AGILE–SCRUM MODEL

JEWELLERY E-COMMERCE WEBSITE

Project Title: Jewellery e-commerce Website with SIP, Pay Later, Insurance, and Digital Gold

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Situation:

The jewellery market in India is moving rapidly towards digital platforms. Customers prefer convenience, security, and flexible purchase options. However, current online jewellery sites provide only catalogue browsing and basic checkout without financial flexibility or value-added services. This creates a gap between market demand and digital offerings.

Problem:

- Customers hesitate to buy high-value jewellery online due to lack of trust and financial flexibility.
- Limited or no options for SIP-based jewellery purchase or Pay Later schemes.
- No integration of insurance services directly with purchases.
- Missing digital gold investment options that appeal to younger investors.
- Overall lack of differentiation from competitors.

Opportunity:

- Create an integrated jewellery e-commerce platform that combines:
    - Flexible financial models (SIP, Pay Later).
    - In-built insurance cover for purchases.
    - Digital gold investments.
- Build customer trust through transparency and security.
- Increase repeat purchases and long-term customer engagement.
- Establish a unique market position and scale faster than traditional jewellery stores.

Purpose Statement (Goals):

The purpose of this project is to design, develop, and implement a modern Jewellery e-commerce Website that not only enables customers to buy jewellery online but also offers flexible financial options and protection services.

The platform will allow customers to:

- Explore and purchase jewellery collections across gold, diamond, silver, and gemstones.
- Invest in jewellery through Systematic Investment Plans (SIP) and Digital Gold options.
- Access Buy Now Pay Later facilities for flexible payments.
- Secure their jewellery purchases with Insurance coverage, integrated through third-party partners.

The ultimate goal is to create a trustworthy and customer-friendly online jewellery marketplace that drives digital sales, increases customer loyalty, and ensures secure, transparent, and flexible transactions for both new-age and traditional jewellery buyers.

Project Objectives :

Solution selection according to design criteria, specifications, and requirements
The first objective is to carefully analyse and finalize the best possible solution that matches the agreed design standards, functional requirements, and stakeholder expectations. This ensures the website will be user-friendly, secure, and aligned with the jewellery business model.

Solution prototyping and testing
The next step is to create working prototypes of the website and validate them with stakeholders. Through multiple rounds of testing, we will identify gaps, refine features, and confirm that the final solution meets both customer needs and business goals.

Integration with third-party financial and insurance partners

A key objective is to smoothly integrate the Finance Partner (Buy Now Pay Later, SIP, and Digital Gold) and Insurance Partner APIs. This will provide customers flexible payment methods and added security while ensuring data safety and compliance.

Implementation of core e-commerce features

The website must include all standard features such as product catalogue, cart, checkout, secure payment gateway, order tracking, and customer support. These features will be implemented in Phase 1 itself, as jewellery buying requires a seamless and trustworthy digital experience.

On-time delivery within defined budget

The project will be executed within a six-month timeline and a budget of ₹18,00,000. Regular monitoring, sprint reviews, and backlog prioritization under the Scrum framework will ensure deadlines are achieved without compromising quality.

Success Criteria:

Customers can browse, buy, and invest in jewellery online securely
Success will be measured by the ability of customers to easily search, explore, and purchase jewellery products or investment options (like SIP and digital gold) through a secure and user-friendly website. Data security, encryption, and smooth navigation will ensure customer trust.

Smooth integration with finance and insurance partners API's
A key success factor is the seamless working of APIs with finance and insurance partners. Customers should be able to access flexible payment options, EMI, and insurance coverage during checkout without facing any errors or delays.

Website handles at least 1,000 daily transactions reliably
The system should be stable and capable of supporting at least 1,000 transactions every day without performance issues. This includes browsing, cart operations, online payments, and generating order confirmations quickly.

Delivery within 6 months timeline and ₹18,00,000 budget
Success will also depend on completing the project within the planned time and approved budget. Any delays or cost overruns will impact stakeholder confidence, so timely delivery is a must.

Positive customer adoption and measurable growth in online jewellery sales
The project will be considered successful if there is visible adoption from customers, repeat usage of the platform, and a measurable increase in sales compared to offline operations. Customer feedback and analytics will confirm the growth.

Methods / Approach:

This project is flexible and customer-focused. The work will be done in small parts (sprints) so that the team can deliver working features step by step, get feedback early, and make changes quickly if required.

- **Scrum Team Setup**: A dedicated Scrum Team will be created. It will include a Product Owner (to represent business needs), a Business Analyst (BA) (to gather and explain requirements), Developers (to build the website), and Testers (to check quality and fix issues).
- **Requirement Gathering**: The requirements will be written as user stories with clear acceptance criteria. This helps the team understand what exactly customers want and how the success of each feature will be measured.
- **Sprint Planning and Development**: The project will be divided into sprints of 3–4 weeks each. In every sprint, the team will deliver a working module of the jewellery e-commerce website.

- Sprint 1 → Customer Registration & Login module
- Sprint 2 → Jewellery Product Catalogue & Shopping Cart
- Sprint 3 → Checkout process & Payment options
- Sprint 4 → SIP Scheme & Pay Later Integration
- Sprint 5 → Insurance & Digital Gold features
- Sprint 6 → Final Testing, User Acceptance Testing (UAT), and Go-Live

- **Sprint Reviews & Feedback**: At the end of each sprint, the team will conduct Sprint Reviews with stakeholders. This ensures that feedback is collected early and changes can be made without delay.

- **Training & Documentation**: Before going live, proper training sessions and user documentation will be provided to ensure smooth usage of the system by both customers and internal staff.

Resourses:

For successful completion of this jewellery e-commerce website project, the following resources will be allocated and managed carefully:

1. People (Human Resources)

- **Project Manager (1)** – Oversees the entire jewellery eCommerce project from start to finish. Tracks timelines, manages the ₹18,00,000 budget, coordinates between stakeholders and the technical team, and ensures delivery within schedule.
- **Business Analyst (1)** – Acts as the bridge between the client and development team. Gathers requirements, prepares documentation, and translates business needs into technical features that developers can implement.

- **Developers (3–4) –** Responsible for building the core website, integrating jewellery catalog, payment gateways, finance partner API, and insurance partner API. They ensure the site runs smoothly and is scalable.
- **UI/UX Designer (1) –** Creates a modern and user-friendly website interface so customers can easily browse, select jewellery, and complete purchases. Focuses on design aesthetics, navigation flow, and customer experience.
- **Testers / QA Team (2) –** Test all features across devices to ensure the platform is bug-free, secure, and meets quality standards. They carry out functional testing, integration testing, and user acceptance testing.

2. Time (Timeline)

Estimated Project Duration: 6 Months (divided into 6 Agile sprints)

- **Requirement Gathering & Analysis – 1 Month**

Meetings with client, preparation of user stories, and documenting workflows.

- **Design – 1 Month**

Creating website wireframes, UI mockups, and database design.

- **Development – 3 Months**

Agile sprint-based development focusing on catalogue management, shopping cart, payment gateway, finance API, and insurance API.

- **Testing & Deployment – 1 Month**

Complete testing cycles (functional, integration, security) followed by go-live deployment and customer training.

3. Budget (Estimated: ₹18,00,000)

- **Development Costs – ₹8,00,000**

Salaries and expenses for developers, BA, PM, and UI/UX designer.

- **API Integration Costs – ₹2,00,000**

Charges for Finance Partner API and Insurance Partner API integrations.

- **Cloud Hosting & Security – ₹3,00,000**

Secure hosting, SSL certificates, server maintenance, and scalability support.

- **Marketing & Launch – ₹3,00,000**

Digital campaigns, branding, and promotional activities at launch stage.

- **Contingency Reserve – ₹2,00,000**

Reserved for unexpected changes, extra features, or technical adjustments.

4. Other Resources

- **Third-Party APIs:**

Finance Partner API for easy EMI and payment flexibility, Insurance Partner API for jewellery protection plans.

- **Cloud Hosting:**

Secure and scalable hosting environment to handle high traffic and ensure smooth performance.

- **Security:**

Data encryption, firewalls, and secure payment gateways to build customer trust and protect sensitive information.

Dependencies:

- The project strongly depends on the timely availability and smooth functioning of third-party APIs provided by the finance partner and the insurance partner

- Continuous stakeholder participation during sprint reviews is also a key dependency, as feedback is required for successful progress and alignment with expectations.

Risks:

Integration Delays: If the finance or insurance APIs are not delivered on time or face technical issues, it may directly delay the development of certain features and impact the overall project timeline.

Customer Trust and Adoption: Since jewellery involves high-value transactions, customer confidence in security is crucial. Any gap in data privacy, encryption, or secure payment handling may reduce adoption rates.

Cost Overrun: The approved budget is ₹18,00,000. Any unexpected increase in development, third-party services, or hosting costs will directly impact the contingency budget and may require additional approvals.

Technical Risks: Issues related to hosting performance, server downtime, or bugs during peak transactions could affect customer experience if not handled carefully.

By identifying these risks and dependencies early, the team will create a risk management plan to minimize their impact, such as having backup timelines, regular security audits, and close coordination with API partners.

To Be Completed by Appropriate Manager

Project Sponsor: P. Shyam Kumar, CEO
Project Manager: M. Eswar

THANK YOU