

APRIL

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PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Magic House

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1. INTRODUCTION

Magic House is a comprehensive educational platform offering a personalized learning experience. It sought a modern, scalable, and dynamic platform to showcase its exhibits, 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 user requirements and excel in the competitive educational and museum sector.



UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential visitors see when they land on your platform. They allow you to showcase why they should choose Magic House and what unique experiences they can expect.



COMPETITOR ANALYSIS

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



MARKET DEMAND

Analyzed visitor engagement and interests, ensuring the exhibits and experiences aligned with industry 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, Magic House's team will approve the design after multiple iterations, paving the way for the development phase.

1

WIREFRAMES & PROTOTYPES

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

2

CLIENT COLLABORATION

Collaborated closely with the client to enhance the platform, integrating feedback to align with their vision, requirements.

2

RESPONSIVE DESIGN

Ensured the design was mobile-friendly and visually appealing across all devices.

4. PROBLEM STATEMENT

Developing a scalable Magic House platform involved challenges like integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the project's timeline.

1. SCALABILITY

The platform needed to accommodate interactive exhibits and educational programs.

2. USER EXPERIENCE

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

3. CONTENT MANAGEMENT

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

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for exhibits, workshops, events, and visitor feedback to simplify content organization.



Dynamic Search and Filtering

Enhanced search functionality with advanced filters to help visitors quickly find relevant exhibits and activities.



CMS Optimization

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



Performance Enhancements

Boosted speed with caching, content optimization, and adaptive streaming for smoother performance.

6. RESULTS

The newly developed platform enabled Magic House to:



Streamline exhibit management and visitor services.



Enhance engagement with both visitors & educational providers.



Improve brand visibility through SEO-optimized content.