Huld Design Award 2023 - Q & A

Edit 3.3.2023. Some questions and answers added.

Who can participate in Design Award competition?

Only students may enter the competition. More detailed instructions from the rule book *(§ 4 Entry Conditions)*. See the rule book.

Can I participate with my friend? How many students can be in one team?

Yes, you can participate with your friend if you both are students. We don't have any limits for the team size. More detailed instructions from the rule book *(§ 4 Entry Conditions)*. See the rule book.

If I am not studying in design courses, can I still take part in this competition?

Yes, you can participate even if you're not taking part in design courses as long as you're a student. If you are not sure are you allowed to participate, our competition crew is happy to advice. Contact us: designaward@huld.io.

About the visual clarity of design concept, in the kick-off meeting you said you want see for example cool renders. I want to know whether it is taken into account that we students, have different backgrounds, all of us don't have rendering skills/courses at school. Do I have to find someone in to my team who has rendering skills to be able to join?

Feel free to use your personal style and way of presenting. For example, service design concepts are very welcome too. The most important thing is that the presentation is as visual as possible. The tool or way to how to make the presentation is not restricted. Use the tool what you prefer to use (for example drawing, graphic design, 3D art, rendering, pictures etc.). Visuality is versatile.

What's the required level of detail on the final competition design? In which form the design entry has to be presented? For example, technical drawings, prototypes and so on.

Use any method what is required to communicate your idea. All the creativity is welcome. We are not specifically looking for prototypes, we are looking for visual concepts. If prototyping is your way to show your concept, you can for example add pictures about your prototype. Remember, that the submission should be in PDF- or JPG-format. More detailed instructions from the rule book *(Huld Design Award 2023 Program, Required documents)*. See the rule book.

Could I design publicly shared vehicle like scooters that aren't really a KONE product?

Yes. Just remember to find a link between the scooter and KONE business.

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The topic "Cool Accessibility" is very open, hence difficult, even wicked. How could I ever find out suitable problem to solve?

Try to keep the idea simple. Pick a suitable problem based on your observations and research. When defining the problem, remember to describe why you chose the exact problem and how you start solving it.

Is there any tech apart from the well known Kone products (elevators, escalators, doors) that could be used as the basis or inspiration for the product?

Yes, we encourage to use some effort for the research phase. Get to know KONE and KONE's business (from www.kone.com) and maybe do some benchmarking. It might also be useful to try to find a similar case from total different industry to gather wider perspective.

How to continue if you have hard time to find a good idea? How to choose "the best" idea of your ideas that is worth to develop further?

If you have multiple ideas, you're already on a right track! One good way to proceed is to ask opinions from the end-users / possible end-users. Try to understand what's the problem and how they see your solution. Try to keep the concept as simple as possible. It needs to be easy to understand for the end-users.

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