



## How can you get the chance to win the yourUX thesis award?

### **Create a pitch video, a video or recorded presentation of 3-5 minutes in which you:**

- Argue what impact you made with your UX design research
- Explain how you did your UX research
- Explain how your insights are (or can be) applied in practice

### **Judging is done by experts at YourUX based on the following criteria:**

- Quality; an appropriate method has been chosen and carried out according to professional standards
- Applicability of the advice and insights for the chosen issue
- Impact; the added value that the research offers for the client, target group or field of study
- Creativity of the student in choice of method, process followed, recruitment, stakeholder management or presentation of results
- Presentation clear and comprehensive presented insights

### **Requirements:**

- You have done research on the (adaptation or creation of) design of a website, app or other digital interface.
- You have conducted research with end users (qualitative and/or quantitative).
- Your research is about achieving a specific and measurable goal; something you are trying to achieve with the design (think experiential, behavioral change, inclusion or commercial goals, for example).
- The design can be visual, but it doesn't have to be. Concept, content, navigational structure, functionality, etc. also falls under design at YourUX.
- You studied at a Dutch university (MBO, HBO, WO) in 2024.
- Your thesis has been assessed with at least a passing grade.
- The thesis is available in Dutch or English. It does not necessarily have to be a written thesis. We are also open to other forms of thesis work (video, audio or interactive work). If your program allows it as a thesis, so do we.

### **Further requirements**

- A copy of your thesis work for review
- Contact details of a referent associated with the program (teacher or supervisor) who we will email/call once for verification. Make sure this person is aware of your participation and gives permission to share contact information with us.

### **Do you want a chance to win the first yourUX thesis award?**

Submit your motivation/presentation video, thesis and contact information of a referent no later than October 31st to [scriptieprij@yourux.nl](mailto:scriptieprij@yourux.nl).

