

This is a report on
“Product management and User Experience for creating successful
software in SELISE Digital Platform”

By

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18104070

A report on an internship presented to the BRAC Business School in partial completion of the requirements for the Bachelor of Business Administration degree.

BRAC Business School

BRAC University

January 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:



Shams Enam Chowdhury Alfi

18104070

Supervisor's Full Name & Signature:

Md. Hasan Maksud Chowdhury

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Md. Hasan Maksud Chowdhury
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report after successful completion of BUS400 in Fall 2022.

Dear Sir,

With utmost respect and thanks, I am giving my internship report on "Product management and User Experience for creating successful software in SELISE Digital Platform". This report was created to fulfill the requirements of my BRAC Business School Bachelor of Business Administration degree. I was posted to the Dhanmondi 27, Dhaka branch. I gathered survey data in order to assess sales and successful software development.

If you approve my internship report, I will be thankful. I did my utmost to make my report using what I knew.

Your acceptance and approval of my report would motivate me. If you do have any questions, I would be happy to answer them.

Sincerely yours,
Shams Enam Chowdhury Alfi
18104070
BRAC Business School
BRAC University

Non-Disclosure Agreement

[This page is for the Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between SELISE Digital Platform and the undersigned student at BRAC University.

Shams Enam Chowdhury Alfi

18104070

BRAC Business School

BRAC University

Executive Summary

The world is moving towards a digital age rapidly. The importance of software is increasing day by day. People are getting to know that in order to make their business operations efficient they will require good software.

The Purpose of this research is to determine the sales and the elements that impact sales. Moreover, the importance of creating successful software in order to increase sales as well as develop the company. This research also tells us the overall structure of SELISE and its core team. I will analyze the research and will provide adequate suggestions.

Surveys were conducted respectively to determine the objectives. Moreover, marketing research was conducted to find out the marketing strategies that SELISE follows in order to reach out to clients/customers. Impacts of clients and project management on creating successful software is surveyed where all people agree that a good project management is a must for creating a successful software. Whereas, a few employees think that bad client/hard handling clients are the main reason for failure of a product.

An insight of connection between UX and Project management is shown in this project. A survey was conducted as to how many employees agree that UX in software is important for a product to be used for a longer period of time. Therefore, creating a strong customer base for the client as well as SELISE. This article aims to provide proper knowledge and understanding of the objective.

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Acronyms

UX - User Experience

TX - Total Experience

QA - Quality Assurance

PAA - Product Assurance Analyst

BA - Business Analyst

Chapter 1:

Internship Overview

1.1 Student Information

Name	Shams Enam Chowdhury Alfi
ID	18104070
Program	Bachelor of Business Administration (BBA)
Major	Marketing
Minor	Human Resource Management

Table 1: Student Information

1.2 Internship Information

1.2.1 General Information

Period	3 Months period
Company Name	SELISE Digital Platform
Department	TX Lab
Address	House 5, MIDAS Center, Secure Link Services BD Ltd, Road 27, Dhaka 1209.

Table 2: General Information

1.2.2 Internship Company Supervisor's Information

Name	Tawhidul Alam
Position	Head of Business Operations

Table 3: Company Supervisor's Information

1.2.3 Job Scope

SELISE has various career opportunities. The company provides careers such as Software Developer, Business Analyst, Product Acceptance Analyst, User Experience Engineer, Human Resource Manager and Administration Support. Fresh graduates are encouraged to apply and through some series of tasks and interviews candidates are selected. All the aforementioned designations have their own duties and responsibilities. I was hired as an UX intern. My tasks were to understand a business requirement and come up with a suitable digital solution for that requirement. Basically, I researched about my tasks and designed a suitable UI(User Interface) appropriate for the requirement of the application which will make the user interaction more easy and intuitive.

Furthermore, they give proper training to the interns as UX is new to everyone and there is no proper education for it in our country. UX is an emerging career as technology is developing and the world is trying to move to a digital era.

1.3 Internship Outcomes

1.3.1 Student's Contribution to the company

Working in SELISE Digital Platform as an UX Intern was a wonderful experience and opportunity for me. I got to learn as well as observe the business side of an industry practically. I was assigned some tasks regarding the user interface of a financial application. My responsibilities as an UX Intern were:

- Understanding business requirements from Business Analysts or from my supervisor.

- Taking notes of the requirements.
- Researching and coming up with a solution.
- Designing a user interface based on my research.
- Handing the design to my supervisor with proper documents and handling the criticism of my supervision about the design.
- After approval, handing the design to developers.

In conclusion, through performing the task successfully by creating a good UI I added value to the company.

I have worked on some projects. Following are some of the works that I have completed,

Dashboard Design

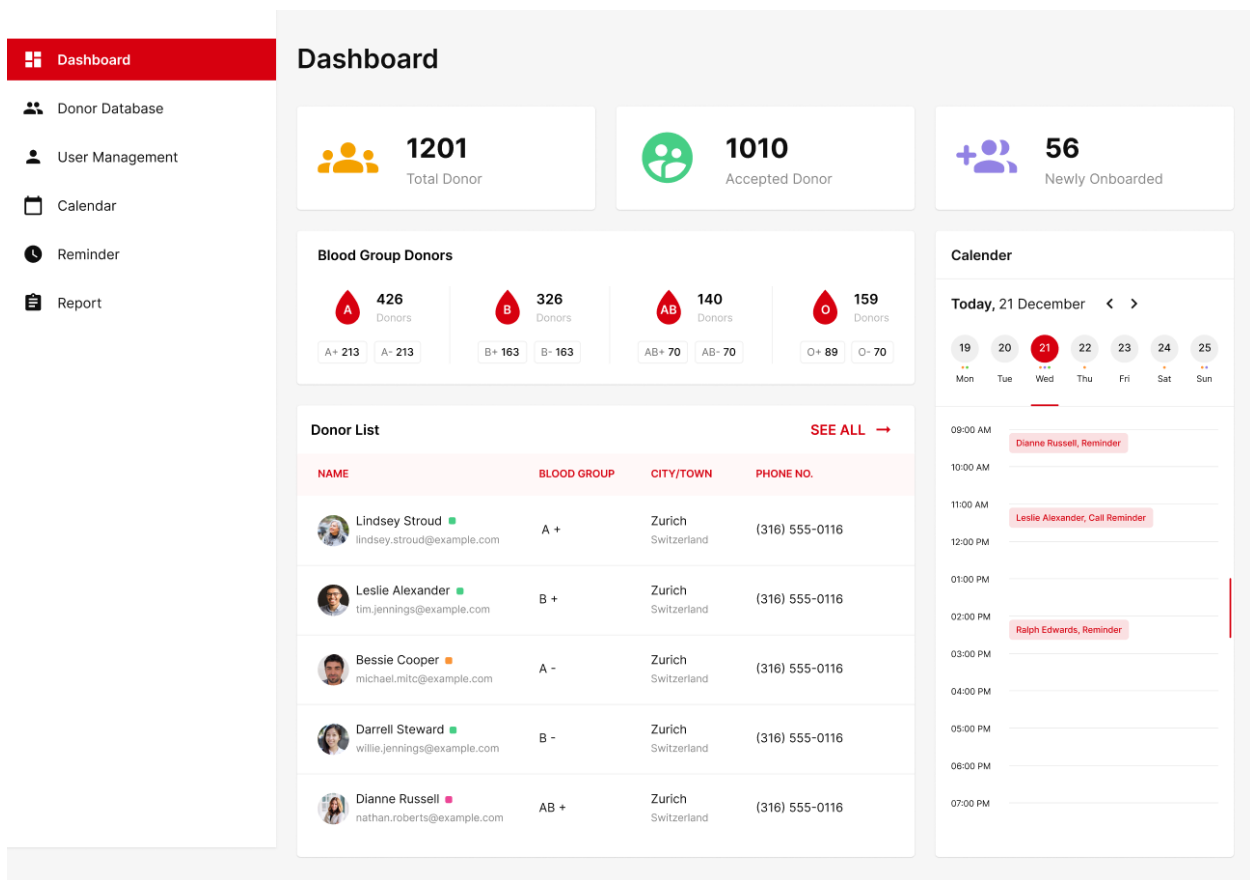


Figure 1: Blood Donation Dashboard

Course Overview

TURM KAFFEE

My Courses EN 3 J Jane Cooper

My Academy

Search by course name

Taster barista Enrolled

25 Feb, 2021 2:30 pm Schlieren ZH

[View Course Details](#)

Tour de Café «Alternative brewing methods» Enrolled

25 Feb, 2021 2:30 pm Schlieren ZH

[View Course Details](#)

Taster course for gastro trainees Completed

25 Feb, 2021 2:30 pm Schlieren ZH

[View Course Details](#)

Events

Taster barista

Date	Time	Location
11.08.2022	11.08.2022	Schlieren ZH

Tour de Café «Alternative brewing methods»

Date	Time	Location
11.08.2022	11.08.2022	Schlieren ZH

Taster barista

Date	Time	Location
11.08.2022	11.08.2022	Schlieren ZH

Suggested Academy Courses

Taster course for gastro trainees CHF 90.00

2.5 hrs Beginner 10 available schedules

[View Details](#) [View Schedule](#)

Taster course for gastro trainees CHF 90.00

2.5 hrs Beginner 10 available schedules

[View Details](#) [View Schedule](#)

Taster course for gastro trainees CHF 90.00

2.5 hrs Beginner 10 available schedules

[View Details](#) [View Schedule](#)

Figure 2: Course Overview Page

Pension Dashboard

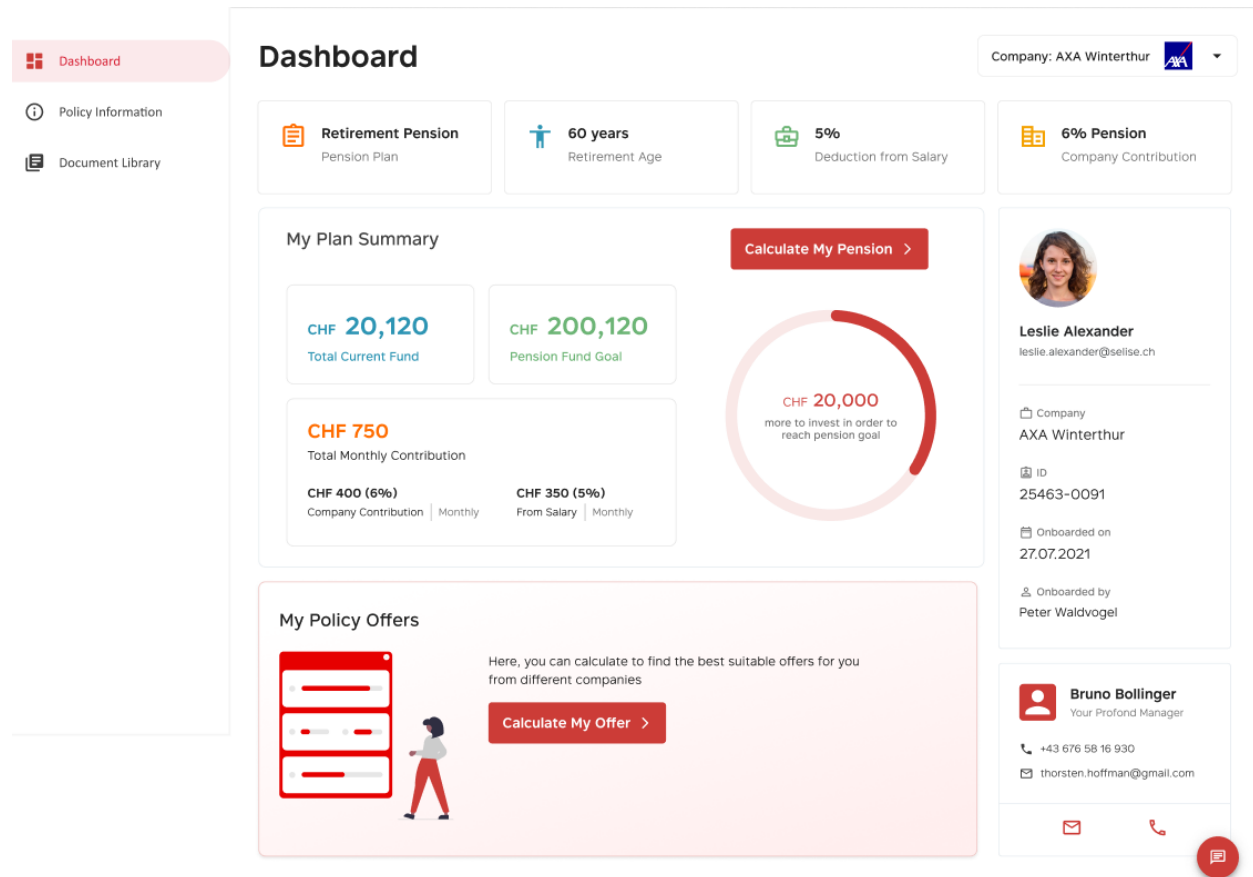


Figure 3: Pension Dashboard

1.3.2 Benefits to the student

Getting to do something practically rather than reading them in theories is one of the best things about an internship in this company. I not only got a friendly environment but also a knowledgeable environment where everyone is happy to share their knowledge. The benefits for a student working as an intern are:

- Getting to know about a new industry.
- Prior to my time here in SELISE, I had very little knowledge about an actual formal workplace environment. Here, I got to learn how to be both formal and informal in an office environment.

- I learned how to maintain proper relationships with co-workers. Moreover, it is very important for an UX engineer to have a positive relation with co-workers as the work greatly depends on communication with business analysts as well as developers.
- I was able to achieve basic knowledge about UX engineering and the workplace.
- I was able to observe my senior/supervisor while they were at client meetings.
- I was able to learn tools like Figma, Sketch, Miro, Trello and MS Teams.

In conclusion, I was able to learn a lot and got to practically observe and work.

1.3.3 Problems/Difficulties

Although completing the internship was a wonderful experience for me, I faced various challenging situations. Such as,

- Transportation was a hassle.
- As an intern and having less experience it was hard for me to come up with solutions to the requirements.
- I had to face many criticisms of my work and had to redo the task many times.
- Office environment was new to me so I felt uneasy sometimes there as I was the youngest intern there.
- Pressure of doing the task successfully.

Considering the aforementioned difficulties that I had faced as an intern, I was still able to complete my given tasks, learn, follow the instruction of my supervisor and show respect to all my coworkers.

1.3.4 Recommendations

To start I would suggest having a short and effective training session with the interns. I received training but, in my opinion, it was not well thought out. Some of the tasks given were a bit hard for an intern so I would suggest giving moderate level tasks. Apart from that, I had a wonderful time there due to the company's friendly atmosphere.

Chapter 2: Organization Part

2.1 Introduction

A software company falls under Tech Industry whose main purpose is to design and develop digital products such as web applications, websites and other various types of software. SELISE is a Swiss based Multinational company operating in 6 countries including Bangladesh. SELISE is a software company that develops high quality industry-based software from conception to completion. They help businesses improve their performance through their knowledge of technology. They work with a variety of clients such as civil engineers, sports club, event managers, chocolate manufacturers and financial personnel.

2.1.1 Limitation:

There is one limitation to this is, SELISE being a private company does not allow general public to look into its financial reports. As a result, I was unable to retrieve any financial report from the company.

2.2 Overview of SELISE

SELISE was founded in 2011. Starting with a small team of employees now the company has around 300-400 employees. They provide state of the art software solutions to a wide range of clients. Today SELISE is said to have the biggest UX team in Bangladesh with around 22 UX engineers. With the help of UX engineers they are able to design and create high-quality user-friendly software for the clients. They also have skillful developers, product owners, engineers, quality assurance engineers and business analysts. They work on the latest technologies and challenge projects with determined teams. With their work station in Dhaka they provide solutions of any scale concerning,

- Shared License Software Product Development

- Software Architecture and Technology consulting
- Business Process Outsourcing.

They provide software, content management systems, websites and fun mobile games to international clients. SELISE builds any software that demands a lot of load, complicated algorithms, vast data, and high security or application that needs to be rebuilt in quality industry standards.

2.2.1 Vision, Mission and Values

SELISE's vision is to become a global brand for providing high class software product engineering.

SELISE's mission is to provide quality intellectual services and consulting. They want to be the first choice of client for any kind of software development. Encourage innovation and automation to improve industries and their business.

SELISE wants to ensure every single member employed in SELISE realizes their full potential. Making sure employees have a great working environment. Lastly, making the client happy by delivering products on time.

2.2.2 Products and Services

SELISE E-Signature

This is an electronic signature application from SELISE where parties can sign their documents online without any hassle. This application provides features like,

- Parties can import documents.
- Parties can place signs from their desktop/laptop.
- A party can sign and send the documents to other party for signature through email.
- Parties can review the documents.

This application can be integrated and connected with other applications that require signature service. This is a fast and efficient solution for signature.

Site by SELISE

Site by SELISE is a page builder from which anyone can build a user- friendly website easily for their business. There are many templates for a variety of businesses. A person can build for free. Moreover, by having a monthly subscription users can get many additional features in order to create their own personalized websites.

SELISE Cloud Applications

In this application SELISE provides many services like,

- E-signature
- Task management
- Campaign creation
- Document Management System
- Contacts
- Calendar

Any business can integrate or connect these services with their existing applications in order to improve their work flow. The apps are constantly being updated according to the industry standards with high level security.

2.2.3 Major Clients

SELISE is an expert in developing software for a wide range of industries. The quality and rapid development of SELISE attracts big clients of Switzerland. Some major clients are SwissLife, LGB2B, Vorwerk, Laderach, Amberg Loglay, SWICA and so on. With the cooperation of a highly qualified workforce distributed over Dhaka, Zurich, Bhutan, Germany and Dubai SELISE is able to provide high class products to the end clients. ELISE builds a healthy relationship with clients by focusing the client's customer as the end customer.

2.3 Management Practices

2.3.1 SELISE Leadership Team

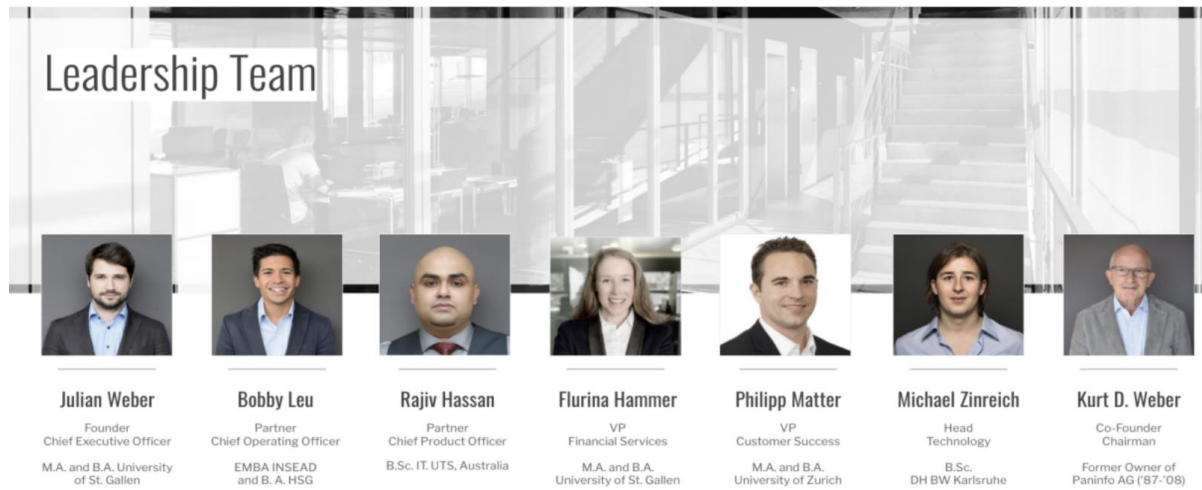


Figure 4: SELISE Leadership Team

A well-structured company's management is the key to the success of any company. SELISE also has a well-structured management where everyone plays their own role. There are board members, corporate executives and specialists.

2.3.2 SELISE Organizational Chart

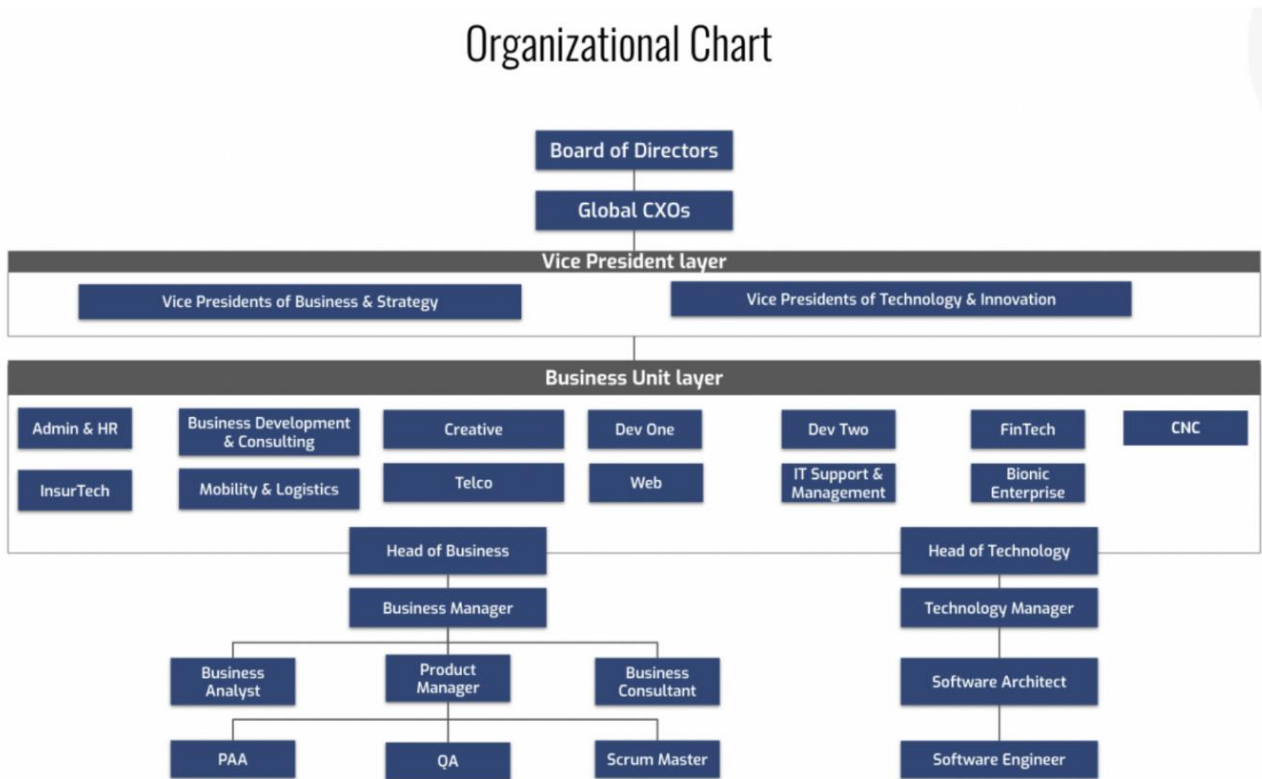


Figure 5: SELISE Organizational Chart

The leadership style in SELISE is laissez faire. Here, the task of developing is assigned to a business manager and the business manager with his/her own analytical skill manages the development with the help of a team. According to a survey, this style of leadership is followed in Google and they are very successful. Moreover, through this the true potential of employees are found.

2.3.3 Human Resource Planning

SELISE has a knowledgeable team of Human Resource Management. The department is called Strategic Human Resource Management. They hire, recruit, retain and manage the organization's employees. Currently, the SHRM consists of 6 members with Kazi Adnan Raihan being the Principal HR Manager. HR in SELISE works very hard in keeping the employees happy and content. The facilities that they strategized in order to retain employees,

- Give proper orientation.
- Breakfast, lunch and snacks facilities.
- Yearly/occasional gifts for all employees.
- Arrange team events to make the bond strong in a team.
- Facilities of funds for employees for any trip abroad.

For recruitment HR follows a number of steps to make sure that they are recruiting skillful and hard-working employees. For recruitment the following steps are followed,

- 1) Advertisements.
- 2) Screening CVs.
- 3) Selecting suitable candidates for the initial phase.
- 4) Giving assessment tasks to the candidates.
- 5) If completed, the candidates are asked for a second phase.
- 6) In house interview on basis of the assessment.
- 7) Selecting a candidate.
- 8) Onboarding.

SELISE gives yearly compensation to the employees. After their HR year ends, the HR reviews the performance of the employee and accordingly gives a pay rise percentage to the employee. Recently, the HR team has decided to double the rise due to inflation in the country. Moreover, a yearly bonus is given to an employee after the year ends.

Training is an important initiative for a company in order to grow their employees. HR in SELISE arranges adequate training programs for all employees according to their department or the work path they are on.

2. 4 Marketing Practices

SELISE is a multinational company who has a marketing team working to promote SELISE to its potential customers/clients. SELISE is a popular brand in Europe, especially in Switzerland. Its unique value proposition makes SELISE customer's choice for developing applications. One of the unique performing departments in the company is the UX department which is called TX Lab (Total Experience).

2.4.1 Marketing Strategy

For marketing SELISE uses mainly digital marketing and inbound marketing. Through social media SELISE attracts talents to the company as well as potential clients. Afterwards, when the company has a client, they try to create more leads with the client by developing a quality standard application. Moreover, the word of mouth of these clients is very important in order to attract more clients. According to COO, SELISE was able to get clients by simple word of mouth from their recent clients. Recently, TX lab (Previously known as SELISE Creative) sponsored an event in Bangal Boi.

Target Customers

Main target customers of SELISE are the big businesses who are in need of software to improve their management system. Main focus is the European countries. Recently, SELISE is making software for some Bangladeshi companies like Lanka Bangla, IPDC, EBL Sky Banking etc.

Positioning Strategy

SELISE positions itself by differentiation which is building rapid software with great user experience. Having a UX team they can pitch any company with functional prototypes, whereas for a prototype design any company needs to pay extra money to any designing agency. Having a design prototype means that the application design while presenting to a client will not be in slides rather the client can interact with it like a normal functioning app. According to COO, having this ability to show design prototypes of applications to clients is one of the unique selling points of the company.

Marketing Channels

The main channels of SELISE is digital methods through social media and the aforementioned methods.

Branding Activities

For branding SELISE does on campus events, social media advertising and word of mouth as their branding. They maintain a very insightful website where they highlight their achievements and works.

2.5 Financial Performance and Accounting Practices

As SELISE is a private company with sole proprietorship, the company does not share its financial information. As a result, I will not be able to have any input in this part.

2.6 Operations Management and Information System Practices

SELISE being a tech company, software play a crucial role in operations management and system practices.

2.6.1 Hybrid Meetings

Since SELISE is a hybrid company, most of us work from home as well as in the office. As a consequence, it's crucial for all of us to attend meetings and keep current on all of the company's initiatives. As a result, a morning meeting is held to kick off the day.

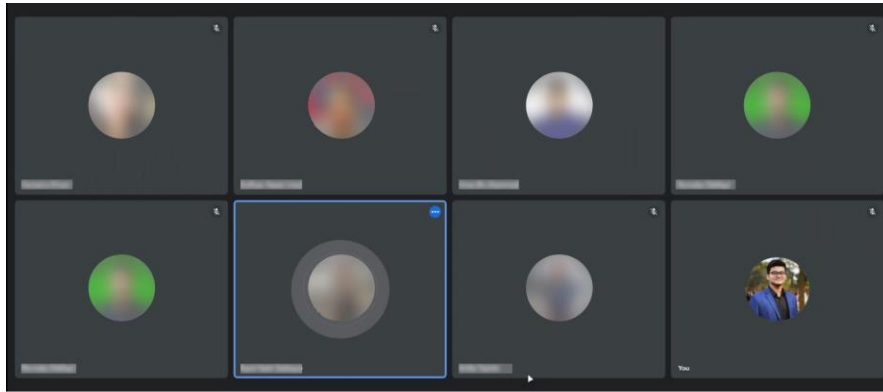


Figure 6: Google Meet Meetings

2.6.2 In-house Management System

SELISE uses their in-house custom - built software to track their employees,

- Attendance.
- Lunch
- Leave application
- Toil (Extra working hours)

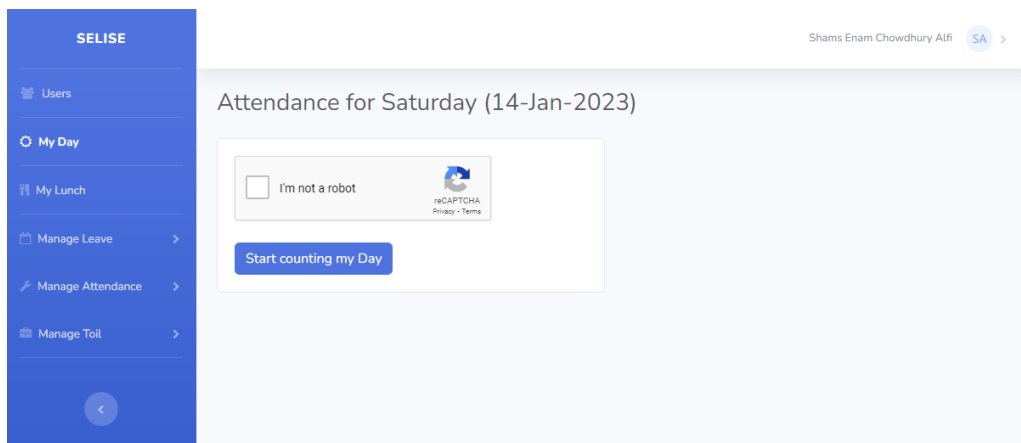


Figure 7: In-house portal

2.6.3 Following up with workmates

In SELISE employees use Google hangout as their medium of communication.

2.6.4 Managing Tasks

Trello is used in order to keep track of on-going tasks of any projects.

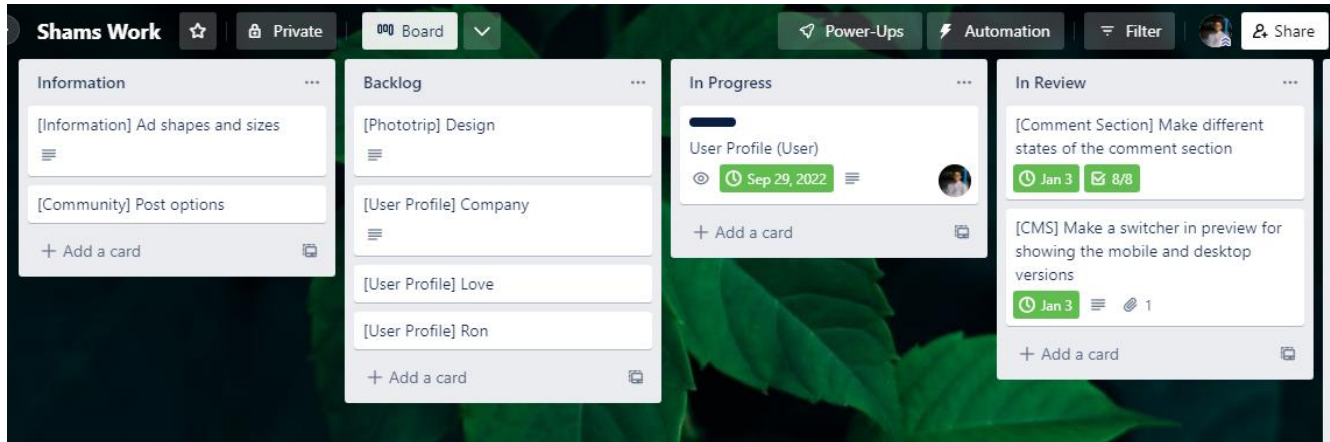


Figure 8: Trello Board

2.6.5 Using Figma to Design

Figma is primary software used by UX engineers to design any software. My being an UX intern used Figma to complete my given tasks.

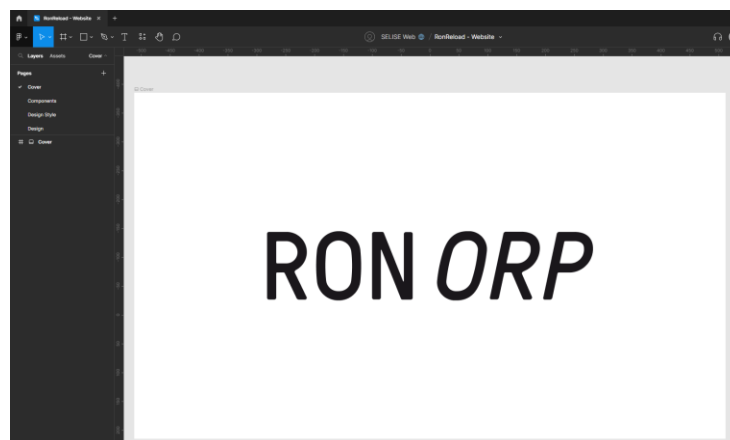


Figure 9: Figma

2.7 Industry and Competitive Analysis

In order to thrive in an industry, thorough research and analysis should be conducted to find the sweet spot where a company can be successful.

2.7.1 Porter's Five Forces

Porter's Five Forces is a business framework that helps entrepreneurs shape their strategy to drive profitability.



Figure 10: Porter's Five Forces of Tech Industry

Threat of substitute

The first force asks the user to think about the possibility that the product or service provided will be replaced by another. The more the variety of goods or services available to satisfy a given need, the less profitable the sector will be. People are now more aware of replacement items thanks to the Internet, which has reduced company revenues in those sectors where substitution happens. In order to do the same duty, a product may be substituted with another one that is comparable to it. Digital services wrapped around a physical product are known as digital hybrid substitutes. Uber and Lyft are two examples of this, where the service is managed using a mobile app.

Bargaining Power of Suppliers

When there are few suppliers from which a firm may receive a necessary good or service, a supplier's negotiating position is advantageous. In contrast, negotiating power decreases when there are several suppliers since there are more options available. This offers the chance to haggle over a lesser price. For instance, if only one business manufactures the controller chip for an automobile engine, that company may, at least in part, control the pricing. The Internet can increase the negotiating power of suppliers in situations where network effects are significant or if a seller's products are extremely distinctive. Many businesses are now able to establish an online presence and broaden their customer base thanks to e-Commerce platforms like Shopify. Here, the supplier's power is low as there are a lot of suppliers in the market.

Bargaining Power of Buyers

When several businesses are offering the same product to a client, the customer has significant bargaining power. In this case, the buyer has a variety of options, allowing them to bargain a lower price.

Here, as there are competition in the industry, the bargaining power of buyers is high.

Barriers to Entry

Making a profit in a given sector will be more difficult the easier it is to get into it. Presently, the world is becoming digitalized. So, 80 percent of people around the world can be said to have computers with them. With some development knowledge and skills anyone can start a startup.

Therefore, I would say that the barrier to entry is moderate as people with certain skills can start their own.

Rivalry among competitors:

You may measure your entry into the market by observing rivalry among your current competitors. When competition is strong, each competitor tries to take more of the market from the others. A consumer may be drawn away from a competition as a consequence of aggressive pricing, increased customer assistance, or other considerations. Due to the acceptance of each other's existence, markets with less competition may be simpler to enter and lucrative. Here, the competition is high as there are many software companies.

2.7.2 SWOT Analysis of SELISE

SWOT analysis is determining the Strengths, Weaknesses, Opportunities and Threats of a company in order to develop strategic planning. SWOT analysis helps figure out internal and external factors of a company.

Strengths

The main strength of SELISE is to provide high class industry standard software with great user experience. SELISE focuses on making their clients satisfied with their product.

Weaknesses

The main weakness for SELISE is now they do not have enough office space for everyone. There are around 300-400 employees working and the office space is not enough.

Opportunities

As a tech company there are wide opportunities for SELISE to enter into many countries. Presently, SELISE is taking projects from Bangladesh, USA, Germany etc.

Threats

As there are a lot of competitors in this field, the threat is high. So, the company needs to keep themselves updated with recent technology.

2.8 Summary and Conclusion

Numerous other dimensions of the operations and policies of the software industry were examined as part of this research due to the significant results of SELISE as a company.

Additionally, a number of obligations from outside the organization that affected its operations were addressed.

Due to this, SELISE could be able to develop in the direction of fresh opportunities for success by utilizing knowledge, the expertise of competent people, and creative technology-based solutions.

2.9 Recommendations

As a rising company my recommendation to SELISE would be not to run toward quantity and lose the quality. As SELISE is able to produce some great software there is high demand for the company which leads to a wide range of pitches and projects. Due to this quality may drop. Last but not least, providing a spacious environment to the employees would be a great addition as it will attract many talents.

Chapter 3: Project Part

“Product management and User Experience for creating successful software in SELISE Digital Platform”

3.1 Introduction

Having sales is an important aspect of an organization. Rise in sales defines that the company is progressing. The topic that I will be working on is “Product management and User Experience for creating successful software in SELISE Digital Platform”. I will be discussing the overall sales performance of different departments as well as whole company through determining the impacts of clients on the overall sales. SELISE develops and sells software to businesses requiring one. These businesses become clients after agreeing with SELISE to build a software or digital platforms. These clients are the main source of sales in SELISE. More clients mean more sales. Additionally, some clients are so big that they build software applications for their sub brands/company. In order to sell, the products/software must have some special quality. Likewise, SELISE’s special quality is they develop products with proper documentation and with great UX. UX is an important part of product as the UX of a software will define its useability. Software with great UX is easy to use and users trend to come again in order to use the software. Clients also understood that UX in any software is very important. As a result, they seek software with great UX. As SELISE has a department of UX engineers it is easy for the company to develop software with great UX. Moreover, project management is also very important. A business analyst/product manager manages a team. The BA brings requirements from client through communicating with them. Then communicates the requirements to the UX engineer. The UX engineer then designs a product which later on the developers develop from the given designs. Product management is very important in order to run a project smoothly. If there is any miscommunication or mismanagement than this impacts on the product which leads to clients being unhappy. In order to successfully build a product/software both UX and product management is very important.

3.1.2 Objectives

Below is the following objective of my internship:

- Determining the impact of dealing with clients on the overall sales of the company.

3.1.3 Significance

The primary goal of this report is to give information about the importance of UX and product management which has impact on making successful product. Additionally, the impact of clients on product sales is also discussed here. The information was collected through primary research in the company. By going to different departments, I have collected the data of their number of projects which they were able to successfully achieve. This part of the report is important which needs to be read. It is sure that the reader will be able to understand the sales and impact of clients on the sales. Readers will also have a clear idea as to why due to a great UX and product management the sales of the company is increasing. From the author's point of view, this research will give a complete analysis of the aforementioned impact of clients in sales in SELISE Digital Platform.

3.2 Literature Review

“Product management and User Experience for creating successful software in SELISE Digital Platform” is the topic of my report. I will be discussing the overall sales performance of different departments as well as whole company through determining the impacts of clients on the overall sales. Moreover, I will be discussing the significance of UX and product management in order to create a successful software. I have collected data from 6 major departments in the company. I was given the information of the number of projects that each of the department had during 2021 and 2022. Based on the collected data I have analyzed the rise or decrease of sales in SELISE in the aforementioned two years. The findings clearly show rise in the sales. Rise in sales means clients are happy with the products which leads to them giving good reviews in the market. This good reviews later on brings more clients.

3.3 Methodology

The report was created using my internship experience and the knowledge I obtained from SELISE Digital Platforms. I mostly based my research on my personal experiences and the official SELISE Digital Platforms website.

Following is the list:

Primary Data

- Personal experiences
- Resources collected from co-workers at SELISE Digital Platform
- Data is collected from six major departments of SELISE Digital Platform in 2021 and 2022 (findings is limited to these two years)

Other Data

- SELISE Digital Platform official website (selise.ch)
- Desktop research

3.4 Findings and Analysis

In order to generate sales, a company or an organization needs to sell services or products to customer/clients. SELISE is no exception here. SELISE also sells services/products keeping in mind the client first. The assigned product manager carefully studies businesses of the clients and develops software accordingly. As a result, we can understand that in order to generate sales clients are important. Moreover, once a client agrees to work with SELISE to develop a software, dealing with them is another important task that cannot be overlooked. Therefore, in order to keep clients happy, the product manager needs to have adequate knowledge about their business. Moreover, the product managers need to give the clients heads up of what's possible to build and what's not. The reason for the head's up is the billing of the product/software is calculated based on the features provided.

SELISE has a number of departments focusing on a particular sector of clients. The projects are assigned to these departments based on their capacity and knowledge. In order to get projects, the departments give a pitch to respective clients with the help of designs. Once the pitch is

approved, the client agrees to work with the company in order to build a software. Sometimes there are cases where a department gets a project but due to some technical or business-related reason the project can be transferred to another department.

The departments in SELISE who develop software and generate sales are,

- Web
- Mobility and Logistics
- ITSM
- Product Lab
- Enterprise
- MO (Switzerland)
- Business Development and Consulting.
- FinTech
- InsurTech
- TX Lab

All the above departments have their own way to deal with clients. The departments have their own Head of Business and Head of Tech who supervises over all the projects in that particular department.

In order to find the oversales of the company I will doing the following,

- I will be calculating 6 major department's sales in the year 2021 and 2022. Based on those 6 departments I will be showing the overall sales of the company. I am not able to show the financial calculation of the projects as the company does not allow to show the financial figures to public. Therefore, I will be calculating the sales in terms of projects.
- To conclude, I will calculate the overall sale in respect to the departments in the year 2021 and 2022.

3.3.1 Web

Web is department in SELISE focusing on businesses of clients who need well engineered websites as well as applications. This is one of the major departments in SELISE as this department won the award for having the highest sales. There are new projects which the department pitched to clients and successfully acquired and there are some ongoing projects which go on for a long time as business gets bigger. Some of the clients of Web are Electrolux, RonOrp, House of Laderach, ViCafe and so on.

The sales of 2021 vs 2022 of Web is as follows,

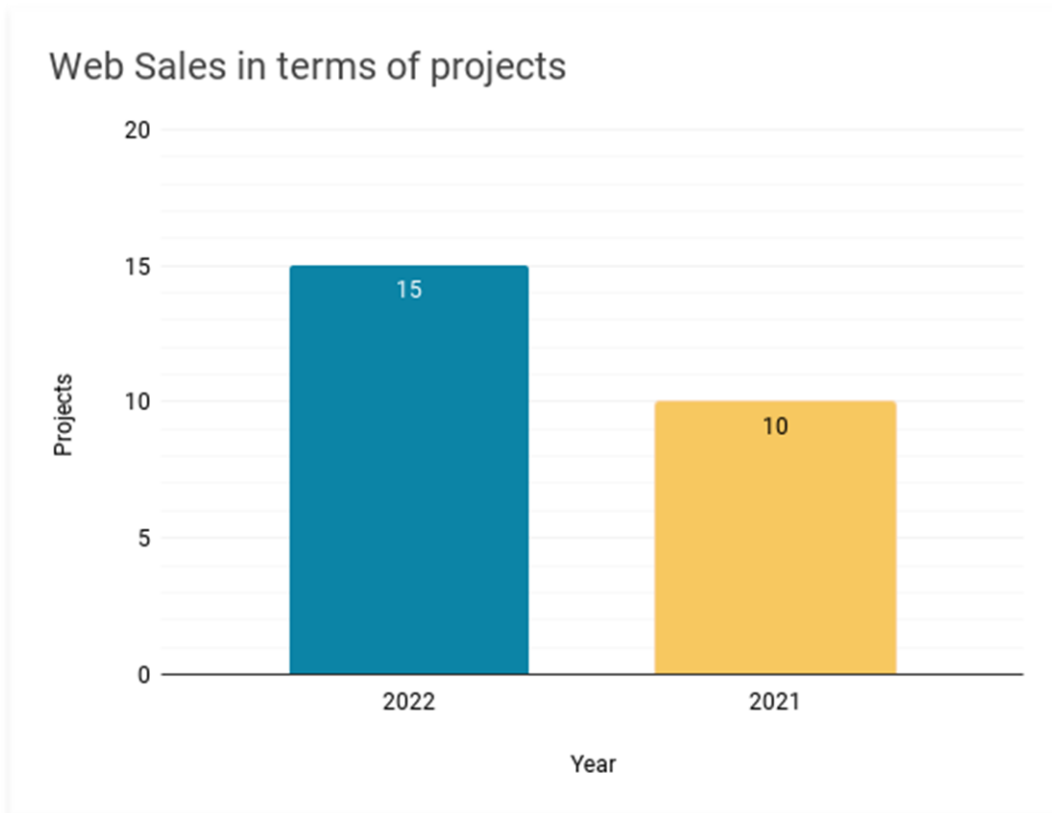


Figure 11: Web Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in Web department have increased by 5 projects than last year.

3.3.2 Mobility and Logistics

Mobility and logistics deals with clients whose business is mainly supply chain or logistics based. For instance, companies like construction, paint, toy making and so on. It is one of the major departments in SELISE as the department also has won in house award for highest financial gain award. This department deals with big clients like Amberg Loglay, Glencore, SKO and so on.

The sales of 2021 vs 2022 of Mobility and Logistics is as follows,

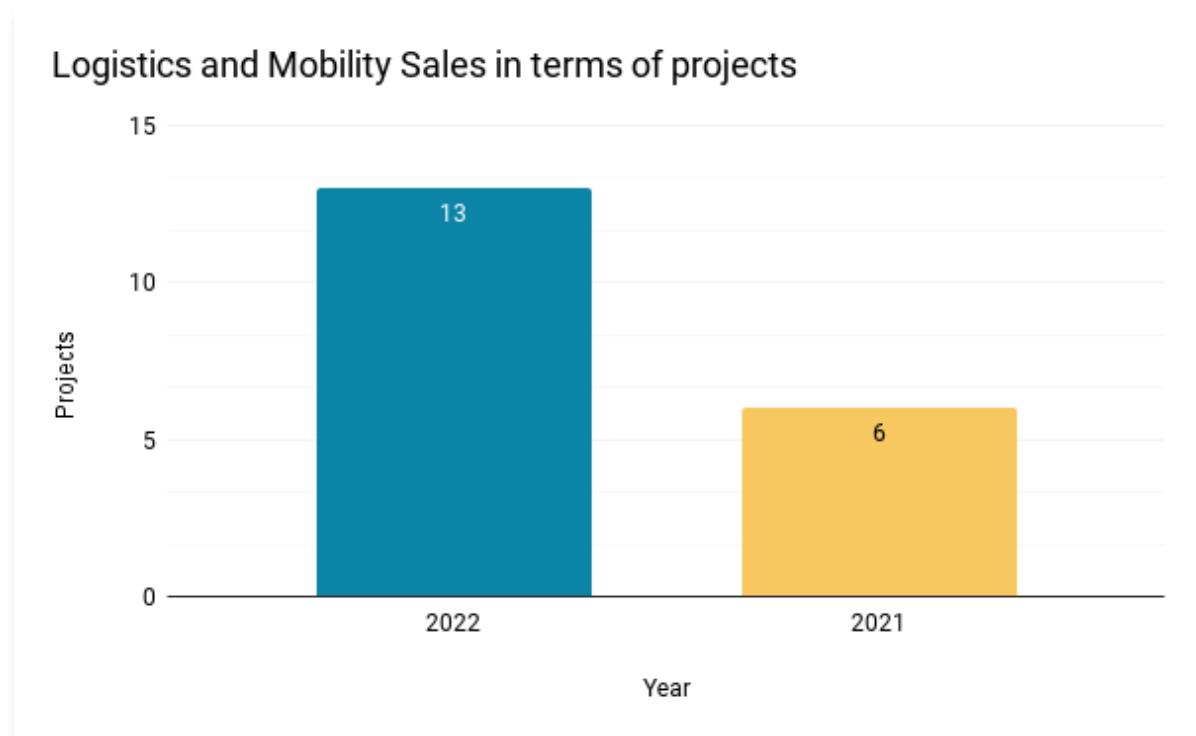


Figure 12: Logistics and Mobility Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in Logistics and Mobility department have increased by 7 projects than last year.

3.3.3 FinTech

FinTech department of SELISE deals with all the financial projects. This department currently one of the biggest financial institutes of Switzerland namely SwissLife as its client. Like the above two department this department also won multiple in-house awards for its performance. Some of the clients of this departments are Fincentrum, SwissLife, ePW and so on.

The sales of 2021 vs 2022 of FinTech is as follows,

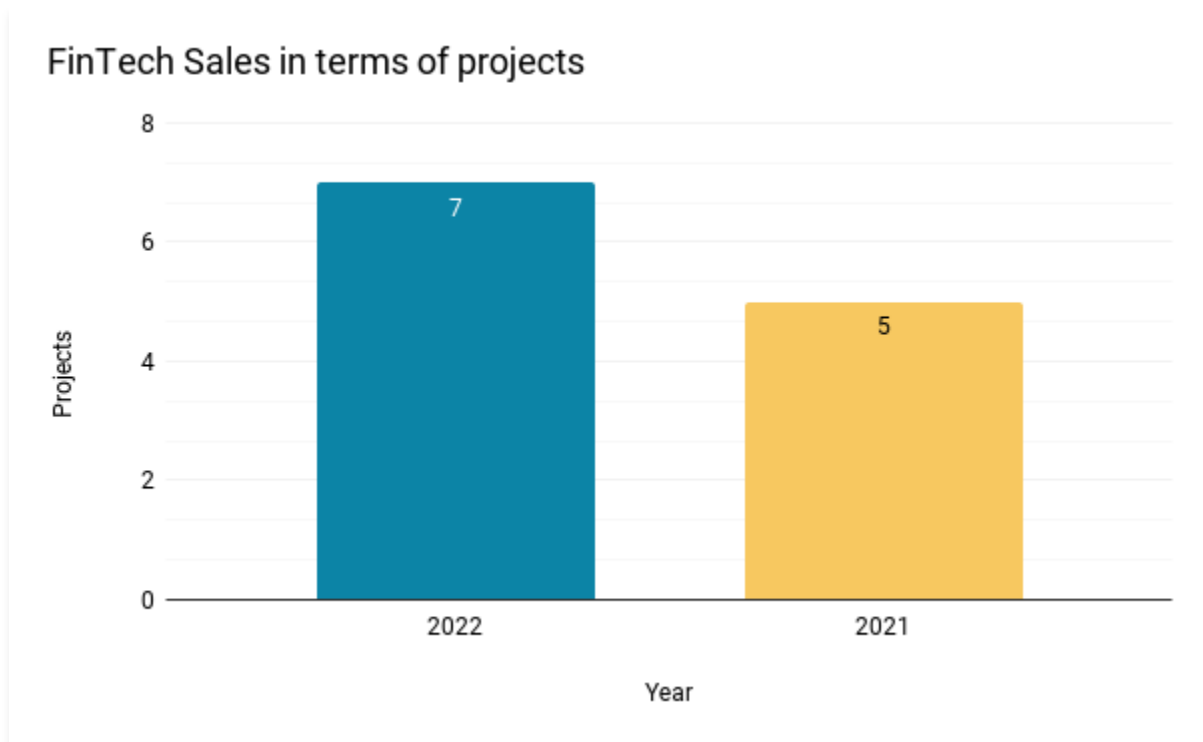


Figure 13: FinTech Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in FinTech department have increased by 2 projects than last year.

3.3.4 InsurTech

InsurTech deals with clients with insurance organization. They help develop software which can handle process management, broker to customer communication, broker to company communication and so on. Like the aforesaid departments InsurTech also won some in house awards. Some of the clients of the department are IGB2B, Corsol, SWICA and so on.

The sales of 2021 vs 2022 of InsurTech is as follows,

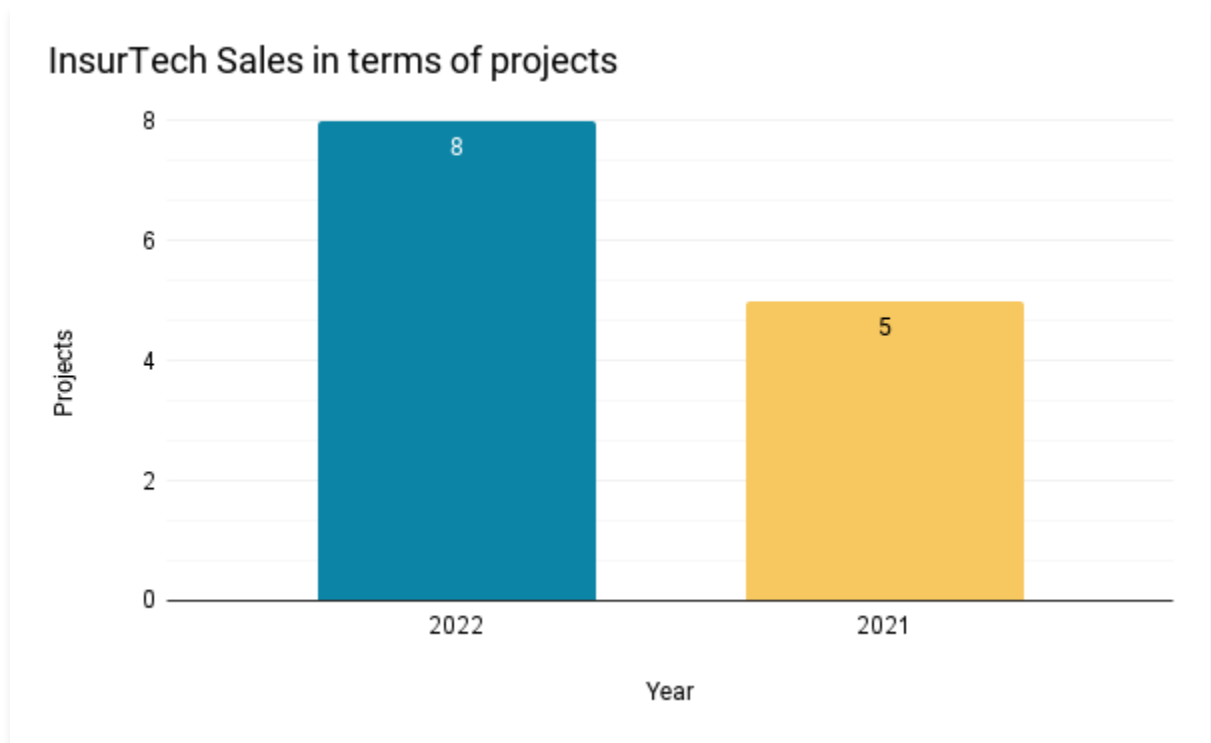


Figure 14: InsurTech Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in InsurTech department have increased by 3 projects than last year.

3.3.5 Enterprise

Enterprise takes on some complex and mixed clients. Their projects comprise of job management, task management, e-commerce, B2C and so on. Similarly, they also won some in house awards for their performance. Some of the clients are MisterLoo, ViCafe, Credex, Foodland App and so on.

The sales of 2021 vs 2022 of Enterprise is as follows,

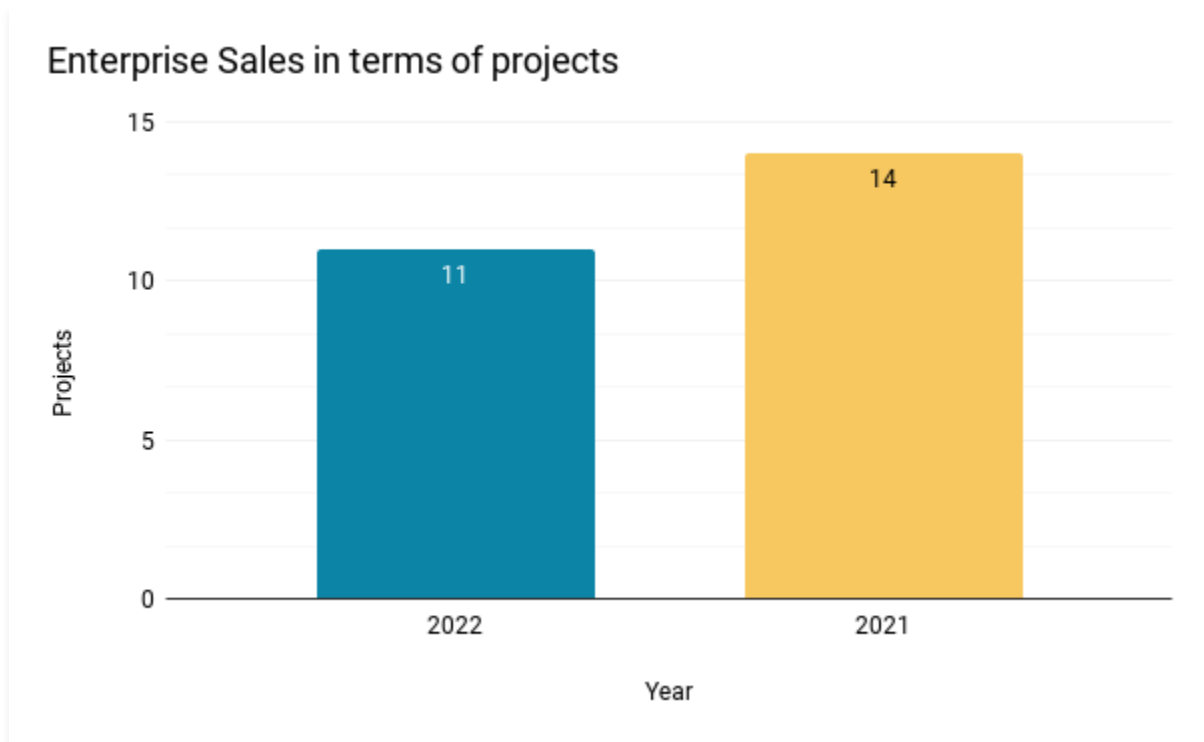


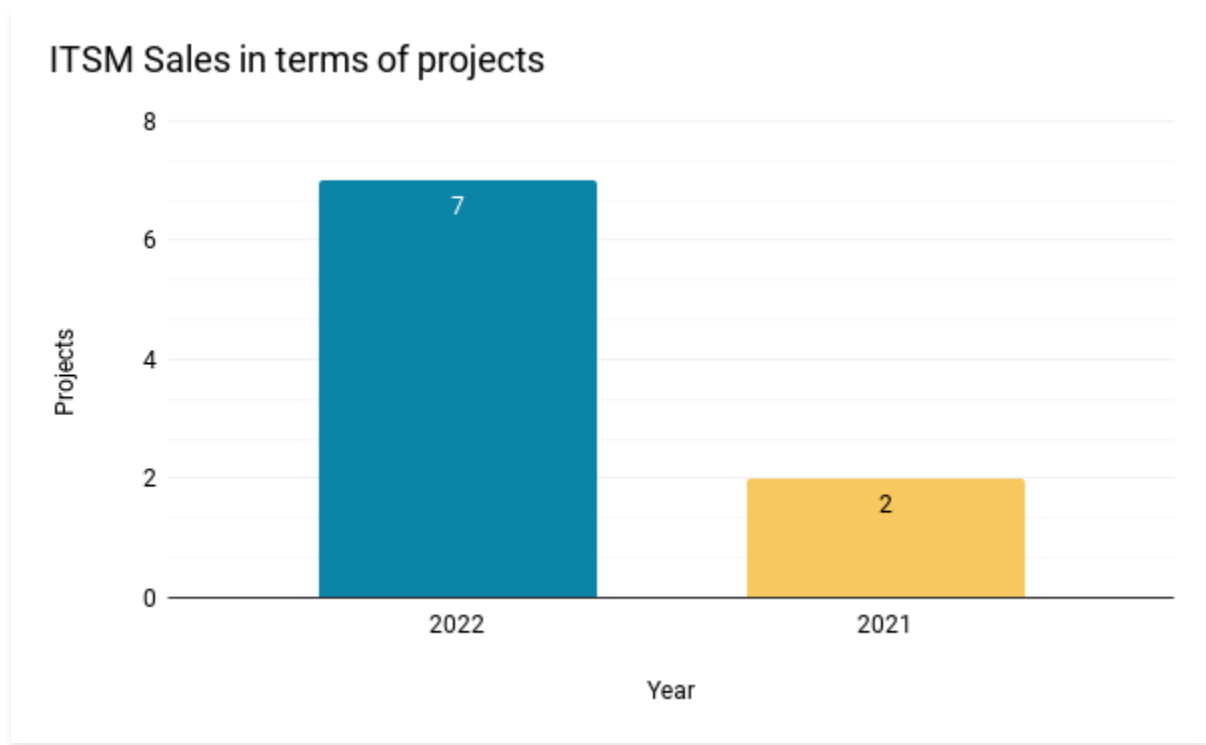
Figure 15: Enterprise Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in Enterprise department have decreased by 3 projects than last year. The reason can be that some projects from last year were small, plus they were unable to pitch like the last year.

3.3.6 ITSM

ITSM deals with mixed industry clients. This department was small but recently was able to get multiple clients. Some of the clients are Decent, Crown Cement, LankaBangla and so on.

The sales of 2021 vs 2022 of Enterprise is as follows,



Figure

Figure 16: ITSM Sales

Here, the sales of the department are shown by the number of projects and compared to the year 2021 vs the year 2022. By the graph we can see that the sales in ITSM department have increased by 5 projects than last year.

3.3.7 Overall Sales of SELISE

From the aforementioned calculation we can get an idea that the sales have increased in all 5 departments except 1. Therefore, it is safe to say that SELISE is growing in terms of sales.

The overall company sales of 2021 vs 2022 is as follows,

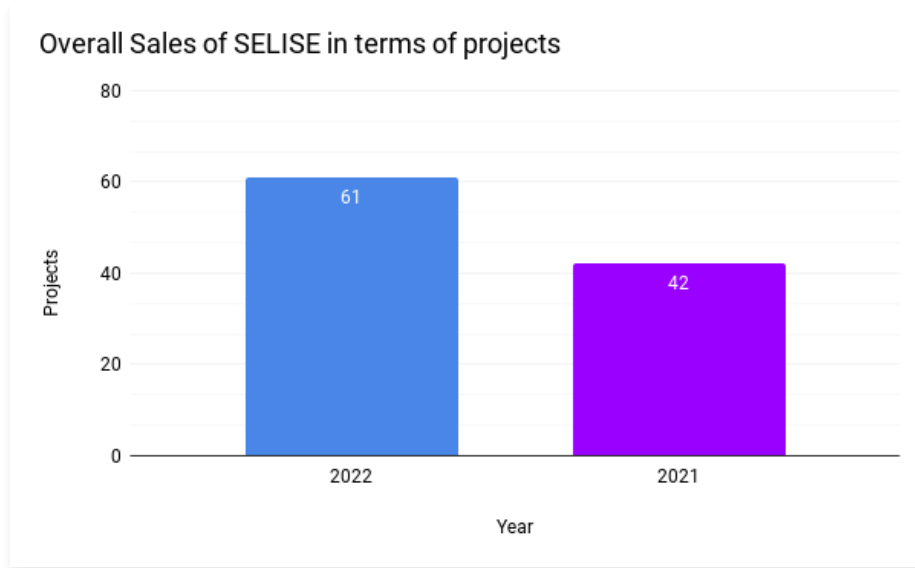


Figure 17: Overall Sales of SELISE

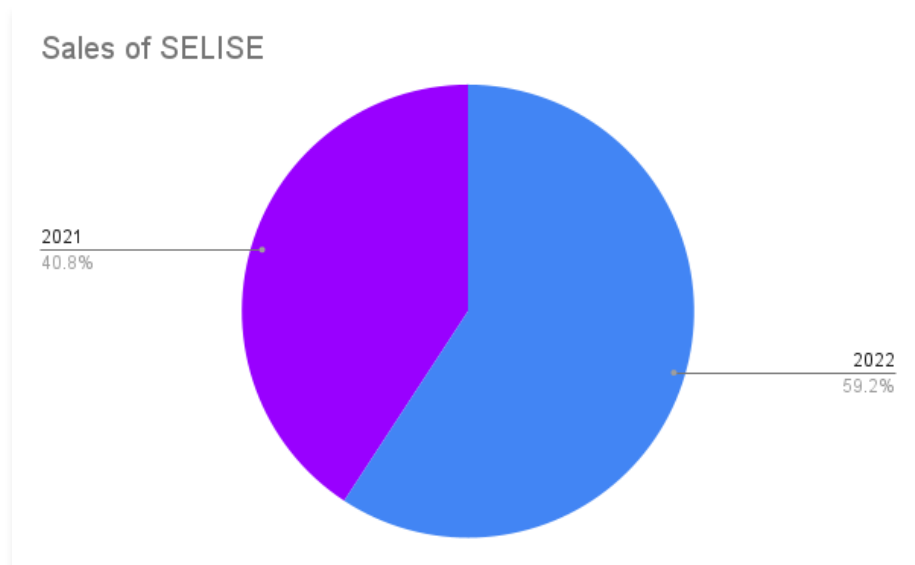


Figure 18: Sales of SELISE (%)

From the above graphs we can see that in 2021 there were 42 project or clients and in 2022 there were 61 projects (considering the 6 major departments projects). Therefore, we can see a rise in sales which is around 18.4 percent.

Taking in consideration the rise in sales, I can say that SELISE is able to handle their clients very well. Clients are happy with their products, which implies that they will give good reviews to their peers. As a result, more potential clients will consider SELISE when they want to build a software. Happy clients equal to more sales and vice versa.

During my internship I was able to observe some of the client meeting where they can some requirements. As a matter for this, SELISE is able to charge them extra as additional featured was required in order to complete their requirements successfully. Additionally, the project's completion time also increases due to additional features. Therefore, we can see that clients have significant impact on projects as well as the sales.

3.5 Conclusion

Clients, project management and UX all play important roles and have significant impacts on the sales. Additionally, having clients buying the service or products means that the company has sales. Therefore, clients have a significant amount of impact on the sales. Clients are the main revenue source of SELISE. Other than clients SELISE have their own products/services that they sell to the clients.

In SELISE there are a good number of departments who are expert in dealing with clients of different industry. For instance, Mobility and logistics department develop software for construction companies, supply chain, factory and so on. On the other hand, FinTech department deals with financial companies like insurance, banking, pension and so on. All these departments have projects of their own. Some of the projects run for a long time if the company is big and some are short project. Some of these existing clients bring sub projects which run along side with the main project. While comparing the sales of the year 2022 and 2021 some projects were still ongoing which was from the year 2021. I have compared the sales of 6 major departments in

SELISE in the aforesaid years. In the graphs out of 6, 5 of the departments can be seen rise in sales. Considering these 6 departments the overall sales in SELISE has risen from 40.8% (2021) to 59.2% (2022). Considering the rise of sales, I can say that as the clients from 2021 were happy with their products, they communicated with their peers with good reviews which lead SELISE to have more clients. Moreover, some big clients come to SELISE with their sub brands for software consultation. Later leading to increase in sales.

I have research and by analyzing the findings came to a conclusion that clients have impact in the overall sales of SELISE. Because without clients there can be no revenue hence no sales.

3.6 Recommendations:

During my three months as an intern at SELISE, I saw every action that was taken. I also looked at customer feedback to see how satisfied they were with the service. After what I've observed, I have some suggestions for the entire branch. I'll go into further detail below,

- SELISE should always consider quality over quantity.
- The training system of the UX department is good but not great. The company should look into some training methods.
- Office space needs to be improved in order to create a work efficient environment.

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