

ONLINE MAGAZINE

MOBILE APPS & E-COMMERCE



Royex Technologies
Organizes
'Rewind 2022'

Use Cases
Of
Metaverse
In Social Media

Creating Excellent
User Stories
For Your Mobile
App

Five Biggest
Ecommerce
Challenges in 2023

How To Lower Buyer
Hesitation In
Ecommerce





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EDITOR'S NOTE /

2022 has been an incredible year for us. We had the opportunity to work on some major projects with renowned companies such as FIFA, Coca-Cola, NEOM etc. We successfully completed many projects with a high customer satisfaction rate.

We also hired a significant number of new employees, and even started new departments such as Metaverse and Gaming. Yes, now we are in the gaming industry as well and you can find our games on Steam. Our games are now available to players all around the world, and thousands of people from hundreds of countries are playing them.

In terms of technical advancements, we have adopted many new technologies to make our mobile apps more user-friendly and cost-effective to maintain. For this, we invested quite heavily in research and development to keep up with these technological advancements. We also took on some big ecommerce development projects, and our server team made our servers more efficient. We even launched new types of servers to better serve our customers.

In this edition of the magazine, we cover this Rewind event in an article. As usual we also cover articles on Metaverse, Mobile Apps, and Ecommerce.

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.

ROYEX TECHNOLOGIES ORGANIZES ROYEX REWIND 2022 EVENT



On Wednesday, 25th Jan 2023, Royex Technologies organized Royex Rewind 2022, an event that featured a keynote presentation highlighting what Royex did in 2022 in mobile app development, ecommerce, metaverse, game development, cloud, event management, digital marketing, partnerships and programs, and customer support.

The 75 min keynote presentation highlighted all the accomplishments of Royex in these sectors. It touched on other topics such as GITEX 2022, the company's metaverse event in June, completing its 10th anniversary, introducing the Royex team members, and other key news.

Mr. Rajib Roy, CEO of the company, gave the opening statement on the keynote, explaining the event and introducing the viewers to the Metaverse.

Several other team members then explained the various highlights of the company in 2022 before Mr. Rajib concluded the keynote presentation with a closing message.

“ Royex Technologies organized Royex Rewind 2022, an event that featured a keynote presentation highlighting what Royex did in 2022 ”

Over the next two days, each development sector of the company was highlighted in separate sessions in detail that were broadcasted live on the company's social media channels and the Rewind website.

Mr. Rajib was delighted to organize such as event. Last year, the company summarized its yearly activities through a short video. But this year, an entire three-day event was organized to commemorate the year's accomplishments.

He claimed the event helped the company to reflect on and celebrate last year's activities and motivated them to do even better this year.

Here is a video of the event: **Royex Rewind 2022 - Keynote Presentation - Our Accomplishments in 2022**

Royex Technologies is an eCommerce website, mobile application, Metaverse, and game development company in Dubai, UAE, that provides innovative solutions for small, medium, and large-scale companies.

Royex Technologies also provides digital marketing, AI, Cloud, Event Management, Enterprise Ecommerce based solutions.

Royex has been operating in Dubai since 2013 and, since then, has developed and successfully delivered hundreds of projects to date for our clients in Dubai, UAE, and other Middle East countries over the past decade.

METaverse

Latest happenings in the world of Metaverse



Social networking has developed into a powerful virtual environment where users can interact and exchange experiences. In a short amount of time, numerous social media platforms created sizable social groups with millions of users.

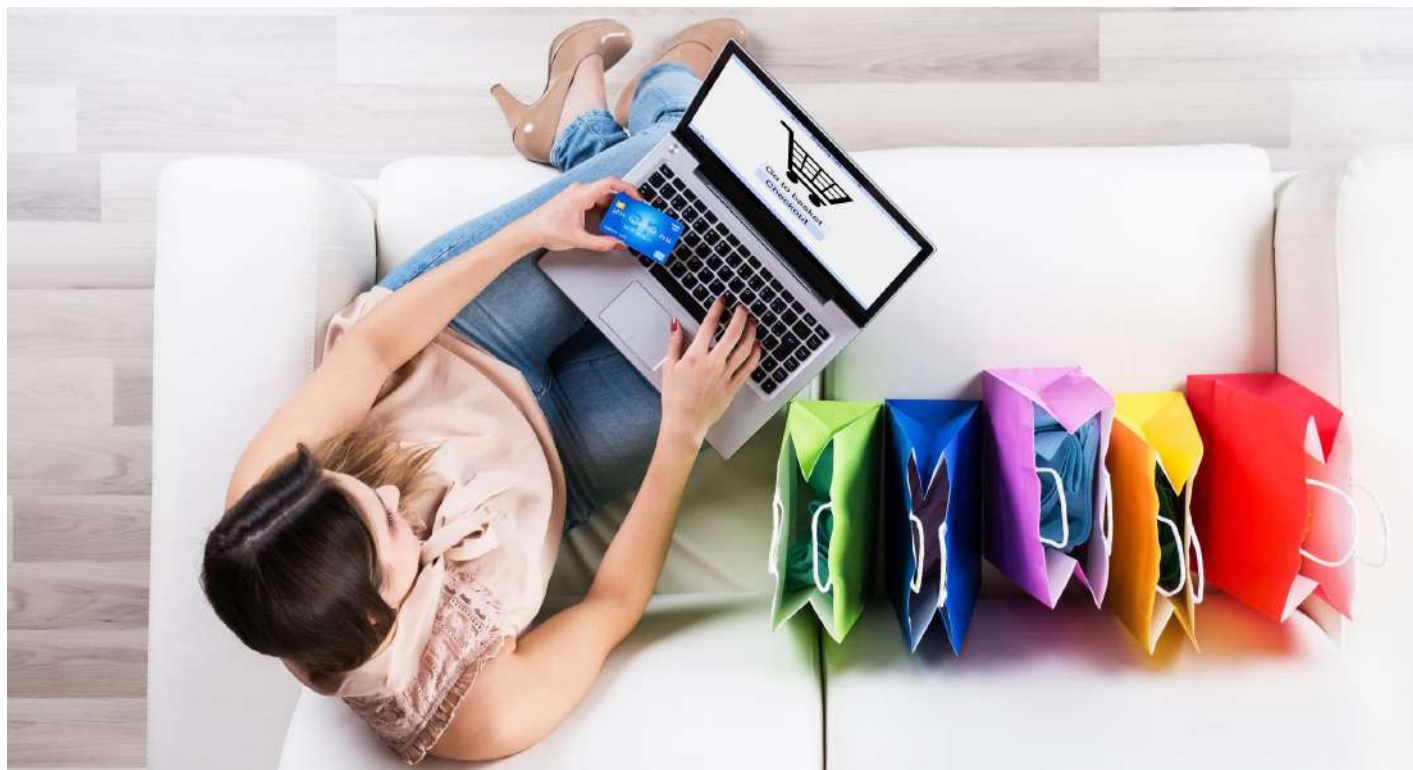
With such a rapid expansion rate, incorporating Metaverse into social media will provide consumers access to distinctive products, increasing the online community and ultimately monetising the opportunity.

The Metaverse would be able to provide a social networking site with safer data protection policies, AR/VR capabilities, encrypted transfer mechanisms, and smart contracts to ensure rules and guidelines are followed by everyone. As a result, social networking as a business will witness a significant transition in the near future.

In the first article, we will enlist these use cases of Metaverse in social media.

Leveraging 3D computing, metaverse service will provide a better customer experience where blockchain, NFT & cryptocurrency will help to cater secure payment & transaction. .

So, no doubt, Metaverse will soon replace many more of our regular activities in real-life & take technology in a completely different direction. So, we talk about some upcoming metaverse trends that will be powered by VR/MR/XR, AI, blockchain, WebVR & game engines in the second article.



08 USE CASES OF METAVERSE IN SOCIAL MEDIA

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13 TOP 5 TRENDS THAT WILL DRIVE METAVERSE IN 2023

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USE CASES OF METAVERSE IN SOCIAL MEDIA



The metaverse is a fully realized digital universe apart from our physical and analogue realities. Could there be a change in the way we interact and network with one another?

Many people are questioning if the metaverse can determine the future of social media, given the hype around investments and advancements in the field.

Social media has turned into a powerful theme in recent decades. The technology has eliminated most geographical restrictions, allowing people to interact, share interests, and transact virtually.

Social media companies have also managed to create entire ecosystems of products around their primary operations.

For instance, they enable users to use online forums, send and receive messages, and share movies.

Simultaneously, Consumers are becoming more conscious of data privacy issues and obtrusive alerts.

“

Metaverse is growing so quickly, integrating it into social media will provide users access to distinctive products, and ultimately monetise the opportunity

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The metaverse will undoubtedly enable us to socialise, collaborate, and learn while adding immersion into the equation.

Collaboration, eCommerce, and other social media features will likely remain the same, but virtual reality and augmented reality experiences will affect other features.

However, these technologies are still developing, so we might have to wait to see how they change how we interact.

Social networking has developed into a powerful virtual environment where users can interact and exchange experiences.

Many social media networks have established huge social communities with millions of users.

Because Metaverse is growing so quickly, integrating it into social media will provide users access to distinctive products, expand the online community, and ultimately monetise the opportunity.

The Metaverse would be able to provide a social networking site with safer data protection policies, AR/VR capabilities, encrypted transfer mechanisms, and smart contracts to ensure rules and guidelines are followed by everyone.

As a result, social networking as a business will witness significant transitions in the near future.



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.

Metaverse for Social Media: Benefits

Social media companies have huge potential to make a lot of money from the Metaverse. It will allow them to expand their user base, particularly among Generation Hashtag, which refers to anyone born between 1991–2005.

This group is digital natives who value having a digital presence that matches their physical identity and is willing and able to spend money on new services and technologies to increase their online activities.

Many social media companies, from video sharing to online dating, are expanding into the Metaverse to address the demands of Generation Hashtag. Brands from a range of industries, including finance (JP Morgan, HSBC), apparel (Nike, Gucci), and technology (Accenture), are securing early positions in Metaverse to attract this group.

Although many brands are still trying to figure out the best experiences to determine the best experiences for this audience, it is important to start partnering with social media platforms.

This confirms that the Metaverse can be used to expand social media and provide new opportunities for consumers and corporate growth.

On the other hand, the Metaverse is a shared virtual environment that merges the Internet, augmented reality, and all virtual worlds.

Users will join and participate in the Metaverse using their Metaverse avatars. This will change the landscape of social media marketing. Advertisers will target consumers based on their online profiles and virtual environments.

Interactive 3-D models and innovative techniques will Revolutionize the marketing of products. Bluemoon is an excellent example. It is the first international marketplace for collaborative NFT.

With its own Metaverse, it blends all aspects of VR/AR and uses social media to enable creators and users. Bluemoon allows people to create customized VR spaces which enable them to showcase their products or brand in a new way.

In Metaverse, Virtual Search is a key concept that allows users to search for products by focusing on a particular object in a virtual environment.

Social media marketers will have new opportunities to provide better products that are targeted at people who need them. Similarly to this, marketers can make money by using Snapchat's 3D avatar tool to create 3D avatars.

Users can customize their Metaverse avatars with unique outfits and accessories, and virtual Magazines will feature celebrity avatars wearing distinctive attire. Social media marketers could use augmented reality to create content. To promote their goods, they could work with celebrities and producers.

The impact that the metaverse has on social media

Social networking has developed into a powerful virtual environment where users can interact and exchange experiences. In a short amount of time, numerous social media platforms created sizable social groups with millions of users.

With such a rapid expansion rate, incorporating Metaverse into social media will provide consumers access to distinctive products, increasing the online community and ultimately monetising the opportunity.

The Metaverse would be able to provide a social networking site with safer data protection policies, AR/VR capabilities, encrypted transfer mechanisms, and smart contracts to ensure rules and guidelines are followed by everyone. As a result, social networking as a business will witness a significant transition in the near future.

The following are the main benefits of the Metaverse social media platform development:

- Immersive Experience – Customers can take advantage of a tailored, lifelike simulation while connecting with community members on the Metaverse social media platform.
- Privacy Protection – When we use the decentralized metaverse network, the information we post on social media is much safer than previously thought.
- Compatibility and connectivity – Because Metaverse is bidirectional, users can communicate between different social media networks.

- Digital Learning – During the time of lockdown, many social networks were embraced as a learning alternative. Students of the Metaverse social media networks can be enabled with better engagement techniques to connect with their training centres.
- Monetization of Social Media – Metaverse social media platform development can help businesses introduce wonderful benefits to their community members, promoting their metaverse items, rare collectables, etc. The social media platform can make money from every trade started on its site if it is connected with another NFT marketplace. Similarly, advertising opportunities can become more lucrative within the metaverse social media platform as more people will be attracted to join.

What benefits do marketers gain from using the metaverse for social media?

Metaverse development is a successful method of managing social networks. It enables you to publish information across various social media platforms using a unified system, create content, and track your online presence.

The following benefits should be taken into account by anyone who wants to learn more about Metaverse:

- Handle numerous accounts from a single dashboard – Regardless of the social networking platform, the Metaverse enables users to access everything from a single interface.
- The Metaverse uncovers the most amazing content to post on Facebook, Twitter, and LinkedIn. It uses advanced deep learning technology and artificial intelligence to optimize the transfer of data based on the information in the interests of your consumers.

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.

TOP 5 TRENDS THAT WILL DRIVE METAVERSE IN 2023



Metaverse has been the most talked about word in the tech community since 2022 after Facebook rebranded its name to Meta. Metaverse is going to be the next digital platform where users can work, enjoy & socialize simultaneously.

Different metaverse platforms are focused on different goals, as Nvidia & Microsoft are developing Metaverse, which collaborates both digital projects & work, where Meta is focusing on creating a digital environment that will accelerate business in every way possible.

Leveraging 3D computing, metaverse service will provide a better customer experience where blockchain, NFT & cryptocurrency will help to cater secure payment & transaction.

Also, the metaverse NFT marketplace will lead to more business opportunities & increase sales on digital platforms. The functionality of augmented & virtual reality will increase immensely as they help to interact with avatars & create digital content.

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So, let's talk about some upcoming metaverse trends that will be powered by VR/MR/XR, AI, blockchain, WebVR & game engines.

Top 5 Metaverse Trends In 2023

Here are the top 5 metaverse trends that will dominate in 2023:

Virtual Event Hosting

Metaverse events will be the most hyped use case in the upcoming years. Metaverse platform has made it more easy to host or advertise events conveniently.

As per research, metaverse can achieve nearly \$800B by hosting live events & ads.

Fortnite arranged a concert that 10.7M users attended. So, we can assume how versatile metaverse can be in the upcoming 2023 to organize any kind of corporate events, live concerts, including promoting those events.

Sophisticated Metaverse Avatars

Avatars are hyper-realistic 3D avatars developed by sophisticated modeling techniques and electromyography to render human movement/features & advanced AI. To perform any kind of service & activities, metaverse avatars are integral.

In the metaverse, 3D avatars will be more advanced & sophisticated as avatars can sense your body movements, such as moveable limbs, upper and lower torsos, and a face capable of expression.

Specifically, full-body avatars will lead the virtual worlds as they are closer to mimicking real-life activities.

New Marketing Channel

Metaverse will be the mainstream line for marketing purposes in the web 3.0 era. Although the marketing concept is yet to develop completely, giants companies like Nike, Gucci, HSBC & many other business giants have started to build their metaverse presence.

This approach will lead the upcoming marketing trends as our consumers are always looking forward to engaging with the brands more engagingly.

Also, the one-to-one connection with the brands will improve users' e-commerce shopping experience is another way of communicating & marketing.

Virtual Art Galleries

If we consider the growing popularity of digital assets or NFTs, virtual art galleries will be the biggest metaverse trend. In metaverse trends, virtual art galleries are considered a widely adopted industry.

With digital art galleries, visitors can walk through their favorite galleries in the digital space. For art lovers, this is going to be the biggest upgrade to the metaverse platform.

ArtMeta is a kind of metaverse platform where you can sell artwork as NFTs, which help both artists & galleries to work together for metaverse tokenization.

It also helps & trains artists to go inside of NFT market, as most of the artists are not fully aware of the advantage of NFT.

Metaverse As A Corporate World

We can expect metaverse as a virtual corporate space where business & office work will be done remotely & efficiently.

There will be a huge impact on corporate e-skills & development because of the emergence of AR, VR, and AI in the metaverse.

METaverse /

According to a report, in nearly 2030, around a 23 Million jobs will be impacted by AR/VR. As an example, Accenture consulting giant has developed a metaverse environment named The Nth Floor that actually replicated real-world offices, and lets employees do their tasks & HR-related functions within the virtual world.

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.

Check our website and portfolio for any metaverse development service in Dubai to see our previous works. Contact us via email at info@royex.net or call us at +971566027916 with your requirements; only then we can tell you the development cost precisely.

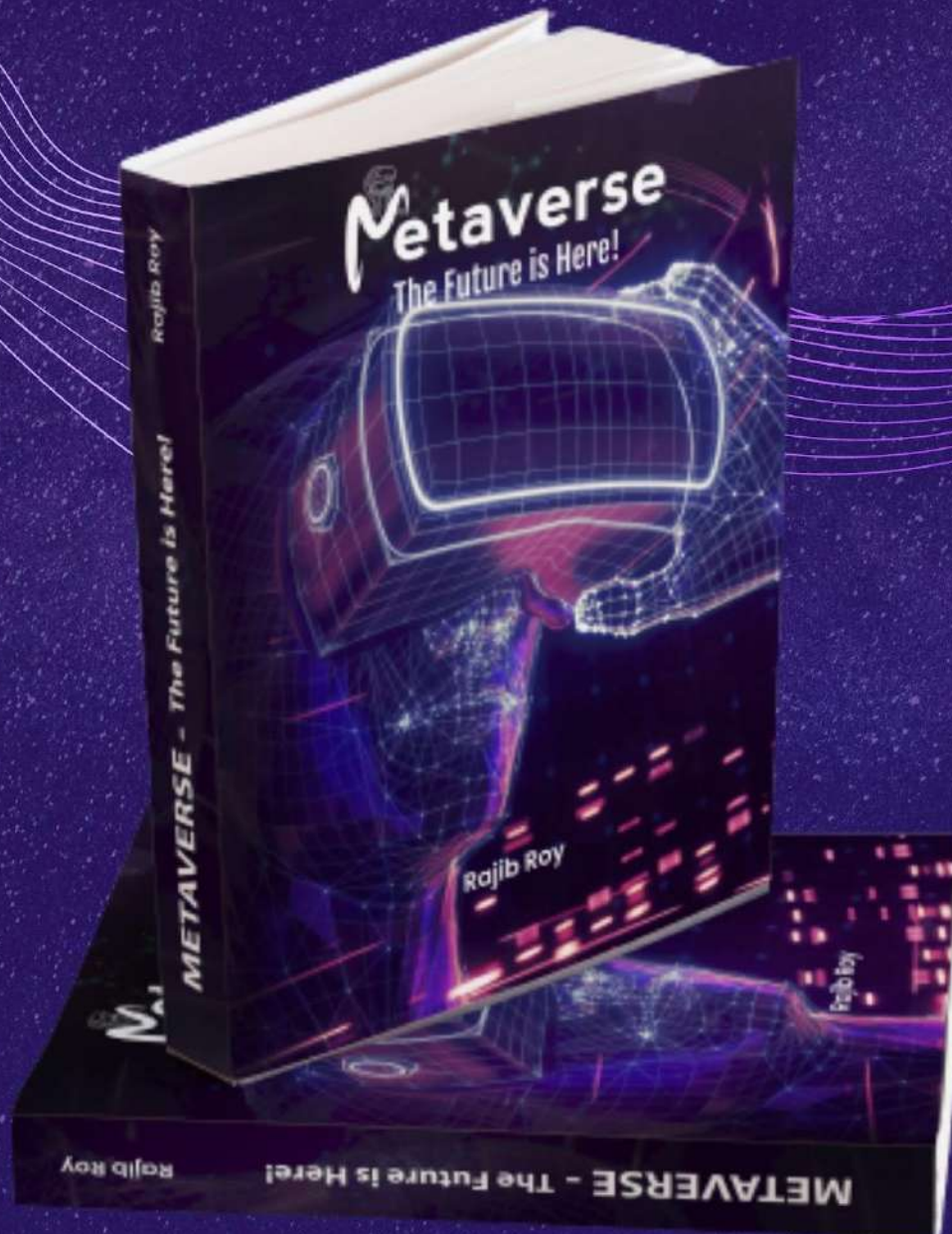
METaverse

The Future Is Here!

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By Rajib Roy



MOBILE APPS

Mobile app development, guides, cost breakdowns



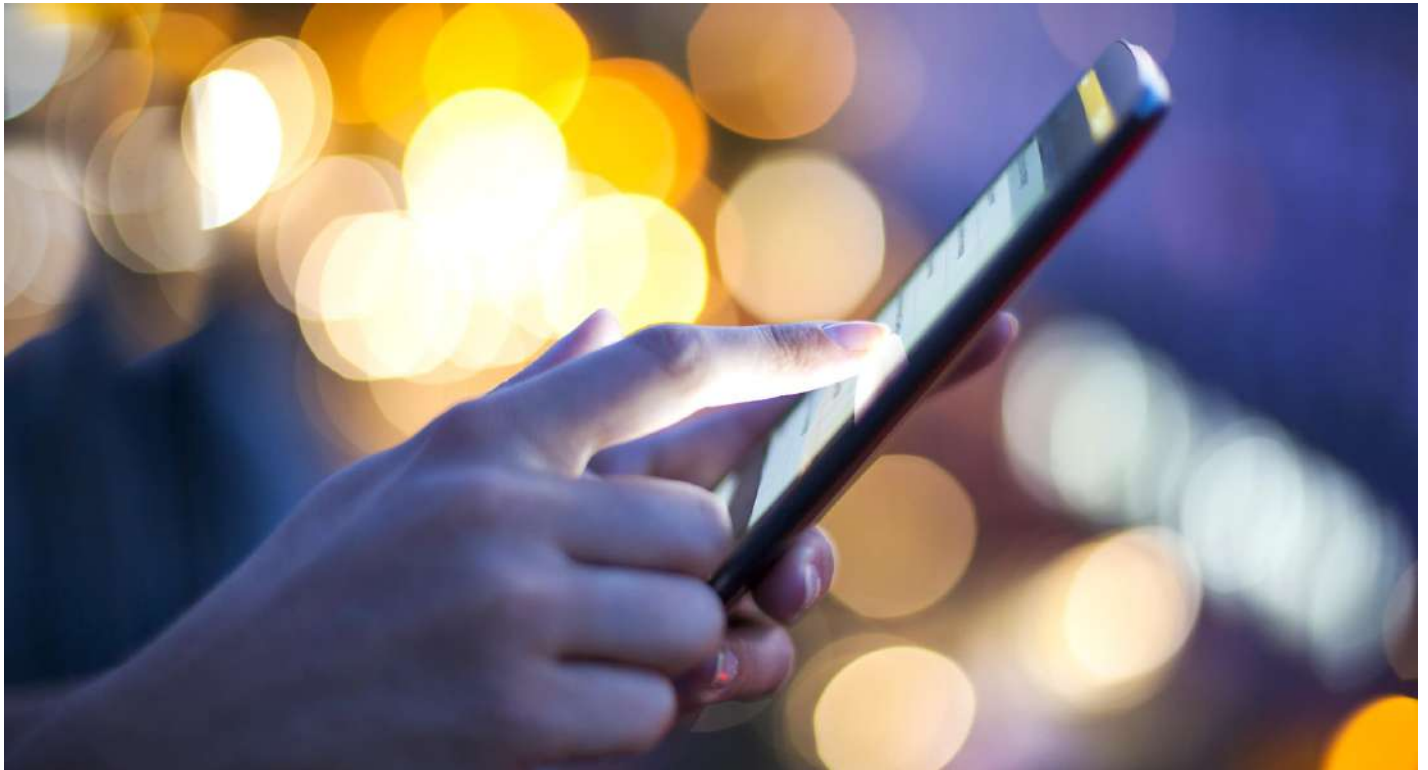
Mobile app development includes a lot of processes, from app idea planning to app testing & it's not an easy task. User stories work as a building block of mobile app development.

A user story is a brief description of a feature that the customer needs to use the app. A user story can be used as a way to organize requirements and design at the beginning of a project. User stories basically focus on your end-user, helps to make clear objectives for the development team & break down the tasks for execution.

User stories are an agile development technique that breaks down large tasks into smaller, more manageable chunks. Through agile development, you can deliver more efficient & end-to-end service to your consumers, which makes you a user-centric app development company.

We discuss how you can create these user stories for your mobile app in the first article.

In the second article, you will know all about Mobile Backend as a Service (MBaaS). Mobile Backend as a Service (MBaaS) is an emerging technology that provides developers with a platform to develop, deploy, and manage mobile applications. It enables developers to quickly and easily create mobile applications without worrying about the application's underlying infrastructure. Learn more from our article.



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HOW TO CREATE EXCELLENT USER STORIES FOR YOUR MOBILE APP

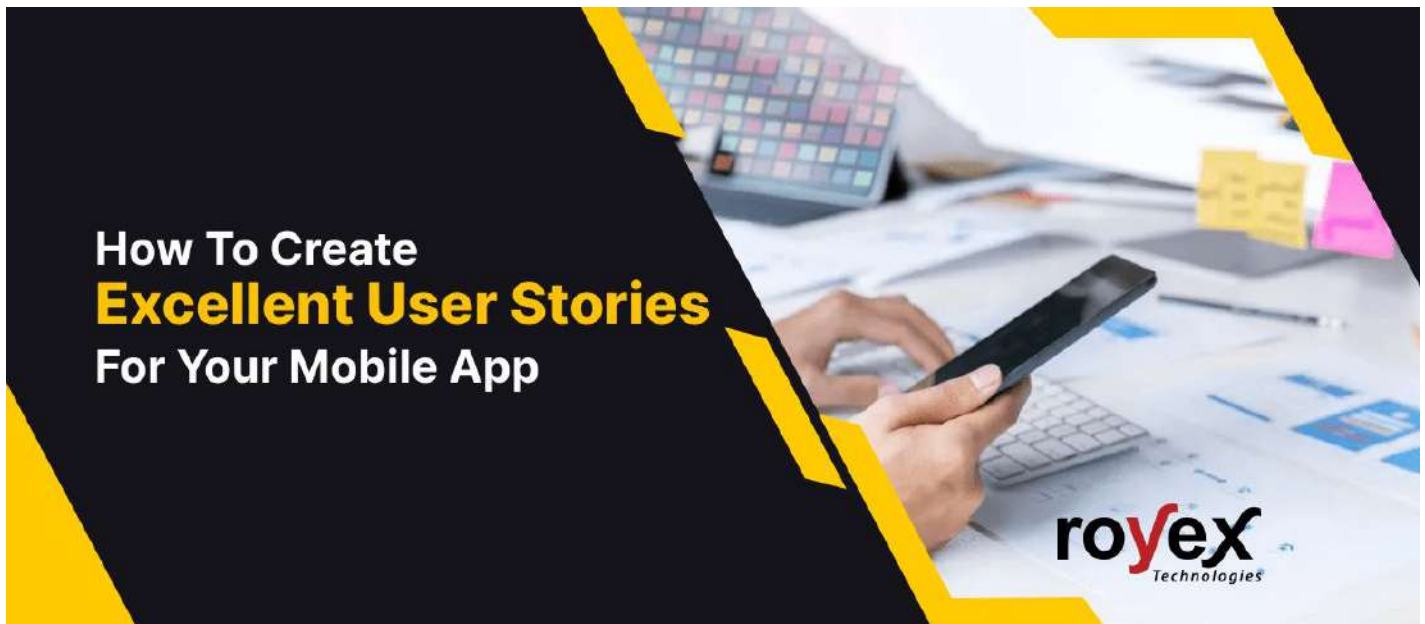
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WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST ONE?

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User stories help the company to define users and determine app features, feature goals, and functionalities.

So, it becomes more convenient to your target audience, which eventually boost KPIs and other metrics.

When a client's project requirement is complex, it becomes difficult for the team to turn their vision into reality.

Hence, user stories truly simplify the project by translating the project requirements into tangible functionalities.

Most of the time, user stories are written in a very vague manner.

They are not specific enough to be used as requirements for development teams.

This leads to a lot of misunderstandings and confusion among the team members.

User stories should be written so that everyone on the team can easily understand them.

User stories are often created collaboratively with key stakeholders, such as business analysts, designers, and developers.

This article will be an in-depth guide to creating an excellent user story for a better mobile app.



Did You Know?

- As of January 2022, there were over 4.9 billion unique mobile internet users worldwide.
- The average U.S. adult spends 3 hours and 10 minutes per day on mobile devices, with 90% of that time spent on apps.
- The most popular types of mobile apps are social media, entertainment, gaming, and messaging apps.
- 59% of users will abandon a mobile app if it is too slow to load.

Why User Stories Are Vital?

In short, user stories become a bridge between the technical team & business, helping to understand the product & conveniently engage app users.

User stories are vital because they are the foundation of understanding the user's wants and why. They help us see that the user is not just a random person but a person with specific needs and desires.

Also, they give us insight into the user's perspective and motivations. User stories also help us understand our users' emotions to create a more compelling experience for them.

A typical user story includes three key sections:

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A typical user story includes three key sections:

- What: The problem or need that this feature will address.
- As: A statement about what the person doing the task wants to achieve with this user story.
- So That: The benefit or result of completing this feature for both users and developers.

Some key benefits of user stories involve the following:

- Team collaboration becomes easy with user stories. As it is clear & easy to divide into small tasks, team members can choose the best route to ensure a better end result.
- It helps to streamline app feature goals by organizing the app development stage & highlighting the end user's need.
- User stories accelerate team motivation & bring momentum whenever a new story gets achieved.
- Not only the team members but also the clients & stakeholders become happy as an excellent user story ensures a great user experience for the app.

Determine The Attributes Of A Great User Story

A great user story is one that has a clear goal, a simple and concise description of what the app should do, and an estimate of how long it will take to complete. INVEST is an acronym that describes the key attributes of a great user story & it is considered to be the gold standard for defining the success of a user story. Let's have a look at each part of it-

Independent

In the app development process, each story should be treated as a single component & must not have any dependency on other stories.

So developers can overlap between stories. But user stories also can be developed in a sequence according to the business requirements & privatizations.

Negotiable

User stories are basically a collaboration work among programmers, designers, clients & stakeholders, which actually starts from a legit conversation.

So, there should be no fixed or specific flow to develop & implement stories. User stories should be written prioritizing project requirements given by the clients.

As stories are not fixed descriptions of functionalities, they should contain only short information in their description about the basic specifications.

Valuable

As user stories are written documents of app features, ensure every step adds value to the end-user. This is the ultimate goal of an ideal user story. If the stories don't add value to the end user, you should simply eliminate or omit them.

Estimable

A user story should be sized appropriately to add value to the end-user with proper timeline development. A feature with a high value and a long development time should not be the highest priority due to development time.

Small

When you are working on a big development project, the user stories should be designed in small blocks. Also, the size of the user stories depends on the required project methodology. If the project is based on agile methodologies, stories shouldn't take more than three or four days of work.

Testable

Each story should have valid, acceptable criteria to test the specific feature. If a story has passed its tests, it proves that it has been successfully developed.

Steps To Create An Excellent User Story

Identify Your App User

The first step to creating a great user story is identifying your app user. This is the most important step because it will determine what you need to build in the app and what features need to be included.

Determining your user persona is important to create a great user story. A user persona decides what the user does when they're connected to the app. It's also possible that a single user might have multiple associations when using the product.

Determine The Value Of The Feature

Defining 'who' & 'what' solves the problem of every user story. Your developed user story must need to add value to a certain user base. Knowing the actual; value of the app functionalities helps the development team be more user-centric— as they always keep the end user's benefit in mind.

Keep The Format Simple & Concise

While you are documenting user stories, follow the KISS(Keep it short & simple) format. User stories should be written in such a way that everyone on the team can easily understand them. An ideal user story includes three key sections:

- Type of user persona
- App feature or an action
- Benefit or value of the added feature

The best way to do this is by following these simple steps:

- Use short sentences that clearly explain what is being asked of the user
- Use active voice and present tense
- Be as specific as possible
- Keep it simple

Decide The Acceptance Criteria

The acceptance criteria is a set of conditions that must be met in order to accept the work done on the user story. It is important to have acceptance criteria before starting work on a user story because it helps developers know what they need to do for it to be accepted.

The acceptance criteria define how your app will deliver value to the user. This is the step where the developer's app development knowledge becomes helpful.

Before finishing up this article about creating great user stories for mobile apps, I like to include some pro tips that may be useful at any stage of the mobile app development process-

- ☆ Always be organized with the client's requirements & make a user story map to see the big picture.
- ☆ User stories need to be created keeping in mind the user perspective.
- ☆ Break your larger user stories into smaller chunks to make them easy to understand for both developers & users.
- ☆ Always encourage constructive criticism & collaborative brainstorming from the developer team.
- ☆ You can always refine the stories until they are ready.

If you plan to take any app development service, connect with us with your specific requirements.

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.

WHAT IS MOBILE BACKEND AS A SERVICE (MBaaS) & HOW TO CHOOSE THE BEST ONE?



Those days are gone when creating a backend for mobile apps was one of the monotonous tasks for mobile app developers.

Now, mobile backend as a service (MBaaS) providers are here to help you with efficient backend development services in less amount of time.

Mobile backend as a service is considered a cloud computing architecture or infrastructure, that cater to businesses & enterprises with all sorts of backend tools & services for developing, testing & running sophisticated mobile applications on the cloud.

Mobile Backend as a Service (MBaaS) is an emerging technology that provides developers with a platform to develop, deploy, and manage mobile applications.

It enables developers to quickly and easily create mobile applications without worrying about the application's underlying infrastructure.

“
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MBaaS also provides a set of tools that allow developers to integrate easily with various backend services like databases, cloud storage, analytics, etc.

By leveraging MBaaS, developers can focus on the development of the application instead of worrying about managing complicated backend systems.

With the help of the MBaaS tool, enterprises don't need to manage cloud databases, track app analytics & host push notifications on their own.

In the landscape of software-as-a-service (SaaS), MBaaS is a solution that refers to the modern ways of developing top-notch mobile applications on a quick basis. In this article, we will share what MBaaS is & how to choose the best solution.

What Is MBaaS & what's its purpose?

Mobile Backend as a Service (MBaaS) is a cloud-based platform that allows developers to build and manage mobile applications without managing the underlying infrastructure.

It provides an all-in-one solution for managing the backend of mobile applications, allowing developers to focus on building and deploying the frontend user experience.

MBaaS offers scalability, security, and cost savings for businesses looking to develop mobile applications quickly and efficiently. With its increasing popularity among developers, MBaaS is essential to any successful mobile application development strategy.

Mobile Backend as a Service (MBaaS) has revolutionised how mobile applications are developed.

It simplifies the process of developing, deploying, and managing mobile applications. It provides developers with access to a wide range of cloud-based services that can be used to create and manage mobile apps quickly and easily.

MBaaS are developed to meet the mounting demands of mobile applications' backend development process in the least amount of time. Also, this cloud platform doesn't compromise data security & app performance.

By incorporating the MBaaS model for your application development, managing backend data will be more efficient & easy.

MBaaS also allows for faster development cycles since all the necessary backend services are all ready available in one place.

This makes it easier for developers to quickly build, deploy, and manage their apps without spending time setting up servers or dealing with server maintenance tasks.

Besides all these technical advantages, MBaaS provides economic app development. It is an economical solution for app development that allows developers to focus on the front end of their application while the MBaaS provider handles the back end.

MBaaS solutions provide cost savings in terms of time and resources, allowing developers to develop apps quickly at a fraction of the cost. It also eliminates the need for costly infrastructure investments, as all data is stored securely in the cloud.

Furthermore, it helps reduce development costs by providing pre-built components that can be easily integrated into an application, eliminating the need for custom coding. MBaaS offers a cost-effective way to develop mobile applications without sacrificing quality or performance.

How To Choose The Best MBaaS?

Deciding on the best MBaaS for your business can be a daunting task. With so many options available, it is important to consider various factors such as scalability, security, cost-effectiveness and customer support before making a decision.

Choosing the best Mobile Backend as a Service (MBaaS) is essential for any mobile development project. The right MBaaS will provide scalability, flexibility, and reliability for your mobile application.

It should also offer various services such as push notifications, analytics, user management, cloud storage, and more.

If you are wondering about how to choose the best mobile backend as a service, then in below we are sharing tips that will help you-

- You should look for an MBaaS that offers good customer/technical support and documentation to ensure that you have access to all the necessary resources when developing your application.
- Easy-to-use MBaaS is the ultimate factor when looking for an MBaaS provider.
- Look for providers who guarantee powerful security storage for databases, server-side code & important files.
- A well MBaaS platform must have a well-designed structure for the transaction process for the mobile application.
- An ideal MBaaS must provide secure communication between the user & the application server.
- Your provider must provide you with APIs to connect your app to the various cloud services you need.
- Cost is also important; look for providers that offer competitive pricing without sacrificing quality or features.
- Data management is a important factor for back end service. Your MBaaS provider must provide the right processes, methods, and tools (PM&T) for this.
- If you are considering a mobile app development service, connect with us with your specific requirements.
- Platform Support: Check if the MBaaS supports the platforms you are building your mobile app for, such as iOS and Android.
- Features: Look for the features that the MBaaS offers, such as user management, push notifications, storage, analytics, and APIs for third-party integrations.
- Scalability: Ensure that the MBaaS can scale to accommodate the growth of your app's user base and data.
- Security: Verify that the MBaaS provides robust security features, such as authentication, encryption, and access controls.
- Pricing: Evaluate the pricing plans of different MBaaS providers and choose the one that fits your budget and requirements.
- Documentation and Support: Ensure that the MBaaS provider offers comprehensive documentation and reliable support channels such as email, chat, or phone.
- Reviews and Ratings: Check out online reviews and ratings of the MBaaS provider to see what other developers and businesses have to say about their experience with the platform.

MBaaS (Mobile Backend as a Service) offers several benefits, including:

Faster Development: MBaaS provides pre-built backend infrastructure and APIs, which can save developers time and effort in building and maintaining their own backend. This results in faster development cycles and time-to-market for mobile apps.

Cost-Effective: MBaaS eliminates the need for businesses to invest in expensive infrastructure and resources to build and maintain their backend. This helps businesses save costs and allocate resources to other critical areas of their business.

Scalability: MBaaS providers offer scalable infrastructure that can grow with the app's user base and data. This ensures that the app can handle an increasing number of users and traffic without experiencing any downtime or performance issues.

Security: MBaaS provides secure infrastructure and APIs that can help protect user data and prevent unauthorized access. This includes features such as user authentication, encryption, and access controls.

Third-Party Integrations: MBaaS offers pre-built APIs that can easily integrate with third-party services such as social media platforms, payment gateways, and analytics tools. This allows developers to easily add new features and functionalities to their apps.

Analytics and Insights: MBaaS providers offer built-in analytics and reporting tools that can help businesses gain valuable insights into user behavior and app performance. This can help businesses make informed decisions and optimize their app for better user engagement and retention.

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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LEADING MOBILE
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E-COMMERCE

Ecommerce platforms, features, tips, and reviews



Though the COVID-19 pandemic has already accelerated the e-commerce growth immensely, now As the number of consumers buying from online stores increases, retailers face new challenges in customer service, inventory management, and pricing.

Companies are struggling to keep up with the changes that ecommerce has brought. These new challenges will only be exacerbated in 2023 as more people shop online and as more companies enter the market.

Also, the technological development & the rise of web 3.0 will be led to some of the biggest ecommerce challenges for retailers & brands. Leveraging metaverse for e-commerce data privacy will become more complex yet comparatively easy to navigate.

In the first article, we will discuss the 5 biggest e-commerce challenges that companies & logistics may experience in the upcoming 2023.

In the second article, we share five creative ways you can lower buyer hesitation in ecommerce. Buyer hesitation is a natural phenomenon that is not only specific to e-commerce. It is also present in brick-and-mortar stores, and many different factors can cause it. is a major reason for e-commerce sales to fail.

Most e-commerce businesses face the problem of attracting many visitors but somehow fail to convert as customers. Learn how you can lower it significantly in this article.



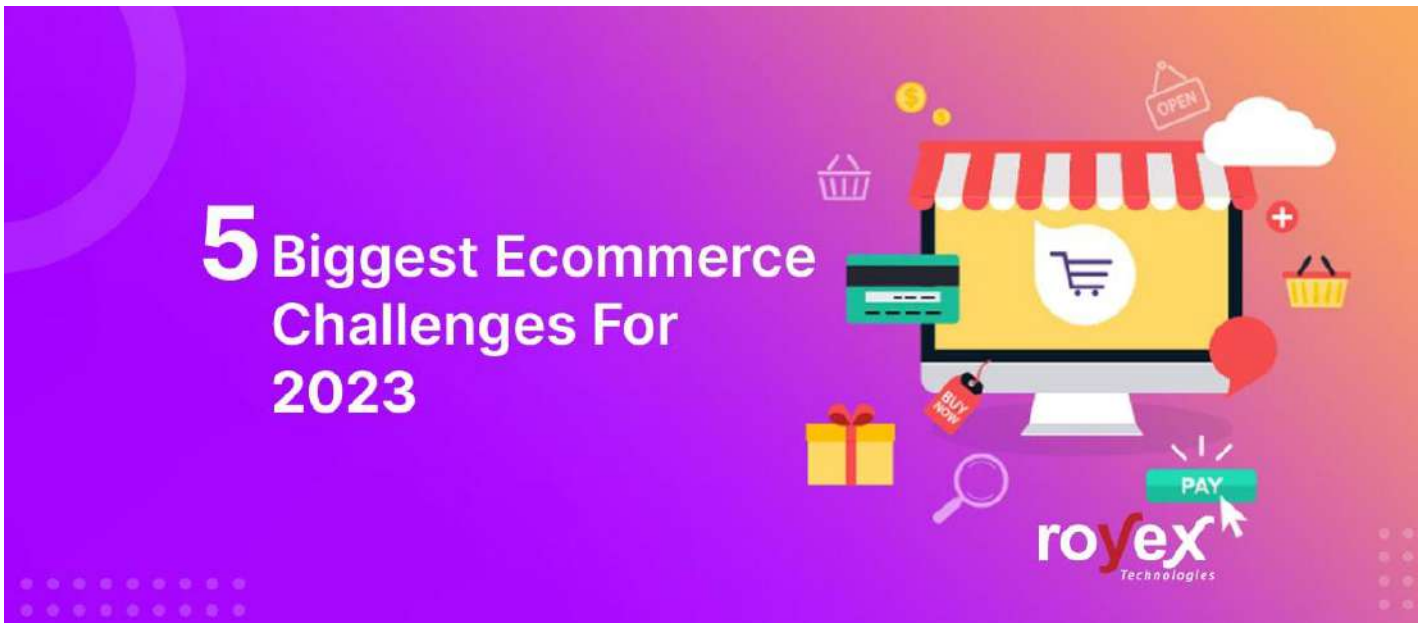
36 5 BIGGEST ECOMMERCE CHALLENGES FOR 2023

In this article, we will discuss the 5 biggest e-commerce challenges that companies & logistics may experience in the upcoming 2023.

41 5 CREATIVE WAYS TO LOWER BUYER HESITATION IN ECOMMERCE

This article will mention five creative ways to lower buyer hesitation that should be addressed in your e-commerce store.

5 BIGGEST ECOMMERCE CHALLENGES FOR 2023



E-commerce trends & challenges for the retail sector are not a new phenomenon. Every year it comes with a set of challenges for companies & entrepreneurs. In 2023, the ecommerce industry will face increasing challenges.

These are not just the traditional challenges like brand competition but also new ones like customer privacy, lack of differentiation, and a greater focus on customer experience. Ecommerce companies will have to find new ways to stay ahead of the game and offer their customers a seamless shopping experience.

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Top 5 E-commerce Challenges For 2023

Maintaining Top-notch Customer experience

One of the most important challenges is to keep customers satisfied with their shopping experience on the web.

Providing a data-driven customer experience that ensures better customer satisfaction will be one of the top e-commerce challenges for the upcoming 5-6 years. With the pace of technological advancements, customer expectation is also rising.

Nowadays, consumers want a simple website that is easy to navigate, also convenient for personalized shopping.

Alongside real-time order tracking, and faster delivery time & purchase over multiple channels should be prioritized for better customer experience. To make out with these channels, brands must ensure the following:

- Multiple payment options
- Superior self-service like chatbots live chats, 24/7 support
- Various options for shipping & pick-up
- Fast & easy checkout process

Ensuring Data Security

In the past few years, the data privacy issue has been one of the retail industry's most pressing and important topics.

As business is putting lots of effort for data-driven e-commerce service so, data is a big game changer.

With more and more individuals realizing their personal data is being collected, it is not surprising that there are many who are concerned about how this information will be used.

This concern will likely become even more prevalent in the next few years as companies focus on collecting more information about individuals to provide better services and products.

In fact, it has been predicted ensuring data privacy will be one of the biggest Ecommerce Challenges for 2023.

Companies must have to emphasize standard data security, encryption of sensitive data, penetration testing for fraud detection & minimum level security for online transactions.

Cross Border Trading

The challenge arises because many different laws and regulations govern cross-border trade.

Different countries have different rules for taxes, duties, and other factors that can make it difficult for international sellers to sell their products internationally.

Also, ensuring customers' items arrive safely is a major challenge as third parties control it. The language barrier can be an issue, although most e-commerce supports multiple languages support.

For cross-border trading, the last challenge is currencies. Still, most foreign shipments can't possible because of currency restrictions. So, collaborating with third-party payment processing providers can support transactions in multiple currencies which can help businesses to trade across borders and deal with foreign currencies.

Direct-To-Consumer Brands Service

Direct-to-consumer e-commerce market started to grow after the pandemic hit in 2020. Now, it is estimated to reach a \$111B market value.

So, we can imagine the potential of this kind of e-commerce service where consumers can get products or services without connection with any intermediaries.

Despite this rise up, there are still some challenges to face, like order delays, delays in the supply chain & shutdown of the in-person retail system.

But, different marketing tactics like content marketing, influencer marketing, or personalization can help keep customer satisfaction.

Data Usage

Capitalization of data can be a big challenge for the e-commerce sector in the upcoming years as the metaverse will take half of its space.

Also, to provide excellent data-driven solutions, businesses are already putting efforts into utilizing the maximum amount of users' private data. Fully utilizing consumer data will help measure business KPIs, provide business insights & tracking consumer behaviour.

As ecommerce is a booming industry, with the rise of AI & web 3.0, it is expected to grow even more.

But along with the advantage, there are some ecommerce challenges that companies may face in the next 5-6 years. Companies are already struggling to keep up with the pace of technological advancements.

With AI's increasing presence in our lives, it can be difficult for companies to stay ahead of the curve and stay competitive in this fast-paced environment.

In 2023, consumer behaviour will continue to change, and data security threats or data breaches will continue to rise. Also, the boundaries between physical and digital shopping will continue to blur. Companies that will be able to cope with the trends & make solutions to the mentioned challenges will continue to grow revenue.

Data usage can be a challenge for ecommerce in several ways, including:

- **Data privacy concerns:** Ecommerce businesses must ensure that they comply with data protection laws and regulations to avoid legal consequences and maintain customer trust.
- **Data overload:** Ecommerce businesses can generate vast amounts of data, which can be difficult to manage and analyze. They must have the right tools and skills to extract valuable insights from the data they collect.
- **Data security:** Ecommerce businesses must protect sensitive customer information, such as credit card details, from cyber attacks and data breaches.
- **Personalization:** Ecommerce businesses must use customer data to personalize their marketing and sales strategies, but they must do so in a way that is not intrusive or overwhelming for customers.

Overall, data usage can be both a challenge and an opportunity for ecommerce businesses, as it can provide valuable insights into customer behavior and help drive sales and revenue.

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.

5 CREATIVE WAYS TO LOWER BUYER HESITATION IN ECOMMERCE



The E-commerce industry has witnessed immense growth & popularity in the last 2years because of the pandemic.

In 2022, the growth rate was near about 13.7%. But all popular thing comes with some challenges also.

For e-commerce, cart abandonment or buyer hesitation is a big challenge as customers can find hundreds of sites for their desired product as an alternative. So, your e-commerce business has to stand out from the crowd. Trust plays an integral part in online business.

Buyer hesitation is a natural phenomenon that is not only specific to e-commerce.

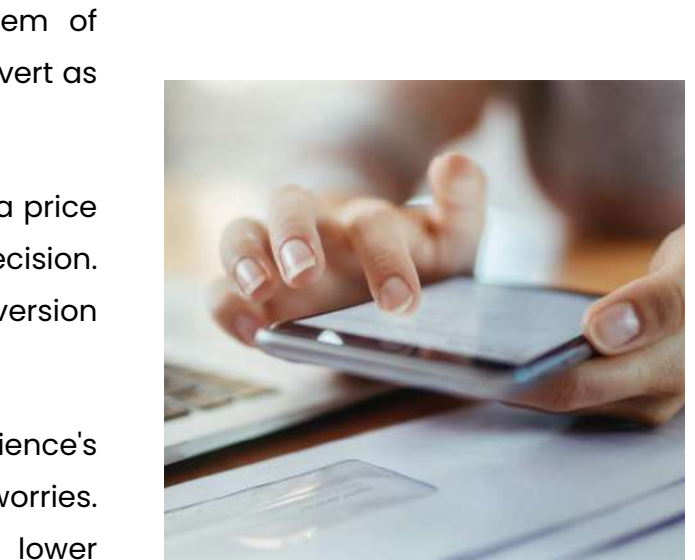
It is also present in brick-and-mortar stores, and many different factors can cause it. is a major reason for e-commerce sales to fail. It is a natural human reaction to uncertainty and can be triggered by factors such as price, product quality, or customer reviews.

“ For e-commerce, cart abandonment or buyer hesitation is a big challenge as customers can find hundreds of sites for their desired product as an alternative ”

Most e-commerce businesses face the problem of attracting many visitors but somehow fail to convert as customers.

For instance, the customer might be waiting for a price drop, or they might need more time to make a decision. These hesitations have an impact on the conversion rate of sales.

There are ways to positively impact your audience's decision-making by minimizing their fears and worries. This article will mention five creative ways to lower buyer hesitation that should be addressed in your e-commerce store.



5 Ways To Overcome Buyer Hesitations

1. Emphasize on Reviews or Social Proof

Social proof or reviews are the testimonials of your e-commerce site.

Reviews and social proof are the most important factors that influence buyers. They have the power to make or break a sale.

It is important for sellers to use reviews and social proof as selling points in their marketing campaigns.

It makes your website more trustworthy for the consumer to make purchase decisions.

According to research, 38% think social proofs are important when deciding what items to buy.

Did You Know?

- According to a study by Baymard Institute, the top three reasons for cart abandonment are unexpected shipping costs (55%), having to create an account (34%), and a complicated checkout process (26%).
- According to a report by Invesp, the average return rate for e-commerce purchases is around 30%.
- The global cart abandonment rate in 2022 was 70%.

When your previous customers speak about the product on your behalf, it automatically carries weight. Social proof comes in different categories- most common: testimonials, case studies, and reviews.

2. Transactional Security

Online transactional security is the most crucial aspect every site owner needs to ensure for their web visitors.

It is one of the main factors that buyers consider before purchasing. The lack of transparency in transactions can be a huge turn-off for potential buyers.

Companies must ensure that they provide their customers with all the information they need to feel safe and secure during their transactions.

Companies should also provide their customers with a secure platform where they can make purchases without any worries. An easy way to do this is by using SSL certificates, which encrypt data and keep it safe from third parties.

Also, you can leverage a multi-factor authentication process, updated antivirus program, set up a strong firewall system & maintain regular security checkups.

3. Active Social Presence

Social media is a powerful platform for brands to showcase their product & service. So having a strong & active social media presence helps customers conveniently know about your brands.

People are likelier to buy from brands they follow on social media or know and trust. The more active you are on social media, the more people will see your posts and feel inclined to buy from you.

This also helps with customer service, allowing people to ask questions about your products or services before making a purchase decision.

4. Flexible Return Policy

Return policies are an important aspect of e-commerce. While online shopping, one disadvantage is that people can't see the product in person before purchasing.

A flexible return policy is a great way to avoid this barrier for your consumer & make them feel more confident about their purchased product.

The idea of being able to return an item without any questions or hassle is appealing to many potential customers.

A well-planned & flexible return policy is an effective way to lower buyer hesitation and increase customer satisfaction.

For example, some retailers provide free returns for up to 30 days and full refunds with no questions. This reduces the customer's anxiety, who may be worried about buying something they won't like or need.

5. Well Described Product Page

An exceptional product page is a great way to increase conversion or sales. A well-detailed & designed product page help consumer explore their desired product conveniently.

So, it needs to be clear and concise and provide all the information about the product. There is no magic formula for what makes an excellent product page, but some key components must be present for it to be effective.

A product page's two most important parts are the title and description. The title should be catchy and descriptive, while the description should contain all of the necessary information about the product that is not included in other places like images or videos.

So, we have come to the conclusion that maintaining a healthy customer relationship is all about building trust with your consumer. The first purchase from a new customer is always a hard decision & only transparency of your brands towards the customer can solve these buyer hesitation issues.

A product page on an ecommerce website should typically include the following information:

1. Product Title: Clearly state the name of the product.
2. Product Images: High-quality images of the product from different angles.
3. Product Description: A detailed description of the product's features, benefits, and specifications.
4. Price: Clearly display the price of the product.
5. Availability: Indicate whether the product is in stock or out of stock.
6. Reviews: Include customer reviews and ratings of the product.
7. Add to Cart Button: A prominent button to add the product to the shopping cart.
8. Related Products: Show related products that the customer might be interested in.
9. Shipping Information: Provide details on shipping options, delivery times, and costs.
10. Returns Policy: Explain the returns policy and process for the product.

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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.

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