

NOVEMBER

2023

RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

ChalknDust

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1. INTRODUCTION

ChalknDust is a dynamic platform designed to enhance communication between parents and schools. It aimed to create a modern, scalable solution to efficiently manage school updates, notices, events, homework, and more. The goal was to develop a user-friendly app that aligns with the specific communication needs of educational institutions.

2. RESEARCH & ANALYSIS

The project was driven by research to ensure the platform meets the needs of parents and schools, excelling in the education technology market.



UNDERSTANDING REQUIREMENTS

Project overviews are the first thing users see when they open ChalknDust, showcasing the platform's benefits and how it enhances communication between parents and schools.



COMPETITOR ANALYSIS

Studied comparable communication platforms in the education industry to understand current trends, key features, and areas for improvement.



MARKET DEMAND

Analyzed parent and school communication needs, ensuring the app's content and functionality would meet the expectations both educational institutions.

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

3. UI DESIGNING

The following step involved turning our research findings into an intuitive and user-friendly design. After several design iterations, the ChalknDust team reviewed and approved the final design.

1

WIREFRAMES & PROTOTYPES

Designed wireframes to outline the app's structure for easy navigation.

2

CLIENT COLLABORATION

Worked closely with the client to refine the app, ensuring it met their needs and expectations.

2

RESPONSIVE DESIGN

Optimized for a smooth, visually appealing experience across all devices.

4. PROBLEM STATEMENT

Creating a scalable ChalknDust platform presented challenges such as incorporating specialized features, ensuring the app's responsiveness across devices, optimizing performance, and simplifying content management.

1. SCALABILITY

The platform needed to handle various school communications, such as notices, events, and updates.

2. USER EXPERIENCE

Both users required an intuitive interface to navigate and explore school updates effectively.

3. CONTENT MANAGEMENT

The client needed a CMS for easy updates and management of school content by non technical staff

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created custom post types for notices, homework, events, and fee details to enhance content organization accessibility.



Dynamic Search and Filtering

Advanced filters simplify access to key school updates and information for parents and staff.



CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage school communications.



Performance Enhancements

Improved loading speed with caching solutions, content optimization & real time updates for seamless communication.

6. RESULTS

The newly developed platform enabled ChalknDust to:



Streamline communication between parents and schools.



Enhance engagement with both parents educational institutions



Improve user experience through intuitive design.