

APRIL
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RANNLAB

PROJECT REPORT

Empowering Your Enterprise
for Success

Prepared for

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1. INTRODUCTION

VET Advisory Group is a comprehensive consulting platform offering a personalized advisory experience. It sought a modern, scalable, and dynamic platform to showcase its services, manage compliance resources, and engage with its clients. 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 RTO consulting market.



UNDERSTANDING REQUIREMENTS

Project overviews are the first impression potential users get when they visit your platform. They help showcase why VET Advisory Group is the right choice and the value it brings to its clients.



COMPETITOR ANALYSIS

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



MARKET DEMAND

Analyzed client needs and regulatory requirements, ensuring the content and functionality would meet 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, VET Advisory Group'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 actively with the client to refine the platform, implementing the feedback to align their vision requirements.

2

RESPONSIVE DESIGN

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

4. PROBLEM STATEMENT

The VET Advisory Group platform faced challenges in integrating custom features, ensuring responsiveness, optimizing performance, and maintaining ease of management within the project's timeline.

1. SCALABILITY

The platform needed to handle a variety of services including RTO registration, compliance, and training materials

2. USER EXPERIENCE

Both users required an intuitive interface navigate and access compliance resource effectively

3. CONTENT MANAGEMENT

The client needed CMS that allowed non-technical staff to easily update and manage content.

5. PROPOSED SOLUTION

To address the client's challenges, we implemented:



Custom Post Types

Created custom post types for RTO registrations, compliance documents, and training materials to streamline content.



Dynamic Search and Filtering

Integrated advanced filters to improve search functionality and enhance the user experience for RTO & compliance seekers.



CMS Optimization

Customized the platform dashboard for non-technical users to easily update and manage compliance resources.



Performance Enhancements

Boosted speed with caching, content optimization, and responsive design for smooth performance.

6. RESULTS

The newly developed platform enabled VET Advisory Group to:

- Streamline content management and compliance services.
- Enhance engagement with both RTOs & regulatory bodies.
- Improve brand visibility through SEO-optimized content.