

## **Abstract**

This thesis is devoted to the development of adaptive service by the type of landing page - Landing page.

The main objective of the project is to create a practical adaptive service that can attract new customers and capture their contact information.

A detailed analysis of the subject area was carried out to identify all the disadvantages of competitor sites and introduce originality into the project. In the process of implementation, all the tasks were fulfilled and the goal of the project was achieved.

In addition, an analysis was made of the safety of working conditions in the operation of the software product and the economic analysis of the development of the software product with a detailed cost estimate.