

INDUSTRIAL VISIT (COOL CODE) REPORT

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# Introduction

The Faculty of Computing had organized an industrial visit to Cool Code Company for the first year student on 15th of November 2018. The company now based in Skudai, Johor which located at UTM-IRDA Digital Media Center. Besides, they have one company branch which located at Cyberjaya namely RunCloud.IO. Cool Code is a registered company and their vision is to provide the coolest products and services and to represent Malaysia as most popular and trusted mobile application developer. In contrast, their mission is to be a great multinational company in developing great game and mobile application and to a reliable and responsive in ICT business. Their clients include Kementerian Kesihatan Malaysia (KKM), ASTRO, Malaysia Economy Digital Corporation (MDEC), Media and Game Innovation Centre of Excellence (MaGICX) and Universiti Teknologi Malaysia (UTM). Their slogan is ‘We’re cool coder and we are turning codes into something cool’.

# Details of journey

The industrial visits was held on 15th of November 2018, we spent about one and half hour on the visits. At about 2.30pm, we leave UTM and heading to Cool Code Company that located at Setia Tropika. We have separated two batches for briefing session since the room could not afford such a large amount of students at one time. When we arrived, the first batch of students will entered first. One of the staff of Cool Code welcoming us and assisted us to their working area in a room for briefing session. The briefing started after all the students are present. The briefing was about details of Cool Code such as the history of Cool Code, the achievements that made by their team, the services that they provided and details on how to use the application that they provided. They also let us try out their new games (Didi and Friends) by passing over the iPad to each students. After the briefing, we went around the office area. At the office area, we approached to the staffs there to ask a question. This industry visit at Cool Code is strongly related to the course that I am studying. The staffs there are so friendly and will answer all the questions that I asked patiently. At the working area, we got the chance to see how animation is done by using coding and also how is the process to edit a video. The visit was ended at 4.20pm.

# Details description

## Organization structure

In Cool Code organization structure, the Chief Executive Officer (CEO) is named Mr. Arif Tukiman. He is assisted by Mr. Fikrizaman and Mr.Amir Fazwan which as a Chief Technology Officer (CTO) and Chief Operating Officer (COO) respectively. Next, there is a project executive and a business development executive which are Mr.Muhammad Ridzwan and Muhammad Ariff Aizat respectively. Besides, there are a senior and a junior game developer. In line with this, there is a senior mobile app developer, a senior web system developer, 2 junior system developers, a digital marketing executive, an account and finance staff and last but not least, a sales executive. Figure below shows a detailed organization structure chart.

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| --- |
| Figure 1 |

## Services

Cool Code always give the best services for all the client. There are many types of services provide in cool code such as mobile apps development, mobile games development, interactive content and web developer. Cool Code also provide training/class for students or other individuals. The focus of the training is to develop skills to develop either web or mobile application. Cool Code providing various types of training, but the famous ones is game development. Nowadays, people tends to play games more than any activities. So, cool code found an opportunity to develop games but they focus more on educational games. Other than that, cool code also does some web designing in which the company will send a tender for them to create and maintain website for them, but they want a creative and innovative design. These things required higher skill level of developing. All these skills are provided in cool code training for them to contribute all their skills to society.

## Product

Product that come from cool code proudly says is Didi and Friends educational games for kids. This game has been top grossing all over Malaysia in which all the reviews given are excellent. This game provides a unique learning style for kids as nowadays kids are relatable with smartphone and gadget. So, by using this games kids can learn while playing games and not wasting all their youth time. This product is a very good and productive for our younger generations. The next product that introducing by them is Omar And Hana games. This has the same concept as ‘Didi And Friends’.

## Achievement

There are many excellent achievements that cool code achieved, but the most meaningful for them was Didi & Friends Playtown since it is listed as the Best Game of 2016 in Google Play Store at ‘Top Educational Games’ category. This includes the top apps in our country and also our neighborhood country. Cool Code has made Malaysian proud of their product. Besides, for MOHE Entrepreneurial Awards 2015, they awarded as the Best Student Enterprise (2nd Runner Up). Last but not least, Cool Code is featured in TV Alhijrah for "Aplikasi Pilihan" segment.

## Information System developed by Cool Code

The information system used by Cool Code was RunCloud. The benefit of using RunCloud are user don’t have to manage their server the traditional way using the terminal and SSH after the initial installation. User just have to simply point and click to use the features inside the RunCloud dashboard and to automatically configure their server according to their needs. User can even manage their firewall inside RunCloud. User just have to close SSH until they want to use it or only open it to your IP address. These security features come as standard inside RunCloud and user don’t have to pay anything extra for a managed firewall service.

# Reflection

## Goal

My goals are to learn new skill in making animation cartoon and illustrate my own cartoon characters. Other than that, i want to make a story game which is based on my own idea and story line that created by myself. Next, my goals are to become one of the expert in IT field such as professional programmer or animation illustrator. Lastly, I wants to have my own company which also provide services for clients in programming, animation, gaming, and many more just like Cool Code Company.

## Impact

After the talk, I am more inspired to explore more about IT field and be one of the expert in IT. I am able to know more about programming, gaming, and animation making. Other than that, I gained more knowledge about the steps in making a project such as a games and apps. Last but not least, I learned how to work and collaborate with own team in a project to make the project become successful and goes smoothly.

## Plan

I would like to improve my skill not only in programming but also in animation making or about gaming by joining more activities or classes regarding IT field especially program organized by Cool Code. Other than that, I would like to try creating my own different types of simple games and making survey on it by spreading it to other people. If there is a problem, I will try to fix the problem and learn more new things. I would like to gain more experience in making games or animation to improve my potential in industry