



UX

DESIGN AWARDS

PARTICIPANT INFORMATION

2019

IDZ International
Design Center Berlin

Welcome to the UX Design Awards 2019.

In this document you will find a brief summary of all important information about the UX Design Awards competition. If you have further questions, please visit our website: ux-design-awards.com or contact us personally.

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*„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)

UX DESIGN AWARDS

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

The Awards recognize excellent experience qualities in products, services, environments and future-oriented concepts. Impact, relevance and innovativeness range among key jury benchmarks.

The competition is annually bestowed by the [International Design Center Berlin \(IDZ\)](#) and presented at the [global technology show IFA](#) in Germany (245,000 international visitors, 6,000 journalists, 1,800 exhibitors in 2018).

Further information: ux-design-awards.com

ENTRIES

Product Solutions

for the „UX Design Award | Product“

Launched or market ready products, services and environments with electronic or digital elements.

Concepts

for the „UX Design Award | Concept“

Product studies, product and service prototypes, interaction concepts, research projects with electronic or digital elements.

AWARD TITLES

UX Design Award | Nominated

The Jury nominates a limited number of competition entries among all valid submissions. Nominees acquire the distinction „UX Design Award | Nominated“.

UX Design Award | Public Choice

In an extensive online vote, users worldwide assign the title „UX Design Award | Public Choice“ among all competition nominees. The winner will be announced in November of the current year.

UX Design Award | Concept

By assigning the title „UX Design Award | Concept“ the jury recognizes forward-thinking concepts and visionary use cases with high UX potential.

UX Design Award | Product

The jury bestows the title “UX Design Award | Product” to product solutions that combine highly relevant use cases with excellent design and user experience qualities.

UX Design Award Gold

One product solution or concept that represents an exceptional level of innovation and consistent experience excellence may receive the premium title „UX Design Award Gold“. The Gold Award Winner is considered as the „best of the best“ in each competition year.

BENEFITS

- **High Marketing Value:** Great user experience is a key USP in the connected world.
- **Reputation:** A distinction for excellent UX enhances brands, products, services and employer branding.
- **Uniqueness:** Nomination and adjudication by an independent jury. Limited participant numbers enhances the visibility of each nominee.
- **Recognition:** Festive Award Ceremony at IFA adds to the winners' prominence.
- **High B2B and B2C Visibility:** Nominee exhibition at IFA with more than 245,000 visitors, 6,000 journalists, 1,800 exhibitors (source: IFA, 2018).
- **Great Communication Value:** Diffusion through IDZ and IFA PR and social media. Presentation in print catalogue and online exhibition.
- **Amplification:** Public online voting campaign enhances Nominee communications.
- **Prestige:** Premium trophies, title certificates and extensive logo packages for each accomplished competition stage. Official jury statements enhance Winner communications.

All benefits: ux-design-awards.com/benefits

Number	Levels of distinction	Costs	Service overview
1	UX Design Award Gold	€ 1.250 *	<p>One product solution or concept that represents an exceptional level of innovation and consistent experience excellence may receive the premium title „UX Design Award Gold“. The Gold Award Winner is considered as the „best of the best“ in each competition year.</p> <p>The Gold Award Package includes the unrestricted right to use the Gold Award title and logo and a highly prominent placement in the organizers' communications and in the online exhibition.</p>
approx. 10	UX Design Award Product UX Design Award Concept UX Design Award Public Choice	€ 850 *	<p>Among all nominees, the jury will assign the following titles: „UX Design Award Product“ for outstanding product solutions with excellent user experience qualities and „UX Design Award Concept“ for visionary use cases and outstanding user experience concepts.</p> <p>In addition, the audience award „UX Design Award Public Choice“ will be determined among all nominees in an online voting lasting several weeks. The winner will be announced in November of the current year.</p> <p>The award packages include: The unrestricted right to use the respective award title including the associated logo; highlighting the award-winning solutions in the online exhibition and in the organizer's public relations work.</p>
max. 50	UX Design Award Nominated	€ 1.950 */**	<p>Among all valid submissions, the jury will nominate a limited number of participants of the competition. The nomination includes: Acquisition of the distinction „UX Design Award Nominated“ including the unrestricted right of use for the title including the corresponding logo; admission to the competition and to the adjudication; presentation in the nominee exhibition at the IFA, in print and online catalogues; extensive communication services.</p>
300-400 worldwide	Submissions	€ 320 */**	<p>With payment of the submission fee the examination and admission takes place to the nomination procedure by the jury. The fee applies per submission.</p>

* Prices apply to each submission excluding VAT.

** Conditions for company members of the International Design Center Berlin non-profit association: 100% discount on the registration fee, discount amounting to 20% of the association membership contribution on the nomination fee.

ADDITIONAL SERVICES

Additional services will be charged only in the event of a specific application by the participant.*

Nominee Exhibition at IFA

- Additional exhibition space: € 340 / m²
- Construction costs: On a time and material basis

Presentation Accessories

For the presentation of the nominated products, solutions and concepts at the IFA, the following devices can be ordered on request. All rental prices are valid for the entire IFA show duration.

- Tablet (iPad): € 440 / item
(incl. Wi-Fi access, anti-theft device, installation, software installation and technical support)
- Presentation monitor: € 440 / item
(incl. headphones, backup, installation, software installation and technical support)
- Wi-Fi access for additional presentation equipment: € 300 / device (unlimited data volume)

SHIPPING, LOGISTICS, HANDLING FEES

- Handling of consignments with edge dimensions of more than 60 x 60 x 60 cm including intermediate storage, unloading / packaging, transport between exhibition and the location of the organizer, storage of transport packaging during the exhibition: € 300 / item (fixed)
- Customs clearance : € 250
(excl. taxes and customs duties)
- Subsequent amendments to invoices: € 35

** All prices are subject to VAT. The place of venue is Germany.*

DATES

November 12, 2018 – March 31, 2019
Submission period

April – May 2019
1st jury deliberations and nominations

May 2019
Delivery of digital data and physical products of all nominees for the 2nd jury deliberations

June 2019
2nd jury deliberations and decision of the title winners UX Design Award | Product, UX Design Award | Concept and UX Design Award Gold

July – August 2019
Production phase: Preparation of public relations work, Nominee Exhibition and Award Ceremony

September 6 – 11, 2019
Nominee Exhibition at IFA

September 6, 2019
Award Ceremony at IFA, announcement of award winners

September – October 2019
Public online vote for the public choice award

November 1, 2019
Announcement of the winner
UX Design Award | Public Choice

PARTICIPATION

Eligibility

Participation in the competition is open to businesses, start-ups, design consultancies and agencies, engineering offices as well as to consortia of companies and science facilities or academic institutions worldwide.

Competition Procedure

Among all valid submissions, the expert jury panel nominates 50 solutions to participate in the competition. In a second step, the jury selects up to ten award winners among all nominated projects. Decisions are made on the basis of submitted data, original products and prototypes. All nominated solutions are presented in an exhibition at IFA, where winners are announced in a ceremony. All nominees participate in an public online poll among users worldwide to determine the winner of the public choice award.

Exclusions

Product solutions and concepts that have been distinguished in earlier UX Design Awards editions are excluded from participation, unless they have undergone considerable changes in function or design. Excluded from participation are one-off and craft products, purely academic or student projects, as well as solutions devoid of digital or electronic functions.

EVALUATION CRITERIA

To qualify for an UX Design Award, nominated solutions must excel in a majority of the evaluation criteria listed below. Impact, relevance and innovativeness range among key jury benchmarks. For instance, prospective award winners should –

- Generate new added value for a relevant user group;
- Significantly improve a situation;
- Open up novel application fields;
- Enhance human knowledge and abilities;
- Further inclusion and participation;
- Reveal innovative approaches to solve an existing challenge;
- Anticipate pioneering solutions for future challenges;
- Skillfully apply novel technologies to generate compelling user benefits.

REGISTRATION AND SUBMISSION

To participate in the competition please register on the awards' password-protected participant portal:

To the Online Registration (Participant Login)

Three steps to your competition participation:

1. Create your participant profile, edit at any time
2. Create up to six competition entries
3. Submit competition entries and select a payment method for the entry fee (invoice or online payment)

Submission deadline:
March 31, 2019

Required information

- Product name, manufacturer, design agency, website
- Short texts (max. 350 characters incl. spaces, English and German) about: product, users, use case, USP, challenges and findings in the design process
- Preview image (215 x 215 pixels) and 1 to 4 printable product images (WxH max. 5,000 pixels, max. 10 MB), GIF, PNG, or JPG (RGB)
- Film footage: Product film and short explainer video (illustrating use flow and key USP), 30 - 60 sec., low-tech e.g. mobile phone clip
- Jury access data for test / demo versions for apps and software products

ADJUDICATION

A short explanatory video enables the competition jury to understand the user experience of your product or concept on the basis of a concrete use flow.

PRESENTATION OF NOMINATED PROJECT

For a successful exhibition of your nominated products and concepts at IFA, we recommend the following types of presentation:

- Digital products (e.g. software, app, website):
Presentation on a mobile device, tablet or monitor with pre-installed test or demo access and presentation of a product film or explanation video on a tablet or monitor
- Physical products:
Presentation of the physical product with test or demo access and presentation of a product film or explanation video on a tablet or monitor
- Trade show presence:
Participants can send own personnel to present the nominated product solutions in the exhibition

IFA key figures: over 245,000 international visitors, 6,000 journalists, 1,814 exhibitors (Source: IFA 2018).

GTC

Participation in the UX Design Awards requires consent to the [General Terms and Conditions](#).

Additional information about the competition:
ux-design-awards.com

ORGANIZERS

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

The IDZ offers access to consultants and expertise in the areas of User Centered Design, Circular Design and Business Innovation through its professional member network.

The UX Design Awards are produced by IDZ Designpartner Berlin GmbH on behalf of the International Design Center Berlin (IDZ).

Further information: idz.de

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EXHIBITION VENUE

IFA Global Technology Show
September 6 - 11, 2019
ifa-berlin.com

"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, CEO & Partner, design people (Denmark)

"It was an honour being part of the UX Design Awards, and it led 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 (Canada)

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