

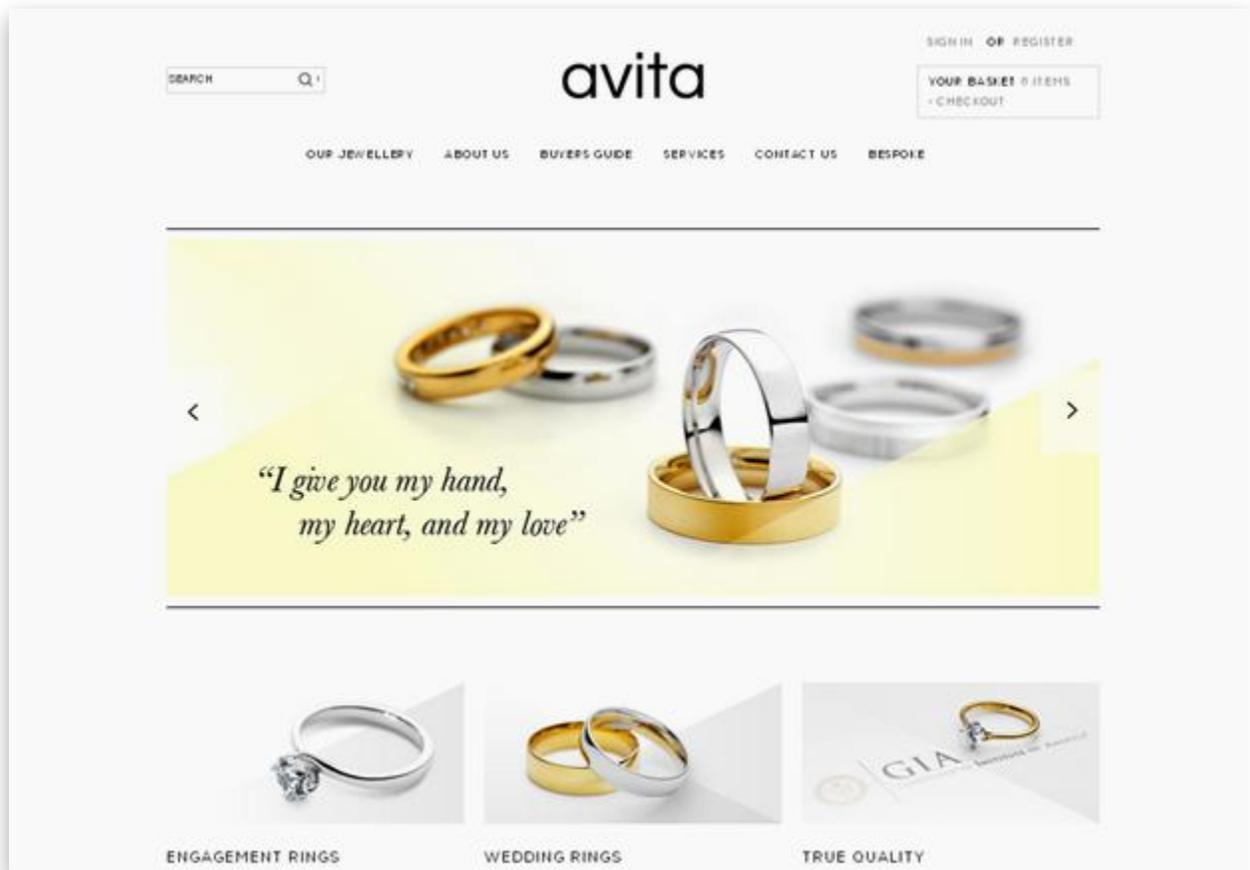


Fullestop Case Study for *AVITA JEWELRY*

Scalable, Usable Application @
Fullestop.com

CASE STUDY

Avita-Jewellery - Premium Diamond Jewellery Online & Guide



URL: <http://www.avita-jewellery.co.uk/>

Category: E-commerce

Document Overview

This document details the case study for the Avita-jewellery website, an e-commerce platform for premium Diamond Jewellery. Drafted case study will subject to detailed investigation by the Fullestop sales team. Case study for Avita-jewellery.com (Marketplace for Diamond Jewellery) is intended to supply sufficient and holistic information of the business model. It aims to capture all the details

relevant to the ecommerce website projects. The document emphasizes on detailed contextual analysis to understand and add strength to the related project i.e. Avita-jewellery website.

Objective

Not many people know about Diamonds and diamond shopping. It's a tricky thing to buy such expensive jewellery, without even having a clue of its cut, purity, clarity and colour. A platform should be provided to the diamond shoppers where they can put their trust and buy diamond jewellery. The platform should also provide proper guidance to the buyers, and teach them about diamond and their types.

The other goal of the required system is a minimal and classy looking interface, through which users could browse through the diamond jewellery they desire and buy them, after going through their characteristics. Hence, the system should sell, educate users, and inform them about the buying of diamonds and diamond jewellery.

Synopsis

With a classy & minimal UI experience, Fullestop was able to deliver a simple yet effective ecommerce solution, i.e. Avita-jewellery.com. Avita-jewellery is developed keeping in mind the need and main goal, which is to guide the users about buying diamond jewellery.

These are some of the basic features integrated in the website:

- The most unique feature is the price calculation on the basis of multiple features provided for selection. This was a necessary effort as jewellery is normally custom made.
- Clear zooming of the products.
- Add to cart option and proper assistance for checkout,
- User account service and delivery information service
- Rich content to assist customer in many ways.
- Integration of multiple payment gateways.

These attractive features led to the success of Avita-jewellery as a Diamond jewellery selling ecommerce platform.

Challenges

Following are the challenges Fullestop faced while developing Avita-jewellery:

- Creating a minimal UI for the classy approach that Avita-jewellery need; this also complements the style and beauty of its jewellery range.
- Providing a rich user experience without compromising the theme of the website.
- Working with the architecture of Magento and its management system.
- Development of an interactive UX that helps users to complete their journey of viewing, customizing their jewellery item and finally buying the product through integrated payment systems.
- Developing a robust e-commerce platform, guiding the customers in an honest and trustworthy way.

Technologies Used

- **HTML 5/ CSS:** For development of the user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousel and page transitions.
- **Magento:** CMS for e-commerce websites
- **Apache:** Web server
- **MySQL:** Database server for storing and fetching website data.

Result

Fullestop has developed an e-commerce platform that is:

- Simple, fast, and quick e-commerce for custom diamond jewellery selection and shopping
- Provide easy viewing of the product with capturing their essence in the UI of the website
- Helping Avita-jewellery to get to a large number of customers regarding sales.
- Providing appropriate information to the visitors regarding diamond jewellery
- Quick in operation with fluid transitions
- Robust and minimal