Explore & Awareness

Goal: To entice customers to understand the deliverable available and how it is unique to what user connects with

Browse & Shortlist

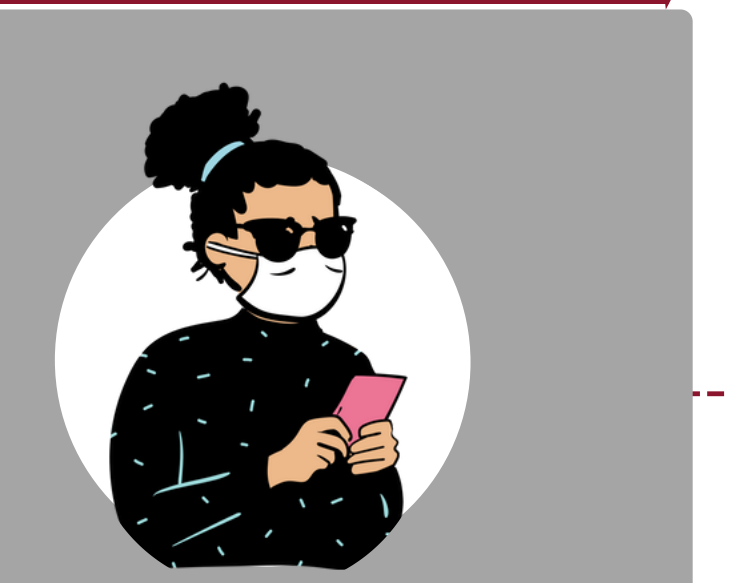
Goal: Give right information quickly & legibly understanding their needs

Select & Purchase

Goal: Effective utilisation of choices to feel the decision made to be trust worthy and with no doubts whatsoever ever

Engagement & Advocasy

Goal: Leverage user to ensure future enrolments & loyalty to the brand



Simran

The Trendy Millennial

Simran scrolls through Pinterest/ Instagram randomly looking for new trends & Jewellery option.

While scrolling through Instagram, she found 1. one of her (friend/ celebrity/post) endorsing a new design
2. A Shoppable post of a unique design trend

She finds something unique (a PIN) in Pinterest were she compares mentally for the occasion she can use it for.

Homepage

She lands on the home page of Joy Alukkas.

Intrigued by collection & felt good about endorsement by famous personalities

Homepage

Simran sees button for the collection her occasion she thought the product fits in.

Product Page

Simran lands in the product page of the specific product she choose.

Collection page

She wanted to know more and Simran goes to specific occasion and products under it.

Collection page

She gets pop up on how to navigate through collection

She picks one product set she feels good about to know more information

Product Page

She finds similar products with filters guiding her

She compares the product she wish listed and add them to cart

She Wishlist the product

Later she gets a price change notification for the added product(price may

Live Consultant to narrow down option ?

Shortlists 3-4 products to cart

Finds the Virtual try ON feature (for selected collection of jewellery) Adds 1 more product to cart

Wants Touch and feel to confirm her selection (*Video Call?)

Gets an option for Try @ Home feature. Books an appointment on Saturday

Pin required to check availability of the nearest store

Requires Phone number, (WhatsApp) or Mail ID

Consultant

1. Immediately ensures confirmation through (text, WhatsApp, mail, call)
2. Informs
   a) Name of consultant
   b) Time he will arrive
   c) His contact info
   d) Picture
   e) His successful endeavours and reviews about him by other customers.

1. Consultant calls Simran before hand to remind and ensure availability.
2. Visits the house & showcase the selected cart collection.
3. Additional box of collection similar to the

Message about the temp. And safety precautions taken by consultant

1. Simran tries them out.
2. Finds them interesting, takes pictures and shares with sister.
3. Selects the final choice

Pays directly with the consultant.
Bill - digitally verified.

Consultant

Consultant updates her about session in portal were she gets to choose matching earrings and pendant which can be paired along with it.

Updates on 10% making charge if ordered on the spot.

Purchase Page

Online 2 step Checkout journey was simple and efficient

Consultant Leaves after displaying the selected product

Later while looking at check out option from cart, Simran finds Wallet & Loyalty points

Views multiple offers available to her to choose from.

1. Online payment & Delivery
2. Set a date & she will pick from the nearest store personally

Gifting customisation option
1. Paid Premium packing
2. Personalised message
3. Add ons - Chocolates Photo Messages

Gift Card Option instead of Product

Check Product Available for 1. Quick Delivery
2. Make on Order

Schedule date & Time for product to reach (inc buffer time)
Display the various checkpoints and contact to know the progress of the delivery

Return & Exchange service available Assured Courier

Simran decides to gift the product to someone near

Happy with product. Post her experience in Instagram to showcase to her circle

Benefits-
1. Gift card
2. Discount coupon for next purchase
3. Wallet amount bonus
4. Birthday/ Occasion based personal discount
5. Digital celebration of personal occasion like birthdays/ anniversary

Several weeks later…

Prepare customers for next purchase with investment info

Targeted Product Info based on history & wish listed products

Gamification for continued engagement offers

Homepage

Loyal & already being exposed to marriage catalogue in website. Buys the collection from Joy Alukkas

The NEED is not inherent but it is only created (a WANT) taking scenarios into account.

Madhavi & Fam

The family with a Marriage coming up

Comparing different websites and understanding/ research the gold rates. Madhavi & Mahadev visits Joy Alukkas website to check the wedding collection & offers for large scale purchases

While scrolling through Instagram, she found 1. one of her (friend/ celebrity/post) wedding day images.
2. A Shoppable post of a unique Wedding trend

Homepage

Mahadev & Madhavi lands in Joy Alukkas home page

Homepage

Mahadev & Madhavi rolls down and see the wedding section.
1. Option to download catalogue by sharing email/ phone number (WhatsApp)
2. Also addition to (option) subscribe newsletter with the mail id.
3. Sample catalogue of minimal design to entice user to download full catalogue linking email id

1. Gets an overview of types of bridal choices (Christian bride/ Tamil bride/ Muslim bride/ Rajasthani bride) on first go to browse individually
2. (Or/and) option to view enter full collection of Marriage collection

Jewellery sets to display total amount and designs together

Collection page

Wedding collection
1. Newer collection and additions to complete the set
2. Filters to streamline the type of bridal people

Product Page

Madhavi also make sure collection is in line with her Millennial daughter who is getting married ?

Product Page

Confident they found a few great options, They look into cost dissection.
- Gold price
- Making charge
- Set collection from top to bottom availability
- Offers for buying in bulk ?

Purchase Page

Mahadev look up the total amount what is coming up to allocate & compare his budget. (Also with other competitors)

Purchase Page

Since it is a bulk purchase. Options pop up to schedule a visit to the store for personal experience

Comparison feature with money as a parameter for similar design

Purchase Page

Made to order & Time constrains on bulk orders

Consultant

Consultant confirmation for understanding further queries

Purchase Page

Fix a time & date for the store visit.

We do not expect the customer to buy all the product online but primary focus is to make them realise the varied collection for wedding so that they can come personally later to view the collection in the store

Store Visit

Mahadev & Family visits store
1. Have curated collection to display for them based on the wish listed & cart products
2. Understanding the age of daughter to be under millennial. Have a collection which adds traditional requirements with newer trends ?

1. Easy exchange
2. 14 Days return
3. Certified Jewellery only
4. Life time Product Service

Store Visit

Mahadev & family finds the collection very unique addressing to the parents as well as new-get daughter style/ requirements.

The availability & the smooth service was very reassuring. They orders the set for the marriage

Store Visit

1. For already selected collection (available) they buys& pays from the store & leaves as Joy Alukkas exclusive member.
2. For make to order(time constraint)
   A) Home delivery
   B) Date specified they can come & pick the package

Several weeks later…

Being Happy with the service & the design standing off. Relatives & near/dear enquires about the makers & collection

Being loyal & being a brand evangelist herself, Meera wishes to connect with Joy Alukkas for her daily jewellery requirements Later on.

Meera after marriage find the ornaments used in marriage to be multifunctional enough to use as a work wear.

Having PDF of wedding catalogue. Meera shares it to friends through WhatsApp and share their Insta page handle to view the same.

Do Joy Alukkas have a scheme to exchange marriage folks to convert the traditional to casual set with offers ?

During Marriage related option, every family associated compares and looks into all available options for Jewellers

Raj

Small businessman into investments for future

Raj Browse through many money control & financial advisory applications

Raj sees articles like - "Gold vs Nifty-10 years return compared"
- "Is it a good time to invest in gold?" On money control.com

Raj in his Finance group with his friends in WhatsApp see a forward from one of his broker on a gold scheme

While using Facebook & Instagram, he also see a post/ advertisement by Joy Alukkas on the latest scheme for future gold investment

Through Mobile *Homepage*

Raj lands in the home page of Joy Alukkas

Raj lands in the investment page of Joy Alukkas ?

Homepage

Raj gets clarity on the basics of Gold schemes he could enrolling in

Investment page

In the investment page he gets notified on detailed understanding of type of investment

Investment page

1. Trend Chart Display
2. Mariage Schemes to gain future profit
3. Advertisement & Video logs
4. Gold rate protection - advance payment online virtually
5. Website testimonials of previously invested customers

The primary introduction of the investment subject is important with drive to connect by multiple mediums to give clarity to the persona

Homepage

ChatBOT - Solved basic queries when answered Guide him in his journey

Consultant

For deeper understanding the chatbot suggested to connect with a consultant directly.

CHAT BOT feature is not limited to just investment since other personas are also involved in clarifying queries

Information clarity on
1. Gold rate split-ups
2. Making charge - precisely

Comparison to get better clarity
1. Return of investment in other portfolios
2. Comparison of trends in last 15- 20 years
3. Nifty vs housing investment

Creating confidence through transparency

CLARITY and TRANSPARENCY for investment - we CANNOT predict the future

Consultant

Consultant helps him understand the benefits & compares it with similar options

Evaluates and finds its better to invest to future ROI.
Takes daughters weeding plans into account.

Calculates the amount he wish to invest every year.

Enrols in Joy Alukkas scheme
Smooth interaction & hazel free process

Documents & information required pre hand- KYC ?

Several weeks later…

During the process
1. Autodebit system
2. Wallet notification
3. Marriage related investment notification
4. On time payment- early notification system online

Other features during the investment phase to keep the customer loyal ?

Homepage

Additions to the Website
1. Milestone page - To show achievement/ legacy of Joy Alukkas
2. Reviews on Investment portfolio
3. Digital gold scheme ?

Other Engagement
1. Community events ~he grows his participation as brand enthusiast
2. Relevant schemes & loyalty program ~ Discounts offered at right time during his journey. ?

Brand enthusiast

Pain Points

Will the product in the post I saw will be available exactly the way it is or not?
Over expectations & Under deliver

How much money will I make?
Will they take responsibility if the gold value drops down after some period of time?

Will they have everything or should we buy in pieces from different Jewellers?
Offers based on whole than in parts