

UX

DESIGN  
AWARDS

---

2021

UX

**DESIGN**  
AWARDS

---

2021

“The UX Design Awards are a good opportunity to see the cutting-edge projects out there, and to keep the finger on the pulse of the UX world.”  
— Sabine Berghaus

Design is about improving people's lives. We believe only design that focuses on people has the potential to improve the world in a sustainable way. To create meaningful solutions for people's needs, designers need to understand their goals, desires, and emotions.

The UX Design Awards reflect the impact of user and customer experience design on shaping a positive living environment for everybody. Originating in 2008 as a show for good usability, we established the Awards in 2015. Ever since, the UX Design Awards have been honoring exceptional experiences across the world.

The Awards are central to the mission that the International Design Center Berlin (IDZ) has been pursuing for more than fifty years: the promotion and advancement of accomplished design. We are proud of the awards' broad international acclaim. This year, we were able to welcome more than 400 participants from 50 nations across the globe. Among all entries, the jury nominated more than 140 projects from 29 nations to compete for the Awards.

We invite you to discover all the outstanding experiences – the products, services, concepts and visions presented in this yearbook and wish you an inspiring read!



**Prof. Karsten Henze**

Chairman of the Board at the International Design Center Berlin



**Prof. Pelin Celik**

Vice Chairwoman of the Board at the International Design Center Berlin and Chair of the 2021 UX Design Awards Jury



**Ake Rudolf**

Director of the UX Design Awards and Head of Strategy at the International Design Center Berlin

[ux-design-awards.com](https://ux-design-awards.com) | [idz.de](https://idz.de)



The jury is the core of the UX Design Awards. The independent experts' many years of experience guarantee the highest quality of the competition.



## Pelin Celik

Professor, HTW Berlin, University of Applied Sciences  
Expert on User Experience & Design Education / Jury Chair

Pelin Celik is professor for Industrial Design at the HTW Berlin since 2017. Her research focuses on Holistic User Experience in Age and Technology as well as experimental and participative design processes.

Before being assigned to the HTW Berlin, she worked as a professor at the Hochschule für Kommunikation und Gestaltung in Ulm and as a visiting professor at the Burg Giebichenstein Kunsthochschule in Halle. As a designer in international companies, she has received numerous awards for her work.

## Sabine Berghaus

Principal Key Expert for Digital User Experience, Siemens AG  
Expert on Digital User Experience & UX for IoT

Sabine is Principal Key Expert for Digital User Experience at Siemens Technology in Munich. She is passionate about exploring how technology impacts human behavior, businesses, and society.

She started her career as a user researcher and UX designer at multiple digital agencies and as a self-employed UX professional. After several years in the digital agency world, she joined the Institute of Information Management of the University of St. Gallen to research, teach, and consult on mobile business and business innovation, while pursuing her PhD on digital transformation strategies.



## Oliver Gerstheimer

Founder and Managing Director, chilli mind  
Expert on Digital Innovation, UI/UX Design &  
Architecture and Sustainable Business Models

Oliver Gerstheimer is the founder and design director of the digital co-innovation agency chilli mind in Kassel, Germany. Following the founding of his company in 2001 he worked intensively on a pragmatic business method and design process, focusing on how to co-create new digital services and interactive products in a human centric way.

Together with the extensively awarded chilli mind team Oliver works for international clients across different industry areas. With over 20 years of design practice Oliver is an enthusiastic evangelist for human-centered design (HCD). He gives regular talks and publicizes papers in international platforms for design and digital transformation.



## Ole Heydekamp

Lead Customer Experience Management, Deutsche Telekom AG  
Expert on Customer Experience, Innovation and Service Design  
in the Telecommunication Area

Ole leads the Customer Experience Management team within the Technology and Innovation Board department at Deutsche Telekom. He started his career as a user experience designer and has since expanded his knowledge to include agile product development and new technologies such as AI and voice interfaces.

Ole and his team view customer experience from a holistic perspective. They focus on the context of each interaction within an end-to-end customer journey. Ole firmly believes that new ways of working are needed – and that there is a direct link between the employee experience and the customer experience.

## Stephanie Hölzlwimmer

Director Innovation and UX, BOSCH Connected Mobility Solutions  
Expert on Design Thinking and UX in Corporate Organizations

Stephanie Hölzlwimmer is the Director Innovation and UX at BOSCH Connected Mobility Solutions. It is a still-young Bosch division with the purpose to shape the future of mobility with connected services.

She is responsible for building a user-centered innovation system by leveraging design thinking and UX/UI design approaches. Her mission is to empower innovation and product development teams to create fascinating user-driven digital services for B2B-customers and partners.

Stephanie became a human-centered design enthusiast – and a HPI d.school certified DT coach – as Head of Product Management at BOSCH Power Tools where she pioneered the application of user centric collaborative working methods in international, interdisciplinary product development teams.

## Amber Lundy

Senior Designer, Amazon UX Lab  
Expert on Machine Learning UX and AI driven Experiences

Amber Lundy is a Senior Designer at Amazon UX Lab, the advanced concept design team focused on R&D for products, services and devices of the future. Her upbringing spans countries and her training spans design spaces, starting in industrial design and computer mediated communications before branching into UX and transmedia art.

Over the years she has lead design and conception for products at startups and big tech giants such as Emotient Analytics, Raytheon Websense, Apple and Amazon. Today, her broad design practice has come together to focus on driving deep rooted change, unlocking new customer value and manifesting emergent experiences.

## Laura Müller

Head of UX/UI, Henkel dx  
Expert on Design Strategy, Simplifying Software,  
Facilitation and Innovation

Laura is currently building the first UX/UI team for Henkel (dx) globally. She makes sure that the motivation behind building new products and user needs align. Her team creates meaningful digital products by combining user needs, business models and branding.

She worked for leading digital and branding agencies before diving deeper into the field of business and innovation. She has a passion for inventing products and insists on following new ideas. She worked for brands such as Daimler, Airbus, VW, BMW, Siemens, ERGO, Migros, SOS-Kinderdorf and DHL.

In her spare time she coaches startup founders on digital product strategy and UX, helps students enter the UX world by mentoring them and blogs about UX-related topics.



## Björn Sorge

Vice President Customer Experience & Design, ProSiebenSat1. Digital  
Expert on Digital Design & Customer Experience  
in the Entertainment Field

Björn Sorge has been a consultant, entrepreneur and thought leader in digital business for over 20 years. He describes himself as a “child of the New Economy” with countless digital projects and products to his credit.

He is passionate about embedding a consistent customer-centric strategy and vision in the sense of “USER FIRST” in businesses. Björn is also firmly convinced that a strong focus on experience design in digital products is becoming increasingly important and is developing into a key competitive advantage.

His personal motto: You do well what you enjoy! And this is what he tries to convey in his daily work with design teams. In his role as Vice President Experience Design, he is currently engaged in the digital transformation of ProSiebenSat1.

## Judith Peeten

Associate Design Director, Philips Experience Design  
Expert on User Experience Design for Healthcare & Design Systems

Judith Peeten is an experienced designer focused on designing in context while having the user, business and technology in mind. Challenged and inspired while working in a multi-disciplinary team she is an expert on user experience design for healthcare and design systems.

Since 2019 she is leading a team of UX designers that design solutions for professional healthcare and the digital design language system of Philips. She strongly believes in learning by doing and guides people to trust and build on their own strengths.





## Werner Spicka

Executive Director, Interaction Experience Unit, designaffairs  
Expert on Interaction Design, Strategy and Ideation

Werner Spicka has been Executive Director of the interdisciplinary Interaction Experience Unit since 2016.

His focus is based on constant confrontation with the rapidly changing challenges of interaction design and the transfer of strategies and ideas into feasible designs. His wide knowledge and cross-industry experience in design development, implementation and consulting help him and his team to create new and brand-defining interactive experiences.

He gives lectures on current UI design developments and methods in UI design and has been awarded prizes such as the "iF communication design award" and the "Good Design Award".



## Markus Turber

Founder and Managing Director, Intuity Media Lab  
Expert on Strategic Design, Digital Product Innovation,  
Business Model Design & User Experience

Markus Turber is fascinated by designing desirable, sustainable and intelligently connected solutions. He founded Intuity, a strategic design and innovation lab based in Stuttgart, Germany, in 2002. The interdisciplinary teams at Intuity combine design with technology, IT and science. They help their clients succeed in the digital world.

Intuity has received numerous national honors and international awards for its work, including the UN World Summit Award. The joint development of digital products with young start-ups is particularly close to Markus' heart.





# UX Design Award Product

Among submissions from 50 nations, the jury nominated a total of 74 projects to compete in the Product category, which is open to market-ready or new products, services and environments.

Among the 74 Nominees, the jury bestowed one Gold Award and six Product Awards. In addition, four submissions received Special Mentions.

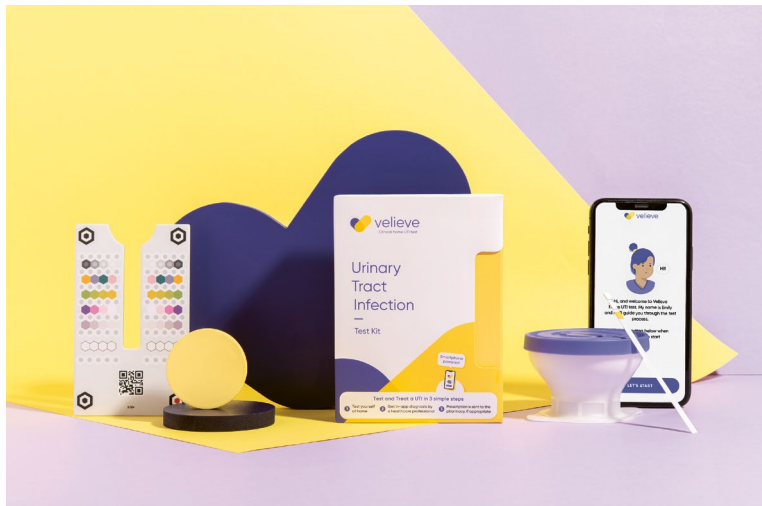
Congratulations to all Winners and Nominees in the Product category!

Velieve is a urinary tract infection (UTI) test and treat service, allowing women to test themselves at home and receive medication. An app on their smartphone guides them through a urine test to determine whether they have an infection. Once they complete the test an online doctor offers a diagnosis and a prescription if needed. They can then have the antibiotics delivered to their doorstep or pick them up at a local pharmacy.

Company:  
Healthy.io

Design:  
Healthy.io's design department

Website:  
velieve.io



Velieve

UX  
DESIGN  
AWARDS

gold  
2021

20





UX  
DESIGN  
AWARDS

gold  
2021



“Velieve is a beautiful holistic solution for users with urinary tract infections. The test and treat service allows women to test themselves at home and receive medication. The entire solution is very elegant and professional in the context of use. It guides the user from the moment the packaging is opened. By repurposing the package for supporting the test procedures and as a manual, Velieve nicely integrates sustainable aspects. The quality of the layouts and the consistent use of color, form language, and illustrations across all digital and analogue touchpoints build trust when testing for a urinary tract infection.”

— Judith Peteen



CleanMyMac X is a macOS application designed to help users keep their Macs in order. With smart and easy-to-use tools, the app transforms the tedious task of maintaining computers into a pleasant experience. CleanMyMac X allows users to free up gigabytes of space, speed up their computer, and protect it from malware in just two clicks. Interactive hover effects, animations, and atmospheric sounds support the experience of optimizing a Mac.

Company:  
MacPaw

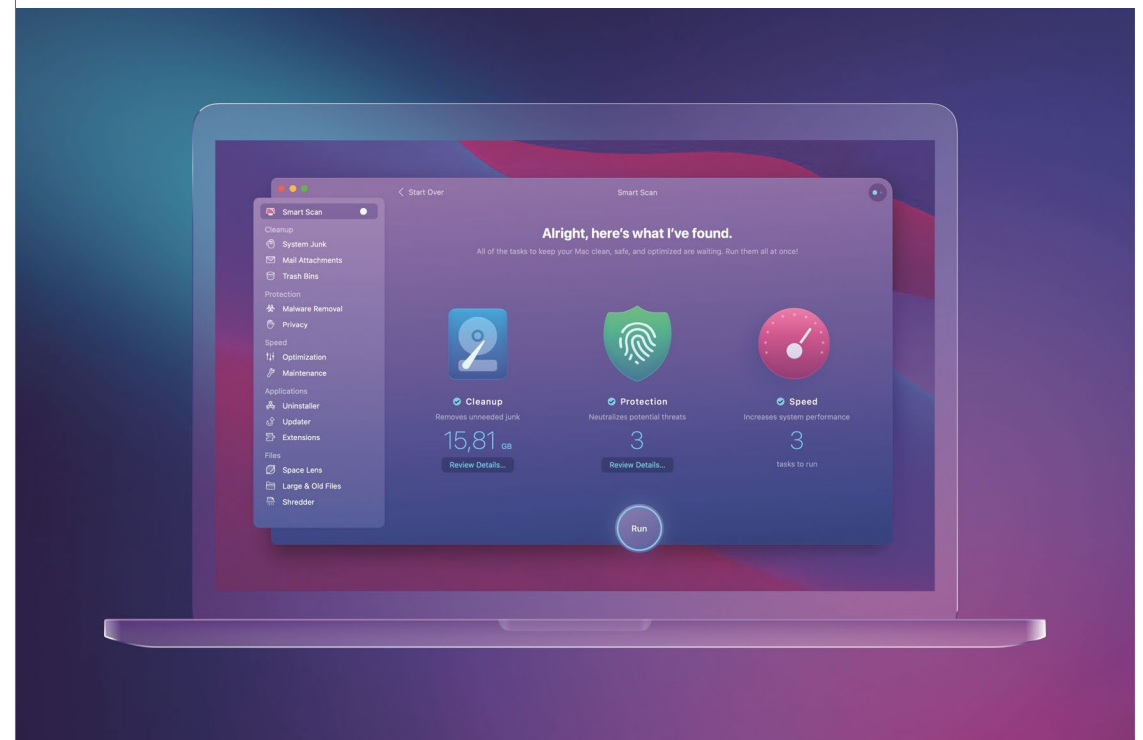
Website:  
macpaw.com

Design:  
MacPaw / Oleksandr Pronsky,  
Olena Shykina, Artur Zekun,  
Kostiantyn Osadchyi,  
Oleksandr Cherepakhin,  
Mariia Parii, Aleksandr Ageev

“CleanMyMac makes a complex, often non-transparent task easy for a broad range of users. It combines many functions and features in one coherent application. By giving just the right amount of visual feedback and information at the right time, it creates trust with the user. What really stands out is the app’s state-of-the-art graphic design, which combines style with clear structures and intelligent data visualization. Additionally, CleanMyMac creates an immersive, atmospheric experience by playing with animation, sound, color, and more.” — Werner Spicka

UX  
DESIGN  
AWARDS

product  
2021



Tango is HP's first Smart Home printer. The vision: deliver a breakthrough, premium IoT experience for the users. The entire customer journey from pre-purchase through setup and use was reimagined to align with the vision. Tango's success is a result of many design disciplines and cross-functional teams coming together to align on the vision, design, and testing through multiple iterations that challenged the status quo at each phase of the design process to support the user and business needs.

Company:  
HP Inc.

Design:  
Global Experience Design Group, HP Inc.

Website:  
hp.com

"This product was conceived not as an isolated standalone but as part of a whole ecosystem. It promotes the printer from a plastic box somewhere on a desk to a beautiful piece of furniture. The focus on sustainability is visible across various touchpoints such as packaging, materials, ink management, and more. The concise and nicely illustrated step-by-step manual for setting up the product focuses on the user and removes pain points that others could not solve before."  
— Werner Spicka

## HP Tango Smart Printer Setup Experience

UX  
DESIGN  
AWARDS

product  
2021



339 million people suffer from asthma globally according to the World Health Organization. Surprisingly, asthma monitoring is still currently limited to clinically observed changes in lung function and patient symptom reporting. My Lung Health provides a comprehensive view of patients' lung health with 24/7 monitoring, allowing physicians to have complete visibility.

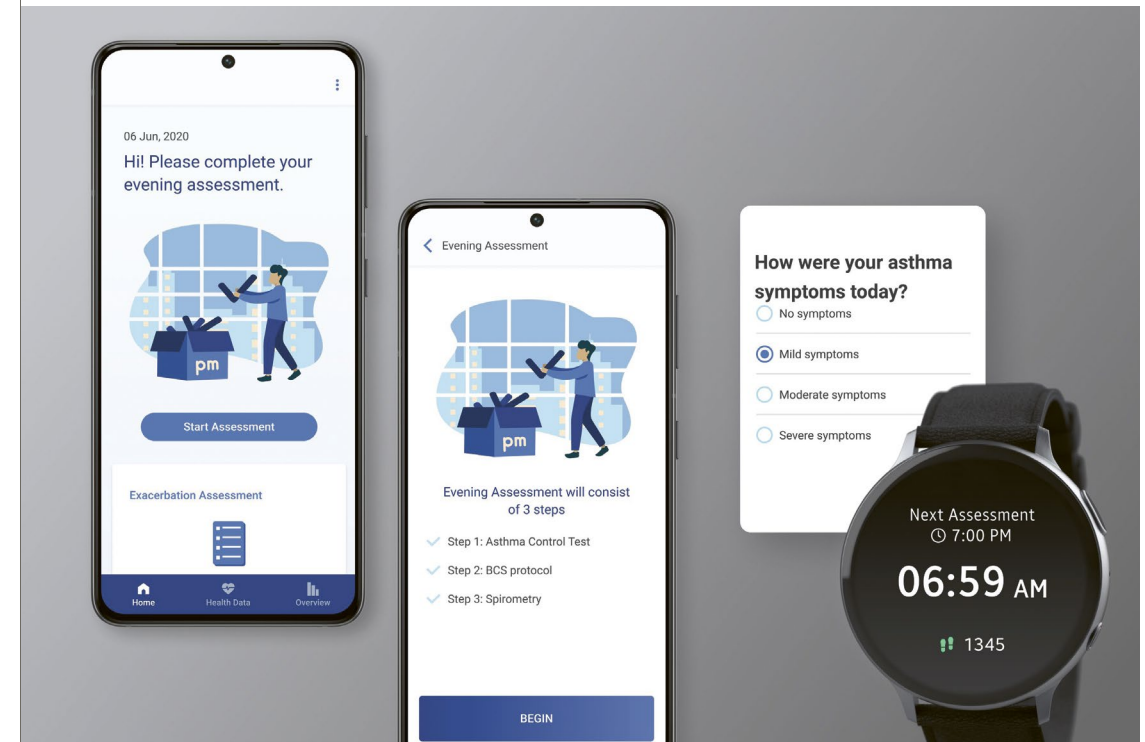
Company:  
Samsung Research America

Website:  
sra.samsung.com

Design:  
Digital Health Lab / Josh Richman,  
Ixabu Gonzalez, Kim Im, Kyungmin Lee,  
Matthieu Chaminade, Megan Gupta,  
Philip Park, Young Jang

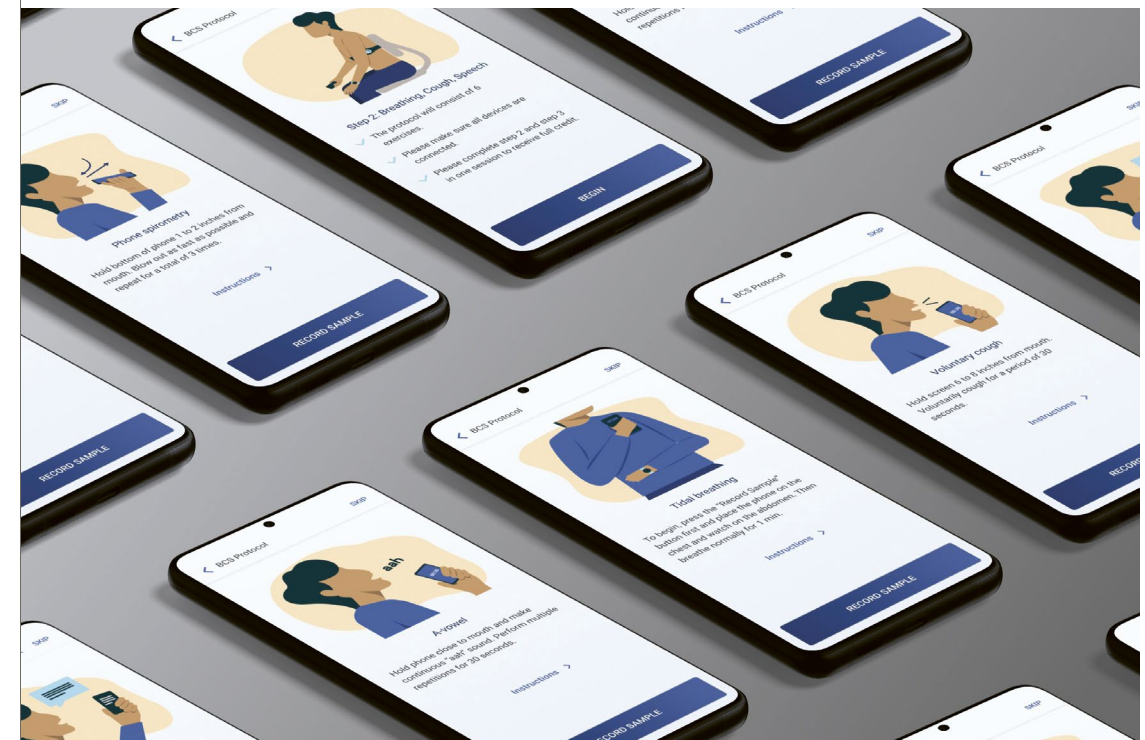
UX  
DESIGN  
AWARDS

product  
2021



“Asthma remains a worldwide health problem. ‘My Lung Health’ skillfully addresses this issue by helping clinicians get a more comprehensive picture of the health of patients’ lungs by allowing them to include data collected by smart devices and contextual data in the assessment. This comprehensive view of lung situations can also help patients in the daily handling of their asthma situation. The jury explicitly commends the specific focus and the clear, non-intimidating, and inviting UI design of the app.”

— Stephanie Hölzlwimmer





Philips Respironics Mask Selector is the first and only clinically validated, 3D facial scanning solution that helps providers to fit 9 out of 10 patients with the right mask from the start. The proprietary Mask Selector algorithm offers a novel solution in the shift toward digitization of health care, helping to improve business efficiencies by reducing costs associated with fitting time and mask waste.

Company:  
Philips

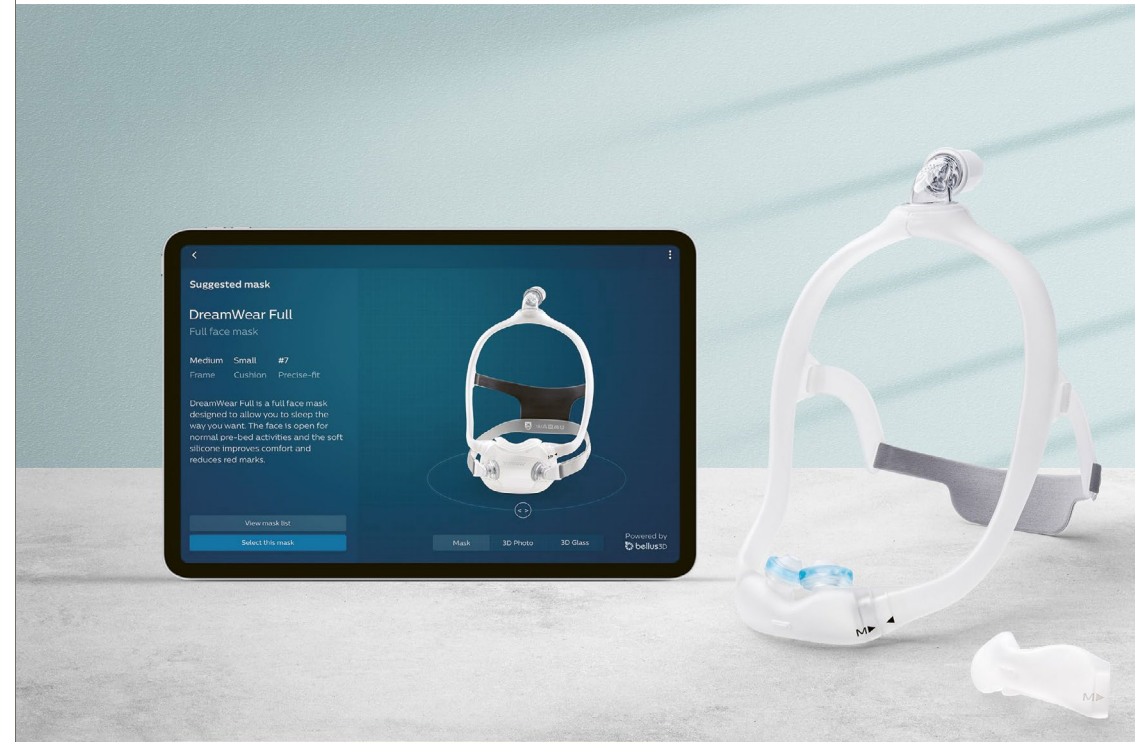
Design:  
Philips Experience Design

Website:  
[usa.philips.com/healthcare](http://usa.philips.com/healthcare)

“The Philips Respironics Mask Selector approached a multiuser scenario with both specialist collaboration and co-creation methods that clearly demonstrate human-centered outcomes in their final design. Innovative technology for personalization and a focused workflow design created an impactful improvement for patients, clinicians, and the broader healthcare system. With this Award, the jury recognizes these improvements, as well as the solution’s elegant and straightforward design.” — Amber Lundy

UX  
DESIGN  
AWARDS

product  
2021



The Series 09 Rugged CAN Keypads are designed for E1 applications and functional safety in accordance with various standards as well as an intelligent control with CAN bus integration. The devices also offer excellent tactile feedback and are clearly visible day and night due to the powerful RGB LED four-segment halo and LED symbol illumination. The customizable illumination provides the operator with excellent visual feedback and is combined with a unique, contemporary design.

Company:  
EAO AG

Design:  
Inhouse Design

Website:  
[eao.com/09-keypads](http://eao.com/09-keypads)

“This product, which at first glance appears to be relatively simple, impresses with its well-considered design. Its flexibility and adaptivity provide an outstanding experience that is precisely geared to its user base. The light rings are a new and efficient way to introduce intelligence in this use case.” — Pelin Celik

Series 09 Rugged CAN Keypads  
Rugged. Modular. Reliable.

UX  
DESIGN  
AWARDS

product  
2021



Ziina is a new digital wallet for the Middle East. The product enables instant online payments for people in the region, including people previously unbanked. The app is built for network effect, allowing users to send money and invite friends easily. Ziina is meant to be social, unlocking its full potential when a person's close circle of friends joins in. The product is created to bring delight, allowing people to share joy and emotions with their friends.

Company:  
Ziina

Design:  
Ziina Design / Anton Badashov

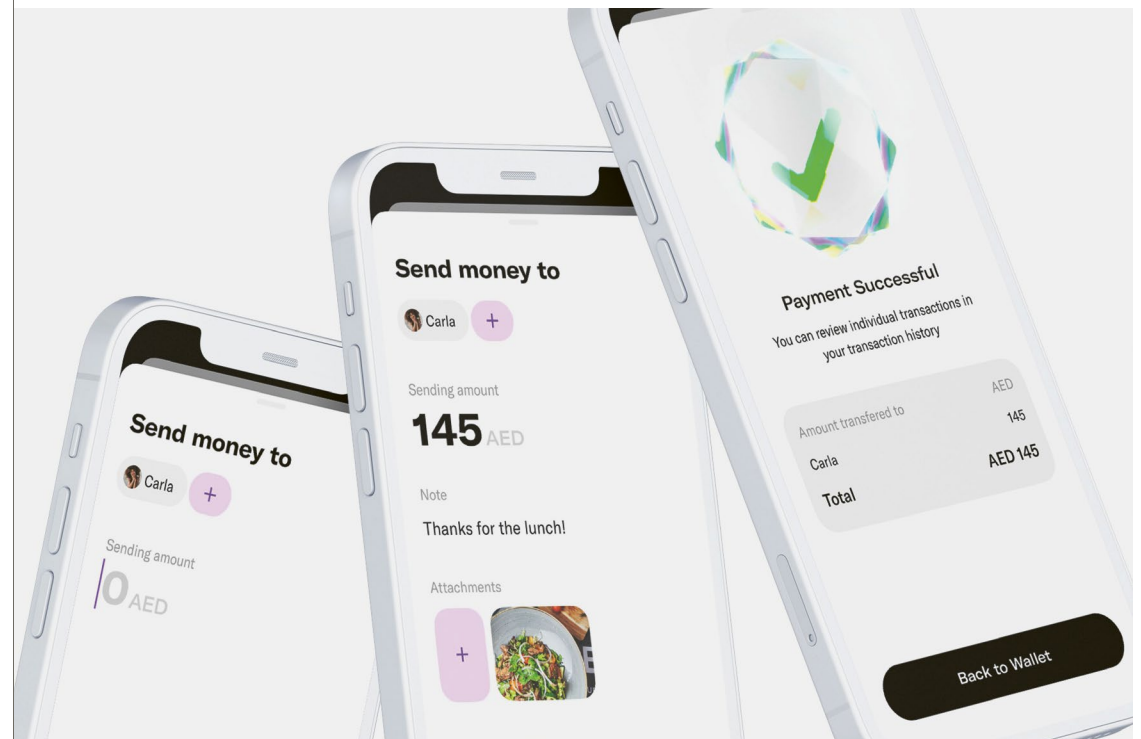
Website:  
badashov.com/ziina

“The digital Wallet Ziina addresses a relevant challenge by providing a payment solution for a region where most people are still unbanked. The unique and appealing design combines traditional elements with a modern and intuitive UI language. Small and well-thought-out solutions make sending and receiving money a most enjoyable experience. Ziina uses UX to break existing societal taboos by enabling conversations about money, a topic that traditionally tends to be avoided – it is therefore a driver of positive change.” — Ole Heydekamp

Ziina Digital Wallet for MENA

UX  
DESIGN  
AWARDS

product  
2021



Discoveries is a worldwide showroom set up as a cosmos of 360° stagings. Häfele, one of the world market leaders in furniture fittings, took the cancellation of the Interzum trade fair as an opportunity to present its product range in 50 markets. The three-dimensional, photorealistic 360° panoramas are arranged as a planetary system with 16 product and theme stagings. The showroom offers multi-optional user journeys, from an automated guided tour to a personal tour via screen sharing.

Company:  
Häfele SE & Co. KG

Design:  
Bruce B. corporate communication GmbH

Website:  
discoveries.hafele.com

UX  
DESIGN  
AWARDS

special  
mention  
2021

UX  
DESIGN  
AWARDS

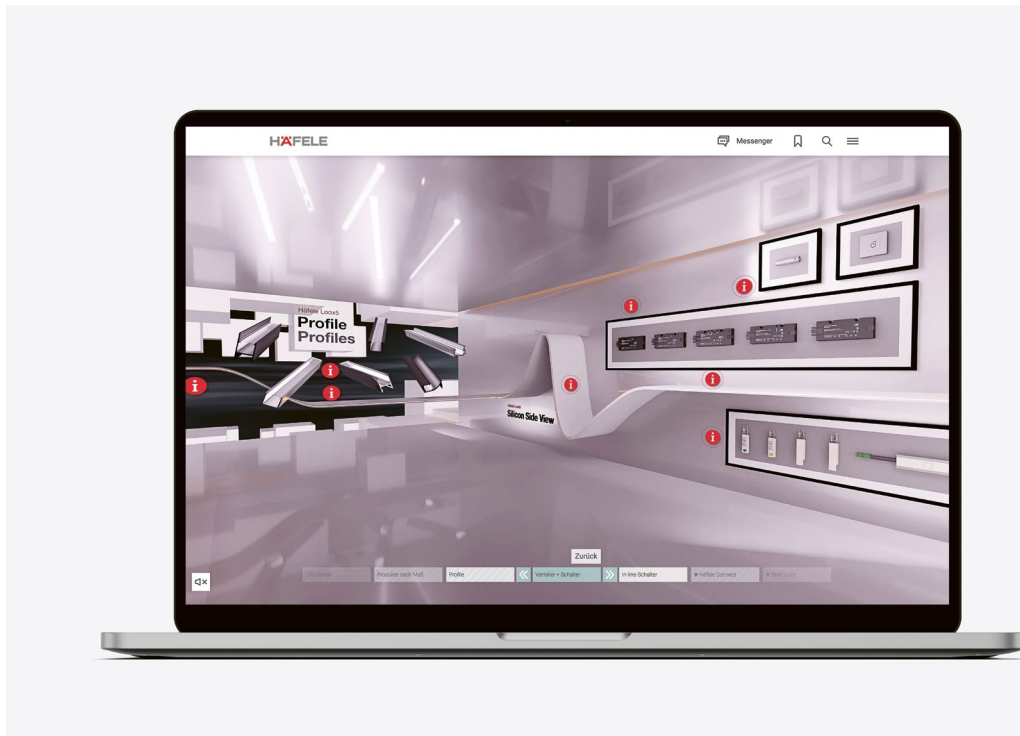
special  
mention  
2021

MAiRA, the Multi-sensing Intelligent Robotic Assistant, is the first commercially available cognitive robot. Thanks to the advanced AI and in-house developed sensors, MAiRA can fully perceive surroundings and adapt its behavior to a changing environment. The 100% safe human-robot collaboration is possible thanks to human detection technology. Easy programming, voice and gesture control systems create infinite possibilities for interaction, both for beginners and experts.

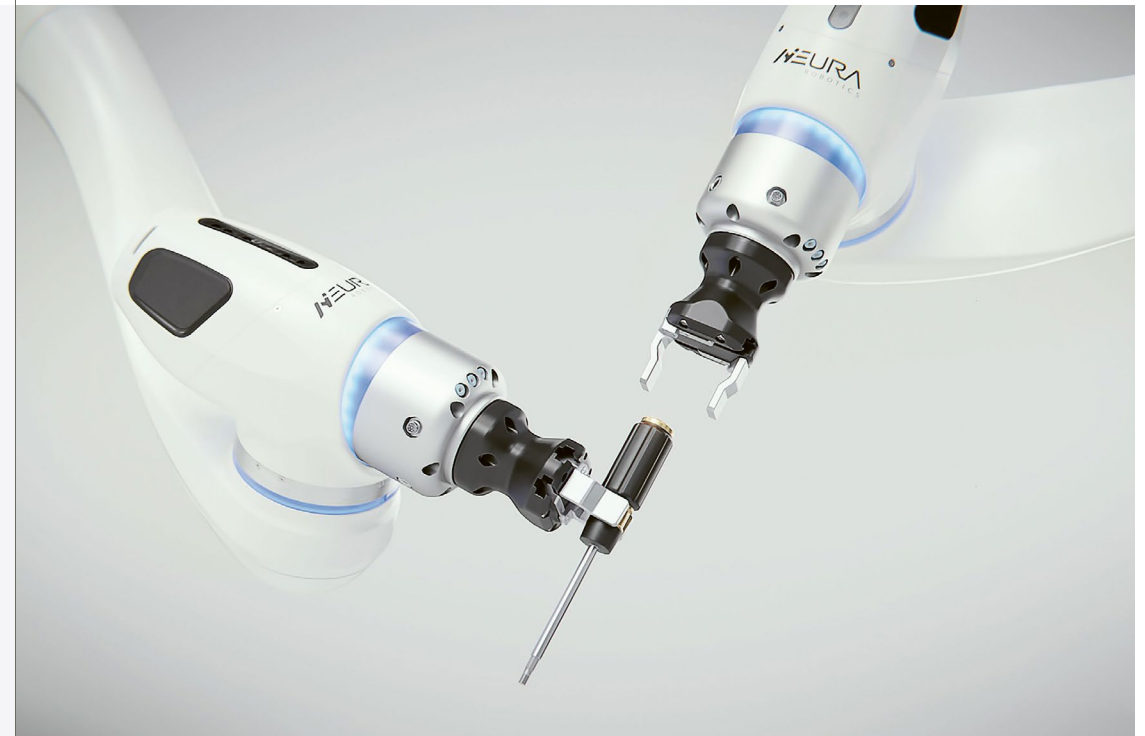
Companies:  
NEURA Robotics

Design:  
NEURA Robotics

Website:  
neura-robotics.com



Häfele Discoveries 2021



MAiRA  
Multi-Sensing Intelligent Robotic Assistant



The Philips Hue app, the primary way to control Philips Hue smart lights, was designed to be a comprehensive way to control a home smart lighting system. The app features an intuitive user interface that gives an overview of users' smart lights and allows them to quickly set light scenes with a single tap, setting the mood for any occasion instantly. Besides a library of scenes designed by lighting experts, the app offers the ability to easily create automations with a step-by-step setup.

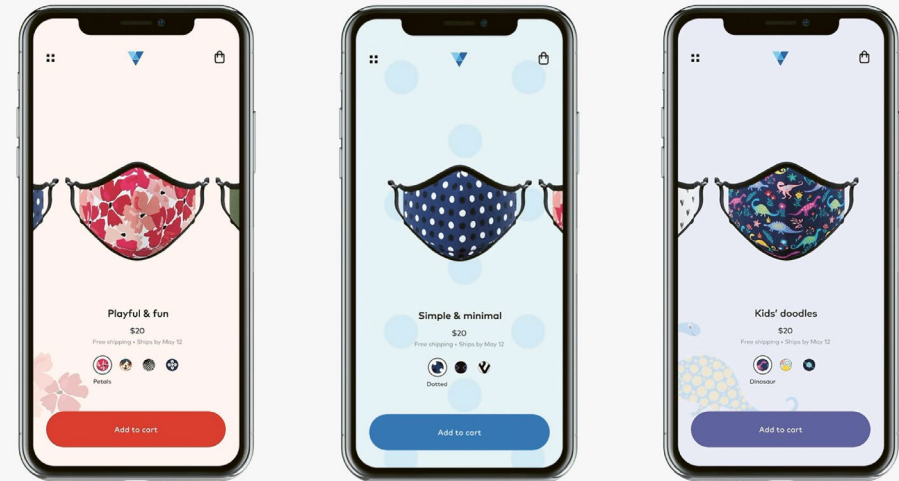
Company:  
Signify

Design:  
Signify

Website:  
philips-hue.com

UX  
DESIGN  
AWARDS

special  
mention  
2021



UX  
DESIGN  
AWARDS

special  
mention  
2021

The Vistaprint Masks website is an e-commerce platform launched swiftly at the beginning of the pandemic to support the brand's new product – high-quality, beautifully-designed, and comfortable face masks for adults and children. Easy to use and filled with features – including artist collaborations, design assistance and a self-serve mask customizer – the platform has helped to normalize and ease masks into our everyday lives, thereby protecting communities and supporting businesses.

Companies:  
Vistaprint

Design:  
Work & Co

Website:  
vistaprint.com/masks

Adform FLOW is the world's first independent, integrated adtech platform, combining a demand-side platform, data-management platform, supply-side platform, dynamic creative capabilities and an ad server in one intuitive solution. By removing complexity and placing marketers at its heart, the platform sets fresh expectations for personalisation, partnership and control. It facilitates a shift away from entrenched industry siloes and enables collaboration across the campaign workflow.

Company:  
Adform

Website:  
site.adform.com

Design:  
Adform's UX Design Team /  
Erlingur Ørn, Bartels Jonsson

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

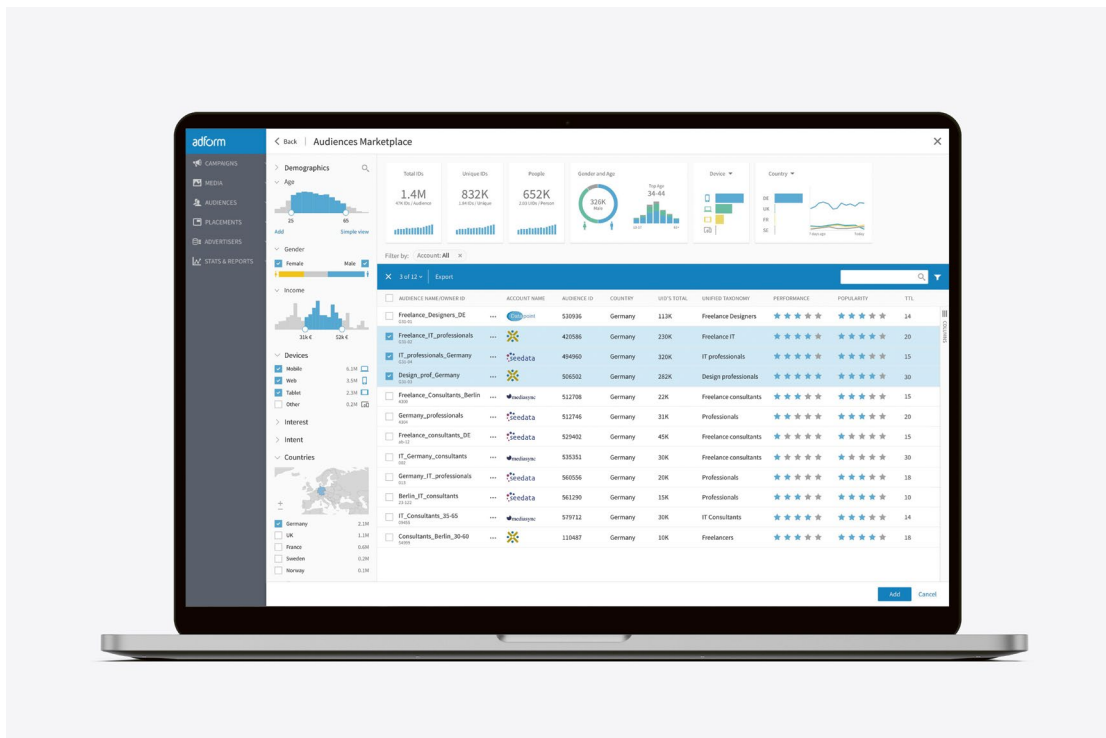
nominated  
2021

Little Voice was brought in to modernise Alfresco's B2B applications. This included creating a mobile app, a file browsing tool, a BPMN modeler app, and revising their documentation portal.

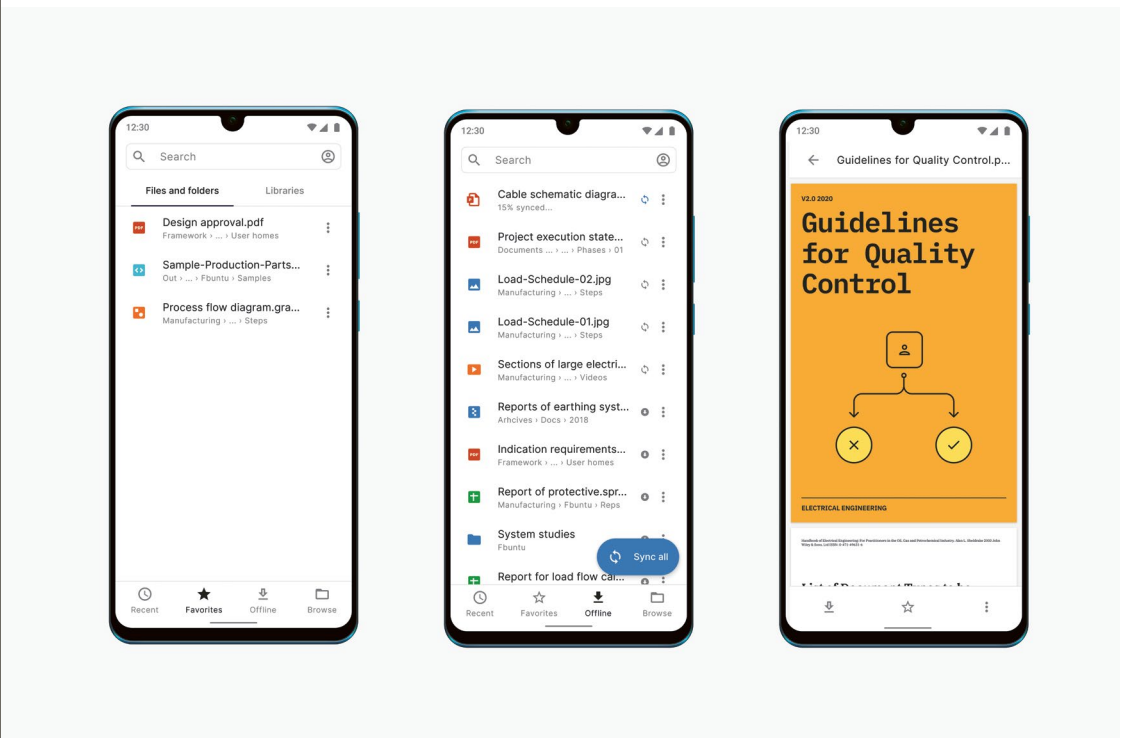
Company:  
Alfresco

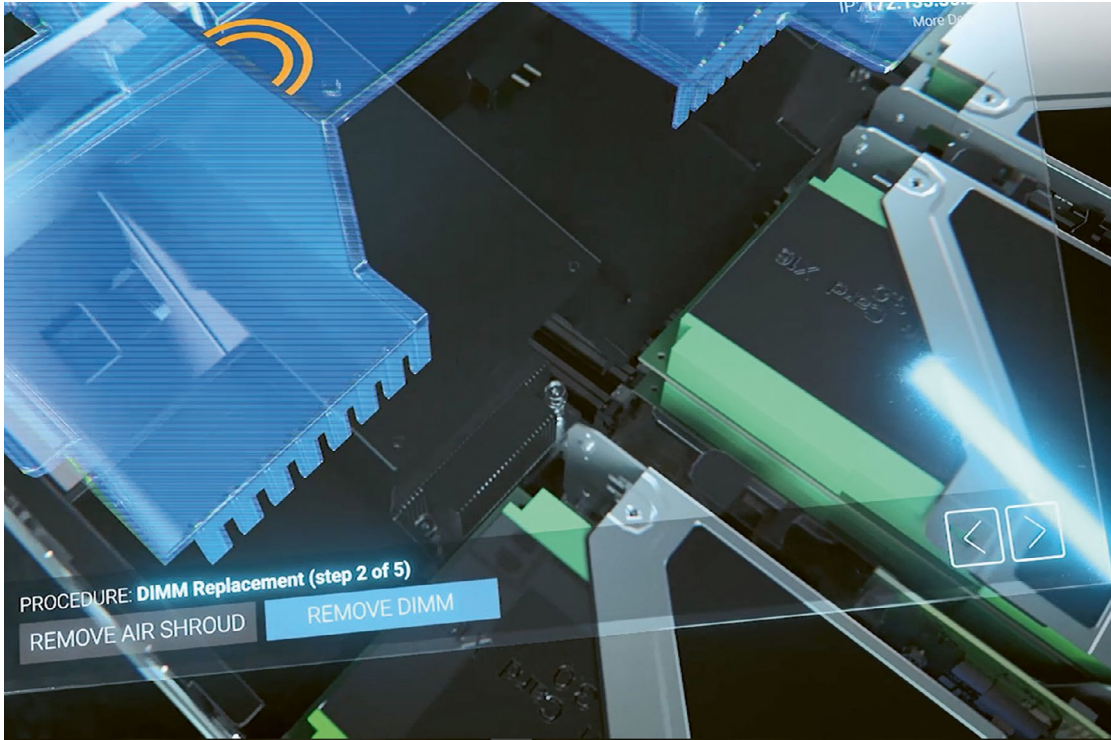
Website:  
littlevoice.io

Design:  
Little Voice Design / Dmytro Izotov,  
Vladimir Khokhlov, Anton Kosarchy, Ilya Gavrilov, Natasha Sopiya



Adform FLOW – The user-centric platform for effortless modern marketing





The AR Assistant is an app which shows users how to service their hardware through augmented reality (AR). It displays semitransparent 3D overlays directly overtop the hardware using a mobile device. Targeted at self-service customers, it also lowers the barrier for entry in owning and maintaining a Dell system, by increasing the confidence for self-maintenance. In response to COVID, the initial solution for the PowerEdge R7525 has been extended to almost 30 additional products.

Company:  
Dell Technologies

Website:  
dellexperienceinnovation.com

Design:  
Experience Innovation Group,  
Dell Technologies

UX  
DESIGN  
AWARDS

nominated  
2021



With automated valet parking, Bosch offers a fully automated and driverless parking system permit-capable according to SAE Level 4\*. The driver drops off the vehicle in the drop-off area and the smart infrastructure in the parking garage guides the vehicle to a free parking space. Once it has reached its destination, the vehicle parks itself fully automated.

Company:  
Robert Bosch GmbH

Website:  
bosch-mobility-solutions.de

Design:  
Connected Mobility Solutions

*\*SAE-Level 4: The vehicle can autonomously handle all traffic situations under certain conditions. No driver is required.*

UX  
DESIGN  
AWARDS

nominated  
2021

Axkid Connect is a safety pad designed to save lives and protect children from hyperthermia or heatstroke and from being left alone in the car. Heatstroke in cars is more common than one might think, and every year incidents occur where children become overheated due to being left unattended in hot cars. With its highly sensitive and integrated sensors, the safety pad helps parents to be close to their child throughout the trip and detect circumstances that are not safe for their child.

Company:  
Axkid

Design:  
The Techno Creatives

Website:  
axkid.com

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

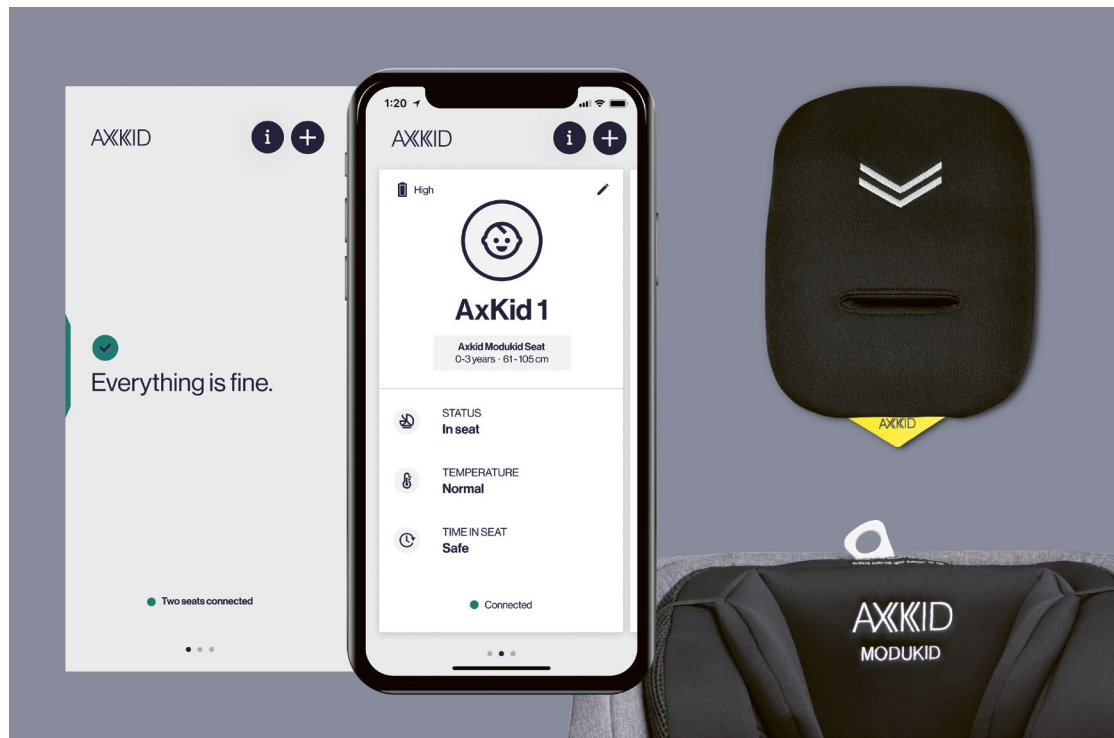
nominated  
2021

The usage certificate provides accurate, fraud-resistant information on the battery's state of health of an electric vehicle (EV), the remaining battery lifetime and a clear overview of the key stress factors for the battery. It builds transparency and trust when reselling pre-owned electric vehicles or it is the basis for new insurance products. The validity of the collected data and calculation of KPIs has been verified by the VDE.

Company:  
Robert Bosch GmbH

Design:  
Robert Bosch GmbH

Website:  
bosch-mobility-solutions.com

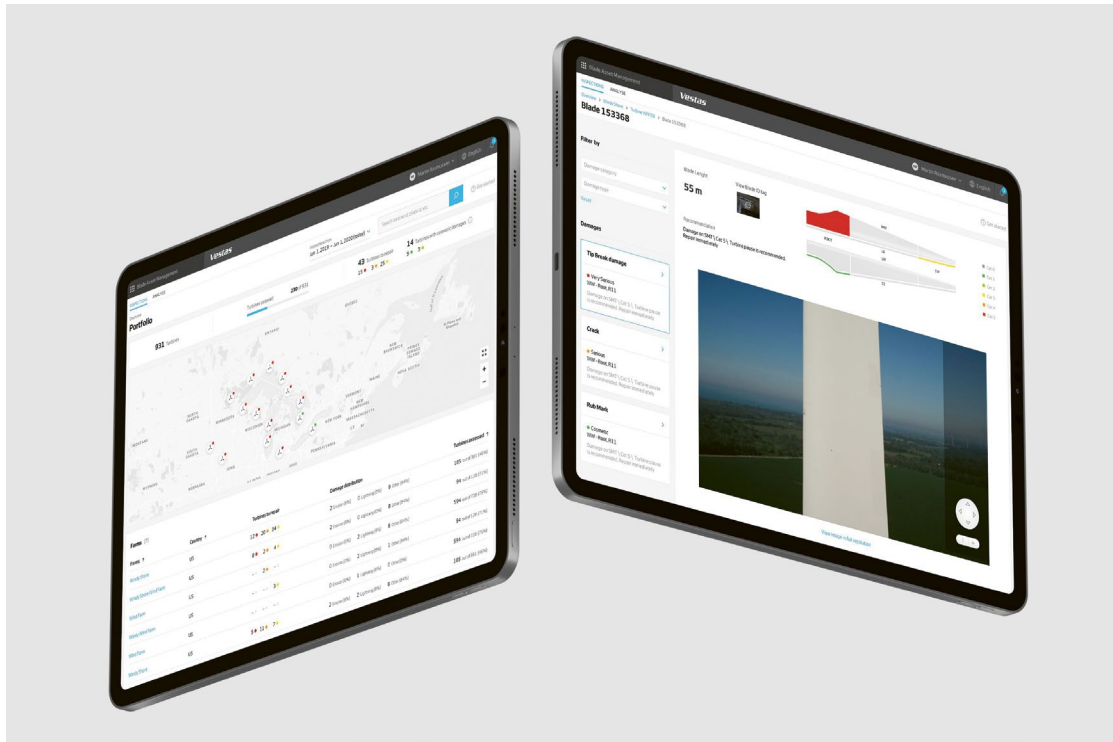


Axkid Connect



Battery in the cloud  
Usage certificate





With drone technology, advanced data analysis, and intelligent dashboards, Vestas have drastically improved the possibilities for monitoring and evaluating the condition of wind turbines. Blade Asset Management compiles the increased amount of photo data provided by the drones in a user-friendly dashboard that is neatly integrated with the rest of the Vestas online platform. It's an innovative solution that streamlines many of Vestas' daily processes and saves thousands of work hours every year.

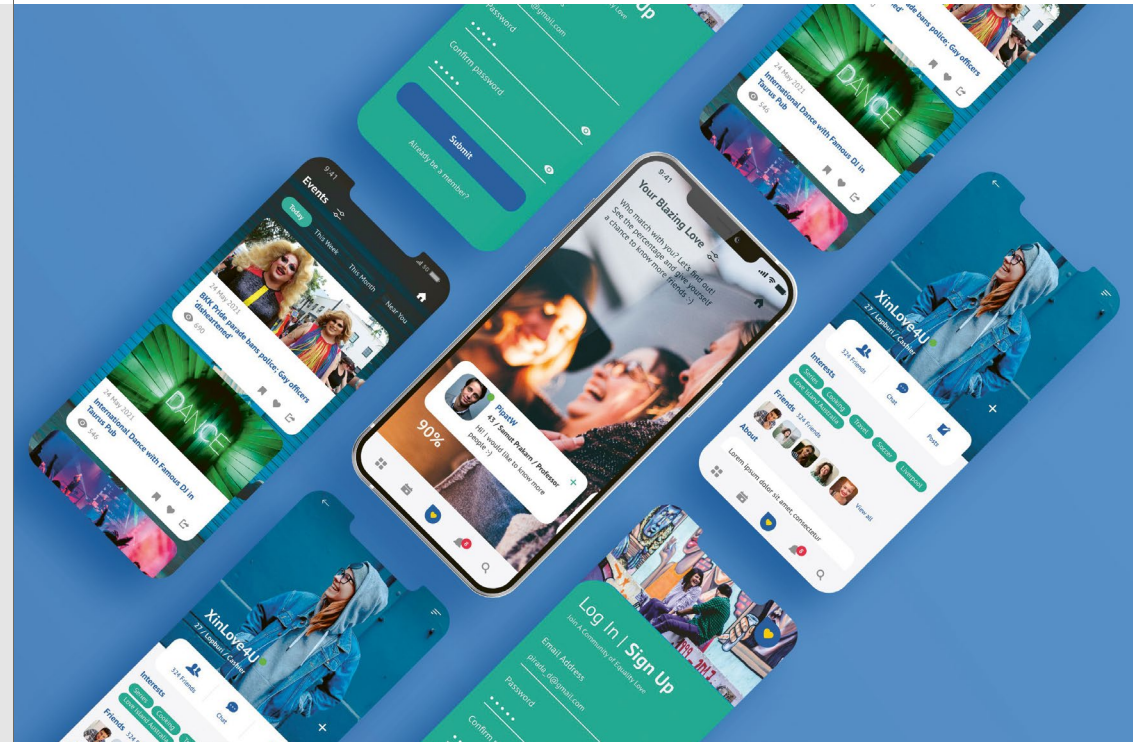
Company:  
Vestas Wind Systems

Design:  
Creuna Denmark

Website:  
creuna.com

UX  
DESIGN  
AWARDS

nominated  
2021



BlazingLove.com is a web-based platform that attempts to build a community with love, embracing the idea of "Sexual Fluidity". It is also trying to solve the problem of loneliness in society. Currently, the main users are Thai people who want to make friends & network. The current beta version is up and running for almost a year and showed that users are in need of "equality", so this new prototype is designed to make BlazingLove a community with equal love for everyone.

Company:  
Independent Muffin Limited Partnership

Design:  
Independent Muffin /  
Juthamas Vadhanapanich

Website:  
blazinglove.com

UX  
DESIGN  
AWARDS

nominated  
2021

BlueCross BlueShield of North Carolina (Blue Cross NC) offers comprehensive health insurance plans for individuals, families and businesses. The Plan Finder was redesigned into a friendly, empathetic and more human digital tool to help BCBS North Carolina members find the right Medicare plan for them. The Plan Finder became a modernized search tool that gives users a unique Medicare experience they can't find elsewhere.

Company:  
Appnovation

Design:  
Appnovation

Website:  
appnovation.com/blog

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

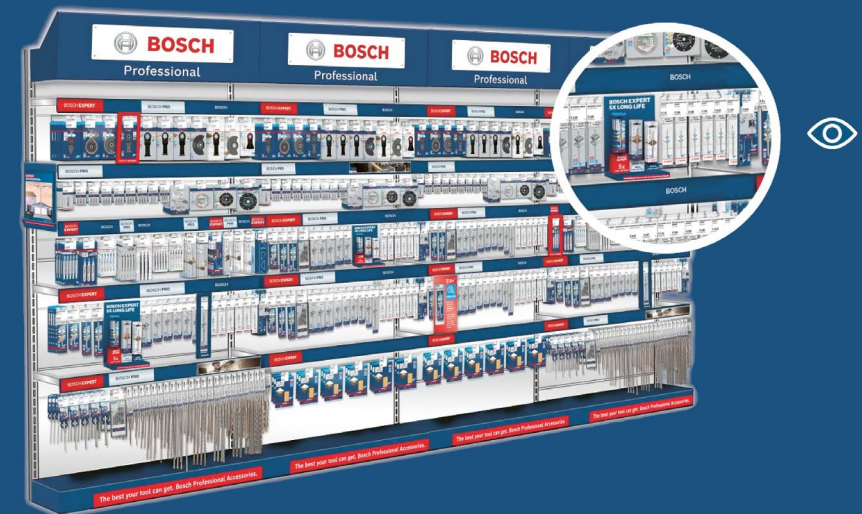
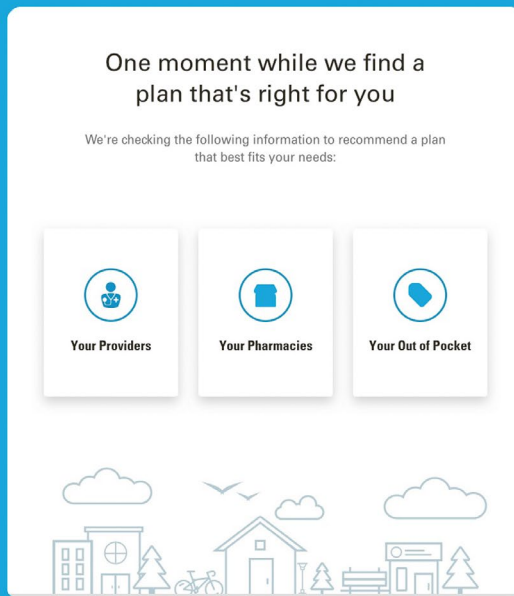
nominated  
2021

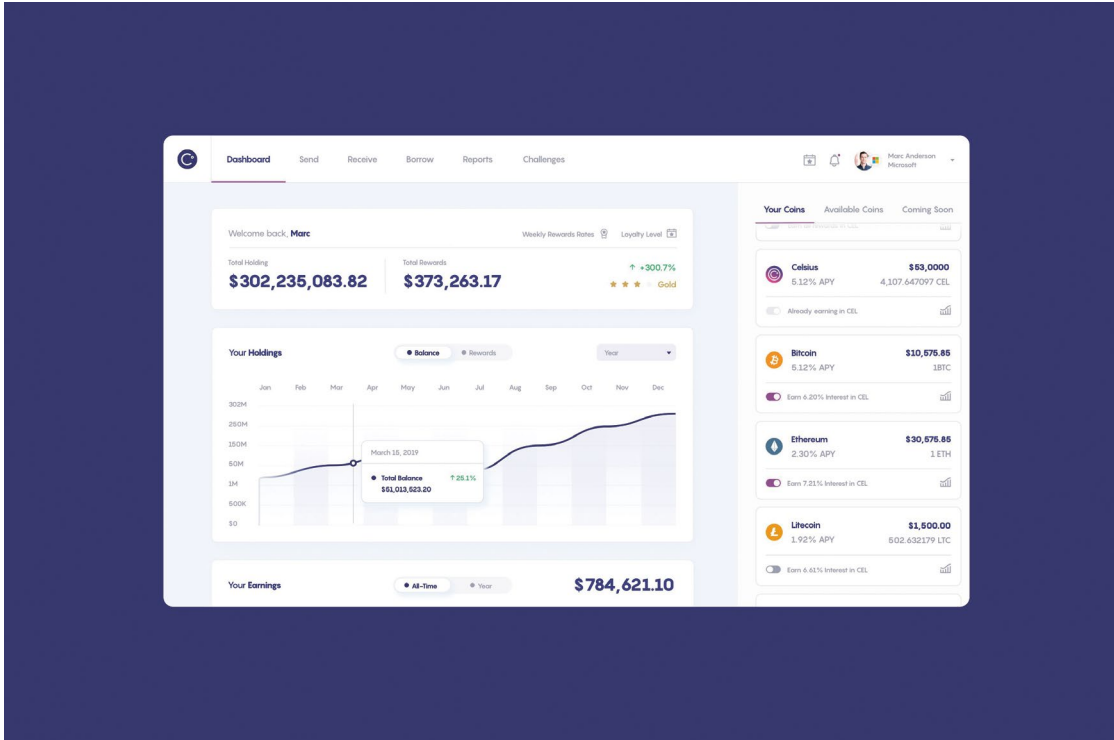
Bosch Power Tool Accessories is boosting productivity across construction and industry with all-new global marketing communication and a performance class concept that ensures users always pick the most effective accessories for each job. The EXPERT project splits a range of over 10,000 accessories such as saw blades and drill bits into EXPERT, PRO and Bosch lines, with distinctive packaging and intuitive guidance across all channels so craftsmen always work with the optimal accessory.

Company:  
Robert Bosch Power Tools GmbH

Design:  
Marketing Brand Bosch (PT-AC/MKB)

Website:  
bosch-professional.com





Rainfall partnered with Celsius to create and launch their platform on the web. The goal was to reach new customers, increase engagement and grow their business. Working closely with the Celsius team, Rainfall crafted an experience that prioritizes transparency and ease-of-use. The design is simple, intuitive and dynamic, and it reflects the brand promise of a more modern way for members to manage their finances.

Company:  
Rainfall

Design:  
Rainfall

Website:  
[rainfall.co/celsius-web-app](https://rainfall.co/celsius-web-app)

UX  
DESIGN  
AWARDS

nominated  
2021



Clio is the next generation of healthcare data interfaces: A versatile clinical trial management system designed for a range of stakeholders and trials that serves as a foundation to support continued refinement and future iterations.

Company:  
Samsung Research America

Website:  
[sra.samsung.com](https://sra.samsung.com)

Design:  
Digital Health Lab / Josh Richman,  
Ixabu Gonzalez, Kim Im, Kyungmin Lee,  
Matthieu Chaminade, Megan Gupta,  
Philip Park, Young Jang

UX  
DESIGN  
AWARDS

nominated  
2021

Companion is a startup dedicated to helping dog owners train their pets through an automated, at-home behavioral training platform that combines machine learning, robotics, and advanced computer vision. frog design and Tuesday Capital decided to invest in and collaborate with Companion to help optimize the physical design of their product, refine their brand, and craft a user experience that more fully realizes their vision of fostering deeper relationships and understanding between pets and humans.

Company:  
Companion

Website:  
joincompanion.com

Design:  
frog design / Alec Momont, Kat Davis,  
Scott Thiebault, Tom Peach, Joyce Lin,  
Divya Polson, Oskar Göransson,  
Tom Kim, Ivey Lian, Raquel Kalil,  
Ayesha Ahmed, Maggie Glaize

UX  
DESIGN  
AWARDS

nominated  
2021



Companion  
Understanding Animals Through Technology

UX  
DESIGN  
AWARDS

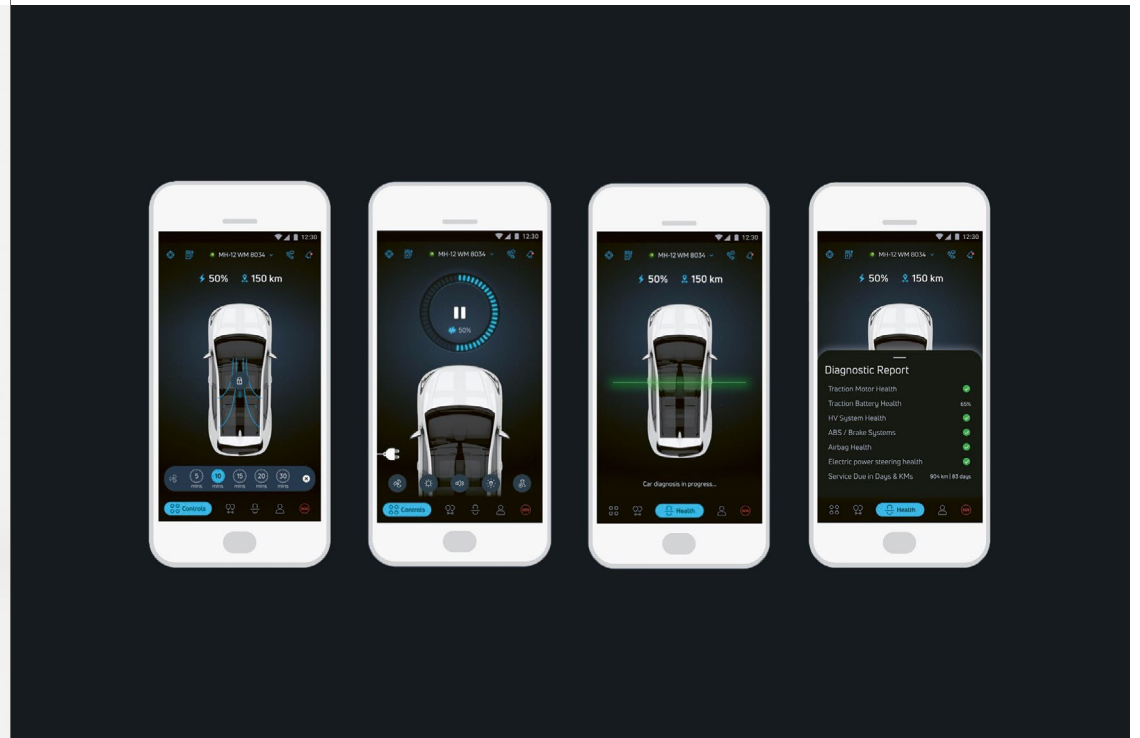
nominated  
2021

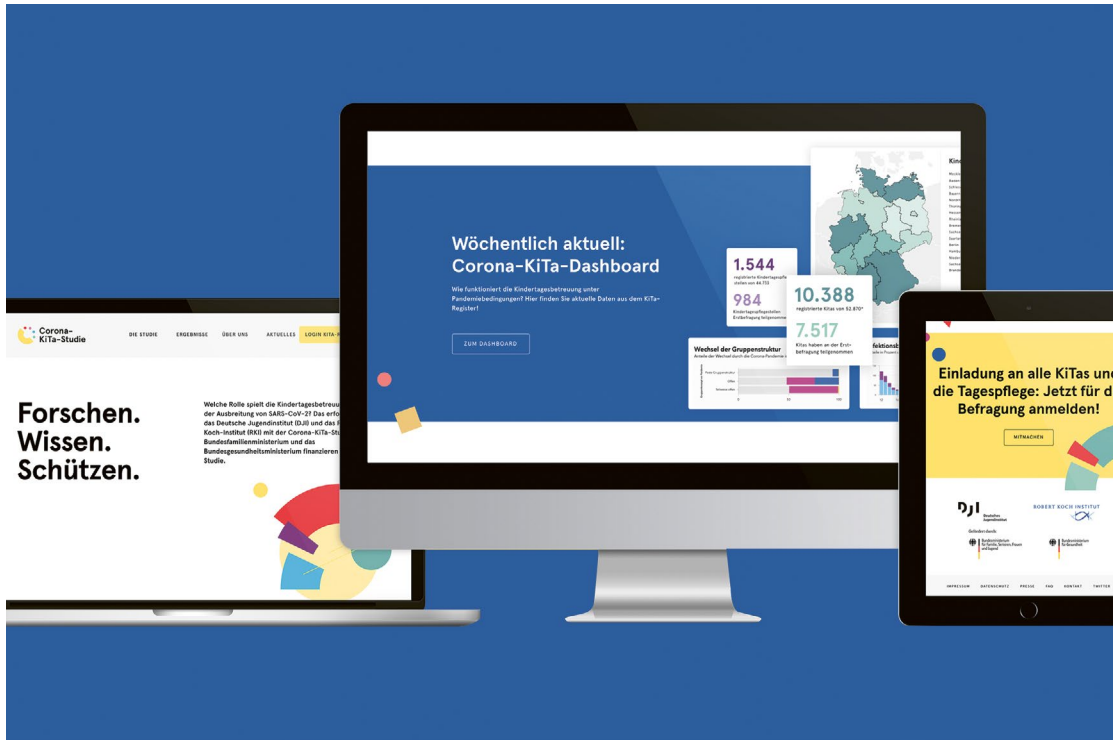
Z-Connect is an app which adopts the first-of-its-kind experience for electric vehicles. This platform caters to individual car and fleet owners. The design ensures that the connected app provides a seamless digital experience. The success of the connected application lies in creating a ubiquitous experience letting users focus on the primary task of driving.

Company:  
YUJ Designs Pvt Ltd

Website:  
yujdesigns.com

Design:  
YUJ Designs Pvt Ltd /  
Samir Chabukswar, Prasadd Bartakke





Are children the main driver of the pandemic? Science had to answer this question quickly. With the Corona Nursery Study, a data infrastructure was created within months, in which up to now 12,000 daycares can indicate how Covid-19 is developing on a weekly basis. This turns data into scientific real-time communication and a secure basis for political decisions. The result of the study: children are NOT the main driver of the pandemic.

Company:  
Deutsches Jugendinstitut e. V.

Design:  
ressourcenmangel

Website:  
corona-kita-studie.de

UX  
DESIGN  
AWARDS

nominated  
2021



A functional tool for convincing presentations in corporate design is the STYLEbook of the asset manager Commerz Real. Together with UEBERBIT, the company launched this web app, which gives users valuable time for productive work. The application was developed with a special focus on the needs of the employees. The user was involved in every step as a product owner thus being able to actively influence the course and the result.

Company:  
UEBERBIT GmbH

Design:  
UEBERBIT GmbH / Manuel Lenhart

Website:  
ueberbit.de

UX  
DESIGN  
AWARDS

nominated  
2021

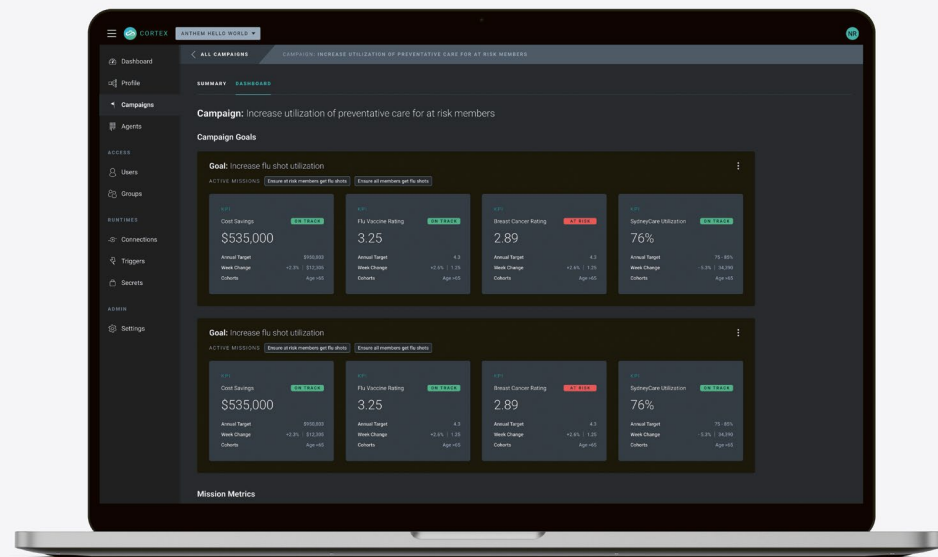
CognitiveScale's Cortex 6 is an entirely new interface for orchestrating AI campaigns within a business. One person or a small team is now able to create campaign-driven solutions for populations in the tens of thousands – something previously only possible via complex code written by specialized engineers.

Company:  
argodesign

Design:  
argodesign / Mark Rolston

Website:  
cognitivescale.com

UX  
DESIGN  
AWARDS  
nominated  
2021



Cortex 6

56

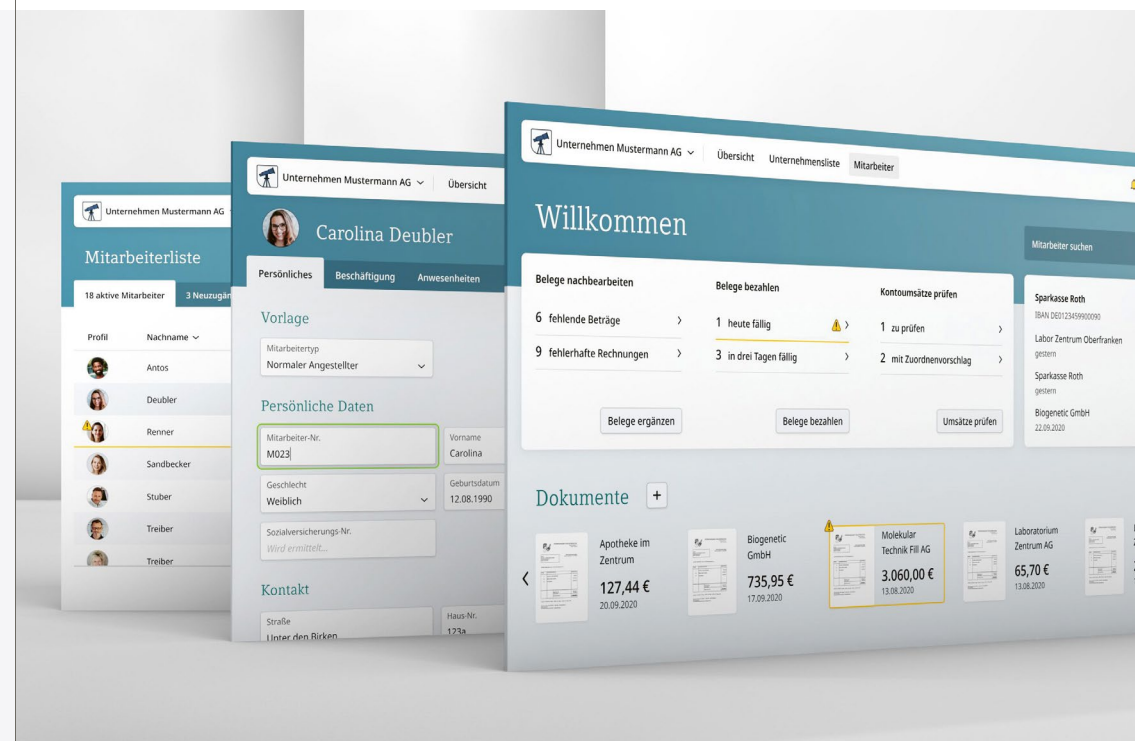
UX  
DESIGN  
AWARDS  
nominated  
2021

The new design language DATEV Design DNA 20 appears reduced, re-focused and friendly due to its use of extensive white spaces and bold colors. It gives the 250 software products for tax consultants, auditors, lawyers and companies a smart look. DATEV Design DNA 20 not only improves structure and orientation through a modern and fresh aesthetic, it also makes work more fun.

Company:  
DATEV eG

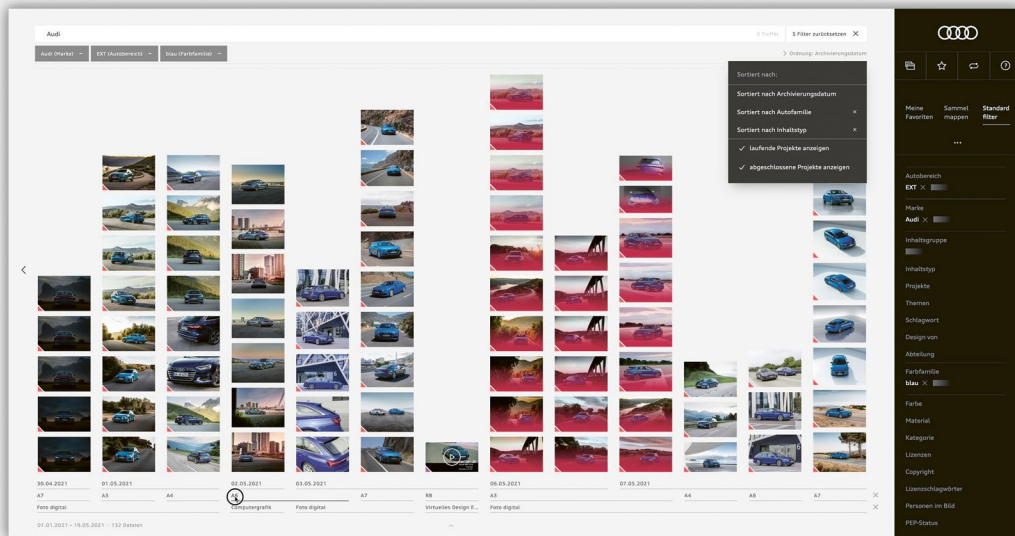
Design:  
DATEV eG

Website:  
datev.de



57

DATEV Design DNA 20  
The Evolution of the DATEV Design Language



The Design Network Audi, DNA for short, helps designers in vehicle development with digital data management. It acts as a structured data and information centre – for image and video data as well as VR scenes and office documents. With its "light table", the DNA offers a thumbnail view of all files and offers searching, filtering, organizing and collecting data and information. Likewise, the Design Network Audi is an app to let users browse as well as share ideas and creative solutions.

Company:  
AUDI AG  
  
Website:  
design-netzwerk.com

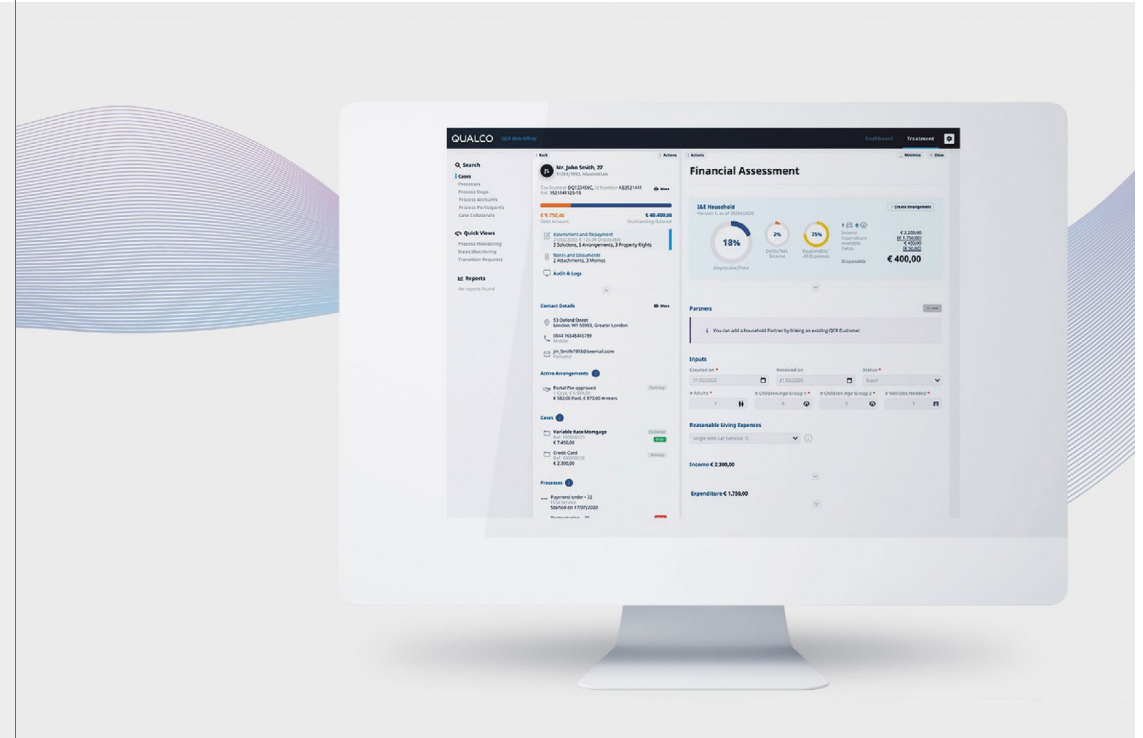
Design:  
AUDI AG / Frank Peter,  
schnellvorlauf GmbH / Sigrid Diewald,  
Gesellschaft für Technische Visualistik /  
Tom Geißler

UX  
DESIGN  
AWARDS

nominated  
2021

Design Network Audi  
Data management that puts you in a good mood

58



QUALCO Collections and Recoveries (or QCR for short) is the flagship fintech product of QUALCO specialising in distressed asset management. Traditionally, such software products are focusing rather on the complex needs of clients through functionality rather than UX/UI aspects. By initiating the development of a new web-based UX/UI for QCR, QUALCO aimed to deliver smoother user flows and enable its clients to do more in less time.

Company:  
QUALCO  
  
Website:  
qualco.eu

Design:  
Inhouse product team, UX consultancy  
experienced in enterprise software

UX  
DESIGN  
AWARDS

nominated  
2021

Designing for simplicity while engineering  
complexity — Our UX transformation journey

59

Deutsche Bahn has come up with a simple idea to motivate more commuters to travel by bike and by rail: Users, especially commuters, are rewarded for cycling. Using the DB Rad+ app, people can track their cycling routes and use the kilometres they clock up as credit to pay for offers at local retailers and Deutsche Bahn. Kilometres have therefore become a currency, and people can increase the balance on their account by cycling.

Company:  
Deutsche Bahn Station & Service AG

Design:  
Scholz & Volkmer GmbH

Website:  
radplus.bahnhof.de

UX  
DESIGN  
AWARDS

nominated  
2021



Deutsche Bahn Rad+ App

60

UX  
DESIGN  
AWARDS

nominated  
2021

The Digihaler® system is a family of digital inhalers with a companion mobile app. Data from the app is securely transferred and stored in a cloud-based digital health platform, and is also accessible in a health-care professional dashboard.

Company:  
Teva Pharmaceuticals

Design:  
Teva Respiratory

Website:  
digihaler.com



61

Digihaler System





Dimension® EXL™ 200 Integrated Chemistry System is a clinical analyzer with functionalities of both immunoassay and chemistry testing in one system. The re-designed system constitutes a new and innovative appearance of the original system. The new design conveys an intuitive and approachable system consistent with the next generation Atellica® Solution design language.

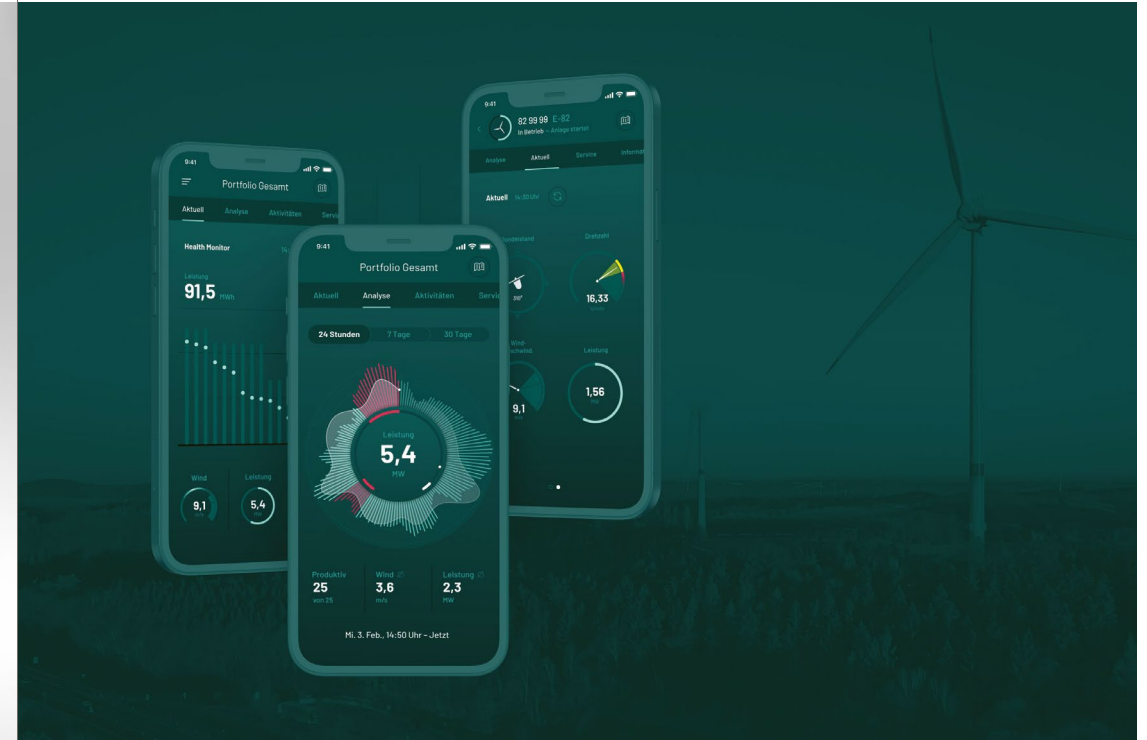
Company:  
Siemens Healthcare Diagnostics Inc.

Design:  
Industrial Design / Eric Zhu, Robert Faranda

Website:  
siemens-healthineers.com

**UX**  
**DESIGN**  
**AWARDS**

nominated  
2021



Operators of wind energy converters can easily monitor the performance of their turbines via the mobile app. Users receive a quick overview of essential information, such as productivity, weather, and turbine status. Unlike the outdated desktop web application, the smartphone app is intuitive to use, clearly laid out, and provides quick insights beyond the confines of the office. As a result, customers have a better view of the correlation between various influencing factors and revenue.

Company:  
ENERCON IT Service GmbH

Design:  
the peak lab. / Sebastian Schäder,  
Daniel Vierich

Website:  
enercon.de

**UX**  
**DESIGN**  
**AWARDS**

nominated  
2021

The Swiss design agency milani design & consulting AG developed the next generation of devices for the leading Swiss kitchen appliance manufacturer V-ZUG. The innovative, patented "Circle Slider" is integrated into the touchscreen and offers a new user experience. It is an iconic design element, which haptically enriches the user's touch-screen operation.

Company:  
V-Zug AG

Website:  
milani.ch

Design:  
milani design & consulting AG /  
Dominique Gressly,  
Peter Kancsár, Fiona Sartori

UX  
DESIGN  
AWARDS  
nominated  
2021



Excellence Line

UX  
DESIGN  
AWARDS  
nominated  
2021

experimenta explorer is a free smartphone app which intuitively conveys the concept of the experimenta science center in Heilbronn. Users gain an understanding of the different exhibition areas and can experience knowledge via a unique gamification and experimentation approach. A standalone game drives retention on the meta level and elevates the app from a marketing tool. The app can be played in AR and VR and takes the user into a digital environment true-to-scale.

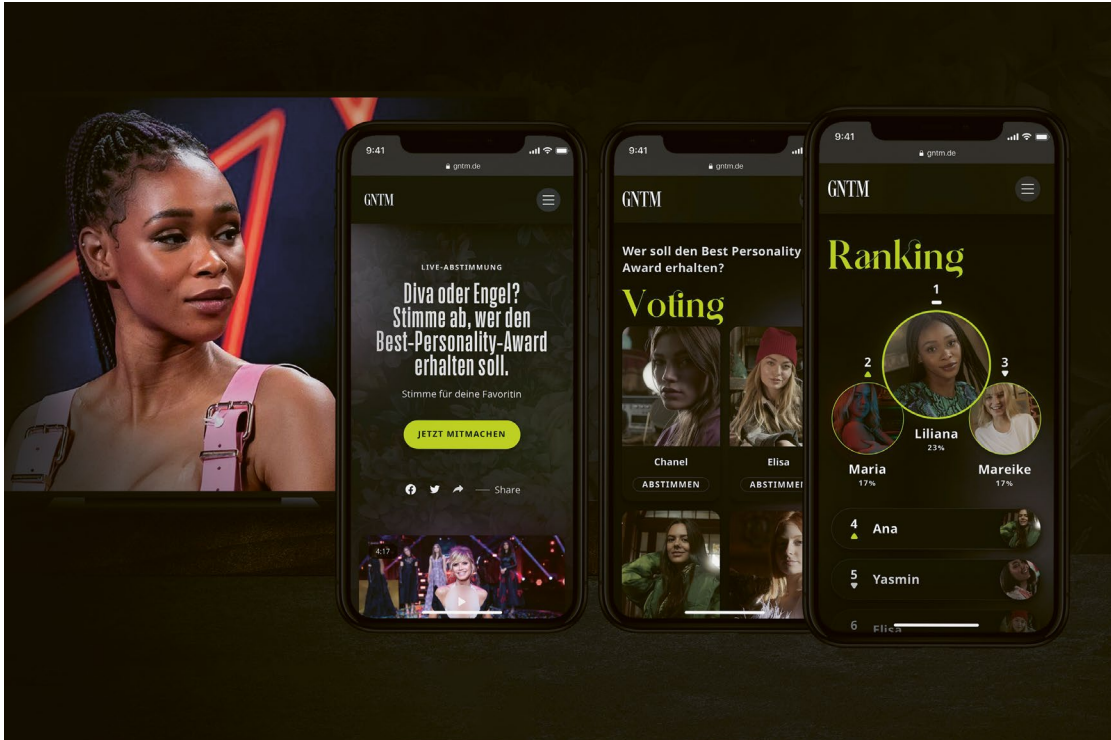
Company:  
experimenta gGmbH

Website:  
experimenta.science

Design:  
K5 Factory GmbH / Jan Lachauer,  
Clarens Grollmann, Wolfgang Huther



experimenta explorer



How can you bring a TV show like “Germany’s Next Topmodel” even closer to the viewer in times of Covid-19? The need to find out everything about candidates is greater than ever in the 16th edition of GNTM. That is why the Fanworld 2021 was conceived, designed and implemented as an interactive fashion & lifestyle magazine. In addition to the TV show, the viewer learns more every day and can even choose the winner of the Personality Award at the end, which will be presented by Heidi in the final show.

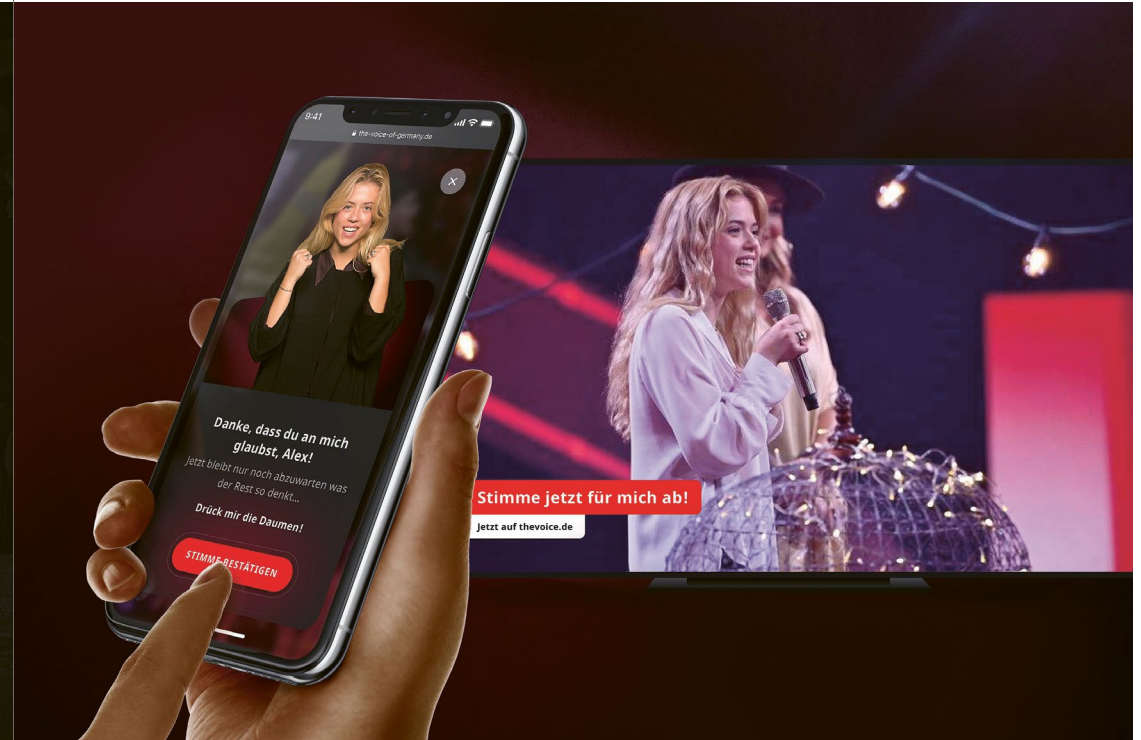
Company:  
ProSiebenSat1. Digital GmbH

Design:  
Experience Design / Björn Sorge

Website:  
gntm.de

UX  
DESIGN  
AWARDS

nominated  
2021



10 years of TheVoiceofGermany and the anniversary season is more digital than ever: viewers can experience the full coaching phase on the sofa at home, buzz talents into their own dream team, follow the lyrics live, and at the end even vote for the winner of TheVoiceofGermany. This new way of entertainment merges the TV world and the digital world and creates an entertainment experience that turns viewers into fans.

Company:  
ProSiebenSat1. Digital GmbH

Design:  
Experience Design / Björn Sorge

Website:  
thevoice.de

UX  
DESIGN  
AWARDS

nominated  
2021

ReSound ONE with M&RIE represents a new approach to natural hearing with technology. It can be personalised in a new way for each wearer's ear shape at the hearing care professional. An additional microphone in the ear combines the advantages of an ex-hearing instrument (RIE) with those of an in-the-ear hearing instrument. In addition, ReSound ONE offers optimal networking with iPhone, Android smartphone or TV, extended possibilities for control via app and the world's leading battery technology for hearing aids.

Company:  
GN Hearing A/S

Design:  
Kenneth Pilgaard

Website:  
resound.com

UX  
DESIGN  
AWARDS

nominated  
2021



Hearing aid ReSound ONE with M&RIE

UX  
DESIGN  
AWARDS

nominated  
2021

HP Live UI is the UX design for an app assisted and guided set-up experience for HP printers as part of the HP Smart App. The app-assisted setup instructions guide users step-by-step in loading paper, installing ink, and additional tasks by using detailed 2D animations and translated instructions – an improvement over printed instructions, which only provide static illustrations. This provides a robust instructional experience, eliminating ambiguity and potential friction during printer setup.

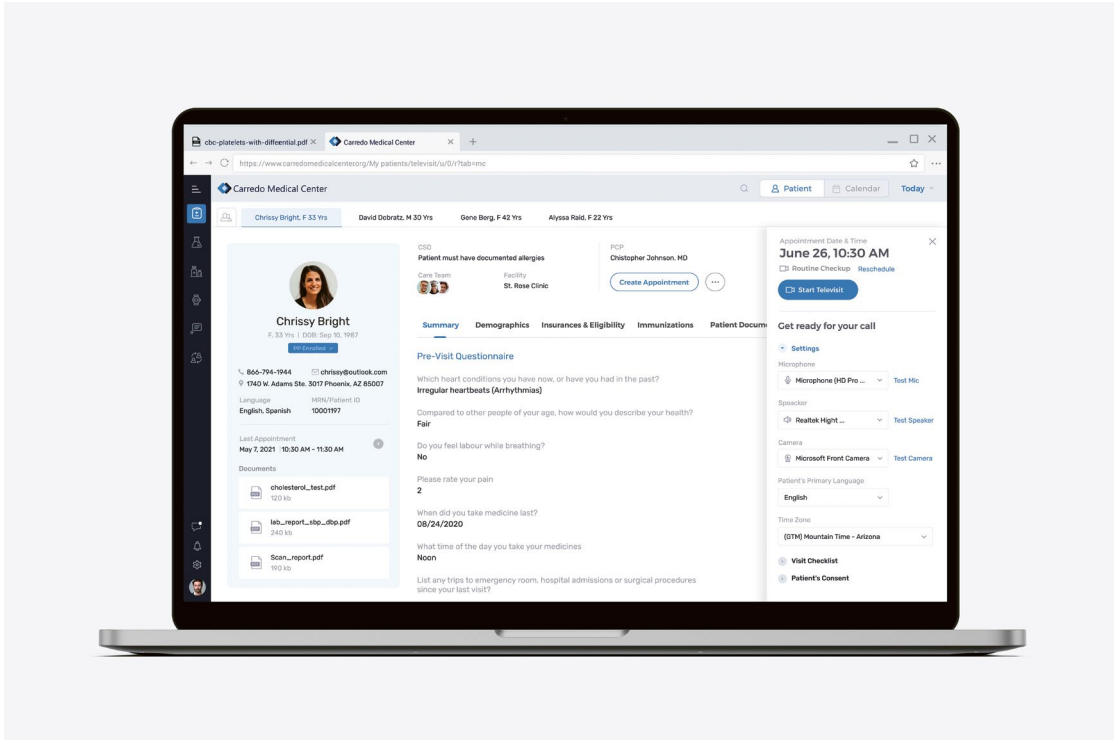
Company:  
HP Inc.

Design:  
Global Experience Design Group, HP Inc.

Website:  
hpsmart.com



HP Live UI: App Assisted Printer Setup



The Electronic Health Record (EHR) system with a telehealth platform has been designed for the high-pressure environment of the pandemic. It eases the burden on providers by being adaptable, meeting the mandated security requirements, and thus improves clinical workflows. It combines the data well of the EHR with the communication capabilities of telehealth into a secure, reliable, and compliant integrated tool.

Company:  
Koru UX Design LLP

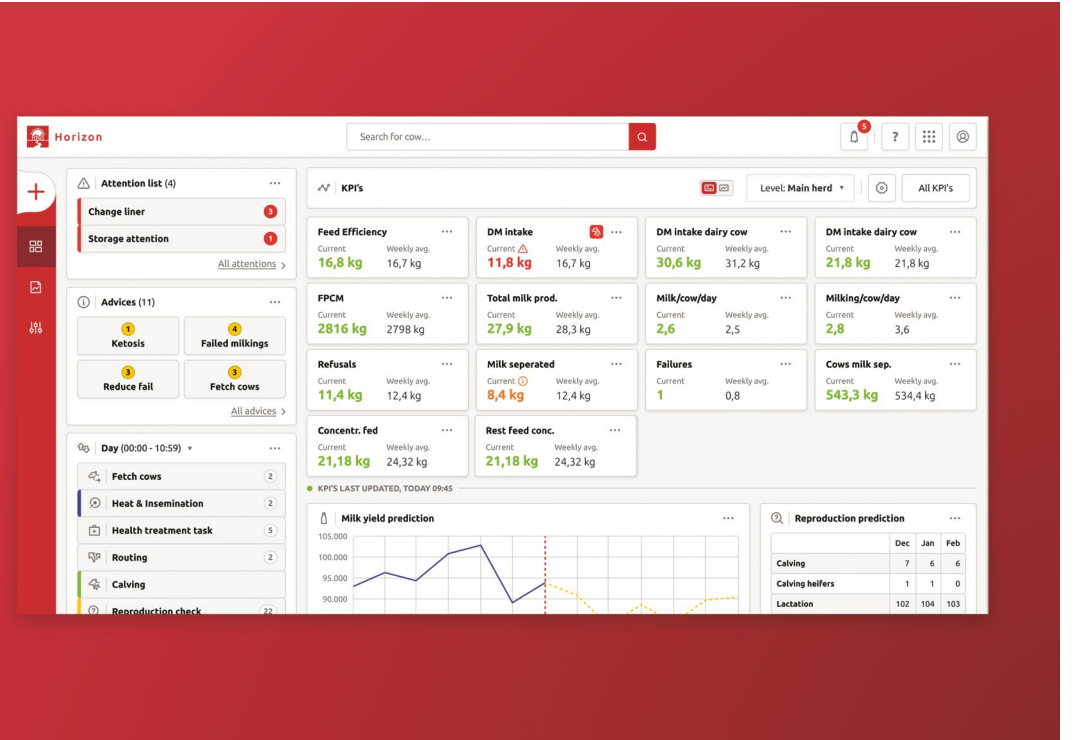
Website:  
koruux.com

Integrated Telehealth Solution

70

UX  
DESIGN  
AWARDS

nominated  
2021



UX  
DESIGN  
AWARDS

nominated  
2021

Lely Horizon is a farm management system that helps dairy farmers around the globe to manage their farm with data and digitization. The application presents information from feeding and milking robots to support decisions, optimize the farm flow and reach goals towards a healthier herd. Lely Horizon uses smart algorithms based on experiences of thousands of dairy farmers worldwide to improve farms' profitability, sustainability and enjoyability.

Company:  
Lely Industries

Website:  
lely.com/solutions

Design:  
Online Department

Lely Horizon  
Future farming at your fingertips

71

LMS LIFE – Next Generation Line Monitoring System is a user interface for a software product in the field of Industrial IoT which monitors the performance and efficiency of production machines. The collected data is presented in the form of easy-to-understand infographics for quick recognition of potential, for error reduction and production optimization. With a simple drill-down principle the user can switch from the plant level via the line level to the machine level and thus identify anomalies.

**UX  
DESIGN  
AWARDS**  
nominated  
2021

Company:  
Schneider Electric Automation GmbH

Design:  
HMI Project GmbH

Website:  
se.com



**LMS LIFE**  
Next Generation Line Monitoring System

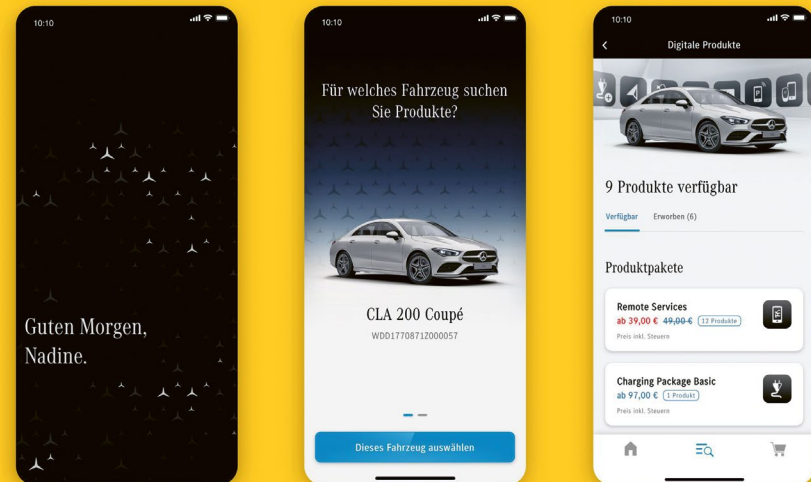
**UX  
DESIGN  
AWARDS**  
nominated  
2021

The Mercedes me Store app takes the brand's user and customer experience to a new level and challenges industry standards in terms of digital transformation. At its core, the smartphone app enables personalized recommendations and convenient booking of connected services – crucial in the competitive "connected car" market. With its innovative marketplace approach, the app transforms the vehicle from a mere means of transportation into a connected living space – an "iPhone on wheels".

Company:  
Mercedes-Benz AG

Design:  
Experience One AG / Santiago Echeverry Gonzalez, Philip Hoppe, Alex Stojeba, Thomas Borowiak, Theresia Uhrlau, Marcel Hillebrand

Website:  
apps.apple.com



**Mercedes me Store – From Vehicle to Living Space, From Connected Car to Marketplace**



SAIC's brand MG was challenged with a new market rollout and needed a custom HMI solution to support this strategic initiative. A new generation of a HMI addresses new geographies, new car models and formulates a new design language. With consumer needs and their values in mind it is designed for true MG enthusiasts, using clues from the interior and exterior design bringing it to the next level.

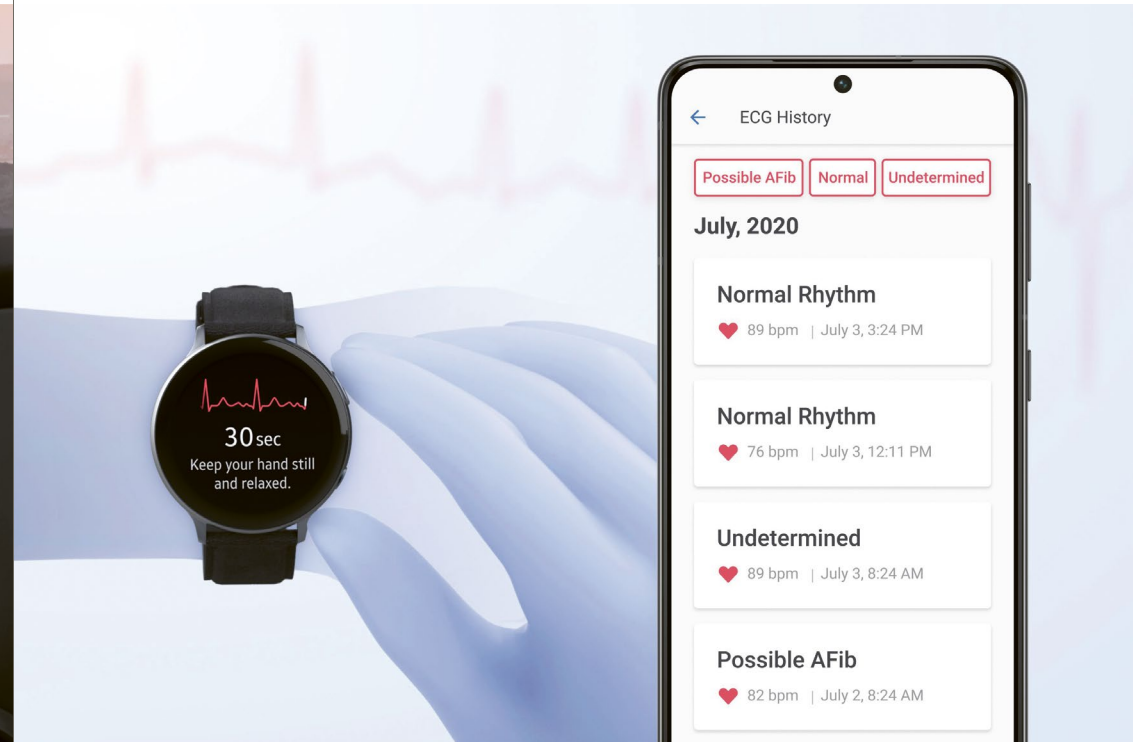
Company:  
SAIC OIMT

Website:  
mgcars.com

Design:  
Star / Mikhail Rakityaskiy,  
Vladimir Gnatovych, Yuriy Degtyar,  
Nikolay Apostol, Valery Loboda,  
Igor Myhaylenko, Vitaliy Davidenko,  
SAIC OIMT / Ying Bai, Zhao Hua Fang,  
Shengjie Huang

UX  
DESIGN  
AWARDS

nominated  
2021



AFib is an irregular heartbeat that affects 46.3 million people globally. My Heart Lab allows users to detect and monitor for possible AFib as well as share comprehensive reports with their doctors, enabling users and doctors to monitor heart rhythms actively and passively. My Heart Lab is the world's leading ecosystem to include watch and phone apps for users and comprehensive reports for clinicians.

Company:  
Samsung Research America

Website:  
sra.samsung.com

Design:  
Digital Health Lab / Josh Richman,  
Ixabu Gonzalez, Kim Im, Kyungmin Lee,  
Matthieu Chaminade, Megan Gupta,  
Philip Park, Young Jang

UX  
DESIGN  
AWARDS

nominated  
2021

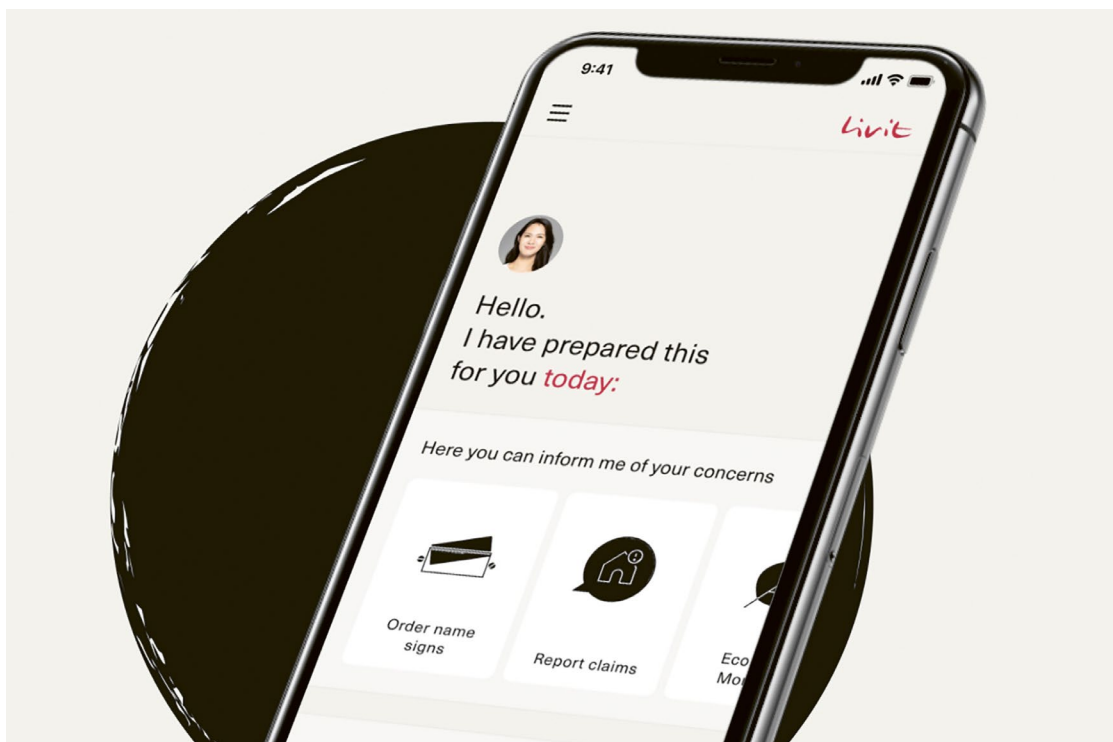
myLivit sets new standards in the real estate industry. With a portal that is unique in the industry, the possibilities of digitalization are skillfully combined with the changing needs of customers. Fully integrated, consistently geared to mobile, designed with business in mind and developed with the customer at the forefront, it lays the foundation for a new relationship between tenants and landlords.

**UX  
DESIGN  
AWARDS**  
nominated  
2021

Company:  
Livit AG

Design:  
Merkle DACH

Website:  
merkleinc.ch



myLivit – The most innovative portal in the real estate industry

**UX  
DESIGN  
AWARDS**  
nominated  
2021

MyMi.Mobile is a huge step towards better digitalization and accessibility in anatomy research and teaching. Europe's first AI-supported microscopy app gives medical students of Ulm and Freiburg Universities remote access to 20,000 histological specimen as well as exam preparation via smartphone, tablet or laptop. 250,000 hits have been counted since spring 2020. And MyMi.Mobile keeps growing: Three more universities will upscale their teaching with MyMi.Mobile in 2021.

Company:  
Universität Ulm

Design:  
User Interface Design GmbH /  
Henrik Rieß, Anna Christoffer,  
Martina Uhlig  
Ulm University / Prof. Dr. Stefan Britsch,  
Dr. Katharina Langer-Fischer,  
DFKI / Prof. Dr. Nils Pinkwart,  
Andreas Bertsch

Website:  
uid.com



MyMi.Mobile  
AI-supported microscopy teaching & learning





The MTA Live Subway Map is New York City's first ever real-time transit map. The web-based digital product uses technology, data, and design to evolve the iconic subway map and help riders better plan their journeys. This tech-forward alternative to printed maps translates complex information previously only available via lengthy written posters into easy-to-understand visuals, displaying routes and service changes to users on a multitude of devices.

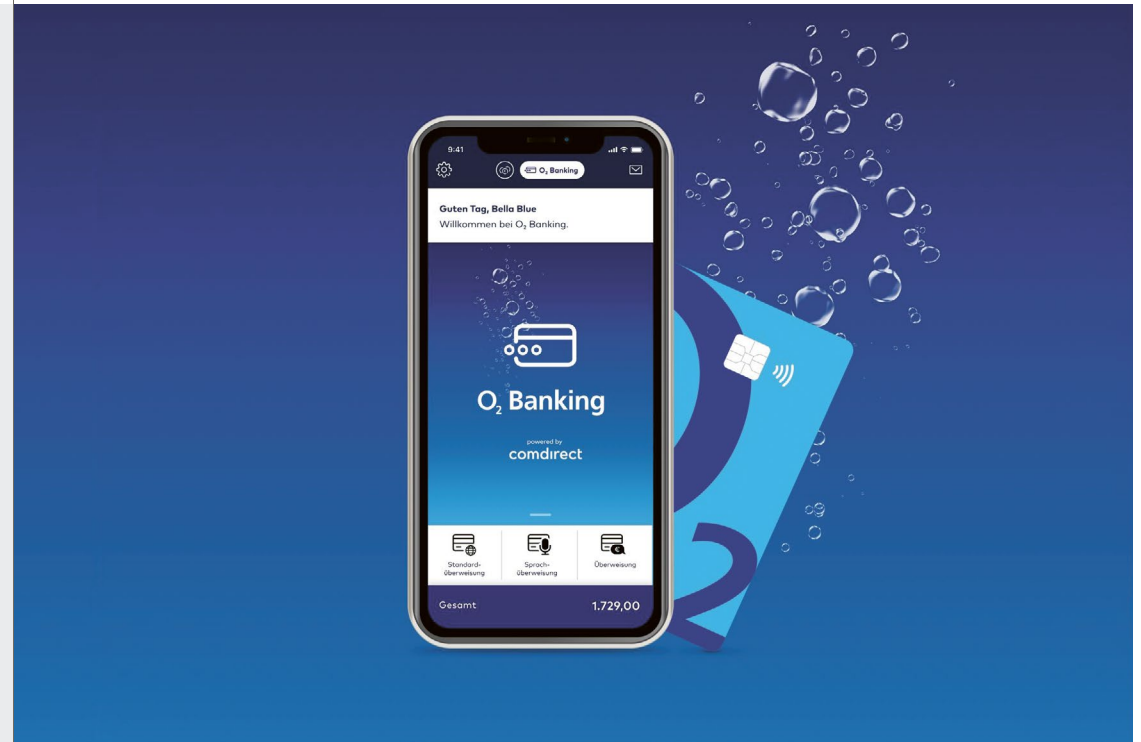
Company:  
MTA (Metropolitan Transport Authority)

Design:  
Work & Co

Website:  
map.mta.info

UX  
DESIGN  
AWARDS

nominated  
2021



O2 Money is a free smart financial assistant for everyone. With the app, comdirect and Telefónica offer many innovative functions that allow users to keep track of their finances on their smartphones at all times – easy and secure. Based on smart data algorithms, O2 Money finds hidden costs in personal spending habits. This makes the user more financially independent. The app combines the native comdirect banking app with a financial assistant that is useable with every German current account.

Company:  
comdirect – eine Marke  
der Commerzbank AG

Design:  
comdirect – eine Marke der Commerzbank  
AG, Bereich User Interface / Ali Rastagar,  
Felix Schuster

Website:  
o2money.comdirect.de

UX  
DESIGN  
AWARDS

nominated  
2021

OneTouch Verio Reflect® is a blood glucose meter that includes a Blood Sugar Mentor™ feature, giving users personalized guidance, insights and encouragement so they can take action to help manage highs and lows. Its ColourSure® Dynamic Range Indicator helps users to see when their blood sugar result is near high or low so users can take action before going out of range. When the meter is connected to the OneTouch Reveal® mobile app, even more insights and guidance can help users manage diabetes.

Company:  
LifeScan

Design:  
Shore Group / Brian Guthrie, Alex Strachan,  
Larry Katz, Grant Howarth, Adam James,  
Scott Martin, James McLusky

Website:  
onetouch.com

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

nominated  
2021

Condition monitoring can be expensive and technically complex. Which is why up to 95% of all machines inside factories are only sporadically monitored. This can lead to unplanned breakdowns and downtime. OPTIME provides easy, affordable and comprehensive protection on expert level. In contrast to other solutions, OPTIME's design language and workflow have been kept simple and non-technical for both products and applications – inviting to even those unfamiliar with IoT systems.

Company:  
Schaeffler Technologies AG & Co. KG

Design:  
LINK Design and Development Oy  
Henrik Amberla, Eveliina Kinnari

Website:  
schaeffler.com/optime



OneTouch Verio Reflect®  
Blood Glucose Meter



OPTIME IoT  
Condition Monitoring Solution



The new generation of the PRINOTH Control Unit makes it easy to manage complex work processes. It consists of an ergonomic multi-function joystick, a keypad and a large 12' touch display. Customisable screen contents, quick access, intelligent networking in the ski resort, central user management and integrated information on vehicle maintenance facilitate intuitive snow preparation at all times, in all weather conditions and at inclines of up to 100%.

Company:  
PRINOTH AG

Website:  
[prinoth.com](http://prinoth.com)

Design:  
BUSSE Design+Engineering GmbH /  
Evamaria Plehn, Daniel Otto

UX  
DESIGN  
AWARDS

nominated  
2021



The Philips Radiology Operations Command Center (ROCC) is a virtualized imaging solution designed to seamlessly connect imaging experts at a command center with technologists at scan locations across their organization for real-time collaboration and over-the-shoulder support, even while a patient is on the scanner table. ROCC breaks down communication barriers and helps maximize the value of top staff without compromising imaging quality, privacy, safety or security.

Company:  
Philips

Website:  
[usa.philips.com/healthcare](http://usa.philips.com/healthcare)

Design:  
Philips Experience Design

UX  
DESIGN  
AWARDS

nominated  
2021

Passenger information displays on Deutsche Bahn long-distance trains are a central source of information for travelers. Their screen design has now been redesigned. A modular and intelligent design system was developed, which improves the user experience for passengers and consistently reflects the DB brand's design. The aim is to enable all customers to have a relaxed journey through clear design language and understandable, situation-related information.

Company:  
Deutsche Bahn AG

Design:  
Deutsche Bahn AG,  
Collecting Colours GmbH, zigzag GmbH

Website:  
bahn.de

UX  
DESIGN  
AWARDS

nominated  
2021



Relaunch of the digital passenger information on the ICE

UX  
DESIGN  
AWARDS

nominated  
2021

Vaccine Collaboration Hub (VCH) is a solution that supports distribution and administration of COVID-19 vaccines around the world. It includes five SAP products that give visibility to the end-to-end supply chain process. For tracking and inspecting tasks, users interact with VCH dashboards that enable governments and healthcare providers to overcome resource constraints and quickly adapt to changes. Governments evaluate how to allocate vaccines based on delivery schedule, inventory and existing cases.

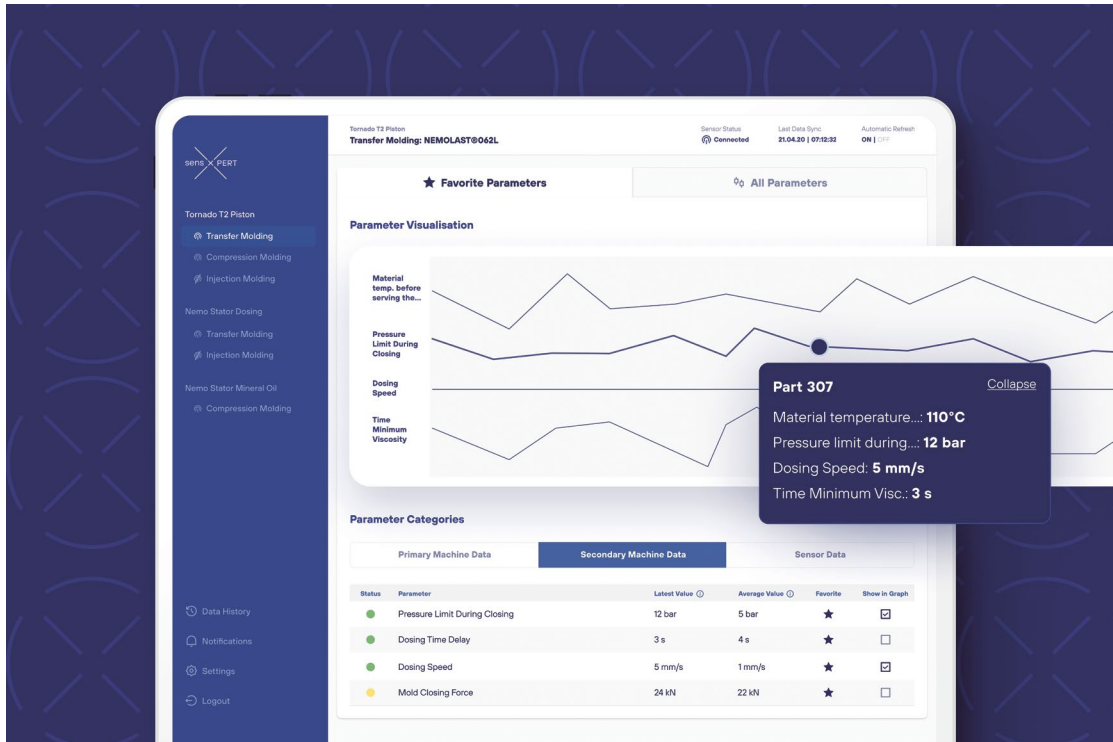
Company:  
SAP

Design:  
SAP AppHaus – Palo Alto and Heidelberg /  
Sally Lawler Kennedy, Carolina Robertson,  
P. Cadaval, Marcos Martinez,  
Jackson Mathai, Gary Ganesan

Website:  
sap.com



SAP Vaccine Collaboration Hub  
Winning the Race to Save Lives & Vaccinate the World



With a customer-centric approach, sensXPERT provides a modern solution to improve transparency and reduce scrap rates in production lines for polymer injection molding. The unique hard- and software solution for processors intelligently combines sensors, material science, the cloud, machine learning and a seamless UX. The user can monitor key production parameters in real-time and thus ensure and maintain high product quality and process efficiency anywhere, anytime and on any device.

Company:  
NEDGEX a subsidiary of NETZSCH

Website:  
sensxpert.com

Design:  
intive / Michael Ehrnböck

UX  
DESIGN  
AWARDS

nominated  
2021



UX  
DESIGN  
AWARDS

nominated  
2021

The innovative tool SERA (Safety & Ergonomics Risk Analysis), was developed in-house by the BMW Group, and is the definition of good, ergonomic, and healthy production workplaces for today and tomorrow. SERA creates worldwide transparency regarding the stresses and health risks affecting associates through simple, intuitive, and easily understandable interfaces. SERA is the central building block for maintaining the long-term health and productivity of our most valued associates.

Company:  
BMW Group

Website:  
bmwgroup.com

Design:  
Steuerung Arbeitssicherheit und  
Ergonomie / Arman Dehghani, Martin Erl,  
Fabian Günzkofer, Stefan Kaltenbrunner,  
Eva Lanzendörfer, Andreas Röbig,  
Kristina Schreyer, Marc Snell

Using the coeo service portal, debtors can pay their outstanding sums in just a few clicks – flexible, transparent and with immediate feedback after successful payments. The portal offers direct access to the payment route, a self-explanatory payment process and transparent insight into the current status of the debt. With its clear design, simple language and unambiguous dialogue structure, the state-of-the-art portal ensures intuitive use.

Company:  
coeo Inkasso

Design:  
SUNZINET / Satu Pflugmacher

Website:  
coeo-inkasso.de

UX  
DESIGN  
AWARDS  
nominated  
2021

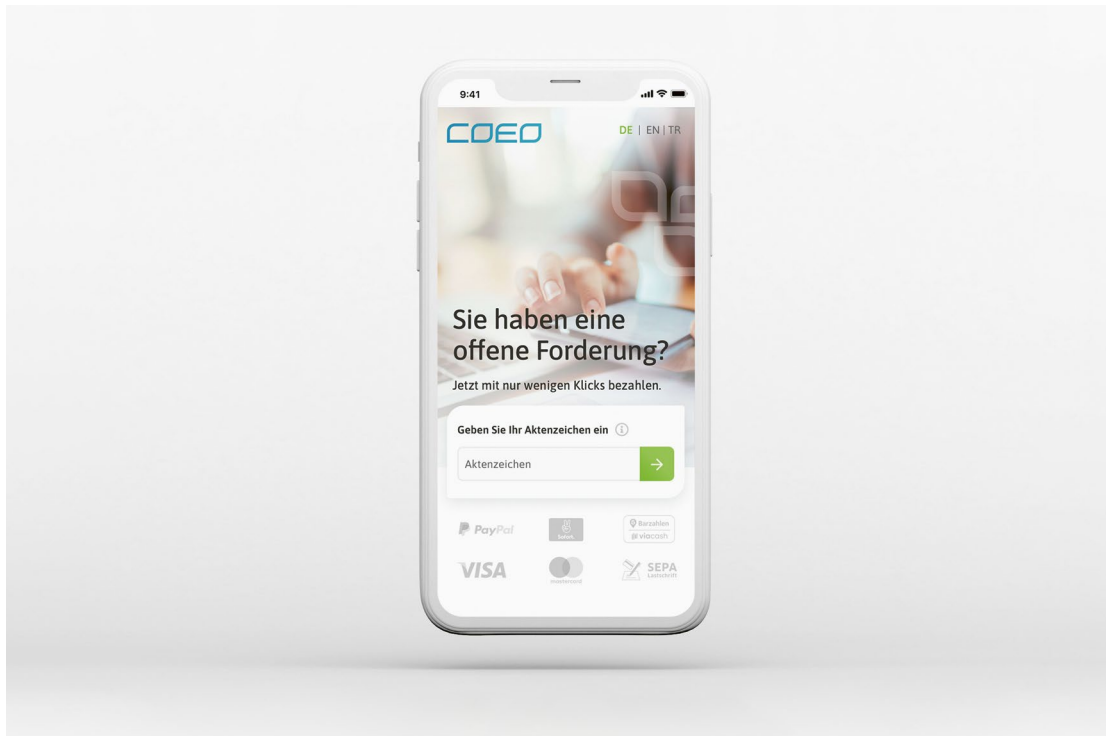
UX  
DESIGN  
AWARDS  
nominated  
2021

Retailer's machines used for returning empties need to be easily and quickly accessible to a wide range of user groups. Nevertheless, buttons get mixed up, malfunctions are triggered or overlooked which generates corresponding maintenance times. For the improvement of SiVario 2020, rocket-media analyzed the entire user experience, gathered continuous user feedback during development and optimized the machine's display accordingly.

Company:  
Sielaff GmbH & Co. KG

Design:  
rocket-media GmbH & Co KG

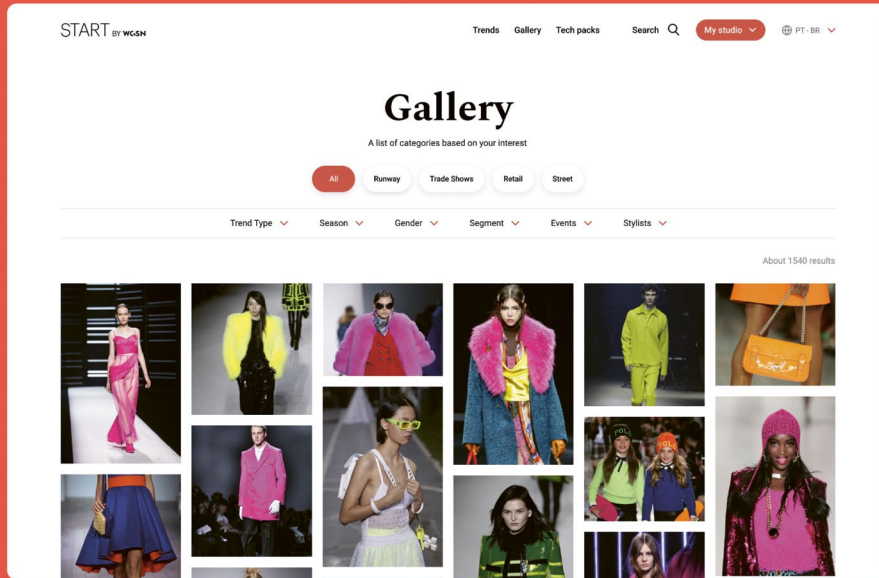
Website:  
rocket-media.de



Serviceportal coeo



SiVario 2020



Endorsed by WGSN, a global authority on consumer trends and design, Start is an image-based platform that empowers small businesses by providing essential information on fashion. Designers can see what is trending in fashion anywhere in the world, assemble collections and access technical drawings ready to be edited and produced. The design concept for Start is FLOW. Acid colors and fluid micro interactions support and enhance the stunning content, creating a flowing stream of images and actions.

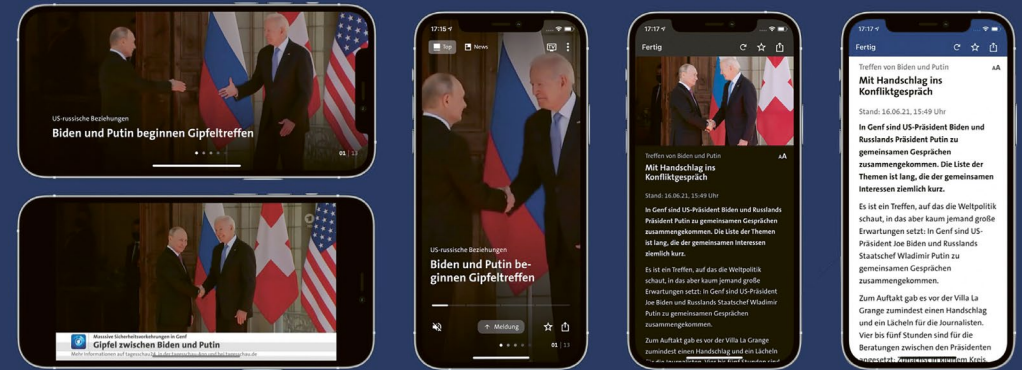
Company:  
Try Consultancy

Website:  
try.com.br

Design:  
Try Consultancy / Maria Ercilia Galvão  
Bueno, Fernando Paravela, Bruno Canato,  
Eduardo Rodrigues, Marcelo Prati,  
Aline Kuniyoshi, Williams Oliveira,  
Lucas Tiago da Silva, Rafael de Camargo  
Rodrigues, Cleber de Moraes Gonçalves,  
Natan Souza

UX  
DESIGN  
AWARDS

nominated  
2021



UX  
DESIGN  
AWARDS

nominated  
2021

In times of information overload and questionable sources, the tagesschau app was developed as a product that delivers all relevant news from a reliable source. The app offers the familiar, trustworthy content – now packaged in contemporary, innovative formats. With its intuitive navigation as well as its modern components – including the story mode and Pictacrop – the app succeeds in appealing to both old and young and to sustainably accompany them.

Company:  
Appsfactory GmbH

Website:  
tagesschau.de/app

Design:  
Appsfactory Media BU /  
Leif Weitzel

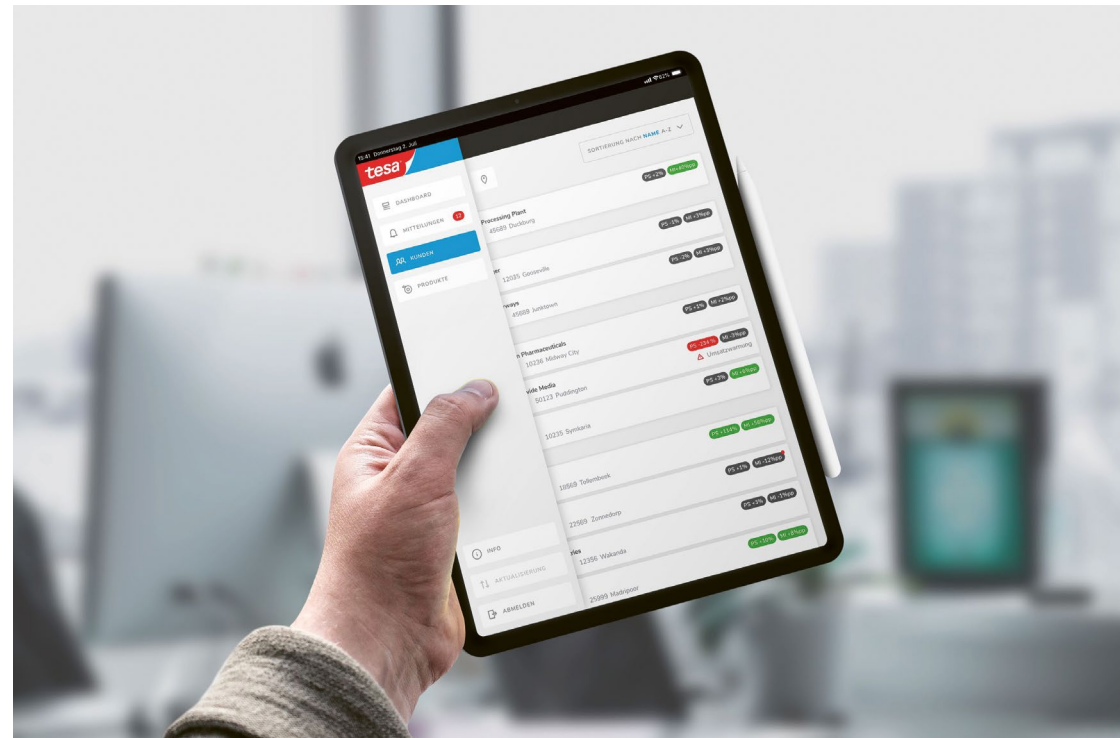
tesa FLOW is a web-based sales support solution from tesa SE. tesa FLOW presents business, customer, product and price information in a structured and user-specific manner. The progressive web app (PWA) for mobile devices enables permanent availability of the data, even in offline mode. The application serves as a basis of information for everyday sales and information situations and enables sales staff to work efficiently.

Company:  
Chroma Experience GmbH

Design:  
Chroma Experience GmbH

Website:  
chroma-x.de

UX  
DESIGN  
AWARDS  
nominated  
2021



tesa FLOW  
Digital sales support and pricing

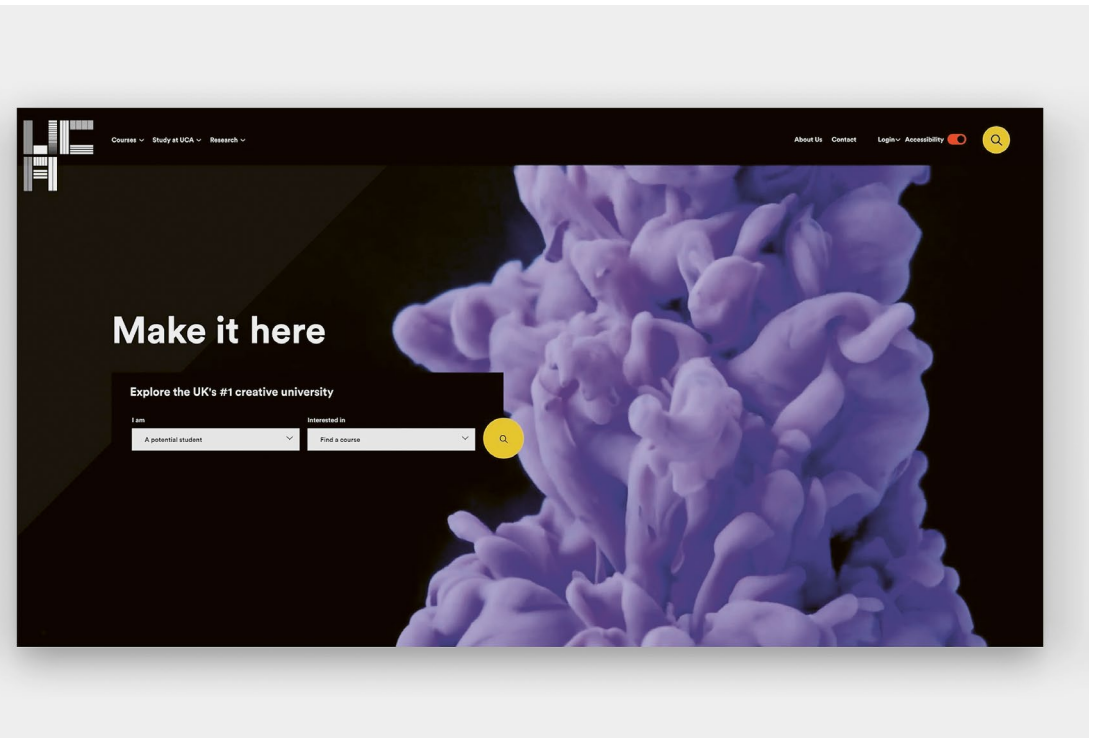
UX  
DESIGN  
AWARDS  
nominated  
2021

The new University for the Creative Arts UK website focuses on a seamless mobile and desktop experience by embodying the abundant creativity that the University exudes. This is reflected in the curriculum and the large variety of courses focused specifically on preparing students for the creative sector. The website is built on the Terminal 4 CMS platform that has back-end integrations with university specific focus.

Company:  
The University for the Creative Arts UK

Design:  
Granite Digital

Website:  
uca.ac.uk



The University for the  
Creative Arts UK Website





Lenovo's ThinkReality A3 software is a simple, intuitive, and purpose-built augmented reality user interface that allows users to adjust device settings, open and manage applications, and quickly access important features such as the voice assistant. The software powers the ThinkReality A3 glasses and includes a mobile companion app that provides additional user controls and navigation. This productivity solution is intended for employee training, industrial maintenance, and mobile office work.

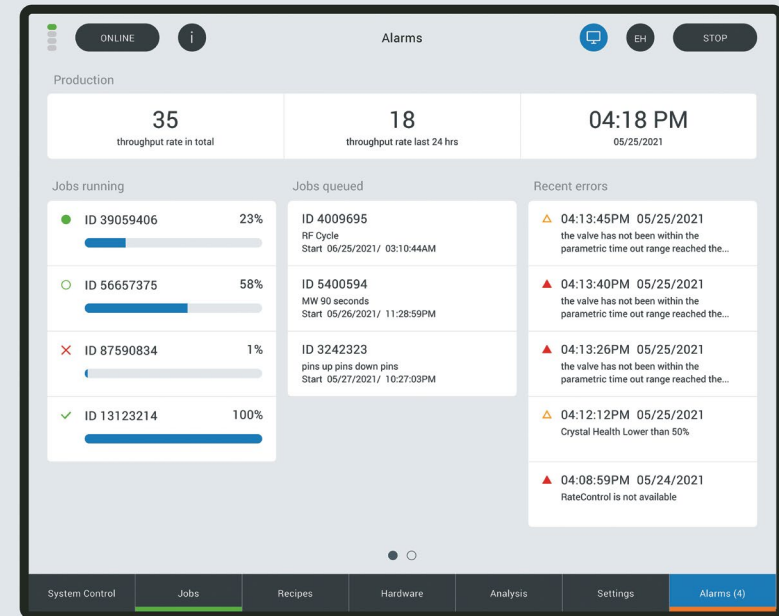
Company:  
Lenovo

Website:  
lenovo.com

Design:  
User Experience Design /  
Antonia Richardson, Cole Heiner,  
Dan Pollack, Jojo Sprufera, Jonnie Lee,  
Karen Kluttz, Matt Davis,  
Monica Vezzali, Nathan Hatfield

UX  
DESIGN  
AWARDS

nominated  
2021



UX  
DESIGN  
AWARDS

nominated  
2021

ToolCommander®next visualises and controls machines of various types. For the performance of a machine, TC.next's UI is decisive, as it is used for manual operations and evaluations. The project goal is to develop a modular software framework with a completely revised UI that clearly structures complex content and enables user-friendly interaction while complying with industry standards. Service staff, operators and technologists should be able to operate the machine safely and effectively.

Company:  
Kontron AIS GmbH

Website:  
usetree.com

Design:  
UseTree GmbH / Dorothee Kaser,  
Christian Mateit

Iptor, a leader in supply chain management software and services partnered with Huemen, the strategic design agency at HARMAN, A Samsung Company to digitally innovate and transform Supply Chain experience. The engagement was to enhance the experience of supply chain processes through digital interfaces. Right from sales order to order packing, the solution focused on optimizing data with overall reduction in time and effort, empowering the workforce, improving efficiency and driving business growth.

Company:  
Harman International

Design:  
Huemen

Website:  
huemendesign.com

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

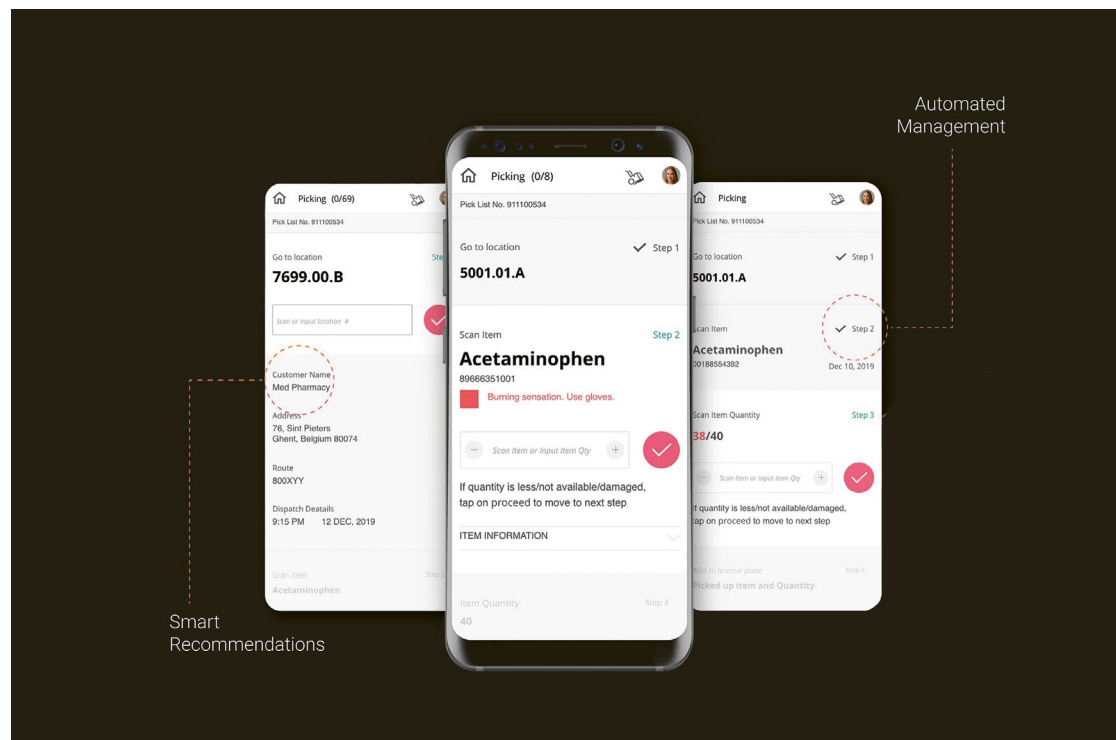
nominated  
2021

The Scipher product suite is created with the ambition to help make it easier and cheaper to produce renewable energy and unlock the potential for the sustainable energy industry. This is achieved by compressing immense and complex data sets and visualizing them in clear and legible interfaces. Designed to scale seamlessly from large operation center monitors to mobile devices, the solutions move big data out of the data center and into the hands of real people.

Company:  
Utopus Insights / Vestas Wind Systems

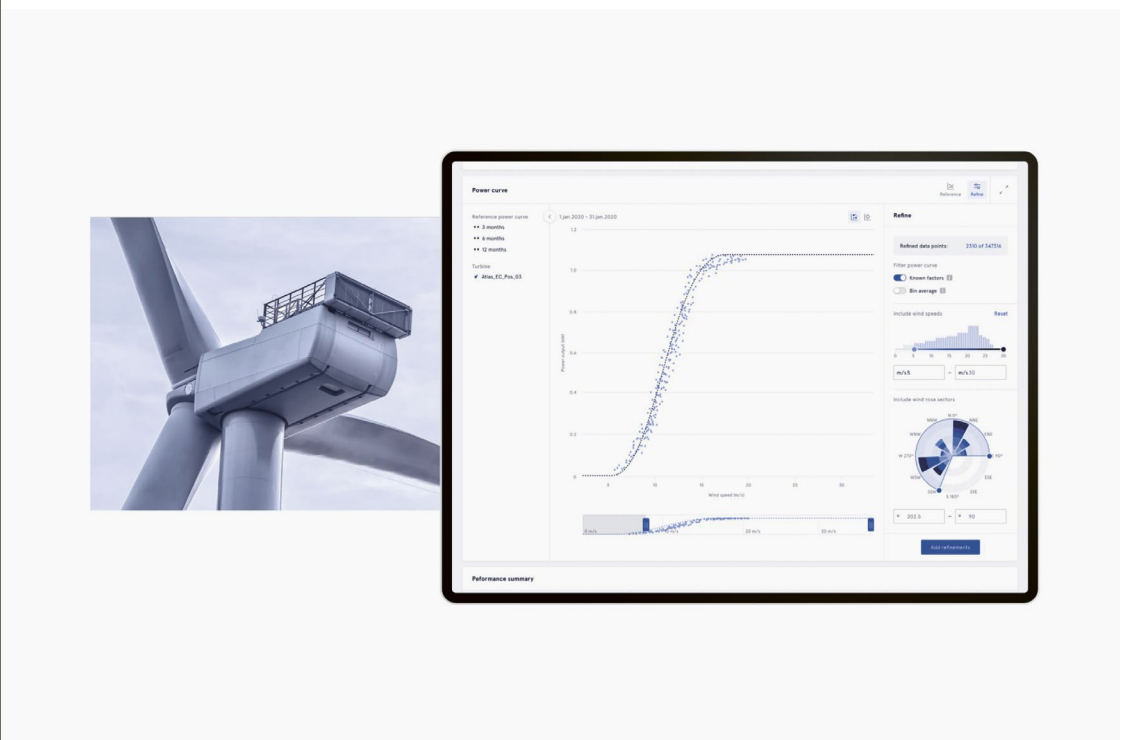
Design:  
Creuna Denmark / Miro Frej Richart Vigh,  
René Albertsen, Camilla Knap

Website:  
creuna.com



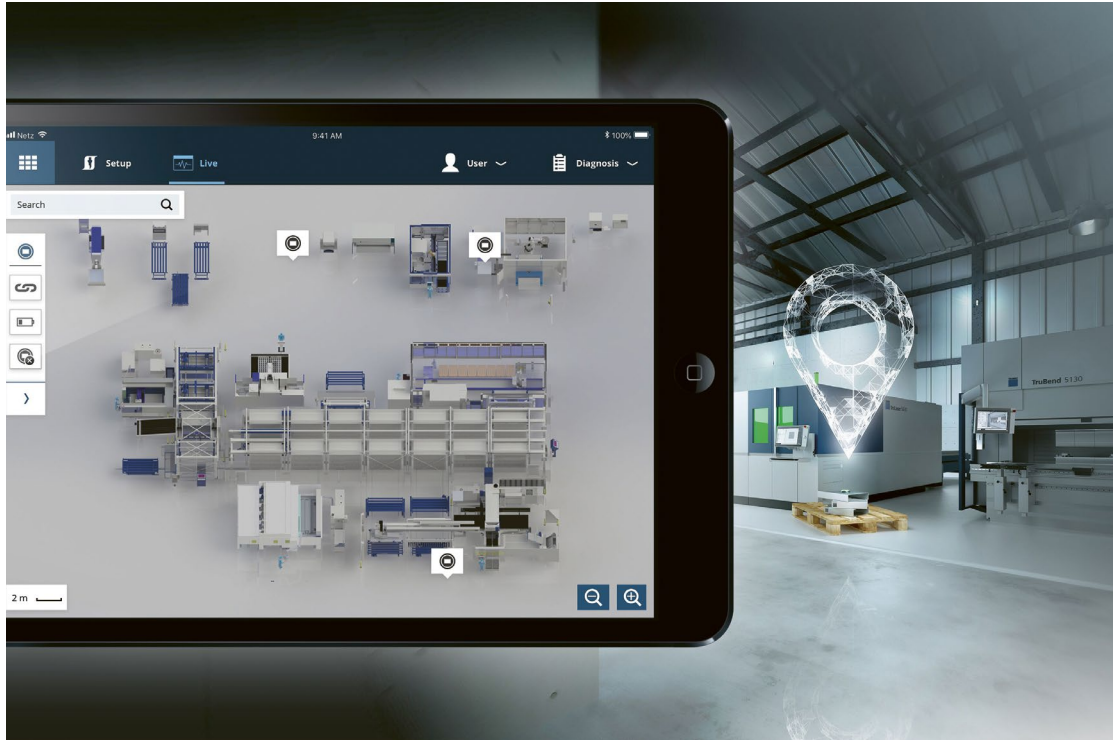
Touching Human Lives With  
Advanced Supply Chain Solutions

96



Turning Big Data into  
Lovable Digital Products

97



Finding instead of searching! Track & Trace provides an integral component to the connected production. Sheet metal parts, tools and orders can be located easily on the shop floor and work steps can be prioritized as needed. The application is supported by a design language that has been developed specifically for mobile TRUMPF applications. Designed in a user-centered design process to ensure a positive UX, it boasts a signature TRUMPF DNA, meeting the high standards of users on the shop floor.

Company:  
TRUMPF GmbH + Co. KG

Website:  
uid.com

Design:  
TRUMPF / Dina Gallo, Andreas Schumacher,  
Ulrich Schneider,  
User Interface Design GmbH /  
Steffen Neumann, Jasmin Hellmann,  
Verena Reuter, Daniel Kurz, Saron Mebrahtu

**UX**  
**DESIGN**  
**AWARDS**

nominated  
2021



AR Virtual Display Manager allows users to create and manage virtual displays with their PCs. It provides a unique and private multi-display workspace for users, whether they are working on-the-go or in the office. It has both built-in and user-customized presets for different configurations. Instead of sitting in one place for a long time, it allows the user to move around providing a better ergonomic working condition. It's based on Windows display settings, which can be easily adapted.

Company:  
Lenovo

Website:  
lenovo.com

Design:  
User Experience Design / Yin Shu,  
Linlu Zhao, Chien-Chi Shen

**UX**  
**DESIGN**  
**AWARDS**

nominated  
2021

VisitCalifornia.com is a personalized and mobile-first experience that promotes California as a pre-eminent tourist destination and showcases the state's abundance of offerings. The new website was designed with the user in mind, meaning it had to be easy-to-use while inspiring wanderlust for one of the most diverse and scenic travel destinations in the U.S. The mobile-first website allows users to find inspirational content, traveler information and planning tools in an intuitive way.

Company:  
Appnovation  
  
Website:  
visitcalifornia.com

Design:  
Appnovation / Anton Morrison,  
Saad Shahid, Jenny Cho, Nikie Zuo,  
Bryan Heisler, Serge Fomin, Darren Louie,  
Kiran Brar, Shawna Barnes, Victoria Wilson

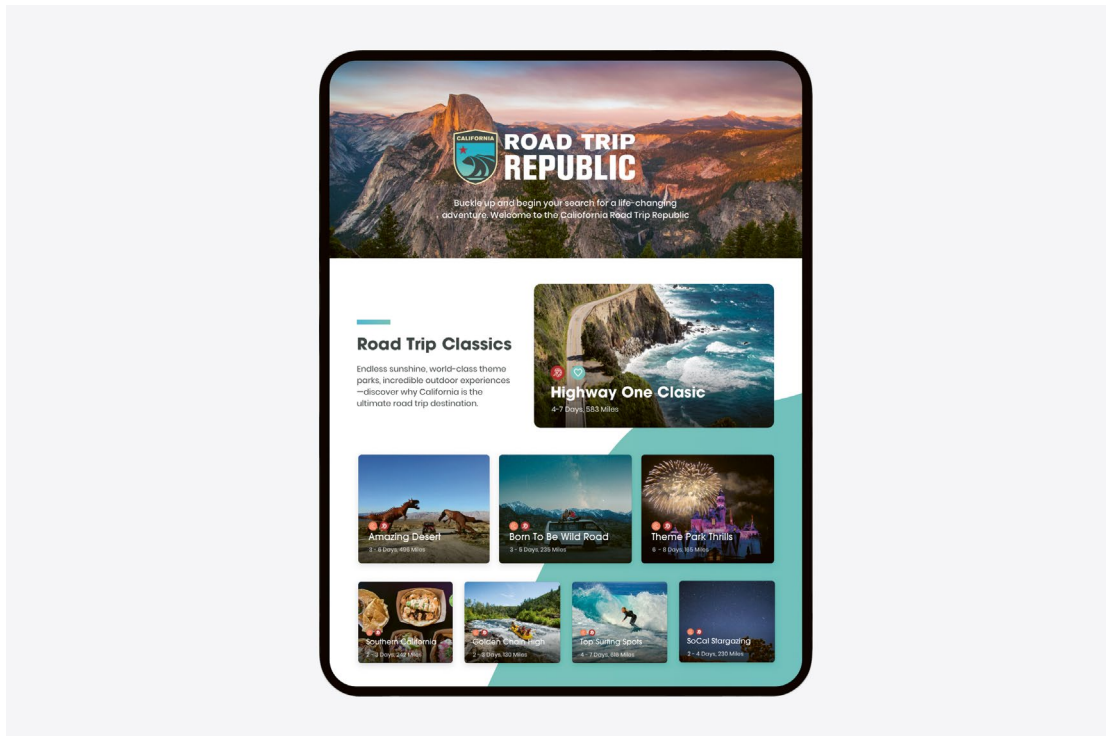
UX  
DESIGN  
AWARDS  
  
nominated  
2021

UX  
DESIGN  
AWARDS  
  
nominated  
2021

The Covid-19 pandemic made face to face classroom trainings impossible. Walk with Me is a new, immersive audio training concept following a consumer centered approach – an individual walk in fresh air, combined with further education. “My mind stands still, unless my legs move it”, as philosopher Michel de Montaigne once said. By combining professional authors and well-known voices with elements of radio plays and fun it becomes a very personal learning experience.

Company:  
BSH Hausgeräte GmbH  
  
Website:  
bsh-group.com

Design:  
CMC-UX / Mirco Winde,  
Martina Priese



Visit California Full Website Redesign



Walk with Me  
Audioguided Training-Walks



aiPlant Vision is an intelligent video surveillance system that uses AI to detect dangerous situations in industrial plants and selectively provides alarms in real time. The user interface design of a monochromatic map and restrained colors help to monitor thousands of CCTVs immediately. When dangerous events happen, the operators check the accident's location on the map, event and live videos, and the number of people left in the building, and can therefore give initial instructions to mobile site managers.

Company:  
Human ICT

Website:  
hictc.com

Design:  
UX Platform Department /  
Yong Kim, Jiyeon Lee, Seonghyeon Lee,  
Seunghyun Youn, Hyunduck Ahn,  
Woohyun Song, Yongdeuk Lee,  
Bomin Kim, Sungman Shin,  
Byoungjin Nam, Gihyuk Kwon

UX  
DESIGN  
AWARDS

nominated  
2021

“UX design should be seen holistically. It should cover all relevant aspects of product categories. Sometimes it's about industrial design, sometimes it's the processor speed or even the hotline that makes you perceive a good experience. The challenge – and the magic! – lies in finding out what the relevant factors for a good experience are.”  
— Werner Spicka

# UX Design Award Concept

This year, the jury nominated 14 projects to compete in the Concept category. This category is open to short-term foresights with a development horizon of 2-5 years, such as product studies, service concepts and conceptual environments.

Among the 14 Nominees, the jury bestowed one Special Mention.

Congratulations to all distinguished entries and Nominees in the Concept category!

Over 1 trillion Euro are donated worldwide every year. However, some organizations take the liberty of withholding a percentage for various expenses. In Germany alone, non-profit organizations are allowed to withhold up to 30%. In addition, votes on the distribution of donations are often not taken into account. anooah connects companies with associations and people who can democratically decide on the distribution of donations.

Company:  
anooah Donations GmbH

Design:  
8reasons Digital GmbH & Co. KG /  
Alexander Varro

Website:  
anooah.com

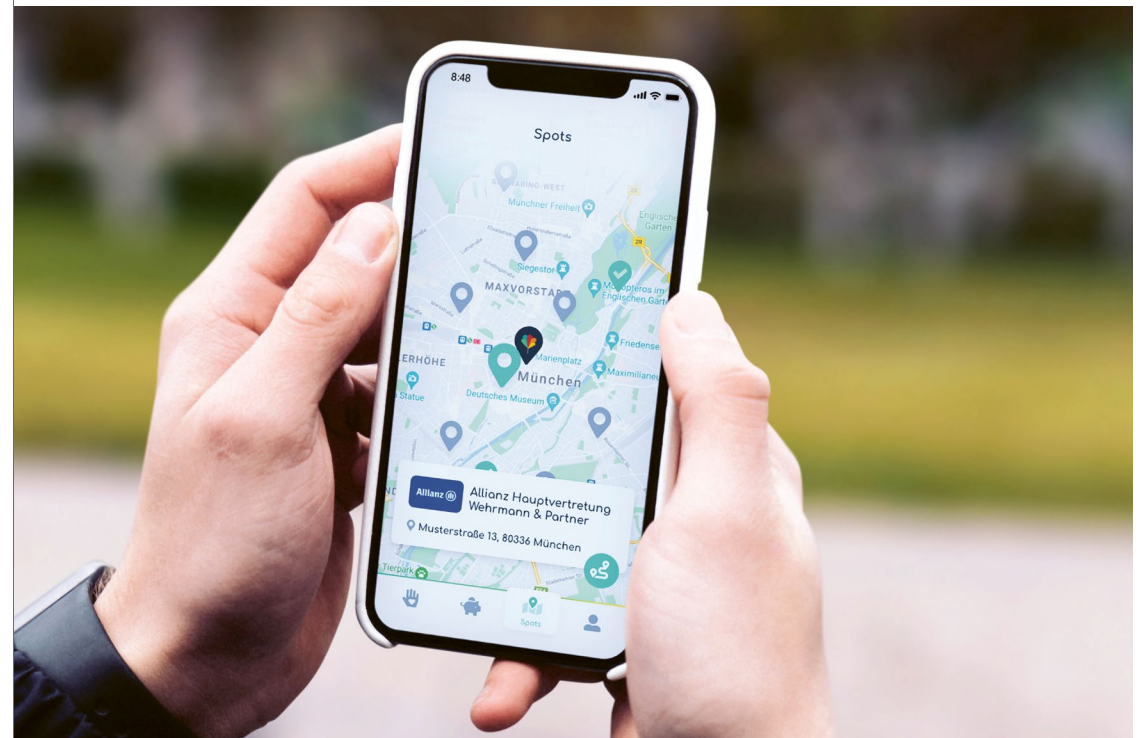
Great experiences are made for people. That's why we give everyone a voice! In each Award season, we invite UX professionals and users worldwide to vote for their favorite projects on the Awards' website. All nominated entries are eligible. The high annual polling rate means that the best-voted entry is indeed the winner of the hearts of the global UX community.

Congratulations to this year's Public Choice Award Winner!

App that distributes donations via voting

UX  
DESIGN  
AWARDS

public  
choice  
2021



Smartarchivo is used by rapp-iso GmbH to digitalise documentation and administration processes in nuclear medicine. The testing of utilized instruments is carried out using a radioactive test source. Smartarchivo analyses and evaluates the measured values and replaces error-prone analogue processes. The values are compared with applicable radiation protection guidelines, industry standards and legal requirements so reports can be generated for supervisory authorities and medical bodies.

Companies:  
Chroma Experience GmbH

Design:  
Chroma Experience GmbH

Website:  
chroma-x.de

UX  
DESIGN  
AWARDS

special  
mention  
2021



Smartarchivo – Digital documentation in nuclear medicine and radiochemistry

UX  
DESIGN  
AWARDS

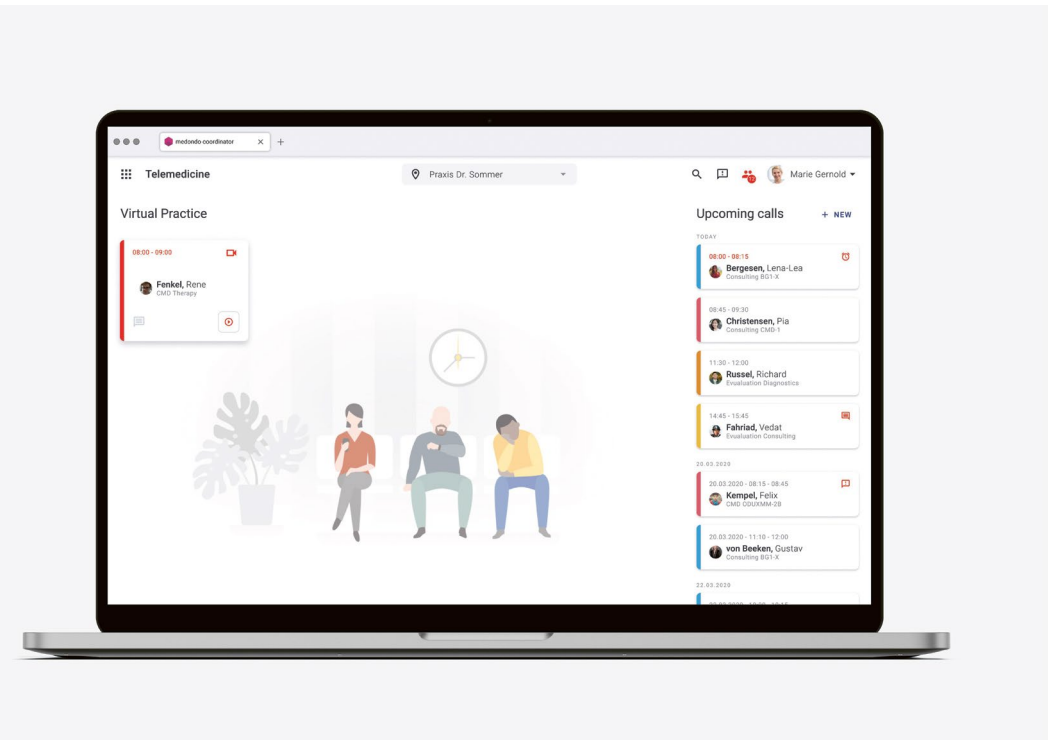
nominated  
2021

Existing medical practice management programs neither promote the further digitalization of practice processes nor the transparent patient communication and information that is necessary today. Workload remains tied up in administrative processes and the digital disruption of the medical sector is hitting practices unprepared. medondo is developing cloud-based software that covers all of the work processes of a medical facility: from highly professional first contacts to long-term patient care.

Company:  
medondo AG

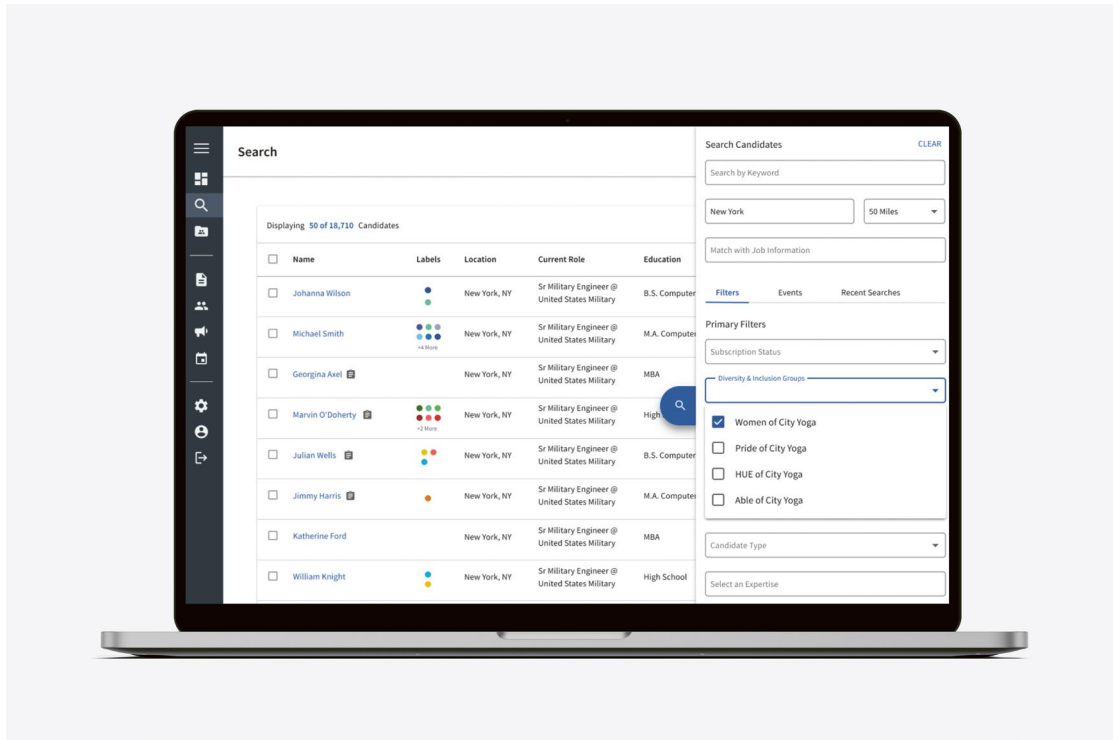
Design:  
Manuel Lask

Website:  
medondo.com



coordinator – Practice software created by doctors for doctors and their patients





Diversity, Equity and Inclusion (DEI) hiring is a high priority for employers. To help HR professionals reach more diverse candidates, the iCIMS Talent Cloud is designed to build equitable experiences for historically excluded talent, from sourcing to advancement. iCIMS' recruitment marketing, AI, goal projection, and advanced DEI analytics enable employers to provide equitable experiences to attract, engage, hire and advance talent.

Company:  
iCIMS

Design:  
iCIMS Labs

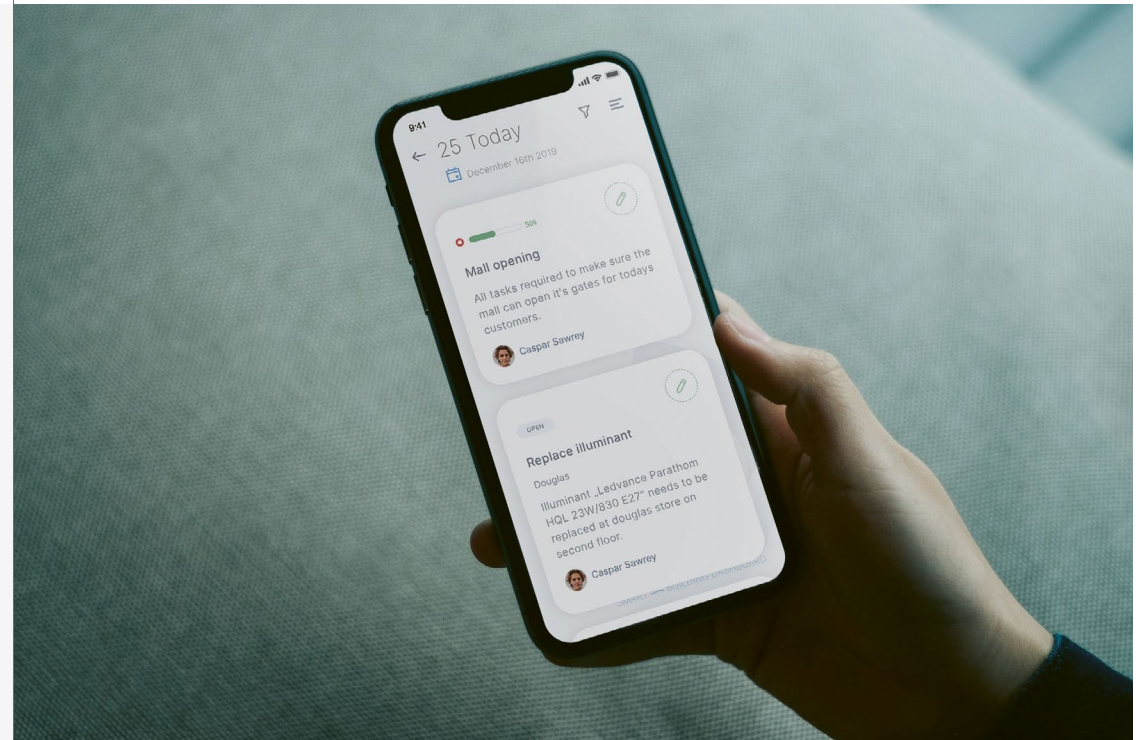
Website:  
icims.com

UX  
DESIGN  
AWARDS

nominated  
2021

## Diversity, Equity and Inclusion (DEI) in the iCIMS Talent Cloud

110



UX  
DESIGN  
AWARDS

nominated  
2021

The ECE Smart Building Cockpit is a central dashboard to display and analyse building data which strengthens the intelligence of shopping centers of ECE Projektmanagement GmbH & Co. KG. A task and action management is integrated which supports the management level and the operative business. Since technical managers and facility managers are responsible for different areas each, the individual requirements for everyday work were given special consideration.

Company:  
Chroma Experience GmbH

Design:  
Chroma Experience GmbH

Website:  
chroma-x.de

## ECE Smart Building Cockpit The data-driven mall

111

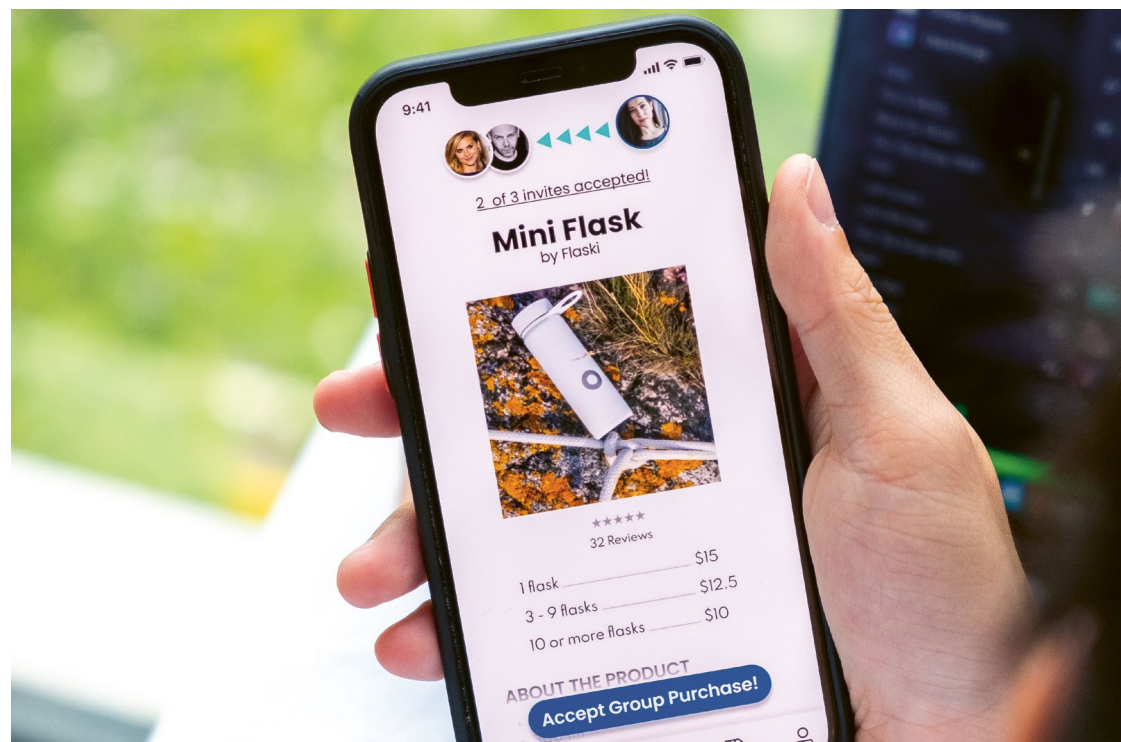
EcoNudge is a habit development platform that taps on the core facets of habit development to help users develop environmental-conscious (EC/eco) habits. Apart from reminders to make EC decisions based on multi-factor triggers, EcoNudge leverages social media and community participation to motivate its users to keep up with their eco habits. EcoNudge also features a marketplace of EC lifestyle ideas, environment-related news and a shop that offers products to facilitate EC habits.

Company:  
Charles Gregory Low

Design:  
Charles Gregory Low

Website:  
cglow.space/econudge

UX  
DESIGN  
AWARDS  
nominated  
2021



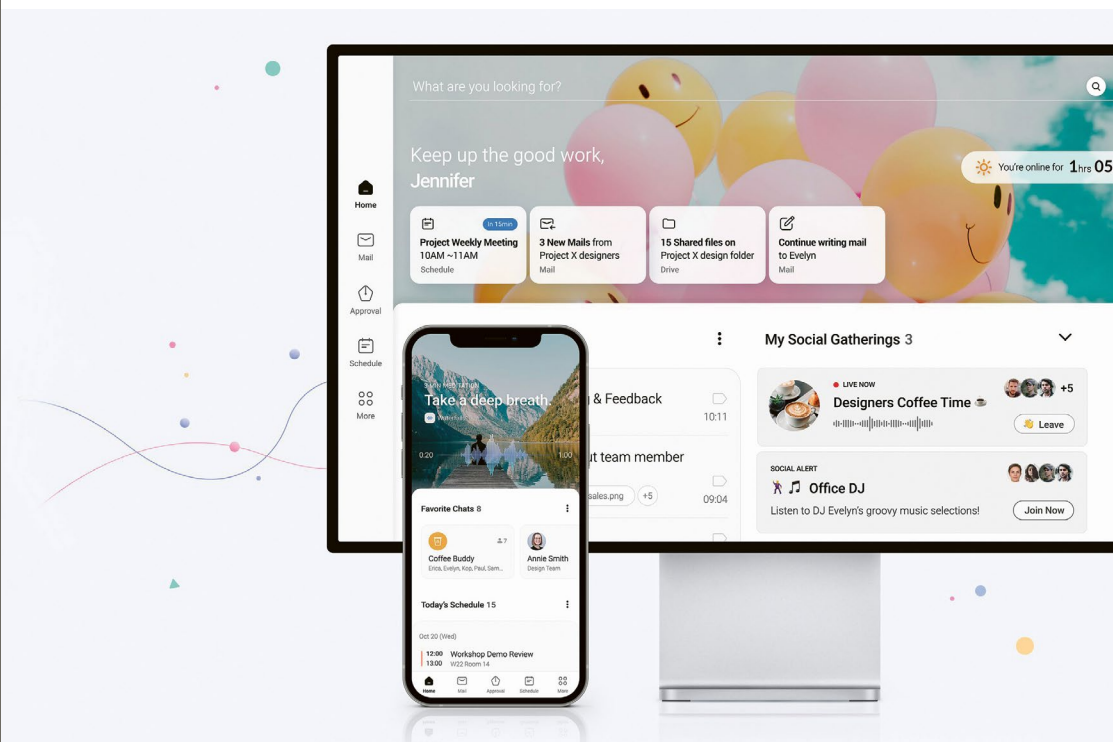
UX  
DESIGN  
AWARDS  
nominated  
2021

The Enterprise Portal app is more than a work productivity and communication system. Besides essential features like email, approval and scheduling tools, the app provides work-life balance assistance for remote workers. With a dynamically tailored interface and reminders by time and occasion, tools to re-connect with colleagues, and by offering a personalized experience to make every workday special, the app helps to relieve the challenges of a home office and leads to a healthier work-life balance.

Company:  
Samsung SDS

Design:  
CX Innovation Team /  
Erica Cha, Minkyong Lee, Sungjin Hong

Website:  
samsungsd.com





Banking is in a radical paradigmatical shift: in the future banking will mostly be done from home or from the smartphone on the go. In cooperation with Fiducia's banking experts, a design concept for a new banking ecosystem has been created. It provides a highly efficient workplace for consultants in a distributed working environment, and remote coaching interactions for customers from home. The app enables daily banking actions. The ecosystem aims for a personal, trust-worthy remote relationship.

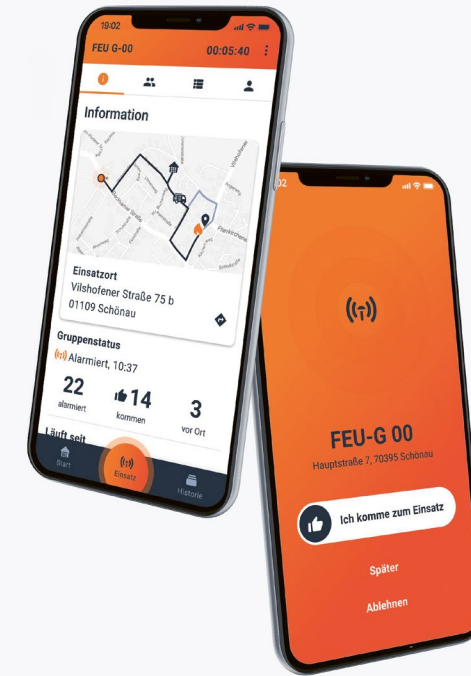
Company:  
Fiducia GAD

Design:  
chilli mind GmbH

Website:  
chilli-mind.com

UX  
DESIGN  
AWARDS

nominated  
2021



The digital organization platform MyRON supports the fire department in the prevention, management and handling of incidents. It is the first digital platform that alerts and connects all operation-related personnel, and digitizes the documentation. The app merges data in real time and serves as a basis for decision-making by the incident commander in difficult situations.

Company:  
UXMA GmbH & Co. KG

Design:  
UXMA GmbH & Co. KG /  
Stefanie Birk, Enno Voigt

Website:  
uxma.com

UX  
DESIGN  
AWARDS

nominated  
2021

Project RED is a non-profit initiative to develop an affordable ventilator for treating COVID-19. Project RED's device is intended for use by hospitals in India, South America, Africa and other developing regions. On an accelerated schedule, Boston UX created a fully working prototype that was meticulously designed to improve patient safety by avoiding user confusion, decreasing the possibility of use error, and limiting complexity for validation, verification and documentation.

Company:  
Boston UX

Design:  
Boston UX /Holly Mae Taylor

Website:  
bostonux.com

UX  
DESIGN  
AWARDS

nominated  
2021

UX  
DESIGN  
AWARDS

nominated  
2021

The Dell Server Rescue Kit is a proposal to help technicians service mission critical information technology (IT) hardware such as servers mounted in a vertical rack. The Rescue Kit contains a projector which attaches to the top of a data center rack and then downwardly projects an Augmented Reality (AR) image with instructions onto the actual hardware that needs to be serviced. This allows the technician to be expertly guided in making the repair or performing the service.

Company:  
Dell Technologies

Design:  
Experience Innovation Group,  
Dell Technologies

Website:  
dellexperienceinnovation.com



Project RED

116



117

Server Rescue Kit



The Smartfill eliminates the need for single-use plastics. The IoT dispenser is capable of delivering a variety of food and cleaning products. Using a digital interface, customers can view product information, choose the amount of product they would like dispensed by value or weight, and print their price sticker. Stores are able to track stock levels in real time and re-order from suppliers. Retailers can view hundreds of dispensers across diverse geographic locations from one panel.

Company:  
Smollan & dY/dX

Design:  
dY/dX Digital / Rudi Nienaber, Nevo Hadas

Website:  
dydx.digital

UX  
DESIGN  
AWARDS

nominated  
2021



UX  
DESIGN  
AWARDS

nominated  
2021

Ergosign's VR Configurator is a digital experience/service that allows regular show rooms to use immersive technology. Using the service, customers are able to have a near photo-real impression of how their new kitchen or bathroom will look like and get a sense for the spatial relation of objects. VR and real time technology take planning with confidence and joy to the next level.

Company:  
Ergosign GmbH

Design:  
Ergosign GmbH /  
Alexander Lehnert, Sven Weiland

Website:  
ergosign.de

# UX Design Award Vision

This year, the jury nominated three projects to compete in the Vision category. This category is open to long-term foresight concepts, advanced design studies, and research projects exploring future experiences and solutions.

Among the three Nominees, the jury bestowed one Special Mention.

Congratulations to the distinguished entry and to all Nominees in the Vision category!

ICUs exist in order to stabilize critically ill patients with life-saving technologies. However, many patients have later reported dreadful experiences of their mental-emotional recovery. Critical Care Experience Suite is an experience concept which maintains technological merit and restores the human centric experience. This unique concept integrates principles of spatial, industrial and technological design. It aims to “dose” the right environmental stimulus per the stage of patient’s recovery.

Company:  
Philips

Design:  
Philips Experience Design

Website:  
[philips.com/healthcare](http://philips.com/healthcare)

UX  
DESIGN  
AWARDS

special  
mention  
2021

UX  
DESIGN  
AWARDS

nominated  
2021

The COVID-19 pandemic has exposed many long-standing shortfalls in the healthcare systems across the globe. This speculative design piece is a provocation to current models of care delivery, aiming to spark discourse amongst key industry ecosystem players and shift perspectives about new care models. Through five vignettes, it explores not only the functional and experiential aspects of care delivery, but also how our relationship with healthcare evolves through mindset shifts in society.

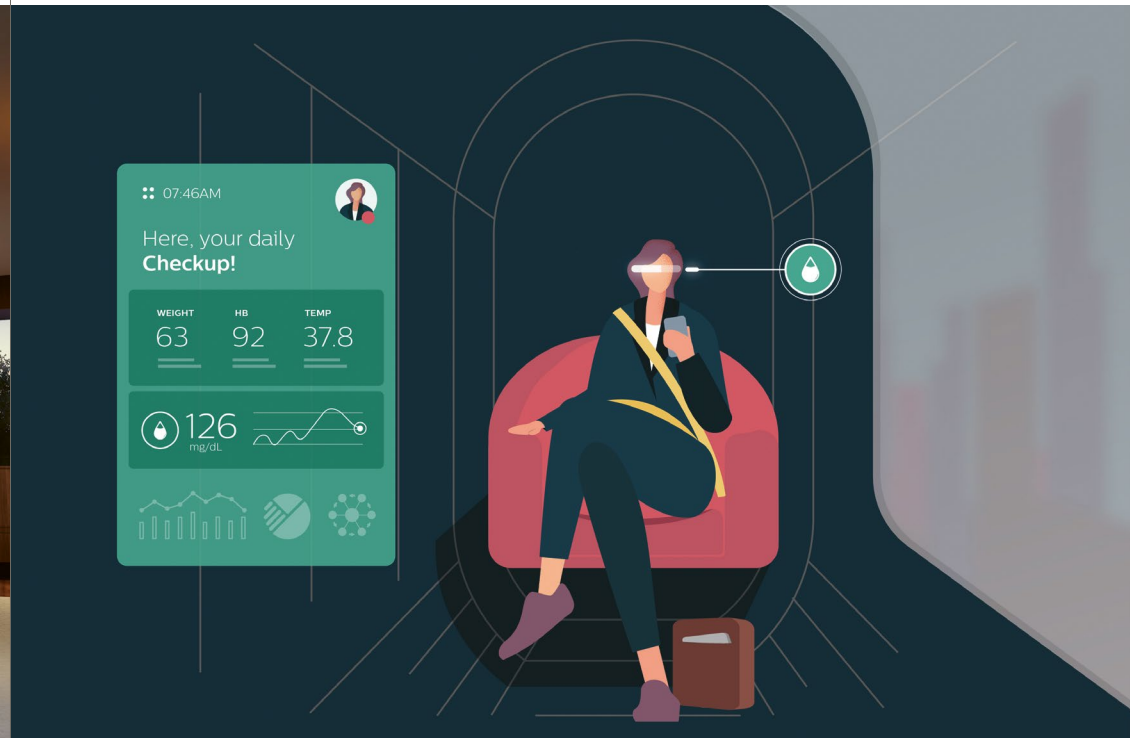
Company:  
Philips

Design:  
Philips Experience Design

Website:  
[philips.com/healthcare](http://philips.com/healthcare)



Critical Care Experience Suite



A Brief Speculation  
on Autonomous Healthcare



Autonomous vehicles are hitting the roads, but pedestrians and bicyclists still rely on hand signals and eye contact to communicate with human drivers. How can all road users be protected when this human interaction disappears? How will cyclists or pedestrians know if the autonomous car has noticed their presence at all? The Lifeline Prototype is a call to action, an open source experiment, and a proposed direction for how the streets can be shared safely by all.

Company:  
Designit

Design:  
Designit Futures / Lasse Underbjerg

Website:  
[designit.com/news](https://designit.com/news)

UX  
DESIGN  
AWARDS

nominated  
2021

“Good UX design should be visionary! We are looking for systemic and thoughtfully designed experiences, pushing the boundaries of what is possible, leading us towards desirable futures.”  
— Markus Turber



# UX Design Award New Talent

This year, the jury nominated 47 projects to compete in the New Talent category. This category is open to bachelor's and master's projects entered by students, graduates, and universities worldwide.

Among the 47 nominated "young guns", the jury bestowed one Gold Award, seven New Talent Awards, and five Special Mentions.

Congratulations to all Winners and Nominees in the New Talent category!

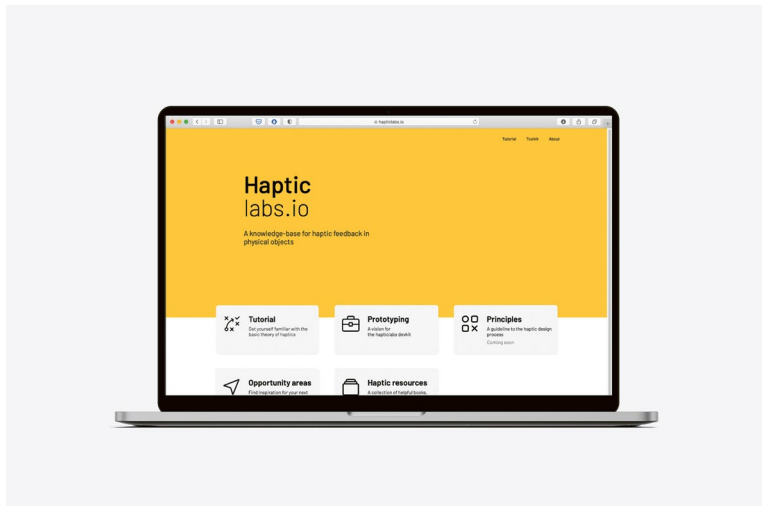
Although haptic feedback is part of every physical interaction, it is mostly neglected due to its complex design process. Hapticlabs.io is a toolset to democratise haptic feedback, allowing designers to identify opportunities and easily create functional prototypes. It consists of two parts: A prototyping kit which does not require any expertise in coding or electronics, as well as an online knowledge base, which provides easy to follow background information and guidelines.

University:  
Umeå Institute of Design

Professor:  
Thomas Degn

Website:  
thomasjmueller.de

Design:  
Thomas Müller

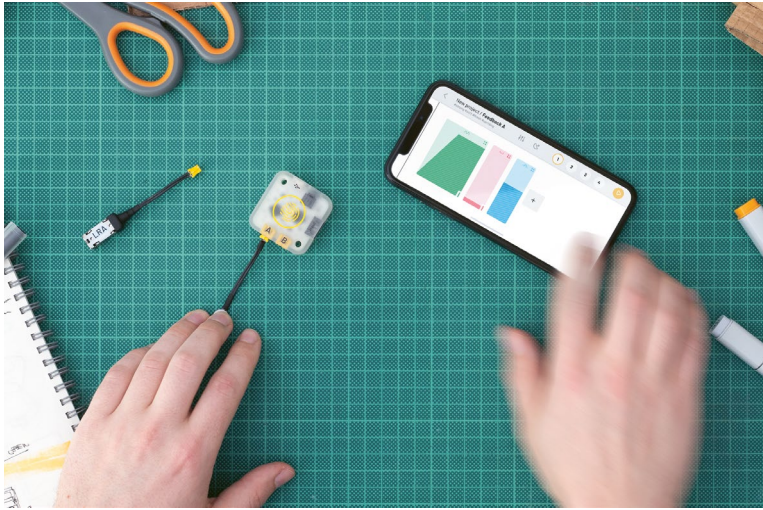


**Hapticlabs.io**  
A toolset for designing haptic feedback

**UX**  
**DESIGN**  
AWARDS

gold  
2021





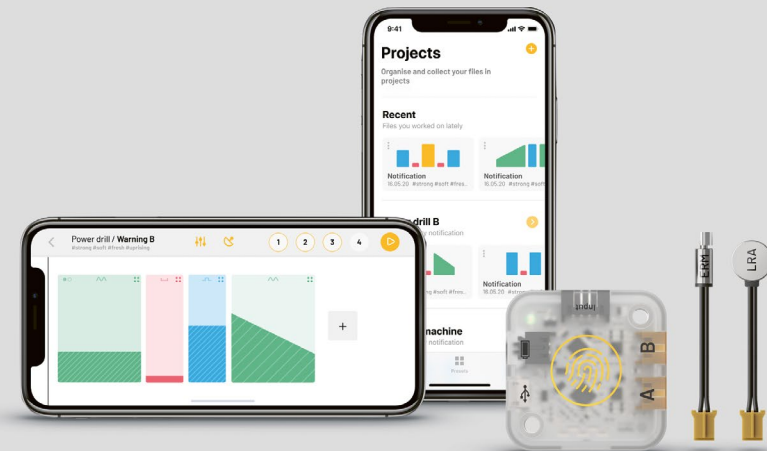
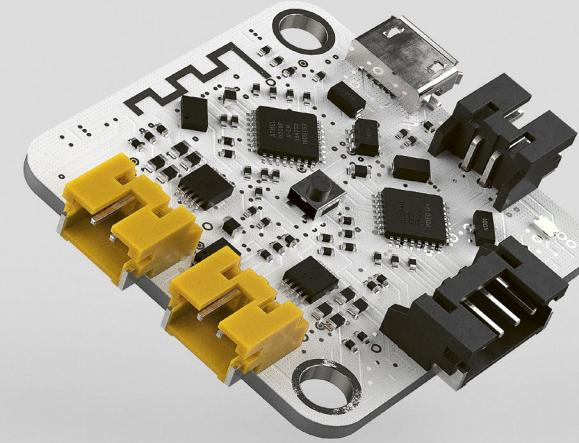
UX  
DESIGN  
AWARDS

gold  
2021

“Hapticlabs is an incredibly innovative toolkit for prototyping with haptic feedback and rapid user testing. Product developers can create interactive models quickly and efficiently with this kit, even without extensive programming knowledge. Hapticlabs caught the jury’s interest from the get-go. It is a truly outstanding product that you want to use right away!” — Pelin Celik

Hapticlabs.io  
A toolset for designing haptic feedback

130



Beep Beep! is a device which detects fluid leakage and allergies during intravenous infusion through blood flow speed and IgE protein concentration, effectively reducing the risk of infusion for children and adults hospitalized and home chemotherapy patients, and improving the safety of chemotherapy. The app provides a systematic communication channel for doctors and nurses to track the status of the infusion injection site with patients, reducing the burden on medical care.

University:  
National Taipei University of Education

Professor:  
Kai-Chu Li

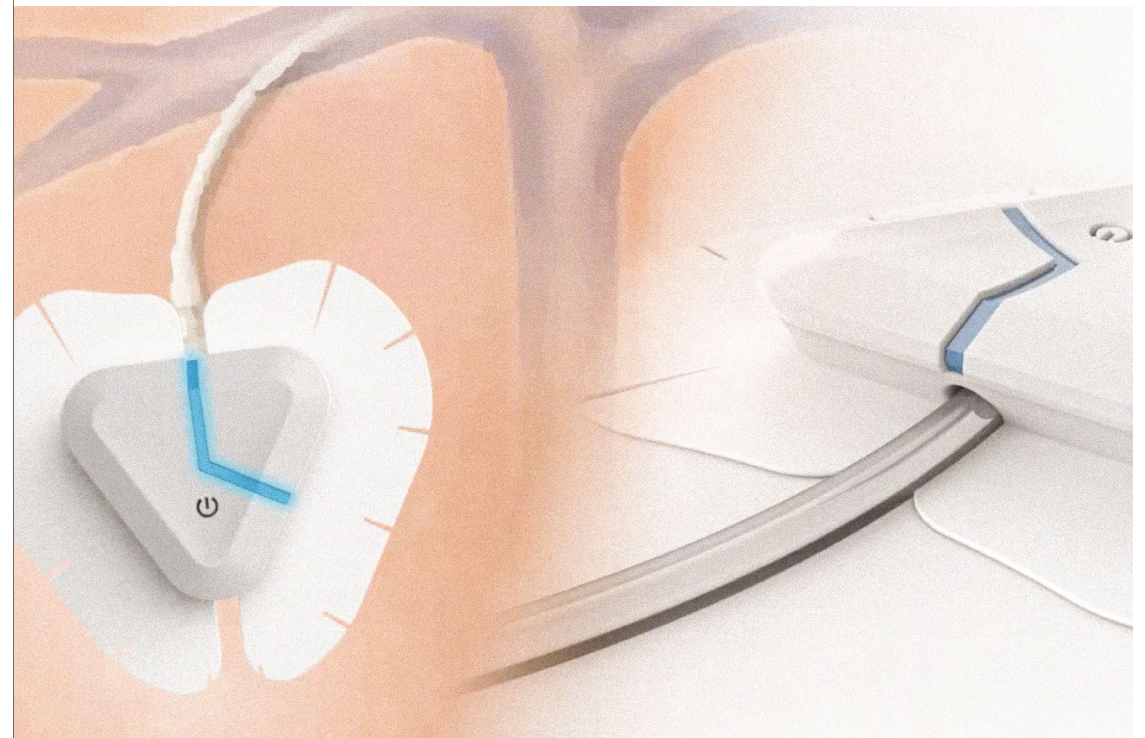
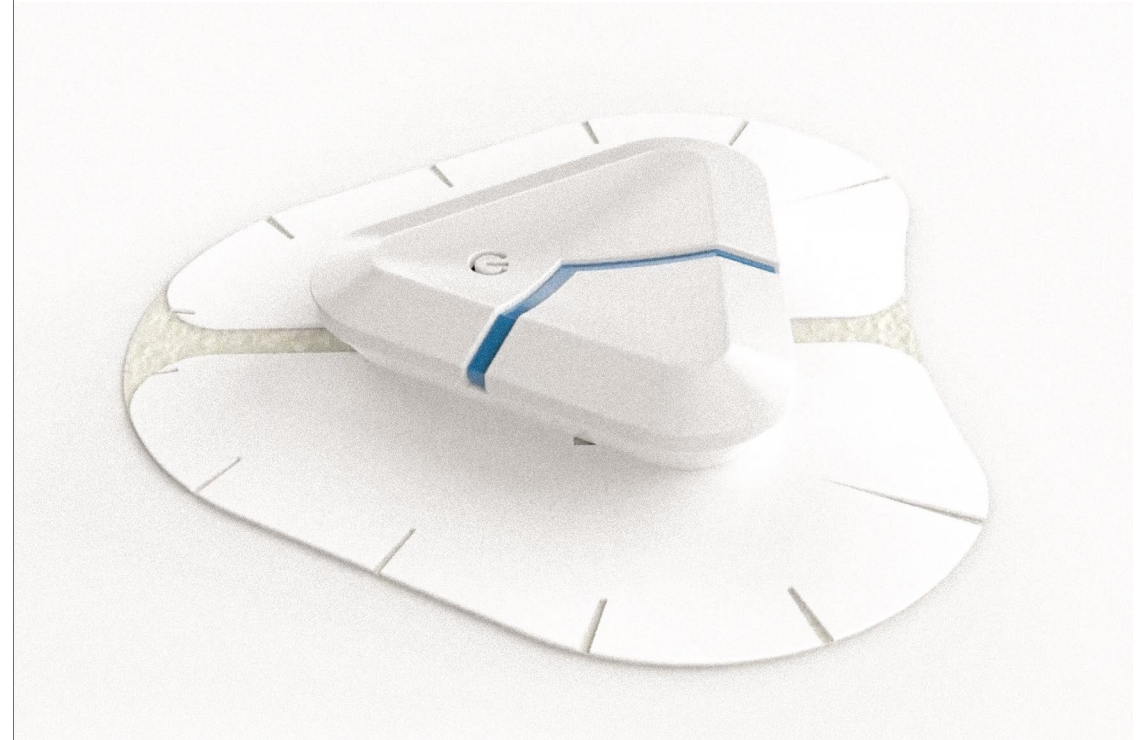
Design:  
Hui-Ying Hsu, Shih-Hsuan Chiu,  
Xiang-Yun Chen

“Intravenous infusions are among the sensitive procedures of hospital care and home treatment. Using Beep Beep! monitors, staff and patients gain certainty about the proper functioning of medical infusions. It spares patients unnecessary, sometimes painful, treatments. In the event of leaks or allergic reactions, the system issues an alarm and provides quick, precise help. The jury awards Beep Beep! as an excellent example, demonstrating how UX can enhance connected medical experiences.” — Markus Turber

**Beep Beep!**  
Venous Infusion Leak Detector

UX  
DESIGN  
AWARDS

new talent  
2021



Physicians are confronted with increasing workloads and time pressure within cancer therapy. The cooperative AI system Aliado supports physicians and saves valuable time by structuring medical findings concisely, providing treatment suggestions, and automating parts of the documentation. Special objective within the design of Aliado was to relieve surgeons from repetitive tasks and jobs that involve large amounts of data to give them more time with their patients.

University:  
HfG Schwäbisch Gmünd,  
Universitätsklinikum Heidelberg, Nationales  
Centrum für Tumorerkrankungen (NCT)

Professors:  
Prof. Gerhard Reichert,  
Prof. Dr. Ulrich Barnhöfer,  
Dr. Martin Wagner,  
Prof. Dr. Arianeb Mehrabi,  
Prof. Dr. Beat Müller

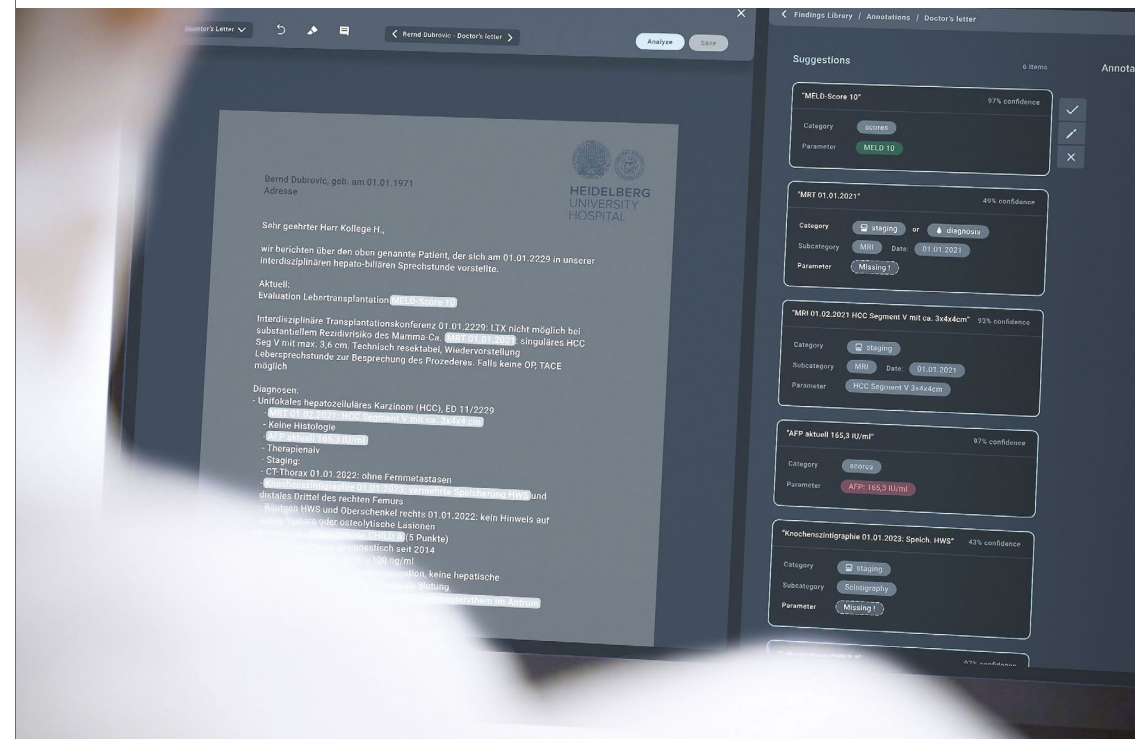
Design:  
Hannes Maurer, Frederic Myers,  
Sven Hornburg, Johanna Brandenburg,  
Michael Haselbeck, André Schulze

UX  
DESIGN  
AWARDS

new talent  
2021



“By analyzing professional users in this very specific context, the project succeeds in addressing three significant trends and pain points at the same time: complexity in decision making, amount of scattered patient data, and relief of repetitive and time-consuming tasks. The clean and elegant presentation of the relevant information, the intelligent use of supporting micro-interactions, and the workflow-optimized interaction concept help users focus on the main task. However, the jury does see a challenge in making the AI work as envisioned in practice.”  
— Werner Spicka



Aliado  
The cooperative medical AI

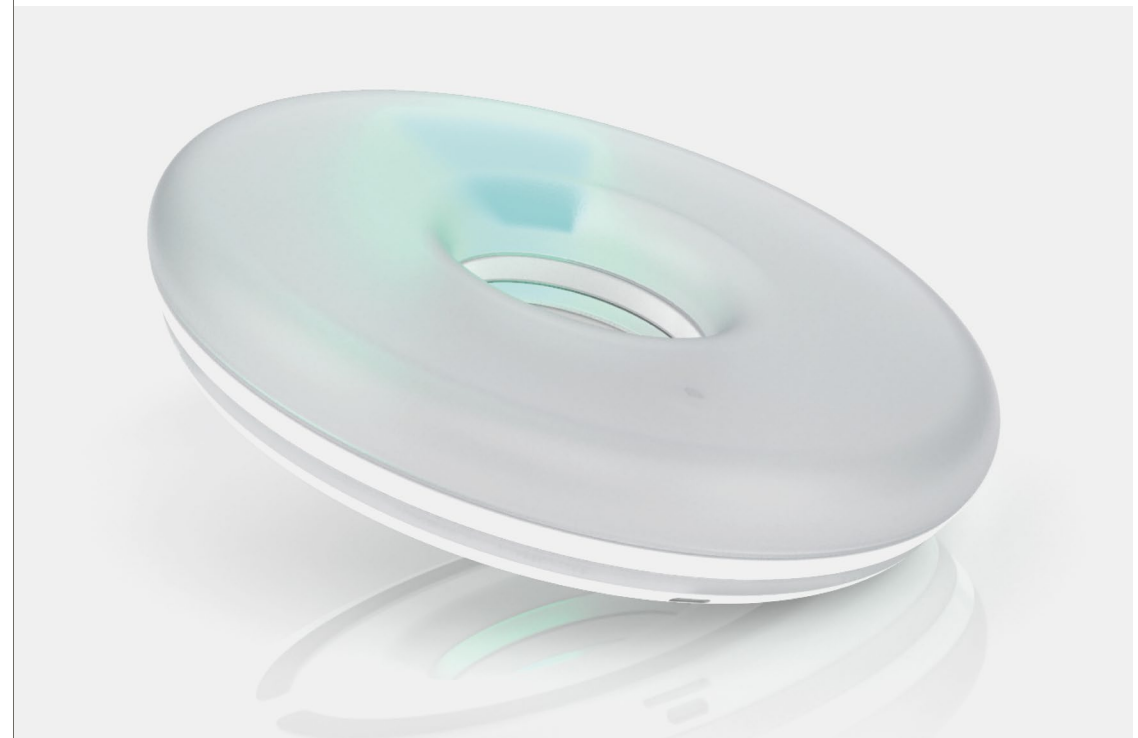
UMI is a system with the aim of building a friendlier workspace for severely deaf people by improving group conversations for them. The first product Cara shows the location of sound with the help of light and when connected with the app, it displays subtitles and creates a summary at the end of a meeting for the whole team. The second product Caro is a personalized and compact pod that the user can carry with them to receive sound location, subtitles, alerts and emergencies.

University:  
ISD Rubika

Professor:  
Clare Green

Design:  
Divina Lakkhiani, Dhvani Suba,  
Ilona Guiraud, Samuel Belliard

“UMI allows deaf and hard-of-hearing people to take part in group meetings in a natural and simple way. The integration of sensor technology, optical signals, and speech-to-text makes everyday life much easier for hard-of-hearing people and for their environment. The jury recognizes this much-needed product as a wonderful contribution to integration and participation.” — Markus Turber



Digital currency brings convenience, but also affects people's financial experience. It's easier to lose track of spending and saving when using digital money rather than cash. Motice aims to make digital money more noticeable to people who want to track money conveniently, to parents who want to teach children how to use it correctly and to elders who struggle with digital payment. A card system is designed to provide people with a transparent and private experience of using digital money.

University:  
Umeå Institute of Design

Professor:  
Thomas Degn

Design:  
Yanyi Lu, Dongheng Wu,  
Yuchen Lan, Jakob Kohnle

“The design for Motice is playful and intuitive. It is also provocative in its solution to a very relevant problem space. Its multimodal design approach demonstrates great interdisciplinary collaboration and a good grasp of inventive UX. The subtle yet impactful concept with extensible elements was created in an accelerated time-frame. The design process and user considerations helped address initial accessibility and privacy concerns, making this concept a solid award winner in the New Talent category.”

— Amber Lundy

## Motice

Imagine tomorrow's financial UX

UX  
DESIGN  
AWARDS

new talent  
2021



The use of manipulative design elements leads to an asymmetrical power relationship in which the needs of users must increasingly give way to corporate goals. It is necessary for consumers to understand how deceptive designs are created and function in order to protect themselves. FLAGG is a browser extension which gives users the tool to detect manipulations on the web and make them visible to other users.

University:  
Fachhochschule Potsdam

Professors:  
Reto Wettach, Frank Heidmann

Website:  
studioflaer.com

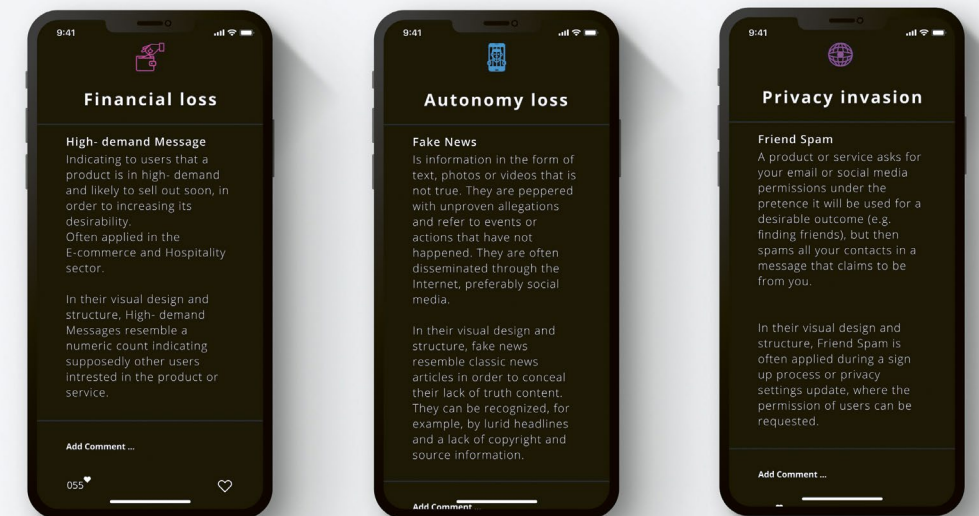
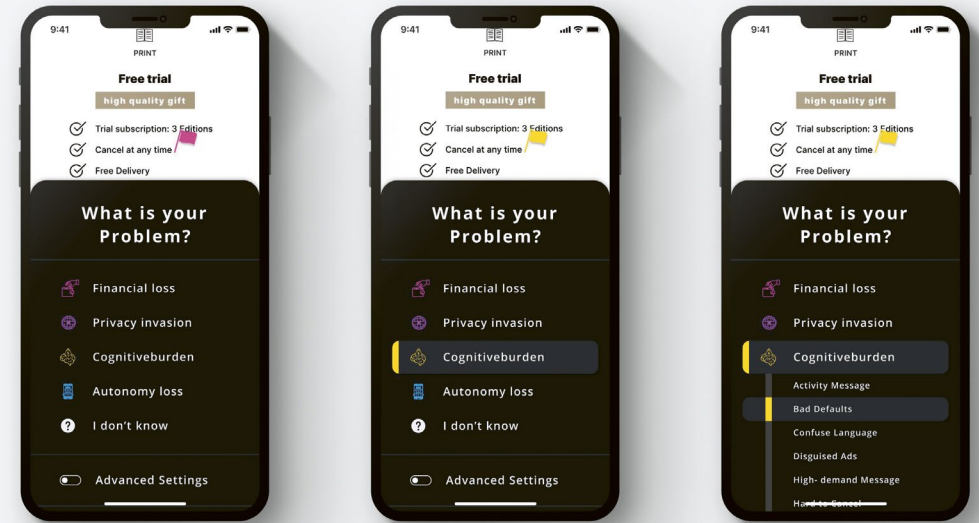
Design:  
Dario Iannone

UX  
DESIGN  
AWARDS

new talent  
2021

“The data economy, combined with manipulative design patterns, leads to an asymmetrical power balance between users and the corporate world employing these ‘dark technologies’. The FLAGG browser extension exposes manipulations and manipulators and gives a measure of control back to the user. The jury especially liked how the ‘wisdom of crowds’ leads the way to make the web a better place.” — Markus Turber

FLAGG  
Community based Dark Pattern warning assistant





Time Leap – Exploring History is a learning scenario for history lessons of the 5th and 6th grade. It contains an interactive and digital concept in which pupils experience the time of the Roman Empire actively, playfully, with different senses and in a differentiated manner. This takes place in partner work in which pupils work cooperatively with their tablets. They can act as historical persons and experience an immersive role play in a 360° VR landscape.

University:  
Fachhochschule Magdeburg – Stendal

Professors:  
Prof. Steffi Hußlein, Dipl. Des. Henrik Rieß

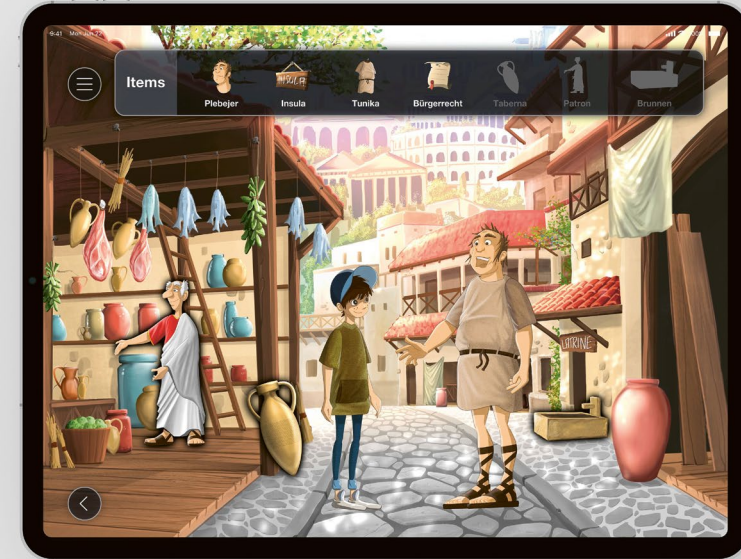
Website:  
christianmotsch.wordpress.com

Design:  
Christian Motsch

“Time Leap is an interactive learning experience that teaches pupils about history in a playful and engaging manner. The application not only creates a fun and immersive VR game experience, it is also based on a solid didactic concept. It is the thoughtful design on several layers that makes it remarkable: pupils can learn independently at their own pace, but they also need to cooperate. Furthermore, it also considers in detail the involvement of teachers in both in-person and digital teaching scenarios throughout the design process.” — Sabine Berghaus

Time Leap  
Exploring History

UX  
DESIGN  
AWARDS  
new talent  
2021



Hi CELLA is an application that provides online classes, coaching and communication services for primary school students. Unlike traditional classes, online teaching lacks intimate interclass communication channels and an educator figure, which has reduced students' participation in classes. The focus is on primary school students who lack self-management skills while proposing learning management services in the field of Edu Tech.

University:  
Hongik University

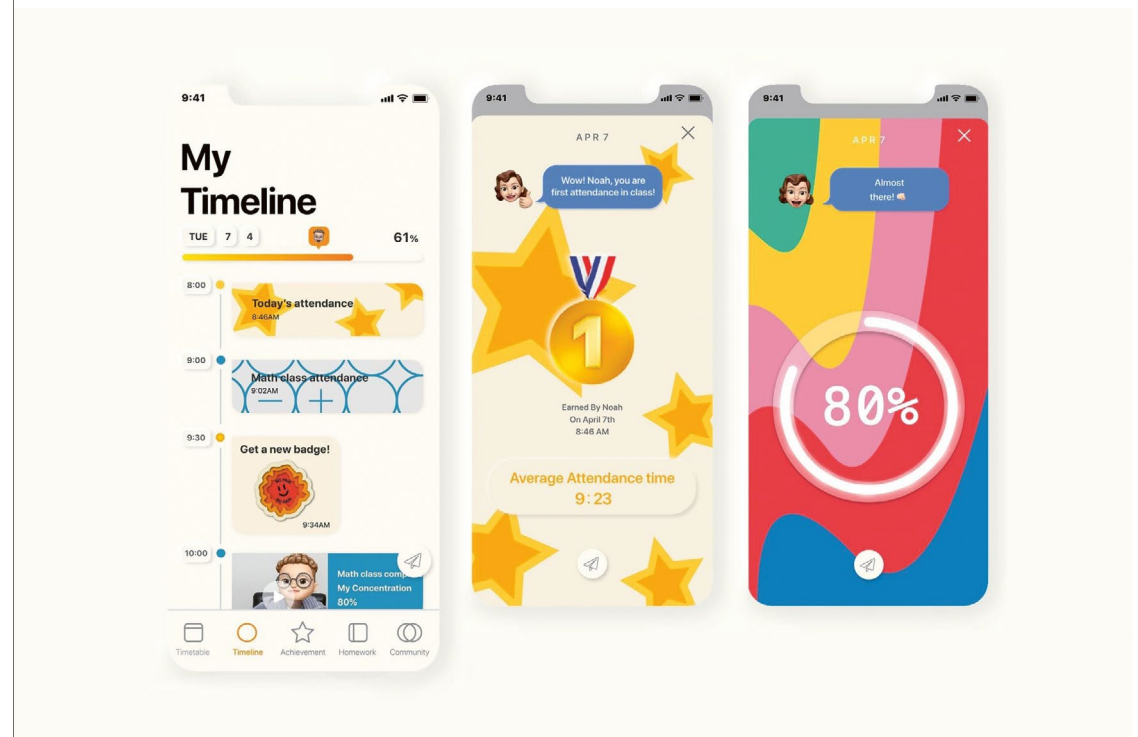
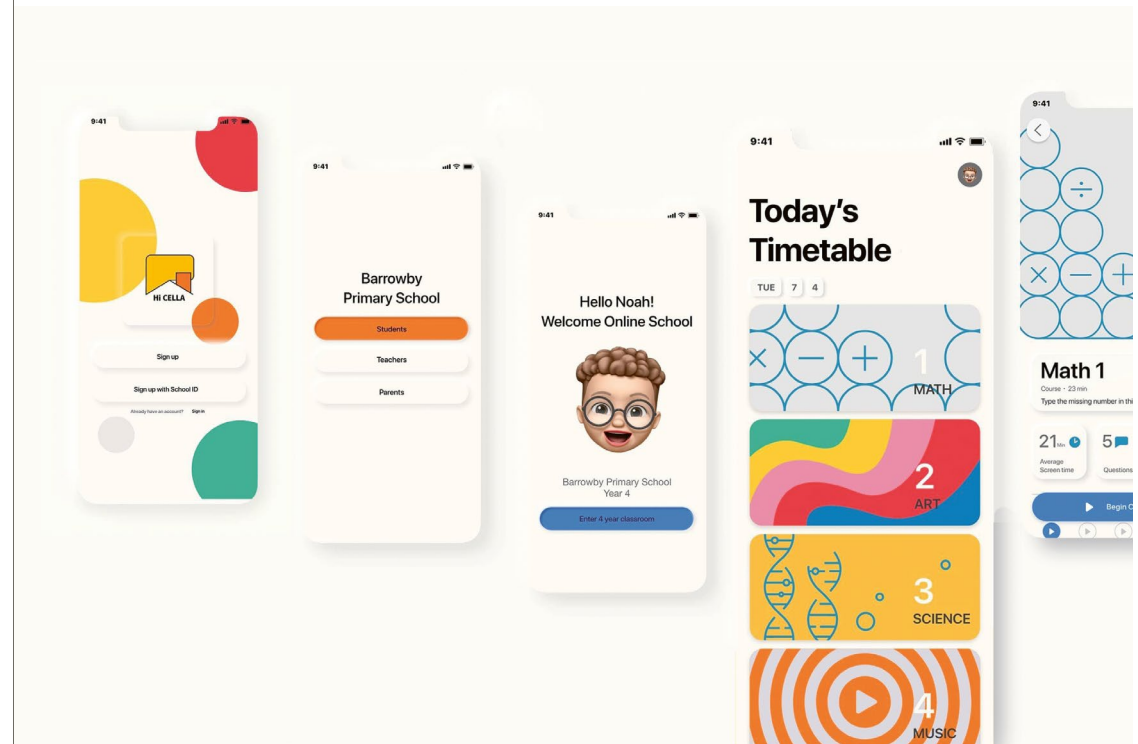
Professor:  
Jihyun You

Website:  
thinkjane.com/hicella

Design:  
Jane Park

“The concept of Hi CELLA offers parents, teachers, and especially elementary school students an online learning system that encourages and helps young students to learn in a self-determined way. It is worth highlighting that the system also provides a communication channel that promotes social relationships and bonding among children. Overall it is an excellent homeschooling system especially for working parents and dedicated teachers. The entire UX is simple, child-centered, and motivating!” — Pelin Celik

UX  
DESIGN  
AWARDS  
new talent  
2021



The topic was the design of novel products, processes and services in orthotics and prosthetics. We decided to design a lower leg prosthesis. The concept is based on one important factor: it should create a kind of communication between the prosthesis wearer and the prosthesis.

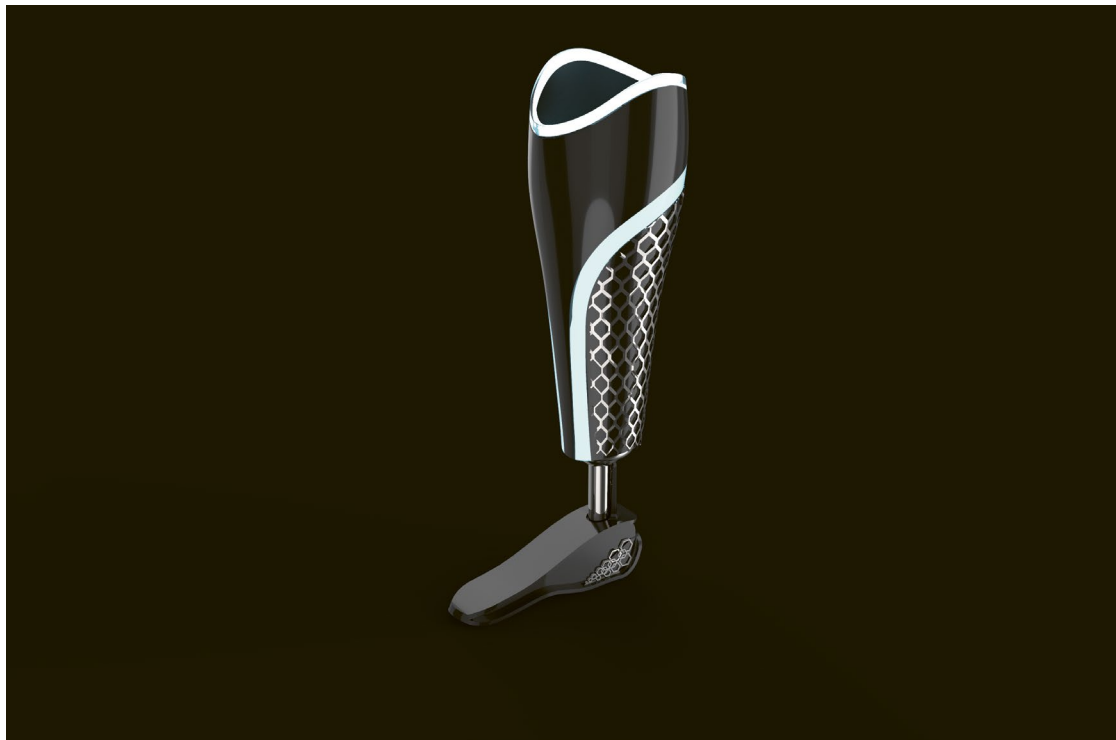
UX  
DESIGN  
AWARDS

special  
mention  
2021

University:  
Hochschule für Technik und Wirtschaft  
(HTW Berlin)

Professor:  
Prof. Pelin Celik, Alexander Müller-Rakow

Design:  
Anastasiya Torgashova, Diana Gus,  
Marlene Zügel, Magdalena Guranova,  
Anastasiya Khokhlova



AMI  
Prosthesis that feels

UX  
DESIGN  
AWARDS

special  
mention  
2021

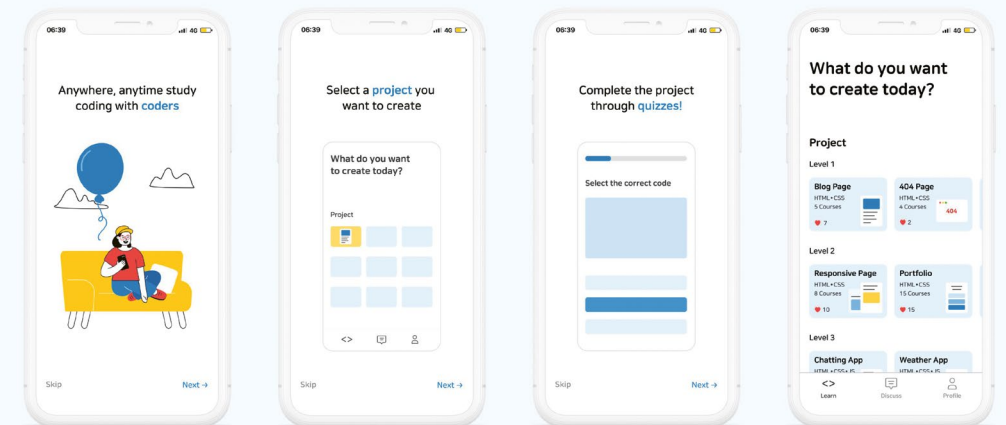
With the recent growth in developer roles in the job industry, many students are switching to the tech industry. However, what happens if there is no natural aptitude for coding? What students need most is to make sure if they want a tech career. And the best way to do so is by doing the actual job. Coders aims to help Korean students by allowing them to learn as they code a real project in their spare time. Students can choose projects they would like to create and simultaneously study practical knowledge.

University:  
Parsons School of Design

Professor:  
Lynn Kiang

Website:  
ashleysyheo.com/coders

Design:  
Seoyeong Heo





Hygienic stoup for public use has been created with the aim of resolving an issue affecting believers during and after the pandemic. Due to hygienic restrictions in many churches stoups with Holy Water have been removed from usage, as they are the source of bacteria and potentially viruses. This project involves dosing a particular amount of holy water with preservation of a hand gesture known to believers, which assumes putting a hand to the stoup in order to get it soaked in Holy Water.

University:  
Academy of Fine Arts in Katowice

Professor:  
Agnieszka Fajak

Website:  
harkawy.com

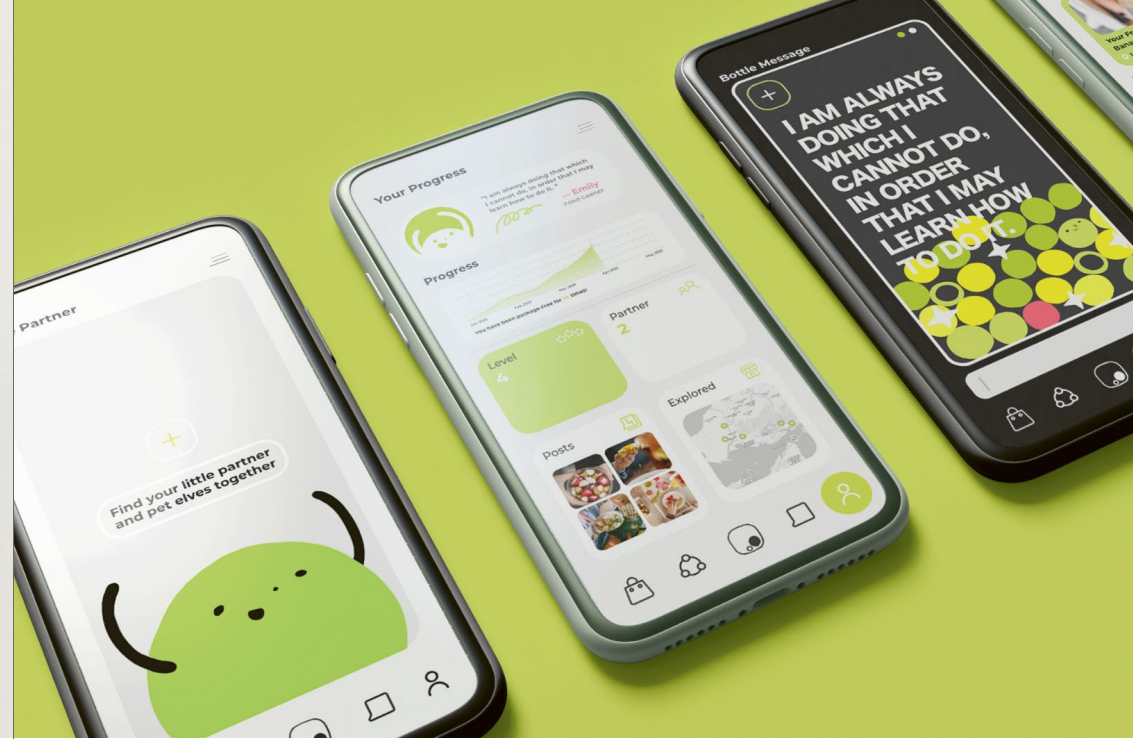
Design:  
Hanna Harkawy

Hygienic stoup for public use  
in a post-pandemic reality

UX  
DESIGN  
AWARDS

special  
mention  
2021

148



UX  
DESIGN  
AWARDS

special  
mention  
2021

Littles is a Hong Kong-based shared bottle service that helps citizens to adopt a package-free consumption lifestyle in their daily purchases. Through partnerships with package-free shops, Littles acts as a bridge between customers and retailers enhancing the package-free shopping experience. It brings an environmentally-friendly appeal closer to people's lives and fulfills self-motivation needs by combining campaign promotion and interactive gamification in an online community format.

University:  
The Hong Kong  
Polytechnic University (PolyU)

Professor:  
Dr. LAU Man Lung, Newman

Design:  
Ka Sin Cheung, Wan Ting To

149

Littles

In an increasingly cashless world, Nui is an app designed to empower users to know what's the best credit card to use for any transaction, and why. It also helps users quickly pay through the app itself, understand their savings and whether they are offsetting the annual fee of the card as well as see nearby available credit card offers.

UX  
DESIGN  
AWARDS

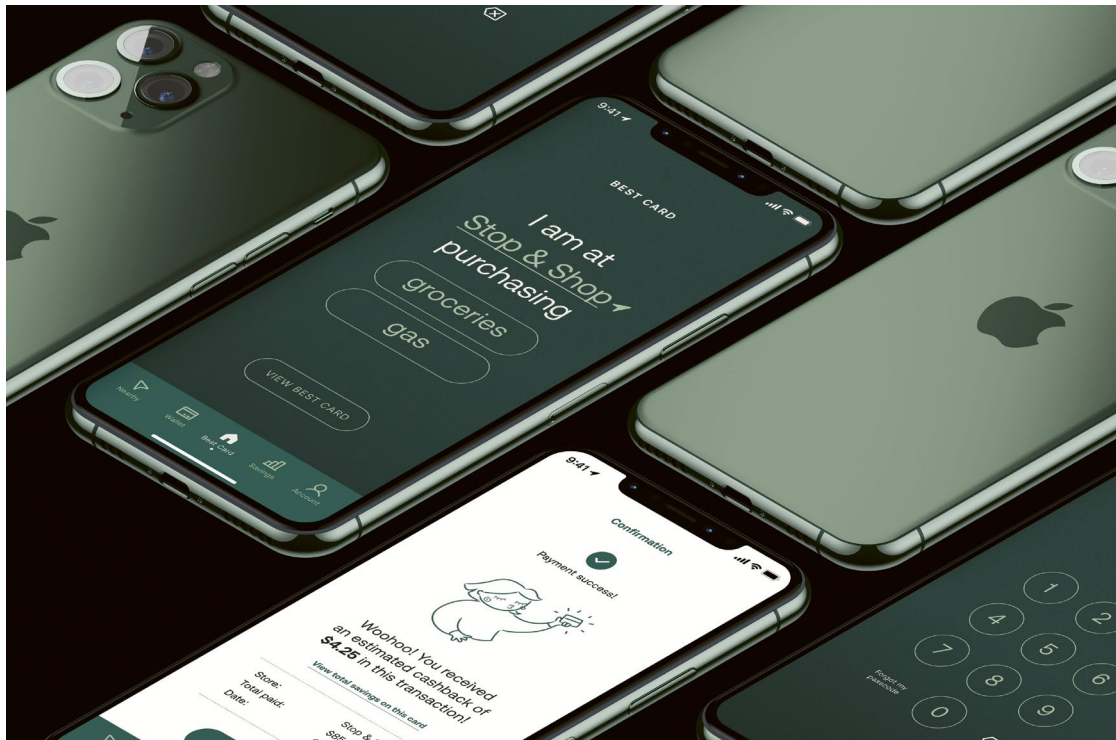
special  
mention  
2021

University:  
Parsons School of Design

Professor:  
Adam Brodowski

Website:  
gandhalibapat.com

Design:  
Gandhali Bapat



“As a designer, you need to develop a systemic or holistic approach to a problem or context. You have to ask yourself, what is the question? Why does it require a solution for a specific problem? Not only what is the problem, but also what is the motivation of the user? What experience does the user already have? What is he or she expecting from the new solution, product, or service?”  
— Pelin Celik

University:  
Copenhagen Institute of  
Interaction Design

Website:  
dianapang.net

Professors:  
Simona Maschi, Alie Rose,  
Martina Pagura

Design:  
Diana Pang



## Epione – Creating space for intimacy for sexual assault survivors

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
HfG Schwäbisch Gmünd

Website:  
hfg-gmuend.de

Professors:  
Prof. Gabriele Reichert,  
Thomas Schönweitz

Design:  
Julia Schmitt,  
Martin Ehlers,  
Josh Cornau



## FlippEd For the School of Tomorrow

152



University:  
The Hong Kong  
Polytechnic University  
(PolyU)

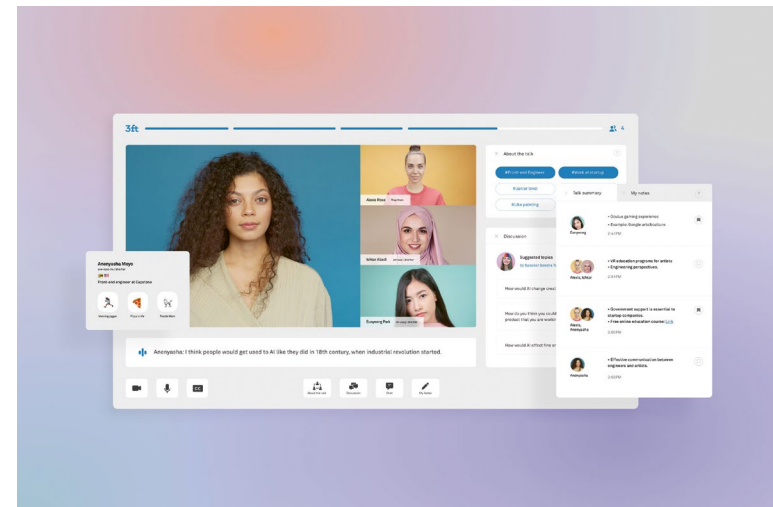
Website:  
sd.polyu.edu.hk

Professor:  
Dr. Kenny K. N. Chow

Design:  
Chun Ting, Leung

UX  
DESIGN  
AWARDS  
nominated  
2021

## en\;bar Moderate Drinking With Great Delight



University:  
School of Visual Arts

Website:  
heylim.com

Professors:  
Krystal Persaud, Yaya Wang

Design:  
Hyelim Lim

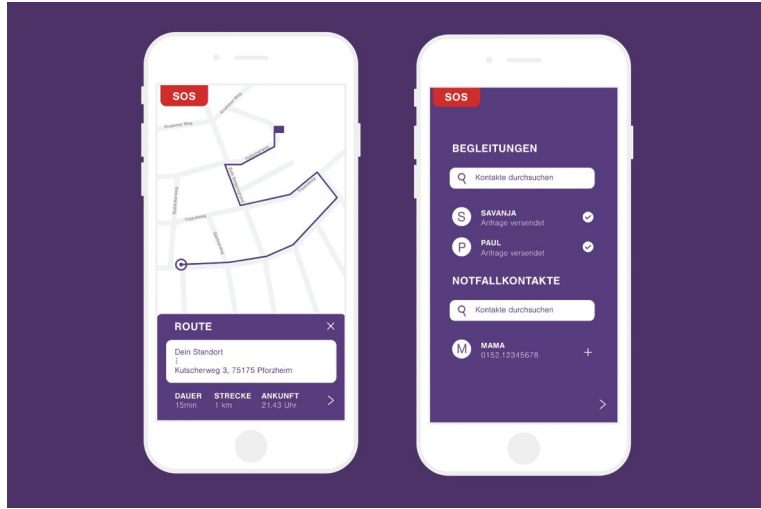
153

## 3ft – Optimized learning and networking experiences in virtual events

University:  
Hochschule für  
Gestaltung Pforzheim

Professor:  
Prof. Wolfgang Henseler

Design:  
Jasmin Mahmoud



beiDir

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
Umeå Institute of Design

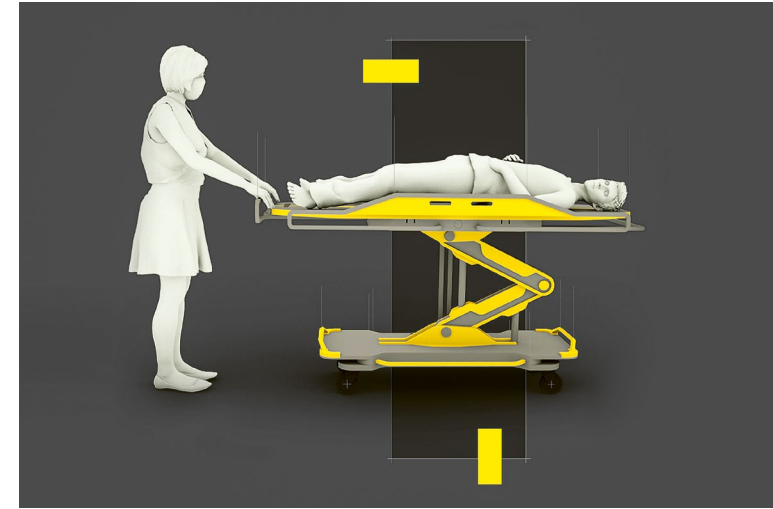
Professor:  
Christoffel Kuenen

Design:  
Anna Maria Puchalska,  
Oliver Weglinski,  
Soh Heum Hwang



SEAM  
Seaming memory and love remotely

154



University:  
Pearl Academy

Professor:  
Samarth K Reddy

Design:  
Anuja Tripathi

Artemis 389  
Patient Transfer Equipment

UX  
DESIGN  
AWARDS  
nominated  
2021



University:  
Hochschule für  
Technik und Wirtschaft  
(HTW Berlin)

Website:  
triptalk.space

Professors:  
Daniela Hensel

Design:  
Gorm Labenz

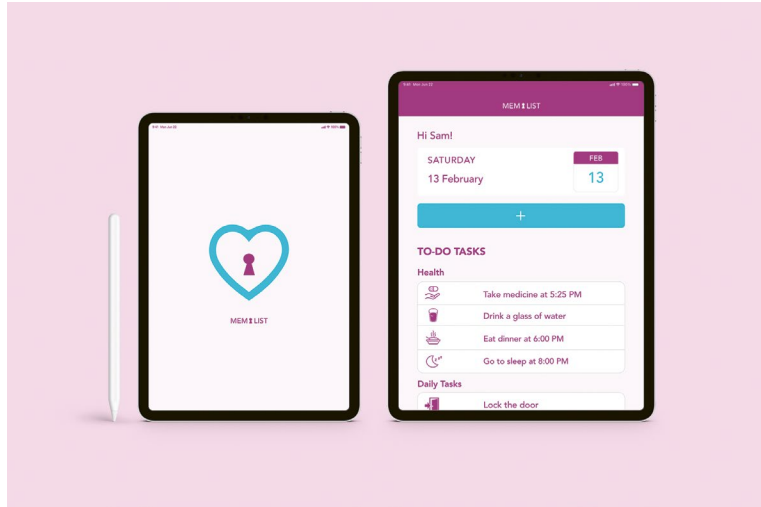
155

Triptalk Travel Guide

University:  
Oakland University

Professors:  
Maria Smith-Bohannon,  
Setareh Ghoreishi

Design:  
Samiha Chowdhury



## Memolist Designing for Dementia

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
Copenhagen Institute of  
Interaction Design

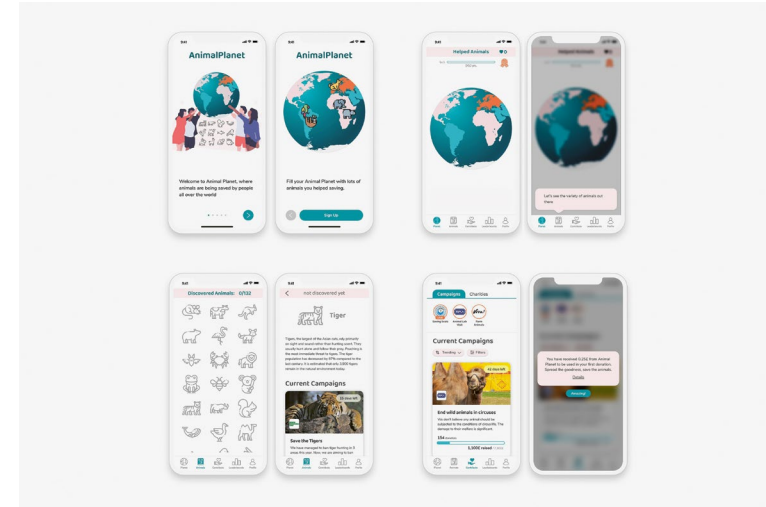
Website:  
herin.work

Design:  
Herin Haramoto



## Color Tone

156



University:  
Loughborough University

Website:  
ayberkaksu.com

Professors:  
Hua Dong, Val Mitchell

Design:  
Ayberk Aksu

## Animal Planet

UX  
DESIGN  
AWARDS  
nominated  
2021



University:  
Hochschule Darmstadt,  
University of  
Applied Sciences

Professors:  
Prof. Claudius Coenen,  
Prof. Andrea Krajewski,  
Christoph Diederichs

Design:  
Lisa-Marie Rosendorff,  
Marie A. C. Steinbrügge

157

## AMON A modular system for autistic children

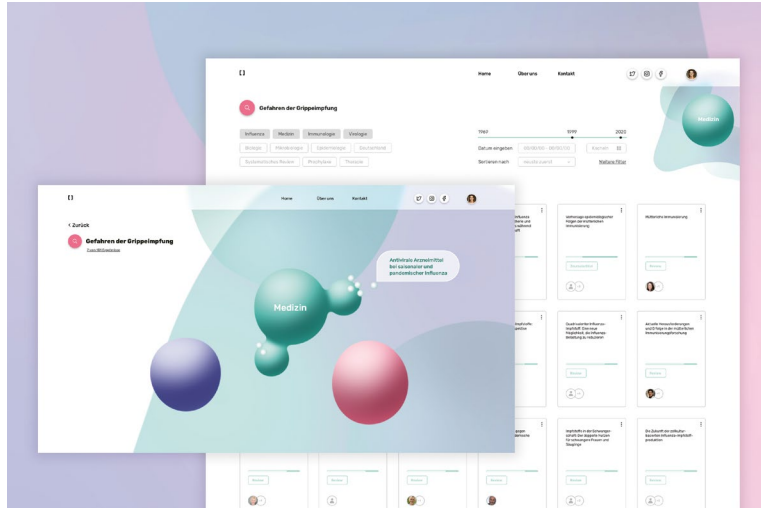


University:  
HfG Schwäbisch Gmünd

Website:  
olga-krasizkaja.com

Professors:  
Prof. Carmen Hartmann-  
Menzel, Prof. Matthias Held

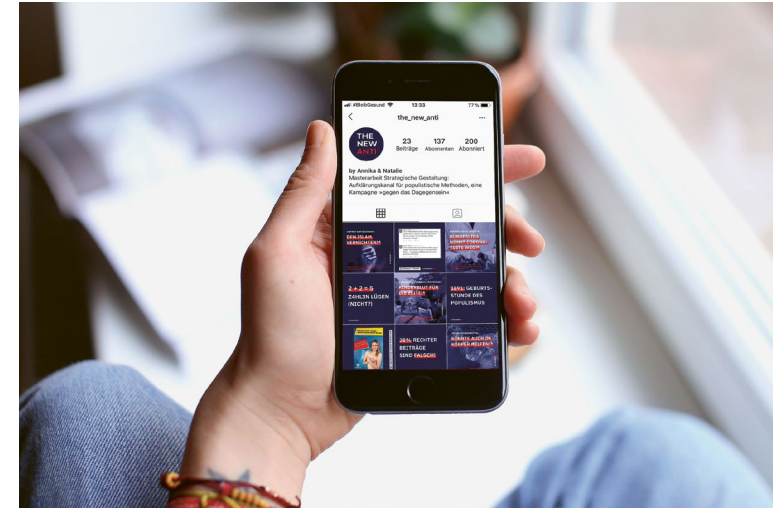
Design:  
Olga Krasizkaja,  
Michelle Fox



## [sci]mmary

When science makes sense

UX  
DESIGN  
AWARDS  
nominated  
2021



University:  
HfG Schwäbisch Gmünd

Website:  
the-new-anti.de

Professors:  
Prof. Dr. Susanne Schade,  
Prof. Carmen  
Hartmann-Menzel

Design:  
Annika Tessmer,  
Natalie Kohler

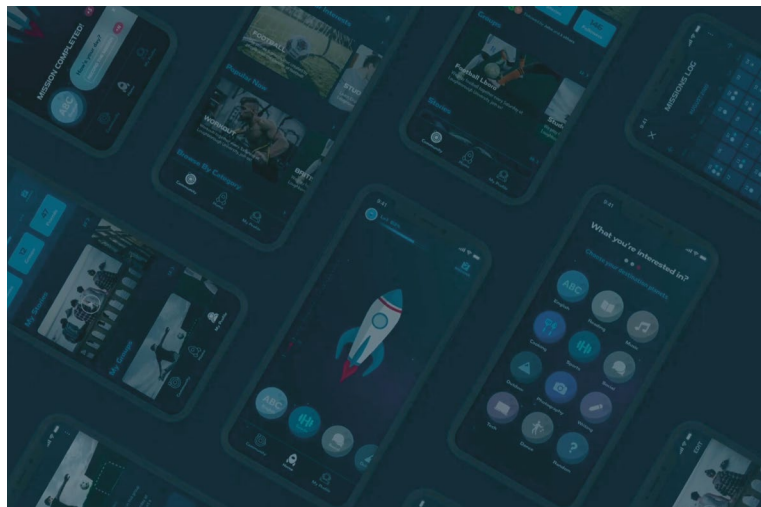
## The New Anti

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
Loughborough University

Professor:  
Dr Stuart Cockbill

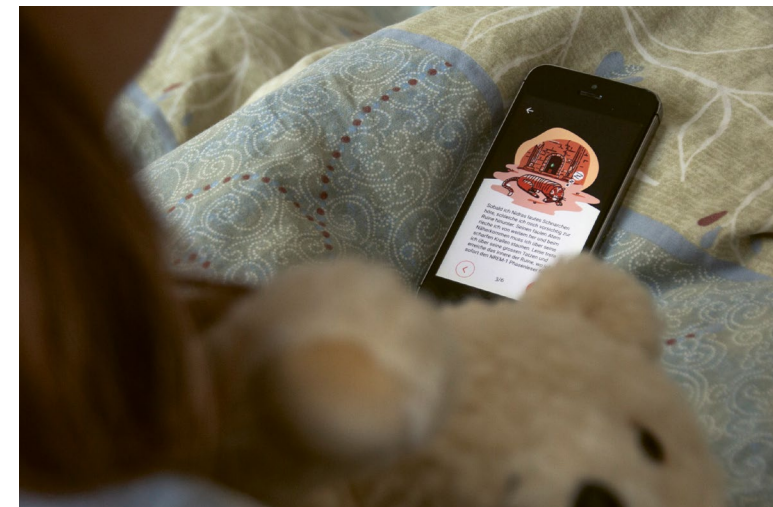
Design:  
Tsai-Wen Tan



## Rexplorer

A rocket adventure game with an integrated  
community platform for young asylum seekers

158



University:  
Zürcher Hochschule  
der Künste

Website:  
journey-to-recovery.ch

Professors:  
Dr. Joëlle Bitton,  
Verena Ziegler

Design:  
Randy Chen,  
Claudia Buck

## Journey to Recovery

159

University:  
HfG Schwäbisch Gmünd

Professors:  
Prof. Hans Krämer,  
Prof. Hartmut Bohnacker

Design:  
Julien Stoll,  
Valerie Grappendorf



## ESID

UX  
DESIGN  
AWARDS  
nominated  
2021



University:  
Victoria University  
of Wellington

Professors:  
Dana Fridman,  
Anne Niemetz

Design:  
Vinaya Tawde

## Coco

Emotion recognition made easy  
through mini-games

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
National Taiwan University  
of Science and Technology,  
Ming Chi University of  
Technology (MCUT)

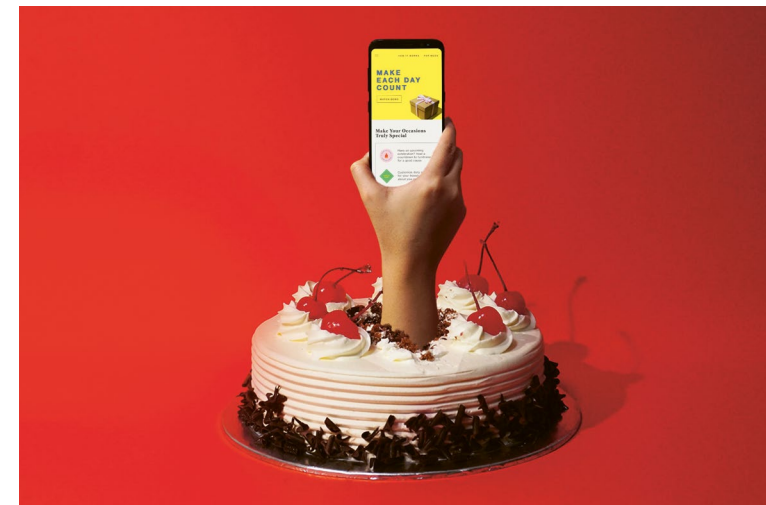
Professor:  
Prof. Kai-Chu Li

Design:  
Chien-Chen Lai,  
Fang-Ping Hsu



## E-YES Amblyopia Trainer

160



University:  
National University  
of Singapore

Professor:  
Hans Tan

Design:  
Zephania Lim

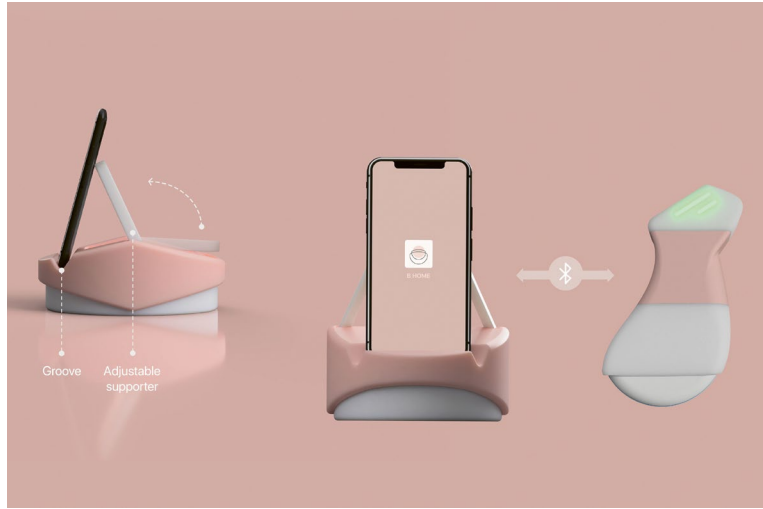
## Everyday

161

University:  
University of Illinois,  
Urbana-Champaign

Professor:  
James William Kendall

Design:  
Leigh Fu, Francis Zhou



B Home

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
Ming Chi University of  
Technology (MCUT)

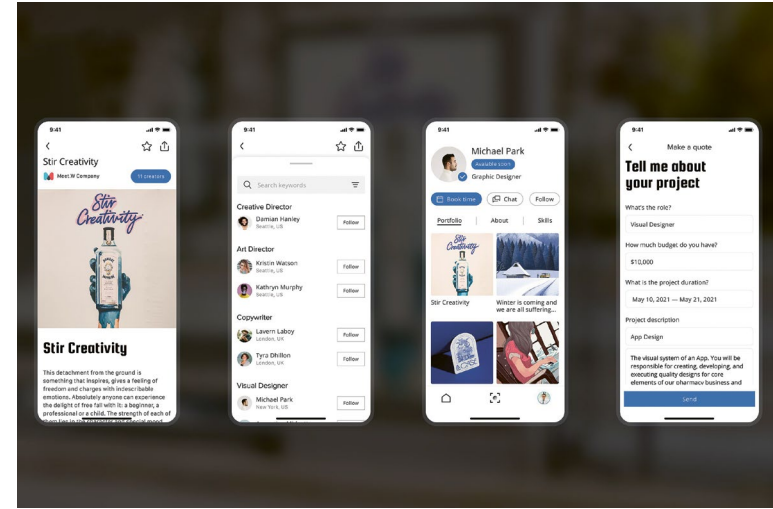
Professor:  
Kai-Chu Li

Design:  
Fang-Ping Hsu,  
Chien-Chen Lai



Mind without borders

162



University:  
School of Visual Arts

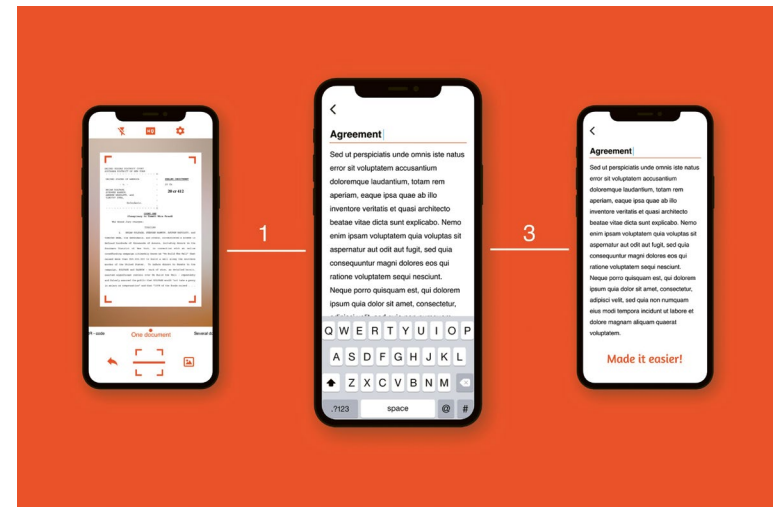
Website:  
yyuan-chen.com

Professor:  
Yuan Wei

Design:  
Yuan Chen

Spotted

UX  
DESIGN  
AWARDS  
nominated  
2021



University:  
WIZO Haifa Academy of  
Design and Education

Professor:  
Tom Bar-Gal

Design:  
Gleb Lobovsky

Bureaucrat

163

University:  
National Taiwan University  
of Science and Technology,  
Ming Chi University of  
Technology (MCUT)

Professor:  
Prof. Kai-Chu Li

Design:  
Chien-Chen Lai,  
Fang-Ping Hsu



## Prescriptions M+

UX  
DESIGN  
AWARDS  
nominated  
2021

University:  
National Taiwan University  
of Science and Technology,  
Ming Chi University of  
Technology (MCUT)

Professor:  
Prof. Kai-Chu Li

Design:  
Fang-Ping Hsu,  
Chien-Chen Lai



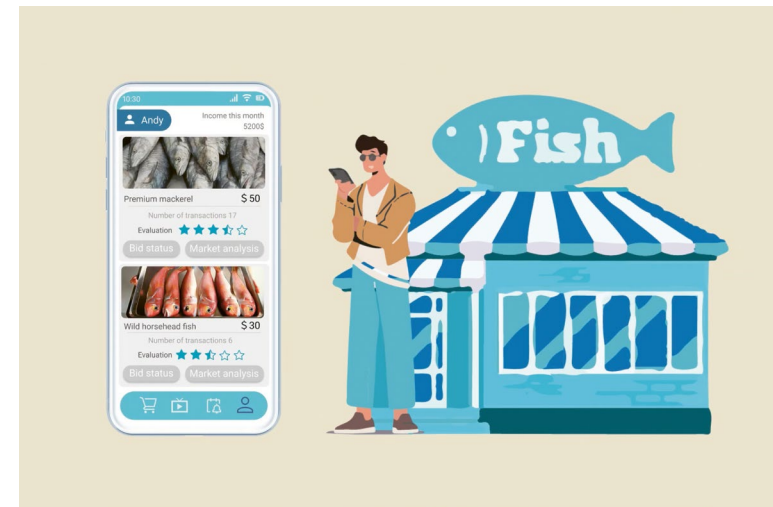
## Wama drama therapy

164



UX  
DESIGN  
AWARDS  
nominated  
2021

## Mai Your preventive assistant against bowel cancer



165

University:  
Hochschule für  
Gestaltung Pforzheim

Professor:  
Prof. Wolfgang Henseler

Design:  
Alexandra Maxim

University:  
National Taipei  
University of Education

Professor:  
Prof. Kai-Chu Li

Design:  
Shih-Hsuan Chiu,  
Xiang-Yun Chen,  
Hui-Ying Hsu

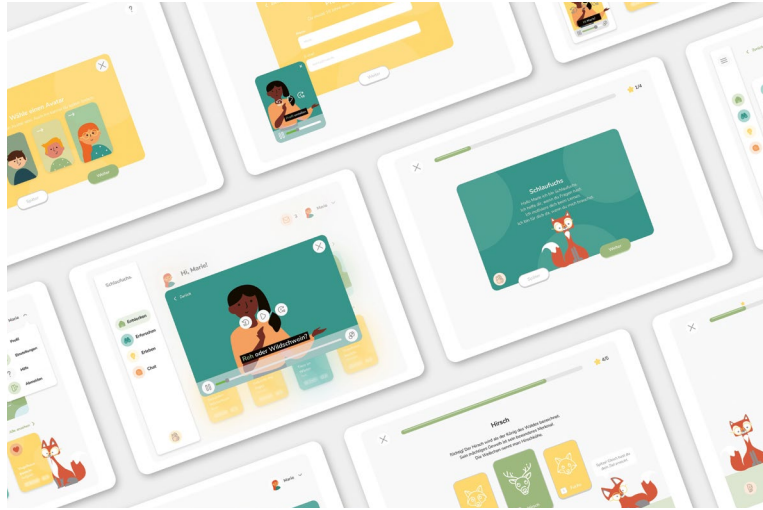
FISHER

University:  
Hochschule Osnabrück

Website:  
lisabisschop.de

Professors:  
Prof. Henrik Arndt,  
Prof. Dr. Frank Ollermann

Design:  
Lisa Bisschop



## Schlaufuchs

The e-learning system for  
hearing impaired children

UX  
DESIGN  
AWARDS

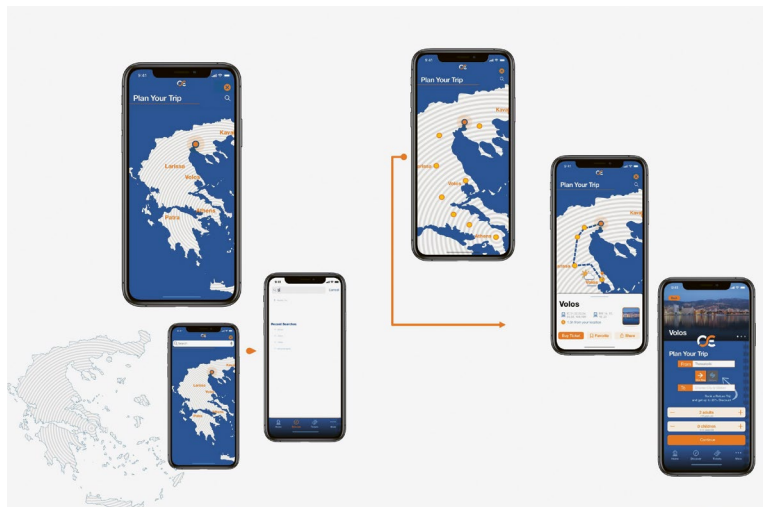
nominated  
2021

University:  
AKTO Art & Design  
(Middlesex University)

Website:  
anastako.com

Professor:  
Ilias Meletis

Design:  
Konstantinos Anastasiou



## Rethink TrainOSE

166



University:  
Hochschule für  
Technik und Wirtschaft  
(HTW Berlin)

Professors:  
Prof. Sebastian Feucht,  
Prof. Gisela Matthes,  
Prof. Jan Vietze,  
Dip. Julian Witte

Design:  
Abdelrahman Ibrahim

## Pullit

The alternative pulled pallet in  
the last mile for the aid delivery

UX  
DESIGN  
AWARDS

nominated  
2021



University:  
TU Delft

Professors:  
Dr. ir. Jan Carel Diehl,  
ir. Wim Wijdeveld

Design:  
Joep van Stijn,  
Julia de Jong,  
Natalie Wochner,  
Patrick Busser,  
Renzo Vonk,  
Tian Yuan

## WeScope

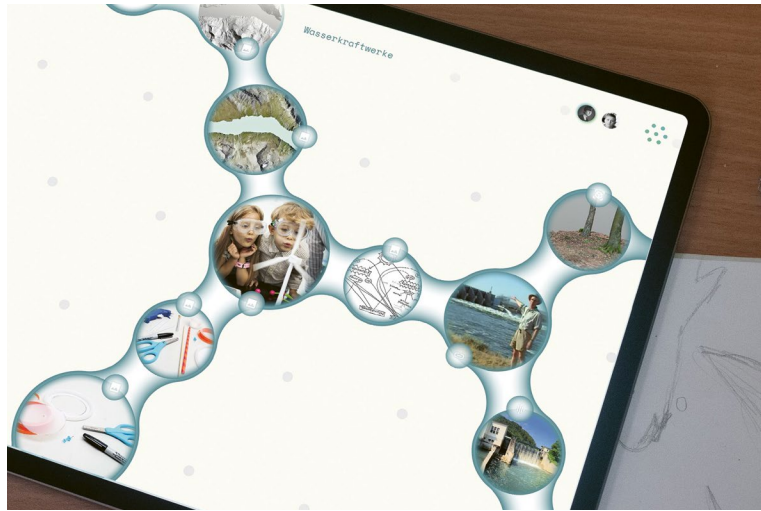
Digital Microscope for Sub-Saharan Universities

167

University:  
Zürcher Hochschule  
der Künste

Professor:  
Prof. Jürgen Späth

Design:  
Roman Engler, Zoë Urand



**flink**

The app for intrinsic, collaborative  
and creative learning

**UX  
DESIGN  
AWARDS**

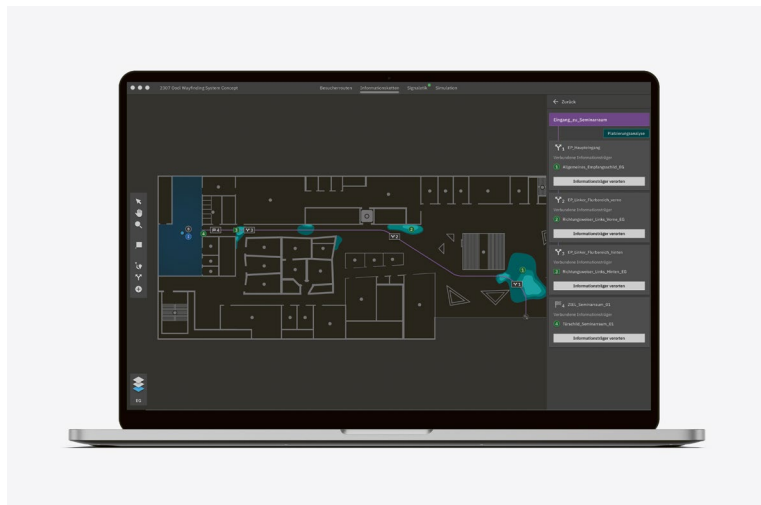
nominated  
2021

University:  
HfG Schwäbisch Gmünd

Website:  
build-destinations.com

Professors:  
Prof. Marc Guntow,  
Prof. Daniel Utz

Design:  
Kai Magnus Müller,  
Martin Wehl



**Destinations**

Software for planning and  
simulation of signage systems

“For me, the most important part of UX is not what’s visible on the surface. It lies in the invisible planning and experiences, based on real contextual analysis.” — Oliver Gerstheimer

## #

[sci]mmary — When science makes sense	158
3ft — Optimized learning and networking experiences in virtual events	153
8reasons Digital GmbH & Co. KG	106
diPlant Vision	102

## A

A Brief Speculation on Autonomous Healthcare	123
Academy of Fine Arts in Katowice	148
Adform	40
Adform FLOW — The user-centric platform for effortless modern marketing	40
AKTO Art & Design (Middlesex university)	166
Alfresco	41
Alfresco Mobile	41
Aliado — The cooperative medical AI	134
AMI — Prosthesis that feels	146
AMON — A modular system for autistic children	157
Animal Planet	157
anooh Donations GmbH	106
App that distributes donations via voting	106
Appnovation	48, 100
Appsfactory GmbH	91
Appsfactory Media BU	91
AR Assistant for R7525	42
argodesign	56
Artemis 389 — Patient Transfer Equipment	155
AUDI AG	58
Automated Valet Parking	43
Axkid	44
Axkid Connect	44

## B

B Home	162
Battery in the cloud — Usage certificate	45
Beep Beep! — Venous Infusion Leak Detector	132
beiDir	154
Blade Asset Management	46
BlazingLove	47
BlueCross NC — Medicare Plan Finder Tool	48
BMW Group	87
Bosch 360° EXPERT Accessories Experience	49
Boston UX	116
Bruce B. corporate communication GmbH	36
BSH Hausgeräte GmbH	101
Bureaucrat	163
BUSSE Design+Engineering GmbH	82

## C

Celsius Web App	50
Charles Gregory Low	112
chilli mind GmbH	114
Chroma Experience GmbH	92, 108, 111
CleanMyMac X	24
Clio Dashboard	51
Coco — Emotion recognition made easy through mini-games	161
Coders	147
coeo Inkasso	88
Collecting Colours GmbH	84
Color Tone	156
comdirect — eine Marke der Commerzbank AG	79
Companion	52
Companion — Understanding Animals Through Technology	52
Connected Car Experience	53
coordinator — Practice software created by doctors for doctors and their patients	109
Copenhagen Institute of Interaction Design	152, 156
Corona Nursery Study	54
Corporate Presentation Manager STYLEbook	55
Cortex 6	56
Creuna Denmark	46, 97
Critical Care Experience Suite	122

## D

DATEV Design DNA 20 — The Evolution of the DATEV Design Language	57
DATEV eG	57
Dell Technologies	42, 117
Design Network Audi — Data management that puts you in a good mood	58
Designing for simplicity while engineering complexity — Our UX transformation journey	59
Designit	124
Destinations — Software for planning and simulation of signage systems	168
Deutsche Bahn AG	84
Deutsche Bahn Rad+ App	60
Deutsche Bahn Station & Service AG	60
Deutsches Jugendinstitut e. V.	54
Digihaler System	61
Dimension® EXL 200 Integrated Chemistry System	62
Diversity, Equity and Inclusion (DEI) in the iCIMS Talent Cloud	110
dY/dX Digital	118

## E

E-YES Amblyopia Trainer .....	160
EAO AG.....	32
ECE Smart Building Cockpit – The data-driven mall .....	111
EcoNudge .....	112
en\bar – Moderate Drinking With Great Delight .....	153
ENERCON IT Service GmbH.....	63
ENERCON SIP Mobile .....	63
Enterprise Portal App with Work Life Balancing Assistant (for Remote Workers).....	113
Epione – Creating space for intimacy for sexual assault survivors.....	152
Ergosign GmbH.....	119
ESID.....	160
Everyday .....	161
Excellence Line.....	64
Experience Innovation Group, Dell Technologies.....	42, 117
Experience One AG.....	73
experimenta explorer.....	65
experimenta gGmbH .....	65

## F

Fachhochschule Magdeburg – Stendal .....	142
Fachhochschule Potsdam .....	140
Fanworld – Germany's Next Topmodel .....	66
Fanworld – The Voice of Germany .....	67
Fiducia GAD .....	114
FIDUX – Banking & Finance Ecosystem & Remote Service Framework .....	114
FISHER .....	165
FLAGG – Community based Dark Pattern warning assistant.....	140
fliink – The app for intrinsic, collaborative and creative learning .....	152
FlippEd – For the School of Tomorrow .....	152
frog.....	52

## G

Gesellschaft für Technische Visualistik.....	58
GN Hearing A/S.....	68
Granite Digital.....	93

## H

Häfele Discoveries 2021.....	36
Häfele SE & Co. KG .....	36
Hapticlabs.io – A toolset for designing haptic feedback...128	
Harman International.....	96
Healthy.io.....	20
Hearing aid ReSound ONE with M&RIE.....	68
HfG Schwäbisch Gmünd .....	134, 152, 158, 159, 160, 168
Hi CELLA.....	144
HMI Project GmbH.....	72
Hochschule Darmstadt, University of Applied Sciences.....	157
Hochschule für Gestaltung Pforzheim .....	154, 165
Hochschule für Technik und Wirtschaft (HTW Berlin) .....	146
Hochschule Osnabrück.....	166
Hongik University.....	144
HP Inc.....	69
HP Live UI: App Assisted Printer Setup .....	69
HP Tango Smart Printer Setup Experience.....	26
Huemen .....	96
Human ICT.....	102
Hygienic stoup for public use in a post-pandemic reality .....	148

## I

iCIMS.....	110
Independent Muffin Limited Partnership .....	47
intive.....	86
Integrated Telehealth Solution.....	70
ISD Rubika.....	136

## J

Journey to Recovery .....	159
---------------------------	-----

## K

K5 Factory GmbH.....	65
Kontron AIS GmbH .....	95
Koru UX Design LLP.....	70

## L

Lely Horizon – Future farming at your fingertips.....	71
Lely Industries .....	71
Lenovo.....	94, 99
LifeLine.....	124
LifeScan.....	80
LINK Design and Development Oy.....	81
Little Voice Design.....	41
Littles .....	149
Livit AG.....	76
LMS LIFE – Next Generation Line Monitoring System.....	72
Loughborough University .....	157, 158

## M

MacPaw.....	24
Mai – Your preventive assistant against bowel cancer.....	165
MAiRA, Multi-Sensing Intelligent Robotic Assistant .....	37
medondo AG .....	109
Memolist – Designing for Dementia.....	156
Mercedes me Store – From Vehicle to Living Space, From Connected Car to Marketplace.....	73
Mercedes-Benz AG.....	73
Merkle DACH.....	76
MG iSmart – Infotainment System HMI design for MG ZS EV .....	74
milani design & consulting AG.....	64
Ming Chi University of Technology (MCUT).....	160, 162, 164
Mind without borders.....	162
MoTice – Imagine tomorrow's financial UX.....	138
MTA (Metropolitan Transport Authority).....	78
My Heart Lab .....	75
My Lung Health.....	28
myLivit – The most innovative portal in the real estate industry.....	76
MyMi.Mobile – AI-supported microscopy teaching & learning.....	77
MyRON.....	115

## N

National Taipei University of Education .....	132
National Taiwan University of Science and Technology.....	160, 164
National University of Singapore .....	161
NEDGEX a subsidiary of NETZSCH.....	86
NEURA Robotics.....	37
Nui Rewards .....	150
NYC Live Subway Map .....	78

## O

o2 money from comdirect – The smart finance app .....	79
Oakland University .....	156
OneTouch Verio Reflect® Blood Glucose Meter.....	80
OPTIME IoT Condition Monitoring Solution.....	81

## P

Parsons School of Design.....	147, 150
Pearl Academy.....	155
Philips .....	30, 83, 122, 123
Philips Experience Design.....	30, 83, 122, 123
Philips Hue app V4.....	38
Philips Respironics Mask Selector.....	30
Prescriptions M+.....	164
PRINOTH AG.....	82
PRINOTH CONTROL UNIT.....	82
Project RED.....	116
ProSiebenSat1. Digital GmbH.....	66, 67
Pullit – The alternative pulled pallet in the last mile for the aid delivery.....	167

## Q

QUALCO .....	59
--------------	----

## R

Radiology Operations Command Center (ROCC).....	83
Rainfall.....	50
Relaunch of the digital passenger information on the ICE... 84	
ressourcenmangel.....	54
Rethink TrainOSE.....	166
Rexplorer – A rocket adventure game with an integrated community platform for young asylum seekers.....	158
Robert Bosch GmbH.....	43, 45
Robert Bosch Power Tools GmbH.....	49
rocket-media GmbH & Co KG .....	89



## S

SAIC OIMT.....	74
Samsung Research America.....	28, 51, 75
Samsung SDS.....	113
SAP.....	85
SAP AppHaus – Palo Alto and Heidelberg.....	85
SAP Vaccine Collaboration Hub – Winning the Race to Save Lives & Vaccinate the World.....	85
Schaeffler Technologies AG & Co. KG.....	81
Schlaufuchs – The e-learning system for hearing impaired children.....	166
Schneider Electric Automation GmbH.....	72
Scholz & Volkmer GmbH.....	60
School of Visual Arts.....	153, 163
SEAM – Seaming memory and love remotely.....	154
sensXPERT.....	86
SERA – Safety & Ergonomics Risk Assessment.....	87
Series O9 Rugged CAN Keypads – Rugged. Modular. Reliable.....	32
Server Rescue Kit.....	117
Serviceportal coeo.....	88
Shore Group.....	80
Sielaff GmbH & Co. KG.....	89
Siemens Healthcare Diagnostics Inc.....	62
Signify.....	38
SiVario 2020.....	89
Smartarchivo – Digital documentation in nuclear medicine and radiochemistry.....	108
SMARTFILL IOT Dispenser.....	118
Smollan.....	118
Spotted.....	163
Star.....	74
Start by WGSN Experience.....	90
SUNZINET.....	88

## T

tagesschau app.....	91
tesa FLOW – Digital sales support and pricing.....	92
Teva Respiratory.....	61
The Hong Kong Polytechnic University (PolyU).....	149, 153
The New Anti.....	159
the peak lab.....	63
The Techno Creatives.....	44
The University for the Creative Arts UK.....	93
The University for the Creative Arts UK Website.....	93
ThinkReality A3 Software.....	94
Time Leap – Exploring History.....	142
ToolCommander®next.....	95
Touching Human Lives With Advanced Supply Chain Solutions.....	96
Triptalk Travel Guide.....	155
TRUMPF GmbH + Co. KG.....	98
Try Consultancy.....	90
TU Delft.....	167
Turning Big Data into Lovable Digital Products.....	97

## U

UEBERBIT GmbH.....	55
UI for localization system Track&Trace.....	98
Umeå Institute of Design.....	128, 138, 154
UMI.....	136
Universität Ulm.....	77
Universitätsklinikum Heidelberg, Nationales Centrum für Tumorerkrankungen (NCT).....	134
University of Illinois, Urbana-Champaign.....	162
User Interface Design GmbH.....	77, 98
UseTree GmbH.....	95
Utopus Insights / Vestas Wind Systems.....	97
UXMA GmbH & Co. KG.....	115

## V

V-Zug AG.....	64
Velieve.....	20, 22
Vestas Wind Systems.....	46, 97
Victoria University of Wellington.....	161
Virtual Display Manager.....	99
Visit California Full Website Redesign.....	100
Vistaprint.....	39
Vistaprint Masks Website.....	39
VR Configurator.....	119

## W

Walk with Me – Audioguided Training-Walks.....	101
Wama drama therapy.....	164
WeScope – Digital Microscope for Sub-Saharan Universities.....	167
WIZO Haifa Academy of Design and Education.....	163
Work & Co.....	39, 78

## Y

YUJ Designs Pvt Ltd.....	53
--------------------------	----

## Z

zigzag GmbH.....	84
Ziina.....	34
Ziina Design.....	34
Ziina Digital Wallet for MENA.....	34
Zürcher Hochschule der Künste.....	159

# Imprint

Project lead and editorial team:

Ake Rudolf  
Fabian Burns  
Wilhelm Nöldeke  
Magdalena Jaster  
Nike Honold

Graphic design:

Delphine Dubuisson  
Thais Lakaf

Photo credits:

Sebastian Schiefner

Font:

DM Sans

Papers:

Favini Burano  
Amber Graphic

Print:

druk-mania.pl

Publisher:

IDZ Designpartner Berlin GmbH  
Hagelberger Str. 52  
10965 Berlin  
ux-design-awards.com | idz.de

© 2021 IDZ Designpartner Berlin GmbH

All rights reserved

---

An Award by

**IDZ** International  
Design Center Berlin

---

Cooperation Partners



Messe Berlin

---

Supporters



H.O.M.E.



ndion



8reasons Digital GmbH & Co. KG / Academy of Fine Arts in Katowice / Adform / AKTO Art & Design (Middlesex university) / Alfresco / anooah Donations GmbH / Appnovation / Appsfactory GmbH / Appsfactory Media BU / argodesign / AUDI AG / Axxid / BMW Group / Boston UX / Bruce B. corporate communication GmbH / BSH Hausgeräte GmbH / BUSSE Design+Engineering GmbH / Charles Gregory Low / chilli mind GmbH / Chroma Experience GmbH / coeo Inkasso / Collecting Colours GmbH / comdirect – eine Marke der Commerzbank AG / Companion / Copenhagen Institute of Interaction Design / Creuna Denmark / DATEV eG / Dell Technologies / Designit / Deutsche Bahn AG / Deutsche Bahn Station & Service AG / Deutsches Jugendinstitut e. V. / dY/dX Digital / EAO AG / ENERCON IT Service GmbH / Ergosign GmbH / Experience One AG / experimenta gGmbH / Fachhochschule Magdeburg – Stendal / Fachhochschule Potsdam / Fiducia GAD / frog / Gesellschaft für Technische Visualistik / GN Hearing A/S / Granite Digital / Häfele SE & Co. KG / Harman International / Havas Lynx / Healthy.io / HfG Schwäbisch Gmünd / HMI Project GmbH / Hochschule Darmstadt, University of Applied Sciences / Hochschule für Gestaltung Pforzheim / Hochschule für Gestaltung Schwäbisch Gmünd / Hochschule für Technik und Wirtschaft (HTW Berlin) / Hochschule Osnabrück / Hongik University / HP Inc. / Huemen / Human ICT / iCIMS / Independent Muffin Limited Partnership / intive / ISD Rubika / K5 Factory GmbH / Kontron AIS GmbH / Koru UX Design LLP / Lely Industries / Lenovo / LifeScan / LINK Design and Development Oy / Little Voice Design / Livit AG / Loughborough University / MacPaw / medondo AG / Mercedes-Benz AG / Merkle DACH / milani design & consulting AG / Ming Chi University of Technology (MCUT) / MTA (Metropolitan Transport Authority) / National Taipei University of Education / National Taiwan University of Science and Technology / National University of Singapore / NEDGEX a subsidiary of NETZSCH / NEURA Robotics / Oakland University / Parsons School of Design / Pearl Academy / Philips / PRINOTH AG / ProSiebenSat1. Digital GmbH / QUALCO / Rainfall / ressourcenmangel / Robert Bosch GmbH / Robert Bosch Power Tools GmbH / rocket-media GmbH & Co KG / SAIC OIMT / Samsung Research America / Samsung SDS / SAP / Schaeffler Technologies AG & Co. KG / Schneider Electric Automation GmbH / schnellervorlauf gmbh / Scholz & Volkmer GmbH / School of Visual Arts / Shore Group / Sielaff GmbH & Co. KG / Siemens Healthcare Diagnostics Inc. / Signify / Smollan / Star / SUNZINET / Teva Respiratory / The Hong Kong Polytechnic University (PolyU) / the peak lab. / The Techno Creatives / The University for the Creative Arts UK / TRUMPF GmbH + Co. KG / Try Consultancy / TU Delft / UEBERBIT GmbH / Umeå Institute of Design / Universität Ulm / Universitätsklinikum Heidelberg, Nationales Centrum für Tumor-erkrankungen (NCT) / University of Illinois, Urbana-Champaign / User Interface Design GmbH / UseTree GmbH / Utopus Insights / Vestas Wind Systems / UXMA GmbH & Co. KG / V-Zug AG / Vestas Wind Systems / Victoria University of Wellington / Vistaprint / WIZO Haifa Academy of Design and Education / Work & Co / YUJ Designs Pvt Ltd / zigzag GmbH / Ziina / Zürcher Hochschule der Künste

[ux-design-awards.com](http://ux-design-awards.com)