

# 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

16

NUOVA INTERFACCIA

PROTOTIPO

# PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

LOGO

1

## GRAFICA

CREAZIONE LOGO

4

COLOR PALETTE

10

FONT

13

ICONE

14

# 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

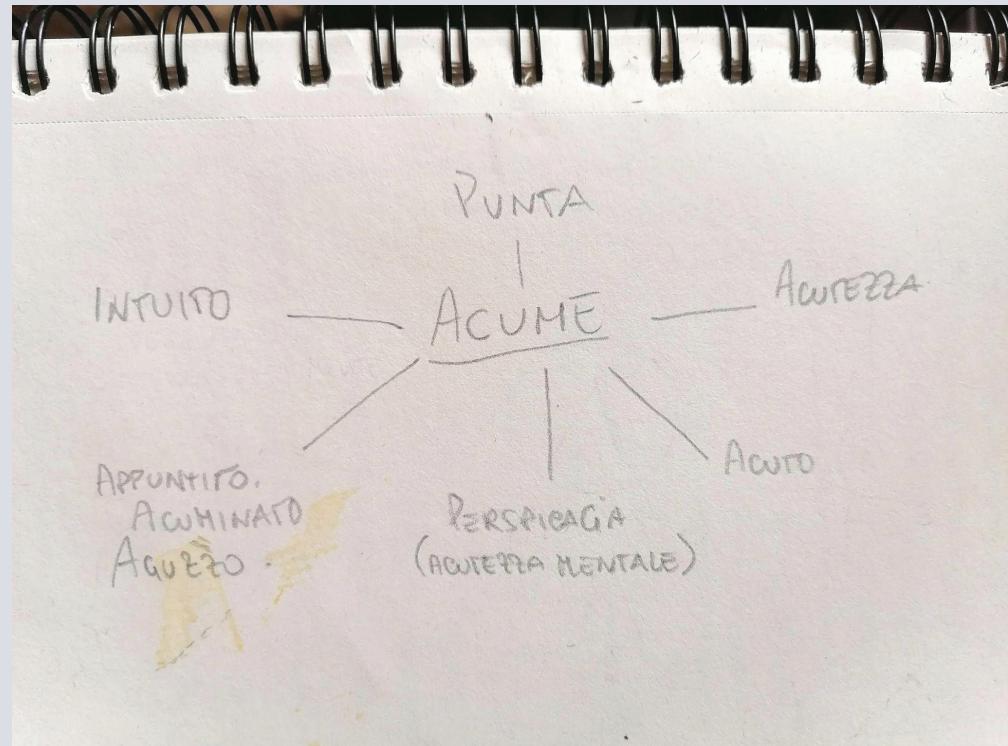
a-cù-me

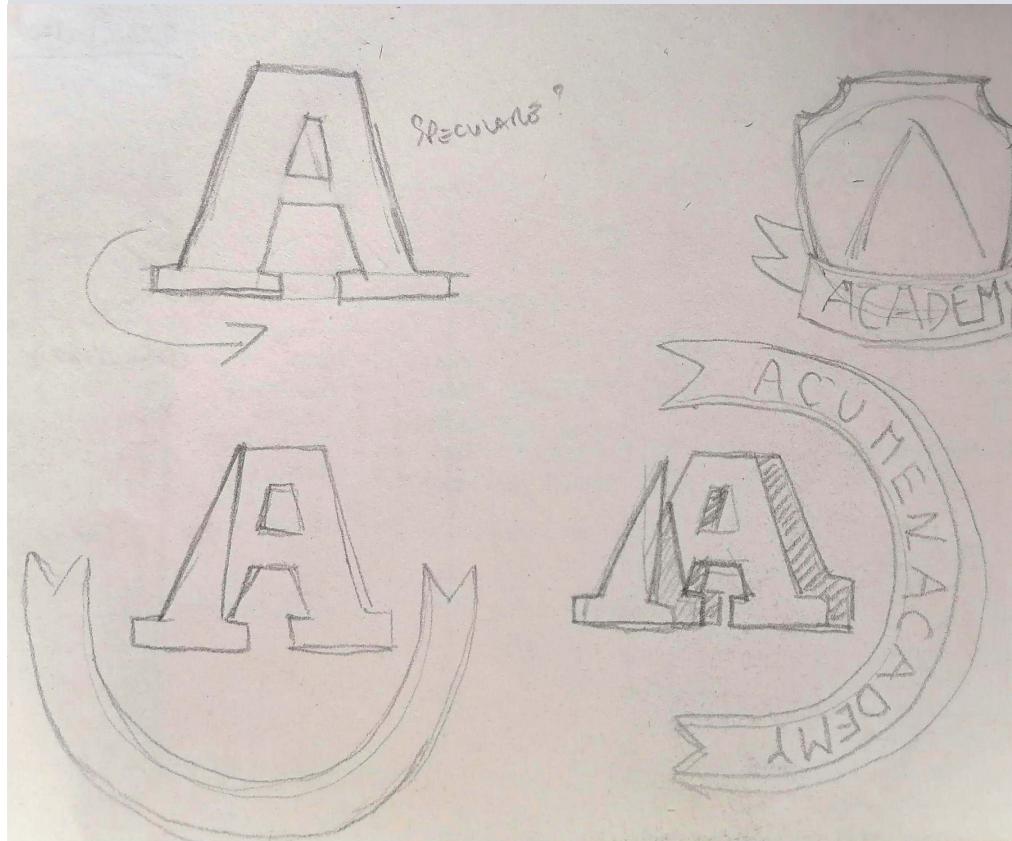
SIGNIFICATO Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

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".

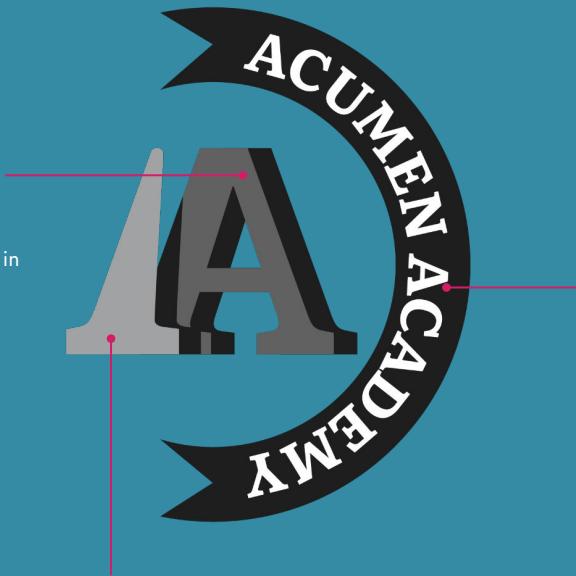




### A COME ACADEMY

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

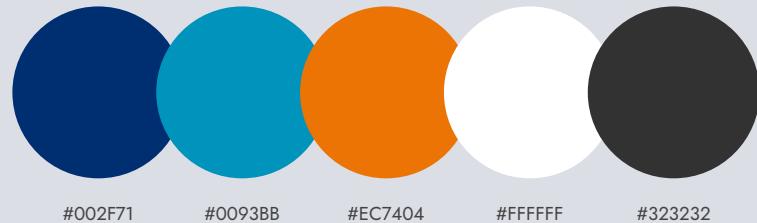
Ho confermato in parte la **paletta colori originaria**, molto nutrita ma che non forniva una identità univoca al sito e al brand.

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

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## PROTOTIPO

2

PROTOTIPO

UI KIT

NUOVA INTERFACCIA

PROTOTIPO

17

26

55

# 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 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.

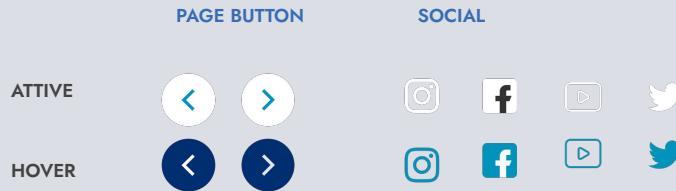
I **link** cambieranno colore in arancione, con l'hover.



## 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.

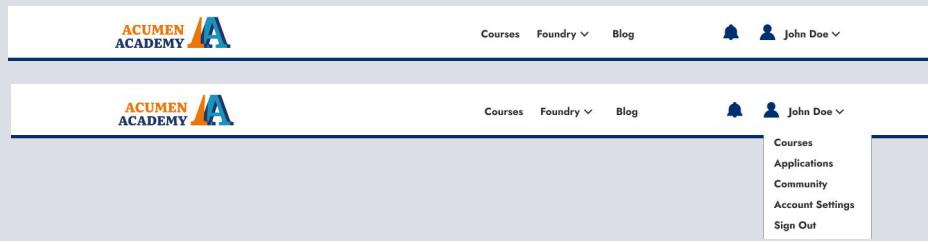
**La nuova navbar** ha due CTA, ben visibili e diverse in base all'importanza.

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

### NAVBAR SENZA ACCESSO



### NAVBAR DOPO L'ACCESSO



### NAVBAR CON AVVISO

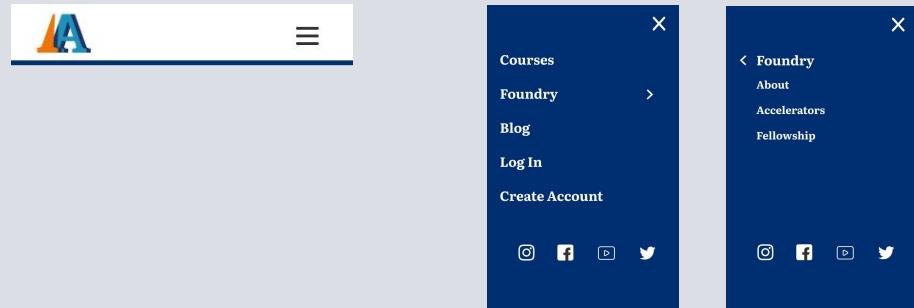


## NAVBAR MOBILE

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.

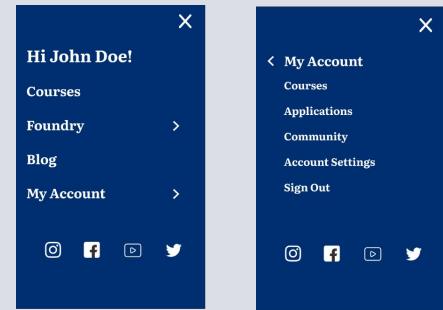
## NAVBAR SENZA ACCESSO



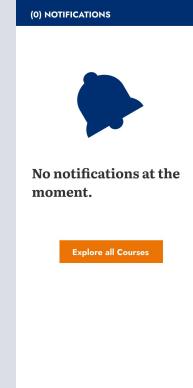
**Dopo l'accesso**, troviamo una sola icona, cioè quella degli avvisi; nel menù invece viene aggiunta la sezione utente.

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

NAVBAR DOPO L'ACCESSO



NAVBAR CON AVVISO

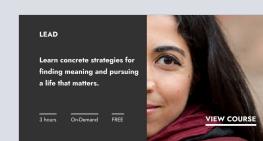
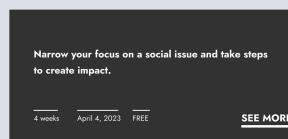


## CORSI

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**

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**Password**

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

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

**JOIN FOR FREE**

— Or —

Continue with Facebook

Continue with Google

Already in Acumen? [LOG IN](#)

**Acumen Academy**

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

## Take a Course

Join the World's School for Social Change

**New Courses**

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

### How it Works

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

**Who's Learning With Us**

ACCION, United Way, 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**

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

**Who's Learning With Us**

ACCION, United Way, FEIFER, TEACHFORINDIA

## 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

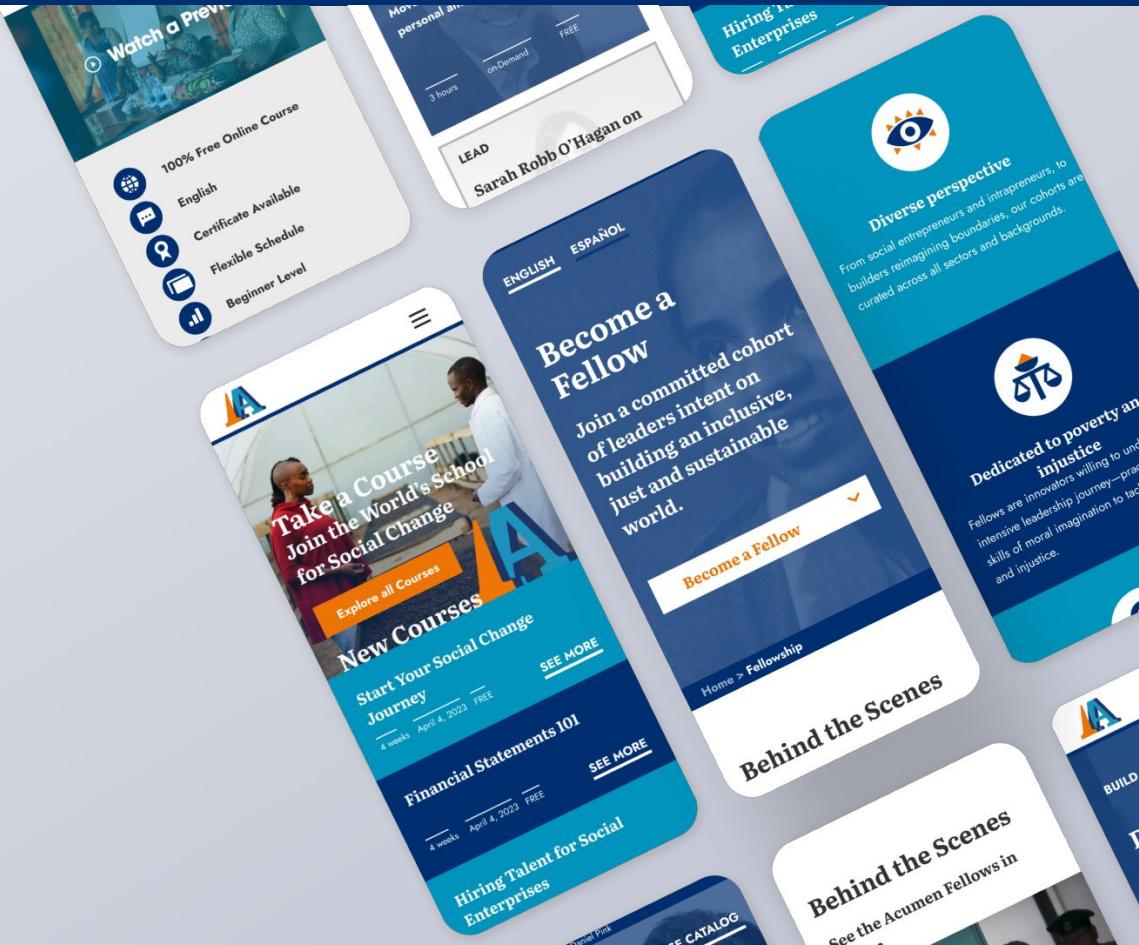
## NUOVA INTERFACCIA

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. The main headline is "Take a Course" followed by "Join the World's School for Social Change". A purple button says "Explore All Courses". To the right, there's a "New Courses!" section with three cards: "Financial Statements 101", "Hiring Talent for Social Enterprises", and another unlabeled one. Below this is a purple bar with "Stay Connected with Our Offerings" and input fields for email and sign-up. The main content area has three purple boxes: "Make an Impact", "Become a Fellow", and "Be Part of Something Bigger". At the bottom, there's a large purple banner with "Who's Learning With Us" and logos for Heifer International, ACCION, and TEACHFORINDIA. The main call-to-action is "500k community members collaborating in 192 countries".

## 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 image shows two people in a greenhouse setting. The headline "Take a Course" and sub-headline "Join the World's School for Social Change" are identical to the current version. The "New Courses" section is more prominent, showing three course cards: "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises", each with a "SEE MORE" link. Below this is a "How it Works" section with three icons: "Create an account", "Enroll a course for free", and "Change the World". The footer is similar to the current version, featuring the "Who's Learning With Us" banner and logos for ACCION, United Way, Heifer International, and TEACHFORINDIA. A new call-to-action at the bottom is "Be The Change!" with the subtext "Learn to lead, build, and innovate to tackle the world's biggest problems".

## 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**

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**Acumen Academy**

[GET OUR NEWSLETTER](#)

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

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## Accelerate Your Impact



## From Our Blog



**FUND YOUR IDEA**

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

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**MASTER INNOVATION**

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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

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The Ultimate Introductory Guide to Funding Your Social Enterprise

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[READ MORE](#)

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

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[READ THE OTHER ARTICLES](#)

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

[Sign Up](#)

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

Footer con nuovo logo.

## 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

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## PROTOTIPO

## NUOVA INTERFAZZIA

### PAGINA CORSI ATTUALE

The screenshot shows a landing page for "Explore Our Courses". At the top, there's a banner with two women smiling. Below it, a green header bar features three cards: "New Courses", "Start Your Social Change Journey", and "Financial Statements 101". The main content area displays a grid of 12 course cards, each with a thumbnail, title, lead instructor, duration, format, and price. A sidebar on the left contains filters for "Theme", "Subject", "Format", and "Length". At the bottom, there's a "Help" button.

### NUOVA PROPOSTA

The screenshot shows a landing page for "Explore Our Courses" with a similar layout to the current version. It includes a banner, a green header bar with course cards, and a grid of 12 course cards. However, the sidebar has been removed, and instead, there are search and filter functions integrated directly into the main content area. The "Our courses" section at the bottom is also more prominent and visually distinct from the main grid.

### PAGINA CORSI

## PAGINA CORSI NUOVA PROPOSTA

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

BreadCrumb

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.

Barra di ricerca dei corsi

Tasto filtri.

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

## PAGINA CORSI

## FILTERS

- THEME
- Build
- Innovate
- Lead

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

- FORMAT
- On-Demand
- Team Course

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

APPLY

## 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 forever, 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 course 'Daniel Pink on the Art of Selling'. The layout is similar to the current page but with some visual and structural changes. 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 'Course Description' lists four bullet points: '100% Free Online Course', 'English', 'Certificate Available', 'Flexible Schedule', 'Beginner Level', '3 hours Worth of Material', and '6 Assignments'. To the right is a section for 'Course Syllabus'.

**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

**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

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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;

Syllabus con schede a scomparsa

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

**Course Description**

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**Course Syllabus**

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- 02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY
- 03 THE ART OF PITCHING
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**Learn How To**

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

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

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## Learn How To

- ✓ Connect with your customers perspectives and needs;
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Sezione Learn How To



Pagina Mobile senza sticky

## Related Courses

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

Anna



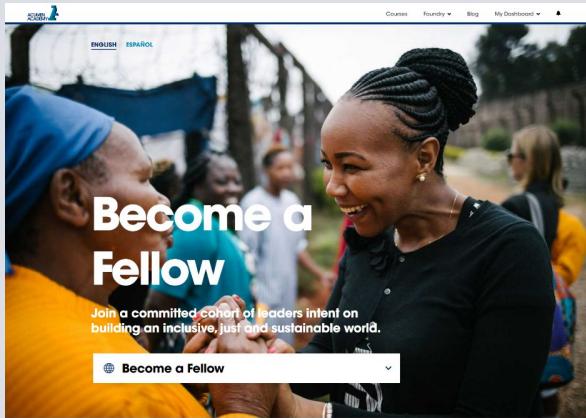
## About the Instructor



### 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.

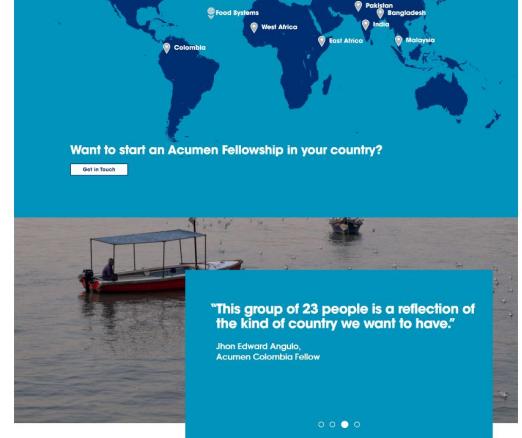
## BECOME A FELLOW ATTUALE

**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

Continue your commitment to social change. Our intensive year-long program furthers your journey toward mastering the skills, attributes, and values of moral leadership: empathy, immersion, understanding, and action.

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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**



**Fellows as**

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**INDIA**

**Radha Karnad**



**EAST AFRICA**

**Sarah Matindi**



**EAST AFRICA**

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**PAKISTAN**

**Kibret Tuffa**



**EAST AFRICA**

**Julian Facundo Rinaudo**



**COLOMBIA**

[MEET THE FELLOWS](#)

**Fellows as Influencers**

**FELLOWSHIP 3/4**

# Fellows as Influencers

## Help

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

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## Fellows as Influencers

Acumen Fellow Ms Manjushree Patil calls out redefining inclusion.

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

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

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## FELLOWSHIP 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.

Carosello dei video dei fellows

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

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.



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COLOMBIA

[MEET THE FELLOWS](#)

## Fellows as Influencers

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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 gathered around 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 woman holding a book. Text: "Build the skills of moral leadership—doing what's right in a world that loves easy." Button: "BROWSE LEADERSHIP".
- Innovation:** Shows two men outdoors. Text: "Think radically. Develop original ideas that challenge conformity and speed the status quo." Button: "BROWSE INNOVATION".
- Fundraising:** Shows a group of people in a garden. Text: "Make capital work for you, not control you. Achieve financial sustainability without compromising impact." Button: "BROWSE FUNDRAISING".
- Business Strategy:** Shows a man 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.
- Explore Our Blogs:** Placeholder card.

**STORIES ABOUT**

## Redefining Success

Action 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

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**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](#)

**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**  
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**

**GUIDE**  
Brand Storytelling for Social Enterprise

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

**BLOG**  
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

[FAQs](#) →  
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## Keep Learning

**INNOVATE**  
Dan Ariely on Changing Customer Behavior

4 weeks | Sep 30, 2020 | [View Details](#) | [FREE](#)

**BUILD**  
Debbie Millman on Branding for Social Change

3 hours | On-Demand | [View Details](#)

[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

READ NOW

Home > Blog

READ NOW

BLOGS ON

Leadership

Build the skills of moral leadership—doing what's right in a world that loves easy.

BROWSE LEADERSHIP

BLOGS ON

Innovation

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

BROWSE INNOVATION

BLOGS ON

Fundraising

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

BROWSE FUNDRAISING

BLOGS ON

Business Strategy

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

BROWSE BUSINESS STRATEGY

BLOGS ON

Redefining Success

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

BROWSE FUNDRAISING

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




## 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 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

## 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.



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



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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  
[READ MORE](#)

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 a man, with the subtitle "Dan Ariely on Changing Customer Behavior". It includes a duration of "8 weeks", a start date of "Sep 20, 2022", and a "FREE" badge. The second card, on the right, is titled "BUILD" and features a photo of a woman, with the subtitle "Debbie Millman on Branding for Social Change". It includes a duration of "3 hours", a status of "On Demand", and a "1255" badge. 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 orange and blue 'A' inside a blue circle, with the words "ACUMEN ACADEMY" written in white. On the right side of the header, there's a "Get Our Newsletter" form with fields for "First Name", "Second Name", "Email", and 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 is a dark footer bar with the text "© 2022 Acumen Academy Terms of Use Privacy Policy".

This screenshot shows the Acumen Academy homepage with a simplified design. The "ACUMEN ACADEMY" logo is now a smaller, stylized orange and blue 'A' inside a blue circle, located at the top left. Below it is a "Get Our Newsletter" form. The "ABOUT" and "GET HELP" sections from the previous version have been removed. The footer at the bottom contains the copyright notice "© 2022 Acumen Academy", the "Terms of Use", and the "Privacy Policy".

## 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



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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