JULY

2024

ZANNLAB

# **PROJECT** REPORT

**Empowering Your Enterprise** for Success

Prepared for

**Brad Power** 

Presented by

**Rannlab Technologies** 







#### **Brad Power**

# Table of CONTENTS

01 Introduction

O2 Research & Analysis

03 UI Designing

04 Problem Statement

O5 Proposed Solution

06 Results

#### 1. INTRODUCTION

Brad Power is a comprehensive renewable energy and green mobility solutions provider offering a personalized 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 growth objectives.

#### 2. RESEARCH & ANALYSIS

The project began with in-depth research and analysis to ensure the platform met user needs and thrived in the renewable energy and green mobility market.



#### **UNDERSTANDING REQUIREMEANTS**

Project overviews offer potential clients a brief yet impactful introduction to Brad Power, showcasing the benefits of our sustainable energy and green mobility solutions.



#### **COMPETITOR ANALYSIS**

Researched similar platforms in the renewable energy and green mobility industry to identify trends, strengths, and areas of improvement.



#### MARKET DEMAND

Analyzed user behavior and preferences, ensuring the content and functionality would meet industry expectations in renewable energy & green mobility.

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 a user-friendly design: Once the design was finalized, Brad Power's team reviewed and approved it after several iterations, setting the stage in the development phase



## WIREFRAMES & PROTOTYPES

Designed wireframes to define the platform structure, ensuring easy navigation for Brad Power. 2

# CLIENT COLLABORATION

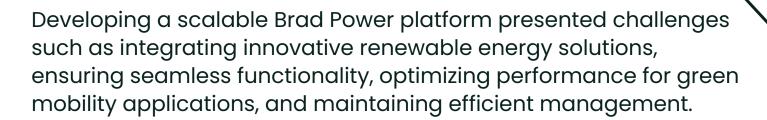
Worked closely with client to refine platform, incorporating feedback to meet their sustainability innovation goals.

2

# RESPONSIVE DESIGN

Optimized the design for all devices, ensuring a seamless and appealing experience.

#### 4. PROBLEM STATEMENT



#### 1. SCALABILITY

The platform needed to accommodate a variety renewable energy solutions and green mobility products.

### 2. USER EXPERIENCE

Users required an intuitive interface to explore renewable energy & mobility solutions effectively.

### 3. CONTENT MANAGEMENT

The client needed a CMS that allowed nontechnical staff to easily update manage website.

#### 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



#### Custom Post Types

Created tailored post types for solar products, electric vehicles & sustainability updates to simplify content organization.



## Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for sustainability solutions.



#### CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage content on Brad Power.



#### Performance Enhancements

Improved efficiency with optimized energy solutions, advanced technologies, adaptive systems, seamless performance.

#### 6. RESULTS

The newly developed platform enabled Brad Power to:

- → Streamline product management and service offerings.
- → Enhance engagement with both customers and partners.
- → Improve brand visibility through SEO-optimized content.