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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

Shades of India

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1. INTRODUCTION

Shades of India is a comprehensive lifestyle brand offering a personalized shopping 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 user requirements and excel in the competitive lifestyle and home décor market.



UNDERSTANDING REQUIREMENTS

Project overviews are the first thing potential users see when they land on your platform. They allow you to highlight why they should choose Shades of India and the unique craftsmanship they can expect.



COMPETITOR ANALYSIS

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



MARKET DEMAND

Studied customer preferences and trends, ensuring the design and offerings align 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, Shades of India'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 their feedback to ensure it meets their vision.

2

RESPONSIVE DESIGN

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

4. PROBLEM STATEMENT

Building a scalable platform for Shades of India presented challenges such as integrating bespoke features, ensuring seamless responsiveness across devices, optimizing overall performance, and ensuring smooth management.

1. SCALABILITY

The platform needed to showcase a wide variety of handcrafted textiles accessory and Indian wear.

2. USER EXPERIENCE

Ensuring a smooth and intuitive interface that allows users to explore & interact content effortlessly.

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 home décor, handcrafted textiles, accessories, and fashion collections to simplify content.



Dynamic Search and Filtering

Integrated advanced filters to improve search functionality & enhance the user experience in lifestyle to decor enthusiasts.



CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage content on Shades of India.



Performance Enhancements

Faster loading with caching, optimized content, and adaptive streaming for smooth performance.

6. RESULTS

The newly developed platform enabled Shades of India to:



Streamline content management and product offerings.



Enhance engagement with both customers & designers.



Improve brand visibility through SEO-optimized content.