

THANGAM JEWELLERY

SUBMITTED BY

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Feasibility study

The Thangam Jewellery aims to create an e-commerce platform for selling a wide range of exquisite jewellery pieces. This feasibility study assesses the project's viability from technical, operational, and economic perspectives.

Technical feasibility

This section evaluates the technical aspects of implementing The Thangam Jewellery

Front-end: HTML/CSS is a widely accepted choice for building user-friendly interfaces. It provides the necessary tools for creating a visually appealing and responsive website.

Back-end: Python Django is a robust and scalable framework for handling the complex functionalities required for e-commerce, including user accounts, product management, and payment processing.

Implementing virtual try-on functionality using augmented reality (AR) technology may require specialized development skills and resources. The feasibility depends on the availability of AR development expertise and tools. Integration with multiple payment gateways, including Google Pay and other online methods, is technically feasible but may involve transaction costs and security considerations.

Operational Feasibility:

This section assesses the practicality of running The Thangam Jewellery

User registration, login, and account management functionalities are standard and operationally feasible. Adding, editing, and deleting jewellery products, as well as managing product categories, is operationally feasible but requires ongoing attention to keep the inventory up-to-date. Managing customer orders, processing orders, and handling returns and refunds are operationally feasible but require efficient communication with customers. Regularly updating the website platform, plugins, and security patches is operationally feasible but demands continuous monitoring and maintenance efforts.

Economic Feasibility:

This section evaluates the economic aspects of The Thangam Jewellery

The initial cost estimation includes expenses for software development, hardware, payment gateway fees, and AR technology integration. A detailed breakdown is required. Revenue projections should consider sales volumes, pricing strategies, and transaction fees from payment gateways. Calculate the potential ROI by comparing projected revenues with initial and ongoing costs. Determine the payback period for the project. Assess the overall economic feasibility by comparing the project's benefits to its costs.

Requirement Analysis

Project Overview:

The Thangam Jewellery is an e-commerce platform designed to provide customers with a convenient and accessible way to explore, browse, and purchase a wide range of exquisite jewellery pieces. It aims to create a seamless and enjoyable shopping experience for jewellery enthusiasts while facilitating efficient management of inventory and orders for the store administrators.

To what extend the system is proposed for?

User-Friendly Shopping Experience:

The project focuses on offering customers a seamless and enjoyable shopping experience. Users can explore various jewellery categories, view detailed product descriptions and images, and make secure purchases.

User Features:

Customers have access to a wide range of features, including search functionality, product filtering, detailed product pages, wishlists, live product videos, user registration and login, order tracking, address management, and secure checkout.

Payment Options:

The system offers multiple payment options, including Google Pay and other online payment methods, ensuring flexibility for customers.

Virtual Try-On:

The inclusion of a virtual try-on feature using augmented reality technology adds an innovative and engaging aspect to the platform, allowing users to visualize how jewellery looks on them.

Customer Support:

Customer support features, such as contact information, are provided to assist users with inquiries and issues.

Gift Cards:

Users can purchase and send gift cards to others, enhancing the platform's gift-giving capabilities.

Admin Features:

Administrators have extensive control over the system, including product management, order processing, customer account management, content management, purity checks, returns and refunds, and system updates.

Vendor Tools

Vendors are also considered, with tools for managing incoming orders and defining their own return, refund, and exchange policies.

Technological Integration:

The system incorporates various technologies such as payment gateways, feedback systems, virtual try-on, and chatbots to enhance user experience and functionality.

Software Specification:

The project specifies the use of HTML/CSS for the front-end and Python Django for the back-end, providing a solid foundation for development.

Mini and Main Projects:

The system is divided into mini and main projects, allowing for a phased development approach. This approach can help in iterative development and testing of features.

BIS Purity Check:

The system includes a feature to check the purity of jewellery based on BIS standards, ensuring the quality and authenticity of products.

Specify the Viewers/Public which is to be involved in the System?

Users

These are the end-users of your e-commerce platform, primarily interested in purchasing jewellery. Users interact with the platform to explore, browse, and purchase jewellery items. They also use various features, such as searching for products, creating wishlist, trying on jewellery virtually, and making payments.

Admins

Admins are responsible for managing and overseeing the entire platform.

Admins have a wide range of responsibilities, including adding, editing, and deleting products, managing product categories, processing and managing customer orders, managing customer accounts, handling customer support inquiries, updating website content, checking jewellery purity, processing returns and refunds, and ensuring the platform's security and performance.

Vendors

Vendors are individuals or businesses who sell their jewellery products on your platform.

Vendors use the platform to manage their incoming orders, mark orders as shipped, update order statuses, define their return, refund, and exchange policies, and potentially add or edit their product listings.

List the Modules included in your System?

Customer

Modules, registration, product browsing, cart management, wish-list, checkout payment and feedback.

Admin module

Dashboard, product management, order management, customer management

Sales analytics.

Vendor modules

Vendor login, product management, feedback viewing

Chatbots and Customer support

Identify the users in your project?

Customers: Register, browse, shop, provide feedback.

Sellers: Manage products, view feedback.

Admin: Oversee all aspects of the system, manage products, orders, customers, and analytics

Who owns the system?

A Jewellery Retailer: If Thangam Jewellery is the online platform of a physical jewellery store or brand, the retailer would own and operate the system.

An E-commerce Business: If Thangam Jewellery is an independent online jewellery retailer, it may be owned and operated by an individual or a team running the e-commerce business.

A Technology Company: In some cases, a technology company or development agency may develop and maintain the e-commerce platform on behalf of a jewellery retailer or business owner.

A Partnership: Thangam Jewellery could also be a joint venture or partnership between multiple entities, where ownership and operational responsibilities are shared.

System is related to which firm/industry/organization?

This system is related to the e-commerce industry, specifically for selling jewellery

Details of person that you have contacted for data collection?

It seems like you're asking for the details of a person contacted for data collection, but there is no specific information provided in the project description about a person or entity that was contacted for data collection. It's important to note that data collection for a project like this typically involves gathering product information from various sources such as suppliers, manufacturers, or through data entry by project team members.

If you have a specific person or entity in mind for data collection, you would typically need to provide their contact information, role, and responsibilities in the project. However, based on the information provided in your project description, it doesn't specify a particular person or entity for data collection. If you have any specific questions or need guidance on how to approach data collection for your project, please feel free to ask, and I'll be happy to provide assistance.

Questionnaire to collect details about the jewellery website? (min 10 questions, include descriptive answers, attach additional docs (e.g. Bill receipts, certificate models), if any?

1.How the user check the purity of the gold?

On each product page, prominently display the purity information for the gold used in the jewellery. This information should include the caratage(e.g., 18K, 22K) and any other relevant quality attributes.

2.How the admin check the purity of the gold?

Provided Information:

When adding a new jewellery item to the website's database, the admin may rely on information provided by the supplier or manufacturer. This information could include the gold's caratage (e.g., 18K, 22K) and any associated certifications.

BIS Standards:

The admin would need to be familiar with the purity standards set by the Bureau of Indian Standards (BIS) for gold jewellery. In India, jewellery is typically marked with the BIS hallmark, which indicates the gold's purity. For example, 22K gold has 91.6% purity.

3.How do you determine the pricing of your jewellery products?

The rate of the products is depend upon the current rate of gold, diamond, platinum and silver

4.What payment methods do you accept on your website?

Google Pay: Many websites support digital wallets like Google Pay, enabling users to make secure payments using their mobile devices.

5.Describe the overall design and layout of your website?

Homepage:

The homepage welcomes users with an elegant and clean design.

A visually striking hero banner displays featured jewellery pieces or promotions, accompanied by high-quality images.

Product Listing:

Product listings are presented in a visually appealing grid format, displaying high-quality images of jewellery pieces.

Each product listing includes essential details like the product name, price, and a brief description.

Product Pages:

Individual product pages provide comprehensive information about each jewellery piece.

High-resolution images from various angles and zoom functionality allow users to examine the product in detail.

User Account:

The user account section allows customers to register, log in, and manage their profiles.

Users can track their order history, manage shipping addresses, and update personal information.

Navigation:

The navigation menu is clear and intuitive, allowing users to explore different jewellery categories such as rings, necklaces, earrings, and more.

A search bar at the top of the page enables users to quickly find specific products.

6.What customer support options do you provide?

Contact Information: Provide clear and easily accessible contact information, including phone numbers and email addresses, for customers to reach out for assistance.

Email Support: Offer email support for customers to send inquiries or report issues. Ensure timely responses and clear communication via email.

Virtual Assistant or Chatbot: Use AI-powered chatbots to handle routine queries and provide automated assistance to customers. Chatbots can help with order tracking, basic product information, and more.

7.What is your return policy for jewellery purchased on your website?

Return Eligibility:

Jewellery items are eligible for return within numbers days from the date of delivery.

To be eligible for a return, the jewellery item must be in its original condition, including the original packaging, tags, and any accompanying certificates of authenticity

Damaged or Defective Items:

If a jewellery item arrives damaged or with a manufacturing defect, customers should contact our customer support team immediately.

We may request clear photos or additional information to assess the issue.

Depending on the situation, we will arrange for a replacement, repair, or refund.

Refund Exceptions:

In certain cases, refunds may be subject to deductions for restocking fees or refurbishing costs, especially for items that require extensive restoration.

8.Can you provide a brief description of this website's mission and purpose?

E-commerce Excellence: Thangam Jewellery aims to offer a user-friendly interface where customers can easily navigate and explore various categories of jewelry. The website's purpose is to provide a secure and efficient platform for customers to browse and make jewellery purchases online.

Product Showcase: The website serves as a showcase for a diverse range of jewellery items, including rings, necklaces, earrings, and more. Its purpose is to present detailed product descriptions and high-quality images to help customers make informed purchasing decisions.

Customer Engagement: Thangam Jewellery strives to engage with customers by providing features such as user accounts, wishlist, and a virtual try-on feature using augmented reality. The purpose is to enhance the overall shopping experience and build a loyal customer base.

Inventory Management: The website's purpose includes efficient inventory management to ensure that products are accurately represented in terms of availability, materials used, and pricing. It also aims to facilitate order processing and fulfillment for administrators.

Customer Support: Thangam Jewellery is committed to providing customer support through various channels, including a chatbot and contact information for assistance. The purpose is to address customer inquiries and issues promptly and effectively.

Security: Ensuring secure payment gateways and the protection of customer data is a fundamental purpose of the website. It aims to provide a safe and trustworthy environment for online transactions.

9. Do you provide certificates of authenticity for certain products?

Precious Metals: Certificates can confirm the purity and authenticity of precious metals like gold, platinum, or silver.

Designer or Branded Products: Some luxury and designer brands provide certificates of authenticity with their products to assure customers of their authenticity.

10. How do you ensure the quality and authenticity of the jewellery you sell?

Product Sourcing:

Jewellery sellers typically establish relationships with reputable suppliers, manufacturers, or artisans with a history of producing high-quality jewellery.

Hallmarks and Stamps:

Precious metal jewellery, like gold or silver, may bear hallmarks or stamps indicating the purity and authenticity of the metal.

Transparency in Product Descriptions:

Sellers should provide clear and accurate descriptions of their jewellery, including details about the materials used, gemstone grades, and any treatments or enhancements applied.