



Alareeb
الاريب

شركائكم في التحول الرقمي
Your digital transformation partners



Digital Web and Mobile App:

E-BOOK | PART 3

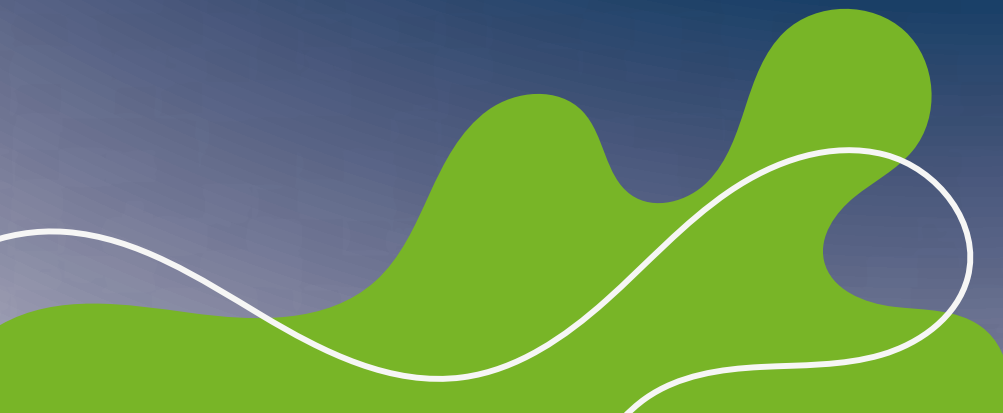


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Defining Web and Mobile Applications

Web /wɛb/

Application /aplɪ'keɪʃ(ə)n/

:A web application is application software that runs on a web server, unlike computer-based software programs that are run locally on the operating system of the device. Web applications are accessed by the user through a web browser with an active network connection.

Mobile /'məʊblaɪ/

Application /aplɪ'keɪʃ(ə)n/

:A mobile application, also referred to as a mobile app or simply an app, is a computer program or software application designed to run on a mobile device.

Whether you choose to develop mobile web, native or hybrid apps, striving to support more mobile browsers, more exotic devices, and mastering different platforms can be a truly heart-breaking experience. **Developing mobile apps is more expensive than web apps, especially if you support multiple mobile devices, and since they are platform dependent,** running an app across platforms basically means starting from scratch in terms of design and development. Multi-platform support requires support for multiple codebases, which can lead to higher development costs. service, sending updates, etc.³³

³³ <https://www.toptal.com/android/developing-mobile-web-apps-when-why-and-how>



Web Apps Versus Mobile Apps

Mobile apps are generally faster and more efficient than web apps, but to maintain optimal functionality, users need to download updates regularly while web apps update themselves. Mobile apps are easy to use, compatible with a range of devices, easy to update, easy to share or download, while websites are not as user-friendly as mobile apps. **The mobile app life cycle is usually shorter**, where mostly updates will be released every week or sometimes even within one day to support various features, bugs or security, **while websites have a longer life cycle** in which no changes are required or fixes according to the development plan. where it requires immediate changes only in case of serious functional problems.³⁴

There are **many applications in mobile applications such as utilities, transportation, games, etc. to meet the daily needs of many customers, while website applications are less in demand in terms of portability**. When it comes to handheld games and apps like instant taxi bookings, QR payments at the point of sale, or any other outdoor activity where websites are difficult to access, mobile apps have great benefits. While apps may also require an internet connection to perform most of their tasks, they can still offer basic content and features to users offline.³⁵

Similar to native apps, these **mobile apps can be downloaded and accessed through mobile functions such as camera, GPS, and contact lists**. Apple and Google also provide their own development tools, interface elements, and software development kit (SDK), which developers can use to create their own mobile applications. Unlike native mobile apps, web apps are not native apps for any specific system or device, so there is no need to download or install them.³⁶

The best thing about web applications is that they respond fast enough to the device they are using that they can sometimes be used as mobile applications. **One difference between these two types of applications is that web applications require an active internet connection to work, while mobile applications can usually run offline**. Users download and install mobile applications on their devices. Generally, the response time of native applications is faster than that of mobile websites.³⁷

³⁴ <https://www.koombea.com/blog/difference-between-mobile-apps-and-web-apps>

³⁵ <https://vwo.com/blog/10-reasons-mobile-apps-are-better>

³⁶ <https://www.browserstack.com/guide/differences-between-mobile-application-testing-and-web-application-testing>

³⁷ <https://clearbridgemobile.com/mobile-app-vs-mobile-website-which-is-the-better-option>

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**Mobile is full
of exciting technologies,
and approaches
that can help us
transform how we teach,
work and learn.**

Geoff Stead

The Rise of Mobile Application Usage

With the global number of mobile phone users growing steadily, **the number of mobile app downloads, user engagement and retention rates will increase.** As of the first quarter of 2021, there are close to 3.5 million apps available on the Google Play Store, and 2.2 million apps on the Apple App Store.

Saudi Arabia has one of the highest smartphone penetration rates in the world³⁸ with 21 million smartphone users (in 2019, 80.7% of the population used a smartphone), a number which is expected to increase to almost 24 million by 2022. **The number of active Internet users in Saudi Arabia is 33.58 million, which is 96% of the total population.** This is followed by card apps (74.6%), shopping apps (67.7%), gaming apps (53.7%), banking apps (47%) and health apps (37.6%). **The average daily use of the Internet on mobile devices is 4 hours 25 minutes.**

In January 2021, the number of mobile connections in Saudi Arabia accounted for 112.7% of the total population. **In the same month, the number of social media users in Saudi Arabia accounted for 79.3% of the total population.** From January 2020 to January 2021, Saudi Arabia's mobile connections decreased by 468,000 (-1.2%). **Bytedance TikTok is the best mobile app for most downloads in Saudi Arabia.³⁹**

According to analytics from the **Airnow Datas platform, 5 of the top 25 free apps in Saudi Arabia's Play Store are online shopping apps, with a total of 24 million downloads of these 5 apps in the fourth quarter of 2020.⁴⁰** Saudi Arabia has become a mobile kingdom, supported by the high spending power of new millennials who are shopping on their mobile apps daily. KSA is witnessing an increase in ecommerce and startups that are based on the power of mobile apps.

³⁸ <https://airnowdata.com/blog/through-the-magnifying-glass-saudi-arabia-the-mobile-kingdom>

³⁹ <https://www.theglobalstatistics.com/saudi-arabia-social-media-users>

⁴⁰ <https://airnowdata.com/blog/through-the-magnifying-glass-saudi-arabia-the-mobile-kingdom>



Here is an overview of the web and mobile app market in Saudi Arabia from 2017 through 2021 and beyond:



2017

2017 - 12 million people in KSA went online to meet their shopping needs. Reports showed that online shopping grew a whopping 20-40% between 2014 and 2017,⁴¹ making KSA one of the most lucrative markets to invest in.

2020

2020 - COVID-19 pandemic started in Q1 of 2020 and gave rise to the use of web and mobile apps in smartphones that resulted in a 12.4 % growth rate at the end of 2020. **Rise in healthcare web and mobile apps.** A report from TechGropse found that of the 84% of individuals who use technology to access healthcare through apps, 40% do so using healthcare applications on smartphones.⁴²

Two prominent examples of health apps in KSA are **Sehhaty App and Mawid. Sehhaty currently ranks as the 25th most popular free app on the Google Play Store, with over 1.6 million downloads and an impressive 79 thousand DAUs.** Mawid, which was created by Saudi Arabia's Ministry of Health, has over 5 million downloads across the Apple App Store and Google Play Store. The app provides all Saudi citizens, regardless of location, the means to have face-to-face consultations with their personal physicians or appropriate specialists remotely.

2021

Both apps saw massive spikes in downloads during March 2020. Mawid recorded a 212.69% increase in app downloads from the 18th to the 28th of March 2020 on Android.

2021 - 21 million smartphone users in the KSA. Mobile gaming apps grow in numbers, KSA becomes the fastest growing online gaming population in the world.⁴³ The Middle East boasts a whopping growth rate of 25% compared to Latin America (13.9%), Asia-Pacific (9.2%), North America (4%) and Western Europe (4.8%).

2022

2022 - 24 million expected number of smartphone users in KSA.

⁴¹<https://www.imrg.org/blog/take-advantage-saudi-arabia-booming-ecommerce-market/>

⁴² <https://www.techgropse.com/blog/best-apps-saudi-arabia/>

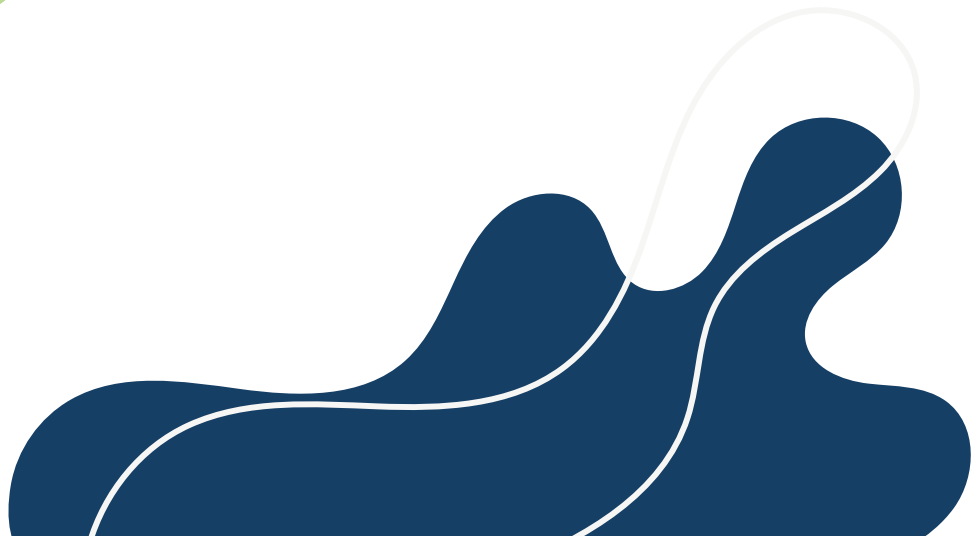
⁴³ <https://www.gamesindustry.biz/articles/2017-08-29-gaming-in-the-middle-east-is-poised-for-a-breakout>

If your business **keeps up with trends and user behavior, your app will be better equipped to meet the growing demand in 2022.** In the period between the active behavior of the COVID-19 pandemic and the increase in the number of people using their smartphones in all walks of life, your mobile application should focus on providing services with increased value for consumers.⁴⁴

Deploying your application in Saudi Arabia will ensure that your application goes to the mobile-centric market, ready to spend and predicted to grow. Grand View Research estimates the global mobile app market at \$ 170 billion and expects a CAGR of 11.5% between 2021 and 2027.⁴⁵

⁴⁴ <https://decibel.com/blog/8-stats-you-need-to-know-about-mobile-apps-in-2021>

⁴⁵ <https://airnowdata.com/blog/through-the-magnifying-glass-saudi-arabia-the-mobile-kingdom>



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**The future of mobile
is the future
of everything.**

Matt Galligan

What is Mobile App Strategy?

Mobile app strategy refers to the creative effort required to transform consumer needs into an app that can be seamlessly used to perform specific actions. **It is about the strategic process of defining, designing, building and launching a successful mobile product.**

Alareeb ICT has created web and mobile app strategies for many clients in Saudi Arabia and at present, has started working with clients based in the GCC countries who are getting the expert advice of Alareeb ICT in creating new mobile apps that will cater to a growing market online in the region. Alareeb ICT's year of experience in web and mobile app strategy planning has transformed many initial product introductions into working and functional mobile apps.

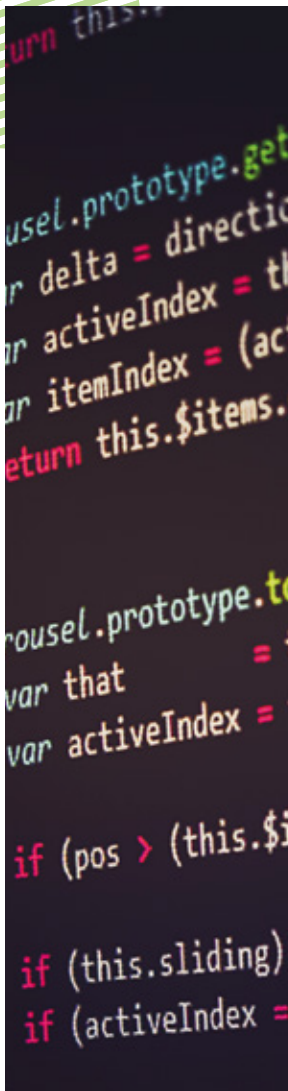


The right strategy for your application can be as complex as you want it to be, but it should always be based on your specific goals and what will help you achieve them. Through this, you can avoid common mistakes and create a functional and successful application. Going recklessly and developing and deploying an app at lightning speed may seem like a cost-effective plan, but in reality, the best way to get closer to mobile app development is to come up with a strategy first - **and this is where Alareeb ICT steps in.**⁴⁶

Without a well thought out, researched, and implemented strategy at all levels of development, your application will go to waste. Hence, **entrepreneurs, startups, and developers need to understand the development process before starting to build applications.**⁴⁷

Alareeb ICT has an expert team of designers who create app user interfaces and improve user experience and mobile coding app developers plus product managers who will lead the project and implement the app vision/strategy for your firm. An ideal mobile application development process should also include a powerful API management strategy through which





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ousel.prototype.get  
r delta = directio  
r activeIndex = t  
r itemIndex = (ac  
return this.$items.  
  
rousel.prototype.t  
var that  
var activeIndex =  
  
if (pos > (this.$  
  
if (this.sliding)  
if (activeIndex =
```

you can easily use, run, track, and manage various available third-party integrations. There is no doubt that the functionality and success of an application depends to a certain extent on how well you define your business application development goals. In the long run, **a strategy that focuses on developing enterprise mobile applications that only meet current needs can be fatal, as countless applications that provide advanced features and functions appear on the market.**⁴⁸

Understanding your specific market and users will help you create an application tailored to what they really need. You need to plan your mobile app development process after carefully considering which users it will be useful for. We will **explain more on how Alareeb ICT creates and develops web and mobile applications to give you an idea of what kind of web and mobile app can be a good fit for your business.**

⁴⁶ <https://7t.co/blog/mobile-app-development-strategy>

⁴⁷ <https://www.digitalauthority.me/resources/mobile-app-development-guide>

⁴⁸ <https://relevant-software/blog/enterprise-mobile-application-development>

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**Mobile app are
among the best forms
of performance support
available today.**

How Alareeb ICT Creates and Develops Web and Mobile App Strategies

Alareeb ICT **helps organizations and entrepreneurs create a mobile strategy, plan a mobile app development plan and adapt it to the organization's overall business strategy.** Our goal is to design and develop a mobile app business strategy that leaves no stone unturned in expected performance, thereby enhancing your brand image and helping you create your next great app. We offer top-notch technical advice and create an app that reflects your brand and promotes it effectively.

We start by developing a business model for your idea and check its financial and technical feasibility. Our comprehensive market research will help you further determine the problem that needs to be solved, as well as the right approach to its monetization and its implementation. We understand the importance of getting the right preparation for mobile app development in today's competitive world.

Our mobility experts can create an effective mobile strategy for your company according to your needs and aspirations that works great on all mobile devices (smartphones, tablets, wearables). We have a proven track record in developing well-designed, efficient and dynamic mobile apps for a wide variety of clients. As a mobile app development service provider, we make sure you organize your business goals with mobile apps. Keeping abreast of the latest technological advances, we at Alareeb ICT are well aware of trends in mobile applications such as blockchain, augmented reality, virtual reality, artificial intelligence, machine learning, mobile wallets and payment gateways.

If you want to put your business or company to the next level and start a web and mobile application strategy plan, connect with one of the experts from Alareeb ICT today for an in-depth consultation.

Click here <https://www.alareebict.com/contact-us/>

In 2022 and the coming years, web and mobile apps will be the most used tools by all in an increasingly connected world. It is time for your business to transform and ride the wave of this progressive digital evolution.

Book a Consultation Now

Thank you for reading this comprehensive eBook on Digital Transformation, Digital Marketing, Web and Mobile Application from Alareeb ICT.

About Alareeb ICT - Your Digital Transformation Service Partner

Alareeb ICT is a ten-year IT organization based in Riyadh, Saudi Arabia **founded by CEO Mr. Abdullah Alserhani**. We help businesses and government organizations deliver a variety of IT and digital transformation services. Aiming to become the leading IT consulting company in the Gulf States, we serve the best clients in a variety of industry segments with our robust and comprehensive digital services. **Some of the industries we have served are telecommunications, petrochemicals, finance, car dealerships, FMCG and more.**

We understand the pace of technology transformation and its impact on business, commerce, employees, industry, supply chain, and more. **We align your IT strategies with organizational goals, leveraging current and future technology norms to ensure seamless integration between real ideas, aspirations and solutions, services.**

Alareeb ICT is a Saudi Arabian company serving the entire Persian Gulf. This is an important difference because we understand the subtle cultural expectations and norms, otherwise it will be difficult for overseas companies to operate effectively in this industry. **Our many years of experience in the Persian Gulf have helped us have a unique understanding of our geographic area.** The Persian Gulf has a unique culture, with a specific set of expectations and methods.

Our **local connections and our familiarity with the region help us make the right choices** and offer the best services. Our clients include GCC companies of all sizes, government agencies, civil society organizations and even other consulting firms.

We tailor our services to the individual needs of our clients. Our range of services is flexible enough to meet customer expectations, with increased profitability and productivity as our goal.

For more information, we are located at:

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