



Design-a-thon Challenge !

For Professionals only

in association with





Table of content

Design Brief	3
What's in it for you	5
Rules & Submissions	6
Evaluation Criteria	7
Key Dates	8

Design Brief

How might we address the real-world challenges women face at various stages of their lives to improve their overall well-being and quality of life?

Women encounter various challenges throughout their lives, such as issues with physical health, mental well-being, personal safety, career growth, and more. Although there is increasing awareness and efforts to solve these problems, there is still a great opportunity to create impactful solutions using design and technology. We are seeking innovative, user-friendly design solutions that can effectively address these challenges.

Design focus

Participants should identify specific challenges in women's lives and design solutions that offer a seamless and intuitive user experience. Your design should aim to solve these challenges while focusing on personal growth, transformative journeys, and making a meaningful impact.

Design Brief

Suggested Focus Areas: Here are some broad categories to inspire you, but feel free to explore beyond these:

- **Women's Safety and Security:** Design tech solutions like wearable safety devices, mobile apps for reporting incidents, or smart home security systems specifically for women's safety.
- **Financial Inclusion:** Create FinTech solutions to improve financial access for women, such as digital banking services, micro-finance platforms, or investment tools.
- **Career and Professional Development:** Develop platforms or apps that provide mentorship, networking opportunities, skill-building courses, and resources for women's career growth and leadership.
- **Personal Development and Well-being:** Design apps or platforms focused on mindfulness, mental health, personal growth, and self-care tailored for women.
- **Education:** Create EdTech solutions that offer accessible educational resources, online courses, and tools to help women pursue education and lifelong learning.
- **Family Planning and Reproductive Health:** Innovate solutions to support family planning, reproductive rights, contraception access, and fertility awareness.
- **Lifestyle:** Develop solutions for the lifestyle industry, such as personalized beauty routines, inclusive fashion choices, or tools promoting body positivity and self-expression.

What's in it for you

Participants can enter **individually** or in **pairs**. There will be five finalists teams , with **one winner** and **one runner-up**. Finalists will get an opportunity to showcase their design solution to the panel during the main **Design Days '24 event on October 25, 2024**.



Amazon Gift Vouchers
upto INR 90,000



Mentorship with
Salesforce Designers



Event Passes
& Cool Swags

Winners (Each member receives)

- **Amazon gift vouchers** worth **25,000** INR
- **3 Mentorship calls** (60 minutes each) with the Salesforce designers
- **Design Days '24** event passes
- Cool **Salesforce swag**

Runner Ups (Each member receives)

- **Amazon gift vouchers** worth **20,000** INR
- **Design Days '24** event passes
- Cool **Salesforce swag**

Finalists - Top 5

- **Design Days '24** event passes
- Cool **Salesforce swag**

Rules & Submission

Rules

- **Team Composition:** Participants can work individually or in teams of up to 2 members. Each team must designate a team leader for communication and submission.
- **Eligibility:** Open to creative professionals aged 18 and over who are legal residents of India.
- For complete list of rules please go through [Official Rulebook](#)

Submission

Deadline : September 5, 2024, 23:59 IST (Thursday)

Participants must submit a comprehensive presentation of their design solution in a creative format of their choice, such as:

- A short video (up to 5 minutes)
- A slide deck (up to 25 slides)
- A prototype (up to 25 frames)

Feel free to surprise us!

You may also use this template if you prefer.

Submission Link

<https://forms.gle/E41X7xmUXSvhUNNh7>

Note: You might need a Google account to complete your submission.

Evaluation Criteria

Submissions will be evaluated based on the following criteria:

Utility/Theme (20 points): How effectively does the design meet the user's needs and fulfil its intended purpose?

Impact (20 points): What benefits does the design provide to the user, and how does it create value?

Innovation (20 points): Does the design present something unique or novel? Is it a new solution or an enhancement to an existing product or service?

Feasibility (20 points): How practical is the design for production and large-scale implementation, considering both technical and economic factors?

Quality of Outcome (20 points): How well is the solution designed, presented, and communicated through the chosen format?

Key Dates

Hackathon Starts	August 30, 2024, 18:00 IST (Friday)
Hackathon Ends	September 5, 2024, 23:59 IST (Thursday)
Finalists Shortlisting	October 1, 2024 (Tuesday)
Finalists Presentation	October 25, 2024 (Friday)
Winner Announcement	October 25, 2024 (Friday)
Prize Distribution	Within 30 days of the Design Days event



Thank You !

Visit our website for more details

<https://india.sfdesigndays.com/#/design-a-thon>

Watch out for the main event



Design Days '24
October 24 - 25, 2024