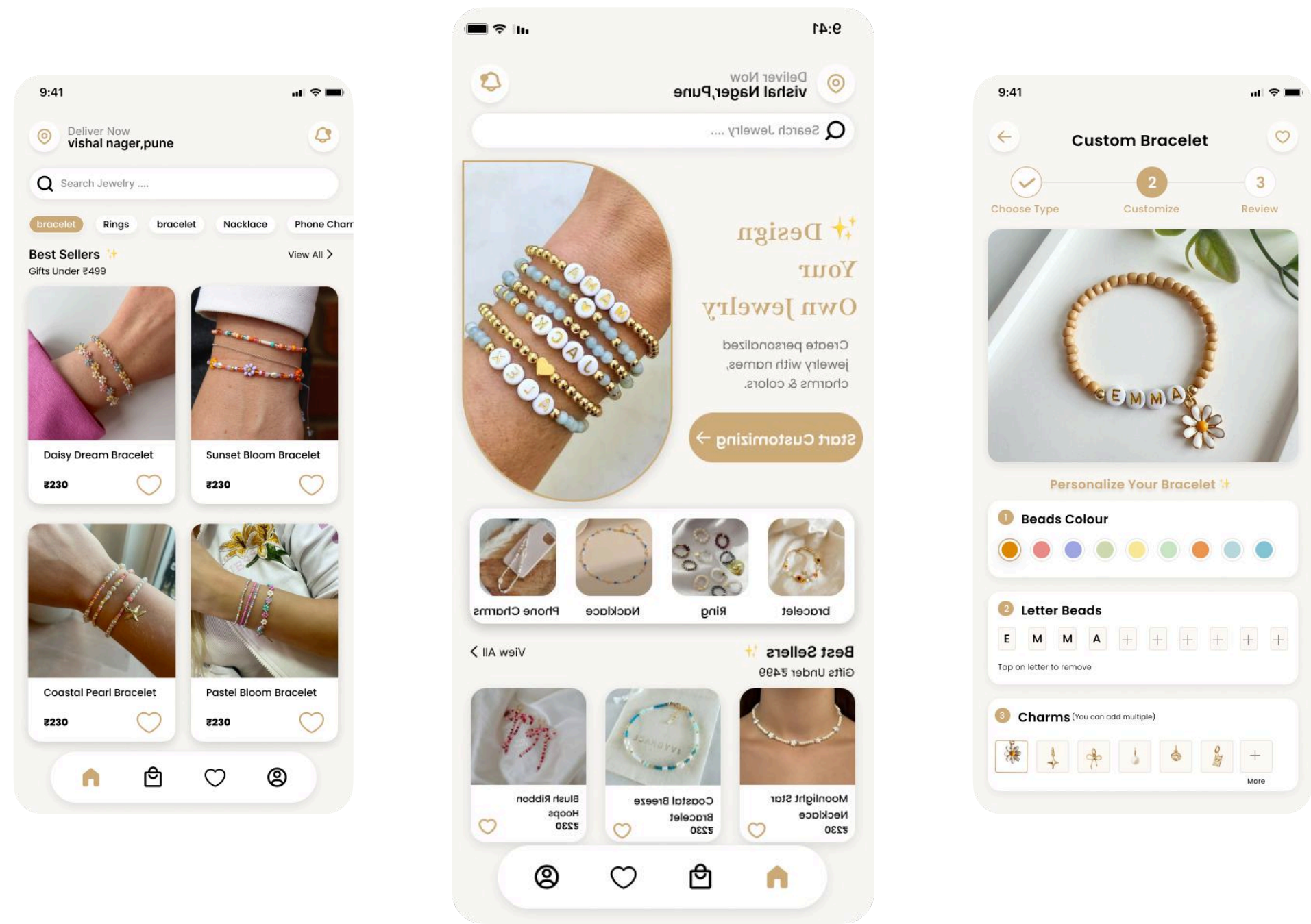


GLAM & GLITTER

Designing a personalized bead jewelry experience

UI/UX CASE STUDY · MOBILE E-COMMERCE

Vaishnavi Pandilwar · UI/UX Designer



01 — PROJECT OVERVIEW

About the Project

Glam & Glitter is a mobile jewelry shopping experience designed for users who want to discover handcrafted bead jewelry and create personalized pieces based on their style.

PROJECT TYPE UI/UX Case Study	PLATFORM Mobile App
MY ROLE UI/UX Designer	TOOLS Figma

The Challenge

How might I make personalized jewelry feel simple and enjoyable rather than like filling out a long form?

The main challenge was to design a customization experience that gives users enough options without making the process feel overwhelming.

The Goal

To create a simple and enjoyable mobile shopping experience that allows users to discover bead jewelry and personalize their own pieces with confidence.

02 — THE PROBLEM

The Problem

Independent jewelry makers often rely on Instagram or WhatsApp to sell handmade pieces, making it difficult to provide a structured shopping and customization experience.

The Opportunity

Create a shopping experience where customers can browse ready-made jewelry or easily create a personalized piece in a guided, enjoyable flow.

DISCOVER

Browse handmade jewelry



CUSTOMIZE

Create your own jewelry



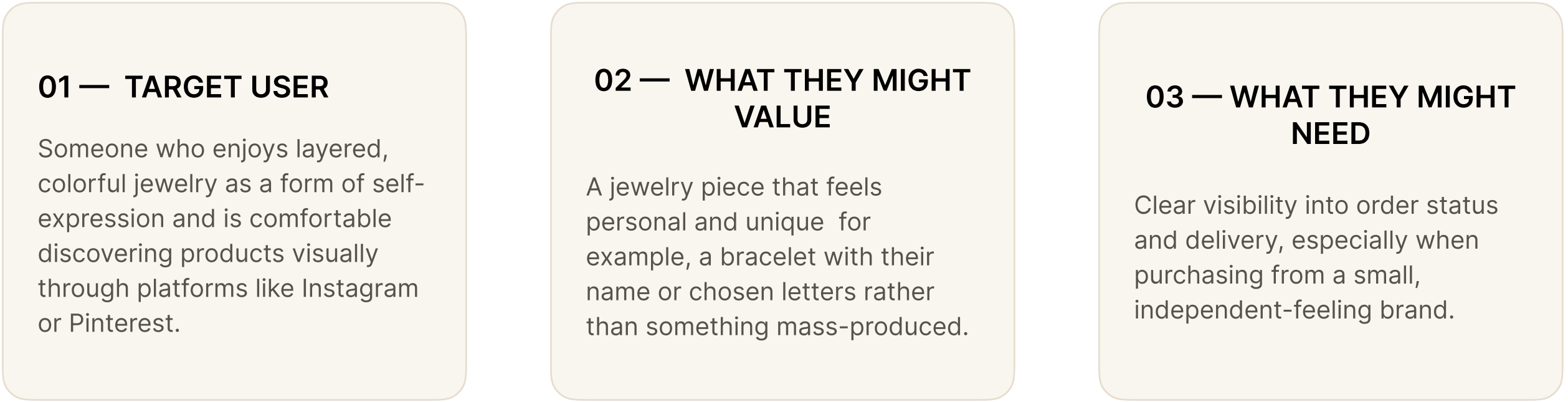
PURCHASE

Add to cart & checkout

03 — TARGET USER

Who am I designing for?

Since this was a self-initiated project without formal user research, I started with a few assumptions about the people who might use the app



These are assumptions, not validated findings

I would validate them through interviews, usability testing, and testing the customization flow with real users in a future iteration.

04 — RESEARCH & VALIDATION

How would I validate these assumptions?

Before moving into a production-ready design, I would validate the key assumptions through lightweight user research and usability testing.

01 — USER INTERVIEWS

Goal

Understand how people currently discover and purchase handmade or personalized jewelry.

Who I'd talk to

People who have purchased handmade or personalized jewelry online.

What I'd learn

- How they discover jewelry
- What makes them trust a small brand
- What information they need before purchasing
- How much customization they actually want

02 — USABILITY TESTING

Goal

Check whether users can customize a bracelet without confusion.

Task

Create a bracelet with your preferred bead color, letters and charm, then add it to your cart.

What I'd observe

- Can users understand the customization steps?
- Do they know what to do next?
- Do they understand the price?
- Where do they hesitate or get confused?

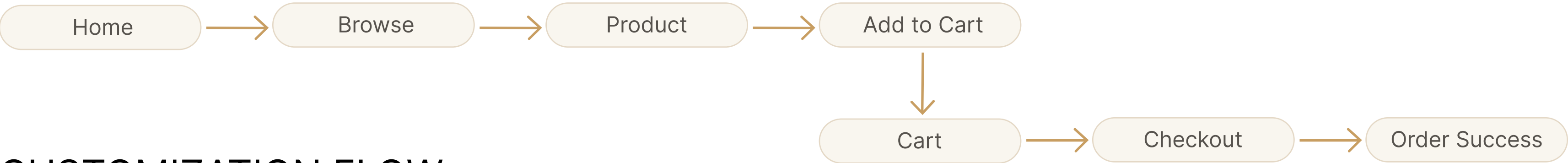
SUCCESS SIGNAL

Users should be able to complete the customization flow with minimal hesitation and clearly understand what they are purchasing before adding it to the cart.

Mapping the journey from discovery to purchase

I mapped the core journey to keep the shopping experience simple while making customization easy to understand.

SHOPPING FLOW

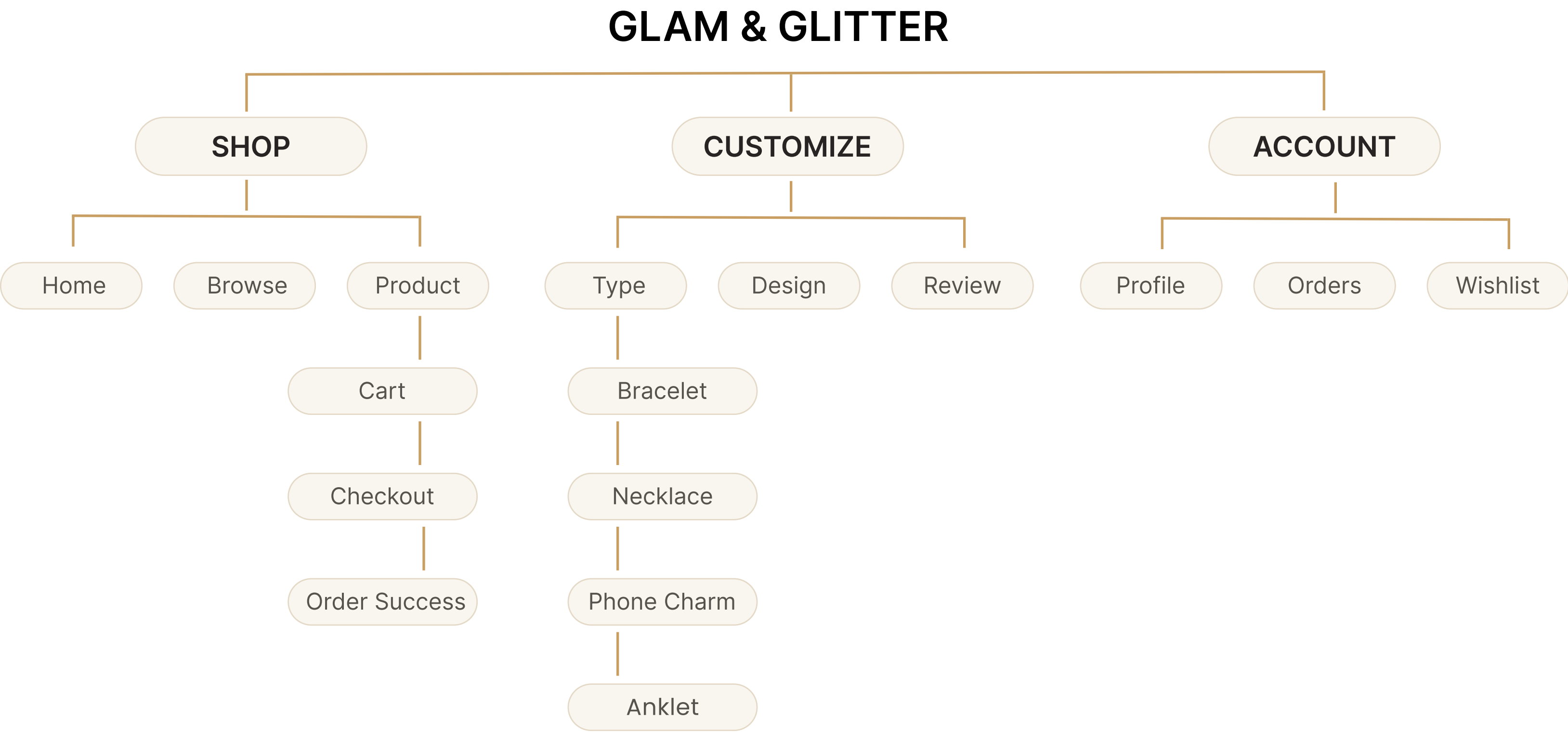


CUSTOMIZATION FLOW



Structuring the experience

I organized the app's content and features into a simple structure so users can easily discover jewelry, customize a piece, manage their cart, and complete their purchase.



07 — WIREFRAMES

From structure to interface

I created low-fidelity wireframes to explore the layout, hierarchy, and customization flow before applying visual styling.

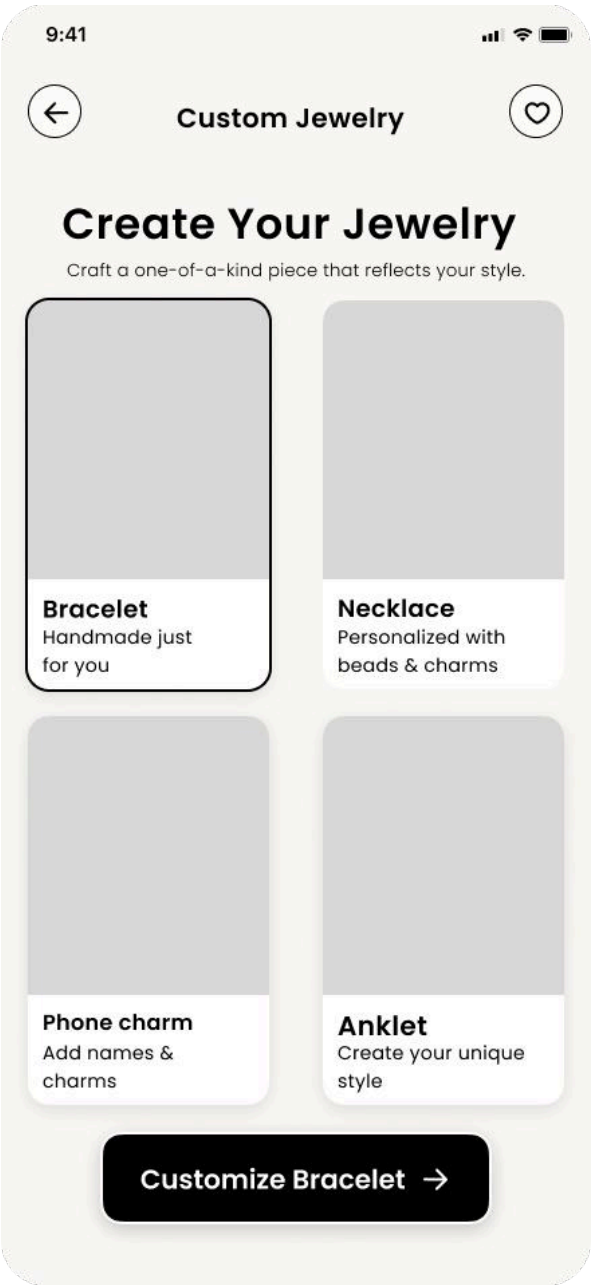
1 HOME



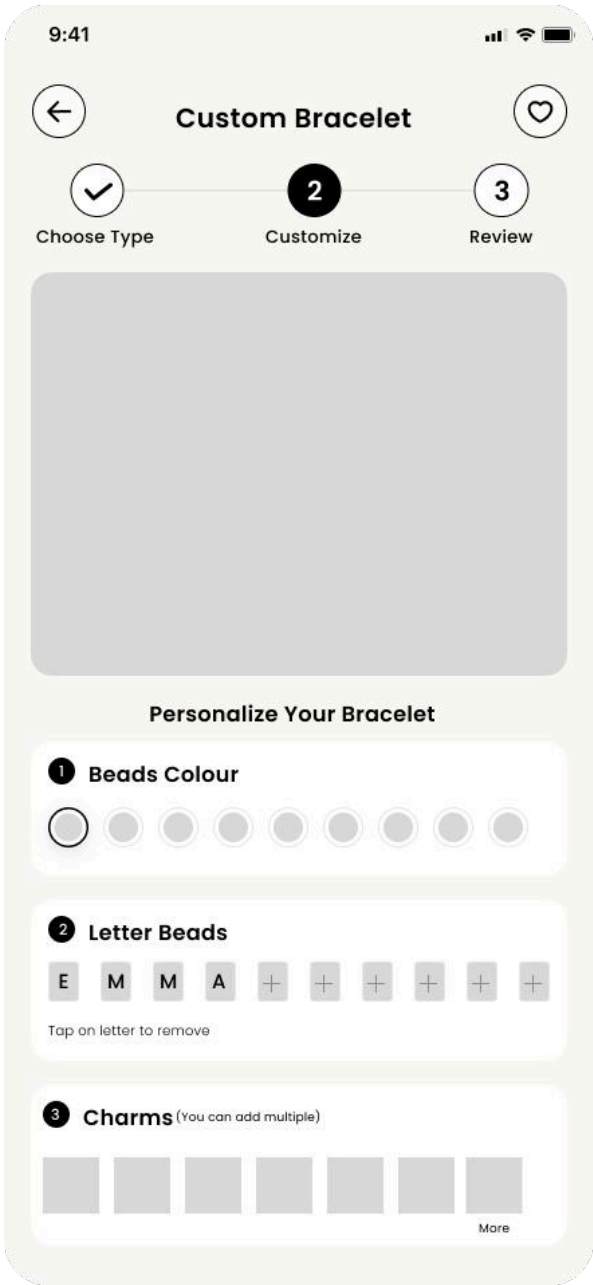
2 PRODUCT DETAIL



3 CHOOSE JEWELRY TYPE



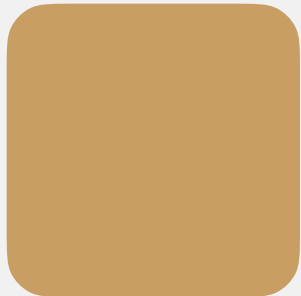
4 CUSTOMIZE JEWELRY



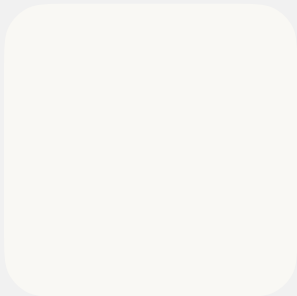
Creating a warm and consistent visual language

I translated the wireframes into a warm, minimal visual style that reflects the handmade nature of bead jewelry while keeping the shopping experience clear and easy to use.

COLOR PALETTE



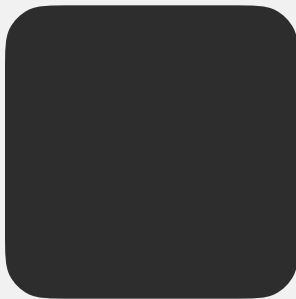
PRIMARY
#C89F63
Warm Gold



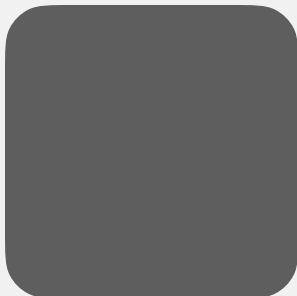
BACKGROUND
#FAF8F5
Warm Off-White



CARD/SURFACE
#FFFFFF
White



TEXT/PRIMARY
#2E2E2E
Dark Brown



TEXT/secondary
#5F5F5F
Muted Gray-Brown

TYPOGRAPHY

INTER		
Heading(H1)	32 px/Bold	Aa
Subheading(H2)	20px/Semi Bold	Aa
Body (Regular)	16px/Regular	Aa
Caption	13px/Regular	Aa

UI ELEMENTS

Primary Button

Start Customizing →

ADD TO CART

Product Card



Candy Bloom Bracelet

₹340

Move to Bag

Input field

Q

Search Jewelry

Navigation Icon

01-WARM

Soft neutrals and gold accents reflect the handmade and premium feel of bead jewelry

02-SIMPLE

Clear hierarchy, spacing and consistent components keep browsing and customization easy to understand

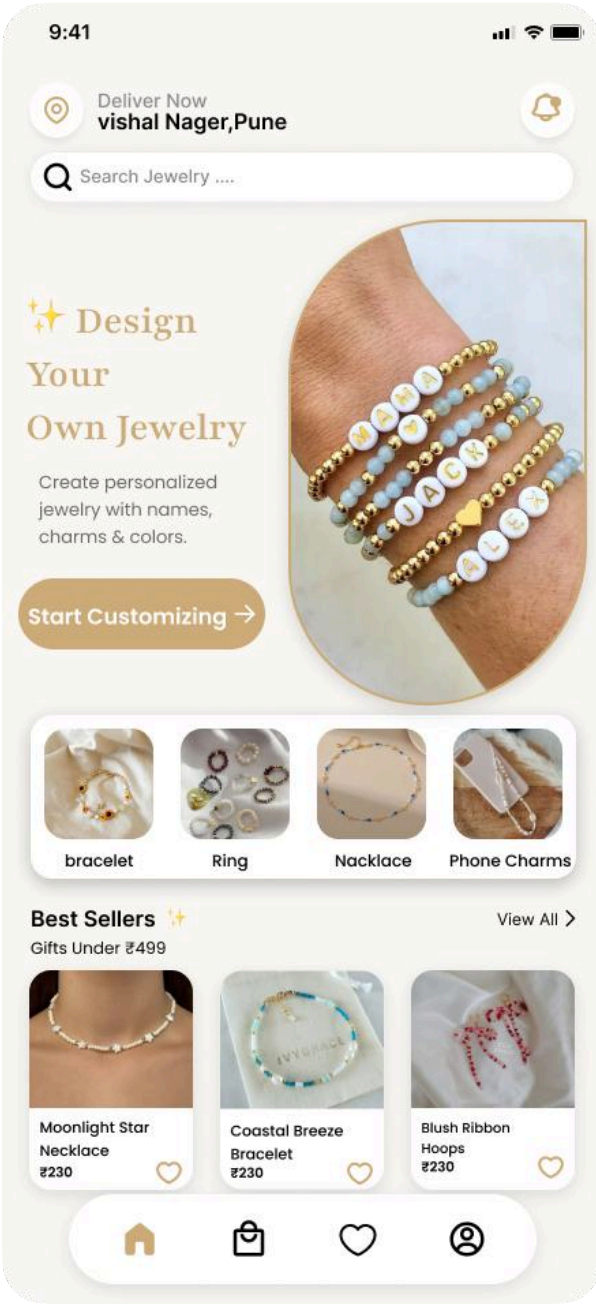
03-PERSONAL

The visual language supports the idea of creating jewelry that feels unique to the user

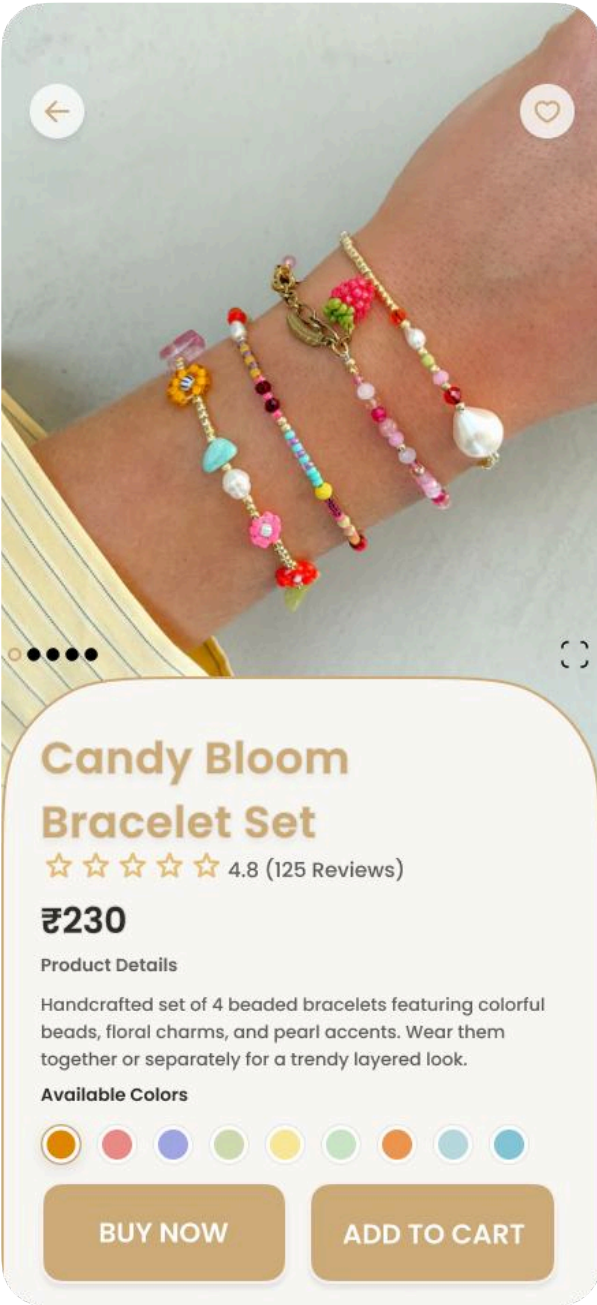
09 — HIGH-FIDELITY DESIGN

Bringing the experience to life

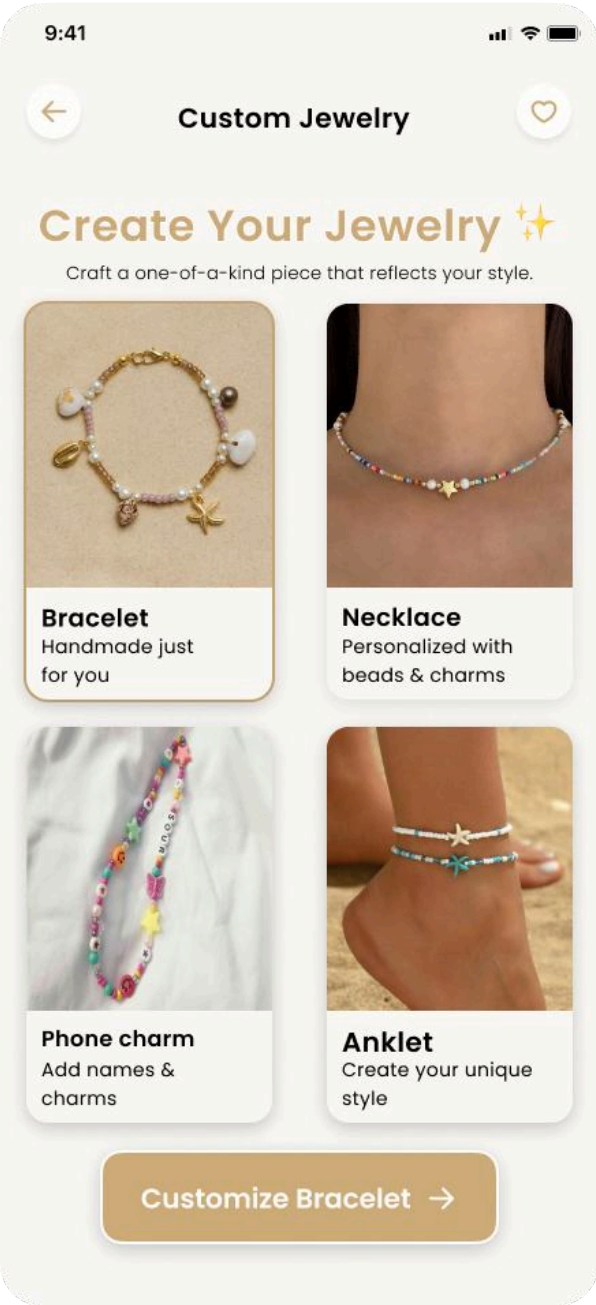
I transformed the wireframes into high-fidelity screens, applying the visual system to create a clear and consistent shopping experience across browsing, product discovery, and jewelry customization.



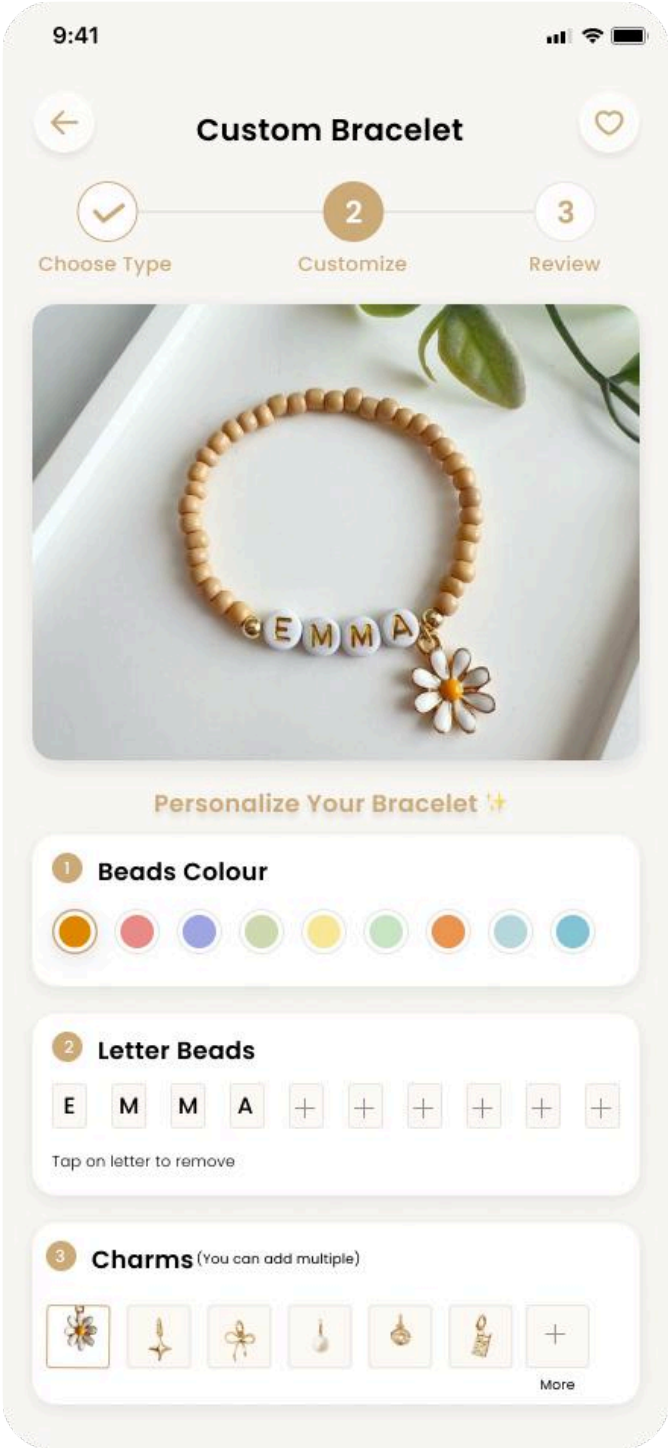
Discovery
Browse handmade jewelry and explore customization.



Explore
View product details before making a purchase decision.



Choose
Select the type of jewelry to personalize.



Personalize
Customize beads, colors and details before adding the piece to the cart.

10 — DESIGN DECISIONS

Designing with intention

I made design decisions around clarity, guidance, and personalization to make the jewelry shopping experience feel simple while keeping customization approachable.

01 — Make customization feel guided

Problem

Customizing jewelry can feel overwhelming when users are presented with too many choices at once.

Design decision

I broke customization into clear steps such as choosing the jewelry type, selecting colors and beads, and reviewing the final piece.

Why

This gives users a clear path instead of presenting every option on a single screen.

02 — Bring customization into discovery

Problem

Users may not realize that personalized jewelry is available if customization is hidden inside the shopping experience.

Design decision

I placed a prominent customization entry point on the home experience.

Why

This makes the product's key differentiator visible early in the journey.

03 — Keep product information easy to scan

Problem

Jewelry shoppers need to understand the product before deciding to purchase.

Design decision

I organized the product detail screen around the product image, name, price, rating, description, options and purchase actions.

Why

Users can quickly understand the product and move toward a purchase decision.

11 — OUTCOME

Making jewelry customization easier to understand

I refined the experience to make browsing and customization feel more guided, while keeping the shopping journey simple and visually consistent.

01 — Guided customization

Problem

Users could feel overwhelmed when presented with multiple customization choices.

Improvement

The customization process is broken into clear steps, helping users choose their jewelry type, beads, colors, and charms one step at a time.

Result

A more structured and approachable customization experience.

02 — Customization is easier to discover

Problem

Users might not immediately realize that they can create personalized jewelry.

Improvement

A prominent customization entry point is introduced early in the shopping journey.

Result

Users can discover the product's key differentiator earlier.

03 — Clearer product decisions

Problem

Users need enough product information before deciding to purchase.

Improvement

Product details, pricing, ratings, descriptions, and purchase actions are organized into a clearer hierarchy.

Result

Users can scan important information and make a more confident decision.

12 — LEARNINGS

What I learned from designing this experience

This project helped me understand how to turn a complex customization experience into a simple, guided mobile journey while keeping the visual language consistent.

01 — THINKING BEYOND THE UI

Designing the flow before the screens

Mapping the user journey and information architecture helped me make better decisions before moving into visual design.

02 — DESIGNING FOR CLARITY

Making choices feel manageable

Breaking customization into smaller steps made the experience easier to understand without removing the sense of personalization.

03 — VALIDATING ASSUMPTIONS

Design is an iterative process

This self-initiated project showed me the importance of validating assumptions with real users and improving the experience based on their feedback.

What I'd explore next

01 — User testing

Test the customization flow with real users.

02 — Prototype & iteration

Observe where users hesitate and refine the experience.

03 — Accessibility

Explore contrast, touch targets, and readability across devices.

This project strengthened my ability to think beyond individual screens and design a complete, user-focused experience.