Planning & Research document

Name	Supervisor	Date
Solomiya Datskiv	Anita Dice	26.01.2026
C00301892@setu.ie		

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Introduction

This document focuses on the planning and research phase for development of a brand digital experience for a jewelry business.

The jewelry featured in this project is created by an independent maker and is used with permission as the foundation for the brand concept and digital experience. Each piece is handmade using traditional bead-weaving techniques, featuring geometric patterns reinterpreted through a contemporary design lens.

The primary objectives of my project are to:

- Design and develop a visually engaging, user friendly branded website
- Communicate the significance and process behind each jewelry piece
- Create a digital platform that supports the maker's business model
- Demonstrate UI/UX design, brand identity, and web development skills
- Deliver a responsive, accessible website, working well on desktop and mobile platforms

The target audience is focused on design interested individuals of age 20-35 who value:

- Handmade craftsmanship and slow fashion principles
- Storytelling and meaningful design
- Bold, expressive accessories as forms of self-expression
- Authentic, independent makers over mass produced fashion

This audience discovers brands primarily through social media (most focused on Instagram) and expects interesting digital experiences that tell a meaningful story.

Project timeline

The project follows a 12-week timeline divided into five key phases, to ensure enough time for research, design, development, and documentation.

Accessories Brand Website - Project Timeline

Student: Solomiya Datskiv | ID: C00301892 | Duration: 12 Weeks (Jan 13 - Apr 6, 2026)

Task / Phase	W1 Jan 13	W2 Jan 20	W3 Jan 27	W4 Feb 3	W5 Feb 10	W6 Feb 17	W7 Feb 24	W8 Mar 3	W9 Mar 10	W10 Mar 17	W11 Mar 24	W12 Mar 31
PHASE 1: PLANNING & RESEARCH												
Project Setup & Git Repository	•											
Competitor Research & Analysis	•	•										
Brand Concept & Business Model	•	•										
User Roles & Functional Requirements		•										
Site Map & Information Architecture		•										
Technology Stack Justification		•										
📄 DELIVERABLE 1: Planning & Research			DUE									
PHASE 2: REQUIREMENTS & SPECIFICATION												
Business Overview & Objectives				•								
Detailed User Role Specifications				•								
Features List with Purpose/Rationale					•							
Wireframes (Low-Fidelity)					•							
📄 DELIVERABLE 2: Requirements & Spec						DUE						
PHASE 3: DESIGN & STORYBOARD												
Logo & Brand Identity Design							•					
Style Guide (Colors, Typography, Assets)							•					
High-Fidelity Mockups (Desktop & Mobile)								•				
User Flow Diagrams & Content Plan									•			
📄 DELIVERABLE 3: Design & Storyboard									DUE			
PHASE 4: DEVELOPMENT & TESTING												
HTML Structure (All Pages)										•		
CSS Styling (Desktop + Responsive)										•		
JavaScript Interactivity & Animations										•		
Content Creation & Product Images										•		
Testing & Bug Fixes											•	
📊 DELIVERABLE 4: Progress Presentation											DUE	
PHASE 5: FINAL DOCUMENTATION & SUBMISSION												
Project Report (15 marks)												•
Technical/Admin Guide (10 marks)												•
Finalize Diary Document (10 marks)												•
Organize Files & Final Submission												•
🎯 FINAL SUBMISSION - ALL DELIVERABLES												DUE
ONGOING THROUGHOUT PROJECT												
Weekly Supervisor Meetings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Daily Diary Updates	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	

12-Week Project Timeline showing phases, tasks, and deadlines

Platform and Software Justification

My project will use following technologies:

For design and planning:

- **Figma** for UI/UX design, wireframing, high-fidelity mockups, prototyping

- **Adobe Illustrator** for Logo design, graphics

- **Adobe Photoshop** for Photo editing, assets preparation

For development:

- **HTML** for Semantic markup and page structure

- **CSS** for Styling, responsive design

- **JavaScript** for Interactive elements and functionality

- **Git/GitHub** for Project repository

For photography and assets:

- Product photography, using DSLR with lighting setup

- Images optimized for web using Adobe Photoshop and other tools

Justification: Why did I choose HTML/CSS/JavaScript?

A static website approach was chosen over systems like WordPress, Shopify, or frameworks for the following reasons:

- Building from scratch allows great implementation of the custom brand design without templates.
- Static sites load faster, which is critical for a jewelry brand where image quality and speed impact UX.
- Developing a custom site can showcase my web development skills essential for a 3rd year IDAD project.
- For a small product catalog (8-12 jewelry pieces), a static site is easier to maintain than a database-driven system.
- No hosting fees for platforms or monthly subscriptions, making it better for an independent maker's business model.

Why did I choose Figma?

Figma was selected for design because:

- It's an industry-standard tool for UI/UX design

- Collaborative features can allow supervisor feedback

- I can use prototyping for testing user flows before development

Competitor Analysis

To choose my design and development approach, I analyzed six jewelry and accessories brands. These brands were selected based on their relevance to business models, cultural storytelling, and digital presentation

Brand	Business Model	Target Market	Key Web Features	Strategy
Ruslan Baginskiy	Direct to consumer luxury	Fashion consumers 25-40, globally focused, higher income	Editorial photography, cultural storytelling, minimal navigation	Premium pricing ($200-$500), seasonal collections, limited editions
Yuliya Magdych	Made to order fashion house	Design interested women ,30-45, who value craft	Craft process documentation, pattern symbolism explained, cinematic visuals	High-end pricing ($400-$2000+), bespoke commissions, capsule collections
Lié Studio	Accessible luxury direct to consumer	Fashion professionals, 25-38	Clean e-commerce UX, gift guides, styling suggestions, easy checkout	Mid-range pricing ($80-$300), frequent releases, email marketing
All Blues	Direct to consumer jewelry with gallery partnerships	Design minimalists 25-50, mid-to-high income	Large product imagery, sculptural presentation, material descriptions	Mid-to-premium pricing ($150-$800), core collection + seasonal pieces
Sézane Jewelry	Omnichannel fashion brand	French style lovers, 25-45, middle-to-upper income	Lifestyle photography, founder story, community building content	Accessible pricing ($50-$250), weekly micro-collections, scarcity marketing
Completedworks	Conceptual jewelry with art collaborations	Art and fashion audience, 28-45	Narrative product descriptions, artist collaborations, essay-style content	Premium pricing ($200-$1200), limited runs, gallery exhibitions

Table: Competitive analysis of six jewelry and accessories brands

Analysis:

Based on the competitive analysis, I have found the following market gaps:

1.
While Ruslan Baginskiy and Yuliya Magdych use Ukrainian heritage, they focus on hats/fashion and haute couture. No prominent brand specializes in contemporary Ukrainian-inspired beaded jewelry at accessible prices.

2.
Most brands mention "handmade" but few document the process. There is an opportunity for my project to be different and show through detailed craft photography.

3.
Couture brands are positioned at luxury prices ($400+), and accessible jewelry brands ($50-$150) can lack depth. The $80-$200 range offers authentic handmade craft for young audience.

4.
Minimalist, delicate jewelry dominates the contemporary market. Colorful, geometric, pattern-based statement pieces are underrepresented.

My Project Brand Definition

Product line will be handcrafted beaded jewelry including necklaces, earrings, bracelets, and etc. Each piece uses traditional bead-weaving techniques with glass beads in bold color combinations. Geometric patterns are inspired by Ukrainian ornamental motifs. The collection focuses on statement pieces for people who see accessories as self-expression.

Direct-to-consumer, collection pieces (5-8 designs) are made within 2-3 weeks. A small ready-to-ship selection will be available for immediate purchase. Custom variations are offered at an upcharge. Pricing is $40-$200, making handmade products accessible while making sure of fair compensation. The brand will show slow fashion principles, valuing craft over trends.

The target audience (design interested individuals, age 22-35) discovers brands primarily online. A website allows detailed storytelling about Ukrainian patterns, close up photography showing quality, and making process. This is to build trust and justifies pricing by showing the skill and time invested.

Direct to consumer web sales keeps prices accessible while paying the maker fairly. Traditional gallery placement would require 50% wholesale pricing, making pieces either too expensive or unsustainable to produce. The website reaches a global audience interested in culture and handmade jewelry, and possibly customers who may not have local access to this aesthetic.

Moodboards and Product Photography

To establish visual direction for the brand identity and website design, I created four mood boards in Figma:

Mood Board 1: Overall Style

This mood board establishes the overall aesthetic combining fashion presentation with cultural authenticity.
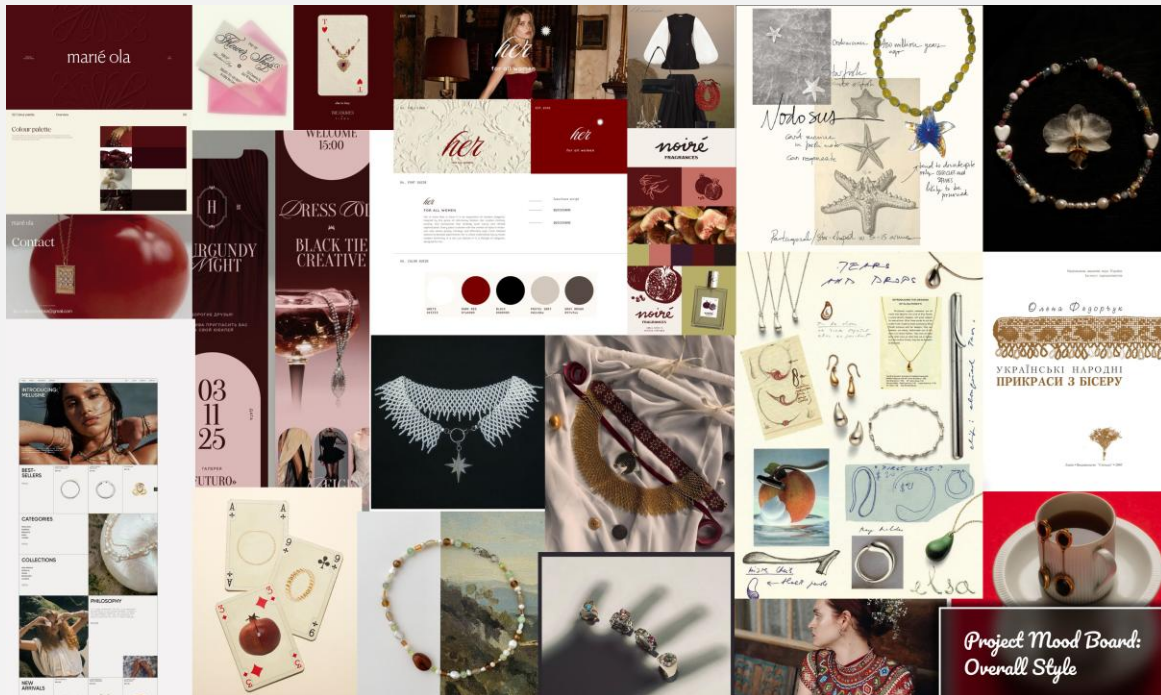
Mood Board 3: Accessories & Photography Style

Photography approach will focus on detail shots to highlight beads and texture, neutral dark backgrounds to focus on jewelry, on-model lifestyle pictures to show scale and wearability, good lighting to look professional.
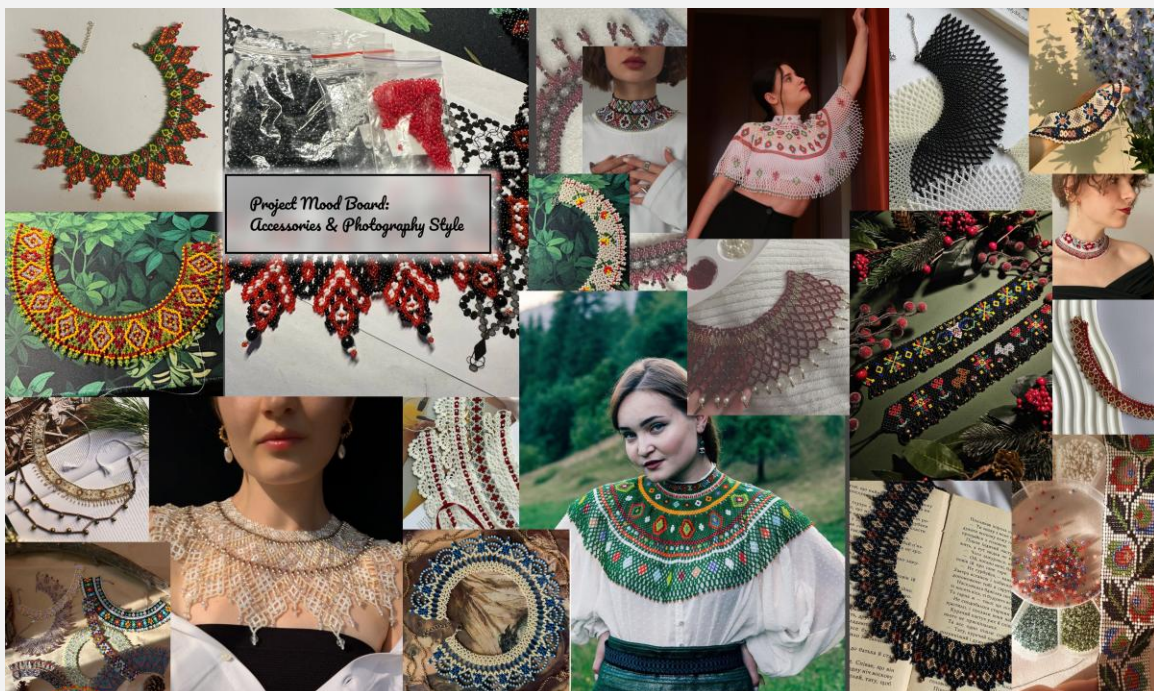
Mood Board 2: Colors & Typography

Color palette focused on: Primary: Black, red, white (high contrast). Accent colors: Deep green, golden yellow, warm orange (drawn from beadwork).

Typography: Clean sans-serif for modern feel, balancing decorative pattern work

Product Photography Session

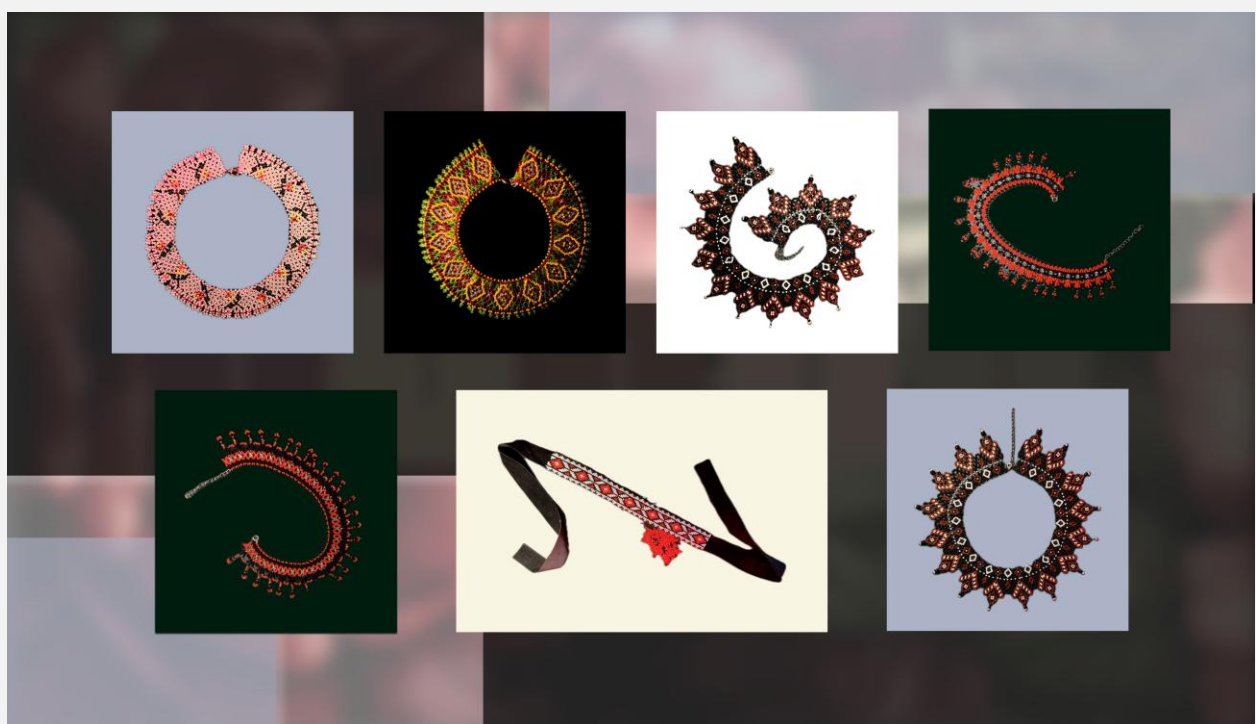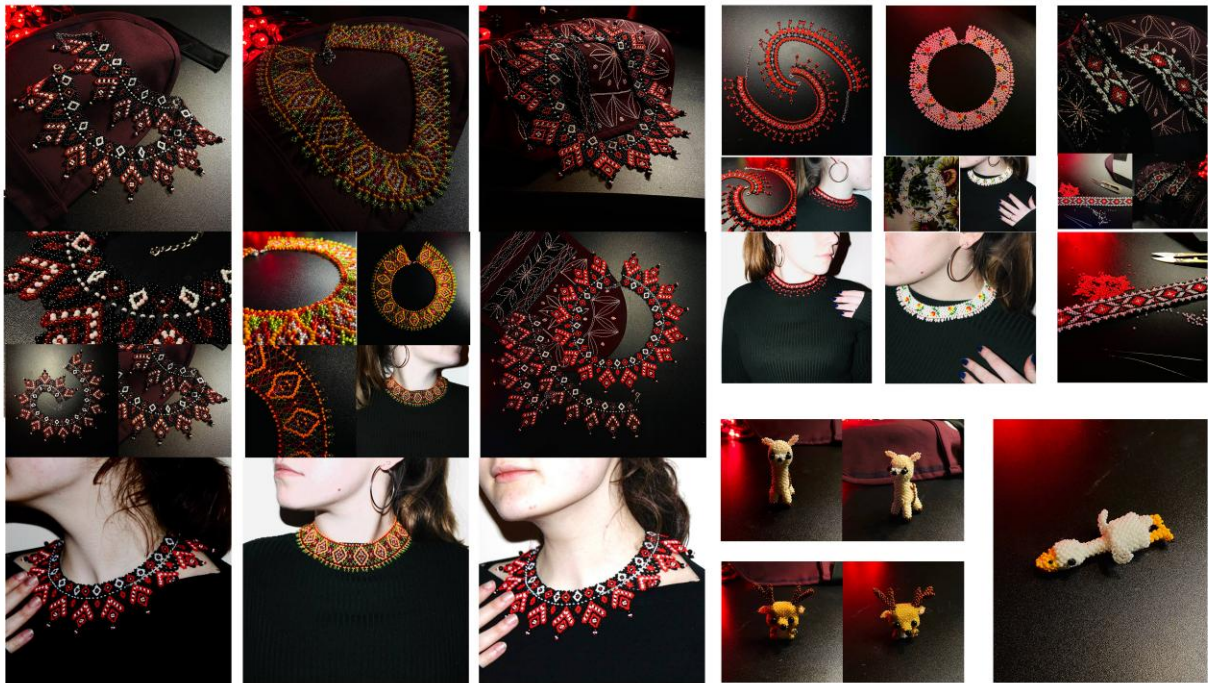A product photography session was conducted with the jewelry maker, resulting in 30-40 images:
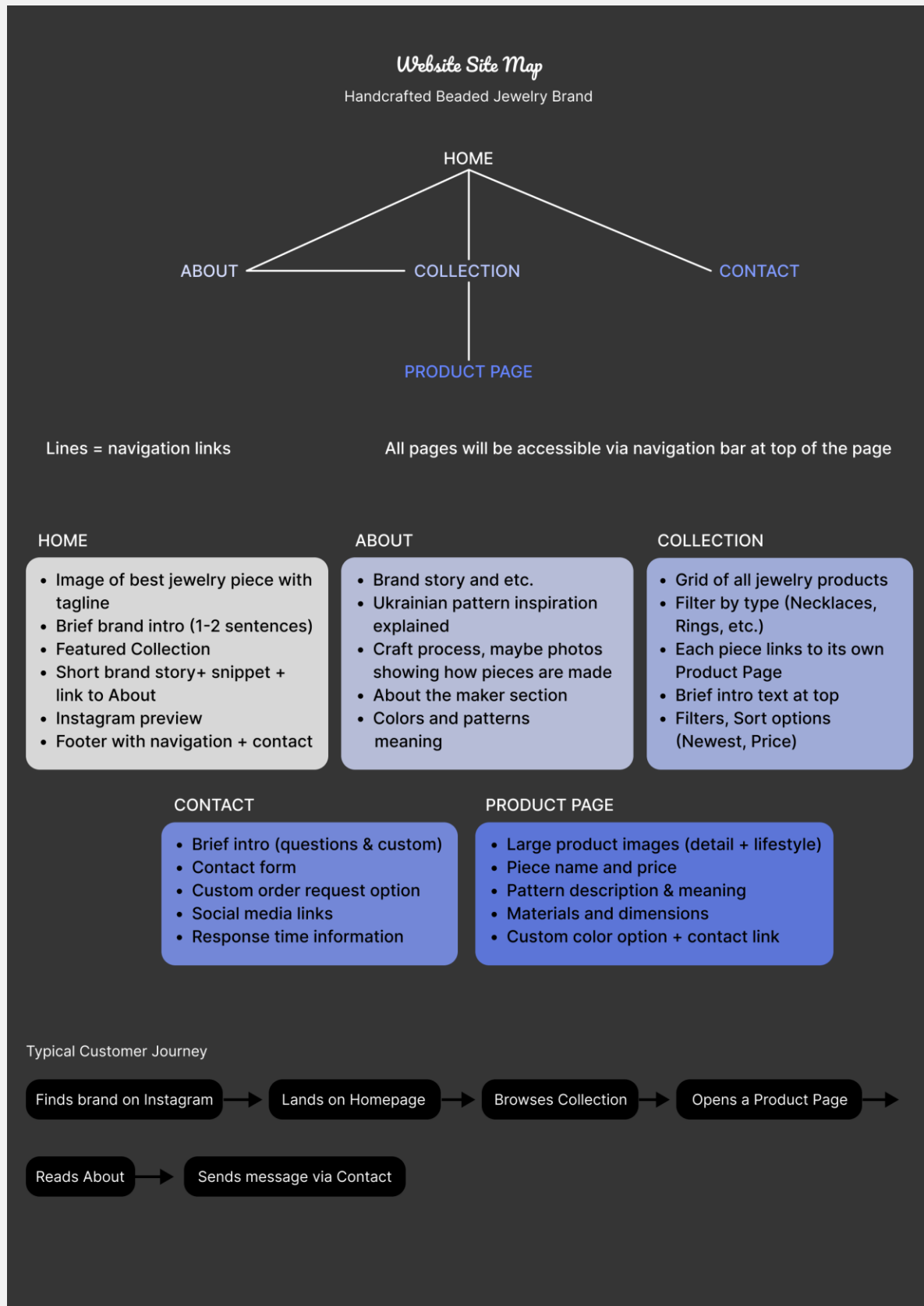
We captured detailed shots to show bead patterns, different angles for each piece, on model shots demonstrating how pieces are worn, neutral dark background for consistency in the collection.

These images will be primary visual assets for the website, showing the quality and aesthetic of handmade jewelry.

Site Map Diagram

Website Site Map

Handcrafted Beaded Jewelry Brand

HOME

ABOUT   COLLECTION   CONTACT

PRODUCT PAGE

Lines = navigation links   All pages will be accessible via navigation bar at top of the page

HOME

- Image of best jewelry piece with tagline
- Brief brand intro (1-2 sentences)
- Featured Collection
- Short brand story+ snippet + link to About
- Instagram preview
- Footer with navigation + contact

ABOUT

- Brand story and etc.
- Ukrainian pattern inspiration explained
- Craft process, maybe photos showing how pieces are made
- About the maker section
- Colors and patterns meaning

COLLECTION

- Grid of all jewelry products
- Filter by type (Necklaces, Rings, etc.)
- Each piece links to its own Product Page
- Brief intro text at top
- Filters, Sort options (Newest, Price)

CONTACT

- Brief intro (questions & custom)
- Contact form
- Custom order request option
- Social media links
- Response time information

PRODUCT PAGE

- Large product images (detail + lifestyle)
- Piece name and price
- Pattern description & meaning
- Materials and dimensions
- Custom color option + contact link

Typical Customer Journey

Finds brand on Instagram → Lands on Homepage → Browses Collection → Opens a Product Page →

Reads About → Sends message via Contact

Site map created in Figma to show page hierarchy and navigation flow

The website will consist of five primary pages, designed to guide users from initial discovery through to purchase inquiry:

Home

- Hero section featuring high-impact product photography

- Brief brand introduction (2-3 sentences)

- Featured collection showcase (3-4 signature pieces)

- Snippet linking to craft story/about page

- Instagram feed integration

- Footer with site navigation and contact links

About

- Brand origin and maker introduction

- Ukrainian pattern inspiration and symbolism explanation

- Craft process documentation with photography showing beading technique

- Color meanings in Ukrainian tradition

- Brand values (slow fashion, cultural preservation, handmade quality)

Collection

- Grid layout displaying all jewelry pieces

- Filter options by type (Necklaces, Earrings, Bracelets, Brooches)

- Sort functionality (Newest, Price, Type)

- Each piece links to individual Product Page

- Brief introductory text about the collection

Product Page (Repeats for each piece)

- Large product image gallery (detail shots, lifestyle shots, on-model photography)

- Product name and price

- Pattern description and cultural meaning

- Materials and dimensions

- Made-to-order information (2-3 week timeline)

- Custom color variation option with contact link

- Related pieces suggestions

- Add to inquiry/contact for purchase

Contact

- Introduction text welcoming custom orders and questions

- Contact form (Name, Email, Message, Optional: Custom Order Details)

- Social media links (Instagram primary channel)

- Expected response time information

- Physical location (if applicable) or studio information

Primary User Journey:

Discovery (Instagram/Social) → Home Page → Collection Browse → Product Page → About (to builds trust) → Contact

Navigation Structure:

Global Navigation (on all pages):

- Logo (links to Home)

- Main menu: Home | Collection | About | Contact

- Instagram icon link

- Mobile: Hamburger menu

Footer Navigation:

- Quick links to all pages

- Social media links

- Copyright

- Privacy/terms (if they are required)

Conclusion

This planning and research phase I consider a great foundation for my project through competitor analysis, target audience definition, technology selection, and my complex visual research. The identified market gaps provide me an opportunity to make this project a unique experience.

The 12-week timeline provides a structured plan from research through design, development, and documentation and the mood boards and product photography establish a clear visual direction with balance.

Next steps (Weeks 4-6) I will focus on detailed requirements specification, user story development, and wireframe creation, building on the research in this document.

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