

FEBRUARY

2023



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.