



COMPUTER SCIENCE INTERNSHIP ACTIVITIES

DEPARTMENT OF COMPUTER SCIENCE

PURPLELANE VISUAL UI UX INTERNSHIP

Date: 30 DEC 2024 to 22 FEB 2025

Organized by: Department Of Computer Science

The **PurpleLane Visual UI/UX Internship**, organized by the Department of Computer Science, took place from **30th December 2024 to 22nd February 2025**. During this internship, final degree students had the opportunity to engage in hands-on learning and practical experience in the field of UI/UX design. The activity included a series of design challenges and project-based tasks that allowed participants to work closely with industry experts. Students were able to refine their skills in user interface and experience design, developing a deep understanding of the design process, user research, wireframing, and prototyping. This initiative provided a platform for students to apply their academic knowledge in a real-world context, preparing them for future roles in the rapidly growing tech industry.

Observations and Key Learning:

1. **Hands-On Experience:** The internship allowed students to transition from theoretical knowledge to practical application, providing a real-world understanding of UI/UX design processes. Students gained hands-on experience in creating wireframes, prototypes, and user flows, which enhanced their design and technical skills.
2. **Collaboration and Teamwork:** Working on group projects helped students develop effective communication and collaboration skills. They learned how to share ideas, give and receive constructive feedback, and work towards a common design goal, which is essential in the professional world.
3. **User-Centered Design:** One of the key takeaways was the importance of designing with the user in mind. Students learned how to conduct user research, develop personas, and implement usability testing to ensure the final design meets user needs and expectations.
4. **Prototyping Tools Mastery:** Interns became proficient in industry-standard design tools like Figma, and Sketch. These tools are widely used in the UI/UX design field, and familiarity with them was a major skill enhancement for students.
5. **Problem-Solving and Creativity:** The internship challenged students to think critically and creatively to solve complex design problems. They learned how to



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approach design challenges with innovative solutions while keeping user experience and functionality at the forefront.

6. **Industry Insights:** Exposure to professionals from the design industry gave students valuable insights into current trends and best practices in UI/UX design. This experience helped them understand the importance of staying up-to-date with evolving tools, trends, and technologies in the field.
7. **Portfolio Development:** By the end of the internship, participants had developed a strong portfolio showcasing their work, which will serve as a key asset when pursuing future career opportunities in UI/UX design.

Overall, the **PurpleLane Visual UI/UX Internship** proved to be an enriching learning experience that equipped students with the practical skills and knowledge needed to thrive in the fast-paced world of design.

Inauguration:

The inauguration of the **PurpleLane Visual UI/UX Internship** took place on **30th December 2024**, marking the official beginning of the program. During the inaugural event, the Department of Computer Science welcomed the final degree students who would participate in the internship. The event included speeches from faculty members, who outlined the goals and objectives of the program, as well as the skills students would gain throughout the internship. Participants were introduced to the structure of the program and the projects they would be working on. The inauguration set the tone for an exciting and enriching learning experience, encouraging students to take full advantage of the opportunity to grow in the field of UI/UX design.



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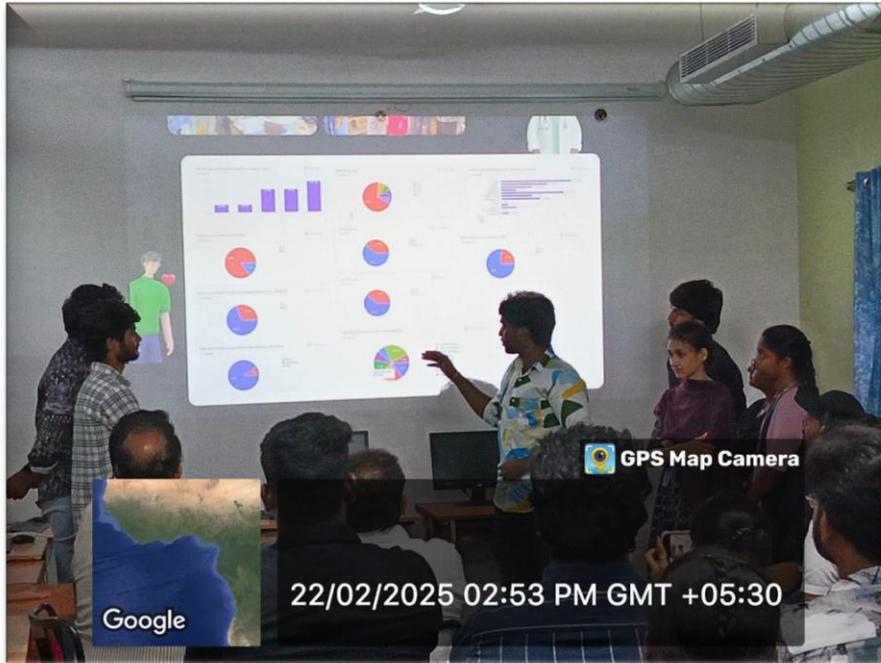
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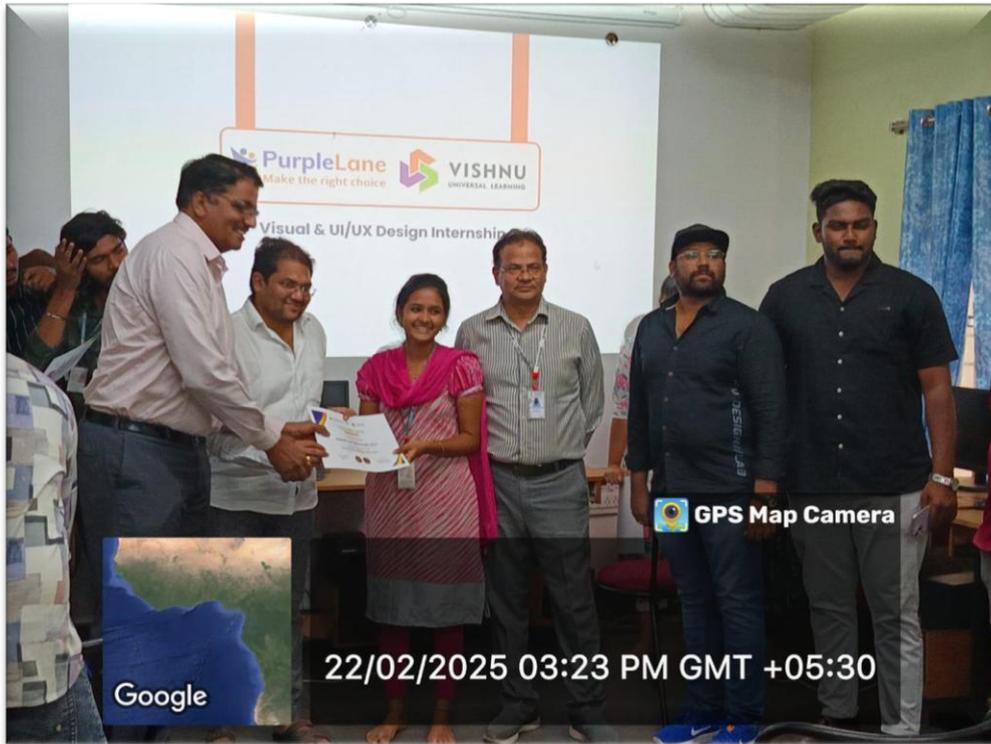
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Learning outcomes

Participating in a UI/UX internship offers students a valuable opportunity to bridge academic knowledge with real-world application. Such internships are designed to achieve several key learning outcomes:

- **Exploration of Career Alternatives Prior to Graduation:** Engaging in UI/UX design projects allows students to assess their interest and aptitude in this field, aiding in informed career decisions.
- **Integration of Theory and Practice:** Interns apply theoretical concepts learned in the classroom to practical design challenges, enhancing their problem-solving skills and understanding of user-centered design principles.
- **Assessment of Interests and Abilities in Their Field of Study:** Working on diverse design tasks helps students evaluate their strengths and areas for development within the UI/UX domain.
- **Development of Work Habits and Attitudes Necessary for Job Success:** Experiencing a professional environment fosters essential work ethics, including time management, collaboration, and adaptability.
- **Enhancement of Communication, Interpersonal, and Other Critical Skills:** Collaborating with designers, developers, and stakeholders hones communication and teamwork abilities, which are crucial for future job roles.
- **Building a Record of Work Experience:** Interns contribute to meaningful projects, creating a portfolio that showcases their skills and experience to future employers.
- **Acquisition of Employment Contacts Leading Directly to a Full-Time Job Following Graduation:** Networking during the internship can lead to job offers or valuable industry connections post-graduation.
- **Development of Additional Skills Required for the World of Work:** Exposure to industry-standard tools like Figma and participation in feedback sessions equip students with skills directly applicable to the workforce.



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Challenges and Solutions

During a UI/UX internship, students may encounter several challenges that can impact their learning experience and project outcomes. Recognizing these challenges and implementing effective solutions can significantly enhance the internship's value.

1. Balancing Design and Development Perspectives

Challenge: Aligning the creative visions of designers with the technical constraints and priorities of developers can be difficult, leading to potential conflicts and project delays.

Solution: Fostering open communication and collaboration between design and development teams is crucial. Engaging in regular discussions helps bridge the gap between creative ideas and technical feasibility, ensuring that both perspectives are considered in the project workflow.

2. Navigating Time and Budget Constraints

Challenge: Limited time and budget can restrict the scope of design projects, making it challenging to fully explore creative solutions or conduct extensive user research.

Solution: Prioritizing tasks and focusing on essential design elements can help manage constraints effectively. Utilizing agile methodologies allows for iterative progress, enabling teams to adapt to limitations while still delivering valuable design outcomes.

3. Understanding and Engaging the Target Audience

Challenge: Without a deep understanding of the target users, designing intuitive and user-friendly interfaces becomes challenging, potentially leading to designs that don't resonate with users.

Solution: Conducting thorough user research, including surveys, interviews, and usability testing, provides valuable insights into user needs and preferences. This information guides the design process, ensuring that the final product aligns with user expectations.

4. Managing Scope Creep

Challenge: Uncontrolled changes or continuous addition of features can lead to scope creep, resulting in project delays and diluted focus.

Solution: Establishing clear project goals and maintaining strict adherence to the defined scope helps prevent unnecessary alterations. Regularly reviewing project objectives with stakeholders ensures alignment and minimizes the risk of scope creep.



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5. Overcoming Cultural and Process Differences

Challenge: Differences in organizational cultures and processes can lead to misunderstandings and inefficiencies between design and product teams.

Solution: Promoting a culture of mutual respect and understanding is essential. Engaging in joint planning sessions and collaborative workshops helps align goals and methodologies, fostering a cohesive working environment.

By proactively addressing these challenges, UI/UX interns can enhance their professional development and contribute effectively to their teams, leading to more successful and rewarding internship experiences.



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Feedback

PASUPULETI GAYATHRI DEVI
MPCs-b

I'm a UX/UI Designer with a background in Figma, which gives me a unique edge in empathizing with users and improving their experience through design. My research experience has refined my problem-solving skills and user insights. I'm constantly seeking new ways to learn and grow through real-world experiences.



CHOPPARLA V V S NAGA DURGA HEMANTH
III BSc MPCs –b

The UI/UX Designer Internship provides with an opportunity to work closely with our design team to gain hands-on experience in designing user interfaces and creating user experiences for digital products. During the internship, we are exposed to the entire design process, from research and wire framing to prototyping and user testing.

