

INTERNSHIP CERTIFICATE

Mr. /Ms Wen-Hao Wu
(First and last name)

Born on 08.10 in 1997

Student at the Deggendorf Institute of Technology in Industrial Engineering
Name of course

completed their internship as follows:

Company: Mobimedia
(Name of the company, authority, institution)

Address: Rottpark 24, 84347 Pfarrkirchen

Contact person, phone, and e-mail:

Department, content, length: Project Support, supporting mainly "LAMY" project,

Department, content, length: Sales, demos, ppts, social media marketing, 1 month
around 3 months

Department, content, length:

Remarks by the company

The student fulfilled all criteria demanded in the training plan.

Days of absence: 6 sick days: 2,5
(Without lecture and exam dates)

Other absences (reasons): Dentist appointment, Aufenthaltstitel

Pfarrkirchen 04.10.19
Place, date

Signature and stamp of the company representative responsible for trainees


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Internship Report

Wen-Hao Wu

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Introduction of MobiMedia

MobiMedia AG, headquartered in Pfarrkirchen (Bavaria), is one of Germany's leading providers of software solutions for mobile order entry and sales management.

MobiMedia AG specializes in CRM (Customer Relation Management) solutions in the B2B consumer goods sector. Within the clothing industry, MobiMedia AG has been the market leader for several years.

Further focal points are the shoe, sports, non-food, watch and jewelry industries. The software functions cover the entire CRM spectrum within the manufacturer-retail communication.

Starting with mobile order entry via customer and product information systems, order tracking, contact and action management, the modules are used individually for each customer.

Especially noteworthy are the uniform software platform for all communication points such as field service, web application and call center, UMTS and GPRS enabled on / off-line technology, as well as server-based working with different hardware.

The owner-managed company has existed since 1987 and is headquartered in Pfarrkirchen, Lower Bavaria.

Before being renamed MobiMedia AG, the company developed under the name Rambold Computer GmbH into a supplier of computer aided selling systems (CAS) and customer relationship management solutions (CRM) for the clothing industry in Germany.

Rambold Computer GmbH was founded in 1987 with the intention of creating a solution for mobile data collection for its own clothing sector (at the time, a clothing manufacturer belonged to the family business).

The practical relevance was quickly reflected in a powerful and practical product. From the beginning, the ease of use via touch screen computer played an important role.

From the beginning, emphasis was placed on extraordinary user-friendliness in order to be able to deal with the software quickly even without computer knowledge.

Based on software for order entry, numerous other functional modules for CRM, BI, planning, project management, work management, resource planning, mail archiving and document management developed over time, all of which are combined in the common platform MobiWork.

My Contract Content

My contract with MobiMedia is 18 weeks long, and its starts from 3 June and ends on 4 October. I need to work 40 hours a week, and the working hours are fixed from 8 am to 5 pm, including a one-hour lunch break.

The Site

The site I worked in is the headquarter in Lower Bavaria, Pfarrkirchen. It is the only site for now.

The Quintet App

The Quintet App is the main product of MobiMedia. It is basically a platform for manufacturers to present their articles to retailers and for retailers to order articles from the manufacturers.

Departments in MobiMedia

There are 4 main departments in MobiMedia, which are “Telephone Support”, “Project Support”, “Software Development” and “Sales”.

Telephone support is mainly responsible for after sales services. If the customers have any kind of questions, or if they faced any kind of bugs or problems, they can contact telephone support. Project support is mainly responsible for the Projects running the company, running tests on the new built features from the programmer, make sure our scrum project management is in order and so on. Software development is basically developing software, such as debugging, making new updates, build new functions based on customers’ need and so on. Sales is mainly responsible for attending fairs, finding potential customers, marketing and so on.

My Tasks

In the first few months of my internship, I was in in project support department. Basically, when I was in Project Support, I was doing the tasks within the project. I was in a few project groups, and the project group that I dedicate the most is called “LAMY”. Our Project goal is to develop an online b2b platform app for Lamy itself and its retailers. We utilize the “scrum” method for our project. In fact, every project in our company follows the scrum method, therefore I learned and experienced a lot that how scrum projects work. I will give a general explanation about how scrum works in the following paragraph.

Scrum starts with a wish list of features — a.k.a. a product backlog. The team meets to discuss:

- The backlog.
- What still needs to be completed.
- How long it will take.

Scrum relies on an Agile concept called Sprints:

- Sprints are periods of time when software development is actually done.
- A Sprint usually lasts from one week to one month to complete an item from the backlog.
- The goal of each Sprint is to create a sellable product.
- Each Sprint ends with a Sprint review.
- Then the team chooses another piece of backlog to develop — which starts a new Sprint.
- Sprints continue until the project deadline or the project budget is spent.

In daily Scrums, teams meet to discuss their progress since the previous meeting and make plans for that day.

- The meetings should be brief — no longer than 15 minutes.
- Each team member needs to be present and prepared.
- The Scrum Master keeps the team focused on the goal.

In my project group Lamy, we have daily standups at 9:30 in the morning and we always do a 2-week-long sprint and in the end, we will do a review together. In the daily standups, we will assign works for everyone, enter our working progress from yesterday into a chart to check if we are behind or in front and of course we discuss the problem we faced or any opinion that comes to anyone's mind. We could even add new tasks to our Backlog if we found out that we need anything.

In MobiMedia, we use "Bitrix24" as our internal communicational method. "Bitrix24" is a social media designed for small to mid-sized companies. It is very practical and easy to use in my opinion. You can post information, set up workflows, set up appointment reminders, communicate with other employees, set up project groups and so on. It is a really important platform for our company.

My jobs within the project is normally Testing on the new features built by the programmers. What I do exactly is, I will receive what programmers built according to the backlog and conclusion of daily standups. My job is to run testing, find out bugs and write down testcases accordingly, so the programmer can follow the testcases and fix the problems I found, also called as "debug". An interesting story about this topic: We finished our project with 30 updates (there will be an update whenever there are a few new built features and if there are something that needed to be fixed) and one of our projects, they have made than 200 updates and the project is still ongoing. I don't exactly know what is going on in that project but one thing that we can tell is that the programmers and the testers must have struggled quite a bit.

Once I asked my supervisor if I can translate the Quintet app into Chinese, and I actually did it. My approach was using an application called "LangTool". We can import all the terms into the LangTool using a text document and then, I can start translating the terms and export as well as a text document. Before this, I always thought translating something into your native language is the easiest thing. But after I translate in total of 3000 terms, it not only took me a lot of time, but also took me a lot of mental effort to think about if grammar and sentence structure make sense.

When I was in sales department, my tasks were mainly making power points presentations that introduce the Quintet app, doing researches on Social Media marketing and the most interesting task in my opinion, making demos for potential customers.

About the power point presentation, first of all, I took screenshots with particular resolutions, and I will adjust the size so that it will fit in an iPad, IMac or MacBook. Then I set links according to the table of contents, and on every page, there is a “Home” button, which brings the user to the first page when it is clicked. So, meaning I have to make a link for the home page on every page.

About the demos that I need to make for potential customers, first of all, I go to their website to choose around 20 articles with different categories. For example, I will choose a 4 different T-shirt for men, 4 different dresses for women, 3 different sweaters for men, 3 different pants for women and so on. When I was choosing the articles, I will be recording the prices, sizes and article name already, which need to be imported later into the database. Secondly, I download all the pictures of the selected articles. After that, I use a photoshop-like application which is called GIMP to edit the photos. I get rid of the background, in other words, I make the background transparent, so it fits our Quintet app. Also, I adjust the size of the picture, for the same reason, so it fits our app. Thirdly I start importing the all the data into the database. Last but not least, I need to check if the demo first the check list. For example, the first 3 articles must have 3D modules, the storage count can be shown only for T-shirts, the Homepage picture must be set using a picture with particular resolution and so on. I really like making demos because I basically made everything on my own. Starting from nothing and ending up with a demo that can be presented to our customers. It really gave me a sense of achievement.

In the very last week of my internship, we made a video interview of me. The video is for the “Meet the Team” Series in the blog for MobiMedia’s website. In the video, I introduced myself where am I from? How old I am? What am I studying? What am I working like that. The filming experience is really cool for me, because it is the very first time in my life to do a video interview. In the beginning I felt very nervous, but my colleagues keep talking me down, to make me chill. They told me just relax and talk, even I said something wrong, just start over again, if I forgot what I wanted to say, just look at the script. It took me around 2 hours to film everything. After the filming part, one of our colleagues will edit the footages and then uploaded to youtube and MobiMedia’s website.

My Approaches

For the tasks about database in specific, I leaned SQL on my own. Whenever I have no tasks to do, I learn it on internet sites, watch videos, asking my colleagues and most importantly, I take a lot of notes. One thing that I really enjoy about taking notes is, after I read something that is not easy to understand, I transfer it into something that is understandable for me and I will write it on my notebook, therefore writing a “version” that is understandable and clear for me. I do this also for my exams in school. It is really helpful in my opinion, because I only need to read the notes instead of reading everything that is unorganized.

For other tasks in general, I always tried to ask questions as much as I could if I have any kind of problems. After asking for a few times, I had a really good understanding on my tasks so I can learn other similar tasks by analogy too.

Also, I tried to observe how my colleagues do the jobs. For example, I always paid attention in the meeting on what kind of problems they faced, and the most important, how they solve it. I also checked the previously made products and updates to see the detail and how it was made.

Achievements

One of my best achievements is I learned SQL on my own. And then I really put it into practice because it is really needed in my daily tasks. I won't say I am pro at it, but I have a really good understanding on it.

Secondly, I learned how scrum project management works. In my company, all of the projects are managed by scrum. In the school we only learned how scrum works in theory, but when it comes to practice, it is totally another story. I am really glad I had this kind of experiences, it will really help me in my future career.

Thirdly, I improved a lot of my German as well as Bavarian. Before my internship, although I learned B2 German at school, I still felt totally uncomfortable speaking German. In my work, I am forced to speak German all the time, therefore my German was much improved. This made me believe that practice makes perfect is true.

Last but not least, I supported the LAMY project from 0% to 100%, which contains 3 sprints in total. I did the testing tasks, database tasks, participated in daily stand ups and reviews. I would say at least I wasn't slow down the project, maybe even reducing the workload for my colleagues. I really love watching something from nothing to totally completed. It really gives me a good sense of achievement.

Benefits to MobiMedia

First of all, I made some demos for potential customers that actually became our customer eventually. I made around 5 demos in total, and around 3 of them become our customers. Of course, the demo is not the only factor that it became our customer, but I would say demo is also a quite important factor.

Secondly, I was being supportive to the projects. At least when I have any task, I will try my best to solve it and try to take care of every perspectives. And when I have nothing to do, I also asked if I can do something more.

Thirdly, I was able to solve the tasks independently, so when I won't be the one to slow down the process because they always need to explain me everything.

Lessons learned

First of all, I learned how to be responsible on the tasks. If you try skip something, you will have to solve it anyway in the end. Sometimes I don't get any instructions or help from my colleagues, then I need to solve thing on my own. I will have to search on internet and so on.

Secondly, I learned how to manage time better. When I have way too much things to do, it would be a better idea to set up a schedule. And consider the priorities of different tasks. When you have a plan, then there will be less worries about the upcoming events.

Thirdly, I also learned about German culture. I learned how German people treat work, how Germans chat and so on. One thing that I think is worth mentioning is: Before the lunch break, you need to say "Mahlzeit" before you leave. And when you return, you need to say Mahlzeit again. And also when somebody says Mahlzeit to you, you need to reply Mahlzeit in return. I did not know this at all before. I remember the first few days in the company, when somebody said Mahlzeit to me, I replied always danke schoen. Because I thought I is the same as Guten Appetit. Lol!

Conclusion

In general, it is a very valuable and unforgettable experience for me. I have done so much and learned so much during the process. I learned how a software is made, sold and maintained as well as a lot of personal skill such as language skills and so on. It was not easy at all, also during the application. I can still remember for a few months, what I did everyday is sending applications and waiting for replies in email. It was a totally nightmare for me, but I am glad that I made it! I will say I did not regret working in MobiMedia at all! Thank you MobiMedia!