

Best in Universal Design (Supported by Centre for Excellence in Universal Design)

This category recognises companies that followed a user-centred design process that resulted in a great user experience for the widest range of users possible. They aimed to achieve an intuitive and inclusive user experience for as many people as possible, followed a strategy that researched and defined users' needs and designed an easy to use, accessible and aesthetically pleasing solution that achieved great results.

The Universal Design Award category recognises and showcases companies that can demonstrate a capacity for designing solutions that aim to be accessed, understood and used to the greatest extent possible by all people, regardless of their age, size or ability. See more about Universal Design and its 7 principles. Describe below how your solution follows 4 or more of these 7 principles.

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

Business needs being fulfilled
Improved Business Agility
Universal Design goals for the project

Strategy

Research conducted to define users needs
Methodologies employed to ensure an accessible and usable end user experience

Design

Consideration for the 7 principles of Universal Design
Creativity and appearance

Innovation

Originality
Use of new technology
Adaptation of existing or new technologiesTechnologies used