account and purchasing goods online. Similar solutions from competitors do not contain the same features.

During the work the functionality of the web application was offered. It involves roles, personal account, project usage area and demonstration of project scenarios. UML diagrams for each example of the project were designed and presented. Relational database SQLite with corresponding links and tables for storing all important information was created.

To implement the Back-end part of the web application the .Net Framework was used. ASP.Net Identity provides security and ensures role-based access to site resources.

To create the Front-end part of the web application the React was used. It allows to create a user interface and provides some built-in functions.

Application testing is represented by Unit tests that allow to check the correctness of the written code during application creation. After software testing, a sufficient number of manual tests were performed that check all possible scenarios for the user.

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POSITIONING A PRODUCT FOR THE DEVELOPMENT OF A REPRESENTATIVE WEBSITE

The aim of the project is to develop a website.

In carrying out the work the following tasks were solved: review of alternative solutions, identification of basic requirements for site development, carrying out analysis of software support for site creation, development of structure and graphical presentation of the site.

The requirements for website development are:

1 simple and intuitive user interface;

2 registration of the website;

3 functionality;

4 site content.

The logical structure of the site was considered at the initial stage to ensure ease of interaction between the user and the user. Based on reference page interactions, the site design was based. Competent design of the site is the main task in the development of the resource.

Adobe Photoshop 2019 CC was used to design a graphical representation of the website. Corel Draw was used to create vector images such as logo and icons.

The layout of the site is 1024 px wide, and a modular grid of 12 columns was used to position the elements in the design. String-tour elements in the layout of the site are: header, main information of the site, footer.

The website is based on Wordpress content management system. Plugins were used for additional functionality. Page content was structured using HTML markup language, and cascading style sheet was used to describe the appearance.

Based on the work done the developed website met all the requirements. After filling in the table of contents, it was uploaded to hosting.

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DEVELOPMENT OF A REPRESENTATIVE SITE FOR THE PROMOTION OF NON-MATERIAL ASSETS

There are various methods for creating websites. One of the popular and easy to use is the method of creating a site using content management systems.

WordPress is the most common free, open source CMS written in the PHP programming language using a database called MySQL.

Resource development was carried out using various tools to create page content. The main plugin for creating web site is Elementor. It is simple and intuitive to use, in which the content of the page is filled with simple actions, which will allow any user to fill the site without experience in programming languages in the future.

The developed representative site allows Internet users to get all the necessary information. When entering the website, the user opens the main page, which contains contact information, a brief description and the latest information posted.

Site page structure:

1 header – located at the top, which includes the logo, navigation menu with hyperlinks to child pages, registration and authorization buttons. When moving through the page, the header is superimposed on subsequent blocks, which makes it convenient to navigate the site;