DESIGN OF INTERFACES OF WEBSITES IN MARKETING COMMUNICATIONS OF RETAIL INTERNET TRADE ENTERPRISES

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Abstract. *The paper presents the results of a comparative analysis of the interfaces of the websites of the leaders of modern world Internet commerce and Internet resources of retail trade in Ukraine and Moldova, identifies typical solutions for their design: style, colors, fonts used, types of modular grids, etc.*

Keywords: internet resource, internet trade; interface design, website, design.

Introduction

With the growing popularity of the Internet and the number of users, the growth of the market for physical goods and services on the network, competition in e-commerce, the importance of design solutions for the interfaces of online stores is increasing. One of the features of the e-commerce market is the use of sites as a trading platform, where only visual information is often presented. In this regard, its design is of great importance. The study of the features of modern web design is assigned an important role in the scientific work of domestic and foreign scientists. Among these works, it should be noted D. V. Borodaev, M. I. Korzina, D. Kirsanov and others [1-11]. The issues of the influence of site design on the success of online retail trade have not received due attention today.

Formulation of the problem

Growing competition and a gradual decline in the effectiveness of traditional methods of marketing communications are forcing market participants to turn to alternative communication methods based on visual perception. Reasonable use of the design features of an Internet resource as a means of marketing communication has a positive effect on increasing sales. Therefore, this study is devoted to the systematization of information about the features of the modern interface design of the leaders of modern world Internet commerce and Internet resources of retail trade in Ukraine and Moldova. The purpose of this works is to analyze the existing features of web design and identify typical solutions.

Research results

Today, there is a decrease in the effectiveness of traditional methods of marketing communications in favor of sensory marketing – the subconscious perception of a commercial proposal based on human feelings. In the case of e-commerce, we are talking about the visual perception of the proposed product. The main goal of any online retail store is to increase sales, and the goal of design is to help sell certain categories of goods. Interface development consists of several main stages: research and analytics, project, design, layout, programming, quality control, project launch, promotion and support. However, in the end, the common user does not see many of them. Analytics or project, layout or programming are important and irreplaceable processes, without which the site will not work effectively, but the user may not know about them. A simple user sees the design, sees the convenience or inconvenience of use, and this is the interface, design, usability.

The first thing a user sees when visiting a site (especially a new unknown site) is the design. Therefore, design is the most important component of the site, which forms the first impression on a person and it is very important that this impression is not spoiled, since there will be no second chance to make it. The user decides to stay on the site far away during the first 30-50 seconds. Therefore, a good design should contribute to the user's delay on the site, without distracting attention from viewing products, studying information and making purchases. But at the same time, the design should evoke the right emotions in the user, which will prepare him for the purchase. Therefore, the design should be both inconspicuous and emotional at the same time.

The main approach to website design today is often functionalism. It is he who determines the choice of stylistic solutions for the interface of retail Internet resources. The need to direct the user's attention to the basic information determines the choice of the minimalism style for the design of the interface of the retail Internet resource, which is characterized by the rejection of unnecessary details and decor, the minimum amount of text and images, the use of only necessary elements to interact with the site, etc. It is a concise and austere style that often uses a simple concise structure [4-5].

The most commonly used type of home page template for online retail stores today is the top horizontal menu option, the advantage of which is that content can be displayed across the full width of the screen. For category pages, two types of templates are most often used: a template with a horizontal menu and a left sidebar and a variant with a menu on the left [6-7].

Color is of particular importance for the marketing communication of e-commerce organizations [1-3, 6-9]. Color as an integral part of the visual communication system is a means of non-verbal interaction with the sign system. It is known that in the culture of different peoples the emotional and applied perception of color is different and is associated with a long historical tradition within the relatively isolated development of an ethnos, religion, etc. For example, white in America is associated with purity and with the world, in Europe – with youth, and in China – with meanness and danger. The color preferences of the population in different countries are known. Therefore, today, color solutions of sites are often used taking into account the socio-cultural characteristics of buyers [8].

Color is one of the most effective means of influencing a person and evokes emotions and associations in him. Psychologists have found that color significantly affects the psychological and intellectual state of a person. Colors refer to feelings, not human logic [8,9]. Color is a powerful design tool. With the help of color, you can talk with the user, play with his emotions and perception, attract and switch attention to certain elements. In this case, it is necessary to follow the principles of color composition. To attract attention, color accents are often used today. For example, today the most important buttons - "Buy" and "Contact us", are often decorated in contrasting colors.

Corporate colors are developed not only by designers, but primarily by marketers, since the psychology of color is a very important issue when it comes to a large target audience [8]. The selection of the color scheme of the Internet site today is carried out in accordance with the corporate colors, if the site is made for a company. When creating a color scheme for a retail website, 2-3 colors are often used, the combinations of which are based on different principles of color harmony. Typically, these are soft colors and color combinations that inspire confidence and encourage buying. Complementary colors are used in banner ads to grab attention. In addition, a large number of product photos of different colors are posted on the site. The color of the main page and the content of the pages often depends on the theme of the site. For example, if it is dedicated to garden decor, the main color for it will be green, and in the design of the site for girls pink is often used [5, 8].

To create contrast and increase the readability of the site, which is solved in the style of minimalism, today they often use a lot of free space, which creates a feeling of elegance and lightness. The background of the site should not distract attention from the information about the product, which is why it is often made uniform, clean, white or light gray [4,5,8].

The correct choice of fonts, as an element of the site design, contributes to better perception of the Internet resource, its effective work, greater conversion of site visitors to customers and the success of the business in general. The comfort of reading site materials and user fatigue depend on the font as an information carrier. The readability of a font is largely determined by the size of the font, its typeface, background color, text color, the presence of auxiliary graphics, the size of the text column and margins, line and character spacing. When publishing content on the Internet, the rules of typography are observed, which allow you to get positive emotions while reading, attract and interest the client, correctly place local accents and pauses in the places corresponding to the meaning, it is easy to remember the main information of the text, clarify its structure and sequence, and form the necessary emotions from the created material [10, 11]. The texts on the sites are short and structured according to the "pyramid" rule: from the main theses to the substantiation and more detailed consideration of the topic. The most interesting and useful piece of information is located at the top of the content area and is accessible without scrolling the page [11].

For text on the web page of online stores, such simple and strict "sans serif" typefaces as «Roboto», «Helvetica», «Arial», «Open Sans», «Tahoma» and «Verdana» are often used, sometimes for headings use serif fonts «Georgia», «Times New Roman». Small fonts (7-13 points) are often used, and larger fonts are used for headings. Most of the information is given in block letters, and letters uppercase are rarely used and mainly for the names of sites.

On the site, as a rule, no more than four different colors of text are used [10, 11]. The font and background colors often contrast with each other. Online shopping sites often use dark colors for fonts and light colors for backgrounds. The most commonly used fonts are dark blue or black on a white or light gray background. The information in the text differs in the size and color of the font, different writing of the font, underlines, capital or uppercase letters. They also use bright text frames as backgrounds when they want to grab the user's attention and focus on an important piece of information. Often, different promotions, bestsellers, novelties, etc. differ in the color of the font or background. At the same time, the background is often performed in a corporate or contrasting color (red, green or blue).

Conclusions

Based on the results of a comparative analysis of the interfaces of the websites of the leaders of modern world Internet commerce and Internet resources of retail trade in Ukraine and Moldova, typical l solutions for their design were identified: style, colors, fonts used, type of modular grids, etc. Based on empirical research, design can become integral part of marketing communications, since the use of this tool will have a positive effect on attracting potential buyers and, as a result, on sales growth. The results obtained can be used in the development of new and improvement of existing interfaces for online stores.

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