

This constitutes an unofficial and courtesy translation into English of “POSITIVE IMPACT UX CHALLENGE: AVVISO PUBBLICO DI SELEZIONE STUDENTI - Prot. hitf-14/11/2023-0000885 – I” for the sole purpose of making it easier for interested parties to read. The HIT Foundation neither assumes nor accepts any responsibility for the accuracy of the translation. The Italian text shall prevail in the event of any discrepancy or omission with respect to the English text.

---

## POSITIVE IMPACT UX CHALLENGE: PUBLIC NOTICE OF STUDENTS SELECTION

### INTRODUCTION

The POSITIVE Impact UX Challenge is an initiative of Hub Innovazione Trentino - Foundation (hereinafter, "HIT") and Trentino Social Tank (hereinafter, "TST") in the framework of the European Project “POSITIVE” (101096390 - HORIZON-EIE-2022-CONNECT-01-02) and realized in collaboration with the University of Trento, Fondazione Bruno Kessler, Trentino Sviluppo S.p.A, Istituto Pavoniano Artigianelli per le Arti Grafiche, and Federazione Trentina della Cooperazione.

The Initiative has dissemination, knowledge, and training purposes. The main objective is to encourage the development of technology transfer activities and to develop cooperation between the technology innovation ecosystem and the social innovation ecosystem in Trentino, in an open innovation context:

- allowing social economy organizations (such as, by way of example, cooperatives, associations, and social enterprises) (hereafter, “Organisations”) to learn about the benefits of using user-centered design methodologies and techniques for digital products and services, thus ensuring a high User Experience (UX);
- enabling university students and young talents to master these methodologies by applying them to innovation problems and challenges intended to have a social impact, thus improving their own preparation (Challenge-Based Learning);
- offering researchers and digital technology experts an opportunity to increase their knowledge and understanding of the social economy sector in Trentino to which they can transfer their knowledge and technological know-how, also with a view to future collaboration opportunities.

Specifically, the POSITIVE Impact UX Challenge (hereafter, "Initiative", or "Challenge") allows Organisations to learn the benefits of using methods and techniques to improve and innovate the User Experience of products and services offered to their users, members, or employees, whether they are in the design phase or already existing. This is possible thanks to the collaboration between Organisations and groups of university students competent in the methodologies of User-Centric Design, Interaction Design, Service Design (hereafter, “Solvers”) and who will be assisted by experts in digital innovation (hereafter, “Mentors”). In addition to this, the POSITIVE Impact UX Challenge will be attended by end users selected by HIT through Smart Crowds Territorial Lab (<https://www.smartcrowds.net/>), who will have the role of testing the products and solutions proposed by the Solvers and contribute to the innovation process.

The POSITIVE Impact UX Challenge 2024 will be held from 12 February to 19 February 2024, in blended mode. The final event will be held on 19 February 2024 at SOI – School of Innovation of the University of Trento, Via Tommaso Gar 16/2, Trento.

The POSITIVE Impact UX Challenge takes place in the context of the POSITIVE project, funded by the European Commission's 'Horizon Europe' framework program for research and innovation ([www.positivechallenge.eu](http://www.positivechallenge.eu)).

## ARTICLE 1 - SUBJECT OF THE NOTICE

This Notice is aimed at selecting bachelor's, master's, or doctoral students who will have access to the POSITIVE Impact UX Challenge as Solvers. The Solvers, assisted by tutors, will be called upon to perform design, evaluation and improvement of the usability and impact (hereinafter, "Activities") of the selected products or services submitted by Organizations (hereinafter, "Services").

Specifically, by way of example, this means:

- *Services*: products or services whose value is highly influenced by aspects of person-machine interaction, such as, but not limited to: personal services involving the use of digital touchpoints such as 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, or other systems. It is understood that Services can be at different levels of maturity: already on the market, prototype versions, concepts, ideas in embryonic phase. The Services, even if only in concept form, must be able to be delivered to the Solvers (possibly even only Powerpoint slides with concept and/or mock-up description). Any material shared will be treated confidentially.
- *Activities*: execution of a "Design Sprint" lasting around 5 days, which will include context analysis and analysis of digital interaction problems, ideation of solutions with design thinking techniques, wireframe sketching and mockup of new interfaces, rapid prototyping on slides or with specialized software, usability testing with real users. For more information on the benefits of the Activities and Design Sprint see the link <https://sprintstories.com>.

It is understood that the Initiative intends to prioritize the selection of Services intended to impact on at least one of the following areas of impact (hereinafter, "Scope"):

1. Assistance to people in fragile conditions (elderly, migrants and refugees, poverty, drug addiction, unemployment, gender equality, human rights).
2. Job placement of people in fragile conditions
3. Education, training, and orientation mainly addressed to young people or persons in a situation of fragility.
4. Personal health and well-being.
5. Housing
6. Strengthening and animation of social relations in peripheral (rural and mountainous) areas, also considering aspects of land development.

7. Environmental sustainability, energy, and resource use, circular economy.

## 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 5 days to test and improve the benefit, usability and impact (User Experience) of selected Services. For each Services, there will be a dedicated Team, 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 (.pdf format) containing design elements, such as, by way of example, (i) user / customer journey maps, (ii) service blueprints, (iii) mockups, wireframes and prototypes of digital graphic interfaces, (iv) suggestions and solutions for the improvement of the User Experience of the assigned Service (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 described in the Introduction.

The Challenge will be held according to the following schedule:

- **Tuesday, 12 February 2024, and Thursday, 8 February 2024**, 6:00 pm - 8:00 pm: preliminary training and team building activities dedicated to Solvers.
- **Monday, 12 February 2024**, 10:00 am - 12:00 pm: kick-off meeting between Teams and Organizations selected for the Challenge, in person at SOI - School of Innovation dell'Università di Trento, a Trento, in Via Tommaso Gar 16/2 (first phase Design Sprint - Map the problem). Participating Organizations will have to be present with their own technical staff in order to directly present their Services and challenge to the Team and Mentors. During the day, the Organizations must guarantee telephone availability to respond to any need for clarification or information.
- **From Tuesday, 13 February 2024 to Friday, 16 February 2024**: execution of ideation, decision-making, prototyping and testing activities (phases 2, 3, 4, and 5 of the Design Sprint). These activities will be carried out independently by the Solvers, online and remotely, in time slots that will be defined at the kick-off meeting based on the availability of their agendas, and in coordination with the Organization and Mentors. Organizations are required to be available to participate in one or more (online) in-progress follow-up meeting with the team. Availability is essential.
- **Monday, 19 February 2024**, 2:00 pm - 5:00 pm: final day of in-person activities, in person at SOI – School of Innovation, during which will take place meetings for the presentation of the results by the teams to the Organizations, in private. The Teams will then present to the public at the final event of the Challenge the methods of application of the Activities used and a part of the Results (not covered by confidentiality) in agreement with each company.

## ART. 3 - TEAM EVALUATION

During the day, Organizations, Mentors, and experts of the Activities and Scopes (hereinafter, "Experts"), will formulate and communicate to HIT a judgment on the Results presented by the Teams. Specifically, the Organization will formulate a judgment on the Teams that have worked on their Service 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, the Mentors will make a judgment on the performance of the Teams 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 judge the Results according to the following criteria:

- Criterion 5: Potential impact 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 Organizations, Mentors and Experts, the Team that will have totaled 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 given the chance to participate in the Social Innovation Campus 2024 - <https://www.sicampus.org/> - , which will take place in Milan on February, 28th and 29th 2024. Transportation (train Trento - Milano) and accommodation costs for one day will be covered by TST. A visit to the spaces of MIND - Milano Innovation District is also planned during the two-days conference. In addition, the winning Team members will receive a book on the topics of UX Design or Service Design as a prize. TST will be responsible for these prizes.

A **special prize for Social Impact** will be awarded by Federazione Trentina della Cooperazione to the team members who will develop the solution that will have the greatest impact in the areas defined in Art. 1 ("Scopes"). The prize will be equivalent to a shopping voucher to the value of EUR 75 to be used on the e-commerce platform for cooperative products [intrentino.com](http://intrentino.com).

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

#### **ART. 4 - APPLICATION FORM AND TERMS OF PRESENTATION**

Students interested in participating in the Challenge must complete the application form available at the link found at [www.trentinoinnovation.eu/en/ux-challenge/ux-challenge-for-students](http://www.trentinoinnovation.eu/en/ux-challenge/ux-challenge-for-students) complete it in all its fields and send their CV (Curriculum Vitae) by e-mail to [ux-challenge@trentinoinnovation.eu](mailto:ux-challenge@trentinoinnovation.eu) by **18 December 2023 at 11:59 pm - receiving server time**. Applications received after the above deadline or whose form is not complete in all its parts will be considered inadmissible even if the different or late

submission of the application 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, should it, in its sole discretion, deem it necessary or appropriate.

## **ART. 5 - SELECTION OF APPLICATIONS**

A commission appointed by HIT (“hereinafter “Commission”) will evaluate the applications eligible to participate in The Challenge.

The eligibility criteria for applications (A) to be used by the Commission are as follows: Eligibility requirement to apply to participate in the UX Challenge as a solver is:

1. comprehensive compilation of Application Form available at the web address abovementioned, following the instructions therein;
2. to be enrolled at the University of Trento as a student or doctoral candidate, or have graduated not more than 18 months from the application date, or alternatively, to be enrolled in the TAG - Trento Alta Formazione course at the Artigianelli Institute or have graduated not more than 18 months from the application date;

The eligibility criteria (B) are as follows:

1. having attended degree courses or taken exams in which the Activities applied in The Challenge were covered (from 1 to 5 points);
2. having put into practice (even partially) these Activities on Services or projects during curricular initiatives (term paper, project works, internship, degree thesis) (from 1 to 5 points);
3. having participated in hackathons, design jams, innovation challenges, innovation contests, whatever the field (from 1 to 5 points);
4. other work or voluntary experience (apart from that listed in the previous point) (1-5 points);
5. have convincing reasons for applying (1 to 5 points).

To be considered eligible, candidates must achieve a minimum score of 13. Once the ranking list has been drawn up, the Commission will select the eligible candidates with the highest score, in a number deemed appropriate to allow the successful completion of the Initiative. In case of equal scores, the application with an earlier date will be selected.

By **22 December 2023**, candidates will be notified via email regarding the outcome of the selection process. Within 7 days of receipt of such notice, selected candidates must confirm their participation in the Initiative by e-mail to [ux-challenge@trentoinnovation.eu](mailto:ux-challenge@trentoinnovation.eu). In the absence of such confirmation, HIT will offer participation in the Initiative to the next ranked candidate.

## **ARTICLE 6 - CONFIDENTIALITY**

Solver undertakes to keep confidential the data and information concerning selected Organizations and Services, except for the following data and information of the Organizations: organization name, website URL, reference sector, brief description of the business activity, name of the Services. Solver also undertakes to keep the Results confidential and not to disclose them in any way or form, except for the different written consent, even partial, of the Organization concerned. This confidentiality restriction remains in place for two (2) years from the start date of The Challenge.

## **ART. 7 - INTELLECTUAL PROPERTY**

Intellectual property rights in the Results will belong to the Organizations, without prejudice to the right of the Solvers to be recognized as authors or inventors.

By participating in the Challenge, Organizations 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 Organisation) for the presentation at the final and public event of the Challenge, as well as to make other presentations at events, courses, and initiatives related to the Challenge, for educational purposes at the end of the Initiative;
- mention their participation in the Challenge on their CV and portfolio, making express reference to the name of the Services and to the organization in favor of which they have carried out the Activities.

## **ART. 8 - ABSENCE OF GUARANTEES. DISCLAIMER OF LIABILITY**

The Results are submitted by the Solvers and accepted by the Organization on an "as is" basis. Neither HIT nor TST 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 TST nor the Solvers assume any responsibility for the correctness, validity, originality and quality of the Results, which will be considered independently by the company. By participating in the Challenge, Organizations expressly release and hold harmless HIT from any direct, indirect, incidental, consequential, punitive, or punitive damages resulting from participation in The Challenge caused to themselves or others.

## **ART. 9 - 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 and TST 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 Privacy Policy published in this webpage: <https://www.trentinoinnovation.eu/en/innovate/innovation-tools/ux-challenge/ux-challenge-for-students/>.

#### **ART. 10 - AUTHORIZATION TO PUBLISH ONE'S OWN IMAGE**

The Solvers agree that HIT and TST may publish their image in any form of media (press, websites, and the like) for the sole purpose of promoting and advertising The Challenge. HIT and TST agrees 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 law.

#### **ART. 11 - 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.

The person in charge of the procedure is Eng. Luca Mion.