

FEBRUARY

2024

RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Bourstrak

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1. INTRODUCTION

Bourstrak is a comprehensive application offering personalized day trading signals. It sought a modern, scalable, and dynamic platform to showcase its services, track market trends, and engage with its audience. The goal was to create a user-friendly platform that aligns with its industry-specific needs and growth objectives.

2. RESEARCH & ANALYSIS

The foundation of this project was in-depth research and analysis to ensure the platform would meet the needs of traders, perform exceptionally in competitive trading industry.



UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential users see when they land on your platform. They allow you to highlight why they should choose Bourstrak and what value they can expect.



COMPETITOR ANALYSIS

Researched similar applications in the trading sector to identify market trends, strengths, and potential areas for enhancement.



MARKET DEMAND

Studied trader behavior and preferences, ensuring the signals and features would meet the expectations of the day trading community.

This phase ensured our approach was data-driven & aligned with project requirements and goals.

3. UI DESIGNING

The next step was to convert our research into an intuitive and user-friendly design: After several iterations, the Bourstrak team will review and approve the design, setting the stage for the development phase.

1

WIREFRAMES & PROTOTYPES

Created wireframes to map out the platform's layout for seamless navigation.

2

CLIENT COLLABORATION

Worked closely with the client to refine the platform, incorporating feedback to meet their expectations.

2

RESPONSIVE DESIGN

Ensured a mobile-friendly and visually appealing design across all devices for Bourstrak.

4. PROBLEM STATEMENT

Building a scalable Bourstrak platform presented challenges such as incorporating custom trading features, ensuring real-time performance, optimizing system efficiency, and maintaining user-friendly management within the project's timeline.

1. SCALABILITY

The platform needed to accommodate diverse trading signals including forex pairs, Nifty50, and Gold.

2. USER EXPERIENCE

Both users required an intuitive interface to navigate and track market trends effectively.

3. CONTENT MANAGEMENT

The client needed a CMS for easy updates and management of trading signals and alerts.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for forex pairs, Nifty50, Gold, and trading signals to simplify content organization.



Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for traders.



CMS Optimization

Customized the platform dashboard for non-technical users to easily track and manage day trading signals on Bourstrak.



Performance Enhancements

Improved signal delivery speed with real-time alerts, content optimization, adaptive tracking for seamless performance.

6. RESULTS

The newly developed platform enabled Bourstrak to:

- Streamline day trading signal management and alert services.
- Enhance engagement with both traders and content providers.
- Improve brand visibility through SEO-optimized content.