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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

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1. INTRODUCTION

BadrinathKiDukaan.com is a comprehensive e-commerce platform offering a personalized shopping experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage product listings, engage with its customers. The goal was to create a user-friendly platform that aligns with its industry specific needs & growth objectives

2. RESEARCH & ANALYSIS

The foundation of this project was comprehensive research and analysis to ensure the platform would address customer needs and thrive in the competitive organic products market.



UNDERSTANDING REQUIREMENTS

Project overviews are the first point of contact for potential customers visiting your platform. They offer an opportunity to showcase why BadrinathKiDukaan is the best choice and the unique benefits.



COMPETITOR ANALYSIS

Researched similar e-commerce platforms in the organic food and wellness industry to identify trends, strengths, and areas of improvement.



MARKET DEMAND

Studied customer trends and preferences to ensure the product range and platform features align with the growing demand for organic & healthy products.

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

3. UI DESIGNING

The next step was to transform our research findings into an intuitive and visually appealing design: After several iterations, BadrinathKiDukaan's team will review and approve the design, leading to development phase.

1

WIREFRAMES & PROTOTYPES

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

2

CLIENT COLLABORATION

Worked directly with the client to refine the platform, ensuring it met their expectations for products and user experience.

2

RESPONSIVE DESIGN

Created wireframes to define the platform's layout, ensuring a user-friendly experience.

4. PROBLEM STATEMENT

Building a scalable BadrinathKiDukaan platform presented challenges such as integrating unique features, ensuring a seamless user experience, optimizing site speed, and balancing functionality with ease of use within the project timeline.

1. SCALABILITY

The platform needed to accommodate a diverse range of products, including healthy, pure organic item

2. USER EXPERIENCE

The platform needed a simple, user-friendly design for easy product discovery and purchasing.

3. CONTENT MANAGEMENT

The client needed a CMS for easy content, product management by non technical staff.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created custom post types for organic products and customer reviews to simplify management and organization.



Dynamic Search and Filtering

Enhanced search options for a smoother shopping experience, helping customers find organic products easily.



CMS Optimization

Tailored the platform dashboard to allow non-technical users to seamlessly manage and update product information.



Performance Enhancements

Optimized website speed through caching, image compression, and efficient content delivery, ensuring a smooth.

6. RESULTS

The newly developed platform enabled BadrinathKiDukaan to:

- Streamline product management and online shopping services.
- Enhance engagement with both customers & suppliers.
- Enhance online visibility through SEO-driven content.