



Domus Academy launches

UNEXPECTED COURTESY

MASTER IN SERVICE DESIGN 2011

September 6th 2010

infoservicedesign@domusacademy.it

DEADLINE

INFORMATION

The new Master in Service Design is devoted to create the next generation of humanized and pleasurable service experiences. The design-driven approach to service design and management and the human-centric view are the driving forces for the innovation of service industries.

Join the competition and send your service idea proposal to get a scholarship!

VOLCANO ASH CLOUD SHUTS AIRPORTS

The inconvenience generated by unpredictable events can become an occasion for companies to offer service plus.

Due to the ash cloud, in the last months, most people experienced cancelled flights and flight's delay during their travelling time, with all the related soft or serious damages: waiting at the airport for hours or days, being forced to stay longer in a city-hotel, getting fresh clothes, feeling anxiety in flying close to the ash cloud, loosing important family or business events, queuing to find alternative travel arrangements and get information on next flights or trains, working in any place without your own stuff.

Consider one of these possible inconvenient situations to design a service idea that companies such as Airports, Airlines, Hotels, Travel Agencies, or even Telecoms could offer to their clients to alleviate the problems encountered.

Often simple ideas and signals of courtesy become distinctive added values for customers.

UNEXPECTED COURTESY / MSD

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GUIDELINES

Your design challenge is a service concept that a Company could offer to its customer for relieving damages.

It should be a simple, suitable and feasible idea like a courtesy kit offered by the company, a temporary facility to host people's activities, a communication package, or any other service plus that companies could offer to benefit their clients at a reasonable cost.

01_the service provider: choose a company profile

Imagine to be working for one of the following companies: Airport, Airline, Travel agency, Hotel or Telecom.

02_the target: choose the user profile and the experience case

Choose the situation that might occur and put yourself in the client's shoes to catch his/her real feeling and potential needs.

03_describe the service idea

Try to explain us briefly your service idea. It should include details such as what it offers to clients, how the company should provide it, how the client should discover and access it, what the added value is and how many people it could serve.

04_sketch the place where the service is offered

The service idea must be offered within a physical space (airport, airplane, hotel, station, urban spaces, shops) and could require the use of personal or public devices. Describe where and what objects the service offering requires.

05_describe benefits both for the client and the company

In order to self evaluate the feasibility of your idea, indicate the potential benefits to the customer as well as the advantage that the company would gain against the necessary potential investment.

JURY

Elena Pacenti, *Director of Master in Service Design*

Birgit Mager, *Head of Service Design Network, Köln International School of Design*

Arie van de Speek, *SVP Laureate Hospitality Education Europe and CEO & DG Les Roches*

John Stauss, *VP Four Seasons Hotels Europe*

Jean Marc, *Thevenaz GM Easyjet*

AUDIENCE

The competition is open to professionals in business, the humanities, communication sciences and design-related disciplines.

MATERIALS REQUIRED

Presentation of the service idea in digital or printed format (5 pages maximum), illustrated boards and/or document, in .PDF format.

Curriculum vitae and Statement of purpose in A4 format or digital file Word format.

PRIZES

- One scholarship for non-EU citizens, covering 50% of the total tuition fee of the Master in Service Design at Domus Academy (Euro 17.000 + VAT 20%).

- One scholarship for EU citizens, covering 50% of the total tuition fee to the Master in Service Design at Domus Academy (Euro 15.000 + VAT 20%).

These conditions are intended only for the Academic Year 2011 (January 2011 - December 2011).

COMPETITION RULES

Every moral or paternity right as to the project remains property of the author. The projects sent to Domus Academy will not be returned.

DEADLINE

The material must be received by Domus Academy infoservicedesign@domusacademy.it

specifying "Unexpected Courtesy" by September 6th 2010

Paper works must be sent to:

Domus Academy

"Service Design Competition - Unexpected Courtesy"

Via Watt 27 - 20143 Milan - Italy

to the attention of the Service Design Department

by September 6th 2010

Candidates will be informed about the results of the competition via e-mail on September 20th, 2010.

INFORMATION

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infoservicedesign@domusacademy.it

www.domusacademy.it/servicedesign

