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COMPARISON OF ONLINE STORES WEBSITE DESIGN

Dzhuryk Natalia. Comparison of online stores website design. Website design was analyzed by its attractiveness and comfort use.

Keywords: website, widget, website usability, drop-down menu, target (landing) website pages, web-design, content information, navigation of the site.

Джурик Н.О. Порівняння дизайну web-сайтів інтернет-магазинів. Проведений аналіз дизайну сайтів з точки зору привабливості та зручності в користуванні.

Ключові слова: web-сайт, віджет, юзібіліті web-сайту, падаюче меню, цільові сторінки сайту (посадкові), web-дизайн, інформаційне наповнення, навігація сайту.

Джурик Н.А. Сравнение дизайна web-сайтов интернет-магазинов. Проведен анализ дизайна сайтов с точки зрения привлекательности и удобства в пользовании.

Ключевые слова: web-сайт, виджет, юзибилити web-сайта, падающее меню, целевые страницы сайта (посадочные), web-дизайн, информационное наполнение, навигация сайта.

Problem formulation. Web design nowadays often goes beyond professional product through technological universalization of its results. Therefore, it is necessary to develop evaluation criteria when creating web sites design and its evaluation.

The main part. Comparison of three building online stores website design held.

The main points of the comparison:

1. Comparison of content (design, usability, simplicity, originality, informative, the usefulness, availability widgets and tools).

2. The choice of the user. You can determine things people prefer at one or another website. Website usability. It is ease of web-resource use by internet user. Major requirements for website usability: its pages should be maximum comfortable for users and satisfy the essential requirements (standards) of design.

 Making the buying process as simple and fast as possible, usability aims to save user time. According to sociological investigations, 47% of consumers expect that the webpage will load in less than 2 seconds, and 40% of people leave a website if it is downloaded takes more than 3 seconds.

During the analysis of New Line (http://nl.ua/ua/), Budman (http://tutbud.com/), Lviv Building (http://lvivbud.com.ua/) websites, were evaluated main parts of each site:

− The main part of the site, its navigation and structure;

− Pages graphic design and content font selection;

− Information filling;

− The keywords density on the page.

When choosing three sites to compare, was drawn attention to the site type (all sites are commercial, of the same type) and region (in comparative analysis, region - is one of the priority indicators).

Competition takes place between the companies engaged in the same activity within the same region. For example, organizations in which Kyiv is the region for promoting services or products is not considered a competitor firm from Konotop.

Comparative analysis of competitors can detect any matches. Web-design - the first thing that makes visitor impression of a site as a whole. From this impression depends on whether a visitor will remain or not.

The main objective of web-design is the proper pages design, their location and interaction.

The main imperfection of New Line's website is the main menu font size that is too small compared with other sites and will be hardly readable on devices with small screens and displays with low resolution.

Google Search Engine recommends font size of 16 pixels as a base. As this is the default size of fonts displayed in browsers.

Target (landing) website pages - the pages on which visitors enter when they reach the site, and pages those visitors must make the conversion.

The structure of typical selling landing page includes, as a rule, title, visuals, text descriptions and call to action. With regard to the requirements mandatory of usability performed the location of these basic elements of the page, the ratio of their size and also requirements filling and search engine optimization.

Visuals are very attractive for site visitors, and if earlier "top art" were a running tape or a drop-down menu, the development of web-programming has become much more capabilities to create "good" effects for websites. In particular, jQuery effects nowadays are very popular on the site.

Using jQuery you can create sliders, images animations and other.

These jQuery features allow you to set different elements behavior and if it is necessary to change their size, animation resizing, setting minimum and maximum sizes, resize synchronization of two or more different elements, etc.

Using jQuery effects on website allows us to make a design more stylish and modern, which is also typically increases usability. jQuery effects at the site are not an end in themselves, they are really needed.

Significant role in the design of the site has a color scheme page, as too bright colors or very wide range of colors used can negatively affect the site visitor, thereby influence its choice (Fig.1.).
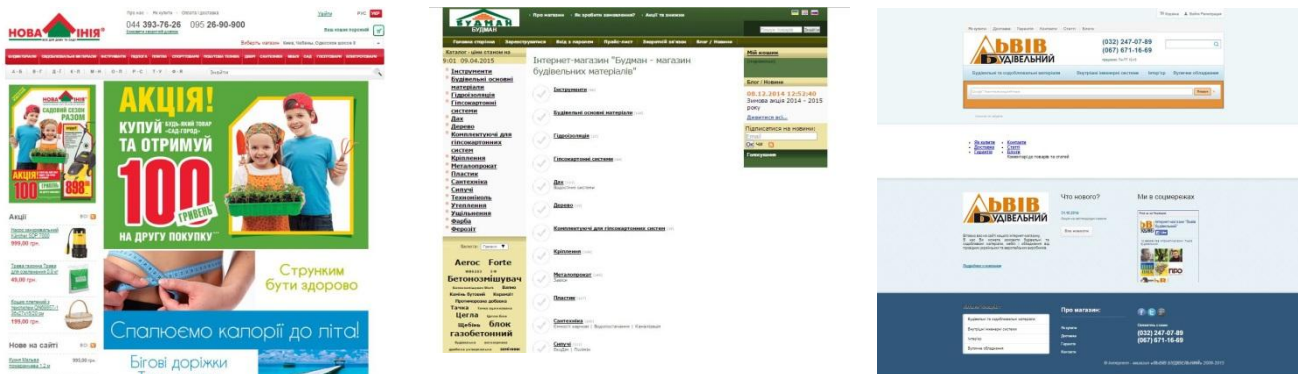

Fig.1. **Color scheme**

The color scheme of each of three sites is pleasant and does not prevent viewing the site. Specially would like to mark Lviv construction site where were used several shades of blue, which makes it easy to read content as the home page and other pages of the site.

The next thing needed to be mentioned is the content catalog products presented on the site.

We are able to see the price of the goods at the first site, add it to compare with other goods, filter goods by the first letter of the name of the manufacturer or by price and look over photos of goods. (Figure 2.).
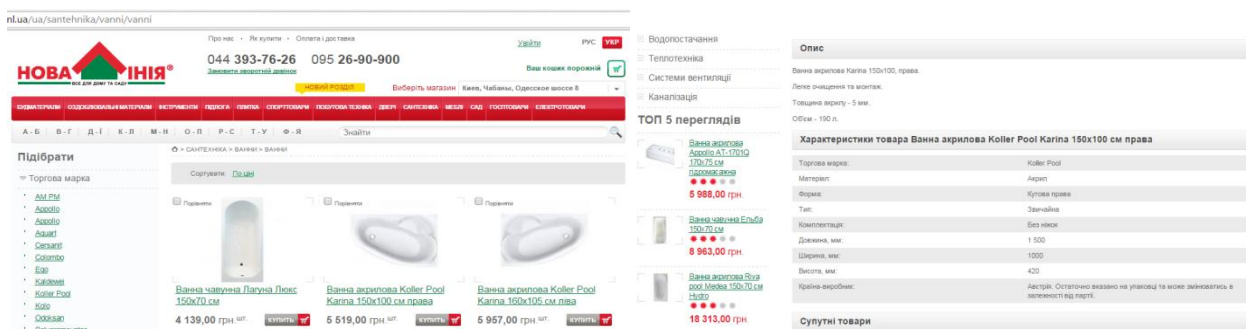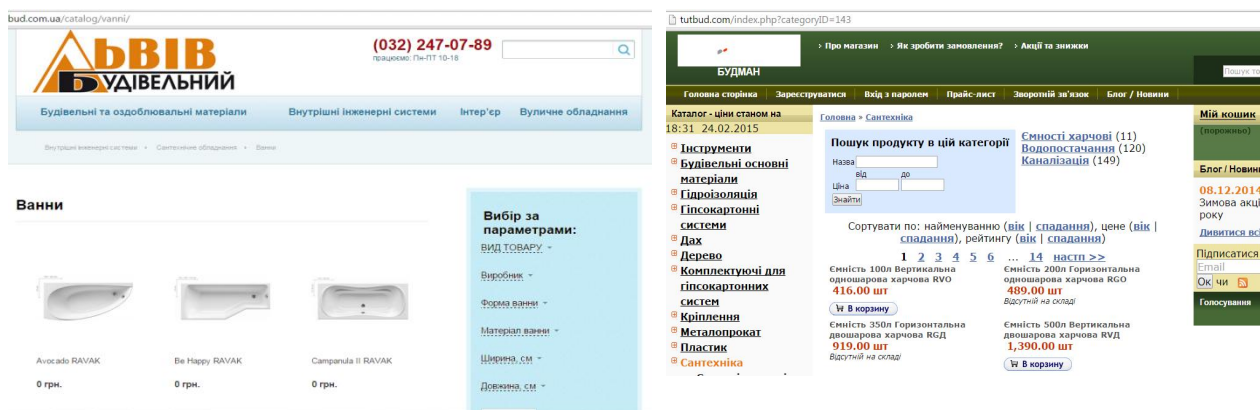
Fig.2. **Filling of the catalog of presented goods**

We don't see most of the information on the second site, it has only a brief description of the product, its price and the option to add item to your basket.

On the third site we need to look through the appearance of good, its price and have opportunity to choose the good by desired parameters.

Proceed to fill product information.

On New Line web store we can look thorough the information about the size, country of manufacture, product type and have the opportunity to see the zoomed picture of the chosen good.

As for the Budman site, it has no content information of a product except its name, value and opportunity to buy the good with the "in the basket" button, that will thrust aside customers from using it for their purchases, as well as for the nowadays buyer must first look at product and then buy it (Figure 3).
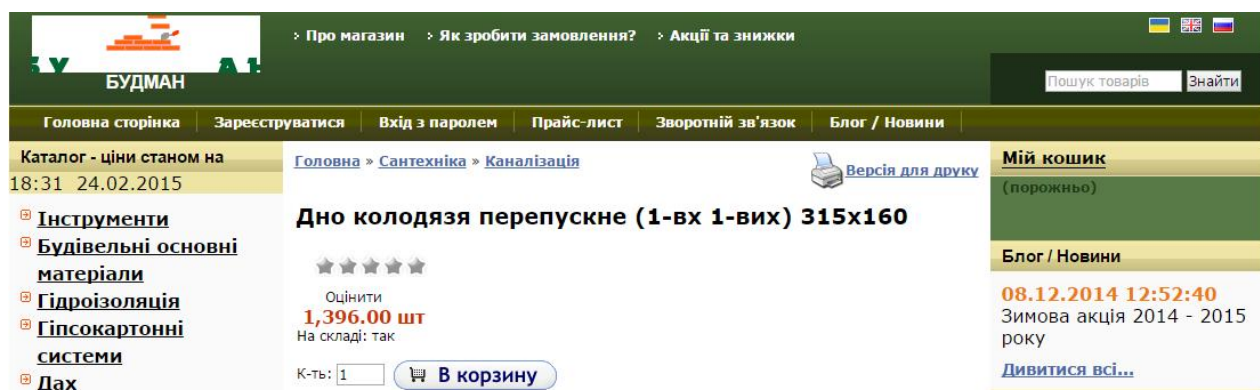

Fig. 3. **Purchasing process**

Regarding Lions Building website we can note a short enough description of the product and its content; it is also possible to inspect the product from several sides, if the page contains several photos of the goods.

Unfortunately, forms of on-line communication with the site manager is not available neither of the sites, but there is a feedback form on two of these sites where you can leave your contact details and your question, and you can get a feedback from the store representative for advice on the question you leave in the feedback form (Budman, New Line).

As for the location of the physical addresses of these online stores – two of them belong to the Lviv region, and one is owned nationwide distribution network New Line. (Figure 4).
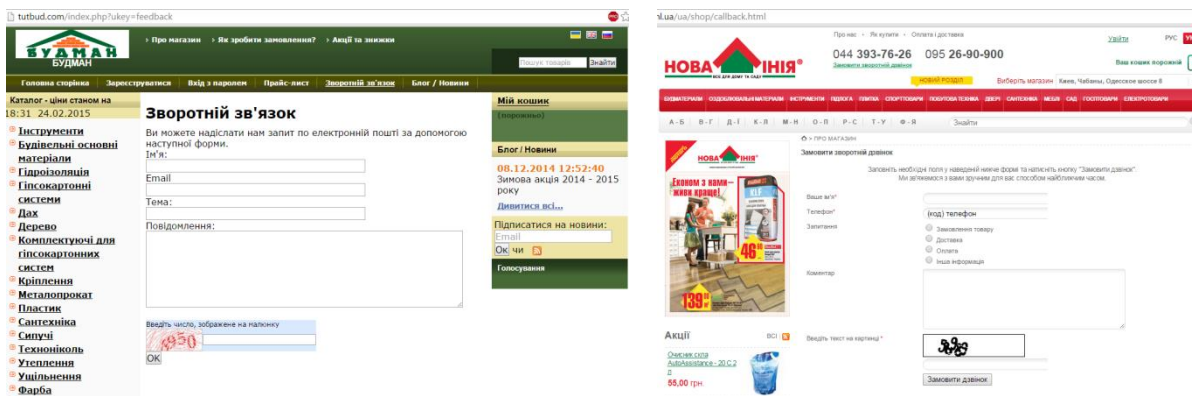
Fig.4. **Feedback**

Conclusions. After analyzing the structure and appearance of the three sites of online stores - New Line, Budman and Lviv Building can be concluded that a very important role in the choice of the consumer plays exactly the look of the home page, from which begins the "journey" of a user and his choice of product.

From the usability point of view the preference can be given to New Line online store, which successfully combines color scheme and detailed descriptions of products also has the important element as a well-developed form of feedback which directly affect the number of visitors, its continuous improvement, and consequently an increase in sales volumes.

It requires a certain theoretical framework to achieve professional-quality facilities in creating web-design objects that posits web-design as an object of professionals in the field of visual design.

Practical significance of the study is the ability to use its results in high school practice reading graphic design and design courses.

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