



Date:
03/02/2026

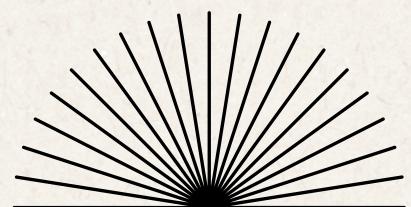
Handcrafted Beaded Jewelry - Brand Digital Experience

YEAR 3 PROJECT PROGRESS REPORT

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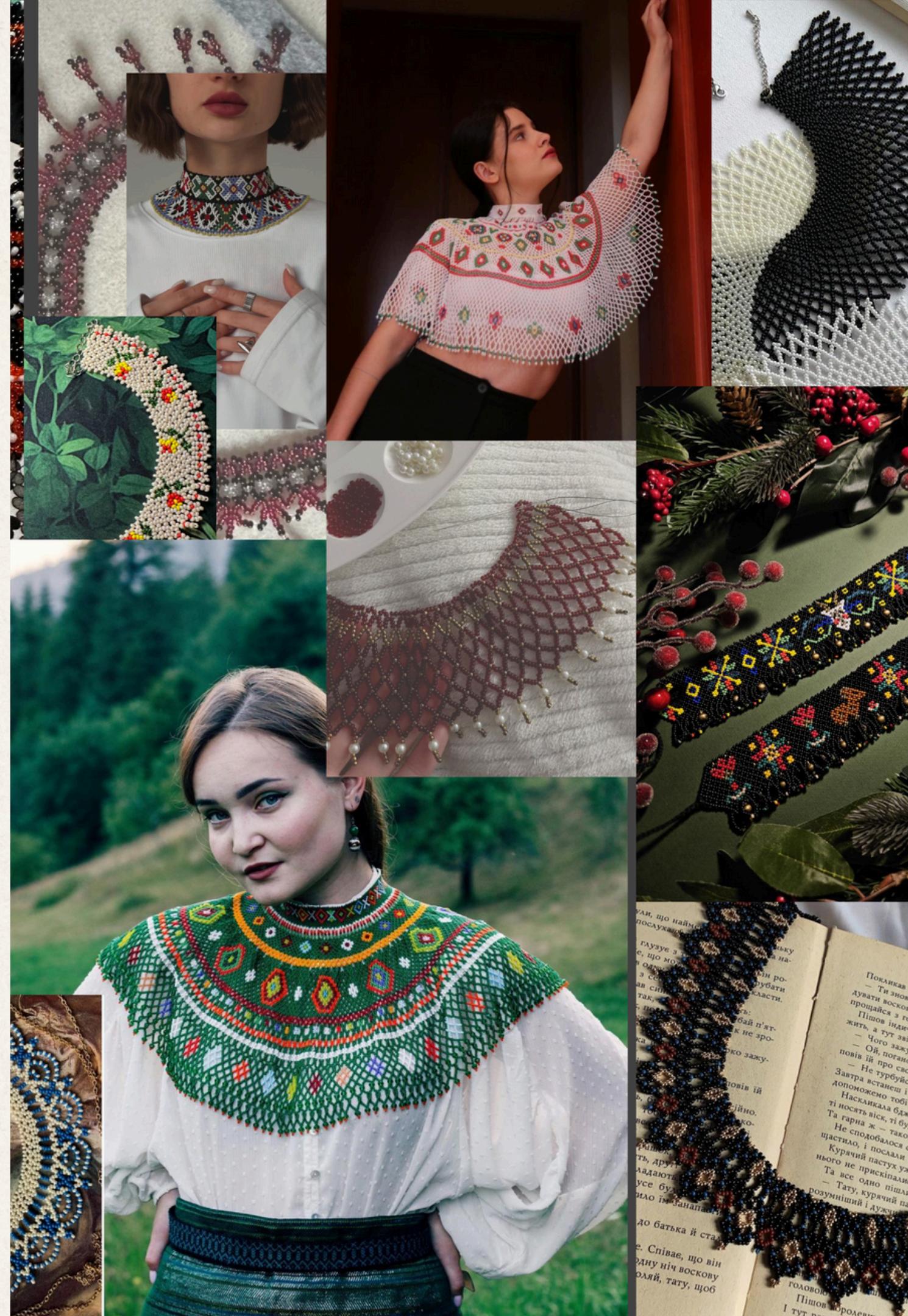
About Me & The Project

01 WHAT I'M BUILDING

A website for
handmade beaded
jewelry

02 WHY THIS MATTERS

- Preserve Ukrainian traditions
- Improving design + development skills
- Help an independent maker
- Target audience: design-conscious, 20-35



Introduction

Handcrafted Jewelry Digital Brand Experience

www.reallygreatsite.com

What I'm Building

5 MAIN PAGES

Homepage → First impression, featured pieces

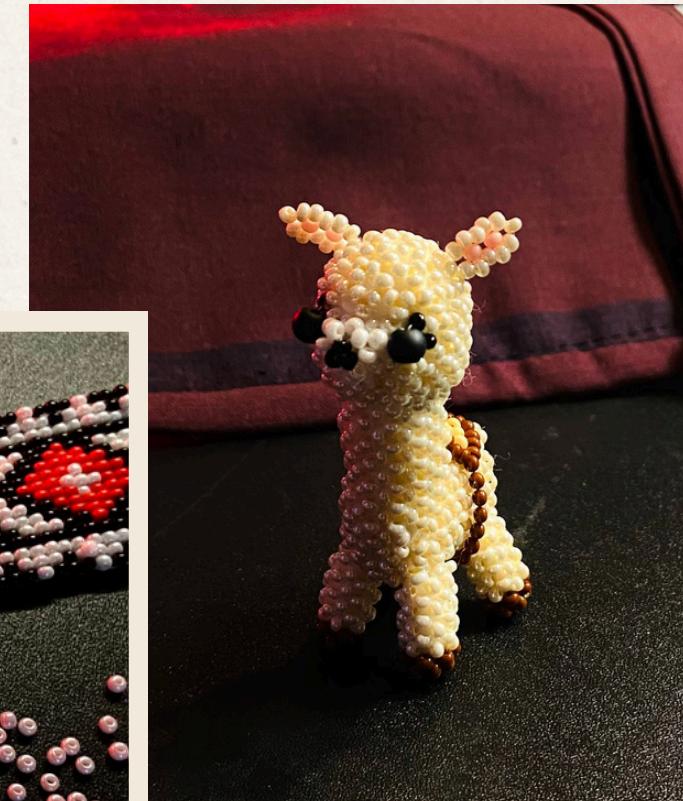


Collection → Browse all jewelry

Product Pages → Details, patterns, materials

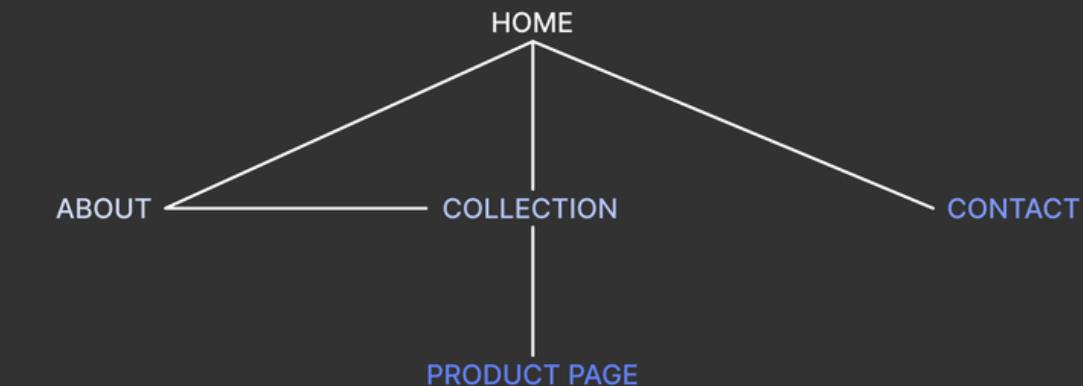
About → Craft story, Ukrainian heritage

Contact → Custom orders, questions



Website Site Map

Handcrafted Beaded Jewelry Brand



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)

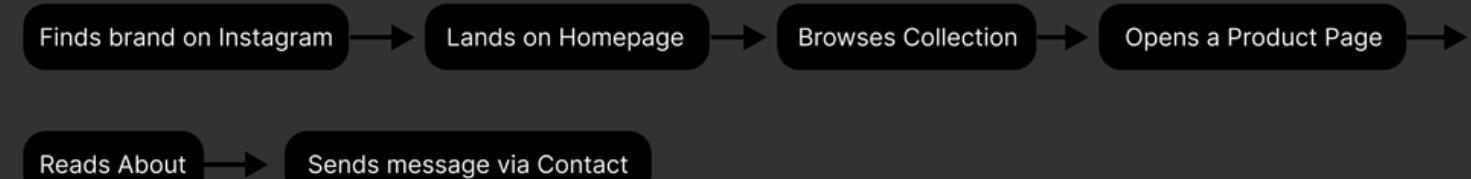
CONTACT

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

PRODUCT PAGE

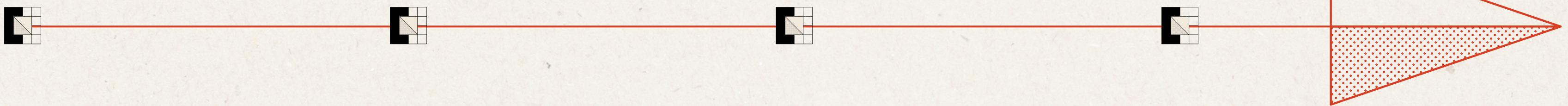
- Large product images (detail + lifestyle)
- Piece name and price
- Pattern description & meaning
- Materials and dimensions
- Custom color option + contact link

Typical Customer Journey



Timeline

12-WEEK SCHEDULE

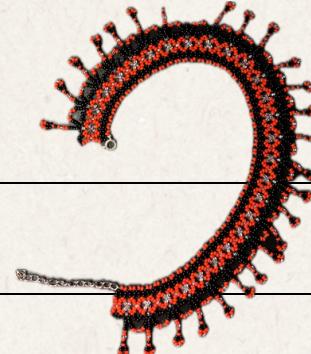
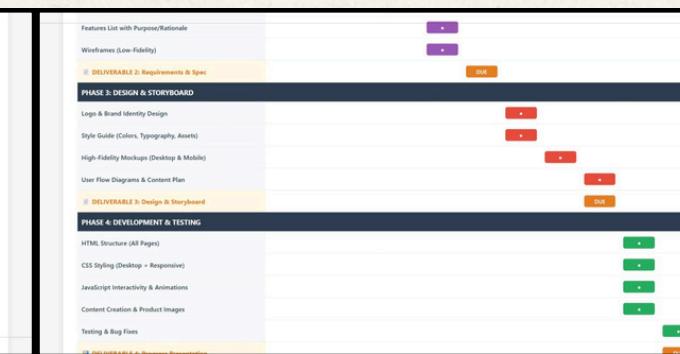
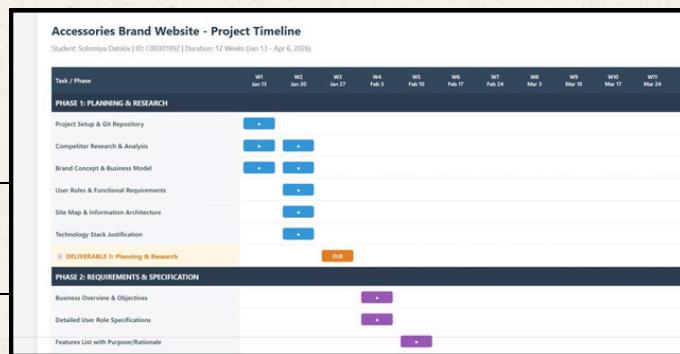
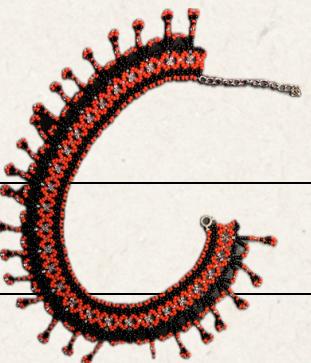


Weeks 1-3:
Research &
Planning ✓

Weeks 4-6:
Design &
Mockups

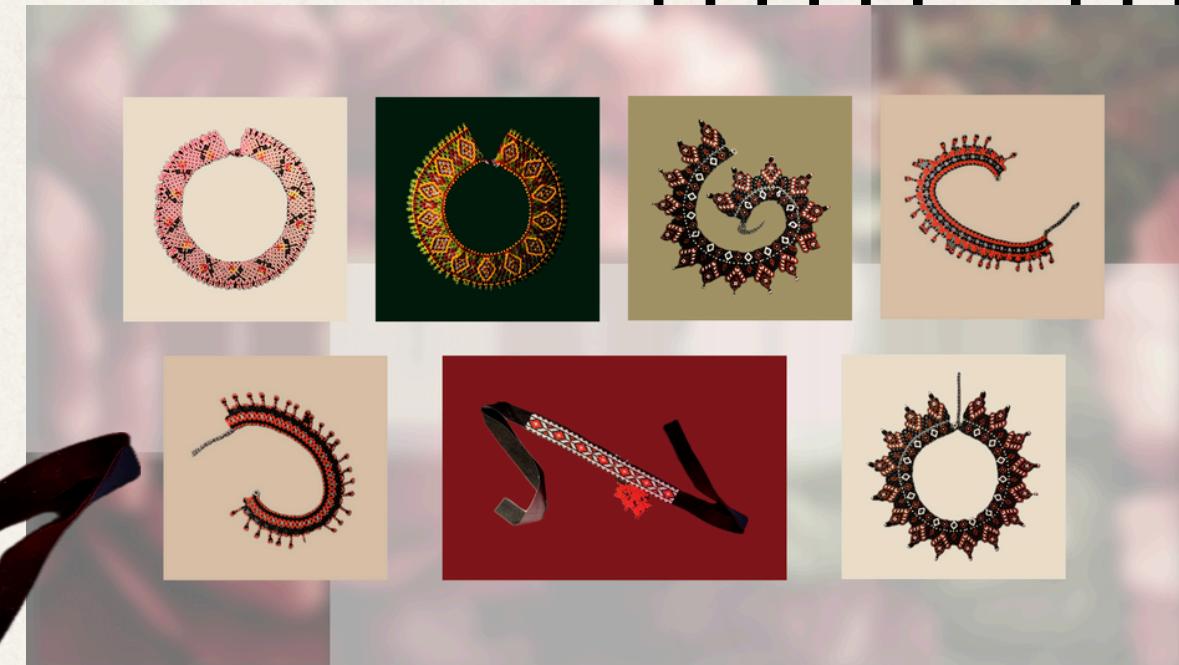
Weeks 7-9:
Development

Weeks 10-12:
Testing & Documentation



Key Features

Key features I'm focusing on:



Responsive design



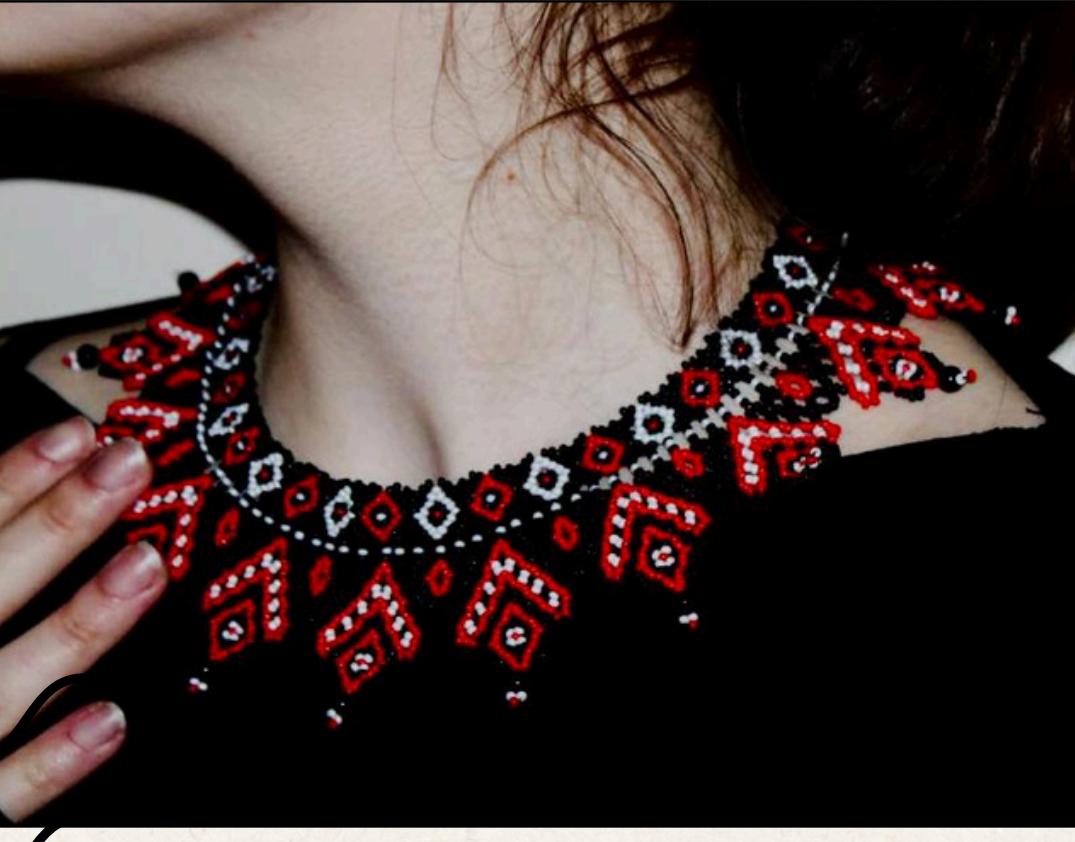
**High quality
product
photography**



**Made-to-order
transparency**

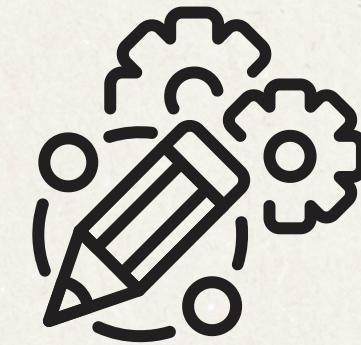


**Custom color
options**



Tools & Technologies

For this project, I'm using a specific set of tools:



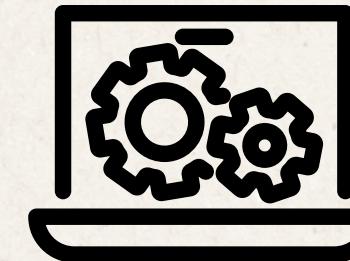
Figma



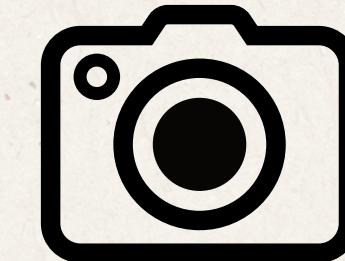
Adobe Illustrator and
Photoshop



HTML, CSS, and
JavaScript



Git and GitHub

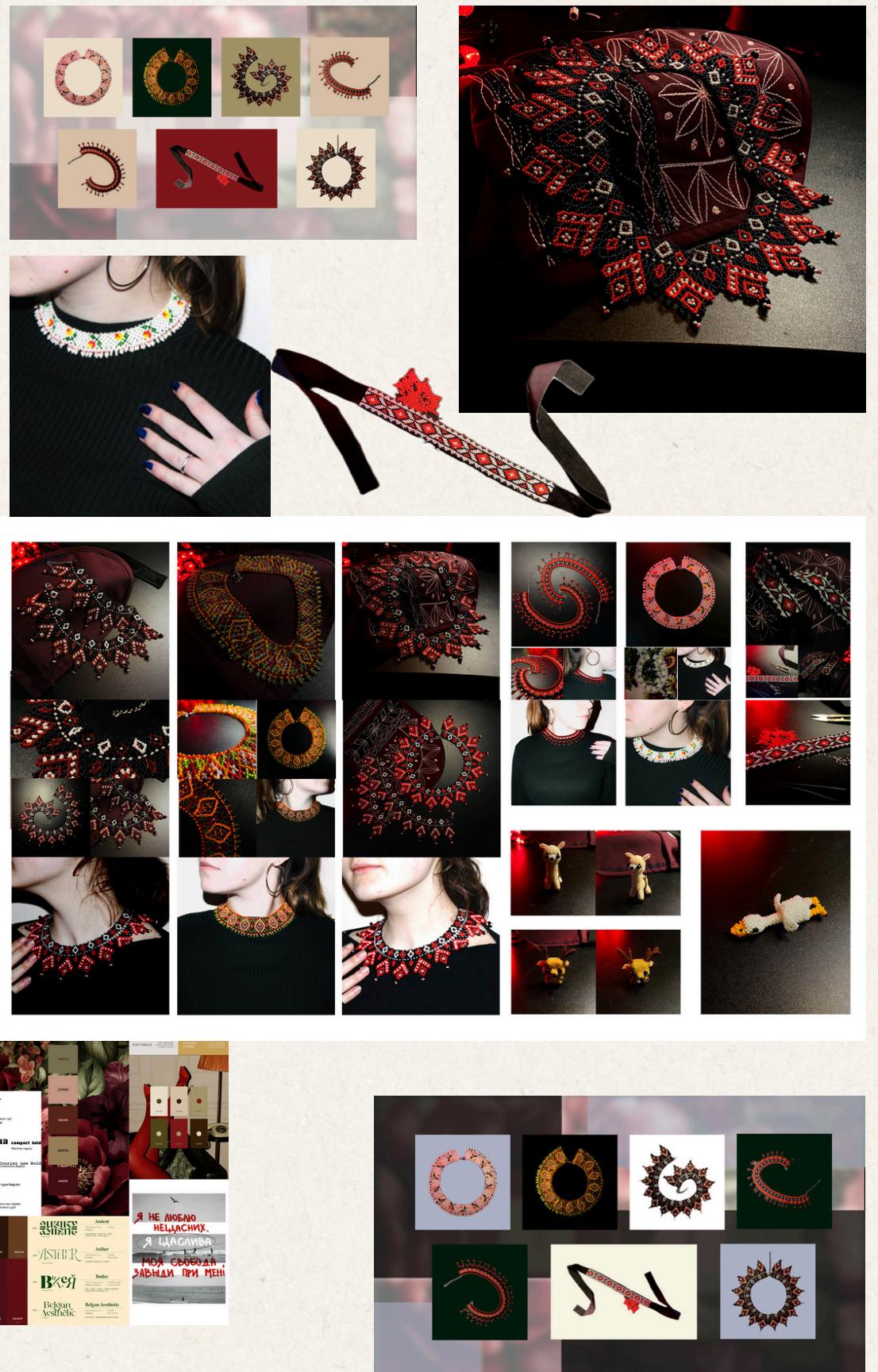
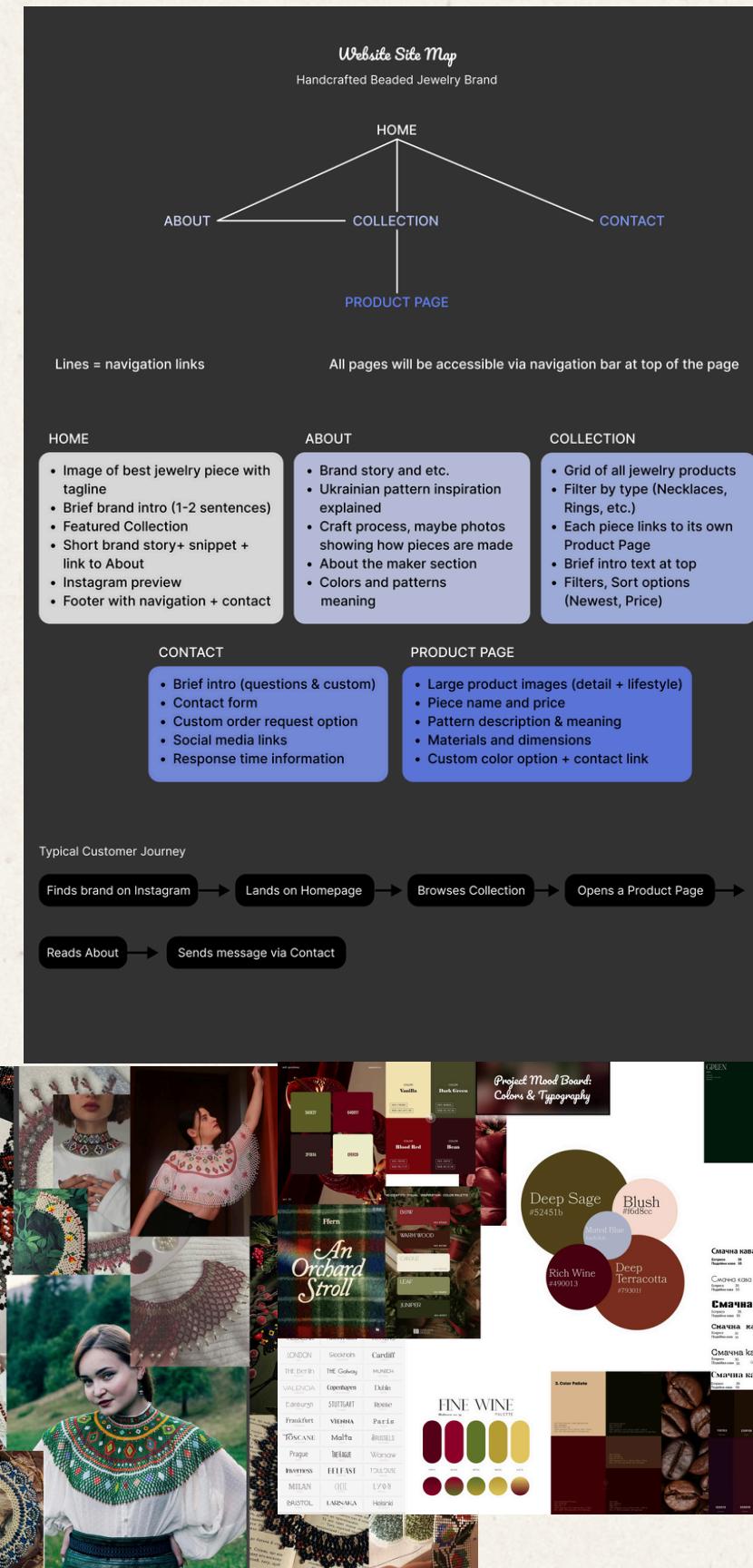
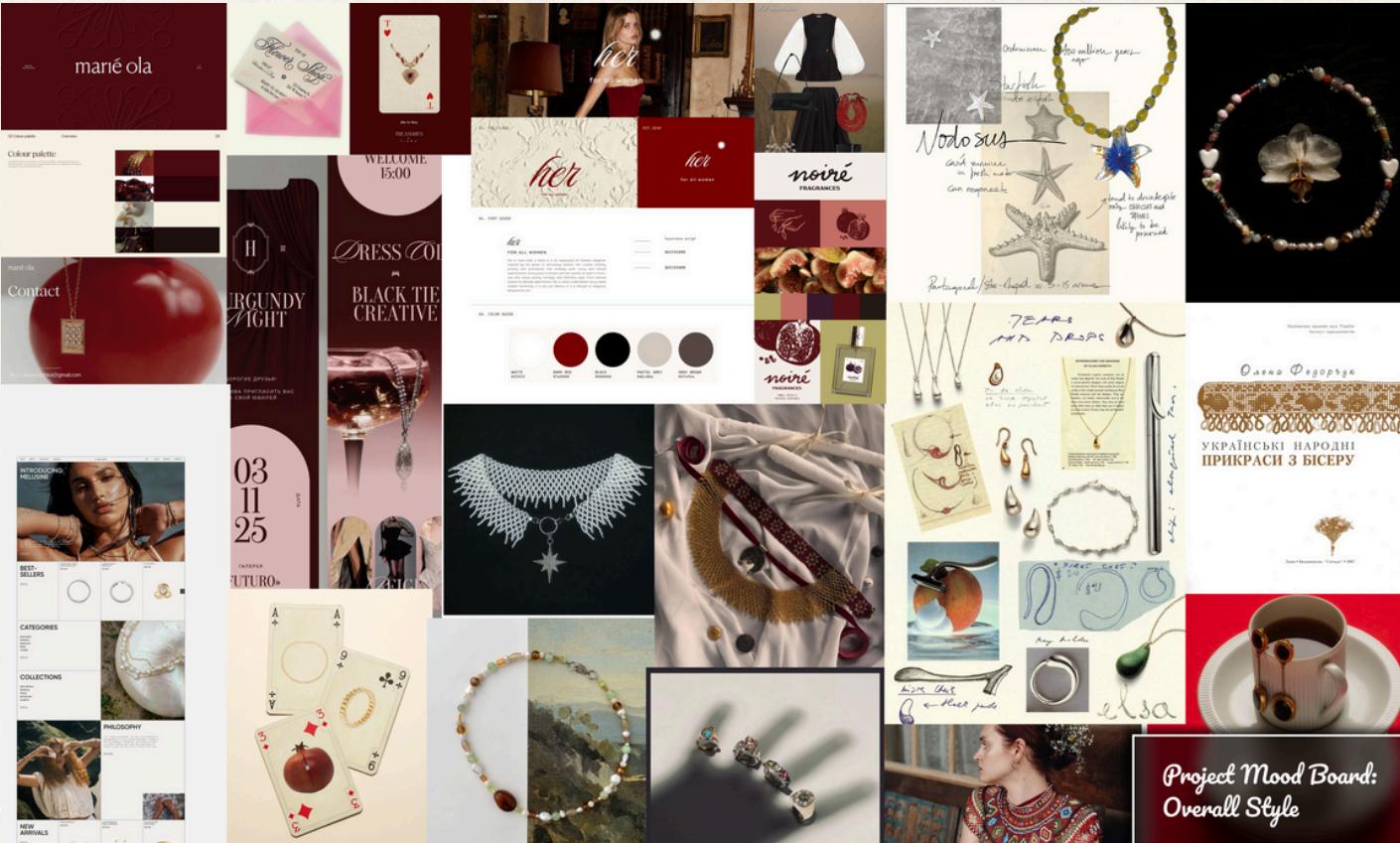


Product photography, a
camera, and a neutral dark
backgrounds



Work Completed

- Competitor and market analysis
- Brand positioning and product definition
- Visual research and mood boards
- Product photography
- Site architecture and user flows



Challenges and Next Steps

CHALLENGES

Time management across different deadlines

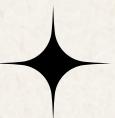


Limited photography equipment

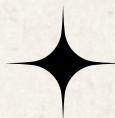


NEXT STEPS

Logo and identity design



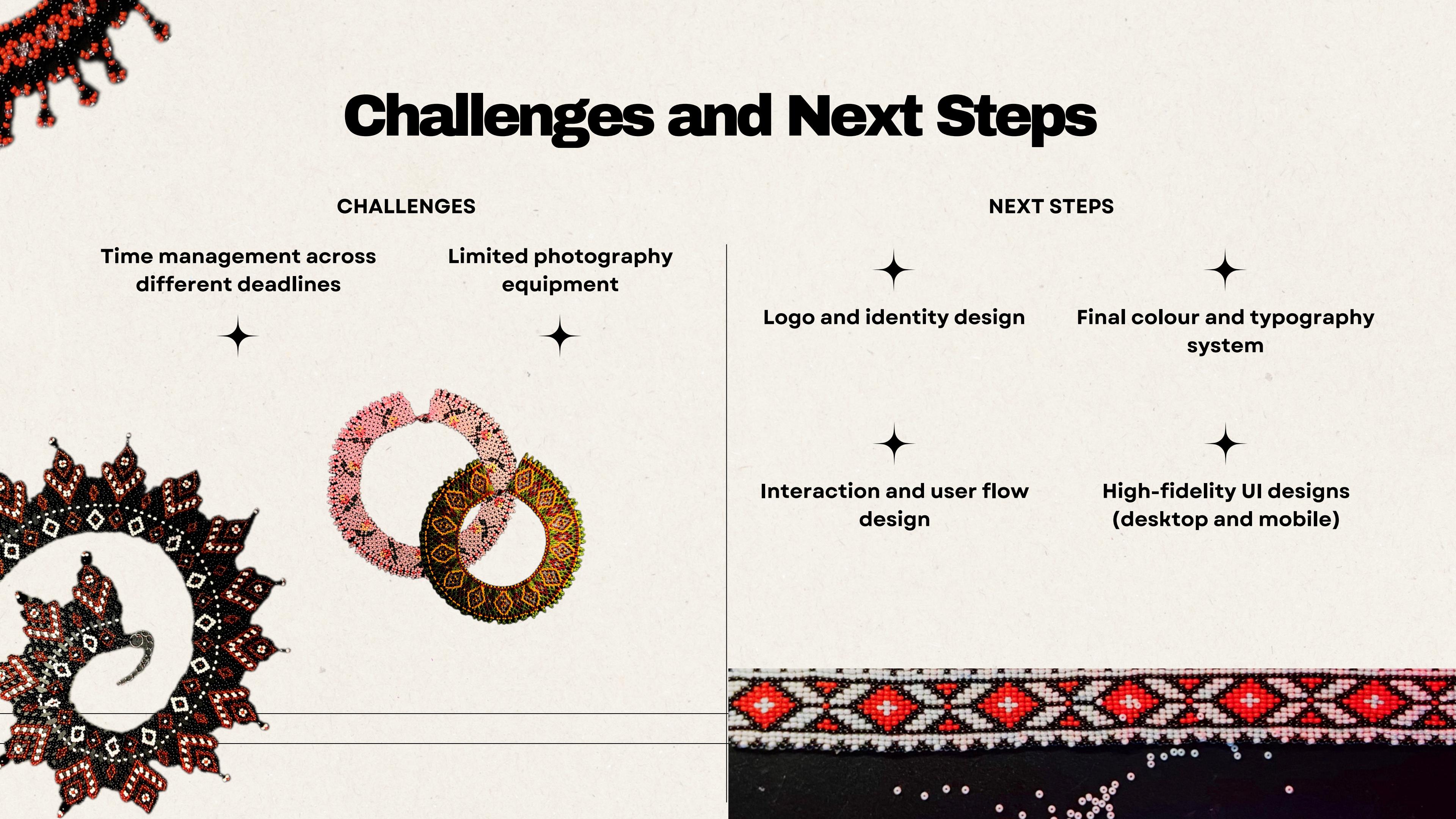
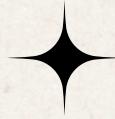
Final colour and typography system



Interaction and user flow design



High-fidelity UI designs (desktop and mobile)



Thank you !!!



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Address	03/02/2026

RESOURCES

All Blues. (2026). Official Website. Retrieved January 2026 from <https://allblues.se>
Completedworks. (2026). Official Website. Retrieved January 2026 from <https://completedworks.com> Lié Studio. (2026). Official Website. Retrieved January 2026 from <https://liestudio.com> Ruslan Baginskiy. (2026). Official Website. Retrieved January 2026 from <https://ruslanbaginskiy.com> Sézane. (2026). Jewelry Collection. Retrieved January 2026 from <https://sezane.com/jewelry> Yuliya Magdych. (2026). Official Website. Retrieved January 2026 from <https://yuliyamagdych.com> Design Resources: Figma. (2026). UI/UX Design Platform. Retrieved from <https://figma.com> Project Documentation: Datskiv, S. (2026). Project Proposal: Branded Interactive Digital Experience for an Accessories Brand. South East Technological University. Datskiv, S. (2026). Project Diary Weeks 1-2. South East Technological University.