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THE PARTICULAR THEORETICAL ASPECTS OF THE UI/UX-DESIGN MARKETING COMPONENT

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The current state of research of methodological, methodic and theoretical basis for product promotion with the help of Internet marketing tools presented in special and scientific literature is analyzed, the results of which indicate that these issues and problems are paid attention. However, regarding the theoretical aspects of the marketing component of UI / UX-Design, it is worth noting that such issues are described in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientific basis for the application in practice of economic entities of various forms of ownership in the current conditions of the Ukrainian market. The evolution of professions aimed at solving problems in the field of Internet marketing has been studied. The features of UI-design and UX-design are generalized. The main types of work at each stage of work on UX-design are analyzed and generalized. The expediency of using a brief during the analysis of the requirements of the business requirements is proved, its structure and the necessary content are given. The peculiarities of the target audience research during the work on UX-design are described. The peculiarities of the competitors types and the analysis of their activity during the work on UX-design are determined. The sequence of formalization and structuring of the received information at the first stage of work on UX-design (concrete steps, essence, and tools) is defined. The essence of such tools as the map of empathy, Customer Journey Map, User Scenario, User Story, Problem Framing, Job Story, the information architecture, User Flow, Screen Flow is considered.

Keywords: UI / UX-Design, theoretical aspects, marketing component, modern marketing tools, target audience, stages of work on UX-design.

Introduction and problem statement

Under today's conditions of the global economy, significant changes in which have been made by pandemic circumstances, existing and widely used classic and modern marketing tools need to quickly adapt, redesign and replace for the purposes of researching the client path of users of various services, products, works, services, etc. [1-3].

At the same time, the issues of assessing and analyzing the requirements of the business (enterprise) that provides such services, products, works, services, and the target audience that receives such services, products, works, services are also important in such research.

When analyzing the client path, first of all, it is necessary to investigate: the customer's business; target audience; competitors. To do this, among the modern marketing tools UI / UX-Designer in the process of marketing the design of a product or service uses methods and performs specific operations in the consistent concept of «Discover-Explore-Test-Listen».

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Based on the results of marketing research, UI / UX-Designer can offer the customer a specific concept (model) of product development or improvement (promotion). However, the customer does not need to know and understand the technology and features of product development. UI / UX-Designer must provide the necessary and sufficient information about the processes and features, avoiding unclear technical characteristics for the customer.

Therefore, when forming a specific concept (model) of product development or its improvement (promotion), UI / UX-Designer should use appropriate technologies and tools, based on the relevant theoretical basis of marketing as a science.

Thus, the generalization of theoretical aspects of the marketing component as a methodological basis for the implementation of the main stages of UI / UX-Designer will create a scientific basis for the formation of a specific concept (model) of product development or improvement (promotion).

Analysis and research of publications

To date, special and scientific literature focuses on the creation of methodological, methodical and theoretical foundations for the promotion of products using Internet marketing tools. Thus, the main methods and tools of Internet marketing and the specifics of their application are considered [4], the theoretical bases of Internet marketing are generalized, the application of its tools is analyzed, the introduction of innovative trends of Internet marketing in the activity of modern enterprises is investigated [5], the issues of Internet marketing and content marketing of modern Ukraine are considered, the main elements of mix marketing are singled out taking into account the active use of the Internet, the elements of mix marketing during e-business on the Internet are analyzed, the features of Internet marketing for Ukraine are considered, interfering with its effective functioning [6], the list of Internet marketing tools is given, modern marketing tools are singled out [7], the essence of Email Marketing as one of the most effective tools of Internet marketing is considered, the meaning of the terms «viral marketing» and «guerrilla marketing» is revealed [8], analyzes of data that could be useful in studying how online communication channels appear and how they may develop in the future [9], proves the feasibility of using digital marketing due to the growth of Internet users, mobile devices, emphasizing the need to expand the use of Internet marketing, as well as the transition to a more progressive form of marketing, namely digital, to increase the effectiveness of marketing activities [10], etc.

At the same time, regarding the theoretical aspects of the marketing component of UI / UX-Design, it is worth noting that such issues are described quite concisely in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientific basis for the application in practice of economic entities of various forms of ownership in the current conditions of the Ukrainian market.

The purpose of the article

The aim of the work is to study and generalize some theoretical aspects of the marketing component of UI / UX-Design.

Presenting main material

The genesis of the Internet was characterized by the fact that multi-specialists developed all marketing decisions. The choice of methods was not based on what would best solve a particular problem, but on what could be done technically. Programmers learned to repeat physical objects, add shadows, reflections, light. This was a period of static decisions that were difficult to administer. Development was carried out manually. The decisions were static.

Admin panels for content management on sites sooner or later had to be averaged. That's why libraries of code, individual elements and platforms for development have appeared (a basis that doesn't need to be written from scratch every time). At this stage, the development was carried out from libraries and platforms, the decisions are partially dynamic.

At the stage of customization and personalization, site pages are developed based on the requirements of the target audience. Advertising is developed and targeted to different segments of people. The language, content and appearance of sites are changing, based on the digital footprint of the audience. All this is developed with the help of a visual designer. Such a constructor still requires knowledge of the code, but to a lesser extent. Now the layout designer is getting closer to marketers and designers. Development is carried out by designers, decisions are dynamic.

At the stage of super-personalization, sites begin to work as search engines. They track the digital footprint and adjust to it. Different users are on the same resource, but they differ in appearance, function and are provided, respectively, different applications and content.

Soon, decisions will be made using only artificial intelligence. Now this is partially done, but in the near future it will be quite normal.

In general, the evolution of professions aimed at solving problems in the field of Internet marketing is presented in Table 1.

The particular theoretical aspects of the ui/ux-design marketing component

The evolution of professions aimed at solving problems in the field of Internet marketing

Period of occurrence, years	Types of professions
1984–990	Web-designer and all-in one Developer
1990–2003	Web designer Front-End Dev Back-End Dev
2003–008	UI-designer UX-analyst UX-researcher Information Architecture Interaction designer Motion designer Front-End Dev Back-End Dev QA-tester QC-tester

It is well known that UI / UX Design has two interrelated components.

UI-design and UX-design include different skill sets, but they are an integral part of each other's success.

Both, UI-design and UX-design, must be perfectly executed and perfectly aligned with pre-existing user expectations to create a better user experience [11].

UI-Design (User Interface) is a user interface design. The result of this workflow is a visual view of the application (site). It is in the process of this design that decide what color schemes and shapes of buttons, what fonts, types of lines for text, etc. will be selected. This is a generalized process of designing an interface that creates the appearance of the program interface (site, application).

UI-designers are, first of all, graphic designers. They are related to aesthetics and should make sure that the interface of the program is attractive, visually stimulates the user and corresponds to the theme, which, in turn, must meet the goals and objectives of the program. Therefore, we need to make sure that each visual element is unique, both in aesthetic and in the target sense [11].

The term «interface» is understood as a set of tools used for the interaction of two systems. The interface can be considered successful when people use it.

The tasks of each interface are different:
− the maximum speed of a specific task;
− providing maximum information about

something;
− organization of the field;
− habits;
− providing multifunctional options in relation to a specific area;
− to be remembered, etc.

UX-Design (User Experience) is a design that takes into account the user experience. All the events and interactions that users have had with each application (site) before in their lives help to set their expectations about how the interfaces should work.

UX-designers are specialists who create or develop a product so that it is as effective as possible, solves problems and tasks of users.

According to the Online Marketing Institute, this is how Internet users behave:
− 85% can leave the site if they do not like the interface design;
− 83% can leave the site if they are forced to make too many clicks to find what they need;
− 40% will never return to the site if it was difficult for them to use it for the first time.

Taking into account the practice of UX-designers, the process of working on UX-design can be divided into specific stages, namely:
− research;
− analysis;
− direct design;
− testing.

Details of specific types of work at each of the stages of work on UX-design are summarized in Table 2.

In order to understand the specifics of business requirements, it is advisable to form a brief, which is a questionnaire that is filled out by the customer before working on design, advertising projects, website creation, writing appropriate copyrights to sell or promote a service or product. In other words, filling in the brief helps to gather the necessary marketing information for future use. At the same time, the use of brief has its advantages (fast results, structured data, low resource costs) and disadvantages (can not be used to identify implicit needs, can not fully cover information about all necessary components, the possible presence of subjective line at the customer when filling). It is the brief developed and filled in with specific relevant information by the customer that is the key to creating a working concept of product promotion and gaining the attention of the expected target audience of the product when researching the customer path to optimize it from a business standpoint.

Analyzing the practice of marketing research on business requirements during the evaluation and

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Table 2

Detailing specific types of work at each stage of work on UX-design

Stages of work on UX-design	Types of work
Research	– Business research and requirements; – Research of the target audience, its goals and objectives; – Analysis of the market and competitors; – Formalization and structuring of information
Analysis	– Creation of persons; – Empathy; – Finding problems and opportunities for improvement; – Development of detailed scenarios and cases; – Transformation of goals into tasks and tasks into requirements
Design	– Development of product structure; – Elaboration of the way of interaction; – Sketching; – Prototyping
Testing	– Usability testing; – Heuristic assessment; – Accessibility assessment; – A / B tests; – Analysis of user activity

formation of the client path, it is worth noting that the brief should contain the following data, namely:

− sphere of activity and main competitors;

− the purpose of the business;

− target audience;

− scale of works;

− acceptable to the customer from the standpoint of business examples of existing sites;

− preferences for site design;

− desired blocks of materials for the site;

− required language versions of the site;

− terms of performance of works, etc.

Based on the brief, UX / UI-Designer can already generate a technical task.

The main task when creating a technical task is to describe in as much detail as possible the project and structure of the site, application and its functional blocks. Moreover, it is necessary to describe where in the system what data will be stored, where they will be sent, etc.

In order to understand the target audience of the customer it is necessary to study:

− the whole market (in order to assess supply and demand for various products and services);

− market segment to which the customer's business belongs (such analysis will provide results on the basic characteristics of the potential target group for the formation of the archetype, taking into account various factors);

− the average person (collected image of the consumer portrait of the market segment).

Market segmentation in this context should be based on the answers to 5 main questions:

− What? (type of goods, product, service, etc.);

− Who? (consumer type);

− Why? (type of motivation to purchase);

− When? (type of situation in which the purchase is made);

− Where? (type of place of purchase).

Also important is the research analysis of competitors, the main task of which is to describe in detail all functional and non-functional solutions of competitors and assess the quality of their implementation in order to understand what we can use from their experience and practice. To solve this problem, there must be at least one reference competitor, two direct and two indirect competitors.

When it comes to a benchmark, it means that there is probably a super-solution in the world that has been recognized by users and experts, that is, a competitor who can be considered a real leader, the one who deserves maximum attention.

Direct competitors are individuals and companies that offer the same solutions as you. Most likely, they have the same target audience as you.

Indirect competitors offer a solution similar to yours, and it is aimed at another target audience or another solution, however, it is aimed at your target audience.

In the future, the received information should be formalized and structured. To do this, there is an accepted sequence in practice, which is shown in Table 3.

The empathy map is a tool to supplement and

Table 3

The sequence of formalization and structuring of the information obtained at the 1st stage of work on UX-design

Specific step	Gist	Tools
Detailing the goal by formulating tasks	It is already clear what business and all stakeholders expect from us. The audience was identified and their current concerns about the user experience became clear. Now the goals need to be detailed in the task. What exactly do system users need to do in order to achieve the goal? What do you need to be?	Empathy cards Customer Journey Map Problem Framing User Scenario User Story Job Story
Transposition of tasks into requirements	Now the level of specific technical requirements is being formed. Based on the tasks –what, when and how the system should be able to solve the tasks. Appropriate, fast, beautiful, elegant	Terms of reference Use Case
Transforming requirements into functionality and architecture	Now is the time to describe all the functionality of the system and form an architecture. Here are the specifics of the entire specification, there are pages, sections, etc.	Information architecture (product structure) User Flow Screen Flow

Table 4

The structure of the Empathy map content

Specific feelings, actions	Gist
I think and feel	What exactly worries users? What are their fears? What are the doubts about the product? It is advisable to get such information from forums and support.
I speak and do	How does the user currently solve the problem? What does he say in public? What issues are you discussing on social media? Do you attend any events? What do they read?
I hear	Whose opinion has an impact on a person in real life? Whom do you consult? What do they say about the problem around? Stereotypes, rumors, etc.
I see	What services does a person visit when solving a problem? What applications and sites does he use? What publications does he read? Advertising, blogs, etc.
Values, achievements	What are valuable to a particular person? What does the product want to achieve? What values should we broadcast?
Problems, pain points	What is the user afraid of? What could be the reason for him to abandon the product?

improve the understanding of the characters. Thanks to its use, we can immerse ourselves more deeply in the experience and show empathy. The structure of the content of the empathy card is shown in Table 4.

Customer Journey Map is a oriented graph, which shows the path of the user-consumer of the product-service with the help of contact points. CJM shows the customer's path to the product, identifies problem areas and shows how to increase sales and increase customer loyalty.

This map identifies the main fears and expectations of customers. This is the main difference between the Customer Journey Map and the sales funnel, which reflects the linear movement of the consumer to the product without detours [2−3].

In order to create an effective Customer Journey

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Map, it is advisable to determine how the user interacts with the product to achieve its goal in the context (formation of the so-called «User Scenario») and the ideal user interaction experience, including information on the environment "User Story").

Problem Framing is a method of design thinking used to understand, evaluate, and prioritize complex business problems. Using such a tool allows:

− contextualize the problem (using different frameworks, stakeholders review their understanding of the problem, as well as the business context, express their assumptions and align their views);

− substantiate the need for business (stakeholders link the tasks of the design sprint with the general business goals (indicators) and agree on the main strategy to be followed);

− understand the client (stakeholders sympathize with the user (customer), interacting with research and reflecting the client's path);

− find an opportunity (after stakeholders can relate the customer's problems to the business goals (strategy) and the entire business context of the product (services, organizations), they decide which is the main opportunity).

Use Case should be used when we have User Story and User Scenario - we can throw away everything superfluous, leaving only the most important. Yes, it is possible to describe the sequence of all possible interactions with the system and the need for clicks. This already looks like a specific job at the interface level.

Job Story uses an approach in developing innovative products - Jobs To Be Done. In other words, what a person does in order to solve their problem. The same form as for User Story is used to

quickly extract content, but in a different wording.

Information architecture (IA or structure) is a tool of science on the organization and structuring of content in various information systems, such as websites, web and mobile applications. According to experts, information architecture is a practice of making decisions about the order of parts, for their convenient perception. The anatomy of information architecture is shown in Table 5.

User Flow is how a user navigates interface sections and where they can come from. This allows you to find weaknesses in the solution. A script is taken and broken down into smaller parts - how a particular person will solve their problems. It is possible to see bottlenecks.

Screen Flow is already a detailed storyboard of the client's path by frames. It is clear that you must first have such frames, it is advisable to break after sketches and prototyping. The essence of Screen Flow is that it shows in detail the transitions between specific blocks, pages, sections (for example, which button affects what, etc.).

It is possible to do this in relation to one scenario, as with User Flow. However, it is possible to do in relation to the whole system in principle. Then we get a significant field of dependencies. As practice shows, it is advisable to do it with applications. Their frames fit well into such a scheme. But if the application is not significantly overloaded - everything will fit in one such file.

Persons are imaginative and generalized groups of target users who demonstrate similar views, goals, and behaviors about a particular product. They are brief general characteristics of people from customer groups and are based on user research.

Table 5

Anatomy of information architecture

Structural element	Essential significance
Organizational system	These are the groups and categories in which the information is distributed. This system helps users predict where they can find specific information. There are three main organizational systems: hierarchical, consistent, and content-oriented
Navigation system	It is a set of actions and methods that guide users in an application or website, allowing them to perform their tasks and interact successfully with the product. The navigation system, in terms of the target audience, includes ways to move users through content
Searching system	This system is used in information architecture to help users search for data in a digital product, such as a website or application. The search engine is effective only for products with a lot of information, when users run the risk of getting lost
Marking system	This system includes ways of presenting data. Product design requires simplicity, so a large amount of information can confuse users. Therefore, designers create shortcuts that help to present a set of data in a few words. Headings, contextual links, navigation solutions, indexing

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Table 6

Product features

Product features	Essential significance
Useful	We must remember that the product must be useful in achieving the goals and objectives of both business and users
It is trustworthy	We must do everything to ensure that the user feels the seriousness of the intentions and he does not have the feeling that he is being deceived
Understandable	The product should be easy to navigate. When you get to the interface, it should be clear where you can go and where you are
Desirable	The product must have its own image. These are the features of emotional design that catch a person's attention and make them remember the product
Comfortable	The product must be convenient to use in any context. This is necessary, but not enough
Available	The product should be accessible to people with disabilities
Valuable	The product must be designed in such a way as to fulfill global tasks - to convey the mission of the organization, to educate consumers, etc.

Proto-persons are hypothetical persons who have not yet been confirmed by the results of the study. Some people use them if they do not have the time and money to do research. Ideally, they should be used as an intermediate step in the formation of real people. That is, no one interferes with the formation of hypotheses, and then test them by research (interviews, etc.).

Archetypes are based on user behavior. They are also based on target audience research to identify needs, motivations and pain points. However, unlike individuals, they reflect specific patterns of behavior - how users use the product now. Archetypes answer the question - who does it, when he does it and why.

The main task of personal development is to distinguish from the described segments from 3 to 6 of the described persons. They should be given characteristics, as they understood them during the interview, that correspond to them: last name, first name, patronymic; sex; what devices are used; which services are used the most (to solve our problem); what do you like what he avoids; deep motive (what he wants to achieve).

In the development of persons it is appropriate to identify the features of the product being created, through the formulation of its important characteristics (table 6).

Conclusions

Summarizing the results of the study on some theoretical aspects of the marketing component of UI / UX-Design, it is worth noting that today such issues are described quite concisely in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating an appropriate scientific basis for use in the practice of business entities. The application of the theoretical basis of marketing as a science when performing work on UI/UX-Design should take into account the features of modern Internet space, the possibility of sales in it, while taking into account the characteristics and needs of users. To do this, it is necessary to analyze the characteristics of business, competitors and target audience using modern marketing tools, namely: brief, empathy card, Customer Journey Map, User Scenario, User Story, Problem Framing, Job Story, information architecture, User Flow, Screen Flow etc. This will allow more productive, efficient and effective sales and promotion of products (services).

The direction of further research in this scientific and practical field is the substantiation of methodological approaches to the formation of the theoretical basis of the marketing component of specific types of work at each stage of work on UX-design.

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ОКРЕМІ ТЕОРЕТИЧНІ АСПЕКТИ МАРКЕТИНГОВОЇ СКЛАДОВОЇ UI/UX-ДИЗАЙНУ

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Проаналізовано сучасний стан дослідженості методологічного, методичного та теоретичного підґрунтя для просування продуктів за допомогою інструментів Інтернет-маркетингу, наданих в спеціальній і науковій літературі, результати чого свідчать про те, що цим питанням та проблемам приділяється увага. При цьому, стосовно теоретичних аспектів маркетингової складової UI/UX-Дизайну, слушно зазначити, що такі питання описуються досить тезисно у рекомендаціях практиків-маркетологів, що, в свою чергу, підкреслює важливість створення наукового підґрунтя для застосування у практичній діяльності суб'єктів господарювання різних форм власності за сучасних умов функціонування українського ринку. Досліджено еволюцію професій, спрямованих на вирішення задач у галузі Інтернет-маркетингу. Узагальнено особливості UI-дизайну і UX-дизайну. Проаналізовано та узагальнено основні види робіт на кожному з етапів роботи над UX-дизайном. Доведено доцільність використання під час аналізу особливостей вимог бізнесу брифу, наведено його структуру та необхідне змістове наповнення. Охарактеризовано особливості дослідження цільової аудиторії під час роботи над UX-дизайном. Визначено особливості видів конкурентів та аналізу їх діяльності під час роботи над UX-дизайном. Визначено послідовність формалізації та структурування отриманої інформації на 1-му етапі роботи над UX-дизайном (конкретні кроки, сутність, інструменти). Розглянуто сутність таких інструментів, як карта емпатії, Customer Journey Map, User Scenario, User Story, Problem Framing, Job Story, інформаційна архітектура, User Flow, Screen Flow.

Ключові слова: UI/UX-Design, теоретичні аспекти, маркетингова складова, сучасний інструментарій маркетингу, цільова аудиторія, етапи роботи над UX-дизайном.

ОТДЕЛЬНЫЕ ТЕОРЕТИЧЕСКИЕ АСПЕКТЫ МАРКЕТИНГОВОЙ СОСТАВЛЯЮЩЕЙ UI/UX-ДИЗАЙНА

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Проанализировано современное состояние исследованности методологического, методического и теоретического базиса для продвижения продуктов с помощью инструментов Интернет-маркетинга, представленных в специальной и научной литературе, результаты чего свидетельствуют о том, что этим вопросам и проблемам уделяется внимание. При этом, относительно теоретических аспектов маркетинговой составляющей UI/UX-Дизайна, целесообразно отметить, что такие вопросы описываются достаточно тезисно в рекомендациях практиков-маркетологов, что, в свою очередь, подчеркивает важность создания научного базиса для применения в практической деятельности субъектов хозяйствования разных форм собственности при современных условиях функционирования украинского рынка.Исследована эволюция профессий, направленных на решение задач в области Интернет-маркетинга. Обобщены особенности UI-дизайна и UX-дизайна. Проанализированы и обобщены основные виде работ на каждом этапе работы над UX-дизайном. Доказана целесообразность использования во время анализа особенностей требований бизнеса брифа, приведена его структура и необходимое содержательное наполнение. Охарактеризованы особенности исследования целевой аудитории во время работы над UX-дизайном. Определены особенности видов конкурентов и анализа их деятельности во время работы над UX-дизайном. Определена последовательность формализации и структурирования полученной

информации на 1-м этапе работы над UX-дизайном (конкрет-ные шаги, сущность, инструменты). Рассмотрена сущность таких инструментов, как карта эмпатии, Customer Journey Map, User Scenario, User Story, Problem Framing, Job Story, ин-формационная архитектура, User Flow, Screen Flow.

Ключевые слова: UI/UX-Design, теоретические аспекты, маркетинговая составляющая, современный инструментарий маркетинга, целевая аудитория, этапы работы над UX-дизайном.

THE PARTICULAR THEORETICAL ASPECTS OF THE UI/ UX-DESIGN MARKETING COMPONENT

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The current state of research of methodological, methodic and theoretical basis for product promotion with the help of Internet marketing tools presented in special and scientific literature is analyzed, the results of which indicate that these issues and problems are paid attention. However, regarding the theoretical aspects of the marketing component of UI / UX-Design, it is worth noting that such issues are described in the recommendations of marketing practitioners, which, in turn, emphasizes the importance of creating a scientific basis for the application in practice of economic entities of various forms of ownership in the current conditions of the Ukrainian market. The evolution of professions aimed at solving problems in the field of Internet marketing has been studied. The features of UI-design and UX-design are generalized. The main types of work at each stage of work on UX-design are analyzed and generalized. The expediency of using a brief during the analysis of the requirements of the business requirements is proved, its structure and the necessary content are given. The peculiarities of the target audience research during the work on UX-design are described. The peculiarities of the competitors types and the analysis of their activity during the work on UX-design are determined. The sequence of formalization and structuring of the received information at the first stage of work on UX-design (concrete steps, essence, and tools) is defined. The essence of such tools as the map of empathy, Customer Journey Map, User Scenario, User Story, Problem Framing, Job Story, the information architecture, User Flow, Screen Flow is considered.

Keywords: UI / UX-Design, theoretical aspects, marketing component, modern marketing tools, target audience, stages of work on UX-design.

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