

Designathon Porto.UX
September 14th and 15th, 2019

_01

_vision

Designathon PortoUX is designed to stimulate the community and challenge designers and developers to solve critical problems that we often encounter on a daily basis by creating technological and digital solutions.

The aim is to encourage innovation and creation of ideas and the sharing of experiences between people with different backgrounds, involved in Design and Software Development.

This initiative will be materialized in the form of a Hackathon, divided into 2 days with the theme to be presented days before the start of the event.

The submitted proposals will enter the contest which will result in a winning team.

This event is the responsibility of the PortoUX community and is supported by Critical Techworks and Porto Innovation Hub.

_02

_participation_registration

The event is open to registered participants, over 18 years of age. These should participate in groups of **3 to 5 members**. Teams can be so heterogeneous as they wish, developers, designers, copy, QA, etc.

Teams of 3 to 5 elements should have a member designated to the design area (UX, UI, IxD).

The participation in the Designathon is subject to registration of participants by filling the registration form via the platform EVENTBRITE until midnight on September 10th, 2019.

Upon registration, the team leader must be identified, as well as all members that constitute the team.

Registration will be limited to 12 teams and a maximum of 60 participants.

All registered teams will be notified.

After the registration period closes, all teams will be contacted to confirm their participation and provide additional information necessary to ensure the logistics of the event.

Failure to respond will result in the cancellation of the subscription.

_03

_logistics

The Designathon PortoUX will take place on September 14th and 15th, 2019 where the competing teams will be able to develop their work, based on a theme to be announced days before the event.

Check-in on September 14th must be done by 9:30am under penalty of team disqualification (doors will open at 8:30am).

The event will take place from 9am to 7:30pm on the 14th and 15th at Porto Innovation Hub (at Largo Tito Fontes, Porto).

It is every participants' responsibility to respect the spaces defined for the activities and ensure the good condition of the building and equipment provided.

The detailed agenda, as well as other information about the activities, will be published on the event website at <http://www.portoux.org/designathon>

_04

_contest

The proposed solutions should be theme-based applications, products or services.

The solutions should be fully produced by the participating teams, although may include open-source or properly licensed components.

Naturally, the solutions *per se* will be evaluated, but the work of the underlying development will also be taken into consideration in the deliberation.

The projects must be started and developed during the contest, and must be presented on the last day.

There is no restriction on the scope of the solutions to be provided, on the technologies of development used, or the ultimate purpose of the solution, however the solution proposal must meet the goals of a Design Sprint.

_05

_evaluation

The panel of judges may, at any time during the Designathon, request a short presentation of the project to carry out a qualitative assessment of all solutions presented.

All the projects in the contest will be selected for a final pitch.

For the final evaluation of the projects the following primary evaluation criteria will be applied:

- _functional and visual quality;
- _innovative character of the project;
- _development process;
- _compliance with all steps of a Design Sprint;
- _capacity of communication and interaction during the pitches performed;
- _implementation feasibility.

Of all the projects, 3 winners will be elected.

The organization reserves the right to reject any proposal or project considered offensive or that doesn't meet the event's requirements.

_06

_jury

The panel of judges will consist of 3 to 5 professionals specialized in the areas of Design and Development, they are: Pedro Messias, Bruno Giesteira, Ana Carvalhal e João Gonçalves. They will take into consideration the development process that occurred during the event, as well as the remaining evaluation criteria. The jury will observe closely the teams' progress and may, at any time, request the description of the ongoing project.

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_prizes

There will be 3 distinct prizes for the 3 best projects: Bose headphones, one for each individual in the group who wins first prize; Instax Square SQ6, one for each individual in the group who wins second prize; and Smartphone Projector & Speaker 2.0 Gift Set, one for each individual in the group who wins third prize.

Participation prizes:

- 3 Sketch Licenses Draw
- 1 Axure License Draw
- Discount of 3 Months Free in a Year Subscription in Interaction Design Foundation
- 5 EDIT Disruptive Digital Education Workshops Draw

_08

_intellectual property

Ownership of intellectual property rights on products and content developed within the scope of the Designathon, belongs to competitors, in accordance with the current legislation.

However, in return for their participation in this competition, participants assign to PortoUX the image rights associated with the content provided and the products produced.

Any questions or concerns regarding this Regulation should be sent to portoux@portoux.org

PortoUX ensures that every question will be answered directly and/or by making the necessary information public.

All omissions in these Rules will be resolved by the event organizing committee and the competition jury whenever the situation applies.

These Rules may be updated whenever the Designathon's organizing committee deems it necessary to do so.

The submission of an application presupposes full acceptance of the present rules by the participants.

TIMELINE Event

day 14 – sat

Understand / diverge / converge

9:00am – Registration

10:00am - Introduction, Google's Design Sprint Kit description and theme disclosure

10:30am - Group formation and icebreaker

10:45am - Learn about your users

12:00pm - Build a user journey map

-----Lunch-----

2:30pm - Define goals and target define features

4:00pm - Draw solutions

5:00pm - Learn with all the drawn solutions

6:30pm - Select the best approach

7:30pm - Talks&drinks

day 15 – sun

Build and test

9:30am - Icebreaker/Energizer

9:45am - Prototype Validation (User Testing) [Iteration of the prototyping and testing process as many times as you need]

12:00pm - Test with users and get feedback

-----Lunch-----

2:30pm - Learn and adjust storyboard

4:30pm - Improve and final thoughts

6:00pm - Announcement of the final 5 – Pitch

6:30pm - Deliberation of the Judges

7:00pm - Announcement of the winner Functional Prototype and award ceremony; Acknowledgments and closing Session

FAQ's

You should bring a computer with the software you see fit and a camera/phone for any photographs/recording you may want to make. Keep in mind that you cannot photograph or record users while on the testing phase without their express consent. If you have any questions, please email us at portoux@portoux.org