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**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Calyx**

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# 1. INTRODUCTION

Calyx is a comprehensive cloud storage platform offering a personalized file management experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage content, and engage with its users. 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 cloud storage 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 Calyx and what value they can expect.



### COMPETITOR ANALYSIS

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



### MARKET DEMAND

Conducted an in-depth analysis of user needs and trends to align the platform's features with market 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, Calyx's team will approve the design after multiple iterations, paving the way for the development phase.

1

### WIREFRAMES & PROTOTYPES

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

2

### CLIENT COLLABORATION

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

2

### RESPONSIVE DESIGN

Optimized the design to ensure seamless functionality and an engaging experience.

## 4. PROBLEM STATEMENT

Building a scalable Calyx platform presented challenges such as incorporating specialized features, ensuring cross-device compatibility, optimizing storage efficiency, and maintaining seamless user management within the project's timeline.

### 1. SCALABILITY

The platform needed to handle various types of files, including documents, images, and videos.

### 2. USER EXPERIENCE

Both users required an intuitive interface to navigate and manage files effectively.

### 3. CONTENT MANAGEMENT

The client needed a CMS that allowed non-technical staff to easily manage and update files.

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created tailored post types for files, folders, shared documents, and user comments to simplify content organization.



### Dynamic Search and Filtering

Added advanced filters to improve search functionality and enhance the user experience in Calyx.



### CMS Optimization

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



### Performance Enhancements

Enhanced performance with optimized file synchronization, faster load times through cloud storage.

## 6. RESULTS

The newly developed platform enabled Calyx to:



Streamline file management and cloud storage services.



Enhance engagement with both users & collaborators.



Improve brand visibility through SEO-optimized content.