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## ON-LINE MARKETING COMMUNICATION

ON-LINE MARKETINGOVÁ KOMUNIKACE

### BACHELOR'S THESIS

BAKALÁŘSKÁ PRÁCE

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# Assignment Bachelor's Thesis

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## **Abstract**

This bachelor's thesis focuses on online marketing communication for a small handmade jewelry brand, Arts by Valery. In the theoretical part, the work describes the concepts of marketing and online marketing. The analytical part collects data from the target audiences throughout individual interviews for further website design solutions. E-shops of competitors are also being analyzed to propose a website design that will be comfortable for the user experience. The design is being offered based on the information collected from the research in the analytical part of the thesis.

## **Keywords**

Online marketing, E-shop, Website, Website design, Website content, Branding, Marketing Mix

## **Abstrakt**

Tato bakalářská práce se zaměřuje na on-line marketingovou komunikaci pro značku ručně vyráběných šperků Arts by Valery. Teoretická část práce popisuje koncepty marketingu i on-line marketingu. Analytická část se zaměřuje na sbírání dat od cílové skupiny pomocí individuálních rozhovorů pro další návrh designu webových stránek. Analyzují se také e-shopy konkurentů, aby bylo možné navrhnout design webových stránek, který bude pro zákaznickou zkušenost pohodlný. Návrh je nabízen na základě informací získaných z výzkumu v analytické části bakalářské práce.

## **Klíčová slova**

On-line marketing, E-shop, Webové stránky, Design webových stránek, Obsah webových stránek, Branding, Marketingový mix

## **Rozšířený abstrakt**

Tato bakalářská práce se zaměřuje na on-line marketingovou komunikaci a její praktické uplatnění při tvorbě designu webových stránek pro značku ručně vyráběných šperků Arts by Valery. Hlavním cílem této práce je navrhnout design e-shopu, který bude vyhovovat potřebám cílové skupiny a zároveň jí poskytne intuitivní uživatelské zkušenosti a všechny potřebné informace o tomto byznysu. Tvorba designu e-shopu se skládá z několika fází, proto byla tato práce rozdělena do těchto dílčích cílů: provést výzkum, který analyzuje potřeby zákazníků v designu webových stránek, zanalyzovat obsah webových stránek dvou hlavních konkurentů a navrhnout design založený na výsledku analýz.

Tato práce se skládá z teoretické, analytické a návrhové části, které jsou propojené a zaměřují se na stejný výsledek – design webových stránek. Teoretická část se zaměřuje na zkoumání klíčových znalostí digitálního marketingu. Analytická část obsahuje popis podnikání na základě marketingového mixu, popis dvou hlavních cílových skupin a analýzy potřebné pro sestavení Domu kvality. Následující praktická část navrhuje design webových stránek na základě poznatků získaných v analytické části. Design se zaměřuje na potřeby zákazníků a jejich spokojenost a zároveň plnění požadavků e-commerce platformy.

Cenným výsledkem analytické části je Dům kvality, který se stal základem návrhu. Pro sestavení Domu kvality byl nezbytný výzkum s cílovou skupinou. Jako technika sběru dat byly vybrány individuální rozhovory se stálými a potenciálními zákazníky značky – cílovou skupinou. Během analýzy proběhlo tři rozhovory s každým z 10 respondentů.

Definice potřeb zákazníků je nezbytná pro maximalizaci efektivity designu webových stránek. Proto byli respondenti v prvním kroku požádáni, aby uvedli kritéria, která jsou pro ně při prohlížení e-shopů se šperky důležitá. Údaje od cílové skupiny byly doplněny požadavky z teoretického základu a detailně popsány jako 11 požadavků zákazníka.

Poté byli respondenti požádáni, aby ohodnotili důležitost každého kritéria na stupnici 1-5, kde 1 je nejméně důležité a 5 je nejdůležitější. Zároveň respondenti hodnotili e-shopy dvou hlavních konkurentů. Respondenti hodnotili webové stránky konkurentů podle stejných 11 kritérií za použití stupnice 1–5, kde 5 znamená, že e-shop kritérium plně splňuje, a 1

znamená, že e-shop neuspokojuje potřeby zákazníka uvedené v kritériu. Výsledky těchto hodnocení byly umístěny v Domě kvality.

Analýza webových stránek konkurentů byla také nezbytná pro vizualizaci designových možností e-shopu se šperky a vnímání příležitostí možného zlepšení, které lze využít při tvorbě vlastních webových stránek. Na základě výsledků hodnocení cílové skupiny byl konkurent 1 (Himawari Jewelry) ohodnocen na maximum v 9 z 11 kritérií, proto byl tento e-shop brán jako příklad pro wireframing e-shopu pro Arts by Valery.

Další krok byl zpracován v expertní skupině, kterou tvořili zakladatelka Arts Valery, IT specialista a grafický designér. Během tohoto kroku byly stanoveny technické požadavky neboli znaky jakosti. Na každý zákaznický požadavek musí být stanoven alespoň jeden odpovídající technický požadavek, který je narozdíl od zákaznických kritérií měřitelný. Na 11 požadavků zákazníka bylo popsáno 13 znaků jakosti, jelikož některá funkční řešení jsou širší, aby se dali označit za jedno.

Expertní skupina také popsala cílové hodnoty pro každý technický požadavek. Tyto hodnoty jsou cíle, které by měl kvalitní e-shop splňovat.

Další krok sestavení Domu kvality bylo hodnocení vztahu mezi požadavky zákazníka a znaky jakosti. Tyto údaje doplnily Dům kvality a poskytly procento důležitosti pro každé technické kritérium. Pro implementaci návrhu bylo vybráno pět hlavních kritérií. Kritéria byla zvolena na základě jejich významu a možnosti provedení v návrhu této bakalářské práce. Nicméně, cílové hodnoty pro všechna kritéria byly popsány pro budoucí použití při tvoření e-shopu.

Výsledky dosažené v analytické části byly použity k vytvoření návrhu. Jako první krok, byly vytvořeny wireframes – rozložení pro domovskou stránku a stránku zboží. Tyto dvě stránky jsou nejnavštěvovanější na e-shopu, proto byly vybrány pro návrh. Rozložení stránek bylo vytvořené podle doporučení cílových hodnot a pro lepší kompatibilitu zůstaly založeny na rozložení mřížky.

Dalším krokem byl návrh designu, konkrétně barevné palety a fonty. Předvolby designu avšak mohou být velmi individuální, proto bylo rozhodnuto navrhnout pro cílovou skupinu

dva mírně odlišné návrhy, ze kterých si respondenty můžou vybírat, který design se jim líbí víc. V individuálních rozhovorech se stejnými respondenty jako v analytické části byly testovány dva návrhy pro stránku se zbožím pomocí A/B analýzy. 8 z 10 respondentů zvolilo design B, proto byly jeho fonty a barevná paleta označeny jako finální doporučený design. Vybrané barvy byly doporučeny také pro jednotlivé části e-shopu.

Co se týče copywritingu – obsahu e-shopu, byli zvolené velikosti písma pro běžný text a 3 úrovně nadpisů, aby se vytvořilo dostatečné vizuální oddělení nadpisů od běžného textu. Jako příklad obsahu byl navržen popis jedné položky e-shopu.

Pro dokončení výsledků tohoto projektu byl stanoven rozpočet a časový harmonogram. Rozpočet na tvoření a realizace návrhu e-shopu byl stanoven na 32 000 Kč. Časový rámec ukazuje čas realizaci jednotlivých úkolů, potřebných pro vytvoření e-shopu.

Tato bakalářská práce splnila cíle, které byly stanoveny na počátku. Byl proveden výzkum potřeb cílové skupiny. Byly zanalyzovány webové stránky dvou hlavních konkurentů. Na základě výsledků analýz byl navržen design e-shopu. Design je navržen tak, aby splňoval potřeby cílové skupiny.

### **Bibliographic citation**

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**Affidavit**

I declare that the present bachelor project is an original work that I have written myself. I declare that the citations of the sources used are complete, that I have not infringed upon any copyright (pursuant to Act. no 121/2000 Coll.).

Brno dated 14th May 2025

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Valeriia Zharinova

author's signature

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# Table of Contents

Introduction.....	14
Defining the problem and goals for the thesis .....	15
Problem definition .....	15
Thesis goals and methods .....	15
1. Theoretical part .....	17
1.1. Online Marketing and Branding .....	17
1.1.1. Online Marketing.....	17
1.2. The Role of Branding in Online Marketing.....	17
1.3. Branding and Online Marketing for Small Business .....	18
1.4. Online marketing communication .....	19
1.4.1. E-commerce & e-shop .....	19
1.4.2. Domain.....	20
1.4.3. Hosting.....	20
1.4.4. Web content .....	20
1.4.5. Web design .....	21
1.5. Marketing mix.....	24
1.5.1. Product.....	24
1.5.2. Price .....	25
1.5.3. Place.....	26
1.5.4. Promotion.....	26
1.6. Segmentation & Target Audience.....	27
1.6.1. Market segmentation.....	27
1.6.2. Target audience.....	28

1.7.	Criteria for Website Evaluation .....	29
1.8.	House of Quality .....	31
2.	Analytical part.....	34
2.1.	Brand Introduction.....	34
2.2.	Marketing mix analysis.....	35
2.2.1.	Product .....	35
2.2.2.	Price .....	36
2.2.3.	Place.....	38
2.2.4.	Promotion.....	38
2.3.	Target Audience.....	39
2.3.1.	Primary persona .....	39
2.3.2.	Secondary persona .....	40
2.4.	Choosing a platform for the website.....	40
2.5.	House of Quality .....	42
2.5.1.	Website evaluation requirements.....	42
2.5.2.	Customer criteria importance.....	46
2.5.3.	Evaluation of Competitors .....	49
2.5.4.	Functional requirements .....	53
2.5.5.	VOC & VOC .....	53
2.5.6.	Target values.....	55
2.5.7.	Complete House of Quality .....	56
2.6.	Analytical part summary.....	59
3.	Proposal .....	61
3.1.	Criteria selection .....	61

3.2.	Wireframe .....	61
3.3.	Website style.....	63
3.3.1.	Design A .....	64
3.3.2.	Design B .....	66
3.4.	Customer’s choice.....	67
3.5.	Color palette.....	68
3.6.	Copywriting content .....	69
3.7.	Design proposal summary .....	70
3.8.	Economic design evaluation .....	71
3.9.	Control of proposed solutions.....	72
3.10.	Project timeline .....	73
	Conclusion .....	75
	References.....	76
	List of Figures .....	80
	List of Tables .....	81
	List of Abbreviations .....	82

## **Introduction**

In the modern digital era, the internet has transformed the way businesses operate and connect with their customers. The rapid growth of e-commerce has not only redefined traditional marketing practices but has also presented countless opportunities for businesses to thrive in competitive markets.

This bachelor thesis focuses on online marketing communication and its practical application in creating a website design for a handmade jewelry brand called Arts by Valery. As the brand's owner, this thesis has both professional and personal significance, providing me with an opportunity to apply theoretical knowledge to practice and improve the digital presentation of my jewelry brand.

The main goal of this thesis is to suggest a website design that meets the needs of the target audience while providing them with intuitive user experience and giving all the necessary information about this business.

This thesis consists of three parts – theoretical, analytical, and the proposal. The theoretical part focuses on exploring the key points of digital marketing. The analytical part includes a description of the business based on the marketing mix, research of the customers' needs in the website design, and an analysis of the competitors' e-shops. The following practical part proposes a website design based on the insights from the analytical part. The design focuses on customers' needs and their satisfaction while meeting an e-commerce platform's requirements.

## **Defining the problem and goals for the thesis**

### **Problem definition**

This thesis focuses on suggesting a website design for the jewelry brand Arts by Valery. Since the brand was started only in June 2023, it is still in the process of building its online presence. Having a functional and appealing website can be beneficial for the brand's growth in the long-term horizon. A website can attract new customers, providing them with professional product presentations and safe payment options, which is crucial in digital growth.

Currently, Arts by Valery sells its goods mostly at the offline art markets. However, the brand lacks proper online presentation and, therefore struggles to lead its customers to the online environment and support its sales apart from those markets. The brand has a social media presentation on Instagram, listing the available items. The website can provide a more professional online presentation and be more universal in communication with customers as it is not limited to one social media platform.

### **Thesis goals and methods**

The main goal of this thesis is to suggest an e-shop design for the handmade jewelry brand Arts by Valery, that would practically help this small business.

Creation of the e-shop design consists of several phases; therefore, this work will be divided into those subgoals:

- Analyze the website content of two main competitors.
- Do research to analyze customers' needs in website design.
- Suggest a design based on the result of the analysis.

This work consists of theoretical, analytical, and practical parts, which are connected and focus on the same result – website design. In the theoretical part, the specifics of the topic and terminology will be introduced to provide a deeper understanding.

The analytical part will focus on the analysis of two competitors' websites and the analysis of the target audience's needs. To get a better overview of website design options in the jewelry industry, website research is necessary. For that research, two competitors will be chosen. The competitors' websites will be analyzed to visualize design options for a jewelry e-shop and have a perception of the potential improvement that can be used in building an own website.

To make the future website pleasant for users, an analysis of the target audience's requirements must be completed. Individual interviews with the brand's frequent and potential customers were chosen as a data acquisition technique. Defining the customers' needs is necessary for maximizing the efficiency of the website design. The results of the analysis made in this part will be used as a basis for the practical part of this thesis.

The final practical part is a summary of previous research presented in a website design proposal. Results from the analytical part are considered for that proposal. The website development should be practically implemented.

# **1. Theoretical part**

## **1.1. Online Marketing and Branding**

### **1.1.1. Online Marketing**

According to Kotler, and Keller (2013), marketing's goal is profitably identifying and satisfying human and social needs. The key to effective digital marketing is implementing traditional marketing concepts such as segmentation, targeting, and positioning using tools offered by digital platforms. That includes personalizing customer experiences and using analytics to improve marketing strategies.

Ryan (2020) highlights that online marketing, like traditional marketing, is about connecting with people and understanding their needs. Digital marketing is not merely about promoting products but also creating a meaningful connection with customers. Ryan claims that having a digital marketing strategy is the first important step in order to understand how the digital marketplace affects the relationship between the brand and the customer. Digital marketing strategy is also crucial for prioritizing the resolutions that are the most relevant to the particular business and important for its target audience.

## **1.2. The Role of Branding in Online Marketing**

According to Aggarwal and Commuri (2024), a brand is not equal to the brand's name. The brand name is what sets one product apart from another during a transaction or use. Whereas the brand is *“the differentiated promise that distinguishes one product from another while evaluating alternatives, selection, and post-purchase evaluation”* (Aggarwal and Commuri 2024). In this context, the promise is a unique value that the company offers to its customers, a set of associations with that brand. Branding represents an emotional connection a company establishes with its customers. Branding goes beyond external characteristics such as logos or the brand's colors. It brings a certain feeling to the consumer and builds a relationship with a customer that helps the brand overcome the competition. Good strategic branding creates a situation where consumers see the value of

goods in a different way, which can put the product's price ceiling higher than the niche norm. Effective strategic branding, however, can push the price even above the ceiling.

### **1.3. Branding and Online Marketing for Small Business**

Strong branding is the key factor to differentiate from competitors. As a small handmade jewelry brand, where customers seek uniqueness and personalization, the importance of building brand authenticity should not be underestimated.

Vysekalová et al. (2014) write about the importance of emotions in building a brand. A brand should bring emotions to the client. Good branding requires research of what customers think about the brand, and what emotions it evokes in them. The support of those emotions evolves loyalty from the consumers. In order to be noticed in the overflowing market, brands should have a deeper meaning behind their products.

Handmade brands have a different value for consumers than mass-market brands. Buyers of handmade products often seek personalization and authenticity in their purchases. They associate the goods with an emotional or sentimental value, often tied to a story of the brand or particular item. Handmade products are often made as one-of-a-kind products, therefore offering the uniqueness and specialty the audience is seeking. Emotional marketing plays a big role in these types of purchases.

Kotler and Kotler (2012) introduce the concept of "brand equity," which is the value that comes from a customer's perception of a brand. It influences the consumer's behavior toward the brand and the probability the customer will switch the brand for a different one depending on the level of loyalty to the brand.

For small businesses, growing brand equity through storytelling, consistent messaging, and customer trust is essential. These elements can be increased through digital marketing, where storytelling on platforms like Instagram or a website blog can form deeper connections with customers.

Kotler and Keller (2013) discuss the role of emotional and symbolic benefits in consumer decision-making. They argue that products tied to personal values or significant occasions resonate more deeply with consumers because they fulfill psychological needs like self-

expression or social belonging. When considering the product's value, both functional and emotional benefits should be taken into account, and the product should bring more benefits than its cost.

Therefore, emotional branding, together with digital marketing strategies, creates a powerful tool to engage the audience for a small brand.

## **1.4. Online marketing communication**

### **1.4.1. E-commerce & e-shop**

According to Amazon, “*e-commerce or electronic commerce is the trading of goods and services online*” (2022). E-commerce allows buying and selling goods electronically through the Internet, supporting engagement for businesses in the online environment. E-commerce offers benefits such as accessibility, globalization, direct access to customers, and relatively low operating costs. Those benefits, however, attract many businesses, therefore creating high competition. E-commerce also does not provide live interaction with neither customers nor products, making it harder to earn trust of the new visitor. Moreover, digital environment creates concerns about data security and technology reliance (Amazon, 2022).

Ryan (2020) claims that a significant part of growing modern businesses online is engaging with audiences on social media, getting to know them, and interacting with them. Social media can also support driving sales to the website. Kingsnorth (2016) highlights that social media, such as Facebook, plays a significant role in product advertising nowadays as it provides the space for target advertising.

While e-commerce refers to the overall online trading process, e-shop, or electronic shop, means a specific type of e-commerce platform. E-shop is a platform within e-commerce, where customers can browse, select, and purchase products or services. For a small handmade jewelry brand, e-shop is a way to showcase unique jewelry pieces while enabling a seamless buying experience for customers.

### **1.4.2. Domain**

Domain represents a website's individual address on the internet. Domain is a business' online identity. Domain names should reflect the business identity and be memorable, so it is easy for customers to find the website (Forbes, 2024).

Ryan (2020) highlights the importance of securing domain ownership to make sure it is safe from unauthorized use of the brand's name. Ryan also points out that for business having your own domain is necessary and also more professional than having a page on someone else's domain. For example, the website "<https://arts-by-valery.weeblysite.com>" is hard to remember, not fast nor easy to type in. Having the address on Weebly's platform also does not look as professional as a personal domain would be.

### **1.4.3. Hosting**

According to Wix (2024), hosting is a service that stores websites' files and makes them available for Internet users. Basically, hosting means renting space on a powerful server (Ryan, 2020). Reliable hosting ensures that the website runs smoothly even during busy periods and protects it from downtime or data loss. Ryan (2020) claims that for small and medium-sized businesses, shared hosting through a hosting provider is the most popular and budget-friendly option.

Kotler and Keller (2013) highlight that secure hosting is necessary for protecting customer data and maintaining the website's reputation. Ryan (2020) recommends avoiding free hosting as it can bring unwanted advertisements to the website, does not provide the necessary level of data security, and may not work with the business's own domain.

### **1.4.4. Web content**

Web content is everything written on a website, including audio and visual information presented there. It guides users through the website, so it is important to be user-friendly and well-organized. Website content should meet certain criteria to be considered "good". Content should be clear, easy to understand, grammatically correct, valuable, and interesting for users to consume (Shopify, 2023).

Vysekalová et al. (2014) highlight the importance of emotions in content that would represent customer's values and desires. They talk about connecting with the audience on a deeper level by creating content that evokes emotions in consumers, showing the non-physical value of the product. Vysekalová et al. (2014) also note that emotional content has an influence on consumers' behavior. Creating content that aligns with customers' personal values helps to create stronger long-lasting relationships with the audience, and supports the business' sales.

Aggarwal and Commuri (2024) point out that consistent branding across all web content makes the connection between the brand and its audience stronger and more valuable.

Ryan (2020) claims that the first step in writing successful website content is understanding what the audience is seeking. He also highlights that the online environment differs from the offline world—people online need information fast. They do not read the sites from top to bottom; they scroll to extract the most valuable information. This characteristic should be considered when creating website content.

When creating website content, it is also important to use keywords for optimizing Search Engine Optimization (SEO), so the website can be found by the target audience (Shopify, 2023).

#### **1.4.5. Web design**

Web design includes the layout, visual appearance, and functionality of a website. A well-designed website should provide a pleasant user experience (UX), giving the customer all the needed information and tools to complete the purchase.

User experience (UX) focuses on the website's usability, making it intuitive, efficient, and secure for users. User interface (UI) focuses on the visual part of the website, such as graphical design, colors and fonts, overall visual aesthetics and consistency. The goal of UX design is to make the website easy for users, whereas UI makes sure the website is visually appealing (Hamidli, 2023; Kingsnorth, 2016).

Krug (2014) highlights the importance of usability and the visual appearance of a website design. He claims the design should be easy to perceive, so the newcomer can natively

understand what the website is about, be able to intuitively navigate there, and find what they are searching for. The design should be made in a way to support the customer's purchase, not complicate it.

For a modern website to work for businesses, the design should be compatible with all devices. It is important to make sure the website works not only on the desktop but also on the smartphone (Kingsnorth, 2016).

Ryan (2020) discusses 12 common mistakes that should be avoided when creating a website design.

1. The design does not speak for itself

Colors, fonts, and other elements must represent the brand. The visuals of the website need to show the brand's values. It must be easy to identify what the brand is about.

2. Noisy, unorganized visuals

The content should be organized and user-friendly. It is important to have clear navigation and readable texts. There should not be elements that distract users from getting what they want.

3. Design manipulates or prohibits users from spontaneity

Web design should not manipulate or restrict user behavior by leaving users the choice to make their own actions. Elements of the web design should help users navigate and engage freely instead of forcing them into actions they do not want to take.

4. Unclear or broken navigation and structure

The website navigation should make it easy for users to find what they are looking for in a few minutes. If the navigation is too complicated, it does not easily let to find a specific item, the user is much more likely to leave that website for the competing one.

5. Confusing and misleading links

It is important to make sure the redirecting links on the website are leading where they say they are leading. Buttons need to clearly look like buttons to avoid user confusion.

## 6. 'Long' pages

Users do not appreciate getting lost on the page, or when it takes too much time to go back to something that they need at the beginning of the page. Long pages should be divided into smaller ones.

## 7. User filtration

Good web design should avoid getting users frustrated. It should give the customers a seamless shopping experience. For example, having an automatic data fill-in or registration through a Google account can make that experience easier and more pleasant.

## 8. Unreachable contact details

Contact details should be easy to find and contain several options to choose from. It is important to see that a human being is ready to answer customer's questions and help with their needs.

## 9. Designs that will only work when...

The website should work in any browser, in any country, and on any screen size. It is important to make sure the design is compatible with different users' devices and displays the content correctly.

## 10. Using splash pages

Splash pages are used as an introduction and contain a minimum amount of content. Using many splash pages can influence SEO, making it harder to find that website.

## 11. Old design and content

The website design should be up-to-date, and the content should be regularly updated and analyzed. It is important to question whether there is still a customer for old stock, or if it might be irrelevant and needs to be removed.

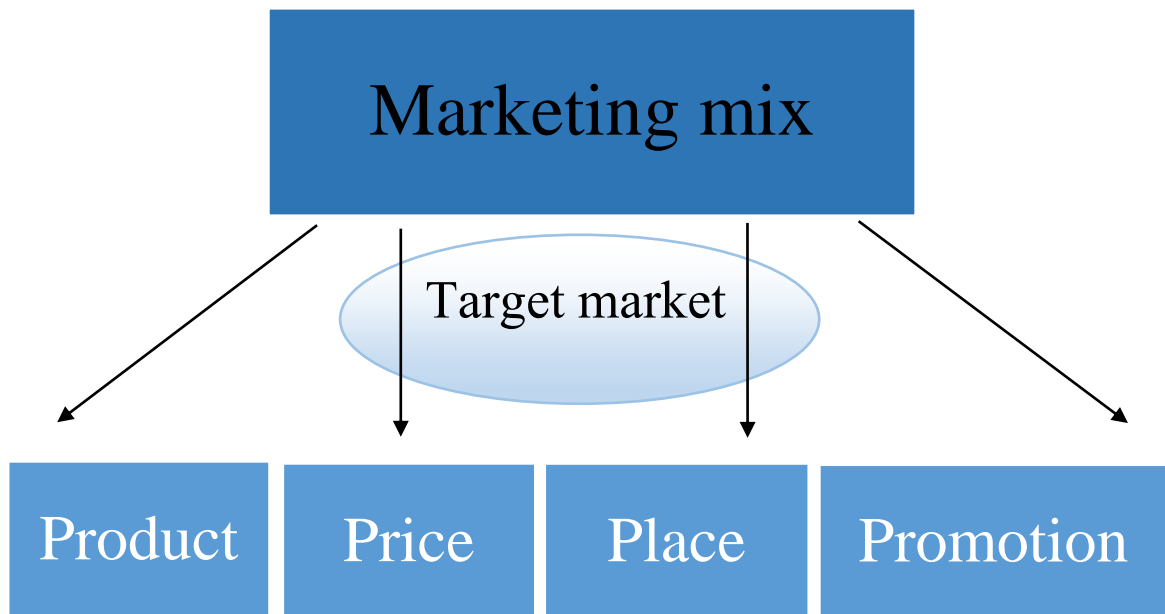
## 12. No further analytics

It is important to use analytics on the website and adjust the website and its content based on that. Analytics give the knowledge of what is working and what needs to be improved.

## 1.5. Marketing mix

The concept of marketing mix was first introduced by McCarthy in 1960. The mix consists of “4 Ps,” where each “P” represents a wide group important to the whole concept. The content of each group can be seen in Figure 1. Kotler (2001, p. 10) describes marketing mix as “...the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.”

Together with 4Ps, there are also 4Cs that represent the marketing mix from the customer’s site. The 4Cs include *customer solution, customer cost, convenience, and communication*. According to Kotler (2001), successful firms are those that satisfy customers’ needs both economically and conveniently through effective communication.



**Figure 1. The Four P Components of the Marketing Mix**

Source: Own processing based on Kotler, 2001, p.10

### 1.5.1. Product

Product is the core of the marketing mix. The product represents the goods or services a business offers to meet customer needs. The product includes the physical parameters of the goods as well as the non-physical value it brings. When deciding on a purchase,

nowadays consumers take into consideration the functionality of the item and the benefits it brings more than its technical parameters. It is more about the *solution* that it gives to the customer, rather than how exactly the product does that (Kotler, 2001; Ryan, 2009).

Kotler (2001) points out that during the creation of a new product, the marketers should be included even in the first phase, to know what kind of product the audience needs. When creating new product lines, it is important to make sure they solve customers' problem and will be demanded by the target audience.

In the handmade jewelry business, the value of goods also includes non-physical value, such as uniqueness, emotional attraction, and artistry. The emotional value of handmade products is no less important than the functionality. Kotler and Keller (2013) explain that successful products fulfill both functional and emotional needs. In handmade jewelry, this can mean using high-quality materials to provide functionality, while emphasizing uniqueness and storytelling as an emotional value. Aggarwal and Commuri (2024) prove that strong branding enhances product perception. Handmade jewelry can benefit from branding, allowing customers to view the product as more than just jewelry but as a reflection of the brand's values.

### **1.5.2. Price**

The price is the next part of the marketing mix. The price represents the *cost* that the customer is willing to take for a product. Kingsnorth (2016) wrote: “... *the key factor is whether you are asking for a price that people are willing to pay.*” There are many factors that are standing behind the cost that customers are willing to take. It can increase by seeing the product's high quality, reading positive reviews, or trusting the brand (Kingsnorth, 2016).

Kotler and Keller (2013) highlight that pricing must consider production costs, perceived value, and market competition. The price should represent the value that the product brings to its owner, but at the same time stay competitive in the target market. On the Internet, where the prices can be easily compared, competitiveness is highly important. As Ryan

(2009) wrote, “*to compete you need to make sure your overall value proposition to the customer is compelling.*”

Price is one of the factors in the marketing mix that can be easily changed in a short-term horizon. The price is not something permanent, but a changing characteristic. Discounts and promotions are among the components that can change the price (Kotler, 2001). That can be used for example, to increase loyalty to the brand by offering special pricing to regular clients or increasing short-term sales by discounting old goods.

### **1.5.3. Place**

Place is a part of the marketing mix representing the space where the product is sold. In terms of digital marketing, the place would be the Internet. However, the place component does not only include the location but also whether the necessary items are in stock in that location and whether they are displayed in the right way (Kingsnorth, 2016). Place also includes the distribution of products, which stands for the availability and management of stock, and transportation from the producer to the customer (Kotler 2001). In other words, the place is the factor that should make the product available, easy to find, and deliverable for the customer.

In terms of online marketing communication, the Place includes SEO, which makes the product visible to the customer, and navigation on the website, so the customer can find what they are looking for and the information they need. This should not be underestimated in the online environment because it is fast and easy to switch an e-shop online once the person does not find what they were searching for, or the search becomes too complicated (Kingsnorth, 2016).

### **1.5.4. Promotion**

Promotion is the first association with marketing. Promotion includes advertising throughout different channels. Kingsnorth (2016) introduces terms above-the-line and below-the-line marketing. That divides the promotion into two categories. The first category includes mass advertising to introduce the brand to a wide audience (above-the-line). The second one is target advertising, which delivers a specific message to a smaller

group of people (below-the-line). While above-the-line marketing includes outdoor promotion and TV or radio advertising, below-the-line marketing focuses on SEO, paid search, and direct mailing types of promotion.

Ryan (2009) claims that promotion includes the *website* as the key element, search engine optimization, pay-per-click advertising, affiliate marketing and strategic partnerships, online public relations, social networking, e-mail marketing, and customer relationship management. Those elements are important for attracting new customers, keeping the existing ones, and improving relationships with them.

Kingsnorth (2016) highlights that the biggest challenge of online marketing is having limited space for advertising. This space is either limited by the number of symbols or by the amount of time to catch the consumer's attention. Kingsnorth (2016) also writes "*smart marketing is much more than shouting about your product and much more about taking customers on a journey.*"

To have a place in the target market, modern businesses must play smart. Our world is overflowing with advertisements and to win the consumer's attention, companies have to be creative in their promotions. To create an attractive offer that will catch consumers' attention, it is important to know the audience this product is made for.

## **1.6. Segmentation & Target Audience**

Understanding and effectively communicating with a specific target audience is a major aspect of online marketing. By segmenting the market, businesses can adapt their strategies to meet the needs, preferences, and behaviors of different groups of customers.

### **1.6.1. Market segmentation**

Market segmentation is a process of dividing a wide market into smaller groups, where each group has different requirements for the products and demands they need to satisfy. These groups, which are also called segments, share similar characteristics and behave likewise on the market. The segments are important to understand and differentiate in order to create a corresponding offer for each segment (Kingsnorth, 2016; Kotler, and Keller, 2013).

When defining a segment, the four most common characteristics - geographic, demographic, psychographic, and behavioral differences among buyers must be considered. This chapter will describe each characteristic more specifically.

#### 1. Geographic

This characteristic divides consumers based on their location. Unfortunately, it does not give a perception of the potential customers' needs, however, it brings a clue for targeting the offer (Kingsnorth, 2016).

#### 2. Demographic

The demographics categorize customers based on factors such as age, gender, education, occupation, income, or economic status. This is, however, still not enough to predict the segment's behavior. People of the same age and even similar occupations may have different interests, passions, and values, therefore it is necessary to consider the other two characteristics (Kingsnorth, 2016).

#### 3. Behavioral

Behavioral segmentation divides consumers based on their buying habits and their purchase purposes. The consumers' behavior is hard to predict and can change based on external or internal circumstances (Kingsnorth, 2016). However, in the digital era, especially in the online space, it is becoming easier to collect data and understand buyers more deeply. Online tools, such as analytics software, enable businesses to process their segmentation by collecting and analyzing customer data (Kingsnorth, 2016; Ryan, 2020).

#### 4. Psychographic

Psychographic segmentation is about understanding the customer's lifestyle. This type of segmentation is based on consumer's interests and beliefs (Kingsnorth, 2016).

### **1.6.2. Target audience**

The target audience is a group of people that the company is aiming to reach with its product. After defining the segments of the market, the next step is to choose the most profitable one (Kotler, and Keller, 2013).

Aggarwal and Commuri (2024) talk about the importance of identifying the target audience for being able to create a meaningful connection with customers. Brands must adjust their offers to the needs, values, and desires of the target audience. Vysekalová et al. (2014) highlight the importance of emotional marketing as a tool to connect with customers, increase their loyalty and engagement. To create a meaningful connection, brands need to understand their target audience's feelings and motivations.

## **1.7. Criteria for Website Evaluation**

A well-designed website must meet certain quality criteria to ensure it is functional, user-friendly, and meets the needs of its target audience. This chapter presents key website evaluation criteria based on research by Moustakis et al. (2004) and Dragulanescu (2002).

### **Usability**

Usability refers to how easily users can navigate and interact with the site. Usability includes navigation and structure, loading speed, and mobile responsiveness.

Navigation should allow users to move easily around the website. The user should be able to understand the website's structure intuitively. The website should have a clear and logical menu design with easy-to-find information (Moustakis et al., 2004).

The time required to load web pages significantly influences user experience and their comfort on the website (Moustakis et al., 2004; Dragulanescu, 2002). The website should be compatible with different browsers and optimized for different devices, including smartphones and tablets (Dragulanescu, 2002; Kingsnorth, 2016).

### **Content Quality**

Website content is an important part of the website evaluation. The content quality refers to the relevance, accuracy, and general presentation of a website.

Quality content needs to be accurate and reliable, providing correct and up-to-date information. The content should be consistently reviewed and updated as the information changes. The use of clear language and appropriate formatting enhances readability

(Moustakis et al., 2004; Ryan, 2020). The use of images, videos, and interactive elements should support the website's purpose without overwhelming the user (Dragulanescu, 2002).

### **Design and Aesthetics**

Website design plays a crucial role in attracting and retaining visitors. Key factors in this category include visual appearance and design consistency.

It is important to have a unique and aesthetic appeal in website design. The website design should be targeted at the audience's needs and represent the values of the business to attract potential target customers. Keeping a similar design across all website pages ensures a professional appearance. Harmonic colors and layouts support user engagement and improve the website value. Visual hierarchy and highlighting important elements such as promotional offers and best-selling products ensure catching the user's attention to the necessary parts of the website (Ryan, 2020; Moustakis et al., 2004).

### **Functionality and Performance**

Quality websites should provide seamless functionality. There should be no broken links that are not leading anywhere, it is important to make sure that all the features on the website are properly functional. Websites also need an efficient search function that can allow users to quickly find relevant information they are looking for (Dragulanescu, 2002; Moustakis et al., 2004).

The website must be safe for users, providing secure connections (HTTPS), and privacy for users and their data. It is also highly important to have safe payment options for e-commerce websites. Safety is one of the first criteria for earning a user's trust and reliability for a website (Dragulanescu, 2002; Moustakis et al., 2004).

## **User Satisfaction and Engagement**

The website users should be able to find help with the website when they need it, meaning there should be contact forms and support chat to reach out for help when needed. Feedback options, the possibility to leave a review, or links to social media on the website improve user engagement (Dragulanescu, 2002).

A well-designed website encourages users to return and engage with content over time. This factor can be measured by analytical platforms, providing data about the length of the visit and whether it is a repeated user or a new one (Dragulanescu, 2002).

Personalized experience on the website can enhance user satisfaction. It is possible to personalize such features as recommended content (or in terms of e-commerce, recommendation of items based on user's search), user accounts, or personalized offers based on the customer's needs (Moustakis et al., 2004).

### **1.8. House of Quality**

The house of quality is a matrix method of translating vague customer requirements into specific technical features for a product or service. This method ensures that the final product aligns closely with customer expectations (Reis, 2024; Nenadál et al., 2008).

The House of Quality method consists of seven steps.

**The first step** is the identification of requirements. It is important to ask customers about their needs and add legal requirements to that list. There are several methods to gather customer data, such as surveys and interviews, feedback forms, and market research reports. Requirements gathered from customers are the features or functionalities customers value the most. Those requirements are on the left side of the House of Quality (Reis, 2024; Nenadál et al., 2008).

**The second step** is understanding the importance of each criterion based on customers' feedback. Usually, the rating scale 1-5 is used, where 1 is the least important requirement, and 5 is the most significant criterion. The final number in the table is counted as the mode - the number that appears most frequently. (Nenadál et al., 2008; Reis, 2024).

**The third step** is analyzing whether the company is able to fulfill those criteria compared to the competing businesses. This step can be evaluated either by the marketing employees or the customers. The same scale 1-5 as in the second step is used for competitors' evaluation (Nenadál et al., 2008; Guthrie, 2023).

**The fourth step** is specifying technical product requirements. This step is important for creating a strong base of measurable criteria that can be fulfilled in a product design. Those criteria are in the top part of the House of Quality. In this step, the objective units of measurement for each criterion are also defined (Hauser, and Clausing, 1988; Reis, 2024).

**The fifth step** is analyzing the connection between the customers' requirements and the technical criteria, which is also called a "relationship matrix." Those connections are evaluated as "strong," "average," "weak," and "none." The non-existing connection is left with an empty cell, while the other connections are marked with chosen symbols (Hauser, and Clausing, 1988; Nenadál et al., 2008; Reis, 2024).

**The sixth step** is evaluating the relationship between the technical criteria and how improvement in one requirement can influence another. This evaluation is marked at the very top (the roof) of the House of Quality and described as a positive or negative influence (Nenadál et al., 2008; Hauser, and Clausing, 1988).

In **the seventh step**, there is enough information to evaluate the priorities for the product and create a realistic goal of fulfilling the requirements for a new or existing product that can fulfill customers' needs (Nenadál et al., 2008; Hauser, and Clausing, 1988; Reis, 2024).

An example of a complete House of Quality is presented in Figure 2 on the next page.

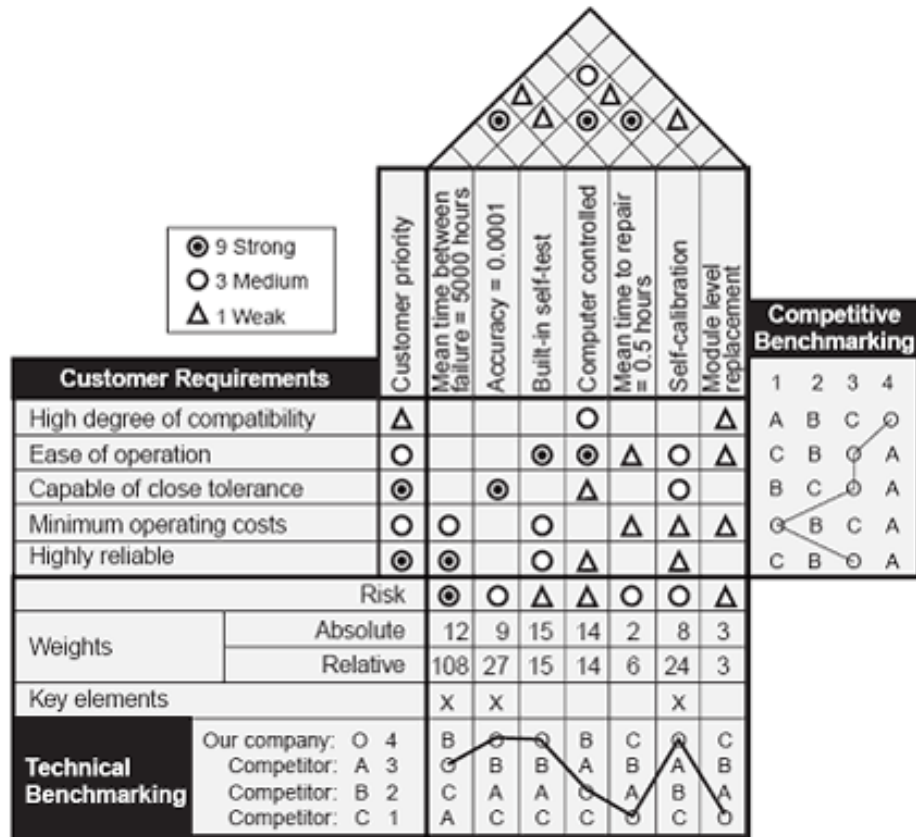


Figure 2. House of Quality example

Source: ASQ, 2025

## 2. Analytical part

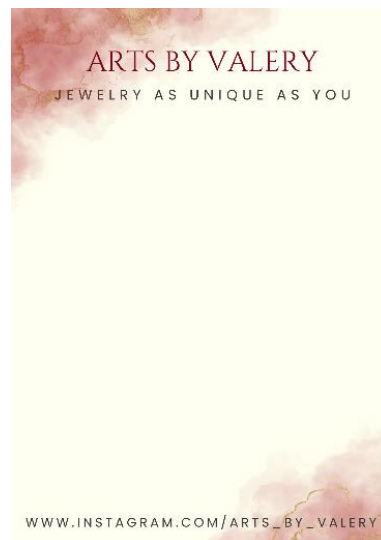
### 2.1. Brand Introduction

Arts by Valery is a young handmade jewelry and accessories brand started in June 2023 by Valeriia Zharinova (the author of this thesis). So far, only one person is standing behind all the processes of this small brand. Since the brand is quite new, it is still in the process of building its foundation, recognition, and online presence. However, the brand has its core values that stand behind the brand's name. One of the values is originality and personalization. The mission of the brand is to provide customers with jewelry as unique as each of them. Because of the specifics of the epoxy resin, that is used as the main material, every piece is different, even if the same colors and decorations are used (the material is described more specifically in the "2.2.1 Product" chapter). This value is represented in the brand's logo and additional printed materials, such as the backside paper for the jewelry (Figures 3, and 4 below).



**Figure 3. Brand's logo**

Source: own processing



**Figure 4. Backside paper for jewelry**

Source: own processing

Another value of the brand is to help customers feel like themselves and freely show off their personalities through accessories. The Arts by Valery's jewelry is more accent rather

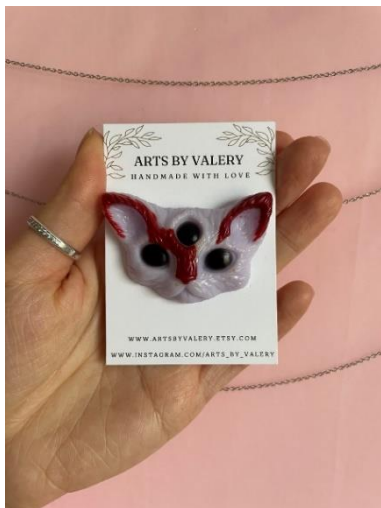
than ordinary; however, they can blend into daily life as an extraordinary accessory that reminds the buyer about their exclusivity. Custom order based on customers' preferences helps to fulfill the need for the accessories that can be a hard preference match for the customer.

## 2.2. Marketing mix analysis

This chapter describes the most important sites of the Arts by Valery brand based on the marketing mix.

### 2.2.1. Product

The product of the Arts by Valery brand is handmade jewelry from epoxy resin, natural minerals, and glass beads. The product line includes earrings, necklaces and pendants, pins, and jewelry boxes. The best-selling products are devil cat pins (Figure 5), coffin jewelry boxes (Figure 6), and various earrings depending on the season (an example of best-selling spring-autumn earrings is in Figure 7).



**Figure 5. Devil cat pin**

Source: own processing



**Figure 6. Coffin-shaped jewelry box**

Source: own processing



**Figure 7. Sun-shaped earrings**

Source: own processing

The most preferred designs are usually one-of-a-kind items that do not have even remotely close alternatives. Customers prefer the uniqueness and exclusivity that such an item brings to them. As the main motivation for purchase, 43% of buyers highlighted the uniqueness of the item (own processed social media survey, 2024). The survey participants also noted that in handmade brands, the most valuable part is the originality of goods.

The main material used for the jewelry of Arts by Valery is epoxy resin. The process of working with epoxy itself is what makes every item unique, even if the same fillings and their proportions are used. The epoxy is liquid when worked with and takes 24 hours to polymerize. The result is unpredictable because the colors, glitters, and other fillings of the piece can move during the polymerization process, creating an exclusive design that cannot have an exact same copy. That material specification became the brand's special feature.

### **2.2.2. Price**

The prices differ for every type of goods and depend on the material and the amount of time necessary for creating each piece. Usually, the price of jewelry highly depends on the amount of time spent on each piece, which can vary based on the complexity of the jewelry. For clarity, the prices will be presented in two Tables, divided by the main material of the jewelry – epoxy resin and beaded mineral jewelry.

Table 1 on the next page presents the prices for epoxy jewelry. These include materials such as epoxy resin, colors, glitters, and other fillings (for example, dry flowers), as well as stainless steel hardware. The price also includes the amortization of silicone molds, the time necessary to create the piece, and a margin.

The prices for beaded jewelry are presented in Table 2 and include the materials, such as natural stones, glass beads, stainless steel hardware, and charms. There are two types of charms used, the glass ones are bought from the suppliers, and charms from epoxy resin are made within the business. Despite the materials, the price also includes the amount of time used for making each piece and a margin.

**Table 1. Prices for epoxy resin jewelry**

<b>Type of goods [epoxy resin]</b>	<b>Price range</b>
Earrings	300 – 350
Pendants	200 – 250
Pins	200 – 350
Jewelry boxes and stands	350 – 500

**Source: own processing**

**Table 2. Prices for beaded mineral jewelry**

<b>Type of goods [beaded mineral jewelry]</b>	<b>Price range</b>
Minimalistic necklaces	350
Statement necklaces	550 – 750
Chokers	550 – 750
Bracelets	450 – 550

**Source: own processing**

The prices presented in the Tables above are relevant for November 2024. Personalized orders are priced slightly higher than those presented in the Tables above.

Due to low fixed expenses in the beginning, this factor was overlooked in the price establishment, and even though over time those expenses began to increase, the jewelry price stayed constant. During the analysis of the current situation in the brand, it has been noticed, therefore from the beginning of the year 2025, the price policy will be changed. Fixed expenses will be included in the prices, and the new website expenses will also be considered.

During the analysis, it has also been noticed that only the physical values are reflected in the items' prices. However, the exclusivity of the jewelry was not considered. It has been questioned whether the prices of the goods represent the perceived value of the items.

### **2.2.3. Place**

Arts by Valery currently does not have its own offline place. Most of the time, the brand sells at the offline art markets hosted by other companies or businesses. The brand also has an online presentation on social media. Occasionally, the brand gets orders through Instagram, however, they are irregular and most of the time unpredictable. For online orders, Arts by Valery offers delivery by Zásilkovna or Czech Post as well as personal pick-up in Brno.

Arts by Valery is currently working on expanding the business in the online environment and growing the audience on social media. Making the brand's own website is one of the steps for improvement in the online area, making the orders safer and more trustworthy for potential customers.

### **2.2.4. Promotion**

As the main place for promotion, Arts by Valery uses an Instagram page. Until August 2024, the brand also had a page on Etsy (a shared website for handmade products), however, Etsy restricted that page. Therefore, since September 2024, the whole product presentation has been temporarily moved to Instagram.

On Instagram, Arts by Valery has pinned information (highlights) with all the necessary instructions for customers. That includes information about how to make an order, photos of products with prices, payment methods, delivery options, and jewelry care tips.

To promote the brand, Arts by Valery mostly uses reels (short trending Instagram videos). Reels provide a free way to promote products on social media, which is an acceptable option for low-budget marketing. Arts by Valery uses different types of video formats, such as showing the final products, the process of creating new pieces, and storytelling about the products' creation and the deeper meaning behind them. Arts by Valery also uses Instagram stories, telling more details about the "Behind the scenes" processes inside the business to create a deeper connection with customers and gain their trust.

## **2.3. Target Audience**

There are two main categories of people that this small business is aiming for. For convenience they will be described as two personas.

### **2.3.1. Primary persona**

The primary persona is an ideal customer for this jewelry brand. She is a woman shopping jewelry for herself to highlight her unique style. She is bold and creative, and she likes expressing herself through her outfits, accessories, and makeup, showing off her inner exclusivity. She likes being creative and being noticed for her creativity.

#### 1. Geographical characteristics

Primarily, this persona lives in the Czech Republic, mostly in bigger cities, such as Prague or Brno.

#### 2. Demographic characteristics

Working part-time or full-time women of age 22-35. Their income can vary, but it is enough to support their basic needs and have extra cash to spend on themselves and the things they enjoy.

#### 3. Behavioral characteristics

Those women value artistry and unique meaningful designs. They prefer jewelry that reflects their individuality and tells a story. They frequently shop online for exclusive items for personal self-expression, special occasions, or meaningful gifts. They prefer brands that provide high quality and value. They are willing to pay more for the pieces that stand out of the crowd and can become a unique accent in their outfits.

#### 4. Psychographic characteristics

They are attracted to art and culture and are likely to visit galleries, art markets, boutique shops, or second-hand stores, where they can find rare items. They value authenticity in their personal style, enjoy wearing items that make them feel unique and noticed, and help them express their individuality. They are creative, confident, and sophisticated. They

prioritize ethical, slow-fashion, small-batch, or handmade production over the mass market. For inspiration, they are using visual platforms such as Pinterest or Instagram.

### **2.3.2. Secondary persona**

The secondary persona is a man searching for an original gift for his loved ones.

#### 1. Geographical characteristics

Primarily, this persona lives in the Czech Republic.

#### 2. Demographic characteristics

Working men age 25-45, with a middle to upper income. Often in a committed romantic relationship, seeking gifts for their loved ones.

#### 3. Behavioral characteristics

This audience is searching for gifts for important occasions such as anniversaries, birthdays, or holidays like Valentine's Day or Christmas. They are willing to spend more on high-quality, handcrafted, or unique jewelry that shows their appreciation and thoughtfulness to their loved ones. They might have less knowledge about jewelry, so they appreciate recommendations, reviews, and guides, such as the "perfect gifts for her" section. They also prefer gift packaging, so the purchase is ready to be presented as soon as it arrives.

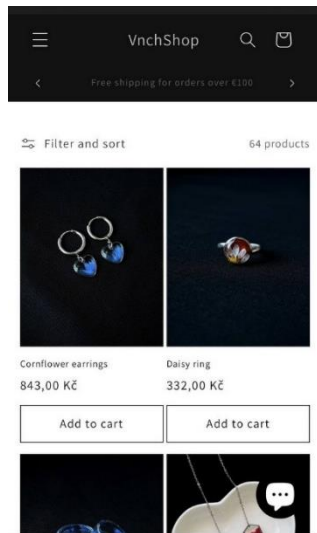
#### 4. Psychographic characteristics

They value personalization because they want their gift to be meaningful and special to the recipient. They often see it as a sentimental gesture. They have a lifestyle of busy professionals, so they value convenience and efficiency. They do not prefer to spend too much time searching for a gift, so they appreciate ready-to-give solutions. They value clear, simple choices.

## **2.4. Choosing a platform for the website**

The choice of platform for the future e-shop is important. Different platforms provide a variety of functions for multiple payment plans. The choice of platform influences not only

the functionality of the e-shop, but also the whole website's appearance, suggesting different styles for templates, fonts, and other design options. As a visual example, Figures 8, 9, 10, and 11 below are made on the platform Shopify, showcasing the templates for e-shops. Figures 8 and 10 present the shop categories in the mobile version, while Figures 9 and 11 show the homepage in both mobile and PC versions.



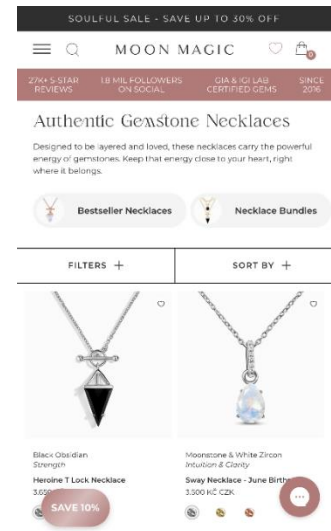
**Figure 9. Category on the website Vnch Shop in a mobile version**

Source: Vnch Shop, 2025



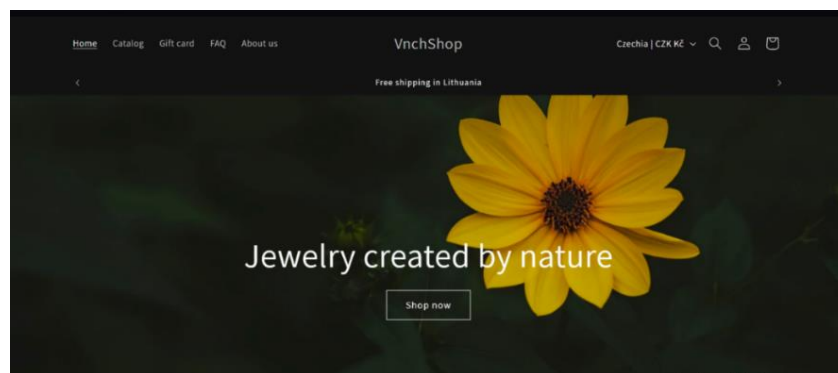
**Figure 10. Moon Magic website's front page in a mobile version**

Source: Moon Magic, 2024



**Figure 11. Category on the website Moon Magic in a mobile version**

Source: Moon Magic, 2024



**Figure 8. VnchShop's front page in the PC version**

Source: Vnch Shop, 2025

The platform Shopify was chosen for Arts by Valery's e-shop because it provides all the necessary requirements, such as website security, one-click checkout, website analytics, emailing, and other marketing options, while offering various design templates, ensuring each website is unique and customizable. The platform also provides functions for international e-commerce, offering automatic translation and currency conversion based on the customer's geographical data. Shopify is also flexible in its payment plans, offering several options for different budgets. As soon as the business needs to expand the website's functionality, Shopify offers a plan switch while leaving the website functional without the need to create a new website.

## **2.5. House of Quality**

To create a high-quality website, the House of Quality method will be used.

### **2.5.1. Website evaluation requirements**

The first step for creating a quality website is requirements identification. Those criteria have been chosen based on the theoretical part, expanded by criteria named by the target audience.

Based on the research in the theoretical part, those criteria are the most important for website evaluation: **Navigation, Loading speed, Functionality, Safety, Website design, Customer support, and Website mobile version** (Moustakis et al., 2004 and Dragulanescu, 2002).

To gain insight into customers' needs for the website, 10 individual interviews have been held. The conversations included both regular customers and potential customers matching the target audience's description. Table 3 with data about the respondents is presented below. In Table 3, gender is shortened to one letter, meaning "M" – male, "F" – female, and "A" – agender.

**Table 3. Information about respondents**

Respondent	1	2	3	4	5	6	7	8	9	10
Gender	M	F	F	F	F	F	M	F	A	F
Age	24	23	22	24	28	30	26	23	24	29

Source: own processing

Most of the respondents named “**high-quality pictures**” as the first and the most important criterion. When shopping for jewelry, they want to have their full attention on the jewelry itself rather than the website appearance or its design. Those criteria were also important, however, only on a secondary basis. The respondents also noticed the importance of having multiple jewelry pictures from different angles, so all the details can be seen. Another important point is the possibility of enlarging the picture without misshaping the whole website (Individual interviews – Round 1, 2024).

Respondents noticed they would prefer a minimalistic website design, rather in lighter colors. They also noticed that the design should be modern and “clean” – without flashy pop-ups or too colorful banners on the page. The e-shop should be consistent on all the pages in its design. The design should blend with jewelry pictures and not interrupt from them (Individual interviews – Round 1, 2024).

The complete results gained from the research are presented in Table 4 on the next page.

**Table 4. Customers' website requirements**

<b>Requirement</b>	<b>Specification</b>
High-quality pictures of jewelry	Bright, detailed pictures on a white minimalistic background. Several photos of one item. Picture of jewelry on a real person is appreciated.
Clear pricing	Prices of items are shown below the listing; clear pricing policies without unexpected charges.
Easy intuitive navigation	Easy-to-find and well-described categories, link to the items (or item category) right on the homepage. All the necessary information is easily accessible. No endless pages without the possibility to go up.
Design	Clear minimalistic website appearance, modern design, consistent design of the jewelry photos and website itself.
Compatibility with different devices	Adequate PC and mobile version.
Clear delivery information	Accessible information about delivery options (without needing to proceed with the order), and the country of origin.
Contact information & support	Possibility to contact the shop, ask a question about the order; links to social media; information about the shop.
Payments within the website	Possibility to pay on the website without external platforms; option to pay in one click, different payment options.
Reviews	Product reviews in the product listing; reviews with photos; possibility to leave a review on the website

Source: own processing based on Individual interviews – Round 1, 2024.

For creating a high-quality jewelry e-shop, those quality criteria have been chosen: **High-quality pictures, Clear pricing, Easy intuitive navigation, Modern design,**

**Compatibility with different devices, Clear delivery information, Contact information & Support, Multiple payment options, Reviews, Safety, Quick loading Speed.** The final evaluation criteria are presented in Table 5 including their specifications.

**Table 5. Evaluation criteria summary**

<b>Requirement</b>	<b>Specification</b>
High-quality pictures	Bright, detailed pictures, several pictures with different angles.
Clear pricing	Prices are shown below the items; clear pricing policies without unexpected charges.
Easy navigation	Easy-to-find and well-described categories; possible to intuitively find all the necessary information. No endless pages.
Modern design	Modern appearance; consistent design of all web pages and jewelry photos.
Compatibility with different devices	Adequate both PC and mobile versions. Compatibility with different browsers.
Clear delivery information	Accessible information about delivery options (without needing to register on the website or proceed with the order); the country of origin is clearly written.
Contact information & support	Possibility to contact the shop, ask a question about the order; links to social media; information about the shop.
Multiple payment options	Possibility to pay on the website without external platforms; option to pay in one click, multiple payment options.
Reviews	Product reviews in the product listing; reviews with photos; possibility to leave a review on the website.
Safety	Secure connection, data safety, secure payments.
Quick loading speed	Quick website loading on all pages; media loading without delay.

**Source: own processing**

### 2.5.2. Customer criteria importance

The second step in the House of Quality is realizing the importance of the criteria discovered in the first step. For that, individual interviews with frequent and potential customers have been held.

The participants were asked to rate the importance of each website quality criterion from 1 to 5, where 1 is the least important and 5 is the most important. For clearance, the criteria descriptions from Table 5 were offered to the participants. The final rating is based on the mode – the most frequently repeated number. The final result is presented in Table 6, whereas detailed responses of the participants can be found in Table 7.

**Table 6. Criteria evaluation results**

<b>Requirement</b>	<b>Mode</b>	<b>Frequency</b>
High-quality pictures	5	9
Clear pricing	5	8
Easy navigation	5	7
Modern design	5	4
Compatibility with different devices	5	4
Clear delivery information	5	8
Contact information & support	3	4
Multiple payment options	5	8
Reviews	4	4
Safety	5	9
Quick loading speed	4	5

Source: own processing based on Individual interviews – Round 2, 2025.

**Table 7. Detailed individual responses**

Requirement	Respondent									
	R1	R2	R3	R4	R5	R6	R7	R8	R9	R10
High-quality pictures	5	5	5	5	5	5	5	5	5	4
Clear pricing	4	4	5	5	5	5	5	5	5	5
Easy navigation	5	5	5	5	5	5	4	5	3	3
Modern design	4	4	3	5	5	4	5	5	4	3
Compatibility with different devices	3	5	3	5	4	4	5	3	2	5
Clear delivery information	5	5	5	5	4	4	5	5	5	5
Contact information & Support	3	2	3	5	4	5	1	3	4	3
Multiple payment options	5	5	5	5	4	5	5	5	3	5
Reviews	4	3	5	4	4	3	3	4	2	2
Safety	5	5	5	5	4	5	5	5	5	5
Quick loading speed	5	3	4	5	4	4	4	5	1	4

**Source: own processing based on Individual interviews – Round 2, 2025.**

From the research, it has been defined that those criteria customers value the most (were rated 5):

- High-quality pictures
- Clear pricing
- Easy navigation
- Modern design
- Clear delivery information
- Multiple payment options
- Safety

Despite the frequency of naming this requirement in the individual interviews (Individual interviews – Round 1, 2024) in the first step of HoQ, contact information & support were rated only 3 in the importance evaluation.

Row #	Weight Chart	Relative Weight	Customer Importance	Maximum Relationship	Customer Requirements (Explicit and Implicit)	Functional Requirements
1	■	10%	5	5	High-quality pictures	
2	■	10%	5	5	Clear pricing	
3	■	10%	5	5	Easy intuitive navigation	
4	■	10%	5	5	Modern design	
5	■	10%	5	5	Compatibility with different devices	
6	■	10%	5	5	Clear delivery information	
7	■	6%	3	5	Contact information & Support	
8	■	10%	5	5	Multiple payment options	
9	■	8%	4	5	Reviews	
10	■	10%	5	5	Safety	
11	■	8%	4	5	Quick loading speed	

**Figure 12. Customer requirement importance**

Source: own processing

Those criteria evaluations are now on the left side of the House of Quality (Figure 12).

### **2.5.3. Evaluation of Competitors**

To be able to understand whether the business is capable of competing in the digital environment, the competitors' analysis is required. For this step of House of Quality, customers of Arts by Valery will be asked to evaluate the websites of two main competitors based on the criteria described in Table 5. For the evaluation, a similar scale 1-5 will be used, 5 means the e-shop fully fulfills the criterion, and 1 means the e-shop does not satisfy the customer's needs in the criterion.

As the two main competitors, websites of "Himawari Jewelry" ([www.himawari.jewelry](http://www.himawari.jewelry)) and "Až naprší a uschnu" ([www.aznaprsiauschnu.cz](http://www.aznaprsiauschnu.cz)) have been chosen. Those two brands offer handmade jewelry, both selling their pieces from the Czech Republic. Himawari jewelry makes their pieces from Czech glass and natural minerals, while Až naprší a uschnu offers epoxy jewelry with natural dried flowers. Both of those materials are used to create Arts by Valery jewelry.

Even though both of those businesses are based in the Czech Republic, Himawari Jewelry has an English-language website and ships worldwide. Až naprší a uschnu targets only the Czech Republic market, therefore it has a Czech-language website.

Arts by Valery sells in the Czech Republic market; however, around 30% of its customers are foreigners living in the Czech Republic. The Czech target audience is young people who have at least a basic knowledge of the English language, therefore, it is more convenient to create a website in the English language. The English website can also allow an easy expansion into a worldwide market. The platform Shopify allows a dual-language website, so it is possible to create a second version in the Czech language. For those reasons, websites in both English and Czech language are analyzed as main competitors.

During the research of the competition, it has been found that not many handmade jewelry businesses have a website. Many brands are selling through Instagram or platforms such as Etsy or Flér, where multiple sellers can list their goods. However, Himawari Jewelry and

Až naprší a uschnu were chosen as the best websites in the handmade jewelry niche in the Czech Republic.

The results of the customers' competition evaluation are presented in Table 8 below (Individual interviews – Round 2, 2025). The table includes the final rating based on the mode - the most frequently repeated answer, and the frequency of those answers.

**Table 8. Competitors' website evaluation**

Requirement	Himawari jewelry		Až naprší a uschnu	
	Rating	Frequency	Rating	Frequency
High-quality pictures	5	9	5	5
Clear pricing	5	8	5	7
Easy navigation	4	5	5	4
Modern design	5	6	3	5
Compatibility with different devices	5	7	5	6
Clear delivery information	3	4	5	5
Contacts & Support	5	6	4	4
Multiple payment options	5	8	3	4
Reviews	5	5	2	5
Safety	5	9	5	6
Quick loading speed	5	6	5	6

Source: own processing based on Individual interviews – Round 2, 2025.

The respondents were also asked to complete their ratings with comments and share their opinions on potential website improvements.

Himawari Jewelry has its e-shop in the English language, and some of the respondents struggled to find the country of origin or delivery information since it is not obvious that the business is based in the Czech Republic. The respondents noted that the jewelry pictures are high-quality and minimalistic, keeping a similar appearance throughout the whole website. Those criteria for jewelry photos were named by the respondents in the first step of HoQ, therefore, Himawari Jewelry was rated in this criterion at maximum by 9 out of 10 respondents. Overall, Himawari Jewelry was rated at maximum on almost all the criteria, making it a prime example of a superior jewelry e-shop (Individual interviews – Round 2, 2025).

Až naprší a uschnu, however, was rated slightly lower. The respondents rated the design criterion as one of the lowest. They noticed that the main struggle was an unusual font choice, making some of the texts on the website unreadable. The font might work for bigger titles, however, the item descriptions or longer texts would be rather preferred in a calmer font. Some of the respondents also noticed that the words sometimes blend with the background color, making it harder to read as well. The respondents highlighted that they would also prefer to have a bigger variety of jewelry photos as well as photos of jewelry on a real person, which were missing in most of the item listings of Až naprší a uschnu e-shop (Individual interviews – Round 2, 2025).

Až naprší a uschnu has only one payment option - bank transfer, which is quite limiting and sometimes inconvenient. Some respondents also noticed that such payment influenced their safety rating. The e-shop does not have any reviews yet, which can be understandable for a beginning business, however, it also creates a concern in the decision-making process (Individual interviews – Round 2, 2025).

The evaluation results of the competitors' websites, as well as the respondents' comments, will be considered for the proposal for the Arts by Valery e-shop.

Those results are now in the right part of the House of Quality, creating quality trails (Figure 13 on the next page). Figure 13 presents two trails (lines), where the blue line represents competitor 1 – Himawari Jewelry, and the green line shows competitor 2 - Až naprší a uschnu. The lines show trails of customer assessment on the scale 1-5. The scale

can be found in the top part of the Figure. The left part of the Figure shows the rating by each criterion of both competitors. Arts by Valery does not have an e-shop yet, therefore, it will not be compared to the competitors.

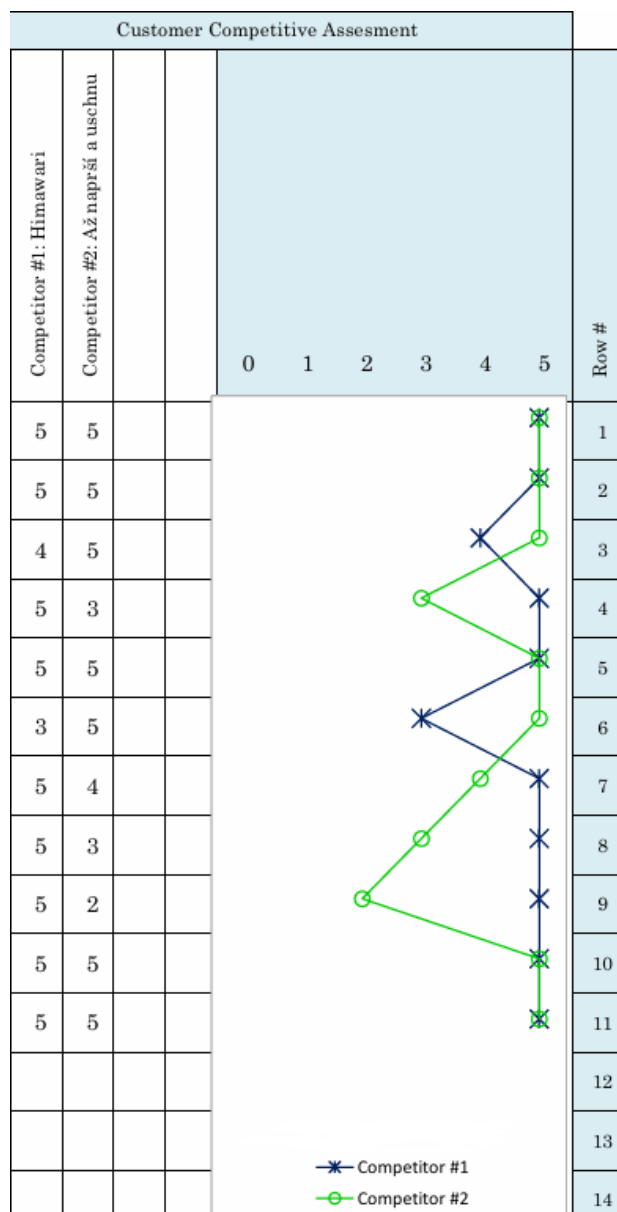


Figure 13. Trails of competitors' evaluation

Source: own processing

#### **2.5.4. Functional requirements**

The next step of the House of Quality is identifying the functional requirements. This step is also called the “voice of engineers.” This step is usually being carried out by an expert group. In terms of this thesis, the expert group consisted of the owner of Arts by Valery (woman, 23 years), an IT specialist (man, 26 years), and a graphic designer (woman, 28 years). The goal of this step is to translate the customers’ requirements into functional, and more importantly, measurable criteria.

Those technical criteria have been chosen:

- Image resolution;
- Price visibility;
- Logical menu structure;
- UX/ UI consistency, use of brand colors;
- Text readability and fonts;
- Cross-browser compatibility, mobile responsiveness;
- Accessible delivery information, shipping calculator, multiple shipping options, package tracking;
- Contact form, social media links;
- Payment gateway integration for different platforms (PayPal, Apple Pay, Google Pay), encryption for secure transactions;
- Customer review system (star rating, text reviews, image uploads);
- SSL certificate (HTTPS);
- data encryption and GDPR compliance;
- Image and file compression, hosting storage (Expert consultation, 2025).

Some of the customers’ requirements have a wider technical solution, therefore, some of the criteria were divided. For 11 customers’ requirements, there are 13 technical criteria. Those criteria have been placed in the top part of the House of Quality.

#### **2.5.5. VOC & VOC**

After the technical criteria have been chosen, the next step of the House of Quality is to determine the connection between each customer's requirement (Voice of Customers) and functional criteria (Voice of Engineers). Those connections are marked with symbols according to the legend in Figure 14 below. The relationships are presented in Figure 15.

Relationships	
Strong	●
Moderate	○
Weak	▽

Figure 14. HoQ relationships legend

Source: own processing

Customer Requirements (Explicit and Implicit)	Image resolution	Price visibility	Logical menu structure	UX/UI consistency, use of brand colors	Text readability and fonts	Cross-browser compatibility, mobile responsiveness	Accessible delivery information, shipping calculator, multiple shipping options, package tracking	Contact form, social media links	Payment gateway integration for different platforms, encryption for secure transactions	Customer review system (star rating, text reviews, image uploads)	SSL certificate (HTTPS)	Data encryption, GDPR compliance	Image and file compression, hosting storage
High-quality pictures	●			○		▽							●
Clear pricing		●			▽		●		○				
Easy intuitive navigation		○	●	○	●	●	●	●					
Modern design	●	▽	○	●	●	○				▽			▽
Compatibility with different devices			▽			●			▽				
Clear delivery information			▽		▽		●						
Contact information & Support			○					●				▽	
Multiple payment options									●		●	○	
Reviews										●			
Safety									●		●	●	
Quick loading speed	●					▽			▽				●

Figure 15. Relationships between customer requirements and functional requirements

Source: own processing

## 2.5.6. Target values

In this step of the House of Quality, the target values for technical criteria have been set. Those targets have been defined by the same expert group as in step 4 (Expert consultation, 2025). The results of the previous analysis and comments of the target audience (Individual interviews – Round 2, 2025) have been considered in defining those targets. The values are in the bottom part of the House of Quality, and are displayed in Figure 16 below.

Target	1080p resolution for product images, photos with proper lighting; zoom functionality	Prices displayed clearly on product pages and in cart; color contrast for readability	Customers should reach any product within 3 clicks; clean visually structured menu	Cohesive brand style, style consistency on all web pages	Color contrast, line spacing 1.5x the font size; 16px for body text; 18px+ for headings	Flexible grid-based layout; Responsive on all screen sizes, compatible with	Shipping costs and estimated delivery time clearly displayed on pages and	Contact form response within 24 hours, social media links clearly placed in footer	Supports at least 3 different payment methods; checkout is secured with HTTPS	Ability to leave star ratings, texts and images; star ratings displayed near	SSL encryption (HTTPS enabled)	User data encrypted; GDPR-compliant privacy policies in accessible place	Page load time under 3s; images optimized for fast loading without quality loss
Max Relationship													
Technical Importance Rating	247.06	127.45	154.9	147.06	196.08	223.53	264.71	141.18	223.53	80.392	176.47	123.53	168.63
Relative Weight	11%	6%	7%	6%	9%	10%	12%	6%	10%	4%	8%	5%	7%
Weight Chart													

Figure 16. Target values

Source: own processing

Figure 16 also shows the technical importance rating, which is calculated based on the customer criteria importance rating and the connections between the customer requirements and technical requirements. Based on that rating, it is clear that criteria 1, 6, 7, and 9 have the highest rating of technical importance. Those criteria are listed below based on their importance (from the most to the least important):

- Accessible delivery information, multiple shipping options
- Image resolution
- Cross-browser compatibility and mobile responsiveness
- Payment gateway integration for different platforms
- Text readability and fonts
- SSL certificate (HTTPS)

Those results will be considered in the proposal.

## 2.5.7. Complete House of Quality

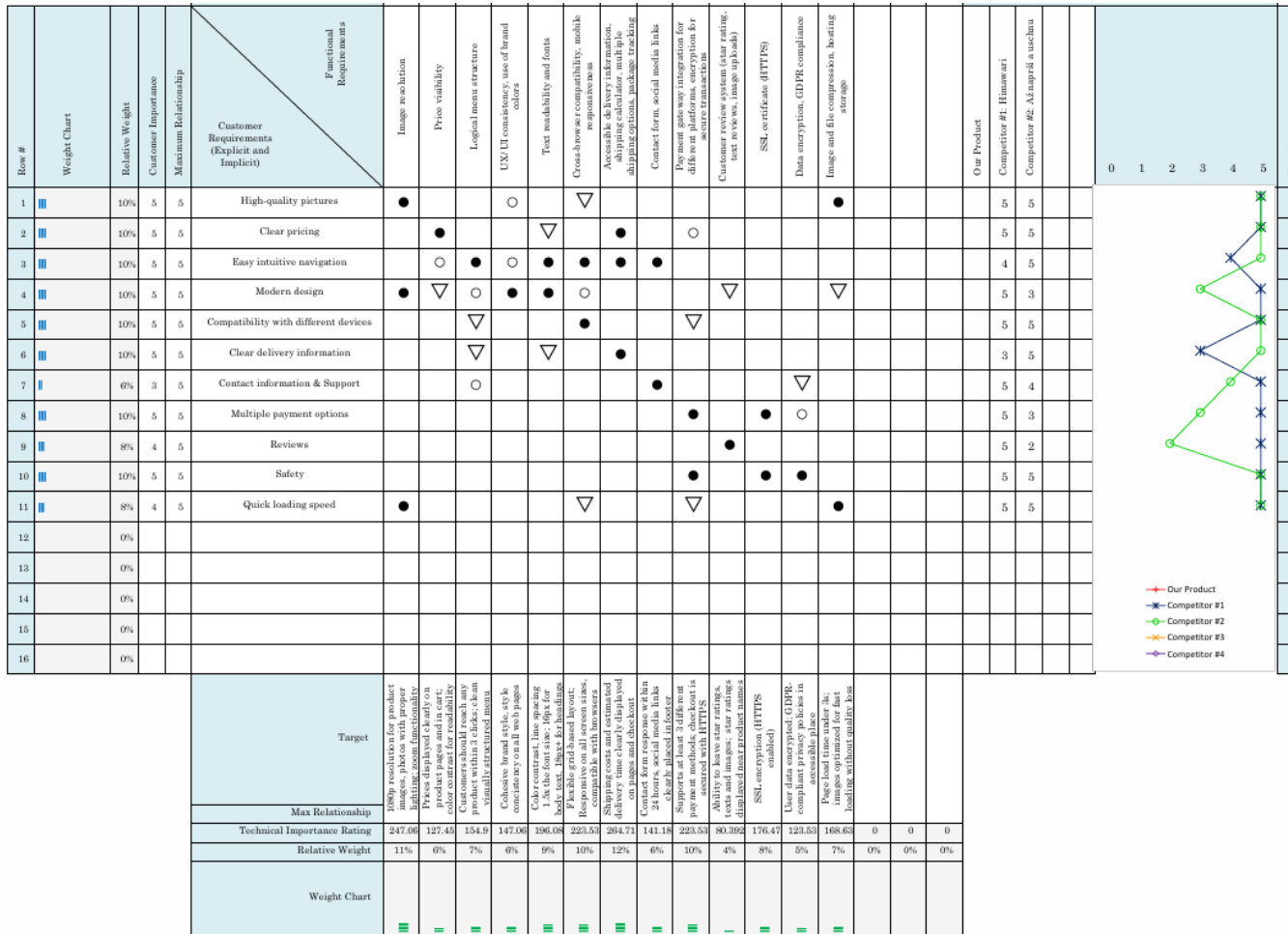


Figure 17. Complete House of Quality

Source: own processing

Figure 17 on the previous page presents the complete summary of House of Quality. The HoQ result presents the basis for the Arts by Valery e-shop proposal. The key points will be described below to summarize the data gained from that research. All aspects of the House of Quality analysis are divided into 2 categories: UI and UX design. In each category, the key points are sorted based on their priorities (from top priority to the least important).

### **User Interface (UI) – visual aesthetics**

- Image resolution

Images of jewelry should have at least 1080p resolution. Each listing should have at least 3 images, including a photo of jewelry on a real person. The jewelry photos should be taken with proper lighting and have zoom functionality.

- Text readability

The texts should have proper line spacing (at least 1.5x the font size). The headings should have a size of 18px+, while the body text should be at least 16px. The strong color contrast between the font and the background is recommended for text to be readable.

- Cohesive style & consistency

The style of the e-shop should be consistent on all the web pages, having a persistent color scheme, fonts, and layout for a professional look. Lighter colors are recommended for the website background to add visual space and not overwhelm the user, keeping the website design minimalistic.

### **User Experience (UX) – website’s usability**

- Structured menus

The menu should be horizontally structured, having dropdown menus with product categories. The product categories should be clearly separated in the header from other website information (such as the “about us” section). Customers should find any product within **three clicks** to ensure ease of use and fast navigation. The website should exclude too-long pages. The home page should not be endless; the product pages should rather be

separated into shorter ones. Longer pages should have an icon, allowing the user to return to the top of the page.

- Compatibility & mobile responsiveness

The website should be compatible with major browsers (Chrome, Safari, Firefox, and Edge) and adaptive to different screen sizes. A flexible grid-based layout is recommended for better adaptation to different screen sizes without breaking the design.

- Clear shipping information & multiple delivery options

The information about shipping policies should be listed as a separate category, describing different available shipping options and their costs. The website should also provide information about estimated delivery times and have a package tracking option. The website should clearly state the country of origin for its goods.

- Multiple secure payment options

The e-shop should provide at least 3 payment options. Integration of one-click payments such as PayPal, Apple Pay, and Google Pay is recommended. The checkout **must** have HTTPS encryption for safety.

- Clear price visibility

The prices should be listed below the items on the common product pages, on the right side of the item listing and in the cart. The prices are listed as a whole for every item without additional unexpected charges.

- SSL Certificate (HTTPS)

The website and all web pages, including the checkout, must be secured by HTTPS.

- Fast loading speed

The website should have enough hosting storage and file compression to ensure a seamless customer experience with fast loading (under 3 seconds). The recommended image compression is WebP or AVIF to ensure fast loading without quality loss.

- GDPR Compliance

The website should have data security, preventing any data leaks. The GDPR compliance should be in an accessible place (such as the website footer). The customer should agree to the website policies before payment.

- Contact form & social media links

Customers should easily reach support and expect a response within 24 hours. The contact form should be reachable on the footer or header of the website. The website should also provide social media links in the footer of the website.

- Customer review system

Reviews help build credibility, therefore, the e-shop should have an integrated system, allowing text and image-based reviews, as well as star ratings. The reviews should be placed at the bottom of the home page. Ratings for individual items should also be seen in the product listing.

## **2.6. Analytical part summary**

The analytical part focused on the analysis of Arts by Valery. First, the business was introduced, describing the basic information and the main values of the brand. The four sides of business were described based on the marketing mix, focusing on the product, price, place, and promotion. The two main target audiences were described.

Then, the research with the target audience was conducted. The research included 3 rounds of individual interviews with each of 10 respondents, including both frequent customers and potential customers. During the analysis, the main criteria for the handmade jewelry e-shop were set, and their importance was rated by the respondents.

The analysis also included the competition rating. During the competition analysis, it was found that many handmade jewelers do not have their own e-shop; therefore, creating the website for Arts by Valery can be an opportunity to differentiate from the competition and build trust with its customers. During the analysis, two websites of jewelry creators based in the Czech Republic were analyzed by the target audience. Based on the results of the

analysis, Himawari Jewelry was rated as maximum on almost all the criteria, therefore, its website will be used as an inspiration for the design proposal.

As a result of the analysis, the target values for website design were set based on the information gained from the research. The criteria for e-shop design are described in detail, focusing on the most important data for the design implementation, which will be used in the design proposal and for the e-shop creation.

The proposal will focus on six main criteria: high-quality pictures (11%), grid-based layout (10%), text readability (9%), navigation (7%), website style (6%), and price visibility (6%). The criteria were chosen based on their technical importance and the possibility of their implementation in the design proposal.

## **3. Proposal**

### **3.1. Criteria selection**

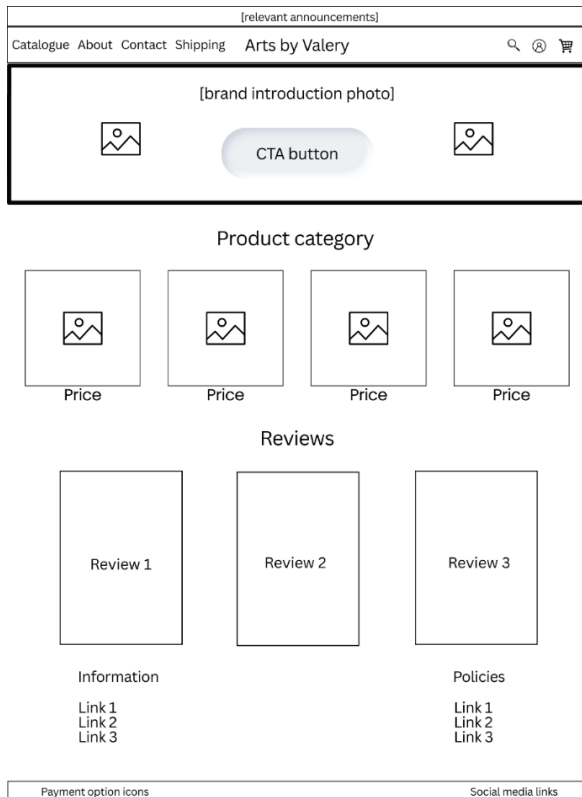
The main goal of this thesis is to propose an e-shop design. Therefore, this part of the bachelor's thesis will focus on the six main criteria selected from the analytical part. The criteria below are listed based on their technical importance (from the most to the least important).

1. High-quality jewelry photos – high-resolution product images on a white minimalistic background; photos of jewelry on a real person.
2. Grid-based layout for compatibility and better adaptation to different screen sizes.
3. Text readability – proper line spacing, strong color contrast between the font and the background.
4. Navigation – horizontally structured menu; product categories are separated in the header from other website information (such as the “about us” section).
5. Website style – choice of persistent color scheme and fonts. Light color of the website background for visual space and a minimalistic design.
6. Price visibility – prices listed below the items on the common product pages, on the right side of the item listing and in the cart.

### **3.2. Wireframe**

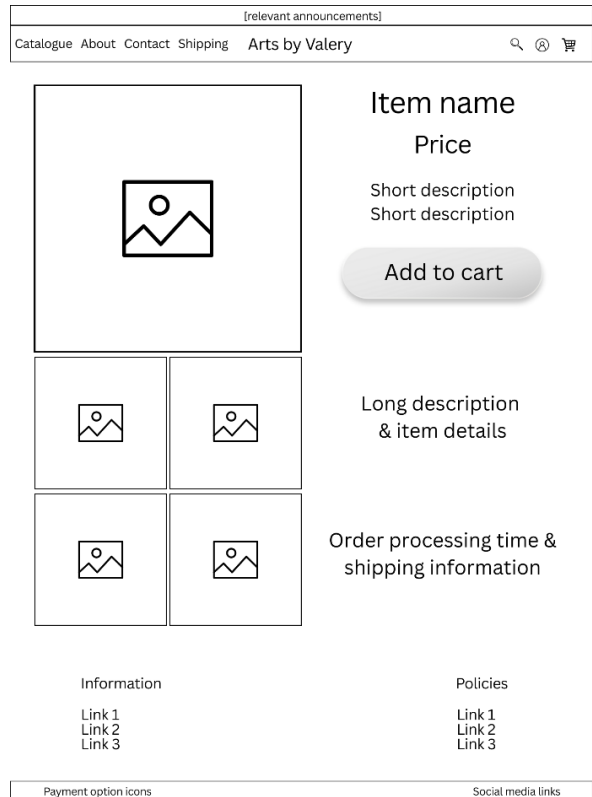
For visualization of the e-shop design, the first step is to suggest a wireframe that includes all the necessary navigation parameters. This step is processed through Canva, a platform that allows the creation of various designs for different purposes.

In terms of this bachelor's thesis, the wireframe is suggested for the homepage and one product listing. The designs are made as long-form desktop wireframes, showing the whole page when scrolled down. The wireframes for those two pages are presented in Figures 18 and 19 on the next page.



**Figure 19. Homepage wireframe**

Source: own processing



**Figure 18. Product listing wireframe**

Source: own processing

The homepage is the first web page that the visitor sees, therefore, it needs to be appealing for the potential customer to be interested in staying on the website. The product pages are the second most important page of the e-shop. It needs to contain high-quality product images, the item's price, as well as all the necessary information about the product.

The design was kept minimalistic to meet the target audience's preferences. At the same time, the design contains all the necessary navigation features and categories that were discussed in the analytical part.

The header panel has navigation categories. One of those categories is "catalogue", which includes all the e-shop products. Such a section allows to separate product categories from other information on the website. For clarity, all items in the catalogue were divided into several navigation categories, enabling different types of searches to be comfortable for different purposes or audiences: shop by the type of jewelry (earrings, necklaces, etc.), by collection names, by materials, or shop all items. Despite such separation, navigation still

keeps the 3-click rule. An example of a 3-click search: catalogue – earrings – product of choice.

Shopify also allows to include a banner in the website header that can include one or multiple announcements. This banner can be potentially used to highlight promotions or new collections, state the country of origin, order processing time, or other relevant information at the time.

The website footer has links to the necessary information and policies. Policies must include terms and conditions, privacy policy, shipping, and return policies. The information section may include such pages as jewelry care tips, a size guide, information about materials, and a contact form. The footer also includes social media links on the right side and payment icons on the left side, visualizing multiple payment options.

The homepage includes an introduction banner with a clear call-to-action (CTA) button. The CTA leads to the product pages, with a sign “shop all” or “shop now.” The homepage may also include featured products or product categories, such as bestsellers or new collections. The next category appearing on the homepage is customers’ reviews. Having reviews on the first page improves new visitors’ trust, showing feedback about an e-shop from other customers.

The product listing page includes multiple item images on the left side with a bigger main picture and additional photos placed under it. On the right side, the listing includes an item name and its price right under the name. The top part of the page has a short attention-catching item description and an “add to cart” button. By scrolling down the page, the user can find more detailed information about the piece and the estimated shipping time or order processing time (for example, personalized orders have an extended processing time).

Both homepage and product pages were made with a grid-based layout, which allows the website to easily adapt to different browsers and screen sizes.

### **3.3. Website style**

The website design requires a cohesive color palette and font choices. From the analysis made in terms of House of Quality, the research participants (target audience) described

their preferences for a handmade jewelry e-shop as a “minimalistic design with a light background that does not take attention away from the jewelry itself” (Individual interviews – Round 1, 2024). This description, however, is more abstract, therefore, it can be implemented in different ways. A more detailed design (specific colors and fonts) description can be very individual: a design described by one person can be unappealing for another.

To choose a website design that would match the preferences of the target audience as a whole, the design will be solved by A/B analysis. Two minimalistic designs with a light background will be offered to the same 10 respondents as in the House of Quality. The respondents will choose which of the two designs seems more appealing to them.

Two design options were made for the product page, which includes the jewelry images, the product description, and the product’s price. That way, the design can be integrated into the brand’s identity, and the participants can see if the design blends with the product style.

For the designs, several jewelry pictures on a white background were created, as well as photos of jewelry on a real person. All the pictures made for the website have 1080p resolution, which meets the target value for this criterion. The photos’ design was kept minimalistic to meet the requirements of the target audience.

### **3.3.1. Design A**




The first design - option A (Figure 20 on the next page) was kept simple, with easy colors and fonts. The color palette for this design is mostly Black & White to not overwhelm the user with colorfulness and keep the focus on the jewelry.

Design A has a white color for background and a black color for text. Additionally, light gray was used in the footer to visually separate it from the main page. For the same reason, the navigation menu in the header was kept dark gray. The black color in the header has a too sharp look and might be overwhelming, therefore, a calmer dark gray color was used.

The font “Arial” was chosen for design A. Arial is one of the most popular website-friendly fonts. It is comfortable to read in both headings and body texts and is supported by all browsers. This font is a simple but safe option for the website.

Shipping across Czechia is free

Catalogue About Contact Shipping Arts by Valery 🔍 🌐 🛒

## GARNET GLOW NECKLACE

850 Kč

✨ Highlight your inner glow with this Garnet necklace ✨

Add to cart

**Materials**  
Handcrafted with love from natural garnet and Czech glass beads. Hardware is from stainless steel.

**Size**  
The length of the necklace is 40 cm + 5 cm extension chain

**Processing time**  
This necklace is made to order and will be ready for you within 2 weeks.

**Estimated delivery time**  
May 10<sup>th</sup> - 25<sup>th</sup>, 2025

<p><b>Information</b></p> <ul style="list-style-type: none"> <li><a href="#">Jewelry care tips</a></li> <li><a href="#">Jewelry materials</a></li> <li><a href="#">FAQ</a></li> <li><a href="#">Contact form</a></li> </ul>	<p><b>Policies</b></p> <ul style="list-style-type: none"> <li><a href="#">Terms &amp; Conditions</a></li> <li><a href="#">Privacy policy</a></li> <li><a href="#">Shipping policy</a></li> <li><a href="#">Return policy</a></li> </ul>
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**Figure 20. Design A**

Source: own processing

### 3.3.2. Design B

For the second design option (Figure 21), a more colorful color palette was chosen. The design is still minimalistic and soft, however, the colors in this option add a “fresher” and warmer look. The colors of this option were chosen based on the style of jewelry, so the items look organic with the website itself, and the website style matches the jewelry style.

Shipping across Czechia is free

Catalogue About Contact Shipping ARTS BY VALERY 🔍 🌐 🛒



## GARNET GLOW NECKLACE

850 Kč

✨ Highlight your inner glow with this Garnet necklace ✨

Add to cart

**Materials**  
Handcrafted with love from natural garnet and Czech glass beads. Hardware is from stainless steel.

**Size**  
The length of the necklace is 40 cm + 5 cm extension chain

**Processing time**  
This necklace is made to order and will be ready for you within 2 weeks.

**Estimated delivery time**  
May 10<sup>th</sup> - 25<sup>th</sup>, 2025

Information  
Jewelry care tips  
Jewelry materials  
FAQ  
Contact form

Policies  
Terms & Conditions  
Privacy policy  
Shipping policy  
Return policy

Follow us on social media 📷

Apple Pay Google Pay VISA Mastercard PayPal

Figure 21. Design B

Source: own processing

The background color is light as desired by the audience; however, in this option, the ivory color was chosen for a softer and warmer appearance. As a contrast color for text and the header navigation bar, dark gray was chosen as it creates a softer contrast with ivory, while keeping text readable. Dusty pink color was used for the footer part with links, and the top announcement banner. This color visually separates those parts of the website and maintains a catching appearance, while still staying in the soft color palette that does not overwhelm the user.

Two fonts were used in this design option – one for headlines and another for body text. Font used for headings is “Copperplate.” It has only capital letters, therefore, it cannot be used for body text. However, it creates a great highlight on the website. The font for the body text is “Georgia,” which is an elegant and web-friendly solution for the website. Both bigger and smaller texts are readable in this font, it is supported by all major browsers, and adds a soft touch of sophistication.

### **3.4. Customer’s choice**

Two design options were offered to the same 10 research participants (target audience). The respondents had to choose one design option that was more visually appealing to them and comment on their reasons why they chose it. 8 out of 10 respondents chose option B. The main arguments for option B were:

- Has a more interesting, fresh look;
- Visually more comfortable because the color contrast is less aggressive, and the color palette is softer;
- The font is more elegant;
- Overall look is more balanced and harmonious (Individual interviews – Round 3, 2025).

The respondents who were familiar with the brand and its products also noticed that option B looks more “natural” with the Arts by Valery style and fits the brand more (Individual interviews – Round 3, 2025).

### 3.5. Color palette

Based on the customers' choice, design B was chosen as more appealing. Therefore, its color palette will be used for the whole e-shop design, keeping it consistent. The color palette is presented below, including its hex values (color codes) and descriptions of each color's purpose in the design:

- Ivory (#ffffff) – background, text in the navigation bar;
- Dark gray (#363636) – body and heading text;
- Dusty pink (#eecbda) – background for top banners and the footer;
- Burgundy (#800020) – heading that needs to be visually separated (e.g., product name).

The visualization of the color palette is presented in Figure 22 below.



**Figure 22. Final design color palette**

Source: own processing

### 3.6. Copywriting content

Copywriting is an important part of the website content. It includes not only the text on the website itself, but also its size and length.

The recommended minimum size for the body text is 16px (pixels), which is equivalent to 12pt (points) in the font size. The headings should be 18px+, equivalent to 13.5pt. The space between the lines should be at least 1.5x from the font size. The following font sizes (in points) were chosen for the future e-shop:

- 28pt – Heading 1;
- 20pt – Heading 2;
- 16pt – Heading 3;
- 14pt – body text.

An example of the text sizes based on the product page for design B in Figure 21:

- **H1**: necklace name;
- **H2**: button text “add to cart”, “Arts by Valery” name in the navigation panel;
- **H3**: Navigation menu; “Information” and “Policies” heading in the footer;
- **Body text**: header banner, footer links, item descriptions.
- Line spacing was set at 1.5x the font size, which visually added more space to the text and made it easier to read.

The texts on the websites are recommended to be kept concise. The item descriptions should highlight the information necessary for the buyer and be logically divided into several categories – technical specifications (materials, size), processing and shipping time, including the estimated delivery date.

The product description may also contain details about the product or its collection to spark interest in the potential buyer. However, it should be clearly separated from the other information and kept to 8 lines of text maximum. For example, the website can have a “learn more about the product” button, which unfolds the text:

“Brighten your neck with a unique piece from our new autumn collection! The **Garnet Glow Necklace** gleams with rich autumn hues to vibe with you this beautiful season. Do you want to make a statement with your look this autumn? Then this Garnet Glow necklace is right for you! Elegant but noticeable, it can be your perfect accessory for special occasions and everyday wear. Carefully handcrafted from natural minerals and glass beads, each necklace is unique & special just like you are! ❤️”

### 3.7. Design proposal summary

To conclude the e-shop proposal, this chapter describes whether the targeted values that were set in chapter 3.1 are fulfilled by the suggested design. The final design offering is visualized as wireframes in Figures 18 and 19, whereas the complete design for the product page is visualized in Figure 21.

**Navigation** has a horizontally structured menu with product catalogue and other important categories – about, contact, and shipping. Those navigation sections were chosen based on the preferences of the target audience. The menu is located in the header of the website.

The e-shop layout is grid-based, ensuring that each website section is **compatible** with every screen size. The website-friendly fonts were chosen to ensure readability in every browser.

The color palette for the website has soft colors with enough contrast for readability and visual separation for different sections. The color palette is suitable for all pages of the website, ensuring a **consistent website style**. The design is kept minimalistic, avoiding flashy banners and incongruous colors. The final color palette with its color codes is presented below:

- Ivory (#ffffff)
- Dark gray (#363636)
- Dusty pink (#eecbda)
- Burgundy (#800020)

The color palette is also visualized in Figure 22.

**Text is readable** with line spacing 1.5x the font size and proper color contrast with the background. Fonts that are used for the website:

- Georgia for body texts and small headings;
- Copperplate for headings that need to be visually separated, such as the name of the product on the product page.

**Prices** are listed under each item on the homepage and common product pages, and on the right side of the item listing with enough color contrast and font size to be clearly noticeable to the customers.

Overall, the design proposal meets the target criteria that were set.

### **3.8. Economic design evaluation**

This chapter is dedicated to evaluating a budget for the project.

The total time necessary for creating a working jewelry e-shop is 160 hours. The timing was counted for those phases: analytics and research, proposal summary, final implementation, and testing. The first two phases were based on the actual time spent in terms of this thesis, whereas the implementation time was predicted considering previous experience with the design making.

- **Analytics and Research – 56h.** This phase included analysis of the current situation, competitor analysis, research with the target audience, and a House of Quality summary.
- **Proposal – 22h.** This phase included creating wireframes, A/B testing, and finalization of the UX and UI design proposal.
- **Practical implementation – 62h.** This phase was calculated as a predicament of time necessary for creating new catalogue pictures of jewelry (15h), copywriting content (19h), implementation of the design on the platform Shopify (15h), creating website policies (5h), and technical requirements such as domain, hosting, etc. (8h).

- **Testing – 20h.** This phase was calculated based on the average amount of time necessary for the e-shop functionality testing that must be done after the final design implementation.

The hourly salary was set at 200 CZK, based on the average salary for a part-time job in 2025. Based on the amount of time necessary to create this e-shop and the hourly salary, the final budget for this project is 32 000 CZK.

The total budgeting results are presented in Table 9 below.

**Table 9. Project budget**

<b>Work phase</b>	<b>Analytics and Research</b>	<b>Proposal</b>	<b>Practical implementation</b>	<b>Testing</b>	<b>Total sum</b>
<b>Time [hours]</b>	56	22	62	20	160
<b>Money [CZK]</b>	11 200	4 400	12 400	4 000	32 000

Source: own processing

### **3.9. Control of proposed solutions**

After the design is practically implemented – the website is created on the chosen platform – the results must be tested before the e-shop's official launch. It is important to make sure that every web page is working properly, the redirecting links lead to the necessary destination, and more importantly, the customer's shopping route is seamless from the first click on the website until the payment.

Testing will be divided into several categories:

- **Graphical** – the design is consistent on all pages and meets the target audience's requirements. Texts are readable with proper contrast. The headings are visually divided from the body text.
- **Navigation** – the menu is working, the catalogue has all the necessary categories, and each of them is working properly. It is possible to find important shopping information on the website.

- **Customer shopping route** – the customer can find the desired product on the e-shop, put it into the cart, and pay for it.
- **Informational** – the website provides all the necessary information, such as policies, shipping information, and the About Us page.
- **Copywriting** – website content does not contain grammatical or orthographical mistakes on any web pages. The texts are easy to understand and contain necessary information about the goods, the brand, shipping, etc.
- **Compatibility** – the e-shop is compatible with major browsers. The website is responsive on different devices – desktop, tablet, and mobile.

The testing should be provided by the owner of Arts by Valery and 5 members from the target audience. Table 10 below provides the timing for testing each part of the website.

**Table 10. Testing timeline**

Testing phase	Week 1	Week 2	Week 3	Week 4
Graphical				
Navigation				
Customer shopping route				
Informational				
Copywriting				
Compatibility				

Source: own processing

### 3.10. Project timeline

This chapter showcases the timeline for creating the e-shop for the jewelry brand Arts by Valery. The timeline includes all the phases necessary for the e-shop creation, from the analysis to the testing. The timeline is presented in Table 11 on the next page. Abbreviations used in the Table: TA – Target Audience, EG – Expert Group.

**Table 11. Whole project timeline**

Work phase		Year 2024		Year 2025							
		November	December	January	February	March	April	May	June	July	August
Current situation analysis											
Creating House of Quality	TA - Customer requirement identification										
	Requirement summary										
	Competition analysis										
	TA - Requirement importance										
	TA - Competition rating										
	Data analysis										
	EG- Functional requirement identification										
	HoQ Summary										
	Summary of the set parameters for the e-shop										
Proposal											
Practical implementation											
Testing											
TA - testing											

Source: own processing

## **Conclusion**

The main goal of this thesis was to suggest an e-shop design for the handmade jewelry brand Arts by Valery. To have a place in the online market, this handmade jewelry business needs its own website. Having a website also increases loyalty with frequent customers and gains the trust of new customers, as the whole shopping process on the e-shop is safer and more trustworthy than shopping through social media.

This work was divided into three parts: theoretical, analytical, and proposal. Firstly, the theoretical part described the key points in online marketing communication. The theoretical part was an important basis for future analysis and proposal.

The analytical part focused on the analysis of the current situation of the brand and building a House of Quality. The current situation was described based on the marketing mix, then the two main target audiences were described. After that, the House of analysis took place. During HoQ research, individual interviews with the target audience were conducted. The interviews were used to set customer requirements for the jewelry e-shop, rate those requirements, and rate the two main competitors based on the same criteria. Functional requirements, important for seamless website functionality, were set by the expert group. All data obtained were combined in the complete House of Quality, after which the target values for the e-shop were set.

The results of the analytical part were used to create a proposal. Based on the analysis conclusion, 5 main criteria were used in suggesting an e-shop design. In terms of the proposal, website wireframes were created. Since the design preferences are individual, two designs were suggested for the A/B testing with the target audience. The testing was conducted in individual interviews with the same respondents as in the analytical part. Based on the results of the testing, the final design was set, including color palette, font choices, and their recommended sizes. As an example of copywriting content, a description for one item was suggested.

To finalize the results of this project, the budget and timeline were set, showcasing the implementation time for each phase.

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## List of Figures

Figure 1. The Four P Components of the Marketing Mix .....	24
Figure 2. House of Quality example .....	33
Figure 3. Brand's logo .....	34
Figure 4. Backside paper for jewelry .....	34
Figure 5. Devil cat pin .....	35
Figure 6. Coffin-shaped jewelry box .....	35
Figure 7. Sun-shaped earrings .....	35
Figure 11. VnchShop's front page in the PC version .....	41
Figure 8. Category on the website Vnch Shop in a mobile version.....	41
Figure 9. Moon Magic website's front page in a mobile version.....	41
Figure 10. Category on the website Moon Magic in a mobile version.....	41
Figure 12. Customer requirement importance .....	48
Figure 13. Trails of competitors' evaluation .....	52
Figure 14. HoQ relationships legend .....	54
Figure 15. Relationships between customer requirements and functional requirements .....	54
Figure 16. Target values .....	55
Figure 17. Complete House of Quality .....	56
Figure 18. Product listing wireframe .....	62
Figure 19. Homepage wireframe .....	62
Figure 20. Design A.....	65
Figure 21. Design B.....	66
Figure 22. Final design color palette .....	68

## List of Tables

Table 1. Prices for epoxy resin jewelry .....	37
Table 2. Prices for beaded mineral jewelry .....	37
Table 3. Information about respondents .....	43
Table 4. Customers' website requirements .....	44
Table 5. Evaluation criteria summary .....	45
Table 6. Criteria evaluation results .....	46
Table 7. Detailed individual responses .....	47
Table 8. Competitors' website evaluation .....	50
Table 9. Project budget .....	72
Table 10. Testing timeline .....	73
Table 11. Whole project timeline .....	74

## **List of Abbreviations**

A – agender

CZK – Czech Crowns

EG – Expert Group

F – female

HoQ – House of Quality

HTTPS – Hypertext Transfer Protocol Secure

TA – Target Audience

M – male

SSL – Secure Sockets Layer

UI – User Interface

UX – User Experience