AUGUST
2022

RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Peacelog

Presented by

Rannlab Technologies

Table of
CONTENTS

1. INTRODUCTION

Peacelog is a comprehensive entertainment platform offering a personalized subscription experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage content, 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 thorough research and analysis to ensure the platform would meet user requirements and excel in the competitive entertainment market.

UNDERSTANDING REQUIREMEANTS

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

COMPETITOR ANALYSIS

Researched similar platforms in the entertainment industry 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, Peacelog's team will approve the design after multiple iterations, paving the way for the development phase.

2 **CLIENT COLLABORATION**

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

1 **WIREFRAMES & PROTOTYPES**

Created initial wireframes to outline the platform's structure, ensuring intuitive navigation.

2 **RESPONSIVE DESIGN**

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

4. PROBLEM STATEMENT

Developing a scalable Peacelog 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 accommodate diverse of content including movies, TV shows and documentaries.

2. USER EXPERIENCE

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

3. CONTENT MANAGEMENT

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

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:

→

Custom Post Types

Created tailored post types for movies, TV shows, documentaries, and user reviews to simplify content organization.

→

Dynamic Search and Filtering

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

→

CMS Optimization

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

→

Performance Enhancements

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

6. RESULTS

The newly developed platform enabled Peacelog to:

→ Streamline content management and subscription services.

→ Enhance engagement with both users & content providers.

→ Improve brand visibility through SEO-optimized content.