Questionnaire

Q1. (150 words + spaces)

Describe a general overview of the problem that you have identified using simple, precise and direct language. What is the problem? What is the cause? How does it manifest itself?

Q2. (150 words + spaces)

What type of people, professionals or companies are affected by this problem and, more concretely, in what way? What would they gain if this were to be solved?

Q3. (150 words + spaces)

Are there any initiatives or companies globally that are working to address this problem, or a similar problem, in interesting ways? Why are they interesting? Please summarize their approaches. Use the URL space available to paste the link that you deem more relevant or interesting.

Q4. (150 words + spaces)

Why do you think that this is the right moment in time and in your industry to address this problem? In other words, why is this an opportunity right now?

Q5. (150 words + spaces)

Consider your field of expertise and soft skills. How could you contribute to addressing this problem? What would be the first steps you would take?

Q6. (150 words + spaces)

Please explore the Master in Business for Architecture and Design website and brochure and respond why would you like to study this program, and how do you think it would contribute to making you a better professional?

Q7. (Mandatory: attachment)

In a maximum of 5 slides, using a landscape format 16:9 or 3:4, summarize your submission including one potential path for exploration —whether technological or another type of solution—that could help address this problem. Mixing graphics and text, tell us why this path could lead to more interesting solutions than others.

Q8. (Optional: link)

Share one URL link that represents, relates to, shows or expands on the problem and opportunity described.

[YOUR IMPROVEMENT Area Title]

Q1:

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Q2:

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Q2:

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