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ZANNLAB

PROJECT REPORT

Empowering Your Enterprise for Success

Prepared for

The Wonk

Presented by

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The Wonk

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1. INTRODUCTION

The Wonk is a comprehensive news platform offering a personalized subscription 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 news and analysis market.



UNDERSTANDING REQUIREMEANTS

Project overviews are the first touchpoint for visitors on your platform. They effectively communicate why they should engage with The Wonk and what insights they can gain.



COMPETITOR ANALYSIS

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



MARKET DEMAND

Conducted in-depth analysis of user behavior and preferences to ensure the platform's content and functionality align with industry standards audience.

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

3. UI DESIGNING

The next step involved transforming our research into an intuitive and user-friendly design: Following multiple iterations and refinements, The Wonk's team would approve the final design, setting the stage.



WIREFRAMES & PROTOTYPES

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



CLIENT COLLABORATION

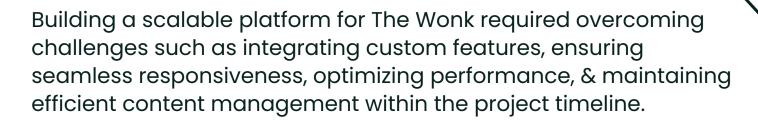
Collaborated with the client to enhance the platform, integrating feedback to align with their vision & expectations

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RESPONSIVE DESIGN

Optimized the design for a seamless, visually engaging experience across all devices.

4. PROBLEM STATEMENT



1. SCALABILITY

The platform needed to accommodate diverse content, including news articles, political analyses.

2. USER EXPERIENCE

A seamless and user-friendly interface was essential for users to navigate and engage.

3. CONTENT MANAGEMENT

The client required a CMS that allowed non-technical staff to efficiently update and manage.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created tailored post types for defense analysis, technology reports, geopolitical insights, user reviews to simplify content.



Dynamic Search and Filtering

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



CMS Optimization

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



Performance Enhancements

Optimized performance with advanced caching, content refinement, and adaptive streaming to seamless user experience.

6. RESULTS



- → Optimize content management & streamline news distribution.
- → Boost audience engagement with insightful analysis & exclusive.
- → Strengthen brand authority through SEO-driven visibility & reach.