

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.



Figure 1 – The promotional video

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USE CASES OF THE REPRESENTATIVE WEBSITE FOR THE EAST-EXPORT LLC COMPANY

East-Export is a young and developing company which sells coffee and equipment for its preparation. They have needed a website to promote their products such as coffee, tea, syrups, coffee machines etc. But the important condition was for it: to be like a showcase without buy function, simple and intuitive interface, output of products by category (pages), «Order call» function, no need to monitor orders, speed of development, ease of further editing, cost of development. On the website you can see the stock, the prices and request the call if a customer likes a product.

The customer did not want a multi-functional online store because it is hard support of the site, security control and the high cost of development. Creating an online store requires more time and money, besides you need a manager who will process all orders received through the site. For a young company at the start it is difficult.

After analyzing the wishes of the customer and examining all possible solutions to the problem, the basis of the developed project was taken the template of the showcase site. It is perfectly suitable, as such a site does not contain unnecessary functionality for the customer and at the same