



Competition for User Centric Products and Concepts
Update: Deadline Extension / Jury Presentation
Berlin, 03/19/2018

UX Design Awards

Submission Deadline Extended until April 20, 2018

The submission deadline for the UX Design Awards has been extended until April 20, 2018. Companies, design consultancies and agencies worldwide are invited to submit user centric product solutions, services and concepts to the competition.

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 emphasizes a unique added value of innovative products and services.

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.

For further information please visit:

www.ux-design-awards.com/en

IDZ Designpartner Berlin GmbH
Am Park 4
10785 Berlin

press@ux-design-awards.com
Phone +49 (0) 30 61 62 321-0
Direct -17

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

Competition Jury

The jury is the core of the UX Design Awards. The independent experts' many years of experience guarantee the highest quality of the competition. The jury members' different competencies and specializations ensure a balanced evaluation of the various competition entries in the fields of user orientation and design quality. Members of the UX Design Awards Jury 2018 are:

Pia Betton, Partner, Edenspiekermann

Expert on Customer- and Brand Experience

Julia Ehrensberger, Senior Industrial Designer, Design Vision Range Development, Brand Siemens, B/S/H/

Expert on Industrial Design

Prof. Carl Frech, Chair, partner and strategic consultant, Fuenfwerken Design AG

Expert on Design Thinking and Brand Experience

Ulrike Müller, Head of UX Design, Volkswagen Group Future Center Europe

Expert on Connected Mobility Design

Henrik Rieß, Creative Director, User Interface Design GmbH Berlin

Expert on User Experience, Design Research and Experimental Design Processes

Martin Wezowski, Chief Designer, SAP Innovation Center Network & Chief Innovation Office

Expert on Strategic Design

Press Contact

Ake Rudolf | T +49 30 61 62 321-16 (-0) | press@ux-design-awards.com

Press texts and images: <http://ux-design-awards.com/en/presse/>

Website: www.ux-design-awards.com/en

Participant Information

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

Information and Registration

www.ux-design-awards.com/en

Timeline

August 20, 2018: Submission Deadline

August 31 – September 5, 2018: Nominee Exhibition at IFA

September 1, 2018: Awards Ceremony at IFA

Early November 2018: Public Choice Award Winner Announcement

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

Producers

IDZ Designpartner Berlin GmbH
Am Park 4
10785 Berlin

press@ux-design-awards.com
Phone +49 (0) 30 61 62 321-0
Direct -17

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

IDZ Designpartner Berlin GmbH
Am Park 4 | 10785 Berlin
T +49 (0)30 61 62 321 -0 | F -19
idz@idz.de | www.idz.de

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.

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