UX AWARDS 2019

ENTRY GUIDE

The Ballsbridge Hotel, Dublin
Thursday, June 20th

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UX Awards

The UX Awards recognise & celebrate excellence in the UX community in Ireland over the past 18 months.

Launched in 2019, The UX Awards are a timely, much-needed platform from which to celebrate achievements in the Irish UX sector.

The UX Awards provides a platform from which to amplify and celebrate the UX world and the incredible contribution those in it – the designers, developers, agencies, clients, entrepreneurs and other stakeholders – make to economies and societies.

The UX Awards ceremony itself also offers a great opportunity to make new business connections and strengthen existing client relations.

Shortlisted entrants and winners will have their national profiles raised just by making the final.

And of course, there's the beautiful trophy which the successful entrants will take away on the night.

What are you waiting for? There is **no charge to enter** the UX Awards so get your thinking cap on and start putting your entries together!

We wish all our entrants the best of luck and we look forward to receiving your entries.

Entering

Entries must be made <u>online</u>.

There are 23 Categories to enter:

B2B UX Achievement:
B2B UX Achievement in Entertainment
B2B UX Achievement in Financial Services
B2B UX Achievement in Sport & Gaming
B2B UX Achievement in Productivity & Utilities
B2B UX Achievement in Health & Lifestyle
B2B UX Achievement in Social & Communications
B2B UX Achievement in E-tail & e-Commerce

B2C UX Achievement:
B2C UX Achievement in Entertainment
B2C UX Achievement in Financial Services
B2C UX Achievement in Sport & Gaming
B2C UX Achievement in Productivity & Utilities
B2C UX Achievement in Health & Lifestyle
B2C UX Achievement in Social & Communications
B2C UX Achievement in E-tail & e-Commerce

General Awards & Disciplines:
Social Impact of UX Award
Innovation in UX Award
Education Award
Interface Design Award
Animation in UX Award
UX Content Award
UX Onboarding Award
UX Purchase Award

How to Enter

It is **free** to enter the UX Awards.

When completing your entry, please follow these rules:

- All activities cited in support of your entries must have been ongoing **within the past 18 months** from the closing date of these awards.

- Please ensure your submission fits onto **no more than 5 A4** pages in portrait PDF format including supporting materials such as pictures, graphs, tables etc.

- Please **answer each of the key criteria points** allocated to the category that you are entering. This is what the judges base their scores on. Back up your key points with other information such as tables, graphics, figures, pictures etc.

- You may enter as many categories as are relevant, however each entry must be **tailored to meet the category criteria.**

- The entering party must have some entity in the ROI or NI, and the projects that support their entry **must have taken place** in these areas unless stated otherwise in the category criteria.

You will need the following to complete your entry:

- Your **5 A4 page PDF** entry document.

- A **50 word summary** of your entry. This may be used in full in our Awards booklet or in our script. It must be relevant to the category you are entering: so, if you are entering a project, the summary must be about the project; if you are entering a person, it must be about that person.

- **2 high resolution landscape photos** (300 dpi) relevant to your entry and the category you are entering: so, if you are entering a project, the photos must be about the project; if you are entering a person, it must be of that person. No graphics/collages/logos/watermarks.

- These will be used as part of the AV presentation on the night, so choose photos that you are proud to display.

- A **jpeg** version of your organisation **logo**.

- The **name** of the person who will **accept the trophy** on your behalf in the event you should win. This may be used in post Awards media coverage.

- **Please note:** All of the above items will be required in order to submit your entry, and **you will not be able to modify your entry once uploaded.**

UX AWARDS 2019

Tips for Entering

1. Read the criteria and make sure you answer each point. The judges use the criteria points as a basis for their scores, so make sure you touch on each criteria point. You can use additional facts, figures and information to back up or add to these points. By following the criteria you stand a better chance of scoring highly and make the judge's job easier!

2. Enter the right categories. Some companies seem to enter certain categories, and then ignore the one that they would stand a much better chance of winning. To start, look through the categories carefully and choose the most relevant to you. This will give you a better chance of winning.

3. Facts are very powerful; and waffle or generalities cut very little ice with the judges. There are lots of ways of presenting data, and one may look a lot stronger than the others. For example, your sales figures may not be great, but your new enquiry levels could be through the roof, focus on these. We're not advocating you twist the truth; but we do feel it's within the rules for you to make the strongest possible case for your company.

4. Don't write more than you've been asked to supply. There is a limit on the number of pages you can submit (5 A4 Pages). Don't go above this as the judges won't read reams of supporting information. In the same way don't do ultra-minimal entries and simply rely on your profile to get yourself noticed.

5. Put yourself in the judges' shoes. Think about what would really impress them. What makes you special and distinctive? Our judges are all senior people and you need to think about your entry from their perspective. In many cases we see entries prepared by junior members of the team who can miss key selling points. The best entries have input from someone at Board level.

6. Check everything carefully. Many entries include fundamental errors – mainly spelling or grammatical errors.

7. Phone a friend. The events team working on the awards are happy to talk through draft entries and are always willing to give guidance. So if you want to try something a bit different, and would like our thoughts on that before you submit your entry give us a call – we'll do our best to give you a sensible steer.

8. Good presentation pays dividends. You are not judged on how pretty your entry looks, but busy judges are inevitably attracted to easy-to-read, neatly laid out entries. Some of the better submissions include simple, summary bullet points. The best presented entries often incorporate a range of small photographs, clever charts or graphs and other visual material that make it very easy to absorb and digest.

9. Boast - don't be modest! Your positive opening words are crucial - so begin with the end! This is the hook which will encourage those judging to delve deeper. Don't ramble; get to the point, every word should count. Be proud of what you have done, this is one time when it is absolutely right to boast. Testimonials are very powerful too!

10. Promote your business It is not often you are given the chance to generate free publicity; so encourage and praise your team and you might be surprised to discover that you can win one of the most prestigious awards in the sector. And if you win, think of the huge marketing advantage that will give you.

Judges & Judging Process

A distinguished panel of experts, drawn from both the client and agency-side from Ireland and abroad, will be drawn to co-ordinate the UX Awards judging.

To view who will be judging this year's Awards, visit www.uxa.ie.

Shortlisting

- Once the entry deadline is reached all entries will be carefully examined and scored using the criteria by the shortlisting panel of experts.
- The highest scoring submissions will be selected to go forward to the shortlist for each category.
- You will receive an email from the Event Team letting you know if your entry was successful or not.
- The shortlist of finalists will be published on the Awards' website, www.uxa.ie.

Judging

- Judges are divided into panels, based on their expertise, to ensure any possible conflict is avoided.
- All judges score the finalists based on the relevant category criteria.
- Scores are then collected by the event team and collated.
- Scores are sent to the judging coordinator who checks and verifies all scores.
- The highest scoring entrant is declared the winner of that category.

The winners will be announced at the awards ceremony in the Ballsbridge Hotel, Dublin, on Thursday, June 20th, 2019.

UX AWARDS 2019

Categories & Criteria
B2B UX Achievement Awards

B2B UX ACHIEVEMENT IN ENTERTAINMENT

This award recognises an outstanding UX in Ireland's B2B Entertainment industry, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.

- UX overview: Please explain the overall use for which UX design has been executed.

- Challenges: Tell us about the challenges the UX is designed to meet.

- Rationale: What was the rationale behind the design concept?

- Creative inputs: Highlight the creative inputs in support of the design concept.

- Content: Tell us how content was created to support the UX mission.

- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2B UX ACHIEVEMENT IN FINANCIAL SERVICES

This award recognises an outstanding UX in Ireland's B2B financial services sector, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

B2B UX ACHIEVEMENT IN SPORT & GAMING

This award recognises an outstanding UX in Ireland's B2B sport & gaming industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.

- UX overview: Please explain the overall use for which UX design has been executed.

- Challenges: Tell us about the challenges the UX is designed to meet.

- Rationale: What was the rationale behind the design concept?

- Creative inputs: Highlight the creative inputs in support of the design concept.

- Content: Tell us how content was created to support the UX mission.

- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2B UX ACHIEVEMENT IN PRODUCTIVITY & UTILITIES

This award recognises an outstanding UX in Ireland's B2B productivity & utilities space, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.

- UX overview: Please explain the overall use for which UX design has been executed.

- Challenges: Tell us about the challenges the UX is designed to meet.

- Rationale: What was the rationale behind the design concept?

- Creative inputs: Highlight the creative inputs in support of the design concept.

- Content: Tell us how content was created to support the UX mission.

- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2B UX ACHIEVEMENT IN HEALTH & LIFESTYLE

This award recognises an outstanding UX in Ireland's B2B health & lifestyle industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

B2B UX ACHIEVEMENT IN SOCIAL & COMMUNICATIONS

This award recognises an outstanding UX in Ireland's B2B social & communications industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

B2B UX ACHIEVEMENT IN E-TAIL & E-COMMERCE

This award recognises an outstanding UX in B2B e-tailing & e-Commerce, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

UX AWARDS 2019

Categories & Criteria
B2C UX Achievement Award

B2C UX ACHIEVEMENT IN ENTERTAINMENT

This award recognises an outstanding UX in Ireland's B2C entertainment industry, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.

- UX overview: Please explain the overall use for which UX design has been executed.

- Challenges: Tell us about the challenges the UX is designed to meet.

- Rationale: What was the rationale behind the design concept?

- Creative inputs: Highlight the creative inputs in support of the design concept.

- Content: Tell us how content was created to support the UX mission.

- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2C UX ACHIEVEMENT IN FINANCIAL SERVICES

This award recognises an outstanding UX in Ireland's B2C financial services sector, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

B2C UX ACHIEVEMENT IN SPORT & GAMING

This award recognises an outstanding UX in Ireland's B2C sport & gaming industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.
- UX overview: Please explain the overall use for which UX design has been executed.
- Challenges: Tell us about the challenges the UX is designed to meet.
- Rationale: What was the rationale behind the design concept?
- Creative inputs: Highlight the creative inputs in support of the design concept.
- Content: Tell us how content was created to support the UX mission.
- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2C UX ACHIEVEMENT IN PRODUCTIVITY & UTILITIES

This award recognises an outstanding UX in Ireland's B2C productivity & utilities space, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.
- UX overview: Please explain the overall use for which UX design has been executed.
- Challenges: Tell us about the challenges the UX is designed to meet.
- Rationale: What was the rationale behind the design concept?
- Creative inputs: Highlight the creative inputs in support of the design concept.
- Content: Tell us how content was created to support the UX mission.
- Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).

B2C UX ACHIEVEMENT IN HEALTH & LIFESTYLE

This award recognises an outstanding UX in Ireland's B2C health & lifestyle industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*
- *UX overview: Please explain the overall use for which UX design has been executed.*
- *Challenges: Tell us about the challenges the UX is designed to meet.*
- *Rationale: What was the rationale behind the design concept?*
- *Creative inputs: Highlight the creative inputs in support of the design concept.*
- *Content: Tell us how content was created to support the UX mission.*
- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

This award recognises an outstanding UX in Ireland's B2C social & communications industries, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

This award recognises an outstanding UX in B2C e-tailing & e-Commerce, delivered over the past 18 months, that can best demonstrate true innovation and customer satisfaction.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *UX overview: Please explain the overall use for which UX design has been executed.*

- *Challenges: Tell us about the challenges the UX is designed to meet.*

- *Rationale: What was the rationale behind the design concept?*

- *Creative inputs: Highlight the creative inputs in support of the design concept.*

- *Content: Tell us how content was created to support the UX mission.*

- *Impact: What was the impact of the UX implementation, including the contribution to business growth (e.g. sales, completed tasks) and benefits to the end user (e.g. improved customer satisfaction).*

Categories & Criteria
General & Discipline Award

SOCIAL IMPACT OF UX AWARD

This award recognises the UX solution that has helped non-profit and non-governmental organisations to achieve its goals and improve their social impact.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Project overview: Please tell us about the project or projects in which you have been engaged that demonstrate the positive social impact great UX delivered.*

- *Strategy: What strategy was undertaken to achieve the project's aims and objectives?*

- *Innovation: Please detail any innovations that you introduced through this project and detail measurable outcomes.*

- *Challenges: Explain challenges that were experienced and how they were overcome, and the successes achieved. What lessons were learned?*

- *Outcome and Results: Summarise the outcome of these efforts, specifying the contribution to the local community and also your own organisation. Please include facts and figures where possible.*

INNOVATION IN UX AWARD

This award recognises a project, action or initiative undertaken over the past 18 months by an organisation specialising in UX that can best demonstrate true innovation. The innovation can be in any area – for example a new product or packaging, innovative use of technology a strategic partnership which has brought your organisation to the next level.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Rationale: What was the rationale behind the project or initiative? Was there a specific problem that required this innovation?*

- *Innovation: Is the innovation an improvement on existing methods and, if so, how much of an improvement? What are the unique aspects of this improvement?*

- *Idea Development: How was the idea developed from concept through design and implementation?*

- *Wow factor: What is the wow factor? Judges are looking for ideas that leapfrog current processes or technology and provide simple and elegant solutions to long standing issues.*

- *Outcomes: How effective is the innovation, and what are its benefits?*

- *Include any other facts or statements that you feel are relevant to support the entry.*

EDUCATION AWARD

This award recognises the Irish-based third level institution, technical training college or organisation that can best demonstrate excellence in the delivery and development of knowledge or skills in the UX industry.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Background: Please outline the size and nature of your organisation.*

- *Programme: What is the curriculum or programme? Please detail curriculum development, student/delegate numbers and course accreditation and affiliation.*

- *Development: How did the course prepare or develop the students/delegates for their career in UX?*

- *Excellence in Education and Training: Provide examples where an individual or the institution has gone beyond curricular requirements to facilitate students or delegates.*

- *Industry Exposure: Outline the exposure of students/delegates to the wider UX industry. This may include details of invited speakers, research, or industrial experience in any relevant institutions both nationally and globally.*

- *Please provide details on dissemination of studies to the broader community. This may include publications, workshops, student awards or details of any competitions entered, and prizes attained.*

INTERFACE DESIGN AWARD

This award recognises the important role that interface design can play in the delivery of a high-quality user experience. All activities in support of your entry must be completed or on-going within the past 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Elegant Design: Outline how cohesive and refined the solution feels. In your answer, please detail how seamless and consistent the users' interactions are with the solution.*

- *Simplicity: How does the experience support mastery of the task at hand and avoid unnecessary complexity?*

- *Innovation: Please specify what is new, unique, or exciting about your solution. Is it an improvement on existing methods, conventions and patterns; and, if so, how much of an improvement?*

- *Impact: What have been the practical benefits the solution has made to the user experience? How has it impacted the business and the end-user? How is the impact measured?*

- *Emotional Engagement: How does the solution produce an emotional engagement between the user and its objective? This could range from joy and delight to empowerment and a desire to act.*

ANIMATION IN UX AWARD

This award recognises the important role that animation can play in the delivery of a high-quality user experience. All activities in support of your entry must be completed or on-going within the past 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Elegant Design: Outline how cohesive and refined the solution feels. In your answer, please detail how seamless and consistent the users' interactions are with the solution.*

- *Simplicity: How does the experience support mastery of the task at hand and avoid unnecessary complexity?*

- *Innovation: Please specify what is new, unique, or exciting about your solution. Is it an improvement on existing methods, conventions and patterns; and, if so, how much of an improvement?*

- *Impact: What have been the practical benefits the solution has made to the user experience? How has it impacted the business and the end-user? How is the impact measured?*

- *Engagement: Outline how the animation drove the UX to new heights and entertains, delights and informs to support core objectives.*

UX CONTENT AWARD

This award recognises the important role that content can play in the delivery of a high-quality user experience. All activities in support of your entry must be completed or on-going within the past 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Content: Please demonstrate how your creative, functional and engaging content has resulted in a complete user experience for the target audience or market.*

- *Simplicity: How does the experience support mastery of the task at hand and avoid unnecessary complexity?*

- *Innovation: Please specify what is new, unique, or exciting about your solution. Is it an improvement on existing methods, conventions and patterns; and, if so, how much of an improvement?*

- *Impact: What have been the practical benefits the solution has made to the user experience? How has it impacted the business and the end-user? How is the impact measured?*

- *Emotional Engagement: How does the solution produce an emotional engagement between the user and objective? This could range from joy and delight to empowerment and a desire to act.*

UX ONBOARDING AWARD

First impressions are key in any business. This award recognises the most effective UX Onboarding process, delivered over the past 18 months, that has led to the growth of your business and increased user engagement.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Onboarding: How was onboarding achieved? How was friction removed? How was user engagement maintained from beginning to end?*

- *Simplicity: How does the experience support mastery of the task at hand and avoid unnecessary complexity?*

- *Innovation: Please specify what is new, unique, or exciting about your solution. Is it an improvement on existing methods, conventions and patterns; and, if so, how much of an improvement?*

- *Impact: What have been the practical benefits the solution has made to the user experience? How has it impacted the business and the end-user? How is the impact measured?*

- *Emotional Engagement: How does the solution produce an emotional engagement between the user and its objective? This could range from joy and delight to empowerment and a desire to act.*

UX PURCHASE AWARD

This award recognises the important role that a good user experience plays in the purchasing journey. All activities in support of your entry must be completed or on-going within the past 18 months.

Entry is by a 5 A4 page submission; the judges will be looking for clear information backed up by facts that pays particular attention to the criteria listed below.

- *Organisation overview: Tell us about your operation; if you are an agency or one-person team. Please provide background and context.*

- *Elegant Design: Outline how cohesive and refined the solution feels. How did the UX simplify/enhance the purchase element of the experience?*

- *Simplicity: How does the experience support mastery of the task at hand and avoid unnecessary complexity?*

- *Innovation: Please specify what is new, unique, or exciting about your solution. Is it an improvement on existing methods, conventions and patterns; and, if so, how much of an improvement?*

- *Impact: What have been the practical benefits the solution has made to the user experience? How has it impacted the business and the end-user? How is the impact measured?*

- *Emotional Engagement: How does the solution produce an emotional engagement between the user and its objective? This could range from joy and delight to empowerment and a desire to act.*

Sample Entry Template

Introduction

Company Background

Summary of Project Team

Main Body of Entry

Address the Category Criteria Points:

- *Point 1*
- *Point 2*
- *Point 3*
- *Point 4*
- *Point 5*

Supporting Materials

Graphs, Tables, Pictures, Screenshots,
Testimonials etc. that supports the entry

Summary

Main Outcomes & Achievements
of Submission

The Awards Night

The UX Awards 2019 will take place in the **Ballsbridge Hotel Dublin** on **Thursday, June 20th**.

The Awards is a **black tie gala evening** where the cream of Ireland's User Experience sector will be recognised and celebrated in front of hundreds of senior executives. The trophies will be presented to the very best leaders and organisations within the industry.

The evening will begin with a drinks reception. A 3 course meal will then be served in the ballroom. Once dinner has concluded, we get on to the main event and announce the winners in the Awards Ceremony.

When all winners have been crowned, we finish off the night with entertainment and networking.

Interested in attending?

Book online now!

Opportunities

Business River is the network solutions arm of Event Strategies. We own a large suite of large, medium and small scale events across many industries.

Some of our other event properties are listed below.

Our Sponsorship is a comprehensive collection of marketing and communications that create the platform for you to have important business conversations with your target market.

Please enquire about our packages:

- Title Sponsorship
- Platinum Sponsorship
- Gold Sponsorship
- Supporter

There are limited sponsorship opportunities available for this event.

To enquire further please contact

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