

**WEB TECHNOLOGY INTERNSHIP
INTERNSHIP REPORT**

Submitted by

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in

COMPUTER SCIENCE ENGINEERING

**THIAGARAJAR COLLEGE OF ENGINEERING,
MADURAI – 625 015**

December 14, 2023 – January 05, 2024



**THIAGARAJAR COLLEGE OF ENGINEERING(TCE),
MADURAI- 625 015**



BONAFIDE CERTIFICATE

Certified that this Internship report Web Technology Internship is the bonafide work of **VENKADESH S**, Department of COMPUTER SCIENCE ENGINEERING who carried out the Internship at **Ether InfoTech** between

December 14, 2023 – January 05 , 2024

Submitted for Evaluation held at Thiagarajar College of Engineering on January 24, 2024.

EXAMINER 1

(Name with Signature)

EXAMINER 2

(Name with Signature)

Internship Completion Certificate



Date: 05/01/2024

INTERNSHIP CERTIFICATE

This is to inform that **Mr. VENKADESH. S**, 3rd Year, **BE COMPUTER SCIENCE AND ENGINEERING**, student of **THIAGARAJAR COLLEGE OF ENGINEERING, MADURAI**, has attended Internship training in our organization from December 14th 2023 to January 05th 2024.

During this Internship training, he has learned the overview concepts of **WEB TECHNOLOGY**.

Thanking You.

For Ether Infotech

Authorised Signatory

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Abstract

The internship at Ether InfoTech in Coimbatore involved developing a Landing Page for their Organization. This application, created using HTML, CSS, JavaScript, Bootstrap, and JQuery, aims to assist users and convey the features provided by the organization. The project successfully achieves its objectives, offering administrators a centralized platform to seamlessly organize events, reducing dependency on manual methods and disparate tools. Employing intuitive forms, the application adopts a user-centric approach, capturing specific details from both event participants and service providers. Dynamic data visualizations on the dashboard provide quick insights into crucial metrics, while dedicated user and event pages empower administrators with granular control. This project is a practical application of my knowledge, combining front-end technologies to create a user friendly application. This web application represents a notable advancement in event fostering efficiency, transparency, and user satisfaction in the evolving landscape of event management.

Table of Contents

S. No	Title	Page No
	Bonafide Certificate	1
	Internship Completion Certificate	2
	Abstract	3
1	Introduction	5
2	Background	6
3	Objectives	6
4	Purpose of the work	7
5	Problem Formulation	8
6	Conceptual Design	8
7	Development Process	9
8	Results and Discussion	16
9	Conclusion and Future Enhancements	17
10	References	18
11	Project Diary	18

Introduction

The Internship program was held at the organization “Ether InfoTech” from December 14, 2023 to January 5, 2024. In this Program we have covered the basics of Web development which includes HTML, CSS, JavaScript, Bootstrap and JQuery. It was a 3 week internship where we covered these basics each day.

I am a part of an innovative development and training company with a mission to empower students by providing them with practical exposure and relevant skills through internships and training programs. This company is located in Ram Nagar, Coimbatore. It is an EdTech company. Their vision revolves around creating a world where individuals can discover their passions and seamlessly transition them into fulfilling careers. To tap into the rich talent pool of academic institutes, they extend opportunities for project work in the realm of design and development, particularly for engineering students. This encompasses both undergraduate and postgraduate levels, allowing students to apply their theoretical knowledge in real-world projects beneficial to the organization. Our role in the internship was to facilitate the instructor with web development. This organization provides students with a variety of courses that help the students to gain skills in an industrial level which helps them in their future endeavors. This organization is certified by KVQA Certification for meeting the ISO 9001:2015 Quality Management System Standards for the products or services ranging from Software Training, Software Development to Digital Marketing Services.

At the end of the Internship we were tasked to create a Project on Web development with the knowledge we have accumulated from the experience. The Project is to Develop a Web Page for the Organization. The Design was done in Figma and the source is provided at the end of this documentation. It took almost 10 Days to complete the Site from start to end which is further evaluated and improved with the other developers in the organization. Furthermore the document will contain the progress completed each week. This project also helped us gain more experience on working as a team and using other softwares like Github for version control and code sharing on different systems used by our peers.

Background

The landing page is designed to provide a seamless and informative experience for visitors, introducing them to the key features. The landing page is evident in the visually appealing layout, ensuring a professional and trustworthy presentation of the security solutions. Through the harmonious integration of HTML for structure, CSS for styling, and Bootstrap for responsive design and JavaScript for interactive elements, a landing page that not only meets their brand standards but also enhances the overall user experience. The page effectively captures the essence of the product, showcasing its advanced motion sensor technology, real-time alerts, user-friendly interface, and seamless integration with smart devices.

HTML forms the backbone of web development, serving as the fundamental markup language that structures the content of a webpage. It provides the essential framework for organizing text, images, links, and other elements, ensuring a logical and accessible presentation.

CSS, or Cascading Style Sheets, plays a pivotal role in enhancing the visual appeal and aesthetics of a website. By separating the presentation layer from the content structure, CSS empowers developers to apply styles, layouts, and design elements consistently across multiple pages. CSS enables the creation of visually engaging interfaces, aligning with brand guidelines and enhancing the overall user experience.

JavaScript, as a versatile scripting language, introduces interactivity and dynamic functionality to web pages. It enables developers to create responsive and engaging user interfaces, facilitating real-time updates, interactive forms, and seamless navigation. JavaScript's client-side capabilities empower websites to respond to user actions, enhancing user engagement and providing a more immersive online experience.

Objectives

1. Information Dissemination

Provide crucial information about a service, or event, ensuring that visitors are well-informed and can make informed decisions.

2. Brand Awareness

Introduce or reinforce brand identity, values, and offerings, creating a positive impression among visitors, to gain their confidence and trust for the upcoming

services and keeping them occupied with the brand.

3. User Engagement

Implement interactive elements like quizzes, polls, or product demonstrations to encourage active participation. Guide visitors to explore related content, keeping them engaged and invested in the website.

4. Product or Service Promotion

Clearly communicate the key features and benefits of the service, using persuasive visuals and concise copy to highlight unique selling propositions. Include customer testimonials or case studies to build trust.

5. Feedback Collection

Implement user-friendly feedback forms or surveys. Clearly communicate the purpose of the feedback and express appreciation for visitors' input, creating a positive interaction even when collecting criticism

Purpose of the Work

1. Contribution to Business Operations

To actively engage the intern in various aspects of our business operations, allowing them to understand and contribute to the daily functioning of the organization.

To assess the intern's capability to adapt and contribute to a professional work environment.

2. Project Involvement - Ether Infotech Landing Page

To involve the intern in a pivotal role in the development of a compelling landing page for Ether Infotech.

To evaluate the intern's ability to take on a significant project, demonstrating dedication, enthusiasm, and attention to detail.

3. Integration of Technical Skills

To integrate the technical skills of HTML, CSS, and Bootstrap in a harmonious manner, showcasing the intern's ability to use these tools for structure, styling, and responsive design.

To demonstrate how the intern applied these skills to create a visually appealing and professional presentation of our security solution.

4. Creation of Valuable Business Asset

To result in the creation of a valuable business asset in the form of the Ether Infotech landing page, which serves as an effective tool for promoting and communicating the features and benefits of our cutting-edge security product.

To gauge the intern's capacity to contribute to projects that align with the company's strategic goals and marketing objectives.

Problem Formulation

1. Lack of a Comprehensive Landing Page

The absence of a dedicated landing page for Ether Infotech hindered our ability to showcase its features and benefits in a coherent and engaging manner.

2. Ineffective Communication of Product Features

Existing communication channels did not effectively convey the advanced features of the organization.

3. Need for User-Centric Design

The existing digital assets lacked a user-centric design, potentially leading to a suboptimal user experience for visitors exploring information about the organization.

Conceptual Design

1. User-Friendly Interface

The landing page is designed with a user-centric approach, ensuring a seamless and intuitive interface for visitors. Clear and strategically placed calls-to-action guide users towards engaging with the content

2. Email JS Integration

Email JS is seamlessly integrated into the newsletter subscription functionality, allowing users to subscribe easily without leaving the landing page. This

integration ensures a smooth and efficient process for users interested in staying informed about Ether Infotech.

3. Responsive Design

The landing page is developed using Bootstrap to ensure a responsive design that adapts to various screen sizes and devices. This responsiveness extends to the newsletter subscription form, providing a consistent and user-friendly experience across platforms.

4. Visual Appeal and Brand Consistency

The design elements, including color schemes, typography, and imagery, adhere to the established brand guidelines. This consistency not only reinforces the brand image but also contributes to a visually appealing layout that instills trust and professionalism.

5. Feedback and Iteration

A commitment to an iterative design process, allowing for adjustments based on user feedback and changing business requirements.

Development Process

1. Theme Selection

The selection of the theme for the site is one of the most important processes in the development. It is the main component of the design. The web page must be uniform over each side which can only be done on choosing a proper theme for the site.

For the Landing page we have chosen the following theme:

Color	Hex Code	RGB Code
	#F2AFEF	rgb(242, 175, 239)
	#C499F3	rgb(196, 153, 243)
	#7360DF	rgb(115, 96, 223)
	#33186B	rgb(51, 24, 107)

2. Development of the Navbar


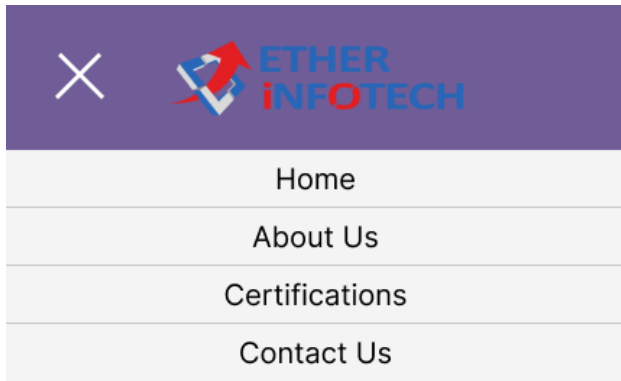
The Navbar is the top most element of the Design. It creates and



facilitates the user for easy navigation through the website. The Logo on the nav provides a solid start in establishing the companies rights over the site.

The Navbar development is done in two parts:

1. For Desktop View: The Navbar is straight and contains all the elements on a single line.
2. For Mobile View: We will be providing a drawer option for the user to use the navigation options.

Before Click	After Click
	


The table illustrates the state of the mobile navigation bar. The 'Before Click' column shows a purple bar with a white hamburger menu icon (three horizontal lines) on the left and the 'ETHER INFOTECH' logo on the right. The 'After Click' column shows the same purple bar, but with a white 'X' icon on the left and the logo on the right. Below the purple bar, a white drawer menu is visible, containing four items: 'Home', 'About Us', 'Certifications', and 'Contact Us', each on a separate line.

3. Development of Home Page

This is the development of the first page that the user will see on entering the website. Our goal was to make it simple and appealing to the user. It must also express the goal of the organization with its facilities.

Similar to the Navbar design we have modified the page view into Desktop and Mobile View.

1. For Desktop View: The Goal will be laid in the left side along with some group collage of the organization.
2. For Mobile View: We will keep only a single image in the background with reduced opacity and show the main content on top of it.

Desktop View	Mobile View
	

4. Development of About Us Page

This is the important part of the website. This part shows the users details about the organization. Our goal was to make sure that the details of the organization are conveyed along with the environment and a trust towards them.

We have done some simple changes for Mobile and Desktop preview here.

1. Desktop View: The heading along with the content and a collage of the environment is placed.
2. Mobile View: The font sizes are reduced and we took out the photo part of it.

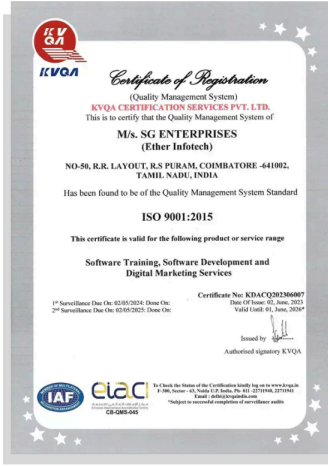

Desktop View	Mobile View
<p>ABOUT US</p> <p>We are a leading software training and placement company dedicated to empowering individuals with the skills they need to thrive in the ever-evolving world of technology. With our ISO 9001:2015 certification, we ensure that our training programs and placement services meet the highest standards of quality and effectiveness.</p> <p>At Ether Infotech, we understand that the demand for skilled software professionals is constantly growing. To bridge the gap between industry requirements and the skills possessed by job seekers, we offer comprehensive training programs in a wide range of cutting-edge technologies. Our courses are meticulously designed and delivered by industry experts who bring their extensive knowledge and practical experience to the classroom.</p> 	<p>ABOUT US</p> <p>We are a leading software training and placement company dedicated to empowering individuals with the skills they need to thrive in the ever-evolving world of technology. With our ISO 9001:2015 certification, we ensure that our training programs and placement services meet the highest standards of quality and effectiveness.</p> <p>At Ether Infotech, we understand that the demand for skilled software professionals is constantly growing. To bridge the gap between industry requirements and the skills possessed by job seekers, we offer comprehensive training programs in a wide range of cutting-edge technologies. Our courses are meticulously designed and delivered by industry experts who bring their extensive knowledge and practical experience to the classroom.</p>

5. Development of Certifications Page

This is another important part of the site. In this we will attach a certificate provided to the organization for its quality management. The information must convey a short explanation about it.

The Design changes on different screens also.

1. Desktop View: We will display the certificate on the right side of the panel and a short summary about it on the left side of the page along with a summary.
2. Mobile View: Here we cannot remove the image or the information as we have done in the above pages, thus we are changing the layout in a top to down approach.

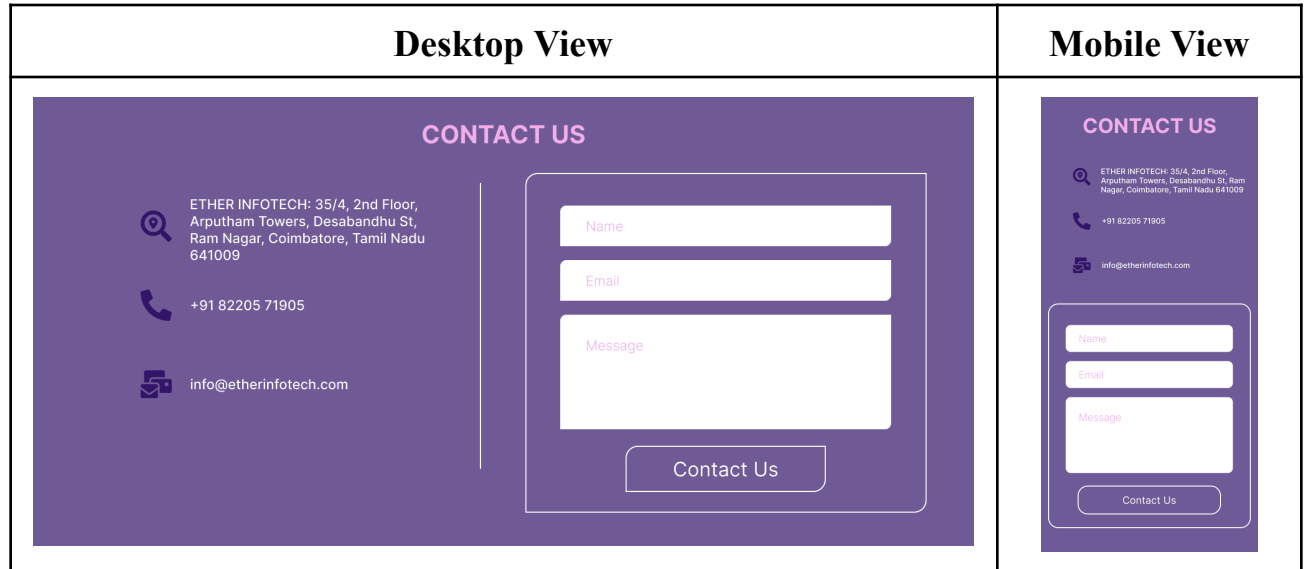
Desktop View	Mobile View
<p style="text-align: center;">Certifications</p> <div style="display: flex; justify-content: space-around; align-items: center;">  <p style="text-align: center;"> The company is certified by the KVQA Certification Services for the quality of Management System of SG Enterprises for meeting up to the quality Management standards of ISO 9001:2015 for Software Training, Development and Digital Marketing Services from 2023 to 2026 </p> </div>	<p style="text-align: center;">Certifications</p>  <p style="text-align: center;"> The company is certified by the KVQA Certification Services for the quality of Management System of SG Enterprises for meeting up to the quality Management standards of ISO 9001:2015 for Software Training, Development and Digital Marketing Services from 2023 to 2026 </p>

6. Development of Contact Us Page

This is the final part of the site. This holds the important information about the contact details of the company. It also has a forms option for easy communication. In this part we use EmailJS for mail communications. The Icons are downloaded from Font Awesome Icons.

This also have different views on the different screens

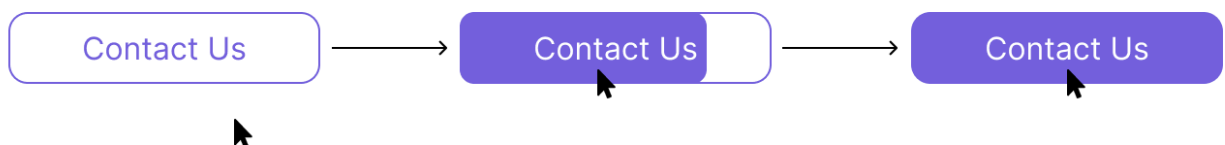
1. Desktop View: The Contact details are presented on the left side of the page and the form on the right side. It also has a simple breaking line that gives a separate view to the user.
2. Mobile View: As the information cannot be removed we do the same process as we did with the certifications page i.e, changing the layout of the page.



7. Adding Animations

The Last process is the addition of animations to make the user more engaging and spend more time on the site. Our goal was to use not too much but a good amount of animations where the user feels more engaging. These animations also help to make the site more livelier.

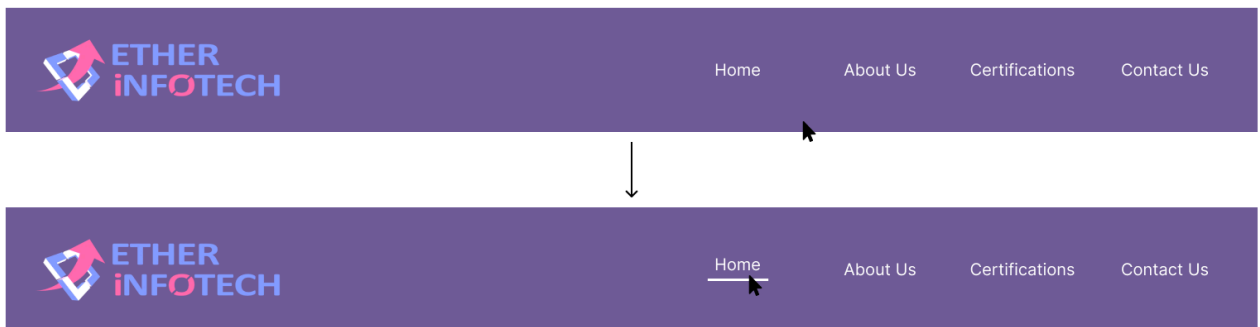
1. Change of Button Color on Hover: It is a simple move animation where we will change the color of the button when the user hovers over it.



2. Focusing on images: As we are adding more images and collages, we can make a focusing view when the user hover in any image.



3. Navbar button transformations: We can also make the Navbar more livelier by creating a simple animation when the user hovers over the options.



4. Scroll entrance: When the user scrolls the images and the context can be made to fade in which makes the site more aesthetic.

Results and Discussion

1. Project Implementation and Website Significance

The implementation of the Ether Infotech landing page successfully aligns with the fundamental importance of websites in our digital era. Websites serve as global connectors, and a landing page, being the first interaction point, significantly influences visitor decisions. The Ether Infotech landing page has been designed to not only meet industry standards but also to serve as a digital gateway that introduces users to the services offered. The product landing page website for Ether Infotech link is as follows:

Github Link: <https://github.com/venkadesh004/internship-project>

2. Technical Foundations - HTML, CSS, and JavaScript

The incorporation of HTML, CSS, and JavaScript in the development process is fundamental to achieving a visually appealing, responsive, and interactive landing page. HTML structures content, CSS enhances visual presentation, and JavaScript introduces interactivity and dynamic functionality. The seamless integration of these technologies forms the backbone of the Ether Infotech landing page, providing users with a cohesive and engaging experience.

3. EmailJS Integration for Contact Forms and Notification Emails

The integration of EmailJS has significantly enhanced the functionality of the Ether Infotech landing page. Contact forms submission is streamlined, ensuring that user inquiries and messages are promptly forwarded to the designated recipients via email. Moreover, the capability to send notification emails provides a dynamic communication channel for various purposes, including account activation, password reset, and order confirmation. This feature contributes to a seamless user experience and efficient communication.

4. Universal Accessibility: Crafting Mobile-Responsive Interfaces for Seamless User Experience across Devices:

The implementation of mobile responsiveness ensures that the Ether Infotech landing page adapts seamlessly to various devices, including smartphones, tablets, and desktops. Users can access the landing page from any gadget, experiencing consistent visual appeal and usability. This enhances accessibility and user satisfaction, acknowledging the diverse ways individuals interact with digital content.

Conclusion

The successful implementation of Ether InfoTech's landing page, driven by robust technical foundations in HTML, CSS, and JavaScript, marks a significant milestone in our intern project. The website's global connectivity is enhanced by mobile responsiveness, ensuring a seamless user experience.

The integration of EmailJS streamlines communication, improving contact form submissions and enabling dynamic notification emails for enhanced user engagement and effective communication.

Future enhancements aim to elevate Ether Infotech's user experience, including interactive demos, personalized dashboards, AI integration, and community forums. These align with our commitment to providing cutting-edge security solutions.

In conclusion, our intern project meets objectives, setting the foundation for the organization to evolve as a dynamic and user-centric platform. The combination of technical excellence, efficient communication, and future enhancements positions the organizations as a leader in innovative software development and training, with an unwavering commitment to continuous improvement and user satisfaction.

Future Enhancements

1. Multi-Language Support for Notifications:

Implement multi-language support for notification

2. User Preference Center:

Develop a user preference center where individuals can customize their email notification preferences. This feature empowers users to control the frequency and types of notification emails they receive, promoting a personalized experience.

References

Company Website: <https://etherinfotech.com/>

Project Code Link: <https://github.com/venkadesh004/internship-project>

Design Link:

<https://www.figma.com/file/45bBBvXSfmEVj7zCFeqiXy/Intern-Project?type=design&node-id=0%3A1&mode=design&t=lqUMnJOslBPZWU5t-1>

Project Diary

Week	Days	Name of the Topic
Week 1	14th December 2023 - 21st December 2023	Basics of HTML, CSS, and Figma along with Project Design
Week 2	22nd December 2023 - 29th December 2023	Basics of Javascript, Bootstrap, JQuery, and GitHub along with Development of the Layout for the Project
Week 3	2nd January 2024 - 5th January 2024	Project functionalities and completion