



Interaction Award Website Redesign

Ji Su Park, Natasha Alcantra, Rosanna Lui, Tony Li, and Xuefei Long

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Reflection

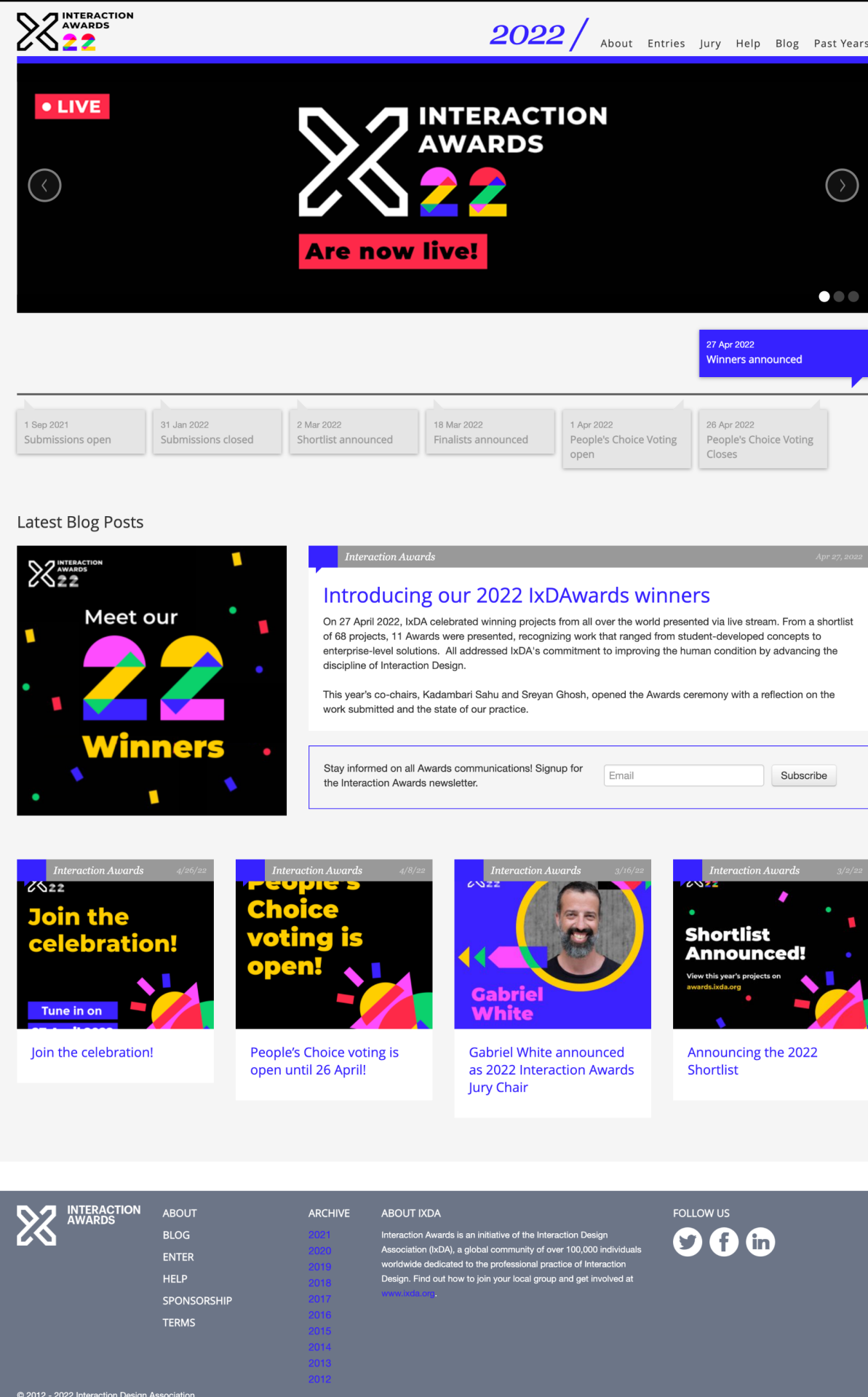
- Obstacles
- Lessons

Next Steps



IxDA Interaction Award

- The Interaction Awards was founded by the Interaction Design Association (IxDA), an international member-supported organization dedicated to interaction design.
- IxDA's initiatives also include Interaction Week, Interaction Design Education Summit, IxDA Student Design Charette, Interaction Latin America, and World Interaction Design Day.



Meet the team



Ji Su Park



Natasha Alcantra



Rosanna Lui



Tony Li



Xuefei Long

Problem Statement

Key Problems:

- Searching for past projects is not intuitive
- Elements like headlines cannot be read by screen readers, accessibility
- Information for entering the competition is unclear
- Not integrated well with social media channels

The primary purpose of redesigning the Interaction Awards website is to create a more user-friendly and accessible experience for people navigating the website.

Primary Business Goals and Objectives

1. Increase user engagement with more efficient submission and voting process

- Increase the number of intentional viewers (non-bouncing) to submit a submission for an award compared to the last year by 30% compared to last year
- Increase the number of unique voters compared to last year by 20% compared to last year

2. Improve searchability of website content

- Reduce bounce rate of users from the home page by 20% compared to last year
- Reduce the number of clicks for people to find information on the competition by 30% compared to last year

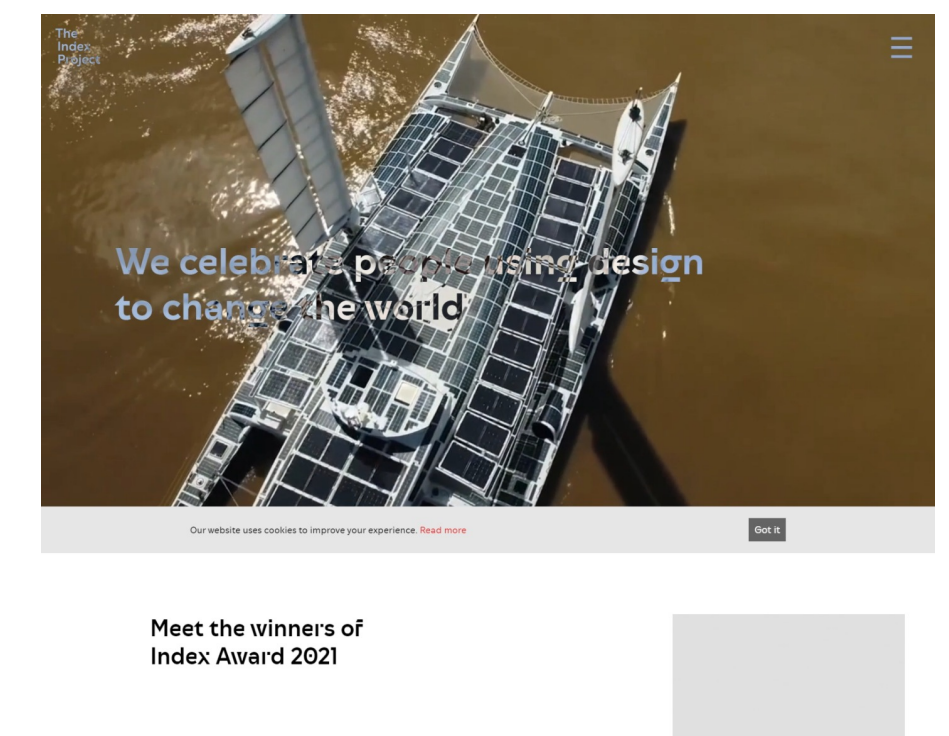
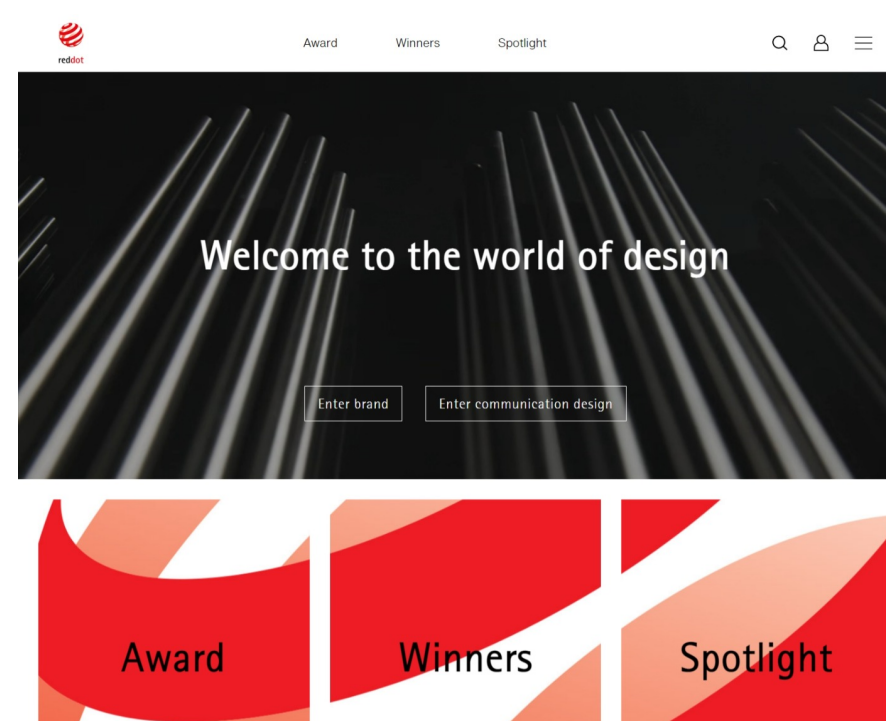
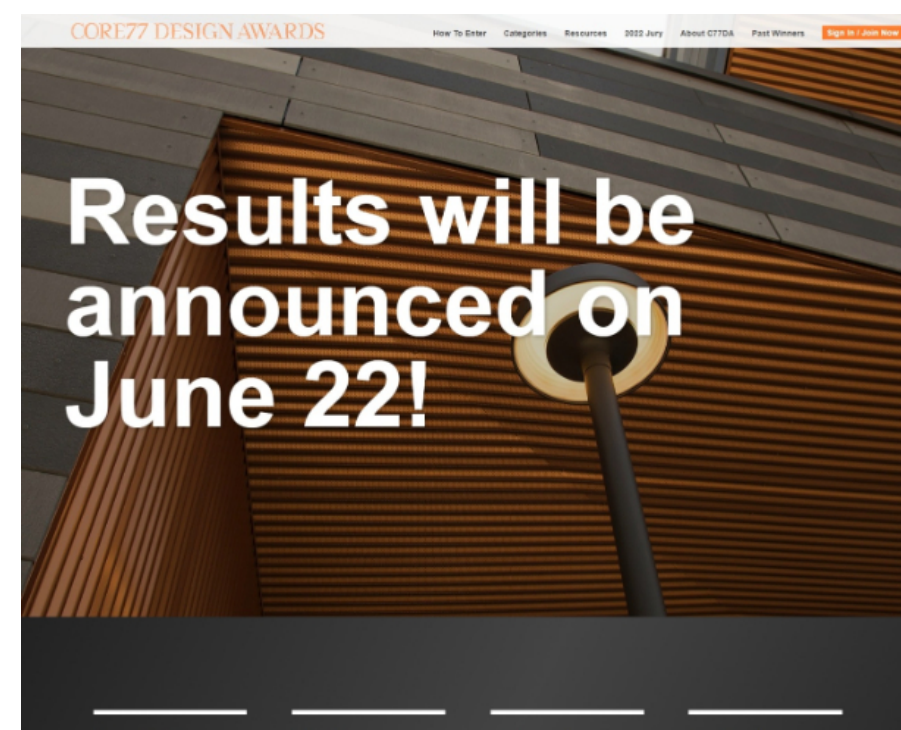
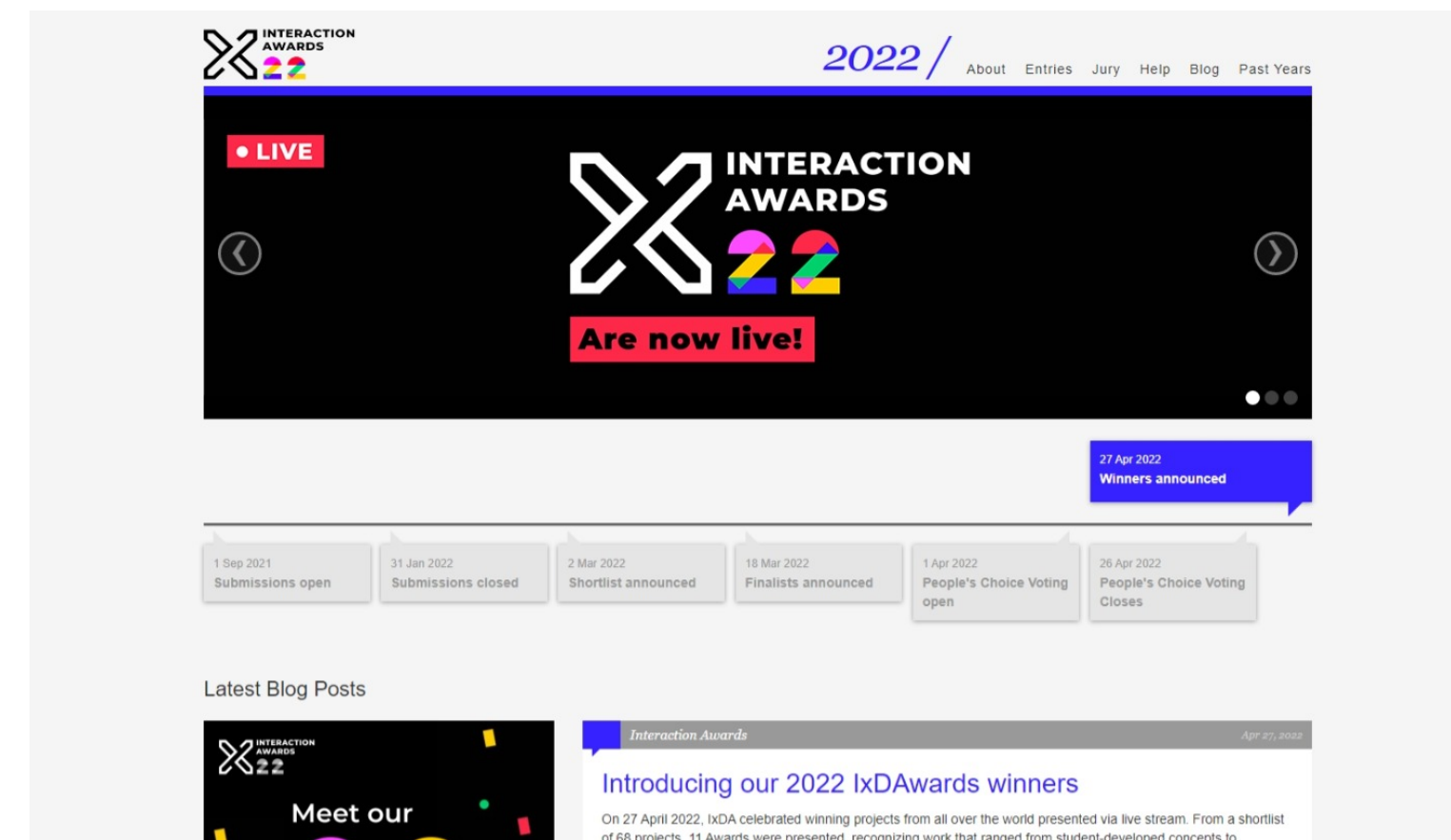
Comparative Analysis

Strength of IxDA Awards Website:

- Rich information about projects

Areas for Improvement:

- Accessibility and hierarchy of text
- Categorization and searchability
- Visual system
- Consistency



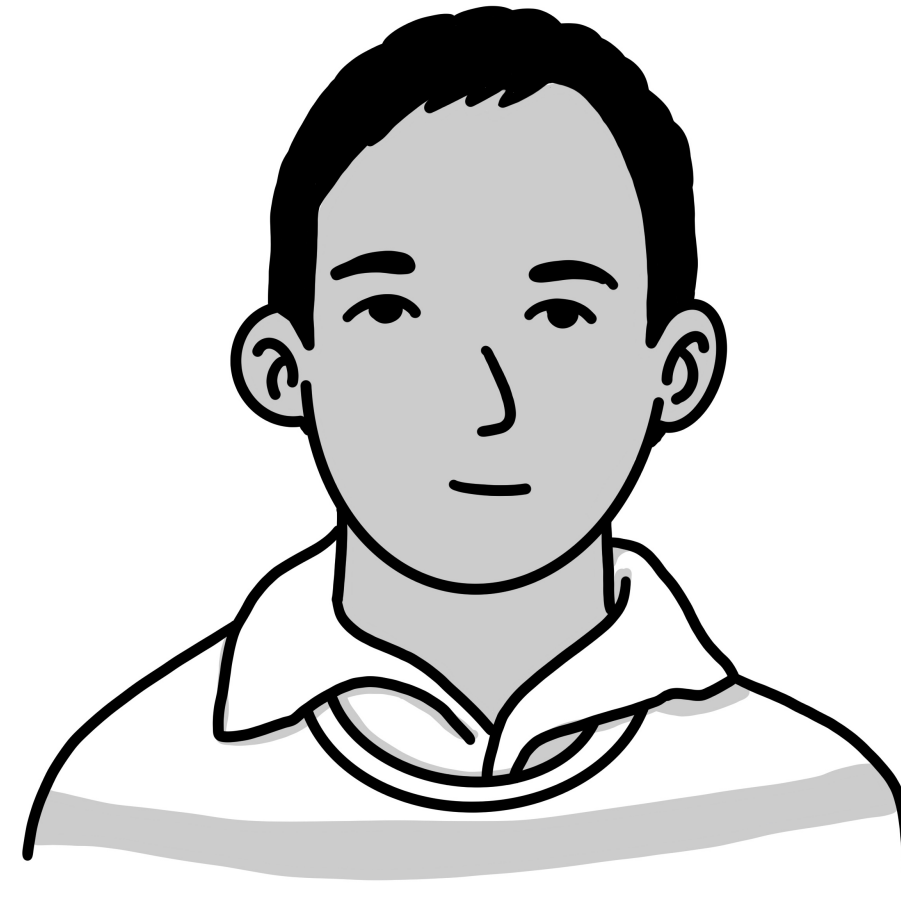


Primary Persona

Ashley Award

"I really want build a nice portfolio project and hopefully get an award!"

"I'm about to start my career and really need some experiences!"

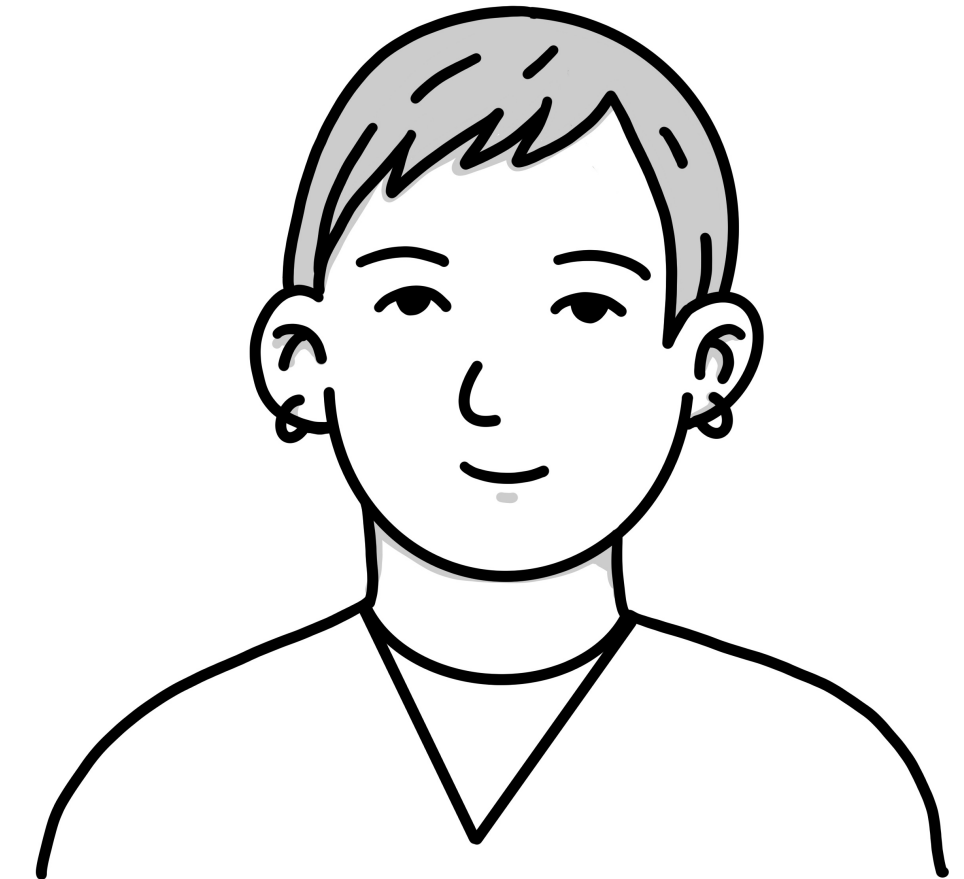


Secondary Persona

Corey Corporate

"Partnering with the awards will increase our name in the industry."

"We might have a few openings for talented designers."



Tertiary Persona

Trianna Trend Seeker

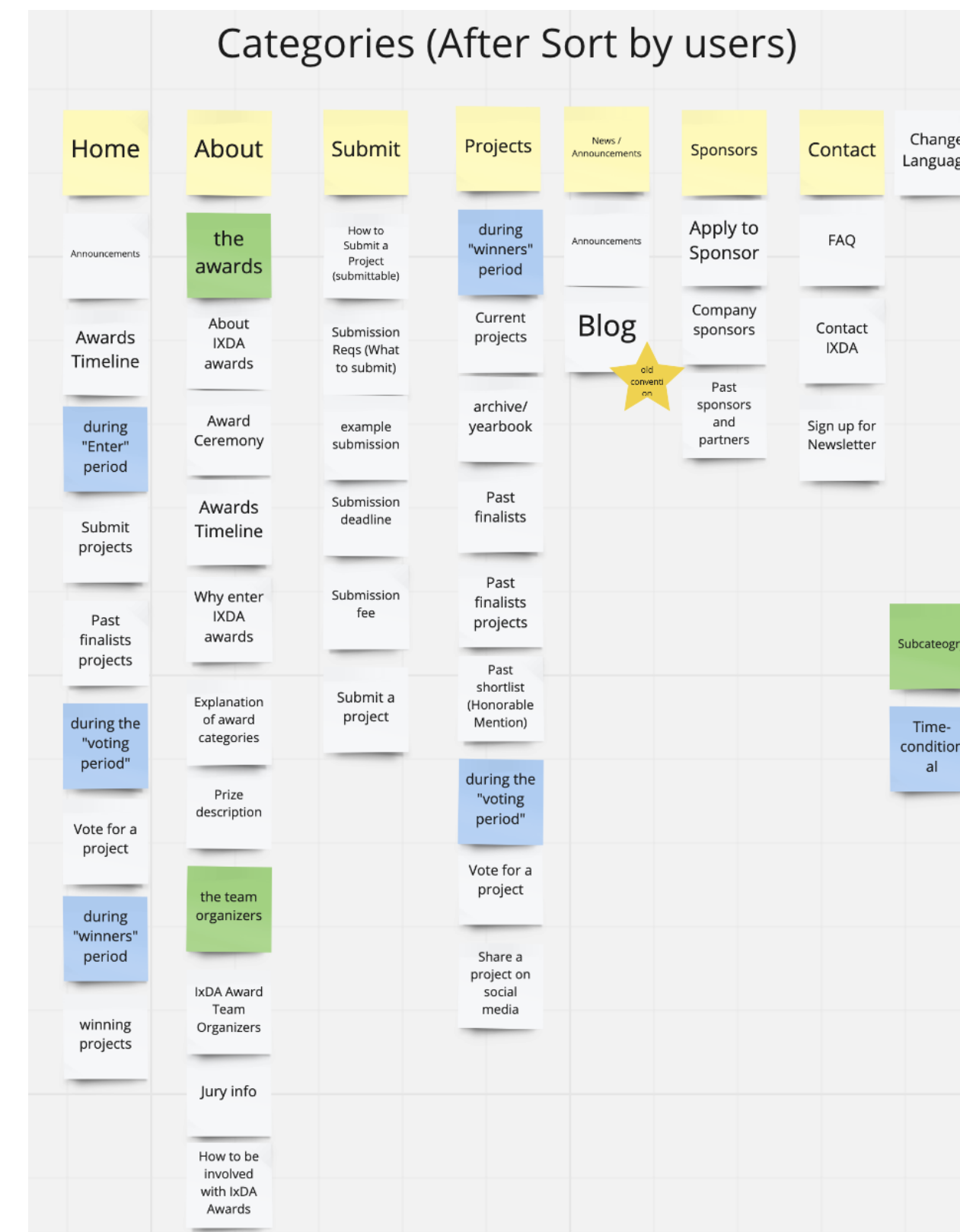
"I need to be updated on the latest UX and IxD trends"

"I want to make sure my research and knowledge remain relevant and up-to-date"

Card Sorting

- Open card sort with 9 participants (students and client team)
- Categorized into common themes as input for our information architecture

Submission Fee																															
100	Submission Requirements (What to Submit)																														
88	88	Example Submission																													
88	88	77	Submission Deadline																												
77	77	66	66	How to Submit a Project																											
55	55	66	66	77	Submit Project																										
33	33	44	33	44	55	Current Projects																									
22	22	33	22	33	44	88	Vote For a Project																								
11	11	22	22	22	44	66	77	Share a Project on Social Media																							
0	0	0	11	0	11	0	0	22	Company Sponsors																						
0	0	0	0	0	0	0	0	11	77	Apply to Sponsor																					
0	0	0	0	0	0	0	0	0	44	55	Past Sponsors																				
11	11	11	11	11	22	22	11	11	11	0	0	44	Past Finalists' Projects																		
11	11	11	11	11	22	22	11	11	11	0	0	44	100	Past Finalists																	
11	11	11	11	11	11	11	0	0	0	0	0	44	88	88	Past Shortlist (Honorable Mentions)																
33	33	22	33	44	33	11	11	11	0	0	0	22	22	33	Jury Information																
22	22	22	22	11	11	0	0	0	11	11	0	22	22	22	44	Explanation of Award Categories															
11	11	11	11	11	11	11	0	0	0	22	11	0	22	22	22	44	88	Award Ceremony													
11	11	11	22	22	33	0	0	11	22	11	0	22	22	22	44	77	77	Awards Timeline													
11	11	11	11	11	11	11	0	0	0	11	11	0	22	22	22	22	66	66	66	IxDA Award Team Organizers											
22	22	11	22	22	11	0	0	0	11	11	0	22	22	22	44	44	44	44	77	About IxDA Awards											
22	22	11	22	22	11	0	11	11	11	22	0	11	11	11	33	33	33	33	55	77	How to be involved with IxDA Awards										
22	22	33	22	11	22	11	11	11	11	11	11	0	22	22	22	33	55	44	44	55	66	55	Why enter IxDA Award								
44	44	44	44	33	33	22	22	11	0	0	0	22	22	22	44	66	55	55	44	33	22	55	Prize Description								
22	22	11	22	11	0	0	0	0	0	0	0	0	0	0	11	22	11	0	0	11	22	11	11	11	FAQ						
11	11	0	11	11	0	0	0	0	0	0	0	0	0	0	11	22	0	0	0	22	33	22	0	0	77	Contact IxDA					
11	11	0	11	11	0	0	0	0	0	0	0	0	0	0	11	22	0	0	0	11	22	11	0	0	66	66	Sign up for Newsletter				
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	11	0	0	0	22	22	11	11	0	22	22	33	Blog			
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	22	0	0	0	0	11	11	11	0	22	22	33	55	Announcements		
0	0	11	0	0	11	11	11	11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	0	22	22	22	0	11	Change Language	



How our research guide the design



Credible

Build trust in the IXDA award and its website



Simple

Leave unimportant information outside of the design.



Visible

Let users know their options and how to access



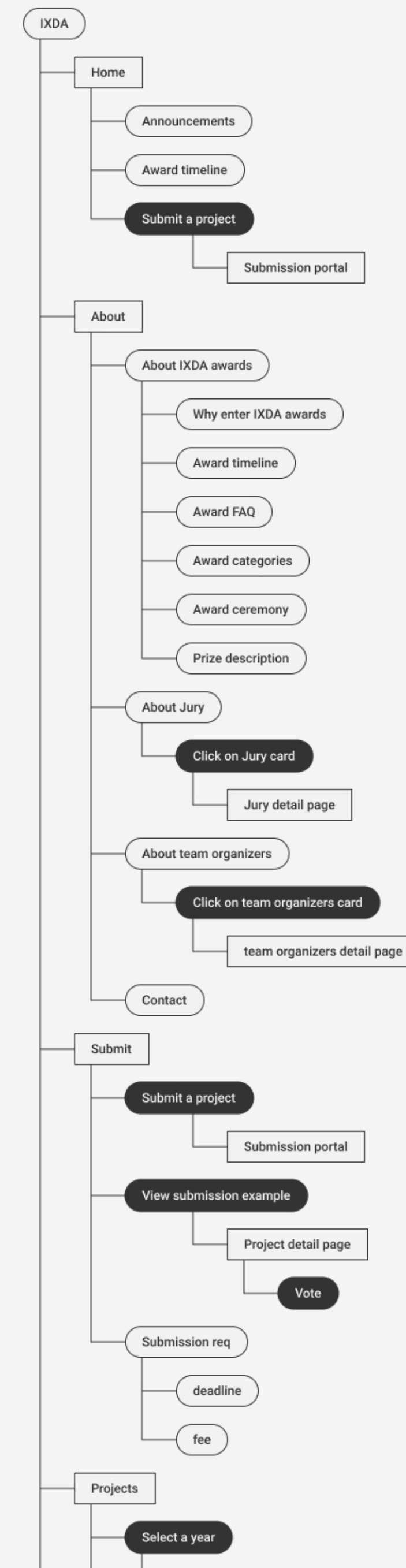
Accessible

Making information digestible. Avoid jargons.

How we iterated the structure of website

- Created based on cardsort and business goals
- Major changes
 - Adjusted the navigation
 - Highlighted actions
 - Increased flexibility across stages

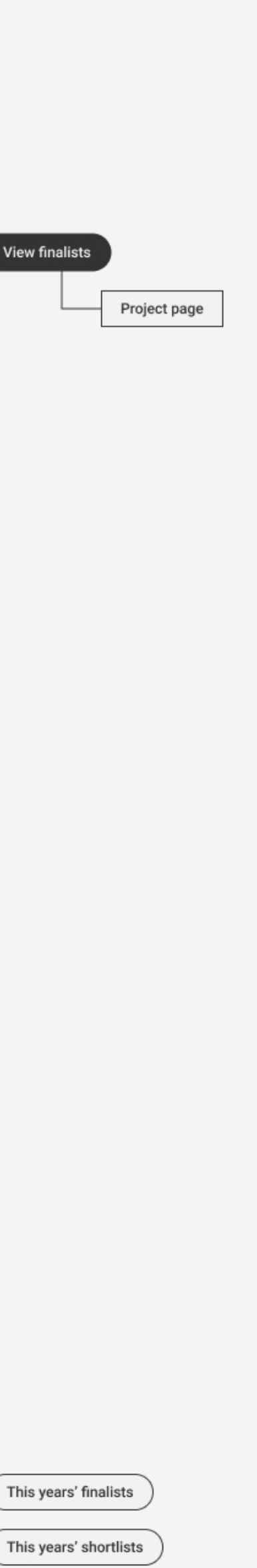
Default: Submission period



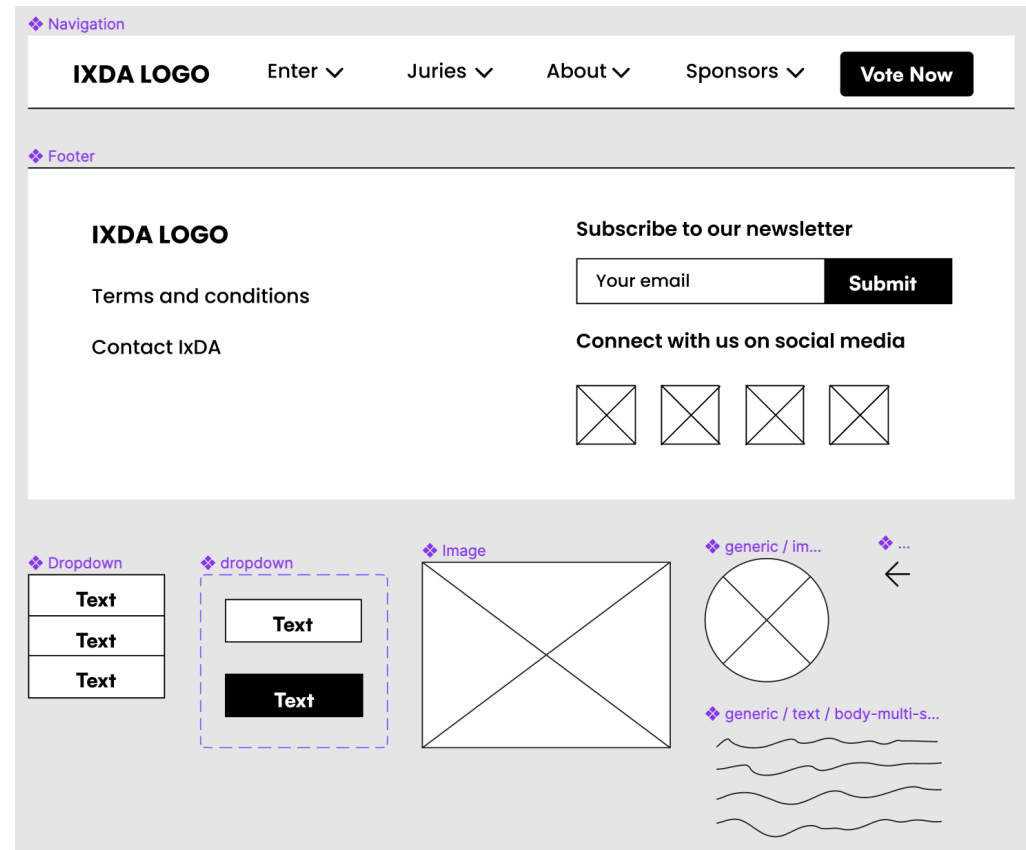
Vote period



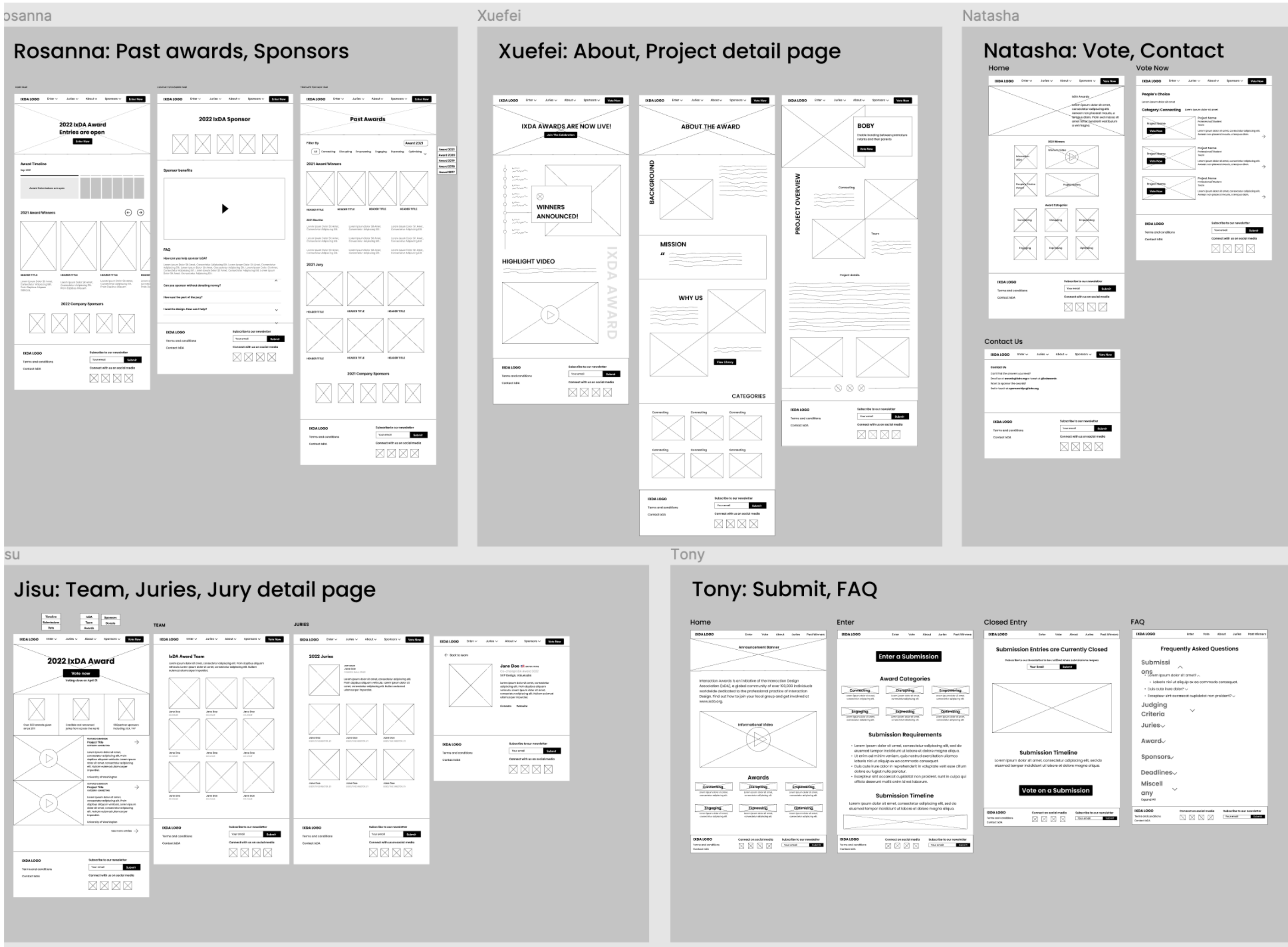
Winner period



Set basic components

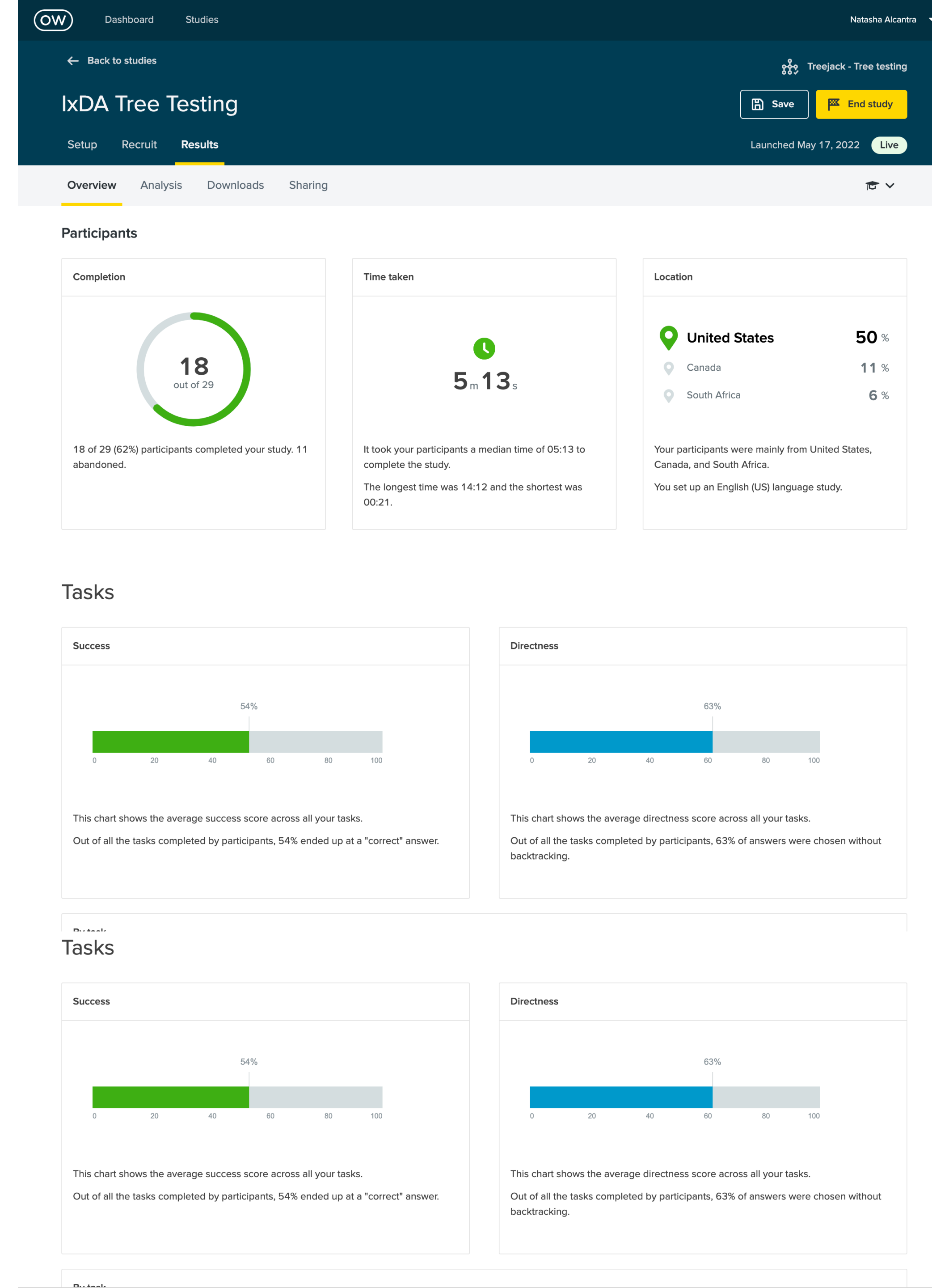


Divide and conquer



Tree Testing

- To validate/evaluate the information architecture
- Clear paths: Finding the jury of the award, finding the winner of a category in a specific year, find out how to become a sponsor
- Unclear paths: Finding examples of project submission, finding the submission deadline, finding jury submission requirements.



With data gathered from multiple research methods, we developed prototypes and iterated them thoroughly.

Client interview

User research

Design Audit

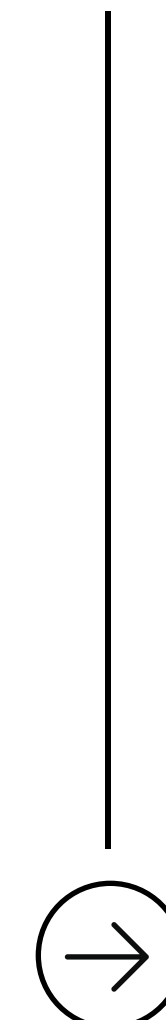
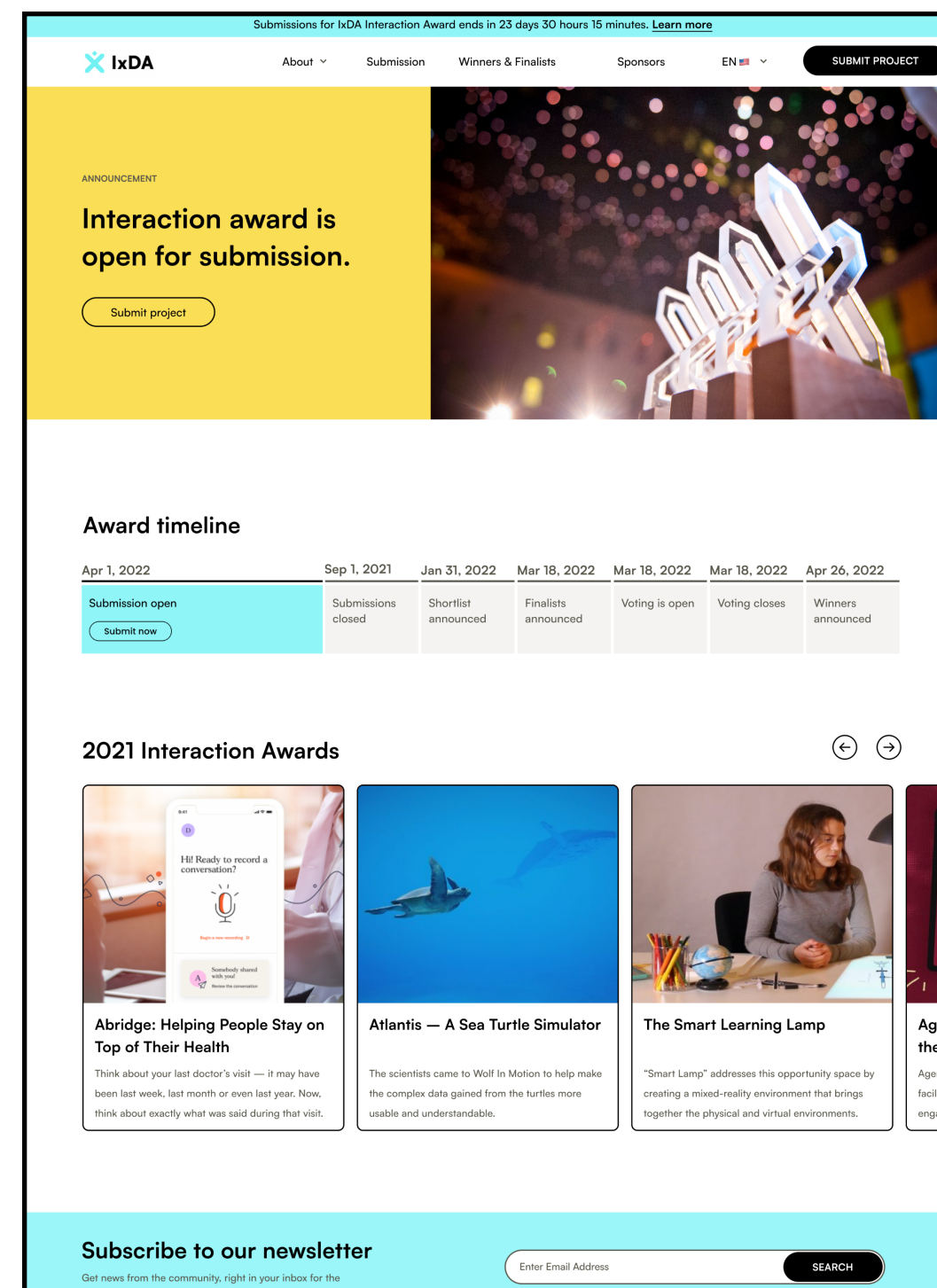
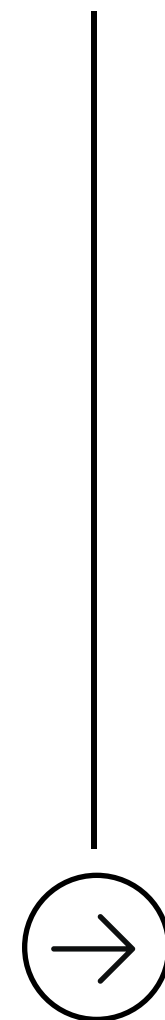
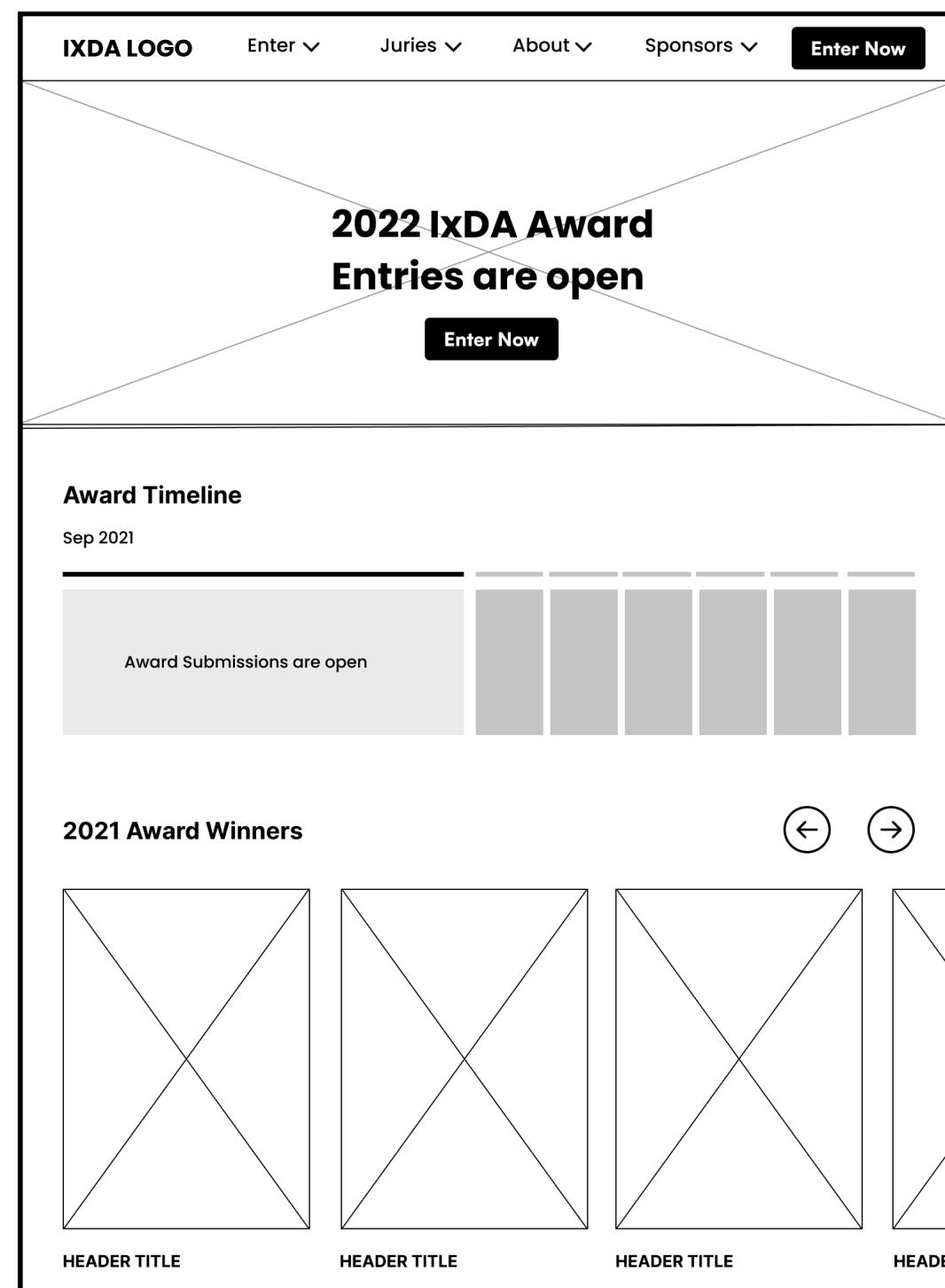
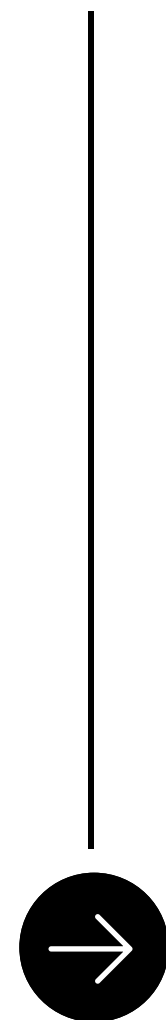
Card sorting

Tree testing

+ IxDA design system

Usability test

Tree testing



Final Design

We conducted 3 back-to-back UT on the original website and our prototype and 3 UT only on the prototype.

1. Pre-test questionnaire

Among 6 participants:

- 5 students
- 4 competition experience
- 4 time frame and requirements
- 2 heard of IxDA

2. Usability test tasks



Primary Persona:

Ashley Award

1. Learn about IxDA award
2. Find out who the judges are
3. Check submission deadline and fees to enter
4. See example projects
5. Submit a project
6. Check future schedule and events
7. Join mailing list



Secondary Persona:

Corey Corporate

1. Learn about IxDA mission and what it does
2. View award winners' project
3. Become a sponsor

3. Post-test questionnaire

Redesign:

“easy”, “clear”, “well-organized”

- Easy to navigate
- Most likely to recommend to friends

Original:

“clunky”, “busy”, “like a puzzle”

- Some information is hard to find
- Not visually appealing
- Feels disconnected

After conducting usability tests, we observed 3 insights that helped us through the iteration.

1.

Look and feel is important. Very much.

2.

Put what people want to find where they expect it to be.

3.

Simpler the better. Make it easy to find and do.

From the overall findings, we had 2 key objectives to focus for iterating our mid-fi prototype.

Less confusing

- Provide more information
- Remove unnecessary redundancy
- Organize content user friendly

Simple and easy

- Simplify page content
- Make it easier to find information or complete goal

Key Insights

- 1.** The top banner with identical format across all pages is confusing for people navigating the website.

- 2.** Redundant “Call-to-action” buttons are confusing,

- 3.** Navigation wording affects what users expected to be on the page

Recommendations

Remove all top banners with no significant function.

Remove “Submit” Call-to-action buttons on the navigation bar.

Rephrased “Submit” on navigation to “Submissions” and include comprehensive information on submitting projects the page.

Key Insights

4. Lengthy texts and lots of numbers discourage users to read and makes it hard to find useful information.

5. Relevant and crucial information are missing.

6. Users want to exert less effort when navigating. Simplify functions and interface. Also help users take immediate action.

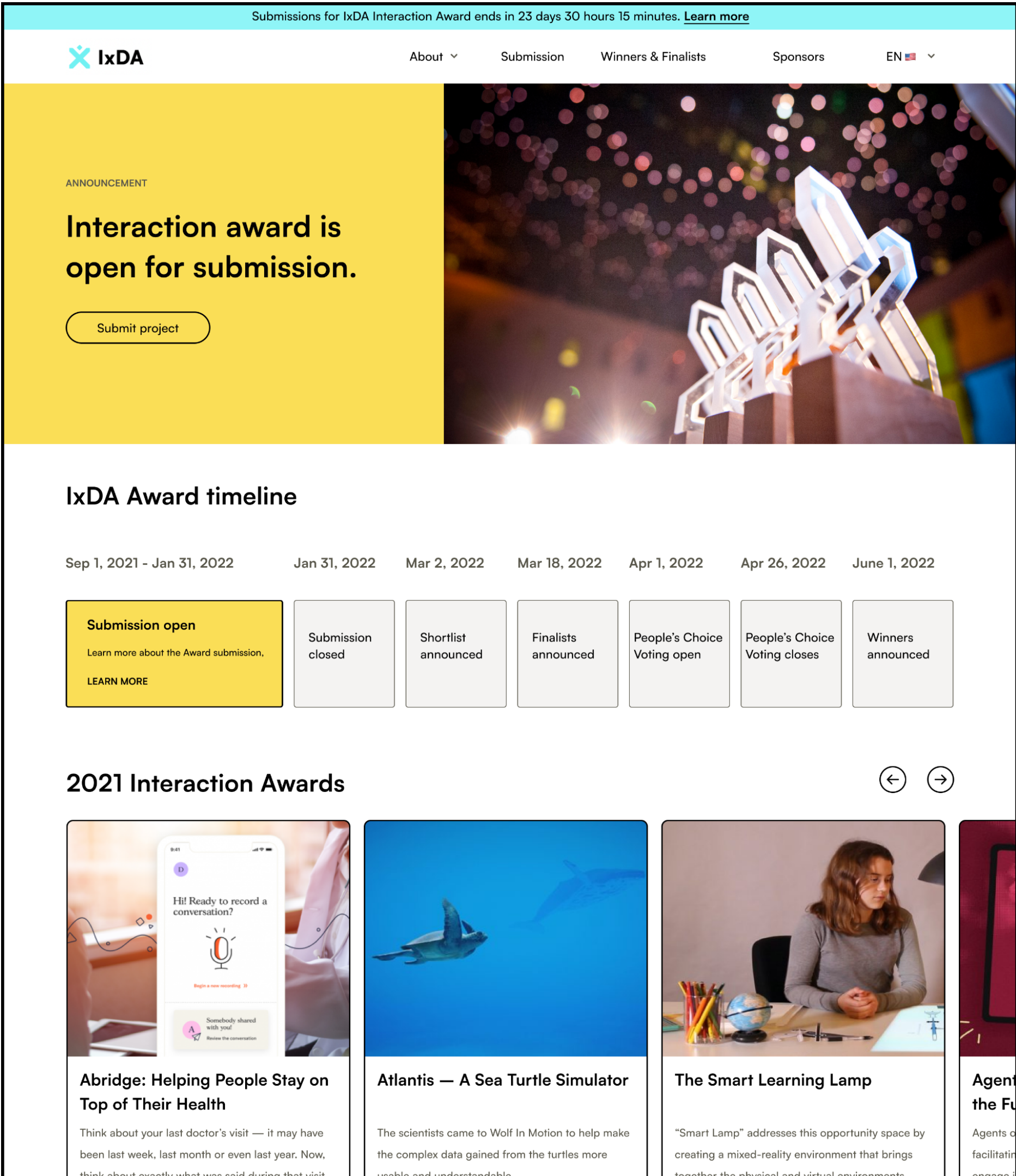
Recommendations

Shorten texts and make content structure clearer by adding subheadings. Replace complicated numbers with digestible texts.

Add sections users are interested in knowing : “Partnership benefits”, “Judging Criteria”, and “IxDA Award News”

Remove inactive link icons for peer reviewers and 1 filter for browsing projects. Add relevant call-to-action buttons next to the content body.

Homepage



About the award page

INTERACTION AWARDS

2022 /

About

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Past Years

About the Awards

The Interaction Awards recognize and celebrate examples of excellence in Interaction Design across domains, channels, environments and cultures.

Background

AR / ES / FR / HI / ZH-CN / ZH-TW

The Interaction Awards, now in its eleventh year, recognize and celebrate excellence in Interaction Design across domains, channels, environments, and cultures.

Founded by the Interaction Design Association (IxDA) in 2010 and first presented in 2012, the annual Interaction Awards celebrate design thought leadership and innovation around the globe. Since its launch in 2003, IxDA has grown into a global network of more than 100,000 individuals and over 200 local groups, focusing on interaction design issues for the practitioner, no matter their level of experience.

Design is everywhere. From architecture to fashion, down to the simplest everyday objects like a hairbrush, virtually everything has been designed for human use. Interaction Design is specifically about people — how people interact with each other, and with the world around them. The Interaction Awards honor best-in-class work, created by interaction designers all over the world, that builds meaningful relationships between people and the products and services that they use.

We recognize outstanding Interaction Design from all over the world, welcoming work that is created by individuals, companies, as well as students.

Equal Opportunity

IxDA is fully committed to promoting inclusion and diversity within the Interaction Design community and to ensuring that all individuals and groups have equal opportunity to submit work and be reviewed.

All applicants are strongly encouraged to submit entries independent of their ethnicity, gender identity, sexual orientation, language, ability, age, education, expertise/experience, region of origin, region of work, or field of design.

Why Enter

Our goal with these awards is to help the world appreciate the range and importance of Interaction Design. Every entry is considered and reviewed by industry leaders, hiring managers, and industry peers within the Awards jury and IxDA Peer Review Committee.

All shortlisted entries receive one free registration to the Interaction 22 conference, culminating in an awards ceremony where creators of winning work are announced and presented with the Interaction Award trophy.

All winning and finalist work is added to a [living library](#) created to help people discover the best work and uncover trends, insights, and talent that defines excellence. Winning and finalist work is also featured throughout the year on IxDA's online channels, social media, and as case studies that celebrate designers and their processes.

View all previous winners and finalists [here](#).

Example Submissions

There is no one "right" way to tell us about your great work: We accept (and have awarded!) submissions at low-, medium- and high-fidelity levels of production, in a variety of visual and narrative styles.

If you would like to see how others have submitted in the past, or want inspiration for your own submission, here are a range of recent project submissions to browse:

- [Wayfindr](#)
- [Powerchair Football Argentina](#)
- [Upp](#)
- [Agramo](#)
- [Closing the Long Distance Gap Through Personal Touch](#)

Full Awards details for 2022 would be published on our website soon. In the meantime, you can see the [FAQs](#).

Categories

Entries will be considered for the following awards:

- Connecting** – Facilitating communication between people and communities
- Disrupting** – Re-imagining existing systems via new behaviors, usages, or markets
- Empowering** – Helping people to do things they otherwise couldn't do
- Engaging** – Capturing attention, creating delight and delivering meaning
- Expressing** – Enabling self expression and/or creativity
- Optimizing** – Making daily activities more efficient

Entries are evaluated by a Peer Review Committee of the IxDA community to determine a shortlist of outstanding work. A jury of expert design leaders and practitioners will be convened to deliberate, determine best category fit, and select finalists and winners.

INTERACTION AWARDS

ABOUT

BLOG

ENTER

HELP

SPONSORSHIP

TERMS

ARCHIVE

2021

2020

2019

2018

2017

2016

2015

2014

ABOUT IxDA

Interaction Awards is an initiative of the Interaction Design Association (IxDA), a global community of over 100,000 individuals worldwide dedicated to the professional practice of Interaction Design. Find out how to join your local group and get involved at [www.ixda.org](#).

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About

Submission


Winners & Finalists

Sponsors

EN

IxDA voting ends in 23 days 30 hours 15 minutes. [Learn more](#)

IxDA



Background

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PREVIOUS WINNERS

Equal Opportunity


About the jury page



2022 /[About](#) [Entries](#) [Jury](#) [Help](#) [Blog](#) [Past Years](#)

The Jury

Make their job difficult. Our jury is ready; share your story with us!




Jury Chair

Gabriel White

Gabriel is the founder and principal consultant at Small Surfaces, an international human-centred design consultancy focused on social impact projects in developing countries. Gabriel works on projects that seek to improve education, healthcare and access to financial services for low-income people across Africa, Asia and the Pacific. He also has a degree in Philosophy.

Santiago, Chile



Dean Broadley

Dean is a Design Executive from Cape Town, South Africa. He's spent his career working hard to connect experiences in the physical, digital, and career spaces and finds great value in leaving things more human than he found them.

Currently the Founder of Designing Humans, an organization dedicated to professionalizing & strengthening design in Africa, he spends his time mentoring individuals, assisting enterprise design executives demonstrating the value of design, managing design practice at scale, raising design literacy, and developing sustainable talent pipelines.


Previously, Dean has worked in startups and tech businesses as a Product Designer, been an executive design director for a multi-national bank, and a digital communications specialist.

Outside of work, Dean spends his time with Design communities in South Africa creating the platform for designers to share, learn and improve through the practice of being human.

He is also an avid Chili breeder 🌶️

[Twitter](#) | [LinkedIn](#) | [deanbroadley.com](#)

Johannesburg, South Africa



Erico Fileno


Erico Fileno is a designer and professor with more than 25 years of experience. He combines business, technology and cultural practices, bringing collaborative & human-centered innovation to organizations and services/products to the society, thus impacting the life of millions of people every day around the world.

In the early 2000's, he was the pioneer for igniting Service Design, UX and Interaction Design movements in Latin America. He created the first reference center on Interaction Design and UX in Brazil and the first graduate program in Service Design in the region. He was an important volunteer in IxDA Community, creating Interaction Latin America (2009) and serving the community as local leader, lecturer and – until last year – as Regional Coordinator for Latin America.

Nowadays, he is Executive Director at EY (Latin America South Design Studio) – part of a global organization with more than 1,400 designers working in business transformation for Fortune 500 companies.

[Twitter](#) | [LinkedIn](#) | [ericofileno.com](#)

São Paulo, Brazil




Jay Dutta

Jay Dutta, abbreviated to JD, is an Indian Design leader. In the last decade, he has built and scaled design teams, and capabilities, for Adobe India, Flipkart, MakeMyTrip and now Udaan. He has advised multiple startups and unicorns as a Designer-in-Residence at the VC – SAIF Partners. In the journey, redefining the role and influence of Design in Indian Tech and Business. He is the founder of DesignUp Conference, arguably SE Asia's largest and amongst it's most influential Design-In-Tech Festival – listed by [quartz.com](#) as one of "the world's most exciting Design Events"


After graduating from the National Institute of Design in India, JD spent over a decade in Europe, in the formative years of the interaction design discipline. After the dot com boom and bust, he went on to do a MSc in Design Management and co-founded his Design Consultancy in Manchester. Jay has shared his journey, insights and learning at TEDx, Adobe Max, Collision and multiple conferences across India, Asia and the US.

Bengaluru, India




Sarah Fathallah

Sarah Fathallah (they/she) is an independent designer, researcher, and educator, who specializes in applying participatory research and design to the social sector, and cares about shifting how we engage communities and center lived experience in



Shikoh Gitau


Shikoh is the CEO of Qhala, a Digital Innovation company that catalyzes digital transformation capabilities for organizations across Africa. She has over 10 years of experience in the Research, Design, Implementation, and Management of Digital




Xiangyang Xin

Xiangyang Xin, PhD, founder of XXY Innovation, Professor at Tongji University. Xin holds a PhD in Design from Carnegie Mellon University with interests in interaction, experience, service, and organization design, and looks at how design

IxDA voting ends in 23 days 30 hours 15 minutes. [Learn more](#)



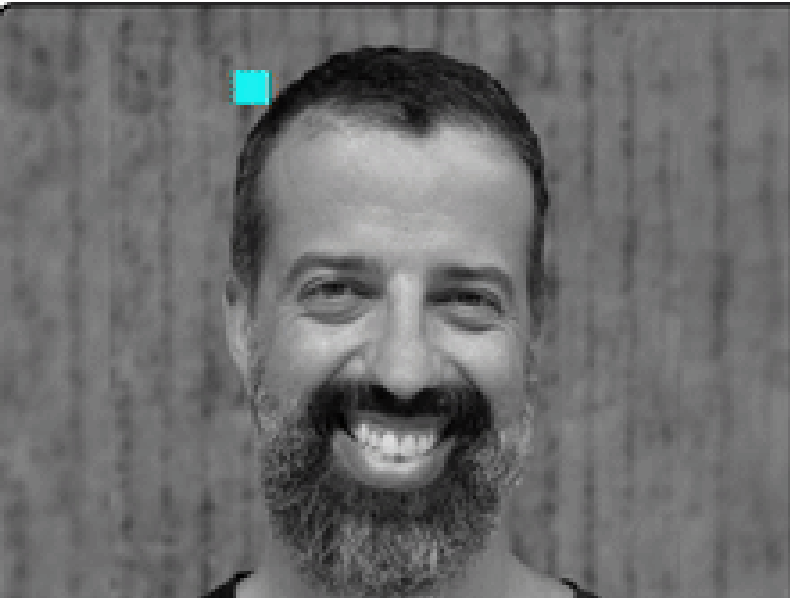
[About](#) [Submission](#) [Winners & Finalists](#) [Sponsors](#) [EN](#) 

Meet the Jury

Our hand-picked panel of esteemed Jury Captains lead the charge in honoring the most deserving design work across our 18 categories. Every Captain builds their own jury team of diverse design experts to ensure a broadly informed discussion and deliberation.


Jury 2022 ▾

Jury



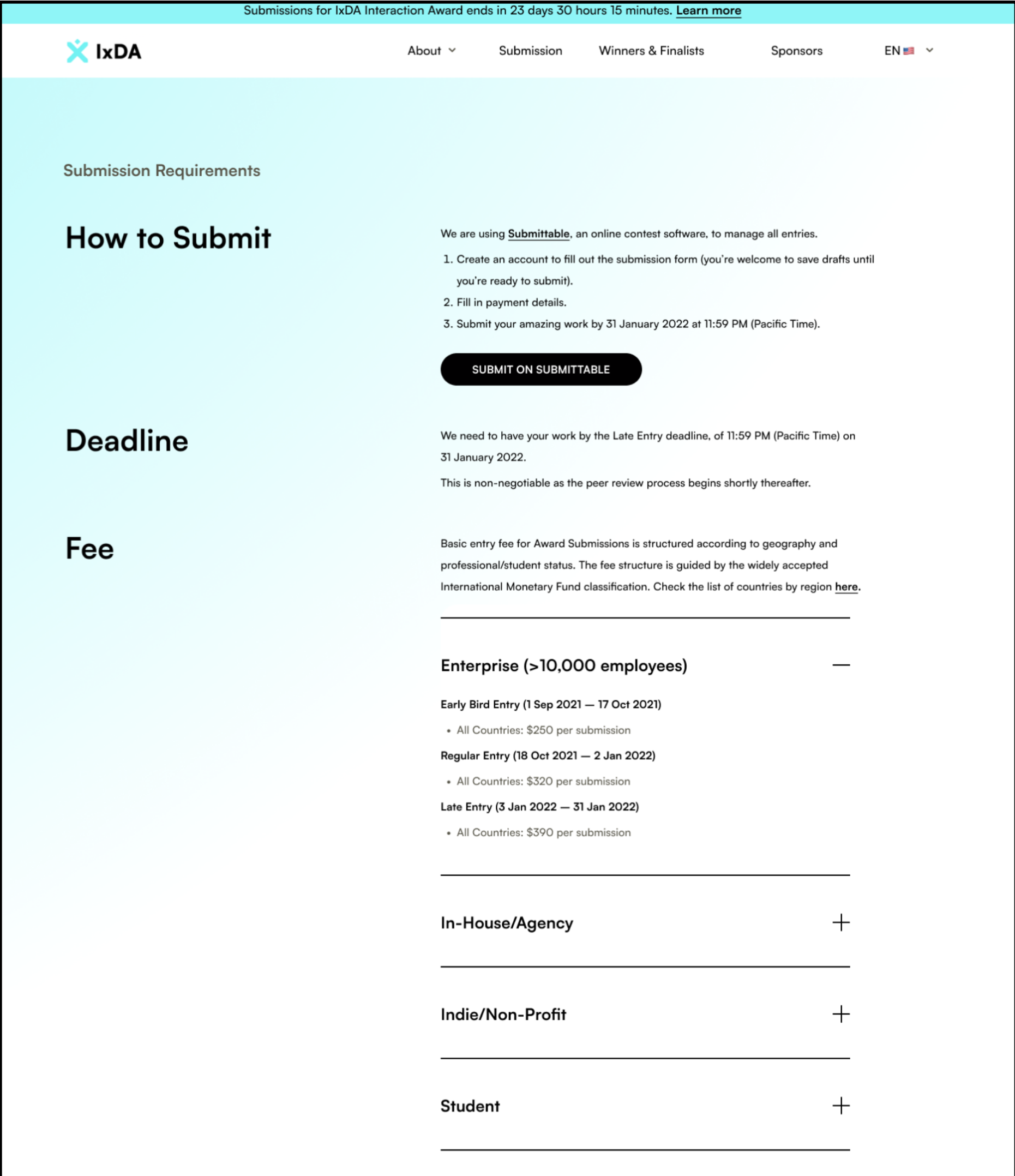
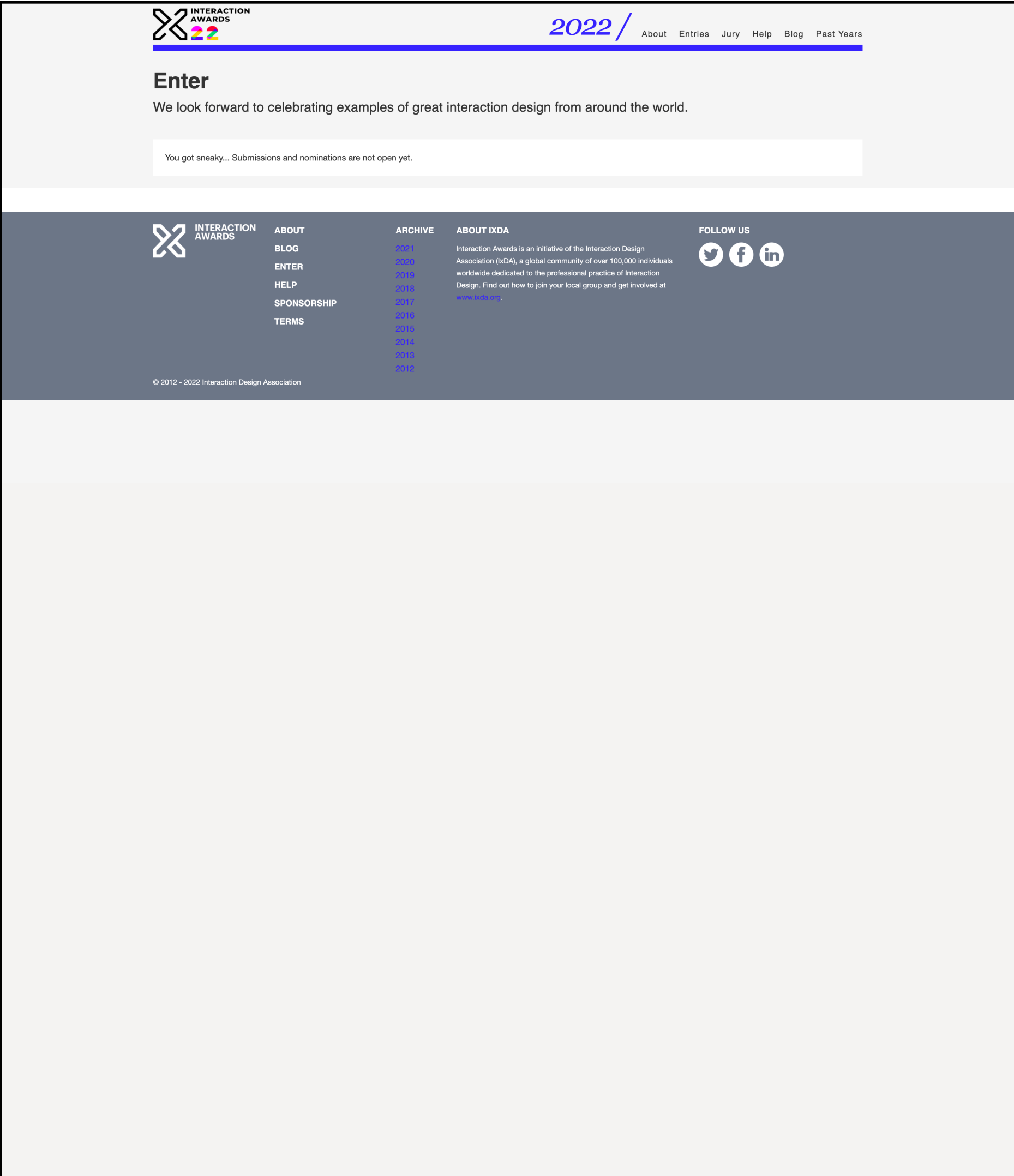
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Submission



Winners & Finalists page



2022 /

AboutEntriesJuryHelpBlogPast Years


Our 2022 Winners


Here are the winners for each category. Congratulations to all!

Connecting


Facilitating communication between people and communities

Introduction

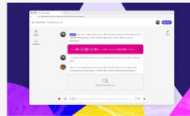




Bobby - enable bonding between premature infants and their parents
Kunstuniversitat Linz



Open Door Museum
Carnegie Mellon University



Project Shasta - an audio tool for people with a story to tell
Adobe

Finalists

Shortlist Entries

Open Door Museum, Carnegie Mellon University, Student, United States of America

Epione - creating space for intimacy for sexual assault survivors, Copenhagen Institute of Interaction Design, Student, Hong Kong

Encounter - Bringing physical, psychological and cultural proximity within a community, Guangzhou Academy of Fine Arts, Student, China

Memo - tangible appointment, Weissensee School of Art, Berlin, Student, Germany

Phonoframes: A non digital gateway to digital technology, National Institute of Design, Gandhinagar, India, Student, India

SafeHands: Supporting Survivors of Intimate Partner Abuse, Loughborough University, Student, Great Britain

Pfizer Management of Analytics and Reporting Solutions (MARS) Application, Pfizer, Professional, United States of America

UMA: Every Pregnant Woman's Friend, IBM India Private Limited, Professional, India

Ask For It - Conversations around consent, confusion and blurred lines., Indie/Non-Profit, India

Project Lima: Inclusive Design in Southeast Asia, Sixty Two, Indie/Non-Profit, Indonesia

MNEME: An end of life activity that encourages people to explore their time spent together, Estonian Academy of Arts, Student, Greece

SHIFT - An alternate future for experiencing reality in digital imagery, Umeå Institute of Design, Student, Sweden

Baka Español: The Extraordinary Life of an Ordinary Girl | YIVO Bruce and Francesca Cerna Stern Online Museum, YIVO Institute for Jewish Research, Indie/Non-Profit, Kinara, National Institute of Design, Bangalore, Student, India

MusicTongue: Tongue-Training Game + Arcade, National Taipei University of Technology + Taipei Medical University, Student, Taiwan

Close App, Delft University of Technology, Student, Poland

The Booby Trap, National College of Art and Design, Student, Ireland

Quilt, crowd-based disaster relief system., NewDealDesign LLC, Professional, United States of America

Vaccine Administration Management Solution (VAM), ServiceNow, Professional, United States of America

Earth Bits - Sensing the Planetary, Dotteddot srl, Professional, Italy

Grin, remote orthodontist platform, NewDealDesign LLC, Professional, United States of America

Action: Interactive Emoji Feedback and Self-monitoring Tool for Actors, Hongki University, Student, South Korea

Inc. 5000 Marketplace, DOTDOT, Professional, United States of America

Trax: better engagement with taxes through increased agency and transparency, Umeå Institute of Design, Student, Great Britain

MyMachine DreamsDrop, MyMachine Global Foundation, Indie/Non-Profit, Belgium


Bobby - enable bonding between premature infants and their parents, Kunstuniversitat Linz, Student, Austria


Project Shasta - an audio tool for people with a story to tell, Adobe, Professional, United States of America

Disrupting


Re-imagining completely an existing product or service by creating new behaviors, usages or markets

Introduction

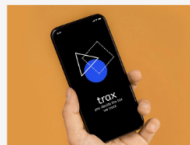




MusicTongue: Tongue-Training Game + Arcade
National Taipei University of Technology + Taipei Medical University



Philips Pediatric Coaching
Philips Experience Design



Trax: better engagement with taxes through increased agency and transparency
Umeå Institute of Design

Finalists

Shortlist Entries

Hibi : The Friendly Shopping Inhibitor, National University of Singapore, Student, Singapore

Digital Surgery - A Research Probe, National College of Art and Design, Student, Ireland

Epione - creating space for intimacy for sexual assault survivors, Copenhagen Institute of Interaction Design, Student, Hong Kong

AnthropoScene, Copenhagen Institute of Interaction Design, Student, India

AI Connections Table, Bluecadet, Professional, United States of America

MARS: Help designers achieve "Design to Manufacture", Kujale, Professional, China

Pfizer Management of Analytics and Reporting Solutions (MARS)

MusicTongue: Tongue-Training Game + Arcade, National Taipei University of Technology + Taipei Medical University, Student, Taiwan


AruControls - Reimagining Personalised Interactions on Your Digital Devices, National University of Singapore, Student, Singapore

CoffFeed: Better SCG repurposing for urban farms, LI & SUN Design LLC, Indie/Non-Profit, United States of America

Interface, Copenhagen Institute of Interaction Design, Student, Costa Rica

Take Me to the Forest: An Interactive Projection Wall, Myth Interactives, Professional, India

Moving Buttons, Special Projects, Professional, Great Britain




AboutSubmissionWinners & FinalistsSponsorsEN

IxDA voting ends in 23 days 30 hours 15 minutes. [Learn more](#)

AWARD 2022

Check out 2022 Submissions!



Sort byYearCategoryCountryWinners

2022 X

CONNECTING X

EXPRESSING X

ENGAGING X

Clear All Filter

Color Tone — a colorfully tactile way to experience sound

Herin Haramoto

Costa Rica

Color Tone is a set of tools, for people who are deaf or hard of hearing in Costa Rica, to experience the physicality of sound.

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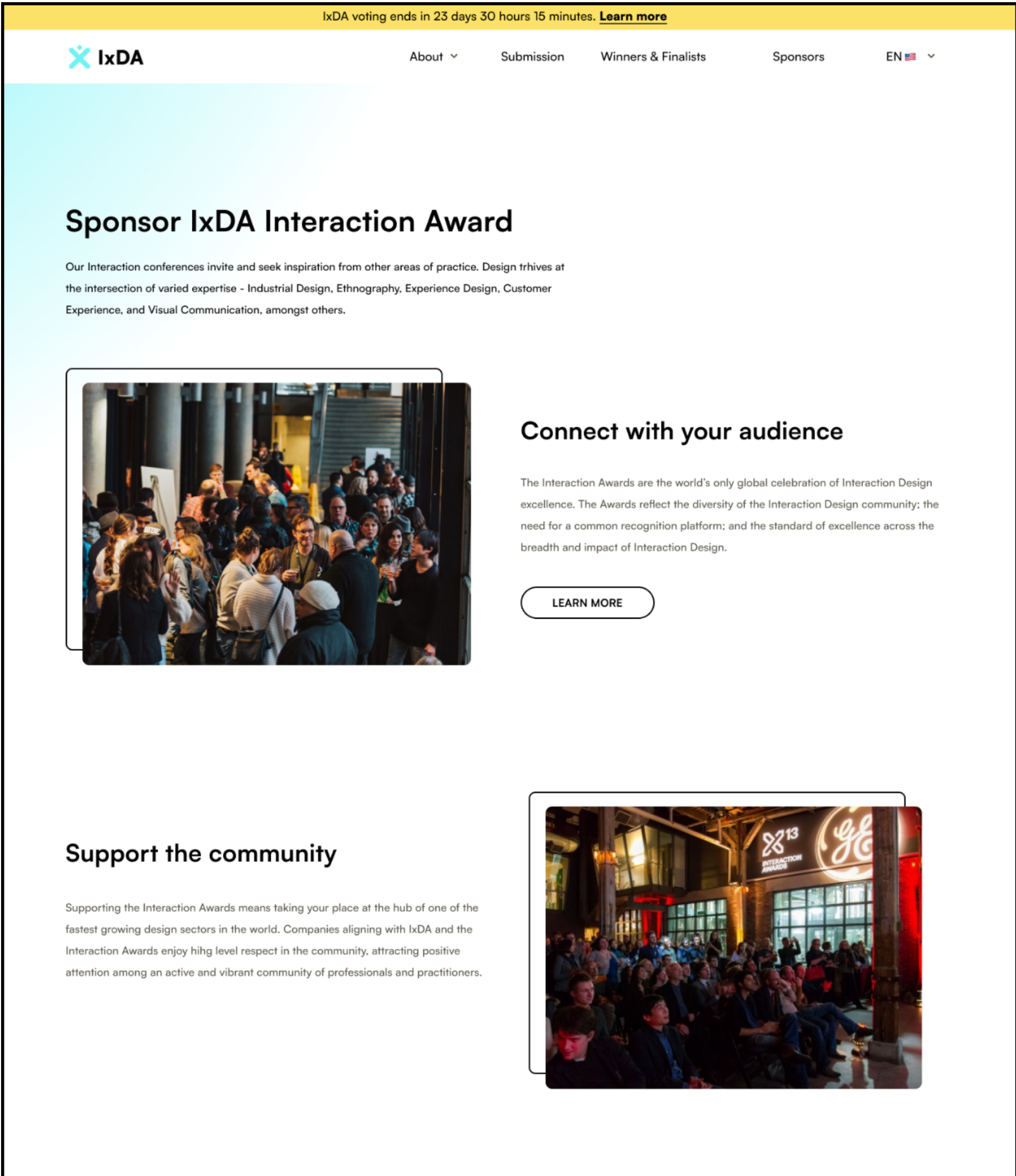
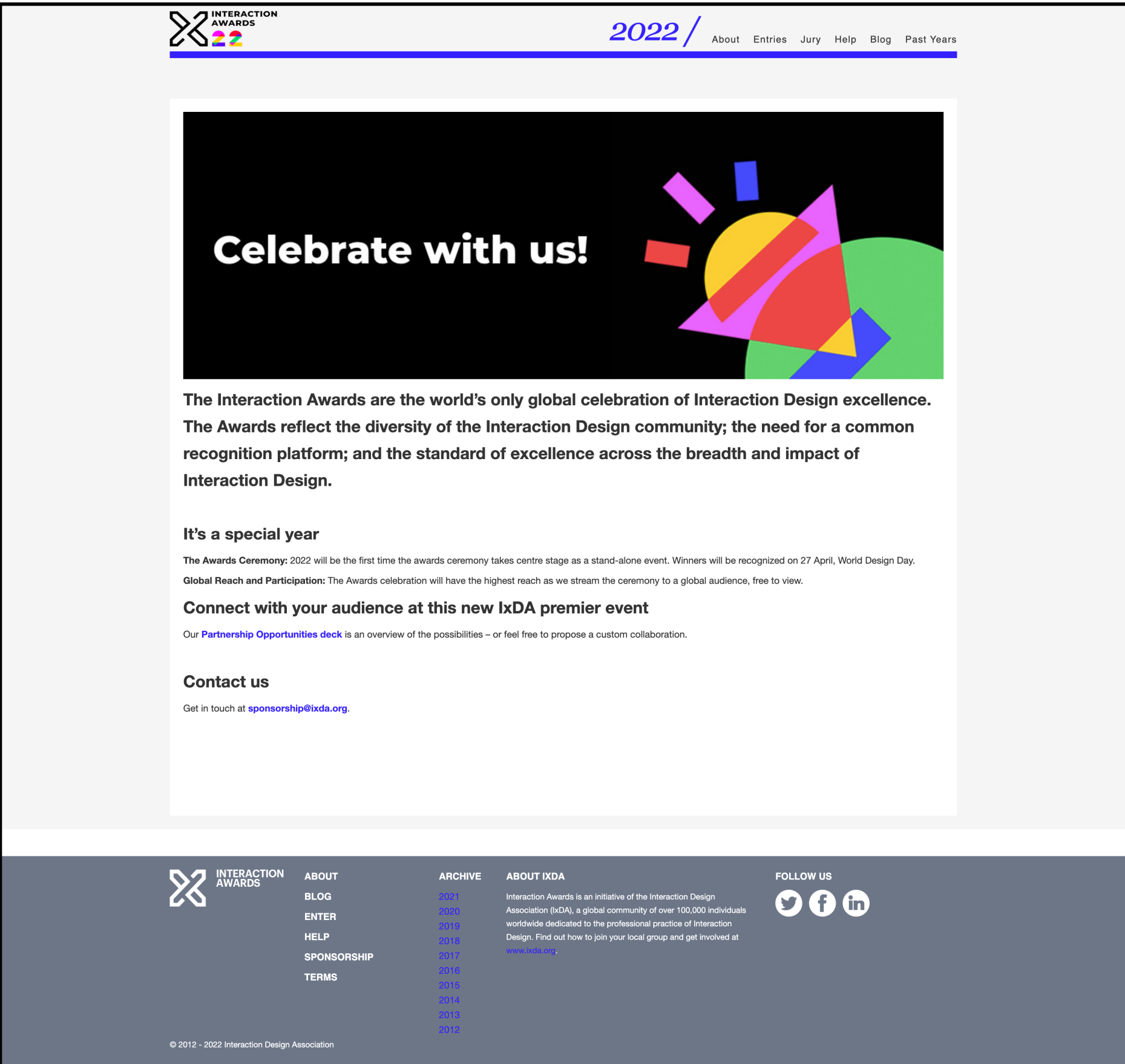
Open Door Museum

Elizabeth Han, Janet Peng, Joseph Zhang

United States

We want to provide an alternate purpose for museums when taken out into the public, where they can more easily facilitate community members into building a collective identity through objects.

Sponsors page



Obstacles

- IxDA is experiencing a rebrand with another team. We are designing the plane as the other team is flying it.
- Ambitious project plans and not enough time to fully implement.
- Needing more iteration for the overall design and research.
- Technical difficulties with OptimalSort
 - Limitations of platform
 - Screening out participants

Lessons

- Divide and conquer is key to success.
- Open communication is important for this to work. We are working with stakeholders in different timezones.
- Scope scope scope. We had to focus on Submitter group to focus our work on vs. focusing on the Submitter and the backend.

Next Steps

- Dig deeper on the information architecture with a bigger sample size of research.
- IxDA is international and need a more representative research sample.
- Get the design organized for development and continue building the design system.



Thank you!

Brenda Sanderson, Rob Nero and IxDA staffs

Suzanne and Rebecca

Everyone who participated in our studies

