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INTERNSHIP REPORT

VAIBHAVRAJ VERLEKAR 2059

ZapCom Solutions Pvt. Ltd.

Goa University

REPORT OF INTERNSHIP DONE AT ZAPCOM SOLUTIONS PVT. LTD

SUBMITTED BY: VAIBHAVRAJ VERLEKAR

(Graphic | UIUX Designer)

UNDER THE GUIDANCE OF

Mr. Jimson John Varghese
(UIUX Designer)

Mr. Raksheet Handoo (Product Manager)

With

Mr. Eswaran Pragasam Lead - Software Engineer

Mr. Himaraj Rao Senior Engineering Manager

zapcom.

1st June 2023

TO WHOMSOEVER IT MAY CONCERN

This is to inform you that Mr. Vaibhavraj Verlekar, student of Master of Computer Applications (MCA) of Goa University, Goa, is currently undergoing his final semester project (Semester VI/V) at our company, Zapcom Solutions Pvt. Ltd from 4th January, 2023.

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

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

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

olution

INDIA

For Zapcom Solutions Pvt. Ltd.

Srinivas Reddy Kothakota Chief Operating Officer

INDIA
Zapcom Solutions Pvt. Ltd
gth 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. Vaibhavraj Verlekar has been evaluated for the project work titled "Report of Internship done at ZapCom Solutions Pvt. Ltd." undertaken at ZapCom Solutions Private Limited, Bangalore in partial fulfilment for the award of the degree in Master of Computer Application.

Examiner 1

Examiner 2

Place: Goa University Date: 16th June 2023

Dean, Goa Business School

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4

Goa University

ACKNOWLEDGEMENT

I would like to express my gratitude and appreciation to all the people who helped me in the completion of my internship.

I would like to thank Goa Business School, Goa University, for giving me the opportunity to carry out my internship and acquire real-world industrial experience. I thank Mr. Hanumant Sir (Prof., Goa University) and all the faculty of Goa Business School for their constant encouragement and support.

I would also like to thank Mr. Kishore Pallamreddy (CEO,

ZapCom), Srinivas Kothakota (COO, ZapCom).

My sincerest gratitude to Mr. Eswaran Pragasam (Lead - Software Engineer) and Mr. Raksheet Handoo(Product Manager). Special thanks to Mr. Subramanian Arumugam(Delivery Manager) for always guiding me on a right path and motivating me throughout the Zapcom journey.

I am extremely grateful to all my colleagues and friends who helped me in the successful completion of this internship.

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INTRODUCTION

This internship report describes the tasks carried out during 5 months, full time internship period by Mr. Vaibhavraj Verlekar which commenced on 4th January 2023 at ZapCom Solutions Pvt. Ltd, Bangalore in accordance with curriculum of the VI semester Industrial Training of the MCA program, Goa University, Goa. In the chapters that will follow, I will talk about the company and elaborate on the projects and tasks I worked on, a brief information about the projects, the modules I worked on. I will also provide information on the technologies studied and tools used during the internship. I shall conclude by sharing my experience with the company during the internship.



COMPANY PROFILE

ZapCom Group is a global Product Engineering and Technology Services company that designs and develops custom software solutions, enabling partners to achieve their business goals. They are globally specialized in building scalable platforms for Travel, Hospitality, Fin-Tech and Retail. ZapCom Group is a high performing team with competency in disruptive innovative ideas and emerging technologies. They are headguartered in California with offices in Dublin-California, Dallas Texas, Bangalore, Hyderabad - India and San Jose-Costa Rica. ZapCom has a strong management team with experience in Technology consulting, Product engineering and Custom solution development services. ZapCom is strategically placed to help clients deliver better products, services and business processes through Disruptive Technologies, Insights and Processes. ZapCom has successfully delivered many projects in Agile and Scrum methodologies. The Company has helped its customers to adapt and further improve their delivery efficiency. ZapCom helps its customers to achieve performance targets.

- 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.

PROBLEM STATEMENT

As a UI/UX Designer Intern, the problem statement is to streamline the user onboarding process and improve user engagement for a mobile application. The current onboarding experience may be complex, confusing, or lacking clear guidance, leading to a high drop-off rate and low user retention.

The objective is to enhance the user experience by designing a seamless and intuitive onboarding process that effectively communicates the app's value proposition, guides users through key features, and encourages long-term engagement. By addressing these challenges, the goal is to increase user satisfaction, drive user retention, and ultimately contribute to the app's success.

To address this problem, the UI/UX Designer Intern should:

Conduct User Research: Conduct user research to understand the target audience, their needs, preferences, and pain points. Gather insights through surveys, interviews, or usability tests to gain a deep understanding of user expectations and identify pain points during the onboarding process.

Evaluate Existing Onboarding Experience: Evaluate the current onboarding process and identify areas for improvement. Analyze user flow, information hierarchy, visual design, and interactive elements to determine potential bottlenecks or areas that may confuse or overwhelm users.

Simplify Onboarding Process: Streamline the onboarding process by reducing complexity and removing unnecessary steps. Break down the information into digestible chunks, guide users through each step, and ensure clarity in conveying the app's value proposition and key features.

Design Intuitive User Interfaces: Design intuitive and visually appealing user interfaces that guide users through the onboarding process. Utilize clear and concise copy, visual cues, and interactive elements to provide a seamless and engaging user experience. Ensure consistency in visual design elements, such as typography, color schemes, and iconography.

Incorporate Gamification and Interactive Elements: Introduce gamification techniques or interactive elements that encourage user engagement and motivate users to complete the onboarding process. This could include progress indicators, rewards, interactive tutorials, or mini-challenges that make the onboarding experience more enjoyable and memorable.

Test and Iterate: Collaborate with the development team and stakeholders to gather feedback on the redesigned onboarding process. Conduct usability testing and iterate based on user feedback to refine the design and ensure it aligns with user expectations.

Provide Onboarding Support: Create user support materials, such as tooltips, in-app tutorials, or help documentation, to assist users during the onboarding process. Ensure that users can easily access these resources if they need additional guidance.

Measure and Analyze User Engagement: Implement analytics tools to track user behavior and engagement metrics. Analyze the data to identify areas where users may drop off or encounter difficulties during onboarding. Use these insights to make data-driven design decisions and further optimize the onboarding process.

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.

MY CONTRIBUTION

As a UI/UX Designer Intern, my contribution to the team and the project played a crucial role in improving the overall user experience and interface design. Here are some potential areas where I made a valuable contribution:

User Research: Conduct user research to gain insights into the target audience, their needs, behaviors, and pain points. By conducting surveys, interviews, or usability tests, you can gather valuable feedback that will inform design decisions and help create user-centered solutions.

Wireframing and Prototyping: Collaborate with the team to create wireframes and interactive prototypes that demonstrate the proposed design solutions. By visualizing the user interface and interactions, you can effectively communicate your design ideas and gather feedback from stakeholders and users.

Visual Design: Utilize your design skills to create visually appealing and cohesive user interfaces. Apply design principles such as color theory, typography, and layout to create aesthetically pleasing and user-friendly designs. Ensure consistency with the company's brand guidelines while incorporating intuitive and engaging visual elements.

Usability Testing: Assist in planning and conducting usability testing sessions to evaluate the effectiveness and usability of the designs. Document user feedback and observations to identify areas of improvement and refine the user interface based on user insights.

Collaborative Iteration: Actively participate in design discussions and provide constructive feedback to the team. Collaborate with other designers, developers, and stakeholders to iterate on design solutions, incorporating feedback and aligning with project goals.

User Interface Enhancement: Identify areas within the existing user interface that can be improved to enhance the overall user experience. This may involve simplifying complex interactions, improving navigation, or refining the visual hierarchy to guide users effectively.

Accessibility Considerations: Incorporate accessibility principles into the design process to ensure that the user interface is inclusive and usable by a wide range of users. Consider factors such as color contrast, font size, and screen reader compatibility to make the design accessible to users with disabilities.

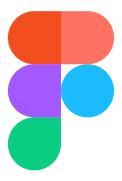
Documentation and Design Guidelines: Contribute to the creation of design documentation, including style guides, pattern libraries, and design principles. This will help maintain design consistency and facilitate future design iterations by providing a clear reference for the team.

TOOLS & TECHNOLOGIES USED









Adobe Illustrator is a powerful vector graphics editor developed by Adobe Inc. It is widely used by graphic designers, illustrators, and artists to create and manipulate digital artwork. Illustrator is known for its precision, versatility, and extensive range of tools and features that allow users to create stunning visuals for both print and digital media.

One of the key strengths of Adobe Illustrator is its focus on vector graphics. Unlike raster-based images, which are composed of pixels, vector graphics are created using mathematical equations and are infinitely scalable without losing quality. This makes Illustrator ideal for creating logos, icons, illustrations, and other graphics that require scalability and flexibility.

Illustrator provides a comprehensive set of drawing tools, including various shapes, lines, curves, and brushes, which enable users to create and edit artwork with great precision. It also offers powerful typography tools, allowing designers to manipulate text creatively, apply effects, and work with a wide range of fonts.

The software supports layers, which enable users to organize and manage complex artwork more efficiently. It also offers a range of color management tools, including swatches, gradients, and color guides, to help designers achieve the desired color schemes in their projects.

Furthermore, Adobe Illustrator seamlessly integrates with other Adobe Creative Cloud applications, such as Adobe Photoshop and Adobe InDesign, enabling users to easily transfer files and collaborate on projects across different software platforms.

Adobe Photoshop is a powerful raster-based image editing software developed by Adobe Inc. It is widely used by photographers, designers, and digital artists for various creative and professional purposes. Photoshop offers a comprehensive set of tools and features that allow users to manipulate, enhance, and transform digital images with precision and creativity.

One of the key strengths of Adobe Photoshop is its ability to work with raster graphics. It supports a wide range of file formats and allows users to edit and enhance images pixel by pixel. This makes Photoshop suitable for tasks such as photo retouching, image manipulation, and digital painting.

Photoshop provides a vast array of tools for selecting and masking parts of an image, enabling users to make precise edits and adjustments. These tools include the marquee, lasso, and magic wand tools, as well as advanced features like the quick selection and refine edge tools, which make it easier to isolate and extract complex elements from images.

The software offers numerous filters, adjustment layers, and blending modes that allow users to apply various effects, corrections, and enhancements to their images. These tools enable photographers to improve the lighting, colors, and overall composition of their photos, while also providing designers with creative options for graphic design projects.

Photoshop also supports non-destructive editing through the use of layers. Layers allow users to work on different parts of an image independently, making it easier to manage complex projects and experiment with different effects and adjustments without permanently altering the original image.

Adobe XD (Experience Design) is a user experience (UX) and user interface (UI) design software developed by Adobe Inc. It is specifically designed to create interactive prototypes, wireframes, and designs for websites, mobile apps, and other digital interfaces. Adobe XD streamlines the design process, allowing designers to create and collaborate on projects efficiently.

One of the key strengths of Adobe XD is its user-friendly interface and intuitive design tools. It offers a range of features that enable designers to quickly and easily create interactive prototypes and design layouts. With XD's drag-and-drop functionality and simple interface, designers can efficiently build and refine their designs.

The software provides a wide range of design and layout tools, including vector-based drawing tools, grids, guides, and a powerful symbols feature. Designers can create reusable components, such as buttons or navigation bars, and easily update them across multiple screens or artboards. This ensures consistency and speeds up the design process, especially for larger projects.

Adobe XD supports the creation of interactive prototypes, allowing designers to add interactive elements and transitions to their designs. Designers can create clickable buttons, transitions between screens, and even interactive animations, providing a realistic preview of how the final product will look and function.

Collaboration is another key aspect of Adobe XD. It offers features that facilitate team collaboration and feedback gathering. Designers can share their designs with stakeholders, clients, or other team members, who can then review and comment on specific elements or areas of the design.

Figma is a cloud-based design and prototyping tool widely used by designers and teams to create user interfaces (UI) and user experiences (UX) for websites, mobile apps, and other digital products. It offers a collaborative and intuitive platform that simplifies the design process and allows for seamless teamwork.

One of the key advantages of Figma is its cloud-based nature. Designers can access their projects from any device with an internet connection, eliminating the need for software installations or file transfers. This makes collaboration easy, as multiple team members can work simultaneously on the same project, seeing real-time updates and changes.

Figma provides a wide range of design tools and features to create visually appealing and interactive designs. These tools include vector editing, design components, layout grids, and an extensive library of UI elements and icons. Designers can create and customize reusable components, ensuring consistency across the design and saving time by updating elements in one place.

The prototyping capabilities of Figma allow designers to create interactive and animated prototypes to simulate user experiences. With the ability to define interactions, transitions, and animations, designers can showcase and test the functionality and flow of their designs. Figma's prototyping feature helps stakeholders and clients understand the intended user experience and gather valuable feedback.

Collaboration is at the core of Figma's design process. Designers can invite team members, stakeholders, and clients to review and comment on designs in real-time. This facilitates effective communication, reduces the need for back-and-forth emails or meetings, and streamlines the feedback and iteration process.

AS PART OF THE UI/UX DESIGN TEAM, I WORKED ON FOLLOWING PROJECTS

Redesign of Zapcom Home page

Property management system page

Zapchat web app

Feedback form

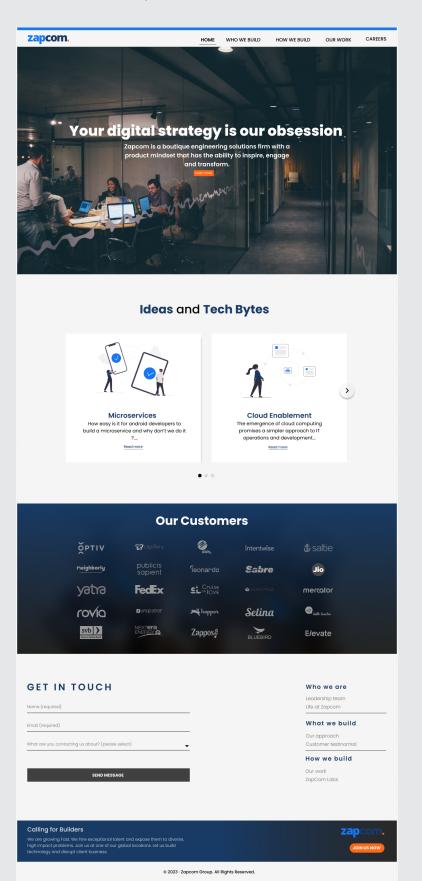
Website redesign

Client project App ui screens

Personal projects

Note: Due to company policies, I cannot disclose client that I have worked on and cannot even write any paragra[h about it. I have put screenshots of how the websites and app screens currently look like.

REDESIGN OF ZAPCOM HOME PAGE





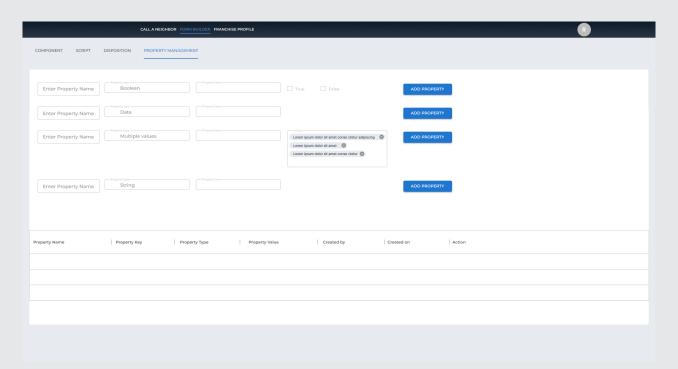




What are you contacting us abo		
	SEND-MESSAGE	
Who we are		
Leadership team		
Life at Zapcom		
What we build		
Our approach		
Customer testinomial		
How we build		
Ourwork		
ZapCom Lobs		

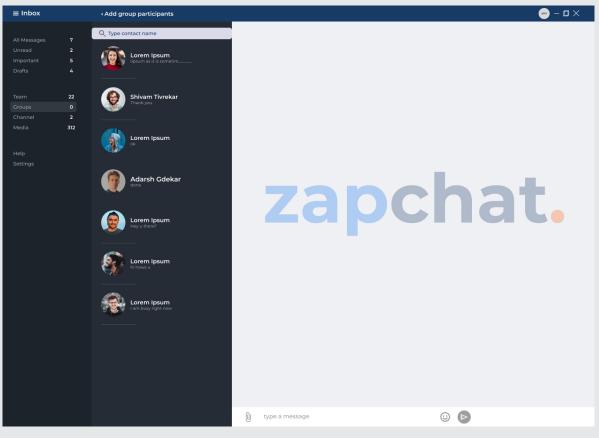


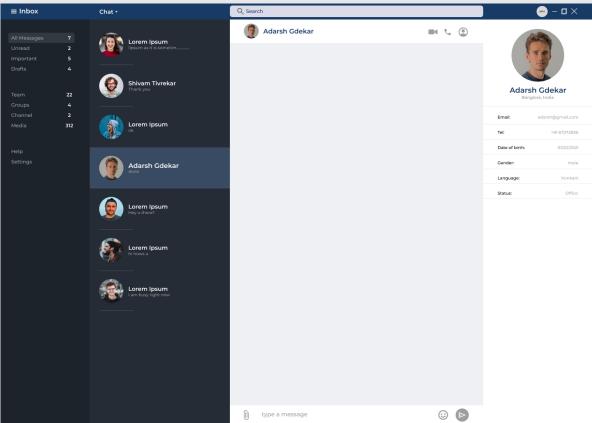
PROPERTY MANAGEMENT SYSTEM PAGE





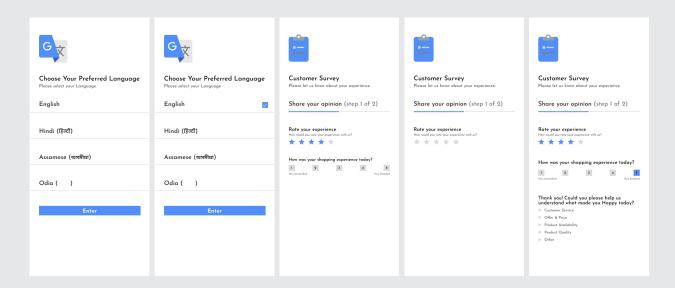
ZAPCHAT WEB APP

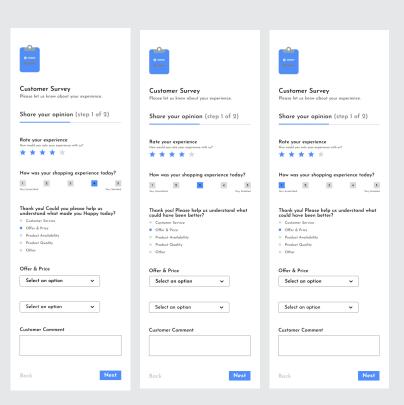






FEEDBACK FORM



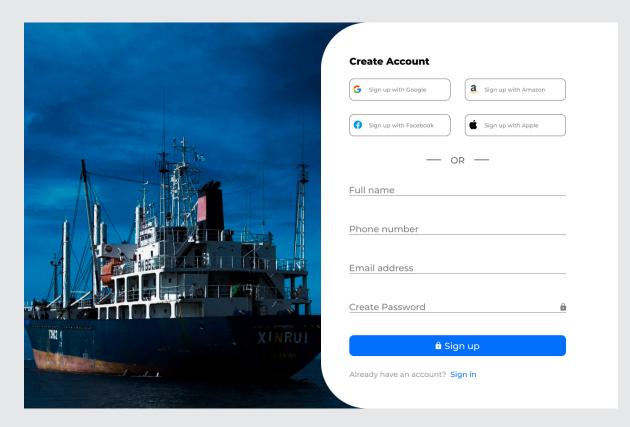


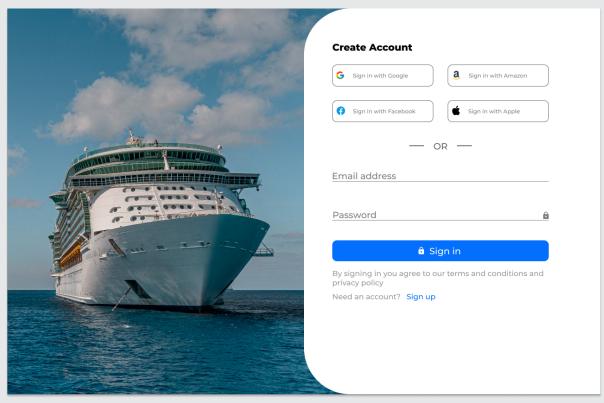


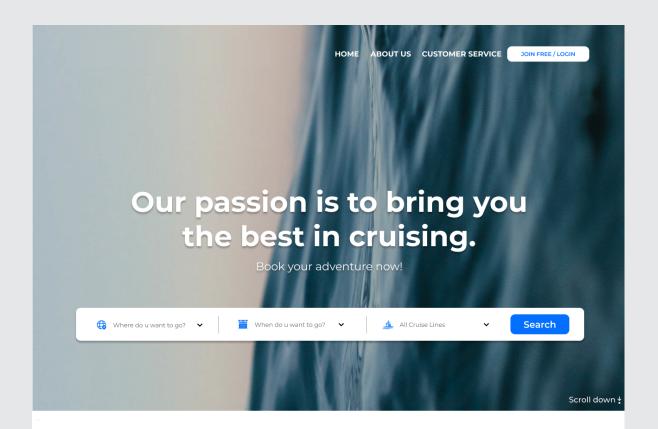




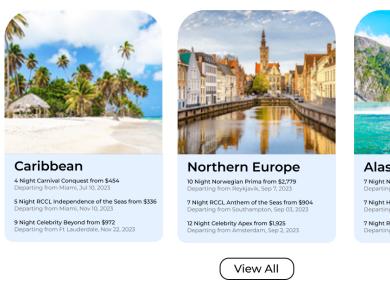
WEBSITE REDESIGN







Start your cruisuing with our Packages Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt





7 Night Holland Volendam from \$529

7 Night RCCL Brilliance of the Seas from \$736 Departing from Vancouver, Apr 23, 2023



About us

Some Benefits of joining us!

Welcome to Viva Voyage! My name is Geoff Silvers and I am the founder of Viva Voyage. Viva Voyage's mission is to become the best seller of vacations by redefining the way they are sold.

It has been my lifelong dream to help people get the best value for their vacation. Viva Voyage was designed to work harder than other travel agencies to make sure that our customers are purchasing the right vacation to match their needs. Our goal is to provide vacation solutions that provide the highest possible value for your vacation dollar.

Your Viva Voyage experience is just beginning when you purchase your vacation with us. We make ourselves available to answer any questions you may have to make sure your vacation goes smoothly.

Viva cruise managers are trained to make sure your experience is so good that you will want to recommend our company to your family and friends. Our Cruise managers are not compensated with commission. Therefore, their goals are aligned with making sure that you are completely satisfied. If you are not 100% satisfied with your Viva experience, please email me at silversays@vivavoyage.com.







Geoffrey B. Silvers, CEO/President, Viva VoyageAs a leader in the travel industry, Geoff Silvers founded Viva Voyage to redefine the way travel is sold. Silvers was previously at Orbitz. Silvers has appeared on CNNfn, WBBM-TV, and ABC News Now. In addition, his advice and tips have been quoted repeatedly in The Wall Street Journal, USA Today, Los Angeles Times and Chicago Tribune. He has also done numerous radio interviews including WSJ Radio and CBS Radio Network

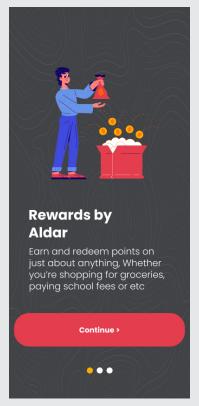
Prior to Orbitz, Silvers pioneered effective customer programs and online marketing for Fortune 100 companies and created innovative interactive experiences and promotions with leading companies such as General Motors, Pillsbury, Motorola, Maytag, Jenn-Air, United Airlines, Britannica.com, AT&T, Unilever, and Seagram's. Silvers holds a Bachelor of Science degree in Business Administration with a major in Management and Marketing from Babson College in Wellesley, MA.

General Cruise FAQs

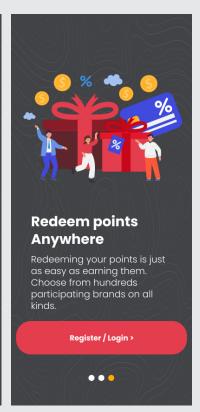
Why Cruise?	•
How long are cruises?	•
Where can I go?	•



CLIENT PROJECT APP UI SCREENS

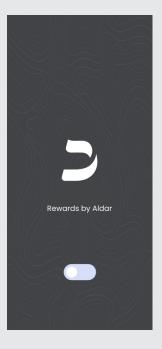






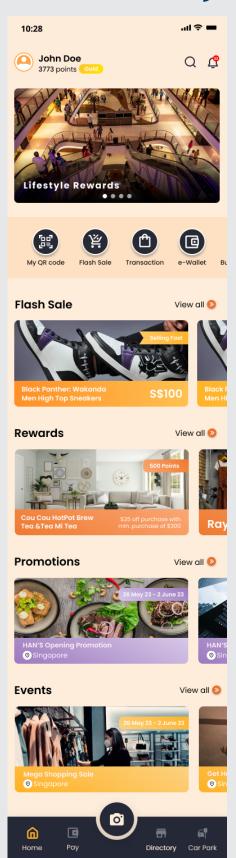


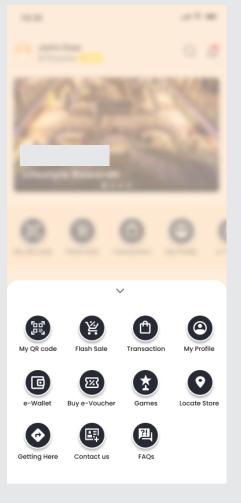






CLIENT PROJECT APP UI SCREENS





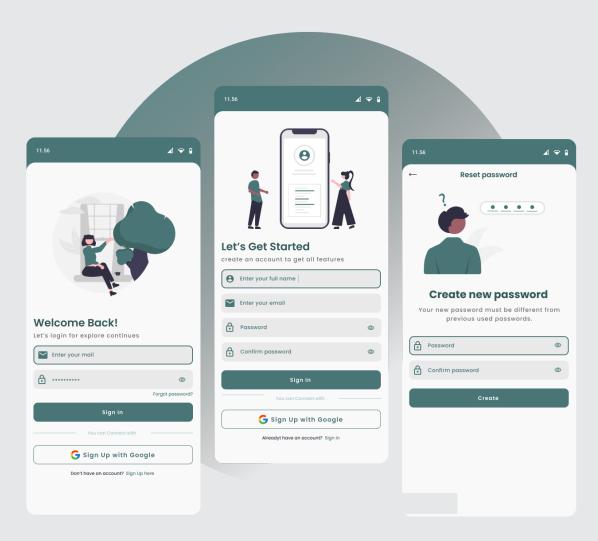


PERSONAL PROJECTS



Landing Home screen design for honey bee brand Designed using figma for practice purpose

PERSONAL PROJECTS





Create new password screen design for Mobile ui Designed using figma for practice purpose

CERTIFICATIONS AND TRAINING COMLPLETED UNDER INTERNSHIP & SELF STUDY

1. Agile foundation certificate course on Linkedin

2. Youtube courses

~Figma

~Adobe xd

~Adobe Illustrator

~Adobe Photoshop

OVERALL EXPERIENCE AT ZAPCOM

My Internship at ZapCom has been a wonderful and growing experience that has taught me a lot.

The work environment at ZapCom is friendly. I got to experience how the industry actually functions and how the project cycle works in real life. My colleagues were extremely helpful & approachable, which made me feel comfortable working at ZapCom.

At ZapCom we are encouraged to spend a fraction of our time on activities and having fun. I got

to experience events like Holi, Potluck, Fun Friday Activities and other Games. These events allowed me to forge valuable friendships with my colleagues.

Overall, my internship experience has been an extremely enriching. I am thankful for this opportunity to gain valuable working experience.

INTERNSHIP TIMELINE

January 2023

Week 1:

- ~Formal Orientation & Onboarding Process
- ~Started learning Figma
- ~Reading articles about UI/UX design

Week 2:

~First task: Redesign Zapcom Home page

Week 3:

- ~Changing user interface to be consistent
- ~Following colo and typography consistently throughout the website
- *Observing changes in my previous work and comparing the new work

Week 4:

"Showed it to mentor, took the approval and moved for a next task.

February 2023

Week 1:

- ~Was assigned a task to design the same Home page for mobile view
- ~Youtube videos for animation
- ~Learnt scrolling using figma

Week 2:

~Completed the given task and showed it to mentor.

Week 3:

- ~Learnt Adobe Illustrator
- ~Different tool of adobe illustrator
- "Completed the course on youtube.

Week 4:

"Assigned the task for designing a website for zapcom employees to chat.

March 2023

Week 1:

- ~Was assigned a task to redesign a website for a client
- ~Youtube videos for more stuff
- ~Learnt diff types of prototyping

Week 2:

~worked on the changes told by the client

Week 3:

- ~Learnt Adobe Photoshop
- ~Different tool of adobe photoshop
- "Completed the course on youtube.
- "Designed a screen for a client.

Week 4:

~Completed the Redesign of the website

April 2023

Week 1:

- ~Was assigned a task to design a feedback form for a client
- ~Youtube videos for more stuff
- ~Learnt diff types of components
- ~Side by side I was completing one more task of completing app ui screens

Week 2:

~worked on the changes told by the client and the mentor

Week 3:

- ~Learnt Adobe Xd
- ~Different tool of adobe xd
- "Completed the course on youtube.

Week 4:

~Completed the Feedback form and Submitted

May 2023

Week 1:

- ~Was assigned a task to design a App ui
- ~Designed main Home Screen
- ~And Many more screens

Week 2:

~worked on the changes told by the client and the mentor

Week 3:

- ~Minor changes by the client
- "Done with the prototyping

Week 4:

~Completed the App screens and Submitted

June 2023

Week 1:

~Started working on Admin Portal designs

SUMMARY

My experience here at Zapcom has been a superb and developing experience.

I took in the benefit of valuing the potential opportunity and establishing a decent first connection. Being in a climate that was so uplifting assisted me with extending my imaginative limits.

As an understudy, you most certainly feel like you are having an effect and you are encircled by probably the sawviest individuals in the business. It pushes you to give your best each and every day.

Over a time of a half year, I met a great deal of superb individuals and was honoured with astonishing coaches. They assisted me with extending my viewpoint and inventiveness as a UI/UX Designer. It was an astonishing encounter to work with such a strong group and an organization that puts incredible worth on plan.

Considering that it was my most memorable modern experience, I have very much taught incredible skill in hard working attitudes, both exclusively personally and furthermore in my functioning decency.

The greatest test during my temporary job was correspondence. Ineeded to figure out how to really convey my plan and I figured out how to depict a plan according to the client's point of view and creator's viewpoint.

One significant example I gained from this entry level position is that design planning is a cycle. I figured out how to begin an undertaking and the method for proceeding with a plan bit by bit.

REFERENCES:

https://www.linkedin.com/learning

https://youtu.be/Ib8UBwu3yGA

https://youtu.be/qvQie2QP5Vg

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