



Virtusa Field Visit

Industrial Training Module

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1. Introduction

Virtusa Sri Lanka is a leading international IT services provider that offers leading-edge digital engineering and consultancy solutions. Known for its innovation and agility, Virtusa makes a significant contribution to Sri Lanka, as well as international, digital transformation business environments. The mission of the firm is to drive clients' business outcomes by leveraging innovation and smart technology.

For our Industrial Training element of our Higher National Diploma in Information Systems Management, our group went to Virtusa Sri Lanka to have first-hand exposure to its operating context, get insight into ongoing technological research, and undergo a practical exercise of learning. We chose Virtusa based on its profound reach in the technology sector, its track record of focusing on research and development, as well as its ongoing motivation in empowering students and young professionals by knowledge transfer programs.

The reason behind our visit was not only to learn about Virtusa's technology but also to participate actively in a case study challenge in which we were required to come up with a potential IT solution. It gave us a platform to put what we learn in school into practice in real life, guided by professionals in the field.

2. Description of the visit

Our site visit to Virtusa Sri Lanka was a learning as well as problem-solving experience. The morning was initiated by a clear understanding of the organization, its areas of technology, its international reach, as well as its culture of innovation. We were later exposed to today's trending technologies as well as future technologies such as artificial intelligence, machine learning, blockchain, cloud computing, and data analysis.

The pinnacle of our visit was a case study exercise. Virtusa gave us a set of five real-world problem statements and challenged us to divide into groups to craft a solution to one of these ones. Our group chose the problem: "Students find themselves lacking in keeping focused and motivated when studying."

We suggested a complete mobile app that would enhance motivation and concentration among students. Here's how it functions:

- After logging in, the user completes a brief quiz to determine goals, preferences, and areas of difficulty.
- According to quiz scores, features such as reminders, content organization, and motivation tools are personalized by the app.
- It uses a Pomodoro technique accompanied by a timer to organize focused learning intervals
- Between breaks, the application provides interesting choices like music, language, puzzles, and mini games, dissuading customers from abandoning the application.
- Users level up as they continue to use the app consistently. New content, tools, and inspirational messages are unlocked at each level.

- Leaderboard functionality compares users' performances anonymously, fostering a spirit of friendly competitiveness.

- Members who hit milestone levels are rewarded with a swag kit (e.g., badges, a virtual reward, or small merchandise) to stay motivated and rewarded.

Virtusa's group found our practical, user-focused approach appealing. They offered actionable recommendations as well as pointed out how gamification, customization, as well as tracking of behaviors, are trending ideas when it comes to user engagement solutions.

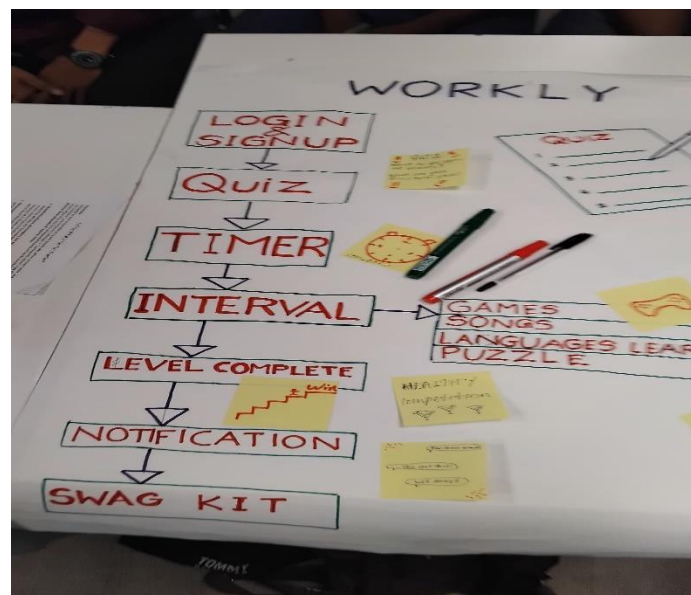


Fig1: Presentation

3. Key Learnings and Insights

The field trip to Virtusa offered invaluable experience of seeing examples of creative and effective uses of technology to address real-world issues. The case studies exercise reinforced user-centric design, teamwork, and problem-solving activities using today's tools.

By creating our app-based student motivation solution, I also came to learn more about gamification, as well as behavioral technology. By integrating game-like features like levels, leaderboards, as well as incentives, we were able to learn how to make experiences of learning more engaging. Applying the Pomodoro technique also taught us about how psychology-validated productivity strategies have an influence when applied through digital platforms.

A critical ingredient to learning was localization. Our quiz mechanism provided a way for apps to tailor themselves to individual users, ensuring relevance and retention. That was a concept reinforced by Virtusa's resource persons, describing how today's applications depend more on AI and data analysis to tailor experience to a single user.

One of my favorite surprises was the mention and utilization of data analytics. The concept of the app needs to analyze usage patterns to adapt recommendations, track progress, and provide leaderboard data. Through the discussion after the presentation, Virtusa mentors pointed out how data analysis sits at the heart of modern product development—including whether engaging users, streamlining features, or making strategic decisions around user activity.

This sparked my interest in pursuing a career in data analysis. I started to learn more about tools such as Power BI and Tableau and appreciated how critical data was in enabling smart product design and business insight.

The group environment of the workshop also taught me a necessity of working under a time crunch—balancing creativity versus feasibility in real-time. We were required to brainstorm, make a 30-minute prototype, and present, driving us to think critically and convey information effectively.

Additionally, Virtusa employees' support validated the significance of student-industry interface. They were receptive to our suggestions, supportive of innovation, providing us with exposure to industry standards and real-world applicability of academic knowledge towards meaningful solutions.

4. Impact on Personal and Academic Growth

The Virtusa field visit significantly contributed to my personal and academic growth. Not only did I learn how to work collaboratively under time constraints, but I also discovered new areas of interest, most notably, data analytics. I had not considered this field seriously before, but the way Virtusa integrates analytics into user behavior, performance monitoring, and decision-making was inspiring.

Since the visit, I've actively pursued beginner resources in Power BI and plan to take an introductory certification course in analytics. This aligns perfectly with my career goal of becoming an IT Business Analyst who bridges technical teams and business needs using insights from data.

Academically, the case study activity helped me apply several concepts we've studied: systems analysis, software design, UI/UX, and agile planning. The project required thinking like a

developer, analyst, and end-user all at once, helping me appreciate the multidimensional nature of IT problem-solving.

Personally, the experience boosted my confidence in presenting ideas and working in a high-pressure environment. It reaffirmed the value of creativity, empathy, and innovation in technology—principles I now carry into my ongoing projects and academic assignments.

5. Conclusion

It was not only an academic field trip, but it was also a life-changing experience that made me realize that technology has a practical, effective, and human-oriented aspect as well. It was an environment where there was a space where students were able to interact face to face with real-world issues and make creative applications of IT-based solutions.

Our student motivation case study, where we demonstrated how today's technology, such as user experience design, AI, and behavioral analysis, can combine to address real-world problems, was reinforced by taking input from industry specialists. It not only confirmed our concepts but also instructed us to think more precisely in relation to real-world factors.

Notably, this visit acted as a catalyst in discovering my interest in the data analysis field that I now plan to take seriously. It gave me much clarity on how I can couple my academic background with industry-applicable career development.

Overall, the visit brought back to mind the significance of experiential learning, teamwork, and infinite innovation potential in IT. It was a positive move in both my academic progress and professional growth.

References

Virtusa. (n.d.). *Digital Innovation Engineering*. [online] Available at: <https://www.virtusa.com/>.