UX DUE TO THE CURRENT POTENTIAL USERS REQUIREMENTS AND THE WAYS TO INCREASE THEIR NUMBER

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The Internet is the biggest disruptive force since the telephone, television, transistor and the birth control pill combined. Others say the printing press, and some researchers compared the Internet to the invention of alphabet [1].

With each passing day, the digital landscape is getting crowded. The competition to stand out and attract the audience is now stronger than ever. A website is a powerful tool which can be used to implement a wide array of marketing to grow a business. The design of a website itself is a crucial element in establishing trust since 94% of users do not trust poorly designed ones and leave without taking action [1]. This decision is made quite quickly; in fact, researchers claim it takes 50 milliseconds to make an impression once on a website [1]. Websites with low visual complexity (the simpler, the better) and high prototypicality (how representative a design looks for a certain category) are more likely to be perceived as appealing design [1]. Everyday consumers use the Internet to purchase goods and services, gather product information or even browse for entertainment.

By adopting psychology based design tactics, website owners can provide an engaging experience for their users [2]. A website should accurately depict its products to encourage mental interaction from their visitors.

The aims of the of the current study are to observe the range of European researchers at the field of web-design psychology and give the list of its composition tools and supplements.

Material and method. The material and method of research were the latest publications such as books, TED talks conference publications referring to the field of modern web-design principles. The theoretical study method was chosen as the major one.(analysis and synthesis). The method of empirical research was taken and studied thought the science and research experience of modern authors and CEO of the largest internet companies such as Google Ink.

Findings and their discussion. With information available at a click and people getting more and more relentless, one requires something more than just a good web-design. There are few basic psychological web-designing principles that, if understood, will go a long way in building trust factor with web-site visitors.

According to the words of TED talks speaker Margaret Gould Stewart, UX master of Facebook: when you're designing at scale, there's no such thing as a small detail. The innocent little button is seen on average 22 billion times a day and on over 7.5 million websites. It's one of the single most viewed design elements ever created. Now that's a lot of pressure for a little button and the designer behind it, but with these kinds of products, you need to get even the tiny things right [3].

When you're working on products like this, you have incredible amounts of information about how people are using your product that you can then use to influence your design decisions, but it's not just as simple as following the numbers.

So the question is: What is the perfect formula that not only engages customers but also drives them to visit again?

1. The serial position effect, a term coined by Herman Ebbinghaus, describes how the position of an item in a sequence affects recall accuracy. The primacy effect states that users tend to recall first items with greater accuracy due to the small amount of processing effort spent rehearsing the item.

2. Optimise page content. When it comes to designing a landing page, order the content based on the serial position concept. That means devoting the first section of your page to the key idea – usually a business benefit – and ending with a call to action (CTA).
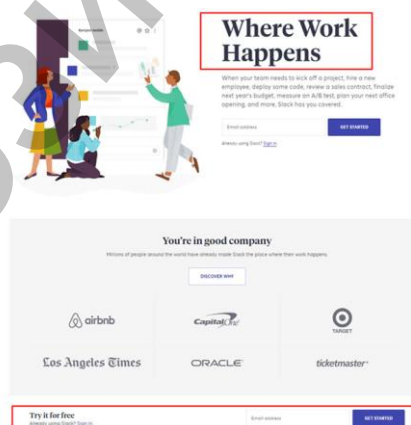
3. Emphasise the items you want to sell first. With the Von Restorff effect in place, you can draw user attention to particular items: the most expensive, bestselling, or new ones.

3. The paradox of choice. This is another effect set to control your clients' behaviour. Coined by psychologist Barry Schwartz, the choice paradox states that too many options usually lead to indecision and, as a result, to lower sales.

Conclusion. It is in developer's hands to make consumers buy a particular product and encourage them to visit your website over and over again. Depending on the site been developed, it can be used the tactics mentioned above.

Design psychology is the single most component that decides human interaction and website conversion rate. Considering that it is easy to implement, there's really no excuse why one must not learn basic web design psychology and benefit from it.

1. Here Comes Everybody: The Power of Organizing Without Organizations /Clay Shirky– USA: Penguin group, 2008.
2. User-Driven Healthcare: Concepts, Methodologies, Tools, and Applications/ Lindsay Johnston-USA: IGI Global, 2013.-1068 p.
3. Building websites with science [web-resource]-: https://codeascraft.com/2012/06/21/building-websites-with-science/ Date: 20.10.2019.
4. How giant websites design for you (and a billion others too). web-resource]-: https://www.ted.com/talks/margaret_gould_stewart_how_giant_websites_design_for_you_and_a_billion_others_too Date: 27.10.2019.

GAME ELEMENT DRINK LABEL DESIGN

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Currently, packaging has become an effective marketing tool. Well-designed packages have a certain value in terms of convenience in the eyes of consumers and in terms of product promotion in the eyes of the manufacturer. When developing the packaging concept, one should not forget about its