12-07 Business Strategy: Jewelry Business & Website Development

Date & Time: 2025-12-07 14:04:08
Location: [Insert Location]
Customer: [Insert Customer] (Alissa, brand name "Made by Alissa")

Overview

This consultation focuses on the development and comprehensive redesign of a new e-commerce website for "Made by Alissa," a high-end jewelry business. The client, an experienced jeweler, is launching a new brand specializing in bespoke engagement rings and exclusive, limited-edition "private collections." Key discussions cover the brand's phased launch strategy, establishing a luxury brand identity, and resolving significant UI/UX issues on the website prototype. The primary challenges are twofold: first, how to present a vast number of ring customizations (carat, color, clarity, metal) online without overwhelming users or creating logistical issues; and second, how to establish a strong online presence and marketing strategy for a new brand in a competitive market. The client's goal is to create a premium, user-friendly website that balances direct online sales for entry-level items with a consultation-led approach for high-end, custom orders, while also building a brand known for superior craftsmanship and unique designs.

Background

The client is an experienced jeweler with hands-on "on the bench" expertise, transitioning from a previous venture ("NB") to launch a new, more sophisticated brand, "Made by Alissa." The business launch is planned in phases:

- **Phase 1 (Post-New Year):**Website launch focusing exclusively on engagement rings.
- **Phase 2 (Summer):**Introduction of additional rings, casual pendants, and earrings.
- **Final Phase:**Launch of a "private collection" of highly intricate, bespoke pieces, which is the ultimate goal for the brand.
  The product offerings include a primary line of customizable engagement rings and several exclusive collections, such as Zodiac-themed pendants (limited to 10 pieces per sign at ~£20,000) and Arabic calligraphy pendants in 21-carat

gold. The client has a clear vision for the brand's aesthetic, referencing competitors like "Taj Jules" for inspiration, and has a team including engineers and a CAD designer to execute complex designs. The client has an existing customer base from their previous business and aims to build a multi-million-pound company within 10 years.

Pain Points

The most significant challenges facing the client are related to the website's user experience, the practicalities of jewelry manufacturing, and digital marketing.

1. **Handling Massive Product Variations:** The primary technical challenge is how to manage the vast number of combinations for customizable engagement rings (carat, color, clarity, natural vs. lab-grown). Listing all 200+ variations per ring style is unmanageable, creates a confusing user experience, and risks logistical issues with a shared diamond database where a stone could be sold elsewhere before purchase completion. This complexity is a major barrier to online sales.

2. **Inconsistent and Unprofessional Website Design:** The current website prototype lacks the premium feel the client desires. Issues include a disjointed color scheme (black elements clashing with the desired beige/brown palette), inconsistent button styles and hover effects, and the use of "childish" gradients. This undermines the brand's high-end positioning.

3. **Poorly Organized Product Filtering and Customization:** The user journey is confusing. The product listing page lacks essential filters for 'Shape' and 'Collection', despite 'Shape' being a primary customer search criterion. On the product detail page, customization options are presented in large, space-consuming bubbles, creating a cluttered layout. The client wants to compress these options and remove unnecessary choices like the 'Certificate' option for lab-grown diamonds and the 'IF' (Internally Flawless) clarity grade.

4. **Gap Between CAD Design and Physical Manufacturing:** The client's ambition for unique, technically complex designs is hampered by the gap between 3D CAD models and the physical limitations of jewelry making. CAD designers often create designs that are not structurally sound or manufacturable, leading to significant rework, delays (up to eight weeks for bespoke pieces), and increased costs. An example cited was a spinning pendant that worked when flat but stopped spinning when worn due to weight distribution issues, requiring re-engineering.

5. **Lack of an Effective Digital Marketing Strategy:** The client has no experience with SEO or digital marketing and is concerned about how to drive sales in the "very generic" and competitive online jewelry market. Competitors spend upwards of £100k a month on ads, making paid advertising a significant barrier.

The client needs a strategy to generate organic online orders and effectively market the exclusive "private collections" without traditional advertising to maintain their luxury appeal.

Expectations

The client has clear expectations for the website's functionality, aesthetics, and the overall business strategy.

1. **Implement a Hybrid Sales Model:**The website must allow customers to purchase a "bare minimum" or entry-level version of a ring directly. For all upgrades, customizations, or high-end options, the user should be directed to book a consultation. This model aims to capture impulse buyers while retaining upselling opportunities through personal interaction.
2. **Complete Visual Overhaul for a Premium Aesthetic:**The client expects a consistent, high-end design using a specific color palette. All black text and elements must be changed to a specific brown (Hex: #6D3D0D), with a white/beige background. All interactive buttons must have a uniform hover effect, turning gold. The hero section needs to be cleaner, with a centered logo, a single scroll-down button, and relocated reassurance icons.
3. **Streamlined User Journey and Product Customization:**The client expects a more intuitive browsing experience. This includes adding 'Shape' and 'Collection' filters to product pages. The product detail page layout must be redesigned: metal choices should be in a horizontal format, and the carat, color, and clarity options must be compressed into a single, user-friendly interface modeled after "Taj Jules."
4. **Phased and Future-Proof Website Launch:**The website must be ready to launch after the New Year (**Phase 1**) featuring only engagement rings. The site's architecture must be scalable to easily accommodate future collections (earrings, pendants, private collection) planned for later phases.
5. **Business and Marketing Support:**The client expects the site to be linked to their GoDaddy domain for live review during development. They also need guidance and a proposal for SEO services to drive organic traffic and sales. Functionality for promotional codes (10% referral discount) and Klarna as a payment option is also required.

Other Information Summary

- **Brand Identity:**The brand is "Made by Alissa," which the client needs to copyright and trademark. The brand's brown color was updated to #6D3D0D to ensure it doesn't look black when printed.

- **Value-Added Services:**The brand offers a lifetime manufacturing warranty, lifetime free cleaning, and one free resizing, which should be highlighted.
- **Business Rules:**Engagement rings must default to yellow gold images; men's rings to platinum. Engraving will be offered as "Complementary Engraving (Optional)" instead of a £15 charge. A "discreet packaging" option will be available.
- **Content:**The client will provide registered company details for the footer and handle product photography. They will also provide text for "Education" sections after reviewing AI drafts.
- **Technical Setup:**The client needs to set up a Stripe account to process payments. The consultant offered a monthly retainer for ongoing site management.

To-Do List

- **Website Redesign & UI/UX:**
  - [ ] Revise the website's color scheme to use brown (#6D3D0D) and beige, removing all black elements and gold gradients.
  - [ ] Standardize all button hover effects to turn gold.
  - [ ] Redesign the hero section: center logo, use a single scroll-down button, and relocate reassurance icons.
  - [ ] Redesign the product detail page: compress carat/color/clarity options and change metal choices to a horizontal layout.
  - [ ] Add 'Shape' and 'Collection' filters to product listing pages.
  - [ ] Redesign/compress the footer to be smaller and rearrange elements (Quick Links, Story, Stay Updated).
  - [ ] Change the basket icon to a more recognizable design.
- **Functionality & Content:**
  - [ ] Implement the hybrid sales model (direct purchase for base models, consultation for upgrades).
  - [ ] Set default product images: yellow gold for engagement rings, platinum for men's rings.
  - [ ] Change the engraving option to "Complementary Engraving (Optional)" and remove the fee.
  - [ ] Add a "discreet packaging" option and a "Don't Know" button for ring sizing.
  - [ ] Develop and implement a discount code system for the 10% referral promotion.
  - [ ] Remove the "Premium Configurator" feature for now.
  - [ ] Correct inaccurate diamond shape images ('Radiant', 'Marquee').

- **Backend & Admin:**
  - [ ] Create an admin dashboard for the client to view orders and analytics.
  - [ ] Link the development site to the client's GoDaddy domain for live review.
  - [ ] Schedule a follow-up to integrate the client's new Stripe account.
  - [ ] Research and prepare for Klarna integration.
- **Strategy & Follow-up:**
  - [ ] Research and provide the client with a proposal for SEO services.
  - [ ] Follow up with the client regarding the monthly retainer option.
  - [ ] Investigate technical solutions for handling US/UK spelling variations.
- **Client Tasks:**
  - [ ] Client to sign up for a Stripe merchant account.
  - [ ] Client to provide registered company details for the footer.
  - [ ] Client to proceed with copyrighting and trademarking the "Made by Alissa" brand name.
  - [ ] Client to provide initial engagement ring designs for the website launch.