The **UX Challenge** is a prize driven innovation initiative implemented by Hub Innovazione Trentino (Trento, Italy) aiming at supporting SMEs in testing and improving digital products' **user experience**.

Companies apply for the UX Challenge through a public call notice and five products areselected based on specific UX innovation challenges such as **improving usability**, **interfaces**, or **re-designing user flows**. Products may include mobile apps, web apps or software.

The UX Challenge lasts two days and is based on **Design Sprint** methodology applied over products and challenges by teams of students mentored by UX professionals. Each team focuses on a specific product/challenge. Groups of end users appropriately selected are involved to **test products and teams' solutions** that may consist in prototypes of information architectures, improved interfaces, suggestions for improving usability, as well as evidences from user testing.

Full documentation is available to support your agency adopting this initiative. To know more about the UX Challenge please contact HIT:
tech@trentinoinnovation.eu
https://www.trentinoinnovation.eu/ux-challenge-2/

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