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**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**ChalknDust**

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# 1. INTRODUCTION

ChalknDust is a dynamic platform designed to enhance communication between parents and schools. It aimed to create a modern, scalable solution to efficiently manage school updates, notices, events, homework, and more. The goal was to develop a user-friendly app that aligns with the specific communication needs of educational institutions.

## 2. RESEARCH & ANALYSIS

The project was driven by research to ensure the platform meets the needs of parents and schools, excelling in the education technology market.



### UNDERSTANDING REQUIREMENTS

Project overviews are the first thing users see when they open ChalknDust, showcasing the platform's benefits and how it enhances communication between parents and schools.



### COMPETITOR ANALYSIS

Studied comparable communication platforms in the education industry to understand current trends, key features, and areas for improvement.



### MARKET DEMAND

Analyzed parent and school communication needs, ensuring the app's content and functionality would meet the expectations both educational institutions.

**This phase ensured our approach was data-driven & aligned with project requirements and goals.**

## 3. UI DESIGNING

The following step involved turning our research findings into an intuitive and user-friendly design. After several design iterations, the ChalknDust team reviewed and approved the final design.

1

### WIREFRAMES & PROTOTYPES

Designed wireframes to outline the app's structure for easy navigation.

2

### CLIENT COLLABORATION

Worked closely with the client to refine the app, ensuring it met their needs and expectations.

2

### RESPONSIVE DESIGN

Optimized for a smooth, visually appealing experience across all devices.

## 4. PROBLEM STATEMENT

Creating a scalable ChalknDust platform presented challenges such as incorporating specialized features, ensuring the app's responsiveness across devices, optimizing performance, and simplifying content management.

### 1. SCALABILITY

The platform needed to handle various school communications, such as notices, events, and updates.

### 2. USER EXPERIENCE

Both users required an intuitive interface to navigate and explore school updates effectively.

### 3. CONTENT MANAGEMENT

The client needed a CMS for easy updates and management of school content by non technical staff

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created custom post types for notices, homework, events, and fee details to enhance content organization accessibility.



### Dynamic Search and Filtering

Advanced filters simplify access to key school updates and information for parents and staff.



### CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage school communications.



### Performance Enhancements

Improved loading speed with caching solutions, content optimization & real time updates for seamless communication.

## 6. RESULTS

The newly developed platform enabled ChalknDust to:



Streamline communication between parents and schools.



Enhance engagement with both parents educational institutions



Improve user experience through intuitive design.