Jewellery e-commerce Website (Agile–Scrum Model)

Executive Summary

The proposed Jewellery e-commerce Website will serve as a complete digital platform for jewellery shopping and investment. It will include **Gold, Silver, Diamonds, and Gemstones**, along with advanced features such as **SIP Scheme, Buy Gold Now Pay Later, Jewellery Insurance, and Digital Gold Investment**.

The goal is to provide customers with a trusted, convenient, and secure online experience while ensuring business growth through flexible payment models and financial integrations.

Success will be defined as:

- Customers using the platform seamlessly for both purchases and investments.
- Stakeholders (jewellery store, finance partners, insurance providers) achieving clear business value.
- A stable, scalable, and secure platform delivered within **6 months** and a budget of **₹18,00,000**.

Project Background

The jewellery sector is rapidly moving towards digital commerce. Customers are seeking not only online shopping options but also investment flexibility and financial security with their purchases.

Current market gaps include:

- Few platforms that combine jewellery purchases with financial services (SIP, Pay Later, Insurance, Digital Gold).
- Lack of integration between jewellery sellers, finance providers, and insurance companies.
- Customer trust issues due to limited transparency in online jewellery buying.

Why this project matters:

- It supports the business goal of expanding reach beyond physical stores into digital sales.
- It builds recurring customer relationships through SIP and digital gold schemes.
- It increases customer confidence by offering insurance and flexible payment options.

Proposed Solution

We propose to develop the Jewellery e-commerce Website using the Agile–Scrum framework, ensuring iterative delivery and continuous stakeholder feedback.

Solution Approach:

- Develop an e-commerce storefront for jewellery categories (Gold, Silver, Diamonds, Gemstones).
- Implement flexible financial features: SIP, Buy Now Pay Later, Digital Gold.
- Integrate third-party APIs with finance and insurance partners.
- Provide secure payment gateway and SSL-based hosting.
- Build Admin and Customer dashboards for easy management and tracking.

Why this solution is effective:

- Iterative sprints allow early visibility and corrections.
- Combines retail + financial services, making it unique in the market.
- Addresses customer trust by integrating insurance and secure investments.

Define the Deliverables and Success Criteria

Project Deliverables:

1. Fully functional Jewellery e-commerce website.
2. Integration of SIP, Pay Later, Insurance, and Digital Gold schemes.
3. Secure Payment Gateway with encryption.
4. Inventory and Order Management system.
5. Admin dashboard for product, pricing, and order control.
6. Customer portal with order history, SIP tracking, and insurance claims.
7. Documentation and training material for stakeholders.

Success Criteria (SMART Objectives):

- **Specific**: Deliver a jewellery website with integrated financial services.
- **Measurable**: Handle 1,000+ daily transactions by launch.
- **Achievable**: Delivered in sprints with stakeholder involvement.
- **Realistic**: Aligned with budget of ₹18,00,000 and industry best practices.
- **Time-Bound**: Go-live within 6 months.

List the Required Resources

Project Budget Breakdown (₹18,00,000)

Category	Details	Estimated Cost (INR)
Development Team	Frontend, Backend, QA, UI/UX	9,00,000
Business Analysis & PM	BA role, Agile coordination, planning	2,00,000
API Integrations	Finance & Insurance integration	2,50,000
Infrastructure & Hosting	Cloud hosting, SSL, security setup	1,50,000

Marketing & Launch Support	SEO, branding, digital campaigns	1,50,000
Contingency	Risk buffer (5–7%)	1,50,000
Total		**18,00,000**

Conclusion

The Jewellery e-commerce Website will deliver a secure, customer-centric, and financially flexible platform that addresses existing market gaps. By leveraging the Agile–Scrum model, the project ensures transparency, continuous improvement, and stakeholder alignment throughout its 6-month duration.

With a structured budget of ₹18,00,000 and a focus on measurable outcomes, this project provides the foundation for long-term business growth, customer trust, and digital leadership in the jewellery industry.

Project Proposal Document

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

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1. 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.

2. 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.

3. 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' APIs**
  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.

Resources

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

- **People**: A skilled project team will be involved. This includes a Business Analyst (to gather and translate requirements), a Project Manager (to monitor progress and timelines), Developers (to build the website and integrate features), Testers (to ensure quality and bug-free delivery), and a UI/UX Designer (to create a user-friendly and attractive interface).
- **Time**: The project will run for a total of 6 months, and the work will be divided into 6 sprints. Each sprint will focus on delivering a specific set of features so that the project moves step by step in a structured and trackable manner.
- **Budget**: The estimated budget for this project is ₹18,00,000. This amount covers development costs, integration with finance and insurance APIs, secure cloud hosting charges, and essential marketing expenses to launch the platform successfully.
- **Other Resources**: The project will also make use of critical third-party services such as the Finance Partner API for flexible payment options and the Insurance Partner API for jewellery protection plans. Additionally, secure cloud hosting will be used to ensure smooth performance, scalability, and data safety for all online transactions.

By planning and utilizing these resources in an organized manner, the project will stay within budget, meet its timeline, and achieve its objectives with high efficiency.

Risks and Dependencies

Every project has certain dependencies and risks that may impact the timeline, cost, or success of delivery. For this jewellery e-commerce website project, the following points are identified:

Dependencies:

- The project strongly depends on the timely availability and smooth functioning of third-party APIs provided by the finance partner (for flexible payment options) and the insurance partner (for jewellery insurance services).
- 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