**UX CHALLENGE: PUBLIC NOTICE OF SOLVERS (STUDENTS) 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 Estonian UX Challenge** will be held **Tallinn Science Park Tehnopol** at Teaduspargi 6/1, Tallinn, on Wednesday to Friday, **3rd to 5th of March** **2021.** If health and safety regulations permit, the event will be held physically. Otherwise, the event will be held online, with remote participation. Tehnopol will communicate the format in which the event will take place **by 31 January 2021**.

The 2021 edition of the UX Challenge is funded by the European framework programme for research and innovation Horizon 2020, through the "200SMEchallenge" project (<https://www.200smechallenge.eu/> - hereinafter, "Project"). Specifically, the Project aims to assess the impact of the UX Challenge in SMEs through a study with an experimental research design (RCT - Randomized Control Trial), where eligible companies and participants in the UX Challenge (8) constitutes the group subject to treatment, and those eligible but not selected (22) the control group.

**ART. 1 - SUBJECT OF THE NOTICE**

This Notice is aimed at selecting at least forty (40) master or PhD students or young design talents who will have access to the UX Challenge as Solvers. The Solvers, assisted by Mentors, will perform evaluation and improvement of the User Experience (hereafter, "Activities") to eight (8) selected digital Products presented by companies (hereinafter, "Products").

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 slides or with specialized software. For more information on the benefits of the activities see the link <https://www.gv.com/sprint/>.

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

The Challenge foresees that groups of Solvers (hereafter, "Team") work side by side over two days to test and improve the User Experience of eight (8) Products. Teams will work independently, albeit supported by a Mentor who will guide them in the execution of the Activities in order for the Team to get to 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:

* Tuesday, 23rd February 2021, late afternoon. Preliminary activities training and team building dedicated to Solvers.
* Wednesday, 3rd of March 2021. First day of activity: following a brief presentation of the participating companies, the Products and the Solvers, the Solvers will start the work. The participating companies must be present in the initial phase of the day with their own technical staff in order to present their Product directly.
* Thursday, 4th of March 2021. Second day of activity: Solvers carry out prototyping and testing of their solution with real users. During the day, companies will have to guarantee telephone availability to respond to any need for clarification or information.
* Friday, 5th of March 2021. Third day of activity: Solvers will continue their work until the production of the Results. During the day, companies will have to guarantee telephone availability to respond to any need for clarification or information. At the end of the works (Friday, 5th of March 2021, 2.00 pm), each group of Solvers will present the results in private session to the company. After that (4.00 pm), Teams will present to an audience selected by invitation the methods of application of the activities used and any details on the results that each company agrees to share.

**ART. 3 - EVALUATION OF TEAMS**

At the end of the presentations in private sessions, companies and Mentors selected by Tehnopol will formulate and communicate to Tehnopol a judgment on the results presented by the teams in their competence.

Specifically, the company will form an opinion on the Team that will have operated on its Product based on the following criteria:

* Criterion 1: potential business impact of the results (from 1 to 5 points);
* Criterion 2: achievability of the Results (from 1 to 5 points).

Similarly, the Mentors will formulate a judgment on the work of the teams they support based on the following criteria:

* Criterion 3: ability to perform the Activities in a profitable way (from 1 to 5 points);
* Criterion 4: effectiveness of team work (from 1 to 5 points).

Finally, some selected experts of the Activities will formulate a judgment on the results according to the following criteria:

* Criterion 5: innovativeness of the Results produced (from 1 to 10 points);
* Criterion 6: completeness of the Results produced (from 1 to 10 points).

At the end of these presentations, Tehnopol, on the basis of the aggregation of the opinions expressed by companies, Mentors and Experts, will identify the Team of Solvers who will have scored the highest score, giving notice within the end of the day. In case of equal scores, the prize will be awarded to the team who will have scored the highest score in the first criterion, starting from criterion 1.

The group of Solvers with the highest score in the ranking will receive entry tickets to the Golden Egg awards gala of 2021. In addition, the members of the best team(s) will get organised meetings with the top Estonian design agencies (networking, introduction, etc). The evaluations of companies and mentors are unquestionable.

**ART. 4 - APPLICATION FOR PARTICIPATION AND METHOD OF PRESENTATION**

People interested in participating in the Challenge as Solvers must fill in the application form available at the link [here](https://docs.google.com/forms/d/e/1FAIpQLSd1fuJnlcAVsQVXYZmg4Z64o20H-UgaaZlRlo2H5XL-VP-2Iw/viewform) by **January 31, 2021**. Applications received after the deadline indicated above or whose form is not complete in its entirety will be considered ineligible.

**ART. 5 - METHOD OF SELECTION OF PARTICIPATION APPLICATIONS**

Tehnopol will identify the participants who will be invited to participate in the Challenge as Solver, by drawing up a ranking of suitability based on the following criteria:

1. having attended courses and completed exams in which the Activities applied in the Challenge have been dealt with (from 1 to 5 points);
2. having put in practice (even partially) those Activities on products or projects in the course of curricular initiatives (term papers, project works, internships, thesis) (from 1 to 5 points);
3. having taken part to hackathon, service design jam, innovation challenges, innovation contests, whatever the field (from 1 to 5 points);
4. having work or volunteering experiences, in whatever field (apart from those reported in the previous point) (from 1 to 5 points);
5. having convincing motivations to support the application (from 1 to 5 points).

To be considered suitable, candidates must achieve a minimum score of 13. Once the ranking has been drawn up, the Commission will select up to fifty (50) suitable candidates who will obtain the best score. In the case of equal scores, the application with an antecedent date will be selected.

By **February 3, 2021**, candidates will receive an email notification regarding the results of the selection process.

Within 3 days of receipt of such communication, the selected candidates must confirm their participation in the Initiative by e-mail at kadi.villers@tehnopol.ee. In the absence of such confirmation, Tehnopol will propose participation in the Initiative to the candidate in a subsequent position in the ranking. At the end of the process, the names of the selected candidates will be published on the initiative's website.

**ART. 6 - CONFIDENTIALITY**

The Solver undertakes to keep confidential data and information concerning selected companies and Products, except for the following company data and information: company name, website URL, reference sector, brief description of the business activity, name of the Product. Moreover, the Solver also undertakes to keep the results confidential and not to disclose them in any way and in any form, without prejudice to the different written consent, even partial, of the company concerned.

This confidentiality restriction remains for two (2) years from the date of commencement of the Challenge.

**ART. 7 - INTELLECTUAL PROPERTY**

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

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

**ART. 8 - ABSENCE OF GUARANTEES. EXEMPTION OF LIABILITY**

The results are presented by the Solvers and accepted by the company "as is". Neither Tehnopol nor the Solvers provide any declaration or guarantee that the Results (i) are of a specific technical quality; (ii) are suitable for a particular purpose; (iii) do not violate third party rights or legally protected subjective positions.

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

The participating companies expressly exonerate HIT and the Solvers from any direct, indirect, incidental, consequential, punitive or moral harm resulting from participation in the Challenge or the use of the Results.

**ART. 9 - PROCESSING OF PERSONAL DATA**

Pursuant to art. 13 of the GDPR 2016/679, we inform you that all the data that will be in possession of Tehnopol in carrying out the procedure provided for in this Call will be used exclusively for the purposes specified therein and will be processed with the aid of information systems in full compliance with the aforementioned 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, which can be contacted for the exercise of the rights provided, including the right of access to data, integration, correction and cancellation.

**ART. 10 - PROCESSING OF ANONYMOUS INFORMATION FOR RESEARCH PURPOSES**

The UX Challenge is funded by the 200SMEchallenge Project, whose objectives include assessing the impacts of the UX Challenge on participating SMEs. To make this possible, the following non-personal information relating to the Solvers, collected from the UX Challenge Application Form, will be anonymised and shared by Tehnopol with the project partner FBK - Fondazione Bruno Kessler ([www.fbk.eu](file:///Users/sillevosaste/Downloads/www.fbk.eu)), a research centre responsible for the execution of the evaluation plan of the 200SMEchallenge project: affiliation (information collected in questions 6-11).

**ART. 11 - AUTHORIZATION TO PUBLISH YOUR OWN IMAGE**

The Solver agree that Tehnopol may publish their image with any form of support (print, websites, and the like) for the sole purpose of promoting and publicizing the Challenge. Tehnopol undertakes not to use any image in such a way that it may harm or compromise personal dignity or in any case for purposes other than those indicated therein and / or contrary to the law.

**ART. 12 - RESPONSIBLE FOR THE UX CHALLENGE TALLINN ORGANISATION**

The person in charge of the organisation of UX ChallengeTallinn 2021 at Tehnopol: Kadi Villers, Innovation Manager, Tallinn Science Park TEHNOPOL.

Tallinn, [01/12/2020]