

# **Horizontal Aptitude Test Portal**

## **A Industrial Internship REPORT**

*Submitted by*

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*In partial fulfillment for the award of the degree of*

**BACHELOR OF ENGINEERING**

*in*

**Information Technology**

**A. D. Patel Institute of Technology**



**Charutar Vidya Mandal University**

**April, 2025**



## **A.D. Patel Institute of Technology**

**New Vallabh Vidyanagar, Vitthal Udyognagar, Anand, Gujarat 388121**

# **CERTIFICATE**

This is to certify that the Industrial Internship report submitted along with the project entitled **Horizontal Training Portal** has been carried out by **Priyanshu Patel** under my guidance in partial fulfillment for the degree of Bachelor of Engineering in Information Technology, 8<sup>th</sup> Semester of Charutar Vidya mandal university, during the academic year 2023-24.

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Institute mentor, IT

Dr. Narendrasinh C Chauhan  
Head of the Department, IT



## **A.D. Patel Institute of Technology**

**New Vallabh Vidyanagar, Vitthal Udyognagar, Anand, Gujarat 388121**

## **DECLARATION**

We hereby declare that the Internship report submitted in partial fulfilment for the degree of Bachelor of Engineering in Information Technology to Charutar Vidya Mandal University, Vallabh Vidhyanagar is a Bonafede record of training carried out by me at **Horizontal Digital, Vadodara** under the supervision of **Prof. Khushali Patel** and that no part of this report has been directly copied from any student's reports or taken from any other source, without providing due reference.

Name of the Student

Sign of Student

Priyanshu Patel

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## ACKNOWLEDGMENT

With heart-felt gratitude, I would like to acknowledge the great support, help and guidance of God and number of persons, who helped me to reach at this pinnacle.

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Priyanshu Patel

## **ABSTRACT**

The Horizontal Aptitude Test Portal is an online platform designed to facilitate self-assessment of skills based on individual interests within a set timeframe. This web-based, responsive portal enables users to take customized aptitude tests while allowing administrators to create, edit, and manage tests through an Admin portal. The system supports various test categories, providing a structured evaluation of skills, abilities, and potential. The project employs React, ASP.Net, and Sitecore 10.4 for frontend and backend development. The QA process integrates automated and manual testing using Selenium, QMetry, and SnagIt. Project management is handled via BitBucket, Jira, and Confluence to ensure seamless collaboration. With a planned timeline from January 6, 2025, to April 30, 2025, the project is currently in the planning phase and is led by the Horizontal Digital Technology Team. The final outcome will be a fully functional, configurable aptitude testing portal that streamlines skill evaluation and test execution.

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# CHAPTER 1: OVERVIEW OF THE COMPANY

## 1.1 HISTORY



Fig 1.1 Horizontal Logo

*ONE BUSINESS. TWO SERVICES. INFINITE FLEX.*

Horizontal as an organization is contributing its services in two parts. One is Horizontal Talent and the other is the sister company named Horizontal Digital. Being a global organization, its offices are spread worldwide.

1. Location and spread of the company: We have offices in 5 different locations in India i.e., Vadodara, Bangalore, Jaipur, Pune, and Hyderabad.
2. Number of employees: 800+
3. Functions of the company –

Horizontal Digital has 3 lines of business - Sitecore, Salesforce, and DevOps.  
Horizontal Talent – India Staffing and US Staffing.



Fig. 1.2 Global Offices of Horizontal Digital



### 1.1.1 Horizontal Talent



Fig 1.3 Horizontal Talent Logo

#### *NOT JUST ANOTHER STAFFING COMPANY*

The Horizontal Talent team connects forward-thinking talent with companies that are shaping today's world. This is possible because of the team of 100+ expert global recruiters that are helping to make this possible.

#### **Our Expertise in**

Information Technology

Business & Strategy

Digital Marketing & Creative

#### **Our Solutions**

Contingent, Permanent,

Search, Managed Services,

Offshore Staffing.



### 1.1.2 Horizontal Digital



Fig 1.4 Horizontal Digital Logo

#### *AN EXPERIENCE-FORWARD DIGITAL CONSULTANCY*

The digital team creates greater possibilities between brands and customers through connected digital experiences that continually raise the bar.

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#### OUR EXPERTISE

CX Strategy & DesignData,

Analytics & AI

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Marketing Automation

Commerce

---

Sales, Service, and

CRM Digital

Experience

Management

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#### PLATFORM AND TECHNOLOGY PARTNER

- **Sitecore**



Fig 1.5 Sitecore Logo

Sitecore is a customer experience management company that provides web content management, and multichannel marketing automation software. Sitecore is a leading digital experience software used by organizations globally to create seamless, personalized digital experiences. [Sitecore](#) is an integrated platform powered by .net CMS, commerce, and digital marketing tools. Sitecore's key product is the Sitecore Experience Platform (XP) which combines their powerful [content management system \(CMS\)](#) Sitecore Experience Manager and Sitecore Experience Database (xDB).

Sitecore is a fully- featured, connected customer experience platform. You can do muchmore than just manage your online content. Out of the box you've functionality for:

- Tracking and analytics
- Personalization
- Building marketing campaigns
- Content optimization
- Gaining a single view of individual customers

With Sitecore you can create, deliver, and optimize for an end-to-end customer experience that spans acquisition, nurturing, conversion, retention, and advocacy.

- Horizontal is an original Sitecore Platinum partner



Courtesy of

- Salesforce



Fig 1.6 Salesforce Logo

Salesforce is a cloud-based software company. It provides customer relationship management software and applications focused on sales, customer service, marketing automation, analytics, and application development.

Salesforce services allow businesses to use cloud technology to better connect with partners, customers, and potential customers. Using the Salesforce CRM, companies can track customer activity, market to customers, and many more services.

A CRM platform helps you go deeper with all your metrics and data; you could also set up a dashboard that showcases your data visually. In addition to this, you can also have personalized outreach with automation. Another significant benefit is that a CRM platform can also improve customer service's ability to help customers or a sales team's outreach efforts.

- Acquia



Fig 1.7 Acquia Logo

Acquia is a software-as-a-service company that provides enterprise products, services, and technical support for the open-source web content management platform Drupal.

Drupal is a free and open-source web content management system written in PHP and distributed under the GNU General Public License. Drupal provides an open-source backend framework. Drupal is a free Content Management System (CMS). Acquia is a company that offers paid Drupal services and freely contributes important code to the Drupal community.

- Coveo



Fig 1.8 Coveo Logo

Coveo is a software-as-a-service search engine, powered by artificial intelligence. Coveo is a multi-faceted platform that uses search, machine learning, and behavioral signals to increase the relevance of search, content recommendations, and personalized experiences.

## **1.2 DIFFERENT PRODUCT / SCOPE OF WORK**

### **1.2.1 Customer Data Management**

It helps in building a holistic view for the customers. Truly connected customer experiences across every channel and touchpoint give you a competitive edge in the marketplace. That's why it fuses an experience-forward mindset with deep expertise in data and technology platforms that builds seamless customer journeys for the clients.

*It says - No friction. No loopholes. No dead ends.*

The process starts by implementing a rock-solid customer 360 data management strategy. This informs where and how your customer data is

consolidated to drive contextual personalization on a 1:1 level. Next, our team leverages an enterprise-grade customer data platform (CDP) to unify your data and connect it to other systems sparking the creation of personalized customer journeys.

Throughout the process, our expertise empowers us to gather the right data and keep it clean, protected, consistent, and actionable

## Our capabilities and expertise

Enterprise Customer 360

See more +

Omnichannel strategy

See more +

CDP selection & valuation

See more +

Data architecture and modeling

See more +

Solution implementation

See more +

Measurement strategies

See more +

Data quality & governance

Compliance & security

### 1.2.2 Digital Experience Management

It helps in specialize in strategizing, creating, and executing enterprise experience management platform (EXM) solutions that elevate customer experiences while driving business outcomes. But where we truly excel is maximizing the potential of EXM platforms to create seamless engagements that span devices, consumer/personal segments, regions/countries/languages, and more. Simply put from brand destinations to employee intranets we help deliver experiences that help people realize more possibilities with your organization.

## Our capabilities and expertise

### Strategy

Platform selection	Content information architecture	SEO
See more +	See more +	See more +
Omni-channel	Personalization	

### Development

Full stack development	Platform upgrades	Platform implementation
See more +	See more +	See more +
Quality Assurance	Globalization	Website, portals, mobile apps

### Operations & Optimization

A/B testing	Performance tuning	Content governance
See more +	See more +	See more +
Usability testing & optimization	Authoring experience	



### 1.2.3 Infrastructure, Integration & Governance

It helps in creating a superior customer experience that requires a powerhouse of technical foundation. Users expect digital experiences that are safe, always-on, and lightning-fast. Downtime, lag time, missing data, and bugs can cost businesses dollars and customers. We specialize in proven enterprise-class infrastructure and integration solutions to connect systems and data in ways that are seamless and secure and blazing fast. We pride ourselves on providing safe hands and a knowledgeable team to guide customers through hosting, connecting, securing, scaling, and governing their experience platform infrastructure.

## Our capabilities and expertise

Measurement Strategy	Implementation	Data architecture modeling
See more +	See more +	See more +
Reporting	Predictive analysis & AI	Optimization
See more +	See more +	See more +
Integrations	Innovation & accelerators	

## Integration

Commerce integrations	Integration strategy	System integrations
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## Our capabilities and expertise

Infrastructure		
API management	Cloud engineering	SEO
See more +	See more +	See more +
Reliability engineering	Security engineering	

## Governance

InfoSec compliance	System user administration & governance
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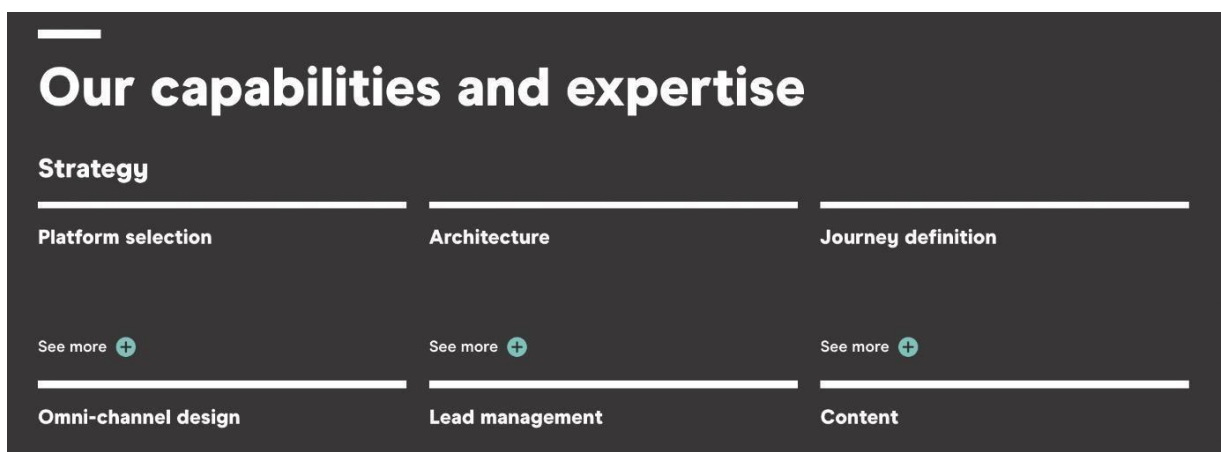
### 1.2.4 Analytics & AI

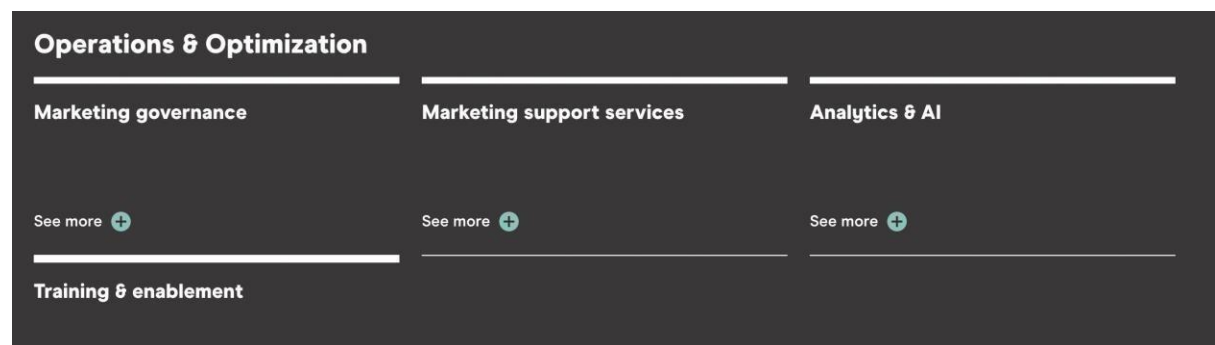
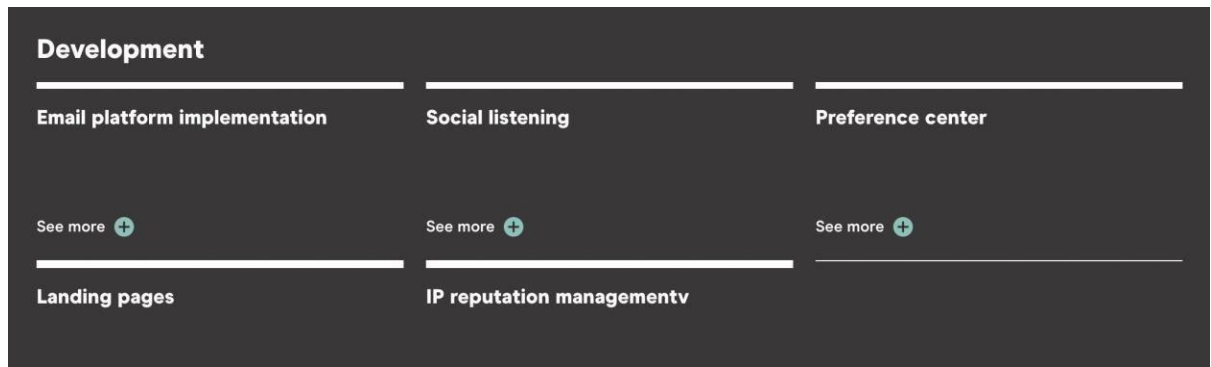
The promise of delivering real-time experiences is no longer science fiction. By harnessing oceans of customer data, machine learning and AI platforms are answering customer needs today while also anticipating what they want tomorrow. But data itself is not a solution. Collecting it is so deceptively simple that many companies often drown themselves in data points rather than using them to drive actions that prove real value.

We partner with clients to proactively collect data and act on it in real-time all to power in-the-moment interactions with your customers and optimize future experiences with your organization. In addition, we leverage best-of-breed machine learning and AI technologies to take these insights further by accurately predicting customer behaviors and personalizing experiences that build both long-term relationships and greater possibilities in the process.

### 1.2.5 Marketing Automation

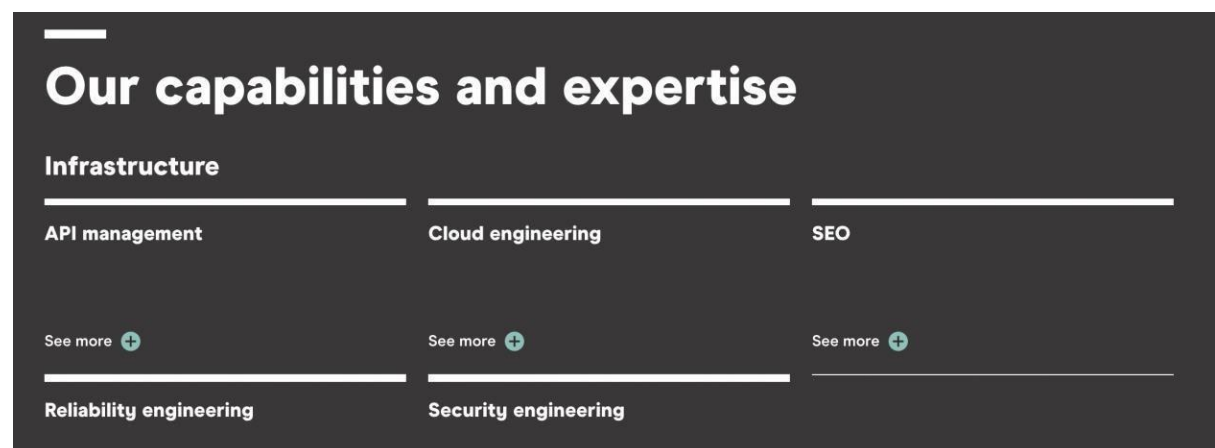
Our marketing automation expertise powers successful communications programs across email, SMS notifications, social, blogs, and other content vehicles. The result gives personalized messages at scale for unique users, without the need to churn marketing team hours and intervention to ensure effective outcomes. But we don't stop there. Through our connected experience focus, we help organizations use their data from interactions across their digital platforms to provide an in-depth, 360-degree view of their customers. And with this intelligence, we activate marketing messages that anticipate customer needs vs simply reacting to them.

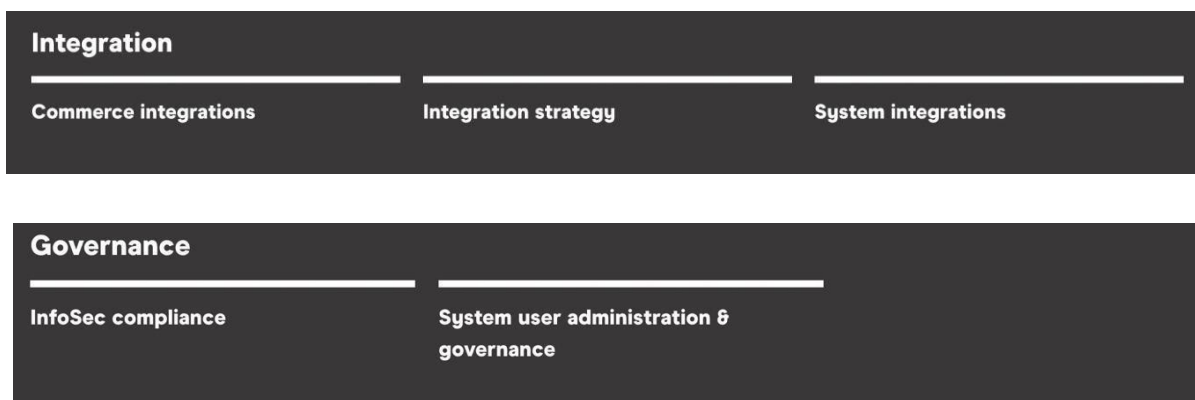




### 1.2.6 Managed Services

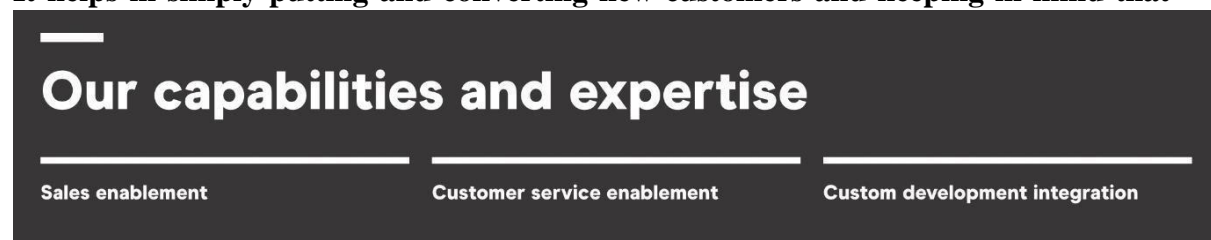
Users expect digital experiences that are safe, always-on, and lightning-fast. Downtime, lagtime, missing data, and bugs can cost businesses dollars and customers. We specialize in proven enterprise-class infrastructure and integration solutions to connect systems and data in ways that are seamless and secure and blazing fast. We pride ourselves on providing safe hands and a knowledgeable team to guide customers through hosting, connecting, securing, scaling, and governing their experience platform infrastructure.





### 1.2.7 Sales, Services & CRM

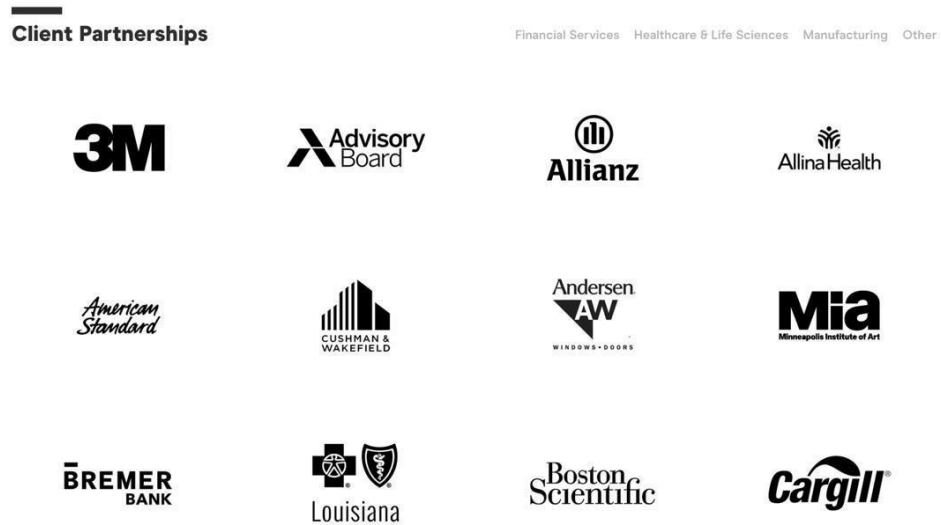
It helps in simply putting and converting new customers and keeping in mind that



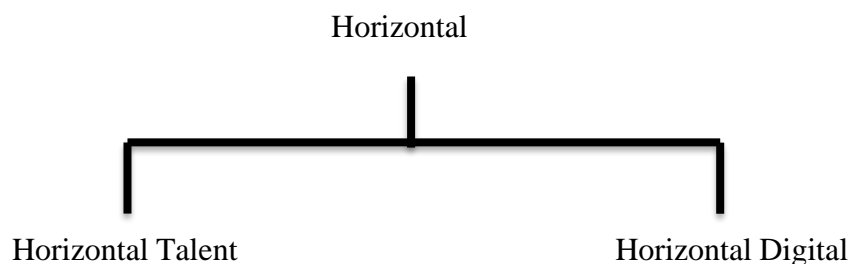
**loyal customers require care.** It helps businesses nurture lasting relationships through intelligence and interactions that prove value to your prospects, at every opportunity. This connected approach enables us to capture more actionable data about the prospects from what they find most useful on your digital properties to the types of messages that resonate most with them. Personalization and context are weaved into every customer engagement. Therefore, no more customer service dead-ends or constant restarts from the beginning. Instead, it counts on fluid conversations that resolve customer issues at the moment.

### 1.2.8 Commerce

It's purpose-built that delivers on these expectations of the clients. It is done so by seamlessly fusing sales, service, and marketing data across the e-commerce destinations we build. We know how each of the customers is using the e-commerce platforms. Where they're discovering the products. What they're buying and what they're leaving for maybe later. Even what they want next. Till now the organization has successfully partnered with various clients across the globe. Some of them have been mentioned below.



### 1.3 ORGANIZATION CHART



#### 1.3.1 Horizontal Talent

Horizontal Talent specializes in staffing for information technology, digital marketing & creative, and business & strategy markets. This part of the company works on Information Technology, Business, and Strategy. They have their expertise in digital marketing and creativity. Their solutions are contingent, permanent, search, managed Search, and offshore staffing. They have top 2% world staffing companies, 82.6% net promoter score, 1300+ active billing consultants, and 100+ active global recruiters.

### 1.3.2 Horizontal Digital

Our sister company, Horizontal Digital, creates meaningful omnichannel experiences for clients from strategic planning to creative execution. Our experience hiring top-tier talent for Horizontal Digital gives us precise insights into the skills it takes to move the needle. This same specialized knowledge helps us spot the right talent for our clients. This part of the company works on CX Strategy and Design, Marketing Automation, Data Analytics and AI, and Commerce. They are expertise in Sales Service and CRM, Digital Experience Management.

Platforms and Partners are Sitecore, Salesforce, Acquia, and Coveo. The company has 100+ web implementations, 14+ Sitecore MVPs, 150+ Certified Developers, and 300+ Sitecore Cross-Cloud Certified.

Horizontal Digital is an experience-forward consultancy that invests in understanding the needs, wants and ambitions of customers through the data they provide — data that is unlocked across every digital experience and engagement. We use this data to meet customers at the right moment with precise strategies, technologies, and creative approaches that maximize their value. Founded in 2003, we are a certified Minority Business Enterprise that proudly invests in the diversity and growth of our in-house talent as well as our local communities through charitable and on-site volunteer efforts.

Horizontal Digital is headquartered in Minneapolis, MN. Additional U.S. offices are in Denver, Dallas, and Indianapolis, with a global presence in Dubai; U.A.E.; Bengaluru, Vadodara, and Pune, India; and Kuala Lumpur, Malaysia.

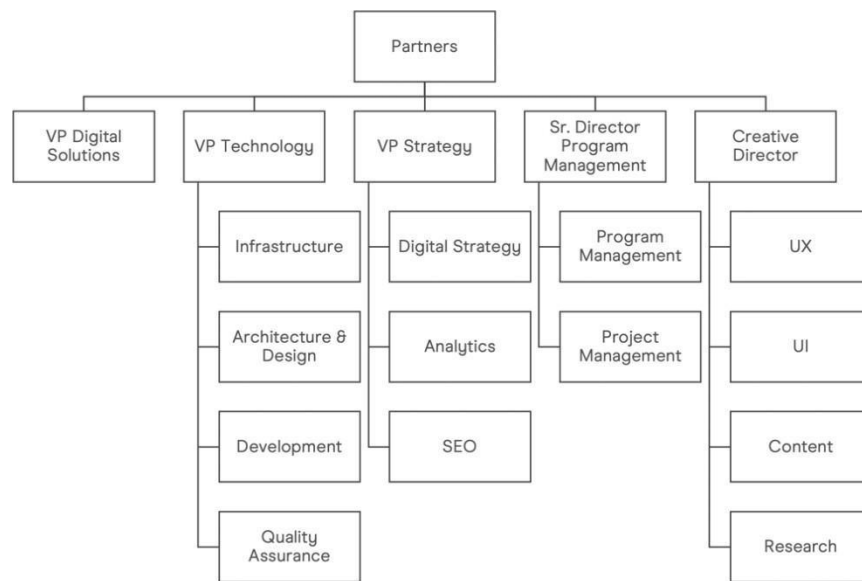
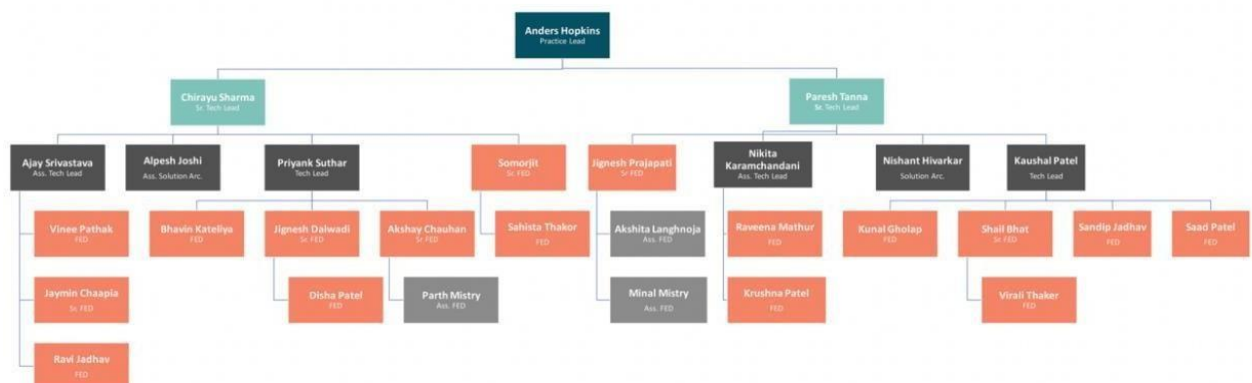


Fig 1.9 Horizontal Partners



## 1.4 CAPACITY OF PLANT

The overall capacity of Horizontal as an organization, including all the global offices would be more than 800. This bunch of people is divided into various departments, each working exceptionally to deliver the best.

## CHAPTER – 2 INTRODUCTION

### 2.1 Internship & Project Summary

- I have joined Horizontal as an *Associate DX Engineer* and currently working as an Intern.
- The goal of this internship/training is to get grip on fundamental technology for the respective department and understand how we approach it here at Horizontal.
- And for that, we have worked on an internal project that is at the level of a real-time industry project.

#### **Project Title: Horizontal Aptitude Test Portal**

An online platform designed to facilitate self-assessment of skills based on individual interests within a set timeframe. The assessments can be customized through an Admin portal, enabling administrators to create tests for various departments and categories to evaluate individuals' specific skills, abilities, and potential. The Admin portal also allows for the editing and reuse of existing tests.

#### **2.1.Purpose**

- **Facilitate Skill Assessment** – Provide users with a structured platform to evaluate their skills through customizable aptitude tests.
- **Enable Custom Test Creation** – Allow administrators to create, edit, and manage tests across various categories based on specific evaluation needs.
- **Enhance User Experience** – Develop a responsive and user-friendly interface for seamless test-taking across different devices.
- **Improve Test Quality** – Implement automated and manual testing using Selenium, QMetry, and SnagIt to maintain accuracy and reliability.
- **Streamline Project Collaboration** – Leverage BitBucket, Jira, and Confluence for efficient project tracking and teamwork.

#### **2.2.Objective**

- Build an Aptitude test portal that can be configured using an Admin portal



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