VII Міжнародна науково-практична конференція
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DESIGN STRATEGIES FOR COMMERCIAL WEBSITES

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The article examines strategies for commercial website design and their importance in modern commerce. It outlines the main design principles, such as defining objectives, identifying target users, and analyzing design features for different types of commercial websites. The article also addresses the structural characteristics of this type of site. Research into interface design has shown that commercial websites in the luxury segment often feature minimalist design, emphasizing simplicity and clear visual elements.

Keywords: website design, user experience, UI design, commercial website.

INTRODUCTION

In recent years, information technology, represented by the INTERNET, has developed and been applied rapidly. It has brought about revolutionary changes in people's social lives, including interpersonal communication, information acquisition, thinking habits, educational methods, and business forms and models in commercial life. It can be said that WEB technology has permeated every aspect of human society [1]. More and more people and social activities are inevitably closely connected with the internet.

PURPOSE

This paper offers a comprehensive and systematic guide to commercial website design and planning. It aids businesses and designers in understanding key design elements and effective strategies. By explaining how to plan information architecture rationally, optimize the user interface, and conduct long - term business planning, the paper aims to enhance a commercial website's appeal and functionality. This enables the website to better serve business goals, maximize commercial value, provide users with a convenient and enjoyable browsing experience, and strengthen their trust and loyalty. Consequently, the website can gain a competitive edge and drive the company's continuous and stable development

RESULTS AND DISCUSSION

Commercial website design is more than displaying information and graphics—it's a strategic process aimed at achieving business goals. A successful site must provide accurate information, quality services, and a positive user

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experience to generate returns. Without this, it wastes resources and loses visitors [2].

Websites are created to attract audiences and drive profit, requiring careful planning and creativity. Their key advantages are dissemination and interactivity. Designers must understand web-specific features and align design with site goals and audience needs. After defining the purpose, identifying and analyzing the target audience helps shape the design style.

User-friendly structure is vital. Limiting hierarchy to three levels and optimizing navigation and hyperlinks supports smooth interaction. Designers should enhance user engagement by focusing on visual comfort, reading habits, and intuitive layouts that improve human-computer interaction.
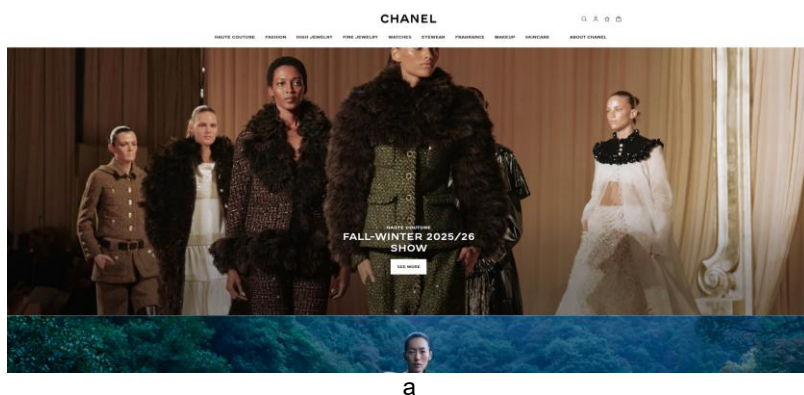

a

b

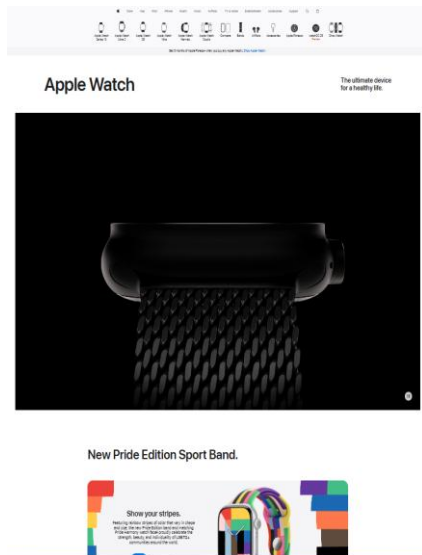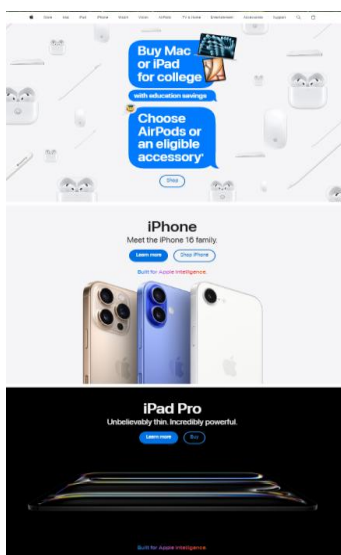**Fig.1.** Official Chanel website: a – Homepage; b – Product page

A good interface guides users easily to needed information. Its design should match the site's business goals and audience. After setting objectives and

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style, the layout should be tailored accordingly. Simplicity and clarity are key to capturing users' attention.

Visuals — especially graphics — play a strong role in attracting users and communicating the brand message. Balanced use of text and images improves hierarchy, clarity, and appeal. Unlike traditional design, websites can use dynamic and multimedia elements to boost engagement and support commercial success

In commercial website design, visual elements must be clear and quickly convey the right business message to capture target users promptly. Given user browsing habits, a simple yet fully - functional interface is most likely to attract target users. Therefore, simplicity and clarity should always guide commercial website design.

a   b
Fig.2. Official Apple website: a – Homepage; b – Product page

Research on modern commercial websites has shown that the interface design of commercial sites follows certain patterns depending on the type of business and market segment. For example, websites in the luxury segment that sell clothing or electronics often feature minimalist design. Products on these sites are typically presented on individual pages. The primary colors used in the design are black and white. The entire design focuses on the product, and its visual presentation is supported by a user interface (UI) that is intuitive and user-friendly. As examples, we can look at the websites of Chanel and Apple.

The main pages serve as the brand's "showcase." On the Chanel homepage, current collections of clothing, perfumes, and featured products are

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presented. When navigating to a product page, a minimalist design and product visualization can be seen, along with a graphic representation of the product type—such as collection, watch, perfume, and so on (Fig.1).

Analyzing the design of the official Apple website, we can observe similar principles: a homepage that features images of core products in the form of photos, videos, and graphics, as well as brand presentations; and product pages designed in a minimalist style with links to product cards or individual product pages (Fig.2). The presentation of the product on the page also has specific features depending on the type of product.

CONCLUSIONS

In summary, we've examined the overall framework and specific UI design issues for commercial websites. Backend maintenance is also crucial for their long - term development. Without a long - term business plan, a commercial website's value can't be realized. It's a platform for website owners to provide information, products, and services, and it's vital for e - commerce, reflecting the company's image and culture.

When planning, analyze consumer needs, market conditions, and the company's situation. Always design with the "consumer" in mind, not just focusing on aesthetics. As times and technology advance, commercial websites will evolve further, and their design and planning theories will become more comprehensive. The commercial websites in the virtual world will become richer and more perfect, enhancing our lives.

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ЖАО Цзінлунь, ВАСИЛЬЄВА О.
СТРАТЕГІЇ ДИЗАЙНУ КОМЕРЦІЙНИХ САЙТІВ

У статті розглядаються стратегії комерційного дизайну веб-сайтів та їх значення в сучасній комерції. Викладено основні принципи дизайну, такі як визначення мети, цільових користувачів та аналіз особливостей дизайну для різних типів комерційних веб-сайтів. Розглянуто питання особливостей структури даного типу сайтів. Дослідження дизайну інтерфейсів показало, що комерційні сайти люксового сегменту часто мають мінімалістичний дизайн, що характеризується простотою та наявністю чітких візуальних елементів.

Ключові слова: дизайн сайтів, користувацький досвід, UI-дизайн, комерційний сайт.