



PIXELLEARN

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# An E-learning Company



MAY 30

**2024**

Presented to  
**Nexus Info**

Presented by  
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# Agenda

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Introduction

# Understanding Company's **vision, mission , unique selling product and primary users.**





## Mission & Vision

### VISION:

"To **revolutionize online education** by **empowering individuals worldwide** to unlock their full potential through **accessible, engaging, and personalized learning experiences.**"

### MISSION:

"PixelLearn's mission is to **provide high-quality, interactive online courses** that cater to diverse learning styles and preferences. They strive to foster a supportive learning community where learners can thrive, grow, and achieve their academic and professional goals."

## USP & Primary users

### UNIQUE SELLING PROPOSITION (USP):

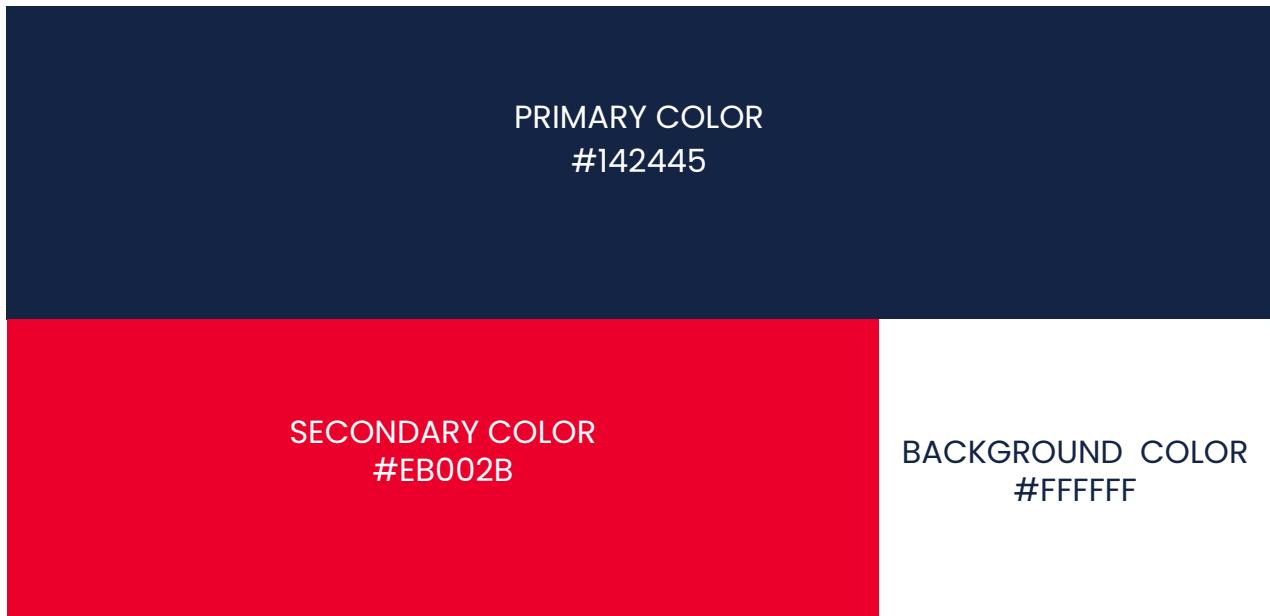
"The unique approach combines cutting-edge technology with expert-led instruction to **deliver dynamic and immersive learning experiences**. With a focus on innovation, flexibility, and student success, we differentiate ourselves by offering personalized learning paths, real-world projects, and ongoing support from a global network of instructors and mentors."

### PRIMARY USER:

"The primary users include lifelong learners, professionals seeking career advancement, and individuals looking to acquire new skills or pursue personal interests. It **caters to learners of all ages and backgrounds**, providing flexible options to fit their busy lifestyles and diverse learning needs."



# Color palette



Choosing a **dark blue color palette** for an e-learning platform is beneficial due to:

1. **Trust and Focus:** Blue promotes trust, reliability, calmness, and focus, essential for an effective learning environment.
2. **Modern Aesthetic:** Dark blue offers a sleek, professional look that appeals to both students and educators.
3. **Usability:** Enhances readability, reduces eye strain, and is comfortable for long-term use, especially in low light.
4. **Brand Differentiation:** Helps the platform stand out with a professional and premium image.
5. **Global Acceptance:** Universally well-received, avoiding strong cultural connotations, making it suitable for a diverse audience.

Choosing **red** as a contrasting color to **dark blue** on an e-learning platform is beneficial because it **grabs attention, conveys urgency**, provides **strong visual contrast**, adds **emotional balance**, and **enhances user engagement**.

Choosing **white** as a **background color** for an e-learning platform enhances **readability**, offers a **clean and modern look**, pairs well with other colors, **minimizes distractions**, and provides a familiar user experience.



# Typography

Our typography choices help ensure clarity, readability, and a cohesive visual identity for Pixel Learning. We use the "**Poppins**" font family for its modern, clean appearance and versatility.

Used for all headings, subheadings, body text, and interactive elements.

## Headings

### H1:

Font Size: 50px

Font Weight: Bold (700)

Line Height: 1.2

Usage: Main titles and key section headers.

## Body Text:

Font Size: 19px

Font Weight: Regular (400)

Line Height: 1.8

Usage: General content and paragraphs.

## Small Text

Font Size: 12px

Font Weight: Regular (400)

Line Height: 1.5

Usage: Captions, footnotes, and minor details.

## Buttons :

Font Size: 19px for primary buttons, 12px for secondary buttons

Font Weight: Bold (700) for primary buttons, Regular (400) for secondary buttons

Text Transform: Uppercase or Capitalize

Line Height: 1.5

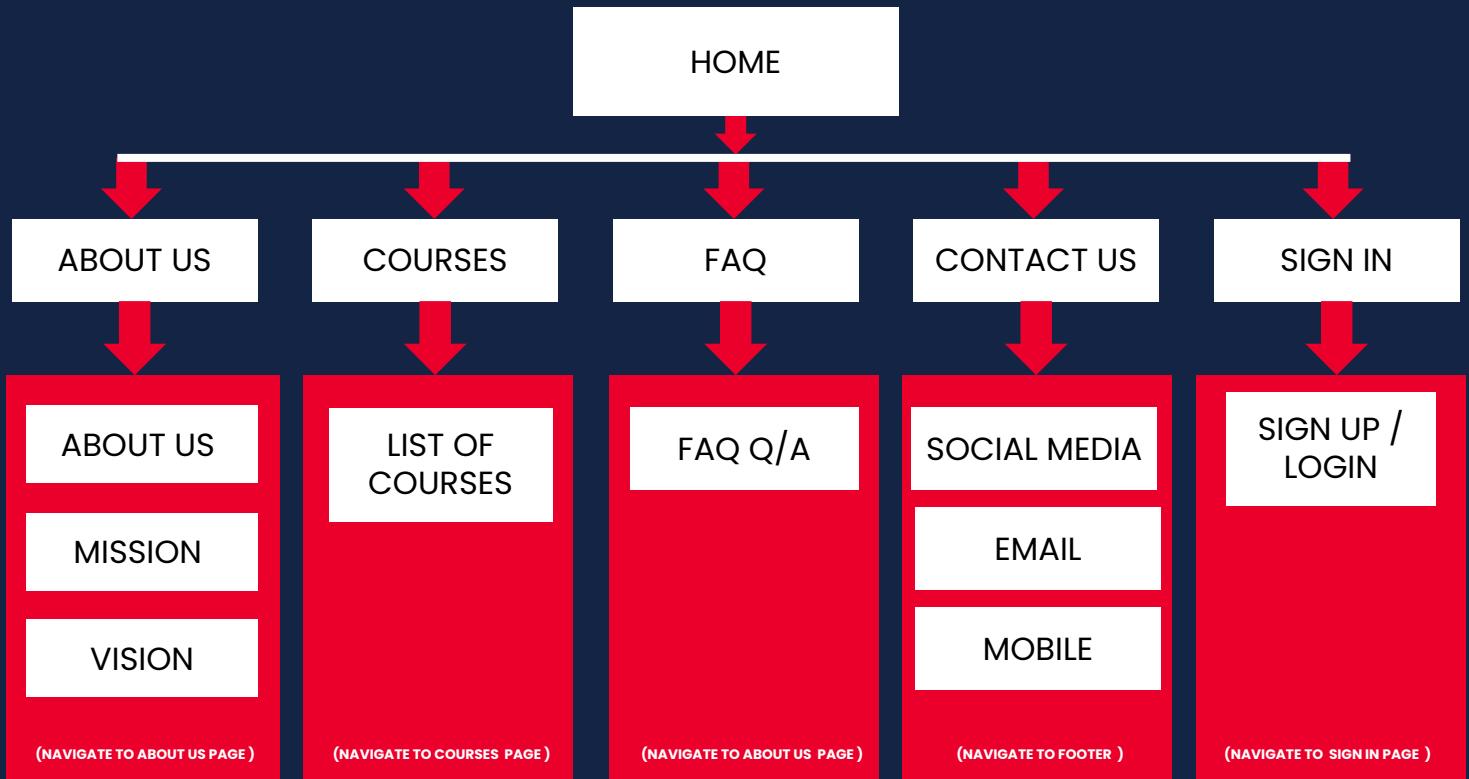
Usage: CTA buttons and interactive elements.

Button Colors: Primary (#ffffff) for primary buttons, Secondary (#EB002B) for secondary buttons

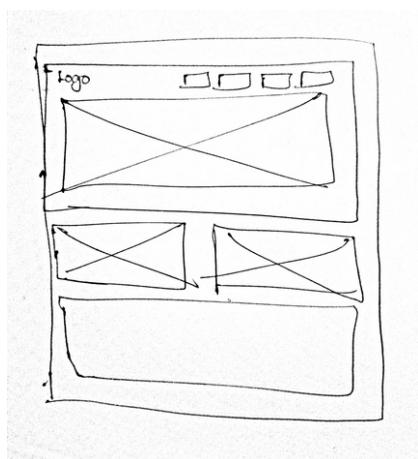
**Poppins - Bold**  
**Poppins - Regular**



# User Flow & Navigation



## Wireframes



Hand drawn Wireframe



Digital Wireframe



# Home Page Design



The home page features a dark blue header with the PixelLearn logo and navigation links: About Us, Courses, FAQ, Contact Us, and Sign In. Below the header is a large banner with the text "Empower Your Future with Top-Notch Online Courses". It includes a subtext "Learn from industry leaders at your own pace, anytime, anywhere.", a "Get Started" button, and a video thumbnail showing a person in a yellow shirt working on a laptop.

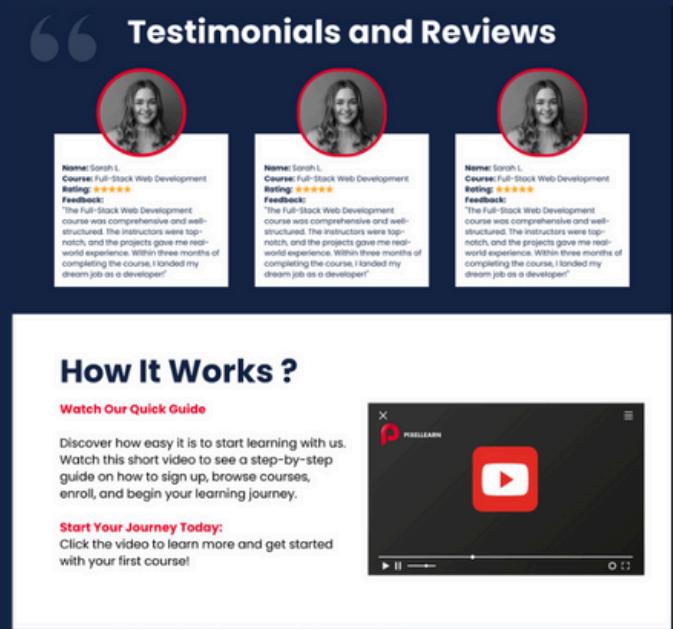
**Key Benefits:**

- Flexible Learning (Icon: Laptop with gear)
- Expert Instructors (Icon: Three people with stars)
- Certifications (Icon: Trophy)

**Popular Courses:**

- Course name: Conducted by [Profile Picture]. Learn more >
- Course name: Conducted by [Profile Picture]. Learn more >
- Course name: Conducted by [Profile Picture]. Learn more >

**1000+ Courses >**



## Testimonials and Reviews

“

**Name:** Sarah L. **Course:** Full-Stack Web Development **Rating:** ★★★★  
**Feedback:** “The Full-Stack Web Development course was comprehensive and well-structured. The instructors were top-notch, and the projects gave me real-world experience. Within three months of completing the course, I landed my dream job as a developer!”

**Name:** Sarah L. **Course:** Full-Stack Web Development **Rating:** ★★★★  
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## How It Works?

**Watch Our Quick Guide**

Discover how easy it is to start learning with us. Watch this short video to see a step-by-step guide on how to sign up, browse courses, enroll, and begin your learning journey.

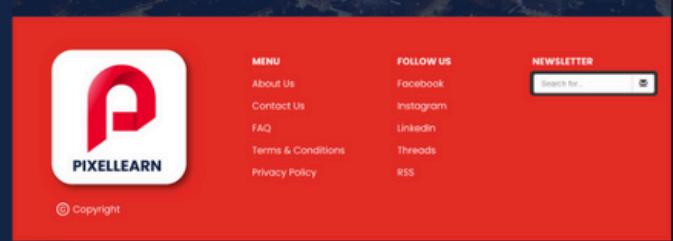
**Start Your Journey Today:**  
Click the video to learn more and get started with your first course!



## Community and Support

Welcome to Pixel Learning, your ultimate destination for high-quality online education. Our mission is to provide top-notch courses designed by industry experts, empowering learners everywhere to gain the knowledge and skills needed to excel in today's fast-paced world. We believe in making learning accessible, engaging, and effective, breaking down barriers to education through innovative teaching methods and technology. As a member of Pixel Learning, you join a vibrant community of learners, educators, and professionals, fostering collaboration and connection through discussion forums, study groups, and networking opportunities. We are committed to supporting you every step of the way with 24/7 customer support and a comprehensive Help Center. Whether you're advancing your career, picking up a new hobby, or enhancing your skills, explore our courses, join our community, and start achieving your educational goals with Pixel Learning today!

**Become Community Member >**



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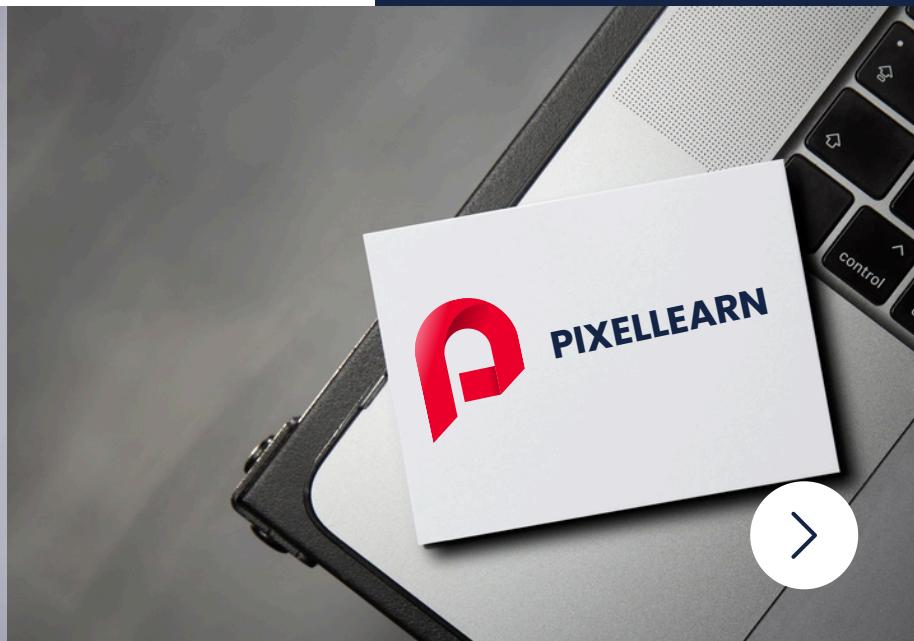
**NEWSLETTER**

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# Mockups





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# Thank You

