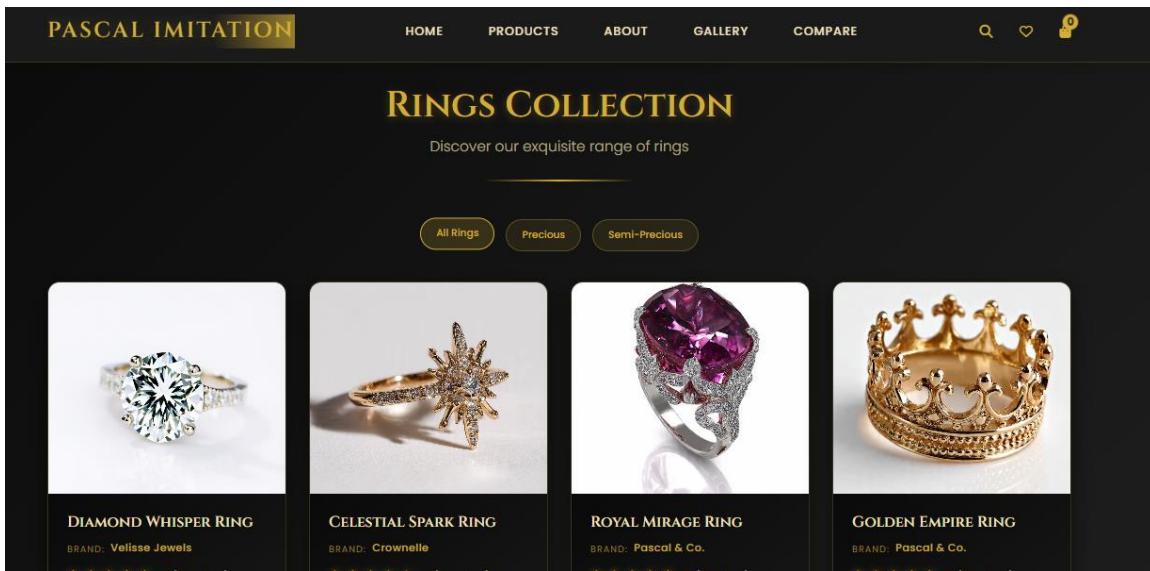


USER GUIDE

1. RINGS PAGE



1.1 Purpose

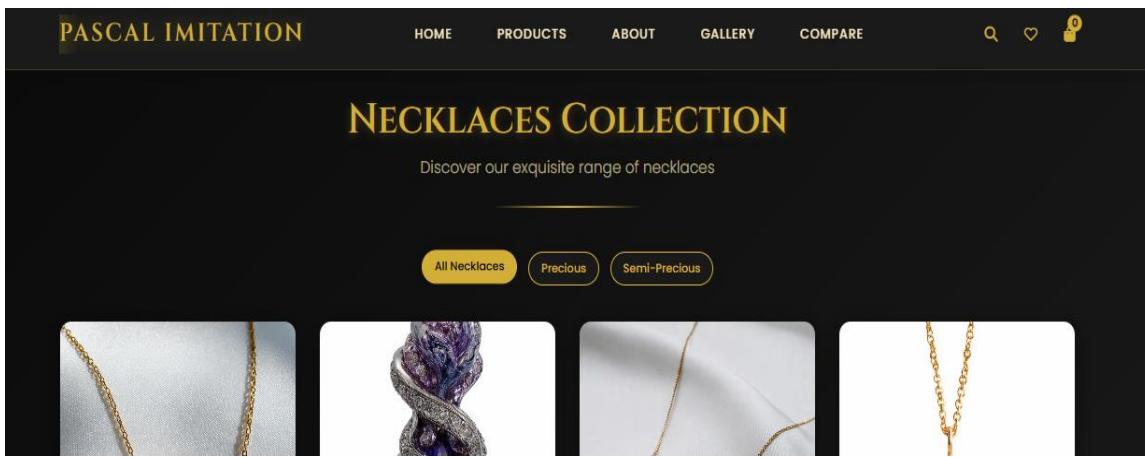
This page allows users to browse engagement rings, wedding bands, and statement rings with precision filtering and detailed views.

1.2 How to Use

| Step | Description |
|-------|---|
| 1.2.1 | Use filters to select Precious, Semi-Precious, or Artificial materials. |
| 1.2.2 | Open Quick View to check key info such as price, brand, and material. |
| 1.2.3 | Read detailed specifications including size, material, and engraving options. |
| 1.2.4 | Add items to Cart or Wishlist using the icons. |

| | |
|-------|--|
| 1.2.5 | Use Compare to evaluate size, material, and pricing differences. |
|-------|--|

2. NECKLACE AND PENDANTS PAGE



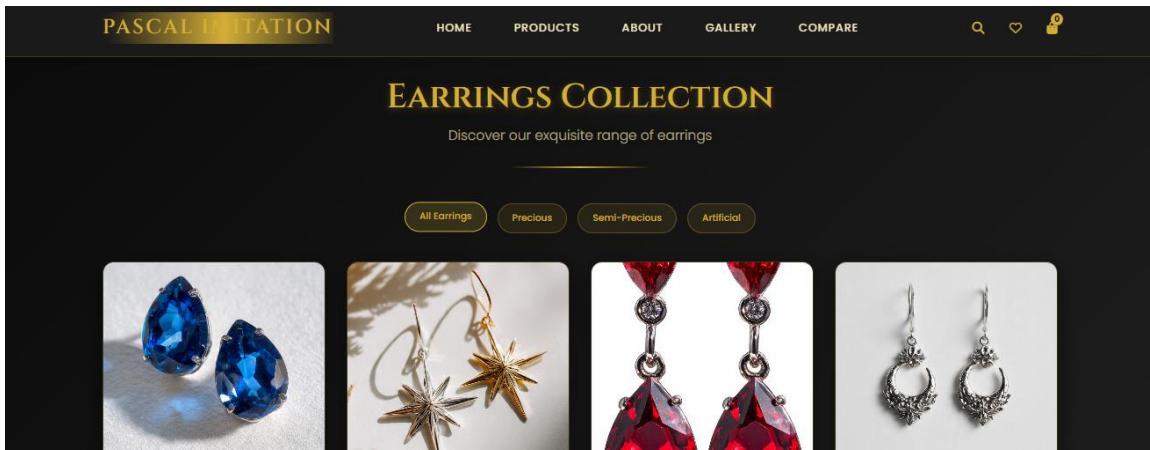
2.1 Purpose

This page presents a curated collection of necklaces and pendants, allowing users to explore various materials and styles.

2.2 How to Use

| Step | Description |
|-------|--|
| 2.2.1 | Apply subcategory filters to view items by material value. |
| 2.2.2 | Browse the grid showing necklaces and pendants together. |
| 2.2.3 | Open the product details to check length and clasp style. |
| 2.2.4 | Use Wishlist and Compare to finalize preferred items. |
| 2.2.5 | Check for the 'Chain Included' feature when buying pendants. |

3. EARRINGS PAGE



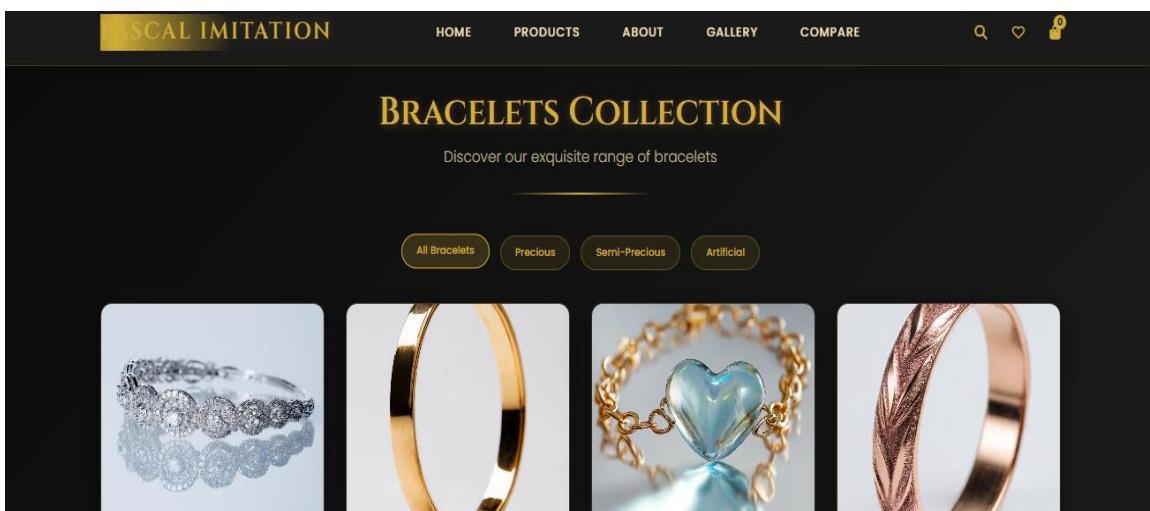
3.1 Purpose

This section helps users explore an extensive range of earrings, including studs, drops, and designer styles.

3.2 How to Use

| Step | Description |
|-------|--|
| 3.2.1 | Apply material filters to narrow down choices. |
| 3.2.2 | Review comfort features like Hypoallergenic and Lightweight. |
| 3.2.3 | Check backing types such as Post Back or Hook Back. |
| 3.2.4 | Use Quick View to examine multiple styles quickly. |
| 3.2.5 | Mix and match artificial earrings for multi-piercing looks. |

4. BRACELETS PAGE



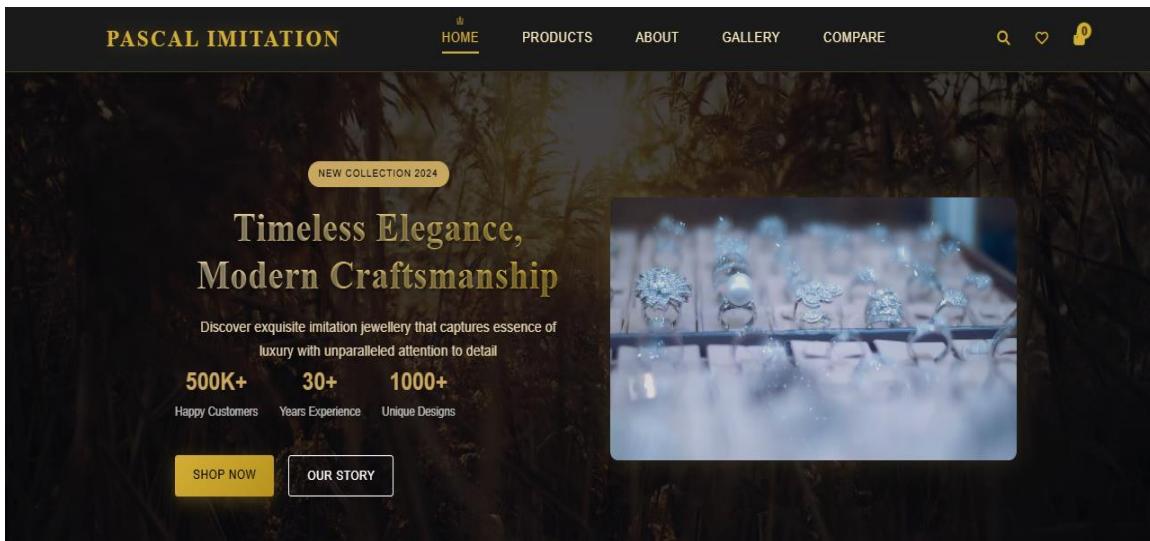
4.1 Purpose

This page allows users to browse bracelets ranging from delicate chains to bold bangles, focusing on fit and style.

4.2 How to Use

| Step | Description |
|-------|--|
| 4.2.1 | Apply filters for Precious, Semi-Precious, and Artificial categories. |
| 4.2.2 | Check fit details such as adjustable sizing or set lengths. |
| 4.2.3 | Review the clasp type for ease of use and security. |
| 4.2.4 | Compare bracelet styles to determine material and pricing differences. |
| 4.2.5 | Select adjustable bracelets for gifting flexibility. |

5. HOMEPAGE



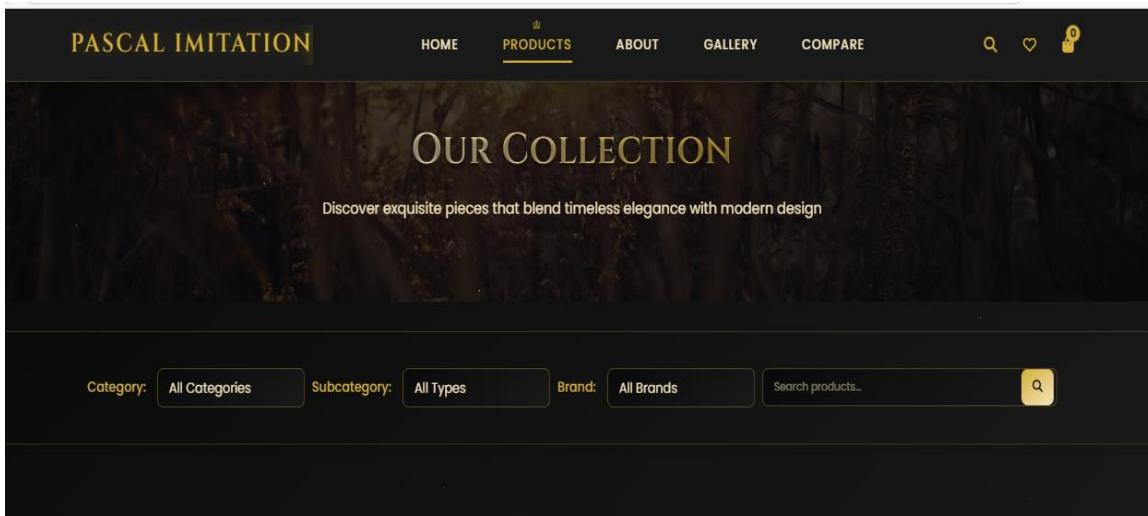
5.1 Purpose

The homepage serves as the central hub for navigation, product discovery, and brand engagement.

5.2 How to Use

| Step | Description |
|-------|---|
| 5.2.1 | Use the top navigation bar to access categories and brand sections. |
| 5.2.2 | Browse featured products to explore bestseller items. |
| 5.2.3 | Use icons to add to Wishlist, Quick View, or Cart. |
| 5.2.4 | Scroll to review customer testimonials for insight. |
| 5.2.5 | Subscribe to the newsletter using the sign-up form. |

6. PRODUCTS AND CATEGORIES PAGE



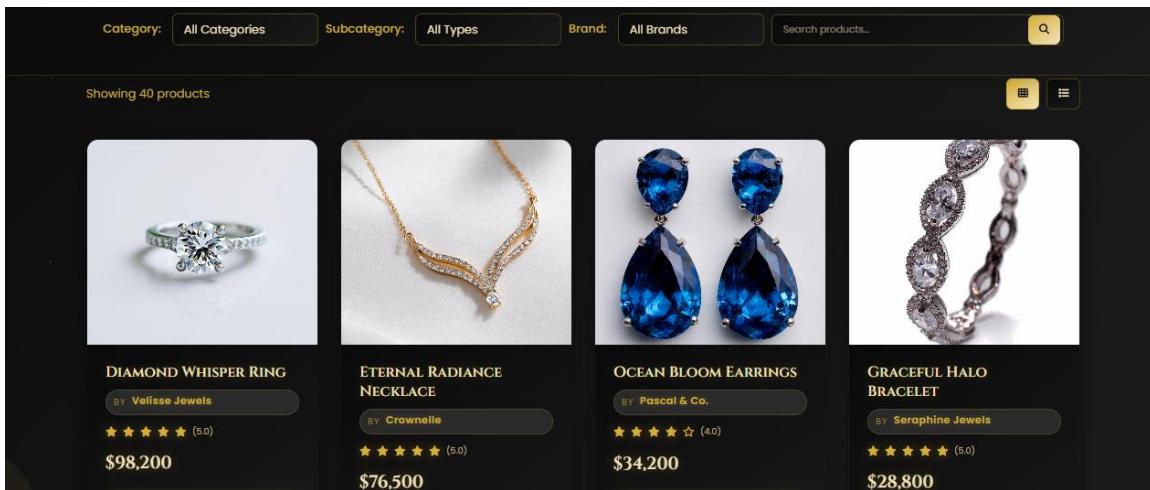
6.1 Purpose

These pages function as catalog views where users can browse, filter, and search products efficiently.

6.2 How to Use

| Step | Description |
|-------|---|
| 6.2.1 | Browse the structured grid showing product image, brand, rating, and price. |
| 6.2.2 | Apply filters by Category, Type, and Brand. |
| 6.2.3 | Use the search bar to instantly locate items. |
| 6.2.4 | Switch between Grid and List views for convenience. |
| 6.2.5 | Interact using Wishlist, Quick View, and Add to Cart options. |

7. PRODUCTS DETAILS



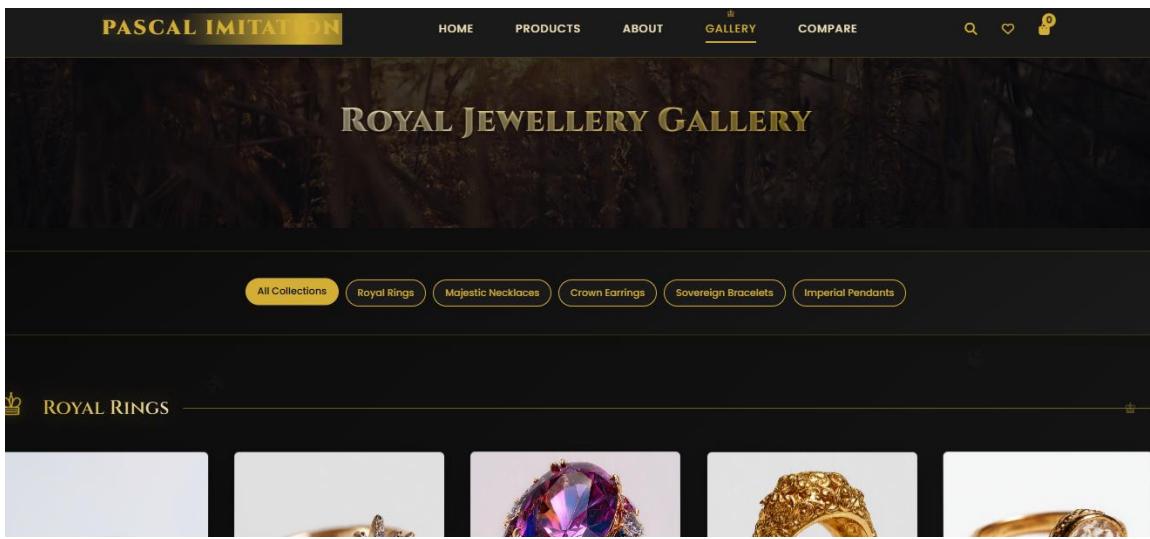
7.1 Purpose

The product detail page provides full visual and textual information to help users make informed purchase decisions.

7.2 How to Use

| Step | Description |
|-------|---|
| 7.2.1 | Open the image gallery and zoom for detailed viewing. |
| 7.2.2 | Read the complete product description, brand, and features. |
| 7.2.3 | Check verified customer reviews and star ratings. |
| 7.2.4 | Add product to the cart using the button. |

8. GALLERY PAGE



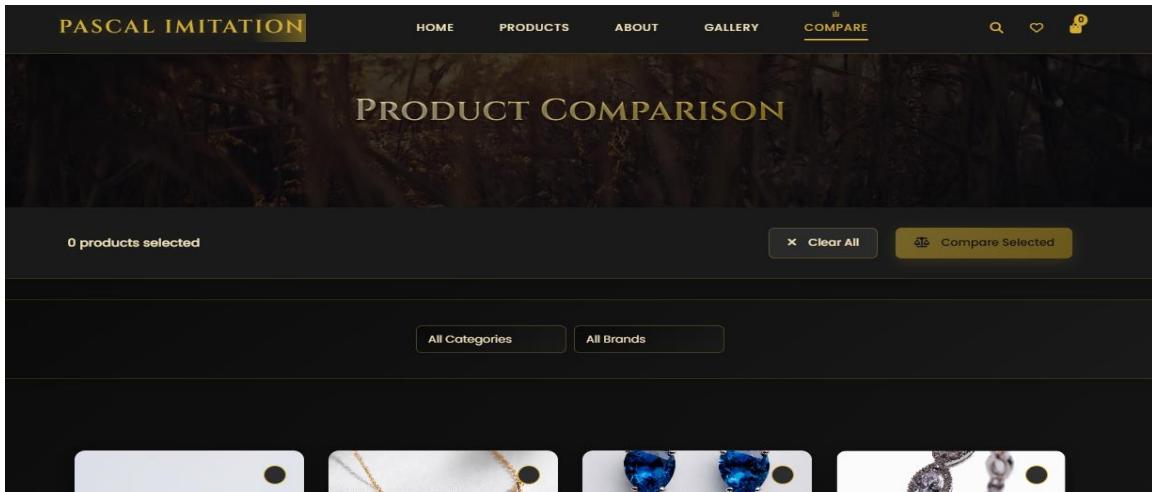
8.1 Purpose

The Gallery showcases a visual layout of products to inspire customers and help them identify matching pieces.

8.2 How to Use

| Step | Description |
|-------|--|
| 8.2.1 | Filter the Gallery by categories such as Rings or Necklaces. |
| 8.2.2 | Browse the mosaic of styled product images. |
| 8.2.3 | Click any image to open the full-screen lightbox. |
| 8.2.4 | Navigate left or right to explore full visuals. |
| 8.2.5 | Open the corresponding product page for purchase details. |

9. COMPARE PAGE



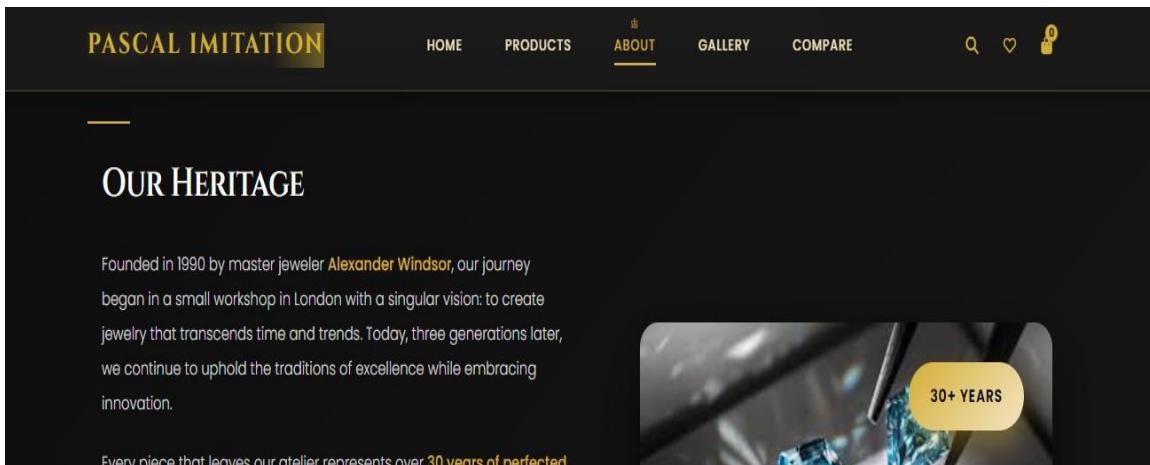
9.1 Purpose

This page enables users to make data-driven comparisons between multiple products.

9.2 How to Use

| Step | Description |
|-------|---|
| 9.2.1 | Select up to four items using the checkboxes. |
| 9.2.2 | Open the comparison table by clicking Compare. |
| 9.2.3 | Review side-by-side data including price, brand, description, and features. |
| 9.2.4 | Add items to the cart directly from the comparison table. |

10. ABOUT US PAGE



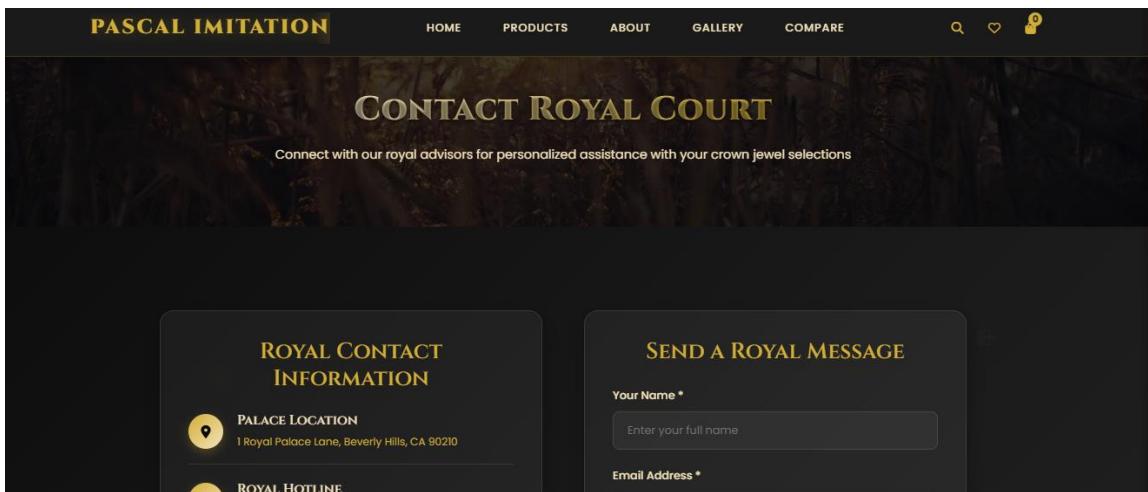
10.1 Purpose

This page introduces customers to the brand's story, principles, and craftsmanship.

10.2 How to Use

| Step | Description |
|--------|--|
| 10.2.1 | Read about the brand mission and inspiration. |
| 10.2.2 | Learn about craftsmanship, sourcing, and values. |
| 10.2.3 | Explore the team behind the designs. |
| 10.2.4 | Understand the brand's long-term vision and customer philosophy. |

11. CONTACT US PAGE



11.1 Purpose

This page provides a structured communication method for customers seeking support.

11.2 How to Use

| Step | Description |
|--------|---|
| 11.2.1 | Enter name, email, and detailed message into the form fields. |
| 11.2.2 | Select a subject category if available (e.g., Order Issue). |
| 11.2.3 | Click Submit to send a request. |
| 11.2.4 | Receive confirmation followed by personal email support. |

12. PASCAL FOOTER

The screenshot displays the footer area of the Pascal website. It features a dark background with gold-colored text and icons. On the left, there's a brief brand history: "Premier imitation jewellery brand combining traditional craftsmanship with modern design since 1990." Below this are icons for Facebook, Instagram, Twitter, YouTube, and a magnifying glass. In the center, there are five main sections with sub-links: "Quick Links" (Home, Products, Gallery, Compare, About Us), "Customer Service" (Contact Us, Shipping Info, Terms & Conditions, Collections, showcase), "Company" (About Us, Contact, Careers, Press, Partners), and "Contact Info" (Address: 123 street, North Nazimabad Block N, CA 90210, Phone: +92 333 0101010, Email: info@pascaljewellery.com, Mon-Fri: 9AM-6PM PST). At the bottom, it says "© 2025 Pascal Imitation Jewellery. All Rights Reserved." followed by links to Privacy Policy, Terms of Service, Cookie Policy, and Sitemap.

USES:

- Displays brand logo, name, and tagline to reinforce brand identity.
- Provides social media links and supported payment icons for engagement and trust.
- Includes Quick Links, Customer Service, and Company sections for easy navigation.
- Shows contact information: address, phone, email, and working hours for user accessibility.
- Footer bottom features copyright and policy links for legal compliance and site-wide reference.

13.1 Document Summary and Final Notes

This section provides a consolidated summary of the User Guide, outlines its intended usage, and establishes the expectations for ongoing reference, maintenance, and future revisions.

13.1.1 Overview

This User Guide has been developed to serve as a comprehensive operational reference **Purpose of Section:** for all website features, workflows, and user interactions. It outlines the functional structure of the platform, provides process clarity for each module, and ensures that users can navigate the system confidently, efficiently, and without ambiguity.

The document covers all core areas including:

1. Product browsing and category navigation
2. Feature filtering and comparison tools
3. Product detail interaction
4. Visual gallery usage
5. Cart and wishlist functionality
6. Customer support access

Brand information and background

Each section has been written with an emphasis on clarity, accuracy, and end-user usability.

13.1.2 Intended Audience

This document is designed for:

- General customers browsing or purchasing products
- New users requiring onboarding assistance
- Support representatives who provide customer guidance
- Administrative or managerial staff evaluating user experience

It assumes no prior technical knowledge and is structured for users of all experience levels.

13.1.3 Document Reliability

All workflows and processes described in this manual are aligned with the current live version of the website at the time of publication. Any deviations, new features, or updates released after the documented version may not be reflected.

For the most accurate guidance, users are advised to ensure they are referencing the latest version of this guide.

13.1.4 Future Revisions

This document will undergo periodic updates to reflect:

- Newly added website features
- Structural layout changes
- Updated terminology or branding
- Policy updates (e.g., returns, warranties, privacy)
- Enhancements to platform functionality

Revision logs will be maintained in the **Document Control** section for traceability.

13.1.5 Final Notes

The brand remains committed to delivering a seamless and transparent user experience. This guide is part of that commitment, serving not only as a reference tool but as an assurance of quality, consistency, and customer support.

Users are encouraged to refer back to this guide whenever they require clarification or wish to explore the full capabilities of the platform.

14.0 Privacy Policy

14.1 Introduction

Pascal Imitation Jewellery (“we,” “our,” “the Company”) is committed to protecting the privacy and personal information of all users who visit or interact with our website. This Privacy Policy outlines how we collect, use, store, and safeguard your information.

14.2 Information We Collect

We may collect the following data:

Personal Information

Name, email address, phone number

Billing and shipping information

Account login details

Technical & Usage Data

IP address

Browser type & device details

Interaction logs (pages visited, time spent)

Cookies & Tracking Technologies

Session cookies

Preference cookies

Analytics cookies

14.3 How We Use Your Information

Your data is used to:

Process orders and provide customer support

Improve website performance and user experience

Personalize recommendations and promotions

Maintain security and prevent fraudulent activity

Send updates, alerts, and product information (with consent)

14.4 Data Protection & Security

We implement industry-standard encryption, secure servers, and access controls.

We **never sell** your personal data to third parties.

14.5 Third-Party Services

Some data may be shared with trusted partners solely for:

Payment processing

Order delivery/logistics

Website analytics

All third parties comply with international data protection standards (GDPR/DPDP compliance where applicable).

14.6 User Rights

You have the right to:

Request access or copies of your data

Request correction or deletion

Opt-out of marketing communications

Disable non-essential cookies

15.0 Refund & Warranty Policy

15.1 Refund Eligibility

Refunds may be issued under the following conditions:

The product arrives damaged, defective, or incorrect

The return request is filed within **7 days** of delivery

The product is unused, in original condition, and with packaging intact

Certain items may not be eligible for a refund (e.g., personalized pieces).

15.2 Warranty Coverage

All imitation jewellery items include a **30-day functional warranty** covering:

Manufacturing defects

Stone displacement issues

Detachment of components due to faulty assembly

Warranty does NOT cover:

Damage caused by misuse or negligence

Exposure to chemicals, water, or impact

Normal wear and tear

15.3 Refund Process

User submits a refund request with order ID and photos

Support team reviews the case (1–3 business days)

Approved refunds are processed to original payment method within **5–7 business days**

15.4 Exchanges

Exchanges are allowed only if the product is defective or incorrect.
Return shipping may be required depending on region.

16.0 Cookies & Data Use Policy

16.1 What Are Cookies?

Cookies are small text files stored on your device to enhance browsing experience and track preferences.

16.2 Types of Cookies We Use

Essential Cookies

Required for website functionality (login, cart, checkout).

Analytics Cookies

Used to understand user behavior, visits, and interactions.

Preference Cookies

Maintain your language, currency, and display preferences.

Marketing Cookies

Deliver personalized offers, promotions, or remarketing.

16.3 Why We Use Cookies

Improve navigation

Save user preferences

Track performance and detect issues

Personalize product recommendations

16.4 Cookie Consent

Users can accept, reject, or customize cookie preferences at any time via the onsite cookie banner.

16.5 Disabling Cookies

Users can disable cookies through browser settings, but some features may stop working (e.g., cart, compare tool).

17.0 Legal Documentation

17.1 Terms of Service (TOS) Compliance

By accessing, browsing, or using the Pascal Imitation Jewellery website or digital services, the User acknowledges and agrees to the following conditions:

Acceptance of Terms

The User confirms that they have read, understood, and agreed to comply with all terms, policies, and guidelines presented within this document and any additional rules displayed on the website.

Authorized Use Only

Users agree not to engage in any misuse or unauthorized access, including but not limited to data scraping, reverse engineering, or malicious activity intended to disrupt service operation.

Intellectual Property

All website content—including product images, descriptions, design
USER GUIDE FOR WEBSITE

layouts, code modules, and branding—is the sole property of Pascal Imitation Jewellery and is protected under applicable copyright and intellectual property laws.

Prohibited Actions

Users may not:

Upload harmful, fraudulent, or offensive content

Attempt to bypass security protocols

Reproduce or redistribute content without permission

Misrepresent their identity or intent

Accountability

Any violation of the Terms of Service grants Pascal Imitation Jewellery the right to restrict, suspend, or terminate user access without prior notice.

Amendments

Pascal Imitation Jewellery reserves the right to modify or update the Terms of Service at any time. Continued use of the platform signifies acceptance of updated terms.

18.0 User Support & Guidance

18.1 User Support Policy

Pascal Imitation Jewellery is committed to providing reliable and accessible user assistance. The following principles apply:

Availability of Support

Our support team is available through email, contact forms, or customer chat during official support hours.

Email: support@pascaljewellery.com

Response Time: Within 24–48 hours on business days

Scope of Support

Support is provided for:

Website navigation issues

Account and login problems

Assistance with placing or reviewing orders

Product comparison, wishlist, and gallery usage

Reporting errors or technical bugs

Clarifications regarding terms, policies, or product details

Limitations of Support

Support does *not* include:

Custom code modifications

Third-party plugin conflicts

Non-website-related personal technical issues

Requests that violate privacy, security, or legal restrictions

User Responsibilities

Users agree to:

Provide accurate information when contacting support

Refrain from abusive, threatening, or discriminatory behavior

Follow instructions provided by the support team

Privacy & Data Protection During Support

All shared data is handled in accordance with our Privacy Policy.

Support interactions are confidential and used solely for resolving user concerns.

Escalation Protocol

Issues requiring advanced investigation may be escalated to technical teams.

Standard escalation timeframe: **1–3 business days**

Critical issues prioritized immediately

Pascal Imitation Jewellery

User Guide

| Supervisor. SIR WAQAR AHMED | | |
|-----------------------------|-------------------|-----------------|
| Batch. 2506G1 | | |
| Group. (A) | | |
| Serial No. | Enrollment Number | Student Name |
| 1. | 1668218 | Mustufa hasan |
| 2. | 1668219 | Asharib atif |
| 3. | 1668210 | Ayesha siddiqui |
| 4. | 1668291 | Abdul salam |
| 5. | 1668299 | Inshara Rashid |