

E-commerce Website Design and Development

Highlight

This portfolio showcases my proficiency in product management, design, and development of an e-commerce website. It highlights my ability to formulate product concepts, conduct thorough market research, and create engaging user interfaces.

Product Overview

The product here is an e-commerce website for a gemstone retailer. The client, an established seller on eBay, sought to create a dedicated online platform to enhance customer education and drive traffic to their existing online store. The MVP focused on developing an informative website that would provide valuable insights into the world of gemstones and encourage potential customers to explore the retailer's offerings.

[🔗 Gemshola | Exclusive Gemstones Library](#)

The website's landing page can be accessed here. Ongoing development efforts are focused on further enhancing the platform's features and functionality.

Skills Acquired: Project Initiation, Strategic Thinking, User Interface Design, Creative Problem-Solving, and Technical Implementation.

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.



INTRODUCTION ✨

• Product Idea ●●●

The Gemshola website is an exclusive one-stop shop for gemstone enthusiasts, jewelers, and collectors. It unlocks the horizon to a vast inventory of natural luxurious gemstones. Users can educate themselves with information about their properties, authenticity, shape, and origin while also purchasing ethically sourced stones, all within a beautiful and user-friendly interface.

• Market Gap/Opportunity ●●●

Education: Customers need more knowledge about gemstones, including their properties, origins, and meanings.

Validation: Some customers may already own gemstones but need clarification on their type, value, and resources to validate the identification.

Ethical Sourcing: A growing number of consumers are increasingly worried about the ethical sourcing of gemstones, seeking transparency about mining practices and the environmental impact.

Inspiration and Discovery: Finding the Right Gemstone from the vast array of gemstones requires guidance and inspiration, depending on the specific customer's needs, such as jewelry making, birthstones, or spiritual practices.

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Product Development Proposal

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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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.

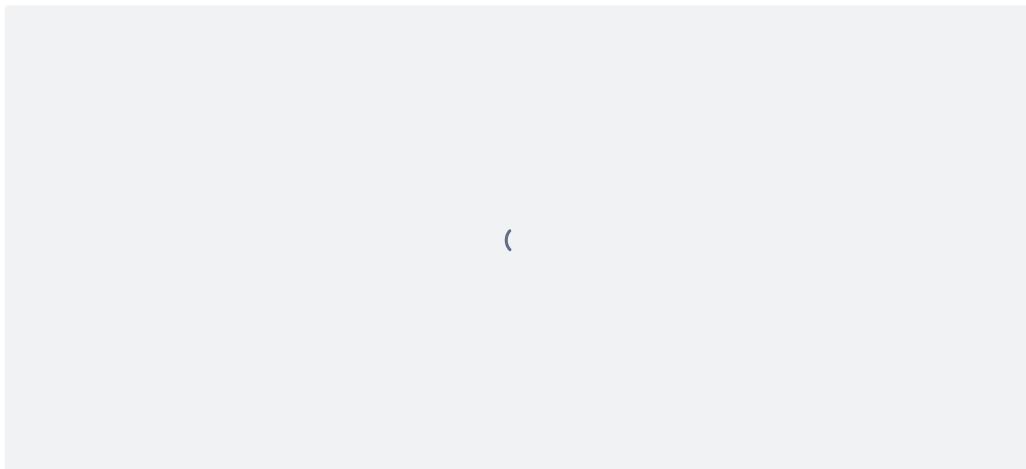
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Product Development Proposal



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 reviewing and adjusting the website functionalities for better user interaction and experience.

