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METHODOLOGICAL SUPPORT FOR EFFECTIVE WEBSITE FUNCTIONING IN PROJECT-ORIENTED ARCHITECTURAL AND CONSTRUCTION COMPANIES

In the contemporary context of the development of the architectural and construction industry, a company's website functions not only as an informational showcase but also as a multifunctional platform that ensures interactivity, transparency, and partnership dialogue among all participants in project-oriented activities. The problem lies in the fact that most companies limit themselves to a traditional approach to website development, focusing on a list of services and contact information, whereas modern trends require the creation of a collaborative ecosystem. The absence of interactive tools, feedback mechanisms, and opportunities for joint decision-making leads to informational isolation, a decline in trust, and reduced effectiveness of project implementation. The purpose of the study is to develop and substantiate the methodological foundations for creating and operating the website of an architectural and construction company as a platform for partnership dialogue, which makes it possible to transform the client from a passive consumer of information into an active co-creator of the result. The methodological framework of the research is based on the analysis of modern website development models (waterfall, spiral, Microsoft Solutions Framework, Walt Disney model), concepts of internet marketing and relationship marketing, as well as a systemic approach to considering the website as a partnership ecosystem. The study employs methods of analysis and synthesis of scientific sources, comparative analysis of models, content analysis of websites of leading Ukrainian and international companies (Archimatika, YOD Design Lab, BIG, Foster + Partners), as well as the case method to examine practical examples of integrating partnership technologies. The main results of the study consist in identifying the key directions for organizing partnership dialogue: communication transparency, interactivity, joint decision-making, systematic feedback, the use of BIM technologies, and the creation of an emotional component of interaction. Methodological recommendations regarding website structure are proposed, including the integration of client dashboards, online chats, cost calculators, multimedia materials, and localization tools for international clients. It is demonstrated that a website built on the principles of a partnership ecosystem becomes the economic foundation for company development, reduces risks, enhances communication efficiency, and fosters trust among participants in project activities. The scientific novelty of the work lies in a comprehensive approach to the methodological support of website functioning for an architectural and construction company, which combines technical models, marketing tools, and practice-oriented aspects of partnership. The practical significance consists in the possibility of using the proposed recommendations for developing websites that meet modern requirements of interactivity and transparency, as well as in shaping a new culture of communication in the field of architecture and construction. Thus, the study confirms that the website of an architectural and construction company should be considered as a platform for cooperation and dialogue, where technical structure is combined with genuine partnership, and the outcome becomes not only technical but also socio-economically significant.

Keywords: website of an architectural and construction company, project management, project-oriented activity, methodological support, partnership dialogue, interactivity, communication transparency, feedback, BIM technologies, collaboration ecosystem, usability and content, trust and co-creation, economic foundation of development.

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МЕТОДИЧНЕ ЗАБЕЗПЕЧЕННЯ ЕФЕКТИВНОСТІ ФУНКЦІОНУВАННЯ САЙТУ В УМОВАХ ПРОЕКТНО-ОРІЄНТОВАНОЇ ДІЯЛЬНОСТІ АРХІТЕКТУРНО-БУДІВЕЛЬНОЇ КОМПАНІЇ

У сучасних умовах розвитку архітектурно-будівельної галузі сайт компанії виступає не лише як інформаційна вітрина, але й як багатофункціональна платформа, що забезпечує інтерактивність, прозорість та партнерський діалог між усіма учасниками проєктної діяльності. Проблема полягає у тому, що більшість компаній обмежуються традиційним підходом до побудови сайтів, зосереджуючись на переліку послуг і контактних даних, тоді як сучасні тенденції вимагають створення екосистеми співпраці. Відсутність інтерактивних інструментів, механізмів зворотного зв'язку та можливостей для спільного прийняття рішень призводить до інформаційної ізоляції, зниження довіри та ефективності реалізації проєктів. Метою дослідження є розробка та обґрунтування методичних засад створення й функціонування сайту архітектурно-будівельної компанії як платформи партнерського діалогу, що дозволяє перетворити клієнта з пасивного споживача інформації у активного співтворця результату. Методологічна основа дослідження спирається на аналіз сучасних моделей створення сайтів

(водоспадна, спіральна, Microsoft Solutions Framework, модель Уолта Діснея), концепції інтернет-маркетингу та relationship marketing, а також на системний підхід до розгляду сайту як екосистеми партнерства. Використано методи аналізу й синтезу наукових джерел, порівняльний аналіз моделей, контент-аналіз сайтів провідних українських та зарубіжних компаній (Archimatika, YOD Design Lab, BIG, Foster + Partners), а також кейс-метод для вивчення практичних прикладів інтеграції партнерських технологій. Основні результати дослідження полягають у визначенні ключових напрямів організації партнерського діалогу: прозорість комунікації, інтерактивність, спільне прийняття рішень, систематичний зворотний зв'язок, використання BIM-технологій та створення емоційної складової взаємодії. Запропоновано методичні рекомендації щодо структури сайту, які включають інтеграцію клієнтських кабінетів, онлайн-чатів, калькуляторів вартості, мультимедійних матеріалів та інструментів локалізації для міжнародних клієнтів. Доведено, що сайт, побудований за принципами екосистеми партнерства, стає економічною основою розвитку компанії, знижує ризики, підвищує ефективність комунікації та формує довіру між учасниками проєктної діяльності. Наукова новизна роботи полягає у комплексному підході до методичного забезпечення функціонування сайту архітектурно-будівельної компанії, який поєднує технічні моделі, маркетингові інструменти та практико-орієнтовані аспекти партнерства. Практична значущість полягає у можливості використання запропонованих рекомендацій для розробки сайтів, що відповідають сучасним вимогам інтерактивності та прозорості, а також у формуванні нової культури комунікації у сфері архітектури й будівництва. Таким чином, дослідження підтверджує, що сайт архітектурно-будівельної компанії має розглядатися як платформа співпраці та діалогу, де технічна структура поєднується з живим партнерством, а результат стає не лише технічним, але й соціально-економічно значущим.

Ключові слова: сайт архітектурно-будівельної компанії, управління проектами, проєктно-орієнтована діяльність, методичне забезпечення, партнерський діалог, інтерактивність, прозорість комунікації, зворотний зв'язок, BIM-технології, екосистема співпраці, юзабіліті та контент, довіра та співтворчість, економічна основа розвитку.

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GENERAL STATEMENT OF THE PROBLEM AND HOW IT RELATES TO IMPORTANT SCIENTIFIC OR PRACTICAL ISSUES

In the contemporary context of the development of the architectural and construction industry, a company's website ceases to be merely an informational showcase containing a list of services and contact details. It is transformed into a multifunctional platform that should ensure interactivity, transparency, and partnership dialogue among all participants in project activities. However, most companies still use their websites as static catalogues that do not take into account the specifics of multilevel construction processes involving clients, designers, contractors, suppliers, and regulatory authorities. The absence of interactive tools and feedback mechanisms leads to informational isolation, errors, delays, and conflicts, which reduces the effectiveness of project implementation.

The problem lies in the fact that the methodological foundations for the creation and functioning of websites of architectural and construction companies remain insufficiently developed. There is a gap between the technical capabilities of modern information technologies (BIM modelling, interactive dashboards, online services) and their practical application in communication with clients and partners. Most websites do not integrate tools for joint decision-making, do not create a space for dialogue, and do not foster a sense of co-creation. This reduces the level of trust, complicates the coordination of decisions, and limits the company's economic potential.

Thus, the relevance of the problem is determined by the need to develop methodological support that will allow transforming a website from a "catalogue" into a partnership ecosystem, where the client acts as an active participant in the process, and the company gains a tool for transparent communication, risk reduction, and increased efficiency of project-oriented activities.

ANALYSIS OF RECENT RESEARCH AND PUBLICATIONS

Among the basic sources and scientific vectors used in the course of the study, the following directions should be noted:

Marketing audit and internet marketing: I. Holiash [1], V. Kyrii [2], O. Mitsura [3], V. Mozghova [8], O. Ptashchenko [9] examine tools of internet marketing, online reputation management, and company promotion in the digital space. They emphasize that a website is a key communication channel and a means of building trust, and that its effectiveness depends on systematic auditing and the integration of marketing technologies.

Usability and content quality: A. Chornyi [4], V. Havrylov [6], V. Zosimov, S. Sachenko [7] analyse the impact of design, colour schemes, and informational content on conversion and website perception. Their findings confirm that content quality and ease of use are critical for attracting clients and maintaining partnership dialogue.

Information technologies and website management systems: V. Franchuk, O. Halytskyi [10], S. Illiashenko and T. Illiashenko [11], N. Zadorozhna et al. [12] consider the selection of CMS platforms, promotion tools, and the design of typical website models. This creates a methodological basis for the technical construction of a platform capable of supporting interactivity and transparency.

Website shortcomings and their role in communication: N. Ivashova, L. Saher, Yu. Melnyk [13] focus on the problems of industrial enterprise websites as communication tools. They demonstrate that the lack of interactivity and dialogue reduces effectiveness and trust in the company.

Practical examples of architectural companies: Archimatika [14], YOD Design Lab [15], BIG [16], Foster + Partners [17] demonstrate modern approaches to portfolio presentation, technology integration, and the creation of a space for dialogue. Their websites partially implement the concept of "website as a collaboration platform."

International studies in Scopus and Web of Science: Y. Yang, Z. Wei, Z. Zhang [19, 23], S. Mollaoglu [20], J. Lohne [21], A. Revoltia [22], S. Moradi [24, 26], K. M. Mazher [25], H. Koozani [27] analyse partnership, BIM integration, risks, and barriers to collaboration in construction projects. They confirm that the effectiveness of project activities depends on transparent communication and interactive technologies.

Domestic innovative research: R. Kubanov, I. Kopchuk, O. Zhovkva, D. Makatora [28]; A. Mykhalko, R. Kubanov, D. Makatora [29] develop concepts of partnership marketing and a communicative-economic paradigm of management. Their works emphasize that partnership dialogue and innovative organization of communications constitute the methodological foundation for the sustainable development of architectural and construction companies.

Thus, contemporary research shows that the effectiveness of an architectural and construction company's website is determined not only by technical characteristics but also by its ability to function as a partnership platform. Ukrainian and international publications confirm that a website should integrate marketing tools, usability, and high-quality content; ensure interactivity, transparency, and feedback; use BIM and other partnership technologies; and build trust and shared responsibility for outcomes. In this way, the website becomes not merely a "showcase" but an economic foundation for dialogue and co-creation that corresponds to current trends in company development.

The methodological framework of the study:

1. Theoretical foundations: the use of concepts of internet marketing and online reputation management (I. Holiash [1], V. Kyrii [2], O. Mitsura [3], S. Illiashenko [11]); the theory of partnership dialogue and partnership marketing (R. Kubanov, I. Kopchuk, O. Zhovkva, D. Makatora, A. Mykhalko [28–29]); website development models (waterfall, spiral, MSF, Walt Disney model) as methodological frameworks for organizing the process.
2. Research methods: analysis and synthesis of scientific sources (Scopus, Web of Science [19–27], Ukrainian publications [1–13; 28–29]); comparative analysis of website development models and their practical value; a systemic approach to considering the website as a partnership ecosystem; case method: examples of Archimatika, YOD Design Lab, BIG, Foster + Partners [14–17]; content analysis of websites and their elements (usability, interactivity, transparency).
3. Methodological tools: use of BIM technologies, interactive dashboards, cost calculators, and chats; application of usability audits and content quality assessment; integration of feedback as a permanent mechanism for improvement.
4. Practice-oriented aspect: the website is considered as the economic foundation of partnership that ensures transparency and trust; the client acts not only as a consumer but also as a co-creator of the result; the methodology is aimed at transforming the website from a "catalogue" into a collaboration platform.

Thus, the methodological framework combines theoretical models, analytical methods, and practical cases, which makes it possible to consider the website of an architectural and construction company as an ecosystem of partnership and dialogue. This ensures not only technical effectiveness but also socio-economic value for the company and its clients.

FORMULATING THE ARTICLE'S OBJECTIVES

The purpose of the study is to develop and substantiate the methodological foundations for the creation and functioning of the website of an architectural and construction company as a platform for partnership dialogue that ensures: effective communication between the company and clients; integration of modern information and partnership technologies (BIM, interactive dashboards, online services); transparency of processes and feedback at all stages of project activities; transformation of the client from a passive consumer of information into an active co-creator of the result; formation of the economic foundation for company development through trust, cooperation, and shared responsibility.

Thus, the purpose of the study is to create a concept of the website as a partnership ecosystem that combines technical structure, live dialogue, and practice-oriented value for a modern architectural and construction company.

THE MAIN MATERIAL STATEMENT

Various website development models may be used in the construction process:

1. Waterfall model:

• Sequential structure: technical specification → analysis → design → content → visual design → programming → testing.

• Advantage: clear logic and control at each stage.

• Disadvantage: low flexibility; it is difficult to introduce changes after launch.

• Practical value: suitable for projects with clearly defined requirements and a stable budget.

2. Spiral model:

• Iterative approach: planning → implementation → testing → evaluation → repetition with consideration of shortcomings.

• Advantage: flexibility and the possibility of continuous improvement.

• Disadvantage: requires more time and resources.

• Practical value: optimal for complex projects where client dialogue and gradual expansion of functionality are essential.

3. Microsoft Solutions Framework (MSF):

• Combination of the waterfall and spiral models: analysis → planning → development → stabilization.

• Advantage: a balance between structure and flexibility.

• Disadvantage: requires discipline and clear team coordination.

• Practical value: allows rapid response to changes while maintaining a systematic approach.

4. Walt Disney Model:

• Three stages: conceptual design (dreamer) → logical design (realist) → physical design (critic).

• Advantage: integration of creativity, rationality, and critical analysis.

• Disadvantage: possible difficulties in coordination among different participants.

• Practical value: suitable for creative projects where it is important to combine ideas, logic, and practical implementation [12].

Practice-oriented aspect is the foundation for the development of modern companies:

• In contemporary conditions, the website of an architectural and construction company should function not only as a technical product but also as the economic foundation of partnership.

• Regardless of the model used, dialogue with the client is key: interactivity, transparency, and the ability to influence decisions.

• Models should be adapted so that each stage includes client feedback – this ensures trust, reduces risks, and creates added value.

• Practice orientation means that the website becomes a tool of co-creation, where the client not only receives information but also participates in shaping the final result.

Thus, all models can be considered as different paths toward a single goal: the creation of a website that functions as a partnership ecosystem, where technical structure is combined with live dialogue and economic benefits for both the company and the client.

Within the framework of recent studies [28-29], it can be noted that the methodology for organizing partnership dialogue with clients represents a system of principles, tools, and practices aimed at creating open, two-way communication between the company and the client. Its purpose is to transform the client from a passive consumer of information into an active participant in the collaboration process, ensuring transparency of decisions, trust, and shared responsibility for the outcome.

The main directions are:

• transparency of communication. Providing clients with access to up-to-date information on the project, its stages, and changes.

• interactivity. Use of live dialogue tools: chats, forums, surveys, online meetings.

• joint decision-making. Involving clients in the selection of materials, technologies, and design through interactive services.

• feedback. Systematic collection of reviews and suggestions to improve services.

• partnership technologies. Integration of BIM models, shared dashboards, and 3D visualizations to coordinate decisions in real time.

• emotional component. Creating an atmosphere of trust and support, where the client feels valued and important.

The most convenient and effective implementation of partnership dialogue occurs within the company's website, as it serves as a universal platform that integrates informational blocks, interactive tools, and collaborative technologies. The website becomes not merely a source of data but a living space of interaction, where the client and the company act as partners in shaping a shared result.

The standard elements of a modern company's website are presented in Table1.

Description of website elements and additional characteristics:

• Home page. This is the first impression of the company. It is important to create an atmosphere of trust and professionalism here: a slogan, a striking banner or video, and buttons for quick access to key sections.

• About the company. A narrative about the company's history, mission, and values. Team photos, certificates, and partners all contribute to forming an image of reliability and openness.

• Services. A clear list of areas of activity: architectural design, construction, design, consulting. This helps the client quickly understand what exactly the company offers.

• Portfolio / Projects. A gallery of completed works with descriptions and photos. Filters by project type or geography can be added. This demonstrates the company's experience and aesthetic approach.

• Technologies and standards. An explanation of the modern methods used: BIM modelling, energy-efficient solutions, international certifications. This emphasizes professionalism and modernity.

• Blog / News. Dynamic content: articles, case studies, interviews, company news. This enhances expertise and supports SEO.

• Vacancies / Careers. A space for attracting new specialists: open positions, working conditions, resume submission form. This shows that the company is developing.

• Contacts. Map, phone numbers, feedback form. Simplicity and accessibility are critical here – the client should easily find a way to reach the company.

• Client dashboard. Personalized access to documents, project statuses, and notifications. This creates a sense of transparency and care for the client.

• Multimedia / Video. Video reviews, interviews, drone footage. This adds dynamics and emotional appeal, allowing users to "experience" the projects.

• Language / Localization. Language switcher and content adaptation for international clients. This opens the company to the global market.

Table 1

Components of an architectural and construction company's website

Section	Purpose	Key elements
Home page	First impression, navigation, emotional engagement	Slogan, banner, short video, CTA buttons
About the company	History, values, team	Mission, office photos, certificates, partners
Services	List of areas of activity	Architecture, construction, design, consulting
Portfolio / Projects	Demonstration of experience and aesthetics	Gallery, project descriptions, filters, geolocation
Technologies and standards	Confirmation of professionalism and modernity	BIM, energy efficiency, certifications
Blog / News	Dynamic content, SEO, expertise	Articles, case studies, interviews, events
Vacancies / Careers	Attraction of new specialists	Open positions, requirements, application form
Contacts	Communication, trust, accessibility	Map, phone numbers, feedback form
Client dashboard	Personalized access to documents and statuses	Authorization, documents, notifications
Multimedia / Video	Emotional presentation, dynamics	Video reviews, drone footage, interviews
Language / Localization	Accessibility for international clients	Language switcher, content adaptation

Most companies view a website only as a "showcase" for services and prices, rather than as a living tool for collaboration. However, under conditions of project-oriented activity, partnership and dialogue become the most effective approach. The features of substantiating the core thesis:

1. Complexity and multilevel nature of projects. Architectural and construction projects are always multicomponent systems involving various participants: clients, designers, contractors, suppliers, and regulatory bodies. Each of them has their own interests, resources, and constraints. Under such conditions, informational isolation or one-sided communication leads to errors, delays, and conflicts. Therefore, partnership and dialogue become key mechanisms for coordinating a complex system.

2. Partnership technologies as instruments of effectiveness. Modern technologies – BIM modelling, shared online platforms, integrated management systems – create opportunities for transparent collaboration. They allow all participants to see a unified project model, track changes, and make coordinated decisions. This not only reduces risks but also forms a culture of partnership, where each participant feels responsibility for the shared result.

3. Dialogue as the basis of trust. In project activities, not only the technical aspect is important, but also the psychological one. Trust among participants emerges through open dialogue: the opportunity to ask questions, receive answers, and discuss alternatives. Dialogue reduces uncertainty, creates a sense of a shared goal, and helps avoid conflicts. Without dialogue, even the most advanced technologies remain merely formal tools.

4. The error of the informational approach. Many companies limit themselves to using their websites solely as informational showcases – a list of services, prices, and contacts. Such an approach does not consider the specifics of project activities, where the main objective is not simply to inform but to create a space for collaboration. The lack of interactivity and dialogue with clients or partners reduces communication effectiveness and trust in the company.

5. Synergy of partnership and dialogue. Theoretically, partnership can be viewed as a system of mutual benefit, and dialogue as the mechanism for its realization. Together, they form synergy: technologies provide the tools, while dialogue ensures a living process of coordination. This unity makes it possible to transform project activity from a set of tasks into shared creativity, where the result becomes not only technical but also socially significant.

Thus, partnership and dialogue are not additional options but fundamental conditions for the effectiveness of modern architectural and construction projects.

The idea of the website of an architectural and construction company as a partnership platform. The website not only informs but also interacts across all processes (Table 2). It should function as a space for dialogue between the company, clients, partners, students, and colleagues.

Thus, the core idea is the following: the website = a collaboration platform, not merely a catalogue. This allows the company to stand out, build trust, and engage the client in the process as a partner.

From the perspective of organizing partnership dialogue with clients, several website elements are particularly significant: a client chat, assistance in selecting a product or service, and the presentation of specific features and advantages of individual projects.

Table 2

The website as a partnership platform

Element	Essence	Example of implementation
The website interacts rather than merely informs	A space for dialogue between the company, clients, partners, students, and colleagues	"Community" section with a forum and interactive discussions
Partnership technologies	Tools for transparent collaboration	- BIM integration: the client can view the building's 3D model online - Shared dashboards for coordinating documents - Interactive maps indicating construction stages
Organization of dialogue	Channels for live communication	- "Questions and Answers" forum - Online chat with a consultant - Service quality surveys
A common mistake of most companies	Using the website solely as a catalogue of services and prices	"Services" page without interactivity – only a list and a price list
Appropriate approach	The website as a partnership ecosystem, where the key is joint action and dialogue	A platform with client dashboards, BIM integration, and a blog for sharing experience
Formula	Website = a collaboration platform, not merely a catalogue	"Together we create space" – a slogan on the homepage

The essence of the website element "Client chat": theoretical justification and practical case examples:

Theoretical justification:

• A space for live communication. A client chat is not merely a technical tool but a channel of trust. It creates a sense of the company's presence "here and now."

• Reduction of barriers. The client does not need to make a phone call or wait for an email response; instead, they receive quick contact in a convenient format.

• Support of partnership. The chat enables dialogue rather than monologue. It is no longer one-way information but interaction in which the client feels valued.

• Integration with project activity. In construction and architectural projects, the chat can become a channel for clarifying details, coordinating changes, and resolving issues in a timely manner.

The case examples:

1. Clarification of project details. A client writes: "Is it possible to replace the facade material with a more environmentally friendly one?" The architect responds immediately in the chat, adds links to alternatives, and the client feels that their opinion is taken into account.

2. Operational problem solving. A contractor reports via chat: "There is a delay in concrete delivery at the site." The manager reacts instantly, coordinates a new schedule, and all participants see the solution in real time.

3. Consultation for a potential client. A student or young specialist visits the website and asks: "Do you offer internships?" The HR representative responds in the chat, sends an application form, and the company gains a new contact without unnecessary barriers.

4. Feedback after project completion. A client writes: "Thank you for the work, but I would like to leave a few suggestions." The company receives valuable feedback that can be used to improve services.

Theoretical justification and practical cases for the website element "Assistance in selecting a product or service". This is one of the key tools that transforms a website from a catalogue into a partnership platform.

Theoretical justification:

• Reduction of client uncertainty. In architecture and construction, clients often face a wide range of options: materials, technologies, design solutions. Without support, they may feel confused.

• Increase in trust. When a company helps the client make a choice, it demonstrates expertise and care. This fosters a sense of partnership rather than mere sales.

• Interactivity as value. The "assistance in selection" element can be implemented through online consultants, interactive filters, cost calculators, and recommendation systems. This creates live dialogue between the client and the company.

• Connection with project activity. The choice of a product or service often affects the entire project. Therefore, assistance at this stage is not only a service but also strategic support that reduces risks and increases efficiency.

The practical cases:

1. "Facade materials" case. A client hesitates between three types of cladding. On the website, they complete an interactive test: "What is more important to you – environmental friendliness, price, or durability?" The system suggests the optimal option and shows examples of implemented projects.

2. "Service selection" case. A client is unsure whether they need only a design project or full construction supervision. In the chat, a consultant explains the difference, presents a table of service packages, and helps determine the most appropriate option.

3. "Cost calculator" case. The client enters parameters such as house area, number of floors, and preferred materials. The website automatically calculates an estimated cost and suggests options for budget optimization.

4. "Portfolio-based recommendations" case. A client browses the project gallery and marks the projects they like. The system generates a selection of services and materials that match the client's style.

Thus, the element "Assistance in selecting a product or service" functions as a partnership mechanism that shifts the client from the position of a "consumer" to that of a "co-creator."

Theoretical justification and practical cases for the website element "Features and advantages of individual projects". This block is extremely important because it transforms the portfolio from a simple gallery into a living argument of trust.

Theoretical justification:

• Differentiation and uniqueness. Each project has its own features: materials used, technologies, design solutions, environmental friendliness, or cost efficiency. Highlighting these aspects helps the client understand how the company differs from competitors.

• Strengthening trust. When the client sees not only photos but also explanations of "why this project is special," they perceive transparency and professionalism. This creates the effect of "living experience," not just images.

• Practical value. Describing the advantages of individual projects helps the client relate them to their own needs – for example, energy efficiency for cost savings, speed of implementation for urgent tasks, or unique design for prestige.

• A basis for dialogue. Such a block encourages the client to ask questions: "Can a similar solution be applied in my case?" and this marks the beginning of partnership interaction.

The practical cases:

1. "Energy-efficient residential complex" case. The website describes: "Feature – the use of solar panels and a heat recovery system. Advantage – a 40% reduction in energy costs." The client immediately sees the practical benefit and can inquire about applying such technologies in their own home.

2. "Office centre with open spaces" case. The feature is "Flexible layouts that allow changes in space configuration without major reconstruction." The advantage is "Savings on future renovations and adaptability to different business models."

3. "Reconstruction of a historic building" case. The feature is "Preservation of the authentic facade with the integration of modern materials." The advantage is "A combination of historical value and contemporary comfort, which increases the prestige of the facility."

4. "Prefabricated modular buildings" case. The feature is "Use of modular blocks assembled within a few weeks." The advantage is "Minimization of construction time and the possibility of rapid expansion in the future."

Thus, the element "Features and advantages of individual projects" serves as a value-demonstration tool that transforms the portfolio into an argument for collaboration.

Additional examples are presented in Table 3.

Table 3

Projects: feature → advantage → value for the client

Project feature	Advantage for the facility/company	Value for the client
Use of solar panels	Reduction of energy costs	Cost savings in the long-term perspective
Flexible planning of office spaces	Easy reconfiguration without major reconstruction	Adaptability to various business models, savings on renovation
Preservation of a historic facade	Combination of authenticity with modern materials	Prestige, cultural value, and comfort simultaneously
Modular blocks for rapid assembly	Construction completed within a few weeks	Fast acquisition of ready-to-use space, minimization of delays
Use of BIM technologies	Transparent coordination among all participants	Confidence in quality and online control of the process
Energy-efficient heating systems	Reduced resource consumption	Comfort and stable costs regardless of seasonal fluctuations
Interactive 3D models on the website	Immersive project viewing experience	Clear visualization of future space, reduced risk of misunderstandings

A ready-made matrix template for the website, in which each new project can be immediately entered in the format "Feature → Advantage → Value," is presented in Table 4.

Table 4

Project Matrix Template: Feature → Advantage → Value

Project name	Feature (what is unique)	Advantage (practical benefit)	Value for the client (what they gain)
[Project name]	[Unique feature: material, technology, design]	[Specific benefit for the facility/company]	[Value for the client: cost savings, prestige, comfort]
[Project name]	[Unique feature]	[Practical advantage]	[Value for the client]
[Project name]	[Unique feature]	[Practical advantage]	[Value for the client]

A short guide on how to properly complete the "Feature → Advantage → Value" matrix so that all projects appear consistently professional:

Instructions for completing the matrix.

1. Project name.

• Use a clear and easily understandable name (for example: Green House, Heritage Centre).

• Avoid abstract formulations – the name should immediately evoke an association with the project.

2. Feature.

• Describe the unique characteristic of the project: material, technology, design solution, or environmental aspect.

• Formulate concisely (1-2 lines), without excessive technical detail.

• Example: Use of solar panels *or* Preservation of a historic facade.

3. Advantage.

• Explain the practical benefit for the facility or the company.

• Use action-oriented verbs: reduces, enables, simplifies, saves.

• Example: Reduction of energy costs *or* Easy reconfiguration without major reconstruction.

4. Value for the client.

• Always formulate from the client's perspective: what they gain and what benefit they receive.

• Use simple, outcome-oriented language: cost savings, prestige, comfort.

• Example: Long-term cost savings.

5. Style and tone.

• All entries should be short, clear, and free of complex terminology.

• Use a consistent structure: Feature → Advantage → Value.

• Avoid repetitions – each project should emphasize its own uniqueness.

Thus, the matrix becomes a unified presentation standard, allowing the client to immediately see the logic: what is special → what advantage it provides → what value it delivers to them.

Checklist for quickly assessing the quality of completing the "Feature → Advantage → Value" matrix for each project:

Matrix completion checklist.

1. Project name.

• Clear and understandable, without abstract formulations.

• Creates a direct association with the project itself.

2. Feature.

• One unique characteristic is described (material, technology, design, environmental aspect).

• The formulation is concise (1-2 lines) and free of excessive technical language.

3. Advantage.

• A practical benefit for the facility or the company is clearly stated.

• Action verbs are used (reduces, enables, simplifies, saves).

4. Value for the client.

• Formulated from the client's perspective: what the client gains.

• Simple, benefit-oriented language is used (cost savings, prestige, comfort, confidence).

5. Style and tone.

• Concise, clear, without repetition.

• A unified structure is maintained: Feature → Advantage → Value.

• All projects appear consistent and professionally presented.

Such a checklist can be kept as a quick reference tool for the company, ensuring that each new project is presented with the same high level of quality and clarity for the client.

In summary, the key elements of the methodological support for ensuring the effective functioning of a website under conditions of project-oriented activity of an architectural and construction company are presented in Table 5.

Table 5

Methodological support for website effectiveness

Methodological element	Essence / Objective	Implementation tools	Expected effect for the client and the company
1	2	3	4
Website interactivity	Transition from a "catalogue" to a collaboration platform	Forum, chat, surveys, interactive blocks	Engagement in dialogue, involvement of the client as a partner
Partnership technologies	Transparent coordination among all project participants	BIM integration, shared dashboards, interactive maps, 3D models	Process control, online trust, risk reduction
Assistance in selecting services/products	Reduction of client uncertainty, decision-making support	Online consultant, cost calculators, recommendation systems	Time savings, confidence in the correctness of the choice

1	2	3	4
Client chat	Live communication channel in real time	Online chat with a consultant or architect	Trust, rapid problem solving, partnership support
Features and advantages of projects	Demonstration of uniqueness and practical value of each case	"Feature → Advantage → Value" table, examples of implemented solutions	Transparency, trust-based arguments, alignment with client needs
Content as a dialogue tool	Formation of expertise and a living community	Blog, news, case studies, interviews, educational materials	Sense of openness, engagement of students, partners, colleagues
Feedback	Continuous service improvement	Surveys, reviews, interaction analytics	Client feels valued; the company gains data for development
International accessibility	Audience expansion	Language switcher, content localization	Entry into the global market, attraction of international partners

It should be noted that among Ukrainian companies, the website of the Kyiv-based studio Archimatika meets the defined criteria, while among international companies, the platform of BIG (Bjarke Ingels Group, Denmark) and several others do so as well [14-17]. These companies demonstrate interactivity, transparency, and a clear emphasis on dialogue with clients through portfolios, conceptual explanations, and interaction tools.

A comparative overview is presented in Table 6, which illustrates how different architectural companies implement elements of partnership dialogue on their websites.

Table 6

Comparative characteristics of company websites implementing elements of partnership dialogue (company → website → presentation features)

Company	Website	Presentation features
Archimatika (Kyiv)	archimatika.com	Portfolio with conceptual descriptions; emphasis on residential complexes as "spaces for living"; explanation of value for residents.
YOD Design Lab (Poltava / Kyiv)	yoddesignlab.com	Case studies with detailed descriptions of design solutions; explanation of the uniqueness of each project; creation of emotional engagement.
BIG — Bjarke Ingels Group (Denmark)	big.dk	Interactive visualizations; conceptual explanations; emphasis on the impact of projects on society and the future; explanation of ideas and logic.
Foster + Partners (United Kingdom)	fosterandpartners.com	Detailed descriptions of technologies, environmental solutions, and social impact; emphasis on international partnership and openness.

Within the framework of the comparison, the following points can be highlighted:

• Ukrainian companies (Archimatika, YOD Design Lab) place emphasis on the emotional dimension and uniqueness of projects, explaining their practical value.

• International companies (BIG, Foster + Partners) demonstrate global scale and interactivity, emphasizing social and environmental impact.

• All examples partially implement the principles of a website as a partnership platform: transparency, dialogue, and interactivity.

To apply the methodology for organizing partnership dialogue with clients, a generalized table "Direction → Tool → Effect" is developed (Table 7).

Table 7

Methodology for organizing partnership dialogue with clients: Direction → Tool → Effect

Direction	Implementation tools	Effect for the client and the company
Transparency of communication	Online dashboards, BIM integration, interactive maps	The client sees the real-time status of the project; trust increases
Interactivity	Chat, forum, surveys, calculators	Live dialogue, quick responses, client engagement in the process
Joint decision-making	Interactive 3D models, selection of materials via the website	The client feels like a co-creator; risk of errors is reduced
Feedback	Surveys, reviews, interaction analytics	The company improves services; the client feels their opinion is valued
Partnership technologies	Shared dashboards for document approval, calendars	Coordination among participants, cost savings, risk reduction
Emotional component	Personalized messages, blog with client stories	Atmosphere of trust, sense of value and support

The justification of the basic elements of the table: 1) Direction is the strategic goal of dialogue with the client. For example: transparency, interactivity, joint decision-making. Each direction answers the question: What do we want to ensure in the interaction? 2) Tool is a specific means of implementing the chosen direction. These may

include online dashboards, chat, BIM models, calculators, or surveys. It is important that the tool is accessible, clear, and user-friendly for the client. 3) Effect is the result obtained by both the client and the company through the use of the tool. For example: increased trust, time savings, reduced risk of errors, a sense of support. The effect should be measurable and perceptible.

Generalized recommendations for an architectural and construction company regarding the methodological support for the effective functioning of a website under conditions of project-oriented activity:

1. Transform the website into a collaboration platform rather than a simple catalogue:
• Implement interactive elements: chat, forum, calculators, surveys.
• Create a space for dialogue with clients, partners, students, and colleagues.
2. Integrate partnership technologies:
• Use BIM models, interactive maps, and shared dashboards for coordinating decisions.
• Provide clients with online access to the current project status.
3. Assist clients in selecting services and products:
• Introduce recommendation systems, cost calculators, and interactive tests.
• Explain the advantages of each solution from the perspective of practical benefit.
4. Describe the features and advantages of each project:
• Use the "Feature → Advantage → Value" matrix.
• Present the portfolio as an argument of trust rather than merely a gallery.
5. Ensure live communication through chat:
• Give clients the opportunity to receive consultations quickly.
• Use chat as a channel for support, clarification, and feedback.
6. Build a community around the brand:
• Maintain a blog, publish case studies, interviews, and educational materials.
• Engage young professionals, students, and partners in discussion.
7. Collect and analyse feedback:
• Conduct regular surveys and analyse user behaviour.
• Use data to improve services and UX design.
8. Ensure international accessibility:
• Add a language switcher and adapt content for foreign clients.
• Position the company as open to global partnership.

These recommendations will help the company create a living, methodologically structured ecosystem in which the website becomes not merely an information tool, but a space for partnership, trust, and joint action.

Checklist within the recommendations for the methodological support of the effective functioning of an architectural and construction company's website:

1. Website interactivity:
• A chat, forum, or surveys for clients are available.
• Calculators or interactive blocks for selecting services are implemented.
2. Partnership technologies:
• BIM model integration or 3D visualizations are provided.
• Shared dashboards are used for coordinating documents and schedules.
3. Assistance in selecting products/services:
• Recommendation systems or cost calculators are available.
• The practical benefit of each solution is clearly explained to the client.
4. Client chat:
• Possibility of fast consultation in real time.
• A channel for clarifying details and resolving issues.
5. Features and advantages of projects:
• The "Feature → Advantage → Value" matrix is used.
• Each project is presented as an argument of trust rather than merely as photos.
6. Content as a dialogue tool:
• Blog, news, and case studies are regularly updated.
• Educational materials for students and partners are available.
7. Feedback:
• Surveys are conducted and reviews are collected.
• Analytics are used to improve the service.
8. International accessibility:
• A language switcher is available.
• Content is adapted for foreign clients.

Such a checklist enables the company to quickly verify whether the website complies with methodological recommendations and truly functions as a partnership ecosystem.

CONCLUSIONS.

The website of an architectural and construction company ceases to be merely an informational showcase and becomes a full-fledged partnership ecosystem, in which each element has its methodological justification, implementation tools, and a clear effect for both the client and the company. Under contemporary conditions of project-oriented activity, interactivity, transparency, and dialogue become the key factors of effectiveness. A website that offers only a list of services and prices limits the company's potential, reducing communication to one-way information delivery. In contrast, a platform that integrates partnership technologies (BIM models, shared dashboards, interactive maps) creates a space for joint action, coordinated decision-making, and real-time process control.

Equally important are elements that assist in selecting products and services, the client chat, and the description of features and advantages of individual projects. These components not only reduce uncertainty but also build trust, highlight the company's uniqueness, and demonstrate its readiness for open dialogue. Content in the form of blogs, news, or case studies becomes a tool for community building, while feedback serves as a mechanism for continuous service improvement. International accessibility through multilingual support opens the way to the global market.

The methodological support of website effectiveness lies in creating a living collaboration ecosystem, where information constitutes only the first level, while partnership, dialogue, and joint action are central. This approach enables the company to stand out among competitors, strengthen client trust, and transform each project into a shared success.

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