Design Brief

Interactive technology has moved from its origins in lab- and work settings to affect all parts of our lives offering possibilities to be together with our friends and loved ones over distances, keep in contact with former colleagues and find incredible amounts of information. At the same time technology offers the opportunity to help others - recent Design and HCI conferences have taken up subjects such as empowering marginalized groups or people with chronic illnesses, as well as encouraging more exercise through design. On a more modest scale we can now meet and interact with new people from both near and far away.

In the design challenge we want to focus on the notion of *empowering interactions* - by which we mean the interaction between different individuals for their mutual benefit. To us, information technology holds both the promise and the power of bringing people together for their mutual benefit, connecting young and old, men and women, artists and consumers and so on.

With this in mind, your task is to design a concept that brings together users with different backgrounds, for their mutual benefit, thus showing how technology can *empower* through *interaction.*

The users can be of any kind, be it teenagers and adults, rich and poor, tourists and annoyed locals or whatever you can think up. It will be to your advantage to take situations at your local area as a point of departure, both in order to situate the design and in order to inspire your work during the 24 hours.

Please note, that your concept does not have to be *just* information technology - it can feature a redesigned building with an embedded media facade, an IPad interfacing with a football match - anything that comes up as the design progresses. It has to feature some sort of interaction design though – it is SIDeR after all.

Remember that you will be judged BOTH on your product, your process and your design argumentation. Think of that as the process progress, and document like mad. Social media activity is key here. And remember – you are not judged on the scale or severity of the perceived problem you solve, but rather on your ability to create a great design that makes a difference for people. Best of luck!

This is what you will have to submit

An online design journal on Tumblr

To demonstrate your design process you are required to keep a Tumblr blog throughout the 24 hours (http://www.tumblr.com). Use your Tumblr to record any major stages for your design, such as user research, prototyping, etc - the Tumblr setup is very well suited for shorter notes, pictures etc and will be easy to maintain throughout the competition. Tumblr is also suited for following specific tags, much like twitter (see for instance http://www.tumblr.com/tagged/architecture).

Share as much as you can. We don't expect you to share any ideas or results before the end of the 24-hour challenge, but what we want to be able to follow is the methodology you used to come up with your final design. Please post on Twitter with the **#sider2013** tag whenever you update your blog (and include a link to the post) - this will make it easier to follow your progress. Please enable the RSS feed on your blog as well.

Make sure we have the link to your Tumblr as soon as possible by emailing it along with your team name, team participants, and your school/university affiliation (university, department, city, country) to sider2013sc@gmail.com. Also include the names of all team members somewhere on your blog. We suggest you write your first blog post as one of the first things you do after the competition has kicked off in order to keep the activity going.

Video

To demonstrate your solution you are asked to submit a video. This can be either a video prototype or a concept video. Anything from animation through screen capture to acting is valid. Note that this means that you don't necessarily have to implement the system. The video should not be longer than 4 minutes. Include at least a title and your team name somewhere in the video. Make sure to leave enough time for rendering the video as this can be a slow process.

Final note

To describe your project you additionally have to write a brief note explaining concept, design process, and response. You are also encouraged to include research references and other relevant links in the note. Send the links to your final note and to your video to mab12sc@gmail.com. We will send you a confirmation email when we received your submission.

Video and note have to be submitted as final post on your design blog. Upload your video to an online video site, such as [Vimeo](#) or [YouTube](#), that allows you to embed it in your blog post.

Submissions will be open until **Thursday 14 March 20:00 (CET)**.
Since uploading to online video sites can take time, you can optionally upload the final video file to[dropbox.com](#) (use the Public Folder in Dropbox - [more info here](#)) or any other file sharing service, and include the download link as placeholder in your final blog post by **Thursday 14 March 20:00 (CET).**
Your submission will be assessed by our panel of judges (see below) according to the following criteria:

- Quality of design process and use of interaction design methods and theory
- Design quality, innovation, and originality of your response to the challenge
- Considerations into user experience and user interaction
- Quality, visual style, clarity, and depth of the submission (video and note)

Jury

TBA

Prizes and awards

The judges will review all submissions to the 24-hour online challenge using the above criteria. The winning team will receive a travel scholarship for attending SIDeR 2013 in Aarhus to the amount of 1,000 EUR and to present their work at the conference, as well as a few extra prizes independent of expenses.

Coverage and documentation/Talk about your progress

Apart from the submission requirements mentioned above, we love to see as much 'behind the scenes' coverage as possible – use your [Tumblr](#) blog to tell us about your process as well as [Twitter](#), [Flickr,](#)[Vimeo,](#) [YouTube,](#) etc to cover every aspect of your design journey. Please use **#sider2013** for tagging any challenge-related posts on all of these social media services.

Online support

You can post questions on Twitter ([@](#)sider_2013), or through email (sider2013[sc@gmail.com](#)). We will provide support throughout the 24 hours of the challenge.

Disclaimer

By participating in the SIDeR student design challenge, you agree to the publication of your entry (video and blog) on the SIDeR website (sider2013.au.dk). You further grant us the rights to include parts from your video submission in a video documentation about the challenge. Any material we publish will be fully referenced and your team will remain the copyrights. The travel scholarship can only be used towards expenses for attending the MAB2012 conference, i.e. travel tickets (train, bus, airfare), conference registration, accommodation in Aarhus during the days of the conference. You will receive the scholarship after sending us the according invoices as proof of your expenses.