**CHAPTER 1**

**INTRODUCTION**

1. **Overview of the Project**

Jewelry Palace (JP) project aims to create an innovative platform that connects jewelry designers and artisans with customers seeking unique and high-quality pieces. This project will feature an online marketplace where users can explore a diverse range of handcrafted and bespoke jewelry items. By integrating user-friendly navigation, detailed product descriptions, and high-resolution imagery, the platform will enhance the shopping experience.

Additionally, the project will emphasize secure payment methods and reliable customer service to build trust and satisfaction. The goal is to foster a vibrant community around fine jewelry, support artisans in reaching a broader audience, provide a seamless shopping experiences, drive sales, and build a strong online presence.

1. **Objectives of the Project**

The objectives of Jewelry Palace;

* To create a seamless and user-friendly online shopping experience for customers.
* To include personalized services, such as custom designs and engraving, to enhance customer satisfaction.
* To increase international business or improve business markets by selling online.

1. **The Need for the Project**

In the highly competitive jewelry market, customers are looking for high-quality jewelry to suit their favorite designs and budgets. Finding stylish and affordable jewelry is often a challenge. Despite the proliferation of online and jewelry stores, many customers find the lack of product variety; It faces problems such as inconsistent pricing and inadequate customer service. The goal is to address these challenges by creating a jewelry selling platform that offers a variety of high-quality, perfectly crafted jewelry pieces. Jewelry Palace utilizes responsive web design technologies, ensuring that the site is optimized for various devices, including desktops and laptops.

1. **Overview of Existing System and Technologies**

There are two existing system: Switzerland and Online Car Ticket Selling System. Switzerland is a project where you can learn about Switzerland's famous places, business, education, and transportation. Online Car Ticket Selling system is a sales project. Jewelry Palace Project is a sales project like an online car ticket selling system. But Jewelry Palace is mainly to sell high quality and perfectly designed jewelry.

Main associated with JP:

* Switzerland (HTML, CSS)
* Online Car Ticket Selling System (MySQL)
* Diagram and design tools (MySQL Workbench)

1. **Scope of the Project**

Main actors of the JP are:

* Admin
* Users

Main use cases associated:

**Admin**

* View statistical details
* Update / Delete / Add Products
* Check Customer Info
* Login / Logout

**Users**

* Check designs & items
* Login /Logout
* Add to Cart
* Available Items list

1. **Deliverables**

JP is a web based on software system that contains a central database and functionalities for various stakeholders. Since many numbers of users have involved different services will be provided to different users.