

The loom-state fabric was subjected to tests to determine the electromagnetic properties. The determination of the reflection and transmission coefficients was carried out in the frequency range from 0.7 to 17 GHz.

As a result of the research, it was found that fabrics containing only Nega-Stat<sup>®</sup> P210 as a conductive component do not have a significant shielding effect. However, when combining Nega-Stat<sup>®</sup> P210 and yarn with 10 % Bekinox<sup>®</sup> in the fabric structure a sufficiently high shielding effect is achieved.

In the frequency range from 0.7 to 2.5 GHz the transmission coefficient is in the range from 15 to 20 dB. For two layers of fabric the transmission coefficient in the range from 1 to 5 GHz is reduced to 20–30 dB. Significant values of the reflection coefficient (more than 10 dB) are observed in the range from 10 to 13 GHz when the fabric is folded into 2 layers.

For comparison, it can be noted that fabrics with a similar content folded into 2 layers were characterized by a close value of the reflection coefficient and a 5 dB lower value of the transmission coefficient in the indicated ranges.

The results obtained are the basis for the design of fabrics and packages of materials for shielding electromagnetic radiation.

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## FEATURES OF THE COMPOSITIONAL FORMATION OF PAGES OF ONLINE STORES

## ОСОБЕННОСТИ КОМПОЗИЦИОННОГО ФОРМИРОВАНИЯ СТРАНИЦ ИНТЕРНЕТ-МАГАЗИНОВ

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*Ключевые слова: интернет-сайт, эргономические особенности сайта, функциональные показатели, эстетические требования.*

*Abstract. The paper examines the types of online stores, their specifics, as well as ergonomic features. The selection of the most preferred sites of online stores and the comparative characteristics of objects according to functional and aesthetic indications were made.*

*Аннотация. В работе изучены виды интернет-магазинов, их специфика, а также эргономические особенности. Произведен выбор наиболее предпочтительных сайтов интернет магазинов и сравнительная характеристика объектов по функциональным и эстетическим показателям.*

In the modern world, online sales are becoming one of the most affordable and easiest ways to buy and receive any kind of goods. Against the background of the situation taking place in the world with coronavirus infection, the position of online stores has further strengthened. In conditions of fierce competition for buyers, such resources are trying to increase their attractiveness to customers. This may manifest itself in a greater emphasis on the quality of the service provided, the level of feedback, faster and better delivery, and the design of the site itself. Therefore, understanding the structure and compositional structure of the pages of an online store's website can be a significant help in the future practical activities of any designer.

The purpose of the work is to study the features of the compositional formation of the pages of online stores; the tasks are the following: to identify the classification; to analyze the ergonomics and composition of the main page of the sites; to perform a comparative characteristic of the compositional formation of the pages of websites and online stores.

Based on the tasks set, having performed an analysis of literary sources, without taking into account specific features, such as types of sales or other types of division, in general, the current classification of online stores can be presented in the following form:

- mass-market online stores that have no specific specifics and are aimed at a large number of inexpensive goods;
- narrowly focused online stores that sell only certain types of goods: sports equipment, clothing stores, etc.
- online storefronts that use the site to display their products and rarely involve online purchases, for example, jewelry auto brands;
- online auctions that do not have a permanent set of goods and are engaged in selling lots to users who can offer the highest price.

The following ergonomic guidelines can be distinguished when designing websites: the principle of internal and external, the presence of empty space, the hierarchy of the information structure of the site pages, the presence of a clear columnar, modular, collage or any other grid, a clear allocation of the main target elements, effective and aesthetic work with typography. It is important to pay attention to longer work with the user, their return to the resource, retention and promotion of the product among other users.

The face of any website is its main page, its content. Since the most profitable stores at the moment are stores with a wide list of products, such as the flagship of online commerce "Amazon", the fast-growing "Ailexpress", which gives customers a low price and a wide range, and a store based in the CIS countries, "Wildberries".

The analysis of the main pages of the websites of the online stores under consideration was carried out (Figure 1). The following analysis elements are highlighted in color: red – photo-video material, yellow – text information of the first order, light yellow - text information of the second order, blue – numerical information, discounts, stock prices.

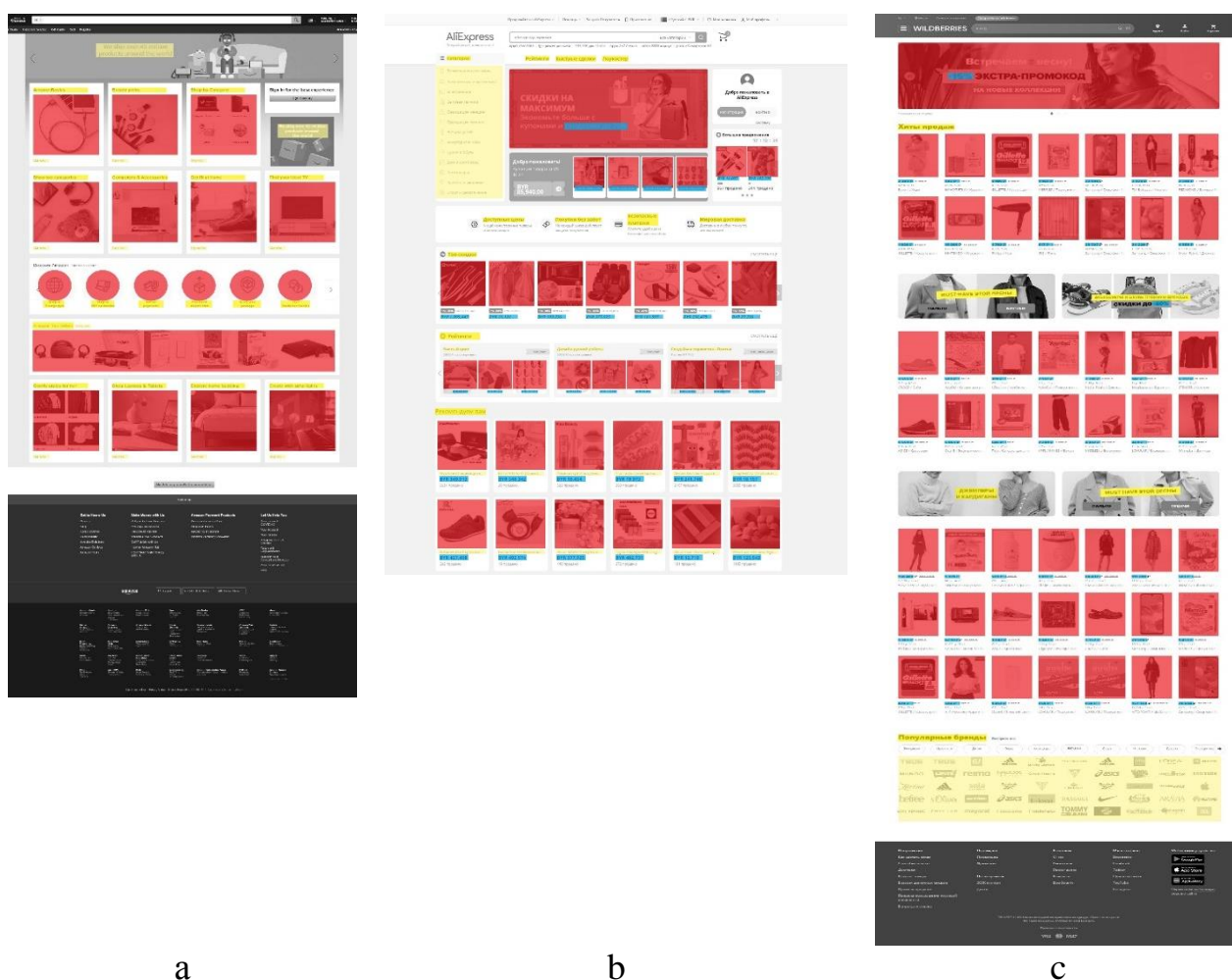


Figure 1 – Home page: a – "Amazon", b – "Aliexpress", c – "Wildberries"

Having performed a comparative characteristic of the compositional formation, it was found that the Amazon home page maintains a certain visual rigor and is made according to a standard 12-column grid, all the main cards are made in the same size and style, which allows the visitor to decide for himself what is more important for him. The product photos are well chosen, the presence of two lines of text with the content of the visual block and its category. There is no information about prices or discounts on the page and there is a slider that talks about the features of the company and its achievements. It is made in the shape of a circle, which helps to defuse and weaken the severity of square photos with straight, visually sharp corners. The same role is served by a simple vector illustration made in warm colors, together with the colors of the header and the basement of the site, the design of the main page copies the color scheme of the store's logo.

AliExpress immediately turns the main page into a virtual counter, with endless scrolling of goods. A large area is allocated along the borders from the main content, which subjectively is not the best solution due to the small size used on the page. Visually, the site corresponds to a 12-columnar grid, but at the same time it is violated by the specific location of differently sized cards and information blocks. The structure of the page itself can be visually divided into 2–2.5 information blocks without much

difficulty: a standard banner with information about discounts and temporary offers, a catalog of categories and an offer to register or log into an existing account.

The website of the Wildberries online store, which has several analog stores on the territory of the Republic of Belarus, has a minimalistic methodological solution. The first block is a large banner advertising discounts and new products integrated into a triple slider. This is followed by a block of product cards, combined under the general feature "Sales hits". The main page ends with a large list of brands that the online store cooperates with or that can be purchased on it. A significant visual and compositional element of the site is its header, this can be judged based on its larger size relative to the rest of the site content. At the same time, the header itself is made relatively minimalistic, in the brand colors, as well as the footer. The emphasis on design here is more on the visual part. The text information on the cards is completely removed, except for the price and rating, allowing the user not to be distracted by additional information.

Based on the research work carried out, it can be said that most marketplace sites, when working with users, pay attention not to design methods or basic ergonomic requirements, but to marketing. Among the sites under consideration, the most high-quality from an ergonomic point of view is the site of the Wildberries store, this is due to the attention of developers to the design of pages. Amazon and AliExpress have weak and poor-quality page design, but this is compensated by working with the audience and marketing. It can also be concluded that the design and ergonomics potential of all such sites is limited by default, due to the fact that they should be sufficiently simple and understandable to any user, so as not to scare them away, avoid too complex compositional solutions and textual information, while providing sufficient data to attract a buyer and persuade to make a purchase.

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## DEPENDENCE OF THE ANTISTATIC PROPERTIES OF FABRICS FOR OVERALLS ON THEIR STRUCTURE

## ЗАВИСИМОСТЬ АНТИСТАТИЧЕСКИХ СВОЙСТВ ТКАНЕЙ ДЛЯ СПЕЦОДЕЖДЫ ОТ ИХ СТРУКТУРЫ

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*Abstract. The paper presents influence of the location of electrically conductive components, namely Bekinox fibers, in workwear fabric samples on their antistatic properties. The analysis of the obtained results of the specific surface electrical resistance with a normalized and predictable value obtained by the model described earlier was carried out. It has been determined that the model used makes it possible to predict the specific surface electrical resistance of fabrics with sufficient accuracy for practical purposes, however, the choice of the location of the antistatic yarns in the fabric should be carried out taking into account its subsequent use.*

*Аннотация. В работе было определено влияние расположения пряжи с содержанием стальных волокон Bekinox в образцах тканей для спецодежды на их антистатические свойства. Проведен сравнительный анализ полученных результатов удельного поверхностного электрического сопротивления образцов с нормируемым и прогнозируемым значением при расположении антистатических нитей только вдоль утка и в виде сетки. Установлено, что используемая модель позволяет прогнозировать удельное поверхностное электрическое сопротивление тканей с достаточной для практических целей точностью, однако выбор места расположения антистатической нити в ткани следует осуществлять с учетом ее последующего использования.*

At present, industrial development and the emergence of ever new branches of production impose such requirements on textile materials that natural fibers with their properties are no longer able to satisfy. One of them was to develop textiles with