



An Industry Project

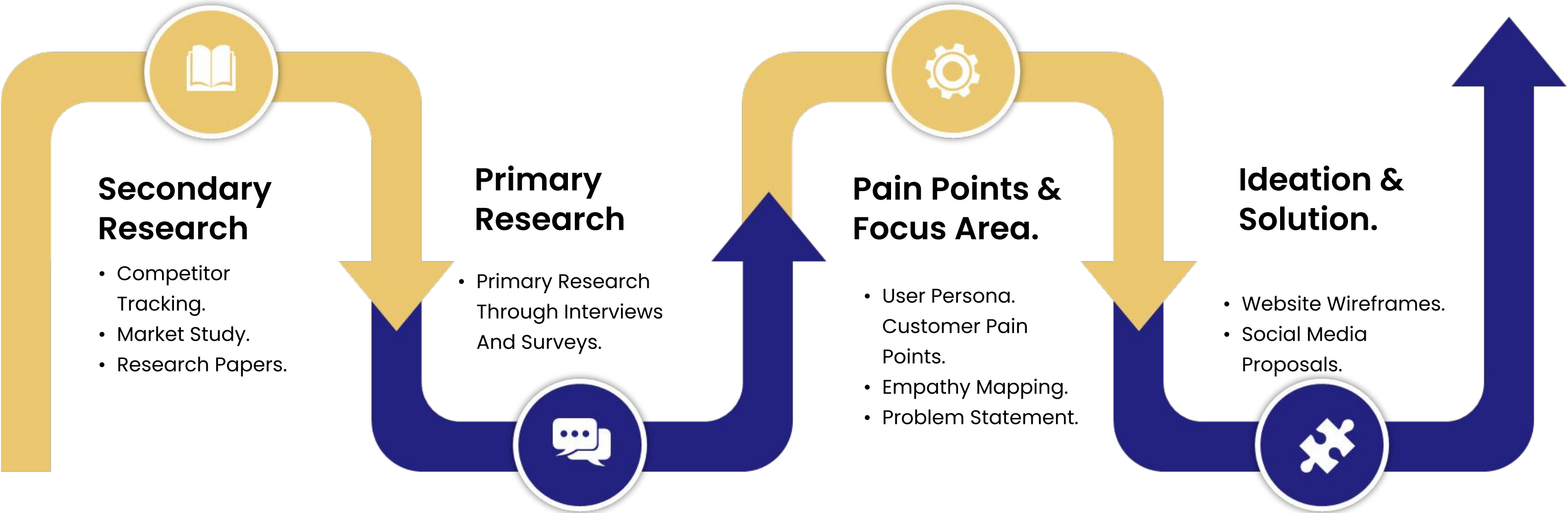
NAME :

**Shrestha Saha**

PROJECT TITLE:

**A Youth-Based Website Design Rooted In User Understanding And Market Research.**

# DESIGN PROCESS



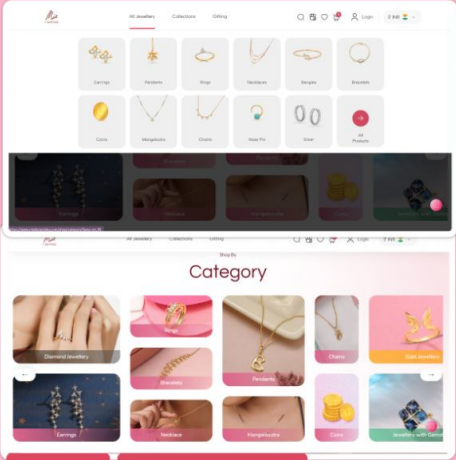
# COMPETITOR TRACKING

Brands in the same field with a similar target audience were first tracked and analysed. The brands finalised for analysis are jewellery brands in the Indian bringing in practical and minimalistic jewelleryes.

## Website Home Page

ENTRY PAGE

MIA



Nav bar:

Products

Store locator

Search

Login

Wishlist

Cart

Country

All jewellery collections

best sellers

Category (carousel ad)

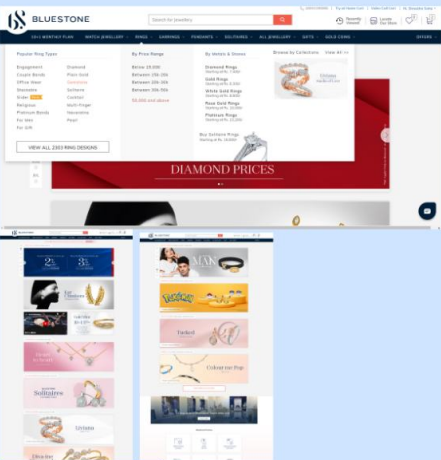
Collection(carousel ad)

Influencer

Best-seller(carousel ad)

Budget categorisation

BLUESTONE



Nav Bar:

Offers

All Jewellery

10+1 monthly plan

Watch Jewellery

Earrings

Rings

Pendants

Softlines

Gold Coins

Gifts...

Month-wise collections

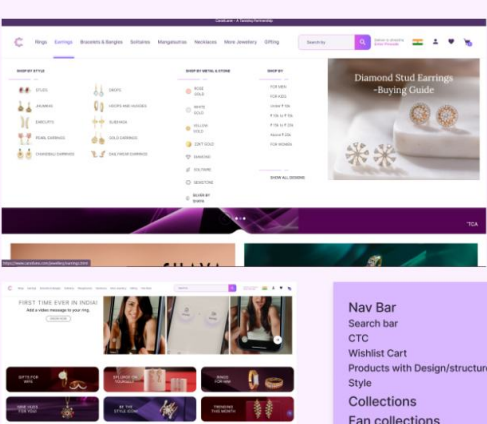
MARCH MARCH: Sparkle that makes heads turn

STYLISH FEBRUARY: Fine Jewellery, high design

DAZZLING DECEMBER: Fine Jewellery, bright and beautiful

STUNNING NOVEMBER: Gorgeous expressions in gold...

CARATLANE



Nav Bar

Search bar

CTC

Wishlist Cart

Products with Design/structure

Style

Collections

Fan collections

Refer & Earn , ear piercing, etc.

USP

Testimonials

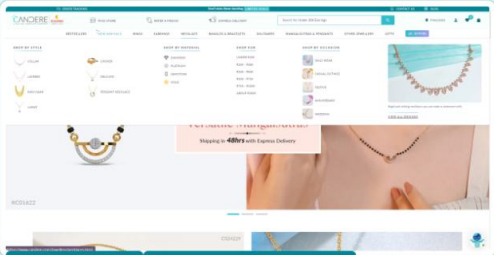
Instagram

Sign Up/Sign In

Footer

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CANDERE



Nav bar:

Limited Deals

Search bar

Store locator

Refer

Delivery

Search

Address

Login

Wishlist

Cart

Nav Bar

Offers

Sign Up N Spin

Categories

Collections

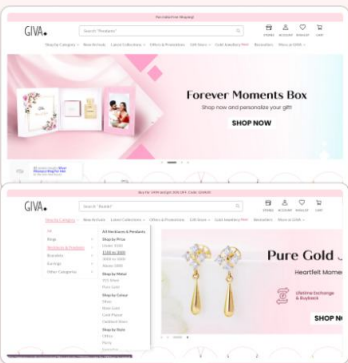
Ad

Gifting products

Store locator

Memories/Video testimonials

GIVA



Nav Bar

Ad

Product Category

GIVA Essentials

Gifting

Gift Guide

Colour collections

diff price collections

latest collections

Gift guide

Vogue Collections

Gold

Essentials occasion

wise

Customer Stories

Footer

Nav bar:

Products

Store locator

Search

Address

Login

Wishlist

Cart

5

# Website Home Page

Feature	Mia	Bluestone	Caratlane	Candere	GIVA
Essentials	✓	✓	✓	✓	✓
- Products	✓	✓	✓	✓	✓
- Store Locator	✓	✓	✓	✓	✓
- Search	✓	✓	✓	✓	✓
- Login	✓	✓	✓	✓	✓
- Wishlist	✓	✓	✓	✓	✓
- Cart	✓	✓	✓	✓	✓
Additional Features					
- Product Navigation					
- All Jewellery	✓	✓		✓	✓
- Collections	✓	✓	✓	✓	✓
- Category Ads (Carousel)	✓				
- Influencer Ads (Carousel)	✓				
- Gift Guide				✓	✓
- Customer Service		✓	✓		✓
- Try At Home Cart		✓			
- Phone Number		✓			
- Month-wise Collections		✓			
- Customer Testimonials		✓	✓		✓
- Social Media Integration	✓	✓	✓	✓	✓
- CTC (Caratlane Trust Certificate)			✓		
- Fan Collections			✓		
- Refer & Earn Programs			✓		
- Ear Piercing Services			✓		
- GIVA Essentials (Occasion-based)					✓
- Other				✓	✓
- Address (MIA)	✓		✓	✓	
- Recently Viewed Products (Bluestone)		✓			
- Footer Navigation	✓	✓	✓	✓	✓



## Product Listing Page

The figure presents a comparative analysis of five prominent Indian jewelry e-commerce platforms: MIA, BLUESTONE, CARATLANE, CANDERE, and GIVA. Each platform's branding is shown at the top, followed by its Product Listing Page (PLP) interface. Below the PLPs, specific navigation and filtering features are highlighted for each site.

### MIA

**PLP Features:**

- Nav Bar
- Products
- Number of product
- Image Search
- Material
- Filters
- Sort

### BLUESTONE

**Filters:**

- Price
- Stones & Metals
- Genders
- Type
- Offers
- Purity
- Occassion
- Style
- Enamel
- Hearts
- Multiwearable
- Zodiac
- Religious
- Two Tone
- Design
- Classic
- Fusion
- Fashion
- Valentine Designers Pick
- Mayura Collection
- Zodiac
- Stone Shape
- Stone Colour
- Collection

**Additional Features:**

- Nav Bar
- Try At Home
- Designs In Store
- Pincodes
- Sorting
- Video Call
- Video Preview

### CARATLANE

**Service Filters:**

- AS
- Try At Home
- Designs in store
- Faster Delivery
- New In

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### CANDERE

**FILTERS :**

- Price Range
- Express Delivery

**Rating**

- Gender/Age
- Weight Range
- Occasion

**Filters**

- Sorting - What's New,
- Price
- Express Delivery
- New In
- About The Jewellery

### GIVA

**Nav Bar**

- Ad
- Product Type
- Filters
- Sorting - Featured, Best-selling, Alphabetically, Price
- Number of Products
- Sectioned Notes at the Bottom
- Footer

**Filters:**

- Price
- Stone
- Colour
- Style
- Sub Category
- Metal/Material

# Product Listing Page

Feature	Mia	Bluestone	Caratlane	Candere	GIVA
Navigation Bar	✓	✓	✓	✓	✓
Products	✓	✓	✓	✓	✓
Number of Products	✓			✓	✓
Image Search	✓				
Filters	✓	✓	✓	✓	✓
Sorting	✓	✓	✓	Sorting, What's New, Price	Featured, Best-selling, etc.
Try at Home		✓	✓		
Designs in Store		✓	✓		
Video Call/Preview		✓			
Service Filters			✓		
Express Delivery			✓	✓	

Product Display Page

PDP

MIA

Product Details

Price Breakup

Reviews

1 YEAR Warranty

Visuals/ Videos

Wishlist

Free Trial

Video Call

Address

Try At Home

Customization

Certifications

Product Details

Authentication Certificate

Company Promise

Testimonial

Similar Products

Other Products

BLUESTONE

PRODUCT DETAILS

BLUESTONE PROMISE

DIAMOND DETAILS

METAL DETAILS

PRICE BREAKUP

TAGS

Hide Customization

Visuals/ Videos

Wishlist

Free Trial

Video Call

Address

Try At Home

Customization

Certifications

Product Details

Authentication Certificate

Company Promise

Testimonial

Similar Products

Other Products

CARATLANE

PRODUCT DETAILS

PRICE BREAKUP

Reviews

1 YEAR Warranty

CANDERE

PRODUCT DETAILS

PRICE BREAKUP

Reviews

1 YEAR Warranty

GIVA

PRODUCT DETAILS

PRICE BREAKUP

Reviews

1 YEAR Warranty

5

# Product Display Page

Feature	Mia	Bluestone	Caratlane	Candere	GIVA
Navigation Bar	✓	✓	✓	✓	✓
Products	✓	✓	✓	✓	✓
Number of Products	✓			✓	✓
Image Search	✓				
Filters	✓	✓	✓	✓	✓
Sorting	✓	✓	✓	Sorting, What's New, Price	Featured, Best-selling, etc.
Try at Home		✓	✓		
Designs in Store		✓	✓		
Video Call/Preview		✓			
Service Filters			✓		
Express Delivery			✓	✓	



# Features That Could Be Included In A Home Page Based On The Above Research

Home Page	PLP Page	PDP Page
<ul style="list-style-type: none"> <li>• Nav Bar</li> <li>• Categories</li> <li>• Ad</li> <li>• Collections:               <ul style="list-style-type: none"> <li>Fan Collections</li> <li>Best Sellers</li> <li>Budget Categorisation</li> <li>Gifting Products/Gift Guide</li> <li>Colour Collections</li> <li>Essentials Occasion Wise</li> <li>Month-Wise Collections</li> <li>Refer &amp; Earn , Ear Piercing, Wtc.</li> </ul> </li> <li>• USP</li> <li>• Testimonials/Customer Love/ Customer Stories/ Editorial Mentions/Memories/Video Testimonials</li> <li>• Influencer</li> <li>• Instagram/Social Media Handles</li> <li>• Offers</li> <li>• Footer</li> </ul>	<ul style="list-style-type: none"> <li>• Nav Bar</li> <li>• Breadcrumb</li> <li>• Filters :</li> <li>• Price</li> <li>• Product Type</li> <li>• Weight Ranges</li> <li>• Material -Metal/Gemstone</li> <li>• Gender</li> <li>• Design Style</li> <li>• Gifting Purpose</li> <li>• Discounts</li> <li>• Purity</li> <li>• Occassion</li> <li>• Multiwearable</li> <li>• Zodiac</li> <li>• Shape</li> <li>• Colour</li> <li>• Collection</li> <li>• Price Range</li> <li>• Express Delivery</li> <li>• Rating</li> <li>• Sorting - Featured, Best-Selling, Alphabetically, Price, Highly Rated</li> <li>• Product:               <ul style="list-style-type: none"> <li>Image</li> <li>Title</li> <li>Rating</li> <li>Material</li> <li>Add To Cart</li> <li>Wishlist</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Header</li> <li>• Navbar</li> <li>• Menu/Beadcrumb</li> <li>• Interactive Product Imagery/Product Video</li> <li>• Product Title</li> <li>• Product Code</li> <li>• Product Description (Design Inspo, Product Purpose)</li> <li>• Find In Store</li> <li>• Shipment Info</li> <li>• Virtual Try-On</li> <li>• Similar Products</li> <li>• Tags</li> <li>• Review Section (In Detail)</li> <li>• FAQs</li> <li>• Footer</li> </ul>



# Primary Research

- Interviews.
- Survey.

Sampling – Purposive Sampling has been conducted so we can extract the perspective and gain the understanding of our pre-defined target audience.

## Inclusion Criteria:

1. Gen-z and Millenium.
2. Women : Men – 70:30

# Survey

The questions have been framed to understand the following:

1. Jewellery preference
2. Purchase behaviour
3. Online purchase behaviour
4. Social Media engagement

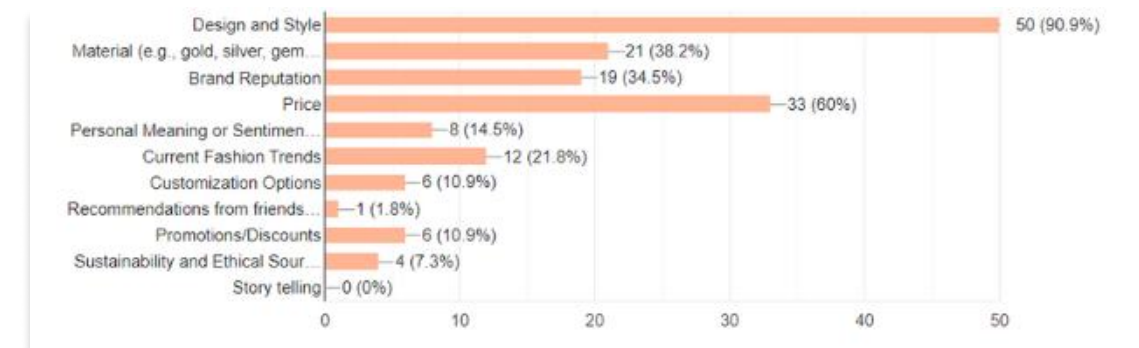
# Survey Analysis

## Jewellery Preference

Jewelry Type	Number of Mentions
Earrings	17
Rings	15
Necklace/Chain	11
Bracelets	10
Watch	9
Nose Pin	1
Ear Clips	1
Platinum BlockChain Mens Necklace	1
Gold Hoop Earrings	1
Gold Chain/Bali	1

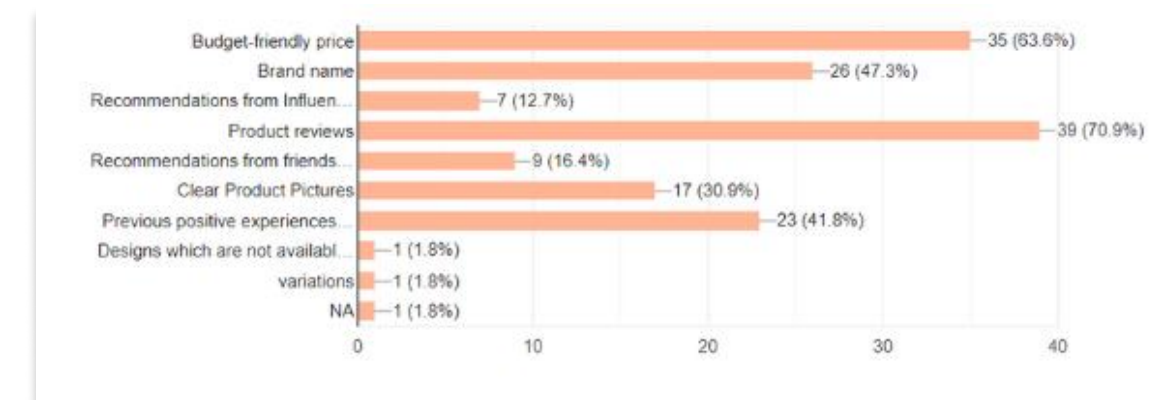
## Top Features Helping In Jewellery Selection

- Design-Style
- Price
- Material



## Top Features Helping In Jewellery Shopping Online

- Reviews
- Budget-friendly price
- Brand name
- Previous positive experiences
- Clear product pics



## Price Range Preference

- Below 1000
- 1000-2500
- 2500-5000

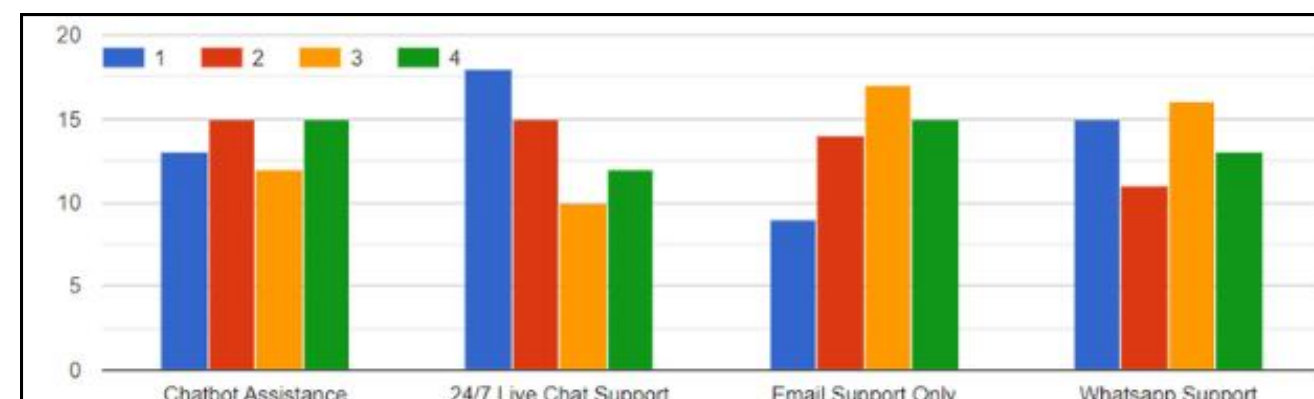
## Top Occasions They Would Prefer For Online Shopping

1. Birthdays/ Self-expression,
2. Every day wear, Workwear

## Online Customer Support

Highest Customer Support Preference – 24/7 Live Chat Support  
 Second Highest Customer Support Preference – Whatsapp Support

Whatsapp support+24/7 live chat – 27%



## Most Used Social Media Platforms:

1. Instagram
2. LinkedIn
3. Pinterest

# Social Media Content

Content Type	No. Of People
Memes	40
Style Inspiration	32
Meaningful Literature	26
Behind The Scene	12
Customer Stories	8
Contests/Games/Polls	7

# E-Commerce Features Influential In Online Shopping

Features (Most to least ranked)	Preference Count
<b>Customer Reviews</b>	43
<b>Virtual Try-On</b>	30
<b>Social Media Update</b>	26
Wishlist Functionality	26
Products Link	26
Sharing Options	25



## Thematic Analysis

- Product Satisfaction:
  1. Positive experiences: Good product quality, packaging, timely delivery.
  2. Negative experiences: Wrong products, defects, misleading advertisements.
- Customer Service:
  1. Positive experiences: Fast and hassle-free checkout, good customer support.
  2. Negative experiences: Lack of customer care, no exchange policies, difficulty in communication.
- Size and Fit:
  1. Issues related to receiving incorrect sizes.
- Memorable Experiences:
  1. Positive experiences: Memorable purchases with first salary, surprise gifts, free items.
  2. Negative experiences: Scams, misleading advertisements, defective products.
- Jewelry-specific Issues:
  1. Jewelry getting oxidized easily.
  2. Issues with the quality of jewelry received.
- Tracking and Payment Issues:
  1. Difficulty in getting tracking details or payment confirmation.
- Wishlist Challenges

### Specific Brand Experiences:

- Positive experiences with specific brands like Leafy Affairs, Souled Store, and Tanishq.
- Negative experiences with brands like Faction Hut and Drip Project.

# Interview Analysis

Five people that fall in the category of our target audience were interviewed. They were asked about their jewellery purchase behaviour further in detail post the survey.

## Jewellery Preference:

- Minimal jewellery- clean design
- solid pieces/ statement pieces that can be worn with any kind of outfits.
- bangle.
- Real gemstone/metal studded earring
- Diamond Finger rings
- Chokers
- Brooches
- Designs of florals, leaves, etc.
- Readymade > Customised

## Challenges :

- Redirections.
- delivery time
- Image Search
- Poor packaging
- Lack of product information
- Problem In Understanding Lock Mechanism
- UI in Indian market: Product showcase should be big enough
- False Marketing-Tarnished Jewellery showcased as jewellery that will not tarnish
- Payment process
- Customer support - inactive support
- No proper 3D image of jewellery

## Purchase Behaviour Online:

- Instagram Stores
- Curated lists/sections helps.

Eg : Best sellers

- Filters that matter:

Materials

In-Stock Filter(so that out-stock products are not shown)

Price filter

- Additional gifts are appreciated
- Personalised message with pre-made templates are appreciated
- Reviews matter- Reviews/recommendations only from trusted people considered & reviews with images.
- Stories behind the jewellery are effective.
- In-app customer support is important.

## Online Activities:

- Instagram Ads
- Influencers
- Fashion shows content
- Pinterest Images
- Understanding of trends

# Primary Research Synopsis

**RQ1/How a Gen-z/ Millennial makes a decision to buy a particular jewellery?**

The survey and interview revealed that most of the target audience have a set design or particular type of jewellery in mind that they want to buy.

The pre-purchase design pick is often influenced by trends seen on social media, celebrity promotions and fitting and suitability of the product on their skin.

The product that matches the price preference and purpose of wearing the jewellery is bought by the audience. More specific factors influencing their decision is discussed below.

**RQ2/ What are the influential decisions(factors) that play a role in jewellery buying and from what online channels and why?**

The study of the survey analysis and interview observations has concluded the following factors to be playing a major role in decision-making of the target audience to buy a particular jewellery:

- Customer Reviews
- Design & Style
- Price (Budget-friendly)
- Previous positive experiences
- Brand Name
- Texture and feel/Virtual Try-On

**RQ3/ What kind of activities are going on different social media platforms?**

The top 3 social media platforms used:

- Instagram
- LinkedIn
- Pinterest

The top 3 contents the audience engage with are

- Memes
- Style Inspiration
- Meaningful Literature

# User Personas



## Snehal Rai

Snehal is a student pursuing media studies and a part-time influencer. She has just started her journey on this path and has a strict financial budget. She wants trending, customisable jewellery at affordable prices.

Age : 19-22.

Gender : Female

Profession : Student/Influencer.

Education: Undergraduate.

Likes: Fashion shows, Content Creation

## Motivations

- Trending jewellerys.
- Organic designs.
- Quick deliveries.

## Jewellery Preferences

- Prefers earrings.
- Wants jewellery at budget-friendly price.

## Frustrations

- Has trouble finding the required design.
- Trust issues related to product information.
- Uncertain delivery time.
- Poor packaging..



## Anjali Mehta

Anjali mostly goes shopping with her parents or fiancé. She likes to seek their thoughts on the product purchase. always wears one piece of jewellery to finish her looks-earring mostly. She is skeptical about shopping jewellery online.

Age : 29-32.

Profession : Manager.

Education: Post-Graduate.

Likes : To watch movies, discover new eateries.

Gender : Female

## Motivations

- The 'feel and touch touch' of the jewellery.
- Jewellery as investments.

## Jewellery Preferences

- Prefers earrings.
- Wants jewellery at budget-friendly price.

## Frustrations

- Prefers minimalistic jewellery.
- Jewellery with authentic metal/gemstone.
- Prefers buying jewellery after trying.

# User Personas



## Prayag Agarwal

Prayag works at a retail company away from her hometown. He does not have much time to spare to go out for shopping jewellery. Hence, wants to shop some jewellery online that would be flexible to style with several outfits.

Age : 23-26.

Profession : Designer.

Education: Graduate.

Likes : To explore, read stories.

Gender : Male

## Motivations

- Looks for customisable jewellerys. Other's experience/reviews with the jewellery. Online freebies. Product stories

## Jewellery Preferences

- Prefers earrings.
- Wants jewellery at budget-friendly price.

## Frustrations

- Insuffiecient jewellery care information.
- Unsure about product quality. Unwanted Notifications.



# Empathy Mapping

## TASKS

- To be able to find trending, jewellery online at reasonable price.
- To find jewellery for gifting.
- To find genuine , authentic quality jewellery online.

## MOTIVATIONS

- Trusted product quality.
- Verified product informations.
- Customisable jewellery.
- Clear visuals.
- Reliable delivery.
- Hassle-free payment .

## PAINS

- Users prioritize reviews but often have problems trusting the reviews.
- User wants to know the product details- weight, jewellery care, lock mechanism.
- Users find trouble with specific design search.
- Users want to feel the texture of the jewellery.
- Poor packaging.

## FEELINGS

- Users feel unsure of the quality of products.
- They are confused about which reviews to trust.
- Users feel happy when they freebies along with the product.
- Users get impatient waiting for late deliveries.
- Users want the freedom to customise jewellery.
- Users are concerned about the packaging of the product.

## INFLUENCES

- Product reviews
- Social Media
- Memes
- Fashion shows
- Magazines
- Product stories/inspirations.

## GAINS

- Flexible browsing with sorting.
- Curated lists.
- Better understanding of the product.
- Freebies.
- Customised messages for gifting.

# Pain Points

- Users prioritize reviews but often have problems trusting the reviews.

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- User wants to know the product details- weight, jewellery care, lock mechanism.

Shrestha Saha

- Poor packaging.

Shrestha Saha

- Users want to feel the texture of the jewellery.

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- Users find trouble with specific design search.

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## Problem Statement

*How might we gain the trust of our users and provide a deeper understanding of the product to encourage purchase ?*

# Focus Area

The problem statement addresses two major areas :

1. Gaining the trust of our users.
2. Providing a deeper understanding of the products.

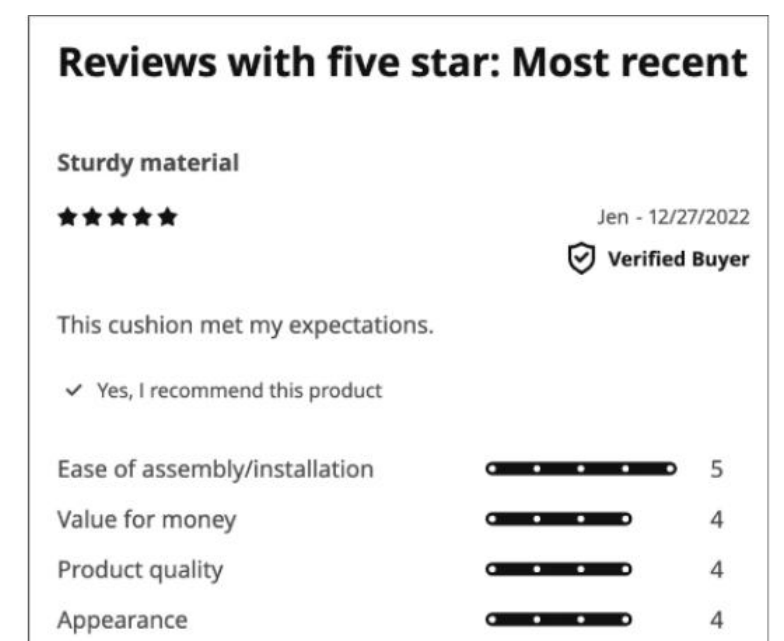
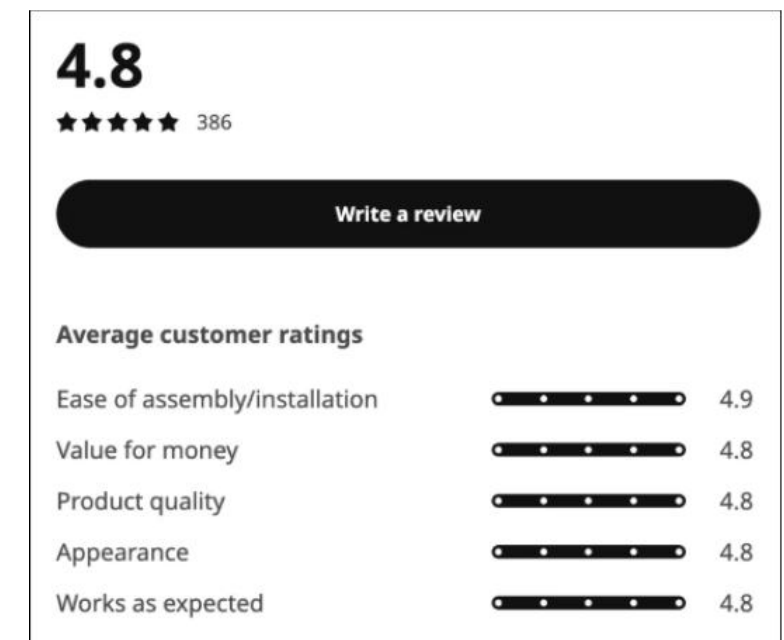
## Focus Area 1 – Gaining The Trust Of Our Users

- 70.9 % users chose product reviews as an influential factor while shopping jewellery online. Hence, we chose to focus on enhancing the **review system** in order to gain the trust of the users through the feature most of them confide in during online jewellery purchase.
- Our competitors are portraying '**testimonials**' to share authentic product reviews which can also be a way of gaining the user trust.
- Cialdini proposed 6 persuasion principles – reciprocity, commitment, authority, liking, scarcity, and social proof as . **Social proof is a persuasion principle** in e-commerce can influence a person's trust.

# Review System & Testimonials

Research papers and case studies were studied to understand the review system and testimonials in the market. The points mentioned below have been curated as they could be relevant to address our focus area:

- Trustworthy reviews, moreover, have a significant positive effect on consumer's intention to purchase (Boer, 2021; Thomas et al., 2019) but are mainly important to decide whether customers consider buying products from a business.
- Reviews are customers' honest thoughts on their purchase, positive or negative, shared spontaneously. Testimonials, on the other hand, are exclusively positive customer stories collected specifically for marketing purposes.
- Amazon asks, "Was this review helpful to you?" In this context, the question is essentially **an assessment of helpfulness** during the product decision-making process. A review is helpful if it aids one or more stages of this process.
- In addition, online product reviews are now typically accompanied by indicators of reviewer agreement and signals of consensus such as the number of "likes," the number of reviewers who found a review helpful (Benedicktus et al. 2010; Zhu and Zhang 2010).
- In the survey of TripAdvisor users, the respondents indicated that there were several ways in which they evaluate an online review – a detailed description, the date in which it was posted, the manner in which they write, as well as the demographics factors such as age.
- On Adidas, customers can explore ratings and reviews for comfort, quality, fit and support, and filter reviews by commonly used tags.
- Sephora makes it easy to find relevant reviews by allowing filtering reviews by keywords like skin type tone for a foundation product.





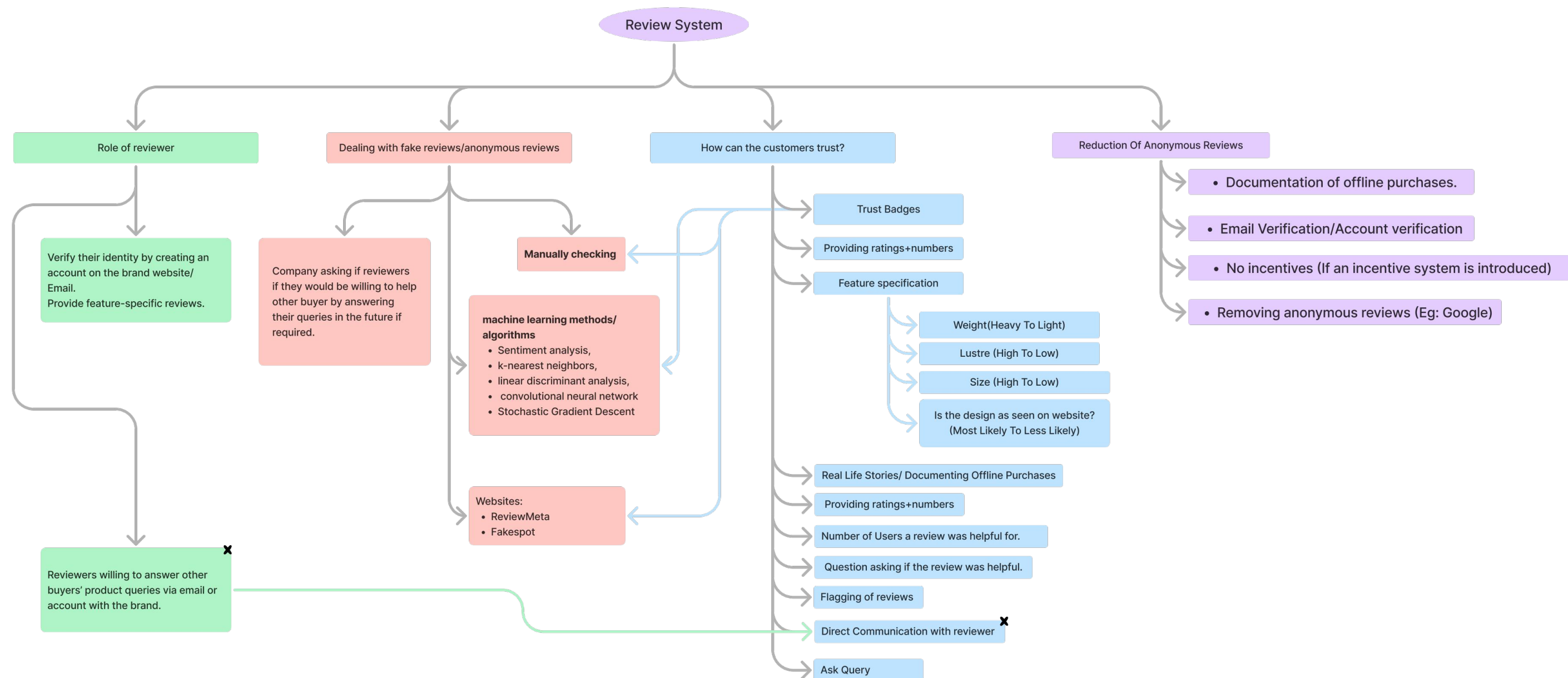
# What Are Our Competitors Doing For Product Reviews?

FEATURE/COMPETITORS	MIA	BLUESTONE	CANDERE (Kalyan Jewellers)	CARATLANE	GIVA	KENDRA SCOTT (indirect competitor)
Product-specific	Yes	No	Yes	Yes	Yes	Yes
Stars	Yes	N/A	Yes	Yes	Yes	Yes
Rating	N/A	N/A	Yes	Yes	N/A	N/A
No. Of Users Reviewed	Yes	N/A	Yes	Yes	Yes	N/A
User Name	N/A	Yes	N/A	Yes	Yes	N/A
User Verification	N/A	N/A	Yes	Yes	Yes	N/A
Verbal	Yes	Yes	Yes	Yes	Yes	Yes
Photos	N/A	Yes	N/A	Yes	Yes	N/A
Search engine	N/A	N/A	N/A	N/A	N/A	Yes
Keywords	N/A	N/A	Yes	Yes	N/A	Yes
Search Sorting	N/A	N/A	N/A	N/A	N/A	N/A
Additional Feature	N/A	Customer Speak / Testimonial section	Review Feedback Date	Date Incentive: "Receive ₹200 worth xCLusive Points by writing a review and uploading a picture of your jewellery"	Date Videos	Date

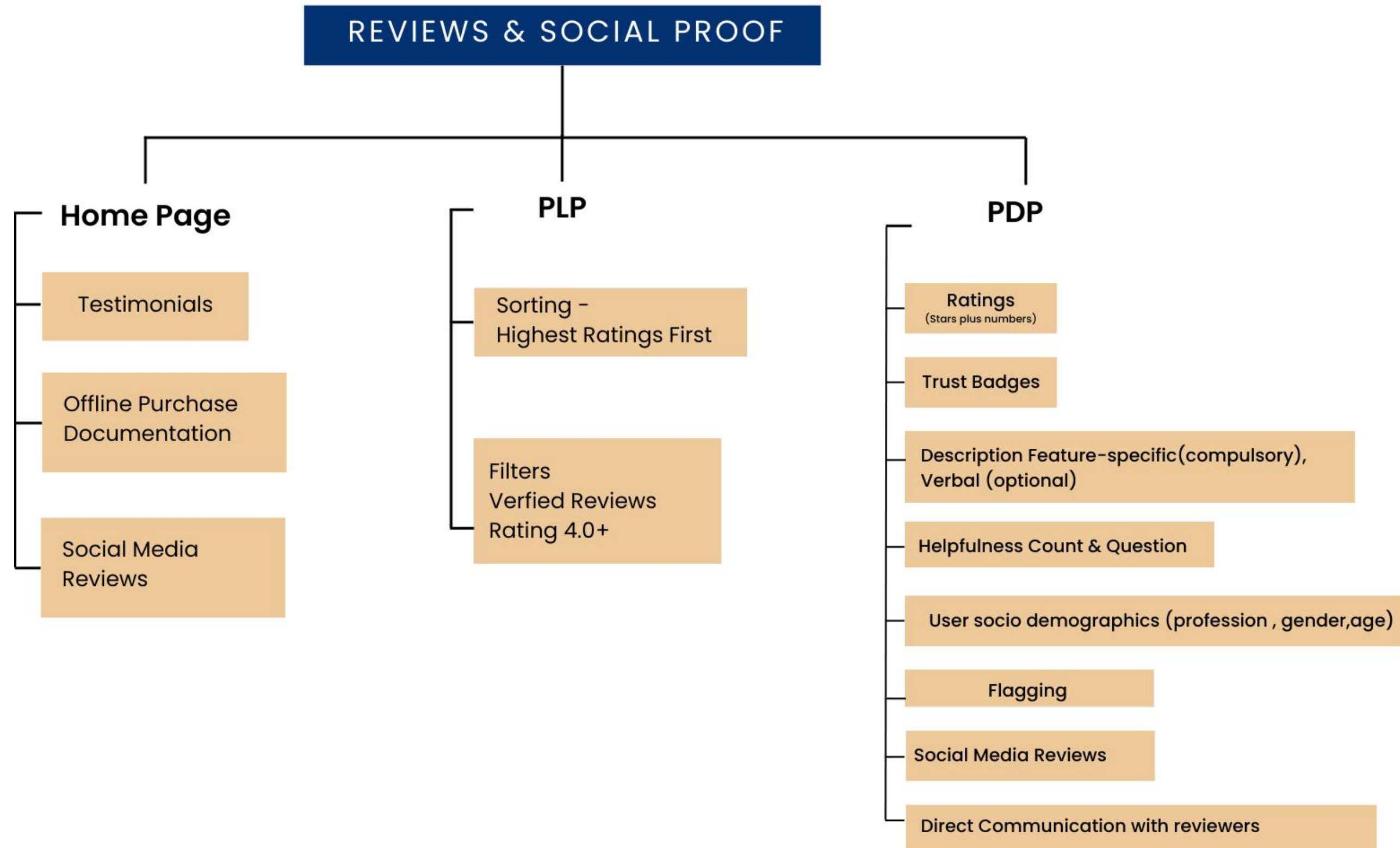
# Review System Framework Proposal

The study of our competitors, market needs and user understanding helped me to create a structure that helps in -

1. Gaining user trust,
2. Dealing with fake reviews and 3. reducing anonymous reviews.



# Interaction Points On Website To Enhance User Trust



## Focus Area 2 – Providing A Deeper Understanding Of The Products To Encourage Purchase.

The entirety of the website is important in providing a deeper understanding of the product but the product understanding at the product display page (PDP) is a crucial step in encouraging the product purchase. It is an important interaction point for the review system as well. Hence, we chose to work on the PDP.

The features and functionality of the PDP were studied in a similar way as the review system. Research papers, market practices, case studies were looked into and the following were concluded:

### What provides a deeper understanding ?

- Dimension
- Price Break-Up
- Materials
- Reviews
- FAQs
- Design Inspiration

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### What enhances the trust factor?

- Reviews
- Social Proof
- Testimonial
- Warranty

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### What can offer a real-time feel of the product?

- Interactive 3D Display
- Styling Tips
- Instagram influencers
- Virtual Try-On

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# What Are Other Brands Doing For Product Reviews?

	Mia	Bluestone	Candere	Caratlane	GIVA		
Product Identification	Design Code	Style No.	-	Product Code	Design Inspiration		
Dimensions	Size	Height, Width	Dimensions	Dimension	-		
Weight	Weight	Weight	-	Weight	Weight		
Material Details	Material Details	Material Details (Diamond/Gold)	Material Details	About Material, Material Details (Diamond/Gold)	Materials		
Purity	-	-	Material Clarity/Purity	Purity	Purity		
Colour	Colour	-	Material Colour	-	-		
Design	Description	-	-	-	Design Inspiration, Design features		
Price	Price Breakup	Price Breakup	Price Breakup	Price Breakup	Price breakup		
Additional Information	Warranty	Tag	-	Size with size guide, Store Locator	Styling Tips, About Lab grown diamonds, Shipping		
Customization	-	-	-	-	-		
Look and Feel	-	-	-	-	-		

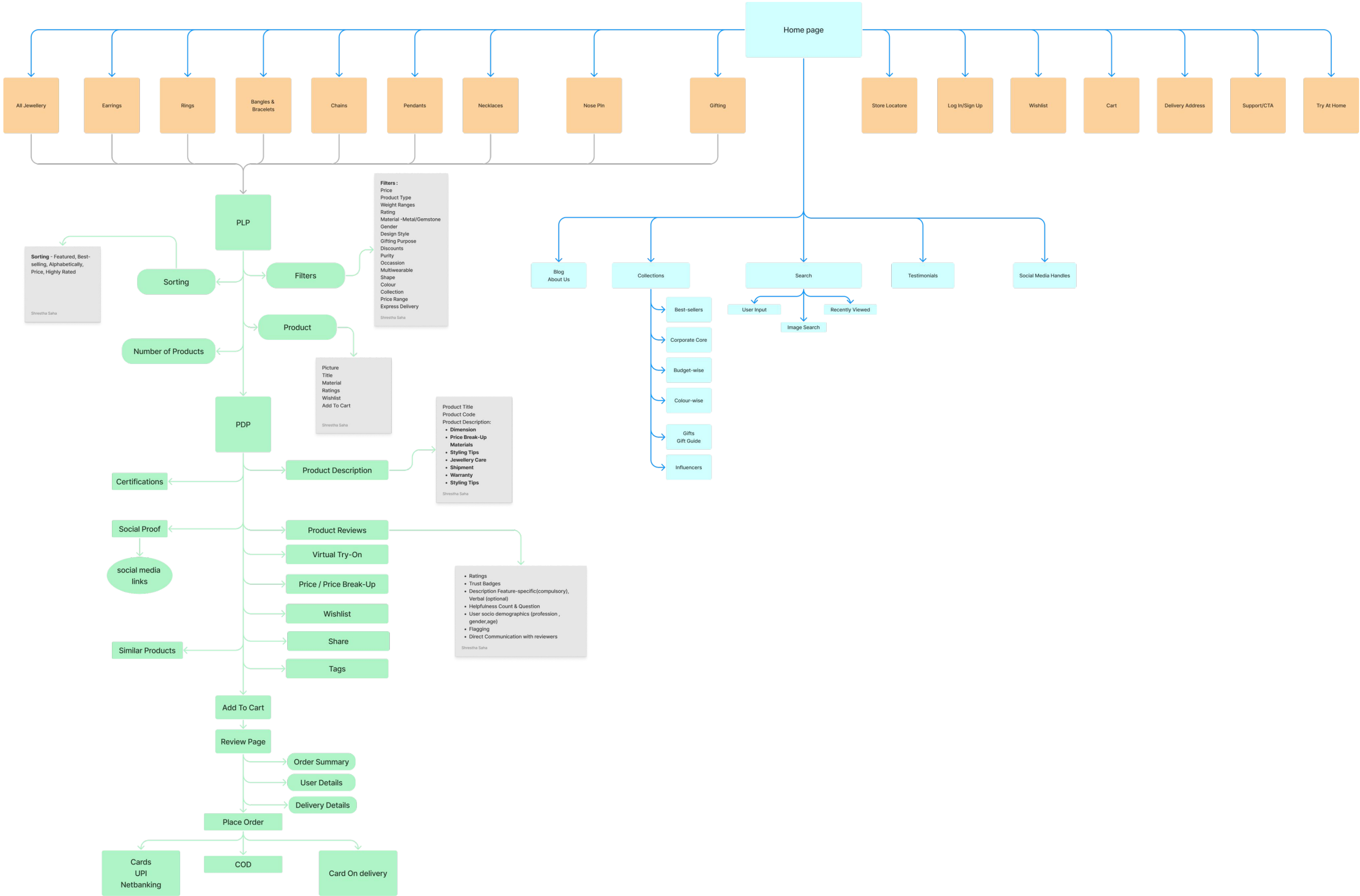
The research and study of the market practices and competitors have helped me conclude the final features that could be included in our PDP:

- Header
- Navbar
- Menu/Breadcrumb
- Interactive Product Imagery/Product Video
- Product Title
- Product Code
- Product Description (Design Inspo, product purpose)
- **Size with size guide**
- **Alternative Materials**
- **Certifications**
- **Collapsible Product Details section:**

- Dimension**
- Price Break-Up**
- Materials**
- Styling Tips**
- Jewellery Care**
- Reviews**
  - Find In Store
  - **Warranty**
  - Shipment Info
  - Virtual Try-On
  - **Social Proof**

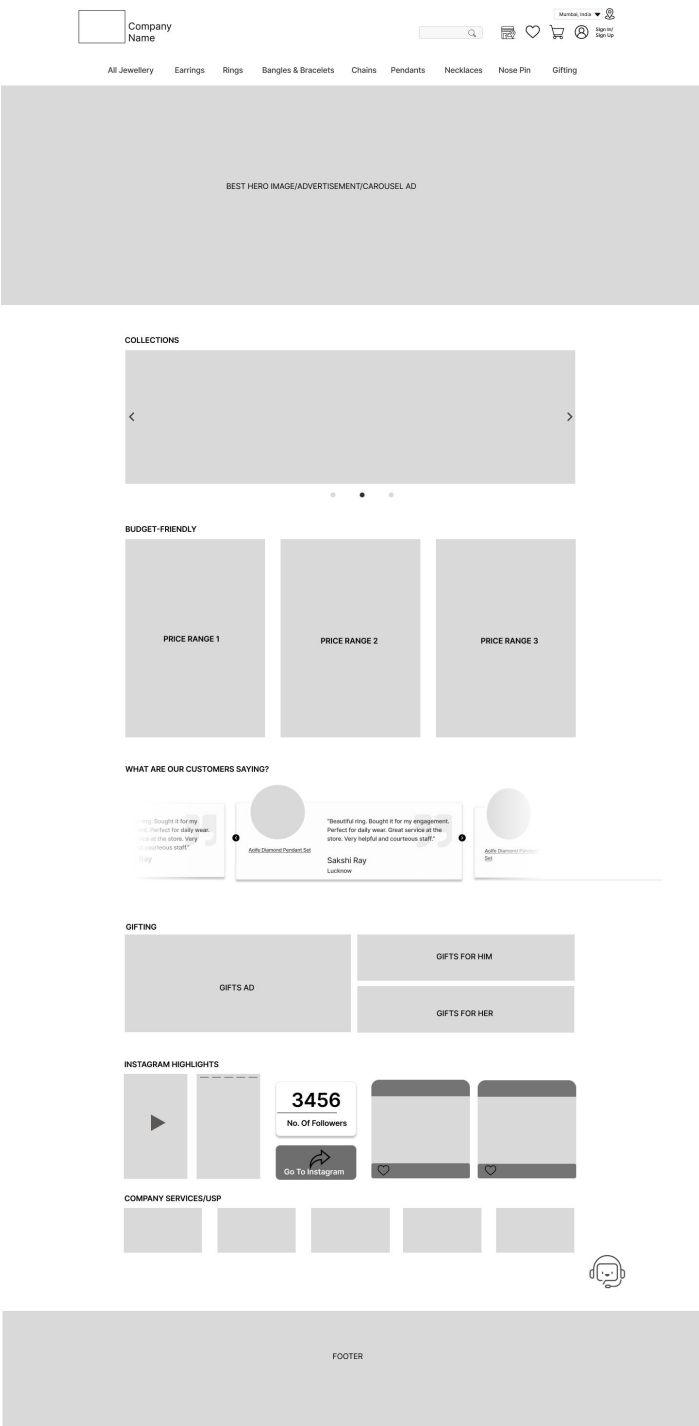
- **Similar Products**
- **Complete The Look**
- **Influencers using it/ Use on social media**
- Tags
- Review section (in detail)
- FAQs
- Footer

Sitemap

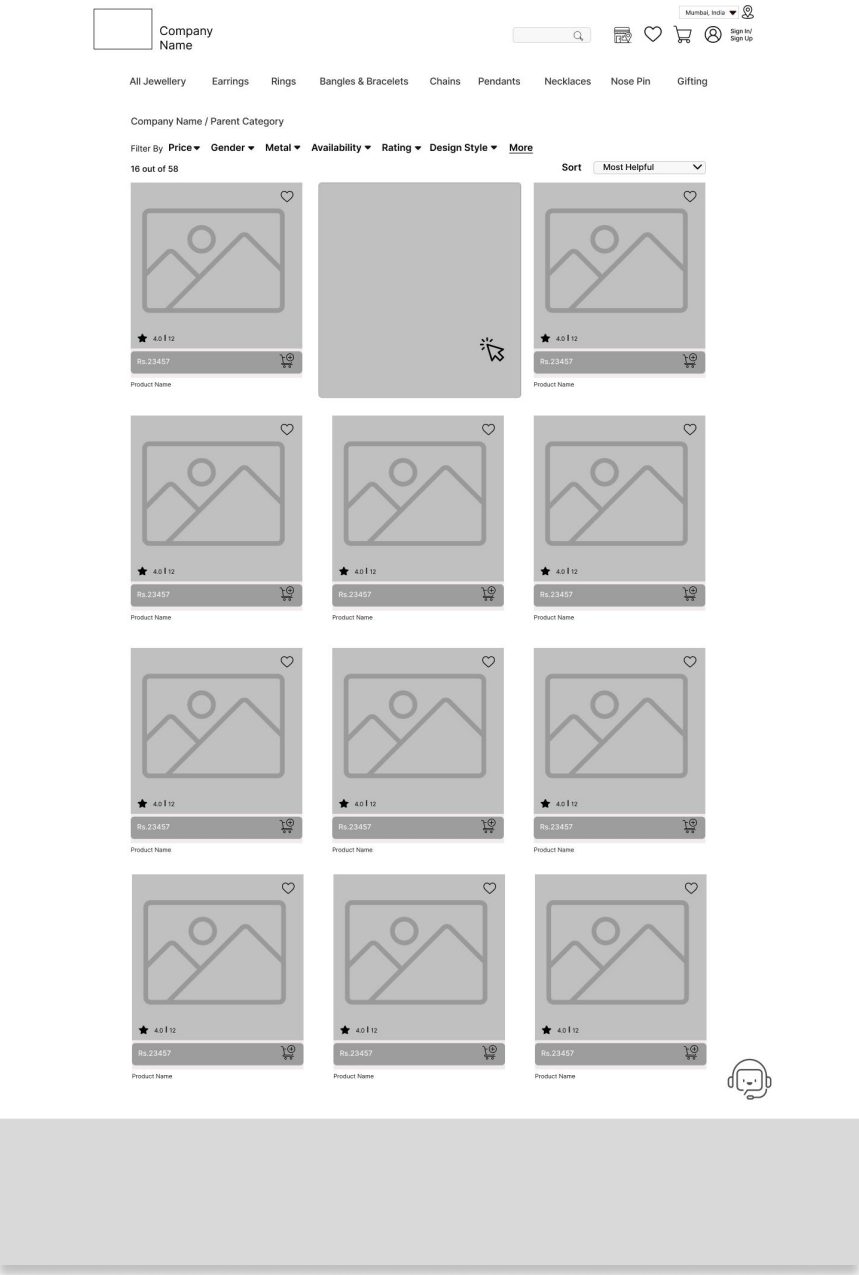


# Low-Fidelity Wireframes For Website

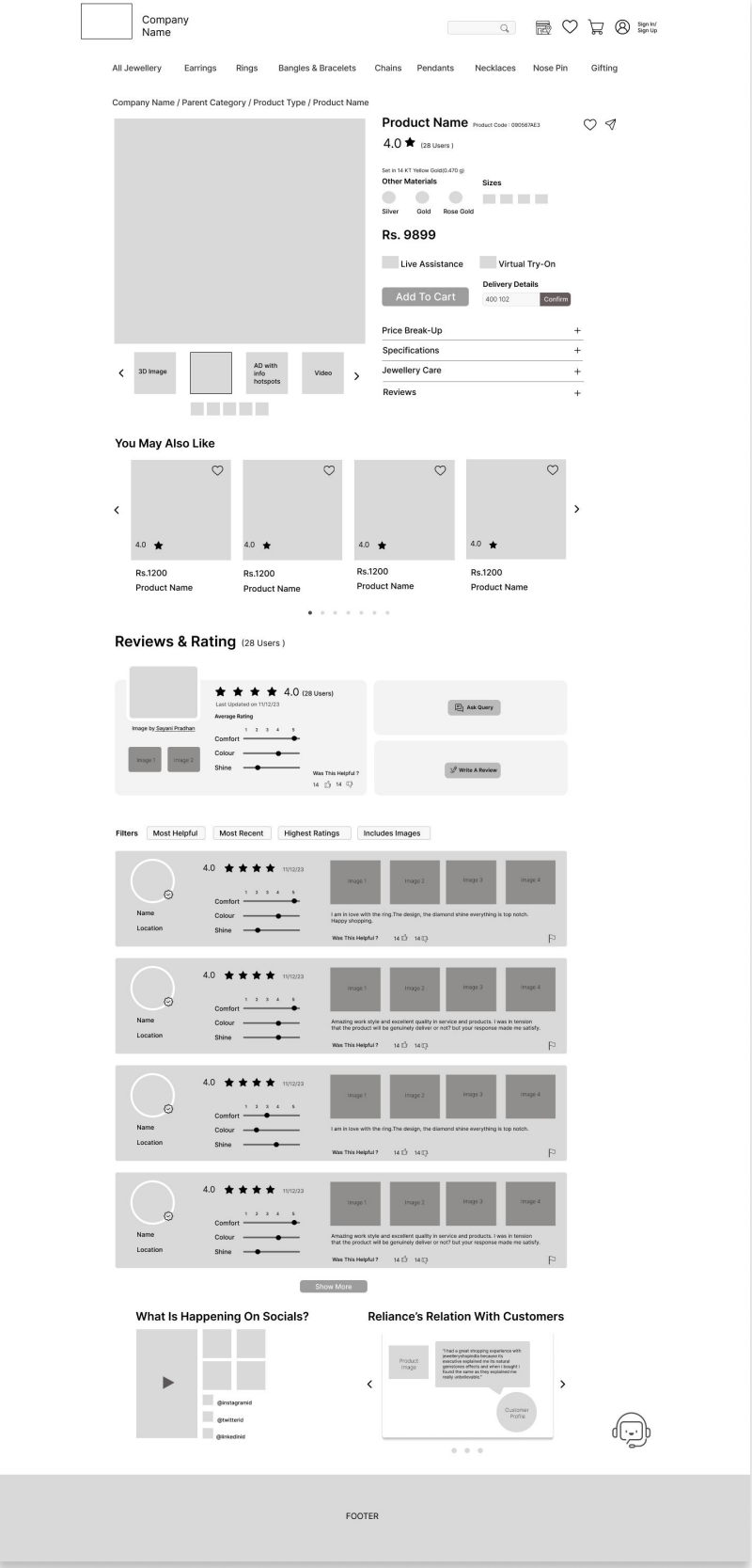
## Home Page



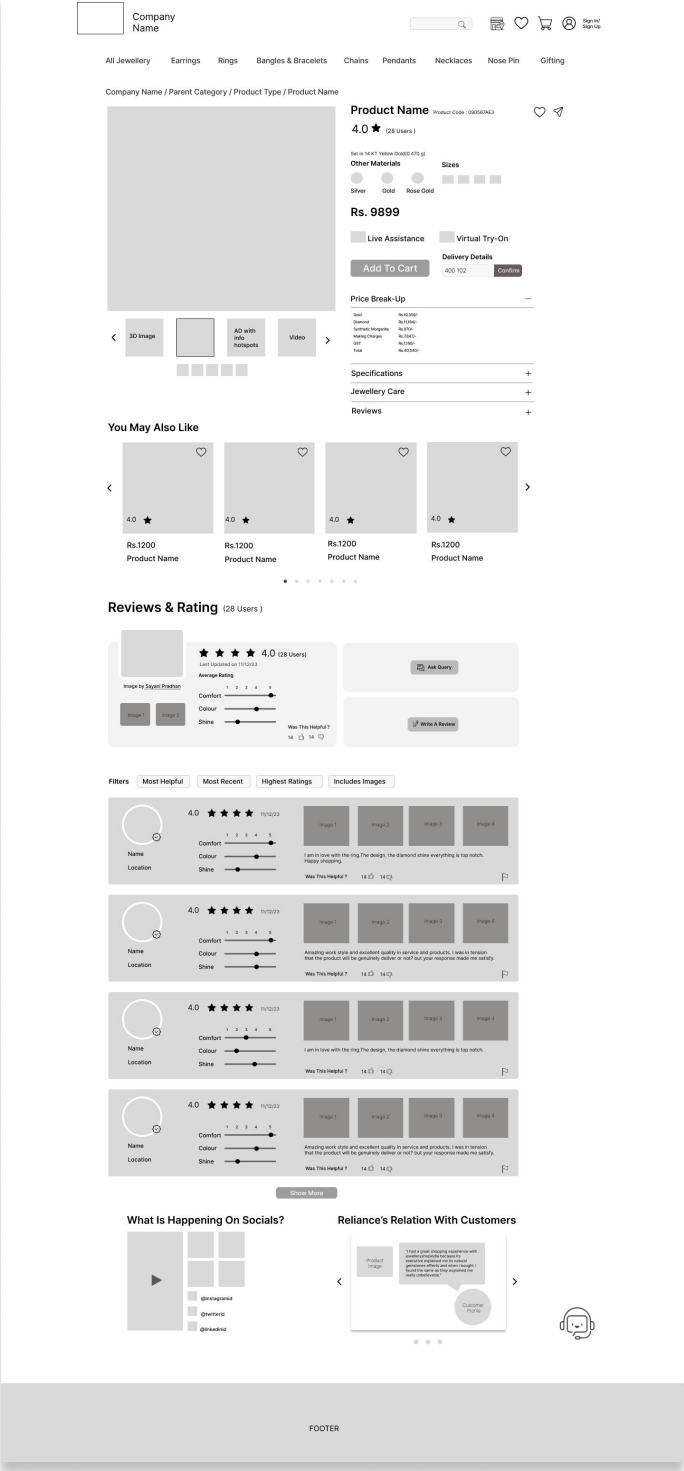
## Product Listing Page



## Product Display Page Screen 1



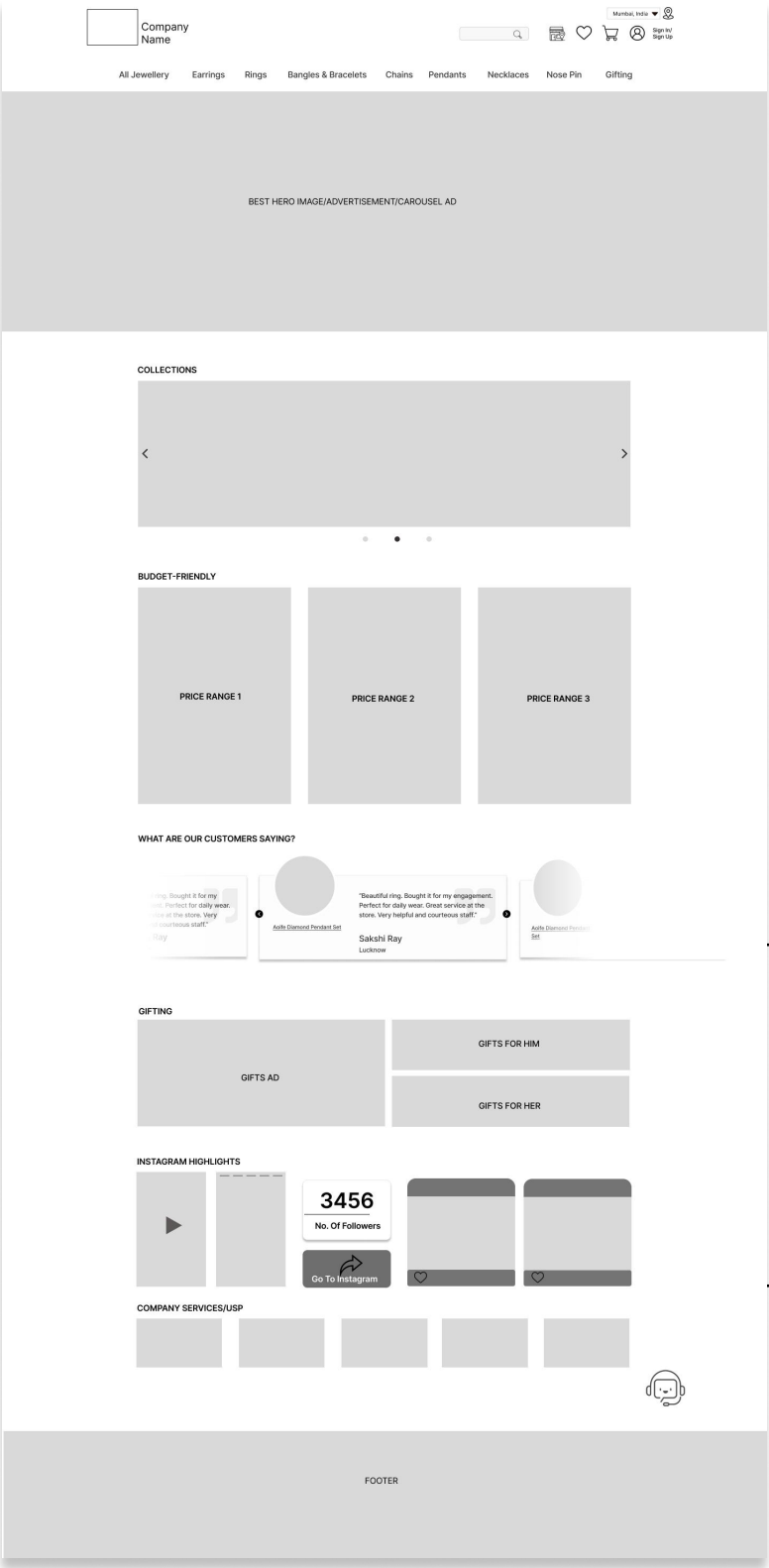
## Product Display Page Screen 2





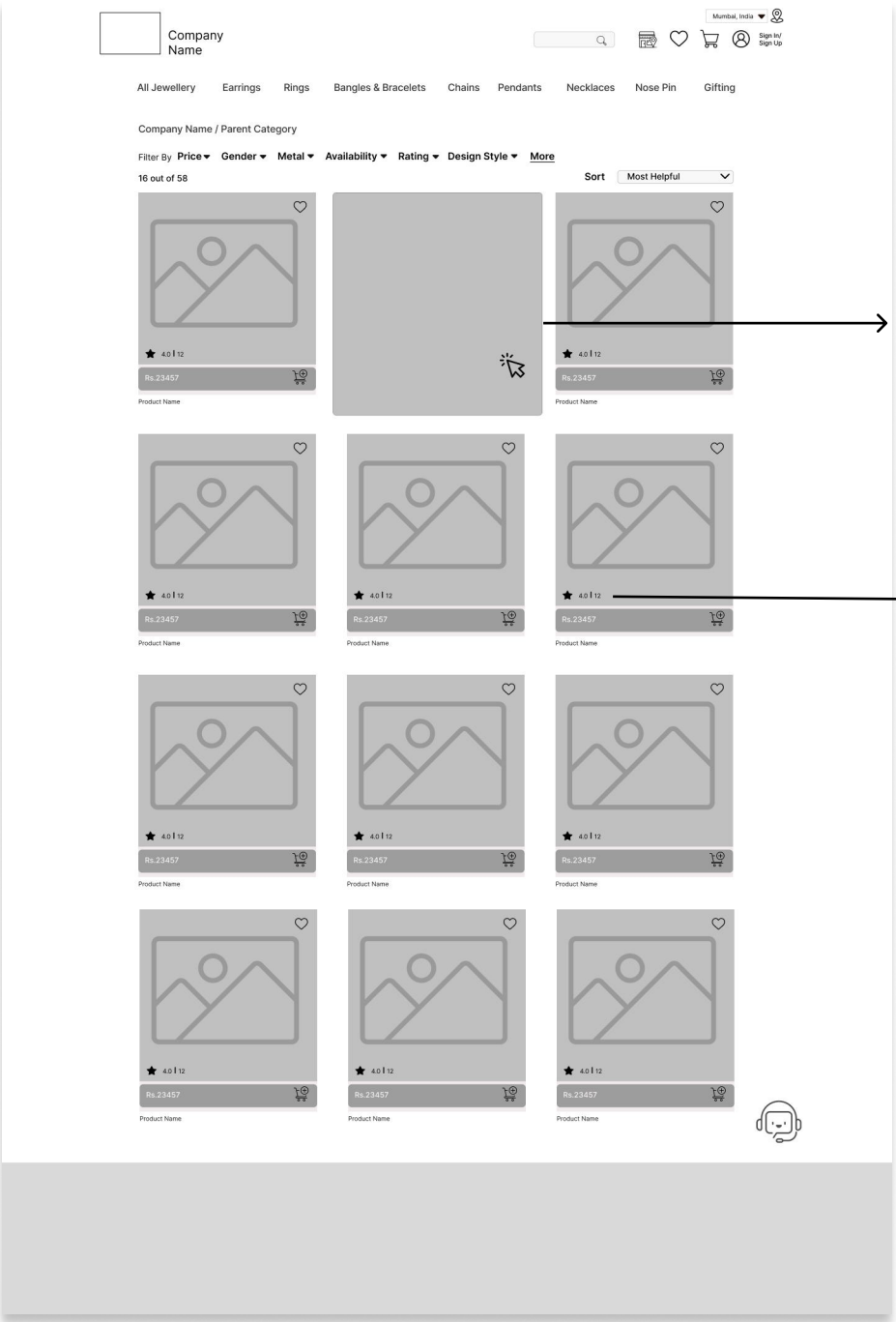
The initial structure has been explained for each of the Pages. Changes were Made based on feedback and further redesigned.

# Home Page



- A hero image/best sellers are placed at the top because first impressions are important, hence they are placed first. It will be integrated with social e-commerce since it is a common practice in the social media practice as seen in secondary research.
- In our survey when we asked for which occasions they would prefer online jewellery buying over offline- over 50% users chose categories such as everyday wear and fashion statement jewellery. Hence, those can be put here.
- A separate section for budget-friendly products has been made because 63.6% of our users chose jewellery as an important feature for jewellery purchase and 60% chose price as an important feature for jewellery selection.
- Considering persuasion principle as proposed by Cialdini, Regents' Professor Emeritus of Psychology and Marketing at Arizona State University, Testimonials have been brought up in hierarchy to show the authentic feedback and experience of other customers with our brand to gain their trust.
- Competitor research showed a great importance has been given to jewellery as gifts and our interviews also highlighted the significant role of e-commerce in jewellery gift buying.
- Social proof is provided following persuasion principle as well.
- 24/7 live chat assistance got the preference for customer support online in our survey; hence, an option for 24/7 live chat assistance has been added.

# Product Listing Page



- Filters and Sorting has been added as per the content of Reliance Jewels.
- The number of the products has been shown so the users are aware of the options that are not listed and can scroll more to explore.
- As the user hovers over the product image, all the details will disappear and a magnified image of the product and a slideshow of the product images start. This helps to:
  1. provide a better understanding of the product in a short-time without having to open display for each product to look at its multiple photos.
  2. create micro-interactions with the users.
- The rating has been added to establish transparency and quick product review of the product and option of wishlist has also been added so users can add the products to their wishlist while scrolling and see them in detail later.

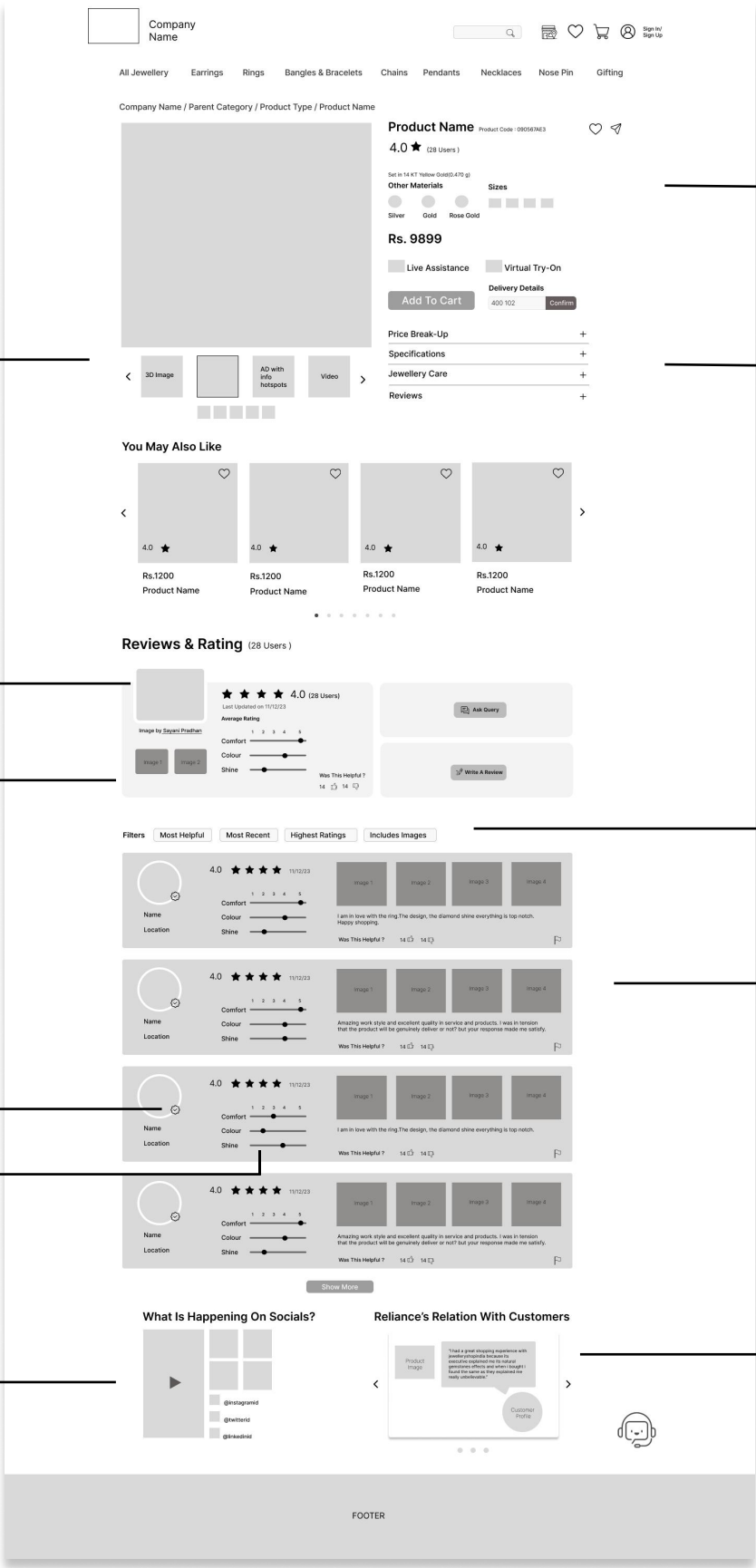
# Product Display Page

- Image of the product.
- Interactions have been in the form of 360 degree views and informative hotspots, which are the new UI trends and also help customers feel more connected to the product.

- The picture with the highest quality will also be shown in the summary because it might be time taking to find good quality picture in the reviews.
- A cumulative ratings and evaluation of specific features of all the reviews is shown in a card format so users don't have to spend a long time browsing through multiple reviews.

- A verification badge has been added right on the profile picture to develop trust.
- The features have been rated to provide a crisp feedback on the crucial features of the product.

- To establish social proof following persuasion people and Instagram being voted as the most used social media app , the activities on Instagram and customer's experiences have been added.



- Ratings, material, size, price - 4 primary product information as per primary research influencing product purchase have been provided.
- Live assistance and VR are also provided as they are a part of company service.

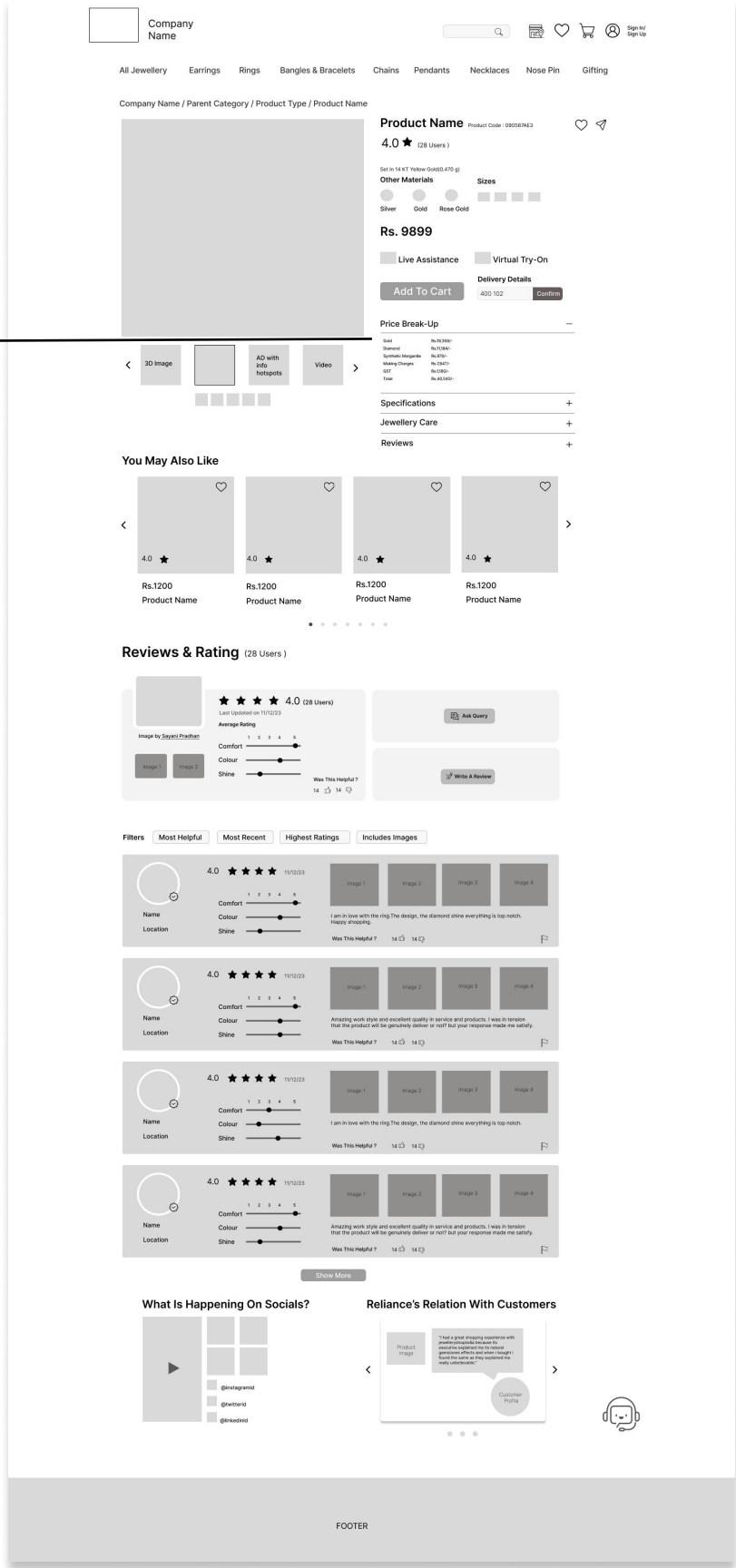
- Additional details have been provided in a collapsible menu to prevent unnecessary scrolling.

- Similar Products have been added to provide the user's alternatives as per their taste.

- The option of filters have been added so that users can avoid the unwanted reviews and only browse the required cards.

- The information have been arranged in a way that avoids the clutter of the listing format.

- The customer experience with the parent Reliance Retail may also be added since it has strong positioning in the Indian market and can be initial promotional backbone for the new brand.



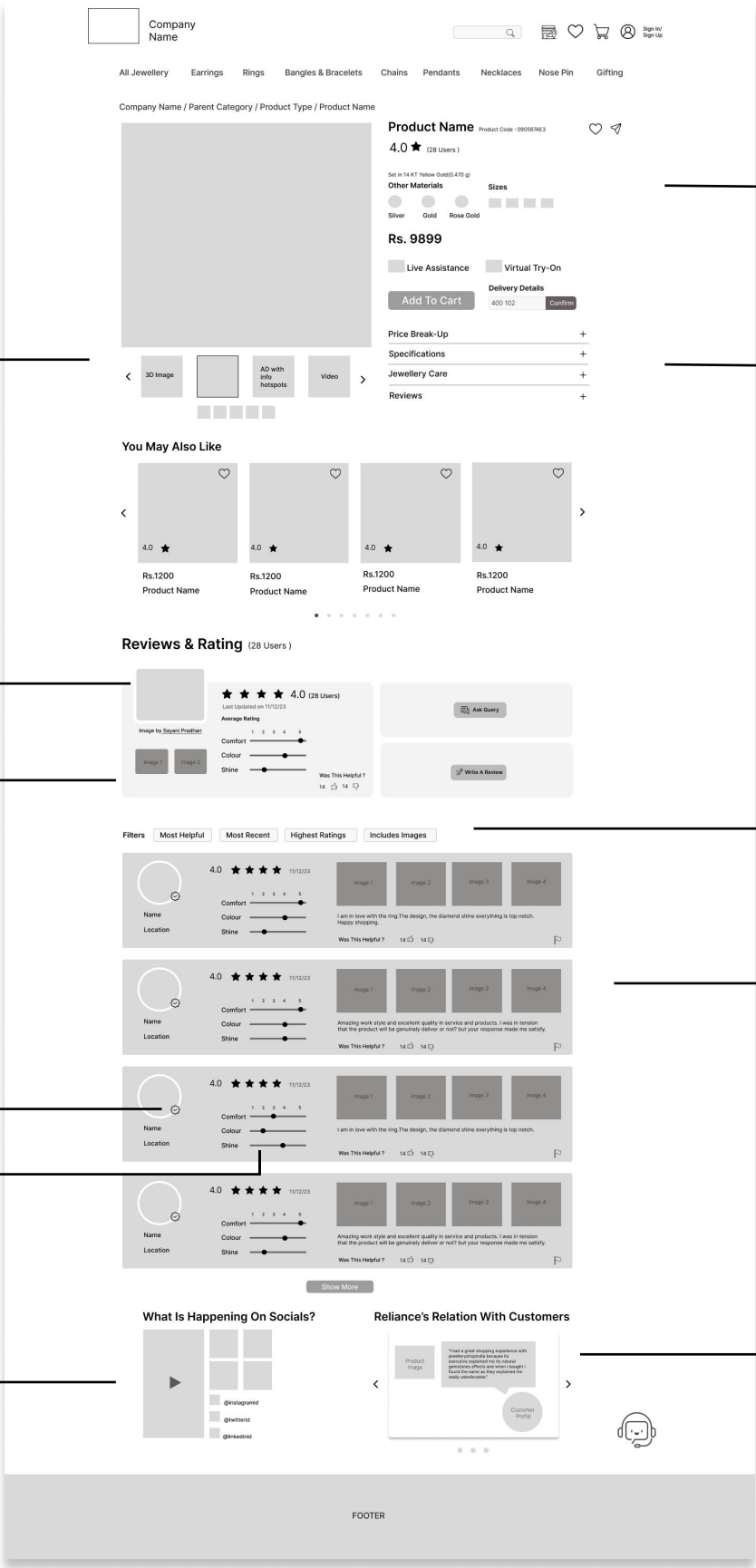
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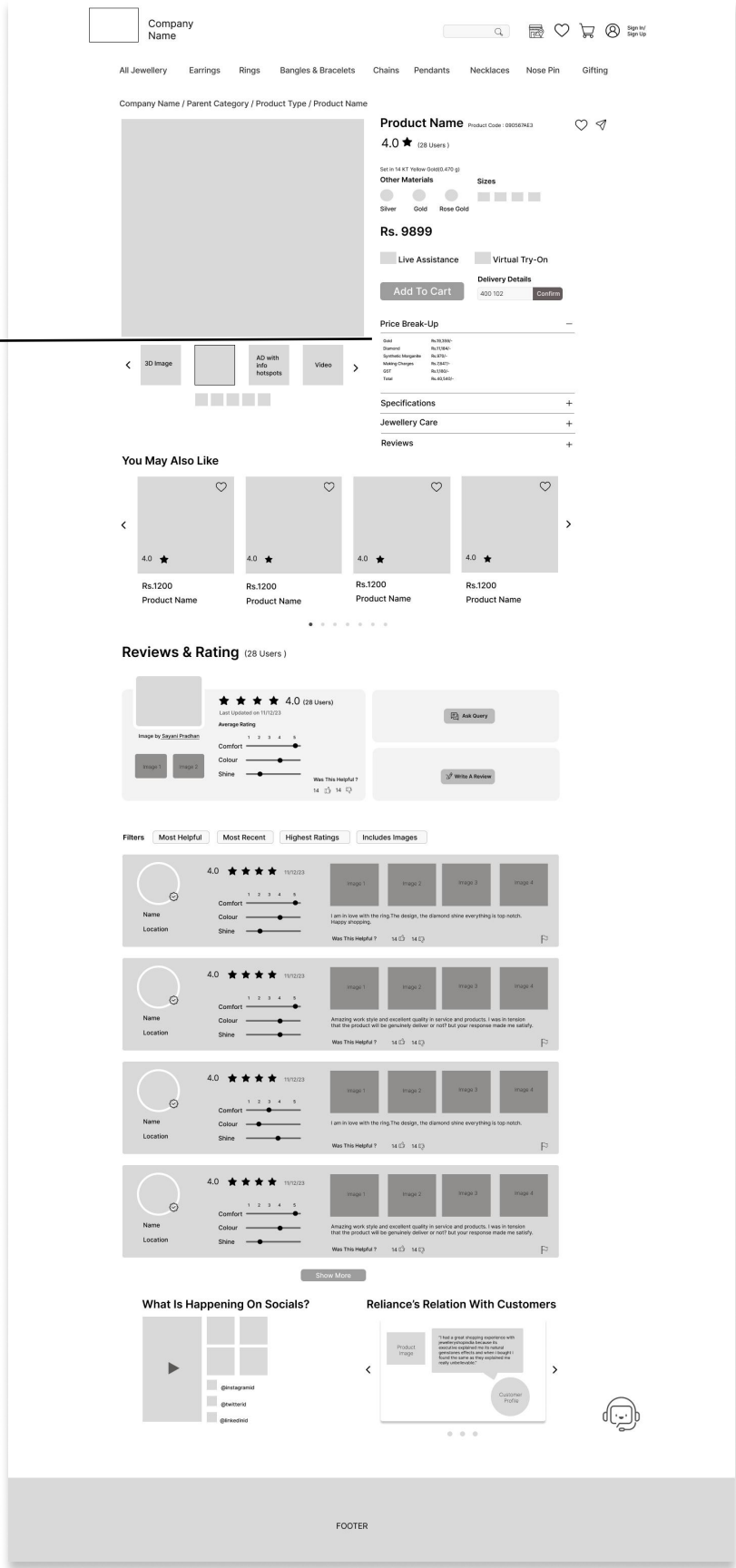
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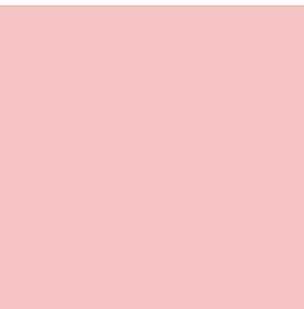


# Style Guide

## Style Guide

### Colour Palette Proposal 2

#### Primary



#F4C2C2

#### Secondary

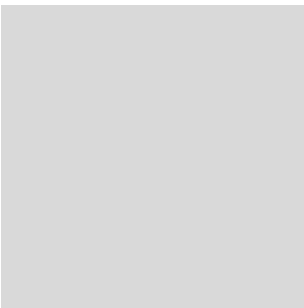


#000F4D

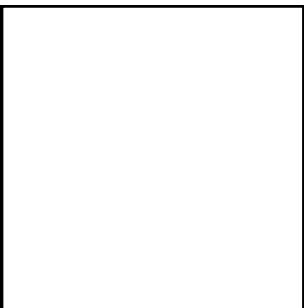
#### Neutral Colours



#18181A



#D9D9D9



#FFFFFF

### Concept Note:

The primary colour (#FF7A75) is a pastel shade and comes under baby pink. This soft, light shade of pink symbolizes innocence and youthfulness. People associate it with childhood innocence and the beauty of life before it becomes complicated. The blue colour (#000f4d) colours have been curated in correlation to the parent brand i.e. Reliance Retail .



### Typography

#### Headings

**Spartan**

Size - 36 Px

#### Body

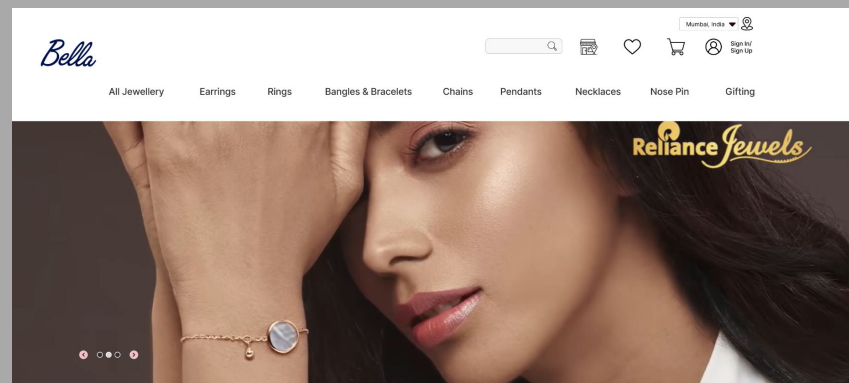
**Montserrat**

Size - 16 Px

# High Fidelity Wireframe



# Home Page

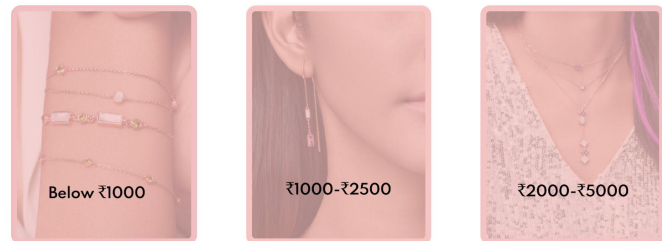


## Discover Our Collections

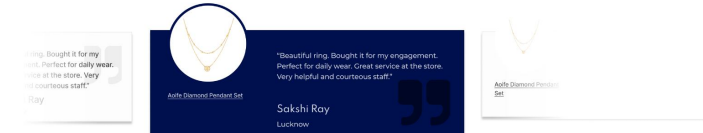


## Shine More, Spend Less!

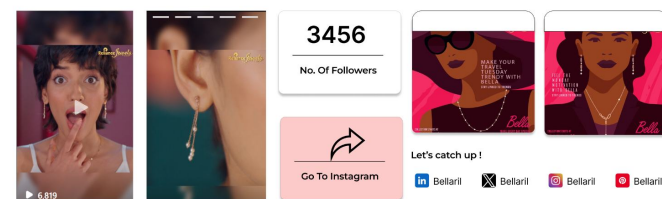
Budget-friendly jewelry to help you shine the most at your preferred price.



## What Are Our Customers Saying?



### Instagram Highlights



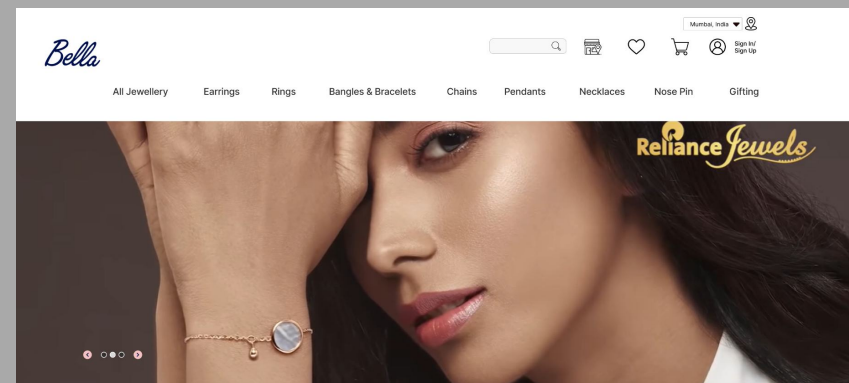
## Gifts



## Contact Us



On Hover

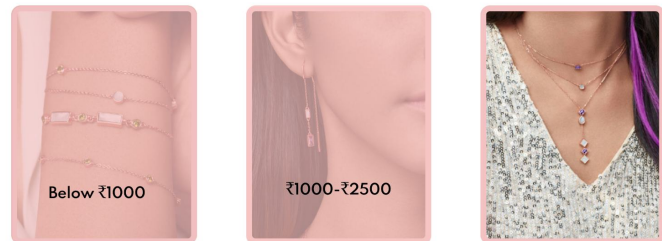


## Discover Our Collections

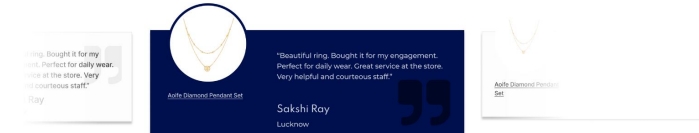


## Shine More, Spend Less!

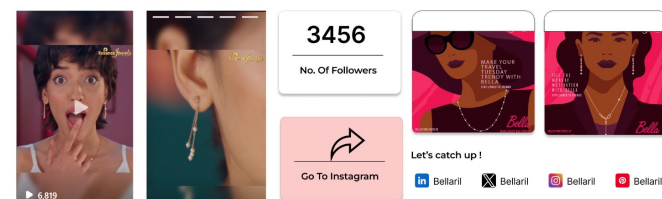
Budget-friendly jewelry to help you shine the most at your preferred price.



## What Are Our Customers Saying?



### Instagram Highlights



## Gifts



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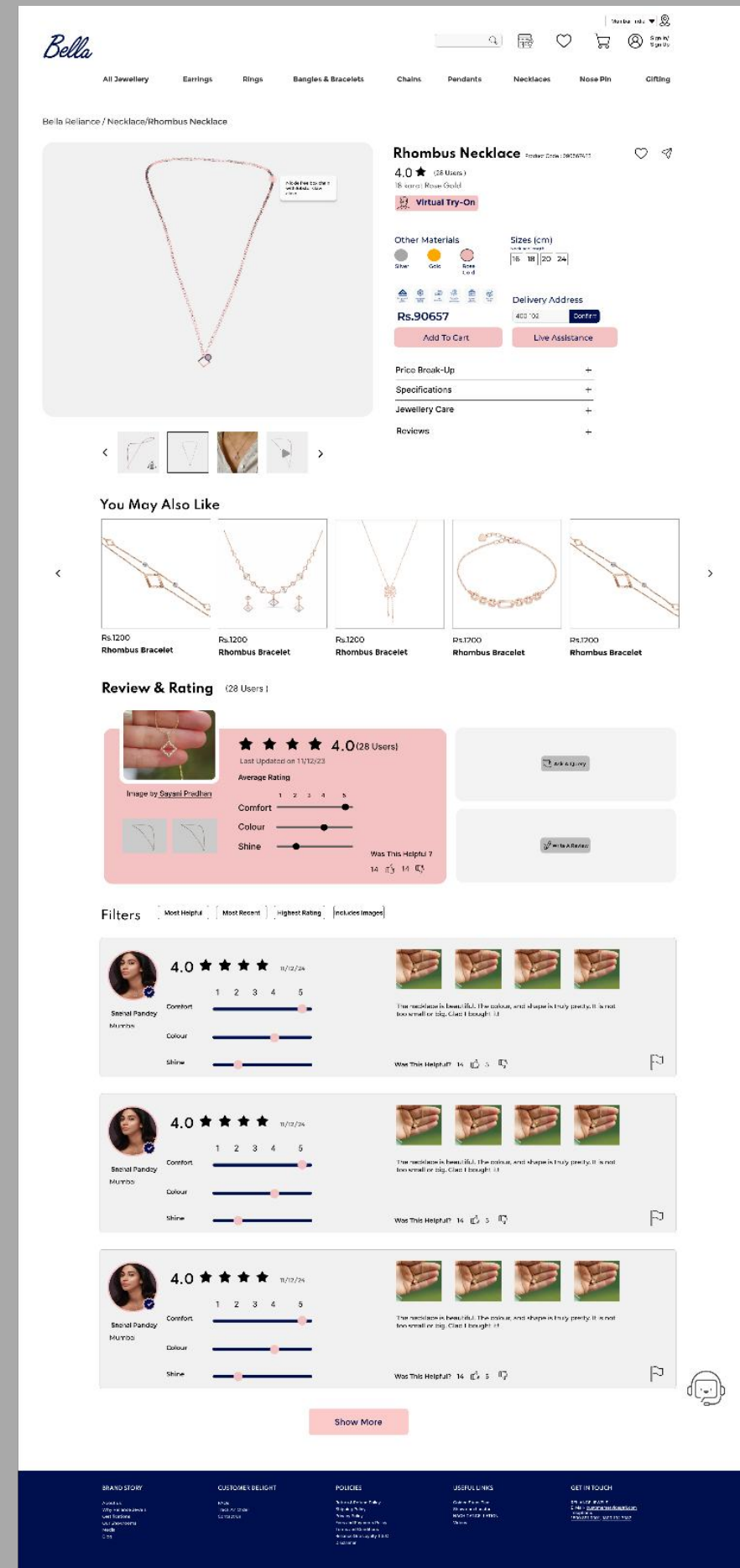
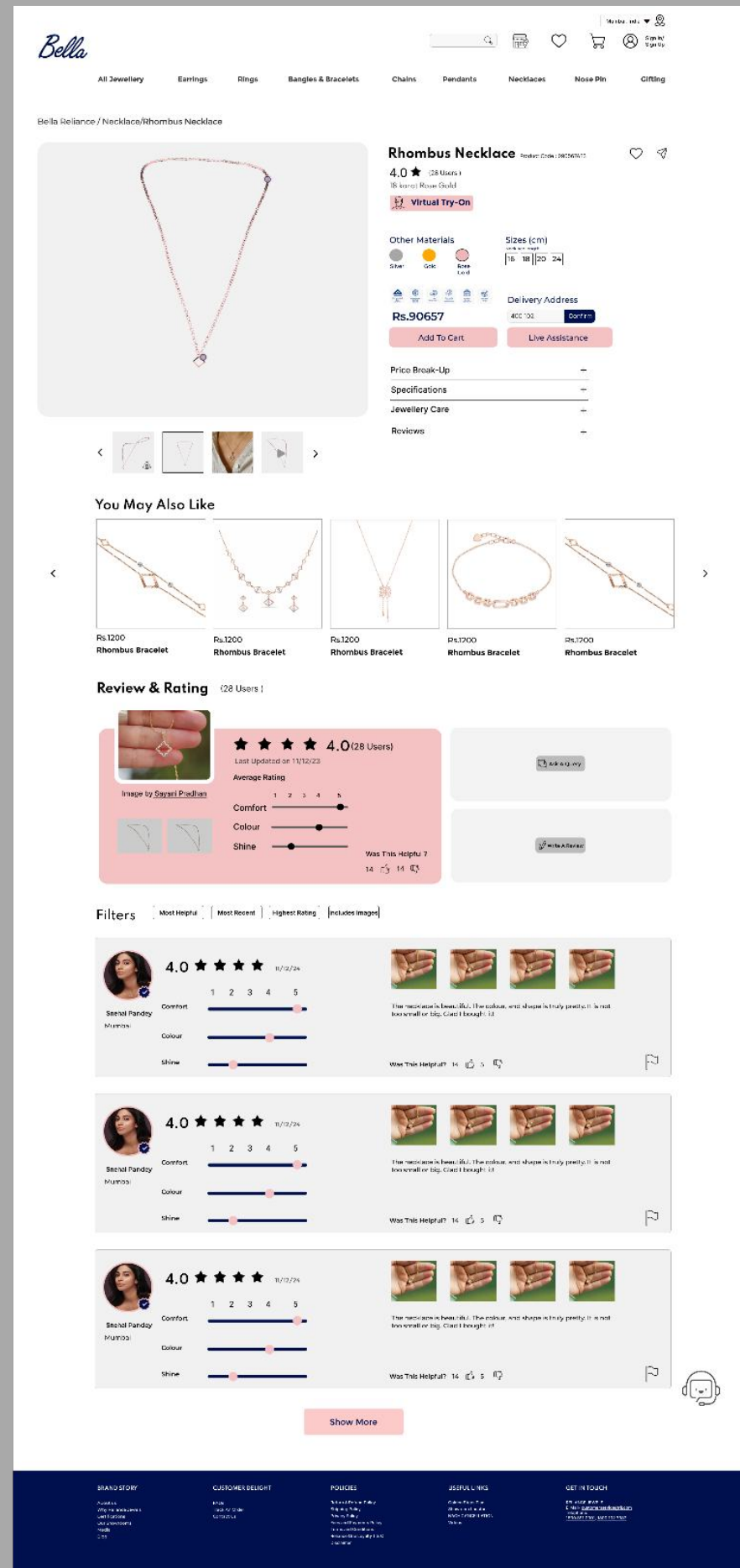
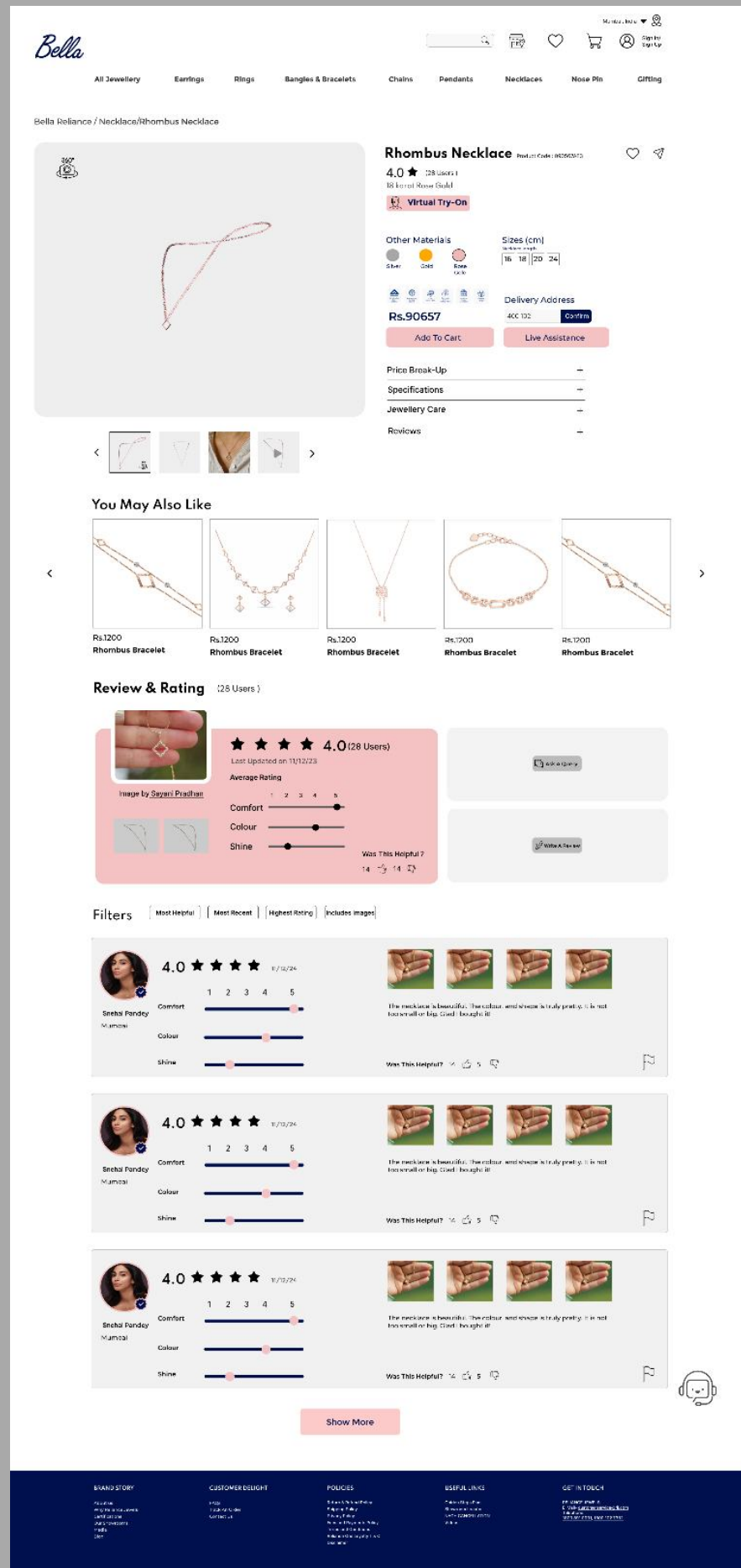
# Product Listing Page



On Hover

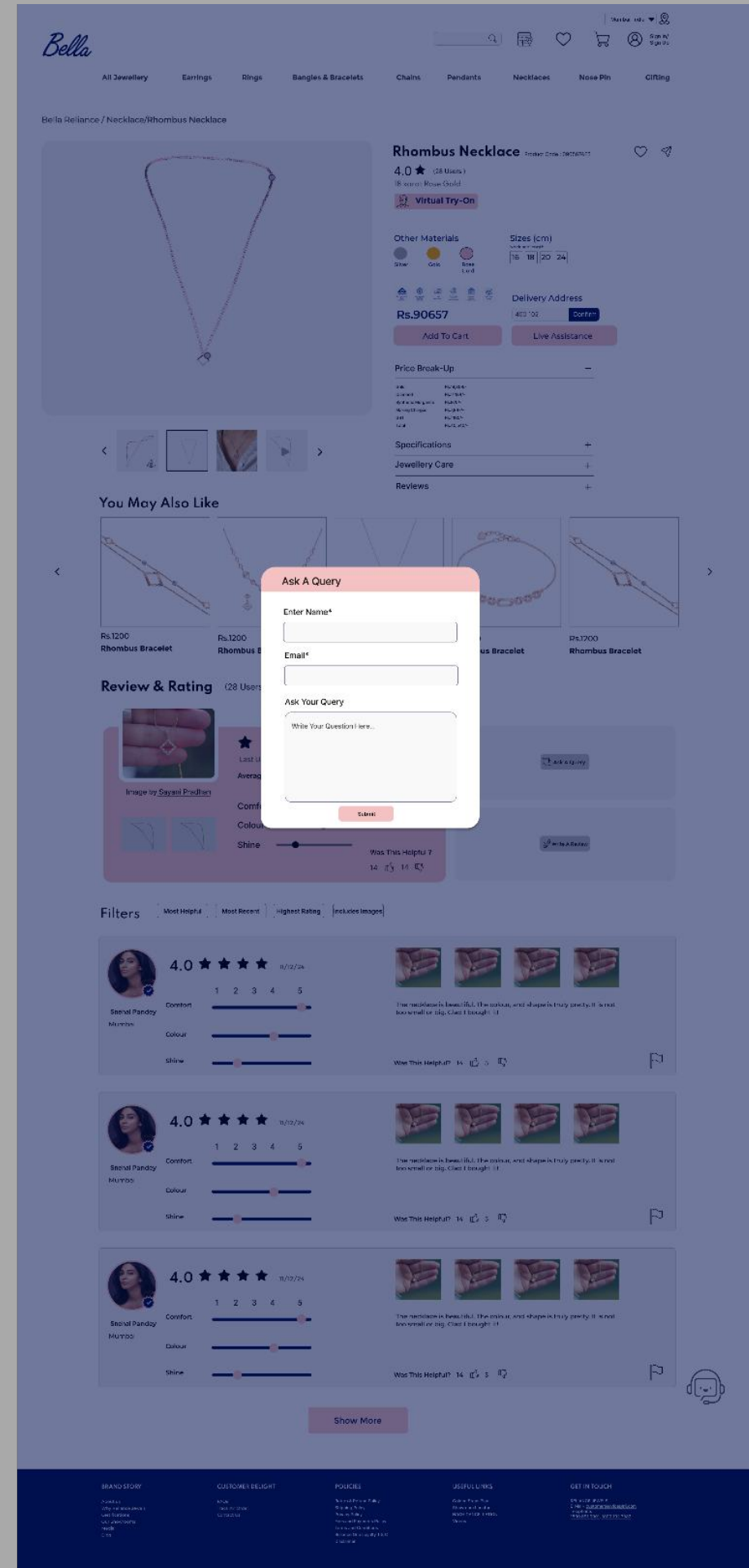
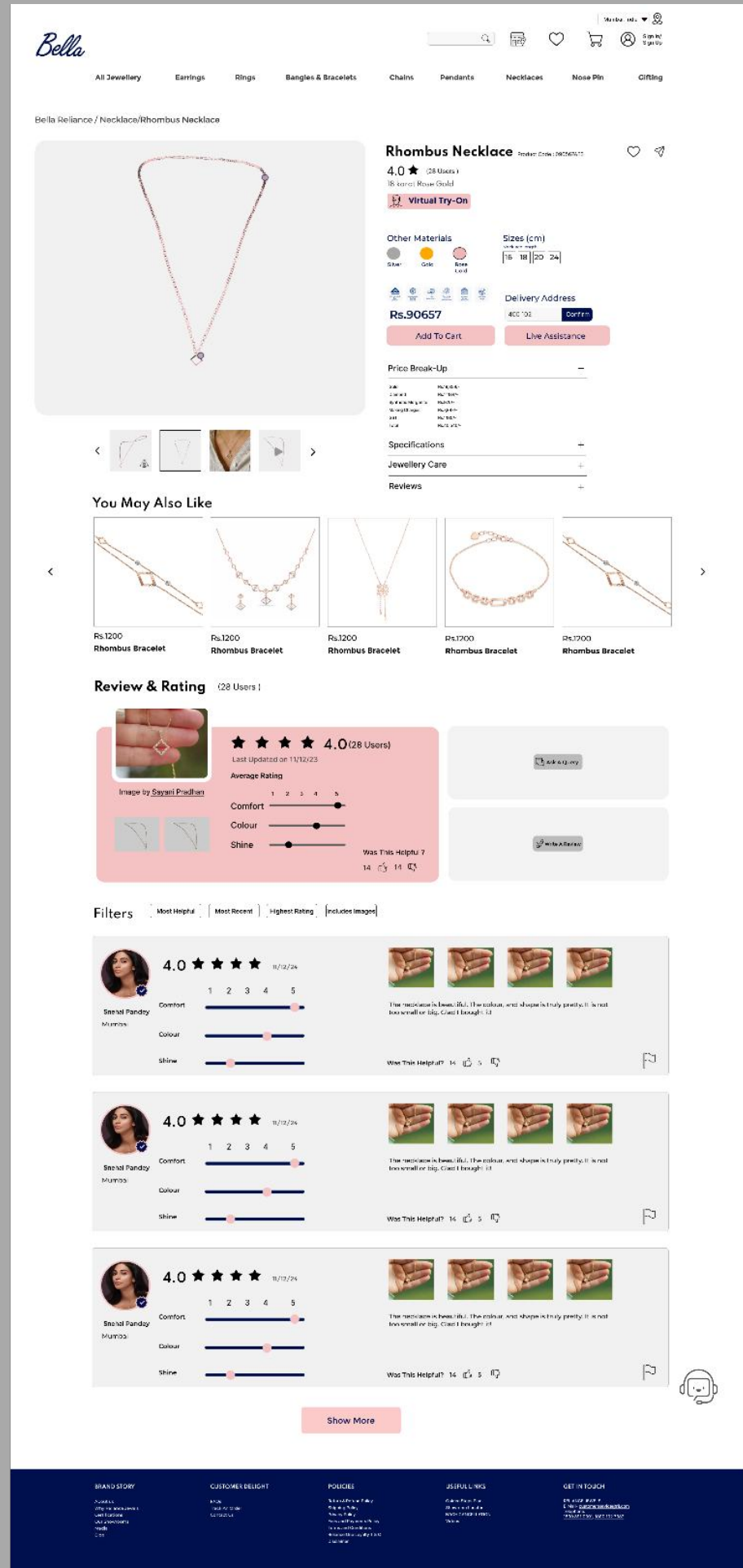
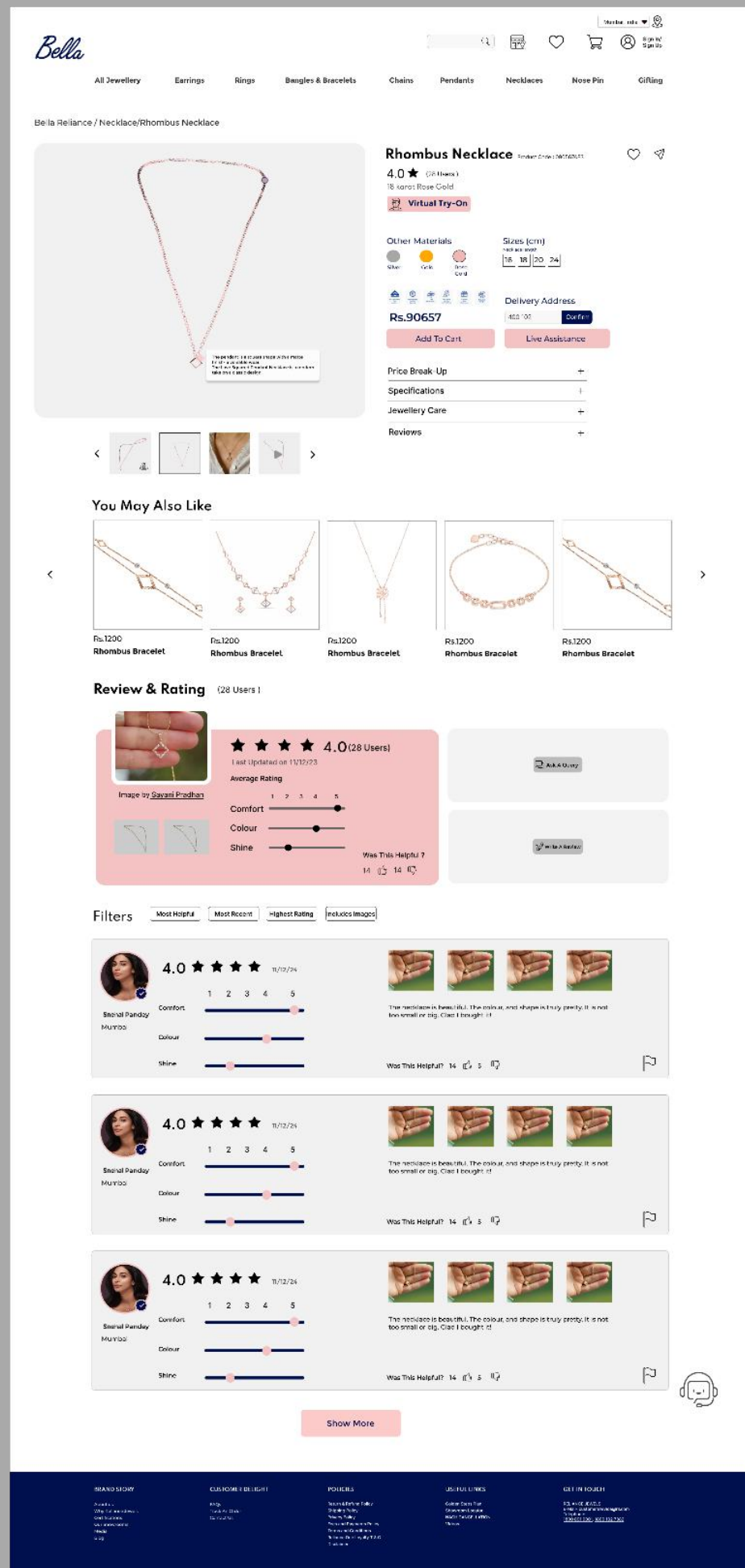


# Product Display Page

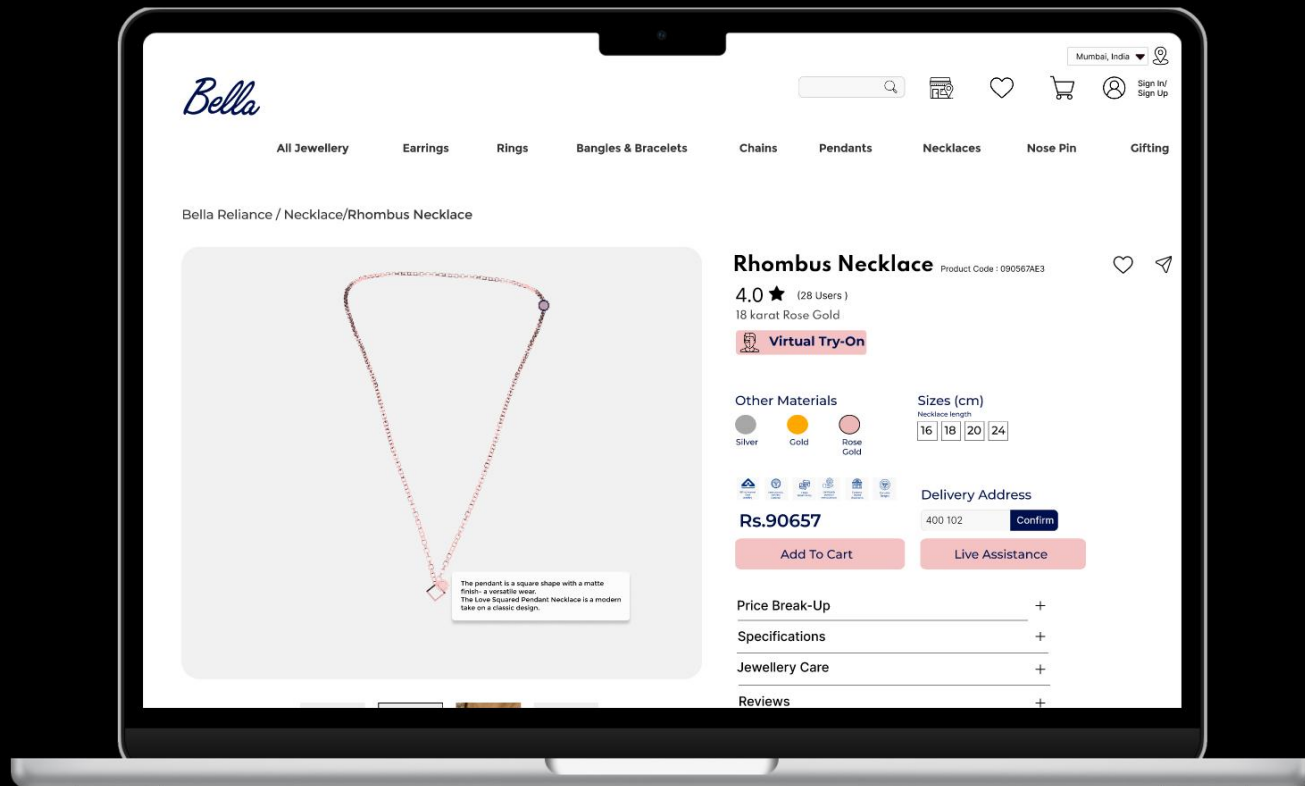
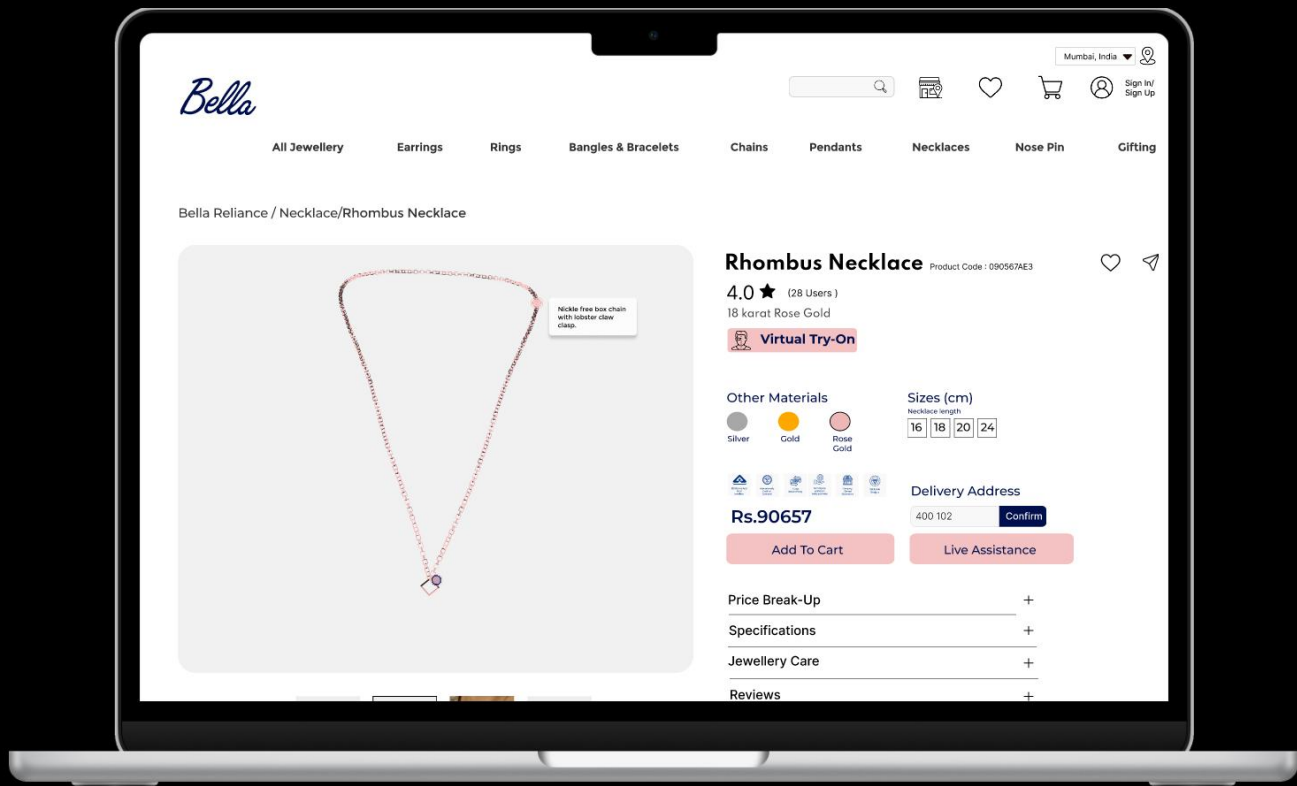
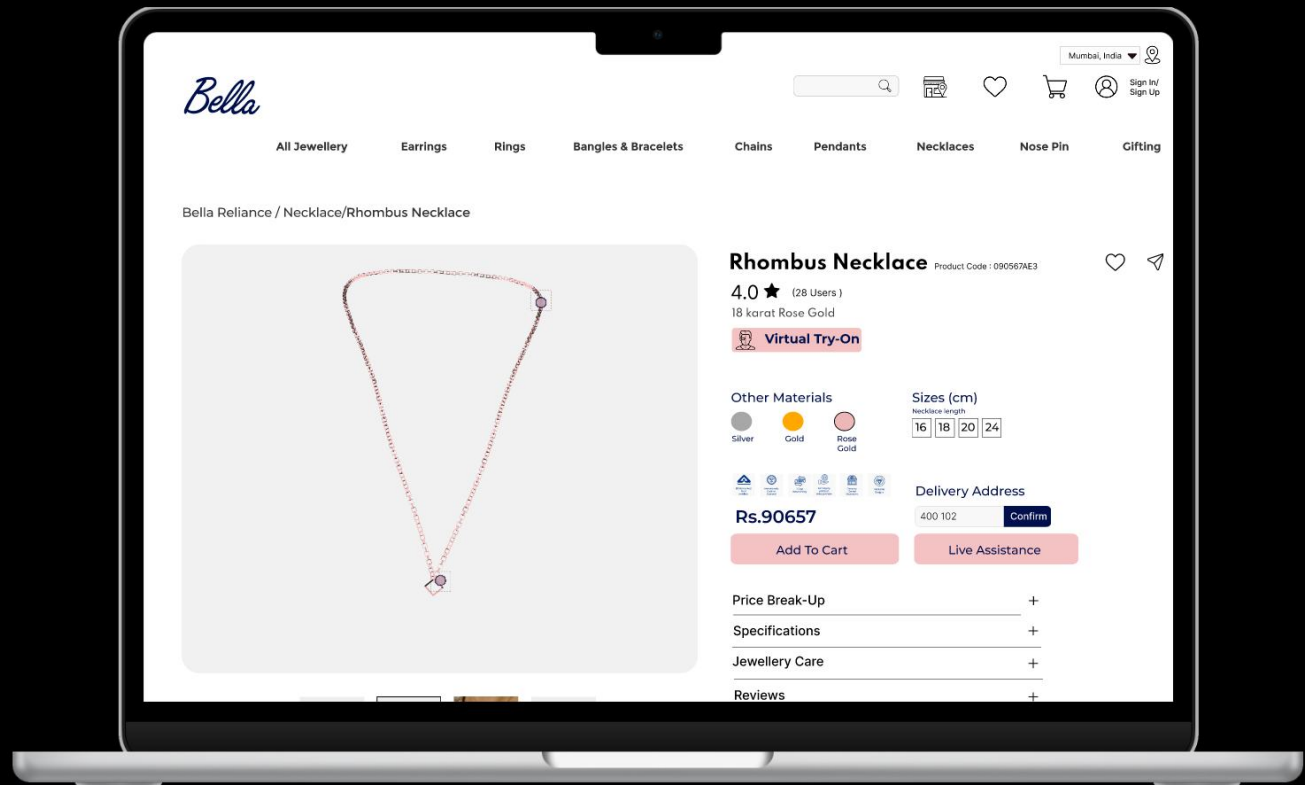
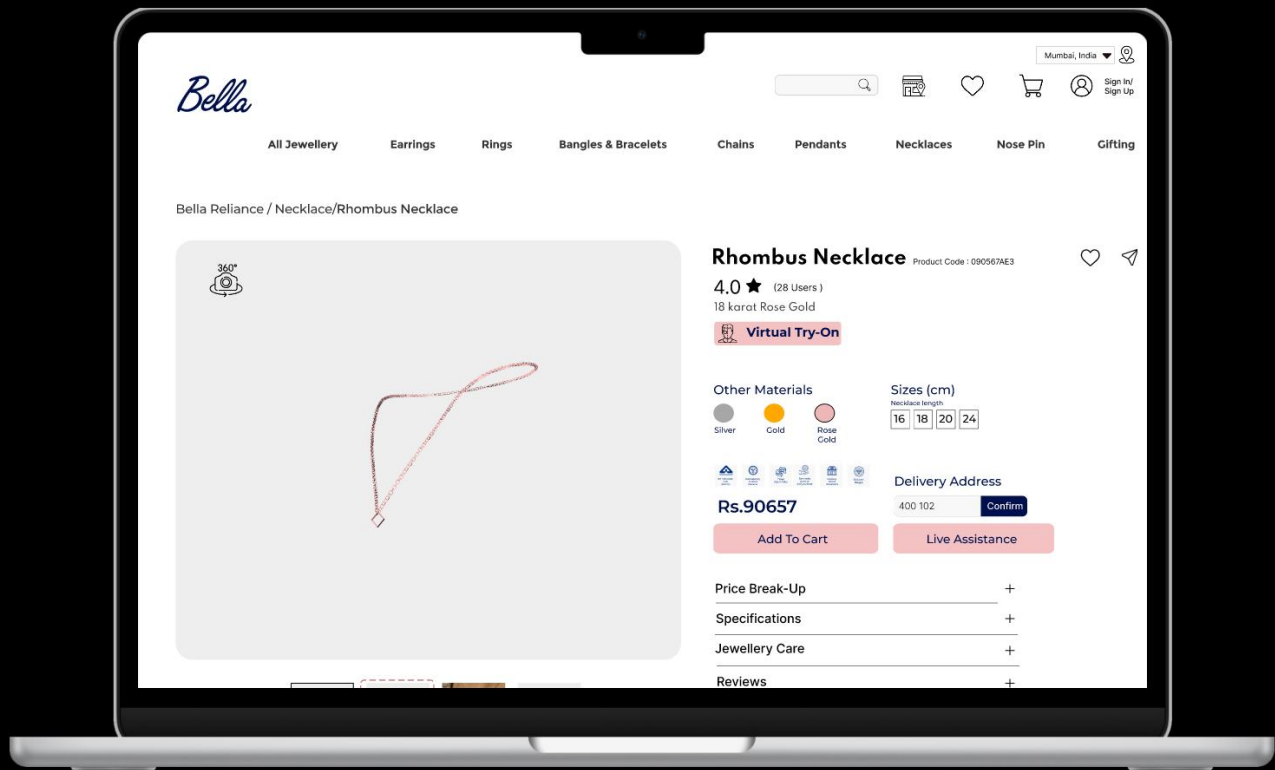


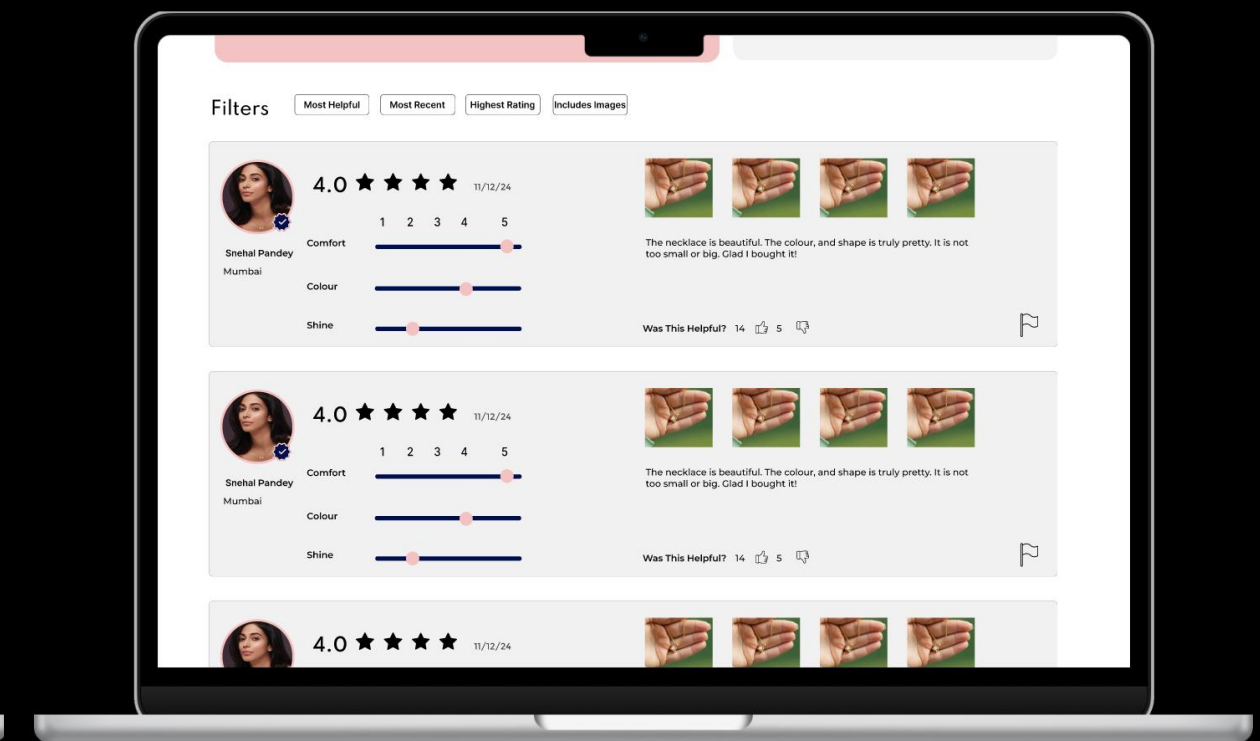
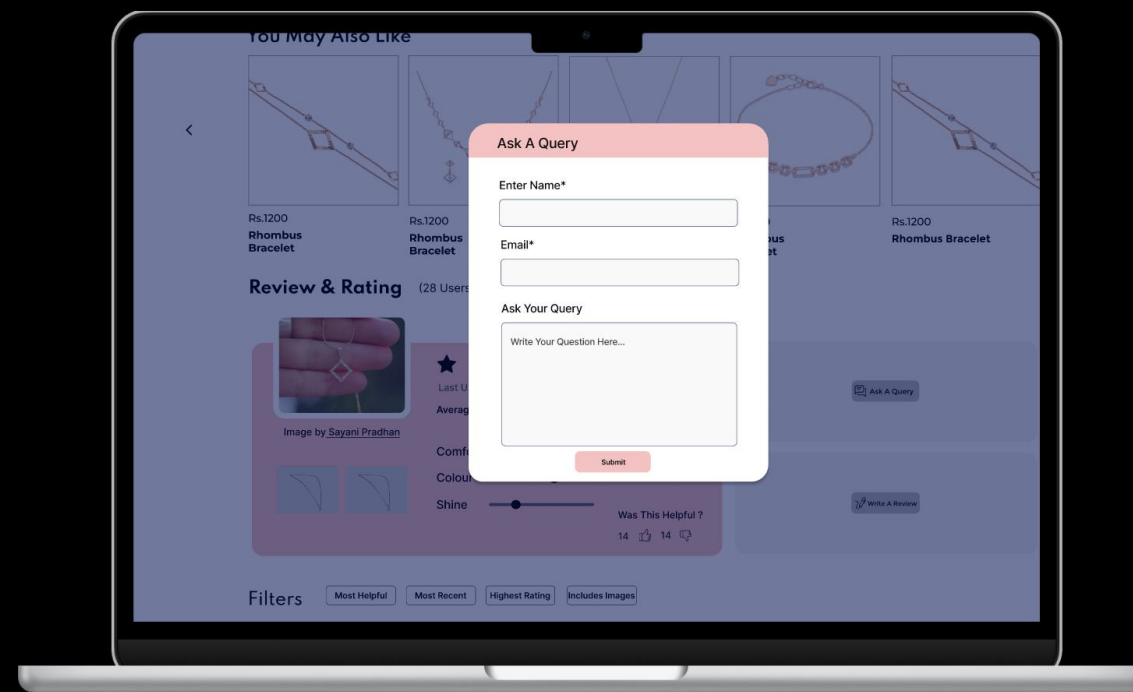
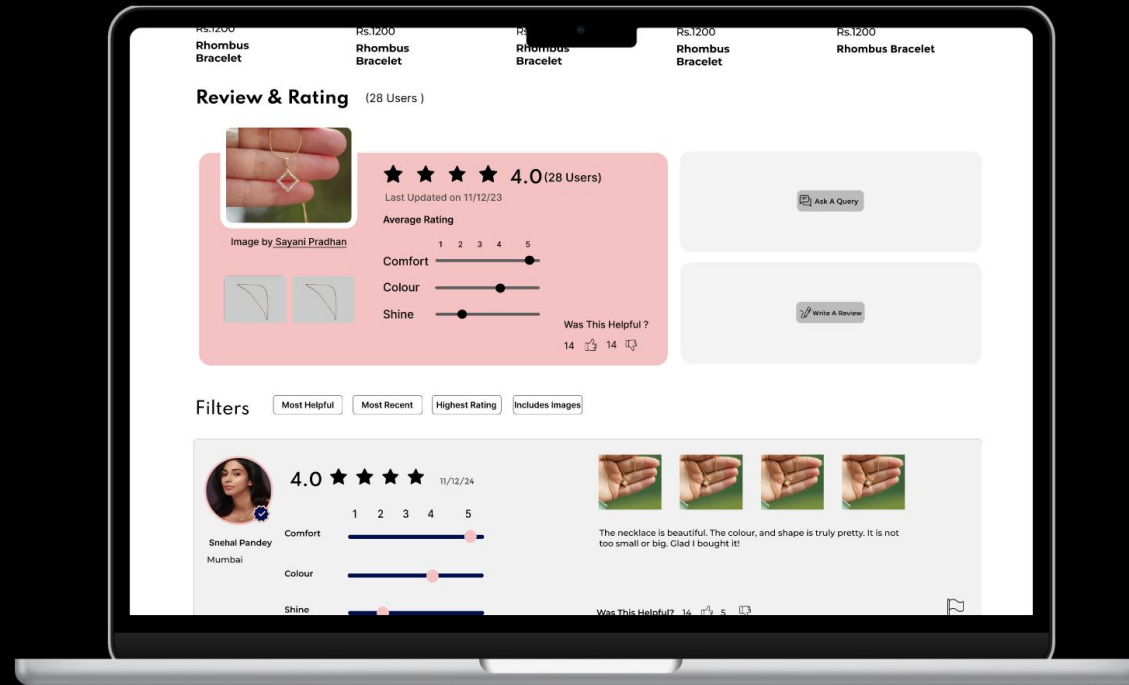
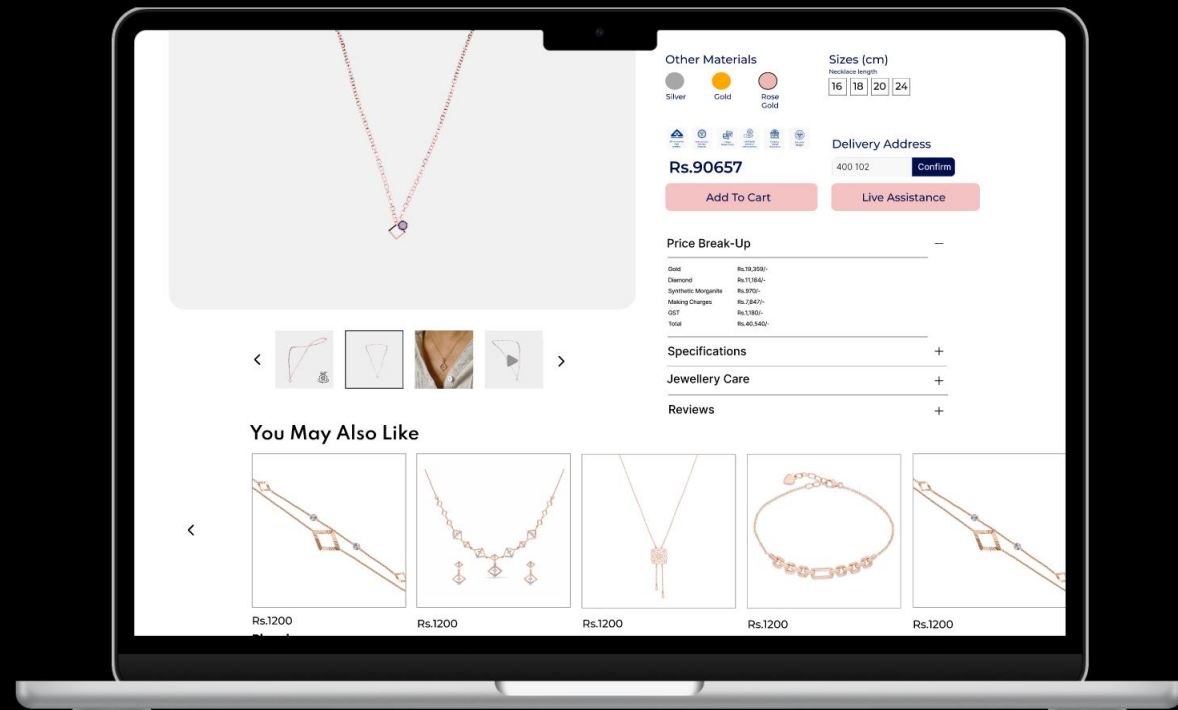


# Product Display Page



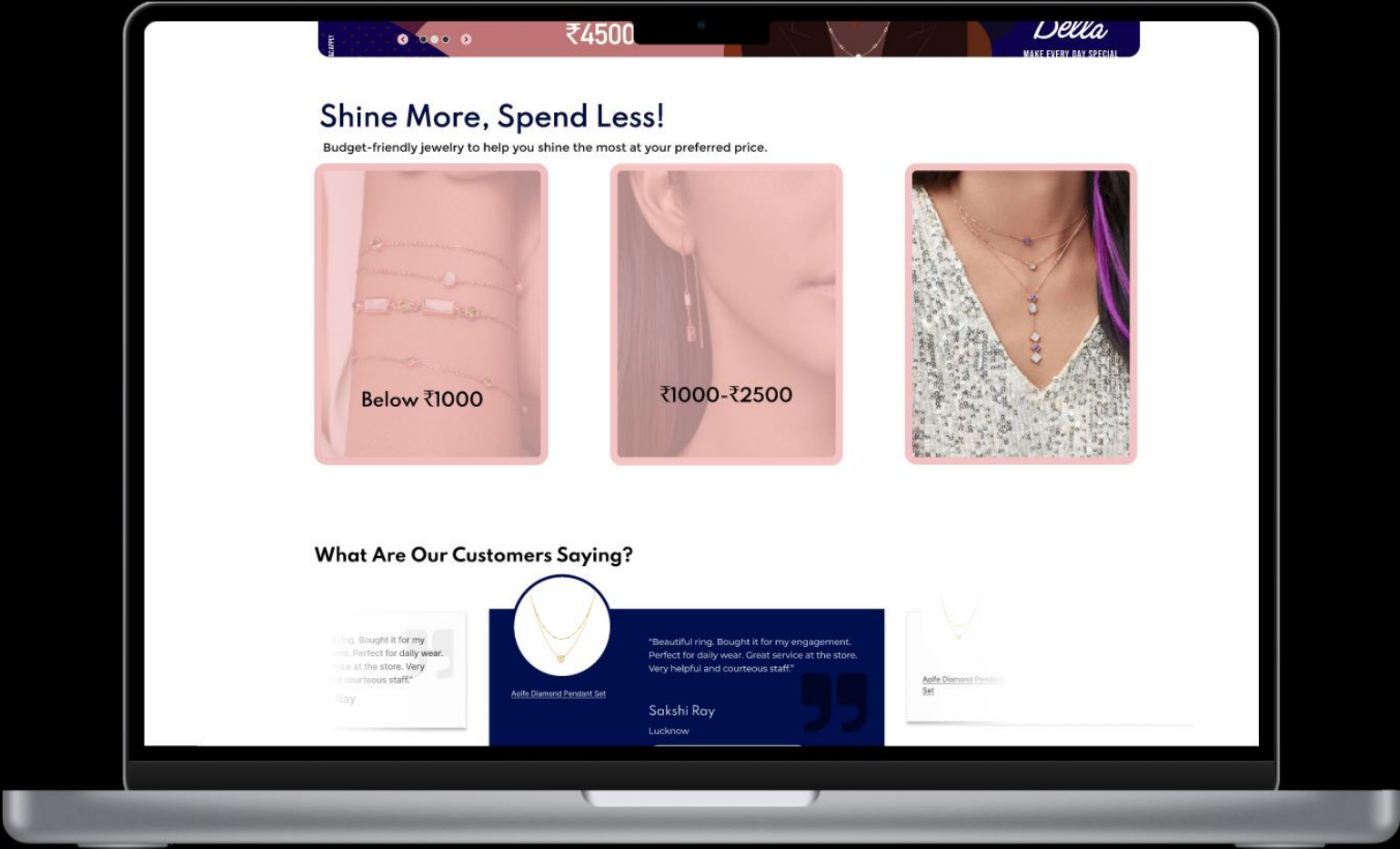
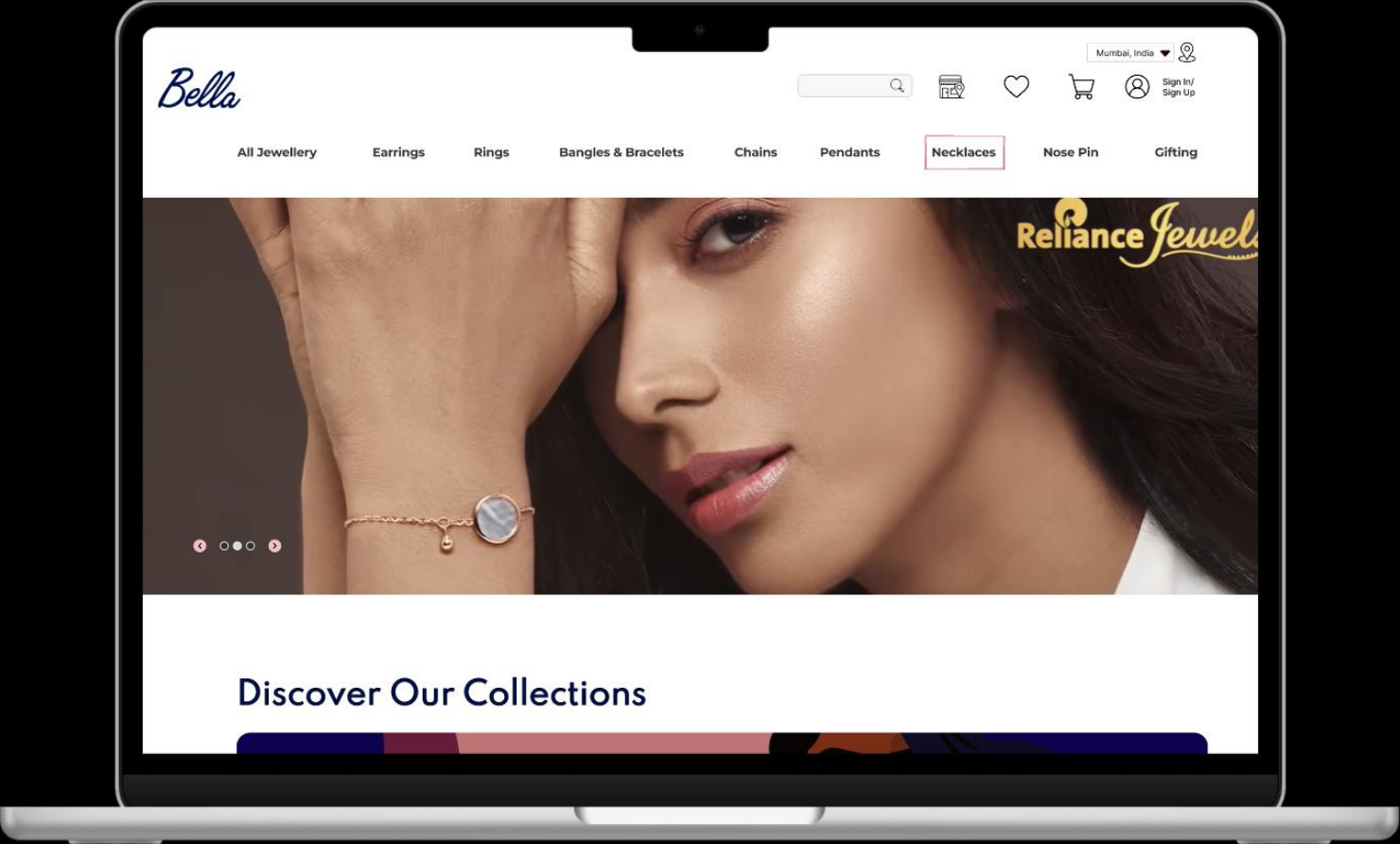
# Screens





**Prototype Link:** <https://www.figma.com/proto/KyvVUr8dSEmfpyihL6TbBR/Ril?Page-Id=0%3A1&Type=Design&Node-Id=413-3402&Viewport=-1221%2C3755%2C0.07&T=Hsk0ggir4PvAiTj3-1&Scaling=Min-Zoom&Starting-Point-Node-Id=413%3A3402&Mode=Design>





**The End.**