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DESIGNING AN INTERNET SHOP OF TELEGRAM CHANNELS

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The article presents a statement of need to make a web application which can help Telegram channels acquire various contents. The key requirements to the designing of both functionality features and web resource interface are considered.

These days online stores are convenient resources for users as they make it possible to order products and services quickly and easily with their personal computers without leaving their homes. It can therefore be concluded that they are likewise lucrative for the owners of stores.

Having analyzed the current trends on the contemporary market one can deduce that developing an online store which can perform effective sales on Telegram channels, is of immediate interest because at the moment there are no complete analogs of such a resource. Thus, the unique character in this segment is demonstrated.

Since an online store performs the functions of a display-window presenting available goods and services, it seems appropriate to develop a web application which will make it possible to place the products, accordingly grouping them by their types and prices.

Therefore based on the subject area analysis the key requirements to developing an online store of Telegram channels were specified:

- Viewing the news on the homepage with references to the website domain;
- Viewing feedback on the online store;
- Viewing the video content on the homepage of the website;
- Choosing channels according to categories;
- Channels filtering;
- Channels purchase;
- Contacting the website administration through the section "About Us";
- Choosing channels according to the topic;
- Channels search on all pages of the website;
- Website administering;
- Possibility to update (updatability) the news content on the-homepage;
- Products catalogue changing;
- Animated design;
- Breadcrumbs;
- Pagination.

The resource for development of functionality configuration can be presented as a set of subsystems:

- viewing, editing and creating the news subsystem (it enables to view the latest news on various topics on the homepage of the online store: five pieces of the news can be placed on the online store homepage; the online store administrator is the only person who can edit and create the news);

- viewing, editing and creating the feedback on the online store subsystem (it enables to scan the feedback on the online store homepage: seven feedbacks can be placed on the homepage; a feedback includes a text, a client's photo and a link to social media where the feedback was made);

- viewing, editing and creating the categories subsystem (a user can choose a category on their preference; the administrator is able to edit the categories; every category has a name and its own unique URL);

- ordering options subsystem (every user can buy products through the online store, you should just press the "BUY" button under the item and fill in your personal data).

The process of developing an online store interface begins with the homepage, where the following elements must be placed:

- drop-down menu, which-enables users to choose a catalogue of Telegram-channel categories;
- news carousel, which enables users to look through all the news independently of the user, the change of the news takes place automatically, there is also an opportunity to change the news by making use of a computer mouse;

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- search bar is a search of a channel by its title (a prompt message with possible hits appears during the searching);
- feedback carousel, which enables users to look through the opinions of the clients, who have already used the website services (the automatic feedback are moved automatically, there is also a function of feedback).

On the page with the list of channels the following elements must be placed:

- drop-down menu which will make it possible to choose the sorting;
- "SORT" button which will make it possible to perform the sorting;
- search bar is a search of a channel by its title and category (a prompt message with possible hits appears during the searching);
- "BUY" button which makes it possible to do the shopping, when you press it a page with a form appears;
- "Breadcrumbs" element which makes it possible to pass to the preceding pages;
- Telegram-channel logo;
- online store logo, when users press it they are forwarded to the website homepage;
- price of a Telegram-channel.

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

As can be seen from the above, the page templates presented demonstrate the design process of this web-resource main functionality. An online store of web-channels will not only be able to replace the search of channels through dubious Internet forums or websites, but also guarantee a transparent and safe purchase.

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