

UX CHALLENGE: TESTER SELECTION

INTRODUCTION

In collaboration with EU partners, Danish Design Centre launches the UX Challenge to help Danish SME's solve urgent digital challenges.

The UX-Challenge is a 3-day Design Sprint that enables companies to take a look at the future and see customers' reactions to a new finished product. In just three days, 8 Danish SME's or Start-ups will receive a prototype that provides a concrete and detailed solution to a specific digital challenge. At the end of the second day, the prototype is tested on real users, so that companies can get early feedback and concrete directions for further development.

Testers will take part in activities and provide feedback on ideas and solutions built by the solvers.

The deadline for applying as a Tester is the 5th of March 2021.

The Testers selected to take part in the UX Challenge will be invited to participate in an interview, lasting about 60 minutes, during which they will view, test and evaluate digital products or services (websites or applications), also in the form of idea, concept, or prototype. It is not necessary to have any specific technical skills to participate in the UX Challenge as a Tester.

Upon participation in the UX Challenge, the Testers will receive a gift card voucher worth 250kr. The voucher will be delivered by Danish Design Centre - in digital form - by the 26th of March 2021.

REQUIREMENTS FOR PARTICIPATION

In order to be considered eligible to participate in the UX Challenge as a Tester, the interested parties must meet the following requirements, corresponding to one or more of the groups listed in the following table;

GROUP	PROFILE	AVAILABILITY
Group 1 (BARK)	You are a male, between the ages 20-40 years old. Your appearance is important to you. You enjoy sports and being active.	You are available on the 18th of March 2021 between 10:00-16:00.
Group 2 (Kaiser Domino)	You are a customer, entrepreneur or a company. You appreciate simplicity.	You are available on the 18th of March 2021 between 10:00-16:00.
Group 3 (NorthArc ApS)	You are between the ages 35+ and IT is not your strong competence. You currently work with a process, that you feel could be improved and optimized.	You are available on the 18th of March 2021 between 10:00-16:00.
Group 4 (Swibbid ApS)	You are a female between the ages 22-26 or 30+. You are currently either studying or working at a university. You are a user of a "marketplace" for example Facebook marketplace, DBA etc...	You are available on the 18th of March 2021 between 10:00-16:00.
Group 5 (Natureventyr)	You are a female between the ages 30-40. You have children between the ages 3-9 years old. You enjoy being out in nature.	You are available on the 18th of March 2021 between 10:00-16:00.
Group 6 (Legacy App ApS)	You are currently employed in a SME with focus on craftsmanship (for example Carpentry, Plumber or Electrician). You are passionate about CSR.	You are available on the 18th of March 2021 between 10:00-16:00.
Group 7 (WeUse Aps)	You are between the ages of 18-60 years old, and you are currently living in a housing association. You are interested in sustainability (this is not a mandatory requirement.)	You are available on the 18th of March 2021 between 10:00-16:00.
Group 8 (Ospatti ApS)	You currently work in a technical company or within the industry (for example, engineering), at management level. You have an interest or understanding for quality management	You are available on the 18th of March 2021 between 10:00-16:00.
Group 9	You do not fit into any of the categories between 1-8, but would still like to apply as a Tester	You are available on the 18th of March 2021 between 10:00-16:00.



Next steps:

Please send your application directly to Project Manager, Emma Jade Wang at ejw@ddc.dk.
Deadline for applications is the **5th of March 2021**.

Application form:

Please state, from the table above, which group suits your profile best. Please select 1-2 group(s) between 1-9.

Please state why you are a relevant candidate for the group(s)? If you have chosen group 9, please provide a short description of yourself (age, gender, characteristics, occupation etc).

Do you give us permission to record you (video, photograph or audio), if necessary during the UX Challenge?

Can you confirm your ability on the 18th of March, between 10:00-16:00?

