**UX CHALLENGE: PUBLIC NOTICE OF COMPANIES SELECTION**

**INTRODUCTION**

The UX Challenge is an initiative of Innovation Hub Trentino- Foundation (hereafter, "HIT"), created in collaboration with the Fondazione Bruno Kessler, the University of Trento, Trentino Sviluppo SpA, the Pavoniano Artigianelli Institute for Graphic Arts, Free University of Bozen, Confindustria Trento, NOI Tech Park (within the Digital Innovation Hub Trentino Alto-Adige / Südtirol), Dolomiti UX BookClub and Architecta.

The primary objective is to allow companies to become aware of the benefits of using methodologies and techniques to improve User Experience in the design of high-tech products and services. At the same time, the initiative intends to represent an opportunity for professional growth for students and young researchers.

Specifically, **the UX Challenge allows companies to improve the usability, the user experience and therefore the value of products and services in the design phase or existing. This is possible thanks to the involvement of end users in the design and testing of products under development in order to highlight problems, needs and opportunities that would otherwise remain unfulfilled.**

**In the context of the UX Challenge, these activities will be carried out mainly by students and young researchers** competent in the methodologies of Service Design, User-Centric Design, Interaction Design, Product Innovation, Marketing and Graphic Design (hereinafter, "Solvers"), who will work in groups to test and improve the quality of Products and services presented by the participating companies. Teams will be assisted by experts from the sector (Mentors). In addition to this, the UX Challenge will be attended by end users selected by Tehnopol, which will have the role of testing the Solver products and proposals and contributing to the innovation process.

The UX Challenge is financed by the H2020 European project “200SMEchallenge” ([www.200SMEchallenge.eu](file:///G:\My%20Drive\HIT_Nicola\200SMEchallenge\200SMEchallenge_Shared%20Partners\WP3%20Execution%20of%20the%20Large%20Scale%20Pilot\Task%203.1%20Outreach%20and%20selection%20of%20targeted%20SMEs\Public%20calls%20for%20selection\Call%20for%20companies\www.200SMEchallenge.eu)), which aims at spreading the use of innovation challenges throughout European Innovation Agencies as a mean to support innovation in SMEs – Small and Medium-sized Enterprises. The project entails validating the UX Challenge as a mean to accelerate adoption of user-centered design in SMEs. For such reasons, the project will carry out an extensive Randomized Control Trial Study (RCT) that will engage at least two hundred SMEs. 56 of these SMEs will be selected to take part to the one UX Challenge (treatment group) according to a research plan that includes a randomization process, which will be carried out by IRVAPP Research Centre of FBK – Fondazione Bruno Kessler (IT). Companies that will not be selected to take part to the UX Challenge will be provided with a free webinar on the Design Sprint and its benefits. The UX Challenge will replicated in the same format by seven project partners in Trento (ITA), Castellon (ESP), Karlsruhe (GER), Copenhagen (DK), Tallinn (EST), Vilnius (LIT), Oulu (FIN). Eight companies will be selected by each partner to take part to the local UX Challenge.

**The Estonian UX Challenge** will be held **Tallinn Science Park Tehnopol**, room Saturn, at Teaduspargi 6/1, Tallinn, on **Thursday 25 and Friday 26 February 2021**.

**ART. 1 - OBJECT OF THE NOTICE**

This notice is aimed at selecting up to eight (8) digital products or services proposed by companies (hereinafter "Products") that Solvers will improve through the course of activities of evaluation and improvement of User Experience (hereinafter, "Activities").

Specifically, by way of example, we mean:

* *Products:*  products or services having digital interfaces and whose value is highly influenced by human- computer interaction aspects, such as, but not limited to: mobile applications (smartphone or tablet), webapps, webpages and interactive websites (e.g. marketplaces), applications and desktop software; consumer goods, home appliances and white good bearing digital interfaces (e.g. control touchscreens); industrial machinery bearing digital interfaces (e.g. configuration and control touchscreens). It is intended that the Products can be at different levels of maturation: already on the market, prototype versions, concepts, ideas in an embryonic phase. The Products, even if in prototype form, must be possible to deliver to the Solvers through a URL (possibly even only PowerPoint slides with concept and / or mockup descriptions). Any shared material will be treated as confidential.
* *Activities*: execution of a "Design Sprint" lasting about two days, which will include usability tests with real users, analysis of digital interaction problems, designing solutions with design thinking techniques, wireframe sketching, mockups of new interfaces, rapid prototyping on with specific software and tools.

**ART. 2 – MODE OF CONDUCTING THE CHALLENGE**

The Challenge foresees that eight (8) or more groups of Solvers (hereinafter, "Team"), each composed of four (4) or more Solvers, work in parallel during two days to test and improve the User Experience of the eight (8) selected Products. One or more tutor will be available for each Team. The tutor will support and inspire the Teams in the execution of the Activities, that will result in the production of one prototype, wireframes or mockups, as well as a short final report (.ppt - PowerPoint format) containing suggestions and solutions for the improvement of the User Experience of the assigned Product (hereinafter, "Results"). The selection of the Solvers, the creation of the teams and their training will be carried out by Tehnopol, in coordination with the partners of the initiative.

The Challenge will be organized according to the following schedule:

* **Thursday, February 18, 2021.** Preliminary activities: late afternoon training session on the Design Sprint and phases of the UX Challenge for solvers and Mentors (companies are not involved); short presentations of the selected companies and products; creation of teams.
* **Thursday, February 25, 2021.** First day of activity: the selected companies must be present in the morning with their own technical staff in order to directly present their Product and challenge to the Solvers. After that the Solvers will start the work. During the day, companies must guarantee telephone availability to respond to any need for clarification or information.
* **Friday, February 26, 2021.** Second day of activity: Solvers will continue their work up to the definition of the Results. During the day, companies must guarantee telephone availability to respond to any need for clarification or information. At 4:00 PM, each group of Solvers will present the results in private session to the company. Staff from the company needs to be in place at that time. Subsequently, at 17.30 PM, the final event will start: Solvers will shortly present to a public audience the performed Activities and any details about the results that each company agrees to share.

Every team will be provided with an opinion by a jury composed by companies, mentors, and external experts as follows.

* + Criterion 1: potential impact of the results on business (score: 1-5; by companies).
  + Criterion 2: feasibility of the results (score: 1-5; by companies).
  + Criterion 3: ability to successfully carry out Activities (score: 1-5; by Mentors).
  + Criterion 4: effectiveness of the teamwork (score: 1-5; by Mentors).
  + Criterion 5: innovativeness of the results produced (score: 1-10; by experts).
  + Criterion 6: completeness of the results produced (score: 1-10; by experts).

Subsequently (Friday, February 26 at 17.30 PM), Solvers will present to a selected audience the mode of application of the Activities and any details about the results that each company agrees to share. At the end of these presentations, Tehnopol, based on the aggregation of the opinions expressed by companies and Mentors, will award a prize to each participant of the Solver group  
who will have scored the highest score, giving notice by the end of the day.

**ART. 3 - APPLICATION FORM AND METHOD OF PRESENTATION**

The companies interested to participate in the Challenge will have to fill the UX Challenge Company Application Form, downloadable from the [Estonian UX Challenge website](https://www.tehnopol.ee/en/200sme-challenge/).The form must be completely filled in and sent by e-mail at the email address   
[kadi.villers@tehnopol.ee](mailto:kadi.villers@tehnopol.ee) by **November 30, 2020.**

Applications received after the deadline indicated above or whose form is not complete in all its parts will be deemed ineligible.

**ART. 4 - RULES FOR SELECTION OF APPLICATIONS**

A Commission appointed by Tehnopol will select the most suitable thirty (30) Products that will be eligible to participate in the 200SMEchallenge project. Only eight (8) of these will be the participate to the UX Challenge. This Commission will be composed of internal staff of Tehnopol and other partners of the initiative.

The eligibility criteria (A) are the followings:

A1) The applicant company must be an SME - Small or Medium-sized Enterprise according to the Commission Recommendation 2003/361/EC published in the Official Journal of the European Union L 124 of 20 May 2003

(https://ec.europa.eu/docsroom/documents/15582/attachments/1/translations/it/renditions/native, page 36).

A2) Completing the “Company Application Form” in its entirety, meaning:

1. Completing the “UX Challenge Application Form” (Word format) in all its parts and send it to the above specified email address;
2. Completing the online “Baseline Survey” of project 200SMEchallenge. This is linked from the UX Challenge Application Form.

A3) Applying within the above-mentioned deadline.

Suitability criteria (B) depends on products and challenges’ features, and will be used by the Commission to identify the Products that are more suitable to take part and benefit from the UX Challenge, as follows.

B1) The Product can be learned and used by end user without the need for specific training, documentation, or previous experience (score: 1-5).

B2) The Product serve end users that do not present characteristics that might make it difficult or impossible to involve such users in the Challenge as Testers (for example, users affected by serious illness or disability (score: 1-5).

B3) The Product delivers its value to users by means of digital interaction (score: 1-5)

B4) The Product has an innovative value proposition, features or enabling technologies (score: 1-5)

B5) The Product comes with clear motivations and expectations that the company has with regards to its improvement or innovation within the scope of the UX Challenge (score: 1-5).

The selection will proceed as follows:

1. Selection of the Products that will take part to the 200SMEchallenge project panel. Once the ranking will be completed, the Commission will select the thirty (30) most suitable eligible Products (those that obtained the best score) that will take part in the 200SMEchallenge project. In the case the same company presented more than one eligible Product, only the Product with the highest score will be selected.
2. Selection of the Products that will take part to the UX Challenge: amongst the thirty most suitable Products, only eight will take part to the UX Challenge. Products taking part to the UX Challenge will be selected according to a research plan that includes a randomization process, which will be carried out by IRVAPP Research Centre of FBK – Fondazione Bruno Kessler, (ITA), partner of the Project.

**Being selected does not ensure direct participation in the UX Challenge and reception of treatment. By applying, the company accepts the possibility of participating only as part of the control group.**

By **December 11, 2020** companies will receive a notice via email regarding the outcome of the selection process.

**ART. 5- TERMS OF PARTICIPATION**

Within 5 days from the reception of the communication about the selection process, companies whose Products have been selected to take part to the UX Challenge (hereinafter, “Challenge”) can give up participation by sending an email to the address [kadi.villers@tehnopol.ee](mailto:kadi.villers@tehnopol.ee). In this case, Tehnopol will select other companies. At the end of the process, the references of the selected Products and related companies will be published on the Initiative's web page.

**ART. 6- TRADEMARKS**

The involvement of companies in the Challenge involves the granting by each firm, of a free and non-exclusive license of use of their own trademarks for the benefit of Tehnopol, to be used exclusively in reference to the promotion of the Challenge.

Tehnopol has the right to use the trademarks of the participating companies in its website, as well as in respect of any product, service, event, or advertising material that is designed to promote the Challenge, also within the 200SMEchallenge project (<https://www.200smechallenge.eu/>)..

Tehnopol acknowledges and agrees that the trademarks of the companies participating in the Challenge are the exclusive property of the same and that no provision of this Notice is intended to confer any rights on such trademarks, except as provided in the preceding paragraph. Therefore, Tehnopol will not be able to cede, sublicense or otherwise dispose of the trademarks of the companies participating in the Challenge, in the absence of relative written consent.

Trademarks must be sent to [kadi.villers@tehnopol.ee](mailto:kadi.villers@tehnopol.ee )**by 18 December 2020** in vector format or in image format other than vectorial with at least 300 dpi.

**ART. 7- CONFIDENTIALITY**

Tehnopol undertakes to keep the data and information included in the application form confidential, except for the data and information in the boxes marked with an asterisk (company name, website URL, reference sector, generic brief description of the product, Industry sector and very brief description of the business, and Name of the Product), which may be disclosed freely in connection with the Challenge's promotion needs. Tehnopol also undertakes to keep the Results confidential.

Given the confidential nature of the data and information referred to above, Tehnopol also undertakes, to (i) not disclose them in any way and in any form, without prejudice to the different written consent, even partial, of the company concerned; and (ii) not to use them for purposes other than those strictly necessary for participation in the Challenge.

Tehnopol undertakes to impose this obligation of confidentiality also on its employees, collaborators and consultants, as well as on all those who, due to participation in the Challenge as Solver, Mentors, or members of the Commissions, will become aware of such data and confidential information.

This confidentiality obligation remains for two (2) years from the start of the Challenge.

**ART. 8- INTELLECTUAL PROPERTY**

The intellectual property rights on the Results will belong to the selected companies, without prejudice to the right of the Solvers to be recognized as authors or inventors.

By participating in the Challenge, companies in any case authorize the Solver to mention their participation in the Challenge, making explicit reference to the name of the Product and to the company in whose favor they have carried out the Activities.

**ART. 9- ABSENCE OF GUARANTEES. EXEMPTION OF LIABILITY**

The results are presented by the Solver and accepted by the company "as is". Neither Tehnopol nor Solver provide any statement or warranty that the results (i) are of a certain technical quality; (ii) are suitable for a specific purpose; (iii) do not infringe third-party rights or legally protected subjective positions.

Neither Tehnopol nor Solvers assume any responsibility for the correctness, validity, originality and quality of the results, which will be considered in full autonomy by the company.

The participating companies expressly exempt Tehnopol and Solvers from any direct, indirect, incidental, consequential, punitive or moral damages deriving from participation in the Challenge or from the use of the Results.

**ART. 10- PROCESSING OF PERSONAL DATA**

Pursuant to art. 13 of the GDPR 2016/679, we inform that all the data that will come into possession of Tehnopol in carrying out the procedure foreseen by this Notice will be used exclusively for the purposes therein and will be treated with the help of information systems in full compliance with the above legislation. The data will not be communicated or disclosed to third parties. The data controller is Tehnopol, in the person of the legal representative pro tempore, who may be contacted and for the exercise of the foreseen rights, including the right of access to data, of integration, rectification and cancellation. For the complete information see: privacy policy on the [Estonian UX Challenge website](https://www.tehnopol.ee/en/200sme-challenge/).

**ART. 11- PROCESSING OF NON-PERSONAL INFORMATION FOR RESEARCH PURPOSES**

The UX Challenge is funded by H2020 EU project “200SMEchallenge”, whose aims include carrying out an extensive research evaluation of the outcomes and impacts of the UX Challenge in the participating SMEs. To make that possible, the following non-personal information regarding the applicant company, collected by the UX Challenge Company Application Form, will be shared by Tehnopol with Project partner FBK – Fondazione Bruno Kessler (www.fbk.eu), a research centre responsible for executing the evaluation plan of project 200SMEchallenge: 1\_Company name; 2\_VAT number; 4\_Number of employees; 5\_Yearly turnover 2019; 14\_Stage of maturation of the product. In particular, information (1) and (2) will be utilized with the sole purpose to match information (4), (5) and (14) with other anonymous data generated from the Survey. Sharing such information will allow to enrich the research data collected by the 200SMEchallenge Research Survey, avoiding the applicant to provide the same information twice.

**ART. 12- AUTHORIZATION TO PUBLISH YOUR OWN IMAGE**

The participating companies will endeavor to obtain all possible authorizations from the subjects that represent them and will attend the Challenge so that Tehnopol can publish their image with any form of support (press, websites, and the like) for the sole purpose of promoting and advertising the Challenge. Tehnopol undertakes not to use any image in such a way that it may damage or impair personal dignity or in any case for purposes other than those indicated and / or contrary to the law.

**ART. 13 – RESPONSIBLE FOR THE PROCEDURE**

The person in charge of the procedure at Tehnopol is Innovation Manager Kadi Villers.

Tallinn Science Park Tehnopol

Kadi Villers