



Certificate of Achievement

Maurizio Minieri

has completed the following course:

**DIGITAL SKILLS: MOBILE
ACCENTURE**

This online course described the importance of mobile in an ever-evolving digital world. It provided an introduction to mobile design, development and creating mobile experiences, as well as bigger concepts related to mobile technology.

2 weeks, 2 hours per week



Michael Hobbs
Lead Educator
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

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Maurizio Minieri

has completed the following course:

DIGITAL SKILLS: MOBILE ACCENTURE

100%
AVERAGE TEST
SCORE

In 2016, mobile use overtook desktop use. This course explored the meaning of mobile technology and its growth and benefits. It provided an introduction to mobile design concepts and development approaches, and outlined the seven principles underpinning the design of an effective mobile application. The concept of the Internet of Things (IOT) was also explained, including the associated benefits and challenges.

- The Internet of Things

STUDY REQUIREMENT

2 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what mobility is in the context of digital
- Describe the growth of mobility and benefits associated with it
- Describe what mobile design is, including concepts such as wireframes
- Identify seven principles of good mobile app design and the importance of effective design
- Describe what the 'Internet of Things' is and some of the benefits associated with it
- Identify security risks related to the 'Internet of Things'

SYLLABUS

Week 1: The rise in mobile technology

- What is mobility?
- The benefits of mobility
- Mobile technology growth
- Wearable technology

Week 2: Mobility in practice

- Mobile design principles
- Building mobility - core development approaches



Certificate of Achievement

Maurizio Minieri

has completed the following course:

DIGITAL SKILLS: SOCIAL MEDIA
ACCENTURE

This online course explored how to effectively use social media for business. It provided information on how to promote your brand, set campaign objectives, how to identify the target audience and the right channels.

2 weeks, 1 hour per week



Mark Sherwin
Lead Educator
Accenture



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has completed the following course:

DIGITAL SKILLS: SOCIAL MEDIA ACCENTURE

100%
AVERAGE TEST
SCORE

This course explored why social media is so important for businesses today and how it can be used to establish and build brand presence. It outlined the key steps involved in promoting a brand through social media, including setting and tracking campaign objectives. Other topics covered included how to identify your target audience and the right channels, how to create engaging content, and how to manage your presence online.

STUDY REQUIREMENT

2 weeks, 1 hour per week

LEARNING OUTCOMES

- Explain what Social Media is
- Describe how it can be used to build a brand
- Explain what target groups are
- Identify social media channels
- Explain tips for messaging
- Describe the role of a Social Media Manager
- Identify Social Media Management tools

SYLLABUS

Week 1

- What is social media?
- Target groups
- Social media channels
- Managing your social media presence
- Social media management tools

Week 2

- Social media top tips
- The importance of performance measurement
- Social media listening



Certificate of Achievement

Maurizio Minieri

has completed the following course:

DIGITAL SKILLS: USER EXPERIENCE
ACCENTURE

This online course provided an introduction to user experience (UX) and explained why UX is important in this ever-evolving digital world.

3 weeks, 2 hours per week



Celia Romaniuk
Lead Educator
Accenture

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Maurizio Minieri

has completed the following course:

DIGITAL SKILLS: USER EXPERIENCE ACCENTURE

100%
AVERAGE TEST
SCORE

User experience, known as UX, makes a huge difference to whether a digital product or project succeeds. This course described what UX is and the impact it can have on a business. It explored the foundations of UX design and the design process: design, develop and release. Information architecture was explained in addition to the different UX techniques you can use to test and develop your designs, so that they're ready to release to the market.

STUDY REQUIREMENT

3 weeks, 2 hours per week

LEARNING OUTCOMES

- Describe what user experience (UX) is and why it is important
- Explain the foundations of UX design and the impact it can have on your business
- Identify the key approach, attitude and process elements which are necessary for UX design
- Describe the 'design', 'develop' and 'release' stage of the UX process and what 'user journeys' are
- Identify the concepts of information architecture and the importance of good structure for usability
- Identify the concepts and explain reasons for creating prototypes
- Explain the how and why of drawing wireframes, the importance of low-to-high detail and the benefits of interactive prototypes

SYLLABUS

Week 1: Why is user experience important?

- The foundations of UX design
- What is 'good usability'?

Week 2: User experience basics

- The importance of user research
- User journeys
- Visual design
- Structuring your site
- Wireframes and interactive prototypes

Week 3: Tools and testing

- Types of user testing
- Interaction design
- The importance of analysing data