

# Research on Visual Communication Design Based on E-Commerce Web Interface

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**Abstract:** The popularity of the Internet and the application of the market have led to the rapid development of the e-commerce industry. The business model of the e-commerce industry has changed dramatically compared with the traditional industry, that is the design of the e-commerce web interface. The e-commerce web interface is carried out based on visual communication design. Different e-commerce platforms and different brands, and visual design levels are also different. The author analyzes the current status of designing e-commerce web interface, then explains the design principles of e-commerce web interface, and finally studies the main points of visual communication design based on the e-commerce web interface for peer communication.

## 1. Introduction

In November 2014, the first Internet conference was held in Wuzhen of Zhejiang province. The government showed support from various preferential policies, and the general public showed strong support from the turnover. E-commerce wants to develop more profoundly, and the web interface design is especially important. Compared with the ordinary website interface design, the e-commerce web interface needs a stronger sense of visual communication so that customers can obtain key information in visual guidance to help customers decide whether to conclude a transaction. So the visual communication of the e-commerce web interface plays a role of visual guidance and commercial value. Therefore, it is important to explore the visual communication of the e-commerce web interface to help e-commerce users improve their business value.

## 2. Analysis of the Current Status of E-commerce Web Interface Design

Under the Internet-based environment, the process that customers conduct business transactions online can be called e-commerce. Current transactions between customer and merchant can be carried out from B2B, B2C, C2C, and G2C, such as Alibaba, Jingdong Mall, Taobao, and 12306. Today, websites are endless, and customers have more and more choices. For merchants, it can be carried out from service, page visual communication, and after-sales to retain customers and give customers a higher sense of experience. The visual communication of the page occupies the first place in the entire sale. Only when the customers are attracted by the exquisite visual communication design, will they enter the store to carry out the subsequent activities. The visual design of the e-commerce web interface has also received more attention in the entire e-commerce industry. Tmall and JD.com have established professional studios to complete the interface design, and continuously improve various interfaces to achieve the role of visual communication and guidance<sup>[1-2]</sup>.

To a large extent, the visual communication of e-commerce web page interface is actually the mode of aesthetic design combined with commercial design, so there is no specific specification and standard. As long as the visual elements can be reasonably used to make customers interested in the goods in the shop and to promote the sale of products, it is to achieve the goal. Specifically speaking, the e-commerce web interface consists of three major directions, namely the first page, the list page and the product details page, and there are various small modules under each major direction. The ultimate goal of all modules is to fully show the characteristics and advantages of the

products to attract customers visually and to deepen the brand into customers' hearts to improve sales. From the perspective of customers, the ultimate goal is to find stores, enter stores, browse, get important information and purchase by one-click. Imagine that when you enter a shop, if its picture quality is poor and layout is chaotic, its product and quality are likely to be internal chaos. Therefore, visual communication, to a large extent, also represents the core concept of the brand. Good visual communication is also the promotion of the brand. No matter whether the customer purchases this time or not, the brand will always retain the customer after penetrating into the customer's heart and obtain commercial value<sup>[3-4]</sup>.

### **3. Principles of E-commerce Web Interface Design**

Although there are no specific standards and norms for the visual communication design of e-commerce web interface, two design principles should also be paid attention to.

#### **3.1 The Principle of Customers-center**

E-commerce web interface is ultimately the shopping platform of customers, and the ultimate reader is customers. Therefore, when designing the visual communication of e-commerce web interface, we should put the customer's needs first. When customers enter the store, we should focus on the shopping desire and the rich emotional needs of customers. When customers enter the store, they observe the interface with "quality sense", and they recognize the e-commerce users more, show more trust to the store, and establish a special emotion to improve the brand's position in the customers' mind. To a great extent, customers' aesthetic level of e-commerce web interface also helps to promote the development of visual design of e-commerce web interface, so this promotion is two-way.

#### **3.2 The Principle of Consistency**

The e-commerce web interface needs to be designed according to the items sold in the store and their nature. During this period, all contents and forms should show the principle of consistency. All text design should be carried out under a large background and a large standard. Color matching should pay attention to coordination. Text, color and final style should be consistent. On the other hand, the design of e-commerce web interface should unify the visual style. For example, the layout should be the same, the spacing of pictures should always be the same, and the filling of content should also be the same. Only in this way can the visual style be basically unified, can such a website leave a sense of visual security in the hearts of customers, and can help customers improve the efficiency of browsing interface and improve customers' satisfaction with product design.

### **4. Key Points of Visual Communication Design based on E-commerce Web Interface**

The visual communication of the e-commerce web interface occupies an important position in the sales of e-commerce merchants. Research on the design points of them helps e-commerce merchants to sell better, and the promotion of sales is the core. The author summarizes three main points of the designs this time, and analyzes from the design of the text, the design of the color, and the design of the theme.

#### **4.1 The Design of the Text**

The Chinese characters commonly used in visual communication design of e-commerce web interface are generally Microsoft Yahei or Songti that are relatively more popular among readers; the commonly used English font is Times New Roman. There are also some merchants who choose Arial. These two English fonts are commonly used in professional journals in the world. It is worth noting that the use of Microsoft Yahei generally chooses the sans-serif font, which has good effect in the title. In addition to the choice of fonts, the design of text should also pay attention to two points, that is, there are no more than two fonts in the page interface design and the font style that comes with the selection system. The general font of the system can ensure that the typesetting of

the front-end developers is consistent with the interface that customers browse. Otherwise, garbled characters may occur, which will affect the overall visual communication effect. In the visual communication design of the e-commerce web interface, from the analysis of customer browsing experience and customer's visual factors, 16PX font is generally selected, 14PX is selected for small fonts, 18PX is generally selected for title fonts, and 12PX is selected for introductory text. When selecting the color of the text, from the visual communication effect analysis of the entire e-commerce web page interface, in order to achieve completeness and uniformity, it is ideal to choose gray and black fonts. The visual communication design of the brand merchant can start from the standard color of the brand, and appropriately increase the derived color to complete the design. In general, the color design of the text should also start from the brand image, so that customers can get a good experience from the visual communication of the shopping web interface <sup>[5-6]</sup>.

## **4.2 The Design of Color**

Based on the analysis of visual communication angles, the design of color occupies an important position in the entire e-commerce web interface, which is directly representative of the style of the web and the image of the brand. The design of color should be based on individuality and style to achieve eye-catching effects and make the content of visual communication appear. The visual communication design of the product web interface can be considered from the type and style of the product, and the colors can be specified. The web interface should have a standard color, which is generally the standard color of the brand, and the rest of the auxiliary colors can be derived from the standard color. For example, the standard color of Coca-Cola is VI, and the auxiliary color can be obtained by adjusting the transparency and purity of the standard color. The same color, the difference in transparency and purity can show the diversity of colors and also achieve the uniformity of colors. In the design of a web interface, generally speaking, there are no more than three colors.

## **4.3 The Design of the Theme**

In order to achieve better visual communication, the design process of e-commerce web interface should focus on the theme of e-commerce and the products sold. In the layout design stage, all information is classified to ensure the visual fluency of customers when browsing, and the main areas of the store can be browsed in a short time, so as to help customers choose the type they like in the first time. Generally speaking, the more distinct the design of the theme, the more prominent the sense of interface design, the more successful the visual information communication of the interface, and the more ideal the visual communication effect of the e-commerce web interface. Simple and simple style is more popular. The module is simple and efficient, which reduces search time and can help improve the experience of customers. The simple style is the simple commodity classification, the simple color matching, and the simple atmosphere, which can give customers a bright feeling in front of their eyes and can show the taste of the brand. However, it does not mean that the visual communication design theme of e-commerce web interface can only choose the color of black and white gray. The theme can be displayed from the brand with both artistic design sense and aesthetics to meet the commercial requirements <sup>[7-8]</sup>.

## **5. Conclusion**

The visual communication of e-commerce web interface has high commercial value for e-commerce users. The overall design should follow the principle of customer as the center and the principle of consistent design, and finally grasp the main design points, color design points and text design points to truly present the guiding role of visual communication. Only the color, text, graphics and other visual elements of the web page are presented more exquisitely, can they leave a good impression on customers, can they spread the brand, and can they improve the visit and turnover of e-commerce websites.

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