

Gold Compare Website Brief

Tyger Digital

1 July 2025 (Updated)

Gold Comparison Mobile Optimised WebApp Brief

Functions (User)

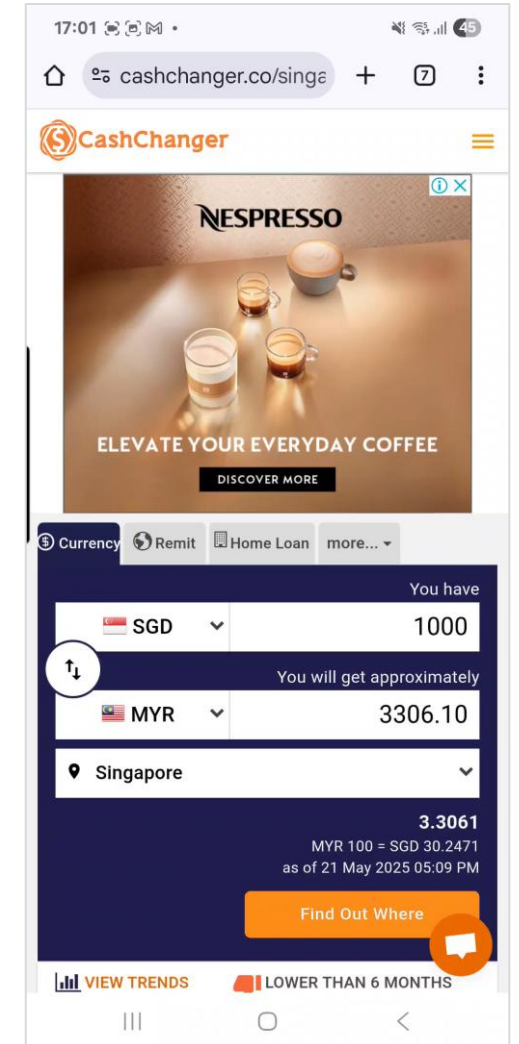
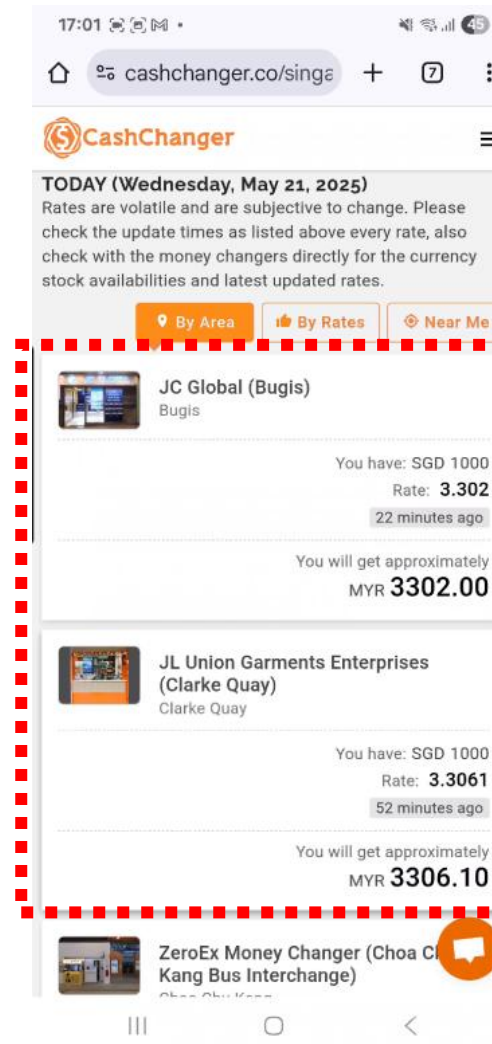
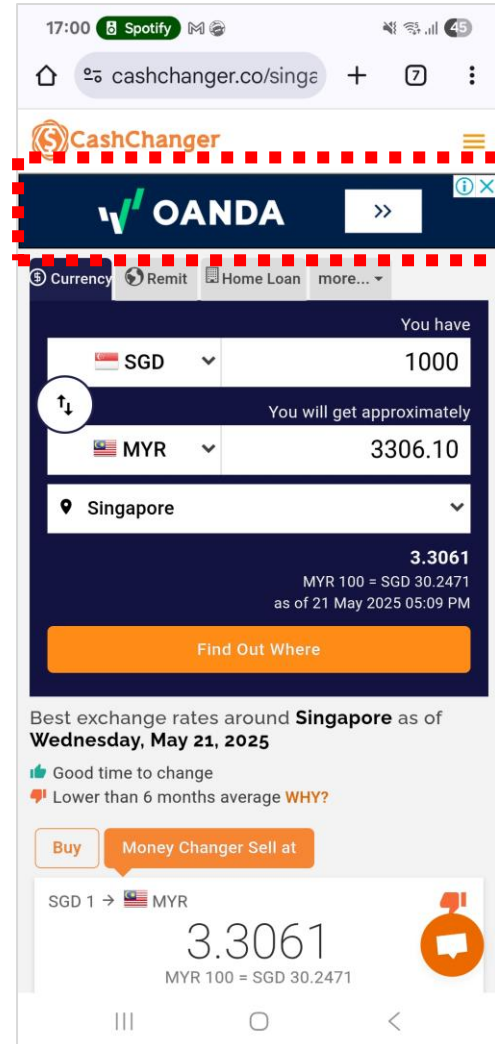
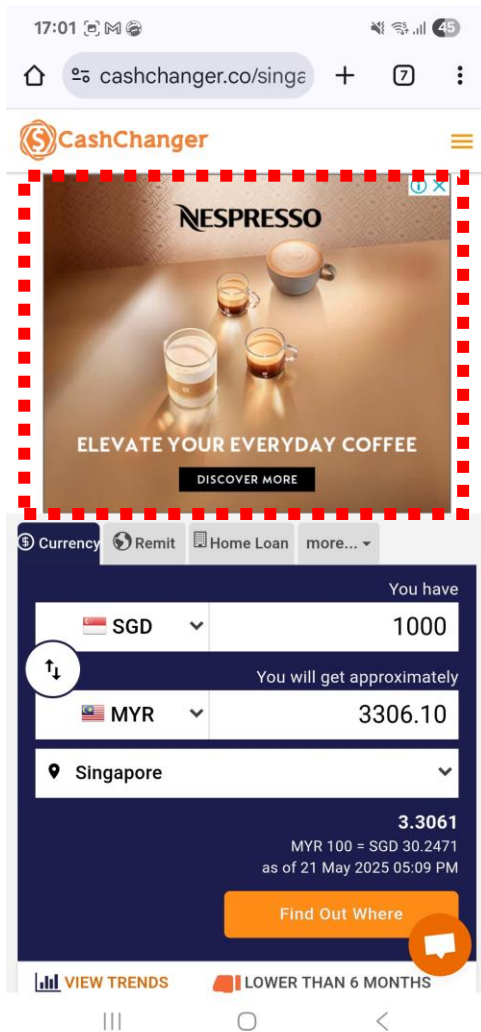
- View listing of local gold prices (916, 999) by gold shops
- Automated price updates in real time
- Unique Visitor Count (All time, Year, Month, Day)
- Filter by
 - Top Picks
 - Favourites
 - Shop listings (Prices, Alphabetical)
- Monetisation
 - Top Picks (5 prominently listed shops by Spend, managed by Single Super Admin)
 - Google Ad Banners (CPI)
 - Spotlight (Appears within listings)
- Integration with Corporate Bank Account for Payments (DBS)

Functions (Admin)

- Web based Single Super Admin log in to view trends, export JPG / GIFs for social media placing (IG, Tiktok)

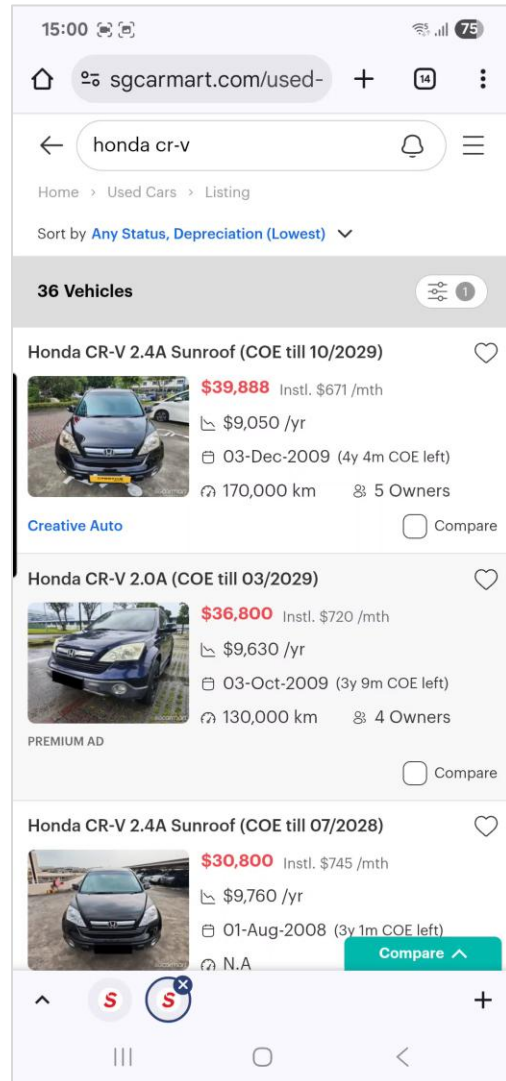
Reference 1: CashChanger (Mobile viewport, Listings, Banner Ads, UX)

<https://cashchanger.co/singapore>



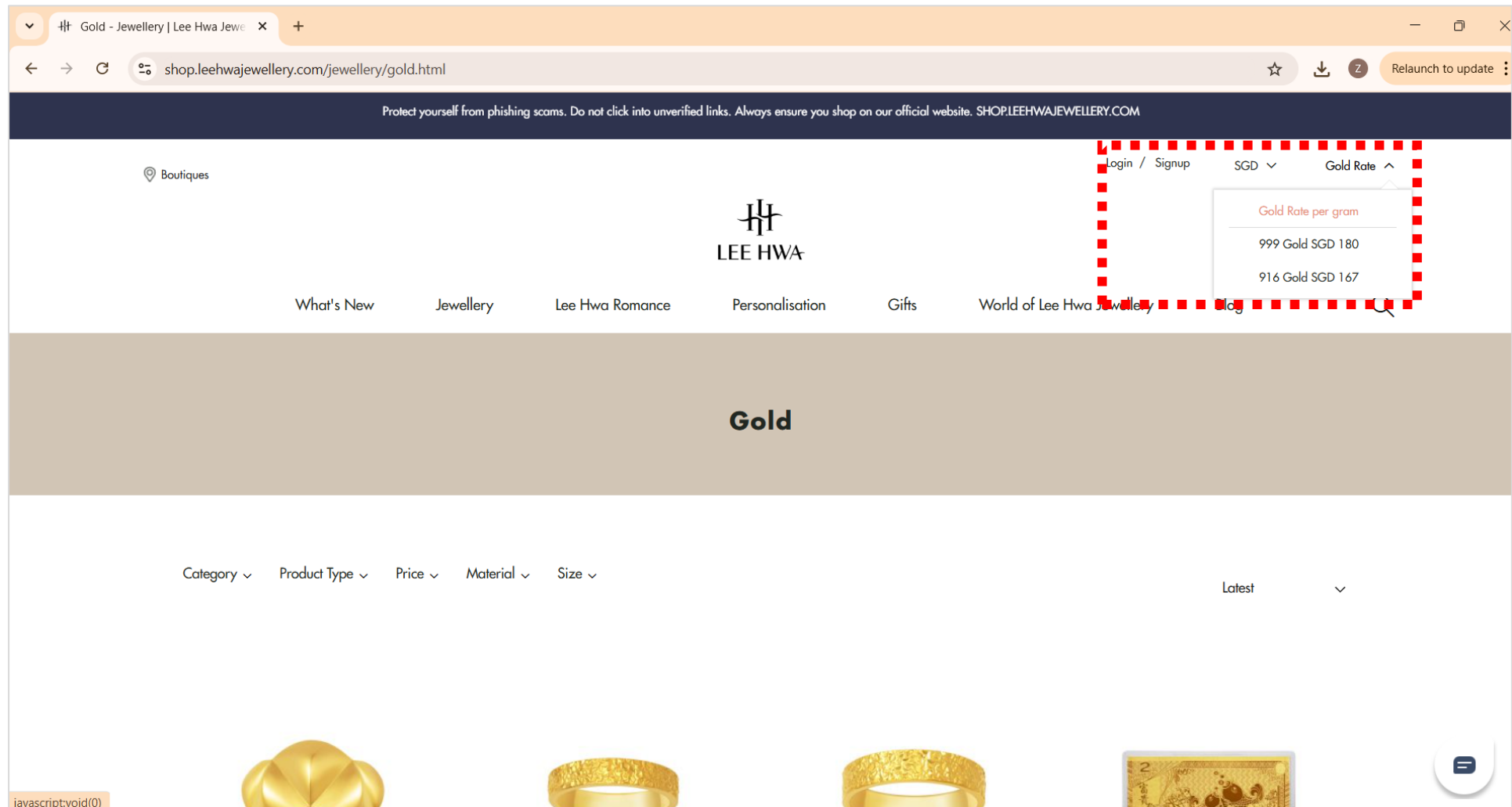
Reference 2: SGCarmart (Mobile viewport, Listings, Banner Ads, Spotlight Ads, UX)

<https://www.sgcarmart.com/used-cars/listing?q=honda+cr-v&avl=&>



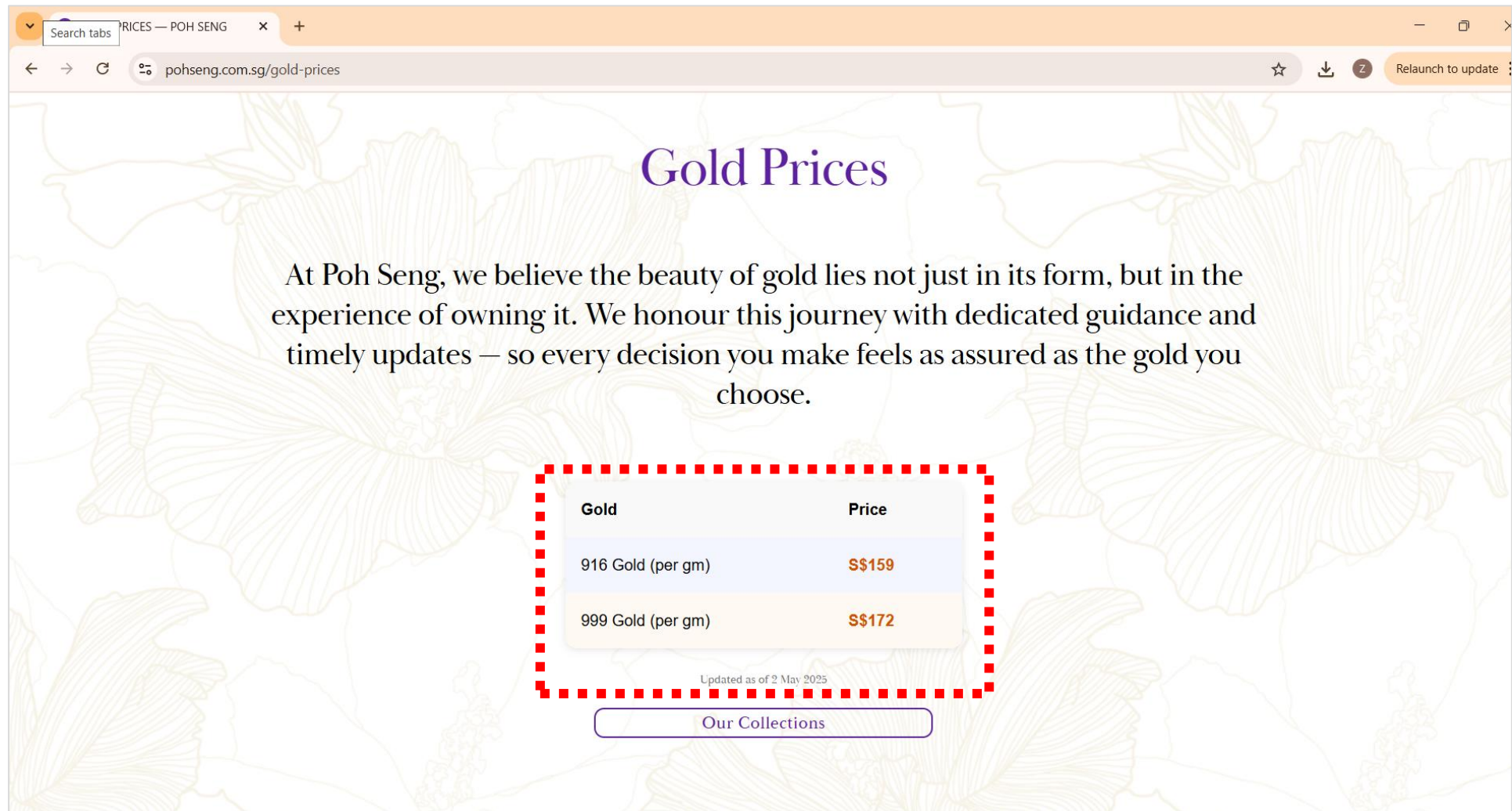
Reference 3: Lee Hwa (Gold Price URL Page)

<https://shop.leehwajewellery.com/jewellery/gold.html>



Reference 4: Poh Seng (Gold Price URL Page)

<https://www.pohseng.com.sg/gold-prices>



Gold Prices

At Poh Seng, we believe the beauty of gold lies not just in its form, but in the experience of owning it. We honour this journey with dedicated guidance and timely updates — so every decision you make feels as assured as the gold you choose.

Gold	Price
916 Gold (per gm)	S\$159
999 Gold (per gm)	S\$172

Updated as of 2 May 2025

[Our Collections](#)

Reference 5: SK Jewellery (Gold Price URL Page)

<https://www.skjewellery.com/gold-price/>

Redeem \$35 off with Grab Paylater Vouchers. Valid till 30 June

Store Locator Book Appointment Ear Piercing Appointment

SK JEWELLERY

Ship to: Singapore I'm searching for...

Featured New In Bestsellers Gift Ideas Necklaces And Chains Rings Earrings Bracelets Gold Bars Bridal For Men

Gold price

At SK Jewellery, we believe that the journey of owning gold should be as splendid as the golden piece itself. In this regard, we keenly observe the ebb and flow of the gold market, keeping you informed about the nuances of gold prices in Singapore (SG). Whether it's the price per gram of 916 gold or 999 gold, you can trust SK Jewellery to share accurate and timely insights.

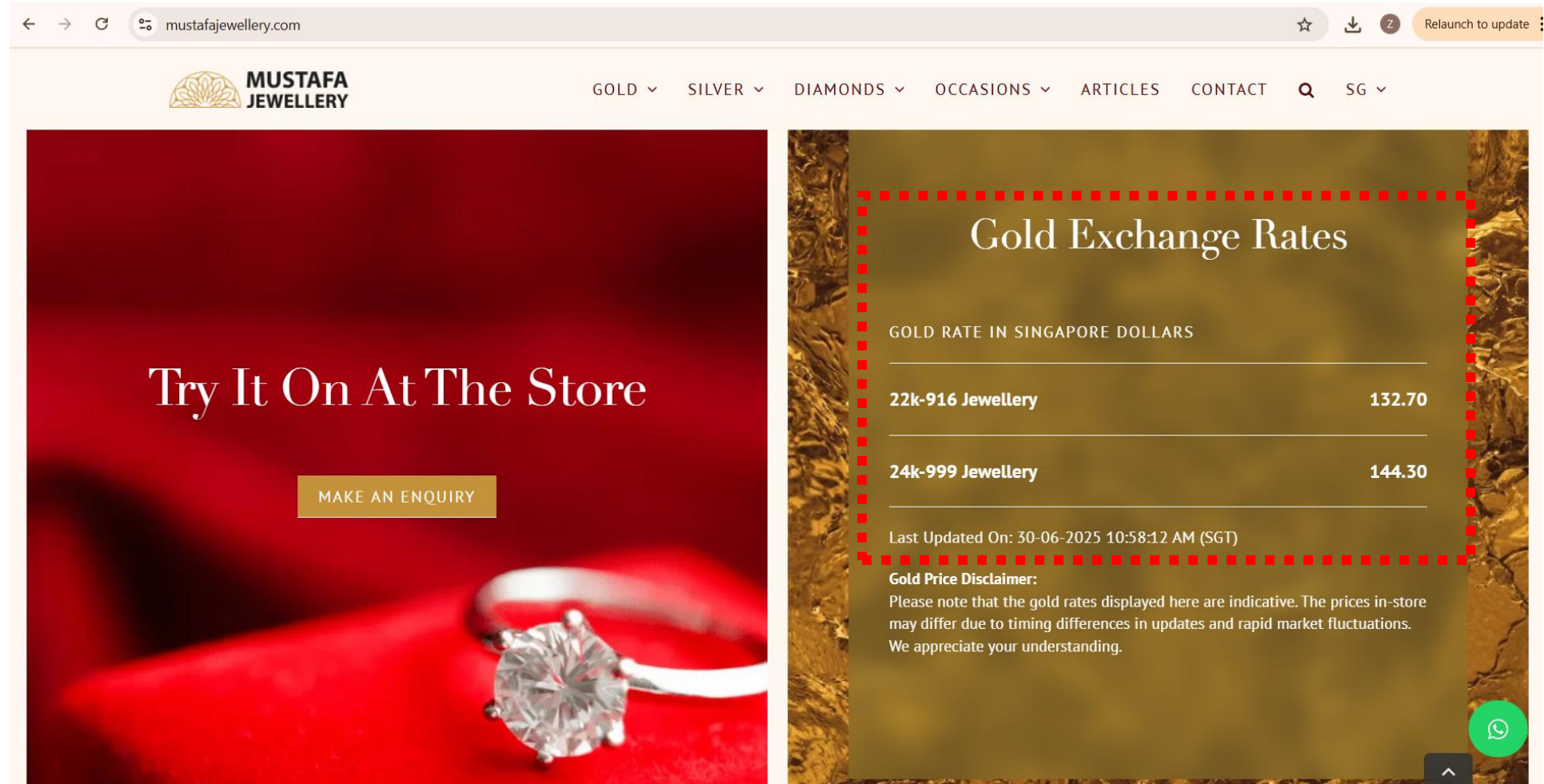
Prices shown reflect SK Jewellery's retail gold selling price per gram. Please enquire in-store for trade-in prices.

Gold	Price
916 Gold (per gm)	S\$167
999 Gold (per gm)	S\$180

Updated as of 16 Jun 2025

Reference 5: Mustafa Jewellery (Gold Price URL Page)

<https://mustafajewellery.com/>



The screenshot shows the Mustafa Jewellery website. The top navigation bar includes links for GOLD, SILVER, DIAMONDS, OCCASIONS, ARTICLES, CONTACT, and a search icon. The main banner features a red background with a diamond ring and the text "Try It On At The Store" and "MAKE AN ENQUIRY". On the right, a "Gold Exchange Rates" section is highlighted with a red dashed border, displaying gold rates in Singapore Dollars for 22k-916 and 24k-999 jewellery. A disclaimer and a "Last Updated" timestamp are also present.

MUSTAFA JEWELLERY

GOLD ▾ SILVER ▾ DIAMONDS ▾ OCCASIONS ▾ ARTICLES CONTACT 🔍 SG ▾

Try It On At The Store

MAKE AN ENQUIRY

Gold Exchange Rates

GOLD RATE IN SINGAPORE DOLLARS

22k-916 Jewellery	132.70
24k-999 Jewellery	144.30

Last Updated On: 30-06-2025 10:58:12 AM (SGT)


Gold Price Disclaimer:
Please note that the gold rates displayed here are indicative. The prices in-store may differ due to timing differences in updates and rapid market fluctuations. We appreciate your understanding.

WhatsApp icon and back arrow icon at the bottom right.

Wireframes


User

Landing Page – Our Top Picks




URL

+



:


Logo / <Home>










Ad Banner

Our Top Picks

Favourites


Price / g 

A-Z 

Store Name	916	999
Store 1 	1.0000	1.0000
Store 2 	1.0000	1.0000
Store 3 	1.0000	1.0000
Store 4 	1.0000	1.0000
Store 5 	1.0000	1.0000
Today's Gold Price 	1.0000	1.0000

Last Updated: Time (00:00) / Date (DDMMYY)

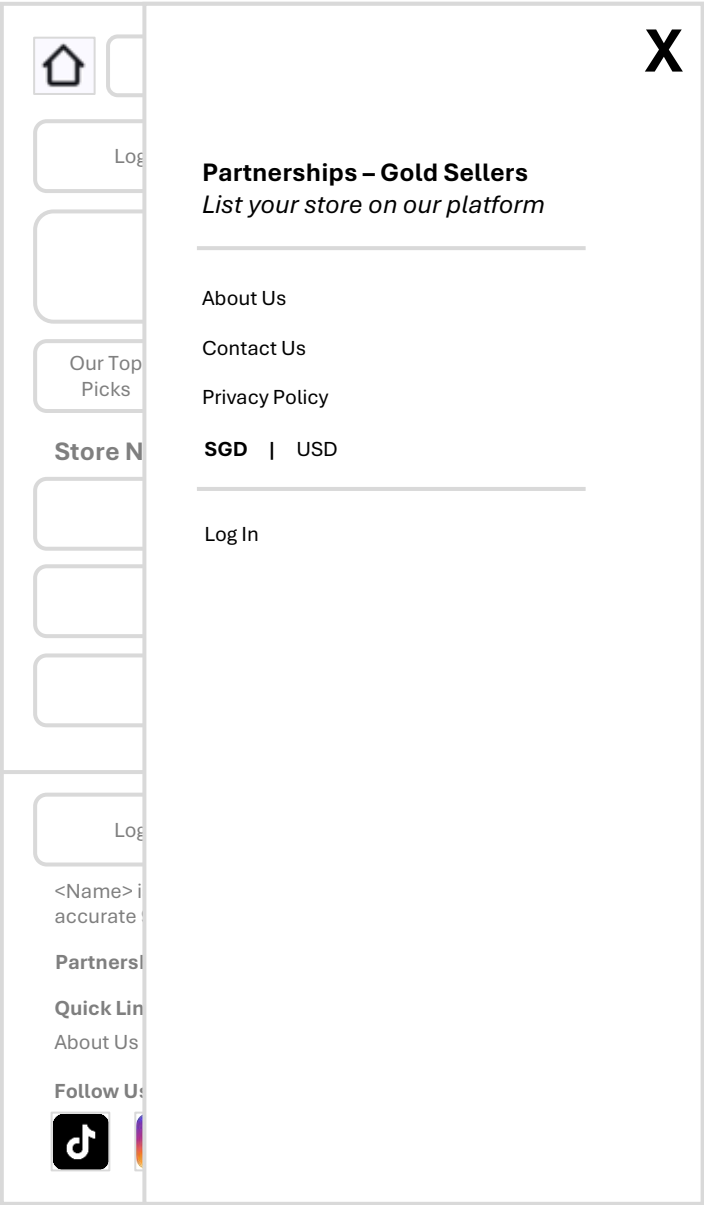
Unique Visitor Count

All time 

18,288

- Ad Banner ... Google AdSense, etc. Dev to advise on mechanisms to enable this feature based on Reference 1
- Our Top Picks ... Admin listed through web-based admin CMS console, prioritised by Store Placement Spend (Ref: Admin wireframes for context)
- Favourites ... User listed (Ref: SGCarmart “heart” option)
- Price / g & A-Z ... Automated listing of local gold stores. Function: Pull in Store name and 916 and 999 gold value. Client to provide page URL where prices are listed. Dev to build dynamic listing for 30 stores to begin, with function to be unlimited in future versions. Clicking on Up/Down Arrows rearranges Listings in Ascending or Descending Order. Landing view is always: Price Ascending, Name starting from A.
- Last Updated ... To show date / time in format displayed in real time
- Unique Visitor Count ... To show All Time at landing, with Avg / Month and Avg / Day as dropdown options. Superadmin can toggle Counter visibility from admin page.
- Today's Gold Price ... To show Google sourced generic gold price

Landing Page – Hamburger Menu




- Partnerships – Gold Sellers ... Click thru triggers two options (Ref: See next slide)
- Log In ... For Super Admin to log in to basic web CMS option

Landing Page – Hamburger Menu




- Partnerships – Gold Sellers ... Click thru triggers two options
 1. Email direct to Admin for Top Picks listing
 2. CTA to pricing plans for Spotlight feature

Landing Page – Footer



URL

+



:

Logo / <Home>

Ad Banner

Our Top Picks

Favourites

Price / g


A-Z

Store Name

916

999


Store 1



1.0000

1.0000

Store 2



1.0000

1.0000

Logo / <Home>

<Name> is an independent listing platform that aims to provide accurate 916 and 999 gold prices by local stores.

Partnerships – Gold Sellers

Quick Links

About Us Contact Us Privacy Policy

Follow Us



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- Partnerships – Gold Sellers ... Click thru triggers an email for Gold Sellers to write in to discuss options with client

Wireframes

Super Admin

Admin Log In – Landing Page

Logo / <Home>

Logo / <Home>

Username or Email Address

Password

☐ Remember Me

Log In

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Admin Log In – Landing Page

Dev to advise: Drag / Slide option etc to fulfil the feature best

New Tab

G |

X

Top Picks

Trends

Unique Visitor Count

GIF Maker

Lorem Ipsum

Input Store Name

Store 1

Store 2

Store 3

Store 4

Store 5

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Admin Log In – Landing Page

Stores Dropdown:
Select via dropdown to
compare, max 5 stores



Admin Log In – Landing Page

- Dev to advise
- Calendar filter?
 - Select options

New Tab

G |

X

Top Picks

Trends

Unique Visitor Count

GIF Maker

Lorem Ipsum

Screens

Our Top Picks

Stores

1 Day

3 Days

1 Week

2 Weeks

1 Month

1 Year

28/06/2025

URL

Logo / <Home>

Ad Banner

Our Top Picks

Favourites

Price / g

A-Z

Store Name	916	999
Store 1	1.0000	1.0000
Store 2	1.0000	1.0000
Store 3	1.0000	1.0000
Store 4	1.0000	1.0000
Store 5	1.0000	1.0000

Last Updated: Time (00:00) / Date (DDMMYY)

Unique Visitor Count

All time

18,288

27/06/2025

URL

Logo / <Home>

Ad Banner

Our Top Picks

Favourites

Price / g

A-Z

Store Name	916	999
Store 1	1.0000	1.0000
Store 2	1.0000	1.0000
Store 3	1.0000	1.0000
Store 4	1.0000	1.0000
Store 5	1.0000	1.0000

Last Updated: Time (00:00) / Date (DDMMYY)

Unique Visitor Count

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26/06/2025

URL

Logo / <Home>

Ad Banner

Our Top Picks

Favourites

Price / g

A-Z

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Store 5	1.0000	1.0000

Last Updated: Time (00:00) / Date (DDMMYY)

Unique Visitor Count

All time

18,288

Export

Format

JPEG

PNG

XLS

Export

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Admin Log In – Landing Page

Auto input from GA or
dev to advise

New Tab

G |

X

Top Picks

Trends

Unique Visitor Count

GIF Maker

Lorem Ipsum

Home Display On

Auto Input

All Time

1,380,888

24H

3,838

7D

18,238

1M

38,838

3M

188,288

6M

388,688

1Y

838,288

Last Updated: Time (00:00) / Date (DDMMYY)

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Reference

Vinaora Visitors Counter

01012551

Today

9

Yesterday

13

This week

98

Last week

555

This month

1913

Last month

3379

All

1012551

Online (20 minutes ago): 1

Your IP: 127.0.0.1

FIREFOX 3.0.8, WINDOWS

Now: 2009-04-22 22:24

Visitors Counter 1.6

Admin Log In – Landing Page

Admin to input numbers manually when Manual Input feature is selected

New Tab

G |

X

Top Picks

Trends

Unique Visitor Count

GIF Maker

Lorem Ipsum

Home Display On

Manual Input

All Time

24H

7D

1M

3M

6M

1Y

Last Updated: Time (00:00) / Date (DDMMYY)

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Reference

Vinaora Visitors Counter

01012551

Today

9

Yesterday

13

This week

98

Last week

555

This month

1913

Last month

3379

All

1012551

Online (20 minutes ago): 1

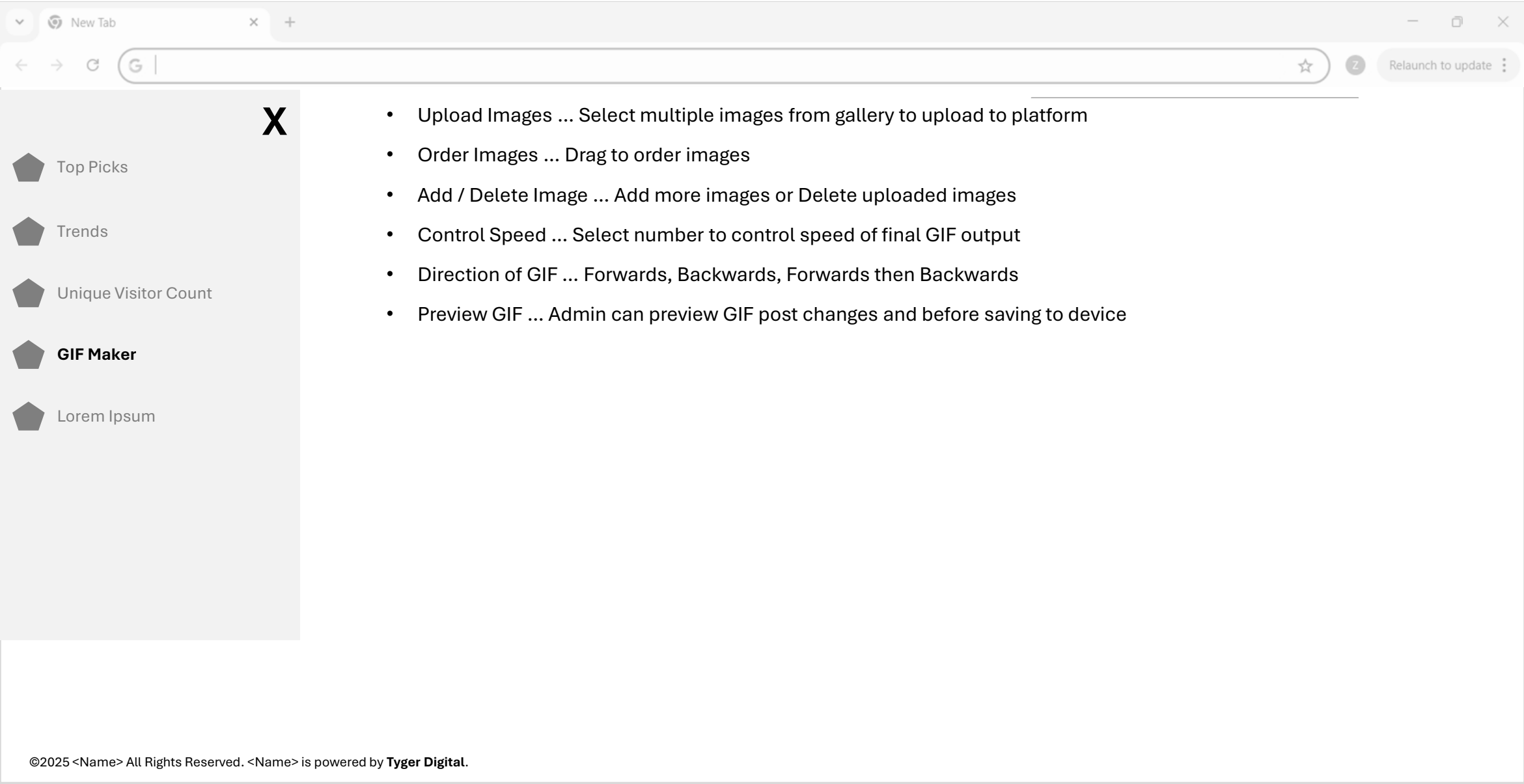
Your IP: 127.0.0.1

FIREFOX 3.0.8, WINDOWS

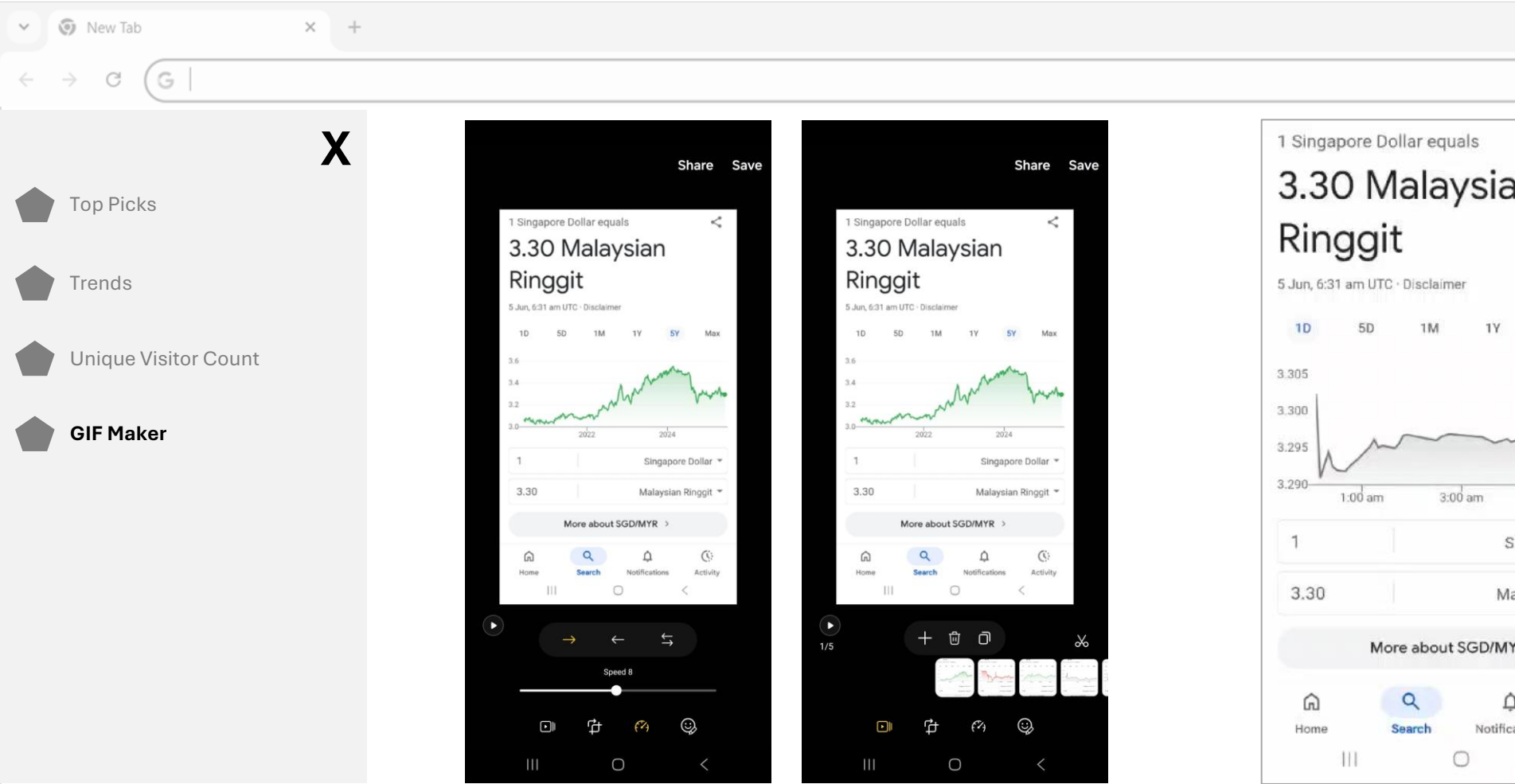
Now: 2009-04-22 22:24

Visitors Counter 1.6

Admin Log In – Landing Page



Admin Log In – Landing Page



Dev to advise if free plugin available, main features needed:

- Order images
- Speed
- GIF direction

See Samsung mobile in built GIF maker as reference

Dev Questions

- Q1
- Q2
- Q3