

FEBRUARY

2023

**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Kapish Jewelry Ecommerce**

Presented by

**Rannlab Technologies**



+91-96502-62666



Info@rannlab.com



www.Rannlab.com

**Table of  
CONTENTS**

**01 Introduction**

**02 Research & Analysis**

**03 UI Designing**

**04 Problem Statement**

**05 Proposed Solution**

**06 Results**



# 1. INTRODUCTION

Kapish Jewelry Ecommerce is an innovative online platform offering a seamless and personalized jewelry shopping experience. The platform aimed to create a modern, scalable, and dynamic space to display a wide range of jewelry designs, manage products, and connect with customers. The goal was to build an intuitive platform.

## 2. RESEARCH & ANALYSIS

The foundation of this project was thorough research and analysis to ensure the platform would meet customer requirements and excel in the competitive jewelry market.



### UNDERSTANDING REQUIREMENTS

Project overviews give potential customers their first impression of Kapish Jewelry Ecommerce, highlighting why they should choose the platform and the value it offers.



### COMPETITOR ANALYSIS

Analyzed comparable jewelry e-commerce platforms to understand market trends, identify strengths, and uncover areas for improvement.



### MARKET DEMAND

Studied customer preferences and shopping habits to ensure the jewelry offerings and app features align with market trends and expectations.

**This phase ensured our approach was data-driven & aligned with project requirements and goals.**

## 3. UI DESIGNING

The next step was to translate our research into a user-friendly design: After designing, Kapish Jewelry Ecommerce's team will approve the design after multiple iterations, paving the way for the development phase.

1

### WIREFRAMES & PROTOTYPES

Designed wireframes to ensure simple navigation on the Kapish Jewelry Ecommerce platform.

2

### CLIENT COLLABORATION

Collaborated closely with the client to enhance the Kapish Jewelry Ecommerce platform, integrating their feedback.

2

### RESPONSIVE DESIGN

Adapted for all devices, offering a consistent and user-friendly experience.

## 4. PROBLEM STATEMENT

Developing a scalable Kapish Jewelry Ecommerce platform involved challenges like integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the project's timeline.

### 1. SCALABILITY

The platform needed to handle a large variety of jewelry designs, from gold to diamonds and gemstones.

### 2. USER EXPERIENCE

Both customers required an intuitive interface to browse and explore jewelry designs effectively.

### 3. CONTENT MANAGEMENT

The client needed a CMS for easy product and content updates by non-technical staff.

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created tailored post types for gold, diamonds, gemstones, and customer reviews to simplify product organization.



### Dynamic Search and Filtering

Implemented advanced filters to streamline product searches & elevate the shopping experience jewelry enthusiasts.



### CMS Optimization

Simplified the dashboard for easy content management by non-technical users on Kapish Jewelry Ecommerce.



### Performance Enhancements

Faster loading with caching, optimized delivery, and adaptive browsing for a smooth experience.

## 6. RESULTS

The new platform helped Kapish Jewelry Ecommerce to:



Streamline product management and inventory services.



Enhance engagement with both customers & jewelry experts.



Increase brand visibility through SEO-driven content promotions.