

S.E.S. POLYTECHNIC, SOLAPUR

Samrat Chowk, Solapur



C E R T I F I C A T E

This is to certify that the Following students of Computer Department

- | | | |
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| 2 Venkatesh Sudhir Soma | - | 2508 |
| 3. Prajwal Yallappa Sanade | - | 2509 |

has satisfactorily completed the micro-project titled **“UI/UX Design of a Modern Watch Brand Website – IZON”** in Subject **“UI/UX Design (314005)”** as prescribed by Maharashtra State Board of Technical Education, Mumbai for the Forth semester (K-Scheme) of Diploma in Computer Technology in academic year 2024 – 2025.

Date: / / 2025

Staff Incharge
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(Mr.Patil M.C)

Principal
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S.E.S. Polytechnic,
Solapur

- **Information :**

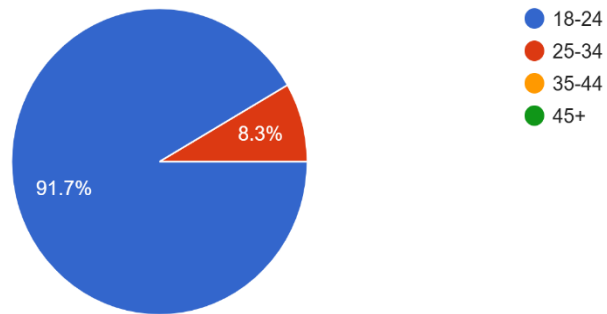
This report presents the design of an elegant e-commerce platform created for *Izon*, a premium watch brand that emphasizes timeless craftsmanship and modern design. The website is intended to deliver a seamless, luxurious shopping experience while showcasing a carefully curated selection of high-quality timepieces. Designed to reflect the brand's core values of precision, style, and individuality, the platform balances visual sophistication with practical usability. From the minimalist layout to the clean navigation structure, every design element is crafted to align with Izon's identity as a modern and refined lifestyle brand.

Aimed at fashion-conscious individuals, professionals, and watch enthusiasts, the website goes beyond basic functionality by offering an immersive product discovery journey. It features a fully responsive layout, intuitive filtering options, and personalized user flows to enhance engagement and simplify shopping. Visual elements such as high-resolution imagery, subtle animations, and a neutral color palette elevate the brand's presentation while maintaining fast performance across all devices. This report explores how thoughtful design and user experience principles were applied to build a platform that not only promotes the Izon brand but also redefines the digital watch shopping experience.

- **User Requirement Analysis :**

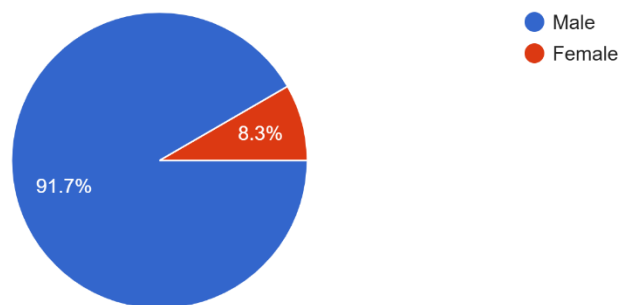
What is your age group?

12 responses



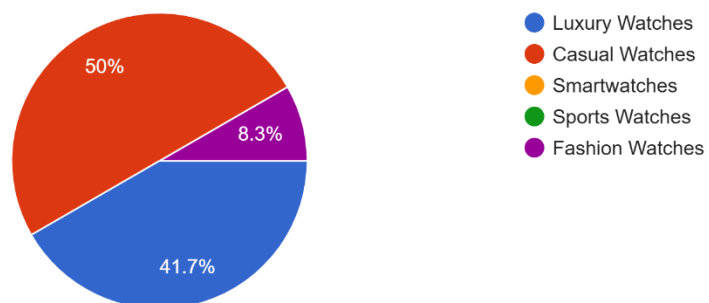
What is your Gender?

12 responses



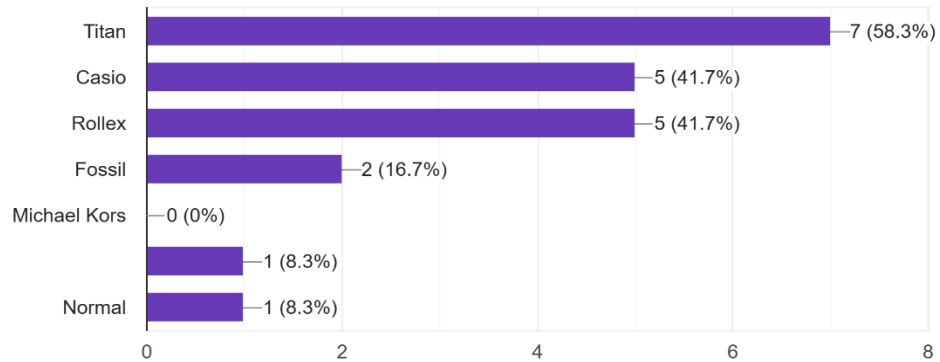
What type of watches are you most interested in purchasing?

12 responses



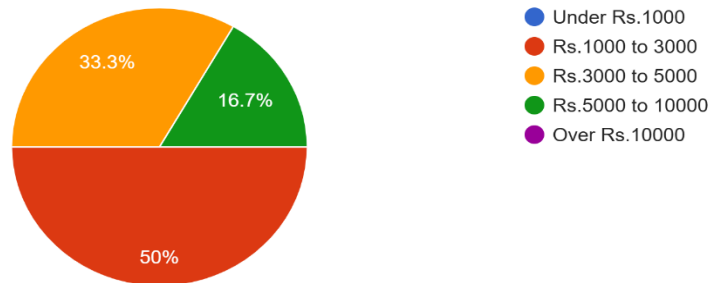
Which of the following brands do you consider when buying a watch?

12 responses



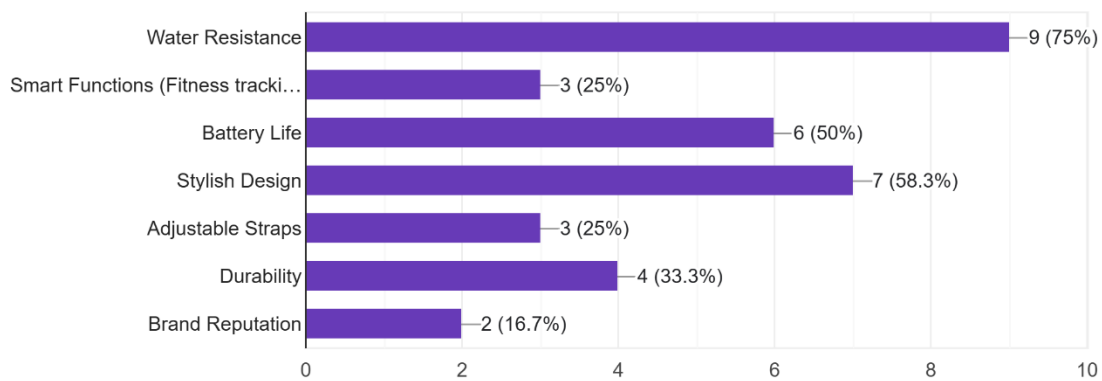
What is your preferred price range for a watch?

12 responses



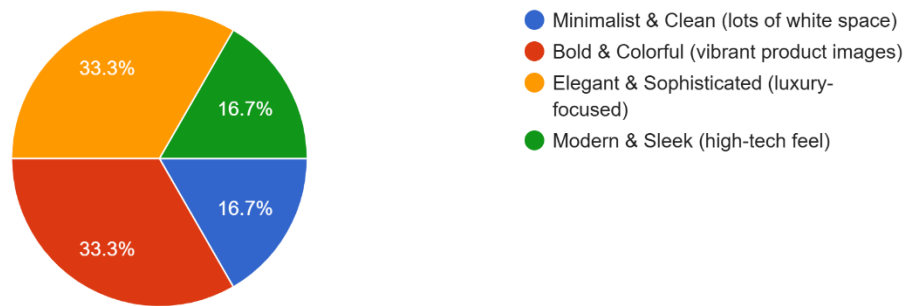
What features are most important to you when buying a watch? (Select up to 3)

12 responses



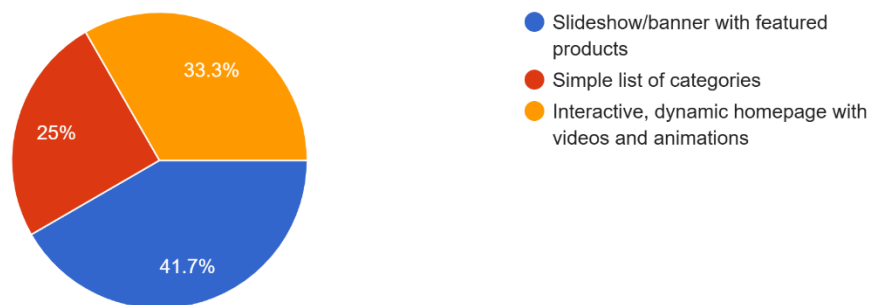
What style would you prefer for a watch shopping website?

12 responses



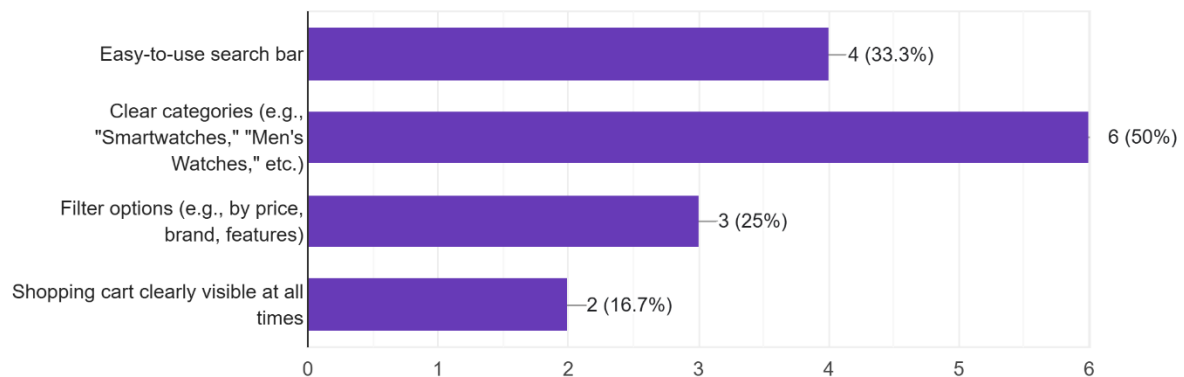
Which layout do you prefer for a homepage of a watch store?

12 responses



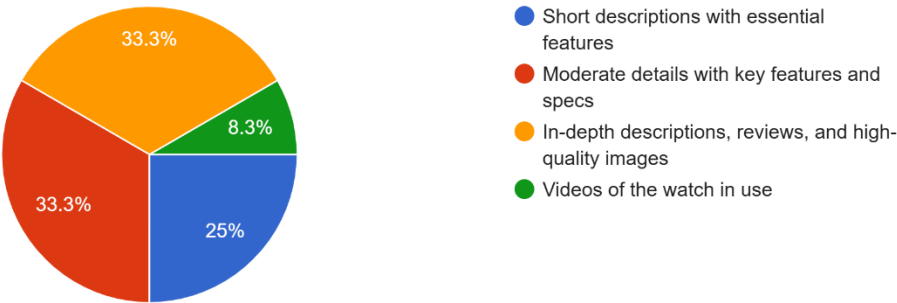
What is the most important feature you expect to find in the website's navigation?

12 responses



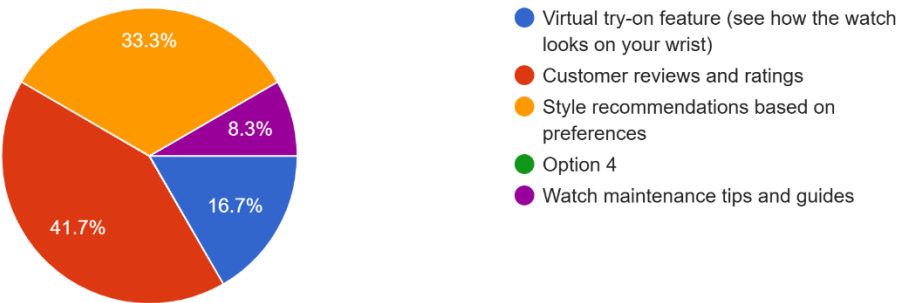
How detailed do you like the product information to be when browsing a watch?

12 responses



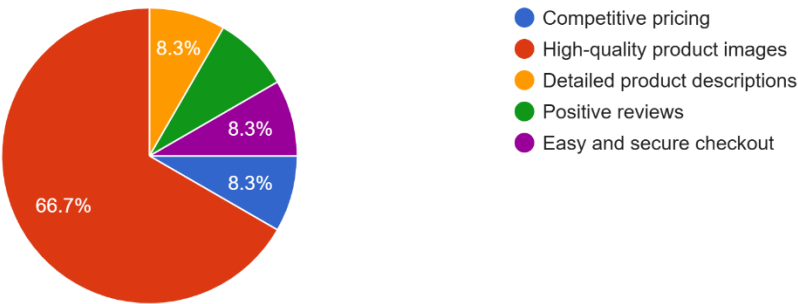
What additional features would you like to see on a watch shopping website?

12 responses

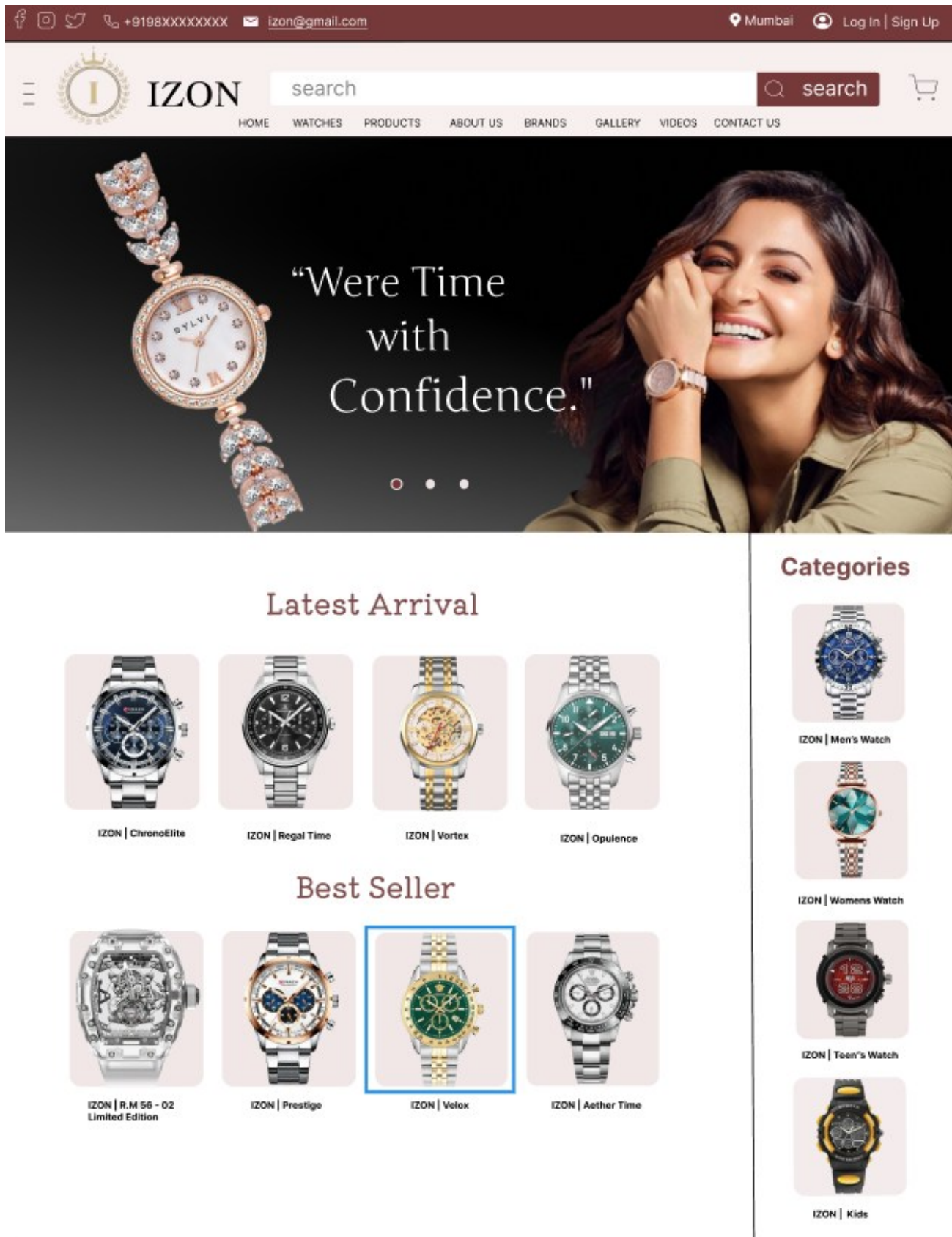


What's the most important factor when deciding to buy a watch online?

12 responses



- Images of Website :



ABOUT US



At IZON, we believe a watch is more than just a timepiece—it's a statement of style and precision. Our collection blends craftsmanship with innovation, offering premium watches for every occasion. With a focus on quality and affordability, we bring you the best from top brands, ensuring a seamless shopping experience. Experience precision. Embrace style. Discover IZON.

Ratings!



John



"Absolutely love my watch! The selection is top-notch, and the website is so easy to navigate."



James



"Great watches at great prices! Only wish there were more color options for some models."



Sarah

"Solid experience, happy with my purchase! The delivery was a bit slow, but the watch is worth it."



Mike



"The watch I bought looks amazing and is of great quality. Will definitely recommend."

Give Yours?

Here!

GALLERY



Check Your LUCK !

You've got nothing to lose and everything to gain! Spin the wheel for a chance to win amazing discounts, exclusive offers, and even free gifts. The wheel is waiting for you!

Take a chance! Who knows? Your next spin could be your biggest win yet!

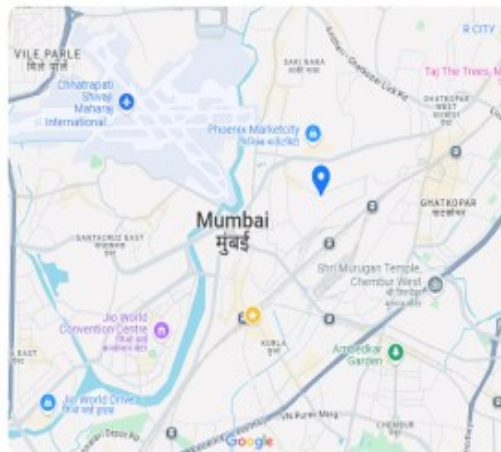


✨ Spin Now and Check Your Luck! ✨

CONTACT US



FIND US



Our Office Address

IZON Store
123, Prestige Tower, MG Road, Andheri East,
Mumbai - 400093, India.

General Enquiries

izon@gmail.com

Call Us

+91-98XXXXXXX

Our Timing

Mon - Sat : 10:00 AM - 07:00 PM

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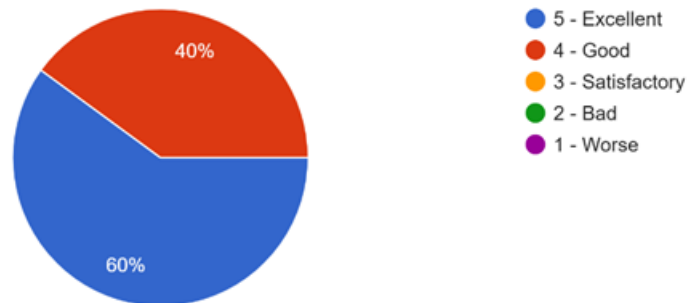
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- **User Feedback Analysis:**

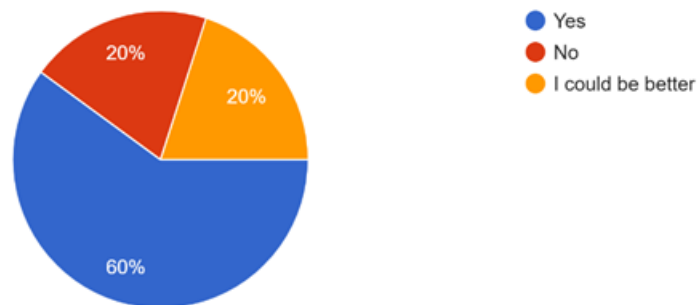
How would you rate your overall experience on our website?

5 responses



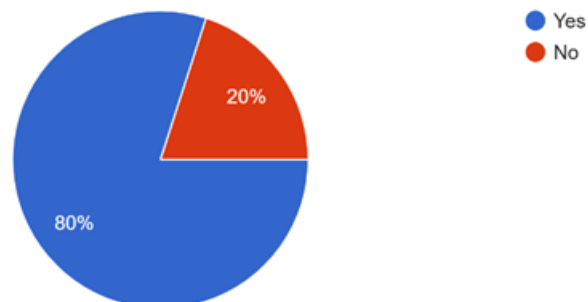
Are the fonts and colors comfortable to read?

5 responses



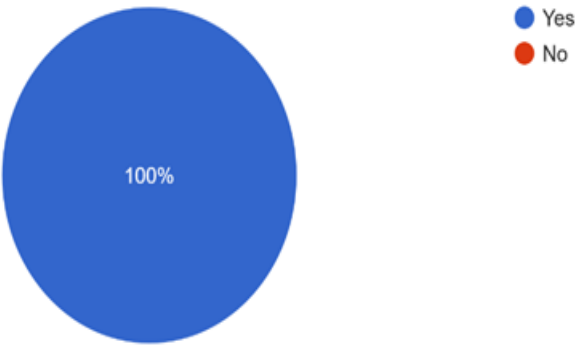
Was it easy to find what you were looking for?

5 responses



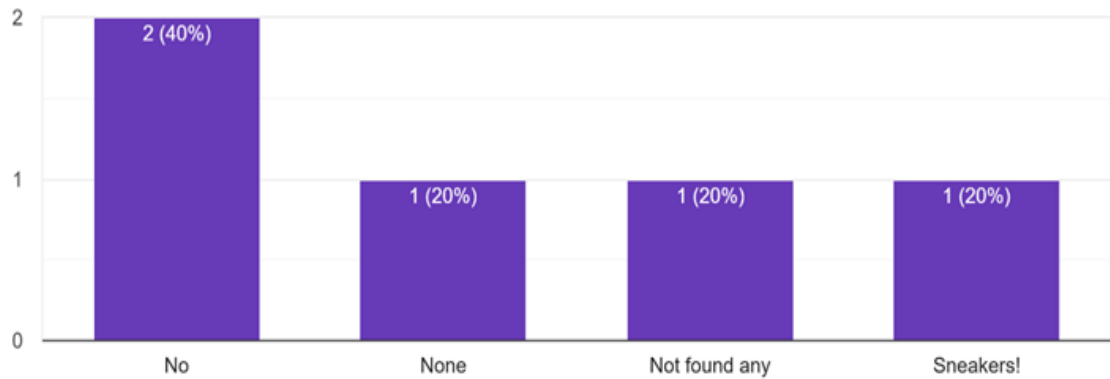
Did the website load quickly?

5 responses



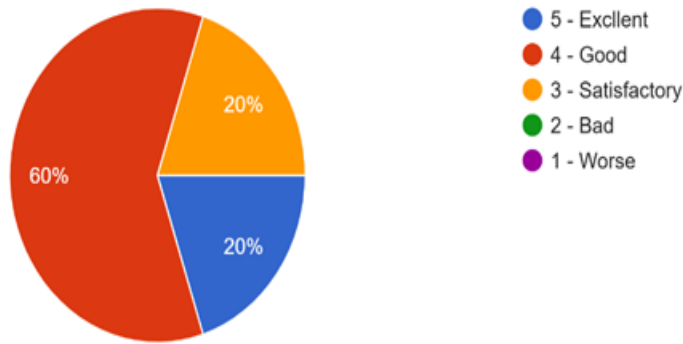
Any areas where you felt lost?

5 responses

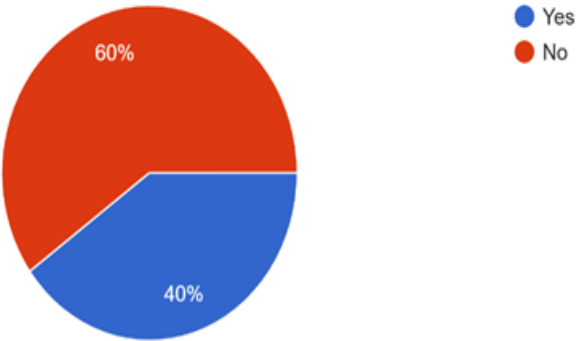


How easy was it to browse and buy products?

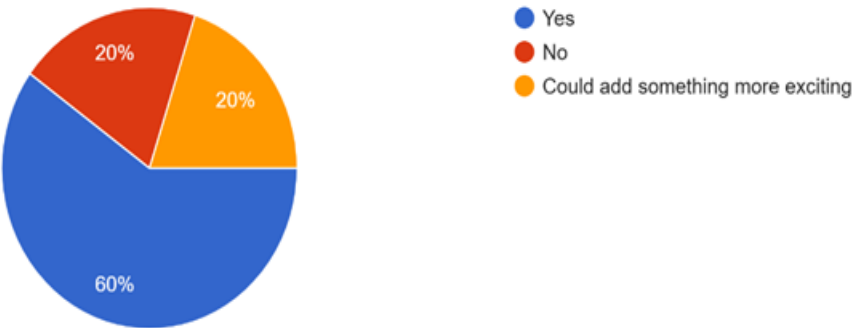
5 responses



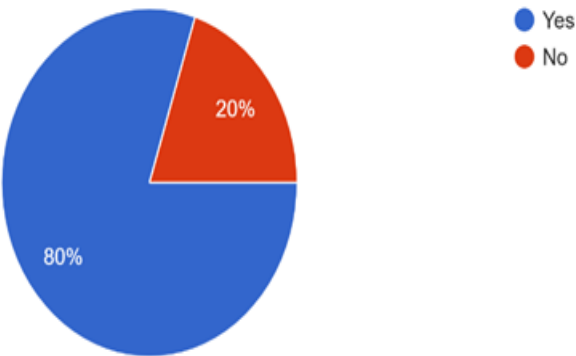
Any issues with the cart or checkout?
5 responses



Did you like our gamification features?
5 responses



Would you recommend our store to others?
5 responses



- **Conclusion**

In conclusion, the Izon e-commerce platform successfully combines sophisticated design with a seamless shopping experience, offering more than just a place to purchase watches. By fusing modern aesthetics with user-friendly features, the website serves as a digital destination where style, precision, and functionality meet. The clean, minimalistic design and intuitive navigation ensure that users can browse effortlessly, whether they're using a desktop or mobile device.

With features like personalized recommendations, secure payment options, and an easy-to-use cart system, the platform promotes long-term engagement and satisfaction. This project highlights how thoughtful design and a deep understanding of the target audience can elevate an e-commerce website into a unique shopping experience. Ultimately, the Izon platform is not just about selling timepieces—it's about offering a luxury experience that matches the quality and craftsmanship of the watches themselves.

(Ms.V.C.Zadbhuke)

Name and Sign of Faculty