The Challenge:
- Design a new or novel graphic user interface (GUI) for mobile, desktop, or emerging hardware platform
- Concepts are to be developed in a team based format
- Consider how a concept or prototype might address a ‘user-centered’ problem that your team identifies through your early research
- Evaluate how the concept might add value to a customer or address an unmet market need

Scope of the Challenge:
- Develop a concept or prototype graphic user interface (GUI)
- The concept or prototype can be framed around a mobile device, desktop, or emerging hardware platform
- The concept or prototype can be designed for an existing hardware platform (phone, tablet, desktop etc.) or a new platform that you conceive
- The resulting concept or prototype can be part of a ‘system’ which may involve multiple interfaces or hardware platforms (mobile, web etc.)
- The GUI concept should be ‘new’ or ‘uniquely different’ from products that are currently on the market
- The final concept does not need to be a functioning prototype but a strong visualization of the design and accompanying description are required (more details on this during coaching sessions)

Timeline – basic outline:
- Coaching sessions and concept development – fall term 2014 (dates to be announced – check website)
- Team registration window – Oct 9th to Oct 23rd, 2014
- Preliminary submission cutoff – Dec 2nd, 2014
- Final Judged Concept Presentations – 2nd week of winter term 2015

Student Teams:
- 2-5 students per team
- All students must be full-time registered students at the University of Oregon for the entirety of the competition (Fall ’14-Winter ’15)
- Any major or field of study is welcome to participate (interdisciplinary teams are encouraged)
- Open to undergraduate and graduate students
- All work must be performed by student team members – no outside, professional or financial assistance is permitted
- A student may only take part in one registered team

Team Registration:
- All teams / team members must be registered by the end of the day on October 23rd
- See Colligan Challenge website for registration details

Coaching Sessions:
- There will be 4 coaching sessions throughout the fall 2014 term to assist student teams in preparing to meet the challenge
- Attendance is not required but highly encouraged as these will be the main forum for questions and announcements throughout the competition
- Coaching sessions will focus on the research and concept development steps needed to successfully compete in this challenge and are aimed at walking students through an interface design process
Preliminary Concept Submissions:
- All teams will be asked to submit preliminary concept materials – Dec 2nd 2014
- Failure to submit these materials may forfeit the team’s chances of presenting in the final judged event
- Depending on the number of teams entered in the challenge, the preliminary concept submission may be utilized to narrow down the final participants

Final Judged Presentations:
- The final concept presentations will take place the 2nd week of winter term 2015
- Selection of final teams to present will be based on ‘preliminary concept submissions’
- The judging panel will be composed of Ed Colligan and a group of entrepreneurs, designers and industry leaders

Prizes:
- Based on the final judging panel’s selections, prize money totaling $15,000 will be handed out to the winner and runner up teams