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**RANNLAB**

# PROJECT REPORT

Empowering Your Enterprise  
for Success

Prepared for

**Greater St. LACS**

Presented by

**Rannlab Technologies**



+91-96502-62666



Info@rannlab.com



www.Rannlab.com

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# 1. INTRODUCTION

The Greater St. Louis Area Council Scouting is a comprehensive program offering a personalized scouting experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage activities, engage with its community. The goal was to create a user-friendly platform that aligns with its mission of youth development.

## 2. RESEARCH & ANALYSIS

The foundation of this project was thorough research analysis to ensure the program would meet the needs of young scouts and excel in the competitive youth development landscape.



### UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential participants see when they land on your platform. They allow you to highlight why they should choose Scouting and what value they can expect.



### COMPETITOR ANALYSIS

Analyzed similar scouting programs to recognize opportunities for growth, strengths, and areas for enhancement.



### MARKET DEMAND

Analyzed participant behavior and preferences, ensuring the activities and resources would meet scouting expectations and enhance engagement.

**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, the Greater St. Louis Area Council Scouting team will approve the design after multiple iterations, paving the way for development

1

### WIREFRAMES & PROTOTYPES

Developed wireframes to clearly define the platform's layout, ensuring seamless navigation.

2

### CLIENT COLLABORATION

Collaborated with the client to fine-tune the program, integrating their feedback to align with their objectives.

2

### RESPONSIVE DESIGN

Ensured the design was mobile friendly visually appealing across all devices to enhance.

## 4. PROBLEM STATEMENT

Developing a scalable platform faced challenges such as incorporating specialized features, ensuring optimal user experience across devices, optimizing for fast performance, and balancing efficient management with tight project deadlines.

### 1. SCALABILITY

Scalability The platform needed to support a variety of scouting programs and activities.

### 2. USER EXPERIENCE

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

### 3. CONTENT MANAGEMENT

Both scouts and leaders required an intuitive interface to navigate and explore scouting.

## 5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



### Custom Post Types

Created tailored post types for scouting programs, outdoor adventures, service project volunteer review in simplify content



### Dynamic Search and Filtering

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



### CMS Optimization

Integrated advanced filters to improve search functionality and enhance the user experience for scouts and their families.



### Performance Enhancements

Improved loading speed with optimized content delivery, enhanced user experience through efficient navigation.

## 6. RESULTS

The newly developed platform enabled Greater St. LACS to:



Streamline program management and event services.



Enhance engagement with both Scouts and leaders.



Improve visibility through outreach & optimized communication.