

Research Article

Food Enterprise Web Design Based on User Experience

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Abstract: Excellent auxiliary food enterprise web design conveyed good visual transmission effect through user experience. This study was based on the food enterprise managers and customers as the main operating object to get the performance of the web page creation, web page design not only focused on the function and work efficiency, the most important thing was that the user experience in the process of web page interaction.

Keywords: Food enterprise, interaction, user experience, web design

INTRODUCTION

At present, with the support of science and technology and the rapid development of Internet and mobile communication technology, web page became the main carrier of most forms of information, Food Enterprise web-page design had become one of the man-machine interface and became more and more important. As more and more users started browsing internet, online purchasing, discovering new software, locating and releasing all kinds of information. Network was facing all kinds of people, rather than the computer professionals. Food Enterprise web-page design was the major medium website for computer users to input and output large amounts of information. In general, Food Enterprise web-page design was still based on computer system implementation. Food Enterprise web-page design man-machine logic structure diagram is shown in Fig. 1.

Food Enterprise web page format design (Fig. 1), according to the CIS (Corporate Identity System), especially with the format VI design, it occupies the important position in the web page art design. Web format design which is multimedia elements in the limited screen space for the arrangement of organic combination, represent the rational thinking of individuation (Jun-Jie *et al.*, 2010). It has a Food Enterprise style and artistic characteristics of audio-visual to convey information. Web design as a kind of visual language, should pay attention to format and layout, although the design of the home-page is not the same as the graphic design but they have many similar characteristics which should be used fully. A sign of format design through the space combination, text, graphics of the Food Enterprise, shows the harmony and beauty. An excellent web designer should also know where the graphics should fall in order to make the whole web page excellent. Multi-page site page layout design requirements reflect the organic

connection between the pages, in particular to deal with page to page and the relationship between order and content (Qian and Shi-Guo, 2009). In order to achieve the best visual effect, we should pay attention to the rationality of overall layout, make them smooth visual experience.

In Food Enterprise web page design for research experience, the main draw were the lessons from the theory and method of study foreign mature developed countries and the user experience expert Robert Rubino FF's theory was more widely used according to the user experience expert Robert Rubino FF theory, the brand, content, features and availability were the most important factors that affect the user experience (Da-Shen, 2003). Food Enterprise web page design of the user experience ultimate goal was to improve the customer satisfaction, improve user perception, for Food Enterprise web-page design of user experience research needed to follow to the user as the center and the integrated use of a variety of disciplines, brand, content, features and user experience factor reflects the maximum availability (Ying *et al.*, 2010).

MATERIALS AND METHODS

Food enterprise web-page design human-computer interaction: Food Enterprise web-page design was the major medium website for computer users to input and output large amounts of information (Jie, 2008).

This study emphasized on managers were able to input a lot of information through the Food Enterprise web-page design and customer to study and exchange according to the development of technology. In general, Food Enterprise web-page design was still based on computer system implementation. Food Enterprise web-page design man-machine logic structure diagram is shown in Fig. 2.

Food Enterprise web-page design between human and machine interaction of specific process was as

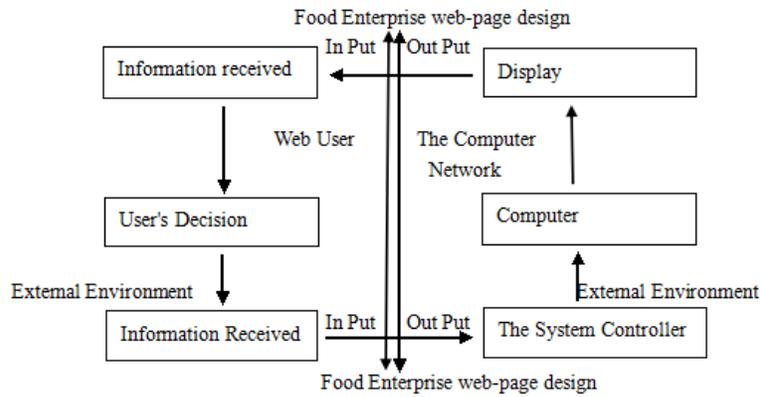


Fig. 1: Food enterprise web-page design logical structure

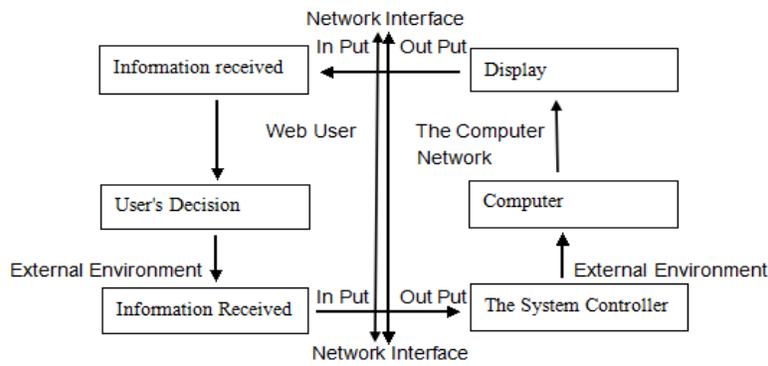


Fig. 2: Food enterprise web-page design human-machine logical structure

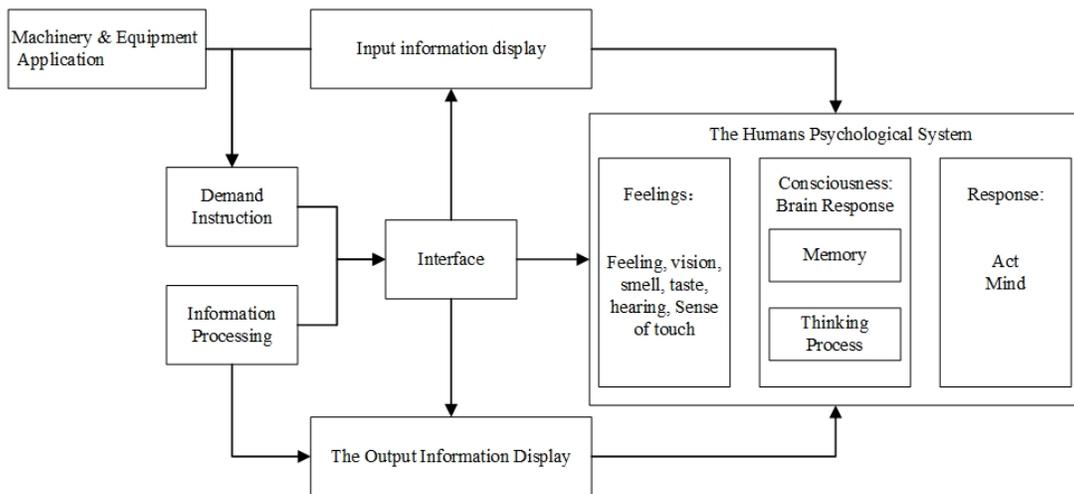


Fig. 3: Food enterprise web-page design human-computer interaction process

following: Food Enterprise web-page design for users provided a visual image and supporting site access to relevant information in many ways, such as query retrieval, etc. Type the command to the system, the input parameters with related content, mediated by computer network system would receive all of the commands and information and then through the Food Enterprise web-page design display reflected the

information feedback to the operator or the result of the operation. Food Enterprise web-page design human-computer interaction process diagram is shown in Fig. 3.

User experience of food enterprise web-page design: In the process of interface settings, it could make access to the operator of euphoria. The functionality of the site

was the key of the user experience. Weighing the network interface, interactive planning was one of the first application of user experience, a good Food Enterprise web-page design needed perfect structure and functional characteristics. The process of operation could make the operator feel pleasant feeling and strengthen operation. In order to improve the efficiency in use and, it needed the user being the center of the organization's Food Enterprise web-page design and services, using creative work to achieve their own value, taking pleasure in the process of users in the use of specific use.

For the specific operator, the user experience was a perceptual user using a process of psychological feeling of web design, including consumer impression, the operation of the site, endures and the degree of confusion and error. When user experience formed the users to feel about the overall site operation, these determined the competition of differentiation between web pages and contrast and determine whether or not the web page of the operator would appeal for information becoming a long-term supporter of the site.

Through food Enterprise web page version of the design, hope for the network classroom purchasing of customers, the user experience emphasizes was a perceptual user-customers in the process of using the web design could produce all kinds of psychological feelings. This psychological feeling included customer impression to the operation of the food Enterprise website and to endure, in the operation of doubt and endure the extent of the operation. When the customer experience formed the whole operation of the web site after feeling, it determined the customer's choice of food Enterprise web operation and purchasing, also determined the operator of the web page-whether customers would hold the attraction of information being state of autonomous purchasing.

Research methods of user experience for web interface design: In user interface design for research experience, the main draw were the lessons from the theory and method of study foreign mature developed countries and the user experience expert Robert Rubino FF's theory was more widely used according to the user experience expert Robert Rubino FF theory, the brand, content, features and availability were the most important factors that affect the user experience. Food Enterprise web-page design of the user experience ultimate goal was to improve the customer satisfaction, improve user perception, for Food Enterprise web-page design of user experience research needed to follow to the user as the center and the integrated use of a variety of disciplines, brand, content, features and user experience factor reflects the maximum availability.

Introducing the theory of psychology and aesthetics to sensory experience design: By using the theory of

aesthetics in the space layout, color was tie-in, visual center of the core theory, according to the specific need of web page design, sensory experience of Food Enterprise web-page design. After the user access to the site, the site layout of a Food Enterprise web-page design of the first impression was the website interface's visual effect, embodied in through a Food Enterprise web-page design to give visitors a raw concept or an initial impression, both sites on the Food Enterprise web-page design concept, visual and psychological habits of the surrounding environment to accept others' price changes of color collocation and aesthetic consciousness, better feel he could inspire web users intuitive aesthetic identity, led to the better user experience in web pages.

The designer in the process of design needed to take into account the operator user experience and sensory experience, in the design process need to reasonable use of form, color, graphic design elements such as the unification of the collocation and echo, balance, contrasted between the various design elements, such as density, collocation design way, through a variety of design elements of collocation was used to enhance the website interface's visual art effect, effectively guide the user through means such as color, composition of visual focus, in use have a clear guidance effect, through this kind of guidance role was more clear to show all kinds of information of primary and secondary relations and task process sequence, the user in the process of our website pages using the joyful vision, good sense of hearing feeling, creative thought for users.

Web 2.0 technology was adopted to improve the food enterprise web-page design interaction design experience: Made by the Web 2.0 related technologies, including RSS technology, AJAX technology, the classification label (tag), reference (reference) as an auxiliary means to improve the Web was interesting and user friendly interface. Ajax technology changed the communication mode from synchronous interaction instead of asynchronous interaction, partial refresh browser on-demand, relieve the pressure on the server and network bandwidth. Ajax technology reduced the frequent page jumps and bad phenomenon, brought users a similar desktop application experience and improved the system's user interface experience effect; Ajax technology achieved in concrete production efficiency and coherent food Enterprise information management technology. Study prompted web browsing use as a pleasant enjoyment, increasing the service efficiency of website page, greatly stimulates the user?

Emotional experience for food enterprise web-page design through the psychology theory to design guidelines: User psychological theory as the standard,

the operator completed the task status and attitude to complete the task of quality played a very important role. In a situation like this with different cultural background of different environmental factors under the user's access to the Internet, the purpose of the Internet behavior and psychological reaction were carried on the thorough analysis. In order to study how to make the user more convenient and faster access to the site you need information, simple and efficient to complete the task. In order to improve website page of emotional experience, including the page loading response speed in the page, needed to make sure that the page within 3 sec at the same time, open web site needed to reduce the operation difficulty. In order to simplify the operation process to avoid the user frustration, it made the user feel comfortable.

RESULTS AND DISCUSSION

Food enterprise web-page design principle of user experience design: The needs of the user experience for the center with the user use the Food Enterprise web-page design mainly, the specific need to follow the below principles.

Website content structure was reasonable: About Food Enterprise web-page design, the user demand oriented reasonably substantial information architecture announced a Food Enterprise web-page design, so that a wide variety of information could be the operator swiftness, retrieved correctly to our needs was a web page interface hub plan the successful or not. We needed to build a complete web site, the content of the Food Enterprise web-page design structure reasonable made its operation convenient user query information, can quickly let users find looking for content to be accessed.

In view of the Food Enterprise web-page design on this topic, needed reasonable organization of course information, convenient customer and teacher quickly and accurately found the information you need. A web page could only be better on the content structure reasonable to attract the user's operation, convenient for customers and managers knowledge query.

Website information interaction ability: About the auxiliary food Enterprise web design, through the website of information interaction function can make customers actively involved in the process of autonomous purchasing, also can timely communication with managers and can provide website maintenance and construction of its own operation opinions and Suggestions, to make the website can continuously enrich full up.

Website interface design practicality: It needed information to serve users and find out in the most eye-

catching location information and being an important target site Food Enterprise web-page design. By letting users find knowledge you need in the fastest speed, it could fully embody the practicability of website interface design.

The research contents of this study was the need to customers and could be very convenient to find the web page you need knowledge, therefore, demanded by the web service information and materials to meet the needs of users in the most eye-catching position. It could make the customers in the shortest possible time to find the content of you want, so as to embody the practicability of web pages.

Website interface design usability: Website interface design needed to accord with the needs of users, making the site users quick and efficient user needed to achieve goals. Website interface design with the support of technology better helped users and found web users, it would need to have good availability of site basis, helped them to complete the task successfully.

Website interface design ease for usage: "Don't let me think about" the first principle of website optimization effect was the famous website interface design master Steve krug suggests the important theory. When a website content, columns, function reached a certain size, ease of use and need to improve, in order to realize the fast effective for the purpose of the website interface information.

Web design research, this study was to consider ease of use, only a web page was easy to operate, could attract the customers to consciously active purchasing and communication to a web page.

Website design extensibility: A complete web page must have the extensibility of information, according to the characteristics of such, it had introduced web design personalized design and could arbitrarily change the color of the web page color scheme by the user, picked out their own solutions and made the customers interested in the web of independent operation. How easy was a simple request, accessing to more content is higher requirements.

Food enterprise web-page design user experience design process: User experience was throughout the whole process of Food Enterprise web-page design, from the strategic design to the visual interface design. Every stage of the design was based on more than one phase design on the basis of the design results and more than a stage for the next phase of the design. Food Enterprise web-page design, user experience design process included the user's needs and goals, functions and specifications/content/ navigation design, interaction design, information design and visual design

process, from the abstract to the entity, from awareness to all of the process.

This study mainly puts forward the user experience of Food Enterprise web-page design principles and methods of web design to lay the foundation for extracurricular auxiliary food Enterprise, the emphasis was on planning Food Enterprise web-page design includes the user experience, considered the purpose of user experience design rule, a Food Enterprise web-page design and substance process three aspects.

CONCLUSION

Food Enterprise web-page design of the user experience research methods referred to foreign developed country mature theory and method of research, fundamental goal was to improve the customer satisfaction and improved user perception, for Food Enterprise web-page design of user experience research needs to follow to the user as the center and the integrated use of a variety of disciplines, maximum reflected brand, content, function and usability in these four factors affecting user experience. To users as the

center, including user needs, site goal, functional specification, content requirements, interaction design, information design, visual design, navigation design from the abstract to the entity, from awareness to all process was geared to the needs of the user experience of Food Enterprise web-page design is mainly to reflect.

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