

# Project Proposal – Internship

Version: 7  
Period: Spring 2023



## Goal and use of this document

The proposal is used to describe a practical research internship which is carried out in semester 5 of the study program. Through this form the student requests approval for the assignment from the internship coordinator. This document is also used to receive feedback from client and coordinator and should lead to all three parties having one single view of the assignment. The student is responsible for writing the content, based on input of the organization and feedback of the coordinator. This document may be written in Dutch.

## Student details

Student number : 454893  
First name + Family name : Jasmijn Roes  
Location : Eindhoven  
Profile Semester 3 : Media  
Specialisation Semester 4 : Creative Technology  
Internship choice : Media  
Dutch-speaking? : Yes

## Internship period

Start date : Monday FHICT-week 1 (February 19, 2024)  
End date : Friday FHICT-week 18 (June 28, 2024)

## Organisation details

Name : Obero B.V.  
Visiting address : Avignonlaan 43  
Zipcode + City + Country : 5627GA, Eindhoven, Netherlands  
Phone : +31882055401  
Website : <https://obero.ai>  
Own Company ("Eigen bedrijf")? : No

## Company mentor

(The person who guides the student on a regular basis)

First name + Family name : Alexander Clemencia  
Department : n.v.t.  
Position : Co-founder and developer  
Background (highest education) : University  
Background URL (e.g. LinkedIn) : <https://nl.linkedin.com/in/alexander-clemencia-7223a273>  
Phone : +31882055401  
Email : Alexander@simptel.com  
Assignment in ASAM? : yes, [link to ASAM](#)

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## 1. Context & Problem/Opportunity

*Below the organization and its activities and structure are described. It must become clear in which part of the organization and activities the problem or opportunity lies and what the reason is for this assignment.*

### 1.1 Context & Background

*The organization is introduced by describing its main activities and processes. The relevant (recent) developments within the company and or related field of interest (e.g. IT) are described also.*

Obero is a Dutch software company specializing in IT Services & Consultancy, providing Software as a Service (SaaS) solutions for the online ordering and delivery sector. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, the company's aims to improve customer experiences within the food service industry, by offering in-ordering solutions for enhanced sales efficiency. The company is headquartered in the Netherlands and, as of December 2023, employs 22 people.

### 1.2 Current situation & Stakeholders

*The current situation regarding the activities, problems (or opportunity) is described. The relevant stakeholders within the organization are provide with an explanation why they (possibly) are stakeholders. The scope of the project must become clear at this point.*

There are some (potential future) stakeholders relevant to my project:

- The leadership of Obero  
The leadership team that created the platform's vision, holds the key to the success and evolution of Obero. Their decisions impact the technological choices, user experience enhancements, and overall business strategy, making them essential stakeholders invested in steering Obero towards continued growth and success.
- People who own or manage a restaurant (hereafter, restaurateurs)  
Restaurateurs that implement the Obero platform in their business can minimize the time spent per customer, resulting in cost savings. Obero also increases the upselling which leads to more sells and thus more revenue. Furthermore, the platform helps restaurateurs to clearly communicate with their customers about the placed orders, which potentially increases customer satisfaction.
- Employees who work in the food service industry  
The streamlined ordering process reduces the likelihood of miscommunication regarding customers' preferences for those preparing the food, providing a higher level of certainty. Additionally, for waitstaff, the system alleviates the need to constantly determine whether customers are ready to order, allowing them to focus less on multitasking and monitoring every table simultaneously. This will enhance a pleasant work atmosphere for the employees.
- The customers of the food service industry  
The customers benefit from the convenience offered by Obero. They can place orders at their own pace, eliminating the need to wait for a server. The digital interface provides a comprehensive view of menu items, empowering customers to make confident choices and ensuring clear communication regarding potential allergies. Utilizing Obero for payments enables customers to leave at their convenience, facilitating seamless group decisions on splitting bills and ensuring accurate receipts
- Team of investors  
There is a team of 7 people that prepares to sell Obero upon completion. Their success in

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marketing and selling the platform directly impacts its adoption and profitability. Their insights, strategies, and efforts shape how Obero is perceived in the market, making them key contributors to the project's overall success and growth.

## 1.3 Problem/opportunity description

*The problems/opportunities, possible causes and impact or effects of these problems/opportunities are described. Concrete examples are given and the depth and scope of the situation is made clear. In this section it should become clear what the added value of the internship will be.*

The current version of Obero requires an update as it no longer meets the demands of modern web applications. That's because the current code base is written in an outdated framework.

JavaScript is currently one of the most demanded programming languages due to the continuous evolution, compatibility, versatility, and the possibility to use frameworks and libraries. That's why I will use a modern JavaScript framework during my internship.

This will make it easier to maintain and build on Obero on the long term.

Lastly, I will make sure to optimize the user experience for the restaurateurs and their customers, to make sure Obero is as beneficial as it can be for all parties involved.

## 2. Assignment

### 2.1 Desired project result

*Below it should be clear what the desired result of the internship is. What situation should be reached at the end of the internship?*

#### **Project goal**

*A clear and as concrete as possible description of the intended results and what value they should have for the organization. A (concept) project goal can be formulated and products to be delivered are indicated.*

The intended result of my internship will be an enhanced user experience for restaurateurs and their customers, as well as the platform of Obero being easier to maintain.

To reach this goal I will use a modern JavaScript framework to redo the frontend of the platform of Obero.

#### **Project IT-deliverable**

*Specifically indicate the IT-products (proof-of-concept) that will be developed. Describe the end product as well as any intermediate products or other deliverables that are already known. For each IT-deliverable, specify the technology(s) to be used.*

The primary objective is to modernize and revamp Obero by creating a Minimum Viable Product using contemporary frontend technologies. This involves moving away from the current outdated framework to a more dynamic and responsive tech stack, which specifically includes a modern JavaScript framework, and PWA standards. Additionally, there is a need for focused UX research to introduce and effectively implement engaging animations and interactive elements.

Technologies to be used: Cypress, Tailwind CSS, progressive web applications, Typescript, Azure, Figma and Angular.

### 2.2 Research aspects

#### **Research questions**

*As it is important that all results are based upon (also practical) research: Which research questions are going to be relevant in order to achieve the desired project result? Provide (sub)-research questions and possibly a main research question.*

Main research question: How can the development of a Progressive Web App (PWA) for Obero enhance its user experience and align with current web development best practices?

1. What are the current pain points for the restaurateurs that use Obero to serve their customers?
2. What are the current best practices in web development, and which of those practices are relevant in the food service industry?
3. What PWA features are relevant and beneficial to improve the user experience of customers within the food service industry?
4. Are there specific PWA features that have shown notable success in similar industries?
5. What are the key features or functionalities that restaurateurs are seeking but currently lacking in existing food service platforms?

#### **Research approach**

*Regarding the DOT Framework: give a first indication of which research strategies and methods will be used and/or will be the most important ones. Think of the possibilities your internship environment specifically has or lacks and how you can in*

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*any case ensure you have enough methods and strategies to use.*

I will use different CMD methods to be able to answer the research questions. I divided the methods I expect to use, per research question:

1. Persona, Interview
2. Literature study, observation
3. competitive analysis
4. Benchmark creation, Best good and bad practices
5. Interview, focus group, competitive analysis

When I am in the developing phase, I will probably use the next CMD-methods to validate and realise the product I am working on:

- Proof of concept
- Design specification
- Peer review
- Prototyping
- Usability testing
- Heuristic evaluation

## 6. Guidance & Expertise

### **Coach/Mentor**

*What background does your company mentor have? Think of education (Bachelor/Master/Phd) as well as experience in (internship) coaching or mentoring. How many hours of guidance will there be per week and will you be coached?*

Alexander studied ICT Software at Fontys Hogescholen, from which he graduated in 2015. Afterwards he did a postbachelor Projectmanagement at Avans+.

Alexander has a lot of experience in coaching students who have done an internship at either Obero or Simptel. Most of these students were enrolled in ICT Media Design at Fontys Hogescholen.

As we will work mainly in the office, most of the time I will be able to ask for guidance.

### **Expertise / Guidance**

*What expertise is available in the company and who has that expertise? What kind of support does the company provide on IT skills related to your domain? Describe the people and/or teams or departments where you are able to go to and who will help and guide you with (IT)-domain related questions, advice and review.*

Everyday there will be multiple employees present at the office, that I can go to for questions and advice. These people have diverse expertise, which results in me being able to ask different questions to different people, or to get advice from multiple perspectives.

The most valuable expertise for me during this project will specifically be UX-design and JavaScript frameworks and libraries. Both are broadly present within the employees of Obero, thus available for me to ask for guidance.

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## 7. Personal & Professional goals

Which aspects on personal or professional development will you further develop? Focus on soft-skills. Select a realistic three to five aspects to work on. Use previous feedback received from others (e.g. semester coaches and teachers as input).

Personal goal	Describe what exactly you want to achieve and how to work on this.
Improve my coding skills	Because my knowledge within coding is on a very basic level, I want coding to be a big part of my project. This way I can spend more time practicing and perfecting my skills.
Determine if I want to focus on frontend development in the future.	I want to find out if frontend development is something that I enjoy enough to focus the rest of my study on. The only way to figure this out is to focus on frontend development right now.
Learn to work with a framework.	Because I think a lot of companies code with a JavaScript framework, I want to be able to learn to work with at least one to see if I like working with a framework and how to start learning working with one.
Ask feedback more frequently	I'm not going to wait to ask feedback until I am content with what I made, I will ask for feedback when it can be important for the course or the effectiveness of my process and the project.

## 8. (Optional) other important remarks

N.v.t.