

Wind Wallet - A Project By Wind

by

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An internship report submitted to the Department of Computer Science and
Engineering
in partial fulfillment of the requirements for the degree of
B.Sc. in Computer Science

Department of Computer Science and Engineering
Brac University
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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.

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Abstract

Wind is a self-custodial payments app that enables you to send and receive money instantly, directly, and without extra charges.

The Wind team is focused on enhancing the user experience by reducing transfer time, fees (zero fees actually) and limitations on accounts and transfers. Wind aims to minimize the payment process for frequent money transferring individuals, freelancers, independent workers, contractors, remote employees, professionals and everyone you probably can think of.

Working with the Wind team has helped me learn new things everyday. Since problem solving is the key to carrying out tasks related to software development, I was faced with a lot of new challenges and had to find my own solutions to many of them. I advise students to work on practical problems in class rather than just theory because professional jobs will be more enjoyable and simple for people like us who are still in school.

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Chapter 1

Introduction

1.1 About the Internship

From a very young age, we learn that we must go to work and support ourselves once we graduate. One of the main reasons why students gravitate toward internships is this. Typically, they are seen as prospects for students and recent graduates to apply their academic learnings to real-world scenarios in a particular field. Students have the chance to acquire experience related to their studies. It makes the transition from academic to the working world a little easier. Additionally, the businesses will have a better understanding of their new intern and be able to place them in the role best suited for them. They can take advantage of this opportunity by creating an internship program that will provide businesses with capable candidates already familiar with the industry.

Some students prefer an internship over a thesis or research paper, if given the opportunity. Internships not only help students gain practical experience but also adds value to their CV or resume, which is essential for the long run. The requirements for BRAC University students allow them to choose either an internship or a research paper on the subject of their study. Although fewer students apply for internships, those who do are provided enough support by the institution and encouraged to learn from the company they work in. A student can accept any opportunity given it relates to their degree. Students must earn a minimum of 72 credits and complete their internship at a recognized company for at least six months to be eligible for completion to earn full credits. After careful consideration, as a final year student at BRAC University, I chose to do an internship as I believe this will aid my career path.

I applied for the position of product marketing intern at Wind, a software development company, and got selected for the internship. They offered me a 6-month academic internship as part of their product team, per the requirements of BRAC University.

1.2 About this Report

This internship is a prerequisite for completing my bachelor's degree in Computer Science and Engineering and my evaluation will be done based on this report. The report includes details about my work and training for the position, as well as the culture and customs of the workplace.

1.3 Aims and Objectives

The purpose of this report is to highlight my professional experience and knowledge. Topics that must be addressed in the report are:

- Provide a detailed description of the company.
- Present the services provided by the company
- Describe the work environment
- Demonstrate what I have learned during my internship.
- Document my efforts on the tasks that have been allocated to me.

1.4 Methodology

The report focuses on my internship at Wind as a product marketing intern and the knowledge that I gained and applied here. It contains information that is mostly gathered through personal experience. However, certain parts consist of data collected from company resources. I have divided the data collection methods into two parts.

1.4.1 Primary Data Collection

- Practical work in the position
- Team discussions and meetings
- Direct instructions from team leader
- Weekly presentations and feedback

1.4.2 Secondary Data Collection

- Company website
- Social media response
- Various websites and documents for related topics

Chapter 2

Company Profile

2.1 Company Overview

Wind is a financial-technology company developing a cryptocurrency wallet in partnership with a Singaporean company called Avalon. The company headquarter is in Singapore and the application is being developed in their office in Dhaka, Bangladesh. The multi-platform app being developed is also called Wind, which is a non-custodial wallet built on the Polygon blockchain. It is a fairly new company with about 20 employees currently working in the Dhaka branch.

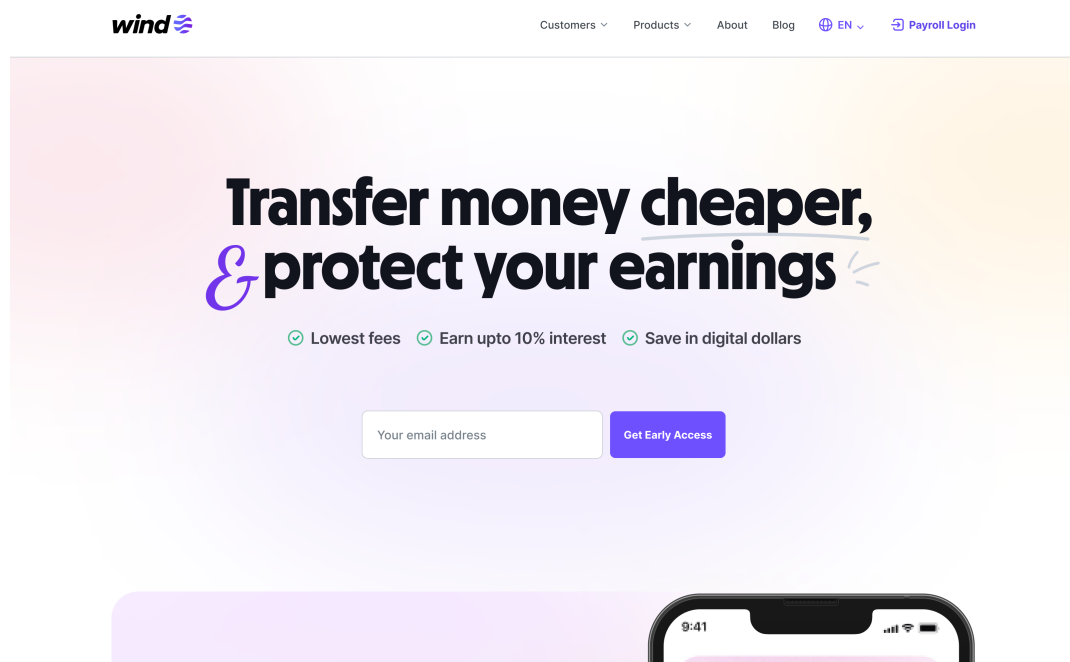


Figure 2.1: Wind.App- Website Home Page

2.2 Mission, Vision and Values

2.2.1 Mission

The company aims to empower creators, entrepreneurs and businesses of the new age to go beyond borders and limits. The current centralized financial system has been

working great but the pace which technology is advancing, we realize that there are a lot of shortcomings within this system. Therefore, Wind believes that adopting a decentralized financial [1] system can greatly improve the existing problems. The company is building a network of global nodes, which will allow its users to send money and make payments without any intermediaries or third parties involved. Some key problems the company is trying to address and eliminate are:

- Giving users complete control over their assets and finances
- Ensuring utmost security to store assets
- Making the process as simple as possible
- Enabling super fast payment across borders
- Eliminating all hidden charges and fees

2.2.2 Vision

Wind is a team of tech and Web3 enthusiasts/developers designing a trustworthy system while trying to eliminate the barriers and shortcomings of the services we already have in use. There are already a lot of similar applications available in the market but most of them do not give users full custody of their assets. We aspire to change that. So everyone can enjoy the benefits of decentralized finance without having to worry about getting scammed or charged exorbitant fees for their transactions.

The company mission is to create a platform where users can trade and invest in any kind of financial instrument without the need for third parties or middlemen. Our goal is to make money management accessible to everyone, especially those who lack access to traditional banking services, but also for traders looking for a more secure way of dealing with cryptocurrency assets.

2.2.3 Values

Unlike traditional companies Wind believes that the office environment should not only revolve around work. Efficiency and excellence is key and that is what makes up the values at Wind. Wind strives to empower their employees by providing them with opportunities to grow, learn and develop both professionally and personally. It is a company that believes in building a strong community and giving back to society. The team is made up of people who are passionate about creating an impact in the world around them, and that passion helps drive their business forward.

The company has been operating with respect to the following values:

- Team-First Mentality
- Fast moving
- Time for actual work
- Pay attention about small details
- Use modern tooling
- Always keep time aside for some fun

2.3 Product

The company is currently working on developing only one product which is the multi-platform cryptocurrency wallet called Wind. The assets a user owns are kept in crypto wallets. Private keys, which are the passwords that let users access to their cryptocurrency, are necessary for the asset holders as they are required to encrypt and decrypt the data. The wallets enable the user to transmit and receive cryptocurrencies like Bitcoin and Ethereum by keeping the private keys secure and available. They exist in a variety of shapes and sizes, from hardware wallets (which resemble USB sticks) to smartphone apps like the one we are developing, which makes using cryptocurrency simple and convenient.

2.4 Portfolio of Services by the company

Since Wind is a new company with only one product set to launch, the main focus of the entire team is to build the application free of any bugs or glitches. The team is working on every aspect of the application from scratch. The design of the UI, features, services, and everything else is divided as tasks among teams to perfect and deliver within the target time frame. The beta version of Wind will be tentatively released by the end of the year and will be available to a niche crowd within the Web 3.0 and DeFi(decentralized finance) community. The final product will be launched once substantial user feedback is received regarding the operation and usability of the application.

Every cryptocurrency wallet has some basic services that they must provide their user. Alongside the basic features, Wind is building towards delivering some extra services to improve the user experience while benefiting the user in the process. The list of services the application will be able to provide are as follows:

- Multi-currency Management System
- Swap funds between currencies
- On-ramping
- Off-ramping
- International Crypto Transaction Facility
- Yield Farming System
- User-Client Interaction System
- Shop from stores that accept crypto payments
- Browse and Connect to DApps (Decentralized Apps)
- Payroll Management System
- Raise Invoices

2.5 Services

Wind wants to ensure that every user gets a secure and easy user experience from the application. Therefore, the following services are a must to for the company to achieve what they envision. The first thing that Wind wants to do is to make sure that their customers get the best services possible. To do this, they have hired a team of developers who are experts in the field of security and privacy. This is what the home screen of the app looks like, highlighting some of the services the company is set to provide.

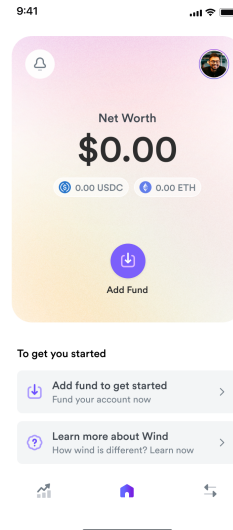


Figure 2.2: Wind App User Home Screen

Here is a breakdown of the services the company is set to provide.

2.5.1 Multi-Currency Management System

There are several crypto wallets which do not offer users the convenience of managing several cryptocurrencies under one roof. Wind aims to change that. The application consists of a multi-currency management system that will allow users to store several different assets together. Currently, only a few coins can be managed within the application, namely, Ether(ETH) and Stablecoins(USDC). The company wishes to increase its options in future for greater diversity.

2.5.2 Fund Swapping between Currencies

Along with the ability to store several currencies within one application, Wind also allows users to swap funds [2] as well. A user will be able to swap Ether funds to stablecoins and vice versa however they please.

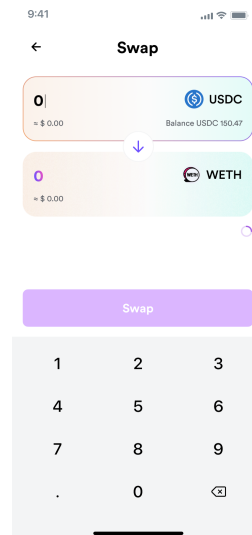


Figure 2.3: Swap Feature

This allows users to store their fund in the form of tokens that they believe will be most profitable for them. If users want to make payments in stablecoins(USDC), but do not have enough funds, they can simply swap some ETH to USDC instantly to make the transfer possible. Most people prefer making transactions in USDC as it is secure, convenient and equivalent to fiat currency. Wind makes it easier for users to store funds the way they want to.

2.5.3 On-Ramping

Cryptocurrency must be exchanged for another currency in order to be purchased. And just like purchasing any product or service in your daily life, this is frequently converted into money like dollars or euros. This regular money, which is often opposed to cryptocurrencies, is referred to as fiat money.

On-ramping refers to the process of converting fiat money into cryptocurrency. On-ramping takes the form of, for instance, purchasing bitcoin by trading it for your US dollars. By converting your money into cryptocurrency, you are effectively using an on-ramp to reach the crypto highway.

The platform or service that completes this process for you is also referred to as a "on-ramp." An on-ramp could be something like an online crypto exchange. It can also serve as an adjective to describe a certain asset that is represented by cryptocurrency.

Wind provides a gateway for users to on-ramp their funds in the US so they can send them to users in the Philippines.

2.5.4 Off-Ramping

Off-ramping is the process in which you trade your crypto for a different asset. After all, this is why crypto was developed. Exchanging back into fiat currency or making a straight purchase with your cryptocurrency are both examples of off-ramping.

Off-ramps make it possible for you to "cash out" your cryptocurrency by letting you trade it for fiat money. Users of Wind can off-ramp in the Philippines upon receiving payments from the US.

2.5.5 International Crypto Transaction Facility

The users will be able to make international payments through the application. They do not have to wait for any third-party interference in order to send money beyond borders. The system is made easy and simple so that users can carry out international transactions within seconds. The system is similar to PayPal but for crypto transactions. The application will provide users with a secure and safe platform where they can carry out their transactions without any fear of getting scammed. The system is easy to use and has a simple interface for the convenience of users. The transactions are recorded in the blockchain to ensure that there is no room for fraud.

Blockchain is the system on top of which the products, services and cryptocurrencies are built. It is a public ledger that is maintained by a huge network of computers. These computers check and record transactions independently, which are arranged into "blocks." Blocks are retained indefinitely and cannot be edited or altered. Because the ledger is open to the public, any effort to tamper with the data would be immediately evident, making the network very immune to hacks and frauds. As a result, anything that demands a record, be it a monetary transaction, a contract, or the exchange of a deed, may be recorded on the blockchain in a verifiable, immutable, and secure way. A blockchain network can track and sell almost anything of value, lowering risk and costs for all involved.

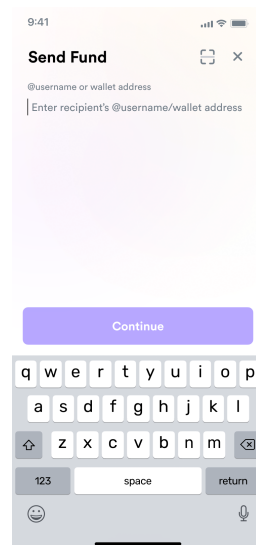


Figure 2.4: Send Fund Feature

2.5.6 Yield Generation System

There are several ways to earn through cryptocurrency. Yield farming is one of them. Yield farming is a patchwork of several crypto-earning tactics to maximize profits across various platforms. It basically involves staking and lending crypto in exchange for rewards and interest returns. In yield farming, investors often migrate their tokens and coins on a weekly or even daily basis to the platforms with the greatest APYs(Annual Percentage Yield). When investors give the tokens required for an Automatic Market Maker (AMM) to offer crypto swaps to traders, this is known as yield farming.

Wind provides a yield generation system in collaboration with Aave which allows users to earn from their assets through yield farming. Users can engage in Aave, a decentralized non-custodial liquidity system, as depositors or borrowers. Borrowers have the option of borrowing in an overcollateralized or undercollateralized method, while depositors offer liquidity to the market in exchange for passive income.

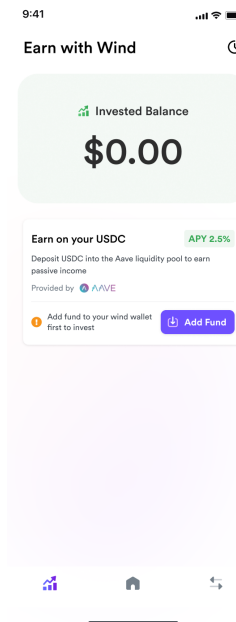


Figure 2.5: Yield Generation Feature

2.5.7 User-Client Interaction System

Users can interact with their clients using their usernames instead of using long hexadecimal public key addresses. This enables ease of use and accessibility, saving a lot of time alongside.

2.5.8 Shop from stores that accept crypto payments

Users can make payments to shops and other merchants that accept crypto through the application. They can use the application to make crypto transactions within seconds while shopping without having to worry about carrying cash.

2.5.9 Browse and Connect to Decentralized Applications(DApps)

Digital apps or programs known as "decentralized applications" (dApps) exist and operate on a peer-to-peer (P2P) network of computers rather than a single computer. DApps are free from centralized control and intervention and operate on a blockchain network in an open-source, public setting. Some popular DApps are Opensea, MakerDao, and Axie Infinity.

Wind allows users to connect to these DApps and carry out transactions among them.

2.5.10 Payroll Management System

Wind provides a way for businesses to pay their employees through the app. This is made possible through Wind's payroll management system. The process of paying employees at a corporation is known as payroll. It entails gathering the list of employees who need to be paid, keeping track of the hours worked, figuring out each employee's compensation, promptly disbursing the payment, and monitoring payroll costs.

Wind has created a payroll management system that allows companies to periodically pay all their employees by entering a list of everyone who is employed. The process of paying and managing employees is made seamless through Wind.

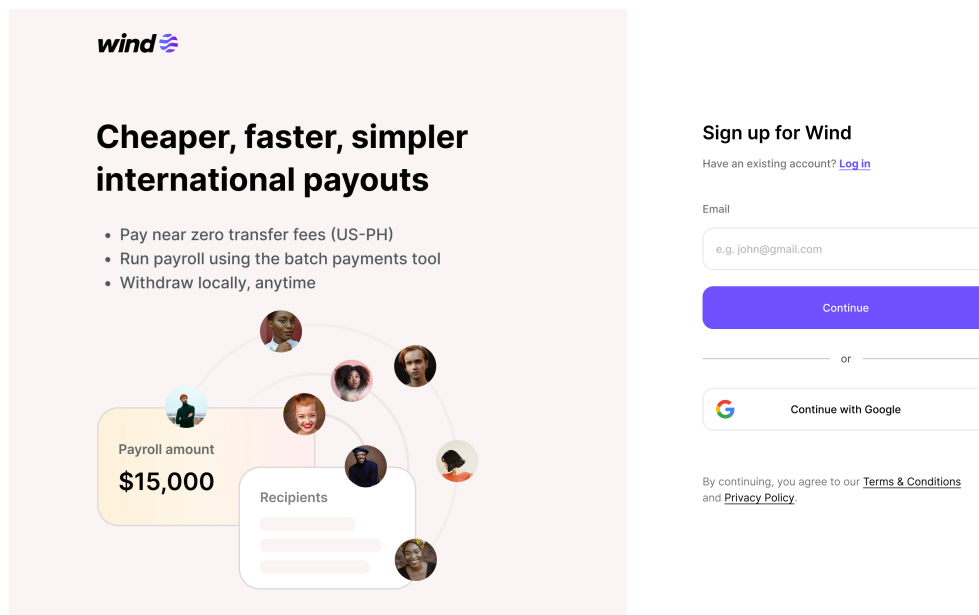


Figure 2.6: Payroll Feature

2.5.11 Raise Invoices

Since Wind enables users to send money across borders, freelancers who earn in the US can easily get paid through the app by raising an invoice. Freelancers frequently deal with issues like incorrect payment amounts or late payments. Therefore, while freelancing, they must be able to create an appropriate invoice.

An invoice is a list of the goods and services that someone has delivered, broken down by item, together with the payment terms for each of these goods and services. Additional details about the transaction are also provided, including the taxes paid, the time and date of the transaction, the addresses of the provider and recipient, the tax identification numbers, etc.

It is recommended to raise the invoice and send it to the client as soon as the work is finished because a freelancer often works on certain assignments and does not have a long-term working relationship with the company. As with any freelancer, raising an invoice is a simple process for independent designers. Prior agreement must be made regarding the nature of the work and the terms of payment. All of the information listed above should be included on the invoice.

By using Wind, all this is made easier. Freelancers can easily raise and invoice and

get paid on time. Since transactions via Wind are instant, these freelancers do not have to worry about their payments getting delayed.

2.6 Clients

The initial target audience for the application is the freelancer and Web3.0 community of the Philippines. Approximately 1.5 million Filipinos are freelancers, most of who often carry out crypto transactions between different countries. Moreover, around 4.3 million people, about 4% of the population, are cryptocurrency holders in the Philippines. A simple and accessible online crypto wallet like Wind can ensure seamless safe transactions for many people.

A huge proportion of the Filipino community send remittances into the country. Money sent from one party to another is referred to as a remittance. Remittances can broadly be defined as any payment made in response to an invoice or bill. However, the phrase is currently most frequently used to refer to a sum of money that an individual sending money to their family back home while working overseas. Using an electronic payment method provided by a bank or an electronic money transfer service is the most typical way to send remittance. The majority of the time, these solutions come with a charge or transaction fee.

A record \$31.4 billion in cash remittances from Filipinos working abroad were sent home in 2021, supporting the Philippines' economic recovery from the pandemic. With 40.5% of all remittances to the country, the U.S. continues to be the leading source. Their remittances, which make up over 9% of the country's GDP, are essential to the Philippines' economy.

Given the numbers, Wind has chosen to focus on the transactions between the US and the Philippines. For now, users will be able to make and receive payments within these two countries. People will be able to send remittances within seconds via Wind, without having to deal with delays of banking processes for days. Moreover, Wind is making these transfers possible with near to zero fees. Meaning, users will only be charged a very small amount, almost zero, for sending huge sums of money into the country.

Chapter 3

Training and Implementation

3.1 Overview

It is a major step forward in both your academic and professional lives to be permitted to work as an intern for a corporation. Having work experience is a huge advantage in today's competitive employment market. It also helps students transition successfully from school to employment after they have finished their studies. I started working with Wind as a student intern for the Product team. It is also the ideal opportunity for me to learn a variety of new skills and get priceless experience while working here. As I mentioned before, this internship is a graduation requirement for BRAC University. I am very excited to be able to work here. I believe it will be a great opportunity for me to learn and grow professionally in this dynamic environment.

My supervisor, Ahmed Fahad, head of the Product Team, has so far helped me get through all the obstacles I faced in my tasks. My coworkers have been very cooperative and patient with me. I have included a number of screenshots throughout the report, but some of the panels I work on cannot be uploaded owing to confidentiality issues.

3.2 Getting Familiar with the Workspace

The company follows a hybrid working system where each team has their own set of days they work at the office. Most teams usually only have to physically attend office hours 2 days a week. It makes the workflow smooth and efficient as each team has their own targets to meet that they have to discuss in company meeting with all the superiors. The company also has an option for you to work remotely, which is a great bonus for those who want to travel or want more freedom in their work schedule. The company has a great culture and is very flexible with your working hours.

As a part of the product team, my main task is Requirement Collection and Analysis, and UX/UI design. My first task as a Product intern was to understand and familiarize myself with the following topics:

- Web 3.0
- Decentralized Finance

- Blockchain Technology
- Cryptocurrencies

Since this required extensive research, my initial task was to go through several social media platforms and find content related to the work the company does. Once I had a good grasp of the company's brand and mission, I began brainstorming how to present this information in a way that would be visually appealing and easy for readers to digest.

3.3 UX/UI Design

Working as a Product Marketing Intern, I was actively taking part in designing several parts and features for the wallet. The design team mainly uses Figma for the UI. Figma is an all-in-one collaborative web application for designing interfaces and prototyping systems.

Wind believes in simplicity. Therefore, the designs had to be neat and detailed, without any clutter so users can make the best use of the application. The key idea was to ensure brand consistency within the application in terms of brand colour, images and fonts.

Here are some examples of the UI design of the application:



Figure 3.1: Splash Screen

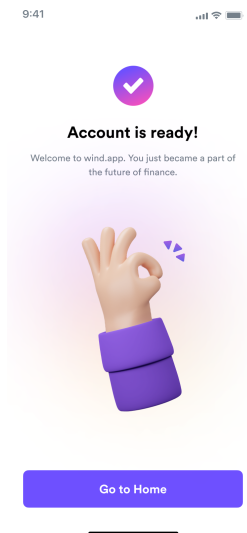


Figure 3.2: Account Confirmation Screen

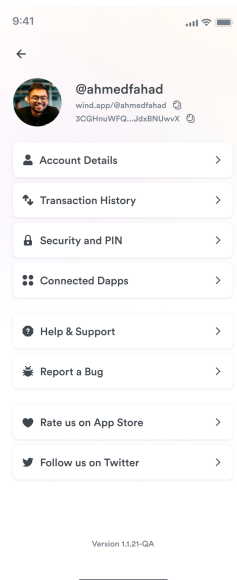


Figure 3.3: User Profile Display Screen

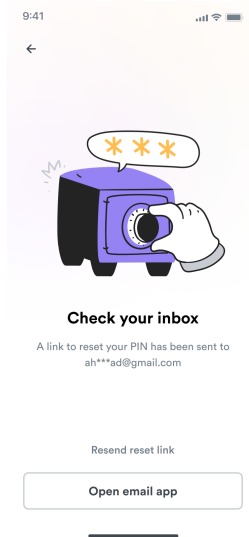


Figure 3.4: User Profile Creation Screen

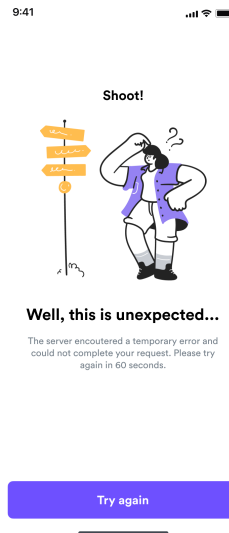


Figure 3.5: Error Screen

3.4 Preparing and Managing Application and Social Media Content

The application will also contain a blog and tutorials section which will contain various articles on the subjects related to the product. Presenting a product as technical as a cryptocurrency wallet means every single team member must have extensive knowledge about Web 3.0, Decentralized Finance, blockchain and more. This is one of the main reasons why the company chose me for the position. They wanted people from computer science backgrounds to make it easier to understand the technical aspect of the product.

Since there are so many crypto wallets currently in the market, we always have to stay up to date with the trends and services they provide. This is to ensure that our product is up to market standards and does not lack any updated service.

Similarly, I have to ensure that the application content is reflected on the company’s social media platforms and marketed accordingly. This is why I have to design social media posts as well. I use Figma and Canva to design the company posts. Some examples of social media content I created are given below.



Figure 3.6: Social Media Post On Swap Feature



Figure 3.7: Social Media Post On On-ramp and Off-ramp



Figure 3.8: Social Media Post On Zero Transaction Fees

3.5 User Testing

A beta version of the Wind App is set to launch at the end of December 2022. Since the launch date is close, we constantly have to test out the app for any issues or errors users might face. Every time an error arises, it is immediately addressed by the tech team and resolved. Some issues require a new version of the app to be created.

Till now, several versions of the Wind app had to be developed to ensure all the services run smoothly.

One of the first UI versions of the app was developed using React, a front-end JavaScript library for creating user interfaces. It is a free and open source library, which is why the team chose it. However, several errors were encountered in that version so the team had to update it accordingly.

For the back-end, the team chose to develop the app on Kotlin. Kotlin has proved to be a fantastic language for back-end development because of its high-performance features like coroutines and the use of Java libraries. The tech team is currently still developing the Kotlin version to incorporate the new features that are to be introduced.

Before the Wind app is launched on the public app stores, the beta version is set to be released to ensure that users can experience the app the way we promised it to be. Therefore, the beta version will be a test run for the main app with most of the features of the main version.

The beta version will consist of the following features:

- Multi-currency Management System
- Swap funds between currencies
- On-ramping (In the US)
- Off-ramping (In the Philippines)
- International Crypto Transaction Facility (Only between the Philippines and the US)
- Yield Farming System
- User-Client Interaction System
- Raise Invoices
- Payroll Services

Since these are the key features of the Wind app, the company wants to ensure that these features run smoothly so that the full version is free of any errors or major bugs users might face.

3.6 Website Design And Copy Writing

Although Wind will initially be launched as a mobile application, the Wind website will contain a few functionalities that are not available on the app. The primary use

of the Wind website will be for the company payroll system. Businesses that wish to pay their employees via Wind will have to sign up for their business Wind account through the website. The website will also contain other important resources like the blogs, FAQs, support and assistance guidelines, etc.

My task as a part of the product team was to help design the website and compile useful content that would be published in the website's blog section. The following sections will contain a breakdown of my work in designing and copy writing for the website.

3.6.1 Website Design

Similar to the app design, the website design was also done on Figma. The design and product team joined hands in designing the website according to the brand. Finding the ideal elements for the website required thorough market research. The main idea was to follow and pick out elements by looking at what the competitors in the same field were doing.

As the services are mainly catering to the the Filipino clients, it is also essential to incorporate some of their aspects into the design. This is why the research also consisted of Filipino apps and similar companies in the market. Here are some of the designs I contributed in.

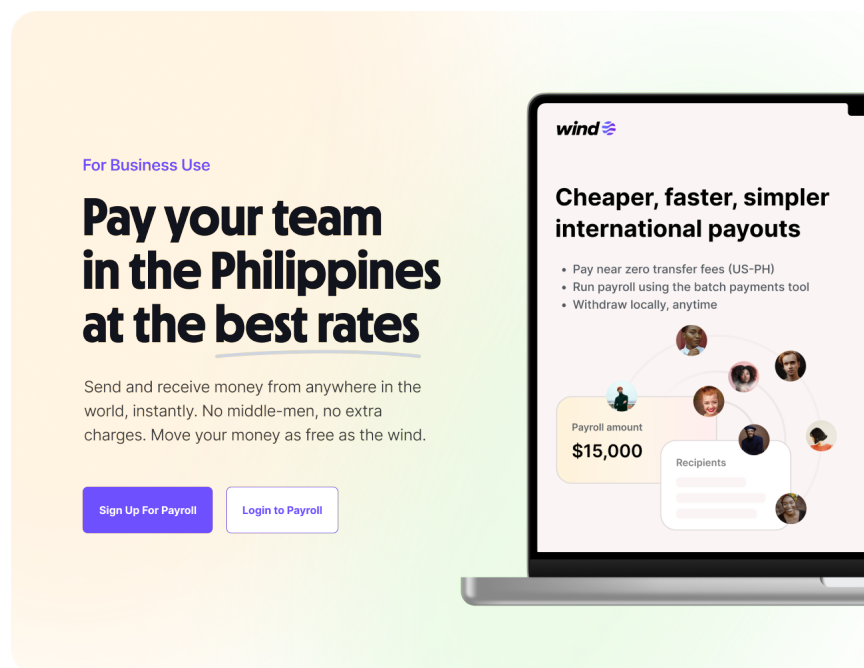


Figure 3.9: Website Hero Section 1

Why Choose Us?

The features you can rely on

Pay or get paid worldwide in seconds

Send and receive money from anywhere in the world, instantly. No middle-men, no extra charges. Move your money as free as the wind.

\$381.24

381.24 USDC



Add



Receive



Send

Watch your funds grow

Upto 10% APY

Traditional financial products give you nominal returns. Most DeFi protocols give you higher return but require active management. We make it seamless for you to pick a plan and earn upto 10% APY.

✦ Try it out



Your own URL and QR code to get paid anytime

Send and receive money from anywhere in the world, instantly. No middle-men, no extra charges. Move your money as free as the wind.

@ahmedfahad
wind.app/@ahmedfahad



Easy ways to add funds

Use both crypto and fiat rails to add money - either through crypto wallets, MFS wallets or your bank accounts!

Buy with credit/debit card

Buy from exchange - XanPool

From another Wind user

From another wallet

Figure 3.10: Website Feature Section

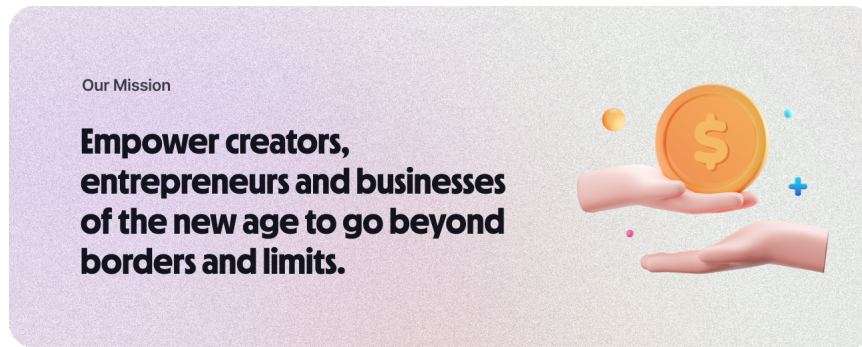


Figure 3.11: Website Hero Section 2

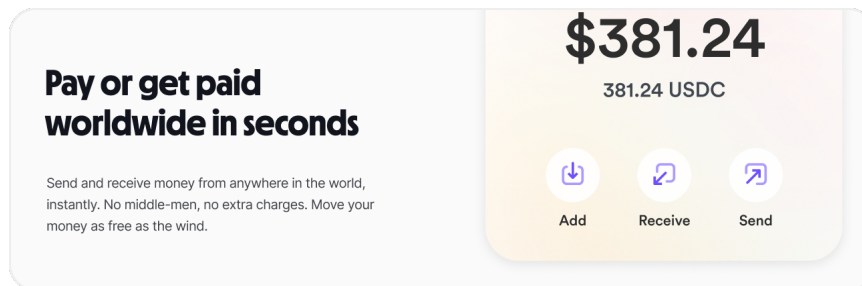


Figure 3.12: Website Feature

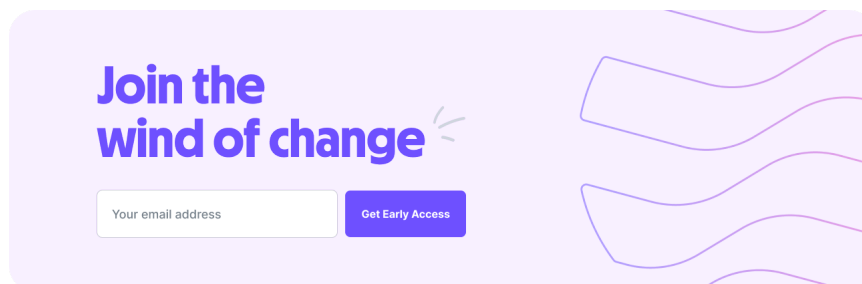


Figure 3.13: Newsletter Sign Up Block

3.6.2 Copy Writing

The copy writing part of my work falls under the marketing team. For website copy, I first had to create a draft of the content that would be published, the FAQs, and blog post ideas. Along with that a list of resources for users to access in case they need any assistance. This task required a lot of brainstorming with the entire team and guidance from my supervisor in order to ensure every detail was perfect and error free.

The drafts were first compiled in sheets and doc files and after editing each part was uploaded on notion. The guidelines for app use are compiled on Freshdesk, an automation software including help desk features. Users will be able to find all sort support and resources there. FAQs are also included in the Freshdesk set up to make it easier for users to find everything under one roof.

Here are some examples of the website copy writing that I have been doing so far.

How do we do it?

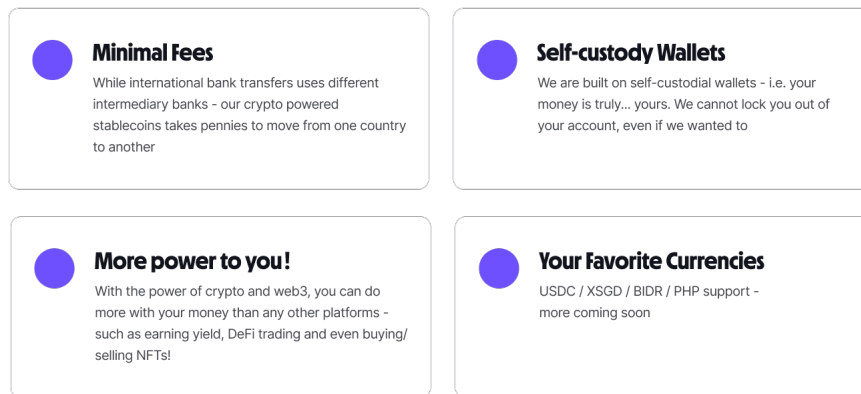


Figure 3.14: Key Benefits

Cultural Principles

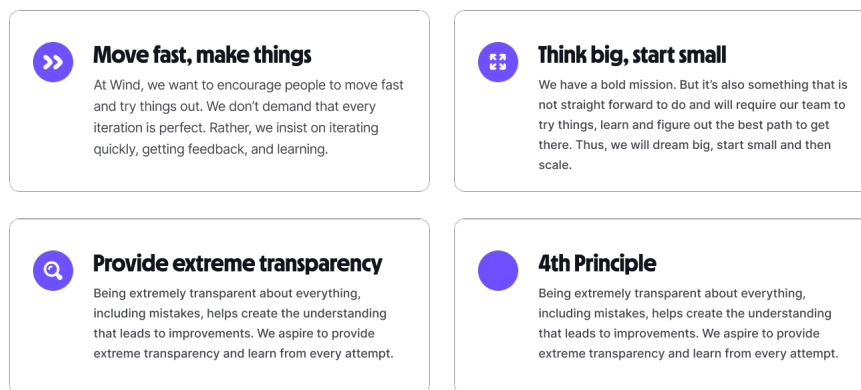


Figure 3.15: Company Principles

Some common questions

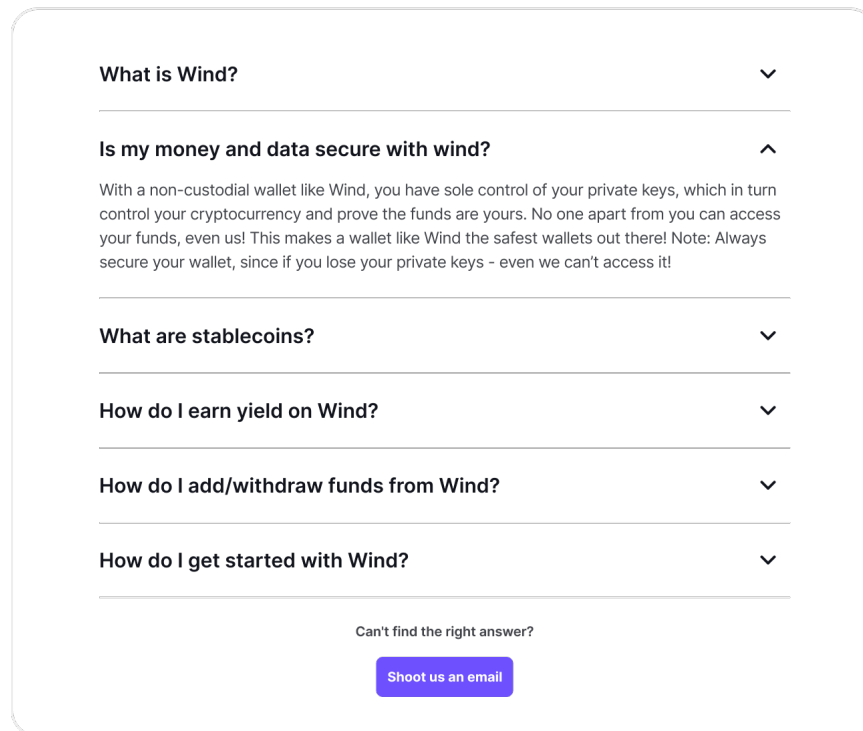


Figure 3.16: FAQ Section

Why Join us?

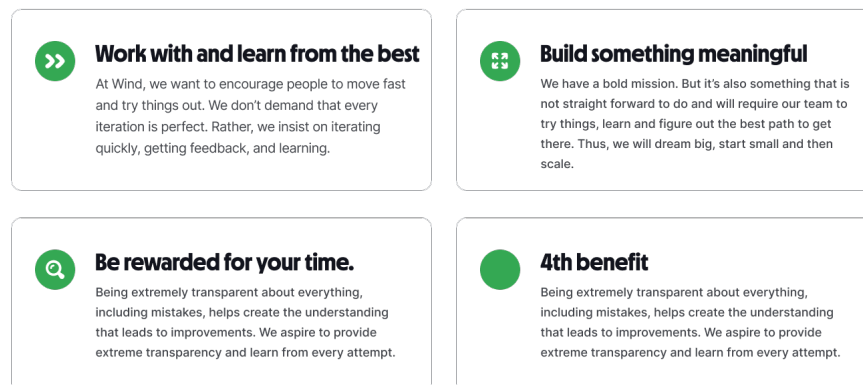


Figure 3.17: Why Join Wind

3.7 Research and Documentation

In order to create the application and website content a lot of research was required to ensure all the information is legitimate and on par with the audience we are trying to reach.

3.7.1 Research

My main research tool throughout the whole content creation process was Twitter. Most fintech related information is available there as big tech companies tend to post a lot of relatable content on the platform. Before creating any type of content I had to stay on the lookout for what our competitors are delivering.

Since fintech is an emerging market, there are numerous competitors aiming to provide similar services. Our content always has to be on the same level or above them. In order to that, constant research and testing is required to ensure our services correspond to the message we are delivering.

3.7.2 Documentation

Once I find relevant content, I have to match it with our service protocols. Upon testing the app features, if there are any discrepancies, the error is recorded on a Google sheet which are monitored by the tech team. The tech team resolves the issue and marks it clear, which is then updated and retested for a final check.

If the feature is error free, content regarding that feature is created and updated in the website or social media accounts. This is a continuous process and requires thorough checking at each step.

3.8 Tutorials and Assistance

During my first two weeks at Wind I was given a list of subjects that I had to familiarize myself with. The applications and communication platforms we use at Wind are very different from what I have used thus far. So, I took the time to learn the basics of certain platforms like:

- Notion- a project management software platform
- Figma- designing software
- Trello- task management application
- Zapier- workflow automation software
- Mailchimp- a marketing automation platform

Within the first two weeks I went through various tutorials on YouTube to understand the basics of these platforms and utilize them for my work. My supervisor was always ready to answer any question I had regarding anything. He is extremely cooperative and always there to help.

3.9 Communication Modes

The entire workforce of Wind communicates via Slack, a messaging platform designed specifically for office communication. We have designated team channels for real-time communication regarding any project query. As I mentioned before, I have a hybrid office schedule and only attend physical office twice a week. These two days are mainly for team meetings and discussions for upcoming deadlines.

At the end of work hours I have a one-on-one physical meeting with my supervisor explaining my tasks at hand and the steps I will be taking to accomplish desired results. Once I get an approval from my supervisor I carry out the tasks accordingly. Team meetings are highly valued at Wind to ensure every member agrees with the delivery and processing of each task. This also helps clear out all confusions within the team, at the same time gives each member a chance to voice their opinions.

3.10 Work Environment

Wind is very lenient about working hours as long as we meet deadlines properly. As a result the work environment is very fun and interactive. I get to learn a lot from my workmates. Everyone is always ready to help, even when I have out of department queries. The seniors always encourage us to keep some time apart for fun and ensure we do not overwork ourselves.

Chapter 4

Conclusion

The last six months working as a Product Marketing Intern has helped me acquire a lot of knowledge about Web3 and Decentralized Finance. I enjoy my work and get to learn new things everyday. Web3 is constantly updating with emerging technologies and applications. One of the most important lessons for me has been understanding the significance of blockchain technology and decentralized finance in the current world. My experience here has been great so far as I learned how crucial system analysis and design is for a software. I gained some designing skills and hope to enhance it in the upcoming months.

During my internship, I was exposed to different scenarios that were critical to comprehend before moving on to the more complicated components and features of the software we are developing. The whole experience so far has been great and I am learning different ways to tackle problems that arise during the life cycle of a software development.

On July 1, 2022, I began this internship. It is a six-month contract that has expired on December 31, 2022. I am currently a permanent employee at the organization and wish to continue my journey here. As part of my final defense, I have covered six months of my internship experience and work in this report.

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