

SUMMER INTERNSHIP REPORT (SEM VI)

Submitted in partial fulfilment of the requirements

Of the degree of

BACHELOR OF ENGINEERING

In

INFORMATION TECHNOLOGY

By

Name: Riya Prashant Salunkhe

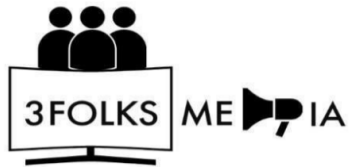
BE Roll No: 30



Information Technology Department Thadomal Shahani Engineering
College University of Mumbai 2021-2022

CERTIFICATE

This is to certify that the “Internship report” submitted by **Riya Salunkhe Roll no.-30** is work done by him/her and submitted during 2020 – 2021 academic year, in partial fulfilment of the requirements for the award of the degree of “**BACHELOR of ENGINEERING**” in “**INFORMATION TECHNOLOGY**”, Thadomal Shahani Engineering College.



Certificate of Internship

Date :-10/07/2021

To whomsoever it may concern

This is to certify that Ms.Riya Salunkhe has done her internship with us in Web Design/Development department remotely (online).

The duration of her internship: 10th May, 2021 to 9th July, 2021.

During this period, we found her sincere, committed, and result-oriented. We take this opportunity to thank and wish her all the best for her future endeavour.

Shubh Shah

(Co-founder)

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Acknowledgement

Firstly, I would like to express my indebtedness appreciation to the company. The constant guidance and advice played a vital role in making the execution of the report. Given suggestions were crucial in helping me to complete the internship flawlessly. The company's guidance, encouragement, and suggestions provided me the necessary insight into the research problem and paved the way for the meaningful ending of the work in a short duration.

Summary

3Folks Media is a Mumbai based Digital/Influencer marketing company with services like IT Consultancy, Influencer Marketing, Lead Generation and many more. With an Influencer base of 400+ and team of around 30+, our company can generate multiple Influencer campaigns at a time with assured results and engagements.

THE OPPORTUNITY

Being a start up, we are growing into new dimensions of business both online and offline.

I chose this organization because I find their mission to be important and relevant to my career goals.

Methodology

My Role at 3FolksMedia was to coordinate with the front-end Web development Team and to design a web page for their Firm. I worked directly with the front-end as well as back-end team to form dashboard for e-learning in 3FolksMedia.

Benefits of this report

It provides a better insight to the company about what interns learn through their internships, which in turn helps them to advocate strategies that effectively guide the interns. An internship can open possibilities to the new and unique talents that companies probably wouldn't have found through traditional hiring methods. Using your internship program is a great opportunity to get a few extra pairs of hands on the job. And an internship report summarises how efficiently was the job done.

INDEX

SR. NO.	CONTENTS	PAGE NO.
1.	Learning Objectives/Internship Objectives	10
2.	Weekly overview of internship activities	11
3.	Introduction	15
4.	Internship Discussion	17
5.	Overview of Internship Experience	24
6.	Bibliography	25

Internship Objective

Knowing practical knowledge about programming.

- Gain knowledge about HTML3, HTML4, HTML5, CSS, PHP, Java etc.
- Increase in communication skill
- Gain essential background knowledge.
- Develop research skills.
- Improve administrative skill.
- Increase the capability for solving the problems.
- Knowledge of key professional.
- Improve professional ethics and values.
- Improve technical skill.

WEEKLY OVERVIEW OF INTERSHIP ACTIVITIES: WEEK 1 AND WEEK 2

Week 1 and Week 2	Date	Day	Name of the topic /Module
	10 th May 2021	Monday	Understanding Business product and services
			Understanding Market Trends and Competitors

WEEKLY OVERVIEW OF INTERSHIP ACTIVITIES: WEEK 3 AND WEEK 4

Week 3 and Week 4	Date	Day	Name of the topic /Module
	24 th May 2021	Monday	Research Presentation
			Prototype on Clothing Website

WEEKLY OVERVIEW OF INTERSHIP ACTIVITIES: WEEK 5 AND WEEK 6

Week 5 and Week 6	Date	Day	Name of the topic /Module
	7 th June 2021	Monday	Implementation

WEEKLY OVERVIEW OF INTERSHIP ACTIVITIES: WEEK 7 AND WEEK 8

	Date	Day	Name of the topic /Module
Week 7 and week 8	21 th June 2021	Monday	Web Hosting
			Presentation on Identifying Present and Future needs

INTRODUCTION

UNDERSTANDING 3Folks Media BUSINESS, PRODUCT AND SERVICE

3Folks Media is a Mumbai based Digital/Influencer marketing company with services like IT Consultancy, Influencer Marketing, Lead Generation and many more. With an Influencer base of 400+ and team of around 30+, our company can generate multiple Influencer campaigns at a time with assured results and engagements.

Success rate of 3Folks Media in Influencer marketing is almost 98% with brands like Loreal, Haier, B612, Velvet Vibes, Mccaffeine, The Beauty CO, NSCI the DOME already on our client list, we assure you that our commitment towards success of your product/song will be 100%.

The reason why we have been successful in handling Influencer Marketing Campaigns is that we majorly deal with micro influencers who have a follower range of 20k-100k which assures an effective pricing plan along with a steady reach. We have a separate team completely dedicated towards making these campaigns as smoothly functioning as one would like.

The whole purpose is to process easy going for students and job seekers who are willing to explore all the career paths and transform their hidden talents and skills into their profession.

TASK: UNDERSTANDING MARKET TRENDS AND COMPETITORS

To understand Market Trends, we need to consider the following points:

- Recognize companies that make products/services in the market that pose as direct competitors to a client's products/services.
- Weigh the client's products/services against competitors' products/services.
- Describe the market concentration (such as large number of small players or small number of large players).
- Measures the market's prevailing competitive intensity (fierce competition or live and let-live).
- Describe the competitors' facile market entry (can the easy entry of competitors drive down prices in the market?)
- Describe the clients' competitive strategies against competitors and their products.

Main objective of Competitors are:

- To study the market trend and pattern; Chalk out strategy to increase market share;
- Understanding a competitor's current strategy and its strengths and weaknesses;
- To develop strategy for organizational growth when the organization is planning for diversification and expansion plan;
- An understanding of competitor strategies may help in anticipating upcoming threats and opportunities

INTERNSHIP DISCUSSION

The website has two basic sides where the implementation works- the client side and the server side. On both the sides, each webpage has its own functionality based on the requirements of the page.

CLIENT SIDE

Our client side development is done using JavaScript , basic HTML and CSS code. At the point when the program (or client) demands a page, the server sends the full substance of the report, including HTML and JavaScript proclamations, over the organization to the customer. The program peruses the page through and through, showing the aftereffects of HTML and CSS and executing JavaScript proclamations as they are encountered. All site pages were made responsive utilizing media queries.

Home page

The homepage contains a fixed navigation bar at the top of every page which displays the logo on the left side and lists the different webpages of the website on the right – Women , Men ,Exclusive , Blog , About us , Log In ,Cart . The navigation bar is built using HTML, CSS and JavaScript.If the user hasn't logged in, the above buttons will direct them to the Log In and after the user has successfully logged in, logout option would be displayed. In the first part of the homepage contains a slideshow of different brands which is included in our website. It slides the image at a pace of 4 sec.

The second part of the homepage includes a banner which displays content of free shipping, by clicking on it the page gets scrolled. The third part of the homepage includes division of image for men and women which gets directed to the respective sections. The fourth part of the homepage includes logos of leading brands on this website.

The last section is common for all pages which is the footer and includes three columns – the first column contains relevant information about the company and the payment option , the second column includes information and the third column includes contact information such as location, phone number, email address and different social media handles.

Login Page

By clicking on the Log In button located in the navbar the user is directed to the login page. If he/she already has an account, then the user must enter the email and the password.

Sign up

If the user does not have an account , the user can register by creating a new account by clicking on the link from the login page.

Women Section

In this section, the user will be provided contemporary and designer labels which has an impressive selection of Clothing , keeping in mind the current trends. The user can individually view the product by clicking on the Details button or can directly add the item to cart by clicking on add to cart button.

Men Section

In this section, the user will be displayed with a wide range of men's collections offering the user with relaxed, casual style of clothing with an affordable price range. The User

can Browse through this collection and also view the product by clicking on Details button or can directly add the item to cart by clicking on add to cart button.

Product detail

This page contains all the information related to the product that has been selected by the user. The quantity of the product can be varied using button .

Exclusive Product

The first part of the page contains a banner and a shop now button by clicking on it the page gets scrolled to the display product. The second part of the page contains exclusive range of collections by our top brands.

Cart

The clothing items selected from mens and womens section will be displayed on this page. If no items are items are selected , the cart will be shown empty. Once the items are added to the cart, the user can proceed with the checkout page.

Payment

The payment page also enables the user to check their delivery address one last time.If they want to edit it, they can do so by pressing the ‘Change Address’ button.

The next section contains the payment option, where the user is expected to choose between - Cash on Delivery, Paytm and Card Payment. Once the details are filled and validated, the user must proceed to checkout by clicking on the button bellow.

Thank you page

The Thank You Page is a temporary page that pops up after the payment is done. JavaScript is used for displaying the page for about 5 seconds before redirecting the user to the HomePage.

Blog/ Fashion Consultant

This section will provide you major highlight of this site is that it offers lookbook and wardrobe advice features, which makes the online experience all the more enjoyable. In MEET OUR STYLIST, the user will be introduced to the lead designers and stylist of PANINI. The user can discover his/her unique style by going through this professionally curated wardrobe and fashion advice.

Contact Us page

The user in case of emergency can reach out the customer care by filling out the contact us page which consist of full name, email address , mobile no and subject followed by message.

SERVER SIDE

Home page

The navbar and the footer are added through PHP. If the user wishes to login then the Login element in the navbar would change to Logout, which when he or she wants to logout will use it. The navbar and footer are common for all web pages.

Login Page

The login page has a form which has two input fields, that are Email ID and Password, the user gets logged into the website once, the Log In button on submission validates the data by checking for empty fields and the correct password. On validation, it directs the user to the Home Page. And if there is some kind of error error is displayed with the help of PHP.

Sign Up Page

If the user has not registered with the website yet, there is an option on the Login Page where he/she can create a new account. The Sign Up Page has a sign up form which has various input fields such as name, email, contact number, address, password, reconfirm password and many more. Once the user presses Sign Up submit button, all the data filled by him or her gets validated using PHP. Server side is made to go through the users table to see if the email entered already exists or not. Using PHP we also check if the user has kept any field blank and we also check if the two passwords entered are same or different. Once the validation is successful the user is directed to the login page where he or she can log in. And users data is retrieved and modified from the 'users' table of the database.

Women and Men Section Page.

All the product details such as product names, images, price, description are retrieved from the products table of the database. All product images are stored in the database as BLOB data. All products have a unique product id. Over here the user can add items to his or her cart which is also done with help of PHP. And also below each product there is a More details tag which the user can click to know about that particular item more.

Product detail

All details about a particular product are displayed here with help of PHP, with a help of a query made to the database. It displays the price, description, picture and name of the product. And user can add to cart also from here.

Cart Page

All the products added by the user to the cart are displayed here in a table format. And below the list is the grand total of all the items in table. And on side of each product item there is a choice for the user to remove it from cart if he or she doesn't want. And also on the heading of the table is Remove All button where user can empty his or cart completely. And below there is a checkout button if user wishes to buy all the items in the cart. And also a continue shopping button if the user wishes to buy more. The grand total is calculated with help of PHP. Adding and removing of elements from the cart is done with PHP as well with help of SQL queries for each particular task.

Checkout Page

The payment page consists of a text area in the first section for users to enter their delivery address. The next section consists of a form where users have to enter their payment method - COD or Card. Cards have input fields for their details which need to be filled if the option is selected. The form is validated using PHP. For any missing/Invalid detail, an error message is displayed at the top. The 'Proceed to checkout' button validates the form. After the transaction is completed, the Thank You page is displayed where the user has a choice to continue shopping back.

OVERVIEW OF INTERNSHIP EXPERIENCE

During my internship experience with 3Folks Media ,I was able to develop my Web Development Skills. I particularly found all these tasks to be useful in improving my skills. Although I found some tasks to be challenging, I found it to be valuable in developing my skills and challenging me.

BIBLIOGRAPHY

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