

Best App

This category recognises developers who can showcase their innovation for building first class apps. There will be a special focus on user interface & interaction, usability, design & layout, functionality, audience size and intuitiveness. All mobile platforms will be accepted and considered. Wearables and virtual reality apps are also encouraged to enter.

Objective

- App Overview
- Target audience
- Personalisation
- Budget

Strategy

- Creativity and use of novel concepts and techniques to differentiate it from its peers
- Methods to reach initial audiences
- Customer benefits
- Security

Design

- UI - User Interface
- Functionality – How easy it is to use and navigate the app.
- Interactive design - How creative and visually pleasing is the app
- Communication of brand / company message
- Agility - Future proof and updates.

Innovation

- Originality
- Use of new technology
- Adaptation of existing or new technologies

Implementation & Results

- Productivity - how well does the app serve its purpose
- Loading time and high performance
- Platforms App Available
- App Downloads
- Performance and results against objectives and strategy
- ROI