

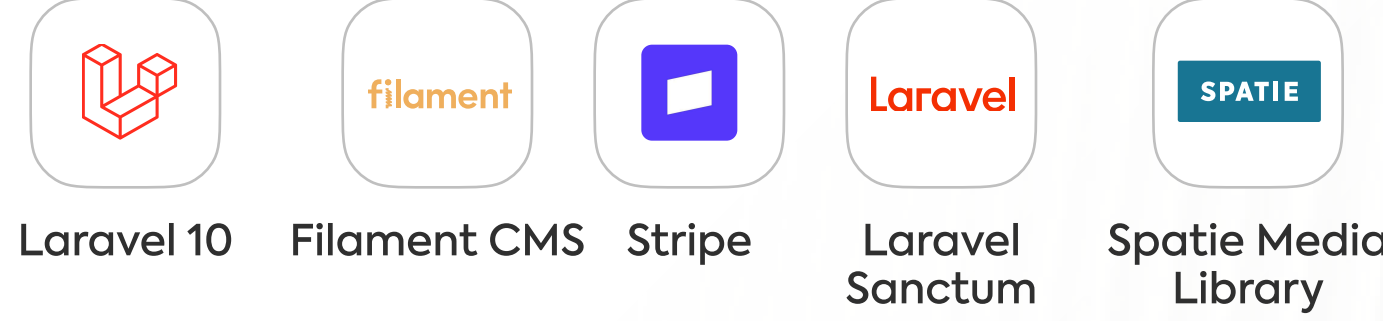
CASE STUDY

Interract Jewelry Store Website Design & Development

CUSTOM JEWELLERY & ECOMMERCE MANAGEMENT PLATFORM

Interract is a Laravel-based jewelry eCommerce platform built for customizable product sales, secure Stripe payments, dynamic CMS management, and seamless online shopping experiences.

TECH STACK WE USED



OVERVIEW

Project Overview

LIVE LINK

<https://www.interactjewellery.co.uk/>

CLIENT

Interract

INDUSTRY

Jewellery E-Commerce

PLATFORM

Custom Laravel Platform

Modern Jewelry Platform with Custom Shopping Experiences

Interract delivers customizable jewelry products, package-based purchasing, secure payments, and CMS-driven storefront management through a scalable Laravel e-commerce experience built for modern online retail operations.

Product Customization

Configure jewelry packages, variants, options, and personalized purchase selections.

CMS Content

Dynamic blogs, FAQs, collections, and promotional sections managed without developers.

Shopping Experience

Smooth cart, wishlist, coupon, and secure checkout workflows for customers.

Order Management

Reliable account handling, Stripe payments, and centralized order processing systems.

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01

Managing customizable jewelry packages, product variants, and scalable catalog relationships efficiently.

Package Configuration

02

Delivering secure Stripe payment experiences with reliable GBP checkout workflows.

Checkout Trust

03

Allowing non-technical teams to manage collections, campaigns, and dynamic storefront content.

CMS Flexibility

04

Handling scalable Laravel modules, integrations, and package-based commerce operations smoothly.

Modular Architecture



05

Keeping CMS, catalog, checkout, and payment systems synchronized without operational drift.

Platform Synchronization

PAIN POINT

Challenges Confronted

Managing configurable jewelry products, modular commerce workflows, secure Stripe payments, and CMS-driven storefront content created scalability and operational challenges across the e-commerce platform.

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SOLUTIONS

Solution Provided

Scalable e-commerce solutions engineered to improve jewelry customization, secure checkout experiences, modular storefront management, and centralized operational workflows.



PACKAGE MANAGEMENT

Centralized product package handling with scalable parent-child configuration workflows.



STRIPE PAYMENTS

Secure GBP checkout integration delivering reliable transactions and trusted payment experiences.



PRODUCT CATALOG

Dynamic product variants, metadata, and customizable jewelry option management systems.



CMS CONTENT

Integrated blogs, FAQs, collections, and campaign sections managed without developer dependency.



CUSTOMER ACCOUNTS

Optimized wishlist, profile, and account workflows supporting personalized shopping experiences.



ORDER OPERATIONS

Unified coupon handling, order workflows, and scalable commerce management infrastructure.

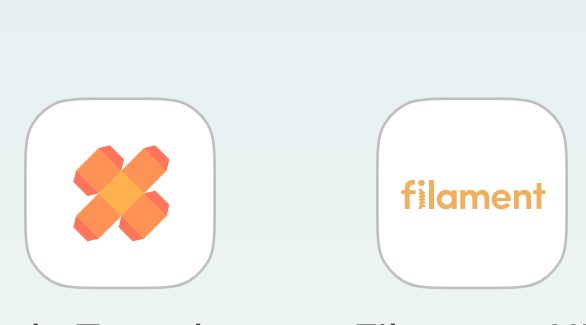
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TECH STACK

Built With Modern Technology

We use scalable Laravel commerce technologies to power secure Stripe payments, configurable product management, dynamic storefront content, and reliable customer shopping experiences.

FRONTEND



001 / 004

BACKEND



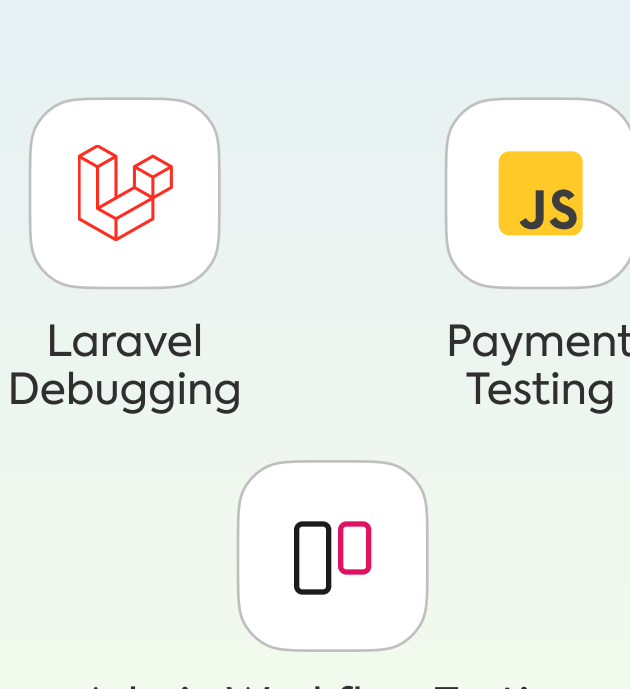
002 / 004

SERVICES & INTEGRATIONS



003 / 004

TESTING TOOLS



004 / 004

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RESULT

Results & Impact Metrics

Scalable commerce infrastructure, secure Stripe checkout, modular CMS workflows, and centralized product management improved customer engagement, operational efficiency, and overall storefront performance.



Higher Purchase Conversion

Customization-first buying journey improved conversion opportunities.



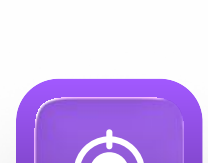
Faster Campaign Launches

CMS-driven content enabled quicker campaign and collection deployment.



Reliable Checkout Experience

Secure Stripe integration increased customer trust during checkout.



Centralized Management

Products, orders, and content managed from a unified system.



Reduced Administrative Work

Centralized workflows reduced manual operational effort.



Repeat Purchase Potential

Wishlists, coupons, and accounts encouraged returning customers.



Additional Insights

Modular CMS Workflows

Non-technical teams can update collections and marketing content independently.

Commerce Operations

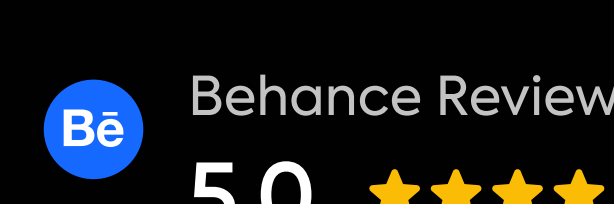
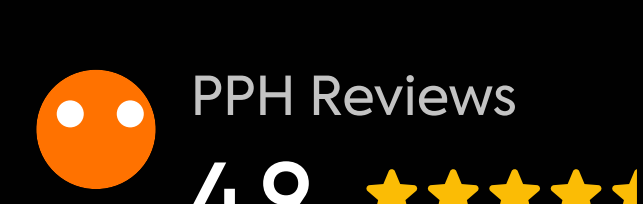
Modular architecture supports future growth and feature expansion.

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