early stages of the pandemic. However, over the same time period, internet fraud instances increased by 30%.

With the rise in fraud, governments throughout the world have put in place stringent cyber safeguards to guarantee that e-commerce platforms and BNPL service providers follow the law to the letter.

Here are some statistics indicating the rise in the demand for BNPL services:

- The number of BNPL applications downloaded increased by 162 percent from 2018 to 2019.
- It increased by 134 percent in the second quarter of 2019
- Sales with BNPL increased by 215 percent in just two months of 2020
- It had a volume of US \$6990.5 million by the end of 2020
- The increase is expected to be 24.2 percent between 2021 and 2028
- According to projections, it will reach \$52827.2 million in the United States by 2028.

Revenue Model of a BNPL app like Tamara

Buy Now Pay Later Apps like Tamara don't charge directly from the customers. Instead, they make their money from the brands that they are partnered with. Here are the various ways these apps earn their revenue:

Initial setup fee: Charge brands an initial fee to partner with them. Although Tamara doesn't charge this from their partners, other similar apps are doing so.

Monthly fee: Charge a monthly fee from brands to give them certain perks and incentives giving them an edge over other brands. A win-win situation for both.

Late fee: The only instance when apps like Tamara can charge customers is when they are late on their scheduled payment. In this case, the app can impose a penalty fee on the customer. Tamara charges, 25 SAR, 25 AED, and 2KWD as late fees in Saudi Arabia, UAE, and Kuwait respectively.

Transaction fee: This is where Tamara makes the bulk of its revenue. For every sale through their app or payment option, Tamara receives a commission that is charged from the merchant.

What are the benefits of integrating a BNPL app for Ecommerce owners?

Many ecommerce stores are now allowing one or more options of a buy now pay later service to their customers as the benefits are evident to them.

So what benefits can they get from integrating a service like Tamara with their online store?

Increased transaction value

Customers are happy to pay one-third or one-fourth of the price of a product and pay the rest in installments with zero interest or fees thus increasing the transactions of the store.

Repeat purchases

The user-friendly experience and the benefits provided ensure that purchases will be made again and again. Consistent revenue and repeat consumers go hand in hand.

Higher conversion rates

The option to pay partially will lead to increased impulse purchases and that will ultimately result in higher conversion rates.

Bigger customer base

Paying in installments without interest will attract more customers to your store naturally. It is one of the best ways to grow your business.

Security features needed in a BNPL app like Tamara

A buy now pay later app like Tamara needs all kinds of security to ensure customer data protection and information encryption. Here are the different security features required in an app like Tamara:

Integrate security

The developers should create multiple security layers at each stage of development to protect the app's data from any attacks. There shouldn't be even a bit of sensitive data access.

Data encryption

To decrease the danger of a cyberattack in the internet ecosystem, all data is encrypted. The app has to be equipped with solid encryption mechanisms to protect it. Encryption is used for all data handling and processing.

Two-Factor Authentication

This is a common feature used by most app developers nowadays. It ensures double the security for your app.

Regulation compliance

Because of the growth in online fraud, you need to ensure that the data collecting and information handling methods adhere to strict standards such as PCI DSS and others.

Cost to Develop an App Like Tamara

The development cost of a buy-now-pay-later like Tamara will cost you from AED 60000 to AED 80000. This is just an estimate. 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.

We can also help you integrate a buy-now-pay-later app like Tamara in your mobile app or ecommerce website.

Here at Royex, we have an experienced developer team who have hands-on experience in making user-friendly, beautiful, functional, and bug-free mobile apps across all platforms.

Royex Technologies is a **leading mobile app development company in Dubai**. We have successfully delivered more than 300 projects to date for our clients around the world. Each day, we're adding new feathers to our cap. Our sole aim is to provide high-quality mobile apps for our clients.



We Are Cost Effective

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

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

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

Who Are We

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

We Are in Four Countries with Five Offices

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