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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

**Footwear Mart
Seller**

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1. INTRODUCTION

Footwear Mart Seller is an online platform that provides manufacturers across India with the opportunity to sell their products in bulk directly to retailers and wholesalers. It sought a modern, scalable, and dynamic solution to showcase its products, manage orders, and engage with buyers. The goal was to create a user-friendly platform to the footwear.

2. RESEARCH & ANALYSIS

The foundation of this project was thorough research and analysis to ensure the platform would meet user requirements and excel in the competitive footwear market.



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 Footwear Mart Seller and what value they can expect.



COMPETITOR ANALYSIS

Researched similar platforms in the footwear industry to identify trends, strengths, and areas of improvement.



MARKET DEMAND

Analyzed user behavior and preferences, ensuring the platform's products and functionality would meet industry expectations.

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

3. UI DESIGNING

The next step was to translate our research into a user-friendly design: After designing, Footwear Mart Seller's team will approve the design after multiple iterations, paving the way for the development phase.

1

WIREFRAMES & PROTOTYPES

Created wireframes to outline Footwear Mart Seller's structure, ensuring intuitive navigation.

2

CLIENT COLLABORATION

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

2

RESPONSIVE DESIGN

Ensured the design was mobile-friendly and visually appealing across all devices.

4. PROBLEM STATEMENT

Developing a scalable Footwear Mart Seller platform involved challenges like integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the project's timeline.

1. SCALABILITY

The platform needed to support a wide range of footwear products for bulk sales to retailers and wholesalers.

2. USER EXPERIENCE

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

3. CONTENT MANAGEMENT

The client needed a CMS that enabled non-technical staff to easily update & manage the app.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for products, orders & retailer reviews to simplify content organization in Footwear Mart Seller.



Dynamic Search and Filtering

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



CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage content on Footwear Mart Seller.



Performance Enhancements

Enhanced loading speed with caching, content optimization, and adaptive streaming for smooth performance.

6. RESULTS

The newly developed platform enabled Footwear Mart Seller to:

- Streamline product management and bulk sales services.
- Enhance engagement with both retailers & wholesalers.
- Improve brand visibility through SEO-optimized content.