Requirements for Submission to Human-Centered Design Award

Requirements for Submission

Setting up Your Submission(s)

- The number of entries is unlimited for professionals.
- All information must be provided in English.

Part 1

Required Information
- Project name, company, designers.
- Project description (max. 500 characters incl. spaces).
- Company logo (EPS, SVG) and URLs (website, social media).
- 4 product images (WxH min. 3000x2000 px, max. 4000x3000 px, JPEG, RGB).
- Three questions to the project team. (max. 750 characters each, incl. spaces).
    1. What inspire your team to create this project?
    2. What was the challenge in the project?
    3. What was the highlight in the design & development process?

Additional Information (if your entry is shortlisted, you can provide additional information at a later date)
- Social media URLs and handles.
- Promotional product film (mp4 / m4v, max. 500 MB).
- Elevator pitch film: short, personal team / project intro (mp4 / m4v, social media video).

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Part 2 – Confidential Information
Visible to the jury and awards team only. Jurors are bound by a non-disclosure agreement; all data is deleted after each award season.

Focus on explaining the positive impact of your entry, both in terms of the users and the broader context, and why this makes a difference. We recommend having your Designers or Product Specialists submit this information. Please submit concise, factual texts.

Detailed Project Questions:

- Project Pitch   (max. 300 chars.)
- Users, Challenge   (max. 500 chars.)
- Context and User Journey purpose   (max. 500 chars.)
- User-Centric Research, Design and Process: (max. 500 chars.)
- User Research Informing the Solution: (max. 500 chars.)
- Purpose, Solution Approach and User Benefits: (max. 500 chars.)
- Innovation   (max. 500 chars.)
- Outcome and Business Value: (max. 500 chars.)
- Competition and Unique Selling Proposition   (max. 500 chars.)
- Accessibility, Responsibility and Trust: (max. 500 chars.)
- Social and Environmental Values: (max. 500 chars.)

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It is highly recommend adding more context about your project for the jury.

- Explanation Film: Present the workflow and key features of your solution. Explain the core functions and show how they work (60–90 sec., low-tech video).

- Documentation: Upload a PDF outlining the research, design and development process. Use product images and factual information to show how research findings influenced the design decisions and how they were implemented. Explain the improvements and their effects. Offer metrics about the outcomes. (short and factual, max 10 pages).

- Demo: Provide web access to a demo version.

Submission Tips:

1. Keep to the point when answering the questions in the entry form.

2. Create a compelling narrative in your responses:
   - Lay out the user's challenge and explain the specific situation in their field.
   - Provide specifics: Describe the research methods used and the key insights gained. Detail how these insights guided the design decisions. Highlight tangible improvements and measurable outcomes.
   - Provide insights into how technologies were implemented to achieve set goals.
   - Offer facts about the state of your solution. Has it been launched? Is it a new product? For a redesign, include information on the previous version, explain the core improvements and substantiate them.

3. Emphasize the Human-Centered Design process: Showcase how user feedback, co-creation, and iterative testing shaped the development. Demonstrate how empathy and usability were embedded throughout.

Text & Image Guidelines

Text & Image Guidelines

Submission Texts
- This short guide shall ensure a consistent style and language in the presentation of all nominated solutions on the Awards website, in the yearbook and PR communications. Please follow our style guidelines:
    - Continuous text, no bullet points or abbreviations.
    - Texts should be written in third person, no direct speech ("You"), no first person ("I" or "We").
    - Tone: informative, factual (not promotional).
    - Avoid superlatives and colloquial expressions.

Four Product Images
- W × H min. 3000 × 2000 px (6 megapixels) up to max. 4000 × 3000 px (12 megapixels).
- Ensure that at least one picture is free from baked-in logos and text placed outside of device screens (see image).
- Use a light grey background instead of a white one.
- Avoid collages, provide images separately instead.
- Aspect ratios. 3:2 is preferred (landscape).
- Include at least one mood image of your project in a context, eg. showing how it could be used and with people in it.

Logo
- File format: preferably SVG (vectors), alternatively PNG, color: solid black.

Preview Image/Thumbnail
- JPG, 215x215 pixels. The image is used to identify your entry on the submission platform and will not be published.

Evaluation Criteria

Human-Centered Holistic Evaluation Framework

1
Relevance
&
Human Value

2
Innovation
&
Creative

3
Holistic &
Human-Centered
Approach

4
Empowerment
&
Inclusivity

5
Impact, Feasibility
&
Responsibility

6
Design
&
User Experience

Human-Centered Holistic Evaluation Criteria

1 Relevance & Human Value

Submissions must demonstrate clear relevance within their application field or industry.

- Solutions should be grounded in real human insights, obtained through user research, observation, or participatory design.
- Designs must address substantial human challenges, improve everyday experiences, and create meaningful value – for individuals, communities, organizations, and the planet.
- Consideration of sustainable principles, resource-consciousness, and long-term impact is essential.

2 Innovation & Creative

Entries should propose new ways of addressing challenges in both physical and digital contexts.

- Innovative use of materials, forms, systems, or technologies to enhance human wellbeing.
- Application of existing solutions in novel, human-centered ways.
- Solutions should not only apply technology creatively but also humanize interactions between people, products, and environments.

3 Holistic & Human-centered Approach

Great design considers the full ecosystem of use.

- Processes should integrate research, design, engineering, and business perspectives.
- Products and services must account for both direct users and the wider context of stakeholders, environments, and support systems.
- Designs should consider the entire lifecycle: from production and use to repair, reuse, and disposal.

4 Empowerment & Inclusivity

Solutions should empower people by extending their abilities, improving quality of life, or opening new opportunities.

- Physical products: support ergonomics, comfort, safety, and usability.
- Digital services: ensure intuitive interaction, accessibility, and inclusivity.
- All entries should demonstrate sensitivity to differences in age, physical and cognitive ability, cultural context, and education.
- Designs should strengthen participation, inclusion, and dignity, fostering trust and social cohesion.

5 Impact, Feasibility & Responsibility

Entries must show how the solution delivers tangible outcomes and sustainable business or societal value.

- Impact: measurable benefits such as improved wellbeing, efficiency, or safety.
- Feasibility: realistic pathways for implementation, production, or scaling.
- Responsibility: ethical use of materials, resources, and technologies, with transparency in processes (e.g., AI, automation, or data use).
- Designs should build trust and responsibility, whether in physical safety or digital privacy.

6. Design & User Experience

Excellence in design execution is a core criterion.

- Physical design: attention to ergonomics, haptics, durability, materials, and craftsmanship.
- Digital design: clarity, coherence, intuitive navigation, accessibility, and responsive interaction.
- Hybrid experiences: seamless integration across physical and digital touchpoints.
- Entries should demonstrate aesthetic quality, functional simplicity, and coherence with brand or purpose.
- Language, communication, and storytelling should complement the overall experience.