

User Journey 2: Nina, 44yrs, HR Mgr for NHS and mum (8yrs, 14yrs)



Background

Nina will be celebrating both her 45th birthday and 15th wedding anniversary this year. To mark the occasions she wants to purchase an eternity ring.

Nina doesn't own a lot of expensive jewellery but she's bought diamonds before and understands how to evaluate them.

She knows exactly what she wants and is very fussy about every detail - this is a very important purchase for her. She will do a lot of research before placing her order.

As well as being just the right design and 'spec', it must fit perfectly. Nina also wants to be sure it will match with her existing jewellery. She wants to know the origin of the stones and for her ring to be made in the UK. She needs to trust that she is getting exactly what she's ordering.

Purchase info required

Nina knows what she wants and to that extent is after specific information including:

- Overview of styles of jewellery.
- Clear product imagery and details.
- Quality, origin and manufacturing info.
- Ability to compare different items.
- Size guide.
- Delivery, returns and refunds info.

Possible website features

- High quality product images/3D/video
- In-depth product details
- Shop by style/theme/collection
- Curated category pages
- Size guide
- Save to Wish List
- Intuitive search
- Recently viewed items
- Compare 1 or more products
- Cross links to up-sell/related products
- Product Quick View
- Intelligent homepage

