

## **Best in Mobile Commerce & Transactions**

### **Introduction**

The entry is open to companies or agencies that can demonstrate a successful campaign strategy and results for an improved, secure, transparent and convenience commerce and transactions on a mobile platform.

### **Innovation**

Entrants should demonstrate:

- What is innovative about the use of the mobile transactions and how easily was the technology implemented?
- How the consumer experience and sense of trust augmented by the use of the technology?

### **Strategy**

Entrants should demonstrate:

- Campaign objectives and execution, background to the campaign, description of the objectives and definition of success expectation
- Clear communication of goals and actions to users of their site
- Performance improvement initiatives implemented to improve results.

### **Technology**

Entrants should demonstrate:

- What platforms their site/application is optimised on (i.e. iOS, Android, Windows, Tablet, Mobile device)
- How their mobile activities create a secure, transparent, integrated, coherent and compelling experience under their brand.
- How the technology investment has increased transaction speed, efficiency and convenience for the consumer and positively impacted company profitability if applicable.

### **Design**

Entrants should demonstrate:

- The application is secure, transparent and robust.
- Attention should be paid to accessibility and to best-practice interactive design in the delivery of simple administrative processes.
- Mobile Design should communicate the company's message in a clear way and be reflective of the target markets needs and expectations.
- Interoperability and integration of third party applications to future proof the application design.

### **Feedback & Measurable Results**

Entrants should demonstrate:

- How feedback was/is used to enhance the technology and user experience
- How they measured customer satisfaction
- How they measured a return on investment