GREEN UNIVERSITY OF BANGLADESH

Industrial Training

on

Web Development at Softvence IT Ltd

Submitted by

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An industrial training report submitted to the Department of Computer Science & Engineering, for the partial fulfillment of the degree of Bachelor of Science in Computer Science & Engineering

Under the Supervision of

Md. Atikuzzaman

Lecturer, Department of CSE

Training Place

Softvence IT Ltd

28 Bir Uttam AK Khandakar Road, Medona Tower, Level 6-7, Dhaka 1212

Training Duration :	15.09.2025 to 14.12.2025
Industrial Supervisor :	Md. Mamunur Rahman ’
Report Submission Date :	24.12.2025

Fall 2025

Declaration

Declaring this training report to be founded only on my own research results, I make it clear. References are made to research materials discovered by other researchers. This work has not been submitted for a degree before, either in full or in part.

Md. Maruf Sarker

ID: 221002063

Certificate

This is to certify that the industrial training report entitled *[Web Development at Softvence IT Ltd]* has been prepared and submitted by **Md. Maruf Sarker** in partial fulfillment of the requirements for the degree of Bachelor of Science in Computer Science and Engineering on 24.12.2025.

Academic Supervisor	Industrial Supervisor
Green University of Bangladesh	Softvence IT Ltd

Accepted and approved in partial fulfillment of the requirements for the degree Bachelor of Science in Computer Science and Engineering.

Chairman

Board Member	Board Member

Acknowledgments

I would like to express my sincere gratitude to all those who supported and guided me throughout the industrial training period from **15.09.2025** until **14.10.2025**. Their encouragement and assistance were invaluable, especially during times when I faced challenges.

I am thankful to my academic mentor, **Md. Atikuzzaman - Lecturer, Department of CSE**, for providing consistent guidance and support during the training. Their feedback and suggestions helped me stay focused and improved the overall quality of my learning experience.

I am also grateful to the professionals at **Softvence IT Ltd** for their valuable insights, technical guidance, and for sharing their industry experience. Their support greatly enhanced my understanding of real-world practices, tools, and work culture.

Finally, I would like to thank my **parents** for their constant encouragement, emotional support, and motivation, which played a vital role in helping me successfully complete the training.

Abstract

This report summarizes the industrial training experience carried out at **Softvence IT Ltd**, focusing on the practical application of concepts related to **Web Development and Automation**. The primary objective of the training was to gain hands-on experience and enhance professional skills in a real-world environment.

The training involved working with various tools and technologies such as **HTML, CSS, JavaScript, Webflow, Framer, Zapier, Airtable, Mailchimp, Calendly, GSAP, Finsweet**, following industry-standard methodologies.

Tasks included **developing responsive web interfaces, understanding and implementing client requirements, integrating automation tools, managing CMS structures, optimizing SEO, and applying animation frameworks**, allowing exploration of practical aspects of **modern web application development and workflow automation**.

Throughout the training, involvement in **multiple client-based and practice projects** helped strengthen problem-solving skills and technical competencies. Collaborative work within a professional team contributed to improved communication and time management abilities.

This internship provided a comprehensive learning experience, bridging academic knowledge with industry practice, and prepared me for future professional roles in the field of **Software Engineering and Web Development**.

Keywords: Webflow Development, Automation Tools, CMS Management, GSAP Animation, API Integration

TABLE OF CONTENTS

List of Figures

List of Tables

Chapter 1

Introduction

Industrial Training serves as an essential link between academic knowledge and professional work experience. It provides students with the opportunity to apply theoretical concepts learned in the classroom to practical, real-world situations within an organizational setting. This hands-on exposure helps students develop not only technical skills but also important soft skills such as communication, teamwork, and time management, which are vital for success in the professional environment.

The primary purpose of industrial training is to prepare students for the workforce by familiarizing them with workplace culture, industry practices, and operational procedures. It enables students to face real challenges, learn problem-solving techniques, and understand the expectations of a professional setting. By engaging in actual projects, interns can bridge the gap between academic theories and industrial applications.

1.1 Problem Domain

This industrial training report documents my experiences and learning outcomes during my probationary period at **Softvence IT Ltd**. Although this position was a full-time job role rather than a traditional internship, the responsibilities and learning environment aligned directly with the objectives of academic industrial training. My work primarily focused on **Web Development**, with a major emphasis on **Webflow-based development, CMS management, automation workflows, and responsive design**.

Throughout the training period, I encountered challenges such as adapting to professional development workflows, learning new tools and automation platforms, managing real client requirements, and ensuring high-quality project delivery within strict deadlines. With continuous guidance from my supervisors and active collaboration with team members, I was able to overcome these challenges and contribute effectively to multiple real-world projects.

1.2 Motivation of Training

The motivation behind undertaking this industrial training during my probationary period at Softvence IT Ltd stems from both professional goals and academic requirements. Key motivations include:

- **Professional Development:** Enhancing practical knowledge in modern web development, automation tools, and real-world project workflows.
- **Industry Alignment:** Gaining exposure to current industry practices, client communication standards, and professional development environments.
- **Application of Knowledge:** Applying theoretical concepts learned during the academic program to real client-based projects, ensuring better understanding and retention.
- **Skill Enhancement:** Strengthening technical skills such as Webflow development, CMS management, automation integrations, responsive design, and animation frameworks.
- **Adaptability and Work Discipline:** Learning to work efficiently within a structured organization, following deadlines, managing tasks, and adapting to fast-paced project requirements.
- **Career Growth:** Building a solid foundation for a long-term career by gaining experience in professional tools, frameworks, and development methodologies.
- **Professional Networking:** Collaborating with team members, receiving mentorship from supervisors, and understanding collaborative workflows within a development team.

1.3 Objective of Training

The objectives of this industrial training program during my probationary period at Softvence IT Ltd are:

- To gain practical experience in **Web Development**, particularly in Webflow-based development, responsive design, CMS management, and workflow automation.
- To develop strong problem-solving skills by working on real client projects and addressing technical challenges in a professional environment.
- To understand and apply industry standards, tools, and best practices used in modern web development, automation, and project management.
- To improve communication, collaboration, and task management skills through daily interaction with team members, supervisors, and clients.
- To become familiar with current technologies and development workflows, including Webflow, GSAP, Zapier, Airtable, Mailchimp, N8N, and other automation tools.
- To contribute meaningfully to the organization's goals by completing assigned tasks, implementing client requirements, and ensuring high-quality project delivery.

1.4 Scope of Training

The scope of this industrial training encompassed activities directly related to **web development and automation workflows**. This included hands-on project development in Webflow, CMS structuring, designing responsive layouts, integrating automation tools, implementing animations, attending client-related discussions, and participating in internal team meetings. The training focused exclusively on tasks within the web development domain. Areas outside this core scope-such as mobile app development, backend engineering, or unrelated administrative work-were not part of the training. This defined scope ensured concentrated skill development and meaningful contributions within the assigned role.

1.5 Identifying the Gap Between Academia and Industry

There is often a notable gap between academic learning and industry requirements, especially in rapidly evolving fields like web development and automation. Several factors contribute to this gap:

- **Theoretical Knowledge vs Practical Application:** Academic curricula emphasize fundamental concepts but offer limited exposure to real-world client work, project constraints, and modern development platforms such as Webflow and automation tools.
- **Limited Access to Industry Tools:** Many cutting-edge technologies-such as Webflow, Zapier, Airtable, GSAP, and CMS-driven workflows-are not typically included in academic training, resulting in a lack of hands-on experience prior to joining the industry.
- **Work Environment Dynamics:** Academic projects are usually individual or small-scale, whereas industry work involves cross-functional collaboration, task management, communication with supervisors and clients, and adherence to strict delivery timelines.
- **Standards vs Real-World Constraints:** Professional environments require adherence to client requirements, responsive design standards, SEO practices, testing procedures, and continuous revisions, all under time and resource constraints not commonly simulated in academic settings.

1.6 Challenges and Areas for Growth

1.6.1 Challenges

- Adapting to a fast-paced professional work environment and understanding the organizational culture of a development team.
- Balancing multiple project deadlines while ensuring high-quality, pixel-perfect implementation and responsiveness across devices.

- Overcoming technical challenges related to **Webflow development, CMS structuring, automation tool integrations (Zapier, Airtable), complex animations using GSAP, and handling real client feedback and revisions**.

1.6.2 Areas for Growth

- Enhancing practical skills in advanced Webflow techniques, CMS scalability, workflow automation, and animation frameworks.
- Improving time management and prioritization skills to consistently meet strict deadlines for multiple client projects.
- Increasing familiarity with industry-standard tools and technologies, including automation platforms, project management workflows, and modern development practices.

1.7 Industrial Training Details Plan

The industrial training was conducted at **Softvence IT Ltd** from **15 September 2025** to **14 December 2025**, focusing on gaining practical experience in the field of **Web Development**. During this period, I engaged in various activities aimed at enhancing technical skills, gaining exposure to industry-standard tools, and contributing to the successful completion of multiple client and practice-based projects. The training plan included hands-on project development, daily collaboration with team members, participation in organizational tasks, and continuous learning through practical assignments.

1.7.1 Training Resource Plan

a. **Human Resources:** Continuous guidance and mentorship were provided by the Industrial Supervisor and senior developers at Softvence IT Ltd. Their expertise in Webflow development, automation tools, and project workflows offered valuable support throughout the training period.

b. **Technical Resources:** Access to essential development tools and platforms was provided, including Webflow, Framer, GSAP, Zapier, Airtable, Mailchimp, N8N, project documentation tools, communication platforms required for completing assigned tasks efficiently.

1.7.2 Training Time Management Plan

The training period was structured to include orientation, daily task assignments, project development cycles, review meetings, deadline-based submissions, and supervisor feedback sessions. The workflow followed a planned timeline similar to Figure 1.1, ensuring balanced progression across learning, implementation, and evaluation phases throughout the industrial training duration.

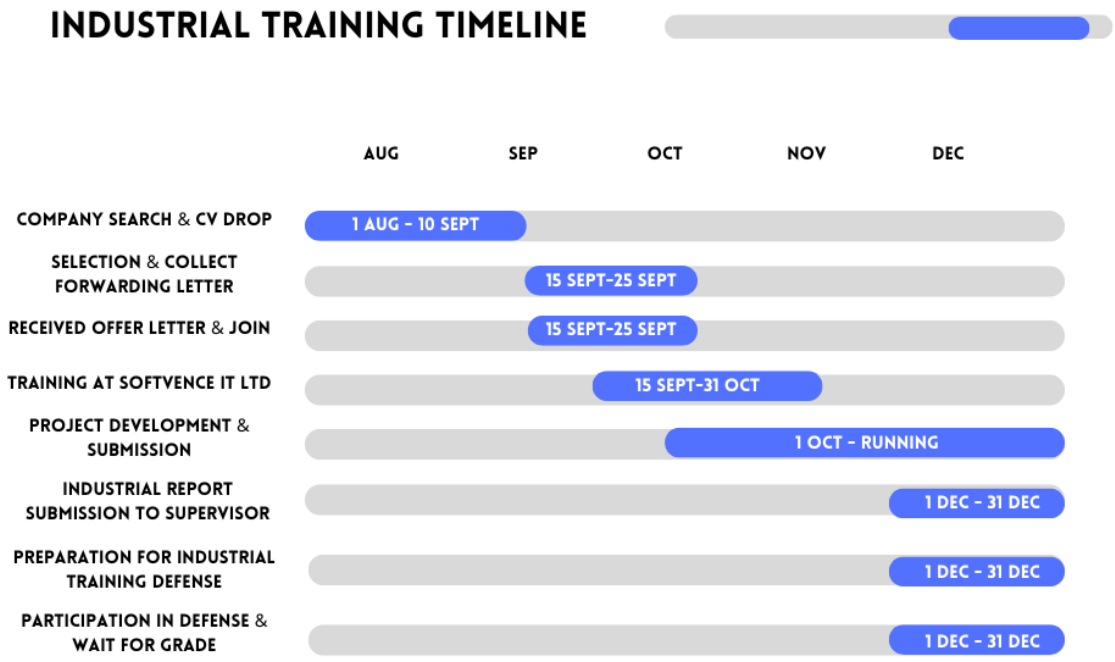

Figure 1.1: Time Management of the Industrial Training Process

1.8 Risk Analysis and Resolve Process

During the training period, several potential risks were identified, including tight project deadlines, technical challenges related to Webflow development and automation integrations, and communication gaps when handling client requirements or team coordination. These risks were addressed proactively by following a standardized risk management process consisting of four major steps: **risk identification, risk assessment, risk mitigation, and continuous monitoring**. Figure 1.2 illustrates the overall workflow followed throughout the training.

Figure 1.2: Four Steps of the Risk Management Process

1.9 Industrial Training Report Outline

- **Chapter 2:** Organization Overview – Details about Softvence IT Ltd, including company background, structure, services, and operational workflow.
- **Chapter 3:** Training Overview – Description of assigned tasks, weekly activities, tools used (Webflow, GSAP, Zapier, Airtable, N8N, etc.), and methodologies followed during the training period.
- **Chapter 4:** Skills Acquired – Summary of technical skills such as Webflow development, CMS management, automation integrations, responsive design, and soft skills including communication, collaboration, and time management.
- **Chapter 5:** Conclusion – Final reflections on the training experience, challenges encountered, solutions applied, and recommendations for future improvement.

1.10 Conclusion

Industrial training plays a crucial role in reducing the gap between academic learning and real-world professional environments. My training experience at **Softvence IT Ltd** provided meaningful exposure to modern web development practices, automation workflows, and client-oriented project execution. Through hands-on involvement in multiple projects, I was able to apply theoretical knowledge in practical scenarios, enhance my technical expertise, and develop essential workplace skills. This experience has strengthened my readiness for future professional challenges and laid a strong foundation for my career in the field of **Web Development and Software Engineering**.

Chapter 2

Organization Overview

2.1 Introduction

Softvence IT Ltd is a forward-thinking digital agency specializing in web design, web development, and innovative digital experiences. Rather than merely building websites, Softvence focuses on crafting impactful digital solutions that align with client vision and business goals. The organization is driven by a passionate team of designers, developers, researchers, and strategists who combine creativity with practical functionality to deliver successful outcomes.

With a strong reputation for excellence, transparent communication, and innovation, Softvence serves as a strategic partner for businesses seeking digital transformation. The company emphasizes user experience, modern technologies, and customer-centric solutions, ensuring high-quality results that support client growth and operational efficiency.

2.2 Company Profile

Softvence IT Ltd is a leading international digital services agency offering a wide range of solutions, including brand identity design, UX/UI design, web development, mobile application development, and professional consultation services. Headquartered at **Medona Tower, Mohakhali, Dhaka**, with operations extending to Sheridan, Wyoming (USA), the company has established a strong global footprint.

Over the years, Softvence has served more than **40,000 clients** worldwide and expanded into

a team of over **400 skilled professionals**. With more than **7 years of industry experience**, the company continues to deliver innovative digital solutions characterized by excellence, efficiency, and long-term value.

Softvence upholds core values such as transparency, innovation, and client success. The agency is recognized for its award-winning achievements, including distinctions like *Top Rated Plus*, *Top Design Agency*, and *Pro Seller Badge*. Its commitment to quality and strategic insight positions Softvence as a prominent global digital service provider.

2.2.1 Historical Timeline

- **Founding and Key Milestones:** Softvence Agency was established with the vision of delivering modern, high-quality digital solutions at a competitive cost. Over the years, the company has grown significantly, expanding its capabilities in web design, development, branding, and digital strategy.

- **Service Expansions:** The company gradually diversified its offerings to include brand identity design, UX/UI design, mobile app development, data analytics, vibe coding, and consultation services. This expansion helped Softvence position itself as an all-in-one digital agency capable of supporting businesses across multiple domains.

- **Recent Developments:** Softvence has achieved strong global recognition, serving over **40,000+ clients** with a team of **400+ professionals** and gaining more than **7 years of industry experience**. The agency continues to innovate, winning awards such as *Top Rated Plus*, *Top Design Agency*, and *Pro Seller Badge*, and expanding its presence to both Dhaka, Bangladesh and Sheridan, Wyoming (USA).

2.3 Organizational Structure

Softvence IT Ltd follows a **modern, enterprise-oriented organizational structure** designed to support scalability, efficiency, and cross-functional collaboration. Although the company operates with startup-like agility, it maintains a well-defined hierarchy that ensures accountability, smooth decision-making, and effective project execution.

The organization is structured into multiple functional departments, including **Web Development, Mobile Application Development, AI Development, Digital Marketing, Graphics Design**. Each department is led by experienced team leads or managers who oversee project planning, task distribution, and performance evaluation. This structure enables teams to work independently while remaining aligned with organizational goals.

As a Web Developer, I primarily worked within the **Web Development team** and reported directly to the Team Lead and Industrial Supervisor. My responsibilities required frequent collaboration with designers to ensure responsive design implementation, animation accuracy, automation workflow integration, and overall project quality. Regular communication with cross-functional teams helped in understanding project requirements, resolving technical issues, and maintaining consistency across different project components.

The collaborative organizational structure promotes transparency, teamwork, and efficient workflow coordination. Interdepartmental communication and structured reporting channels ensure that project objectives are met within deadlines while maintaining high-quality standards. Figure 2.1 illustrates the hierarchical and functional structure of Softvence IT Ltd.

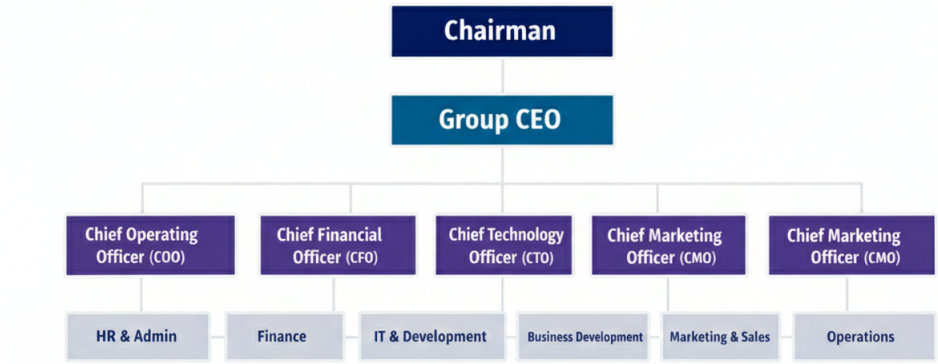

Figure 2.1: Organization Structure

2.3.1 Type of Organization

Softvence IT Ltd operates as a *hybrid organizational model*, combining the structured processes of an enterprise with the agility and flexibility of a startup. This model allows the company to make timely decisions, adapt quickly to changing client requirements, and maintain efficient project execution. The hybrid structure supports effective resource allocation, rapid innovation, and smooth transition of projects from concept to deployment.

2.3.2 Hierarchical Overview

- **Executive Leadership:** Responsible for defining organizational vision, strategic goals, and long-term growth direction.
- **Department Heads:** Manage individual operational units such as development, design, operations, and marketing.
- **Technical Teams:** Execute core development, design, automation, and testing activities.
- **Support Functions:** Handle human resources, administration, finance, and operational support.

2.3.3 Roles and Responsibilities of Officials

- **Chairman:** Provides overall governance, long-term vision, and strategic oversight for the organization and its ventures.
- **Group Chief Executive Officer (CEO):** Defines strategic direction, oversees company-wide operations, ensures alignment with business goals, and represents the organization to stakeholders.
- **Chief Operating Officer (COO):** Manages day-to-day operations, coordinates between departments, and ensures efficient execution of organizational strategies.
- **Chief Technology Officer (CTO):** Leads technology strategy, oversees development teams, ensures adoption of modern tools and frameworks, and aligns technical solutions with business requirements.

- **Department Heads / Team Leads:** Supervise team members, assign tasks, review progress, and ensure project quality and timely delivery.

2.3.4 Interactions with Various Departments

Daily operations at Softvence IT Ltd involve continuous interaction among multiple departments, including design, development, and operations. Each department has clearly defined responsibilities, and regular communication ensures smooth workflow coordination, effective problem resolution, and alignment with project objectives.

2.3.5 Collaboration with Team Leads

Team leads act as the primary coordination points within their respective functional areas. Regular stand-up meetings, sprint planning sessions, and progress reviews are conducted to align technical deliverables with client requirements and organizational goals. Feedback from team leads plays a vital role in maintaining development quality and meeting deadlines.

2.3.6 Cross-Functional Coordination

Many projects at Softvence require collaboration across design, development teams. Structured workflows-such as shared task boards, documented requirements, and standardized review processes-enable seamless collaboration and reduce dependency-related delays.

2.3.7 Interdepartmental Communication

Effective interdepartmental communication is maintained through scheduled meetings, collaborative documentation tools, and direct communication platforms. These practices ensure transparency, timely updates, and proactive resolution of challenges, contributing to efficient project delivery and client satisfaction.

2.4 Products/Services

Softvence IT Ltd offers a diverse range of digital products and services designed to support businesses in building strong digital identities and scalable solutions.

- **Web Development Services:** End-to-end website development using modern technologies and platforms such as Webflow, focusing on responsive design, performance optimization, SEO best practices, and user experience enhancement.
- **UX/UI and Brand Identity Design:** Creation of visually appealing and user-centered designs, including wireframes, prototypes, brand identity systems, and interface designs that align with client vision and business goals.
- **Mobile Application Development:** Development of scalable and secure mobile applications tailored to client requirements.
- **Consultation and Support Services:** Providing strategic consultation, technical guidance, and post-deployment support to ensure long-term success and system reliability.

2.5 Clients

Softvence IT Ltd works with a wide range of clients from different industries, including startups, small and medium enterprises, and international businesses. The company delivers digital solutions such as web development, UI/UX design, branding, app development, and consultation services to clients across various regions.

Due to confidentiality agreements and professional ethics, specific client names and project details are not disclosed in this report. However, the training involved working on real client-based projects under the supervision of experienced professionals, following industry standards and organizational guidelines.

2.6 Direct Involvement of Resources During Training

- **Human Resources:**
  - Guidance and supervision from the Industrial Supervisor and assigned Team Leads.
  - Collaboration with designers, developers, and automation specialists during project execution.
  - Access to management and leadership for task clarification, feedback, and performance review.
- **Technical Resources:**
  - Company-provided work equipment and development infrastructure.
  - Professional software tools and platforms used for development and automation tasks.
  - Testing through browsers and devices to ensure responsiveness and proper functionality of web projects.

2.7 Constructive Feedback About the Training Program

The industrial training experience at Softvence IT Ltd was practical and professionally enriching. It provided real exposure to industry workflows and modern web development practices.

Positive Aspects:

- Opportunity to work on real client projects, which enhanced practical knowledge and confidence.
- Supportive guidance from supervisors and team members throughout the training period.
- Exposure to modern tools, platforms, and structured development workflows.

Areas for Improvement:

- A more structured onboarding guideline for new trainees could help reduce the initial learning curve.

- Additional internal documentation on project workflows and best practices could further support learning.

Suggestions for Future Trainees:

- Future trainees should focus on self-learning alongside assigned tasks to maximize skill development.
- Regular communication with team leads can help clarify requirements and improve task efficiency.

2.8 Conclusion

Softvence IT Ltd is a hybrid digital services organization specializing in web development, android development, UI/UX design, branding, and consultation services. With a collaborative and flexible organizational structure, the company emphasizes innovation, transparency, and client satisfaction while maintaining professional industry standards.

The organization's commitment to quality work, continuous learning, and professional growth makes it a suitable environment for industrial training. The experience gained during this training period has strengthened my technical skills, practical understanding, and readiness for future professional responsibilities.

Chapter 3

Specific Details on Training Activities and Report

3.1 Introduction

The industrial training was conducted at **Softvence IT Ltd** from **15 September 2025 to 14 December 2025**. The training focused on practical exposure to **modern web development**, particularly Webflow-based development, responsive design, CMS management, animation implementation, and automation workflows.

The key learning objectives included understanding real-world project workflows, implementing client requirements, improving technical proficiency in web development tools, and developing professional communication and collaboration skills. Throughout the training period, various technologies such as Webflow, Framer, GSAP, Zapier, Airtable, Mailchimp, Finsweet, and N8N were used.

This training significantly contributed to my professional growth by strengthening problem-solving skills, improving time management, and enhancing my ability to work on real client-based projects in a professional environment.

3.2 Weekly Duties and Activities

3.2.1 First Week: Orientation and Foundation (15–21 September 2025)

- **Orientation and Onboarding:**
  - Introduction to company policies, workflow, and team structure.
  - Meeting with the Team Lead and submission of necessary documents.
  - Setting up the development environment and operating system.
- **Foundation Learning:**
  - Studied Webflow fundamentals and Framer basics.
  - Started a Figma-to-Webflow practice project.
  - Implemented multiple website sections and ensured responsiveness.
  - Completed animations and developed a custom FAQ section.

3.2.2 Second Week: Webflow Practice and CMS Usage (22–28 September 2025)

- **Project-Based Learning:**
  - Learned Webflow animation techniques and CMS functionality.
  - Worked on a completed client project for practice purposes.
  - Fixed animations, buttons, and responsive issues.
  - Completed a full landing page with preloader animation and background video.
- **Professional Exposure:**
  - Received appointment letter.
  - Worked on core sections of assigned projects.

3.2.3 Third Week: Advanced Animations and Practice Projects (29 September–05 October 2025)

- **Advanced Development:**
  - Explored website templates for design inspiration.
  - Implemented parallax scrolling and horizontal scrolling animations.
  - Completed a Figma-to-Webflow Job Portal practice project.
  - Developed blog CMS using dummy data.
- **Client Project Initiation:**
  - Started working on the first real client project.
  - Studied functional and non-functional requirements.

3.2.4 Fourth Week: Client Project Development (06–12 October 2025)

- **Client-Based Implementation:**
  - Developed multiple sections including footer, services, testimonials, CTA, and contact sections.
  - Collected stock images and implemented client-requested updates.
  - Created custom UI components such as a unique primary button.
  - Shared progress updates with the client.

3.2.5 Fifth Week: Project Finalization and SEO (13–19 October 2025)

- **Project Completion:**
  - Completed services, packages, and contact pages.
  - Finalized project and handed it over to the client.
  - Implemented SEO optimization.

- **Automation Introduction:**
  - Learned Zapier fundamentals and intermediate automation workflows.
  - Achieved multiple Zapier certifications.
  - Configured Calendly and created a short guidance video.

3.2.6 Sixth Week: Automation and E-commerce Features (20–26 October 2025)

- **Automation and Integrations:**
  - Integrated Webflow forms with Zapier.
  - Worked with Airtable and Mailchimp for data handling.
- **E-commerce Development:**
  - Designed a mobile shop layout.
  - Implemented product filtering, searching, and product detail pages using Finsweet.

3.2.7 Seventh Week: Multi-Project Development (27 October–02 November 2025)

- **Multiple Project Handling:**
  - Fixed database and tab-selection issues.
  - Developed multiple projects including “Fictional AI”, “Fizens”, and “Grovia”.
  - Implemented responsiveness and finalized projects based on team lead feedback.
- **Workflow Exploration:**
  - Explored N8N and reviewed LMS-related projects.

3.2.8 Eighth Week: Animation Refinement and Final Delivery (03–09 November 2025)

- **Final Enhancements:**
  - Completed remaining sections of the "Grovia" project.
  - Fixed FAQ issues and refined animations.
  - Applied GSAP and Webflow animations.
  - Finalized responsive issues and mega menu implementation.

3.3 Key Projects

During the industrial training period at Softvence IT Ltd, I worked on multiple web development projects. Due to confidentiality agreements, original project diagrams and internal data structures are not disclosed. Therefore, representative workflow and replica diagrams are used to illustrate the development processes and system architecture. Each project section clearly outlines my role, tools used, outcomes achieved, and business impact.

3.3.1 Project 1: Client-Based Webflow Website Development

Project Scope and Objective: The objective of this project was to design and develop a fully responsive, visually engaging marketing website using Webflow. The project focused on delivering a modern user interface, smooth animations, optimized performance, and SEO-friendly structure aligned with client requirements.

Role and Contribution:

- Developed multiple website sections including Hero, Services, About, Testimonials, FAQ, and Contact pages.
- Implemented responsive layouts for desktop, tablet, and mobile devices.
- Applied Webflow interactions and animations to enhance user experience.

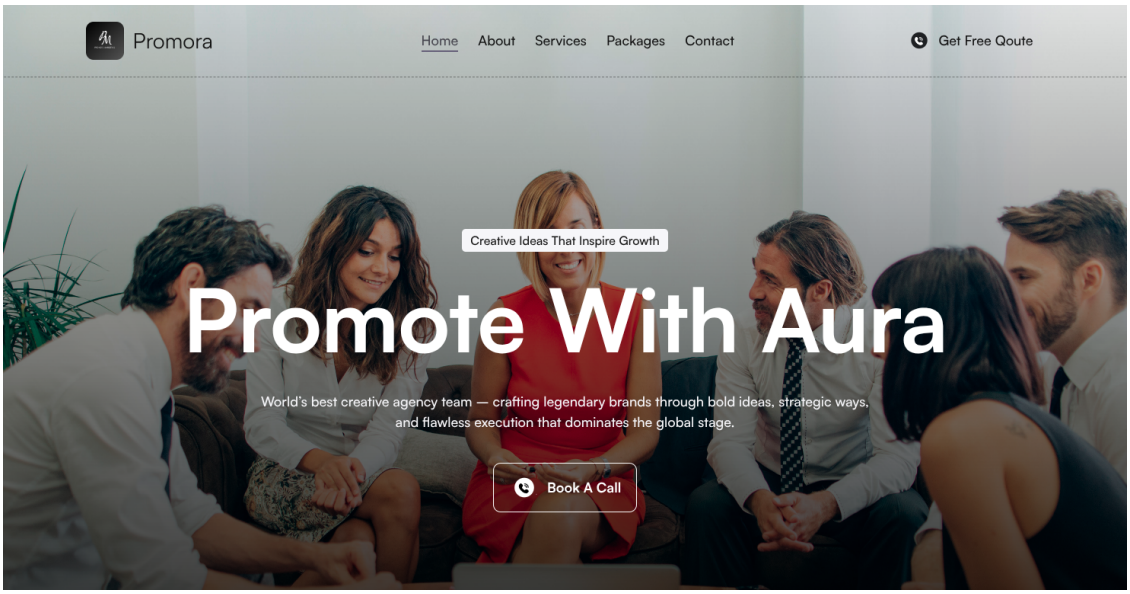

Figure 3.1: Social Media Marketing Website

- Fixed client feedback issues and finalized the project for deployment.

Tools and Technologies Used: Webflow, HTML/CSS (conceptual), Webflow CMS, Webflow Interactions, GSAP (where applicable).

Outcomes and Business Impact:

- Delivered a fully functional, responsive website meeting client expectations.
- Improved visual engagement through animations and structured layout.
- Enabled easier content management using Webflow CMS.

3.3.2 Project 2: CMS-Based Website with Dynamic Content

Project Scope and Objective: This project involved developing a CMS-driven website that allows dynamic content management for blogs, services, and product listings. The objective was to create a scalable structure that supports frequent content updates without developer intervention.

Role and Contribution:

- Designed CMS collections and dynamic pages in Webflow.
- Implemented filtering and searching functionality using Finsweet.

- Created blog CMS with dummy data for testing and demonstration.
- Ensured consistent responsiveness and UI behavior across devices.

Tools and Technologies Used: Webflow CMS, Finsweet Attributes, Webflow Designer.

Replica Entity-Relationship (Schema) Diagram: Figure 3.2 represents a replica Schema diagram demonstrating the relationship between CMS collections such as Blogs, Categories, and Authors.

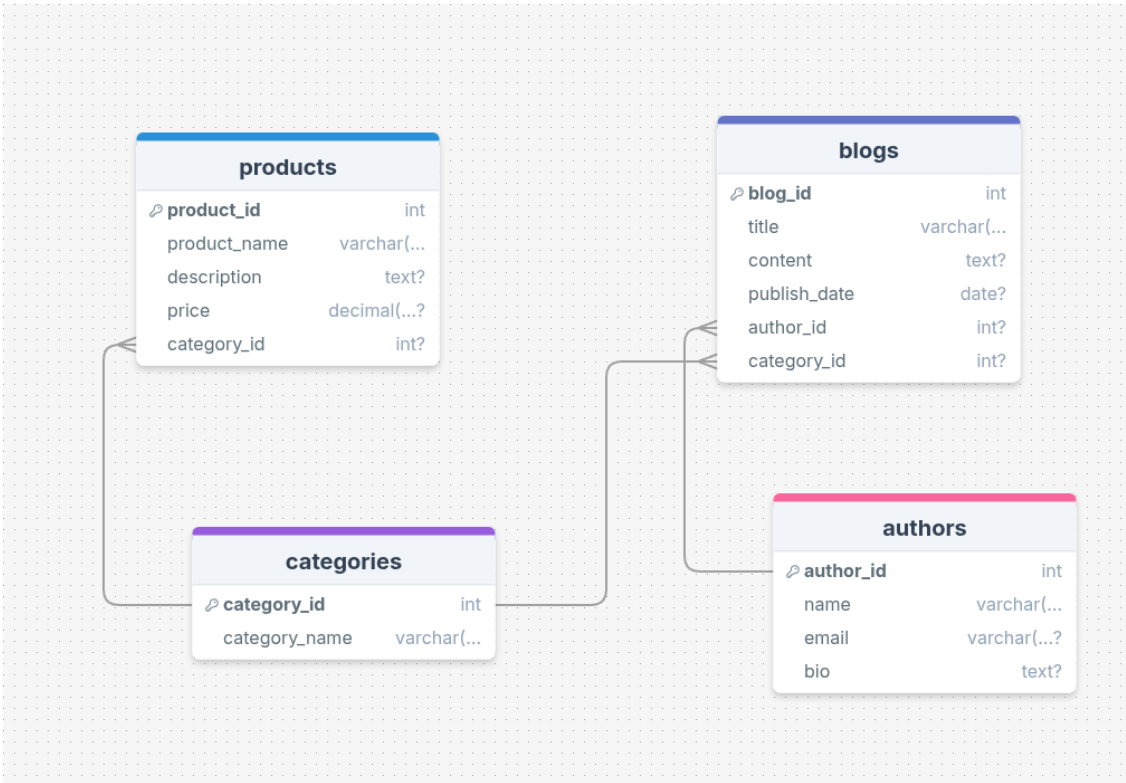

Figure 3.2: Replica Schema Diagram for CMS-Based Website

Outcomes and Business Impact:

- Enabled non-technical users to manage website content efficiently.
- Improved scalability and maintainability of the website.
- Reduced dependency on developers for routine content updates.

3.3.3 Project 3: Workflow Automation Using Google Sheets and Zapier

Project Scope and Objective: The objective of this project was to automate data processing and email notification workflows using Google Sheets and Zapier. The automation aimed to reduce manual verification effort by applying conditional logic to spreadsheet entries and triggering automated email communication based on predefined approval, payment, and plan-based conditions.

Role and Contribution:

- Designed and implemented an automated workflow triggered by new or updated rows in Google Sheets.
- Applied conditional logic using multiple Zapier filters to verify approval status, payment confirmation, and subscription plan type.
- Configured automated email notifications using Gmail when all specified conditions were met.
- Updated spreadsheet records automatically after successful email delivery to ensure accurate workflow tracking.
- Tested and refined the automation logic to prevent duplicate emails and ensure data consistency.

Tools and Technologies Used: Google Sheets, Zapier (Filter by Zapier), Gmail.

Automation Workflow Diagram: Figure 3.3 illustrates the automation workflow implemented in this project, showing the sequence of spreadsheet triggers, conditional filtering, email notification, and data update actions.

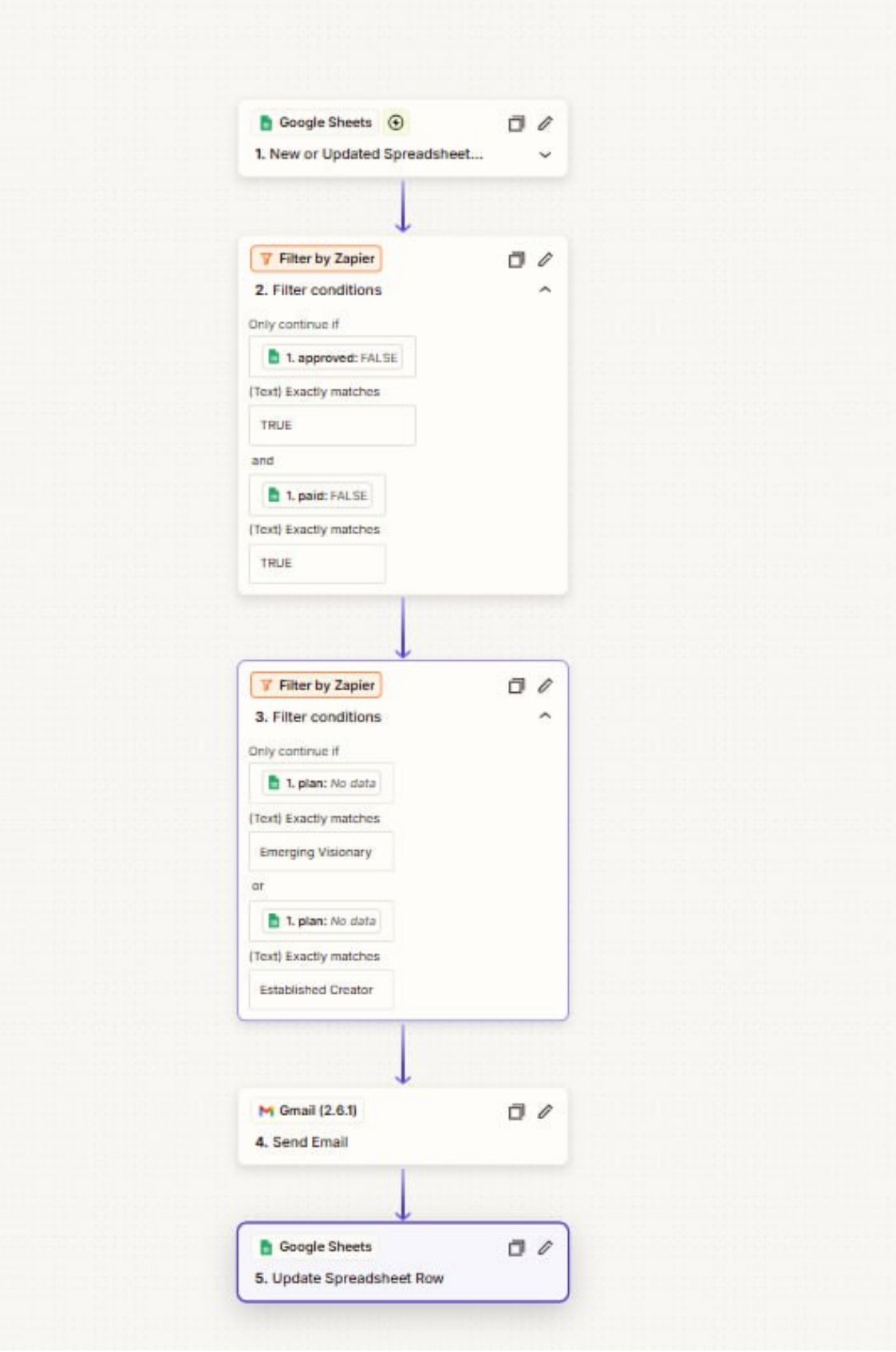

Figure 3.3: Automation Workflow Using Google Sheets and Zapier

Outcomes and Business Impact:

- Reduced manual monitoring of spreadsheet data by automating approval and notification processes.
- Improved operational efficiency by ensuring timely and condition-based email communication.
- Minimized human error through automated validation and record updating.

Outcomes and Business Impact:

- Automated lead collection and email marketing workflows.
- Reduced manual data entry and operational overhead.
- Improved response time and data accuracy.

3.4 Other Responsibilities

In addition to core web development tasks, I was involved in several supporting responsibilities that contributed to overall project success and team efficiency. These responsibilities included assisting team members during urgent project requirements, documenting meeting notes, sharing project updates with clients, and preparing short guidance materials for tool usage.

3.5 Key Performance Indicator

During the training period, I was serving under a probationary employment phase at Softvence IT Ltd. As a result, no formal Key Performance Indicators (KPIs) were officially assigned during this period. The implementation of structured KPIs is scheduled to begin after confirmation as a permanent employee.

However, performance during the probationary training period was informally assessed based on several qualitative factors. These included timely task completion, ability to follow instructions, adaptability to new tools and workflows, quality of implementation, and collaboration with team

members. Regular feedback from supervisors and team leads played a key role in evaluating progress and identifying areas for improvement.

This probation-based evaluation approach ensured a supportive learning environment while maintaining professional accountability and alignment with organizational expectations.

- Successful completion and delivery of multiple client-based and practice projects within assigned deadlines.
- Effective integration of automation tools such as Zapier, Airtable, Mailchimp, and Calendly to reduce manual workflow.
- Positive feedback from team leads for responsiveness, problem-solving ability, and collaboration.
- Completion of multiple Zapier learning certifications during the training period.

3.6 Internship Summary

The industrial training was a mandatory component of the undergraduate **B.Sc. in Computer Science and Engineering** program at Green University of Bangladesh. The primary objective of the training was to provide practical exposure to a professional working environment and enable the application of academic knowledge to real-world software development scenarios.

The training was conducted at **Softvence IT Ltd** in a professional work setting, where I actively participated in real client-based web development projects. The training emphasized Webflow-based development, CMS management, animation implementation, automation workflows, and collaboration within a multidisciplinary team.

The internship experience significantly enhanced my technical competency, communication skills, time management ability, and understanding of professional ethics. It also strengthened my confidence in handling real-world project requirements and prepared me for future professional responsibilities in the field of web development.

The key summary of the internship is presented in Table 3.1.

Although the total duration of my professional engagement at Softvence IT Ltd was three months with more than 900 working hours, this report documents the first eight weeks of activities to fulfill the minimum industrial training requirement set by Green University of Bangladesh.

Table 3.1: Internship Summary

Parameter	**Details**
Organization Name	Softvence IT Ltd
Internship Period	15 September 2025 to 14 December 2025
Total Duration	3 Months (First 8 weeks documented for academic requirement)
Total Working Hours	900+ Hours (First 8 weeks included in this report)
Mode of Internship	Onsite (Professional Work Environment)
Nature of Work	Web Development, CMS Management, Animation Implementation, Automation Integration
Tools and Technologies Used	Webflow, Framer, GSAP, Zapier, Airtable, Mailchimp, Finsweet, Calendly
Learning Methodology	Hands-on projects, Supervisor guidance, Self-learning, Team collaboration
Reporting Mechanism	Daily task updates and weekly progress review with team lead
Mentor / Supervisor	Md. Mamunur Rahman (Head of Operations)

Overall, the industrial training provided a valuable opportunity to apply academic knowledge in a real professional environment. It strengthened my practical skills in web development, improved my understanding of industry workflows, and enhanced my ability to collaborate effectively within a team. The experience also developed my time management, problem-solving abilities, and professional mindset, preparing me for future responsibilities in the software development field.

Chapter 4

Acquired Skills During Industrial Training

4.1 Introduction

The industrial training was carried out at **Softvence IT Ltd** for a duration of three months, with the first eight weeks formally documented to fulfill academic requirements. The training primarily focused on **web development, CMS management, animation implementation, and automation workflows**. This experience provided a practical platform to apply academic knowledge in a real professional environment, bridging the gap between theoretical learning and industry-level application.

4.2 Learning New Tech and Applying Them to Solve Engineering Problems

During the training period, I learned and applied several modern technologies and tools to solve real-world engineering problems:

- **Webflow (Advanced):** Used to develop fully responsive websites, implement animations, manage CMS collections, and deliver production-ready client projects.
- **GSAP (Intermediate):** Used to create advanced animations and interactive elements that enhanced user experience.

- **Zapier (Intermediate):** Implemented automation workflows connecting Webflow forms with Airtable, Mailchimp, and Calendly, reducing manual data handling.
- **Finsweet (Intermediate):** Applied for CMS filtering, searching, and dynamic content handling in e-commerce and blog-based projects.
- **N8N (Basic):** Explored automation workflow concepts and integration possibilities for future scalability.

Additionally, I completed multiple learning certifications related to Zapier automation during the training period.

4.3 Theoretical Knowledge Gained

The training enhanced my understanding of several theoretical concepts relevant to modern web development:

- **Web Development Principles:** Responsive design concepts, accessibility considerations, SEO fundamentals, and performance optimization.
- **Development Methodologies:** Understanding client requirement analysis, iterative development, feedback-based refinement, and deployment workflows.
- **Automation Concepts:** Event-driven workflows, data synchronization, API-based integrations, and system scalability.

These theoretical concepts were continuously reinforced through hands-on project implementation.

4.4 Practical Knowledge Acquired

The industrial training provided extensive hands-on experience in professional web development and automation practices. I actively participated in real client-based projects, gaining practical knowledge that can be leveraged to establish a startup similar to Softvence IT Ltd.

Based on this experience, I learned how to initiate a digital services startup focused on web development and automation. Such a startup would require resources including development hardware (laptops, servers), human resources (developers, designers, automation specialists, project managers), and budgeting for tools, hosting, and marketing. The projects undertaken could include business websites, CMS-based platforms, automation-driven lead management systems, and scalable digital solutions for clients.

This training equipped me with both technical and operational insights necessary to plan, execute, and manage professional digital projects independently.

4.5 Communication Skills Developed

The training significantly improved my communication skills through regular interaction with team members, supervisors, and clients. I participated in daily task discussions, project update sharing, and client communication regarding progress and changes.

I also learned how to write clear project notes, document requirements, and communicate technical concepts effectively. Initial challenges related to professional communication were gradually overcome through continuous interaction and feedback.

4.6 Collaboration Skills Enhanced

Team collaboration was an integral part of the training experience. I worked closely with designers, developers, and automation specialists on cross-functional projects. Knowledge sharing sessions and collaborative problem-solving helped improve efficiency and project quality.

Although I was not assigned formal leadership responsibilities, I assisted teammates during urgent project needs and supported workflow coordination, which strengthened my teamwork and responsibility-handling skills.

4.7 Ethical Responsibilities and Professional Conduct

Throughout the training period, ethical responsibility and professional conduct were strictly maintained. Client confidentiality, data privacy, and responsible use of resources were prioritized at all times.

Table 4.1 highlights how principles from the IEEE Code of Ethics were reflected during the training experience.

Table 4.1: IEEE Code of Ethics Applied During Industrial Training

IEEE Code	**Implementation in Training**
Public Safety & Welfare	Ensured secure handling of user data and avoided exposure of sensitive information.
Professional Integrity	Maintained honest reporting of task progress and acknowledged limitations when necessary.
Fairness & Inclusion	Collaborated respectfully with team members and valued diverse perspectives.
Technical Competence	Continuously improved skills through learning, practice, and feedback.

4.8 Conclusion

The industrial training at Softvence IT Ltd enabled me to acquire strong technical, professional, and interpersonal skills essential for a career in web development. The experience enhanced my confidence, problem-solving ability, and understanding of real-world project execution. This training has prepared me to pursue future professional opportunities and contributes significantly to my long-term career goals in software and web development.

Chapter 5

Conclusion

5.1 Summary

The industrial training program provided a valuable opportunity to bridge the gap between academic learning and real-world professional practice. Throughout the training period, I gained hands-on experience in modern web development, CMS-based content management, animation implementation, and workflow automation. This exposure allowed me to apply theoretical knowledge in practical scenarios while working within a professional organizational environment.

The training enhanced both my technical capabilities and professional mindset. I developed a deeper understanding of industry workflows, teamwork, client-oriented development, and ethical responsibility. Overall, the experience played a significant role in preparing me for future professional challenges in the field of web and software development.

5.2 Challenges During Industrial Training

During the training period, I encountered several challenges that contributed positively to my learning and professional growth. Adapting to professional workflows, understanding real client requirements, learning new tools, and managing time effectively were integral parts of the experience.

The major challenges faced during the training included:

a. **Understanding Client Requirements:** Interpreting design briefs and functional requirements and translating them into responsive and functional web interfaces.

b. **Learning New Tools and Technologies:** Adapting to Webflow, animation frameworks, and automation tools within a limited timeframe.

c. **Maintaining Work Quality Under Deadlines:** Ensuring design consistency, responsiveness, and performance while meeting strict project timelines.

d. **Time and Task Management:** Handling multiple tasks and projects simultaneously while maintaining productivity.

e. **Communication and Collaboration:** Coordinating with designers, developers, and supervisors to align project goals and resolve issues efficiently.

f. **Problem Solving:** Identifying and resolving real-time technical issues related to responsiveness, animations, and automation workflows.

5.3 Scope of the Study

The scope of this industrial training focused on applying academic knowledge to practical professional tasks and developing industry-relevant skills. The key areas covered during the training included:

- **Understanding Industry Workflows:** Exposure to professional project lifecycles, client communication, and iterative development processes.
- **Technical Skill Development:** Practical experience in web development, CMS management, animation integration, and automation workflows.
- **Team Collaboration and Communication:** Working closely with team members and supervisors to achieve shared project objectives.
- **Professionalism and Ethics:** Learning workplace discipline, accountability, confidentiality, and ethical conduct.

- **Problem-Solving and Adaptability:** Addressing real-world challenges and adapting solutions based on project requirements and feedback.

5.4 Problems and Executions

Throughout the training, I was involved in solving real-world problems related to web development and automation. Tasks included implementing responsive layouts, fixing UI inconsistencies, integrating animations, configuring CMS structures, and automating workflows.

With guidance from supervisors and collaboration with team members, I learned to:

- Analyze client requirements and convert them into functional web solutions.
- Execute development tasks both independently and collaboratively.
- Apply structured approaches to debugging, optimization, and automation.
- Communicate progress and technical details effectively with technical and non-technical stakeholders.

These experiences strengthened my technical foundation and enhanced my ability to work efficiently, adapt to change, and remain solution-oriented in a professional setting.

5.5 Overall Achievement

In conclusion, the industrial training at Softvence IT Ltd provided a comprehensive and rewarding learning experience. I improved my technical skills in web development and automation, gained hands-on exposure to professional workflows, and developed essential soft skills such as communication, teamwork, and time management.

The training reinforced my academic learning while preparing me for real-world professional responsibilities. I believe this experience has laid a strong foundation for my future career and equipped me with the confidence and skills required to pursue advanced roles in the software and web development industry.

Annexure: Graduate Map Program Outcome (PO) with Skill Achievement from Industrial Training

Program Outcomes (POs) [**?**] serve as critical benchmarks to measure the knowledge, skills, and competencies acquired during my B.Sc. in CSE journey, ensuring alignment between academic curricula and industry demands. While universities focus on theoretical knowledge, Program Outcomes (POs) ensure graduates possess the technical, problem-solving, and ethical skills needed in the industry. During my industrial training, I had the opportunity to apply Computer Science & Engineering knowledge in real-world scenarios, such as testing, debugging, collaboration, and adhering to ethical standards. This experience bridged the gap between theory and practice, enhanced my technical proficiency, and strengthened my soft skills.

Mapping POs is essential to evaluate how well academic learning translates to industry practice. Three core reasons for mapping these outcomes include:

- To assess curriculum relevance to industrial expectations,
- To evaluate readiness in applying theory to practical tools and technologies, and
- To enable self-assessment of professional and ethical growth.

The following Table 5.1 maps the 12 Program Outcomes (POs) with the knowledge and skills acquired through both academic education and industrial training. Fulfillment level indicates how effectively each PO was addressed during the internship.

Table 5.1: Program Outcome (PO) Fulfillment in Industrial Training

PO	Description	Fulfillment Level	Training Knowledge Applied	Evidence
PO2: Problem Analysis	Identify, formulate, and analyze complex computing problems.	Fully Fulfilled	Diagnosed root causes of bugs and performance issues in software systems.	Identified a bottleneck in backend queries that improved application speed by 30%.
PO5: Modern Tools	Apply theoretical understanding of modern tools.	*[Insert Fulfillment Level]*	*[Mention tools used: Git, Postman, JMeter, etc.]*	*[Describe a task or tool automation achieved]*
PO6: Engineer & Society	Understand societal implications of computing solutions.	*[Insert Fulfillment Level]*	*[Mention any user-data, privacy, or accessibility work]*	*[Evidence of ensuring societal responsibility]*
PO7: Environment	Evaluate environmental impact of computational systems.	Not Fulfilled	N/A	Environmental aspects were not addressed in the assigned project.
PO8: Ethics	Apply ethical theories in decision-making.	Fully Fulfilled	Ensured accuracy in documentation, refused unethical shortcuts.	Reported a misconfiguration instead of bypassing it for faster testing.
PO10: Communication	Communicate technical concepts clearly.	*[Insert Fulfillment Level]*	*[Describe presentation, reporting, or documentation]*	*[Mention audience and feedback or result]*
PO12: Lifelong Learning	Recognize the need for continuous learning.	Fully Fulfilled	Explored a new technology (e.g., Docker, Firebase, or AI testing).	Completed an online course and implemented learned skills in a demo module.

Annexure: Mapping SDG Goals to Achievements from Industrial Training

Sustainable Development Goals (SDGs), introduced by the United Nations, provide a strategic framework to address global challenges such as poverty, inequality, climate change, and technological advancement. These 17 interlinked goals are not only critical to global development but are also highly relevant to the engineering and technology domains.

In the context of engineering education, aligning training and academic exposure with the SDGs ensures that graduates are not only technically competent but also socially and environmentally responsible. Just as Program Outcomes (POs) evaluate academic and professional competencies, mapping SDGs to industrial training highlights how practical exposure contributes to broader developmental objectives.

This mapping exercise helps in:

- Assessing the societal and global relevance of skills acquired during training,
- Demonstrating the alignment of technical practice with ethical and sustainable development values,
- Encouraging a mindset of responsibility toward long-term global impact through local actions in industry.

The following Table 5.2 illustrates the mapping of all 17 SDG goals with the achievements derived from my industrial training experience. The fulfillment level qualitatively assesses the extent to which each goal was addressed through assigned responsibilities, observed practices, or organizational values.

Table 5.2: Mapping of All 17 SDG Goals with Achievements from Industrial Training

SDG Goal	**Relevant Achievements During Training**	**Fulfillment Level**
SDG 1: No Poverty	No direct contribution observed.	Not Fulfilled
SDG 2: Zero Hunger	Not relevant to the domain or tasks.	Not Fulfilled
SDG 3: Good Health and Well-being	Maintained a healthy work–life balance and followed ergonomic work habits.	Partially Fulfilled
SDG 4: Quality Education	Gained technical knowledge, completed certifications, and applied modern tools.	Fully Fulfilled
SDG 5: Gender Equality	Worked in an inclusive environment, promoted fair team dynamics.	Moderately Fulfilled
SDG 6: Clean Water and Sanitation	No direct involvement with this sector.	Not Fulfilled
SDG 7: Affordable and Clean Energy	Not addressed in assigned tasks.	Not Fulfilled
SDG 8: Decent Work and Economic Growth	Delivered tasks ethically, maintained productivity, and met project deadlines.	Fully Fulfilled
SDG 9: Industry, Innovation and Infrastructure	Participated in optimization tasks, system design, and tool integration.	Fully Fulfilled
SDG 10: Reduced Inequalities	Promoted accessibility and inclusivity in software features.	Partially Fulfilled
SDG 11: Sustainable Cities and Communities	Not directly related, but followed best practices for maintainable and scalable systems.	Partially Fulfilled

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SDG Goal	Relevant Achievements During Training	Fulfillment Level
SDG 12: Responsible Consumption and Production	Practiced clean code, used automation to reduce manual effort and digital waste.	Moderately Fulfilled
SDG 13: Climate Action	No carbon-reduction or energy-efficiency measures involved in the project.	Not Fulfilled
SDG 14: Life Below Water	Not relevant to the work domain.	Not Fulfilled
SDG 15: Life on Land	No environmental sustainability components in the project scope.	Not Fulfilled
SDG 16: Peace, Justice and Strong Institutions	Promoted ethical conduct, accurate documentation, and compliance with company policies.	Fully Fulfilled
SDG 17: Partnerships for the Goals	Engaged in cross-functional team collaboration and knowledge sharing.	Moderately Fulfilled

List of Acronyms

API	Application Programming Interface
CMS	Content Management System
GSAP	GreenSock Animation Platform
HTML	HyperText Markup Language
CSS	Cascading Style Sheets
SEO	Search Engine Optimization
UI	User Interface
UX	User Experience