

ONLINE MAGAZINE

# MOBILE APPS & E-COMMERCE

**Why Is Interoperability  
Vital For  
Metaverse**

**Why Should You  
Consider A  
Lite Version For  
Your Mobile App?**

**Kotlin Multiplatform  
Mobile -  
New  
Cross-Platform  
Development**

**How to Build Trust  
For Your  
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**Dubai Government Departments  
Entering Metaverse**



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The ability of various Metaverse worlds and platforms to communicate with one another is known as metaverse interoperability.

Interoperability in the metaverse is crucial for a number of reasons. The first benefit is that it enables users to engage with more individuals, which may present new chances and experiences.

Second, it contributes to the development of a more unified and interconnected metaverse, and finally, it can help lower the entry barriers for new users.

In this edition of the magazine, our feature article highlights the importance of interoperability in the Metaverse.

In the Metaverse section, we discuss how various UAE government entities are entering the Metaverse, and discuss the repercussions of a Metaverse failing to exist

In the mobile app section, we explain the new Kotlin MultiPlatform Mobile platform and why you need a lite version for your mobile app.

In the ecommerce section, we explain why ecommerce sites can fail to drive sales despite getting enough traffic and a security checklist for your website.

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.

# METAVVERSE

Latest happenings in the world of Metaverse



Metaverse is not only a virtual world to visit, people can buy & sell properties, conduct meetings, showcase brand products & so on.

Interoperability is important because multiple metaverse platforms are developing, so multiple metaverse vendors will be there. People will display their NFT or assets in every world.

As Metaverse interoperability is the ability to share, exchange, and transact data and value in a decentralized environment, users will have to depend on a single platform if there is any platform dependency.

Interoperability in the metaverse is critical & vital, focusing on the consumer market, as consumers can retain their data, content, and avatars in all of their value even if they change platforms.

In the first article, we explain this importance of interoperability in the Metaverse and how it is a must have feature for the metaverse.

The second article shares how various UAE government bodies are entering the Metaverse and making their services futuristic.

In the third and final article, we list the repercussions of a Metaverse ceasing to exist.



## 06 WHY IS INTEROPERABILITY VITAL FOR METAVERSE

Interoperability in the metaverse is critical & vital, focusing on the consumer market, as consumers can retain their data, content, and avatars in all of their value even if they change platforms.

## 14 WHAT HAPPENS IF AN EXISTING METAVERSE CEASES TO EXIST?

A crucial, if not forward-looking, the topic is on everyone's mind as the metaverse's vision begins to take shape: how will the metaverse impact the real world? Or consider what will happen when a Metaverse abruptly ends.

## 10 HOW ARE THE VARIOUS DUBAI GOVERNMENT DEPARTMENTS ENTERING METAVERSE

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

## WHY IS INTEROPERABILITY VITAL FOR METAVVERSE



In the metaverse, the interoperability of different virtual platforms is quite challenging. This is because different virtual worlds and games have different rules, assets, 3D avatars, and currencies.

Interoperability will allow users to move between these different worlds seamlessly, like in the real world, without any issues.

In simple words, the interoperable metaverse is an open-source virtual platform. Interoperability is the ability of a system to exchange information with other systems.

Metaverse's interoperability is in the domain of AR and VR.

It allows users to interact with virtual objects and environments and transfer and share data and content between different platforms.

Metaverse has been designed to be a platform for exchanging and storing data among various applications.

“ Interoperability will allow users to move between these different worlds seamlessly, like in the real world, without any issues ”

How seamlessly an open metaverse can mimic real-life activity depends on this interoperability.

It opens up multiple capabilities, including moving freely through these virtual worlds and taking their identities, entitlements, and goods.

## Why is Interoperability Vital for Metaverse

Metaverse is not only a virtual world to visit, people can buy & sell properties, conduct meetings, showcase brand products & so on.

Interoperability is important because multiple metaverse platforms are developing, so multiple metaverse vendors will be there.

People will display their NFT or assets in every world. As Metaverse interoperability is the ability to share, exchange, and transact data and value in a decentralized environment, users will have to depend on a single platform if there is any platform dependency.

Interoperability in the metaverse is critical & vital, focusing on the consumer market, as consumers can retain their data, content, and avatars in all of their value even if they change platforms. For instance, if your avatars buy Nike sneakers & want to wear them on another virtual platform, there will be no restrictions on it.



## Did You Know?

- The market size of the metaverse is over \$38.5 billion
- Over \$500 million worth of real estate was purchased in the metaverse so far.
- There are over 400 million metaverse monthly active users.
- 51% of the metaverse user base is 13 or younger.
- By 2026, 25% of people will spend an hour or more in the metaverse each day.

This approach helps generate sales that create a greater metaverse economy. An ideal example of metaverse interoperability that adds value to its economy- brands can share digital twins of a supply chain with trusted business partners that helps to plan collaboration projects.

Some key reasons for metaverse interoperability are

- It allows users to connect & interact with other metaverse platform users. It creates new opportunities & experiences in a wider range.
- Interoperable metaverse is more enjoyable as well as rewarding to explore
- Users don't have to face any platform barriers like being blocked by other platforms.
- It increases the confidence of users to purchase across all platforms.

Though Metaverse is in its early stages of development, some projects are already working to create an interoperable Metaverse.

One of the projects is the Open Metaverse Foundation. It is working on creating an open-source platform where different virtual worlds can interoperate with each other.

## Elements Of Interoperability In The Metaverse

**Identity:** It's like the assets & rights of any individual in the virtual world. Identity creates the key chain of trust that helps to connect individuals for sharing assets & data across all the platforms.

In today's world, we trust a brand that has a strong identity on social media, linked to Google and Apple. But in the metaverse world, trust will be built based on the brand's identity over the IAM infrastructure.

Identities are not only the avatars representing the user. Every user can own multiple avatar representations in the same world. Identities connect the information to an avatar, including its wallet and history, preference, reputation, and abilities.

**3D Rendering:** 3D rendering of virtual objects have many standard levels depending on the platforms.

So, 3D rendering engines & modeling should be interoperable. As an example, headsets we have to use to explore the metaverse need to be used on all the platforms without any technical issues. Users should be able to share 3D objects across platforms and render them at scale.

**Data Sharing:** It refers to sharing ownership & permission. Open metaverse must have a decentralized approach to sharing data.

Metaverse interoperability also allows for data to be exchanged and transactions to occur across different blockchain networks through decentralized applications (DApps).

This enables users from one blockchain network to interact with another blockchain network's DApps without going through intermediaries like centralized servers or exchanges.

Through NFTs, users can buy & sell assets, which is a common blockchain use case. Using sophisticated NFTs, users will be able to enable a revenue-sharing model by which they can control how their data will be shared on metaverse, who can reuse it.

So, you can assume that the perks of metaverse interoperability are numerous & diverse. As it allows you to move freely from one virtual world to another, it will help businesses in various way to set up their presence on multiple platforms simultaneously.

Also, it enables us to experience a seamless integration between the virtual & physical world by mimicking our activities. Lastly, an interoperable Metaverse makes it easier for the creator to create and distribute content at a time on different platforms.

The renowned **metaverse real estate development company in Dubai** & UAE Royex provides mesmerizing metaverse real estate development services in Dubai, the Middle East, and all over the world. With next-generation technologies like Virtual Reality (VR) and Augmented Reality (AR), which enable your metaverse business, we primarily concentrate on changing the user experience. In order to construct metaverse virtual real estate that meets the client's needs, Royex professionals are committed to providing the best possible solution.

## HOW ARE THE VARIOUS DUBAI GOVERNMENT DEPARTMENTS ENTERING METaverse



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

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

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

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**The Emirate is fostering an innovative culture and making a seamless transition to a digital economy**  
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The DFF organized the event, which took place at Dubai's Emirates Towers at the Museum of the Future and AREA 2071 from September 28-29.

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

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

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

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

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

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

## **RTA Enters The Metaverse**

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

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

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

## **Ministry of Economy launches third address in the Metaverse**

The UAE Ministry of Economy will soon launch the third address in the metaverse.

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

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

## **Dubai Airport Freezone also joins the metaverse**

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

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

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

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

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

## **Commercial Bank International becomes first Dubai bank to enter the Metaverse**

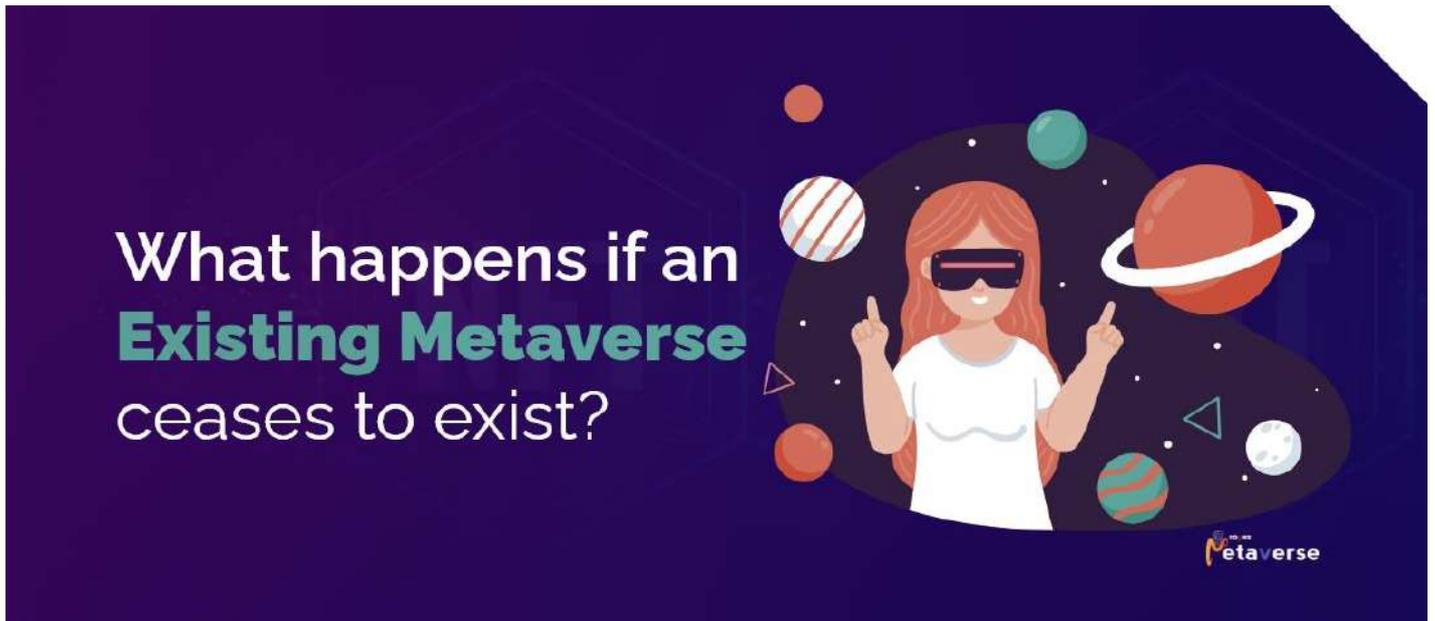
Commercial Bank International (CBI), located in Dubai, has entered the metaverse. The bank made the announcement about the opening of its metaverse site, making it the first bank in the UAE to have a presence there.

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

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

Royex Metaverse is a leading [Metaverse development company in Dubai](#), UAE. We are at the forefront of adopting and developing the next generation of Internet technology - Metaverse. With leading Metaverse App development services and solutions, we can help you uncover new possibilities! We provide a wide range of future-ready metaverse services such as Metaverse Shopping App, Sandbox & Decentraland Property Design, Metaverse Land Purchase, NFT creation & Minting, NFT Marketplace Development, Smart Contracts Development & Custom Blockchain Development. Our Metaverse Services and solutions let you create dynamic and realistic virtual worlds and real-world environments for better business collaboration.

## WHAT HAPPENS IF AN EXISTING METAVERSE CEASES TO EXIST?



The COVID-19 pandemic has had a significant impact on the world. As an illustration, social distancing methods started to be used in shopping malls. Even some of them took a brief break.

Companies have adopted remote working methods; people no longer attend large meetings, meet-ups, or other events. However, many have missed social events, distinctive work settings, and in-person encounters.

The Metaverse is a progressive movement that many IT and online entertainment industry leaders have embraced after Meta.

The expansion of the digital world should be viewed as a complement to the physical world, and businesses should develop their location plans to make the most of the megacities that have emerged as hubs for talent and innovation and the novel opportunities provided by the metaverse.

“ There is a significant risk associated with investing in metaverse real estate. What's worse, if a metaverse platform folds, your investment simply vanishes ”

Companies should consider the metaverse and the actual world as conduits while creating this strategy because they are both effective at transmitting various types of information.

The metaverse is better at communicating massive volumes of information than the real world is at fostering emotional connections.

A crucial, if not forward-looking, the topic is on everyone's mind as the metaverse's vision begins to take shape: how will the metaverse impact the real world?

Similar arguments are raised in almost every technological era, and the present day is no exception.

People worldwide have questioned if automation will eliminate all jobs, artificial intelligence (AI) will replace human operations, and physical workplaces will be completely replaced by virtual workspaces.

The NFT market is growing as more individuals get interested in purchasing and trading NFTs. This growth motivates many businesspeople and investors to start their own NFT marketplaces to build their own NFT empires.

Investing in the Metaverse entails buying stock in well-known companies, buying non-fungible tokens (NFTs), creating one's non-fungible tokens, and buying or renting real estate on virtual platforms.

There are numerous choices, and they are all appealing. As a result, it can be difficult to comprehend the opportunities that each alternative presents.

The cost of both physical and virtual real estate is increasing. But in essence, these are risky venture investments with the potential to yield big returns.

This is because numerous things can affect the popularity of the Metaverse, from another Mark Zuckerberg comment to market volatility for cryptocurrencies.

Regardless of your investment experience, you cannot forecast all of these.

## Consider what will happen when a Metaverse abruptly ends

Like any other speculative asset, NFTs can function by being bought with the anticipation that their value will rise over time, enabling you to sell them for a profit.

Since people are purchasing houses, works of art, virtual assets, and other items in the metaverse, we eventually come to the conclusion that the metaverse as we know it does not exist.

We will therefore find ourselves in a predicament where we are unsure what to do, who to call, or how to recoup our investment. Before investing, make sure the metaverse platforms should be thoroughly analyzed to avoid any of these.

Nobody wants to consider their investment failing, but there is always a risk associated with investing in anything, so we might as well address the issue: There is a significant risk associated with investing in metaverse real estate.

What's worse, if a metaverse platform folds, your investment simply vanishes. In contrast to actual-world real estate, where you can always rely on the fact that you still have this tangible property, a metaverse property could completely vanish if the platform experiences financial difficulties and eventually closes.

Members may vote when the closure is an option, but if there isn't enough cash to keep the platform running, the person paying the bills can simply shut it down.

But before you become concerned about that, keep in mind that the metaverse platforms should be thoroughly analyzed to avoid any of these.

Make sure the metaverse platform is using a discord server. Like any other social media site, Discord is a popular messaging tool that has recently become more widely used. Marketers are rapidly using Discord to interact with consumers outside of gaming.

Discord users can construct servers, invite-only topic-based places made up of text channels and voice channels for gamers and persons interested in NFTs and other metaverse-related topics.

Instead of making its Discord strategy an extension of the brand's social media activities, the corporation has a dedicated staff in charge of it. Investors will feel more confident that the metaverse platform is reliable.

# METAVVERSE /

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We might all play a role in the metaverse as the next step in the development of the internet, or it might just remain a theoretical idea that never materializes.

As a result, investment in metaverse equities should be approached similarly to investing in other companies: conduct research, assess stock performance, weigh benefits and risks, and make decisions based on your interests and personal objectives.

Overall, it is fair to conclude that investing in the Metaverse has a high level of risk, even though the potential rewards can be just as great, and the risks can often be easily minimized in some circumstances.

RoyexMetaverse is a **leading Metaverse Development Company in Dubai, UAE**. We are at the forefront of adopting and developing the next-generation of Internet technology - Metaverse. Our Metaverse Development Services are based on years of expertise developing AR/VR/MR solutions for some of the most well-known companies in the Middle East.

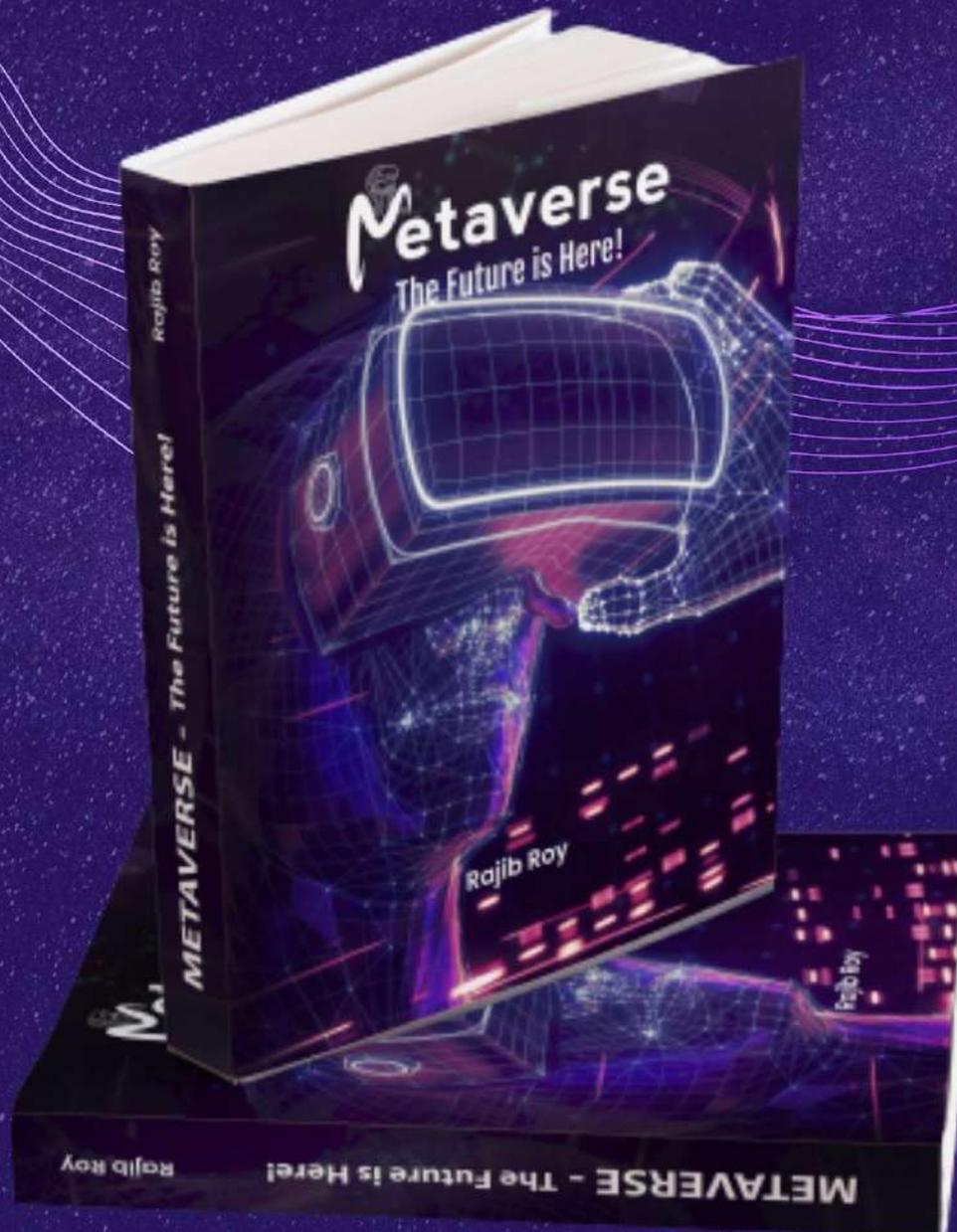
# METaverse

The Future Is Here!

Now Available on

**amazon**

**By Rajib Roy**



# MOBILE APPS

Mobile app development, guides, cost breakdowns



Kotlin multiple platform mobile is a new approach for mobile app development technology designed to simplify the development process of cross-platform mobile applications.

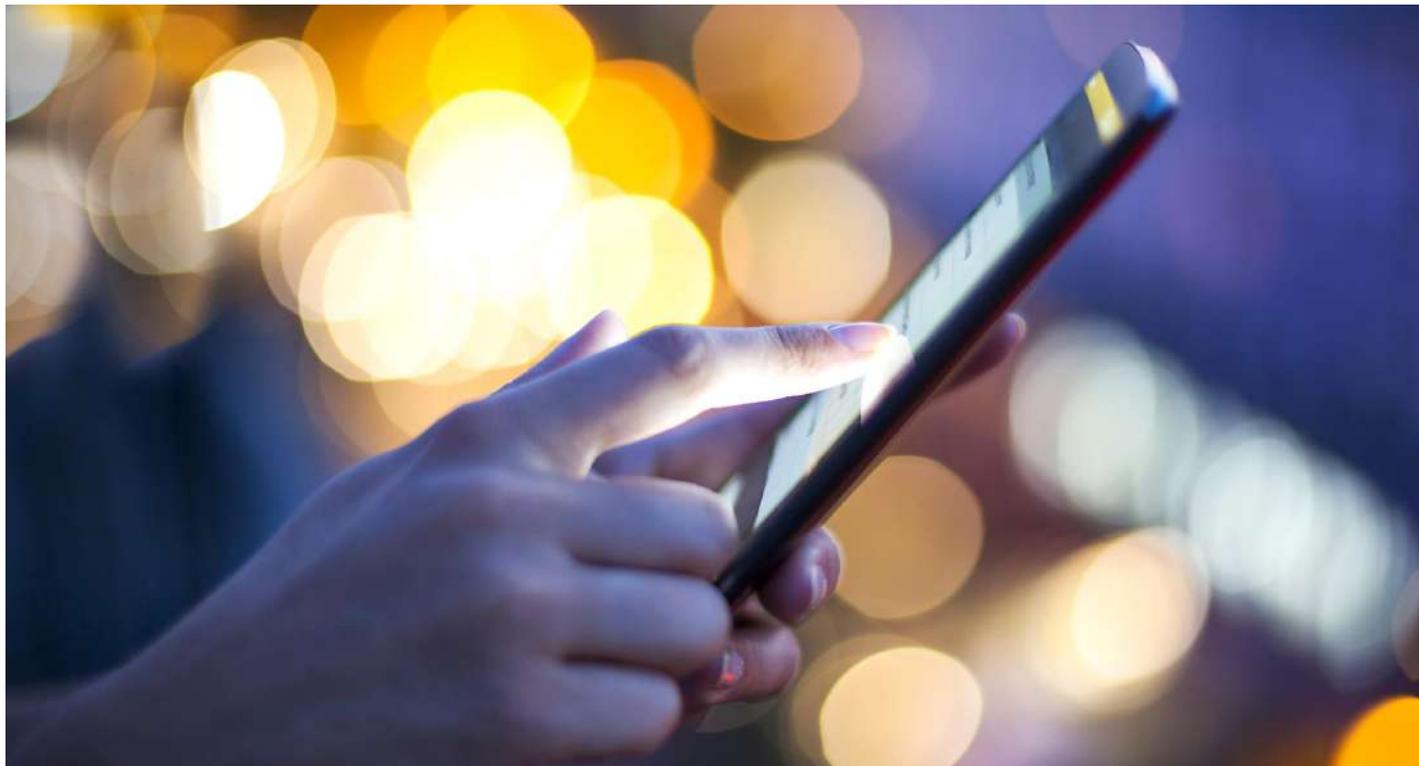
For both native & cross-platform apps, you will get combined benefits. Such as, developers can share the codebase for both iOS & Android. Also, Developers can write similar server logic for the server layer.

Also, they can maintain a single codebase data storage, networking, analytics & other application logic for both Android & iOS apps. Kotlin multiplatform kit allows other platforms like Linux, Windows & the Web.

Kotlin is basically one such programming language that has been designed to compile JavaScript and native code. JetBrains, a software development company, developed it, and it's been open-source since February 2016. Leading brands like Netflix, VMWare & Philips use KMM for product reliability & optimizing speeds.

In the first article we will talk everything you need to know about Kotlin Multi Platform Mobile.

In the next article, we will breakdown the reasons why you should consider developing a lite version for your mobile app.



## **21** **KOTLIN MULTIPLATFORM MOBILE-NEW APPROACH TO CROSS-PLATFORM DEVELOPMENT**

Kotlin multiple platform mobile is a new approach for mobile app development technology designed to simplify the development process of cross-platform mobile applications.

## **26** **WHY SHOULD YOU CONSIDER A LITE VERSION FOR YOUR MOBILE APP?**

Lite Apps are basically designed for low-end devices with an app size of 1 to 4 MB with various benefits to offer that we will discuss in this article.

## KOTLIN MULTIPLATFORM MOBILE-NEW APPROACH TO CROSS-PLATFORM DEVELOPMENT

### Kotlin Multiplatform Mobile -New Approach To Cross- Platform Development



Cross-platform mobile app development is the process of developing a single application that can be deployed on multiple platforms.

The major advantage of cross-platform mobile app development is that it requires less time and money to develop the same application for multiple platforms.

This saves you from developing the same application for Android, iOS, Windows, and other operating systems.

Kotlin multiple platform mobile is a new approach for mobile app development technology designed to simplify the development process of cross-platform mobile applications.

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## How Does Kotlin Multiplatform Run?

As Kotlin enables multiple mobile platforms to reuse pieces of code, we can take Android & iOS, for instance.

Developers already familiar with the Kotlin programming language will find it easy to start using KMM in their development projects.

As Android has a virtual machine, the shared logic code can be converted into Java bytecode & layer can be executed on JVM.

On the other hand, iOS doesn't involve any virtual machine. In this case, the code will be converted into native code that can be executed on iOS.



## Did You Know?

- In just three years, Kotlin is now used by 7.8% of the industry experts.
- According to StackOverflow, Kotlin was the 4th most beloved language in 2020 with 62.9% votes.
- Kotlin is used by global companies like Google, NetFlix, Amazon, Trello, and more.
- Kotlin is now listed among the top 20 programming languages by Redmonk.

Kotlin compiler front converts the code into an intermediate representation (IR), and the backend converts that intermediate representation into machine-executable code.

Kotlin provides platform-specific compilers. For different platforms, it provides different compilers like- Kotlin/ JVM, Kotlin/ JavaScript, and Kotlin/ Native. Each version has platform-specific libraries, tools & extensions

## Benefits Of Kotlin Multiplatform

### Saves Time For Developers

Writing code twice for iOS developers & Android developers is quite time-consuming. For KMM, Developers can save time for both Android & iOS development processes as they have to write server logic for once regarding all platforms.

Through KMM, they can gear up their app development process by 30%. Also, features like null safety, IDE support, and interoperability with Java make the development process less complex and fast.

Code sharing feature saves developers time and effort, & it makes app development faster and easier.

### KMM Requires Clear, Quick & Concise Syntax

Kotlin is popular for its concise code & clear syntax. Developers can share common code without re-architecting & re-working.

Optional sharing, lower risk, and smooth interop without any 3rd environment contribute equally to making KMM worth trying for your next cross-platform project.

As developers can share code for all platforms, they need less time to debug the code & fix the mistakes.

## Different Visual Appearance

Though Kotlin Multiplatform Mobile helps developers share common parts of the code, they are allowed to build UI code separately to make apps native regarding its platform.

For instance, an iOS developer makes a visual part according to the iPhone app's appearance. At the same time, an Android developer creates different visual parts for an Android app. So, unlike regular cross-platform methods, Kotlin multiplatform won't let you sacrifice a good UI.

## Support & Community

Big companies like Netflix, Autodesk, Vmware, Trello, Philips, and Ice Rock are opting for KMM as its easily accessible & adaptable. So, Kotlin is already world-famous & contributors are putting efforts into making it a next-gen programming language.

Also, developers are allowed to write Kotlin code in IntelliJ IDEA, Android Studio, or Xcode. Additionally, IntelliJ studio is also a JetBrains product. On top of that, the Android Studio is also built on JetBrains' IntelliJ IDEA software.

This is one of the biggest reasons behind great IDE support and tooling for Kotlin Multiplatform Mobile.

Kotlin Multiplatform Mobile can be an ideal software development kit and solve many common problems in the mobile development ecosystem.

Having the same codebase between platforms becomes more efficient for the developers while giving you more control of the platform-specific technologies available in Android and iOS without being trapped in a cross-platform or hybrid framework.

Though KMM is still in beta, it will surely rule the mobile app development industry. In this growing development secretary, the one universal goal is to produce more products in less time with proper maintenance & testing & Kotlin multiplatform provides these advantages effortlessly.

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

# MOBILE APPS /

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Royex Technologies has been in the business since 2013 and has competent team members who have been developing projects for more than 300 clients worldwide. We specialize in responsive web development, mobile app development, CRM integration, AI solution for website & mobile applications, and many more. Check our website and portfolio to see our previous works.

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

# WHY SHOULD YOU CONSIDER A LITE VERSION FOR YOUR MOBILE APP?

## Why Should You Consider A Lite Version For Your Mobile App

**royex**  
Technologies



Mobile Apps are now essential to every business as they uncover many potential business opportunities.

We all are aware of the applications like Facebook and Instagram; we use these applications daily, but just imagine their existence without mobile applications.

Today, both of them have a huge market, but without the application, surely they would not be able to enter such a huge market.

Multiple brands are ruling in developed countries by covering a good part of the overall consumption.

But still, a lot of countries face challenges like slow internet and low-end devices; they face difficulties because of their underdeveloped and still-young mobile infrastructure. Data-intensive applications made for strong mobile infrastructures do not function properly there, poor networks being the reason behind that.

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**Lite Apps are basically designed for low-end devices with an app size of 1 to 4 MB**  
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So, that is when we need the lite version of mobile applications.

## **Now, let's understand what Lite Version is and why we should consider it**

Lite Apps are basically designed for low-end devices with an app size of 1 to 4 MB. We enjoy the fast network, but several countries are still using 2G networks, so these lite version apps work great with such slow internet connections.

The Lite version application of Facebook is very popular amongst billions of users. It works with less than 1 MB installation space and consumes limited internet data and battery in slow networks like 2G.

The only challenge that users had to face is that some features consuming a large amount of data and storage are trimmed.

## **Now let's talk about the reason to consider the lite version of the app**

### **Battery Consumption**

Everyone has their preferences when it comes to using mobile applications, but there is no doubt that people hate when their battery gets drained faster.

Battery life is one of the most crucial features of the smartphone. We all like applications that are easily accessible with good usability and which do not deplete our battery.

Generally, all the standard applications consume a lot of battery, that is because of the front-end utilities that are given to the users for which the back-end functionalities have to stay active.

Due to this reason, some users delete these applications. Lite apps are specially designed with such features that do not consume much battery, and because of this feature, users enjoy using the lite apps more than the standard applications.

## Data Consumption

As it is very obvious that not all the users have a good internet connection, several countries are still using 2G networks, and with that network, it becomes very difficult to use any normal application.

It takes more than a minute to load one picture, and it is almost impossible to make a video call with such connectivity. So, we often lose interest even before we get to see the content.

So, if you are not using any latest, tech-advanced smartphones or if you are facing low internet connectivity, lite version of the apps turns out to be the savior for both low connectivity and low data plans.

## Consumes Less Space

There are several applications in our smartphones that we are uninstalling just to free up some space, to enhance performance, and to make room for some other important and relevant applications.

Some businesses offer only the official applications to their end users, which is a drawback and that results in the loss of users.

To avoid this, they come up with the idea of introducing a Lite version, which is nothing but the smaller version of their main official app.

The space consumed by the Lite version application is less than 1 MB, which does not make you feel the need to uninstall them.

## App's User Interface

Users of mobile apps may not be aware that adding graphics, animations, videos, and similar components increases the size of the app, except for those who are tech-savvy.

Some Lite apps are made with the intention of attracting users and encouraging them to use the full version.

As a result, the performance, size, and usage of the app are influenced by these design features. Lite apps differ from standardized apps in several ways. They are created with a minimalistic design philosophy and only use UI elements that are lighter. According to all the above differences, we can easily make out why should we consider a lite version for the mobile application.

So, are you planning to develop any lite version app to improve the user experience of your mobile app users?

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

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# E-COMMERCE

Ecommerce platforms, features, tips, and reviews



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

Traffic without conversion will hit your revenue eventually. You may need time to attract customers if your website is a brand-new e-store. Otherwise, 10000 pages, like tons of ads or 1000 site views, will be useless without sales.

It is common for ecommerce websites to have tons of traffic but no sales. This can be frustrating for the website owner and lead to many questions.

What should be changed? How do I get more sales? Is my website the problem?

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

We will discuss these indicators in our first article that explains all the reasons your store fails to score enough revenue despite getting enough traffic.

About 85% of online shoppers run online research before purchasing from ecommerce websites. Their salient concern is about determining the trust level of online stores in terms of legality, price points, product quality, timely shipping, privacy, and security. We will discuss how you can build trust for your ecommerce store through a 14 point security checklist.



## 33 WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC

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

## 39 HOW TO BUILD TRUST FOR YOUR ONLINE STORE: A 14-POINT CHECKLIST

The chances are high that once you gain your customers' trust, they'll shop again and again from you. It's always easier to make profits from returning customers than acquiring new ones. Here, we're going to present you with an effective checklist that can help you build trust for your online shop.

## WHY DO ECOMMERCE WEBSITES FAIL TO DRIVE SALES DESPITE ENOUGH TRAFFIC



### Why Do Ecommerce **Websites Fail** To Drive Sales Despite Enough Traffic

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

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

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

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

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

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

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

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

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

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

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

## **Steps To Improve E-commerce Sales**

### **Homepage With Compelling Call-To-Action**

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

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

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

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

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

## **Make A Balance Between Product Value & Price**

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

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

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

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

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

## **Analyze Visitors Click, Search & Scroll Elements**

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

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

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

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

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

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

## Easy To Complete Checkout Process

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

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

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

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

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

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

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

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

## Emphasize On Product Page Algorithm

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

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

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

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

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

## Highlighted Products On the Homepage

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

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

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

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

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

Talking about how great your features are is nice, but every other company does the same thing. Even if your product features are superior, customers may not believe you. After all, only one-third of customers trust the brands they buy from.

You need social proof to convince them your product delivers. Add quotes and testimonials from your customers or trusted third parties that mention your product features to relevant pages. Better yet, include images and videos of them using your product.

Royex Technologies is a **leading E-Commerce website development company in Dubai**. If you plan to design/redesign your website or launch an e-commerce platform, our 24\*7 technical teams will give you design and development support. Let Royex's web development team help develop your e-commerce store to drive more qualified visitors to your site and convert those visitors into leads and sales.

## HOW TO BUILD TRUST FOR YOUR ONLINE STORE: A 14-POINT CHECKLIST



The online shopping concept entirely depends on trustworthiness. Buyers can't touch or feel the products, they're unsure about the quality and timely delivery of products, yet they provide ecommerce websites with their credit card information.

How come people are putting all their trust in online stores? I'll discuss the store trust checklist capable of helping you build a trustworthy online store.

### The Importance of Trust in Ecommerce

About 85% of online shoppers run online research before purchasing from ecommerce websites.

Their salient concern is about determining the trust level of online stores in terms of legality, price points, product quality, timely shipping, privacy, and security.

How do they get ideas about all these? This is what we will discuss in this article.

“ About 85% of online shoppers run online research before purchasing from ecommerce websites ”

They search for reviews, search engine results, and visit the ecommerce site to find out if every aspect (i.e., About, Contact, Error-free Content, Sharp Images, UI/UX Designs, Checkout Process, and more) is well optimized for visitors.

They also look for accurate product descriptions, transparent transaction methods, and crystal clear terms and conditions.

So, you have to build on your customers' trust to succeed as an online store owner.

Only winning consumers' faith won't help much; you need to consistently maintain faithful relationships with the buyers to achieve your long-term business goals.

## How to Build Trust for Your Online Store

The chances are high that once you gain your customers' trust, they'll shop again and again from you.

It's always easier to make profits from returning customers than acquiring new ones. Here, we're going to present you with an effective checklist that can help you build trust for your online shop.

### 1. Beautiful Web Design

The design of your website is the first thing visitors see when they somehow land there. This is your chance to impress them right away and create a sense of trust in their mind. Keep the navigation simple and intuitive so that they can easily find the pages they're looking for.



## Did You Know?

- About 85% of online shoppers run online research before purchasing from ecommerce websites.
- In 2021, almost 83% of ecommerce businesses experienced security attacks on Black Friday/Cyber Monday, up from about 32% in 2019.
- 57% of all ecommerce cyberattacks are bot-driven.

Keep the call-to-action buttons easily visible. And, don't forget to implement aesthetically pleasing UI/UX designs to provide visitors with good shopping experiences. A clutter-free website with convenient navigation can win visitors' hearts.

## 2. Necessary Certifications

What if someone receives a notification from his/her browser stating that your website is not secure? This is the worst scenario for a new visitor.

You can avoid this issue by using a secure sockets layer (SSL) certificate. Ensure that your website address is certified with SSL and starts with HTTPS to avoid the pop-up notification about the unsafety of your website.

## 3. Optimized Product Pages

Prospective buyers will need to visit product pages to purchase their desired products. Ensure that you have accurate product information, including sizes, colors, materials, key features, specifications, and more.

Use high-quality images and multimedia files to add value to the products. The sole purpose of a product page is to drive visitors to the checkout page.

It would help if you integrated crystal clear CTA buttons to help them make a purchase. Update the product page content regularly to maintain relevance with trends, new prices, and occasional sales.

## 4. Well-written Content

Ensure that every visible word of your website is free from spelling mistakes and grammatical errors. Impeccable spelling and acceptable grammar are the two things you need to maintain throughout the entire website.

A trivial error sometimes makes a big impact on visitors' minds, and they start to doubt the competency of the people who run that website.

However, other than error-free writing, you need to maintain a friendly tone and engaging language to hook your readers for more time.

The longer they'll stay on your site, the stronger their relationship with you will grow. And, this relationship ultimately results in increasing your website's trustworthiness.

## 5. Authentic Customer Reviews

Prospective customers want to hear from your existing customers. Most people conduct online research before buying a product or service. Include a review section on your website.

Leverage all the user-generated content to gain customers trust. Your visitors are likely to turn into customers if they see people talking about the good experiences they had with you.

An ecommerce website is not trustworthy if it doesn't have a dedicated section for reviews, ratings, and other user-generated content.

## 6. Mobile Responsiveness

A large number of internet users browse the internet from their mobile devices. You need to build a website that doesn't face any design issues when opened from cell phones.

Ensure that no text is truncated and no design element is missing. Keep the website as responsive as possible for mobiles and tablets, regardless of their sizes and operating systems.

Without a responsive ecommerce website, you'll miss out on a large number of customers for sure.

## 7. Informative About Us Page

People want to know who they're buying from. Every company has a story to tell with a well-thought mission and vision statements.

Add all relevant information about your company and yourself to the About Us section. This will create a positive notion about your business, and potential customers may trust you after getting a brief idea about your identity.

You should also add a Contact Us page filled with contact number, email address, mailing address, and social media handles.

## 8. Security Badges & Logos

Security badges and secure lock icons are two important components of an online store. They persuade customers to have faith in the website and make a purchase without any doubt.

Verisign, TrustE, McAfee, Norton, etc., are a few examples of security badges that can increase the trustworthiness of an ecommerce store. Moreover, you can add a 'Secure Checkout' button to create a sense of security.

## 9. Detailed Privacy Policy

Since online shoppers need to provide their personal details and credit card or debit card information while checking out, they need to feel safe about their data security.

A privacy policy states how companies get buyers' information and how they use it for future events. You should explain every aspect of the usage of these data in your privacy policy. A well-crafted privacy policy helps greatly to build on the prospective buyers' trust.

## 10. Clear Return & Refund Policy

You'll hardly find an online store that hasn't experienced issues related to return and refund. You must always be ready to handle such contingencies despite being cautious in the first place.

Have a clearly defined return and refund policy so that there remains no scope of misunderstanding between buyers and customers.

Besides, these well-stated policies show that you really care about your customers.

## 11. Optimized Checkout Process

A well-optimized checkout process plays a vital role in determining the success of an online shop.

Customers eventually reach a point where they think again before buying something. It would help if you asked for only the information required for a smooth checkout.

Don't ask too many personal questions as it may raise doubts in their minds. Keep as many payment methods as possible.

Make sure every customer finds at least one convenient payment method for them. A secure checkout copy or logo can be very useful to gain customers' trust and induce them to complete the transaction.

## 12. Effective Customer Service

Customer service is an integral part of the ecommerce business. Your buyers may need the assistance of a company representative when they are looking for information that isn't readily available on your website.

Besides, they may have questions regarding the order confirmation, shipping methods, and current status of shipped products. You must employ an effective customer service team to communicate with buyers and solve their problems promptly efficiently.

## 13. Helpful FAQ Section

There are a common set of questions visitors ask when they browse ecommerce websites. You should compile relevant frequently asked questions and add them to your website's support page.

FAQ sections prove that the business owners have concerns about their customers. This also contributes to enhancing the trust level.

## 14. Easy-to-find Physical Address

A physical address tells of the authenticity of a business. Many ecommerce businesses don't have a physical address, but you should have some existence outside the online world. Adding an easy-to-find physical address will help you establish the genuineness of your online store.

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



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# ABOUT-US /



## We Are Cost Effective

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

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

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

## Who Are We

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

## We Are in Four Countries with Five Offices

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