

DBA Design Effectiveness Awards

Digital Media - Business to Consumer Websites: tips for evaluating effectiveness

Examples of the type of data that can be used to support a case for design's contribution to commercial success:

- 1) Heavy usage recorded as hits
- 2) Amount of e-commerce or subscription revenue generated by the site
- 3) Positive or helpful client feedback
- 4) Repeat purchases or use of services
- 5) Software downloads/ savings on distribution of products

Please note, these are only examples. Add your own as appropriate and also refer to the entry criteria in the Call for Entries.

Influencing factors

Entrants are asked to identify factors other than the design which could have influenced the design's success. Here are some examples specific to this category:

- 1) Advertising campaigns
- 2) PR/promotional activity