



FROM TOURISTS TO EXPLORERS

A PLATFORM FOR THE NEXT GEN TRAVELER

The evolution of digital technologies and social media, together with the huge amount of information available online through websites, blogs and online communities, and the ability to share memories and stories related to our personal travel experience is disrupting the travel industries.

Many platforms today tries to answer to the needs and desires of the next generation of travelers, from social travel guides to the ability to book hotels by the hour, from chat-bots to augmented reality, from car and bike sharing to innovative payments methods.

In this ever-changing scenario, hotels play a crucial role in order to transform a trip into a unique

experience. Implementing appropriate solutions and services for the next gen traveler is today more and more crucial in order to deliver a personalized and unique staying experience.

Which tools and strategies hotels could adopt to enhance the future travel experience?

How can hotels answer to the needs of the next gen travelers from the moment when they find inspirations for their next travel to the post-trip experience?

Can hotels be considered as a bridge to explore the city, thus connecting the travelers with local cultures and helping them in their pursuit of uniqueness?

INTRODUCTION

The candidate is asked to deliver the concept of a service for the next generation of travelers.

The service (app, online platform, digital and/or physical experiences, etc) has to be intended as a platform to be offered by a hotel, in order to enhance the travel experience of its guests.

The project will be described with the following set of slides:

- Problem Setting: Which is the problem or need you are going to address?
- Research and Analysis: Who else is already offering a service that addresses a similar problem/need?
- Define your personas: Who are the travelers that are going to adopt your solution?
- Solution: Your proposal, described with:
 - Overview text: max 300 words
 - Visuals and diagrams to explain your proposal: touchpoints, user journeys, sketches and visuals to show the final solution.

AUDIENCE

The competition is open to candidates who have a first-level degree and/or professional experience in Visual And Graphic Design, Interaction Design, Architecture and Creative Coding. The competition is also open to candidates with a diploma/degree or professional experience in Business Design, Communication Science, New Media, Psychology, Sociology, or equivalent, if they are motivated by a sound research interest towards the program's topics and a strong portfolio.

JURY

Projects will be selected and evaluated by a jury composed by IVH staff and the Faculty of the Master in Service Design of Domus Academy.

BRIEF AND REQUIRED MATERIALS

- "From Tourists to Explorers" project proposal in PDF format, max 10 slides. (The presentation technique is free according to the expressive skills of the candidate. It can include images, links to websites, videos, slide presentations)
- Detailed curriculum vitae
- Motivation statement
- Copy of Degree Certificate
- Academic Transcripts
- Domus Academy Application Form*

The candidates are asked to send their materials in one sole file in .PDF format. Any further attached material will be considered a plus and will be evaluated by the jury.

* Application fee is waived for competition participants.

PRIZES

- One scholarship covering 60% of the total tuition fee of the Master Program
- One scholarship covering 50% of the total tuition fee of the Master Program
- One scholarship covering 40% of the total tuition fee of the Master Program
- Two special mentions covering 20% of the total tuition fee of the Master Program

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - matriculation fee is not included) and €16.990 (for EU passport holders - matriculation fee is not included).

SCHEDULE

The works must be delivered to Domus Academy by and no later than **April 7th 2017**.

Candidates will be informed about the results of the competition by e-mail on **May 4th 2017**.

ENTRY DELIVERY

Projects in digital format must be uploaded to the following address:

www.competition.domusacademy.com

or sent by e-mail to:

competitions@domusacademy.it

Paper works must be sent to:

Domus Academy

From Tourists to Explorers

Master Program in Service Design

Via Carlo Darwin, 20 - 20143 Milan, Italy

When you submit your project, you will receive a confirmation within 48 hours that your submission was received. If you do not receive a confirmation, let us know at: **competitions@domusacademy.it**

MASTER PROGRAM DESCRIPTION

New information and communication technologies are bringing on a revolution leading to a radical change in the way services are offered and enjoyed, generating evolving needs and desires, both in the public and the private sectors. Service Design, through an integrated and multidisciplinary approach, operates within this context and has the task to understand and embrace social changes in order to deliver experiences and solutions for unpredictable future scenarios. The Master in Service Design program is meant to foster storytelling and prototyping skills, the problem-solving and business design approach to help students develop innovative service ideas. Through user observation, students will detect unmet user needs and develop compelling scenarios, physical and virtual systems of service experience, working in close contact with professionals, firms and public-sector organizations.

ELIGIBILITY

Candidates holding a first-level academic diploma or BA degree, or about to graduate within the academic year 2016/17 and with a knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- Every moral or authorship right as to the project remains property of the author.
- The projects sent to Domus Academy will not be returned.
- All the material must be the result of an unpublished work developed by the candidate, not to be used in other previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the suitable standards defined by the jury. The jury will judge at its own discretion and its decision is final.
- The scholarship presented in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship will be deducted from the balance of the tuition fee.
- The assigned scholarship which will not be confirmed could be transferred to the next candidate in the ranking list.
- Participants that will be selected accept that part of their work will be published on Websites and/or Social Media channels of the institutions involved.

INFORMATION

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