

EESTI DISAINI—
AUHINNAD 2020



Service Design Award

The purpose of the Service Design Award is to show that design is an effective way to rethink, improve or create an entirely new service. In this way, raise the interest of this design discipline in the eyes of the media, the public and, in particular, entrepreneurs and the public sector.

The award recognizes the application of service design in the development of better, more innovative and user-friendly services in Estonia, both in the physical and digital environment.

Work submission fee

Early bird submission period - 23.04.2020 - 22.06.2020 - 40 € * / work

Sleepy bird submission period - 23.06.2020 - 06.07.2020 - 80 € * / work

* 20% VAT is added to the price

The Service Design Award is presented in two categories:

BEST SERVICE DESIGN PROJECT IN THE PUBLIC OR THIRD SECTOR All service design projects successfully implemented in the public sector during the last 3 years are welcome to apply.

THE BEST SERVICE DESIGN PROJECT IN THE PRIVATE SECTOR All service design projects successfully implemented in the private sector during the last 3 years are welcome to apply.

The jury

Jury confirmation is ongoing.

See also: <http://eestidisainiauhinnad.ee/konkurss/teenusedisain>

Ants Lusti, a representative of the Estonian Service Industry Association, will answer any questions pertaining to applying for the Service Design Award: ants.lusti@identity.ee

Terms and conditions for participation

1. All companies, institutions and agencies can apply for the Service Design Award that have:

either:

- consciously or thoughtfully and plannedly designed or developed its existing service for a certain purpose (for example, increasing efficiency, improving international competitiveness, increasing accessibility, empowering communities, or environmental sustainability);

or:

- created a completely new service for the same reasons; or
- designed its internal services in such a way that the provision of services to end customers has become significantly more user-friendly, efficient and / or environmentally friendly; or
- through service design, improved service competitiveness, market share, customer or employee satisfaction.

2. Services will be evaluated which have undergone a design process during the last three years from the time of the competition (September 2017 to April 2020) and have been offered during the aforementioned period following the design process.

Information required for submission of works:

1. Introduction of the service for the development of which the service design process has been used (maximum 2 A4 pages) - in Estonian and English. Upload the introduction to defol.io as a .pdf file.

Introduction must include:

- Objectives of the work and how they were achieved, a description of the problem that was addressed, which organizations and people were involved in the design and wider development activities.

- Brief description of the design process and solution: explain and illustrate the design process from start to finish:

- What design research (incl. qualitative) has been done, what were the main insights and how were they taken into account in the development activities?
- What service design methodologies and tools were used?
- Who are the users and how have the users been involved in the process?

- How was the service concept tested with users?
- Visual examples of different parts of the process and the final service (up to 10 photos).
- Information on why and how the service is considered outstanding in terms of usability, economic impact or human interaction:
 - Has the impact of the service design been measured and what was it?
 - How has the design added value to the service?
 - What is the direct customer benefit? Benefit to the organization?
 - Business benefit?
 - Benefit for society, environment, community?
- Customer / user feedback:
 - Give a real example of customer feedback (quote, FB comment, e-mail, interview, etc.)
If possible, include high-quality illustrative photos or drawings. Nominated works will also be used for communication purposes.
- A short summary of the work and its impact (in both Estonian and English, up to a total of 1000 characters) for the yearbook and exhibition. Control question: Is the depiction and description understandable to the average person in 5 minutes?