



# INTERNSHIP REPORT

Shamly Kotkar

1921

**REPORT OF INTERNSHIP DONE AT  
DESIGNWAY**

**SUBMITTED BY**

**Shamly Kotkar - 1921**

**UNDER THE GUIDANCE OF**

Mrs. Divya Gawas  
( co founder of Designway )

Mr. Omkar Harmalkar  
( co founder Designway)

Ref: DWGA22/HR/2022/511

Date: 31/05/2022

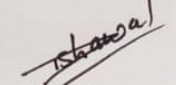
### TO WHOM IT MAY CONCERN

This is to certify that **Ms. Shamly Kotkar**, has successfully completed 18 weeks (10th January 2022 – 13th May 2022) internship program at **Designway**.

During the period of her internship program, her output was positively influenced by her strength in communication and task orientation. During the course of her training, we found her to be very punctual and hard working.

We wish her every success in her life.

For **Designway**,



**Divya Gawas**  
Partner



# GOA UNIVERSITY



## GOA BUSINESS SCHOOL CERTIFICATE OF EVALUATION

This is to certify that Miss Shamly Kotkar has been evaluated for the project work titled “Report of Internship done at Designway agency ” undertaken at Designway agency, Goa in partial fulfilment for the award of the degree in Master of Computer Application.

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Examiner 1

Place: Goa University

Date: 25th June 2020

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Examiner 2

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Dean, Goa Business School

# Acknowledgement

Successfully completion of any type of project requires help from a number of persons. I have also taken help from different people for the preparation of this report. Now, there is a little effort to show my deep gratitude to that helpful person. First I pay my gratitude to My God and parents for giving me the ability to work hard successfully. First and foremost, I would like to express my gratitude to Designway for providing me with Internship and excellent opportunity for learning and professional development. As a result, I consider myself to be a very fortunate individual because I was given the opportunity to be a part of it. Keeping in mind the preceding, I am taking this opportunity to express my heartfelt gratitude and special thanks to the co-founders, Mrs. Divya Gawas and Omkar Harmalkar, who, despite being extremely busy with their duties, took time out to hear, guide, and keep me on the right track, allowing me to carry out my project at their esteemed organization and extending during the internship. I am also thankful for the opportunity to have met so many wonderful people and professionals who guided me through this internship period.

I'd like to thank Ms. Muriel Fernandes (HR, Designway) for always being there for me when I needed help and for guiding me from the interview process to the end of my internship.

My heartfelt thanks go to Mr. Ramdas Karmali (Prof. MCA, Goa Business School, Goa University), Ms. Yma Pinto (Program Director, MCA, Goa Business School, Goa University), Mr. Jarret Stevan Anthony Fernandes (Assistant Prof, MCA, Goa Business School, Goa University), and the entire faculty of MCA, Goa University for their constant encouragement and support throughout the project work. This opportunity represents a significant step forward in my professional development. In order to achieve my desired career objectives, I will strive to use acquired skills and knowledge as effectively as possible, and I will continue to work on their improvement. Finally, I'd like to thank the Designway family for always being willing to help and guide me in all aspects of life. They have transformed me into a new and confident person, ready to face any challenges that come my way

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## **Introduction**

This report summarizes my full-time internship at Designway Panjim in Goa. I began working at designway as an intern on January 10, 2022, and have been here ever since. This report contains information about the organization, the projects I worked on, as well as the other tasks and training I completed during my internship. In the subsequent chapters, I will discuss the company, the work culture, and so on. Then I'll elaborate on the projects I worked on, providing some background information on the projects. This report focuses on my internship learning experience and contributions to the organization. This section will describe the knowledge I gained as a result of successfully completing the tasks assigned to me. I'll also go over My internship timeline followed by the tools and technologies that were used. I'll wrap up by sharing my experience and how it helped me grow and learn both personally and professionally.

## Company Profile

Designway is a leading software development firm based in Goa, London, and Sydney. The company was founded in 2017 with the goal of providing IT innovation with a focus on product design, UI, and UX. We specialize in mobile app development, web development, UI/UX design, and digital marketing services. Designway has an enthusiastic and committed team of software engineers, designers, and marketers who are constantly pushing the boundaries of change and what is possible. Unparalleled work ethic and quality services have already earned the company recognition and a strong, loyal customer base. Designway's goal is to make clients' digital dreams a reality. The services provided here combine aesthetic design and development with the most recent modern technologies. Designway is constantly expanding our capacity for growth in order to provide the best experience for our customers. At Designway, we've always put the user first. So, when clients hire our agency to create their professional software, mobile app, or website, they can be confident that they will receive the most up-to-date design, integrated with cutting-edge technologies. The team not only created industry-leading products for all of their clients, but they also disrupted their industries in many cases.

- Quality is deeply ingrained in the Designway ethos. They are constantly striving to provide high-quality products, designs, and services

- Designway is a reliable web design and software development firm. Their dependable services have resulted in a large number of loyal customers who continue to do business with the company every day.

- Designway understands the value of time. the significance of deadlines The company has experts who know how to work under pressure and meet deadlines every time.

- At DesignWay, customer satisfaction is our top priority. They understand that online business does not stop in the evenings or on weekends, so they provide 24-hour sup



# **Project- Modeztech**

## Disclaimer

This project is part of my internship at Designway. The problem statement were given by Modeztech

## About Modeztech

A technology consulting firm seeks to establish itself as a market leader in business transformation, end-to-end product engineering, and software automation solutions. ModezTech is an IT consulting and software solutions provider with over 30 full-time software consultants spread across two delivery centres. ModezTech is based in Pune, India, and has offices in Mumbai. Their goal is to deliver robust, scalable, innovative, and quality solutions for small-medium businesses as well as Fortune 500 companies while meeting strict deadlines.

## Style Guide

### Typography

So according to the guidelines mentioned by the clients

Poppins should be used for all headings.

**Poppins Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0**

And Lato should be used for content.

Lato Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

They encourage using dark gray for all text on white

HEX #333333

RGB 51/51/51

CMYK 69/62/63/68

### Color Pallete:

In accordance with the client's specifications, I used this color palette for my design.

Hex #234D6F



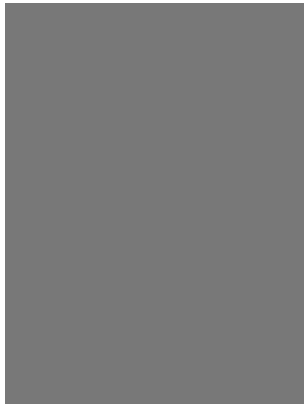
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Hex #D86303



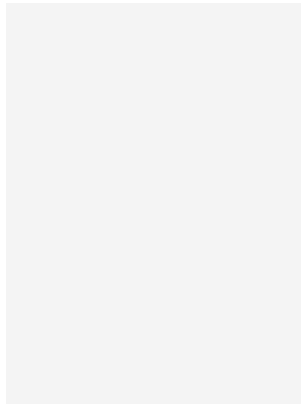
#787878



#000000



#F4F4F4



#### **Tools or Software used for my project :**



Figma: Figma is a free online user interface design tool that allows you to create, collaborate, prototype, and design.

It runs in the browser and is compatible with Windows, Chrome, Mac, and Linux. All of your work is autosaved, and you can view the version history in Figma. It is lightweight, fast, and does not require installation to use or share files.

According to company standards, the Designway design team uses Figma for all types of design-related projects because it provides a flexible and comfortable working environment and allows the team to work collaboratively. As a result, I used the same for my entire project.

## Problem statement

Redesign a modular homepage structure that provides a better system for handling existing sections while also providing an elegant solution for handling new growth experiments on the home screen in accordance with their brand guidelines.

The new homepage design ensures that the user experience is consistent across the page.

## Research

At this point, I was fairly familiar with the webpage because I had done some research to gain some perspective. I also asked my team about my concerns regarding this project and did research on the requirements, inspirations, and software used to complete it.

I've compiled a list of common pain points based on feedback from users, including myself.

1. Visual clutter makes it difficult to comprehend important information.
2. Due to a lack of visual hierarchy, important data is overlooked.

Before proceeding to the problem statement, I'd like to show the current Modeztech home screen. Because how can you relate to the problem statements unless you see the current home screen

Fig 1.1



Fig 1.2

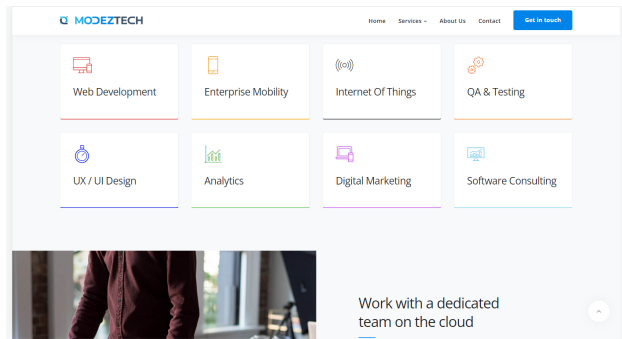


Fig 1.3

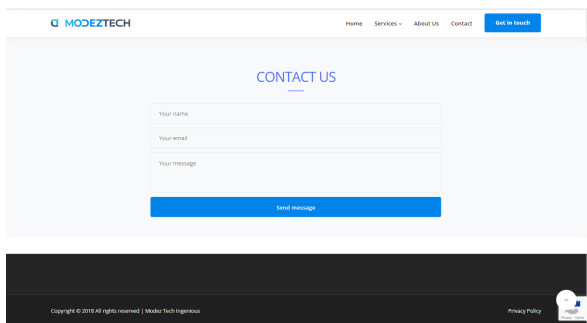


Fig 1.3

## Process

I decided to divide the home screen into sections and iterated extensively before arriving at the final solution.

Solutions :

According to the above-mentioned statement, I devised a solution to improve the user interface and usability of the webpage by decluttering using three methods.

### 1) Shorten to copy

Unnecessary words have been removed. Reduce run-on sentences and eliminate redundant sentences. I tried to keep each paragraph to one idea. It's a good way to write, and it's better for readers who scan.

### 2) Reuse Design elements

For instance, if there are many different colours, fonts, or style variations, it will become cluttered. So I reused design elements to keep things consistent; consistency leads to a clean design. If you have a newsletter capture at the bottom of your pages, make sure it looks the same on all of them. Inconsistency could lead to serious confusion, so keeping the color consistent would improve the design's quality.

### 3) Have single user goal in mind

Another important aspect of decluttering is understanding the purpose or goal of each page. So I tried to frame the goal from the user's point of view. Sign up for a newsletter, for example. When creating a new page or website, it is critical to double-check the goal and ensure that nothing gets in the way. Having a single and distinct goal to strive for This aids in the removal of distractions.

A solution for Another issue was determining the significance of hierarchy in UI design.

A good design will always adhere to a hierarchical structure. This hierarchy not only helps the UI/UX designer make the design more logical, but it also assists users in navigating and interacting with the design. A design must have a clear hierarchy that is understandable and familiar to the users. Colors, fonts, or the placement of visual elements, among other things, can be used to depict hierarchy. A capitalized text with a larger font size, for example, draws more attention.

After resolving the problem statement and conducting appropriate research, I arrived at Fig. 1.4, which leads to my final design.

## Workspace

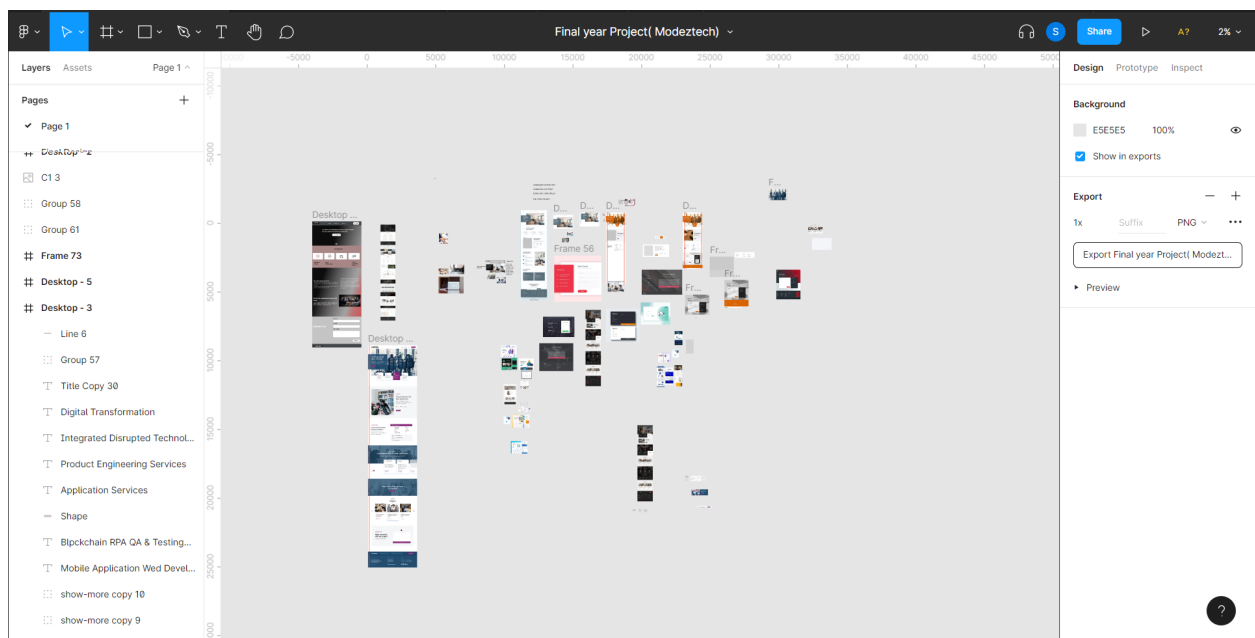
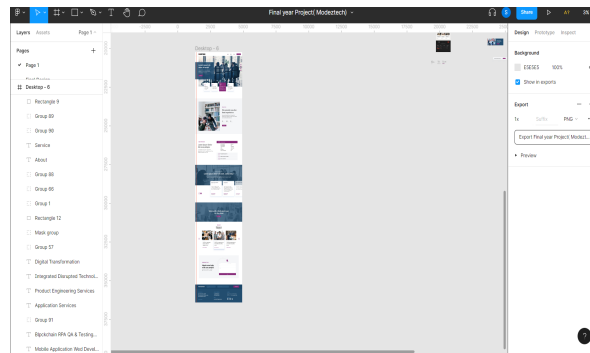
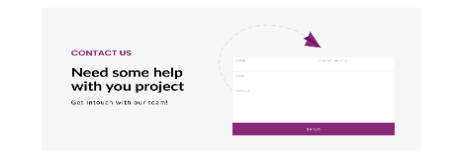
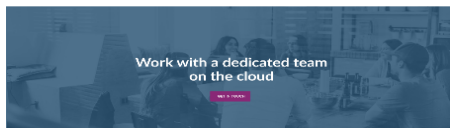
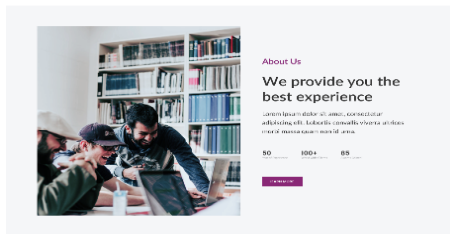
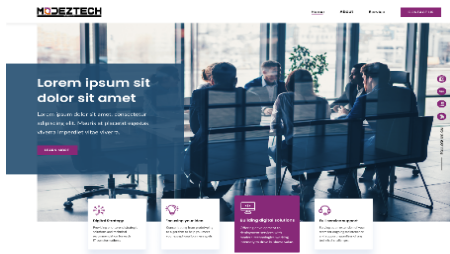


Fig 1.4

Fig 1.5





## Project timeline/Project diary

Jan 2022

Week 1:

1. Formal Orientation and onboarding process
2. Started Learning about the work culture and office work

The whole January month was a training session to learn about UI and build confidence to work on clients projects.

The project was divided into three sections for better visualisation and overview; the timeline includes details, iteration, and highlights important information.

I received a project in the month of February and began my design work accordingly, breaking my work into three parts.

Definition and discovery

Design, testing, and delivery

Feb 2022

Week 1:

- Identification
- project preparation stage
- frame project ideas
- information gathering

Week 2

- Research
- Interviews
- Client requirements
- Case study

Week 3

- Brainstorming
- Meetings
- Team discussion

Week 4

- Searching inspiration

- Creativity testing discussion
- User research

Mar 2022

Week 1:

- ( task to work on content for website for better learning)
- meeting with team
- tasks on wireframing and sample designs

Week 2

- Wireframing
- Prototyping
- (session on learning design knowledge)

Week 3

- Brainstorming
- Designing
- Team discussion

Week 4

- Designing
- Meeting with Seniors

April 2022

Week 1:

- Design and test
- Client meeting
- Team meeting

Week 2

- Usability testing
- ( learning session related to design)
- Testing

Week 3

- Validation and test
- Checking if project meets user expectation

- Team discussion

#### Week 4

- Identify and work on issues
- Meeting with Seniors
- Group discussions
- Catch errors

#### Mar 2022

##### Week 1:

- Get approval process
- Meeting and client satisfaction
- Solve client issues / changes in project

##### Week 2

- Final submission
- Feedback
- Meeting with seniors and team.

## **My internship experience at Designway**

My internship at Designway has been a rewarding and educational experience. Every day at Designway, we are faced with new challenges. Employees are encouraged to have an insatiable desire to learn more. Working in industry and on projects is something one experiences rather than learns. I was never limited to my project team at Designway. I was given the freedom to interact with other departments and learn new things, as well as to take on additional design tasks outside of the project to learn more. Everyone here is always willing to assist and guide. There were many events at Designway, such as: celebrating each person's birthday and making them feel special, Holi celebration, Women's Day celebration, and other celebrations. Overall, it was excellent. Happy to get this opportunity to work with such a great team.

## References

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