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Stanislav Malevich

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ABSTRACT

KYMENLAAKSON AMMATTIKORKEAKOULU

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The objective of this thesis was to design a visual layout of e-commerce website for the YACHAY Ltd. The company operates in St. Petersburg and its main business line is selling of tea, coffee and sweets.

The aim of this thesis was to examine key elements of web usability and their further implementation and influence on graphical part of design in order to create a competitive e-commerce website. The appearance of the site was created to support brand identity and to suit to the target audience and maintain main business.

With the use of marketing information, competitive analyse, user profile information and qualitative research in form of a survey were identified and set tasks that should be achieved during the design process to maintain main business goals of the e-commerce.

As the result of this work the client got a visual layout template for the four main webpages of the site, based on which the whole e-commerce site could be integrated with CMS (content management system) and become fully functional online store. As well the client got two samples of indoor advertisements with purpose to increase the conversion rate of site visitors into customers.

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1 INTRODUCTION

This Bachelor's thesis concentrates on a visual design of e-commerce website for the YACHAY Ltd. based on the fundamentals of web usability. On the Web, a company's website is the only contact point that a company has with a client. It is proven that sites that have user friendly design and built with the knowledge of web usability basic elements increase user satisfaction. With a good and simple navigation users are pleased being able to find needed the information fast, otherwise they simply leave the site. Companies rely entirely on the quality of their web presence but the context of dependence is still different depending on a line of business. For instance, companies that sell such products as music or books do not require high quality visual materials to allure and to convert site visitors into buyers. In this regard, every project should be set usability goals through the combination of user profiling, analyses of the main tasks and general business goals. These also may be linked with additional information such as marketing information or competitive analyses and with qualitative and quantitative research to set prioritize goals. The beginning of the thesis covers information of marketing concept of the YACHAY company and in the second part of the thesis opens main web usability basics and rules that are consistent for any good web design. The third part of the thesis is a competitive analysis and qualitative research in form of survey conducted to identify and to set usability goals. When the goals are set, they have to be implemented for the company to achieve required performance and satisfaction criteria. The last part of the thesis shows this implementation of usability and its influence on the graphical part of the design.

2 BACKGROUND INFORMATION

2.1 Background information

2.2 Vision/Mission

A brand with a clear profile can be expressed in words, which is the mission statement of the identity of the organization. (Minamiyama 2007:96)

«I'm TEA» helps people to fill with vital energy their busy working days, to cope with daily stress and to keep a positive attitude towards the loved ones and for favorite

activities. «I'm TEA» initiates care about health. «I'm TEA» takes care of you and your family to be successful, full of health and beauty.

2.3 Brand Values

Brand personality is defined by its unique values and characteristics. These values and characteristics are generated from the core of the brand, as well as by exterior demand. The brand personality gives the brand clear and distinctive characteristics. (Minamiyama, 2007:97.)

Health – the brand offers products used in everyday life that positively influence the physical well-being of people.

Quality – making good things even better.

Successful together – improve social ties between brand and customer.

Family – as one of main priority of human values

Reliability - scientifically proven benefits of tea

Optimism – through the love of tea

2.4 Company name

The brand name «I'm Tea» was proposed by the designer and was immediately approved by the client.

«ЯЧАЙ» / «I'm Tea»

To use the original name of product in the brand name makes it clear and understandable at first sight. Combining of I'm» with «TEA» made it as one expressive word which sounds very ingenious in Russian style.

2.5 Logo, Colour and Typeface

Logo is a basic element in branding. It appears on product, its packaging, advertisements, company stationary, bill boards, promotional materials and website.

Repeated appearance of logo builds an image of the product in the eyes of the customers. Logo should have the quality of being memorable and easily recognizable.

It should convey what the company and the product is all about. The logo created for the tea brand is presented below in Figure 1.



Figure 1. Logo for the brand.

The key words for the logo are: healthy, energetic, friendly, modern, fresh, distinctive.

Letter «Я» is built with smooth elements, to make it friendly and confident. Volume and bend element on the logo makes it alive.

For «ЧАЙ» «Taurus-Light» is used type face, which is built with smooth curves and gives to it a modern look. Letter «Й» drawn as a tea cup, letter «А» reminds a cup from the top view. The same typeface is used for taglines and for body text is used Verdana family typeface. For the preview see Appendix 1.

Letter «Я» and word «ЧАЙ» were separated from each other to state more clear about the specialization of the store. At the same time they are not allocated from each other, black rectangular behind combines them into one solid graphic element, which is visually reminds a part of tea bag and makes it even more relevant to the tea products, and used in a promotional materials.

Every emotional branding strategy must consider the effect colors will have on the brand. Color in branding is not only its aesthetic composes. Color is the channel through which the important information is delivered to the consumer. Colors trigger very specific responses in the central nervous system and the cerebral cortex. Once they affect the cerebral cortex, colors can activate thoughts, memories, and particular modes of perception. Properly chosen colors define the brand logo, product, window displays, and encourage better recall of a brand, as well as more accurate understanding of what brand represents. Poor color selection will confuse the message, confuse customers and, in extreme situation, contribute the failure of the brand. (Gobe 2001:77)

Contrast is a key factor in creating a memorable logo. The basic rate has been made on the brightness of a combination of black and green colors, the colors of two most popular types of tea. Also the priority in choice of colors was based on the competitiveness of logo in close proximity with colorful logos and packaging of selling goods, in order not to lose it with all the diversity of colors.

In psychology, Green is a cool color that symbolizes nature and the natural world. Green also represents tranquility, good luck, health. Black is authoritative and powerful; because black can evoke strong emotions too much can be overwhelming. The color black is often used to demonstrate power and social prestige. (Cherry 2012).

For the additional colors were chosen white and light green with value of RGB 168/247/153. White color as the main color used for background, as symbol of purity, innocence and cleanliness. This color brings feelings of peace and comfort while it dispels shock and despair. White can be used to give a feeling of freedom and uncluttered openness. Light green, as an auxiliary in the separation of priority and secondary information, and to enhance the corporate identity. For the preview see Appendix 1.

2.6 Tone of Voice

Tone of voice means how we say what we say. The words are sending signals - they show to the audience what the firm represents as a brand and helps people to understand what it stands for. The way the firm talks as a brand is as important as the way the firm looks. The words that are used reflect to the brand personality, so the more consistently the company uses them the more coherent the brand is.

A well-defined and well-executed tone of voice is:

- uphold the brand values internally and externally
- build trust and recognition
- engage and motivate employees
- distinguish from a competitors

“I’m TEA” tone of voice is clear, positive and confident

“I’m TEA” is not only a brand name, “I’m TEA” is alive, it has own personality. He communicates with the audience straightforward, simply and clearly brings his information. “I’m TEA” not uses long expressions, he is confident about himself and what he is saying. He knows what customers want. The “I’m TEA” cares about his audience, he values their time and he delivers only essential information. It creates a recognizable look for product or service of “I’m TEA”

In addition to tone of voice, trigger words were used in brand communication with target groups. Trigger words are those that are used in copywriting to influence the target audience. They are used to attract attention, generate and hold interest, and to encourage an action. Also, are used to push the reader over the edge of an argument or proposal, so that the client thinks what you want him to think and takes the action that is planned for him. There are at least three kind of trigger words: motivating words, friendly and encouraging words and demotivating words. It is possible to demotivate a reader simply but using a word he does not understand. Never use a word just because you like it, every word you use must be used in the light of how the target audience understands it and will react to it. The following words are friendly and motivation trigger, and the choice for them was based on the list of motivating triggers. (Yadin 2001:34-41.)

List of words:

“I’m TEA” cares
 “I’m TEA” gives
 “I’m TEA” rejoices
 “I’m TEA” useful, healthy
 “I’m TEA” with you
 “I’m TEA” on a way
 “I’m TEA” communicates

2.7 Unique Selling Proposition

The Unique Selling Proposition is a marketing concept. It is statement that announce brand competitive advantage and it is usually represent in form of short

sentence or short statement. For the company "I'm Tea" were developed the following statements to describe its unique selling proposition:

The "I'm TEA" apprehends TEA as a health product. The "I'm TEA" offers tea as an irreplaceable product in today's busy and stuffy life. The "I'm TEA" offers tea as a source of vitamins and antioxidants for the energy, youth and beauty and to maintain health and protect against free radicals which lead to various serious diseases;

"I'm TEA" vital, for activity.

"I'm TEA" anti-stress.

"I'm TEA" light, (weight loss tea)

"I'm TEA" immunity

"I'm TEA" relax

3 WEB USABILITY

3.1 Usability and its Principles

There are many words and wording that can describe the essence of usability. One of the key persons, who made a significant contribution to the development of the theory of usability, is a Jacob Nielsen. It is to be appropriate to use the definition of the usability concept proposed by Jacob Nielsen (2003) in this work. On the Web, usability is a necessary condition for survival. If a website is difficult to use, people leave. Usability is a quality attribute that assesses how easy user interfaces are to use. The word "usability" also refers to methods for improving ease-of-use during the design process. (Nielsen 2012). Usability is a fundamental tool for constructing an easy and logical website for a user, so that they can enjoy using the site and they can utilize it to find what they need. It is critically important for companies that want to build brand loyalty and attract customers, as people are turned off by websites which they have trouble to use. The usability theory principles should and will be applied in the development of the YACHAY website design.

Websites usability centerpiece is oriented around users, rather than a website which view users as secondary to the purpose of the site. A user-centered website responds to

a user feedback, and incorporate features into its design which keep encourage people to return in the future. To establish the connection between usability and the user experience Quesenbery (2003) has proposed a frame work for usability comprised of five principles, referred to as the five Es.

The five usability principles are:

- Effective. The completeness and accuracy with which users achieve their goals.
- Efficient. The speed (and accuracy) with which users can complete their tasks.
- Engaging. The degree to which the tone and style of the interface makes a product pleasant or satisfying to use.
- Error tolerant. How well the design prevents errors or helps with recovery from those that do occur.
- Easy to learn. How well the product supports both initial orientation and deepening understanding of its capabilities.

All these principles can be used in a different ways. One way is to set priorities for design; principles can be used to identify user needs and could suggest design approaches.

3.2 Usability Basic Elements and Evaluation Questions

This chapter discussed seven key elements of web usability as well as the major issues needed to conduct the competitor's analysis, which will be discussed in the next chapter. The questions were developed by Myer (2002), expert in web application development and interactive content development, according to his own experience over the past years how to obtain the most essential and accurate information.

3.2.1 Home Page

The home page is the most important page of a website and crucial factor in evaluating the competitors. It is the one page that all visitors will view. A poor home page can destroy any chance of achieving website objectives within a few seconds. The page

should interest a user and to preview the main context of the site, regarding to this the comparison will cover the following issues:

- How informative is the home page?
- Does it set the proper context for visitors?
- How fast does it load with mobile device?

3.2.2 Navigation System

Navigation system is fundamental for a good web design - in both business and informational sites - users should be able to find information easily. The navigation system should clearly indicate to the user about where you can go from the current page, and the information thus obtained. Qualitative support navigation should include links that lead to the previous section, to the page table of content section and to the home page. It is convenient to represent it in the form of walk path. The following questions will be used to evaluate the chosen competitors:

- Is the global navigation consistent from page to page?
- Do major sections have local navigation? Is it consistent?

3.2.3 Site Organisation

A well-organized web site will increase its usability resulting in visitors staying on the site longer and coming back more frequently. Organizing content includes putting critical information near the top of the site, grouping related elements, and ensuring that all necessary information is available without slowing the user with unneeded information. Content should be formatted to facilitate scanning, and to enable quick understanding. Question for evaluation:

- Is the site organization intuitive and easy to understand?

3.2.4 Links and Labels

It is important to use color with care — and awareness. When using color to impart the meaning, for instance, green always means “go”, while red means “stop”, that meaning could be lost to a person with vision impairment — including the estimated nine percent of men who are color deficient or color blind. (The greatest color

deficiency is around red and green.) Color contrast is also important: the eye must work harder (and therefore becomes tired more easily) if low-contrast background colors are used, for example, to emphasize labels on section headers and content in groupings. Higher-contrast color combinations, or a simple line, are more effective in differentiating sections of a web page. (Eldeniz L. & Kartopu 2010). It is important to provide alternative text for non-text elements, such as labels, images etc. Questions for evaluation:

- Are labels on section headers and content groupings easy to understand?
- Are links easy to distinguish from each other?
- Are links spread out in documents, or gathered conveniently in sidebars or other groupings?

3.2.5 Search and Search Results

According to Nielsen (Alertbox, 1997) search is one of the most important user interface elements in any large website. You cannot sell a product if your customers cannot find it. One of the most pressing usability issues in the design of web sites is that of how to improve navigation and search. Questions for evaluation:

- Is the search engine easy to use?
- Are there basic and advanced search functions?
- What about search results?

3.2.6 Readability

The content of a webpage should be written with readability in mind. Readability of text affects how users process the information in the content. Poor readability scares readers away from the content (Gronin 2009). Those who provide written content that does not reflect an understanding of internet readability research are losing an opportunity to have their message heard more often and more clearly. Font choices (both in size and actual font) can have an impact on readability. For instance, research has demonstrated that fonts lacking serifs outperform fonts with serifs. It is very important to have sufficient contrast between text and its background. Whitespace is vital for text

to be readable, to apply guttering or margins is useful because it helps the eye to identify a block of text as a group, and also helps to quickly find the beginning of each line. Question for evaluation:

- Is the font easy to read?
- Is the site easy to scan, with chunked information, or is it just solid blocks of text?
- Are line lengths acceptable?

3.2.7 Website Performance

Website performance is a one of the most important topics in web usability. For a web giants such as Google, Yahoo, Amazon and eBay, slow website mean fewer users and less happy users and thus lost revenue and reputation. In case of small web store, even without a millions of users (yet), in consideration should be taken one very important thing: people are consuming the Web nowadays less with fast connections and massive computers and more with mobile phones over slow wireless and 3G connections, but they still expect the same performance. Waiting for a slow website to load on a mobile phone is doubly annoying because the user is usually already in a hurry.

Questions:

- Overall, do pages load slowly or quickly?
- Are graphics and applications like search and multimedia presentations optimized for easy Web viewing?

4 COMPETITIVE ANALYSIS

4.1 General understanding of the Competitive Analysis concept

One of the key issues in developing a strategic goal and in understanding of market context is to complete a competitive analysis. A competitive analysis is a side-by-side comparison of other sites/products/software and competitors strengths and weaknesses in a similar space (business competitors or sites targeting the same audience offering a similar features) to see what your competitors offer and how they offer it. It is widely used in web-design in general because it gives new businesses or businesses that want to advance in their practice a good idea of already exist and how it can be improved.

Traditionally, the analysis will begin with the market and market leaders, followed by pricing of services and products and user interfaces.

During the comparison the designer should determine what sites or products to look at and what the focus of the inquiry should be: structure, visual design, strategy, overall offering, functionality and interaction. This information can guide you in decisions about improvements and redesigns to ensure that the project budgets and roadmaps are being focused correctly. In web-store design it is especially important to evaluate competitor's web-store. That way the good ideas can be grasped, transformed to suit own web-store and applied to own design. It also helps reducing the faults on the web i.e. if one designer has used too small font in one web-store, the one doing competitive analysis on that store would change the font to something more readable and practical. Excellent analysis is the key to successful insights and/or intelligence and can provide high-value strategic decision support capability in contemporary enterprises. (Fleisher C. & Bensoussan 2007: 13.) Intelligence about competitors and customers is a company first line of defense on a way to successful business.

4.2 Online stores to compare

Three main competitors were chosen based on the customer reviews, provided by the online informational service (Chainaya Zeremonia 2012) that covers Tea industry, all three web-stores are operating in St. Petersburg region; it is the key factor for a tea distributor, relying on the information obtained from the survey. The competitor's analysis was conducted based on the main elements of web usability and major questions presented earlier in the Chapter 3. For the analysis of competitors was set up a checklist of criteria's and according to it was provided a rating for each question: 1=bad, 2=poor, 3=fair, 4=good, 5=outstanding.

4.3 The Basic comparison elements

4.3.1 Home page overview

At the first contact with the websites, all three are giving impression of being enough informative. But upon the further analysis, it becomes evident that only two out of the

three examined websites provide a user with the information of how to accomplish a purchase. In terms of web store usability it is one of the major aspects in the formation of a holistic perception of the site. Advertising is the next feature on which the author drew a particular attention. This is due to the very of selling philosophy, especially when a web store deals with such a product, as tea. None of the submitted web stores have an indoor advertising, motivational slogans and luring pictures. Right away a user is listed with price specifications and unattractive pictures, that could barely draw customer's attention, catch the user. After all, tea is a product primarily for taste, and the challenge of the e-commerce advertising is by passing its aroma and flavor to excite the customer and to arouse a desire. Based on all of the above, none of the competitors get in the evaluation more than "good". For the homepages preview see Appendix 2.

The homepage load time test was conducted using the iPhone 4G mobile device, with the broadband connection of 512 Kbps. To perform the load time test with a PC is not essential for the purpose of the study due to the high average speed of internet connections available with ADSL (Asymmetric Digital Subscriber Line) subscription and the increasing percentage of users using mobile devices and tablets for internet access. 36% of the internet traffic in St. Petersburg region was carried out via mobile devices in July 2012 (TNS web index report, 2012). The test revealed the following results: tea.mag.ru with 6 sec. of load speed, spb.zaltea.ru with 7 sec. of load time and 24-tea.ru with 13 sec. of load time. Nevertheless, none of the web stores has a mobile version or RWD (responsive web design) approach to web design. That could provide an optimal viewing experience - easy reading and navigation with a minimum of resizing, panning, and scrolling across a wide range of devices (from desktop computer monitors to mobile phones).

4.3.2 Navigation

The global navigation along the top and along the left is the system applied in all the three web stores. The links on the left are the dominate global navigational elements, linking to the site's top-level categories, and that forces a user to scroll up and down to see the entire menu. For the preview see Appendix 2. At two of the three web stores (24-tea.ru, sbp.zeltea.ru) the top navigation works as pop-up menu. For the preview see Appendix 3. Furthermore, none of the site links have a visual treatment, in another

words not providing information about a user location. However, one of three web store (tea.mag.ru) has a links walk path, though with a limited functionality, so that a user is able to see the path, but cannot use them as a links. For the preview see Appendix 4. This is contrary to the very notion of what we assume by a links walk path. Summing up, the navigation is understandable, but requires a little of time for adaptation.

4.3.3 Site Organisation

Price and product availability markers are the key factors in a web store usability that substantially simplifies and reduces the amount of time taken for a user to use a web store. Under this item, the only one store tea-mag.ru disposes product availability information on the main page. For the preview see Appendix 5. For the remaining items of evaluation, all web stores posted logically and assembled in groups.

4.3.4 Links and Labels

There are two main ways to allocate a reference, underlining and marking. It is necessarily to keep the same approach consistent on entire web design, unfortunately this is not always observed in a real situation. In case of examined web stores, references and markers look correct in most of the cases. The tea-mag.ru and spb.zeltea.ru are using underlining as a way of allocation and 24-tea.ru store use marking of the links. The problem occurs when the underlining appears only with mouse over, since a link can be recognized only by hovering the mouse over it. This is exactly what we observe in the tea-mag.ru web store. On the example on the 24-tea.ru we see how the principle of separation of links by color works, in fact with a problem, on the left side of the site they are highlighted in blue color and on the right side green color is used for highlighting, that is a misleading use of markers for a user. Also this site has a section called "tag cloud" that serves for a purpose for the successful SEO (search engine optimization), but has a negative impression on a user in terms of usability, whereas it appears as disorderly gathered links of different sizes. The third spb.zaltea.ru web site has no comments to the link performance; the links are underlined and consistent through the whole website that justifies this approach in it functionality and usability. For the preview see Appendix 6.

4.3.5 Search and Search results

In spite of the fact, that search is one of the most pressing usability issues; there are cases when developers neglect the adding of this feature to the site. Among the three competitors that we consider, only the 24-tea.ru website gives a search option. Based on the data obtained from the survey 88% (see Chapter 5) people who always drink tea and know the names of tea they prefer find it valuable to get quick access the information. Taking in consideration all above, the 24-tea.ru web store gets "excellent" evaluation and others are failed. That cannot affect in negative way the competitiveness of others.

4.3.6 Readability

Each of the web stores has a various comments on this item. The tea-mag.ru has issues regarding text density. The density of text in this case refers to the amount of words placed in one area. As well it has the problem with so called clean graphical implementation, when sufficient space is needed between the graphic and text. All this makes site more difficulty for scanning. The 24-tea.ru gets evaluation "excellent" for easiness for scanning and compliance of all the major rules. The only note could be placed is the size of headers. Heightening the font size would increase the readability factor. The spb.zaltea.ru has an issue with the contrast, using the font color similar in value with background color will lead to the poor contrast, that makes readability of the body text almost painful, and as a fact a lot slower. For the preview see Appendix 7.

4.3.7 Performance

All the web stores are light and not overloaded with multimedia and flash animation. As the search option is available only in one out of the three web stores, in the same that has pointed a higher rate of load time in the test. It is reasonable to pay a more precise look to it performance, for that was checked speed of search option with the same iPhone 4 mobile device and a PC computer, which revealed no delays in search option itself, hence problem appears due the hosting provider.

4.4 Conclusion

As the result of conducted competitive analysis, each participant got a certain amount of points by summing over each criterion. The highest rate of 59 points got the 24-tea.ru web store mostly due to the presence of search engine (none of other participants simply does not have that service available). The remaining two participants scored almost equal amount of points 49 and 50. The maximum possible rate was 75 points, respectively; none of the participants scored enough rates for being chosen as a benchmark for creating the YACHAY web store. In this regard, the author will create entirely new design approach considering all the mistakes that were identified in the competitive analysis process.

Evaluation chart is available in Appendix 7.

5 SURVEY

Before the development and establishing of an online store it is necessary to determine whether or not sale of online products such as tea and coffee will attract consumers. For that reason it is important to identify the user audience. In some cases it is even possible to identify user audience as concrete individuals when the product purchased for personal use. With other products or services users might be more straggle. (Nielsen 1993: 74) In this regard, quantitative research in form of a survey is the most informative and easiest method to obtain the data. Survey is a gathering and evaluation of data regarding consumers' preferences for products and services (Ward 2012). I has compiled a survey consisting of 14 questions, objectives of which are is to determine what features of the web store could help to attract a potential audience, to what should be paid a particular attention during the design process and to gain a deeper understanding of the potential target audience itself. ‘

5.1 Ways of Conducting the Survey Data

The survey was conducted by the use of two of the most popular social networks in Russia - "Vkontakte" and "Classmates", due to the ease of distribution of questionnaire and the possibility of reaching a large number of respondents. In order to correctly access the results of the survey, it is essential to estimate the audience profile of the social networks.

“Vkontakte” is the network with younger audience, with the predominant number of men. The middle age of the audience is from 18 to 35 ages. Audience interest lies in finance 1.6x, social networks 1.6x, alumni & reunions 1.6x and online communities 1.5x. Average user is always searching for something new and actively participates in different promo actions. A significant part of time session is spent on news timeline. Viral marketing campaigns get wider distribution and tell a friend engine shows its higher performance.

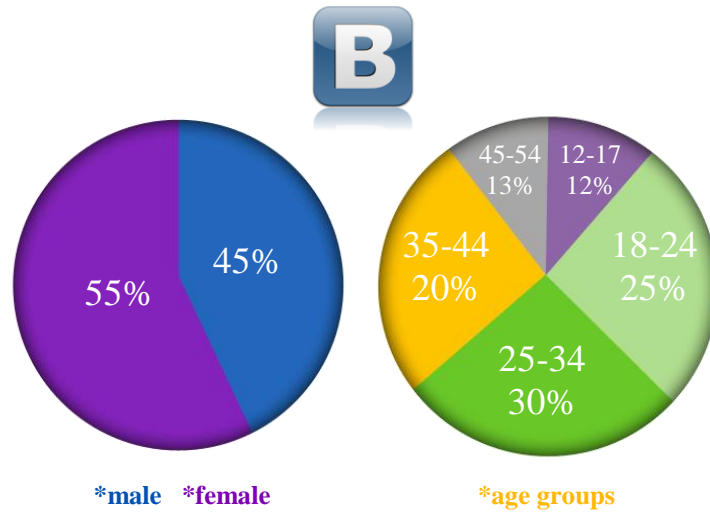


Figure 2. “Vkontakte” gender and age groups statistics.

“Classmates” is an excellent platform for increasing brand awareness and first contact with the clients. The core audience is middle-aged people, who communicate mainly with old friends and colleagues. They are searching for job opportunities and improving their work connections, share only valuable information between each other.

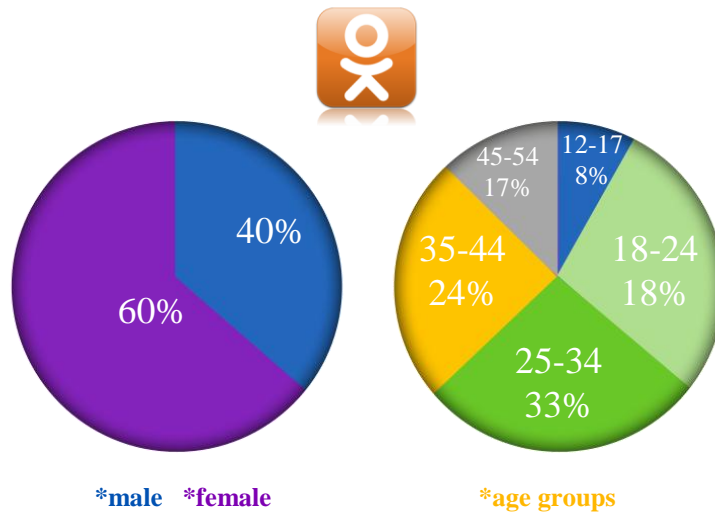


Figure 3. “Odnoklassniki” gender and age groups statistics.

5.2 Research

In the period of March 10 to April 9, 2012 I sent more than 500 questionnaires. However, only 347 were filled by the respondents, of which 213 of – respondents of "Vkontakte" network and 134 – respondents of "Classmates" network. It is noteworthy, that for both social networks were sent the equal number of questionnaires. The difference caused by the indicators identified by the comparison of the two social networks, namely the age factor and the active participation in different sort of actions. According to the survey of 347 people who have completed the questionnaire, 84% were residents of St. Petersburg, and only 55 people - residents from other cities in Russia (Moscow, Vyborg, Pine Forest and other towns in the Leningrad Oblast). Among these 55 people, only 7% said that they could order tea / coffee in another city, and others would rather find a similar shop in their own city. Therefore, it can be concluded that for a web tea / coffee store in Russia long-distance shipping is not relevant for a business model, i.e. it will not be in demand. This result can be explained by the lack of confidence for the e-commerce in Russia, especially outside the major cities.

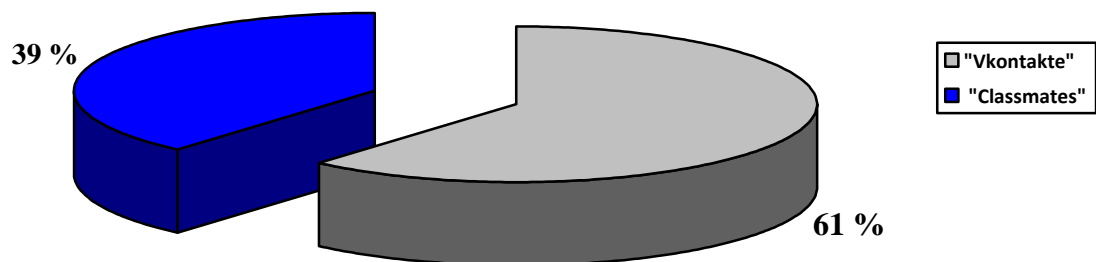


Figure 4. The ratio of responses received through the social network "Vkontakte" and "Classmates"

In the Figure 4 the analysis derived from the survey result. The survey involved 206 women and 141 men, although the questionnaires were sent to an equal number of respondents of both sexes. One of the reasons that the number of women participated in the study exceeded the number of men at 31%, is a stronger interest in purchasing tea/coffee from the female half and it confirms the fact that the target audience for YACHAY as store and web store is female audience. The following Figure 5 shows the distribution of respondents by age.

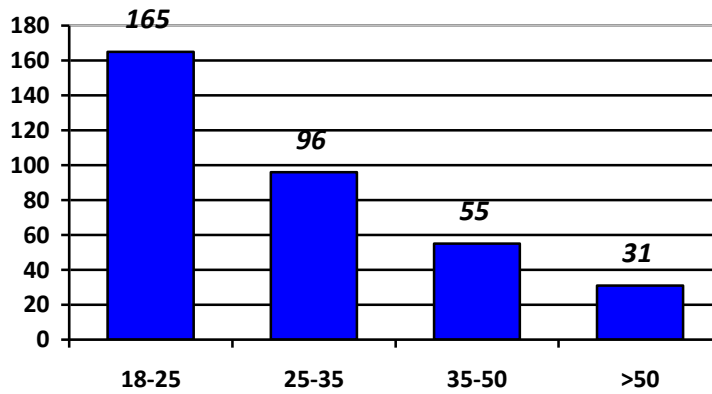


Figure 5. Distribution of respondents by age

As seen in the Figure 5, the higher is the age group, the fewer responses were obtained. The larger share of respondents 47% are young people at the age of 18 to 25 years old, and the smaller share of 9% are in the age category of 50 and older. This is reflected to the least amount of free time spent in internet among the adult people. People under the age of 18 years were not included in the survey due to the absence of the revenues in the majority of them.

Further questions from 5 to 9 of the survey reveal the general respondent attitude to the e-commerce, willingness of purchasing goods in internet and what sort of issues should be considered in design process to make it more convenient and attractive for the potential audience. Thus, 347 of all the number of respondents participated in the survey; only 42 stated that they are enjoy spending their free time on shopping, which is about 12%. Respectively, the remaining 88% can be considered as potential customers for e-commerce. Below are the answers of the respondents on the frequency of purchases over the Internet.

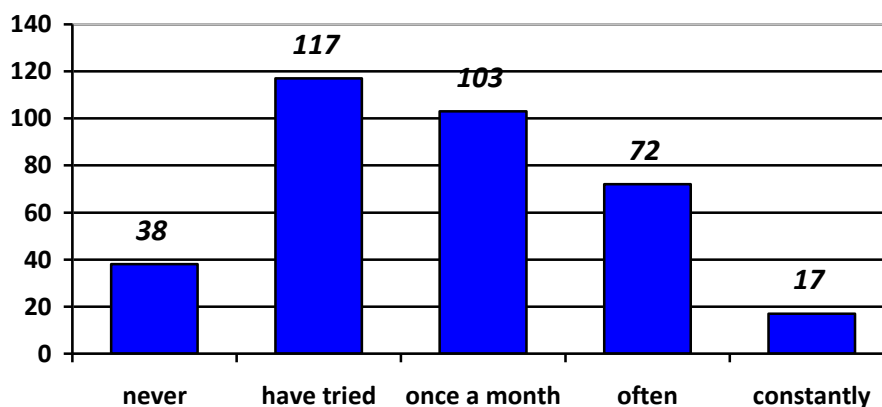


Figure 6. Frequency of purchases over the Internet.

As seen in the Figure 6, only 11% of respondents have never made a purchase in Internet. This low percentage is consistent with the fact that the study was conducted among people who use Internet in everyday life. The number of people who permanently do shopping in Internet is 4.9%, however, according to the statistics of e-commerce the amount of users in St. Petersburg and Moscow have increased over the past couple of years. A significant increase in this ratio in the near future is foreseen. As a potential audience for the tea/coffee web store could be considered the amount of respondents who constantly, often or once a month do purchase in Internet, which is more than half of the respondents.

The 112 of all the respondents, which represent 32%, consider online purchasing as not secure. Justification for that are: concern of the possibility of obtaining fraudulent access to means of payment, concern of impossibility to return the goods declared inadequate quality and concern of possibility not to receive the goods after the payment when dealing with unfair companies or in some cases with defunct companies. These concerns are reflected in the distribution of different payment methods. Below are the results of the study:

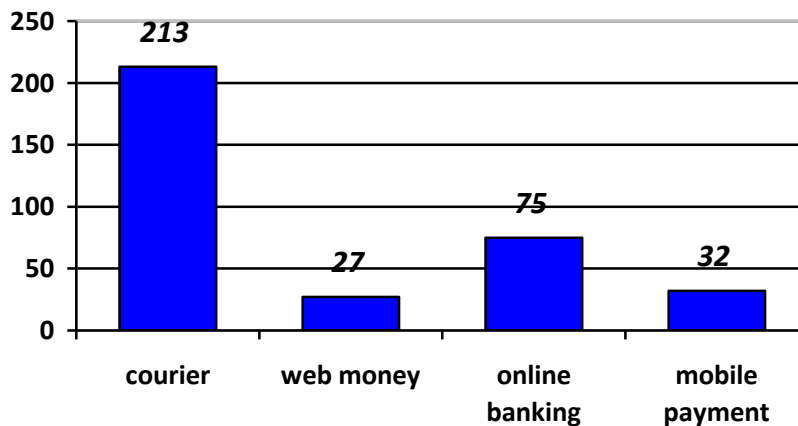


Figure 7. Methods of payment chosen by the respondents.

According to Figure 7, 61.4% of the respondents would prefer to make a payment on receipt to a courier, to secure themselves from a fraud. 21.6% of the respondents would rather use a credit card as payment option and the rest would do it by means of web money or mobile payment. The mobile payment has evolved recently in Russia

and should be widely disseminated in the near future. Agreed, in the web store different payment options should be integrated to cover all potential consumers.

Before the design process starts it is essential to identify all the key issues to which customers paid attention to, what could motivate them to make a purchase or vice versa to force them to leave a web store. In the following is an analysis of the answers given by the respondents.

Figure 8 show that 12% of the respondents believe that the easiness of use is an important aspect of the web usability. Respondents also considered the following aspects as the key once: speed of loading, presence of high-quality visual materials. Less attention was paid to the choice of payment methods, availability of online customer service as well as the access to the product reviews. The majority of the respondents believe that a good web store should combine all these issues, 47% of the respondents stated so. However, 9% of the respondents gave their suggestions, among which stands out the following three – absence of obtrusive and inappropriate advertising, availability of search engine and use of the readable font.

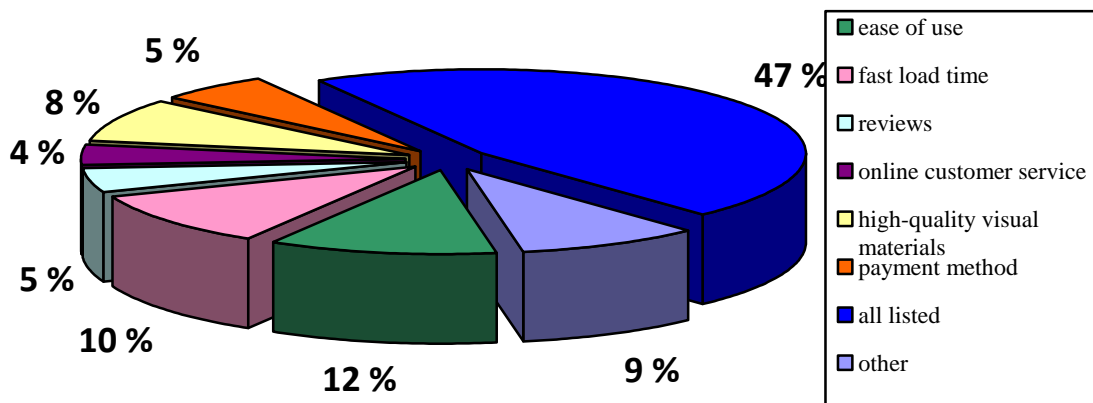


Figure 8. Features of a good web store by according to the respondents.

The remaining questions posed, were aimed to identify views of the respondents on how they see a good tea web store. In addition to the range of products offered by a web store, what kind of other information available on a web store would be important for them. With the presence of interesting and relevant information it is possible to attract a new customer as well as establish a brand loyalty of the customers, whose interest will not be just a visit of a web store for purchase but also to gain knowledge of the tea history, its varieties and news in the tea world. With the next questions I identified areas that would raise most interest of potential customers and would be needed to include to the website. The results are illustrated in the Figure 8, it should be noted

that for most of the respondents would be interesting and useful information about the origins of the tea history, as well as the tea health benefits. That was the answer of 58% of the respondents. Fewer amounts of the respondents find it essential to have information about various methods of brewing tea - 18.7%, and convenience of having a personal account, 15.5% of the respondents stated. Only 5% of the respondents believe that the web store should have a chat service and 2% would be interested in the history of YACHAY brand.

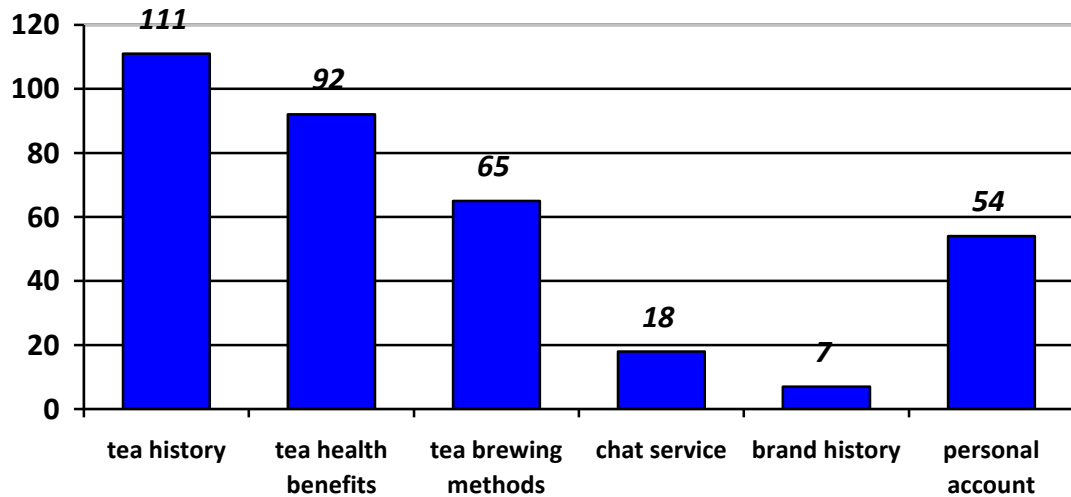


Figure 9. Respondent's opinion of having other sections on the site, besides the purchase section.

Based upon the data from Figure 9, the author came to the following conclusion: the site will include such sections as the history of tea, brewing methods of tea, tea health benefits and access to the personal account.

The competitive analyses revealed that only one out of the three analyzed web stores has a search engine. In this regard the following questions were necessary to determine the view of potential customers about a search engine optimization for a tea web store.

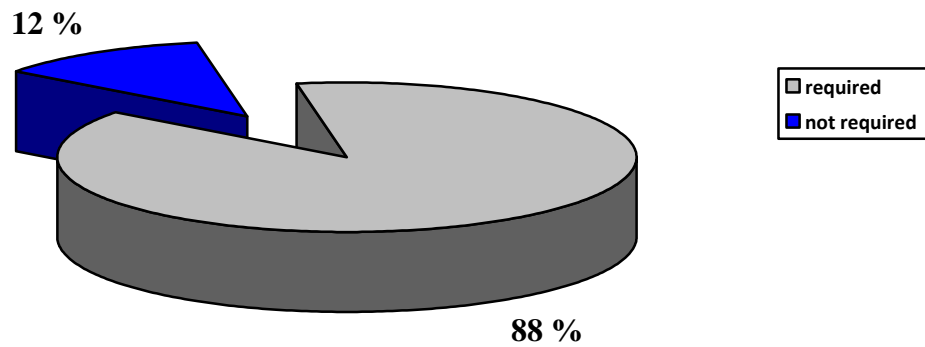


Figure 10. Respondent's opinion about the necessity of search engine optimization for a tea web store.

As seen in Figure 10, 88% of respondents require a search engine optimization for a tea/coffee web store, thereby; it was decided to have a "search" optimization in the YACHAY web store. As well as 74% of the respondents believe that the web store should have a show room, where the customer of the web store would have a chance to view all the variety of products in live session and it will increase the credibility to the company. In this context, section containing photos, description and the address of the existing YACHAY store in St. Petersburg will also be added to the site.

Survey questionnaire is available in Appendix 8.

6 THE DESIGN PROCESS

6.1 Site structure

Site structure is crucial factor for a business website. Two main features of that are: website usability and SEO (search engine optimization). When a visitor comes to a well-constructed website, a visitor would almost instinctively know where to go. For example on Amazon website there is a menu in the top left corner with links to the main sections, such as "Books", "Music, DVD and Games", "Electronics" etc. For the preview see Appendix 9. It is obvious where you need to go to find what you are looking for within the hierarchy. Content should be divided into categories and then each broke in to a main section and subsections with a maximum of three levels of navigation it is the best for search engine optimization. Search engine crawlers often don't explore deeper than that, so crucial pages of a site might go unranked. (Yell 2008). While it may seem completely normal to go onto a website and navigate it in

this simple, logical and streamlined way, this structure had to be in depth thought out to ensure use of a website for visitor without really thinking about it. The YACHAY website structure is divided into three main parts: the header, main area and the footer, with maximum of three level navigations hierarchy: category - subcategory - product. Websites are dynamic, which means that its sub-pages are not designed separately one by one but the system builds them up automatically from a set of data. While the header and footer are usually static (content changes only minimally) The main area has to be distinguish of three or four column designs depending on how many columns the main area will consists of. To ensure a better visual access to the products the author decided to have a three column design for the main area. For the preview of the YACHAY website map see the Appendix 10.

6.2 Grid system.

A grid is a technique that came from print design but nowadays widely and easily applied on web design. Grids in graphic design are the most powerful method of creating an orderly foundation for creativity. (Khoi 2011: 2.) The grid functions as an armature on which a designer can organize text and images. It also allows user to predict where to find information, which aids in communication of that information. Grid makes it easier to add new content in a consistent manner with the overall look. After all, a graphic presentation of any image or a web site is already rendered through a grid system: a monitor display is composed of seventy-two pixels per inch, arranged vertically and horizontally. Grid is a base for a web design layout and before starting to build a grid there are several principles that should be kept in mind in order to build an appropriate grid system. According to Khoi Vinh (2011: 37) the following principles are:

- A grid should focus on problem solving first and aesthetics second.
- A grid is a component of the user experience.
- The simpler the grid, the more effective it is.

6.2.1 The golden ratio

In the six century BCE, the Greek philosopher Pythagoras proposed what came to known as the Pythagorean theorem, that describes the three sides of a right triangle. He is also credited with being the first to recognize the golden ratio. It appears many times in geometry, art, architecture and other areas. It has also been a source of inspi-

ration for architects and artists and been applied in different fields of science. The Fibonacci sequence is closely tied to the golden ratio that was introduced in the thirteenth century by the Italian mathematician.

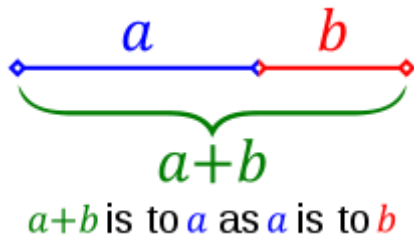


Figure 11. Golden Ratio formula (Number 2012)

The Fibonacci sequence is the series of numbers: 0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 55 and so forth. The next number is found by adding up the two numbers before it and if to take any number on the Fibonacci sequence and divide it by the number that precedes it, the sum/quotient will be amazingly close to ϕ , equals 1.618 (Law 2012). The golden ratio can be applied in web design when it is expressed as an algorithmic spiral to form a base for a grid.

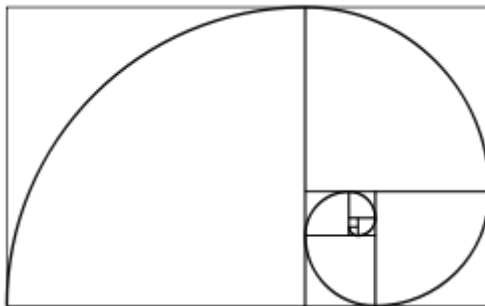


Figure 12. A Fibonacci spiral (Golden spiral 2012)

6.2.2 The rule of third

The rule of third is a simplified version of golden ration and it is a core of the international standard for paper sizes (ISO 216, based on the German DIN 476 standard). It is commonly used in web design and photography and it is basically refers to 3 by 3 grid that fits on top of any image.



Figure 13. The rule of third.

There are no specific sizes to the blocks – only that they are equally shaped. The grid works horizontally or vertically and helps to determine how the eye follows an image or group of images (such as a website). This is very helpful because symmetrical design provides balance on the page and as consequence makes it pleasant.

6.3 Process of building a grid

At a very beginning the author identified constraints for the design.

- Technical constraints.

The delivery of the design solution will be for a desktop computer monitors with the screen resolution of 1024x768 and safe area of 1014px, based on the standards used in websites of such giants as google.com, facebook.com and apple.com (Lee 2012). Despite the fact that 36% of the internet traffic in St. Petersburg region is carried out via mobile devices and in future will increase, the client of this project has no requested a mobile version of the website.

- Business constraints.

The main purpose of the site is conversion site visitors to customers. For that reason and after competitor's analysis the author decided to withdraw a significant part of the homepage for the indoor advertisement, slide show with 1014x530px.

- Content and editorial constraints.

Comprehensive solutions like grids can often benefit being built around one or two non-negotiable constraints. These kinds of constraints might appear to limit the options available for a designer; they also have the effect of increasing a designer inventiveness. The more wide open a design problem, the less a designer is likely to make insightful leaps of logic for a good design. For such constraints the author has adopted the size and amount of products listed on a page, 3 in a row and size of 288px in width to ensure a high perception of a products. As second constraint was chosen a header with size of 50px in height and elastic and with static position on a screen. That means that the header will be visible on top on the page, no matter how far a user has scrolled the page, allowing a quick access to the options placed in header menu. (personal account, search etc.).

6.4 Establishing the grid

Safe area of 1014px is divided to the 18 columns with margin of 30px. Eighteen units can make for a complex grid, but this arrangement gives a high level of granularity that will prove useful later on. With the use of rule of third, the layout is divided to a straight three-column structure with 5px gutters that will ensure guidelines to arrange products within the web page. After the columnar grid is ready, it is time to develop a baseline grid. The baseline grid is the invisible line on which letterforms rest – the anchors for lines of type. (Khoi 2011: 66) For the way to determine the correct height for the rows can be used the golden ration, but rather than using its all complexity, the easiest way is to use a simplified version of the golden ratio – the relatively round number of 1,618. To divide width of the page 1014px by the number 1,618 and that gives approximately number of 627, with 33 baselines down from the top and of 19px height.

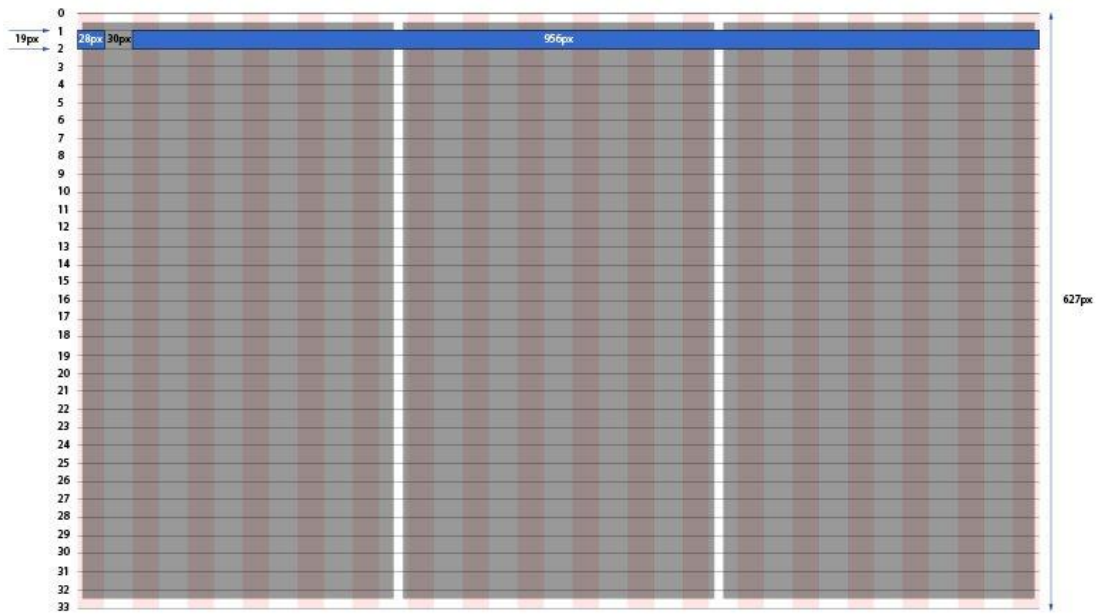


Figure 14. The grid, 1014x627px.

The problem now, that to use a 19px baseline to align elements on any of the hundreds the baselines that occur on the page seems to be irrational. Once again, the rule of third was applied, to refine the fields. The height of 627px is divided by 3 gave a division of 209px each along the baseline grid. By using a full baseline as a visual gutter between each of the thirds were created fields of 190px each.

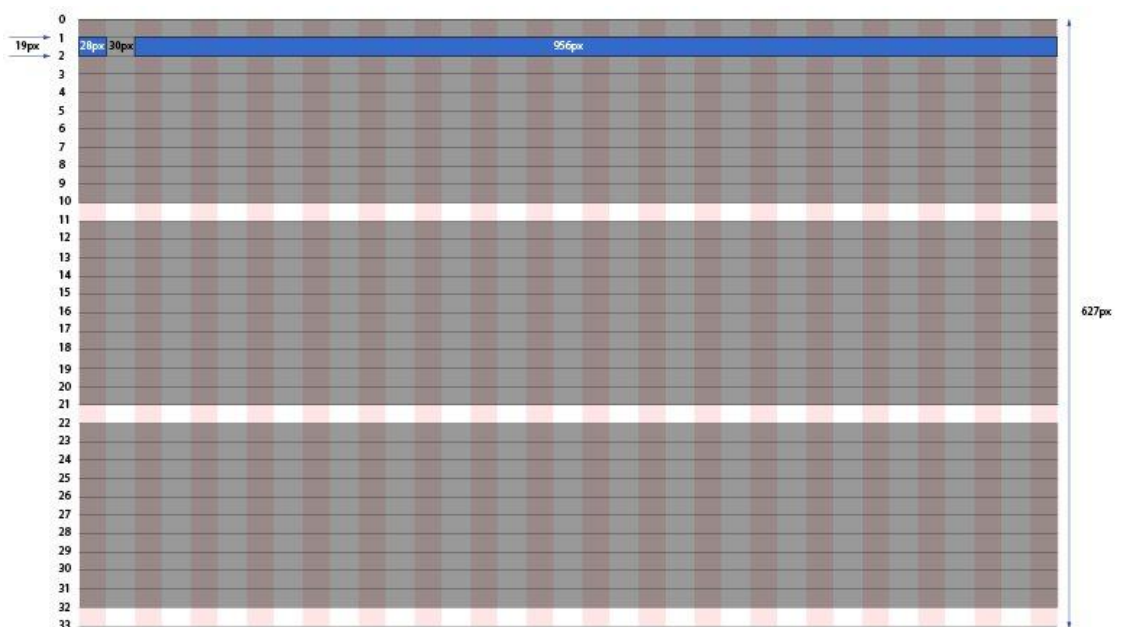


Figure 15. The grid, 1014x627px.

6.5 Designing the page template

When the basic grid is complete and the main constraints are set, it is time to start actual design. I have started with sketching and establishing the placement of the core elements that appear persistently throughout the site: the search box, navigation, account log-in and the brand logo.

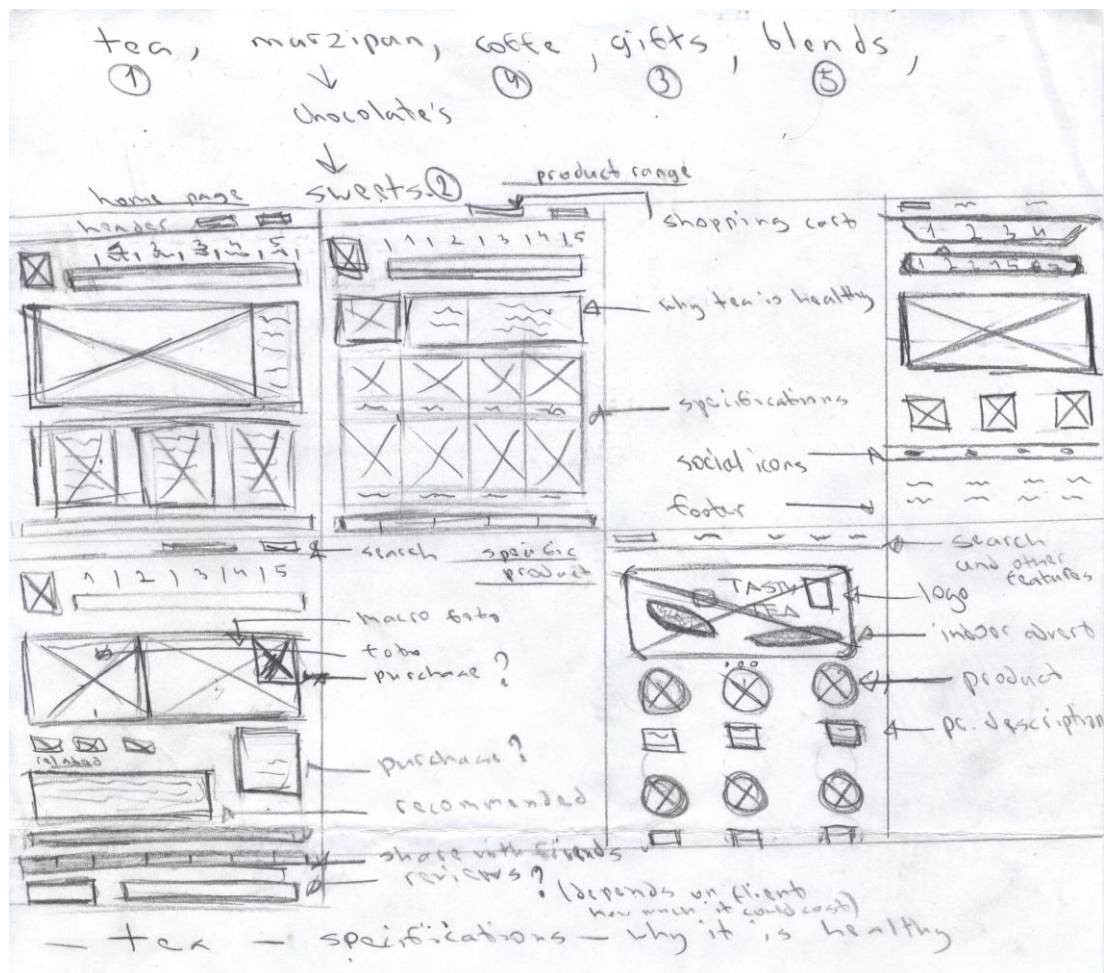


Figure 16. Layout sketches.

6.5.1 Typeface and Colors

Writing and reading on-screen differs from print so typography online has its own rules. A font that looks great on a paper may be much harder to read on-screen, for that reason the ITC Bauhaus Light Cyrillic that is used in the brand logo and for tag lines in print advertising is not proper choice to use in a web design due to its lack of readability. In order to avoid such weaknesses the author decided to use only Verdana family typeface for all different purposes within the website design (body and tags).

Verdana is a sans serif (is the finishing stroke at the end of a letter) typeface that is more suitable for web than serif (has some details on the ends of the strokes that make up letters and symbols) and also is a web safe font.

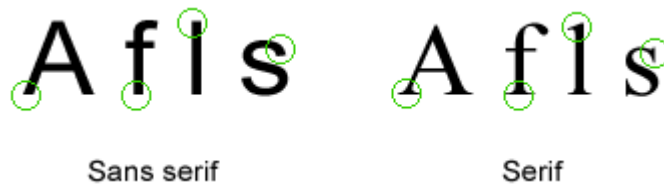


Figure 17. Examples of serif and sans serif letters (Poole 2008.)

Unless the font is used in a graphic, there's a big chance that visitors of the website aren't going all see the same font - either because they don't have it installed or they use a web browser preferences that override the font. If this is the case, than following type-families will replace the suggested one: Arial, Helvetica, sans-serif. Type size is also affect the legibility of text on a web, for instance most screens have around 72 dots per inch; ordinary office printers have around 300 dot per inch. The lower the resolution, the larger the type size required for comfortable reading. For text continuous reading, 11 to 14pt type is a good range to read. Headings will stand out better if they are 3 to 5 point sizes larger (Götz 1998). The author used a body type size of 12pt, 16pt size for headings and size of 20pt for main menu categories. The minimum length on a screen should be around 60 characters or twelve words. In print, justification is achieved by adjusting the space between words and by using word hyphenation. Modern browsers support justified text but it is achieved by crude adjustments to word spacing. For that reason on a web is not used hyphenation and text usually aligned to the left that gives a predictable place for the eyes to start from when they jump to the beginning of the next line.

There are also differences in the way we perceive color from a screen compared to the way we perceive color from paper. The screen versions of colors can appear pale and unreal when compared with equivalent paper versions. For that purpose, the colors that were developed for the YACHAY brand identity have values of CMYK and close to the color intensity equivalent in RGB (see Appendix 1). Too many colors can be confusing and unpleasant to look at. Some guidelines recommend no more than six colors, in addition to black and white, for any one screen, and fewer is often better. (Debbie & Jarrett & Woodroffe & Mminocha 2005:255). The color scheme that was developed for the brand identity of the YACHAY brand consists of black, white and pale green. Theme of color choice was uncovered in Chapter 2. Relying on the opinion

above, fewer is often better, the author decided to go with available color combination, without adding any additional colors for the website design. As well, I have not disregarded the issue of color blindness. Color blindness affects about five to eight percent of males and less than one percent of females. There are two major types of color blindness: those who have difficulty between red and green, and those who have difficulty distinguishing between blue and yellow (Clark 2002: 199). The question arises, why sites should be designed with such a small population in mind or to meet the needs of a minority. There are several reasons for that: 1) a site should always strive to be user-friendly for all audiences 2) there are standards that keep sites accountable to people with disabilities and 3) well-designed sites don't require changes to make them accessible. The background color of the YACHAY website is white and the content text on it is black, the opposite ends of the color spectrum work best for color blind users. For the main menu background is used pale green, it will not cause any problems, since the menu buttons are black and white text as well. Links are underlined with a simple line, as it was explained earlier in Chapter 3, guarantees the needed contrast between the elements and graphics and will be consistent throughout the website. It is important to provide alternative text for non-text elements, such as labels, images etc.

6.5.2 Designing the header and footer

The header is designed in a way, that it has a fixed position on a screen and has proportions of 50px in height and is elastic to a width of a screen. Giving a quick access to the key elements related to a purchase, such as: search option, personal account, delivery, how to make a purchase on the site and shopping cart (with real time indicator.) The search and shopping cart buttons have a glass effect on them. This effect was developed to give to the general design more interesting look and support the connection with the tea industry; in a way that glass is the main material of what the most of tea ware is made of. The same visual effect is used for all purchase buttons as well.



Figure 18. Header.

The footer consists of two elements. The first element contains buttons which lead to the YACHAY profiles in social networks, such as Vkontakte, Facebook,

Odnoklassniki and Twitter. It has the same abilities as the header elastic to width of a screen and with height of 56px. The footer visually separates the page from the main content. The second element of the footer is a list of links, leading to the all main categories and subcategories of the site, such as: history of tea, articles about tea health benefits, gift cards, delivery packaging etc.



Figure 19. Footer.

6.5.3 Designing the home page

The home page sets the scene for the hall web site, that why it is the most challenging web page to design. The home page has two main functions:

- It tells the users where they are.
- It tells the users what the site does.

The home page will include the following items:

- The brand logo and indoor advertisement

The logo is usually placed on the top-left corner, but since the design of header explained before, this made it impossible to place the logo on the top-left corner. It was decided to place the logo in to the indoor advertising element. On the other website pages, the logo will be placed on the top-corner. This element has a slide show of four ads, each contain photos of products and motivational slogans, with purpose to catch a site visitors and conversion of the site visitors to customers. This element will take a

significant amount of a screen space, with proportions of 1004x530px. As it was revealed in the competitive analysis and explained in Chapter 4, all the competitors don't have an indoor advertisement and it is a very important aspect for successful e-commerce activity.



Figure 20. Indoor advertising slideshow.

- A summary of the key content for the first time visitors.

For this purpose, main menu will contain the categories of all available products on the main page and fading up menu of all the related products under the main category on sub-category page, which is designed with the focus on probability of future expansion of the site and increase number of products available, but simply adding a second row of products that in no way will damage the usability or visual look of the site.

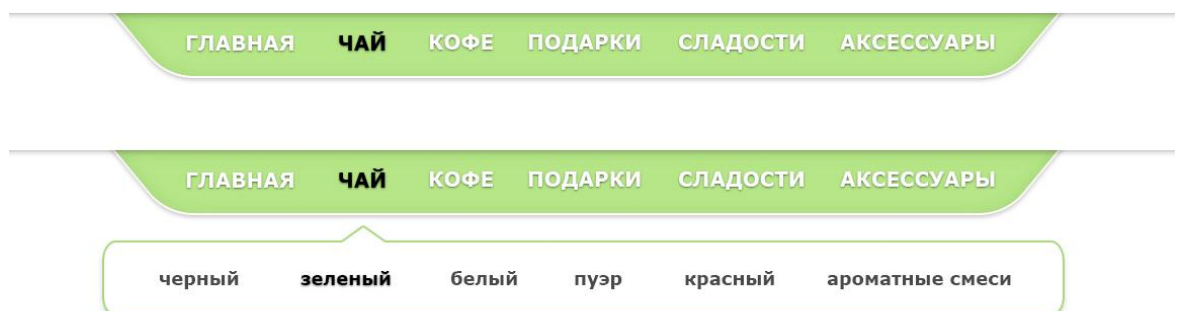


Figure 21. Main menu.

- A summary of the latest news, promotions. This is particularly useful for repeat visitors.

On the home page below the indoor advertisement slide show will be placed three best sellers of a month.



Figure 22. Promotion (best sellers).

For the full preview of the homepage template see Appendix 11.

6.5.4 Designing the product and sub-product page

The product and sub-category pages have different characteristics to the home page. Typically, they contain more content and less introductory information. It is important that they help to orient the user and to give the main information about a product. As the design goes forward, some patterns will be borrowed for the placement, arrangement, and configuration of page elements from the home page template. That is how consistence is maintained with a design system. The product page offers a range of products under a selected category, it presents in a series of groupings. Each grouping contains a photo of product, rating, price and availability in stock. As it was revealed in competitive analysis and in the survey, price and product availability markers are important factors for a good web store usability, the presence of which substantially simplifies and reduces the amount of time taken for a user to use a web store. In priority the YACHAY store must convince a user to make a purchase, in this sense good quality and big size photo is essential. Photos were ordered from a professional photographer, the author complied the list of criteria's on which photographer had to focus in order to get a satisfactory quality of materials. The list is presented below:

- Contrast colors, shapes and textures. Pick fruits with nice contrast and shape: strawberry, orange, blueberries etc. Do not skimp on garnishes either-- a sprig of mint or a juicy orange might be all what is needed to give an extra layer of life and dimension to the photo.
- Lighting. Color temperature is a big deal. Cold, fluorescent lights are cold, and white. Warm tones inspire hunger.
- Focus is key aspect, make certain that tea is in focus, and allow less important features to softly fill the background. Choose tea ware with solid, neutral colors to draw as much attention to the tea as possible. All photos should be taken as close as possible and with the same angle of focus.

The photos will be placed inside a circle element of 308px wide and 308px high, and with a roll of mouth will be allocated with 1px stroke and shadow effect, making these numbers its maximum height and width, staying that space is always taken even is the size of image in some cases is smaller. The layout will stay the same on every occasion. If the image is smaller it will be positioned so it is centered horizontally and set to top or side according to its original proportions. On each category page the first product presented with bigger photo and short description on the chosen tea category and with a link to read the full article about it. Above the photo in both category and sub-category pages is placed links path to indicate where the user is, and logo with the tag line is positioned on right-top left corner.



Figure 23. First product in a category page.

The products are listed in a row of 3 and 4 columns vertically. If the category will have more than 13 items, then user could use page buttons that are placed on above and below the product list to see more of available products. The design of them is stylized

look of tea cups with green tea inside from a top view. For navigation aid the user will be provided with a menu, positioned the same way as the page buttons above and below the product list. The sort menu includes options to sort by best sellers, by rank and by price, with applied effect of glass on them.

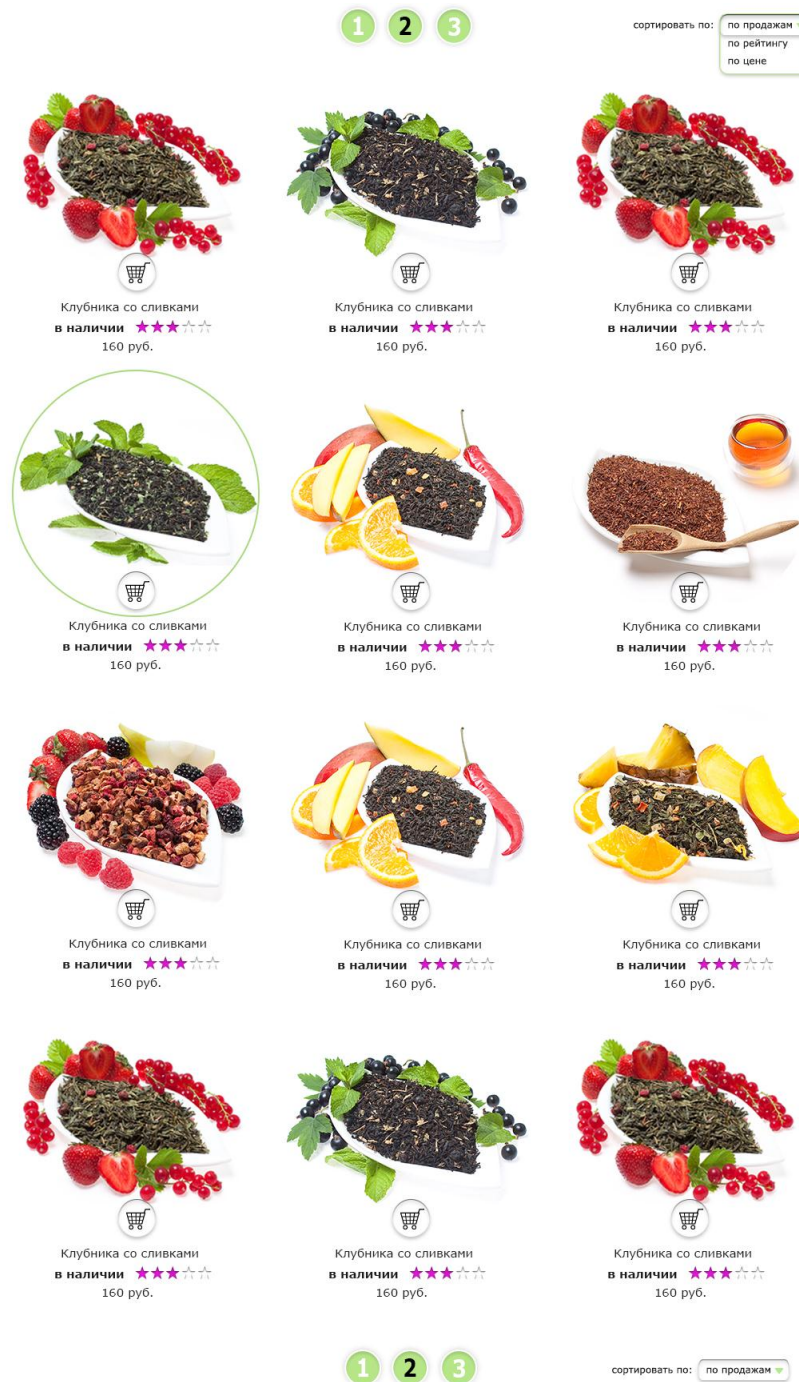


Figure 24. List of products.

For the full preview of the category page template see Appendix 12.

The sub-category page has the same placement and arrangement for the chosen product as the first product in the category page, with one difference, that text has description of the specified tea, for example ingredients. Below this element the user will see a list of three recommended products offered by the site, based on his search or purchase history. Next to them is placed the add to cart menu, with 3 preset options of size and price. It includes sample option with around 10 tea cups size, 50 grams and 100 grams options. Also it has an additional feature that allows choosing a nonstandard size by scrolling a pin that in real time indicates the size and the price. The scrolling adjusted to 5 grams step.



Figure 25. Add to cart menu.

The third part of the sub-category page is an element that contains user reviews about the product. Despite the fact, obtained in the survey, only 5% of the respondents find that feature useful, the author made a decision to build that element. The purpose is to create a constantly updating web content. Some search engines will de-list a website or lower the page rank if the content of the site is not constantly update. But including other elements on the page, like reviews or product updates, will satisfy a crawler's and the site will appear in higher position in search engine result list, such as google.com or bing.com (Ledford 2008: 25). The element shows three reviews at once, with profile photo of a user and with his rank, based in the amount of written reviews. The element has sorting menu, including options to sort by date and by rank. The size of the element is 980px width and 405px height.

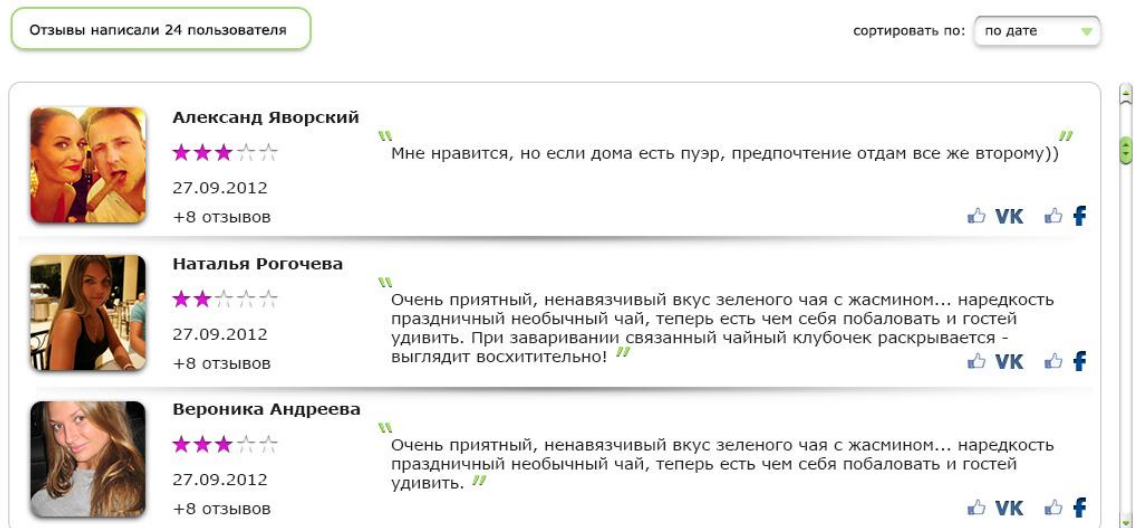


Figure 26. User reviews.

For the full preview of the sub-category page template see Appendix 13.

6.5.5 Designing the information page

The last template page for the YACHAY web store is the information page. The page template is built to contain all the articles available on the site. The page is divided into two columns. The first column will contain main text of the article with the size of 594px width. As it was explained earlier in the chapter 6.5.1, the length on a screen should be around 60 characters or twelve words. The second column is the menu block that contains links to the other sub-categories under the selected category of articles, such as: customer service, delivery etc. to reduce a visitor time spent on scrolling content down to the footer of the page where all the links to the articles are listed.

Чай и здоровье

СОРТА ЧАЯ
Черный чай
Зеленый чай
Желтый чай
Красный чай
Цветочные чаи
Ароматизированные чаи
Пуэр
Улуны
Тигуаньинь

Чай Улун (или Оолонг) - один из незаменимых сортов чая для поддержания здоровья. Он также известен как бирюзовый (или сиреневый) чай, это название он приобрел в связи со степенью обработки чайного листа. **Улун** очень популярен в китайских ресторанах. Как и зеленый, бирюзовый чай также происходит из растения *Camellia Sinensis* и проходит подобные шаги обработки. Тем не менее, после того, как чайные листья собирают, их намеренно окисляют при встрихивании. Во время сушки и окисления край листа бирюзового чая поверхность всего листа становится светло-желтой из-за брожения и окисления. После непродолжительного периода обработки чайные листья обжариваются для получения полуперментированного чая. Китайский чай улун обрабатывают достаточно недолго до достижения 12-20% ферментации, а тайваньский бирюзовый чай проходит обработку более длительный период и достигает 60-70% ферментации, что делает его вкус более насыщенным. Развесные листья бирюзового чая обладают сладким свежим ароматом и низким содержанием кофеина (одна чашка **улуна** содержит в 8-10 раз меньше кофеина, чем чашка кофе).

История чая Улун



Существуют три теории появления бирюзового чая. Согласно первой из них, «теории дани», считается, что во время династии Мин в XVI веке улун был получен из Dragon-Phoenix в качестве подношения и когда императоры отдавали предпочтения крупнолистовым темным чаем. Этот крупнолистовой чай получил название «Wulong» или «Черный Дракон» от слов «Wu» - темный чай и «Long» - крупный. Уже после это название трансформировалось в современные **Оолонг** или **Улун**. В «Уи» теории, улун впервые был изготовлен в горах Уи китайской провинции Фуцзянь. Существуют даже стихи такие, как «песня Уи» или «Чайная сказка», которые повествуют об изумительном **бирюзовом чае** с гор Уи. Согласно третьей теории «Анкси», чай оолонг был изготовлен на заводе «Wulong», названном так в честь его первооткрывателя Сулонга, чье имя просто было неверно истолковано. А со временем название чая также трансформировалось в Улун или оолонг.

Как правильно заваривать Улун (Оолонг)



При заварки улуна следует отдавать предпочтение глиняной или стеклянной посуде. Перед заваркой чая желательно прогреть ее горячей водой в течении 2-3 минут. В посуду чай насыпается в соотношении 1-1,5 чайных ложки (4-6 гр) на 250 мл воды. Для очистки чая и для «пробуждения» чайного листа следует перед заваркой ополоснуть чай кипяченой водой, которая сливается через несколько секунд. Самая подходящая температура для заварки **улуна** 70-80 градусов. Дайте чаю настояться 2-3 минуты, затем разлейте превосходный напиток по чашечкам, не оставляя в посуде настоя, так как улун относятся к чаям, которые завариваются многократно (до 5 раз). Приятного Вам чаепития!

Figure 27. Article layout.

For the full preview of the information page template see Appendix 14.

6.5.6 Designing the adverts

For the indoor advertising were created two promotional ads out of four scheduled in the beginning of the project. Since on that stage the author was informed by the client that he decided not to invest money into the final stage of website development, which is a programming part. The main purpose of these ads is to catch a user with rich visual appearance and motivational slogans. For the design were used photos of products and visual materials available from the client, that were used before in print advertisements. With use of vivid colors and texture of a tea plantation for the background of words was achieved a high contrast from the website page background. The first

one promotes a tea with addition of natural fruits and has a slogan “Brightness of taste. I’m Tea with natural fruits”.



Figure 28. “Brightness of taste. I’m Tea with natural fruits”.

The second ad promotes tea with coconut milk. It has a warm feeling that is the result of use warm brown tones and with delicate smile of the woman drinking her favorite tea taste. The slogan stays: “Enjoy the taste. Tea with coconut milk”.



Figure 29. “Enjoy the taste. Tea with coconut milk”.

7 CONCLUSION

Nowadays e-commerce is getting more and more attention from entrepreneur and consumers. In the commercial markets, time plays an important role to both the business and consumers and to ensure a client with fast and easy access to purchase is vital for any business. As well as putting advertisement on the internet gives much higher cost ration than putting advertisement on a billboard or magazine. E-commerce provides better connectivity for its potential customer as a website can be accessed from anywhere through Internet, this way, more potential customers can get in touch with the company's business. It is still valuable point even if the YACHAY Ltd. online store operates in such big city as St. Petersburg. A user-centred design is highly important for the successful e-commerce. The competitive environment in the Web is much higher because the client is just one click away from a rival.

The web usability is a fundamental aspect in order to create the shopping experience and customer satisfaction. In this thesis was shown how the web usability influences every decision making regarding the graphic design. Relying on theoretical base and conclusions obtained from the competitive analyse and the survey, the overall layout for the YACHAY website was created. During the design process, despite the guidelines received from all the available sources mentioned above, that sometime even contradict one with each other, the author did the decision making carefully on order to find the golden middle, based on his personal opinion and luckily with getting the essential help of the supervisor. With work and in-depth study of the usability topic the author ascertain on how close and tight graphic design and web usability are tightened together. The obtained knowledge and skills gave basis for the further successful practise of creating web design.

The goal of creating a competitive e-commerce website for the YACHAY company, according to the author opinion is achieved. Although the functionality must be justified in process of use and could be improved after the users feedback.

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[15.08.2012]

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[20.10.2012]

Appendix 1

Typefaces and colours



RGB 56/159/37
CMYK 78.5/0/100/0
blending mode 100%



RGB 11/132/58
CMYK 88/21/93/9
blending mode 100%



RGB /168/247/163
CMYK 37/0/48/9
blending mode 100%



RGB 190/251/176
CMYK 30/0/42/0
blending mode 100%

Typeface for logo and taglines

ITC Bauhaus Light Cyrillic

абсдефghijklmnopqrstuvwxyz
1234567890!"#€%&/()=

абвгдеюжзклмнопрстуфхцчщзюя
1234567890!"№%:;.,;())

аА бВ сС 1234

аА ББ вВ 1234

Typeface secondary

verdana

абсдефghijklmnopqrstuvwxyz
1234567890!"#€%&/()=

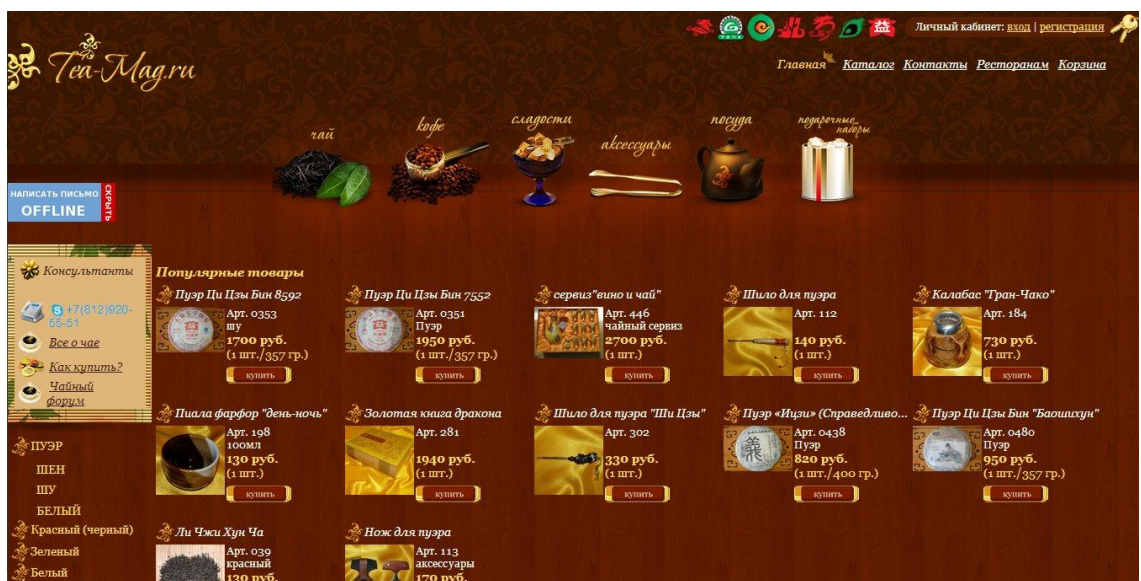
абвгдеюжзклмнопрстуфхцчщзюя
1234567890!"№%:;.,;())


аА бВ сС 1234

аА ББ вВ 1234

Appendix 2

Homepages preview




tea-24.ru
 Интернет магазин чая!

КОРЗИНА
 ВХОД | РЕГИСТРАЦИЯ

Главная Чай Вендинг Магазин Контакты Инструкция Отзывы


Чайные марки

- STASSEN
- НОВОГОДНИЙ 2013
- ТИПСОН
- NORDQVIST
- ТИ ТЭНГ
- КАФ
- МАРГО
- ФЕМРИЧ
- JAF TEA
- TE REVAL
- BASILUR
- BRIZTON
- FRESH LOOK
- ФЭЙВОР (FAVOR)
- ХЭЙЛИС (HYLEYS)
- KINGS
- ЧЕЛТОН (CHELTON)

Добро пожаловать

Мы принимаем оплату по безналичному расчету

*Nordqvist "Традиционный черный чай" 100 пакетиков.
 Отличный чай, по супер цене - 119 рублей!*



*Предлагаем Вашему вниманию финский чай Nordqvist,
 исключительное качество по лучшим ценам!*



Поиск товара

Поиск товара

Фирменная посуда

- КОФЕЙНАЯ
- ЧАЙНАЯ

Напитки

- ЧАЙНЫЕ
- КОФЕЙНЫЕ

Кофейные марки

- ГЕВАЛИЯ
- АЛЬТАРОМА
- ИМПЕРИАЛ
- НЕСКАФЕ

www.24-tea.ru


Магазин китайского чая — (812) 933-89-48

Товары Акции Доставка по Петербургу Контакты

Чайная Симфония

- КОФЕ
- Посуда
- Белый чай
- Желтый чай
- Зеленый чай
- Жасминовый чай
- Улун
- Красные чай Китая
- Черный чай
- Пуэр
- Визанье чай
- Ароматизированные чай

Новинки нашего магазина



Гюокура
 300.00 руб.



Зеленая спираль
 250.00 руб.

Подарки

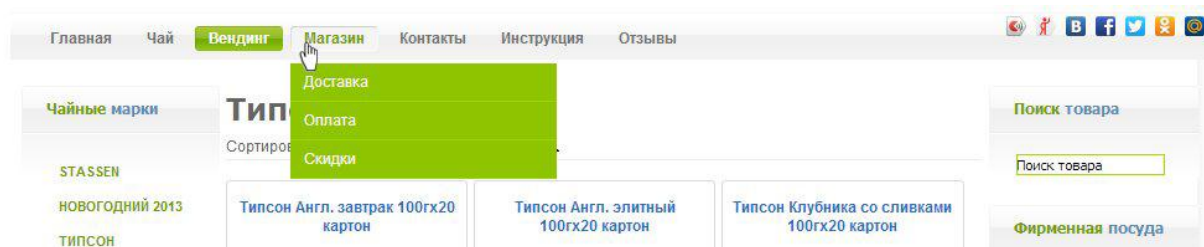


Magnet "Хотное окошко" Испания
 250.00 руб.

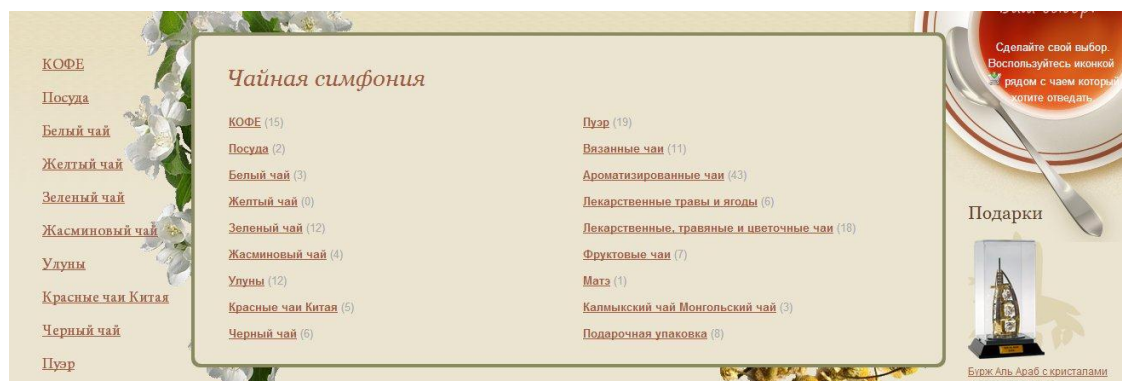
Ваш выбор:
 Сделайте свой выбор. Воспользуйтесь иконкой рядом с чаем который вы хотите отведать.

www.spb.zeltea.ru

Pop-up menu preview



www.24-tea.ru



spb.zeltea.ru

Links walk-path preview



Availability marker preview



www.tea-mag.ru

Links marker preview



www.tea-mag.ru



www.spb.zeltea.ru

Чайные марки

ТИПСОН

Сортировать по:

Поиск товара

Поиск товара




Фирменная посуда

КОФЕЙНАЯ
ЧАЙНАЯ

Напитки

ЧАЙНЫЕ

КОФЕЙНЫЕ

<p>ТИПСОН Англ. завтрак 100гх20 картон</p>  <p>46.4р. Вы экономите: 20.00% 36.9р.</p>	<p>ТИПСОН Англ. элитный 100гх20 картон</p>  <p>64.6р. Вы экономите: 20.00% 41.3р.</p>	<p>ТИПСОН Клубника со сливками 100гх20 картон</p>  <p>76.4р. Вы экономите: 20.00% 60.9р.</p>
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www.24-tea.ru

Appendix 6

Readability

Главная » Каталог » Кофе

<p>Швейцарский шоколад</p> <p>Арт. 56041 ароматизирован кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Французская ваниль</p> <p>Арт. 56026 ароматизирован кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Ирландские сливки</p> <p>Арт. 56040 ароматизирован кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Арабика «Камерун А»</p> <p>Арт. 56031 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Смесь «Эспрессо Бар»</p> <p>Арт. 56002 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>
<p>Арабика «Гватемала Мага...»</p> <p>Арт. 56003 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Арабика «Индонезия Golde...»</p> <p>Арт. 56004 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Арабика «Кения AA Plus»</p> <p>Арт. 56032 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Арабика «Колумбия Supre...»</p> <p>Арт. 56005 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>	<p>Робуста «Индонезия ELB»</p> <p>Арт. 56005 неароматизиров: кофе</p> <p>1490 руб. (1 шт./1000 гр.)</p>

www.tea-mag.ru

<p>Ти Тэнг зел. "Slim" для похудения 20*2гх6</p>  <p>57.0р.</p> <p>Количество: <input type="text" value="1"/></p> <p>В КОРЗИНУ</p>	<p>Ти Тэнг зел. "Королевский" 25*2гх6</p>  <p>63.9р.</p> <p>Количество: <input type="text" value="1"/></p> <p>В КОРЗИНУ</p>	<p>Ти Тэнг черн. "Для бизнесменов" 25*2,5гх6</p>  <p>51.3р.</p> <p>Количество: <input type="text" value="1"/></p> <p>В КОРЗИНУ</p>
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www.24-tea.ru



www.spb.zeltea.ru

Appendix 7

Evaluation chart

	tea-mag.ru	tea-24.ru	spb.zeltea.ru
1. Home page			
How informative is the home page?	5	5	4
Does it set the proper context for visitors?	3	4	3
How fast does it load with mobile device.	4	2	5
2. Navigation			
Is the global navigation consistent from page to page?	5	5	5
Do major sections have local navigation? Is it consistent?	5	4	3
3. Site organization			

Is the site organization intuitive and easy to understand?	4	2	4
4. Links and labels			
Are links easy to distinguish from each other?	2	2	5
Are links spread out in documents, or gathered conveniently in sidebars or other groupings?	5	2	5
5. Search and search results			
Is the search engine easy to use?	0	5	0
Are there basic and advanced search functions?	0	5	0
What about search results?	0	5	0
6. Readability			
Is the font easy to read?	4	5	3
Is the site easy to scan, with chunked information, or is it just solid blocks of text?	2	5	3
7. Performance			
Overall, do pages load slowly or quickly?	5	3	5
Are graphics and applications like search and	5	5	5

multimedia presentations optimized for easy Web viewing?			
Total	49	59	50

Appendix 8
Survey questionnaire

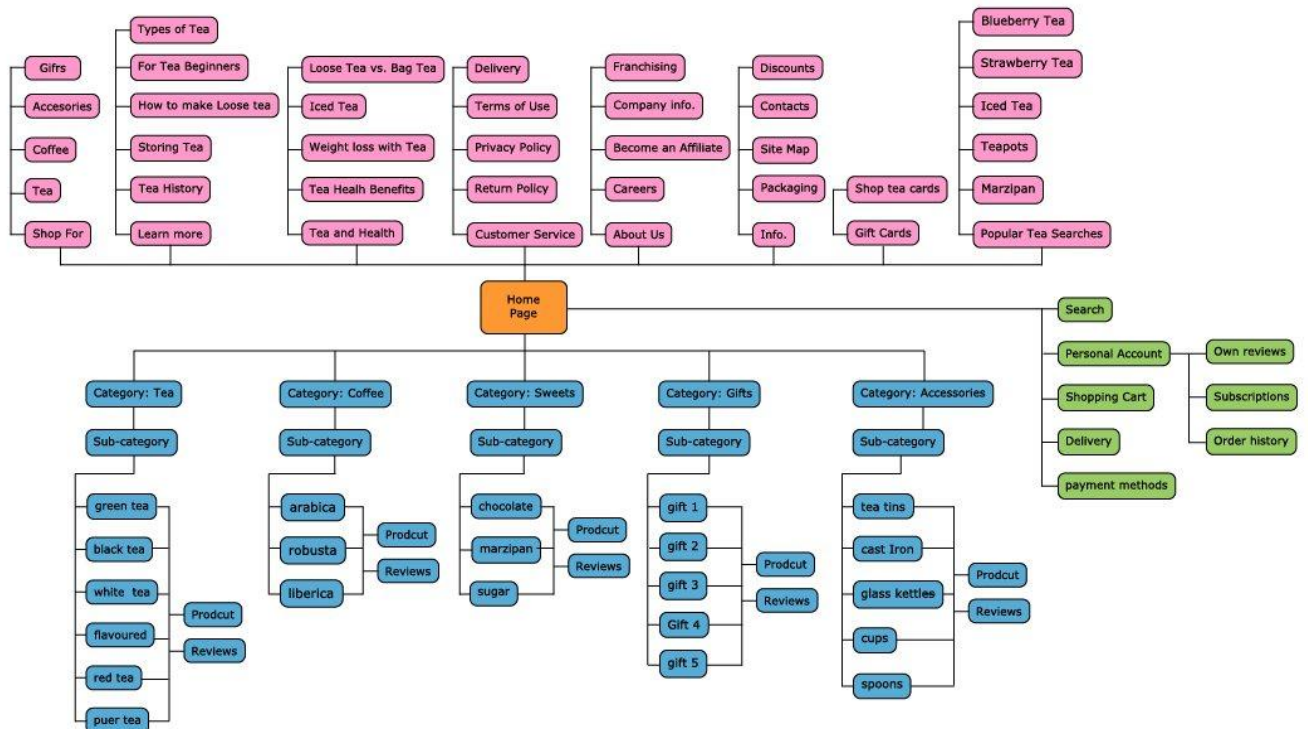
1. Gender
 - 1.1 men
 - 1.2 woman
2. To what age group do you belong?
 - 2.1 18-25
 - 2.2 25-35
 - 2.3 35-50
 - 2.4 >50
3. Your place of residence? (city)
4. Internet resource from where you have received the questionnaire?
 - 4.1 social network «Vkontakte»
 - 4.2 social network «Classmated»
5. Do you enjoy shopping?
 - 5.1 yes, I like to shop at my free time
 - 5.2 do not really, only when it is necessary
 - 5.3 no, I prefer to use online shopping
6. How often do you purchase in web stores?
 - 6.1 never
 - 6.2 have tried once or twice
 - 6.3 1-2 times a week
 - 6.4 often
 - 6.5 constantly
7. Your preferable payment method in e-commerce?
 - 7.1 payment to a courirer
 - 7.2 web money
 - 7.3 e-banking
 - 7.4 mobile payment

8. Do you consider online shopping secure enough? If not, please explain why?
 - 8.1 yes
 - 8.2 no
9. In your opinion, what kind of a web store it should be that you would commit a purchase in it?
 - 9.1 ease and convenience of the use
 - 9.2 quick load time
 - 9.3 reviews
 - 9.4 online customer service
 - 9.5 high-quality visual materials and product descriptions
 - 9.6 variety of payment methods
 - 9.7 all listed
 - 9.8 other
10. Would it be convenient to purchase tea/coffee in a web store
 - 10.1 no, don't but tea/coffee at all
 - 10.2 no, it's is important odor and appearance
 - 10.3 yes, on condition of high-quality visual materials
 - 10.4 yes, it is convenient to shop in a web store
11. Do you consider a search engine optimization as needed for a tea/coffee web store?
 - 11.1 yes
 - 11.2 no
12. What other sections, besides purchase, you would be interested to have in a web store?
 - 12.1 history of a tea
 - 12.2 tea health benefits
 - 12.3 tea brewing methods
 - 12.4 chat
 - 12.5 brand history
 - 12.6 personal account
13. Would you order a tea/coffee in the web store, which is located in another city?
 - 13.1 yes
 - 13.2 no
14. Does a web store needs a show room?
 - 14.1 yes
 - 14.2 no

Amazon left-side menu preview



YACHAY site map preview



Q

[Личный кабинет](#)

[Доставка](#)

[Как заказать?](#)

[Ваша корзина пуста](#)

[ГЛАВНАЯ](#)
[ЧАЙ](#)
[КОФЕ](#)
[ПОДАРКИ](#)
[СЛАДОСТИ](#)
[АКСЕССУАРЫ](#)

Хиты продаж:

Клубника со сливками
в наличии ★★★★★
160 руб.

Клубника со сливками
в наличии ★★★★★
160 руб.

Клубника со сливками
в наличии ★★★★★
160 руб.

Общась с нами

Общайся с нами

Вступай в наш круг

Следи за нами

Узнайте больше

Разные сорта чая
История чая
Как правильно заваривать чай
Преимущества рассыпного чая

Чай и здоровье

Полезные свойства чая
Как похудеть с чаем
Как правильно хранить чай
Холодный чай
Чай для новичков

Подарочные карты

Наши новые подарочные карты могут быть использованы как в интернет-магазине так и в наше представительство.

[Подарочные карты](#)

Личный кабинет

Личный кабинет
История заказов
Подписка
Заметки

Информация

[Доставка](#)
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[Условия использования](#)

О компании

[Узнайте больше о "Ячай"](#)
[Карьеры](#)
[Приобретение Франшизы](#)
[Наши представительства](#)
[Партнерская программа](#)

YACHAY category page template

Личный кабинет
Доставка
Как заказать?
Ваша корзина пуста

ГЛАВНАЯ ЧАЙ КОФЕ ПОДАРКИ СЛАДОСТИ АКСЕССУАРЫ

черный зеленый белый пуэр красный ароматные смеси улуны

Ячай - главная > Чай > Черный чай



Клубника со сливками
в наличии ★★☆☆☆
160 руб.

Подвергается особенно длительной обработке в процессе приготовления. После сбора зеленые чайные листья укладывают тонким слоем для завяливания на racks специальных стоков на 12-18 часов. В итоге, листья становятся очень мягкими и легко сминаются. После сбора зеленые чайные листья.

Читайте далее...

VK 198 понравилось это

1 2 3

сортировать по:

- по продажам
- по рейтингу
- по цене

 <p style="font-size: x-small;">Клубника со сливками в наличии ★★☆☆☆ 160 руб.</p>	 <p style="font-size: x-small;">Клубника со сливками в наличии ★★☆☆☆ 160 руб.</p>	 <p style="font-size: x-small;">Клубника со сливками в наличии ★★☆☆☆ 160 руб.</p>
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1 2 3

сортировать по:

- по продажам

Общайся с нами
Общайся с нами
Вступай в наш круг
Следи за нами

Узнайте больше

Разные сорта чая
История чая
Как правильно заваривать чай
Преимущества рассыльного чая

Чай и здоровье

Полезные свойства чая
Как поладить с чаем
Как правильно хранить чай
Холодный чай
Чай для новичков

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Наши новые подарочные карты могут быть использованы как в интернет-магазине так и в нашем представительстве.
Подарочные карты

Личный кабинет

Личный кабинет
История заказов
Подписка
Зачетки

Информация

Доставка
Накопительная бонусная скидка
Часы работы

Поддержка

Контакты
Карта сайта

Дополнительно

Безопасность на сайте
Политика конфиденциальности
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Карьера
Приобретение франшизы
Наши представительства
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YACHAY sub-category page template

Личный кабинет
Доставка
Как заказать?
Ваша корзина пуста

ГЛАВНАЯ ЧАЙ КОФЕ ПОДАРКИ СЛАДОСТИ АКСЕССУАРЫ

черный зеленый белый пуэр красный ароматные смеси


Ячай - главная > Чай > Зеленый чай > **Клубника со сливками**




Клубника со сливками
в наличии ★★★★★
160 руб.

Подвергается особенно длительной обработке в процессе приготовления. После сбора зеленые чайные листья укладывают тонким слоем для завяливания на риджах специальных стоков на 12-18 часов. В итоге, листья становятся очень мягкими и легко скручиваются. После сбора зеленые чайные листья.


198 понравилась это




Рекомендованные продукты:



Клубника со сливками
в наличии ★★★★★
160 руб.



Клубника со сливками
в наличии ★★★★★
160 руб.




Клубника со сливками
в наличии ★★★★★
160 руб.

покупка


образец 10 чашек	20 руб	
50 грамм 30 чашек	215 руб	
100 грамм 80 чашек	390 руб	
0 руб		
0 руб		

Отзывы написали 24 пользователя сортировать по: по дате




Александр Яворский
★★★★★
27.09.2012
+8 отзывов

Мне нравится, но если дома есть пуэр, предпочтене отдам все же второму))



Наталья Рогочева
★★★★★
27.09.2012
+8 отзывов

Очень приятный, ненавязчивый вкус зеленого чая с жасмином... наредкость праздничный необычный чай, теперь есть чем себя побаловать и гостей удивить. При заваривании связанный чайный клубочек раскрывается - выглядит восхитительно!



Вероника Андреева
★★★★★
27.09.2012
+8 отзывов

Очень приятный, ненавязчивый вкус зеленого чая с жасмином... наредкость праздничный необычный чай, теперь есть чем себя побаловать и гостей удивить.

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- История чая
- Как правильно заваривать чай
- Преимущества рассыльного чая

Чай и здоровье

- Полезные свойства чая
- Как похудеть с чаем
- Как правильно хранить чай
- Холодный чай
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- Подарочные карты

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- Личный кабинет
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- Подписка
- Занетки

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- Доставка
- Накопительная бонусная скидка
- Часы работы

Поддержка

- Контакты
- Карта сайта

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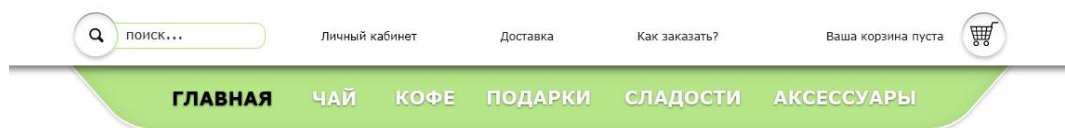
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- Приобретение Франшизы
- Наши представительства
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YACHAY information page template



Ячай - главная > Чай > Черный чай



Чай и здоровье

СОРТА ЧАЯ
Черный чай
Зеленый чай
Желтый чай
Красный чай
Цветочные чаи
Ароматизированные чаи
Пуэр
Улуны
Тигуанинь

Чай Улун (или Оолонг) - один из незаменимых сортов чая для поддержания здоровья. Он также известен как бирюзовый (или сиреневый) чай, это название он приобрел в связи со степенью обработки чайного листа. **Улун** очень популярен в китайских ресторанах. Как и зеленый, бирюзовый чай также происходит из растения *Camellia Sinensis* и проходит подобные шаги обработки. Тем не менее, после того, как чайные листья собирают, их намеренно окисляют при встряхивании. Во время сушки и окисления края листа бирюзового чая поверхность всего листа становится светло-желтой из-за брожения и окисления. После непродолжительного периода обработки чайные листья обжариваются для получения полуперформентированного чая. Китайский чай улун обрабатывают достаточно недолго до достижения 12-20% ферментации, а тайваньский бирюзовый чай проходит обработку более длительный период и достигает 60-70% ферментации, что делает его вкус более насыщенным. Развесные листья бирюзового чая обладают сладким свежим ароматом и низким содержанием кофеина (одна чашка **улуна** содержит в 8-10 раз меньше кофеина, чем чашка кофе).

История чая Улун



Существуют три теории появления бирюзового чая. Согласно первой из них, «теории дани», считается, что во время династии Мин в XVI веке улун был получен из Dragon-Phoenix в качестве подношения и когда императоры отдавали предпочтения крупнолистовым темным чаем. Этот крупнолистовой чай получил название «Wulong» или «Черный Дракон» от слов «Wu» - темный чай и «Long» - крупный. Уже после это название трансформировалось в современные **Оолонг** или **Улун**. В «Уи» теории, улун впервые был изготовлен в горах Уи китайской провинции Фуцзянь. Существуют даже стихи такие, как «песня Уи» или «Чайная сказка», которые повествуют об изумительном **бирюзовом чае** с гор Уи. Согласно третьей теории «Анкси», чай оолонг был изготовлен на заводе «Wulong», названном так в честь его первооткрывателя Сулонга, чье имя просто было неверно истолковано. А со временем название чая также трансформировалось в Улун или оолонг.

Как правильно заваривать Улун (Оолонг)



При заварки улуна следует отдавать предпочтение глиняной или стеклянной посуде. Перед заваркой чая желательно прогнать ее горячей водой в течении 2-3 минут. В посуду чай насыпается в соотношении 1-1,5 чайных ложки (4-6 гр) на 250 мл воды. Для очистки чая и для «пробуждения» чайного листа следует перед заваркой ополоснуть чай кипяченой водой, которая сливается через несколько секунд. Самая подходящая температура для заварки **улуна** 70-80 градусов. Дайте чаю настояться 2-3 минуты, затем разлейте превосходный напиток по чашечкам, не оставляя в посуде настоя, так как улун относится к чаю, которые завариваются многократно (до 5 раз). Приятного Вам чаепития!

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