

# 12-07 Business Strategy: Jewelry Business & Website Development

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## Tasks for @Speaker 3

[ ] Implement “meeting in the middle” checkout flow: allow checkout for the bare-minimum configuration (e.g., VS1/VS2, F color, defined carat), and route higher specifications to a consultation with automatic email to @Speaker 1 within 24 hours, to preserve retention and enable upsell @Speaker 3

[ ] Adjust homepage hero: remove top-left logo, keep logo centered above hands, add a scroll-down button that takes users to the featured collection, move reassurance badges below the discover button, convert button styles to text-only for a more luxury look @Speaker 3

[ ] Change site color scheme: replace all black text and icons with the provided lighter brown (hex 6D3D0D), ensure hover states turn gold uniformly, remove gradients and make buttons solid colors, align “popular” gold color with the hallmark hover gold, and update footer and all sections to the brown scheme consistently @Speaker 3

[ ] Fix shape icons and taxonomy: correct Radiant shape depiction (rectangular with cropped corners), ensure shape filter exists between category and metal, and add a “collection” selector (e.g., signature, trilogy), linking each shape to the correct collection pages @Speaker 3

[ ] Update product pages: compress options to metal (3 horizontally, then two-tone, then platinum), combine carat, color, clarity into a single selector like Taj Jewels, remove “IF” clarity for labs and remove “certificate” selector (add certification details as description asterisk), set default “bare minimum” to 1 carat, F color, VS1 for labs with IGI certificate; require inquiry for natural diamonds (GIA) with no prices shown @Speaker 3

[ ] Implement inquiry and consultation UX: keep “Inquire” button, add ring size guide with a visible “I don’t know” button that routes to guidance or contacts @Speaker 1, add a discrete packaging option alongside standard branded packaging @Speaker 3

[ ] Adjust engagement ring defaults: for engagement rings, default first image/metal to yellow gold; for men’s wedding bands, default to platinum, with metal options laid out as three in a row, two-tone, then platinum @Speaker 3

[ ] Reduce visual clutter: make option bubbles smaller, remove gradients, align descriptions and elements, reduce negative space in selectors, ensure fonts are uniform (or close) with site style @Speaker 3

[ ] Implement hover behavior and button styling: make “Add to bag” and other

CTA buttons brown with hover to gold across the site, remove bubble borders where applicable @Speaker 3

[ ] Build admin dashboard: provide @Speaker 1 with an admin interface to view orders, timelines, CRM data, abandonment points, and technical analytics @Speaker 3

[ ] Link site to existing GoDaddy domain for preview, notify @Speaker 1 to check updates on the live domain and then unlink when review cycles are done @Speaker 3

[ ] Add wishlist, basket reminders, and retention flows: email reminders for wishlist and abandoned carts (e.g., prompt within 7 days), and consider limited-time promotions (e.g., 10% after two weeks in basket) @Speaker 3

[ ] Implement partner discount logic: add discount code option; set automatic 10% off when users provide partner Instagram handles (e.g., Real Moments, wedding vendors) during consultation or checkout @Speaker 3

[ ] Replace placeholder icons/emojis with premium, clean icons consistent with the diamonds section; remove tacky gradients and unify visuals @Speaker 3

[ ] Copy and adapt content from Taj Jewels and Alan Bick: replicate warranty/resizing/lifetime care paragraph structures (with @Speaker 1's provided edits), and use Alan Bick's NHS Heroes content style and images (modified as needed) @Speaker 3

[ ] Fix footer layout: compress height, arrange Quick Links left, Stay Updated right, Story in the middle, keep everything visually central, and add social media handles; iterate designs and show @Speaker 1 @Speaker 3

[ ] Build search and collections behavior: ensure search returns items like "solitaire," shapes, and collections; fix "recently viewed" image loading and collection display issues @Speaker 3

[ ] Remove premium configurator for now; ensure classic view handles shape switching so image updates to the corresponding collection variant when shape changes @Speaker 3

[ ] Update engagement ring page flow to start at 2 carats (where applicable) and mirror Taj Jewels' carat steps (1, 1.5, 2, 2.5, 3), pricing modelled after Taj for labs, with "starting from" pricing visible and inquiry for custom specs @Speaker 3

[ ] Record and apply all requested color code placements sitewide and confirm via an annotated walkthrough for @Speaker 1 @Speaker 3

[ ] Evaluate US/UK localization feasibility (spelling differences and IP-based content), research effort and propose approach; defer if overly complex @Speaker 3

[ ] Change basket icon to a clearer cart graphic, and fix diamond dropdown behavior that doesn't collapse properly @Speaker 3

## Tasks for @Speaker 1

[ ] Provide the updated lighter brown color code files and the beige color code for final site theming, and indicate exact sections where to apply them @Speaker 1

[ ] Send GoDaddy login credentials to @Speaker 3, authorize temporary domain linking for live previews, and request unlinking after review cycles @Speaker 1

[ ] Supply company registered details for footer compliance, and share social media handles to add to the site @Speaker 1

[ ] Share partner vendor Instagram handles and discount rules, including Real Moments and other wedding industry partners, for the automatic 10% discounts @Speaker 1

[ ] Continue uploading and providing ring images by shape and collection; confirm which categories/shapes are complete and which remain pending @Speaker 1

[ ] Provide corrected shape imagery references (e.g., accurate Radiant), and the pack of pictures for all shapes to replace placeholders @Speaker 1

[ ] Deliver the specific warranty/resizing/lifetime care wording you want copied/adapted from Taj Jewels, including edits for your non-lighted boxes @Speaker 1

[ ] Set up Stripe merchant account and share necessary integration keys with @Speaker 3, or schedule a working session to complete setup together @Speaker 1

[ ] Decide and provide copy for discrete vs. branded packaging options, including any delivery instructions text @Speaker 1

[ ] Provide content for "Story" section and approve NHS Heroes and education page copy before publishing @Speaker 1

[ ] Remove any public links to the domain (e.g., Instagram bio) until the site is ready, as discussed @Speaker 1

[ ] Share the updated ring size guide content and confirm the "I don't know" routing preference (guide vs. direct contact) @Speaker 1

[ ] Confirm men's band defaults (start with platinum) and engagement ring defaults (start with yellow gold) across collections @Speaker 1

[ ] Send the brown hex code 6D3D0D confirmation screenshot and any additional brand PDFs (blank letter, thank you card) for consistent styling @Speaker 1

[ ] Provide SEO decision: whether to proceed with @Speaker 3's SEO effort after their research and pricing proposal, or appoint a specialist @Speaker 1

## General Tasks

[ ] Build abandoned cart and wishlist email flows, to improve retention with prompts within 7 days and potential promotions after two weeks @Team

[ ] Establish consultation funnel with automated emails to @Speaker 1 within 24 hours, enabling follow-up and upsell @Team