

JUNE

2023

**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Bharat Darshan**

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# 1. INTRODUCTION

Bharat Darshan 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 cultural and events market.



### UNDERSTANDING REQUIREMENTS

Project overviews are the first impression users get when they visit your platform. They help showcase why Bharat Darshan stands out and the value it offers to its audience.



### COMPETITOR ANALYSIS

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



### MARKET DEMAND

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

**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 into an intuitive and user-friendly design: After multiple iterations, refinements, the Bharat Darshan team will review, approve the final design before moving for development.

1

### WIREFRAMES & PROTOTYPES

Developed initial wireframes to define the platform's layout, ensuring seamless user friendly.

2

### CLIENT COLLABORATION

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

2

### RESPONSIVE DESIGN

Ensured seamless accessibility and visual appeal across all devices.

## 4. PROBLEM STATEMENT

Building a scalable Bharat Darshan platform required overcoming challenges such as integrating tailored features, ensuring a responsive design, enhancing performance, and streamlining management while adhering to the project timeline.

### 1. SCALABILITY

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

### 2. USER EXPERIENCE

Visitors needed a seamless and user-friendly interface to browse and engage with content effortlessly.

### 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 events, festivals, heritage programs, and cultural initiatives to simplify content organization.



### Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for event & culture enthusiasts.



### CMS Optimization

Enhanced the platform dashboard, enabling non-technical users to efficiently update and manage content.



### Performance Enhancements

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

## 6. RESULTS

The newly developed platform empowered Bharat Darshan to:

- Optimize content management and enhance visibility.
- Strengthen engagement with users and event organizers.
- Boost brand presence through SEO-driven content strategies.