The Application of Visual Art Design in E-commerce Websites

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Abstract. With the development of the economy, the role of e-commerce websites in the sales of products has become increasingly prominent. This is the result of comprehensive reflection of various factors, and the visual art design therein has a huge role in promoting sales. Effective visual arts promote consumer buying decisions. Visual marketing has become an effective means in the field of e-commerce. This paper analyzes the advantages and disadvantages of e-commerce websites in sales, summarizes the current state of visual art design in e-commerce, and puts forward the practice of applying visual art design and application in e-commerce applications to promote advantages and make up for lack of recommendations.

Introduction

E-commerce is the development need of our time. It optimizes and integrates network resources and is an emerging business operation model with sufficient time advantage. For traditional sales channels, e-commerce is a new kind of blood, and it is a supplement. On the one hand, for the idea of self-determination, the two sales methods form a competitive trend. On the other hand, for the open ideas of constantly updating knowledge and information, the two sales channels can promote each other. In e-commerce, because of the unique online browsing and transaction mode, the expressiveness of visual arts is particularly important. Scientific and effective visual marketing can greatly improve the operational level of e-commerce and can promote the rapid growth of economic efficiency.

The Advantages of E-commerce Websites

Compared with traditional sales, there are many advantages to using e-commerce sites for sales. First of all, there is more room for presentation and more detailed content introduction. Since the physical storefronts are relatively expensive and the space is relatively limited, each product cannot be fully introduced and displayed. For example, the design, materials, and other back-end information are not very good. Brand related information, the length of the page of an e-commerce website is unlimited, and it can be very detailed about any information related to the product. Of course, this requires the necessary picture or video design to explain or explain.

Secondly, some experience effects can be displayed without experience. Some commodities need to be experienced before consumption, such as clothing, shoes, hats and so on. The e-commerce website can show the wearing effect through models and other forms. In addition, e-commerce website, "feedback" and other pages can also see the effect of the wearer of the old consumer, to provide a very valuable reference for new consumers.

Thirdly, e-commerce websites have evaluation mechanisms and post-purchase information feedback. In traditional sales, the amount of customer purchases and evaluations are only available to the store's sales staff who have full and real information and consumers cannot know. This asymmetric information phenomenon makes consumers feel uncertain about the relevant information and is indecisive in the process of purchase. And as long as the feedback data on the e-commerce website appears on the website, it can increase the consumer's trust and certainty. Non-professional shooting from reviews and pictures of consumers can also increase the credibility of product purchases.
Fourthly, it is possible to compare the price, the same paragraph or similar goods. The “comparisons” in traditional sales behavior can be realized in just a few minutes on the e-commerce website. In the traditional sales model, we use the form of walking and consumers dictating to complete the comparison. But now, according to the similarity and relevance of the pictures, the search engine on the e-commerce website can find more similar or same-sex products. For consumers, maximizing the convenience of purchases saves a lot of time for customers looking for products. Today’s big data analysis also facilitates businesses. Businesses can provide more suitable recommendations for customers through big data analysis. They can also filter customers and provide tailor-made products for customers. The price comparison and query are also not available for physical sales. In traditional sales, local regional differences do exist, but e-commerce websites can eliminate this difference. Consumers can see the same goods in different sales methods and different geographical sales prices on an e-commerce website to better decide on the purchase.

To sum up, we can see that in the e-commerce website, visual arts appear in every aspect of it. The lack of visual arts e-commerce website is difficult to attract the attention of consumers, but will not produce follow-up purchase behavior. In the fierce market competition, the main push of visual art design is an essential element of sales success.

The Status Quo and Problems of Visual Art Design in E-commerce Websites

The Visual Design and Product Quality Do Not Match

In the visual arts, because the goods cannot be directly touched, they can only rely on picture association or video display. Many electric shop homes have realized the importance of visual arts and made corresponding efforts in pictures and display. However, due to the eagerness or chance of merchants wishing to sell their products, there are some phenomena such as the inconsistency between pictures and objects, exaggeration of the utility of goods, and distortion of information in the visual arts performance, leading to a psychological gap in the receipt of goods by consumers. Satisfaction declines, and duplication of purchasing power is low. In the short term, it is not conducive to the credit accumulation of businesses. In the long run, it is not conducive to the long-term development of e-commerce.

The Lack of Visual Art Contents and the Lag in Technology

Due to the limitations of e-commerce websites, full experiential consumption cannot be achieved. However, some consumers are very fond of experiential consumption, clothes need to try on, food needs to be eaten, and some businesses need online and offline activities to participate. But a picture or video presentation on an e-commerce website cannot meet these needs. Many deficiencies in the pre-preparation work of the show, such as market research, marketing planning, store positioning, audience analysis, product positioning, etc., lead to insufficient content and lack of persuasiveness in the poster and video on the posterior picture or video. Many businesses now introduce AR or VR technologies, but the current penetration of these technologies is not high.

Lack of Professionalism on Visual Art Design

Because of its unique online operation characteristics, e-commerce determines that it must rely on excellent visual performance to realize the consumption of goods. Due to limitations in their aesthetics or lack of attention to visual arts, some online stores simply describe, upload less pictures, or describe redundant and messy text descriptions, and display rough and low quality pictures. The person cannot understand the product, need to spend a lot of energy to choose, the purchase experience is low. Some e-commerce websites are too complicated to design, and consumers will lose patience and leave. Some e-commerce website designs have experienced delays such as excessive information and long loading times. Consumers will lose their patience, and they will leave to browse e-commerce websites.
Visual Art Intervenes in the Development and Application of E-commerce Websites

Based on the deficiencies in the existing e-commerce websites, we can take advantage of the visual art design itself to promote the sales of e-commerce website products.

Scientific and Reasonable Page Layout Design and Structure Planning

The scientific layout of page layout design and structure planning means that within the limited layout space of e-commerce stores, pictures, texts, and other elements should be used according to different purposes, through scientific and aesthetic layout settings, and professional layout design techniques should be used. Realize the effective promotion of product display and achieve sales. Page layout design determines the overall aesthetic level of a web page. Scientific and reasonable structure planning can focus on precise marketing. In the page layout, we must fully consider the browsing habits of consumers, scientifically and rationally organize and divide the layout, highlight the key, but also should prevent the omission and asymmetry of information, to achieve a dense and sparse, divided into categories, complete display of information.

In terms of layout, the traditional page generally places the main logo of the website in the upper left corner, navigation can be placed in the upper middle position, the left side is secondary navigation or important prompt information, and the right side is the main body of the page. This not only can present a large amount of information, but also can achieve the purpose of conveying information through reasonable division of the forum. This structure is consistent with the traditional reading habits. Arranging information from top to bottom and from left to right does not require the viewer to spend more time adapting. Of course, the page layout design can be based on different sales products, different sales methods, choose a more suitable layout design. Therefore, in the more familiar page design, we can develop similar styles of different styles of page layout.

In general, the amount of information that needs to be processed and published in e-commerce websites is relatively large. For example, when it comes to product distribution, products of different types and different models are involved. Under the same category, there are different product series. Under the same series, it may be contains a variety of different products and more. This requires a reasonable arrangement of the organizational structure and hierarchical relationships of the site during the planning of the site, so that the classification is clear, the logic is strong, and many are not chaotic and orderly. In planning the site structure, it is a good idea to draw the organizational chart of each level of the page. In the planning of the structure, it is not only necessary to stand in the perspective of being familiar with the company and its products, but also to reflect the professionalism. At the same time, the behavioral habits and psychological feelings of consumers when they visit the webpage cannot be ignored. To understand that good visual art design can create a good user experience and increase sales.

Clear Theme and Correct Positioning

An excellent design must serve the expression of its theme. What kind of website should have a design that matches its theme. For example, the government department website mainly provides government affairs information and public services, and individual websites generally have the main purpose of displaying themselves, sharing knowledge and various information resources, and making friends and entertainment. The main purpose of an e-commerce website is to promote corporate image, publish product information, and provide business services, thereby facilitating online sales. Therefore, the visual designer as an e-commerce website must have sufficient understanding of the company and the product in order to find a clear positioning in the overall planning of the website. Designers should strive to create a visual environment that meets the design goals, highlight the topics, and achieve the best results of the topic appeal.

In the style positioning, we need to ensure that the design style integrates with the entire brand image and the information conveyed by the website. For example, commercial websites that sell masculine razors and sell women's cosmetics should have different styles, colors, etc. In addition, even if they are the same type of goods, they should also consider the characteristics of the products themselves. For example, all are women's wear, but women's wear has European and American
styles, Chinese styles, and Japanese and Korean styles. According to the occasions, they can be divided into formal wear and casual wear. Different clothes should have corresponding design styles. Formal dress should have a rigorous and formal visual impression. Similarly, if a casual style website looks serious and rigid, it does not make consumers feel relaxed and casual.

The category of commodities is tens of millions. No matter what kinds of commodities, they all have their own attributes. They all have different attributes of different consumer groups. Thoroughly studying them requires the support of consumer psychology and related disciplines. Designers are needed. There is a wider knowledge reserve. In general, whether it is a cheerful and comfortable web page layout, or a layout of excitement, excitement, etc., as long as the theme is clear and properly positioned, it can stimulate the willingness of the target consumer to purchase.

**Artistic Design of Pictures and Videos**

Today is an era of picture reading. Consumers pay more attention to pictures than words, because reading pictures is easier and more satisfying than reading. Especially in the browsing mode of sales, consumers are more likely to stop reading text slowly. It can be clearly found in the survey that the number of pictures on a page is directly proportional to the number of views. Visual design should not only be simple, concise, clear and precise, but at the same time emphasize the artistry, it should pay more attention to viewers through unique style and strong visual impact. In order to allow consumers to rely on visual production to make purchases more smoothly, the design and adjustment of pictures and video presentations need to be handled meticulously.

In visual art design, the performance of a picture or video should be clear and real, both aesthetic and artistic. First, the shooting of photographs or videos requires professional photographers to deal with the aspects of composition and lighting, and use professional perspectives and means to deal with them. Special displays such as lighting, angles, accessories, and backgrounds can display the products well. The advantages and features. Only in this way can the best state of the goods be presented to consumers. Secondly, when uploading pictures or uploading them to online websites, it is necessary to ensure clarity and ensure that there is no problem of excessive loading time during browsing. In particular, the display of videos should be quick and clear. As the speed of the Internet speeds up, consumers' tolerance for loading time is getting shorter and shorter. This requires that when compressing a picture or a video, it is necessary to preserve the color information and to compress the color information as much as possible. For the selection of values, specialized processing is required. Third, the processing of pictures or videos needs to be reasonable and natural. Although various graphics and image processing software is powerful, it does not rule out that many people unconditionally pile up a large number of materials. This does not help consumers understand the screen. The selection of material in design needs to have a certain aesthetic height. In addition, although we have applied graphic processing software, we should ensure that we can truly display the goods, and we must not let the pictures received by consumers be far from the goods themselves.

**Emphasis on the Use of Color**

In the sales of e-commerce websites, full reference should be made to relevant views in color psychology. The color planning of e-commerce websites is actually similar to the color requirements of other types of designs. For example, it is necessary to serve content and themes. The overall harmony and unity of beauty should not be too complicated and messy. It should also be directed at the cool and warm colors and the strong and dark colors. Degree and saturation of colors are used for visual marketing and communication. However, because e-commerce websites are a form of survival in the Internet space, there are also some color specialities that are different from other design categories. For example, taking into account the speed of data transmission on the Internet, the general website will limit the size of the picture, and the richer the color, the larger the image and the slower the transmission. Therefore, the color of the e-commerce website is "Web page color mode, which is actually a color mode based on summarization and compression. In addition, between the main page of the website and each sub-page, we must also pay attention to the overall sense of color and the corresponding relationship. In general, in the design, we will sort out
the color profiles that we need to use, the main color, the auxiliary color, etc. Some e-commerce sites also have offline physical stores. Therefore, in the use of color, we must consider the color of the brand. Overall communication.

Conclusion

Nowadays, the rapid growth of e-commerce is an indisputable fact. With the volume of online trading orders being refreshed again and again, the tremendous business opportunities brought about by the online trading model are beyond any doubt. With the development and expansion of e-commerce and the increase of Internet shops, the scope of consumer shopping choices is also increasing. How to make their own products attract consumers' attention in thousands of similar products depends largely on visual art design. The future sales must also rely on the added value of the brand to win consumers, and we will eventually achieve a comprehensive transformation of corporate sales. The application of visual arts is reflected in all aspects, the result of visual arts, not the stacking of various materials, not to mention the disorganized display. It is the organic combination of various elements that influence each other and together form a good overall. Since the selling price on e-commerce websites is open and transparent, the effect of visual design cannot be underestimated in order to attract the attention of consumers for goods with similar quality and price. It can be said that visual art is the premise of consumer online shopping. A website that does not attach importance to visual design is definitely not an excellent e-commerce website. Because, in the course of e-commerce transactions, consumers cannot touch or listen, nor can they try. By relying on "seeing", how to make consumers see and willing to see, look for a long time, this is the core problem to be solved in the visual design of e-commerce websites. For e-commerce, vision is power, or even sales. The performance of the visual arts is implicated in the growth of the e-commerce brand value, but the driving force is strong, overall and planned. As its superstructure, design art is gradually expanding its application areas, allowing it to function at all levels, so that different consumer groups can feel the power of visual arts. The visual arts have a lot of room for improvement in promoting the sales of e-commerce websites.

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