

APRIL
2023

RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

**Gautam Buddha
Nagar**

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1. INTRODUCTION

The app "GB" (Gautam Buddh Nagar), developed by RannLab Technologies, helps users discover and connect with local shops and businesses in the Gautam Buddh Nagar area. It allows users to explore a variety of nearby shops, view detailed listings of products and services with prices, and directly contact businesses for inquiries and purchases.

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 "GB" (Gautam Buddh Nagar) 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 the app "GB" (Gautam Buddh Nagar) what value they can expect.



COMPETITOR ANALYSIS

Researched similar platforms in the local business discovery space to identify trends, strengths, and areas of improvement.



MARKET DEMAND

Analyzed user behavior and preferences, ensuring the content 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, the "GB" (Gautam Buddh Nagar) app's team will approve the design after multiple iterations, paving the way for the development.

1

WIREFRAMES & PROTOTYPES

Created initial wireframes to outline the platform'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 app "GB" (Gautam Buddh Nagar) involved challenges like integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the project's timeline.

1. SCALABILITY

The app "GB" (Gautam Buddh Nagar) needed to accommodate a variety of businesses and services.

2. USER EXPERIENCE

Both users required an intuitive interface to explore local shops and businesses 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 local shops, products, services, and user reviews to simplify content organization in the app



Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for users seeking local shops.



CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage content on the app "GB"



Performance Enhancements

Improved loading speed with caching solutions, content optimization, adaptive streaming for seamless performance

6. RESULTS

The newly developed platform enabled the app "GB"

- Streamline business listings and local shop management.
- Enhance engagement with both users and local businesses.
- Improve visibility of local shops through optimized search.