

16th Annual w3 Awards Categories

New Categories *

Mobile

Mobile Apps & Sites Categories

Auction & Reselling *

A mobile site or app created for the purpose of auctioning or reselling.

Augmented Reality

Mobile content featuring augmented versions of reality on behalf of a brand to relay a marketing message.

Business

A mobile site or application created for business.

Cause Awareness *

Mobile sites or apps that promote a cause or cause-related events, activities, or organizations.

Cultural

Mobile apps or sites for cultural institutions, education, awareness or information of cultural significance.

Dating *

Mobile sites or apps created for the purpose of engaging in social encounters or relationships.

Education

Mobile Apps developed specifically for the act or process of acquiring knowledge or the distribution of educational content.

Entertainment

Mobile Apps developed specifically for the distribution of entertainment content, such as sports, games, news, gossip, humor and reviews. These may be derivatives of established broadcast or online news and entertainment operations, or produced namely for.

Events

Mobile sites & apps promoting an event or a mobile component that integrates with a live event.

Family & Kids

Apps and sites developed for mobile that feature interactive content, games, education, or tools specifically for children and families.

Fashion and Beauty

Mobile apps or sites or that feature personal style, design, and other fashion or beauty related information or insight. These also include editorial, guides and information.

Finance

Mobile apps developed specifically to facilitate the management of business processes that deal with money.

Fitness

Mobile sites or apps that promote physical fitness. These include recreational services, lifestyle, fitness and health clubs.

Food & Beverage

Mobile apps or sites devoted to the culinary arts, including reviews, recipes, delivery, reservations, and information.

Health & Wellness

Mobile Apps developed specifically for the distribution of knowledge for physical, mental, and social well-being. These include exercise, medical, and dietary.

Lifestyle

Mobile Sites & Apps that feature commentary, commerce and advice on a style of living that reflects the attitudes and values of a person or group.

Maps & Navigation

Mobile apps designed specifically to be a visual representation of an area. This includes location services, public transportation services, compasses, and GPS devices.

Mobile Site Redesign*

Dedicated to mobile sites that have undergone a redesign and/or rebrand.

News

Mobile Apps developed specifically for the distribution of recent happenings. These may be derivatives of established broadcast or other existing news operations, or developed namely for online news.

Photo & Video

Mobile sites and apps relating to photo and video.

Podcasts

Mobile apps related to a specific musical or talk-radio show, station, or segment.

Professional Services

Mobile Sites & Apps for professional services including consultants, financial advisers, accountants and general service providers.

Public Services & Activism

Mobile Apps for public service issues, activism and/or societal interests.

Reference & eBooks

Mobile Apps developed specifically for text- and image-based publications in a digital format.

Services & Utilities

Mobile Sites & Apps developed specifically to provide or promote a service.

Shopping

Mobile Apps developed specifically for providing consumers online commerce and retail sales of any products or services.

Social

Mobile Apps developed specifically to facilitate the process of connecting users through the mobile Internet, be it business or pleasure. This includes dating and matchmaking sites.

Sports

Mobile Apps developed for sports news, sporting culture, sports teams, sports statistics, sports data, sporting events, and sports history.

Travel

Mobile Apps developed specifically for providing travel services and information. Includes online travel guides, purchasing agents, travel writing, and travel tools.

Weather

Mobile sites or apps that promote productivity in the workplace or in the personal space, from schedules and workflows, to exercise trackers, list makers, and everything in between.

Workflow & Productivity

Mobile sites or apps that promote productivity in the workplace or in the personal space, from schedules and workflows, to exercise trackers, list makers, and everything in between.

Early Entry Deadline is May 7, 2021 - w3award.com



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New Categories *

Mobile

Mobile Features Categories

Best Experimental & Innovation

Mobile Apps that use and/or implement groundbreaking technology, or unconventional applications of mobile technology applications and environmental situations.

Best Integrated Mobile Experience

Integrated mobile experiences that include at least 2 types of media, at least one of which must be designed for a mobile device. Work should highlight communication between the mobile device and the additional media.

Best Photo Editing *

Only the photo editing aspects of the piece will be evaluated.

Best Practices

Mobile sites and applications that set an industry standard of excellence through their innovation, ease of use, advanced features, and superior design.

Best Purchasing Experience

Only the experience of the purchaser within the piece will be evaluated.

Best Storefront

Only the storefront displayed within the app or site will be evaluated.

Best Use of 3D Color *

Only the use of 3D color within the piece will be evaluated.

Best Use of GPS/Location Technology

The mobile website, app, or tablet experience creating the most innovative, useful and functional use of GPS, location technology, geo-tagging, etc. (Only the GPS and Location Technology features will be judged).

Best Use of Mobile Camera

Mobile sites or apps that offer the most innovative, useful and/or functional use of image or video capture.

Best Use of Responsive Design

Only the use of responsive design within the piece will be evaluated.

Best Use of Streaming Audio

Mobile sites and apps offering superior audio streaming services for content such as music, podcasts, news, live events, and radio.

Best Use of Streaming Video

Mobile sites and apps offering superior video streaming services for content such as film, music videos, news, television, live events, and sports.

Best User Experience

Mobile sites or apps that portray a standard of excellence for user experience with innovative design and user centered functionality.

Best User Interface

Mobile sites or apps that portray a standard of excellence with its user interface design.

Best Video Editing *

Only the use of video editing within the piece will be evaluated.

Best Virtual or Remote Experience *

Only the virtual or remote aspects of the piece will be evaluated.

Best Visual Design - Aesthetic

Mobile sites, apps or experiences where the visual design intention is to be beautiful, innovative, emotional, and to ignite the senses.

Best Visual Design - Function

Mobile sites, apps or experiences where visual design is a crucial part of a functional user experience.

Best Voice-Enabled Feature

Recognizes the design and functionality of Voice projects, voice-enabled devices and smart assistants.

Mobile Games Categories

Action & Adventure *

Games played on a mobile device with a mixture of action and adventure elements.

Children & Family *

Games played on a mobile device with child-friendly elements or designed for family fun.

Puzzle & Trivia *

Games played on a mobile device that feature puzzle or trivia elements.

Sports *

Games played on a mobile device that feature sports.

Strategy *

Games played on a mobile device that require decision-making skills on behalf of the user.

Word *

Games played on a mobile device that involve using, altering, guessing or forming words and expressions.

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