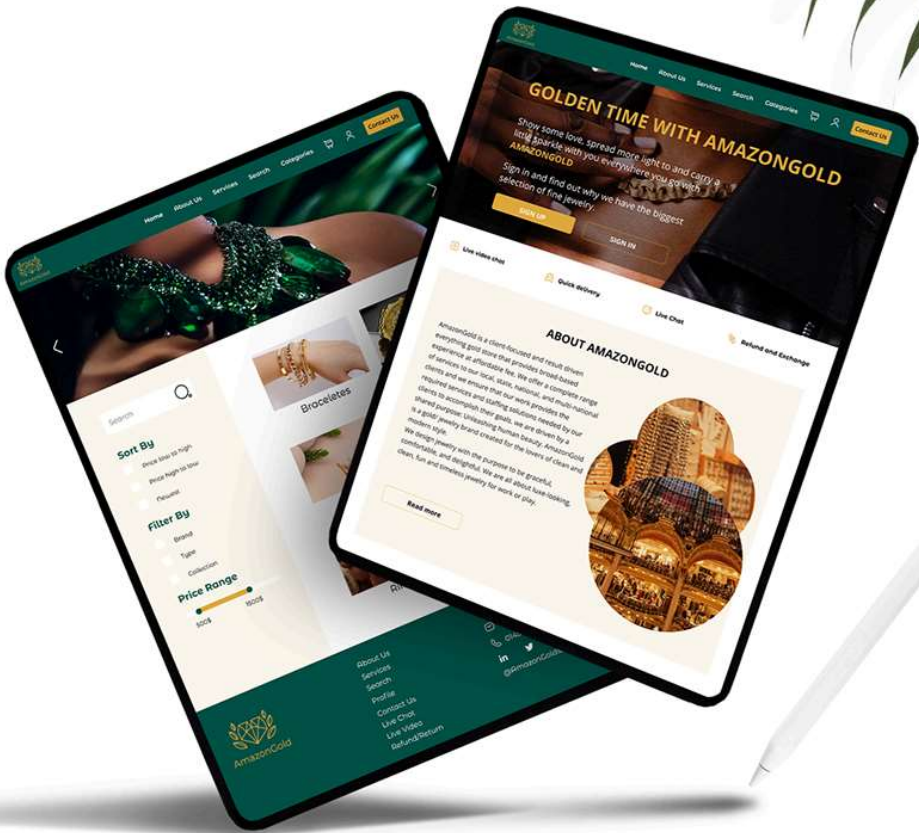




Gold E-Commerce Case Study



Women Techsters
Fellow Class of 2023 (WTEC'23)



Add Content



Image



Text



Photo Grid



Video/Audio



Embed



Lightroom



Prototype



3D

Edit Project



Styles



Settings

Custom Button

Customize the call to action on your project

Attach Assets



Attach Assets

Add files like fonts, illustrations, photos, zips, or templates as free or paid downloads.

Update Project

View a Preview

PRO Advanced Project Settings



Schedule Publish
Set a date and time to publish



Password Protection
Grant access with a password



Link Only
Set an exclusive link

Start your 7 day free trial

Press F6 to navigate between sections of the project editor.



AmazonGold

Our Team

AMAZONS



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Zagazig, Egypt



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UX/UI Designer
Ilorin, Nigeria

Project Overview

This Gold jewelry e-commerce website provides a great sales opportunity for 'Jewelers', and allow consumers to shop 24/7, which help store owners to reach a wider customer base and increase market share. It also allows our customers to shop for different designs or weights of the gold jewelries according to what they like and their requirements. Our objective is to provide a user-friendly website that is easy to navigate, where they can easily search and filter through our collections without issues. We will also provide live chat and video calls to assist them with all means.



The Problem

People don't usually have the time to go shop in the store, we need to provide them with a trusted source and a valuable collection to chose from.



The Goal

Creating a Gold E-commerce website for a store to sell gold online, with methods that insure the authenticity of the product for all users.



PROJECT DURATION
4 Weeks



TOOLS USED
Figma



ROLES
Product Designer
Ux researcher



SCREENS
40+ Screens



Exploration & Discovery

In order to gather more information, a qualitative research on potential users was carried out to discover their pain points and experiences when buying gold or gold jewellery. Here are some key takeaways based of the responses of the survey:

Results From Respondent



prefer to make payments through bank transfer when shopping online



shop for jewellery online



unsure of the price ratios of an in-store purchase and an online purchase



influenced by discounted offers when making a purchasing decision



request for engravings when ordering a gold jewelry



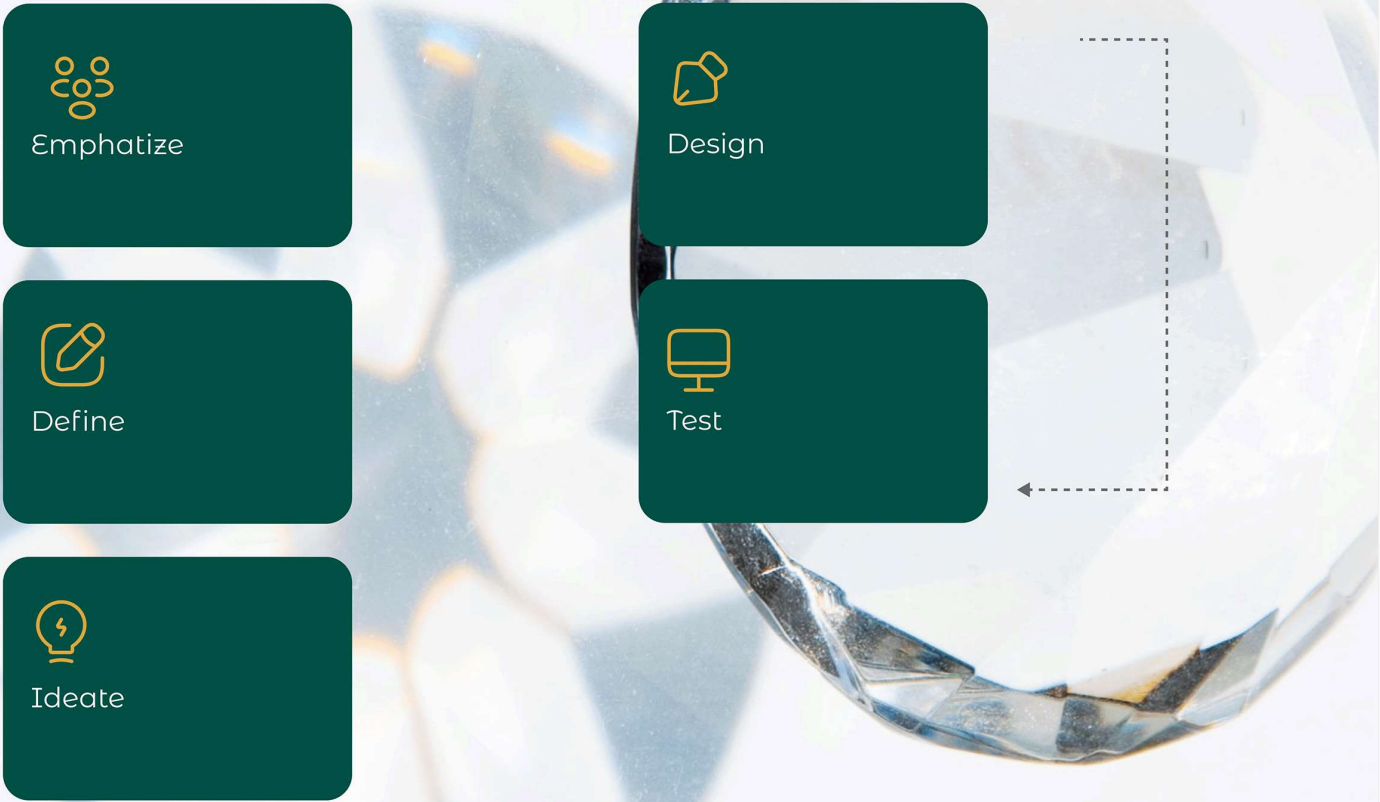
strongly influenced by reviews when deciding to purchase from a vendor or site



Competitors Analysis

Companies	L'AZURDE	SWAROVSKI	MP	Gld	NET-A-PORTER	BOZ	ZAVANDI
Strengths	•Key information is located easily •Clear pictures and easy on the eyes. •Checkout process is easy. •Easy to find key info (menu, product & services) •Easily accessible & navigable. •Responsive and interactive both web and mobile view.	•Simple design and making use of whitespace. •Key information is located easily and strong brand identity. •Clear pictures and easy on the eyes. •Checkout process is easy.		•• Free shipping •Life warranty •Consistency in value over the year	•Using its visual design to communicate its company ethos •Post-purchase care and warranty •Website designed in four languages •Broad location coverage •Direct chat with an expert	•Key information is located easily •Clear pictures and easy on the eyes. •Checkout process is easy. •Easily accessible and easy to navigate •A responsive site both web and mobile view.	
Weaknesses	•Designed in Arab language but I found a location icon where I could change to English, all written in Arab so you wont be sure which to click to help read what's on the site. Like English should be part of it to give user more insight as to what to click while trying to find how to read from the website. •Their brand isn't on the fore front of their website especially at the menu section, starts with other brands before theirs.	•Signing in is seamless, creating a profile is tedious because they ask to provide current password when you have not created one with them.	•Scanty features •Dull and unwelcoming website tone (desktop view) •Lack of detail			•Too much going on the home screen. •Design is okay but could do with more whitespace and less pictures of people and more pictures of the product. •Brand Identity is shaky. •Accessible in only one language (English) •Not inclusive or good use of assistive technology	•Not expanding its language options •Poor branding

Design Thinking Process



User Pain points



1

Tracking

Users can't track the orders on most websites

2

Fraud websites

Gold is expensive so buying it online can be tricky if you can't verify the authenticity of the product

3

reviews

Not all websites have the option of reviewing the product or enough pictures to know it

4

Size

Users who buy things online can't be sure it's the right size, and it can arrive at a wrong size.



Ideation

Process

With the information gathered from the qualitative research, we drew up a user persona, empathy map, user journey map and a site map to better emphasize with my users and guide my design decisions.

User

Persona



Name : Margaret

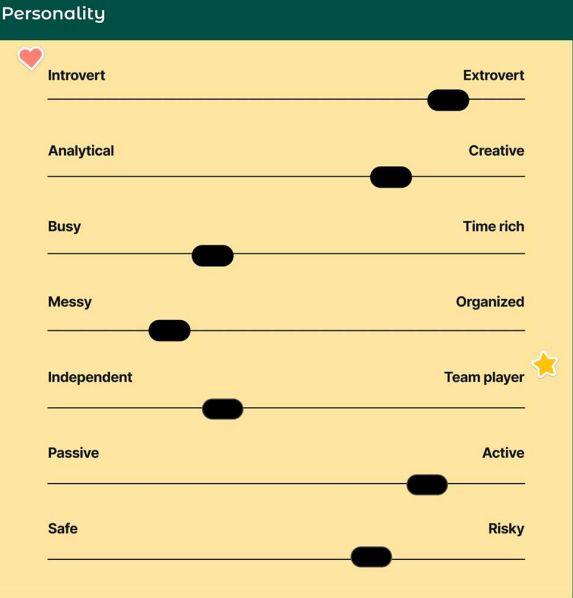
Age : 20 Years old

Job : Owns a fashion blog
on Instagram

Location : Lagos State

Bio

Margaret is a final year student in the university studying theatre arts. She loves music drawing, painting, dancing and fashion. She takes pleasure in exploring different styles and accessories ranging from street styles to cultural styles and sometimes, even cosplay. She gets most of her materials online, and she's had bad experiences with online vendors so she sticks to already established brands and rarely tries new vendors.



Interests



Influences



Goals



Needs and expectations



Motivations



Pain points and frustrations

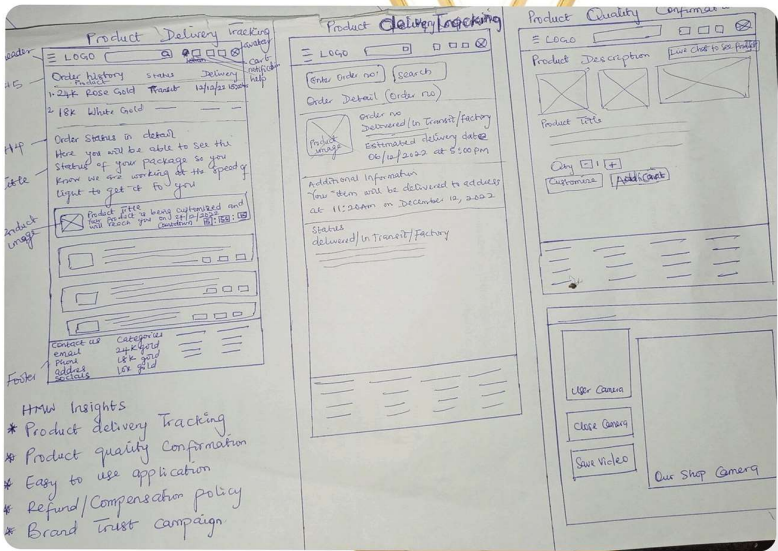
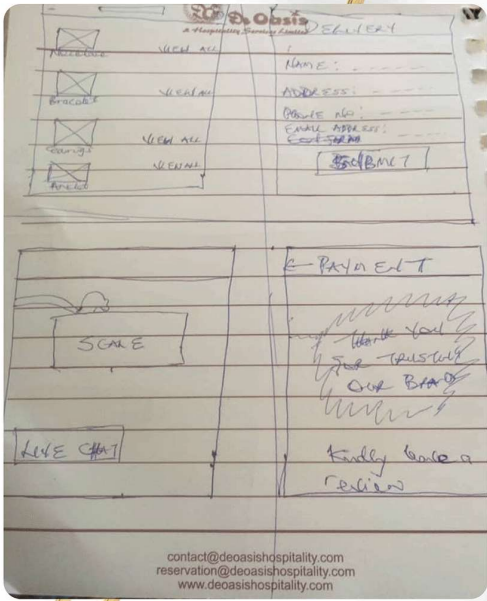
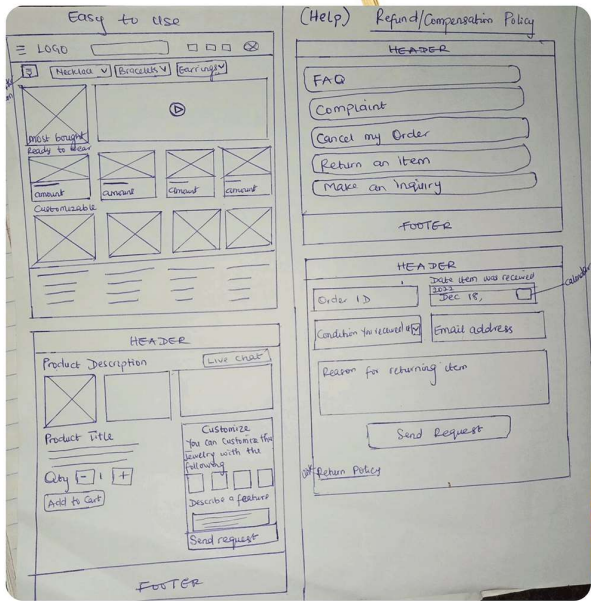




Empathy Map

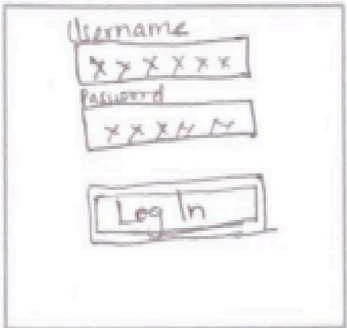


Crazy Eight

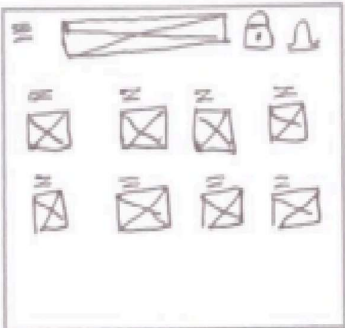


User Storyboard

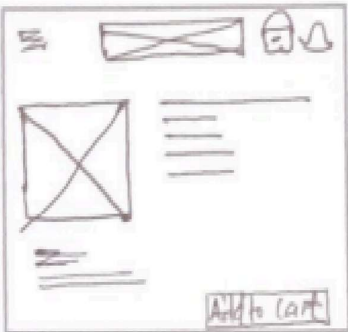
UX Design Storyboard Close up.
Scenario: Find a jewellery and place an order on the website



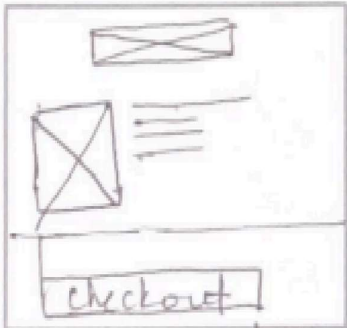
Zoe logs into the website



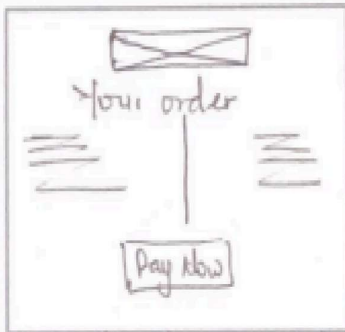
She looks through the different categories



She selects her most preferred choice and adds to cart



She then proceeds to checkout



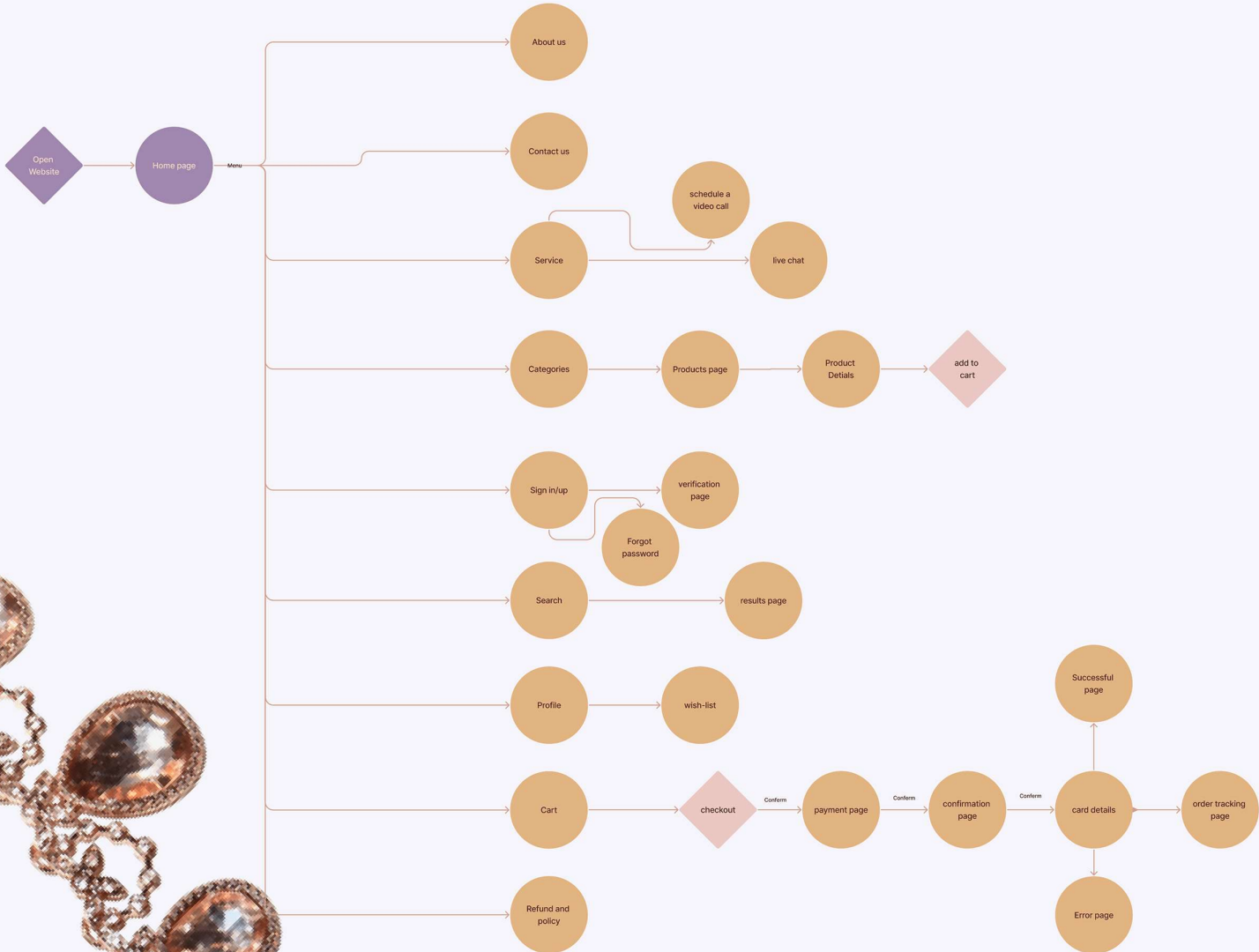
She get a Summary of her order, she then proceeds to pay



Zoe's payment is Successful.

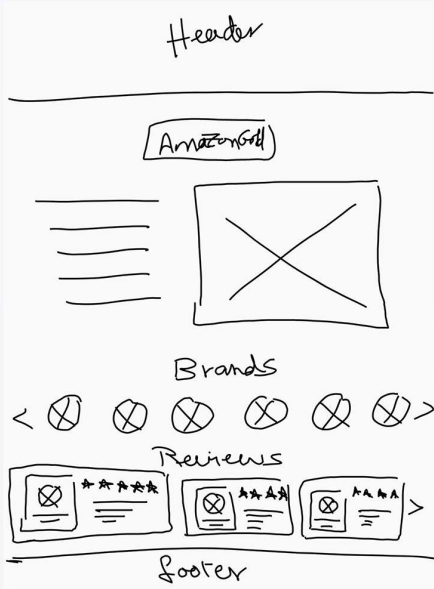


User Flow

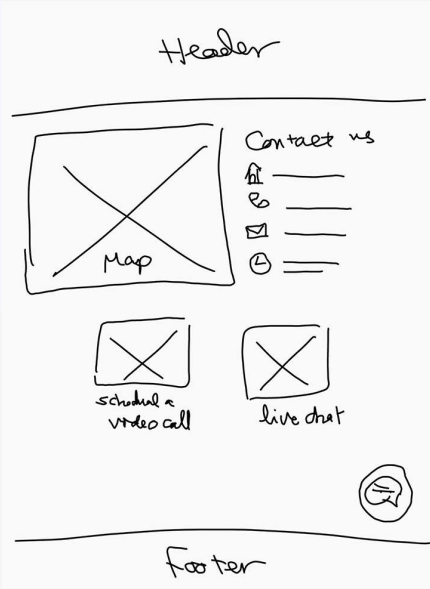


Paper Wireframes

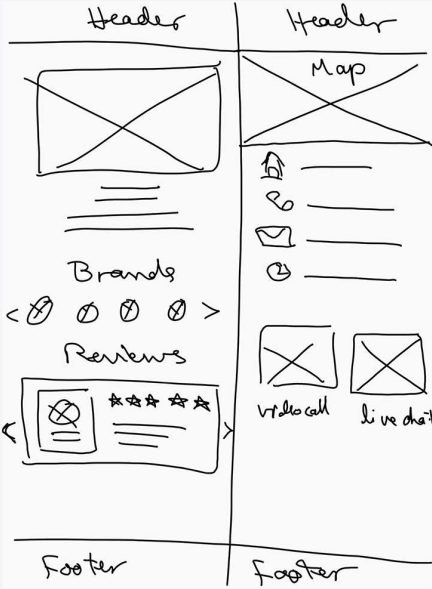
About us



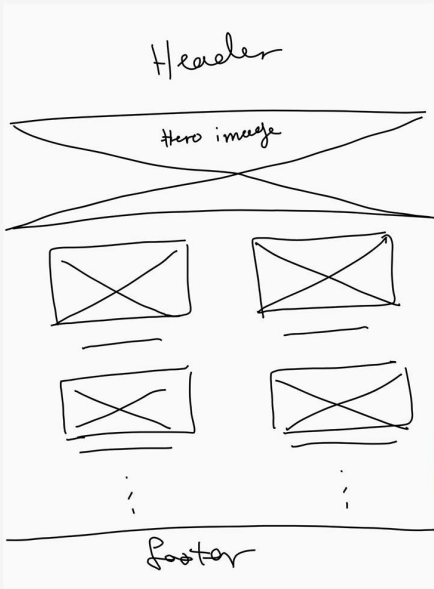
Contact us



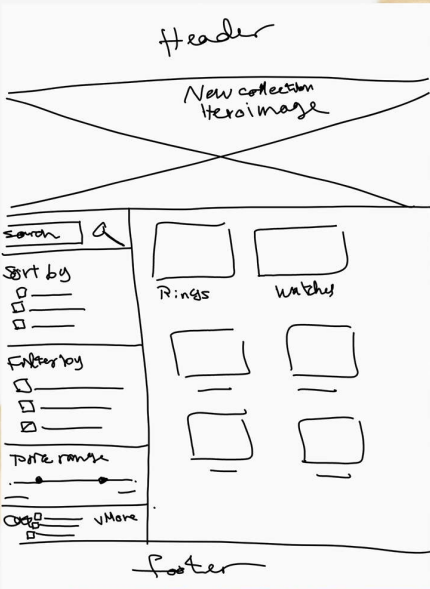
About us/Contact us Mobile



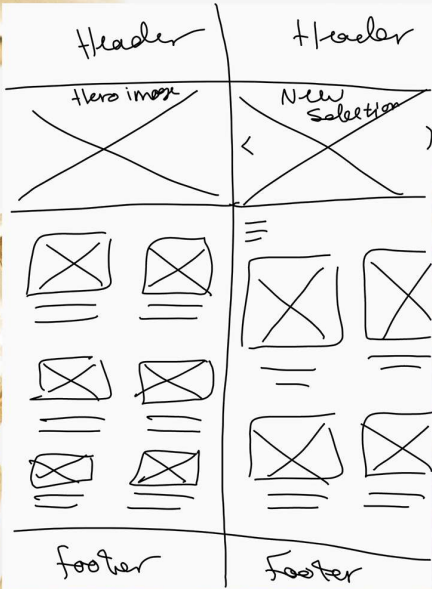
Services



Category page



Services/Cat. Mobile



Design System

COLOR STYLE GUIDE

E0AA3D

E0AA3D @ 80%

E0AA3D @ 50%

005248

005248 @ 80%

000000

000000 @ 80%

3A3A3A @ 80%

3A3A3A @ 50%

D9D9D9

FFFFFF

FFFFFF @ 80%

E0AA3D @ 10%

F82828

F82828

TYPOGRAPHY

NAME MONTSERRAT ALTERNATES

Bold
Semi-Bold
Regular
Light
Extra bold
Light italic
Italic
Black
Medium

Heading 1	BOLD	40PX	AUTO
Heading 1	BOLD	40PX	30PX
Heading 2	BOLD	32PX	24PX
Heading 2	BOLD	32PX	AUTO
Sub heading	BOLD	32PX	24px
Sub heading	Regular	32PX	24px
Sub heading	Regular	32PX	AUTO
Sub heading	Regular	32PX	AUTO
Body text	Regular	24PX	Auto
Body text	Regular	24PX	16px
Body text	bold	24PX	auto
Body text	Bold	20PX	AUTO
Body text	SEMI BOLD	20PX	AUTO
Body text	regular	18px	AUTO
Body text	semi bold	18px	AUTO
Body text	Bold	18px	AUTO
Body text	Regular	16PX	Auto
Body text	Bold	18px	AUTO

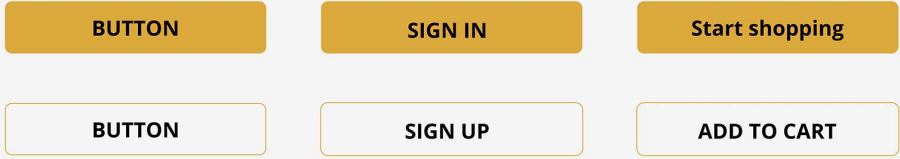
ICONOGRAPHY



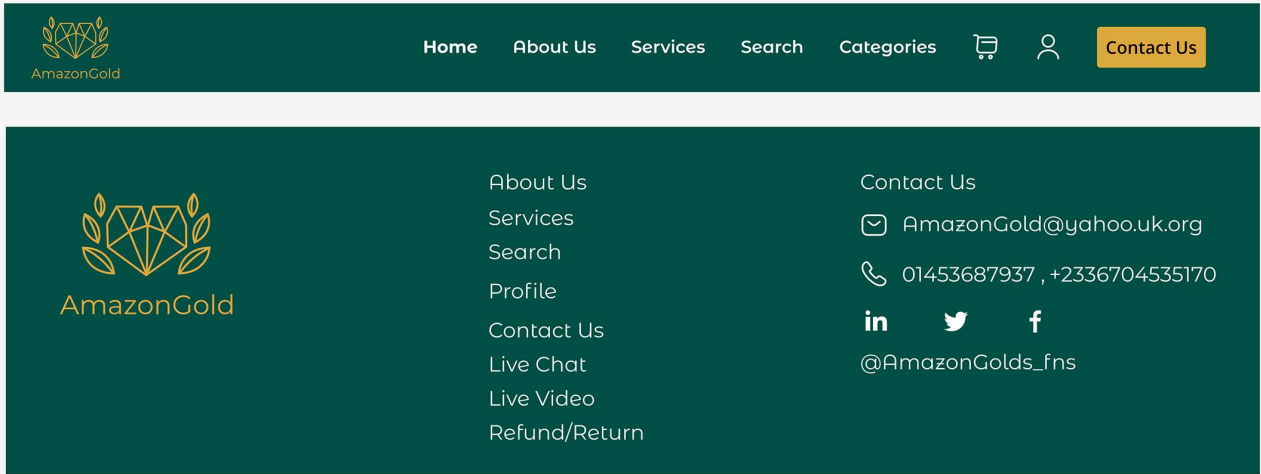


COMPONENTS

BUTTONS



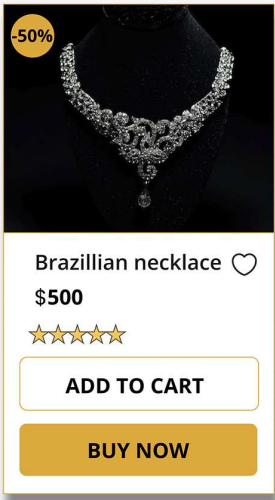
HEADER & FOOTER



LOGO

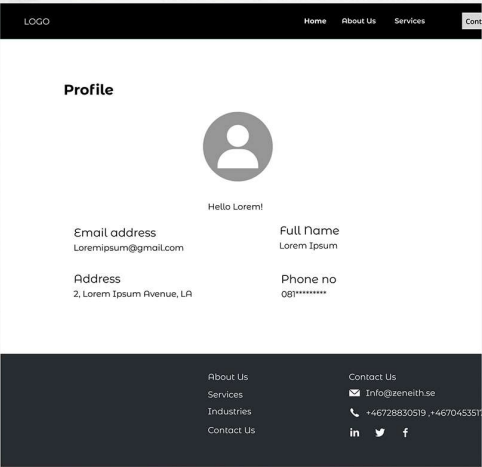
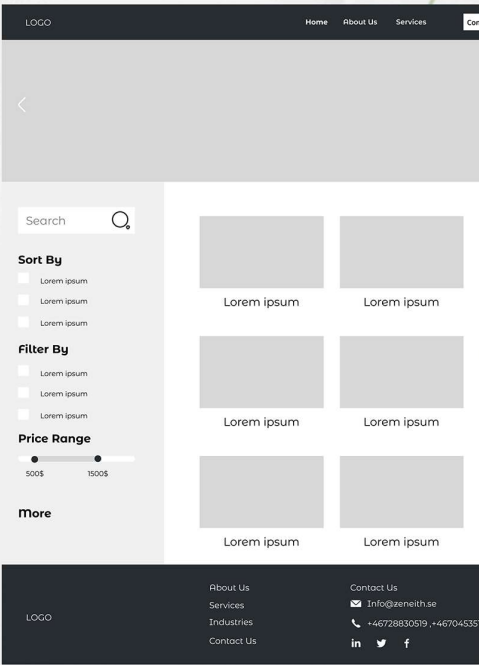
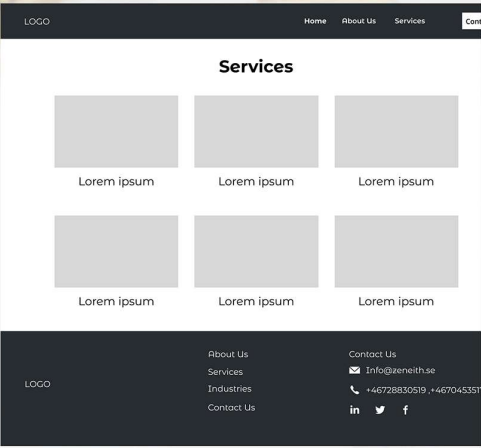
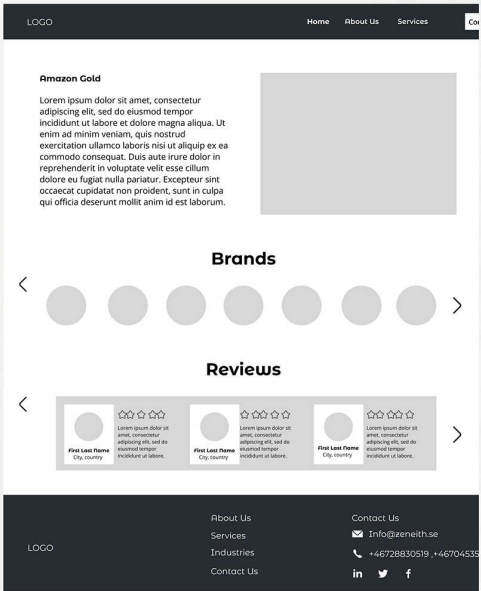
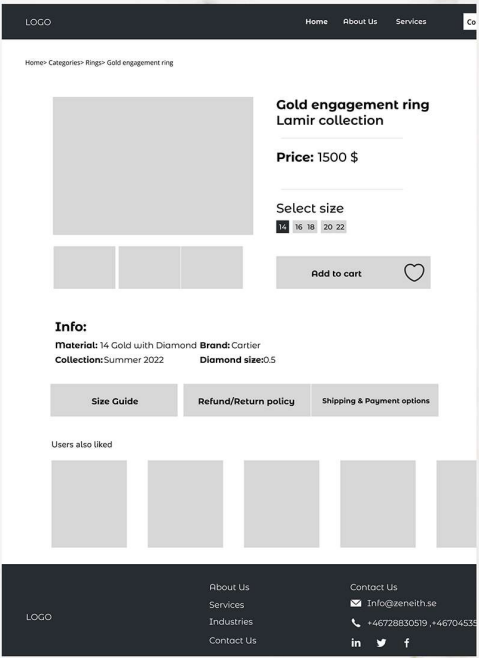
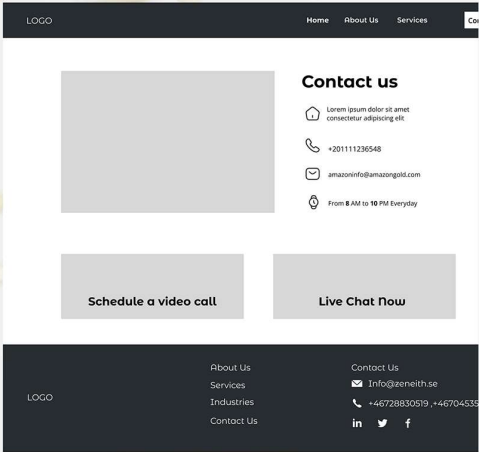


CARD





Low Fidelity Wireframes

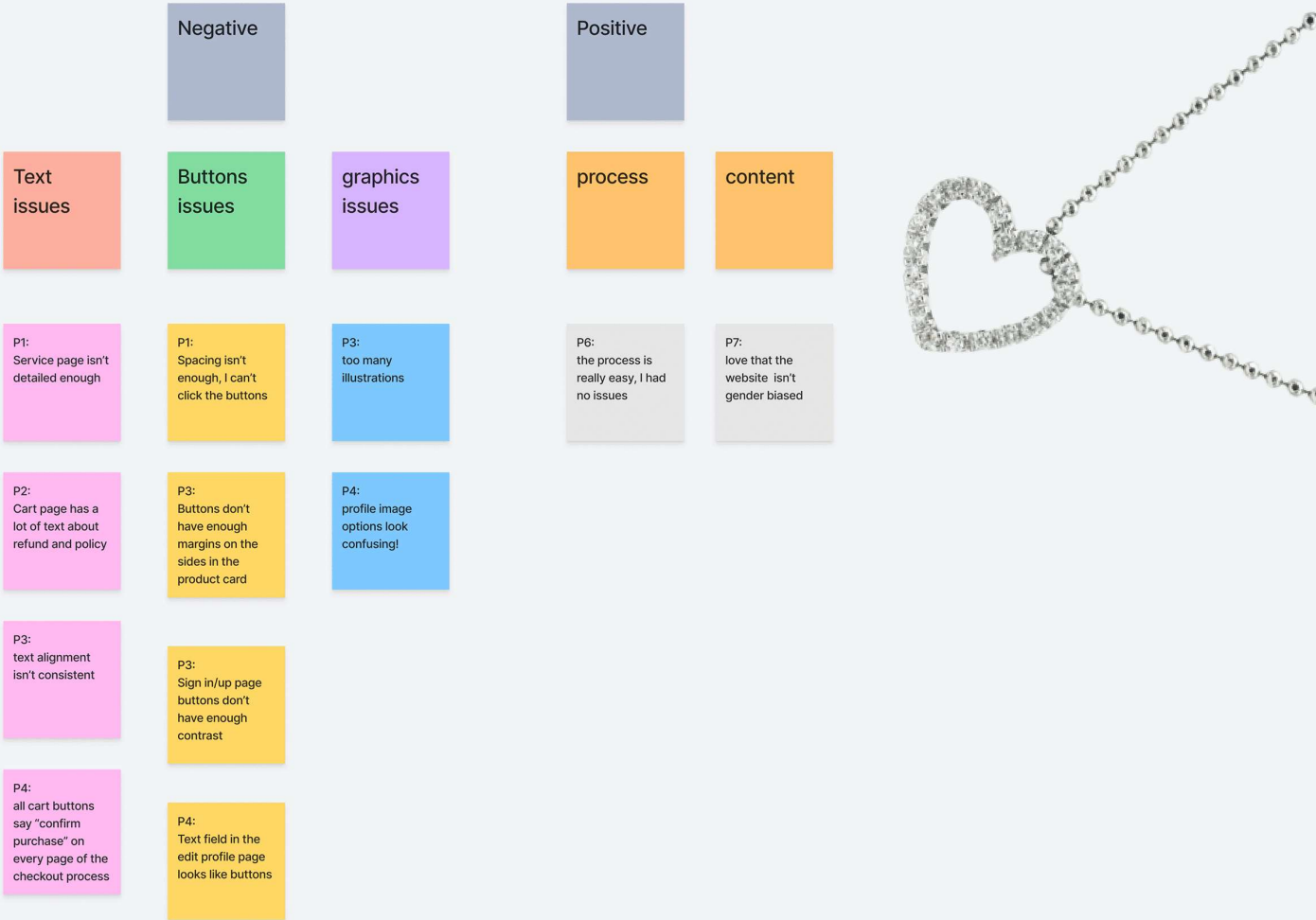




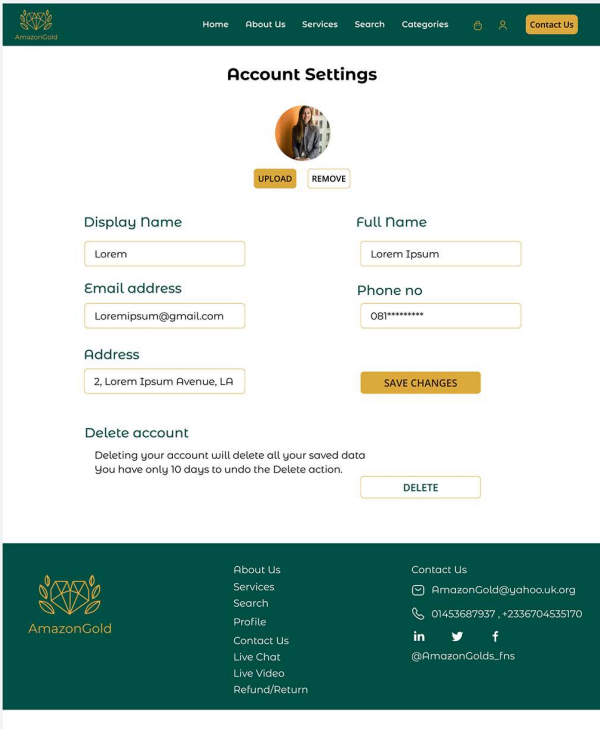
Usability Testing

To build a digital product that is completely user-focused, the team developed the low - fidelity wireframes into prototypes and tested these prototypes with recruited participants. The unmoderated usability test was done remotely and specific tasks were assigned to the participants to complete while the team observed.

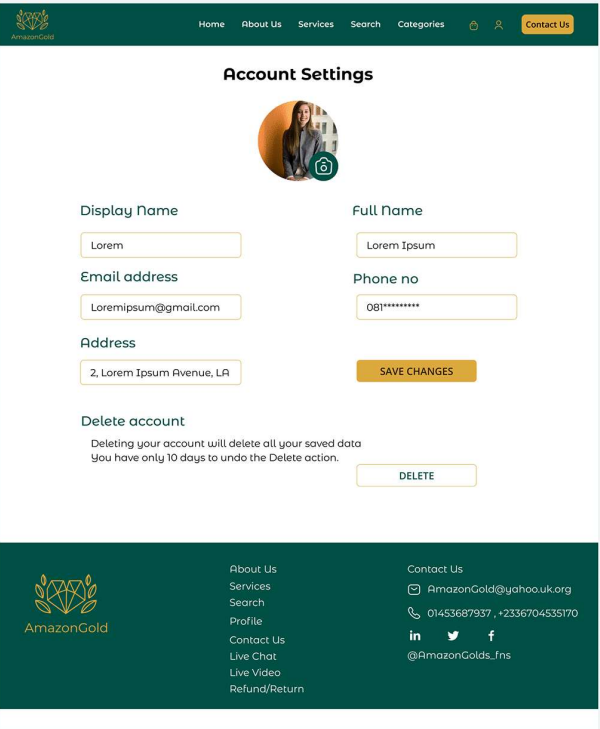
The results of this test was highly significant in making corrections as regards the high fidelity wireframes. The results of the tests were analysed and put together in an affinity diagram.

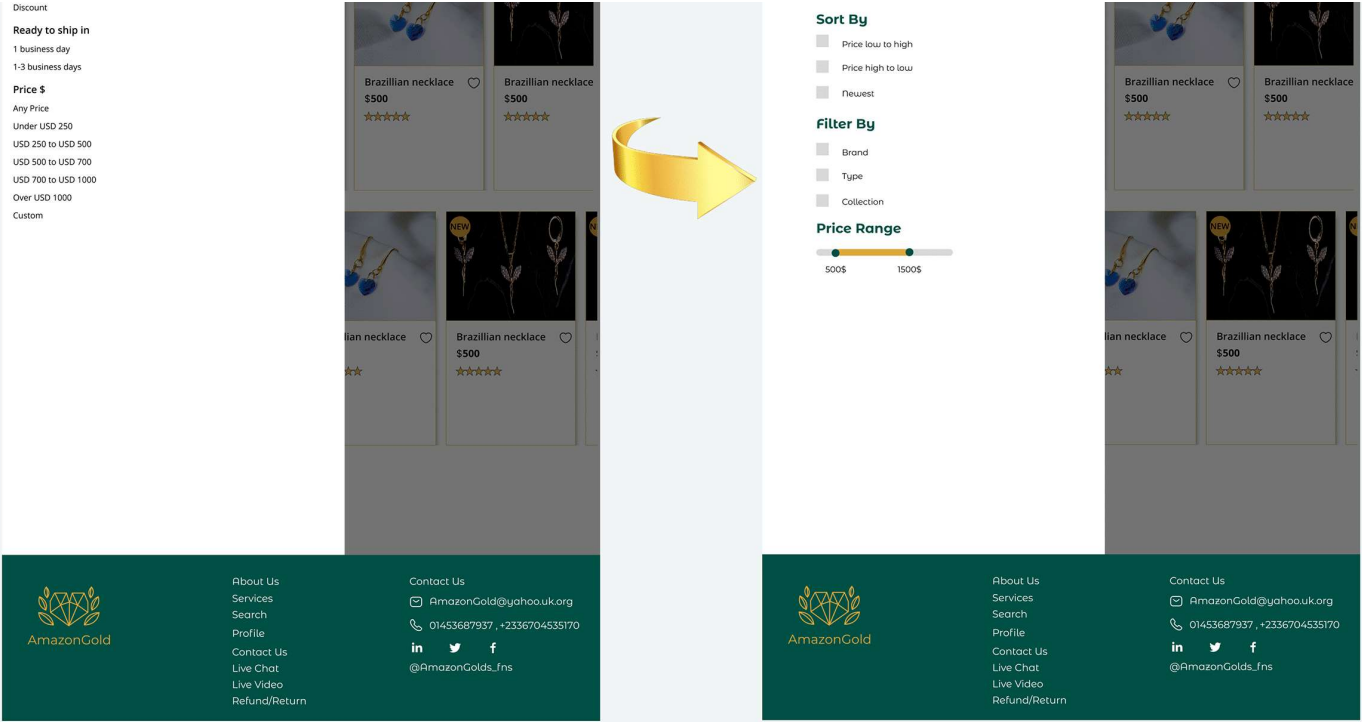


Before Usability Test



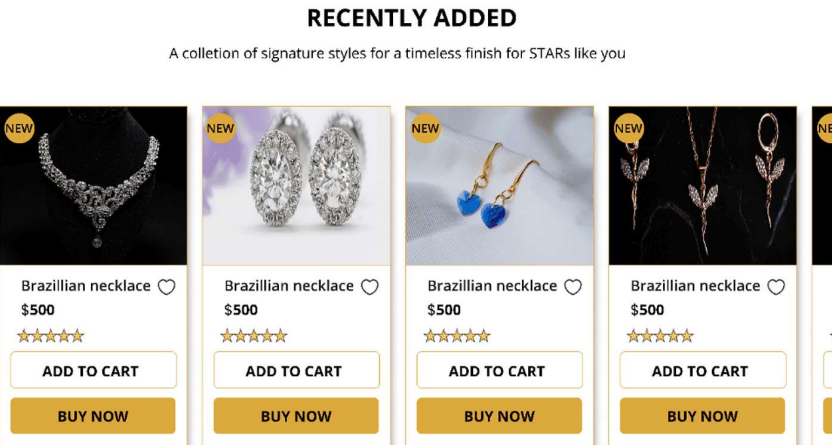
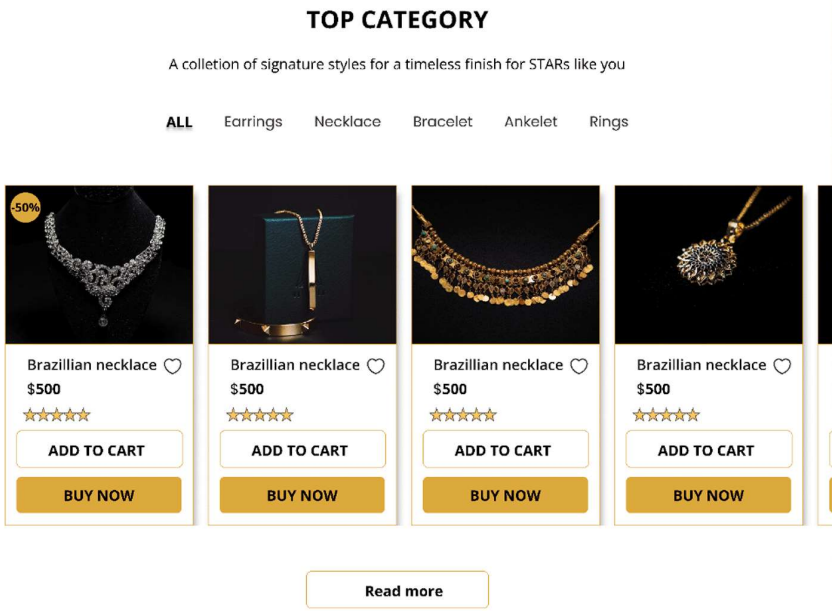
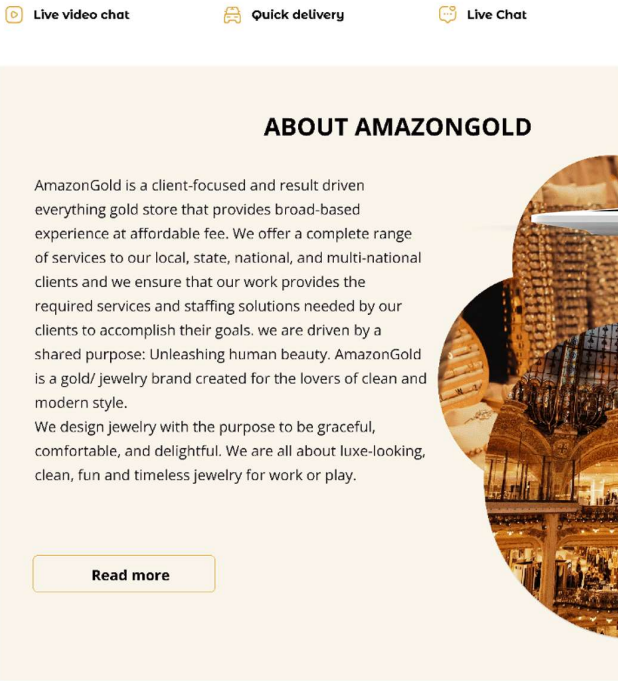
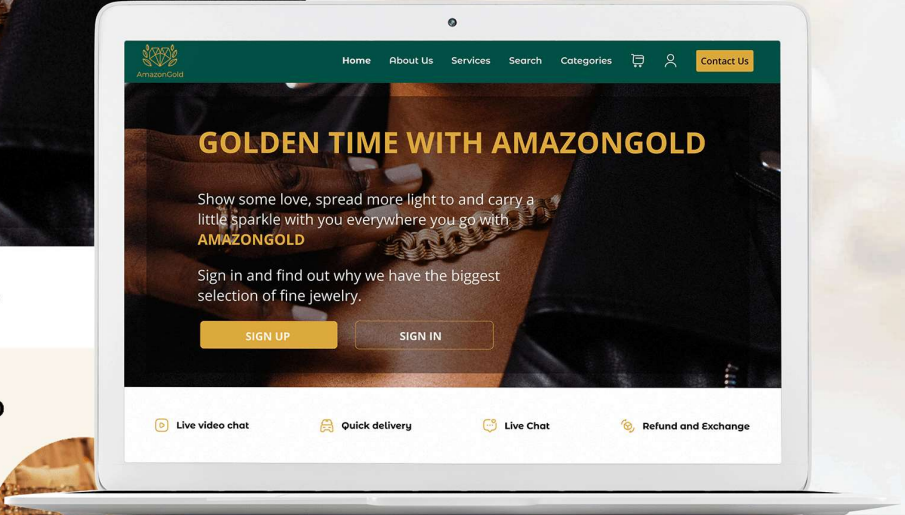
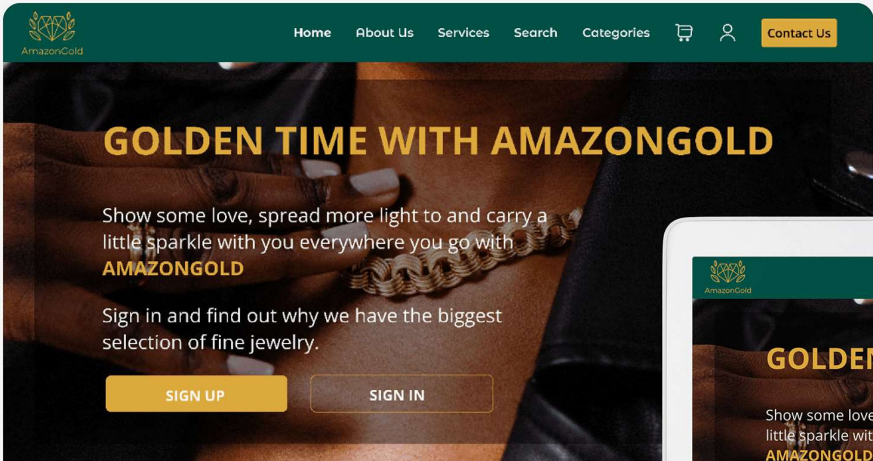
After Usability Test







High Fidelity Wireframes



WHY CHOOSE AMAZONGOLD





Client-Centered



Accountable



Affordable

WHAT OUR CLIENTS ARE SAYING



DE MAC ORZO
Kenya

I am a celebrity and they made feel like one. I will recommend them anytime to anyone, you won't regret shopping here.





DE MAC ORZO
Sichy

I am a celebrity and they made feel like one. I will recommend them anytime to anyone, you won't regret shopping here.





DE MAC ORZO
Kenya

I am a celebrity and they made feel like one. I will recommend them anytime to anyone, you won't regret shopping here.





DE MAC ORZO
Kenya

I am a celebrity and they made feel like one. I will recommend them anytime to anyone, you won't regret shopping here.



CONTACT US



“ Good communication is the bridge between confusion and reality.”
NAT TURNER

Are you ready to save money without scrimbing on quality? Yes, I guess. Now is the time to reach out to us.
Connect with us and lets look elegant together.

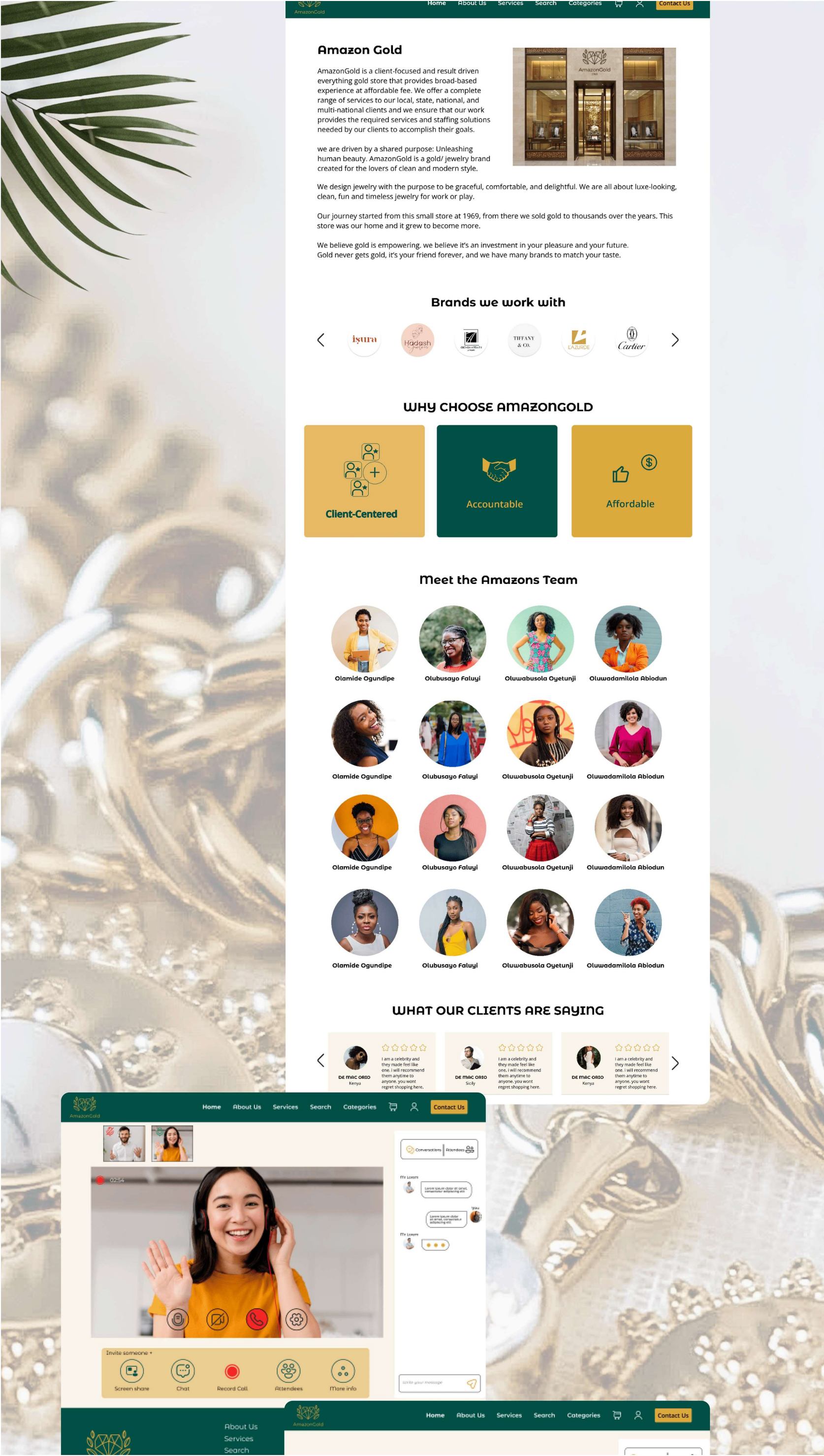
Contact us

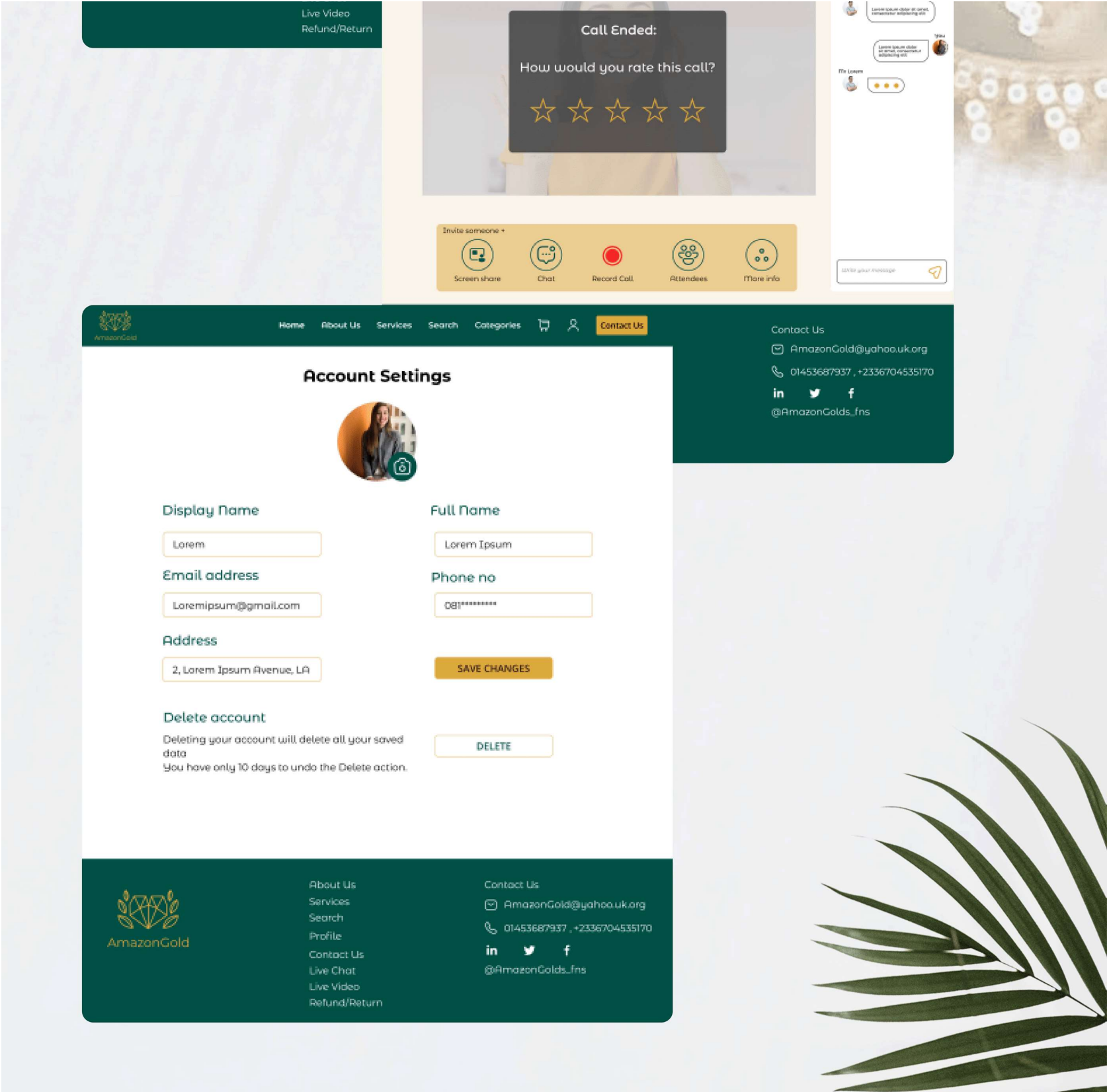


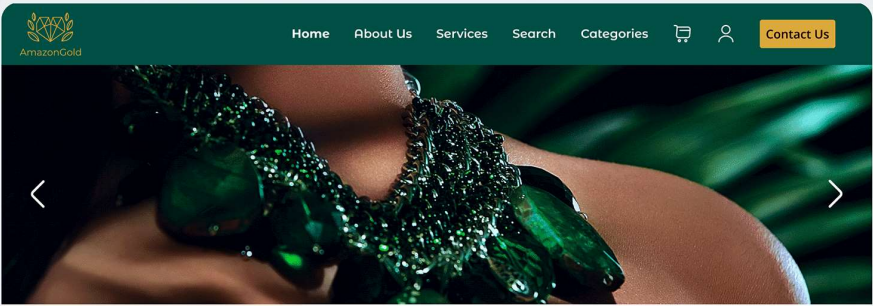
- About Us
- Search
- Profile
- Contact Us
- Live Chat
- Live Video
- Refund/Return

Contact Us
 AmazonGold@yahoo.uk.org
 01453687937 , +2336704535170
  
@AmazonGolds_fns









Sort By

☐ Price low to high

☐ Price high to low

☐ Newest

Filter By

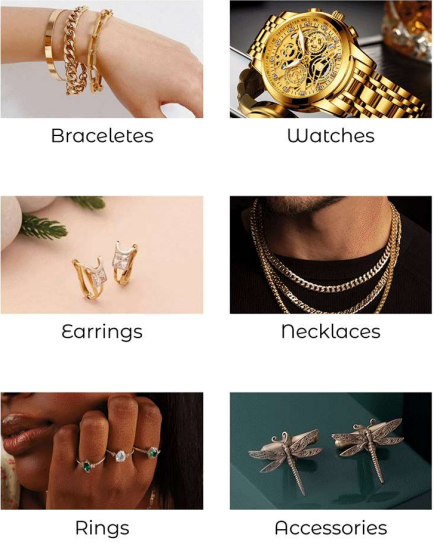
☐ Brand

☐ Type

☐ Collection

Price Range

500\$1500\$



About Us

Services

Search

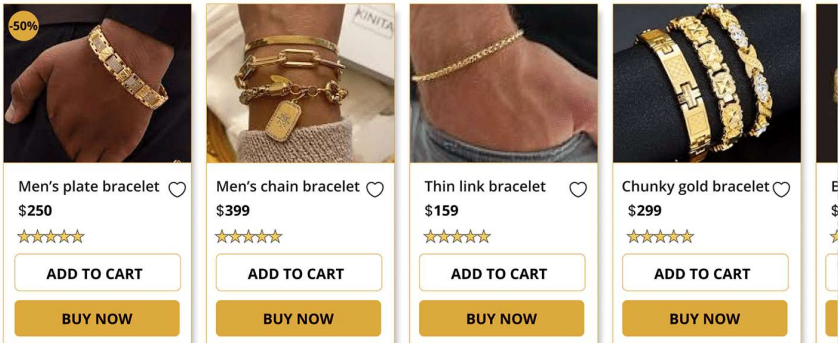
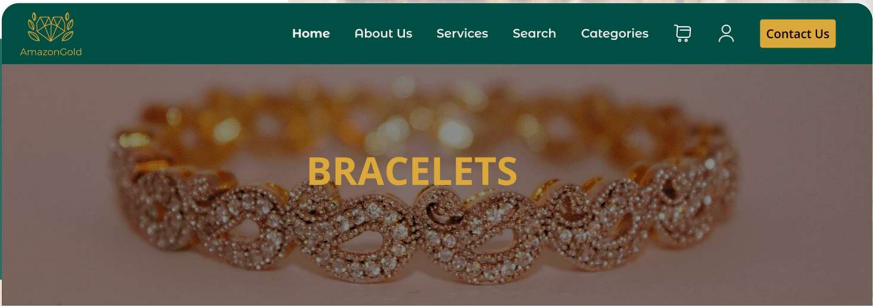
Profile

Contact Us

Live Chat

Live Video

Refund/Return



Home > Categories > Rings > Gold engagement ring

Gold engagement ring
Lamir collection

Price: \$ 1500

Select size

14

16

18

20

22

Add to Cart

Info:

Material: 14 Gold with Diamond

Brand: Cartier

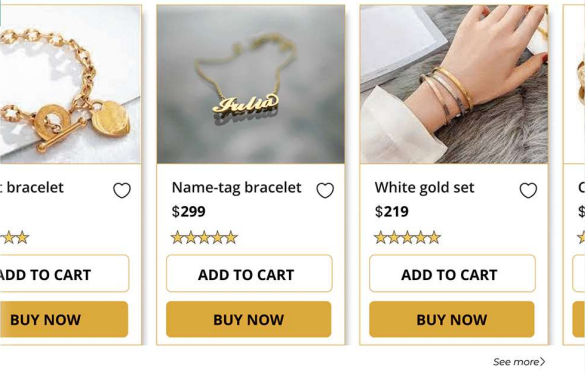
Collection: Summer 2022

Diamond size: 0.5

Size Guide

Refund/Return policy

Shipping & Payment options



About Us

Services

Search

Profile

Contact Us

Live Chat

Live Video

Refund/Return

Contact Us

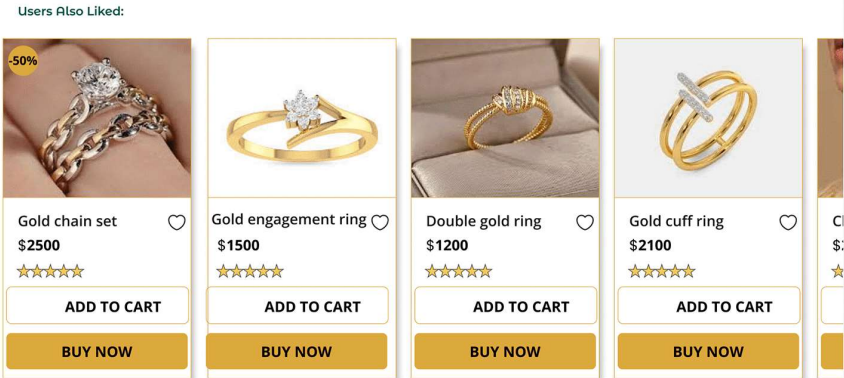
AmazonGold@yahoo.uk.org

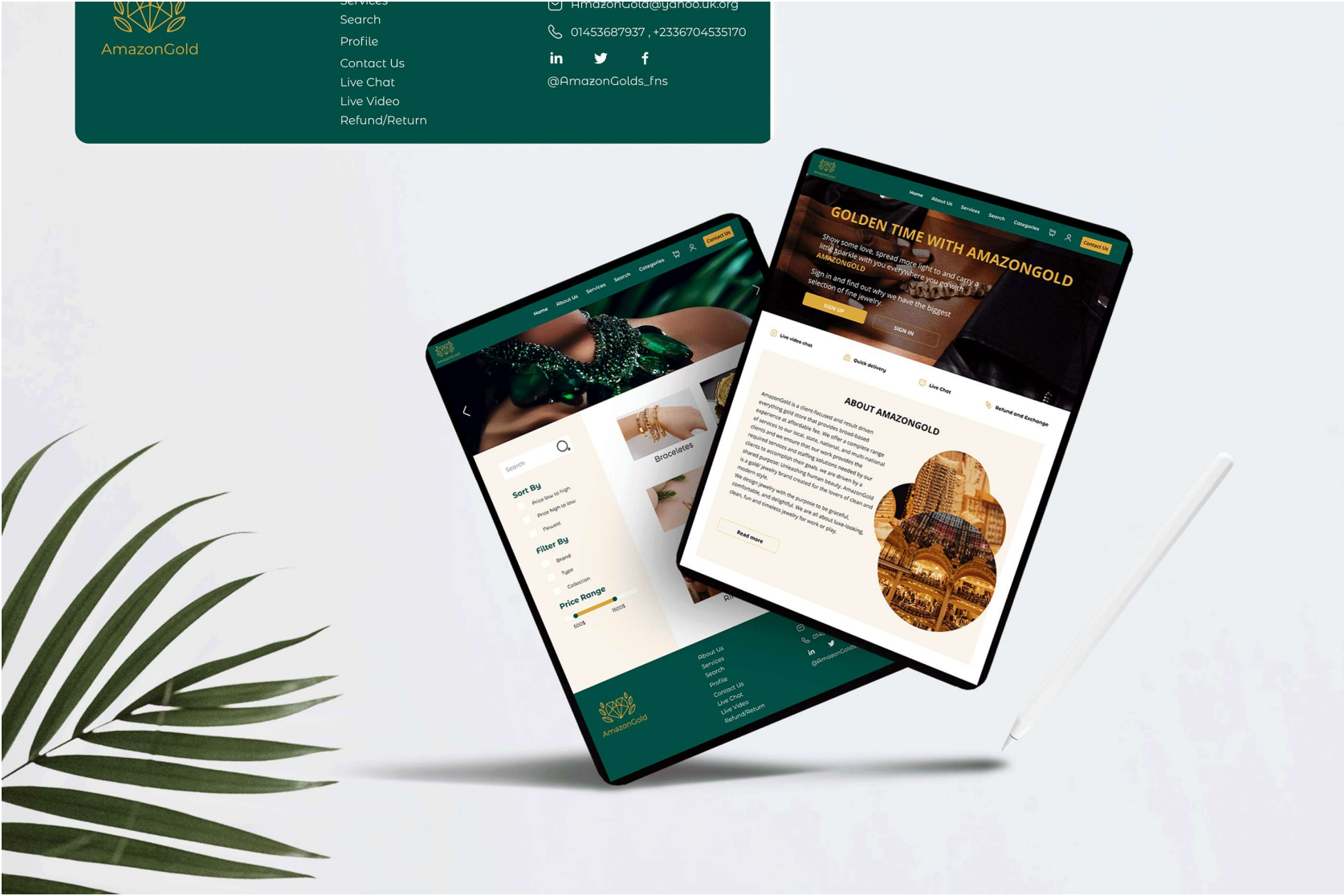
01453687937 , +2336704535170

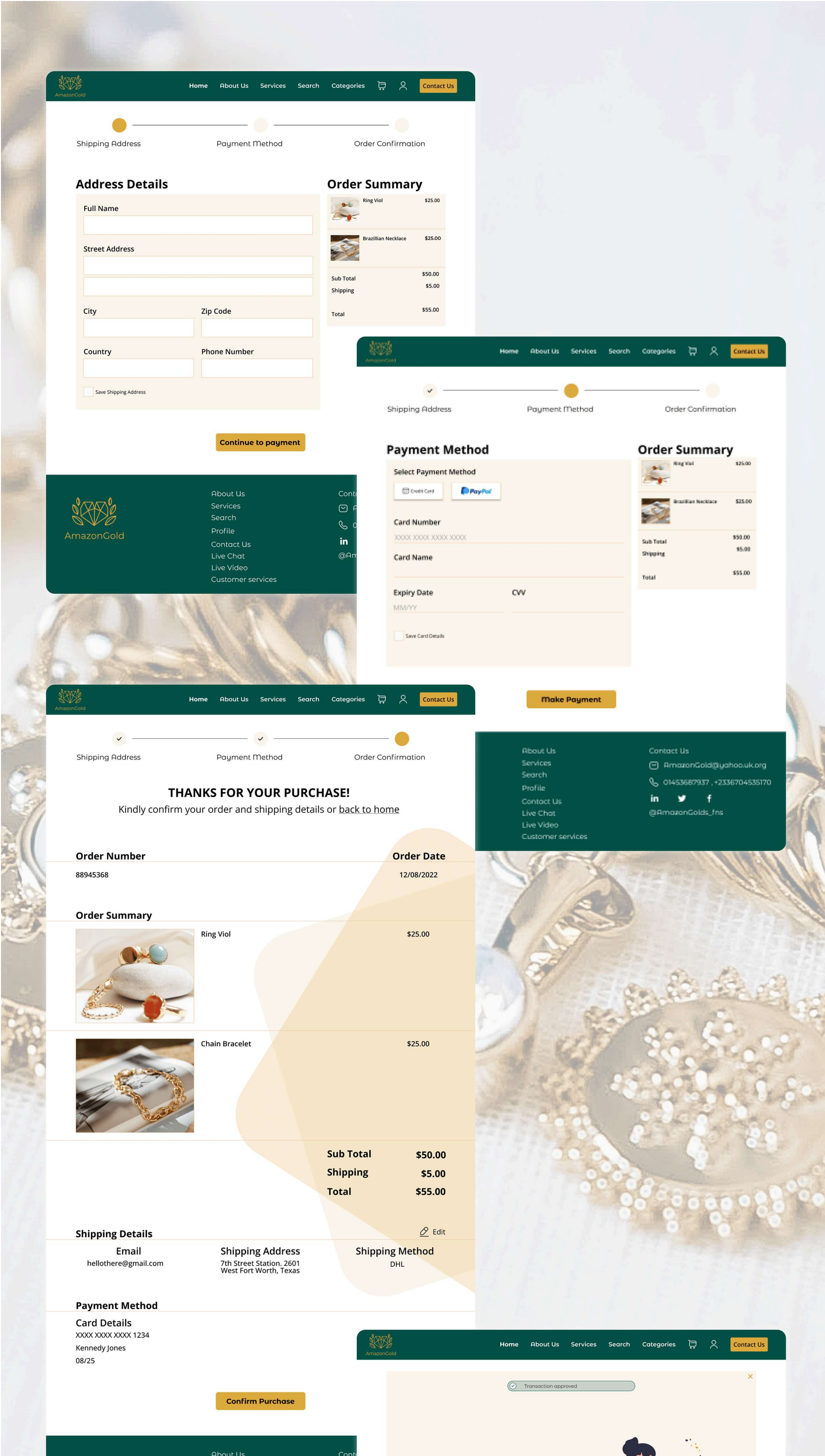
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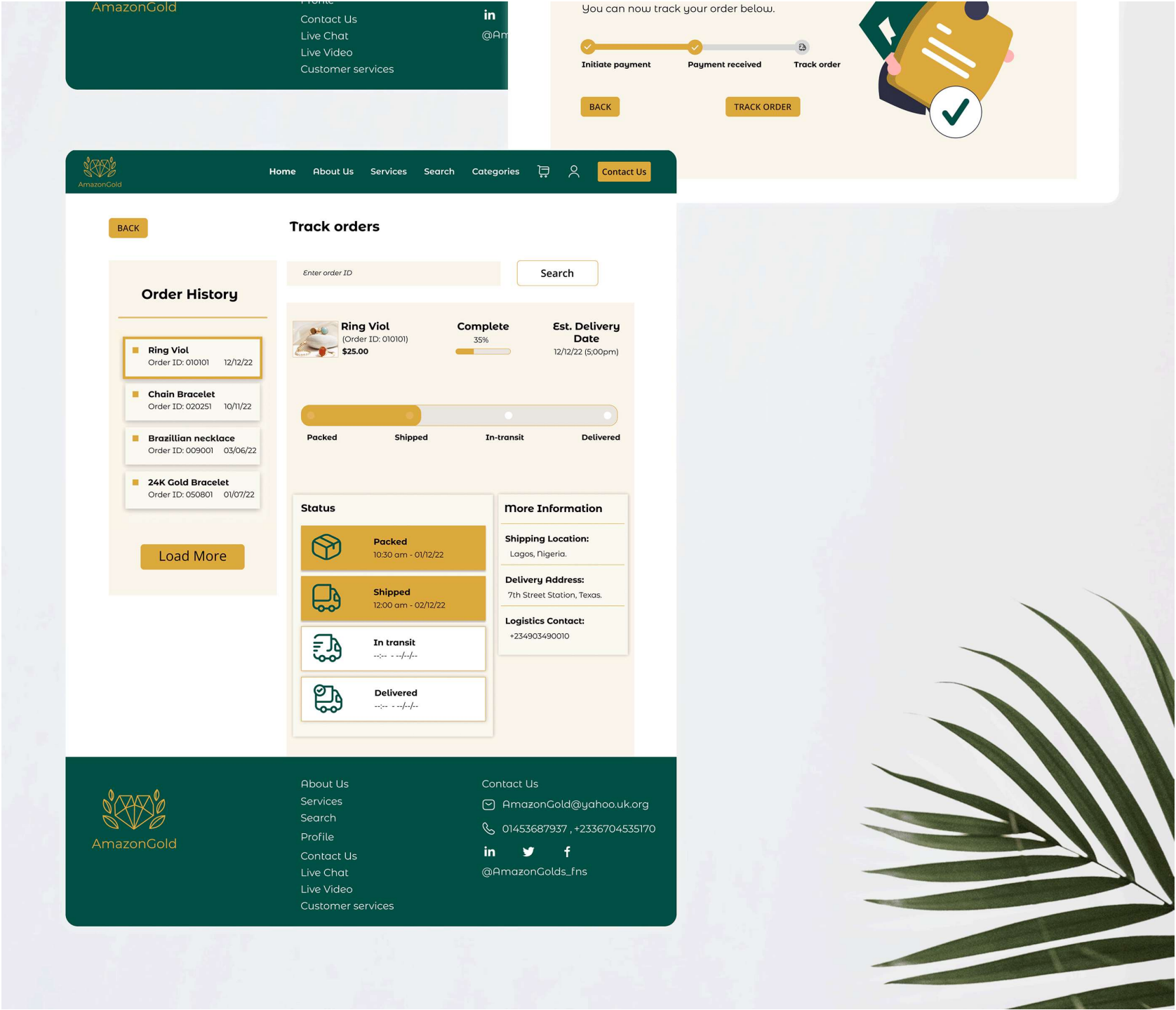
f

@AmazonGolds_fns



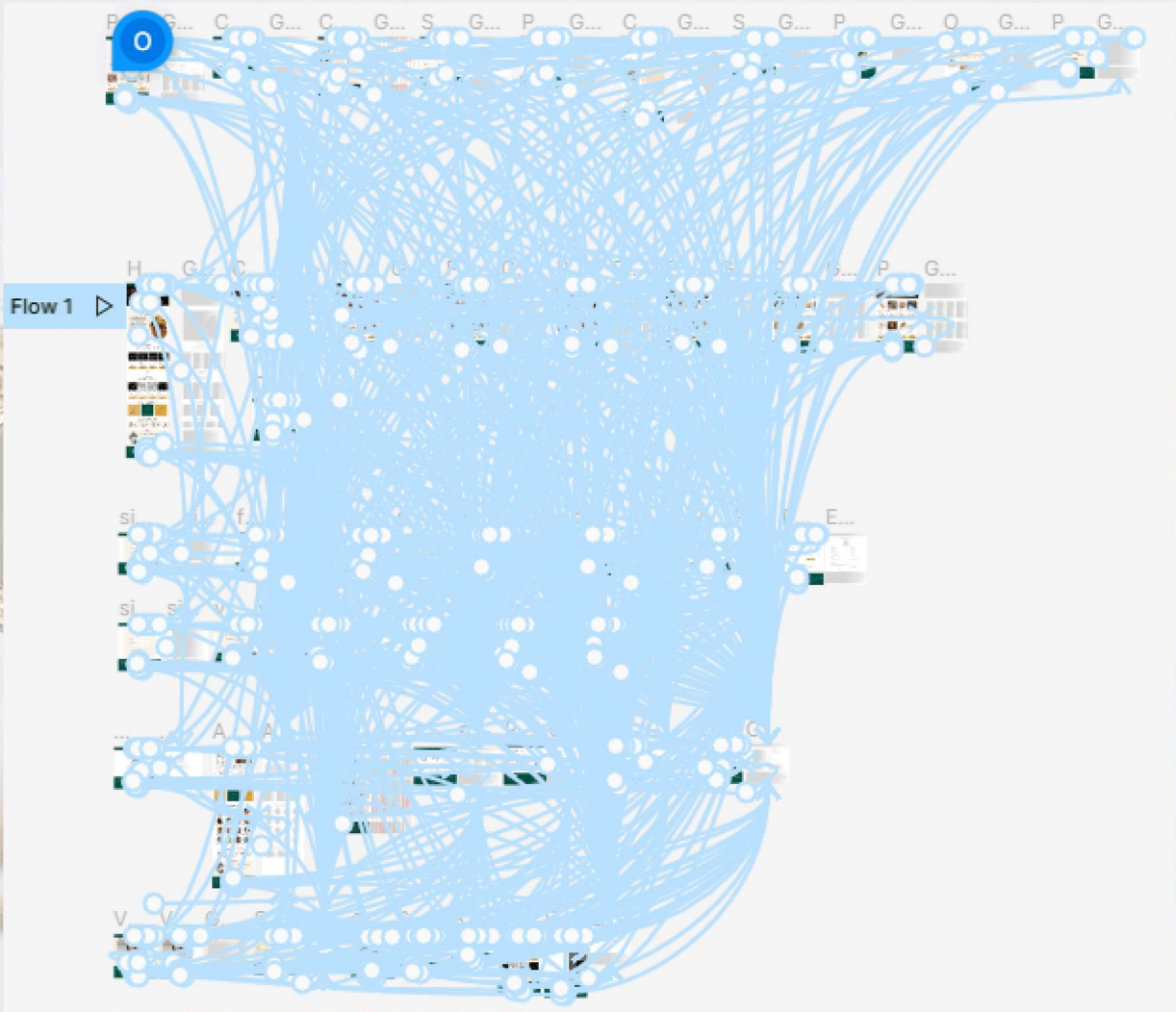








High Fidelity Prototype



To Review the full Prototype: [click here](#)

Next Planned steps

- Have a point system and special offers for each review by users.
- Record videos for each product showing it in 360 degrees.
- Have a size chart for each item and category.
- Add gold coins and blocks section to the website.
- Have a more detailed description of each item by weight and more specifications.



Thank you!