

FUser Experience (UX) Design Websites as a Marketing Tool

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Abstract: - A website is a business card that shows partners and customers a company's identity, goals, and products. The user experience process is a new collection of methods that determines the basics of a website's functionality and explores the interaction between the company and the user. Following the user experience process, researching the company's and website's goals about the product page and how the website process can improve and attract new leads and increase the company's profits. To achieve the research goal, three objectives were set: 1) to study user experience websites and their impact on the marketing process of the company, 2) to analyze data on the impact of user experience design, and website design on user experience, 3) to improve website design and content based on user experience.

Key-Words: - user experience, website, interaction, customer satisfaction, process, trends.

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1 Introduction

User experience design is used to create new products or services and to improve existing products or services by focusing on the user's needs and preferences. By building websites based on user experience design, a company can capture more data about its users, and find out which parts of the website should be highlighted to showcase certain company features. User experience design is used to increase user satisfaction accessibility and the effectiveness of user interaction with a website or app. Nowadays, a company's sales are influenced by the virtual environment in which customers view and purchase products, it is important that the website allows users to view all the features they need and that the website is optimized for all devices. Customers do not want to interact with a website that has a poor user experience design, which results in a website that is not able to perform its functions in the same way on different devices. There is a user perception that a company does not exist if it is not present in the online environment, so it is important nowadays to create a user-friendly website that meets the requirements and needs of customers. Customers want to reach their goal in a few steps by interacting with the website, if this goal is not reached, then the potential customer ends their activity on the website and starts their activity on the website where they can navigate and find the information they need.

The research question is: Can a company increase the number of customers and boost sales by using user experience in website design? The aim of the study is to develop guidelines for the design of corporate websites to create user satisfaction and boost sales. To achieve the research goal, three objectives were set: 1) to study user experience websites and their impact on the marketing process of the company, 2) to analyze data on the impact of user experience design, and website design on user experience, 3) to improve website design and content based on user experience.

The following research methods were used to implement the aim and objectives of the study: 1) Monographic or descriptive method - researching and collecting theoretical base using scientific literature and other sources, 2) Graphical method - existing visual materials that explain the activities and statistics, 3) Secondary data analysis - collecting and studying data by analyzing the set of information, 4) Survey method - data collection method to find out the user's opinion on the research topic and problem solution, 5) Comparison method - comparing information and experimental results between the research objects.

The research period is from November 1, 2021, to May 7, 2022. The study consists of three parts. The first part, based on academic literature, publications, and internet sources, explores the design of the user experience when interacting with a website. In the second part, the authors' conduct-conduct a

secondary data collection on user habits in the Internet environment and the impact of websites on the user and the company. In the third part, the authors, based on the results of the study, carried out the improvement and testing of the website to know the users' opinions and interactions with the website. The conclusions and proposals summarize the author's findings on the impact of user experience design usage on the performance of a company's website. User experience design websites provide users with the necessary guidelines to reach users and company goals.

2 Theoretical Aspects

2.1 User Experience Design

User experience design is used to create new products or services and to improve existing products or services by focusing on user needs and preferences. By building websites based on user experience design, a company can capture more data about its users, and find out which parts of the website should be highlighted to showcase certain features of the company. User experience design is used to increase user satisfaction accessibility and the effectiveness of user interaction with a website or app.

Nowadays, a company's sales are influenced by the virtual environment in which customers view and purchase products, it is important that the website allows users to view all the features they need and that the website is optimized for all devices. Customers do not want to interact with a website that has a poor user experience design, which results in a website that is not able to perform its functions in the same way on different devices.

Knowledge of user experience processes is one of the most sought-after skills today. Companies are increasingly interested in what users want, what their requirements are, and what their experience with the product is.

User experience (UX) design is the process that teams use to create products that provide meaningful and relevant experiences for users. It involves designing the entire process of acquiring and integrating a product, including aspects of brand, design, usability, and features. User experience design is the aggregation of different methods, allowing users to choose the most appropriate research methods, [1].

User Experience in the Digital World explores intersections with other fields to advance our understanding of user experience and show how

design choices not only affect digital interactions, but also shape interactions with the wider world, [2].

The user experience approach connects the goals of the company with the needs of the user by designing the product or service from the point where the needs of both parties are connected (Figure 1). Often, without research, project teams design a product or service based only on the needs of the company, thus ignoring the needs of the user. Or, if the product is based only on the user's needs, the company does not get the benefits it needs. Before any project is designed, there must be a study of the company's objectives, which is linked to the implementation of the project in the company, and there must be a study of the user to find out the user's needs, thoughts, problems that they want to solve with the product or service, [3].

The perception of design has changed, it is no longer just about how a product looks, but also how it feels to the user, how it works, and how it benefits the company. The design aims to anticipate what the user will notice first and how it will affect the user. User experience designers use visual cues to help users see the most important things in a product:

- For tangible products, packaging design, and product design with object placement are used to get the desired result;
- For audible products, certain sounds and melodies are used to trigger certain feelings in the user's memory;
- For scented products, a memorable scent is used that the user inhales to remember the product and the company;
- Visual products, such as advertising, use color psychology to match a specific audience and product and use color contrasts and bright colors;
- Taste products use certain strong flavors that allow the user to recognize the product without seeing it, [4].

2.2 User Experience Design Research

User experience research is based on the subjective opinion of the user, which the researcher collects to obtain the necessary information. The research reveals the user's experience and interaction with the product, the company, and the customer's satisfaction with the product. The research leads to the definition of a design architecture for the product or service and how the user will interact with the product, [5].

By basing the design on user experience research, the company can choose the necessary strategy and the way of execution to attract potential users to buy

the product. Not only can research help design, but design can help research, and design can help designers create accurate prototypes and experiments. Design improves product development and the use of methods during the development phases of a project, [5].

User experience website design is based on three parts that depend on each other. The design is just the superstructure of the website that the user sees, while the research creates the user journey during the process to provide the best experience that the company can provide to the customer. According to the author, product development is a never-ending process that must always be updated to ensure the flow and circulation of information between the user and the company. The content of the website must represent the company's objectives in order to present the brand image that the user wants to see.

Research influences design, allowing the designer and project team to learn about the latest trends, user needs, and how materials or technologies can influence product development. Research can help to determine the psychological perception of the user so that the user can be enticed to try and buy the product. Psychology also includes the use of colors and images, as well as the choice of typography to enhance the design, [5].

Design is influenced by the results of the research, shaping the form and design based on the results of the research. The results of the research are obtained through different types of research.

The company has to choose the goals of the website in order to create a defined user journey that will lead to the common goal of the user and the company.

User experience design research is carried out to understand consumer needs and behavior. This is achieved by observing potential users, analyzing them, testing the product on the user, and other methods to learn about the impact of the design on the user. The results of the study are presented in five parts:

- Content strategy - providing content that is perceptible and relevant to the product. Comprehensible and meaningful content allows the user to learn more about the product, and makes the user interested in viewing and buying the product;
- Information architecture - helps the user understand where the user is, where the user has been, and what can be expected next. In an information architecture, information relates strictly to the design of web pages, helping the user to anticipate next steps and actions, easing the process;

- Interaction design - responsible for meaningful and engaging design, creating a design that helps to understand how the user interacts with the technology. Interaction design helps to guide the user through a designer-created path that leads to the desired outcome;
- Visual design - visual design attracts the user and builds brand loyalty through aesthetics and clarity. The visual design consists of typography, colors, images, video, and other visual elements;
- Usability evaluation - examines the impact of the design on the user when interacting with the product. Various methods are used to measure design intuition. This identifies various errors in the product and its interaction with the user so that problems can then be solved, [6].

To create a product based on user preferences, companies need to do research to find out what users want. According to the author, the research part of the user experience process is a key stage to discover the user's opinions and preferences to solve their problems. Research can be designed in both qualitative and quantitative forms, depending on the purpose of the research. The researcher has to select the target audience that will be tested in order to achieve the required results.

The research requires data on the user, business, technology, strategy, and competitors. These four points allow the designer and the user experience researcher to understand the product, its specifications, and the company's expectations. All the elements have to work in interaction with each other to create the most appropriate and effective solution.

- User - to study the users who will use the product, their needs, preferences, and the problems they want to solve. It is necessary to create a detailed description of the user, their tendencies, and interests. User experience design uses user profiling to look at all necessary aspects;
- Company - before designing a product, it is necessary to know the company's vision and goals for the product. The scope of the company changes the layout of the website and the design elements chosen;
- Technology - the technologies needed to build the product, how they work, and how they may affect the product. Technology includes the technology to build the product,

the latest applications, and software to build the product efficiently;

- Standards - process standards that are set by the team, such as guidelines, product structure, and design rules when building the product;
- Competitors - the activities of competitors and product design give insight into the future of the product. It can reveal what things need to be changed to achieve the best result, and the project team can take inspiration from the best example, [7].

To conduct research, the most appropriate research methods need to be selected, which depend on the specifics of the product, the needs of the company, and the users of the product. The choice of method depends on the stage of product development, whether it is an existing product that wants to be improved or the creation of a new product. The types of research are divided into four parts: quality, quantity, behavior, and attitude. The type of research depends on the desired outcome, which is chosen by the researcher, [8].

The authors conclude that the user experience process and the user interaction design are linked by the overall result of the website. In order to create a user-centered website, it is necessary to investigate both user needs and design trends. It is necessary to design a website that can be used by users on any of the devices so that the format of the website adapts to any screen size.

User experience design has been in use for decades, although it only gained popularity a few years ago. Companies want to create websites that represent their image and brand, but to get this they need to invest time in user research. User research is carried out by experienced designers based on different methods. The author concludes that the design thinking method, which encompasses all aspects of the user experience process, is the most appropriate for user experience design. A company must be able to define its activities and goals, as well as be aware of the interests and needs of the target audience.

User experience includes the customer's journey through the website. The designer must anticipate what actions customers will want to take and what menu options should be provided to them. The website experience and the navigation path is one of those that is built during the design process and then tested on users to verify the website experience. The main purpose of user experience design is to prevent possible errors that may occur when the user interacts with the website.

2.3 User Experience Design

Both user experience design and user interface (UI) design are used for website design. Combining design elements and research to create a website based on user preferences. Today, a key element for a company's website is that the website is in a responsive grid. The website must be accessible on a desktop, tablet, and smartphone view so that the user can fully use it from any device. Designs must be consistent and provide the same information to users on any device, [9].

There are two approaches to website design - adaptive and responsive design (Table 1). Responsive design uses a single layout and adapts the content, navigation, and elements of the page to fit the user's screen. Adaptive design is used in off-the-shelf software such as WordPress, Wix, etc. With adaptive design, different fixed layouts are created that adapt to the size of the user's screen. Adaptive design is created with software such as Adobe XD, Figma, etc., [10].

Table 1. Comparison of Responsive and Adaptive Design, [10]

Responsive Design	Adaptive Design
Same design for all devices	Greater control over design can highlight the things you need on each device
Easy to adapt business, lower costs, ready-made software can be used	Elements are moved depending on the screen size
SEO friendly	Design adapts to the business, not adapts to the software
Provides minimalism and simplicity	Longer project build time
Website elements move intuitively	Higher costs
Problems with ad format and placement	Highly skilled workers are required to create a project
Longer upload time for the smartphone version	Requires support from the CMS program
Complex front-end code to scale content	Website loading time is shorter

Website design has standards that 80% of website maintainers use to provide the information users need and expect (Figure 1) These standards have been developed by the World Wide Web Consortium, gathering data on technical standards (HTML, CSS, and JavaScript), privacy standards, and accessibility standards. Web design standards are norms and models for web page layouts and user experience features that marketers and designers use in benchmarking, [11].

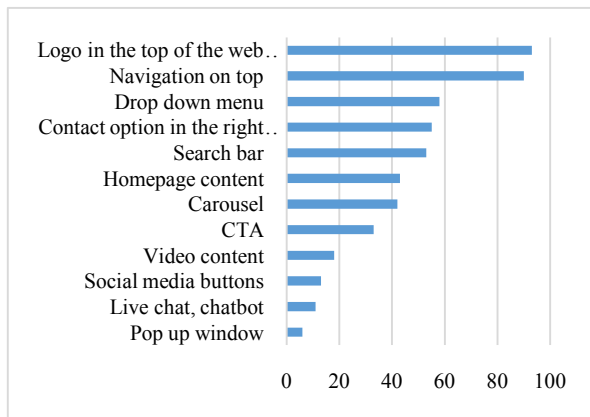


Fig. 1: Website standards, [10]

2.4 Situational Analysis of the User Experience

On average, users spend 7.8 hours a day working digitally. 82% of these users use smartphones to work in a digital environment, 63% use a PC/laptop and 38% also use tablets. This data shows that businesses need to design their website not only in desktop view but also in smartphone and tablet view to adapt to the user's needs, [12].

80% of users abandon a website and do not continue with it if it is not optimized for their smartphone. 52% of users do not want to continue with a company if they have experienced a bad user experience on the website, users leave the website and continue with their intended activity on another company's website. 53% of mobile website visitors abandon a website if the page takes more than 3 seconds to load. Smartphone website design is important to keep users' attention and avoid losing potential customers it's when faced, [13].

35% of users do not continue with a company if they have experienced a negative user experience on the website. Globally, companies have lost \$1.4 trillion due to negative user experiences. If a customer is not satisfied with the service provided by a website, they change their shopping behavior to another website. In 2020, globally, businesses earned \$5.47 trillion thanks to successful website design. User satisfaction with a website can increase a company's profits, [13].

A website redesign can increase ROI. The ROI of each website depends on the service or products offered. In organizations, it is accepted that after improving the user experience and user interface design of a website, every dollar spent returns \$10-100 in revenue. The return may vary according to the cost of the website's size as well as the cost of programming. Focusing on design increases results by improving user satisfaction, customer loyalty, and user productivity, [14].

Users today have demands on website architecture, design, and content. Users want a familiar interaction with the company and its products. A website should be built around the user's needs and preferences, but this can be ascertained by creating a website's target audience and user profiles. By researching users, a company can tailor products and the website based on certain user trends.

The content and functionality of a website are important to users on different devices. The website should provide the user with the content they are interested in. The author concludes that nowadays users want a friendly and familiar attitude from the company. They are interested in a company that produces content in simple and understandable language on topics of interest.

Websites that are not functional or whose speed of operation is unacceptable reduce the number of visitors to the websites. The author concludes that website performance must be fast to ensure a positive user experience. To ensure this, website performance tests should be conducted which identify potential problems with the website. The performance of a website depends on the type of development, the amount of data, and the number of pages. Therefore, companies should pay attention to the content of the website to avoid information that is not necessary for the user.

3 User-Centred Website

A website is a company's business card, representing its goals, products, and image. The website should be up-to-date with the latest information, products, and services, it helps to build trust and communication with customers, and it gives new customers more interest in the company and its products.

Key words are added to the latest websites so that users can find the company's products in search engines. But if the ranking of the website is low, search engines do not show the website as the first choice. The ranking is based on the number of visitors and the length of time they have visited. Companies update the content and design of their websites to improve their ranking.

Any action that focuses on improving the user experience can increase the number of visitors to a website and increase the company's profits. Since, nowadays, users prefer to shop online and potential business partners are convinced of a company's image by looking at the website, the website must be relevant to the trends, the business model, and the company's product. The website is like a business card that represents the company's activities, it

shows how much the company cares about itself, its products, and its customers.

An improved website can reduce the cost of advertising in the company as well as shorten the user's journey on the website. Quick access to the user's chosen destination increases customer satisfaction and can lead to increased customer loyalty.

To see how the user experience design of a website affects the user, website A was selected, and a second version of the website (B) was created based on the user experience design rules. An experimental design was developed. The plan of the experiment includes the time, place, and sequence of actions for the conduct of the experiment selected according to appropriate criteria. Participants were selected for the experiment according to set criteria, taking into account their website usage habits, so that a wider range of usage habits was covered as possible. During the research, a potential website design was created based on user preferences and needs. For the study, an inspiration wall was created with the latest design trends, and color adaptation based on color psychology, and a hierarchy of information and content was created to provide the necessary information to the user. The website formats were adapted to computer, tablet, and smartphone screens to ensure the website is accessible to all users.

3.1 Survey

During the study, a survey was carried out to find out users' opinions on the types of websites. The survey collected responses from 57 respondents. The survey was divided into four parts - opinion on website usage, opinion on product, company based on website designs, and updated websites. 59.6% of females and 40.4% of males participated in the survey.

To the question "Is your decision about a product and a company influenced by the design of the website?" 73.7% of respondents answered that the design of the website influences their opinion about the product and the company, 12.3% of respondents answered that the design of the website does not influence their opinion about the company or the product, and 12.3% of respondents answered that they have not noticed that the design of the website influences their opinion (Figure 2).

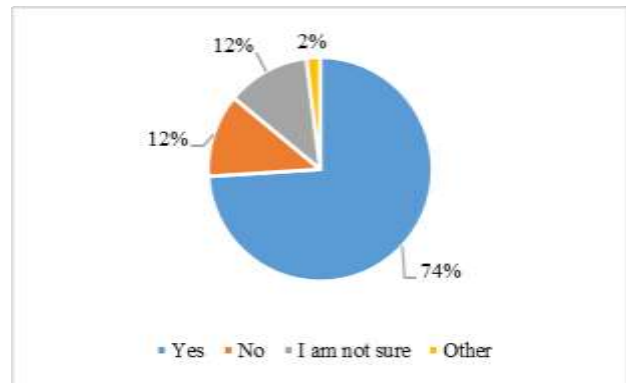


Fig. 2: Does website design influence your decision about a product or a company?

Website design can affect a company's image and sales if it does not match the user's expectations and expectations.

To the question "What are the main reasons why you stop using a website?" 71.9% stop using a website if they are unable to find the product they need, 61.4% stop using a website if the user needs to perform unnecessary actions (sign up, enter contact details, etc.), and 59.6% stop using a website that takes a long time to load (Figure 3).

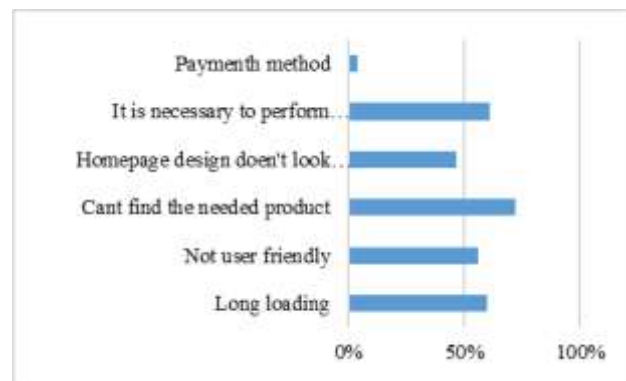


Fig. 3: What are the main things why you stop working with the website?

Users want to find the information they need quickly and efficiently, without unnecessary steps. They want to disclose as little personal information as possible during operation or to receive information that is of no interest to the user.

In the second part of the questionnaire, the respondents were shown the "home" page of the website "Greenhouse", figure. The image of the website was closed to find out the main items that users notice on the website. After viewing the image, the respondents moved on to the question page. For the open question "What products does the company offer to its customers?" 100% of the respondents answered that the products displayed on

the website are plants, flowers, vegetables, fruit, or berries.

Respondents to the question "What are the main things that were displayed on the website?" 75.4% answered that the website had information about flowers and vegetables, 43.9% answered that the website had contact information and 35.1% answered that the website had information about the "About us" section (Figure 4).

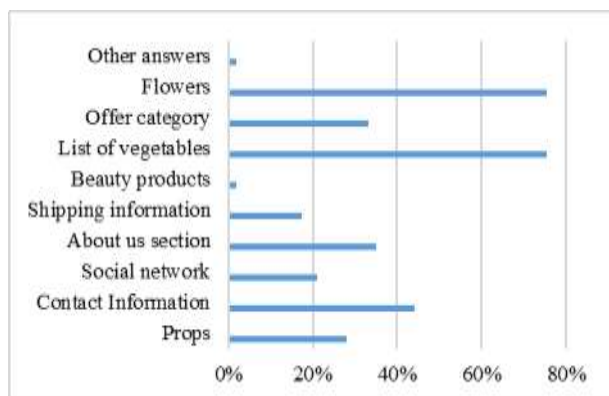


Fig. 4: What are the main things that were on the website? (Webpage A)

Users recalled from memory the most salient parts of the content on the website. The first content item on the homepage was the description "About us" and 35.1% of respondents paid attention to it. Users are not able to perceive long paragraphs of text, so only 35.1% of respondents remembered this section. Users paid the most attention to the layout of the content of the page, products with pictures.

Respondents were asked to rate the website on a Likert scale (1-7). A score of one indicated that the respondent was not interested in the website and its design, while a score of seven indicated that the respondent was interested in the company's website, products and design. 26.3% of respondents rated the website with three points, while 21.1% of respondents rated the website with one point.

To the question "Would you buy products from this website?" 52.6% of respondents answered that they would not buy products from the Greenhouse website, 26.3% answered that they would buy products from the website and 21.1% answered that they would buy products from the website if they could not buy products from another company.

The layout and design of a company's website provide users with product information and make them interested in buying products. If the design of the website does not inspire confidence, users will buy from other traders, and competitors.

In the third part of the survey, respondents were shown the "home" image of the improved

Greenhouse website. The image of the homepage was closed to find out the main items that users notice on the homepage. After viewing the image, the respondents moved on to the questions page. For the open question "What products does the company offer to its customers?" 100% of the respondents answered that the website displays products - plants, plants, flowers.

Respondents to the question "What are the main things that were displayed on the website?" 89.5% answered that flowers were placed on the website, 71.9% for vegetables, and 70.2% answered that contact information was placed on the website (Figure 5).

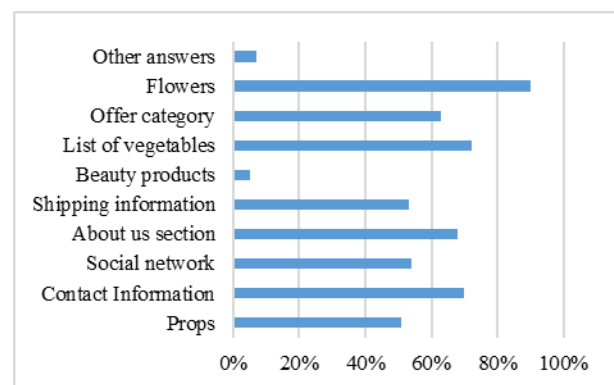


Fig. 5: What are the main things that were on the website? (Webpage B)

Respondents gave several answers about the content of the improved website, listing the most important parts of the content. The design of the website after the relaunch has been made in such a way that users are able to remember the content and the interaction is positive.

Respondents were asked to rate the design of the relaunched website on a Likert scale (1-7). A score of one indicated that the respondent was not interested in the website and its design, while a score of seven indicated that the respondent was interested in the company's website, products, and design. 49.1% of respondents rated the website with seven points, 35.1% rated the website design with six points and 14% rated the website with five points.

The updated website design was given a higher rating. Respondents felt that the redesigned website attracts more attention and is more engaging.

Respondents to the question "Would you buy products from a website with an improved design?" 87.7% said they would buy products from the redesigned Greenhouse website, 8.8% said they would if they needed this type of product and 3.5% said they would not buy products from this website.

The improved design of the website has led to more interest in the products. User satisfaction with

the website has increased and the company can attract a higher percentage of customers.

The authors conclude that an improved website design that meets modern requirements and trends attracts a higher percentage of potential customers and provides the necessary information with hierarchical website content. The layout of the website architecture is more understandable to users and builds their trust in the product and the company. The user journey should be minimized to keep the user's attention and prevent the user from rethinking their actions and searching for solutions on competitors' websites. The A website does not follow the latest trends and does not increase the number of visitors to the Internet. To increase the number of visitors, the company needs to improve its website and define its objectives to provide a positive user experience.

3.2 An Experiment

During the research, a website comparison experiment was conducted to find out the visitors' opinions about the website. The experiment was carried out to compare two types of website designs and to find out users' feelings and opinions about it. The results of the experiment provide an opportunity to find out whether user experience-oriented website design changes the user's thoughts and opinions about the company's products, and whether design and user experience influence the user's perception of the products. The tests also allow us to see in more depth whether changing the layout of the website can change how the user sees objects and which objects the user sees first in order to guide the user toward the company's goals.

Company website A and improved website B were presented. During the experiment, a five-second test, A/B test, eye tracking, subjective opinion description, and seven-point evaluation of the website were used. The opinion of the users was revealed during the experiment, the experiment was conducted with the participation of five users (Table 2).

During the experiment, the authors concluded that the improved design of the home page (home page B) causes a deeper interest in the product and the company among users. Users rated the website as attractive in design and users would return to the company's website to purchase the company's products.

The company's home page (home page A) does not inspire trust in users and users do not want to interact with the home page. The website does not look secure, and the lack of contracts and information indicates that the website has not been

updated and does not comply with the laws on the operation of the online store and the security of products and services. The website does not display legal information about the company.

Table 2. Website comparison experiment

Website A	Website B
<i>Five second test</i>	
Users found that A's home page observed a large white area on the home page that was distracting, the "About Us" content information, as well as the images and logo.	Users found that B's home page was remembered with a picture of seedling, informational icons, a store and delivery section, product images, and organized contact information.
<i>A/B test</i>	
The website has content in Latvian and English, the size of the images is not the same, and the product description does not have a clear hierarchy.	The layout of the products is organized and there is a clear hierarchical order. Content information is easy to understand, and users can find the necessary information about the product and the company on the website. For the prototype, the navigation is designed so that the user can reach their goals quickly and easily.
<i>Eye tracking</i>	
For the home page, users pay the most attention to the white areas, product photos, and the company logo. Users do not perceive the text of the content and information about the company, instead, the eye glance skips over the most important information and the user is unable to remember the company's products or sphere of activity.	Website user's focus on photos that indicate the company's activities, and users perceive and follow the navigation bar. During the experiment, users perceived and viewed the necessary information that the company wanted to provide to its customers.
<i>Opinion of website design</i>	
The website design is old-fashioned and does not meet modern trends. The product layout and information are not easy to understand, and getting to the desired destination is difficult. Users revealed that they would not buy a product from this website because the website does not look trustworthy, and there is no distance agreement or privacy policy posted. The company's website looks like a scammer's website.	Users appreciated that the website has a modern design that meets the latest trends. Navigating the website is easy and users can quickly find the information they need. Users perceive information and can remember the main offers and products of the website. The advanced payment system improves the user experience, as the home page has automatic information filling. Website design instills trust in users and makes them want to buy products.
<i>Evaluation of the website</i>	
The average rating of the website is three points. The website design did not satisfy the user's wishes and needs.	The average rating of the website is six points. The design of the website is based on the needs and wishes of the user.

Businesses need to pay attention to the layout and design of the website to attract the attention of customers. The company's profit can change from the user experience of the website. When customers interact with the website, they remember the experience with the company, not the product.

According to the survey and experiment data, it can be determined that the improved website design would attract more user interest. According to the answers of the respondents, the authors conclude that 87.7% of the respondents would buy products from the renewed website, while 26.3% of users would buy products from the existing company's website. User interest in the product increased three times. On the improved website, users feel safe, are able to perceive the necessary information, and also rated the website with a higher rating.

According to the results of the expert interview, the authors conclude that increasing the company's profit depends on the company's product and target audience. The profit can increase up to 400% if the website user's journey is adapted to the user's needs, but if the user cannot find the information or product he needs, then 71.9% of users, according to survey data, stop using the company's website. Companies need to create an intuitive search system that helps users reach their goals.

During the experiment, the authors conclude that the user's perception, within five seconds, can tell, according to the user, the most visible and perceptible information on the website. If the user is unable to remember the type of product and the direction of the company's activity within five seconds, then the information architecture is not properly composed, and the user's concentration is distracted by other objects on the website. To avoid incorrect placement of objects on the website, companies can create eye-tracking tests or heat maps to determine user actions, content perception, and main errors on the website.

The authors conclude that the improved website would create a higher customer satisfaction ratio and positively affect the user's experience when interacting with the website. A positive user experience would contribute to an increase in profits for the company.

3.3 Summary

Website renewal is a regular process that must be done once every five years. Before the company starts this process, it is necessary to evaluate the goals that the company wants to achieve with the renewed website. The purpose of the website will determine the development process and cost. The company needs to create a content script, with the

main key points that must be present on the website for it to perform its function.

The authors concludes that 73.7% of survey respondents claim that website design influences decisions about the product and the company. The website should provide users with visual information about the company. The website for the company is a business card of the Internet environment, it shows whether the company can compete with other product distributors. To provide users with a positive experience, the company needs to create responsive product and service content, and if the company sells products online, then an intuitive online store is needed. In the store, users should be given the opportunity to buy products in a few button presses in order to shorten the user's journey. A large percentage of users do not proceed with the purchase process if the website has a complicated checkout system or if the login system is mandatory. Customers do not want to disclose their data, and users do not want to receive repeated letters from the company about information that is not of interest to them.

To create user journey testing, a company needs to create prototypes and test them on the chosen target audience. The user experience process involves testing the functionality of the website before the website is publicly opened to customers in order to prevent potential problems. Prototypes are tested so that a problematic website with errors is not presented to customers, which can lead to a negative user experience and, as a result, a decrease in customer volume. The user experience process makes it possible to eliminate the possibility of a high percentage of errors when customers interact with the website. During the test, users' opinions, recommendations, chosen user path, and content perceptibility are learned.

Companies need to pay more attention to the layout, content, and design of their home pages. In recent years, users made more and more purchases in the Internet environment, therefore, the expectations of users regarding the design and functionality of the website have changed. Users no longer tolerate long loading times or errors in the layout of the website. If errors/problems are found, the user does not return to the website where he had a negative experience.

4 Conclusions

1. In order to increase profits in the Internet environment, the company needs to create a home page based on the user's wishes, and the latest trends and according to the product specification. Before redesigning the website,

the company must understand the purpose of the website in order to adjust the content. The website can be restored if it does not fulfill its function and the number of visitors has started to decrease.

2. The architecture and hierarchy of the website are based on the goals and desired results of the company's website. The architecture and hierarchy of the website are necessary to provide the users with the gradually necessary information in a fast way. Incorrectly placed information makes it difficult for the user to reach the chosen goal and reduces the number of visitors in the Internet environment. Creating content for home pages depends on the target audience and the goals of the home page. Companies need to study the target audience and create content based on their interests and trends.
3. The marketing team must determine the content of the information they want to provide to users, and also create a scenario with what they want users to achieve when interacting with the website. A website should offer the user as little action as possible. The user becomes impatient if there are several pop-ups on the website. The company needs to understand whether adding pop-ups to the website will provide the user with the necessary information and lead the user to the company's goal. If the goal of the company is to increase the contact base or to inform the user about special offers, then pop-up windows can be placed on the website. Website maintainers should avoid this function unnecessarily, as it forces the user to perform additional actions.
4. The results of the expert interview show that user experience websites increase the volume of visitors in the Internet environment and trust in the company and its products.
5. Google Analytics is one of the programs that tells the marketing department that users are not satisfied with the architecture of the website. If the user performs short actions without a result, then the content and design of the website do not lead the user to his chosen goal.
6. E-commerce companies need to renew website information regularly, but layout and design need to be renewed every five years to follow the latest trends and user needs.
7. Survey data shows that a website with a negative user experience reduces the number of potential customers because customers do not trust the company or its products. E-commerce websites must provide the necessary requirements for the user - distance agreement, privacy policy, product costs, etc..

8. The five-second test reveals the main things a user notices on a website. It is important that after the test the user is able to remember the main objects and products that were placed on the website.
9. 35% of companies lose profits if users have a negative experience when interacting with the website. The company needs to conduct a regular website audit to find out errors and problems in the operation of the website. The audit can be performed using one of the user path-tracking programs, by conducting user surveys, tests, or interviews.
10. Users these days don't need a website failure. When faced with errors, users leave the page and look for the result they need on another company's website.
11. The user experience process consists of a collection of different methods that are based on user research. In order to ensure a positive user experience, the company must provide its users with support to solve the problem. The user can receive support by choosing contact options - correspondence with a specialist, virtual assistant, calling a specialist, or consultation.
12. Increasing customer satisfaction increases a website's ranking in search engines and also provides positive feedback about the brand.
13. The company must display the payment methods available on the website to purchase the product. Before placing an order, users want to know whether their payment method corresponds to the payment method offered by the company. New businesses need to offer a variety of secure methods to instill trust in users, such as PayPal, Pay Safe, and prepaid cards.

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- Rosita Zvirgzdina was responsible for the data processing.
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