This Award has specific criteria that evaluates export focussed products/projects/services throughout the development, commercialization and export journey. Multiple entries accepted.

Instructions

1. COMPLETE questions 1-12 below and save locally. Yellow highlight.
2. Go to the ONLINE SUBMISSION page for the Product or Service Design Award.
3. Fill in the required business information first and then COPY and PASTE your answers to questions 1 to 12 from your ENTRY TEMPLATE into the corresponding numbers in the ONLINE SUBMISSION page. There is also provision within the ONLINE SUBMISSION to attach images and your logo.

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| --- | --- |
| Business Name | Insert here. |
| Product or Service Name | Insert here. |
| Primary Contact | Insert here. |

Your answers to Questions 1 -5 will be displayed on the WEBSITE for public viewing

**Q 2. Design Challenge**

700 characters (0-100 words)

* Please provide a brief summary that clearly and succinctly describes the challenge that your entry is solving i.e. What was the design brief?
* The response you provide here will allow the Jury to better understand the problem/challenge.

**Q 3. Design Solution**

700 characters (0-100 words)

* Please describe how you arrived at the how you arrived at the key elements of the design brief for the product/project/service, what they are and why?
* Your response will allow the Jury to better understand the design and development journey and how the end solution was achieved and why.

**Q 1. Entry Introduction**

350 characters (0-50 words).

* A brief description of your product or service

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| **ENTRY INTRODUCTION**      |
| **DESIGN CHALLENGE**      |
| **DESIGN SOLUTION**       |
| **DESIGN IMPACT**      |
| **OTHER KEY FEATURES**      |

**Q 5. Other Key Features**

1400 characters (0-200 words)

Please highlight any other key features and/or any other information that may be relevant to your entry including;

* Feedback from export destinations.
* Any supporting information on your export performance, countries and local employment.
* What does your EXPORT SUCCESS mean for South Australia

The response you provide here will allow the Jury to better understand the key design features of your entry and how well it satisfies the Evaluation Criteria.

**Q 4. Design Impact**

700 characters (0-100 words)

* Please describe how your product/project/service is meeting or exceeding your expectations for EXPORT and more broadly from a commercial, business, supplier, cultural, sustainability, circular economy and community perspective.

YOUR ANSWERS TO QUESTIONS 6 to 12 WILL BE VIEWED ONLY BY THE JURY PANEL AND ORGANIZERS.

**Q 8. Safety**

700 characters (0-100 words)

* Does the product/project/service protect the user from harm, unintentional use or raise any safety concerns?
* Does the product/project/service comply with all applicable standards and regulations?

**Q 7. Function, Useability, Experience**

700 characters (0-100 words)

* Does the product/project/service perform the function for which it was designed?
* Is the product/project/service easy to understand and use?
* Does the design/project/service enhance the user experience?
* How well is the product/project/service resolved?

**Q 6. Form**

700 characters (0-100 words)

* Is the product/project/service visually appealing and/or desirable for the intended market?
* Is the design/project/service visually resolved and does it evoke an emotional connection?
* Does the form convey the function and use intuitively?
* Does it respond to its environment from a visual, contextual and cultural perspective?

**Q 5. Other Key Features**

1400 characters (0-200 words)

* Please highlight any other key features and/or any other information that may be relevant to your entry.
* The response you provide here will allow the Jury to better understand the key design features of your entry and how well it satisfies the Evaluation Criteria.

**Q 4. Design Impact**

700 characters (0-100 words)

* The response you provide here will allow the Jury to better understand the overall impact from a commercial, export, business, cultural, social, environmental, circular economy and/or social perspective.

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| **FORM**      |
| **FUNCTION, USEABILITY, EXPERIENCE**      |
| **SAFETY**      |

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| **SUSTAINABILITY**      |
| **QUALITY**      |
| **CREATIVITY & INNOVATION**      |

**Q 11. Creativity & Innovation**

700 characters (0-100 words)

* Is the product/project/service new and original?
* Does the design/project/service use new materials and technology in a clever way?
* Are there any world first features?

**Q 10. Quality**

700 characters (0-100 words)

* Has the product/project/service been well constructed and finished?
* Does the quality of the design/project//service correspond with the desired price point?
* Are the chosen materials and construction/manufacturing techniques appropriate?

**Q 9. Sustainability**

700 characters (0-100 words)

* Has the product/project//service applied sustainability and circular economy design principles?
* Do the materials and processes used have a minimal impact on the environment?
* Is the product/project//service resource efficient in its day-to-day use?

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| **COMMERCIAL APPEAL**      |

**Q 12. Commercial Appeal**

700 characters (0-100 words)

* Does the product/project/service efficiently deliver good value for money in a timely manner at the intended price point/investment?
* Can you give an indication of EXPORT growth in the last three years.
* Is the design/project//service likely to build the brand value, customer, staff and supplier loyalty?
* Is the entry scalable?

**CONGRATULATIONS, you’ve completed the draft.**

If you have any questions please email exportawards@business-sa.com or call Paul on 0414486087

Our website address is [www.designforexportawards.com](http://www.designforexportawards.com)

Good Luck!