

Computer Science Department

Final Year Internship Report presented for the achievement of the
University Diploma of Technology

Speciality :

Artificial Intelligence and Emergent Technologies

Company : ArtyAds



Creating a land sketching website.

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List of Abbreviations

SARL

Société à Responsabilité Limitée

SaaS

Software as a Service

LLC

Limited Liability Company

Technical Sheet of Interns

Full name	Fatima Ezzahra AKAABOUNE, Eraji Safae
Educational Institution	High School of Technology in Meknes
Internship Institution	AntyAds
Department	Computer science
Speciality	Artificial Intelligence and Emergent Technologies
Graduation Year	2022/2023
Internship Duration	From 10/04/2023 To 10/06/2023

General Introduction

This report is the result of a modest journey undertaken at ArtyAds, a company located in Casablanca, and instant local in Meknes. This internship is an integral part of our second-year curriculum in

Artificial Intelligence and Emerging Technologies at the Higher School of Technology in Meknes, and it allows us to validate our final-year internship module.

This report provides a concise summary of everything we have observed, learned, analyzed, and accomplished during this internship period at ArtyAds. It is important to mention that this project was carried out as a team. Our close collaboration allowed us to share tasks, responsibilities and benefit from mutual support in fulfilling our missions.

This internship report reflects our commitment, motivation, and willingness to acquire practical development skills, during this enriching experience. We hope it will be a source of relevant and interesting information and demonstrate our ability to adapt to a stimulating professional environment.

This report is divided into three main parts:

The first part provides a general description of ArtyAds' business sector, highlighting its area of expertise, the nature of its activities, and the organization of the company, including its functioning, different departments, and services. So this section aims to provide a deeper understanding of the structure and operations of ArtyAds.

The second part focuses on the conceptual part of the project, the study, and the tools used.

The last part of this report will be dedicated to the project or software carried out at ArtyAds. It will delve into the details of the project. It aims to showcase the practical application of skills and knowledge acquired during the internship.

Chapter 1

Presentation of company

1.1 General overview of the Industry Sector

ArtyAds is a company primarily involved in IT project investments. They work with a supplier who provides them with goods and services, and then they market their products through a specific workflow process. With each product sale, ArtyAds receives a percentage of revenue based on the company's turnover with which they collaborate. For example, ArtyAds has partnered with company X, a specialist in the medical field, offering a range of products including hydrogel patches, bandages, and medical equipment such as wheelchairs, ArtyAds' role is to create a dedicated platform catering to this specific niche, facilitating the sale of company X's products. Through this collaboration, ArtyAds earns a percentage of the sales as a result.

Additionally, ArtyAds not only focuses on investment but also engages in the creation and sale of applications and software (SaaS).

1.2 History

This specialized company in new technologies was established in 2015 and has played a major role in its field of activity. The company focuses on investments in various IT projects for industries such as pharmaceuticals, cosmetics, and design.

Since its establishment, ArtyAds has actively participated in numerous art exhibitions, including those organized by the Mohamed VI Foundation. In fact, ArtyAds has participated in these exhibitions a total of fourteen times.

Additionally, ArtyAds has been an active participant in three annual exhibitions at the Mohamed VI Museum from 2016 to 2019, with a specific focus on history and art. These exhibitions have provided ArtyAds with a platform to showcase its technological innovations and creative solutions in the context of history and art.

1.3 Technical Sheet of the Company

Social Reason	Computer Science
Legal form	Limited Liability Company (LLC) or SARL (in french)
Workforce	23 people
Industry sector	Investing in IT projects and software development
Creation date	2015
Phone numbers	+212 657-947963, +212 535-461347
Email	artyads.studio@gmail.com

1.4 Organization Chart

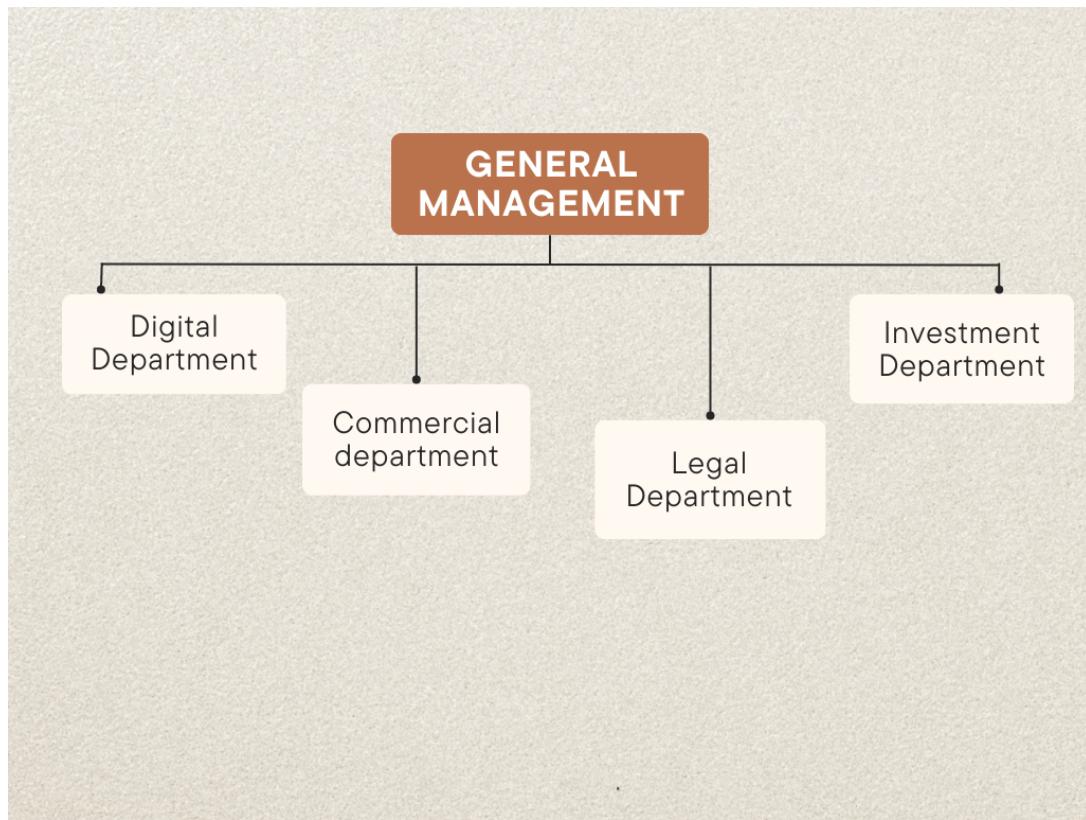


Figure 1.1: Organization Chart

1.5 Departments and Services

1.5.1 Departments

- **Digital:** Responsible for managing websites, mobile applications, desktop applications, and integration with social media.
- **Finance:** Handles overall accounting, including expenses (company's spending on assets or recurring charges) and revenue (income from services, subscriptions, and consultations).
- **Legal:** Manages contracts between companies.
- **Sales:** Handles the company's marketing activities.

1.5.2 Services

- Website and mobile applications development.
- Game development.
- Robot creation and market research.
- AI and IoT services.
- Digital marketing.
- Email marketing.

1.6 Applications and software

ArtyAds uses 'mys' <https://www.artyads.ma/mys/index.php/dashboard> as its primary software, which serves as the company's management system.

Like many other companies, ArtyAds uses Microsoft Office software such as "Excel" for spreadsheets, "Outlook" for email communication, "Skype for Business" for unified communications and instant messaging, and "SQL Server" for database management. The company also utilizes Google's productivity and collaboration tools from the G Suite, including Gmail, Docs, Sheets, Forms, Slides, Hangouts, Drive, and more.

Additionally, ArtyAds leverages social media platforms such as "Facebook," "Instagram," "Baaz," and "VContact" for publishing content and establishing connections with third parties.

Chapter 2

Conceptual Framework

2.1 Introduction :

The internet plays an essential role in our daily lives, providing access to everything we desire with a simple click of a mouse. The speed, reliability, and vastness of the internet make it a powerful and versatile tool for accomplishing various tasks. In the modern business world, fast access to information and efficient communication through the Internet is fundamental and essential needs. We can easily obtain any required information and connect with others around the world in an instant. The project we obtained from the company during our internship also falls into this category. It allows landowners to provide information about the lands on which their houses will be built, while independent architects or architectural firms can utilize the project from the website, and start creating custom sketches tailored to the client's land, all within a limited timeframe set by the platform. It is, in a way, a competition within the platform. Once the sketches are completed, they are submitted, and the designer of the best sketch is compensated by the client. It is worth noting that both clients and architects or the architectural company pay a small amount to the platform. The first amount is paid by the client after uploading his land information and requirements on the platform. The second one is paid by the service providers when they want to work on such a project. Our goal is to develop an automated system based on a graphical user interface (GUI) that will cover all the land-related information provided by the client as well as the sketches created by service providers. For example, if a client owns papers of land to build a villa in but doesn't know how to create a good sketch to achieve a beautiful overall design, so in this case, they can easily find talented architects on our platform who will take care of it for them.

To achieve this, our mission is to support the sustainability and continuity of our client's activities by avoiding duplicate sketches and providing unique and creative solutions. We also aim to support local Omani architects by offering opportunities to showcase their talent and ensuring their rights and competitiveness in the industry. We ensure

that clients benefit from the best offers and ideas at different price levels, ensuring that their design requests are met to the highest possible standards.

The reason why this project is dedicated to supporting Omani architects is closely related to the business aspect of the company.

2.2 Tools and techniques :

The following tools and techniques are used in the project:

Php

PHP (recursive acronym for PHP: Hypertext Preprocessor) is a widely-used server-side open-source general-purpose scripting language that is especially suited for web development and can be embedded into HTML. [9] It was originally created by Rasmus Lerdorf in 1994, and the PHP reference implementation is now produced by the PHP Group. PHP originally stood for Personal Home Page, but it now stands for the recursive acronym PHP: Hypertext Preprocessor.

PHP can be used in combination with different web template systems, web content management systems, and web frameworks. PHP code is typically processed by a PHP interpreter implemented as a module in the web server or as a Common Gateway Interface (CGI) executable. The web server combines the results of the interpreted and executed PHP code, which can be of any data type, including images, with the generated web page. PHP code can also be executed with a command-line interface (CLI) and can be used to implement standalone graphical applications.

PHP Mailer PHP Mailer [2] is a widely used and robust email-sending library for PHP. It provides a simple and convenient way to send emails directly from a PHP script, without the need for complex configurations or dependencies on external mail servers. With PHP Mailer, developers can easily integrate email functionality into their web applications or websites. It offers a comprehensive set of features that allow the creation and customization of email messages. Users can set the sender and recipient addresses, define the subject and body of the email, attach files, and even embed HTML content.

One of the key advantages of PHP Mailer is its flexibility and compatibility with various mail protocols. It supports both traditional SMTP (Simple Mail Transfer Protocol) and the more secure options like SMTP over SSL/TLS. This ensures reliable and secure delivery of emails across different mail servers and providers.

Moreover, PHP Mailer provides advanced features for handling email errors, such as automatic retrying or logging of failed delivery attempts. It also includes built-in support for popular email authentication mechanisms like SPF (Sender Policy Framework) and

DKIM (DomainKeys Identified Mail), which help improve email deliverability and reduce the chances of messages being marked as spam.

PHP Mailer is known for its ease of use and extensive documentation, making it accessible to both beginner and experienced developers. It offers a straightforward API with clear and intuitive methods for sending emails, simplifying the development process and saving valuable time.

Wamp

WAMP is an acronym that stands for Windows, Apache, MySQL, and PHP/Perl/Python. Its a software stack which means installing WAMP installs Apache web server, MySQL/MariaDB database, and the programming language PHP Perl, and Python on our operating system. These are the essential tools for web development. [5]. WampServer is a free and open-source web development platform that allows the easy creation of a local web server environment on Windows, and then allows us to create, test, and deploy web applications and websites on a local machine.

MySQL

MySQL is a powerful open-source relational database management system, developed, distributed, and supported by Oracle Corporation. It is widely used for storing and managing data in web applications and information systems. MySQL offers high reliability, high performance, and flexibility, making it a preferred choice for many developers and businesses. With MySQL, we can easily create and manage databases, define tables, and perform queries to retrieve, update, and delete data. It supports a wide range of features, including ACID transactions (Atomicity, Consistency, Isolation, Durability), user and privilege management, data replication, and much more.

MySQL is also known for its compatibility with many programming languages and frameworks, making it easy to integrate with different technologies. It is supported by an active community and provides comprehensive documentation, user-friendly management tools, and resources to help users make the most of their usage [7].

HTML

HTML (HyperText Markup Language) is the most basic building block of the Web. It defines the meaning and structure of web content. Other technologies besides HTML are generally used to describe a web page's appearance/presentation after creating web pages or web applications are Cascading Style Sheets (CSS), or functionality/behavior (JavaScript). "Hypertext" refers to links that connect web pages to one another, either within a single website or between websites. Links are a fundamental aspect of the Web. By uploading content to the Internet and linking it to pages created by other people, you become an active participant in the World Wide Web [8].

Bootstrap Bootstrap is a free, open-source front-end development framework for the designing of websites and web apps, that focuses solely on client-side development. To enable responsive development of mobile-first websites, Bootstrap provides a collection of syntax for template designs, based on HTML and CSS for typography, forms, buttons, navigation, and other interface components, as well as optional JavaScript extensions. Web developers using Bootstrap can build websites much faster without spending time worrying about basic commands and functions [10].

JavaScript JavaScript, often abbreviated as JS, is a high-level interpreted dynamic programming language that's used for web development, in web applications, for game development, and lots more. It allows us to implement dynamic features on web pages making them interactive web pages, which cannot be done with only HTML and CSS. Alongside HTML and CSS, JavaScript is one of the three core technologies of the World Wide Web [3].

Sublime Text 3 Sublime Text is a sophisticated cross-platform editor for code, markup, and prose. It has a user-friendly user interface, extraordinary features, and amazing [11]. It natively supports many programming languages, like Python application programming interface (API), and markup languages, and additional features can be added by users through plugins, typically created and maintained by the community under open-source licenses.

CSS Cascading Style Sheets (CSS) is a style sheet language that was developed by W3C (World Wide Web Consortium) in 1996 for a rather simple reason. The HTML element was not designed to have tags to help format the page. So CSS is used to describe the presentation of a document written in a markup language such as HTML. CSS is a fundamental technology of the World Wide Web, alongside HTML and JavaScript [4]. CSS allows multiple web pages to share a common style specified in a separate CSS file that includes layout, colors, and fonts in order to access improved content accessibility and provides more flexibility and control in specifying presentation characteristics.

SweetAlert SweetAlert is a standalone JavaScript library that allows developers to customize and create visually appealing, user-friendly alternatives to standard JavaScript dialog boxes "alerts" in applications, websites, and games. It provides the ability to customize various aspects of the alert, including messages, icons, buttons, and animations, adding a visually appealing touch to the application. SweetAlert's ease of use and flexibility make it a popular choice in the development of interactive and modern user interfaces. The library consists of a JavaScript file plus a CSS file. [6]

Stripe Stripe is a suite of APIs powering online payment processing and commerce solutions for internet businesses of all sizes. Accept payments and scale faster [1].

Chapter 3

Software: SketChate Project

Our software will consist of three distinct modules: the client, administrator, and architect or service provider. Each part will play an essential role in the overall functioning of the software. The client module will provide users with a user-friendly interface, allowing them to submit design requests, view ongoing projects, and collaborate with architects. The administrator module will provide privileged access to managers and company officials. It will allow them to oversee projects, manage budgets and deadlines, and track the overall progress of projects in real time. This module will also facilitate the management of clients, contracts, and critical project-related data. Finally, the architect or service provider module will be specifically designed for architecture professionals or companies offering design services. It will enable them to access assigned projects, upload and share documents, submit design proposals, collaborate with clients, and manage the technical aspects of their projects. All three parts will work together in an integrated manner, providing a comprehensive and efficient platform to support our clients in their architectural design projects.

Administrator Side:

Admin Login Information System

- Role: The administrator wants to log in to the system and can edit Website Details, see, add, manage, and delete Users in the platform.
- Prerequisite: The administrator needs to log in with a unique email and password.
- Successful completion condition: Main display option on the screen.
- Failure of successful completion condition: The user entered an incorrect email, an incorrect password, or both.

Edit

- Role: The administrator wants to log in to the system.
 - Prerequisite: The user has successfully accessed the search result.
 - Successful completion condition: The user successfully made the changes.
1. To edit user records in the database, the admin needs to first search for the record they want to edit, then click on the "edit" button.

The screenshot shows the SketChat Admin Panel. On the left, there's a sidebar with icons for Dashboard, Users, Projects, Edit Profile, Logout, and Dark Mode. The main area has a header with a search bar. Below it is the 'Dashboard' section with three cards: 'Registered Users' (2), 'Active Users' (1), and 'Number of Projects' (0). The 'Activity' section lists two users with their full name, email, type, status, and joined date, along with 'Edit' and 'Delete' buttons.

Full name	Email	Type	Status	Joined	Action
Safae Eraji	erajisafae2003@gmail.com	client	inactive	2023-06-07 11:02:14	<button>Edit</button> <button>Delete</button>
Fatima Ezzahra Akaaboune	fatimzhrakaa@gmail.com	client	active	2023-06-09 21:40:18	<button>Edit</button> <button>Delete</button>

Figure 3.1: Admin Panel

Admin can also modify projects, but no project is launched yet...

The screenshot shows the 'Projects' section of the Admin Panel. It has a header with a search bar and a message 'No projects yet..'. Below it is a table with columns for Project ID, Name, Description, Status, and Action.

ID	Name	Description	Status	Action
1	Project 1	Project description 1	Active	<button>Edit</button> <button>Delete</button>

Figure 3.2: Projects in Admin Panel

2. After the admin modifies the user they want to edit, they click on the "Save" button.

The image shows a user interface titled "Update Profile". It contains four input fields: "Full Name", "Email", "Type", and "Status", each with a lock icon indicating they are read-only. Below these fields is a prominent yellow "Save" button.

Field	Type	Status
Full Name	Text	Read-only
Email	Text	Read-only
Type	Text	Read-only
Status	Text	Read-only

Figure 3.3: Save after Edit

Client Side:

The homepage is the initial page that clients see and is where they can register for a new account or sign in to an existing one.

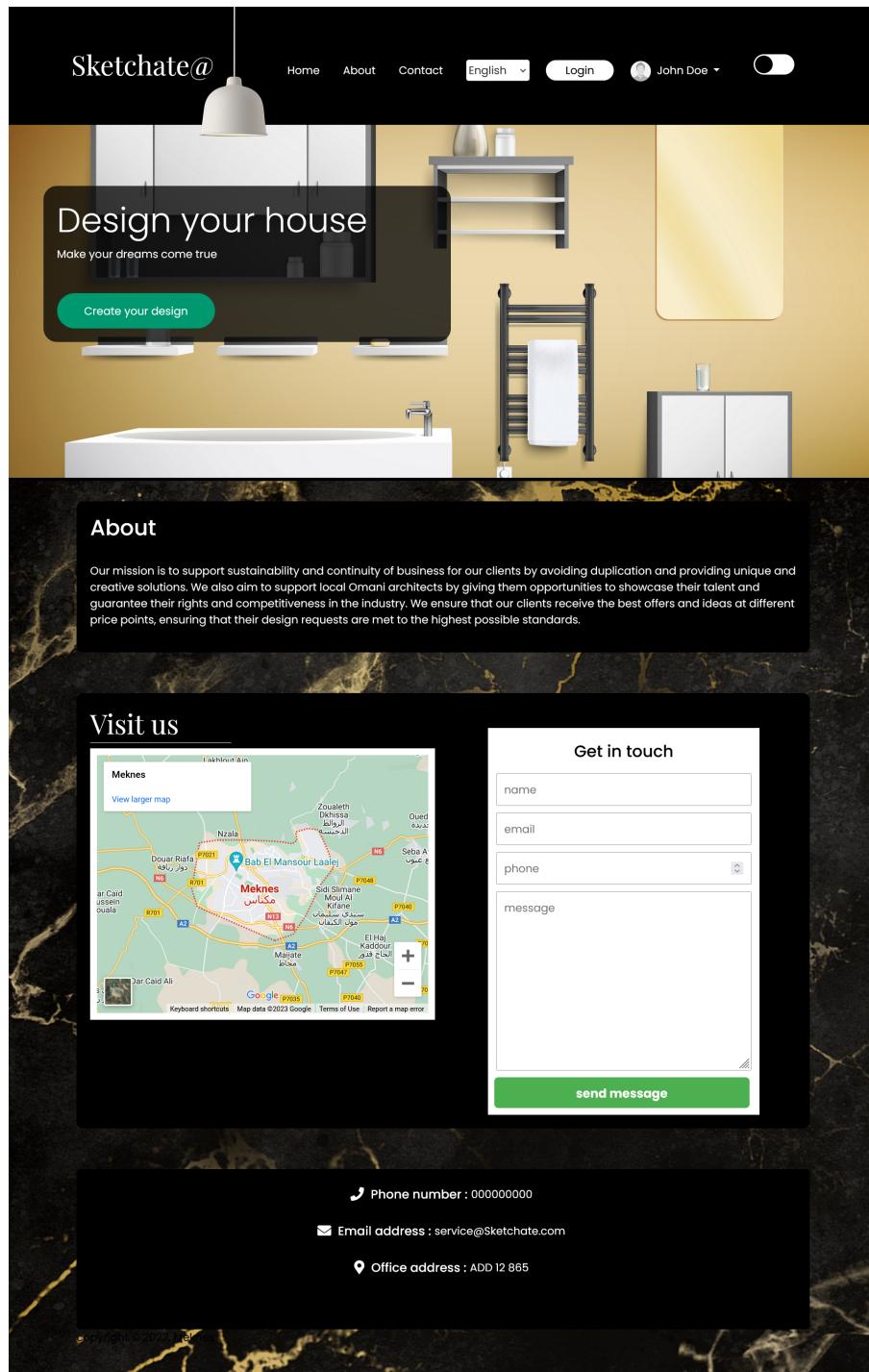


Figure 3.4: Home Page

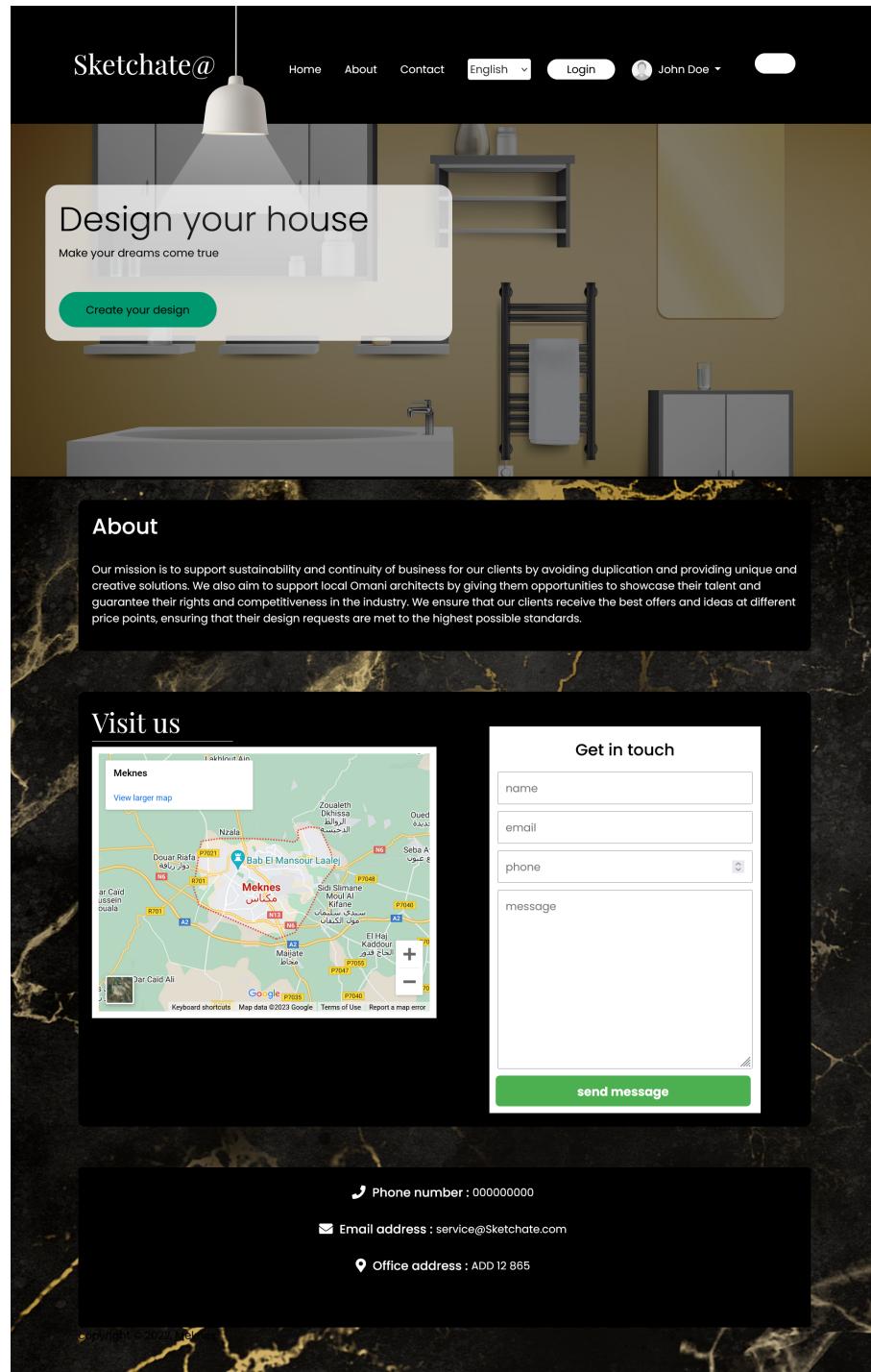
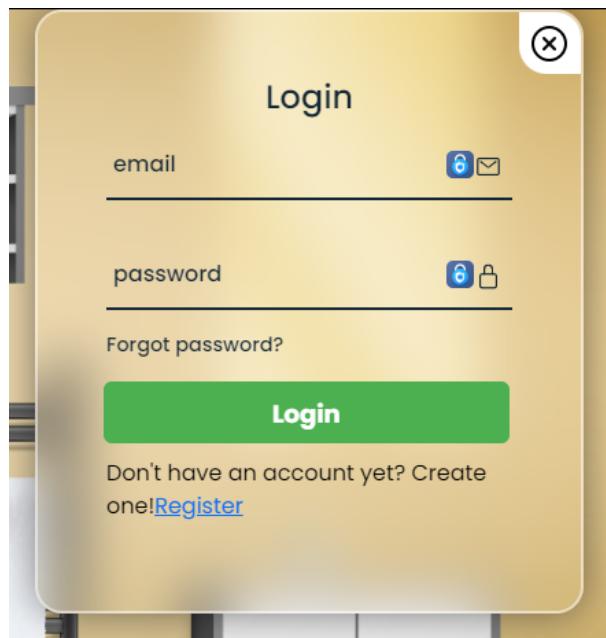


Figure 3.5: Home Page in Dark Mode

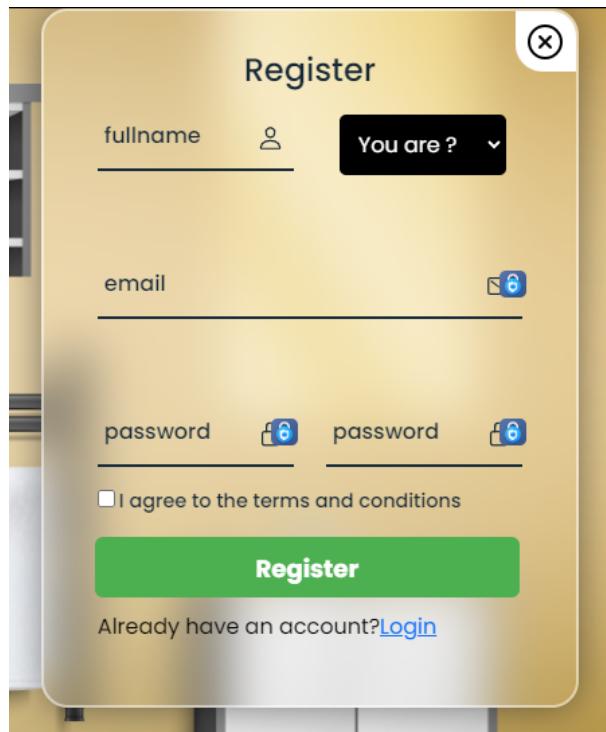
The client must first register and supply his personal information. The user's login information for the software will be stored by the system.



The image shows a mobile-style login form titled "Login". It features two input fields: "email" and "password", each accompanied by a lock and envelope icon indicating they are required fields. Below the password field is a "Forgot password?" link. A large green "Login" button is centered at the bottom. At the bottom of the screen, there is a message: "Don't have an account yet? Create one! [Register](#)".

Figure 3.6: Log in Form

If the client doesn't have an account yet, he must register by filling out the registration form.



The image shows a mobile-style registration form titled "Register". It includes fields for "fullname" (with a person icon) and "You are?" (a dropdown menu). Below these are fields for "email" and "password" (each with a lock and envelope icon). There is also a second "password" field. A checkbox labeled "I agree to the terms and conditions" is present. A large green "Register" button is at the bottom. At the bottom of the screen, there is a link: "Already have an account? [Login](#)".

Figure 3.7: Registration Form

Validation:

- All details must be filled in. Including password requirements such as a minimum length of 8 characters, and the inclusion of a combination of uppercase letters, lowercase letters, numbers, and special characters.
- The email address must be in the appropriate format.
- Login information must be provided before the user is granted access to any other page.

Error Handling:

- If the user does not enter valid information, the system displays an error message to the user and prompts them to re-enter the information.

Security:

- The system should be protected against unauthorized access, where a validated email and a password are required so that no one else can access it.

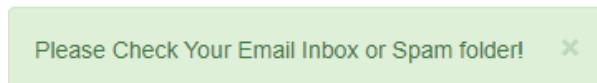
Forgot Password

If the client forgot the password he can hit "Forget Password". With the help of PHP-Mailer, we could set the connection to the Gmail SMTP (Simple Mail Transfer Protocol) server that handles email messaging, so the client can receive a code to reset the password.

The figure consists of two side-by-side screenshots of a web form. Both screenshots show a red error message at the top of the form area. The left screenshot's message is "Email address can not be empty" and the right screenshot's message is "Email Address does not exist in the database". Below each message is a text input field with a blue lock icon. Below each input field is a "PASSWORD RESET" button. At the bottom of each form, there is a link "You want to visit home page? [Home](#)".

Figure 3.8: Password Reset : Empty Email Address

Figure 3.9: Password Reset : Email Address not in database



PASSWORD RESET

Enter E-mail address...



REQUEST RESET

You want to visit home page? [Home](#)

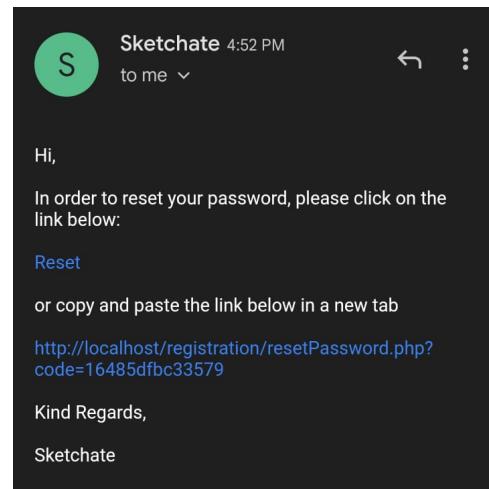


Figure 3.10: Password Reset : Success

Figure 3.11: Password Reset: Receiving Email

PASSWORD RESET

🔒

🔓

Access denied

Oops! Sorry the session has timed out after 15 minutes for password reset! try again.

Show

RESET

You want to visit home page? [Home](#)

Figure 3.12: Access Denied

PASSWORD RESET

🔒

🔓

Show

RESET

You want to visit home page? [Home](#)

PASSWORD RESET

🔒

🔓

Show

RESET

You want to visit home page? [Home](#)

You want to visit home page? [Home](#)

Figure 3.14: Restrictions

Figure 3.15: Empty Password Field

Password Updated! Successfully [Click to Login](#) ×

PASSWORD RESET

New password... 

Confirm password... 

Show

RESET

You want to visit home page? [Home](#)

Figure 3.16: Successful

Edit Profile

Clients can also edit their profiles :

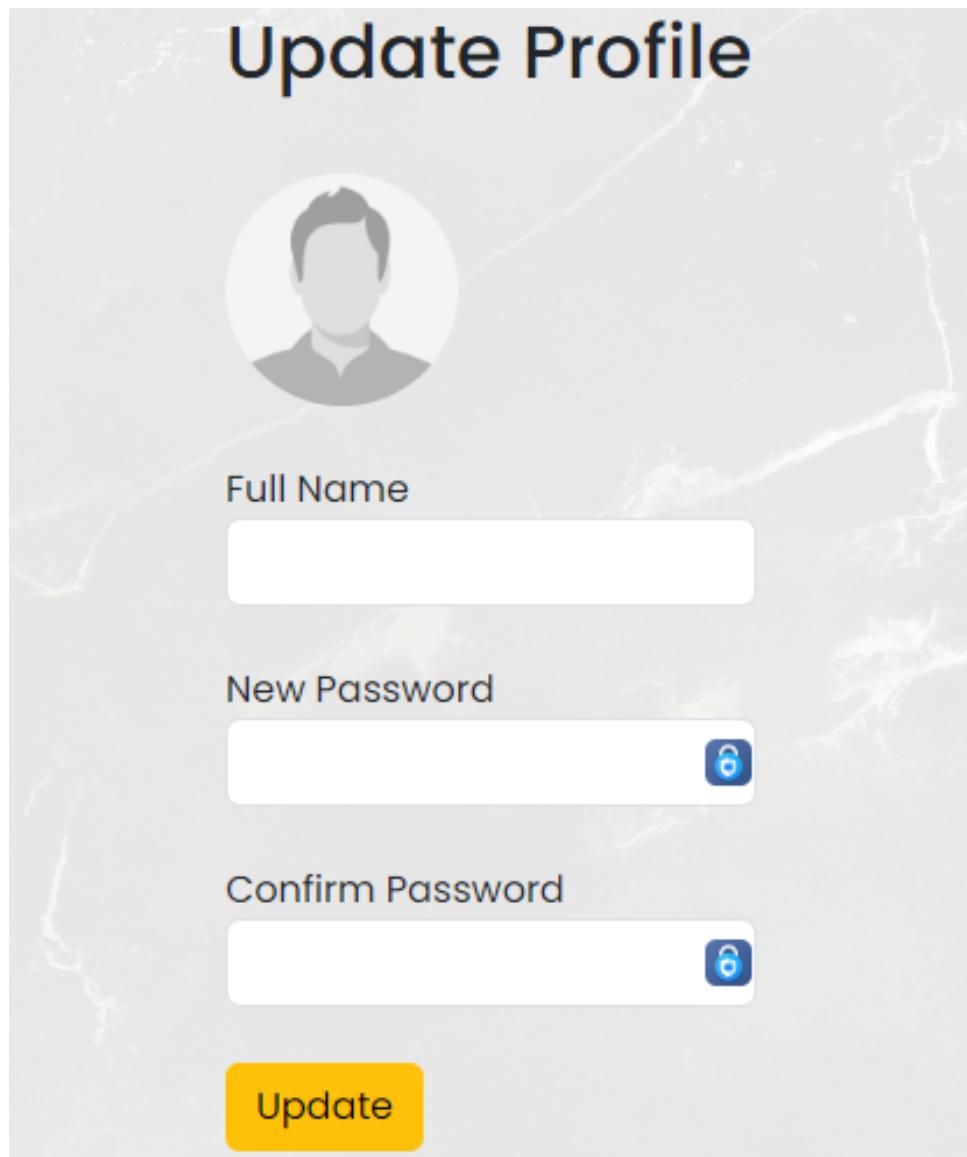


Figure 3.17: Edit Profile

Then, the client or landowner is asked to provide the following documents:

- Identification card (ID).
- Proof of land ownership.
- Sketch.



Figure 3.18: Client Documents

After that, the client creates a list of their requirements and preferences for the design. For example:

- Ground floor:

1. Kitchen: outdoor/indoor.
2. Living room: 60 square meters.
3. Men's sitting area: 4x5.
4. Women's sitting area: 4x4.

- First floor:

1. Parent's bedroom: 30 square meters.
2. etc...

Or, as the following: I want rooms of a good size, spacious area...

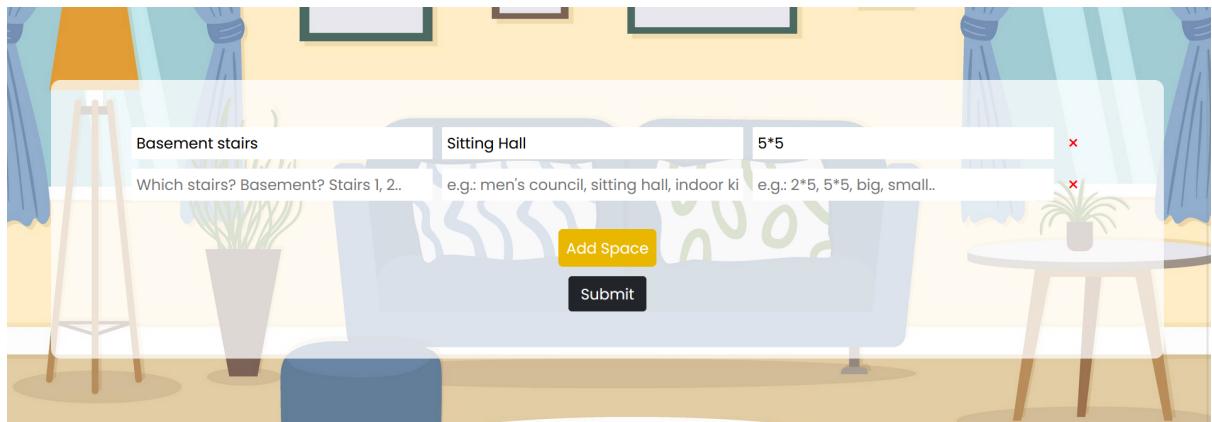


Figure 3.19: Dedicated Spaces for Each Area

Then, several options appear related to the price category that the client intends to pay for the design (important for bidding companies).

1. From 500 Bais to one Riyal per square meter.
2. From one Riyal to one and a half Riyals per square meter.
3. From one and a half Riyals to two Riyals per square meter.
4. More than that.

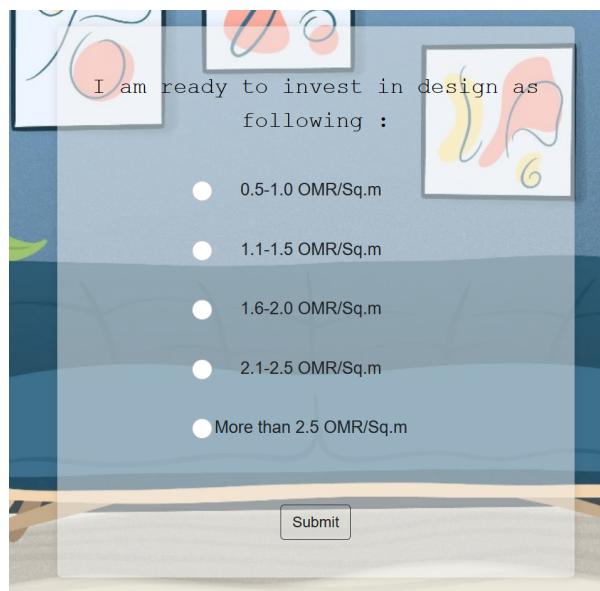


Figure 3.20: Price Category

Furthermore, other detailed filtering options appear:

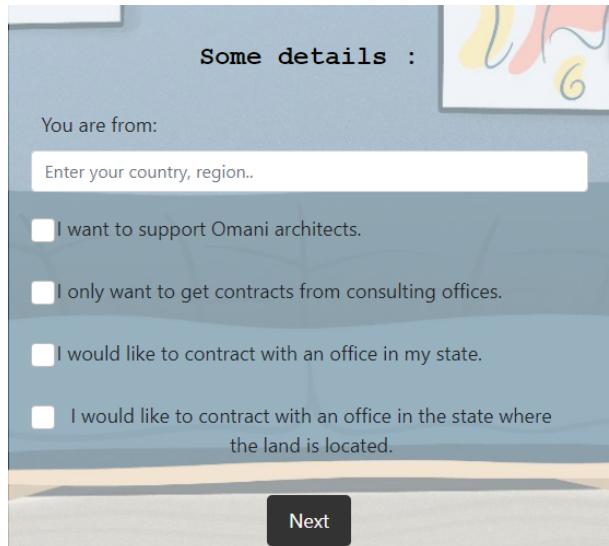


Figure 3.21: Filtering Options

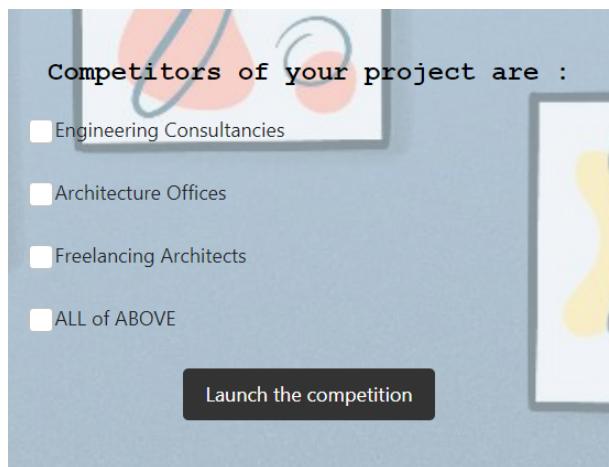


Figure 3.22: Competitors

Finally, after confirming all these steps, a payment page appears for the client to pay the fees to the software owners. The payment process we made is using Stripe.

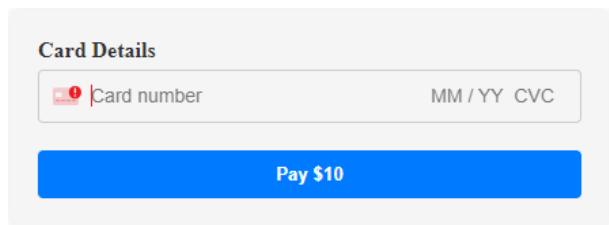


Figure 3.23: Pay fees

Architect Side :

Registered companies on the platform are granted access to the complete data and can purchase the bidding process for a nominal fee paid to the service owners.

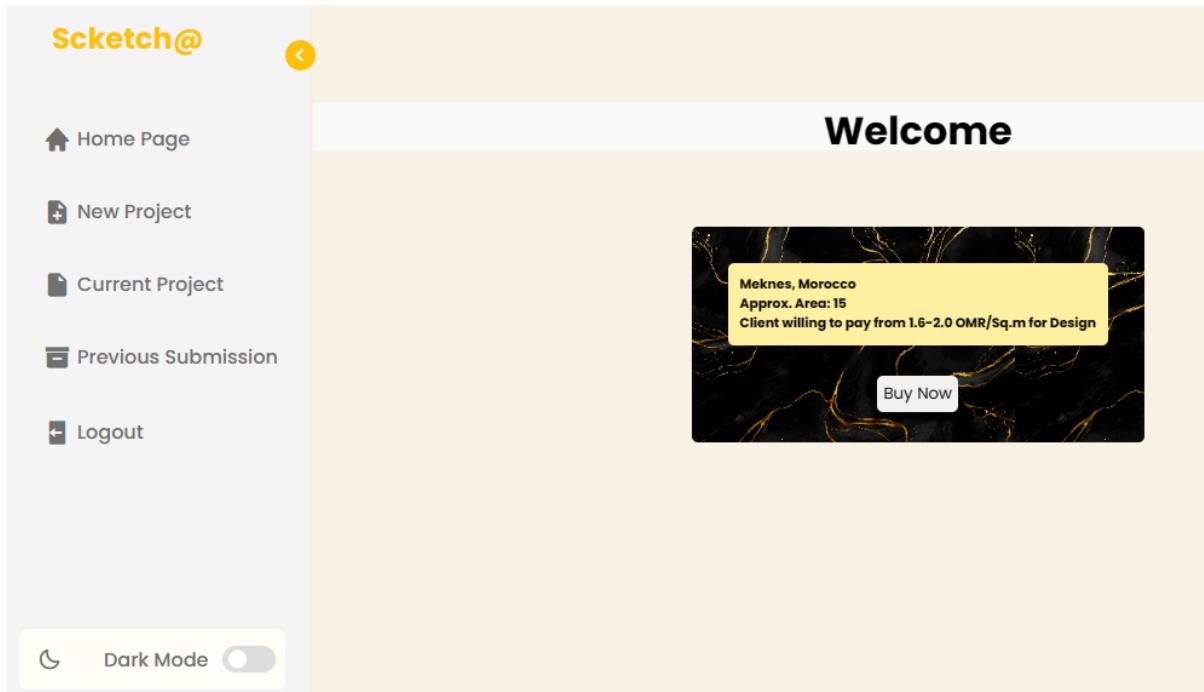


Figure 3.24: Projects

After winning the bid, any company can start designing the project idea based on the requirements.

Then, the companies will have a specified deadline to deliver their idea: Delivery of sketches with the design contract including the total cost. The company's file will be attached to the delivery (it will be initially uploaded when the company registers in the website's database).

Subsequently, the client will review the proposals developed by the architects using the dedicated application for clients, taking into account the contracts and company files, and choose the one that suits them best. At that point, they can press the "Purchase Contract" button.

Finally, direct communication takes place between the owner and the company that wins the contract.

It should be noted that: Companies are not allowed to upload files or images to ensure fair competition and support architectural creators. They will only have the option to draw through an architectural drawing program. They will need to enter into a specific contract with a development company to open a dedicated drawing window on the website or application after purchasing the project.

It is important to note that architects will sketch on an integrated drawing application that the company will take care of...

3.1 Conclusion :

To conclude the project description: This project is developed using PHP, CSS, Bootstrap, and JavaScript. As for the project, it has all the essential functionalities required. It includes a user interface where the user can add information about their lands on the platform and proceed with the order, and an interface for architects. On the administration side, it is possible to view the number of users who have downloaded their projects, the users, daily views, as well as downloads made by architects or clients. The user can also leave comments on each work if desired.

The contributions of the internship

1. Technical Skills:

This experience allowed us to evaluate our technical skills, as we were exposed to knowledge and expertise that we couldn't have acquired elsewhere. The practical experience gained during the internship significantly enhanced our capabilities in our field of interest.

2. Soft Skills:

Punctuality was a key focus during the internship. We were required to adhere to a time-tracking system that involved marking our entry and exit times. This practice instilled discipline and ensured that we arrived on time and maintained a consistent schedule. Developing punctuality as a soft skill was a valuable outcome of the internship.

3. Utilizing the ArtyAds System:

As part of our internship, we had the opportunity to use the ArtyAds system. To record our attendance, we simply clicked on the "PRÉSENT" button within the system. This efficient and user-friendly interface streamlined the attendance management process.



Figure 3.25: Attendance Log in the ArtyAds system

4. Impact on Personal Development:

The internship had a positive impact on our personal development. We consistently faced complex situations that required critical thinking and decision-making. This environment facilitated self-correction and improvement, fostering the development of qualities such as autonomy, punctuality, responsibility, and communication skills. The internship experience provided opportunities to

address weaknesses and further enhance our strengths, contributing to our personal growth and professional development.

Conclusion

In conclusion, we have completed our final internship in web development at ArtyAds company as part of our programming studies. During this two-month internship, we were able to apply the theoretical and practical knowledge we acquired during our training at ESTM University.

This internship has been highly enriching, we could learn many things in the process of platform creation using common development tools. Understanding the organization and hierarchy of each department and service within a company is crucial, and this experience provided us with valuable insights. It was an opportunity for us, as students, to shape our professional profile and prepare for future careers.

Ultimately, an internship serves as a learning ground for individuals who thrive on challenges and are motivated to succeed. The ideal training combines theoretical education at the learning center with practical experience in real-world companies, and we encourage others to pursue such opportunities, particularly in the dynamic and complex field of information technology.

This internship has been a significant step towards translating our education into practical skills in a professional setting. We hope to have the opportunity to return to ArtyAds in the coming years as we continue to progress in our careers.

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