



DEVAPP

Written Internship

By Faïda HAMADI, 2021



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Preamble

This rapport is intended to present the startup, DEVAPP. I have started to work there two months ago.

Firstly I will explain my work to a new colleague, Mark. Secondly, I will try to convince my supervisor to take over my internship's project. Lastly, I will persuade my manager to assign me to a project which turns out to be my dream project.

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In this part, if you are a new employee of DevApp, you will find crucial information regarding the company. Firstly, you find the presentation of the company. Then, you will have more information concerning the management of DevApp and the organization of all departments.

I- Explain to a new colleague

a) What is DEVAPP and what are we doing ?

DEVAPP is a French startup technology which produces applications web, mobile and related services. The new company provides their clients the abilities to extend or create their businesses in various platforms such as web designs or web mobiles. DevApp helps their customers to make their vision become a reality, *videlicet*, you have to communicate a lot in order to understand their needs.

The company is focused on :

- A-1 : Implement an online data base to improve the level of efficiency and productivity.
- A-2 : Create applications web or mobile in order to introduce them in e-commerce.
- A-3 : Create plenty pages in front so that they can have some visual pages of their application
- A-4 : Manage the backend to implement and edit their front pages
- A-5 : Secure applications prevent computer hacking.

The clientele is usually old and has their business from decades in a tangible way. They are not used to Internet or new technology.

Thus, communication is really important. It is the only way to understand what they need. We have samples to put images in their thoughts with the aim of targeting their visions.

The client is the most important asset of the project because we cannot begin or advance the project without a clear understanding of what they want.

Beside that, if the company needs more details, we always have to meet them face to face as a result of their inability to have a visual aspect of the online products.

We have several approaches according to the numerous focus of the companies.

A-1 corresponds to GetData

A-2 Get you application

A-3: Get your pages

A-4 : Get/manage a new backend

A-5 : Be safe

b) Presentation of diverse branches of DevApp

At the moment, we have 4 different departments,

The door-to-door salesman: is a canvassing technique that is generally used for sales, marketing, advertising, evangelism or campaigning, in which the person or persons walk from the door of one house to the door of another, trying to sell or advertise a product or service to the general public or gather information.

The Digital mediator: is the job of a mediator to facilitate understanding and settlement between the client and the company by providing direction and encouragement, working collaboratively with them to find creative ways to reach a mutually satisfying solution, typically a compromise.

The developers: A developer is an individual that builds and create software and applications. He or she writes, debugs and executes the source code of a software application

The director: a person in charge of an organization or of a particular part of a company's business:

Presently, DevApp has only 3 employees and they switch with those roles.

Trello: is a web-based, Kanban-style, list-making application

Gmail: is a free Web-based e-mail service that provides users with a gigabyte of storage for messages and provides the ability to search for specific messages.

c) Difficulties encountered

The separation of those various departements has be tumultuous. For instance, we realized that a door-to-door seller and a digital mediator were completly differents. On the one hand, a seller can be excellent at his job, if he got qualities such enthousiam, be listener, be direct and use rejection as an advantage.

In other hand, you can be a trumendous digital mediator if you have a perseverance so a tenacity is require. Nevertheless, if you have a seller who is tenacious that would make run away some customers.

The second difficulty was to pay attention to the perception of the client.

We realized clients can not have a clear view of a particular element, due to their imcomfort with digital. We always have to give them an overview such the all page of the front even if we just added a buttom.

In this part, I will try to convince my superior to take over my internship's project. I will initiate by describe my role and my skills than I will announce the benefit of him to take over my project.

II- Convince my supervisor to take over my project

a) My role and my skills

Since, I started to work at DevApp you never be disappointed. Actually, you even more giving me more responsibilities for example I helped Mark settled in well in the team.

b) Why should my supervisor take over my project ?

It has been almost 3 months that I am working at DevApp. In consideration of my atypical education at Epitech, you put me in a position of high responsibilities in the beginning. The results are present I was able to face the challenge. Additionnaly, you put me in charge as a digital mediator simultaneously I keep my works as a developer.

I was capable of not only maintent our contrats but also keep the rythm and validate our objectives.

I realised that the lack of time according to the digital mediation sector created plenty misunderstandings with clients therefore late in most of our contrats.

I would suggest to have more time with clients in order to understand more what customers want. Thus, we will avoid a large number of misunderstandings.

I hope that I will convince you to take over my works hence I will have more attention for our customers.

In this part, I will try to convince my superior to let me be a part of this project. I will initiate by describe my manager than I will give couple reasons why should I join the project.

III-Persuade my manager to assign me to a project

a) Describe my manager

Creative and Inspiring

He devises different training methods and development plans for each employee. He is open to all ideas and receive them with enthousiam and passion. I notice this, therefore, I am driven to bring creative ideas to the team.

He inspires by admitting their shortcomings and failures and then, through his optimism, find another way. I just know that he likes his work, he likes coming to work, and he wants to do his best work.

b) Why should I join the project ?

Last month I implemented an automated notification system that saved developers 3 hours per week. That gave me more time to focus on activities that helped the company for instance I was able to find one more client. Based on the value I have already added to the company, and the strategy I've built with the departement of digital mediator, I would like to ask you to let me join the project Beta in the webdesign area.

