



Media Studies and Journalism

Internship Report

Submitted by

Name: Md. Ikram Ud Doula

ID: 171012066

Term: Spring 2021

Course Code: MSJ 11498 & MSJ 11499

Host Organization: Mainframe Labs Limited



Date of Submission: May 24, 2021

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STUDENT DETAILS

Name	Md. Ikram Ud Doula
ID	171012066
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Computer Science and Engineering
Career Objectives	To establish myself as a Digital Product Designer for the Next Billion Users .

INTERNSHIP DETAILS

Host Organization	Mainframe Labs Ltd. 806, Road: 3, Adabor, Mohammadpur, Dhaka
My Working Section	Branding and Design
Supervisor	Md. Awsaf Alam, Chief Technology Officer
Designation	User Experience Designer
Start Date	February 1, 2021
End Date	April 3, 2021
Hours Per Week	40+
Total Working Period	Approximately 9 Weeks

ACKNOWLEDGEMENT

First and foremost, I would like to extend my gratitude and praise to almighty Allah for all His kindness. I would also like to express my heartfelt gratefulness toward my parents who raised me and always inspired me to become a better human being every day.

Secondly, I would like to thank all of my faculty members and friends from the University of Liberal Arts Bangladesh. My journey at ULAB would not be amazing without their support.

My sincere appreciation goes to Mr. Shadman Majid, CEO of Mainframe Labs, Mr. Awsaf Alam, CTO of Mainframe Labs for believing in me and allowing me to contribute to their great cause.

I would like to especially thank Mr. Wafi Aziz Sattar for his amazing mentorship and encouragement throughout my academic journey at ULAB.

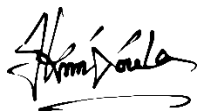
PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgment (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Md. Ikram Ud Doula

ULAB ID: 171012066

Signature _____



INTERNSHIP REPORT APPROVAL FORM

Student Name: Md. Ikram Ud Doula

ID No. 171012066

Major: Public Relations

Year: 2021

Local Phone: +880-16830-26990

Email: doula.ikram@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: Mainframe Labs Limited

Internship /Project Report Topic: _____

Semester (Tick one): ☒ Spring 2021 ☐ Summer 2021 ☐ Fall 2021

Advisor APPROVAL

(Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: Wafi SattarDate: 24/05/2021Name: Wafi Aziz SattarTitle: LecturerE-mail: wafi.sattar@ulab.edu.bdPhone: +8801754947423

INTRODUCTION

In December 2019, a deadly pandemic started to change the lifestyle of every human being in this world. The worldwide lockdown on educational institutions created an urgency for the new era of distance learning.

However, a third-world country like Bangladesh was not ready for this. So, distance learning has become a burden for teachers and students. As a student of communication, I decided to pursue a different career than everyone else.

User Experience Design is relatively a new field of a career in Bangladesh. It is a mix of Computer Science with Visual Communication that offers a better technological experience for the users. I have always been fascinated with design and this internship was a perfect opportunity for me to expand my career into the tech industry.

EXPECTATIONS

My goal is to establish myself as a Digital Product Designer/Manager at a reputable tech company where my job will, directly and indirectly, impact millions of lives.

I expect to gain as much real-life, technological, and work experience as possible so that I can prepare myself for larger challenges. Some of my primary expectations are,

- Understanding user behavior
- An understanding of the in-depth product development process
- Understanding of internal and external communication
- Understanding the value and purpose of design on a larger scale
- Learning new communication and development tools

HOST ORGANIZATION



MAINFRAME LABS

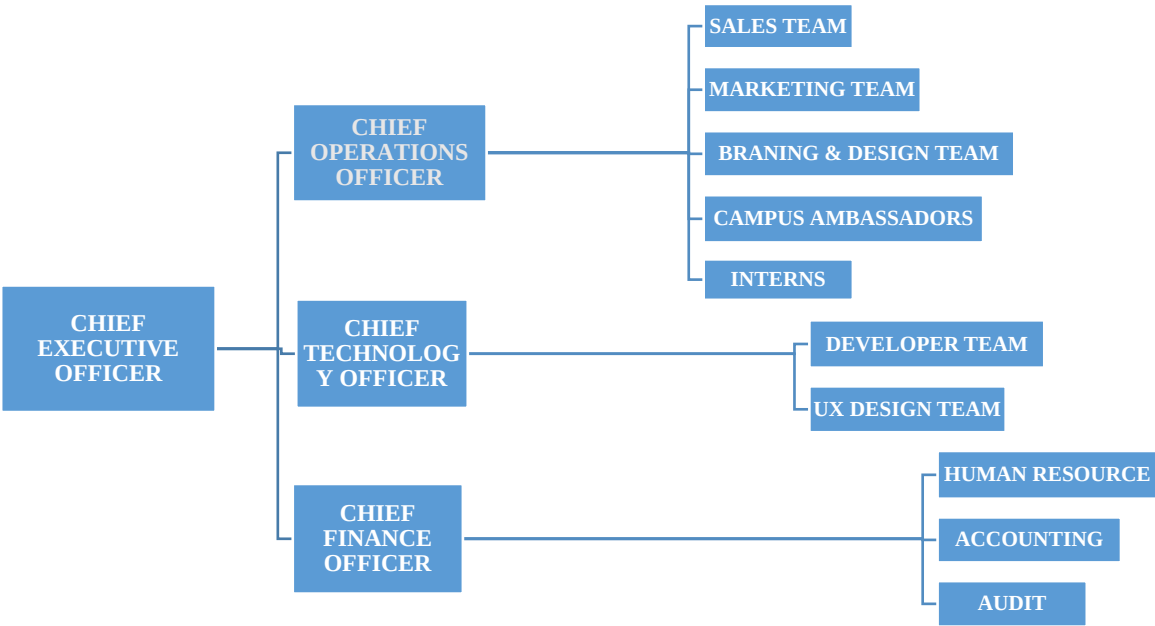
Mainframe Labs LTD is an ed-tech startup that aims to solve the basic issues of distance learning in Bangladesh. Their flagship services are:

- Online Sohopathi, a platform for students to teach and learn academic subjects
- Nexam, a platform for teachers to prepare exams for students, effortlessly

Mainframe Labs Limited at a Glance:

Organization type:	Technology Company
Incorporation Status:	Private limited
Year of Establishment:	2017
Address:	806, Road: 3, Adabor, Mohammadpur, Dhaka
Recognitions:	Winner of Tiger Challenge, Organized by Tiger IT and MIT Solve
Notable Partners:	Tiger IT, Bangladesh Angels, a2i, Robi 10 Minute School
Website:	www.mainframelabs.ltd

ORGANIZATION’S ORGANOGRAM



TASKS

I started my journey as a UX Designer on 1st February 2021 in the UX Design Team. My responsibilities were,

- Prototyping and planning on the user experience and user interface of the Platform
- Creating rich, up-to-date User Interfaces for Websites and Mobile Applications
- Illustrating unique design ideas using storyboards, process flows, and sitemaps
- Creating wireframes, storyboards, user flows, process flows, and sitemaps to effectively communicate
- Generating interaction and design ideas
- Planning and Maintaining Marketing Campaigns as per requirement
- Moderating graphical contents from the whole Creative Content Team
- Executing graphical contents as per marketing campaign requirements
- Any other activities as per management requirement

PROJECT 1

Project Name: Graphic Design – Social Media Communication

Start Date: 01/02/2021

End Date: 01/04/2021

Project Brief: Throughout the internship period, as a graphic designer, I had to design social media communications material for effective information sharing between the company and its stakeholders.

Tasks and Responsibilities: The workflow was a linear process. Members from sales and operations would send a design request through Trello (a web app for project management). I would start working on it and push the request to hand over to the sales and operation team to publish the content.

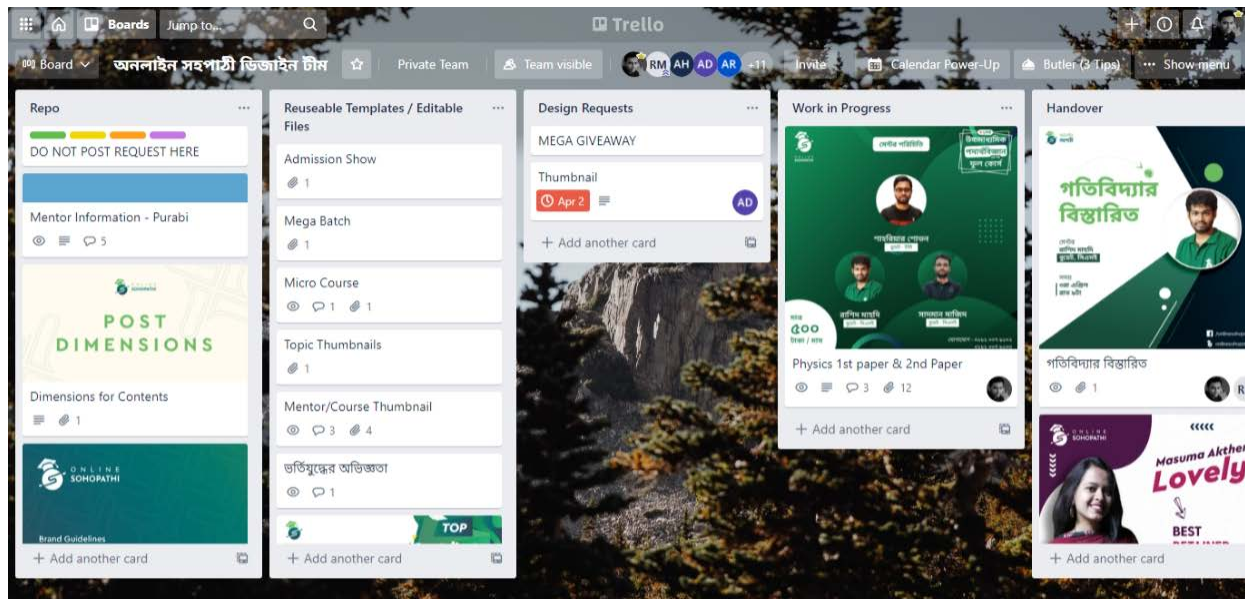


Image 1.1: Trello Workspace for Design Requests.

Once the content is published, the sales and operations team would push the request to the published list so that everyone knows which content has been published.

Lists in Trello:

1. Repo – Repo is a list where we keep our design guidelines. It is more like a digital storeroom.
2. Reusable Templates – Some designs can be reused when needed. We keep the editable files here.
3. Design Request – Anyone who needs a content-poster, creates a card and writes down their requirements here.
4. Work in Progress – Designers move cards from Design Request to Work in Progress when they start working on the posters.
5. Published – When a poster is published on social media, the card gets moved to the published list.
6. Thumbnails – It is a dedicated section for YouTube video thumbnails.
7. Trash – This list contains the cards/posters that are no longer needed but might be of some help in the future.
8. Mentor Resources – Photographs of our mentors are kept in this list so that designers can find them easily.

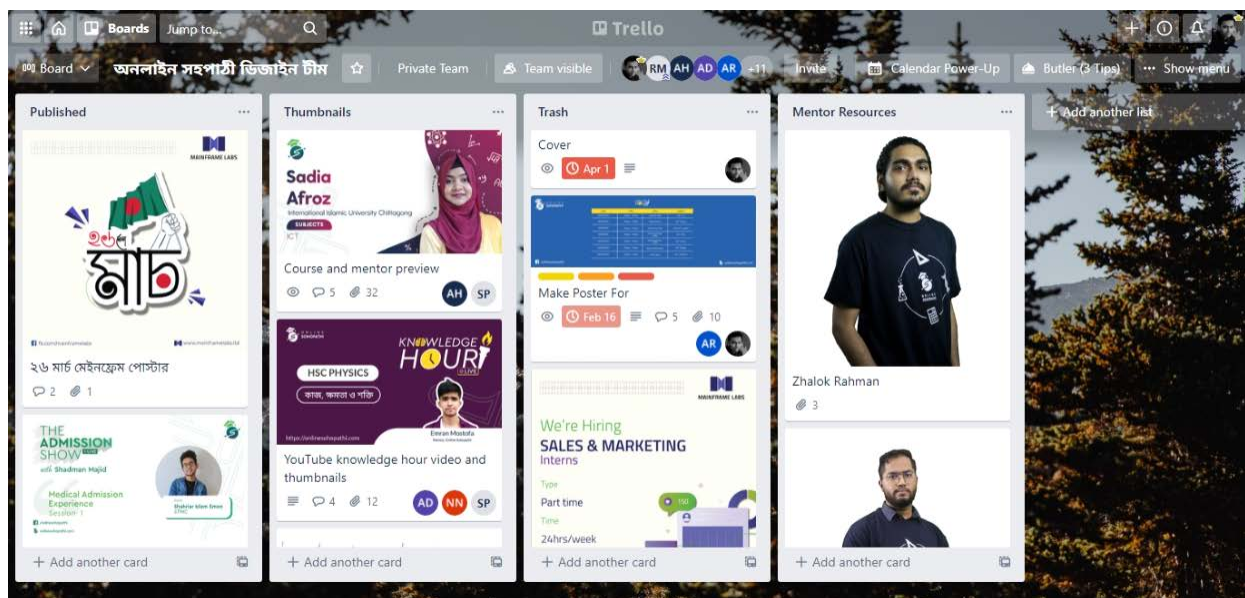


Image 1.2: Trello Workspace for Published designs.

Sample works:

1. Gyankirit – An Online Quiz Show on Bangladesh, Bangla Language, and Literature.
2. Mainframe Labs Recruitment Poster
3. Mainframe Labs Employee Onboarding
4. Online Sohopathi – Admission Preparation Combined Exam Announcement
5. New Website Launching
6. Mega Course Launch – Physics 1st Paper



Image 1.3: Gyankirit Promotional Poster.



Image 1.4: Gyankirit Promotional Poster.



Image 1.5: Recruitment Poster.



Image 1.6: Employee Onboarding Poster.



Image 1.7: Combined Exam Poster.



Image 1.8: New Website Poster.

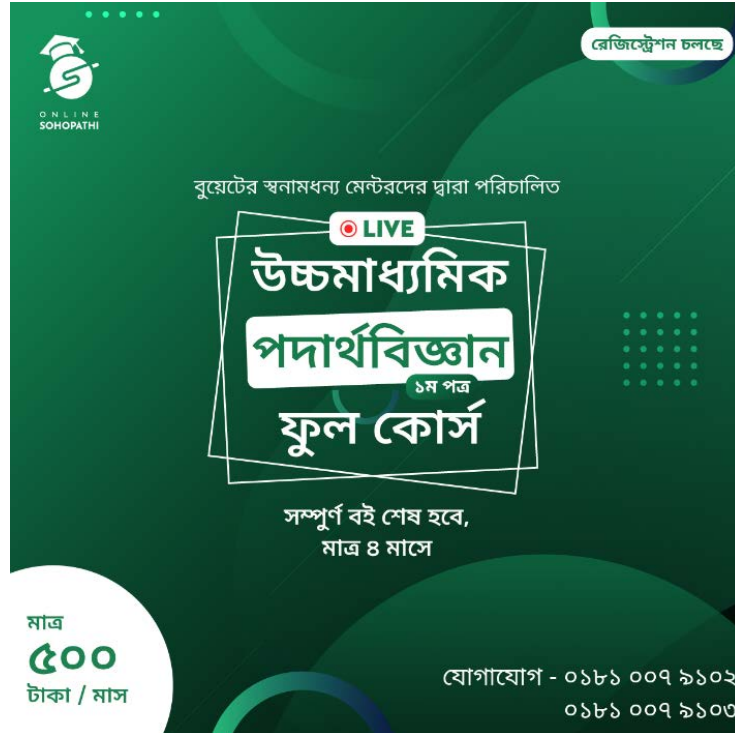


Image 1.9: Physics Mega Course Poster.

Challenges Faced:

- Mostly I had to work on tight schedules since plans of different campaigns were spontaneous
- The sale and operation team would face complexities while coming up with campaign names. It would slow down the entire project

Mistakes Made:

- I could use some automation tools to make these posters more efficiently
- Mostly I would mix up people's name and photograph
- In the beginning, I could not organize all the posters in a way that would be easier for everyone to access

Learning Outcomes:

- Works like these don't take much time to do. So, these works increased my speed and agility
- Working with sales and operation help me understand a deeper sense of customer behavior and interactions

PROJECT 2

Project Name: Product Design – Optical Mark Recognition Sheet

Client: A few Medical Admission Coaching Centers (Dr. Asif, Sizar)

Start Date: 06/02/2021

End Date: 10/03/2021

Project Brief: Optical Mark Recognition or OMR sheet contributes a big chunk of our education system. However, the technology used in this sector is more than 15 years old. The Traditional OMR system is expensive and very hard to use. Mainframe Labs has been commissioned by some of the clients to design a better OMR system to reduce the hassle of the educators and the learners.

Tasks and Responsibilities: My job was to design the layout and include branding in the OMR Sheet.

Problem: To operate a traditional OMR System coaching or an educational institute needs a specific printer and scanner. This system does not allow any paper that is not properly set for a scan. The system uses pixel-measurement-based analysis which is inefficient. For distance learning, it is even harder for students who are currently distance learning, to send their papers and get results.

Solution: We at Mainframe Labs have designed a system to battle those problems. We have come up with a solution that does not require any specific printer or scanner to scan these OMR sheets. A student can download and print out the OMR sheet, fill it up, scan their answers, and immediately get the results without any supervision from the teacher. This reduces almost 90% of the cost of having a traditional OMR system. I have worked with the team and designed the layout of the OMR system.

Process: This is an AI-based system. So, we had to train the machine to identify simple shapes like squares, circles, rectangles, and right angles. Then the machine. Then the machine was trained on understanding the layout of the OMR sheet. Since the whole sheet will always remain rationally pure and constant, a machine will always be able to tell the right answers if marked. We also had

18

Roll										Name		
Batch										Contact No.		
Date												
☐	0	1	2	3	4	5	6	7	8	9		
☐	0	1	2	3	4	5	6	7	8	9		
☐	0	1	2	3	4	5	6	7	8	9		
☐	0	1	2	3	4	5	6	7	8	9		
☐	0	1	2	3	4	5	6	7	8	9		

1	A	B	C	D	26	A	B	C	D	51	A	B	C	D	76	A	B
2	A	B	C	D	27	A	B	C	D	52	A	B	C	D	77	A	B
3	A	B	C	D	28	A	B	C	D	53	A	B	C	D	78	A	B
4	A	B	C	D	29	A	B	C	D	54	A	B	C	D	79	A	B
5	A	B	C	D	30	A	B	C	D	55	A	B	C	D	80	A	B
6	A	B	C	D	31	A	B	C	D	56	A	B	C	D	81	A	B
7	A	B	C	D	32	A	B	C	D	57	A	B	C	D	82	A	B
8	A	B	C	D	33	A	B	C	D	58	A	B	C	D	83	A	B
9	A	B	C	D	34	A	B	C	D	59	A	B	C	D	84	A	B
10	A	B	C	D	35	A	B	C	D	60	A	B	C	D	85	A	B
11	A	B	C	D	36	A	B	C	D	61	A	B	C	D	86	A	B
12	A	B	C	D	37	A	B	C	D	62	A	B	C	D	87	A	B
13	A	B	C	D	38	A	B	C	D	63	A	B	C	D	88	A	B
14	A	B	C	D	39	A	B	C	D	64	A	B	C	D	89	A	B
15	A	B	C	D	40	A	B	C	D	65	A	B	C	D	90	A	B
16	A	B	C	D	41	A	B	C	D	66	A	B	C	D	91	A	B
17	A	B	C	D	42	A	B	C	D	67	A	B	C	D	92	A	B
18	A	B	C	D	43	A	B	C	D	68	A	B	C	D	93	A	B
19	A	B	C	D	44	A	B	C	D	69	A	B	C	D	94	A	B
20	A	B	C	D	45	A	B	C	D	70	A	B	C	D	95	A	B
21	A	B	C	D	46	A	B	C	D	71	A	B	C	D	96	A	B

Image 2.2: OMR 2nd Iteration.



Name _____

Batch _____ Marks _____

Roll				Set
0	0	0	0	A
1	1	1	1	B
2	2	2	2	C
3	3	3	3	D
4	4	4	4	E
5	5	5	5	F
6	6	6	6	G
7	7	7	7	H
8	8	8	8	I
9	9	9	9	J

1 ☐ ☐ ☐ ☐	26 ☐ ☐ ☐ ☐	51 ☐ ☐ ☐ ☐	76 ☐ ☐ ☐ ☐
2 ☐ ☐ ☐ ☐	27 ☐ ☐ ☐ ☐	52 ☐ ☐ ☐ ☐	77 ☐ ☐ ☐ ☐
3 ☐ ☐ ☐ ☐	28 ☐ ☐ ☐ ☐	53 ☐ ☐ ☐ ☐	78 ☐ ☐ ☐ ☐
4 ☐ ☐ ☐ ☐	29 ☐ ☐ ☐ ☐	54 ☐ ☐ ☐ ☐	79 ☐ ☐ ☐ ☐
5 ☐ ☐ ☐ ☐	30 ☐ ☐ ☐ ☐	55 ☐ ☐ ☐ ☐	80 ☐ ☐ ☐ ☐
6 ☐ ☐ ☐ ☐	31 ☐ ☐ ☐ ☐	56 ☐ ☐ ☐ ☐	81 ☐ ☐ ☐ ☐
7 ☐ ☐ ☐ ☐	32 ☐ ☐ ☐ ☐	57 ☐ ☐ ☐ ☐	82 ☐ ☐ ☐ ☐
8 ☐ ☐ ☐ ☐	33 ☐ ☐ ☐ ☐	58 ☐ ☐ ☐ ☐	83 ☐ ☐ ☐ ☐
9 ☐ ☐ ☐ ☐	34 ☐ ☐ ☐ ☐	59 ☐ ☐ ☐ ☐	84 ☐ ☐ ☐ ☐
10 ☐ ☐ ☐ ☐	35 ☐ ☐ ☐ ☐	60 ☐ ☐ ☐ ☐	85 ☐ ☐ ☐ ☐
11 ☐ ☐ ☐ ☐	36 ☐ ☐ ☐ ☐	61 ☐ ☐ ☐ ☐	86 ☐ ☐ ☐ ☐
12 ☐ ☐ ☐ ☐	37 ☐ ☐ ☐ ☐	62 ☐ ☐ ☐ ☐	87 ☐ ☐ ☐ ☐
13 ☐ ☐ ☐ ☐	38 ☐ ☐ ☐ ☐	63 ☐ ☐ ☐ ☐	88 ☐ ☐ ☐ ☐
14 ☐ ☐ ☐ ☐	39 ☐ ☐ ☐ ☐	64 ☐ ☐ ☐ ☐	89 ☐ ☐ ☐ ☐
15 ☐ ☐ ☐ ☐	40 ☐ ☐ ☐ ☐	65 ☐ ☐ ☐ ☐	90 ☐ ☐ ☐ ☐
16 ☐ ☐ ☐ ☐	41 ☐ ☐ ☐ ☐	66 ☐ ☐ ☐ ☐	91 ☐ ☐ ☐ ☐
17 ☐ ☐ ☐ ☐	42 ☐ ☐ ☐ ☐	67 ☐ ☐ ☐ ☐	92 ☐ ☐ ☐ ☐
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19 ☐ ☐ ☐ ☐	44 ☐ ☐ ☐ ☐	69 ☐ ☐ ☐ ☐	94 ☐ ☐ ☐ ☐
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21 ☐ ☐ ☐ ☐	46 ☐ ☐ ☐ ☐	71 ☐ ☐ ☐ ☐	96 ☐ ☐ ☐ ☐
22 ☐ ☐ ☐ ☐	47 ☐ ☐ ☐ ☐	72 ☐ ☐ ☐ ☐	97 ☐ ☐ ☐ ☐
23 ☐ ☐ ☐ ☐	48 ☐ ☐ ☐ ☐	73 ☐ ☐ ☐ ☐	98 ☐ ☐ ☐ ☐
24 ☐ ☐ ☐ ☐	49 ☐ ☐ ☐ ☐	74 ☐ ☐ ☐ ☐	99 ☐ ☐ ☐ ☐
25 ☐ ☐ ☐ ☐	50 ☐ ☐ ☐ ☐	75 ☐ ☐ ☐ ☐	100 ☐ ☐ ☐ ☐

Image 2.3: OMR 3rd Iteration.

মেডিকলে ভর্তির জন্য
মেডিকলে ভর্তির জন্য খুলনা শহরে একমাত্র
নির্ভরযোগ্য **ENGLISH** ও সাধারণ জ্ঞানের ব্যাচ

SIZER

G. M Kabir (Sizer)
BSc, Msc, MBA (KU)
Senior English & G.K Teacher,
3 Doctors, Khulna
EX-English Lecturer - Saffar's

Special English & G.K Batch

Name

Batch

Marks

Roll

Set

☐ ☐ ☐ ☐ ☐

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5 5 5 5 5
6 6 6 6 6
7 7 7 7 7
8 8 8 8 8
9 9 9 9 9

A
B
C
D
E
F
G
H
I
J

1	A B C D	26	A B C D	51	A B C D	76	A B C D
2	A B C D	27	A B C D	52	A B C D	77	A B C D
3	A B C D	28	A B C D	53	A B C D	78	A B C D
4	A B C D	29	A B C D	54	A B C D	79	A B C D
5	A B C D	30	A B C D	55	A B C D	80	A B C D
6	A B C D	31	A B C D	56	A B C D	81	A B C D
7	A B C D	32	A B C D	57	A B C D	82	A B C D
8	A B C D	33	A B C D	58	A B C D	83	A B C D
9	A B C D	34	A B C D	59	A B C D	84	A B C D
10	A B C D	35	A B C D	60	A B C D	85	A B C D
11	A B C D	36	A B C D	61	A B C D	86	A B C D
12	A B C D	37	A B C D	62	A B C D	87	A B C D
13	A B C D	38	A B C D	63	A B C D	88	A B C D
14	A B C D	39	A B C D	64	A B C D	89	A B C D
15	A B C D	40	A B C D	65	A B C D	90	A B C D
16	A B C D	41	A B C D	66	A B C D	91	A B C D
17	A B C D	42	A B C D	67	A B C D	92	A B C D
18	A B C D	43	A B C D	68	A B C D	93	A B C D
19	A B C D	44	A B C D	69	A B C D	94	A B C D
20	A B C D	45	A B C D	70	A B C D	95	A B C D
21	A B C D	46	A B C D	71	A B C D	96	A B C D
22	A B C D	47	A B C D	72	A B C D	97	A B C D
23	A B C D	48	A B C D	73	A B C D	98	A B C D
24	A B C D	49	A B C D	74	A B C D	99	A B C D
25	A B C D	50	A B C D	75	A B C D	100	A B C D

Image 2.4: OMR Final Output.

Once we have been through a few iterations, the machine was finally fully trained and was able to identify the right answers from a given sheet.

Challenges Faced:

- I had to make many changes throughout the project to make sure the machine understands and identifies the marks properly
- I had to use different colors to find out which suits best for the system
- Later, we settled on lighter-red color on the letters so that the machine does not pick any unwanted mark from the sheet

Mistakes Made:

- This was an entirely different project than usual. So initially I struggled with the layout and the first draft wasn't adequate
- The primary color scheme was not right for the computer scanning. The algorithm kept identifying dense letters as filled-out dots. It needed change
- The branding did not match the overall layout

Learning Outcomes:

This was a very interesting project for me since I have never done anything like this before. I gathered some in-depth understanding of machine learning and artificial intelligence in action.

PROJECT 3

Project Name: Digital Product Design - Online Sohopathi User Application

Client: Online Sohopathi

Start Date: 06/02/2021**End Date:** 01/04/2021

Project Brief: Online Sohopathi is an online education platform where students can find mentors from different institutes for academic purposes. Online Sohopathi offers Mentors and Academic Courses as their primary service. Until now, their entire business was based on social media. Recently, they have decided to develop a smartphone application for efficient learning and interaction between students and mentors.

Tasks & Responsibilities: I had to design the UX & UI of the smartphone application for this project.

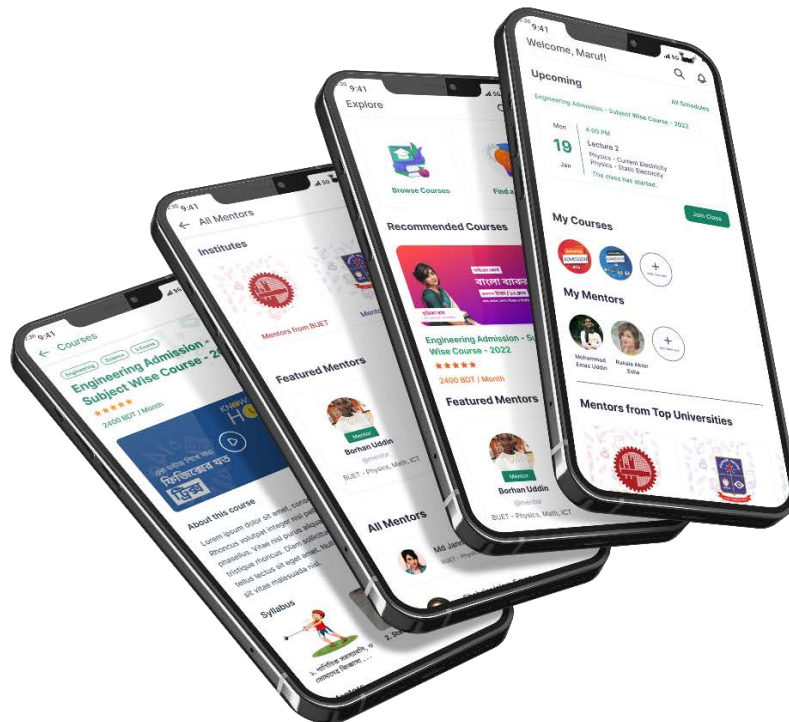


Image 3.1: App Final UI.

The Application (App):

This app is meant for students to enroll in courses, find mentors and keep track of their study schedules.

Key features of the app are:

1. List of Courses, divided by multiple categories
2. Database of Mentors
3. Realtime chatting with Mentors
4. Purchase and enrolment
5. Discussion about a particular course
6. Scheduled class lists

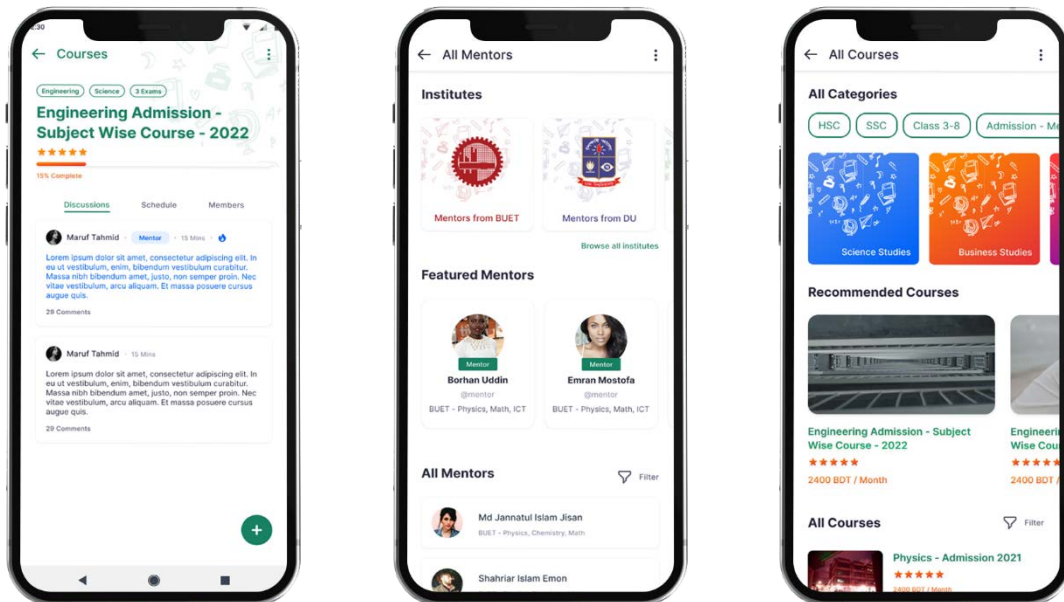


Image 3.2: App final UI - All Courses, All Mentors, and Course Screen.

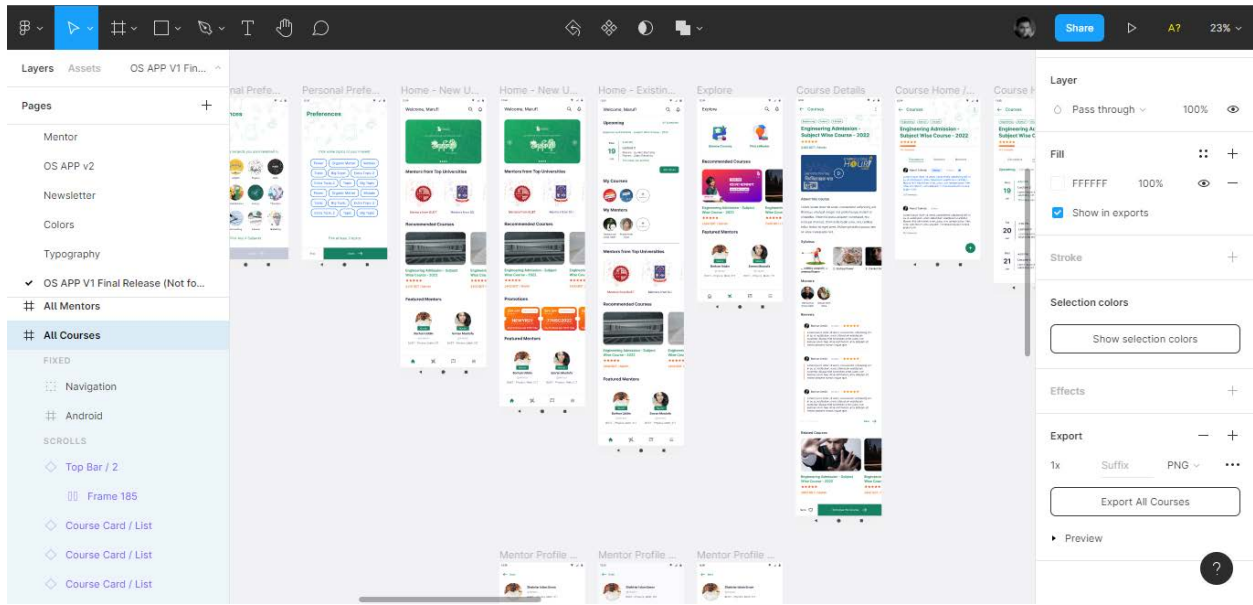


Image 3.3: App UI Design Process.

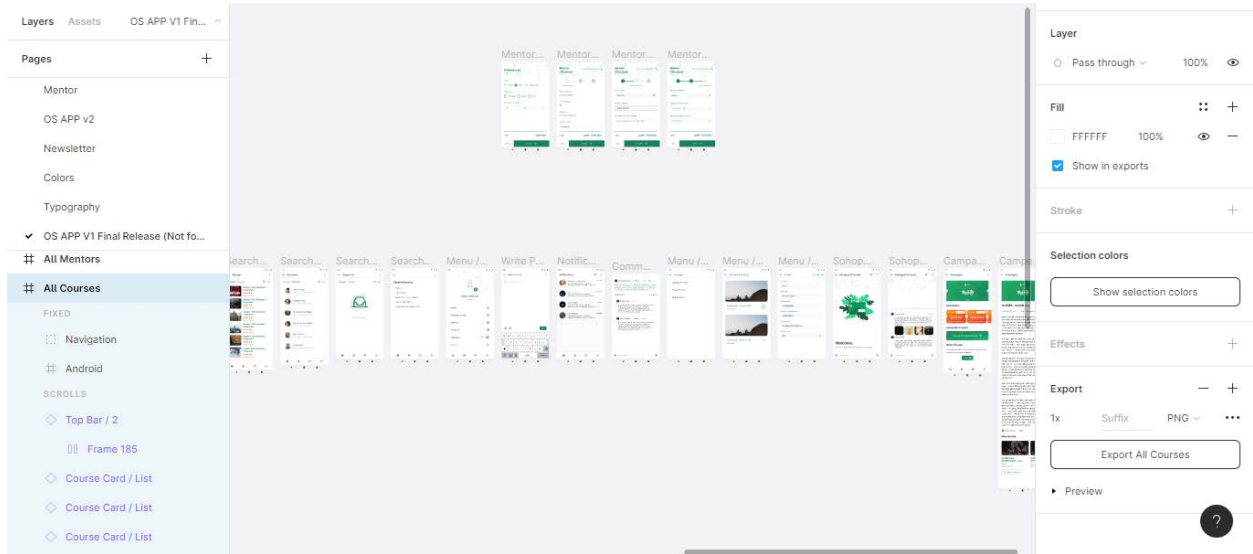


Image 3.4: App UI Design Process.

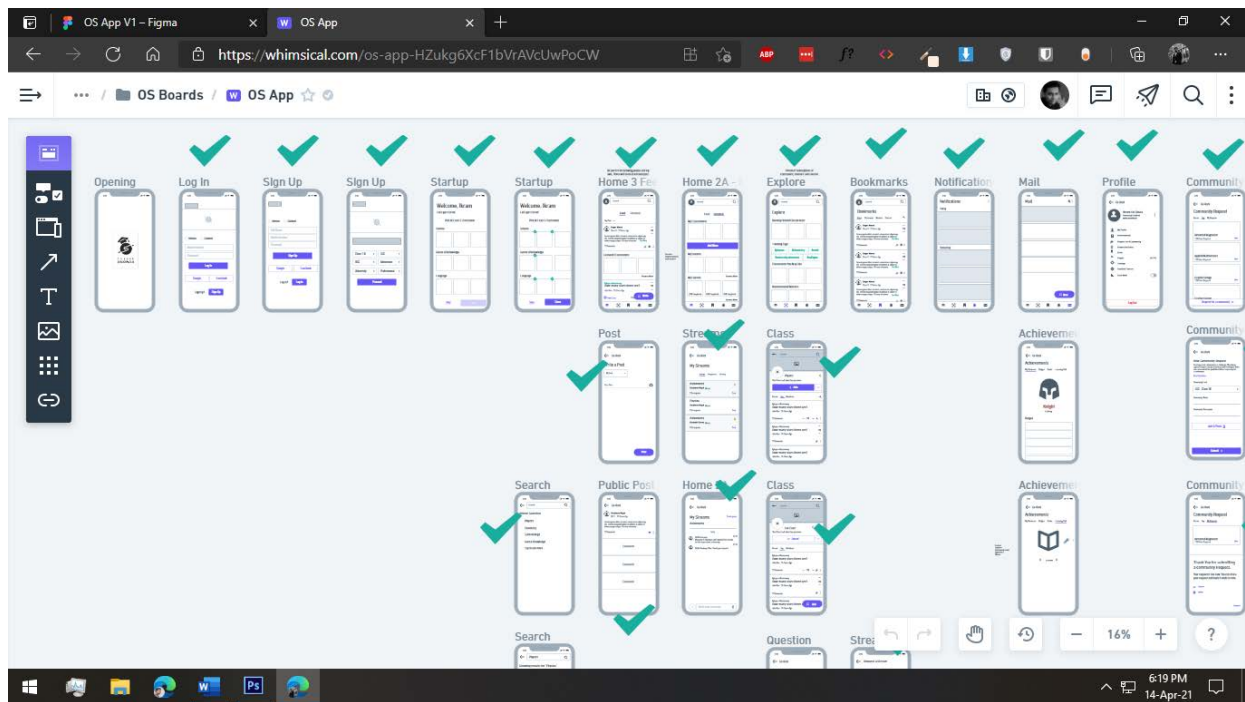


Image 3.5: Wireframing.

Challenges Faced:

- Limited time made it harder for me to evaluate all the features
- I had to improvise in many cases to deliver faster design
- Not enough UI resources
- I didn't have any academic knowledge of UX design

Mistakes Made:

- The first draft of the app was not very good-looking. It seemed unpolished and rushed
- Initially, I didn't use a proper design system to design the app
- Had to design a new design system focusing on our target user, which was not up to the mark at first

Learning Outcomes:

- I did a lot of UX studies, that helped me understand the whole concepts of digital product design
- I got to learn how a smartphone app goes from ideation to production.

- I learned a few things about developing the app. It's fascinating to see how a couple of thousands of lines of codes can make meaningful interfaces that people use to solve their problems

PROJECT 4

Project Name: Website Design - Mainframe Labs LTD

Client: Mainframe Labs LTD

Start Date: 14/02/2021

End Date: 18/04/2021

Project Brief: Mainframe Labs LTD is a Dhaka-based startup that aims to enhance the distance learning experience through modern and cutting-edge technology. Their website provides a glimpse into their infrastructure.

Task & Responsibilities: I was commissioned to redesign their existing website according to the new Brand Identity.

The Website: <https://mainframelabs.ltd>



Image 4.1: Final Design of the Website.

Key Features:

1. An overview of the company
2. Corporate offerings
3. Services
4. Career section
5. Team Details
6. Contact Details

Home Screen:

The website is designed with a minimalistic approach. The homepage showcases almost everything necessary on this website. It starts with a Hero Section Banner. Then a small overview of what the company does. In the next section, there is an overview of “Online Sohopathi”, the company’s flagship service. The homepage ends with a glimpse of the Core Team members and Contact Details.

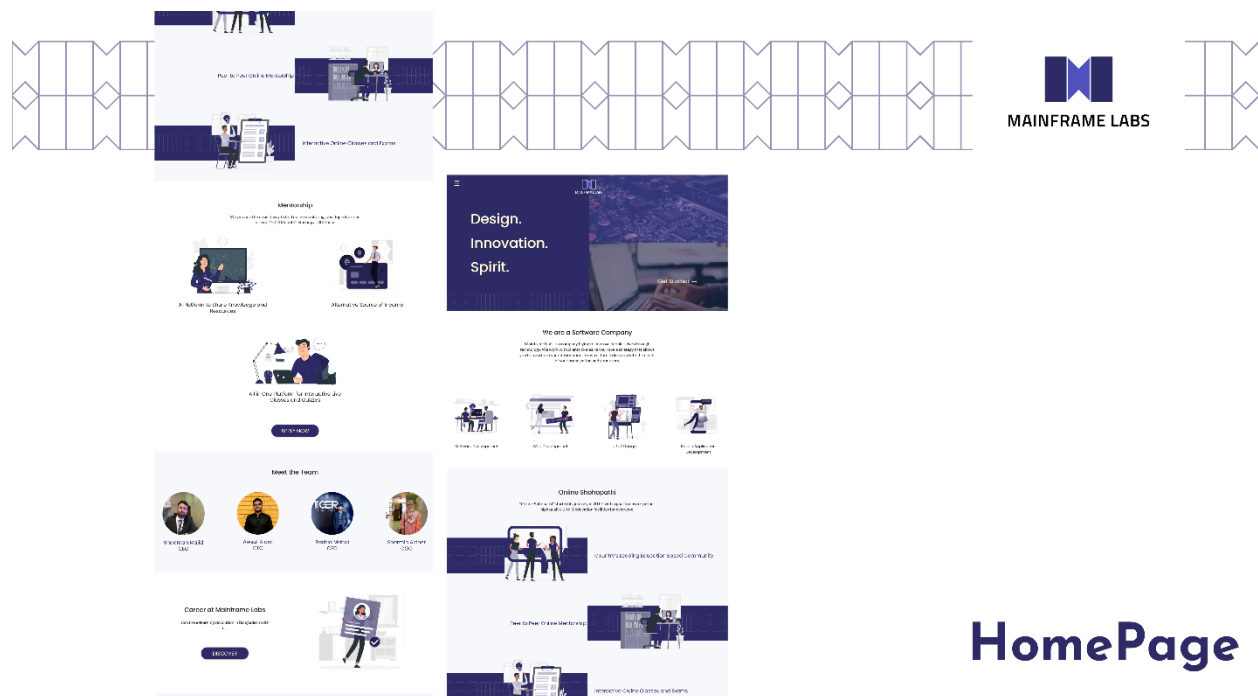


Image 4.2: Homepage UI.

Career Page:

Mainframe Labs is always open to acquiring new talents. The career section showcases the recent vacancies for people who are looking for new opportunities. Candidates can easily apply to various posts from the career page of the website.

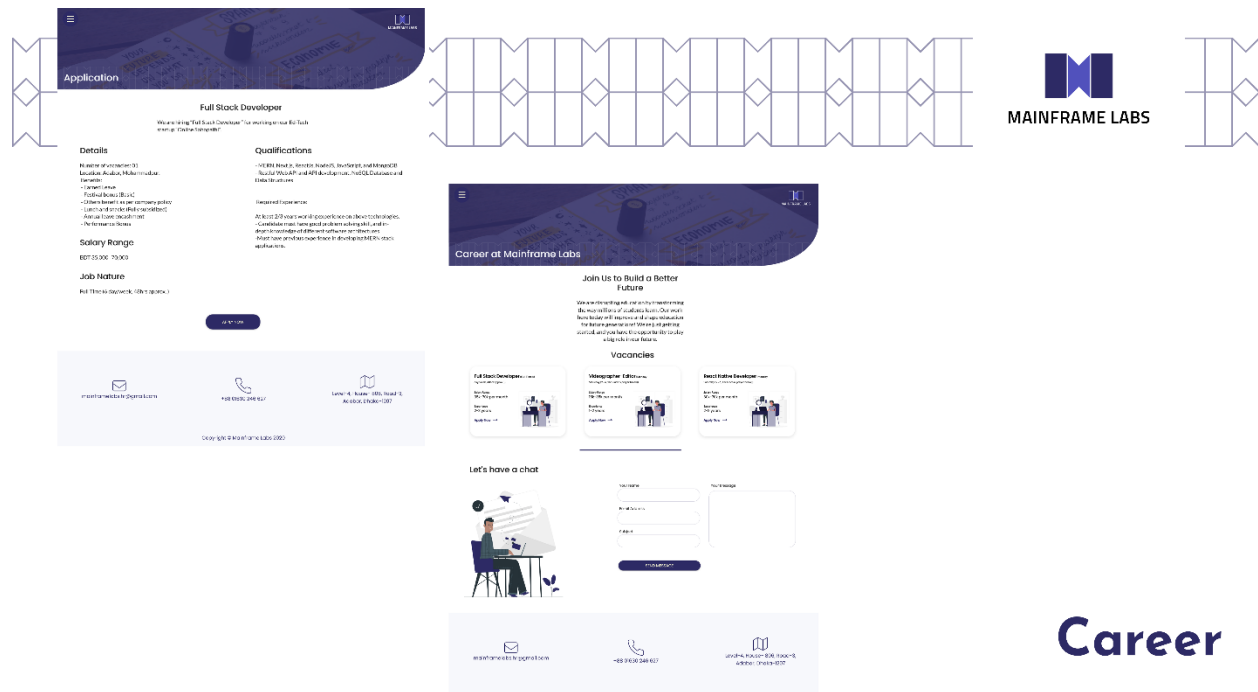


Image 4.3: Career Page UI.

Challenges Faced:

- The project timeline was very limited. So, I had to rush into my designs
- Design and development were running simultaneously, so it was hard to make frequent changes to the design
- The website does not have many pages. That's why I had to put everything on one page

Mistakes Made:

- I did not use a design system for this project, which decreased my efficiency
- The design is not up to the industry standard since it was rushed to development
- I could not test the design before launching

Learning Outcomes:

- I learned how to design websites for companies as their profile
- I have worked on their career page, which helped me understand how a company hires people

PROJECT 5

Project Name: Brand Identity Design - Nexam.ai

Client: Nexam.ai

Start Date: 01/03/2021

End Date: 08/03/2021

Project Brief: Nexam.ai is a next-generation exam & assessment system that redefines the present way of student evaluation. It is an online exam platform for teachers and students to use for secured, efficient, and fast evaluation. The brand will soon be launched officially and will be open for everyone to purchase its services.

Tasks & Responsibilities: I was instructed to design the brand identity to maintain visual consistency across different platforms.

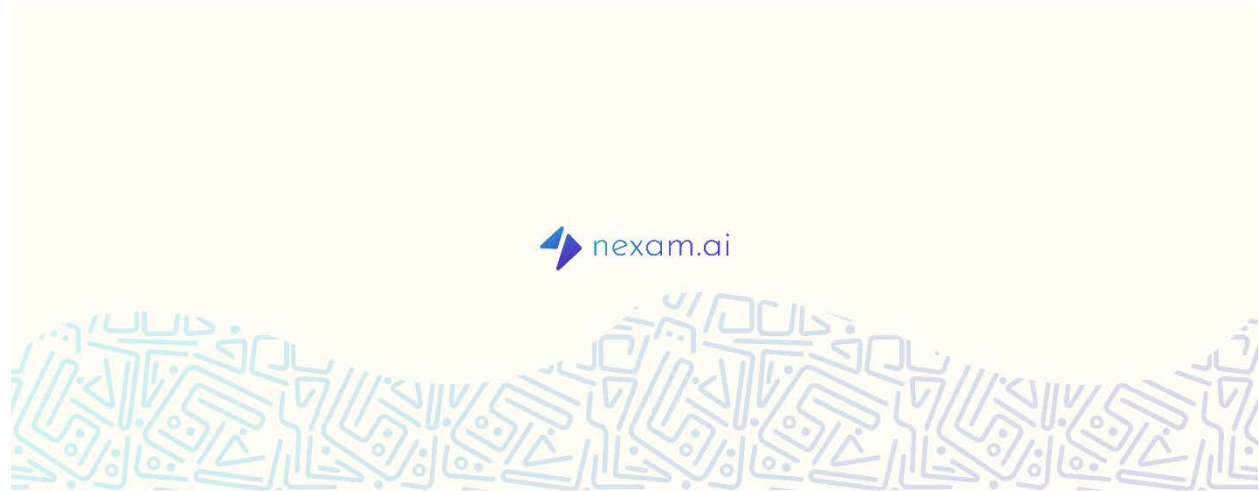


Image 5.1: Nexam.ai Cover.

Brand Identity Design: Brand Identity Design is a compilation of different elements that visually refers to a particular brand or entity. It contains the logo, brand colors, brand typography, etc. Brand Identity Design sets the visual tone of a brand to stand out in a competitive market.

Logo: Designing a Logo for a brand is not a linear process. It takes a lot of iterations before coming to the right one.



Image 5.2: Logo Ideation.



Image 5.3: Final Logo.

Mark Origin:



Concept

Nexam is a platform for Learners
and Educators to converge in order to
achieve a seamless academic assesment.



Image 5.4: Logo Mark Origin.

Logo Variations:



Image 5.5: Logo Variations Bangla and English.

Logo Spacing:



Image 5.6: Logo Spacing.

Colors:

Content



Gradients



Solid



Image 5.7: Color Guide.

Typography:

Aa

Qanelas

THE QUICK BROWN FOX OVER THE LAZY DOG
the quick brown fox over the lazy dog

কথ

বড়বন্ধু

তখন একদিন কানু কাইন তাকে এই বড় বাঁশ নিয়ে তাড়া করতে সে ছুটে
মাঠে চ'লে গেল; পাঁচুর ছেলেটির বড্ড ঢোলক বাজাবার শখ ছিল।

Image 5.8: Brand Typography and Fonts.

Patterns:



Image 5.9: Pattern Variant 1.



Image 5.10: Pattern Variant 2.

Logo Usage:



Image 5.11: Logo Use Cases.

Icons:

App Icon



Favicon



Image 5.12: Icons for Devices.

Social Media Posters:



Image 5.13: Social Media Promotional Poster.



Image 5.14: Social Media Promotional Poster.



Image 5.15: Social Media Promotional Poster.



Image 5.16: Social Media Promotional Poster.



Image 5.17: Social Media Promotional Poster.



Image 5.18: Social Media Promotional Poster.



Image 5.19: Nexam Back Cover.

Challenges Faced:

- Very limited time to experiment with multiple ideas
- No opportunities for peer review

Mistakes Made:

- I did not have proper guidelines to start. So, at first, the logo didn't look appealing
- I could not do market research due to time limitations
- I could have been more careful with the colors
- I didn't keep the app design in mind while designing the brand identity

Learning Outcomes:

- Designing brand identity is one of the biggest experiences of my employment. I learned to experiment with multiple components of visual communication
- I studied a lot of established brands and their visual documentation, which helped me understand the nuance of developing a brand
- Branding is important for every company
- I learned how these companies use visual communication to interact with their stakeholders

PROJECT 6

Project Name: Digital Product Design - Nexam App

Client: Nexam.ai

Start Date: 13/03/2021

End Date: 01/04/2021

Project Brief: Nexam is an online exam platform for students and teachers. A smartphone app is the fastest way for the students to appear on an exam and for the teachers to prepare a question anytime, from anywhere.

Tasks & Responsibilities: I was instructed to develop a smartphone application for the users to use the platform.

Nexam App:

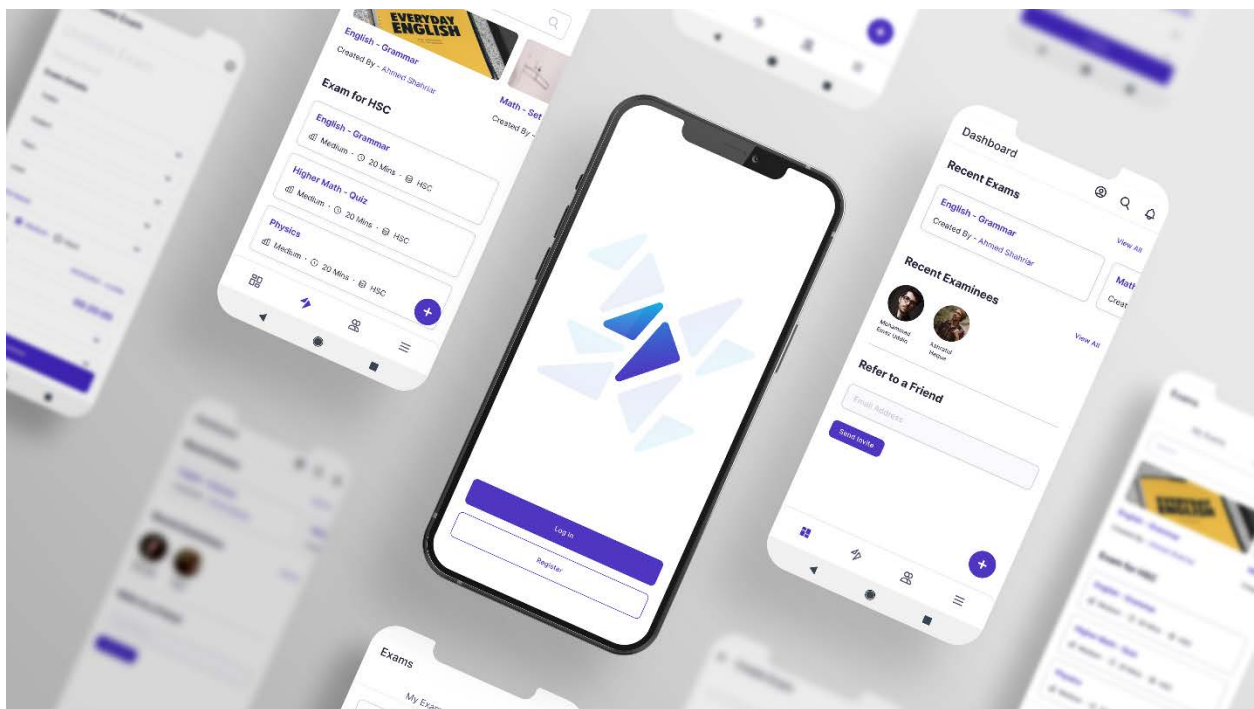


Image 6.2: Nexam App Completed UI Design.

With this app, teachers will be able to create and publish exams and the student will be able to attempt their assigned exams. This eliminates the necessity of Google forms and Moodle for taking student evaluations.

Key Features:

1. Create an exam from scratch
2. Generate exam using Machine learning and AI
3. Question bank for different topics and subjects
4. Quick question generation from publicly available (only for teachers) exams
5. Individual student progress report
6. Different solutions for a different level of customers
 - a. Hobbyist – Free tier for part-time teachers
 - b. Mentor – Small teams of teachers
 - c. Guru – Suitable for big private batches
 - d. Scholar – Perfect solution for small educational institutes
 - e. Academia – Big institutes like Colleges and Universities

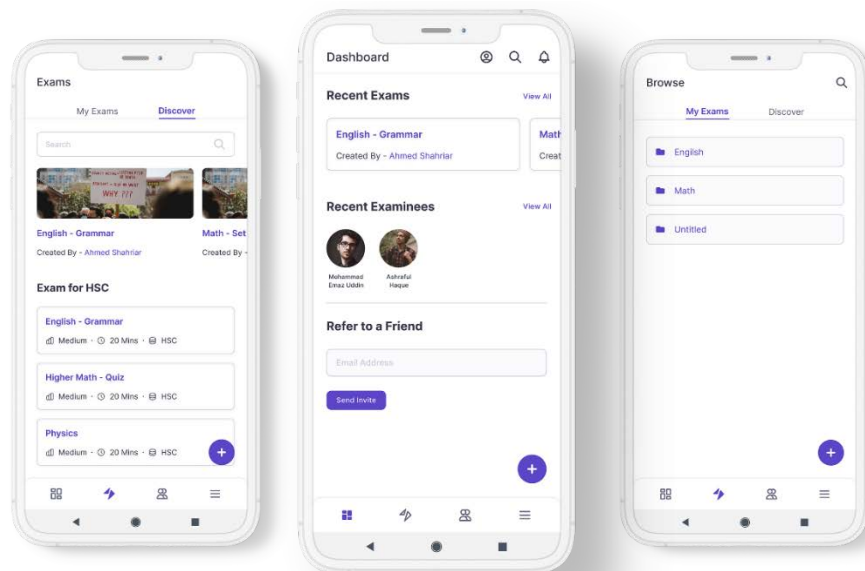


Image 6.2: Nexam App UI Design.

User Flow:

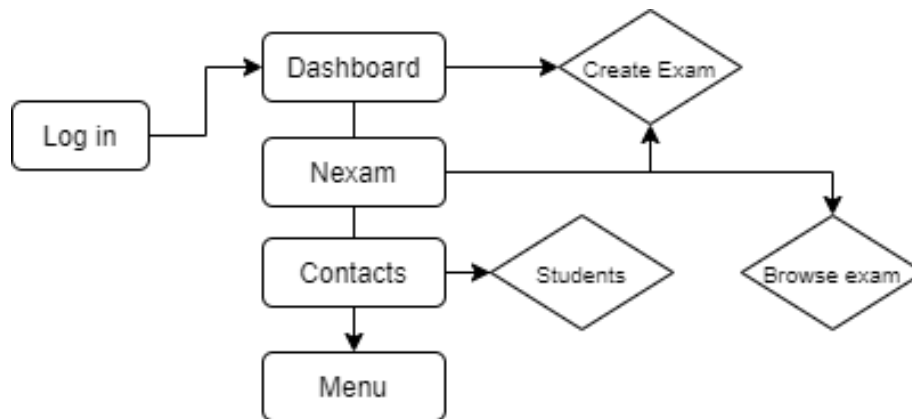


Image 6.3: User Flow.

Wireframe:

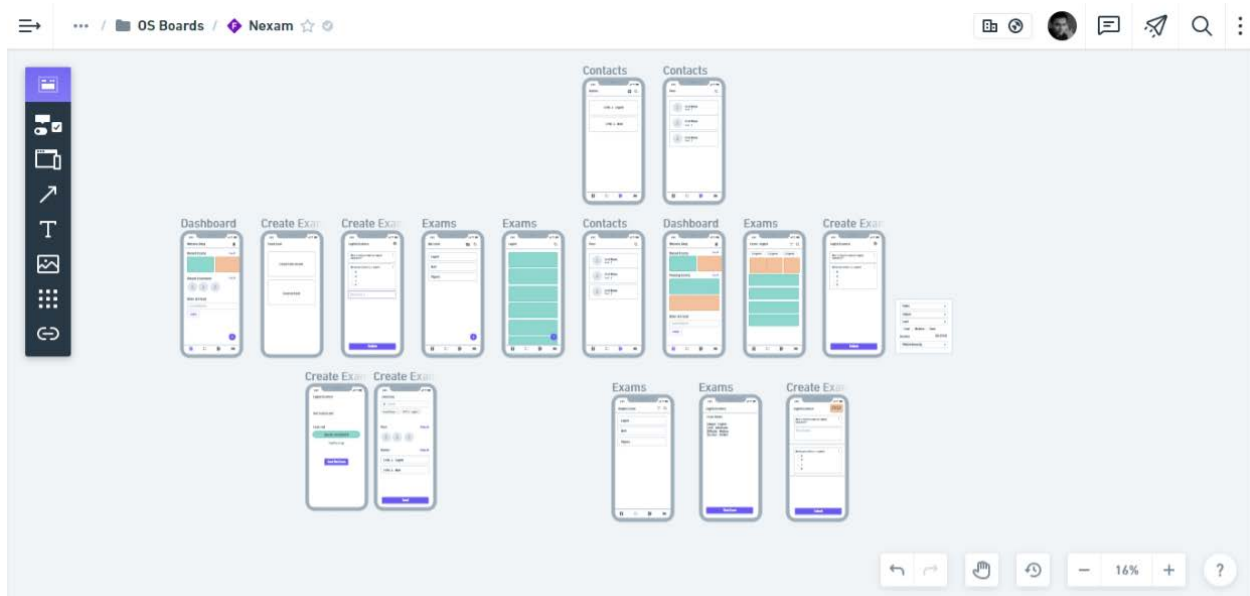


Image 6.4: Wireframe.

Extended Screens:

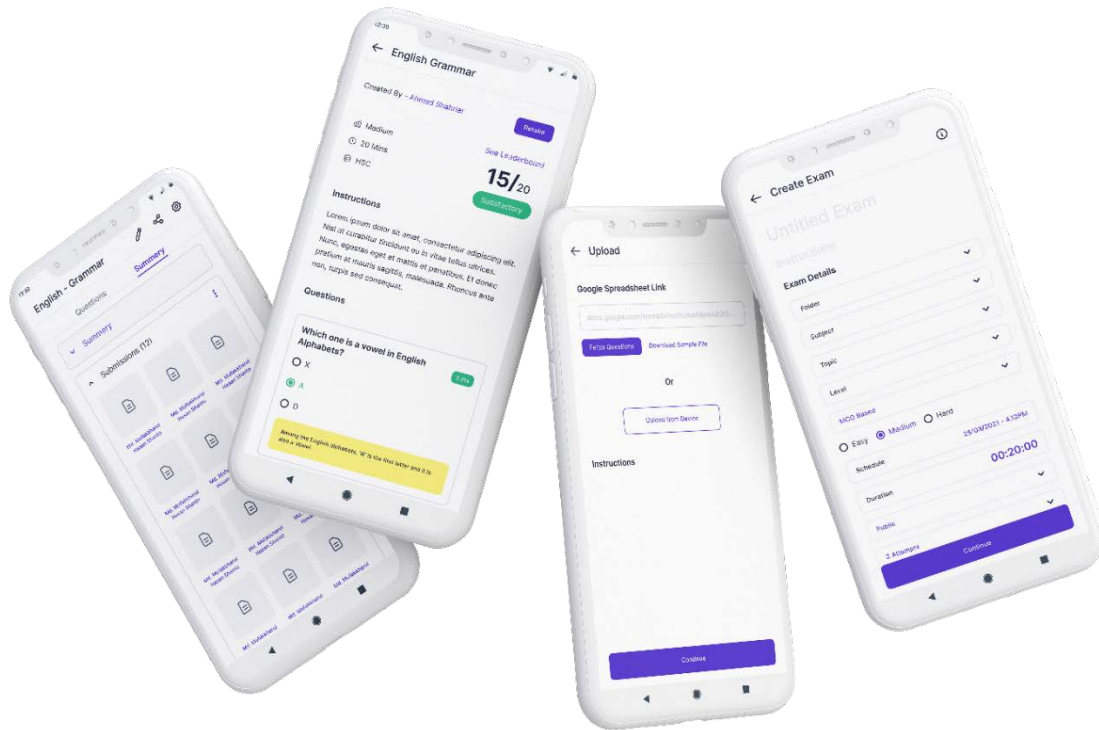


Image 6.5: UI Screens.

App Design:

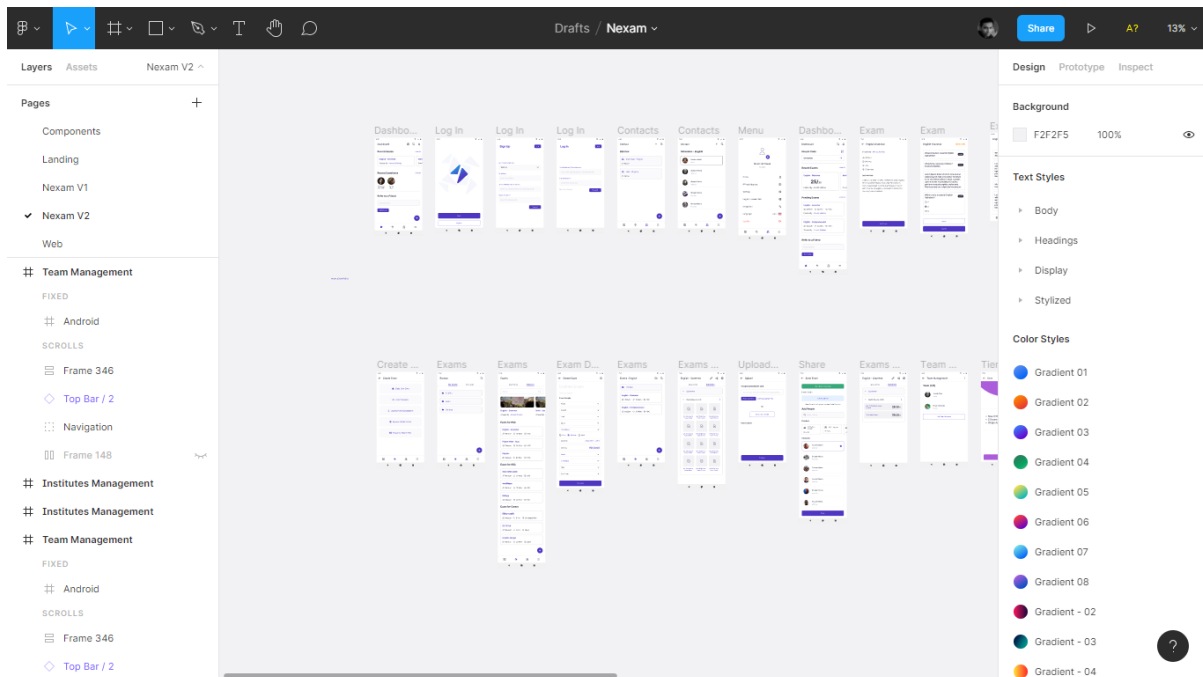


Image 6.6: App UI Design Process.

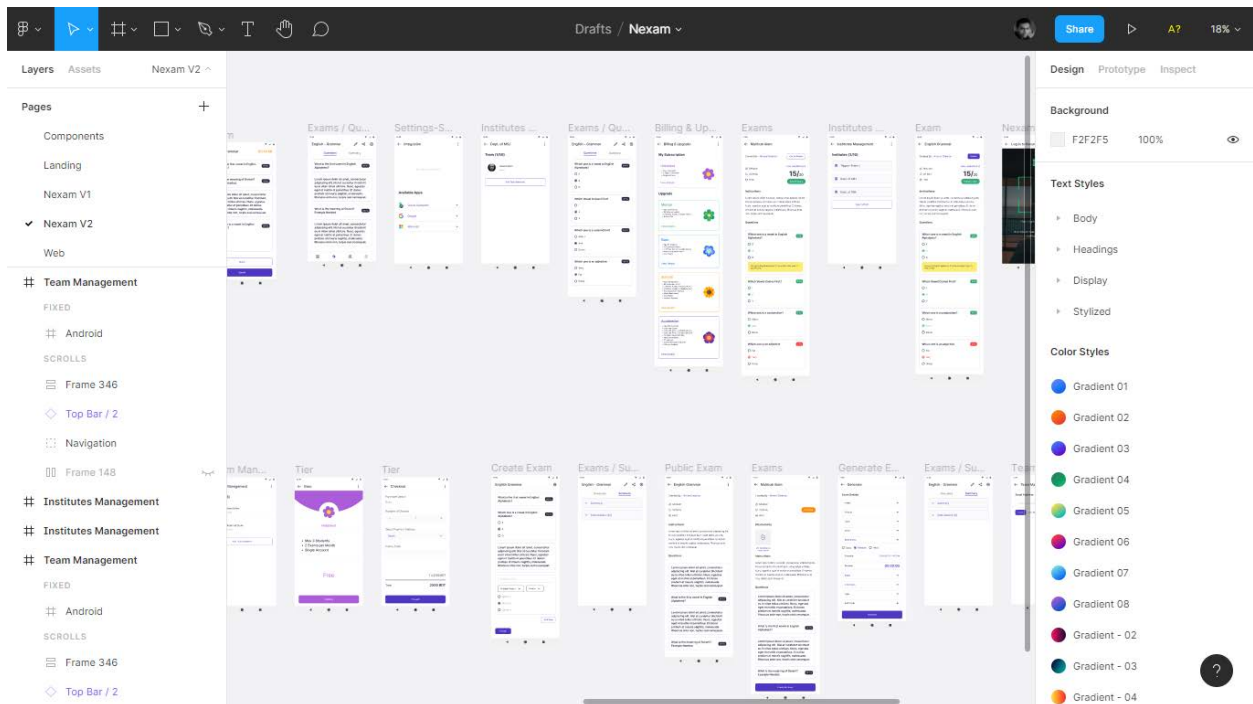


Image 6.7: App UI Design Process.

Challenges Faced:

- I had to design 80% of the app in just 2 weeks
- There was not enough background research available
- Market compatibility is not fully determined yet
- Users are not comfortable using new technology

Mistakes Made:

- At first, I used a different design system. Which would slow down the development and the production of the app. Later, I resorted to the existing design system and polished it from there
- I could not do enough user research
- I had pre-existing ideas of traditional exam systems. Which often would hold me down from thinking out of the box

Learnings Outcomes:

One of the key learning was that a lot of people don't know how to adopt and maintain new technology. So, the design must be inciting and appealing enough for users to use. In this project, I also learned to do user research on the need and the feasibility of the app.

INTERNSHIP OUTCOME

From my role as a User Experience Designer at Mainframe Labs, I had the opportunity to work with an amazing team. Everyone on the team is young and full of energy. Our internal communication was mostly informal since we believe in agility over formality.

I have designed Online Sohopathi Applications for users. Which helped me understand the young academic minds. I got to sit with the students and the teachers to ensure their efficient experience of knowledge sharing. This helped me empathize and understand the user's needs.

I have learned to use different communication and design tools that made my job easier every day. Daily, I needed to go through multiple channels of communication and maintenance. Although most of my instructions would come verbally, I would still have to keep things organized and prepared for follow-up or recheck. This helped me become more organized and punctual towards my work.

I have received a lot of praise from my colleagues and supervisors for my work ethic and determination. I never missed a single deadline and always cleared due backlogs. It significantly boosted up my spirit and morale to work even harder and smarter every day.

WORKPLACE LOG

Internship / Weekly Log

Share

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Weekly Log

+ Add a view

Properties

Filter

Sort

Search

...

New

Column	Date	Tasks	Status	
Week 1	Feb 1, 2021 → Feb 4, 2021	Orientation	Completed	
		UX Study on Education App	Completed	
		Graphics Works	Completed	
Week 2	Feb 6, 2021 → Feb 11, 2021	Graphics works	Completed	
		OMR Sheet briefing	Completed	
		OMR Sheet Redesign	Completed	
		UX Study on Education App	Completed	
		Product Meeting	Completed	
Week 3	Feb 13, 2021 → Feb 18, 2021	OMR Sheet first draft	Completed	
		Graphics Works	Completed	
		OS App Wireframing	Completed	
		Mainframe Labs Website Redesign	Completed	
		Product Meeting	Completed	
Week 4	Feb 20, 2021 → Feb 25, 2021	OS App Prototype Design	Completed	
		OS Mentor App Prototype Design	Completed	
		Graphics Works	Completed	
		OMR Sheet iteration 2	Completed	
		Product Meeting	Completed	
Week 5	Feb 27, 2021 → Mar 4, 2021	Graphics Works	Completed	
		Nexam Brand Study	Completed	
		Nexam Brand Identity Development	Completed	
		Product Meeting	Completed	
Week 6	Mar 6, 2021 → Mar 11, 2021	OS App Prototype Iteration 2	Completed	
		Nexam Brand Presentation	Completed	
		OMR Sheet Delivery	Completed	
		Graphics Work	Completed	
		Product Meeting	Completed	
Week 7	Mar 13, 2021 → Mar 18, 2021	Graphics Work	Completed	
		Nexam App UI Wireframing	Completed	
		OS App Iteration 3	Completed	
		Product Meeting	Completed	
Week 8	Mar 20, 2021 → Mar 25, 2021	OS Mentor App Design	Completed	
		Graphics Work	Completed	
		Design System	Completed	
		Copy of Nexam App UI	Completed	
		Product Meeting	Completed	
Week 9	Mar 27, 2021 → Apr 1, 2021	Graphics Work	Completed	
		Nexam App UI iteration 2	Completed	
		OS Mentor App Design	Completed	

+ New

COUNT 39

?

Click [here](#) to access the digital version of this workplace log.

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Md. Ikram Ud Doula

University ID: 171012066

Name of the Institute/Organization:	Mainframe Labs Limited		
Corporate Office Address:	806, Road: 3, Adabor, Mohammadpur, Dhaka		
Email:	mainframelabs.ltd@gmail.com	Web:	www.mainframelabs.ltd

1. During a typical week, approximately how many hours did you dedicate to your internship?

40+

2. Was your internship paid? If yes, how much?

27,500 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1= Not at all 2 = Slightly 3 = Moderately 4 = Quite a bit 5 = A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	3
7	I have a sense of personal achievement.	4

8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	4
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	4
19	I have the ability to connect academic subject matter to the real world.	3
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.04

5. General Comments

I have always admired young minds that want to make an impact on the society. I felt, this company is pioneering the next generation distance learning technology. I am so happy to be able to be a part of the journey.



Signature of Intern

PROFESSIONAL COMPETENCIES

Throughout my journey at Mainframe Labs, I have learned a great deal which created a significant impact on my life and my career.

Communication and Design:

- Google Workspace
- Slack
- Discord
- Figma
- Whimsical
- Trello
- Notion

Skills:

- Brand Design
- UI Design
- Wireframing
- Prototyping
- Creating user personas
- User research
- Understanding human-centered design

Knowledge:

- In-depth Computer programming
- Service-Oriented System
- System Design
- Service Design
- Front-End Development
- API Documentation
- Schema maintenance

Attitude:

- Time management
- In-depth research into UI and UX
- Handling clients