

APRIL
2023

RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Bharat Darshan

Presented by

Rannlab Technologies



+91-96502-62666



Info@rannlab.com



www.Rannlab.com

Table of **CONTENTS**

01 Introduction

02 Research & Analysis

03 UI Designing

04 Problem Statement

05 Proposed Solution

06 Results



1. INTRODUCTION

Bharatdarshan is a comprehensive event platform offering a personalized discovery experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage event 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

This project was built on detailed research and analysis to ensure the platform addressed user needs and stood out in the competitive event management and discovery market.



UNDERSTANDING REQUIREMENTS

Project overviews are the initial touchpoint for potential users visiting your platform. They provide an opportunity to showcase why Bharatdarshan stands out and the value it brings to its audience.



COMPETITOR ANALYSIS

Analyzed similar event platforms to understand industry trends, highlight strengths, and uncover opportunities for improvement.



MARKET DEMAND

Studied audience interests and trends to ensure the platform's content and features align with industry standards and user expectations.

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

3. UI DESIGNING

The next step was to turn our research into an intuitive and user-friendly design: The design for bharatdarshan underwent multiple iterations, was finalized with team approval, setting the stage for development phase.

1

WIREFRAMES & PROTOTYPES

Created initial wireframes to outline the platform's structure, ensuring for event discovery.

2

CLIENT COLLABORATION

Worked with the client to refine the platform, ensuring it met the goal of promoting events across India.

2

RESPONSIVE DESIGN

Optimized the design for a seamless & visually appealing experience across all devices.

4. PROBLEM STATEMENT

Building a scalable Bharatdarshan platform presented challenges such as incorporating unique features, ensuring mobile responsiveness, optimizing for high traffic, and providing easy content management, all within the specified project timeline.

1. SCALABILITY

The platform needed to accommodate diverse content, including events, festivals, cultural celebrations.

2. USER EXPERIENCE

Bharat Darshan required an intuitive interface to navigate and explore event content effectively.

3. CONTENT MANAGEMENT

The client required a CMS that allowed non-technical staff to efficiently update & manage event.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for events, festivals, locations, and user reviews to simplify content organization.



Dynamic Search and Filtering

Implemented sophisticated filtering options to optimize search results and improve the user experience.



CMS Optimization

Tailored the platform dashboard to allow non-technical users to effortlessly update and manage event information.



Performance Enhancements

Enhanced loading speed with optimized caching, event content compression, and adaptive streaming to ensure smooth.

6. RESULTS

The newly developed platform enabled bharatdarshan to:

- Streamline event management and content services.
- Enhance engagement with both event organizers & attendees.
- Improve brand visibility through SEO-optimized content.