CLIENT DOCUMENTATION

Fumiko Kojiro

Candy Beach
JEWELRY

Project Design Brief

Background Summery

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 Candy Beach 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, Candy Beach Jewelry uses real stones and gold so they can get more potential online customers by adding explanation about stones.

Target Audience

Currently, Candy Beach'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.

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

Candy Beach 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.

Needed Content

+ High Quality of Logo
+ Stones Info
+ Make Original Jewelry Order

+ Jewelry's Sizes
+ Gift Wrapping Information

Candy Beach

JEWELRY

User-Profile 01

Name	Ami Nitkowski
Age	28
Gender	Female
Location	L.A., U.S.A
Education	B.A. Computer Science
Family	Engaged now
Hobbies	Karaoke
Occupation	S.E.
Income	$80,000 Annual Salary
Work Hours	8 Hours, 5days/Week
Disabilities	None
Computer Skill Level	Professional

User-Site Interaction Episode

Ami is really stressed about her work recently and she heard from her friend that power stones might help her. She reached this Candy Beach Jewelry website because she loves accessories design. However, she couldn't find which stone suits to her so she had to contact by e-mails.

Candy Beach

JEWELRY

User-Profile 02

Name	Elisa Fantone
Age	34
Gender	Female
Location	Perth, AUS
Education	B.A. Marketing
Family	Single
Hobbies	Travel
Occupation	Import Clothing Shop Owner
Income	$45,000 Annual Salary
Work Hours	8 Hours, 5days/Week
Disabilities	None
Computer Skill Level	Above Average

User-Site Interaction Episode

Elisa was traveling to Oahu, Hawaii and she found Candy Beach Jewelry accessories. Her friend was wearing it and she told that her accessories use real stones and gold, and that when she started to wear her stones, her motivation for work went up. Elisa looked up website because she wanted to know what kind of powers stones have, but there was no information, so she had to contact by e-mail. She also wants to know if she can become a retailer of her products for her own shop.

Candy Beach

JEWELRY

User-Profile 03

Name	Shingo Katori
Age	40
Gender	Male
Location	Tokyo, JPN
Education	Non-Degree
Family	Single
Hobbies	Painting, Taking Photos
Occupation	Actor, Artist
Income	¥9,000,000 Annual Salary
Work Hours	Varies
Disabilities	None
Computer Skill Level	Average

User-Site Interaction Episode

Shingo is looking for accessories for his girlfriend and he found Candy Beach Jewelry website. He found the one which he wants to give her. He found the wrapping information, but it doesn't say about how and which papers or boxes they use for present gifts. Finally, he decided to send it to his home first , so he could check it before sending it to his girlfriend.
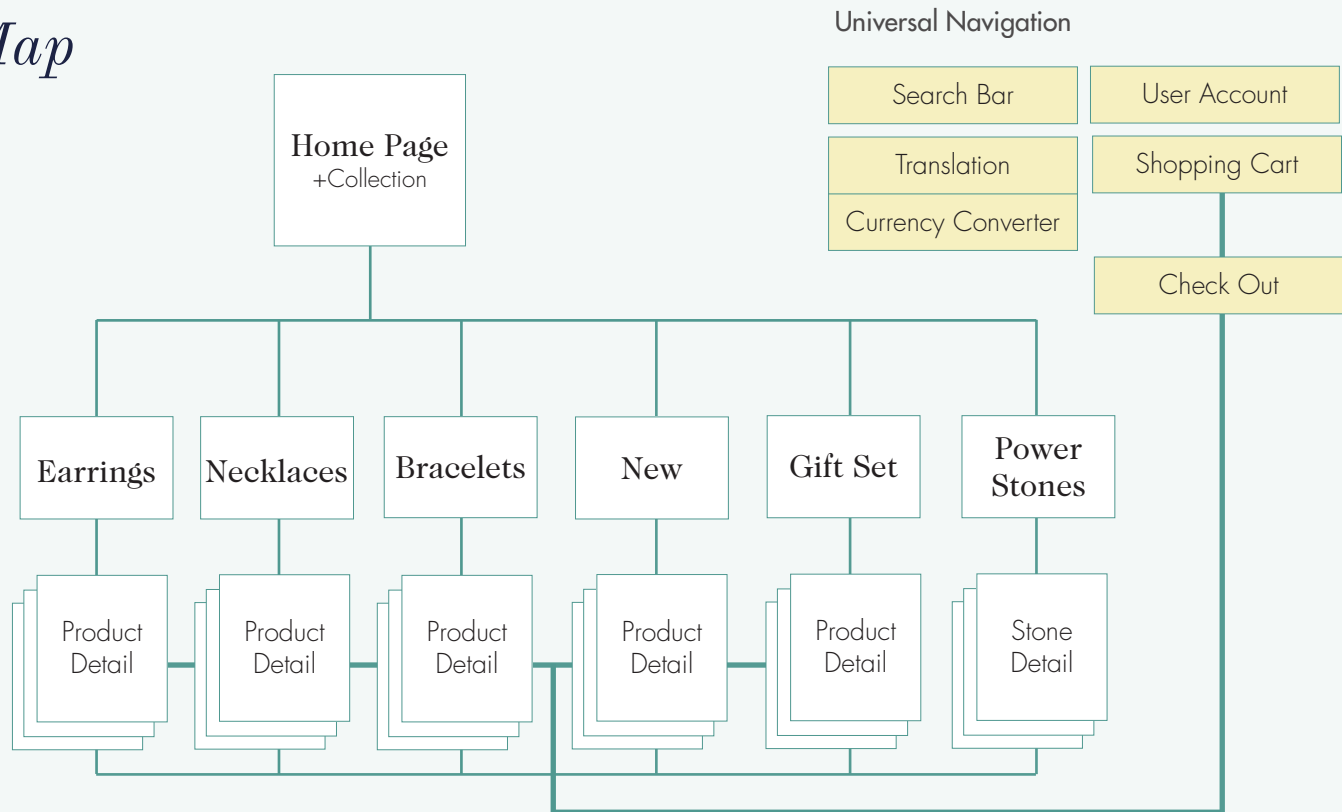
Candy Beach

JEWELRY

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

Candy Beach

JEWELRY

Site Map

Home Page
+Collection

Search Bar

User Account

Translation

Shopping Cart

Currency Converter

Check Out

Earrings

Necklaces

Bracelets

New

Gift Set

Power Stones

Product Detail

Product Detail

Product Detail

Product Detail

Product Detail

Stone Detail

About

+ Story
+ For Retailers
+ Careers
+ Contact Us

Customer Service

+ Order Status
+ Returns Policy
+ Shipping
+Wrapping

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Footer Navigation

Copy Right

Candy Beach
JEWELRY

Candy Beach Jewelry

Earrings   Necklaces   Bracelets   PowerStones   New   Gift Set

NEW NECKLACES

Make Your Day More Kalama!

SHOP

Gift Set

Power Stones

New Arrivals

ABOUT

Story
For Retailers
Careers
Contact Us

CUSTOMER SERVICE

Order Status
Returns Policy
Shipping Policy
Wrapping

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Candy Beach Jewelry

Candy Beach Jewelry

Earrings   Necklaces   Bracelets   PowerStones   New   Gift Set

Home > Earrings

Earrings

Sort by ...

Sort by Relevance

Sort by New

Sort by Price Low to High

Sort by Price High to Low

1 | 2 | 3

Narrow Your Selection:

COLLECTIONS +

PRICE +

COLOR –

☑ Black (5)
☐ Red (4)
☑ Gold (2)
☐ Pink (4)
☑ Blue (3)
☑ Silver (6)
☐ Orange (2)
☑ Green (5)

STONES +

Reset All Filters
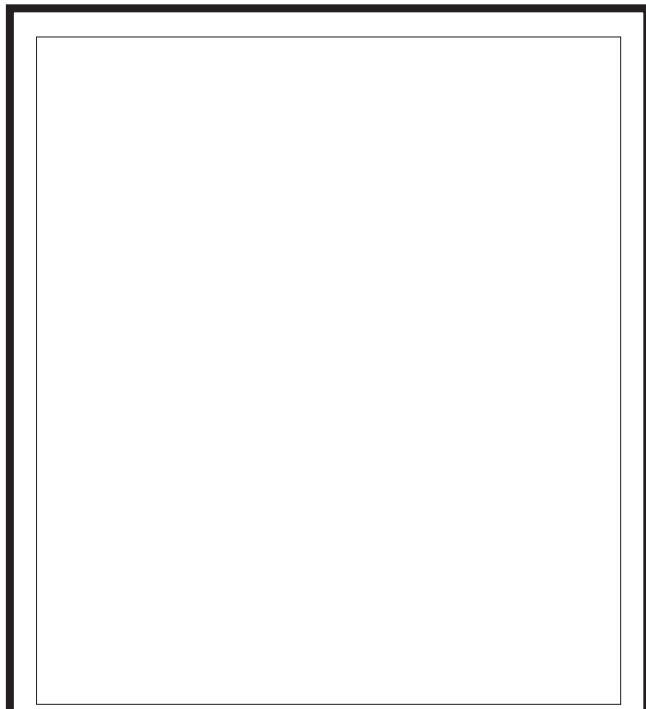
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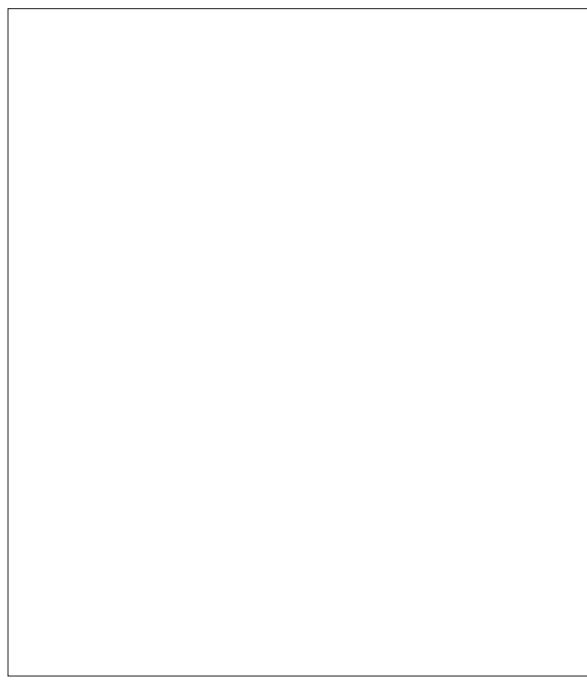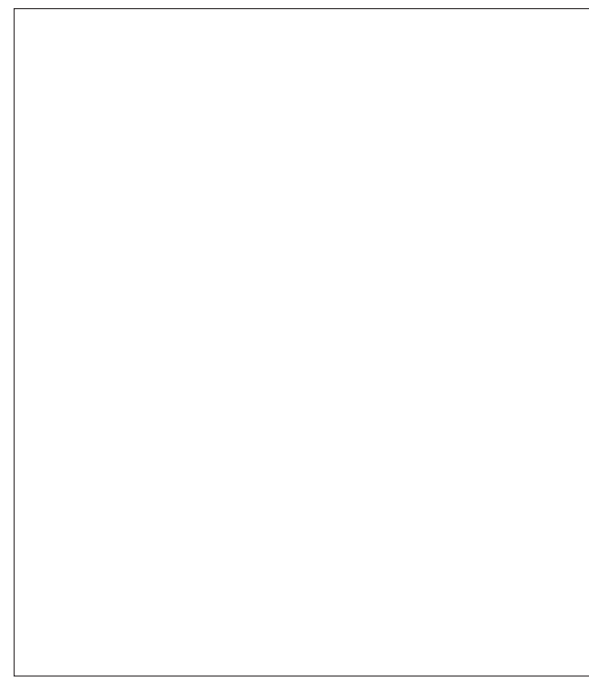
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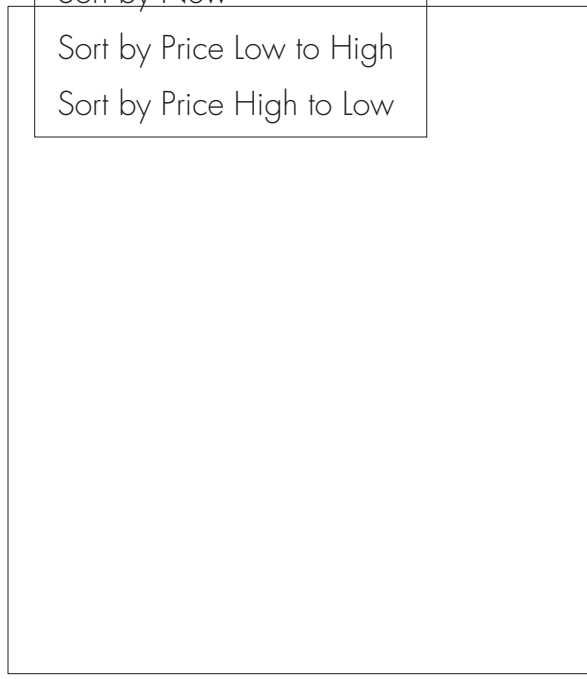
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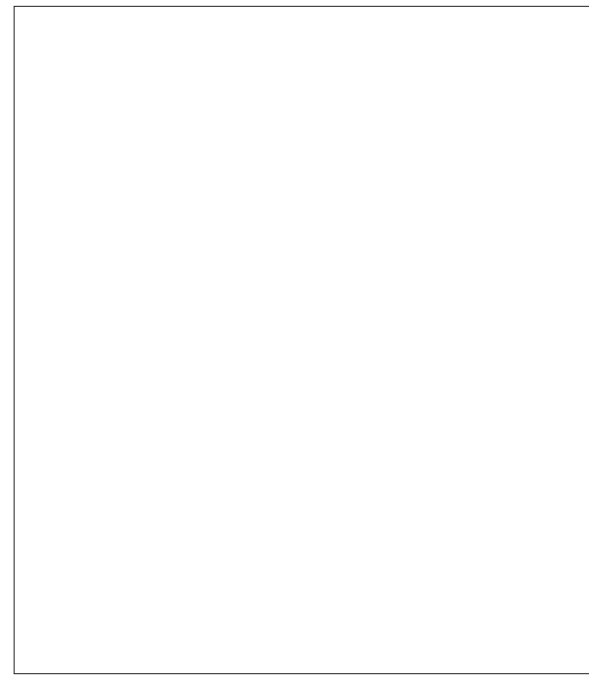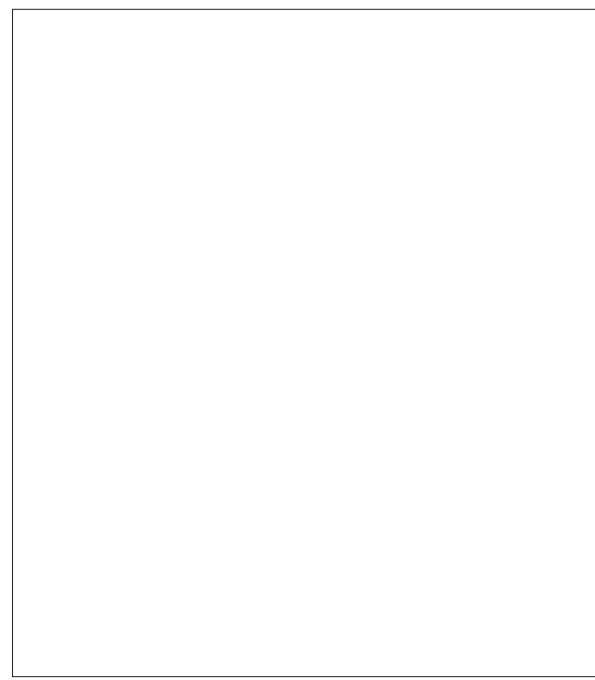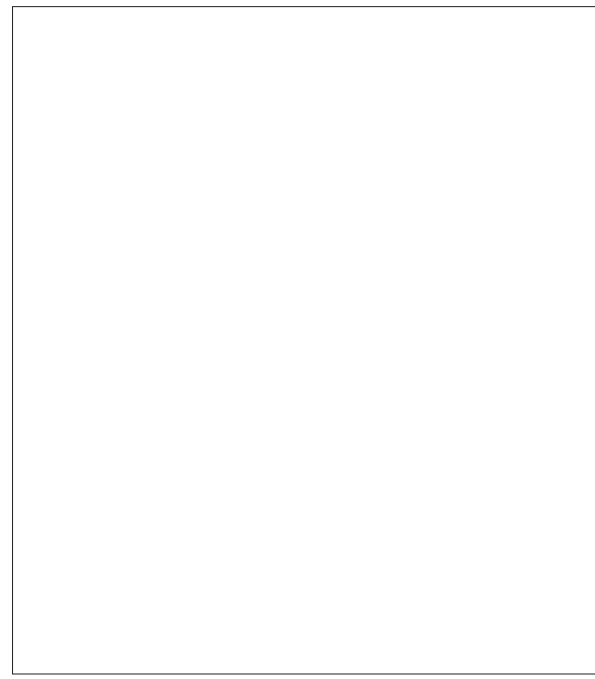
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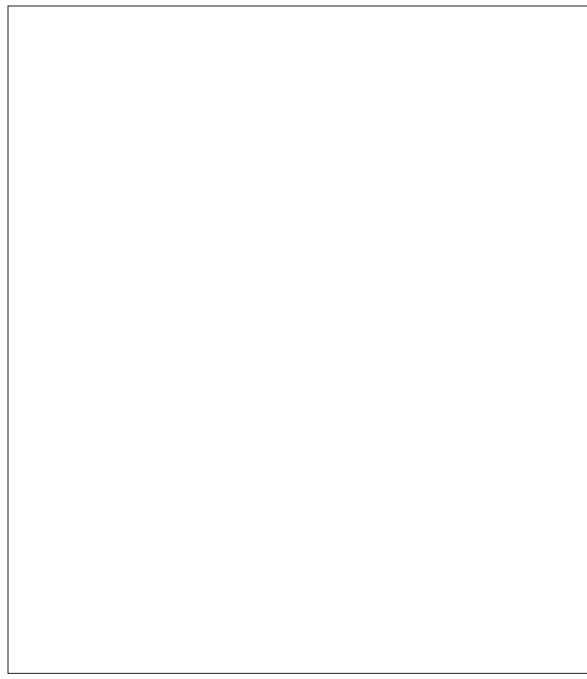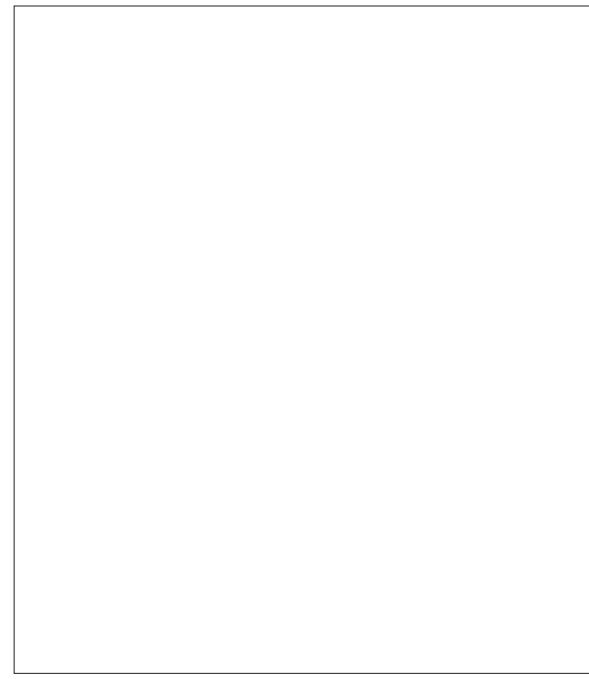
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1 | 2 | 3

ABOUT

Story

For Retailers

Careers

Contact Us

CUSTOMER SERVICE

Order Status

Returns Policy

Shipping Policy

Wrapping

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Candy Beach Jewelry

Candy Beach Jewelry

Earrings   Necklaces   Bracelets   Power Stones New Arrival   Gift Set

✕

SIGN IN

E-mail

|

Password

Forgot your password?

SIGN IN   Cancel

Create An Account

New Arriv...

Gift Set

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›

Power Stones

ABOUT

Story
For Retailers
Careers
Contact Us

HELP

Order Status
Return Policy
Shipping
Wrapping

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Candy Beach Jewelry

Earrings   Necklaces   Bracelets   Power Stones   New Arrival   Gift Set

New Arrivals

Make Your Day More Special.

NEW ›

New Arrivals

Power Stones

Gift Set

About

Story
For Retailers
Careers
Contact Us

Help

Order Status
Return Policy
Shipping
Wrapping

Connect

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Twitter
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Candy Beach Jewelry

Earrings   Necklaces   Bracelets   Power Stones New Arrival   Gift Set

Home   >   Earrings   >   **Lorem Ipson dolor**

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$ 55.00

Details
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| Add to Bascket |

Gift Wrapping   +

Shipping & Returns   +

Recommended

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