

# WEBSITE UX, DESIGN & FUNCTION HONOURING EXCELLENCE IN DIGITAL EXPERIENCE

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This award is for the website that combines stunning design with excellent user experience and performance. A great website should serve as the hub of a brand's digital presence, combining beauty, functionality, and results.

## WHAT JUDGES ARE LOOKING FOR:



### **VISUAL APPEAL:**

Modern, clean, and consistent design that reflects the brand.



### **USER EXPERIENCE:**

Easy navigation, fast load times, and logical layout.



### **MOBILE RESPONSIVENESS:**

Optimised for use across all devices.



### **SEO & PERFORMANCE:**

Optimised site structure, metadata, and loading speed.



### **SEO & PERFORMANCE:**

Features such as booking systems, chat support, ecommerce, or educational resources.

## **TIPS FOR ENTRANTS:**

Provide a link to your site and specific pages relevant to the criteria.

Use screenshots and/or screen recordings to showcase user experience.

Include analytics where possible (bounce rate, conversions, time on site)

# FIT-OUT OF THE YEAR CELEBRATING BEAUTIFUL & FUNCTIONAL CLINIC DESIGN

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This award recognises excellence in clinic design, fit-out, and space planning. The physical environment plays a huge role in patient experience, staff functionality, and brand identity.

## WHAT JUDGES ARE LOOKING FOR:



### **VISUAL IMPACT:**

Beautiful design that reflects the brand and evokes the desired emotional response.



### **FUNCTIONALITY:**

Spaces that are easy for staff to use and intuitive for clients.



### **CLIENT JOURNEY:**

Consideration of how the layout enhances the experience from entry to exit.



### **INNOVATION:**

Unique design features, eco-conscious materials, or multi-purpose use of space

## TIPS FOR ENTRANTS:

Submit high-quality images or video walkthroughs.

Include a short explanation of the design process, budget, and goals.

Share feedback from clients or staff about how the space functions.