



## UX DESIGN TRENDS FOR 2018

by **designhill**

What Can We Expect?

1

**Cards, Scrolling and Parallax... Wait They Are Not Going Anywhere**



**While the minimalistic design was busy making way for material design this year,**

**SKEUOMORPHISM** will make a sort of comeback in 2017. But not with fanfare, you will find skeuomorphic elements, metaphors, aesthetics sneaking in the ever beautiful and colorful material design interfaces.

2

**Interactions Within Interactions**



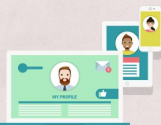
**MICROINTERACTIONS** have been mocked by many for being another flashy term in 2015, but 2016 saw it gaining popularity from thinkers to doers.



The task based interactions are broken into much smaller tasks and these tasks are further into much smaller interactions. While a Microinteraction is about connecting your device to a WiFi network, much smaller interactions will deal with toggling the Wi-Fi on/off using the quick settings menu. Interactions will evolve tremendously in 2017 with animations.

3

**The Rise of Responsive with the Backing of Progressive Web Apps and Accelerated Web Pages**



**High quality big visuals still dominate the imagery on websites.**

But in 2017, we will see a lot of originals in terms of images and not the stock images which are currently in abundance. Brands will hire professional photographers to take their original product shots.

But static images will take a backseat in 2017, making way for VIDEOS. Moving images on a page instantly grabs users attention and helps in delivering the brand message more effectively.

**With smartphone sales breaking records every year, speed and experience on mobile will continue to be a defining factor in 2017.**

**RESPONSIVE** design that adjusts content and looks based on the size of devices with the help of CSS, media queries, CSS, media queries and flexible grids.

4

**Video Is Already Big, It Will Be Huge**



5

**Unusual Colors and Bold Typography**



**Waterfall models are a little difficult to work around in today's age where product ideas get old really fast**

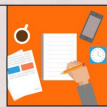
UX follows the Agile methodology in the current times and prefers rolling out a prototype to perfect the idea, getting a seasoned design and finding a better solution to the problem with early feedback.

**The super rich color tones are already brightening up the user interfaces.**

**BOLD COLORS**, and vibrant hues will make the interfaces brighter in 2017. UX folks are already moving away from web safe colors and experimenting with over-saturation, vibrant hues and gradients. The bright displays of monitors and tablet and smartphone screens will reproduce richer colors and therefore we are going to see a lot more vivid colors palettes, duotones and bold gradients in UIs.

6

**Prototyping Getting Replaced by Rapid Prototyping**



**Traditional methods of data collection through surveys and questionnaires will be replaced by next-gen techniques capturing user's thoughts, reactions, requirements, likings, and dislikings.**

Electroencephalography (EEG) is evolving as one of the frequently used and efficient methods of.

measuring user emotions and feedback in real time. While EEG rides on the facial emotions, Galvanic Skin Responses (GSR) measures the intensity of emotions based on the sweat generated by skin pores. Besides them, there is feedback capturing techniques that include creating heat maps by tracking eye movements.

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**Capturing User Feedback the Modern Way**



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