

Dear UX Design Awards Participant,

In addition to the input we ask you to send us along with your submission, we want to prepare you for the fact that we will request some further content in case your project is nominated and chosen for an award. We hope this will help you plan ahead!

Additional PR Content for Nominated Submissions

In case that your entry is nominated for the UX Design Awards, we will promote your project on our website and in our social media. **For this, we will ask you to prepare some further content for us to share.** This is not obligatory and has no influence on the jury decision. However we depend on your cooperation to appropriately promote your work!

Please deliver the following for each nominated project by the end of June:

A. Short Q&A

Do ask your project managers to answer the following three questions in writing.

Please keep your answers under 100 words per question:

1. What was the particular challenge in the project from a UX point of view?
2. What was your personal highlight in the development process? Was there an aha! moment, was there a low point?
3. Where do you see yourself and the project in the next five years?

B. Elevator Pitch Video

UX designers and teams do their job mostly behind the scenes. We consider it part of our mission to give them a fair share of the limelight! We ask the teams behind each nominated submission to present themselves and their projects in a very personal way with a video, for example in the style of an "Elevator Pitch":

1. keep it short (max. 60 seconds)
2. "shot from the hip" with a smartphone will do just fine
3. share your clips [with us](#) via: Dropbox, Wetransfer, YouTube or Vimeo

Additional PR Content for Award-Winning Submissions

In case that your entry is chosen for an award, we will ask you to send us a very short "acceptance" video clip, which we will use in the virtual award ceremony. Please find some examples for this in our [2020 Virtual Award Ceremony](#) video.

We will notify Award Winners right after the final jury session by mid-/end of July.

Please do not hesitate to get in touch me if you have any questions.
I am happy to help!

Press Contact

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