



**Job Announcement of ButterFly Edu Fields Pvt. Ltd.**

It hereby informed to all the graduates of AY22-23 that **ButterFly Edu Fields Pvt. Ltd.** would like to offer Paid Internship Opportunity with Placement for Web Developer with the following details. Interested and eligible candidates register at <http://tnp.rgukt.ac.in> by 01.03.2023. In addition, the interested students needs to submit the assignment shared with the job notification by 06-03-2023.

**Stipend: 10K to 15K per month**

**CTC range after confirmation: 3L to 4.5L pa + other benefits**

**A brief about the company:**

Butterfly Fields is an IIT-IIM alumni initiative to transform learning from 'rote' to 'real'. We offer Fun filled Innovative Educational Toys & DIY (Do It Yourself) STEM Kits in the age group 2-15 , to bring "Aamir Khan's - 3 Idiots" form of learning with practical application to every home. Our Brand - products are available across several international markets, including US, UK, Australia, UAE, KSA to name a few and we operate through leading online channels viz. Amazon, Flipkart & Leading Toy Stores Hamleys. These toys are designed indigenously by our in-house R&D team of highly qualified engineers and designers from top institutions like IITs, IIITs, NITs, etc.

We have been working with over 9000 schools across 29 states and 10 countries impacting over 11,00000 children in private schools, offering Curriculum Mapped Science & Math Project Kits for children of classes 1 to 10. The products have been designed after understanding the needs of the Indian education system through 1000+ hours of teacher interactions, 10,000+ hours of student interactions.

**Website: <https://butterflyfields.com/>**

**Some References:**

1. BRAIN TOY AWARD 2021 -- <http://www.academicschoice.com/toys/tinker-lab-home.php>
2. PURDUE UNIV -- Engg TOYS GIFT GUIDE <https://engineering.purdue.edu/INSPIRE/EngineeringGiftGuide/2021/50-in-1-tinker-lab-kit>
3. Amazon Store Fronts US <amazon.com/butterflyedufields>
4. Hamleys Stores -- <https://www.hamleys.in/brand/Butterfly%20Edufields>
5. Connected Learning Summit 2021 -- <https://www.youtube.com/watch?v=qhp9BC3rLTA>

**Internship Responsibilities:**

**Web Developer:**

- 1) Integrating third-party and platform supported apps in the sites.
- 2) Setting up payment integration, shipping methods and taxes in Shopify platform.
- 3) Page speed optimization of Shopify sites.
- 4) Implementing SEO best practices in Shopify sites.
- 5) Creating responsive website designs.
- 6) Producing high quality of work with a strong focus on details
- 7) Check the quality of work prior to submission before the deadline

*Sd/-*

*Training and Placement Office*

# Web Developer - Assignment

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## 1. Analyze Butterfly Fields website, apps & YouTube channels

Digital Property	Reference Link
Website link	<a href="https://butterflyfields.com/">https://butterflyfields.com/</a>
App link (Google Play store)	<a href="https://play.google.com/store/apps/developer?id=Butterfly+Edufields+Pvt.+Ltd&amp;hl=en&amp;gl=US">https://play.google.com/store/apps/developer?id=Butterfly+Edufields+Pvt.+Ltd&amp;hl=en&amp;gl=US</a>
App link (Apple App store)	<a href="https://apps.apple.com/us/app/play-tinkr-n-learn/id1607452022">https://apps.apple.com/us/app/play-tinkr-n-learn/id1607452022</a>
YouTube channel link	<a href="https://www.youtube.com/@ButterflyFieldsDIYSCIENCE">https://www.youtube.com/@ButterflyFieldsDIYSCIENCE</a> <a href="https://www.youtube.com/@ButterflyfieldsIndia/">https://www.youtube.com/@ButterflyfieldsIndia/</a>
Vimeo link	<a href="https://vimeo.com/user170875236">https://vimeo.com/user170875236</a>

### Expected outcome:

1. Traffic analysis report - What is the estimated monthly traffic?
2. Website speed analysis report - What is the website speed? What can we improve easily?
3. SEO friendliness report - How SEO friendly is the website? What can we improve?

## 2. Create a Shopify website (take free trial)

- a. Migrate pages from a wordpress website to a shopify website

Take a free trial of Shopify & migrate the page content from the given Wordpress website into Shopify.

Wordpress page link:

<https://www.butterflyedufields.in/category/great-scientists-contributions-to-science/>

- b. Create a replica (copy) of this product page on the dummy Shopify website

Product page link:

<https://butterflyfields.com/products/4in1-fun-magnetic-alphabet-letters-numbers-learning-educational-toys-for-kids-3-years-capital-small-letters>

Expected output:

1. URL links of migrated pages on Shopify
2. URL link of product page on Shopify

### **3. Find & compare Shopify apps to**

- a. show 3 different shipping speed selection options in checkout - standard, express, 24 hrs
- b. do live commerce on the website

Expected output:

1. Add the shortlisted shopify apps to the dummy website & share URL links.