**A Project Report On**

**GEMSTONE GALLERY**

**For**

**Mini Project 2B (REV- 2019 ‘C’ Scheme) of Third Year, (TE Sem-VI)**

**Course code: CSM 601**

in

**Computer Science and Engineering (AI&ML)**

By

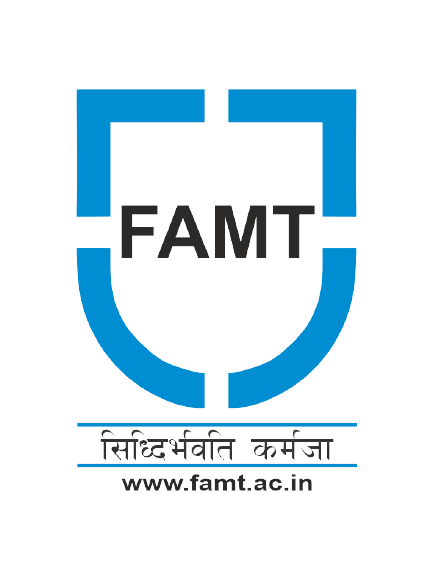
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**Hope Foundation’s**

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**Academic Year 2022-23**

**CERTIFICATE**

This is to certify that the project entitled **Gemstone Gallery** is a bonafide work of

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Submitted to the University of Mumbai in partial fulfillment of the requirement for the award of **Mini Project 2B (REV- 2019 ‘C’ Scheme) of Third Year, (TE Sem-VI)** in **Computer Science and Engineering(AI&ML)** as laid down by **University of Mumbai** during academic year **2022-23**

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1. **INTRODUCTION**

The world of jewellery is a fascinating one, steeped in glamour, beauty and timeless elegance. This is precisely what our jewellery website project aims to capture - the essence of what makes jewellery such a prized possession for so many people around the world.

Our website project will showcase an exquisite range of jewellery pieces from designers who are renowned for their creativity and passion for their craft. Whether you are looking for an engagement ring that will take your partner's breath away, a stunning set of earrings for a special occasion, or a statement necklace to add the finishing touch to your outfit, we've got you covered.

Our site will also provide a wealth of knowledge and inspiration, with articles on the latest trends and styles in jewellery, as well as tips and advice to help you make the most out of your purchases. With our easy-to-use interface and secure checkout process, purchasing your dream jewellery piece has never been easier.

An online jewelry store can be a valuable business venture, particularly in today's digital age. However, to create a successful online jewelry store, it is important to have a well-designed and functional website that effectively showcases the products and provides a seamless shopping experience for customers. This project aims to create a static online jewelry website using HTML, CSS, and JavaScript. HTML is the foundation of any website, providing the structure and content, while CSS adds style and formatting. JavaScript adds interactivity to the website, allowing for user interactions and dynamic effects. By utilizing these languages, we can create a visually appealing and user-friendly website that effectively displays the jewelry products and makes the purchasing process easy for customers. The website will include features such as high-quality product photos, detailed descriptions, clear pricing and purchasing information, and efficient payment and shipping options. Additionally, we will optimize the website for search engines and incorporate marketing strategies such as social media and email campaigns to drive traffic to the website and increase sales. This project aims to demonstrate the process of creating a static online jewelry website using HTML, CSS, and JavaScript, and to provide a valuable resource for businesses looking to establish their online presence and grow their jewelry business.

In short, our jewellery website project is a celebration of all things that make jewellery so special, and we are excited to take you on this journey with us. Step into our world and discover the beauty and elegance that awaits you.

1. **LITERATURE SURVEY**

* A Study on Designing and Developing Jewellery E-Commerce Websites" by V. Lakshmi and T. Thilagavathy. This paper discusses the importance of design and user experience in the development of a successful website for jewellery. The authors explore the factors that contribute to user satisfaction, such as website layout, navigation, product display, and checkout process.[1]
* Designing and Developing a Website for a Jewellery Store: A Case Study" by M. Jahromi, M. Bajwa, and A. Hashim. This paper presents a case study of the design and development of a website for a jewellery store. The authors discuss the design process, including the selection of colour schemes, fonts, and images, as well as the development process, including the use of HTML, CSS, and JavaScript.[3]
* Designing an Effective E-commerce Site for Luxury Jewellery Brands" by C. Prasad and S. Desai. This paper discusses the challenges and opportunities in designing an effective website for luxury jewellery brands. The authors explore the importance of brand identity, user experience, and security in creating a successful online presence.[6]
* Evaluating the User Experience of E-commerce Websites for Jewellery" by M. Koivistoinen, K. Hietalahti, and T. Vainio. This paper presents a user experience evaluation of websites for jewellery. The authors use a combination of surveys and user testing to evaluate the usability, functionality, and aesthetics of the websites.[8]

Overall, these studies highlight the importance of design, user experience, and security in the development of a successful jewellery website. They demonstrate the challenges and opportunities in creating an effective online presence for jewellery brands, and provide insights into the design and development process.

1. **PROBLEM STATEMENT**

The problem statement for a jewelry website project is to provide an online platform to sell high-quality and authentic jewelry that appeals to a diverse audience. The website should be user-friendly, secure, and visually appealing. It should provide customers with a seamless shopping experience and allow them to browse products. Additionally, the website should offer a range of jewelry categories, styles, and price points to cater to different tastes and budgets. The challenge is to create a unique and engaging brand identity that stands out in the highly competitive online jewelry market and build a loyal customer base.

Objective:

* to create an engaging and user-friendly online platform that showcases a wide selection of high-quality jewellery products in an attractive and professional manner.
* to provide customers with a seamless and convenient browsing and shopping experience that encourages them to make a purchase, while also conveying the brand's unique style and focus on craftsmanship.
* the website should have effective marketing and promotional strategies in place to attract and retain customers, drive traffic and sales, and establish a strong online presence in the competitive jewellery market.

Scope and Limitations:

Scope:

* Customization: Some jewellery websites allows customers to choose the metal, diamond or gemstone carat, and other customization options to make unique jewellery pieces according to personal preferences.
* Reviews and ratings: Customers can rate and review jewellery products they purchased, and their feedback can assist future customers in making informed purchase decisions.

Limitations:

* Limited product choice: Some jewellers only offer a limited collection with unavailability of customising options.
* Non availability of touch and feel: The unavailability of a sense of touch and feel can be a hindrance for customers when making online purchase.

1. **MINI PROJECT DESIGN (PRINCIPLE & WORKING)**

The process of creating a static online jewelry website using HTML, CSS, and JavaScript involves several key steps. The first step is to create a design plan, which involves determining the layout, color scheme, and overall look and feel of the website. This can be done using wireframes or mockups to visualize the design. The next step is to write the HTML code, which includes creating the structure and content of the website. This involves defining elements such as headers, navigation menus, and product listings. The CSS code is then added to add styling and formatting to the website, including typography, colors, and layout. JavaScript is used to add interactivity to the website, such as dropdown menus, image sliders, and product filters. Once the website is coded, it is important to test it thoroughly to ensure it is functioning properly and is optimized for various devices and browsers. This includes testing the website on desktop and mobile devices, as well as on different browsers such as Google Chrome and Safari. Finally, the website can be launched and marketed through various channels such as social media, email campaigns, whatsapp’s messages and search engine optimization. By following these steps, businesses can create a high-quality and effective static online jewelry website using HTML, CSS, and JavaScript.

As project is web application, the proposed system contain only software phases.

The software phase used different technology to create jewellery website. VS code is used to run the project. As a result of all these action together, the required result is obtain.

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1. **COMPONENTS AND TOOLS USED**

**5.1] Visual Studio Code**

Visual Studio Code is a code editor in layman’s terms. Visual Studio Code is “a free-editor that helps the programmer write code, helps in debugging and corrects the code using the intelli-sense method”. In normal terms, it facilitates users to write the code in an easy manner. Many people say that it is half of an IDE and an editor, but the decision is up to to the coders. Any program/software that we see or use works on the code that runs in the background. Traditionally coding was used to do in the traditional editors or even in the basic editors like notepad! These editors used to provide basic support to the coders.

**5.2] HTML**

HTML is an acronym which stands for Hyper Text Markup Language which is used for creating web pages and web applications. Let's see what is meant by Hypertext Markup Language, and Web page. HyperText simply means "Text within Text." A text has a link within it, is a hypertext. Whenever you click on a link which brings you to a new webpage, you have clicked on a hypertext. HyperText is a way to link two or more web pages (HTML documents) with each other. A markup language is a computer language that is used to apply layout and formatting conventions to a text document. Markup language makes text more interactive and dynamic. It can turn text into images, tables, links, etc.A web page is a document which is commonly written in HTML and translated by a web browser.

**5.3] CSS**

CSS stands for Cascading Style Sheets. It is a style sheet language which is used to describe the look and formatting of a document written in markup language. It provides an additional feature to HTML. It is generally used with HTML to change the style of web pages and user interfaces. It can also be used with any kind of XML documents including plain XML, SVG and XUL. CSS is used along with HTML and JavaScript in most websites to create user interfaces for web applications and user interfaces for many mobile applications.

**5.4]JavaScript**

JavaScript is a scripting or programming language that allows you to implement complex features on web pages — every time a web page does more than just sit there and display static information for you to look at — displaying timely content updates, interactive maps, animated 2D/3D graphics, scrolling video jukeboxes, etc. that JavaScript is probably involved.

1. **CONCLUSION**

In conclusion, a static online jewelry website can be an effective and cost-efficient option for small businesses or those with a limited budget looking to showcase and sell jewelry products online. While it may not have the same level of interactivity and functionality as a dynamic website, a well-designed static website can still provide customers with a visually appealing and informative experience. It is important to prioritize the user experience by creating a clean and easy-to-navigate design, with high-quality product photos and descriptions, clear pricing and purchasing information, and effective marketing strategies. The use of features such as a blog or customer reviews can also add value and engagement to the website. Additionally, optimizing the website for search engines can help increase visibility and attract potential customers. A static online jewelry website can be a great way to reach a wider audience and drive sales without breaking the bank. By putting in the effort to create a professional and engaging website, businesses can increase their online presence and grow their jewelry business.

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