INTERNSHIP REPORT

REPORT OF INTERNSHIP DONE AT ZAPCOM SOLUTIONS

SEEMA SANTOSH NAIK
2039

REPORT OF INTERNSHIP DONE AT ZAPCOM SOLUTIONS

Completed by

SEEMA SANTOSH NAIK

Roll No 2039

for the partial fulfillment of

MCA Degree for Semester **VI**

Discipline of Computer Science and Technology,

Goa Business School,

Goa University

At

Zapcom Solutions

Bangalore, Karnataka, India

Under the guidance of

MR. SUBRAMANIAN ARUMUGAM

(Delivery Manager)

With

MR. ARVIND A

(SR. Software Engineer)

zapcom.

1st June 2023

TO WHOMSOEVER IT MAY CONCERN

This is to inform you that **Ms. Seema Santosh Naik,** student of Master of Computer Applications (MCA) of Goa University, Goa, is currently undergoing her final semester project (Semester VI/V) at our company, **Zapcom Solutions Pvt. Ltd** from 4th January, 2023.

During her tenure she has met the expectations of her team lead/mentor/guide and found to be regular and sincere.

This letter is being issued on her request to be submitted with the project report at Goa University.

The final internship completion letter will be provided on completing her internship.

For Zapcom Solutions Pvt. Ltd.

Srinivas Reddy Kothakota
Chief Operating Officer

Zapcom Solutions Pvt. Ltd. INDIA

INDIA
Zapcom Solutions Pvt. Ltd
9th Floor, Gamma Tower, Sigma Soft Tech Park,
Whitefield, Bangalore - 560066
Ph: +91-80-67232300

www.zapcg.com

USA
Zapcom Group Inc.
105 Decker Court, Ste. 810 Irving,
TX 75062.
Ph: (972)441-2081

GOA UNIVERSITY

GOA BUSINESS SCHOOL

CERTIFICATE OF EVALUATION

This is to certify that ~~Mr.~~/Ms. NAIK SEEMA SANTOSH has successfully completed ~~his~~/her internship at Zapcom Solutions Pvt Ltd, Bangalore in partial fulfillment of the award of the degree in Master of Computer Application.

Examiner 1

Examiner 2

[Kiran Kulkarni]

Place: Goa University
Date: 16/06/2023

Dean, Goa Business School

ACKNOWLEDGEMENT

Interning in a company is a golden opportunity for learning and self-development specially to have so many wonderful people lead me through this internship period. The internship would not be complete without expressing my gratitude and appreciation to all the people who made it possible.

I would like to thank Mr. Kishore Pallamreddy (CEO/CTO, Zapcom Solutions Pvt Ltd) for giving me the opportunity to intern at Zapcom Solutions Pvt Ltd. My sincerest gratitude to Mr. Subramanian Arumugam (Delivery Manager at Zapcom Solutions) for being my mentor and giving me the necessary guidance and support. I express my deepest thanks to Arvind A, Senior Software Engineer at Zapcom Solutions for giving necessary advice and guidance throughout the internship. I would also like to thank all my senior coworkers for their help and support. I choose this moment to acknowledge their contributions gratefully.

I thank all the faculty and staff at the MCA, Goa University for their constant encouragement and support during the entire course work.

I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement.

- SEEMA SANTOSH NAIK

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Date: 16/06/2023

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Dean, Goa Business School

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INTRODUCTION

This report is a short description of my full-time on-site internship at Zapcom Solution Pvt. Ltd.

I joined as an Intern at Zapcom Solutions on 4th January 2022 and have been here since then. This report contains necessary information about the organization, the projects I worked on and the other tasks I completed in this internship period.

In the chapters that will follow, I will talk about the company, the work there, the culture, etc. Then, I shall elaborate on the projects I worked on, a brief information about the projects, the modules I built and the tasks I completed in those modules.

This report highlights my learning experience and my contributions to the organization as an intern. This will describe the knowledge that I gained by successfully completing the tasks that were assigned to me.

I'll also discuss the tools and technologies that were used, as well as the timeframe for my internship. Finally, I'll talk about my experience and how it has helped me grow both personally and professionally.

COMPANY PROFILE

Zapcom is a leading product engineering and technology services company specializing in the design and development of custom software solutions. With a focus on the Travel, Hospitality, Fin-tech, and Retail sectors, Zapcom leverages cutting-edge technology to create innovative solutions that drive business growth and enhance customer experiences.

Zapcom offers a wide range of services tailored to meet the unique needs of our clients:

1. Software Development: Zapcom's expert team of developers and engineers build custom software solutions from the ground up, ensuring seamless integration and optimal performance.
2. Product Engineering: Zapcom provides end-to-end product engineering services, including ideation, prototyping, development, and maintenance, to transform ideas into market-ready products.
3. Mobile Application Development: With a mobile-first approach, Zapcom creates intuitive and feature-rich mobile applications for iOS and Android platforms, ensuring a seamless user experience.
4. Web Application Development: Zapcom team excels in developing scalable and secure web applications that empower businesses to streamline operations, improve efficiency, and enhance customer engagement.

5. UI/UX Design: Zapcom prioritizes user-centric design, delivering visually appealing and intuitive user interfaces that provide an exceptional user experience across all platforms.

Zapcom is a trusted provider of custom software solutions for the Travel, Hospitality, Fin-tech, and Retail industries.

OVERVIEW

Zapcom is a boutique engineering solutions firm with a product mindset that has the ability to inspire, engage and transform. We are passionate about building digital products and platforms that can bend revenue and cost curves.We design, build, operate and optimize technology for our clients by leading their digital transformation journey.

We take a data-centric approach to creating products, platforms, and teams that drive delightful experiences and measurable business value. Every industry is going through a business model and digital disruption. We've been working with companies from different industries and sizes - from incumbent to challenger. We can accelerate innovation and keep competition at bay.

PROBLEM STATEMENT

During my internship at Zapcom Solutions as a member of the Design Team, I encountered several challenges and identified a range of problems related to the design and development of various digital products. These problems hindered the efficiency and effectiveness of the design process and the overall user experience. In order to address these issues and enhance the quality of our design outputs, the following problem statement has been formulated:

“The design process for the UPI Payment App, Stocks App, Portfolio website, Blog site, and client website redesign at Zapcom Solutions faced significant challenges that affected the overall user experience and efficiency of the design team.”

These challenges include:

1. Lack of User-Centric Approach: The design process lacked a strong emphasis on understanding and addressing the needs, preferences, and behaviors of the target users. This resulted in suboptimal user experiences and limited user engagement.

2. Inconsistent Design Language: The digital products designed during the internship exhibited inconsistencies in terms of visual aesthetics, interaction patterns, and overall design language. This inconsistency created confusion and hindered brand identity and recognition.

3. Usability Issues: Several usability issues were identified during the design and testing phase, including unintuitive navigation, unclear information

hierarchy, and difficulties in completing key tasks. These issues negatively impacted user satisfaction and hindered the achievement of business goals.

4. Limited Accessibility Considerations: The design of the digital products lacked adequate considerations for accessibility, making it challenging for users with disabilities to effectively interact with and benefit from the applications and websites.

5. Inefficient Collaboration and Communication: The design team faced challenges in terms of collaboration and communication, leading to delays, misalignment, and a lack of synergy among team members. This hindered the timely delivery of high-quality design outputs.

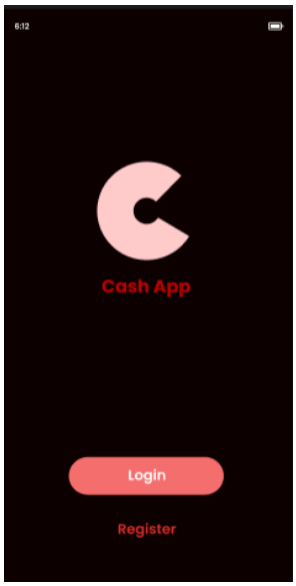
MY CONTRIBUTIONS

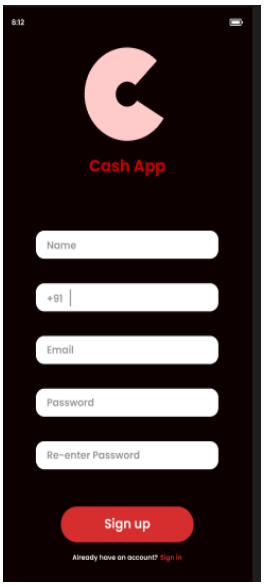
I have been assigned as UI/UX Designer where my role in the company is crucial in creating digital products and services that are visually appealing, user-friendly, and meet the needs of the client.

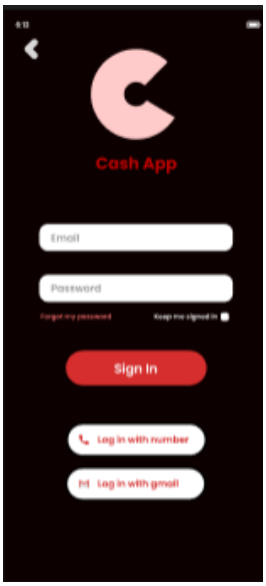
As part of the UI/UX Design Team, I worked on following projects:

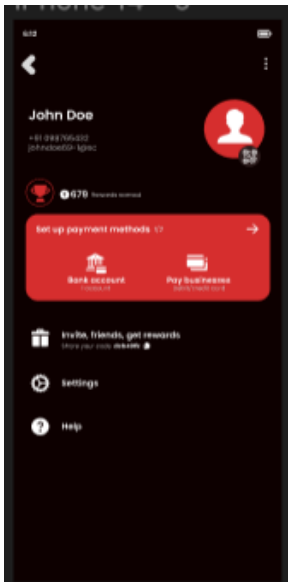
1. UPI Payment App
2. Stock App
3. Viva Voyage (Client)
4. Blog Site (Company)
5. Portfolio Website

- UPI Payment App:

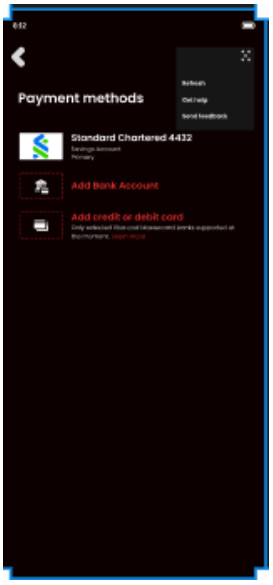


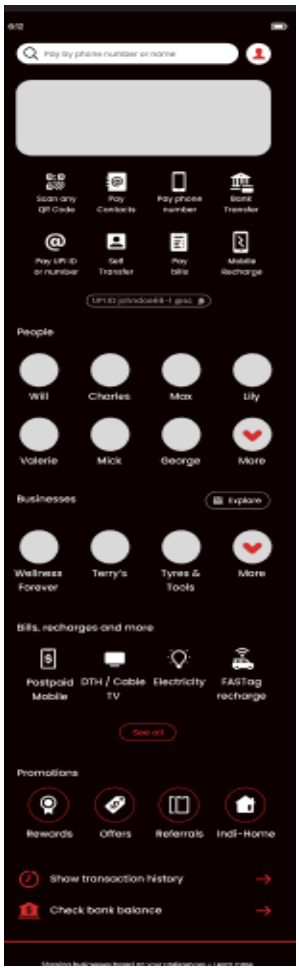




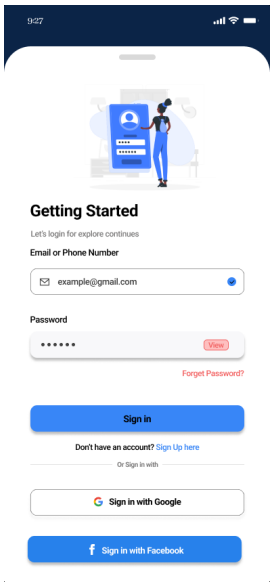

John Doe
Set up payment methods
Bank account
Pay businesses
Invite, friends, get rewards
Settings
Help

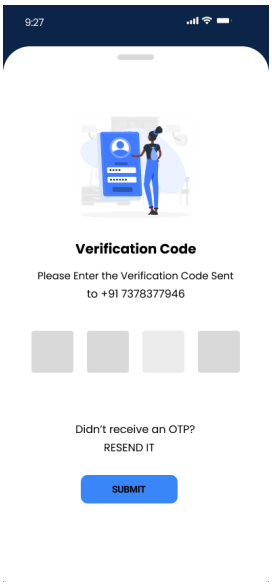
Payment methods
Standard Chartered 4432
Add Bank Account
Add credit or debit card


Payment methods
Standard Chartered 4432
Add Bank Account
Add credit or debit card


Scan any QR Code
Pay Contacts
Pay phone number
Bank Transfer
Pay UPI ID or number
Self Transfer
Pay bills
Mobile Recharge
People
Will
Charles
Max
Lily
Valerie
Mick
George
More
Businesses
Explore
Wellness Forever
Terry's
Tyres & Tools
More
Bills, recharges and more
Postpaid Mobile
DTH / Cable TV
Electricity
FASTag recharge
Promotions
Rewards
Offers
Referrals
Indi-Home
Show transaction history
Check bank balance

- Stock App:


9:27
Getting Started
Let's login for explore continues
Email or Phone Number
example@gmail.com
Password
View
Forget Password?
Sign in
Don't have an account? Sign Up here
Or Sign in with
Sign in with Google
Sign in with Facebook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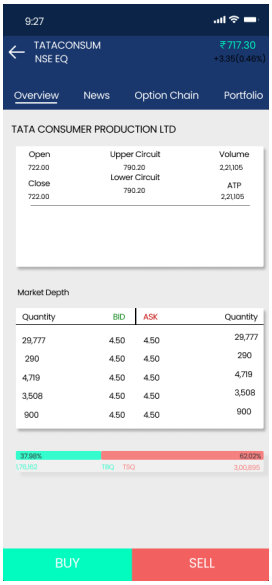
Verification Code
Please Enter the Verification Code Sent
to +91 7378377946
Didn't receive an OTP?
RESEND IT
SUBMIT

9:27
Investment Purpose
In investing we must have a goal
that the investment product we
choose is right
Skip
Get Started

9:27
Search
Sensex
NIFTY
TATACONSUM
₹ 717.30
+3.35(0.46%)
TATAPOWER
₹ 197.55
-1.35(0.95%)
ZENITHSTL
₹ 370.90
+2.60(0.36%)
ITC
₹ 4.55
-3.05(0.82%)
WIPRO
₹ 32.00
-1.35(0.36%)
TCS
₹ 2547.80
+2.20(7.38%)
TATAMOTORS
₹ 3213.75
+15.60(0.62%)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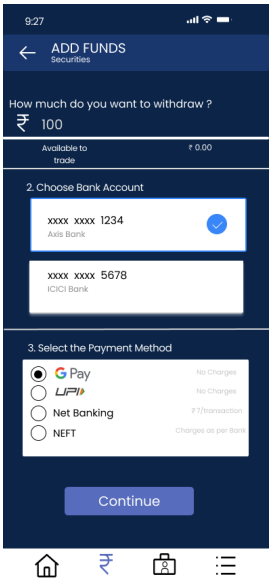
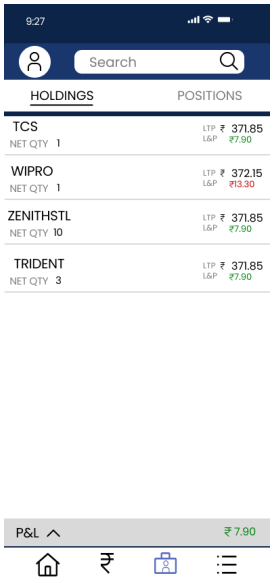
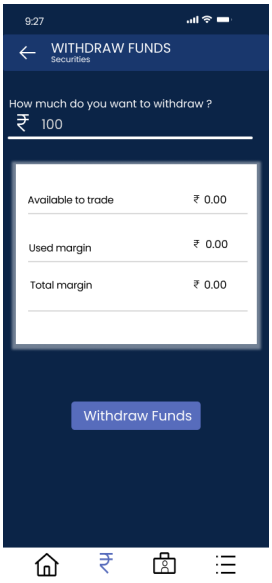
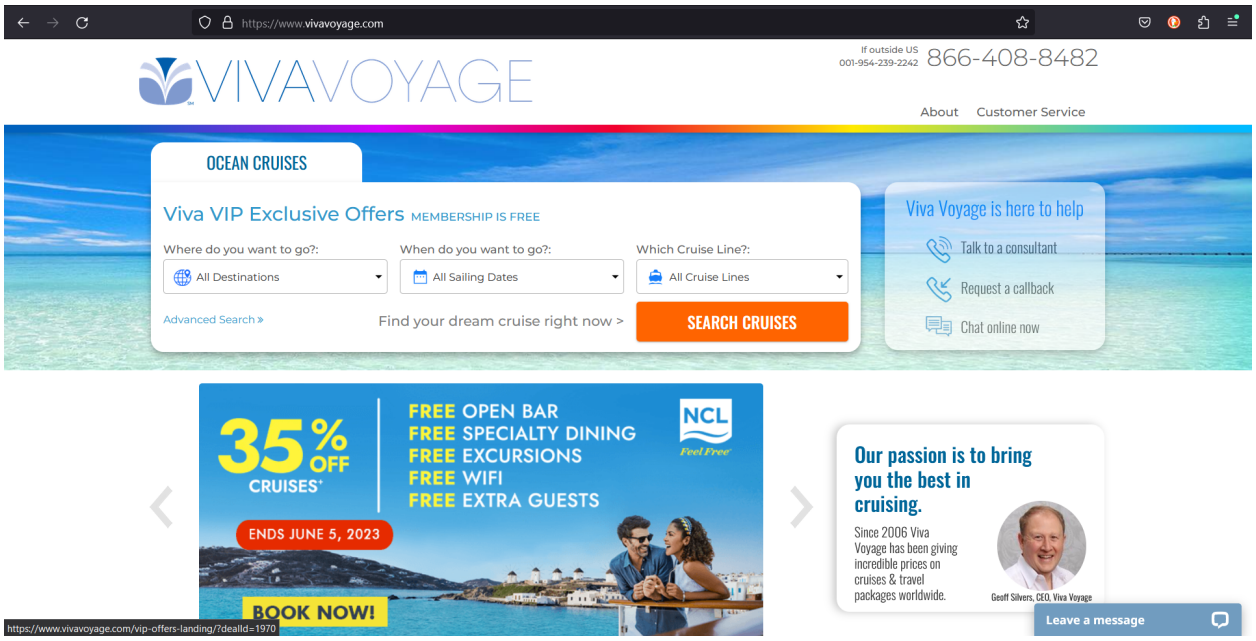
TATACONSUM
NSE EQ
₹ 717.30
Overview
News
Option Chain
Portfolio
TATA CONSUMER PRODUCTION LTD
Open
722.00
Upper Circuit
790.20
Lower Circuit
790.20
Volume
2,21,105
Close
722.00
ATP
2,21,105
Market Depth
Quantity
BID
ASK
Quantity
29,777
4.50
4.50
29,777
290
4.50
4.50
290
4,719
4.50
4.50
4,719
3,508
4.50
4.50
3,508
900
4.50
4.50
900
BUY
SELL

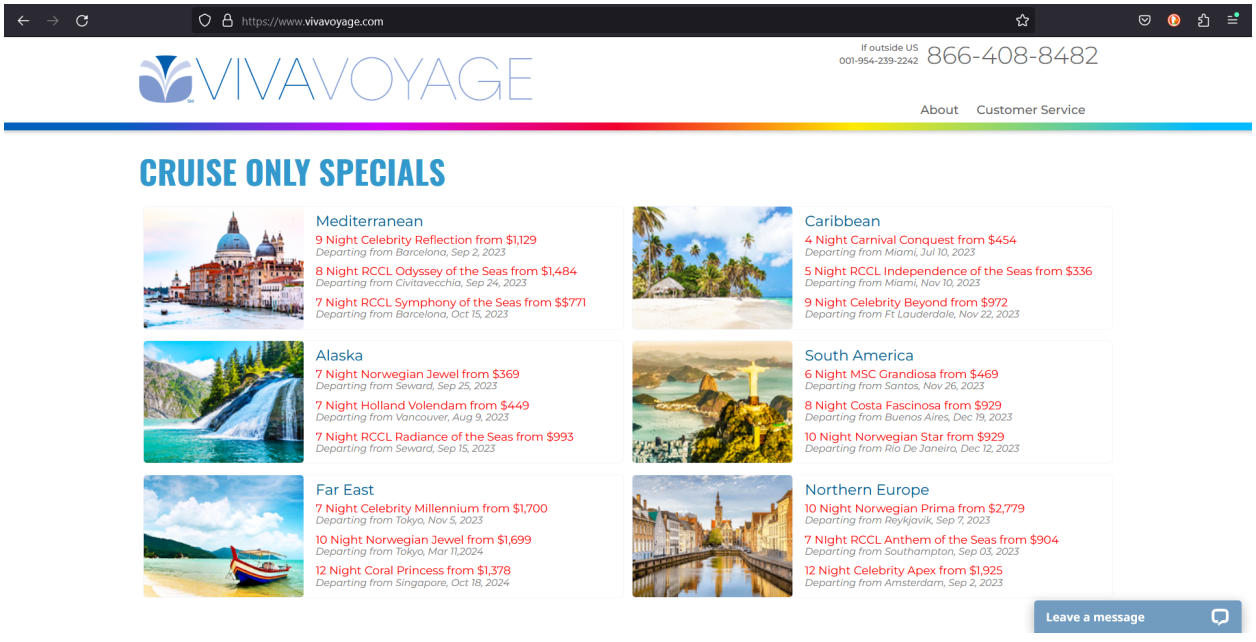

9:27
ADD FUNDS
Securities
How much do you want to withdraw ?
₹ 100
Available to trade
₹ 0.00
2. Choose Bank Account
xxxx xxxx 1234
Axis Bank
xxxx xxxx 5678
ICICI Bank
3. Select the Payment Method
G Pay
No Charges
UPI
No Charges
Net Banking
₹ 7/transaction
NEFT
Charges as per Bank
Continue

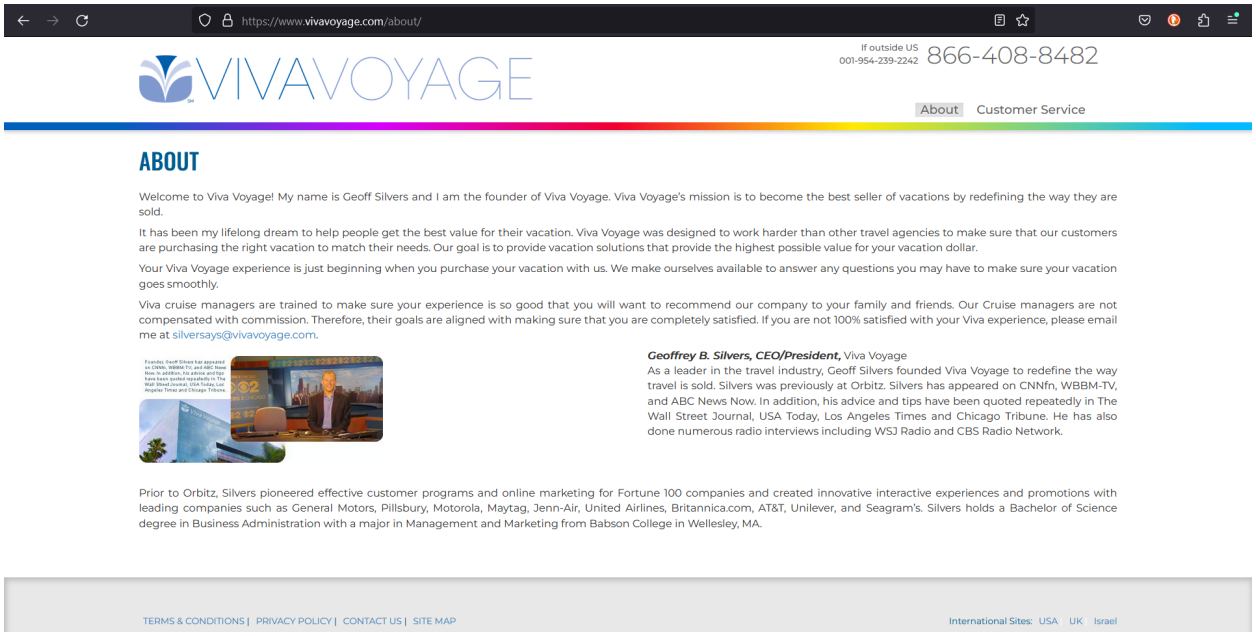

9:27
Search
HOLDINGS
POSITIONS
TCS
NET QTY 1
LTP ₹ 371.85
L&P ₹7.90
WIPRO
NET QTY 1
LTP ₹ 372.15
L&P ₹13.30
ZENITHSTL
NET QTY 10
LTP ₹ 371.85
L&P ₹7.90
TRIDENT
NET QTY 3
LTP ₹ 371.85
L&P ₹7.90
P&L
₹ 7.90

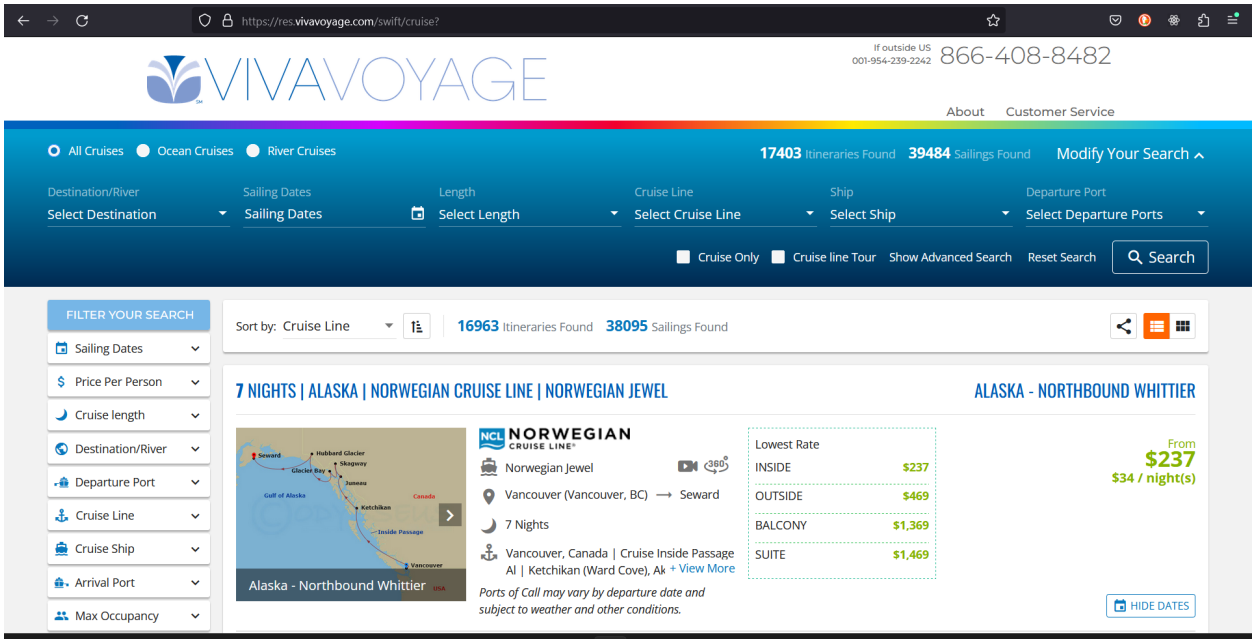

9:27
WITHDRAW FUNDS
Securities
How much do you want to withdraw ?
₹ 100
Available to trade
₹ 0.00
Used margin
₹ 0.00
Total margin
₹ 0.00
Withdraw Funds

- Viva Voyage (https://www.vivavoyage.com/):



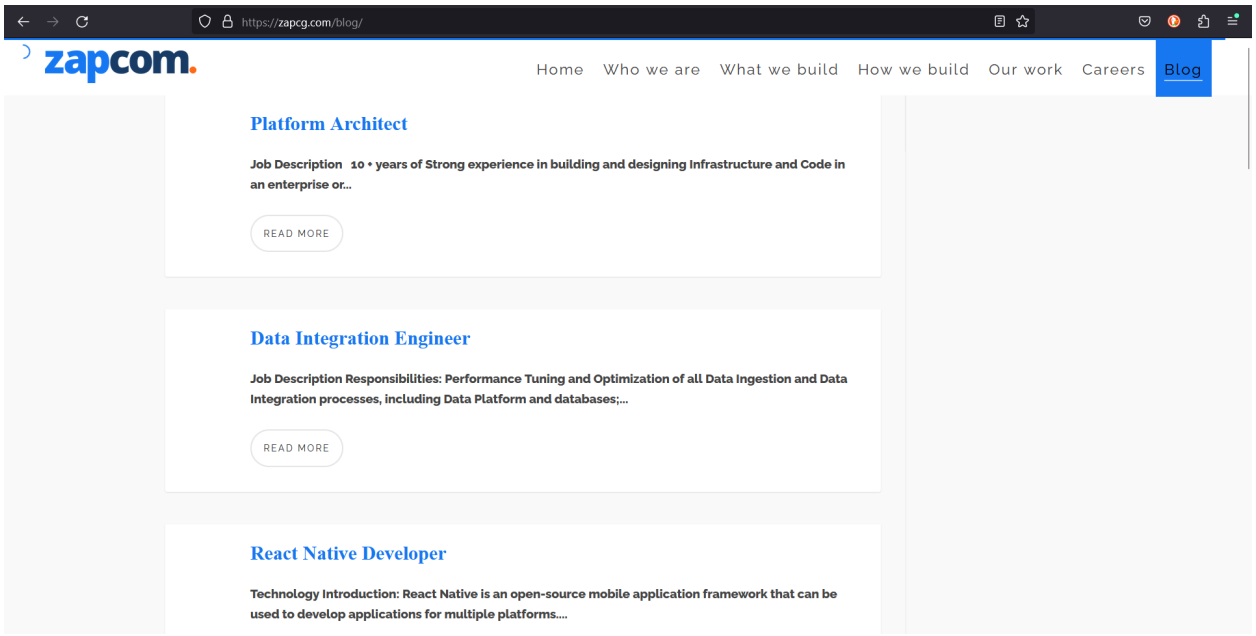






These are the screenshots of how the website currently looks. Redesigned the complete website according to the needs of the customer. Changes were approved by Mr. Sai Konda (CTO, Zapcom Solutions).

- Blog Site (https://zapcg.com/blog/):



Redesigned the Blog webpage for Zapcom Solutions which will be released after the new website design is developed.

Portfolio Website:

Designed a portfolio website for a client.

Note: Due to company policies, I cannot disclose any new designs of client websites that I have worked on. I have put screenshots of how the websites currently look like.

TOOLS AND TECHNOLOGIES USED

1. Figma:

It allows multiple users to work on designs simultaneously in real-time, promoting efficient teamwork. Figma offers features such as vector editing tools, typography controls, and color palettes to create visually appealing designs. It simplifies the handoff process between designers and developers by generating code snippets and assets. Figma also supports prototyping, enabling designers to create interactive and animated prototypes. With its cross-platform compatibility, Figma has gained popularity among UI/UX designers and design teams.

2. Wordpress:

WordPress is a widely used content management system (CMS) that allows users to create and manage websites and blogs with ease. It provides a user-friendly interface, customizable themes, and a vast plugin ecosystem, making it accessible and adaptable for individuals and businesses alike. With WordPress, users can create and publish content, ranging from blog posts to static pages, and customize the appearance and functionality of their websites. It is open-source, meaning it is free to use, and its active community ensures continuous development, security enhancements, and support. WordPress is known for its search engine optimization (SEO) capabilities, helping websites rank higher in search results. Overall, WordPress empowers users to build dynamic, customizable, and feature-rich websites without extensive technical knowledge.

CERTIFICATIONS COMPLETED UNDER INTERNSHIP AND SELF STUDY

- Figma Essential Training: The Basics (LinkedIn Learning)

LinkedIn LEARNING

Certificate of Completion

Congratulations, Seema Santosh Naik

Figma Essential Training: The Basics

Course completed on Mar 28, 2023 at 07:05AM UTC • 1 hour 37 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate ID: AYExjbIGjOkNFzuNAUfajwytn5mU

- Wordpress Essential Training (LinkedIn Learning)

LinkedIn LEARNING

Certificate of Completion

Congratulations, Seema Santosh Naik

WordPress Essential Training

Course completed on Jun 01, 2023 at 08:42AM UTC • 1 hour 57 min

By continuing to learn, you have expanded your perspective, sharpened your skills, and made yourself even more in demand.

Head of Content Strategy, Learning

LinkedIn Learning
1000 W Maude Ave
Sunnyvale, CA 94085

Certificate ID: AU51Ijhx8VsT6YIxe3HHTIjRQq0j

- Agile Foundations (LinkedIn Learning)

SUMMARY

During my internship at Zapcom Solutions as a member of the Design Team, I had the opportunity to work on various digital products, including a UPI Payment App, Stocks App, Portfolio website, Blog site, and a client website redesign. Throughout the internship, several challenges were identified that impacted the design process and the overall user experience of these products.

The first challenge was the lack of a user-centric approach in the design process. Insufficient emphasis was placed on understanding and addressing the needs, preferences, and behaviors of the target users, resulting in suboptimal user experiences and limited user engagement.

Another challenge was the inconsistency in design language across the digital products. Visual aesthetics, interaction patterns, and overall design language varied, creating confusion and hindering brand identity and recognition.

Usability issues were also identified, including unintuitive navigation, unclear information hierarchy, and difficulties in completing key tasks. These issues negatively affected user satisfaction and hindered the achievement of business goals.

Additionally, limited consideration was given to accessibility, making it challenging for users with disabilities to effectively interact with the applications and websites.

Collaboration and communication within the design team were also problematic. Delays, misalignment, and a lack of synergy among team members resulted in inefficiencies and delayed delivery of high-quality design outputs.

To address these challenges, it is essential for Zapcom Solutions to implement effective solutions and strategies. These may include conducting user research and usability testing to gain insights into user needs and preferences, establishing a consistent design language and style guide, improving accessibility features, and enhancing collaboration and communication within the design team.

By addressing these challenges and implementing appropriate solutions, Zapcom Solutions can improve the overall user experience, increase user satisfaction, and deliver high-quality digital products that align with client expectations.

INTERNSHIP TIMELINE

January 2023

- Week 1 - 4
    - Self learning phase

February 2023

- Week 5 - 8
    - Self learning phase

March 2023

- Week 9
    - Self learning phase
- Week 10
    - Redesign Viva Voyage website
- Week 11
    - Design Stock Investment App
- Week 12
    - Continued working on designing Stock Investment App
- Week 13
    - Continued working on designing Stock Investment App

April 2023

- Week 14
    - Finalized Stock Investment App
    - Design Stock Investment App logo
- Week 15
    - Demo of Stock Investment App design to mentor
    - Implementing the suggested changes
- Week 16
    - Implementing changes asked by Viva Voyage client
    - Demo of work done till now to Senior Leadership Team
- Week 17
    - Redesign Blog webpage for Zapcom Solutions

May 2023

- Week 18
    - Redesign Blog webpage for Zapcom Solutions
- Week 19
    - Redesign Blog webpage for Zapcom Solutions
    - Design Portfolio website for a client
- Week 20

    - Design Portfolio website for a client
- Week 21
    - Redesign parts of blog site for Zapcom Solutions

June 2023

- Week 22
    - Redesign parts of blog site for Zapcom Solutions
- Week 23
    - Design website parts for a client
- Week 24
    - Design website parts for a client

EXPERIENCE OF INTERNSHIP

During my internship at Zapcom Solutions as a member of the Design Team, I had a valuable and enriching experience working on a range of projects. Throughout the internship, I was involved in designing a UPI Payment App, Stocks App, Portfolio website, Blog site, and redesigning client websites. This hands-on experience allowed me to apply my design skills, learn new techniques, and gain a deeper understanding of the design process in a professional setting.

One of the highlights of my experience was working on the UPI Payment App. It was a challenging project that required me to consider various factors such as user security, seamless transactions, and a user-friendly interface. I had the opportunity to collaborate with developers and UX researchers to ensure the design met the needs of both the business and the end-users. Through this project, I enhanced my skills in user-centered design, prototyping, and usability testing.

Designing the Stocks App was another significant aspect of my internship. It involved creating an intuitive interface that provided real-time stock market information and allowed users to track their investments efficiently. This project helped me develop skills in designing for financial applications. It was an exciting opportunity to combine my passion for design with the world of finance.

In addition to the app designs, I also worked on a Portfolio website and a Blog site. These projects allowed me to showcase my creativity and create visually appealing and engaging digital experiences. I learned about the importance of storytelling through design, creating a seamless user journey, and optimizing website performance.

Furthermore, I had the opportunity to contribute to the redesign of a client website. This involved understanding the client's requirements, conducting a thorough analysis of the existing website, and proposing improvements to enhance its visual appeal, usability, and overall user experience. Collaborating with the client and the development team was a valuable experience that taught me the importance of effective communication and stakeholder management.

Throughout my internship, I encountered several challenges that helped me grow both personally and professionally. These challenges included addressing usability issues, ensuring consistency in design language, considering accessibility requirements, and improving collaboration within the design team. Overcoming these challenges required critical thinking, problem-solving skills, and effective communication.

Overall, my internship at Zapcom Solutions provided me with a comprehensive understanding of the design process and allowed me to apply my skills to real-world projects. I gained valuable insights into the importance of user-centered design, the significance of collaboration and communication in a team setting, and the iterative nature of design. This experience has further fueled my passion for design and has equipped me with a solid foundation to pursue a successful career in the field.

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