BLOG   COMPETITION   SEMINAR & AWARDS   ABOUT US

FINALISTS

January 10, 2019

The following submissions have been selected for the finals in each category.

The winner of each category is revealed on the Blue Arrow Awards and Seminar, and then the seminar audience gets to vote the winner of winners.

UX=CX

The category awards the customer experience that is loved by their customers. Such services are easy and enjoyable to use; they improve the life of their users while making the best use of their time and money. At best, the user's experience from the very first to the last transaction – within the application and outside of it – is so smooth that the user hardly recognises any effort. Often such services almost feel like having a soul of their own.

We award this prize to a Service that is loved by its end-users whether they are consumers, employees or citizens.

Evaluation criteria:

- How much the service improves the lives of the users
- How relevant is the service for the users
- How easy the service is to use
- Why does the service improve users' lives
- What evidence do you have of customer love
- How does it differentiate from competition or previous versions
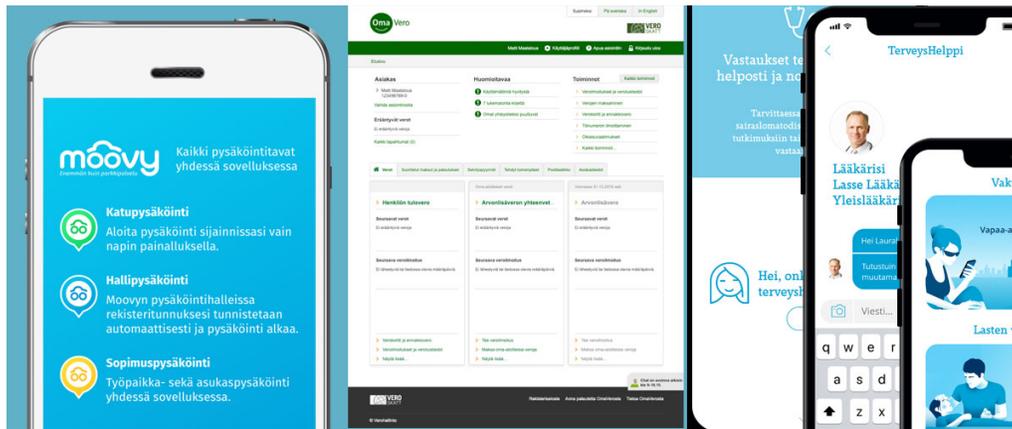
OMAVERO

User centered design of the Finnish tax administrations OmaVero service. Typically, we do not use in a same sentence income taxation and compelling digital user experience. But the truth is that every over 15-year-old Finnish citizen must give a tax return and pay the taxes. Usually this has been very cumbersome and complicated procedure from the end user point of view. You need to recognize, check, double-check and use several sources of data to make it right. Moreover, the jargon used in taxation can be hard to comprehend and understand. After all, we all don't want to pay more than what our share really is and on the other hand, the state is responsible for the collection based on the data at hand. The aim of the service is to make paying of the taxes easier and more understandable.