



7 – Ma'ruza

Veb-dizayn

MUALLIF HAQIDA



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Ta'lim: Toshkent Davlat Iqtisodiyot Universiteti
(bakalavr, magistratura)

Uxan Texnologiyalar Universiteti (XXR)
(PhD)

Mehnat faoliyati: Toshkentdagi Xalqaro Vestminster
Universiteti

O'zbekiston Respublikasi Bank-moliya
Akademiyasi

Mehnat faoliyati (asosiy) "Interintellect" MChJ - Marketing
Tadqiqotlari va Maslahatlari

www.zipwolf.uz



Bugungi suhbatimizda:



Turli platformalarda tashrif buyuruvchilarning onlayn taassurotlariga ta'sir qiluvchi omillar

Veb-sahifa samaradorligining muhim omillari

Veb-sahifa yaratishning ma'lum qoidalari va xatoliklari

Kompaniya veb-sahifasini yaxshilash bo'yicha veb-mutaxassisi bilan suhbatning asosiy bilimlari

Dizayn nima?



craigslist

post to classifieds
my account

search craigslist

event calendar

M	T	W	T	F	S	S
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17

help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use ^{new}
privacy policy
system status

about craigslist
craigslist is hiring in sf
craigslist open source
craigslist blog
best-of-craigslist
craigslist TV
"craigslist joe"
craig connects

new hampshire

community

activities
artists
childcare
classes
events
general
groups
local news
lost+found
missed
connections
musicians
pets
politics
rants & raves
rideshare
volunteers

services

automotive
beauty
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household
labor/move
legal
lessons
marine
pet
real estate
skilled trade
sm biz ads
travel/vac
write/ed/tran

discussion forums

android
apple
arts
atheist
autos
beauty
bikes
celebs
comp
frugal
gaming
garden
haiku
help
history
housing
jobs
jokes
pets
philos
photo
politics
psych
recover
religion
rofo
science

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
rooms wanted
sublets / temporary
vacation rentals

for sale

antiques
appliances
arts+crafts
atv/utv/sno
auto parts
aviation
baby+kid
barter
beauty+hlth
bike parts
bikes
boat parts
boats
books
business
cars+trucks
cbs/dvd/vhs
cell phones
clothes+acc
farm+garden
free
furniture
garage sale
general
heavy equip
household
jewelry
materials
motorcycle parts
motorcycles
music instr
photo+video
rvs+camp
sporting
tickets
tools
toys+games
trailers

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
etc / misc
food / bev / hosp
general labor
government
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing

Donolar so'zlaydi...

Veb-sahifa **UCH MAQSAD**ni amalga oshira olishi shart:

Kompaniya tushumini ortishiga ko'maklashishi;

Kompaniya xarajatlarini kamayishi ko'maklashishi;

Veb-sahifaga tashrif buyuruvchilarning qoniqishi/sodiqqligining orttirishi.

(Kaushik, 2009)



Samarali onlayn taassurotlar yaratishning muhim elementlari

VEB-SAYT DIZAYNI = FUNKSIONALLIK + KONTENT + FORMA + ORGANIZATSIYA + INTERAKSIYA

Barchaga birday qulaylik– nogironlarga qulay bo'lishi, turli web-brouser, mobil va tablet qurilmalarda foydalanish uchun qulaylik;

Foydalanuvchi ehtiyojlariga mos dizayn va foydalilik – ma'lumotlarning tezkor topilishi, tashrif buyuruvchining o'zi istagan harakatlarni samarali bajara olishiga qulayligi;

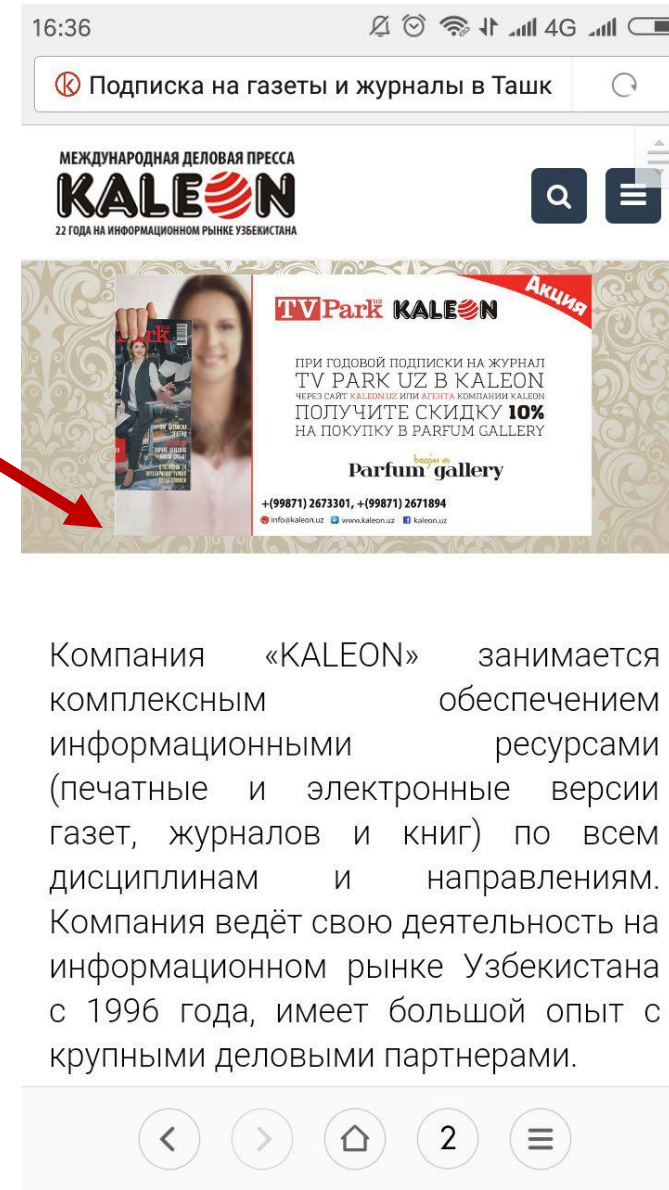
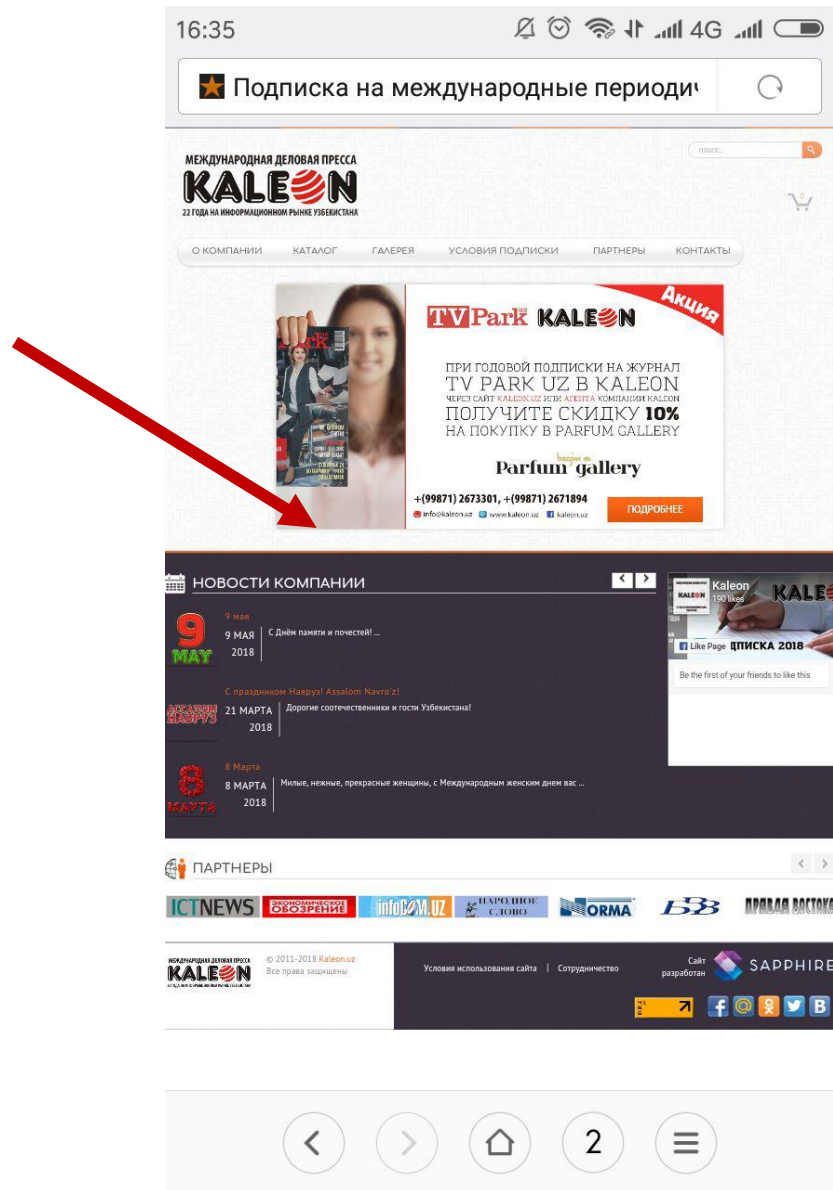
Ma'lumotlar arxitekturasi va oson topilishi – ma'lumotlar foydalanuvchiga qidiruvda oson topiladigina qilib joylashtirilishi lozimligi;

Qodiruvga optimallik – veb-sahifaning qidiruv robotlari uchun qulay joylashtirilishi;

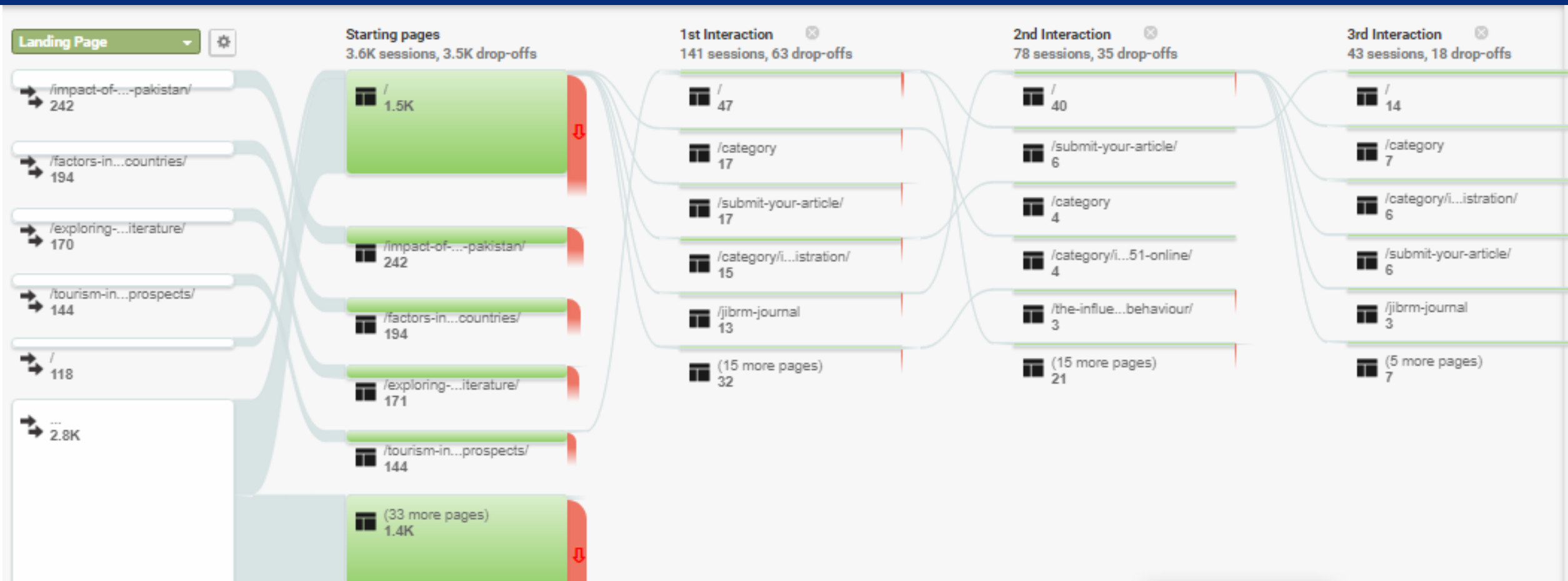
Veb-sahifa standardlariga mosligi – www.w3.org va www.webstandards.org da keltirilgan standartlarga mosligi;

Tijoriy maqsadlarga xizmat qila olishi – Eng muhim kontentlarni tashrif buyuruvchiga samarali yetkazib berilishi.

Samarali onlayn taassurotlar yaratishning muhim elementlari



Компания «KALEON» занимается комплексным обеспечением информационными ресурсами (печатные и электронные версии газет, журналов и книг) по всем дисциплинам и направлениям. Компания ведёт свою деятельность на информационном рынке Узбекистана с 1996 года, имеет большой опыт с крупными деловыми партнерами.



- Foydalanuvchini ko'proq veb-saytda qolishini ta'minlash
- Foydalanuvchini maqola topshirishga undash
- Foydalanuvchini boshqa turdagi maqolalarni ko'rishga undash

Веб-сайт maqsadlari

Tashrif buyuruvchiga;

- biror turdagi mahsulot haridi uchun;
- biror turdagi ma'lumotni topishida;
- vaqt va mablag'ni tejashiga;
- kompaniyangiz bilan aloqalashishiga;
- veb-sayt taassurotlaridan zavqlanishiga yordamlashish.

**БЕСПЛАТНАЯ
ДОСТАВКА
ПО ПОНЕДЕЛЬНИКАМ!**



The screenshot shows the top navigation bar of the arba.uz website. A red circle highlights the phone order section with the text "Заказ по телефону +998 71 120 88 88". Another red circle highlights the search bar with the placeholder text "Найти в каталоге...". A third red circle highlights the main banner featuring a blue bird character and the text "Приятные бонусы За лучший КОММЕНТАРИЙ!". A fourth red circle highlights the product card for "Ajwa Al Madina Финики, фасовка 100гр" with a price of 32 290 сум and the arba.uz logo. Below the banner, there are navigation links: "Как заказать?", "Доставка и оплата", and "Как вернуть?". At the bottom right, there is a footer with the text "Отправьте нам сообщение" and "jivosite".

Veb-sayt maqsadlari (5S modeli)

5S – Sell (sotish), Serve (xizmat qilish), Speak (so'zlashish), Save (tejash), Sizzle (sizib kirish)

1. Distibyutsiyani kengaytirish, reklama va sotuvni rivojlantirish orqali savdoni oshirish;
2. Qiymat qo'shing - mijozlarga onlayn tarzda qo'shimcha manfaatlar taklif qilish;
3. Mijozlarni muntazam kuzatib, ular bilan muhokamalar uyushtirish, muloqot qilish va ularni o'rganish orqali ularga yanada yaqinroq bo'lish;
4. Savdodagi foyda miqdorini oshirish uchun servis, reklama, savdo va administrative jarayonlar harajatlarini tejash;
5. Brendni onlayn tarzda ommaga kengroq yoying. Brend qiymatini butunlay yangi muhitda targ'ibot qilish.

Savdo, Lid, Yangiliklarga a'zo bo'lish

Onlayn forum, Savollar va Javoblar
Veb sahifam haridorlarga qanday yordam qila oladi?

Tashrif buyuruvchilarni o'zaro muhokamaga Chorlay oluvchi kontent. Haridorlar bilan so'zlashish uchun boshqa platformalar.

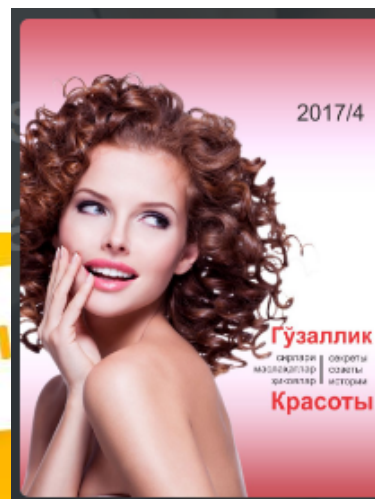
Mablag', vaqt va harakatni tejash. Raqamli media kanallari, xaridorlarga xizmat ko'rsatish, print va distribyutsiyat.

Taassurotlar: sayohat kompaniyasi – onlayn sayohat, avto-kompaniya – veb-saytda o'z dizayningizni yarating.

Veb-sayt maqsadlari

Maqsadlar;

- Kompaniya yangiliklariga a'zo qilish;
- Veb-sayt bilan tashrif buyuruvchining munosabatlari;
- Mahsulotlar sahifasiga tashrif;
- Yuklab olishga buyurtma berish;



Obuna bo'ling va "Go'zallik sirlari" jurnalining yangi sonini BEPUL yuklab oling!

- ▶ Sochlarni to'g'ri parvarishlash haqida bilimlarga ega bo'ling;
- ▶ O'tkazilayotgan turli savdo aksiyalaridan xabardor bo'ling;
- ▶ Bizning yangi mahsulotlarimizdan xabardor bo'ling.

Alisher

alisher@example.com

Yuborish

Veb-sayt maqsadlari - dizayn

Xaridorni qo'lga kiritish – potensial tashrif buyuruvchilarni potensial xaridorlarga aylantirish;

Xaridorni ushlab turish – birinchi xariddan so'ng o'z vaqtida, individual va mos emaillar yuborish, xaridorni qayta sotuvni amalga oshirishga undaydi;

Xaridorni kengaytirish – xaridorning hamyon ulushini oshirish (tizim A mahsulot haridini ro'yxatga olgan holda B mahsulotni taklif etishi mumkin);

Buning barchasi **SAMARALI VEB-DIZAYN** yordamida!

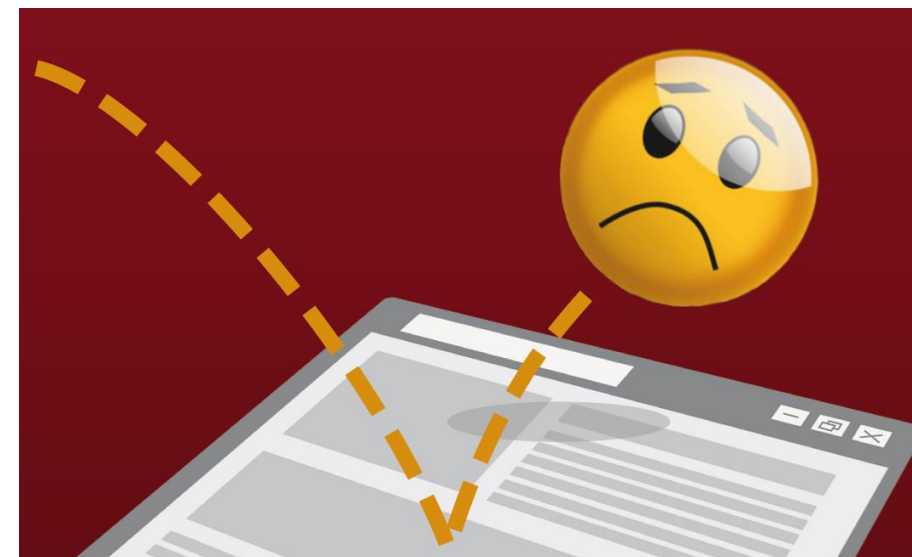
Rad etishlar ko'rsatgichi

Rad etishlar ko'rsatgichi – yagona sahifaga tashrif buyurib veb-saytdan chiqib ketgan tashrif buyuruvchilar foizi

RAD ETISHLAR KO'RSATGICHI RISOLADA QANDAY BO'LISHI KERAK?

Tashrif buyuruvchining turlari (to'g'ridan-to'g'ri, yangi va eski, umumiy yoki xususiy qidiruv so'zlari orqali tashrif buyuruvchilar)

- **Asosiy sahifa** – 15-25 foizgacha (brendning kuchiga bog'liq);
- **Mahsulot sahifasi** – 35-55 foizgacha (mahsulot, xizmat va kelishuvlar turiga bog'liq);
- **Landing sahifa** – 25-40 foizgacha (pullik reklamalarga biriktirilgan landing sahifalar);
- **Blog post** – 60-80 foizgacha (ko'pchilik o'qib, so'ng tark etadi).



Veb-dizayn maqsadlari so'rovnomasi (Kristodolides, 2006)

1. Emotsional bog'liqlik

- a) Men o'zimni "X" ning xaridorlari tipidagi inson sifatida ko'raman;
- b) "X" men haqimda g'amxo'rlik qilayotganini xis qilaman;
- c) "X" meni to'la tushinadi.

2. Onlayn taassurotlar

- a) "X" qidiruvga qulay va oson qidiruv yo'liga ega;
- b) "X" veb-saytida hech qachon adashib qolmayman;
- c) O'zinga kerak bo'lgan ma'lumotlarni qiyinchiliksiz qo'lga kiritdim.

3. Tezkor reaksiya beruvchi servis xarakteri

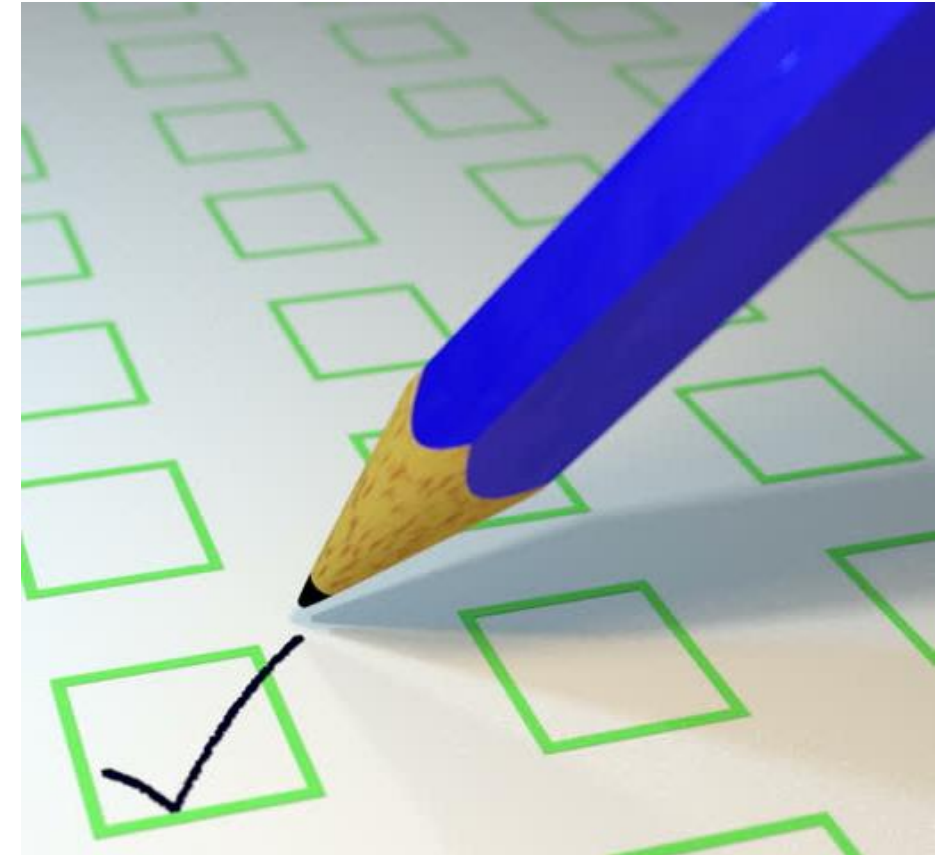
- a) "X" xaridorlar ehtiyojlariga tezkor javob berishga tayyor va hayrixoh;
- b) "X" veb-sayti haridorlari uchun qayta aloqani yo'lga qo'ygan;

4. Ishonch

- a) Men "X"da shaxsiy ma'lumotlarim xavfsiz ekaniga ishonaman;
- b) "X" da pul o'tkazmalarini amalga oshirishda o'zimni xavfsiz his qilaman.

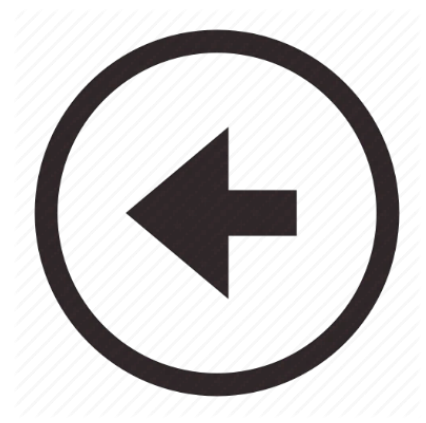
5. Erishish-bajarish

- a) "X"dan buyurtma qilgan mahsulotlarimni qabul qilib oldim;
- b) "X"ning mahsulotlari va'da qilingan vaqt ichida yetkazib berildi.



Yaxshi veb-saytning 10 tamoyili

Foydalanuvchi qanday fikr yuritadi?



Foydalanuvchilar sifat va ishonchlilikni qadrlaydilar...

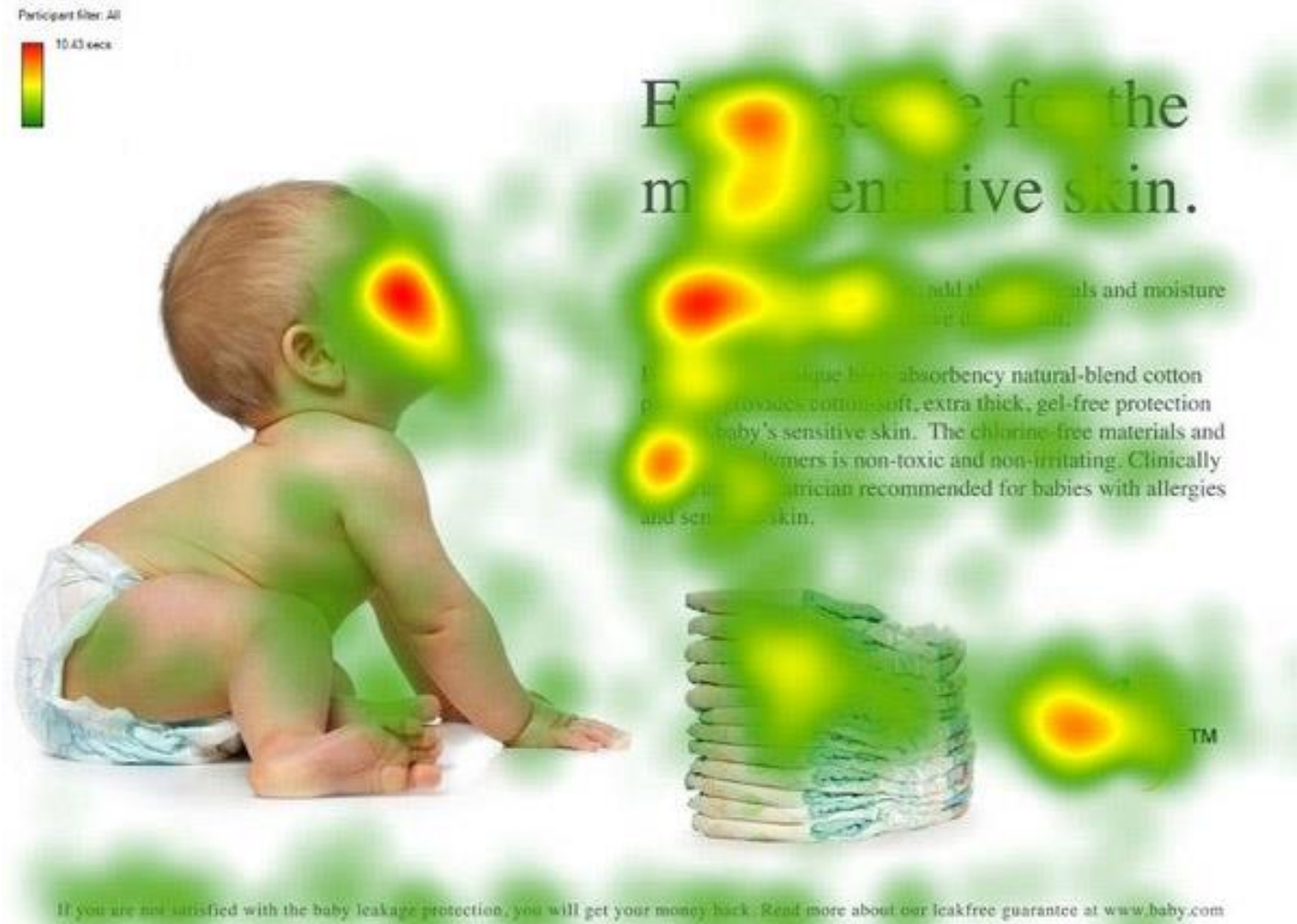
Aynan, shuning uchun unchalik ham yaxshi dezaynga ega bo'lmagan lekin yuqori sifatli kontentga ega bo'lgan veb-saytlar yillar davomida ko'plab trafikka ega bo'lishi mumkin.

Yaxshi veb-saytning 10 tamoyili

Foydalanuvchi qanday fikr yuritadi?

Foydalanuvchilar harfma-harf o'qimaydilar, balki ko'z yugirtiradilar

Foydalanuvchilar sabrsiz va tezkor "qoniqish" istaydilar.



Yaxshi veb-saytning 10 tamoyili

Foydalanuvchi qanday fikr yuritadi?

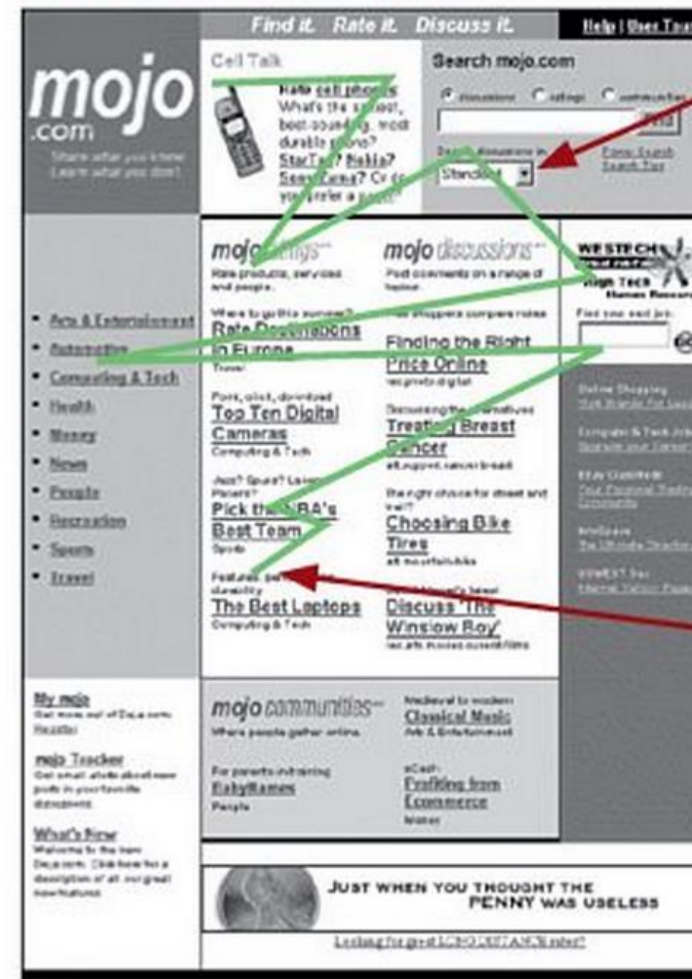
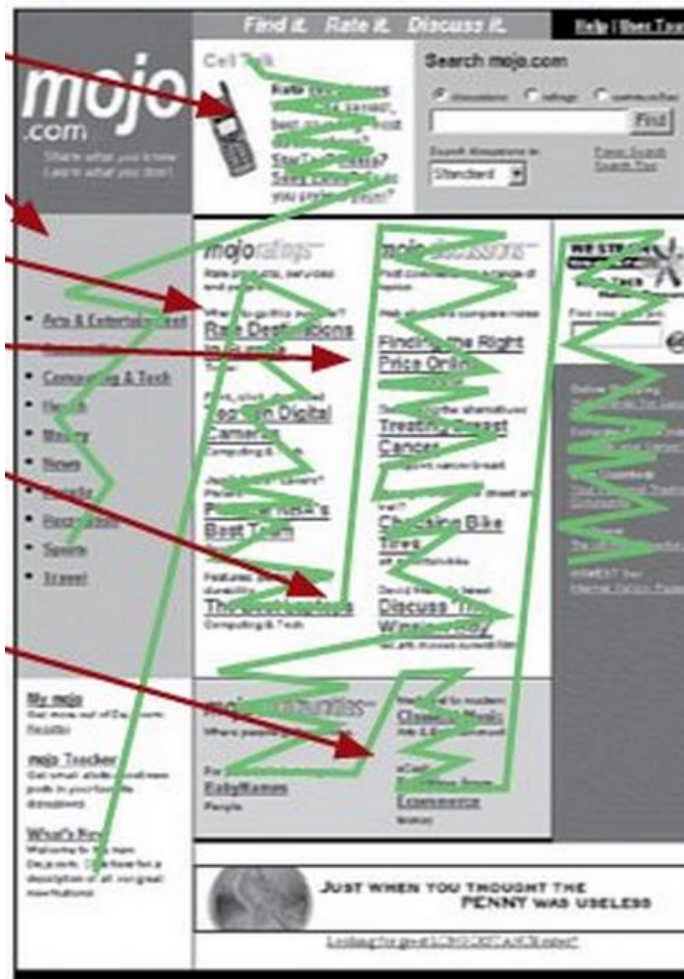
BIZ QANDAY DIZAYN QILAMIZ...

HAQIQATDA QANDAY

Foydalanuvchilar optimal tanlov qilmaydilar

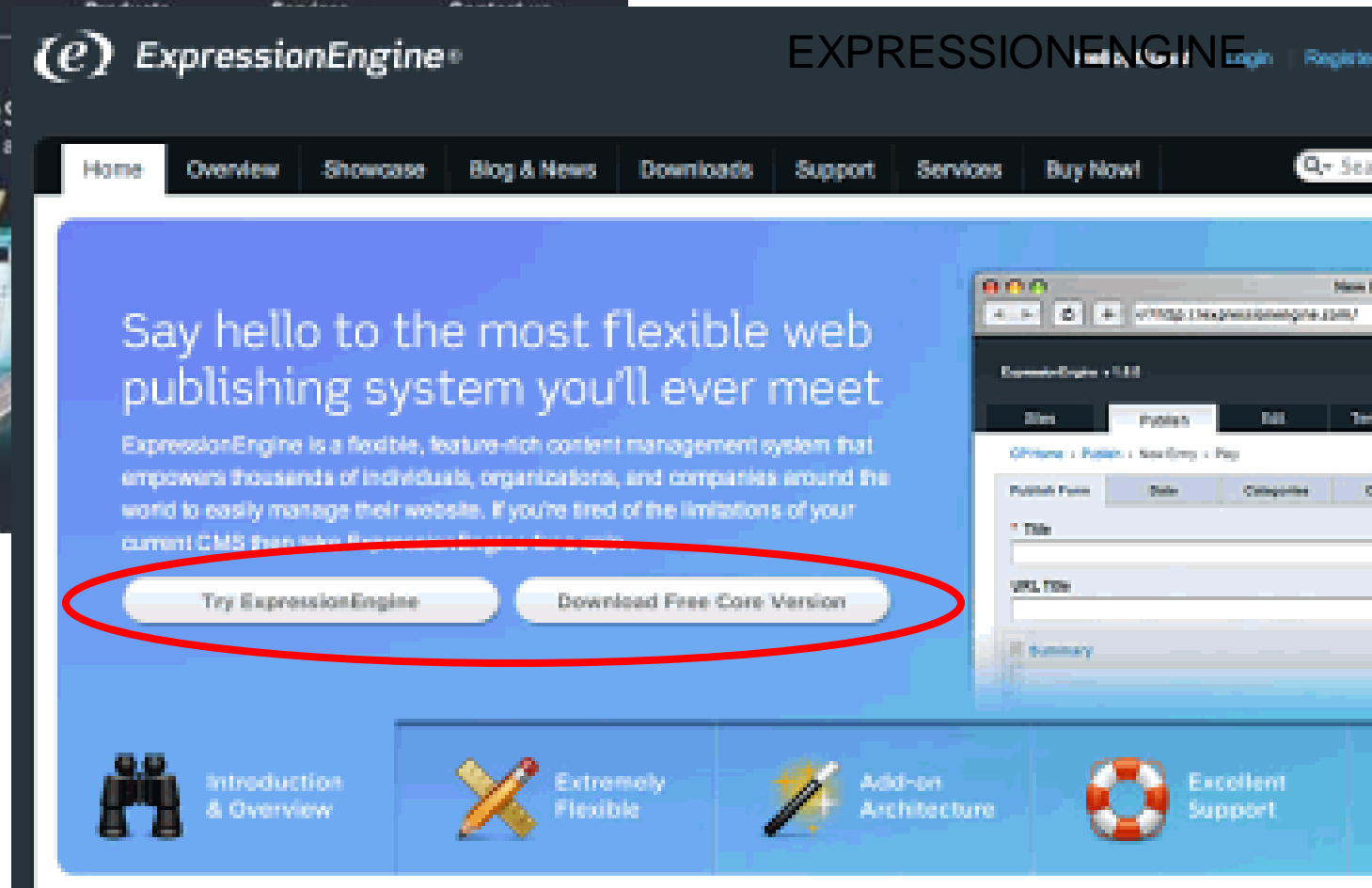
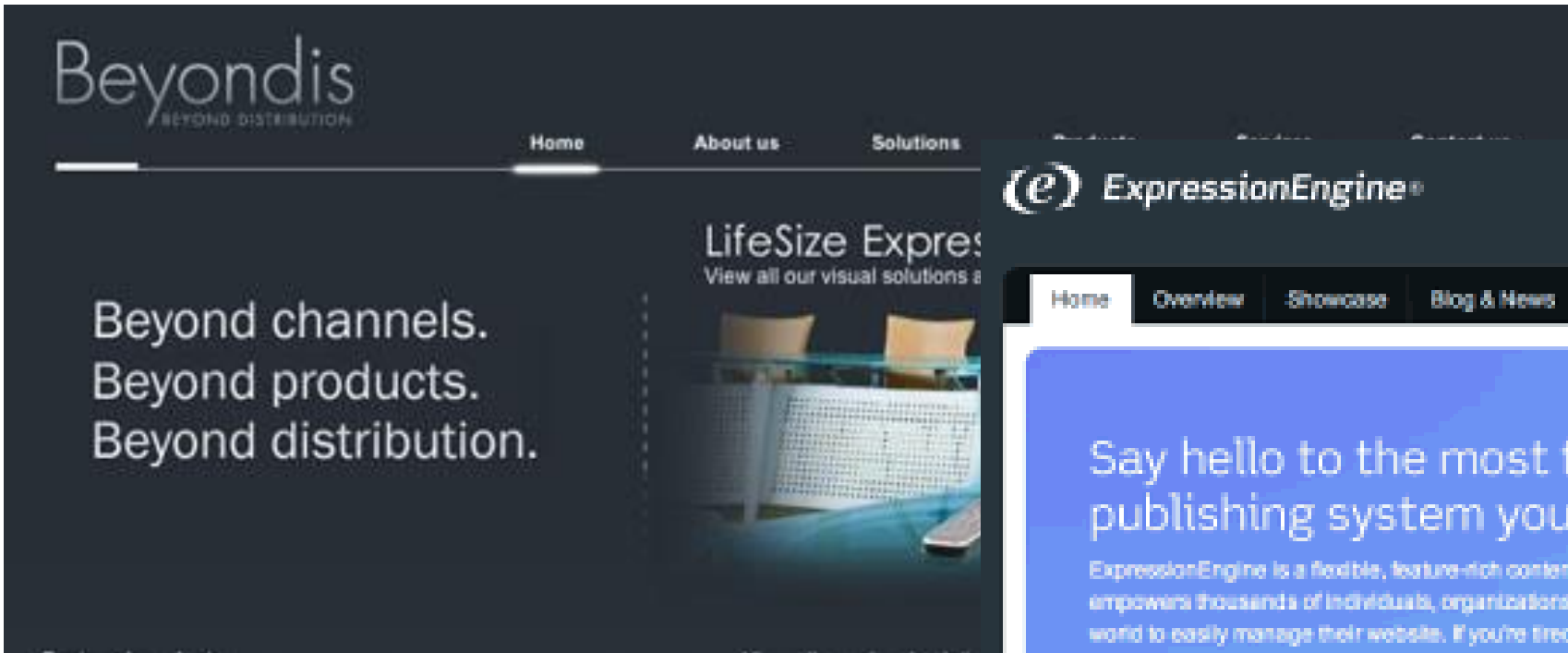
Foydalanuvchilar o'z intuitsiyalaridan kelib chiqib fikrlaydilar

Foydalanuvchilar nazorat istaydilar



Yaxshi veb-saytning 10 tamoyili

1. Foydalanuvchilarni fikrlashga majburlamang



Yaxshi veb-saytning 10 tamoyili

2. Foydalanuvchining sabrini sinamang



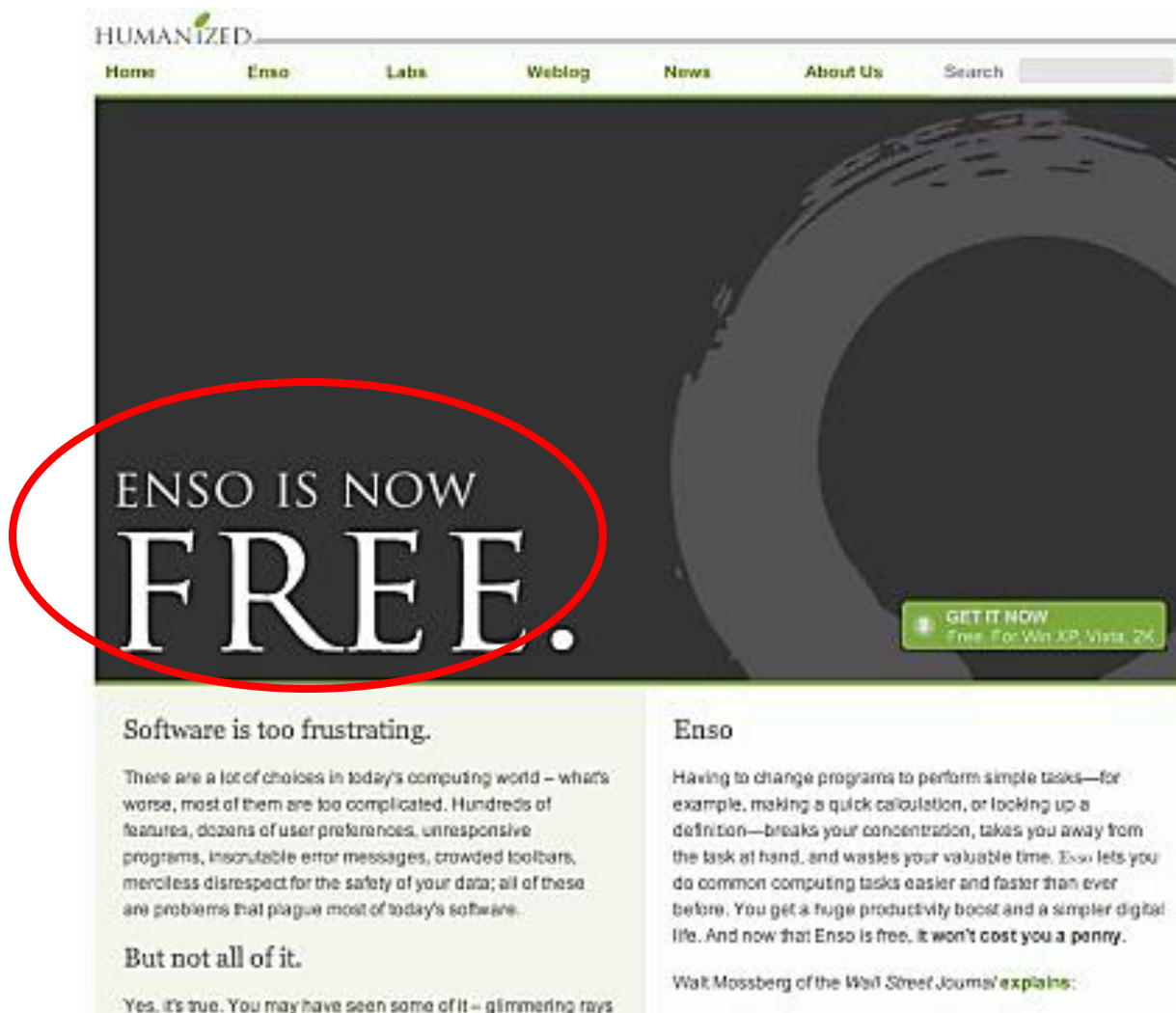
The screenshot shows the Stikkit sign-up page. At the top, there is a navigation bar with the Stikkit logo and links for 'contact', 'forums', 'api', and 'sign in'. The main content area is yellow and titled 'sign up for stikkit'. It contains several input fields: 'email address' with the value 'editor@smashingmagazine.com', 'nickname' with 'smashing', 'password' (masked with dots), and 'password again' (also masked). Below the fields is a checkbox for 'I agree to the Stikkit Terms of Use and Privacy Policy. (We also provide a summary of your rights and obligations.)' which is checked. A 'sign up' button is at the bottom right.



The screenshot shows a three-step account creation process. Step 1 is 'Firmenname & Login-Kürzel.' with a note that the login handle must contain letters and numbers. Step 2 is 'Dein erster Benutzer.' with a note that the email address serves as the username. Step 3 is 'Wähle ein Passwort für den ersten Benutzer.' with a note that the password must be 6-30 characters. The form includes fields for 'Firmenname' (Smashing Magazine), 'Login-Kürzel' (smashing_mag), 'E-Mail' (editor@smashingmagazine), 'Volllständiger Name' (Vitaly Friedman), 'Passwort', and 'Passwort wiederholen'. There are two checkboxes: 'Ich bin mit den AGB einverstanden.' and 'Passwort in der Aktivierungs-Mail mitsenden.' A large 'Account erstellen »' button is at the bottom right.

Yaxshi veb-saytning 10 tamoyili

3. Foydalanuvchi diqqatini jalb etish lozim



The screenshot shows the homepage of the Humanized website. At the top, there is a navigation menu with links for Home, Enso, Labs, Weblog, News, About Us, and a search bar. The main content area features a large, dark background with a circular graphic on the right. A prominent white text announcement reads "ENSO IS NOW FREE.", which is circled in red. Below this, there is a green button labeled "GET IT NOW" with the text "Free. For Win XP, Vista, 7." underneath. The page is divided into two columns of text. The left column discusses the frustration of modern software and mentions that Enso is not all of it. The right column describes the benefits of Enso, such as simplifying tasks and increasing productivity, and includes a quote from Walt Mossberg of the Wall Street Journal.

HUMANIZED

Home Enso Labs Weblog News About Us Search

ENSO IS NOW
FREE.

GET IT NOW
Free. For Win XP, Vista, 7.

Software is too frustrating.

There are a lot of choices in today's computing world – what's worse, most of them are too complicated. Hundreds of features, dozens of user preferences, unresponsive programs, inscrutable error messages, crowded toolbars, merciless disrespect for the safety of your data; all of these are problems that plague most of today's software.

But not all of it.

Yes, it's true. You may have seen some of it – glimmering rays

Enso

Having to change programs to perform simple tasks—for example, making a quick calculation, or looking up a definition—breaks your concentration, takes you away from the task at hand, and wastes your valuable time. Enso lets you do common computing tasks easier and faster than ever before. You get a huge productivity boost and a simpler digital life. And now that Enso is free, it won't cost you a penny.

Walt Mossberg of the *Wall Street Journal* explains:

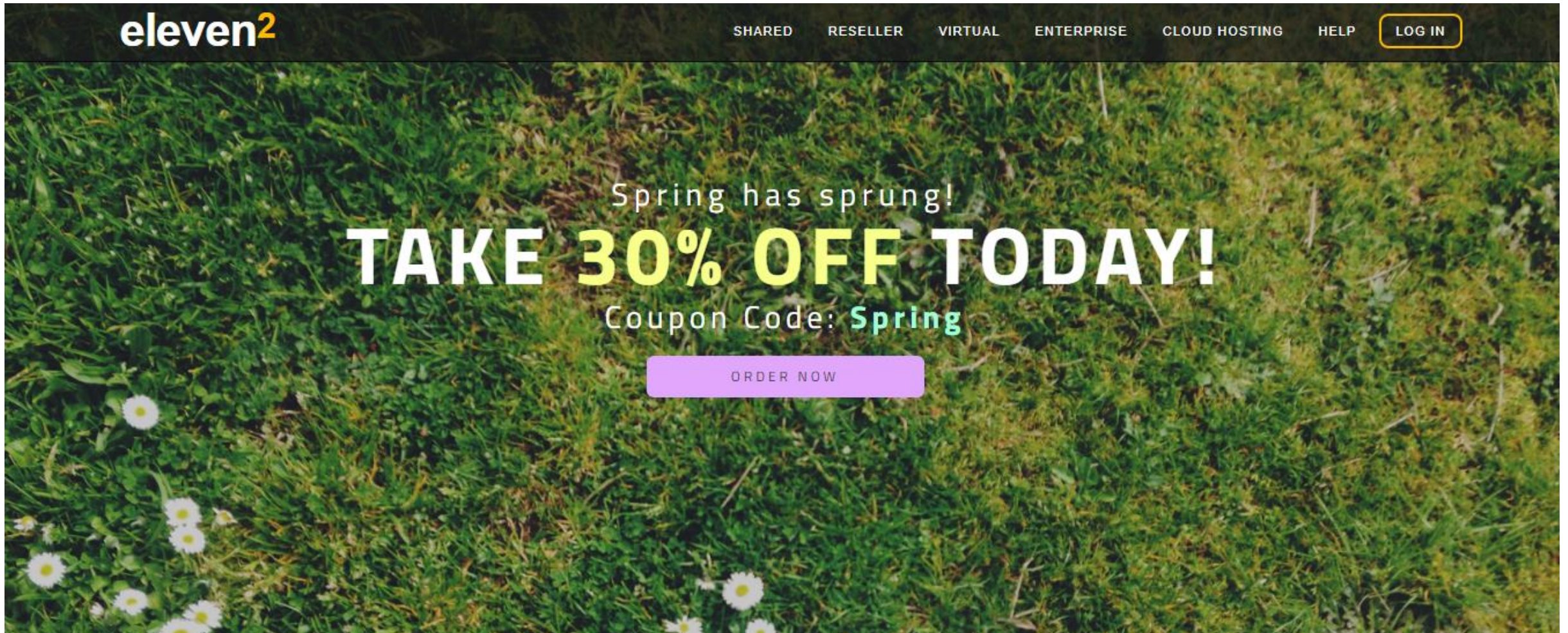
Yaxshi veb-saytning 10 tamoyili

4. Xususiyatlarga yo'naltirilgan yo'naltirish



Yaxshi veb-saytning 10 tamoyili

5. Samarali yozish



Yaxshi veb-saytning 10 tamoyili

6. Oddiylikka intiling



Yaxshi veb-saytning 10 tamoyili

7. Bo'sh (oq) joydan cho'chimang

[Gmail](#)

[Images](#)



[Sign in](#)



Google Search

I'm Feeling Lucky

8. Muloqotni “ko’rinadigan matn” bilan amalga oshirish

Aaron Marcus: samarali vizual kommunikatsiya

Serif (Minion Pro)

- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

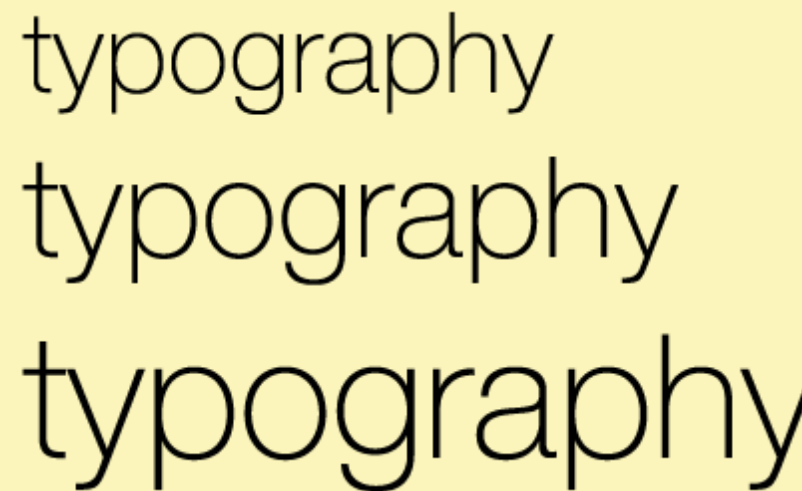
Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)



typography
typography
typography

Bir qatorda 18 tagacha soʻz yoki 50-80 tagacha belgi

Yaxshi veb-saytning 10 tamoyili

9. An-a'nalarga sodiqlik

本文へ お問い合わせ | サイトマップ 文字サイズ 標準 大 English

世界はふたたび、
日本文化に驚く。

日本とフランスの両国が連携し、芸術の都フランス・パリを中心に
“世界にまだ知られていない日本文化の魅力”を紹介する
大規模な複合型文化芸術イベントを開催します。



会期
2018年7月__
2019年2月

Japanismes 2018

ホーム 国際交流基金を知りたい 3つの交流事業 世界の拠点紹介 イベント紹介 助成を受けたい

JAPAN FOUNDATION 国際交流基金

公式facebook 公式Twitter YouTube

f in きちこち 今月の基金

Yaxshi veb-saytning 10 tamoyili

10. Tez-tez “test” qilib turish





+998 (91) 166-00-48, 0 (371) 233 49 03
info@zipwolf.com

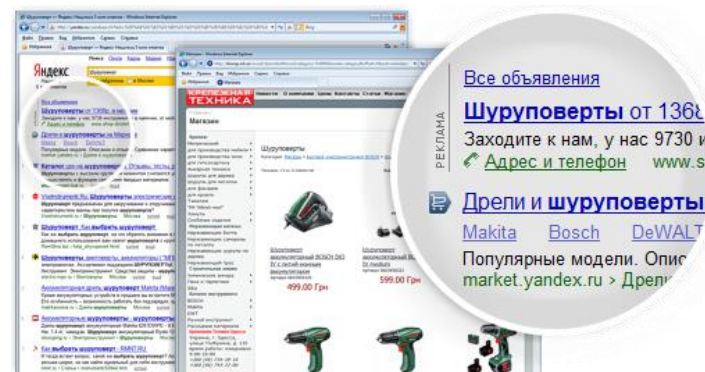
Adres: Buyuk Turon, 42, Toshkent, 100000, O'zbekiston
Mo'ljal: Toshkent Markaziy Univermagi (TsUM)

Ijtimoiy tarmoqlarda kuzatib boring:

Telegram: [@zipwolf_uz](https://www.telegram.com/@zipwolf_uz)

Facebook: <https://www.facebook.com/zipwolf.zipwolf>

Instagram: <https://www.instagram.com/zipwolf/>



E'TIBORINGIZ UCHUN TASHAKKUR!