MOBILE APPS & E-COMMERCE

Top 6 Use Cases
of ChatGPT
In Ecommerce

5 Ways
To Protect Online
Data

Business Intelligence
In Mobile App
Development

7 Best Practices
For Mobile UX
Design

How Can The Metaverse
Create A More
Sustainable World

TABLE OF CONTENTS

E-COMMERCE

MOBILE APPS

METAVERSE

EDITOR'S NOTE

The world of e-commerce continues to evolve at an astonishing pace, driven by technological advancements that redefine the way we buy, sell, and interact with products and services.

One of the most remarkable innovations to emerge on this digital frontier is ChatGPT, an AI-powered language model that holds the potential to reshape the entire e-commerce landscape.

ChatGPT is catalyzing change within e-commerce, from automating inventory management and optimizing supply chains to revolutionizing marketing strategies.

Our feature article will list the various use cases ChatGPT can provide for the ecommerce industry. The ecommerce section also shares 5 ways you can protect your online data

In the mobile app section, we focus on business intelligence in mobile app development, and explain best mobile UX design practices to follow.

In the Metaverse section, we discuss how the metaverse can create a more sustainable world, what happens when a metaverse stops existing, and the best metaverse platforms to invest in 2023.

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

Rajib Roy

(CEO, Royex Technologies)

ABOUT THE EDITOR

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

E-COMMERCE

Ecommerce platforms, features, tips, and reviews

In the digital age, e-commerce has emerged as a cornerstone of modern retail, offering unparalleled convenience and access to a vast array of products and services.

From the smallest artisanal shops to global retail giants, businesses of all sizes are harnessing the power of the internet to reach customers around the world.

As the e-commerce ecosystem continues to evolve, a new player has taken the stage, poised to revolutionize the industry as we know it: ChatGPT.

ChatGPT, an advanced AI language model, has quickly become a game-changer for the e-commerce sector. While its impact on customer experience is widely acknowledged, the transformation it brings to the entire e-commerce journey is nothing short of remarkable.

In our first article, we embark on a journey to explore the multifaceted role of ChatGPT in ecommerce.

In the second article, we will explain 5 different ways you can protect your personal data when shopping online.

06

TOP 6 USE CASES OF CHATGPT IN ECOMMERCE

investing in the latest technology like ChatGPT can give your eCommerce business a competitive edge. It's a powerful way to future-proof your business and improve customer satisfaction. Here are the top 6 use cases of ChatGPT in ecommerce.

13

CONCERN OVER PERSONAL DATA WHEN PAYING ONLINE - 5 WAYS TO PROTECT ONLINE DATA

Before sending their personal information to an e-commerce site, most respondents (85%) want to know how it will be used and safeguarded. We show you how you can do so.

TOP 6 USE CASES OF CHATGPT IN ECOMMERCE

Ecommerce is a rapidly growing industry, with more and more businesses turning to online platforms to sell their products and services.

As such, customer competition is fierce, and businesses must constantly find new and innovative ways to stand out from the crowd.

One tool that is increasingly being used by ecommerce businesses is ChatGPT, a language generation model developed by OpenAI.

ChatGPT, the powerful language model created by OpenAI, has the potential to revolutionize the way ecommerce businesses approach content marketing.

By leveraging the capabilities of this AI tool, ecommerce companies can streamline their research and content creation processes, ultimately allowing them to better engage with their customers and drive sales.

> " ChatGPT, the powerful language model created by OpenAI, has the potential to revolutionize the way ecommerce businesses approach content marketing "

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As eCommerce grows, businesses search for ways to stand out in a crowded market. One solution that has gained popularity is using chatbots, and ChatGPT, developed by OpenAI, is an advanced option for eCommerce companies.

With the ability to engage in conversation and respond accurately and intelligently, ChatGPT offers a level of customer service that sets it apart from traditional chatbots.

One of the key benefits of ChatGPT is its ability to admit mistakes, challenge incorrect information, and reject inappropriate requests. This ensures that the customer experience is both efficient and effective.

Additionally, during the research preview, the usage of ChatGPT is free, making it a cost-effective solution for businesses.

As eCommerce retail sales are projected to reach $8.1 trillion by 2026, investing in the latest technology like ChatGPT can give your eCommerce business a competitive edge. It's a powerful way to future-proof your business and improve customer satisfaction.

Here are the top 6 use cases of ChatGPT in ecommerce.

Use Cases of ChatGPT In Ecommerce

One of the most powerful applications of ChatGPT in ecommerce is its ability to quickly and easily conduct research.

For example, an ecommerce company selling outdoor gear can use ChatGPT to gather information about the latest camping equipment, hiking trends, and other relevant topics in a matter of minutes. This can save hours that would otherwise be spent manually searching for information.

Another benefit of using ChatGPT in ecommerce is its ability to generate great starting points for content.

Because the software can understand how to write complete sentences and paragraphs, it can quickly pump out a great framework for articles, blog posts, and product descriptions. This can be a great starting point for your team to work inside, saving time and effort.

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ChatGPT can also be a great source of new ideas for ecommerce businesses. For example, you could ask it to generate ten ideas for blog posts about a specific product or topic, and it will spit out a list of potential ideas in no time. This can help to generate new content ideas and keep your website fresh and engaging.

Additionally, ChatGPT can assist in creating product descriptions; it can help to write product descriptions that are more informative, engaging, and persuasive.

Providing detailed information about the product and its benefits, it can help to boost sales and customer satisfaction.

While ChatGPT is a powerful tool, it's important to remember that there are still some limitations to what it can do.

For example, it can't provide sources; it cannot fact-check itself, doesn't have opinions, and is trackable by search engines. However, with the right approach and a little creativity, ecommerce businesses can still make the most of this innovative technology.

Automating product descriptions

ChatGPT can be used to write eCommerce product descriptions by training the model on a dataset of product descriptions and fine-tuning it to your specific eCommerce industry and brand voice.

Once trained, ChatGPT can generate unique and engaging product descriptions for new products, saving time and effort for eCommerce businesses.

ChatGPT can also be used to optimize existing product descriptions by suggesting improvements and identifying any inaccuracies. This can help to increase the visibility and conversion rates of products on eCommerce websites.

With its natural language processing capabilities, ChatGPT can also assist in creating product titles and bullet points that are optimized for search engines.

Furthermore, ChatGPT's ability to understand the context of the product and its features can be used to create personalized product recommendations for customers.

E-COMMERCE

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Product recommendations

Using ChatGPT to recommend products in eCommerce can be done by training the model on a dataset of products and their attributes, such as product category, price, and customer reviews. ChatGPT can then use this information to understand the context of a customer's request and recommend relevant products.

For example, if a customer asks for a "budget-friendly laptop," ChatGPT can search its dataset for laptops that fit that criterion and recommend options to the customer. ChatGPT can also consider a customer's previous purchase history and browsing behavior to make more personalized recommendations.

This type of application of ChatGPT can help eCommerce businesses increase sales and customer satisfaction by providing a more convenient and efficient shopping experience.

Customer service

ChatGPT can be used to enhance ecommerce customer service by providing accurate and intelligent responses to customer inquiries. Its conversational flow allows it to understand the customer's needs and provide relevant information.

For example, it can assist with product recommendations, help with order tracking, and provide troubleshooting assistance. Additionally, its ability to admit mistakes, challenge incorrect premises and reject inappropriate requests ensures that customers receive the best possible service.

This can lead to increased customer satisfaction and loyalty, ultimately driving more sales and revenue for the business. Using ChatGPT for customer service can also help reduce the workload on human customer service representatives, allowing them to focus on more complex issues.

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Personalized emails to customers

Using ChatGPT for personalized customer emails can be a powerful way to increase engagement and sales. The ability of ChatGPT to understand and respond to customer interactions in a conversational flow can be used to generate personalized emails that are tailored to the individual customer's needs and preferences.

For example, ChatGPT can analyze a customer's previous purchase history and browsing behavior to recommend products that they may be interested in. It can also use natural language processing to understand customer inquiries and provide accurate and helpful responses. This can help to increase customer satisfaction and loyalty.

In addition, ChatGPT can be used to write personalized email subject lines and content that will grab the customer's attention and increase the chances of the email being opened and read.

While there are some limitations to using ChatGPT for personalized emails, such as a need for more knowledge about current events and an inability to express opinions, it can still be a valuable tool for businesses looking to improve their email marketing efforts.

Social media marketing

Social media marketing for ecommerce using ChatGPT can involve several strategies, such as:

Creating engaging content: Use ChatGPT to generate compelling product descriptions, social media posts, and influencer outreach messages to attract potential customers to your ecommerce store.

Personalized communication: Use ChatGPT to generate personalized customer messages based on their browsing and purchase history.

Customer service: Use ChatGPT to train a chatbot that can handle customer inquiries and provide real-time assistance.

Product recommendations: Use ChatGPT to generate personalized product recommendations for customers based on their browsing and purchase history.

Influencer Outreach: Use ChatGPT to generate personalized messages for influencers that are more likely to convert into collaborations.

E-COMMERCE

Quality Control

Quality control using ChatGPT in ecommerce can involve several strategies, such as:

Grammar and spelling check: ChatGPT can be used to check product descriptions, customer reviews, and other written content for grammatical errors and spelling mistakes. This can help ensure that the content on an ecommerce website is accurate and professional.

Fact-checking: ChatGPT can be used to check the accuracy of information provided in product descriptions and customer reviews. This can help ensure that customers receive accurate and reliable information about products.

Flagging inappropriate content: ChatGPT can be used to flag inappropriate content in customer reviews, such as offensive language or false claims. This can help ensure that customers have a positive experience on the ecommerce website.=

Sentiment Analysis: ChatGPT can be used to analyze customer reviews and feedback to identify patterns of sentiment and to detect any negative sentiment.

Image and Video Quality Control: ChatGPT can be used to check the quality of images and videos that are used in product pages and ads.

Real-time Customer Feedback Analysis: By analyzing customer reviews and feedback, ChatGPT can provide insights into product quality issues, enabling businesses to identify patterns and take proactive measures to address any recurring concerns.

Predictive Quality Control: ChatGPT can assist in predictive quality control by analyzing historical data to anticipate potential quality issues. This allows businesses to implement preventive measures and avoid defects before they occur.

Chatbot for Customer Queries: In the event of quality-related customer inquiries, ChatGPT can provide consistent and accurate responses. It can address questions about product materials, manufacturing processes, quality certifications, and more, ensuring customers have the information they need.process.

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Automated Testing and Bug Reports: For digital products or software sold on e-commerce platforms, ChatGPT can help in generating automated test scripts and reporting software bugs, ensuring the product functions as intended.

Multi-language Quality Assurance: ChatGPT's language translation capabilities can assist in quality control for businesses operating in multiple regions, facilitating communication and consistency across different languages.

Employee Training and Guidelines: ChatGPT can assist in creating training materials and guidelines for quality control processes, ensuring that employees follow standardized procedures and best practices.

Quality Control Audits: ChatGPT can help in generating checklists and criteria for quality control audits, ensuring that products undergo thorough inspections at various stages of the production and distribution

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.

E-COMMERCE

85% OF UAE CONSUMERS CONCERN OVER PERSONAL DATA WHEN PAYING ONLINE - 5 WAYS TO PROTECT ONLINE DATA

Any data relating to an identified natural person, or a natural person who can be identified by reference to an identifier such as his name, voice, image, identification number, online identifier, geographic location, or one or more physical, physiological, economic, cultural, or social characteristics, whether directly or indirectly through the linking of data.

When the pandemic struck, online sales, which had been growing steadily before its arrival, were virtually overnight. Many retailers who had previously had little to no internet presence or none now found themselves scurrying to open e-commerce stores to survive.

Since many consumers now prefer the convenience of not leaving their homes to purchase anything from presents to essentials, most merchants will likely be at least somewhat engaged in e-commerce in the future.

According to the 2022 Stay Secure survey, which the Department of Economy and Tourism jointly conducted (DET) in Dubai and Visa.

> " Before sending their personal information to an e-commerce site, 85% want to know how it will be used and safeguarded "

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The second most essential factor (64%) for choosing a payment option was assurances that their payment information would be protected. In comparison, the least important one (17%) was the cost of goods or services.

The same pattern was seen in person, as shoppers placed the security of the merchant's payment system as the most important consideration (65%) when weighing their alternatives for digital payment methods to pay for goods and services.

Safety and hygiene (45%) came in third, followed by guarantees and return policies (49%) and warranties. In the past month, three out of four of the customers polled made a digital payment, and since COVID-19, nearly half of respondents had made more digital payments in-store and online, particularly contactless ones.

Most customers (79%) indicated a high preference for digital payments over cash. They stated that they would switch stores, online shopping sites, or mobile apps based on the accepted payment methods and approach Web design companies in Dubai.

According to the report, 34% of consumers prefer to tip in cash at hotels, restaurants, tourist attractions, and other services. And while most consumers (70%) claim to be confident in their ability to spot a fraud or scam, a third of those polled in the UAE still have difficulty doing so.

What Merchants Can Do

Before sending their personal information to an e-commerce site, most respondents (85%) want to know how it will be used and safeguarded. To trust digital payment methods generally, about three-quarters of respondents said they would like to understand how security technology operates.

This emphasizes the significance of consumer education by payment industry stakeholders, including financial institutions, payments companies, and governments, to increase consumer trust in digital payments.

Providing clear information regarding guarantees and refund possibilities, displaying bank and payment partner logos, and disclosing security measures are all actions that merchants may do to boost customer trust and the payment experience.

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Consumers place a higher value on security than on cost regarding how their personal data is managed.

As Visa's Head of Risk for the Middle East and North Africa, Neil Fernandes, stated, "These are crucial insights for merchants aiming to increase and sustain consumer trust in their payment offerings.

Additionally, the fact that a third of consumers still cannot recognize a possible scam highlights the necessity of all participants in the payments ecosystem to continue cooperating to maintain consumer protection.

Our Stay Secure campaign, now in its seventh year, has been a crucial tool for Visa, Dubai Police, and the Department of Economy and Tourism in Dubai in educating consumers about payment security and assisting businesses in meeting the growing demand for safe, convenient digital payments both in-person and online.

Five Ways to Protect Personal Data

You can maintain security against unauthorized access to your data by third parties by making a few straightforward modifications to your devices and accounts.

You can also safeguard your privacy from third parties with whom you do not wish to share your information.

It's simple to get going. It's difficult to go a few days after checking the news without learning about a significant data breach that could have exposed the private information of millions of consumers to thieves.

Here are some suggestions to help prevent your personal information from falling into the wrong hands.

Your Digital Kingdom's Keys are Your Passwords

Would the owner of a found smartphone be able to access its information if you left it at a coffee shop or cab? That is a dreadful circumstance.

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Losing your smartphone is one thing, but granting the finder access to your social media, email accounts, and other personal data you may have stored on the device might have disastrous effects on your life. Use a passcode to safeguard your apps, accounts, and private information securely. Do the same with your desktop computers and even laptops.

Protect Your Identity

Never exchange passwords, and avoid using a password that is simple to guess. Make sure you replace them frequently. Use two-factor or strong authentication whenever possible to confirm identity or a transaction by combining what you know (username and password) with what you have (a credential like a card, token, or mobile phone).

Don't Click on Links or Attachments

Cybercriminals are skilled at convincing individuals to click on links that appear to be from their bank, telecom provider, electric or gas company, tax service, or other trustworthy organizations.

Consider the source of information before clicking. Spelling mistakes, suspicious email addresses, and contacts from friends should all be taken very seriously.

To log into your account and confirm any communications before clicking, it is preferable to input the URL of the organization in question manually. Before clicking, phone the company or your friend if you're unsure.

Make Sure the Website You're on is Secure

Ensure the URL starts with HTTPS before submitting your payment information on any website; the "s" stands for "secure."

Avoid any website with glaring typographical errors, missing security information, or unfamiliar symbols. If in doubt, use a high-security web browser that shows the green EV SSL address bar and click on the VeriSign checkmark to confirm a site's legitimacy.

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Avoid Using Public WiFi

True, you get what you pay for. A nice example is free public Wi-Fi. Sure, it's convenient, but the majority of free public Wi-Fi networks don't offer much in the way of security. Thus, anyone using the same Wi-Fi network might "eavesdrop" on your online behavior with the appropriate equipment. Even a password-protected Wi-Fi network is only as secure as the users who know the password. Save your transactions for a secure network, possibly at home. Use a VPN (a virtual private network) to encrypt your activity so that others using the same network cannot easily see what you are doing if you must log in or do business online while connected to a public Wi-Fi network.

As you take advantage of the best aspects of the digital world while knowing that your gadgets and the data they contain are secure, keep these suggestions and tips in mind. Participating in your own Internet security is the best way to avoid nasty online things. Your family should be aware of the dangers in the world, and you should use reliable protection software. Attackers will have fewer targets to take advantage of when more of us stick together to protect one another.

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. If you need an eCommerce website with SEO optimizations, feel free to call us at +971566027916 or mail us at info@royex.net and we can send you a proposal based on your idea.

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MOBILE APPS

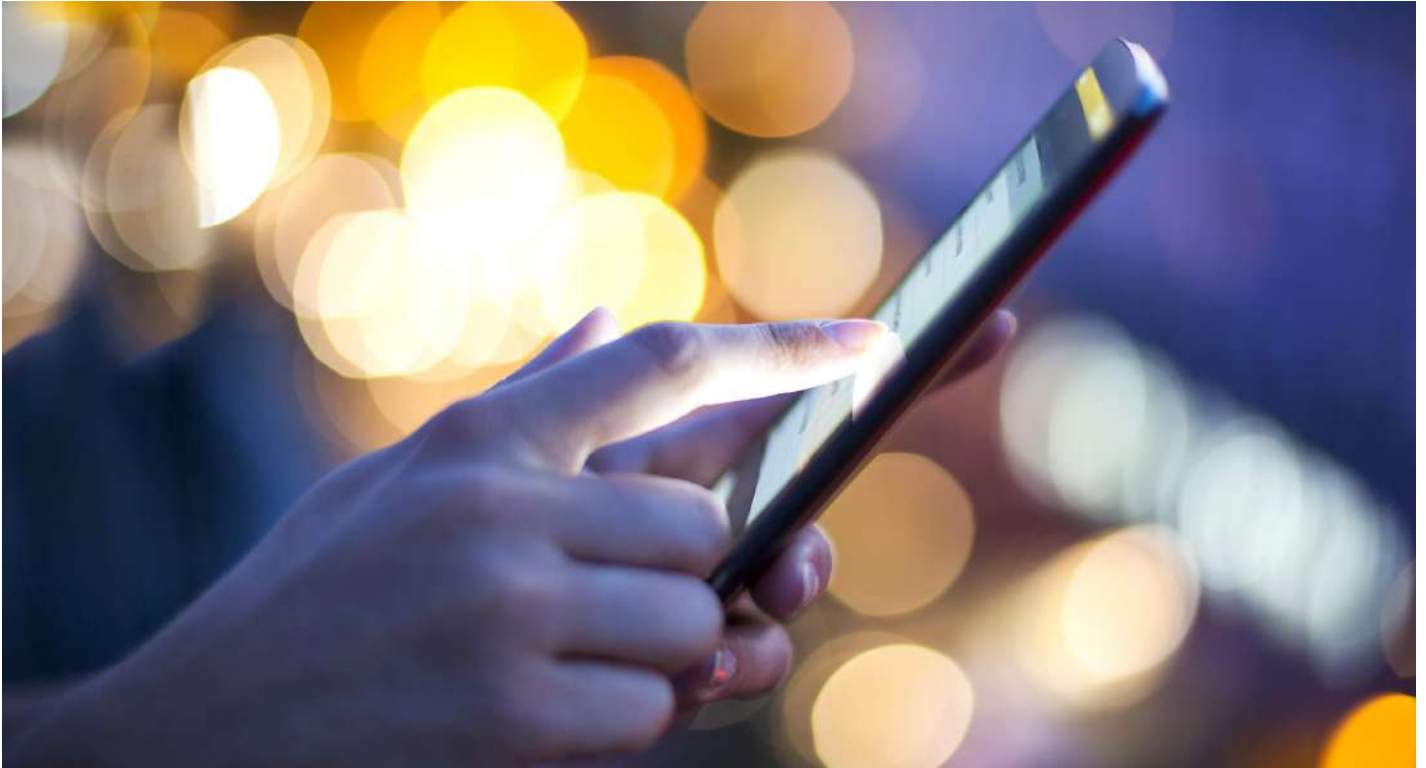Mobile app development, guides, cost breakdowns

In today's digital world, mobile apps have become an essential part of our daily lives. From ordering food to booking travel, mobile apps have made our lives easier and more convenient. With the increasing demand for mobile apps, businesses are constantly looking for ways to gain a competitive edge in the market. This is where business intelligence (BI) comes in.

BI has revolutionized the way businesses approach decision-making. By leveraging data analytics and other technologies, BI helps companies make informed decisions and identify new opportunities. In mobile app development, BI plays a critical role in creating personalized experiences for users and optimizing app performance.

In the first article we will be discussing the importance of BI in mobile app development and how it is transforming the way businesses approach decision-making. We will delve into how BI tools and analytics are helping developers create targeted marketing campaigns, improve app security, and increase user retention rates.

In the next article, we will explain the seven best practices for Mobile UX design that you should consider. These include simplified navigation, selecting the right font size, avoid information overload, and more that are discussed in the article.

MOBILE APPS

BUSINESS INTELLIGENCE IN MOBILE APP DEVELOPMENT

It is a set of tools, structures, and techniques to help organizations make better decisions. A company can use business intelligence to improve its mobile app development by ensuring they use the correct metrics for success. They can also use it to get feedback from the customers on what they need from the company to have a better experience with their product or service.

Business Intelligence in mobile app development refers to what users want, where they want it & when they want it.

Mobile business intelligence provides a more sophisticated & individualized experience every day. In mobile app development, business intelligence can be used in two major ways- either the data can be to management, then used to improve the app's administration and user experience, or the data is collected and processed by the mobile apps themselves and then used in real-time to adapt and customize the overall user experience.

> **BI in mobile app development allows developers to analyze user behavior and preferences, create personalized experiences, and optimize app performance**

A common example of mobile app-business intelligence is– a news app that automatically turns off notifications when the user is using a laptop or activates a vibration mood while reading important news. Also, a sports app that shows live football scores on your mobile home screen. With the advancement of business intelligence software, these are now a reality.

As business intelligence plays an integral role in smart decision-making on behalf of a company, product, or service, BI is now being adopted by more & more organizations to cope with this growth as well as the competitive world. In today's blog, we will share some key advantages & aspects of business intelligence in mobile app development.

What Is Business Intelligence In Mobile App Development?

Mobile business intelligence offers the ability to analyze BI-related data on mobile devices, which supply dependable & reliable information at the right time to the right people. MBI software equips users with vital information and content, regardless of location and time. Optimizing traditional BI metrics, data & reports helps to showcase business reports, KPIs & different kinds of alerts & notifications. MBI offers an extra benefit to users by allowing them to make knowledgeable decisions in real time. Investopedia says, "Business intelligence (BI) refers to the procedural and technical infrastructure that collects, stores, and analyzes the data produced by a company's activities."

Did You Know?

- BI also plays a critical role in app security, monitoring user activity and identifying potential threats to prevent data breaches.

- Companies that leverage BI tools and analytics in mobile app development can make data-driven decisions that lead to improved user experiences, increased revenue, and greater competitiveness in the market.

- Business intelligence (BI) leverages data analytics and other technologies to help businesses make informed decisions

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Due to the immense amount of smartphone users, there is tremendous pressure on enterprises to provide quick decision-making apps.

As mobile apps are a great way to gather data from customers on the go, businesses need to analyse this data and use it wisely. With the introduction of mobile apps, companies are able to collect data on how their products are being used and react accordingly.

This way they are able to provide a better customer experience, increase revenue and decrease costs. To stay even with the competitors, businesses are swiftly adapting MBI to empower the workforce, suppliers, vendors & customers.

Benefits of Business Intelligence in Mobile App Development

Seamless Data Access

For decision-making, gathering different sorts of data is mandatory. It helps to analyze different workflows that further help to make smart decisions through the mobile app. BI is a system that provides access to all kinds of data in one place. It also helps to build dashboards and reports.

It gives app developers a way to quickly see how their app is doing and what needs improvement. Mobile app integrated with BI software helps organizations review any kind of data analytics at any time. Hence it effects positively on the daily operations & output of your business. Also, enable companies to reach a goal in less amount of time.

Increase Productivity

As BI helps to access a wide range of analytics, so eventually, it enhances productivity as well as profitability. Using BI structure you can easily guarantee client satisfaction regularly. Also, businesses can get to review real-time data & make the decision-making processes easy in less time which ultimately results in enhanced productivity.

With an integrated business intelligence system, your app can understand the user in a more comprehensive manner and adapt its functioning and processes that suit that user's unique demands and needs. Besides, companies will be able to offer better service, and discounts in a lesser time.

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Smart Decision Making

This is the ultimate reason why companies should leverage BI for mobile applications. Every company wants to make better decisions. This is why BI is so important. It can help you with data-driven decision-making, which is a crucial part of mobile app development. It also provides more accurate reporting and maintains a healthy customer relationship. With the help of BI, you will be able to take the right decisions for your business and make it more successful. For example, if you acknowledge that most of your app users are now looking for a specific brand of clothing, you can instantly take advantage of this and stock up on that specific product for on-time delivery.

Excellent Customer Satisfaction

Client satisfaction is the ultimate concern for all types of businesses. And with the help of MBI, you can guarantee almost 100 % customer satisfaction regularly. When you have a huge grab on a wide range of data & analytics, it becomes easier as a team to make a certain business decision. That eventually leads to stunning customer satisfaction towards your clients. This can be possible with an integrated BI system for your mobile applications. Hence, your customer becomes loyal when they get all their needs without delay and with the desired quality.

Boost Revenue

An increment in income & profit is the actual outcome of any smart & wise decision. Implementing a proper mobile business intelligence structure will help you to manage your analytics & resource in the best way and make your customer to invest more time & cash in your mobile application, which ultimately results in increased revenue. A fully satisfied client is the biggest asset and everything for your company, including improved profitability and revenue.

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

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.

7 BEST PRACTICES FOR MOBILE UX DESIGN YOU SHOULD FOLLOW

In this digitalized era, every product is designed mobile-first. People are more likely to manage their everyday tasks on the go with a few clicks & becoming more dependent on mobile devices. According to Statista report, there are an estimated 2.22 M iOS apps & 3.48M+ Android apps now in the app store.

Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design. Sometimes, it happens that, you have made a great useful mobile application, that provides a bunch of good features, top-notch customer service, but still your user can't find your app convenient to use.

So, providing a simple & good mobile user experience is the ultimate goal for your app's success.

Nowadays to cope up with the latest mobile technology & latest design trend, UX designers are challenged to incorporate a lot of innovative features on a small screen.

> " Not every app on your smartphone is appealing & easy-to-use. And the only reason it could be is the poor mobile UX design "

MOBILE APPS

Providing a handy UX should be a priority for all UI/UX designers. On top of that, emerging mobile device structures like- curved displays, notch displays are another issue while structuring the mobile app design.

In this article. We have listed down the 7 best mobile UX design practices that every designer should follow.

7 Best Practices For Mobile UX Design

Mobile UX is how your consumers feel while navigating your app. UX design refers to an intuitive experience for your mobile apps. It is a combination of accessibility & effectiveness of the service to boost user interaction with the app.

Mobile app users better prefer appealing, easy-to-use & engaging mobile apps. The first approach to have a successful mobile application is to provide an interactive mobile UX.

While designing mobile UX, designers should understand the targeted audience's requirements & expectations from the app. Let's have a look at some best mobile UX practices.

Simplified Navigation Is the Key

Easy & clean navigation is the first step to adopting an effective mobile UX design. Even this is the main reason, your user will move forward & discover the app features. Your unique features & content will be meaningless if the user can't find them or discover them. The app elements should be easily recognizable so that users can smoothly navigate from one section to the next of the app. Some touchpoints for simplified navigation:

- Try to create 30*30 pixels or a minimum 7-10 mm navigation menu or tab
- Leverage full-screen navigation menu with clear labeling & meaningful icons/graphics
- Give priority to the most important & use elements at the top so that users can comfortably reach the main features of your app
- Try to incorporate one action per screen
- Give a focus on the activated tab or link

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Make Your App Scrolling Natural

To show data or a catalog of products, try to use horizontal scrolling. On a broad area, where you can fit all the necessary information on the screen, scrolling is an ideal option, although you need to keep in mind that long scrolling might be a problem sometimes for the user.

When you are reading any articles, text, or searching for any specific products then long scrolling can be a great way to access the right information. Otherwise, try to make your scrolling features minimal & spontaneous.

Studies show that people lose interest easily within 8-10 sec if they need to scroll more to complete a specific task. To avoid this long scrolling problem you can show any visual indication or tap to extend the feature to make this effort effective.

Random Color Selection Is A Big No

Selecting a standard color palette is always the hardest part of the app designing process regardless of the device type. The color scheme is something that actually makes your brand or app different & unique from the others.

Color psychology is directly related to the message or goal your app is trying to promote. As a brand owner, you should choose a primary color that you should use as your brand identity.

As an example, we can take a look at the giant successful companies Coca-Cola & Pizzahut using red as their primary color as it provokes users visually & also teases the user's appetite.

Select Right Font Type & Size

Some tips to keep in mind while selecting fonts:

- Font Size- According to the tech giants like Google & Apple, the standard font size should be 12 & it doesn't require zooming in the page screen, also give an eye-comfort for viewing
- Typeface- For standard readability, choose a typeface that fits well in every size.

- **Colour Contrast**- An ideal color scheme will follow the 60-30-10 rules as it distributes the main color, secondary color & accent color in the right proportion. To balance among all the colors designers should follow this rule & also it help to distinguish between the font color and the background color.

Try To Avoid Too Much Information In a Single Screen

Breaking down user activities into small clutter helps your user to easily navigate a page. Adding a few additional pieces of information or actions can make your app clumsy & users can find it difficult to complete a task.

Hence you should follow the principle one action on the one-page rule. In this way, users can easily understand what they should do to step forward or go back to the previous option. You can differentiate the important steps & the less important steps by leveraging different colors & shapes.

Use Clean Tab Bar

Tab bars are essential to every app, especially for functional mobile applications. Tab bar holds the important elements of your app, so designers should be careful while choosing to plan the design of the tab bar.

Having a clean & clear tab bar provide a better user experience. Also, you don't have to be too creative in this section.

Icons are the popular way to design tabs but before using icons make sure your users will have a sense of the tab elements & know the purpose. Otherwise using icons with simple text can be a better option.

Allow Sufficient Spacing & Padding

Smartphone screens are small, that doesn't mean that you have to use small text with less space. By doing this, text & other content can be overlapped over the various device which is visually too much disturbance.

MOBILE APPS

Allowing enough spacing & line height helps to boost user legibility.

As mobile technology is blooming daily, designers must incorporate new trends while developing UX design. As an example, a curved display requires more padding than a general display to avoid unnecessary finger touch. 16pt is the minimum & statement recommendation for padding

With the world at our fingertips, mobile devices have transformed the way we access information, communicate, and shop. The shift to a mobile-first approach is no longer a trend; it's a new digital reality.

Mobile devices account for a substantial portion of internet traffic, and users expect websites and applications to function flawlessly across various screen sizes and orientations. A thoughtfully crafted mobile UX design ensures that users can effortlessly navigate and interact with content, regardless of the device they are using.

Providing a better user experience is the ultimate solution to retain a long-lasting impression of your user. You need to ensure a great mobile UX design that promotes your brand's vision.

In this article, we have mentioned those UX best practices that have been recommended by various UX designers & developers. This will affect your business as a whole with app popularity to get a positive ROI.

Do you need any help related to designing mobile applications with minimal cost? Get in touch with us & know more.

Royex Technologies- the **leading mobile application development company in Dubai** can help you to structure a variety of websites & mobile apps at the most affordable price. If you have detailed requirements for your apps, will give you the exact idea about the app's cost. You can contact us for more information to make an iOS and Android mobile application.

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METAVERSE

Latest happenings in the world of Metaverse

The cessation of a metaverse, a virtual shared space encompassing digital interactions and assets, would trigger a range of implications and consequences. Users who have invested considerable time, effort, and even real-world funds in acquiring digital assets within the metaverse, such as virtual properties, accessories, or in-game items, could find their investments nullified.

This loss could extend to the economic sphere, affecting individuals and businesses that derive income from activities within the metaverse, such as virtual goods trading or content creation.

A significant impact would be felt within the metaverse's social communities, where users forge connections, collaborate, and form friendships. The sudden closure would sever these bonds, potentially leaving users feeling isolated and disconnected.

We discuss all this and more in our first article which lists the repercussions of a metaverse ceasing to exist.

The second article shares how the Metaverse is creating a more sustainable world. With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future.

In the third and final article, we list the best Metaverse platforms to invest in 2023.

METAVERSE

33
WHAT HAPPENS IF AN EXISTING METAVERSE CEASES TO EXIST?

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

37
HOW CAN THE METAVERSE CREATE A MORE SUSTAINABLE WORLD

With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future. Find out how in this article.

41
BEST METAVERSE PLATFORMS TO INVEST IN 2023

This article will discuss some best metaverse platforms and explore the features & potential benefits of investing in metaverse-based projects.

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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, meetups, 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.

> **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**

METAVERSE

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.

Did You Know?

- The global metaverse market is projected to grow from $46.8 billion in 2021 to $280 billion by 2025, at a CAGR of 37.1%.

- The most well-known metaverse platform currently is Roblox, which has over 200 million monthly active users.

- According to a survey by Accenture, 57% of consumers are interested in using metaverse technology to attend live events virtually.

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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.

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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.

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.

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HOW CAN THE METAVERSE CREATE A MORE SUSTAINABLE WORLD

The metaverse will change how we conduct business, seek entertainment & interact with each other. Also, it has a potential impact on enterprise & consumer experience.

So, we wonder, as the metaverse offers countless new opportunities for businesses & enterprises, will the metaverse make us close to a sustainable world?

It is common that when anyone thinks of a virtual world like the metaverse, there is a chance that they don't consider that it can have an impact on the environment.

After all, the metaverse is not a physical thing, but the metaverse indeed has serious implications for the physical environment.

Metaverse offers a sustainable environment, an ideal alternative to the physical world.

The Metaverse has the potential to revolutionise our world by creating a more sustainable and equitable society.

> **The metaverse has the potential to reduce our carbon footprint by enabling people to work, learn, and socialize virtually, reducing the need for transportation and physical infrastructure**

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Using virtual reality, augmented reality, and artificial intelligence, the Metaverse can create a more efficient way of living that reduces our environmental impact.

It can also provide access to resources that are not available in physical locations, enabling us to use better what we have.

With its vast potential for creating new opportunities for people worldwide, the Metaverse can help us move towards a more sustainable future.

Providing an innovative platform for collaboration and creativity can help us reduce our environmental impact while creating economic opportunities for everyone involved.

Through its use of advanced technologies such as blockchain and artificial intelligence (AI), it can create new ways of doing business that is both efficient and environmentally friendly.

The Metaverse also has the potential to revolutionise how we interact with each other by creating immersive experiences that allow us to connect with one another in ways never before possible.

By leveraging this technology, we can create a better future for ourselves and our planet. So, as a creator, user or business owner of a metaverse, it is our responsibility to ensure that we will use it in the most sustainable way possible.

Can the Metaverse Actually Improve Sustainability?

There is no doubt that the metaverse is inherently sustainable by encouraging users to use virtual tools to replace physical objects.

Starting from virtual events to buying metaverse clothing, all these activities will lead to less usage of the actual environmental resources.

The immersive nature of metaverse experiences will surely help us to overcome user behavioural barriers to climate action. As metaverse offers alternatives to physical goods, hence resulting in sustainable benefits.

Through metaverse, it can be possible for customers to shift their budgets for certain products to sustainable virtual options.

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Thus it requires fewer resources to create and contributes less waste. For the fashion industry, it can be a significant development that helps to reduce overproduction & overconsumption.

Some other contexts of sustainability of metaverse are described below:

- One of the most promising benefits of the metaverse is conducting virtual meetings. Because of the pandemic, air travel accounted for 2.5% of global emissions. Virtual meetings and offices can help make Metaverse a more sustainable world by reducing our carbon footprint, reducing travel expenses, and increasing efficiency. By utilising virtual meetings and offices, we can make Metaverse a more sustainable world and efficiently reduce our environmental impact while connecting with people from around the globe.

- For sustainability, another greatest benefit can be using advanced technology to identify & implement carbon reduction. Leveraging digital twin technology, it is possible to reduce air pollution & carbon emission by integrating a larger set of data on various factors.

- For product design & prototyping, the metaverse plays an important role. Design & prototyping products are highly waste intensive & time-consuming as well. So, designers can easily incorporate metaverse to review earlier stages of product development, which leads to reduced waste for production & distribution. For example, Haptic gloves by Meta will make you feel like you are holding any objects in the metaverse, where the soft motors of the gloves will let you fill the texture, size & weight of that product.

- Cryptocurrency will lead the Metaverse e-commerce. Hence, it can make the biggest challenge towards metaverse sustainability. These cryptocurrencies consume 60% more energy than card transactions. To reduce this effect, there are more green cryptocurrencies worldwide which are emerging and trying to use energy efficiency by applying for carbon credits, also by switching to increased use of renewable energy. Moreover, cryptocurrency can help reduce environmental impact by eliminating the need for paper money and reducing energy consumption associated with mining cryptocurrencies.

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- Energy consumption and carbon emissions are two of the most pressing issues of our time. As the world's population continues to grow and energy demands increase, finding ways to reduce energy consumption and carbon emissions are becoming increasingly important. The Metaverse is no exception. The increasing need for cloud gaming, & higher demand for hi-res images for VR and AR leads to the increasing amount of energy consumption of data centres and, consequently, carbon emissions. Power companies are already addressing this problem & trying to reduce this by adopting renewable energy & increasing energy efficiency.

To make the Metaverse a more sustainable world, it is important to understand the sources of carbon emissions and how to reduce them. By doing so, we can ensure that our virtual world remains healthy for generations to come.

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.

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BEST METAVERSE PLATFORMS TO INVEST IN 2023

Rebranding Facebook to meta has made a significant impact toward a metaverse-centric future. The metaverse is an immersive 3D virtual environment where people can interact with each other and share ideas.

It's a space where people can explore their thoughts and imagination by creating their own worlds and realities. The metaverse is becoming more popular as we approach the web 3.0 world.

For enterprises & businesses, it will be the biggest challenge to introduce their venture on various metaverse platforms.

Evaluating the existing metaverse platforms can help us understand how the metaverse can be a frontier & revolutionize the future of digital services and solutions.

There are many reasons why enterprises should keep an eye on the top metaverse platforms- an immersive experience that is offered by these platforms is unmatched.

> "
> **Evaluating the existing metaverse platforms can help us understand how the metaverse can be a frontier & revolutionize the future of digital services and solutions** "

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They provide a new way of interacting with customers and employees & offer a new way of thinking about the future of the company. With technological development, it has become easier for enterprises to explore and adopt new platforms to help them make their business more competitive in the market.

This article will discuss some best metaverse platforms and explore the features & potential benefits of investing in metaverse-based projects.

Top Metaverse Platform To Invest In 2023

MetCity

Metcity is developed to give customers a unique metaverse experience. Like other big cities, Metcity is designed with all modern facilities, such as shopping malls, art galleries, cinema halls, parks, museums, gardens, etc. Unlike other metaverse platforms, the avatars & the other surroundings will be more lifelike.

Meta Mall is a four-storied shopping mall where popular brands can store it as NFTs. The stores will be available on the popular NFT marketplace, OpenSea.

Users can buy products via cash/card/crypto. Apart from that, Metcity includes features like art galleries- users can have a walkthrough of the city, which is filled with surprises.

Metcity art galleries will provide a real-world experience to the users & it will cost a nominal fee for the artist to showcase their art. On top of that, Metcity includes events or concert venues where you can invite your friends & have fun.

In Metcity, there are designated zones with purposes like housing zone, business zone & concert zone. Users can purchase empty lands with restricted house usage, like building houses or playgrounds.

In short, Metcity will be the next business hub of a modern city developed on the metaverse.

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Decentraland

Decentraland is one of the oldest & top virtual platforms with numerous potential. Decentraland is the first ever blockchain-based virtual reality platform powered by a decentralized economy.

It is more than just a game; it's an immersive 3D world where you can conduct conferences, play games, and trade virtual products in marketplaces. It is a huge metaverse platform that invests in virtual land.

The land ownership is recorded on the Ethereum blockchain. Here, lands are structured as digital assets or NFTs.

As users have full control of the environment, they can build anything for playing & living. Users can buy land using its native token called MANA.

Decentraland is designed as DAO(Decentralized Autonomous Organization), which means users can actually own the platform & they can vote on governance proposals on elements like treasury distribution or UI changes.

The Sandbox

The Sandbox is a digital gaming world where users will be able to create and sell digital content within the game through SAND - an in-game token or currency and is developed on the base of the Ethereum blockchain network.

Users can acquire SAND by participating in the platform's games and competitions or buying cryptocurrency exchanges such as Binance. Sandbox is famous for its security & stability.

It also provides a decentralized NFT gaming experience based on the Ethereum blockchain. Players are allowed in Sandbox to create, sell, purchase, and monetize virtual reality NFTs.

Sandbox is a single-layer Metaverse platform divided evenly into a grid. All the lands are the same size, and users can combine their plots to generate bigger places. In this gaming ecosystem, creators build & monetize their 3D voxels & develop the gaming experience.

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Axie Infinity

Axie Infinity is a blockchain-powered game based on NFTs. This metaverse platform is a little bit different. You will be welcomed by flying robots, beasts & hammer-wielding mutants.

It actually combines a gameplay environment of a creature-centric world & a chance to earn something. It is a gaming universe platform where players can breed digital pets named Axis. These creatures are designed as NFTs.

Players on this platform trade the Axis within the metaverse. They can use their virtual pets to build, expand & defend their universe during wars or battles.

Using the native token AXS, players can buy and cash out ajolote-inspired creatures. Moreover, on this platform, beginners level players must complete quests to acquire experience & advanced levels, and players can declare wars against them.

The difference between Axie infinity & other traditional game is that players can create a blockchain-based economy within this platform. Whenever players get to a higher level, they can enjoy a certain amount of benefits from that ecosystem.

Cryptovoxels

Cryptovoxels is a popular Ethereum blockchain-based metaverse platform. It is considered one of the top metaverse platforms supporting various NFTs. It offers virtual gaming space which is usable on PC.

Apart from that, users can organize regular virtual events easily. On the other hand, users can create their own virtual lands, like metaverse real estate & put them on sale.

Empty virtual lands can be leveraged for art galleries, collaboration spaces, streets & other purposes. Cryptovoxels is one of the popular platforms for trading NFTs, which includes multiple digital collectables.

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RobotEra

RobotEra's ecosystem is similar to Sandbox's virtual ecosystem. $TARO is its in-game token which is powered by the ERC-20 protocol.

It has already started its presale on Nov 22 to buy the TARO token. RobotEra is offering its user to join the TARO planet virtual environment, which is the most promising metaverse project to invest in.

Here users can participate as Robots- treated as NFTs. These robots are minted as ERC-721 smart contract protocols. The TARO planet combines seven continents where users can leverage the robots to explore.

Users can use the planet to build villas, magnificent underground places & anything they want. The lands of the planet are also considered NFTs. Users can purchase Land to build structures, mine for resources, and create new NFTs.

MetaFluence City

It is an influence-driven metaverse platform. On this platform, citizens can showcase & sell their NFTs, organize virtual events, create a Metacommerce shop, own virtual properties, and share properties as neighbours of any popular brands & influencers.

This decentralized web 3.0 platform offers users Metaverse Land plot that owners can convert into a metahut or sell as NFT in any virtual marketplace. Metafluence includes METAHUT, a metaverse residence for accommodating event rooms, shopping rooms, NFT rooms & other activities.

METO is the native currency used to purchase, make transactions, buy/sell virtual lands/properties, event tickets & services, digital collectables & Metafluence assets. You will find popular influencers like Darry! Boo, who are ready to showcase their NFTs in their residence.

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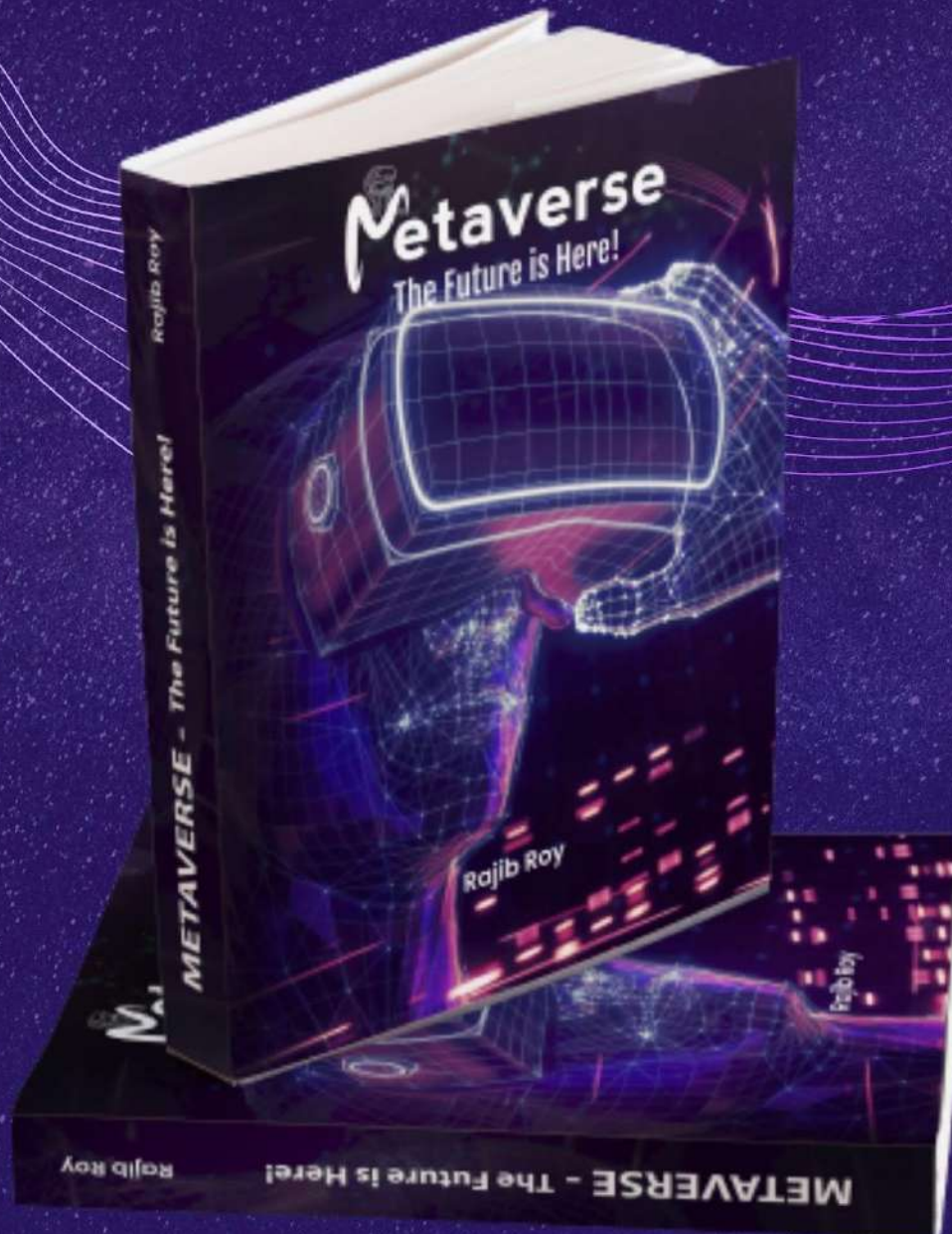
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The Future Is Here!

By Rajib Roy

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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