informational support, consulting, and opportunity to take part in a lot of conferences, workshops and trainings. Such start-ups as Blitz Team, multiplayer mobile games development; SMARTPOOL, blockchain-platform service; Aligned Code, development of cross-platform apps for Smart TV; Touring Apps, development of technology for optimize costs of route construction are in HTP business-incubator at present. Each company of the mentioned is aimed at the general public, in other words, IT-sphere is trying to meet the needs of as much people as possible.

So, HTP plays the leading role in development of digital economy of Belarus due to some factors, the main of which are Decree №8, orientation to export and to high technology product, and support of perspective companies called start-ups and able to generate breakthrough ideas.

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THE USE OF EYE TRACKING IN BUSINESS

How can we define to what extent an advertisement or a website is successful? This issue can be solved with the help of eye tracking.

Eye tracking is a method of study allowing the verification of how humans perceive objects in front of them (e.g. Internet websites on the computer screen). This method consists of tracking the movement of eyeballs with the help of a specially designed video camera which is capable of registering even the smallest eye movements

Thanks to this method we can learn what people look at, which elements are perceived by them and which are ignored. It allows to check whether a particular graphic design, e.g. for an Internet website or an advertisement, meets its marketing objectives – whether recipients see those elements of the message which are crucial to the seller. This technology is especially useful when studying the activity of Internet shops' clients . Thanks to eye tracking, website designers have the possibility to understand how consumers see and read websites created by them. They may measure whether the menu navigation is clear enough for the first-time visitors, how users react to the contents of both texts and images.

So, what devices are used for eye-tracking?

Both stationary eye trackers (integrated with a computer screen) and mobile devices (usually to be put on the head) are available on the market.

Stationary eye tracker does not differ in appearance from an ordinary monitor.

A mobile eye tracker, on the other hand, allows the respondent to enjoy full freedom of movement in their natural environment, which allows the researcher to gather data regarding what has drawn the attention of clients, for example, in shops. Eye movements of a respondent are recorded by the device and subsequently, thanks to using radio communication with the workstation, are sent to the workstation where they are digitally processed, analyzed and interpreted.

The presentation of results is given in 2 ways: heat maps and scanning paths. These results are used in modern commerce, where current methods have not provided satisfactory results.

Taking into account the fact that looking and cognitive processes occur almost all the time and everywhere, eye tracking studies are not only used to study how useful particular Internet services are.

Modern eye trackers are becoming increasingly common in studies concerning many fields of life, starting at navigating in a real-life shops and looking at shelves, but also watching outdoor advertisements and television commercials.

Current results of an eye tracking study may provide us with answers to the following questions:
– What attracts client's attention and what remains unnoticed?
– Are the crucial elements of press and television advertisements noticed?
– Are the logo and the brand placed in the best possible place?

Eye tracking is also used in advertising. The study of advertising creation aims at checking what the client really sees and what is totally ignored. Thanks to this we have the possibility to optimise the advertising message and choose the best design option. Eye tracking study allows to determine which elements were viewed most often.

Regarding Belarus, eye-tracking experiments are also held in our country. Now we will view one case. In November 2015, SARMONT company tested the dumpling's packaging for PROVIT LLC company using eye-tracking method in order to determine how consumer packaging of new TM Dobrovsky dumplings is perceived at an unconscious level compared to competitors.

The respondent was shown a virtual store shelf, individual packs of dumplings of various brands, and also asked clarifying questions about what kind of packaging they liked and in which package the respondent was ready to find dumplings. On the heat map, we see that the greatest interest was focused on the packaging of dumplings TM Dobrovsky, to a lesser extent, the respondents looked at the packaging of dumplings TM Studencheskie.

A detailed analysis of the packaging made it possible to make recommendations for its improvement.

According to analysis of sales of the company Provit, the sales of TM Dobrovskie dumplings in the first month of launch in a new package grew by + 20%.

Eye tracking technology is one of the newest methods to increase ad effectiveness and website conversion. Unfortunately, in Belarus it has not yet become widespread, while abroad this practice has already been popular. Using eye tracking can significantly improve the usability of the site and increase the number of customers. It is not necessary to buy expensive equipment. You can just order this service in a specialized agency or use the information accumulated by our foreign colleagues.

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MAKING MONEY ON INSTAGRAM

The purpose of our work is study the latest trends in the development of e-commerce and to find out how popular it is in Belarus. And we are going to consider the following points: