



DOMUS ACADEMY MILANO

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Future of Money

Digital technologies and the ubiquity of connected devices opened the door to new payment methods that were not feasible a few years ago. Nowadays we can find tenths of digital services that allow us to pay in stores, buy products online or share money with our friends in seconds, wherever we are. New services created by some of the biggest IT companies – from Alipay to Apple Pay to Google Wallet – lead us to think that the future of payments will be purely digital. But that is not the only thing that the information revolution brought to us. New decentralized currencies entered the market offering an alternative to traditional money, the cryptocurrencies. These digital currencies take advantage of blockchain technologies to create a network that controls and creates records of all the transactions, making it safe and independent from institutions and countries.

Last but not least, a transition from a linear towards a circular economy, could lead to the shift from a take-make-dispose economy to circular business models such as product-service systems, hiring and leasing schemes, collaborative consumption, incentivised return and reuse. In this context, access will replace ownership, while repair will replace repurchase, making room for the introduction of new form of payments: from micropayments to alternative currencies to pay per use models.

BRIEF

Through this competition, Accenture wants to explore the use of these new payment/transaction methods, their possibilities and the new scenarios that will characterize our life in the future.

How could digital payments improve or create innovative user experiences in areas not yet explored in this matter?

How can we overcome the frictions that characterize the current digital payment ecosystems?

What can we learn from innovations introduced in fields such as circular economy, blockchain technologies and alternative currencies?

JURY

Projects will be selected and evaluated by the Faculty of the Master's and the Admission Jury

REQUIRED MATERIAL

The candidate is asked to deliver a digital presentation in PDF format, A4 landscape orientation 15 - 20 slides, structured according to the following guidelines:

- Context (Which sector/area of interest are you going to explore?)
- Analysis and Research (What did you discover and how?)
- Your Design Challenge (Which problem you want to tackle? Which new need/desire you want to address?)
- References and best practices (Find examples - startups, services, historical references, etc. - that could help you explain your point of view)
- **YOUR SOLUTION:**
 - _Title and subtitle of you proposed solution
 - _Overview text: max 300 words
 - _Scenario (i.e. storyboard or video)
 - _Details (i.e. persona/s, user journeys, system map, digital mockups of your)
- Portfolio of the applicant
- Detailed curriculum vitae
- Motivation statement
- Copy of Bachelor Degree / Academic Diploma translated in English
- Academic Transcript / Marksheet of previous studies translated in English
- Copy of passport
- 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's Programme
- One scholarship covering 50% of the total tuition fee of the Master's Programme
- One scholarship covering 40% of the total tuition fee of the Master's Programme
- Two special mentions covering 20% of the total tuition fee of the Master's Programme

Prizes will be calculated on the standard tuition fee amounting to €28.600 (for non-EU passport holders - diploma fee is not included) and €19.900 (for EU passport holders - diploma fee is not included).

SCHEDULE

The works must be sent to Domus Academy by and no later than **25th October, 2019**. Candidates will be informed about the results of the competition by email on **26th November, 2019**.

ENTRY DELIVERY

All the required materials in digital format may be uploaded to this page:

competition.domusacademy.com

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'S PROGRAMME DESCRIPTION

Interaction design is about creating a product, service, or space that people will interact with through an intuitive visual and haptic (tactile) interface. In the Master's in Interaction Design programme, you will learn to define problems and solutions in the field of interaction and user experience. As you create enriched experiences through innovative technology, you will be encouraged to transform your original design visions into market opportunities.

ELIGIBILITY

Candidates already holding a first-level academic diploma or bachelor's degree, or who are about to graduate within the academic year 2018-19.

Candidates who have a working knowledge of the English language (IELTS 5.0 academic or equivalent certificate).

GENERAL TERMS AND CONDITIONS

- All moral and authorship rights remain that of the author.
- The projects sent to Domus Academy will not be returned.
- All the material created for this competition must be unpublished work developed by the candidate, not used on previous occasions.
- Domus Academy is entitled not to award the scholarship if the projects are deemed not to meet the standards defined by the jury. The jury will make these judgments at its own discretion, and its decision is final.
- The scholarship described in this public announcement cannot be combined with other economic reductions offered by Domus Academy.
- The scholarship amount will be deducted from the balance of the tuition fee.
- If a candidate declines a scholarship offer, the scholarship may be transferred to the next candidate on the list.
- Winning participants accept that part of their work may be published on the websites and/or social media channels of the institutions involved.