DECEMBER

2023

RANNLAB

PROJECT REPORT

Empowering Your Enterprise for Success

Prepared for

One India One

Presented by

Rannlab Technologies

Table of
CONTENTS

1. INTRODUCTION

One India One is a comprehensive marketplace platform offering a seamless buying and selling experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage listings, and engage with its users. 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 marketplace industry.

UNDERSTANDING REQUIREMEANTS

Project overviews are the first thing potential users see when they visit your platform. They provide an opportunity to showcase why One India One stands out and the value it offers to users.

COMPETITOR ANALYSIS

Conducted research on similar marketplace platforms to analyze industry trends, key strengths, and potential areas for improvement.

MARKET DEMAND

Studied user behavior and preferences to ensure the platform's features and offerings align with industry needs and market 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, One India One's team will approve the design after multiple iterations, paving the way for the development phase.

2 CLIENT COLLABORATION

Partnered with the client to enhance the platform, integrating their feedback to ensure it aligns with their vision

1 WIREFRAMES & PROTOTYPES

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

2 RESPONSIVE DESIGN

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

4. PROBLEM STATEMENT

Building a scalable One India One platform required overcoming challenges such as integrating diverse features, ensuring seamless user experience across devices, optimizing performance, and maintaining efficient content management with project's timeline.

1. SCALABILITY

The platform needed to accommodate a diverse range of listings, including product, services, business offers.

2. USER EXPERIENCE

Both users required an intuitive interface to navigate and explore listings 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 products, services, buy/sell offers, and user reviews to simplify content organization.

→

Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for buyers and sellers.

→

CMS Optimization

Optimized the platform dashboard, enabling non-technical users to effortlessly update and manage content.

→

Performance Enhancements

Improved loading speed with caching solutions content optimization & adaptive streaming for seamless performance.

6. RESULTS

The newly developed platform enabled One India One to:

→ Streamline content management and listing services.

→ Enhance engagement with both buyers & sellers.

→ Improve brand visibility through SEO-optimized content.