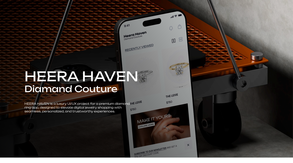


HEERA HAVEN
Diamond Couture

Heera Haven is a luxury UX project for a premium diamond jewelry brand, designed to elevate digital jewelry shopping with immersive personalization and enhanced trust.

Problem Statement

Despite e-commerce growth, buying luxury diamond jewelry online still lacks trust and emotional connection.

Common issues:

- Poor visuals, no try-on
- Limited customization
- Unrefined interfaces
- Weak storytelling
- Trust concerns

These lead to hesitation, drop-offs, and low loyalty.

User Research

Method

User Interviews

Online Surveys

Competitive Analysis

Description

10 one-on-one interviews with individuals aged 24-40, including 3 engaged individuals and 2 frequent jewelry buyers

Survey with 40+ respondents who had either purchased or considered buying jewelry online

Reviewed top luxury jewelry websites: Tiffany & Co., Blue Nile, James Allen for UX patterns and trust elements

Work Steps

Week 1: Research & Strategy

Tools

Project Brief

Competitor Analysis

User Interviews Summary

User Persona Creation

Product Architecture (Problem Solving)

Week 2: Structure & Design

Tools

Information Architecture

Low Fidelity Wireframes

High Fidelity UI Screens

Design System

Week 3: Prototype & Wrap-Up

Tools

Information Architecture

Low Fidelity Wireframes

High Fidelity UI Screens

Design System

User Persona 1

Engagement Ring Buyer

"I want a ring that I can look at every day. The detail that sparks a feeling."

Name: Rachel Greene

Age: 27
Location: Austin, Texas
Sun Profession: Nurse
Annual Income: $80,000

Occupation: UX Designer at a Tech Startup
Relationship Status: Engaged

Background & Story

Rachel recently got engaged and is in charge of selecting her own ring. A dedicated nurse naturally with her friends, she is a creative UX designer who values design and craftsmanship. She wants a ring that stands out from other boring ones. When research and improvisation is the everyday thing, her ring

Goals

- Ensure the ring she selects has remarkable but elegant lines
- Understand diamond quality without feeling overwhelmed by technical terms
- Find a ring that reflects her personality and relationship
- Find ethically conscious options that fit her budget and origin

Frustrations

- Feels overwhelmed when confronted with technical terms
- "I want to feel something when I shop — not just flip through pages."
- "They're so much alike now. I'm not a cookie-cutter."

Needs & Expectations

- Intuitive video diamond with clear information
- Easy to keep customization with simple explanations
- Personalized recommendations based on her preferences
- Transparent, ethical sourcing information with clear traceability
- Gift or 3D models to preview how the ring looks on her hand

User Persona 2

Luxury Gift Buyer

"I want a gift that feels thoughtful — not impressive or everything expected. The perfect piece should feel like it was made just for her."

Name: Marcus Hill

Age: 34
Location: San Francisco, California
Sun Profession: Marketing Manager
Annual Income: $150,000

Occupation: Marketing Product Manager
Relationship Status: Married (10 years)

Background & Story

Marcus is a husband and father who values thoughtfulness in every gift he gives. With his wife celebrating anniversary and upcoming milestones, he wants to find a gift with a certain meaningful demanding ring. His aesthetic preference is sleek and minimalist, and he appreciates brands that combine quality craftsmanship with modern design. He's willing to spend a premium for a gift that feels personal and sustainable, not just impressive.

Goals

- Buy a high-quality, sustainably sourced ring as a memorable anniversary gift
- Find a brand that aligns with his values around ethical sourcing
- Gift a 10-year anniversary ring, certificate/card, and quality diamond earrings
- Complete the gift in a meaningful way with lasting confidence discussion

Frustrations

- "Luxury websites often try too hard — illuminated or over-designed"
- "I don't want to be made to feel like a mistake for not knowing everything"
- "Brands assume I know what I want. Most times I don't — I need help."

Needs & Expectations

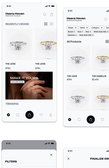
- A curated gift buying experience with guided recommendations
- Clear, ethical sourcing information (conflict-free, traceable, sustainable)
- Gift-ready packaging and presentation options
- Easy ways to filter by occasion, price range, or ring style
- Reference models of earrings to ensure matching or complementary pairing

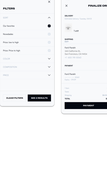
Design Solutions

Heera Haven makes luxury ring shopping simple, emotional, and trustworthy with guided customization, 360/AR views, storytelling, and ethical sourcing. Its clean, mobile-first design, gifting options, and real-time support redefine premium online jewelry shopping.

low-fidelity wireframe

High-fidelity wireframe





User Feedback

Once the high-fidelity designs were complete, I ordered the prototype with a few target users to gather feedback on the customization flow. The goal was to see how easily users could phase in individually browsing for rings or family/ with online jewelry shopping.

- Users loved the minimalist, luxurious feel of the brand.
- The step-by-step customization process felt intuitive.
- Some users requested even clearer definitions for diamond terms.
- Mobile experience was rated highly for speed and clarity.

Handover to Developer

With the final UI and prototype ready I ensured a clean developer handoff using Figma's features.

Component Library

Components file

Style Guide

Style Guide file

Unbounded

Aa

Figma Embed

To make the experience tangible, here's a live prototype that walks through the core user flow — from homepage to ring customization to checkout.

Click here