My clients are Maurice Paredes and Micaela Perez, my dad and his wife/coworker. He has owned a jewelry store in New York City for over 30 years called Goldmine Jewelers. They already have a website (goldminejewelersnyc.com) that was done by Molly McGuirk, an experienced web designer, and the photos were taken by a student pursuing photography. They had to supply McGuirk with all the information they wanted on the website in order for her to create it.

Their current website was made only 3 years ago when they realized the benefits of having one and adve­­­rtising their store online. Since Goldmine Jewelers was established in 1981, their business solely relied on books like Yellow Pages, since the Internet wasn’t a huge factor in society yet. However, people have ditched tangible books for the Internet, which has become a huge part of everyone’s life. It is the first source of information for a majority of people, specifically the younger generations. As Maurice put it, a lot of young people don’t shop in stores, they shop online; he wanted to be able to show his merchandise online so it was accessible. Without a website, he claims there would be no business flow. Their target customers are young professionals because they are the ones making the money. They aren’t looking to save for retirement, they are looking to buy and are willing to spend money.

The most obvious way to measure the success of the website is their business flow; they want an increase of customers and money. My clients receive a monthly notice of how many people visited the website, and if their numbers decrease they know they have to make a change. They have an email listed on the website that gets transferred to their personal email for feedback and questions; they also reference Yelp to see how they are doing.

Although they already have a pretty good website, there are a few things that could be done to improve the interaction of the viewer/customer. Even though they do have photos of their merchandise they are very general and don’t really provide insight of what kind of specific jewelry they have. I could deliver a lot more information creating categories, such as rings, necklaces bracelets, earrings, watches, pendants, etc., that lead to pages displaying the pieces of jewelry. On these pages the price, size and details could be listed. Along with this, there could also be a sale category. On the home page the slideshow doesn’t stay on the photos long enough and they fly by; I could fix how long they are displayed and add a toggle so the viewer can navigate through them. Another aspect is updating their current photos of the store and also play with the color scheme, the layout of the pages and the typefaces. I can obtain content from their current website as of now and later on ask for more specific information and clarity. I could also take my own photos of their jewelry when I’m home for Thanksgiving break.