

Home decoration comprehensive application web design and analysis

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Abstract

with the rapid development of the market economy, people's life taste, quality of life, is happening a qualitative leap, especially the women's demand for home decoration is also increasing, there is a deeper understanding of the time, they continue to pursue personality and charm, more advocate culture and customs. In this case, China's home decoration industry is of great development value.

Keywords

Home decoration; Web page; Development; design.

1. Project introduction

The target group of the website is mainly for the consumer group after 80, 90, now with the restructuring of the whole social consumer group structure, high salary, high education, the pursuit of life taste and emotional appeal of white-collar people has become the main force of social consumption, represented by the 80, 90 potential market is rising. Similarly, in the construction of the concept of "home" and "family", consumers also follow the "beauty, fashion, style" and other words, become the vanguard of a pluralistic social culture.

The marketing strategy of the website is mainly analyzed from four aspects: product strategy, price strategy, promotion strategy and channel strategy. And the promotion of the website is from the blog, BBS, friendship links, advertising and other directions to promote love home decoration website.

Love home decoration website from market analysis, target market and positioning analysis, website construction, marketing strategy, cost budget and website promotion and risk analysis of six aspects. Love home decoration is the characteristics of the website is to let the public fashion shopping, choose and buy satisfactory goods.

2. Home decoration market analysis

2.1 Development background of home decoration

Current, countrywide household decorates the gross output value that decorate to have 800 billion yuan about, and household adorn article year consumption ability can achieve 2000-300 billion yuan, and growing with the rate of every year 20%-30%, as what people living standard rises ceaselessly, the market that individuation lives in adorn article will be bigger and bigger.

With the rapid development of market economy, people's life tastes, quality of life, is taking place a qualitative leap, especially the female household jewelry demand is also increasing, there is a deeper understanding of the time, they continue to pursue personality and charm, more advocate culture and customs. In this case, China's home decoration industry is of great development value.

2.2 B2C background of home decoration

The Internet is constantly changing people's way of life and production, as well as the traditional way of production and service in the home decoration industry. The rapid development of the Internet and the rise of e-commerce has fostered a large group of online shopping consumers. According to the survey, in 2011, China's online shopping users reached 187 million, and the annual online shopping market transactions reached 773.56 billion yuan. B2C transactions accounted for 23.2% of the total online shopping market, an increase of 9.5 percentage points from 13.7% in 2010 and nearly double

the proportion. In China's online shopping market, B2C market is growing rapidly and will continue to be the main driving force of online shopping industry. So in the future time, with the development of the economy and stability, the home decoration industry will be better and better, but the home decoration industry should also step by step, can not lag behind. Therefore, a B2C website specialized in selling household ornaments has been set up in this aspect. People can achieve the process of purchase through this website.

2.3 Analysis on the development prospect of home decoration

Mention household act the role of the current situation of industry, in China 1.3 billion population, among them 600 million much is a woman, and this kind of crowd likes to decorate his home most, if have a household to act the role of a computation by every 10 people, need 60 million, this means to live in adorn article to have a huge market space for household act the role of. In view of this situation, in recent years, the rapid rise of household jewelry stores, quickly occupied the streets and lanes, but also for the home accessories this industry laid a foundation. But the emergence of a new industry, on the one hand, contains great potential for development, but also means that a lot of problems will follow.

Although the home decoration industry in the future has a good momentum of development, but China's home decoration industry still has some deep problems to be solved. And. At present, there are some problems in the electronic commerce about home decoration. Therefore, in order to ensure the development of home decoration industry and B2C development, the primary task is to create their own home decoration brand and introduce some international brands.

From the whole home decoration industry development trend, fashion, personalized home decoration more and more popular by the public, home decoration industry at the end of the development of full, great potential for development. At the same time, in order to promote the faster and better development of the home decoration industry, also need to further improve the deficiencies in the home decoration industry, through effective, orderly, fair competition to promote the development of the whole home decoration industry. With the development of the network, the rapid rise of e-commerce, most of them began to prefer shopping online to go out shopping, especially some white-collar crowd, for their own living environment has certain requirements, but have no time, so, household act the role ofing is tasted B2C website are big role here, for these people can solve the problem of a material, it also brings a certain amount of sales to household act the role ofing is tasted.

Of course, there are the following trends in the future home decoration industry:

Trend 1: utility. Household act the role of article besides beautiful with chic, still added interest sex besides, emphasized more practical, beautiful and distinctive appearance still exists, but, beautiful and useful, beautiful and interesting, became additional necessary premise.

Trend 2: going green. In green environmental protection is chased after hold in both hands highly today, people more and more call pure and natural green domestic act the role ofing, natural and pure and fresh decorate a style to already became vogue, this also makes current household act the role ofing trend is pure and fresh, natural, of primitive simplicity, small capital investment does pioneering project, primitive game even. If tie yi is tasted, wood art is tasted, the material that grass makes up the product place to use, it is lumber, wicker, reed and bamboo commonly, can say is the fine article of green environmental protection, the decorations of environmental protection became consumer taller pursuit.

Trend 3: branding. Walk into the home of each big bazaar to act the role of taste sale department, outside old face you can see more fashionable brand rolls out respective home to act the role of taste.

Comprehensive above, now the family decoration gradually formed the "light decoration, heavy decoration" concept, so the home decoration market should be more and more broad, so that the home decoration industry in B2C do better.

3. A SWOT analysis

Household adornment is the indispensable one part in people life, everybody's home has adornment, the adornment in the home can reflect the individual character that gives host not only, still can reflect the life grade that gives host, it is the pen that builds the dot eyeball of household atmosphere, because this is loved by people now.

Strengths: 3.1 advantage

(1) With the continuous high temperature of the real estate industry, more and more people are buying houses, and the consumption of home decoration is very large, accounting for a large share of the market, which drives the rise of China's home decoration industry.

(2) With the continuous improvement of people's living standards, personalized home decoration market continues to expand, personalized has become the latest pursuit of people.

(3) Now both the concept of consumption, market demand, multi-level practitioners, it shows that jewelry as a new industry, has occupied a large market share.

(4) With the development of e-commerce, shopping is more and more popular on the Internet, and the price is more affordable.

Weaknesses: 3.2 the disadvantages

(1) Due to social environment and economic factors, home decoration started early and developed late, slowly.

(2) The enterprise scale is small, the region is scattered, the industry cooperation and exchanges are few, and the competition order is chaotic.

(3) Home accessories are popular, personalized products are not enough, do not have a good "root" in the hearts of consumers, need to do more publicity;

3.1 Opportunities: opportunities

(1) With the increase of people buying houses in recent years, the improvement of housing conditions is slowly changing, and more and more consumers attach importance to home decoration, so that their home life is not so monotonous, and the development potential of home decoration is larger.

(2) Many accessories brands are also gradually moving towards high-end, characteristic and diversified development. Household act the role of article became the new way that consumer pursues life grade and advocate individual character from simple deck, consumer can pay attention to a bedroom more comfortable measurable with aesthetic value.

3.2 Threats: challenge

(1) Home accessories in the similar or similar products are we often see, creative, can let a person shine at the moment is very few.

(2) There are many competitors, even strong ones. In order to secure a solid position, we need to consolidate our strength from the foundation to win more markets.

Conclusion:

Home decoration design as a part of the decoration, the proportion of the future will be more and more large. The prospect of home decoration industry is still broad, but products need to be integrated and promoted, consumption needs to be guided and promoted, channels need to be established and improved, marketing methods need to be explored and innovated, only in this way can we win more and bigger markets.

4. Web design

4.1 Content planning

Website theme and name: love home decoration is still implied meaning is our furniture small ornaments will let you feel the warmth of home.

The standard font of the website is song typeface, the navigation and title are 18 pixels, black, simple and elegant.

The slogan of the website: love your home because of fashion.

4.2 Interface planning

Columns and sections of the website:

The top level is the header column, which contains the welcome and introduction of the website, so that visitors can remember our website at a glance. The second layer is the page navigation, in order to browse and understand the site. The third layer is the product column. The last column is a variety of hyperlinks to facilitate user inquiries.

For the relevant website to do links, through the network public relations, in exchange for links, increase the site view.

5. Marketing strategy

Marketing strategy is a process in which the Marketing Department of an enterprise determines the target market, selects the corresponding marketing strategy combination, and effectively implements and controls the target market according to the strategic planning and on the basis of comprehensive consideration of external market opportunities, internal resources and other factors. Market research began to form an understanding of the market, market segmentation, clear market demand. Clear market selection, select product sales groups and objects, determine our target market. Establish effective distribution channels and build a marketing network. And began to market our products.

Project development overall strategy for through the website to open late and a series of business activities, product, price, promotion, channel effectively together to let everyone to love home act the role ofing is website market experience "strange - understanding - - cognitive - preferences - fixed consumption" model of development so as to let the consumer know love home site.

5.1 Channel strategy:

Channel strategy refers to the comprehensive system of trade relations, cost allocation and benefit distribution between distributors and enterprises (institutions) before sending their products to the final consumers on behalf of enterprises (institutions). How to let customers get our products is also a very important issue.

Love home decoration is wholesaler is also a seller, directly through the factory delivery, contact manufacturers. Products are now sold mainly through online marketplaces. Through online specialty stores, consumers place orders on the website and the products will be delivered to their homes by express delivery.

An excellent furniture accessories website, is bound to be in the product, design, marketing, services in many areas for consumers to provide full range of assistance information. With unique design style and effective marketing methods, good after-sales service can also give consumers a "rest assured" commitment. With a sound design and marketing system, home improvement market situation will be an inevitable trend.

5.2 Overall marketing strategy of the project

Core advertising slogan

Love home decoration is: love home decoration is still, because of fashion, so love home.

Website marketing strategy includes: product strategy, price strategy, promotion strategy and channel strategy.

5.3 Product strategy:

Similar to traditional marketing, network marketing aims to provide customers with satisfactory products and services and at the same time realize the interests of enterprises. As a bridge connecting the interests of enterprises and consumers, products include tangible objects, services, personnel,

places, organizations and ideas. In network marketing, the products have the same effect, it is to point to provide to the market to attract attention, acquisition, use or consumption, to meet the need of some kind of desire or anything. Because the network marketing is in the online virtual market to carry out marketing activities to achieve enterprise marketing goals, in the face of differences with the traditional market of online virtual market, must meet the needs of online consumers some unique characteristics, so the network marketing products connotation and connotation of the traditional product has certain differences, mainly the level of the network marketing products than before greatly expand the traditional marketing products level.

Product strategy mainly refers to product packaging, design, color, style, trademark, etc. Its main research on new product development, product life cycle, brand strategy, etc., is the basis of price strategy, promotion strategy and distribution strategy. Give products with characteristics, can let it in the minds of consumers left a deep impression. Love home act the role ofing is in basically catch fashionable element, clingy vogue tide, design diversity, can be divided for Europe type, Chinese style, classic type, young the variety such as vigor design.

The development of new products is extremely important, the market is updated quickly, we should catch the psychology of consumers, constantly launch new products, is conducive to a firm foothold in the market. The main consumer of the website is the post-80s and post-90s generation. Love home decoration is still the goal of network marketing is to concentrate superior resources to build a good quality, grade fashion home decoration brand. In this space in the home, the person is the most natural, need to experience life to savour most, the demand that arises from this also is diversiform. As long as there is demand there is market, as long as the product positioning is accurate there is market space. The use value of products: pay attention to people's quality of life, especially in the life of various needs, emphasize life to meet the deep needs, meticulous care to make modern people's quality of life has been significantly improved.

5.4 Price strategy:

Price strategy mainly refers to the product pricing, mainly considering cost, market, competition, etc., and mainly studying the product pricing, price adjustment and other marketing tools. In terms of price, we should grasp the psychology of consumers. Comparison shopping is a traditional way for Chinese people to choose and buy goods. Therefore, we should position the price of each product on the website. Cost, market, competition 3 respects collect consideration. Observe the price changes in the market at any time, we should make corresponding price adjustments and changes, and constantly launch new products, occupy the high point of the market, with the prices of other similar products in the market as a reference, to avoid price war.

5.5 Promotion strategies:

Promotion strategy mainly refers to that enterprises adopt certain promotion means to achieve the purpose of selling products and increasing sales. The means mainly include discount, cashback, lucky draw and free experience, which are the most important links in marketing strategy.

One of the more widely used forms of promotion is one that most websites are happy to adopt. Sweepstakes promotion is the promotion of goods or services by means of one or more people winning prizes beyond the cost of participating in activities. Online sweepstakes activities are mainly attached to surveys, product sales, expansion of user groups, celebrations, promotion of certain activities, etc. Consumers or visitors get lucky draw opportunities by filling out questionnaires, registering, purchasing products or participating in online activities.

6. Conclusion

Discount also known as discount, discount, is currently the most commonly used online way of promotion. At present, the enthusiasm of Internet users for online shopping is much lower than that of traditional shopping places such as shopping malls and supermarkets. Therefore, the price of online commodities is generally lower than that of traditional sales in order to attract people to buy. Due to the online sales of goods can not give a comprehensive, intuitive impression, also can not try, touch

and other reasons, coupled with the complexity of distribution costs and payment methods, resulting in online shopping and order enthusiasm decline. The relatively large discount can prompt consumers to try online shopping and make a purchase decision. At present most of the goods sold on the Internet have different degrees of price discount.

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