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**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Electro Height**

Presented by

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# 1. INTRODUCTION

Electro Height is a comprehensive electrical solutions provider offering a personalized product 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 and growth objectives.

## 2. RESEARCH & ANALYSIS

The foundation of this project was thorough research and analysis to ensure the platform would meet industry demands and excel in the competitive electrical & automation market.



### UNDERSTANDING REQUIREMENTS

Project overviews are the first impression potential clients get when they explore your platform. They help communicate why Electro Height stands out the value it delivers through advanced electrical solution



### COMPETITOR ANALYSIS

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



### MARKET DEMAND

Studied industry trends and customer needs, ensuring that the products services provided aligned with market demands and customer 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, Electro Height's team will approve the design after multiple iterations, paving the way for the development phase.

1

### WIREFRAMES & PROTOTYPES

Designed wireframes to structure the platform for easy navigation.

2

### CLIENT COLLABORATION

Engaged with the client throughout the development process to fine-tune the platform, ensuring all feedback

2

### RESPONSIVE DESIGN

Optimized for mobile devices, ensuring a visually appealing experience across all screens.

## 4. PROBLEM STATEMENT

Creating a scalable platform for Electro Height posed challenges such as integrating specialized features, ensuring a responsive design, optimizing performance for high traffic, and maintaining a user-friendly interface while adhering to strict project timelines.

### 1. SCALABILITY

The platform needed to accommodate a wide range of products, from circuit breakers to flexible pipes.

### 2. USER EXPERIENCE

Both customers required a seamless interface to easily navigate & explore products with efficiency.

### 3. CONTENT MANAGEMENT

The client needed an easy-to-use CMS for non-technical staff to manage the website.

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created tailored post types for electrical products, industrial components, customer reviews to simplify content organization.



### Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for electrical product seekers.



### CMS Optimization

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



### Performance Enhancements

Optimized loading times through advanced caching, streamlined content delivery, and adaptive streaming.

## 6. RESULTS

The newly developed platform enabled ElectroHeight to:



Streamline product management and service offerings.



Enhance engagement with both customers & suppliers.



Improve brand visibility through SEO-optimized content.