UX DESIGN AWARDS

Participant Information Professionals Businesses | Agencies | R&D

UX Design Awards – Autumn 2024
Winner Announcement: 3 September 2024

IDZ International Design Center Berlin

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 do contact us directly: T +49 30 61 62 321–18 /–17 | Email

Content

UX Design Awards

The UX Design Awards are the global competition for outstanding experiences.
The Awards honor meaningful solutions and added user value –
recognizing the successful teams, companies and design consultancies behind them.

Eligible for participation are corporations, companies, start-ups, design and R&D departments,
design consultancies, as well as research institutions, UX labs and design professionals worldwide.
Besides, the Awards honor outstanding young talent in the "New Talent" category.

The competition is held twice per year by the International Design Center Berlin (IDZ). The IDZ
is a leading independent design organization with more than fifty years of expertise. We promote
design as a driver of innovation in business and society, and recognize the people involved.

Competition Categories

Two competition categories are available in the professional segment.
The number of entries in each 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), and:
foresight concepts, advanced design studies and research projects that explore future experiences
and solutions for a positive living environment (long term foresights).

Submissions

You may submit products, solutions, services, concepts and visions for all industries and
application fields. Submissions must include digital or electronic interfaces or functions.

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 decided in a multi-stage judging process. The International Design Center Berlin appoints jury members from different industries, according to their knowledge and expertise in diverse areas of design and UX. The independent 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 bestows 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 | Product

Jury Awards for excellent products, services and environments.

UX Design Award | Concept

Jury Awards for outstanding product studies, service concepts, conceptual environments, foresight concepts and advanced design studies.

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.

Your Benefits

- Have your work endorsed by leading design and industry experts.
- 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, design teams and people.
- 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.

Our 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
Submission Fee	€ 320*	Examination and admission to the jury process
First Award Level UX Design Award | Nominated	€ 2,250	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 | 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 and presentation opportunities

No hidden or recurring costs. All prices are per submission and may be subject to value added tax (VAT).
*For corporate members of the International Design Center Berlin (IDZ) the submission fee for one project is waived.

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Dates

Competition Stages	Dates	Notes
Call for Participation Deadline: May 31, 2024	2024/03/01 – 2024/05/31	Registration and submission via the Participant portal
First Award Level Nomination	2024/06/03 – 2024/06/16	Review of all submissions by the jury, selection of a limited number of Award Nominees
Preparation PR campaign Nominated projects	2024/06/20 – 2024/07/02	Update of PR data for all nominated projects, opportunity to submit additional PR collateral
Second Award Level Review, Shortlist, Jury Session	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
Nominee Announcement	2024/07/18	Announcement of the Nominees in all media and on the Awards website
PR campaign Nominated projects Voting campaign Public Choice Award	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
Winner Announcement	2024/09/03	Announcement of the winners in all Award categories, highlighted presentation in the virtual Award exhibition
PR campaign Award Winners	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 easy steps via our 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 complete with participant and invoicing details.
2. Set up, manage and submit your competition entries. You may submit entries in both professional categories: Product and Concept. The number of submissions is unlimited.
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, company, designers, project description (max. 500 characters including spaces)
- Social media URLs / handles (optional)
- Company logo (EPS, SVG) and URLs (website, social media)
- Product film (mp4 / m4v, max. 500 MB – optional)
- 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 the 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)*

GTCs

Participation in the UX Design Awards competition implies acceptance of our Terms and Conditions.
Please 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.
Facts for Your organization or stakeholders: download the Awards' pitch deck 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

Contact

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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

» 10 on a scale of one to 10! «

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

*» We are very proud of this award. It supports us
in advocating a user-centric design approach –
both inside and outside of the company. «*

*– Catherine Stolarski, Digital Art Director,
Schneider Electric*

*» The award helps us immensely to continue scaling
our project. «*

*– Alexandra Zahn, Director Humanizing Healthcare Design,
Siemens Healthineers*

*» 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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