

Research on Agricultural Product Brand E-Commerce Platform Design

--Take Wenzhou Ou Wangfu Brand as an Example

Zhijie Xia

Zhejiang Vocational College of Industry and Trade, Wenzhou, Zhejiang, 325003, China.

695020857@qq.com

Abstract

This article is based on Wenzhou local characteristic agricultural products brand ou wangfu shop page and details page design process, discusses the importance of brand visual design elements and the relationship with the brand culture connotation, this article also applied the visual line optimization and FABE law visual marketing strategy applied to the page design, the commodity display rate and subsequent stimulate consumption has played a positive role.

Keywords

Wenzhou Ou Wangfu; Visual Marketing Strategy; Visual Design Elements; Online Visual Design.

1. Ou Wangfu brand introduction

Chinese agricultural brands, as an important part of the Chinese brand array, undertake the important responsibility of promoting agriculture with Chinese characteristics, transmitting the image of agriculture with Chinese characteristics, improving the value of Chinese agricultural brands, and providing high-quality products to domestic and foreign consumers. As an important channel for agricultural products sales, the digital platform has also become an important position for agricultural brand promotion. The development of agricultural brands should follow the trend of digital development, innovate the brand cultivation marketing mode, and promote the consumption of brand agricultural products.

"Ou", as a nickname of Wenzhou, Zhejiang province, has a long history. The word "ou" carries many historical elements of the development and evolution of Wenzhou city, and is the soul symbol of the city. With the constant change of The Times, the connotation of ou culture has also been endowed with a new significance of The Times in the process of urban development, forming a distinct regional color.

Wenzhou Ou Wangfu Agricultural Development Co., Ltd. is mainly engaged in the brand development, production and sales of Wenzhou local wine."Ou Wangfu" brand carries the banner of local characteristic industry, takes the thousands of years as the medium, to excavate, spread and develop the "ou" culture as the core, and becomes the disseminator of ou culture. Relying on the wine culture, it integrates all kinds of local agricultural products in Wenzhou, and eventually becomes an agricultural products incubator with both cultural deposits and local characteristics.

But because ou palace in electric business, such as taobao platform started slowly, relative to some other Wenzhou brands such as Wenzhou rattan bridge, xu, iron maple hall low visibility, on the shop platform design to strengthen ou palace brand itself cultural characteristics, increase the brand recognition, to deepen brand impression in consumer heart is very important.

2. Ou Wang fu online shop brand visual design language

Online shop platform design is a characteristic system, in this system should be a set of unified color scheme, font, decorative graphics, typesetting form, etc., and unified these design elements are the cultural connotation and brand culture of ou Wangfu brand.

2.1. Ou Wangfu brand logo design

First of all, from the brand logo, the traditional cultural font design of the serif font design style is supplemented by the creative graphic design, which is shown in Figure 1. First see this logo consumers will feel the font design reflects the profound Chinese traditional culture, three text corners have serif font details rich characteristics, different from the thickness of the serif font concise, and with ancient palace architectural elements, back to the rich design texture let font logo design with historical thick and beautiful symbolic significance.



Figure 1 Font design logo of Ou Wangfu

2.2. Ou Wangfu brand element design

In the comprehensive design of the store home page and the details page, In order to reflect the long history and profound cultural heritage of ou Wangfu brand as shown in Figure 2, Add some traditional elements to the system as shown in Figure 3- -xiangyun cultural concept has a long history in China, Its unique shape, And graceful, Expressed the auspicious, festive, happy desire and a beautiful yearning for life, Its implication makes people feel the broad and profound Chinese traditional auspicious culture; Seal elements are not only beautiful in form, And ou Wangfu brand text design square form combination, Printing and sidebar coexist to form a harmonious visual whole; The tile when the design symbol in the ancient buildings, Through the tile-dang design embodies the traditional Chinese national culture, The artistic wisdom of the historical people; The scroll symbol used in the home page- -let the products in Ou Wangfu slowly unfold in front of consumers, Beautiful form, generous to give consumers a good browsing experience, In addition, the product supplemented by ink painting processing techniques so that we are watching the ancient painting, And the ancient painting scroll form and the way of integration.



Figure 2 Visual design of home page and details page of Millingqiong



Figure 3 Design elements in the design of ouWangfu brand store

2.3. Ou Wangfu brand color design

Ou Wangfu brand network store design home page to the traditional Chinese paper brown color system as the main color, sand as the auxiliary tone combined with the design, paper brown, is a Chinese traditional color full of scroll atmosphere. In the past, the literati inevitably dealt with ink, ink, paper and ink paper. Rice paper made of crushed by plants is full of the natural gas of herbs. The simple beauty was born in it, just like the lifelike animals and birds in Chinese painting. Sand, also known as Chinese red, has been used since ancient times, is often used as royal buildings, official or rich families, and the emperor, with a symbol and meaning of noble status. The collocation of these two colors on the home page not only shows the traditional cultural characteristics, but also implies the high-end positioning of the brand.



Figure 4 Color matching of the home page of Ou Wangfu brand

The details page mainly adopts the traditional color as the main color, and yellow as the auxiliary color. The cultural connotation of coagulation color is very rich, which can not only represent the soft beauty of women, but also be regarded as a symbol of dignity and elegance. The use of coagulation color brings unique visual experience and spiritual enjoyment to consumers, while yellow has been a symbol of noble status since ancient times, with happiness and auspicious meaning since ancient times. Therefore, the use of these two color matching in the design is harmonious, which also gives a recognition and communication of the user's identity.

3. Ou Wangfu online shop brand visual marketing strategy

Excellent store visual design attracts more traffic through its unique color and product display. Visual marketing is a combination of vision + marketing, such as Laura. Reis's "visual hammer" said that the visual image is like the hammer is ultimately for better marketing services, in the visual design process of ou Wangfu brand network store should also pay attention to the marketing effect.

3.1. Optimize the visual movement line

There is an important content in the visual design of the home page is the product layout, which is directly related to the display rate of products. We need to combine the order of the display of products on the home page, and use a reasonable visual moving line to connect them. In the home page design adopted the S composition will shop in the first three screen display products, let the user after entering the home interface can smooth view the key goods, behind the two screen design adopted the symmetrical composition multiple goods uniformly arranged in the interface, let the user deepen the brand impression in the process of browsing.



Figure 5 Visual Moving line design of the home page

3.2. Application of FABE rule in detail page design

FABE law is widely used in marketing theory. It is a typical profit promotion method, and it is a very specific, highly feasible and operable interest promotion method. It can effectively dispel some common doubts of users in shopping so as to stimulate the single behavior. F refers to the feature (Features) intended to refine the main features of the product including material, technology, etc.; A refers to the advantage (Advantages) refers to further extract the advantages contained in the product; B refers to the benefit (Benefits) intended to clearly explain the advantage of the user, for example, a diaper brand using polymer water absorption resin material, the advantage is good water absorption, the benefit of the baby wearing not red butt; E refers to Evidence (Evidence) is intended to express the benefits that can be shown graphically.

FABE law is also widely applied in visual marketing, especially the detail page design is the last design page to facilitate consumers to place orders. If using FABE law in this page, consumers can feel the same experience as a shopping guide guiding shopping in front of the page. In ou fu rice ling Joan product details page design is adopted the law, the first is in the product information shows that the double wine process, second in the product advantage module introduces the double wine mode of wine advantages, and then deepen the impression, confirm product advantage to consumers benefit is to take out or banquet very face, finally through the authority certification module shows the recognition of the selling point of the product of professional institutions. Such a marketing module combination down to let consumers see very difficult not to move.

4. Conclusion

In the process of online visual design of ou Wangfu brand, the importance of visual design is strengthened, the impression of ou Wangfu brand is strengthened through the combination of color, font and traditional design elements, and the cultural connotation behind the brand of ou

Wangfu is conveyed. In addition to beauty, it uses the application of marketing strategies in the design to strengthen its marketing function and realize the interface design effect with both visual and marketing functions.

Acknowledgements

This work was supported by Service science and technology innovation projects of Wenzhou Science and Technology Association(jczc124).

References

- [1] Gan ginza.E-commerce sales and marketing strategy based on consumer psychology[J]. Modern Marketing (Shanghai Ten Magazine), 2022.
- [2] Zhang Fang. Explore the application of visual marketing in e-commerce operation under the background of big data[J]. Shopping Mall Modernization, 2022.
- [3] Zeng Fangping. Analysis of e-commerce marketing and promotion strategy based on the visual perspective of artists[J]. Time-honored Brand Marketing, 2021.
- [4] Yu Hong.Research status and development prospects of visual marketing[J]. Marketing community, 2021.
- [5] Luo Yu.Focus: e-commerce creative copywriting and visual marketing[J]. Marketing community, 2020.
- [6] Sun Changqing. Application analysis of visual marketing in mobile e-commerce[J]. Chinese and foreign entrepreneurs, 2019.
- [7] Shu Xiangrong, Huang Yushu. Discuss the practical application of visual marketing in the era of e-commerce[J]. Education and Teaching Forum, 2019.
- [8] Zhai Yi mei. Research on enterprise precision marketing strategy based on user thinking[J]. Modern Marketing (Shanghai Ten Magazine), 2022.
- [9] Chen Wendong, Chen Xiaolei, Ren Yuguang. Research on the optimization of enterprise precision marketing strategy in UGC mode- Take KS as an example[J]. Market Weekly, 2022.
- [10] Liu Jiang. Construction method and application exploration of user portrait based on big data[J]. Technological Innovation and Application, 2022.
- [11] Mao Ren ping.Based on the application research of user portrait from the perspective of precision marketing[J]. Business Watch, 2022.