

*23rd Annual Stanley Caplan*

# User-Centered Product Design Award



Submission Deadline: **April 30** (Nominate here: [www.ucdAward.com/nominate](http://www.ucdAward.com/nominate))

The award emphasizes both the **product design** and the **UCD methods** used to specify and achieve it.

## Eligibility

**Open:** HFES membership not required.

**Products:** Consumer, commercial, industrial, and medical products, software applications, and transactional websites.

**Readiness:** Virtually ready for normal use or already in use for 3 years or less.

## Requirements

**Entry Fee:** None

**Presentation:** Give at a special award ceremony in the Fall.

## Winner Reward

The winner(s) will receive an elegant trophy and a \$1,000 honorarium. HFES will issue a press release identifying the winning project team and product. A PDTG panel of judges will declare a winner in July and may also identify submissions for honorable mention. Winner(s) will also have the opportunity to publish about their award winning project in *Economics in Design*.

## Nominate a Product Online

[www.ucdAward.com/nominate](http://www.ucdAward.com/nominate)

## Previous Winners

- INOmax EVOLVE DS, Mallinckrodt and Delve
- VersiPD Cyclor System - Fresenius Medical Care
- VIPER PRIME™ System - DePuy Synthes
- SPEEDTRAP™ Graft Preparation System - J&J Medical Device
- Ivenix Large Volume Infusion Pump - Ivenix, Inc.
- Rig Dog™ Xtreme Impact Gloves - Honeywell
- Elekta Unity - DCA Design
- Centrella™ Smart+ bed
- TC8000 Rugged Mobile Computer - Zebra
- Hitachi Class 800/801 Train - DCA Design
- Alinity ci-series Diagnostic Systems
- EXOGEN Ultrasound Bone Healing
- Adams™ Flea & Tick Spot On®
- Polisher's Workstation - MauroNewMedia
- Mindray Patient Monitoring System
- iXL™ Learning System - Fisher-Price, Inc.
- Johnson ProSpeed™ Floor Finish Applicator
- Powerheart Automatic Defibrillator G3 Plus - IAA
- WT4000 Wearable Computer - Motorola
- Backstrap Weaver's Ergonomic Bench - Synergo
- Natural Ergonomic Keyboard 4000 - Microsoft
- Medtronic Xomed Straightshot M4(TM) Microdebrider
- Symbiq(TM) Infusion System - Hospira
- EasyShare One - Kodak
- EXPO Dry Erase System - Insight PD
- Whirlpool Duet Fabric Care System
- Microsoft Office Keyboard
- Infiniium Oscilloscope - Agilent Technologies
- Evenflo Insight™ Stroller - IDEO

## Recent Honorable Mentions

- PX940 Industrial Printer - Honeywell International Inc.
- ZENEO® - CROSSJECT
- Rubbermaid WaveBrake Mop Bucket - Newell Brands
- ZC100/300 Series Printer - Zebra Technologies
- Xerox Digital Alternatives
- ED (Emergency Department) LaunchPoint - Cerner Corp

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Annual Stanley Caplan

# User-Centered Product Design Award

The HFES Product Design Technical Group (PDTG) invites you to submit a nomination for the 23rd annual Stanley Caplan User-Centered Product Design award. No entry fee or other cost is required. The award emphasizes both product design and the methods used to specify and achieve the design.

The winning product/system will be recognized at a special award ceremony and the awardees will be asked to present a talk on the product and methodology. The awardees will also be encouraged to submit a paper to “Ergonomics in Design,” the Quarterly Journal of Human Factors Applications.



## Eligibility

Consideration is given to products, software, or systems that are meant for use in the home, in the workplace, or while mobile including consumer, commercial, and medical products. The product or system being nominated must be operational at the time of submission. At a minimum, it must be scheduled for actual use within one year of its submission with no substantial changes. At a maximum, the product or system may have been in actual use for up to three years.

Nominations will be accepted from individuals nominating others or nominating themselves. Award candidates do NOT have to be a member of HFES or of PDTG. All individuals and/or teams are invited to participate.

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## Submission Format

Applications should be submitted as a single PDF file and labeled with the product name (e.g., <Product Name>.pdf). The contents of the PDF file should be organized as follows:

1. **Name of Product**
2. **URL of Video File (optional):** If you have videos of the product, please include link(s) here.
3. **Product Description:** Clearly explain the product's form and operation, with pictures, storyboards, etc.
4. **Targeted Users:** Describe the characteristics of the targeted users and how they were different than excluded users.
5. **External Considerations:** What external constraints and/or requirements were imposed upon the development of the product or process?
6. **Judging Criteria:** Following are the judging criteria. Please write a separate description for each of the six criteria that explains how the product or process meets that criterion. The criteria are divided between issues of design and issues of methodology used to develop and evaluate the design.
  - 6.1. **Functional Obviousness (Design)** - Upon first impression, does the design speak to the user in a way that makes the product appealing and apparently easy to use?
  - 6.2. **Ease of Operation (Design)** - How easy is it to learn and actually do tasks in various applicable usage modes such as set up, normal usage, failure recovery, maintainability, portability, and storability that occur during ownership?
  - 6.3. **Creativity/Innovation (Design)** - How is this product unique compared to similar products? How does usability and styling take advantage of product technology?
  - 6.4. **Concept Development (Methodology)** - How was new user input created or past user data applied to influence the product or system concept?
  - 6.5. **Design (Methodology)** - How was user data generated or used for specifying design parameters or making design decisions?
  - 6.6. **Evaluation (Methodology)** - What was done to assess the usability of the product design and the need for improvement? This could include iterative assessments made during the design process or feedback obtained in the market that could be used for subsequent versions of the product. Be specific concerning testing methodology and what was learned.

Failure to follow the format described above may result in disqualification.

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## Tips

Judges' evaluations can only be based on the submission they receive so a high quality submission that clearly and concisely addresses each criterion will be an asset. The submission should not be treated as a marketing tool. Statements about a product's quality should be substantiated by documenting results or clear rationale that explain the how and why.

## Administration

**Questions?** Email Adam Shames: [adam@ucdaward.com](mailto:adam@ucdaward.com).

**Want to Nominate a Product?** If you want to nominate your product or someone else's product, you may do so at any time. Nominees will then be contacted regarding their plan for application. Nominations should be submitted here: [www.ucdAward.com/nominate](http://www.ucdAward.com/nominate)

**Interested in Being a Judge?** Have you ever wondered what it's like to be a judge for the annual Stanley Caplan User-Centered Product Design Award? Are you eagerly awaiting another opportunity to be a judge after enjoying the experience in prior years? Well now's your chance! Be considered for the panel of judges by submitting your information here: [www.ucdAward.com/judge](http://www.ucdAward.com/judge)

## Timeline

The deadline for submitting applications for the award is April 30. Judges will declare a winner in mid-summer and may also identify submissions for honorable mention. If none of the submissions are evaluated to be of sufficiently high quality, judges will have discretion to forego a winner. At the October special award session the winners will receive an elegant trophy and a \$1,000 honorarium. An HFES press release will be issued.