

# *Project Design Brief - Kalama Jewelry*



## **Background Summary**

We hope to spread ALOHA from our island home to wonderful people all over the world through beautiful jewelry made by loving hands & caring hearts.

## **Project Overview**

This project is to redesign website of Kalama Jewelry and attract young and fashionable people. The goal of redesigning the website is to make it more modern, have elegant images and more user-friendly. Furthermore, Kalama Jewelry uses real stones and gold so they can get more potential online customers by adding explanation about stones.

## **Target Audience**

Currently, Kalama's Jewelry audience target is around 20's-40's women who loves Hawaii. Income level is middle. Candy Beach Jewelry's design is very simple and stylish, so not only for luxury. It is also suits women who work very hard.

## **Needed Content**

- + High Quality of Logo
- + Jewelry's Sizes
- + Stones Info
- + Gift Wrapping Information
- + Make Original Jewelry Order

## **Competition Website**

The competition company is [Midori Jewelry Hawaii](#). They consistently held events and grew their customers all over the world now.

**PROS:** The website is very clean and organized. It is very user-friendly. Especially, Customer section works well. Additionally, explanations of each of products are very easy to understand.

**CONS:** They also don't show how they wrap their products as a present. Some content doesn't show on the header (Customer Care and Events sections.)

## **Tone**

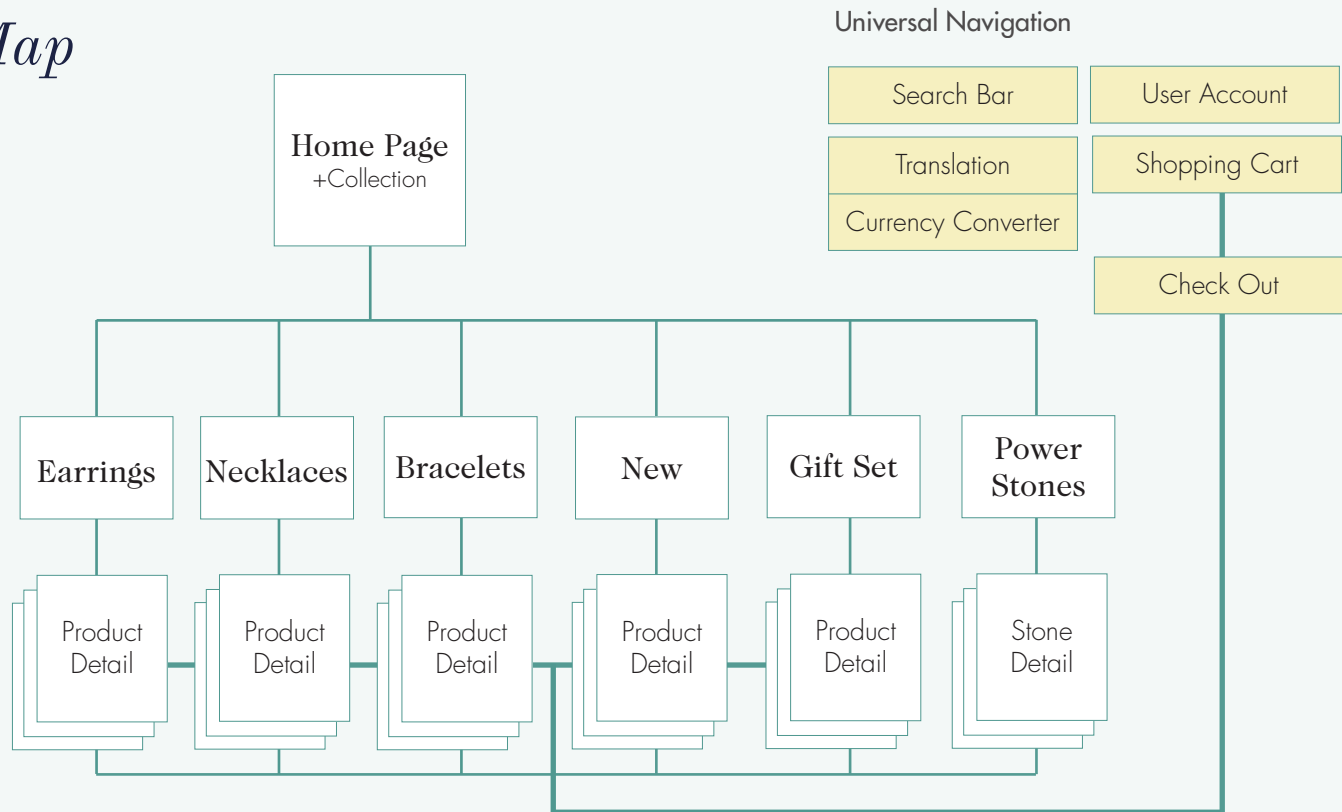
Kalama Jewelry is made by hand. All of the items are one-of-a-kind and the owner is making them with caring heart. Furthermore, her design is very simple, stylish and elegant too.

## *Functional Specifications*

- + Search Function
- + User Login/Sign Up
- + Shopping Cart
- + Social Media Links
- + Customer Service Information Links  
(Returns/Exchanges/Shipping/International Shipping)
- + Translation Function, Currency Converter
- + Product Detail Pages



# Site Map



## Universal Navigation

- Search Bar
- User Account
- Translation
- Shopping Cart
- Currency Converter
- Check Out

## About

- + Story
- + For Retailers
- + Careers
- + Contact Us

## Customer Service

- + Order Status
- + Returns Policy
- + Shipping
- + Wrapping

## Follow Us

- + Facebook
- + Twitter
- + Instagram
- + Pinterest

## Footer Navigation

Copy Right

