



Internship Report On
UX Research at Tex Bazar

Submitted To

Ariful Islam Laskar

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In the partial fulfillment of the requirements for the degree of Bachelor of Arts

Submitted By

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Letter of Transmittal

To,

Ariful Islam Laskar

Assistant Professor

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Daffodil International University

Subject: Submission of Internship Report on UX Research at Tex Bazar

Dear Sir,

I hope this letter finds you well. With due respect, I am pleased to submit my internship report entitled “The Role of UX Researchers in the Tech Industry.” This report has been prepared as a partial requirement for the completion of my Bachelor of Arts in English degree.

During my internship at Tex Bazar, I had the opportunity to work closely with the product and research team, which allowed me to gain practical experience and deeper insight into the methods, tools, and importance of UX research in tech based product development. The report explores different aspects of a UX Researcher's responsibilities, including user interviews, usability testing, data synthesis, and collaboration with design and development teams.

Thank you for your time and support. I am looking forward to your feedback on my report. It has been a great opportunity for me to learn and contribute to the field of UX research, and I am truly grateful for the chance to be part of Tex Bazar.

Yours sincerely,

Sanama Binte Kamal

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Declaration

I, Sanama Binte Kamal, declare that I wrote this internship report on UX Research during my internship at Tex Bazar. I believe this report meets the requirements of my academic program.

I confirm that this work does not break any copyright rules, and no part of it has been copied from someone else's work. If needed, I can provide any further information. This report is fully my own work, and I understand that it will reflect my honesty and effort.

Sanoma Binte Kamal.
.....

Sanama Binte Kamal

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Letter of Acceptance

This is to certify that Sanama Binte Kamal, a student of the B.A. in English Program at Daffodil International University, bearing ID No: 213-10-797, has successfully completed the internship report titled “Internship Report on UX Research at Tex Bazar” under my supervision and guidance.

I have carefully reviewed this report, which has been submitted to Daffodil International University, and found it satisfactory in both content and language.



18.08.25

.....
(Ariful Islam Laskar)

Assistant Professor

Department of English

Faculty of Humanities & Social Science

Daffodil International University

Acknowledgement

First, I would like to sincerely thank Almighty Allah for giving me the chance to complete my project paper through an internship in the field of UX research.

I want to thank my academic supervisor, **Ariful Islam Laskar**, Sir. I am truly grateful for his excellent supervision and direction. He provided me with valuable guidance, which helped me complete this internship report successfully.

I also thank the entire team at Tex Bazar, especially the product and research departments, for giving me the opportunity to work with them. Their support and encouragement throughout the internship helped me learn practical skills and gain real world experience in the field of user experience research.

Dedication

This internship report is dedicated to all my junior classmates who are starting their own internships and careers. As I look back on my experiences and the lessons I have learned, I want to share some advice and encouragement.

During my internship at Tex Bazar as a UX Researcher, I faced both challenges and achievements while stepping into the professional world. I took on new responsibilities, worked with different teams, and gained practical knowledge that went far beyond what I had learned in textbooks.

Abstract

The focus of this report is on the lessons I gained from my internship experience as well as the skills I was able to enhance during my time at Tex Bazar. This report details the journey of my three month internship as a UX Research Intern and reflects on the practical knowledge, challenges, and personal development that took place throughout this period.

The report begins with a brief introduction to Tex Bazar and its role as a B2B platform in the textile industry. I discussed the major departments of the organization and how each one collaborates to build a smooth digital commerce ecosystem. I then outlined my specific responsibilities during the internship, including how my work in UX research contributed to product development and decision making within the company.

Subsequent sections highlight the knowledge and insight I acquired through practical exposure to user interviews, usability testing, and research documentation. I elaborated on my collaboration with my supervisor and teammates, and how that helped me grow professionally and personally. I also explored the challenges I faced early in the internship, such as adjusting to a corporate work culture and handling real user data and how I overcame them through patience, feedback, and adaptability.

Additionally, I discussed what I expected to gain from this internship versus what I actually experienced in real time, and how this experience influenced my future career aspirations. Finally, the report concludes with a reflection on the qualities I discovered in myself and the areas I hope to further develop as I move forward in my professional journey.

Table of Contents

Sl. No.	Contents	Page No.
	Title page	I
	Letter of Transmittal	II
	Declaration	III
	Letter of Acceptance	IV
	Acknowledgement	V
	Dedication	VI
	Abstract	VII
Chapter 1: Introduction		1-3
1.1	Introduction	1
1.2	Purpose of the Internship	1-2
1.3	Significance and Scope of the Report	2
1.4	Organization of the Report	2-3
1.5	Summary of the Chapter	3
Chapter 2: Background of the study		4-6
2.1	Professional Skills	4
2.2	Internship to Develop Soft Skills and Hard Skills	4-5
2.3	Overall Importance of Internship	5-6
Chapter 3: Methodology		7-10
3.1	Placement Process Followed by the Intern	7
3.2	Conduction of the Project Work	7-8
3.3	Collecting Data for the Specific Objectives/Skills	8-9

3.4	Process of Data Analysis	9
3.5	Limitations of the Study	9-10
Chapter 4: Organizational Overview		11-13
4.1	Introduction	11
4.2	Organizational Overview	11-12
4.3	Corporate Information of the Organization	12
4.4	Mission of the Company	13
4.5	Products	13
Chapter 5: Internship Activities		14-17
5.1	Introduction	14
5.2	Work Condition	14-15
5.3	Details of the Skills Developed	15-16
5.4	Details of Analytical and Problem-Solving Cases	16
5.5	Learning's as an Intern in the Organization	16-17
Chapter 6: Observations and Findings		18-20
6.1	Observations	18
6.2	Findings	18-19
6.3	Interns Overall Growth	19-20
Chapter 7: Conclusion and Recommendations		21-27
7.1	Conclusion	21
7.2	Recommendations	21
	References	22
	Appendices	23-27

Chapter 1: Introduction

1.1 Introduction

User Experience (UX) research is an important part of making digital products that are easy and comfortable to use. As more people are using apps and websites for their daily needs, companies are now focusing more on understanding what users want, how they behave, and what problems they face. UX researchers help connect real users with the product teams by collecting and analyzing feedback to improve the product.

During my internship at **Tex Bazar**, a B2B tech platform for the textile industry, I got the chance to see how UX research actually helps in product development. My main tasks included taking user interviews, doing usability tests, and studying competitor platforms. These helped the design and development teams make better decisions based on real user needs. In today's fast moving tech world, UX research is a strong tool to make sure a product is not just working properly but also feels useful and enjoyable to the people who use it.

1.2 Purpose of the Internship

I am a student of the Department of English at Daffodil International University. According to the academic rules, I have to complete an internship in my final semester as part of the course called “Project Paper with Internship” (ENG431), which is worth three credits.

To fulfill this requirement, I chose to do my internship at Tex Bazar, a tech-based B2B company, where I worked as a UX Research Intern. While many English department students usually go for internships in teaching or content writing, I wanted to try something different. I was interested to see how communication skills, critical thinking, and understanding people, things we learn in English can be useful in UX research and design. UX research is a strong tool to make sure a product is not just working properly but also feels useful and enjoyable to the people who use it.

This internship not only helped me meet my academic needs but also gave me a chance to experience a real professional work environment.

1.3 Scope of the Report

Internships help connect what we learn in university with how things actually work in the real world. They give students a chance to experience the workplace, build confidence, and develop practical skills. This report shares my experience as a UX Research Intern at Tex Bazar, where I learned about the role, responsibilities, and challenges of doing user research while working on a digital product.

What makes this report important is that it shows how the soft skills I developed from studying English like communication, empathy, critical thinking and human psychology can also be useful in tech fields such as UX research and design.

Through this internship, I got to apply what I learned in theory to real life work. I learned about user centered methods, worked on improving digital products, and explored a new career direction. It also helped me realize how useful it is to combine knowledge from different fields and apply it in practical situations.

1.4 Organization of the Report

In the first chapter of this report, I have already explained the introduction and background of the internship, its objectives, importance, scope, and the specific goals of the study. The second chapter gives some background information related to the field.

The third chapter talks about the methods I followed during the internship. It includes how I got placed at the company, how I worked on different tasks, and how I collected and analyzed data.

Chapter four is about the company where I did my internship, Tex Bazar. In this part, I shared details about its mission, structure, and the products it offers.

The fifth chapter explains what I actually did during the internship, including my work environment, daily tasks, skills I developed, and the challenges I faced.

Chapter six highlights my observations and findings. It includes the things I learned, the problems I noticed, and how the experience helped me grow as a person and as a future professional.

The last chapter shares my final thoughts and gives a few suggestions based on my overall experience.

1.5 Summary of the Chapter

This chapter gave an overview of why the internship was important and what it aimed to achieve. The internship was a required part of my course, ENG431: Project Paper with Internship, which carries three credits. Through this experience, I got the chance to explore the world of UX research at Tex Bazar, learn about user focused methods, and build both practical and theoretical knowledge.

The goals shared in this chapter will help shape the rest of the report, where I talk about my tasks, what I learned, and how I contributed as an intern. It also shows how someone from an English background can still play a useful role in tech-based work like UX research.

Chapter 2: Background of the Study

2.1 Professional Skills

During my internship at Tex Bazar, I had the chance to develop a range of professional skills that are important for working in a real office environment. These skills helped me adjust to the workplace, complete my tasks properly, and understand how things work in a tech company.

I learned how to manage time better by setting priorities and meeting deadlines. I also became more organized, especially when handling multiple tasks like taking user interviews, analyzing feedback, and preparing reports. My communication skills improved through regular interactions with teammates and supervisors, both in meetings and in written reports. I also got better at problem solving, especially when I had to find quick solutions during user research tasks or deal with unexpected feedback.

Another important skill I gained was adaptability. At the beginning, it was challenging to work in a tech focused environment with new tools and terms, but I slowly learned how to adjust and pick up new things on my own. I also improved my ability to take feedback positively and use it to make my work better.

Overall, these professional skills helped me become more confident, responsible, and ready for future job opportunities beyond the classroom.

2.2 Internship for Developing Soft Skills and Hard Skills

Internships play a big role in helping students move from classroom learning to real world work. They give us the chance to apply what we've learned in theory and build useful skills that will help in our future careers. My internship as a UX Research Intern at Tex Bazar was a great opportunity to grow both personally and professionally.

Here are some of the key skills I developed,

Teamwork: I worked closely with product designers, developers, and other team members. This helped me understand how to work together as a team, share ideas, and complete tasks with clear roles and goals.

Critical Thinking: While analyzing user feedback and behavior, I had to think deeply and carefully. I learned how to find patterns, ask the right questions, and make sense of user problems.

Communication (Verbal & Visual): Talking to users, writing down their feedback, and presenting my findings to the team helped me improve my speaking and writing skills. I also learned how to explain complex ideas in a simple way.

Bilingual Advantage: Since Tex Bazar is based in Bangladesh, I often had to use both Bangla and English in interviews and reports. This helped me improve my bilingual communication, which is useful in many workplaces.

Technical Skills: I became comfortable using tools like Google Forms, Microsoft Word and basic research documentation formats. I also learned how to use Figma to turn research into design.

By developing these soft and hard skills, I feel more prepared to work in tech, research, ux design or communication related jobs in the future.

2.3 Importance of Internship

An internship is a short term work experience that gives students a chance to use their academic knowledge in real life situations. Whether it's paid or unpaid, an internship helps students understand how a workplace runs, what tools are used, and what kind of responsibilities come with different roles. It also gives a safe space to explore different career options, meet new people, and grow technical and communication skills.

During my internship as a UX Researcher at Tex Bazar, I got to see how a tech company works from the inside. I was part of real research projects and even contributed to product related decisions. This experience boosted my confidence and helped me understand how important empathy, problem solving, and teamwork are in UX research.

One of the best parts of the internship was learning from mentors and building professional connections. It showed me how different things I learned in class could be applied in real situations. Internships help make the shift from student life to work life much easier and clearer.

In short, internships are very important for preparing us for future jobs and help us grow both personally and academically.

Chapter 3: Methodology

3.1 Placement Process

As a final year student of the Department of English, I had to complete an internship as part of my course ENG431: Project Paper with Internship. Since I've always been interested in technology, research, and user focused design, I decided to look for an internship in the field of UX Research.

I explored different companies and finally reached out to Tex Bazar, a growing B2B e-commerce platform that works in the textile industry of Bangladesh. I contacted them through their official email, where I shared my resume and a recommendation letter from my department.

Soon after, I was invited to a short meeting with the UX and Product team. They asked me about my background, my interest in research, and how much I understood about digital platforms and user behavior. They also gave me a quick idea about what the company does and how UX Research helps in improving their products.

After the meeting, they reviewed my interest and academic background and officially selected me as a UX Research Intern. The whole process was smooth, professional, and a great start to what became a meaningful learning journey for me in the tech world.

3.2 Conduction of the Project

I did my internship in UX Research at Tex Bazar, a B2B tech company that works in the textile industry. From the first day, I was introduced to the product and research teams, who helped me understand the company's digital platform and how users interact with it.

My main responsibility was to support different user research activities to help improve Tex Bazar's website, app and internal tools. I started by learning the basics of UX research like why it's important to study user behavior, find out their problems, and improve their experience step by step.

With the help of my supervisor, I took part in different parts of the research process. I helped prepare interview questions, took notes during user interviews, and later organized the findings in

a clear format. I also did competitor research, checked existing design flows, and worked with the design team to suggest improvements based on our findings.

During the internship, I learned to use tools like Google Forms, Google Sheets and Figma Jam for managing research data. I also observed how the design team used Figma to turn research insights into actual wireframes. By the end of my internship, I had worked on several research reports and saw how user research helps shape real product decisions.

This hands on experience gave me a clear understanding of how UX research works in the real world and how it plays an important role in product development.

3.3 Data Collection for the Specific Objectives

To complete the goals of this report, I collected both primary and secondary data related to UX research.

Primary Data:

I took part in user interviews and usability tests with selected users, guided by the UX team. I helped prepare the questions, took notes during the sessions, and later organized the insights in a clear format. These activities helped me understand how users behave, what problems they face, and what they expect from Tex Bazar's digital platform.

Secondary Data:

I also went through internal documents, previous research reports, and UX case studies that the product team shared with me. To build a deeper understanding, I read online articles, UX blogs, and academic content about design principles, usability standards, and research methods.

By using both types of data, I was able to connect theory with practice and apply what I learned in real tasks during my internship.

3.4 Process of Data Analysis

After collecting both qualitative and quantitative data, I followed a step by step process to analyze the information and find useful insights.

Transcription & Note Review:

For the user interviews, I wrote down the conversations and looked for repeated points or common themes. I sorted the feedback into different groups like user problems, suggestions, and positive comments.

Affinity Mapping:

I used tools like Google Sheets and Figma to organize the data. This helped me spot patterns and understand which issues came up most often. These were then discussed with the team as priorities.

Insight Extraction:

I summed up the important findings by explaining the context, how they affect users, and what changes could be made in the design. I shared these insights with the design and product teams to support better decisions.

Visual Support:

Whenever possible, I added screenshots, quotes, or small diagrams to present the data more clearly. These visuals helped the team understand the issues quickly and take action.

By following this process, I was able to turn raw feedback into useful insights that directly helped improve the user experience on Tex Bazar's platform.

3.5 Limitations of the Study

The internship lasted only three months, which was not enough to explore all areas of UX research and product development. I couldn't take part in long term testing or follow up on design feedback over multiple stages, which are important parts of the full UX process.

Non Technical Background:

As a student of English, I didn't have much previous experience with UX tools, technical terms,

or design methods. This made it harder at times to understand certain concepts quickly, especially compared to students from design or tech backgrounds.

New Environment:

This was my first time working in a tech company, so it took a bit of time to get used to the work culture, the way teams communicate, and how things move in agile processes.

Limited Access to Stakeholders:

Because of team schedules and work priorities, I didn't always get the chance to observe big meetings or talk directly to all types of users. This limited the variety of insights I could gather.

Even with these challenges, I did my best to make the most of this internship. I stayed open to learning, adjusted to new situations, and tried to contribute wherever I could.

Chapter 4: Organizational Overview

4.1 Introduction

Tex Bazar Ltd. is a tech based B2B e-commerce platform that aims to improve the textile industry in Bangladesh. It was created to make the traditional buying and selling process of textile products more modern and digital. The platform connects suppliers, manufacturers, and retailers from different parts of the country. By using technology, Tex Bazar helps ensure better transparency, real time pricing, safe transactions, and smoother delivery for textile businesses.

The company has a dedicated team working in product development, research, design, engineering, and operations. Its main goal is to modernize how textile sourcing works and solve the common problems that small and medium businesses face in this sector.

As a growing startup, Tex Bazar focuses on innovation, making decisions based on data, and putting users at the center of its design process. They are slowly building a larger user base and improving their platform by collecting feedback and doing regular research with people from the textile industry.

4.2 Organizational Overview

Tex Bazar Ltd. was founded with the vision of becoming the leading digital ecosystem for the textile business in Bangladesh. The company provides both web and app based platform where verified suppliers and buyers can engage in product listing, ordering, and price negotiation without relying on middlemen.

The core functions of Tex Bazar include:

Product listing and category management

Real time market pricing and live price tracking

Order and logistics management

Verified seller and buyer profiles

Sourcing request tools and support for bulk buyers

UX focused interface for smooth user experience

The company is structured into different departments, such as:

Product & Research Team: Handles product planning, UX research, and platform design.

Engineering Team: Develops and maintains the web platform and backend systems.

Operations & Support: Manages logistics, partner onboarding, and customer service.

Business & Marketing: Focuses on partnerships, outreach, and platform growth.

Tex Bazar promotes a team based work culture where decisions are made using data and real user feedback. As an intern in the UX Research team, I got the chance to observe how the company works from the inside. I was also able to take part in improving the user experience by learning about the needs and challenges of textile traders who use the platform.

4.3 Corporate Information

The following summary presents Tex Bazar Ltd.'s corporate information:

Registered Name of the Company	Tex Bazar Ltd.
Business Type	B2B E-commerce (Textile Focused)
Head Office	Floor: 4rd, Road: 11, House: 49, Block H, Banani, Dhaka 1213
Operational Areas	Nationwide (Bangladesh)
Target Market	Local Textile Suppliers, Manufacturers & Retailers
Web Page	www.texbazar.com
Email	texbazar.official@gmail.com

4.4 Mission of the Company

Tex Bazar Ltd. aims to change the way textile businesses operate in Bangladesh by offering a reliable and transparent digital platform. Their mission is to help local textile traders by connecting buyers and sellers directly through technology. This reduces the need for middlemen and encourages smarter, more efficient trading.

They focus on making the platform easy to use, offering real-time pricing, and providing personalized support. The company is always working to improve the platform based on user feedback and research.

4.5 Products

Tex Bazar is a B2B e-commerce platform that connects textile manufacturers, wholesalers, and buyers in a seamless digital environment. Although Tex Bazar does not manufacture products directly, the platform hosts a wide range of textile related items offered by verified sellers.

The main categories of products available on Tex Bazar include:

Fabrics: Cotton, viscose, denim, georgette, polyester, chiffon, single jersey, and more.

Ready-Made Garments (RMG): T-shirts, polo shirts, ladies tops, trousers, jackets, hoodies, etc.

Accessories: Zippers, buttons, labels, packaging materials, etc.

Home Textiles: Bedsheets, pillow covers, curtains, towels, etc.

Industrial Materials: Non-woven fabrics, filter cloth, technical textiles.

The platform also allows real time tracking of live prices for yarn, popular fabrics and garments, enabling users to make smart sourcing decisions based on updated market data.

Chapter 5: Internship Activities

5.1 Introduction

Internships play a big role in preparing students for real life work. As a final semester student from the Department of English, I got the chance to do my internship at Tex Bazar Ltd. as a UX Research Intern. This role was exciting and new for me, as it combined technology, design, and user behavior in a way I hadn't explored before.

From the very beginning, I was given meaningful tasks that helped me learn how users actually interact with digital platforms. I helped prepare user interview questions, took part in usability tests, and analyzed user feedback to help improve the product. My supervisor, Mr. Md Nasimul Huda, along with the product and UX teams, supported me throughout the journey.

Even though UX Research was completely new to me, I slowly learned how to plan studies, observe user behavior, and organize insights in a clear way. I also saw how research, design, and development teams work together to build better products.

There were some challenges, like using new tools or understanding technical terms. But with help from my team, I was able to overcome those and became more confident in my role. This internship helped me understand the value of UX research in building user friendly products and how important it is to keep both user needs and business goals in mind.

5.2 Work Condition

During my internship at Tex Bazar, I worked under the guidance of Mr. Md Nasimul Huda, who supported me throughout my UX journey. The office environment was fast moving, collaborative, and focused on innovation. I was part of the product team, and even though I was just an intern, my ideas and feedback were always welcomed.

My daily work changed depending on what the team needed. Some days I helped prepare for user interviews, while other days I reviewed past research or wrote usability reports. I was encouraged to ask questions, learn, and give input in meetings.

Even though I didn't come from a technical background, my teammates were always ready to help. They taught me how to use different tools and gave feedback that helped me improve. The friendly and open culture at Tex Bazar made it a great place to learn and grow.

5.3 Details of the Skills Developed

During this internship, I developed several skills that will help me in future jobs.

Technical Skills I Learned,

- Conducting user interviews and usability testing
- Turning user feedback into useful insights
- Writing clear research summaries and structured reports
- Using tools like Google Forms, Google Sheets, and Figma for research
- Understanding how Figma is used in design (mostly through observation)

Soft Skills I Improved:

- Communication: I got better at talking to users and sharing research findings with my team
- Time Management: I learned to manage multiple tasks and meet deadlines
- Empathy: I started thinking more from the user's point of view, especially during research
- Adaptability: Since UX was new to me, I had to learn fast and try new things, which built my confidence

Overall, these skills helped me become more structured in my work and confident when working in a team.

5.4 Details of Problem Solving Cases

UX Research is all about finding real problems that users face and helping solve them through smart design. During my internship, I worked on a few such cases.

One example was a filtering issue on Tex Bazar's platform. Many users were getting confused while trying to search for fabrics by type. Some even gave up halfway. We interviewed users and followed their journey step by step. We found where they were getting stuck and shared those insights with the design team.

Later, the filters were improved labels were made clearer and default options were added based on user preferences. This made it easier for users to search, and fewer people left the site midway.

Another case involved a new form called “sourcing request.” Many users didn’t understand how to select quantities or delivery preferences. We did usability testing and collected feedback. Based on that, the design was improved to make it more user friendly.

These experiences showed me how research can lead to real changes in a product and how important it is to solve problems using data and user feedback.

5.5 Learnings as an Intern

My internship at Tex Bazar taught me many things that go beyond textbooks. Here are the most important lessons I took away,

1. **Understanding UX Research in Practice**

I learned what UX researchers actually do and how to talk to users, run usability tests, and turn feedback into useful ideas for product changes.

2. **Use of Tools and Platforms**

I used tools like Google Forms, Google Sheets and Microsoft Word for organizing data. I also saw how Figma is used by designers to turn ideas into visuals.

3. **Real Time Problem Solving**

Sometimes, I had to deal with missing data or confusing feedback. I learned how to think clearly and come up with useful insights even in tough situations.

4. **Collaboration and Communication**

I worked with different teams and learned how to present research findings in a clear way. I also learned how to accept feedback and improve my work.

5. **Exposure to Product Development**

I saw how research helps shape the product and how important it is to match user needs with business goals.

6. Time Management and Professionalism

I became better at managing my time, staying organized, and completing tasks on deadline, skills that are important in any job.

This internship helped me see the real world side of UX research and showed me that I want to keep exploring this field in the future.

Chapter 6: Observations and Findings

6.1 Observations

During my internship at Tex Bazar, I got to see how a tech company works from the inside for the very first time. It was interesting to watch how different teams like UX, design, engineering, and business worked together toward the same goals.

I noticed that user feedback was taken very seriously during decision making. Before launching any new feature, the team always looked at user research and test results. I also saw that UX research was not done separately, it was closely linked to business goals like keeping users engaged, increasing activity on the platform, and improving the overall experience.

Some of the things I noticed in my day-to-day work included:

- Team meetings where research results turned into design ideas
- Use of tools like Notion, Google Docs, and Figma for writing, sharing, and design work
- How user interviews were planned, scheduled, and carried out
- The importance placed on listening to users and being empathetic

These observations helped me understand how flexible and team-focused UX work is in a startup. Good communication and collaboration really matter in this kind of environment.

6.2 Findings

Strengths:

From my experience, I found several strengths in the way Tex Bazar approaches UX research and teamwork,

- User Centered Thinking: All product decisions are based on real feedback from users, which keeps the platform focused on solving real problems.
- Strong Team Collaboration: UX researchers, designers, and developers worked closely together. This made communication easier and solutions faster.

- **Open to Feedback:** Even interns like me were encouraged to share ideas in meetings, which created a very positive learning environment.
- **Clear Workflow:** Tasks were well organized, and there were regular check-ins to make sure everything was on track.
- **Quick Adaptation:** The team was flexible and ready to make fast changes when users gave important feedback.

Weaknesses:

At the same time, I noticed a few challenges in the research process:

- **Limited User Diversity:** Most interviews were done with similar types of users. Talking to more varied users could give better insights.
- **Tight Testing Timelines:** Because development moved quickly, testing sometimes happened late, leaving less time to fix major issues.
- **Too Many Documents:** With many tools and files, it was sometimes hard to find older research results easily.
- **Lack of UX Awareness in Other Teams:** Some non product teams didn't fully understand the value of UX research, which caused delays or miscommunication.
- **Tool Limitations:** Due to budget constraints, the team couldn't always use advanced UX tools for testing or analysis.

Even with these limitations, my experience at Tex Bazar was very meaningful. I got to learn a lot about what UX research looks like in a growing tech company and how it can be improved further.

6.3 Interns' Overall Growth

This internship at Tex Bazar was a big step forward for me, both academically and professionally. Coming from the Department of English, working as a UX Researcher in a tech company was completely new to me, but it turned out to be one of the best learning experiences I've had.

At the start, I didn't know much about how digital products are made or how user feedback helps shape them. But through hands on work, I learned how important UX research is in building better experiences for users. I learned how to interview users, do usability testing, and analyze feedback to find real issues and possible solutions.

I also improved my communication and teamwork skills by working with different departments like product, design, and engineering. I became more confident in presenting my research and sharing ideas. I learned how to manage time, meet deadlines, and take responsibility for my work.

Personally, one of my biggest achievements was adjusting to a fast paced tech environment. In the beginning, I struggled with technical terms and unfamiliar tools. But with help from my team and a willingness to learn, I slowly became more comfortable and confident in my role.

Overall, this internship helped me grow from a student into someone who understands the real world side of tech and research. It also inspired me to think seriously about a future career in UX or any role where research, design, and communication come together.

Chapter 7: Conclusion and Recommendations

7.1 Conclusion

To sum up, my internship at Tex Bazar as a UX Researcher gave me hands on experience and valuable practical knowledge. Coming from the Department of English, it was a big shift to work in a tech focused role, but it turned out to be both challenging and rewarding. I learned how user research helps improve digital products and how user focused design makes a real difference in people's experience.

The field of UX is always growing and changing. Skills like communication, time management, teamwork, and basic technical knowledge are all important for doing well in this industry. During my internship, I saw how research is done, how feedback is collected, and how data is used to improve products. It gave me a clear idea of how much impact UX can have on a company. This experience has inspired me to continue exploring this field and hopefully build a career in UX research or design in the future.

7.2 Recommendations

Based on what I experienced and observed during my internship, I would like to suggest a few things that could improve the overall experience for future interns and also help the company,

- **Encourage More Female Participation:** Although the tech industry is growing, there are still fewer women in technical internship roles. Giving more opportunities to female interns and researchers can create a more balanced and inclusive work environment.
- **Raise Awareness About UX Research:** Many teams outside of product and design don't fully understand the value of UX research. If all departments had more awareness, research findings could be used more effectively to make better product decisions.
- **Improve Feedback Sharing:** Interns should have a regular space to share their progress, struggles, and ideas. This would help them feel more involved and supported, and also improve learning during the internship.

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Appendices


Daffodil
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Ref: Internship Placement//252

Date: 30-04-2025

Chowdhury Khadija Saz
 Manager,
 HR & Administration,
 TexBazar Limited
 Nikunja 1, Dhaka 1229

Subject: Request for Internship Placement

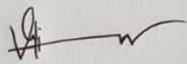
Dear Sir,

We are happy to inform you that the Department of English at Daffodil International University (DIU) has been offering BA in English for the partial fulfillment of the requirement for the BA in English Degree, students are required to be placed in relevant organizations as interns to gather professional experience. The duration of the Internship is three months.

I would like to draw your kind attention that Sanama Binte Kamal, **ID Number: 213-10-797** has completed 123 credit hours in 41 courses from the Department of English. It would be highly appreciated if you could kindly allow her as an Intern at your esteemed organization.

Please feel free to contact me for further information if required.

With the best regards,



.....

Dr. Ehatasham Ul Hoque Eiten
 Assistant Professor & Head
 Department of English
 Daffodil International University
 Email: headenglish@daffodilvarsity.edu.bd



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S.M Maleh Road,Tanbazar,Narayangan

Date : 30th April, 2025

Dear Sanama Binte Kamal

We appreciate your interest in becoming a UX researcher intern at TexBazar Ltd. and your email. With your letter of request and our CEO's approval, we are happy to offer you this internship opportunity.

Internship Details:

Start Date: 4th May 2025

Duration: 4 months (until 4th September 2025)

Format: Office work. (On site)

Focus: UI/UX research and design projects.

Requirements: Final research report submission upon completion

We were impressed by your demonstrated skills in Figma, wireframing, and design thinking, and believe this internship will provide valuable professional experience. Please confirm your acceptance of this offer by 3rd May, 2025.

Upon your confirmation, we'll share onboarding materials, including your project brief. Our team looks forward to supporting your growth in UX research during this period.

Welcome to the TexBazar team!

Best regards,

Chowdhury Khadija Saz
Manager HR & Administration.
TexBazar Ltd



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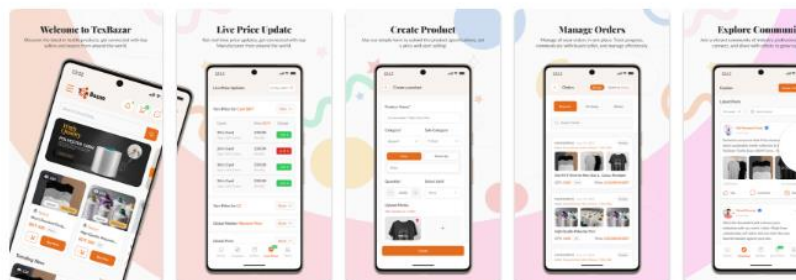
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About this app →

TexBazar is designed specifically for the needs of the textile industry, whether you're a small retailer, a large manufacturer, or an industry professional looking to connect and trade. Bringing together trusted vendors, manufacturers, and service providers in one place, TexBazar makes it easy to streamline your business activities—from product discovery to price tracking and networking with peers.

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S.M Maleh Road,Tanbazar,Narayangan

Date : 7th August, 2025

TO WHOME IT MAY CONCERN

This is to certify that Sanama Binte Kamal, ID Number: 213-10-797, student of Daffodil International University, Ashulia, Savar, Dhaka, Bangladesh has successfully completed a (Three) months internship program at "TexBazar Ltd." from 4th May '25 to 4th Aug '25. During her internship program with us, she worked as a UX Researcher and was found to be dedicated, diligent, and eager to learn.

We wish her every success in life.

Best Regards

A handwritten signature in black ink, appearing to read "Saiful Islam".



Saiful Islam
Chief Executive Officer
TexBazar Limited.

ORIGINALITY REPORT

19%	18%	2%	6%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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2	Submitted to Daffodil International University Student Paper	2%
3	Submitted to American Intercontinental University Online Student Paper	<1%
4	koreascience.or.kr Internet Source	<1%
5	Submitted to University of Western Sydney Student Paper	<1%
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