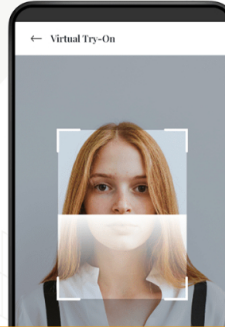
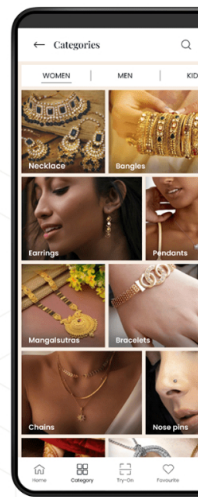
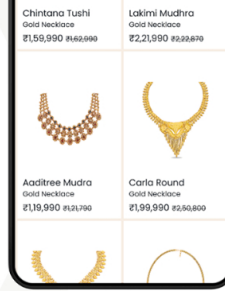
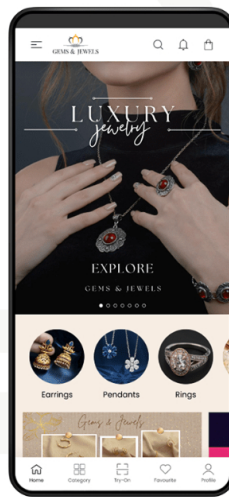


GEMS & JEWELS

Elegant Jewellery

UI/UX Case study of
Virtual Jewellery Shopping
Application



Project Overview

Gems & Jewels is an online jewellery shopping platform with an integrated AR-VR Technology for all Categories of Jewellery available. The user will have option to try the AR feature based on different Jewellery categories. This will reduce the gap between online and offline shopping. It solves the problem of not knowing what the actual product will look like.

My Role
UX/UI Designer

My Responsibilities

- Research
- Ui Design
- Prototype

Tools



The Problem

While shopping jewelleries from Jewellery store customers should faces many difficulties such as minimal range of jewellery products & variety, Limited collections of jewellery, No trail options, Rude behaviour of sales represtative, etc. And their is a no any best and secure platform for sellers to sell their Jewellery products.

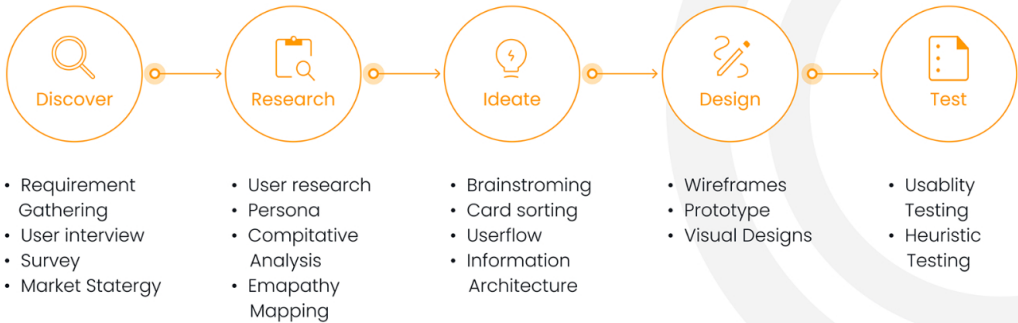
Product Goal

To provide a online platform in which customer should buy a Jewellery as well as experience it virtually on itself, with the help of an integrated AR-VR Technology. This platform is also helpful for sellers to sell their products securely and easily manage their store related activities such as inventory, orders, payments, etc



Design Process

In each phase of the design process, Designer focus on the users and their needs. Which is know as user centered design (UCD). UCD'S design team use a number of research and design methods to involve users throughout the design process.



Qualitative Research

For Qualitative reserach i used an interview method to collect In-depth information from users between 19-35 on their thoughts, opinions, experiences & feelings.



| Interview Questions For Customers

1. Which method should you prefer for shopping jewellery & why?
2. What problems do you face while shopping jewellery?
3. Which things motivate you to buy Jewellery?
4. What is your worst experience while shopping .jewellery?

Interview Questions For Seller

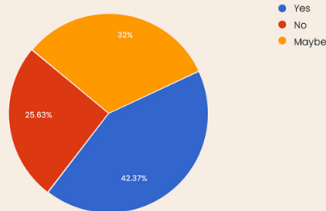
1. Which kind of jewellery products do you sell?
2. How do you manage your product inventory?
3. What do customers ask when they come to buy jewellery?
4. What you do when customer ask for jewellery for trail?
5. What kind of jewellery products do customer frequently inquire about?
6. What kind of difficulitiles do you face while dealing with customers?
7. How much time does customers take to make a buy Decision?
8. What do you to improve customer shopping experience?

Quantitative Research

For Quantitative research i shared a google form containing target-based questions. In that i got total 27 responses.

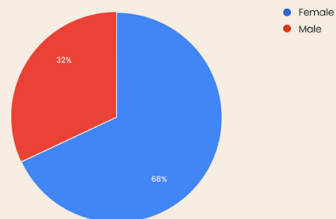
Do you prefer online jewellery shopping?

27 responses



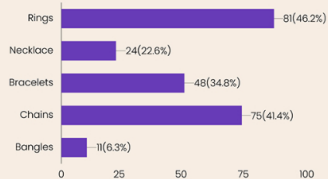
Your Gender?

27 responses



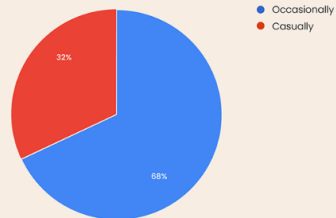
What would be the preferred articles?

27 responses



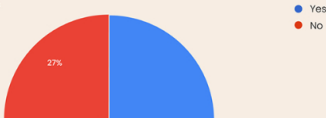
When do you buy Jewelleries?

27 responses



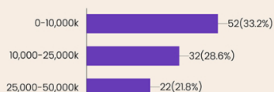
If a virtual jewellery tryon is available in application will you prefer online jewellery shopping more?

27 responses



How much do you spend on jewelleries approx?

27 responses



Competitive Analysis

The process of Competitive analysis provided the strategic insight into the features, functions, flows and feelings evoked by the design solution of our competitors.

	Kalyan	Tanishq	Malabar	PNG
Notifications	✓	✓	✓	✓
Collections	✓	✓	✗	✓
Offers	✓	✓	✓	✓
TRY-ON	✓	✓	✗	✗
Seller Panel	✗	✗	✗	✗
Multiple Payment	✗	✓	✗	✓
Easy Login	✗	✓	✓	✗
Categories	✓	✓	✗	✓

Must to have features

- Virtual TRY-ON
- Seller Panel
- Multiple Payment Options
- User Friendly Design

Goals to have features

- Offers & Discounts
- Collections
- Notifications & Alerts
- Easy Login

Card Sorting

OTP Verification	Metal Selection	Discounts & Offers	Collections	New Arrivals	Favourites
Virtual TRY-ON	Categories	Google Login	Price Sorting	Filters	Popular Picks
Exchange	Return Policy	Multiple Payment Options	Pay on Delivery	UPI	Wallets

Delete Product
(seller)

Business
Overview
(seller)

Transactions
(seller)

Download
Invoice
(seller)

Empathy Mapping

To get a deeper insight into the users i created an empathy map. The four quadrants reflects four key traits, what the user said, did, through and felt

Empathy Mapping as Customer

Say

- I want something Classy
- Can you show me this jewellery
- Do you have more variety
- I was expecting some stylish
- There is any type of discount
- Can i Try this product

Think

- That looks good on me or not?
- What else am i missing?
- I want something awesome
- There is any Exchange offer
- Am i getting the best price



Does

- Try it out
- Do more research
- Comapare with other product
- Looking for available offers
- Check if it worth buy or not
- Wait for any type of price drop

Feel

- Feel Satisfied
- Feel Confident
- Feel Regrate
- Feel Excited
- Feel Worried
- Feel Stylish

Empathy Mapping as Seller

Say

- How can i help you?
- We have this new collection
- There is a special offer for you
- There are some more options
- Would you like to try this?
- What is your Budget?

Think

- How can i sell this product
- I think they want some stylish
- They don't like this design
- They want some expensive
- I think they like this product



Does

- Show them the Jewellery
- Suggest them some better options

Feel

- Feel Frustrated
- Feel Confused

User Personas

The user persona is required to more easily investigate the complicated user group's behavioural patterns. User persona served as a guide for my ideation process following the user persona which enabled me to successfully create a positive user experience.

Customer's Persona



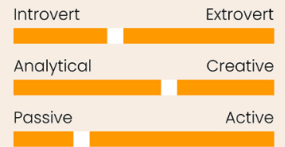
Aishwarya Patil

Age : 25
Gender : Female
Location : Pune, Maharashtra
Profession : UI/UX Designer
Status : Married

Favorite Brands



Personality



Bio

Aishwarya is in working profession at tech company, she likes to shopping Treanding & stylish Jewellery.

Goal

- Get Exclusive Offers and discounts
- Try it Virtually
- Trusted online payments
- Verified online seller

Frustrations

- Unsatisfied response from customer support
- Product Does not match as per image & description

Quote

"Most important thing in the world is Trust"

Seller's Persona



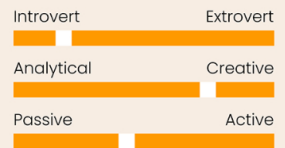
Kalyan Rai

Age : 30
Gender : Male
Location : Mumbai, Maharashtra
Profession : Businessman
Status : Married

Favorite Brands



Personality



Bio

Kalyan Rai is a self made Honest businessman, He is completely focused on his work.

Goal

- Want a Trusted platform to sell his jewellery

Frustrations

- Customer placing so many fake orders

Quote

User Senario

User Senario of Customer

Swati patil is in working profession at Tech company, She likes to shop trending and stylish Jewelleries. While shopping she faces many difficulties such as minimal range of jewellery products & variety, Limited collections of jewellery, Rude behaviour of sales representative, No trail options, etc. To solve this difficulties she tried many platforms but no one can completely solve his problems.

One day her friend Radhika told her about the Gems & Jewels application and she got exactly what she wanted. In Gems & Jewels she can explore wide range of jewellery products & variety, various jewellery collections as much she wants and also Try out that jewellery product virtually. As a result she found the Gems & Jewels application very useful so she made an account on it and can not wait to use it.



User Senario of Seller

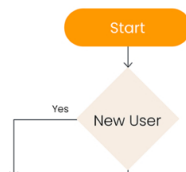
Dev Mittal he is a self-made, honest Businessman. He is completely focused on his work. To make global presence and To reach more customers, He wants to grow his Jewellery business online because of this he is looking for best platform to manage their orders, payments, inventory & other store related activities.

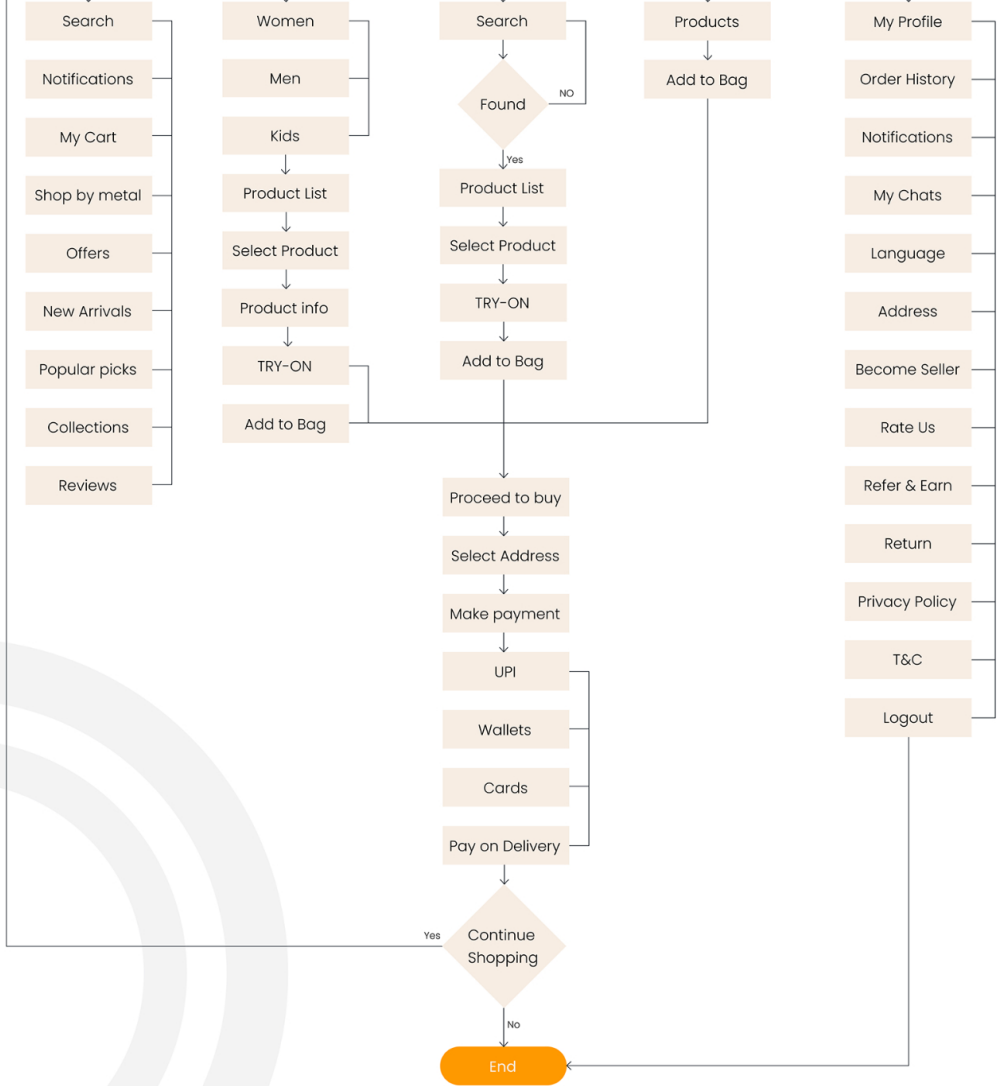
One day he found the Gems & Jewels Application and he got exactly what he want, In Gems & Jewels he can securely manage their account, orders, payments, inventory & other store related activities. As a result he found the Gems & Jewels application very useful, Now Dev using all features of that application & feels Satisfied with Gems & Jewels.



User Flow

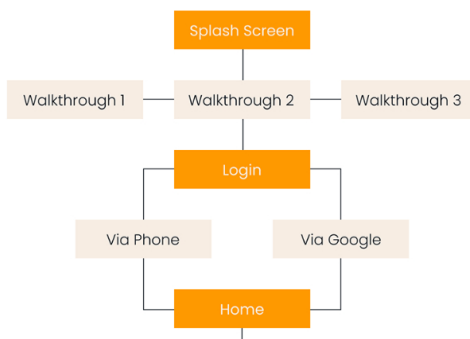
User flow is a graphic representation of the steps a user can take to complete a job while utilising an applicaion.

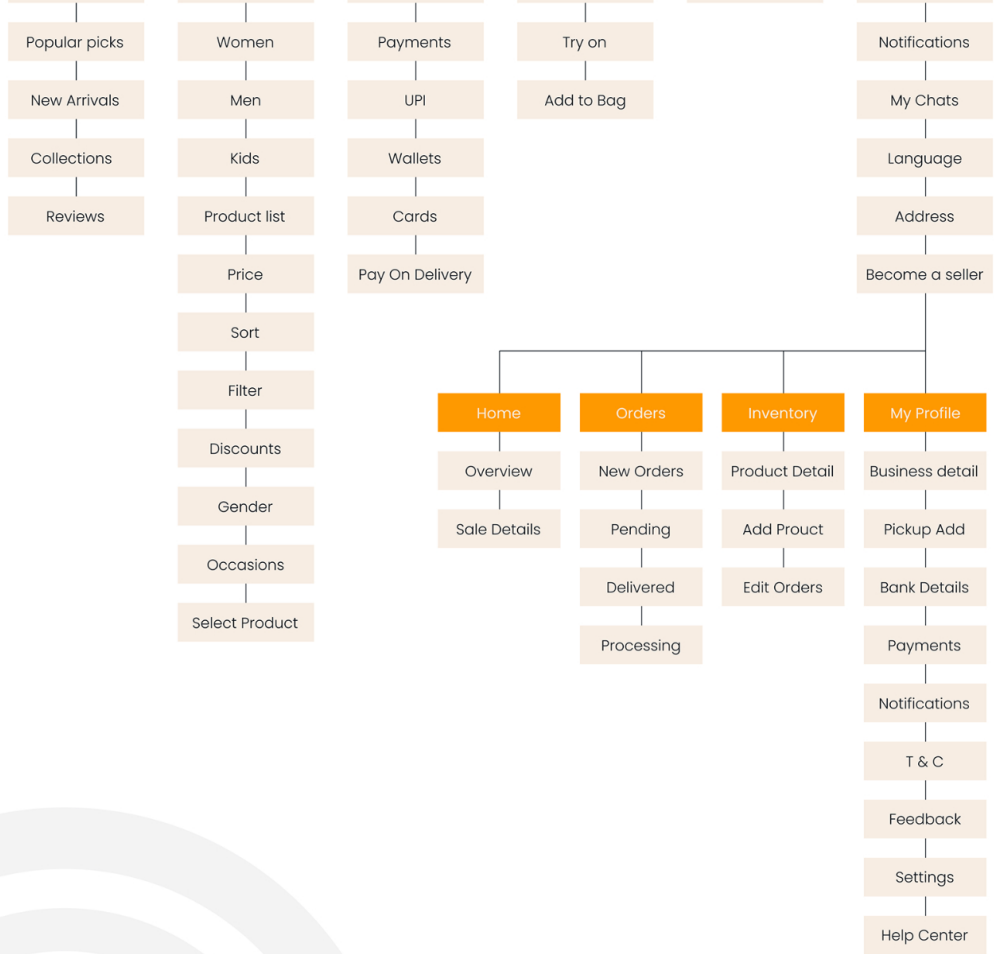




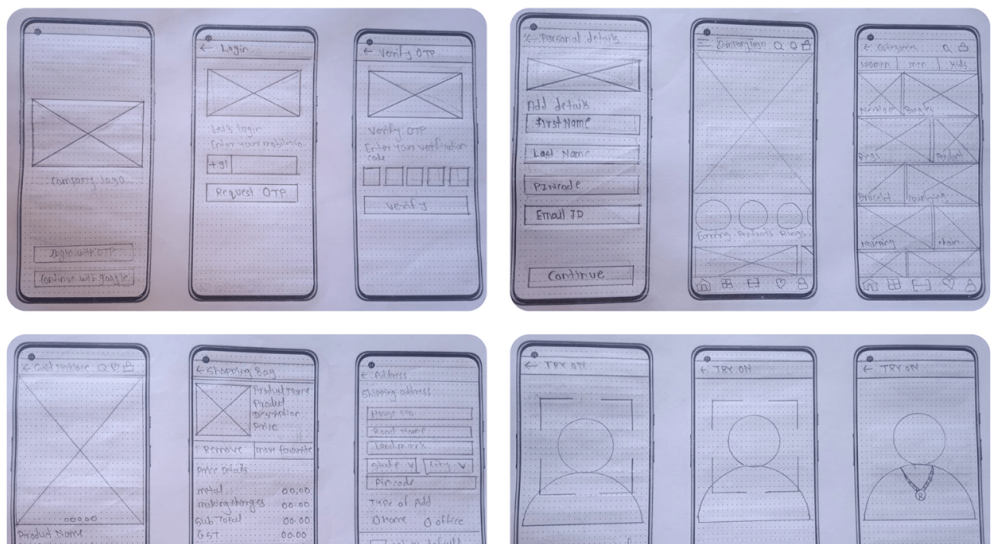
Information Architecture

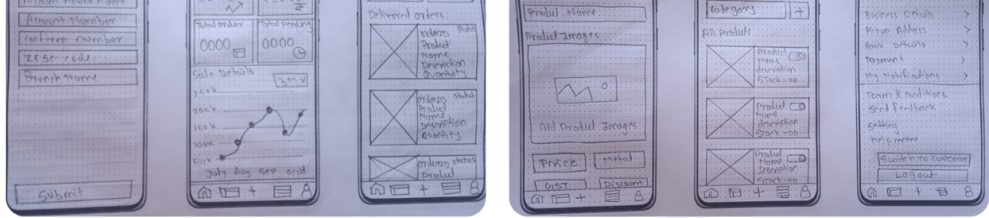
Based on the previous research activities, I build the information architecture which served as a base for developing information hierarchy for the application.



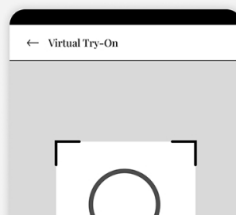
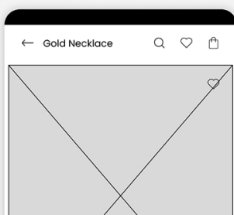
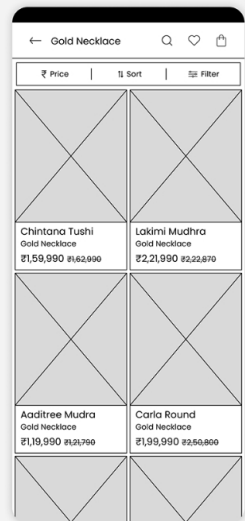
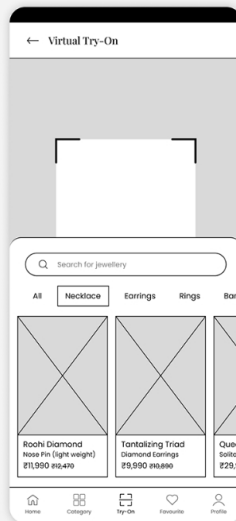
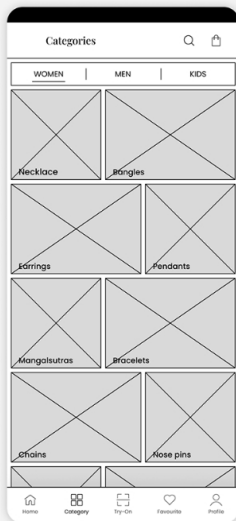
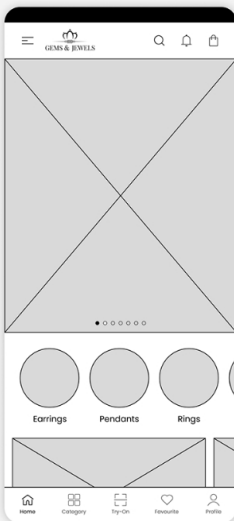
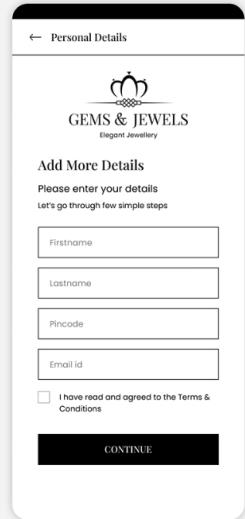
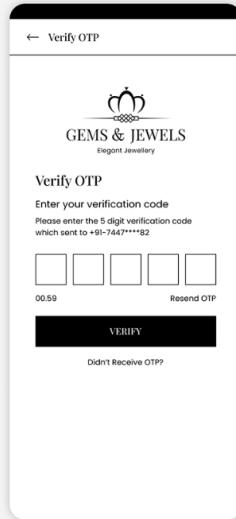
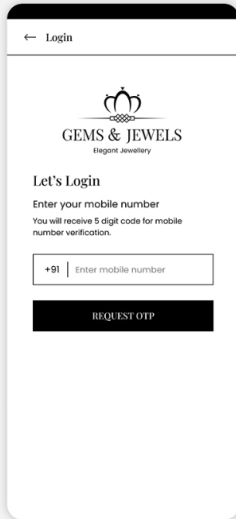
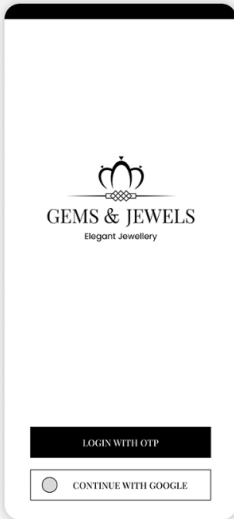


Low fidelity wireframes





High fidelity wireframes



Choose Gold Purity

22 kt 20 kt 18 kt 16 kt

TRY ON ADD TO BAG

Place your device steadily at eye level for the best experience

LET'S START



PROCEED TO BUY

← Address

Shipping Address

House no/ Building name

Road name/Area/Colony

Landmark

State City

Pincode

Type of Address

Home Office

Set as Default Address

PROCEED TO PAY

← Payment

All Payment Options

UPI
Pay with any UPI app like PhonePe, Paytm, Google Pay & more

Wallet
Pay with Paytm, PhonePe, Google Pay, Airtel Money & more available

Credit/Debit Cards
Pay using any Credit, Debit or any ATM cards

Pay on Delivery
Pay Grand total amount while delivery

CONTINUE

×

Order has Placed

Anne Anderson
A-908, Rohan kirtika, Karve road,
Pune 411037
+91-8888855555

Continue Shopping

Similar Products

Statement Yellow Gold Necklace ₹22,990 ₹22,878

Lineament slightly Gold Necklace ₹2,18,990 ₹2,21,765

Queen Gold N ₹2,27,5

home Category Try-On Favourite Profile

← My Account

Anne Anderson
anneanderson@gmail.com

My Profile >

My Order History >

My Notifications >

My Chats >

Choose Language >

Saved Address >

Earn with Gems & Jewels
Become a Seller

Rate Us

Refer & Earn

home Category Try-On Favourite Profile

← Seller Account

GEMS & JEWELS
Elegant Jewellery

Create Seller Account

Sell your jewellery to acres of buyers

+91 | Enter mobile number

Email id

Set Password

I have read and agreed to the Terms & Conditions

CREATE ACCOUNT

← Business Details

Enter Business Details

Enter your Business Name and GST which displays on Gems & Jewels

Business Name

Enter GSTIN Verify

CONTINUE

← Pickup Address

Enter Pickup Address

Provide accurate address, Product will pickup from this Address

House no/ Building name

Road name/Area/Colony

Landmark

State City

Pincode

SAVE

← Bank Details

Enter Bank details

Payments are deposited safely in your bank account on time

Bank Name

Account Holder Name

Account Number

Confirm Account Number

IFSC Code

Branch Name

SUBMIT

GEMS & JEWELS

Business Overview

Total Sale 1,22,550
2.2% Down from Sep

My Balance ₹692,550
Withdraw

Total Order 2,550
4.2% Up from yesterday

Total Pending 2,550
1.2% Up from yesterday

Sale Details

250k
200k
150k
100k
50k

July Aug Sep Oct

Transactions

home Order Add Inventory Profile

← Orders

Search by Order ID

New Orders Last Week

Processing

Delivered Order ID: 25478
Chintana Tushi Kyra
Necklace
Gold Purity: 20kt
Quantity: 1 unit 22 Aug 08:55 pm

Cancelled Order ID: 25477
Roohi Diamond light
Nose Pin
Gold Purity: 18kt
Quantity: 1 unit 22 Aug 08:55 pm

Order ID: 25476
Carla Round Yellow
Gold Necklace
Gold Purity: 22kt
Quantity: 1 unit 22 Aug 07:55 pm

Order ID: 25475
Tantalizing Triad

home Order Add Inventory Profile

← Add Product

Product Details
(Fields marked with * are mandatory)

Product Category*
Women's Necklace

Product Name*
Chintana Tushi Kyra

Product Images*

Add Product Images

Price(incl. taxes)* Metal*
₹0.00 Gold

Discounted Price* GST Percentage*

home Order Add Inventory Profile

← Order Details

Order ID: 25478

Women's Necklace
Chintana Tushi Kyra Yellow
Gold Necklace
₹1,59,990 ₹162,990

Gold Purity: 20kt
Quantity: 1 unit

Product Status
Processing

home Order Add Inventory Profile

About App

Gems & Jewels is a online Jewellery Shopping platform with an integrated AR-VR Technology for virtual jewellery TRY-ON. It will also helpful for seller to sell his jewellery product online easily.

Colour Pallete

Colours are picked carefully to match the flat asthetic of the app design.



#FF9900



#F7EDE3



#10171F



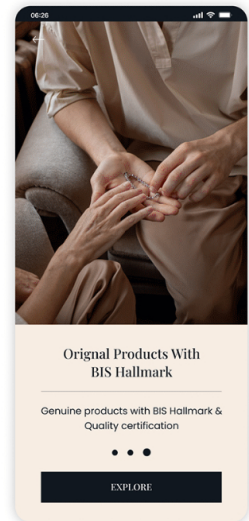
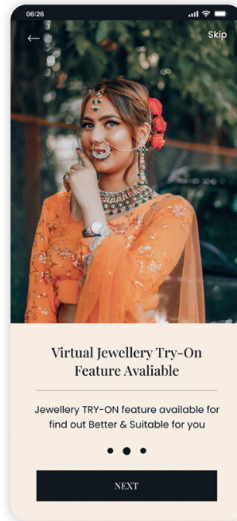
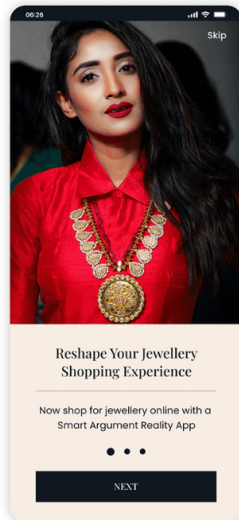
#FFFFFF

Typography

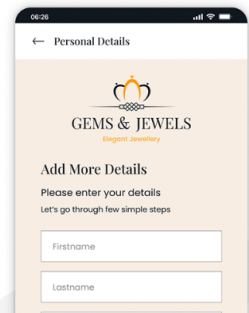
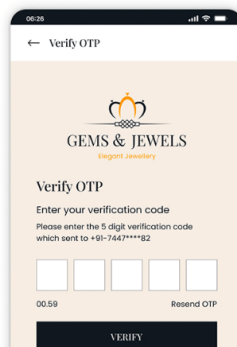
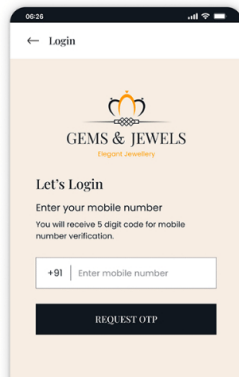
Font Size selected according in material design Guidelines.

- # Playfair Display Regular
- # Playfair Display Medium
- # Poppins Regular
- # Poppins Medium

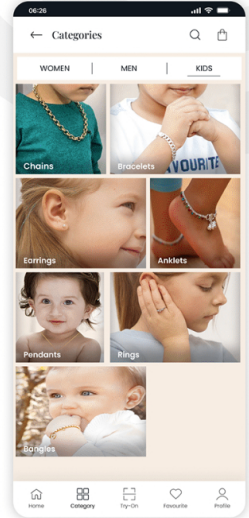
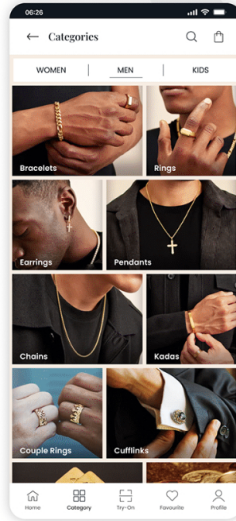
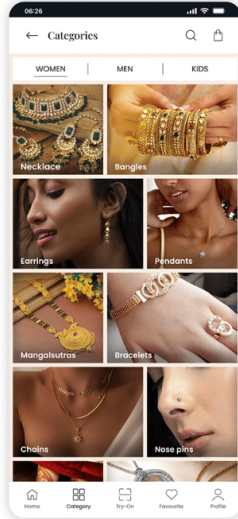
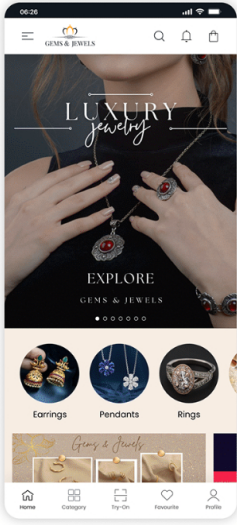
Splash & Onboarding Screens



Login & Registration Screens



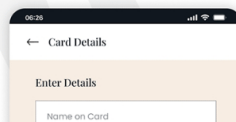
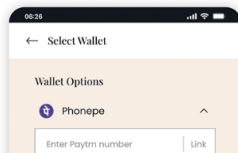
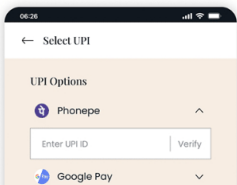
Home Screen & Categories



Virtual TRY-ON Screens



Multiple Payment Options



MAKE PAYMENT

MAKE PAYMENT

MAKE PAYMENT

PLACE ORDER

Seller Registration Screens

06:28

← Seller Account

GEMS & JEWELS
Elegant Jewellery

Create Seller Account
Sell your jewellery to crores of buyers

+91 Enter mobile number

Email id

Set Password

I have read and agreed to the Terms & Conditions

CREATE ACCOUNT

06:28

← Business Details

Enter Business Details
Enter your Business Name and GST which displays on Gems & Jewels

Business Name

Enter GSTIN | Verify

CONTINUE

06:28

← Pickup Address

Enter Pickup Address
Provide accurate address, Product will pickup from this Address

House no/ Building name

Road name/Area/Colony

Landmark

State | City

Pincode

SAVE

06:28

← Bank Details

Enter Bank details
Payments are deposited safely in your bank account on time

Bank Name

Account Holder Name

Account Number

Confirm Account Number

IFSC Code

Branch Name

SUBMIT

Home Screen & Orders

06:28

GEMS & JEWELS

Business Overview

Total Sale: 1,22,550
2.2% Down from Sep

My Balance: ₹692,550
Withdraw

Total Order: 2,550
4.2% Up from yesterday

Total Pending: 2,550
1.2% Up from yesterday

Sale Details

250k
200k
150k
100k
50k

July Aug Sep Oct

Transactions

Home Order Add Inventory Profile

06:28

← Orders

Search by Order ID

New Orders | Last Week

Processing

Delivered

Cancelled

Order ID: 25478
Itana Tushi Kyra Necklace
Gold Purity: 20kt
Quantity: 1 unit
22 Aug 06:55 pm

Order ID: 25477
Roohi Diamond light Nose Pin
Gold Purity: 18kt
Quantity: 1 unit
22 Aug 06:55 pm

Order ID: 25476
Carla Round Yellow Gold Necklace
Gold Purity: 22kt
Quantity: 1 unit
22 Aug 07:55 pm

Order ID: 25475
Tantazing Triad

Home Order Add Inventory Profile

06:28

← Orders

Search by Order ID

Delivered | Last Week

New Orders

Processing

Cancelled

Order ID: 25478
Itana Tushi Kyra Necklace
Gold Purity: 20kt
Quantity: 1 unit
23 Aug 06:55 pm

Order ID: 25477
Roohi Diamond light Nose Pin
Gold Purity: 18kt
Quantity: 1 unit
22 Aug 06:55 pm

Order ID: 25476
Carla Round Yellow Gold Necklace
Gold Purity: 22kt
Quantity: 1 unit
22 Aug 07:55 pm

Order ID: 25475
Tantazing Triad

Home Order Add Inventory Profile

06:28

← Orders

Search by Order ID

Cancelled | Last Week

New Orders

Delivered

Processing

Cancelled

Order ID: 25478
Itana Tushi Kyra Necklace
Gold Purity: 20kt
Quantity: 1 unit
23 Aug 06:55 pm

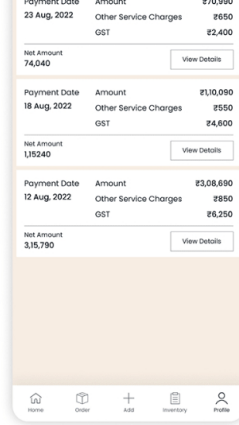
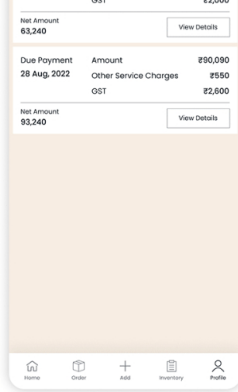
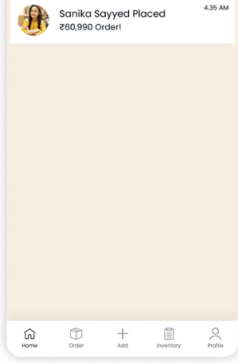
Order ID: 25477
Roohi Diamond light Nose Pin
Gold Purity: 18kt
Quantity: 1 unit
22 Aug 06:55 pm

Order ID: 25476
Carla Round Yellow Gold Necklace
Gold Purity: 22kt
Quantity: 1 unit
22 Aug 07:55 pm

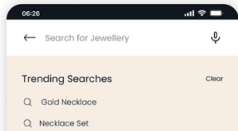
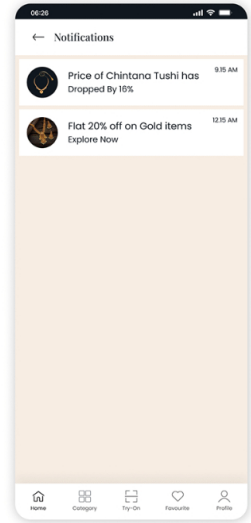
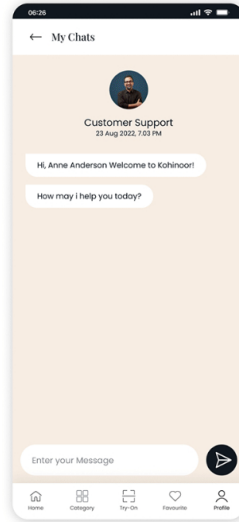
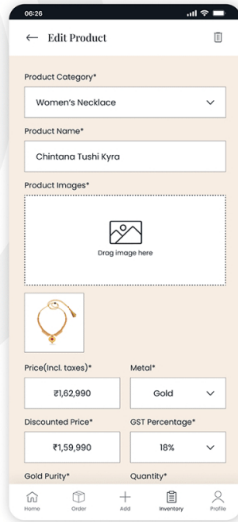
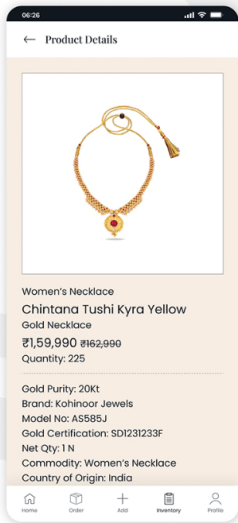
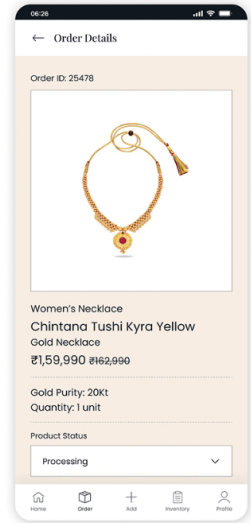
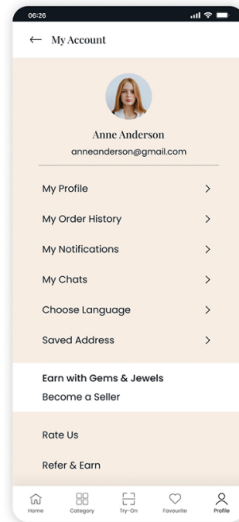
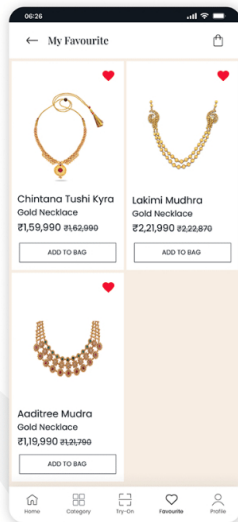
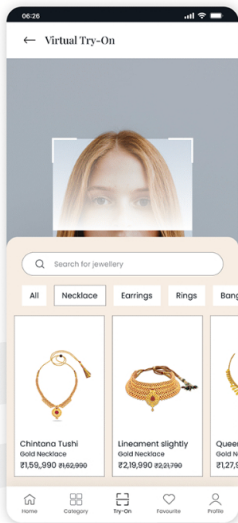
Order ID: 25475
Tantazing Triad

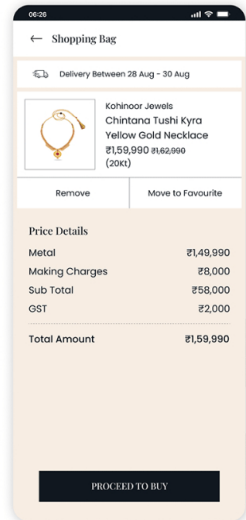
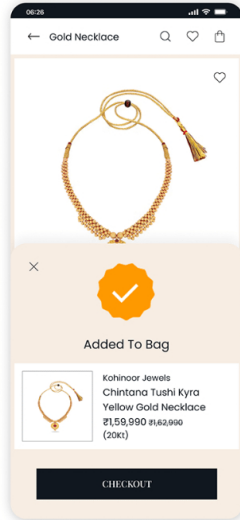
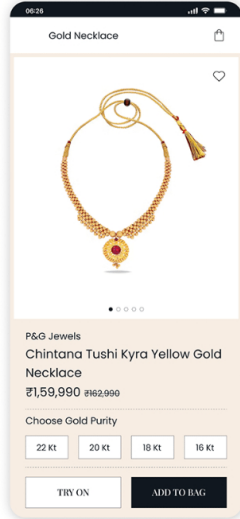
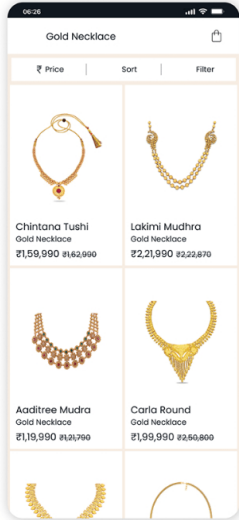
Home Order Add Inventory Profile

Notifications & Payments



Other Screens





Thanks You For Scrolling !