



UX  
DESIGN  
AWARDS

Participant Information  
Businesses | Agencies | R&D

#UXDA21

**Welcome to the UX Design Awards!**

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

For further questions, please visit our website: [ux-design-awards.com](http://ux-design-awards.com) or do contact us directly: T +49 30 61 62 321-17 /-18 | [Email](#)

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## UX Design Awards

The UX Design Awards are a global competition for outstanding experience. The Awards honor positive experiences, a key value proposition of successful companies and design consultancies.

Eligible for participation are corporations, companies, start-ups, design departments and consultancies, as well as research institutions and UX labs worldwide. In addition, the awards honor outstanding young talent in the "New Talent" competition category.

The competition is held twice a year by the International Design Center Berlin (IDZ), a leading not-for-profit institution promoting design as a driver of innovation in business and society.

## Competition Categories

Three competition categories are available in the professional segment. The number of entries per category is unlimited.

### Product

Market-ready or new products, services or experiential environments.

### Concept

Product studies, prototypes, test projects (proofs of concept), service concepts and conceptual environments with a deployment time frame of two to five years (short term foresights).

### Vision

Foresight concepts, advanced design studies or research projects that explore future experiences and solutions for a positive living environment with a development time frame five to ten years, or more (long term foresights).

## Submissions

You can submit products, solutions, services, concepts and visions for all industries and applications.

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

## The Awards

The UX Design Awards are presented in a two-stage judging process. The independent jury is composed of recognized experts from business, design and research.

### First Award Level

#### UX Design Award | Nominated

The jury nominates a limited number of projects among all valid submissions – the Award Shortlist. All shortlisted projects earn the title "UX Design Award | Nominated". All nominated projects are showcased publicly and enter the judging process for the UX Design Awards.

### Second Award Level

Among all nominated entries, the jury will award the following titles. The jury is free to decide on the number of awards.

#### UX Design Award | Gold

With a Gold Award, the jury can honor the best solutions from each competition category.

#### UX Design Award | Product

Jury Awards for excellent products, services and environments

#### UX Design Award | Concept

Jury Awards for outstanding product studies, service concepts or conceptual environments

#### UX Design Award | Vision

Jury Awards for groundbreaking foresight concepts and advanced design studies

#### UX Design Award | Public Choice

Among all nominated entries UX professionals and users worldwide vote for a Public Choice Award. The online poll is held on the awards website over several weeks.

Your right of use for all awarded titles and logos is unlimited in terms of time and geographic area.

## Benefits

- Win a renowned title and showcase your experience excellence – a key value for business success.
- Connect with businesses, the design industry, research and upcoming UX talents.
- Strengthen the visibility of your organization in the experience field.
- Build recognition for your R&D units, XD teams and design professionals.
- Enter our global experience leadership community, access knowledge on current trends and future developments.
- The strictly limited number of awards emphasizes each winner's uniqueness.
- Virtual events and award ceremonies provide impactful PR moments and a global audience.

## Promotion Services

- High visibility for all your nominated projects: social media, website, newsletter, press
- Extensive mixed-media campaign on social media
- International voting campaign for Public Choice Award
- Extensive presentation in the virtual UX Design Awards exhibition
- Exclusive digital asset packages promoting all your successful projects
- Logo packages, certificates and trophies for all competition levels
- Additional PR services for Award winners
- Virtual events with a global experience design community

## Participation Costs and Services

Competition Stage	Costs	Service Overview
Competition Entry Submission Fee	€ 320 *	Examination and admission to the jury process
First Award Level UX Design Award   Nominated	€ 1.950	Nomination Package: . Title "UX Design Award   Nominated" . Unrestricted right to use title and logo . Admission to the competition and judging . Presentation in the virtual award exhibition . Extensive promotional services
Second Award Level UX Design Award   Gold UX Design Award   Product UX Design Award   Concept UX Design Award   Vision UX Design Award   Public Choice	–	Award Packages: . Award titles by the jury and a global audience . Unlimited right of use for title and logos . Prominent presentation in the virtual award exhibition . Additional PR services

All prices are per competition entry and subject to the legal value added tax (VAT). \* Corporate members of the [International Design Center Berlin \(IDZ\)](#) receive a 100% discount on the submission fee of one project.

## Dates

Competition Stages	Dates	Notes
Spring Submission <b>Deadline: May 31, 2021</b>	March – May	Registration and project submission in the <a href="#">Participant portal</a>
First Award Level <b>Nomination</b>	June	Review of all submissions by the jury, admission of a limited number to compete for the awards
Second Award Level <b>Jury sessions</b>	June – July	Jury sessions to determine the award winners in the categories Product, Concept, Vision and New Talent, bestowal of the Gold Awards
Preparation PR campaign <b>Nominated projects</b>	June	Update of PR data for all nominated projects, opportunity to submit additional PR collateral
PR campaign <b>Nominated projects</b>	July – September	Launch virtual exhibition, start mixed-media campaign on social media, press work
Voting campaign <b>Public Choice Award</b>	July – August	Public online voting among all nominated projects in the virtual award exhibition
Announcement <b>UX Design Awards</b>	Early September	Announcement of the winners in all award categories, highlighted presentation in the virtual award exhibition
PR campaign <b>Award Winners</b>	September – December	Mixed media campaign in social media and virtual events, press work

## How to enter

Register in three easy steps on our password-protected participant portal:

Access: [Participant portal](#)

Submission deadline: May 31, 2021 (midnight CEST)

1. Create your personal user profile complete with participant and invoicing details.
2. Handle, manage and submit your competition entries. Submissions are possible in all award categories. The number of submissions is unlimited.
3. Conveniently pay competition fees online (Visa, PayPal), or by banking transfer.

## Submission data

The following will be required for submitting competition entries (English language is mandatory):

### 1. PR data

- Project name, company, designers, project description (max. 500 characters including spaces)
- Company logo (EPS, SVG) and URLs (website, social media)
- Product film (mp4 / m4v, max. 500 MB)
- 2-4 product images (min. 2000x3000px, 300 DPI, JPG RGB)

### 2. Internal data for the jury

- Explanatory film: present the use process / workflow and key features of the submission from a user perspective (recommended: 60-90 sec., low-tech smartphone video).
- Access data for apps and software products, e.g. download-link, trial/demo version (optional).
- Information on the following questions (max. 750 characters each, including spaces):
  - Context and objective: core of the solution, problem/need addressed, target audience
  - Problem and solution approach: solution, user integration in solution-finding process
  - Relevance of experience: relevant/novel experience, design features, USP
  - Design process: target market, context, development time frame, external expertise
  - Sustainability and inclusion: ethical, social, environmental approaches, CSR (optional)

## Evaluation Criteria

The UX Design Awards focus on the positive impact of people-centric solutions, concepts and research. The key evaluation criteria applied by the jury include: relevance, empowerment, innovation, relevance of the experience, and responsibility.

Specific evaluation criteria apply in the "Vision" award category.

Learn more about the evaluation criteria on the [Awards website](#).

## GTCs

Participation in the UX Design Awards competition implies acceptance of the Terms and Conditions. You can find the GTCs on our [download page](#).

## Exclusions

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

## Organizer

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

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

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

For more information please visit: [idz.de](http://idz.de)

## Contact

UX Design Awards Team  
 T +49 30 61 62 321-17 /-18  
[contact@ux-design-awards.com](mailto:contact@ux-design-awards.com)  
[ux-design-awards.com](http://ux-design-awards.com)

IDZ Designpartner Berlin GmbH  
 Hagelberger Str. 52 | 10965 Berlin  
 T +49 30 61 62 321-0  
[idz.de](http://idz.de)

Company Registry:  
 Amtsgericht Charlottenburg HRB 77023

*For your scheduling: competition dates 2021-2022*

<i>Autumn Submission Deadline: Nov. 30, 2021</i>	<i>September – November</i>	<i>Registration and submission of projects</i>
<i>First Award Level</i>	<i>December</i>	<i>Nomination</i>
<i>Second Award Level</i>	<i>January 2022</i>	<i>Jury Sessions</i>
<i>Announcement</i>	<i>February</i>	<i>UX Design Awards</i>

<i>Spring Submission Deadline: May 31, 2022</i>	<i>March – May</i>	<i>Registration and submission of projects</i>
<i>First Award Level</i>	<i>June</i>	<i>Nomination</i>
<i>Second Award Level</i>	<i>July</i>	<i>Jury Sessions</i>
<i>Announcement</i>	<i>September</i>	<i>UX Design Awards</i>



*10 on a scale of one to 10!*

*– Fabian Feroso, Global Clinical Insights Leader,  
GE Healthcare*

*We have submitted our project for the UX Design Awards to promote the great work of our development team in the UX industry.*

*– Tobias Kiefer, Manager User Interaction Concepts,  
Mercedes-Benz Cars*

*The UX Design Awards have opened many doors for our agency and positioned us as leading UX experts in our country.*

*– Miha Ceglar, UX Design Lead,  
Renderspace*

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