

# UI DESIGN PROJECT STUDIO

Valentina Fiscarelli

## ACUMEN ACADEMY

THE WORLD'S SCHOOL OF SOCIAL CHANGE



# UI DESIGN PROJECT

Valentina Ficarelli

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# UI DESIGN PROJECT

Valentina Fiscarelli

## GRAPHIC

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### GRAPHIC

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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

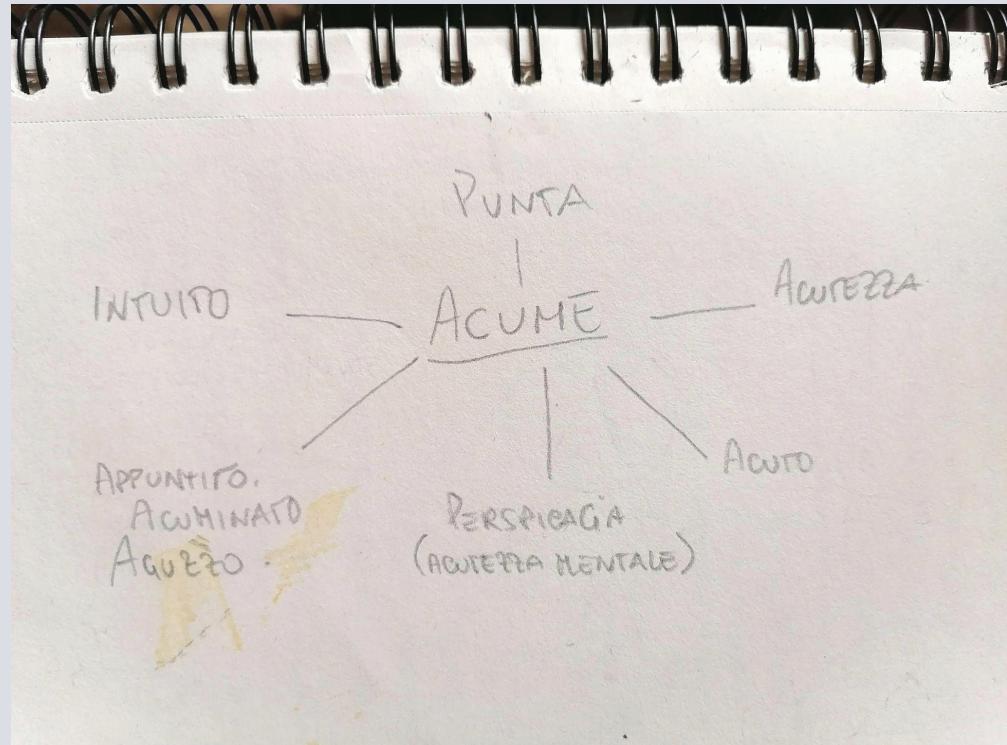
a-cù-me

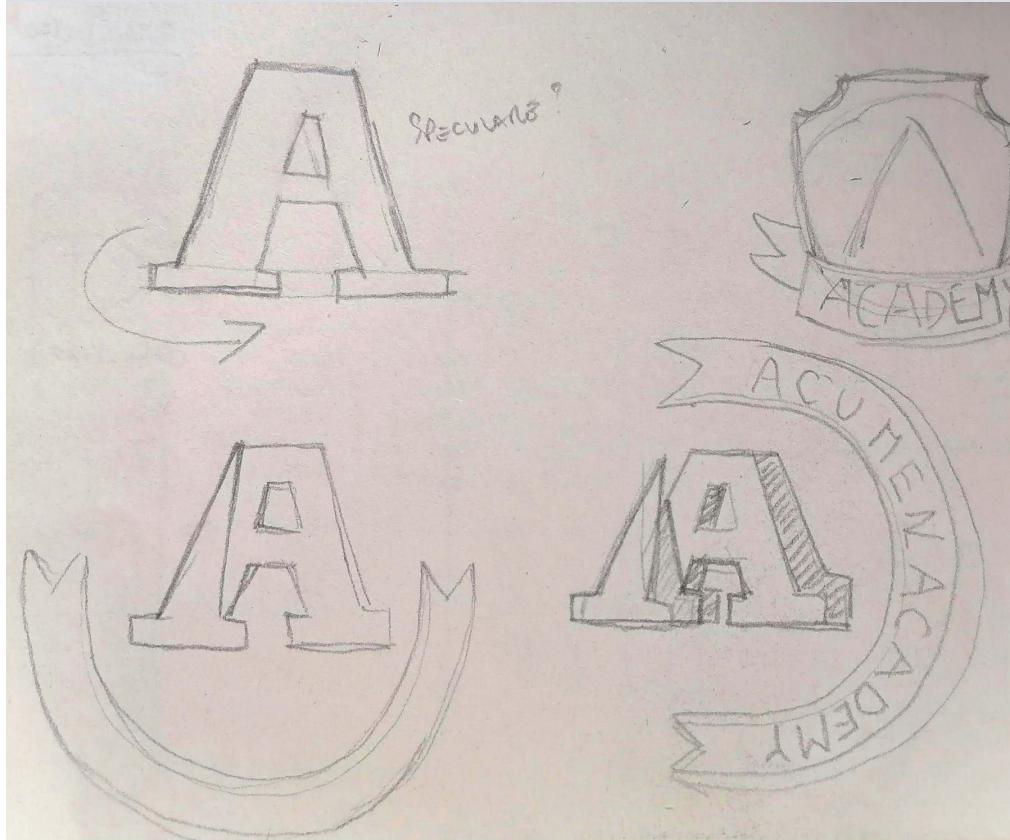
SIGNIFICATO Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

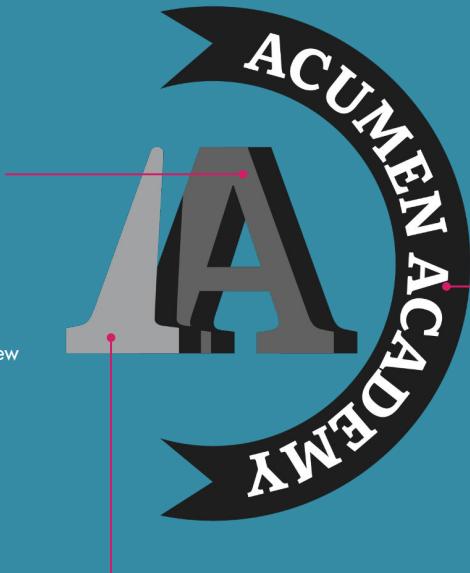
ETIMOLOGIA voce dotta recuperata dal latino *acumen*, 'punta', derivato da *aciere*, 'affilare'.

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

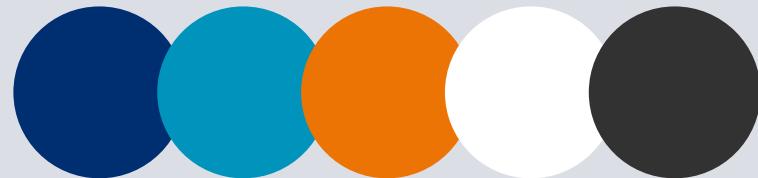
I partly confirmed **the original colour palette**, which was very rich but did not provide a unique brand identity for the site.

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



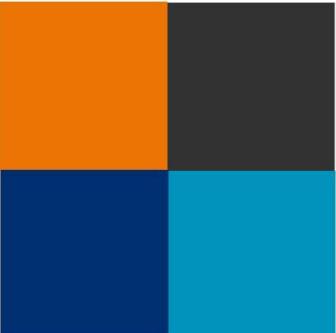
NEW LOGO



## 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

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

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

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

P Testo  
C Caption

### JOST desktop

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

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

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

### LITERATA 24 mobile

H1	H2	H3	H4	P	P	C
----	----	----	----	---	---	---

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

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

P Testo  
C Caption

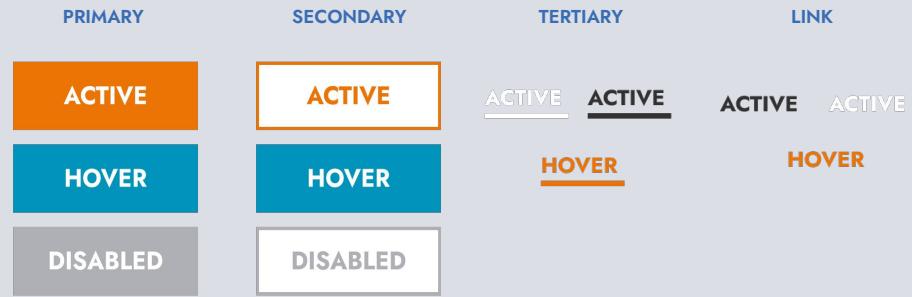
### JOST mobile

## 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.

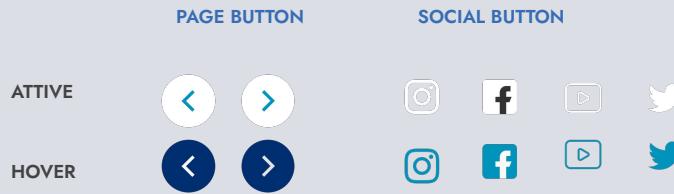
The **tertiary button** has underlined text and orange hover, same for **the links** but without the underline.



## 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.

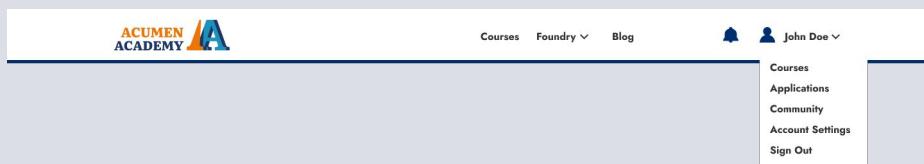
The **new navbar** has two CTAs, clearly visible and different according to importance.

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

### NAVBAR BEFORE LOGIN



### NAVBAR AFTER LOGIN



### NAVBAR WITH NOTIFICATION

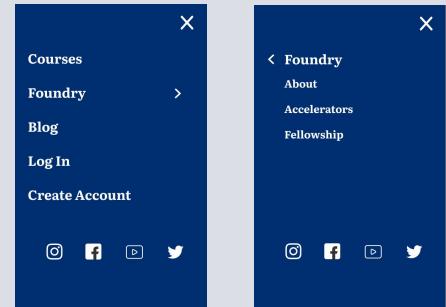


## NAVBAR MOBILE

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

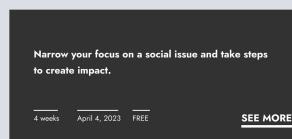


## COURSES COMPONENT

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**

The desktop view of the Acumen Academy website features a grid layout with 12 columns. At the top, there's a navigation bar with links for Courses, Foundry, Blog, Log In, and Join for Free. Below the navigation is a large hero section with a photo of two people in a greenhouse and the text "Take a Course" and "Join the World's School for Social Change". A prominent blue "A" logo is on the right. Below the hero section, there's a "New Courses" section with three cards: "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises". Each card includes a "SEE MORE" button. The main content area has a pink header "How it Works" and three blue cards: "Create an account", "Enroll a course for free", and "Change the World". The "Create an account" card contains text about joining for social change and a "Create an account is simple and free!" button. The "Enroll a course for free" card includes a note that most courses are free andemand; take them whenever you want. The "Change the World" card notes that with knowledge now, you can really have a positive impact on the world! At the bottom, there's a "Who's Learning With Us" section with logos for ACCION, United Way, FEIHER, and TEACHFORINDIA. The footer features a "Be The Change!" section with a call to learn, build, and innovate to tackle the world's biggest problems. It lists several course categories: BUILD, INNOVATE, LEAD, and another BUILD category. Each category has specific course titles like "Daniel Pink on the Art of Selling", "Inclusive Business: Reimagine Key Operations", "Al Pittampalli on Embracing Persuadability", "Debbie Millman on Branding for Social Change", "Human-Centered Design 201: Prototyping", and "Mihir Desai on Demystifying Finance". Each course card includes a "SEE ALL THE COURSES" button.

The mobile view of the Acumen Academy website features a grid layout with 4 columns. The top navigation bar is identical to the desktop version. The hero section is also similar. The "How it Works" section is simplified into a single blue card with three icons: a person, a play button, and a megaphone. The "Create an account" card is identical to the desktop version. The "Enroll a course for free" card is also identical. The footer is simplified, showing only the "Who's Learning With Us" section with the ACCION, United Way, FEIHER, and TEACHFORINDIA logos. The "Be The Change!" section is also simplified. The course categories and titles are shown in a more compact grid format at the bottom, with each course card including a "SEE ALL THE COURSES" button.

## DESKTOP AND MOBILE GRID

### DESKTOP:

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

### MOBILE:

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

# NEW INTERFACE

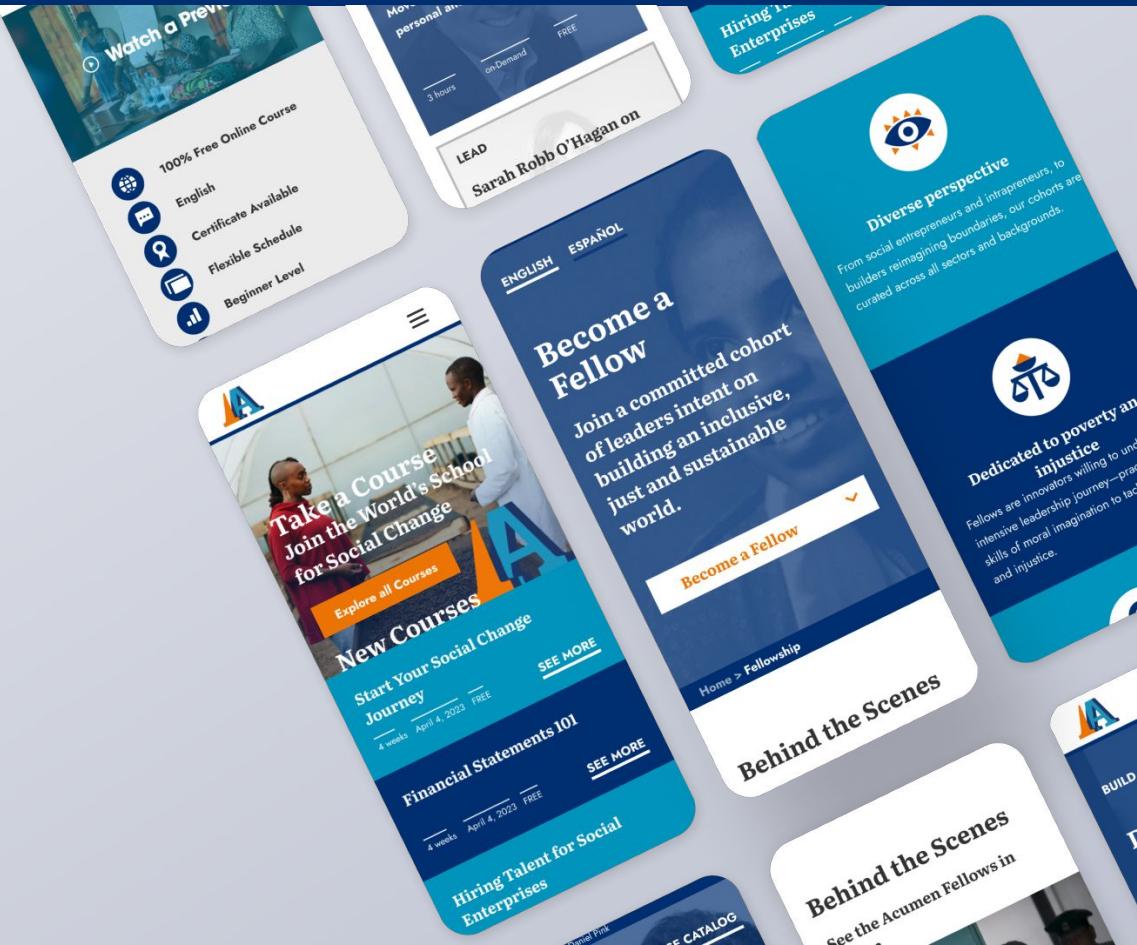
## NEW INTERFACE

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

**Courses** **Foundry** **Blog** **My Dashboard**

## 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 [Sign Me Up](#)

**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

**ACCION** **TEACHFORINDIA**

**500k** community members collaborating in 192 countries

**Become**

## NEW PROPOSAL

**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

[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** **ps 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  
1 Month | On Demand | FREE

**INNOVATE** Inclusive Business: Reimagine Key Operations  
1 Month | On Demand | FREE

**LEAD** Al Pittampalli on Embracing Persuasibility  
1 Month | On Demand | FREE

**BUILD** Debbie Millman on Branding for Social Change  
1 Month | On Demand | FREE

## 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

**From Our Blog**

**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](#)

**Acumen Academy**

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

**First Name** **Last Name** **Email** **Sign Up**

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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

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

New Courses

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

Financial Statements 101  
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Hiring Talent for Social Enterprises  
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[SEE MORE](#)

**How it Works**

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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  
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**

**Our achievements**

**15 years** of Acumen Fellows challenging the status quo

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**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)

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](#)

### From Our Blog



**FUND YOUR IDEA**  
The Ultimate Introductory Guide to Funding Your Social Enterprise  
[READ MORE](#)

**MASTER INNOVATION**  
Human-Centred 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](#)

[READ THE OTHER ARTICLES](#)



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Contact Us

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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.

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

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.

[LEARN MORE](#)

### From Our Blog



**FUND YOUR IDEA**  
The Ultimate Introductory Guide to Funding Your Social Enterprise  
[READ MORE](#)

**MASTER INNOVATION**  
Human-Centred 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](#)

[READ THE OTHER ARTICLES](#)



ACUMEN ACADEMY

Get Our Newsletter

## 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**  
1 hour On-Demand Free

**Financial Statements 101**  
2.5 hours On-Demand Free

**Build**  
Daniel Pink on the Art of Selling  
3 hours On-Demand Free

**Build**  
Social Entrepreneurship 101  
5 weeks Sep 26, 2022 Free

**Build**  
Debbie Millman on Branding for Social Change  
2 hours On-Demand \$199

**Lead**  
AI Pithampalli on Embracing Persuadability  
3 hours On-Demand Free

**Build**  
Business Models for Social Enterprise  
4 weeks Apr 4, 2023 Free

**Build**  
Hiring Talent for Social Enterprises  
4.4 hours On-Demand Free

**Innovate**  
Dan Ariely on Changing Customer Behavior  
10 hours On-Demand \$49

**Innovate**  
Introduction to Human-Centered Design  
7 weeks Sep 10, 2022 Free

**Lead**  
Jumpstart your creative journey with these everyday practices  
2 hours On-Demand Free

**Build**  
Prasad Setty of Google on People Analytics  
3 hours On-Demand Free

**Lead**  
Sarah Robb O'Hagan on Competitive Advantage  
2 hours On-Demand Free

**Innovate**  
Inclusive Business: Redefine Success  
3.8 hours On-Demand Free

**Innovate**  
Human-Centered Design 201: Prototyping  
4 weeks May 10, 2023 Free

**Lead**  
Krista Tippett on the Art of Conversation  
3 hours On-Demand Free

**Build**  
Financial Statements 101  
1.5 hours On-Demand Free

**Help**

## 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**  
4 weeks April 4, 2023 FREE

**Financial Statements 101**  
4 weeks April 4, 2023 FREE

**Hiring Talent for Social Enterprises**  
4 weeks April 4, 2023 FREE

**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

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

**INNOVATE**  
Designing for Environmental Sustainability and Social Impact  
5 weeks Apr 10, 2023 FREE

**BUILD**  
Lean Data Approaches to Measure Social Impact  
4 weeks April 4, 2023 FREE

**LEAD**  
Chris Anderson on Public Speaking  
2 hours On-Demand FREE

**BUILD**  
Prasad Setty of Google on People Analytics  
4 weeks Oct 10, 2022 FREE

**INNOVATE**  
Inclusive Business: Reimagine Key Operations  
3 weeks Oct 10, 2022 FREE

**LEAD**  
Sarah Robb O'Hagan on Competitive Advantage  
2 weeks Oct 10, 2022 FREE

**BUILD**  
Storytelling for Change  
5 weeks Oct 10, 2022 FREE

**LEAD**  
Debbie Millman on Branding for Social Change  
3 weeks Oct 10, 2022 FREE

**BUILD**  
Nonprofit Fundraising Essential  
4 weeks Oct 10, 2022 FREE

**INNOVATE**  
Human-Centered Design 201: Prototyping  
3 weeks May 10, 2023 FREE

**INNOVATE**  
Systems Practice  
3 weeks Oct 10, 2022 FREE

## 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 a course landing page for 'Daniel Pink on the Art of Selling'. At the top, there's a navigation bar with links for Courses, Foundry, Blog, and My Dashboard. Below the header is a large image of Daniel Pink smiling. The title 'Daniel Pink on the Art of Selling' is prominently displayed, followed by the tagline 'Move people to take action in a personal and purposeful way'. A green 'Enroll Now' button is visible. Below the main image, there's a section titled 'Learn How To' with a bulleted list of skills and a video thumbnail labeled 'Watch a Preview'. Further down, there's a 'Course Syllabus' section with four main points: 'INTRODUCTION TO THE COURSE', 'THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY', 'THE ART OF PITCHING', and 'MAKE IT PERSONAL. MAKE IT PURPOSEFUL'. At the bottom, there are three call-to-action cards: 'Leverage Real-World Expertise', 'Adopt Best Practices', and 'Enjoy Lifetime Access'. A testimonial from Anna is displayed at the very bottom.

## NEW PROPOSAL

The screenshot shows the proposed course page for 'Daniel Pink on the Art of Selling'. The layout is similar to the current page but includes several new features. On the right side, there's a sidebar with course details: '100% Free Online Course', 'English', 'Certificate Available', 'Flexible Schedule', 'Beginner Level', '3 hours Worth of Material', and '6 Assignments'. Below this, there's a testimonial from Anna with a photo of her smiling. At the bottom, there's a 'Learn How To' section with a bulleted list of skills, identical to the one in the current prototype.

**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.

**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: How to Think About Information Asymmetry
- Quiz: Is This Information Asymmetry or Information Parity?
- 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;

**Watch a Preview**

100% Free Online Course  
English  
Certificate Available  
Flexible Schedule  
Beginner Level  
3 hours Worth of Material  
6 Assignments  
21 Videos

Syllabus with drop-down cards

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

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

Anna

Learn How To

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

Course description.

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**

100% Free Online Course  
English  
Certificate Available  
Flexible Schedule  
Beginner Level  
3 hours Worth of Material  
6 Assignments  
21 Videos

Video preview of the course, with information below.

Sticky element that appears at the bottom with scroll

**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?
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**Daniel Pink on the Art of Selling**

3 hours on-Demand FREE

**ENROLL NOW**

Section discussing the course instructor.

- ✓ 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.

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

### Related Courses

**Ariely on Changing Customer Behavior**

INNOVATE

8 weeks | Sat, Oct 22, 2022 | FREE

**Debbie Millman on Branding for Social Change**

BUILD

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."

Anna

• • •

## 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.

Learn How To section

## About the Instructor



**Daniel Pink**

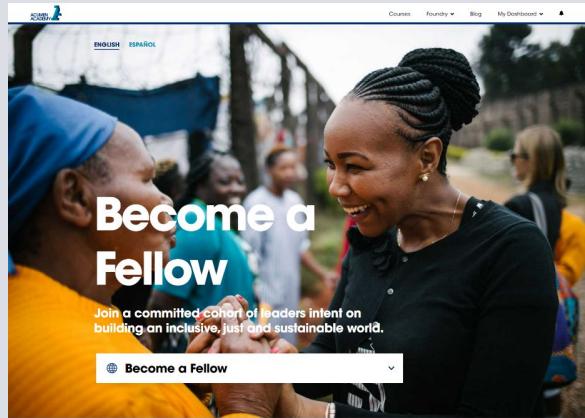
NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

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

### Year One

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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.



# 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.



**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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Radha Karnad



EAST AFRICA

Sarah Matindi



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Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

MEET THE FELLOWS

Fellows as Influencers

# Fellows as Influencers



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## Fellows as Influencers



Acumen Fellow Ms Manjushree Patil (17) calls out redefining inclusion.



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



Acumen Fellow Teresa Njoroge calls for justice after she was falsely imprisoned and her journey to redemption.



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## FELLOWSHIP PAGE NEW PROPOSAL

## FELLOSHIP 1/4

Hero consistent with the Homepage.



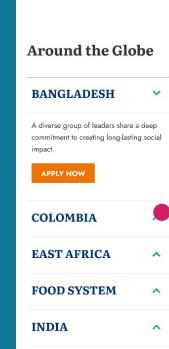
Menu with active and non-active fellowships.



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.

**The Fellowship Experience**

### Year One

Continue your commitment to social change. Our intensive year-long program furthers your journey toward mastering the skills, attributes, and values 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.
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## What Makes a Fellow

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**The Fellowship Experience**

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Feedback from Fellows.

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Diverse perspective

From social entrepreneurs and entrepreneurs, to builders reimaging boundaries, our cohorts are curated across all sectors and backgrounds.



Dedicated to poverty and injustice

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



Locally rooted

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

### Featured Fellows

**Gayatri Jolly**



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.

Featured Fellows section unchanged, the hover shows the projects carried out by the fellows.

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

**Courses** **Accelerators** **Fellowship** **Blog** **Log In** **Create Account**

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

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

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

## NEW PROPOSAL

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

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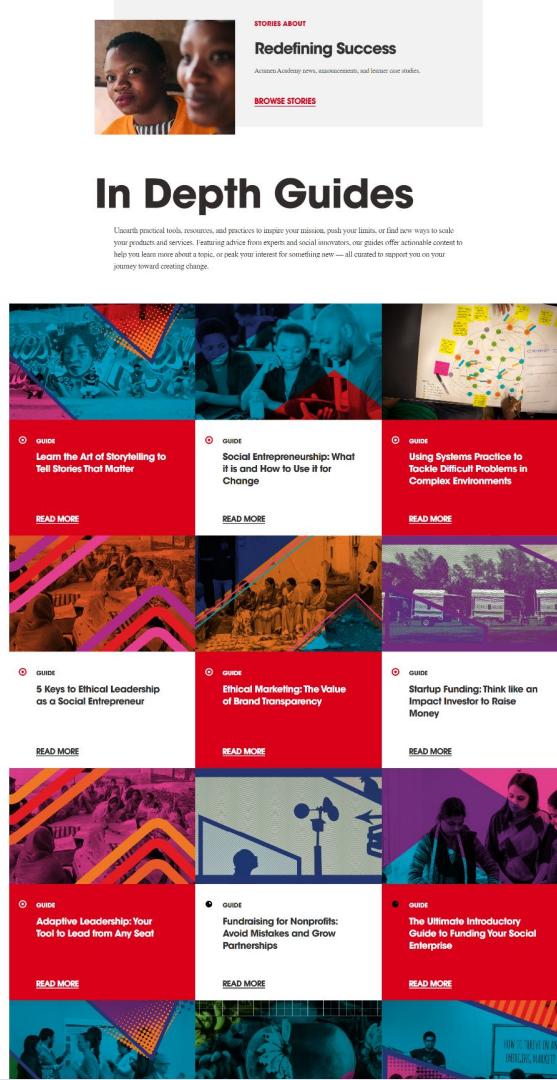
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Market and build your business and team. Plant the seeds of change and watch them take root and grow.  
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**STORIES ABOUT**  
**Redefining Success**  
Market and build your business and team. Plant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



**STORIES ABOUT**

## Redefining Success

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

**BROWSE STORIES**

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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

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**GUIDE**  
Adaptive Leadership: Your Tool to Lead from Any Seat

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**GUIDE**  
Fundraising for Nonprofits: Avoid Mistakes and Grow Partnerships

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**GUIDE**  
The Ultimate Introductory Guide to Funding Your Social Enterprise

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**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.

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**GUIDE**  
Using Systems Practice to Tackle Difficult Problems in Complex Environments

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

[READ MORE](#)

**GUIDE**  
Brand Storytelling for Social Enterprise

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**GUIDE**  
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[READ MORE](#)

**GUIDE**  
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# 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

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## 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

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[BROWSE BUSINESS STRATEGY](#)

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

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Home > Blog

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**In Depth Guides**

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**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.



Carousel of posts In Depth Guides.

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

Keep Learning

INNOVATE  
Dan Ariely on Changing Customer Behavior  
8 weeks Sep 20, 2022 FREE

BUILD  
Debbie Millman on Branding for Social Change  
3 hours On Demand 125\$

SEE ALL THE COURSES

Keep Learning

INNOVATE  
Dan Ariely on Changing Customer Behavior  
8 weeks Sep 20, 2022 FREE

SEE ALL THE COURSES

## CURRENT THANK YOU PAGE

The page displays a "Congratulations!" message and a course enrollment summary. It includes a "Go to Dashboard" button and a large "Help" section with links to FAQs and Contact Us. A sidebar features the Acumen Academy logo and newsletter sign-up fields.

## NEW PROPOSAL

The proposal features a "Congratulations!" message and course details. It includes a "SEE THE DASHBOARD" button and a "Related Courses" section with cards for Dan Ariely and Debbie Millman. The footer is identical to the current interface, featuring the Acumen Academy logo and newsletter sign-up fields.

## 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  
4 weeks | Sep 30, 2022 | 7683
- BUILD**  
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# 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!



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