

zenosciences[®]



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21

WAY AHEAD FOR
UX & UI

BLENDING
EXPERIENCES
& INTERFACES

EVOLUTION OF INTERFACE DESIGN IN

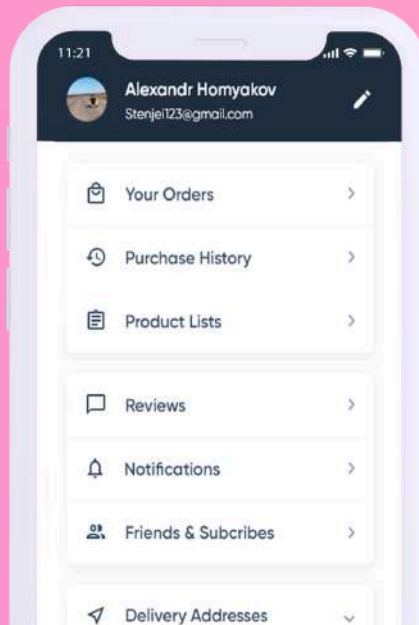
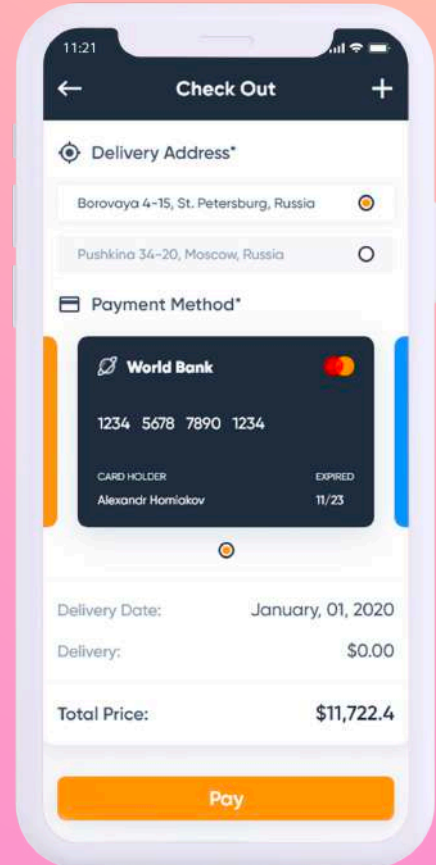
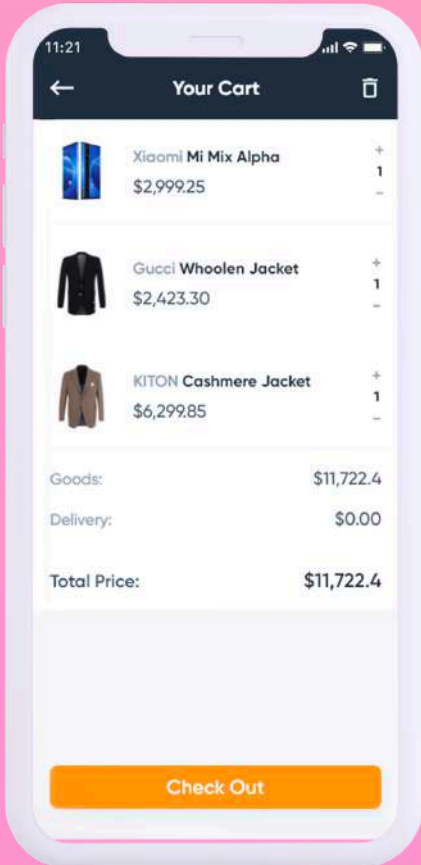
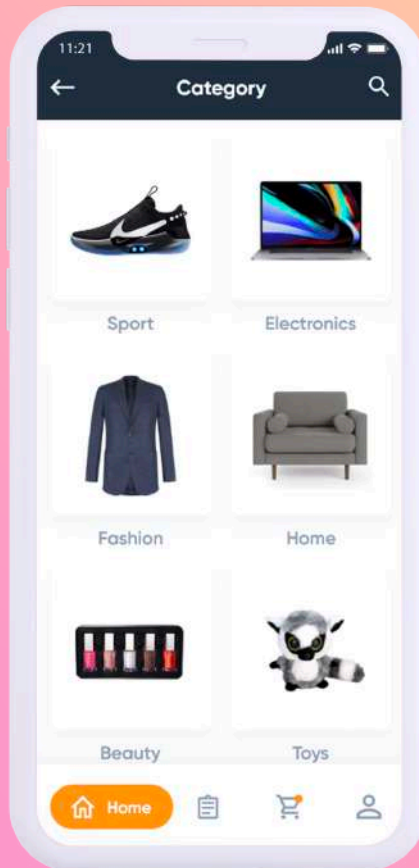
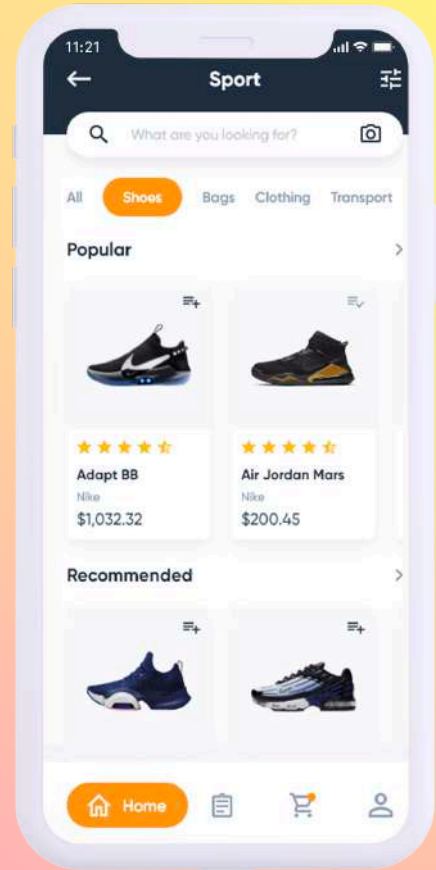
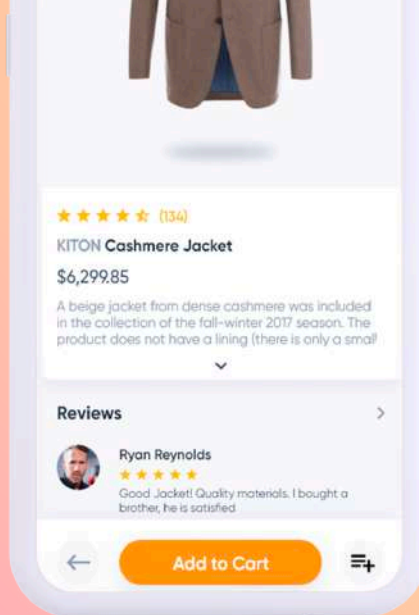
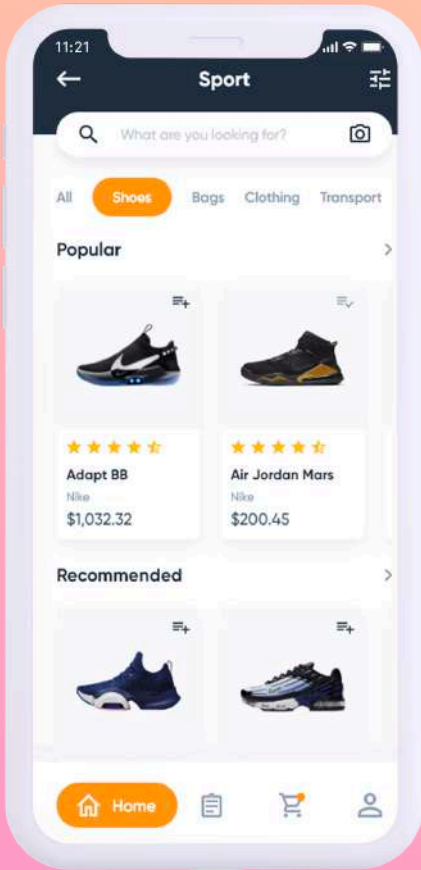


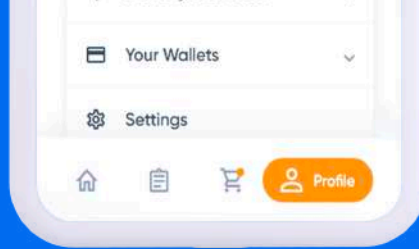
It's an exciting new era for the world of design. This is the year when digital interfaces are coming of age. Businesses are already putting emerging technologies to work at every customer touch point possible.

AR, VR and AI are undoubtedly advancing at lightning speed. Add to that new integrations in visual systems and it's a candy shop for designers. And if you want to reimagine your brand look and feel, now is the time.

Let's discuss what this really means for design and the impact it has on customers.

With customers shifting en masse to the digital marketplace, UI/UX design has no time to be overwhelmed by the attention it will get. Apparently 55% of users spend fewer than 15 seconds actively on a page! Also, interestingly, 2/3rd of people would rather read something beautifully designed than something mundane. Consumers are telling you how to keep them hooked. Are you listening?





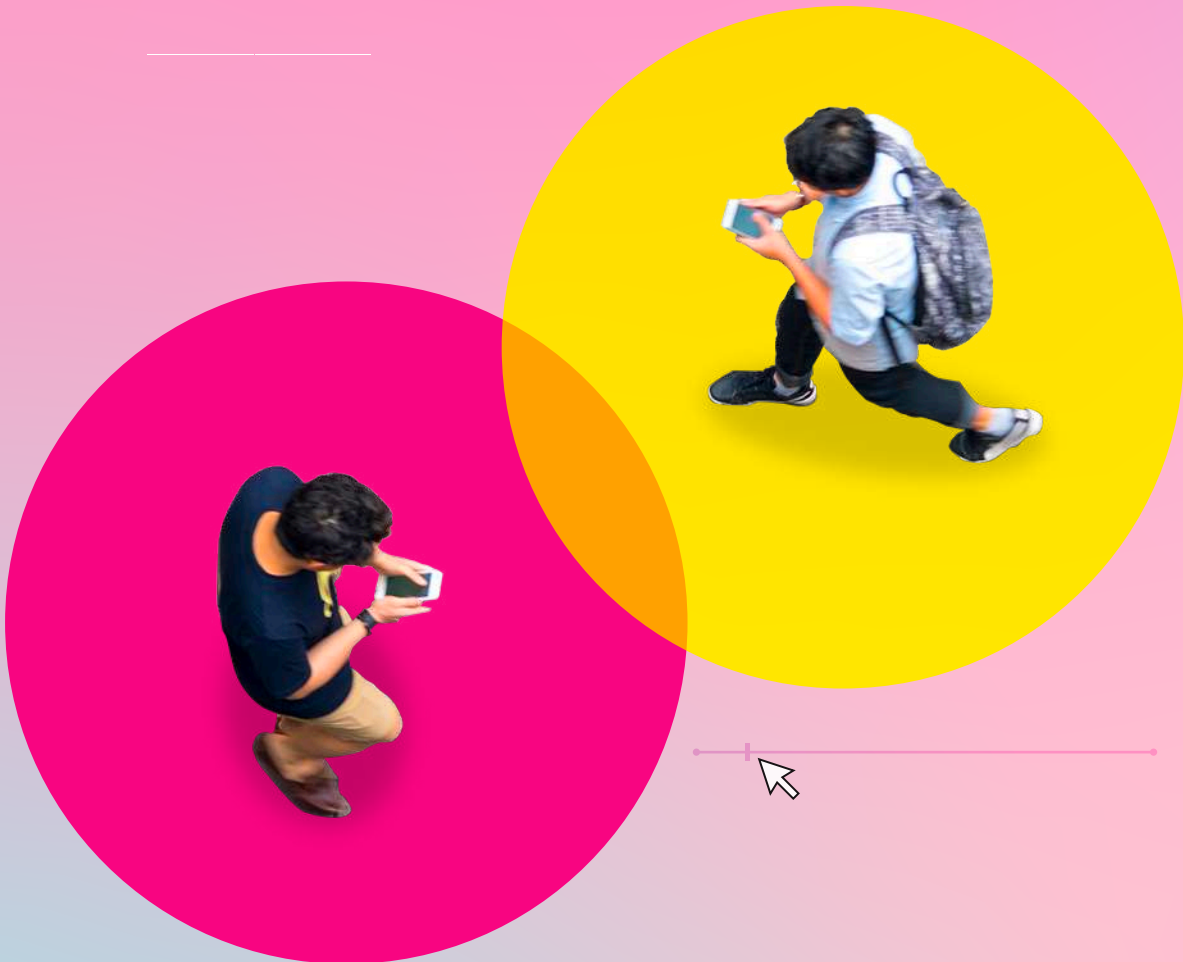
Jeff Bezos invested 100X more into user experience than advertising during the first year of Amazon to increase customer engagement. *

* 94% of a website's first impressions are influenced by design.

Moreover, as the iGeneration becomes breadwinners, they start sharing the buyer's table with older generations - therein lies the opportunity for designers to rethink digital experiences in a way that actively engages all age spans.




DESIGN INGREDIENTS FOR BUILDING EXPERIENCES IN 2021 AND BEYOND



1 MOTION DESIGN WILL BE HARNESSSED FOR ALL INTERACTIONS

Motion design walks the fine line between capturing the user's attention and distracting them. When functional, it can engage users; leave it in the wild and you might just confuse customers, hence, degrading their overall experience.

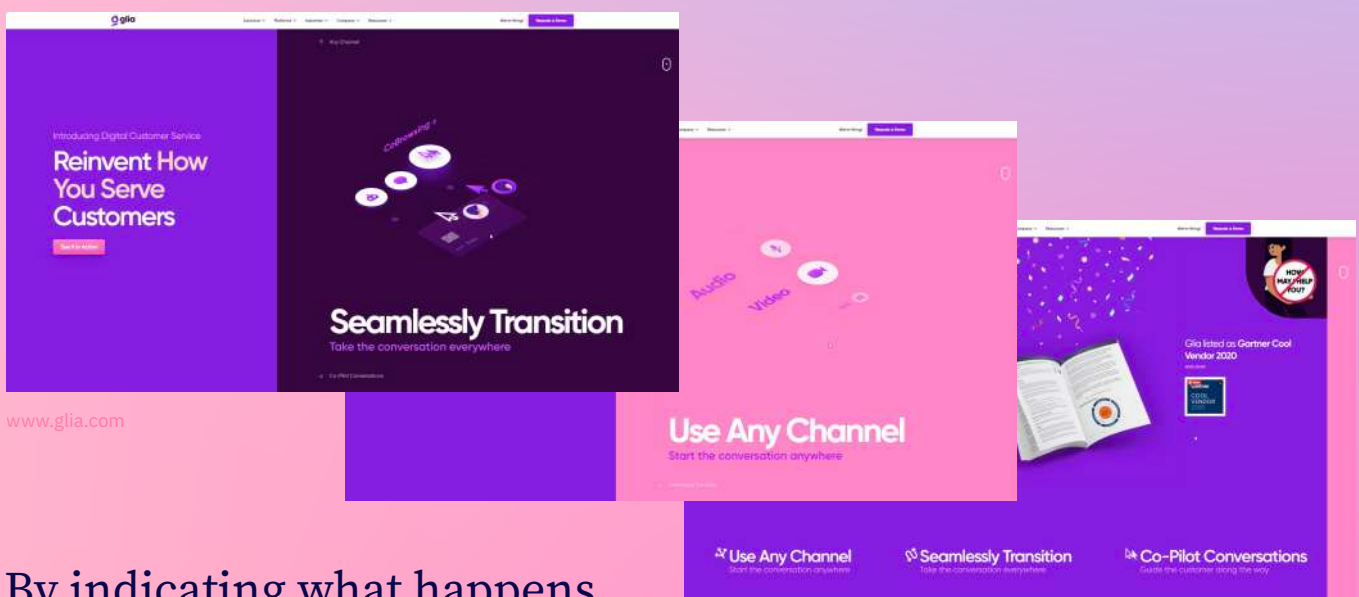


Video helps persuade 73% of people to buy a product or service.



In the post-Flash era, motion design has the potential to wow users through unobtrusive yet enticing micro-interactions.

UX designers must move beyond surface-level delight to usability when it comes to motion design. It can help provide feedback to users on their actions and signal transitions in real-time.



By indicating what happens next, motion design in UX can bring order to a chaotic world.

MICROSOFT'S WEBSITE THROUGH THE AGES



1996



2007

Windows Phone

The new 41MP Nokia Lumia 1020. Nothing else comes close.

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See how Windows tablets stack up against the iPad. Compare tablets now.



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2013

Surface Pro 7

Ultra-light and versatile

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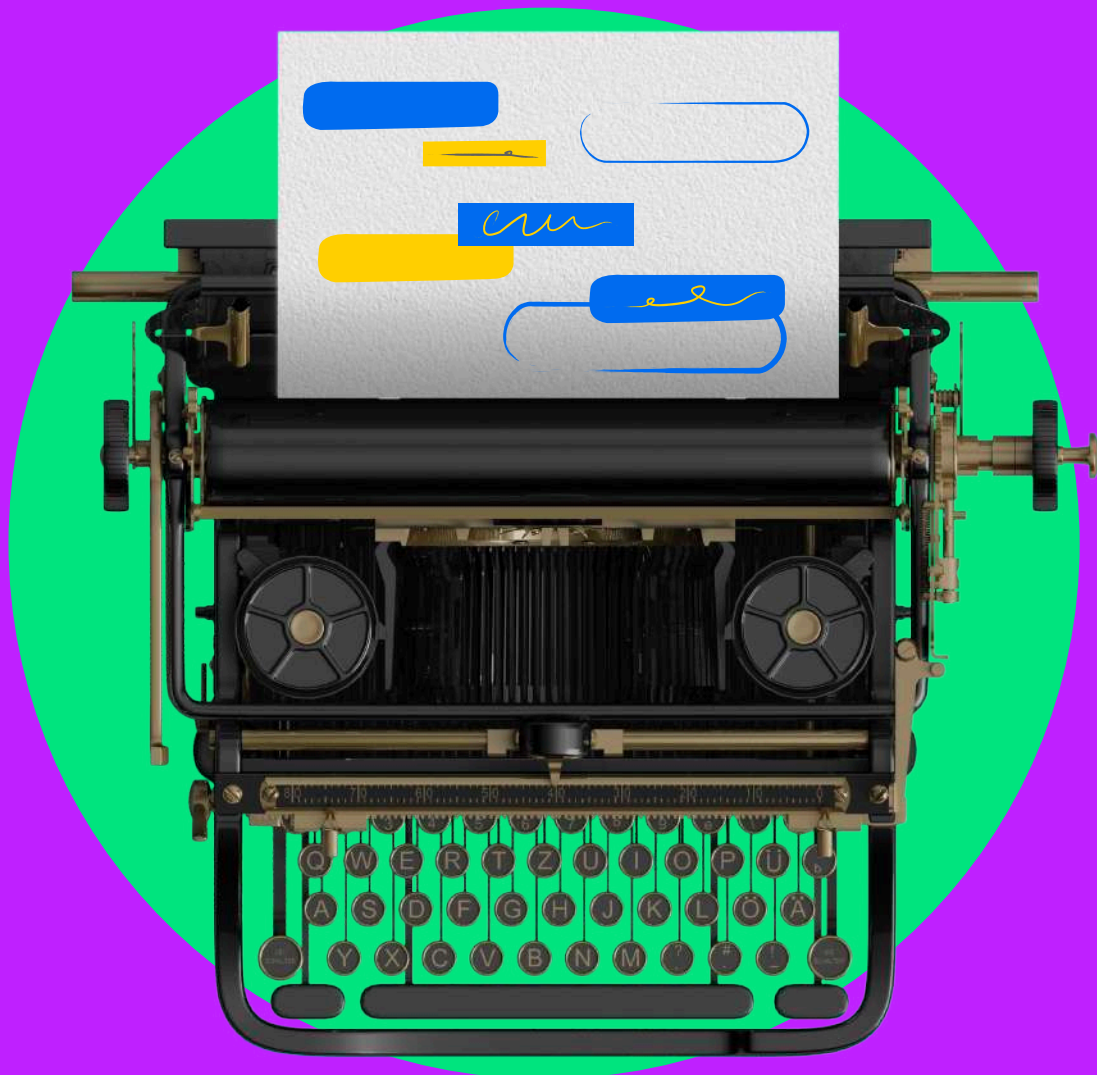


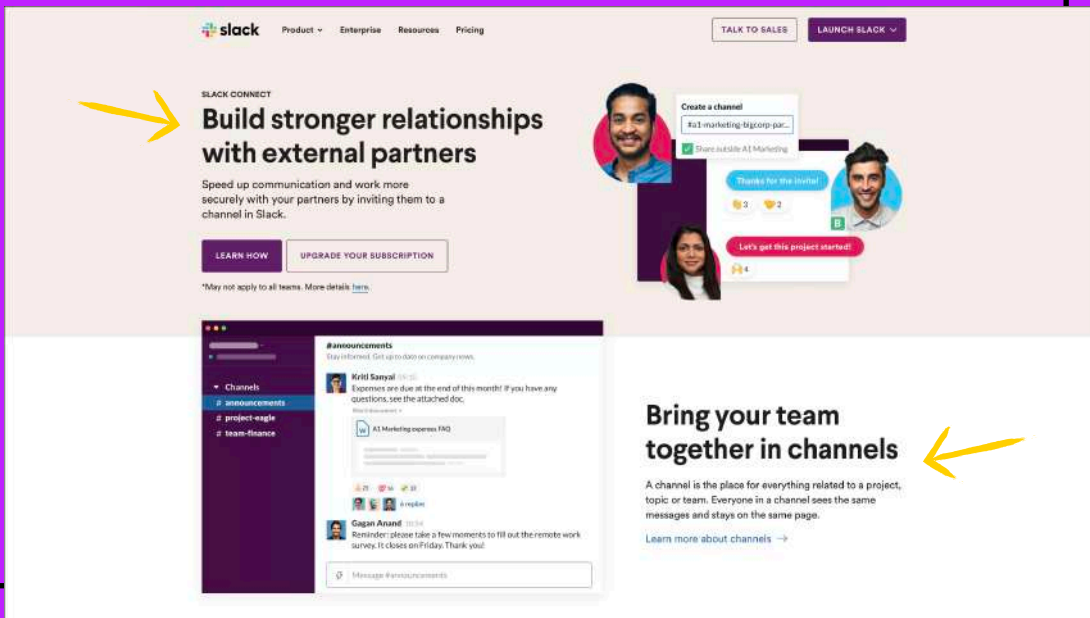
2021

2 BRAND PERSONALITY WILL SHINE THROUGH MICROCOPY

With increasingly shrinking attention span of readers, we must turn to this popular book for guidance - Writing is Designing. In this book, the authors Michael J Metts and Andy Welfle, place heavy emphasis on the choices designers make in interacting with users.

As demographics and external situations change, so do interaction preferences.



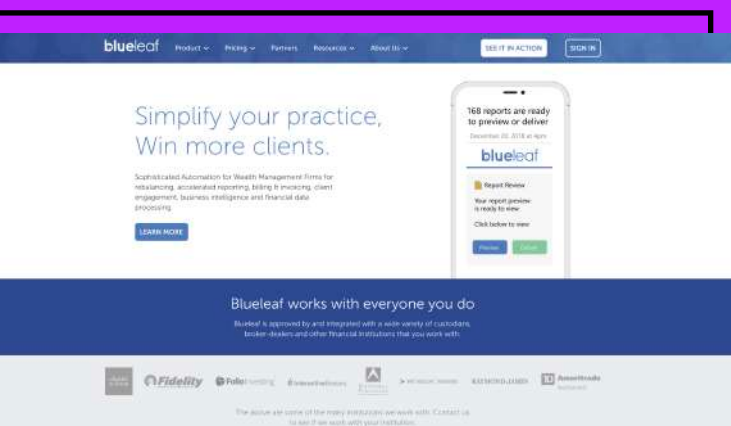


www.slack.com

Here is an example of a simple microcopy done right. Take a look at how Slack conveyed empathy and compassion to distributed teams that were working together.

Brands are now realizing the value of intelligent and microcopy-led design in establishing a strong and reliable voice. This is indispensable at a time when consumers are looking for brands to trust and base their impressions on digital-first interactions.

Clean design augmented by crisp and to-the-point headline is a clear winner.



www.blueleaf.com

This is where UX writers will be called upon to make conscious choices, keeping in mind the changing circumstances of digital native consumers.

MICRO COPY



3 AI WILL OPEN DOORS FOR RESPONSIVE DESIGN

Digital transformation sweeping through other industries has enveloped design as well. And for adaptive tech like AI, sky's the limit. There are many markers suggesting increase in large-scale adoption of AI in the next few years. Take Alexa for example - she has gone from a skill set of 120 in 2016 to 100,000 in 2019. Talk about upskilling!

And then you have DALL-E, the new neural system by Open.ai, which is capable of generating images to text prompts. When machine learning is applied to design, wonders can happen.

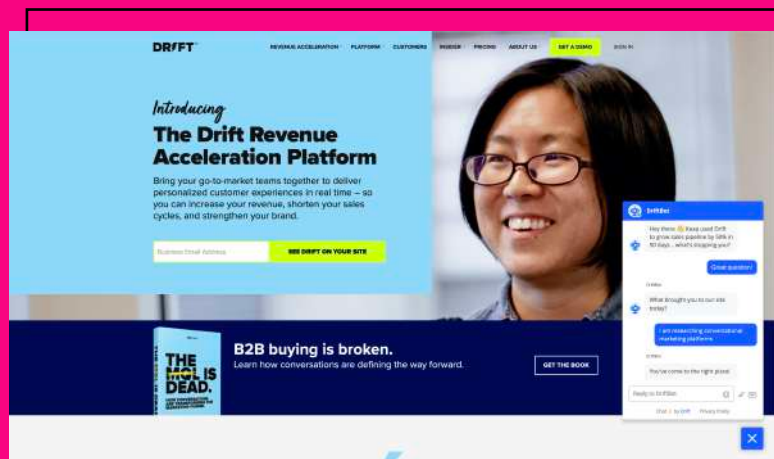


www.openai.com

Imagine the application of something like this in the field of e-commerce, real estate, and beyond.

Now, let's talk about conversational AI - one of the most notable blend of AI and UX design. The possibilities here are not only endless but frankly enthralling.

The most notable blend of AI and UX design has been in chatbots, and this will only get better.



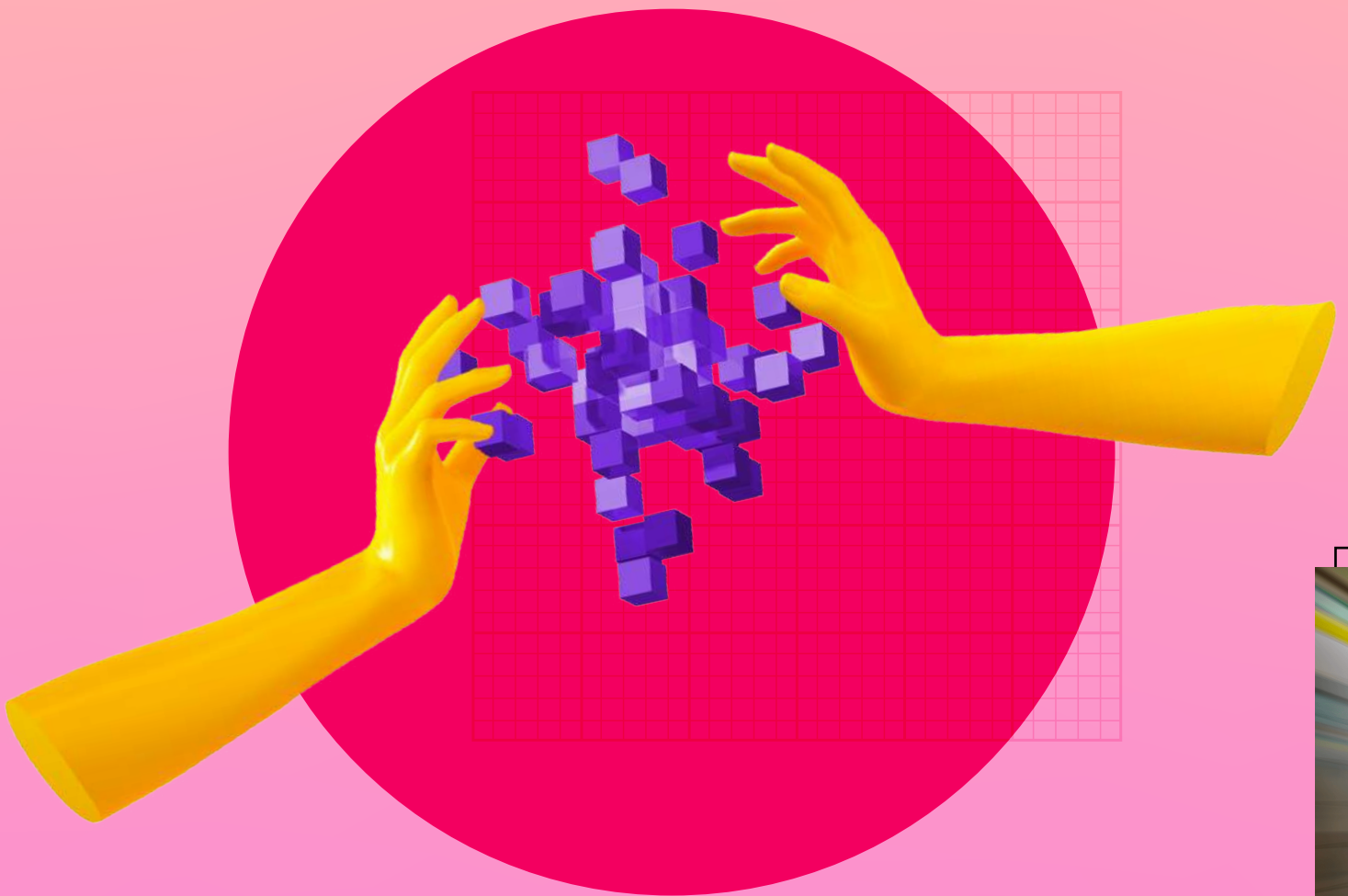
www.drift.com

As conversations online grow in volume and variety, conversational AI designers are experimenting with Artificial Intelligence Markup Language to expertly simulate the real-time feel of a human-to-human conversation.

The result? Users are driven towards better decisions with personalized and guided experiences.

4 AR WILL BE MORE ACCESSIBLE TO UX DESIGNERS

AR/VR will push the barriers of design beyond gamification into frontiers like healthcare, tourism, education, and much more. With consumers demanding richer experiences, how will your brand rise to the challenge?





www.traxretail.com

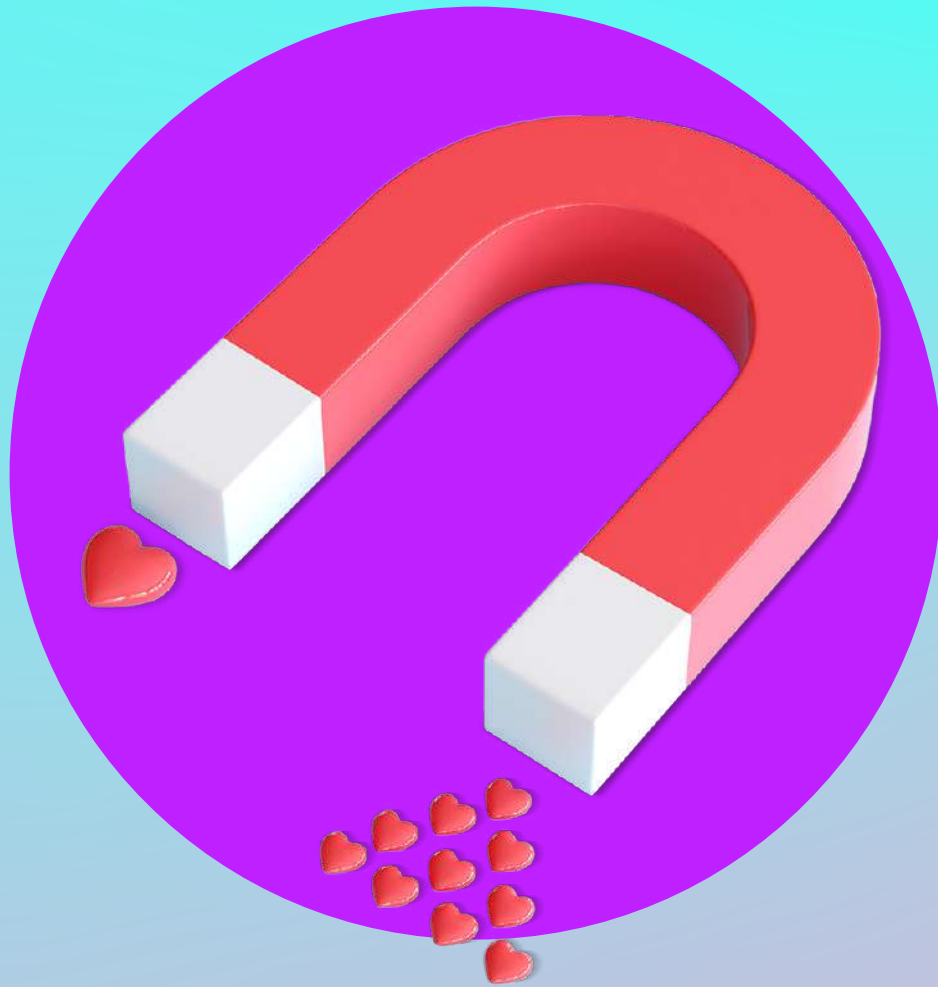
Augmented reality design will thrive when its functionalities are matched with clear and specific business objectives. This shelf capture assistant offered by Trax provides immense functionality for quick and effective in-store audits.

By simplifying onboarding and using familiar UI patterns, designers can remodel user interactions with digital products to be more pleasing and fruitful.



Designers who can adapt their UX skills to this uncharted territory will find great opportunities to innovate and set newer standards.

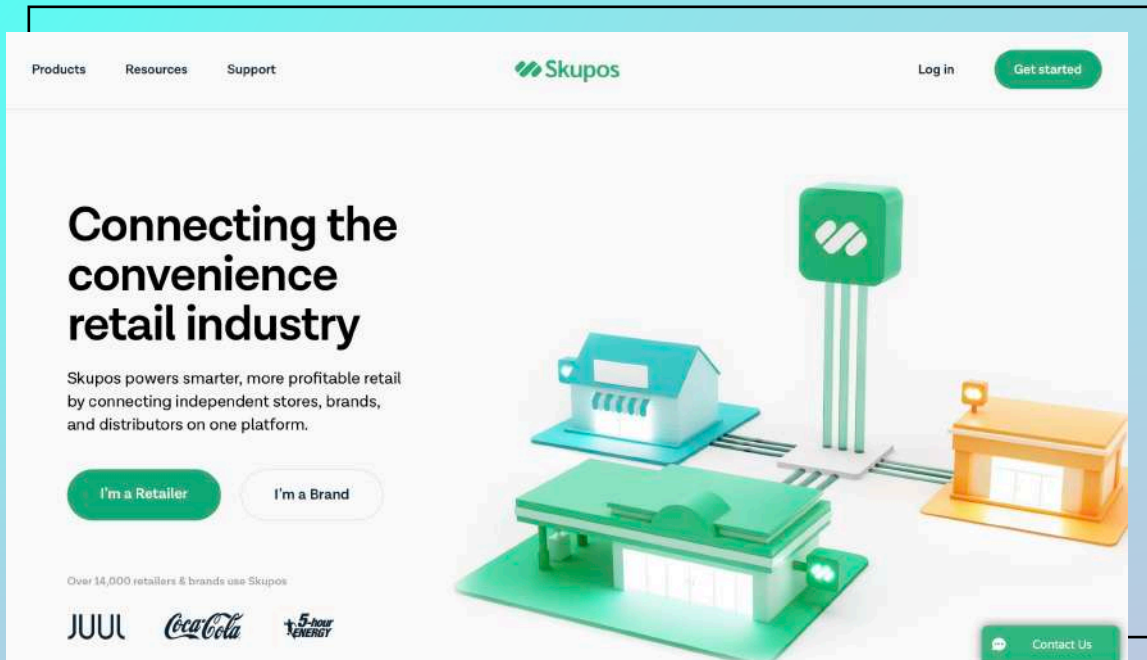
www.mobidev.biz



5 3D WILL HELP BRANDS CAPTURE ATTENTION

Creating a greater realistic sense for web design is possible by adding depth. An extension of this idea is to have an image that's three-dimensional.

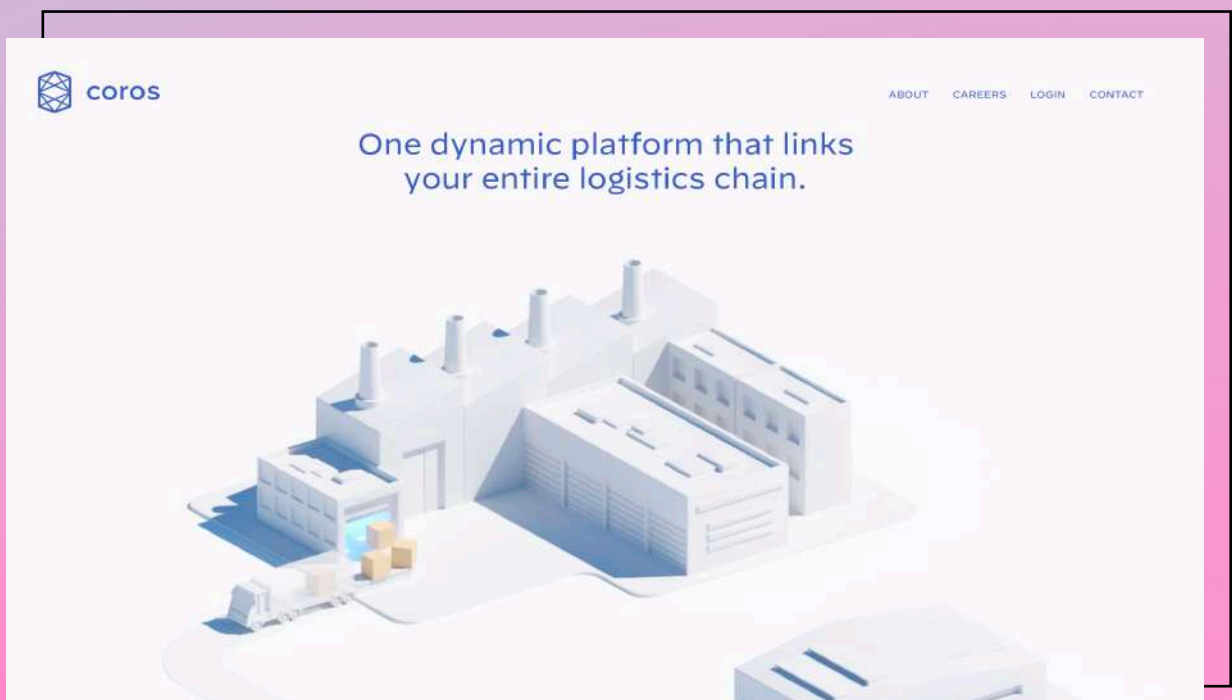
It only takes 1/10th of a second to form a first impression. So, there's no better way to capitalize on that time span than 3D Transform.



www.skupos.com



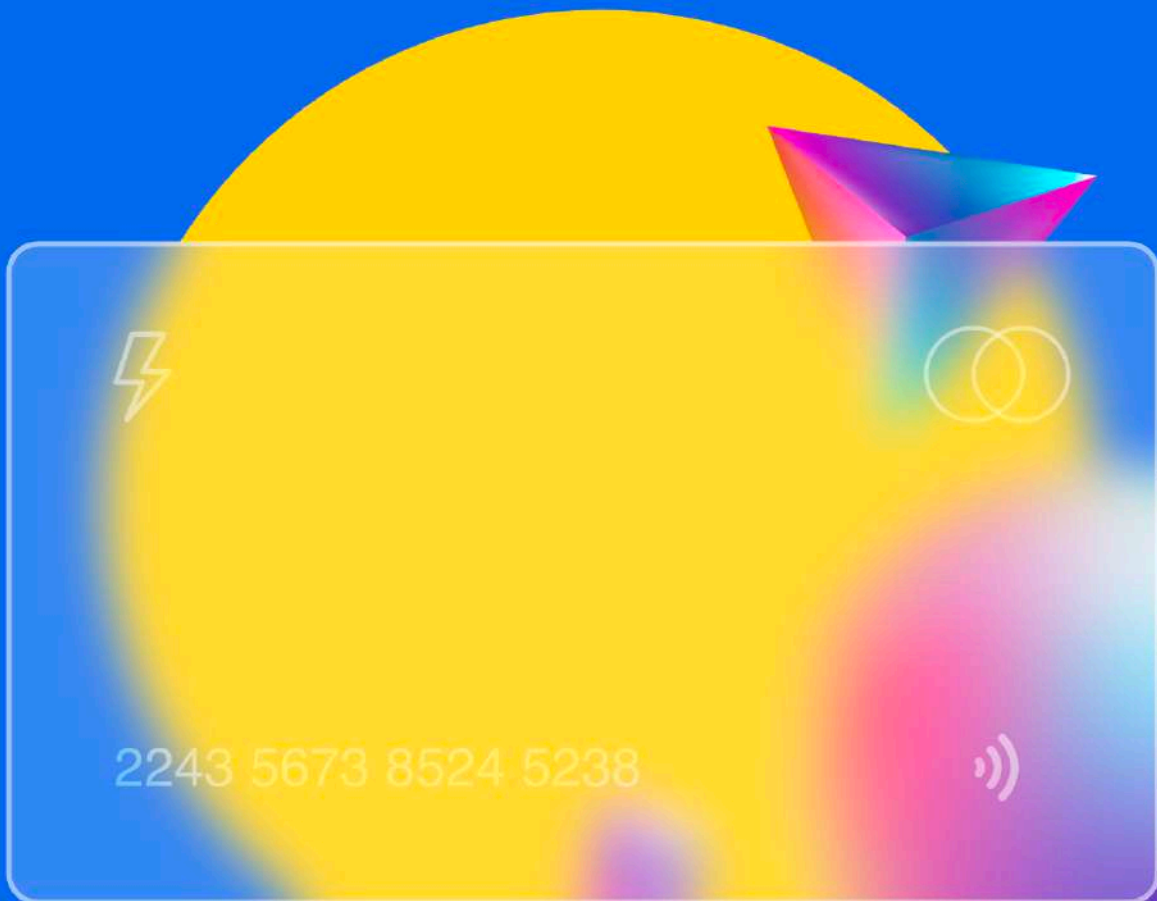
3D Transform will allow an object to be manipulated within the three-dimensional space, creating tilts and rotations and changing the object's depth on the canvas.



www.coros.com

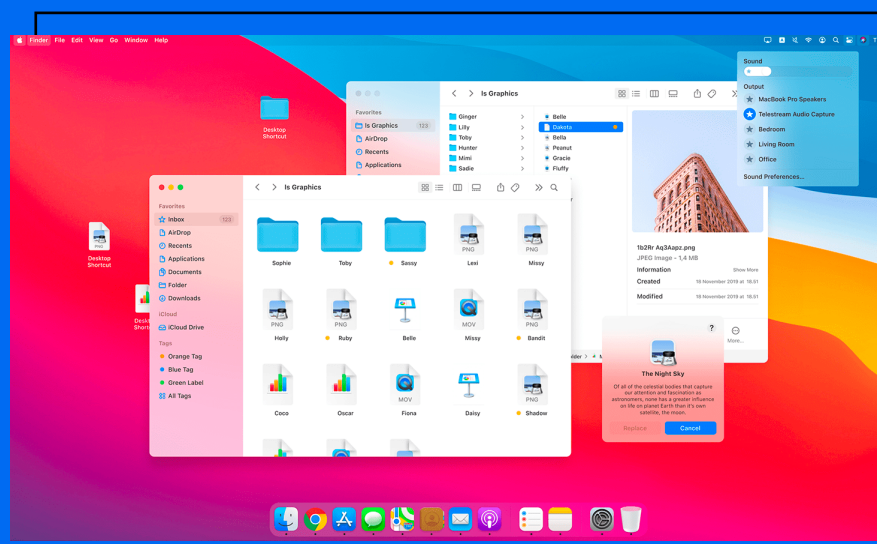
6 GLASS MORPHISM WILL BRING AESTHETICS TO FUNCTIONALITY

Remember the old frosted glass effect of Windows Vista or iOS 7 - well, that's made a comeback with neumorphism!



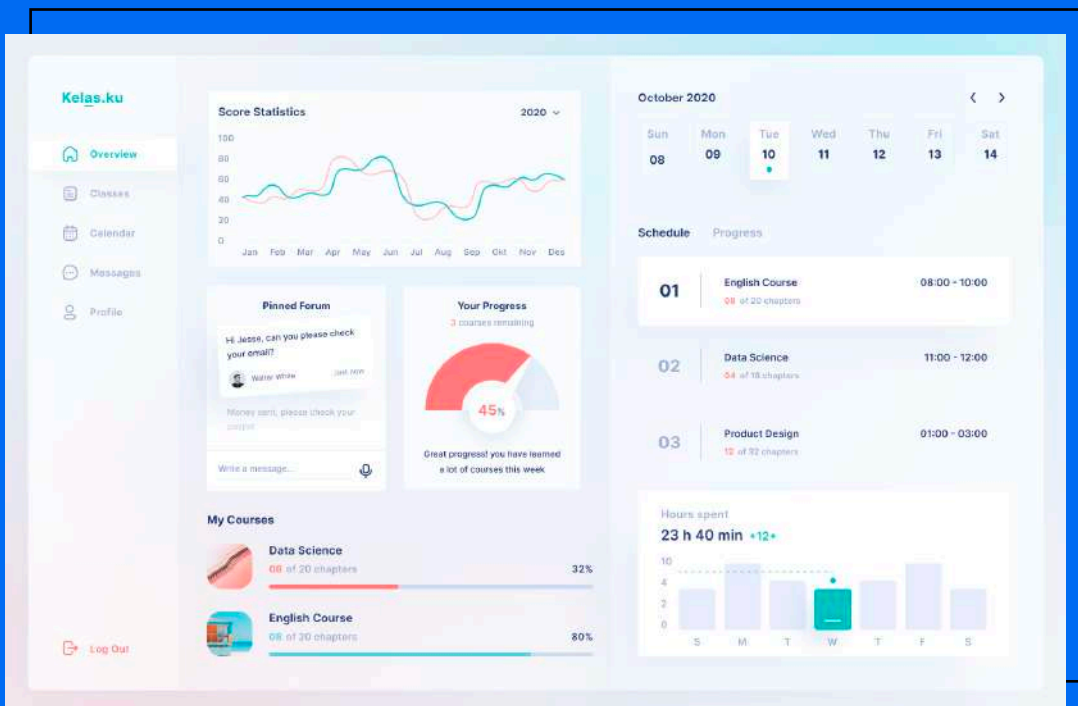


Translucent elements with a glass-like look provide a well-defined hierarchy on an interface.



mac OS 11

They do it by mimicking depth that helps users differentiate what is in the front from what is further back on the screen. The new MacOS update, Big Sur has adopted this trend with great style.



Dribbble / Choirul Syafril

An evolved form of neumorphism, using shadowing and light to provide contrast, is almost like skeuomorphism, but with a fresh, modern, and more aesthetic vibe. Skeuomorphism is most often used in UI design to create interface objects that mimic their real-world counterparts in how they appear and how the user can interact with them; it's the opposite of the minimal flat design style more commonly used.



ART WILL BECOME A PLATFORM FOR BRAND VALUES

With a smorgasbord of ideas to choose from, why not give your customers what they want?

52% of users say the main reason why they won't return to a website is aesthetics.



MIXING REALISM AND ILLUSTRATION

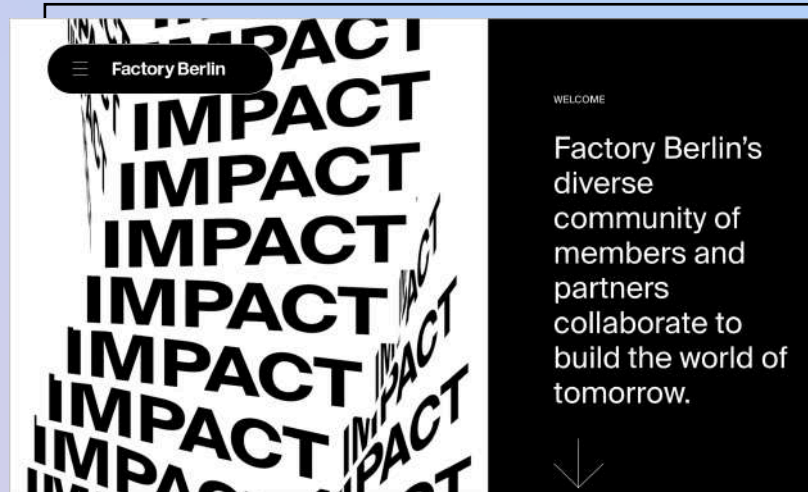
This is not just a mashup of visual elements, but a quirky way to create an engaging aesthetic by merging two exclusive forms of design.



www.constanceburke.com

BREAKING THE RULES OF TYPOGRAPHY

Everything from maxi typography and ink trap to odd sizing and line spacing can be experimented with - as long as it is readable, go nuts.



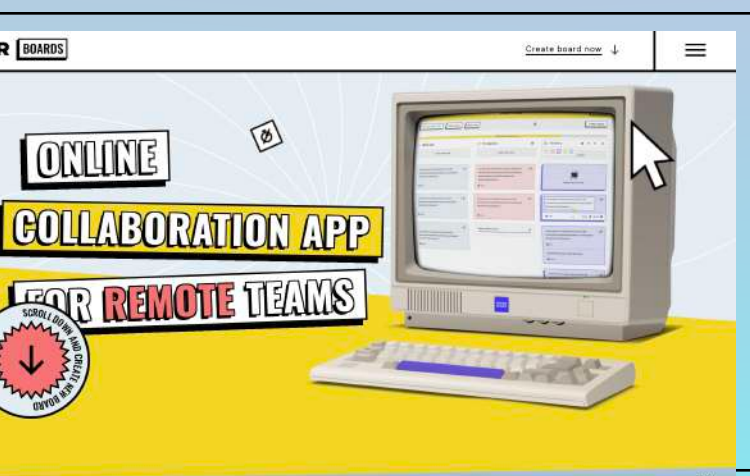
www.factoryberlin.com

COLOR-CHANGING GRADIENT

Ditch the subtler monotones (when you can) and go for a combination of different colors with a little contrast. By adding depth through the gradient for dimension, an object stands out among the rest.



www.emotivefeels.com



www.boards.boldare.com

RETRO AESTHETIC

While modernist art movements like constructivism and brutalism are all the rage, 90's elements like asymmetry, big and bold typography are also coming to the fore.



CUSTOMERS AT THE HEART OF THE DESIGN

The goal of design in the future will be to simplify lines of communication between brands and their customers. And the smart customers of the new decade know what they want from brands - an honest portrayal of values and a diligent effort at creating engaging experiences.

The avenues to explore new features in design are many. The million-dollar question is, which road are you going to take for your brand?

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As an award-winning brand and digital marketing consultancy with expertise in strategy, digital, design, storytelling, and experience engineering - we bring the insight, experience, and capabilities needed to realize opportunities and help customers solve business challenges.

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