

E-commerce Website Design and Development

Highlight

This portfolio defines my work to develop an e-commerce website for a Gemstone Retailer business. The business has an online e-bay shop for selling natural gemstones. The following MVP ideation was to develop an exclusive website to educate customers about gemstones and create a link to attract more customers to the already established online shop.

MVP ideation

The following section thoroughly defines the problem to solve, the target audience, and the MVP's unique selling proposition compared to its competitors in the market.



PRODUCT DETAILS

Product Features:

- Focus on education and ethically sourced gemstones from reputable vendors.
- Vast selection, competitive pricing, and convenient online shopping experience.
- Personalized recommendations by leveraging data and user preferences.

Unique Selling Points:

- Expertise in gemstones, extensive inventory, ethical sourcing, and competitive prices.
- Personalized customer service, physically examining gemstones, ensuring authenticity and quality with certifications.

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Product Development Proposal

DEVELOPMENT STRATEGY

Project Workflow

- Project Kick-off: Clarify the website development project objective, scope, roles, and responsibilities.
- Requirements Gathering: Document specific website development needs and goals.
- UX/UI Design: Create wireframes to represent the website's layout and content visually.
- Prototyping: Develop visually appealing and user-friendly interactive interfaces, take feedback, and adjust.
- Developments: Develop a high-quality website with engaging content aligned with the target audience. Ensure the website adapts to different screen sizes.
- Testing and Quality Assurance: Thoroughly test the website for functionality, usability, and performance. Ensure it meets the quality standard and data security.
- Deployment and monitoring: Deploy the website and track key performance indicators (KPIs).
- Post Deployment Maintenance & Support: Monitor traffic, gather feedback from users, update content, and security.

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Product Development Proposal

MARKETING STRATEGY



Sales Channels

- With an intuitive and user-friendly website platform with an extensive inventory, engage directly with customers.
- Form strategic partnerships with jewelry makers and retail outlets to broaden market outreach.
- Leveraging an already established presence on Amazon and eBay, access a broader customer base and increase brand visibility.

Promotion & Advertising

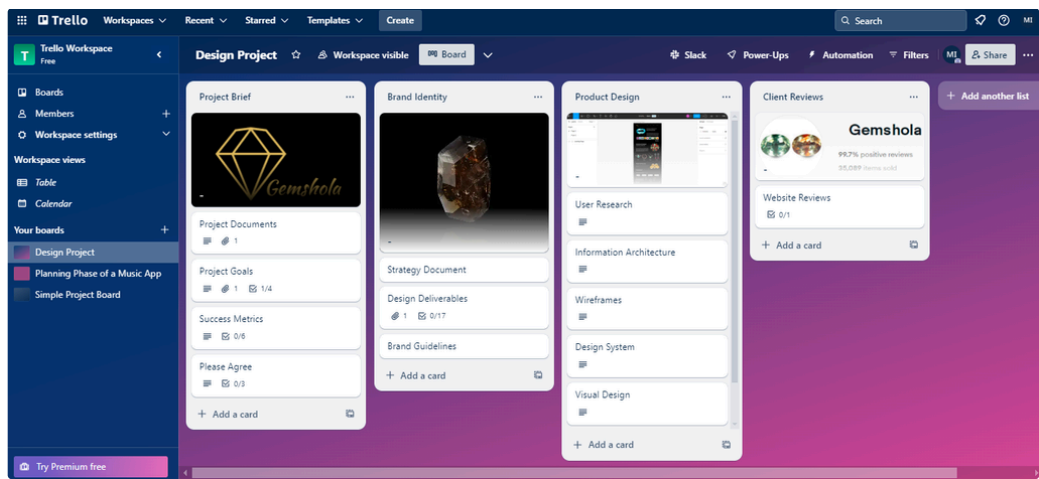
- Optimize SEO website content for search engine rankings.
- Use PPC advertising on platforms like Google Ads.
- Utilize social media to showcase gemstones and engage customers.
- Create valuable content like blogs, articles, and videos.
- Generate leads for targeted promotions and newsletters.
- Collaborate with influencers, designers, and bloggers to reach a wider audience.

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Product Development Proposal

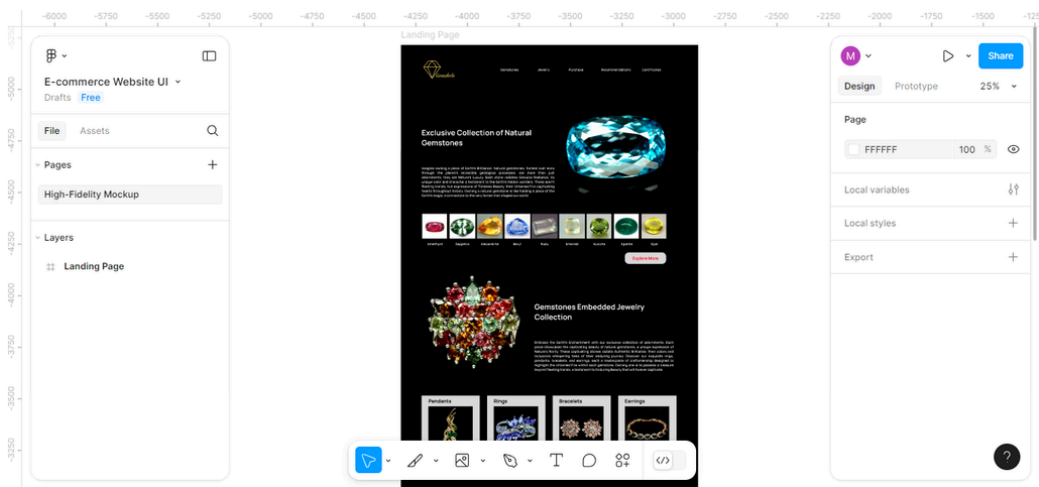
Product Roadmap

The following roadmap will provide an overview of the project goals, deliverables, tasks, and various milestones for features or parts of the project.



Product Design

This section shows a high-fidelity mockup of the website landing page in Figma. The design is a blueprint for the development and designer teams to review and adjust for better user interaction and experience.



Product Development (in progress)

The website's landing page can be viewed here. Further development is in progress.

[Gemshola | Exclusive Gemstones Library](#)