**UX CHALLENGE: APPLICATION FORM FOR COMPANIES**

**(APPLICATION FORM)**

Companies interested in participating in the UX Challenge must complete the application form and send it to **kadi.villers@tehnopol.ee** by **December 13th 2020**. Applications received after the deadline indicated above and failure to complete one of the fields in the form underlying will be considered causes of exclusion from the selection process.

Before completing the form, make sure you have read the Call for selection, available on the the [Estonian UX Challenge website](https://www.tehnopol.ee/en/200sme-challenge/). Notice that the information collected in the fields marked with an asterisk (\*) may be used by Tehnopol also for project information purposes (e.g. published on Tehnopol webpages, and the 200SMEchallenge Project website - [www.200smechallenge.eu](https://www.200smechallenge.eu/)). All the other information will be kept confidential and will be used by Tehnopol for the sole purposes of carrying out the activities envisaged by the UX Challenge and the project 200SMEchallenge.

The UX Challenge is an initiative from Hub Innovazione Trentino (HIT), realized in the context of EU-funded project 200SMEchallenge (www.200SMEchallenge.eu). For more information write to: kadi.villers@tehnopol.ee

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| --- | --- | --- | --- | --- |
| **A. Company information** | | | | |
| 1\* | Company **name** |  | | |
| 2 | **VAT** number  *If applicable* |  | | |
| 3 | Operational headquarters **address** |  | | |
| 4 | Number of **employees**  *Self-declaration;* *must be < 250 to be eligible[[1]](#footnote-1)* |  | | |
| 5 | Yearly **turnover** 2019  *Self-declaration; must be <= 50 M€ to be eligible1* |  | | |
| 6\* | **Website** URL |  | | |
| 7\* | **Industry** sector and very brief description of the business |  | | |
| 8 | **Referent** person | Name and surname |  | |
| 9 | Job position |  | |
| 10 | Mobile telephone number |  | |
| 11 | Email address |  | |
| **B. Product information** | | | | |
| 12\* | **Name** of product |  | | |
| 13\* | Generic brief **description** of the product  *Include value proposition and main features; do not include confidential information (3 lines)* |  | | |
| 14 | Stage of **maturation** of the product  *Select the most suitable option and add notes at the end if necessary* |  Product is well-established in the market   Product has just been launched in the market   Product is in a pre-launch or beta-test phase   Product is in the prototype stage   Product idea or concept   Other (please specify)  Notes: | | |
| 15 | **Users**: who uses (ore should use) the product?  *If possible, try to briefly describe the different user types/categories.* |  | | |
| 16 | **Clients**: who buys (or should buy) the product?  *If possible, try to briefly explain the different customer segments.* |  | | |
| 17 | **Use cases**: what is the context (place and time) in which the product is used? Does it have to interact with other products / systems in order to produce value? |  | | |
| 18 | Include here some **images** of the product  *(E.g. screenshots of user interfaces, mock-ups, wireframes)* |  | | |
| 19 | URL from which it is possible to **access** or download the current version of the product  *(App on an app store, file installer, webpage, wireframe or prototype on a shared drive, document with description on a shared drive).* |  | | |
| **C. Improvement and innovation** | | | | |
| 20 | Has the company ever **involved users** or clients in co-design activities or product testing?  *Please provide a brief description of the activities (what and how many users, performed activities, results).* |  | | |
| 21 | Now state your **UX Challenge**: What User experience improvement or innovation goals do you have about the product? What questions or hypotheses with that regard?  *More than one goal can be named but be sure to distinguish and enumerate them.* |  | | |
| **D. Terms and conditions and privacy policy** | | | | |
| 22 | I’ve read the public **selection** **notice** and I accept its terms and conditions. | | |  I consent |
| 23 | I consent to the processing of my personal data and I declare that I have read the **privacy policy**.  *Consent is mandatory in order to be able to present a Product for the UX Challenge. The privacy policy is available* [*HERE*](https://www.tehnopol.ee/en/200sme-challenge/)*.* | | |  I consent |
| 24 | Optional consent to receive **communications** on subsequent editions or similar initiatives. | | |  I consent |
| **E. Previous experience of user-centered design (Survey)** | | | | |
| 25 | We are almost there!  The UX Challenge is part of a European project that aims to influence companies' knowledge and awareness of user-centered design (www.200SMEchallenge.eu). To complete the application, companies must complete a short web survey on previous experiences in this field. It will take approximately 15 minutes to fill it. The survey is available at the link below. WARNING! The survey is an integral part of the application to participate in the UX Challenge; therefore, it is required to fill it in to complete your application. Please complete it before submitting this application form.  **LINK to the Baseline Survey from Project 200SMEchallenge:**  [Baseline Survey link](https://docs.google.com/forms/d/e/1FAIpQLSduNqnUCB2PfajuFFtOoo0mSwqJk39F6EsZU0FcAbhzWTwuwA/viewform) | | |  I confirm I have already filled the Baseline Survey |

1. Notice that in case of non-autonomous enterprises (e.g. partner enterprises or linked enterprises), data needs to be calculated adding data of the partner or linked enterprise(s). Full guidance on such calculations are available here in the European Commission’s “[User guide to the SME Definition](https://ec.europa.eu/regional_policy/sources/conferences/state-aid/sme/smedefinitionguide_en.pdf)”, 2015. [↑](#footnote-ref-1)