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**REPORT**

**on pre-defense internship**

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# INTRODUCTION

Relevance of the research topic. Mobile communication is the fastest growing way to access the Internet in the world. Mobile apps make up the majority of activity on the smartphone platform. This is a huge opportunity for the mobile app developer, and there is a strong demand for high-quality research in designing an effective user interface. The global app market is currently valued at over $100 billion.

Mobile technology is a rapidly evolving medium used to enable the most ambitious business ideas that enable new ways to interact with customers, strengthen relationships with brands in today's increasingly mobile digital world. In addition to developing mobile applications from a technical point of view, we can also currently track breakthrough transitions in UI / UX design. In 2020, mobile users have seen the adoption of innovative design practices implemented in ultra-intuitive and "visually incredible interfaces".

Object of practice LLC "CAPITALIKA". To increase the company's revenue, it is proposed to design a mobile application.

# 1. PRINCIPLES OF BUILDING USER INTERFACES FROM THE POINT OF VIEW OF PSYCHOLOGY AND MARKETING

Designers generally believe that product design cannot only focus on function and appearance, because a mobile product designed in this way can only meet the physiological needs of users, but cannot match the user's psychological characteristics.

In order for users to easily achieve the psychological effect of mobile applications, on the one hand, people's physical and behavioral skills must be taken into account, and on the other hand, it must be ensured that the developed product can satisfy people's psychological cognition, and even need to satisfy as much as possible deeper needs, i.e. emotional communication, aesthetic concepts and cultural needs.

The development of the user interface of a mobile application from the point of view of cognitive psychology should be user-oriented ideas, improving the performance of the product. Accordingly, factors such as physiological "instinct", ideological cognition, literacy and the external environment influence the user's work behavior. For a designed product to be user-friendly and recognizable by the user, the principles must be observed.

Knowledge of psychology helps to create a design that will force users to perform expected actions, such as making a purchase or contacting a team. Designers may view psychology as a complex approach to design improvement and, for that reason, neglect this part of the research and analysis.

In accordance with the approach proposed by Lucy Lockwood to user-centered design, the following principles of building user interfaces from the point of view of psychology can be distinguished:

1. The principle of structure. Design should organize the user interface in purposeful, meaningful, and useful ways based on clear, consistent patterns that are obvious and recognizable to users, bringing related things together and separating unrelated things, differentiating dissimilar things, and making similar things look like each other. The structure principle concerns the overall architecture of the user interface.

2. The principle of simplicity. The design should simplify simple, common tasks, communicate clearly and simply in the user's own language, and provide convenient shortcuts that connect meaningfully with longer procedures.

3. The principle of visibility. The design should show all the necessary parameters and materials for a given task, without distracting the user with extraneous or redundant information. Good design doesn't overwhelm users with alternatives or confuse users with unnecessary information.

4. Feedback principle, design should inform users about actions or interpretations, changes of state or conditions, and errors or exceptions that are relevant and of interest to the user, through clear, concise and unambiguous language familiar to users.

5. The principle of tolerance. The design must be flexible, reducing the cost of error and misuse, allowing undo and redo, and preventing errors wherever possible, allowing different inputs and sequences, and interpreting all reasonable actions as "reasonable".

6. The principle of reuse. Design should reuse internal and external components and behaviors while maintaining consistency with purpose rather than just arbitrary consistency, thus reducing the need for users to rethink and remember.

**2. APP COMPETITIVENESS**

The essence of the work is to create an application "online cosmetologist". It will be useful both for those who do not have enough time or financial resources to visit a specialist and consult on improving their skin condition, and for those who are simply interested in personal care, beauty and cosmetics. The application has several different functions, the ability to issue a paid subscription.

Let's conduct a competitive analysis of the developed mobile application "online cosmetologist".

We will evaluate according to the following criteria:

- K1 structure;

- K2-simplicity;

- K3-visibility;

- K4 - consistency;

- K5 - opportunities for improvement.

As competitors, we will choose mobile applications for the provision of cosmetology services:

1) Developed mobile application "online cosmetologist";

Figure 1. - Design of the mobile application "Online Cosmetologist"

2) Cosmetology N5;

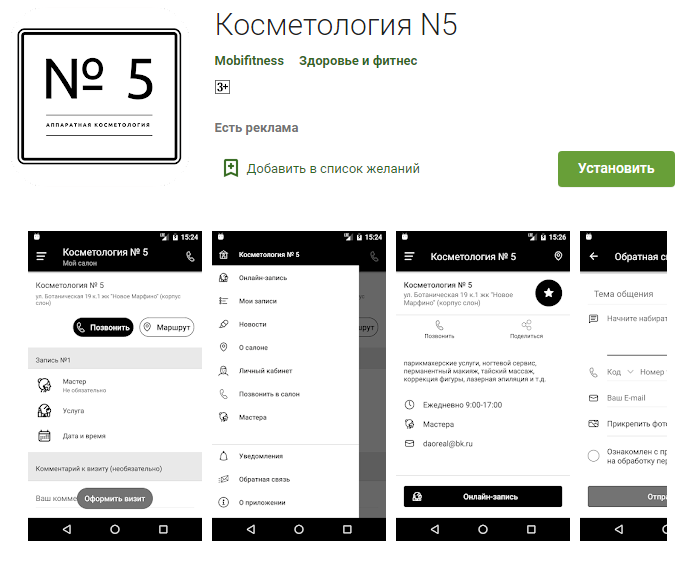


Figure 2. - Design of the mobile application "Cosmetology N5"

3) ICE FACE - your cosmetology;

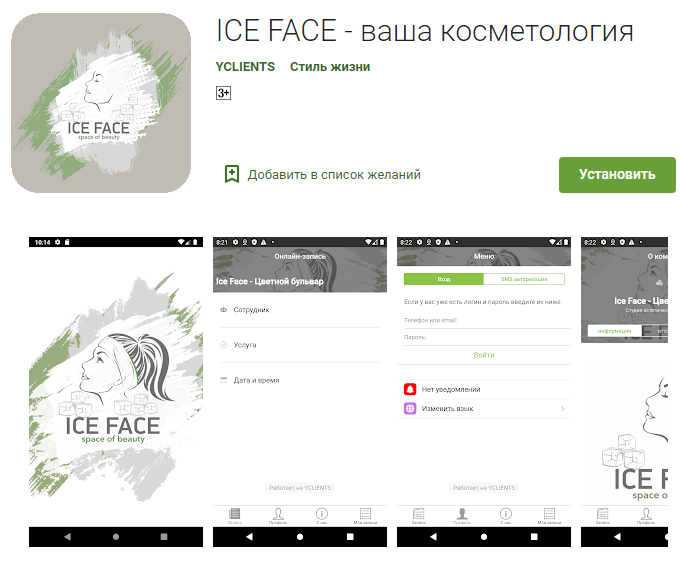


Figure 3. - Design of the mobile application "ICE FACE - your cosmetology"

4) VitaDerm Cosmetology Clinic;

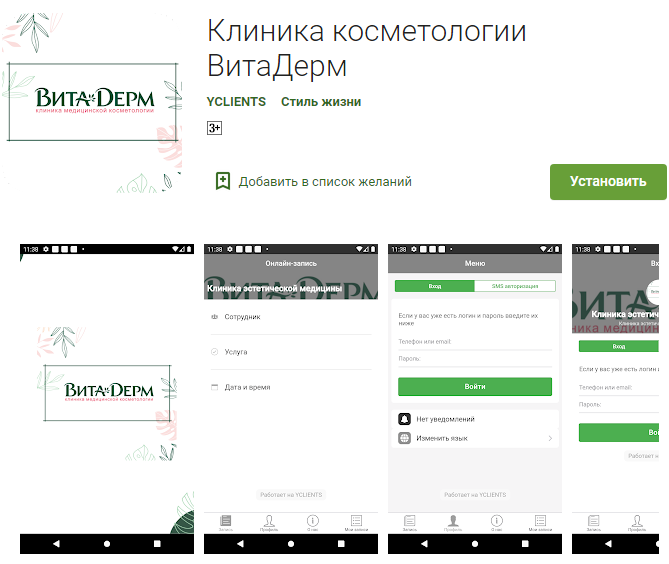


Figure 4. Design of the VitaDerm Cosmetology Clinic mobile application

5) Kosmetolog Sergienko;

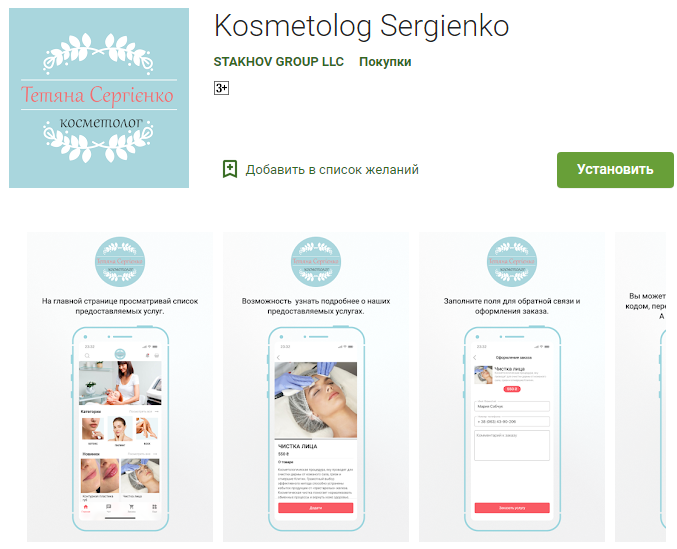


Figure 5. - Design of the mobile application "VitaDerm Cosmetology Clinic"

Further, matrices of expert assessments were compiled to determine the significance of test criteria K1 ... K5.

Table 1. -Matrices of indicators assessments for determining the significance of test criteria

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Pairwise comparison matrix (expert 1)** | | | | | | | |  |  |
|  | К1 | К2 | К3 | K4 | K5 | А | X | λ | 5,228 |
| К1 | 1 | 1 | 7 | 8 | 9 | 3,471 | 0,42 | ИС | 0,06 |
| К2 | 1,00 | 1 | 5 | 9 | 9 | 3,323 | 0,40 | СС | 1,12 |
| К3 | 0,14 | 0,20 | 1 | 3 | 3 | 0,762 | 0,09 | ОС | 5,09 |
| K4 | 0,13 | 0,11 | 0,33 | 1 | 5 | 0,471 | 0,06 |  |  |
| K5 | 0,11 | 0,11 | 0,33 | 0,20 | 1 | 0,242 | 0,03 |  |  |
| Sum | 2,379 | 2,422 | 13,667 | 21,200 | 27,000 | 8,269 | 0,91 |  |  |
|  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Pairwise comparison matrix (expert 2)** | | | | | | | | | |
|  | К1 | К2 | К3 | K4 | K5 | А | X | λ | 5,304 |
| К1 | 1 | 1 | 7 | 8 | 6 | 3,201 | 0,40 | ИС | 0,08 |
| К2 | 1,00 | 1 | 5 | 9 | 9 | 3,323 | 0,41 | СС | 1,12 |
| К3 | 0,14 | 0,20 | 1 | 3 | 3 | 0,762 | 0,10 | ОС | 6,78 |
| K4 | 0,13 | 0,11 | 0,33 | 1 | 5 | 0,471 | 0,06 |  |  |
| K5 | 0,17 | 0,11 | 0,33 | 0,20 | 1 | 0,262 | 0,03 |  |  |
| Sum | 2,435 | 2,422 | 13,667 | 21,200 | 24,000 | 8,019 | 0,91 |  |  |
|  |  |  |  |  |  |  |  |  |  |
| **Pairwise comparison matrix (expert 3)** | | | | | | | | | |
|  | К1 | К2 | К3 | K4 | K5 | А | X | λ | 5,323 |
| К1 | 1 | 1 | 7 | 7 | 6 | 3,117 | 0,41 | ИС | 0,08 |
| К2 | 1,00 | 1 | 5 | 5 | 8 | 2,885 | 0,38 | СС | 1,12 |
| К3 | 0,14 | 0,20 | 1 | 3 | 3 | 0,762 | 0,10 | ОС | 7,20 |
| K4 | 0,14 | 0,20 | 0,33 | 1 | 5 | 0,544 | 0,07 |  |  |
| K5 | 0,17 | 0,13 | 0,33 | 0,20 | 1 | 0,268 | 0,04 |  |  |
| Sum | 2,452 | 2,525 | 13,667 | 16,200 | 23,000 | 7,576 | 0,89 |  |  |
| **Pairwise comparison matrix (expert 4)** | | | | | | | | | |
|  | К1 | К2 | К3 | K4 | K5 | А | X | λ | 5,494 |
| К1 | 1 | 1 | 7 | 5 | 3 | 2,537 | 0,36 | ИС | 0,12 |
| К2 | 1,00 | 1 | 5 | 5 | 9 | 2,954 | 0,41 | СС | 1,12 |
| К3 | 0,14 | 0,20 | 1 | 3 | 3 | 0,762 | 0,11 | ОС | 11,03 |
| K4 | 0,20 | 0,20 | 0,33 | 1 | 5 | 0,582 | 0,08 |  |  |
| K5 | 0,33 | 0,11 | 0,33 | 0,20 | 1 | 0,301 | 0,04 |  |  |
| Sum | 2,676 | 2,511 | 13,667 | 14,200 | 21,000 | 7,136 | 0,88 |  |  |
| **Pairwise comparison matrix (expert 5)** | | | | | | | | | |
|  | К1 | К2 | К3 | K4 | K5 | А | X | λ | 5,452 |
| К1 | 1 | 1 | 5 | 8 | 3 | 2,605 | 0,36 | ИС | 0,11 |
| К2 | 1,00 | 1 | 5 | 5 | 9 | 2,954 | 0,41 | СС | 1,12 |
| К3 | 0,20 | 0,20 | 1 | 3 | 3 | 0,815 | 0,11 | ОС | 10,09 |
| K4 | 0,13 | 0,20 | 0,33 | 1 | 5 | 0,530 | 0,07 |  |  |
| K5 | 0,33 | 0,11 | 0,33 | 0,20 | 1 | 0,301 | 0,04 |  |  |
| Sum | 2,658 | 2,511 | 11,667 | 17,200 | 21,000 | 7,205 | 0,88 |  |  |
|  | X1 | X2 | X3 | X4 | X5 | Generalized indicator |  |  |  |
| К1 | 0,42 | 0,40 | 0,41 | 0,36 | 0,36 | 0,39 |  |  |  |
| К2 | 0,40 | 0,41 | 0,38 | 0,41 | 0,41 | 0,40 |  |  |  |
| К3 | 0,09 | 0,10 | 0,10 | 0,11 | 0,11 | 0,10 |  |  |  |
| K4 | 0,06 | 0,06 | 0,07 | 0,08 | 0,07 | 0,07 |  |  |  |
| K5 | 0,03 | 0,03 | 0,04 | 0,04 | 0,04 | 0,04 |  |  |  |
| Sum | 1,00 | 1,00 | 1,00 | 1,00 | 1,00 | 1,00 |  |  |  |

Similarly, the analysis of competitiveness was carried out in other aspects. Based on the results of the assessment, a polygon of the competitiveness of the design of the developed mobile application was compiled.

Figure 2. Polygon of competitiveness of the developed mobile application and its main competitors

Figure 3. Rating of competitiveness levels of mobile application design

Thus, the developed mobile application has the highest level of competitiveness.

# 3. BUILDING A CJM

The Customer Journey Map (CJM) illustrates a customer's relationship with the beauty business over a period of time using technology, storytelling, and visual cues to select the beauty services needed. The story is told from the perspective of the client, providing insight into the overall experience of clients, helping to better understand and address client needs and main points as they experience a beauty product or service. This is a great tool for UX designers to visualize how a user interacts with a product and allows designers to see the product from the user's point of view.

The figure below shows the CJM of the project built using the Uxpressia software <https://uxpressia.com/w/mCifC>.

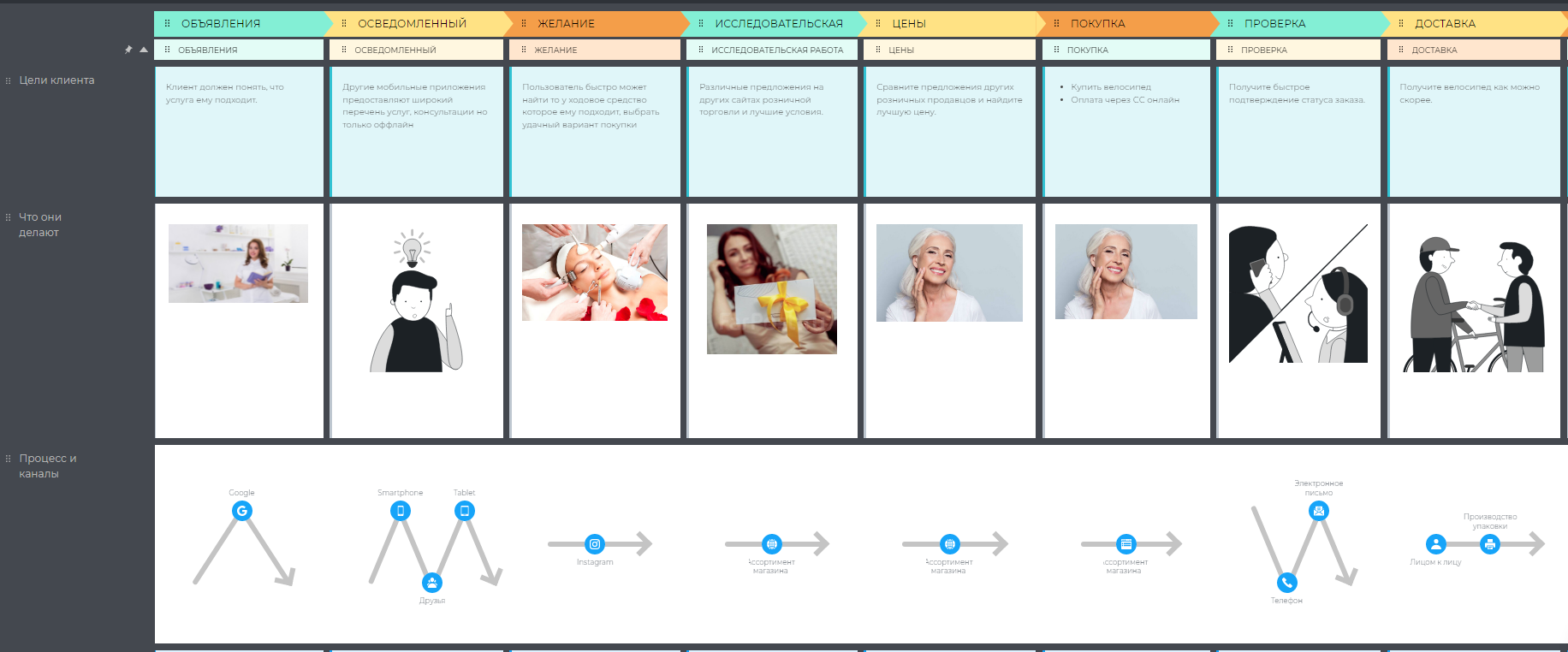




Figure 4. - CJM project mobile application "Cosmetologist online"

By opening the application, the user passes the test, answering questions compiled by professional cosmetologists-dermatologists. By analyzing data regarding gender, age, nutrition, lifestyle and visual skin imperfections (acne, wrinkles, etc.), the application provides the user with skin care recommendations, as well as nutritional recommendations. By subscribing, the user not only receives a ready-made list of products for complete skin care at home, but is also regularly informed about the release of “care novelties” in various brands of different price categories that suit their skin type. Thus, the user saves a lot of time and money, as he does not have to get lost among the huge range of cosmetic products presented in popular hypermarkets. There is no element of pressure from intrusive consultants, the user gets the opportunity in a relaxed atmosphere to study the list of products provided by the application that suits his skin type and solves his particular problems.

The subscription, which costs 99 rubles per month, gives the user the opportunity to regularly receive a list of cosmetic products that may be of potential interest to him, and there is also an additional function (included in the subscription) - monthly nutritionist recommendations. Nutrition advice is also based on the user's skin condition, for example - the owner of acne and hypersecretion of the sebaceous glands can receive recommendations on the exclusion of dairy products from their diet, as well as options for replacing them. A list of recommended products will be sent monthly with specific links to where the product can be purchased. An example - lactose-free mozzarella can be found in the Vkusvill chain of stores at a fairly affordable price.

The functions of the online application are presented below.

Firstly, the user is given the opportunity to take a multiple choice test to determine the type of skin and key problems with its condition in order to further solve them (this is all that is included in the free version, you need to subscribe to receive recommendations) .

Secondly, the application gives the user general skin care recommendations based on the results of the test. Example: after passing the test, the user is shown the result that he has "oily problem skin, suspected acne, hypersecretion of sebaceous glands, enlarged pores." In this case, general recommendations might look like this: “Personal hygiene must be observed; change pillowcases as often as possible; replace your regular face towel with a disposable paper towel; cleanse, tone and moisturize the skin in the morning and evening; Use cleansing masks 1-2 times a week. Here, of course, it is important to clarify that all recommendations are made by a cosmetologist-dermatologist with a higher medical education.

Thirdly, the user will monthly receive a list of cosmetic products recommended for solving his particular problems. Products will be selected in 3 price categories: budget cosmetics (mass market), middle price segment and luxury. This will allow the user to find the right tool, no matter how limited their budget is. An example of what a selection of products for 1 month might look like: the budget segment - a line for the care of oily and problem skin by Eveline Cosmetics with green tea; middle price segment - Anti-Blemish Solution line from Clinique; deluxe – Le Mieux "pure leather set". There must be at least 10 products in each segment so that the user is not limited to a line of only one brand in a particular segment. Under each product, its cost and links to several online stores where this product can be purchased will be indicated. Everything is done in order to simplify the user's life as much as possible and reduce his time to select the right tool.

No medicinal or hormone-containing products will be recommended in the application, because a personal consultation with a doctor is still necessary to prescribe drugs. We are guided by the principle “the main thing is not to harm”, therefore, all recommended products are certified, have passed all the necessary clinical studies and have no contraindications, with the exception of personal intolerance to individual components. The user himself is responsible for the possible consequences after the use of cosmetic products, exactly the same as if he was recommended this or that product by a sales assistant in an offline store.

Fourthly, along with a selection of cosmetics, the user receives a monthly list of nutrition recommendations prepared by a dietician-nutritionist. Recommendations for the owner of problematic skin may sound as follows: “completely eliminate added sugar; reduce consumption of flour and fat; reduce or completely eliminate dairy products from the diet. Also, along with general recommendations, the user on Gets a list of specific products with links to where they can be purchased. For example, instead of cow's milk, the app will recommend to the user nut milk from different price categories and a link to these products. There must be at least 5 recommended products in one collection.

Fifthly, the user receives a one-time list of cosmetic procedures that can help solve his problems even more quickly and efficiently. How it will look like: the application recommends that the owner of oily and problematic skin visit a beautician for ultrasonic cleaning and peeling PRX-T33, the cost of these procedures and a link to the clinics where these procedures are performed. Of course, before carrying out cosmetic procedures, the user is advised to first consult with the cosmetologist providing these services for possible contraindications. As new procedures appear on the cosmetology market, the user will be notified about them and about the places where the procedures can be performed.

Sequential structures are used to design the architecture of a mobile application.

Figure 5. - Information architecture "Online Cosmetologist"

This form of information architecture organizes the content so that you have the ability to create a specific scenario that the user will navigate through. This means that it will perform certain actions and receive only the information that will be provided at any given moment. This structure avoids giving users too much choice so as not to overwhelm them with too many alternatives when choosing a beauty product or service.

# 4. MARKETING STRATEGY

Social marketing is marketing designed to create social change rather than for direct benefit to a brand instead of selling a product, social marketing "sells" behaviors or lifestyles that benefit society in order to bring about the desired change. This benefit to the public good is always in the spotlight. An analysis of the marketing strategy of the enterprise is given below.

Table 2. Marketing strategy analysis

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Marketing activity tool | Short description | Who implements | Goal and tasks | What are the needs of the target audience | What environmental factors are the instruments aimed at | What allows you to implement |
| marketing research | Marketing research is a complex concept that includes all types of research activities related to the management functions of marketing, the systematic preparation and conduct of various types of surveys and analysis of the information received, as well as the presentation of this information in a form that corresponds to a specific marketing task. | Director | marketing research: determination of marketing problems of the organization and its opportunities in the current market situation; | Finance.  Beauty  Family.  Health.  Friends.  Success in business. | market research;  sales research;  economic analysis;  advertising research;  study of consumer behavior or motivational analysis | assessment of the market potential of the enterprise;  market share analysis;  study of market conditions;  sales analysis;  business activity trends;  search for potential customers;  ongoing monitoring of the target market;  forecasting long-term market trends  studying the experience of competitors;  customer satisfaction analysis. |

As part of this study, the concept of socially responsible marketing was also chosen. Social responsibility in this case is manifested in the contribution to maintaining the health of the consumer and a clean environment. The concept of online cosmetology applied by the company states that consumers prefer services with the best features in terms of quality, performance and innovation. Within this concept, marketing strategies focus on continuous improvement. Quality and improvement are important components of a marketing strategy, and sometimes the only part of it. Focusing only on a company's products can also lead to marketing myopia. Thus, this concept can only be applied at the initial stage of bringing a product to market.

Segmentation of the target audience was carried out by income level, age, personal preferences (optional).

- Advertising

- Promotion through social networks:

-Purchase reviews from bloggers;

- Ads on websites using artificial intelligence;

- SMS sending;

- Participation in giveaways;

- Attracting and retaining customers through discounts and subscriptions.

Creating a fitness school product review blog with famous bloggers is an effective way to use affiliate marketing. A fitness school product review blogger can create three types of blog posts:

Overview - Detailed Product Analysis

Comparison - How does the product compare to other products on the market?

"How-To" - How to use the product after purchase.

Chatbots can create ads on websites at high speed, with the help of artificial intelligence, you can quickly analyze the target audience. In the future, a loyalty program with discounts and gift subscriptions will be developed.

Giveaway, also known as giveway or giveaway, is a method of promoting a page on Instagram, which involves drawing prizes in exchange for fulfilling conditions. This method is proposed to apply to the project. The most popular condition is a subscription to sponsored bloggers who review products.

# 5. DETERMINATION OF COSTS

A team of professional specialists who will be able to create and improve the online learning process. Each member of our team has at least 2 years of experience in their field. The personnel costs for the project are shown in the table below.

Table 3.- Personnel costs

|  |  |  |
| --- | --- | --- |
| Team | Quantity | Salary (rub) |
| Manager (Director) | 1 | 25 000 |
| Curator | 3 | 45 000 |
| Developer | 1 | 60 000 |
| Designer | 1 | 15 000 |
| Trainer | 2 | 50 000 |
| SMM specialist | 1 | 40 000 |
| Photographer | 1 | 10 000 |
| Total |  | 245 000 |

The table below shows the costs of social transfers.

Table 4. Calculation of payments to social funds

|  |  |  |  |
| --- | --- | --- | --- |
| Team | Quantity | Salary (rub) | Payments to funds |
| Manager (Director) | 1 | 25 000 | 7550 |
| Curator | 3 | 45 000 | 13590 |
| Developer | 1 | 60 000 | 18120 |
| Designer | 1 | 15 000 | 4530 |
| Trainer | 2 | 50 000 | 15100 |
| SMM specialist | 1 | 40 000 | 12080 |
| Photographer | 1 | 10 000 | 3020 |
| Total |  | 245 000 | 73990 |

Marketing costs will amount to 300,000 rubles per year or 25,000 rubles per month, it is planned that they will be represented by Just-Now marketing agency. The company has its own technological platform for data management, which allows analyzing, segmenting, organizing and storing arrays of user data and quickly making management decisions in the activities of the mobile application and the official website. 150,000 rubles will be the cost of maintaining the mobile application and the official website, including the cost of acquiring, information security, etc. 6010 rubles per month will be the cost of interest on credit resources.

Investments for opening: 545,000 rubles

Monthly costs: 500,000 rubles \u003d 245000 + 73990 + 25000 + 156010

Monthly income: 4,500,500 rubles (when selling 1,000 units of production)

Monthly profit: 4,000,500 rubles (when selling 1,000 units of products).

# 6. FINANCING THE PROJECT

The table below shows the calculation of loan payments. It is planned to take a loan from Sber PJSC for the development of entrepreneurship at a rate of 10%. Interest is charged on the principal amount of the debt.

Table 5. - Calculation of payments on the loan of PJSC "Sberbank"

|  |  |  |
| --- | --- | --- |
| Date | Loan amount | Interest payment and principal payment |
| 01.22 | 245000 | 2041,67 |
| 02.22 | 245000 | 2041,67 |
| 03.22 | 245000 | 2041,67 |
| 04.22 | 245000 | 2041,67 |
| 05.22 | 245000 | 2041,67 |
| 06.22 | 245000 | 2041,67 |
| 07.22 | 245000 | 2041,67 |
| 08.22 | 245000 | 2041,67 |
| 09.22 | 245000 | 2041,67 |
| 10.22 | 245000 | 2041,67 |
| 11.22 | 245000 | 2041,67 |
| 12.22 | 245000 | 2041,67 |
| 01.23 | 245000 | 247041,67 |

**7. DETERMINATION OF INCOME**

The company's income planning was carried out using simulation modeling, in the future the minimum amount of program implementation can be increased. The sales plan is presented in the table below.

Table 6. - Plan for the sale of cosmetology services through a mobile application

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Cheap segment | Middle segment | VIP segment | Premium segment | Sum |
| 01.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 02.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 03.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 04.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 05.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 06.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 07.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 08.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 09.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 10.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 11.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 12.22 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| 01.23 | 1123500 | 1125000 | 1124500 | 1127500 | 4500500 |
| SUM | 14605500 | 14625000 | 14618500 | 14657500 | 58506500 |

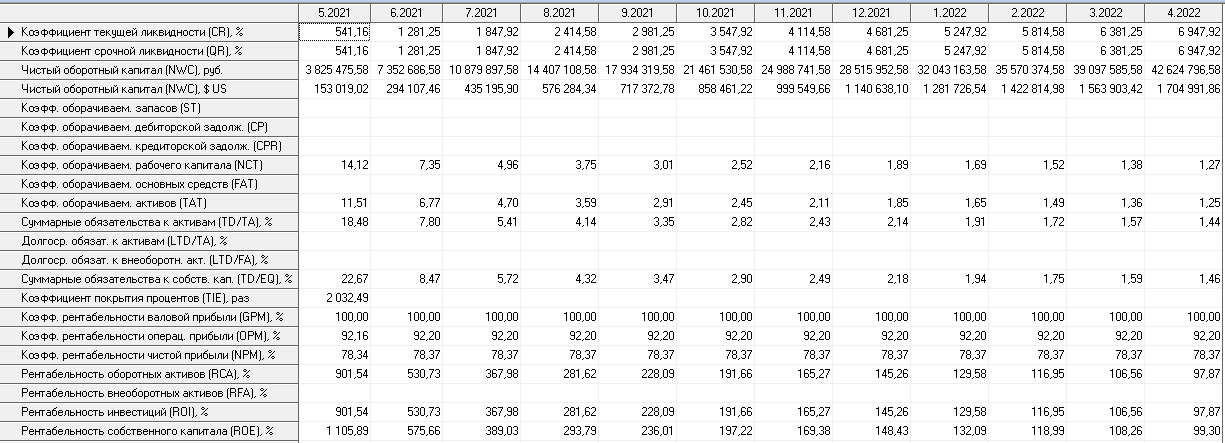
The figure below shows the financial performance of the project and its impact on the performance before the project and after the launch of the project.

Figure 6. Key financial indicators

The figure below shows the indicators for calculating the economic efficiency of the project.

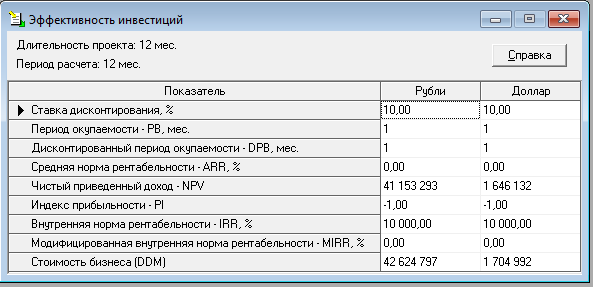


Figure 7. - Economic evaluation of efficiency

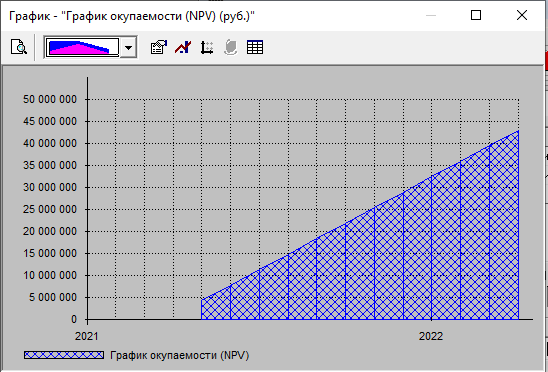


Figure 8. - Payback schedule

The project can be recommended for practical implementation

**CONCLUSION**

Mobile app design and development requires a thorough understanding of the various user elements and a key alignment between design and features. The design of a mobile application is built according to a predetermined set of rules and expectations, in which the creation of a convenient user experience is an important condition for the operation of any mobile application. The user interface examines the appearance of the application and how it interacts with the user.

UX-User Experience defines what it is like to look at the application from the user's point of view. The design should help users easily navigate the application without “getting stuck on it for a long time”, showing all the necessary parameters and materials for a given task, without distracting the user. Good design should not be confused with unknown information, it should not overwhelm users.

The developed design of the mobile application does not include elements such as irrelevant images, redundant links, meaningless typography / graphic elements that are distracting. When used properly, links, images and typography are critical to a mobile app, but when used excessively, they can become a problem. Misuse of these design elements can degrade the usability and readability of the data presented.

Prototypes created can help practice site marketer and teams synchronize design directions so as not to waste too much time in the wrong direction. What is more, can help a team test ideas and identify potential problems for real users before investing too many development resources early in a project. Moreover, can help designers quickly get feedback and suggestions from other co-designers or teammates. Prototypes can help designers better showcase their designs and explain complex interaction details in a more intuitive and understandable way. They can help designers really think about the details of an interaction and ultimately come up with more compelling solutions. Also can help people better imagine how this new experience will work on real products.

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