

# PRODUCT DETAILS

## PRIZE CATEGORY DIGITAL TOOLS AND SYSTEMS

A set of clear criteria has been developed for the CMS Purus Innovation Award to ensure a solid technical basis for the evaluation. Key performance indicators that are customary in the industry will provide the competition's judges with the necessary clarity when making their comparisons. Nominations will be made in accordance with a clearly understandable points system. Each of the judges can award up to 10 items for each of the evaluation criteria. Criteria A and B will be evaluated by judges from the design sector, criteria C to E by judges from the building services industry.

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Company (participant)

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Product designation

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General description of the product (text area, max. number of characters incl. spaces 1200)

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Product web site (optional, web URL)

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Product film online (optional, web URL)

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(Password for viewing protected films, if applicable)

### Details about the evaluation criteria:

#### A) Usability (fitness for purpose/user friendliness) (incl.: DIN EN ISO 9241, DIN EN ISO 14915)

Please describe what properties or innovations are offered by the product to assist operators in everyday use with regard to:

- Suitability for the task (suitable functionality, reduction to a minimum of unnecessary interactions, communication objectives supported by the information/media used)
- Self-descriptiveness (made understandable by aids/feedback)
- Conforms to expectations (consistency, matches user model)
- Controllability (control of dialogue by the user)
- Fault tolerance (unrecognized faults do not interfere with user's objective, recognized faults can be easily rectified)
- User guidance (intuitive navigation, structured/self-explanatory information architecture)
- Learnability (learning time kept to a minimum, use of metaphors, user instruction)
- Capable of customization (can be adapted to suit the user / different working contexts)
- Barrier-free (safe to operate irrespective of the physical condition, cultural background or qualifications of the user)
- Easy-to-read (incl. typography, accentuations, contrast, backgrounds)

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Total: max. 10 items (text area, max. number of characters incl. spaces 2200)

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## B) Emotions/Perceptions (incl. DIN EN ISO 9241-210)

Optimum functionality, ergonomics and error-free operation are among the minimum requirements of a product. In addition innovative solutions employing outstanding emotional and aesthetic qualities can serve as a role model and thereby significantly improve your commercial success.

In what way does the product solution act as a motivation to use it, and how is a closer connection with the user achieved? (conformity with expectations, preferences and existing brand images, a positive overall impression is created, during and after use). How have the user's expectations, preferences and situation-related reactions been taken into account in the development of the product? (details about the nature of the tests involving users and prototypes and their inclusion in the development process) | max. 4 items (text area, max. number of characters incl. spaces 800)

What formal and visual design qualities are of particular importance? (shape, use of colour, choice of materials) | max. 2 items  
(text area, max. number of characters incl. spaces 600)

What are the innovative qualities by means of which the product sets new standards in its product category or in individual fields? | max. 4 items  
(text area, max. number of characters incl. spaces 800)

## C) Environmental compatibility

No details required.

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## D) Life cycle costs

Not only one-off investment costs but also a consideration of the running costs are a major factor in the acquisition of equipment. A product that appears to be cheap can rapidly turn out to have hidden costs. An efficient and economical product (solution) can be identified by a detailed study of the life cycle costs.

Please indicate using the following parameters:

Investment costs (planning, acquisition, installation) | max. 2 items

Concept in the utilization phase | max. 8 items

- Licensing costs, utilization costs (monthly, annual)
- Personnel resources (operation, technical service, updates)
- Ancillary cost efficiency (low level of training required, e.g. due to self-explanatory products)

(text area, max. number of characters incl. spaces 2200)

## E) Time

### (practical performance index)

Please describe your product's effectiveness with regard to the time advantage of the work process (e.g. time advantage compared with analogue/manual systems, increased effectiveness/flexibility e.g. through teamwork, individual access rights) | Total: max. 10 items

(text area, max. number of characters incl. spaces 2200)