

AWARD JUDGING CRITERIA**Digital Experience of the Year**

Judges will be looking for outstanding results in a digital campaign or project which has improved a client's customer or employee experience online. This could be delivered using a web application or a digital product or service.

Planning and Design – 20 points

- Is there evidence of user-centred planning that informed the design?
- Is the online interface aesthetically pleasing with immediate visual impact related to company brand?
- Is it audience appropriate and enjoyable to use?
- Have universal design principles been used to ensure the site works for all user types regardless of technical capabilities, physical abilities, location, culture etc?

Innovation – 20 points

- Does the experience offer a new or original approach to UX for the client and their end users?
- Does it demonstrate the latest UX trends and best practices?
- How have you improved the UX from previous versions or iterations?

Implementation – 20 points

- Is the site/app easy to navigate with simple menus making it easy to find information?
- Is there evidence of research-based user journeys that align with the site objectives?
- Is it fast and responsive to user interactions?
- Does it demonstrate effective use of existing and new tech to implement leading edge functions?

Impact, Usability & Performance – 20 points

- How easy is it for users to find and access?
- How has online engagement improved?
- What is the rate of adoption?
- Is it accessible and high performing across multiple devices?

Results v Budget – 20 points

- How has the campaign / project performed against the objectives set in the brief?
- What positive impact has the campaign / project had on the client's organization? [qualitative and quantitative]

- Does the finished campaign / project and output deliver better than average ROI/value for the client's budget?