

Best Website

This category recognises best in class website design. Our judges are looking for websites that deliver results through creative design and seamless user experience. Entries should highlight how the website has succeeded in the overall business objective be that revenue generation or customer engagement. There will be a special focus on design, user interface & interaction, usability, layout, functionality, and intuitiveness.

Objectives

- Overview of project.
- Digital Platforms

Strategy

- Methodology in defining project specification
- Knowledge and understanding of intended user base
- Process used to gather, analyse and test user feedback.
- Consideration given to appropriate copywriting and tone of voice

UI Design

- Exemplary use of Photography / Video / Iconography / Illustration / Typography / Colour
- Design that is easy to navigate and consistent with the defined project objectives
- Consideration given to specific user needs across all channels and devices
- Best practice in accessibility and user focussed design

Technology

- The use and application of the latest UI design and prototyping tools.
- Exceptional front-end development
- Integration of third party CRM, Commerce and analytics technologies
- Backend management systems tailored to client use

Implementation & Results

- Speed, performance and response times
- Seamless user experience
- The positive impact the project has had on the service/business/client overall.
- Number of returning users