



Interaction Award Website Redesign

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

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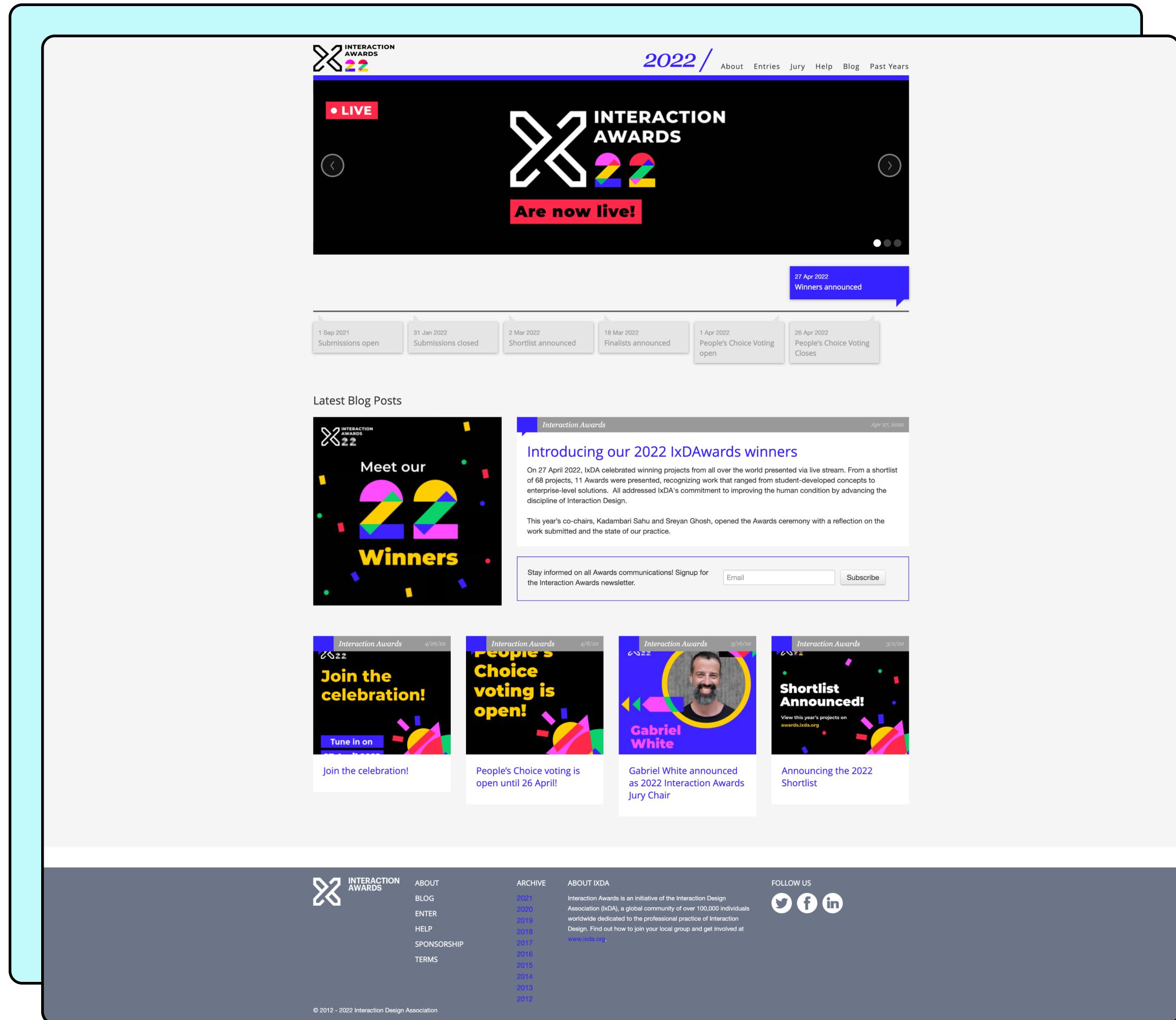
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ABOUT IxDA AWARD

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

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.

GOALS

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

USER RESEARCH

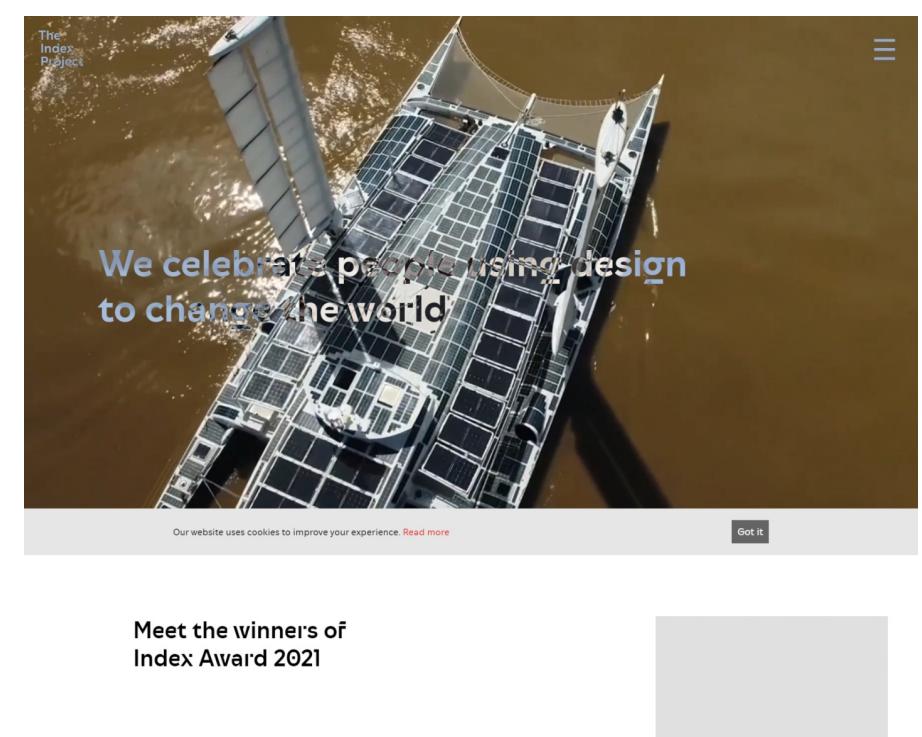
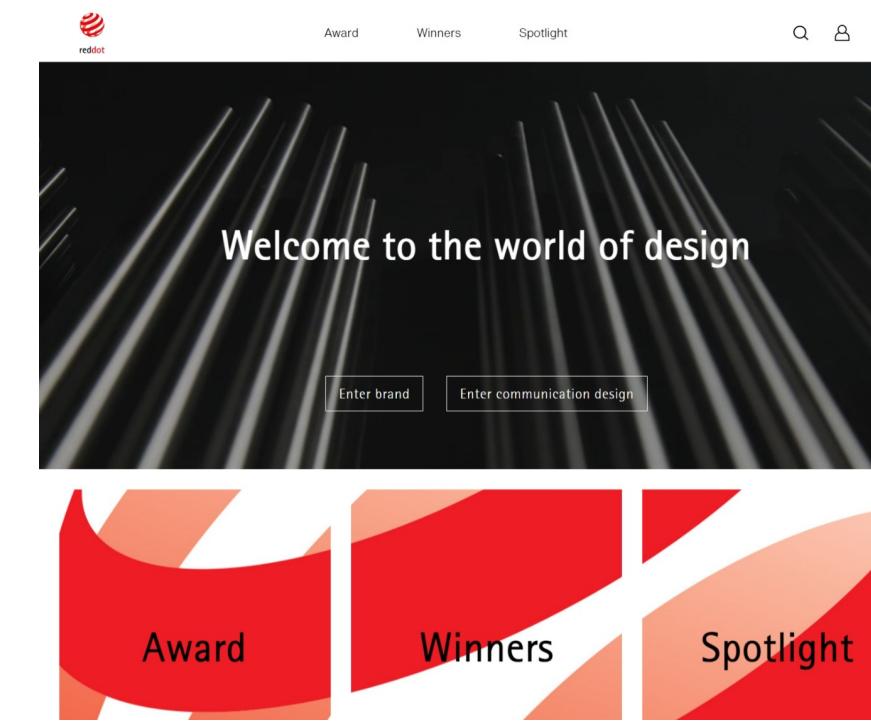
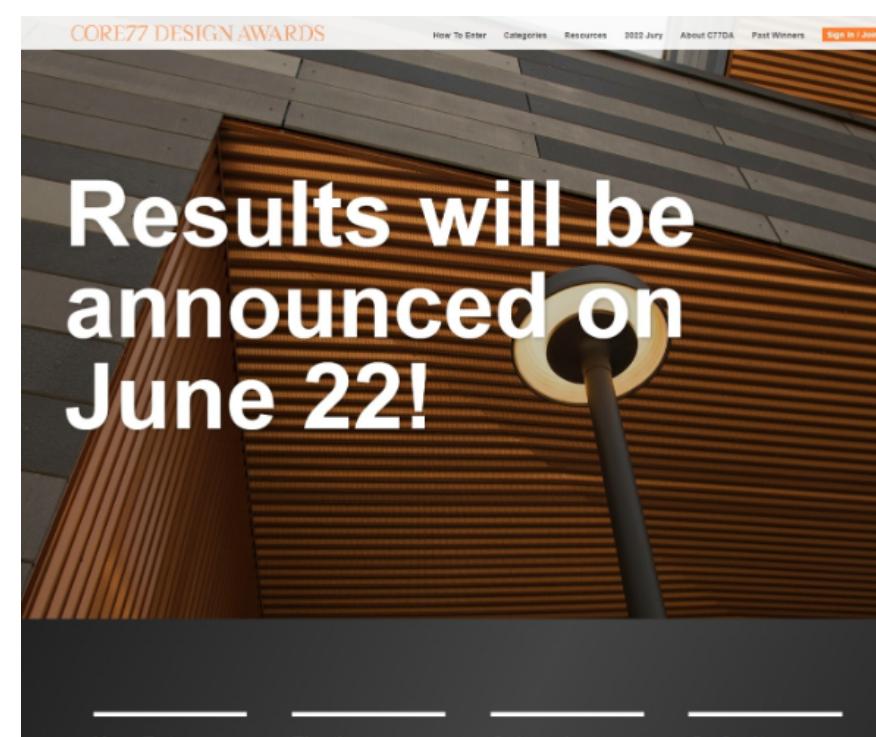
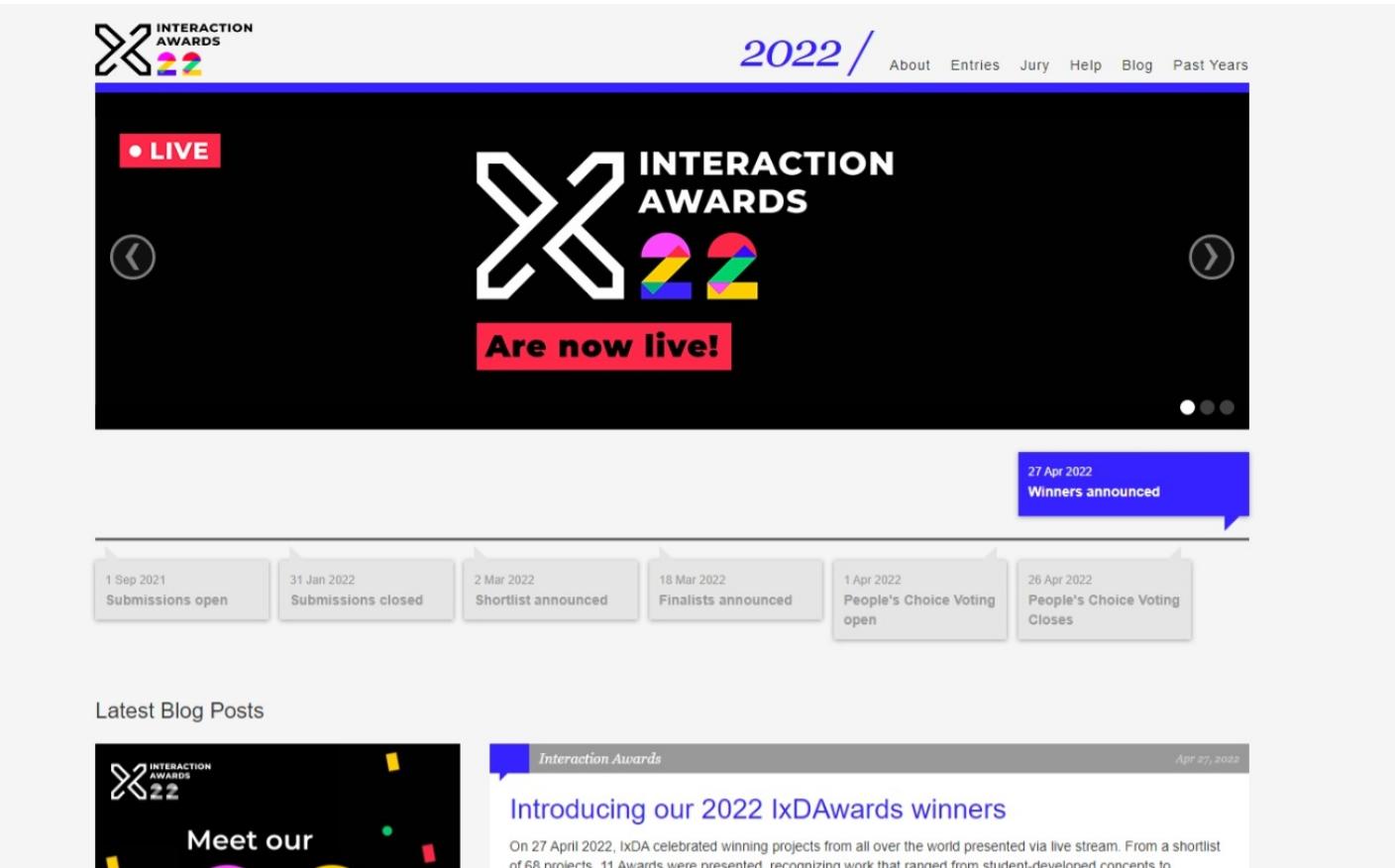
Comparative Analysis

Strength of IxDA Awards Website:

- Rich information about projects

Areas for Improvement:

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



USER RESEARCH



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

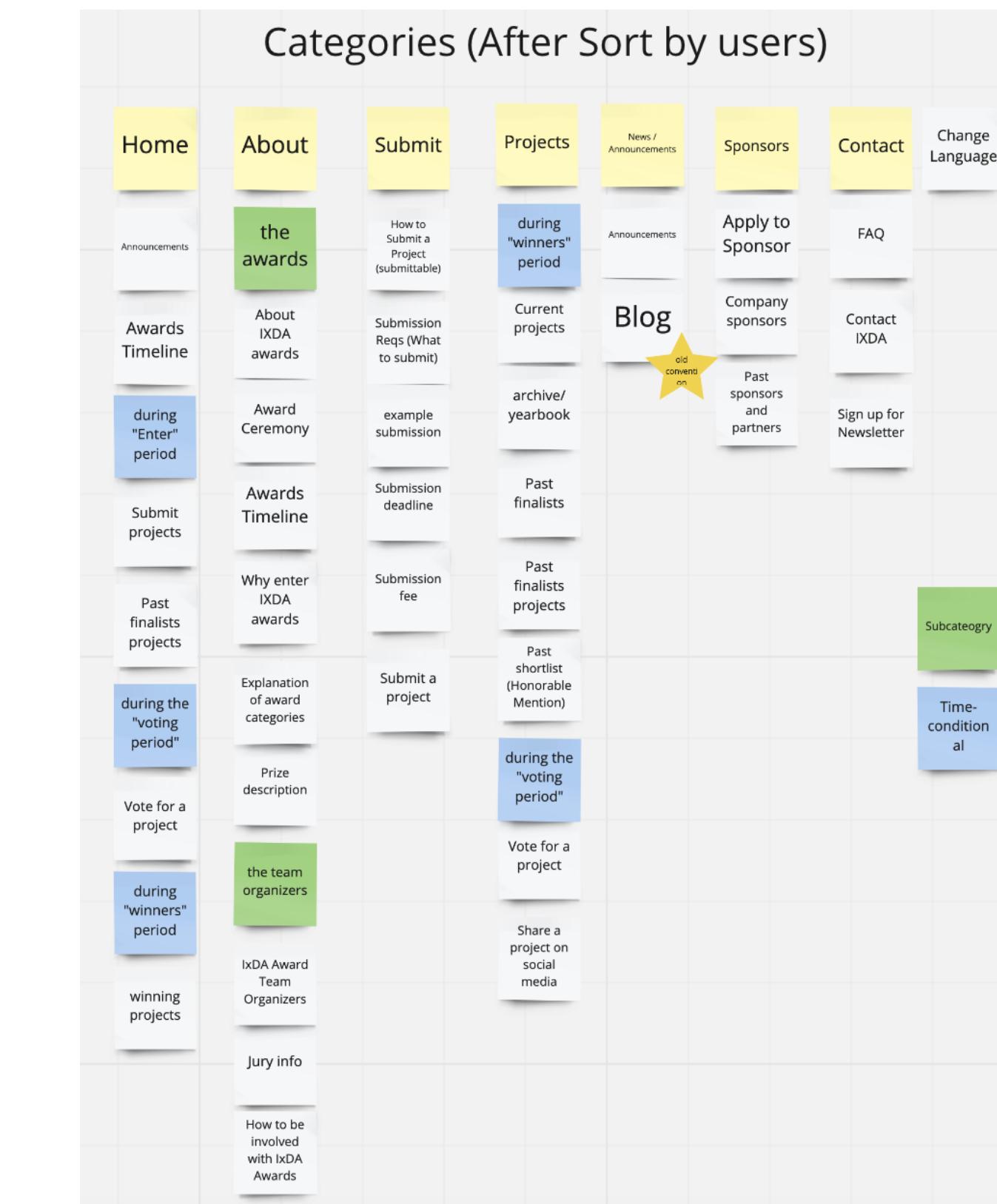
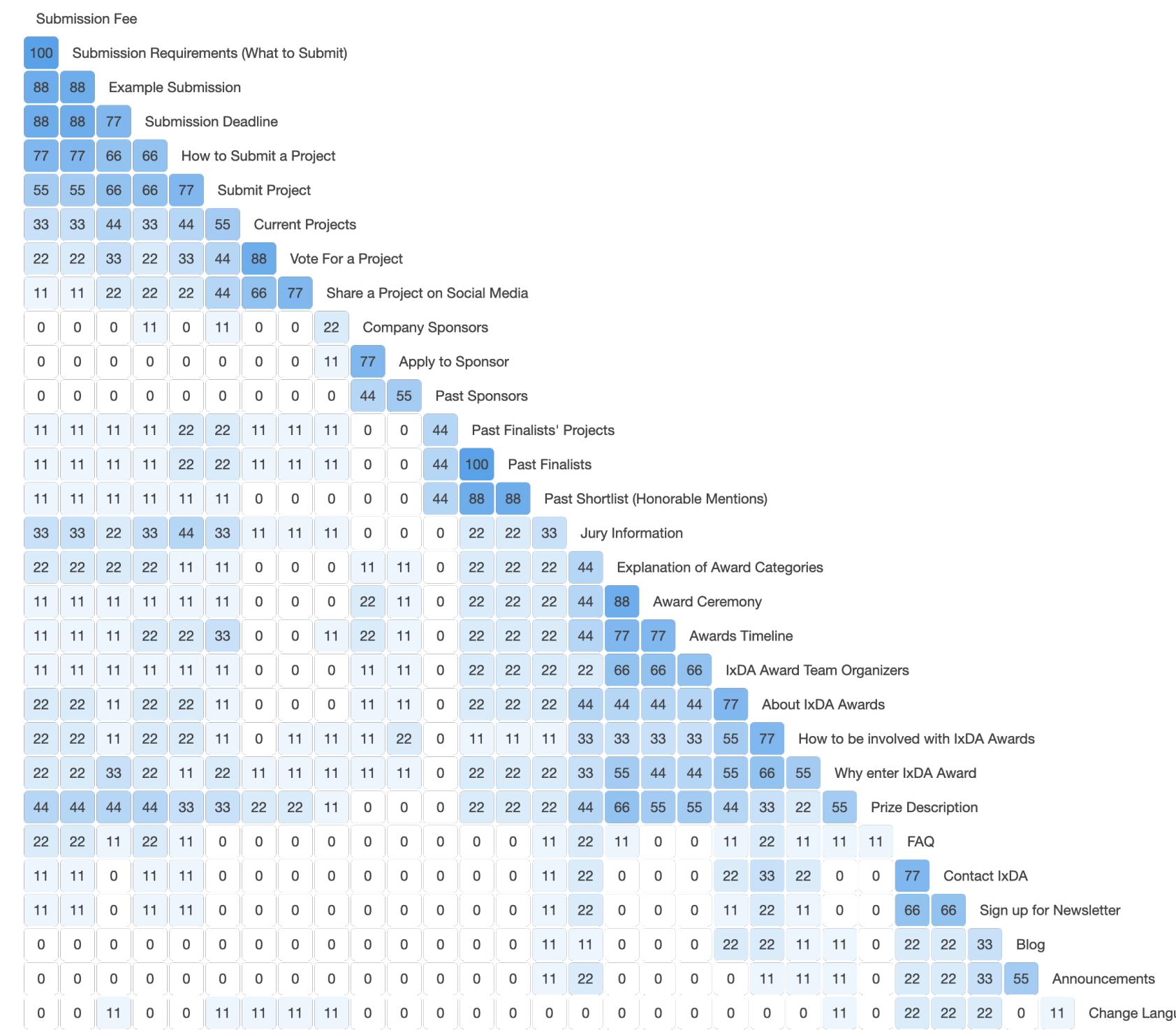
"I need to be updated on the latest UX and IxD trends"

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

✖ USER RESEARCH

Card Sorting

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



DESIGN PRINCIPLES

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



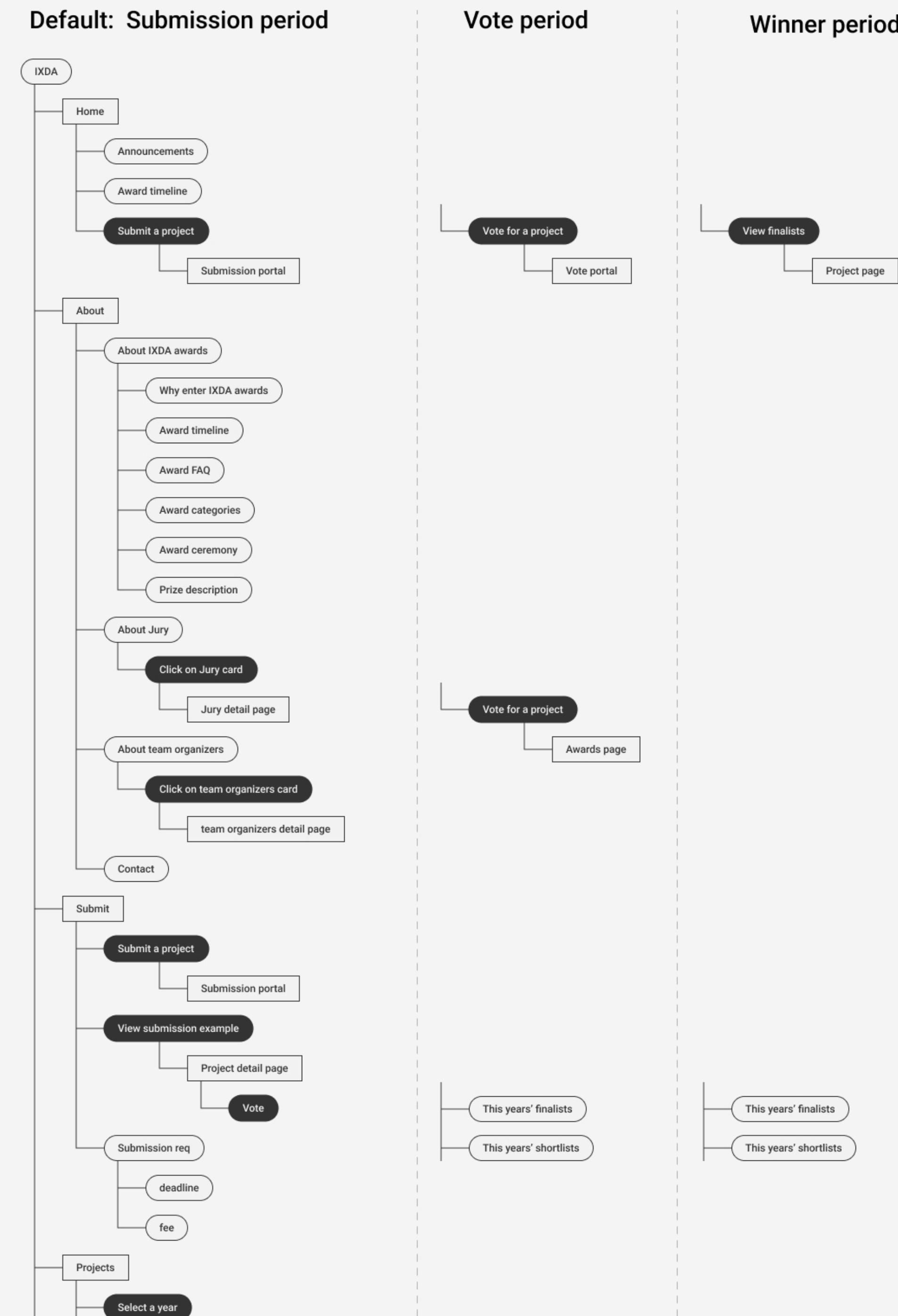
Accessible

Making information digestible. Avoid jargons.

INFORMATION ARCHITECTURE

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



WIREFRAMES

Set basic components

Navigation

IXDA LOGO Enter Juries About Sponsors Vote Now

Footer

IXDA LOGO Terms and conditions Contact IxDA

Subscribe to our newsletter Your email Submit

Connect with us on social media

dropdown Text Text Text

Image generic / im... generic / text / body-multi-s...

Divide and conquer

Rosanna Xuefei Natasha

Rosanna: Past awards, Sponsors

Xuefei: About, Project detail page

Natasha: Vote, Contact

SU Tony

Jisu: Team, Juries, Jury detail page

Tony: Submit, FAQ

USER RESEARCH

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.

OW Dashboard Studies Natasha Alcantara ▾ Treejack - Tree testing

← Back to studies IxDA Tree Testing

Setup Recruit Results

Launched May 17, 2022 Live

Overview Analysis Downloads Sharing

Participants

Completion

18 out of 29

18 of 29 (62%) participants completed your study. 11 abandoned.

Time taken

5 m 13 s

It took your participants a median time of 05:13 to complete the study. The longest time was 14:12 and the shortest was 00:21.

Location

United States	50 %
Canada	11 %
South Africa	6 %

Your participants were mainly from United States, Canada, and South Africa. You set up an English (US) language study.

Tasks

Success

54%

This chart shows the average success score across all your tasks. Out of all the tasks completed by participants, 54% ended up at a "correct" answer.

Directness

63%

This chart shows the average directness score across all your tasks. Out of all the tasks completed by participants, 63% of answers were chosen without backtracking.

Tasks

Success

54%

This chart shows the average success score across all your tasks. Out of all the tasks completed by participants, 54% ended up at a "correct" answer.

Directness

63%

This chart shows the average directness score across all your tasks. Out of all the tasks completed by participants, 63% of answers were chosen without backtracking.

✖ USABILITY TEST

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

Client interview

User research

Design Audit

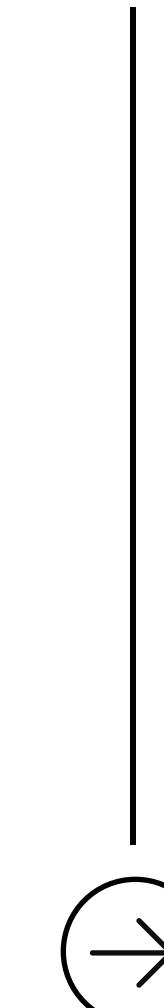
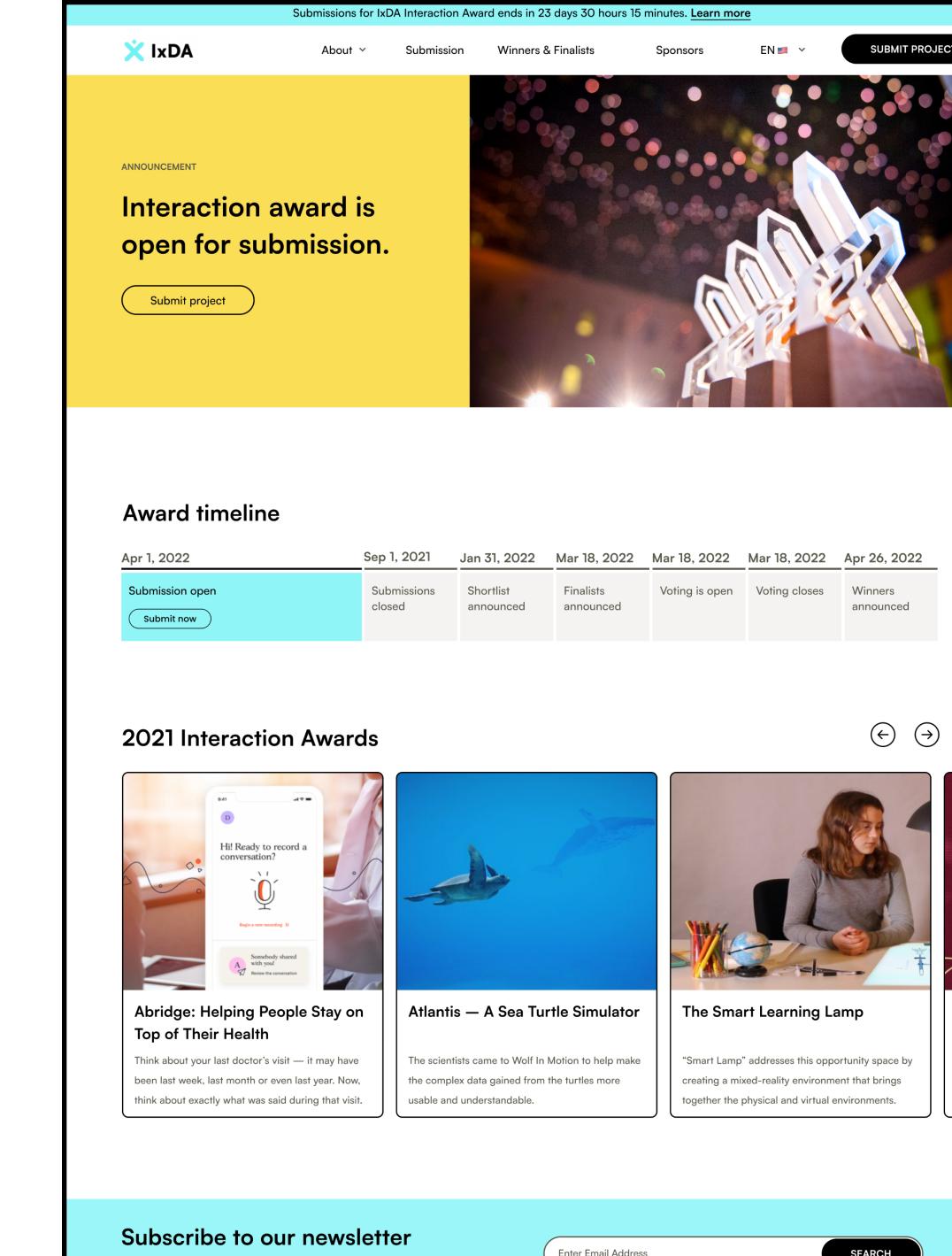
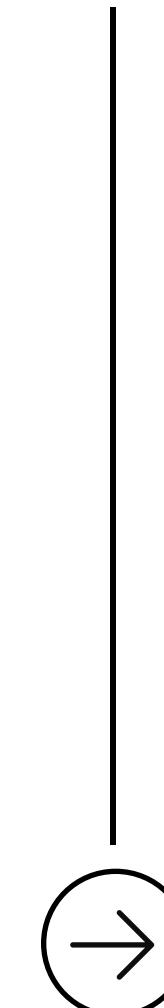
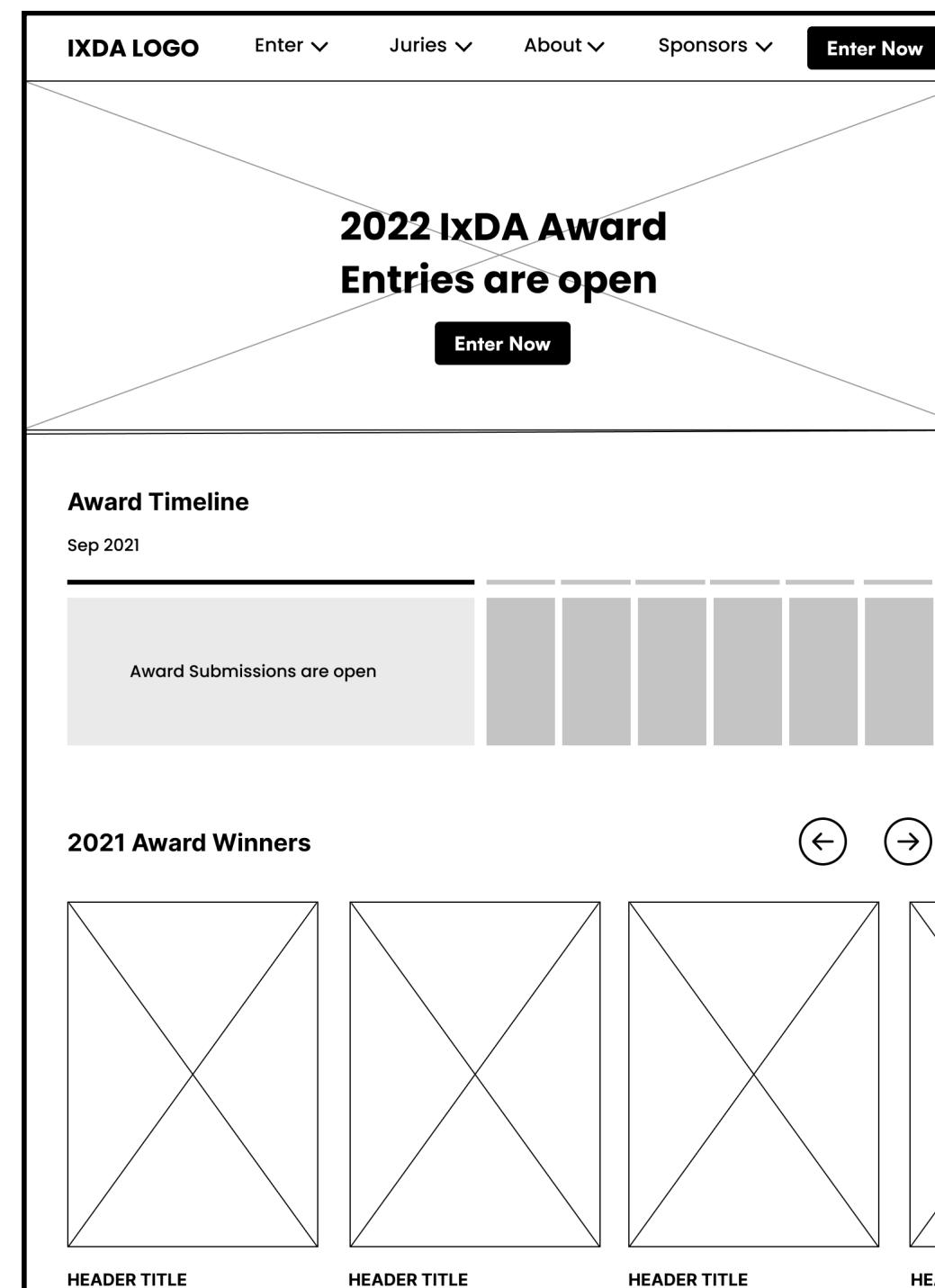
Card sorting

Tree testing

+ IxDA design system

Usability test

Tree testing



Final Design

✖ USABILITY TEST

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:

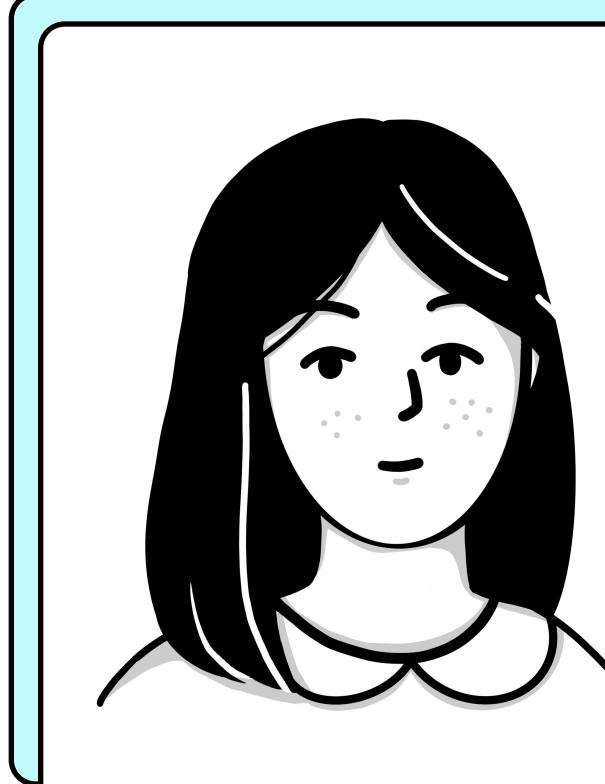
5 students

4 competition experience

4 time frame and requirements

2 heard of IxDA

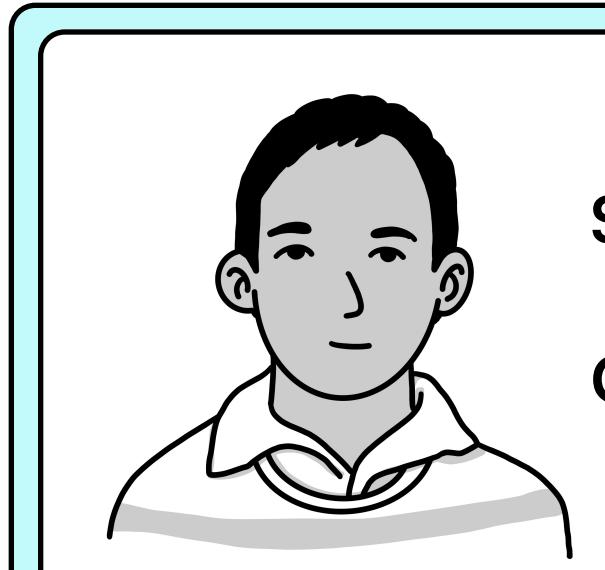
2. Usability test tasks



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

USABILITY TEST

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.

USABILITY TEST

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.

Recommendations

Remove all top banners with no significant function.

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

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

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

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.

FINAL DESIGN

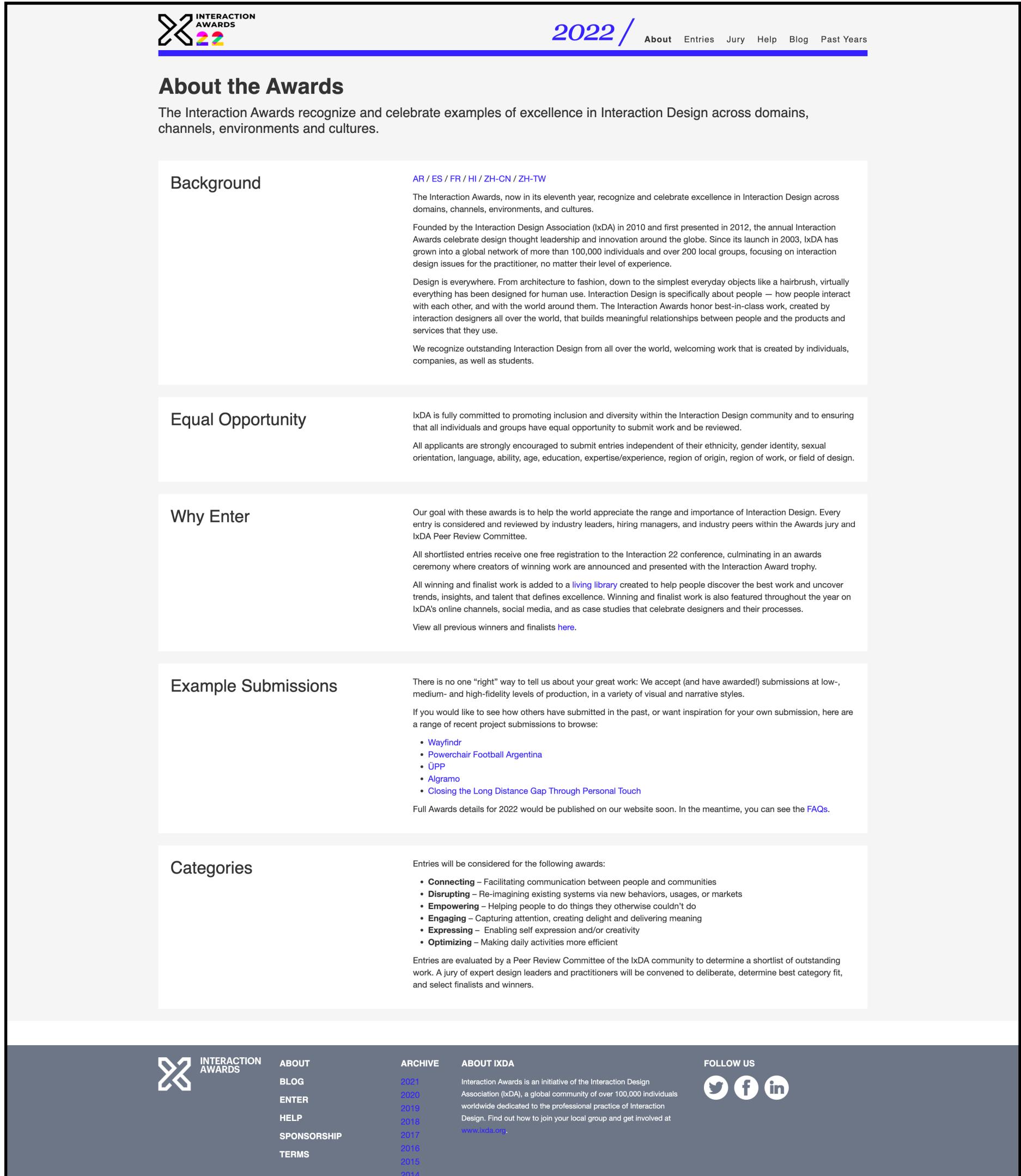
Homepage

The screenshot shows the 2022 Interaction Awards homepage. At the top, there's a large banner with the text "Vision 2022" and a stylized eye icon. Below the banner, a timeline shows key dates: "1 Sep 2021 Submissions open", "31 Jan 2022 Submissions closed", "2 Mar 2022 Shortlist announced", "18 Mar 2022 Finalists announced", "1 Apr 2022 People's Choice Voting open", "26 Apr 2022 People's Choice Voting Closes", and "27 Apr 2022 Winners announced". A "Submit project" button is located on the right side of the timeline. Below the timeline, there's a section for "Latest Blog Posts" featuring a thumbnail for "Meet our 22 Winners" and a snippet about the winners. At the bottom, there are four cards: "Join the celebration!", "People's Choice voting is open!", "Gabriel White announced as 2022 Interaction Awards Jury Chair", and "Shortlist Announced!". The footer contains links for "ABOUT", "ARCHIVE", "ABOUT IxDA", "FOLLOW US" (Twitter, Facebook, LinkedIn), and "TERMS".

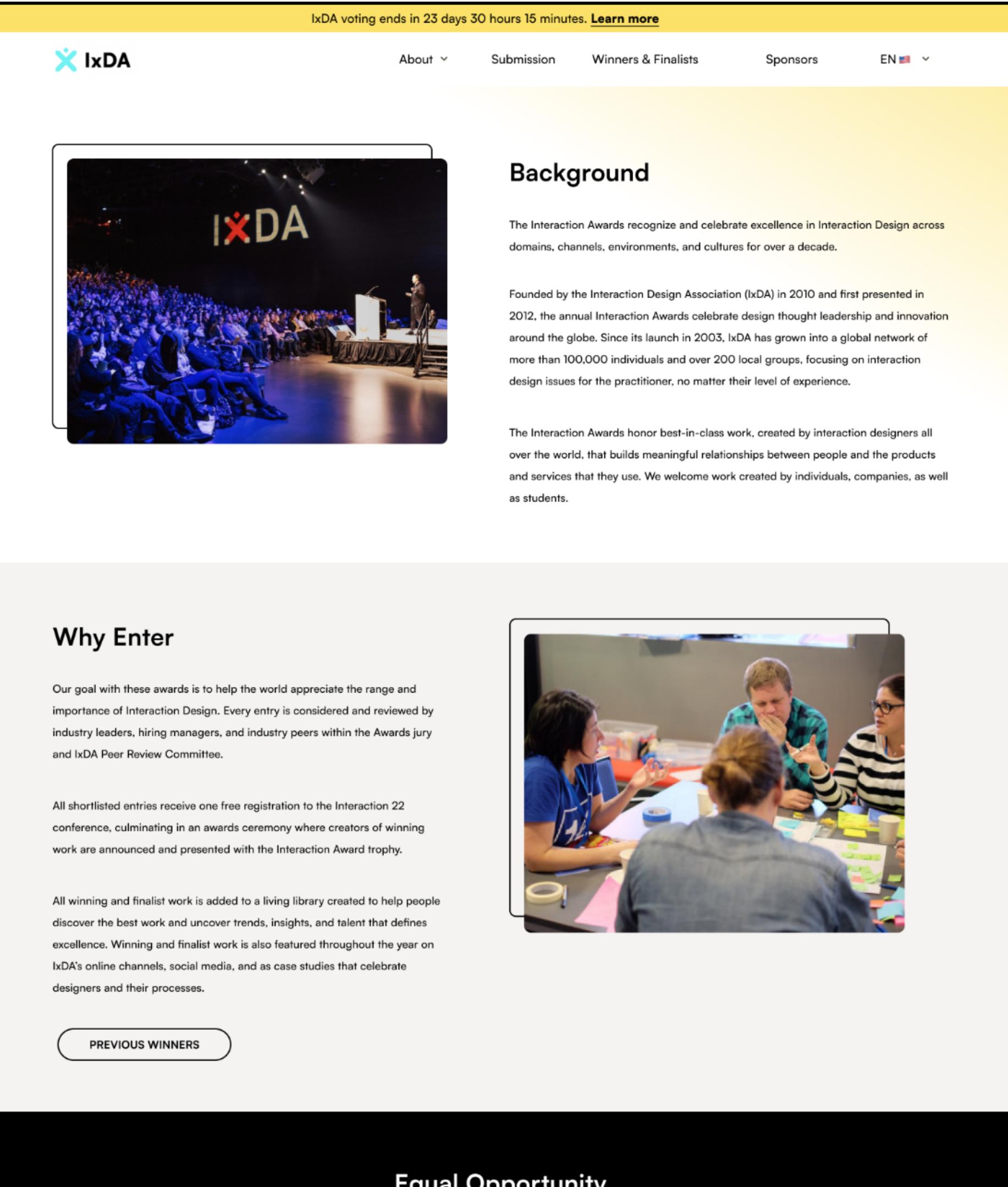
The screenshot shows the IxDA homepage. At the top, it says "Submissions for IxDA Interaction Award ends in 23 days 30 hours 15 minutes. [Learn more](#)". The main headline is "Interaction award is open for submission." with a "Submit project" button. To the right is a large image of several Interaction Awards trophies. Below the headline, there's a "IxDA Award timeline" showing the same timeline as the previous screenshot. At the bottom, there's a section for "2021 Interaction Awards" featuring three projects: "Abridge: Helping People Stay on Top of Their Health", "Atlantis — A Sea Turtle Simulator", and "The Smart Learning Lamp". There are also snippets for "Agent of the Future" and "Agents of Change".

FINAL DESIGN

About the award page



The screenshot shows the Interaction Awards 2022 website. At the top, there's a navigation bar with the Interaction Awards logo, the year '2022 /', and links for 'About', 'Entries', 'Jury', 'Help', 'Blog', and 'Past Years'. Below the navigation, a section titled 'About the Awards' explains the purpose of the awards. It includes sections for 'Background', 'Equal Opportunity', 'Why Enter', 'Example Submissions', and 'Categories'. Each section contains descriptive text and links to further information. At the bottom, there's a footer with links for 'ABOUT', 'BLOG', 'ENTER', 'HELP', 'SPONSORSHIP', and 'TERMS', along with social media icons for Twitter, Facebook, and LinkedIn.



The screenshot shows the IxDA website. At the top, there's a yellow header bar with the text 'IxDA voting ends in 23 days 30 hours 15 minutes. [Learn more](#)'. Below the header, the IxDA logo is displayed, followed by a navigation bar with links for 'About', 'Submission', 'Winners & Finalists', 'Sponsors', and a language selector 'EN '. A large image of a conference stage with a speaker and an audience is centered on the page. To the right of the image, there are sections for 'Background' (describing the Interaction Awards), 'Why Enter' (explaining the goals and process), and 'Example Submissions' (showing a group of people working together). At the bottom, there's a button labeled 'PREVIOUS WINNERS'.

FINAL DESIGN

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 Chilli 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 bDA 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 Udan. 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 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 Research, Design, Implementation, and Management of Digital



Xiangyang Xin
Xiangyang Xin, PhD, founder of XYY 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](#)

 **IxDA**

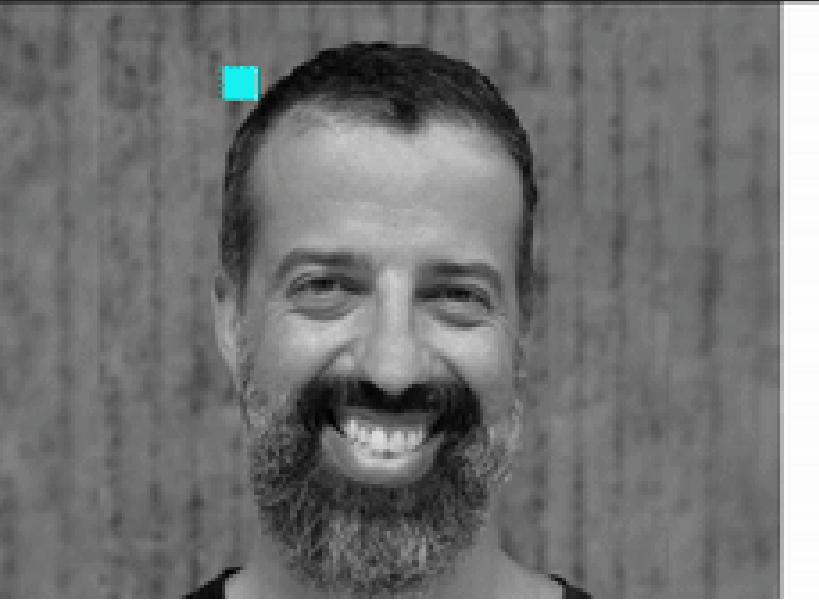
About Submission Winners & Finalists Sponsors EN 

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



Jury Chair
Gabriel White
Santiago, Chile
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.

FINAL DESIGN

Submission

The screenshot shows the Interaction Awards 2022 website. At the top, there's a navigation bar with the year '2022 /' and links for About, Entries, Jury, Help, Blog, and Past Years. Below the navigation is a section titled 'Enter' with the subtext 'We look forward to celebrating examples of great interaction design from around the world.' A message box says 'You got sneaky... Submissions and nominations are not open yet.' At the bottom, there's a footer with links for About, Blog, Enter, Help, Sponsorship, Terms, and Archives, along with social media icons for Twitter, Facebook, and LinkedIn.

The screenshot shows the IxDA website. At the top, it says 'Submissions for IxDA Interaction Award ends in 23 days 30 hours 15 minutes. [Learn more](#)'. The navigation bar includes About, Submission, Winners & Finalists, Sponsors, and EN USA. Below the navigation, there's a 'Submission Requirements' section, followed by 'How to Submit' with instructions about using Submittable. It then moves to 'Deadline' and 'Fee' sections. Under 'Fee', there are sections for 'Enterprise (>10,000 employees)', 'In-House/Agency', 'Indie/Non-Profit', and 'Student'. Each section has a plus sign to its right, likely indicating expandable content.

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Winners & Finalists page

INTERACTION AWARDS 2022 / About Entries Jury Help Blog Past Years

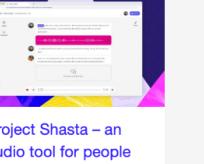
Our 2022 Winners

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

Connecting

Facilitating communication between people and communities

Introduction

Finalists

Baby – enable bonding between premature infants and their parents Kunstuniversität Linz

Open Door Museum Carnegie Mellon University

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

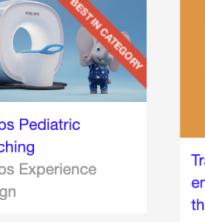
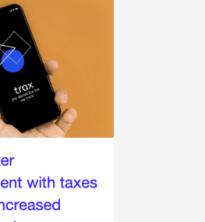
Shortlist Entries

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
SafeHeads: 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
Bella Epstein: The Extraordinary Life of an Ordinary Girl YIVO Bruce and Francesco Cerrina Slovin Online Museum, YIVO Institute for Jewish Research, Indie/Non-Profit, Israel
Kinara, National Institute of Design, Bangalore, Student, India

Disrupting

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

Introduction

Finalists

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

Shortlist Entries

Hill : 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", kujiale, Professional, China
Pfizer Management of Analytics and Reporting Solutions (MARS) Application, Pfizer, Professional, Great Britain

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

IxDA About Submission Winners & Finalists Sponsors EN

AWARD 2022

Check out 2022 Submissions!



Filters

Sort by Year Category Country Winners

SEARCH Keyword | SEARCH

2022 CONNECTING EXPRESSING ENGAGING Clear All Filter

CONCEPT **STUDENT** **WINNER** **EXPRESSING** **2022**

Color Tone — a colorfully tactile way to experience sound

Herin Haramoto  Great Britain

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.

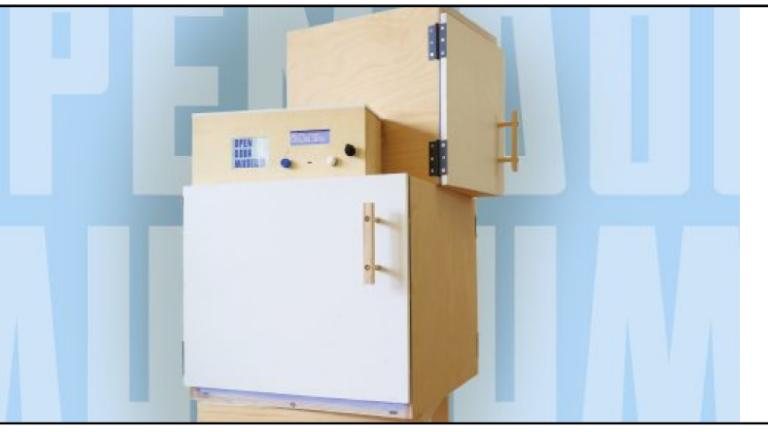


WINNER **CONNECTING** **2022**

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.



FINAL DESIGN

Project detail page

Open Door Museum
Carnegie Mellon University United States of America

BEST IN CATEGORY CONNECTING

Connecting, Engaging, Expressing
Concept / Student
Team
Elizabeth Han, Janet Peng, Joseph Zhang

Overview

Problem
Museum exhibitions provide a window into our culture but often fail to represent the community they reside in. We strive to tackle this by building a platform where residents become the curators.

What
Through the Open Door Museum, we hope to amplify the community's voice through a system of exhibitions where community members become the curators and share their stories and cherished objects. 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.

How
We designed and prototyped a pair of hardware-integrated cabinets: one cabinet to scan in objects people submit and one cabinet to display that scanned object through holographic projection.

Why
A museum is an exclusive environment that only people with the financial means can afford to visit. Furthermore, museums often don't reflect the communities they are embedded in as what museum curators decide to present in their exhibitions often don't reflect the community.

Project Description
The origin of museums is the "Cabinet of Curiosities," a literal cabinet owned by wealthy aristocrats to share their personal history through extraordinary objects. This narrow collection defined by wealth and class has persisted to museums today, where diverse perspectives are missing and visitors feel distant from the artifacts on display.

By bringing museums out into the streets, they can serve as thoughtful facilitators of our culture. Open Door Museum achieves this through a network of cabinets across Pittsburgh, Pennsylvania. By asking participants to visit the cabinet and scan their artifact, Open Door Museum encourages a deeper reflection on their individual identity through the lens of an object. By viewing other artifacts submitted by community members, visitors can contextualize their culture in the context of the collective. It incorporates the foundational elements of museums, where visitors can learn more about objects they aren't familiar with, while adding relatability through audio-recorded personal stories.

Our design process began with a visit to the Carnegie Museum Of Art's Extraordinary Ordinary Things Exhibit. With a brief from the museum to imagine the role of museums outside the museum space, we drew observational analyses to initiate our concept. After thoughtful discussions and user interviews, we drafted our proposal of democratizing museum curation through a network of community museums. After receiving positive feedback from CMoA's curators and external critics, we focused much of our effort into "thinking through making." We iterated on many physical forms and technical prototypes. Through our shared background in interaction design, industrial design, and hardware/software development, we created a full scale, working prototype for our final exhibition day in the span of 14 weeks. On the exhibition day, we had over 40 participants for user testing, yielding detailed points of interventions for future revisions, as well as an ample amount of positive feedback. Reactions ranged from raw delight in activating a scan to thoughtful discourses on where this object could live.

Based on reactions, our simple interaction promotes scalable benefits across various contexts. In a minority community, Open Door Museum can help gather quality, participatory data for underrepresented cultures. In a suburban neighborhood, it can bond emotionally scattered neighbors through collective storytelling. Across time, the cabinet pair can have different themes, such as objects that define your family or objects you created in the past week. Across places, the cabinet pair can ease the pain of a collective, like memorializing the deceased through artifacts if placed in a cemetery.

Open Door Museum is a modern cabinet of curiosities, where everyone can be a

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

Hearing kids' voice — Story Tree

ART CENTER COLLEGE OF DESIGN EXPRESSING FINALIST 2022 United States

Team
Krystina Castella, Yue Wu

Category
Empowering, Engaging, Expressing

Type
Concept / Student

Project Description
Story Tree is a project that encourages children to express themselves and create their own stories.

Due to interviews with writing teachers, kindergarteners and parents, I found that many children are facing the problem of lacking ideas in writing. This has nothing to do with the writing skills teachers can teach, but the result of lack of expression exercise and imagination.

In this project, our mission statement is to establish an appealing storytelling experience for children and guide them to create their own stories. Through telling stories, exercise children's imagination and expression ability, guide them to develop the habit of thinking and creating, and establish a closer family relationship through parent-child interaction.

It is workable for little kids (4-6) and older group to improve their physical, cognitive and emotional abilities.

The concept is to create an open-end storytelling experience for children with freely dressable characters and puzzle maps. By introducing smart devices, it provides children with more attractive interactives and recording functions.

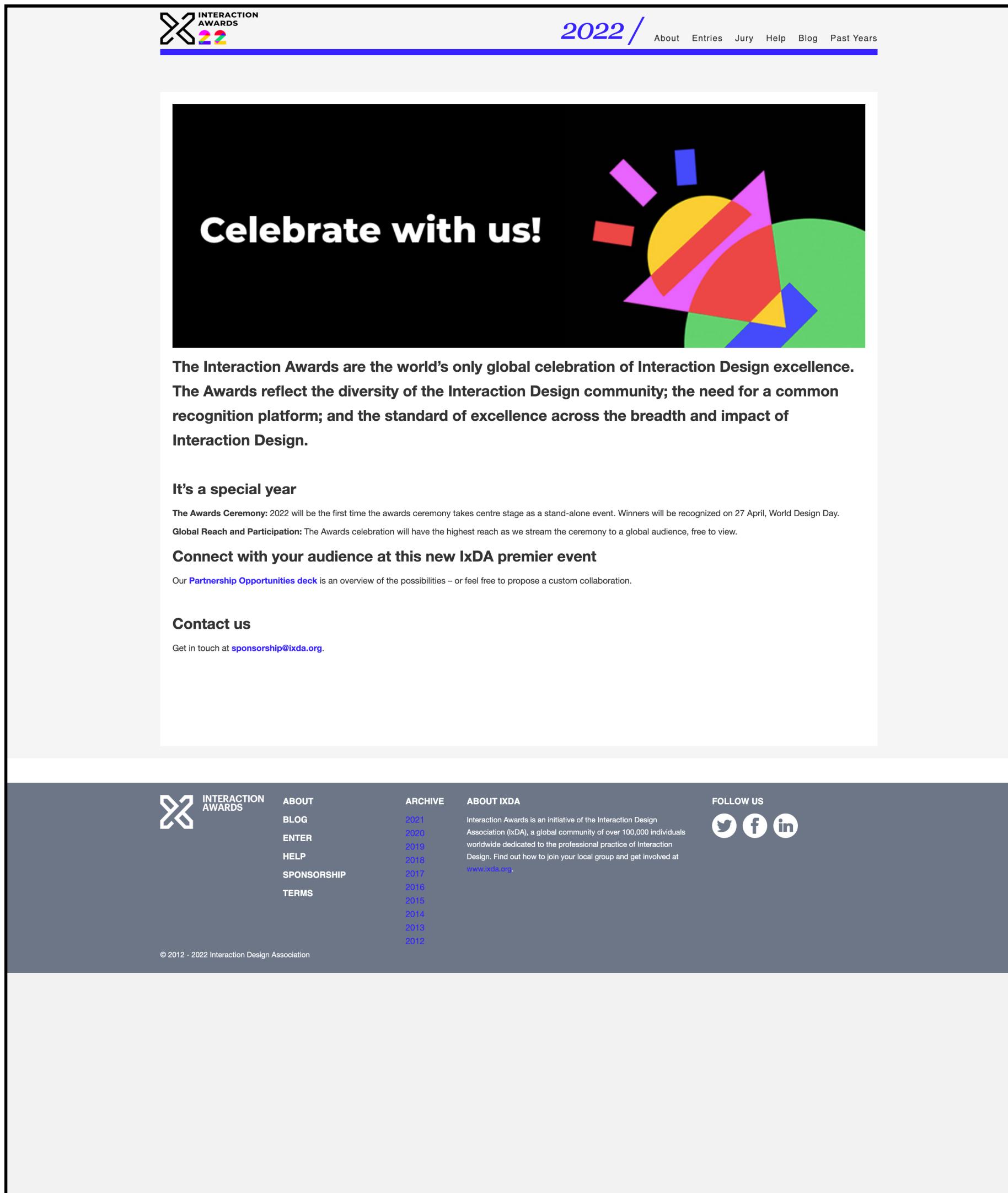
The reason that this project introduces the digital part is that we are living in a world that digital is the future. We do worry that spending too much time on electronic products will affect children's physical and mental health. However, instead of prohibiting children from contacting the digital world, we should pay more attention to how to use the advantages of the digital world to create a better environment for them to grow up. What is more, the recording part of the digital devices would be a nice chance for them to save childhood memories and visualize the growth.

Overall, the Story Tree project can bring happiness and positive influence for children to be more confident to express their own voice and practice their imagination that will give back throughout their whole lives.

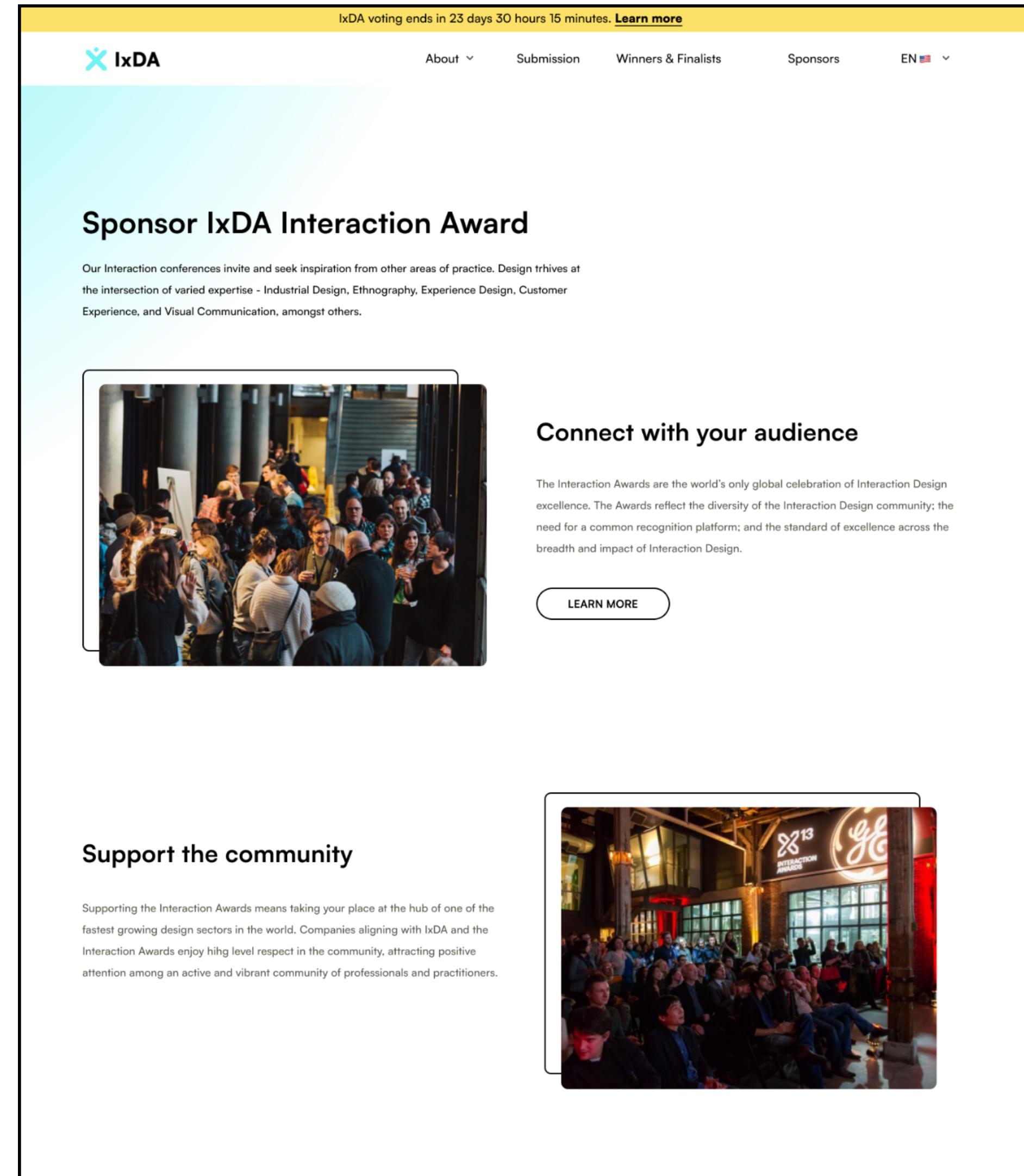
Up

FINAL DESIGN

Sponsors page



The screenshot shows the Interaction Awards 2022 website. At the top, there's a navigation bar with the Interaction Awards logo, the year '2022 /' in blue, and links for About, Entries, Jury, Help, Blog, and Past Years. Below this is a large graphic featuring a colorful geometric sun-like shape with the text 'Celebrate with us!' in white. A black banner below the graphic contains text about the awards: 'The Interaction Awards are the world's only global celebration of Interaction Design excellence. The Awards reflect the diversity of the Interaction Design community; the need for a common recognition platform; and the standard of excellence across the breadth and impact of Interaction Design.' There are sections for 'It's a special year', 'Connect with your audience at this new IxDA premier event', and 'Contact us'. The footer includes links for About, Blog, Enter, Help, Sponsorship, and Terms, along with social media icons for Twitter, Facebook, and LinkedIn. A copyright notice at the bottom states '© 2012 - 2022 Interaction Design Association'.



The screenshot shows the IxDA Interaction Award website. At the top, there's a yellow header bar with the text 'IxDA voting ends in 23 days 30 hours 15 minutes. [Learn more](#)'. Below this is a navigation bar with links for About, Submission, Winners & Finalists, Sponsors, and EN USA. The main content area features a section titled 'Sponsor IxDA Interaction Award' with text about the conference's focus on design trhives and expertise in various fields. It includes a photo of a crowded event and a 'Connect with your audience' section. The bottom section is titled 'Support the community' with text about the fast-growing nature of the design sector and the respect enjoyed by sponsors. It includes a photo of an audience in a theater setting.

REFLECTIONS

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

REFLECTIONS

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.

REFLECTIONS

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

