

Announcement - for immediate release | Berlin, 01/26/2017

Competition and Exhibition on Intuitive Products and Design

UX Design Awards 2017

Call for Entries | Deadline: March 31, 2017



The competition for the best intuitive products and concepts enters a new round: Corporations, design consultancies and agencies worldwide are invited to submit their user-centered product solutions and services until March 31st. Bestowed by the International Design Center Berlin, the annual awards honor outstanding design and intuitive quality in electronic products, digital solutions, services and environments. From this year onwards, the competition also includes professional concepts, prototypes and research projects. All nominated solutions and services will be exhibited from September 1 - 6, 2017 at IFA, the global consumer electronics show in Berlin.

From virtual reality to smart homes and intelligent voice control, digitization has firmly established itself in our product and living environments, changing our everyday lives. Complex product and service systems necessitate a conscious focus on the people that use them – on their needs and expectations, but also the limits of their capacities. The intuitive design of complex products and services – and with this the creation of easy access to new technologies – is a central challenge for designers and companies. While positive experiences strengthen customer loyalty and build trust,

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negative experiences quickly result in emotional distancing. Therefore, a positive user experience significantly contributes to the market success of products and services: Outstanding user experience design has become a key attribute for successful companies and brands.

Eligibility

Participation in the competition is open to companies of all sizes from around the world, to design and architectural offices, to communication and PR agencies, to development and engineering offices as well as to consortia comprising of companies, science and academic institutions.

Submissions

Submissions in the following product areas are accepted:

Product Solutions: Launched or market ready products, services, physical and virtual environments

Concepts: Professional product studies, product/service prototypes, research projects

Details and registration

www.ux-design-awards.com

Dates

March 31, 2017: Deadline for Submissions

September 1 – 6, 2017: IFA Nominees Exhibition and Awards Ceremony

Early November 2017: Announcement of the winners of the Audience Award

Jury

Pia Betton, Partner, [Edenspiekermann](#)

Prof. Carl Frech, Chair, partner and strategic consultant, [Fuenfwerken Design AG](#)

Ulrike Müller, Head of UX Design, [Volkswagen Group Future Center Europe](#)

Gerhard Nüssler, VP and Global Head of Design, [Siemens Hausgeräte, B/S/H/](#)

Henrik Rieß, Creative Director, [User Interface Design GmbH](#) Berlin

Prof. Dr. Manfred Thüring, Chair, Department of Psychology and Ergonomics, [TU Berlin](#)

Claude Toussaint, Managing Partner, [designaffairs GmbH](#) Munich



Organizers

The UX Design Awards are organized by IDZ Designpartner Berlin GmbH on behalf of the non-profit International Design Center Berlin (IDZ). The competition builds on the success of IDZ's annual Usability Park exhibition and Usability Award, which have already served as a platform for recognizing user-centered products at IFA since 2008. www.idz.de

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Organizers

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