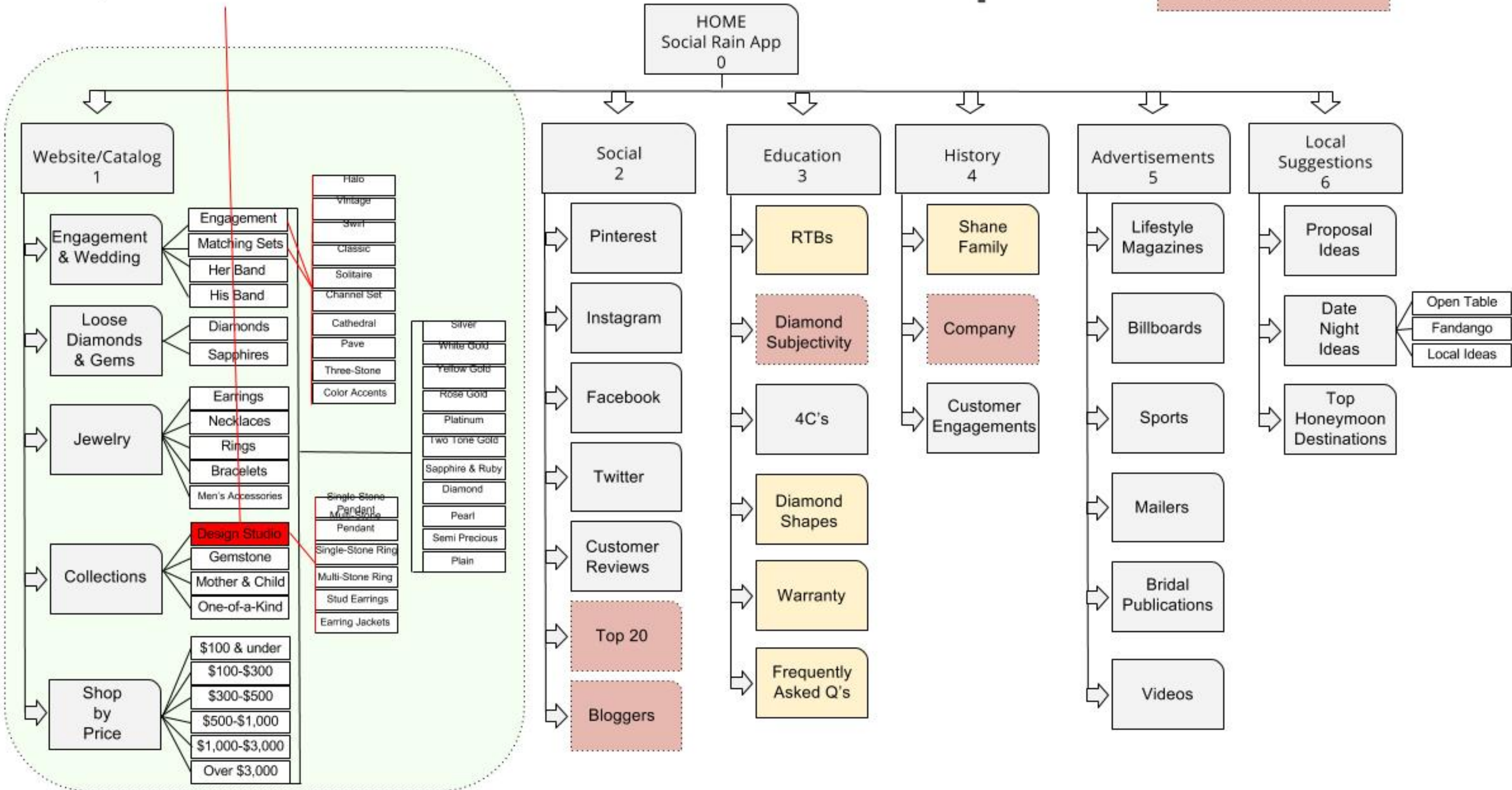


Interactive Kiosk - Sitemap

We have the content but it hasn't been created.

Need content/future addition

I am not sure this is possible on the kiosk.



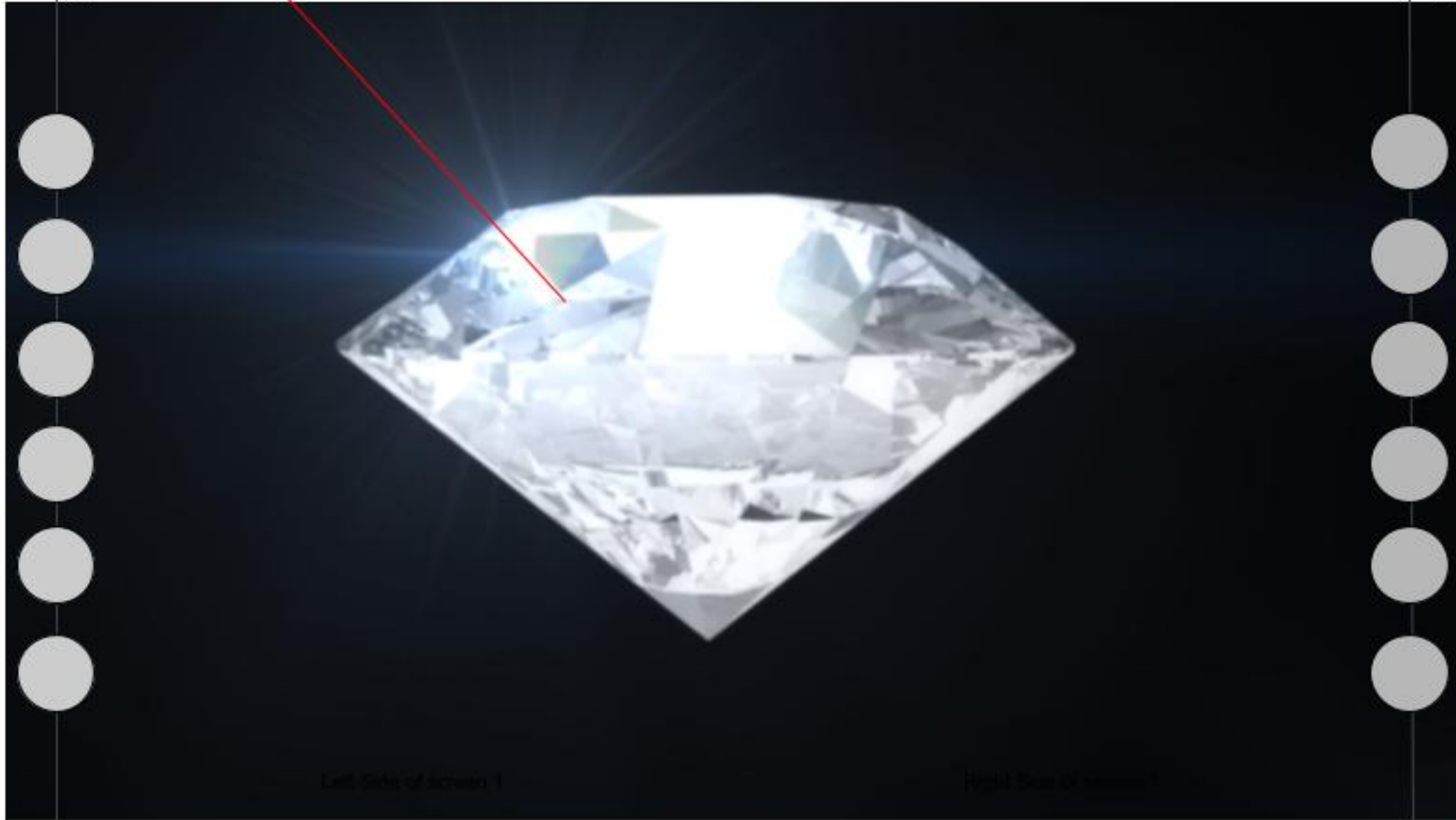
Interactive 3D diamond that customers can move and turn with touch.

Shane Co.

Interactive Kiosk - Wireframe 5

Main Navigation

Main Navigation



Nav lights up when selected. It is on both sides for comparison.

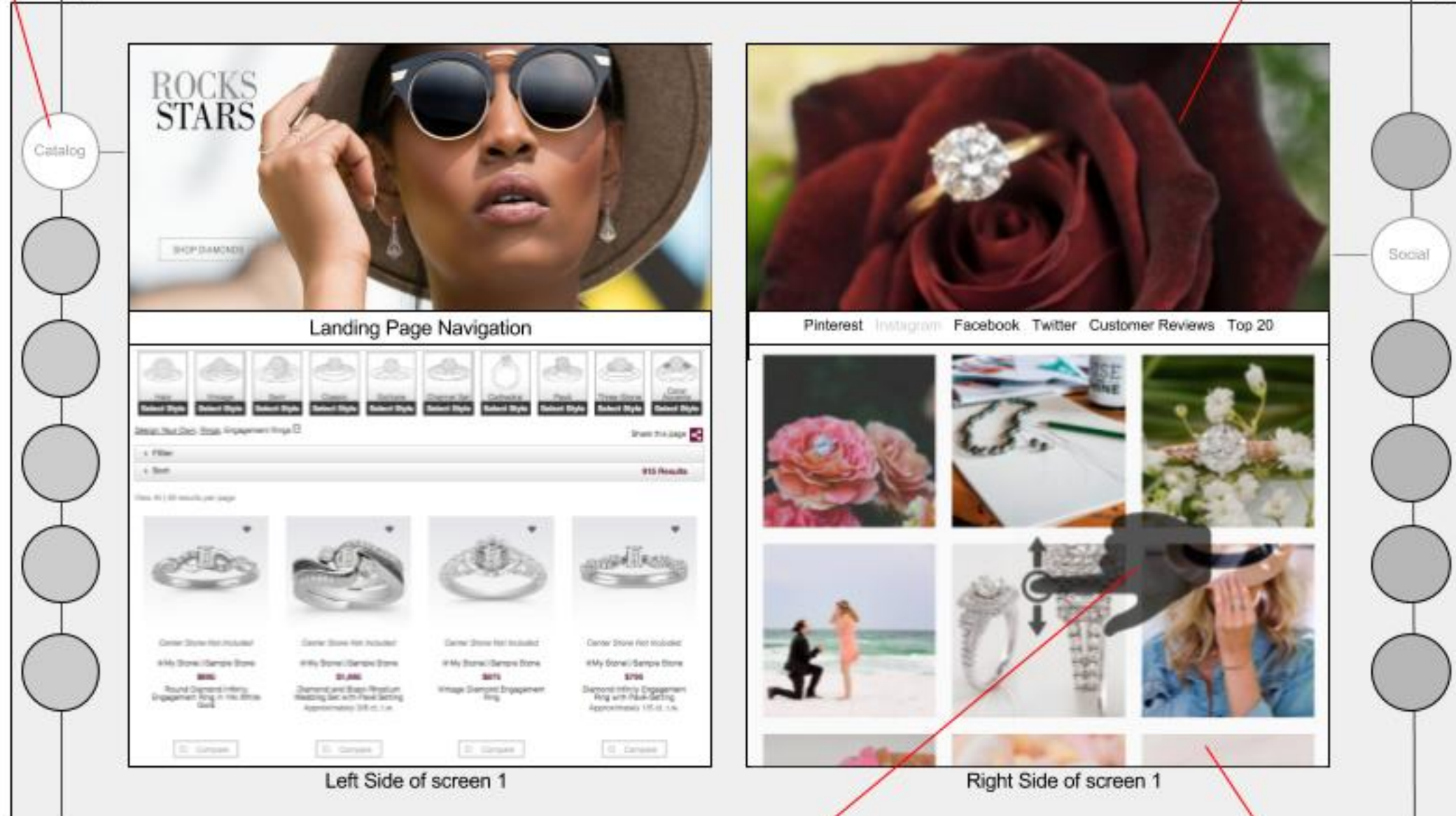
Shane Co.

Interactive Kiosk - Wireframe 1

Photos we curate and place in Jumbo-Tron

Main Navigation

Main Navigation



Left Side of screen 1

Right Side of screen 1

Some icon to indicate the images move by swiping. This should disappear after swipe occurs (each session).

Endless feed from Instagram/Social page.

Nav lights up when selected. It is on both sides for comparison.

Shane Co.

Interactive Kiosk - Wireframe 2

Photos we curate and place in Jumbo-Tron should rotate through.

Main Navigation

Main Navigation

Left Side of screen 1

Right Side of screen 1

Shane Co.

Interactive Kiosk - Wireframe 3

Screen should go blank when nothing is selected. Customers can do this by clicking on selected icon again.

Main Navigation

Main Navigation

Shane Classic

Landing Page Navigation

Certified Diamonds - What You Should Know

A diamond certificate, also known as a diamond report, is issued by an accredited independent gemological laboratory. In addition to the diamond's base weight and measurements, a certificate includes grades for the diamond's cut, color and clarity. These grades are the opinion of the individual at the lab who graded the diamond, based on the lab's own subjective grading standards. Certificates also include other information about the diamond's weight, symmetry and fluorescence, and also a graphic depiction of the diamond showing the location of the diamond's inclusions.

Why Shane Co. Uses Multiple Grading Labs

In addition to grading all of our diamonds ourselves, Shane Co. also uses several of the world's leading independent diamond grading laboratories to provide a 3rd party evaluation for many of our diamonds. For diamonds graded by an outside laboratory, a copy of the report is included online and with your purchase.

Some labs tend to be looser or stricter when grading Cut, Color and Clarity, and some are more consistent in applying their standards than others. Therefore, if different labs were to grade the exact same diamond, they could give that same diamond different grades.

By using multiple labs, Shane Co. ensures that our own grading standards reflect a balance of the prevailing global standards. Remember, of the Four Cs, only Cut Weight is factual, while cut, clarity, and color are merely an educated opinion by an individual. Our rigorous approach to grading ensures that we consistently provide our customers with accurate and reliable diamond grades.

Diamond Certification Laboratories

GIA - Gemological Institute of America

The GIA created the 4 Cs grading system. GIA is known for having the strictest grading standards of the leading labs and is also the most consistent. The GIA certificate is considered the benchmark to which all others are compared.

[Go to GIA website >](#)

IGI - International Gemological Institute

Left Side of screen 1

Right Side of screen 1

Interactive Kiosk - Wireframe 4

Main Navigation

Main Navigation

Catalog


Social

Education

History

Print ADs

Local Reservations



Landing Page Navigation

Since our founding in 1911, Shane Co. has established itself as one of the country's premier independent jewelry retailers. The Shane family tradition of excellence in the diamond industry is a legacy that began with our founder, Charles Shane, who purchased his first jewelry store in Cleveland, Ohio in 1928. It was the year of the stock market crash and the beginning of the Great Depression. An effort to survive was in general, increasing business was nearly impossible. But his persistence and commitment to quality, value and customer service persisted through the hardest economic times in American history.

By 1940, Richard Shane, joined the family business following his father's 12 military service. From the start, he started a rough road for one of the largest jewelry stores in the Midwest.

In 1971, I decided to start my own jewelry business. I recognized my father's old grandfather's commitment to quality, value and customer service, in addition to offering customers a unique educational opportunity. My main goal is to make sure that all of our customers feel enough knowledge about their jewelry options to make their informed purchasing decisions.

Since these early steps, the Shane Co. has grown tremendously. For us we grow some elements of Shane Co. which consist:

- We buy our diamonds and other gems first hand, directly from the miners in Africa, Sri Lanka, Brazil and Mexico, in other words, we pay no middleman markup.
- We provide an unconditional 30-day Money Back Guarantee. If you do not completely satisfied - for any reason - we will refund your purchase price.
- With our knowledge, experience, guidance and solid values, we are your absolute best resource for that important diamond purchase.
- Our advertising emphasizes the truth about our business and reflects our commitment to honesty.
- Our web site is an extension of the education, service and professional customer experience in any of our stores. As a progressive, customer-focused company, we are dedicated to making jewelry buying even more comfortable, convenient and satisfying for our guests.

Tom Shane
Tom Shane
Owner
Shane Co.

Our Philosophy

Our Customers...
Shane Co. has the best value to meet your needs.

Our Team Members...
The best company to work for.

Our Gemstones...
A fine example of what an expert should be.

Our Values...
Honesty, Integrity and Service.

Our Goal...
To provide an unbeatable value for

Catalog


Social

Education

History


Print ADs

Local Reservations




SHANE CO. - IN THE SPOTLIGHT

VIDEOS




Are you ready to work at Shane Co.?

Are you ready to work at Shane Co.?




Surprise Marriage Proposal at Denver Nuggets Game

Surprise Marriage Proposal at Denver Nuggets Game



Red Carpet Sparkle

Red Carpet Sparkle




Shane Co. - Toyland

Shane Co. - Toyland

[MORE VIDEOS](#)

IN THE NEWS



Jewelry Expert Talks Valentine's Day Trends

Jewelry Expert Talks Valentine's Day Trends

<http://www.westwood.com/news/2012/04/jewelry-expert-talks-valetines-day-trends/>

Left Side of screen 1