

# 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

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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

— Parole d'autore

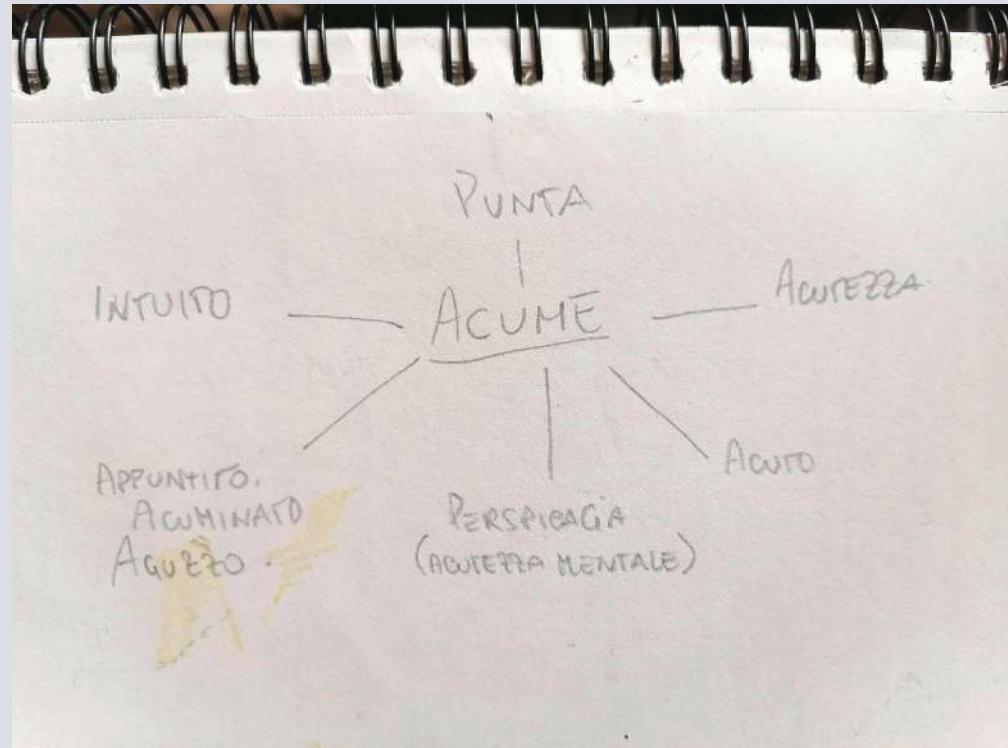
a-cù-me

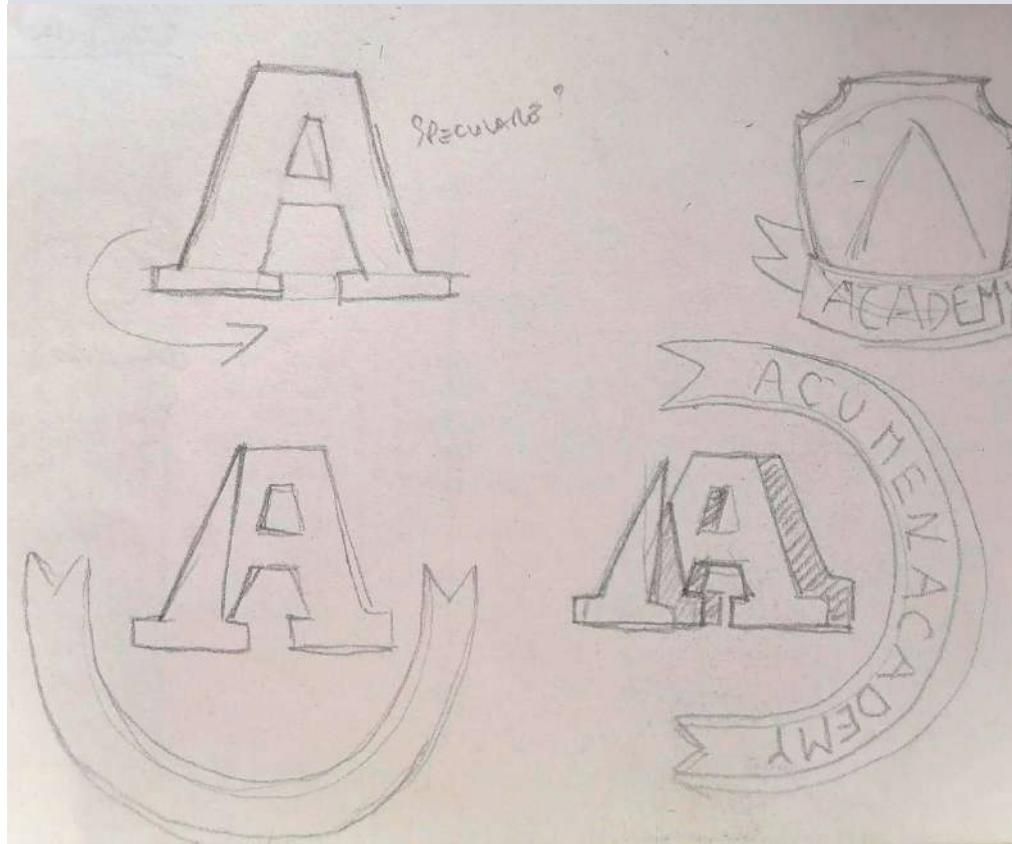
SIGNIFICATO Perspicacia, acutezza mentale; meno usualmente intensità di una sensazione

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

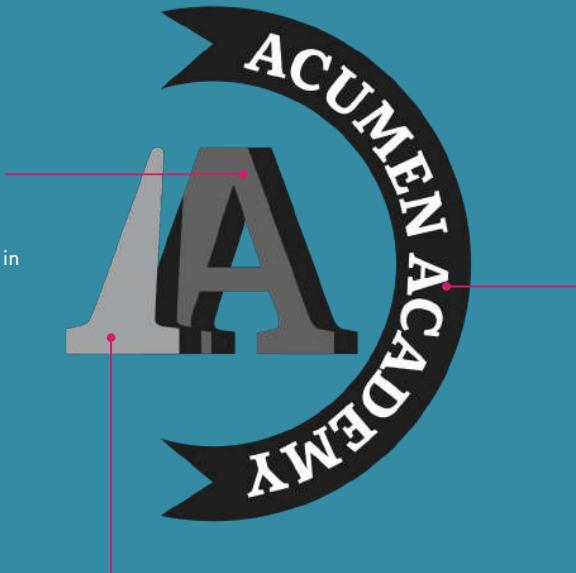




### A COME ACADEMY

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.



ACUMEN  
ACADEMY



ACUMEN  
ACADEMY



# COLOR PALETTE

## COLOR PALETTE

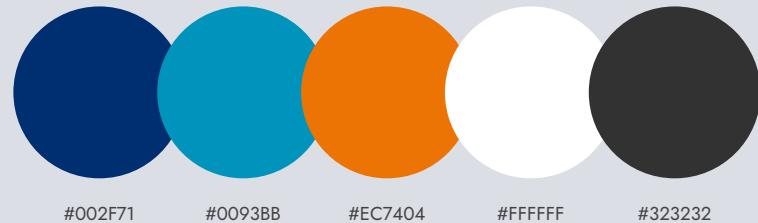
Ho confermato in parte la **paletta colori originaria**, molto nutrita ma che non forniva una identità univoca al sito e al brand.

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

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

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

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



LOGO ORIGINARIO



NUOVO LOGO



## CREAZIONE LOGO



## MOCKUP



## MOCKUP

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

# FONT

## FONT

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

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

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

### **Literata bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
È É À Ò Ù

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

### **JOST regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
È É À Ò Ù

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

# ICONE

## ICONE

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

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

ICONE NAVBAR



ICONE SOCIAL



ICONE PAGINA CORSO



ICONE HOME PAGE E FELLOWSHIP



# PROGETTO FINALE UI DESIGN

Valentina Fiscarelli

## PROTOTIPO

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PROTOTIPO

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# 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	P	P	C
----	----	----	----	---	---	---

| Aa |
----	----	----	----	----	----	----

96px	61px	40px	25px	16px	16px	12px
------	------	------	------	------	------	------

P Testo  
C Caption

### JOST desktop

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

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

### LITERATA 24 mobile

H1	H2	H3	H4	P	P	C
----	----	----	----	---	---	---

| Aa |
----	----	----	----	----	----	----

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

P Testo  
C Caption

### JOST mobile

## 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.

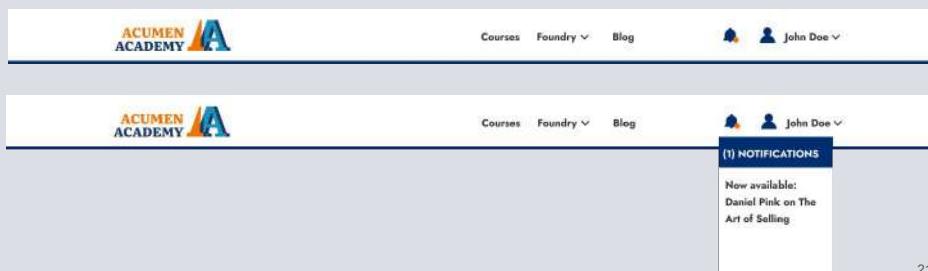
### NAVBAR SENZA ACCESSO



### 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.

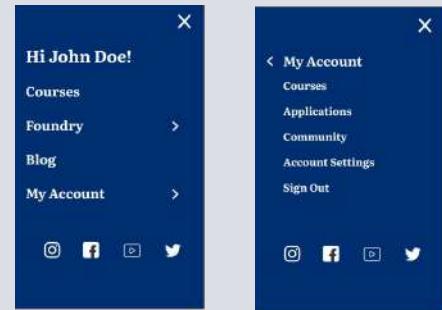
## NAVBAR SENZA ACCESSO



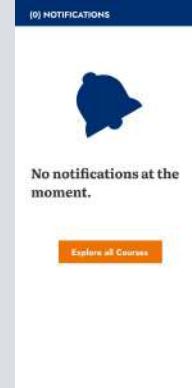
**Dopo l'accesso**, troviamo una sola icona, cioè quella degli avvisi; nel menù invece viene aggiunta la sezione utente.

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.

The image displays two side-by-side wireframe prototypes of a 'Sign Up' modal dialog box. Both prototypes have a light gray background and a white content area. At the top center, both say 'Sign Up' in bold blue font and 'Join the Academy of social change!' in smaller gray font. In the top right corner of each prototype is a small 'X' icon.

**Left Prototype:**

- Full Name:** A text input field with placeholder text 'Enter your full name'.
- Email:** A text input field with placeholder text 'name@email.com'.
- Password:** A text input field with placeholder text 'Create password'. Below it is a note: 'Must have at least 6 letters, 1 number, and 1 capital letter.'
- Checkboxes:** Two checkboxes with labels: 'Yes! I want to receive marketing materials from Acumen Academy.' and 'Yes! I want to receive marketing materials from Acumen Academy.'
- Buttons:** A large orange 'JOIN FOR FREE' button at the bottom, followed by a horizontal separator line with the word 'Or' in the center. Below the line are two social login buttons: 'Continue with Facebook' and 'Continue with Google'.
- Links:** 'Already in Acumen?' and 'LOG IN' at the bottom right.

**Right Prototype:**

- Full Name:** A text input field with placeholder text 'John Doe'.
- Email:** A text input field with placeholder text 'john\_doe@gmail.com'.
- Password:** A text input field with placeholder text 'XXXXXXXXXXXXXX'. Below it is a note: 'Must have at least 6 letters, 1 number, and 1 capital letter.'
- Checkboxes:** Two checkboxes with labels: 'Yes! I want to receive marketing materials from Acumen Academy.' and 'Yes! I want to receive marketing materials from Acumen Academy.'
- Buttons:** A large orange 'JOIN FOR FREE' button at the bottom, followed by a horizontal separator line with the word 'Or' in the center. Below the line are two social login buttons: 'Continue with Facebook' and 'Continue with Google'.
- Links:** 'Already in Acumen?' and 'LOG IN' at the bottom right.



## 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

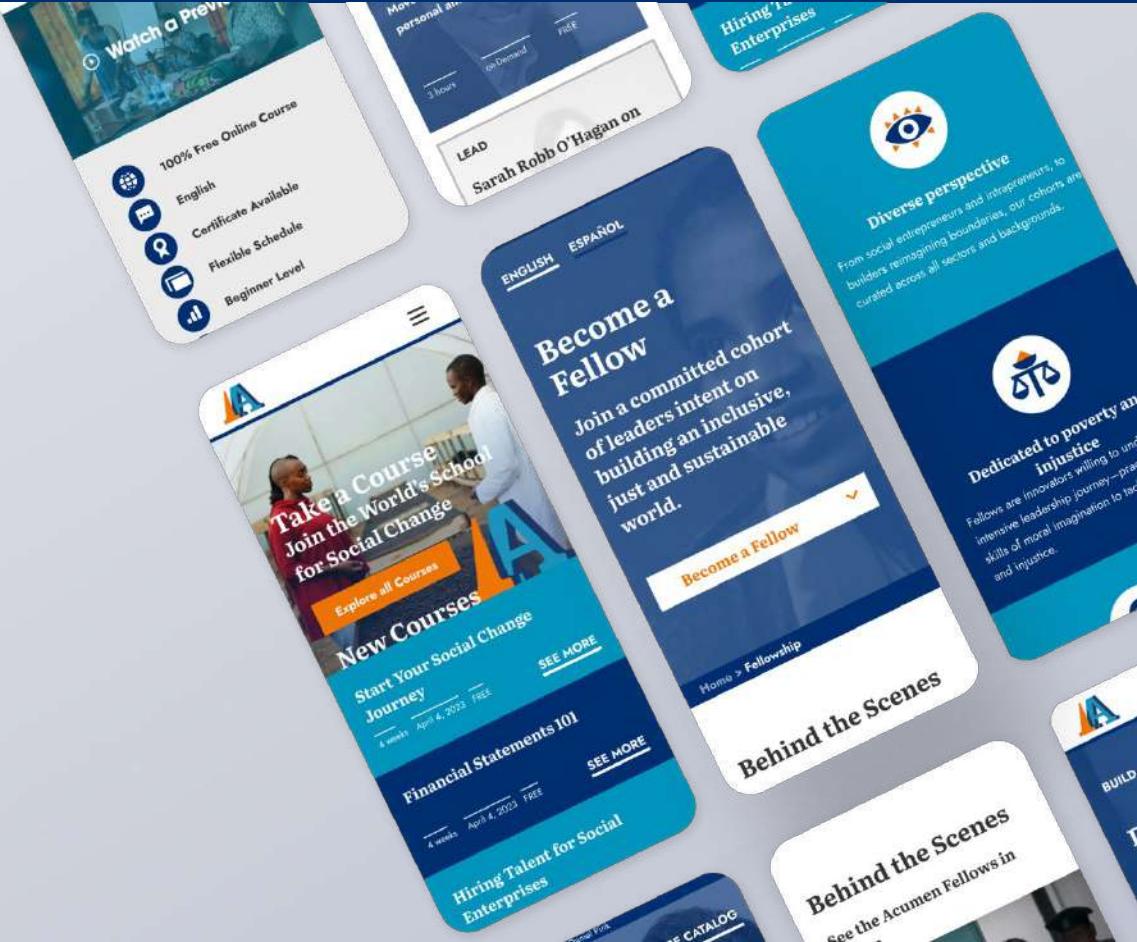
## NUOVA INTERFACCIA

In questa fase sono state create le nuove interfacce:

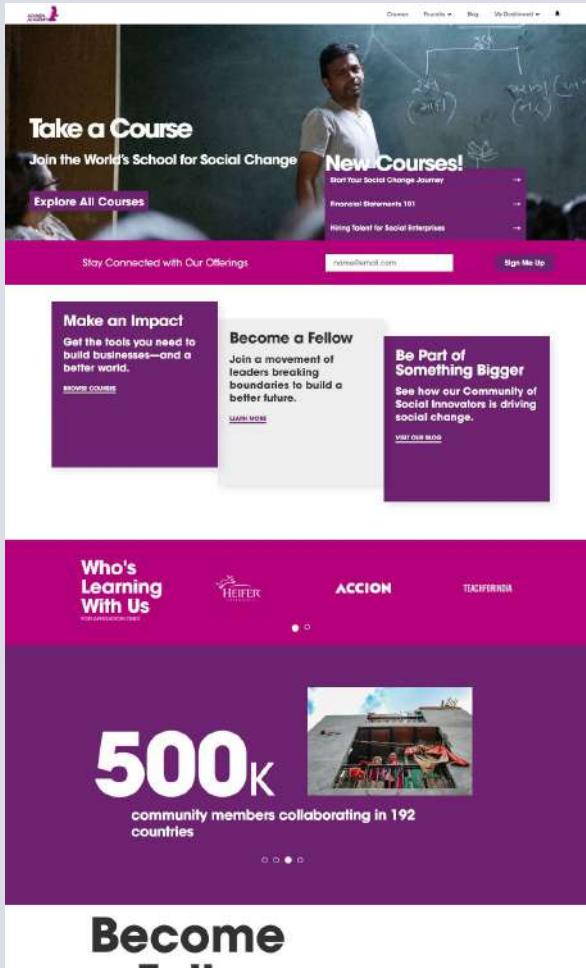
- Home page;
- Pagina con elenco corsi;
- Pagina Corso;
- Pagina Fellowship;
- Blog

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.

First Name  Second Name [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.

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[From Our Blog](#)

[READ MORE ARTICLES](#)

**INNOVATE**  
Human-Centred Design 201: Prototyping

**LEAD**  
Start Your Social Change Journey

**BUILD**  
Mihir Desai on Demystifying Finance

[View Details](#) [View Details](#) [View Details](#)

[SEE ALL THE COURSES](#)

## Our achievements

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

[SEE ALL](#)

## 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

[WATCH VIDEO](#)

[WATCH VIDEO](#) [WATCH VIDEO](#) [WATCH VIDEO](#)

## Stay Connected

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

First Name  Second Name [SIGN UP](#)

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# From Our Blog

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

**MASTER INNOVATION**

[Human-Centered Design: How to Embrace Failing Fast](#)

**IMAGINE AND DEVELOP YOUR IDEA**

[Creative Social Enterprise Business Model Ideas: 10 Ways to Address Affordability](#)

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

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## HOMEPAGE NUOVA PROPOSTA

Nuova navbar con logo e CTA più visibili

The screenshot shows the homepage of the Acumen Academy. At the top is a hero section with a video of two people in a greenhouse. Below the video is a large blue button labeled "Take a Course". Underneath the button, the text "Join the World's School for Social Change" is displayed. A red arrow points to the "Take a Course" button. Below the hero section are three course cards: "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises". Each card has a "SEE MORE" link. The middle section features a "How it Works" heading with three cards: "Create an account", "Enroll a course for free", and "Change the World". Each card has a small description and a "SEE MORE" link. The bottom section features a "Be The Change!" heading with the subtext "Learn to lead, build, and innovate to tackle the world's biggest problems". Below this are four cards: "BUILD Daniel Pink on the Art of Selling", "INNOVATE Inclusive Business: Reimagine Key Operations", "LEAD Al Pittampalli on Embracing Persuadability", and "BUILD Debbie Millman on Branding for Social Change". Each card has a "SEE MORE" link.

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 the mobile navigation menu. It includes links for "Courses", "Foundry", "About", "Accelerators", and "Fellowship". There are also links for "Blog" and "Log In". Below these are "Create Account" and social media icons for Instagram, Facebook, LinkedIn, and Twitter. A red arrow points to the "Courses" link.

Menù a comparsa della navbar  
mobile.

The screenshot shows the mobile version of the homepage. It features a "Take a Course" section with a video and a "New Courses" section. Below these are sections for "Start Your Social Change Journey", "Financial Statements 101", and "Hiring Talent for Social Enterprises", each with a "SEE MORE" link. The "How it Works" section is present, with a "Create an account" card showing a small description and a "SEE MORE" link. A red arrow points to this card. The bottom section features a "Be The Change!" heading and a "Carosello affiliati" (partner carousel) with logos for ACCION, United Way, Heifer, and TeachForIndia. A red arrow points to the "Carosello affiliati" section.

Sezione aggiunta: Come funziona il  
sito

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

**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**

Watch video clips featuring Acumen Fellows:

- LEARN LEADERSHIP WITH A FELLOW
- BRIQ
- CHAMIN JUNGHEE

**Stay Connected**

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

**Accelerate Your Impact**

**Be The Change!**

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

**BOLD**  
Daniel Pink on the Art of Selling

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**

Watch video clips featuring Acumen Fellows:

- LEARN LEADERSHIP WITH A FELLOW
- BRIQ
- CHAMIN JUNGHEE

Carosello corsi in home.

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

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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

Last Name

Email

Sign Up

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

Accelerate Your Impact

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

LEARN MORE

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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 smiling people and the text "Explore Our Courses" and "Learn to lead, build, and innovate to tackle the world's biggest problems.". Below the banner are three main sections: "New Courses", "Start Your Social Change Journey", and "Financial Statements 101". The "New Courses" section features a grid of 12 course cards. Each card includes a thumbnail, the title, the author, and the duration. A sidebar on the left contains filters for "Search", "Name", "BUILD", "Innovate", "Lead", "Subject", "Audience", "Format", and "Length". At the bottom, there's a large "Help" button.

### NUOVA PROPOSTA

The screenshot shows a proposed landing page for "Explore Our Courses". It has a similar structure to the current page but with some visual and layout changes. The main sections are "New Courses", "Start Your Social Change Journey", and "Financial Statements 101". The "New Courses" grid is identical to the current one. On the right side, there's a sidebar titled "Our courses" with a search bar and a list of filter checkboxes. The sidebar also includes a "Help" button at the bottom.

### 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

## PAGINA PRODOTTO ATTUALE

The screenshot shows a dark-themed landing page for a course. 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'. 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 'Testimonials'.

**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

**Testimonials**

"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 a modernized version of the course page. The header includes the Acumen Academy logo and navigation links for 'Courses', 'Faculty', 'Blog', 'My Dashboard', 'Login', and 'Join for Free'. The main title 'Daniel Pink on the Art of Selling' and subtitle 'Move people to take action in a personal and purposeful way' are at the top. A green 'Enroll Now' button is present. The 'Course Description' section is expanded, detailing the course's purpose and benefits. The 'Course Syllabus' section is also expanded, showing detailed lesson outlines for each module. A testimonial from Anna is displayed at the bottom.

**Course Description**

In this course, bestselling author Daniel Pink shares his groundbreaking tactics to better understand your audience and convince them to take clear action—whether that is buying your software, buying your product, or refining your new idea. Daniel's insights will change how you see the world and will maximize how you interact with others, no matter the context.

**Course Syllabus**

**01 INTRODUCTION TO THE COURSE**

- Video: Introduction to the Course
- Video: Why Move and How Jobs Involve Selling
- Video: What Is Non-Sales Selling?
- Assignment: Non-Sales Selling 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: Why It's Hard Moving Others
- Assignment: Apply Attunement or Agitation

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

**03 THE ART OF PITCHING**

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

**Testimonials**

"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-grounded practices to help understand your audience and maximize their motivation at work—whether you're a salesperson, a manager, or a leader.

[Read More](#)

# About the Instructor



**Daniel Pink**

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

## Related Courses

OnDemand

Dan Ariely on Changing Customer Behavior

Start Date: 12/10/2018

OnDemand

Debbie Millman on Branding for Social Change

Start Date: 12/10/2018

## Help

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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 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

Start Date: 12/10/2018

**BUILD**

Debbie Millman on Branding for Social Change

Start Date: 12/10/2018

[VIEW COURSE CATALOG](#)



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Elemento sticky che appare in alto con lo scroll

The screenshot shows the top portion of a course page. At the very top, there's a dark blue header bar with the title "Daniel Pink on the Art of Selling" and some course details. Below this, a larger white section contains the course title "Daniel Pink on the Art of Selling" again, along with a "Watch a Preview" video thumbnail, a "Course Description" section, and a "Course Syllabus" section. The "Course Syllabus" section is currently expanded, showing 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 point has a small downward arrow indicating it can be collapsed.

Syllabus con schede a scomparsa

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

#### Learn How To

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

This screenshot shows the bottom portion of a course page. It features a "Course Description" section with detailed text about the course, followed by a "Watch a Preview" video thumbnail. Below these are several icons representing course details: "100% Free Online Course", "English", "Certificates Available", "Flexible Schedule", "Beginner Level", "3 hours Worth of Material", "6 Assignments", and "21 Videos". At the very bottom, there's a dark blue footer bar with the course title "Daniel Pink on the Art of Selling" and a "Join the class" button.

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.

Sezione che parla dell'istruttore del corso.

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

PAGINA CORSO 2/2

### Learn How To

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

Sezione Learn How To

### About the Instructor

Daniel Pink

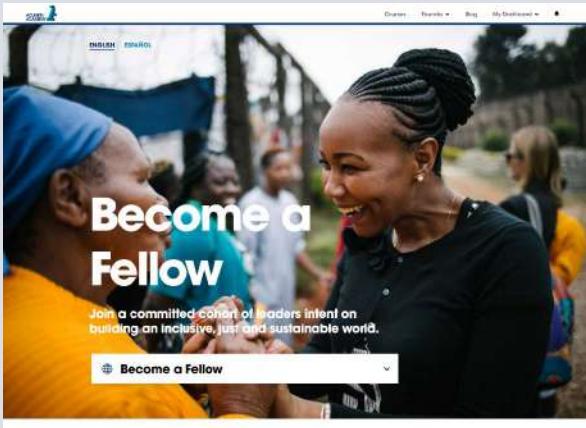
NYT bestselling author of books including "To Sell is Human", "Drive" and "When and A Whole New Mind", and host and co-executive producer for "Crowd Control," a National Geographic Channel television series about human behavior.



Pagina Mobile senza sticky

### Related Courses

## BECOME A FELLOW ATTUALE



## Behind the Scenes



## NUOVA PROPOSTA



## Behind the Scenes



## Around the Globe



"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 leadership through 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.

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

Participate in full-time employment while attending immersive cohort-based learning to grow in a merit-based learning 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 invited through shared values, a common commitment to a world beyond poverty and injustice—and a pledge to generosity, resilience, and bold each other accountable. Year-Blong global community of learning 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, attitudes, and values of moral leadership: empathy, immersion, understanding, and action.

Acumen Fellows will:

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### Beyond Year One

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## What Makes a Fellow

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



# What Makes a Fellow

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

## Diverse perspective

From social entrepreneurs and innovators to humanizing leaders, our cohort are curated across all sectors and backgrounds.

## Dedicated to poverty and injustice

Fellows are extraordinary using their unique skills to tackle poverty and injustice—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

**Gayatri Jolly**



**Radha Karnad**



**Sarah Matindi**



[Meet the Fellows →](#)

**Haroon Yasin**



**Kibret Tuffa**



**Julian Facundo Rinaudo**



**Fellows as**

# What Makes a Fellow

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[MEET THE FELLOWS](#)

**Fellows as Influencers**

# Fellows as Influencers



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## Fellows as Influencers



Yellow Ms Manjushree Patil calls for 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 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.



### Diverse perspective

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. Our cohort are created across all cultures and backgrounds.



### Dedicated to poverty and injustice

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. Practicing the skills of moral imagination to tackle poverty and injustice.



### Locally rooted

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. These leaders are working here 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

[MEET THE FELLOWS](#)

## Fellows as Influencers

## 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

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. From social entrepreneurs and changemakers, to leaders inspiring tomorrow, our cohort are created across all sectors and backgrounds.



### Dedicated to poverty and injustice

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. Fellows are just about to undergo an intense leadership journey—practicing the skills of moral imagination to tackle poverty and injustice.



### Locally rooted

Fellows are extraordinary leaders who dare to embrace the difficult journey of social change. These leaders are working here a history of impact, and are committed to making concrete progress in their respective regions.

## Featured Fellows

Gayatri Jolly



INDIA

Radha



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  
about 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 jour  
redemption.

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## Fellows as Influencers

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## PROTOTIPO

## NUOVA INTERFAZIA

### BLOG ATTUALE

The screenshot shows a landing page for a blog section. At the top, there's a navigation bar with links for Courses, Accelerators, Faculty, Blog, Log in, and Create Account. Below the header is a large banner with the text "Explore Our Blogs" and a subtext "Let our stories inspire you!". A "READ MORE" button is visible. The main content area features five cards, each with a thumbnail image and a title. The titles are: "BLOG ON Leadership", "BLOG ON Innovation", "BLOG ON Fundraising", "BLOG ON Business Strategy", and "BROWSE ALL STORIES". Each card has a brief description and a "BROWSE ALL" link.

### NUOVA PROPOSTA

The screenshot shows a proposed redesign of the blog section. The layout is more structured with a larger hero image at the top. The main content area contains six cards arranged in two columns of three. The cards are: "BLOG ON Leadership", "BLOG ON Innovation", "BLOG ON Fundraising", "BLOG ON Business Strategy", "BROWSE ALL STORIES", and a "STORIES ABOUT" section titled "Redefining Success". Each card follows a consistent design with a thumbnail, title, description, and a "BROWSE ALL" or "BROWSE" link. The overall aesthetic is cleaner and more modern.

BLOG 1/3

**STORIES ABOUT**

## Redefining Success

Amazing Academy shows, documentaries, and stories user stories.

**BROWSE STORIES**



# In Depth Guides

Identify practical tools, resources, and practices to inspire your mission, refine your strategy, or find new ways to tackle 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 test your interest in something new — all designed to support you in 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**

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](#)

**REDEFINING SUCCESS**

Market and build your business and brand. Plan the kinds of change and watch them take root and grow.

**BROWSE STORIES**



# In Depth Guides

Identify practical tools, resources, and practices to inspire your mission, refine your strategy, or find new ways to tackle 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 test your interest in something new — all designed to support you in your journey toward creating change.



**GUIDE**

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[READ MORE](#)



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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](#)

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

TEAM COURSE Adaptive Leadership  
TEAM COURSE The Path of Moral Leadership  
TEAM COURSE Nonprofit Fundraising Essentials

Free On Demand 8 Weeks  
Free On Demand 8 Weeks  
Free On Demand 8 Weeks

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**Keep Learning**

**INNOVATE:**  
Dan Ariely on Changing Customer Behavior  
2 weeks, 14 modules, 10 hrs

**HAB:**  
Debbie Millman on Branding for Social Change  
2 weeks, 14 modules, 10 hrs

**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 banner at the top with the text "Explore Our Blogs" and a "READ MORE" button. Below the banner, there are several blog post cards with titles like "Leadership", "Innovation", "Fundraising", and "Business Strategy". Each card includes a small image, a brief description, and a "BROWSE" button. A red arrow points to the "READ MORE" button on the banner.

La CTA porta all'ultimo post del blog.

Varie sezioni del blog.

The mobile view of the Acumen Academy blog homepage shows a simplified layout. It features a banner with the text "Explore Our Blogs" and a "READ MORE" button. Below the banner, there are two blog post cards: "Leadership" and "Innovation". Each card includes a small image, a brief description, and a "BROWSE" button. A red arrow points to the "READ MORE" button on the banner.

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



## In Depth Guides

Learn practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to take your products and services to market. Drawing advice from experts and social innovators, our guides offer valuable content to help you learn more about a topic, or push your interest for something new — all tailored to support you on your purpose-based journey.



Keep Learning

## In Depth Guides

Learn practical tools, resources, and practices to inspire your mission, push your limits, or find new ways to take your products and services to market. Drawing advice from experts and social innovators, our guides offer valuable content to help you learn more about a topic, or push your interest for something new — all tailored to support you on your purpose-based journey.



Post sulle Guide.



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



**GUIDE**  
Using Systems Practice to  
Tackle Difficult Problems  
in Complex Environments



**GUIDE**  
How to Measure Social  
Impact: Why You Need To

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



## THANK YOU PAGE ATTUALE

Congratulations!

This course has been added to your dashboard.

[See My Dashboard](#)

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Get involved when you're ready to demonstrate change... or even though it's not time.

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## NUOVA PROPOSTA

**Congratulations!**

You are now enrolled on the course.

Go to your Dashboard to start it.

[SEE THE DASHBOARD](#)

**Related Courses**

**BUILD**

Dan Ariely on Changing Customer Behavior

3 hours on-Demand FREE

**BUILD**

Debbie Millman on Branding for Social Change

3 hours on-Demand FREE

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## THANK YOU PAGE

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

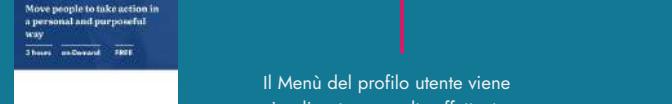
Immagine del corso alla quale ci si è iscritti.

CTA che collega alla dashboard del profilo.

## THANK YOU PAGE NUOVA PROPOSTA



## THANK YOU PAGE



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

Corsi correlati, suggeriti.

# PROTOTIPO

## PROTOTIPO DESKTOP E MOBILE

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

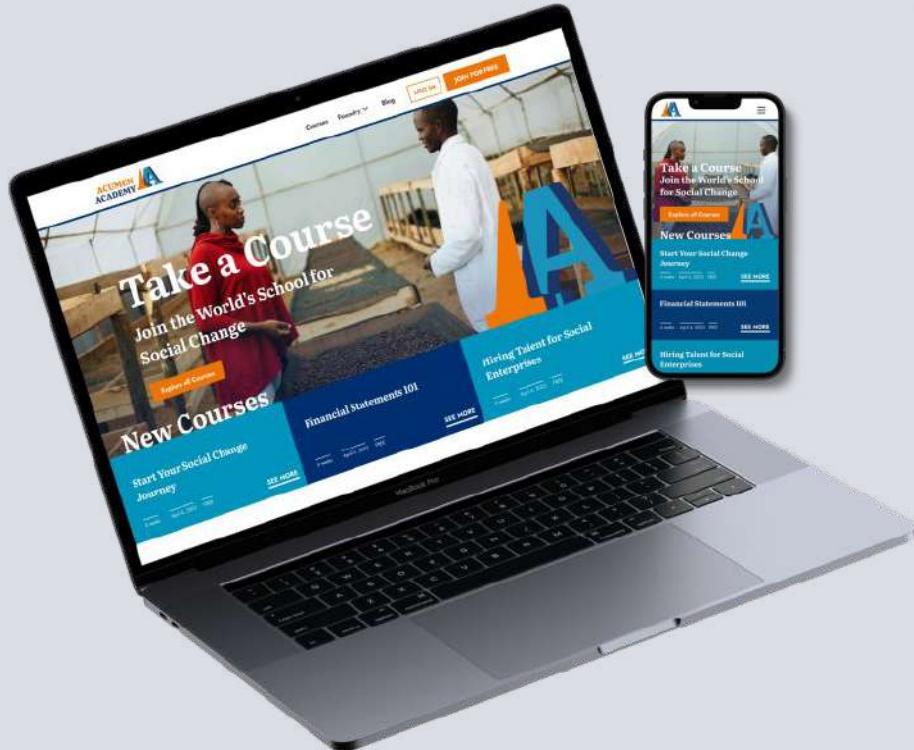
DESKTOP



MOBILE (per laptop)



MOBILE (per Smartphone)



# GRAZIE PER L'ATTENZIONE!



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*fiscarelli5@gmail.com*