

UX
DESIGN
AWARDS

GLOBAL COMPETITION
FOR EXCELLENT
USER EXPERIENCE
2019

The UX Design Awards are a singular competition focusing on user experience as a key asset in a connected world.

INTERNATIONAL AWARDS FOR EXCELLENT USER EXPERIENCE

The UX Design Awards honor innovative solutions that increase the added value of new applications, technologies and services through positive experiences.

The annual competition is bestowed by the International Design Center Berlin (IDZ), a leading German design promotion institution.

POSITIVE EXPERIENCES STRENGTHEN PEOPLE RELATIONS

The experiences of clients, stakeholders and employees define the identities of enterprises and organizations. Experience design is a strategic element of successful brand building.

Understanding user motivation is essential in order to advance existing offers and to develop novel business models. Effective experience design enables brands to develop propositions that add human value, driving their market success.

USER EXPERIENCE – A UNIQUE SELLING POINT

The UX Design Awards offer great communication value to enterprises and design consultancies. A distinction for excellent user experience enhances the recognition of skills, products and services on the global market.

With more than 245,000 visitors, 6,000 journalists and 1,814 exhibitors, IFA provides a high level of visibility towards businesses, the press and end users alike.

NOMINEE EXHIBITION AND AWARD CEREMONY AT IFA

All nominated entries are exhibited at IFA, the global technology show in Berlin from September 6 to 11, 2019.

Award winners are honored during a festive ceremony at IFA, adding a high level of publicity. With its presence at the show the awards address both the international trade audience, the press and the general public.



Which expectations and wishes do future users have? How do they wish to interact with systems and technologies? Which solutions will prevail?

YOUR PARTICIPANT BENEFITS

High Marketing Value

Great user experience is a key USP in a connected world

Reputation

Nomination and adjudication by an independent jury panel

Uniqueness

The number of participants and of the bestowed awards is tightly limited

Prestige

Premium trophies, extensive logo packages, jury statements for all award winners

Great Communication Value

International media and social media relations, extensive print catalogue and online exhibition

Visibility B2B and B2C

Nominee exhibition and award ceremony presented at the global technology show IFA

Amplification

Comprehensive online vote for the public choice award enhances customer and stakeholder relations

“It was an honour being part of the UX Design Awards, and it lead to a fifty percent increase in exposure within Germany and Europe. It was amazing to get such recognition from the UX Design Awards well-respected jury, and being selected among many other great designs.”

Ryan Van Stralen, Marketing Director, Grant & Union Inc. (Canada)

PRESTIGIOUS TITLES



gold
2019

UX Design Award Gold

The premium award honors outstanding innovation and consistent experience excellence among all nominated product solutions and concepts.

The gold award winner is considered as being the „best of the best“ in the competition.



product
2019

UX Design Award | Product

The product awards are assigned for highly relevant use cases with excellent design and UX qualities among all nominated product solutions.



concept
2019

UX Design Award | Concept

The concept awards recognize forward-thinking prototypes and visionary use cases with high UX potential among all nominated concepts.



public
choice
2019

UX Design Award | Public Choice

The public choice award is assigned in an extensive online vote by users worldwide.



nominated
2019

UX Design Award | Nominated

First jury distinction for up to fifty successfully nominated competition participants among all entries.

“The UX Design Awards by IDZ are a great initiative. In a connected world, user experiences are the real game changers for consumer preferences and business success. Evaluating these is a delicate process. IDZ and the team of judges are doing a great job by promoting best practice in UX Design.”

Klaus Schröder, Strategy Director, CEO & Partner, design people (Denmark)

ENTER THE AWARDS

Eligibility

Enterprises, design consultancies or consortia of enterprises, research and education institutes worldwide

SUBMISSIONS

Product Solutions

Launched or market ready products, services and environments

Concepts

Product studies, product and service prototypes, interaction concepts, research projects

PARTICIPATION COSTS

Registration fee
€ 320

Participation and exhibition costs for successful nominees
€ 1.950

License fees for global unlimited use of an award title
€ 850 – € 1.250

INFORMATION AND REGISTRATION

Awards Website

ux-design-awards.com/en

Registration Deadline

March 31, 2019

Submission Deadline

April 5, 2019



„We consider the UX Design Awards to be the champions league of UX design – and that’s where we want to be.“

Dr. Alexander Wiethoff, UX Design Director, Imago Design (Germany)

COMPETITION TIMELINE

November 2018 – March 31, 2019

Digital submission of competition entries

April – May 2019

First Jury Deliberations: Nomination of up to fifty competition participants

June 2019

Second Jury Deliberations: Winner decisions for the titles UX Design Award | Product, UX Design Award | Concept and the premium title UX Design Award Gold

September 6 – 11, 2019

Nominee Exhibition at IFA

September 6, 2019

Award Ceremony at IFA

September – October 2019

Global audience vote for the UX Design Award | Public Choice

November 2019

Winner Announcement: UX Design Award | Public Choice

UX DESIGN AWARDS 2019

Organizers

The International Design Center Berlin (IDZ) is a leading independent German institution promoting design as a driver of business and social innovation.

IDZ implements projects at national and international levels in dialogue with businesses, governments, education and research institutes.

The IDZ provides access to innovators from the design field, as well as expertise in areas such as user centric design, eco design and business innovation.

IDZ
International
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