



AR GEM &  
JEWELRY

# AR GEM & JEWELERS

## WEBSITE DOCUMENTATION



**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.

