

Assignment 5 – Group Project

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Gems Jewelry

Website Design Plan

Design Plan

Gems Jewelry

Look and Feel

- Clean, professional but elegant.
- Colour scheme will be black (#000), white (#fff) and burgundy (#6e1f1f) to compliment the silver and gold of the jewelry and the diamonds.
- Text will be verdana, Geneva, sans-serif.
- Graphics will compliment and highlight the quality and beauty of the jewelry.
- Appealing to women but also to men shopping for women.

Page Content Summaries

Home Page

The Home Page will provide an overview of Gems Jewelry. The page will be simple and easy to read and will invite the client to learn more about the services. As customers tend to scan the page first, important information is laid out in way that captures their attention.

The header will emphasize the beauty and elegance of the diamond and the quality, knowledge and professionalism that can be expected from Gems Jewelry.

Celebrating 25 years in business will be featured on the main page and will advertise a promotional offer. A key piece of jewelry will also be featured, including an image and description of the piece. A navigation bar will be below the header providing a link to each of the pages throughout the site. This navigation bar will be used in the same place throughout the website to add continuity and familiarity.

A welcome message will give the customer a feeling that the company is professional and knowledgeable and invites them to explore the rest of the site.

Contact information will be located on every page as well as links to social media.

The page footer will contain information related to copyright as well as navigation links to the rest of the site and will also be used throughout the website.

Choosing Your Diamond Page

Choosing Your Diamond Page will provide all the information a customer will need to help them buy their perfect diamond. The function of this page is to help the customer understand what to look for when buying a diamond and to educate them on the differences. Charts on cuts and grades will be included as well as text to further explain them.

The side bar on the right of the page will be for tips, hints or fast facts pertaining to diamonds and jewelry. It will provide quick answers at a glance for the most frequently asked questions. Alternately it may contain shopping cart information.

Gallery Page

The Gallery page will include a client controlled slideshow of 6 featured pieces of jewelry as well as an image and product description of the piece.

Below the slideshow will be thumbnail images of other pieces along with product descriptions and will allow for growth as more pieces of jewelry are added.

The side bar on the right of the page will be for tips, hints or fast facts pertaining to diamonds and jewelry. It will provide quick answers at a glance for the most frequently asked questions. Alternately it may contain shopping cart information.

Contact Us Page

The Contact Page will provide all the information a potential customer will need in order to contact Gems Jewelry Head Office including company name, address, phone number, fax number and email address. A form will be included to assist the customer in contacting them.

Store Locator Page

The Store Locator Page will assist the customer in finding the store nearest them with an interactive map of Canada that will allow clients to click on a province to get the information. Standard links for each of the provinces will also be included.

Help Page

The Help Page will provide basic information on frequently asked questions such as payment options, shipping, ordering etc.