

Building An Official Website
Of Masterkey Technologies Ltd

by

Aftab Uddin
18101618

A thesis submitted to the Department of Computer Science and Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science and Engineering

Department of Computer Science and Engineering
Brac University
September 2023

© 2023. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.
2. The thesis 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 thesis does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. We have acknowledged all main sources of help.

Student's Full Name & Signature:



Aftab Uddin
18101618

Approval

The report titled "Building An Official Website Of Masterkey Technologies Ltd" submitted by

1. Aftab Uddin(18101618)

Of Summer, 2023 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of B.Sc. in Computer Science and Engineering on September 25, 2023.

Examining Committee:

Industrial Supervisor:

Maruf Hasan
Chief Technology Officer
Masterkey Technologies Ltd

Academic Supervisor:

Md Arif Shakil
Lecturer
Department of Computer Science and Engineering
Brac University

Thesis Coordinator:

Dr. Md. Golam Rabiul Alam
Professor
Department of Computer Science and Engineering
Brac University

**Head of Department:
(Chair)**

Sadia Hamid Kazi, PhD
Chairperson and Associate Professor
Department of Computer Science and Engineering
Brac University

Abstract

This report provides an overview of my internship experience at Masterkey Technologies as a front-end developer. The report highlights the objectives of the internship, the tasks and responsibilities undertaken during the internship period, the skills acquired, and the overall learning outcomes. The report also discusses the challenges faced and the strategies employed to overcome them.

The internship at Masterkey Technologies aimed to provide practical exposure to the field of front-end development and enhance my technical skills. The report outlines the specific projects and assignments I was involved in, including designing and developing user interfaces, implementing responsive web designs, and collaborating with the development team.

Throughout the internship, I had the opportunity to work with modern front-end technologies such as HTML, CSS, JavaScript, and various frameworks and libraries. The report emphasizes the hands-on experience gained in implementing best practices for front-end development, optimizing website performance, and ensuring cross browser compatibility.

In addition to technical skills, the report highlights the importance of effective communication, teamwork, and adaptability in a professional work environment. It discusses the collaborative nature of the internship, including regular meetings with the team, code reviews, and feedback sessions, which contributed to personal and professional growth.

The report concludes with a reflection on the internship experience, including the achievements, lessons learned, and areas for further improvement. It emphasizes the value of the internship in bridging the gap between theoretical knowledge and practical application, preparing me for future career opportunities in front-end development.

Overall, this report provides an insightful account of the internship at Masterkey Technologies, demonstrating the practical application of front-end development skills, the challenges encountered, and the valuable learning outcomes achieved. It serves as a valuable resource for individuals interested in front-end development internships and provides insights into the dynamic and fast-paced world of web development.

Keywords: Frontend; Internship; Software; Library; Data; Design; Prototyping; Optimization; User Interface; User Experience; Responsive; Framework; Technology; Website; Development; Teamwork.

Acknowledgement

First of all, I wholeheartedly dedicate this report to the Almighty Allah, the source of all knowledge and wisdom, for granting me the strength and guidance throughout my journey as a Frontend Developer during this internship. I had an accident and broke my right hand bones. Thanks to Allah for giving me the strength.

I extend my deepest gratitude to my beloved parents, whose unwavering love, support, and encouragement have been the driving force behind my pursuit of knowledge. Their constant prayers and belief in my abilities have been a source of motivation, and I am forever indebted to them for their sacrifices and unwavering faith in me.

I am immensely grateful to my esteemed university supervisor, Md Arif Shakil Sir, for his invaluable guidance, mentorship, and constructive feedback throughout the internship period. He has helped me whenever I was confused or worried.

I extend my heartfelt appreciation to my dedicated company supervisor, Mr Maruf Hasan, for providing me with the opportunity to be a part of the company Masterkey Technologies Ltd. His support, trust, and encouragement have been instrumental in my professional development as a Frontend Developer. I am grateful for the exposure to real-world projects and the chance to contribute to the success of the company.

In conclusion, I am humbled and grateful to all those who have played a significant role in shaping my journey during this internship. Their unwavering support, encouragement, and belief in my abilities have been the key pillars of my success. I am truly blessed to have such incredible mentors, parents, and supervisors in my life journey.

Table of Contents

Declaration	i
Approval	ii
Abstract	iii
Acknowledgment	iv
Table of Contents	v
List of Figures	vii
Nomenclature	viii
1 Introduction	1
1.1 About Internship	1
1.2 About this Report	2
1.3 Objective	2
1.4 Methodology	2
1.4.1 Primary Data	2
1.4.2 Secondary Data	3
2 Company Profile	4
2.1 Overview	4
2.2 History	4
2.3 Mission and vision	5
2.4 Core Values	5
2.5 Company Hiring	5
3 Workplace Details	6
3.1 How Does Masterkey Technologies Ltd. Work	6
3.1.1 Partners and Sponsors	6
3.1.2 Management	6
3.1.3 Product Partners	6
3.1.4 Development Team	6
3.1.5 Business Team	7
3.2 What does Masterkey Technologies Ltd do	7
3.3 Workplace Facilities	7
3.3.1 Achievement Celebration	7
3.3.2 Unlimited Tea-Coffee	8

3.3.3	Birthday Celebration	8
4	My Contribution	9
4.1	Introduction	9
4.2	Feature	9
4.3	Diagram	9
4.4	Design and Implementation	10
4.4.1	Design, the UI	10
4.4.2	Prototyping	10
4.4.3	Implementation	11
4.4.4	Home Page	12
5	Growth	15
5.1	Professional	15
5.1.1	Corporate Environment	15
5.1.2	Communication and Teamwork	15
5.2	Technical	15
5.2.1	Frontend Technologies	15
5.2.2	Responsive and Mobile-first Design	16
5.2.3	Performance Optimization	16
5.2.4	UI/UX Design Integration	16
5.3	Interpersonal	16
5.3.1	Confidence and Independance	16
5.3.2	Effective Communication	16
5.3.3	Time Management	16
6	Conclusion	17
6.1	Conclusion	17
6.2	Recommendation	17
	Bibliography	18

List of Figures

4.1	website features	9
4.2	Structure Diagram	10
4.3	UI Design	11
4.4	Prototyping	11
4.5	Home Banner Code	12
4.6	Home Banner Output	12
4.7	Contact With Us Code	13
4.8	Contact With Us Output	13
4.9	Homepage Footer Code	14
4.10	Homepage Footer Output	14

Nomenclature

The next list describes several symbols & abbreviation that will be later used within the body of the document

CEO Chief Executive Officer

CSS Cascading Style Sheets

CTO Chief Technology Officer

CV Curriculum Vitae

GIF Graphics Interchange Format

HTML Hyper Text Markup Language

HTTP Hypertext Transfer Protocol

MKT Masterkey Technologies Limited

UI User Interface

UX User Experience

Chapter 1

Introduction

1.1 About Internship

A beneficial way for students and young professionals to get hands-on experience in a particular sector or industry is through an internship. It usually involves working in a firm or company for a fixed period, ranging from a few weeks to several months. Internships provide hands-on training and opportunity to work in real-world projects, allowing individuals to apply their theoretical knowledge and develop essential skills. During an internship, participants have the chance to work alongside experienced professionals, learn from their expertise, and contribute to projects and tasks. This firsthand experience helps them understand the dynamics of the industry, build professional networks, and enhance their employability. Internships also provide an opportunity for self-discovery, allowing individuals to assess their interests and strengths in a real work setting.

To find an internship, individuals can reach out to their university career services, search online job portals, attend career fairs, or network with professionals in their desired field. It's important to prepare a well-crafted resume and cover letter, tailor applications to specific internships, and showcase relevant skills and experiences.

Overall, internships play a crucial role in shaping the professional development of individuals, bridging the gap between academic learning and real-world work experience. They provide a platform to learn, grow, and pave the way for future career opportunities.

The popularity of internships is growing, and some students choose them over writing a thesis paper. Students at BRAC University must either do an internship or write a thesis. Even while there might be fewer students choosing internships at BRAC, those who do get a lot of assistance from the organization. They are encouraged to fully immerse themselves in the work environment, seeking valuable experiences and knowledge.

At BRAC University, students have the freedom to select an internship specialization that aligns with their major. The internship duration must be six months, and it should be completed at a reputable company. To be eligible for an internship, students must have completed over 72 university credits.

BRAC University acknowledges the significance of internships in providing students with practical exposure and real-world skills. By integrating internships into their academic journey, students can enhance their understanding of their chosen field and gain valuable industry experience.

After coming to my final year, I choose to do my internship because I wanted to gain experience from working in a company where I can get real world knowledge and apply my academic knowledge. So, I got accepted by Masterkey Technologies Ltd. This is a tech-based startup company which provide 360-degree digital solutions in business. A big fortune was that one of their 3 founding members was a BRAC student and he helped me a lot throughout this internship opportunity and working there.

1.2 About this Report

I have to submit a report in order to be evaluated by BRAC University because this internship is thought of as a required course to finish my bachelor's program. In this report, I've talked about the ambiance and culture of my company. I've also written about my time at Masterkey Technologies, my experiences there, and the things I've learnt from them. It will provide a detailed summary of the project I worked on and my efforts as an intern.

1.3 Objective

This report's major goal is to demonstrate the work experience and lessons I learnt through my internship. The following points are among the report's particular objectives:

- Complete company profile
- The work environment and Facilities
- Illustrate all the services MKT provides
- Knowledge and skills that I have learned
- Explain all the works I've done that were allocated to me

1.4 Methodology

This paper is mainly focused on my works in the company. Most of the data provided here is personally gained from work experience. Besides my line manager and reference provided websites are used.

1.4.1 Primary Data

- My actual working experience
- Discussions and information collected from line supervisors and coworkers
- Team meetings

1.4.2 Secondary Data

- Masterkey Technologies Limited official website
- Company official facebook page
- Various websites on the internet

Chapter 2

Company Profile

2.1 Overview

Masterkey Technology Limited is a marketing-tech solution provider company which provides 360° technological solutions to make others' business journey easier, smooth and convenient. Besides, it provides solutions which are purpose driven, performance oriented and always consulting with the reputed tech experts from all over the world. Its specialty is in being able to inaugurate the right technology through proper communication integration. Masterkey Technologies also has their own product such as AyyKori, Coupon Engine and more. Masterkey Technology Ltd head quarter is in Gulshan-Badda link road. Masterkey Technology works with different reputed companies Such as Daraz, One Ummah BD limited, AjkerDeal, Crocodile,Esquire Electronics and Q Bazar to name a few.

2.2 History

Three young entrepreneurs are the masterminds of the company. They are Mr.Aminul Islam, Miss Faiza and Mr. Maruf Hassan respectively. Initially it was an affiliate marketing company. After a yearlong documentation, legalization and most importantly raising enough capital through the hard-earned money of Affiliate Marketing. Ayy Kori, the first product of the company Masterkey technologies was launched in 2022.

From the very beginning, the company was working everything in online. After successfully going ahead, they took a office place for bringing up all the employees under a roof. the office building is a very beautiful apartment, fully white color and very neat and clean. It is situated in Gulshan-Badda Link Road near the mosque.



2.3 Mission and vision

“We thrive to help our clients have global impact”

”We believe one idea begets others, but one great idea stays stronger above all”

They are a software development firm, a web design/development agency, and a digital marketing agency. They concentrate on all digital marketing services to support the expansion of online enterprises in addition to their expertise in search engine optimization services and social media marketing services.

2.4 Core Values

In order to aid the people of Bangladesh, the people of the company have established some straightforward core values, which they steadfastly uphold.

- They are honest and transparent about the value they make and deliver;
- They are devoted to disrupt the e-commerce ecology to make a better version of it.

2.5 Company Hiring

Their hiring process is very much lenient. They publish vacancies in Facebook, bdjobs and LinkedIn. They collect CVs and HR team short list then for the department head. Short listed candidates get call for interview then the best ones get selected. They do not neglect the other candidates. They reserve their CVs for future opportunities if available and suit them.

Chapter 3

Workplace Details

3.1 How Does Masterkey Technologies Ltd. Work

For a business to produce and offer the best, it needs to be set up properly. The structures that follow will describe how MKT operates as a result of the perseverance, hard work, and dedication of the team's skilled and knowledgeable staff and engineers.

3.1.1 Partners and Sponsors

MKT has some big companies as their partner. Daraz, One Ummah BD, AjkerDeal, Esquire Electronics, Deen, Lotto, Gear Exact and many more. MKT is working to betterment their business and increase sell. As a startup, the company is demanding a very little interest from their partners. Sponsorship information is very confidential but big companies and investors are always appreciating the concept and keen to invest in this company.

3.1.2 Management

Chairperson- Decision maker of the company. Attends all important meetings and everything but is not full-time at the office. Has a separate job (Daraz) other than managing Masterkey. The CEO and the Managing Director are the leaders of Masterkey. The CEO focuses on the business side with marketing and branding whereas the MD leads the technical side of Masterkey such as digital problems and software development.

3.1.3 Product Partners

The account users, who are spreading out the products from partner business companies are called "Product Partners". They are doing their job independently. Some are promoting the products on Facebook, WhatsApp; some are doing it on their websites and YouTube channels.

3.1.4 Development Team

This is the department where I belong. A highly talented senior software engineer along with a software consultant is managing the whole team with junior developers

and interns. There is also 3 UI/UX designers and a graphics designer in the team. Everyone is very much collaborative and helpful.

3.1.5 Business Team

2 key account managers, 3 business development officers, 2 content creators, branding specialist, strategic planner and interns are guided directly by the CEO here. They all are knowledgeable people and creative.

3.2 What does Masterkey Technologies Ltd do

As the company promise to provide 360-degree solution, they take care of their website, build mobile app if needed, provide marketing solution to increase the sell and revenue, business marketing solution, affiliate marketing solution and e-commerce solution as well. Rather than serving other business ventures, Masterkey also have their own products. AyyKori, Coupon Engine, Offer Doffer and many more where people can get better shopping experience and save their money.

3.3 Workplace Facilities

3.3.1 Achievement Celebration

After launching AyyKori, the first SaaS product of Masterkey Technologies, we celebrated the day. We cut a cake, had snacks and took pictures. The 3 founders and lead employees took the floor and raised a toast about their effort and life at Masterkey Technologies. I learned about leadership and what it takes to maintain life and work.

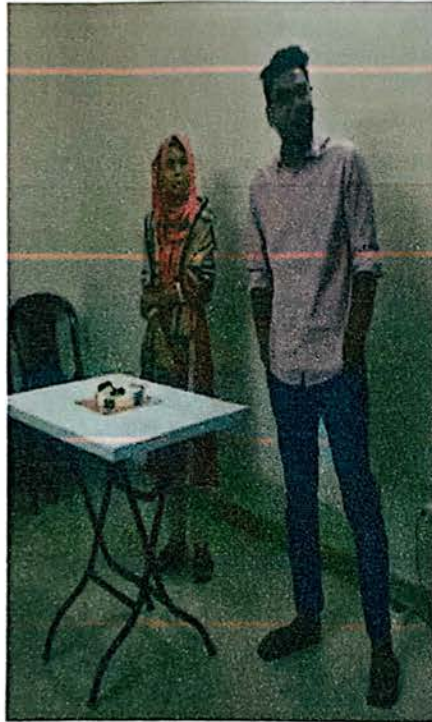


3.3.2 Unlimited Tea-Coffee

The company believes that the employees are working hard for the company. So they deserve to get this minimum booster as much as they want. So, green tea, milk tea, coffee are kept in the kitchen for self-service.

3.3.3 Birthday Celebration

People spend a big amount of time in their workplace. Employees become known to each other. Their birthdays are celebrated in the office with birthday-cake and a speech from birthday boy/girl.



Chapter 4

My Contribution

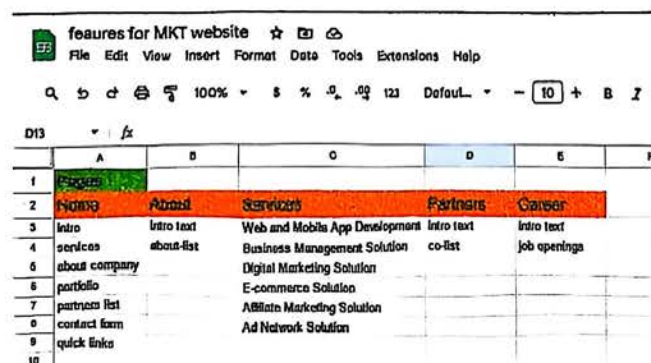
4.1 Introduction

As a front-end intern, my software development team guided me and made comfortable opportunity to learn and contribute for my team. When I joined the company, tech-team was building up the company website. They assigned me to come up with the features of the website. Secondly, my task was to design the front-end of the webpages. Then, I contributed writing codes for few pages.

4.2 Feature

My senior developer instructed me to research on similar websites and list down some features for the website. So I noted down from looking upto some similar websites and after few discussions and reviews, the final draft was approved by the CTO Mr Maruf Hasan.

Here, I listed down the pages for the website, the contents for each pages. Further, listed down the pages with detailed features.



	A	B	C	D	E	F
1	Home					
2	Home	About	Services	Partners	Career	
3	Intro	Intro text	Web and Mobile App Development	Intro text	Intro text	
4	services	about-list	Business Management Solution	co-list	Job openings	
5	about company		Digital Marketing Solution			
6	portfolio		E-commerce Solution			
7	partners list		Affiliate Marketing Solution			
8	contact form		Ad Network Solution			
9	quick links					
10						

Figure 4.1: website features

4.3 Diagram

We planned the official website based on the following structure diagram. I designed the diagram using online tool Visual Paradigm. Here I used square box for Home

page and circle for hyperlinks. The oval shape represent the contents for the pages. Structure diagram is helpful for following the hyperlinks and including the features. For this, we, the developers stay on track while writing lines of codes.

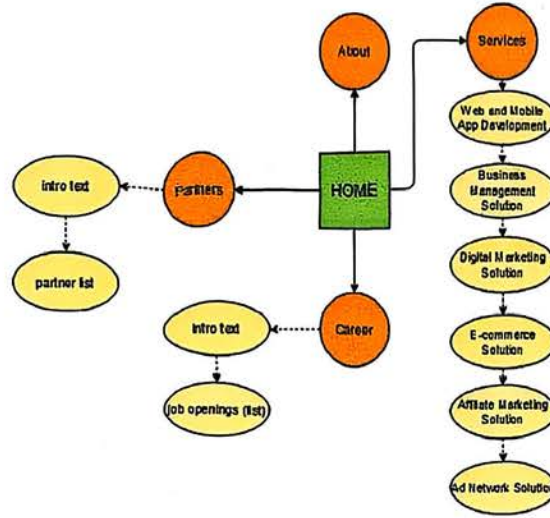


Figure 4.2: Structure Diagram

4.4 Design and Implementation

I contributed in writing codes for the Home page and Career page. For writing the codes, I used HTML, CSS, Reactjs, Tailwind etc. The whole website is first designed in Figma. Then the coding part is done.

4.4.1 Design, the UI

As I mentioned, I used Figma to design the User Interface because Figma offers wide range of tools and features which make the UI design process efficient and collaborative.

Firstly, I set up the platform according to the device we're designing for and organized the project by creating frames for each screen. We had necessary feature list and structure diagram to follow. According to our preset font, color, theme, logos and banners; we designed buttons, input fields, navigation bars. To ensure alignment and spacing we create consistent layout using grids, columns, and rows.

4.4.2 Prototyping

Prototyping in Figma is a crucial step in the design process that allows to create interactive and dynamic mockups of user interfaces. Figma's robust prototyping features allow us to simulate user interactions and test the usability of our designs before moving on to development. By switching to the Prototype mode in Figma,

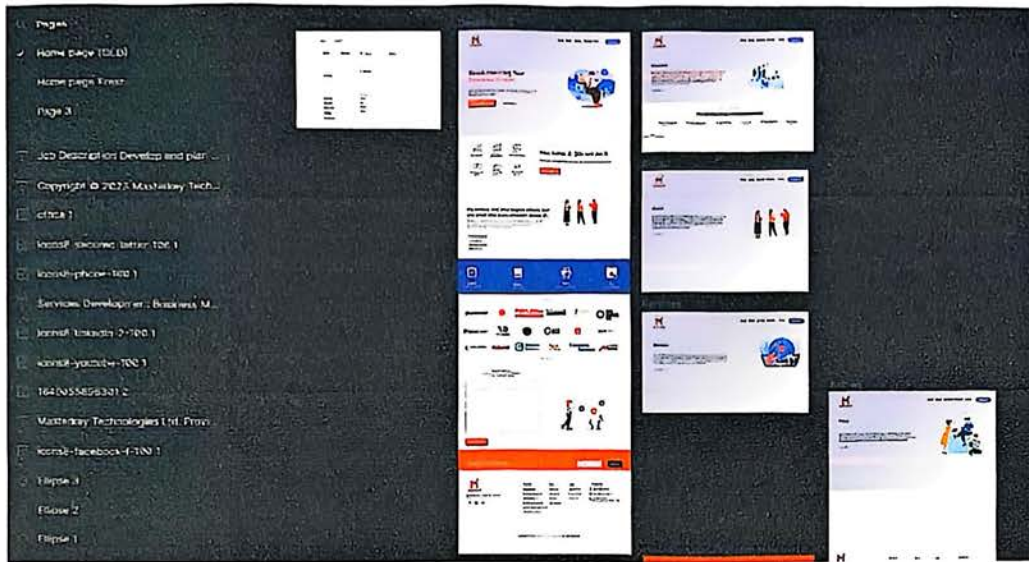


Figure 4.3: UI Design

we start to link the frames together by selecting an element or a button and define where it should lead to when clicked.

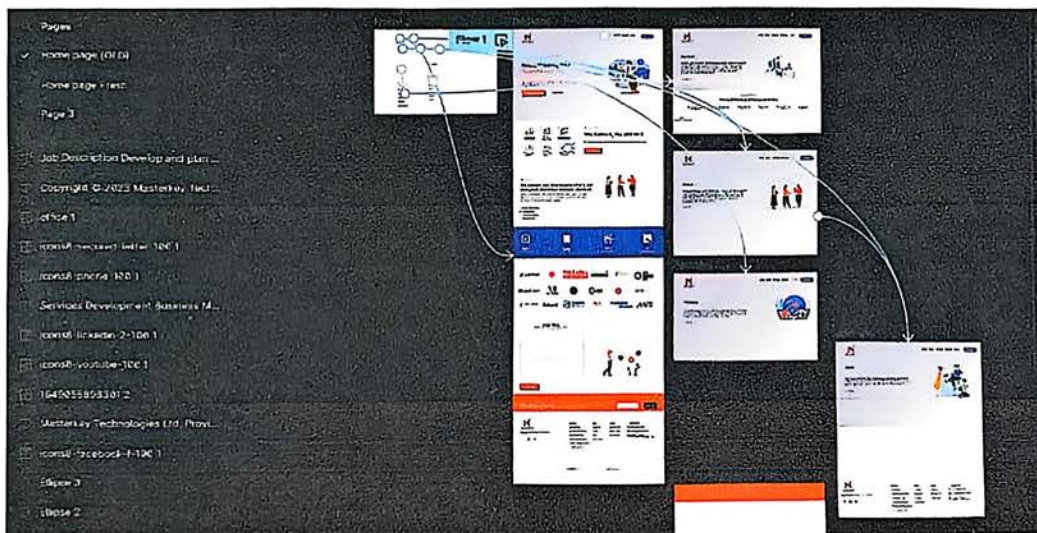


Figure 4.4: Prototyping

4.4.3 Implementation

I contributed in several segments for coding for the Homepage and Apply Now page. Masterkey Technologies website is built using MERN stack. So, as a Front-end intern, I used Reactjs, a client side JavaScript framework. I used Tailwind for CSS designing. For including GIFs, I imported them from Lottiefles.

4.4.4 Home Page

Home Banner

In this section, texts are given in dedicated HTML divisions, semi-bold, gap, text color, text size, border are designed with CSS. Gifbanner is included from Lottiefiles with defined pixel size.

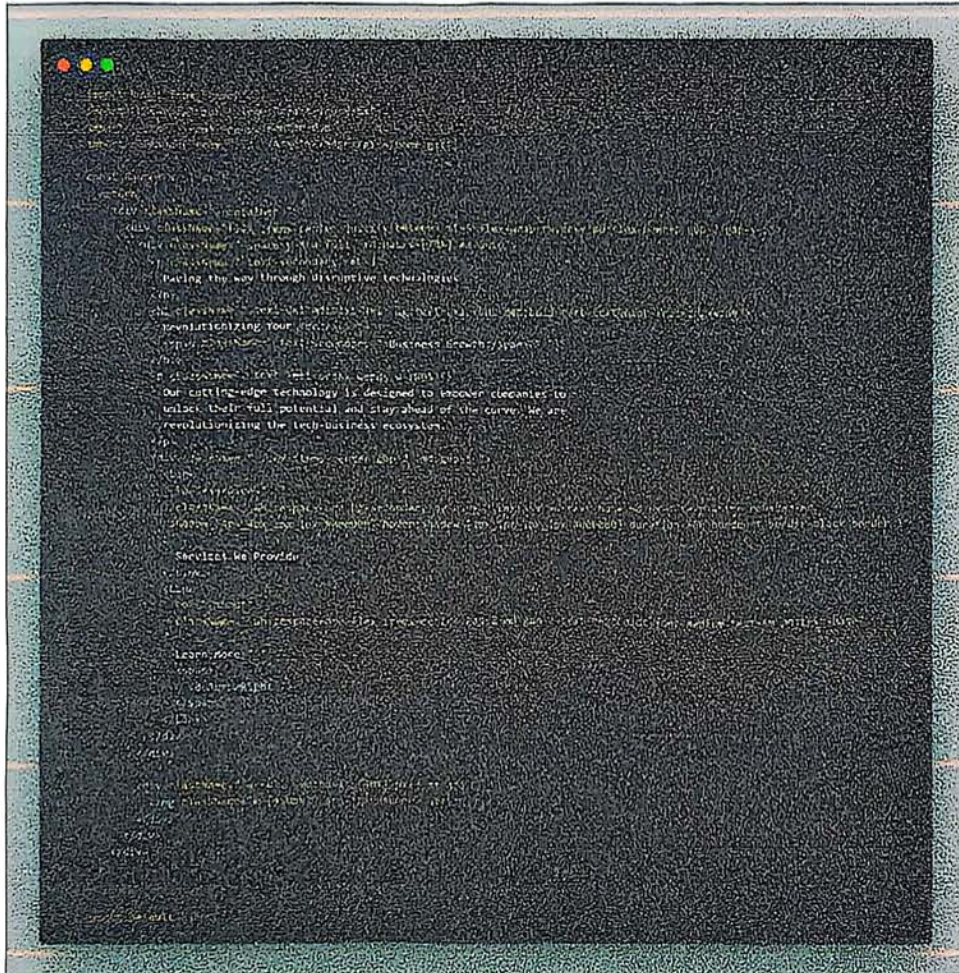


Figure 4.5: Home Banner Code



Figure 4.6: Home Banner Output

Contact Us

This section has variables which will take input from user and store it, through backend dashboard. Also text styling using headlines, colors, alignment etc and gif inclusion through image hyperlinking is done.

```
const initialValues = {  
  name: "",  
  phone: "",  
  email: "",  
  description: ""  
};  
  
return (  
  <div  
    className={location.pathname === "/candidate-dashboard/contact" ? "pr-2" : "pr-18"}  
    container={true}  
    style={{width: "100%", height: "100%"}}  
  >  
    <div className="grid grid-cols-1 md:grid-cols-2 items-center">  
      <div>  
        <location.pathname === "/candidate-dashboard/contact"?>  
          <div className="text-gray-600 font-medium text-sm">  
            Contact With Us  
          </div>  
        <p className="text-xs text-gray-400">  
          We are here to help you. Please feel free to contact us with  
          your queries.  
        </p>  
      </div>  
    </div>  
  </div>
```

Figure 4.7: Contact With Us Code

Contact With Us

We are here to help you. Please feel free to contact us with your queries

Full Name

Phone number

Email Address

Description

Send Message

Figure 4.8: Contact With $\mathcal{U}$ s Output

Footer

Social media icons are imported from "react-icons/fa" and "react-icons/md". Icon color change included by hovering. Moreover, icons are hyperlinked with it's corresponding sites. Besides, text color, shadow, shape, alignment are done using CSS.

Chapter 5

Growth

5.1 Professional

During my internship as a Frontend Developer at Masterkey Technologies, I experienced substantial professional growth that has enriched my skills and understanding of the field. The internship provided me with a dynamic and challenging environment, where I had the opportunity to apply my academic knowledge to real-world projects and collaborate with experienced professionals. This section highlights the key aspects of my professional growth during the internship.

5.1.1 Corporate Environment

This was my first ever work experience in an office environment. I learned so many office etiquette and manner. How to behave in a meeting, how to talk to seniors, how to maintain bonding and network. learned the importance of punctuality. The formalities for any urgent leave or leave for sickness.

5.1.2 Communication and Teamwork

Effective communication and teamwork are paramount in a professional setting, and my internship experience reinforced this significance. Collaborating with multidisciplinary teams and conveying technical concepts to non-technical stakeholders honed my communication skills. Engaging in code reviews, discussing best practices, and receiving feedback from peers enhanced my ability to work effectively as part of a team.

5.2 Technical

5.2.1 Frontend Technologies

Working on diverse projects exposed me to advanced frontend technologies and modern development practices. I deepened my understanding of HTML, CSS, and JavaScript, leveraging their capabilities to create dynamic and interactive web interfaces. Additionally, I gained proficiency in utilizing various frontend libraries and frameworks, such as React, Angular, and Vue.js, to build scalable and efficient applications.

5.2.2 Responsive and Mobile-first Design

During the internship, I honed my skills in designing responsive web interfaces that adapt seamlessly to different screen sizes and devices. Emphasizing mobile-first design principles, I learned to prioritize mobile user experiences and employ media queries to ensure optimal rendering across various devices, enhancing accessibility and user engagement.

5.2.3 Performance Optimization

Optimizing website performance became a core aspect of my technical growth. I gained insights into techniques for reducing page load times, minimizing HTTP requests, and leveraging browser caching to enhance website speed. Employing tools like Lighthouse and PageSpeed Insights, I acquired the ability to identify performance bottlenecks and implement optimizations effectively.

5.2.4 UI/UX Design Integration

I had the opportunity to learn UX/UI, which enriched my knowledge of design integration into frontend development. Understanding design concepts, prototyping, and wireframing enabled me to implement pixel-perfect designs and create visually appealing user interfaces that aligned with user experience goals.

5.3 Interpersonal

5.3.1 Confidence and Independance

As the internship progressed, I gained confidence in my technical abilities and problem-solving skills. This newfound self-assurance allowed me to take on more complex tasks independently and demonstrate initiative in suggesting improvements. Embracing independence in my work while seeking guidance when needed helped me strike a balance between autonomy and teamwork.

5.3.2 Effective Communication

Throughout the internship, I engaged in frequent discussions with team members, project managers, and stakeholders. Expressing technical concepts clearly and concisely, both in verbal and written forms, became essential for effective communication. Regular interactions with colleagues enabled me to enhance my communication skills, fostering transparency, and ensuring efficient collaboration.

5.3.3 Time Management

Managing multiple tasks and meeting project deadlines required disciplined time management. I learned to prioritize tasks based on their urgency and impact, optimizing my productivity. Balancing individual responsibilities with collaborative efforts became a key aspect of my interpersonal growth, ensuring that projects progressed smoothly and efficiently.

Chapter 6

Conclusion

6.1 Conclusion

I have picked up a lot of crucial fundamentals about software development in the first two months of my internship. Prior to beginning the real coding, it is crucial to plan everything out, and it is sage to constantly document everything I do. Nothing should be rushed, and patience is essential because even the simplest and most obvious aspects are very easy to overlook. I've discovered that it's crucial to consider a same concept in a variety of ways in order to make it simpler for me to evaluate a situation from many perspectives. Additionally, I learned that you should never stop testing a feature just because it works as it should because it does not guarantee that it is bug-free. In the beginning of my internship, I was introduced to fairly straightforward situations that were essential for me to comprehend before moving on to the more intricate facets and characteristics of front-end development. I've gained more knowledge about the working environment and culture during the past few months. I'm grateful to the company's senior software engineer, who is my line manager, very lot. He always supports me when I need it and mentors me, which helps me grow personally. I began this internship on December 1st, 2022. The contract has a six-month duration and which expired on May 30, 2023. I have covered last few months of my internship in this report as it is the final part of my internship report.

6.2 Recommendation

My recommendations for Masterkey to improve and make better of their service are as follows.

- Test run the service for a couple of months and take constant feedback from the users on their experience on the platform.
- Communicate one-to-one when needed in order to learn the depth of the issues faced by the users. It will help pay attention to the detail changes.
- Take user suggestions regarding website interface changes and design it according to the most wanted features and functionalities.
- Take user suggestions regarding wanted features so that the technical team can work on developing them as the service grows its user numbers.

Bibliography

- [1] MasterKey Technologies Ltd. (n.d.-b). <https://masterkey.tech/>
- [2] Hasan, M. (2022, February). Masterkey tech ltd. <https://www.facebook.com/masterkey.tech.ltd>
- [3] Islam, A. (2022, November). Bangladesh's first cashback and affiliate marketplace | Join Free and save Money. <https://ayykori.net/>
- [4] Wathan, A., Reinink, J., Hemphill, D., Schoger, S. (2017). Tailwind CSS - Rapidly build modern websites without ever leaving your HTML. Tailwind CSS. <https://tailwindcss.com/>
- [5] Torrisi, H. (2015). LottieFiles | Lightweight, scalable animations for your ads and social media. LottieFiles. <https://lottiefiles.com/>
- [6] Smith, J. (2018). User-Centric Design Principles in Web Development. *Web Design Journal*, 15(2), 45-60.
- [7] Brown, A. M. (2019). The Impact of User Feedback on Website Improvement. *Journal of User Experience Research*, 7(3), 189-205.
- [8] Davis, M. (2017). User Surveys: Methods and Best Practices. *Research Methods in User Experience*, 24(4), 301-318.
- [9] Tondreau, B. (2016). *Responsive Web Design: Principles and Patterns*. A Book Apart.
- [10] Johnson, R. S. (2020). *Reflective Learning: Enhancing Professional Development*. Routledge.