UX TRENDS YOU NEED TO KNOW

UX and UI professionals now more than ever, play a crucial role in achieving a positive user experience.

A look at the UX trends to look out for in 2021 and beyond.

UX Trends To Reshape The Future

Users will determine a reputation for an online business based on their experience whilst using their platform. By providing a positive user experience, they're likely to revisit and recommend to their friends.

The future we may have initially predicted may now be very different; but UX and UI professionals still play a crucial role in providing a unique user experience. We see new and emerging trends each year and 2021 is no different.

Clients and businesses are being challenged to be 'different' from competitors and find ways to stand out; by providing unique experiences. We look at some of the UX/UI trends that will reshape 2021 and beyond.

The Age of Virtual Reality

There's no doubt that 2020 changed the way in which we work, communicate and collaborate. Virtual Reality and other aspects of remote have been apparent across sectors such as education and healthcare. It hasn't been the easiest instalment to implement in the past, however, more people are realising that it has become a necessity for various needs other than entertainment.

Zoom was the 'hot' piece of technology in 2020, as meetings, podcasts and other events were hosted on the platform. With the likelihood of more virtual meetings in the long term, there's a high chance we could see more 'virtual offices' and virtual collaborations in the future.

 Virtual-reality workspace start-up Spatial, have presented their version of how this could look.
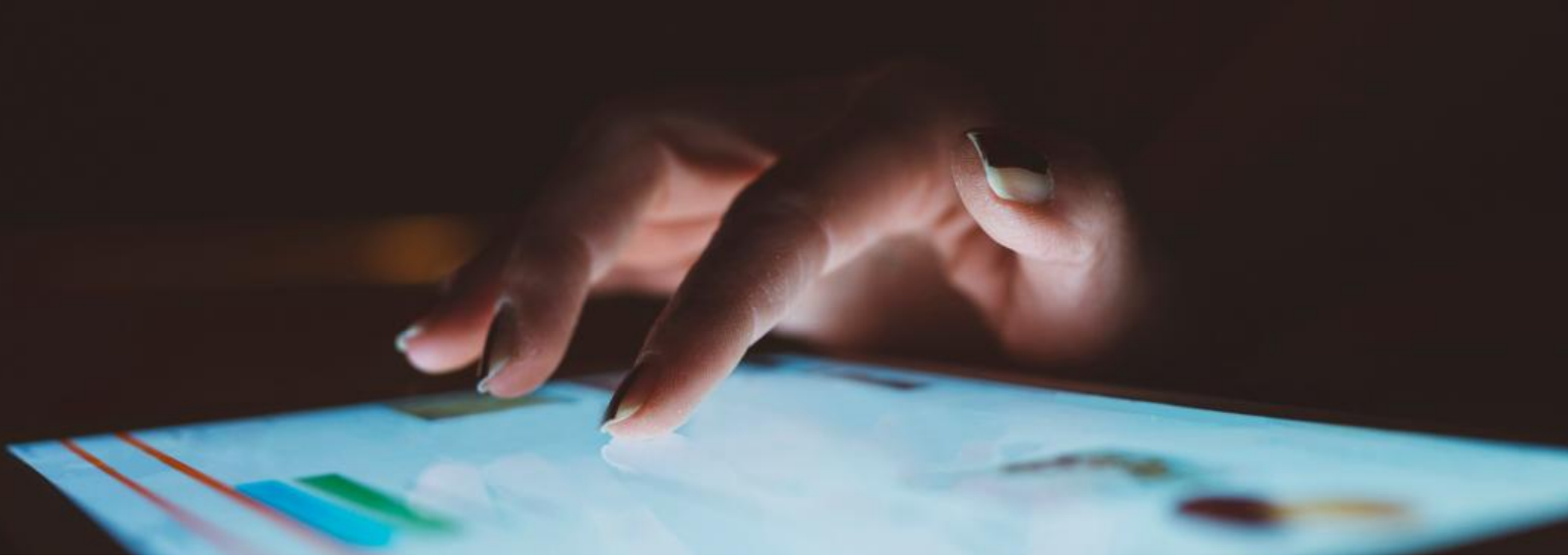
Touchless Interaction

Voice command technology has been one of the fast-rising digital trends in recent years; and interacting with devices without actually touching it has become a popular option for users. Voice interactions are one of the key trends for UX/UI for years to come.

By adding a voice-user interface to future designs, this could expand its reach. An example would be using voice chatbots so users can interact using voice commands; this also applies to virtual assistants. We could see businesses creating complete voice-user interfaces.

A <u>European luxury car brand</u>, showcased their new mid-air haptic technology and world-leading hand tracking technology; claiming that it offers greater accuracy than touchscreens.
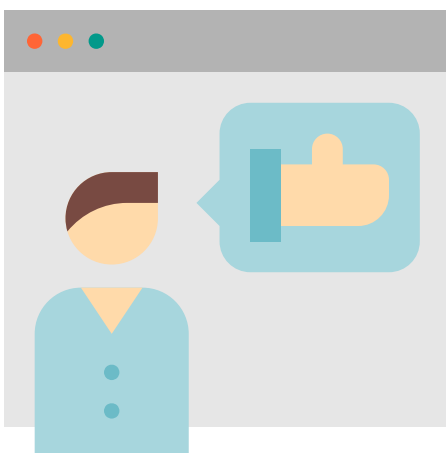
88% of users are less likely to return to a website after a bad user experience. – bluespace

Did You Know...

47% of users expect websites to load in 2 seconds or less. (Forbes)

About 75% of a website's credibility is due to design. (WebFX)

80% of consumers are willing to pay extra for a better user experience. (UX Planet)

Advanced Personalisation

Personalisation is one of the popular ongoing digital trends in recent years. The purpose of personalisation from a brands perspective is to create and recommend content, based on user information This makes the user feel that the content is created specifically for them. As a result, this will increase the conversion rate, visits and sales a commercial business would like.

Personalised assistants are continuing to be developed to provide the best user experience by Google and Apple. You can interact with these systems with your voice, your fingerprint and with face scan technology.

In the future, interfaces are set to become even more personalised and change their appearance, position of elements, tone and behaviour in general.

Live Collaborations

Live collaborations between designers has been somewhat forced over the last year. Due to restrictions, designers have had to conduct work in a different way; and we expect live collaborations trends to continue in 2021 and beyond.

These include live editing, viewing, tagging, commenting and messaging. This is effective project management where communication is effectively maintained.

Some of these tools include: Adobe XD, Sketch and Figma. Collaboration is important; but having the tools and the processes to support that collaboration is crucial.
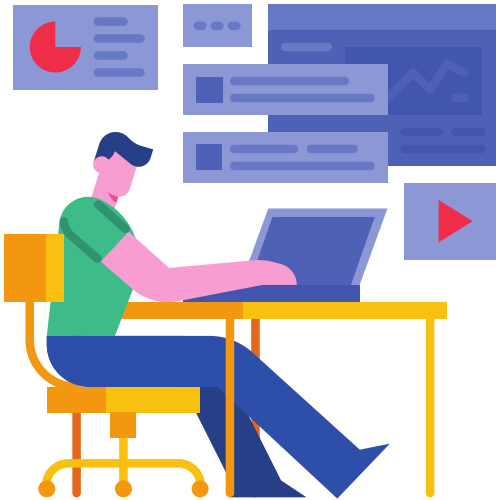
Around 94% of negative user feedback is about design. – (99firms)

53% of consumers feel brands fail to meet their experience standards – UserZoom

Did You Know...

Also, around 4.08 billion people use social media through their mobile devices. (Statista)

More than 80% of web designers can finish a website's design in a month. (Good Firms)

63% of consumers search Amazon.com first when looking for products. (Statista)

Immersive Virtual Events

The events industry took a massive hit during the height of the pandemic; and as events and conferences were cancelled, online provided hosts with an alternative. So instead of physically having to attend an event, you can instead do so from the comfort of your own home.

We've begun to see the introduction of more virtual environments producing stands, to provide an experience as close to a physical one. That way attendees can access all the resources and information they need with a visual tour.

For large virtual conferences, 65% of marketers need more than 6 weeks to promote the event and drive the desired amount of registrations. – markletic

38% of marketers say they run into technical problems when hosting virtual events. – markletic

A Mobile Focus

Today, the number of people using mobile to search queries is increasing. It's vital that a website looks well-presented on not just desktop, but also on mobile. People are using their phones to order products online, book holidays, order food and so on.

A mobile-first approach has become a significant UX trend. Web designers find it is a great way to improve customer interaction. Consumers will only return to a site and spend longer on there if they are impressed with the design and usability.

88% of users are less likely to return to a website after a bad user experience. – bluespace

If a website needs more than 3 seconds to load, 40% of the people leave the website. – bluespace

If a website isn't mobile-friendly, 50% of users will use it less even if they like the business. – TrueList
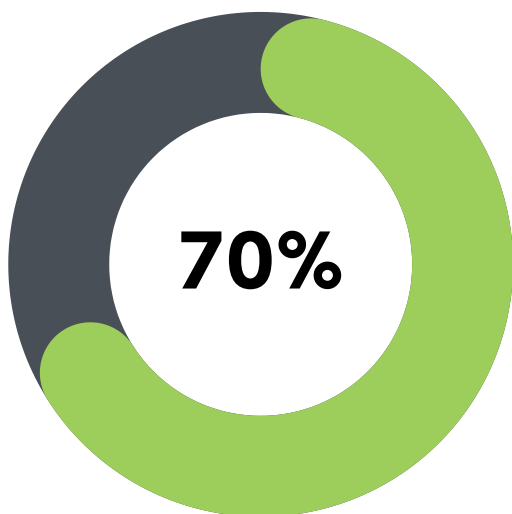
UX Design Impacts on Businesses
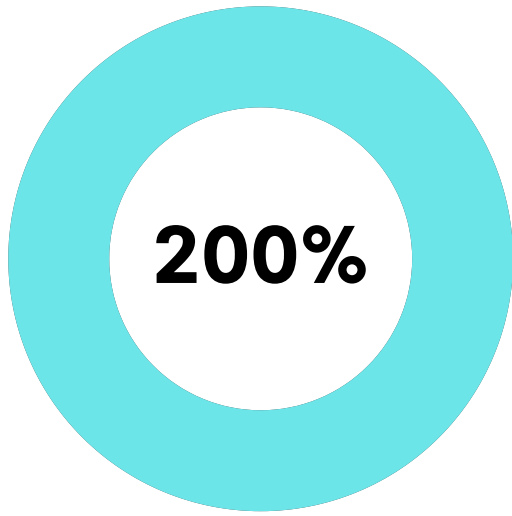
200% potential increase in conversion rate of good UX design
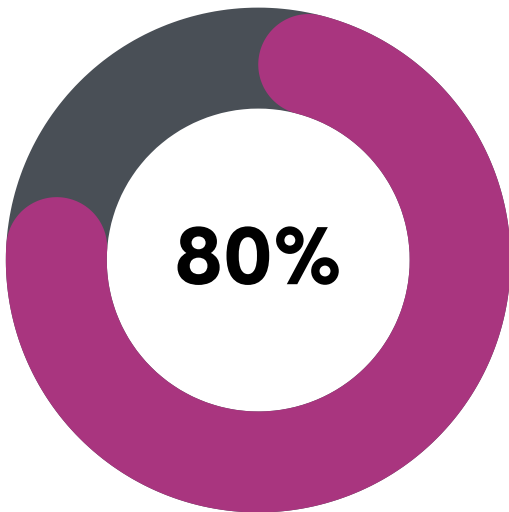
80% of customers are willing to pay for better user experience

70% of businesses view UX/CX as competitive differentiator

Source: FinancesOnline