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## KEY CHARACTERISTICS OF EFFICIENT WEBSITES FOR TAXI SERVICES

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*The article deals with the development of websites for taxi services, their user-friendliness and disadvantages. The author provides the short description of the site and its functions. The purposes of the site development, topic urgency, programming languages used and conclusions are outlined in the article.*

*У статті розглядаються процес розробки сайту для послуг таксі, його недоліки у використанні і комфортності, його короткий опис і функціональність. Висвітлено цілі та актуальність теми на сьогоднішній день. Вказано, з використання м'яких мов програмування був створений сайт, а також зроблено висновки щодо бажаних функцій при подальшій розробці подібних сайтів.*

**Problem setting.** Nowadays we are very involved in technology and the internet. Technologies play a leading role today. With the development and the increasing role of computer technology, the Internet has a great role. As most people use the Internet, websites have become more relevant. It is very convenient to look at the necessary information or goods without leaving your home. You can order a thing, sign up for an appointment or book anything, earn money on it, and much more with the help of a website. The site development is very relevant, so this process has become a part of course projects at technological universities.

**The purpose of the article** is to describe the stages of the taxi service website development. The main tasks of developing a website are:

- to acquire practical skills when students develop a dynamic website with the storage of information in the database;
- to get skills in programming languages such as HTML, CSS, Javascript, and PHP;
- to apply practical skills in developing a website for an enterprise or organization. The project should have a database for storing information and a web interface for accessing it.
- The layout of the site must be executed using the rules of CSS 3 and the language spelling HTML 5. The server part of the website should be developed using the PHP programming language.

**Basic material research.** We have created “TaxiKolad” website, which includes the following pages.

1) Home (Fig.1). This page describes the main advantages of choosing this taxi service, namely, a taxi online order, contact information, etc.

2) About us. This page gives you more details about the benefits of using the taxi service, information about the company and people, as well as user comments and reviews.

3) Car choice (Fig 2). Cars of different classes belonging to the company are shown here.

4) Services. The page shows prices.

5) Contacts. This page provides contact information about the location of the company and feedback information.

6) Registration. You can register and login on this page.

The analysis of similar websites has showed that a good taxi service website should include the following desirable components:

- a user-friendly administration panel to manage companies, managers, drivers and taxis;
- the possibility of cashless payments;
- the connection of users to the driver nearby;

- the traceability of the nearest taxis on the map;
- an administrative part;
- the calculation of the trip cost;
- customer ratings and driver feedback;
- the possibility of the language change;
- additional functions.



Figure 1 – Home page

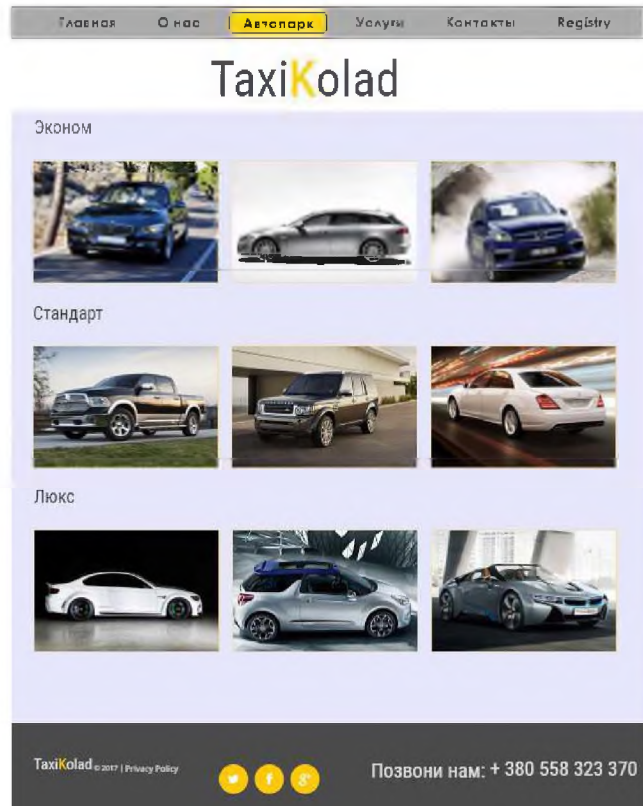


Figure 2 – Car choice

**Conclusion.** In the course project, we have developed a practical experience of working out and website development. In the process, we have deepened our experience in Photoshop as well as improves our knowledge of the site design with the help of ergonomics. Mastering and applying CSS, Javascript and HTML helped us develop the design with basic functional elements. To store the information left by the clients, we used the MySQL database programming language and the database itself. This project allowed us to get a deeper insight into the main aspects of website development. Today, the web site is acute with the advent of the Internet, so we have gained practical skills and knowledge for further development of websites.

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