

UI DESIGN PROJECT

Valentina Fiscarelli

ACUMEN ACADEMY

THE WORLD'S SCHOOL OF SOCIAL CHANGE



UI DESIGN PROJECT

Valentina Ficarelli

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UI DESIGN PROJECT

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GRAPHIC

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GRAPHIC

LOGO CREATION

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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.

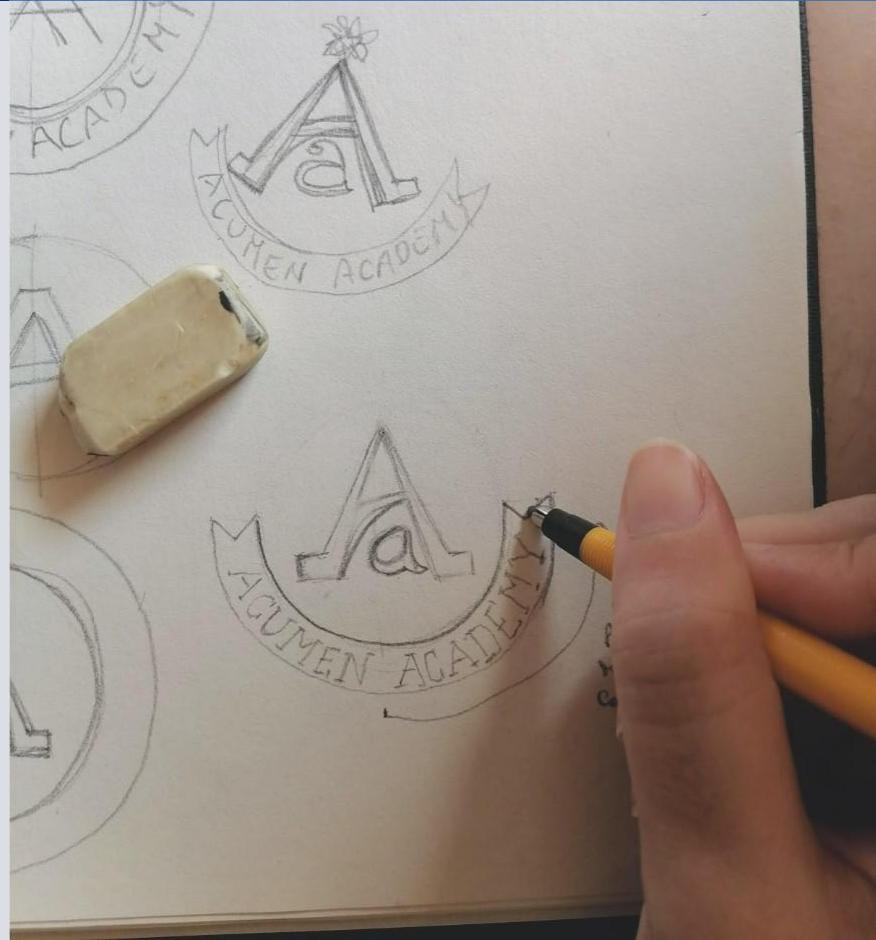
acume

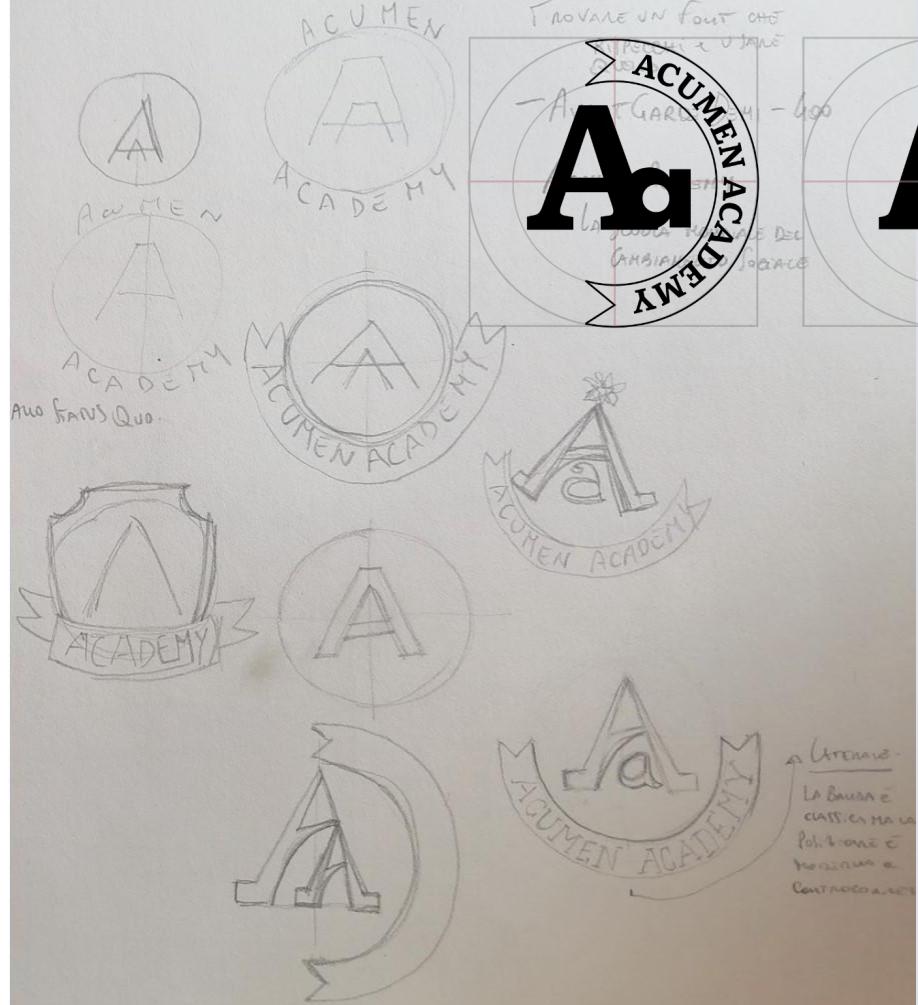
s. m. [dal lat. *acumen -minis*, der. di *acuēre* «aguzzare»]. – Acutezza, intensità: *l'a. della vista; un disio Mai non sentito di cotanto a.* (Dante). In senso intellettuale, perspicacia, acutezza di mente: *uomo di molto a.; a. interpretativo; a. d'un ragionamento.*

<https://www.treccani.it/vocabolario/acume/>

I decided to play with the A, as in the old logo, modifying it and drawing a new meaning.

Thus, the idea of a 'perspective', of a 'seeing beyond', first becomes a 'bridge' and then turns into 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.

OLD LOGO



Desaturated logo.

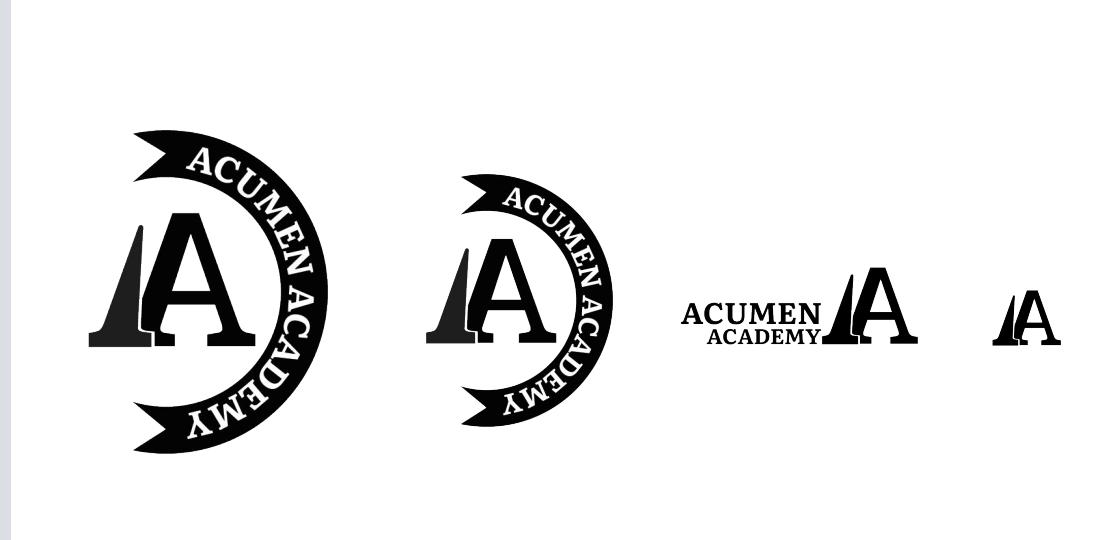
NEW LOGO



Desaturated logo.

NEGATIVE AND SIZE

Here the logo is shown in negative, on black and white and in its various sizes.



COLOR PALETTE

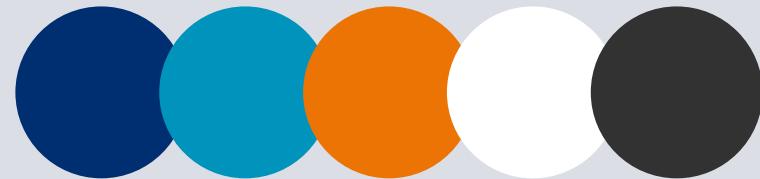
COLOR PALETTE

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

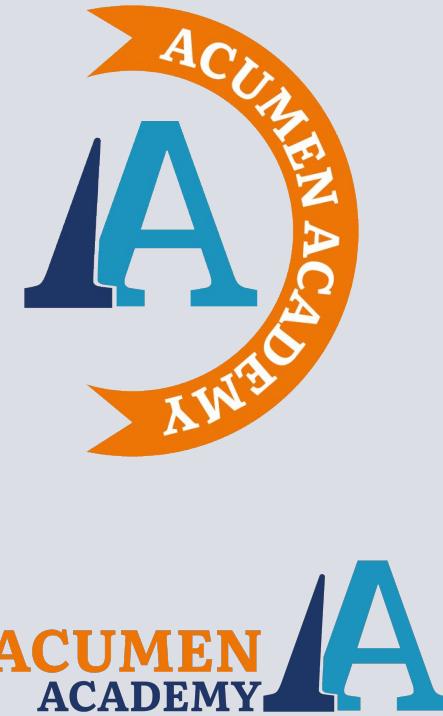
#FFFFFF

#323232

CURRENT LOGO



NEW LOGO



GRAPHIC

MOCKUPS



MOCKUPS

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: **Literata** and **Jost**.

I chose **Literata** 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.

Literata 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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PROTOTYPE

UI KIT

NEW INTERFACE

PROTOTYPE

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UI KIT

TYPOGRAPHY

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

Literata 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
----	----	----

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

P Testo

C Caption

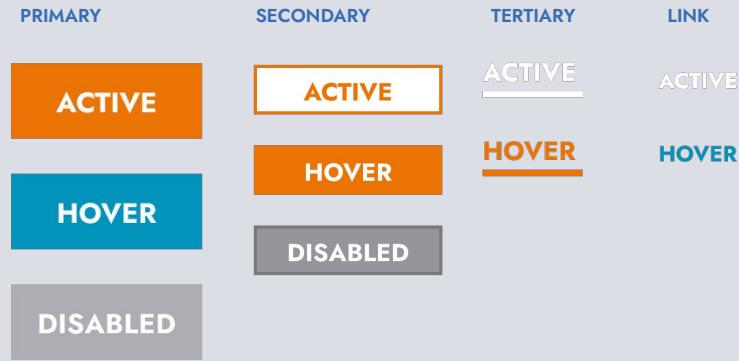
BUTTONS

The **primary button** is the one with the brightest contrast, which is orange; this is the largest button of all and has the hover in blue.

The **secondary button** is somewhat smaller in size and has an orange outline with a white background; the hover is orange.

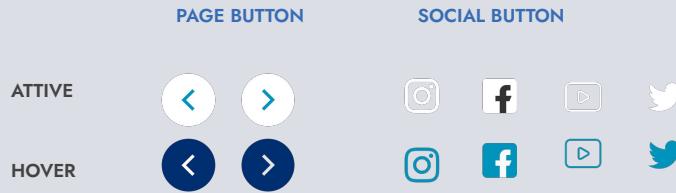
The **tertiary button** has underlined text and orange hover.

The **links** will change colour to light blue with the hover.



OTHER BUTTONS

With the hover, **page buttons** and **social icons** also change colour.
With clicks, the **checkbox** will turn blue.



CHECKBOX



COMPONENTS

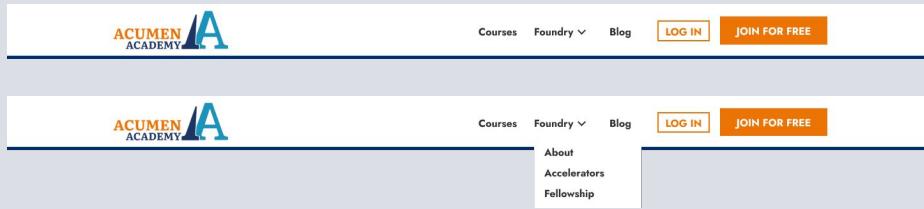
NAVBAR DESKTOP

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.

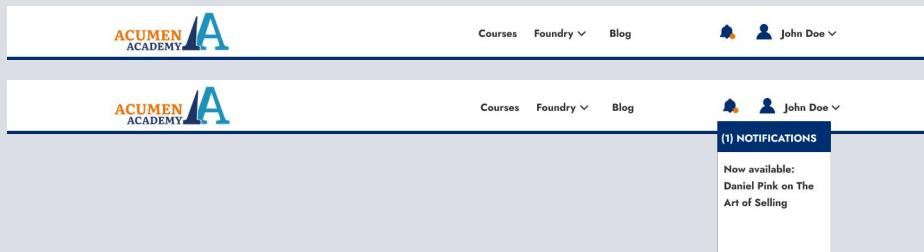
NAVBAR SENZA ACCESSO



NAVBAR DOPO L'ACCESSO



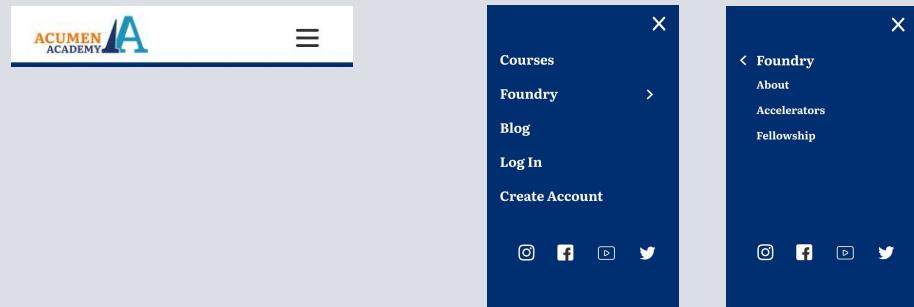
NAVBAR CON AVVISO



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 SENZA ACCESSO



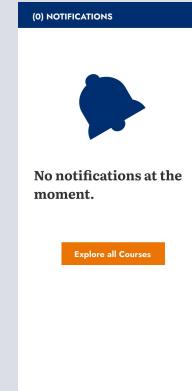
NAVBAR DOPO L'ACCESSO



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

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

NAVBAR CON AVVISO

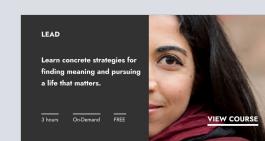
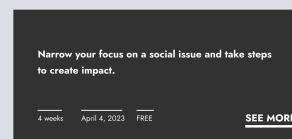


COURSES COMPONENT

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**



DESKTOP AND MOBILE GRID

DESKTOP:

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

MOBILE:

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

NEW INTERFACE

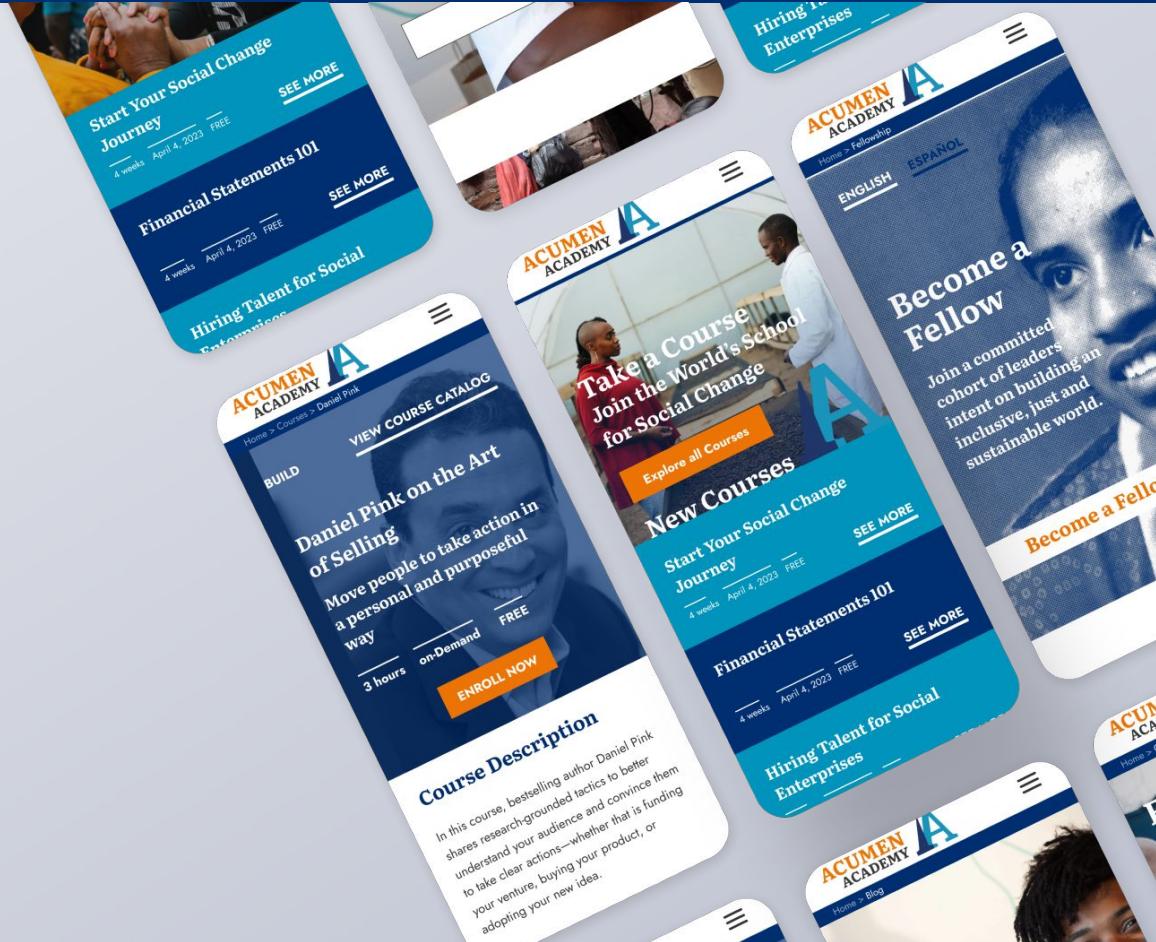
NEW INTERFACE

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 [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

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
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

ACCIÓN **ps news** **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 Inclusive Business: Reimagine Key Operations
LEAD Al Pitampalli on Embracing Persuadability
BUILD Debbie Millman on Branding for Social Change

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](#)



Design 101: Prototyping
Business Model Canvas Change Journey
Demystifying Finance

5 weeks | May 16, 2023 | FREE

3 hours | On-Demand | FREE

3 hours | On-Demand | FREE

[SEE ALL THE COURSES](#)

Our achievements

15 years of Acumen Fellows challenging the status quo



Become a Fellow

Meet our fellows



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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

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IMAGINE AND DEVELOP YOUR IDEA

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

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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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New Navbar with logo and CTAs more visible.

Homepage New Proposal

The screenshot shows the homepage with a new navigation bar at the top. The bar includes the Acumen Academy logo, a search icon, and links for 'Courses', 'Foundry', 'Blog', 'LOG IN', and 'JOIN FOR FREE'. Below the bar is a large hero section with the heading 'Take a Course' and the subtext 'Join the World's School for Social Change'. A button labeled 'Explore all Courses' is present. The main content area features a section titled 'New Courses' with three course cards: 'Start Your Social Change Journey', 'Financial Statements 101', and 'Hiring Talent for Social Enterprises'. Below this is a 'How it Works' section with three cards: 'Create an account', 'Enroll a course for free', and 'Change the World'. At the bottom, there's a 'Be The Change!' section with four course cards: 'BUILD Daniel Pink on the Art of Selling', 'INNOVATE Inclusive Business: Reimagine Key Operations', 'LEAD Al Pittampalli on Embracing Persuadability', and 'BUILD Debbie Millman on Branding for Social Change'. Logos for ACCION, PS News, United Way, HEIFER, and TEACHFORINDIA are at the very bottom.

Animated Hero with CTA

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

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

The screenshot shows the homepage with a new navigation menu on the right side. The menu includes 'Courses', 'Foundry', 'Blog', 'Log In', 'Create Account', and social media links for Instagram, Facebook, LinkedIn, and Twitter. Below the menu is a 'New menu, with social icons.' section. The main content area includes a 'How it Works' section with three cards: 'Create an account', 'Enroll a course for free', and 'Change the World'. A red arrow points from the text 'Section added: How it works' to the 'Create an account' card. At the bottom, there's an 'Affiliate carousel' section featuring logos for ACCION, PS News, United Way, HEIFER, and TEACHFORINDIA.

Homepage 1/3

Achievements: the section maintained its animation.

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

Design 201: Prototyping
4 weeks | May 16, 2023 | FREE

Change Journey
1 hour | On-Demand | FREE

Demystifying Finance
3 hours | On-Demand | FREE

SEE ALL THE COURSES

Our achievements

15 years of Acumen Fellows challenging the status quo

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

Meet our fellows

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

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

Be The Change!

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



Carousel courses.

Our achievements

15 years of Acumen Fellows challenging the status quo

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](#)

ACUMEN ACADEMY

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

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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.

[Sign Up](#)

[Sign Up](#)

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

CURRENT COURSES PAGE

The page features a large banner with the text "Explore Our Courses" and a subtext "Learn to lead, build, and innovate to tackle the world's biggest problems." Below the banner are three main sections: "New Courses", "Start Your Social Change Journey", and "Financial Statements 101". A sidebar on the left contains filters for "Search", "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), and "Level" (Beginner, Intermediate, Advanced). The main content area displays a grid of course cards, each with a thumbnail, title, description, duration, format, and price.

Help

NEW PROPOSAL

The page has a similar layout to the current Courses Page, featuring a banner with "Explore Our Courses" and the same subtext. It includes sections for "New Courses", "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises". A sidebar on the left provides filtering options for "Find your course..." and various categories. The main content area shows a grid of course cards, with some cards appearing larger than others, suggesting a featured or recommended status.

COURSES PAGE

COURSES PAGE NEW PROPOSAL

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

Course search bar

Sidebar with filters: checkboxes are used as a filtering system.

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

Hovering brings up a small description of the course.

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

Filter button.

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

COURSES PAGE

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 'Courses', 'Foundry', 'Blog', and 'My Dashboard'. Below the header is a large image of Daniel Pink. The main title is 'Daniel Pink on the Art of Selling' with the subtitle 'Move people to take action in a personal and purposeful way'. A green 'Enroll Now' button is visible. Below the title, it says '3 Hours on-Demand Free'. Underneath, there's a section titled 'Learn How To' with a bulleted list of learning objectives. To the right is a video thumbnail with the text 'Watch a Preview'. Below this is a section titled 'Course Syllabus' with four main modules: 'INTRODUCTION TO THE COURSE', 'THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY', 'THE ART OF PITCHING', and 'MAKE IT PERSONAL. MAKE IT PURPOSEFUL'. Each module has a brief description and a small video thumbnail. At the bottom, there's a testimonial from 'Anna' and three circular icons.

NEW PROPOSAL

The screenshot shows a proposed course page for the same course. The layout is similar but includes several changes. The 'Courses' and 'Foundry' buttons are now part of a dropdown menu. The 'Enroll Now' button is orange. The course description is more detailed, mentioning research-grounded tactics and how it will change the user's interactions with others. The course syllabus is presented in a more structured, collapsible list. On the right side, there's a sidebar with course details like '100% Free Online Course', 'English', 'Flexible Schedule', 'Beginner Level', '3 hours Worth of Material', '6 Assignments', and '21 Videos'. A testimonial from 'Anna' is displayed at the bottom.

Learn How To

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

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
- On-Demand Debbie Millman on Branding for Social Change

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Acumen Academy

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

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- ✓ 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

4 weeks · Sat 25, 2022 · FREE!

BUILD

Debbie Millman on Branding for Social Change

2 hours · On-Demand · \$25

[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

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 convinces 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: The Shift Away from Information Asymmetry
- Quiz: Is This Information Asymmetry? Part 1
- Video: 2 Ways to Think About Moving Offers
- Assignment: Apply Intrinsic or Extrinsic

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

03 THE ART OF PITCHING

04 MAKE IT PERSONAL, MAKE IT PURPOSEFUL

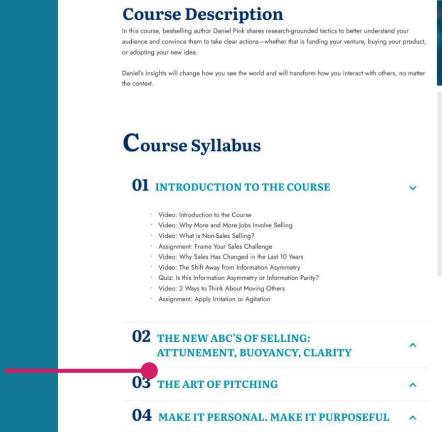
"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

Anne

Learn How To

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

Syllabus with drop-down cards



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



Course description



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 convinces 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? Part 1
- Video: 2 Ways to Think About Moving Offers
- Assignment: Apply Intrinsic or Extrinsic

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

03 THE ART OF PITCHING

04 MAKE IT PERSONAL, MAKE IT PURPOSEFUL

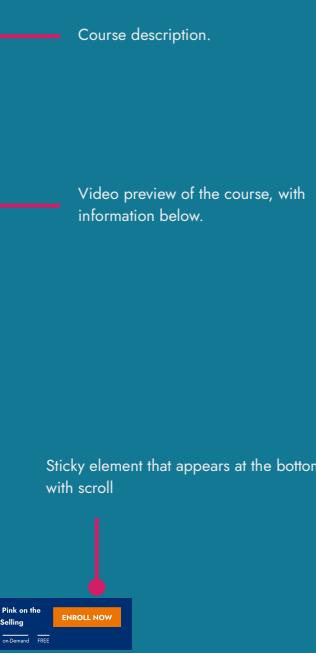
"Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher."

Anne

Learn How To

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

Sticky element that appears at the bottom with scroll



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.

Related Courses



[VIEW COURSE CATALOG](#)

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



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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



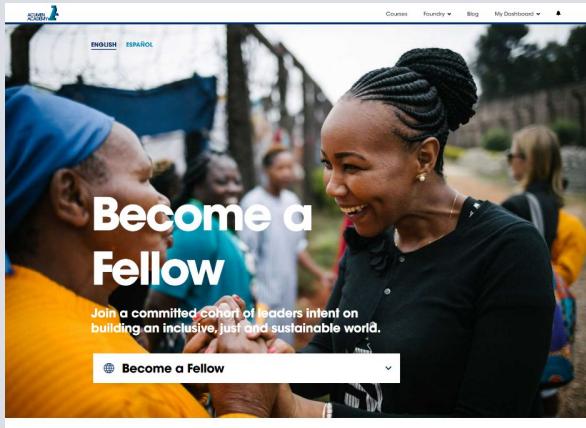
Daniel Pink

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Related Courses

CURRENT FELLOWSHIP PAGE



Behind the Scenes



Around the Globe



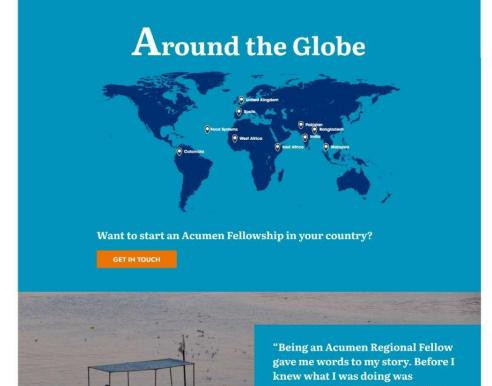
NEW PROPOSAL



Behind the Scenes



Around the Globe



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 through a combination 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—our pledge to incorporate, 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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Our fellows are extraordinary leaders who dare to embrace the difficult journeys of social change. Here's what we want from you—and what you can expect from your cohort.

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Diverse perspective

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

Dedicated to poverty and justice

Fellows are incredible willing to undergo an intense 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

[Meet the Fellows →](#)

Gayatri Jolly



India

Radha Karnad



East Africa

Sarah Matindi



East Africa

Haroon Yasin



Pakistan

Kibret Tuffa



East Africa

Julian Facundo Rinaudo



Colombia

Fellows as

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Featured Fellows**Gayatri Jolly**

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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

Fellows as InfluencersFellow Ms Manjushree Patil
about redefining inclusion.Acumen Fellow Shad Begum (17") calls
for women around the world to find their
political voice.Acumen Fellow Teresa Njoroge
on her journey to freedom after being
falsely imprisoned and her journey to
redemption.

Fellows as Influencers

Help

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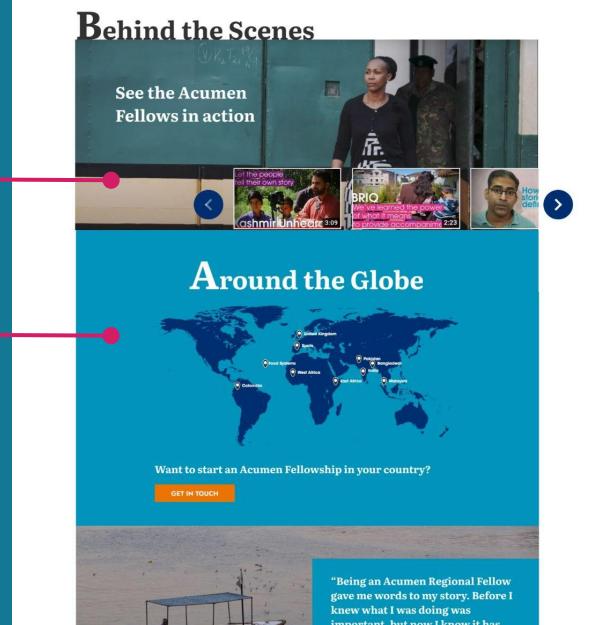
FELLOWSHIP 4/4

FELLOWSHIP PAGE NEW PROPOSAL

FELLOWSHIP 1/4



Hero consistent with the Homepage.



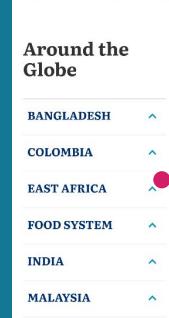
Videos describing the work of the Fellows.



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

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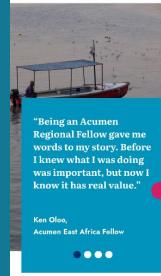
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"Being an Acumen Regional Fellow gave me words to my story. Before I knew what I was doing was important, but now I know it has real value."

Ken Oloo
Acumen East Africa Fellow

Feedback from Fellows.

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COLOMBIA



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Must have in order to become a fellow.

Featured Fellows

Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

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

Fellows as Influencers

Fellow Ms Manjushree Patil
out redefining inclusion.

Acumen Fellow Shad Begum (17*) calls
for women around the world to find their
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Fellows as Influencers



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

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CURRENT BLOG PAGE

The current blog page features a top navigation bar with links to Courses, Accelerators, Fellowship, Blog, Log In, and Create Account. Below this is a large hero image of a smiling man in a chef's uniform. The main title "Explore Our Blogs" is displayed prominently. A sub-headline "Let our stories inspire you!" is present. Below the title are five green buttons labeled Leadership, Innovation, Fundraising, Business Strategy, and Stories. Each button has a corresponding image and a section describing the blog category. For example, the Leadership category includes a photo of people in red scarves, a description about building moral leadership, and a "BROWSE LEADERSHIP" button.

NEW PROPOSAL

The new proposal interface features a top navigation bar with links to Courses, Foundry, Blog, Log In, and Join for Free. Below this is a large hero image of the same smiling man in a chef's uniform. The main title "Explore Our Blogs" is displayed prominently, followed by the subtitle "Let our stories inspire you!". A "READ NOW" button is visible. The page is organized into four main sections, each with a photo, a title, a brief description, and a "BROWSE" button. The sections are: Leadership (with a photo of people in red scarves), Innovation (with a photo of two men outdoors), Fundraising (with a photo of people in school uniforms), and Business Strategy (with a photo of a person working in a garden). At the bottom right, there is a "STORIES ABOUT" section titled "Redefining Success" with a photo of two women.



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](#)

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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



DAN ARIELY
INNOVATE

Dan Ariely on Changing Customer Behavior

4 weeks | 7hr 20m | 1050



DEBBIE MILLMAN
BUILD

Debbie Millman on Branding for Social Change

3 weeks | 10hr | 1250

[SEE ALL THE COURSES](#)

Keep Learning

TEAM COURSE
Adaptive Leadership

Free · On Demand · 4 weeks

TEAM COURSE
The Path of Moral Leadership

Free · On Demand · 7 weeks

TEAM COURSE
Nonprofit Fundraising Essentials

Free · On Demand · 6 weeks

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BLOG PAGE NEW PROPOSAL

BLOG 1/3



The CTA leads to the last blog post.



Different sections of the blog.



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 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.

[SEE ALL THE GUIDES](#)

Keep Learning

INNOVATE
Dan Ariely on Changing Customer Behavior
4 weeks | 180-200 hours | FREE

BUILD
Debbie Millman on Branding for Social Change
3 hours | On Demand | \$95

[SEE ALL THE COURSES](#)

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[BROWSE STORIES](#)

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

[GUIDE](#)
Social Entreprene
What I Use It
[READ MORE](#)

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

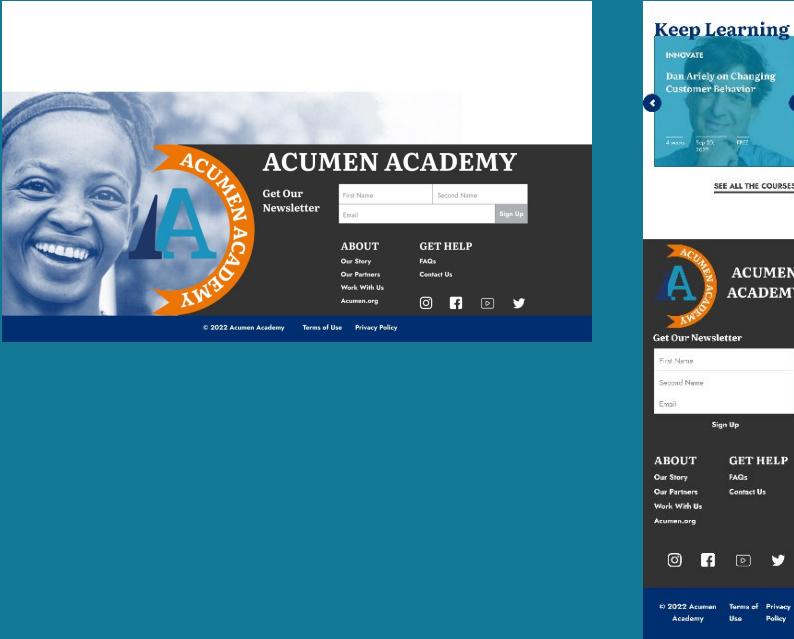
[GUIDE](#)
Brand S for Soc
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[GUIDE](#)
Overcome the Fear of Public Speaking with TED's Chris Anderson
[READ MORE](#)

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

[SEE ALL THE GUIDES](#)

Carousel of posts In Depth Guides.



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 image of a smiling person. A sidebar on the left provides links to 'Help', 'FAQs', and 'Contact Us'. The footer contains the Acumen Academy logo, newsletter sign-up fields, and social media links.

NEW PROPOSAL

The page features a 'Congratulations!' message and a course enrollment summary. It includes a 'SEE THE DASHBOARD' button and a large image of a smiling person. Below this, there are sections for 'Related Courses' featuring 'Dan Ariely on Changing Customer Behavior' and 'Debbie Millman on Branding for Social Change'. The footer contains the Acumen Academy logo, newsletter sign-up fields, and social media links.

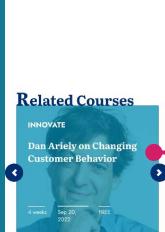
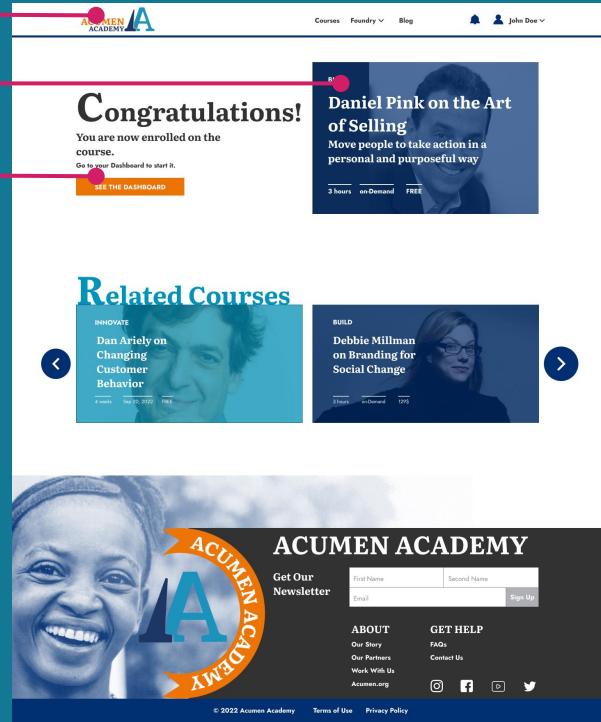
THANK YOU PAGE

THANK YOU PAGE NEW PROPOSAL

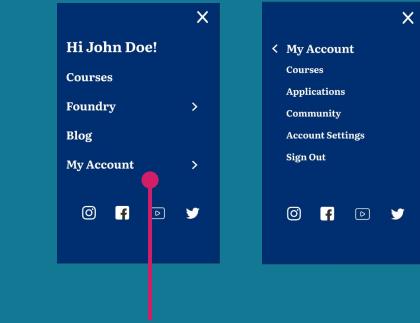
After logging in, the navbar has 2 icons: the one concerning the user, with its menu, is new.

Image of the course you have enrolled in.

CTA linking to the profile dashboard.



THANK YOU PAGE



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.

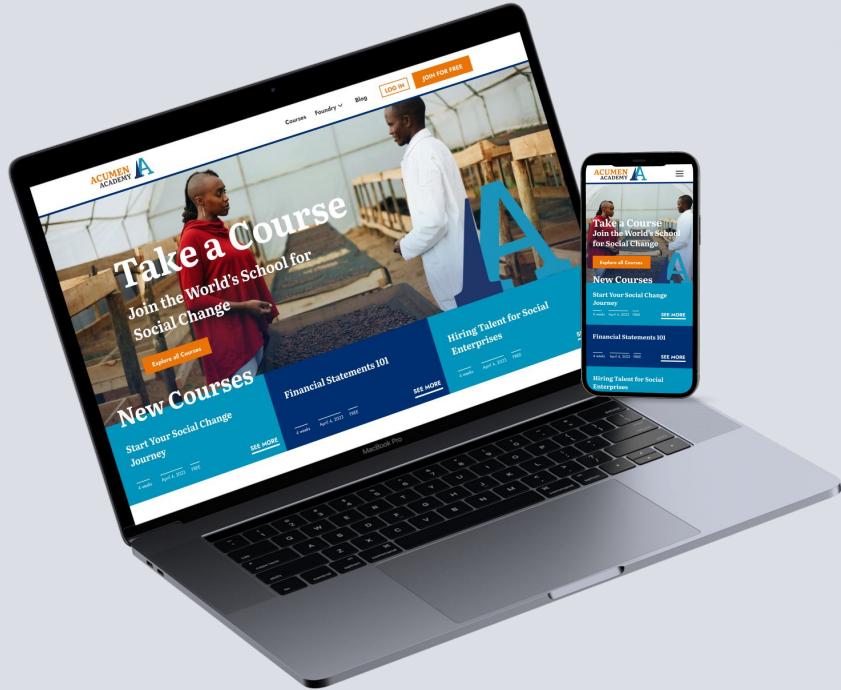
DESKTOP



MOBILE (for laptop)



MOBILE (for mobile)



THANK YOU FOR THE ATTENTION!



[Valentina Fiscarelli | LinkedIn](#)



[Valentina Fiscarelli | Instagram](#)

fiscarelli5@gmail.com