# PSYCHOLOGICAL PROVIDING OF ADVERTISMENT DEVELOPMENT IN THE INTERNET NETWORK

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**Анотація**

Виявлені істотні невідповідності зразків Internet-реклами провідного туристичного рекламного агентства "Гід" (м. Дніпропетровськ) та висунуті обгрунтовані інженерно-психологічні рекомендації щодо їх усунення. Невідповідності стосуються технічних складнощів людино-машинної системи (характеристик модемного зв'язку та ліній), складнощів її засвоєння (претензій користувачів комп'ютерних web-сайтів щодо сприймання інформації, проблеми інтерфейса людини з персонально-обчислювальними машинами), засобів відтворення оперативної інформації (інформаційні посилання, використання кольору тощо). Наведено приклад інженерно-психологічної експертизи web-сайту за наступними позиціями : навігація, розміщення інформації, банери.

Рекомендації стосуються заміни кольорів фону, меню, вилучення банерів, розташування новин, знаходження паролей, розміщення посилань.

## Statement of the problem

In connection with important scientific tasks of creating of the efficient psychological providing of life activity of modern human the problem of psychological providing of development of modern forms of advertising activity, including in cyberspace of the Internet network is appeared. There are not many publications on this occasion [1;2], in which the necessity of the opportune human engineering examination of the certain samples of advertising activity is reasoned as undecided part of the general problem.

**Purpose of the article** is determining of possibilities of psychological providing of advertisement development in the Internet network by means of devices of human engineering. According to this purpose the **tasks** of determining of unconformities in the structure of samples of the Internet advertisement and development of optimization recommendations are appeared.

## Results of investigations

The unconformities of samples of the Internet advertisement of advanced travel advertising agency "Gid" (Dniepropetrovsk city) are revealed by us. They are:

*1. Technical difficulties.* On the efficiency indices of the Internet advertisement (visiting of sites, quality of information finding, its saturation) influence technical parameters of informational systems (characteristics of modem connections and lines), this increases the time of information search up to 10 minutes in case of far intercity inquiry. Optimization of information system is possible by means of new elements of technical system, which have refined characteristics (including cost limitations to servers). Time of information search increases due to the program which receives data from telephone inquiry, works them up and transfers them into HTL - document, at the same time all database is appeared on the server and inquire goes to it. Power of the server can appear to be not enough during the increase of informational volume of databases, because "weak" personal electronic computer machine works up the system of data search very slowly. Nowadays database joins about 3 000 of designations.

*2. Difficulties of understanding.* There are some claims of users to Web-pages perception. Users believe the search system is not on the reliable level because during decision of many search tasks they have to add intuition for having answer to the certain inquiry. Problem of user interface with personal electronic computer machine becomes more acute because most of the users and even patrons know a little about possibilities of the Internet. General functions of the managing should be included to instructions "To help the user", which are not perfect nowadays.

*3. Difficulties of reconstruction of information.* Informational pointers are often marked out incorrectly, thus glance is directed to the secondary blocks. Outrage mistake is placing of green or yellow signs on the light (green) background in informational pointers, which causes the effect of fusion, disturbance of color transfer, reduce of vision. Dark signs on the light background are recommended by us. In particular a variant of blue signs on the white or light grey background should be discussed (at that the peculiarity of house color of "Tourism" direction is taken into account, the analogy with travels in the Internet network is appeared). The left upper quadrant of "Visiting card" is recommended by us to decide completely with orientation to house color accepting. At that green color should be refused of, because it complicates the readability.

Here is an example of human engineering examination of www.gid.dp.ua web-site (fig.1).

Site is presented as informational system. Immediately after its loading unconformities of background color are revealed. Green and yellow decision averts user's attention from what for he has really visited this site – from information. Such decision would be better for children game site rather than for informational.

It should be noticed that travel agency "Gid" has its own house colors. The main house colors are green and white, travel direction is complicated with blue color. There is a creative concept to make the Internet advertisement as a variety of tourism. Hence there are some different "Gids" and they should not be mixed for not to lose the subdivisions' corporative name. Results of examination and recommendations will be considered separately.
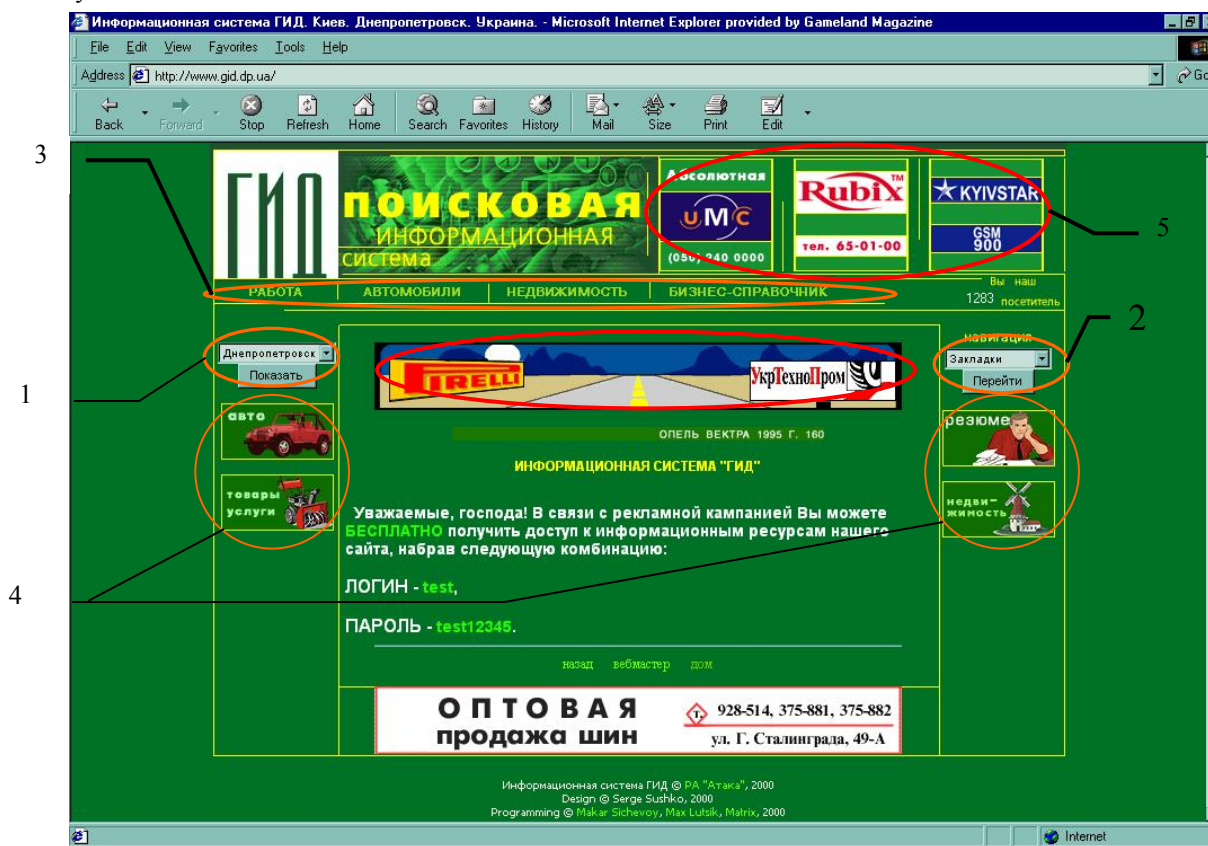


Fig.1. The Internet-site of travel advertising agency "Gid" **(Visit card)**

1. Navigaiton.

1.1. What is absent: a menu, standard for web-interfaces, in the separate frame on the left of the page. As a result a user finds himself in unusual space, so he does not know what to do then.

1.2. What is present: dropping lists, menu and banners; pointers in menu; navigation between site chapters; devices of information placing; banner advertisement.

1.2.1. Dropping lists are used for navigation on chapters (1,2). They save place on the page, and they are certainly convenient and useful … But only for those, who knows what the dropping lists are and what to do with them. Besides it is not clear for user what can be shown while pressing the button of the same name and choosing Dniepropetrovsk (1).

1.2.2. Signs in menu "Work. Automobiles. Real estate. Business inquiry." (3) not only have a non-standard view: they are not underlined and written with light green on green background, but also they are nipped between two yellow frames, which are brighter than the menu itself, this averts user's attention to a greater extent.

1.2.3. Navigation between site chapters. Buttons (4) are placed on two sides of main margin, they do not look like buttons or pointers, but they are similar to banners – three banners in the right upper corner of the page look the same (5).

2. Placing of information. The center of the page is used very irrationally. Above there is a banner that does not work, creeping line about selling of "Opel Vectra" and five lines' announcement about free access with password and login. And that is all.

The announcement is very strange indeed. When looking at it for the first time you do not even know where and how to use it. When the user can learn where to use login and password he will forget them at all and he will have to come back to this page to remember them.

3. Separately about banners. It is not clear why telephone numbers are placed on them supposing the user, if he is interested, can click the banner and come to the page with information including telephone numbers. Especially this concerns the banner of the firm Rubix, where list of three telephone numbers appears only for 1,5 seconds, i.e. to write these telephones down you have to run several cycles of this animation banner.

## Conclusions and recommendations:

1. Color of the background should be changed to more neutral.

2. Vertical menu on the left of the page in separate frame. The menu must involve all items of the dropping lists and horizontal menu including the pointers to the pages "News" and "About us". Logical blocks of the menu must be divided. In the lowest part of the menu must be buttons (not banners!) with logotypes of UMC, Rubix and KyivStar, which point the appropriate resources. Naturally the buttons must not contain any other information.

3. Excluding of three upper banners allow to "expand" the headline "Search informational system" to all width of the page.

4. Exclude the banner from the upper area of the page (6 on the figure). Creeping line must be pulled down and placed above the banner which is in the bottom of the page.

5. In the general area of the main page news should be placed: what has changed on the site, which chapters the information is added etc. The user has to see at once that site is "alive" and information on it is latest.

6. About passwords. They must be where they are asked about. If the owners of the site have decided to make it luxurious, they should create two accesses to the information on the site: full with password which is paid and partial which is free.

7. It would be reasonable to place the pointers to other local and global search informational systems and also to other resources of the network.

## References:

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