PHARMATHEK

AUTOMATION TECHNOLOGIES

USER INTERFACE
COMPETITION

Summary

New UX design contest on Desall.com: Pharmathek and Desall invite you to rethink the graphic interface and the user experience of the application dedicated to their warehouse systems.

Official contest page: https://bit.ly/PharmathekUX

Company Description

Pharmathek is a company that designs, produces and installs robotic storage systems for pharmacies. Born within the Th.Kohl Group, a company with a century-old experience in the pharmacy sector, since its foundation (in 2007) the company has worked to offer its customers increasingly innovative and high-performance solutions, able to respond better and better to the needs of the contemporary pharmacy. Among the values behind Pharmathek solutions there are efficiency, speed and reliability. But even before that, flexibility: the Pharmathek robotic storage systems can be configured according to the needs of the individual company.
This is why Pharmathek customers include not only pharmacies but also hospital pharmacies and medicine wholesalers.

What we are looking for

You are invited to redesign the new **graphic interface** of the application dedicated to the robotic warehouses by **Pharmathek**, reorganising the various elements in a more functional way and proposing a minimal and modern graphic design.

Guidelines

For the correct realisation of your proposals, keep into consideration the following guidelines:

Graphic interface: the new graphic interface shall address aspects related to **usability** and **ease of use**, accordingly you are invited to **reorganise and rationalise the screens and the elements** there included, keeping into consideration the functions the operator needs to perform on the device. The interface will be used exclusively in **back-office contexts**, so with no direct contact with the public but for operations concerning the warehouse organisation, maintenance and management.

Interaction media and modalities: the operator will use a **24" touchscreen monitor** either in **landscape** or **portrait mode** with a resolution of **1920x1080px.** At your discretion the possibility to propose an interface with landscape or portrait orientation, depending on your project idea. The interaction with the system will nevertheless be supported by the use of **keyboard and mouse**, in particular for **data-entry** operations. However, proposals suggesting a **valid alternative to the use**

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of keyboard and mouse will be greatly appreciated: ideally, they should offer a **touchscreen-only interaction** with a fluid, intuitive and responsive user experience. Please see the *Inspiration* tab for some suggestions.

Main functions: the graphic interface you propose shall be able to offer an intuitive and easy to use experience, organised in various screens that may enable the operator to perform **all the functions offered** by the system (see *Material files*). In particular:

- **Warehouse status:** it enables the operator to monitor the status of the warehouse (medicines availability, boxes position, ongoing operations, etc.), including information on its normal functioning.
- **Load** (frequently used function): it enables the operator to enter medicines inside the warehouse.
- **Modify** (frequently used function): it enables the operator to edit the information of a product already present inside the warehouse or to perform the first registration of a product that is added to the system for the first time.
- **Unload**: it enables the operator to select the medicines to unload from the warehouse, according to various criteria and filters, with the possibility to choose at what exit the products should be delivered. Usually this function is used periodically for the warehouse cleaning or to retrieve a specific product, when need be.
- **Search**: through this function the operator is able to research and visualise the position where a specific box is located inside the warehouse, to perform some checks and to address anomalies, if any, related to the products added to the system.
- **Other functions** (less frequently used): the operator is able to perform some maintenance tasks or to run queries on the warehouse to read system messages.

Note well: **every function shall not necessarily correspond to a dedicated screen**. In fact, you are invited to rethink the **organisation of the elements**, of the **commands**, of the **texts** and of the **screens** also based on **how often these functions** are performed by the operator. Accordingly, you **may also combine various functions inside the same screen** or organise menus, elements, commands in a different way.

For more information on the functions and on the current status of the interface, please see the document attached in the *Material files* and the following videos: **video 1**, **video 2** and **video 3**.

Nice to have (optional): at your discretion, you are invited to also rethink the interaction and the operational flow related to the various functions.

Style: you are invited to develop a new graphic interface with a **minimal and modern style**, preferring **clean and simple** lines, suggesting a **timeless design**, able to always remain relevant throughout the years.

Colours: you are free to use the **palettes** and the **colours you prefer**, based on your project idea, always keeping into consideration the minimal and modern style that shall characterise your proposal.

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Logo: include the Pharmathek logo inside the various screens, even if in a discreet way (see *Material files* for the vector logo).

Target: the graphic interface will be used inside the pharmacies by **pharmacists**, **sales-people or warehouse workers**, during **back-office** operations (not in direct contact with the public).

Values to convey: your graphic interface shall fully reflect the values of the **Pharmathek** brand, always committed to offering **highly technological solutions**, while giving maximum importance to **aspects related to the usability** of their products.

Deliverables: upload the screens of your graphic interface using the dedicated fields in the upload page. You are also invited to provide inside a .ZIP archive the vector files of the screens and of the various elements, possibly adding additional materials, if any (more info on the usage flow, comments on the screens, etc.).

Evaluation criteria: in the evaluation of your submissions Pharmathek will take into account the following criteria:

Functionality/usability (5/5)

Technical feasibility (5/5)

Aesthetic versatility (5/5)

Degree of innovation for graphics and UX (5/5)

Interface communication effectiveness (5/5)

Language: since we are an international Community, all texts provided with your uploads (abstract, description, tags, etc.) should be written in English.

Contest timeline

Upload phase: 1st October 2019 – 18th December 2019 (1.59 PM UTC)

Client Vote: 18th December 2019

Winner announcement: approximately before the end of February 2020

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Optional deadlines

Concept revision: 4th November 2019 (1.59 PM UTC)

Concept revision: deadline for requiring an optional revision of your project by the Desall team. In order to request a revision, upload your project, include the description project and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. **The revision is NOT mandatory**: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Eligibility and submission

Participation is free of charge and open to designers and creative talents of any nationality aged 18 years or older. Participants can present one or more projects, but only the projects published on the www.desall.com web site, via the upload page related to "User Interface Competition" will be accepted.

Award

1°: €4000

The selection of the winner by Pharmathek will be the result of an unquestionable evaluation and it will take into account originality, feasibility and consistency with the brief presented.

Option right

For the duration of the option right, the Sponsor offers an extra chance to all participants setting a fee of Euro 2,500.00= (two-thousand-five-hundred/00) for the purchase of the license for the economical exploitation of the projects not-acknowledged as the winning proposals.

For more info, please login and read the **Contest Agreement** from the upload page. For questions about the brief please use the "Have a question" button or write to contest@desall.com.

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Submission Guidelines

Project images: the first image attached from the upload page will also be used as the preview of the project in the gallery. In order to better present your project and draw the attention of the sponsor, we suggest you to choose a content that provides an overall idea of the whole project in one single image, briefly including all the contents that will be further presented in the following images.

We also suggest you to use all five image slots available from the upload page of the contest and - where possible - to present several views of the project giving also an indication of the main dimensions of the product.

For product design contests in particular, we suggest you to include at least one image with your project on neutral background and no writings.

For the rendering and presentation of your project, the use of copyrighted images, even if slightly edited, is prohibited.

In case of using materials owned by third parties (ex. stock images, stock videos, texts, etc.), make sure you are granted all the licenses needed for participating in the contest, as further specified in the Contest Agreement.

In case of submitting multiple projects or concepts, you have to repeat the upload procedure for each project: do not submit multiple projects with a single submission.

You are required to upload at least 1 image; image ratio: preferably 4:3; allowed file formats: .jpg, .gif or .png; colour mode: RGB; maximum file size: 1MB.

Descriptions: we suggest you to use the appropriate fields, "Abstract" and "Description", to include all textual information about your project. We discourage you to include textual description inside your images, as they might result difficult to read (at all events, we suggest you to include at least one image - if possible - with your project on neutral background and no writing). In the "Abstract" field you have maximum 500 characters to include a short summary of your project while in the "Description" field you can include all the remaining information.

Additional material: in addition to the project images, you are invited to attach further materials in a .ZIP archive (NO other file extensions are allowed, such as .RAR) through the "Archive File" field on the upload page. Among the various materials, you may include CAD files, PDF with further descriptions on the project, photos of any models or prototypes, high-resolution images of the project images and 3D files (preferably in .stp or .igs format - you may also include a PDF 3D file for a rapid visualisation). The maximum size of the .ZIP archive is 100MB. You may also attach a video presenting your project through the "Video File" field from the upload page, including it inside a .ZIP archive with a maximum size of 50MB.

Concept revision: revision of your project by the Desall team. In order to request a revision, upload your project including the description and save it as draft (SAVE DRAFT) from the upload page and send your request to the Desall Team via e-mail or through the contact form. The revision is NOT mandatory: it serves only as a further opportunity for the participants but does not constitute a condition for participation, nor does it constitute any advantage in the final evaluation.

Hidden option: only in case of public gallery contests, you can submit your project with "hidden" design privacy option, provided that you submit your project within the first half of the upload phase. By doing so, your project will remain hidden for all other users until the opening of the Community Vote, if any. At all events, your project will always be visible for the Sponsor regardless of the submission date. This option is automatically disabled once the first half of the upload phase has expired: you can find the deadline for activating this option in the Optional deadlines paragraph inside the brief.

You can find further instructions on how to create your account, how to submit your project and other information in the Tutorials and in the FAQ sections.