



Consumer

2.a. Best Mobile service for Connected Living in Asia

This award recognises a wide range of transformative, innovative mobile apps and services that enhance or bring new benefits to everyday life. This includes health, fitness and well-being, travelling, transport and leisure, all apps that enable richer experiences and smarter ways to access, plan, transact and engage. This award is for a broad range of mobile applications, that enhance the daily lives of consumers, through smarter, more efficient, seamless and simpler access to everyday services.

We are looking for the game changing apps that are genuinely innovative and have the most significant potential for success and longevity.

These might include, for example, mobile applications that enable people to access all aspects of healthcare or maintain healthy lifestyles, or control and make the home smarter or more efficient, apps that make travelling far more enjoyable, such as in car infotainment, public transport, parking & navigation as well as making bookings for travel, entertainment, hospitality & leisure, making daily life more seamless, stress-free and simple, among many others.

2018 Winner: SK Telecom for T map x NUGU

26-28 June 2019 • 2019年6月26-28日

JUDGING QUESTIONS

On the entry form, in addition to submitting contact and company information, you will be asked to answer the following questions:

Non-marked Questions

1. What is the name of your entry? Please note the name given here will be used in all awards materials and publicity.
2. Is this a joint entry? If so, who are the partnering organisations?
3. Please confirm this product was deployed and/or in “live” service or implementation during 2018 and available in at least one Asian market - (Y/N)
4. Please confirm that your service is based on open industry standards – (Y/N)
5. Please provide a short description of the service (approx. 250 words)
6. Please provide a link to where the service can be downloaded from one of the major app stores
7. If the service is paid for, please provide a free access or redemption code
8. Please provide a link to a video about the service on YouTube, Vimeo or another public video platform
9. Please provide a website link for the service

Marked Scores

Rather than scoring answers to questions given by entrants, we will ask judges to score the app/service against the set criteria below, based on their existing knowledge of the service/app and their experience of downloading and using it. **Judges will mark the following out of 10:**

- **Innovation:** What’s new, different or innovative in terms of the technology or business model
- **USPs:** Key product or service capabilities and value of the use case
- **Personalisation:** What level of customisation is offered?
- **Simplicity:** Complexity of technology used converted into simplicity for the user
- **Mobility:** Makes good use of mobile connectivity
- **Design:** Great quality design, compelling and sticky experience
- **Longevity:** Not gimmicky, novel or short term
- **Success:** User adoption and evidence of success
- **Privacy:** What level of privacy and data protection is offered?
- **Evidence:** Case studies or audience statistics to reflect market success