Вирішальну роль у формуванні мережі спортивно-дозвіллєвих комплексів в структурі міста відіграють ***потреби громади***. Види спорту та заходи, які пропонуються СДК, повинні відображати інтереси та потреби місцевої громади. Наприклад, громада з великою кількістю дітей може віддати перевагу будівництву ігрових майданчиків і відкритих майданчиків для молодіжних занять спортом, тоді як громада з великою кількістю людей похилого віку може віддати пріоритет будівництву пішохідних доріжок і фітнес-станцій.

Отже, на формування мережі СДК в структурі міст впливає складна взаємодія соціально-функціональних факторів, зокрема щільність населення, рівень доходів і потреби громади. Хоч через ці фактори може бути складно забезпечити рівномірне розташування СДК в місті та обрати відповідне функціональне наповнення цих об'єктів. Одним з рішень є залучення міської громади в процес планування та розвитку мережі СДК. Це може гарантувати, що такі об'єкти відображатимуть специфічні потреби та інтереси місцевої громади. Крім того, використання інноваційних методів проєктування та будівництва може допомогти максимально використати обмежений простір і зробити СДК більш доступними для всіх мешканців міста утворюючи при цьому мережу.

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DESIGN STYLES OF DESKTOP VERSIONS PAGE OF WEBSITES OF MARKETPLACES OF DIFFERENT COUNTRIES OF THE WORLD

According to the results of an analytical study by the Statista portal, e-commerce occupies more than 21 % of the world market. In 2022, about 70 % of all online purchases took place in marketplaces, 50 % of which were made by such large marketplaces as Aliexpress and Amazon. All this explains the interest in all spheres of functioning of marketplaces, including the artistic and compositional features of the desktop versions of their sites. This work is devoted to the study of stylistic design solutions for pages of popular marketplaces in Ukraine and the world in order to highlight the most common and develop their design characteristics.

At the beginning of the research, a review of scientific and popular literature on the specified topic was performed. Such scientists as D. Borodaev, K. Kloninger, Ida Engholm and others were engaged in theoretical developments regarding stylistic solutions of web pages. The results of the analysis confirmed the relevance of the topic and lack of research into stylistic design solutions for the desktop websites of any online stores.

The methodological basis of the research was a comprehensive approach, methods of analytical and visual-analytical analysis of the research object, systematization of information about the types of stylistic solutions for the design of the pages of the desktop versions of the sites of 50 known marketplaces of Ukraine and the world. Based on the analysis, it was determined that three design styles and their combinations are characteristic of the investigated Internet resources: American business style, subway (card) style, and magazine-newspaper style.

One of the most common styles to design the websites marketplace today is the American business style, which is designed specifically for the sale of goods and services. Most American, Chinese and European sales sites designed in this style are quite similar to each other. Examples of the American business style are the pages of well-known American (wish.com, newegg.com, iherb.com), Chinese (best.aliexpress.com) and Ukrainian (rozetka.com.ua, allo.ua, shafa.ua, skidka.ua) marketplaces. The main features of the American business style are fixed width of website pages and standard arrangement of elements on them; familiar and understandable images that allow you to clearly define the subject of the site; banner advertising, which is present everywhere and leads both to another page of the site, and external; the content of the product in the form of high-quality photos arranged in rows, indicating the name, price and rating made by consumers according to a five-point system. The American business style is typical for design solutions not only for the main pages, but also for the category and subcategory pages of most marketplaces.

Often, the main pages of marketplace sites are designed in the Metro style. Examples of the main page design of sites in the Metro style are the sites of popular marketplaces in the USA (amazon.com, ebay.com, target.com, bonanza.com, houzz.com) and Ukraine (bigl.ua, zakupka.com, edc.sale, kasta.ua). The style is based on the principle of building a site structure using sections (cards) that contain all the main content. The style is characterized by such features as minimalism, functionality, orderliness and simplicity. Everything is aimed at visualization and convenience of information perception. The cards themselves are designed in the form of photos or drawings, which are accompanied by the name of the section or category. Category and subcategory pages can also be designed in the Metro style, taking into account the large number and variety of product groups. For example, as on the website of the Ukrainian marketplace crafta.ua or the American amazon.com. The site structure is designed in the Metro style and built on the use of a modular grid. For accessibility and ease of reading, the sites use simple and universal sans-serif fonts. Color solutions are very diverse. A characteristic feature of websites in the Metro style is the presence of a large amount of free space and the absence of unnecessary details.

Magazine-newspaper style alone is rarely used to design the main pages of marketplace sites. Among all the studied sites, the design of the main pages, category and subcategory pages of the Ukrainian auto parts marketplaces (dok.ua and autoklondayk.com.ua) and the American used car marketplace (iaai.com) corresponded to this style. Often, designed in a magazine-newspaper style are product pages. The design of website pages in this style is characterized by large volumes of text information and images that illustrate the presented text. Different designes of information blocks located on page are characteristic of the style; layout of the text on the whole page or in several columns; different colors, fonts and writing styles for headings and body text; background illustrations and quality photos; links to rubric topics on each page. The pages of most desktop marketplace websites are rarely designed in the same style. Most often, when designing marketplace websites, the Metro, the American business and Magazine-newspaper style are combined with one another.

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