Your Checklist for a Successful Award Submission

Step 1 – Register
Please visit our [participant portal](#) to set up your profile:

- Select your category: professional or new talent
- Enter a login (numbers or characters only, necessary for password reset)
- Enter a password
- Enter personal and company details, contact person and address.
- You can add internal reference information for your invoices,
  a European VAT ID, and add a different invoice recipient.

Step 2 – Add your competition entries
- You can add projects on the overview page.
- The number of entries is unlimited for professionals and universities.
- Students and graduates may submit one project per person.
- All information must be provided in English.
- Entries are saved automatically.

Part I – PR content
This information will be used for the awards website, yearbook and PR communications.

Necessary information:
- *Project name, company, designers*
- *Project description (continuous text, no bullet points or abbreviations, written in third person, informative and factual tone, avoid superlatives and colloquial expressions, max. 500 characters including spaces)*
- *Company logo (EPS, SVG) and URLs (website, social media)*
- *4 product images (WxH min. 3000x2000 px, max. 4000x3000 px, JPEG, RGB)*

Additional information:
- *Social media URLs and handles*
- *Promotional product film (mp4 / m4v, max. 500 MB)*

If your entry is nominated you can provide additional PR content at a later date:
- *Three questions for the project team (max. 750 characters each, incl. spaces)*
- *Elevator pitch film: short, personal team / project intro (mp4 / m4v, social media video)*

Part II – Private information for the jury and awards team
Jurors are bound by a non-disclosure agreement, all data is deleted after each award season.

Necessary information:
Focus on explaining the positive impact of your entry, both in terms of the use case and the broader context, and why this makes a difference. We recommend having your UX / product specialists submit this information (max. 750 characters per answer, including spaces):

- ***Project Pitch:*** *core idea behind your submission, why is it important? (max. 250 chars.)*
- ***Users, Challenge, Context:*** *main and secondary users, their challenges, the broader context of the 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 (optional): social impact, sustainability principles.*

Additional information:
We highly recommend adding context about your project.

- *Explanation film: present the workflow and key features from a user perspective (60-90 sec., low-tech video)*
- *R&D: upload a PDF outlining user research and the design & development process*
- *Demo: provide web access to a software product or demo version*

Enter like a Pro!
Here are three handy tips from our judges to make your submission shine:
- Keep to the point when answering the questions in the entry form.
- Create a compelling narrative in your responses:
  - Lay out the user's challenge and their real-world context: explain their specific situation and have an opinion.
  - Describe how you pinpointed the problem and the research base behind it.
  - Explain the decisions you made based on your findings.
  - Show how these insights and choices influenced your solution's design.
- Use the possibility to submit a short explanation film to win over the judges. Showcase your solution's key features and why it makes a difference.
- If entering work with images that include languages other than English, it is helpful to provide translations.

Ready to submit?
Please check whether your entry is complete. **Missing or incorrect data will be highlighted.**
When all data is complete the "**Submit Now**" button will appear on the overview page.
Follow the next steps to submit and pay the submission fees.

We wish you lots of success in the UX Design Awards competition!

Contact the Awards team at:
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