The Next Chapter: 2015 Web Design Trends

WEB DESIGN TRENDS

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WEB DESIGN TRENDS

In-House & CMS

- Internet is 25 years old
- Websites are critical to organizations
- No more outside professionals
- Rise of software (CMS)
- Automation of Coding
  - Less coding & more websites

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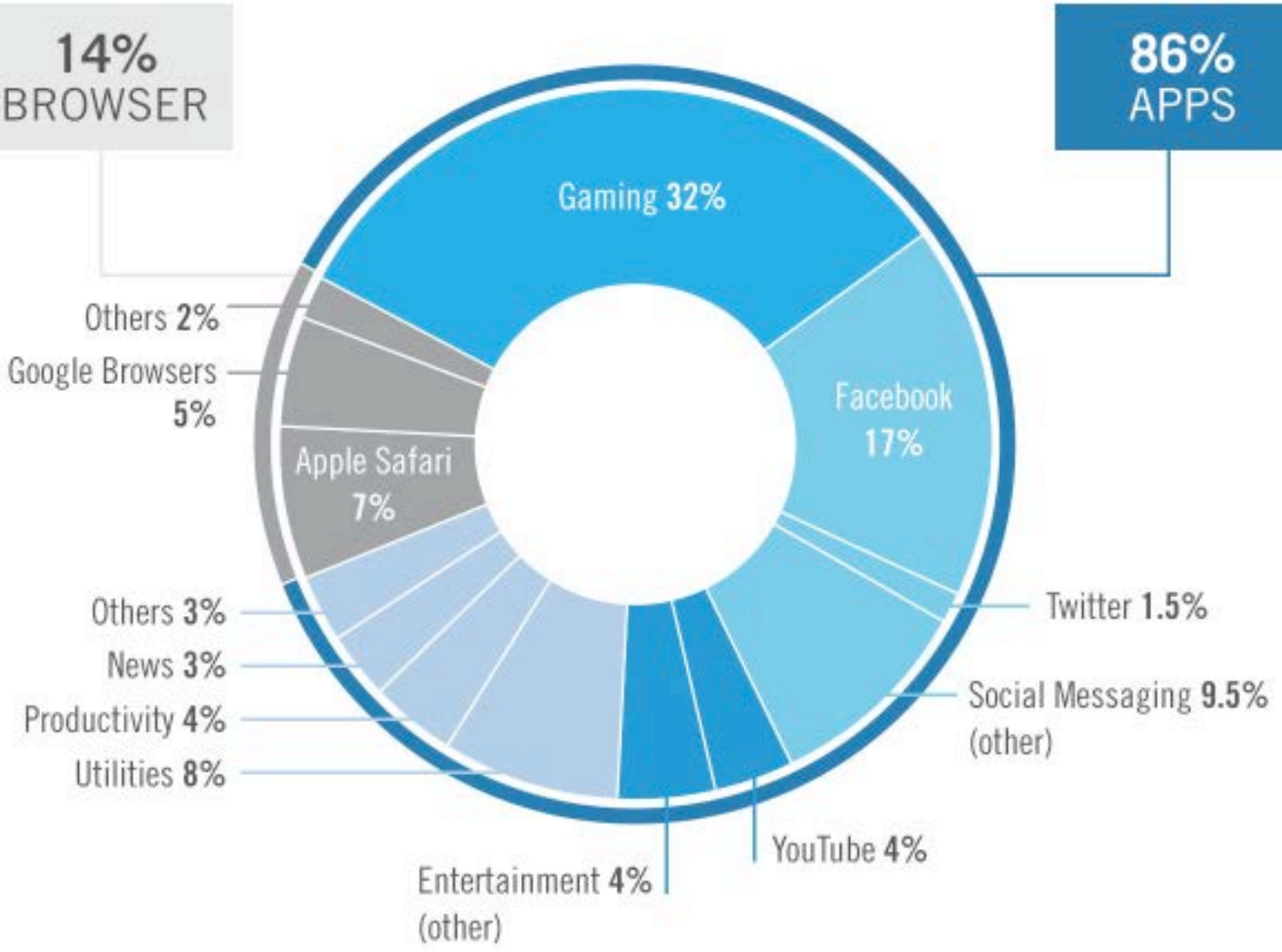
Go Responsive or Go Home

- Tablet/smartphone sales surpassed home computer sales in 2013
- 2015 – Decline of the website
  - Ask Siri, Google It, Amazon Echo
- Responsive, dynamic design crucial
- Content is being set free from design.
- Adapt to stay relevant

Time Spent on iOS and Android Connected Devices

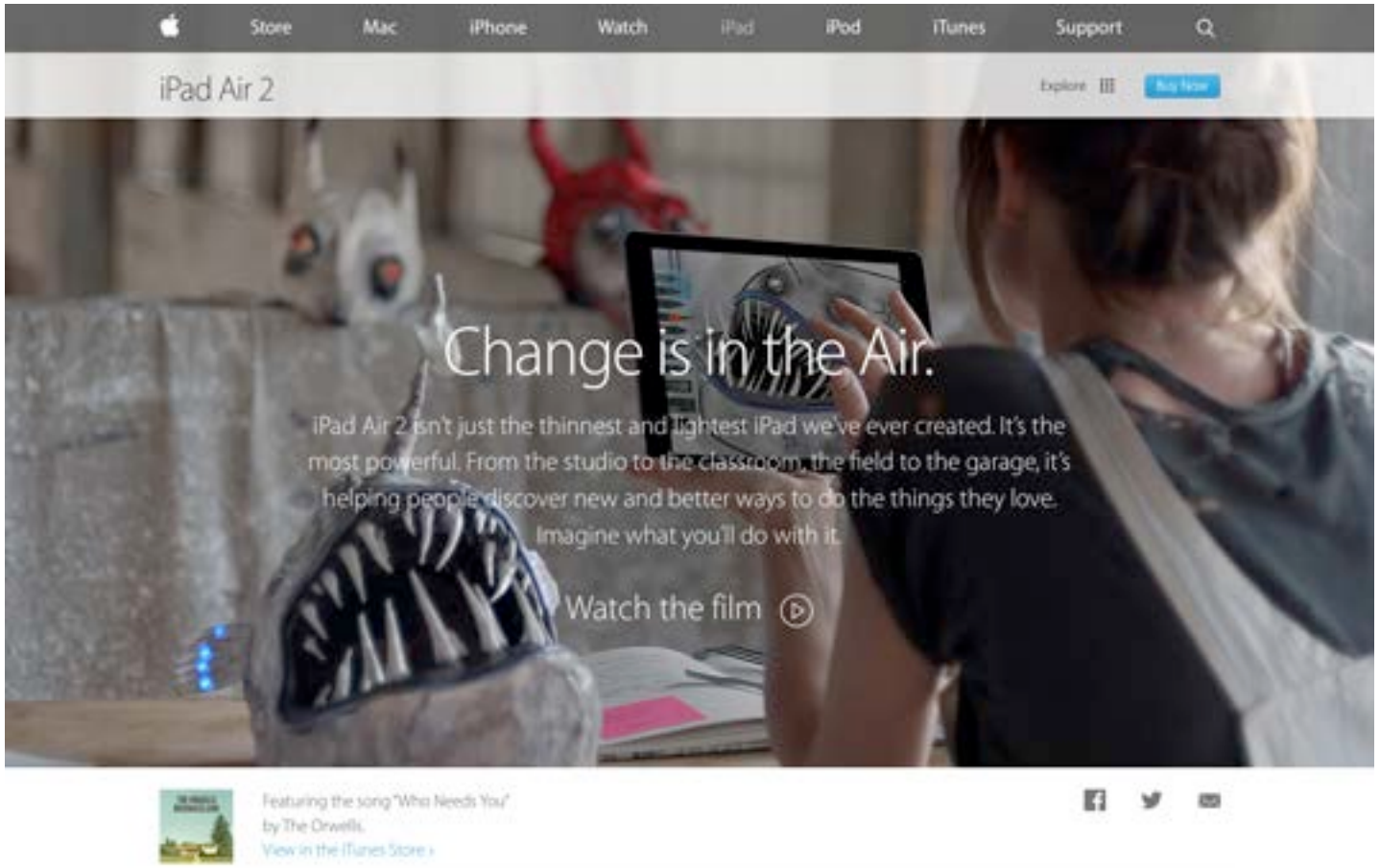


FLURRY

Source: Flurry Analytics, ComScore, NetMarketShare

Huge Backgrounds

- Massive images with rich typography (better for the smaller screen)



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Content Marketing

Content marketing's purpose is to attract and retain customers by consistently creating and curating relevant and valuable content with the intention of changing or enhancing consumer behavior. It is an ongoing process that is best integrated into your overall marketing strategy.

Contentmarketinginstitute.com

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Videos – Interactive Storytelling

- Content Marketing
- Short videos will be more in use.
- Companies will look to go for viral marketing.
- Real-time marketing will rise significantly.
- HTML5 videos in background

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Interactive webgraphics replaces infographics

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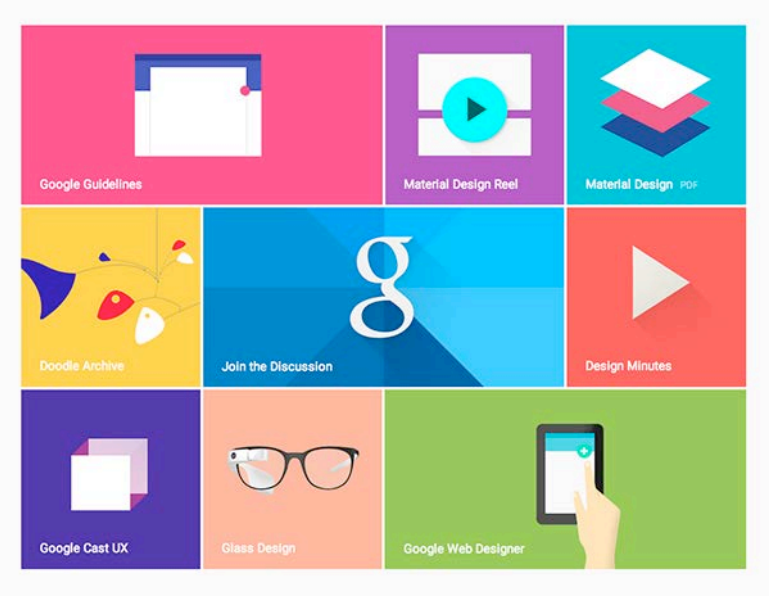
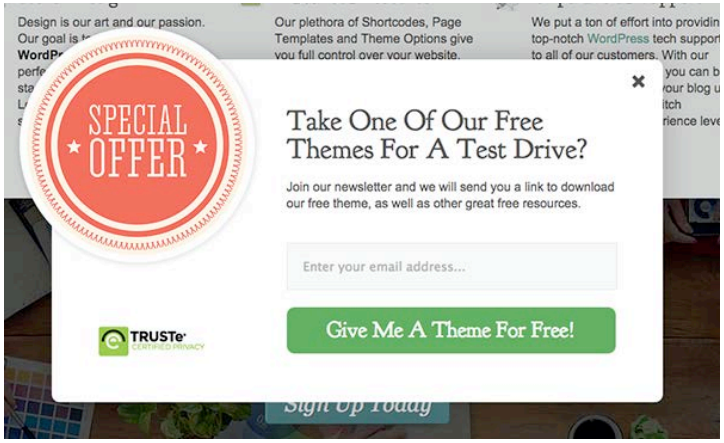
Other Trends

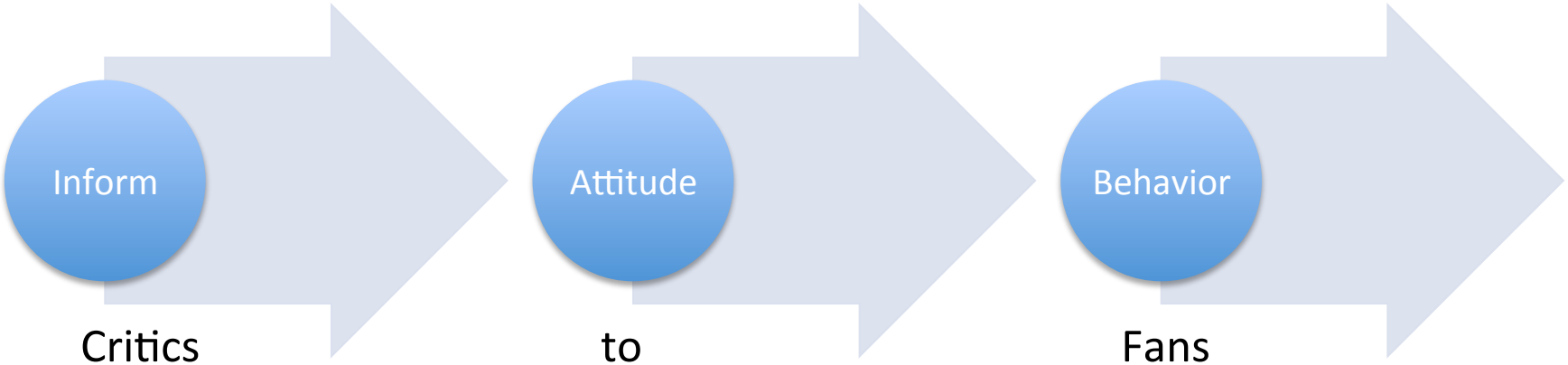
- Scrolling over clicking
- Flat design is growing up into material design
- Microinteractions





Good PR (& Websites)

Inform your audience to change their attitude.
Change their attitude and they will change their behavior.



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MICROINTERACTIONS

A MICROINTERACTION IS MADE UP OF FOUR PARTS:

No. 1
A trigger that initiates it.

No. 3
Feedback that the rules generate.

No. 2
Rules that determine how it functions.

No. 4
Loops and Modes that make up its meta rules.

"The details are not details. They make the product."

CHARLES EAMES

THE PRINCIPLES

microinteractions.com • #microinteractions • @odannyboy

DON'T START FROM ZERO

Always know something about the user, the context, or the platform. Use that knowledge to make good guesses about what the user wants to do or know, then create shortcuts to that action or information.

BRING THE DATA FORWARD

The trigger can reflect the data contained inside the microinteraction. Ask what information can be shown about the internal state of the microinteraction before it is even engaged or while a process is ongoing.

speak human

Figure out the basic message you need to convey, then choose the best channel(s) for that message. Strive for a veneer of personality while still using clear language. Use the same words your users do.

LONG LOOPS

EXTEND THE MICROINTERACTION FAR BEYOND A SINGLE INSTANCE OF USE. HOW DOES THE MICROINTERACTION ADAPT BASED ON USER BEHAVIOR? WHAT CHANGES THE SECOND TIME IT'S USED? THE 10TH? THE 1000TH?

PREVENT HUMAN ERROR

Design the rules so that mistakes can't be made. Remove choice if necessary. If an error does occur, the microinteraction should do everything in its power to try to fix it first. Avoid error messages.

Remember the Sad Case of Patron X

Use the overlooked

Use the interface elements that are already there for feedback delivery. Don't add one more item unless you have to. Convey the most with the least.

"I have always had a soft spot in my heart for the details. I consider details more important than a great draft. Nothing works without details. Details are the essentials. The standard to measure quality by." – Dieter Rams

SMART DESIGN

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Typography

Celebrate Paul Rand's 100th birthday

On August 15, 2014, Paul Rand would have been 100 years old. His contributions changed the industry forever, proving that

"Good design adds value of some kind, gives meaning, and, not incidentally, can be sheer pleasure to behold"

In honor of his 100th birthday, you're invited to read tributes, share stories and order a copy of his famous first book "Thoughts on Design."

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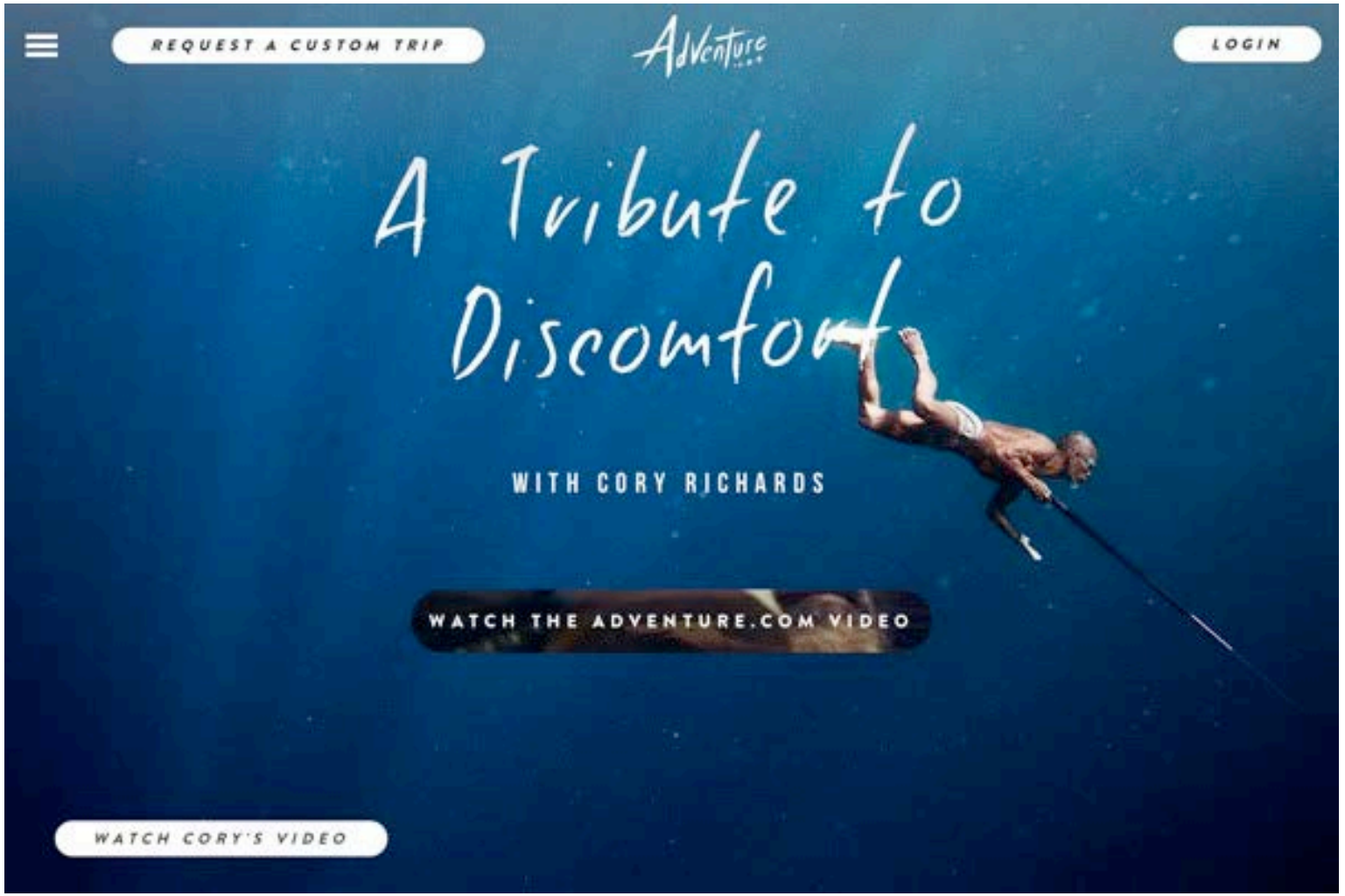
Human Touch



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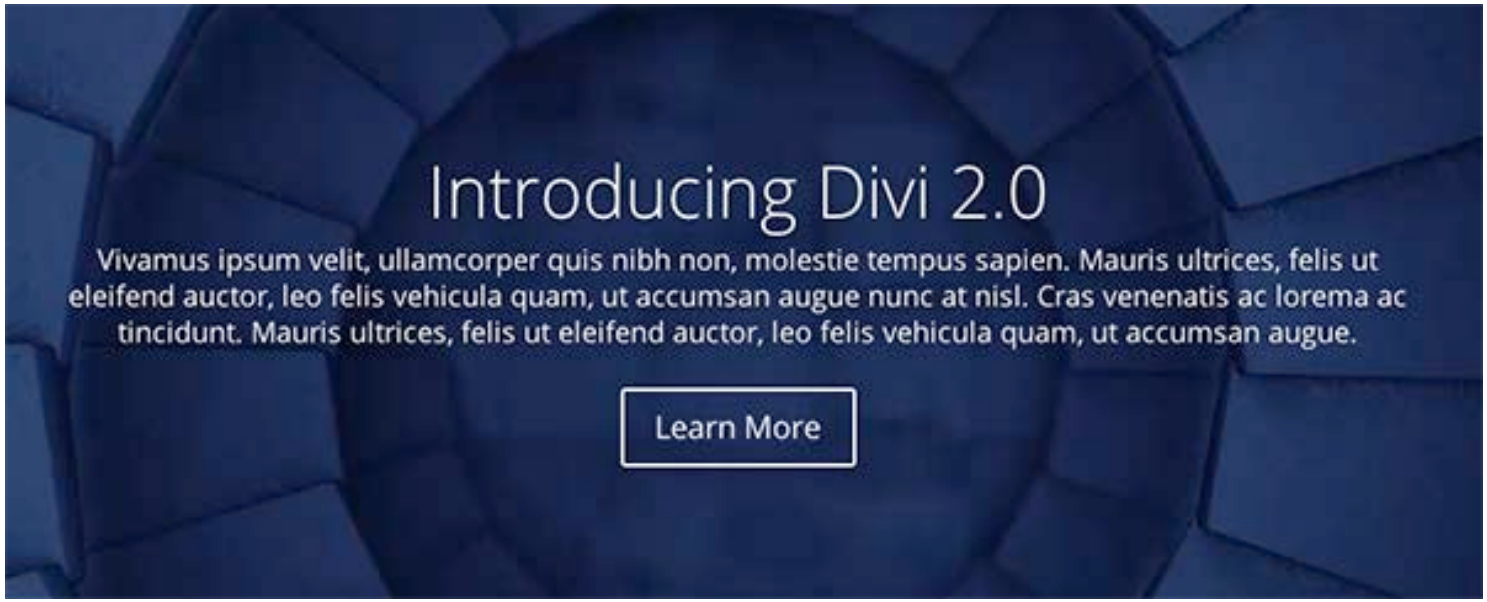
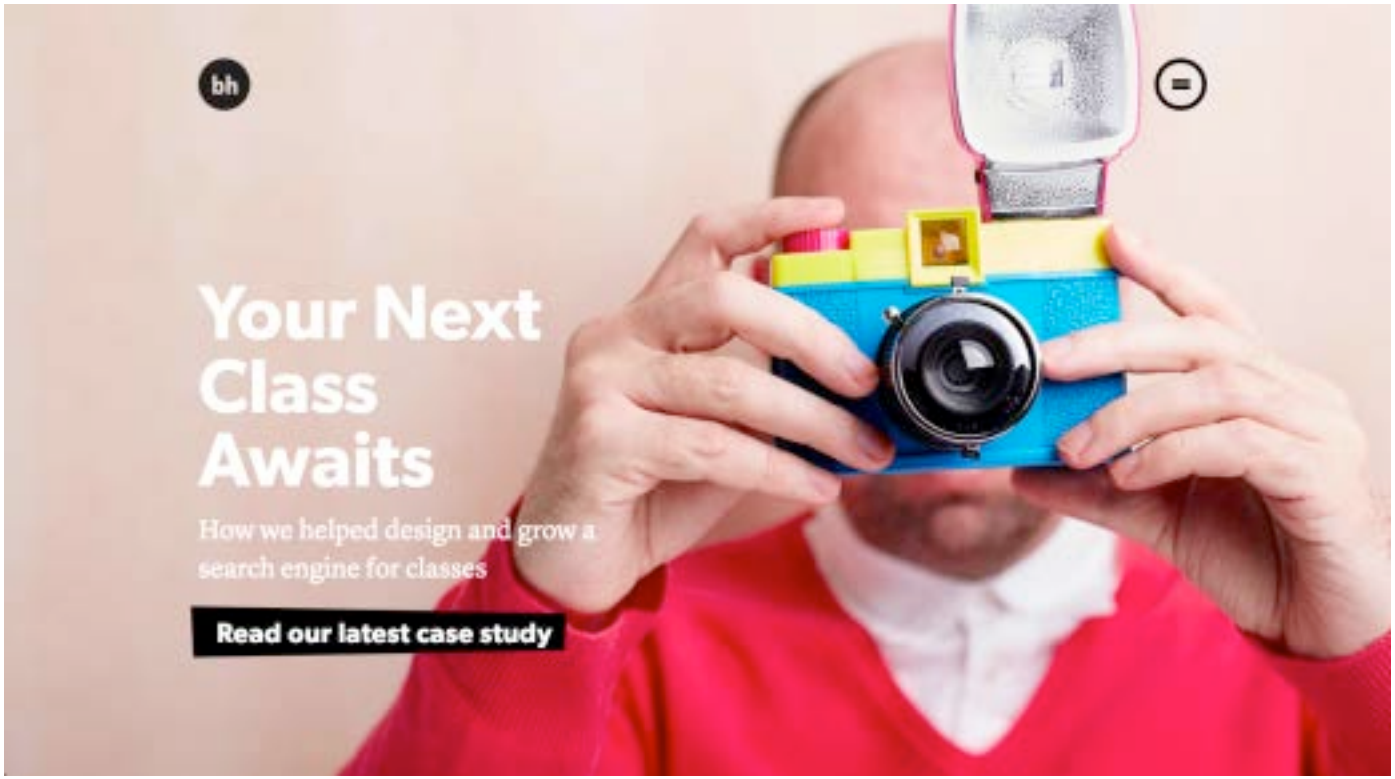
Rise of the Ghost Button



Other Trends

- Fixed width, centered site layout
- Flyout/slideout app-like menus
- Hidden main menus



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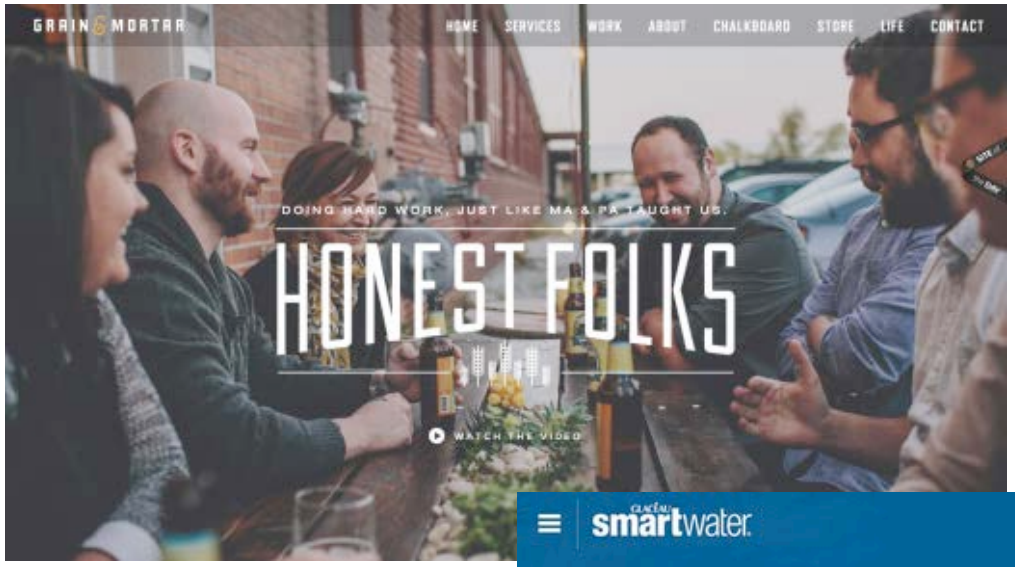
Performance & Speed



Privacy

- Designed for security
- Due to recent breaches, reluctant to share without good cause

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2015 Pantone Color of the Year

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Great Education Examples

- http://granitebayhigh.us/
- http://www.mentonegirls.vic.edu.au/
- http://pac.uga.edu/
- http://www.glenelg.org/
- http://stories.wheaton.edu/

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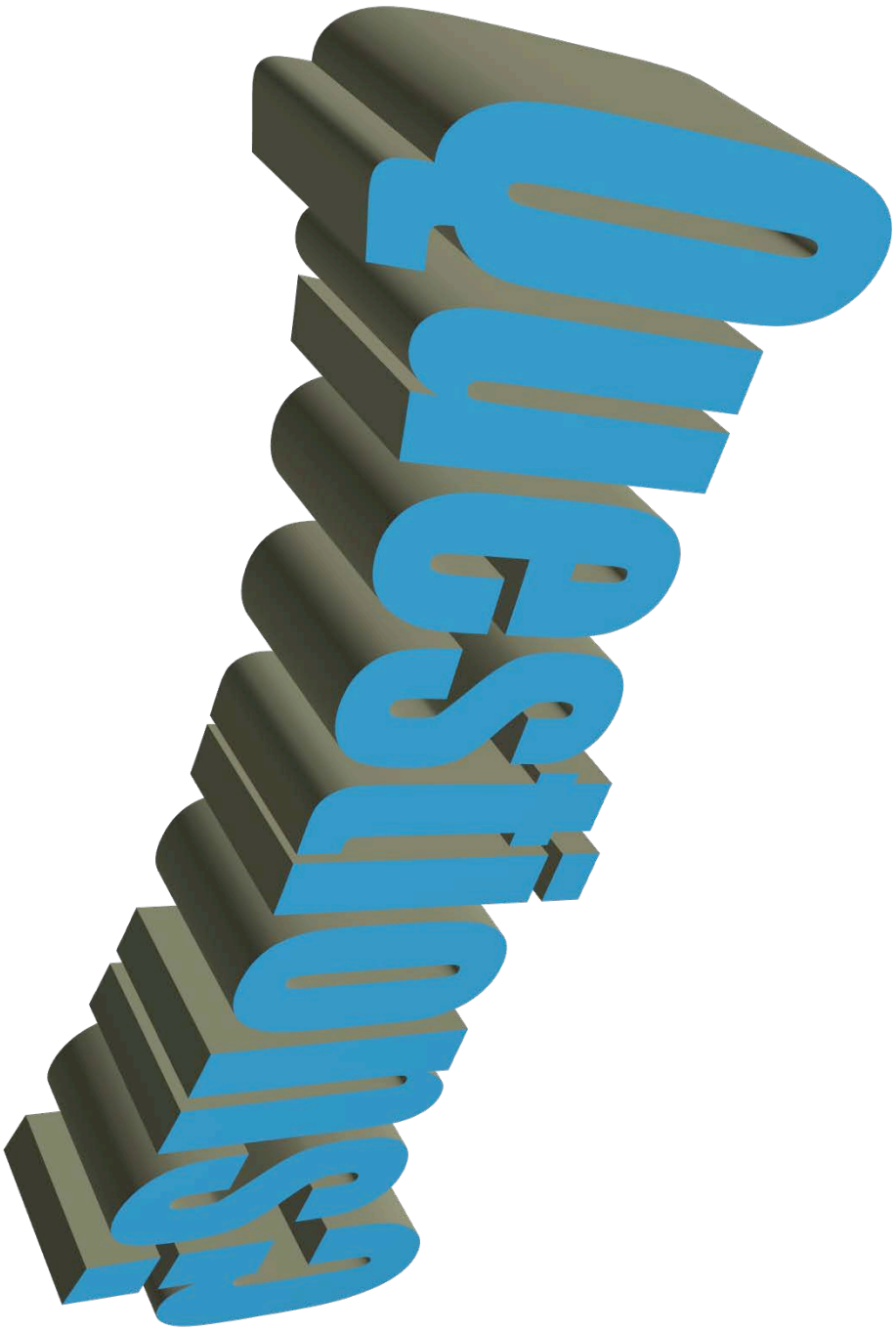

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