

# VENUS JEWELRY

E-COMMERCE WEBSITE DESIGN





# DESIGNER

Danting Li



## ABOUT THE PROJECT

Venus Jewelry LLC is a boutique fine jewelry brand based in Irvine, California, specializing in 14K and 18K gold, sterling silver, and colorful gemstone pieces—including necklaces, pendants, earrings, rings, pins, brooches, and bracelets. The brand uniquely blends timeless craftsmanship with contemporary design, positioning itself as a symbol of both elegance and empowerment. Its collections are thoughtfully created to reflect grace, sophistication, and personal expression, celebrating the modern woman's individuality through refined, wearable art. In 2024, the design and full development of its WordPress-based e-commerce platform were completed, and the website was successfully launched.

# MISSION



The mission of the Venus Jewelry e-commerce platform is to translate the brand's craftsmanship and contemporary jewelry design into an accessible, engaging digital experience. It aims to provide a seamless, user-friendly online showroom that allows customers to explore, customize, and purchase jewelry while reflecting the brand's elegance, quality, and personal expression.



# TARGET MARKET

The target market is primarily adults aged 20–30 on the U.S. West Coast seeking high-quality, contemporary 14K/18K gold, sterling silver, and gemstone jewelry. Users value craftsmanship, aesthetic design, and an intuitive online shopping experience, with interest in customizing and purchasing jewelry through a visually engaging, accessible digital platform.



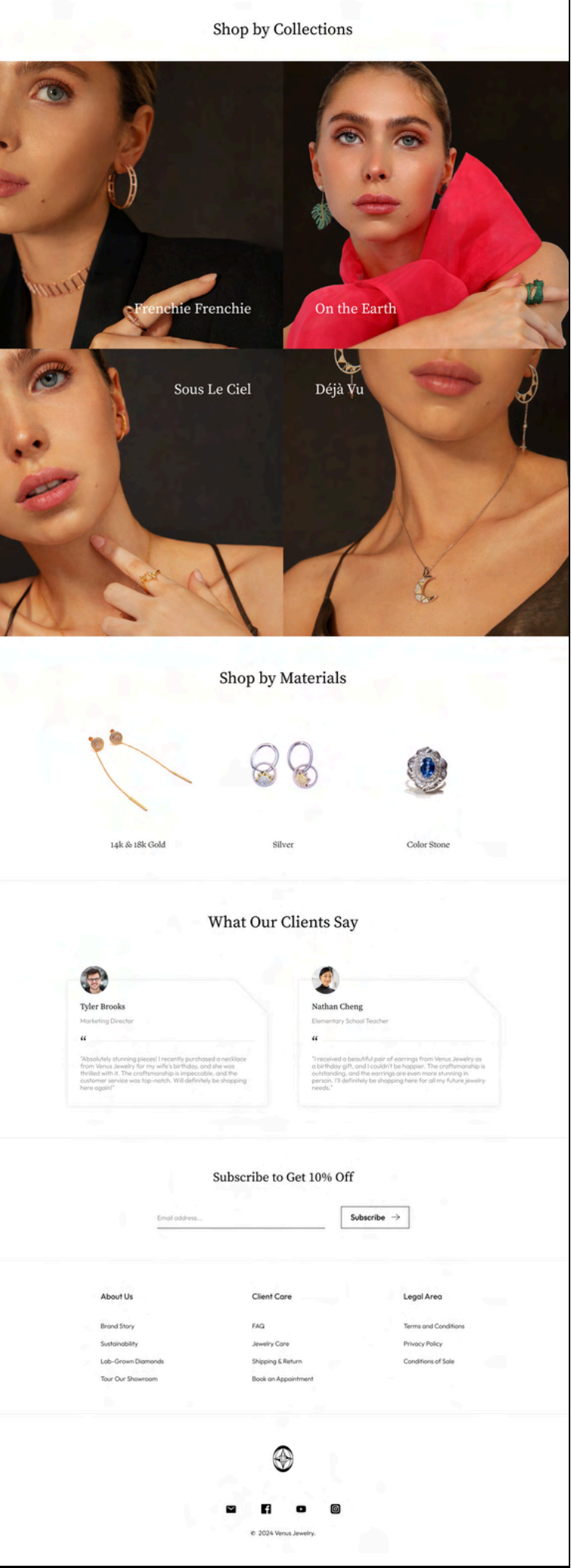
# S I T E M A P



# KEY WEB PAGES

## Home Page

The Venus Jewelry homepage features a dynamic slider, followed by vertical scrolling to a hero video and images, and organized sections including “New Arrivals,” “Shop by Categories,” “Shop by Collections,” and “Shop by Materials,” providing a visually engaging, intuitive, and user-friendly platform to explore and purchase the brand’s jewelry.

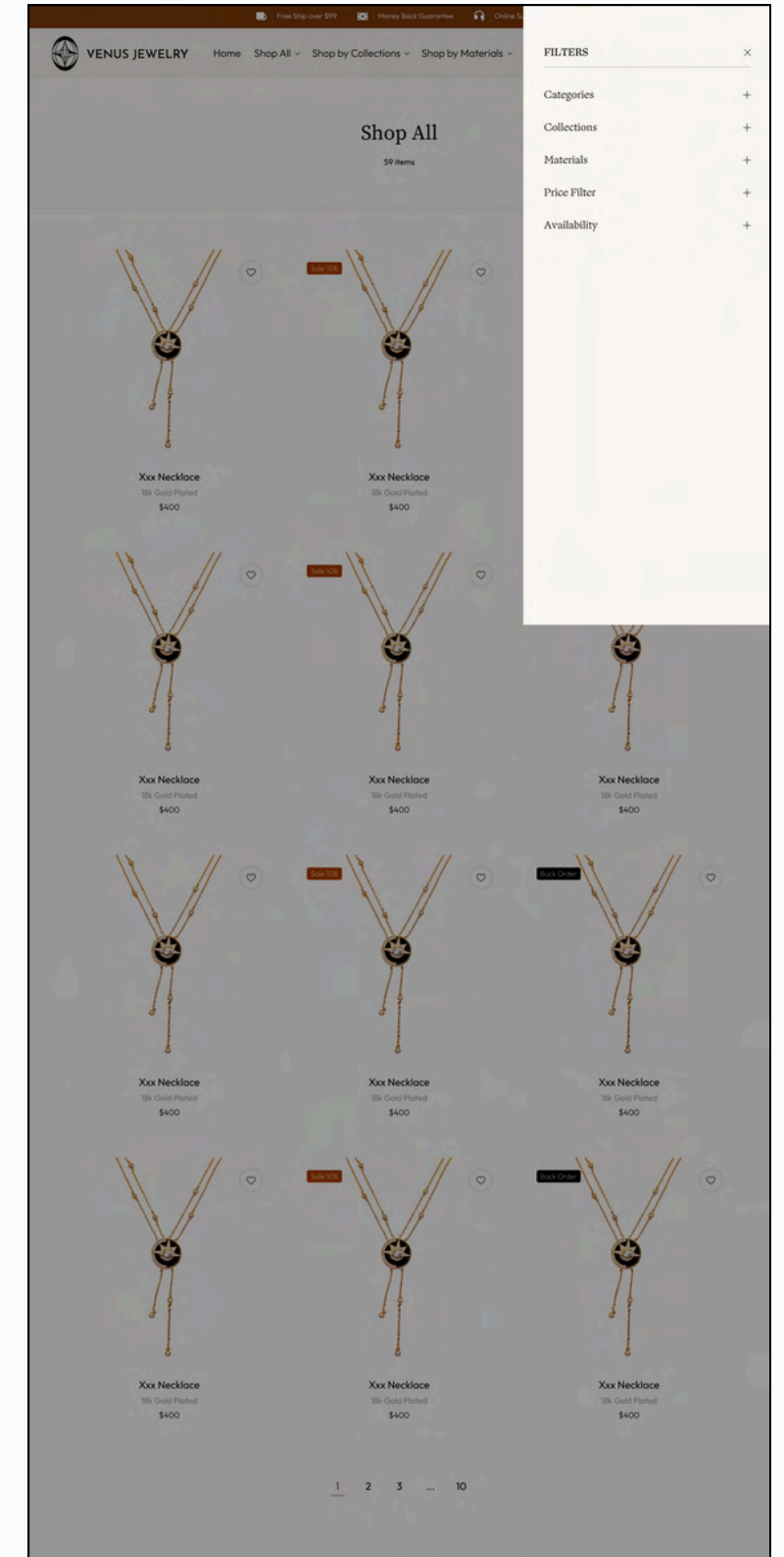
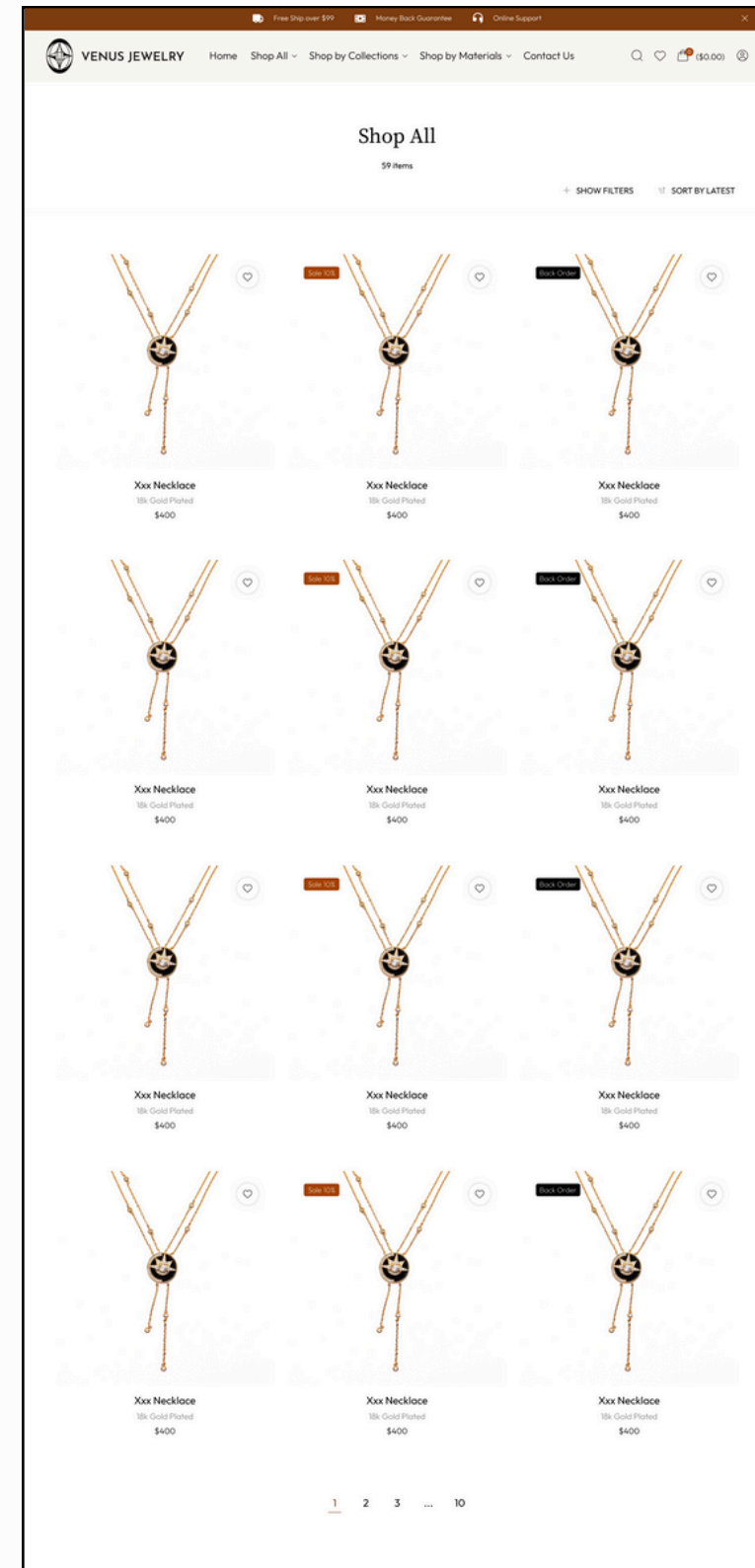




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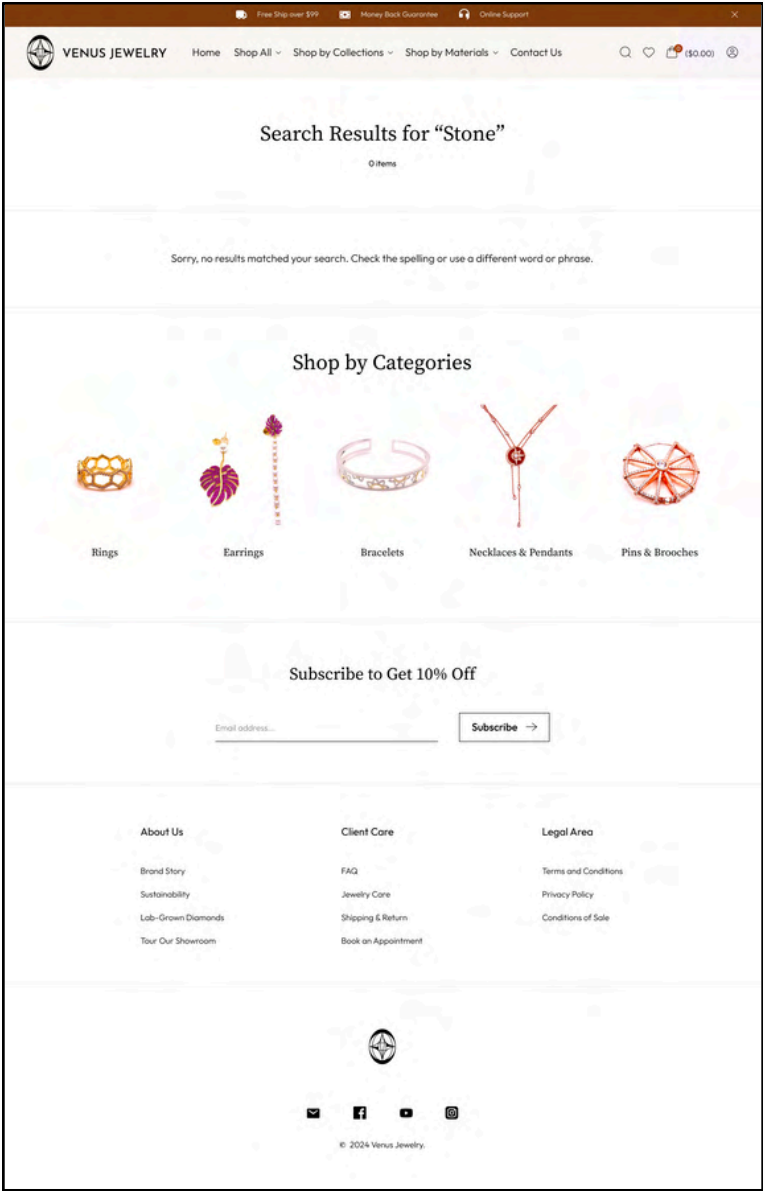
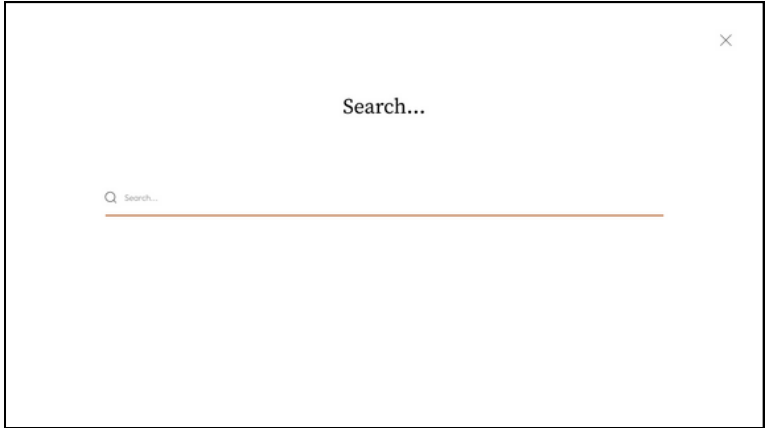
## Shop All Page

The “Shop All” page presents the entire Venus Jewelry collection in a clean, grid-based layout with high-resolution product images, clear titles, and prices. Users can filter and sort items by category, collection, material, or price range, ensuring easy navigation. Consistent typography, a refined color palette, and balanced spacing maintain visual cohesion with the brand’s identity while highlighting each piece’s craftsmanship. Quick-view and hover effects allow users to preview details without leaving the page, streamlining the browsing and purchasing process.





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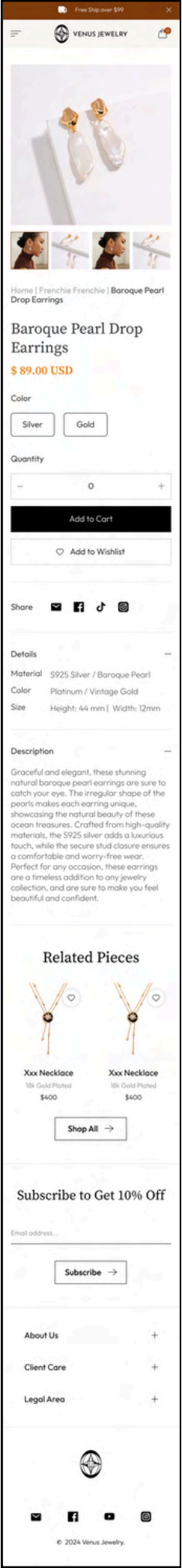
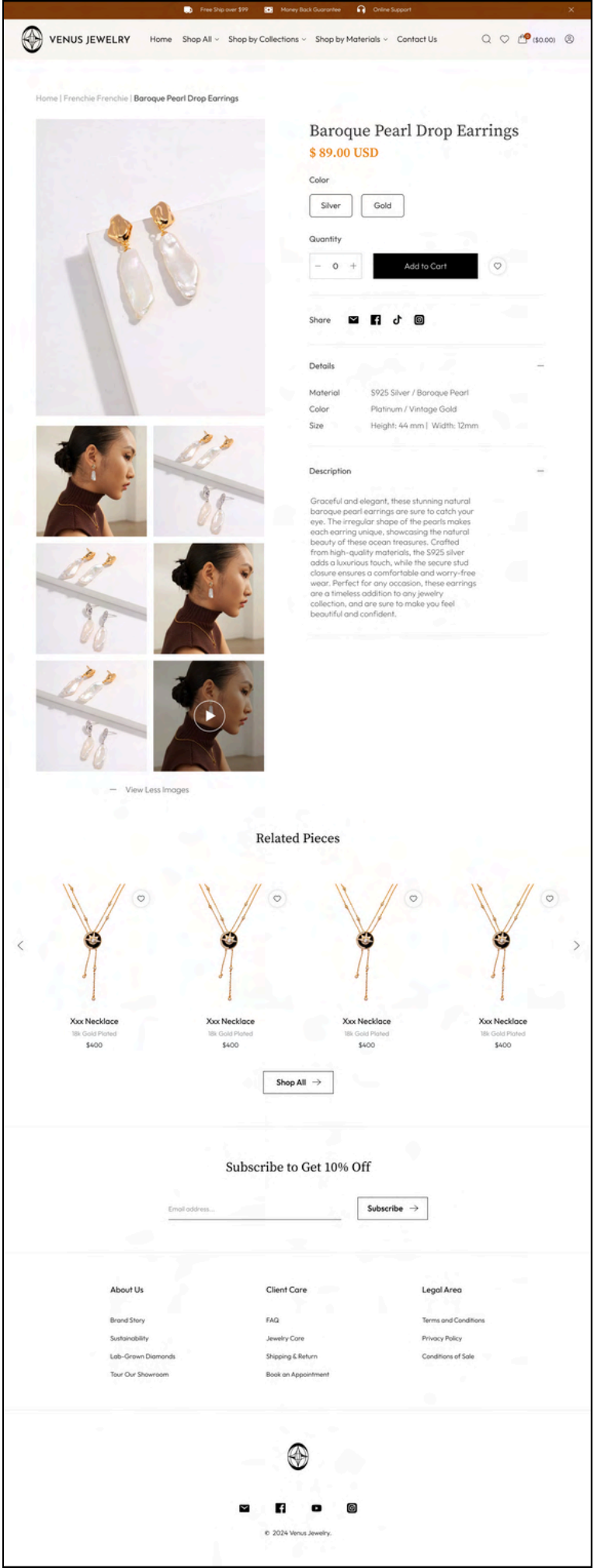
## Search Pages

The search-related pages feature a clean, minimal layout that prioritizes clarity and usability. Search results are displayed in a grid format with high-resolution product images, names, prices, and quick-view options. Filters and sorting tools allow users to refine results by category, collection, material, or price, ensuring efficient navigation. The consistent use of the brand’s typography, color palette, and spacing maintains visual harmony with the rest of the site, while no-results pages include helpful suggestions and links to popular categories, encouraging continued exploration.

# KEY WEB PAGES

## Single Product Page

The Single Product Page showcases each jewelry piece with large, high-resolution images and optional alternate views or zoom for detail. Key information—product name, price, material, and specifications—is clearly displayed alongside customization options such as size or material selection. Prominent “Add to Cart” and “Buy Now” buttons ensure straightforward purchasing. The design integrates related product recommendations, social sharing buttons, and clear shipping/return details to support informed decisions. Consistent typography, refined color palette, and balanced spacing highlight craftsmanship while maintaining visual harmony with the brand’s overall aesthetic, creating an elegant, user-centered shopping experience.

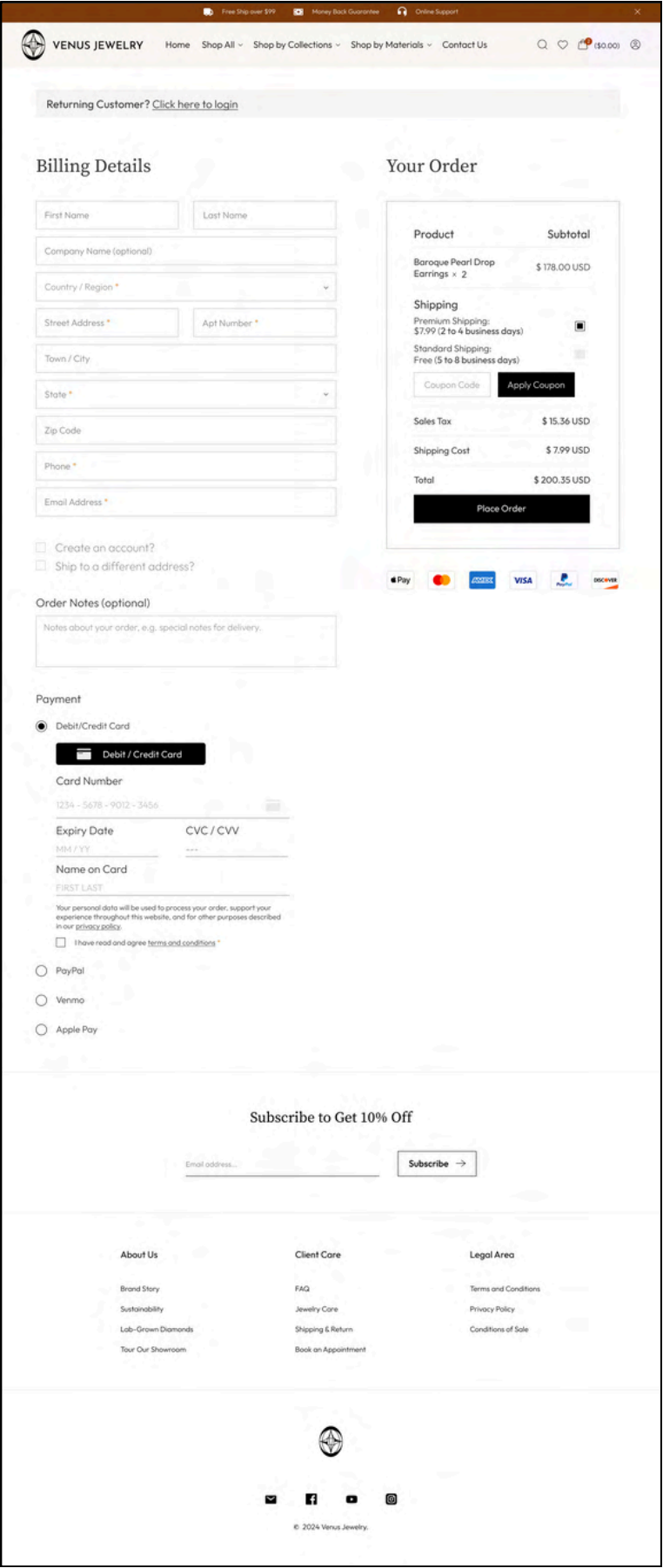
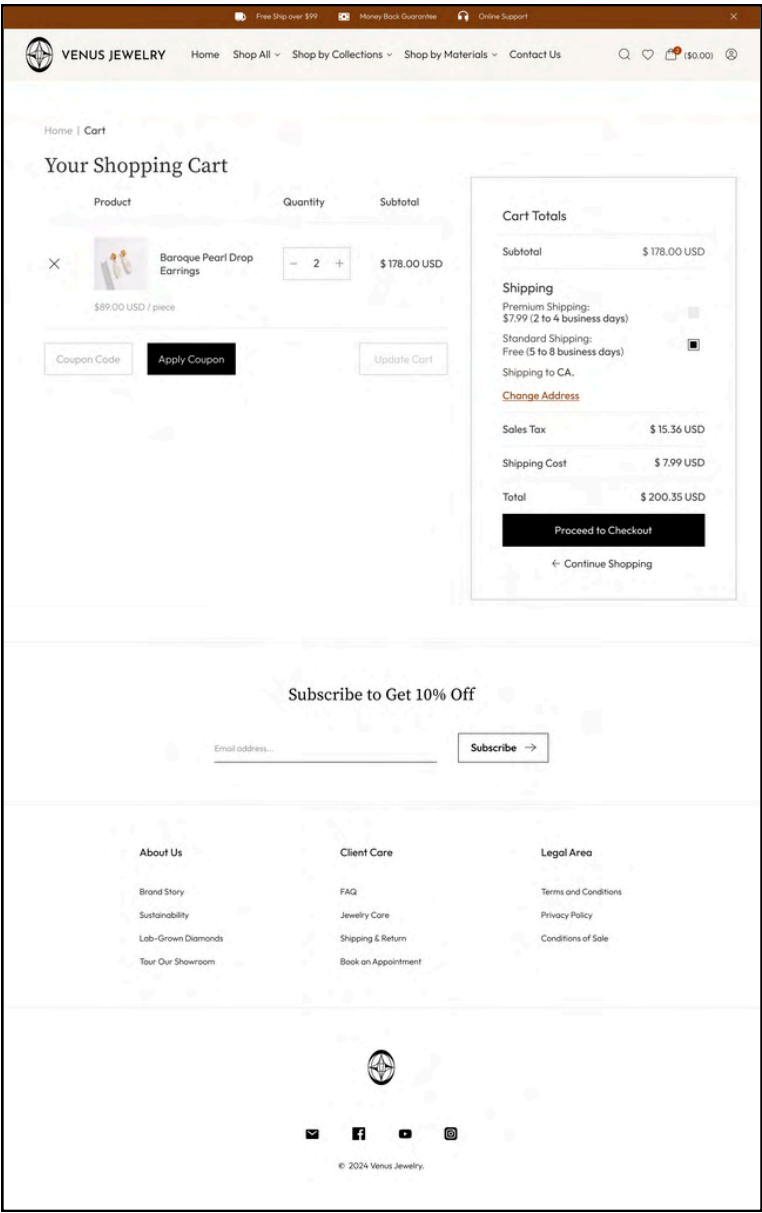




# KEY WEB PAGES

## Check Out Pages

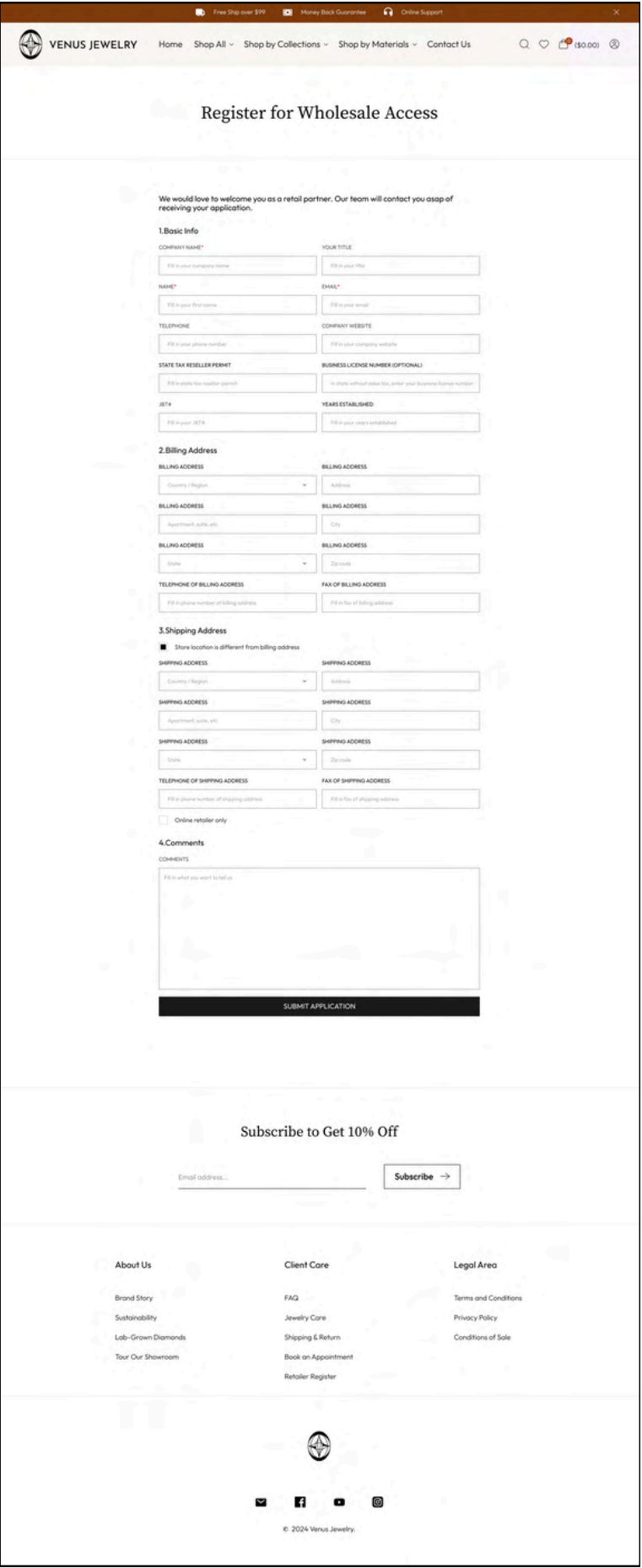
The checkout-related pages are designed for clarity, speed, and trust. A clean, minimal layout focuses attention on the purchasing steps, with clear progress indicators for cart, shipping, payment, and confirmation. High-contrast typography and ample white space ensure readability, while product thumbnails, quantities, and prices remain visible throughout the process. Secure payment icons and SSL certification badges reinforce safety.



# KEY WEB PAGES

## Register for Wholesale Access Page

The Register for Wholesale Access page features a clean, professional layout designed to convey trust and exclusivity. A brief introductory section explains the benefits of wholesale access, followed by a well-structured registration form requesting business details, contact information, and verification documents. The form is styled with the brand’s refined typography, color palette, and balanced spacing for readability. Clear labels, required field indicators, and validation messages ensure usability, while a secure submission process reinforces professionalism.





CLICK TO VIEW THE WEBSITE

<https://venusjewelry.com/>



THANK YOU