"Tuha tuha" home decoration website comprehensive design and analysis

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Abstract

tuha tuha website from market analysis, target market and positioning analysis, website construction, marketing strategy, cost budget and website promotion and risk analysis of six aspects. The characteristics of tuha tuha website is to let the public fashion shopping, buy satisfactory goods. The goal of the website is to provide a platform to attract consumers who need to buy home accessories to buy products directly online and avoid the trouble of going out to buy.

Keywords

Website; Design; Analysis; Act the role ofing is tasted.

1. Project analysis

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. 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. In the future time, as the development of economy and stability, home decoration industry will be better and better, but home decoration industry should also step by step, not backward. Accordingly, built a B2C website that sells household act the role ofing technically in this respect about household act the role ofing technically, can undertake the process that buys domestic act the role ofing to enjoy savour life through the website.

The goal of the website is to provide a platform to attract consumers who need to buy home accessories to buy products directly online and avoid the trouble of going out to buy.

2. Background of home decoration industry in China

What's the hottest industry right now? What's the hottest? Needless to say, of course, the home decoration industry. But now the hottest home decoration industry outlook? In the next few years, home decoration industry is still worth entrepreneurs to invest? Above problem, need to pass the practice of step by step. The development of the industry is regular, look at the home decoration industry in the next few years will be like now as unprecedented prosperity?

Household adorn article the popular trend of the industry is developing toward high-end, contemporary household that has character to live in a direction, suffer the agitation effect that a milan lives in an exhibition one year, at present domestic household matchs the design style that act the role of article, popular trend all without a doubt is Copy the design work of a few master class abroad to seek safeguard for his existence.

3. The development trend of home decoration in the future

Since 2010, with the support of good economic environment at home and abroad, China's economy has maintained a state of growth, but the current economic development environment is extremely complex. From 2010 to 2015, opportunities and challenges coexist in China's home decoration industry. China's real estate industry continues to heat up, for the home furnishing industry bred a

broad market potential, and the pursuit of fashion, comfort, taste, personalized home decoration concept urging the home decoration industry growth! In 2010, China's real estate market directly driven by the size of the home accessories market as high as 390 billion yuan, and the annual growth rate of more than 30% rapid development, a population of 100,000 small county, home accessories annual consumption capacity is not less than 10 million yuan!

On the one hand, B2C websites for home decoration are built to enable the post-80s and post-90s generation to buy the decorations they want at home without going out, so that this group of people can get the services they want from the Internet. On the other hand, the website provides a series of services that connect enterprises with consumers and enable them to communicate with each other. Although face-to-face communication is not possible, it is more convenient for them to directly carry out business transactions, which is not only fast but also economical and labor-saving. Organizational management is shown in figure 1.
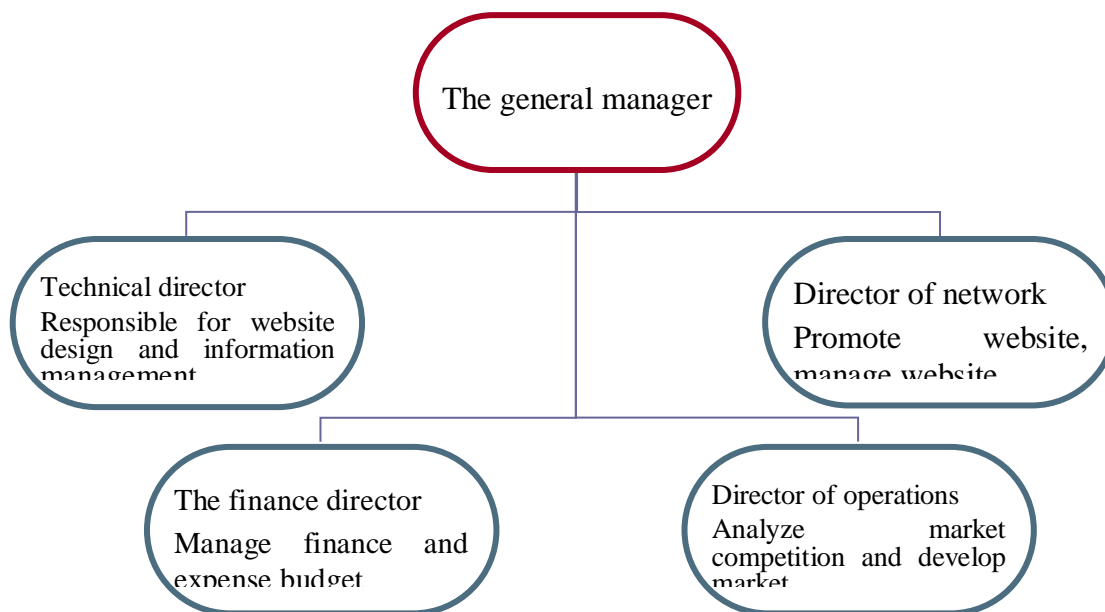

Figure 1 organization management

4. Website construction

(1) Website technical solutions

Select operating system: Windows XP

Programming language: asp.net

(2) Website content

Website includes: product introduction, user service, contact information, website introduction.

Website integration function: membership system, online shopping system, online payment, order situation frequently asked questions, etc.

(3) Website functions

4.1 Information release system

(1) Information management: information management realizes the update and maintenance of website content, provides the function of input, query, modification and deletion of specific information of each product in the background, and selects whether this information appears on the home page of the column, the home page of the website and a series of perfect information management functions. Specific functions include: add, modify, delete each column information (including text and pictures) function.

(2) Website page template management: the website page editing function can easily realize the customization function of the website page template through WEB editing. These daily maintenance workload into a systematic, standardized maintenance format, so as to ensure the unity of the website design style, but also can greatly reduce the workload.

4.2 Product display system

(1) Product classification management: different products can be classified.

(2) Product information management: the product and product information (price, pictures, description, release time, etc.) can be added, deleted and modified at any time.

(3) Keyword search products: users can choose to conduct accurate product search according to product catalog, category, key field, promotion content and search content, so that users can quickly locate and find products they need to know.

(4) Product release recommendation: the website administrator can list the daily promotion products as recommended products and publish them on the home page to prompt the viewers' attention.

(5) Product details (price, legend, description, etc.) display: click the details to browse all the information of the product when the product list is obtained by category query and keyword query.

4.3 Member management system

(1) The member registration: website will establish member database, visitors can register as a site member online. Get a user name and password after login, you can enter the member platform, the system will automatically detect the user name uniqueness, and the member information to management database, after waiting for the site audit became a full member, enjoy web site to provide the corresponding services.

(2) Online modification of member information: members can modify their registration information and password online.

(3) Member internal management: the website administrator carries out member management in the background, realizes member approval, and sends out the E-mail confirmation letter of user name and password for the retention of members.

(4) Member information distribution: the system can generate a mailing list of all members for mass distribution of service information.

(5) Member withdrawal: after the member exits the system, the system will automatically cancel the member's user name, password and other personal information.

4.4 Online mall system

(1) online mall information center: online mall information center releases mall information and commodity information; Bulletin board releases information of the mall; Commodity advertising to release advertising information of various commodities; Recommend new products for new shelves.

(2) 0nline mall customer service center: online mall customer center provides various pre-sales, in-sales and after-sales services for mall customers.

(3) Customer interaction information: the information interaction space between customers and the mall, including order confirmation, delivery confirmation, payment confirmation, latest announcement, etc.

(4) Online mall commodity center: commodity classification list -- customers can browse commodities according to commodity classification; Shopping cart - loads the goods selected by customers and prepares for future purchase; Product details - view the product icon, details, product information, after - sales service and other information. Product information navigation -- including new product launch, sales ranking, product quotation, etc.

(5) Online mall management center: including information management, commodity management, settlement management and other management.

4.5 Online shopping system

(1) Adopt a series of measures such as membership system and authentication to ensure the success rate of transactions.

(2) Member shopping process: browse, put the goods in the shopping cart, go to the cashier, and order the goods you like at any time to complete the shopping checkout, as shown in figure 2.
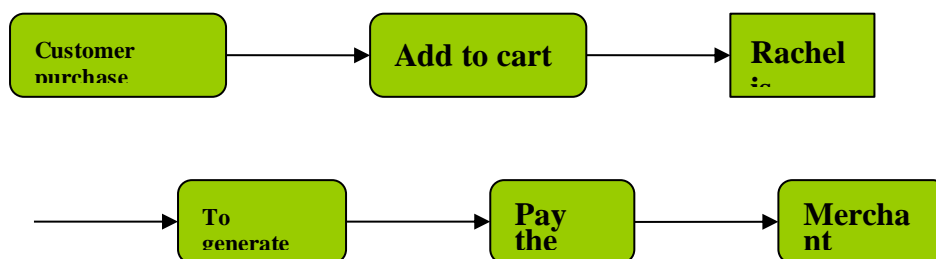

Figure 2 membership shopping process

(3) Perfect membership service function: you can check account details, order details and historical order inquiry at any time.

(4)Commodity sales list, to determine the number of sales of the most popular goods

(5) Secure online payment system: through the support of payment gateway, customers can make online payment safely and conveniently.

4.6 Background management system

(1) Commodity management: including compiling commodity list, adding new products and their information, classifying products, and removing products that are no longer sold.

(2) Order management: including order information statistics, order query, order update, order processing, order storage and other functions.

(3) User information management: including the storage, update and modification of user information.

(4) Administrator authority: modify and manage commodity, user and order information, release advertisement information and maintain website system.

(5) Database management: create databases for information, products and users, and control the functions of the front desk through the database.

5. Marketing strategy

5.1 Overall marketing strategy of the project

Core advertising slogan

Tuha tuha: tuha tuha, because of fashion, so love home.

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

Similar to traditional marketing, online 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, people, places, organizations and ideas. In network marketing, the products have the same effect, it is to point to 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. Tuha tuha in the main grasp of fashion elements, close to the fashion trend, a variety of styles, can be divided into European, Chinese, classical, young and energetic styles.

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. Tuha tuha's network marketing goal is to concentrate superior resources to build a good quality, taste fashion home accessories 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.

5.2 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.

5.3 Promotion strategy:

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.

The specific promotion methods are as follows:

(1) Lucky draw promotion

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.

(2) Discount promotion

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.

6. Conclusion

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 in tuha tuha website market experience "strange - understanding - - cognitive - preferences - fixed consumption" model of development so as to let the consumer know tuha tuha website.

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