

Best in User Experience Design

Introduction

This award is given to a website, platform or project, which demonstrates exemplary user experience design. Entrants must outline a design led methodology in every aspect of the project.

Strategy

Entrants should demonstrate:

- A design thinking (or similar) methodology in defining the project specification.
- Knowledge and understanding of intended user base. Explain processes used to gather, analyse and test user feedback.
- Consideration given to appropriate copywriting and tone of voice.

UI Design

Entrants should demonstrate:

- Evidence of testing/prototyping and an iterative design process.
- Exemplary use of photography/video/iconography/illustration, typography and colour.
- Design that is easy to navigate and consistent with the defined project objectives.
- Consideration given to specific user needs across different viewing devices.
- Attention should be paid to best-practice in accessibility and user focused design.

Technology

Entrants should demonstrate:

- The use and application of the latest UI design and prototyping tools.
- Exceptional frontend development – appropriate use of modern programming languages, frameworks and libraries to achieve the defined project objectives.
- Seamless integration of third party CRM, commerce and/or analytics technologies.
- Consideration given to content management and backend management systems, tailored to the client/users needs.

Performance

Entrants should demonstrate:

- Measurable speed and performance achieved by the project.
- Valid, error free code, tested using modern validation tools.
- Use of modern cloud based hosting and content delivery technologies to achieve rapid response times.
- Demonstrable improvement in users session time and user journeys based on analytics based decision making.

Results

Entrants should demonstrate:

- Measurements of success – performance measures against targets set out in the defined project objectives.
- Where applicable measurements of success against the competition or other comparable services.
- The positive impact the project has had on the service/business/client overall.