

# Добри практики в дизайна на електронните магазини

Георги Линков

\*\*\*

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# I. Общи постановки

01. Поставете си ясни търговски цели
02. Поставете си реалистични времеви рамки за реализация на проекта
03. Разделете мащабния проект на фази
04. Дефинирайте възможно най-точно таргет групата си
05. Не пестете от R&D
06. Дефинирайте отчетливи търговски предимства и ги изкажете ясно
07. Създайте средносрочен и дългосрочен план за развитие на платформата
08. Възползвайте се ефективно от предимствата на интернет медията
09. Проучете и анализирайте добре конкурентите си
10. Отделете изключително внимание на представянето на продукта/услугата
11. Не подценявайте тривиалните логистични проблеми
12. Не подценявайте ползваемостта
13. Не подценявайте визията
14. Не подценявайте емоцията
15. Не подценявайте характера
17. Съсредоточете се върху бизнес целите
18. Създайте лоялна аудитория
19. Комуникирайте проекта си чрез интегриран медиен подход
20. Обърнете внимание на копирайта
21. Бъдете смели

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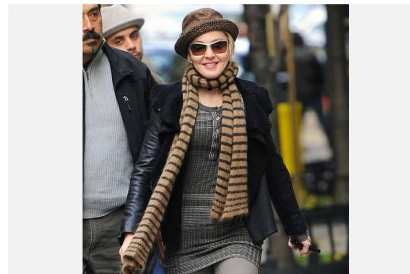
  

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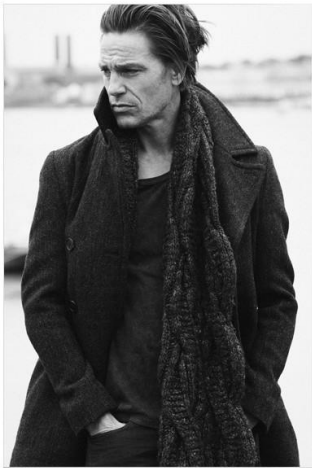
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Obey Jacket  
Was £175.00 / Now £70.00



Alloy Mac  
Was £150.00 / Now £75.00



Jugular Coat  
Was £225.00 / Now £90.00



Riven Coat  
Was £225.00 / Now £112.50



Jugular Coat  
Was £225.00 / Now £90.00



Incubus Jacket  
Was £195.00 / Now £78.00

Shop by Size Select

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Rollover to zoom



Image 1 of 3

## Kayak Rip Runner

Was £85.00 Now £34.00

DETAILS DELIVERY CARE GUIDE

Colour Indigo

A relaxed regular fitting square top block that sits on your hips with a twisted leg, inspired by the natural skewing / twisting of vintage jeans, creating a natural 3 dimensional jean. Comes vintage laundered in a grey-cast indigo denim. Worn in areas have been achieved with hand abrasions and fine single needle repair stitch. With signature profile stitch on back spade pockets, laundered brown leather patch and antiqued nickel finish trims.

Fabric 100% Cotton

Select size:

28 30 32 34 36 size guide

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Blackboard Runner



Kayak Rip Runner

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## YOUR DETAILS

### Addresses for your order

BILLING ADDRESS SHIPPING ADDRESS  
Georgi Linkov Georgi Linkov  
1000 Sofiya 1000 Sofiya  
Bulgaria Bulgaria

CONTINUE

CHANGE BILLING ADDRESS

CHANGE SHIPPING ADDRESS

## YOUR ORDER DETAILS

Name: Georgi Linkov  
Email address: georgi.linkov@studiev.bg  
Telephone: 00359271171  
Change Details



Kayak Rip Runner  
Indigo  
Size: Size 28  
1 x £34.00

£34.00

Sub Total £34.00  
EU Shipping - Free £0.00  
TOTAL £20.33

### BILLING ADDRESS

Georgi Linkov  
1000 Sofiya  
Bulgaria  
Tel: 00359271171

### SHIPPING ADDRESS

Georgi Linkov  
1000 Sofiya  
Bulgaria  
Tel: 00359271171

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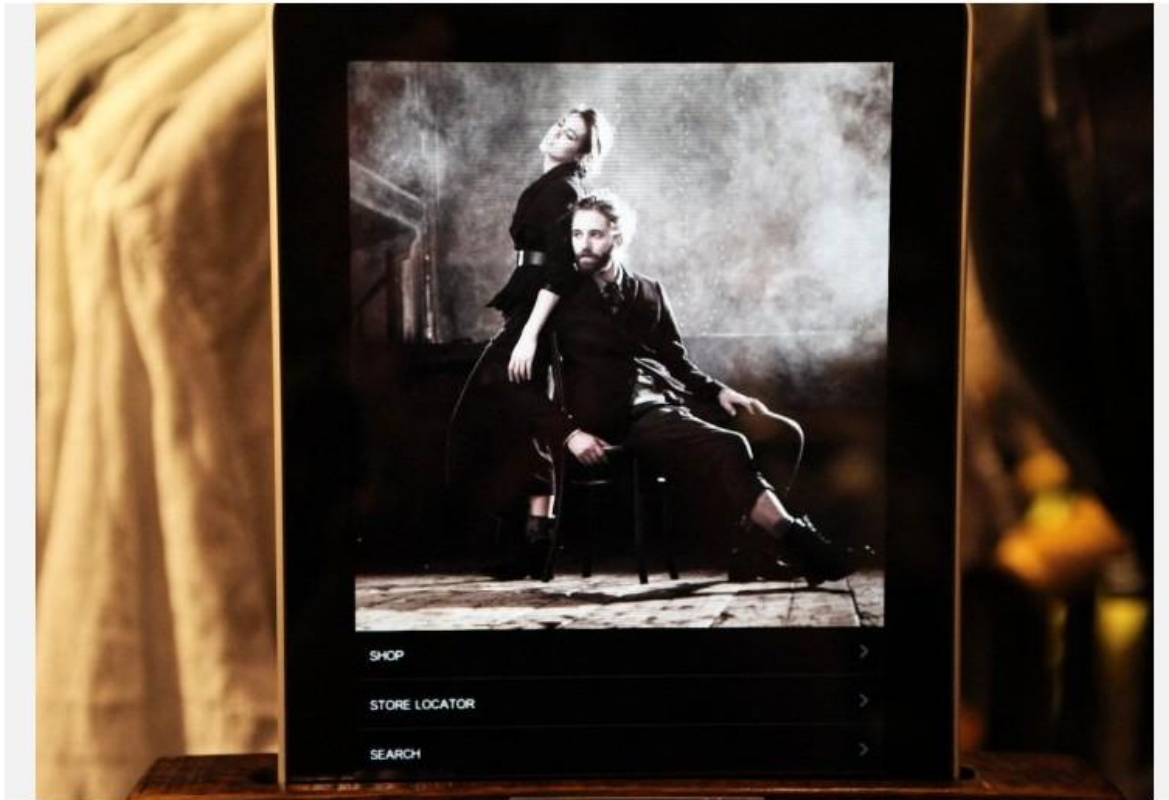


Tonic Scoop



Ray Boot





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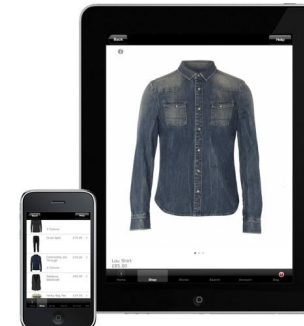
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**ALLSAINTS SPITALFIELDS**

LOT. No.  
A -



YOUR ORDER HAS BEEN PLACED WITH ALLSAINTS.  
ORDER DETAILS ARE AS FOLLOWS:

Order Number: 1863729

description	Quantity	TOTAL	vat
Harrison HI Top - Colour: Chalk - Size: Size 7/81	1	£26.67	£5.33
Place Tie - Colour: Choc - Size: One Size	1	£20.83	£4.17
<b>Sub Total</b>			£47.50
<b>Shipping</b>			£0.00
<b>Total ex vat</b>			£47.50
<b>vat</b>			£9.50
<b>TOTAL</b>			£57.00

Order Number 1863729

Dear Georgi,

Thank you for shopping at AllSaints.

Below is an update to the status of your order.

Product Description	Price	Qty Ordered	Qty Shipped	Sub Total
Harrison HI Top - Colour: Chalk - Size: Size 7/81	£32.00	1	Faulty before dispatch	£0.00
Place Tie - Colour: Choc - Size: One Size	£25.00	1	1	£25.00
Shipping				£0.00
Refund/Exchange				-£32.00
<b>Total Charge</b>				£25.00

If you have any questions regarding your order that are not answered on our site please send an email to [contactus@allsaints.com](mailto:contactus@allsaints.com) or alternatively call 0844 980 2211.

✉ info@allsaints.com to me [show details](#) 4:55 PM (6 hours ago) [Reply](#)

Ticket: 5130237

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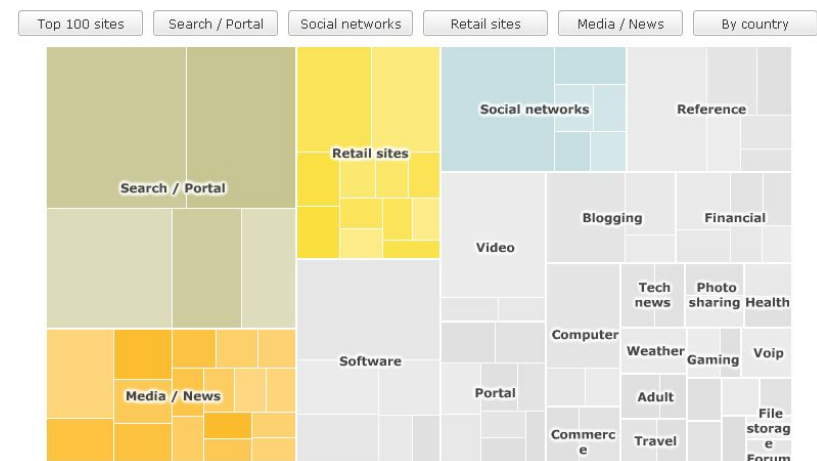
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## II. Специализирани е-магазини VS е-Mall's от гледна точка на дизайна

Има голяма разлика в графичния при създаването на специализиран електронен магазин за конкретна марка (вид продукти) и този при създаването на "е-Mall".



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	A	B	C	D
1	brand	category (BBC defined)	unique audience	total visits
2	Google	Search/portal	349758716	8169550654
3	MSN/WindowsLive/Bing	Search/portal	271929865	5669443547
4	Yahoo!	Search/portal	233479611	4154504780
5	Microsoft	Software	220410208	1457071144
6	Facebook	Social network	218860914	4553369332
7	YouTube	Video	203258182	1261959101
8	Wikipedia	Reference	154174390	677773339
9	AOL	Search/portal	128146575	1798928826
10	eBay	Retail	121740943	1136621952
11	Apple	Computer	119232527	784462899
12	Amazon	Retail	111945278	498783008
13	Blogger	Blogging	110738193	509238135
14	Ask	Search/portal	100846108	471100728
15	Fox Interactive Media	Media/news	92899123	623816316
16	Mozilla	Software	67949332	164320932
17	Real Network	Software	61513698	337871469
18	Adobe	Software	53002496	98997677
19	About	Reference	52543328	120546354
20	PayPal	Financial	48552302	183121758
21	WordPress	Blogging	48538401	131518828
22	Weather Channel	Weather	47048043	381890539
23	Glam Media	Media/news	46723050	144259535
24	CNN	Media/news	44437129	315237473
25	Twitter	Social network	42138681	260435459
26	Skype	Voip	39220786	494959820
27	CBS	Media/news	38520325	102607440
28	IMDb	Reference	37717190	118408023
29	Wal-Mart	Retail	35538645	95283768
30	Craigslist	Retail	35537183	276230288
31	BBC	Media/news	35013985	313317910
32	Terra	Portal	33824315	294547251
33	CNET	Tech news	33647272	70218339
34	Orange	Portal	31807197	504188450
35	Disney Online	Portal	31394500	97511302
36	AT&T	Portal	30219046	121777665
37	NetShelter Technology	Tech news	29821347	80556448
38	Flickr	Photo sharing	29549675	75195354
39	Picasa	Photo sharing	29118829	146136670
40	Gorilla Nation Websites	Commerce	29101945	81010902
41	WikiAnswers	Reference	28825267	55624173
42	Orkut	Social network	28419073	540847650
43	Chase	Financial	28042086	155093978
44	UOL	Portal	27726174	352124785
45	Bank of America	Financial	27125408	170165875
46	eHow	Reference	27053378	50414385
47	Livejasmin	Adult	26761654	96824235
48	ESPN	Media/news	26609162	228211456
49	Zynga	Gaming	25299710	358649577

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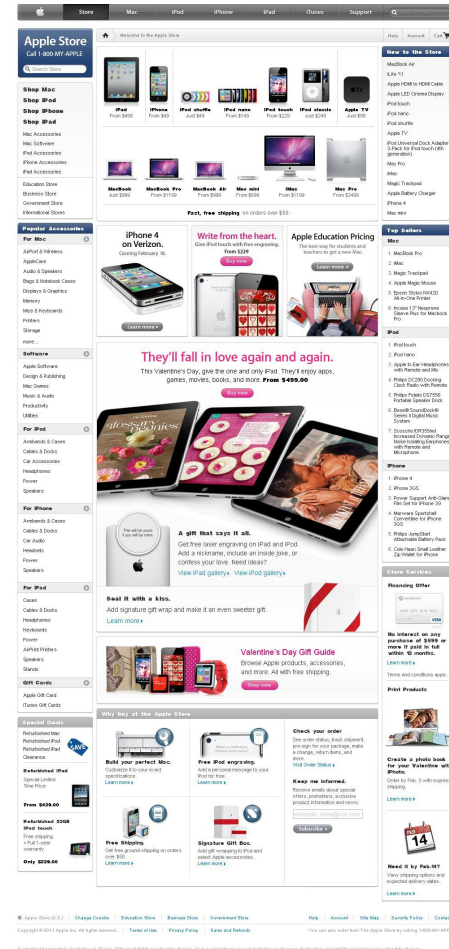
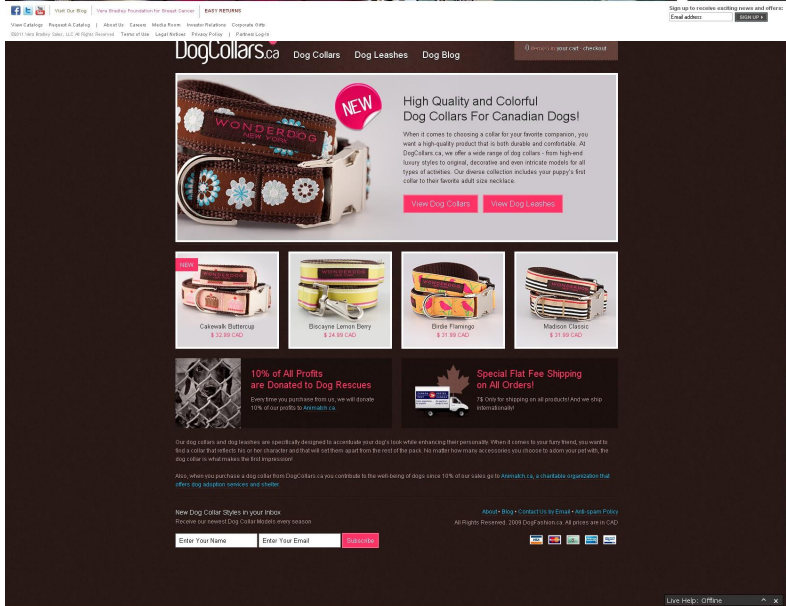
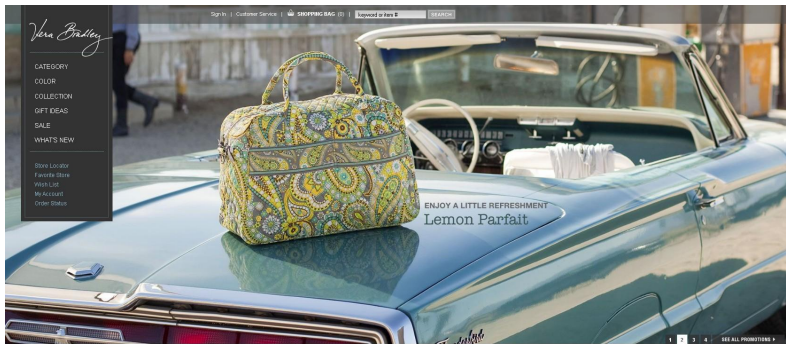
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**Make an impact**  
Palm Pixi Artist  
Series limited-edition  
back covers.

[Learn more >](#)



**HP webOS apps**  
Expand what you can do.

[Learn more >](#)



**HP webOS for  
business**  
Your day. Simplified.

[Learn more >](#)



# craigslist

post to classifieds  
my account  
help, faq, abuse, legal

search craigslist

for sale

## event calendar

S	M	T	W	T	F	S
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19

haiti earthquake relief  
avoid scams & fraud  
personal safety tips  
craigslist blog  
progressive directory  
craigslist factsheet  
best-of-craigslist  
CL<sup>tv</sup> season 2  
craigslist movie & dvd  
craigslist foundation  
weather quake tide  
system status

terms of use about  
privacy help

SF bay area <sup>ww</sup> [sfc](#) [sby](#) [eby](#) [pen](#) [nby](#) [scz](#)

## community

activities lost+found  
artists musicians  
childcare local news  
general politics  
groups rideshare  
pets volunteers  
events classes

## personals

strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves

## discussion forums

1099 gifts pets  
apple haiku philos  
arts health politic  
atheist help psych  
autos history queer  
beauty housing recover  
bikes jobs religion  
celebs jokes rofo  
comp kink science  
crafts l.t.r. shop  
diet legal spirit  
divorce linux sports  
dying loc pol tv.  
eco m4m tax  
educ money testing  
etiquet motocy transg  
feedbk music travel  
film npo vegan  
fitness open w4w  
fixit outdoor wed  
food over 50 wine  
frugal p.o.c. women  
gaming parent words  
garden pefo writers

## housing

apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

## for sale

appliances arts+crafts  
antiques auto parts  
barter baby+kids  
bikes beauty+hlth  
boats cars+trucks  
books cds/dvd/vhs  
business cell phones  
computer clothes+acc  
free collectibles  
furniture electronics  
general farm+garden  
jewelry garage sale  
materials household  
rvs motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

## services

beauty automotive  
creative farm+garden  
computer household  
cycle labor/move  
event skill'd trade  
financial real estate  
legal sm biz ads  
lessons therapeutic  
marine travel/vac  
pet write/ed/trd

## jobs

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing  
[ETC]  
[ part-time ]

## gigs

crew computer  
event creative  
labor domestic  
talent writing

## resumes

nearby to

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
mendocino co  
merced  
modesto  
monterey  
redding  
reno  
sacramento  
san luis obispo  
santa maria  
sf bay area  
stockton  
susanville  
visalia-tulare  
yuba-sutter

us cities  
us states  
canada  
cl worldwide

The company does not formally disclose financial or ownership information. Analysts and commentators have reported varying figures for its annual revenue, ranging from \$10 million in 2004, \$20 million in 2005, and \$25 million in 2006 to possibly \$150 million in 2007.<sup>[10][11][12]</sup> It is believed to be owned principally by Newmark, Buckmaster, and eBay (the three board members). eBay owns approximately 25%, and Newmark is believed to own the largest stake.<sup>[12][13][14]</sup>





Shop All Departments

Search All Departments

Cart | Wish List

- Books
- Movies, Music & Games
  - Movies & TV
  - Blu-ray
  - Video On Demand
  - Music
  - MP3 Downloads
  - Musical Instruments
  - Video Games
- Digital Downloads
- Kindle
  - MP3 Downloads
  - Musical Instruments
  - Video Games
  - Game Downloads
- Computers & Office
- Electronics
- Home, Garden & Pets
- Grocery, Health & Beauty
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Tools & Home Improvement
- Automotive & Industrial

Shopping from the UK? Visit [amazon.co.uk](#)

## The All-New Kindle



Order from Amazon.co.uk: **£111** Wi-Fi | **£152** Free 3G+Wi-Fi

Up to **90% off** used textbooks

[Shop now](#)

### Digital SLR Store

Find Top Digital SLRs, Lenses, Buying Guides, and More

[Shop Amazon.com/dslr](#)

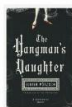
### What Other Customers Are Looking At Right Now



HP V5061u 1080p Digital Camcorder...  
\$469.99 \$143.96



Kindle 3G Wireless Reading Device...  
Amazon \$189.00



The Hangman's Daughter  
Oliver Pötzsch, Lee Chadeayne  
Kindle Edition \$3.99



The Best Classical Music For...  
Various Artists  
MP3 Download \$1.99



Kindle Wireless Reading Device, Wi-Fi...  
Amazon \$139.00



Sunrise  
Jacquelyn Cook, Deborah Smith  
Kindle Edition \$0.00



Goodness Gracious  
Green Judy Christie  
Kindle Edition \$0.00

**TurboTax** Guides You Step by Step to Your Biggest Refund

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amazon.com Earn Triple Points on Amazon.com Orders.

Start with \$30 back.

[Learn more](#)

Shop All Departments

Search Music

Cart | Wish List

Music | MP3 Downloads | New Releases | Recommendations | Advanced Search | Browse Genres | Bestsellers

## THE 53rd GRAMMYS Nominees

SUNDAY FEB 13 8/7: ONLY CBS [Explore more](#)

- Browse**
- Popular Features**
- 53rd GRAMMY Awards
  - Best Music of 2010
  - MP3 Downloads
  - New Releases
  - Buy a CD, Get \$1 in MP3s
- Genres**
- Alternative Rock
  - Blues
  - Broadway & Vocalists
  - Children's Music
  - Christian Music
  - Classical Music
  - Classic Rock
  - Country
  - Dance & Electronic
  - Folk
  - Gospel
  - Hard Rock & Metal
  - Indie Music
  - Jazz
  - Latin Music
  - Miscellaneous
  - New Age
  - Opera & Vocal
  - Pop
  - R&B

### Music

Browse [bestsellers](#), [new releases](#) and [MP3 downloads](#)



## THE 53rd GRAMMYS

SUNDAY FEB 13 8/7: ONLY CBS

### Nominees

[Explore more](#)

### January's Spotlight Artists



[The Beatles](#)



[Bob Marley](#)



[Rickie Martin](#)



**The 53rd GRAMMY Awards**

The GRAMMYs recognize artistic achievement, technical proficiency, and overall excellence in the recording industry.

[Explore the 53rd GRAMMY Nominees](#)

**\$.69 Songs: The Cure**

Hug your inner goth with this collection of **\$.69 songs** by the [Cure](#).

[See \\$.69 songs by the Cure](#)

**Bestsellers**

**Music**  
Updated hourly

1. 24 days in the top 100  
Mission Bell  
Amos Lee  
Audio CD  
\$14.99 \$6.99
2. 31 days in the top 100  
Low Country Blues  
Gregg Allman  
Audio CD  
\$18.99 \$9.99

Shop All Departments | Search Music | MP3 Downloads | New Releases | Recommendations | Advanced Search | Browse Genres | Bestsellers

- Books
- Movies, Music & Games
  - Movies & TV
  - MP3 Downloads
  - New Releases
  - Recommendations
  - Advanced Search
  - Browse Genres
  - Bestsellers
- Digital Downloads
  - Blu-ray
  - Video On Demand
  - Kindle
  - Music
- Computers & Office
  - MP3 Downloads
- Electronics
  - Musical Instruments
- Home, Garden & Pets
  - Video Games
- Grocery, Health & Beauty
  - Game Downloads
- Toys, Kids & Baby
- Clothing, Shoes & Jewelry
- Sports & Outdoors
- Tools & Home Improvement
- Automotive & Industrial

## THE 53rd GRAMMYS Nominees

SUNDAY FEB 13 8/7c ONLY CBS [Explore more](#)

[new releases](#) and [MP3 downloads](#)



**THE 53rd GRAMMYS**  
SUNDAY FEB 13 8/7c ONLY CBS  
Nominees  
[Explore more](#)

### January's Spotlight Artists



The Beatles



Bob Marley



Ricky Martin



**The 53rd GRAMMY Awards**

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**\$69 Songs: The Cure**

Hug your inner goth with this collection of **\$69 songs by the Cure**.

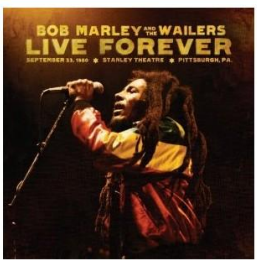
[See \\$69 songs by the Cure](#)

**Bestsellers**

**Music**  
Updated hourly

1. 24 days in the top 100  
Mission Ball  
Amos Lee  
Audio CD  
~~\$17.99~~ \$6.99
2. 31 days in the top 100  
Low Country Blues  
Gregg Allman  
Audio CD  
~~\$18.99~~ \$9.99

Shop All Departments | Search Music | Music | MP3 Downloads | New Releases | Recommendations | Advanced Search | Browse Genres | Bestsellers



[See larger image](#)  
[Listen to samples](#)

### Live Forever: The Stanley Theatre, Pittsburgh PA September 23, 1980 [2 CD Deluxe Edition]

Bob Marley | Format: Audio CD

[Like](#) (28) [Share](#)

List Price: ~~\$19.99~~  
Price: **\$11.99** & eligible for **FREE Super Saver Shipping** on orders over \$25. [Details](#)  
You Save: \$7.99 (40%)  
[Special Offers Available](#)  
Pre-order Price Guarantee. [Learn more.](#)

**This title will be released on February 1, 2011.**  
Pre-order now!  
Ships from and sold by Amazon.com. Gift-wrap available.

**Want to receive this the day it comes out?**  
Release-day delivery option may be available at checkout for most continental U.S. addresses. [Details](#)

Formats	Amazon Price	New from	Used from
MP3 Download, 20 Songs, 2011	\$9.49	..	..
Audio CD, 2011	\$11.99	\$11.99	..

[Show 1 more format](#)

Quantity: 1

[Pre-order: Add to Cart](#)

or

[Sign in](#) to turn on 1-Click ordering.

or

[Pre-order with FREE Two-Day Shipping](#)

Amazon Prime Free Trial required. Sign up when you check out. [Learn More](#)

[Add to Wish List](#)

### Listen to Samples and Buy MP3s

[View the MP3 Album.](#)

[Listen to all](#) Try our music sampler to hear song samples from this album.



The Office Company



Страхотни подаръци в новия каталог на Office +



1206р. (2000 лв.)



0888 677 677

За Нас

Бърза Поръчка

Как да поръчам

Други Услуги

Контакти

Търсене



Хартиени изделия

Акcesoари за офис техника >

Акcesoари за бюро

Архивиране

Лепене, рязане и опаковане

Перфориране, захващане и подпечатване

Консумативи за офис техника

Презентация

Подвързване, ламиниране и рязане

Писане, чертане и коригиране

Напитки и почистващи материали

Офис техника

Бизнeд Интериор

Батерии

Акcesoари

CD-R, CD-RW

Разклонители, захранващи у-ва

DVD

Калъф за CD и Дискети

Клавиатури

Компютърни мишки и подложки

Кутии за CD и дискети

Преносима памет

Поставки за CD и DVD

Почистващи средства

Слушалки и тонколони

Web Камери

Дискети

Чанти за преносим комп.



HammerMill® Copy Plus Copy Paper, 8 1/2" x 11", Case



Bounty® Basic Paper Towel Rolls, 1 Ply



Duracell AA Coppertop Alkaline Batteries, 20/Pack



Sharpie® Fine Point Permanent Markers, Black, Dozen



Най-купувани

Пълен списък







The Office Company



Страхотни подаръци в новия  
каталог на Office +



1206р. (2000 лв.)



0888 677 677

За Нас

Бърза Поръчка

Как да поръчам

Други Услуги

Контакти

търсене



Хартиени изделия

Акcesoари за офис техника

Акcesoари за бюро

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Консумативи за офис техника

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Подвързване, ламиниране и  
рязане

Писане, чертане и коригиране

Напитки и почистващи  
материали

Офис техника

Бизнес Интериор

Начало > Цветна хартия

## Цветна Хартия

Филтрирай по: марка

Сортирай по: цена

wausauPAPER®



Промоционален  
продукт

арт. № 13901-A



### Wausau цветна копирна хартия

Suspendisse urna odio, consequat iaculis porta eleifend, pharetra a tellus. Nullam nec nulla elit, at gravida tortor. Mauris et purus non felis pretium ultrices. Mauris at metus a lectus faucibus tristique.

7.20 лв. (с ДДС)

бр. 120



Добави



Препоръчай



Наличност 5 бр.



Подобни продукти

Пълен списък



Search by keyword, topic or author

All Products

GO



Wish list

Basket: \$ 127<sup>50</sup>

(3 items)



BOOKS



HANDICRAFTS



MUSIC CD's



DVD's



CD ROMS



APPARELS

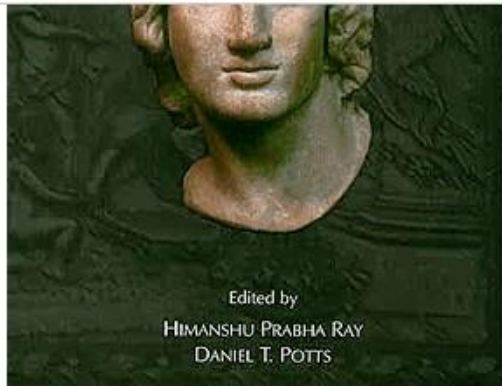
- Art and Architecture
- Biography Business & Economics
- Children Computers
- Cooking, Food & Wine
- Engineering
- Health, Mind & Body
- History Language Arts
- Literature & Fiction Medical
- Parenting & Families
- Performing Arts
- Reference
- Religion & Spirituality
- Science & Nature
- Social sciences
- Sports
- Travel & Tourism
- Zoology



Back



n Asia



Edited by  
HIMANSHU PRABHA RAY  
DANIEL T. POTTS

Pages : xvi+264p., 34 Colour & 26 B/w Plates; Bibliography; Notes; Index; 31cm.  
Pub. Date : 26 Mar 2007 , 1st ed.  
Publisher : Aryan Books International  
Language(s) : English  
Bagchee ID : BB26093

List Price : \$ 179,00

Bagchee price : \$ 161,10

You Save : (10,00 %)

Member Price : \$ 144,99



Add to basket



Add to wish list

Table of Contents ▶

Usually ships in 1-2 days

Free shipping on orders over \$30.

# V. Тежест на интерфейсните елементи

Интерфейсните елементи в електронните магазини трябва да са подкрепящи и организиращи съдържанието, а не доминиращи го.

The screenshot shows the usif COLOURS website interface. At the top, there is a navigation bar with categories like 'Самостоятелски', 'Използване', 'Използване', 'Използване', 'Използване', 'Използване', 'Използване', 'Използване', 'Използване', 'Използване'. Below the navigation bar, there are several promotional banners and sections. The main content area is divided into multiple columns, each containing different types of information, including product listings, promotional offers, and navigation elements. The layout is dense and visually cluttered, with many overlapping elements and a lack of clear visual hierarchy.

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BOOKS

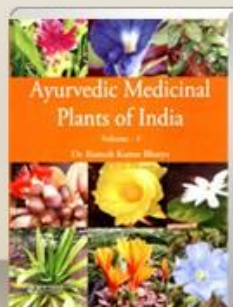
HANDICRAFTS

MUSIC CD's

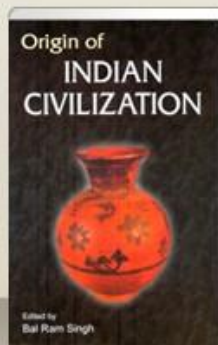
DVD's

CD ROMS

APPARELS



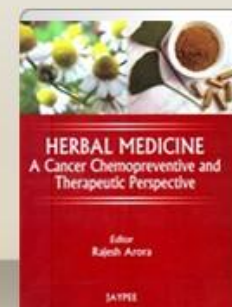
\$ 45.00



\$ 47,10



\$ 23,40



\$ 34.20

1 2 3 4 5

Books

Handicrafts

Music Cd's

Dvd's

CD Roms

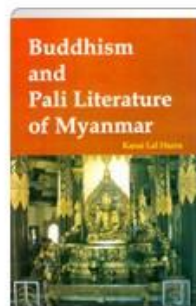
Apparels

### Top selling books

- Rags to Riches: Life & Times of Dhirajlal Hirachand Ambani
- Buddhism and Pali Literature of Myanmar
- Towards A Nuclear Weapon Free World
- Heavy Metals in Soils and Plants
- National Atlas of India (Volume X): States & Union Territories
- Rags to Riches: Life & Times of Dhirajlal Hirachand Ambani
- Buddhism and Pali Literature of Myanmar
- Towards A Nuclear Weapon Free World
- Heavy Metals in Soils and Plants
- National Atlas of India

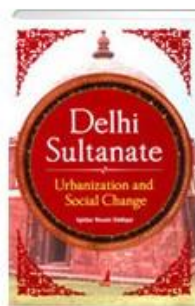
### New books

All items



Buddhism and Pali Literature of Myanmar

\$ 23,40



Delhi Sultanate: Urbanization and Social Change

\$ 60,00



Gems from the Ocean of Spiritual Hindu Thought

\$ 31,30



Dictionary of Pali: Sanskrit-Hindi-English

\$ 22,80

# VI. Цветова схема

Цветът е мощен естетически, емоционален, навигационен и фонен инструмент

The screenshot shows the LANCOM website with a grey and white color scheme. The header features the LANCOM logo and navigation links. The main banner displays an EnGenius Long Range High Powered Phone System with a blue 'Виж' button. Below the banner, there are sections for 'Избрани продукти' (Selected products) and 'Новини' (News), each with a 'Всички' (All) link. The 'Избрани продукти' section includes Brand-Rex, IP Video Station, IP-Appear TV, and NComputing. The 'Новини' section contains three news items with blue accents. The 'Марки' (Brands) section lists Motorola, Ubiquiti, SeaMAX, EnGenius, and Ubiquiti. The footer includes the LANCOM logo, navigation links, and contact information.

The screenshot shows the LANCOM website with a beige and white color scheme. The layout is identical to the first screenshot, but the background colors are changed to beige. The main banner, product grid, news section, and brand logos remain the same, with blue accents used for buttons and links. The footer also remains consistent with the first screenshot.







# VII. Представяне на продуктите

"Пакшотът" е всичко.

The image is a screenshot of the KIA website's product page for the Sorento SUV. At the top, there is a navigation bar with the KIA logo, a search bar, and several utility icons: rent a car, test drive, brochures, dealer network, and online services. A phone number 0700 14 777 is also present. Below the navigation bar, there are links for Models, News, KIA, Top Offers, Dealer Network, Loyal Client, Contacts, KIA Occasion, Downloads, and a social media icon. The main content area features a large image of a silver KIA Sorento SUV driving through a tunnel. A white information box is overlaid on the right side of the car, displaying the model name 'SORENTO', the Euro NCAP safety rating (5 stars), and the price 'Цена от 46777 лв. без ДДС'. Below the price are three menu items: 'цени оборудване', 'технически данни', and 'изтегли оферта'. At the bottom left of the car image, there is a badge for '5 ГОДИНИ ГАРАНЦИЯ' (5 Year Warranty) with a mileage limit of 150,000 km. The footer of the page contains three promotional banners for other models: Venga (with the slogan 'Повече удоволствие...'), Sportage (with 'Everlasting Impression'), and a 'Надеждният' (Reliable) model priced at 24,270 лв. без ДДС, including a 20% discount. The footer also contains copyright information for KIA Motors and the website URL.

**KIA**  
KIA MOTORS  
The Power to Surprise™

бързо търсене

rent a car | test drive | бюлетин | за дилъри | online сервиз

0700 14 777

Модели | Новини | За KIA | ТОП оферти | Дилърска мрежа | Лоялен клиент | Контакти | KIA оказион | Downloads

**SORENTO** EURO NCAP ★★★★★  
Цена от **46777** лв. без ДДС

- цени оборудване >
- технически данни >
- изтегли оферта >

**5 ГОДИНИ ГАРАНЦИЯ**  
до 150 000 км

**VENGA** EURO NCAP ★★★★★  
Повече удоволствие...

**SPORTAGE** EURO NCAP ★★★★★  
Everlasting Impression

Надеждният **2900**  
**24 270** лв. без ДДС  
с включена отстъпка от **20%**

© 2011 - 2013 Copyright - KIA Motors. Всички права запазени | За KIA Motors България | Контакти | Регионални представителства и сервизна база | Дизайн и програмиране от: Studio2.bg



**KIA MOTORS**  
The Power to Surprise™



НАЦИОНАЛЕН ТЕЛЕФОН КИА  
**0700 14 777**

[Модели](#) | [Новини](#) | [За KIA](#) | [ТОП оферти](#) | [Дилърска мрежа](#) | [Лоялен клиент](#) | [Контакти](#) | [KIA казион](#) | [Downloads](#) | [БГ](#)

**ПЪТНИЧЕСКИ**



PICANTO



RIO



VENGA от: **24576 лв.**



SOUL от: **27585 лв.**



CEE'D от: **22705 лв.**



CEE'D SW от: **23995 лв.**



CARENS от: **33987 лв.**



CARNIVAL от: **45258 лв.**



PRO CEE'D от: **26353 лв.**



MAGENTIS от: **лв.**



SPORTAGE от: **33458 лв.**



SORENTO от: **56132 лв.**

**ЛЕКОТОВАРНИ**



K2900 S/C от: **36406 лв.**



K2900 K/C от: **36822 лв.**



K2900 D/C от: **38669 лв.**



MOHAVE от: **71804 лв.**

**SPORTAGE**

**7 ГОДИНИ ГАРАНЦИЯ**  
ИЛИ 150 000 КМ

**VENGA** EURO NCAP ★★★★★  
Повече удоволствие...

**SPORTAGE** EURO NCAP ★★★★★  
Everlasting Impression

**надеждният K2900**  
**24 270** лв. без ДДС  
с включена отстъпка от **20%**





**KIA MOTORS**  
The Power to Surprise™

Бързо търсене



rent a car



тест драйв



бюлетин



за дилъри



online сервис

НАЦИОНАЛЕН ТЕЛЕФОН KIA  
**0700 14 777**

Модели | Новини | За KIA | ТОП оферти | Дилърска мрежа | Лоялен клиент | Контакти | KIA оказион | Downloads |

начало > sportage



за модела



концепция



технически данни



ценови конфигуризатор



на изплащане



галерия



цветове, гули, джанти



аксесоари

## SPORTAGE

Цени от **33458** лв.

Всеки има път пред себе си. Път напред. А какъвто по-хубав начин да го опознаете с изцяло новия KIA Спортидж? Един автомобил с много спортен хъс и любов към приключенията. Доверете му се, когато ви очаква динамичен ден в града.

Разчитайте на него и по стръвните планини на основата. Усетете тръпката от покоряването на непознати територии, настанени в уютния му салон. И бъдете сигурни, че няма да останете незабелязани. Стилен, спортен и космополитен, новият Спортидж е най-модното градско изкушение. ...

**7 ГОДИНИ ГАРАНЦИЯ**  
или 150 000 KM



# VIII. Четимост

Ясното и логично представяне на сложните информационни структури е ключ към лесното им възприемане

## КЪМ ПАРАМЕТРИ НА РАМКАТА

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae risus a ante varius tristique. Vestibulum condimentum, quam eu vestibulum tincidunt, nunc sapien congue turpis, eu condimentum ligula mauris nec arcu. Vivamus ultrices dolor dolor. Nam in ullamcorper dolor. Integer sed ligula tortor, eu porta eros. Praesent sit amet metus eu diam congue volutpat. Integer a arcu vel velit facilisis hendrerit a lobortis est.

## Данни за стъклата

<b>Дясно око:</b>	<b>Ляво око:</b>	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae risus a ante varius tristique. Vestibulum condimentum, quam eu vestibulum tincidunt.
Сфера: <input type="text" value="+/- 0,00 Dpt"/>	Сфера: <input type="text" value="+/- 0,00 Dpt"/>	
Цилиндър: <input type="text" value="+/- 0,00 Dpt"/>	Цилиндър: <input type="text" value="+/- 0,00 Dpt"/>	
Градуси: <input type="text" value="+/- 0,00 Dpt"/>	Градуси: <input type="text" value="+/- 0,00 Dpt"/>	
Пропилна дистанция: <input type="text" value="+/- 0,00 Dpt"/>	Пропилна дистанция: <input type="text" value="+/- 0,00 Dpt"/>	

## Тониране

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Име на цвят идва тук	<input type="checkbox"/> Име на цвят идва тук	<input type="checkbox"/> Име на цвят идва тук	<input type="checkbox"/> Име на цвят идва тук
<b>Включен</b>	Цена: +155 лв.	Цена: +155 лв.	Цена: +155 лв.

## Вид на стъклото

<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/> Вид 1	<input type="checkbox"/> Име на цвят идва тук	<input type="checkbox"/> Име на цвят идва тук	<input type="checkbox"/> Име на цвят идва тук
<b>Включен</b>	Цена: +155 лв.	Цена: +155 лв.	Цена: +155 лв.

За повече информация се свържете с нас:

Тел.: 02 /980 435 345  
 Мобилен: 0899 2324 534  
 E-mail: support@eurooptic.bg

SHARE



Home > **Products**

- Ankle
- Arm
- Back/Waist
- Elbow**
- Foot/Ankle
- Knee
- Neck
- Rehabilitation



**Selected Products**

- Back Supports
- Neck Support
- Wrist Support
- Elbow Support
- Arm Support
- Finger Support
- Shoulder Support
- Knee Support
- Ankle Support

**How to buy**

Donec ultrices justo lobortis lacus vulputate ac ornare leo gravida lobortis lacus vulputate ac ornare leo gravida.



Home > Products



Size:	Inches	Cm
S	22-28	56-71
M	27-38	69-84
L	32-38	81-96
XL	37-43	94-109

E-WA108 LUMBAR SACRO ORTHOSIS

Size: S,M,L,XL

Indications:

- Lumbago
- Spondylosis
- Facet joint dysfunction
- Mild spondylolisthesis, spondylolysi
- Inter-vertebral disc herniation HIVD
- After lumbar laminectomy or discectomy
- Ligamentous disorders or back muscle strain

Functions:

- Provide intra-abdominal pressure against spinal instability
- Pre-shaped panels restrict undesired range of motion
- Breathable 3D spacer fabric with terry-lined interior for wearing comfort
- Front and back anatomically-contoured plastic panels
- Available in 0°, 15° or 25° lordosis

Selected Products

- Back Supports
- Neck Support
- Wrist Support
- Elbow Support
- Arm Support
- Finger Support
- Shoulder Support
- Knee Support
- Ankle Support

How to buy

Donec ultrices justo lobortis lacus vulputate ac ornare leo gravidao lobortis lacus vulputate ac ornare leo grvida.

Back / Lumbar Sacro Supports(2)





# IX. Скалируемость

## Голямата динамичност налага и големи визуални ограничения

The screenshot shows the Etsy website interface. At the top, there's a navigation bar with 'Etsy' logo, 'Buy', 'Sell', 'Community', 'Blog', and a search bar. Below the navigation bar, there are several sections: 'Categories' with a list of product types like 'Accessories', 'Art', 'Bags and Purses', etc.; 'Handpicked Items' featuring a grid of product images with titles and prices; 'Featured Seller' with a 'Marked' section and 'Recent Blog Posts'; and 'Recently Listed Items' at the bottom. The layout is clean and organized, typical of a large e-commerce platform.

The screenshot shows the Shopzilla website interface. At the top, there's a banner with the text 'Find a deal with 32,493 online shoppers now!'. Below this is the Shopzilla logo and a search bar with the text 'I'm shopping for' and a 'go' button. The main content area is divided into two columns: 'shopping shortcuts' and 'outdoor entertaining'. The 'shopping shortcuts' column lists 10 items: Women's Shoes, Men's Shoes, Women's Dresses, Digital Cameras, Women's Jackets & Coats, Laptop Computers, TVs, Video Games, Handbags & Totes, and Perfume & Cologne. The 'outdoor entertaining' column lists 10 items: Perfect Patio Furniture Sets, Hot Grills & Smokers, Classy Bars & Stools, Cozy Outdoor Fire Pits, Relaxing Hammocks, Comfy Chaise Lounges, Fun Outdoor Drinkware, Sturdy Outdoor Plates, Private Gazebos, and Stylish Serving Carts. On the right side, there's a vertical navigation menu with buttons for 'Browse', 'Clothing & Accessories', 'Home & Garden', 'Electronics', 'Gifts, Flowers, & Food', 'Health & Beauty', 'Jewelry & Watches', 'Toys & Games', 'Computers & Software', and 'See All Departments'. At the bottom, there are links for 'About Shopzilla, Inc.', 'Shopzilla Sitemap Index', 'TaDa.com', and 'Check out all of the Scripps Websites'. The footer contains copyright information: '© 2010 Shopzilla, Inc. Shopzilla is a Scripps Networks Interactive company.'

- Appliances
- Baby
- Beauty
- Bed & Bath
- Clothing
- Fitness & Sports
- Jewelry
- Lawn & Garden
- Outdoor Living
- Shoes
- Tools
- Toys & Games

TODAY & ONLINE ONLY!

# one day SALE

extra 5-20% off great sale prices

- extra 5% off**
  - featured appliances >
  - TVs \$799 or more >
  - lawn & garden >
  - fitness & sports >
  - furniture >
  - grills >
- extra 10% off**
  - tools >
  - dress shirts for him >
  - dresses for her >
  - small kitchen appliances >
  - bed & bath >
  - window coverings, tabletop & décor >
  - luggage >
  - automotive accessories >
  - office products >
  - books & magazines >
  - patio furniture & outdoor décor >
  - mattresses >
- extra 20% off**
  - clearance apparel >
  - clearance intimates & accessories >
  - clearance fragrances & cosmetics >
  - intimates >
  - underwear for him >

Applies only to items sold by Sears. Exclusions apply. See details.

15% off Kenmore® appliances  
 plus **extra 5% off** Kenmore® appliances with Sears card & special financing available  
**FREE DELIVERY. INSTANT SAVINGS. NO REBATE.** See details.  
 ends today



shop appliances >

**ONLINE ONLY**  
**deal OF THE DAY**

email savings sign-up  
 email address:  
  
 submit >

all Samsung & Sony TVs on sale  
 plus **FREE DELIVERY** on TVs \$799 or more & special financing available  
 Online only. See details.  
 ends Saturday



shop TVs >

Valentine's Day is just  
 around the corner



shop Valentine's Day gifts >

marketplace at  
 Sears.com  
 millions of products,  
 great deals.



shop marketplace >

Nintendo 3DS  
 play 3D games, take 3D pictures &  
 watch 3D videos



learn more >

**adyouway**  
 follow items & get an email when  
 the price drops



start now >

Sears Shop Your Way Destinations Sweepstakes Brands Connect

- shopyourway Shop Your Way
- shopyourway rewards Shop Your Way Rewards
- SEARSMobile Sears Mobile
- International Shipping
- 2010 Tool Catalog
- Sears layaway Layaway
- theSearsbuzz SearsBuzz
- Sears Blue Crew HQ

Back to Top



# Х. Шрифтове

Натрупан потенциал с много скорошно развитие...

Windows fonts / Mac fonts / Font family	Normal style	Bold style
	Arial, Arial, Helvetica, <i>sans-serif</i>	Arial, Arial, Helvetica, <i>sans-serif</i>
	<b>Arial Black, Arial Black, Gadget, <i>sans-serif</i></b>	<b>Arial Black, Arial Black, Gadget, <i>sans-serif</i></b>
	Comic Sans MS, Comic Sans MS <sup>5</sup> , <i>cursive</i>	Comic Sans MS, Comic Sans MS <sup>5</sup> , <i>cursive</i>
	Courier New, Courier New, <i>monospace</i>	Courier New, Courier New, <i>monospace</i>
	Georgia <sup>1</sup> , Georgia, <i>serif</i>	Georgia <sup>1</sup> , Georgia, <i>serif</i>
	<b>Impact, Impact<sup>5</sup>, Charcoal<sup>6</sup>, <i>sans-serif</i></b>	<b>Impact, Impact<sup>5</sup>, Charcoal<sup>6</sup>, <i>sans-serif</i></b>
	Lucida Console, Monaco <sup>5</sup> , <i>monospace</i>	Lucida Console, Monaco <sup>5</sup> , <i>monospace</i>
	Lucida Sans Unicode, Lucida Grande, <i>sans-serif</i>	Lucida Sans Unicode, Lucida Grande, <i>sans-serif</i>
	Palatino Linotype, Book Antiqua <sup>3</sup> , Palatino, <i>serif</i>	Palatino Linotype, Book Antiqua <sup>3</sup> , Palatino, <i>serif</i>
	Tahoma, Geneva, <i>sans-serif</i>	Tahoma, Geneva, <i>sans-serif</i>
	Times New Roman, Times New Roman, Times, <i>serif</i>	Times New Roman, Times New Roman, Times, <i>serif</i>
	Trebuchet MS <sup>1</sup> , Trebuchet MS, <i>sans-serif</i>	Trebuchet MS <sup>1</sup> , Trebuchet MS, <i>sans-serif</i>
	Verdana, Verdana, Geneva, <i>sans-serif</i>	Verdana, Verdana, Geneva, <i>sans-serif</i>
	Symbol, Symbol (Symbol <sup>2</sup> , Symbol <sup>2</sup> )	Symbol, Symbol (Symbol <sup>2</sup> , Symbol <sup>2</sup> )
	Webdings, Webdings (Webdings <sup>2</sup> , Webdings <sup>2</sup> )	Webdings, Webdings (Webdings <sup>2</sup> , Webdings <sup>2</sup> )
	Wingdings, Zapf Dingbats (Wingdings <sup>2</sup> , Zapf Dingbats <sup>2</sup> )	Wingdings, Zapf Dingbats (Wingdings <sup>2</sup> , Zapf Dingbats <sup>2</sup> )
	MS Sans Serif <sup>4</sup> , Geneva, <i>sans-serif</i>	MS Sans Serif <sup>4</sup> , Geneva, <i>sans-serif</i>
	MS Serif <sup>4</sup> , New York <sup>6</sup> , <i>serif</i>	MS Serif <sup>4</sup> , New York <sup>6</sup> , <i>serif</i>



## THE "I LOVE U" COLLECTION

BY DENIS GAGNON FOR S&C

The perfect trio: the STÉPHANIE bag, the ALEXANDRA scarf in white and the AMÉLIE key chain.

[VIEW OPTIONS & BUY](#)

**\$408.00\*** as shown  
\* plus applicable taxes  
in Canadian dollars

- Unique crowdsourced design
- Inspired by the Heart&Stroke Foundation in Québec
- Designed and made in Quebec, Canada
- Delivery: starting February 20th

SIGN UP FOR NEW PRODUCT ALERTS



[Privacy Policy](#) [Customer Service](#) [Contact Us](#)

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MONTRÉAL  
REAL  
COUTURE

## STYLE & CONSCIENCE

ONLINE BOUTIQUE

### INFORMED PURCHASING POWER



Every product we sell is tied to a cause that receives a significant percentage of the item's price. Our **BEHIND THE PRICE** feature breaks down every penny of the price tag so that you know exactly how much the cause benefits and that everyone involved was paid a fair wage.

[- ABOUT US](#)

[- SALES & RETURN POLICY](#)

[- CONTACT US](#)





# Wellness + Leisure

Take care of your body and feel better with products designed for your well being.

[> VIEW OUR PRODUCTS](#)  
[> PRODUCT TIPS AND ARTICLES](#)



Live Better Household Wellness + Leisure Kitchen

### OUR PRODUCTS

#### Unique Solutions

Traveling worldwide we are continually striving to find unique and innovative products that have universal appeal for easy living.



"Smart Living" Steam Mop



Bamix



Oliso Auto Lift Iron



V-Slicer



Mulberry Silk

## VIEW OUR PRODUCTS

Household, Wellness+Leisure, Kitchen


## THE SHOW SCHEDULE

Coming to a city near you!

### "MY FAVORITE KITCHEN GADGET"

Gordon Ramsay on the BAMIX

[READ MORE](#)





- ✓ Olio extravergine di oliva
- ✓ Olive taggiasche
- ✓ Pesto
- ✓ Trofie
- ✓ Creme liguri
- ✓ Pasta artigianale
- ✓ Sughi pronti
- ✓ I sott'olio
- ✓ Miele Millefiori
- ✓ Panettoni artigianali



## PRODOTTI ALIMENTARI OPERA MAGÈ PRODOTTI TIPICI LIGURI GENUINI

**Spese di spedizione gratuite!**

Ordina adesso i **prodotti tipici in vendita** sul nostro e-Commerce.  
Ci faremo carico di tutte le spese di spedizione per gli acquisti di importo superiore a € **69.90**.  
Scegli i **prodotti tipici** dal [catalogo](#) e ordina subito i migliori prodotti alimentari della **tradizione ligure!**



**OFFERTA ASSAGGIO**  
**€ 24.90**

Acquista ora 6 prodotti tipici in vendita a soli Euro 24.90

**20%**

**ORDINA SUBITO**  
**€ 4.40**

Offerta valida fino al: 30 Giugno 2011

**ORDINA**



**Olio extravergine di oliva DOP Riviera Ligure a soli € 4.40**

### CARATTERISTICHE

RISPARMIA SUBITO 2.60€ - BOTTIGLIA DA 250 ML

Di colore giallo, giallo/verde l'olio **extravergine DOP Riviera Ligure** ha un odore **fruttato di lieve entità**, nette sensazioni di dolce in bocca, profumo persistente di carciofo e mandorla. Uno dei prodotti alimentari più apprezzati della tradizione ligure.

[Olio extravergine di oliva DOP Riviera Ligure a soli € 4.40](#)

**aggiungi al carrello**



**LEGGI I FEEDBACK DEI NOSTRI CLIENTI**

Numero Verde  
**800-031520**

**Opera Magé**  
**I sapori della terra taggiasca s.r.l.**  
Via Lungo Argentina 101/103  
18018 - Taggia (IM)  
C.C.I.A.A. Imperia REA 126908  
P.Ivat. IT 01445440082

### IL NEGOZIO ON LINE

- ✓ Blog
- ✓ Informazioni
- ✓ L'azienda Opera Magé
- ✓ Le domande frequenti

### OPERA MAGÈ

- ✓ Guida all'acquisto
- ✓ Privacy
- ✓ Termini e condizioni di utilizzo

### PERCHÈ OPERA MAGÈ

- ✓ Consegna dei prodotti
- ✓ Garanzie di sicurezza
- ✓ Offerta Assaggio di Opera Magé

DAMEN

HERREN

SCHUHE

ACCESSOIRES

TOP KATEGORIEN

**Damen**

Blazer

T-Shirts

Jacken

Jeans

**Herren**

Jacken

Poloshirts

Hemden

Jeans

Damen

Herren

Schuhe

Accessoires



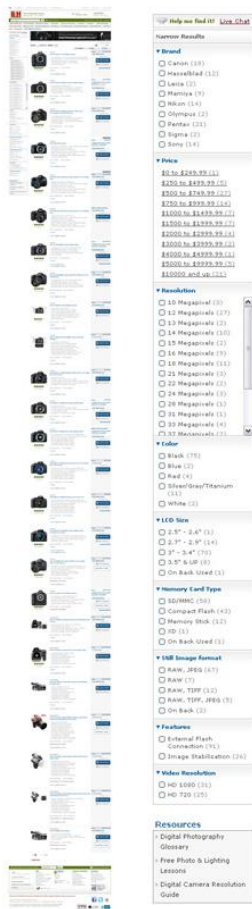
**zalando**  
SCHUHE UND FASHION ONLINE

 **Zum Shop!**



# XI. Контекстни филтри

Истинската сила на управлението на съдържанието



- Всички корекционни рамки
- Колекции 2010
- Четвъртити рамки
- Овални рамки
- Правоъгълни рамки
- Име на вид 4
- Име на вид 5
- Име на вид 6
- Име на вид 7

#### Марки

- Adidas
- Burberry
- Calvin Klein
- Dolce Gabbana
- Esprit
- Jette Joop
- Just Cavalli
- Lacoste
- Mexx
- Oakley

#### Материал

- Пластмаса
- Алуминий
- Титан

#### Цвят



#### Цена

- под 50 лв.
- 50 - 100 лв.
- 100 - 300 лв.
- над 300 лв.

459 Рамки

Покази: 30 | 60 | 90 /

Сортирай по: дата



Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.
Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.
Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.
Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.
Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.	Calvin Klein 30805 222 240 лв. 155 лв.





# XI. Търсене

Който търси (лесно) намира



Products Deals Travel Degrees

Login using | Sign In | Help

Search for:

Find it



United Kingdom

What are you shopping for?

Search

Sign In / Join  
My Shopping | My Lists

Home

Clothing

Shoes

Electronics

Computers

At Home

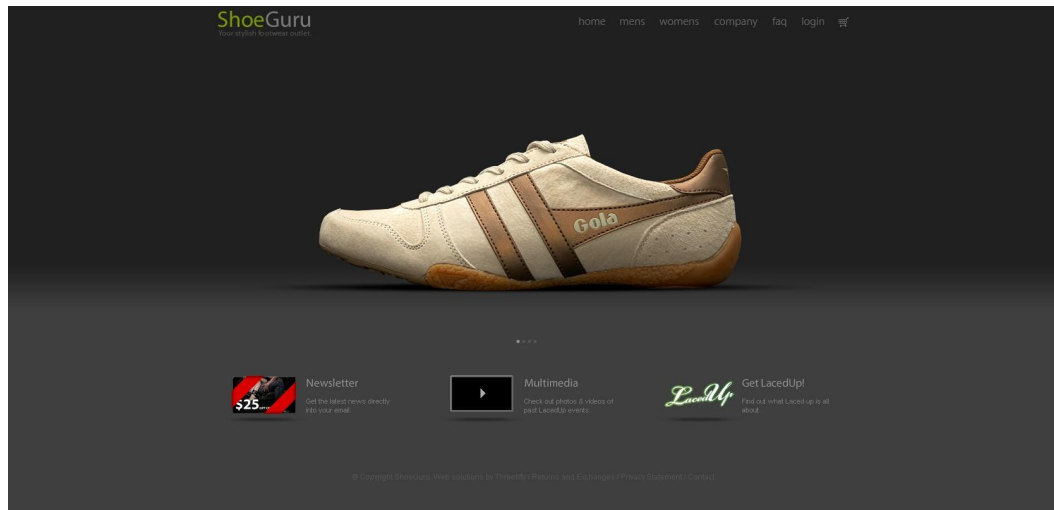
Jewellery

Kids

Appliances

Community

See all



# XII. Кошница и плащане

Лесно, ясно, бързо, сигурно

[view basket \(0 items\)](#) | Total £0.00



● Sign In ● Address Information ● Payment Options

**Sign in** or create a Target.com account.

### Returning Guests

If you have an account with Target.com, please sign in.

I want to sign in with my:

- Target.com account.
- Amazon.com account. ([Learn more](#))

Your e-mail address:

Your password:

### New Guest

If you don't have an account, please create one.

### Shopping Basket Items--To Buy Now

Item added on 7 May 2009  
**[New Apple iPod nano 8GB - Black](#)** - Apple  
Condition: New  
In Stock  
Sold by Amazon.co.uk  
[Save for Later](#)  
[Delete](#)  **Add giftwrap/message** ([Learn more](#))

Item added on 7 May 2009  
**[Don't Make Me Think!: A Common Sense Approach to Web Usability](#)** - Steve Krug; **Paperback**  
Condition: New  
In Stock  
Sold by Amazon.co.uk  
[Save for Later](#)  
[Delete](#)  **Add giftwrap/message** ([Learn more](#))

Sign In Billing & Shipping Payment Verify/Edit

### Payment Method

- Credit Card
- PayPal Account

1 SIGN IN 2 ADDRESS 3 PAYMENT 4 CONFIRMATION

### Billing address, shipping address, shipment options

You can choose the date of delivery and the gift bag option here.

Please fill in all the fields marked (\*). Thank you

#### My address

Salutation\*

First name\*

Family name\*

Street / No.\*

Street / No. 2 (no PO, APO, FPO boxes)

Postcode / ZIP code\*

Town / City\*

Country / Region\*

Email\*

Confirm email\*

Telephone\*

Mobile phone

Date of birth   
(e.g. 21.11.2008 for Nov 21, 2008)

» Enter a separate shipping address

Orders will be delivered on working days. Please ensure that you (or an authorised person) are available to receive the order. Thank you.

Stay up to date

The free virtual Newsletter is published twice a month. It announces new launches, promotions, product news, events, trends and much more.

Language

Swarovski is committed to protecting your privacy. For more information, please read about [data protection](#).

#### Delivery

Standard delivery: approx. 3-5 working days (free delivery for orders over GBP 50.00)

Scheduled delivery:   
(plus / minus one working day)

#### Send with a gift bag?

To send the gift directly to the recipient, click here and add a separate delivery address.

#### Add a personal touch to your gift with:

a free gift bag

a free greeting card with the following text:

Greeting text

[CONTINUE](#)

[Amazon](#) | [TYPE](#) | [S&S](#) | [KIPS!](#) | [twitter](#) | [Check out our new & amazing Twitter feed!](#) | [Login](#) | [JOIN NOW!](#)

[thredless](#) made no more | [Guys](#) | [Girls](#) | [Participate](#) | [Info](#) | [1 item in your cart](#) | [VIEW CART](#) | [REMOVE ALL](#)

## Shipping information

### Enter your email address

Join our weekly newsletter?  
It's really pretty and is a great way to stay on top of the new designs we release every week.

### Enter a shipping address

First name  Last name

Address 1   
(street address, PO box, company name)

Address 2   
(apt, suite, building, floor, etc)

In this address a PO, APO or AE box?

City

State  Postal code

Country

Phone Number   
(Required for international orders)

### Purchasing a gift certificate?

Be sure to enter YOUR email address here. If you are purchasing a gift certificate you have the option to enter the recipient's email to send it once your order has been placed.

### How much is shipping?

After you give us your shipping address, we will present you with shipping options and prices. We need to know your address in order to tell you how much it will cost.

### Do you ship to my country?

If your country is listed in the country drop-down menu then we ship to it!

### Can shipping and billing addresses be different?

As long as the billing and shipping addresses are in the same country, you can use different billing and shipping addresses.

### In your cart

[Remove](#)

[\(1\) Large Creative Guys Tee](#)

---

#### Order summary

Item(s) cost: \$18.00  
Shipping cost: \$0.00  
Tax: \$0.00  
Subtotal: \$18.00  
**Total cost: \$18.00**

The total cost is the amount that will be charged to your credit card.

### Gift options

In this order being sent as a gift?

The billing information does not appear on the invoice included in the package when an order is being sent as a gift.

**Next step, shipping method**

# XIII. Неща за които няма картинки, но са важни

- \* Акцентно степенуване на съдържанието
- \* Консистентност на елементите
- \* Liquid VS Fixed Layout



ДОВЕРИЕ, ЭМОЦИЯ И ПРОМОЦИЯ

Сърдечно благодаря за търпението!  
Въпросите са повече от желани.

Георги Линков

\*\*\*

[www.StudioX.bg](http://www.StudioX.bg)