

# 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

COLOR PALETTE

FONT

ICONE

3

2

### PROTOTIPO

UI KIT

NUOVA INTERFACCIA

PROTOTIPO

16

# PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

LOGO



## GRAFICA

CREAZIONE LOGO

COLOR PALETTE

FONT

ICONE

4

10

13

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

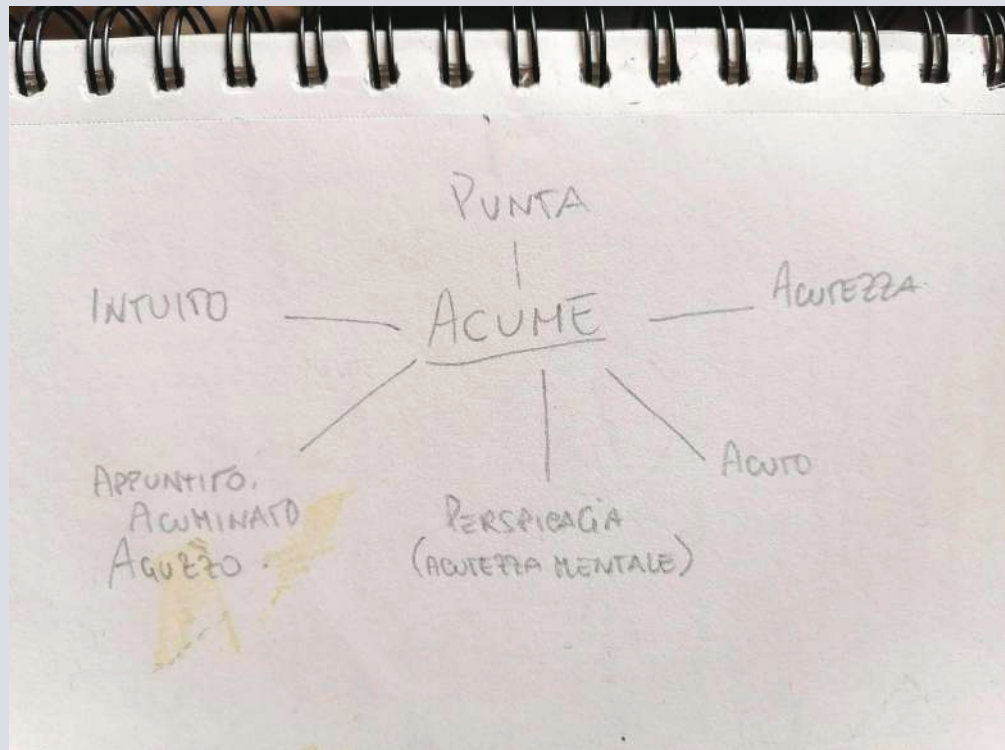
a-cù-me

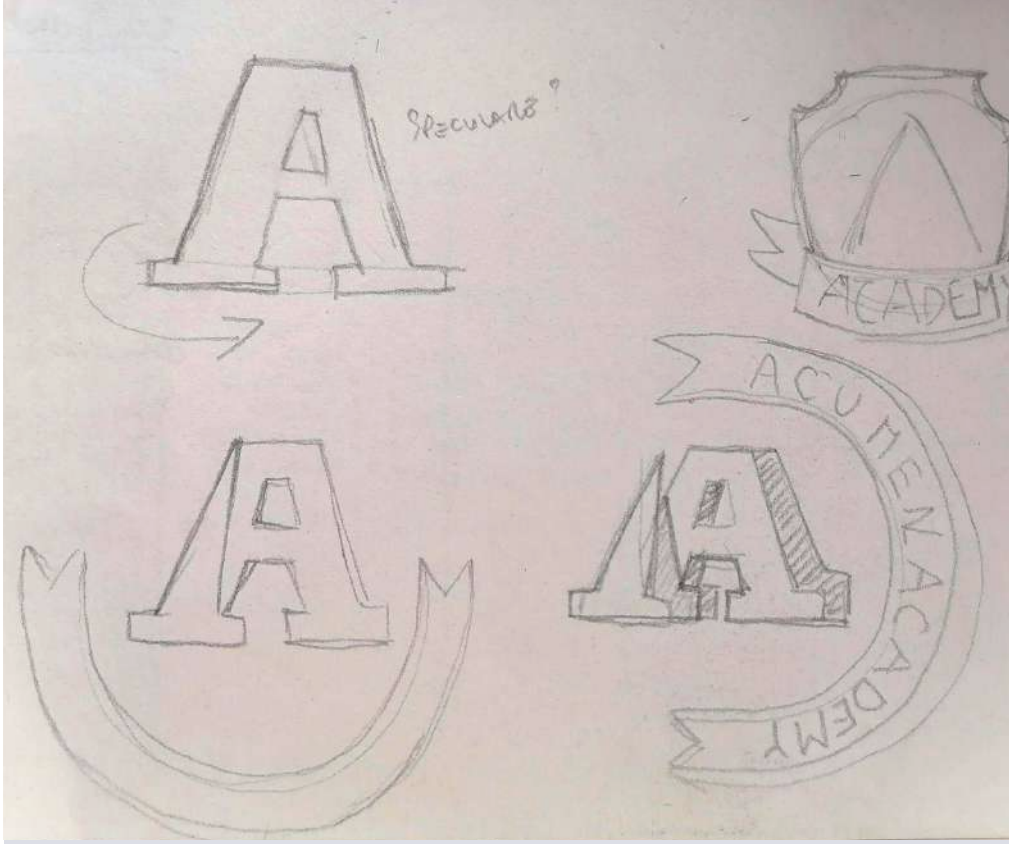
**SIGNIFICATO** Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

**ETIMOLOGIA** voce dotta recuperata dal latino *acumen*, 'punta', derivato da *acūere*, '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".

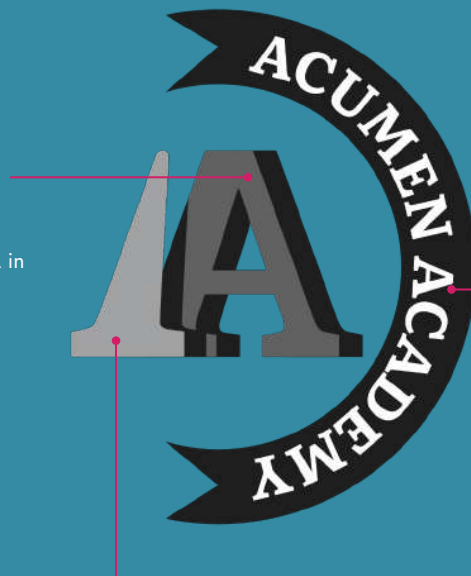




### A COME ACADEMY

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.



### 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.

### 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.

## VECCHIO LOGO



Logo desaturato.

## NUOVO LOGO



Logo desaturato.





## VARIANTI

Sono state studiate anche delle varianti del logo.





# COLOR PALETTE

## COLOR PALETTE

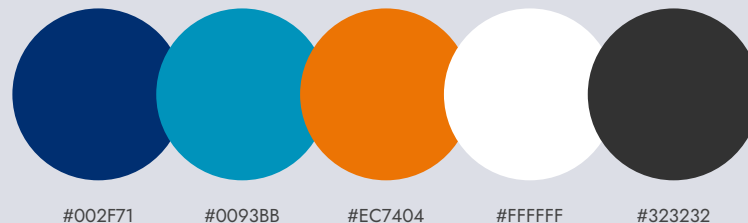
Ho confermato in parte la **palette colori originaria**, molto nutrita ma che non forniva una identità univoca al sito e al brand.

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.

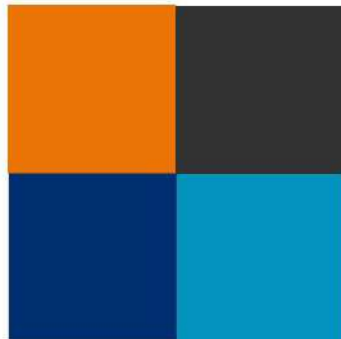


LOGO ORIGINARIO



NUOVO LOGO





## 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 Æ 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 Æ Ò Ù

a b c d e f g h i j k l m n o p q r s t u v w x y z  
à è é ì ò ù

# ICONE

## ICONE

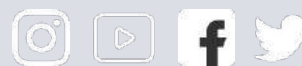
L'attuale sito di Acumen Academy ha poche icone a sua disposizione: le uniche presenti sono quelle nella pagina del corso e quella a forma di campanella nella sezione utente.

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

### ICONE NAVBAR



### ICONE SOCIAL



### ICONE PAGINA CORSO



ICONE HOME PAGE E FELLOWSHIP





# PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

PROTOTIPO

2

## PROTOTIPO

UI KIT

NUOVA INTERFACCIA

PROTOTIPO

17

26

55

## 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

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

P. Testo  
C. Caption

### JOST mobile

P	P	C
Aa	Aa	Aa
16px	16px	12px

## BOTTONI

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.

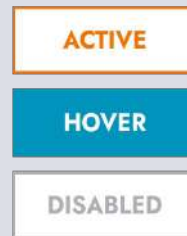
Il **bottone terziario** ha il testo sottolineato e l'hover arancione.

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

PRIMARIO



SECONDARIO



TERZIARIO



LINK



## 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

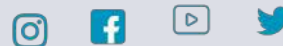
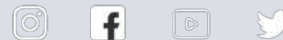
ATTIVE



HOVER



### SOCIAL



### 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 aggiunte le icone social.

## NAVBAR SENZA ACCESSO



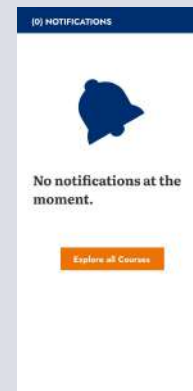
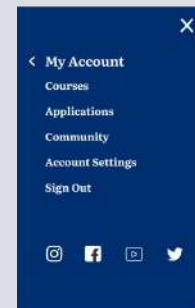
Dopo l'accesso, troviamo una sola icona, cioè quella degli avvisi; nel menù invece viene aggiunta la sezione utente.

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

#### NAVBAR DOPO L'ACCESSO



#### NAVBAR CON AVVISO

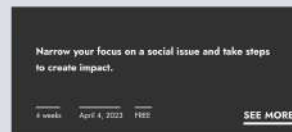


## CORSI

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**  
Enter your full name

**Email**  
name@email.com

**Password**  
Create 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**  
John Doe

**Email**  
john\_doe@gmail.com

**Password**  
\*\*\*\*\*

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

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

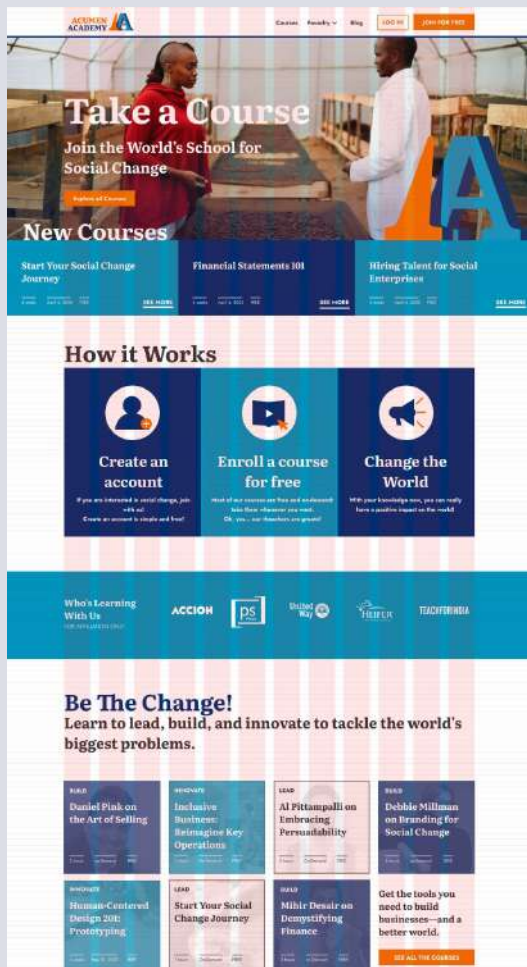
JOIN FOR FREE

Or

Continue with Facebook

Continue with Google

Already in Acumen? [LOG IN](#)



## GRIGLIA DESKTOP E MOBILE

### DESKTOP:

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

### MOBILE:

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

# NUOVA INTERFACCIA

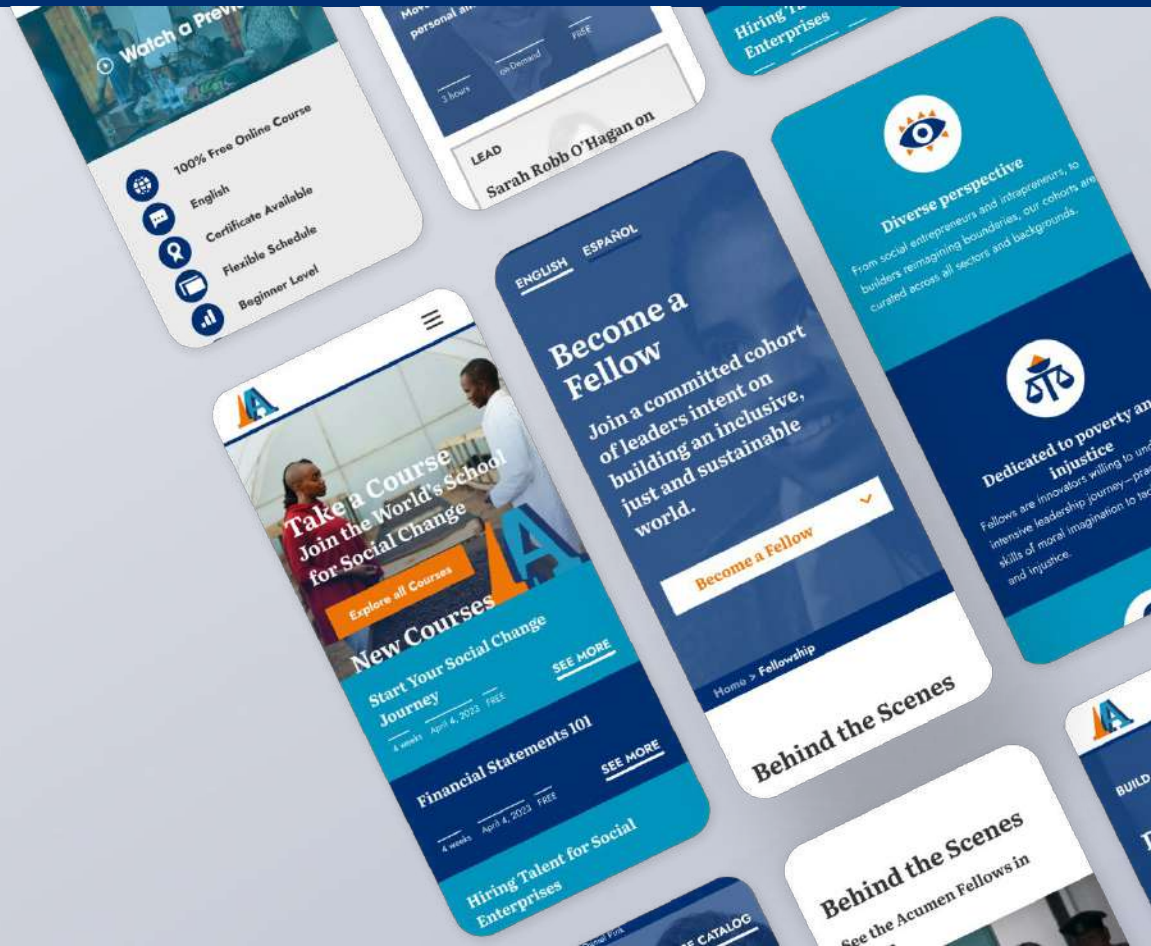
## NUOVA INTERFACCIA

In questa fase sono state create le nuove interfacce:

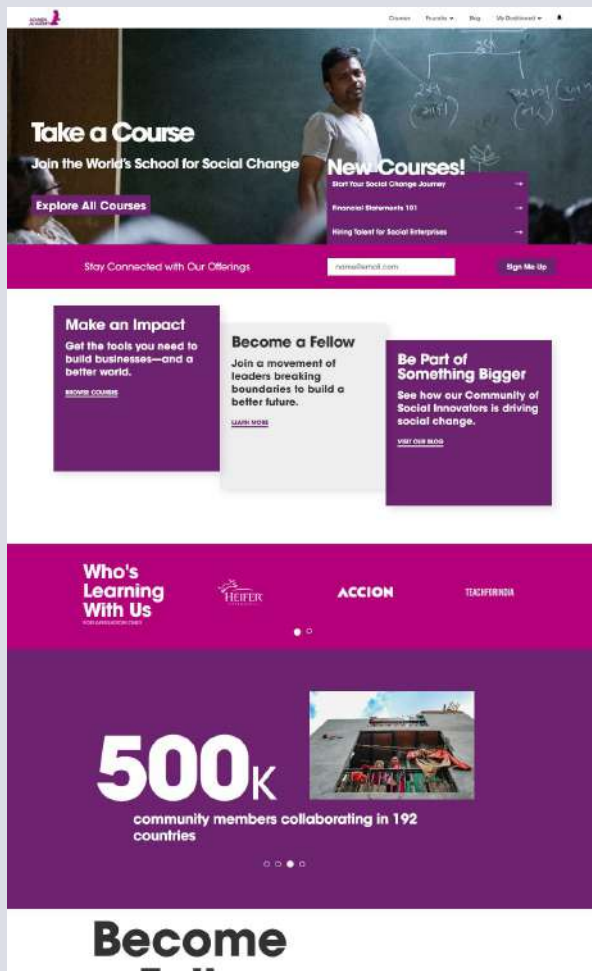
- Home page;
- Pagina con elenco corsi;
- Pagina Corso;
- Pagina Fellowship;
- Blog

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:

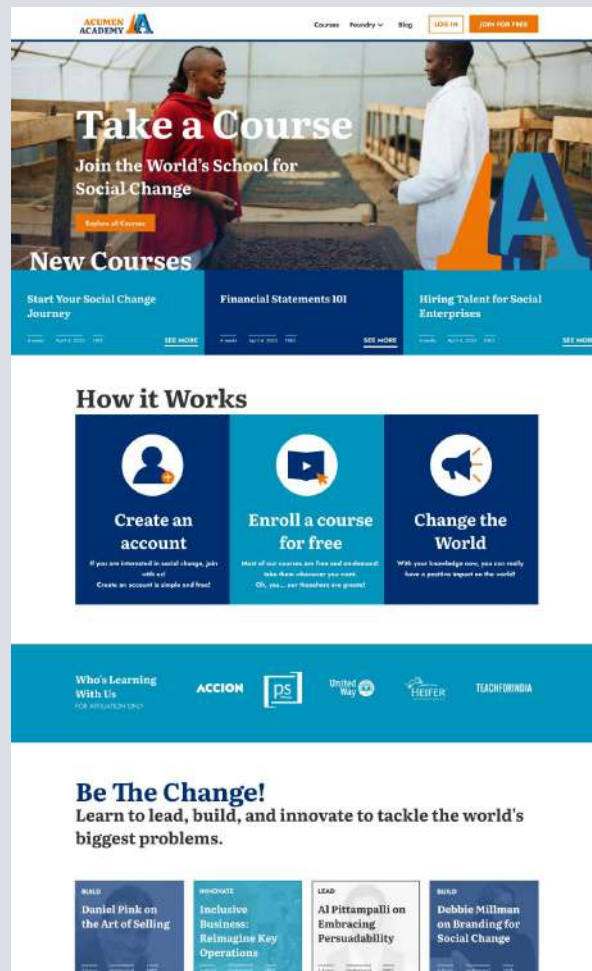


## HOMEPAGE ATTUALE



## NUOVA PROPOSTA

## 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.





# Accelerate Your Impact

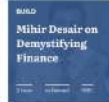
Get intensive, hands-on experience. Our Accelerators provide select social innovators with the tools and coaching you need to develop a sustainable business.

[LEARN MORE](#)



## From Our Blog

[READ MORE ARTICLES](#)



[SEE ALL THE COURSES](#)

## Our achievements

15 years  
of Acumen Fellows  
challenging the status  
quo



[WATCH VIDEO](#)

## Become a Fellow

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

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

[LEARN MORE](#)

## Meet our fellows



## Stay Connected

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

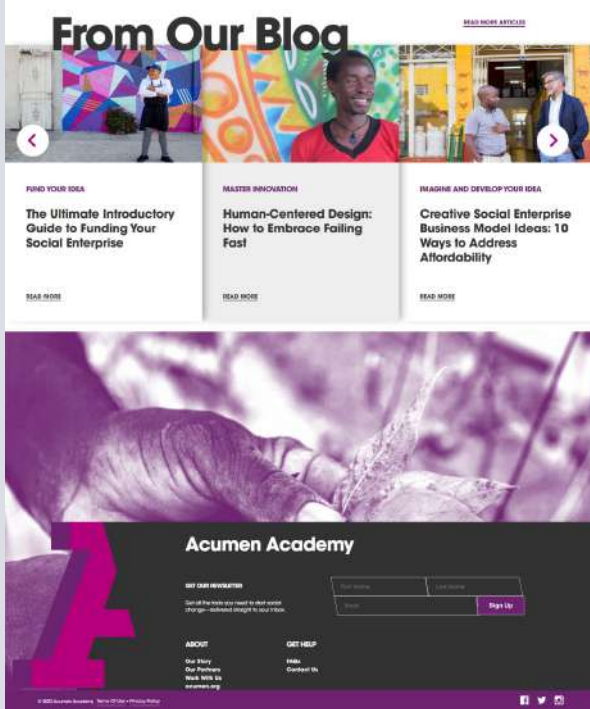




## Accelerate Your Impact







## Accelerate Your Impact



HOMEPAGE 3/3

## From Our Blog

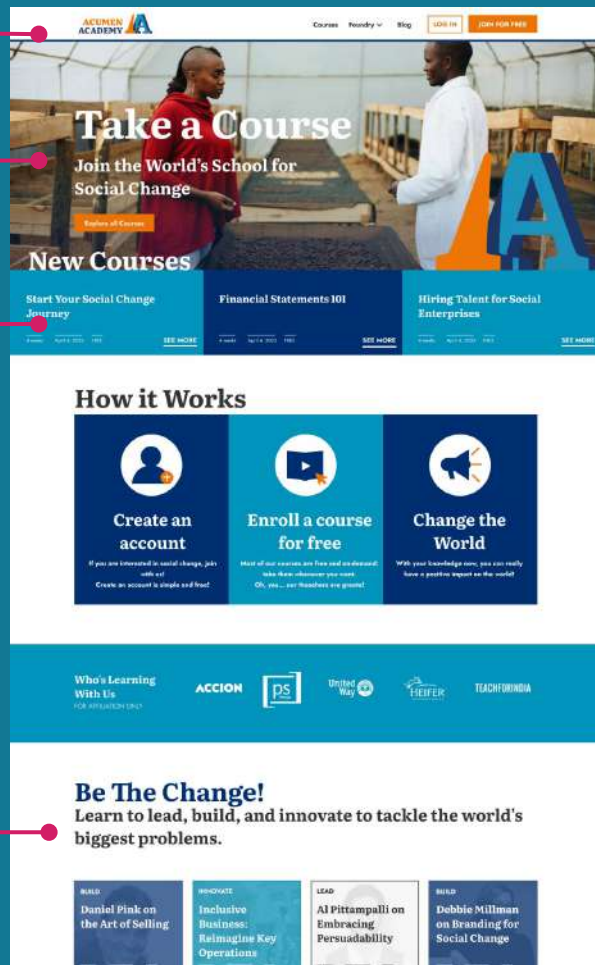

[READ THE OTHER ARTICLES](#)


## HOMEPAGE NUOVA PROPOSTA

Nuova navbar con logo e CTA più visibili

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



Menù a comparsa della navbar mobile.

Sezione aggiunta: Come funziona il sito

Carosello affiliati

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

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



## Our achievements

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



## Become a Fellow

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

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

[LEARN MORE](#)

**Meet our fellows**



## Stay Connected

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

First Name  Surname   
Email  [Sign Up](#)

## Accelerate Your Impact



## Be The Change!

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



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

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



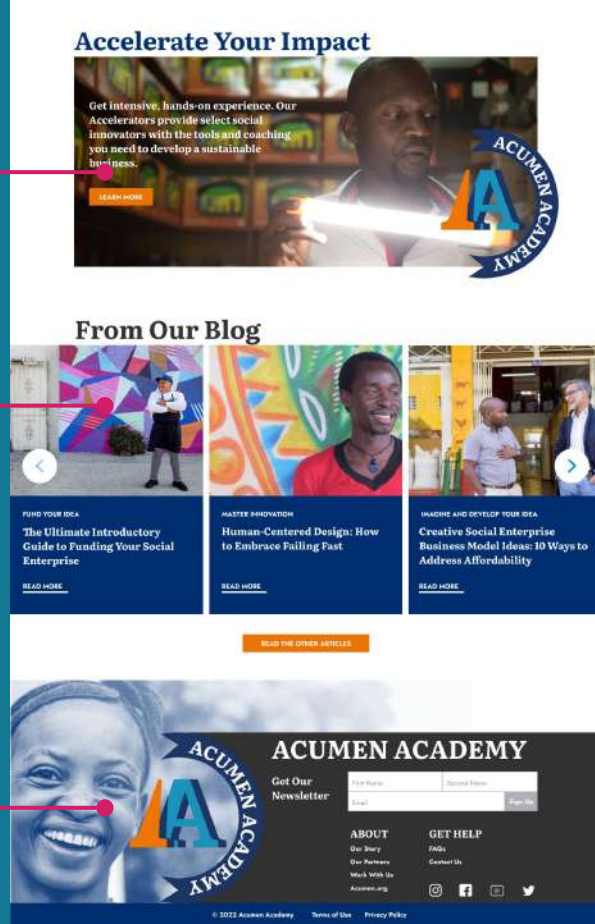
Carosello corsi in home.



Sezione dedicata al programma Accelerators

Sezione Blog

Footer con nuovo logo.



## Stay Connected

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

First Name  
 Second Name  
 Email  
 Sign Up

Form per newsletter: il tasto Sign Up è a funzione obbligatoria.

HOME PAGE 3/3

## Accelerate Your Impact

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

LEARN MORE

## From Our Blog



### FUND YOUR IDEA

The Ultimate Introductory Guide to Funding Your Social Enterprise

READ MORE

READ THE OTHER ARTICLES



Get Our Newsletter

## PAGINA CORSI ATTUALE

Search

Filter

Build it

Learn it

Lead it

Subject

Business Strategy it

Design Products and Services it

Financial Management it

Fundraising it

Impact Measurement it

Leadership it

Marketing and Sales it

Start it

Format

On-Demand

Team Course

Length

1 - 4 hours

5 - 8 hours

1 - 4 weeks

5 - 8 weeks

<b>Build</b> <b>Daniel Pink on the Art of Selling</b> 3 hours On-Demand Free <a href="#">See More</a>	<b>Build</b> <b>Social Entrepreneurship 101</b> 3 weeks April 10, 2023 Free <a href="#">See More</a>	<b>Build</b> <b>Debbie Millman on Branding for Social Change</b> 2 hours On-Demand Free <a href="#">See More</a>
<b>Lead</b> <b>AI Pittampalli on Embracing Perseusability</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>Build</b> <b>Business Models for Social Enterprise</b> 2 weeks April 4, 2023 Free <a href="#">See More</a>	<b>Build</b> <b>Hiring Talent for Social Enterprises</b> 1.5 hours On-Demand Free <a href="#">See More</a>
<b>Immerse</b> <b>Das Arlety on Changing Customer Behavior</b> 1.5 hours On-Demand Free <a href="#">See More</a>	<b>Immerse</b> <b>Introduction to Human-Centered Design</b> 7 hours May 28, 2023 Free <a href="#">See More</a>	<b>Lead</b> <b>Longevity Plus University Journey with Glass entryway practice</b> 1 hour On-Demand Free <a href="#">See More</a>
<b>Build</b> <b>Prasad Setty of Google on People Analytics</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>Lead</b> <b>Sarah Robb O'Hagan on Competitive Advantage</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>Immerse</b> <b>Inclusive Business: Redefine Success</b> 3.5 hours On-Demand Free <a href="#">See More</a>
<b>Immerse</b> <b>Human-Centered Design 201: Prototyping</b> 4 weeks May 15, 2023 Free <a href="#">See More</a>	<b>Lead</b> <b>Krista Tippett on the Art of Conversation</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>Build</b> <b>Financial Statements 101</b> 2.5 hours On-Demand Free <a href="#">See More</a>

Help

## NUOVA PROPOSTA

## PAGINA CORSI

Find your course...

## Our courses

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

☐ THEME

☐ Build

☐ Immerses

☐ Lead

☐ SUBJECT

☐ Business Strategy and Design Products and Services

☐ Financial Management

☐ Fundraising

☐ Impact Measurement

☐ Leadership

☐ Marketing and Sales

☐ Start

☐ FORMAT

☐ On-Demand

☐ Team Course

☐ LENGTH

☐ 1-4 Hours

☐ 5-8 Hours

☐ 1-4 Weeks

☐ 5-8 Weeks

<b>BUILD</b> <b>Daniel Pink on the Art of Selling</b> 3 hours On-Demand Free <a href="#">See More</a>	<b>LEAD</b> <b>Elizabeth Gilbert's Creativity Workshop</b> 1 hour On-Demand Free <a href="#">See More</a>	<b>BUILD</b> <b>Business Models for Social Enterprise</b> 2 weeks April 4, 2023 Free <a href="#">See More</a>
<b>IMMEDIATE</b> <b>Designing for Environmental Sustainability and Social Impact</b> 7 weeks May 15, 2023 Free <a href="#">See More</a>	<b>BUILD</b> <b>Lean Data Approaches to Measure Social Impact</b> 2 weeks April 4, 2023 Free <a href="#">See More</a>	<b>LEAD</b> <b>Chris Anderson on Public Speaking</b> 1 hour On-Demand Free <a href="#">See More</a>
<b>BUILD</b> <b>Prasad Setty of Google on People Analytics</b> 2 hours May 15, 2023 Free <a href="#">See More</a>	<b>LEAD</b> <b>Sarah Robb O'Hagan on Competitive Advantage</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>BUILD</b> <b>Storytelling for Change</b> 2 hours May 15, 2023 Free <a href="#">See More</a>
<b>IMMEDIATE</b> <b>Inclusive Business: Redefine Key Operations</b> 3.5 hours On-Demand Free <a href="#">See More</a>	<b>BUILD</b> <b>Debbie Millman on Branding for Social Change</b> 2 hours On-Demand Free <a href="#">See More</a>	<b>LEAD</b> <b>Scott Sonenshein on Resourcefulness</b> 2 hours On-Demand Free <a href="#">See More</a>
<b>BUILD</b> <b>Nonprofit Fundraising Essential</b> 2 weeks May 15, 2023 Free <a href="#">See More</a>	<b>IMMEDIATE</b> <b>Human-Centered Design 201: Prototyping</b> 4 weeks May 15, 2023 Free <a href="#">See More</a>	<b>IMMEDIATE</b> <b>Systems Practice</b> 4 weeks May 15, 2023 Free <a href="#">See More</a>

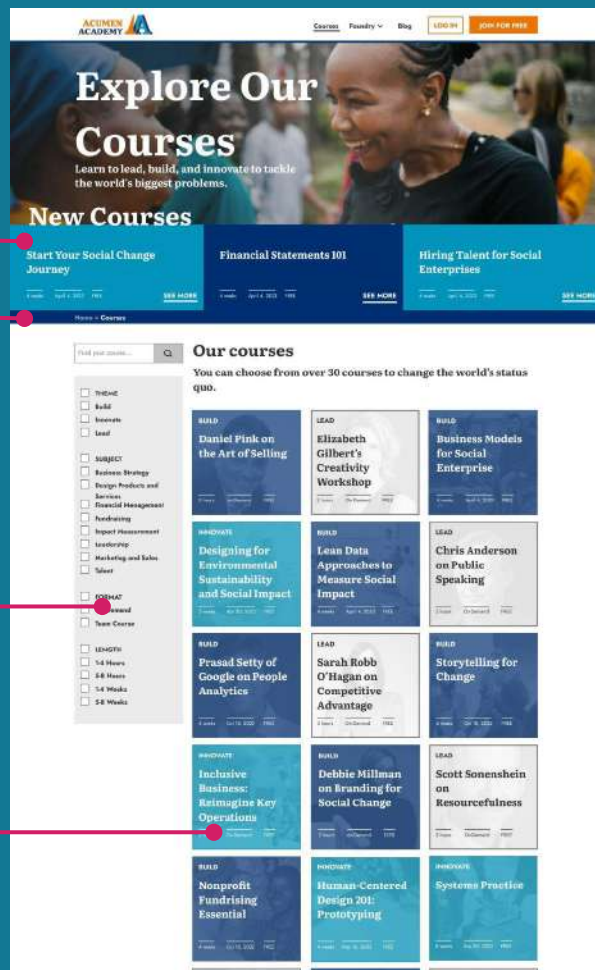
## PAGINA CORSI NUOVA PROPOSTA

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

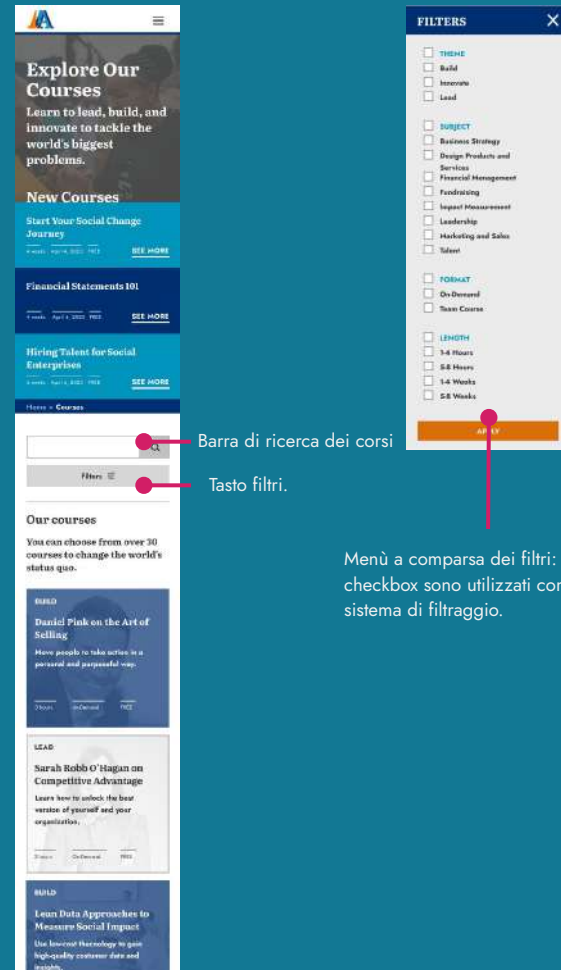
BreadCrumb

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.



## PAGINA CORSI

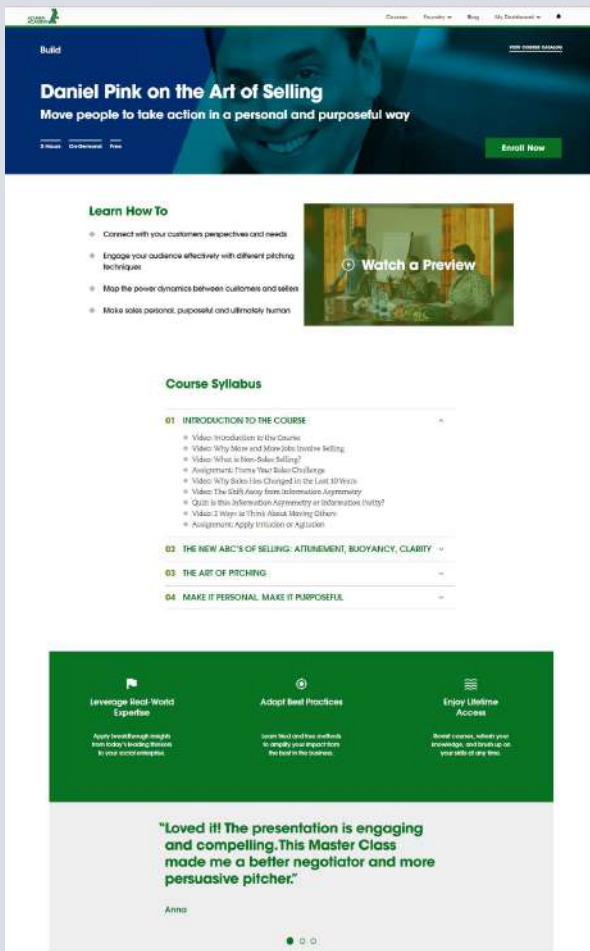


Barra di ricerca dei corsi

Tasto filtri.

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

## PAGINA PRODOTTO ATTUALE



The current product page features a dark blue header with a navigation bar. The main content area has a large hero section with a video thumbnail of Daniel Pink. Below this, there's a 'Learn How To' section with three bullet points. A 'Watch a Preview' button is prominently displayed. The 'Course Syllabus' section lists four modules: '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'. At the bottom, there's a green section with three icons: 'Leverage Next-World Expertise', 'Adapt Best Practices', and 'Enjoy Lifetime Access'. A quote from Anna is displayed at the very bottom.

**Build**

**Daniel Pink on the Art of Selling**  
Move people to take action in a personal and purposeful way

2 Hours On-Demand FREE

**Enroll Now**

**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

**Watch a Preview**

**Course Syllabus**

**01 INTRODUCTION TO THE COURSE**

- Video: Introduction to the Course
- Video: Why More and More Jobs Involve Selling
- Video: What is Non-Sales Selling?
- Assignment: Frame Your Sales Challenge
- Video: Why Sales Has Changed in the Last 10 Years
- Video: The Shift: From Information Aggregator to Information Persuader
- Quiz: Is this Information Aggregator or Information Persuader?
- Video: I Want to Thrive! Almost Moving Others
- Assignment: Apply Introduction 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 Next-World Expertise**  
Apply world-changing insights from today's leading business to your world tomorrow

**Adapt Best Practices**  
Learn best and new methods to apply your expertise from the best in the business

**Enjoy Lifetime Access**  
Revisit courses, refresh your knowledge, and track up on your sales at any time

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

Anna

## NUOVA PROPOSTA



The new proposal mockup features a dark blue header with a navigation bar. The main content area has a large hero section with a video thumbnail of Daniel Pink. Below this, there's a 'Course Description' section with a paragraph of text. The 'Course Syllabus' section lists four modules: '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'. At the bottom, there's a green section with a quote from Anna and a 'Learn How To' section with two bullet points.

**Build**

**Daniel Pink on the Art of Selling**  
Move people to take action in a personal and purposeful way

2 Hours On-Demand FREE

**Enroll Now**

**Course Description**

In this course, bestselling author Daniel Pink shows research-grounded tactics to better understand your audience and convince them to take clear, action-oriented. But is finding your selling, buying your product, or adapting your new idea.

Daniel's insights will change how you see the world and will transform how you interact with others, no matter the context.

**Course Syllabus**

**01 INTRODUCTION TO THE COURSE**

- Video: Introduction to the Course
- Video: Why More and More Jobs Involve Selling
- Video: What is Non-Sales Selling?
- Assignment: Frame Your Sales Challenge
- Video: Why Sales Has Changed in the Last 10 Years
- Video: The Shift: From Information Aggregator to Information Persuader
- Quiz: Is this Information Aggregator or Information Persuader?
- Video: I Want to Thrive! Almost Moving Others
- Assignment: Apply Introduction or Agitation

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

**03 THE ART OF PITCHING**

**04 MAKE IT PERSONAL. MAKE IT PURPOSEFUL**

**100% Free Online Course**

- English
- Certificate Available
- Flexible Schedule
- Beginner Level
- 3 Hours' Worth of Material
- 4 Assignments
- 21 Videos

**"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 shares research-generated secrets to better understand your audience and provides them to his audience, which is future.

[Direct Mail](#)

## 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**

10h 10m  
10h 10m  
10h 10m

On Demand

**Debbie Millman on Branding for Social Change**

10h 10m  
10h 10m  
10h 10m

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### Acumen Academy

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#### GET HELP

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

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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

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On Demand

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10h 10m  
10h 10m  
10h 10m

[VIEW COURSE CATALOG](#)

## ACUMEN ACADEMY

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[Work With Us](#)  
[Acumen.org](#)

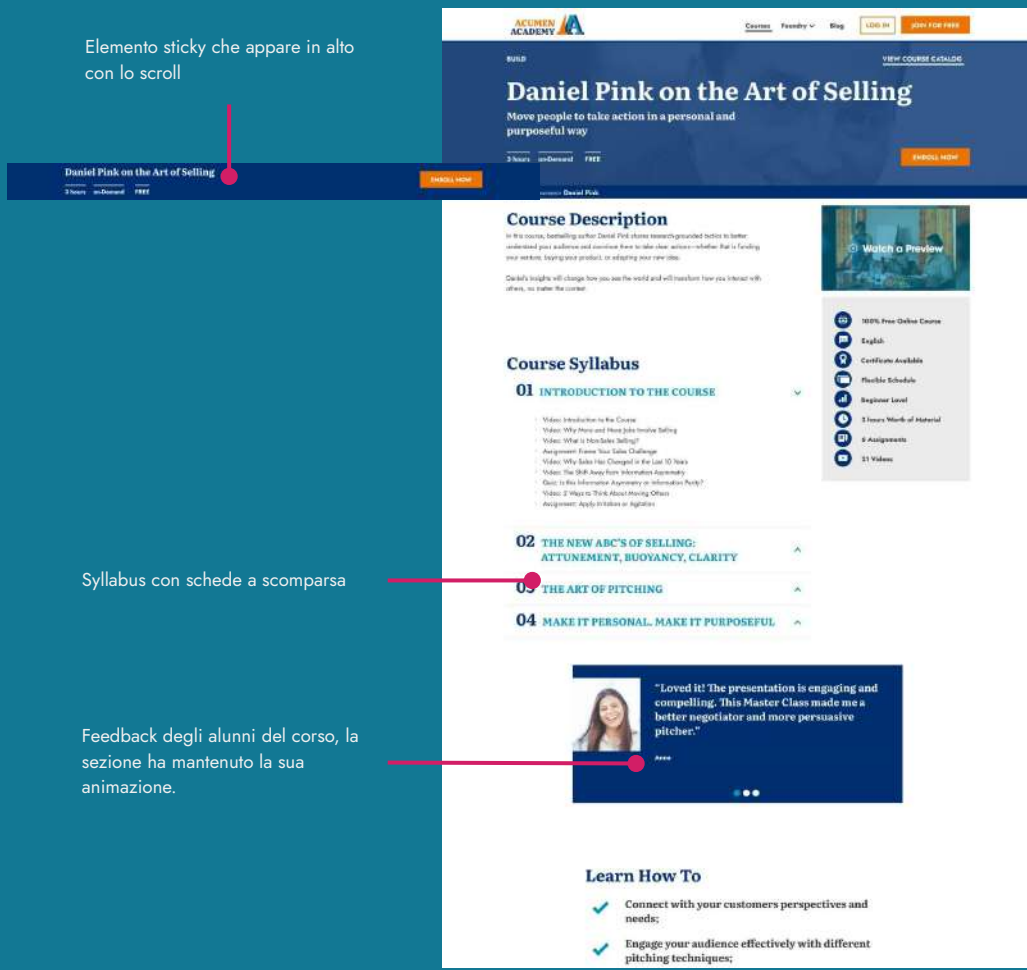
#### GET HELP

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

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Elemento sticky che appare in alto con lo scroll

## PAGINA CORSO NUOVA PROPOSTA



Syllabus con schede a scomparsa

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

## PAGINA CORSO 1/2



Descrizione corso.

Video anteprima del corso, con informazioni sostanziali.

Elemento sticky che appare in basso con lo scroll

Sezione che parla dell'istruttore del corso.

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



Pagina Desktop senza sticky

- ✓ Engage your audience effectively with different pitching techniques;
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## Related Courses



[VIEW COURSE CATALOG](#)



## 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



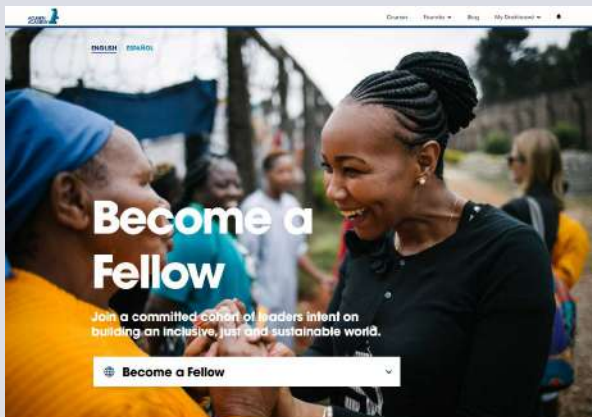
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Pagina Mobile senza sticky

## BECOME A FELLOW ATTUALE



## Behind the Scenes



## Around the Globe



## NUOVA PROPOSTA

## FELLOWSHIP 1/4



## Behind the Scenes



## Around the Globe







## The Fellowship Experience



### Year One

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

Acumen Fellows will:

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

Learn essential, mid-level, core-curriculum focused on developing the skills needed to make lasting social impact.

Remain in full-time employment while attending intensive cohort-based seminars to grow as a leader, join a diverse community of social innovators who are locally rooted, globally connected, and challenging the structures 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 supporting, cultivating, and fielding each other's endeavors. Your lifelong global community of leadership starts here.



## What Makes a Fellow



## The Fellowship Experience

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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 entrepreneurs, to leaders advocating for justice, our fellows are leaders across all tracks and backgrounds.

## Dedicated to poverty and injustice

Fellows are motivated by a desire to make a difference in the lives of those living in poverty and injustice, and are committed to making a positive impact on the world.

## Locally rooted

Three leaders are outstanding from a history of respect, and are committed to making a positive impact in their respective region.

# Featured Fellows

Meet the Fellows →

Gayatri Jolly



INDIA

Radha Karnad



EAST AFRICA

Sarah Matindi



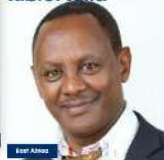
EAST AFRICA

Haroon Yasin



PAKISTAN

Kibret Tuffa



EAST AFRICA

Julian Facundo Rinaudo



COLOMBIA

Fellows as

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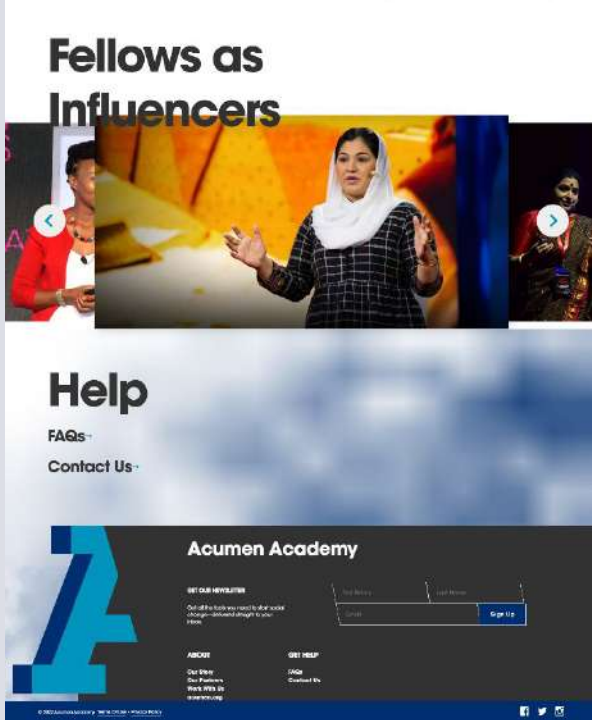


COLOMBIA

MEET THE FELLOWS

Fellows as Influencers

FELLOWSHIP 3/4



## 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.



## Behind the Scenes



## Around the Globe



Want to start an Acumen Fellowship in your country?

GET IN TOUCH

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



## Behind the Scenes

See the Acumen Fellows in action



Carosello dei video dei fellows

## Around the Globe

BANGLADESH

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

LEARN MORE

COLOMBIA

EAST AFRICA

FOOD SYSTEM

INDIA

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

Nuovi loghi nella sezione Fellowship Experience.



## The Fellowship Experience

### Year One

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

Acumen Fellows will:

Engage in a series of in-person and online seminars designed to improve capacity to innovate and drive change.  
Learn relevant, real-world, case studies focused on developing the skills needed to make lasting social impact.  
Devote to full-time employment while attending intensive 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 called 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 leadership starts here.



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

Ken Otis,  
Acumen East Africa Fellow



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Feedback dei Fellows.



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

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### Dedicated to poverty and injustice

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



### Locally rooted

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

## Featured Fellows

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MEET THE FELLOWS

Fellows as Influencers

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Gayatri Jolly



INDIA

Radha



EAST AFRICA

MEET THE FELLOWS

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.



## BLOG ATTUALE



BLOGS ON

## Leadership

Build the skills of your leadership—doing what's right in a world that never stops.

[BROWSE ALL LEADERSHIP](#)

BLOGS ON

## Innovation

Think radically. Develop original ideas that challenge conformity and inspire others.

[BROWSE ALL INNOVATION](#)

BLOGS ON

## Fundraising

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

[BROWSE ALL FUNDRAISING](#)

BLOGS ON

## Business Strategy

Market and build your business and team. Plan the needs of change and watch them not just grow.

[BROWSE ALL STRATEGY](#)

## NUOVA PROPOSTA



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[BROWSE BUSINESS STRATEGY](#)

STORIES ABOUT

## Redefining Success

Market and build your business and team. Plan the needs of change and watch them not just grow.





STORIES ABOUT

## Redefining Success

Avoiding founder burnout, administrative, and other one-sided

[BROWSE STORIES](#)

## In Depth Guides

Discover practical tools, resources, and practices to inspire your mission, make your ideas, 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 become more about a topic, or push your interest to the next level — all geared to support you on your journey toward creating change.



Redefining Success

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

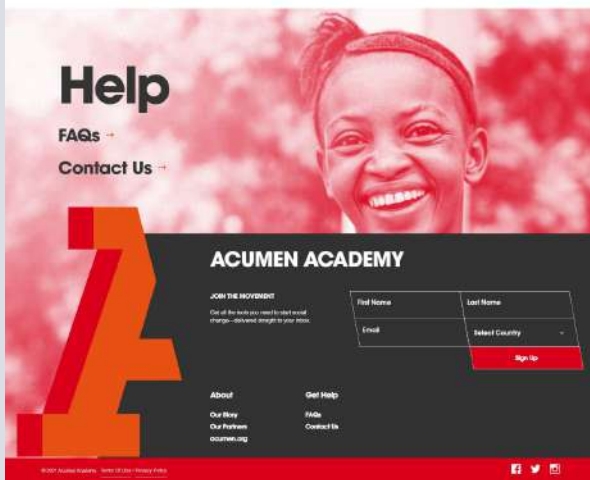
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[SEE ALL THE GUIDES](#)

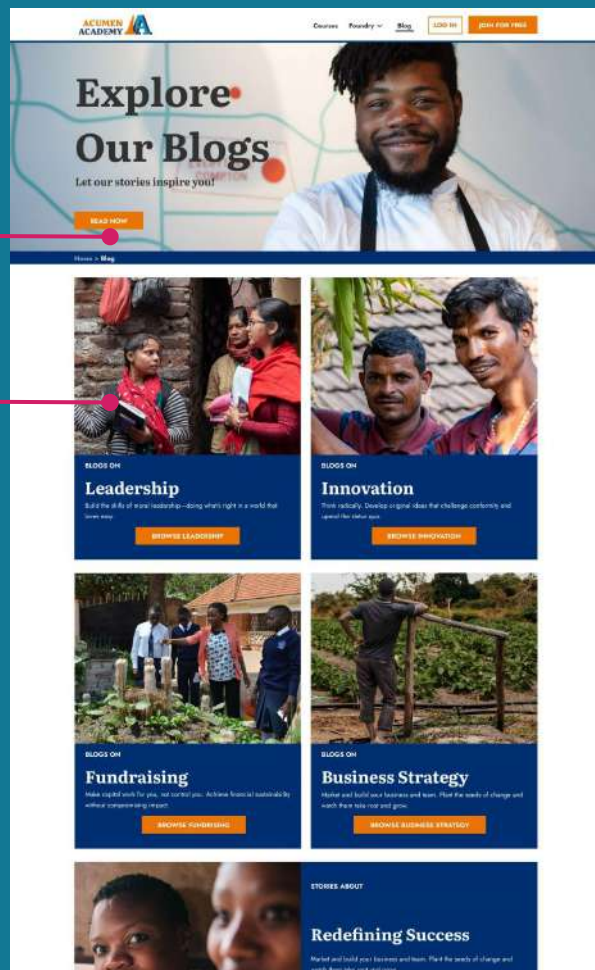
Keep Learning



## BLOG NUOVA PROPOSTA

La CTA porta all'ultimo post del blog.

Varie sezioni del blog.



## BLOG 1/3



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



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Post sulle Guide.

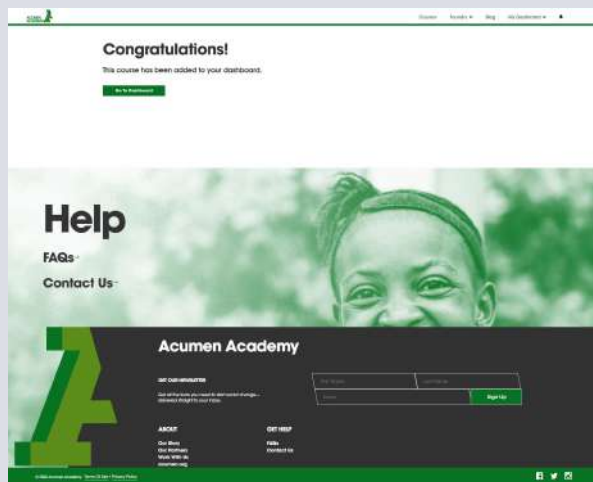


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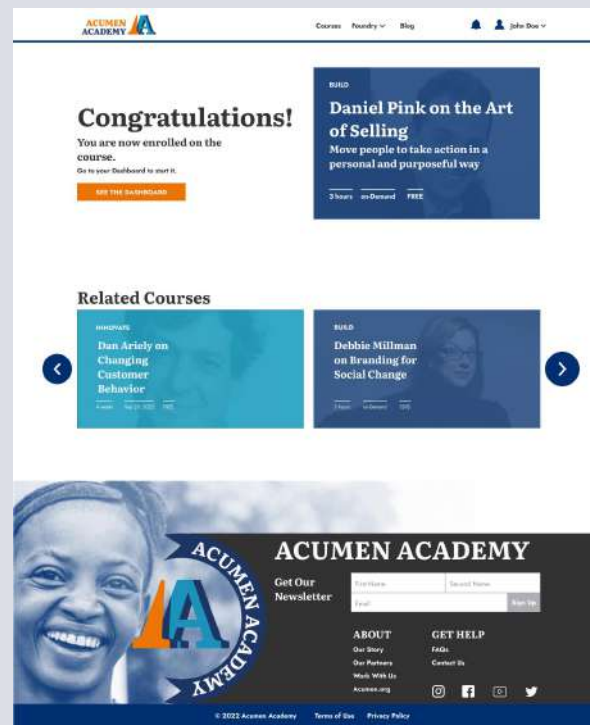


## THANK YOU PAGE ATTUALE



## NUOVA PROPOSTA

## THANK YOU PAGE

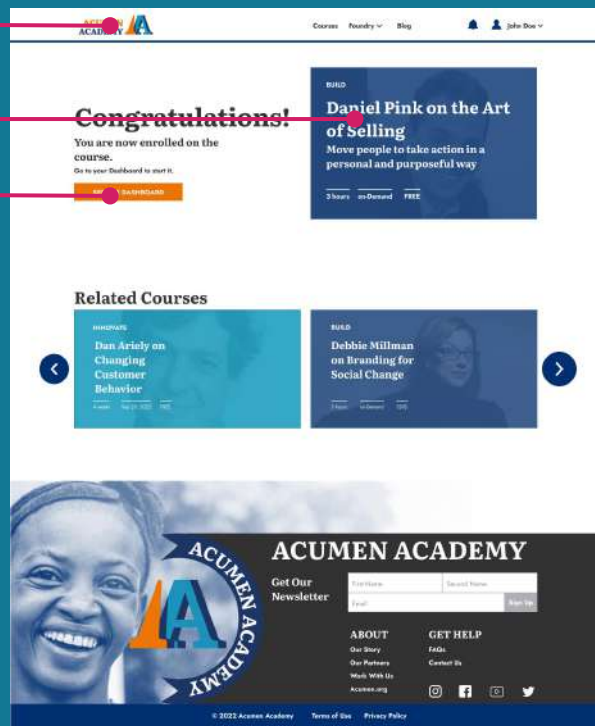


La Navbar dopo l'accesso ha 2 icone: quella che riguarda l'utente, con rispettivo menù, è nuova.

Immagine del corso alla quale ci si è iscritti.

CTA che collega alla dashboard del profilo.

## THANK YOU PAGE NUOVA PROPOSTA



## THANK YOU PAGE



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

Corsi correlati, suggeriti.

# PROTOTIPO

## PROTOTIPO DESKTOP E MOBILE

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

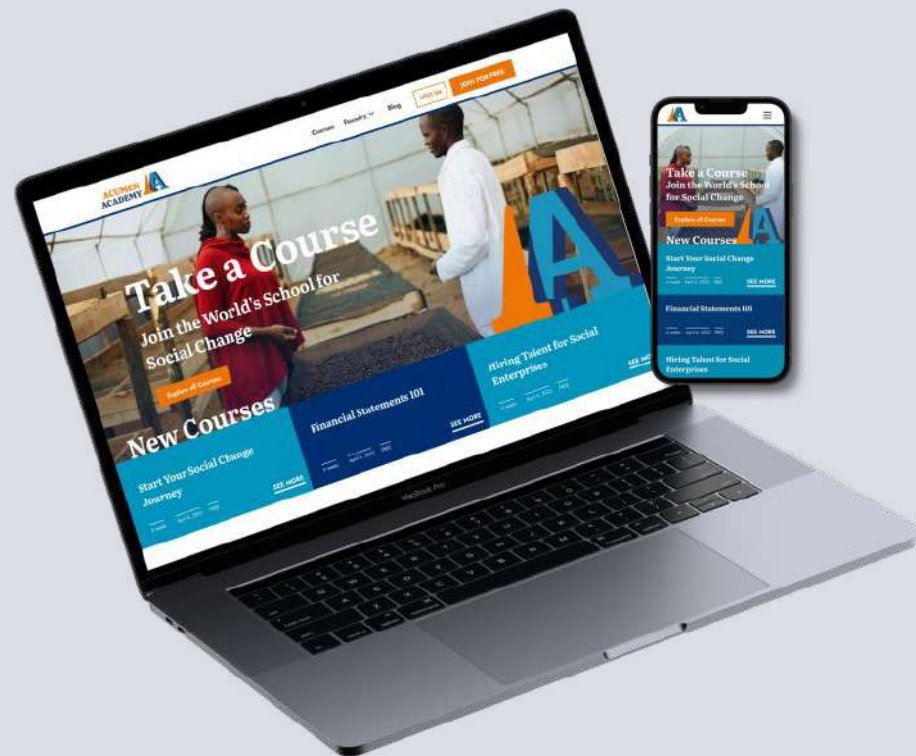
DESKTOP



MOBILE (per laptop)



MOBILE (per Smartphone)





# GRAZIE PER L'ATTENZIONE!



*Valentina Fiscarelli | LinkedIn*



*Valentina Fiscarelli | Instagram*

*fiscarelli5@gmail.com*