



# Internship report – 3rd year

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Web development



Author:

Tom  
ROUVIER

Date of internship:

From 01 April 2020  
To 31 July 2020

Company:



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# Acknowledgements

I would like to thank the people who accompanied me during this internship.

First of all, I would like to thank all of Epitech's pedagogical team for ensuring the smooth running of this workshop and for their advice during my search for a workshop that helped me.

I would also like to thank Anthony Bassi, director of Tendances Média, for having welcomed me into his company, for having taken their time to explain the technical aspects to me, as well as for having shared their professional experience with me.

I would also like to thank the two freelance developers accompanying me, Quentin B and Clint N, as well as the project managers Thibault and Salomé G, and all the Tendances Média staff for their friendly welcome and professional cooperation throughout these four months.

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# Introduction

To finish our 3rd year at EPITECH, we have to do a four-month internship. Thanks to this, we were able to put forward our technical knowledge acquired during our last year, but above all, it allows us to discover more about the professional world and to learn new development techniques.

My desire to aggregate new skills in the web naturally oriented me towards media trends which corresponded in all points to the company profile I wanted to integrate allowing me to understand web development by associating graphics in particular.

In January 2020 I decided to start looking for freelance contracts, that's when Anthony Bassi contacted me via Malt.fr for a web integration freelance contract. Afterwards I told him about the part-time that the school was offering, and I started with a 1 month part-time before the internship.

The main goal of my part-time and internship was to solve many bugs and to realize new features so that their customers see a continuous improvement of the platform. The advantage of this internship was to learn more about the PHP language and to gain experience in a company. This internship was therefore very enriching from both a personal and professional point of view.

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# COMPANY PRESENTATION

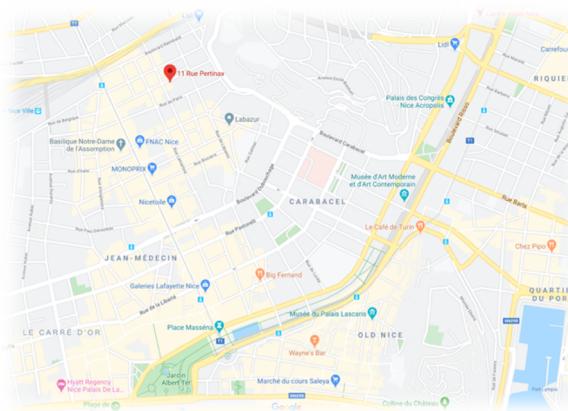


BESOIN D'ACCROÎTRE NOTORIÉTÉ, TRAFIC ET PERFORMANCE ?  
DÉCOUVREZ VOTRE NOUVELLE TEAM CONSEIL !

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# 1 Activities

Tendances Média, simplified joint stock company has been active for 1 year. Based in NICE (06000), it specializes in the computer programming sector. Located in Nice for the R&D part and in Paris for the commercial part, Tendances Média offers services ranging from simple business cards to website redesign. To communicate with their customers, Tendances Média offers web software.



11 Pertinax Street, 06000 Nice

The company's activities revolve around 3 areas of expertise:

- **Web & mobile development:** institutional website creation, e-commerce, blog, marketplaces and intranet, website hosting and maintenance, custom development on WordPress.
- **Design:** Brochure creation, template creation, posters, advertising brochures, covers, packaging, logo.
- **Marketing:** Commercial approach (continuous search for new customers), publications on networks, contact with new companies, canvassing.
- **Design and writing:** (visual identity, logo, baseline, community management (Instagram account management and content writing), brochures and flyers, business card)

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## 2 Team presentation



Anthony Bassi Director Co-founder Tendances.Media, CEO Linkibe media group & Director of Operations: At the head of the agency since its creation on the operational and commercial front, he easily manages the multidisciplinary team.

The development pole is composed of 2 people:

Clint, freelance developer. Expert in a lot of languages, he is in charge of various missions ordered by clients.



Quentin, freelance web developer. He was my main trainer when I learned about their platform. Still working with Clint.

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## 3 Organization

Tendances Média currently has 2 employees Jocelyn and Thibault as well as 3 interns, work-study students and 3 freelancers.

The team is divided into 3 groups:

- The sales team is in charge of all customer relations but also controls the projects carried out before they are delivered to the customers.
- The team of graphic designers who are in charge of creating all types of visuals (establishment of graphic charter, creation of posters, leaflets ...). In addition, the creation of the models of the pages of the websites to be integrated makes their role paramount.
- The team of developers creates websites and applications for customers. Depending on the budget and the size of the project, the construction of the site will not be the same. A custom site will be assigned to one or more freelancers, on which a trainee can graft to input content, while a request for a site under a content management system will preferably be assigned to a trainee.

## 4 My place in the company

My role in the company has been very important, it will have allowed other developers to focus on other projects and will have allowed Tendances Média's clients to see a steady continuous improvement on the platform. During its 4 months, the platform has been greatly improved with new features every week.

• • •

MY MISSION

Lkb

Anthony B.

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Tendances Media

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Téléphone  
+33 (0)4 22 13 29 23

Site web  
www.tendances.media

Utilisation de votre forfait mensuel - Septembre 2019 :

29%

Vous avez utilisé 7/24H de votre forfait portant sur les 3 derniers mois

les 3 derniers mois

Liste des interventions récentes :

Anthony B.

Demande d'évolution sur l'espace partenaire

11:10

Anthony B.

Parfait ! Merci bien.

11:31

Tendances.Media

Les optimisations ont été intégrées.

11:30

JS

PHP

HTML5

CSS3

Bootstrap

B

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## 5 My mission

My mission describes the profile of a "Full-Stack" developer, i.e. to be able to perform tasks at any technical level of the stack of different layers that make up a website.

## 6 The realization of my mission

### 6.1 Front-end development

When I arrived, I was directly integrated on an ongoing project supervised by a freelance fellow developer who familiarized me with their customer ticket management platform so that I could continue without him.

Later, I was mandated to add numerous functionalities on their web platform "Linkibe" and fully integrate it (Attachment 1), allowing me to increase my skills in "front-end\*" development, encompassing all the visible elements of a web page. This is a demanding task, as a final website must comply in all points with the mock-up validated by the client, all in a responsive\* manner.

Search Engine Optimization is essential for a website. My mission was also to optimize all the pages of the website I was working on so that it would fill a maximum of points that Google asks for to improve their position in the search engine. During this integration project, part of my mission was to respect a code architecture so that the skeleton of the page fulfills the most criteria and to optimize the whole site so that it is as fast as possible and therefore better referenced naturally by Google.

The front-end\* includes the graphic creation but also the style and formatting of a page by adapting it to any type of device.

In some elaborate displays (such as search, a company drop-down menu, a contact form...), I was in charge of developing custom functions in languages (Ajax, PHP) of which I only knew the basics (Attachment 1, 2, 3).

I was able to quickly familiarize myself with these new languages, which allowed me to progress quickly on projects.

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## 6.2 Back-end development

At the same time with the superficial development of the web (front-end\*), I was able to work on the non-visible part, called "back-end\*".

This includes the management of the database\* which is inherent to the site so that it can work. Its management includes its configuration during the installation of the site and in some cases its update by applying changes to the stored data.

To begin with I had to create a local development version on my computer so that I could develop without directly interacting with the clients using the platform. This allowed me to learn how to use Apache with a "MySQL" database\*.

Throughout the development of the platform, we are regularly in contact with customers who give us feedback on graphical and technical corrections or suggestions to improve the platform. Thanks to their feedback, our customers have been able to suggest that we set up a system that centralizes all the invoices of each company (Attachment 4). For the invoices, our boss uses "Debitoor" which allows him to create invoices and store his own. Luckily, this software offered an API which allowed us to retrieve and display the invoices of the companies directly on our web platform.

Afterwards, we realized that it was sometimes difficult to find an attachment needed for development among several hundred tickets. That's why we decided to set up different cloud systems for customers. (Attachment 5, 6, 7)

An online listing requires a succession of shares in a specific order. First of all, it is essential to put the modifications on a pre-production server in order to test them before the real production launch. In order to carry out these pre-production and production runs, we used Gitlab, which allowed us to migrate the development part to the pre-production part and the pre-production part to production. Then, our business manager Anthony Bassi had to retrieve the modifications via Plesk so that they could be put online. Plesk is a hosting control panel, i.e. an intermediary between the system services of a website and the users. We use Plesk to configure the production server and to have security before going live.

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# REVIEW



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This internship allowed me to develop my skills in various sectors. I then take the initiative to describe this evolution in each field I encountered, while trying to provide a self-evaluation, as objective as possible.

## 7 Development

When I arrived at Tendances Média, if I were to rate my ability to develop a website on a scale of 10, I would have rated my skills close to a score of 4. My knowledge of the web was quite limited.

After five months of development with Tendances Média (4 months internship + 1 month per time + Freelance), I am able to draw up a list of skills, by domain, acquired or at least in development:

Front-end\* : The project I was given during the internship involved integration or more broadly front-end\* type tasks. The integration of content, whether in a traditional way or not, is an exercise that I think I fully master today. The creation of content being accompanied by its styling, I feel at ease with the graphic optimization and the responsive layout of a page. In addition to this, I have developed relatively complex animations and display scripts that I have been able to create on several occasions. The installation of libraries\* according to needs and obligations has become very familiar to me, even if new versions are regularly available, which requires me to stay informed about web news.

Back-end\*: Before my arrival, the only notions I had about back-end\* development of a website were related to fragile bases in PHP and the creation of a server. Through the platform, I was able to discover a wide range of configurations. The purchase and configuration of a web hosting seems to me acquired, considering the numerous preparations carried out. The database management\* via a visual interface is also an inherent task in the creation of a site, especially during the online or migration process. In the logical continuation, the platform going online or its migration (a more complex exercise) are missions that I've been able to iterate enough times to say that I mastered Gitlab perfectly. The PHP programming language is now more familiar to me and seems to be fully acquired.

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## 8 Graphics

Thanks to Epitech's graphic projects and personal projects, I had some knowledge in graphic design when I arrived at Tendances Média. By working with fellow developers and graphic designers, I was able to learn a lot about this part of website development. Thanks to these few notions, I had the opportunity to work with the graphic designers who later allowed me to develop my skills in this field. During this internship, in my free time, I was able to learn in depth the use of all the graphic design software's of the adobe suite (Photoshop, Illustrator, InDesign). After training on the basics of graphic design, I was able to improve my artistic side through my creations. Afterwards, on several occasions, the graphic instructions were to propose and realize myself the functionalities (in particular the cloud\* part of their platform where I had been given only one instruction, to make a cloud gathering all the documents of the customers. The fact that I was given free rein on the graphic part allowed me to work on my creativity and the result was much more).

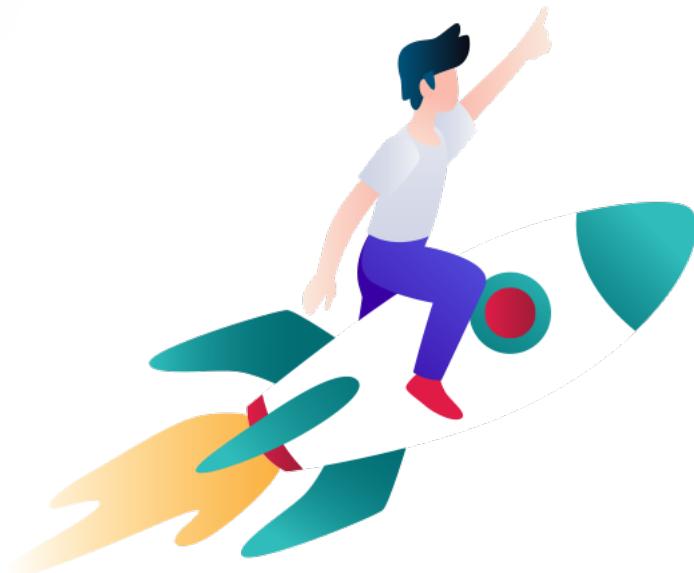
## 9 Organization

In order to carry out the projects I was entrusted with, organization was paramount. It was necessary to have a good management of the tasks to be done since it could happen that I was entrusted with several dozen tasks to do during the day. We used the wimi software (see Attachment XX), which allows us to create a multitude of tasks with the possibility of starting, finishing, validating or refusing a task. Wimi also makes it possible to create tasks with an order of priority, a new features section and a bug solving section. Being used to organizing myself on projects alone or in groups at Epitech, I could easily integrate this working mechanism. My responsibilities were greater than at school because the company has to meet its obligations. This allowed me to be more rigorous and to better manage my time working on projects.

## 10 Internal communication

During this very special 2-month period of containment, communication within the company was mainly via Skype and weekend email reports. For the rest of the time, less than a dozen employees were constantly present in the company. There is therefore no real need to have a complex communication system. We mainly used Skype for messaging and business emails to receive agendas. We often communicated orally because the open-space configuration of the office allowed it.

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# CONCLUSION



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This 4-month internship in web development at Tendances Média brought me a lot in technical and relational skills. It was a very good experience for me, both from a personal and professional point of view. In addition to strengthening my skills, I had the chance to discover many languages and technologies thanks to the many tasks I did.

I was able to familiarize myself with areas revolving around the world of web development, which allowed me to increase my skills in various sectors, moreover, the other developers were often busy on other projects, which allowed me to surpass myself and be completely autonomous.

I was supported, during this stay, by a great and helpful team with whom I was able to forge strong links. Integrating a team of only a few developers in an open space also allowed me to learn more, since people are closer and come more easily to give advice. It also allowed me to feel really integrated into the company. Knowing that the part I developed is directly used by the customers really motivated me to make a useful, usable project which allowed me to constantly try to improve myself by adding features or modifying the interface for a better use.

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# GLOSSARY

## Front-end:

Front-end web development is the HTML, CSS and JavaScript output of a web page or application that a user can view and interact with directly.

## Backend:

The "back-end" is a bit like the submerged part of an iceberg. We don't see it as a simple Internet user, but it represents a very large part of a web project. The backend generally consists of three elements:

- A server (web hosting)
- An application (website, administration)
- A database\* (a kind of spreadsheet to organize data).

## Database:

A database is a collection of information organized to be easily searchable, manageable and updated. They are responsible for creating, updating or deleting data themselves. They also search the data they contain at the user's request, and launch applications based on the data.

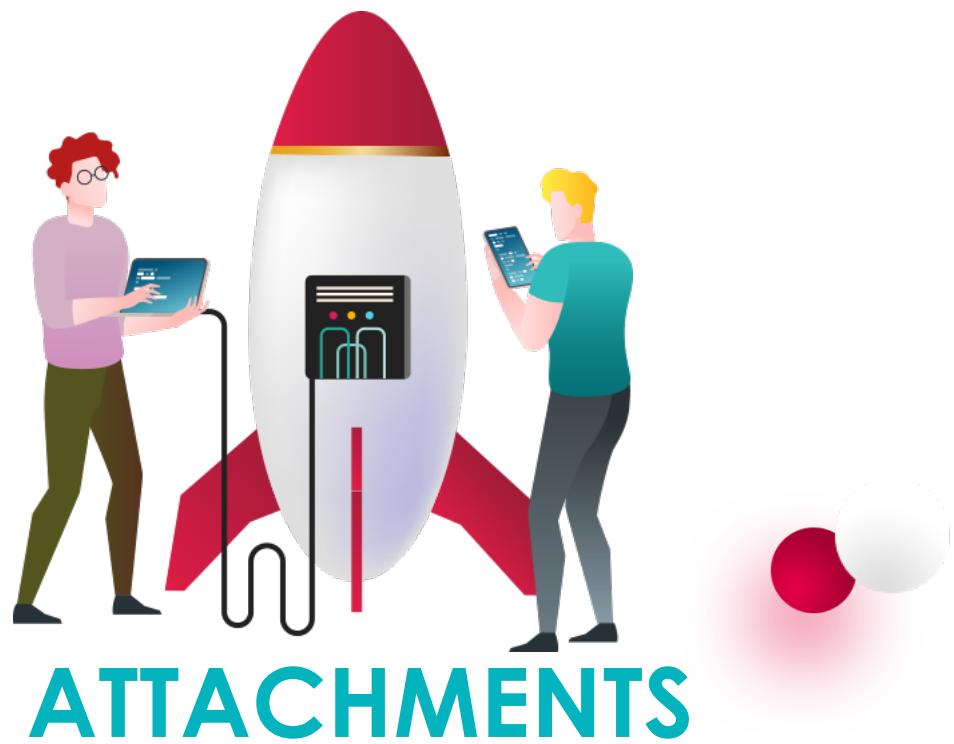
## API:

API is an acronym for Applications Programming Interface. An API is a programming interface that allows you to "plug in" to an application to exchange data. An API is open and proposed by the owner of the program.

## SEO:

(Search Engine Optimization): This term defines all the techniques implemented to improve the position of a website on the results pages of search engines (SERP). It is also called natural referencing.

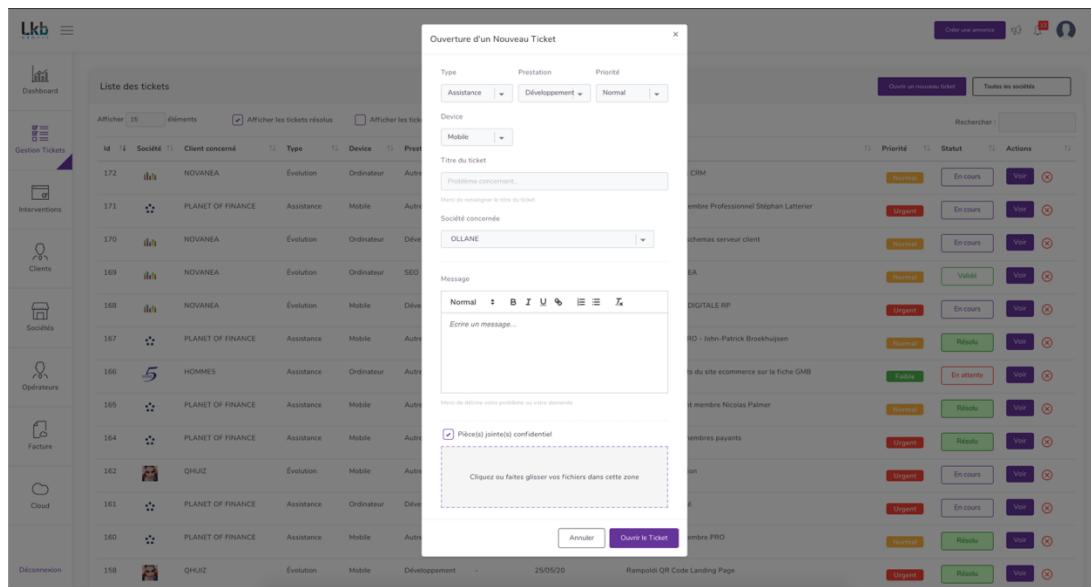
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The LKB platform is the project I worked on in full autonomy during my internship. The company made a multitude of new features and a complete graphic redesign of the web platform. My mission consisted in fully integrating the new theme as well as adding a multitude of functionalities allowing the client to see a consequent evolution every week.

**Attachment 1:** Creation of a confidential system of attachments allowing customers to access them without the Operators seeing them.





**Attachment 2:** Creation of an announcement system. An administrator can create an ad that will notify all the customers of the platform via email.

Displaying the announcement of new products:



**Attachment 3:** Creation of a new cross-company code notification system. When an administrator sends a message or creates a task, it will send an email and create a notification for all customers of that company.

The screenshot shows the Lkb platform interface. On the left, there is a sidebar with various icons for Dashboard, Gestion Tickets, Interventions, Clients, Sociétés, Opérateurs, Facture, Cloud, and Déconnexion. The main area has a header "Liste des tickets" with filters: "Afficher 15 éléments", "Afficher les tickets résolus", and "Afficher les tickets annulés". Below is a table of tickets with columns: Id, Société, Client concerné, Type, Device, Prestation, Agent(s), Date de Création, and Titre. The table lists several tickets from different companies like NOVANEA, PLANET OF FINANCE, and QHUIZ. To the right, there is a "Notifications" section with a list of notifications for different users (NAS, QHUIZ, etc.) with their details and status buttons (Urgent, En cours, Résolu, etc.).

**Attachment 4:** Creation of an "Invoice" tab allowing customers to centralize and access all their invoices from the platform.

The screenshot shows the Lkb platform interface with the "Facture" tab selected. The sidebar includes icons for Dashboard, Gestion Tickets, Interventions, Clients, Sociétés, Opérateurs, Facture, Cloud, and Déconnexion. The main area features a "MY HOME INVEST" section with a grid of invoices. Each invoice card displays the date (e.g., 07/05/2020, 07/04/2020, etc.), the invoice number (e.g., Facture N°139, Facture N°129, etc.), and two buttons: "VOIR" and "DOW". Below this grid, there are three more invoice cards with dates 26/10/2019, 21/10/2019, and 21/10/2019, and buttons "VOIR" and "DOWNLOAD".

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**Attachment 5:** Creation of a cloud gathering all attachments sent in discussions between customers and administrators via tickets. It is possible to sort them all by tickets, by file type or by date.

This screenshot shows a ticket management system interface. On the left, there's a vertical sidebar with various menu items: Dashboard, Gestion Tickets, Interventions, Clients, Sociétés, Opérateurs, Facture, Cloud, and Déconnexion. The main area displays a grid of ticket attachments. At the top of the grid, there are three sorting options: 'Tous les tickets', 'Trié par date', and 'Trié par type'. The attachments are listed in descending order of file date. Each attachment card includes a thumbnail, the file name, the date it was shared, and the user who uploaded it. Some attachments have a preview icon or a download link. The interface is clean and modern, with a light blue and white color scheme.

Sort by file date

This screenshot shows the same ticket management system interface as the previous one, but with a different sorting criterion. The 'Trié par date' button is highlighted in purple, indicating that the attachments are now sorted by their file date in ascending order. The attachments are displayed in a grid format, with the oldest ones at the top and the most recent ones at the bottom. The sidebar and other interface elements remain consistent with the first screenshot.

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## Sort by file type

The screenshot shows the Lkb software interface with a sidebar on the left containing icons for Dashboard, Gestion Tickets, Interventions, Clients, Sociétés, Opérateurs, Facture, and Cloud. The main area displays a search bar and a filter section with 'HOMMES' selected. Below this are three buttons: 'Tickets partagés', 'Documents partagés', and 'Documents confidentiel'. A 'PDF' dropdown menu is open, showing options: 'Tous les tickets', 'Trié par date', and 'Trié par type'. The main content area displays a grid of document thumbnails, each with a timestamp, author, and a small preview image. The documents are categorized by file type, with many labeled as 'HOMMES'. Some documents have a 'PDF' icon, while others have icons for images or other file types.

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**Attachment 6:** Cloud of shared documents, if an administrator wants to transmit an attachment without associating a ticket, it's possible.

Lkb

Dashboard

Gestion Tickets

Interventions

Clients

Sociétés

Opérateurs

Facture

Cloud

Déconnexion

Rechercher un document... facebook

Tickets partagés Documents partagés Documents confidentiel

Trié par date Trié par type

22/06/2020 ↓

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yoda

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Stikkit.pptx

23/06/2020 ↓

23/06/2020 papiers-peints-vide-vieux...  
papiers-peints-vide-vieux...

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Lkb

Dashboard

Gestion Tickets

Interventions

Clients

Sociétés

Opérateurs

Facture

Cloud

Déconnexion

Rechercher un document... facebook

Tickets partagés Documents partagés Documents confidentiel

Trié par date Trié par type

22/06/2020 ↓

22/06/2020 yoda  
yoda

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yoda

22/06/2020 yoda1.png  
yoda1.png

22/06/2020 20  
20

22/06/2020 Stikkit.pptx  
Stikkit.pptx

23/06/2020 ↓

23/06/2020 papiers-peints-vide-vieux...  
papiers-peints-vide-vieux...

Cliquez ou déplacez vos fichiers dans le cadre

• • •

### Attachment 7: Confidential document cloud, this centralizes all confidential documents.

### Attachment 8: Graphic redesign (in progress)

During the last month of my internship, my mission is to do the total graphic redesign of the platform.