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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Sudama Premiere League

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1. INTRODUCTION

Sudama Premiere League (SPL) is a comprehensive cricket platform offering a personalized experience for players & fans. It sought a modern, scalable, dynamic platform to showcase its matches, manage league content, and engage with its audience. The goal was to create a user-friendly platform that aligns with its sports-specific needs & growth objectives.

2. RESEARCH & ANALYSIS

In-depth research and analysis formed the foundation of this project, ensuring the platform met user needs and stood out in the competitive cricketing landscape.



UNDERSTANDING REQUIREMENTS

Project overviews are the first impression potential users get when they visit your platform. They help you showcase why Sudama Premiere League is the right choice and the value it brings to players & fans.



COMPETITOR ANALYSIS

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



MARKET DEMAND

Analyzed player performance and fan preferences, ensuring the content and functionality would meet sports 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, Sudama Premiere League's team will approve the design after multiple iterations, paving the way for the development phase.

1

WIREFRAMES & PROTOTYPES

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

2

CLIENT COLLABORATION

Worked with the client to refine the Sudama Premiere League platform, ensuring it met their expectations.

2

RESPONSIVE DESIGN

Ensured the league's platform was mobile-friendly & visually appealing across all devices.

4. PROBLEM STATEMENT

Creating a scalable platform for Sudama Premiere League posed challenges such as incorporating unique features, ensuring seamless responsiveness, enhancing performance, and managing the platform efficiently within the project's timeline.

1. SCALABILITY

The platform needed to handle a wide variety of content, including match details, team rosters, and tournament.

2. USER EXPERIENCE

SPL needed a user-friendly interface that allows players and fans to easily navigate & engage with league.

3. CONTENT MANAGEMENT

The client needed a CMS for SPL to help non-technical staff easily manage & update content.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for teams, players, matches, and fan reviews to simplify content organization in the SPL .



Dynamic Search and Filtering

Advanced filters were added to improve search and user experience in the Sudama Premiere League.



CMS Optimization

Tailored the platform dashboard for non-technical users to effortlessly manage and update content on SPL .



Performance Enhancements

Enhanced performance with faster match updates, real-time streaming, optimized content delivery for a smooth & engaging

6. RESULTS

The newly developed platform enabled SPL to:



Streamline match scheduling and event management.



Enhance engagement with both players & fans.



Improve brand visibility through optimized content & promotions