Evaluation Criteria | Product Design

CDA Product Design Competition is open to both concept stage and realized designs including Furniture, lighting solutions, Surfaces and finishes, Accessories, Homeware in addition to mobility design including cars, vehicles and Human-Centric Mobility solutions and more by talented designers, manufacturers and producers worldwide. The jury considers a range of criteria to assess the quality, creativity, and overall impact of the designs reflecting a harmonious synthesis of innovation, functionality, aesthetics, sustainability, technical expertise, and market potential. Find below the key jury criteria for the Product and Automotive design projects, the weighting will be left to the jury

A. Creativity and Innovation: The design displays a remarkable manifestation of originality, creativity and innovative thinking through its unique design concept, process, novel solutions in terms of design, production and manufacturing where it employs to address intricate design quandaries, and the uniqueness of design ideas and solutions. Clarity in communicating the design concept, narrative, and intention and how effectively the design addresses the needs of user and the market.

B. Functionality and Usability: The proposals serves its function practically and its intended purpose effectively in addition the design caters to the users' needs and encourages usability finally ergonomic considerations should be respected in-terms of user comfort, convivence and ease of interaction.

C. Market Viability and commercial Potential: The proposed design considers the alignment with current trends; market demands and user preferences. In addition, the ability to stand out in the market, and feasibility with the potential for commercial success.

D. Technical feasibility & Production: As it is the cornerstone of successful product design, ensuring that product is not only visually stunning but also well-engineered, manufacturable, and tested for quality. It is vital to evaluates the technical feasibility, engineering principles, prototyping and development processes behind each product design.

E. Communication: Clear visuals to showcase final product, prototypes, drawings or renders of the proposed ideas or collection are presented to convey the essence of a design project, enabling audiences to comprehend the envisioned proposed with remarkable clarity where it bridges the gap between imagination and reality, cultivating a profound appreciation for the project's aesthetics, functionality, materiality, details and emotional resonance

	J1	J2	J3	Total Average
Creativity and Innovation				
Functionality and Usability				
Market Viability and commercial Potential				
Technical feasibility & Production				
Communication				