

TEXAS ASSOCIATION OF MUNICIPAL INFORMATION OFFICERS
TAMI Award Judging Criteria

Category: Technological Services – Electronic App

EFFECTIVENESS – 1-5 points for each item, maximum 25 points

1. The content is clear and easy to understand.
2. Interactive content is engaging and relevant.
3. The app enables the user to accomplish tasks effectively.
4. The app is highly functional across various browsers/platforms.

DESIGN/CONTENT – 1-5 points for each item, maximum 20 points

1. The app is aesthetically pleasing – attractive use of graphics, color and page layout.
Animation and graphics are justifiable.
2. The app is intuitive and easy to navigate.
3. The app reflects innovation or offers a unique user experience
4. The app is current, grammatically correct, and all elements function.

OVERALL IMPRESSIONS AND RESULTS – 1-5 points for each item, maximum 5 points

1. Your overall impression of the app.