

Call to participate in UX CHALLENGE 2023 published

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Hub Innovazione Trentino's technology challenge that has the university and research world collaborating with companies on the topic of digital interfaces is back

Applications are now open to participate in the [UX Challenge 2023](#), the initiative proposed by Fondazione Hub Innovazione Trentino ([HIT](#)) that stimulates innovation in digital technologies. The technology challenge involves students and researchers from the University of Trento and Fondazione Bruno Kessler working together to solve a number of innovation problems proposed by a shortlist of companies selected on a competitive basis. To participate in the **Challenge, which will run from Monday, Feb. 27 to Friday, March 3, 2023**, students and companies can apply to the [call](#) for applications posted on the HIT Foundation website by November 25, 2022. The team that proposes the most innovative solution will be awarded a one-year professional membership to the Interaction Design Foundation online design school.

The **sixth UX Challenge** will take place between late February and early March 2023. With the help of talented university students supported by digital design professionals, **five companies will have the opportunity to improve the usability of their product or service** and conduct real-world tests with users to validate their user experience quality. Items that can enter the competition include both existing products to be innovated and prototypes and concepts for new products and services. Based on product maturity, teams will evaluate the quality of human-machine interaction in apps and software, identify usability issues and develop innovative solutions using design thinking techniques.

Participation in the Challenge is an opportunity for young university talent to apply what they have learned in books to real cases, learn about innovation-oriented companies in the industry, and create opportunities for their professional future.

Eligible participants for the 2023 edition include companies that intend to propose the optimization of products and services in which digital interaction is relevant (such as mobile applications, interactive webpages and websites, digital control interfaces for home automation systems) with operational headquarters in Italy and students and former students (up to 18 months after receiving their last degree) of the

University of Trento and the TAG – Trento Alta Formazione Grafica program of the Istituto Artigianelli per le Arti Grafiche.

After the end of the five-day Challenge, on March 6, 2023, there will be a final event open to all with a presentation of the innovation challenges and solutions identified. A selected jury will evaluate the work done and assign scores. The team with the highest score will be awarded a one-year professional membership to the [Interaction Design Foundation](#) online design school.

The deadline for businesses and students to apply is November 25, 2022, They can do so by completing the form on the HIT website: www.trentinoinnovation.eu

The UX Challenge is an initiative of Hub Innovazione Trentino set up in collaboration with Fondazione Bruno Kessler, the University of Trento, Istituto Pavaniano Artigianelli per le Arti Grafiche, Trentino Sviluppo S.p.A and Confindustria Trento, as part of the Digital Innovation Hub Trentino Alto-Adige/Südtirol.

More information about the Challenge is available at:

<https://www.trentinoinnovation.eu/it/area/innovazione-e-mercato/iniziativa-e-servizi-per-innovazione/innovation-challenge/%20ux-challenge/>

To learn more email:

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HIT – Hub Innovazione Trentino press release

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