

# Store Locator Redesign

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☰ Joyalukkas 📍

📍 United States [Change Country](#)

Enter City or Zipcode

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**Joyalukkas, New Jersey**

📍 1665 Oak Tree Rd Suite #325,  
Edison, NJ 08820

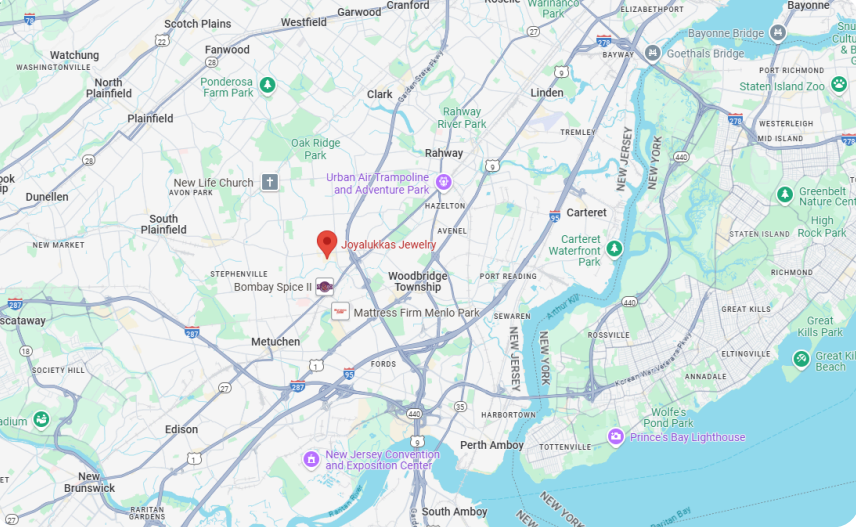
🕒 Tuesday - Sunday  
11:30 am - 7:30 pm

✉ [customercare@joyalukkas.com](mailto:customercare@joyalukkas.com)

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🌐 11 Countries 📍 160+ Showrooms

Joyalukkas' presence spans 11 countries, bringing world-class jewellery closer to you, no matter where you are. Our global presence ensures you can experience the finest designs and unmatched quality with ease, whether you're at home or traveling abroad. Shopping for precious moments has never been more convenient.

## **Project Overview**

**This UX project focused on redesigning the Store Locator page for a multinational jewellery brand.**

**The goal was to simplify the process of finding nearby stores and reduce user effort by optimising the locator experience.**

# Problem

The existing store locator was:

- A **generic global store locator**, not tailored to specific regions.
- **Cumbersome**, requiring users to enter multiple details to reach relevant results.
- Time-consuming, involving **too many steps** to find a nearby store.

The screenshot shows the Joyalukkas website's store locator interface. At the top, there is a red banner with the text "Save the BIG Joy for later through our Easy Gold Scheme [Click for Join Scheme](#)". Below this is the Joyalukkas logo and navigation icons for India, a heart, and a shopping bag. A search bar contains the text "Search for Diamond Rings". The main section is titled "FIND THE STORE NEAR YOU!". It features a dropdown menu for "INDIA" with a red checkmark. Below this is a button labeled "Access Location". An "OR" separator follows. Then there is a text input field for "Enter Pin Code". Another "OR" separator is present. Below that is a "Select City" dropdown menu with a red checkmark. At the bottom of this section is a large red button labeled "SEARCH". The bottom navigation bar includes icons for Home, Account, Categories, Gold Scheme, and Help.

Old Store Locator

## Goal

Design a **region-aware**, user-friendly store locator that:

- Detects or quickly guides users to **their region** or country.
- Displays a list of nearby stores with **minimal clicks**.
- Offers a **familiar map interaction** experience.
- Supports both **map view and list view** of locations.

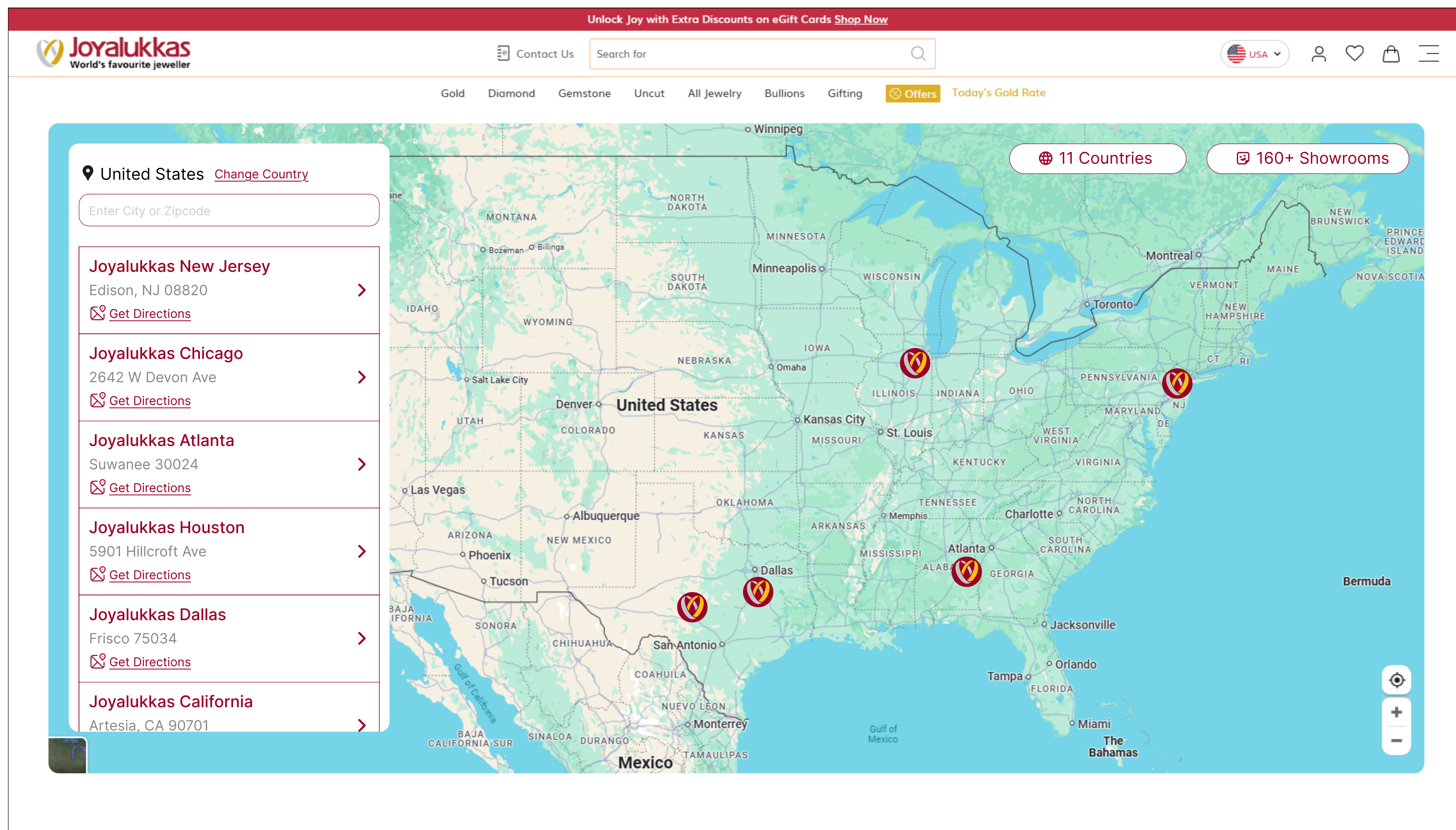
## Research Insights

User Behaviour Analysis revealed that:

- Majority of **purchases happen via desktop**, due to the high-value nature of jewellery.
- Users often preferred store search **interfaces that resembled Google Maps**.
- **Reducing form inputs** and using location-based detection improved satisfaction.

## Design Strategy

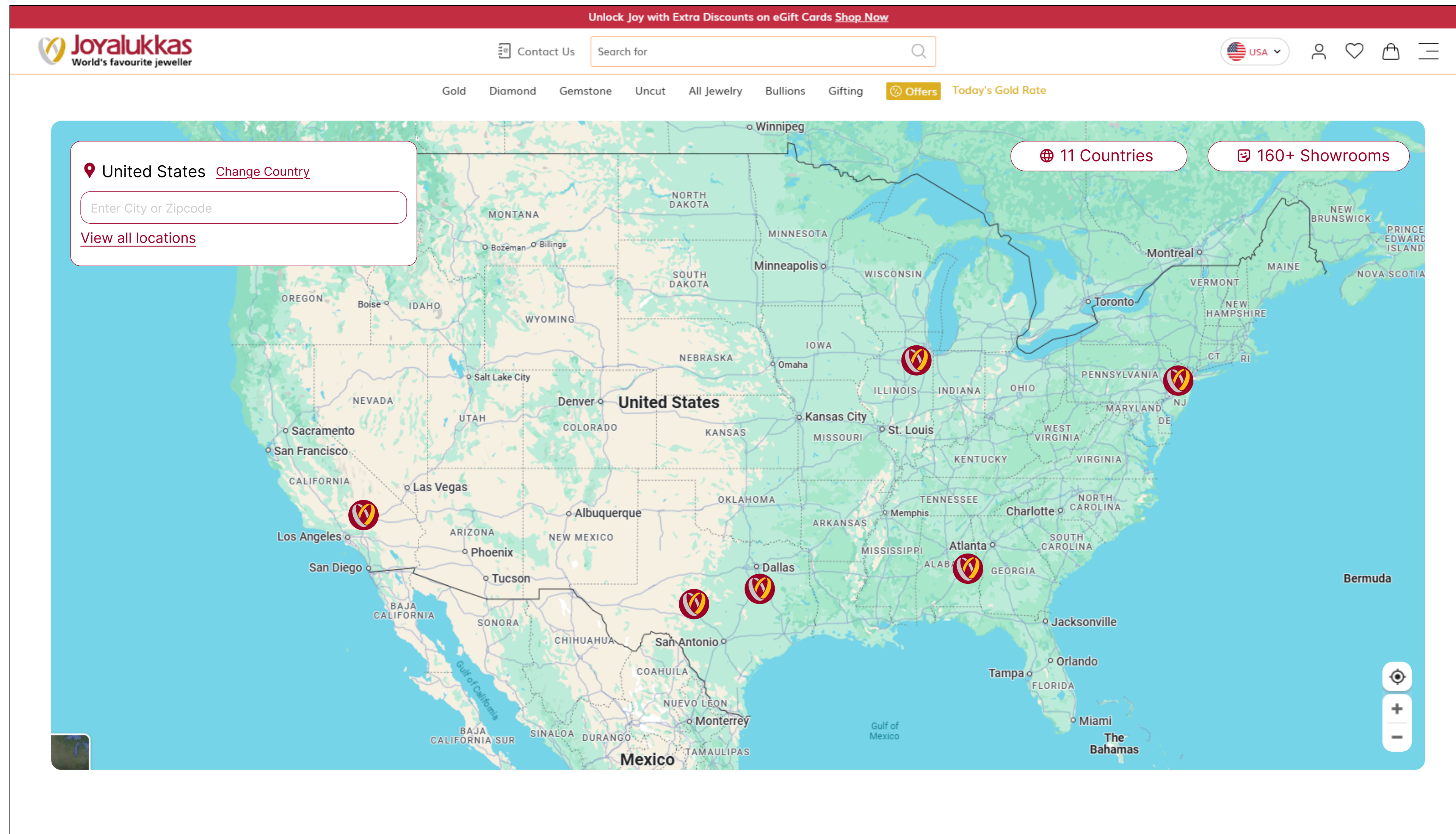
- A **Desktop-first approach** due to higher engagement and conversions on larger screens.
- **Map-based UI** with store pins over the user's country map.
- A **floating panel** showing store list with filters and clickable store details.
- **Familiarity was key:** followed visual language of popular maps (Google Maps).



Store Locator with List - Desktop

# Key Features

1. **Auto-region detection** or quick region selector.
2. **Map interface** with clickable store pins.

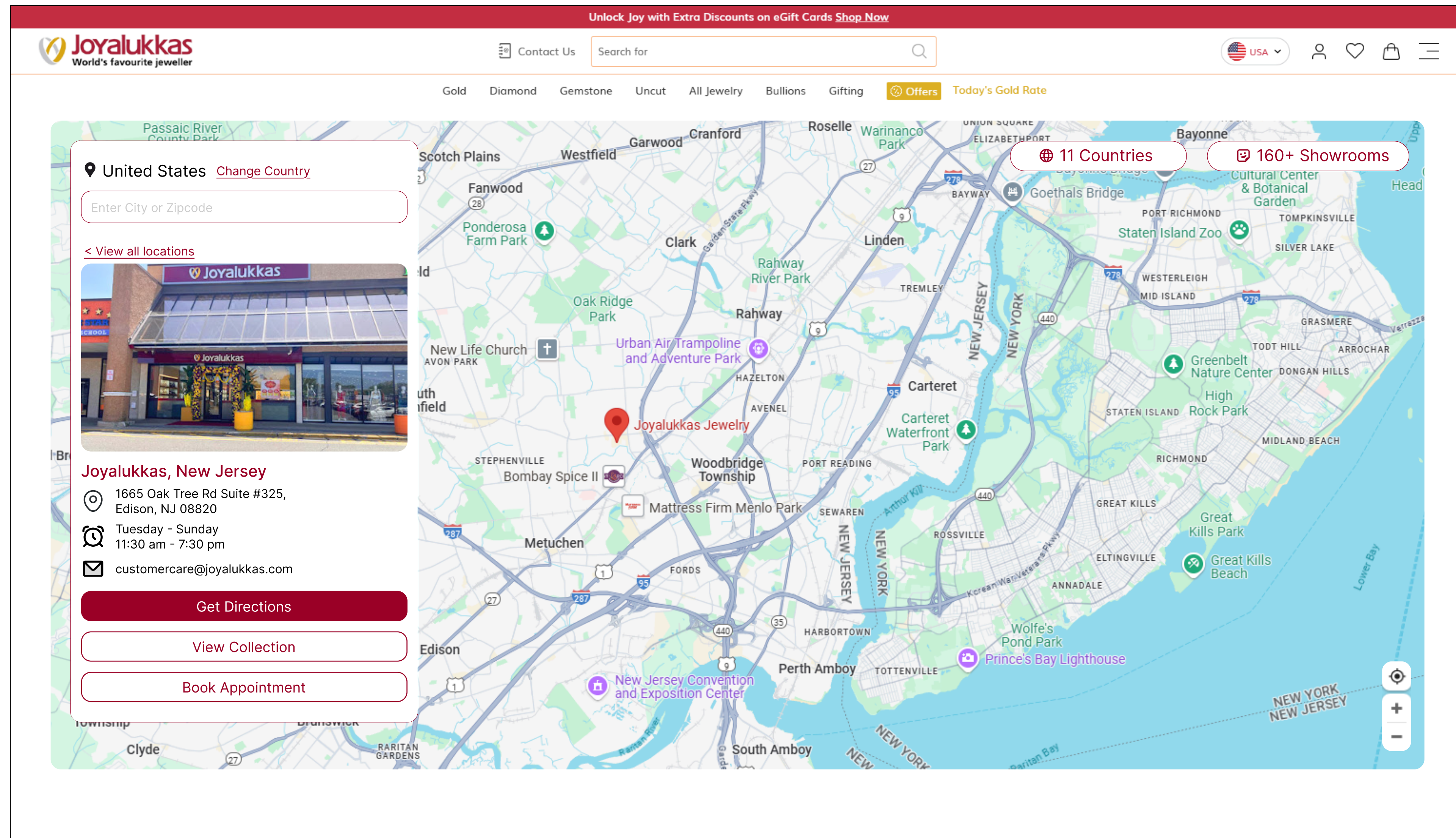


Store Locator Landing Page - Desktop

# Key Features

3. Floating panel with store details.

4. Search functionality with predictive results.

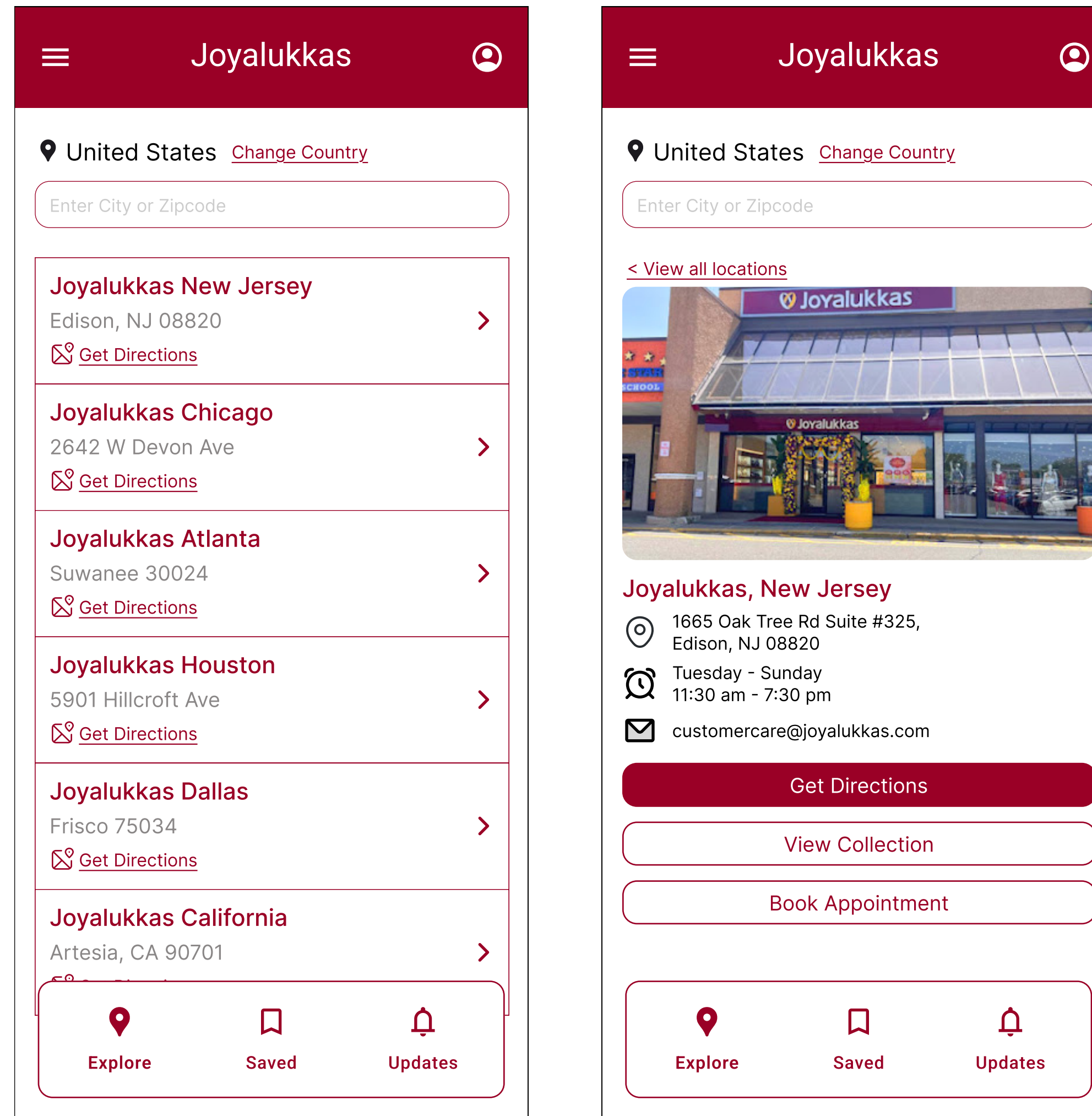


Store Locator with Store Details - Desktop



# Key Features

## 5. Mobile-responsive design, adapted from desktop layout.



Store Locator for Mobile

## **Results and Conclusion**

**The redesigned Store Locator aims to streamline user navigation, enhance trust, and boost engagement, especially on desktop — aligning with user behavior and business goals of Joyalukkas.**