

XVI International Conference on
Human Computer Interaction



7-9 September 2015, Vilanova i la Geltrú, Spain

<http://interaccion2015.upc.edu>

Student Design Challenge: Design competition for students Interacción 2015

Organizers: Núria Ferran and Muriel Garreta (Universitat Oberta de Catalunya, UOC)



Brief description:

Design competition for students within the framework of the Interacción 2015 Conference, the sixteenth edition of the International Conference of the Spanish Human-Computer Interaction Association (AIPO) to be held on the UPC campus at Vilanova i la Geltrú from 7-9 September.

The challenge:

This is the first “Interacción 2015” design competition for students and the theme chosen to launch this first edition is **interaction between citizens and the city using interactive digital products**.

Cities are fast becoming a hybrid of physical and digital environments. More and more, streets are being equipped with devices; the people on the streets carry smartphones or tablets in their pockets (the citizen as a device) and institutions collect and provide vast amounts of information, sometimes in open data.

How we citizens interact with the city and one another, how we interpret the vast amount of data supplied by the clouds and how we adapt the physical environment and our behaviour accordingly has become an important area of research.

The challenge is to design an interactive digital product (mobile app, web app, etc.) based on the interaction between citizens and the city, which helps to improve our quality of life, bring about more efficient mobility, more transparent governance, enhanced urban planning, increased public engagement, the sustainable use of resources, discovery and knowledge, the interaction of citizens at risk of social exclusion, better utilisation of the knowledge shared by and distributed among the city’s residents and any other objective in relation to the concept of urban interaction.

Important Dates:

- Deadline for the submission of projects: 30 June
- Notice of acceptance: 15 July
- Conference dates: 7-9 September

Guidelines for the preparation of proposals

Your proposal should contain:

- A **summary** of no more than 6 pages (using this [ACM](#) template) outlining the proposed solution. It should provide a summary of the needs analysis and research with users, the design and usability evaluation.
- Submit a 5-minute **video** in MP4 format made by the students who took part in the project. Explain how the solution fits into the users’ lives in different scenarios. This may be illustrated using interface details.
- Submit a **poster** summarising the project objectives, methodologies and results (poster size A0, maximum 84 cm x 119 cm).
- Proposals may be accompanied with an academic report, article, prototype, etc.
- Submit documentation as proof that the entrants are students (e.g., photocopy of registration slip).
- Proposals may be submitted in Spanish or English.

How will proposals be assessed?

Proposals should:

- follow a design process
- apply user experience design methodologies and techniques
- be creative and original
- fully meet the requirements of users
- enable citizens to use the technical advances they offer in an intelligent and engaging way and
- be relevant to citizens and the city.

An assessment committee, comprising academics and industry professionals, will be set up to assess the proposals.

Entry requirements:

The competition is open to all undergraduate and postgraduate university students. While it is not mandatory to work as a team, projects developed by multidisciplinary teams will be considered an advantage.

Proposals should pursue the following objectives:

The aim is for the student or team of students to develop a user-centred design (UCD) project that encompasses all stages of the process: needs analysis, research with users, design and usability evaluation. This entails the application of user-centred design concepts, human-computer interaction, user experience and aspects of project development in relation to interactive systems.

You are therefore expected to:

- develop a complete UCD process,
- identify a design problem and solve it using UCD methods,
- perform the interaction tasks needed to improve the design based on user feedback,
- document the tasks that make up the different stages, the relationship between them, and the results

What purpose does the competition serve?

This competition was inspired by the [Student Design Competition](#) organized as part of the world's premier conference in the field of Human-Computer Interaction: the Association for Computing Machinery's (ACM) CHI conference.

The competition aims to benefit students and professionals alike:

- The benefits for students:
 - Provide an opportunity for students from a wide variety of backgrounds (human-computer interaction, industrial design, product design, visual design, interaction design, etc.) to take part in an international competition and demonstrate their problem-solving and design skills.

- Give visibility to their projects in the international community of interaction design professionals.
- Receive feedback on their design from professional and academic experts.
- The benefits for professionals:
 - Make students part of the community.
 - Give the sector visibility as an academic community and community of practice.
 - Give those attending INTERACCIÓN 2015 fresh ideas and the opportunity to see how teams from different disciplines address a common challenge.
 - The chance to meet the future professionals of the field and create an HCI and design network.

Publications

The entries received will be reviewed by the competition assessment committee. Those accepted (in Spanish or English) will be published in the Conference proceedings. ACM will publish the articles accepted in the Digital Library in English and, specifically, in the International Conference Proceedings Series.



Structure of the competition:

Round one:

1. Assessment of the summaries (maximum 6 pages). These should contain:
 - A description of the design approach chosen and the solution proposed, together with a summary of the design process, the problems of everyday life being addressed and an evaluation of the results
 - References to design principles, sources of inspiration and HCI theory that are appropriate and relevant to the proposal submitted
 - Acknowledgement of any external assistance received by the student or team of students, such as academic supervisors, professionals, institutions, users, etc.
2. Evaluation of the video, which should contain:
 - Examples of context of use, an analysis of the challenge and the research methods used
 - Existing systems or designs that served as inspiration for the proposed design
 - Sketches showing the proposed design
 - Scenarios demonstrating how the solution fits into the lives of users and solves problems, interacts with them
 - Details of the interface and information design aspects where relevant
 - The video should last a maximum of 5 minutes and be in XX format.
3. Evaluation of the poster:

- Title, authors, origin, objectives of the proposal
- Examples of context of use, needs analysis and research methods used
- Design proposal in an effective visual format
- QR code may be inserted if deemed appropriate
- Evaluation of the user experience
- Conclusions
- References

4. Optional evaluations:

- Academic report, high or low fidelity prototype, article, etc.

Round two:

The accepted proposals will be presented at the sessions organized for this purpose during the Interacción 2015 conference. A prerequisite for participation at the sessions is the presentation of the poster to the assessment committee and the audience, and use of the Pecha Kucha format for a 10-minute oral presentation. The assessment committee will select the four finalists and ultimately the winner on the basis of these presentations.

Selection process for the competition

The summary submitted by a student or team of students will be jointly reviewed by academic experts and design and usability professionals.

In the first round, projects will be reviewed on the basis of the following:

- Use of the appropriate design methods such as ethnography, contextual research, reflection, analysis and empirical evaluation
- Clarity and credibility of the design approach, purpose and proposed solution to the challenge
- Originality and quality of the design proposal
- Innovativeness of the design process
- Quality of design management
- Clarity of the summary and all the material submitted

In the second round, projects will be assessed on the basis of the oral presentation:

- Clear communication of the key aspects of the solution proposed
- Clear communication of the design
- Clear communication of the reasoning behind the solution
- Artistic quality of the solution
- Clarity and organisation of the oral presentation
- Relevance and clarity of the material presented (slides, video, etc.)
- Quality of the arguments used to demonstrate that the solution deserves to be considered
- Quality, originality and relevance of the design solution

Proposals submitted to this competition for consideration shall not contain private material or material that was copied verbatim from existing proposals. Submissions shall not be anonymous. Confidentiality will be maintained during the review process. Rejected proposals

will be kept confidential. All material submitted for presentation at the conference will be kept confidential until the conference commences, with the exception of the title and name(s) of the authors of the proposal, which shall be published in the conference programme on the website.

The four finalists will be awarded a certificate in recognition of their achievements. The competition winner will receive the award at the conference closing ceremony.

Submission of proposals:

Proposals may be submitted up to 00:00 hours on 30 June, and must be submitted via the platform: <http://designchallenge.uoc.edu>

Contact: nferranf@uoc.edu, murielgd@uoc.edu

Short Bio: Muriel Garreta is User Experience Designer and Co-Dean of the UX Studies “[Posgrado UX](#)”, Universitat Oberta de Catalunya (UOC). Núria Ferran is professor of Information and Communications Studies “[Estudios de Información y Comunicación](#)” of the Universitat Oberta de Catalunya (UOC).

Home page:

<https://www.linkedin.com/in/murielgd>

<https://www.linkedin.com/pub/núria-ferran-ferrer/8/788/440>

