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WIL Project Case Study Orientation

Vocational Learning Outcomes (VLOs) Covered in this WIL Project Case Study

1. Evaluate system requirements and implement full stack (client, server, and database) web applications to meet client requirements.
2. Design, model, implement, maintain, and query databases using an enterprise-level relational database management system (DBMS) to satisfy end-user specifications.
3. Implement program logic through the use of various programming paradigms that are supported by industry standard programming languages.
4. Integrate software applications/tools for teams to collaborate and control the outcomes of a project.
5. Select, apply, and implement software applications adhering to industry standard architectural patterns commonly used to develop full stack software applications.

Essential Employability Skills (EESs) Covered in this WIL Project Case Study

- Communication
- Numeracy
- Critical thinking & problem solving
- Information management
- Interpersonal Skills
- Personal Skills

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Week 1

Applicable VLOs or EESs for This Week's Case Study

None for this week.

This Week's Detailed Case Study Information

Mobile Appz was founded in 2019 by four business partner entrepreneurs: John Doeski, Phil Gar, Yanni Thoma, and Jane Donna. They wanted to create an innovative software development company that could provide full-stack services for businesses looking to grow their mobile presence.

The four experienced developers saw a gap in the market for a business that could develop solutions to various companies by bringing together their expertise in development and design. As a result they made Mobile Appz, which has quickly established itself as a leader in creating mobile solutions for clients.

You will be provided additional information about the organization each week and asked to document your responses to several key deliverables. Each case study presented is associated with a relevant topic and realistic situation relevant to your field of study. Case studies will provide practice in analyzing and making decisions in a work environment.

Week 1 Onboarding Expectations and Participation

Your task this week is to participate in training and orientation for the WIL Project. You will participate in a variety of exercises that are designed to get to know you better and to understand your role within the team. You will participate in exercises that prepare you for success within the WIL Project. As with any position, you will have an excellent opportunity to build on your skills as a leader so long as you put forth your best effort. Use this week to develop a communication plan with your team and be ready to dive into the deliverables starting next week.

Note: You can make any assumptions that are deemed necessary for each case on a week-by-week basis. You will not be provided direct answers or 100% of the information necessary to complete each deliverable. Instead, focus on delivering the highest quality outcome that you can, as a group, to showcase your talent. Remember that if you were in the workplace, you would be presenting these deliverables to your manager and would want to ensure that the work is of the highest quality.

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This section will be available to you for the entirety of the project. However, each subsequent week's case study information may only be available for that week. Be sure to download and save this week's information for future use.

Week 2

Applicable VLOs or EESs for This Week's Case Study

5. Select, apply, and implement software applications adhering to industry standard architectural patterns commonly used to develop full stack software applications.

This Week's Detailed Case Study Information

I was 12 years old when I built my first computer. I used to walk to the computer and tech store down the street from our house each week and carry the computer home piece by

piece. I never would have imagined then that I would be standing here on the doorstep of a world-renowned Tech Company like Mobile Appz, waiting to start my first day as an intern.

"Welcome, everyone; please take a seat. I am Phil Gar, co-founder of Mobile Appz. I'm here to welcome you to the team on behalf of my colleagues: John, Yanni and Jane." Phil says at the front of the room with his hands clasped together. "We are excited to get started and to have you be a part of this journey with us. We hope you'll apply your experience here to good in the world around you.

Phil pulled down the screen at the front of the room. "We're going to brainstorm today and then put you to work." He spoke.

I take a deep breath, flipping open my notebook. Most of the interns are using computers, which would be the obvious choice, but I still find something creative about pen and paper that allows me to think differently than when I'm in front of a computer.

"First, we'd like to create a social app for the interns. This'll allow you to communicate with one another while in the office and also share information like your tech backgrounds to help us understand which intern would fit best with which project."

Phil continued, "The fun part is, we haven't created it yet. This is going to be up to you all. The best social platform will be the one that we use. Additionally, the intern who creates this app will receive one-on-one mentorship with our very own Yanni to help develop this program going forward." He finished up.
Wow, this is such an incredible opportunity. One-on-one mentorship? I'd like to go for that, as I'm sure the rest of the interns would, too, I think as I scan around the room. I start scribbling down some ideas as he continues speaking.

Deliverables for This Week's Case Study

Your tasks this week include:
- Create a website and social media presence for Mobile Appz - this will be updated throughout your internship at Mobile Appz
- Create your social media platform. Users should be able to create personal profiles, follow other accounts, post updates, as interact with one another. Be sure to use the appropriate architectural pattern.
- Present your social network to your peers and intern supervisor in the format of your choosing.

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Week 3

Applicable VLOs or EESs for This Week's Case Study

1. Evaluate system requirements and implement full stack (client, server, and database) web applications to meet client requirements.

This Week's Detailed Case Study Information

"Ding." The sound of an email startled me on the morning commute to the Mobile Appz internship. I hold up my phone to unlock the screen.

"Congratulations!

Your social networking app, Friendly Foe, has been selected as the winner of our intern competition. You have been selected for one-on-one professional mentorship with Yanni Thoma. She will contact you to set up my details going forward.

Well done,

Mobile Appz Team"

I can't believe it. I knew this internship would make me pinch myself every day, but to receive one mentorship, wow. I sit in silence for the rest of my commute.

"Welcome, and congratulations to Friendly Fire – our winning social networking app. We'll get everyone logged onto it by the end of today." Phil said as he set his coffee down on the table. "As much as I'd love to have the creator come up and walk everyone through their application, we've got to get down to work. Recently, we've been working on a high-end e-commerce website. This client, Sally Ann Sunnies, has a lot of specific requirements due to the scale of the project. They are a company that started on the west coast of Canada and has created eco-friendly sunglasses and other adventure gear, UV protective hats, clothing, etc. We felt this would be a good project to bring you all on for creative work and feedback. Please take some time this morning to evaluate the system requirements and implement a full stack web application to meet the client's specifications."

Client's Requirements:
· Registration and login functionality
· Profiles should be personally manageable by the registered individual
· Users will have the ability to search for items by keywords

- Users will receive notifications such as emails or in-app for special events, sales, updates, etc.
- This app will integrate with any third-party services such as payment gateways (i.e. Paypal), mapping APIs and social media
- App should report analytics to allow an overview of user behaviour, buying patterns, sales, or any other revenant metrics
- It should support multiple languages as we are a global company

Deliverables for This Week's Case Study

Your tasks this week include:
- Draft an email to the client to communicate the expected timeline for this type of work and your plan for the outcome.
- Using the requirements listed above, implement a full-stack web application to suit their needs, including branding for the company.
- Once the application is complete, switch applications with a team member and analyze their application. Be sure to communicate whether it meets all of the client's requirements.
- Record a training video of your application to send to your client and intern supervisor.

Week 4

Applicable VLOs or EESs for This Week's Case Study

4. Integrate software applications/tools for teams to collaborate and control the outcomes of a project.

This Week's Detailed Case Study Information

"Phil!" You call out as you start a light jog down the hall to catch up with him. "Thanks for waiting. I was hoping to ask you a couple of questions." I stop to catch my breath, mentally noting that I should work out more.

"Sure, go ahead." He says curiously, crossing his arms and putting his hand to his chin; I suddenly feel like I have all his attention.

"Ah, yeah. I was thinking about this e-commerce website application we've been working on for Sally Ann Sunnies. Even though they started in Canada, I remember reading in their business profile that on top of their global e-commerce launch, they're almost integrating some of their products into Outdoors Retail Storefronts." I said, nervously clearing my throat.

"Go on," Phil waved his hand towards me in a "continue" gesture.

"While I was working on the e-commerce application, it got to me thinking that they'd also need a collaborative inventory and supply chain management application. That way, the e-commerce and storefronts can communicate clearly on their stock levels, orders, and deliveries." I finish pensively.

"Great thought process and initiative on doing your company research. I believe you just created yourself your next intern project. Contact the client to pitch the idea and CC me on the email. Please keep me updated on the process." Phil says as he gently rests his hand on my shoulder. "Well done!"

Deliverables for This Week's Case Study

Your tasks this week include:

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- Draft a professional email pitching the idea of the collaborative inventory and supply chain management application to the client
- Implement this application into Sally Ann's Sunnies e-commerce website, only allowing access with a specific employee login code.
- Create an advertisement for the Mobile Appz website and socials to showcase that Sally Ann Sunnies is a client.

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Week 5

Applicable VLOs or EESs for This Week's Case Study

2. Design, model, implement, maintain, and query databases using an enterprise-level relational database management system (DBMS) to satisfy end-user specifications.

This Week's Detailed Case Study Information

It's hard to believe we're already on the fifth week of this internship. I already feel like I've learned my weight in gold. My mentorship sessions with Yanni have brought new life to my software development portfolio – lending a helping and creative hand whenever she could.

We have worked Alter Ego into a more thorough workplace social site. One noticeable change has been the open communication between the interns. Yanni and I devised a system that tracks each intern's project management in real time and creates a shared calendar. This allows us to update meetings and project deadlines in real time without sorting through hundreds of emails for every change. It will only notify the interns linked to their specific projects or events.

"We're very impressed with what you've been able to do with this programming within the time frame that you've had," Yanni tells me. "I know it's been five weeks – but we've been running you off your feet on project after project, and yet somehow, Alter Ego is still improving and thriving. Our inter-productivity and intern satisfaction are scoring at an all-time high, and we believe that that is because of your program implementation."

"We'll have to talk about the internship is over regarding your plans." She finishes up her last email before closing her workspace down. "See you next week. Same time, same place! Enjoy your long weekend." She left the room with a slight wave of her hand.

Oh, right, it's the long weekend. I'd better check Alter Ego project management notes to ensure no last-minute maintenance requests for the web applications before I leave. I check my phone, I still have another couple of hours before I must catch the train, I log onto the system.

Deliverables for This Week's Case Study

Your tasks this week include:

- Check-in and maintain your e-commerce website and the inventory/supply chain web application. Add in additional products and temporary long-weekend sales. Log any changes or improvements you made into an analytical database.
- To help collect data for Alter Ego's future marketing, create a database to collect and analyze the social media data. Mimic behaviour such as users, posts and comments. Be sure to implement it using a DBMS. Continue to collect and analyze this data for future use.

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Week 6

Applicable VLOs or EESs for This Week's Case Study

3. Implement program logic through the use of various programming paradigms that are supported by industry standard programming languages.

This Week's Detailed Case Study Information

Sandra, the intern seated next to you, leans over to your desk. "Did you hear the news?" She whispers.

"Uhmm, no I don't think I did. What's up?" I replied.

"Well, the word on the office carpet is that Mobile Appz will be hiring an intern at the end of this term. They've never directly hired an intern here before. Of course, they have outsourced their interns into positions at different companies they own, but never here. Isn't that interesting?" She shrugs excitedly.

"Yeah, wow, that's cool. Guess we'd better keep up what we're doing then." I say calmly, even though my heart is pumping out of my chest.

"Interns!" Phil commands the attention at the front of the office space. We've had a request for another addition to Sally Ann Sunnies. You'll see the request come through Alter Ego to the pertaining interns." He finishes.

"Da-Ling," my Alter Ego's now recognizable notification sound went off. "Well, guess I'm on deck then!" I opened the Sally Ann Sunnies web application and the project manager in Alter Ego.

I open the request:

"We'd like to add some programming to our website for the upcoming quarter. Please have these ready to go two weeks from today for our launch. Our new marketing team will need our website to have the capability to run a short quiz for our customers currently shopping and surveys for our past customers. We'd also like to set up an automated email program for our loyal members to receive news and information from us.

Thanks – Sally Ann"

Deliverables for This Week's Case Study

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Your tasks this week include:
- Draft a professional email to Sally Ann to update her on the progress of her request.
- Create and implement solutions to Sally Ann's requests. Be sure to use various programming languages and paradigms. Be prepared to present your solutions to Sally Ann's team and your intern supervisor in a format of your choosing.

Week 7

Applicable VLOs or EESs for This Week's Case Study

1. Evaluate system requirements and implement full stack (client, server, and database) web applications to meet client requirements.

This Week's Detailed Case Study Information

"We've had another business offer come through today. They'd like us to look at their idea and see if it would be within our wheelhouse." Phil said as he took a drink of his coffee.

"The company is called Recipe Roulette Canada. They are a practical website, hoping to generate most of their profit off their advertisements to remain free for their clientele. The website will provide the client's space to enter ingredients they have in their household. The application will then analyze their data and produce recipe options using the available ingredients." He explained.

"This web application must be full stack – and very user friendly. How do you all feel about this opportunity? Is it something that we can get on board with?" Phil asked, crossing his arms.

"Yes, as a mom of two kids, this application sounds like a dream!" Sandra says, chuckling with glee behind her desk.

"Ya, it sounds like a great idea. And gives us lots of space to play with how it could work to be the most user-friendly." I add in.

"Great. Thanks for your input – you and Sandra can head up this project. I'll add all the info you'll need into Alter Ego." Phil said, then walked into his office.

Deliverables for This Week's Case Study

Your tasks this week include:
- Implement a full-stack web application to meet the above requirements supplied by Recipe Roulette Canada (RRC). Be prepared to present your completed web application to your intern supervisor and the board of RRC.

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- Create a brand and online presence for Recipe Roulette Canada.
- Update the Mobile Appz website to include Recipe Roulette in the advertising as one of their clients.

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Week 8

Applicable VLOs or EESs for This Week's Case Study

5. Select, apply, and implement software applications adhering to industry standard architectural patterns commonly used to develop full stack software applications.

This Week's Detailed Case Study Information

"That pitch to Recipe Roulette Canada went amazing!" Sandra says to me as we walk back into our intern office after leaving the conference room. "I can't believe that we got it!"

"You did great work back there, Sandra; your enthusiasm is contagious!" I say, just as excited. "The introvert in me wanted to pull my sweater over my head when I saw everyone's eyes looking at us. I'm glad you were there to keep me standing upright." I laugh as I sit down at our shared workspace.

"Da-ling" Alter Ego's notification sound goes off on my computer. I roll my chair around and take the screen off the screensaver.

"We've got another lead coming in; I want you to head up the intern team for this one. You already created a task manager for Alter Ego, so I think we can also use some of that process for this client. Meet me in conference room B in 15 mins. Thx. Yannis."

I grab my notebook and turn to a fresh page. Well, here we go again. I think as I pack up my computer and my favourite writing pen.

"Hey! Thanks for coming so quickly." Yannis says to me as I enter the conference room. "I thought you might need a little afternoon 'pick me up.'" She said as she nodded towards the side table with a steaming cup of coffee and a cinnamon roll.

"Oh, wonderful. Thank you." I reply, trying to keep my composure. My stomach was already rumbling loudly when I realized I was so nervous about our pitch this morning that I hadn't eaten yet.
"Ah yes," she says in response to my stomach, "just as I thought." She chuckled as she pulled up the company website on the projector.

"The company that contacted us is called "Knowledge Base,." She said as she clicked on her keyboard. "They are a unique company as their website would technically be an online learning platform while also wanting to provide a task management app to their students. Knowledge Base would be hiring us to create and maintain both these full-stack

applications. You came to mind immediately, as we've built many of these same principles into the Alter Ego app." She said.

"Thanks for thinking of me. I'll get started on this right away." I pull out my notebook and favourite pen to start brainstorming.

Deliverables for This Week's Case Study

Your tasks this week include:
- As a team, select the appropriate programs and software tools for building these applications for Knowledge Base.
- Create these two full-stack software applications. Be prepared to present your applications in a format of your choosing to your intern supervisor.
- Record a training video for the future students of Knowledge Base on how to use your applications.
- Update your website to show Knowledge Base as one of Mobile Appz's new clients.

Week 9

Applicable VLOs or EESs for This Week's Case Study

2. Design, model, implement, maintain, and query databases using an enterprise-level relational database management system (DBMS) to satisfy end-user specifications.

This Week's Detailed Case Study Information

I can't believe that this internship is almost over. Just a few more weeks left. Although I'm nearing the end of my time here at Mobile Appz, the work isn't slowing down.

The Canadian Art and History Museum just contacted us. They're looking for us to help them create a database as they launch their new library. This might be our largest scaled project yet. All of us interns, Sandra, Alonzo, Freddie and myself, are taking on parts of the project to help speed up the process without losing any integrity in the database.

"In our career choice of software development, assumptions may be floating around that we may wish for a fully digital world. That's where we'd be most usual, right?" Phil said as he sat on the edge of the table at the front of the intern's office. "But in reality, the best world for us is a mix of digital and tangible. If we lose the tangible, we all begin living only in our screens. That's not a life. This project has a special place in my heart; being my age, computers weren't available in our homes. My love for computers and software began at my local library." Phil let out a deep exhale, paused, and then clapped. "Let's do this project well, team."

Deliverables for This Week's Case Study

Your tasks this week include:
- Analyze Alter Ego data that you have been collecting since Week 6. Use the information to generate user data reports and analyses. (ie. trending topics)

- Design, model, implement, maintain, and query a database for use in a large-scale national library. Be sure to use a DBMS system.
- Role play (by video, radio or podcast) interviewing the software developer of the library database, its purpose and how it will be user-friendly for the public.
- Present your database to your peers, the Canadian Art and History Museum board and your intern supervisor in the format you choose.

Week 10

Applicable VLOs or EESs for This Week's Case Study

4. Integrate software applications/tools for teams to collaborate and control the outcomes of a project.

This Week's Detailed Case Study Information

"Now that Sally Ann Sunnie's website is running, they've had a very successful quarter. They've requested that we work on another project with them regarding their social media. "

Phil said as he drew on the whiteboard. "Since they have tripled in size as they've launched on the global scale, they're having to hire multiple social media managers for each country they're advertising in." Phil started writing down all of the countries they provided.

"Ideally, they'd like us to create a type of Online Content Creation and Publishing Centre specific to their brand. This allows all content creators to connect in one central online spot despite being in different time zones and using different applications such as WordPress, Adobe, etc. It'll have all of the company's content guidelines, available photos for posting, suggestions on brand collaborators to reach out to - everything a content creator could need, in one place."

"Let's get this into the brainstorming phase. Sandra and Freddie, I'll need you to start preparing a presentation to give to the board," Phil said.

"Where do you want me?" I ask, eager to get involved.

"I want you to start doing what you do best. Start brainstorming the integration of software applications and tools that could be useful for a project of this scale." Phil responded.

He popped his head back in the door, "Oh, and be sure to include Alter Ego in your integration process - that'll be a good plug to show its versatility."

"Thanks, Phil, will do," I added as I got out my notebook to create a brain map.

Deliverables for This Week's Case Study

Your tasks this week include:
- Reach out to a local influencer to interview them to find out what type of software they currently use for social media management and what they would find useful in a content creation and management system. Record and implement this info into your project.
- Develop your content creation and management system using integrated software applications and tools. Be sure to integrate common software used by content creators.
- Update the Mobile Appz website to show their new content creation management system. Create a brand and online presence for the software, preparing it for marketing to other companies in the future.

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Week 11

Applicable VLOs or EESs for This Week's Case Study

3. Implement program logic through the use of various programming paradigms that are supported by industry standard programming languages.

This Week's Detailed Case Study Information

"Our library project has just gotten a bit more interesting," Phil said as he rubbed his hands together excitedly.

"I've never seen someone, a program developer at that, so invested in a library," Freddie said.

"I know," I replied. "My friends can hardly believe that I'm at the most sought-after internship in software development, and I'm sorting through book titles and authors of all things!" I chuckle as I finish my sentence.

"Well, if you're not as excited as me yet, trust me, you will be when you see this next addition," Phil adds.

"Come on, just tell us what it is!" Sandra calls out, "I can hardly wait!"

"Ok – here goes." Phil stands pensively at the front of the intern office.

"The library wants us, Mobile Appz, to create a 2D game for them using a game development engine. HOW EXCITING IS THIS?" He says with his hands spread wide.

I look around, and everyone has a smile on their face. I can see the wheels turning behind their eyes as they start piecing together ideas.

I feel like I need more information. "Can you explain a little further, Phil? What made them want to bring in a 2D game?" I ask curiously.

"Great questions; knowing the purpose behind a project like this can help us develop it. The library's goal is to help bring traffic to their website. Prices will be available with codes given at the end of the game. If they win, those prizes must be collected in the library after solving a puzzle. The hope is that this will encourage the younger generation to step into the library doors - as many never have, as per their research. They want to bring in a feeling of nostalgia. And this is the perfect way to do it, in my opinion." Phil adds in at the end.

"Great, thanks for sharing all of that. The thought of nostalgia has sparked something. I'd like to get working on it right away - is that good with you? I reply.

"By all means, let's get to work!" Phil ends his speech with his classic clap.

Deliverables for This Week's Case Study

Your tasks this week include:

- Create a 2D game for the Canadian Art and History Museum Library to help combine both the digital and tangible worlds. Use GDScript or C# to implement game logic for your creation. The game premise itself is entirely up to you.
- Be prepared to present your game to your intern peers and intern supervisor in the format of your choosing.
- Update the Media Appz website to include a library advertisement and link to the 2D game to help drive traffic.

Week 12

Applicable VLOs or EESs for This Week's Case Study

2. Design, model, implement, maintain, and query databases using an enterprise-level relational database management system (DBMS) to satisfy end-user specifications.

This Week's Detailed Case Study Information

"Good morning! Knowledge Base was very impressed with what we were able to provide them. They felt that it exceeded their expectations. They've reached out again and are interested in us revamping their current Course Registration Program. They call it the 'Knowledge Base Camp'." Yannis says as she pulls up a chair next to my computer.

"Wow, ok. Hello, Yannis." I say as I take out my noise-cancelling headphones. "I am sorry, but I was deep into Sally Ann Sunnie's e-commerce website maintenance. They've added a new line of prescription glasses - so we've had to remodel it."

Yannis looks at me blankly.

"I'm trying to say that I missed almost everything you said except for Knowledge Base Camp." I say, smirking."Can you please share that with me again?" I can't believe I'm asking a co-founder of Mobile Appz to repeat information. This is so embarrassing.

"Oh goodness, yes!" Yannis laughed, "I didn't expect you to have earbuds in, but come to think of it, I don't know why - that seems to be how all the interns work best."

"The company, Knowledge Base, reached out to us again. They were very pleased with your previous work and are interested in hiring us again for an additional revamp. I'll send you all the details on Alter Ego when I return to my office." She says kindly, "they asked specifically for you. They felt that your work and user-friendly website were far above their expectations. Well done."

I put my earbuds back in, then quickly check behind me to ensure I have no other surprise visitors.

"Da-ling." The familiar sound comes through the headphones.

I click Alter Ego to look at the client's request and specs.

"Here is the info from Knowledge Base. Let me know what you think.

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We're looking to set up our course registration in a more user-friendly way. Our course registration hub is called Knowledge Base Camp. It's a place where our students can enroll for their courses, see the selection of courses available, and view their student grades. The program will need to support all of these options as its base.

From there, we'd like the program to show the prerequisites for any course and allow students to upload their transcripts when necessary.

Just to recap, our requirements are:
- Enroll for classes
- Create schedules from enrolled classes for students
- Upload information such as transcripts into student user profiles
- Sift through courses available as well as information including course prerequisites
- Professors can input grades and have the Knowledge Base Camp Program do the calculating

We hope this is all possible for your team over there. We'd like to make it as simple for our professors and students as possible. We've seen what you can do and sure put all our faith into you!"

That seems like quite the database to create. I'll need to start making a list. Perhaps Alonzo might have some suggestions, I remember him mentioning that he completed most of his software development training online.

Deliverables for This Week's Case Study

Your tasks this week include:
- Design, modelled, implemented, maintained and queried a database for Knowledge Base Camp, completing all of the client requirements listed above using a DBMS
- Interview an employee at the college who deals with student registrations to gauge what additional features would be helpful in a program like this. Be sure to record the name and department spoken to.
- Present Knowledge Base Camp to your intern supervisor in a presentation format of your choice.

Week 13

Applicable VLOs or EESs for This Week's Case Study

1. Evaluate system requirements and implement full stack (client, server, and database) web applications to meet client requirements.

This Week's Detailed Case Study Information

It's the final week of the internship already. There was a rumour about Mobile Appz wanting to hire one of their interns from this round, but nothing ever came of it. Maybe they changed their minds, I think to myself as I open the intern office door.

"SURPRISE!" Sandra, Alonso, and Freddie all jump out screaming!

I stumbled backwards a bit – I must pause to catch my breath and balance.

"You didn't think you could get away without us knowing it was your birthday, did you?" Sandra laughs.

"You guys, thank you! This is incredible! You got me; I didn't think anyone knew!" I replied. Balloons and streamers cover the walls and the floor. Sandra was good at things like this, always thinking about other people. She wasn't quite as introverted as the rest of us. I'm so thankful for the interns I've worked with throughout these last six months. I hope that we all get to cross paths in the future.

"Whoa!" exclaims Phil from the doorway. "I know it's your last day today, interns, but let's wait until 5 p.m. to celebrate, huh?" He says chortling.

"Although 5 PM will also be a time for celebration, you missed the best birthday surprise yet." I chime in.

"Ah, well, that makes more sense," Phil replied. "Happy Birthday, friend!"

"Let's make the most of this last day, shall we? I heard that you're working on a new web application. I'd like you to pitch it by my office at 2 PM. We're always looking for new investments – people and apps." He playfully winks at me.

Could that be it? Have I not heard any more rumours about the job offer because it's for me? My stomach drops, and my heart starts beating at a fast pace.

"Yes. Of course. I'll be there. Thanks for the opportunity." I replied.

Knock, knock, knock. I lightly tap on Phil's office door.

"Come on in." He welcomed me into his office.

"OK – I'm ready. Let's hear your pitch."

"There are hundreds of fitness apps available. But it can all feel very overwhelming for someone who is a beginner. They pretend that they're easy to use, but are they? Most users leave the apps before hitting their fitness goals because they can't keep up with the tracking of macros, high weight loss goals, and time-consuming exercise demands without help." I clear my throat.

"That's why I'm creating an app made for beginners. People like me know little about fitness and don't want to feel discouraged by another application. This application will allow members to make fitness goals in stages, encouraging them to start with simple tasks, such as a 30-minute walk, along with other simple suggestions on adding fitness to their already busy schedules. It will also consider if they have any dietary needs in their registration to allow for the tailoring of recipes to help with their fitness goals." I stopped to take a drink of water.

"The messaging coming through the application will not be performance-based encouragement but instead encouraging them to value who they are at that moment, knowing that their value as a person doesn't change based on their fitness goals. An app for the everyday person, the 'Fit-ish' of the world." I conclude.

"Fit-ish, that's great. A name that is memorable for an app with a purpose." Phil replied. He started taking notes in his journal. "Please leave me with the list of your app requirements for me to review. We'd love to invest in this application. What we'd like to do on the whole, is invest in you as a software developer." He smirked as he could see my eyes light up. "Here is an offer of employment; with this would also come funding for your app. I'd like you to look at it and let me know if you want to move forward."

"Wow, thank you – I am truly honoured to be offered this position. I'll let you know when I've had time to review the details." I replied excitedly as I left my list of requirements on the desk.

Fit-ish Requirements:

- User profiles, password-protected login

- Ability to personalize dietary needs

- Activity and movement tracker

- Meal logging

- Recipe recommendations

- Activity recommendations

- Progress charting

- Create and share photo album

- User friendly

Deliverables for This Week's Case Study

Your tasks this week include:
- Use the requirements above to evaluate and implement full-stack web applications to create "Fit-ish"
- Be prepared to present this web application to your intern supervisor in the format of your choice.
- Create a blog post to add into the Mobile Appz website to give an overview of your time as an intern
- Update Mobile Appz's social media and web page with an announcement of your employment with the company.

Week 14

Preparing for Your Final Week Activities

It is the end of your work term. Your supervisor is grateful for your efforts. The final week contains activities which include both individual and teamwork efforts. Take this opportunity to shine bright in the final activities.

Final Week Deliverables and Format Requirements

Your supervisor will provide you with more detail about the Final Week responsibilities.

WIL Project Completion

Following completion of the Final Week activities, you will be notified by your supervisor if you pass or fail the WIL Project.