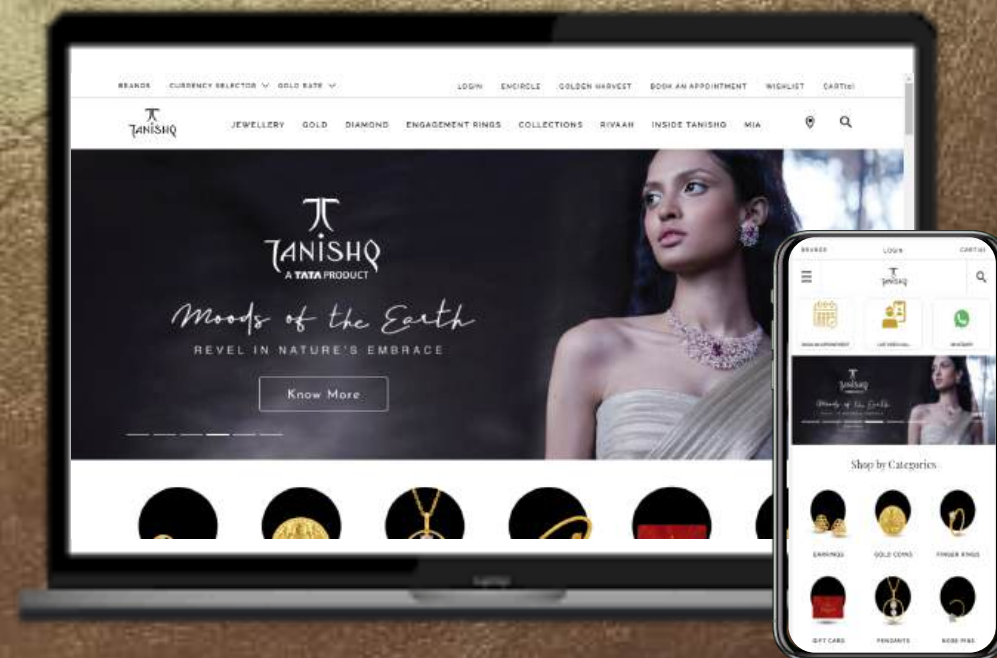**Design Properties Experience Assessment Website and Mobile Application**

August 2022

The asks…

Digital is growing. How do we take it to the Next level?

- Drive repeat visits and purchase
- Create Personalized shopping experience
- Provide store like experience
- Easy to find and locate what customer needs
- Quick checkout
- Benchmark against International Experiences
- How to increase confidence on high value purchase
- Provide omnichannel experience
- How do we get the seamlessness from online to offline
- Enable the Digital Capabilities Internationally

Our Approach

- **Coupled Approach**
  Functional Assessment + Design Assessment

- **Customer Journey**
  Understanding and Defining the omnichannel Customer Journey (considering post Covid Customer Expectations and Demands)

- **Best In Class**
  Benchmark features, journey and Experience Design
  Inspiration from Similar and Diverse Industries – National and International
  Joint Ideation to be Industry Leading

- **Roadmap**
  Jointly arrive at an Experience Roadmap Plan

Design Evaluation

START OF PROJECT	LAYING THE CORNER STONE OF THE PROJECT	END OF PROJECT

DISCOVER

Context of Current Digital Landscape

- Stake holder interviews
- Heuristic evaluation
- Competitor Analysis
- Usability testing (As is)
- Insights & Recommendations
- Defining scope

Your Need

DEFINE

Design Strategy

- Personas
- Customer Journey Maps
- Brainstorming
- Information Architecture
- Work-flows
- Wireframing
- Rapid prototyping

Your Goal

DESIGN

Digital Branding Identity

- Iterative design
- User interface design
- Pattern libraries
- Reusable components

Your Eco-system

DELIVER

GTM Support

- Validate Design
- Assets
- Channels
- Accessibility compliant
- Design System

Your Augmented Digital Presence

User Experience Research

For Tanishq's web and mobile app

PHASE 1 - DISCOVER

Heuristic Evaluation

For Tanishq's web and mobile app

PHASE 1 - DISCOVER

Evaluation **Methodology**

10 Heuristic **Principles we have used for our evaluation**

Visibility

- Keeping the user informed
- Appropriate feedback
- Reasonable time frame

Control   Trust

Learnable

Mapping

- Users language
- Jargon-free
- Logical content

Relatable   Intuitive

Control & Freedom

- Undo & redo
- Clear exits

Discoverable

Consistency

- Internal Consistency
- Industry Conventions

Low Cognitive Load

Error Prevention

- Error prone areas
- Alerts and warnings
- Confirmations

Confidence

Recognition

- Help in context
- Information recall
- Reasonable time-frame

Memorable   Familiar

Flexibility

- Accelerators
- Personalisation
- Customisation

Free will   Individual

Minimalism

- Essential UI
- Content prioritisation

Focus

Error Recovery

- Traditional error messages
- Solutions

Responsible

Help & Documentation

- Search
- Contextual Documentation

Findable   Facile

Based on NN Group & Jakob Nielsen's parameters

EVALUATION INSIGHTS

Evaluation findings: **W3C Compliance**

Heuristic Issue — **Minimalism I Consistency**

Severity Level — **P1** Usability Catastrophe (Imperative to fix)

Observations
- Background colour to the text makes it difficult to read and access the information.Content not visible, fails W3C compliance.
- Visibility of text hampers the accessibility of the user.
- Contrast for mobile application icon not readable.

Impact

Focus	**Low Cognitive Load**

Recommendations
- Color contrast needs to be resolved for better readability.
- Compliance standards should be maintained to make a strong & enhanced digital presence)

Evaluation findings: **Homepage**
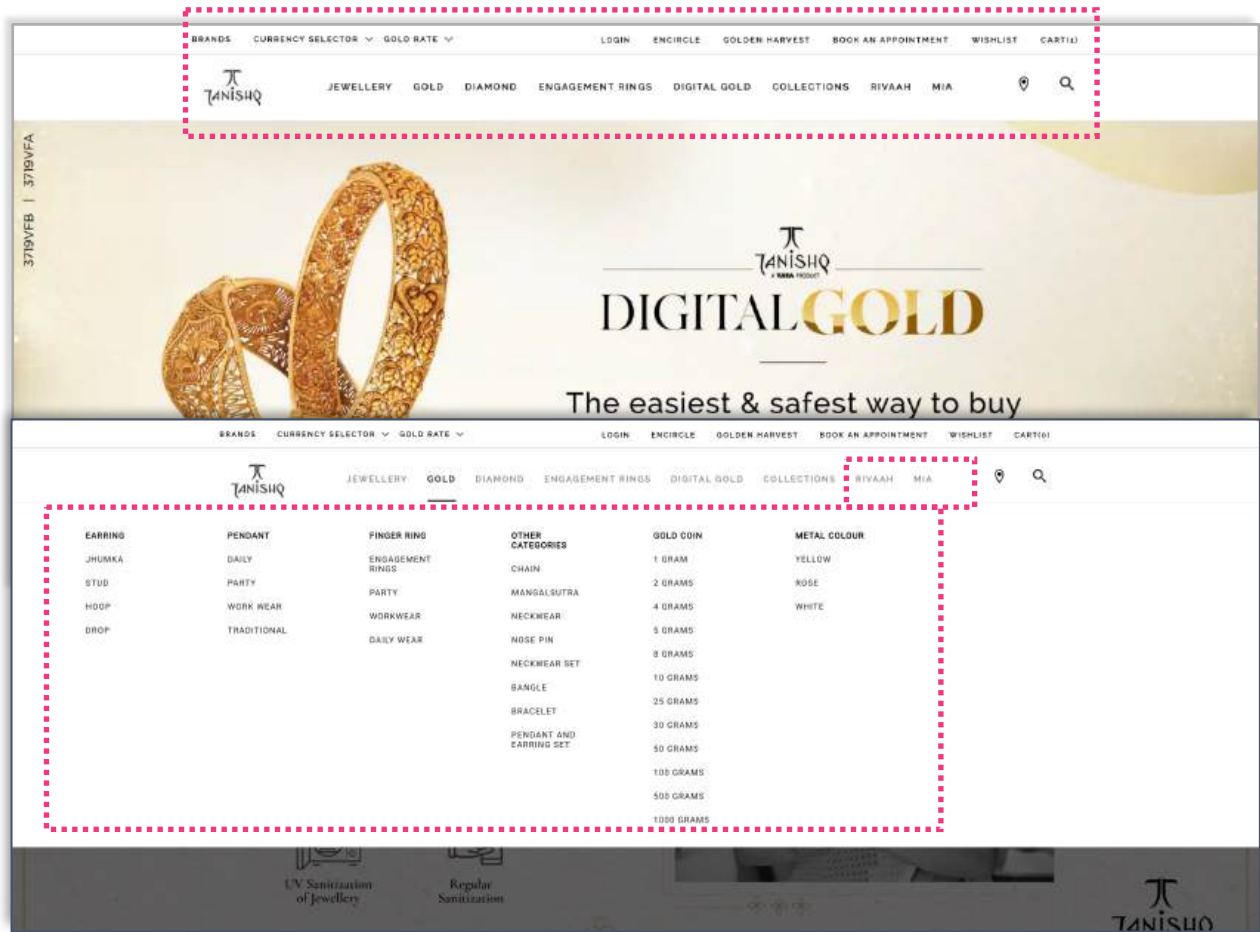
Location
Primary & Secondary Navigation

Heuristic Issue
Visibility | Flexibility & efficiency

Severity Level
P1 Usability Catastrophe (Imperative to fix)

Observations
- **Multiple** user journeys for a product, **selection paralysis in menu difficulty making a decision when faced with many options**
- **Relative taxonomy** for collections missing.
- **Multiple scrolls required** to reach the expected page/result.

Impact
Control **Learnable**

Recommendations
- Relative taxonomy paired with menu categorization will promote having fewer options
- Using **relevant terminology** for categories and collections will determine the desired path.
-

Evaluation findings: **Product Detail Page**
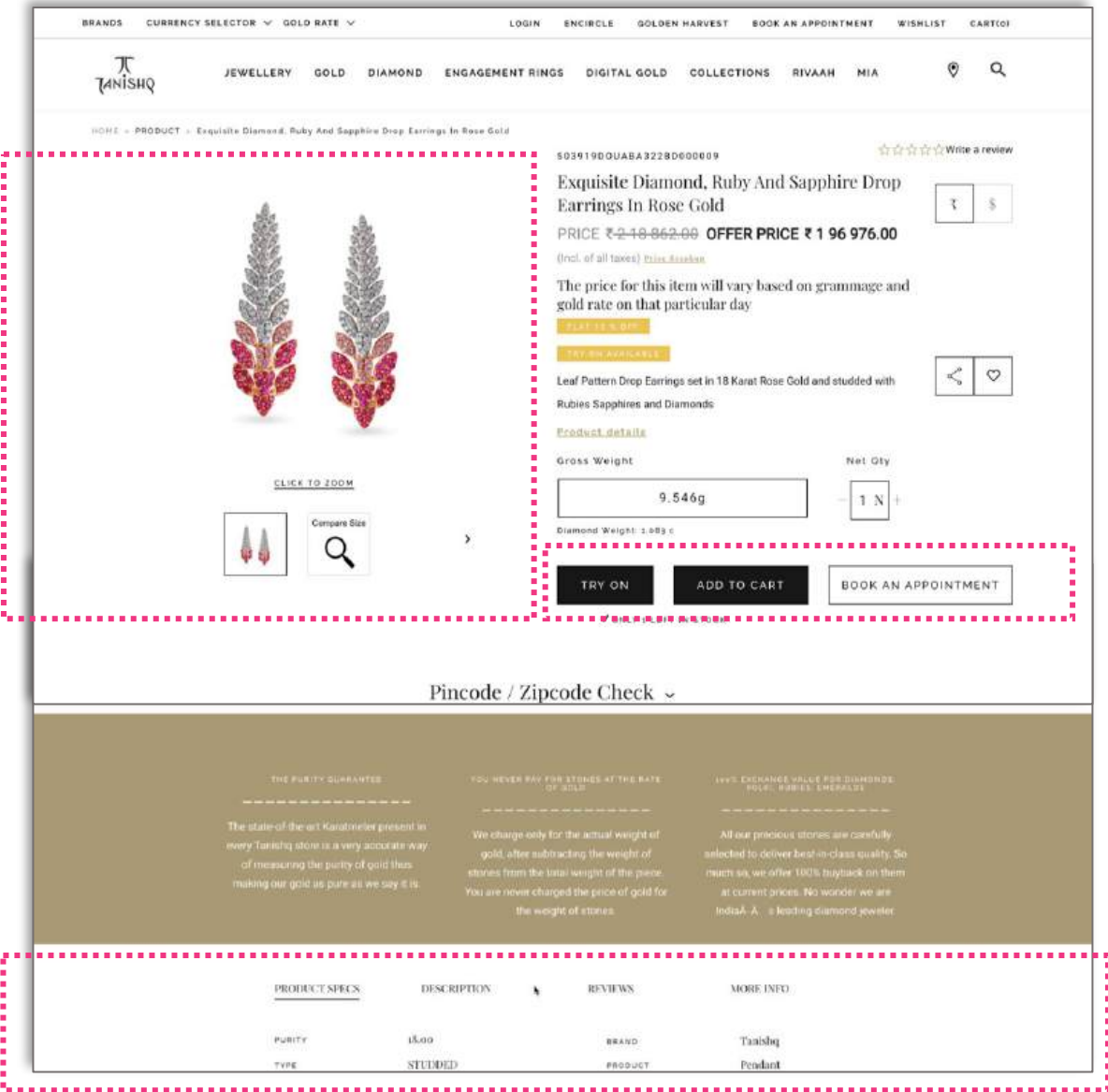
Location

Product Detail Page

Heuristic Issue

Help & documentation | Flexibility and efficiency

Severity Level

P1 Usability Catastrophe (Imperative to fix)

Observations

- Variety of options to chose from the product listing page.
- Try-on and add to cart are highlighted and catch attention.
- Inadequate product images and inaccessible product information contribute to low-value propositions
- The absence of help/documentation for the users may result in fewer conversions

Impact

Findable   **Free will**

Recommendations

- 360-degree view, rollover hyper zoom, and intricate product videos will aid in providing better insights into products
- Prioritization of the Information Hierarchy to improve the overall merit of the description
- Matching journey to user's mental model: Add to bag/tray

Evaluation findings: **Rivaah**
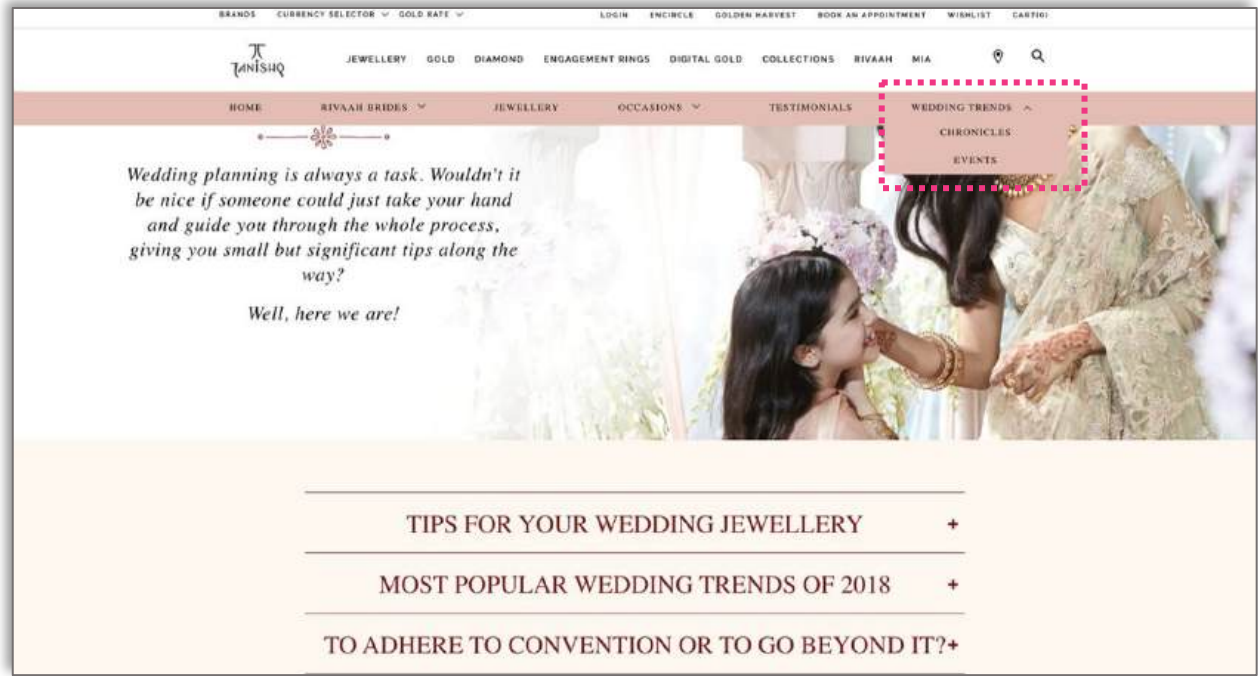
Location	**Rivaah > Occasions, wedding trends**
Heuristic Issue	Visibility of system status
Severity Level	**P1** Usability Catastrophe (Imperative to fix)
Observations	• Rivaah page has festive look and feel, attractive imagery, engaging trivia. • Given the outreach of Tanishq's products in the wedding and occasions industry, these categories are given **low priority with incorrect terminology** and **absence of links** that could lead to optimal conversions (shopping, product page, etc..)
Impact	**Control** **Learnable**
Recommendations	• Displacing '**Wedding jewelry collections**' on the main navigation to provide more emphasis will increase conversions. • **Category–wise product listing** pages can help in findability.

Evaluation findings: **Homepage Search**
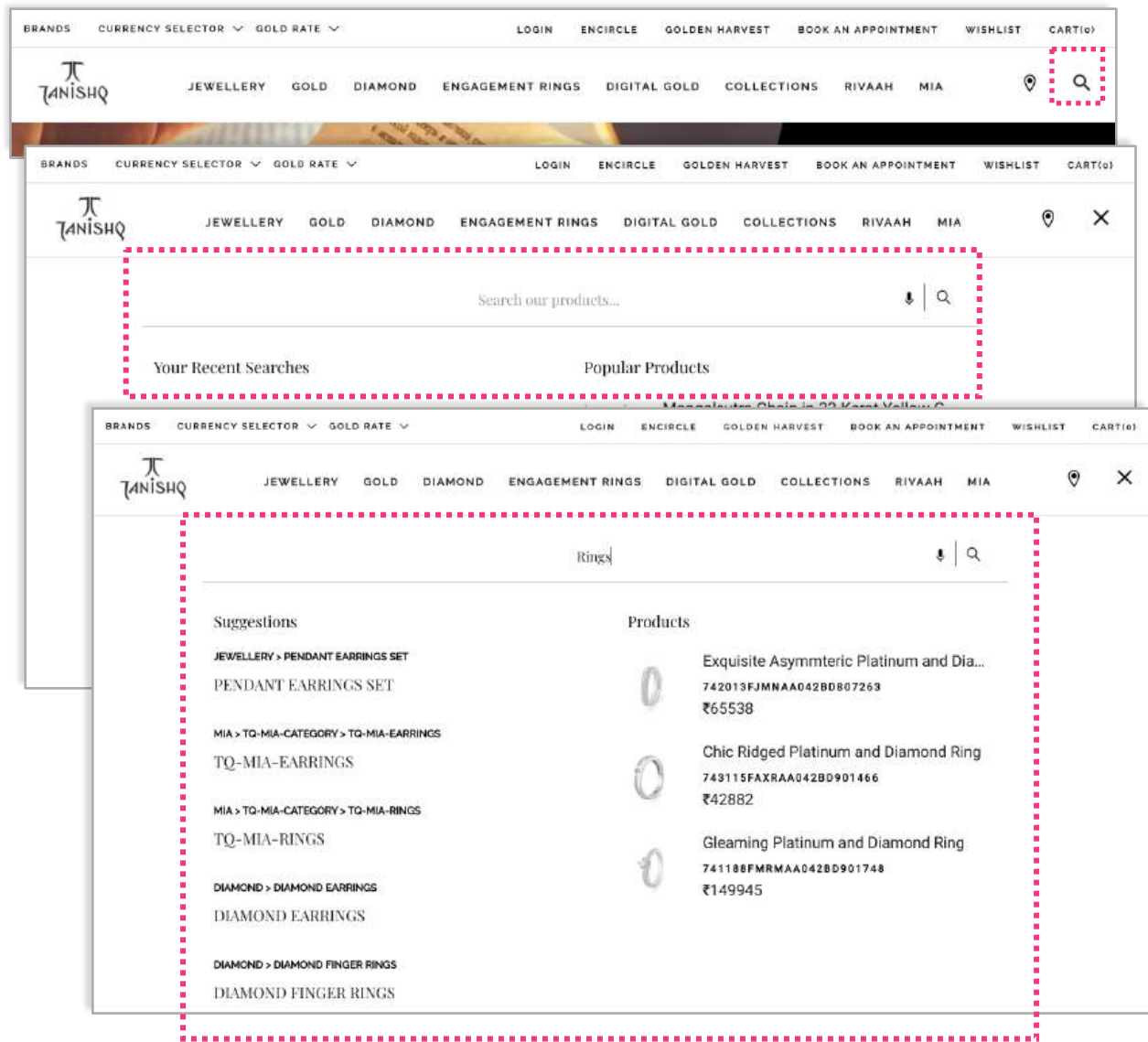
Location	**Homepage > Search Result Navigation**
Heuristic Issue	Consistency | Visibility of system status
Severity Level	**P1** Usability Catastrophe (Imperative to fix)
Observations	• Search icon identified easily
	• Voice search is a good to have feature.
	• **Search feature lacks the intuitiveness** and hinders visual flow with an expanded search bar
	• **Confusing breadcrumbs** in search results
Impact	**Control** **Cognitive Load**
Recommendations	• **Fewer clicks with a prominent search bar** which should offer predictions, auto-suggest, and product thumbnail images in 'results' **to enhance the ease of use**

Evaluation findings: **Search Result**

Location	**Search Result**
Heuristic Issue	Visibility of system status I Flexibility and efficiency
Severity Level	**P1** Usability Catastrophe (Imperative to fix)
Observations	• Recent search history and popular search upfront. • Unclear search results and technical jargon leads to misinterpretations • Without imagery and product/category suggestions – search is unusable
Impact	**Control** **Learnable** **Individual**
Recommendations	• For the search to serve its purpose, thumbnail image, product name, and category should be present for every result

Summary of Findings

Findings Summary

- 🔴 Usability Catastrophe (Imperative to fix)
- 🟠 Major usability problem (High priority)
- 🟤 Minor usability problem (Low priority)
- 🟡 Not a usability problem
- ⚪ Cosmetic problem
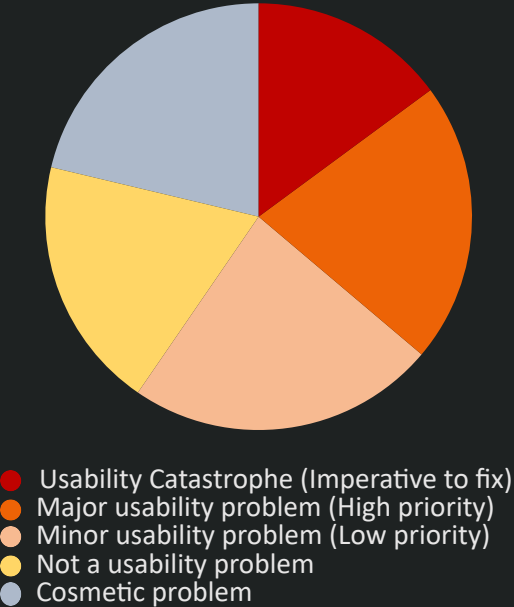
User Control- impacted through inconsistent button actions and missing information hierarchy.

Accessibility- for features like try-on, dynamic search are not adequate.

Personalization- based on recent search history missing. Recommended for you products do not match the previous journey.

Customer support- available through chat on homepage but missing on critical journeys like display page and checkout journey.

Visual Language- inconsistent for iconography. Lack of high quality and hyper realistic images to make an informed buying decision.

Broken Journey- observed on multiple pages (e.g.: registration process in mobile app, digital gold home, collection journey)

Competitor Analysis

For Tanishq's web

PHASE 1 -
DISCOVER

OUR **COMPETITORS**

Tanishq **Competitors**

National

PC Jewellers

Candere

Bluestone

Mellora

Caratlane

International

Tiffany & Co

H Samuel

Pandora

QUALITATIVE ANALYSIS

Competitor **Analysis**

Parameters

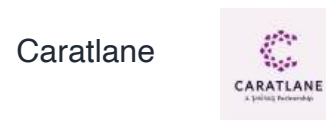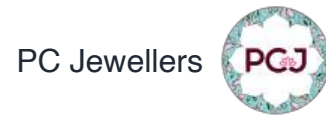**1) Usability :** | Easy to use forms | Auto Suggest | Menu | Navigation | Layout | Legibility | Readability | Findability | Taxonomy | Interactions | Responsiveness

2a) Website Features: | AR/ VR Experience | Online Jewellery Customization | Jewellery engraving | Try at home | 360 photography/ video | Similar designs/ product | | Pin-code based services & product | Product detail & description | Product compare | Quick delivery | Hover to zoom | Tooltips | Google lens search | Size guide | Search performance | Customer Reviews | Wishlist | Lazy loading | Shop by image (look on model/ person) |

2b) Key pages : | Login/ signup | Gift page | About us/ Brand story | Offer sale | Schemes | Customer support | Digital wallet |

2c) Branding: | Visual language | Image quality | Story telling | Advertisements | Social media | Blog/ Channels |

Rating Scale

10-9: Excellent	Rating 8-7: Good	Rating 6-5: Average	Rating 4-3: Below Average	Rating 2-0: Needs work / NA
This feature feels consistent across platform and exceeds the UX expectation	This feature works well and with some work, it would be made great	This feature has some issues, but with some work, it could meet user needs	The feature is not usable, and users aren't getting what is expected	The feature is a concern or missing, and users aren't getting what they need

Qualitative Analysis Overview

Usability parameters - Based on TCS & NN group

Legend: TANISHQ · PC JEWELLERS · CANDERE · BLUESTONE · MELLORA · CARATLANE · TIFFANY · PANDORA · H SAMUEL

Categories: Easy to use forms · Auto suggest · Menu · Navigation · Layout · Legiblity · Readability · Findability · Taxonomy · Interaction · Responsiveness
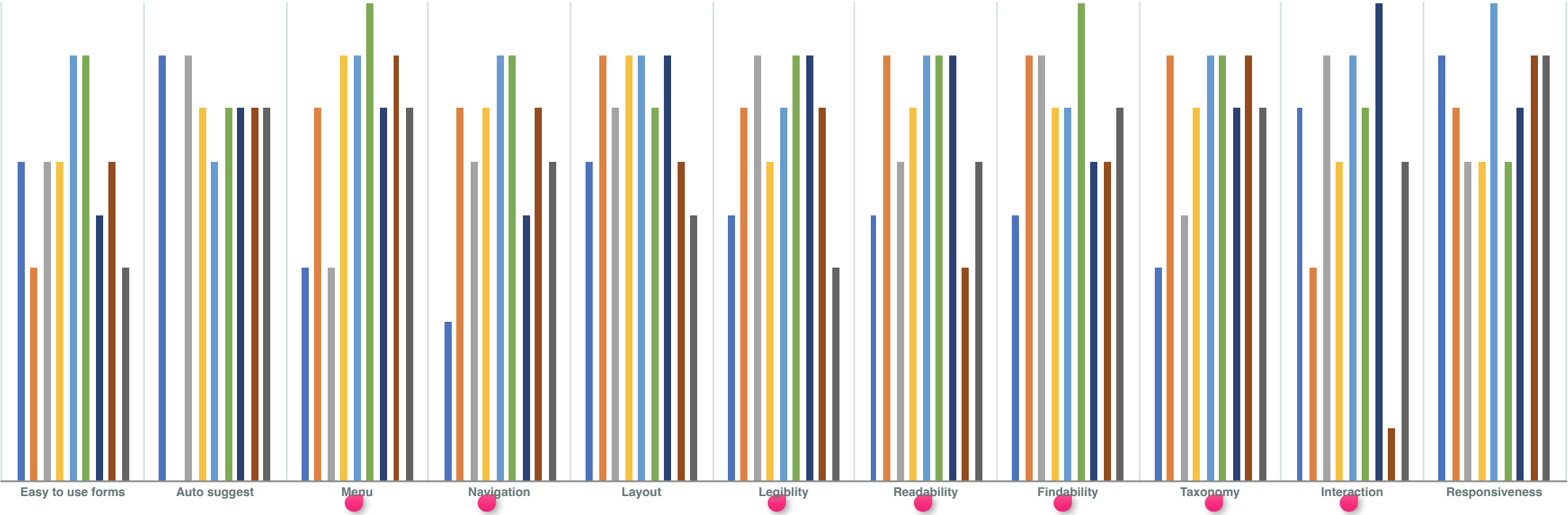
● Parameter where Tanishq is 5 or below and needs improvement

Qualitative **Analysis Overview**
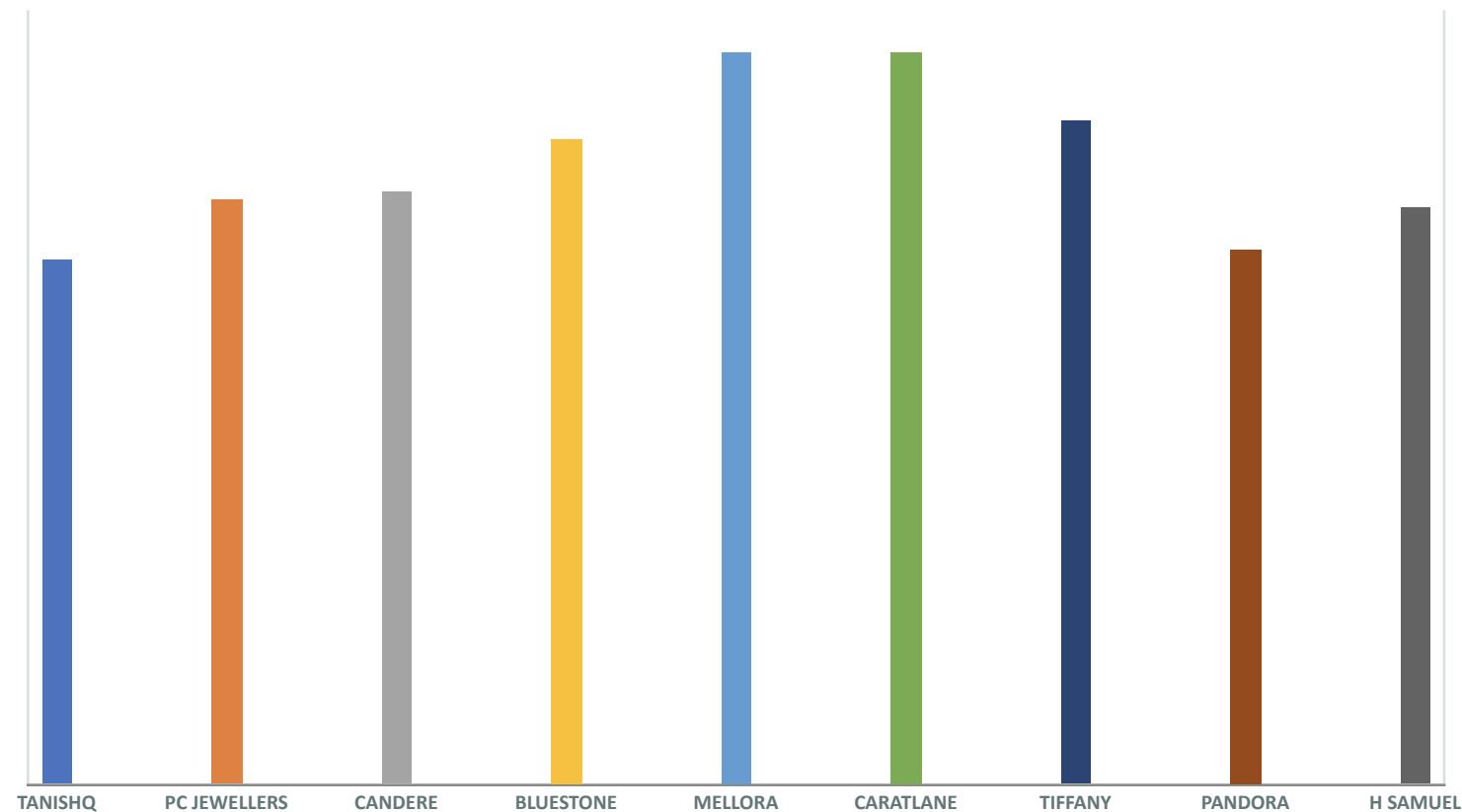
Based on our analysis, **Mellora and Caratlane** are ahead nationally and internationally when it comes to usability, accessibility and findability aspects of UX, followed by **Tiffany & Co.**

Qualitative **Analysis Overview**
Website Features

CATEGORY	FEATURE/FUNCTIONALITY	TANISHQ	PC	CANDERE	BLUESTONE	MELLORA	CARATLANE	TIFFANY	PANDORA	H SAMUEL	RECOMMENDATION
Feature / Functions	AR/VR Experience	6	N.A.	7	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	Must have
	Online Jewellery customisation	N.A.	6	8	8	2	N.A.	N.A.	N.A.	N.A.	Must have
	Jewellery engraving	N.A.	N.A.	8	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	Good to have
	Try at home	N.A.	4	N.A.	8	N.A.	N.A.	N.A.	N.A.	7	Good to have
	360 photography / Product video	5	6	8	9	7	N.A.	N.A.	N.A.	N.A.	Must have
	Similar designs/ product	4	8	8	N.A.	8	9	9	4	7	Good to have
	Pin code - product & services	N.A.	N.A.	N.A.	N.A.	N.A.	9	N.A.	N.A.	N.A.	Must have
	Product detail & descriptions	8	7	7	8	7	7	6	4	6	Good to have
	Product compare	5	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	Good to have
	Quick delivery	N.A.	5	N.A.	7	7	N.A.	N.A.	N.A.	N.A.	Good to have
	Hover to zoom	N.A.	8	8	8	8	4	9	6	N.A.	Must have
	Tooltips	N.A.	7	7	5	5	5	N.A.	N.A.	N.A.	Must have
	Image search/ google lens	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	6	Good to have
	Size Guide	6	7	9	5	7	4	8	7	6	Must have
	Search performance	8	7	7	6	6	7	7	7	5	Good to have
	Customer Reviews	2	6	2	N.A.	N.A.	9	N.A.	N.A.	8	Good to have
	Wishlist	3	8	6	7	6	8	6	7	N.A.	Good to have
	Lazy loading	N.A.	7	7	8	8	9	N.A.	7	N.A.	Should have
	Shop by image (looks on model / person)	N.A.	N.A.	7	N.A.	N.A.	N.A.	7	N.A.	N.A.	Should have

Qualitative **Analysis Overview**

Website Features

CATEGORY	FEATURE/FUNCTIONALITY	TANISHQ	PC	CANDERE	BLUESTONE	MELLORA	CARATLANE	TIFFANY	PANDORA	RRECOMMENDATION
Key Pages	Login/ Signup	7	6	5	7	7	9	7	6	Should have
	Gift page	N.A.	N.A.	7	N.A.	8	7	7	7	Must have
	About Us/ Brand philosophy	N.A.	4	7	7	7	5	8	4	Should have
	Offers/Sale	N.A.	N.A.	7	N.A.	N.A.	N.A.	N.A.	8	Must have
	Schemes	9	6	4	5	7	N.A.	N.A.	N.A.	Should have
	Customer support	7	6	7	7	6	9	5	5	Must have
	Digital wallet	N.A.	N.A.	7	N.A.	N.A.	N.A.	N.A.	N.A.	Should have
Branding	Visual language	5	7	7	9	8	9	9	4	Should have
	Image renders	6	8	9	8	7	8	7	7	Must have
	Story telling	4	6	6	7	7	7	9	6	Should have
	Advertisements	8	7	5	5	6	N.A.	N.A.	8	Should have
	Social media	6	7	8	7	7	7	7	7	Should have
	Blogs/ Channels	6	5	4	9	7	7	7	8	Should have

Must Have **Recommendation**

CATEGORY	FEATURE/FUNCTIONALITY	TANISHQ
Website Feature	AR/VR Experience	Available but needs improvement
	Online Jewellery customisation	Not Available
	360 photography / Product video	Not Available
	Pin-code - product & services	Not Available
	Hover to zoom	Not Available
	Tooltips	Not Available
	Size Guide	Available but needs improvement
Branding	Image render	Available but needs improvement
Website Page	Gift page	Not Available
	Offers/Sale	Not Available
	Customer support	Available but needs improvement

Reference for **Website Feature**
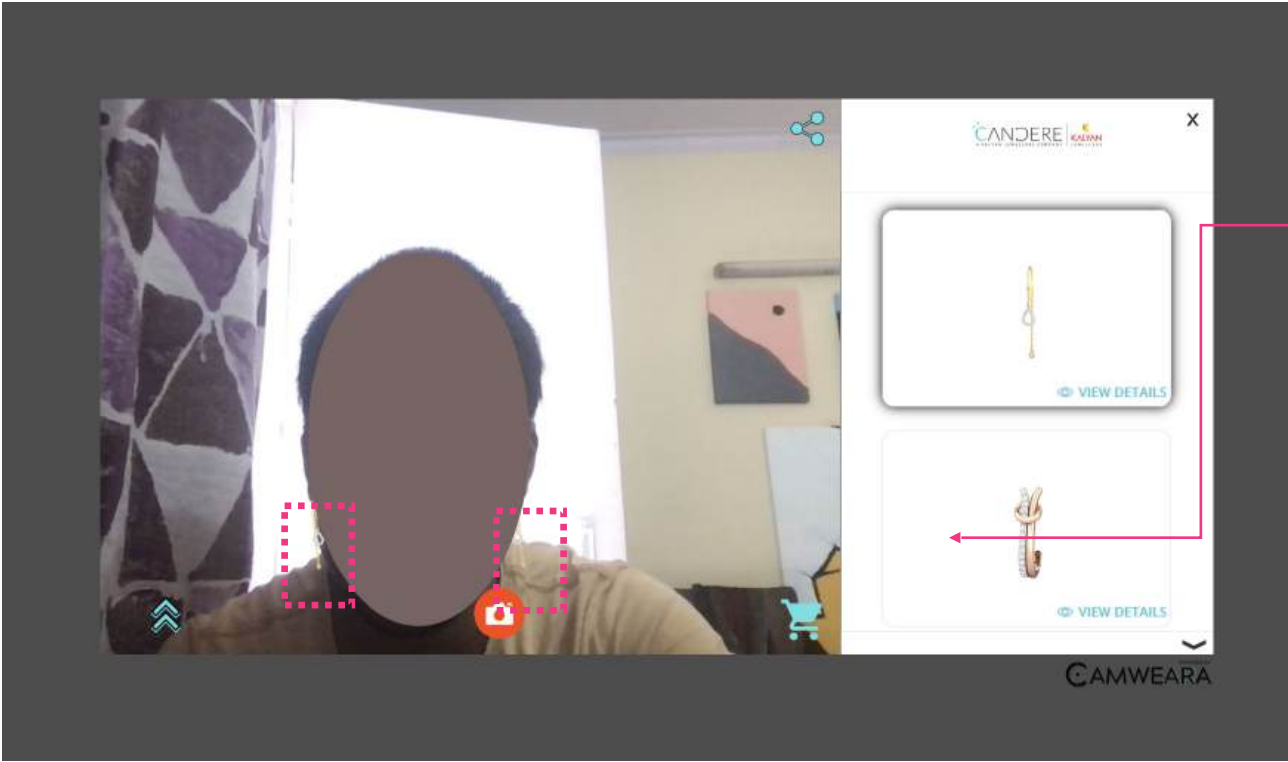
| Feature	**AR/VR Experience**
Brand reference	CANDERE
Feature Detail	Right Pane should be less cluttered with product options and user controls

Currently not available in Tanishq as well as Candere but feature of background blur or grey scaling in AR mode will increase product texture and color visibility. Also customized skin color and body shape diagram.

Reference for **Website Feature**
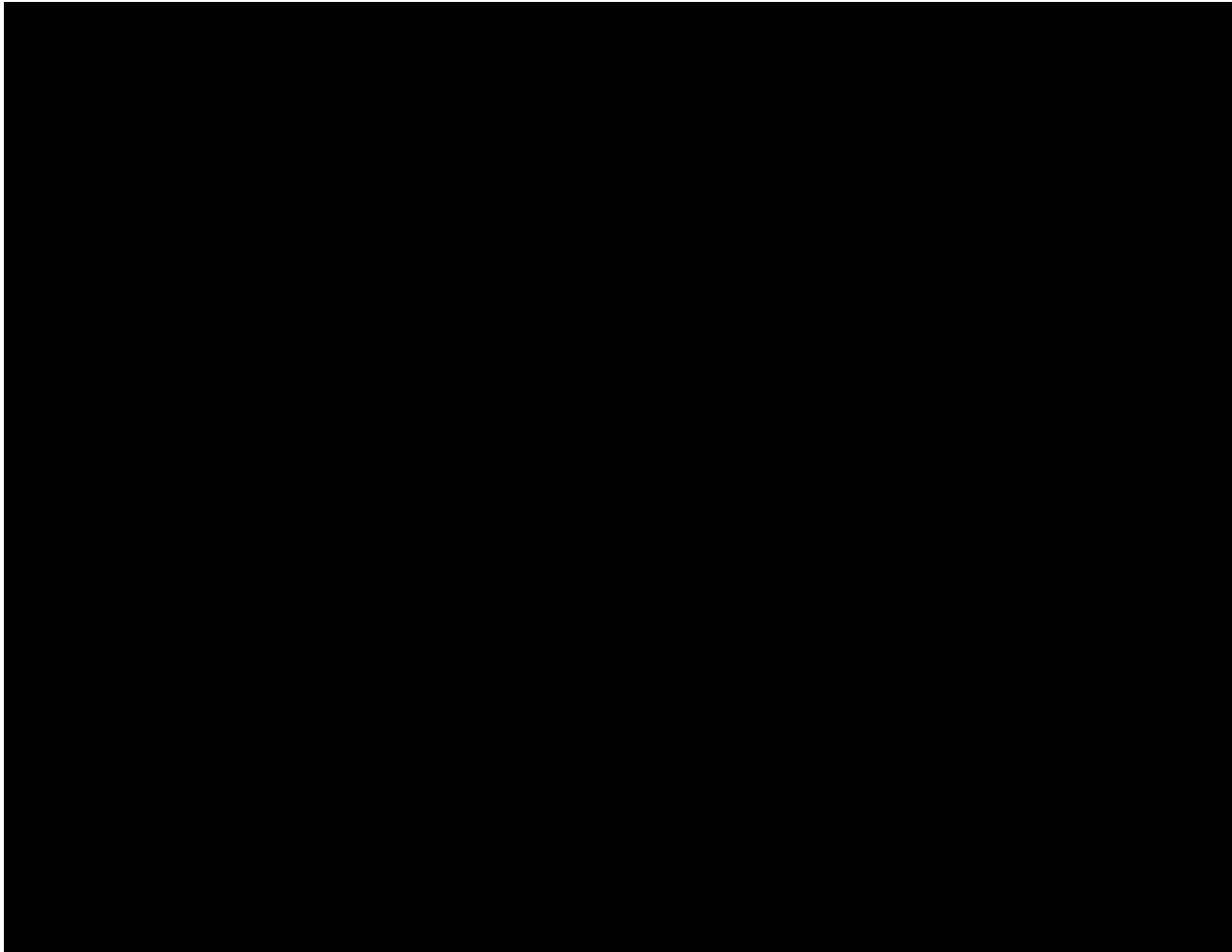
|	
Feature	**Image quality / Render**
Brand reference	BLUESTONE, DAVID YURMAN
Feature Detail	Hyper realistic renders and images give user confidence to have a clear understanding of how it would look in real life.

Inspiration for **Website Feature**
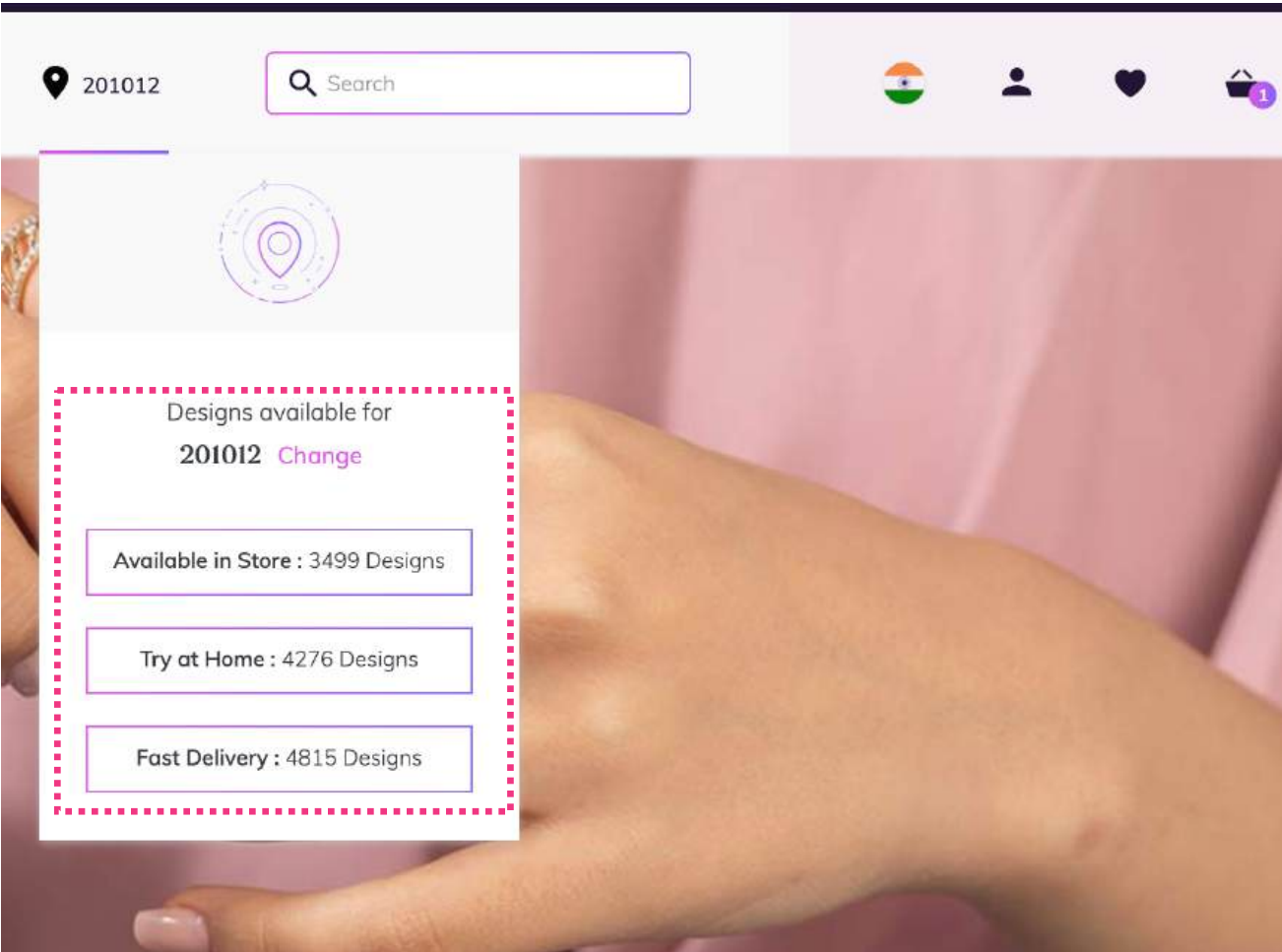
Feature	**PIN based- product & Services**
Brand reference	CARATLANE
Feature Detail	At homepage, allowing to browse products and services which are available in that location/ pincode

Reference for **Website Feature**
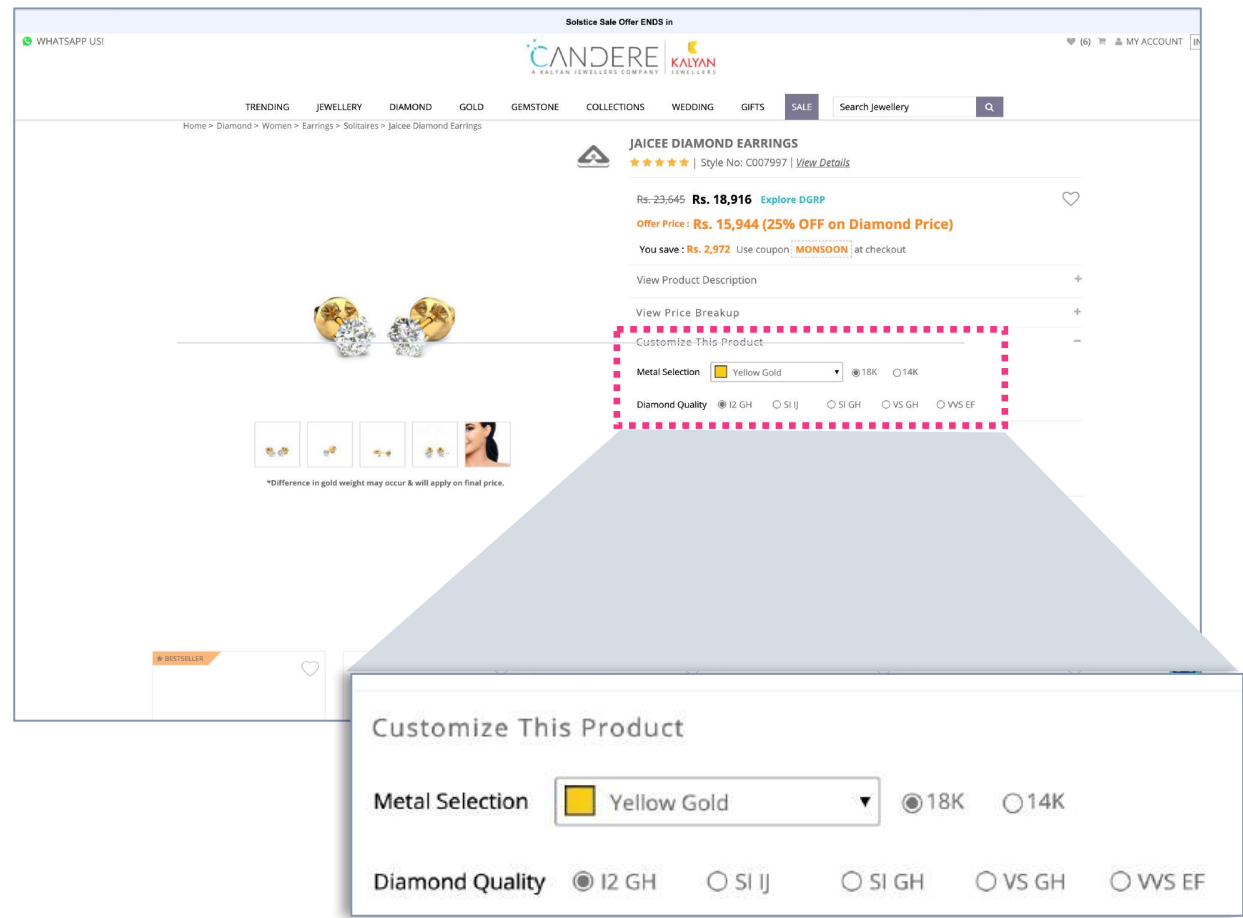
Feature	**Online Jewelry Customization**
Brand reference	CANDERE
Feature Detail	Product customization for finish, quality and weight in PDP This allows user to quickly customize jewelry as per individual choice, budget and finish.

SWOT Analysis

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
• Brand value and positioning	• Difficulty in navigation	• Personalization	• E-commerce site functionality
• Compare products feature	• Redundant clicks and scrolls	• 3D & 360 views of jewels	• Adaptation to post-Covid situations
• Investment plans	• Gold prices & currency conversion in real time	• Price drop notification	• Technology advancements
• Mkt. campaigns	• Inconsistency in product listing/ design	• Image search- Google lens	• Multiple personas for Tanishq to cater
• Loyalty program with wider TATA brand partnership	• Broken customer journey	• Show different metal finish of same design	• Dynamic customer expectations
• Cross sell and up sell of TATA brand products	• Mobile app and web lags	• Display expert's idea or fashion tips on chosen jewel	
• #1 in brand and quality		• Chat with experts	
• Handcrafted jewelry piece		• Quick checkout	

Based on UX Analysis

Recommendations Summary
Based on UX research

Core Improvements

Achieving **W3C compliance** AA rating especially for color contrast, text & validation errors.

Digital Branding guidelines for web, mobile and other digital properties.

Redesign of **Information Architecture** for improved site performance and enhanced user journey.

Following **IOS & Android** guidelines for mobile apps.

Experience Enhancements

Fixing **Broken Journey** of schemes, signup and collection page.

Improvement in menu & filter **Taxonomy** as per conventional understanding of user.

Leveraging Tech for better search result and virtual experiences.

Consistency of **Typography & Iconography** across digital platform.

Search & filter **Optimization** for relevant results.

Best in class **Personalization & Customization** by improving PDP page features and functions.

Bringing video content & customer stories in collection pages.

User Experience Research

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Phase 2 **Design Activities**

Usability Testing

User Personas

User Journey Map

Analytics

Thematic Design Workshops

Information Architecture

Initial Design System

Clickable Prototypes

tcs Interactive

User Personas

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Seetha Palani

Housewife | Female | 50 Years

Seetha is a housewife and takes care of family members as well as helps in the accounts of her husband's business.

She regularly purchases jewellery, especially during local festive seasons. She loves to buy a range of jewellery that has an influence of traditional designs along with quality craftsmanship.

For her, jewellery is more of a tradition than an accessory.

Influences	Spouse | Friends | Family | TV
Technical proficiency	● ● ● ◐ ○
Favourite Brands	(logos)

Motivation

Investment	● ● ● ● ○
Festive Shopping	● ● ● ◐ ○
Gifting	● ● ● ○ ○
Fashion needs	● ● ● ○ ○

> " *I see jewellery as a family tradition which should be carried forward to generations* "

Shopping Habits

- Gathers all details of a high-value product before purchase
- Visits online for price comparison, design and store location
- Prefers to buy jewellery in-store to see the intricate details and finishes of the product

Pain points

- "Book an appointment" and its follow-up process is not clear.
- Unable to see intricate details of product images
- Unable to locate product description and other details

Needs

- Expect to see more variety of traditional jewellery
- Product images with the actual model to estimate jewellery size and proportion
- Low making charges as well as value deduction on the resale
- Option to change Model image on try-on as per jewellery type & ethnicity.

Mukta Deshpande

HR Manager | Female | 35 Years

Mukta is a working woman and lives in a suburban city. She manages the finances of the house as well as takes care of her family.

She always searches for better offers and likes to browse product online for high-value purchases before making any buying decisions.

Influences	**Family	Advertisements	Friends**

Technical proficiency ●●●●◐

Favourite Brands

Motivation

Investment ●●●●◐

Festive Shopping ●●○○○

Gifting ●●○○○

Fashion needs ●●●◐○

> "I buy jewellery for investment purpose and as a long term asset."

Shopping Habits

- Online as a medium to check trends and designs
- Product rating and reviews are important for making a buying decision
- Best value for the money is a consideration

Pain points

- The collection page is confusing with lack of guidance for features like size calculator and Gold rate
- Less relevant search results with respect to design and finishes
- "Try on" lengthy and difficult to access
- Unable to access "Buy now or add to cart"
- Difficulty in booking video call and online appointments for a specific store

Needs

- Upfront certification and hallmark details on the product page
- High quality images and product videos
- Closeup view of jewellery to understand lock and fitting mechanism
- Gold price trend and forecast
- Realistic Try-on feature and functions especially model, studio and drapery

Rajeev Shukla

AVP- Infra Projects | Male | 50 Years

Rajeev is a working professional and a family man living in a metro city with a wife and 2 children.

He is old school and visits stores to have a look and feel of the product personally.

Influences	**Spouse	Movies	Family	TV	Advertisements**
Technical proficiency	●●●●○
Favourite Brands	PCJ
Motivation	
Investment	●●○○○
Festive Shopping	●●●◐○
Gifting	●●●○○
Fashion needs	●○○○○

> "Jewellery shopping is a family decision and a moment of celebration for me."

Shopping Habits

- Prefers buying high-value products in the stores only to get a genuine understanding and feel of the product.
- Online browsing is limited mainly to finding a nearby store and brand services.
- Shops for Jewellery on occasions like anniversaries, marriage functions, and for gifting purposes.

Pain points

- Search results are irrelevant and vague
- Irritated by the Sensitive scrolls in the main menu, abrupt pop ups and lengthy ad banners that hinder the experience
- Loading time on try-on feature with lack of guide to suggest the controls and features.
- Redundant call for offers and promotion, especially after making purchases.

Needs

- Try-at-Home services for jewellery selection
- Search should be smart enough to suggest the closest relevant jewellery
- Upfront information on the product page like authentication certificate, hallmarks, purity, weight etc.
- Better delivery speed and tracking status

Dhriti Das

Software Engineer | Female | 26 Years

Dhriti is a young and energetic person. She likes to keep herself updated with food, fashion and trends, for which Instagram is a key tool.

She recently moved to a new metro city for a job and looks forward to exploring the city and its culture.

Influences	Celebrities	Social media	Friends

Technical proficiency ●●●●◑

Favourite Brands

Motivation

Investment ●●◑○○

Festive Shopping ●●○○○

Gifting ●○○○○

Fashion needs ●●●●◑

"*Jewellery is a fashion statement for me*"

Shopping Habits

- Visits Online to browse designs, trends and offers.
- Jewellery should complement wardrobe and personality
- Uses google search and the internet for information before making any decisions

Pain points

- Product images are flat and fail to present a real look and feel
- Unable to find minimal and office wear designs
- Could not find the Jewellery dimensions
- Cannot find information on the homepage
- Unable to access Cart item and personal info

Needs

- Visual hints for collection or jewellery types in search suggestions or results
- Customer review with real images and feedback
- Length of jewellery is important to understand how big or small it would look

Analytics Study

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Analytics
Mobile
(Aug 1, 2020 – Jul 31, 2021)

	Product Listing screen	Product Details Screen	Home Screen
	4,17,89,059 visits	4,28,04,741 visits	1,10,10,255 visits
Bounce Rate	22.69%	54.11%	23.14%
Exit Rate	67%	83%	32%
Avg. Time spend	2:26 min	3:24 min	0:50min

Analytics
Website
(Aug 1, 2020 – Jul 31, 2021)

Product Listing Page
76,47,289 visits

23.63%

Bounce Rate

60%

Exit Rate

3:00 min

Avg. Time spend

Product Details Page
60,58,116 visits

36.98%

Bounce Rate

71%

Exit Rate

3:55 min

Avg. Time spend

Home Screen
20,72,551 visits

13.17%

Bounce Rate

21%

Exit Rate

1:06 min

Avg. Time spend

TCS Interactive

Information Architecture

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Information Architecture - Website

[Website Sitemap Link](#)

Information Architecture - Mobile App
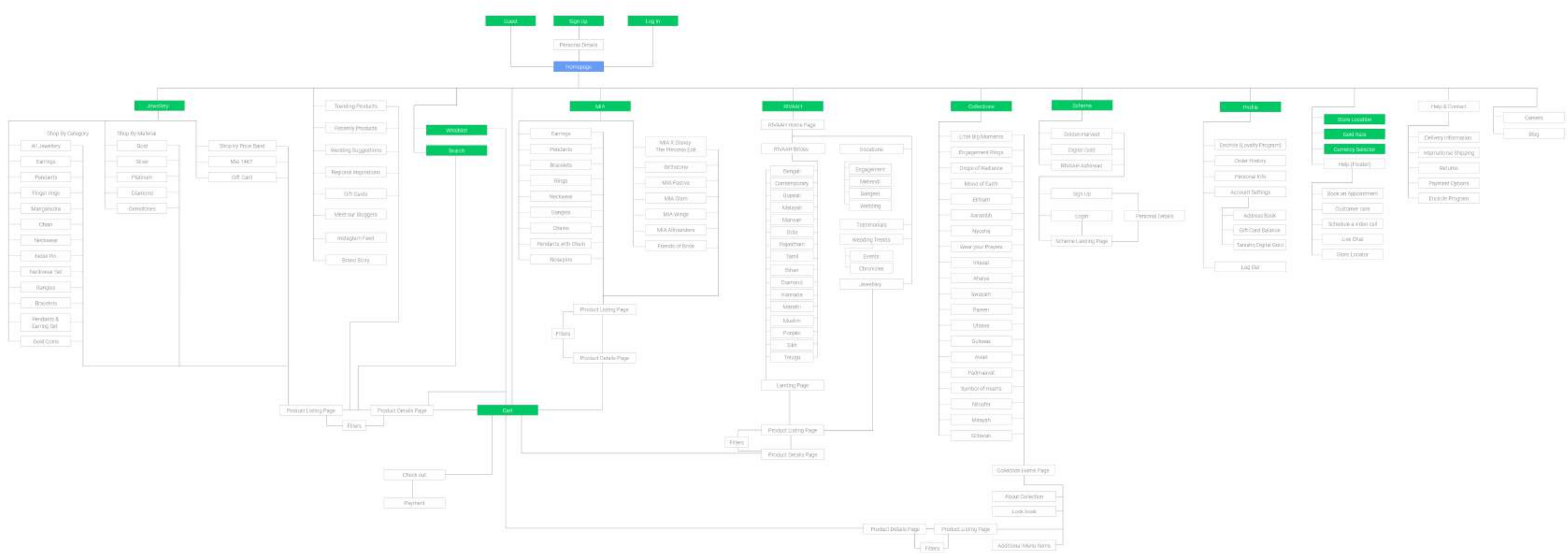
[Mobile app sitemap link](#)

Prototypes

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Mobile Responsive

Home page	Tanishq_Mobile_V2A1 (adobe.com)
Product Listing Page	Tanishq_Mobile_V2A1 (adobe.com)
Product Description Page	Tanishq_Mobile_V2A1 (adobe.com)
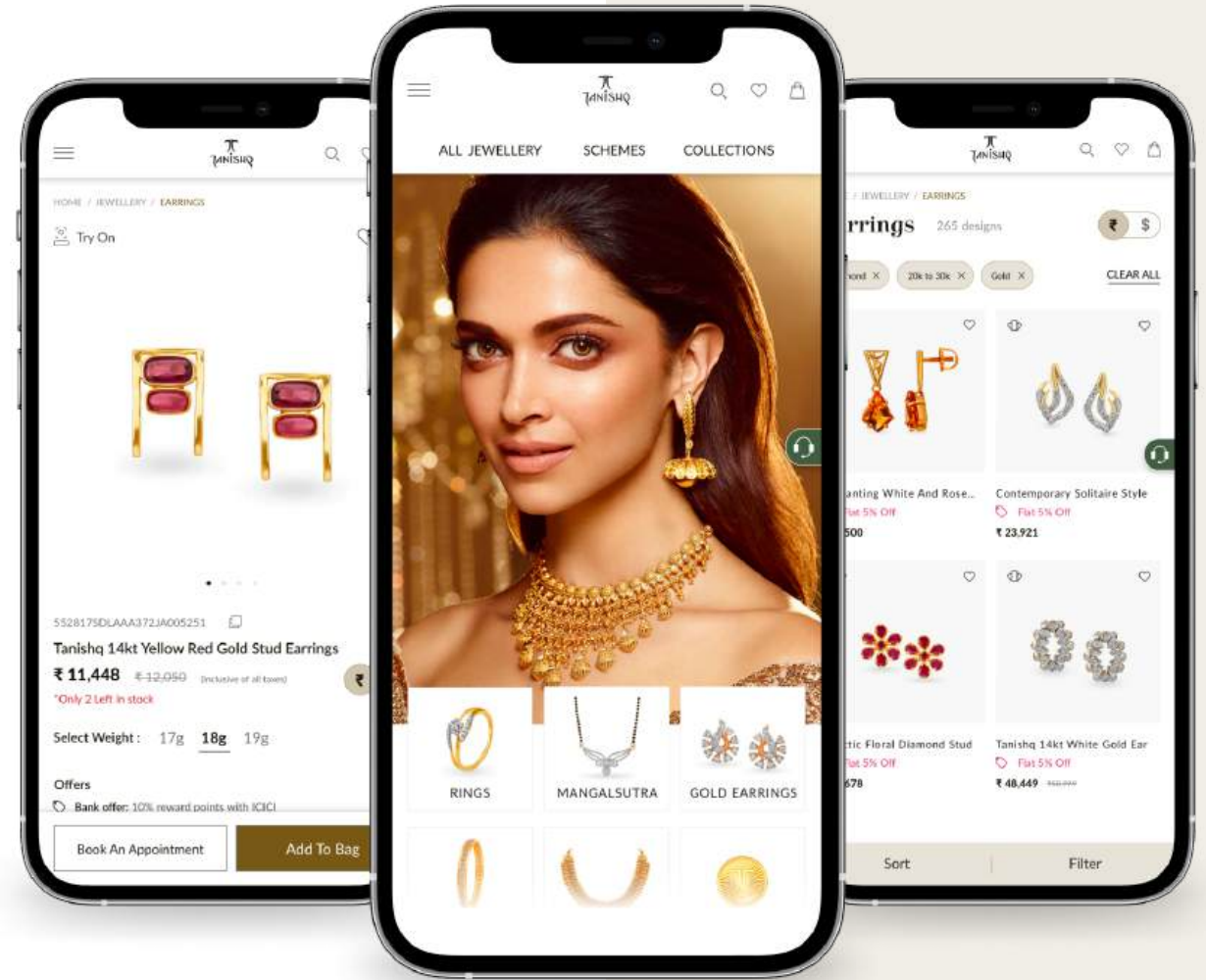
Website

Home page	Tanishq Web_V2A (adobe.com)
Product Listing Page	Tanishq Web_V2A (adobe.com)
Product Description Page	Tanishq Web_V2A (adobe.com)
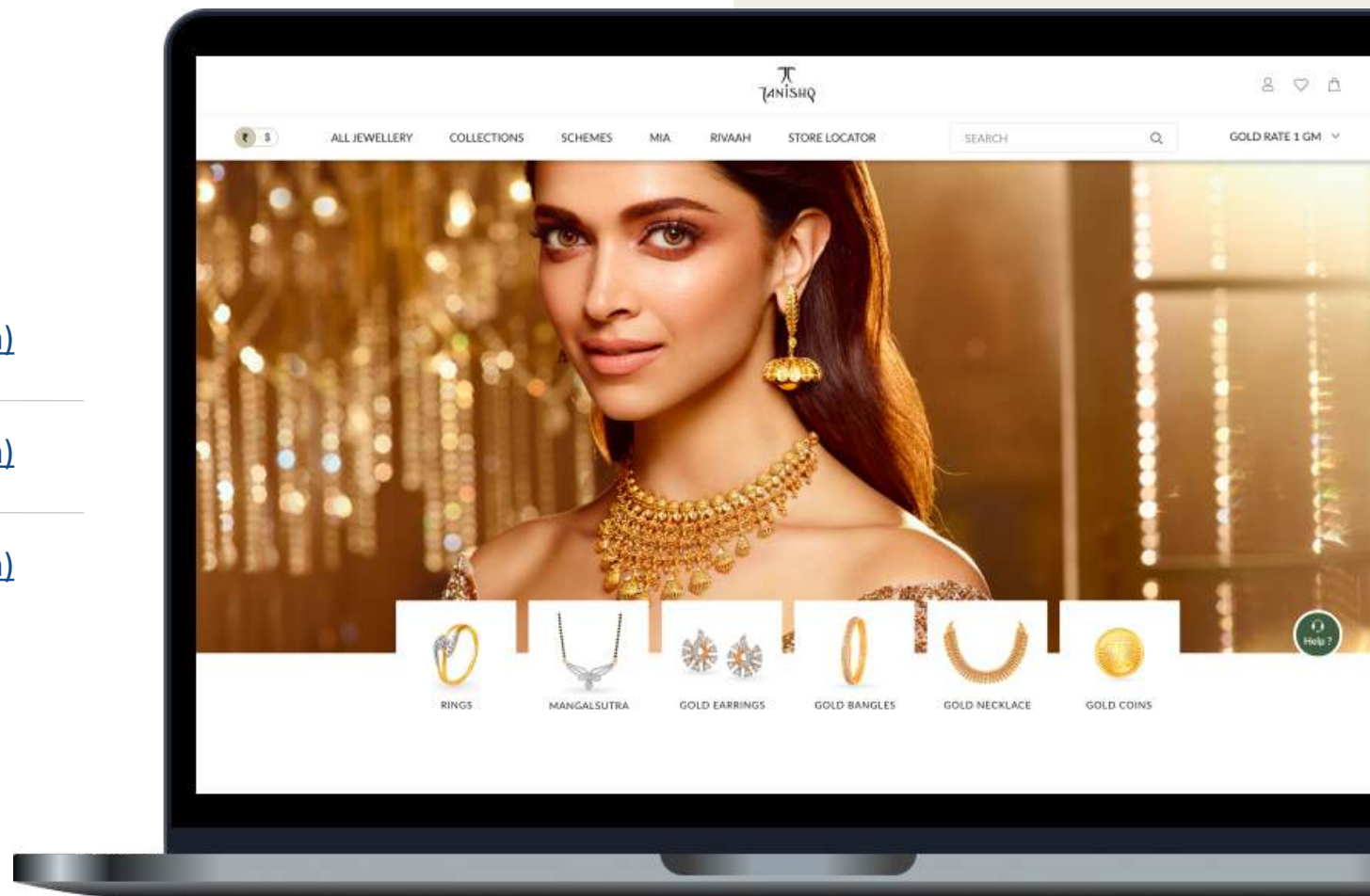
Mobile App IOS

App Landing Screen   Tanishq_iOS App (adobe.com)

Personalized Home Page   Driti- iOS_Home (adobe.com)
(Dhriti Das)
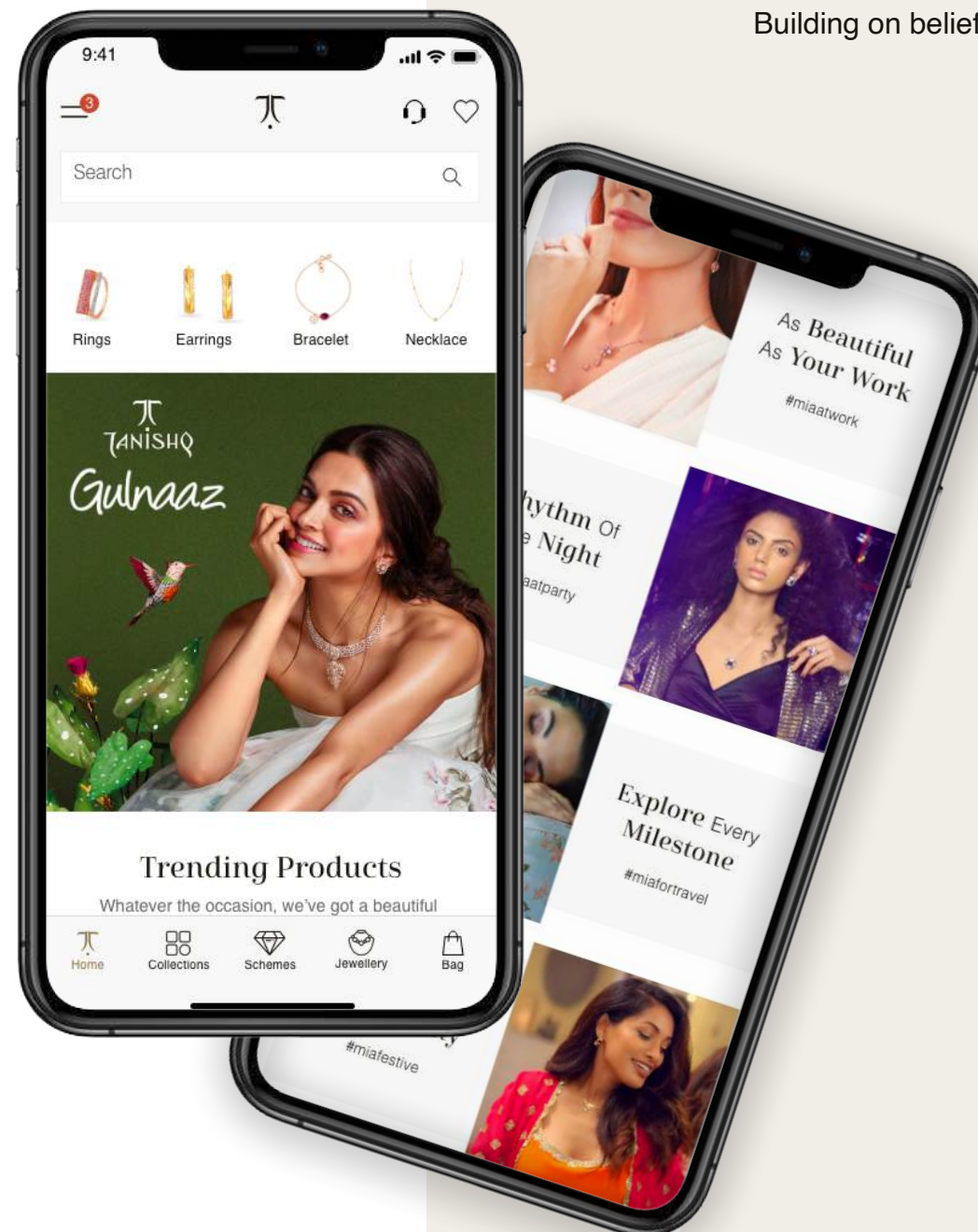
Initial Design System
Web & Mobile

[Design System Link](#)
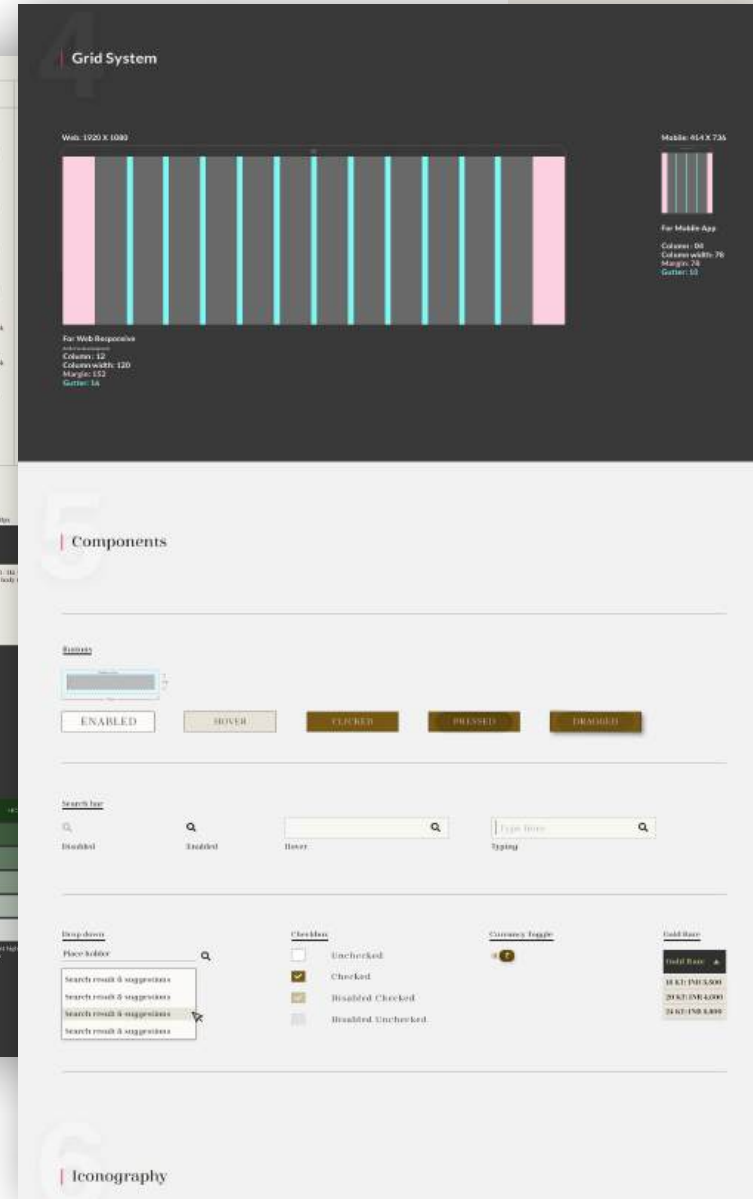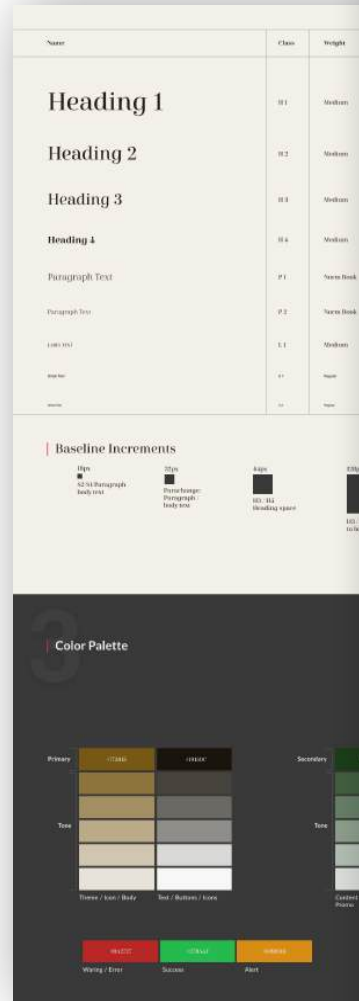
UX Roadmap – Next Steps

For Tanishq's web and mobile app

PHASE 2 - DEFINE

Experience **Roadmap**

	Quick Fix Customer Experience SHORT TERM	**Enrich Customer Experience** MID TERM	**Driving Customer Relationship** LONG TERM
DESIGN ENHANCEMENTS	• Heuristics analysis* • Information Architecture – Intuitive concise & cross connected Navigation. • W3C Compliance* – New and more inclusive Design System	• Digital revamp based on the customer journey and intents - Personalization • Taxonomy – Self-explanatory Labels	• Consistency in terms of Navigation and Design for the Tanishq Collections
IMPROVED EXPERIENCE	• Visual language* • Customer Profile Enhancement – Minimal & easy to use, Clubbed relevant options • Golden Harvest & Rivaah Ashirwad to be part of the main Tanishq Website	• Filter Enhancement – Optimizing to get relevant results	• Improved Checkout Process – Gold Exchange, avail GHS • Browse Enhancements – Categories, Collections discover journey, Comparison, Rivaah, eGifts, Offers & Discounts, Sale

Experience **Roadmap**

	Quick Fix Customer Experience	Enrich Customer Experience	Driving Customer Relationship
	SHORT TERM	MID TERM	LONG TERM
FUTURE READY	• Interactive Guided Buying • Virtual boutique	• Product Bundling – Mix & Match, create your own style • Customization Services	• Location based features - availability, preferred store, accurate delivery • Personalization - Similar and complimentary, recommended Product Bundling
FEATURE ENHANCEMENTS	• Site Search Improvement – More precise global search • Performance improvement • Optimize meta-data tag	• Product Reviews & Ratings	• Product Content & Imagery Standardization – 360 Videos
CUSTOMER EXPERIENCE	• Optimize experience on Try On – Easy of onboarding & usability, near to real experience • Optimize and streamline Instant connect	• Social Shopping – Direct link from social media	• Personal consultation with subject matter expert

What's **Next !**

Core Improvements

Design System Evolution & Maintenance : A Design System that establishes consistency for current and future digital properties. Re-usable building blocks, patterns, and rules. Improve and evolve the design system over time.

Information Architecture: Improve user experience via easy navigation and intuitive information organization . Implementation of IA diagram to classify product and services for nomenclature, grouping, categorization and site map for digital properties.

W3C Compliance : Adhere to World Wide Web Consortium standards to maintain accessibility and usability for web browsers. Achieve global compliance with evolving government rules and regulation for web standards.

Native App Development: Following IOS and Android guidelines for enhanced gesture control and navigation methods particular to a device, while keeping hybrid approach for scalable components and items.

What's **Next !**

Experience Enhancements

Personalization & Customization: Create personalized experience specific to geo location and self-defined measurements as well as recommendation. Allowing the user to customize for jewellery designs, finishes, payment plans and services.

Visual Language: High quality and realistic product images and videos to give clear look and feel of product. Bring harmony and consistency of color, shape and styles used in digital properties.

Technology Advancements: Take advantage of tech capabilities by introducing image-based search, quick share of files & contents as well as seamless and realistic augmented experience for Virtual Try On

Enhanced Search: Precise global search & search suggestions with relevant product image thumbnails for enhanced user experience.

What's **Next !**

Experience Enhancements

Interactive Buying Guide: An interactive & conversational assistance that will help user to find the desired product right from the homepage quickly & precisely.

Gift Page: Dedicated gift page for gifting ideas based on occasion or festive season, without the hassle of browsing to go through all categories.

Shop the look: Suggesting users with the possible set of jewellery items to complete the look with improved search suggestions and jewellery recommendations.

Stories & Testimonials: Bringing real stories of customers and their experience through video and audio experiences. Also taking advantage of social media influence over buying decisions by bringing brand, customer, bloggers together on digital properties.

Thank You