

This form is for your reference only. Actual answers to the entry form questions and files requested must be entered directly online. We recommend typing your answers in this document first, then copying and pasting them online to prevent accidental loss of work. Character limits for each question are given in parentheses. Use "Character Count WITH spaces" to verify, because you will not be able to exceed these limits. Consider using bullet points for clarity.

1. Name of research project (250 chars):

2. Research dates started (mm/dd/yy):

Research dates completed:

*(completion date must be between Feb 06 2009 and Feb 06 2014)*

3. Was this research: Generative  Evaluative  Both

4. What is the most important thing you want the judges to understand about the value of your approach? Note, this will also serve as the published description for your project if it wins an award. (900 chars)

5. Background and Objectives (5000 chars)

- a. Where in the design process was research used?
- b. What questions were addressed?
- c. Describe the starting point and the program to which it was directed.
- d. Describe the scope and the constraints of the research.
- e. Was it a stand-alone study, or part of a larger study?

6. Methods, Tools, and Participants (5000 chars)

- a. Describe the procedures used in this research.
- b. What was the team's professional composition? (no names of individuals).
- c. What tools and/or equipment were used and how were they appropriate?
- d. Who were the participants and what was the sample size, target audiences? Were they the same or different from the expected users of the product? How did they participate in the research?
- e. Include a summary of any published research that was useful in this program.
- f. How was the research integrated into the development process?
- g. What was innovative about the methods and their integration in the development process?

7. Results (5000 chars)

- a. What were the results of the research in relation to the original objectives? Include key insights, ideas and opportunities that arose during the process.
- b. Describe the deliverables.
- c. Comment on the research design that allowed examination of criteria appropriate to either generative or evaluative research or both: rigor, relevance, reliability, validity and timeframe allowed.

8. Consequences (5000 chars)

- a. What was the impact of the research?
- b. How were the results significant to the development process?
- c. What was the benefit of the research to the client and other stakeholders?
- d. Describe the effect of the research on the client's business.

9. You will be prompted to upload:

- One glamour shot – a crisp, clear professional photograph that shows your product's best side and fills the frame. It should be horizontally-oriented, have a contrasting background (white is best), and be attention-grabbing and visually compelling. File should be saved as a 768 x 1024 pixel .JPG, no larger than 500KB
- One .PDF file (horizontal format / 6 pg, 3MB max) to explain the challenge and solution (we suggest PowerPoint saved as a .PDF)
- Video (optional): Max. 60 seconds and 10MB maximum; .MOV, .WMV, .AVI, .SWF, and .MPEG/.MPG only