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PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Bento Young

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1. INTRODUCTION

Bento Young is a comprehensive online footwear application offering a personalized shopping experience. It sought a modern, scalable, and dynamic platform to showcase its products, manage inventory, and engage with its customers. 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 comprehensive research and analysis to ensure the platform would meet the needs of customers stand out the competitive online footwear industry.



UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential customers see when they visit your platform. They provide an opportunity to emphasize why they should choose the benefits they can look forward to.



COMPETITOR ANALYSIS

Researched similar platforms in the footwear industry to understand market trends, identify key strengths, discover potential areas for improvement.



MARKET DEMAND

Analyzed customer preferences and shopping habits, ensuring the products and features would align with market trends and expectations.

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

3. UI DESIGNING

The next step was to convert our research into an intuitive and user-friendly design. After multiple iterations, the Bento Young team will review, approve the design, setting the stage for the development phase.

1

WIREFRAMES & PROTOTYPES

Created initial wireframes to outline the application structure, ensuring intuitive navigation.

2

CLIENT COLLABORATION

Collaborated closely with the client to enhance the platform, integrating their feedback to ensure it met their needs.

2

RESPONSIVE DESIGN

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

4. PROBLEM STATEMENT

Developing a scalable Bento Young platform faced challenges such as incorporating unique features, ensuring a responsive design, optimizing performance for fast delivery, and maintaining ease of use for both customers and administrators.

1. SCALABILITY

The platform needed to accommodate a diverse range of men's footwear designs and styles.

2. USER EXPERIENCE

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

3. CONTENT MANAGEMENT

The client needed a CMS for easy content updates & management by non-technical staff.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for men's footwear, product reviews, and customer feedback to simplify content organization.



Dynamic Search and Filtering

Incorporated advanced filters to optimize search functionality, improve the shopping experience for footwear customers.



CMS Optimization

Simplified the platform dashboard for Bento Young, enabling easy content management for non-technical users.



Performance Enhancements

Faster loading with caching, content optimization, and efficient streaming for a smooth experience.

6. RESULTS

The newly developed platform enabled Bento Young to:

- Streamline product management and order services.
- Enhance engagement with both customers, footwear designers.
- Improve brand visibility through SEO-optimized content.