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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Dareost

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1. INTRODUCTION

Dareost is a comprehensive challenge platform offering a personalized experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage challenges, and engage with its users. The goal was to create a user-friendly platform that aligns with its community-specific needs and growth objectives.

2. RESEARCH & ANALYSIS

The project was built upon extensive research and analysis to ensure the platform meets user needs and stands out in the competitive challenge and networking space.



UNDERSTANDING REQUIREMENTS

Project overviews are crucial as they are the first impression users get when visiting your platform. They help to showcase why Dareost stands out the benefit users can gain by engaging with the platform



COMPETITOR ANALYSIS

Analyzed competing challenge platforms to understand market trends, strengths, and potential areas for enhancement.



MARKET DEMAND

Studied user engagement and preferences to ensure the platform's features and challenges align with user interests and needs.

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

3. UI DESIGNING

The next step was to convert our research into a seamless and engaging design: After multiple revisions, Dareost's team will review and approve the design, ensuring it's ready for the development phase.

1

WIREFRAMES & PROTOTYPES

Designed wireframes to define Dareost layout ensuring smooth user experience for challenges.

2

CLIENT COLLABORATION

Collaborated extensively with the client to enhance the platform, ensuring it aligned with their vision and objectives.

2

RESPONSIVE DESIGN

Made the design mobile-friendly and visually appealing on all devices for Dareost.

4. PROBLEM STATEMENT

Building a scalable Dareost platform presented challenges such as incorporating unique features, ensuring smooth user experience across devices, optimizing for high traffic, and delivering a seamless management system within the set project timeline.

1. SCALABILITY

The platform needed to support different types of challenges, from personal dares to group events.

2. USER EXPERIENCE

Both users needed a seamless and engaging interface to create, accept, & track challenges effortlessly.

3. CONTENT MANAGEMENT

The client needed a CMS that enabled non-technical staff to easily update & manage.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for challenges, dares, user submissions, social interactions to simplify content organization.



Dynamic Search and Filtering

Integrated advanced filters to improve challenge discovery and enhance the user experience for challenge seekers.



CMS Optimization

Customized the platform dashboard for non-technical users to easily create, manage & accept challenges on Dareost.



Performance Enhancements

Enhanced speed and responsiveness through caching techniques, optimized content delivery and adaptive streaming.

6. RESULTS

The newly developed platform enabled Dareost to:

- Streamline challenge management and user interactions.
- Enhance engagement with both users & challenge creators.
- Increase user engagement through optimized search content.