

Name : Atharva Ajit karekar
Email : atharvakarekar4784@gmail.com
Mobile : 8879896069

Zoya's digital experience

This report presents a comparative analysis of Zoya's website against leading luxury jewellery Tags -Tiffany & Company, Cartier and Bvlgari -User Interface (UI), Focus on User Experience (UX), performance and e-commerce functions.

Key Strength:

Strong brand narrative, high-quality images and a boutique-like digital experience.
Area of improvement: Navigation, loading speed, mobile responsibility and AI-operated Privatization.

Action plan:

- Ui/UX improvements: Negotiated navigation, better typography and interactive product appearance.
- Performance adaptation: LAT loading, payment and SEO improvement.
- Privatization and engagement: AI-examined recommendations, virtual Trai-on tools and one streamlined box.

By implementing these improvements, Zoya can increase the digital appearance, increase the customer
Install yourself as a leader in commitment, and luxurious e-commerce in India.

Comparative Analysis of Website Navigation

Feature	ZOYA	Tiffany & Co.	Cartier	Bvlgari
Brand Storytelling	Strong narrative, but less interactive	Engaging brand history with videos	Well-integrated heritage focus	Luxury lifestyle approach to storytelling
Website Navigation	Needs a more intuitive structure	Well-structured categories	Easy-to-navigate mega-menu	Simple and direct navigation
Loading Speed	Slow due to high-res images	Optimized image compression	Fast with CDN caching	Very fast with lazy loading

Mobile Responsiveness	Some pages are not fully adapted	Fully mobile optimized	Highly responsive	Smooth adaptive UX
Search Functionality	Basic search, no auto-suggestions	Predictive search with filters	Smart filtering options	Advanced AI-driven search
E-commerce Experience	Basic, lacks try-on feature	AI-powered recommendations	Luxury concierge & chatbot	Virtual try-on and premium checkout
Personalization	Limited personalization	Personalized recommendations	Tailored suggestions based on browsing	AI-driven customized experience
Checkout Process	Long and tedious	Streamlined, one-click checkout	Optimized, luxury concierge support	Express checkout with multiple payment options

1. Benchmarking against the participants (Tiffany, Carter and Bvlgari)

To improve the experience of Zoya's website, we compared to the leading luxury Jewellery mark: Tiffany & Company, Cartier and Bawgary. The analysis includes the user interface (UI), User experience (UX), branding and technical performance. Strength on the Zoya Website

1. Brand narrative and identification

- Strong history around Zoya's heritage as part of Tatas House.
- And the site effectively communicates uniqueness and crafts.
- And unique history-driven collections, which match the brand's position.
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2. Visual appeal and luxurious aesthetics

- High-quality images show complex jewellery details.
- With well-cured product side details that emphasize specificity.
- Municipal colour themes create a sense of sophistication and elegance.

3. Experience with boutique online

- The store is well done.

- The personalization of services provides brand specificity.

2. Areas for intervals and improvement

1. Navigation and user trips

- The Clation menu structure may be more comfortable with clear classification.
- No major search features or filtering options to get easy surfing.
- The cash process is long and tiring, which increases the drop-off rate.

2. Website Loading Speed & Performance

- Especially slow loading time for high-resolution pictures and videos.
- No lazy burden on PAing Media affects the performance of the page.
- IFECT disabled payment and reproduction, which breaks the interaction.

3. Mobile accountability and access

- And some pages do not adapt well to different screen sizes.
- Touch-friendly navigation is missing, which causes mobile surfing to become cumbersome.
- All-text and access-friendly writings for visually impaired users are missing.

4. E-commerce facilities and privatization

- No AI examined recommendations based on Bronts as the Surfer History.
- And limited customer commitment equipment (eg chatbots, guided sales tools).
- Ant deficiency on a virtual tri-on function, which offers competitors.

2. Action plan for improvement

A. Ui/UX Anrich Navigation redesign

- Use a Mega menu with clear categories, similar to the well-structured menu of Cartier, To ensure that users can easily navigate.
- Introduce intelligent discovery with Auto-Sugandhas as a strong Tiffany Search with future abilities.
- Like Bvlgaris Express, simplify the box with one-click box with one-click Box options for repeated customers. Visual improvement
- Customize the images using the next gene formats (web) for quick load, as Tiffany did.
- Put on Cartier, introduces interactive zoom and 360-degree view on product pages Product exhibition page. Typography and branding

- Use a modern Sans-Serif font for better readability, by minimum approach Typography of Bvlgari.
- Keep a minimal and luxurious white article set up to focus on jewellery Pieces.

B. Technical performance adaptation

Movement improvement

- Use lazy loading on images and videos such as parties to improve the first load time.
- Use browser collection and CDN delivery to optimize speed, a standard exercise in the Bvlgari High Demonstration site.
- Optimize the script and remove the reproducing blocking JavaScript for quick interaction.

SEO and availability resolved

- Metadata for product pages to improve the search, and improve structured data cartoonist Ranking, as Tiffany did.
- Add all -text to the image for accessibility.
- Make sure WCAG -SAMPLE for visually impaired users matches Cartier access Best practice.

C. Uses to increase travel and privatization

AI-II manual recommendations

- Distribute AI-controlled product suggestions based on previous behaviour, equal to Tiffany

AI-in-Charge recommendations.

- Individual e-mail reminders for abandoned trains increase the storage.

Communicable customer engagement

- Introduce a virtual tri-on tool using AR technology as a BVLgaris 'Virtual Mirror' tool.
- Use a Chatbot for Cartier Virtual, Directed Sale and Cuning Services Assistant.
- Frameless box experience
- Provide a guest checkout option to reduce friction, and ensure a spontaneous shopping experience.
- Enable many payment ports (UPI, digital wallet, BNPL option), similar
- Various payment solutions of Bvlgari.

Conclusion

By implementing these reforms, Zoya can bridge the current online appearance And industry signs. Large focus areas should have navigation, speed optimization, Mobile-first design and privatization tools to increase the total shopping experience. with With this cleansing, Zoya can give itself a new establishment as a leader in luxurious e-commerce in India. Standard in retail in jewellery