

pants will receive a push notification with information about the event on all devices that are logged in to the profile. This gives some guarantee that no one will miss this event.

Since this software package is intended only for company employees, authorization has been added, and a secure protocol (HTTPS) is used for data transfer. Consequently, the server checks the access rights, providing information only to authorized users.

Authorization is carried out at the first entrance by selecting a domain and entering a username and password. After entering the data is sent to the authentication server via a secure channel. After successful authorization, the application saves data for subsequent work in the internal storage of the mobile device.

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## **TOOLS OF IMPLEMENTATION OF THE SERVICE FOR THE ORGANIZATION OF DESIGN ACTIVITY OF THE COMPANY'S EMPLOYEES**

The server part is implemented according to the principle of micro-service architecture, where each microservice is responsible for its own part of data processing. Thus, when the update is released, the server does not become completely inaccessible, but only those microservices that are updated. Thus, the application is always working. To create this architecture, the ASP.NET Core 2.0 platform was chosen.

To implement common functionality on all the listed platforms, the back-end mobile application is developed on the Xamarin Framework.

The program complex provides the possibility of push-notifications. To implement push notifications, each of the listed platforms interacts with Apple Push Notification Service (APNS) for iOS, Windows Push Notification Services (WNS) for Windows, Android and Google Cloud Messaging Push Notifications (GCM) for Android, respectively.

For data transfer using a secure protocol (HTTPS) and JSON data format. The server also checks access rights, providing information only to authorized users.

Authorization is carried out at the first entrance by selecting a domain and entering a username and password. After entering the data is sent to

the authentication server via a secure channel. If the data is entered correctly, the user will receive a unique authorization token and rights. The token is stored on the device and is later used for automatic authorization when accessing the API, and the rights determine which data is available to the user. Data are stored in a database managed by a PostgreSQL relational database. The exceptions are data files for viewing and downloading.

Unit tests on all microservices and mobile applications are written for testing. Before the release of the update, all tests are run and checked.

The project was successfully accepted by IBA Gomel.

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## **FORMING A TARGET AUDIENCE USING DYNAMIC CONTENT**

Visiting a cultural object in the modern world is usually the second step. The target audience makes the first step of exploring the Museum or a popular holiday destination on their own with the help of specialized web applications. As part of the study, a system is being developed that allows to organize access to the target audience to the media content about the museums of Military glory of Gomel and Gomel region. The target audience of this product can be divided into schoolchildren, students, travel agencies, site administrators.

Students or schoolchildren, using a virtual tour, can see the exhibits in the Museum, for a first impression of the exhibitions. Also, virtual tours can be used in history lessons, so that students and schoolchildren could get an idea of the subjects used in certain periods of modern history.

Travel agents can use virtual tours in order to offer a detailed programme of excursions. Tourists can see what approach used in the preparation of expositions, and decide on the desire to visit this Museum.

For the target audience, "site administrators" it is important to quickly upload panoramas (Upload) to the site, organize links between objects and quickly fill/change the description.

The promotional video was created in the program Sony Vegas Pro 13. The promotional video is suitable for all target audiences. Was taken video excerpts from the show and imposed its own sound track and footage that show that this is a promotional video for panoramas. The creation of the video can be seen in figure 1.