

KYOORIUS YOUNG BLOOD AWARDS:

DISRUPTING PINK

Samsung

SAMSUNG

BRIEF

Design a user experience which ignores stereotypes without stereotyping the ignored!

BACKGROUND

Though technology is perceived as gender neutral, certain biases do creep in, especially when making technology usable for end users. This is even more so when those end users are women.

This is where we really need to ask whether our designs are “inclusive” or not. As designers, do we design with a “woman” user in mind? Do we even acknowledge that they have specific needs?

And when we do (if we do), do we design for an abstract and stereotyped persona of a “woman”? Do we tend to think of fixed color palettes? Pink! Fixed vocabulary? Cute!

Today women are at par with men in almost every realm of life – world leaders, entrepreneurs and working professionals. They split their time to balance their professional, personal and social lives. As they navigate their daily life, they face challenges related to family, security, health, emotional well-being, etc.

Can the power of design be used to “accommodate” their needs, without doing something exclusive and singling them out! Through design, can we help them achieve their aspirations and life goals without creating gender binary!

CHALLENGE

- Focus on one or two special needs OR stereotype(s) of women
- Design a solution with the intention to break this stereotype(s)
- Leverage the capabilities of a smartphone, wearable or other digital devices to realise your solution. This could be in the form of an application, a phone feature or a service
- Follow a human-centric process to map behaviour, needs and aspirations through a meticulous research process
- Insights and pain points should guide you to define new models to bridge the differences between defined gender perceptions

DELIVERABLES

- Visual representation of the story that connects your concept to the end users in a meaningful way
- Key features of your solution
- Presentation of the concept in a medium that you think can communicate the intricacies better. It can be videos, presentations or prototypes (digital mockups, paper prototypes etc.)

KYOORIUS YOUNG BLOOD AWARDS:

DISRUPTING PINK**Samsung****SAMSUNG****SAMSUNG'S TERMS & CONDITIONS**

- The following T&C are applicable exclusively for this Design Brief and will supersede any other T&C (including any terms and conditions set by the Event Organizer – Kyoorius Communications Pvt Ltd.) that are applicable to the young creative/participant/ designer. Please read them carefully before agreeing to participate.
- All Submissions communicated through this Site or sent otherwise, will forever be the exclusive property of Sponsor, who will not be required to treat the Submission as confidential, and will not be liable for any use whatsoever or disclosure of the Submission.
- Without limitation, Sponsor will have exclusive ownership of the Submission, including the right to use (commercially or otherwise), reproduce, modify, adapt, publish, transmit, create derivative works from, distribute, perform and display such Submission.
- At the same time, Sponsor recognizes the creative spirit of each Submission and agrees to offer:
 - a two month paid UX design internship to all winners,
 - a two month paid UX design internship for other participants/entrants whose Submission the Sponsor wishes to use in any form whatsoever, at the Sponsor's own discretion.
- "Sponsor" means Samsung R&D Institute India – Bangalore Private Limited.
- "Submission" means all the responses submitted by the young creative/participant/designer/entrant against this Design Brief.

INTERACTION DESIGN / DIGITAL & SERVICE DESIGN / UX /
 INTERFACE DESIGN / TECHNOLOGICAL INNOVATION /
 MOBILE INTERACTION & EXPERIENCE

SUBMITTING YOUR ENTRY

- Post 1-6 A2 presentation boards or
- Upload a presentation film (max. 3mins) as an MPEG or a MOV

Please review the submission guide for more information on formats, supporting materials, etc. before submitting your entry.

IMPORTANT DATES

Entry collection opens	15 February 2016
Entry deadline	10 April 2016
Jury session	May 2016
Awards ceremony	3 June 2016

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

This contest is organised by Kyoorius Communications Pvt. Ltd. Having its Offices at 2nd Floor, Kohinoor Estate, 165 Tulsi Pipe Road, Lower Parel, Mumbai 400013 hereinafter referred to as "Kyoorius".

Eligibility Criteria

Young working professionals or full-time design students aged 26 and below i.e. born after 3 June 1990 can enter the Kyoorius Young Blood Awards.

1. **Entering the Contest**
 - 1.1 Entry is open to individuals working alone or in groups of up to 4 persons working as a team.
 - 1.2 All members of a team must fit the eligibility criteria outlined above. If you enter as a team, the winning entitlements will be handed to the primary entrant.
 - 1.3 Entrants should register on the Kyoorius Young Blood Awards site, download a brief, generate a response to that brief and submit their work digitally in accordance with the deliverables as laid out in their chosen brief and in accordance with the Submission Guide.
 - 1.4 Entrants can download and respond to as many briefs as they wish; they may also submit more than one response per brief. Each Response is considered a separate entry.
 - 1.5 All Responses must be the original work of the entrants. Entrants who incorporate any images, writing, music, or other creative material belonging to someone else must obtain the other party's permission. Entrants may be asked to evidence their ownership of the response and should keep dated records of all working materials.
 - 1.6 All Entries must be submitted via our Online entry system. Physical work where relevant, may be submitted as supporting material only. Kyoorius accepts no responsibility for lost or undelivered entry material. Proof of postage does not guarantee that work has been received by Kyoorius.
 - 1.7 In order to assist Kyoorius in promoting the winning work after judging, all entrants are asked to provide or confirm credits for each entry. These must include:
 - a. Full names of entrant(s), including all team members
 - b. All contact details of entrant(s) – mobile, postal & email address
 - c. Full names of tutor(s) (as applicable)
 - d. All contact details of tutor(s) if applicable – mobile, postal & email address
 - e. The name & address of the college, university or company
 - 1.8 Contact details of winning & nominated entrants will be passed to sponsors, in order to help promote the winning work.
2. **Sponsors' Logos and Names**
 - 2.1 Sponsors may submit their own branding or that of the sponsors' clients for the purpose of inviting responses. The logos issued to the entrant may not be used for any commercial or republication purposes.
 - 2.2 All sponsors operate strict controls on the use of their names, trademarks and logos. Any misuse of sponsors brands by an entrant will lead to the disqualification of all that entrant's responses and may expose the entrant to legal liability and subsequent legal claims.
 - 2.3 By submitting a response, entrants agree to use the sponsor branding only in accordance with these terms and conditions, and any prevailing sponsors' terms and conditions.
 - 2.4 The sponsors permit entrants to use the submitted branding for the sole purpose of responding to the brief sponsored by that sponsor.
 - 2.5 Entrants may:
 - a. Only use sponsor branding on Responses submitted to the Kyoorius Young Blood Awards 2016.
 - b. Include a submitted Response in their personal portfolio after the winners have been announced, in exactly the same format as that submitted to the Kyoorius Young Blood Awards 2016.
 - 2.6 Entrants must not:
 - a. Use sponsor branding on any other material or for any other purpose;
 - b. Upload their submitted Response to any Online location before the Nominations have been announced, whether as part of an open or access-restricted site, unless all sponsor branding is first removed from the uploaded version of the response;
 - c. Denigrate sponsors or sponsor branding, subject sponsor branding to derogatory treatment or otherwise bring the sponsor and /or its brands into disrepute;
 - d. Do anything to suggest that the entrant is endorsed, associated or otherwise affiliated with the sponsor;
 - e. Provide or make available sponsor branding to any third party for any purpose whatsoever.
 - 2.7 For the avoidance of doubt, the sponsors for the Kyoorius Young Blood Awards 2016 are as listed on the briefs page on awards.kyoorius.com/2016/youngblood/
 - 2.8 For the avoidance of doubt, the sponsor clients for the Kyoorius Young Blood Awards 2016 are as detailed on the individual briefs
 - 2.9 Entrants who submit a Response that contains any trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding trademark or logo, or other branding other than those specifically submitted by the sponsors, may be asked to re-submit their work without such branding.

KYOORIUS YOUNG BLOOD AWARDS: TERMS & CONDITIONS

3. Ownership of Your Work

- 3.1 Entrants retain ownership of their responses submitted into the contest, but where such work incorporates sponsor branding entrants may only use the work for personal references and promotion as part of a portfolio.
- 3.2 By submitting a response, entrants grant Kyoorius and the relevant sponsor an exclusive license for the duration of copyright protection to reproduce or distribute a reproduction of their entry in all media in order to promote, or act as a historical record of, the Kyoorius Young Blood Awards or a sponsor's involvement with the Kyoorius Young Blood Awards; or as part of any Kyoorius publication (whether online or offline).
- 3.3 Entrants agree that, should a sponsor wish to develop or use a response for commercial purposes, the entrant will enter into negotiations with that sponsor to agree terms for such development or usage before negotiating with any other party in relation to the response.
- 3.4 No additional agreement will be needed for the winning entry. The sponsor of the brief can use the winning entry for commercial purposes.

4. Judging the Contest

- 4.1 Kyoorius & D&AD will appoint a jury that shall be composed of judges who, in Kyoorius' sole discretion, have the appropriate qualifications to judge the work. Responses will be considered in accordance with the awards selection criteria. These are:
 - a. An excellent creative idea
 - b. Great craft or execution
 - c. Answers the brief
- 4.2 Each jury will award a select number of the responses whom the jury considers, in its sole discretion, to be the best responses.
- 4.3 The jury is not limited in the number of Responses it can award, and similarly there is no guarantee that a jury will grant an award in each brief, if they do not feel that work is of the standard required.
- 4.4 The jury has the right to edit pieces submitted as part of a response and to ask for only certain parts of the response to be displayed or promoted.
- 4.5 General feedback will be gathered from the jury, and may be made available to view on the Kyoorius Young Blood Awards website when the nominations are announced. Individual feedback will not be available.
- 4.6 If Kyoorius is made aware of any concerns that a response does not constitute the original work of the entrant, Kyoorius will contact the entrant and ask for evidence that proves the entrant's assertion to be the creator of the work.
- 4.7 Kyoorius will also contact credited tutors for further information if applicable. Kyoorius will consider the evidence gathered and decide whether to allow the response to remain within the contest or to remove it. Kyoorius' decision is in its sole discretion and is final.

5. Prizes

- 5.1 The prizes to be awarded to the winning entry are:
 - a. One Red Elephant Trophy
 - b. Cash prize of INR 50,000/-. In case more than one winning entry in response to any brief a cash prize of INR 25,000/- will be awarded to each winning entry.
 - c. One student pass for Kyoorius Designyatra 2016
 - d. Entry details in the Kyoorius Awards Annual
 - e. Right to use the relevant Red Elephant Mark
- 5.2 The prize awarded to the nominated entries is:
 - a. Entry details in the Kyoorius Awards Annual

6. General Points

- 6.1 Kyoorius reserves the right to make changes to these Terms and Conditions, if necessary, from time to time.
- 6.2 The Terms and Conditions are subject to Indian law and any dispute that is not resolved by consultation between the parties shall be referred to the courts of India.

For enquiries relating to the Kyoorius Young Blood Awards, email awards@kyoorius.com