



# Participant Information New Talents Students | Graduates | Universities

UX Design Awards – Autumn 2024

Winner Announcement: 3 September 2024

## 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](#).  
or contact us directly: T +49 30 61 62 321-18 /-17 | [Email](#)

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## UX Design Awards

The UX Design Awards are the global competition for outstanding experiences. The awards honor positive experiences, a key value proposition of successful products, services and concepts.

The awards stand for excellent experience design in the fields of education, research, design and business. Competition successes increase the participants' visibility in the professional arena and enhance their reputation.

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 Category New Talent

The competition category "New Talent" is open to bachelor's and master's projects from all over the world. Submissions must include digital or electronic interfaces or functions.

Projects from the fields of experiential design, interaction design, industrial and product design as well as service design are eligible, without restriction to industry sectors or application fields.

The following applies to all entries: the development process must not date back more than two years at the time of submission.

## Participants

We invite students, graduates and universities worldwide to take part.

Individual participants and project teams can submit one project each.

Universities can submit an unlimited number of entries on behalf of their students.

## The Awards

The UX Design Awards are decided in a multi-stage judging process.

The International Design Center Berlin appoints jury members according to their knowledge and expertise in different areas of design and user experience. The experts' many years of experience guarantee the highest quality of the competition.

### First Award Level

The jury shortlists a limited number of projects among all submissions – the Nominees.

#### UX Design Award | Nominated

All shortlisted projects earn the title "UX Design Award | Nominated". All nominated entries are promoted to the public and enter the judging stage for the UX Design Awards.

### Second Award Level

Among all nominated entries, the jury will award the following Award titles.

The jury is free to decide on the number of Awards and Special Mentions.

#### UX Design Award | Gold

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

#### UX Design Award | New Talent

Jury Awards for excellent bachelor's and master's projects.

#### UX Design Award | Public Choice

UX professionals and the audience worldwide are invited to vote for a Public Choice Award among all nominated entries. The online poll is held over several weeks on the Awards website.

As a successful participant You will earn an unlimited right of use for all awarded titles and logos in terms of time and geographic area.

## Benefits

- Have your work reviewed by leading design and industry experts.
- Win a recognized title, and showcase your experience design abilities – a key career value.
- Connect with businesses, the design industry, research and universities.
- Build and strengthen your visibility in the UX field.
- Experience recognition by peers in the UX field and design industry worldwide.
- Enter our global UX 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 nominated projects: social media, website, newsletter, press
- Extensive mixed-media campaign on social media  
(140,000+ followers, 250,000–500,000 impressions / month)
- International voting campaign for Public Choice Award (avg. 40,000 participants worldwide)
- Permanent presentation in the virtual UX Design Awards exhibition  
(avg. 130,000 users, 430,000+ page views / year)
- Logo packages, certificates and trophies for all competition levels
- Additional PR services for Award winners
- Virtual events with global experience design community

## Fees and Services

Competition Stage	Fee	Service Overview
<b>Submission Fee</b>	€ 70	Examination and admission to the jury process
First Award Level <b>UX Design Award   Nominated</b>	–	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 <b>UX Design Award   Gold</b> <b>UX Design Award   New Talent</b> <b>UX Design Award   Public Choice</b>	–	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 and promotion opportunities

All prices are per competition entry and subject to value added tax (VAT).

## Dates

Competition Stages	Dates	Notes
Call for Participation <b>Deadline: May 31, 2024</b>	2024/03/01 – 2024/05/31	Registration and submission via the <a href="#">Participant portal</a>
First Award Level <b>Nomination</b>	2024/06/03 – 2024/06/16	Review of all submissions by the jury, selection of a limited number of Award Nominees
Preparation PR campaign <b>Nominated projects</b>	2024/06/20 – 2024/07/02	Update of PR data for all nominated projects, opportunity to submit additional PR collateral
Second Award Level <b>Review, Shortlist, Jury Session</b>	2024/07/03 – 2024/07/26	Detailed reviews of all nominated projects, shortlisting of Award candidates, bestowal of the Gold Awards and Awards in the categories Product, Concept and New Talent by the expert jury
<b>Nominee Announcement</b>	2024/07/18	Announcement of the Nominees in all media and on the Awards website
PR campaign <b>Nominated projects</b>  Voting campaign <b>Public Choice Award</b>	2024/07/18 – 2024/08/22	Mixed-media campaign on social media, press work  Public online voting among all nominated projects on the Awards website
<b>Winner Announcement</b>	2024/09/03	Announcement of the winners in all Award categories, highlighted presentation in the virtual Award exhibition
PR campaign <b>Award Winners</b>	2024/09 – 2025/02	Mixed media campaign in social media and through virtual events

## 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, Outcome and Business Value, Holistic Thinking and User-Centric Approach, Design and Experience Quality.

The [jury members](#) commit themselves to an impartial evaluation and are bound to confidentiality.

To learn more about the evaluation criteria please visit the [Awards website](#).

## How to enter

Register in three steps via the password-protected participant portal:

Access: [Participant portal](#)

Submission deadline: 31 May 2024, 11 pm UTC

00:00 CET – 7 pm BRT – 6 pm EST – 3 pm PST

4 am IST(+1) – 7 am CST(+1) – 8 am JST(+1)

1. Create your personal user profile with participant and invoicing details.
2. Set up, manage and submit your competition entries.
3. Manage your invoices and conveniently pay all competition fees online (Visa, Mastercard, PayPal) or by banking transfer.

## Submission Data

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

### 1. PR content

- Project name, university, designers, project description (max. 500 characters, incl. spaces)
- Social media URLs / handles
- Logo (EPS, SVG) and URLs (website, social media)
- Product film (mp4 / m4v, max. 500 MB)
- 4 product images (WxH min. 3000x2000 px, max. 4000x3000 px, JPEG, RGB)

### 2. Private information for the jury

- Explanation film: present the use process / workflow and key features of the submission from a user perspective: 60–90 sec., low-tech smartphone video (recommended).
- Web access to apps, software products or demos (optional).
- PDF on user research / user-centric design & development (recommended)
- Factual texts for following questions (max. 750 characters each, including spaces):
  - *Project Pitch: core idea behind your submission, why is it important? (max. 250 chars.)*
  - *Users, Challenge, Context: main and secondary users, challenges, context of use case*
  - *Purpose and Solution Approach: purpose, reason, solution, user empowerment*
  - *User-Centric Research and Design: research methods, design and development process, resources, integration in solution*
  - *USP, Innovation, User Benefits: essence of solution, core benefits, innovative features, technologies implemented, user value*
  - *Outcome and Business Value: (assumed) business model, target market & group, feasibility, measurable outcomes*
  - *Social and Planetary Values: social impact, sustainability principles (optional)*

## GTC's

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

## 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.

## Additional Information

Check our frequently asked questions (FAQ) [here](#).

## Organizer

Design is an innovation driver for a future worth living. – The International Design Center Berlin (IDZ) is a leading independent, non-profit institution with more than fifty years of expertise. We promote accomplished design and recognize the people involved.

We focus on sustainability and user experience – two core issues of our time. In doing so, we build on the expertise of our members in design and business, our partners, and our extensive network in politics and society.

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

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For Your advanced planning –  
the upcoming competition schedules:

### UX Design Awards – Spring 2025

Call for Participation	1 September 2024 – 30 November 2024	Submission of entries to the UX Design Awards competition
First Award Level	December 2024	Nomination
Second Award Level	January 2025	Jury Session
Winner Announcement	4 March 2025	Honoring of the UX Design Awards Winners

### UX Design Awards – Autumn 2025

Call for Participation	1 March 2025 – 31 May 2025	Submission of entries to the UX Design Awards competition
First Award Level	June 2025	Nomination
Second Award Level	July 2025	Jury Session
Winner Announcement	2 September 2025	Honoring of the UX Design Awards Winners

*» What is unique about the UX Design Awards is that it's organized by a non-profit design organization, a membership network for designers by designers.*

*Because of this focus it has a totally different expert level. «*

*– Pia Betton, Design and Site Lead,  
Nutanix*

*» The UX Design Awards by IDZ are a great initiative. In a connected world, user experiences are the real game changers for consumer preferences and business success.*

*Evaluating these is a delicate process. IDZ and the team of judges are doing a great job by promoting best practice in UX Design. «*

*– Klaus Schröder, Business Innovation Director & Founder, User-Planet*

*» The jury's decision to award my project with a New Talent Award is a great honor. I hope this prize will support my career. Thanks to the UX Design Awards for the encouragement and motivation! «*

*– Tien Han Huang, HTW University of Applied Sciences*

