



# Fullestop Case study for BC Custom Jewelry

Scalable, Usable  
Application  
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## CASE STUDY

### BC Custom Jewelry – Online Handcrafted Jewelry Store



URL: <http://bccustomjewelry.com/>

Category: E-commerce

### Document Summary

This document encapsulates the analysis of the implementation of an e-commerce website: BC Custom Jewelry; a marketplace offering reliable, trendy and stylish handcrafted and customized jewelry according to taste of reigning period and fashion concerns of people around the globe. Drafted case study will subject to detailed investigation by the Fullstop sales team. Case study of BC Custom Jewelry 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. BC Custom Jewelry website.



## Objective

The aim was to especially design a system, by acknowledging the modern shopper's busy life style that are always short on time and high on stress. The system would act as a platform for selling the fantastic range of various types of jewelry for the consumer sector which can be customized to match their imagination online. It will be a co-creation platform to showcase the custom designed and handcrafted jewelry of various metals which is totally exclusive, authentic and attractive which matches the idea of the customer.

The website would feature optimized images and functional zoom tool that eventually helps to visualize every product in minute details. It should also offer in-depth information about the technical specifications of products making it easier for online consumers to choose their desired items easily. In this way, the system should provide the advanced solutions to customers worldwide.

## Synopsis

BC Custom Jewelry is a system designed by Fullestop to enable business by selling the high ranged jewelry online to the customers worldwide. The handcrafted creations will be crafted by skilled artisans with different kind of metals. It will be proved a platform for societal aspects of corporate social responsibility. The eye catching imagery and attractive UI compliments the visualization of the products.

Fullestop had used cutting-edge technology on this online shopping platform to make it swift for surfing through various product pages. It developed this system to further improve the quality of the products and create a stronger relationship with its customers by implementing an e-commerce system.

Fullestop designed and developed a brand new website with the most practical and vivid e-commerce technology outstanding to the needs of the customers. The objective was achieved by giving attention to most granular details, understanding and realizing the key areas to work on, deploying new technologies to support the idea and committed efforts.

## Features

All the basic e-commerce features are proficiently integrated into the website, like:

- Increasing the Brand awareness and visibility worldwide.
- Developing an Eye catchy look and unique product description for all the products.
- Interactive Features like Layered and Faceted Navigation.



- Offering pleasant visuals of products by providing multiple Images of the product from all angles.
- Enabling Customization of Products
- Integration of Deal and Discount Section for better User Experience.
- Providing the Promotional Newsletter to interact with users directly through the Email
- Integration of Social Networking media like Facebook, twitter etc. to make site renowned in social circuits.
- Open Architecture to support integration
- Providing a better marketplace place to capture much more business by publicizing the products on internet.



## Challenges

Fullestop's task was to research best of breed solutions that would meet the client's needs, determine the best fit solutions and present them with recommended options.

Following are the challenges Fullestop faced while developing BC Custom Jewelry:

- Creating an UI which develops visual flair and interactive features to match the goal and vision
- Working with the architecture of Magento and its management system
- Using Magento extensions appropriately to bring out their optimum functionality.



- Updating products info (price, stock, options etc.) from the 3rd party on cron bases.
- Integrating blog feature in the website
- Developing a robust and fully customized bespoke e-commerce platform.

## Technologies Used

Following are the technologies, which Fullestop used in the development of BC Custom Jewelry:

- **HTML 5/ CSS/ Bootstrap:** For development of responsive user interface.
- **JavaScript/ JQuery/ AJAX:** Client side scripting for incorporating additional features like validations, carousal 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 a website that offered unusual, high quality products around the globe with following characteristics:

- Simple, fast, and quick e-commerce solution for BC Custom Jewelry having classic & sophisticated looks to match the product theme.
- Efficient shopping cart and wish list system
- Offering a user friendly & organized product display
- Providing the appropriate UI elements for the specific need which the website needed.
- Quick in operation with fluid transitions
- Intuitive and minimal, yet an engaging and interactive platform

A case study by- Fullestop



