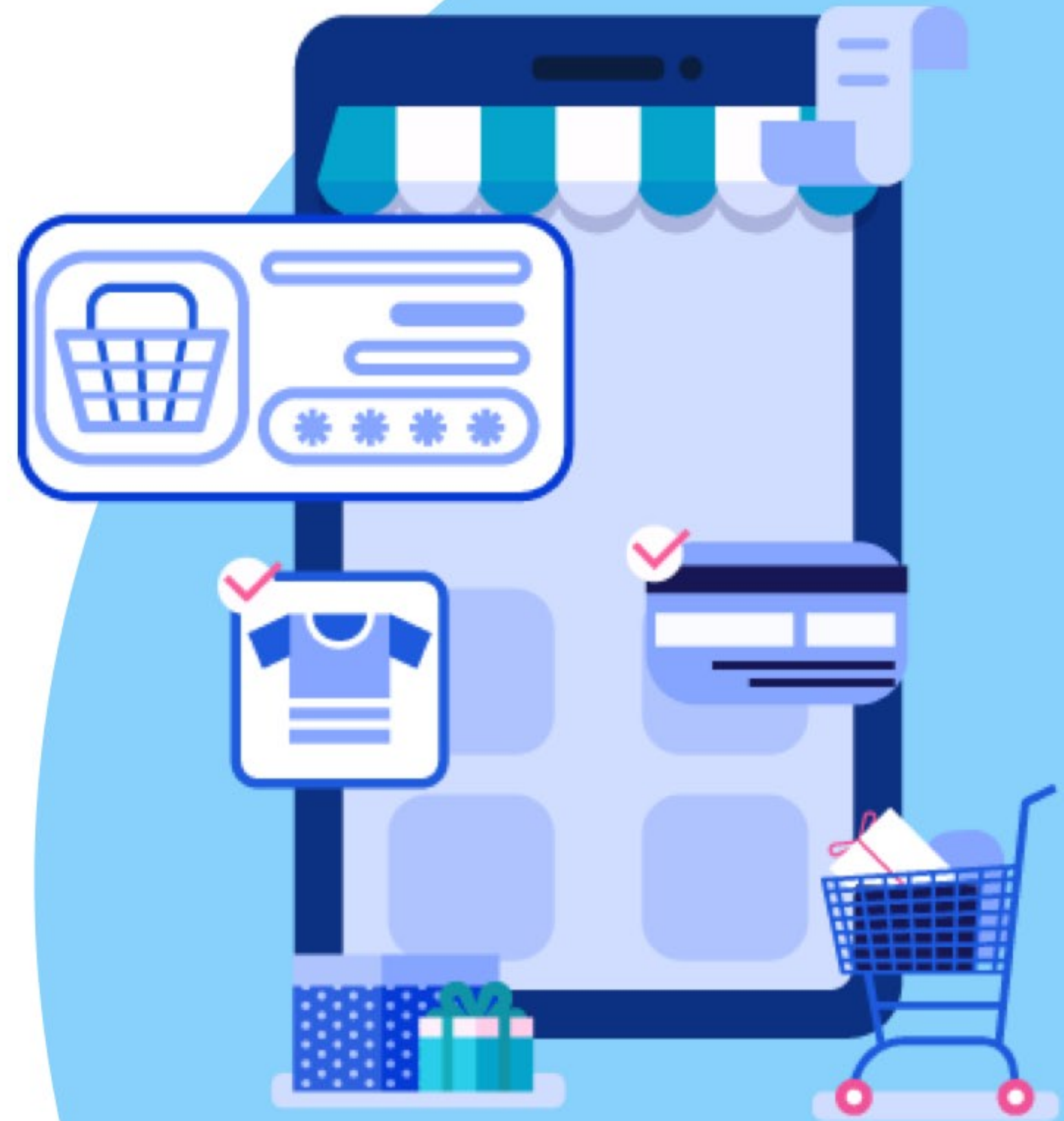


An Exclusive Guide to **M-Commerce.**

Mobile phones are undeniably the closest gadget to people. The popularity of mobile phone makes m-commerce the perfect platform to interact with target segments. Chances are that you are reading this blog on your smartphone. If not, your phone is right next to you.



It's a Crazy World

We are addicted to our mobile phones. 90% of the text messages are read within 3 minutes. Not to forget that 68% of people sleep with their phones. It's a crazy world.

Statista reports that the number of mobile phones increased from 4.15 billion in 2015 to 4.57 billion in 2018. The number is expected to cross 4.78 billion in 2020. It's clear that more people will come under the umbrella with every passing day.

The rule is simple. Very simple. You reach potential customers in their comfort zones. Brands conduct in-store branding to target customers right before the purchase. Targeting avid social media users via television isn't a great strategy, right?

The key is to interact on the platform of their choice.

The key is to interact on the platform of their choice. Thus, all the chaos about m-commerce is worth paying attention to.

This guide details the importance of m-commerce. It plots the urgency to shift towards a mobile commerce solution that takes your business to new horizons.



What is M Commerce?

It wasn't long ago when the internet took over almost every aspect of life, let alone businesses and industries. A shift from traditional brick and mortar businesses to online shopping emerged, lovingly called e-commerce.

E-Commerce platforms allow consumers to buy products and services via online channels, such as websites. The convenience of shopping from the comfort of your home made e-commerce the next big thing. Thus, the rapid growth of small and medium-sized online businesses

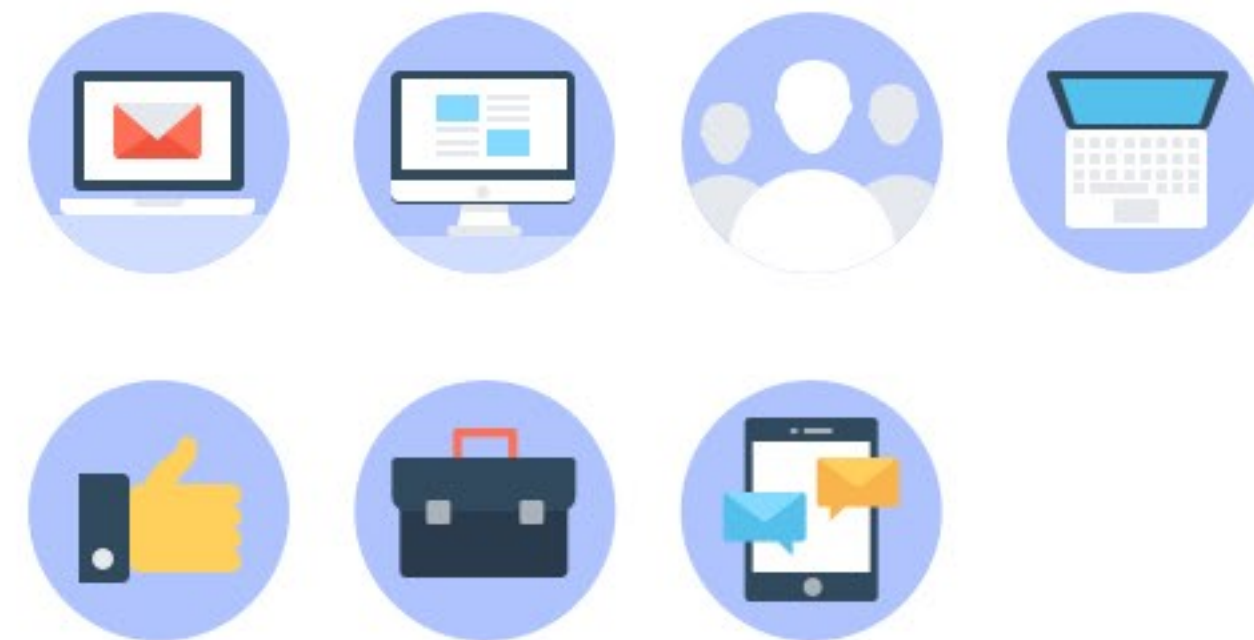
Online Marketing.

However, soon mobile phones overshadowed desktops. The percentage of website traffic escalating from mobile phones drastically increased in the last few years. Statista quotes 10.7% of mobile-driven website traffic in 2012 heightened to 52.2% in 2018.

With the rapid growth of mobile phones, e-commerce platform revamped itself into an unbelievably convenient deal; the m-commerce!

M-commerce is the buying and selling of products and services via wireless network technologies. The wireless devices include mobile phones, tablets, and so on. M-commerce solutions let you conduct commercial transactions via mobile phones. It makes it easier and faster to acquire products.

E-commerce platforms let you buy and sell online. Now m-commerce levels up the game by allowing you the same via mobile phones. We won't be wrong in saying that m-commerce is e-commerce via mobile phones!

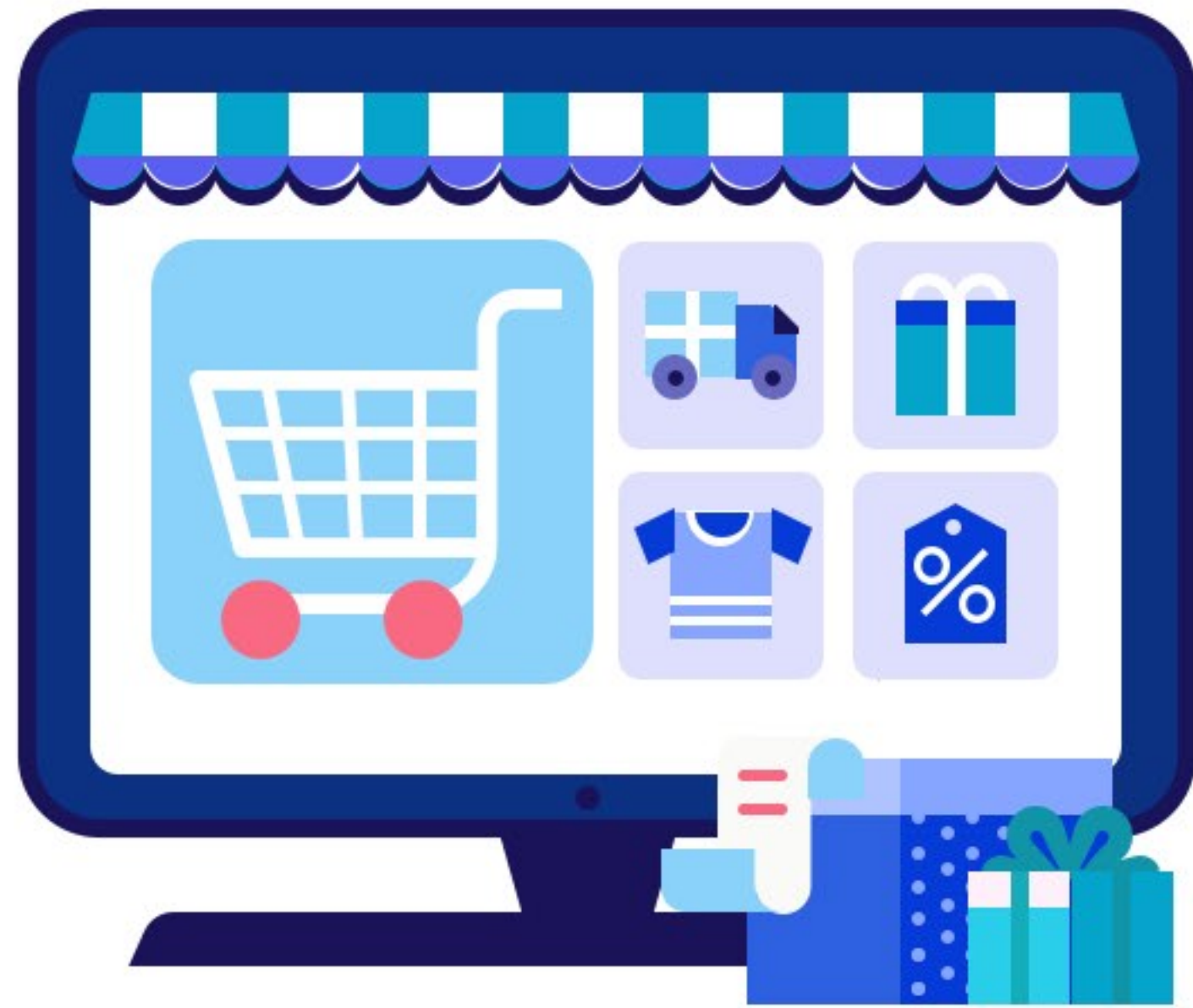


The m-commerce platform goes beyond retail shopping of apparel, gadgets, and other consumer products, as otherwise believed. When we are talking about m-commerce, we are referring to multiple dimensions of the platform, such as:

- Financial transactions
- Mobile payments
- Brokerage services
- Delivery of information
- Traffic updates
- Activities nearby
- Ongoing sales
- On-demand business solutions,
and so on



How is **M-Commerce** Different from **E-Commerce**?





There is a mobile app for almost anything you may want to do, any situation you confront *Jacqueline Mao*

They are both online and digital, yes. But they are not the same. Often companies believe having an e-commerce platform is enough because oh, we are on the digital platform.

They are both online and digital, yes. But they are not the same. Often companies believe having an e-commerce platform is enough because oh, we are on the digital platform.

Here are some of the reasons why it's time to revamp your e-commerce platform into a smart m-commerce solution platform:

- Higher accessibility to users
- More consumer insights
- Time and location bound promotions

M-Commerce is Accessible Everywhere, Even in the Loo

E-commerce refers to online shopping via electronic commerce. Most e-commerce activities are conducted via laptops and desktops. M-commerce refers to online shopping via mobile phones and tablets.

Since mobile phones and tablets are mobile, the m-commerce solution goes everywhere the user goes. For example, a user can shop during a long bus ride, on the mountains, before going to bed, or even in the restroom.

On the contrary, e-commerce is less accessible as it's less mobile. It's online, yes, but it requires your desktops and laptops, which aren't always with you.

M-Commerce Knows the User Well.

Mobile phones know the user best, as the two share an unbreakable bond. Hence, a user's preferences, interests, and choices are best understood from his mobile phone than the desktop.

Artificial Intelligence can deduce valuable insights from the user's mobile phone. AI knows user's most active hours, frequently purchased items, payment methods preferred by the user, and so on.

This information will help the m-commerce solution customize promotions, giving users exactly what they want. Thus, higher customer satisfaction.

M-Commerce Interacts with the User at the Right Time and Place

A mobile commerce app can remind the user to visit the store, as soon as he enters the mall. The m-commerce solution knows when the user is free for some research. Therefore, it may push a relevant blog at the users' usual scrolling time.

Location and time-specific content ensure higher user engagement. The user receives information when and where it is of the highest utility.

On the contrary, e-commerce solutions have limitations. They cannot reach out to the user whenever and wherever required.

E-commerce was a breakthrough, moving from traditional to online. But m-commerce is the game changer, revolutionizing the shopping experience completely.

What are the Types of M-Commerce Solutions?

The term mobile commerce is widely applicable to various transactions and processes. Listed below is a summarized categorization of m-commerce solutions:

- On-Demand Businesses
- Mobile Banking
- Online Shopping
- Online Payments

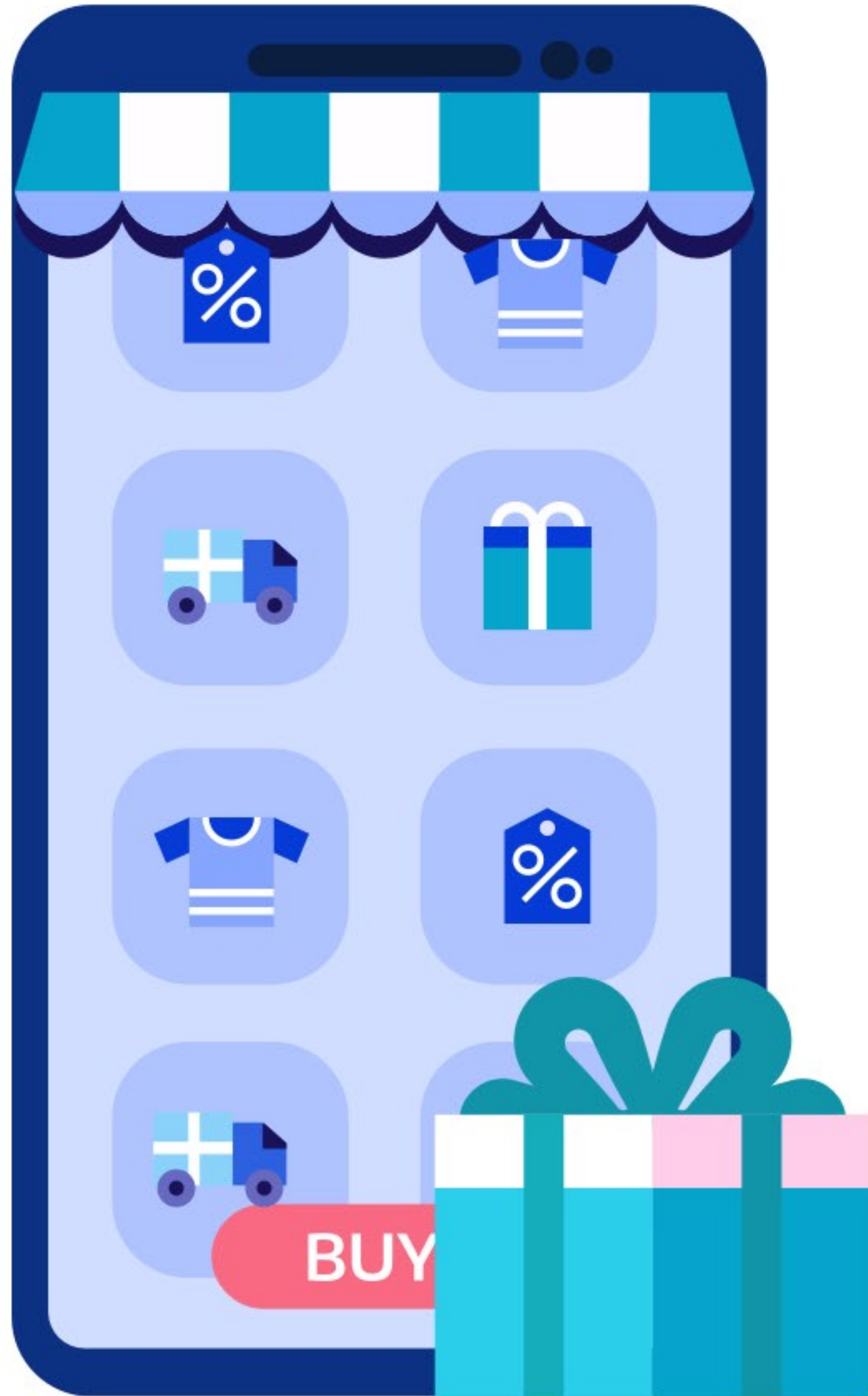
On-Demand Businesses

On-demand businesses are on the go after the launch of Uber. The mobile-based on-demand solutions allow customers to order and receive products and services; at the time and place of their convenience. The on-demand businesses constitute a major chunk of m-commerce solutions.

Mobile Banking.

M-commerce lets users carry out banking transactions through a dedicated website or application. Although it isn't poles apart from online banking, some transactions are restricted to mobile phones. It's available all around the clock for payments, transfers, deposits, and more.





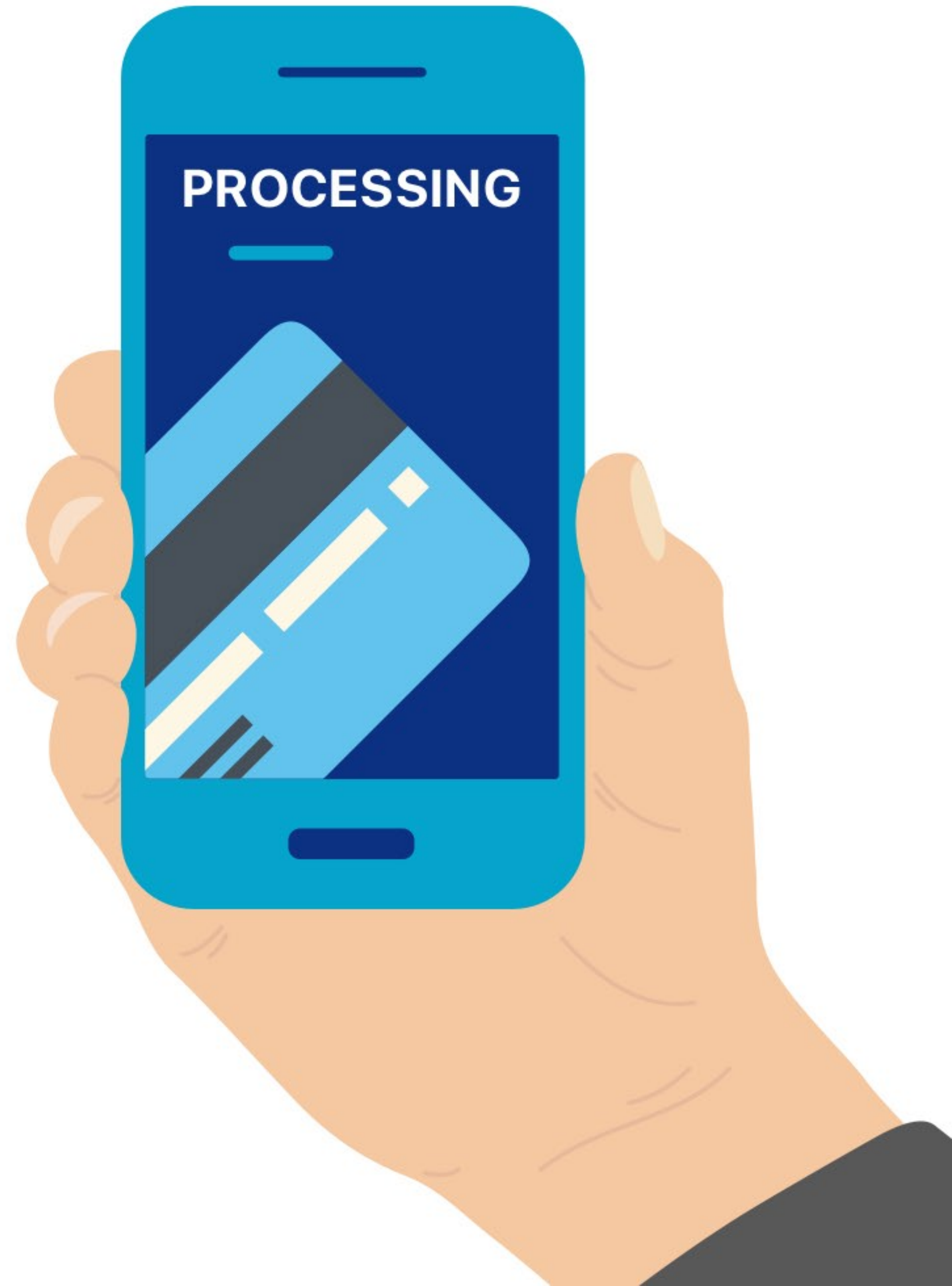
Online Shopping.

M-commerce solutions revamped the shopping experience and took it to the digital world. Now people can shop from anywhere in the world, in one click. It allows startups and small-sized sellers to access potential customers from across the globe. It helps sellers with limited resources and exposure.

Mobile Payments

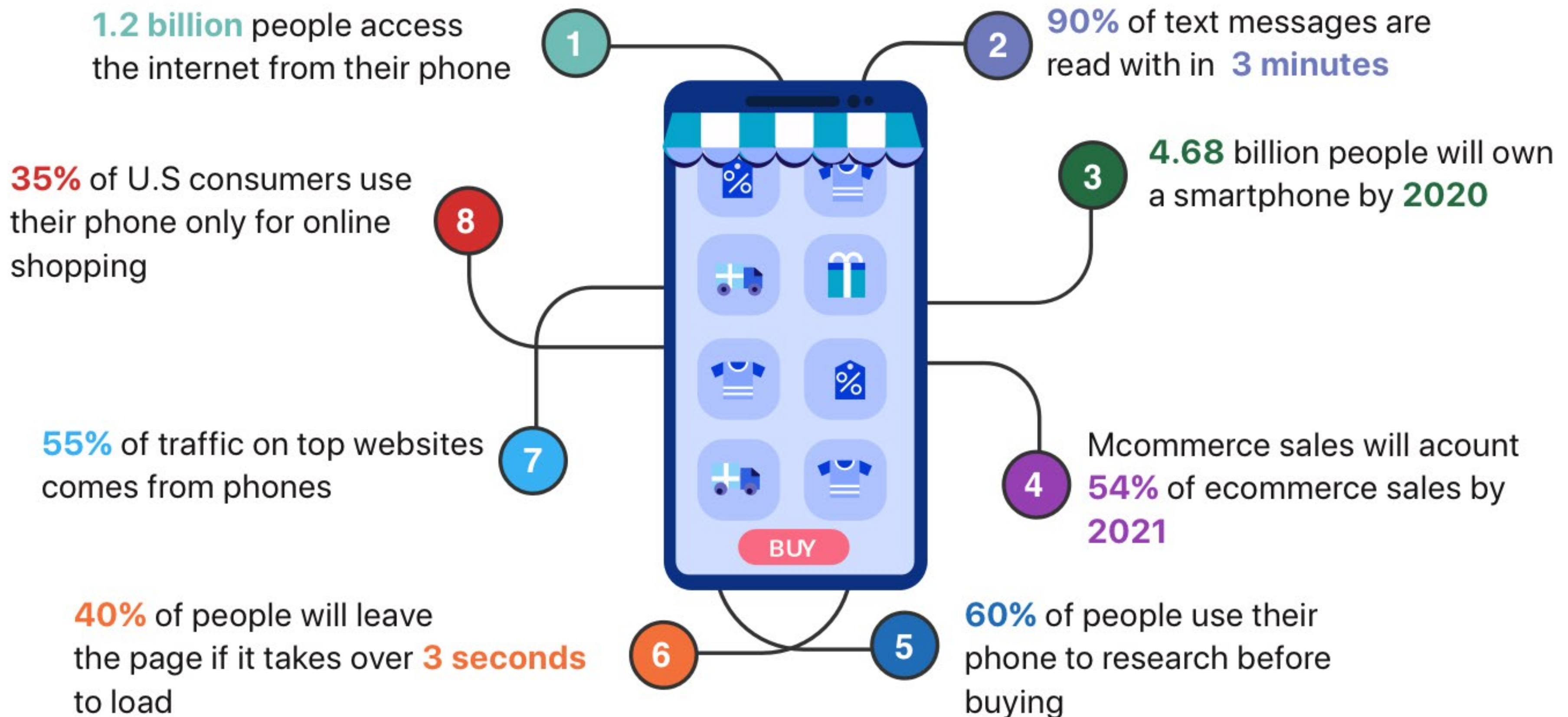
M-commerce allows users to pay for their shopping and other purchases through a range of options.

Mobile commerce solutions are popular for all the right reasons. It offers unmatched convenience and provides valuable insights to consumers' buying behaviours. M-commerce boosts shopping experiences, simplifies the shopping process, and so on.



How is M-Commerce industry Performing?

The m-commerce industry has tremendous potential for infinite growth in the coming years. Mobile phones are becoming smarter and closer to users. Thus, addition promises a bright future for mobile commerce.



The global m-commerce market is expected to cross a compound annual growth rate of 24.41% for 2018 to 2023.

The performance of the mobile commerce industry depends on the growth of mobile phones. Shopify merchants experienced 66% of the sales from mobile devices and the stats are expected to boom in 2019.

Listed below are some key stats that are unignorable:

- The smartphone is amongst the fastest adopted technologies in the world
- More than 77% of the American population owns a smartphone
- Over 1.2 billion use their mobile phones to access the internet
- An average American checks their smartphone over 150 times a day, spending over four hours
- 40% of people use their mobile phones to research before buying a product
- More than 80% of shoppers search product reviews, compare prices or find other stories using a mobile phone during retail shopping
- M-commerce sales on Cyber Monday and Black Friday crossed \$2 billion in 2018
- Over 61% users are likely to purchase from apps that customize information as per their preferences

Here are some interesting m-commerce trends to look for this year:

- Geofencing
- Chatbots
- Voice Search

How Geofencing will Transform M-Commerce?

- Geofencing exploits Radio Frequency Identification and Global Positioning System to set geographical boundaries. Companies may use web-based applications that define boundaries by latitudes and longitudes. Most companies use Google Earth that defines boundaries via satellite views.
- Geofencing allows companies to set up promotional messages or schedule posts when a user enters the defined geographical boundary. Timely promotions stimulate the customer's desire to purchase.
- For example, Ben receives a 20% for his favourite shoe store as soon as he enters the Lynnhaven Mall. Chances of Ben availing the discount are higher than if he received the discount on a lazy Monday morning.
- Also, promotional messages can be time-bound. For example, Ben could avail the discount within two hours only. All the more reasons for Ben to feel the urgency and make the purchase. However, it requires an active internet connection and enabled GPS.
- Geofencing is ready to revolutionize the m-commerce industry with time-bound and location-bound marketing.

How are Chatbots Encouraging M-Commerce?

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- Artificial Intelligence has leveled up Chatbots. Siri and Alexa are a great example of the chatbots' glory. Netflix's mobile app recommends you which shows to binge watch based on your previously watched shows.

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We want to add richness to these bots, so it's not just text bots. We want to have animation, we want to have videos and we also want to have holograms



Satya Nadela, Chief Operating Officer at Microsoft



How Does Voice Search Popularize A Mobile Commerce Solution Platform?

Every one of us has asked Siri to send a message or help find the location. It's easier to talk to Siri and ask her for the direction while driving the car. M-commerce apps are utilizing voice recognition to boost customer engagement par excellence.

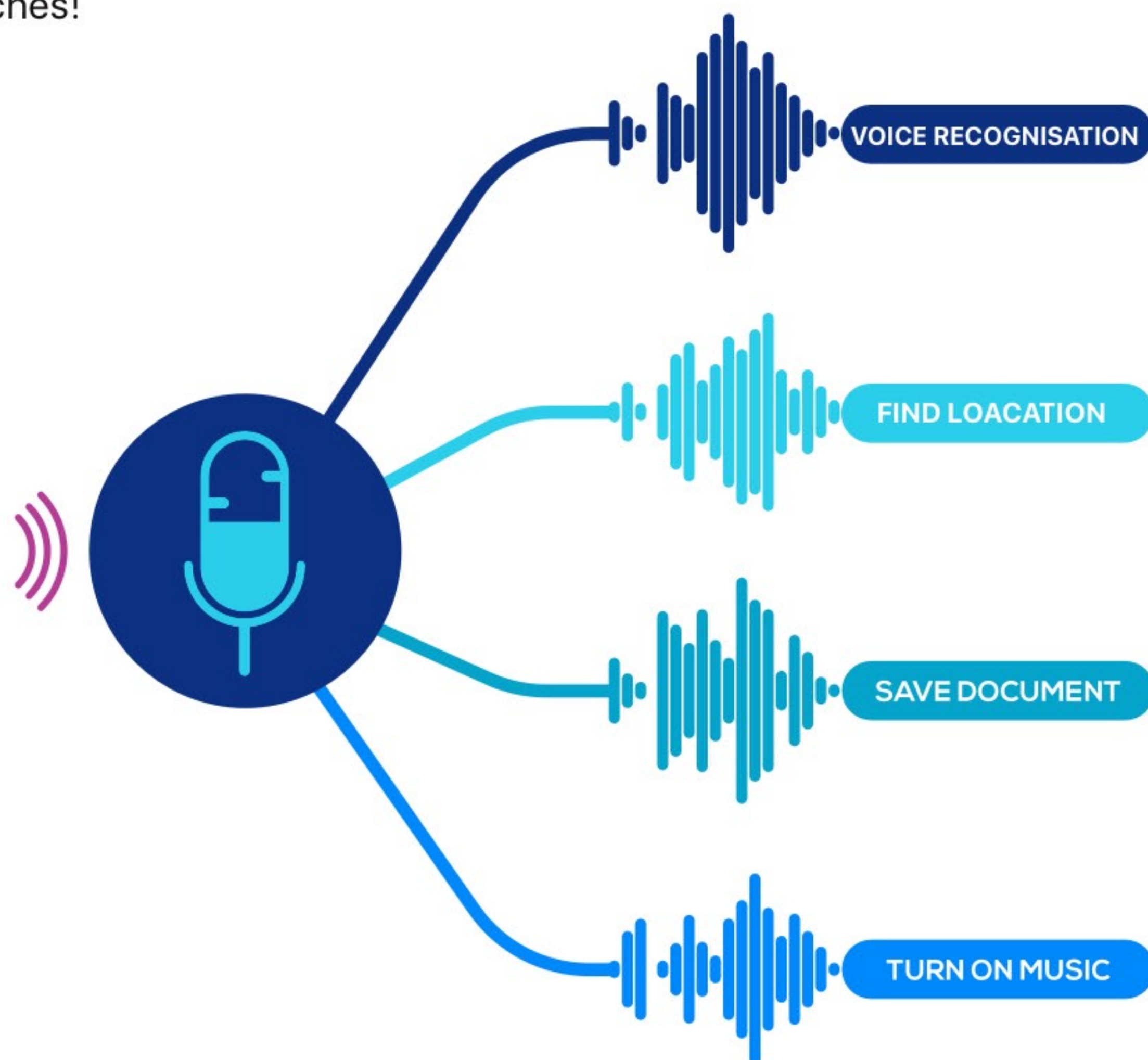
Voice recognition is amongst the most trending features of m-commerce solution platforms for 2019. Users are adopting voice searches and the dependency on digital assistants is booming. Imagine, not having to type anymore because your app can hear you.

As the user gives a voice command, the voice recognition activates, capturing the input via the microphone. The input is processed by the software, converting it into text. However, the application's code source must be optimized properly to perform the tasks immediately.

Language is a major barrier in the massive adoption of voice searches. Your m-commerce app must recognize the regional language spoken in the geography. For example, an m-commerce solution in the United Arab Emirates must recognize Arabic.

Also, the app must be comfortable with dissimilar accents. Google's API supports various accents for it contains gigabytes of speech-recognizing data.

Recently, the Times of London reported an African grey parrot, Rocco, using Amazon Alexa to shop online. The parrot orders ice creams and watermelons. He even ordered a kettle. Exactly, that's how convenient it is via voice searches!



What are the Benefits of Adopting M-Commerce



The growth and progress of m-commerce solutions is an attraction for business enthusiasts, for undeniable reasons. The industry is rapidly growing and the market revenue is hiking tremendously.

But, should you invest in an m-commerce solution platform? Is an m-commerce platform good for your business?

This section discusses the benefits of exploiting m-commerce for your business including:

- High-End Convenience
- Unlimited Payment Options
- Strategic Customer Relationships
- Tailored Content for Customers
- Faster Shopping Process
- Reduced Costs
- Better Shopping Experience

How Does M-Commerce Make Shopping Convenient?

Mobile phones are the closest to people than any other device. You spend more time scrolling through your phone than on your desktop. Unlike desktops that are used for professional work as well while mobile phones are more personal. Thus, the right platform for shopping and other retail activities.

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My cellphone is my best friend. It's my lifeline to the outside world



Carrie Underwood, American Singer and Songwriter

With m-commerce solutions, people don't need another device or extra efforts for shopping. Every product is right there, accessible from the palm of your hands.

M-commerce includes everything that e-commerce offers with added convenience and comfort. It's a win-win!

What are the Payment Options in M-Commerce?

M-commerce solution platforms offer a range of payment options, adding to the convenience. Customers can pay for the products via their credit cards, debit cards, PayPal, Apple Pay, Amazon Pay, and other options.

Most businesses offer cash on delivery as well, allowing customers to shop without any worries.

One-click payments have taken m-commerce to the whole new level. Now, customers can scan their cards, saving them the trouble of manually adding information. Once the card is added via scanning, a mere confirmation will place the order.

Similarly, mobile commerce platforms allow financial transaction for multiple purposes. People can pay their utility bills, transfer money online. All this is done from the very phone used for communication and entertainment.



How Does M-Commerce Boost Customer Engagement?

M-commerce connects with people in their comfort zones. One example is the extensive utility of push notifications, customizing offers for individual customers. The mobile phone is the closest to the users. Thus, businesses will exploit valuable insights thus gained.

If Bob usually shops after midnight, you can push a deal around that time. If Karen prefers shopping before lunch, you can send her a discount code by then. M-commerce solutions can cater to individual customer preferences, boosting customer engagement.

Artificial Intelligence will reveal users buying pattern such as purchase time. It will help businesses reach customers at the time of their convenience.



How Does M-Commerce Deliver **Tailored Content?**

A mobile phone stays with the user almost all the time and knows him like a best friend.



The mobile phone is used from when you get up in the morning and I soften the last thing you interact with at night



Jan Chipchase, Creative Director at Frog Design

The mobile phone knows when the user is active, scrolls through his social media, watch videos, and so on. The mobile phone knows the user's favorite color. It knows which designers the user drools over. The mobile phone knows literally everything.

Thus, the user's data is utilized by m-commerce solution platforms, offering exactly what the user needs. Looking for red pants? Here is 10% off on our fast-selling red pants!

How Can Customers Shop Faster with M-Commerce?

M-commerce solution platforms decrease the steps required to complete a purchase; hence, reducing the shopping time.

The store has well-defined categories so customers can directly land to the desired product. Furthermore, the product is added to the shopping cart in a single step, directly leading to the checkout.

M-commerce lets users create accounts on the platform. It stores the billing address, payment details, credit card details, and so on. Thus, saving the trouble of entering information every time. (Of course, the data is secured).

Amazon's one-click is almost too convenient – I got home the other day to find a guitar in the hallway my ten-year-old had bought on my phone when I wasn't looking



Rob Thurner, Manager Partner at Burn the Sky



How Can M-Commerce Reduce Your Costs?

M-commerce platform massively cuts down your marketing and research costs. As a cherry on top, it stimulates personal selling, reducing the costs of mass advertising.

For example, it lets you personalize marketing campaigns and messages for individual customers. Instead of forcing people to purchase, it lets you give them exactly what they need – at just the right time. Exciting, yeah?

So, no more running crazy campaigns on traditional channels that are most likely to be skipped. Save money, play smart.

Also, it saves you the trouble of conducting enormous researches on the target segment. Let's face it. Traditional researches are now redundant for their limited applicability and difficulty in conduction.

M-commerce solution platforms provide valuable and relevant insights that actually help boost the business.

How Does M-Commerce Provide a Better Shopping Experience?

M-commerce solutions successfully exploit key smartphone features. Users are familiar with their phones, thus, scrolling through the app is easy.

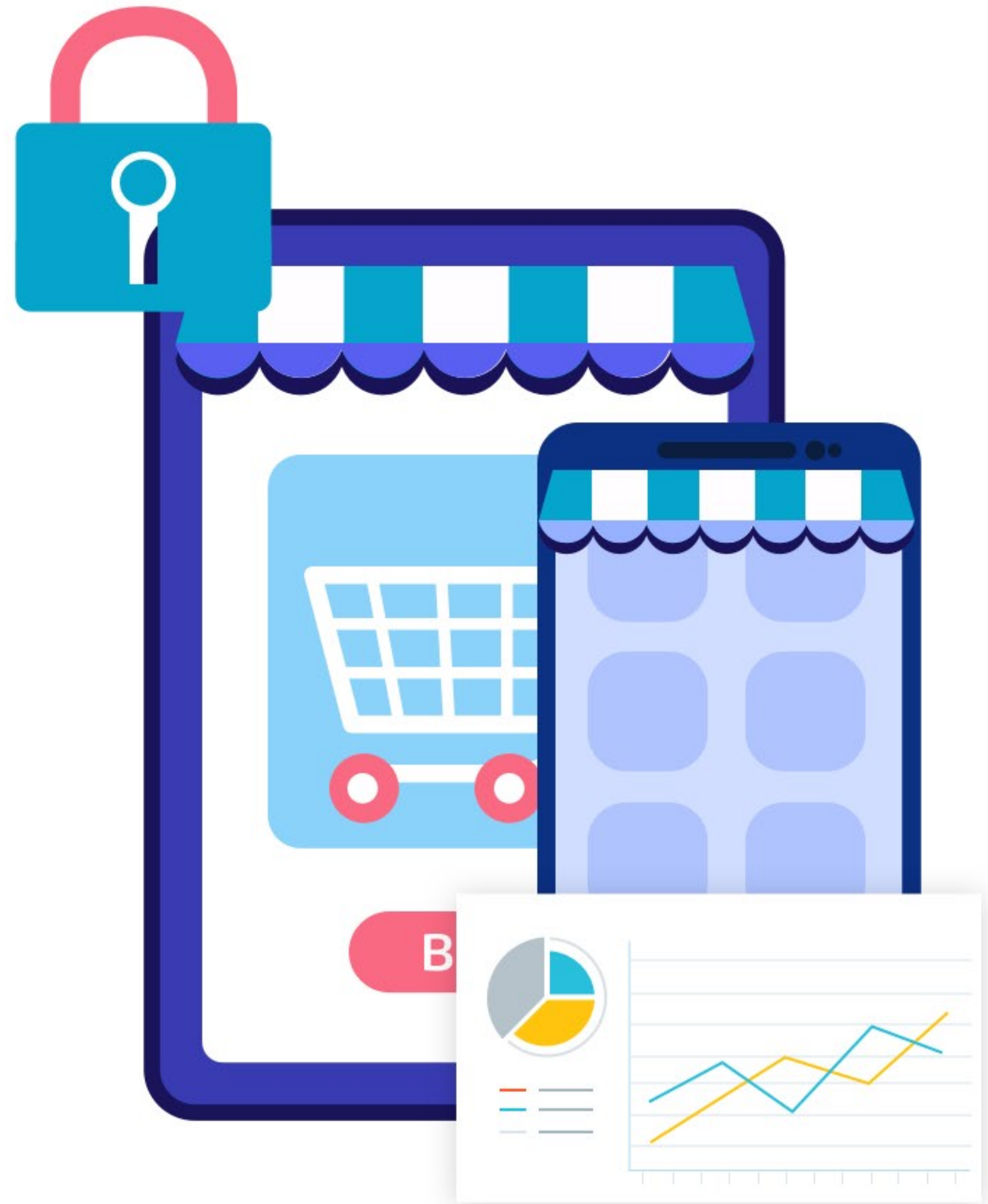
An m-commerce platform uses the phone's built-in camera to scan codes, upload pictures for references, and so on. Ray-Ban uses the phone's camera for its try-on feature. Using virtual reality, users try the glasses to see which fits the best.

Similarly, the mobile phone's GPS system is used for recommending nearby outlets. For example, users can immediately look for nearby McDonald's outlet through its on-demand app. Thus, it is easier to locate an outlet while travelling.

Familiarity with mobile phones makes the shopping process simpler and easier. Moreover, it incorporates the user's preferences, scrolling behavior, and other characteristics into the app. So, maybe, an m-commerce solution looks different for each user. Exiting, no?

With changing tech dynamics, a loud call for m-commerce solutions is difficult to ignore. It's user-friendly, cost-effective, and what not.

What are the Challenges of Adopting M-Commerce?



It's not a harmless celebration, after all. M-commerce solutions raise various concerns that require attention. Before hopping on the bus, explore the hurdles that your mobile commerce platform holds for your business.

Discover the challenges of m-commerce that may or may not influence your business

- Device Diversity
- Limited Screen Space
- Mobile Payment Security
- Distractions on the Phone

New Device's Launching Every Day

Mobile phone manufacturers are releasing new models almost every day. Each phone has different hardware, software, screen size, processing speed, and so on. Thus, the m-commerce solution requires constant upgrades for compatibility with freshly launched devices.

It's a major challenge for m-commerce owners. Indeed. You cannot change your m-commerce solution every day, for obvious reasons. It's costly, risky, and super confusing for the users.

Small Screen Size.

Mobile phones are way smaller in size than desktops and laptops. Thus, your m-commerce platform requires smart and immaculate designing.

It means that you cannot place too much information that suffocates the screen. Instead, give the most important details while focusing on the visuals.

Let's say, you can include pictures of a product from different angles. Keep the textual information, such as product features and availability, minimal. This layout will maintain an organized feel while giving in all important details.

Again, optimizing it for multiple devices is a challenge. You require an experienced m-commerce development company with extensive experience in the field.

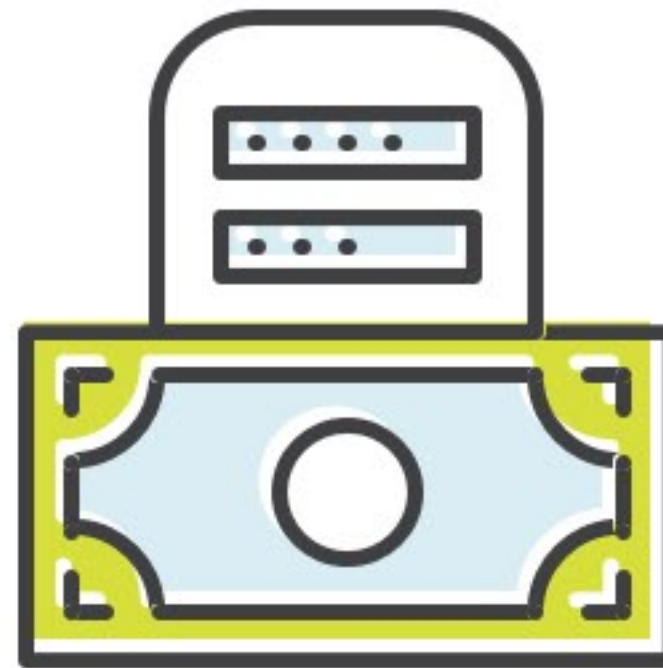
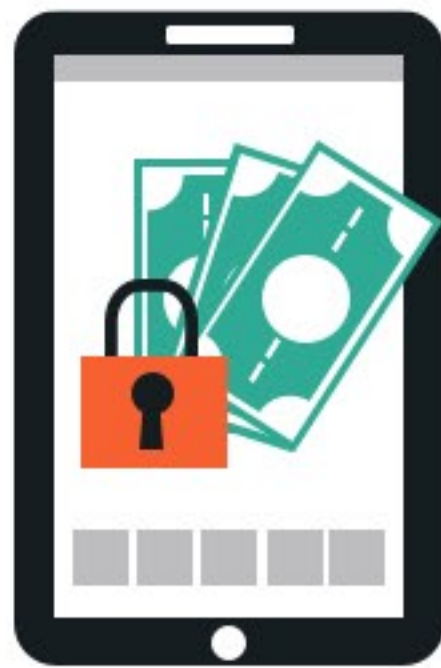
Security Concerns.

Perceived risk in mobile shopping is a major challenge for m-commerce solutions. People are reluctant to pay online, fearing their data could be exploited. Therefore, may or may not enter their credit card details.

The paranoia with wireless devices is long embedded in consumers. Research shows that people are less hesitant to buy products of smaller value. However, very few trust mobile commerce solutions for expensive purchases.

You need to build trust and reliability of your m-commerce platform. Therefore, convey your security model and standards.

This, I believe, will take some time to resolve. However, it isn't a hopeless situation.



Distractions on Mobile Phone.

Customers are doing a lot of things on their phones at a time. Chances are that a user is on a call while scrolling through your website or app. Or, a customer is comparing your products with that of five other sellers in a different tab.

You can suppress the hurdles by trusting a reliable mobile development company that means the business. Therefore, its expertise will allow you to successfully address these concerns and completely utilize the m-commerce platform like it's meant to be.

If not, he might get a call in the middle, unintentionally aborting the shopping mission. Users are easily distracted on their mobile phones, with so much going on the device. Thus, all the more need to engage the customers.

With mobile phones overshadowing all other gadgets, tech geeks are actively working on resolving the concerns.

How to Develop a Success Guaranteeing M-Commerce App?

Good design, exciting features, and you are all set to go!

Discover the essential features of an m-commerce app that is destined to succeedzz

- Sign Up and Log In
- Shopping Cart
- Add to Favorites
- Payment Options
- Wallet
- Order Tracking

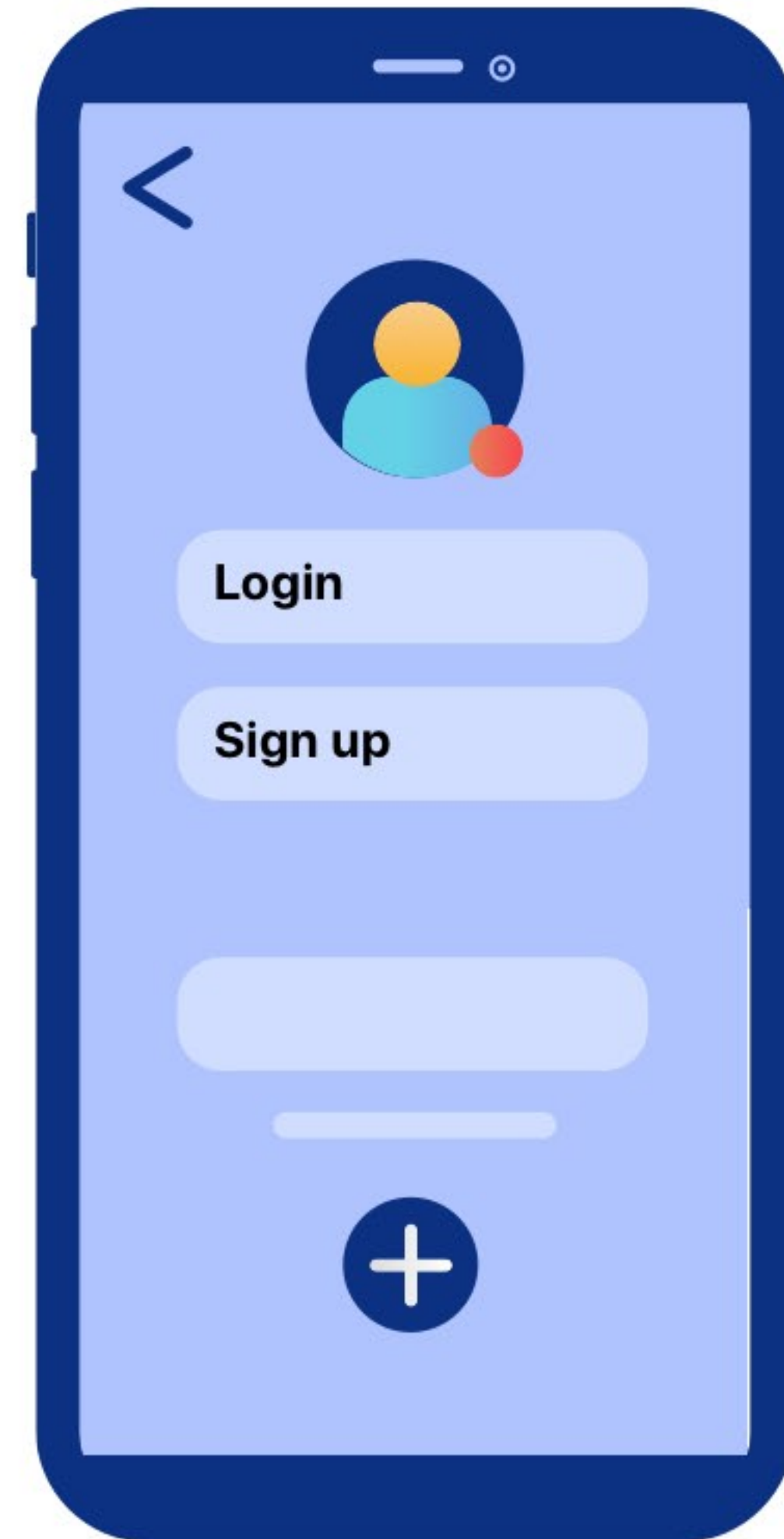


Sign Up and Log In Options.

The success of a mobile app depends on the extent of the convenience it provides. Every m-commerce solution platform must allow users to register their profile. Every time the user revisits the application, he can log in and access his profile.

The user's name, billing address, contact number, preferred payment method, and payment details are recorded in the m-commerce. All following purchases will require a one-step verification.

Order placement will become easier and faster as the system will fetch user details from the database. No more re-entering details for every purchase. Also, it fosters an association between the seller and the company.



Shopping Cart.

It goes without saying. Every m-commerce platform must have a shopping cart. Once a user adds a product to the cart, a pop-up would ask whether to continue shopping or go to the cart.

However, a customer may change his mind at the shopping cart. For example, Alex may want another pair of socks or buy the pair of socks in orange as well. Allow the user to make changes in the order until the last step.

For example, include an option for increasing or reducing the number of items of the product. You might take a step forward and let users change the size and color too. Just a thought, you know!



Add to Favorites.

Unlike the desktop or laptops, too many tabs on a mobile phone are frustrating. Therefore, let your user shortlist products by adding them to the favorites' section.

It is difficult to open a lot of tabs for comparing products. Therefore, a user may not instantly decide which one to buy. While scrolling through, he may never get back to the first one

However, allowing users to add to favorites lets them access the products at the end of their research. It will also help the seller understand users' buying behavior, preferred products, and so on.

Chances are that a phone call disrupts the shopping spree. Or the user may want to take a screenshot and share it on his WhatsApp group before buying. In that case, an add to favorite



Credit Wallets.

The joy of finding money in your wallet or pocket that you had forgotten about is an unmatched joy. Uber understands the customer and the driver may not have the change. Thus, lets customers add the remaining balance to their wallets.

The credit in the wallets stimulates the user to utilize the balance soon. It feels like you are saving on your next purchase. It's the users' money, but human psychology!



Wide Range of Payment Options

Your m-commerce platform solution must offer a range of payment options. Why? Because that's the whole point of mobile commerce; convenience, comfort, and everything going digital!



I think the biggest change, and the one we're already starting to see take shape, is that globally the majority of internet usage will be done via a mobile device and for most people the mobile web will be their primary if not their only way of experiencing the internet



Peter Rojas, Co-founder of Engadget

Allow customers to pay via credit cards, debit cards, PayPal, Apple Pay, and other prominent payment options. We have discussed the payment options in detail in this blog.

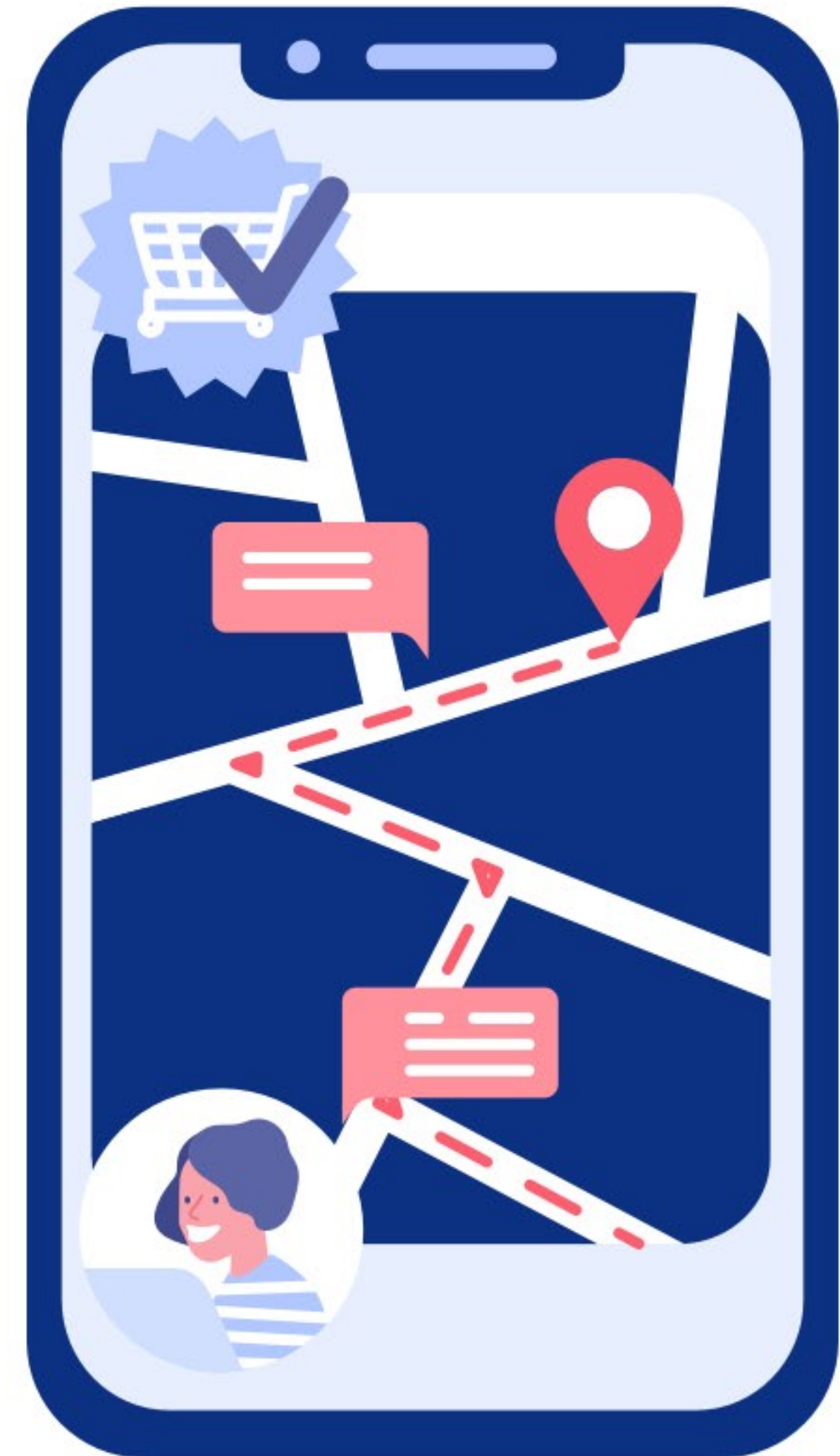
Also, don't forget to accommodate customers willing to pay at the time of the delivery. Some countries are yet to opt for online payments. Thus, keep your geographic limitations in mind.

Order Tracking.

People hate waiting for days to receive their order. Although you must work on decreasing the lead time, meanwhile, let users track their orders.

Live tracking is a great feature for on-demand apps where users can trace the current location of their order. For example, Uber let you track the ride, knowing exactly when to expect the car. Therefore, it adds a sense of security and reliability for the company.

However, not all m-commerce solution platform requires live tracking. A simple tracking assures customers that their product is on the way.



How do Online Payments work for M-Commerce Apps?

Payment options require utmost attention when it comes to mobile commerce. The payment mechanism is designed, keeping in mind that m-commerce apps promise convenience.

Simpler payment methods translate into higher conversion. Customers won't reconsider their order if you allow them to make the payment easily. An integrated payment mechanism that skips adding shipping and credit card deals is your key.

This section discusses the mechanism of online payments for you to decide easily.

- Merchant Accounts
- Payment Gateways
- Third Party Payments

Payments via Merchant Accounts.

A merchant account accepts American Express, Visa, Mastercard, and other debit and credit cards. The company has a contractual bond with a bank. The revenue generated by the company, paid via credit and debit cards is transferred to the business account by the partner bank.

Each company has a merchant identification number present on all payments. The bank will charge a monthly minimum, chargeback fee, transaction fee, and other fees.

Payments via Payment Gateways

There are two types of payment gateways; direct and redirect payment gateways. Direct or non-hosted gateways process payments on the mobile app. The customer does not leave the app to enter credit card details. Instead, all the data entry takes place on the merchant app.

Redirect payment or hosted gateways make the customer go to the processor's website to enter card details. After making the payment, the processor's website will direct the user back to the merchant store.

Payment gateways charge monthly fees, chargeback fees, setup fees, transaction fees, and more.

The platform must be SSL encrypted for direct payments to meet the Payment Card Industry Data Security Standard.

Companies offering redirect payments only collect order details.

Payments via Third Party Payments.

Third party payment processions save you from a lot of trouble. Mastercard and Visa are the largest platforms for payments. These platforms allow faster payments as mediators between bank issuing credit and the one receiving it.

Sellers and customers may be using different banks; thus, the clearance may take some time. Furthermore, m-commerce apps cater to international customers as well. The clearance between the two countries can take a long, long time. Third party processors reduce the time required for clearance, as both the banks are connected to one payment system.

Some popular third-payment processors besides Visa and Mastercard include Braintree, Stripe, PayPal, and others.

What are the Different Types of Mobile Payments for M-Commerce?





The major issue of financial inclusion is a lack of understanding of the underserved market

*Danny Shader, Chief Executive Officer at
PayNearMe*

I have discussed how online work for mobile commerce platform solutions. This section will explore the different types of payment methods. Listed below are the top choices for your m-commerce:

- Contactless Payments
- Carrier Payments
- Mobile Wallets
- Closed Loop Payments
- Money Transfers
- Mobile Point of Sale

Contactless Payments.

Contactless mobile payments use Near Field Communication or Radio-Frequency Identification. These include credit cards, key fobs, debit cards, smart cards, and others. The cards are embedded with antenna and chip at the point of sale. However, now contactless payments are revolutionizing.

Contactless mobile payments are compatible with mobile wallets such as ApplePay, Samsung Pay, and Google Pay. When buying from a retail store, the phone is placed close to the payment terminal. Instead of swiping the card, the mobile wallet transmits payments.

Money Transfers.

Money transfers via mobile apps have been in the world for quite some time now. However, now money transfers are taking a new turn. Now payments are transferred without a bank's mobile application. The mechanism was adopted by Google and PayPal.

Other platforms utilizing money transfers are Snapchat, WeChat, Square Cash, and Facebook Messenger.

Contactless Payments.

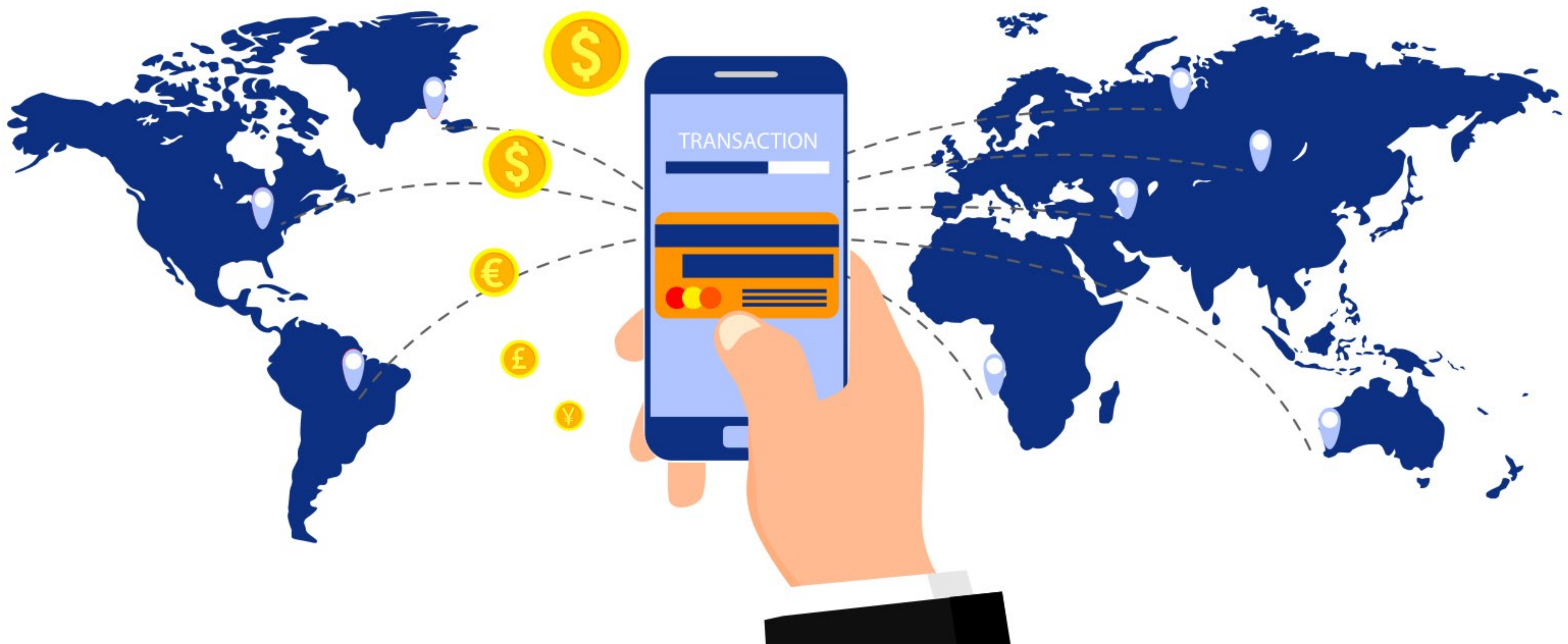
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Carrier Payments.

Carrier payments were once preferred for payments for downloading music. It is in business for transferring donations. However, carrier payments were the first form of mobile

The money is transferred by sending a message to a particular mobile number. The sender is charged in the next bill for the value of the transaction.

Mobile Wallets.

Mobile wallets are the most popular form of mobile payments these days. The wallets allow users to make payments in a secure environment. The card and billing data are protected by high-end security software.

Some popular mobile wallets include:

- PayPal
- Amazon Pay
- Google Pay
- Apple Pay

It saves customers from the trouble of adding the information again for the next purchases. It's trouble feeding information on the mobile, thus, the high-end convenience.

Unfortunately, mobile wallets aren't available all over the world. Furthermore, some sellers are yet to adopt mobile wallets.



Closed Loop Payments.

I have just told you about mobile wallets. Closed loop payments are mobile wallets limited to one brand only via its m-commerce app. Customers add their billing address and card details on the app. The app is used for payments in-store.

Some exciting closed-loop payments include that of Taco Bell, Walmart, and Starbucks.



Mobile Point of Sale.

Mobile POS works best for small sellers who do not have the traditional card reader to process payments via cards. PayPal and other payment solutions offer mobile card readers to small merchants to process payments.

The card readers are either attached to the phone or contactless card readers. Therefore, it lets the customer pay via some mobile wallets.

The discussion of payment is incomplete without discussing the possibilities of cryptocurrencies. Blockchain has enabled cryptocurrency payments. It is escalating but has not gained enough popularity yet to be included in your next m-commerce app.

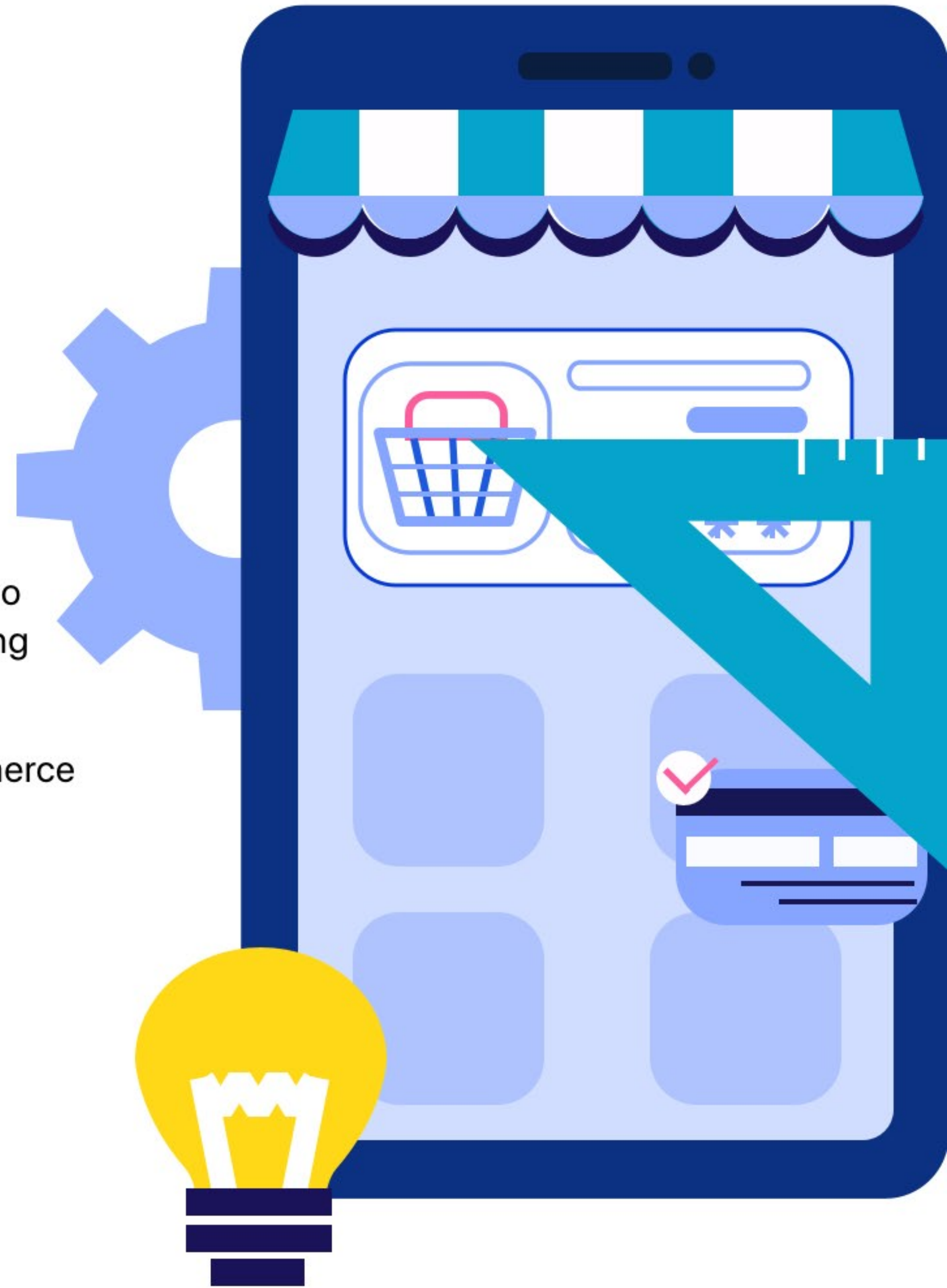
Having said that, every business had a different customer base. Thus, we can't one perfect mobile payment platform for all m-commerce solutions platforms. Instead, we recommend a range of payments solutions that work well for all customers.

How to Effectively Design for an M-Commerce App?

The screen size is small. But customers want easy access to detailed product information. And that's where the designing knowledge comes into practices.

Discover the secret tips and tricks to making your m-commerce solution platform trending on all app stores:

- Simple signup and checkout process
- Prominent call to action button
- Choose the right colors
- Simple app navigation
- Use easily readable fonts



The Importance of a Simple Signup and Checkout Process.

Remember that user hates filling in long forms that require a lot of information. A user won't mind filling a sign-up form that asks for email and password only. But sign up forms that ask for birthdays, zip codes, and password confirmation are troublesome for the users.

Similarly, the checkout process must be short and simple. Let the user add the product to the cart, in not more than three steps. Add to cart, choose the size, add the delivery address, and boom. The order is placed!

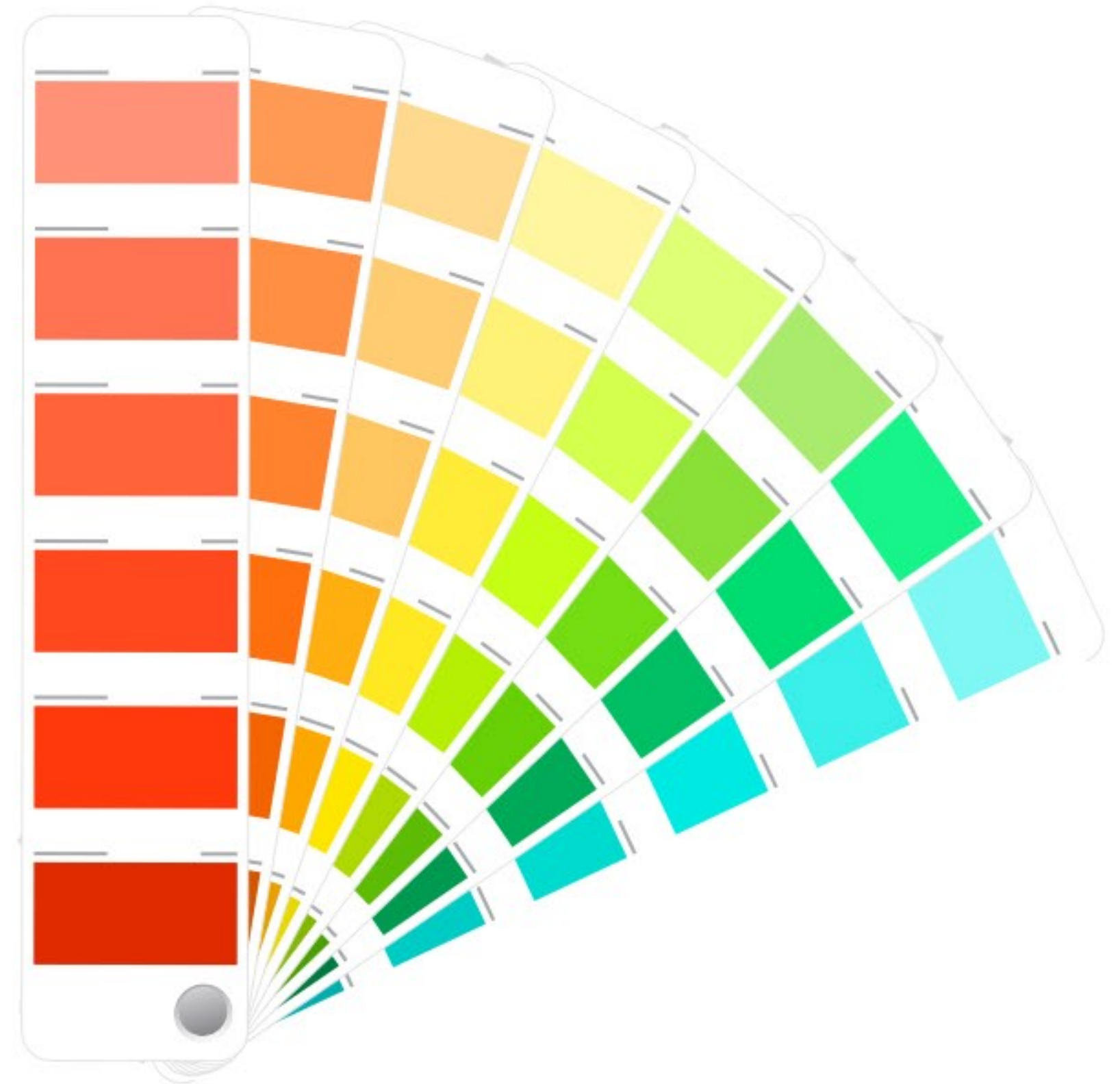
Let your m-commerce app ask least from the user. Keep your forms simple and ask for necessary information only. For example, a signup form may only ask for the name and email address. You may even skip the name.

Choose the Colors Meticulously

Every color has a different meaning and stimulates a different emotion. Cool colors have a relaxing effect on the mind and body. For example, green and blue are considered restful and suppress anxiety.

These colors relax the mind, easing the decision-making process. Blue is known to lower blood pressure and respiration.

On the contrary, warm colours stimulate appetite. Yellows and oranges are a great choice for stimulating the desire to purchase. Warm colours reflect more light than cool colours and cause irritation. Thus, the feelings of forget everything, let's buy!



Reasons for a Prominent Call-to-Action Button.

An m-commerce app's design must encourage users to make the purchase. Therefore, give a sufficient space and prominent color to the call-to-action button.

Grey text on a black background may go unnoticed. On the contrary, brighter colors like yellow, red, and green instantly catch attention.

Also, consider the screen areas that are easily accessible. Majority of the population is right-handed. Therefore, place call-to-action buttons within easy reach of the right thumb.

Unfortunately, the thumb-friendly zone is limited, especially for smartphones with large screens. A professional designing team will know exactly where to place the call-to-action buttons.



Design is not just how it looks and feels like. The design is how it works



Steve Jobs

Ensure Simple Navigation.

An m-commerce app doesn't allow large mega menus with detailed categories and promotions. Instead, the mobile screen is small, thus, accommodates condensed information only.

A successful mobile app requires simple navigation, allowing users to easily find the required information. Avoid clustering of data or your app user will drown in the tremendous amounts of data.



Your landing pages aren't Wikipedia. Stop adding unnecessary information



Oil Gardner

For example, use one or maximum two words to name the category. Also, use category titles that are self explanatory, such as Women Clothing, Mobile Accessories, and so on.

Ensure that your categories fit in one screen fold or two. If a user sees hundreds of categories, chances are that he might not explore either of them. If he knows his product is right here in these few categories, he won't hesitate in making the effort.

Also, give your menu a consistent position throughout the app. Make it easier to explore the app at all points. And, don't forget to include an option of going back to the previous screen or home page. Users get frustrated when they can't go back to the last page.

Don't Let a Bad Font Ruin Your App.

//

Choosing the wrong fonts can add invisible friction to your marketing



Roger Dooley

It isn't only about readability. Fonts play an integral role in determining how the user will perceive the information, based on the type of font used.

According to research by the Leeds Beckett University and the University of Manchester, font styles influence the interpretation of medical instructions. The research found out that some fonts make it less likely for users to follow instruction. You sure don't want that, do you?

The rule is simple. If the font is difficult to read, it's difficult to interpret, it takes longer to read. It's a hassle you don't want for your users. Avoid fancy and decorative fonts, unusual letter styles, heavy italics, and so on.

Simpler the typography, easier the conversions!

Mobile app design shapes the user's experience of your m-commerce solution platform. You can either make the user feel love at first sight or absolutely dislike your apps; it's all in your design game!



Mobile will ultimately be the way you provision most of your services. The way I like to put it is, the answer should always be mobile first. You should always put your best team and your best app on your mobile app

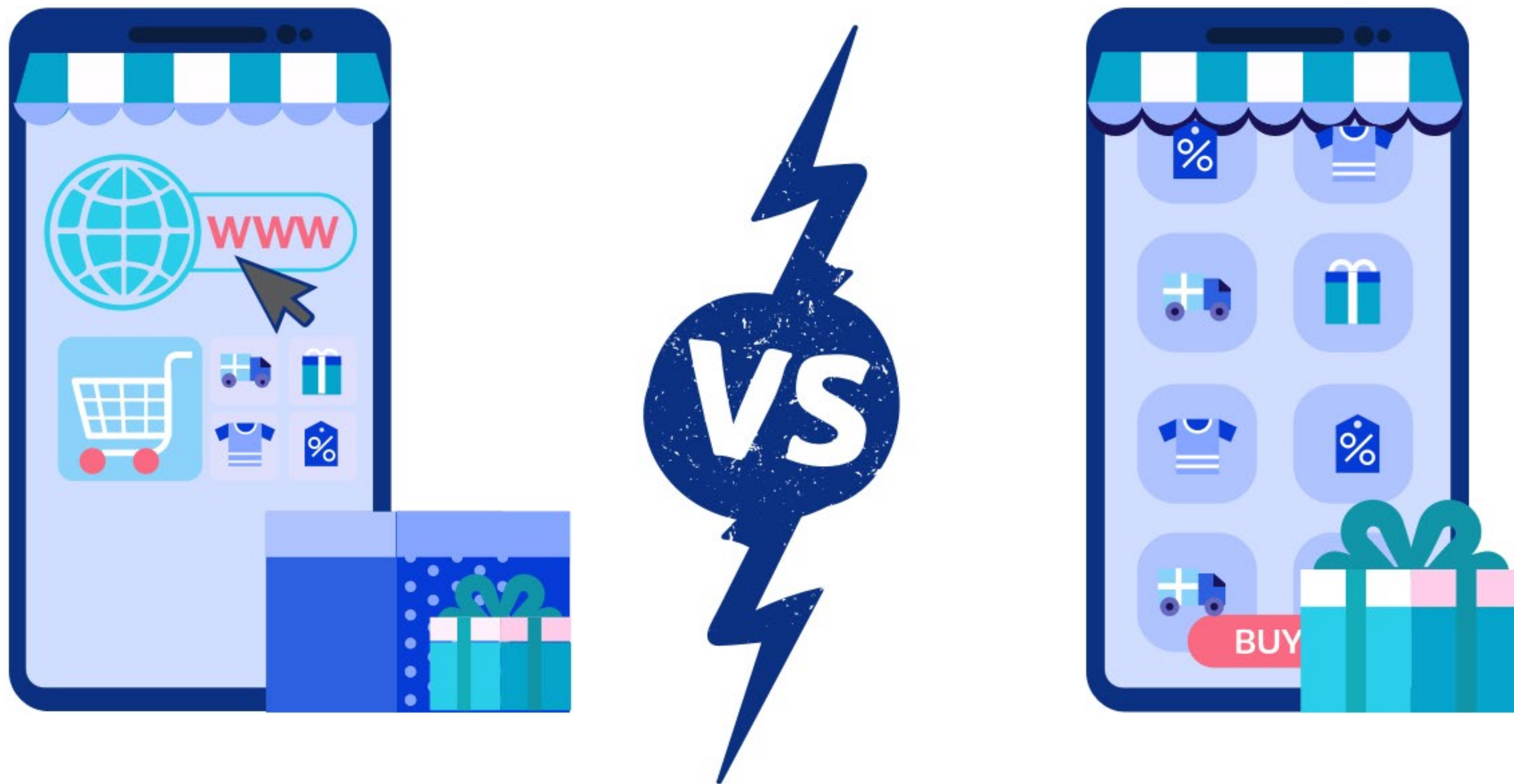


Erich Schmidt, Chief Executive at Google

Our seasoned designing with over a decade of experience know how to create effective designs for your m-commerce app. Our designing is recognized globally. Recently we are recognized as a top App Design and Development Company on Design Rush.

We make sure your m-commerce solution has the right design that boosts conversions. That's a promise!

Should You Get a Mobile App or a Mobile Website?



Website vs App Browsing.

And that's a million-dollar question. Businesses are often confused between a mobile app and a mobile website. The biggest concern is whether customers would be willing to download another app for you.

Considering the limited disc space of a smartphone, it's time to resolve the concern once and for all. Let's explore whether your next project is a mobile app or a mobile website!

Mobile apps are trending for businesses across industries. There is a mobile application to order food, call for a ride, request a doctor, call plumbers, and what not. With mobile phones expanding across the world, mobile apps are all businesses are thinking about.

However, don't jump into an app development company and ask for an app. Identify whether the app will engage your target market or not. According to a report released by Morgan Stanley, the United States' mobile browsing is two times that of its app traffic.

The report also stated that mobile browsing is increasing 1.2 times faster than the app traffic. The stats show that people use browsers more frequently than mobile apps for browsing. However, the stats are inconclusive.

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There is a need to understand where all the hours spent on mobile phones are going. According to Flurry, an average smartphone user spends 10% time on messaging, 2% Twitter, 32% in games, and 29% on social media.

Meanwhile, I picked up my phone and checked the screen time. It's mostly on social media, yes!

Why Should You Get an M-Commerce App for Yourself?

If more people are using mobile websites doesn't mean you need an m-commerce app. According to an article published on Forbes, mobile shopping apps are becoming popular in millennials. 1 in every 2 millennials had download a shopping app on their mobile phones.

However, you must deserve to occupy a space within the limited disc space of a mobile phone. You can better engage your customers with your mobile app by offering a unique and brand-specific experience. Hence, the m-commerce app must offer something more than the website already offers.

Your business app must be capable of hooking customers with the products. For example, Alibaba's m-commerce apps are highly engaging. It shows products that are most relevant to your needs, based on your previous browsing. With millions of products on the platform, Alibaba gives you the few thousands that you are likely to buy.

Nevertheless, a mobile app reduces the time required to place an order. The credit card details and billing address is already there. All customers have to do is choose the product, add it to the cart, and place the order.

Mobile apps keep users' data secure. It's a defined world that makes users feel secure. Recent research by Forrester Research predicts that mobile payments in the United States will cross \$142 billion by 2019.



On-Demand Mobile Solutions A Breakthrough in M Commerce.

We have talked about m-commerce apps and their high-end convenience. On-demand mobile solutions, a new and technologically advanced version of mobile apps, is now taking over the world.

The on-demand app saw the sunrise when Uber was launched in 2009. Uber introduced a world of convenience and comfort to the world. The ridesharing service allowed customers to book a ride anywhere, anytime! I won't deny.

I was surprised and excited to try Uber and absolutely delighted after my first ride.

Getting an Uber-like app is possible. This section explores on-demand solutions and how to set up an on demand app solution for your business.

What is an On-Demand App?

An on-demand mobile application offers:

- Delivery whenever, wherever required
- High-end convenience
- Live tracking

An on-demand app, as the name suggests, delivers products and services when demanded. From calling an Uber to ordering from a roadside café. From asking an electrician to visit you at odd hours to calling a doctor whenever you need one. On-demand businesses are booming.

Over 22.4 million people across the globe are attracted to on-demand solutions. The annual spending on on-demand solutions crossed \$57.6 billion last year.

On-demand mobile solutions are popular for their convenience is unmatched. They deliver products exactly when you need them. Therefore, no more waiting to wear your favourite top or have the ice cream you were drooling over for so long.

Recent research confirms that over 61% of people are willing to pay more if the business promises to deliver the same day. Also, over 20% of consumers may not buy if same-day delivery is not offered by the seller.

The statistics show the importance of instant gratification. People are eager to obtain products as soon as possible, willing to pay more to achieve instant gratification.

What are the Features of an On-Demand M-Commerce App?

An on-demand mobile app includes:

- Search Bar
- The range of Payment Options
- Customer Reviews
- Scheduling the Service
- Real-Time GPS Tracking

An on-demand m-commerce app requires perfection. You cannot delay the delivery not can your app afford to crash. Imagine you ordered food for a family event and it was delivered on time. Or your Uber app crashed just before you needed a right at midnight.

Thus, all the good reasons to trust a reliable company with extensive experience in app development.

What Industries are Good for On-Demand M-Commerce App?

Not all industries are ready for an on-demand business. Some businesses are better off traditionally. Before blindly investing in one, conduct proper research to identify whether the industry is ready for an on-demand business model or not.

Some industries are ready for an on-demand m-commerce app. These include logistics and transportation, food delivery, ridesharing, and others.

An m-commerce mobile app that takes your business to the new level, developed by our seasoned developers and designers.

At **Cubix**, we believe in creating wonders with m-commerce solutions platforms. Our solutions boost customer engagement and sharing your management responsibilities.

From inventory management to order tracking. From distribution management to content management system. Our mobile commerce solutions guarantee your position at the top of charts.

Ready to develop one or wish to talk to our customer support team? **Talk to Us!**



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