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DESIGNING OF INTERNET SHOP OF TELEGRAM

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The article presents a statement about the need to create a web application that can help in acquiring Telegram channels of various contents. The basic requirements for designing the functionality and interface of a web resource are discussed.

Currently, online stores are convenient resources for users, because they allow you to quickly and easily order goods and services from personal computers without leaving your home. Therefore, we can conclude that they are also beneficial for store owners.

After analyzing the current trends in the modern market, we can conclude that the development of an online store that can effectively sell Telegram channels is of immediate interest, because at the moment there are no full analogues of such a resource. Thus, the unique character in this segment is demonstrated.

Since the online store functions as a display window representing available goods and services, it seems advisable to develop a web application that will allow you to place products, grouping them by type and price.

Therefore, basing on the analysis of the subject area, the main requirements for the development of the Telegram channels online store were identified:
- viewing news on the main page regarding the domain of the site;
- viewing reviews in the online store;
- viewing video content on the main page of the site;
- selecting channels by category;
- channel filtering;
- purchase of channels;
- contacting the site administration through the "About Us" section;
- selection of channels on the topic;
- search for channels on all pages of the site;
- site administration;
- ability to update news content on the main page;
- change of the catalog of goods;
- animated design;
- breadcrumbs.

The functional configuration of the resource being developed can be represented as a set of subsystems:
- viewing, editing and creating a news subsystem (allows you to view the latest news on various topics on the online store home page: five news pages can be placed on the online store home page; the online store administrator is the only person who can edit and create news) ;
- viewing, editing and creating feedback in the subsystem of the online store (allows you to scan reviews on the main page of the online store: you can place seven reviews on the main page; the review includes a text, a photo of the client and a link to the social network where it was made);
- viewing, editing and creating a subsystem of categories (the user can choose a category at his discretion; the administrator can edit the categories; each category has a name and its own unique URL);
- subsystem of order options (each user can buy goods through the online store, just click the "BUY" button under the goods and specify your personal data).

The process of developing an online store interface begins with a home page on which the following elements should be placed:
- a drop-down menu that allows users to select a catalog of categories of Telegram channels;
- a news carousel, which allows users to view all the news regardless of the user, the change of news occurs automatically, it is also possible to change the news using a computer mouse;
- a search panel is a search for a channel by its name (a message appears with possible hints when searching);
- a feedback carousel, which allows users to view the opinions of customers who have already used the services of the site (automatic feedback moves automatically, there is also a feedback function).

The following items should be placed on the channel list page:

- a drop-down menu that allows you to select sorting;

- a button "Sort", which allows you to sort;

- a search panel is a search for a channel by its name and category (when searching, a hint appears with possible hints);

- a "BUY" button, which allows you to make purchases, when you click, a page with a form appears;

- an element "breadcrumbs", allowing you to go to the previous page;

- a Telegram channel logo;

- a logo of the online store, when users click on it, they are redirected to the home page of the site;

- a price of the Telegram channel.

On the Telegram-bot page, all standard elements of the Telegram messenger will be placed.

As can be seen from the above, the presented page templates demonstrate the process of developing the basic functionalities of this web resource. An online channel store will not only be able to replace the search for channels on questionable online forums or websites, but also provide a transparent and secure purchase.

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