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**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Bourstrak**

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# 1. INTRODUCTION

Bourstrak is a comprehensive trading alert platform offering a personalized market analysis 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 trading market.



### UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential users see when they land on your platform. They allow you to highlight why they should choose Bourstrak and how it can enhance their trading experience.



### COMPETITOR ANALYSIS

Conducted research on similar trading platforms to identify market trends, competitive strengths, and potential areas for improvement.



### MARKET DEMAND

Studied trading patterns and user preferences, ensuring that the platform's features and alerts align with 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, the Bourstrak team reviewed and approved the design through multiple iterations, ensuring a seamless transition phase.

1

### WIREFRAMES & PROTOTYPES

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

2

### CLIENT COLLABORATION

Actively engaged with the client to enhance the platform, integrating their feedback to align with their expectations.

2

### RESPONSIVE DESIGN

Designed to be visually appealing and user-friendly across all devices.

## 4. PROBLEM STATEMENT

Building a scalable Bourstrak platform came with challenges such as integrating advanced trading tools, ensuring seamless performance across devices, optimizing real-time alerts, and maintaining an efficient content management system.

### 1. SCALABILITY

The platform needed to accommodate diverse content, including trading signals, market analysis.

### 2. USER EXPERIENCE

Traders required an intuitive interface to navigate and analyze market data effectively.

### 3. CONTENT MANAGEMENT

Bourstrak required a CMS that allowed non-technical staff to efficiently update and manage.

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created tailored post types for trading signals, market analysis, asset categories, user insights, simplify content organization.



### Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for traders and investors.



### CMS Optimization

Enhanced the platform dashboard to empower non-technical user to efficiently update & manage content on Bourstrak.



### Performance Enhancements

Optimized system performance with advanced caching solutions, enhanced content delivery, and adaptive streaming.

## 6. RESULTS

The newly developed platform enabled Bourstrak to:

- Streamline content management and trading alert services.
- Enhance engagement with both traders & market analysts.
- Improve brand visibility through SEO-optimized content.