

PROGETTO STUDIO UI DESIGN

Valentina Fiscarelli

ACUMEN ACADEMY

LA SCUOLA MONDIALE DEL CAMBIAMENTO SOCIALE



PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

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PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

LOGO

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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.

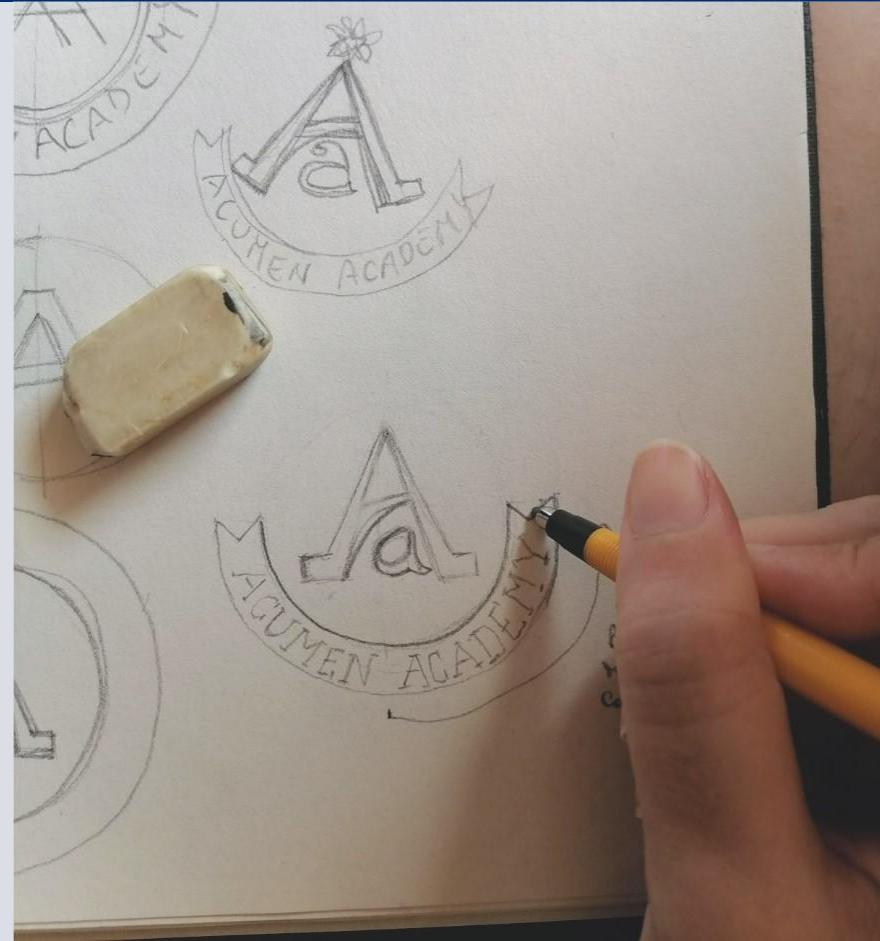
acume

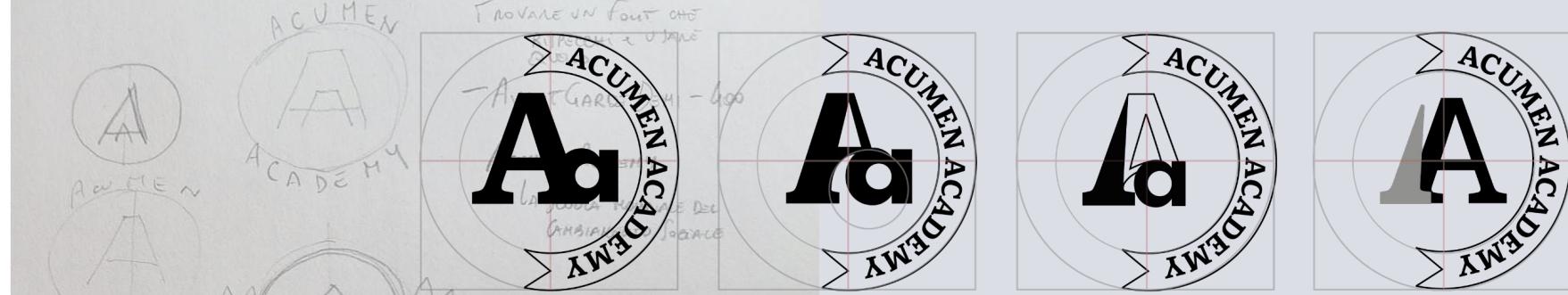
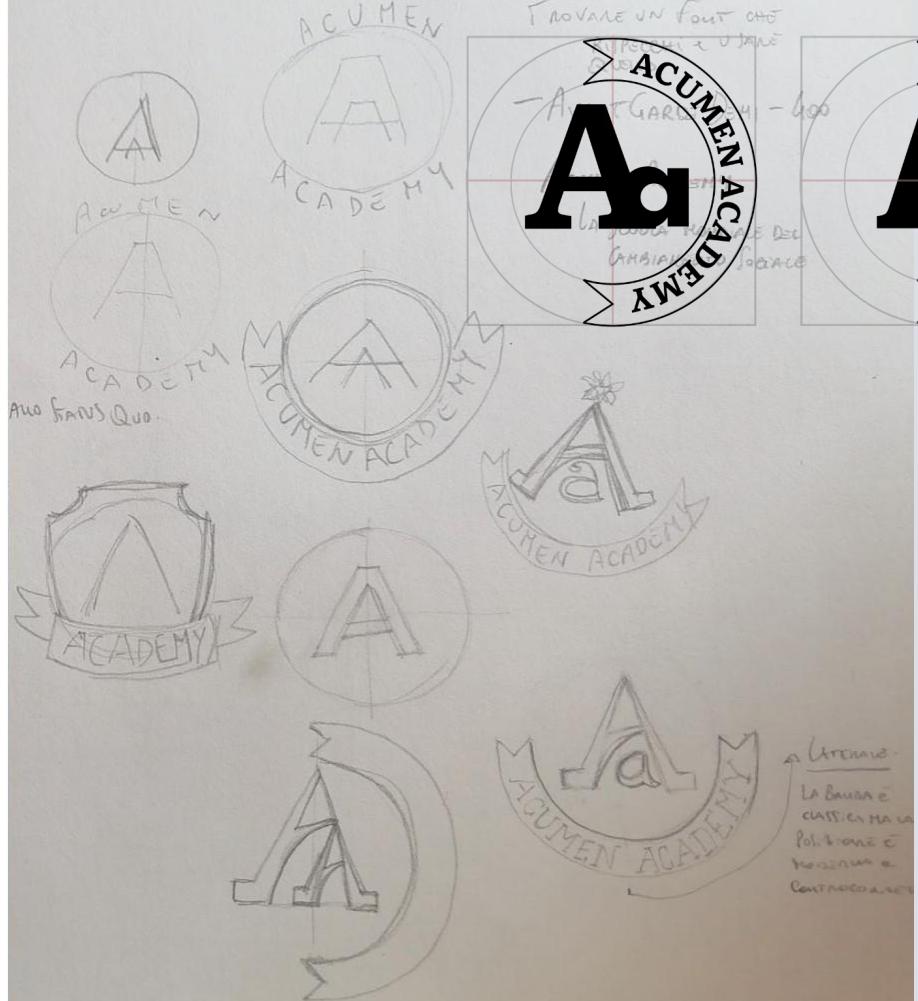
s. m. [dal lat. *acumen -minis*, der. di *acuēre* «aguzzare»]. – Acutezza, intensità: *l'a. della vista; un disio Mai non sentito di cotanto a.* (Dante). In senso intellettuale, perspicacia, acutezza di mente: *uomo di molto a.; a. interpretativo; a. d'un ragionamento.*

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

Ho deciso di giocare con la A, come nel vecchio logo, modificandola e tracciando un nuovo significato.

È così che, l'idea di una "prospettiva", di un "vedere al di là", diventa prima un "ponte" e poi si trasforma in un "chiodo".

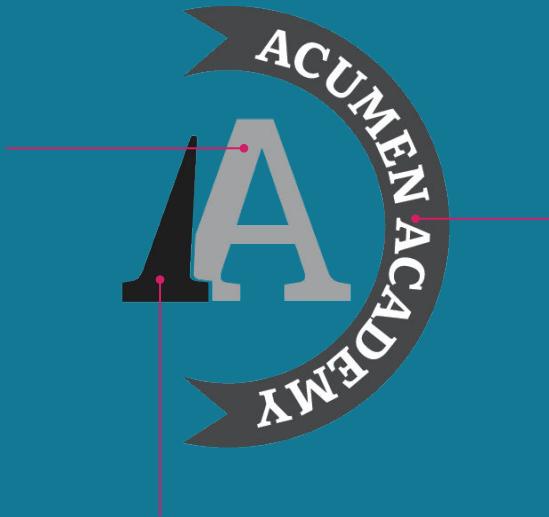




A COME ACADEMY

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.

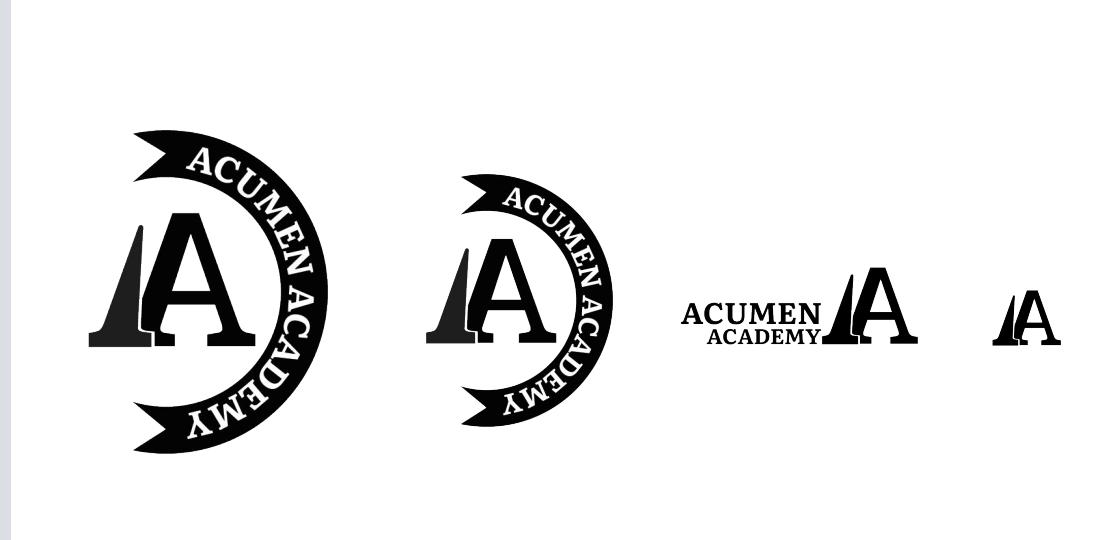
NUOVO LOGO



Logo desaturato.

NEGATIVO E GRANDEZZE

Qui è rappresentato il logo in negativo, su bianco e nero e nelle sue varie grandezze.



COLOR PALETTE

COLOR PALETTE

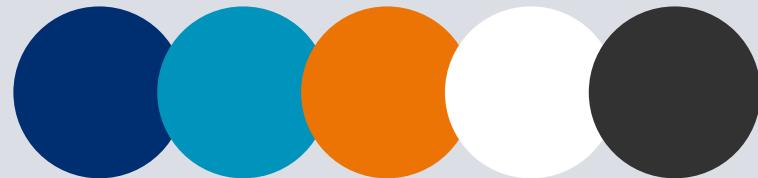
Ho confermato in parte la **paletta colori originaria**, molto nutrita ma che non forniva una identità univoca al sito e al brand.

Ho così scelto la nuova paletta, 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.



#002F71

#0093BB

#EC7404

#FFFFFF

#323232

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

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PROTOTIPO

UI KIT

NUOVA INTERFACCIA

PROTOTIPO

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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
------	------	------	------	------	------	------

P Testo
C Caption

JOST desktop

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

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

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

LITERATA 24 mobile

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

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

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

P Testo
C Caption

JOST mobile

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

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

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

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 dimensioni un po' più piccole e un outline arancione con sfondo bianco; l'hover è arancione.

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

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



ALTRI BOTTONI

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

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

PAGE BUTTON SOCIAL

ATTIVE



HOVER



CHECKBOX



CLICK



COMPONENTI

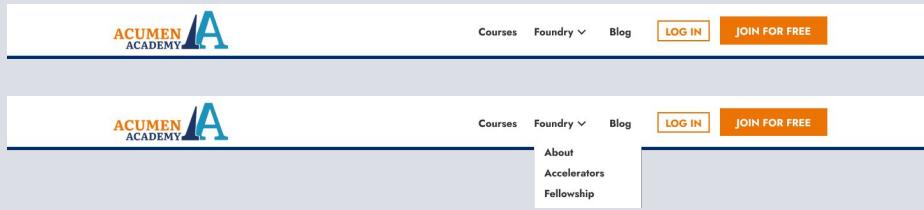
NAVBAR DESKTOP

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.

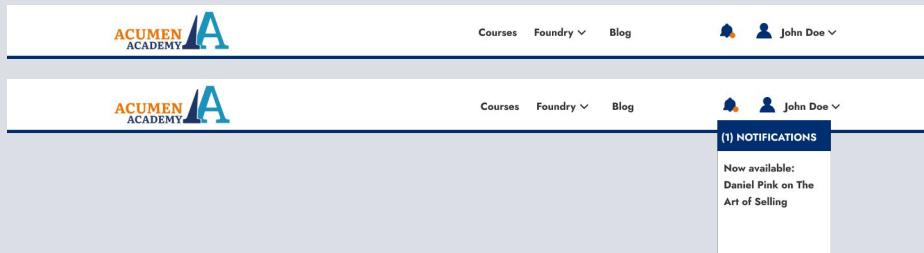
NAVBAR SENZA ACCESSO



NAVBAR DOPO L'ACCESSO



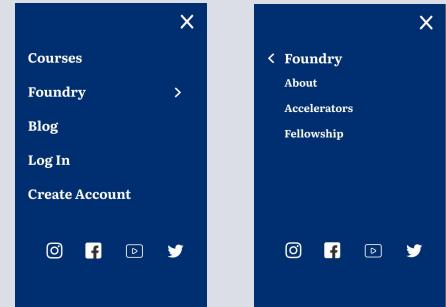
NAVBAR CON AVVISO



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 state aggiunte le icone social.

NAVBAR SENZA ACCESSO



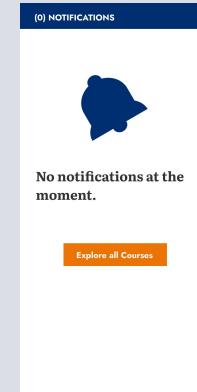
NAVBAR DOPO L'ACCESSO



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 CON AVVISO

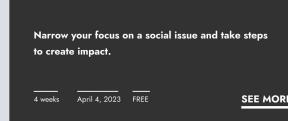


CORSI

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

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

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

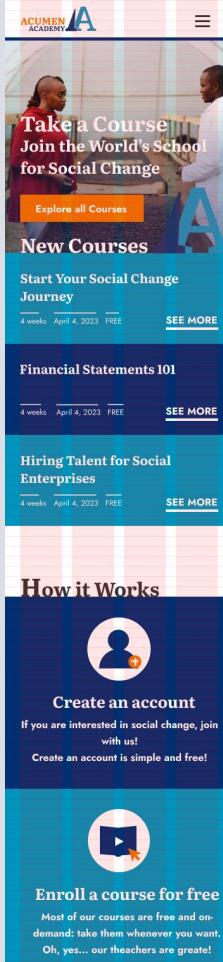
JOIN FOR FREE

Or

[Continue with Facebook](#)

[Continue with Google](#)

Already in Acumen? [LOG IN](#)



GRIGLIA DESKTOP E MOBILE

DESKTOP:

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

MOBILE:

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

NUOVA INTERFACCIA

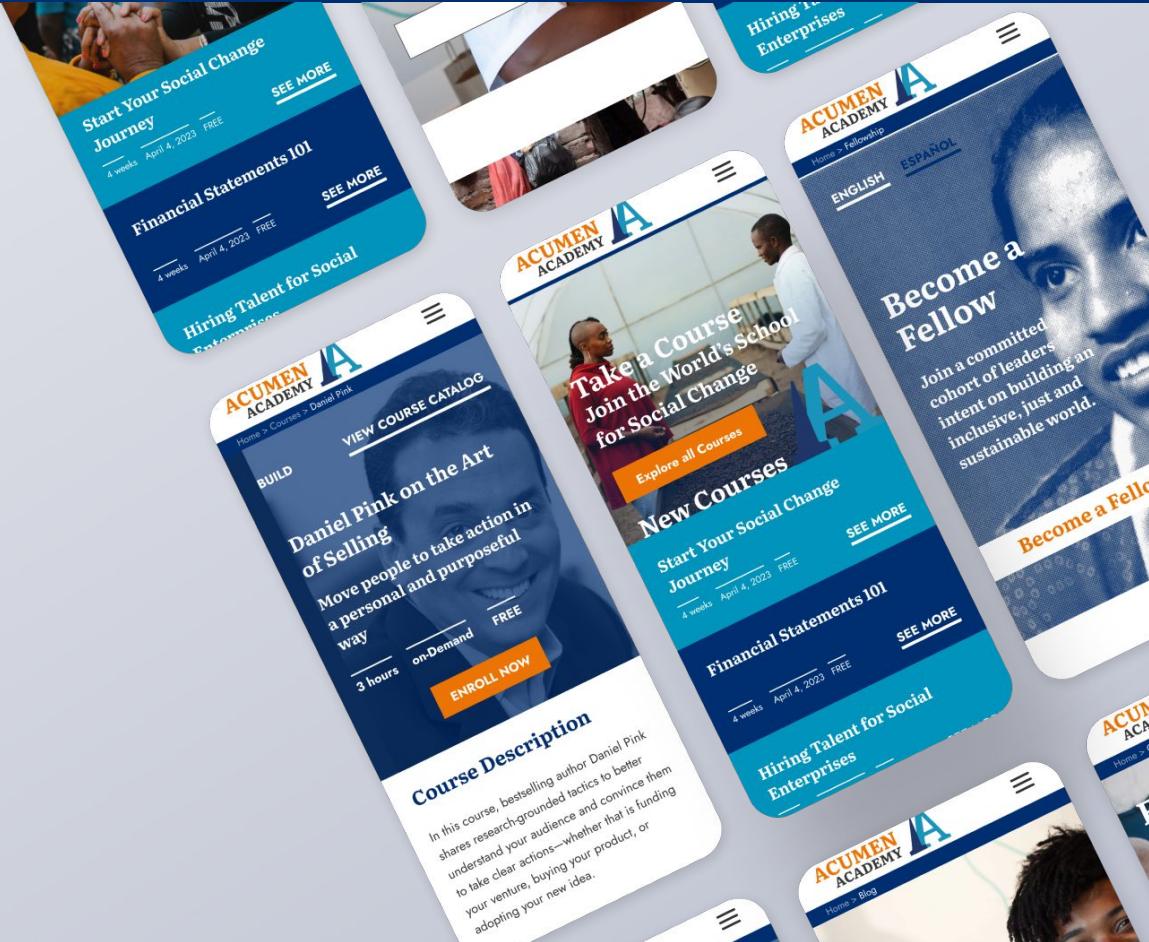
NUOVA INTERFACCIA

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

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

Explore All Courses

Stay Connected with Our Offerings

name@email.com

Sign Me Up

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

BROWSE COURSES

Become a Fellow
Join a movement of leaders breaking boundaries to build a better future.

LEARN MORE

Be Part of Something Bigger
See how our Community of Social Innovators is driving social change.

VISIT OUR BLOG

Who's Learning With Us
FOR AFFILIATION ONLY

HEIFER

ACCION

TEACHFORINDIA

500k
community members collaborating in 192 countries

Become

NUOVA PROPOSTA

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

SEE MORE

How it Works

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

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

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

Who's Learning With Us
FOR AFFILIATION ONLY

ACCION

ps news

United Way

HEIFER

TEACHFORINDIA

Be The Change!

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

BUILD
Daniel Pink on the Art of Selling

INNOVATE
Inclusive Business: Reimagine Key Operations

LEAD
Al Pitampalli on Embracing Persuadability

BUILD
Debbie Millman on Branding for Social Change

HOMEPAGE 1/3

Become a Fellow

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

[LEARN MORE](#)



[WATCH VIDEO](#)

Stay Connected

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

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

Accelerate Your Impact

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

[LEARN MORE](#)



From Our Blog

[READ MORE ARTICLES](#)



Design 101: Prototyping
Business Model Canvas Change Journey
Demystifying Finance

5 weeks | May 16, 2023 | FREE

3 hours | On-Demand | FREE

3 hours | On-Demand | FREE

[SEE ALL THE COURSES](#)

Our achievements

15 years
of Acumen Fellows
challenging the status quo



Become a Fellow

Meet our fellows



Stay Connected

From Our Blog

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FUND YOUR IDEA

The Ultimate Introductory Guide to Funding Your Social Enterprise

[READ MORE](#)

MASTER INNOVATION

Human-Centred Design: How to Embrace Failing Fast

[READ MORE](#)

IMAGINE AND DEVELOP YOUR IDEA

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

[READ MORE](#)

Acumen Academy

[GET OUR NEWSLETTER](#)

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

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Nuova navbar con logo e CTA più visibili

Homepage Nuova Proposta

The screenshot shows the homepage of Acumen Academy. At the top is a new navigation bar with the 'ACUMEN ACADEMY' logo, 'Courses', 'Foundry', 'Blog', 'LOG IN', and a large orange 'JOIN FOR FREE' button. Below the bar is a hero section with a photo of two people in a greenhouse and the text 'Take a Course' and 'Join the World's School for Social Change'. A pink arrow points to the 'JOIN FOR FREE' button. The main content area features a 'New Courses' section with three cards: 'Start Your Social Change Journey', 'Financial Statements 101', and 'Hiring Talent for Social Enterprises'. Below this is a 'How it Works' section with three cards: 'Create an account', 'Enroll a course for free', and 'Change the World'. A pink arrow points to the 'Create an account' card. At the bottom, there's a 'Be The Change!' section with a call to learn leadership and innovation, and a 'Who's Learning With Us' section featuring logos for ACCION, PS, United Way, HEIFER, and TEACHFORINDIA.

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.

Menù a comparsa della navbar mobile.

The screenshot shows the mobile navigation menu, which includes 'Courses', 'Foundry', 'About', 'Accelerators', and 'Fellowship'. On the right side of the menu, there are social media icons for Instagram, Facebook, LinkedIn, and Twitter. A pink arrow points to the 'Courses' item in the menu.

Sezione aggiunta: Come funziona il sito

Sezione aggiunta: Come funziona il sito

This screenshot shows the 'How it Works' section from the mobile version of the site. It includes the same three cards as the desktop version: 'Create an account', 'Enroll a course for free', and 'Change the World'. A pink arrow points to the 'Create an account' card. Below these cards, there's additional text: 'If you are interested in social change, join with us! Create an account is simple and free!' and 'Create an account is simple and free!'. The overall layout is more compact than the desktop version.

Carosello affiliati

[SEE ALL THE COURSES](#)

Our achievements

15 years
of Acumen Fellows
challenging the status quo



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

Become a Fellow

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

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

[LEARN MORE](#)

Meet our fellows

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

Stay Connected

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

Accelerate Your Impact

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

Be The Change!

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

BUILD
Daniel Pink on the Art of Selling
2 weeks | On-Demand | FREE

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

LEAD
Start Change
1 hour

Carosello corsi in home.

Our achievements

15 years
of Acumen
Fellows
challenging
the status quo



Become a Fellow

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

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

[LEARN MORE](#)

Meet our fellows

All the people tell their own story (3:09)

BRIQ (3:23)

How start-ups (3:09)

< >

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

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

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Sezione Blog

Stay Connected

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Footer con nuovo logo.

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HOMEPAGE 3/3

PROTOTIPO

NUOVA INTERFAZIA

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 link to "Start Your Social Change Journey"), "Start Your Social Change Journey" (with a link to "Financial Statements 101"), and "Financial Statements 101". A sidebar on the left contains filters for "Search", "Theme" (Build, Innovate, Lead), "Subject" (Business Strategy, Design Products and Services, Financial Management, Fundraising, Impact Measurement, Leadership, Marketing and Sales, Talent), "Format" (On-Demand, Team Course), "Length" (1-4 hours, 5-8 hours, 1-8 weeks, 5-8 weeks), and a "Find your course..." search bar.

New Courses
Start Your Social Change Journey
Financial Statements 101

Start Your Social Change Journey
Daniel Pink on the Art of Selling
Social Entrepreneurship 101
Debbie Millman on Branding for Social Change

Financial Statements 101
AI Pithampalli on Embracing Persuadability
Business Models for Social Enterprise
Hiring Talent for Social Enterprises

Innovate
Dan Ariely on Changing Customer Behavior
Introduction to Human-Centered Design

Lead
Sarah Robb O'Hagan on Competitive Advantage
Inclusive Business: Redefine Success

Build
Human-Centred Design 201: Prototyping
Krista Tippett on the Art of Conversation
Financial Statements 101

Help

NUOVA PROPOSTA

The screenshot shows the homepage of Acumen Academy's proposed website. The layout is similar to the current version but includes several changes. The "Courses" menu item is now at the top right, and there's a prominent "LOG IN" button. The main banner and sections ("Explore Our Courses", "New Courses", "Start Your Social Change Journey", "Financial Statements 101") are identical. The sidebar on the left has been simplified, showing only the "Find your course..." search bar and a list of 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), LENGTH (1-4 Hours, 5-8 Hours, 1-4 Weeks, 5-8 Weeks), and a "SEE MORE" button. The course grid below is also identical to the current version.

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

New Courses

Start Your Social Change Journey

Financial Statements 101

Hiring Talent for Social Enterprises

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

BUILD
Daniel Pink on the Art of Selling
Elizabeth Gilbert's Creativity Workshop
Business Models for Social Enterprise

INNOVATE
Designing for Environmental Sustainability and Social Impact

BUILD
Lean Data Approaches to Measure Social Impact
Chris Anderson on Public Speaking

BUILD
Prasad Setty of Google on People Analytics
Sarah Robb O'Hagan on Competitive Advantage

INNOVATE
Inclusive Business: Reimagine Key Operations

BUILD
Debbie Millman on Branding for Social Change
Scott Sonenshein on Resourcefulness

INNOVATE
Nonprofit Fundraising Essential
Human-Centred Design 201: Prototyping
Systems Practice

PAGINA CORSI

PAGINA CORSI NUOVA PROPOSTA

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

FILTERS X

- 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

Tasto filtri.

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

PAGINA PRODOTTO ATTUALE

The screenshot shows a course landing page for '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 a subtitle 'Move people to take action in a personal and purposeful way' are displayed. A green 'Enroll Now' button is prominent. The page includes sections for 'Learn How To' (with bullet points like 'Connect with your customers perspectives and needs'), a video thumbnail for 'Watch a Preview', and a 'Course Syllabus' section with four main points: 'INTRODUCTION TO THE COURSE', 'THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY', 'THE ART OF PITCHING', and 'MAKE IT PERSONAL. MAKE IT PURPOSEFUL'. Each syllabus item has a small dropdown arrow next to it. At the bottom, there's a testimonial from Anna: "'Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher.'".

NUOVA PROPOSTA

The screenshot shows the proposed new product page for the same course. It features a similar layout but with several changes. The 'Course Description' section is now at the top, followed by a detailed description of the course content. Below this is a 'Course Syllabus' section with the same four main points. To the right of the syllabus, there's a sidebar with course details: '100% Free Online Course', 'English', 'Certificate Available', 'Flexible Schedule', 'Beginner Level', '3 hours Worth of Material', '6 Assignments', and '21 Videos'. A testimonial from Anna is also present at the bottom: "'Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher.'".

Learn How To

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

Course Description

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

About the Instructor



Daniel Pink

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

Related Courses

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

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- ✓ Pitching techniques;
- ✓ Map the power dynamics between customers and sellers;
- ✓ Make sales personal, purposeful and ultimately human.

About the Instructor



Daniel Pink

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

Related Courses

INNOVATE

Dan Ariely on Changing Customer Behavior

4 weeks · Sep 26, 2022 · FREE

BUILD

Debbie Millman on Branding for Social Change

2 hours · On-Demand · \$25

[VIEW COURSE CATALOG](#)



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PAGINA CORSO NUOVA PROPOSTA

PAGINA CORSO 1/2

Elemento sticky che appare in alto con lo scroll

The screenshot shows the top portion of the new course proposal page. At the very top, there's a sticky header with the Acumen Academy logo, navigation links (Courses, Foundry, Blog, Log In, Join for Free), and a 'VIEW COURSE CATALOG' button. Below this, the main course title 'Daniel Pink on the Art of Selling' is displayed with a thumbnail image of Daniel Pink. To the left of the thumbnail, it says '3 hours on Demand FREE'. To the right is a large orange 'ENROLL NOW' button. Below the title, there's a brief course description: 'Move people to take action in a personal and purposeful way'. Underneath the description is a 'Course Description' section with a detailed text and a 'Watch a Preview' video thumbnail. To the right of the preview is a sidebar with course details: 100% Free Online Course, English, Certificate Available, Flexible Schedule, Beginner Level, 3 Hours Worth of Material, 6 Assignments, and 21 Videos. The main content area below the sidebar contains four sections: 'Course Syllabus', '01 INTRODUCTION TO THE COURSE', '02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY', '03 THE ART OF PITCHING', and '04 MAKE IT PERSONAL. MAKE IT PURPOSEFUL'. The 'Course Syllabus' section is currently expanded, showing a quote from a student: "'Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher.' - Anna'. Below this quote is a 'Learn How To' section with two bullet points: 'Connect with your customers perspectives and needs;' and 'Engage your audience effectively with different'.

Syllabus con schede a scomparsa

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

The screenshot shows the old course proposal page. It has a similar layout to the new one, with a sticky header at the top. The main course title 'Daniel Pink on the Art of Selling' is present with its thumbnail and course details. Below the title is a brief course description. To the right is a 'Course Description' section with a detailed text and a 'Watch a Preview' video thumbnail. A red arrow points to this preview section with the label 'Video anteprima del corso, con informazioni sottostanti.'. Below the preview is a sidebar with course details. The main content area contains four sections: 'Course Syllabus', '01 INTRODUCTION TO THE COURSE', '02 THE NEW ABC'S OF SELLING: ATTUNEMENT, BUOYANCY, CLARITY', '03 THE ART OF PITCHING', and '04 MAKE IT PERSONAL. MAKE IT PURPOSEFUL'. The 'Course Syllabus' section is expanded, showing a quote from a student: "'Loved it! The presentation is engaging and compelling. This Master Class made me a better negotiator and more persuasive pitcher.' - Anna'. Below this quote is a 'Learn How To' section with two bullet points: 'Connect with your customers perspectives and needs;' and 'Engage your audience effectively with different'.

Descrizione corso.

Video anteprima del corso, con informazioni sottostanti.

Elemento sticky che appare in basso con lo scroll

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.

- ✓ Pitching techniques;
- ✓ Map the power dynamics between customers and sellers;
- ✓ Make sales personal, purposeful and ultimately human.

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

Related Courses



Dan Ariely on
Changing
Customer
Behavior

4 weeks | Sep 20, 2022 | FREE



Debbie Millman on
Branding for
Social Change

2 hours | On-Demand | \$95

[VIEW COURSE CATALOG](#)



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

Aana

...

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

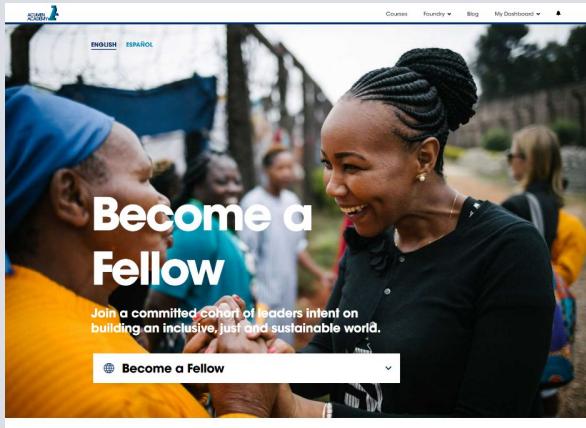
About the Instructor



Daniel Pink

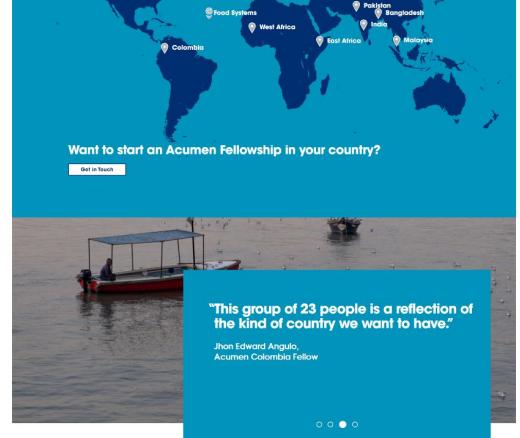
NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.

Related Courses

BECOME A FELLOW ATTUALE**Behind the Scenes****NUOVA PROPOSTA**

The proposed redesign features a large, bold "Become a Fellow" headline and a sub-headline: "Join a committed cohort of leaders intent on building an inclusive, just and sustainable world." Below this is a "Become a Fellow" button. The main content area is titled "Behind the Scenes" with a sub-section "See the Acumen Fellows in action" featuring a video thumbnail. Another section, "Around the Globe", displays a world map with project locations and a "GET IN TOUCH" button. A quote at the bottom right reads: "Being an Acumen Regional Fellow gave me words to my story. Before I knew what I was doing was important, but now I know it has".

FELLOWSHIP 1/4



The Fellowship Experience

Year One



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

Acumen Fellows will:

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

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

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

Beyond Year One

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



What Makes a Fellow



The Fellowship Experience

Year One

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

Acumen Fellows will:

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

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What Makes a Fellow



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

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

Dedicated to poverty and justice

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

Locally rooted

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

Featured Fellows

Gayatri Jolly



Radha Karnad



Sarah Matindi



Haroon Yasin



Kibret Tuffa



Julian Facundo Rinaudo


[Meet the Fellows →](#)

Fellows as

Diverse perspective

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Julian Facundo Rinaudo



Fellows as Influencers

Fellow Ms Manjushree Patil
about redefining inclusion.

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

Acumen Fellow Teresa Njoroge
on her journey to freedom after being
falsely imprisoned and her journey to
redemption.

Fellows as Influencers



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Fellow Ms Manjushree Patil
is redefining inclusion.

Acumen Fellow Shad Begum (17) calls
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political voice.

Acumen Fellow Teresa Njoroge
was falsely imprisoned and her journal
of redemption.

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FELLOWSHIP 4/4

FELLOWSHIP NUOVA PROPOSTA

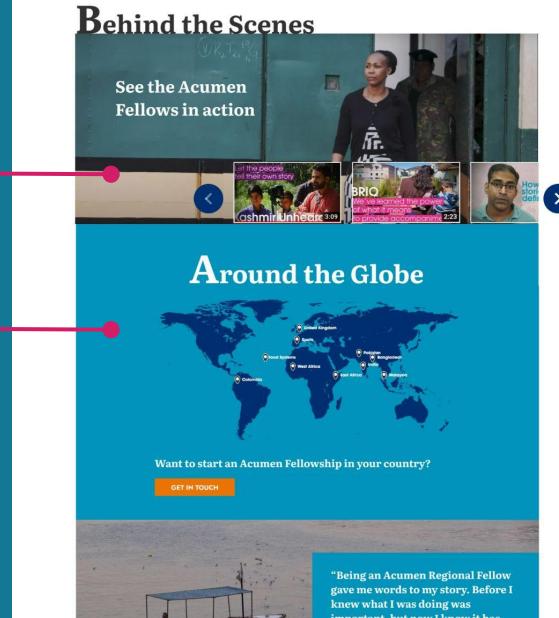
BECOME A FELLOW 1/4

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.

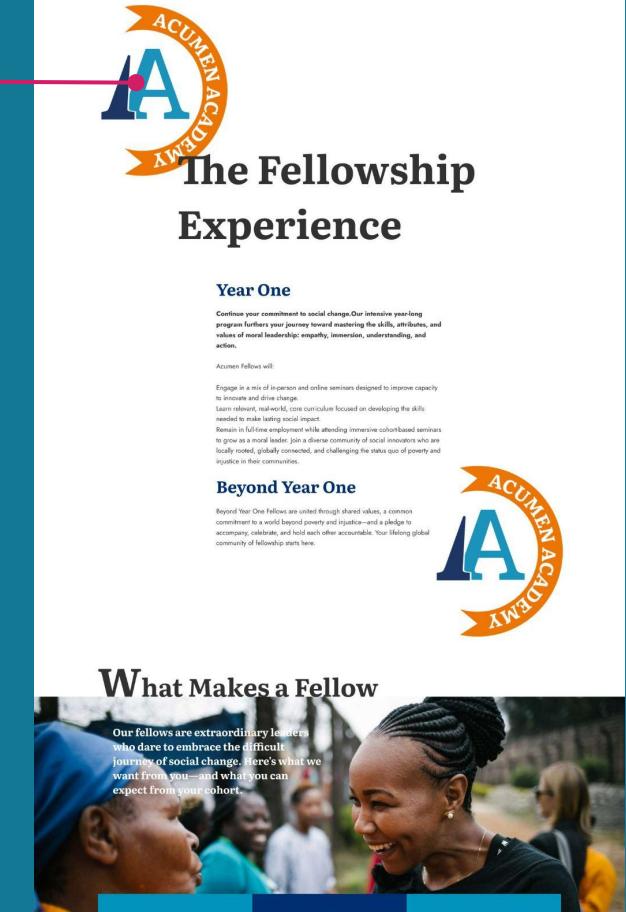


Carosello dei video dei fellows



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

Nuovi loghi nella sezione Fellowship Experience.



The Fellowship Experience

Year One

Ken Oloo,
Acumen East Africa Fellow

ACUMEN ACADEMY

Beyond Year One

What Makes a Fellow

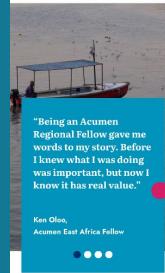
Our fellows are extraordinary leaders who dare to embrace the difficult journeys of social change. Here's what we want from you—and what you can expect from your cohort.

Engage in a mix of in-person and online seminars designed to improve capacity to innovate and drive change. Learn relevant, real-world core curriculum 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.

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Year One

Ken Oloo,
Acumen East Africa Fellow

ACUMEN ACADEMY

Beyond Year One

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Feedback dei Fellows.

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

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

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

Featured Fellows

Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

Sarah Matindi



EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

Sezione Featured Fellows invariata, l'hover mostra i progetti portati avanti dai fellow.

What Makes a Fellow

Our fellow cohort includes 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 intrapreneurs, to builders reimagining boundaries, our cohorts are curated across all sectors and backgrounds.



Dedicated to poverty and injustice

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



Locally rooted

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

Cosa deve avere un fellow per diventare tale.

Featured Fellows

Gayatri Jolly



Haroon Yasin



Kibret Tuffa



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

Fellows as Influencers

Fellow Ms Manjushree Patil (17') is redefining inclusion.

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

Acumen Fellow Teresa Njoroge (17') was falsely imprisoned and her journey to redemption.

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



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." Call-to-action: "BROWSE LEADERSHIP".
- Innovation:** Shows two men in a workshop. Text: "Think radically. Develop original ideas for challenge conformity and speed the status quo." Call-to-action: "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." Call-to-action: "BROWSE ALL FUNDRAISING".
- Business Strategy:** Shows a man working in a field. Text: "Model and build your business and team. Plant the seeds of change and watch them take root and grow." Call-to-action: "BROWSE ALL STRATEGY".
- Stories:** This card is partially visible at the bottom.

NUOVA PROPOSTA

The proposed design features a larger main image at the top with the text "Explore Our Blogs" and "Let our stories inspire you!". Below it, there are four main category 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." Call-to-action: "BROWSE LEADERSHIP".
- Innovation:** Shows a man looking at the camera. Text: "Think radically. Develop original ideas for challenge conformity and speed the status quo." Call-to-action: "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." Call-to-action: "BROWSE FUNDRAISING".
- Business Strategy:** Shows a man working in a field. Text: "Model and build your business and team. Plant the seeds of change and watch them take root and grow." Call-to-action: "BROWSE BUSINESS STRATEGY".

At the bottom, there is a section titled "Stories About" with the heading "Redefining Success".

STORIES ABOUT
Redefining Success
Acumen Academy news, announcements, and lesser-use stories.
[BROWSE STORIES](#)

In Depth Guides

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

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

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

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

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

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

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

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

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

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

In Depth Guides

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



[SEE ALL THE GUIDES](#)

Keep Learning



[SEE ALL THE COURSES](#)

GUIDE

Brand Storytelling for Social Enterprise

GUIDE

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 →

Contact Us →

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

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Email _____ Select Country _____

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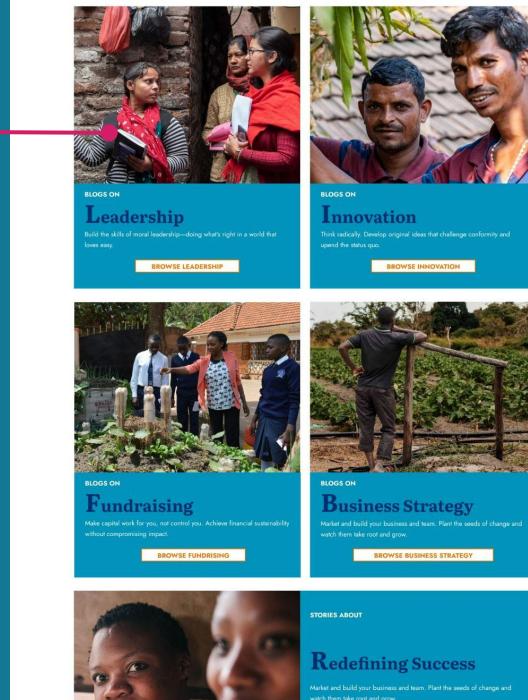
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BLOG NUOVA PROPOSTA

BLOG 1/3

La CTA porta all'ultimo post del blog.

Varie sezioni del blog.



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 scale your products and services. Featuring advice from experts and social innovators, our guides offer actionable content to help you learn more about a topic, or peak your interest for something new — all curated to support you on your journey toward creating change.

GUIDE

Learn the Art of Storytelling to Tell Stories That Matter

[READ MORE](#)

GUIDE

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

[READ MORE](#)

GUIDE

Using Systems Practice to Tackle Difficult Problems in Complex Environments

[READ MORE](#)

GUIDE

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

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GUIDE

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[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

INNOVATE

D. Ariely on Changing Customer Behavior

4 weeks | 180/20 | 1050

[SEE ALL THE COURSES](#)

BUILD

Debbie Millman on Branding for Social Change

3 hours | On Demand | 1295

[READ MORE](#)

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

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.

Market and build your business and team. From the needs of change and watch them take root and grow.

[BROWSE STORIES](#)

In Depth Guides

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



GUIDE

Learn the Art of Storytelling to Tell Stories That Matter

[READ MORE](#)

GUIDE

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

[READ MORE](#)

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[READ MORE](#)

GUIDE

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[READ MORE](#)

GUIDE

Ethical Marketing: The Value of Brand Transparency

[READ MORE](#)

Carosello dei post sulle Guide.

The image displays two mobile prototypes for the Acumen Academy website. Both prototypes feature a large, stylized orange letter 'A' logo at the top. The left prototype has a dark background with white text for the 'ACUMEN ACADEMY' title and a white input field for the newsletter sign-up. The right prototype has a light blue background with white text for the 'ACUMEN ACADEMY' title and a white input field for the newsletter sign-up. Both prototypes include a 'Keep Learning' section with a video thumbnail, a 'SEE ALL THE COURSES' button, and a 'Get Our Newsletter' sign-up form.

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 are 'Help' links for 'FAQs' and 'Contact Us'. At the bottom, there's a newsletter sign-up form with fields for First Name, Last Name, Email, and a 'Sign Up' button. The Acumen Academy logo is visible on the right.

NUOVA PROPOSTA

The proposed page features a 'BUILD' section with a 'Congratulations!' message, stating 'You are now enrolled on the course. Go to your Dashboard to start it.' Below this is a 'SEE THE DASHBOARD' button. Further down, there are sections for 'Related Courses': 'INNOVATE' featuring 'Dan Ariely on Changing Customer Behavior' (4 weeks, Tue 10, 2022, FREE) and 'BUILD' featuring 'Debbie Millman on Branding for Social Change' (3 hours, on Demand, FREE). The Acumen Academy logo is prominently displayed at the bottom.

THANK YOU PAGE

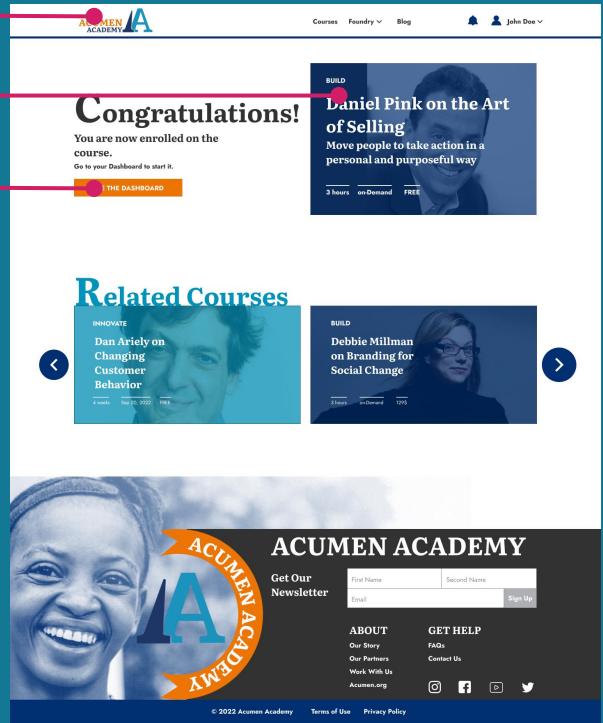
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THANK YOU PAGE NUOVA PROPOSTA

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

Immagine del corso alla quale ci si è
iscritti.

CTA che collega alla dashboard del
profilo.



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.

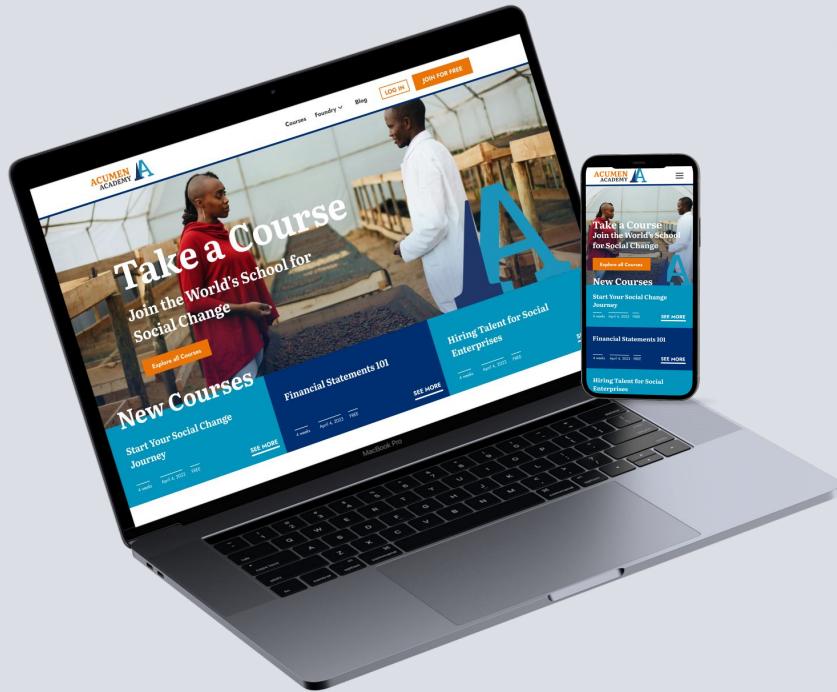
DESKTOP



MOBILE (per laptop)



MOBILE (per mobile)



GRAZIE PER L'ATTENZIONE!



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