

**200 SME  
CHALLENGE**



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# UX Challenge Playbook

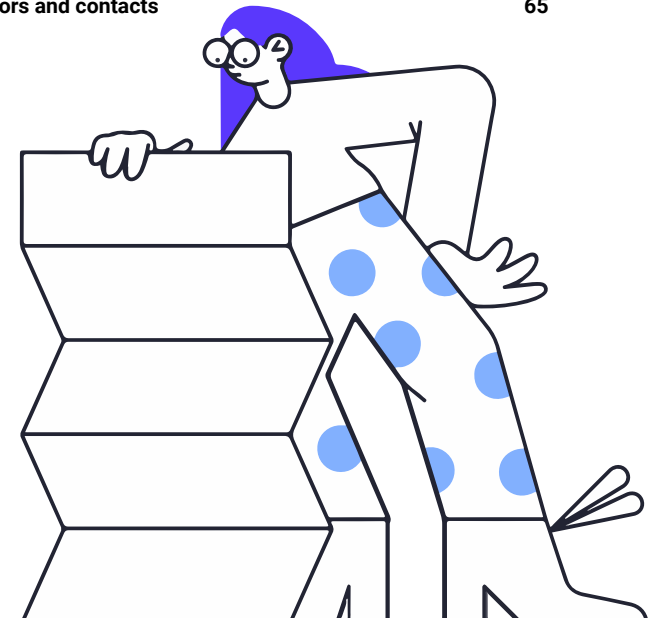
**A Guide on setting up an  
Open Innovation Initiative  
for User-Centered Design**



**Steinbeis-Edition**

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## ACKNOWLEDGMENTS

200SMEchallenge project partners are strongly thankful to the 192 Small and Medium-sized Enterprises and almost 500 people across Europe that took part in the project. We also warmly thank the Innovation Growth Lab - IGL from NESTA for the great support received in managing the RCT study. Finally, we thank EISMEA (former EASME) for funding project 200SMEchallenge within the H2020 WP.

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This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 824212

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## Project 200SMEchallenge

Design-driven Open Innovation Challenge for 200 SMEs (200-SMEchallenge, in short) is a European project funded by the IN-NOSUP-06-2018-2020 call of the **Horizon 2020 Research and Innovation work programme of the European Commission** (code 284212). The project ran between 2019 and 2021 with the aim of allowing 7 innovation agencies to set up, deliver and evaluate the **impact of the UX Challenge**, a novel SME innovation support initiative following the tenets of Innovation Challenges. In particular, the UX Challenge supports digital SMEs to source strategic insight on market needs and technology requirements during the early stages of a new product development (NPD) process during a 2-day innovation contest.

The project was coordinated by HIT - Hub Innovazione Trentino (IT), and partnered by the leading European **innovation agencies** Business Oulu (FI), Tehnopol Tallinn (EE), Lithuanian Innovation Centre (LT), Danish Design Centre (DK), Steinbeis Innovation (DE), Espatec (ES), and top-level technology and research centre Fondazione Bruno Kessler (IT).

Over the course of the project, partners built capacity to set up and host the UX Challenge in the seven represented countries, in

volving altogether almost two-hundred Small and Medium-sized Enterprises. The execution of the UX Challenge was embedded into a **research study** aimed at validating its impact on SMEs. In particular, the utilized methodology was the randomized control trial (RCT), that consists in a large scale **A/B test** where two statistically equivalent groups of subjects (SMEs, in this case) are exposed to different treatments (including no treatment at all), with the aim to observe a significant change in relevant metrics (e.g. performances) in the treated group, which allows to conclude that the change was caused by the treatment.

Thanks to this methodology, which involved administering online surveys to 192 SMEs, twice in the course of three months, the project collected **sound quantitative evidence** that the UX Challenge can be used to **increase the knowledge and awareness of benefits of user-centered design in SMEs**. This way, innovation agencies and other innovation actors (including public and private institutions) wishing to accelerate the adoption of UCD - user-centered design, can set up and host a UX Challenge with that purpose.

## Imprint

2022 Steinbeis-Edition



Nicola Doppio, Kadi Villers, Christina Melander, Miriam Mohr  
UX Challenge Playbook  
A Guide on setting up an Open Innovation Initiative for User-Centered Design

1<sup>st</sup> edition, 2022 | Steinbeis-Edition, Stuttgart  
ISBN 978-3-95563-195-5

Layout: Danish Design Center, edited by Steinbeis-Edition  
Illustrations from Icons8.com / Pablita

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