

Colligan – User Interface Design Challenge ‘14 Official Rules (2014-2015)

Page 1/2

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

Colligan – User Interface Design Challenge ‘14 Official Rules (2014-2015)

Page 2/2

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