Web Design Trends and User Experience Trends Over Time

Design Homogenization

Web trends, like fashions, come and go; very few become classics. However, good user experience never goes out of style.

When trends take hold, all websites start to look alike. That’s not so bad, if the trendy elements harmonize into a good user experience. Pages designed in 2016 tend to look like this:

- Long web pages show bite-sized content per screen and invite users to scroll when ready. Mobile users, especially, like scrolling.
- Hamburger menus are delicious. They take up a mere dot of real estate and work on mobile and desktop.

Breaking Down the 2016-'17 Web Fashion Trends

Trend 1: Long Pages = Fewer Pages = Less Thinking & More Scanning

Keeping your navigation visible at all times.

Yes

Improves Usability? UX

Trend 2: Anchored Navigation

Teaser text that lets users know what to expect if they click on the button.

Yes

Improves Usability? UX

Trend 3: Ghost Buttons

Ghost buttons draw attention because they’re different. Once everyone has them, they won’t be different. Fashion fad.

Not Really...

Improves Usability? UX

Trend 4: Hamburger Menus

Clean, thoughtfully shot and selected pictures should tell your company’s story and add visual excitement.

Yes

Improves Usability? UX

Trend 5: Flat Design

Flat design eliminates drop shadows, gradients and other 3D effects. Its benefits include:

- Mobile Friendly
- Faster Page Speed
- Readable at a Glance
- Sharp & Clean
- Minimal Distractions
- Easy to Build

Who Knows?

Trend 6: Who Knows?

Ribbons

Stripes 2014

2015

2016

2017

2018

Rhubarb’s Trendz?

Who Knows?