

UX CHALLENGE: PUBLIC NOTICE OF COMPANIES SELECTION

INTRODUCTION

The UX Challenge is an initiative of Hub Innovazione Trentino - Foundation (hereinafter, "HIT"), realized in collaboration with Fondazione Bruno Kessler, University of Trento, Istituto Pavoniano Artigianelli per le Arti Grafiche, Trentino Sviluppo S.p.A and Confindustria Trento, in the context of the Digital Innovation Hub Trentino Alto-Adige/Südtirol.

The Initiative has dissemination, knowledge and training purposes. The main objective is to encourage the development of technology transfer activities and research-enterprise collaborations in an open innovation context:

- allowing companies to learn about the benefits of using methodologies and techniques to improve User Experience in the design of products and services with high technological content.
- enabling university students to master these methodologies by applying them to industrial problems and challenges, thus improving their own preparation (Challenge-Based Learning);
- offering teachers and researchers an opportunity to transfer their knowledge and technological know-how.

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 ones. 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"), assisted by experts in the field, who will work in teams to test and improve the quality of the products and services presented by the participating companies.

In addition to this, citizens selected by HIT, as users, through Smart Crowds Territorial Lab (<https://www.smartcrowds.net/>) will participate in the UX Challenge and will have the role of testing the products and solutions of the Solvers and contribute to the innovation process.

The UX Challenge 2023 will be held from 27 February to 3 March 2023, in blended mode and part-time, and the final event will be held on 6 March at the SOI – School of innovation of the University of Trento, in Via Tommaso Gar 16/2.

ARTICLE 1 - SUBJECT OF THE NOTICE

The purpose of this Notice is to select digital products or services proposed by businesses (hereinafter, "Products") that the Solvers will improve by performing User Experience evaluation and improvement activities (hereinafter, "Activities").

Specifically, by way of example, this means:

- *Products*: digital products or services whose value is highly influenced by aspects of person-machine interaction, such as, by way of example: mobile applications (smartphones or tablets), webapps, webpages and interactive websites, desktop applications and software, digital interfaces for controlling home automation systems, automotive infotainment, consumer products, industrial machinery, or other systems. It is understood that Products can be at different levels of maturity: already on the market, prototype versions, concepts, ideas in embryonic phase. The Products, even if in prototype form, must be delivered to the Solvers through a URL (possibly only Powerpoint slides with concept and/or mockup description). Any material shared will be treated confidentially.
- *Activities*: execution of a "Design Sprint" lasting 5 days, which will include analysis of digital interaction problems, ideation of solutions with design thinking techniques, wireframe sketching and graphic interface mock-ups rapid prototyping on slides or with specialized software, and usability tests with users. For more information on the benefits of the Activities and Design Sprint see the link (<https://sprintstories.com>).

ART. 2 - METHODS OF CARRYING OUT THE CHALLENGE

The Challenge foresees that groups of Solvers (hereafter, "Teams"), will work in parallel over the course of five days to test and improve the User Experience of the selected Digital Products. For each Product, there will be one or more dedicated Teams, who will work independently, although assisted by one or more mentors who will support them in the execution of the Activities and in the production of a short final report (.doc format) containing interface design, 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 HIT, in coordination with the partners of the initiative.

The Challenge will be held according to the following schedule:

- Monday, 20 February 2023, 6:00 p.m. - 8:00 p.m. and Wednesday, 22 February 2023 same time: preliminary training and team building activities dedicated to Solvers.
- Monday, 27 February 2023, 10:00 am - 12:00 pm: kick-off meeting between teams and companies selected for the Challenge (first phase Design Sprint - Map the problem). Participating companies will have to be present with their own technical staff in order to directly present their Product and challenge to the Team and mentors. During the day, the companies will have guarantee telephone availability to respond to any need for clarification or information.

- From Tuesday, 28 February 2023 to Friday, 3 March 2023: execution of ideation, decision-making, and prototyping activities (phases 2, 3, 4 and 5 of the Design Sprint). These activities will be carried out independently by the Solvers, remotely, in time slots that will be defined at the kick-off meeting based on their availability, and in coordination with the company and mentors. Solvers are required to ensure a part-time commitment, while companies will have to be available to take part in one or more interim meetings.
- Monday, 6 March 2023, 2:00 p.m. – 5:00 p.m.: final day of in-person activities, at the SOI – School of innovation of the University of Trento, during which will first take place the meetings for the presentation of the results by the teams to the companies, in private. After that, the Teams will present to a final event open to the public the performed Activities, and a part of the Results, not covered by confidentiality, in agreement with each enterprise.

During the day, companies, mentors, and experts selected by HIT will formulate and communicate to HIT a judgment on the results presented by the teams. Specifically, the company will formulate a judgment on the Teams that will have worked on its Product based on the following criteria:

- Criterion 1: Potential business impact of the Results (1 to 5 points);
- Criterion 2: Achievability of Results (1 to 5 points).

Similarly, mentors will make a judgment on the Teams' performance based on the following criteria:

- Criterion 3: Ability to use the Activities productively (1-5 points);
- Criterion 4: Effectiveness of teamwork (1 to 5 points).

Finally, the experts will make a judgment on the Results based on the following criteria:

- Criterion 5: Innovativeness of the results produced (1 to 10 points);
- Criterion 6: Completeness of the results produced (from 1 to 10 points).

At the end of the event, on the basis of the aggregation of the judgments expressed by companies, mentors, and experts, the Team that will have totalled the highest score will be identified (giving notice by the end of the day). In the event of a tie, the team with the highest score in the first criterion starting from criterion 1 will prevail.

The highest-scoring group of Solvers will be awarded a one-year Professional membership to the Interaction Design Foundation online design school (<https://www.interaction-design.org/>). The Solvers participating in the Teams ranked second and third will receive a book on the Challenge topics as a prize. Evaluations by companies and mentors are final.

Students in the Department of Psychology and Cognitive Science who participate in the Challenge will also have the opportunity to acquire 1 additional ECTS (1 supernumerary CFU).

ART. 3 - APPLICATION FORM AND TERMS OF PRESENTATION

Companies interested in participating in The Challenge must fill in the Application Form that can be downloaded from the link at <https://www.trentinoinnovation.eu/en/innovate/innovation-tools/ux-challenge/ux-challenge-for-companies/> fill in all its fields, and send it by email to ux-challenge@trentinoinnovation.eu, no later than **25 November 2022, at 11:59 p.m. - receiving server time.**

Any application received after the deadline indicated above or whose form is not complete in all its parts will be considered inadmissible, even if the different or late submission is due to force majeure, unforeseeable events or actions of third parties.

HIT reserves the right to modify, suspend, extend or revoke this procedure at any time, or not to proceed with it if he deems it necessary or appropriate.

ART. 4 - EVALUATION AND SELECTION OF APPLICATIONS

A Commission appointed by HIT will evaluate the eligible applications and products for participation in The Challenge. This Committee will be composed of internal staff and representatives of the HIT Founders and other partners in the initiative.

The eligibility criteria for applications (A) used by the Commission are as follows:

1. send your application in full, i.e. complete and return the Application Form (available at the web address indicated), in MS Word or PDF format, to the specified e-mail address;
2. submit your application within the deadline.

The eligibility criteria for Products (B) used by the Commission are as follows:

1. Ability to learn and use the Product without special training, documentation, or prior experience (score: 1-5);
2. characteristics of the target users that do not make it complicated or impossible for them to be involved in The Challenge as testers (e.g. users with severe pathologies or disabilities) (score: 1-5)
3. relevance of digital interaction aspects in the user's experience of using the Product (score: 1-5)
4. innovativeness of the product value proposition (score: 1-5)
5. presence and clarity of motivations and expectations for Product innovation that motivate the company to apply for The Challenge (score: 1-5).

To be considered eligible, Products must achieve a minimum score of 16. The Committee will draw up a ranking list, and identify the Products with the highest score, which will be selected to participate in the UX Challenge. In the event that the same company has submitted more than one Product that will be eligible, only the Product with the highest

score will be considered. By **9 December 2022**, companies will receive an email communication regarding the outcome of the Commission's selection process.

ART. 5 - TERMS OF PARTICIPATION

Within 5 days from the receipt of the communication regarding the results of the selection, the companies whose Products have been selected may renounce to participate in the Initiative by sending an email to ux-challenge@trentinoinnovation.eu. In this case, HIT will propose participation in the Initiative to the company whose Product is in the next position in the ranking.

The companies that will be selected and that will confirm their participation commit themselves to pay the participation fee to HIT by 23 December 2022, which is set at Euro 500.00, plus IVA, to IBAN IT 84 I 02008 05364 000103978293 (further header information at this URL: <https://trasparenza.trentinoinnovation.eu/ita/Pagamenti-dell-amministrazione/IBAN-e-pagamenti-informatici>), under penalty of exclusion from the Initiative. At the end of the process, the references of the selected Products and of the relevant companies will be published on the web page of the Initiative.

ART. 6 - TRADEMARKS

The participation of the companies in The Challenge implies the concession, by each company, of a free and non-exclusive license to use its own trademark in favour of HIT, to be used exclusively for the promotion of The Challenge. HIT will have the right to use the trademarks of participating companies on its website, as well as in connection with any product, service, event, or advertising material promoting The Challenge.

HIT acknowledges and accepts that the trademarks of the companies participating in The Challenge are the exclusive property of those companies, and that nothing in this Notice is intended to confer any right over such trademarks other than as provided for in the preceding paragraph. Therefore, HIT will not assign, sub-license, or otherwise dispose of the trademarks of the companies participating in The Challenge without their written consent.

The trademarks must be submitted to ux-challenge@trentinoinnovation.eu by 23 December 2022 in vector format or in image format other than vector with at least 300 dpi.

ART. 7 - CONFIDENTIALITY

HIT undertakes to keep confidential the data and information included in the application form, except for the data and information in the boxes marked with an asterisk (company name, website URL, reference sector, brief description of the business activity and name of the Product), which may be freely divulged in connection with the requirements of promoting The Challenge and the Project. HIT also undertakes to keep the Results confidential.

Given the confidential nature of the above data and information, HIT also undertakes (i) not to disclose them in any way or form, except with the 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.

HIT undertakes to impose this obligation of confidentiality also on its employees, collaborators and consultants, as well as on all those who, by reason of their participation in The Challenge as Solvers, tutors or members of the Commissions, will become aware of such confidential data and information. This confidentiality obligation will remain in place for two (2) years from the date of the beginning of The Challenge.

ART. 8 - INTELLECTUAL PROPERTY

Intellectual property rights in 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, companies authorize Solvers in each case to:

- to use part of the Results (not containing confidential material, and in any case to be agreed with the company) for the presentation at the final event open to the public of The Challenge, as well as to make other presentations during events, courses and initiatives related to The Challenge, for educational purposes at the end of the initiative;
- mention their participation in The Challenge in their CV and portfolio, making express reference to the name of the Product and the company for which they carried out the Activities.

ART. 9 - ABSENCE OF GUARANTEES. DISCLAIMER OF LIABILITY

The Results are submitted by the Solvers and accepted by the firm on an "as is" basis. Neither HIT nor the Solvers make any representations or warranties that the Results (i) are of a particular technical quality; (ii) are fit for a particular purpose; or (iii) do not violate any third party's rights or legally protected subject matter. Neither HIT nor the Solvers assume any responsibility for the correctness, validity, originality and quality of the Results, which will be considered independently by the company.

Participating companies expressly release HIT and the Solvers from any direct, indirect, incidental, consequential, punitive, or punitive damages arising out of participation in The Challenge or use of the Results.

ART. 10 - TREATMENT OF PERSONAL DATA

Pursuant to Article 13 of the GDPR 2016/679, we inform you that all data that will be in the possession of HIT in the performance of the procedure provided for in this Notice will be used exclusively for the purposes provided for therein and will be processed with the aid of information systems in full compliance with the above-mentioned legislation. The

data will not be communicated or disclosed to third parties. The data controller is HIT, in the person of its pro tempore legal representative, who may be contacted in order to exercise the rights provided for, including the right to access, integrate, correct and delete data. To view the complete information, please refer to the following link: https://www.trentinoinnovation.eu/wp-content/uploads/2022/10/2023_Privacy-Policy_UX-Challenge.pdf

ART. 11 - AUTHORIZATION TO PUBLISH ONE'S OWN IMAGE

Participating companies will endeavour to obtain all possible authorizations from the individuals who will represent them and attend The Challenge so that HIT may publish their image in any form of media (press, websites, and the like) for the sole purpose of promoting and publicizing The Challenge. HIT undertakes not to use any image in such a way as to harm or prejudice personal dignity or in any case for purposes other than those indicated herein and/or contrary to the law.

ART. 12 - PERSON IN CHARGE OF THE PROCEDURE

The person in charge of the procedure pursuant to Provincial Law no. 23/1992 and subsequent amendments and additions: Luca Mion.

ART. 13 - TREATMENT OF PRIZES

The initiative is to be considered as falling within the category of "projects or studies in the commercial or industrial field, in which the awarding of the prize to the author of the chosen work has the character of a consideration for work performance or represents recognition of personal merit or an encouragement in the interest of the community" pursuant to art. 6 D.P.R. 26 October 2001, no. 430.

Trento, 19/10/2022

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Luca Mion
Head of Innovation and Techtransfer
Trentino Innovation Hub – Foundation
(SIGNED IN ORIGINAL)