

Best App

This category is open to all app developers who can showcase their innovation for building first class mobile applications. There will be particular 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. **Apps must be publicly accessible on the App Store and must be able to run on Android and iOS*

App Description/Purpose

- Creativity - how creative is the initial concept for the app.
- Productivity - how well the app serves its purpose.
- Originality - how the app differs from other apps in the given field or industry.

User Experience & Design

- Functionality – How easy it is to use and navigate the app.
- Content – How content creative, functional & engaging the app content is.
- Interactive design - How creative and visually pleasing is the app.
- Design – How does the app communicate the company’s message, brand and is it reflective of its target audience.

Strategy

- Outline the campaign objectives and execution.
- List the platform(s) the app is optimised on.
- Outline performance improvements, regular updates, speed and reliability.

Measurable Results

Entrants should demonstrate:

- Number of App Downloads
- Performance results against objectives and strategy
- A return on investment