CASE STUDY
Cara Diamonds- Creative Brand Expressions
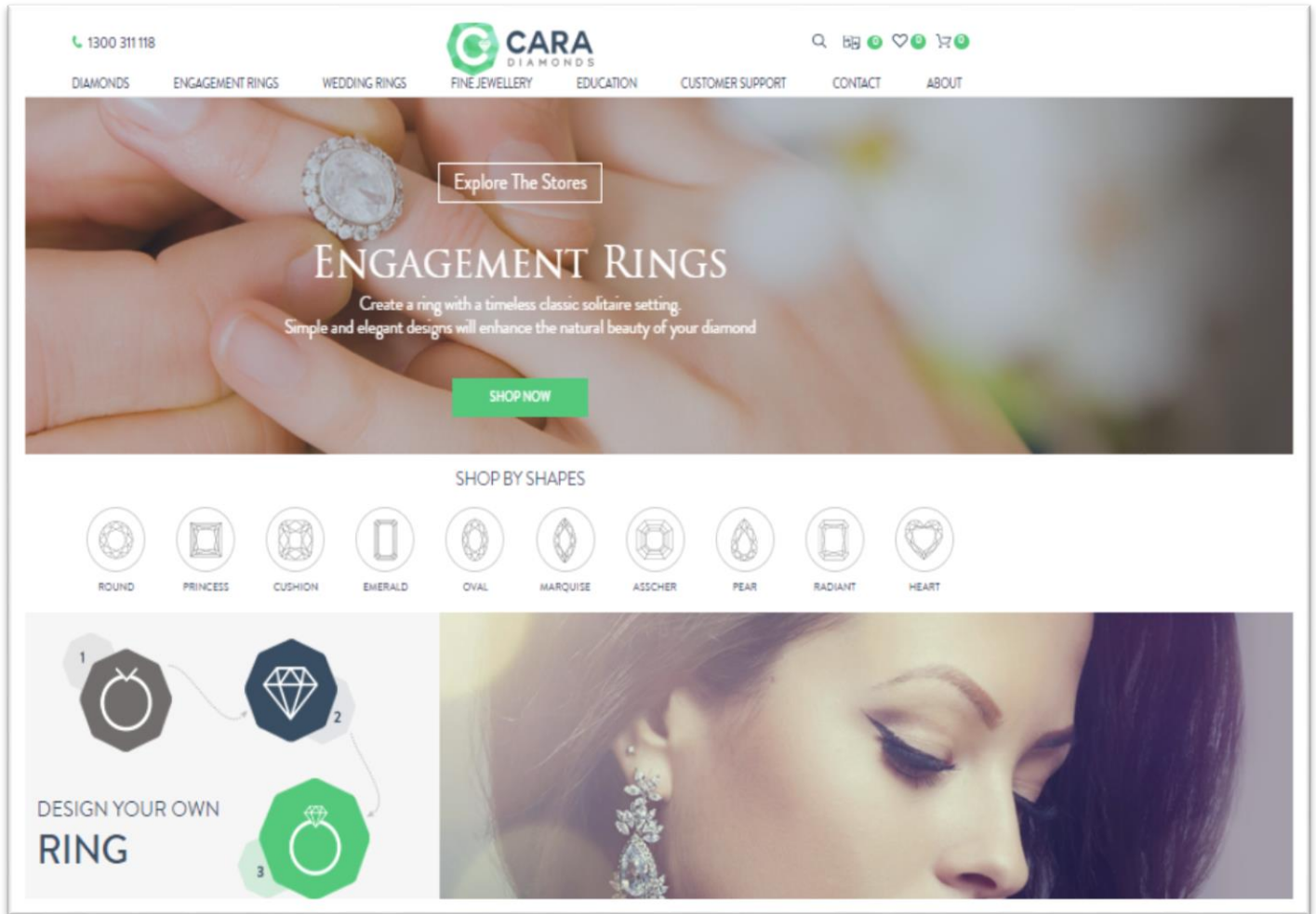
Link: www.caradiamonds.com.au/

Background:

Cara Diamonds is Australian center of fine jewelry making company deals in real diamonds. Cara is one of the Australia's premier and best-known exporters and manufacturers of loose diamonds. After 10 years in the diamond and jewelry business, have developed a team of expert gemologists, design specialists and jewelry artisans.

Objective:

Purpose of CARA DIAMONDS website was to showcase their products and their jewelry designs in a very aesthetically pleasing way. So objective was to display their diamonds, cutting style, Jewelry through Fluidic 3D designs and to envision website for Improving their brand equity as well as prospective customer engagement levels.

Synopsis:

FULLESTOP was approached for identifying their business needs and to create a top notch presence of Cara Diamonds on the Internet. A fully decorated ecommerce solution was required to justify the brand value that carries around the world and They trusted on Fullestop architects for structuring their world-class jewelry ecommerce store along with their web store management, online marketing, customer engagement and ecommerce analytics.

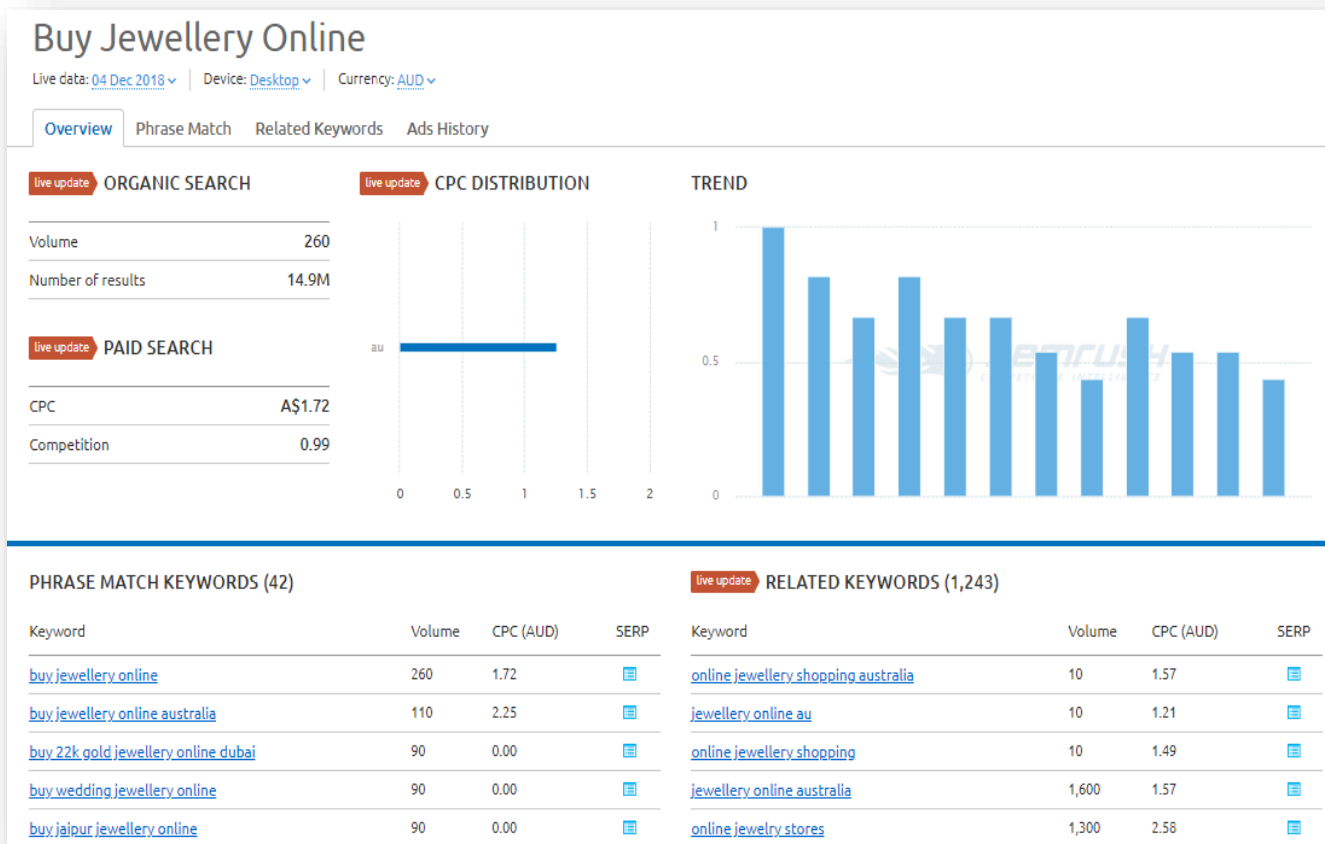## Identification & Formulation of Problems:

Streaming an online business for a Big Brand i.e. Cara Diamonds on e-commerce platform was a big challenge as digital space is full of competitors and schemes. Jewellery, accessories are the most computationally searched products so it was not easy to stand for such competitive situation.

We brainstorm with team and standardized to focus on major challenges which Cara Diamonds Could Face. So during design and development we match up with certain issues like.

- Used Mobile First Approach and Table Less HTML (UI/UX) for Adaptive Design & Enhancements

- No Clustering. For Solving multi-objective optimization problem

- Customization Module: Cara Diamonds wanted their customers to design their own jewelry and Rings online. So it was tough to develop a completely custom module as per the need and to address customization issues. So we used Latest Magento Version for creating jewellery custom configuration module.

- Ecommerce Analytics:

- Smart Feature for Building Brand Affinity: This helped Keep customers loyal to your brand with tools to keep them coming back to your store again and again. Leverages some powerful features like wish lists, gift registry and store credits to better engage them and features like reward points and private sales to encourage them to buy more.

Trend Analysis:

- Develop an all-out framework building design that backs adaptability, power and heightened exhibition.
- Develop post headlines to aid multi-level menu framework and multi-client substance creation.
- Design the structural engineering to underpin SEO and Market Campaign.

Buy Jewellery Online

Live data: 04 Dec 2018 ⌄ | Device: Desktop ⌄ | Currency: AUD ⌄

Overview | Phrase Match | Related Keywords | Ads History

live update ORGANIC SEARCH

| Volume | 260 |
| Number of results | 14.9M |

live update PAID SEARCH

| CPC | A$1.72 |
| Competition | 0.99 |

live update CPC DISTRIBUTION

au

TREND

PHRASE MATCH KEYWORDS (42)

Keyword	Volume	CPC (AUD)	SERP
buy jewellery online	260	1.72	▦
buy jewellery online australia	110	2.25	▦
buy 22k gold jewellery online dubai	90	0.00	▦
buy wedding jewellery online	90	0.00	▦
buy jaipur jewellery online	90	0.00	▦

live update RELATED KEYWORDS (1,243)

Keyword	Volume	CPC (AUD)	SERP
online jewellery shopping australia	10	1.57	▦
jewellery online au	10	1.21	▦
online jewellery shopping	10	1.49	▦
jewellery online australia	1,600	1.57	▦
online jewelry stores	1,300	2.58	▦

Outcomes:

FULLESTOP came up with the following outcomes:

- Envision HD Graphical User Interface
- GUI of the website is rich & user friendly. (Smooth and Cluster Free)
- All the pages are well synchronized and do not confuse the user.
- Also we could manage huge amount of data as well as critical price calculations we need to work on website speed as well which we have managed successfully as per user experience. Fullestop delivered the complete portal with all client's concerns and requirements fulfilled. Also we developed their custom ring design module separately for serving their customers at its best.

- Key features (hyperlinks) of the website are listed on every page.
- Now the user can access all the sections without visiting home page every time.
- Eye catchy design to enhance user experience.
- Handled huge amount of the diamonds data which is critical to manage in terms of price and combinations.
- Handling of the similar diamond for the fine jewelry.

Technology Specifications:

We have used Below mentioned Technological Specifications and Standards for Designing and Developing Cara Diamonds ecommerce brand website.

- Magento 1.9x
- SQL
- HTML 5
- CSS
- JavaScript
- Linux Platform

Target Audience:

Target Customers: AUS – Australia

The site was designed in a manner to catch the attention of Australian customers but website is perfectly fine for all the end users to become its permanent members.

Conclusion:

The e-commerce portal developed by Fullestop team matched all the client expectations by creating its brand name worldwide to lead the market in same domain.

A Case Study by – Fullestop