DECEMBER

2024

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

CESTT

Presented by

Rannlab Technologies

Table of
CONTENTS

1. INTRODUCTION

CESTT is a leading platform dedicated to providing specialized training and certification services the construction industry. 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 foundation of this project was thorough research and analysis to ensure the platform would meet user requirements and excel in the competitive training and certification market.

UNDERSTANDING REQUIREMEANTS

Project overviews are the first thing potential users notice when they visit your platform. They provide an opportunity to highlight why they should choose CESTT and the value they can gain.

COMPETITOR ANALYSIS

Conducted research on similar platforms in the construction training industry to analyze market trends, key strengths, opportunities for improvement.

MARKET DEMAND

Conducted an in-depth analysis of user behavior and preferences to ensure the platform's content and functionality 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, CESTT's team will approve the design after multiple iterations, paving the way for the development phase.

2 CLIENT COLLABORATION

Engaged closely with the client to enhance the platform, integrating their feedback to align with their expectations.

1 WIREFRAMES & PROTOTYPES

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

2 RESPONSIVE DESIGN

Optimized the design to be mobile-friendly and visually engaging across all devices.

4. PROBLEM STATEMENT

Building a scalable platform for CESTT presented challenges such as integrating specialized features, ensuring a responsive design, optimizing overall performance, and maintaining seamless management within the project timeline.

1. SCALABILITY

The platform needed to support various training program, including CSCS, CITB, and NVQ courses.

2. USER EXPERIENCE

Both users needed a seamless and user-friendly interface to efficiently navigate & access content.

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 CSCS cards, CITB tests, NVQ training, and user reviews to simplify content organization.

→

Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience individuals seeking construction

→

CMS Optimization

Enhanced the platform dashboard to enable non-technical users to efficiently update and manage content on CESTT.

→

Performance Enhancements

Optimized loading speed using caching solution, refined content delivery adaptive streaming for a smooth user experience.

6. RESULTS

The newly developed platform enabled CESTT to:

→ Streamline content management and training services.

→ Enhance engagement with both trainees & industry professional.

→ Improve brand visibility through SEO-optimized content.