



JEWELQUEST

ABOUT

Elsie is developing a data-powered website to allow user get direct links to vendors of specific jewelry pieces instead of searching through the vendor websites for long hours



PERSONA'S

- Users: Jewelry enthusiasts, shoppers, and fashion-conscious individuals actively seeking unique or trendy jewelry pieces.
- Backgrounds:
- General shoppers looking for gifts or personal purchases.
- Jewelry collectors or connoisseurs.
- Vendors and artisans showcasing their products



PROBLEM SOLVED

It addresses the challenge of discovering and purchasing jewelry online by:

- Providing a visually driven platform (like Pinterest) exclusively focused on jewelry.
- Offering direct links to vendors, simplifying the shopping process.
- Helping vendors gain exposure to a targeted audience.



PAYOFF

- Visual Exploration: The Pinterest-like design allows users to browse jewelry in a highly engaging and visual way, making it easier to find what appeals to them.
- Simplified Purchasing: By linking directly to vendors, users avoid unnecessary steps or confusion in finding and purchasing items they love.
- Personalization: Features like favorites and user profiles enable users to save and revisit their choices, creating a tailored shopping experience.



FINISH

A sample screen could display a jewelry feed with:

- High-resolution images of jewelry items.
- A "Favorites" button on each item for users to save it.
- Clear vendor information and a link for each product.



USERS/CUSTOMERS

This website serves as a platform for connecting jewelry vendors and customers. It caters to both small and large jewelry businesses and individual artisans, offering a centralized space for showcasing products while providing an easy and visually engaging shopping experience for customers.

Products or Services

- For Vendors:
 - A marketplace to display their jewelry.
 - Direct links to their stores or websites for seamless transactions.
- For Shoppers:
 - A curated, visually rich browsing experience exclusively for jewelry.
 - Tools to discover, save, and purchase jewelry they love.



MAIN FEATURES

Pinterest-Style Jewelry Feed:

- A grid layout showcasing jewelry items with high-quality images, enabling users to discover products visually.

Direct Vendor Linking:

- Each jewelry item includes a "Buy Now" link that takes users directly to the vendor's shop or website for purchasing.

User Profiles and Favorites:

- Shoppers can save items to their favorites, creating a personalized collection for future reference.

Search and Filter Tools:

- Advanced search and filtering options (e.g., by type, price range, or material) to help users quickly find what they're looking for.

ARCHITECTURE

Presentation Tier =

HTML, CSS, JS

Application Tier = PHP

Data Tier = MySQL



THANK YOU

