FEBRUARY

2024

PROJECT REPORT

Empowering Your Enterprise
for Success

RANNLAB

Prepared for

Qikks

Presented by

Rannlab Technologies

Qikks

Table of
CONTENTS

1. INTRODUCTION

Qikks is a comprehensive health and wellness solutions provider offering a personalized experience. It sought a modern, scalable, and dynamic platform to showcase its products, manage content, and engage with its customers. 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 customer requirements, excel in the competitive health, wellness market.

UNDERSTANDING REQUIREMEANTS

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

COMPETITOR ANALYSIS

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

MARKET DEMAND

Studied customer needs and preferences, ensuring that Qikks' products and services align with industry standards and exceed user expectations.

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

3. UI DESIGNING

The next step was to convert our insights into a user-friendly design: Once designed, the Qikks team will review and approve the design after several iterations, setting the stage for the development phase.

2 **CLIENT COLLABORATION**

Collaborated closely with the client to refine the platform, ensuring it met their expectations.

1 **WIREFRAMES & PROTOTYPES**

Designed wireframes to define the platform's structure, ensuring easy navigation users.

2 **RESPONSIVE DESIGN**

Ensured a mobile-friendly design that looks great on all devices for Qikks.

4. PROBLEM STATEMENT

Creating a scalable Qikks platform presented challenges such as incorporating specialized features, ensuring mobile responsiveness, optimizing product performance, and ensuring ease of use while meeting project deadlines.

1. SCALABILITY

The platform needed to accommodate a diverse range of product including orthopedic and wellness devices.

2. USER EXPERIENCE

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

3. CONTENT MANAGEMENT

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

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:

→

Custom Post Types

Created tailored post types for orthopedic products, medical devices, and user reviews to simplify product organization.

→

Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience health wellness product seeker.

→

CMS Optimization

Tailored the platform dashboard for non-technical users, enabling easy content updates and management on Qikks.

→

Performance Enhancements

Faster loading times with optimized content and caching solutions for a seamless experience.

6. RESULTS

The newly developed platform enabled Qikks to:

→ Streamline product management and customer services.

→ Enhance engagement with both customers and partners.

→ Improve brand visibility through SEO-optimized content.