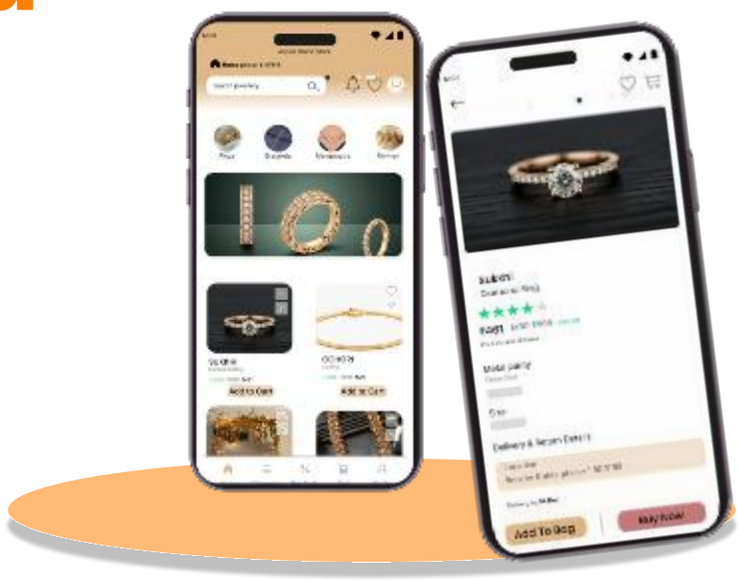
Aspire Brand Store

UI/UX Case Study

Platforms: Website + Mobile Application

Industry: Jewelry E-Commerce

Role: Ui/Ux Designer



Project Overview

Aspire Brand Store is an online jewelry brand offering premium rings, necklaces, bracelets, and customizable pieces. The goal of this case study is to redesign the digital experience for both web and mobile platforms, with a focus on visual elegance, ease of discovery, and a seamless shopping flow.

Project Goals

- Create a premium and trustworthy look aligned with a luxury jewelry brand
- Improve browsing and product comparisons for high-consideration purchases
- Reduce friction in the cart and checkout process
- Build a coherent design system that works across website and mobile app

Final Deliverable

- User research findings

- User personas
- Journey mapping
- Information architecture
- Wireframes (Web + Mobile)
- High-fidelity UI designs
- Realistic mockups

Target User

- Onliner shoper
- Budget conscious Buyers

Problem Statement

Aspire Brand Store aims to offer a premium jewellery shopping experience, but the current digital platform struggles to communicate the brand's luxury value and make product discovery intuitive. Users often face difficulty navigating collections, comparing jewellery pieces, and understanding material quality—leading to hesitation during purchase. On mobile, limited visibility of product details and cluttered layouts make browsing less engaging.

As a result, users feel uncertain about product authenticity, overwhelmed by unclear information, and discouraged by a lengthy checkout experience. These issues collectively reduce conversion rates, weaken brand trust, and create friction in both web and mobile shopping journeys.

Key User Problems

- Hard to browse jewelry collections
- Missing product comparison or size guidance
- Weak trust signals (material info, certifications, reviews)
- Checkout process feels long and confusing

Research & Analysis

User Research Insights

Interviews and surveys with jewelry shoppers revealed:

- Users prioritize high-quality photos and zoom-in details
- They want to filter by metal type, style, occasion, and price
- Clear descriptions of material, purity, and warranty are essential
- Mobile browsing is common, but most purchases happen on web

Competitive Benchmarking

Top jewelry platforms highlight:

- Clean product galleries
- Strong on-hover interactions
- Quick view options
- Personalized recommendations

Design Thinking Process

Empathize

We began by understanding the real needs, emotions, and shopping habits of jewelry buyers.

Activities included:

- User interviews with frequent online jewelry shoppers
- Surveys to understand trust factors and buying motivation
- Competitor analysis of luxury and mid-range jewelry platforms
- Reviewing analytics to identify drop-off and confusion points

Define

Based on research, we identified core problems affecting purchase confidence and user experience:

- Difficulty browsing and narrowing down jewelry categories
- Inconsistent visual hierarchy leading to confusion
- Limited trust-building elements (certificates, reviews, warranties)
- Poor mobile usability
- A lengthy, unclear checkout flow

Ideate

We brainstormed multiple ideas to address user pain points and enhance the brand experience.

- A clean category structure: Rings, Earrings, Necklaces, Bracelets, Collections
- Advanced filters for metal, stone, purity, weight, and price
- High-quality product zoom + 360° view
- Trust badges, authenticity certificates, and verified reviews

Prototype

We translated ideas into low- and high-fidelity designs for both platforms.

Website Prototypes:

- Spacious product grid
- Sticky filters
- Rich product detail pages with authenticit info
- Large visual banners featuring collections

Mobile App Prototypes:

- Swipe-friendly product cards
- Thumb-reachable navigation
- Easy filtering and size/metal selection
- Streamlined cart and checkout

Test

We conducted usability tests with real jewelry shoppers.

What We Tested:

- Ease of navigation
- Product comparison process
- Understanding of material information
- Add-to-cart and checkout experience
- Overall satisfaction with the visual style

Key Feedback:

- Users loved the clearer product details and zoom features
- Checkout needed fewer steps
- Filters improved discovery significantly
- Mobile navigation felt smoother and intuitive

User Persona

Ananya Sharma

Data Analyst

Goals

- Find high-quality jewelry quickly without spending too much time browsing
- Compare designs, materials, and prices effortlessly
- Ensure authenticity (purity certification, warranty, return policy)
- Enjoy a smooth and secure checkout experience

About Ananya

Ananya is a young professional who loves buying elegant and minimal jewelry for both daily wear and special occasions. She prefers online shopping due to convenience but expects a premium visual experience and clear product details before making a purchase.

Pain Points

- Difficulty understanding metal purity, weight, and gemstone details
- Inconsistent or unclear product images
- Complicated filtering system, especially on mobile
- Lack of trust indicators on many jewelry websites
- Long or confusing checkout flow

Motivations

- Wants to invest in timeless pieces that feel premium
- Looks for verified reviews to ensure product authenticity

User Flow

Website Userflow

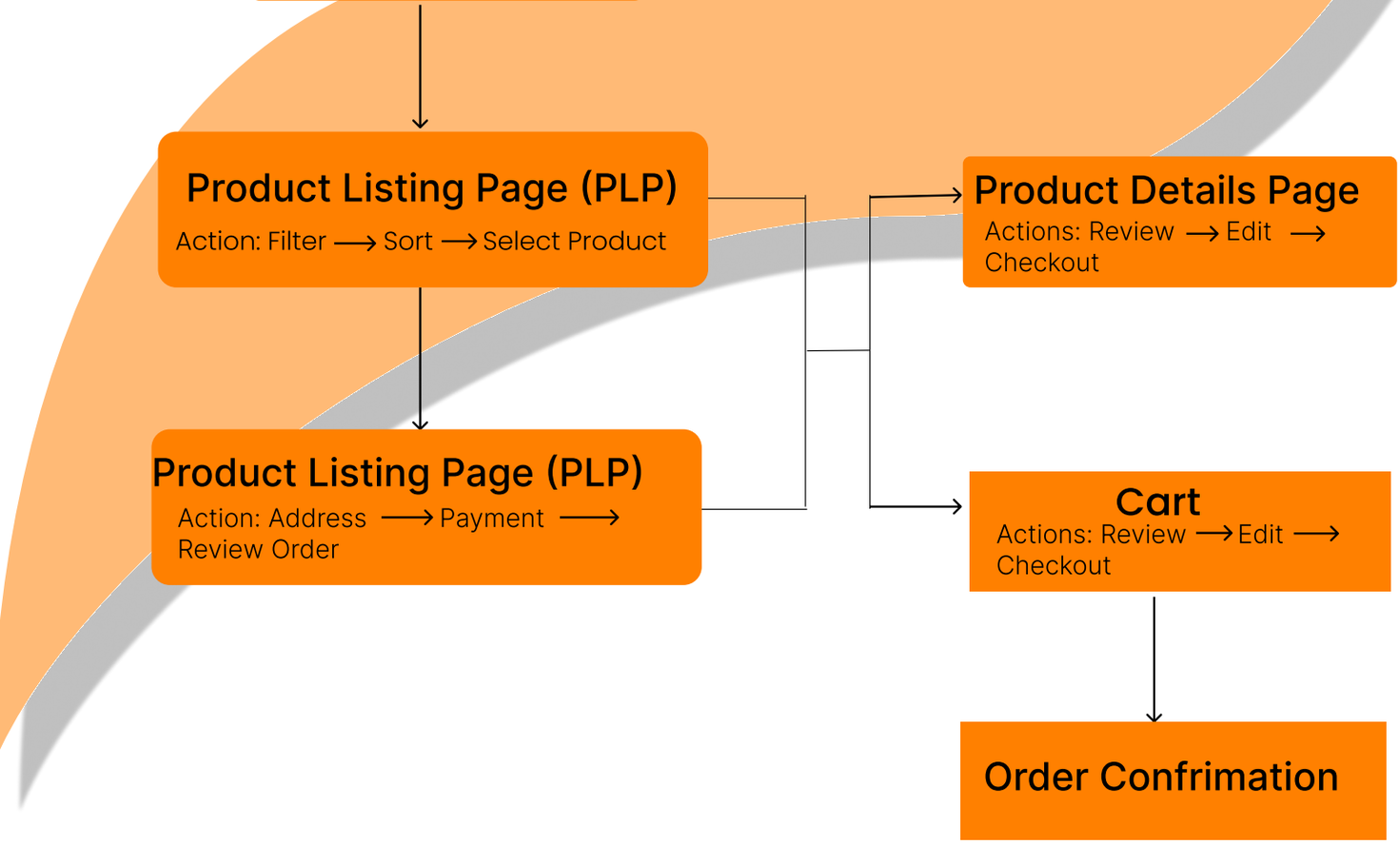
Discover & browse

Landing Page

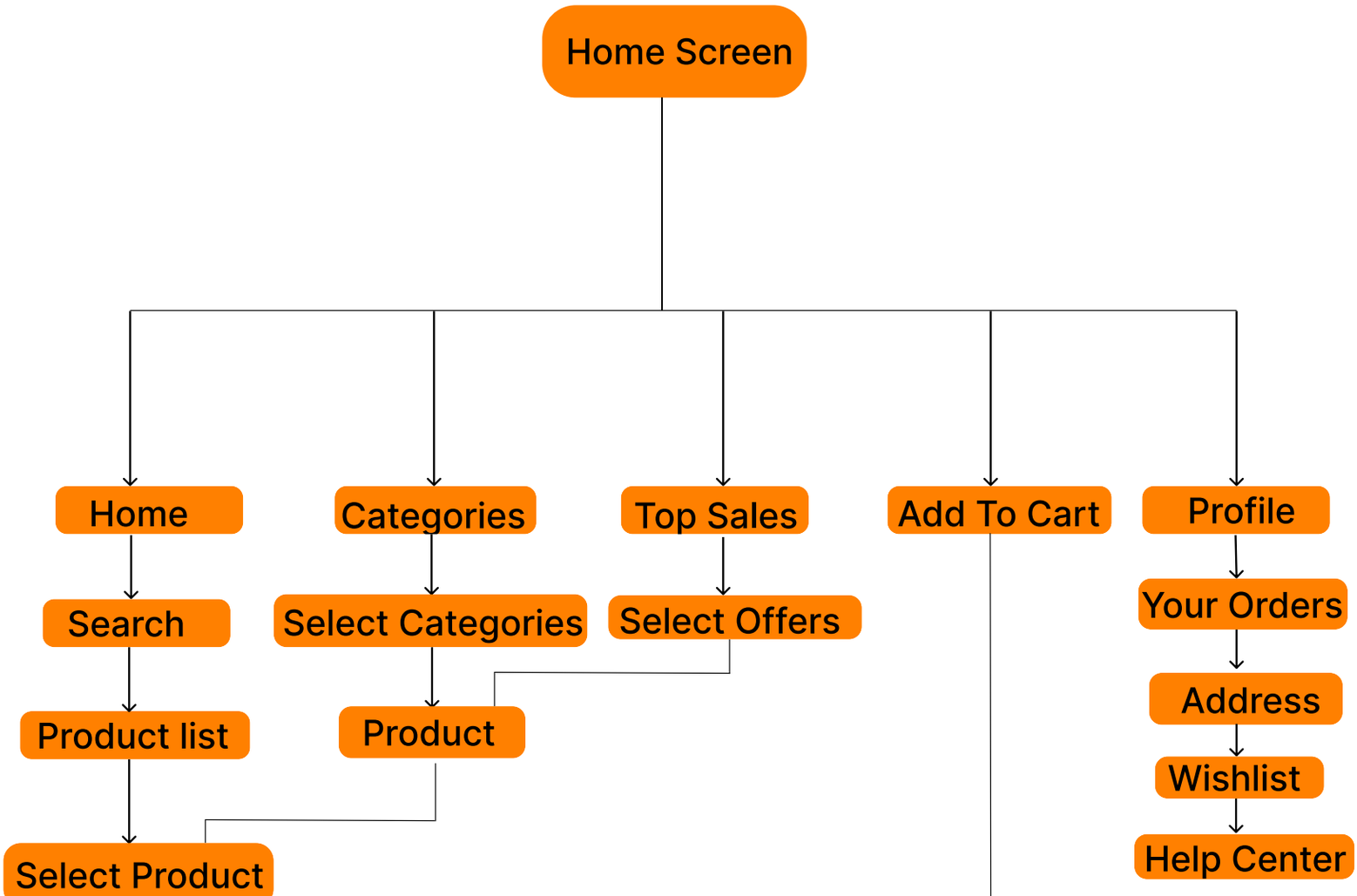
↓

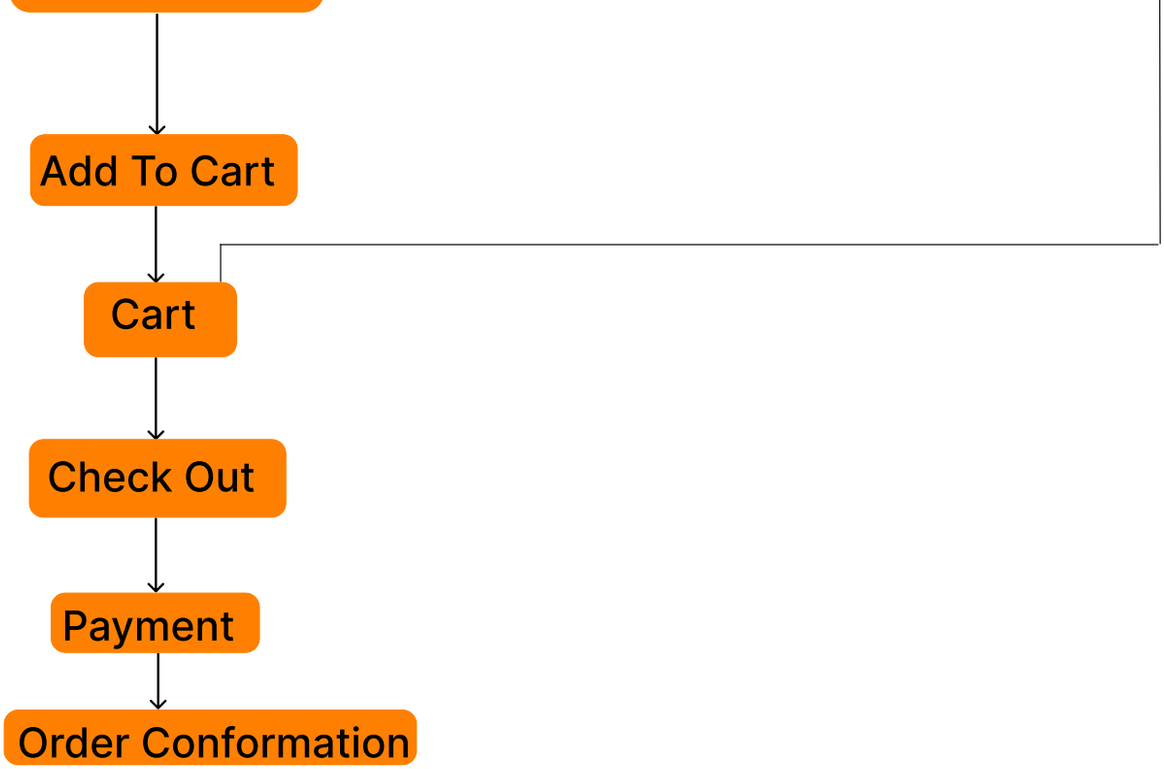
Categories Page

Option: Rings/Chains?Bracelets/ Personlized items



Mobile Userflow





Visual Design

Typography

Aa

- Primary Fonts: Inter, Poppins.
- Weights Used: Regular, Light, Medium, Semi-Bold, Bold.

These typefaces were chosen for their clean geometry and modern elegance, aligning with the brand's premium jewelry aesthetic while ensuring readability across web and mobile.

Color palette

#FFFFFF

Pure white for clean

#E1B988

Soft gold accent

#000000

Black for strong text backgrounds and contrast

representing luxury and craftsmanship (e.g., buttons)

contrast and premium tone

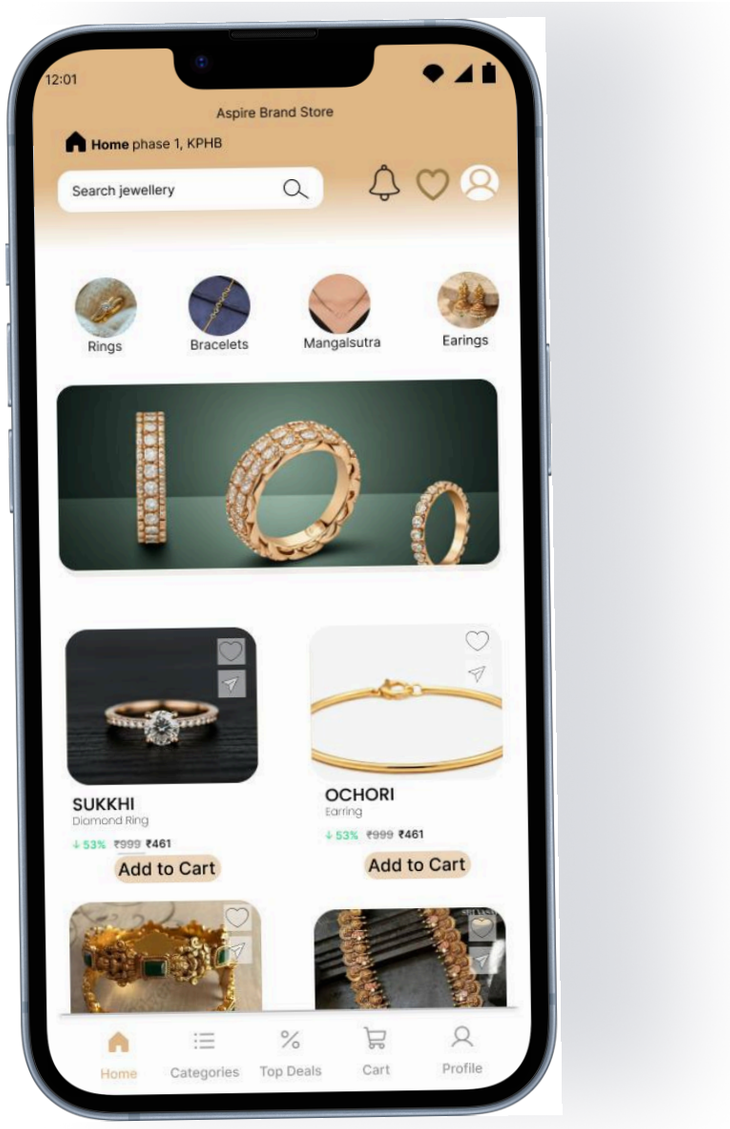
#970C10

Deep red for highlights, offers richness and sophistication for hovering

#13DB7A

Green for success states (e.g., confirmations, notifications)

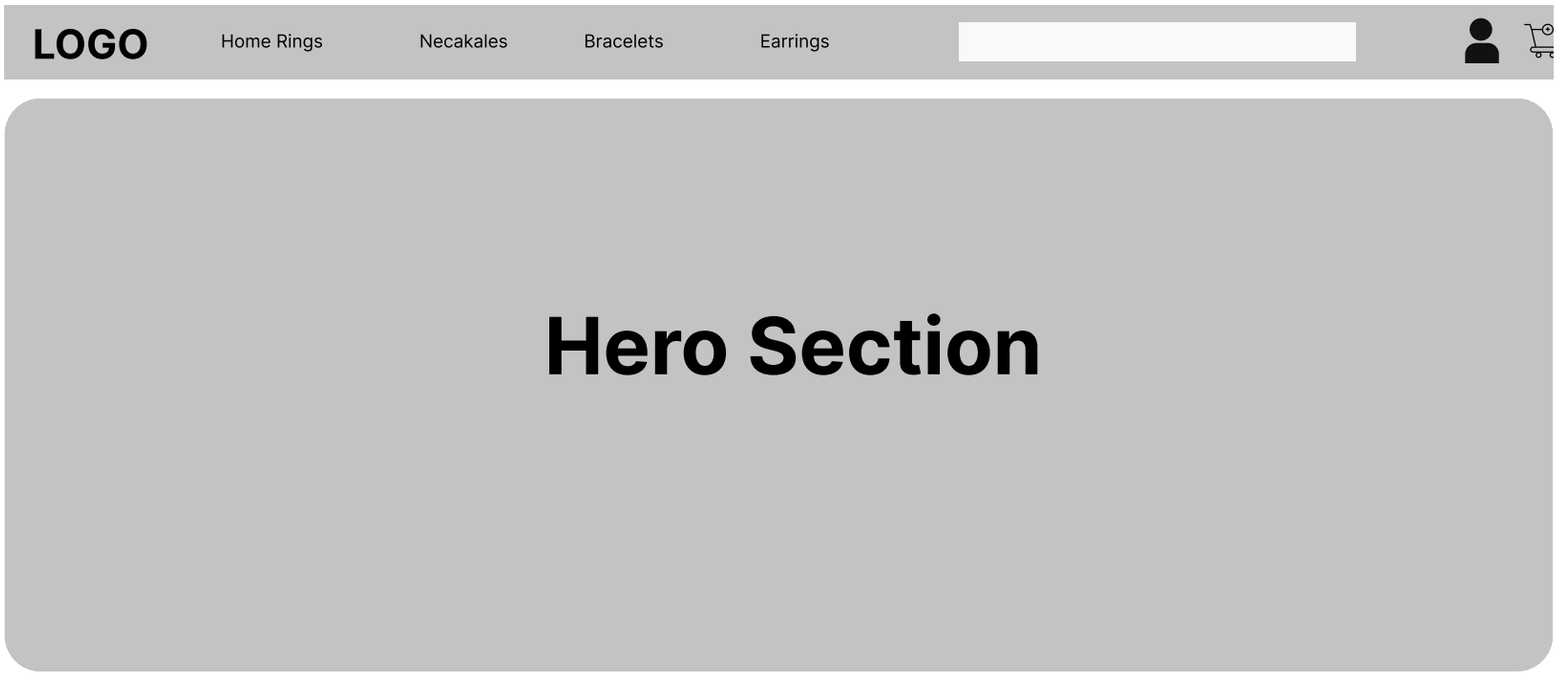
Grid System



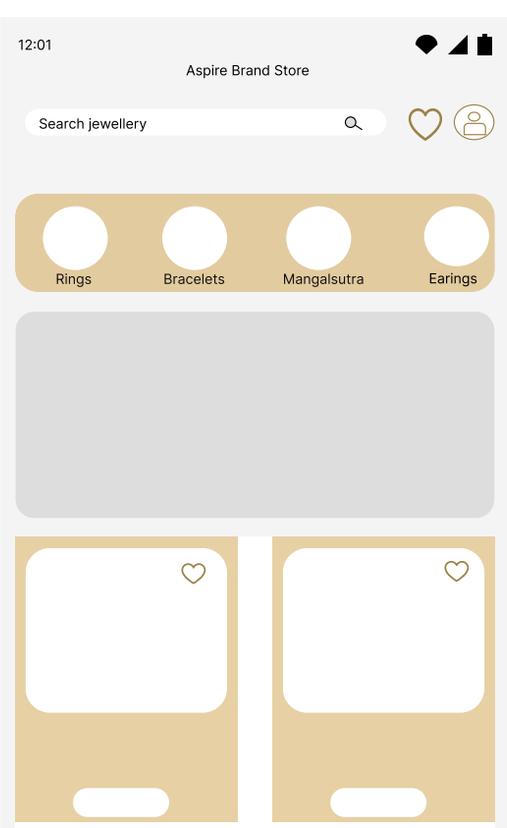
Device Base: iPhone 16 Pro Max
Artboard Size: 440 × 956 px
Layout Grid: 4 Columns

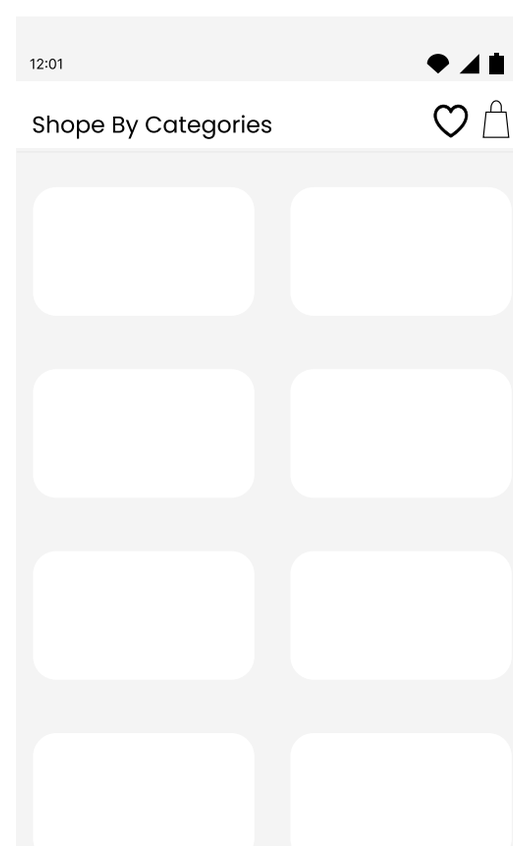
Wireframings

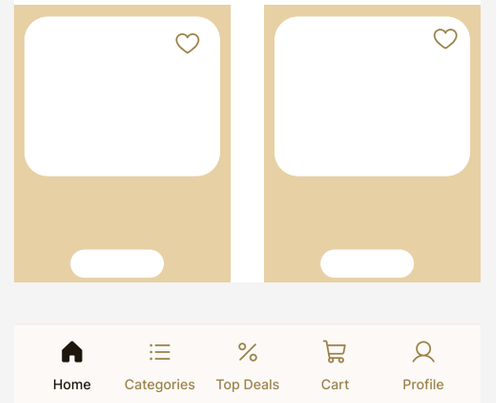
Wireframe For Website

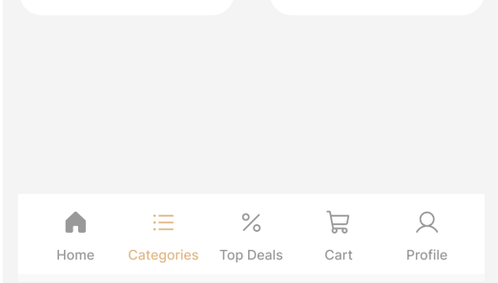


Wireframe for Mobile






Home
Categories
Top Deals
Cart
Profile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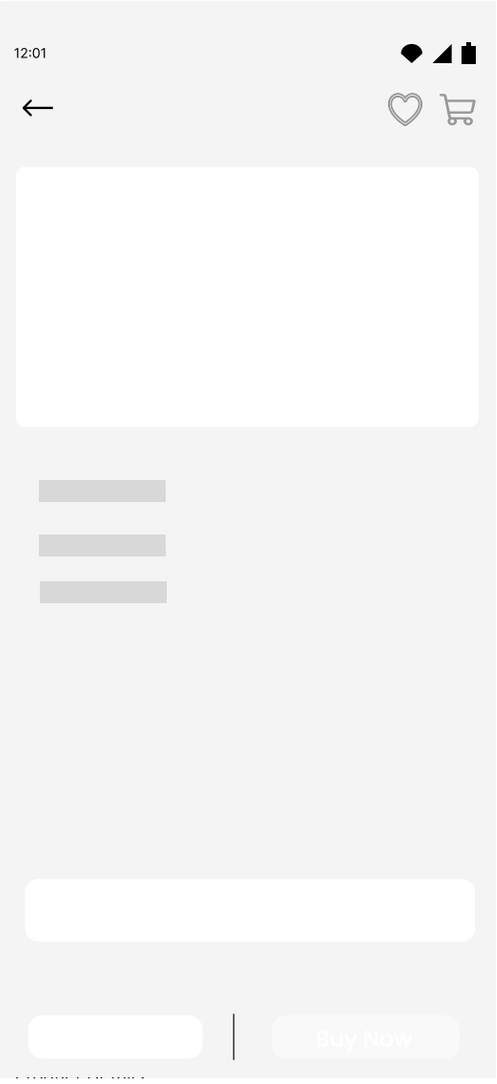
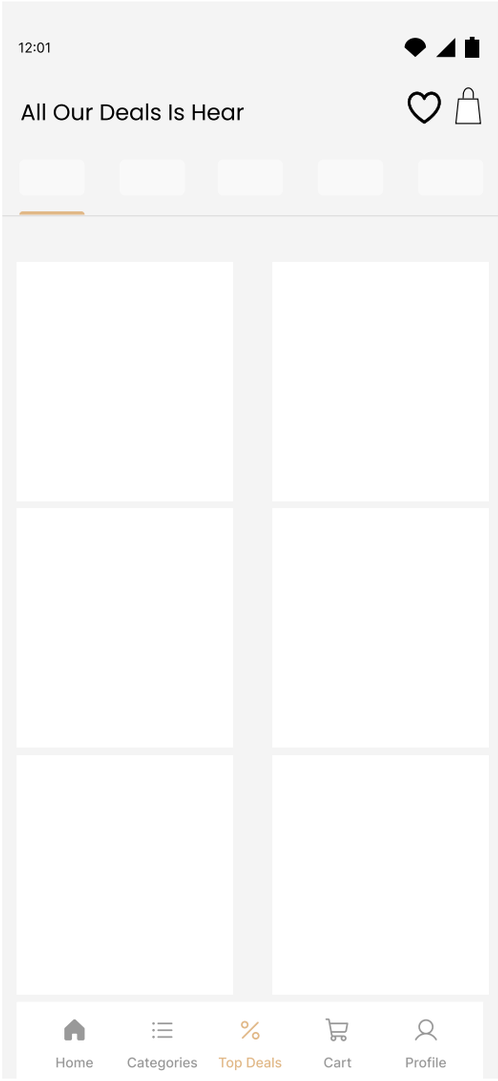
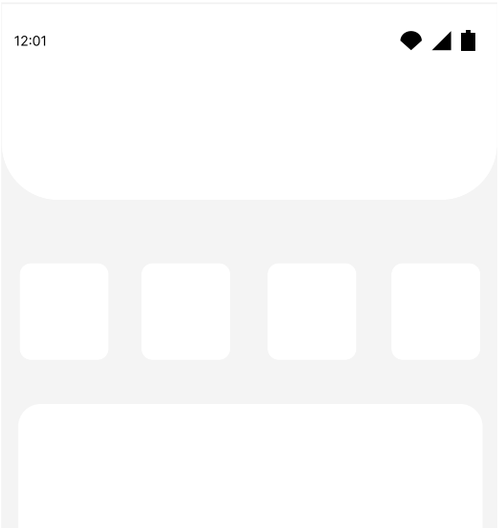

12:01
Buy Now


12:01
All Our Deals Is Hear
Home
Categories
Top Deals
Cart
Profile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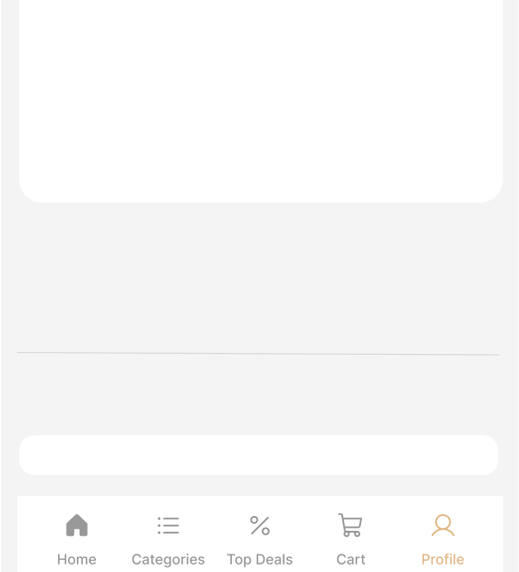
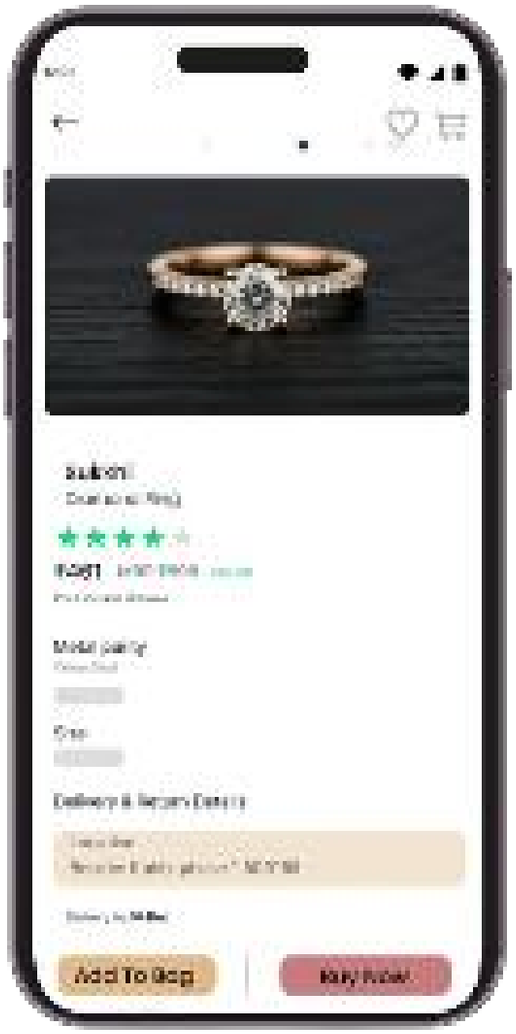
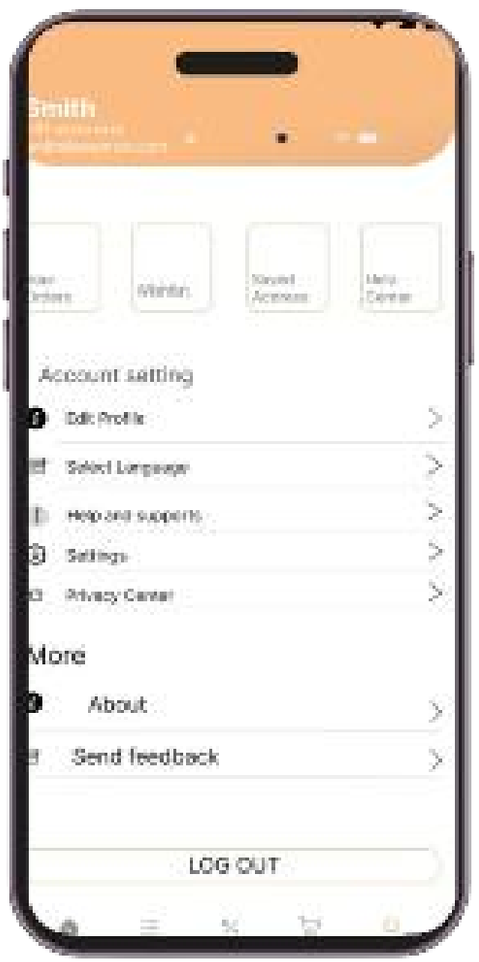


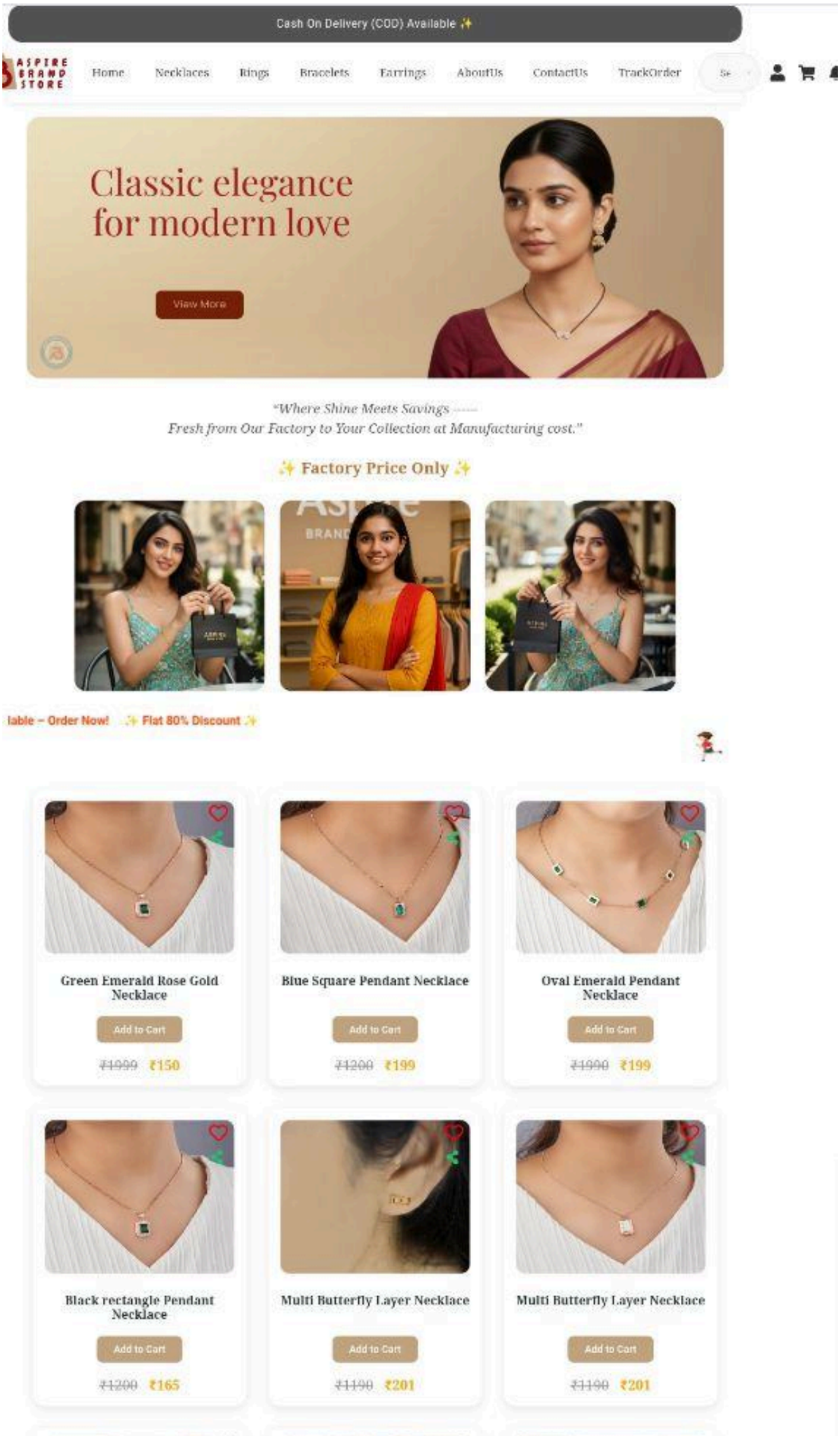
High Fidelity

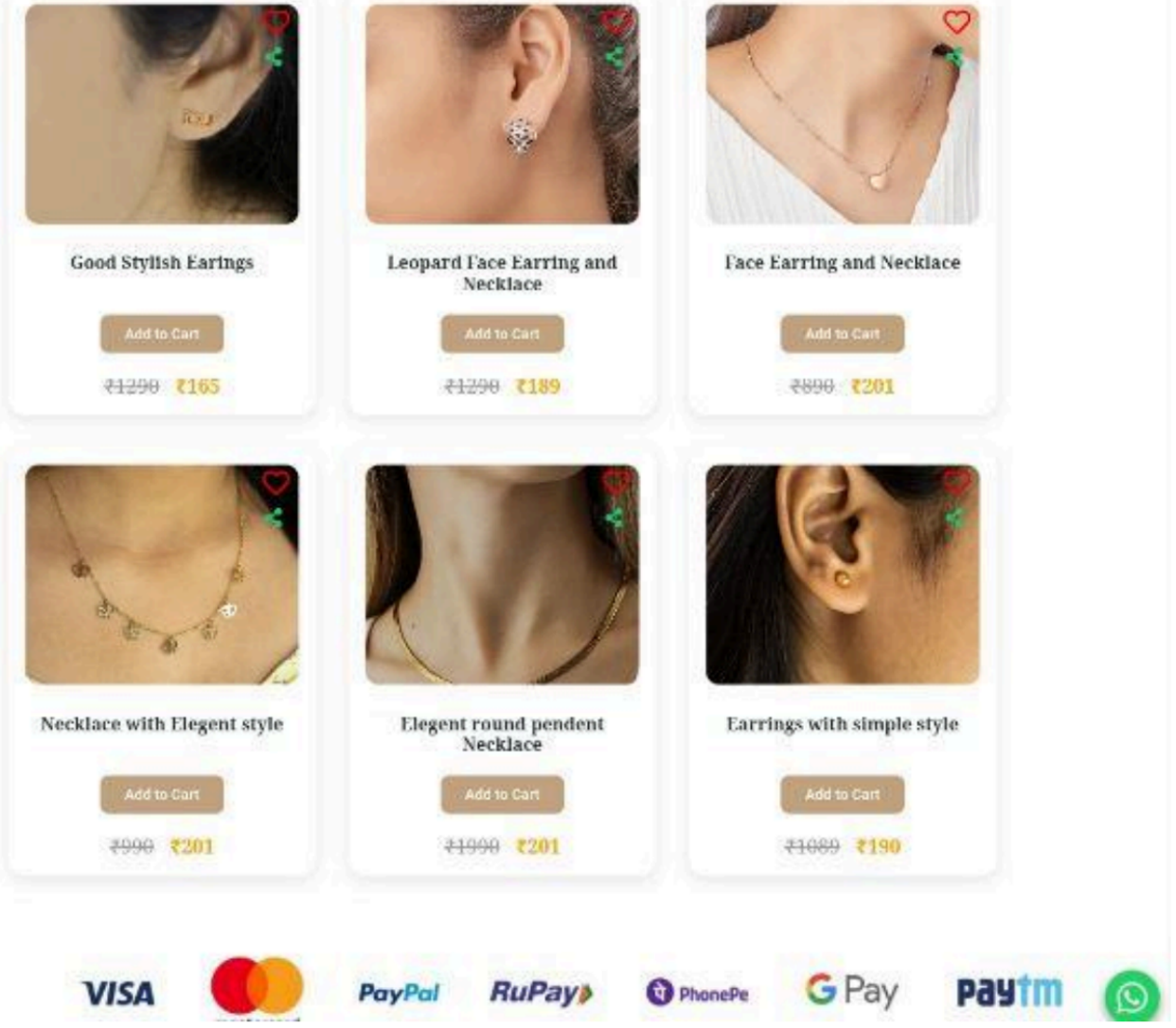
Mobile High Fidelity


Add To Bag
Buy Now


Smith
Wishlist
Account setting
Edit Profile
Select Language
Help and support
Settings
Privacy Center
More
About
Send feedback
LOG OUT

Mobile High Fidelity




Good Stylish Earings
Add to Cart
₹1290 ₹165
Leopard Face Earring and Necklace
Add to Cart
₹1290 ₹189
Face Earring and Necklace
Add to Cart
₹890 ₹201
Necklace with Elegent style
Add to Cart
₹990 ₹201
Elegent round pendent Necklace
Add to Cart
₹1990 ₹201
Earrings with simple style
Add to Cart
₹1089 ₹190
VISA
PayPal
RuPay
PhonePe
G Pay
Paytm

Thank You