

ABSTRACT

The theme: “Models and Algorithms of Growth of a Web Resource Conversion”.

Diploma contains: 114 p., 4 p., 35 fig., 10 tabl., 2 appendixes, 45 sources.

INTERNET-RESOURCE WEB SITE CONVERSION METHODS OF
ALGORITHM DEVELOPMENT GROWTH INDICATOR DISCLAIMER
ADAPTATION MODEL USER ANALYSIS

The object of study — web resource as a complex business and user communication system. Identify the user-resource-user interaction indices. The effect of redesigning site elements on these metrics.

The purpose of research — develop an improved software product with better bounce rates and conversion rates, which increases business performance.

Subject of research — algorithms and methods of conversion growth on a web resource on the example of a real software product.

As a result of the study, the first prototype of the site was developed, which during the course of user research and comparative analysis of indicators was rebuilt into a complete web resource with a new design. The information architecture of the site has changed, the order of bringing information, the visual style of the blocks, the allocation of important information. These changes raised the conversion by 46.15%, and the failure rate declined by 29.27%.

The system developed as a result of research is implemented on the web-site <https://iteahub.com/>.