

PROGETTO STUDIO UI DESIGN

Valentina Fiscarelli

ACUMEN ACADEMY

LA SCUOLA MONDIALE DEL CAMBIAMENTO SOCIALE



PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

INDICE

1

GRAFICA

CREAZIONE LOGO

3

COLOR PALETTE

FONT

ICONE

2

PROTOTIPO

UI KIT

15

NUOVA INTERFACCIA

PROTOTIPO

PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

LOGO

1

GRAFICA

CREAZIONE LOGO

4

COLOR PALETTE

9

FONT

12

ICONE

13

CREAZIONE LOGO

IL POTERE DI UN CHIODO

La creazione di un logo che rappresentasse l'Acumen Academy non è stata cosa semplice.

L'acume non è cosa che si può rappresentare facilmente, in quanto concetto astratto.

Acume

— Parole d'autore

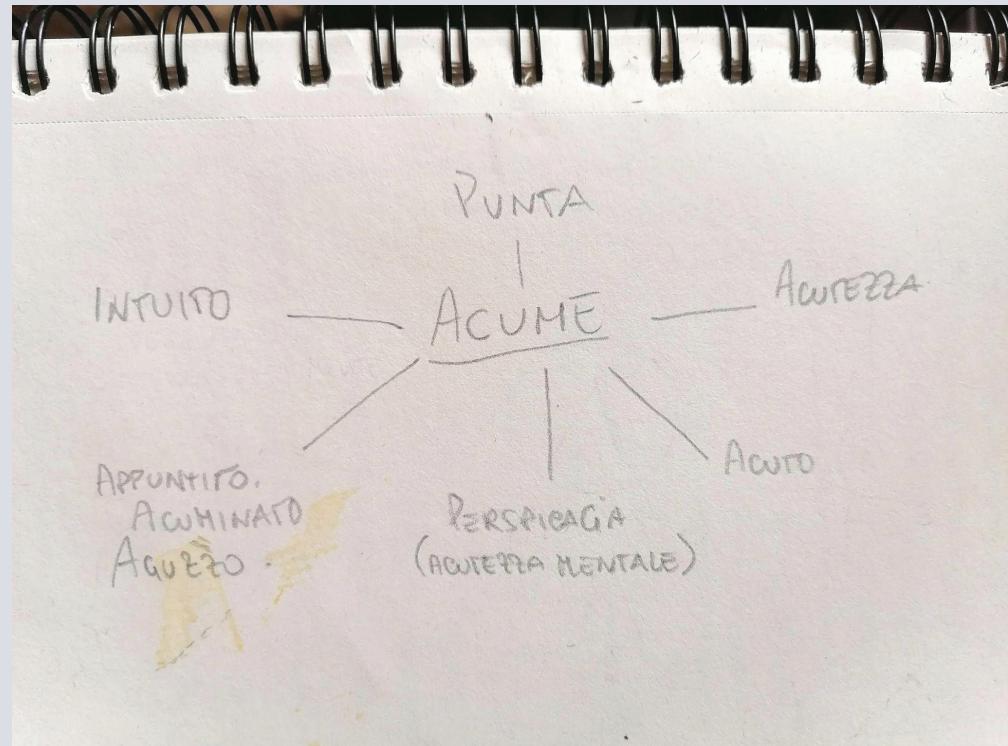
a-cù-me

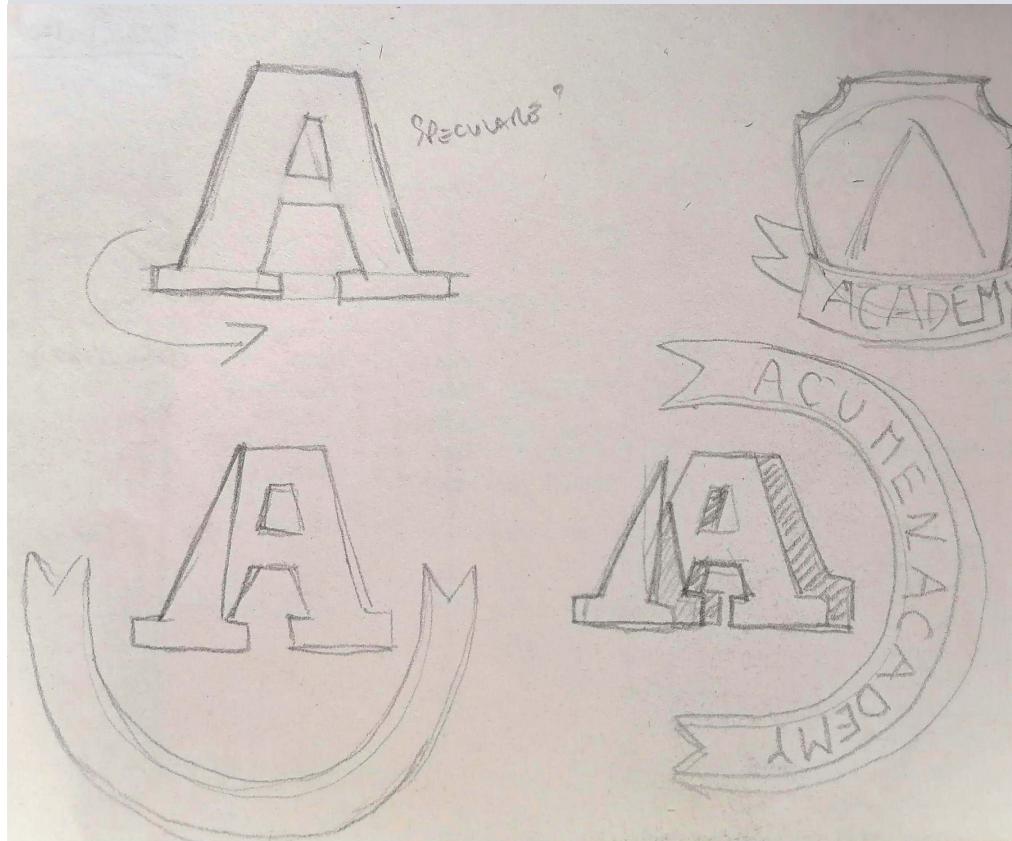
SIGNIFICATO Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

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

Ho deciso di giocare con la A, come nel vecchio logo, modificandola e sviluppando il suo significato.

È così che, l'idea di una punta, si trasforma in un "chiodo".

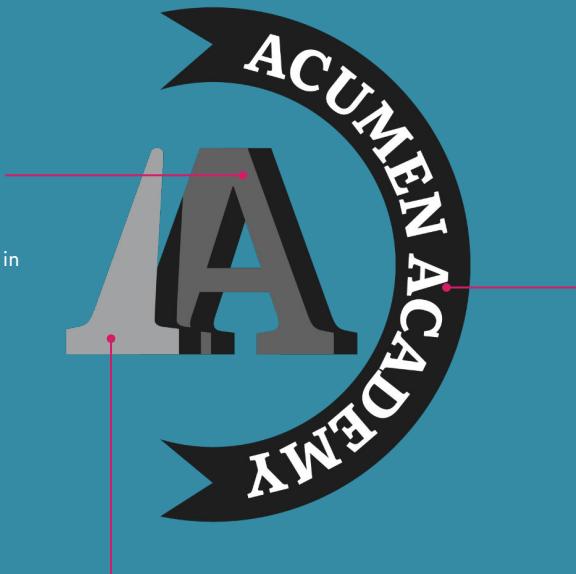




A COME ACADEMY

Ho voluto la A del logo in un font che rispecchiasse la solennità accademica... con una piccola peculiarità: la A in questione è speculare al verso canonico di scrittura.

In questa accademia non si percorre la stessa vecchia strada, ma nuovi e rivoluzionari tracciati.



UN CHIODO PER COSTRUIRE

Il chiodo è l'essenza dell'Acumen Academy: non a caso con i chiodi, oggetti acuminati, si costruiscono gli edifici.

Ogni studente è un chiodo, un pezzo essenziale, di connessione, per costruire un nuovo futuro.

BANNER NON CONVENZIONALE

È un richiamo alle antiche accademie ma, in questo caso, ho voluto sconvolgere la posizione del banner.

Mettendolo di lato, voglio dare l'idea che sia una accademia diversa dalle solite, rivoluzionaria per il modo che ha di concepirsi.

Un'accademia del cambiamento.

VECCHIO LOGO



Logo desaturato.

NUOVO LOGO



Logo desaturato.

VARIANTI

Sono state studiate anche delle varianti del logo.





COLOR PALETTE

COLOR PALETTE

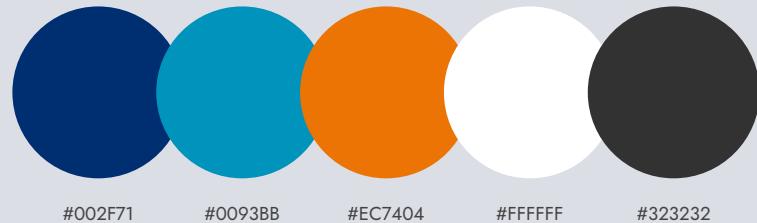
Ho confermato in parte la **paletta colori originaria**, molto nutrita ma che non forniva una identità univoca al sito e al brand.

Ho così scelto la nuova palette, tra i colori già esistenti e sperimentati.

Il **Blu** è il colore principale, alternato con **l'azzurro**: il blu fornisce serietà e un certo tono accademico; l'azzurro smorza l'eccessiva serietà del blu e lo modernizza.

L'arancione è il colore di contrasto e dell'azione: verrà utilizzato come tocco di colore nelle icone e per le CTA.

Il nero e bianco sono utilizzati per smorzare i contrasti, mediare tra tutti i colori e fornire una gerarchia: vengono utilizzati nel footer, nei titoli e nei testi.



LOGO ORIGINARIO



NUOVO LOGO



CREAZIONE LOGO

MOCKUP



MOCKUP

Il logo si può adattare a qualsiasi gadget che la Acumen Academy può fornire ai suoi alunni nelle classi dal vivo.

FONT

FONT

I font scelti sono 2: **Literata** e **Jost**.

Ho scelto **Literata** per dare un tono più classico e serio: oltre ad essere usata nel logotipo viene utilizzata anche nei titoli, da H1 a H4, nel peso Bold.

Ho scelto il font **Jost**, per dare un tocco più moderno, anticonvenzionale e leggero: viene utilizzato nel corpo testo e 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

ICONE

ICONE

L'attuale sito di Acumen Academy ha poche icone a sua disposizione: le uniche presenti sono quelle nella pagina del corso e quella a forma di campanella nella sezione utente.

Qui di fianco, sono presentate le icone pensate coerentemente con il logo: sono flat, minimali e nel colore primario blu, alcune hanno piccoli punti di colore arancione a sottolineare l'azione.

ICONE NAVBAR



ICONE SOCIAL



ICONE PAGINA CORSO



ICONE HOME PAGE E FELLOWSHIP



PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

PROTOTIPO

2

PROTOTIPO

UI KIT

NUOVA INTERFACCIA

PROTOTIPO

16

25

54

UI KIT

TIPOGRAFIA

Come detto, ho deciso di utilizzare 2 nuovi font: il Literata24 e lo Jost.

Literata viene utilizzato nei titoli, con gerarchia da H1 fino a H4, nel peso di Bold e in diverse misure (desktop e mobile).

Jost viene utilizzato per il corpo testo (P) e per la caption (C) con pesi bold e regular.

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

BUTTONI

Il **bottone primario** è quello con il contrasto più acceso, ossia l'arancione; questo è il bottone più grande di tutti e ha l'hover in azzurro.

Il **bottone secondario** ha un outline arancione con sfondo bianco; l'hover è azzurro.

Il **bottone terziario** ha il testo sottolineato e l'hover arancione.

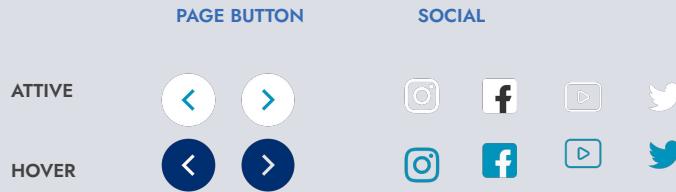
I **link** cambieranno colore in arancione, con l'hover.



ALTRI BOTTONI

Con l'hover cambiano colore anche i **bottoni delle pagine** e le **icone social**.

Con i click, la **checkbox** diventerà azzurra.



CHECKBOX



COMPONENTI

NAVBAR DESKTOP

La Navbar attuale è scarna di icone e ha una sola CTA, inoltre tende a cambiare se si va nella sezione Blog.

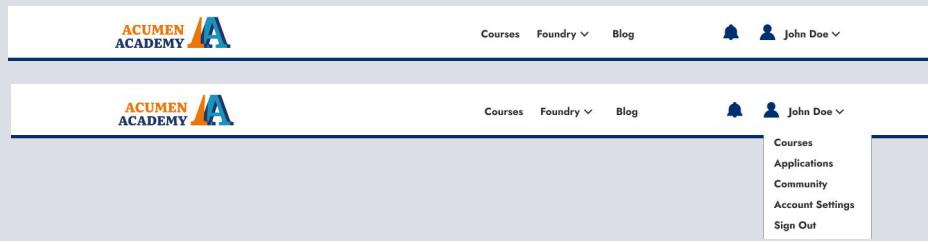
La nuova navbar ha due CTA, ben visibili e diverse in base all'importanza.

Dopo l'accesso è stata aggiunta l'**icona profilo** con relativo menù.

NAVBAR SENZA ACCESSO



NAVBAR DOPO L'ACCESSO



NAVBAR CON AVVISO

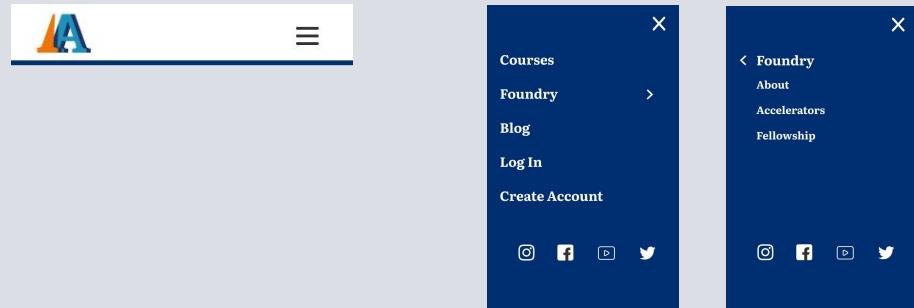


NAVBAR MOBILE

La **navbar mobile** è ovviamente diversa dalla desktop: ritroviamo il logotipo sulla sinistra e un menù ad hamburger sulla destra.

Nel menù sono state aggiunte le icone social.

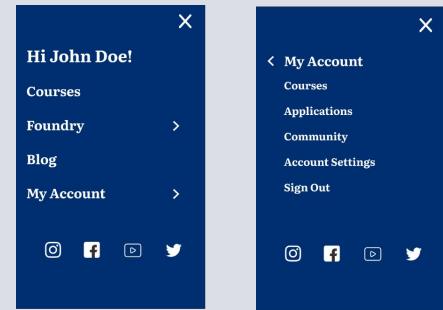
NAVBAR SENZA ACCESSO



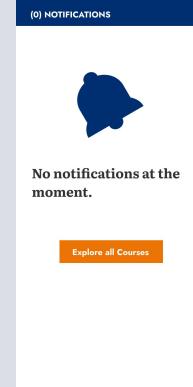
Dopo l'accesso, troviamo una sola icona, cioè quella degli avvisi; nel menù invece viene aggiunta la sezione utente.

È stata creata anche la **pagina avvisi** mobile, con CTA che porta ai corsi.

NAVBAR DOPO L'ACCESSO



NAVBAR CON AVVISO



CORSI

Tutti i corsi hanno un hover nella sezione desktop: passando il mouse sopra si potrà vedere una piccola descrizione del corso.

HOVER

CORSI



MODALI

La pagina per effettuare l'accesso è stata sostituita da un modale: questo si apre sia nella pagina desktop che nel mobile.

Il form di accesso ha la CTA con funzione obbligante.

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

(s)

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, FEIFER, 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
- Inclusive Business: Reimagine Key Operations
- AI Pittampalli on Embracing Persuadability
- Debbie Millman on Branding for Social Change

INNOVATE

- Human-Centered Design 201: Prototyping
- Start Your Social Change Journey
- Mihir Desai on Demystifying Finance

LEAD

- SEE ALL THE COURSES

A

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

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- Human-Centered Design 201: Prototyping
- Start Your Social Change Journey
- Mihir Desai on Demystifying Finance

LEAD

- SEE ALL THE COURSES

GRIGLIA DESKTOP E MOBILE

DESKTOP:

Center, 12 Colonne, 24px gutter, 72px Margin. Row da 16px.

MOBILE:

Stretch, 4 Colonne, 16px gutter, 24px Margin. Row da 16px.

NUOVA INTERFACCIA

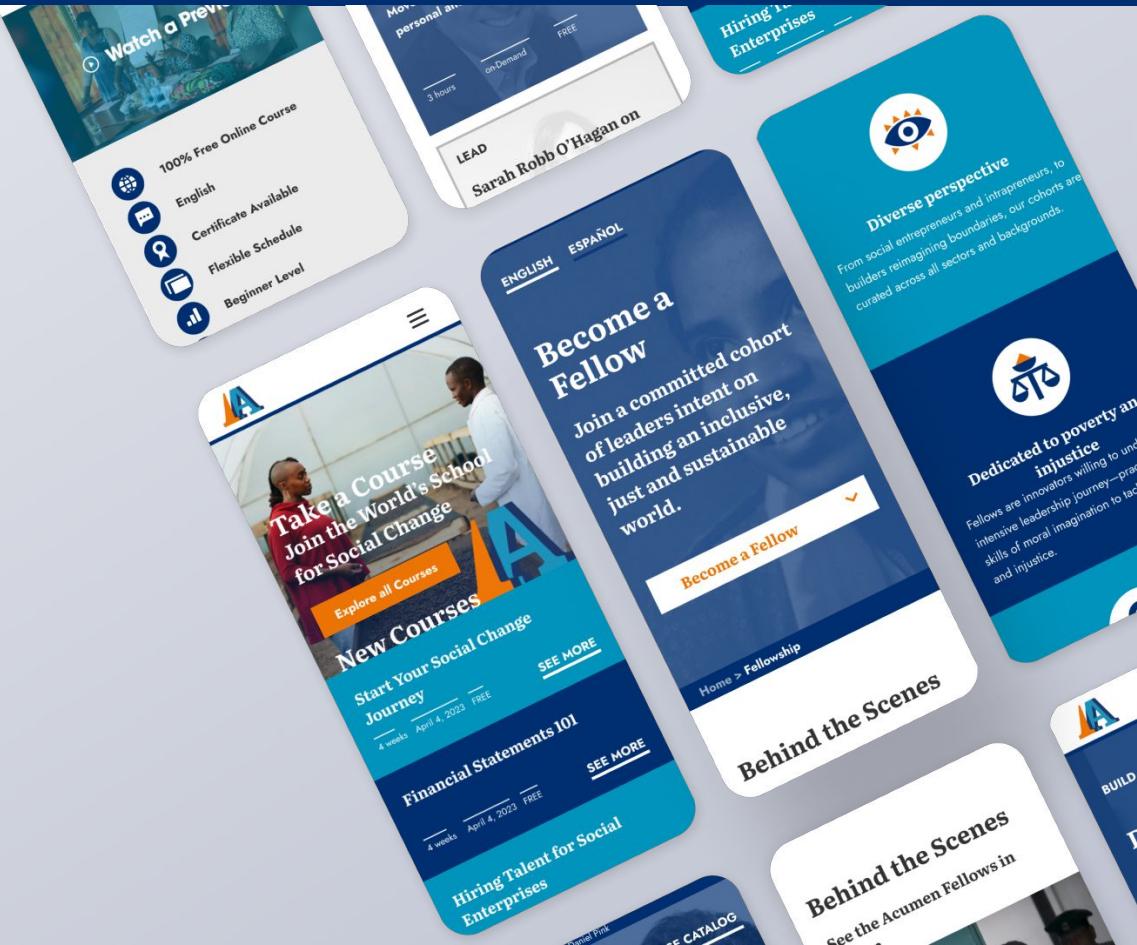
NUOVA INTERFACCIA

In questa fase sono state create le nuove interfacce:

- Home page;
- Pagina con elenco corsi;
- Pagina Corso;
- Pagina Fellowship;
- Blog

È stata creata anche una **pagina aggiuntiva** utile per il flow di iscrizione al corso, per la prototipazione.

Sotto il link **Figma** per vedere le pagine di lavorazione, sia Desktop che Mobile:



HOMEPAGE ATTUALE

The current homepage features a dark purple header with the Acumen Academy logo. Below it is a large image of a man standing in front of a chalkboard with mathematical equations. A prominent call-to-action button says "Take a Course". Below the image, there's a section for "New Courses" with links to "Financial Statements 101" and "Hiring Talent for Social Enterprises". A purple sidebar on the left offers options like "Make an Impact", "Become a Fellow", and "Be Part of Something Bigger". The main content area includes sections for "Who's Learning With Us" (with logos for Heifer International, ACCION, and TEACHFORINDIA), a large "500k" statistic, and a "Become" section at the bottom.

NUOVA PROPOSTA

The proposed homepage has a light blue header with the Acumen Academy logo and navigation links for "Courses", "Foundry", "Blog", and "My Dashboard". A "LOG IN" button and a "JOIN FOR FREE" button are also present. The main visual is a photograph of two people in a greenhouse setting. The central headline is "Take a Course" followed by "Join the World's School for Social Change". Below this, there are three course cards: "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises", each with a "SEE MORE" link. A large blue letter "A" is partially visible on the right. The middle section is titled "How it Works" and contains three icons: "Create an account", "Enroll a course for free", and "Change the World". The footer is identical to the current version, featuring the "Who's Learning With Us" section and logos for Heifer International, ACCION, United Way, and TEACHFORINDIA.

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-Centered 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

[READ MORE ARTICLES](#)

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 off the grid you need to start social change—delivered straight to your inbox.

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 Our Partners [Contact Us](#)
[Work With Us](#) [Acumen.org](#)

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Accelerate Your Impact



From Our Blog



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HOMEPAGE NUOVA PROPOSTA

Nuova navbar con logo e CTA più visibili

The screenshot shows the homepage of Acumen Academy. At the top, there's a navigation bar with the logo 'ACUMEN ACADEMY' and links for 'Courses', 'Foundry', 'Blog', 'LOG IN', and 'JOIN FOR FREE'. Below the header is a large hero section with a video of two people in a greenhouse. The text 'Take a Course' and 'Join the World's School for Social Change' is overlaid. A button labeled 'Explore all Courses' is visible. Below the hero is a section titled 'New Courses' with three cards: 'Start Your Social Change Journey', 'Financial Statements 101', and 'Hiring Talent for Social Enterprises'. Each card has a 'SEE MORE' link. The main content area features a section titled 'How it Works' with three blue cards: 'Create an account', 'Enroll a course for free', and 'Change the World'. Each card contains a brief description and a small icon. At the bottom, there's a section titled 'Be The Change!' with the tagline 'Learn to lead, build, and innovate to tackle the world's biggest problems.' and a grid of course cards.

Hero animata con CTA

Sezione con gli ultimi corsi attivati:
con l'hover appare una piccola
descrizione del corso.

Sezione aggiunta: I corsi suddivisi
per tipologia hanno dei colori
diversi: blu, azzurro e grigio.
L'hover fa apparire una piccola
descrizione del corso.

HOMEPAGE 1/3

The screenshot shows a mobile navigation menu. It includes links for 'Courses', 'Foundry', 'About', 'Accelerators', and 'Fellowship'. There are also links for 'Blog' and 'Log In'. At the bottom, there are social media icons for Instagram, Facebook, LinkedIn, and Twitter.

Menù a comparsa della navbar
mobile.

The screenshot shows a mobile version of the homepage. On the left is a sidebar with the 'ACUMEN ACADEMY' logo and links for 'Courses', 'Foundry', 'Blog', 'Log In', and 'Create Account'. The main content area has a similar layout to the desktop version but is optimized for mobile.

Sezione aggiunta: Come funziona il
sito

The screenshot shows the 'How it Works' section on a mobile device. The layout is more compact than the desktop version, with the three cards ('Create an account', 'Enroll a course for free', 'Change the World') displayed vertically.

Carosello affiliati

I risultati raggiunti: la sezione ha mantenuto la sua animazione.

Sezione con i video dei Fellows, ricollegabile alla sezione Fellowship.

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 Human-Centred Design 201: Prototyping
BUILD Mihir Desai on Demystifying Finance

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

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

Sezione dedicata al programma Accelerators

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-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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ACUMEN ACADEMY

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First Name Second Name

ABOUT Our Story Our Partners Work With Us Acumen.org

GET HELP FAQs Contact Us

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Sezione Blog

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

Form per newsletter: il tasto Sign Up è una funzione obbligante.

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-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](#)

[READ THE OTHER ARTICLES](#)



ACUMEN ACADEMY

Get Our Newsletter

First Name Second Name

Footer con nuovo logo.

PROTOTIPO

NUOVA INTERFAZZIA

PAGINA CORSI ATTUALE

The screenshot shows the homepage of Acumen Academy's current website. At the top, there's a 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, there are three main sections: "New Courses" (with a call-to-action "Enroll Now"), "Start Your Social Change Journey" (with a call-to-action "Enroll Now"), and "Financial Statements 101" (with a call-to-action "Enroll Now"). To the right of these sections, there's a search bar and a sidebar with filters for "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), and "Length" (1 - 4 hours, 5 - 6 hours, 1 - 4 weeks, 5 - 8 weeks). The main content area displays a grid of course cards, each with a thumbnail, title, instructor, duration, format, and price. A "Help" button is located at the bottom left.

NUOVA PROPOSTA

The screenshot shows the homepage of Acumen Academy's proposed website. The layout is similar to the current version, featuring a banner with "Explore Our Courses" and the subtext "Learn to lead, build, and innovate to tackle the world's biggest problems." Below the banner, there are three main sections: "New Courses" (with a call-to-action "SEE MORE"), "Start Your Social Change Journey" (with a call-to-action "SEE MORE"), and "Financial Statements 101" (with a call-to-action "SEE MORE"). The sidebar on the left includes a search bar and filters for "LEVEL", "BUILD", "INNOVATE", "LEAD", "SUBJECT", "FORMAT", "LENGTH", and "TYPE". The main content area displays a grid of course cards, each with a thumbnail, title, instructor, duration, format, and price. The cards are organized into categories: BUILD, INNOVATE, LEAD, and other specific courses like "Hiring Talent for Social Enterprises".

PAGINA CORSI

Breadcrumb

Sezione con gli ultimi corsi attivati:
con l'hover appare una piccola
descrizione del corso.

Barra di ricerca dei corsi

Barra laterale con filtri: i checkbox
sono utilizzati come sistema di
filtraggio.

I corsi suddivisi per tipologia hanno
dei colori diversi: blu, azzurro e
grigio.
L'hover fa apparire una piccola
descrizione del corso.

PAGINA CORSI NUOVA PROPOSTA

The screenshot shows the homepage of Acumen Academy. At the top, there's a navigation bar with links for 'Courses', 'Foundry', 'Blog', 'LOG IN', and 'JOIN FOR FREE'. Below the header is 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.' Underneath the banner, there's a section titled 'New Courses' featuring three cards: 'Start Your Social Change Journey', 'Financial Statements 101', and 'Hiring Talent for Social Enterprises'. A red arrow points to the first card. Below this is a search bar with the placeholder 'Find your course...'. To the right of the search bar is a sidebar with several filter categories: 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), and LENGTH (1-4 Hours, 5-8 Hours, 1-4 Weeks, 5-8 Weeks). Each category has a checkbox next to it. A red arrow points to the 'Build' checkbox under the THEME section. Another red arrow points to the 'LEAD' checkbox under the THEME section. A third red arrow points to the '5-8 Weeks' checkbox under the LENGTH section. Below the sidebar, there's a section titled 'Our courses' with a subtext: 'You can choose from over 30 courses to change the world's status quo.' This section contains a grid of course cards, each with a title, a brief description, and a thumbnail image. The cards are color-coded by category: blue for BUILD, teal for INNOVATE, and grey for LEAD. A red arrow points to the 'Storytelling for Change' card, which is colored blue.

This screenshot shows the same homepage as the previous one, but with a different visual style. The main content area is darker, and the sidebar is also darker. The sidebar on the right is titled 'FILTERS' and contains the same filter categories as the previous version. A red arrow points to the 'APPLY' button at the bottom of the sidebar.

PAGINA CORSI

Menù a comparsa dei filtri: i
checkbox sono utilizzati come
sistema di filtraggio.

PAGINA PRODOTTO ATTUALE

The screenshot shows the current product page for the course 'Daniel Pink on the Art of Selling'. At the top, there's a large image of Daniel Pink smiling. Below it, the title 'Daniel Pink on the Art of Selling' and the subtitle 'Move people to take action in a personal and purposeful way' are displayed. A green 'Enroll Now' button is prominent. On the left, a section titled 'Learn How To' lists four bullet points: 'Connect with your customers perspectives and needs', 'Engage your audience effectively with different pitching techniques', 'Map the power dynamics between customers and sellers', and 'Make sales personal, purposeful and ultimately human'. To the right is a video thumbnail with the text 'Watch a Preview'. Below these are sections for 'Course Syllabus' and 'Course Details'.

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: 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 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

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
Benefit countless, return your knowledge, and brush up on your skills at any time.

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

NUOVA PROPOSTA

The screenshot shows the proposed new product page for the same course. The layout is cleaner and more modern. At the top, the title 'Daniel Pink on the Art of Selling' and subtitle 'Move people to take action in a personal and purposeful way' are displayed. A green 'ENROLL NOW' button is present. On the left, a section titled 'Course Description' includes a brief summary and a quote from Daniel Pink. Below this is a 'Course Syllabus' section with numbered items and a testimonial at the bottom.

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: 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: 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

Course Details

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

Testimonial:
"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

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 149 On-Demand 18 hours
- On-Demand Debbie Millman on Branding for Social Change \$199 On-Demand 3 hours

Help

FAQs · Contact Us ·

Acumen Academy

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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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PAGINA CORSO NUOVA PROPOSTA

PAGINA CORSO 1/2

Elemento sticky che appare in alto con lo scroll

Daniel Pink on the Art of Selling

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
- 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 con schede a scomparsa

Feedback degli alunni del corso, la sezione ha mantenuto la sua animazione.

Daniel Pink on the Art of Selling

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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Watch a Preview

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

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

Learn How To

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

Daniel Pink on the Art of Selling

3 hours On-Demand FREE

Descrizione corso.

Video anteprima del corso, con informazioni sottostanti.

Elemento sticky che appare in basso con lo scroll

Pagina Desktop senza sticky



Restyle della sezione dei Corsi
Suggeriti: gli elementi hanno un hover che permette di leggere le info del corso.

INNOVATE
Dan Ariely on
Creating
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

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Social media icons: Instagram, Facebook, YouTube, Twitter

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Sezione che parla dell'istruttore del corso.

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.

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

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

Amina

• • •

PAGINA CORSO 2/2

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.

Sezione Learn How To

About the Instructor



Daniel Pink

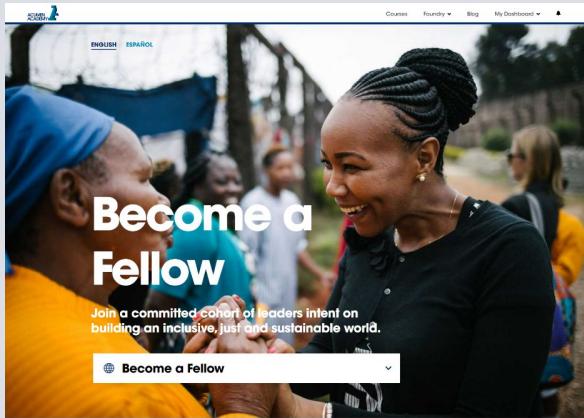
NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Related Courses



Pagina Mobile senza sticky

BECOME A FELLOW ATTUALE

**Behind the Scenes****Around the Globe**

NUOVA PROPOSTA

**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 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.

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.

Locally rooted

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

Featured Fellows

[Meet the Fellows →](#)

Gayatri Jolly



Haroon Yasin



Radha Karnad



Kibret Tuffa



Sarah Matindi



Julian Facundo Rinaudo



What Makes a Fellow

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Featured Fellows

Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

Sarah Matindi



EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

[MEET THE FELLOWS](#)

Fellows as

FELLOWSHIP 3/4

Fellows as Influencers

Help

[FAQs](#) [Contact Us](#)



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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 women around the world to find their political voice.



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FELLOWSHIP NUOVA PROPOSTA

BECOME A FELLOW 1/4

Hero coerente con la Homepage.

Menù con le fellowship attive e non.

Video che descrivono il lavoro dei Fellows.

Nella versione desktop la mappa con le nazioni con i fellow è invariata.

Become a Fellow

Join a committed cohort of leaders intent on building an inclusive, just and sustainable world.

Behind the Scenes

See the Acumen Fellows in action

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"

Carosello dei video dei fellows

Schede a scomparsa delle nazioni, con i fellows: scompare la cartina.

Become a Fellow

Join a committed cohort of leaders intent on building an inclusive, just and sustainable world.

Behind the Scenes

See the Acumen Fellows in action

Around the Globe

BANGLADESH

A diverse group of leaders share a deep commitment to creating long-lasting social impact.

APPLY NOW

COLOMBIA

EAST AFRICA

FOOD SYSTEM

INDIA

Nuovi loghi nella sezione Fellowship Experience.

BECOME A FELLOW 2/4

Feedback dei Fellows.

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



Dedicated to poverty and injustice

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

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Radha Karnad



EAST AFRICA

Sarah Matindi



EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

[MEET THE FELLOWS](#)

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Featured Fellows

Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

[MEET THE FOUNDRY](#)

BECOME A FELLOW 3/4

Cosa deve avere un fellow per diventare tale.

Carosello con i fellows degli anni passati. Cliccando sugli elementi si arriva sulla bio dei fellow.

Video dei TED o degli interventi dei fellow di Acumen Academy.

Fellows as Influencers

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
redemption.

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Fellows as Influencers

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BLOG ATTUALE

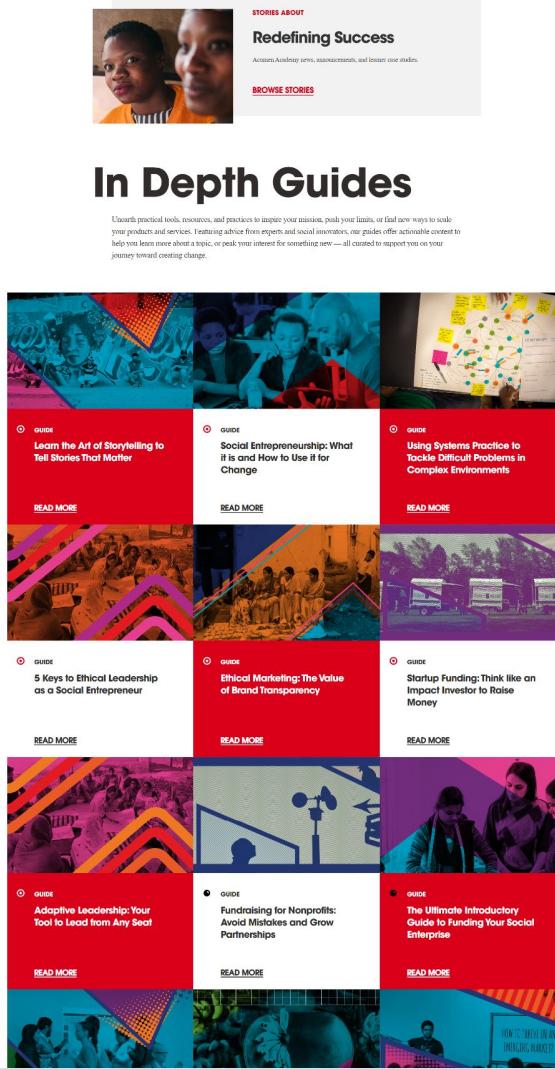
The screenshot shows a grid of five cards, each representing a category of blogs:

- Leadership:** Shows a group of people in red scarves. Text: "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. Text: "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. Text: "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. Text: "Market and build your business and team. Plant the seeds of change and watch them take root and grow." Button: "BROWSE BUSINESS STRATEGY".
- Stories:** Placeholder card.

NUOVA PROPOSTA

The proposed interface includes a "Explore Our Blogs" section at the top and a grid of cards:

- Leadership:** Shows a group of people in red scarves. Text: "Build the skills of moral leadership—doing what's right in a world that loves easy." Button: "BROWSE LEADERSHIP".
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- Stories:** Placeholder card.
- Explore Our Blogs:** Placeholder card.



STORIES ABOUT
Redefining Success
Acumen Academy news, announcements, and lesser case studies.
[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](#)



STORIES ABOUT
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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[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](#)

GUIDE
Brand Storytelling for Social Enterprise

BLOG
How to Measure Social Impact: Why You Need To + 4 Ways to Start
Overcome the Fear of Public Speaking with TED's Chris Anderson

READ MORE **READ MORE** **READ MORE**

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

Help

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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](#)

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BLOG NUOVA PROPOSTA

BLOG 1/3

The desktop view of the Acumen Academy blog homepage features a large hero image of a smiling man with a beard. Overlaid on the image is the text "Explore Our Blogs" and "Let our stories inspire you!". Below the hero image is a navigation bar with links for Courses, Foundry, Blog, Log In, and Join for Free. The main content area is titled "Blog" and shows several blog posts in a grid format. Each post includes a thumbnail image, the topic (e.g., Leadership, Innovation, Fundraising, Business Strategy), a brief description, and a "BROWSE" button. A red arrow points to the "BROWSE LEADERSHIP" button.

La CTA porta all'ultimo post del blog.

Varie sezioni del blog.

The mobile view of the Acumen Academy blog homepage is a simplified version of the desktop site. It features a hero image with the text "Explore Our Blogs" and "Let our stories inspire you!". Below the hero image is a navigation bar with links for Home, Blog, and a menu icon. The main content area is titled "Blog" and shows a grid of blog posts. Each post includes a thumbnail image, the topic (e.g., Leadership, Innovation, Fundraising, Business Strategy), a brief description, and a "BROWSE" button. A red arrow points to the "BROWSE LEADERSHIP" button.

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.



BLOGS ON

Innovation

Think radically. Develop original ideas that challenge conformity and upset the status quo.

BROWSE LEADERSHIP

BROWSE INNOVATION



BLOGS ON

Fundraising

Make capital work for you, not control you. Achieve financial sustainability without compromising impact.

BROWSE LEADERSHIP

BROWSE INNOVATION

BLOGS ON

Fundraising

Make capital work for you, not control you. Achieve financial sustainability without compromising impact.

BROWSE FUNDRAISING

Post delle Guide: hanno mantenuto l'hover che ne descrive brevemente il contenuto.




In Depth Guides

Unearth practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to tackle 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.



Keep Learning

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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. 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.



Post sulle Guide.






Sezione dei Corsi Suggeriti: gli elementi hanno un hover che permette di leggere le info del corso.

The screenshot shows the Acumen Academy homepage. At the top, there's a banner with the text "Keep Learning". Below it, there are two course cards. The first card, on the left, is titled "INNOVATE" and features a photo of Dan Ariely. It says "Dan Ariely on Changing Customer Behavior" and includes a "4 weeks" duration, "Sep 20, 2022" start date, and "FREE" cost. The second card, on the right, is titled "BUILD" and features a photo of Debbie Millman. It says "Debbie Millman on Branding for Social Change" and includes a "3 hours" duration, "On Demand" availability, and "125\$" cost. At the bottom of this section is a link "SEE ALL THE COURSES".

This screenshot shows the Acumen Academy homepage. It features a large, smiling woman's face on the left side. To her right is the "ACUMEN ACADEMY" logo, which consists of a stylized blue 'A' inside a blue circle with the words "ACUMEN ACADEMY" written around it. On the right side of the header, there's a "Get Our Newsletter" form with fields for "First Name", "Second Name", and "Email", followed by a "Sign Up" button. Below the header, there are two columns of links: "ABOUT" (Our Story, Our Partners, Work With Us, Acumen.org) and "GET HELP" (FAQs, Contact Us). At the bottom of the page are social media icons for Instagram, Facebook, LinkedIn, and Twitter, along with copyright information: "© 2022 Acumen Academy Terms of Use Privacy Policy".

This screenshot shows the Acumen Academy homepage, similar to the one above but with a different visual style. The "ACUMEN ACADEMY" logo is on the left, and the "Get Our Newsletter" form is on the right. The "ABOUT" and "GET HELP" sections are below the form. At the bottom are social media icons and copyright information.

THANK YOU PAGE ATTUALE

The screenshot shows a 'Thank You' message: 'Congratulations! This course has been added to your dashboard.' Below this, there's a large image of a smiling woman. On the left, there's a sidebar with 'Help' (FAQs, Contact Us), 'Acumen Academy' logo, and newsletter sign-up fields. At the bottom, there's an 'ABOUT' section with links to 'Our Story', 'Our Partners', and 'Work With Us'.

NUOVA PROPOSTA

The proposed design features a 'Congratulation' message: 'You are now enrolled on the course. Go to your Dashboard to start it.' Below this is a 'SEE THE DASHBOARD' button. To the right, there's a 'Related Courses' section with cards for 'Dan Ariely on Changing Customer Behavior' and 'Debbie Millman on Branding for Social Change'. At the bottom, there's a large banner with the 'ACUMEN ACADEMY' logo and newsletter sign-up fields, along with 'ABOUT' and 'GET HELP' sections.

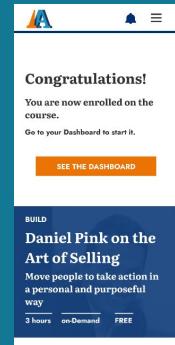
THANK YOU PAGE

La Navbar dopo l'accesso ha 2 icone: quella che riguarda l'utente, con rispettivo menù, è nuova.

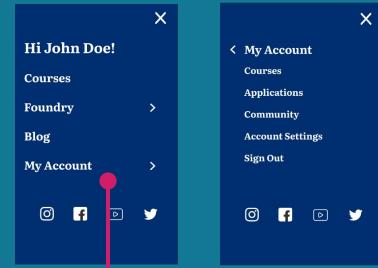
Immagine del corso alla quale ci si è iscritti.

CTA che collega alla dashboard del profilo.

THANK YOU PAGE NUOVA PROPOSTA



THANK YOU PAGE



Il Menù del profilo utente viene visualizzato una volta effettuato l'accesso.

Corsi correlati, suggeriti.

PROTOTIPO

PROTOTIPO DESKTOP E MOBILE

Cliccando sulle icone Figma si potranno vedere i prototipi Desktop e Mobile.

DESKTOP



MOBILE (per laptop)



MOBILE (per Smartphone)



GRAZIE PER L'ATTENZIONE!



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