



AR GEM &
JEWELRY

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WEBSITE DOCUMENTATION



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Business Name: AR Gem & Jewels

Business Type: Jewellery Store

Services Offered:

- Selling a wide range of high-quality gemstones, gold, and silver jewelry.
- Custom Jewellery design services.
- Jewellery repair and restoration.

The website showcases AR Gem & Jewels' products, highlights its commitment to quality craftsmanship, and allows customers to learn about the business and get in touch for custom orders or inquiries.

Explanation of Design Choices

Colour Scheme:

A luxurious palette of gold, white, and deep blue was chosen to reflect the premium quality and elegance associated with AR Gem & Jewels.

Layout:

- The homepage includes a visually striking banner featuring a high-quality image of Jewellery, with navigation links to About, Services, and Contact pages.
- A grid-based layout on the Services page displays product categories with images and descriptions.
- The Contact Page is straightforward, with a clean form for customer inquiries.

Typography:

Elegant serif fonts were used for headings to convey sophistication, while sans-serif fonts ensure readability for body text.

Images and Graphics:

Images of AR Gem & Jewels' signature products and gemstones are prominently featured, along with subtle decorative elements to enhance the luxurious feel.

Summary of Interactive Features

Interactive Features Implemented:

- **Image Carousel:** The homepage includes a carousel to showcase featured Jewellery items and collections dynamically.
- **Form Validation:** The Contact Page form ensures all required fields (name, email, and message) are correctly filled before submission using JavaScript-based validation.

These features provide an engaging and seamless user experience while reflecting the premium brand identity of AR Gem & Jewels.

Conclusion

The AR Gem & Jewels website is a modern, user-friendly platform that highlights the business's unique offerings. It is responsive across devices, functional on all major browsers, and designed to enhance customer engagement while meeting assignment requirements.

