

UI DESIGN PROJECT STUDIO

Valentina Fiscarelli

ACUMEN ACADEMY

THE WORLD'S SCHOOL OF SOCIAL CHANGE



UI DESIGN PROJECT

Valentina Ficarelli

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Valentina Fiscarelli

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LOGO CREATION

THE POWER OF A NAIL

Creating a logo to represent the Acumen Academy was not an easy task.

"Acumen" is not something that can be represented easily, as it is an abstract concept.

Acume

— Parole d'autore

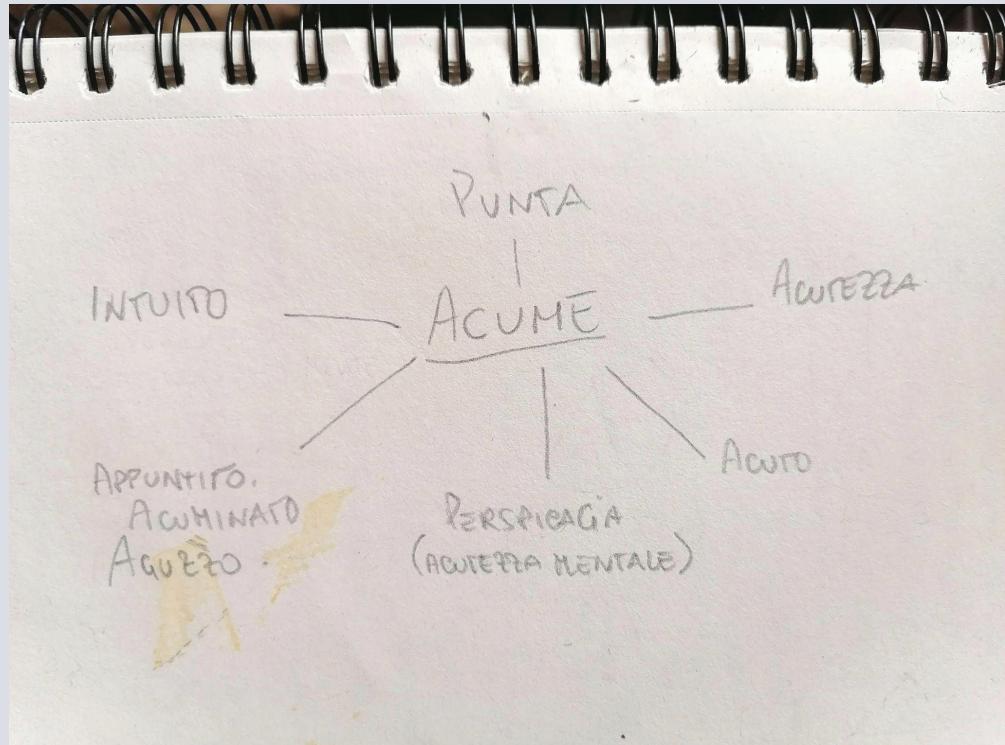
a-cù-me

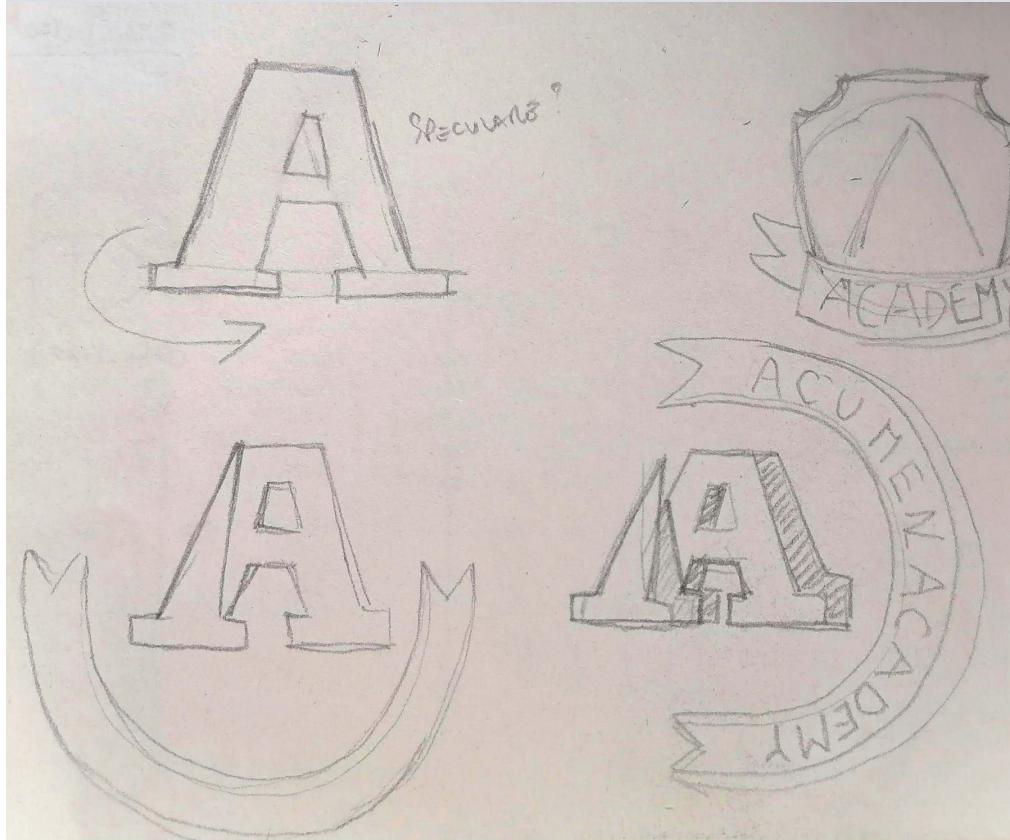
SIGNIFICATO Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

ETIMOLOGIA voce dotta recuperata dal latino *acumen*, 'punta', derivato da *aciere*, 'affilare'.

I decided to play with the A, as in the current logo, and develop its meaning.

This is how the idea of "acumen" become a "nail".







'A' AS ACADEMY

I wanted the A in the logo in a font that reflected the academic solemnity... with a small peculiarity: the A in question is specular to the standard writing verse.

In this academy we do not tread the same old way, but new and revolutionary paths.

A NAIL TO BUILD

The nail is the essence of the Acumen Academy: nails are sharp objects, buildings are built with them.

Each student is a nail, an essential, connecting piece, to build a new future.

UNCONVENTIONAL BANNER

It is a reminder of the old academies but, in this case, I wanted to change the position of the banner. By putting it to the side, I want to give the idea that it is a different academy from the usual ones, revolutionary in the way it thinks about itself.

An academy of change.

CURRENT LOGO



Desaturated logo.

NEW LOGO



Desaturated logo.

VARIANCES

Logo variants have also been studied.





COLOR PALETTE

COLOR PALETTE

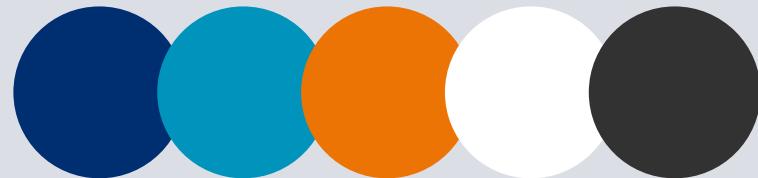
I partly confirmed **the original colour palette**, which was very rich but did not provide a unique brand identity for the site.

So I chose the new palette from among the existing and tested colours.

Blue is the main colour, alternating with **light blue**: blue provides seriousness and a certain academic tone; light blue softens the excessive seriousness of blue and modernises it.

Orange is the colour of contrast and action: it is used as a touch of colour in icons and for CTAs.

Black and white are used to soften contrasts, mediate between all colours and provide a hierarchy: they are used in the footer, titles and texts.



#002F71

#0093BB

#EC7404

#FFFFFF

#323232

CURRENT LOGO



NEW LOGO



MOCKUP



GRAPHIC



MOCKUP

The logo can be adapted to any gadget that the Acumen Academy can provide to its students in live classes.

FONT

FONT

The fonts chosen are 2: **Literata24** and **Jost**.

I chose **Literata24** to give a more classic and serious tone: as well as being used in the logotype it is also used in the headlines, from H1 to H4, in Bold weight.

I chose the font **Jost** to give a more modern, unconventional and light touch: it is used in the body text and caption.

Literata24 bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
È É À Ò Ù

a b c d e f g h i j k l m n o p q r s t u v w x y z
à è é ì ò ù

JOST regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
È É À Ò Ù

a b c d e f g h i j k l m n o p q r s t u v w x y z
à è é ì ò ù

ICONS

ICONS

The current Acumen Academy site has few icons at its disposal: the only ones present are those on the course page and the bell-shaped one in the user section.

On the side, are the icons designed in line with the logo: they are flat, minimal and in the primary colour blue, some have small orange point to emphasise the action.

NAVBAR ICONS



SOCIAL ICONS



COURSE PAGE ICONS



HOMEPAGE AND FELLOWSHIP PAGE ICONS



UI DESIGN PROJECT

Valentina Fiscarelli

PROTOTYPE

2

PROTOTYPE

UI KIT

NEW INTERFACE

PROTOTYPE

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UI KIT

TYPOGRAPHY

As mentioned, I decided to use 2 new fonts: **Literata24** and **Jost**.

Literata24 is used in headlines, with hierarchy from H1 up to H4, in Bold weight and in different sizes (desktop and mobile).

Jost is used for the body text (P) and caption (C) with bold and regular weights.

LITERATA 24 desktop

H1	H2	H3	H4
----	----	----	----

Aa	Aa	Aa	Aa
----	----	----	----

96px	61px	40px	25px	16px	16px	12px
------	------	------	------	------	------	------

JOST desktop

P	P	C
---	---	---

Aa	Aa	Aa
----	----	----

16px	16px	12px
------	------	------

P Testo
C Caption

LITERATA 24 mobile

H1	H2	H3	H4
----	----	----	----

Aa	Aa	Aa	Aa
----	----	----	----

48px	31px	25px	20px	16px	16px	12px
------	------	------	------	------	------	------

JOST mobile

P	P	C
---	---	---

Aa	Aa	Aa
----	----	----

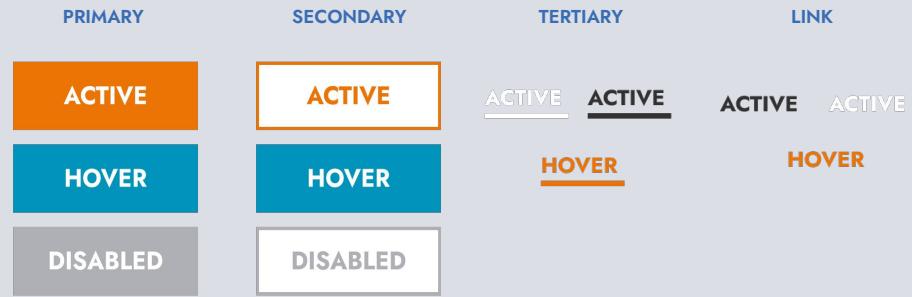
P Testo
C Caption

BUTTONS

The **primary button** is the one with the brightest contrast, which is orange, and has the hover in light blue.

The **secondary button** has an orange outline with a white background; the hover is light blue.

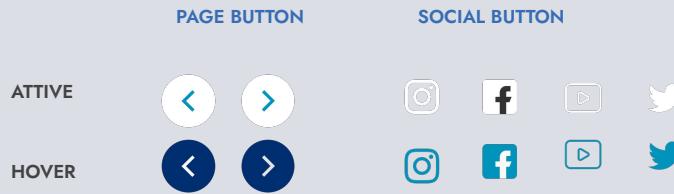
The **tertiary button** has underlined text and orange hover, same for **the links** but without the underline.



OTHER BUTTONS

With the hover, **page buttons** and **social icons** also change colour.

With clicks, the **checkbox** will turn blue.



CHECKBOX



COMPONENTS

NAVBAR DESKTOP

The **current navbar** is bare of icons and has only one CTA, and also tends to change if you go to the Blog section.

The **new navbar** has two CTAs, clearly visible and different according to importance.

A **profile icon** with a menu has been added after logging in.

NAVBAR BEFORE LOGIN



NAVBAR AFTER LOGIN



NAVBAR WITH NOTIFICATION

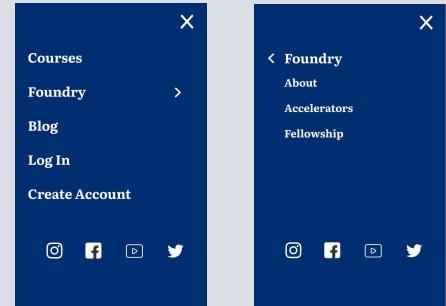


NAVBAR MOBILE

The **mobile navbar** is obviously different from the desktop: we find the logo on the left and a hamburger menu on the right.

Social icons have been added to the menu.

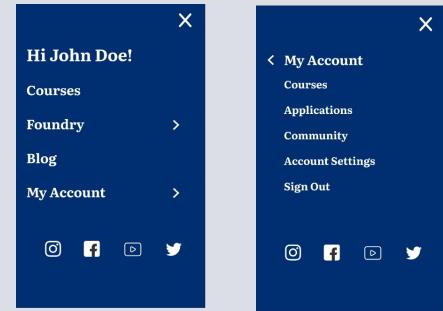
NAVBAR BEFORE LOGIN



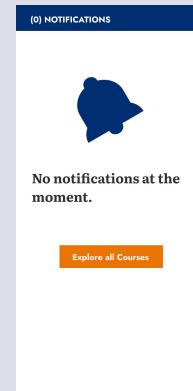
After logging in, we find only the notification icon; in the menu, the user section is added.

The mobile alerts page has also been created, with CTA leading to the courses.

NAVBAR AFTER LOGIN



NAVBAR WITH NOTIFICATION

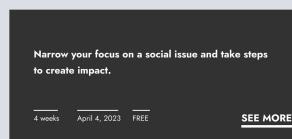


COURSES COMPONENT

All courses have a **hover** in the desktop section: by hovering the mouse over it, you can see a small description of the course.

HOVER

COURSES COMPONENTS



MODALS

The **login page** has been replaced by a modal: this opens both on the desktop page and in mobile.

The login form has a CTA with an obligatory function.

Sign Up

Join the Academy of social change!

Full Name

Email

Password

Must have at least 6 letters, 1 number, and 1 capital letter.

Yes! I want to receive marketing materials from Acumen Academy.

JOIN FOR FREE

— Or —

Continue with Facebook

Continue with Google

Already in Acumen? **LOG IN**

Sign Up

Join the Academy of social change!

Full Name

Email

Password

Must have at least 6 letters, 1 number, and 1 capital letter.

Yes! I want to receive marketing materials from Acumen Academy.

JOIN FOR FREE

— Or —

Continue with Facebook

Continue with Google

Already in Acumen? **LOG IN**

Acumen Academy

Courses Foundry Blog **LOG IN** JOIN FOR FREE

Take a Course

Join the World's School for Social Change

New Courses

- Start Your Social Change Journey
- Financial Statements 101
- Hiring Talent for Social Enterprises

How it Works

- Create an account
- Enroll a course for free
- Change the World

Who's Learning With Us

ACCION, United Way, FEIHER, TEACHFORINDIA

Be The Change!

Learn to lead, build, and innovate to tackle the world's biggest problems.

BUILD
Daniel Pink on the Art of Selling
3 hours On-Demand FREE

INNOVATE
Inclusive Business: Reimagine Key Operations
1 hours On-Demand FREE

LEAD
Al Pittampalli on Embracing Persuadability
3 hours On-Demand FREE

BUILD
Debbie Millman on Branding for Social Change
3 hours On-Demand FREE

INNOVATE
Human-Centered Design 201: Prototyping
4 hours May 11, 2023 FREE

LEAD
Mihir Desai on Demystifying Finance
3 hours On-Demand FREE

SEE ALL THE COURSES

A

Courses Foundry Blog **LOG IN** JOIN FOR FREE

Take a Course

Join the World's School for Social Change

New Courses

Start Your Social Change Journey

4 weeks April 4, 2023 FREE SEE MORE

Financial Statements 101

4 weeks April 4, 2023 FREE SEE MORE

Hiring Talent for Social Enterprises

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Mihir Desai on Demystifying Finance
3 hours On-Demand FREE

SEE ALL THE COURSES

DESKTOP AND MOBILE GRID

DESKTOP:

Center, 12 Columns, 24px gutter, 72px Margin.

MOBILE:

Stretch, 4 Columns, 16px gutter, 24px Margin

NEW INTERFACE

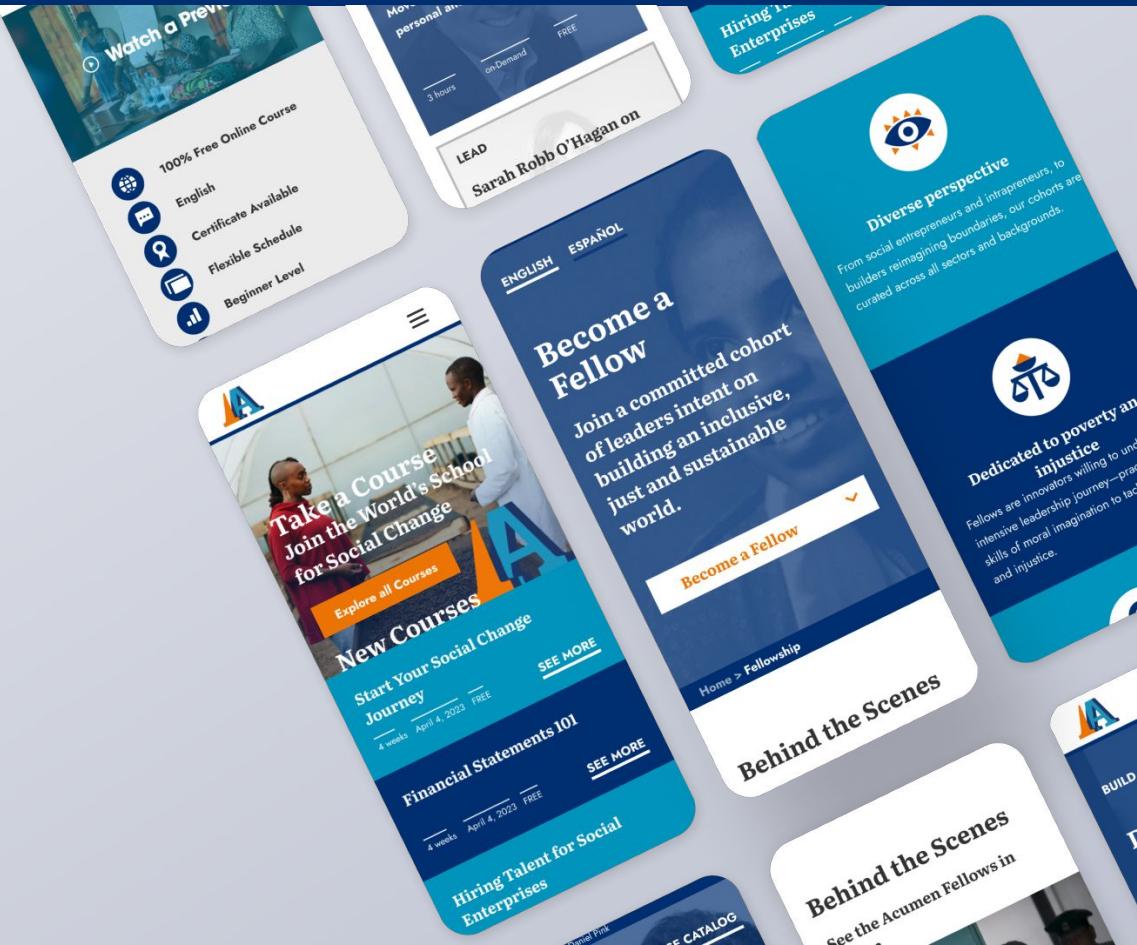
NEW INTERFACE

At this stage, the new interfaces were created:

- **Homepage;**
- **Courses page;**
- **Course page;**
- **Fellowship page;**
- **Blog page**

An **additional page** has also been created for the prototyping flow.

Below the **Figma link** to see the workflow pages, both Desktop and Mobile:



CURRENT HOMEPAGE

Take a Course
Join the World's School for Social Change

New Courses!
Start Your Social Change Journey

Explore All Courses

Stay Connected with Our Offerings
name@email.com

Make an Impact
Get the tools you need to build businesses—and a better world.
[BROWSE COURSES](#)

Become a Fellow
Join a movement of leaders breaking boundaries to build a better future.
[LEARN MORE](#)

Be Part of Something Bigger
See how our Community of Social Innovators is driving social change.
[VISIT OUR BLOG](#)

Who's Learning With Us
FOR AFFILIATION ONLY

500k
community members collaborating in 192 countries

Become

NEW PROPOSAL

Take a Course
Join the World's School for Social Change

New Courses!

Start Your Social Change Journey

Financial Statements 101

Hiring Talent for Social Enterprises

How it Works

Create an account
If you are interested in social change, join with us!
Create an account is simple and free!

Enroll a course for free
Most of our courses are free and on-demand: take them whenever you want. Oh, yes... our teachers are great!

Change the World
With your knowledge now, you can really have a positive impact on the world!

Be The Change!
Learn to lead, build, and innovate to tackle the world's biggest problems.

BUILD Daniel Pink on the Art of Selling

INNOVATE Inclusive Business: Reimagine Key Operations

LEAD AI Pittampalli on Embracing Persuasibility

HOMEPAGE 1/3

Become a Fellow

We cultivate leaders intent on building an inclusive, just and sustainable world. Learn what it takes to be at the forefront of lasting change.

[LEARN MORE](#)



[WATCH VIDEO](#)

Stay Connected

We'll keep you up to date with new courses and opportunities to create change with Acumen Academy.

First Name Last Name Email [Sign Up](#)

Accelerate Your Impact

Get intensive, hands-on experience. Our Accelerators provide select social innovators with the tools and coaching you need to develop a sustainable business.

[LEARN MORE](#)



From Our Blog

[READ MORE ARTICLES](#)

INNOVATE
Human-Centred Design 201: Prototyping
4 weeks | May 16, 2023 | FREE

LEAD
Start Your Social Change Journey
1 hour | On-Demand | FREE

BUILD
Mihir Desai on Demystifying Finance
2 hours | On-Demand | FREE

Get the tools you need to build businesses—and a better world.

[SEE ALL THE COURSES](#)

Our achievements

15 years
of Acumen Fellows challenging the status quo



Become a Fellow

Meet our fellows



Stay Connected

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FUND YOUR IDEA

The Ultimate Introductory Guide to Funding Your Social Enterprise

[READ MORE](#)

MASTER INNOVATION

Human-Centered Design: How to Embrace Failing Fast

[READ MORE](#)

IMAGINE AND DEVELOP YOUR IDEA

Creative Social Enterprise Business Model Ideas: 10 Ways to Address Affordability

[READ MORE](#)

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Get all the tools you need to start social change—delivered straight to your inbox.

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Accelerate Your Impact



From Our Blog



HOMEPAGE NEW PROPOSAL

HOMEPAGE 1/3

New Navbar with logo and CTAs more visible.

Animated Hero with CTA

Section with the latest activated courses: with the hover a small description of the course appears.

Take a Course
Join the World's School for Social Change
[Explore all Courses](#)

New Courses

Start Your Social Change Journey
4 weeks, April 4, 2023, FREE
[SEE MORE](#)

Financial Statements 101
4 weeks, April 4, 2023, FREE
[SEE MORE](#)

Hiring Talent for Social Enterprises
4 weeks, April 4, 2023, FREE
[SEE MORE](#)

How it Works

Create an account
If you are interested in social change, join with us!
Create an account is simple and free!

Enroll a course for free
Most of our courses are free and on-demand: take them whenever you want.
Oh, yes... our teachers are great!

Change the World
With your knowledge now, you can really have a positive impact on the world!

Who's Learning With Us
FOR AFFILIATION ONLY

ACCION United Way HEIFER TEACHFORINDIA

Be The Change!
Learn to lead, build, and innovate to tackle the world's biggest problems.

BUILD Daniel Pink on the Art of Selling
INNOVATE Innovative Business: Reimagine Key Operations
LEAD Al Pittampalli on Embracing Persuadability
BUILD Debbie Millman on Branding for Social Change

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Oh, yes... our teachers are great!

Change the World
With your knowledge now, you can really have a positive impact on the world!

Who's Learning With Us
ACCION

Courses Foundry > Blog Log In Create Account

[@](#) [Facebook](#) [D](#) [Twitter](#)

[@](#) [Facebook](#) [D](#) [Twitter](#)

New menu, with social icons.

Section added: How it works

Affiliate carousel

Colours divide courses by type: blue, light blue and grey. Hovering brings up a small description of the course.

Achievements: the section maintained its animation.

Section with videos of Fellows, linked to the Fellowship section.

Our achievements

15 years of Acumen Fellows challenging the status quo

We cultivate leaders intent on building an inclusive, just and sustainable world.

Learn what it takes to be at the forefront of lasting change.

LEARN MORE

Meet our fellows

Watch short video clips of Acumen Fellows sharing their stories:

- Off the people call their own story (3:03)
- BRIQ (3:03)
- Long (2:21)

Stay Connected

We'll keep you up to date with new courses and opportunities to create change with Acumen Academy.

First Name _____ Second Name _____
Email _____ Sign Up

Accelerate Your Impact

Start Your Social Change Journey
Mihir Desai on Demystifying Finance

Get the tools you need to build businesses—and a better world.

SEE ALL THE COURSES

Be The Change!

Learn to lead, build, and innovate to tackle the world's biggest problems.

BUILD Daniel Pink on the Art of Selling

INNOVATE Eric Ries on Starting a Company

Get the tools you need to build businesses—and a better world.

SEE ALL THE COURSES

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- BRIQ (3:03)
- Long (2:21)

Section dedicated to the Accelerators programme

Accelerate Your Impact



Get intensive, hands-on experience. Our Accelerators provide select social innovators with the tools and coaching you need to develop a sustainable business.

[LEARN MORE](#)

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The Ultimate Introductory Guide to Funding Your Social Enterprise

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IMAGINE AND DEVELOP YOUR IDEA
Creative Social Enterprise Business Model Ideas: 10 Ways to Address Affordability

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Blog section.

Footer with new logo.

Stay Connected

We'll keep you up to date with new courses and opportunities to create change with Acumen Academy.

Newsletter form: the Sign Up button has a obligatory function.

Accelerate Your Impact



Get intensive, hands-on experience. Our Accelerators provide select social innovators with the tools and coaching you need to develop a sustainable business.

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CURRENT COURSES PAGE

Explore Our Courses
Learn to lead, build, and innovate to tackle the world's biggest problems.

New Courses

Discover new lessons from experts and entrepreneurs creating change every day.

	Start Your Social Change Journey	Financial Statements 101
1 hour	On-Demand	Free
2.5 hours	On-Demand	Free

Search

- Theme
- Build
- Innovate
- Lead

- Subject
- Business Strategy
- Designing Products and Services
- Financial Management
- Fundraising
- Impact Measurement
- Leadership
- Marketing and Sales
- Talent

- Format
- On-Demand
- Team Course

- Length
- 1 - 4 hours
- 5 - 6 hours
- 1 - 4 weeks
- 5 - 8 weeks

Find your course...

NEW PROPOSAL

Explore Our Courses
Learn to lead, build, and innovate to tackle the world's biggest problems.

New Courses

	Start Your Social Change Journey	Financial Statements 101	Hiring Talent for Social Enterprises
4 weeks	April 4, 2023	FREE	SEE MORE
4 weeks	April 4, 2023	FREE	SEE MORE
4 weeks	April 4, 2023	FREE	SEE MORE

Our courses

You can choose from over 30 courses to change the world's status quo.

THEME
 Build
 Innovate
 Lead

SUBJECT
 Business Strategy
 Design Products and Services
 Financial Management
 Fundraising
 Impact Measurement
 Leadership
 Marketing and Sales
 Talent

FORMAT
 On-Demand
 Team Course

LENGTH
 1-4 Hours
 5-6 Hours
 1-4 Weeks
 5-8 Weeks

	Daniel Pink on the Art of Selling	Elizabeth Gilbert's Creativity Workshop	Business Models for Social Enterprise
2 hours	On-Demand	FREE	SEE MORE
2 hours	On-Demand	FREE	SEE MORE
2 hours	On-Demand	FREE	SEE MORE

	Designing for Environmental Sustainability and Social Impact	Lean Data Approaches to Measure Social Impact	Storytelling for Change
5 weeks	Apr 10, 2023	FREE	SEE MORE
4 weeks	Apr 10, 2023	FREE	SEE MORE
5 weeks	Apr 10, 2023	FREE	SEE MORE

	Prasad Setty of Google on People Analytics	Sarah Robb O'Hagan on Competitive Advantage	Debbie Millman on Branding for Social Change
2 hours	On-Demand	Free	SEE MORE
2 hours	On-Demand	Free	SEE MORE
2 hours	On-Demand	Free	SEE MORE

	Inclusive Business: Redefine Success	Human-Centered Design 201: Prototyping	Nonprofit Fundraising Essential
3.5 hours	On-Demand	Free	SEE MORE
4 weeks	May 15, 2023	Free	SEE MORE
3 hours	On-Demand	Free	SEE MORE

	Krista Tippett on the Art of Conversation	Financial Statements 101	Systems Practice
3 hours	On-Demand	Free	SEE MORE
3.5 hours	On-Demand	Free	SEE MORE
3 hours	On-Demand	Free	SEE MORE

COURSES PAGE

COURSES PAGE NEW PROPOSAL

Section with the latest activated courses: with the hover a small description of the course appears.

Breadcrumb

Course search bar

Courses by type have different colours: blue, light blue and grey.

Hovering brings up a small description of the course.

New Courses

Start Your Social Change Journey

Financial Statements 101

Hiring Talent for Social Enterprises

Our courses

You can choose from over 30 courses to change the world's status quo.

LEAD

Elizabeth Gilbert's Creativity Workshop

BUILD

Business Models for Social Enterprise

INNOVATE

Designing for Environmental Sustainability and Social Impact

LEAD

Chris Anderson on Public Speaking

BUILD

Storytelling for Change

INNOVATE

Inclusive Business: Reimagine Key Operations

LEAD

Scott Sonenshein on Resourcefulness

BUILD

Debbie Millman on Branding for Social Change

INNOVATE

Human-Centred Design 201: Prototyping

INNOVATE

Systems Practice

BUILD

Lean Data Approaches to Measure Social Impact

FILTERS

- THEME
 - Build
 - Innovate
 - Lead
- SUBJECT
 - Business Strategy
 - Design Products and Services
 - Financial Management
 - Fundraising
 - Impact Measurement
 - Leadership
 - Marketing and Sales
 - Talent
- FORMAT
 - On-Demand
 - Team Course
- LENGTH
 - 1-4 Hours
 - 5-8 Hours
 - 1-4 Weeks
 - 5-8 Weeks

APPLY

Filter button.

Filter pop-up menu: checkboxes are used as a filtering system.

CURRENT COURSE PAGE

The screenshot shows the current version of the course page. At the top, there's a navigation bar with links for Courses, Foundry, Blog, and My Dashboard. Below the header is a large banner featuring a portrait of Daniel Pink and the title 'Daniel Pink on the Art of Selling'. The banner also includes the tagline 'Move people to take action in a personal and purposeful way', a duration of '3 Hours', and a status of 'On-Demand Free'. A prominent green 'Enroll Now' button is located on the right side of the banner.

Learn How To

- Connect with your customers perspectives and needs
- Engage your audience effectively with different pitching techniques
- Map the power dynamics between customers and sellers
- Make sales personal, purposeful and ultimately human

Watch a Preview

Course Syllabus

- 01 INTRODUCTION TO THE COURSE
- 02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY
- 03 THE ART OF PITCHING
- 04 MAKE IT PERSONAL, MAKE IT PURPOSEFUL

Leverage Real-World Expertise

Apply practical insights from today's leading thinkers to your social enterprise.

Adopt Best Practices

Learn tried-and-true methods to simplify your project from the best in the business.

Enjoy Lifetime Access

Become certified, return your knowledge, and brush up on your skills at any time.

Anna

"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

NEW PROPOSAL

The screenshot shows the proposed redesign of the course page. The layout is cleaner and more modern. The top navigation bar remains the same. The main banner features the same title and tagline, with a larger 'Enroll Now' button.

Course Description

In this course, bestselling author Daniel Pink shares research-grounded tactics to better understand your audience and convince them to take clear actions—whether that is funding your venture, buying your product, or adopting your new idea. Daniel's insights will change how you see the world and will transform how you interact with others, no matter the context.

Watch a Preview

Course Syllabus

01 INTRODUCTION TO THE COURSE

- Video: Introduction to the Course
- Video: Why More and More Jobs Involve Selling
- Video: What Is Non-Sales Selling?
- Assignment: Frame Your Sales Challenge
- Video: Why Sales Has Changed in the Last 10 Years
- Video: The Shift Away from Information Asymmetry
- Quiz: Is this Information Asymmetry or Information Parity?
- Video: 5 Ways to Think About Moving Others
- Assignment: Apply Intuition or Agitation

02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY

03 THE ART OF PITCHING

04 MAKE IT PERSONAL, MAKE IT PURPOSEFUL

Anna

"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

Learn How To

- ✓ Connect with your customers perspectives and needs;
- ✓ Engage your audience effectively with different pitching techniques;

Course Description

In this course, bestselling author Daniel Pink shows research-grounded tactics to better understand your audience and motivate them to take clear actions—whether Read More

About the Instructor



Daniel Pink

NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Related Courses

On-Demand

- Dan Ariely on Changing Customer Behavior
- Debbie Millman on Branding for Social Change

149 On-Demand 18 hours

119 On-Demand 3 hours

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- ✓ Engage your audience effectively with different pitching techniques;
- ✓ Map the power dynamics between customers and sellers;
- ✓ Make sales personal, purposeful and ultimately human.

About the Instructor



Daniel Pink

NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Related Courses

INNOVATE

Dan Ariely on Changing Customer Behavior

8 weeks Sat 2022 FREE

BUILD

Debbie Millman on Branding for Social Change

3 hours On-Demand 125

[VIEW COURSE CATALOG](#)

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COURSE PAGE NEW PROPOSAL

COURSE PAGE 1/2

Sticky element that appears at the top with scroll

Daniel Pink on the Art of Selling

3 hours on-Demand FREE

ENROLL NOW

Course Description

In this course, bestselling author Daniel Pink shares research-grounded tactics to better understand your audience and convince them to take clear actions—whether that is funding your venture, buying your product, or adopting your new idea.

Daniel's insights will change how you see the world and will transform how you interact with others, no matter the context.

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- Video: 2 Ways to Think About Moving Others
- Assignment: Apply Irritation or Agitation

02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY

03 THE ART OF PITCHING

04 MAKE IT PERSONAL, MAKE IT PURPOSEFUL

Learn How To

- ✓ Connect with your customers perspectives and needs;
- ✓ Engage your audience effectively with different pitching techniques;

"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

Anna

3 dots

Syllabus with drop-down cards

Feedback from the course students, the section maintained its animation.

VIEW COURSE CATALOG

Daniel Pink on the Art of Selling

Move people to take action in a personal and purposeful way

3 hours on-Demand FREE

ENROLL NOW

Course Description

In this course, bestselling author Daniel Pink shares research-grounded tactics to better understand your audience and convince them to take clear actions—whether that is funding your venture, buying your product, or adopting your new idea.

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- Assignment: Apply Irritation or Agitation

Watch a Preview

100% Free Online Course

English

Certificate Available

Flexible Schedule

Beginner Level

3 hours Worth of Material

6 Assignments

21 Videos

Course Description

In this course, bestselling author Daniel Pink shares research-grounded tactics to better understand your audience and convince them to take clear actions—whether that is funding your venture, buying your product, or adopting your new idea.

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- Assignment: Apply Irritation or Agitation

Daniel Pink on the Art of Selling

3 hours on-Demand FREE

ENROLL NOW

Sticky element that appears at the bottom with scroll

Course description.

Video preview of the course, with information below.

Section discussing the course instructor.

About the Instructor



Daniel Pink

NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Restyle of the Suggested Courses section: elements have a hover to read the course info.

Related Courses

INNOVATE
Ariely on
Changing
Customer
Behavior

8 weeks | Sat, Oct 22, 2022 | FREE

BUILD
Debbie Millman
on Branding for
Social Change

3 hours | on Demand | \$195

[VIEW COURSE CATALOG](#)

Desktop page without sticky



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"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

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Learn How To

- ✓ Engage your audience effectively with different pitching techniques;
- ✓ Map the power dynamics between customers and sellers;
- ✓ Make sales personal, purposeful and ultimately human.

Learn How To section

About the Instructor



Daniel Pink

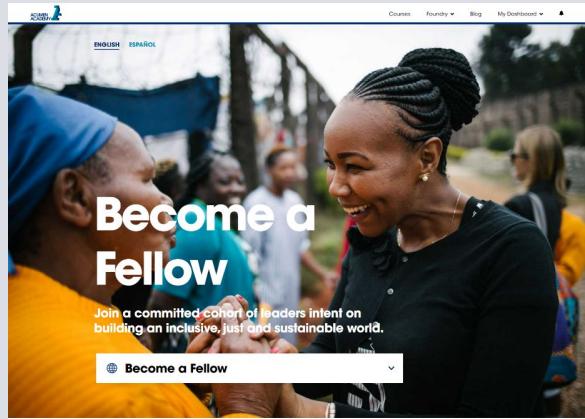
NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Mobile Page without sticky



Related Courses

CURRENT FELLOWSHIP PAGE



NEW PROPOSAL



Behind the Scenes



Around the Globe



Want to start an Acumen Fellowship in your country?

[GET IN TOUCH](#)

"Being an Acumen Regional Fellow gave me words to my story. Before I knew what I was doing was important, but now I know it has"

FELLOWSHIP 1/4



The Fellowship Experience

Year One

Continue your commitment to social change. Our intensive year-long program furthers your journey toward becoming a leader of moral leadership: empathy, immersion, understanding, and action.

Acumen Fellows will:

Engage in a mix of in-person and online seminars designed to improve capacity to innovate and drive change.

Learn relevant, real-world, core curricula focused on developing the skills needed to make lasting social impact.

Remain in full-time employment while attending immersive cohort-based seminars to grow as a moral leader. Join a diverse community of social innovators who are locally rooted, globally connected, and challenging the status quo of poverty and injustice in their communities.

Beyond Year One

Beyond Year One Fellows are united through shared values, a common commitment to a world beyond poverty and injustice—and a pledge to accompany, celebrate, and hold each other accountable. Your lifelong global community of fellowship starts here.



What Makes a Fellow



The Fellowship Experience

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What Makes a Fellow

Our fellows are extraordinary leaders who dare to embrace the difficult journey of social change. Here's what we want from you—and what you can expect from your cohort.



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Our fellows are extraordinary leaders who dare to embrace the difficult journey of social change. Here's what we want from you—and what you can expect from your cohort.



Diverse perspective
From social entrepreneurs and innovators, to builders reimagining boundaries, our cohorts are curated across all sectors and backgrounds.

Locally rooted
These leaders are unleashing, have a history of impact, and are committed to making concrete progress in their respective regions.

Dedicated to poverty and justice
Fellows are innovators willing to undergo an intensive leadership journey—practicing the skills of moral imagination to tackle poverty and injustice.

Featured Fellows

Gayatri Jolly



Haroon Yasin



Radha Karnad



Kibret Tuffa



Meet the
Fellows →

Sarah Matindi



Julian Facundo Rinaudo



Fellows as

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INDIA

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EAST AFRICA

Sarah Matindi



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Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

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Fellows as Influencers

Fellows as Influencers

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Fellows as Influencers



Fellow Ms Manjushree Patil
is redefining inclusion.



Acumen Fellow Shad Begum (17) calls
for women around the world to find their
political voice.



Acumen Fellow Teresa Njoroge
was falsely imprisoned and her journey
to redemption.



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FELLOWSHIP PAGE NEW PROPOSAL

FELLOSHIP 1/4

Hero consistent with the Homepage.



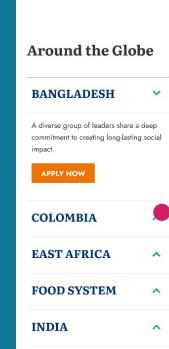
Menu with active and non-active fellowships.



Videos describing the work of the Fellows.



In the desktop version, the map with the fellow nations is unchanged.

Fellows' videos carousel.

Country drop-down lists: the map disappears.

New logos in the Fellowship Experience section.

"Being an Acumen Regional Fellow gave me words to my story. Before I knew what I was doing was important, but now I know it has real value."

Ken Oloo,
Acumen East Africa Fellow

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Ken Oloo,
Acumen East Africa Fellow

Feedback from Fellows.

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These leaders are unrelenting, have a history of impact, and are committed to making concrete progress in their respective regions.

Featured Fellows

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INDIA

Radha Karnad



EAST AFRICA

Sarah Matindi



EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



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[MEET THE FELLOWS](#)

Fellows as Influencers

What Makes a Fellow





Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

[MEET THE FOUNDRY](#)

Carousel with fellows from past years. Clicking on the elements takes you to the fellows' bio.

Must have in order to become a fellow.

Fellows as Influencers

Videos of TED talks or speeches by Acumen Academy fellows.

Yellow Ms Manjushree Patil
out redefining inclusion.

Acumen Fellow Shad Begum (17") calls for women around the world to find their political voice.

Acumen Fellow Teresa Njoroge falsely imprisoned and her journey to redemption.

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CURRENT BLOG PAGE

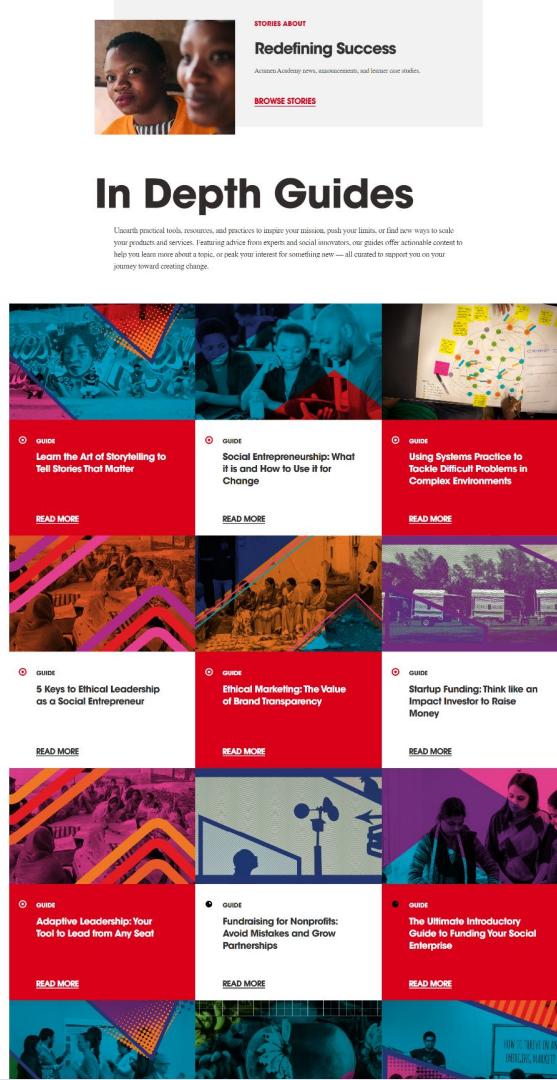
The current blog page features a large header image of a smiling man in a chef's uniform. Below the header, there are four main categories: Leadership, Innovation, Fundraising, and Business Strategy. Each category has a thumbnail image, a title, a brief description, and a "BROWSE ALL" button.

- Leadership:** Shows a group of people in red scarves. Description: "Build the skills of moral leadership—doing what's right in a world that loves easy." Button: "BROWSE LEADERSHIP".
- Innovation:** Shows two men in a workshop. Description: "Think radically. Develop original ideas that challenge conformity and speed the status quo." Button: "BROWSE INNOVATION".
- Fundraising:** Shows a group of people in school uniforms in a garden. Description: "Make capital work for you, not control you. Achieve financial sustainability without compromising impact." Button: "BROWSE FUNDRAISING".
- Business Strategy:** Shows a man working in a field. Description: "Market and build your business and team. Plant the seeds of change and watch them take root and grow." Button: "BROWSE BUSINESS STRATEGY".

NEW PROPOSAL

The new proposal blog page features a large header image of the same smiling man in a chef's uniform. Below the header, there are six main categories: Leadership, Innovation, Fundraising, Business Strategy, Stories, and About. Each category has a thumbnail image, a title, a brief description, and a "BROWSE" or "JOIN FOR FREE" button.

- Leadership:** Shows a woman holding a book. Description: "Build the skills of moral leadership—doing what's right in a world that loves easy." Button: "BROWSE LEADERSHIP".
- Innovation:** Shows two men outdoors. Description: "Think radically. Develop original ideas that challenge conformity and speed the status quo." Button: "BROWSE INNOVATION".
- Fundraising:** Shows a group of people in a garden. Description: "Make capital work for you, not control you. Achieve financial sustainability without compromising impact." Button: "BROWSE FUNDRAISING".
- Business Strategy:** Shows a man working in a field. Description: "Market and build your business and team. Plant the seeds of change and watch them take root and grow." Button: "BROWSE BUSINESS STRATEGY".
- Stories:** Shows a woman smiling. Description: "Redefining Success" (partially visible). Button: "JOIN FOR FREE".
- About:** Shows a woman smiling. Description: "Market and build your business and team. Plant the seeds of change and watch them take root and grow." (partially visible).



STORIES ABOUT

Redefining Success

Acumen Academy news, announcements, and lesser-use stories.

BROWSE STORIES

In Depth Guides

Unearth practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to scale your products and services. Featuring advice from experts and social innovators, our guides offer actionable content to help you learn more about a topic, or peak your interest for something new — all curated to support you on your journey toward creating change.

GUIDE
Learn the Art of Storytelling to Tell Stories That Matter
[READ MORE](#)

GUIDE
Social Entrepreneurship: What It Is and How to Use It for Change
[READ MORE](#)

GUIDE
Using Systems Practice to Tackle Difficult Problems in Complex Environments
[READ MORE](#)

GUIDE
5 Keys to Ethical Leadership as a Social Entrepreneur
[READ MORE](#)

GUIDE
Ethical Marketing: The Value of Brand Transparency
[READ MORE](#)

GUIDE
Startup Funding: Think like an Impact Investor to Raise Money
[READ MORE](#)

GUIDE
Adaptive Leadership: Your Tool to Lead from Any Seat
[READ MORE](#)

GUIDE
Fundraising for Nonprofits: Avoid Mistakes and Grow Partnerships
[READ MORE](#)

GUIDE
The Ultimate Introductory Guide to Funding Your Social Enterprise
[READ MORE](#)



REDEFINING SUCCESS

Market and build your business and team. Plant the seeds of change and watch them take root and grow.

BROWSE STORIES

In Depth Guides

Unearth practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to scale your products and services. Featuring advice from experts and social innovators, our guides offer actionable content to help you learn more about a topic, or peak your interest for something new — all curated to support you on your journey toward creating change.

GUIDE
Learn the Art of Storytelling to Tell Stories That Matter
[READ MORE](#)

GUIDE
Social Entrepreneurship: What It Is and How to Use It for Change
[READ MORE](#)

GUIDE
Using Systems Practice to Tackle Difficult Problems in Complex Environments
[READ MORE](#)

GUIDE
How to Measure Social Impact: Why You Need To + 4 Ways to Start
[READ MORE](#)

GUIDE
Brand Storytelling for Social Enterprise
[READ MORE](#)

GUIDE
Fundraising for Nonprofits: Avoid Mistakes and Grow Partnerships
[READ MORE](#)

GUIDE
Overcome the Fear of Public Speaking with TED's Chris Anderson
[READ MORE](#)

GUIDE
5 Keys to Ethical Leadership as a Social Entrepreneur
[READ MORE](#)

GUIDE
Ethical Marketing: The Value of Brand Transparency
[READ MORE](#)

SEE ALL THE GUIDES

Keep Learning

TEAM COURSE Adaptive Leadership

TEAM COURSE The Path of Moral Leadership

TEAM COURSE Nonprofit Fundraising Essentials

Free On Demand 4 weeks

Free On Demand 7 weeks

Free On Demand 6 weeks

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Keep Learning

INNOVATE
Dan Ariely on Changing Customer Behavior

4 weeks Sep 30, 2020 FREE

BUILD
Debbie Millman on Branding for Social Change

3 hours on-Demand 1915

[SEE ALL THE COURSES](#)

BLOG PAGE NEW PROPOSAL

BLOG 1/3

The CTA leads to the last blog post.

Different sections of the blog.

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Courses Foundry **Blog** LOG IN JOIN FOR FREE

Explore Our Blogs

Let our stories inspire you!

Home > Blog

BLOGS ON Leadership
Build the skills of moral leadership—doing what's right in a world that loves easy.
[BROWSE LEADERSHIP](#)

BLOGS ON Innovation
Think radically. Develop original ideas that challenge conformity and upset the status quo.
[BROWSE INNOVATION](#)

BLOGS ON Fundraising
Make capital work for you, not control you. Achieve financial sustainability without compromising impact.
[BROWSE FUNDRAISING](#)

BLOGS ON Business Strategy
Market and build your business and team. Plant the seeds of change and watch them take root and grow.
[BROWSE BUSINESS STRATEGY](#)

STORIES ABOUT Redefining Success
Rebuild your business and team. Plant the seeds of change and watch them take root and grow.

Explore Our Blogs

Let our stories inspire you!

READ NOW

Home > Blog

BLOGS ON Leadership
Build the skills of moral leadership—doing what's right in a world that loves easy.
[BROWSE LEADERSHIP](#)

BLOGS ON Innovation
Think radically. Develop original ideas that challenge conformity and upset the status quo.
[BROWSE INNOVATION](#)

BLOGS ON Fundraising
Make capital work for you, not control you. Achieve financial sustainability without compromising impact.
[BROWSE FUNDRAISING](#)

In Depth Guides

Discover practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to build your products and services. Hearing advice from experts and social innovators, our guides offer actionable content to help you learn more about a topic, or peak your interest for something new — all curated to support you on your journey toward creating change.

SEE ALL THE GUIDES

Keep Learning

In Depth Guides' posts: they kept the hover that briefly describes the content.

In Depth Guides

Unearth practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to build your products and services. Hearing advice from experts and social innovators, our guides offer actionable content to help you learn more about a topic, or peak your interest for something new — all curated to support you on your journey toward creating change

Learn the Art of Storytelling to Tell Stories That Matter

Social Entrepreneurship: What It Is and How to Use It for Change

Using Systems Practice to Tackle Difficult Problems in Complex Environments

How to Measure Social Impact: Why You Need To + 4 Ways to Start

Brand Storytelling for Social Enterprise

Fundraising for Nonprofits: Avoid Mistakes and Grow Partnerships

Overcome the Fear of Public Speaking with TED's Chris Anderson

5 Keys to Ethical Leadership as a Social Entrepreneur

Ethical Marketing: The Value of Brand Transparency

SEE ALL THE GUIDES

Keep Learning

Carousel of posts In Depth Guides.

Suggested Courses section:
elements have a hover that allows
you to read the course info.



CURRENT THANK YOU PAGE

The page displays a "Congratulations!" message and a course enrollment summary. It includes a large, semi-transparent background image of a smiling woman. On the left, there's a sidebar with "Help", "FAQs", and "Contact Us" links. At the bottom, there's a newsletter sign-up form and footer links.

NEW PROPOSAL

The proposal features a "Congratulations!" message and course details. It includes a large, semi-transparent background image of a smiling woman. The layout is cleaner, with a sidebar on the left for "Help", "FAQs", and "Contact Us". A prominent "Related Courses" section is shown at the bottom, featuring cards for Dan Ariely and Debbie Millman. The footer includes the Acumen Academy logo and standard links.

THANK YOU PAGE

THANK YOU PAGE NEW PROPOSAL

After logging in, the navbar has 2 icons: the one concerning the user, with its menu, is new.

Image of the course you have enrolled in.

CTA linking to the profile dashboard.

Congratulations!

You are now enrolled on the course. Go to your Dashboard to start it.

[SEE THE DASHBOARD](#)

Related Courses

- INNOVATE Dan Ariely on Changing Customer Behavior
- BUILD Debbie Millman on Branding for Social Change

[SEE ALL THE COURSES](#)

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THANK YOU PAGE

Hi John Doe!

Courses >

Foundry >

Blog >

My Account >

[SEE THE DASHBOARD](#)

[BUILD](#)

Daniel Pink on the Art of Selling

Move people to take action in a personal and purposeful way

3 hours on-Demand FREE

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Sign Out

The User Profile Menu is displayed once you have logged in.

Related, suggested courses.

PROTOTYPE

DESKTOP AND MOBILE PROTOTYPE

Click on the **Figma icons** to see the Desktop and Mobile prototypes.

DESKTOP



MOBILE (for laptop)



MOBILE (for mobile)



THANK YOU FOR THE ATTENTION!



[Valentina Fiscarelli | LinkedIn](#)



[Valentina Fiscarelli | Instagram](#)

fiscarelli5@gmail.com