# Development of an online store selling books

## Butkevich Evgenii, Vladyslav Khotunov

*ISMA University of Applied Sciences, Riga, Latvia*

*Corresponding authors e-mail: markeloffmarkeloff603@gmail.com, vkhotunov@gmail.com*

**Abstract**

With the advent of the Internet in Ukraine and the world, development has begun in the field of electronic business and online commerce. Today it is possible to buy almost all goods and services on the Internet. The most popular sites are online stores and online trading platforms. Market placements are quite widespread around the world. Many large networks and small firms strive to conquer the market, get additional profit using this opportunity. Therefore, the idea of an online store for selling books is of great practical importance.

*Keywords:* Information technology, information system, web site.

## 1 Introduction

Today it is possible to use a large number of tools and technologies to implement an online store. In particular, acceptable means of implementation are such programming languages as JavaScript, PHP, Java, Python, HTML, and various combinations of these languages.

The stages of creating an online store design should be divided into the following:
1) statement of the problem;
2) creating a site structure;
3) creating a sketch of web pages;
4) layout of web pages;
5) integration of the finished design.

An important design element is color. To select the right color, color harmonies are usually used, representing specially selected colors that combine perfectly with each other. However, individual selection of colors is possible according to the design project. For the online bookstore, colors have been selected that are associated with books. Such associations will cause the users of the online store positive emotions and a desire to purchase any book.

## 2 General

Today, the choice of IT solutions is a very important and complex process, in which it is necessary to rely on knowledge in the field of information technology and the power of software computers.

The first thing you need to create an online store website is to select a CMS.

CMS is understood as an information system or computer program for providing and organizing a joint process of creating, editing and managing content (content) [2].

The main functions of the CMS include:
- providing tools for creating content, organizing collaboration on content;
- content management: storage, version control, adherence to access mode, document flow control;
- publishing content;
- presentation of information in a form convenient for navigation, search [3]

The web menu is one of the most important functional parts of the site. It should consist of a structured set of links to site pages, and each link should display a menu item.

For the user, the menu is a navigation tool, so it should be well structured. Consist of simple and understandable item names.

The site menu needs to be developed in accordance with the concept of usability. Namely, the simplicity and usability of the site.

It must be borne in mind that due to the large assortment of the store, both men and women are buyers.

In the assortment of the store there are goods of such categories as: books, magazines, collections of articles, printed materials.

Based on this, under these items it is necessary to provide a submenu. A submenu should consist of items dividing products into categories. Separately, it is necessary to implement the items new products and goods at a discount.

Many people are not sure about online purchases and they have a lot of questions. So that the client is completely confident in the choice, it is advisable to develop an additional menu. It will contain links to informative pages with answers to frequently asked questions on the network when making purchases in online stores. It must display basic information about delivery, customer reviews, quality of goods, warranties available in the store, types and methods of payment.

Further, the organization of the sale of books and book products through an online store was decomposed into the following blocks:
- viewing the site;
- product search;
- view product information;
- adding goods to the basket;
- placing an order;
- receipt and payment of goods.

Then the checkout process was decomposed into the following processes:
- check the basket;
- indicate contact details;
- send an order;
- confirm the application.

## 3 Conclusions

Currently, the Internet has become one of the main tools for doing business. The lack of geographical barriers to advertising their products and services and their distribution, attracts new businesses to the Internet business. At the same time, Internet business remains a relatively new phenomenon

The 18th INTERNATIONAL SCIENTIFIC CONFERENCE
**INFORMATION TECHNOLOGIES AND MANAGEMENT 2020**
*April 23-24, 2020, ISMA, Riga, Latvia*

**Butkevich E, Khotunov V**

for Ukrainian entrepreneurs, and extensive foreign experience cannot always be successfully applied in Ukraine.

Soon we will have the opportunity to make all purchases without getting up off the couch, and this will help online commerce. In the near future, all areas of trade and services will be implemented through such web projects as market place.

## References

[1] *High Availability and Failover Systems* http://wm-help.net/books-online/book/54998/54998-4.html

[2] Martin J 2014 *Planning the development of automated systems* M.: Finance and statistics 253

[3] Mazurkevich A, Elova D 2014 *PHP: a programmer's handbook* Moscow 187