

Announcement: Competition for User Centric Products and Concepts
Berlin, 12/20/2018



UX Design Awards 2018

Call open until March 31, 2018

The competition for excellent user-centric products and concepts enters a new round: Companies, design consultancies and agencies worldwide are invited to submit product solutions and services for the UX Design Awards 2018.

The UX Design Awards are a singular competition, focusing on user experience as a key asset in a connected world. A distinction for excellent user experience places a unique selling proposition of innovative products and services in the foreground.

All nominated solutions and services are presented at IFA, the global consumer technologies show in Berlin from August 31 – September 5, 2018. The annual competition is bestowed by International Design Center Berlin (IDZ), a leading independent German institution for the promotion of design as a driver of business and social innovation.

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General Manager: Ralf Wudtke
Registry No.: HRB 77023
Amtsgericht Berlin-Charlottenburg



Eligibility

Participation in the competition is open to companies, design consultancies and agencies as well as to consortia comprising of companies, science- or academic institutions worldwide.

Submissions

The competition is open for innovations across all industries and application areas:

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

Concepts: Professional product studies, product- and service prototypes, research projects

Details and Registration

www.ux-design-awards.com/en

Timeline

March 31, 2018: Deadline for Submissions

August 31 – September 5, 2018: IFA Nominees Exhibition and Awards Ceremony

Early November 2018: Announcement, Audience Award Winner

Jury

Christoph Becke, Head of Design Vision Range Development, [Brand Siemens](#), [B/S/H/](#)

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](#)

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

Martin Wezowski, Chief Designer, [SAP Innovation Center Network](#) & Chief Innovation Office

Organizers

The UX Design Awards are bestowed The International Design Center Berlin (IDZ), a non-profit independent German institution for design promotion. The awards build on the success of annual



"Usability Award" and "Usability Park" exhibitions by IDZ – recognizing and promoting user-centered innovation at IFA since 2008. www.idz.de/en

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Organizers

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User Experience

The experiences of clients, stakeholders and employees define the identities of enterprises and organizations. Experience design is a strategic element of successful brand building. Positive experiences strengthen loyalty and build trust, whereas negative events quickly lead to an emotional distance building. Hence, a positive user experience significantly contributes to the success of companies, their products and services.

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What are future users longing for? How will we interact with technologies, which choices will assert themselves? How can products and services fulfill changing needs and expectations?

The UX Design Awards honor future-oriented designs that reduce complexity and at the same time develop relevant solutions for peoples' changing needs and desires.

"Experience or User Experience is not about good industrial design, multi-touch, or fancy interfaces. It is about transcending the material. It is about creating an experience through a device." – Marc Hassenzahl

"In a connected world, user experiences are the real game changers for consumer preferences and business success." – Klaus Schröder, Strategy Director, CEO & Partner, design people