



How this brief will be judged
1 Social and environmental benefit
2 Research and insights
3 Design thinking
4 Commercial awareness
5 Execution
6 Magic

Please see the next page for further details

Fair Finance For All



Awards

There are two awards available for this brief.

NatWest Award of £1500

NCR Placement Award

Grant to support living expenses: £4600
Placement duration: 12 weeks
Placement location: Dundee, Scotland

The judging panel may decide on more than one winner and will allocate the awards accordingly. The judging panel may also award commendations.

In addition, all shortlisted entrants will receive mentoring on their project and may be invited to the annual NatWest Executive Team Lunch, Exhibition and Industry Networking Event in Summer 2018.

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Brief

Design or redesign a way for people who are financially excluded to be better served by banks and other money management services.

Background

- The term 'financial inclusion' means that everyone has access to fair and affordable financial services that they need, including disadvantaged and low-income groups.
- Having access to a bank (and associated things like a savings account, debit card, insurance and lines of credit), and having the knowledge and skills to use them effectively, is important for anyone wanting to participate fairly and fully in everyday life. It enables people to send and receive money, save for the future, manage financial 'shocks' such as reduced income or an unexpected expense, and plan for recurring expenses.
- Despite this, an estimated 2 billion working age adults – more than half the world's adult population – do not have an account at a formal financial institution.¹ This remains a problem in developed countries too; in the UK, 1.7 million people remained unbanked in 2014.
- Financial exclusion particularly affects certain groups, such as people with very low or unstable incomes, and those who have experienced a significant life shock, for example homeless people, migrants, disabled people, those suffering from long-term illness, and the long-term unemployed.
- Financially excluded people often pay more for goods and services and have less choice. For example, they may be excluded from online deals and direct debit payment reductions. Researchers have calculated the 'poverty premium', the extra costs of financial exclusion, at £490 a year.²
- Financial exclusion can adversely affect people's education, employment, health, housing, and overall wellbeing.³

How should you approach this brief?

- You can focus on a disadvantaged group or segment of low-income people anywhere in the developed or developing world, but whoever you focus on, you should explore the real user need/s of your target audience through primary research. Observe, engage with and listen to them – what are their physical and emotional needs? What is

meaningful to them? What are the barriers to financial engagement?

- Make sure your solution is truly inclusive and accessible for your target audience – who may, for example, be digitally excluded or disadvantaged in multiple ways. What difference would your proposal make to their lives?
- While digital banking is exploding, some financially excluded people may have digital access needs and/or may not have a smartphone. Your solution does not have to have a digital element – it can be service or experience-based, environmental, or based on a physical product – but if it does, then you should consider digital access. If you suggest an app or other digital element in your proposal, it is essential that you consider the offline system and user experience surrounding it.
- What initiatives already exist to try and improve financial access and inclusion among your target audience? Do some market analysis, and highlight the unique points in your solution against other existing products/services in the competitive environment.
- Consider the role that cash plays in society – is access to cash a human right? There have been major backlashes to India's move towards demonetisation⁴ and Sweden's attempt to move to a cash-free society.⁵ The introduction of ATMs revolutionised the access to cash for everyone 50 years ago – what product or service could provide the same universality of access to 21st century banking?

For the purposes of illustration only, viable responses could include:

- an intervention that improves engagement with financial institutions (banks) by improving trust or making it easier to engage
- a service design proposal for a support service for disadvantaged groups
- an inclusive product or environment that makes it easier for people with specific accessibility needs to keep track of money, make ends meet, bounce back from nasty financial surprises, or save for the future
- a way to improve the financial skills of people who are currently financially excluded

...and many others are possible.

August 2017
Briefs launch
+ registration
opens

15 Jan 2018
Competition
opens

14 Feb 2018
'Early Bird'
submission
deadline (£25)

14 Mar 2018
Final submission
deadline
(£35)

21 Mar 2018
Judging begins:
shortlisting and
interviews

22 May 2018
Winners
announced

Judging Criteria

There are six criteria that your entry will be judged against – make sure that your submission materials demonstrate that your solution meets these criteria:

- 1 **Social and environmental benefit** – how does your solution benefit society and/or the environment?
- 2 **Research and insights** – how did you investigate this issue? What were your key insights?
- 3 **Design thinking** – how did your research and insights inform your solution? How did you develop, test, iterate and refine your concept? Demonstrate the journey you've been through to the end result
- 4 **Commercial awareness** – does your journey make sense from a financial point of view? What is the competitive environment your solution would sit within?
- 5 **Execution** – we are looking for a design solution that feels pleasing and well resolved
- 6 **Magic** – we are looking for a bit of 'magic' – a surprising or lateral design solution that delights

Key dates

August 2017 – Briefs launch online + registration opens

Mon 15 Jan 2018 – Competition opens for submissions via sda.thersa.org

Wed 14 Feb 2018, 4pm GMT
– Deadline for 'early bird' submission at reduced entry fee of £25

Wed 14 March 2018, 4 pm GMT
– Final deadline for online registration + submission (£35 entry fee)

Wed 21 March 2018
– Judging begins (2 stages: shortlisting + interviews with finalists)

Tues 22 May 2018 – Winners announced

June 2018 – Awards Ceremony

Submission Requirements

All entries must be submitted through our online entry system, accessed via www.thersa.org/sda

If you are unable to submit online, please contact us by email at sdaenquiries@rsa.org.uk

As you prepare your submission, please ensure that:

- You do NOT include your name, university/college or other identifying marks anywhere on your submission
- None of your submission files exceed 10MB – this is the maximum size for each individual file / board when you submit online

The submission requirements are:

- **1 x A3 PDF Hero image with 1 sentence description**
A singular 'poster image' that conveys the essence of your project, and includes a 1 sentence strapline or description. Your hero image should aim to bring your concept to life – make sure it is vibrant and engaging
- **1 x A3 PDF Big Idea Summary**
A single A3 PDF page describing your 'Big Idea' in less than 250 words. This should clearly explain what your solution is, the specific area of need it addresses, and how you arrived at the solution
- **4 x A3 PDF Boards Outlining Your Proposal**
4 pages describing your proposal and demonstrating that you have met the 6 judging criteria. Each board should include a heading. Number each board in the top right hand corner, in the order they should be viewed by the judges
- **10 x A3 PDF Pages of Supporting Material**
Up to 10 A3 PDFs of additional material illustrating your development process – this could include scanned pages of your sketchbook or computer modelling/sketches (if applicable)
- **Optional YouTube / Vimeo + website links**
Please note that we cannot guarantee supporting films and websites will be viewed at the shortlisting stage. If you have created digital materials, we recommend referencing them (for example by including labelled film stills or website screen grabs) in your 4 main PDF boards

Mentoring

All shortlisted entrants on this brief will be invited to a mentoring session with a designated mentor. The mentors will be matched to entrants based on the theme of the project. The mentors will help shortlisted entrants develop their projects and prepare for interview, where possible.

NatWest Executive Team Lunch

All shortlisted students on this brief may be invited to attend a lunch and reception to celebrate their work at a major NatWest office in London. This event is an opportunity for entrants to talk about their project with an informed and interested audience, which will include members of the NatWest

Executive Team. In addition, design industry representatives will be in attendance and students are encouraged to find out about professional opportunities in a range of businesses.

Partner Information

NatWest

NatWest is recognised as a pioneer in providing choice to its employees in the way they work. The Choice Programme has evolved over a number of years to explore, develop and deliver a flexible approach about how and where people work and their working environment. This brings benefits for both the individual in terms of work life balance and the business through effective use of property resources.

The aim of our involvement in the RSA Student Design Awards is to encourage and support as many students as possible in their design studies to prepare them for their careers in the professional design environment. Over the past five years NatWest has offered an enhanced programme of support to participating students including site visits, workshops and mentoring. This year we will be able to further support some students with outstanding design projects and the desire to take them to market with our enterprise scheme.

NCR

NCR Corporation is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700m transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Duluth, Georgia, USA, with over 30,000 employees and does business in 180 countries.

For over 10 years NCR has provided support to the RSA Student Design Awards, we are again pleased to provide a paid placement with the User Centred Design team responsible for industrial design, interaction design, usability and accessibility, within our R&D Facility in Dundee. The winning student will be working alongside the award-winning design team on a future oriented and commercially relevant project brief.

Brief developed in collaboration with Russ Camplin, Design & Strategy Manager, RBS Choice & Design, and Charlie Rohan, Senior Director, User Centred Design at NCR Corporation.

- 1 <http://www.worldbank.org/en/topic/financialinclusion>
- 2 <https://www.jrf.org.uk/blog/acting-unfair-poverty-premiums-must-be-2017-priority>
- 3 <http://www.financialinclusioncommission.org.uk/report>
- 4 'India's Grand (De) Monetization Experiment' (2016)
- 5 'Good News for Cash – and for the Swedish Public' (2017)