



IV-SEMESTER INTERNSHIP REPORT

ON

Web Development Trainee

BY

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AT

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To Whom It May Concern,

This is to certify that Nisarg Gandhi, an intern at The Walnut Folks Group, has been actively engaged in an internship with the Walnut Folks Team from 14th February 2024 to 15th May 2024.

During this internship period, Nisarg Gandhi has actively participated in various tasks and projects assigned by The Walnut Folks Group in the field of Web & Tech. He has demonstrated a strong commitment to learning and contributing to our organization. His dedication and professionalism has been commendable throughout his internship.

Nisarg Gandhi has shown competence, and his contributions have positively impacted our team's projects and goals. His willingness to collaborate, learn, and adapt to new challenges has been noteworthy.

We believe that Nisarg Gandhi has gained valuable experience and knowledge during his internship at The Walnut folks Group, which will undoubtedly serve him well in his future endeavors.

If you have any further questions or require additional information regarding Nisarg Gandhi internship with Walnut folks Group please do not hesitate to contact us.

A handwritten signature in blue ink that reads "Prajwal".

Prajwal Shettigar
Human Resources Team

DECLARATION

I, **Gandhi Nisarg Ketan**, a student of the **Master of Computer Application (MCA)** program at **PES University**, hereby declare that the internship report entitled “**Internship Report on Web Development at Walnut Folks**” is an original work conducted and prepared by me under the guidance of **Nikita Parihar** at **Walnut Folks** during the internship period from **14-Feb-2024** to **15-May-2024**. This document is submitted in partial fulfilment of the requirements for the degree of **Master of Computer Application (MCA)** at **PES University**.

I affirm that this report is a result of my personal efforts and contributions. Any reference to existing research, direct quotations, or paraphrasing has been properly acknowledged and cited in accordance with academic standards. This report has not been previously submitted for any degree, diploma, or other qualifications at this or any other institution.

I understand the importance of this declaration and the potential consequences of any breach of academic integrity, including but not limited to disciplinary action by my institution. I hereby certify that the information presented in this report is true and accurate to the best of my knowledge and belief.

Date:

Place:

Signature: _____

GANDHI NISARG KETAN

Acknowledgment

I would like to express my sincere gratitude to all those who have supported me throughout my internship period at Walnut Folks and the preparation of this report.

First and foremost, I am profoundly grateful to my internship supervisor, Nikita Parihar, for her invaluable guidance, continuous support, and encouragement throughout my internship. Her expertise and advice were crucial to my development as a web developer.

I would also like to extend my heartfelt thanks to the entire team at Walnut Folks for providing a conducive work environment and for their cooperation and assistance. Their willingness to help me learn and their insightful feedback have been instrumental in my professional growth.

I am deeply thankful to PES University, especially the faculty and staff of the Master of Computer Application program, for their unwavering support and for providing me with this excellent opportunity to apply my academic knowledge in a real-world setting.

Finally, I would like to thank my family and friends for their continuous encouragement and support throughout my academic journey and internship. Their understanding and patience have been a constant source of strength for me.

Abstract

This internship report details my experiences and learnings as a Web Development Trainee at Walnut Folks, a digital marketing and technology company, during the period from 14-Feb-2024 to 15-May-2024. The primary objective of this internship was to gain hands-on experience in web development, enhance my technical skills, and apply theoretical knowledge acquired during my Master of Computer Application (MCA) program at PES University.

The report covers the projects I worked on, including designing and developing dynamic websites, implementing responsive web designs, and optimizing web performance. Additionally, it includes my work with content management systems such as WordPress and e-commerce platforms like Shopify. The tools and technologies I used, such as HTML, CSS, JavaScript, and various web development frameworks, are discussed in detail. The challenges faced during the projects and the solutions implemented are also highlighted.

Throughout the internship, I had the opportunity to work closely with experienced professionals and contribute to real-world projects, which significantly improved my problem-solving skills and understanding of web development processes. I gained practical experience in using WordPress for website management and customization and in developing and managing e-commerce sites on Shopify. Furthermore, I gained insights into industry best practices and the importance of effective communication and teamwork in a professional setting.

Overall, this internship provided a comprehensive learning experience that has prepared me for a career in web development. The knowledge and skills acquired during this period have been invaluable, and I am confident that they will greatly benefit my future endeavors in the field of technology.

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Introduction

This report is a comprehensive account of my internship experience as a Web Development Trainee at Walnut Folks, a digital marketing and technology company. The internship was part of the curriculum requirements for the Master of Computer Application (MCA) program at PES University. It spanned from 14-Feb-2024 to 15-May-2024, providing me with an invaluable opportunity to apply theoretical knowledge in a real-world setting and gain practical experience in web development.

Objective of the Internship

The primary objectives of this internship were to:

- Gain hands-on experience in web development.
- Enhance technical skills and knowledge in HTML, CSS, JavaScript, WordPress, and Shopify.
- Understand the workflow and best practices in a professional web development environment.
- Develop problem-solving abilities and project management skills.
- Learn to work collaboratively within a team of experienced professionals.

During the internship, I worked on various projects that involved designing and developing dynamic websites, implementing responsive designs, and optimizing web performance. I also gained experience in using content management systems like WordPress and e-commerce platforms like Shopify. This report documents my learning process, the challenges encountered, and the solutions implemented throughout the internship.

The following sections of this report will provide a detailed description of the projects I worked on, the tools and technologies used, the design and architecture of the projects, lessons learned, and a conclusion summarizing my overall experience.

Project Description

During my internship, I had the opportunity to work on various web development projects using WordPress, a popular content management system. Here are the websites I contributed to as part of a team, along with their descriptions:

1. <https://confluencr.com/> Contributed to the development and customization of Confluencr's website, a platform for digital marketing. Implemented responsive design and optimized the website for better performance.
2. <https://iitbresearchpark.com/> Worked on the website for IIT Bombay Research Park, a hub for research and innovation and integrated third-party services for enhanced functionality.
3. <https://www.inspireworkplace.com/> Collaborated on the development of Inspire Workplace's website, a platform for workplace solutions.
4. <https://www.myllama.co/> Contributed to the development of MyLlama's website, a platform for mental health services. Optimized website performance and ensured compliance with web accessibility standards.
5. <https://intentfarm.com/> Worked on the Intent Farm website, a company specializing in Google Ads and SEO services. Designed and developed custom WordPress themes and integrated social media feeds.
6. <https://www.aajenterprises.com/> Developed and customized the website for AAJ Enterprises, a leading warehouse and logistics company.

These projects provided me with hands-on experience in website development, customization, and optimization using WordPress. I gained valuable skills in creating responsive designs, integrating third-party services, implementing e-commerce solutions, and enhancing website performance. Additionally, I worked on diverse websites catering to various industries, including digital marketing, research, workplace solutions, mental health, advertising, and logistics.

Tools and Technologies Used

During my internship at Walnut Folks, I had the opportunity to work with a diverse range of tools and technologies essential for modern web development. These tools and technologies played a crucial role in the successful development and deployment of the websites I worked on. Here's a breakdown of the key tools and technologies I utilized:

HTML, CSS, and JavaScript

- **HTML (Hypertext Markup Language):** The standard markup language used for creating the structure and content of web pages.
- **CSS (Cascading Style Sheets):** A style sheet language used for controlling the presentation and visual styling of web pages.
- **JavaScript:** A programming language used for adding interactivity, animations, and dynamic behavior to web pages.

WordPress

WordPress is a popular open-source content management system (CMS) that I extensively used during my internship. It provided a user-friendly platform for creating, managing, and publishing website content. I gained experience in customizing WordPress themes, developing custom plugins, and integrating third-party services to enhance website functionality.

Shopify

Shopify is a leading e-commerce platform that I worked with for developing and managing online stores. I learned how to set up and customize Shopify stores, integrate payment gateways, and optimize the user experience for e-commerce websites.

Zoho People

Zoho People is a human resource management software that our team utilized for managing employee records, tracking attendance, and handling other HR-related tasks.

Flock

Flock is a collaboration and communication tool that facilitated seamless team communication, file sharing, and project management during the internship.

Web Development Frameworks

- **Bootstrap:** A popular front-end framework that I used for creating responsive and mobile-first websites with pre-built components and grid systems.

Performance Optimization Tools

- **Google PageSpeed Insights:** A tool provided by Google that analyzes web pages and provides insights and recommendations for improving performance and user experience.
- **GTmetrix:** A website performance testing and monitoring tool that I used to analyze and optimize website speed and performance.

These tools and technologies played a vital role in the development, customization, and optimization of the websites I worked on during my internship. Utilizing these industry-standard tools and technologies allowed me to gain practical experience and develop a strong foundation in web development best practices.

PROJECT DESIGN

The design and development of the websites followed a structured approach, starting with a comprehensive analysis of the client's requirements and target audience. Based on this analysis, wireframes and mockups were created to visualize the website's structure, layout, and user experience. The design phase focused on creating an intuitive and visually appealing interface that aligned with the client's branding and business objectives.

Once the design was finalized, the development phase commenced, where the websites were built using WordPress as the content management system. Custom WordPress themes were developed or existing themes were heavily customized to meet the specific design and functionality requirements. Responsive design principles were implemented to ensure optimal viewing experiences across various devices and screen sizes.

The integration of third-party services, such as payment gateways, social media feeds, and analytics tools, was a crucial aspect of the project design. This allowed for seamless e-commerce transactions, social media integration, and data-driven decision-making. Additionally, performance optimization techniques, such as caching, minification, and image optimization, were employed to enhance website speed and overall user experience.

Throughout the design and development process, close collaboration with the clients and adherence to industry best practices were maintained to ensure the successful delivery of high-quality, user-friendly, and efficient websites.

LESSON LEARNT

The internship experience at Walnut Folks provided me with a wealth of invaluable lessons that extended beyond technical skills. Collaborating with a team of experienced professionals exposed me to the importance of effective communication, problem-solving, and adaptability in a professional work environment.

One of the key lessons I learned was the significance of understanding client requirements and translating them into well-designed and functional websites. This process required active listening, attention to detail, and the ability to ask insightful questions to ensure that the final product met or exceeded the client's expectations.

Working on multiple projects simultaneously taught me the value of time management, prioritization, and the ability to multitask effectively. I gained insights into project management methodologies and the importance of adhering to deadlines while maintaining high standards of quality.

Furthermore, I learned the importance of continuous learning and staying up-to-date with the latest web development trends, technologies, and best practices. The rapidly evolving nature of the industry demands a commitment to lifelong learning and adaptability to new challenges.

CONCLUSION

The internship at Walnut Folks has been an invaluable and enriching experience, providing me with a solid foundation in web development and a deep appreciation for the industry's best practices. Throughout this journey, I had the opportunity to work on real-world projects, contributing to the development and customization of websites across various domains, including digital marketing, research, workplace solutions, mental health, advertising, and logistics.

Collaborating with a team of experienced professionals allowed me to gain hands-on experience in utilizing cutting-edge technologies, such as WordPress, HTML, CSS, JavaScript, and various web development frameworks. I learned the importance of responsive design, performance optimization, and the integration of third-party services to create user-friendly and efficient websites.

Beyond technical skills, this internship has also equipped me with valuable soft skills, including effective communication, problem-solving, time management, and adaptability. I have gained a deeper understanding of the importance of client requirements, project management methodologies, and the ever-evolving nature of the web development industry.

As I embark on the next phase of my career, I feel confident in my ability to tackle complex web development challenges and contribute meaningfully to future projects. The knowledge and experiences gained during this internship have provided me with a solid foundation for growth and success in the field of web development.