

UX
DESIGN
AWARDS

Participant Information 2020

IDZ International
Design Center Berlin

Welcome to the UX Design Awards 2020!

This document provides all important information about the UX Design Awards competition in a nutshell.

For further questions, please visit our website: ux-design-awards.com or do contact us directly.

Content

.....	2
UX Design Awards	3
Submissions	3
Awards	4
Benefits.....	4
Participation Costs and Services	5
Dates	6
Participation.....	6
Evaluation Criteria.....	7
Judging	8
GTCs.....	9
Organizer	9
Contact.....	9

*“We consider the UX Design Awards to be the Champions League in UX design
– and that’s where we are going.”*

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

UX Design Awards

The UX Design Awards are a global competition with a unique focus on user experience, a key topic in connected life and work.

The UX Design Awards are open for experience solutions in all application areas and industries. Eligible are market-ready products, services and environments, prototypes and concepts as well as future-oriented research projects and visions.

Eligible for participation are corporations, companies, start-ups, design departments and agencies, research institutions and UX professionals worldwide. The number of submissions is unlimited. From 2020 onwards, student bachelor's or master's theses will also be admitted to the competition.

The competition is held annually by the International Design Center Berlin (IDZ). All nominated projects are presented in a special exhibition at the global tech show IFA in Berlin.

Submissions

For all submissions:

The market launch or the start of the development process must not date back more than two calendar years at the time of submission.

UX Design Award | Product

Market-ready or new products, services and environments

UX Design Award | Concept

Product studies, service concepts, conceptual environments

UX Design Award | Vision

Foresight concepts, advanced design studies, research projects

UX Design Award | New Talent

Bachelor and master projects in the fields of experience design, interaction design, industrial and product design as well as service design

Awards

UX Design Award | Nominated

First award level: The jury will select a limited number of outstanding solutions from all valid submissions. These will earn the title "UX Design Award | Nominated".

All nominated projects are presented to the public and take part in a second jury meeting. Here the jury will award the titles listed below. The jury is free to decide on the number of titles awarded.

UX Design Award | New Talent

UX Design Award | Product

UX Design Award | Concept

UX Design Award | Vision

UX Design Award | Gold

Projects from all award categories can be honored with a Gold Award.

UX Design Award | Public Choice

In addition, users worldwide will award an audience prize in an online vote lasting several weeks.

Details on the individual awards can be found on our [website](#).

Benefits

- Internationally recognized title, awarded by renowned design research and business experts
- Strictly limited number of awards per year
- Be part of the global community for UX leadership
- Increased visibility and recognition within your own organization
- High visibility for all nominated projects (including press, social media, website, newsletter); additional promotion opportunities for award winners
- Presence at the UX Design Awards exhibition at the global tech show IFA in Berlin (250,000 visitors, 6,000 media representatives)
- Award ceremony as a high-profile media event (including professional photos and videos)
- Access to our network with knowledge exchange and insights into current trends and future developments

Participation Costs and Services

Competition Stages	Costs	Service Overview
<p>Stage 1 – Competition Entry</p> <p>Submission Fee</p> <p>Submission Fee New Talent</p>	<p>€ 320 */**</p> <p>€ 50 *</p>	<p>Upon payment of the submission fee, the jury will examine the application and admit the candidate to the nomination procedure. The fee applies per submission.</p>
<p>Stage 2 – Nomination</p> <p>UX Design Award Nominated</p> <p>UX Design Award Nominated New Talent</p>	<p>€ 1.950 *</p> <p>free of charge</p>	<p>Among all valid entries, the jury will nominate a limited number of competition participants. The Nomination package includes: Acquisition of the title "UX Design Award Nominated" including the unrestricted right of use of the title including the corresponding logo; admission to the competition and the award judging; presentation in the award exhibition at IFA, in print and online catalogues; extensive communication services.</p>
<p>Stage 3 – Award Titles</p> <p>UX Design Award Product</p> <p>UX Design Award Concept</p> <p>UX Design Award Vision</p> <p>UX Design Award Public Choice</p> <p>UX Design Award New Talent</p> <p>UX Design Award Gold</p>	<p>€ 850 *</p> <p>free of charge</p> <p>€ 1.250 *</p>	<p>The Award packages include: Unlimited right to use the respective award title including the corresponding logo; publication in the online exhibition and public relations activities of the organizer.</p> <p>The Gold Award package includes: Unlimited right to use the Gold Award title and the associated logo; prominent position in the online exhibition and public relations activities of the organizer.</p>

* All prices are per submission and subject to the legal value added tax (VAT). ** Special conditions for corporate members of the International Design Center Berlin: Free submission for one project.

Additional Costs

In case of participation in the UX Design Awards exhibition at IFA, additional costs for optional services may apply. For an overview please see our price list in the [download area](#).

Dates

January – 15 May 2020

Submission Period (registration portal: [Participant Login](#))

May/June 2020

1st Jury Session: Nomination for the Awards

End of June 2020

2nd Jury Session: Award Decisions

July – August 2020

Production Phase: Preparation of public relations, exhibition and award ceremony

4 – 9 September 2020

Exhibition at IFA: Award Winners and Nominees

Early September

Award Ceremony

Until end of September

Public online poll for the UX Design Award | Public Choice

October 2020

Winner Announcement: UX Design Award | Public Choice

Participation

Eligibility

Companies, start-ups, design agencies, development offices, students, graduates and industry-related consortia of companies, research institutions and universities worldwide are invited to participate in the competition.

Competition Procedure

Among all valid submissions, the jury will nominate a limited number of projects for the competition. In a second step, the jury will select the award winners from all nominated projects. The evaluation is based on the submitted documents. All nominated projects will be presented in an exhibition at IFA. All winners will be honored during a festive award ceremony. In addition, users worldwide will vote for the Public Choice Award in a public online poll over a period of several weeks.

Exclusions

Solutions that were awarded in previous editions of the competition are excluded from participation, unless they have undergone significant changes in their function or design.

Evaluation Criteria

Successful submissions must solve a relevant challenge in an elegant and useful way. The competition entry must be self-explanatory and reflect the overall user experience. The application scenario should be presented from the user perspective and the extended context of a solution should be outlined. The jury must be able to understand the UX of a submission.

The jury's key evaluation criteria include:

Relevance

- Significant improvement of a situation
- Creation of new added value for relevant user groups
- Consideration of the overall context of a solution
- Solution of a substantial challenge

Empowerment

- Improvement of human abilities
- Access to new fields of application and knowledge
- Strengthening of inclusion and participation

Innovation

- Finding innovative solutions for a real challenge
- Use of novel technologies for higher added value
- Identification of emerging fields of action and development of new solution strategies

User-centric design

- Convincing and consistent design, customizability
- Intuitive operability and universal comprehensibility
- Coherence of service offering, positive user experience across all touchpoints

Category "UX Design Award | Vision"

Specific evaluation criteria apply in the competition category for future concepts:

- Perception of relevant future challenges
- Derivation of convincing fields of action
- Development of visionary solution concepts
- Anticipation of future technologies, novel experiences and interaction concepts
- Development of positive future scenarios in the overall context of people, society, environment and economy

Additional criterion: Responsibility

- Strengthening of social values and social cohesion
- Democratization of technologies, use of open systems
- Consideration of sustainable principles and resource saving

Registration and Submission

Competition registration takes place via a password-protected online portal: [Participant Login](#)

Participation in three steps:

1. Create your personal user profile
2. Set up and submit your competition entries
3. Participation fees may be paid online

Submission Deadline

15 May 2020

Necessary Information about your submission:

- General information on the project, manufacturer, designers, etc.
- Brief specifications: project description, users, use case, USP, challenges and insights from the development process
- Preview image, 2 – 4 printable project images
- Film footage: Product film and short explanatory video (demonstration of the use flow and the USP, 60 – 90 sec., low-tech version, e.g. mobile phone clip)
- Software solutions: jury access to test version or demo software

Judging

A short explanatory video, primarily from the user's perspective, enables the jurors to experience and evaluate the UX of the project in a comprehensible way.

Presentation of Nominated Projects

We offer the following types of presentation for the exhibition at IFA:

- Digital products (e.g. software, app, website):
Presentation on a mobile device, tablet or monitor with pre-installed test or demo access and/or presentation of a product film on a tablet or monitor
- Physical products:
Presentation of the physical product with test or demo access and/or presentation of a product film on a tablet or monitor
- Personal trade show presence:
You may present your selected projects at the UX Design Awards exhibition throughout the IFA trade show.

IFA key figures: 240,000 international visitors from 133 countries, 5,361 media representatives, 1,939 exhibitors (source: IFA 2019).

GTCs

Participation in the competition implies acceptance of the [general terms and conditions](#).

Organizer

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

IDZ offers companies access to consulting and expertise in the field of design, promotes knowledge exchange, and realizes projects and events. The institution works in active dialogue with representatives from politics, culture and science at national and international levels.

The UX Design Awards are organized by IDZ Designpartner Berlin GmbH (Ltd.) on behalf of the IDZ.

Further information: idz.de

Contact

Daniela Kozián
Project Management
T +49 30 61 62 321-17
contact@ux-design-awards.com

IDZ Designpartner Berlin GmbH
Hagelberger Str. 52 | 10965 Berlin
T +49 30 61 62 321-0

Registry
Amtsgericht Charlottenburg HRB 77023

Exhibition Venue
IFA Global Technology Show
ifa-berlin.com

"The UX Design Awards by the IDZ are a great initiative.

In a connected world, user experiences are the true "game changers" for people's choice and business success.

Evaluating them is a delicate process. The IDZ and the team of judges do an excellent job in promoting best practices in UX design".

– Klaus Schröder, CEO & Partner, Design People (Denmark)

"The UX Design Awards are an internationally renowned prize, in addition the design award presented in cooperation with IFA. We are very proud to have won it."

– Joachim Gast, Managing Director, GN ReSound (Germany)

UX
DESIGN
AWARDS

IDZ International
Design Center Berlin

ux-design-awards.com