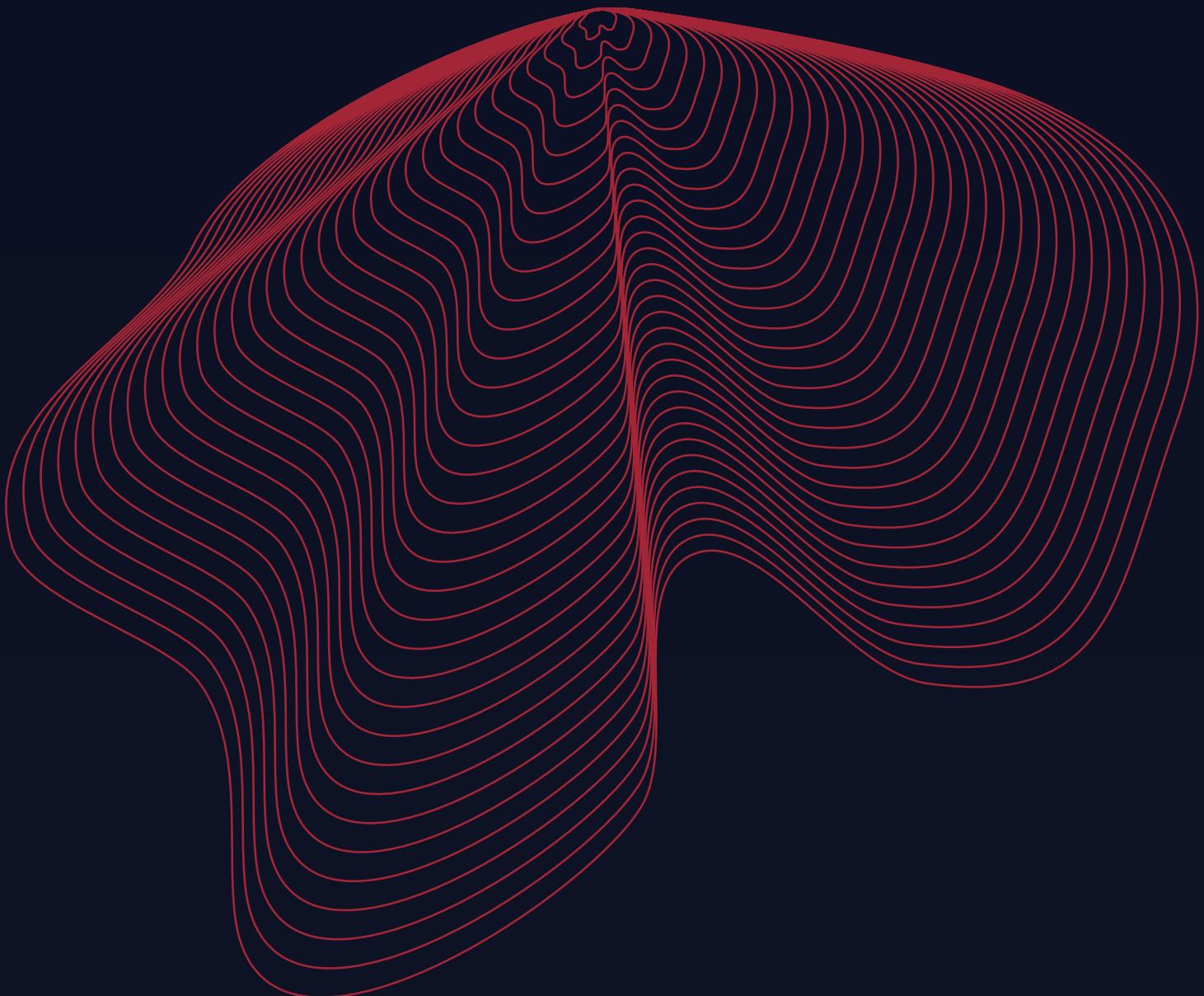


UXPin

# Web Design Trends

## 2019





# Web Design Trends

## 2019

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## Author



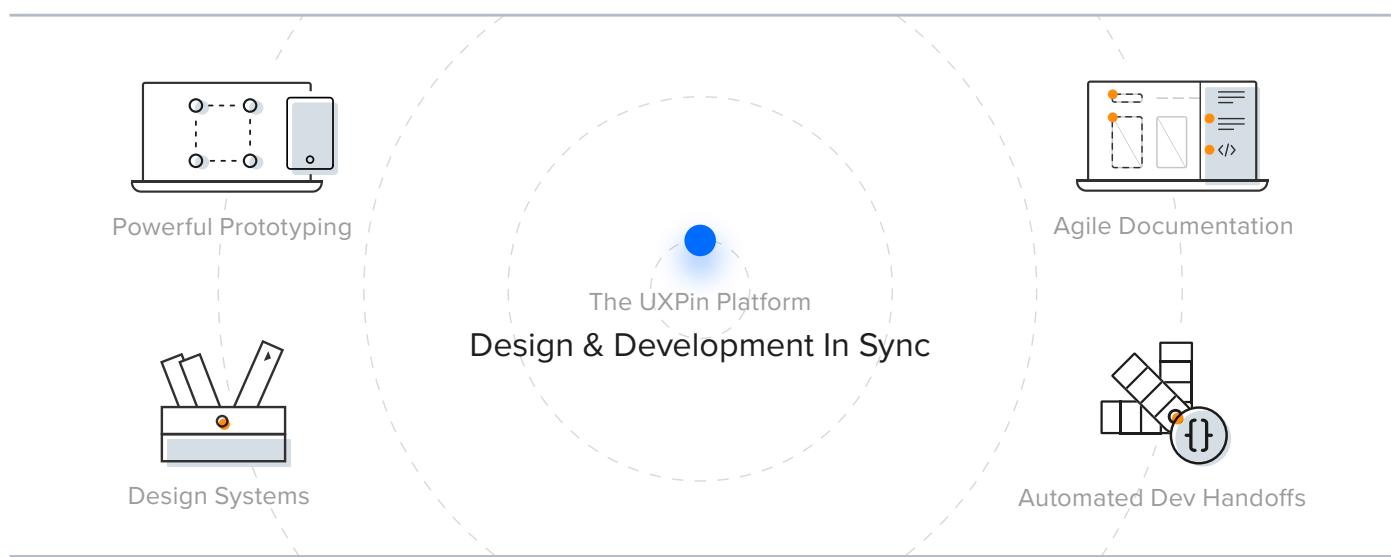
### **Carrie Cousins**

Carrie Cousins has more than 15 years of experience creating content for web and digital publications. Cousins, who is a designer and writer, also has an MBA from Virginia Tech. She's a runner and participates in dog sports with three Australian Shepherds.

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Larry Sawyer  
PayPal

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# All About Color

When it comes to website design trends in 2019, color will be among the most talked-about elements.

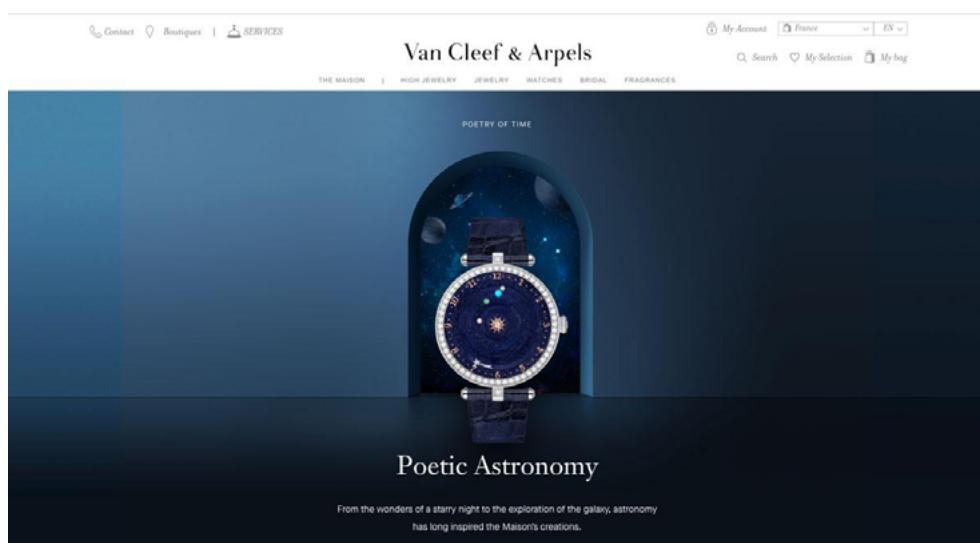
Color is at the root of design theory – think of how much time you have spent learning about and examining the color wheel. It is one of the factors that can create the strongest emotional connection with users.

So, it's really no doubt that color will be a big deal.

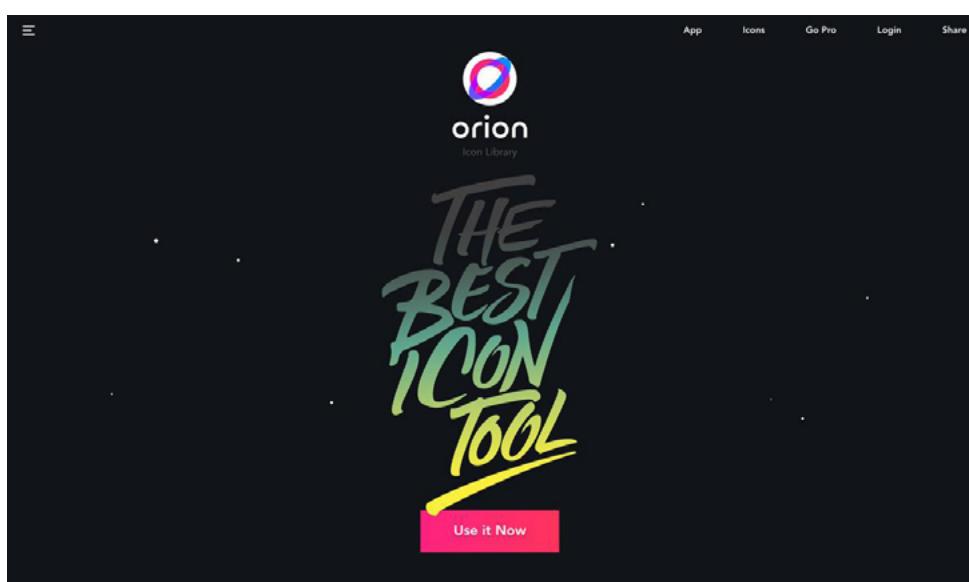
Color in 2019 will be a shift from many of the minimal color schemes that have been popular. Black and white is out; bright is in. Here's a look at how design projects will use color this year, so you can stay on trend with your projects.

## Multi-Tonal Gradients

Although the use of gradients faded for a while, they are back in a big way. They lead this chapter on color trends because gradients are part of larger color trends as well – they can be used with pretty much any color, as backgrounds or overlays and with still or moving images and elements.



*Poetic Astronomy*



*Orion Icon Library*



*Michael Rappaz*

In short, you'll find multi-tonal gradients almost everywhere. (And that's a good thing.)

Color gradients are a fun and engaging color technique because they work in a number of ways.

- To incorporate brand colors
- To create a focal point
- To help add emphasis to text elements by enhancing readability
- To set a mood or tone for a project
- As a filter on images to establish an identity across channels (such as website to social media)

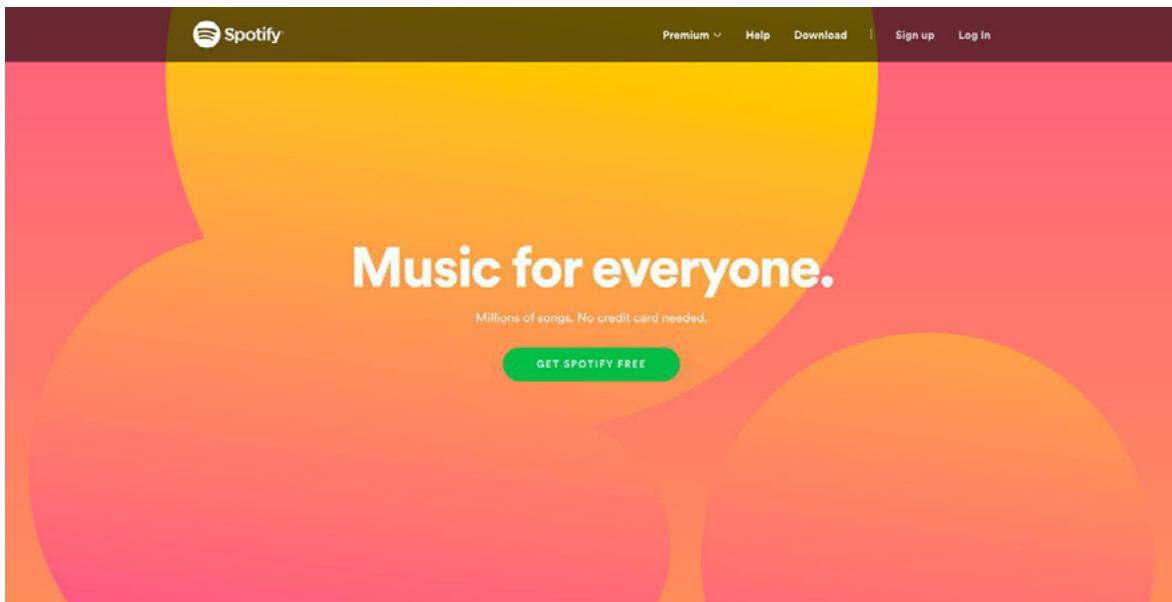
Most websites using gradients pick a graduated color scheme using two or three colors on the homepage. The technique is commonly used for large images, although text with gradient coloring and user interface with gradients are gaining popularity.

The biggest obstacle to using a gradient color pattern might be coming up with a color combination with stops that works effectively.

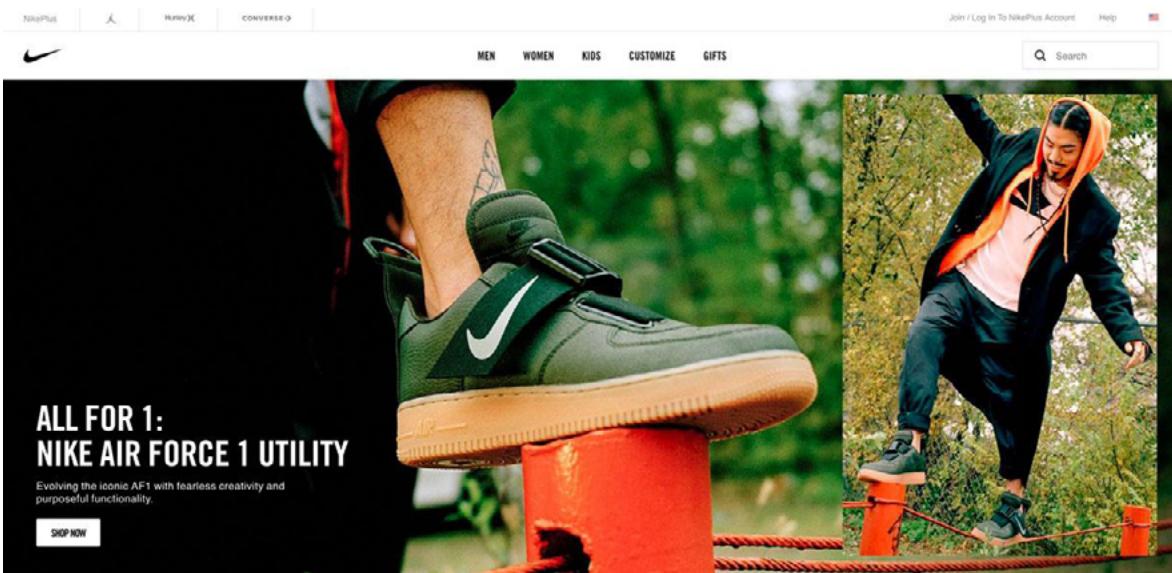
These three tools are designed to help you create a multi-tonal gradient that you will love:

- [WebGradients](#): The library of 180 choices is made for perfect color gradient backgrounds. Just copy the code and use it.
- [UI Gradients](#): This tool also includes plenty of premade gradient color options that you can rotate and adjust and copy or download.
- [Gradient CSS Generator](#): The CSS generator lets you add custom colors and adjust to create a custom gradient. This is perfect if you want precise colors, such as brand hues.

## Bright Hues



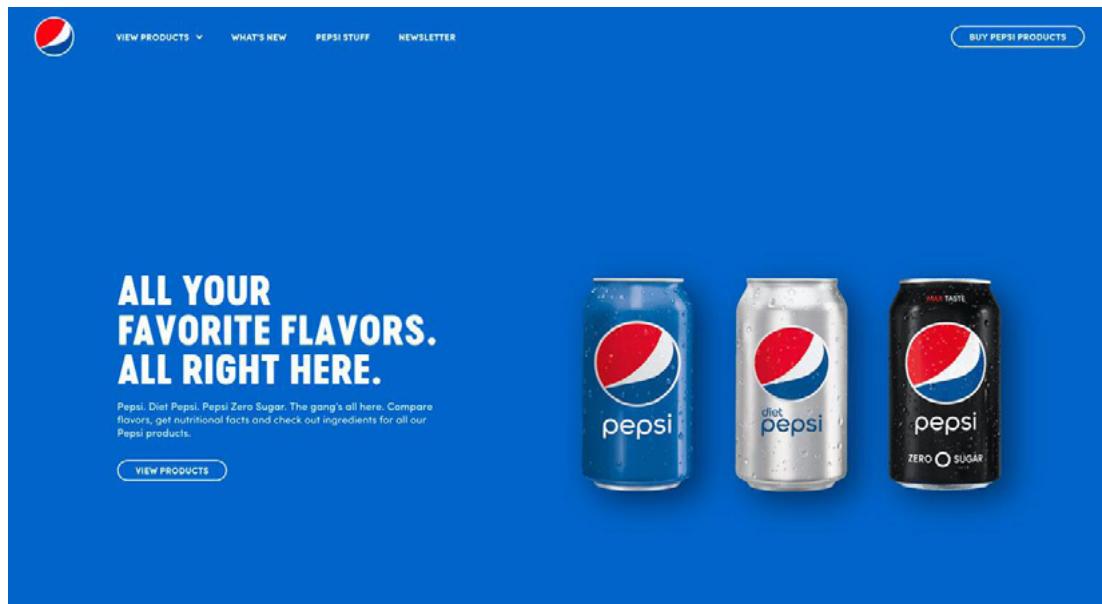
*Spotify*



*Nike*

The boldest, brightest colors will dominate designs.

As you can see above, the impact of bright color palettes is already evident from website designs from brands, such as Spotify, Nike and Pepsi. And as icons that lead trends, others are likely to follow.



*Pepsi*

The trick to making bright color work is to use it with purpose. Bright color works best when used in the following ways:

- Without too many other visual elements competing for attention, such as Spotify (above), which uses color and text as primary design elements
- For headers and calls to action on blogs and in heavy text areas (like on the [UXPin blog](#))
- To create connected imagery, e.g. Nike (above) with color blocks and imagery using the same hues
- With a distinct design theme, such as brutalism or retro, where color is a big part of the overall aesthetic
- As a bold background choice, similar to Pepsi (above)
- For accents and details, like oversized calls to action or design elements that are supposed to draw users from one item to the next

What's surprisingly interesting about this color trend is that brands are using bright colors outside of their brand color palettes for these designs. That's true of both Spotify (green) and Pepsi (dark blue and red).

This trend is further emphasized by [Pantone's Color of the Year for 2019 – 16-1546 Living Coral](#). This bright hue is right in line with the emotional connections designers are trying to create.

Here's what Pantone says about the color choice:

*In reaction to the onslaught of digital technology and social media increasingly embedding into daily life, we are seeking authentic and immersive experiences that enable connection and intimacy. Sociable and spirited, the engaging nature of Pantone 16-1546 Living Coral welcomes and encourages lighthearted activity. Symbolizing our innate need for optimism and joyful pursuits, Pantone 16-1546 Living Coral embodies our desire for playful expression.*

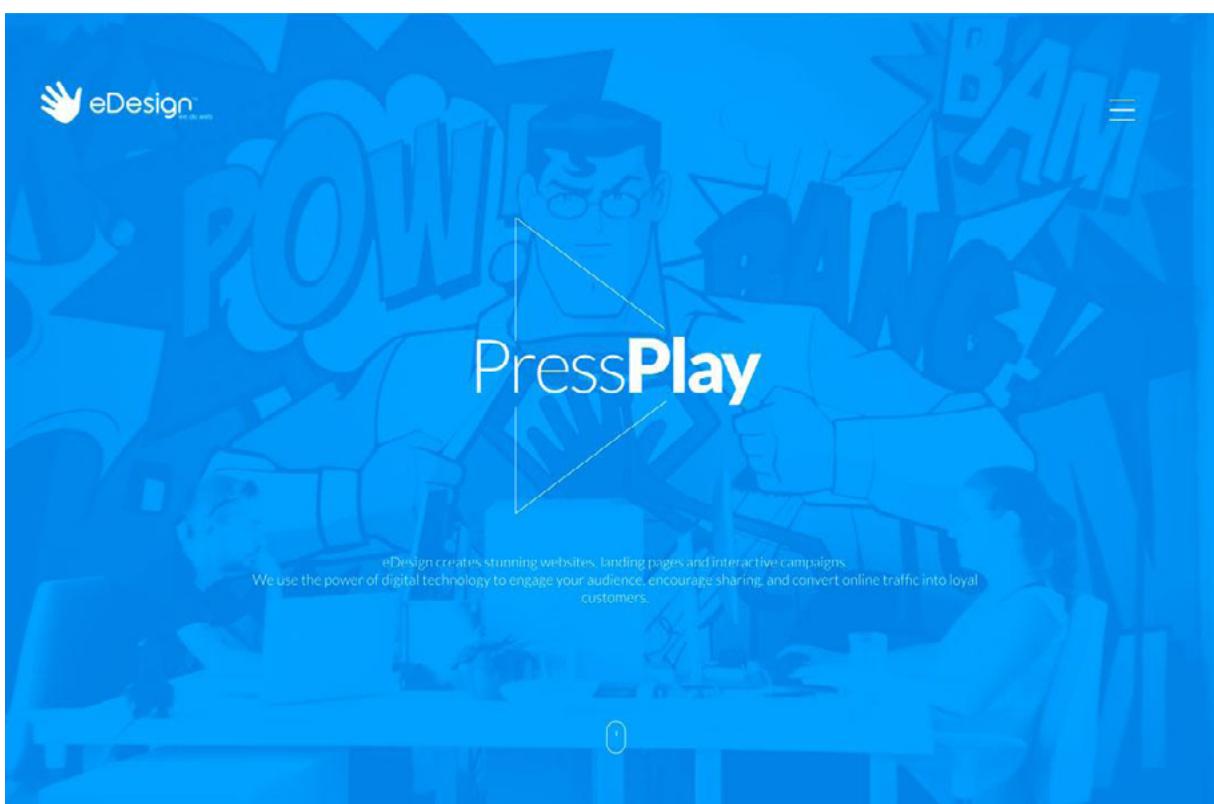
Color is the technique that gets users to look at a brand in a new way, come back to a website that has a fresh look and engage with something that has a different emotional feel.

Bright hues tend to be lighter, less serious and “younger” than many other colors. These simple associations can increase your brand’s connection to specific user groups and personas with color. That’s a big part of why we are seeing so many bright colors in design projects.

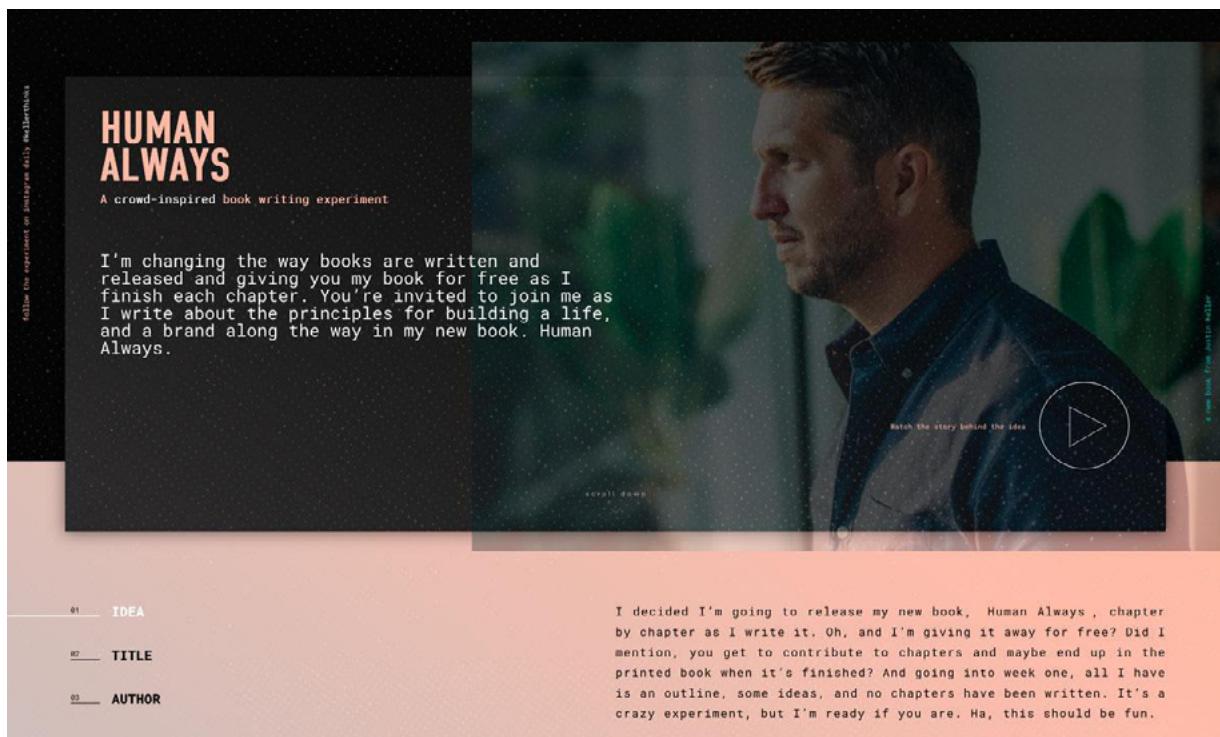
## Color Overlays



*Beautiful Minds*



*eDesign Interactive*



### *Human Always*

When it comes to using color, almost any hue can work as an image overlay.

Color overlays are a great way to keep all images on brand, enhance readability over images or video and add a little something extra when photos aren't as dynamic as you'd like them to be. You can almost think of color overlays as a design solution to common problems with homepage hero images.

Overlays follow the same color trends above, with gradients and bright color choices as the top options. But there's one more color that's trending when it comes to overlays – dark, almost black hues.

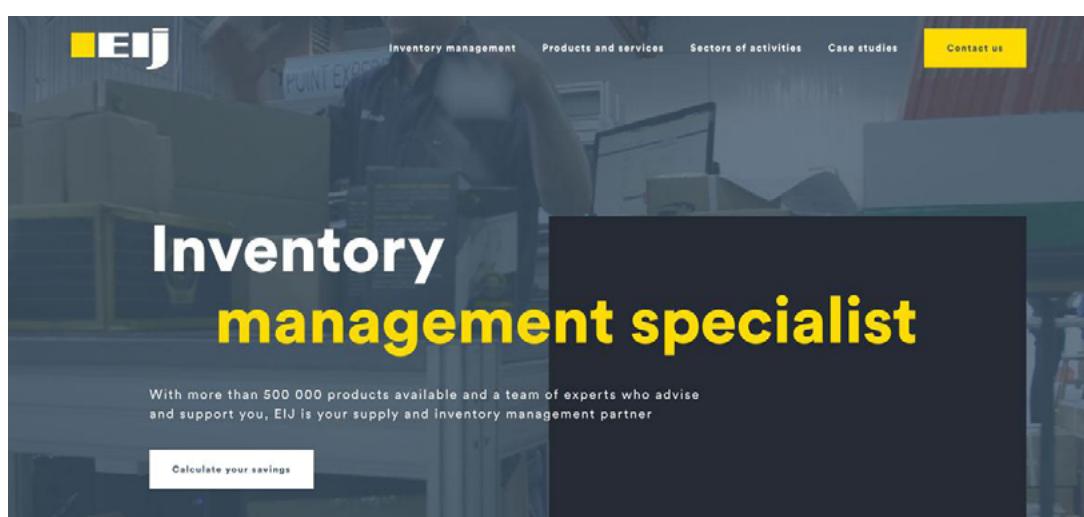
Dark color overlays are exceptionally easy to work with and do wonders in terms of readability, particularly with white text. This is

likely why they keep growing in popularity. But dark color overlays are also great for website designs that don't have a lot of other imagery or want to establish a more strict or stark connection with users. Dark color schemes seem serious, strong or formal and somewhat moody. If that's what you are going for, a dark overlay could be a great alternative to bright colors or gradients.

## Animated Color Effects



*Denton Design*



*EIJ*



*UXPin Blog - United States Animation*

Don't forget color and animation when thinking about trends.

You can definitely use effects, such as color overlays or gradients with moving or still images. However, there are so many other elements in the website design that can benefit from these color trends. One that's often ignored – but shouldn't be – is button/user interface element hover states.

You can actually create animated states with [UXPin tools](#) for your projects (or client work). And you can use them specifically to create elements that are on-trend with color. Use states to:

- Create a simple element like a button with the different states in different colors – active, hover, disabled, etc.
- Design complex patterns, such as form input fields with empty input, data provided and error states
- Components like carousels and accordion menus

## Conclusion

The best thing about color trends is that they are relatively easy to adapt to almost any type of website design. You don't have to redesign your website to deploy a color trend (but you can if you like).

These trends tend to have a little more staying power than some other design elements that come and go a little more swiftly. If you use these color concepts, it's unlikely that you'll have to ditch them after only a few months. These cycles have longer trending times; just think about how long black and white minimalism has been popular.

If you're not sure where to start with color, pick one bold color that fits into your brand palette and use it as an accent for a hover state. (Sneak it in, see how you like it.) Then expand use of that color to other parts of the design. You'll be on top of 2019 color trends in no time.

# **Subtle Branding**

Companies don't feel the need for big logos anymore to create more authentic experiences online. In fact, one of the trends in web design is to showcase less branding on website homepages.

More and more websites are opting for tiny logos on the homepage (if they use one at all). There's less of an emphasis on who is providing content and information and more of a focus on the content itself.

Why?

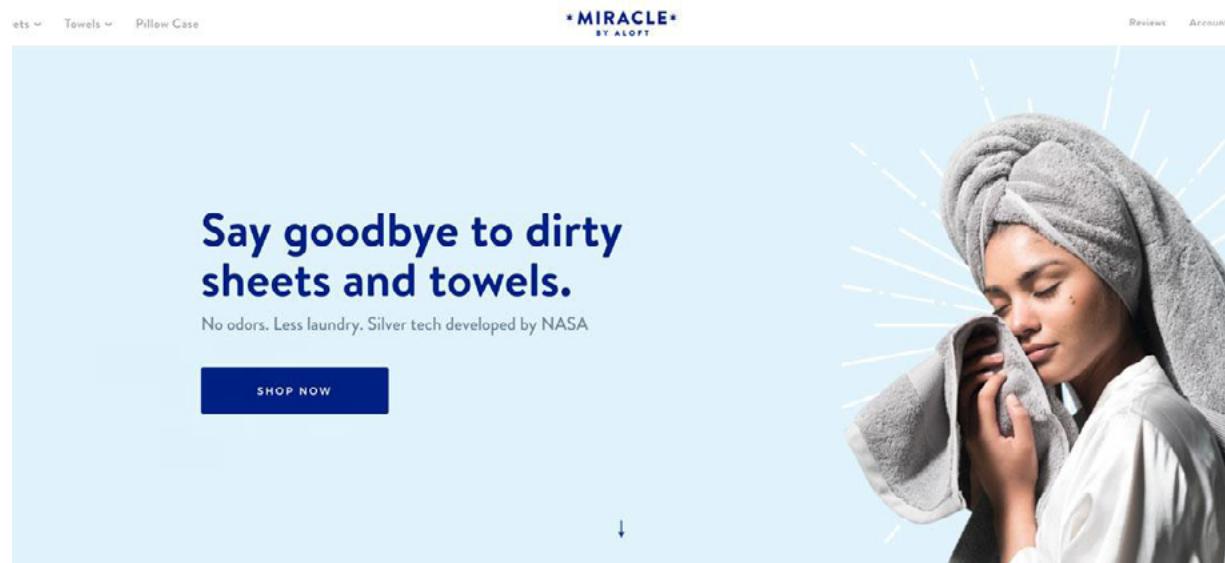
Because that's what users want.

Information from [Rutgers University](#) confirms this: "There has been a major influx amongst marketers to not only create content, but create content that is deemed both important and shareable... it speaks to them on an emotional or intellectual level."

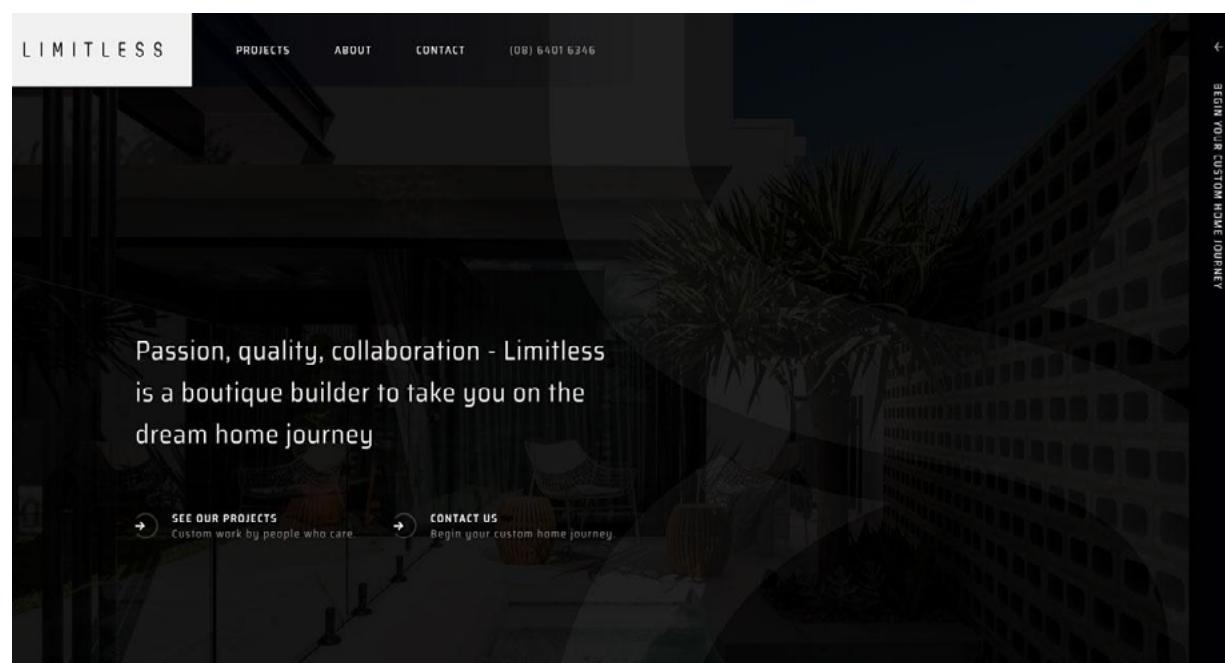
Without a focus on brand, there's more of a focus on what a website is about. This trend falls pretty much in line with what we try to do

here at UXPin – *enable the best user experiences*. Therefore, it might be our favorite concept in this guide.

## Sans Serif Text Logos



*Miracle Brand*



*Limitless Building*



### *Caleb Johnson Studio*

With more focus on content, logos and brand marks get smaller and more subtle on the screen. While the common placement of these marks – the top left corner of a website – hasn't changed, the design sure has.

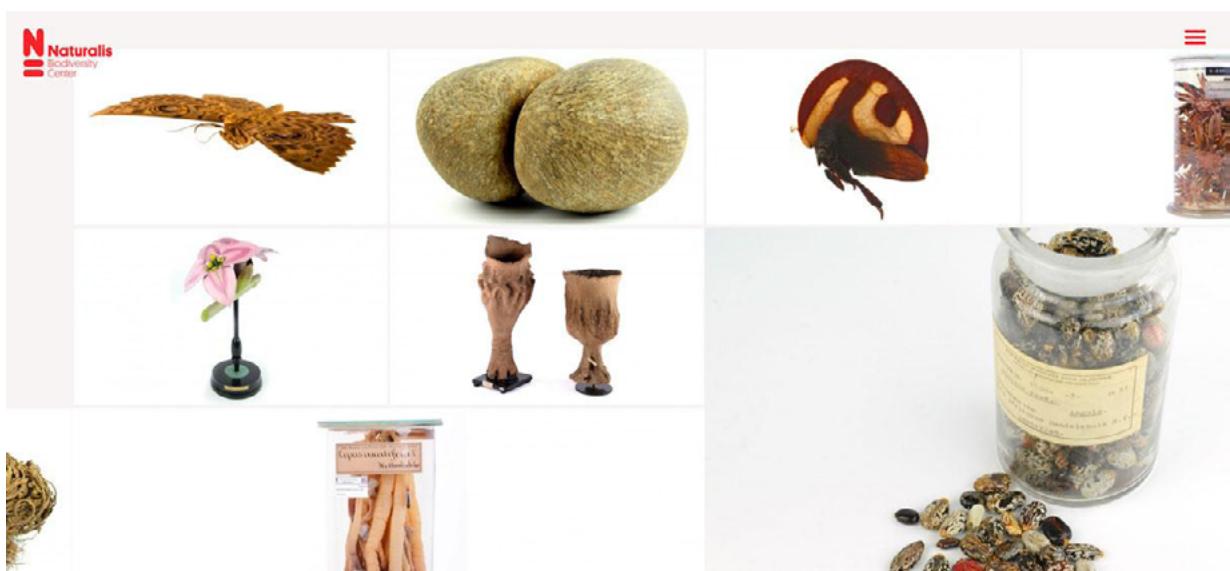
Instead of elaborate brand marks, there's a shift to simple text "logos" in sans serif fonts.

Not only are they simple, most of these elements are black or white without other color, and are often small compared to other elements on the screen.

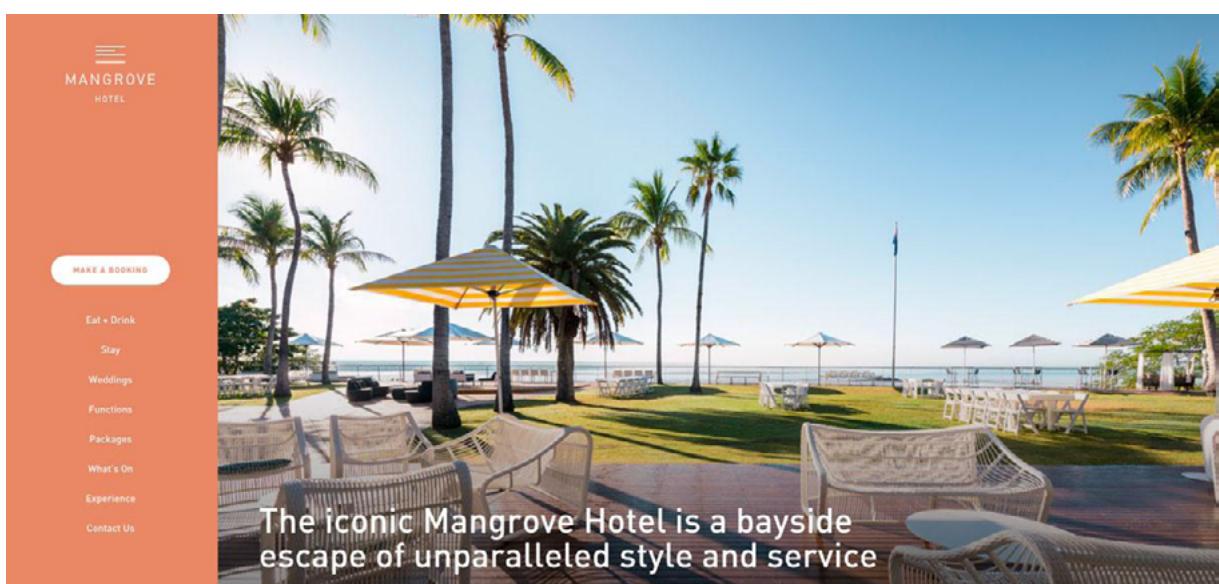
The logo is there almost because the designer felt like it needed to be, but not because the website is about the brand. The design is about the user. The shift to a more subtle logo style is part of a bigger design scheme that puts more emphasis on content that users want to engage with and share.

This isn't something that just small companies are doing. Note the Miracle website above by hotel chain Aloft; that simple treatment doesn't make you think about the bigger brand, it leaves users to focus on the linens.

## Simple Icons



*Naturalis Topstukken*



*Mangrove Hotel*



*If This Then Domino's*

Iconography reflects this shift toward subtler and simpler as well.

Line icons are the preferred choice.

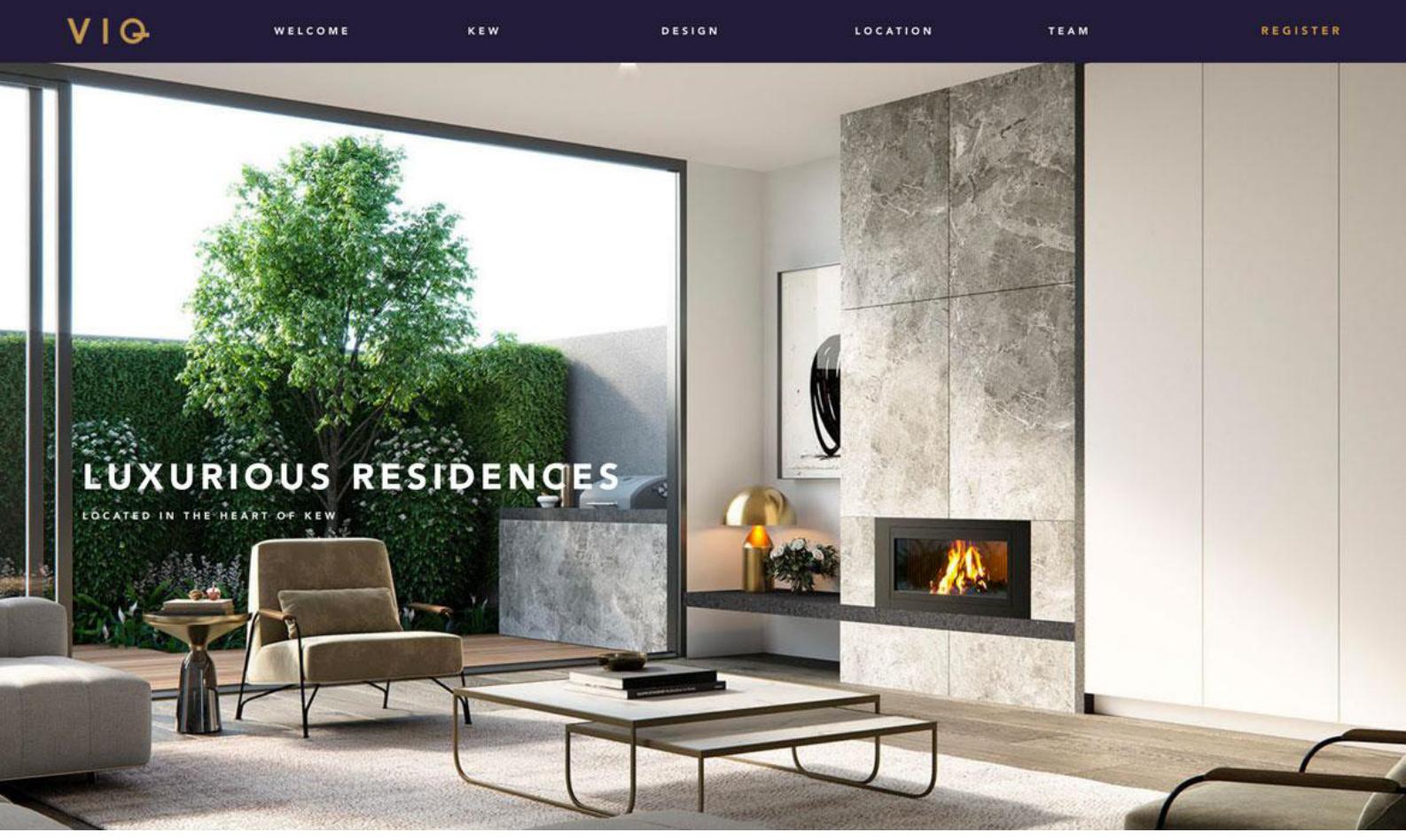
Line icons when paired with lettering for a subtle brand mark features simple lines. Also, they're displayed often without any color, to represent a single, defined element.

Sometimes these icons are just a creative representation of a letter; other times they're the shape of something common to represent what the brand is, like Domino's Pizza (above). This icon uses coloring, but note the simplicity of it. The colors are flat and unobtrusive.

Some of this style can be attributed to the use of favicons and styles of app and social media icons, where brand identifiers have to be small and simple to fit within those design constraints. To maintain consistency, these marks become a part of brand identity.

Icons are often paired with simple text (although not always). Additionally, the “icon” might actually be a letterform plus lines, such as Naturalis Biodiversity Center (above).

## Image-Based Branding

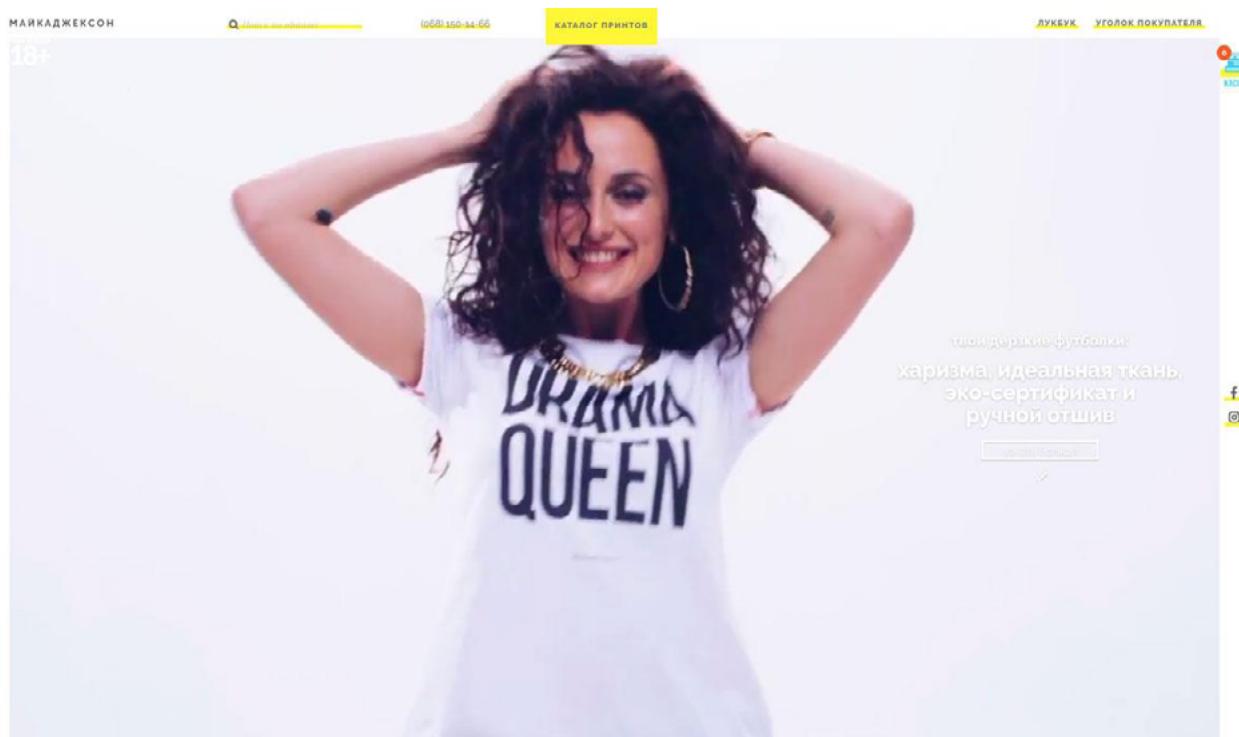


*The Viq*

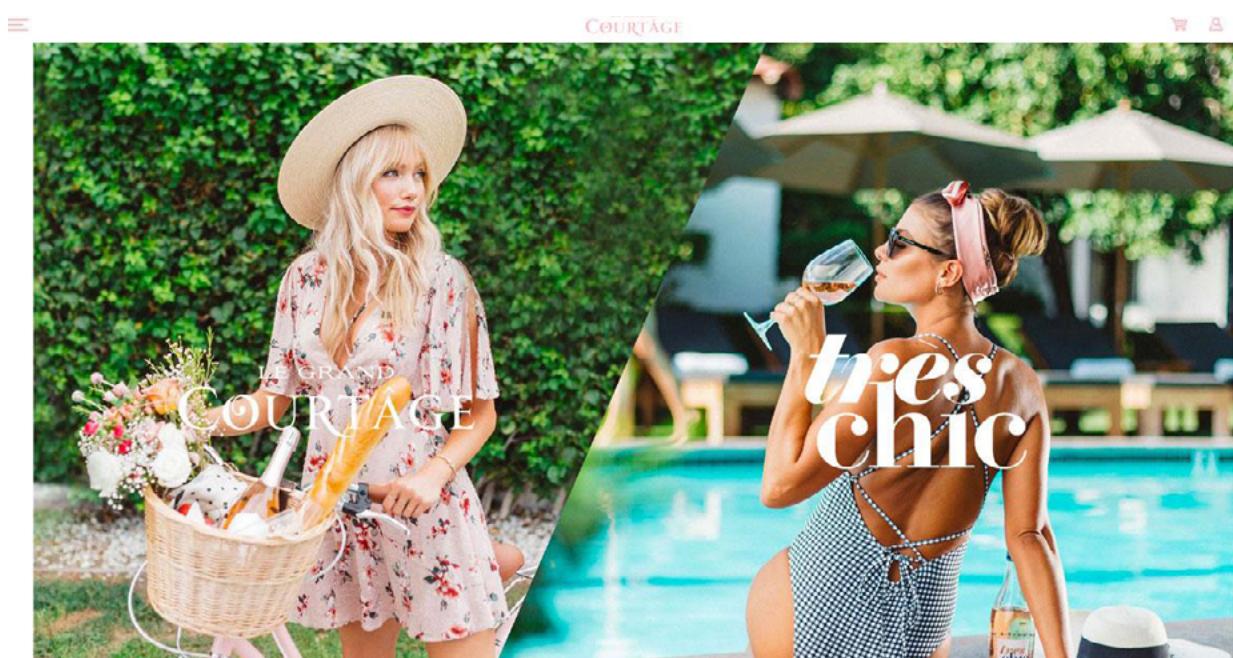
Some of the best examples of subtle branding are rooted in imagery.

The way a brand looks in pictures can be a big part of what it is. This is especially true online where many users might engage digitally with a brand that they never “meet” in person.

Image-based branding has been around for a long time but has become more of a website design trend thanks to social media, where brands use only images to communicate with followers.



M-J



Le Grand Courtâge

Websites can be an extension of this user experience for some brands.

Image-based branding uses photos with a certain style to connect. The idea is that if a photo shows up in a user's Instagram feed, for example, they will associate it with a certain brand. That same look and feel is being used on related websites so that when a user swipes up, they get to a web experience that mirrors that of the social media channel.

How do you create image-based branding?

- Use photos with similar themes (such as products on white backgrounds or kids on bikes)
- Develop a color palette for photos (most pictures might contain an object that is green)
- Use the same photo filters on all images
- When adding text or logos to images, placements should be consistent
- Use only photos that are on-brand on the website, so that it has the same feel as the related social channels

## Creating Experiences

All of these trends in subtle branding come down to one thing – creating experiences that users want to engage with.

That process starts in the early conceptualizing of website design projects. You can't just add experience to a design. The best user experiences are created by merging design and engineering into one world of better, faster product development.

That's where UXPin comes in. Our code-based design tool can help you find the perfect intersection of code and design to create on-trend user experiences that will engage people online.

## Conclusion

Just like creating websites isn't about code or design (it's code *and* design), subtle branding takes on the same idea. It's not brand or user experience (it's user-focused content).

This design trend shows that authentic, real user experiences and interactions online are a key component of creating a loyal following. These users care less about a company's logo or mark, and much more about being a part of something valuable. That's a concept you can use throughout design projects, as well as for streamlining brand identity on homepages.

# **Split-Screen Design**

One screen. Two parts.

Split-screen design will only continue to grow in popularity. The effectiveness of this technique is a significant contributing factor as to why it's so popular.

Split screens for the desktop browsing visual design can actually enhance user experience on smaller devices. They provide the opportunity to provide two pieces of messaging or information side-by-side on large screens and when designed properly, these “screens” fall into a vertical stack on mobile devices, providing a seamless user experience with the same content, regardless of user access point.

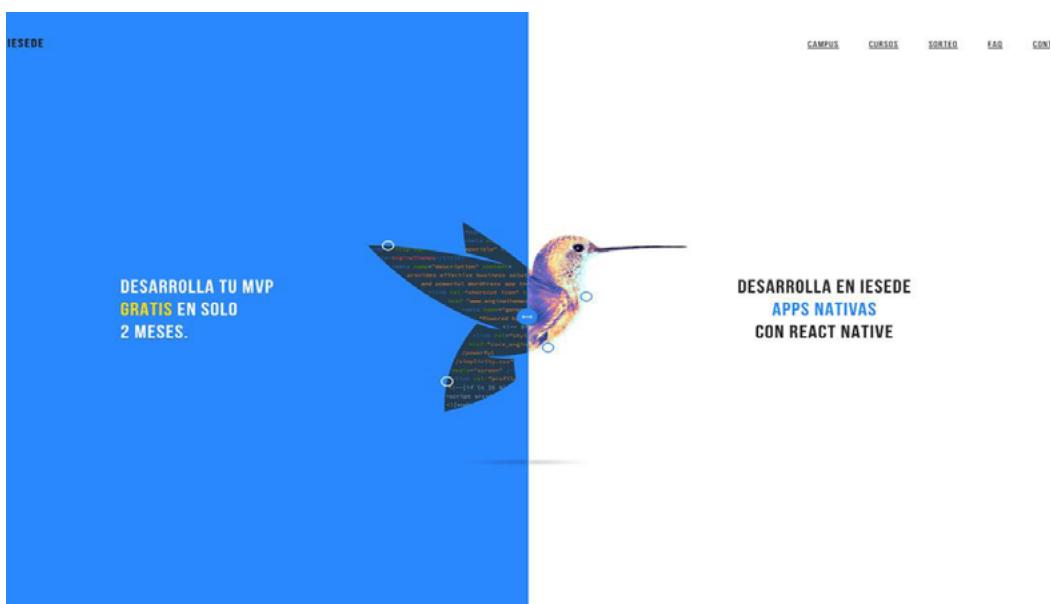
The nice thing about split-screen design is that it works with almost any type of content and can be designed visually using pretty much any technique you want.

Brands like Dropbox, Google and Awwwards Conference are currently using this technique. (*No wonder it is one of the most trending design elements out there.*)

## Side-by-Side Split-Screens



*Daucy*



*IESADE*



## CHEKHOV

Chekhov is Alive with **Google** and MXT им. А.П. ЧЕХОВА

On September 25th, 2015 the first theatrical online reading of Anton Chekhov took place. Taking the test gave users a character to audition as and take part in the casting. This is an English demo version of the original chekhov.withgoogle.com

### *Chekhov*

Side-by-side split-screens are the most common – and popular – use of this design trend.

They are effective for a number of reasons, originally outlined by [Design Shack](#):

- Encourage the user to make a choice – pick this or that
- Highlight a vertical image
- Create a shared experience on desktop and mobile devices
- Establish a distinct visual flow (to a call-to-action)
- Establish a design pattern that works with other design techniques and trends

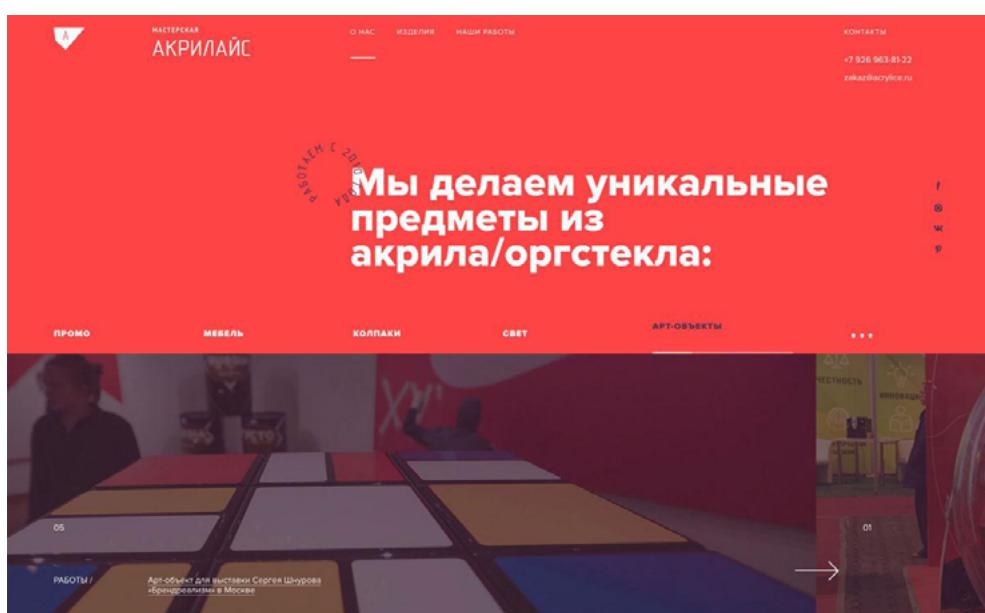
- Create a visual that stands out from so many full-screen hero homepages or differentiate between types of content on a website

Moreover, this format translates beautifully to responsive formats. The more vertical images in the split-screen panels have aspect ratios that relate to mobile device screens.

The key element in making this design work is user experience and interactivity. Either side of the design is essentially a giant button which takes you to the content it entails.

Use a side-by-side split-screen design when you have two equally important bits of content to display, and you want the user to control his or her journey forward with the website design.

## Top-Bottom Split-Screens



*Acrylais*

The Mayhew website features a purple header bar with navigation links for 'THEMAYHEW.ORG', 'FOR CATS', 'FOR CAT LOVERS', 'FOR DOGS', 'FOR DOG LOVERS', 'GIFTS THAT MAKE A DIFFERENCE', and 'CHRISTMAS SHOP'. It includes a search bar, login, donation button, and shopping cart. Below the header is a large banner with the text 'Gifts for your dog' and a 'SHOP NOW' button. The main content area displays six products: a Mayhew PopSocket, a Paw print scarf, a luggage tag, a passport holder, Mayhew purple catnip hearts, and a Travel eco mug.

Product	Description	Price
Mayhew PopSocket		£3.99
Paw print scarf		£8.00
Luggage tag	SALE!	£3.00
Passport holder	SALE!	£5.00
Mayhew purple catnip hearts		£3.50
Travel eco mug		£6.50

*Mayhew*

The Baileys Creamers website features a top banner with social media icons and a navigation menu. Below the banner is a large image of a hand pouring Baileys Original Irish Cream Liqueur into a glass of iced coffee. The text 'GO AHEAD, INDULGE' and 'RECIPES TO THRILL' is displayed above the image. A 'ALL RECIPES' button is located above the image. The bottom section shows two cards: one for 'MUDSLIDE CHOCOLATE TRUFFLES' and another for 'THE ORIGINAL IRISH CREAM ICED COFFEE'.

*Baileys Creamers*

Split-screens that feature a top and bottom panel are growing in popularity as well, particularly with e-commerce sites.

Note that Mayhew, above, uses a hero slider at the top of the screen and a row of products below. This is one of the most obvious uses of a top-bottom split-screen, because it provides a strong visual for shoppers, as well as multiple products to entice them. This user pattern is only expected to grow in popularity.

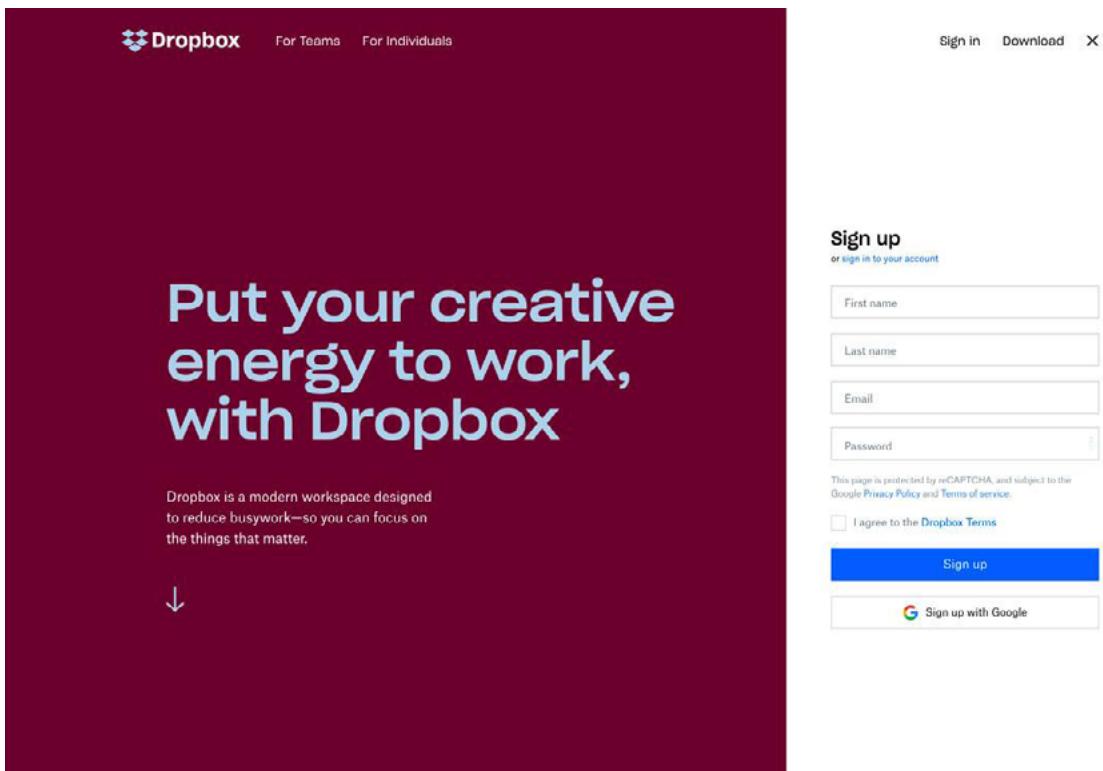
However, it's not the only way to make good use of a top-bottom split-screen. It's effective in other uses as well:

- Highlight two highly horizontal elements
- Showcase a single image and panel of multiple clickable elements
- Help drive users down the screen by showing there is more to see
- Continuing to provide a choice so that the user controls their experience

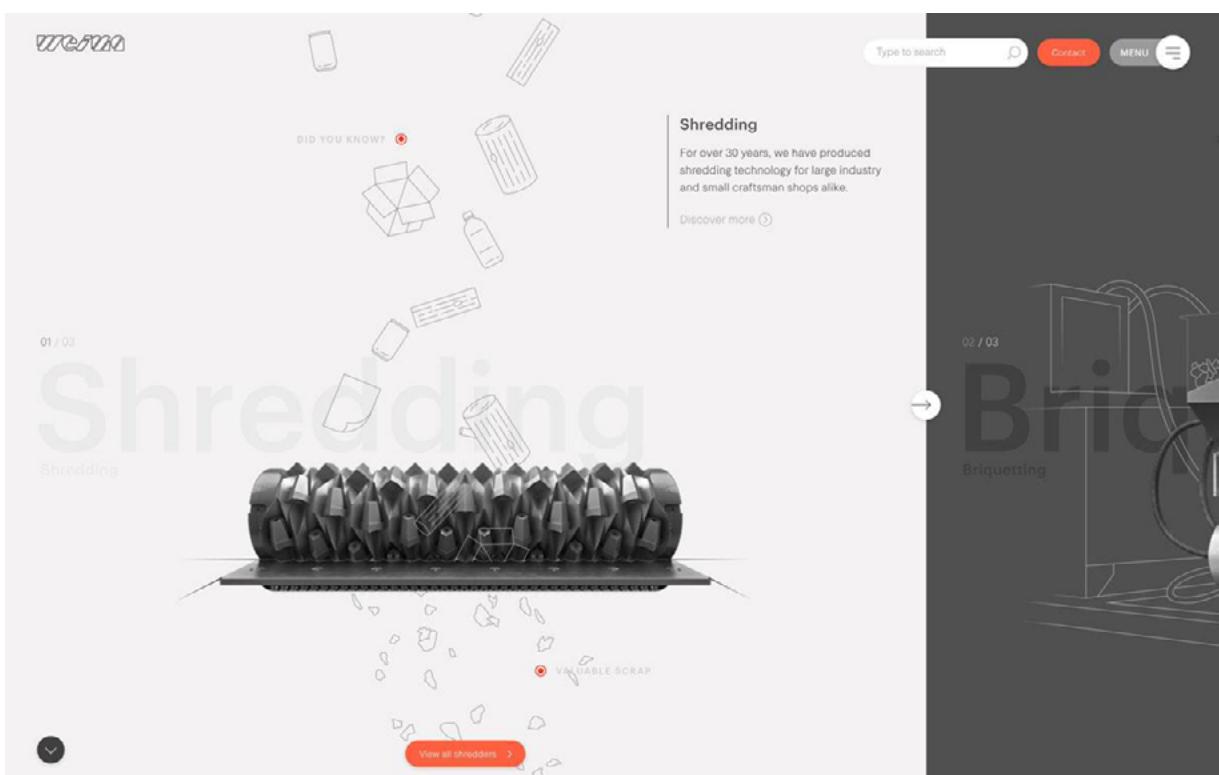
It's important to note here that split-screens don't actually have to fill the entirety of the screen. Baileys Creamers uses a top-bottom split-screen background (it is a perfect symmetrical split) with two clickable card-style elements. This design practically combines the visual benefits of a top-bottom split-screen with the choice that is commonly associated with a more "traditional" split-screen design.

Use a top-bottom split-screen design when you have dramatic photo crops or for designs that feature more than two-click elements (such as e-commerce design).

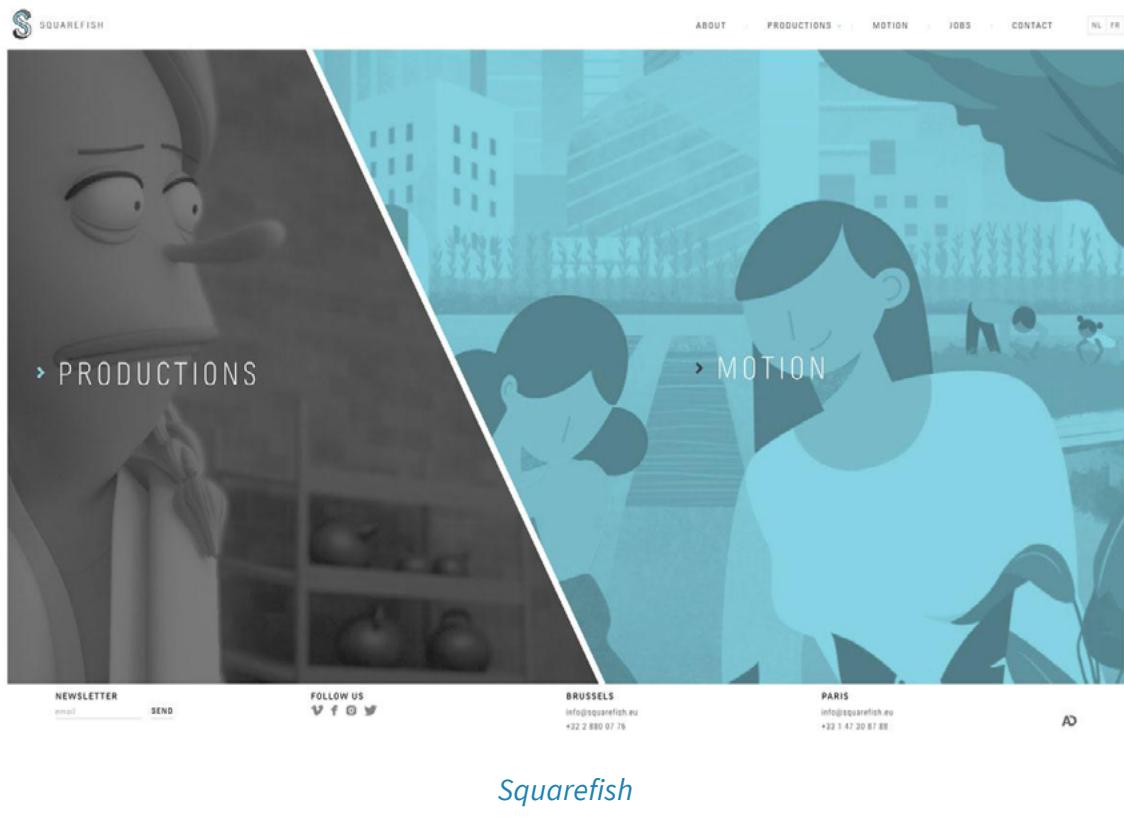
## Asymmetrical Split-Screens



*Dropbox*



*Weima*



While perfectly symmetrical split-screen designs are popular, you don't have cut the screen exactly in half.

The benefits to using this style are the same as above; the key difference here is visual interest, and weighting of content.

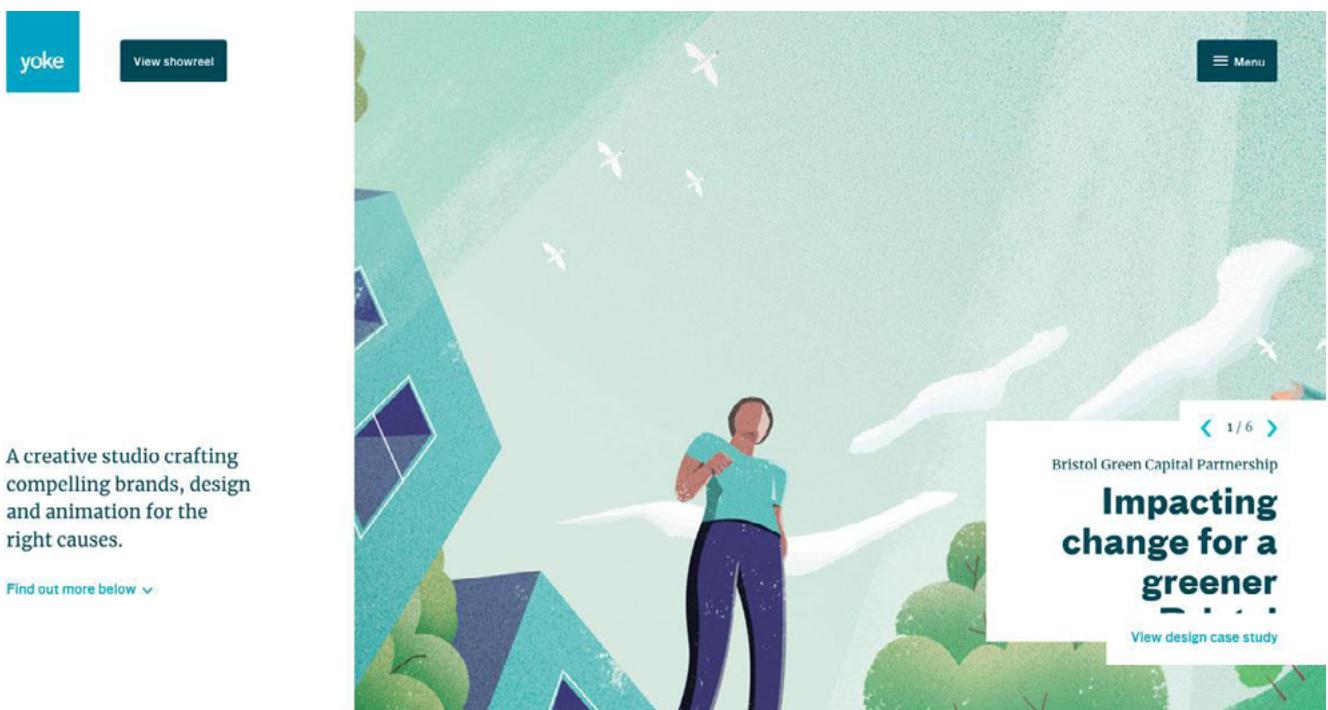
The design, the larger content area is heavier and therefore more important. It'll be the thing that users see first. The lighter side of the design is a secondary option if the primary content area doesn't intrigue users enough.

Commonly, this style actually takes users on the same journey and is more of an A/B test with messaging and content. (This little marketing trick can actually help web designers and developers continue to improve designs based on user actions.)

Dropbox uses an asymmetrical split-screen to push users across the screen to the login/signup form. While the heavier part of the screen includes messaging and information, the lighter part of the screen is the obvious call-to-action.

Use asymmetrical split-screen design when you have primary and secondary content blocks. This style gives users two chances to continue engaging with a website. It's a little less of a "this or that" choice, and more about providing multiple gateways to similar content.

## Image vs. White Split-Screens



*Yoke*

While split-screens take on many shapes and designs, a trending aesthetic is an image side against a white side. It doesn't matter if the "screens" are side-by-side, top and bottom or asymmetrical.

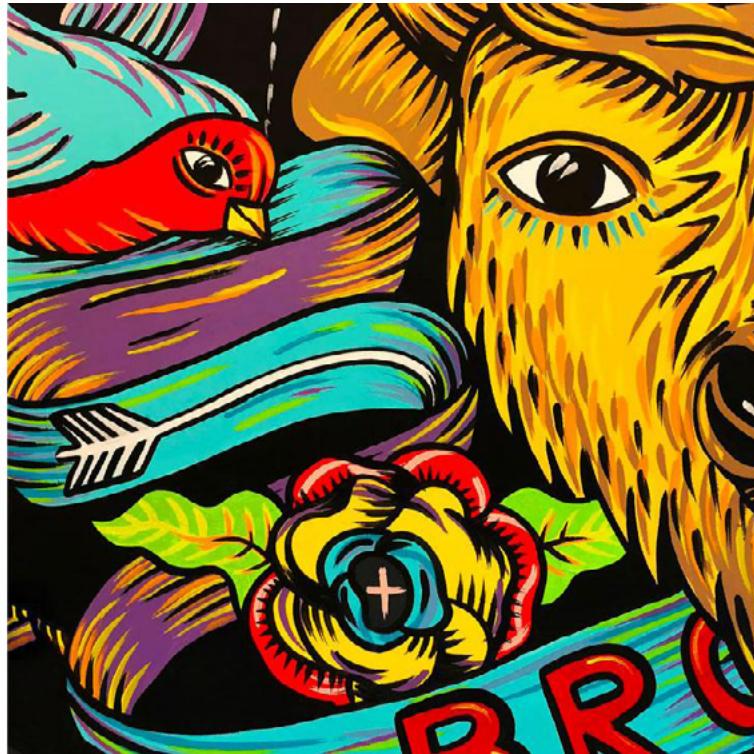


≡

## IT'S SUNDAY, BE AWESOME

I focus on all aspects of communication & digital production, for interactive and innovative projects, from imagination to real life.

[INSPIRE](#)



01 Think —— 02 Inspire —— 03 Create

*Christophe Meade*

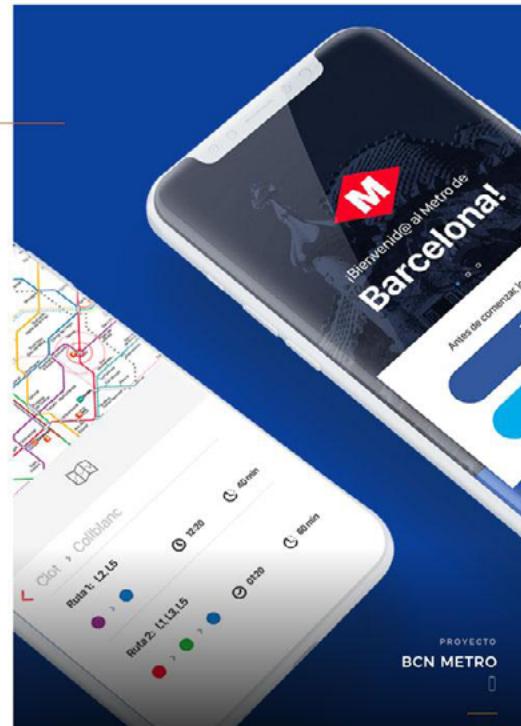


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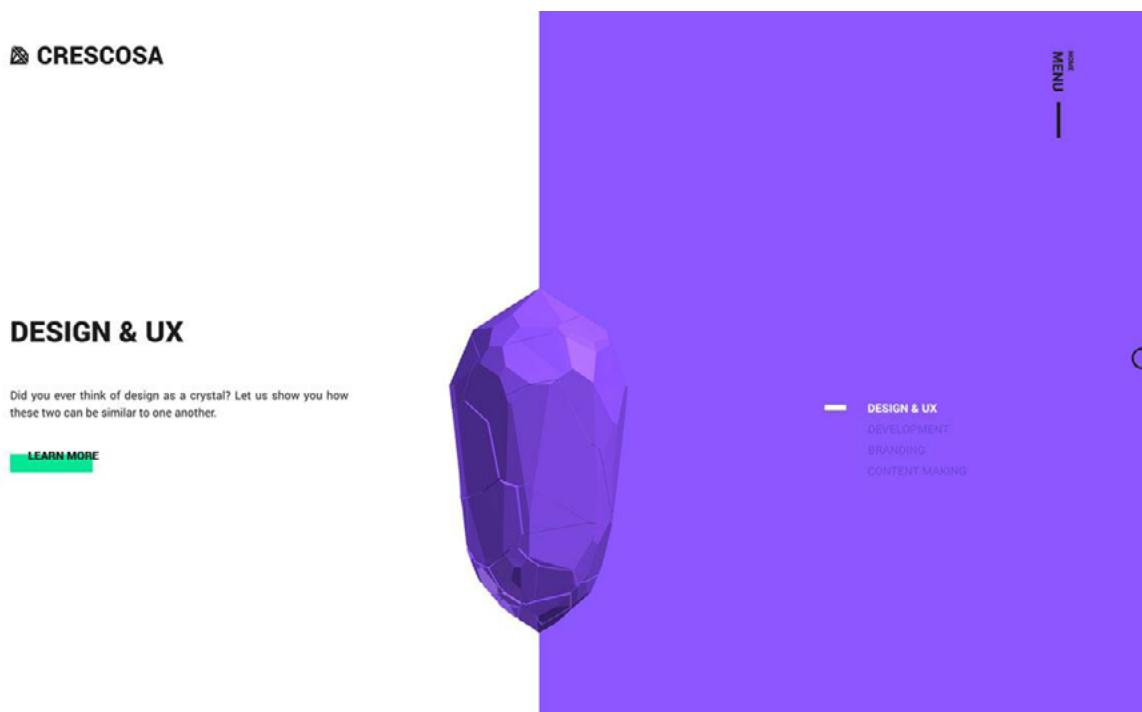


*Legacy*

The common theme is that there's more of a focus on the text and actual messaging with this style of split-screen. This design also tends to feature only one click element without that choice in the content. It is purely a visual design with roots in the trend.

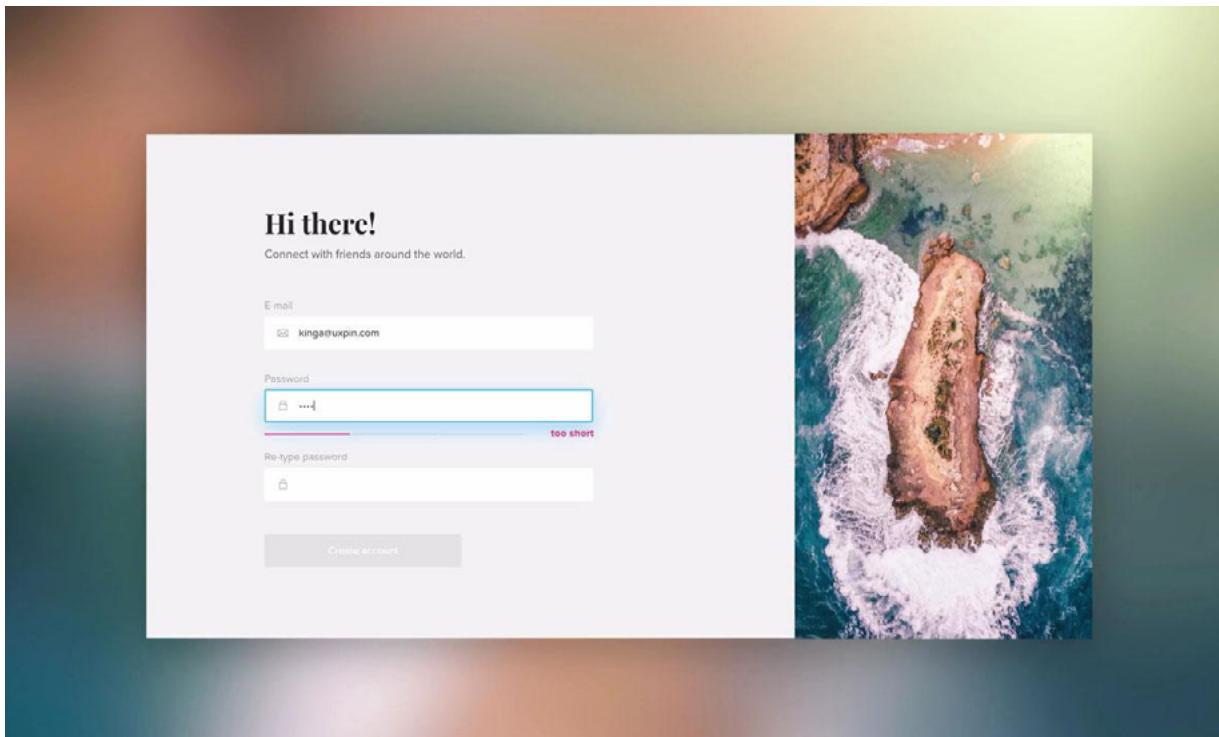
Use a split-screen design with a “white panel” when you have a lot of text content. This option provides cleaner and easier-to-read spaces for users so that the experience is friendly. It's also best-suited for a single call-to-action.

## Practical Applications of Split-Screens



*Crescosa*

Split-screens provide so many opportunities for designs to engage with users. That's the reason this trend is so popular (and continuing to evolve and grow.)



*UXPin Blog – Variables and Conditional Interactions for Interactive Prototyping*



*awwwards. CONF*

You'll notice that split-screens are popping up everywhere – online ads, lightbox and signup forms, and more.

They are made for interaction. Try a split-screen design and prototype it in [UXPin](#) to test how this engagement works. Not sure where to start? Here are some things you can do with conditional interactions in a split-screen format:

- Collect information, such as a name to display in a greeting
- Store user-entered data to reuse across pages and in prototypes
- Tailor content and behaviors so users feel like the design is custom

## Conclusion

While split-screen design is a visual technique, much of why it works is rooted in user experience. Use this design trend to take users on a journey that they control and to create more interactive experiences.

Split-screens are popular because they don't interfere with other design techniques – animations, videos, images, illustrations. Pretty much any other user element works with this trend.

Remember, split-screens translate exceptionally well to responsive formats and smaller screens as well, so make the most of this design functionality.

# **Data Visualizations**

Infographics have a new cool factor.

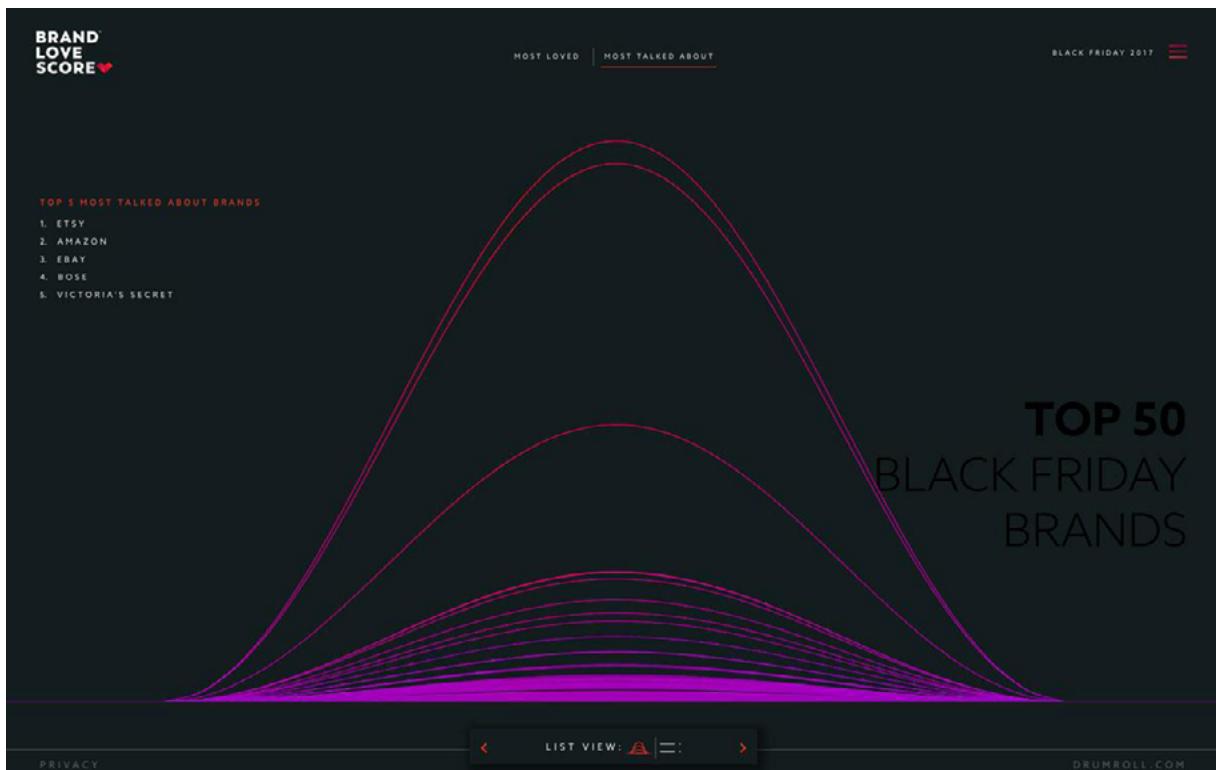
Data visualization is a web design trend that reflects both the user's desire for information and advances in technology where these elements and effects work effectively.

And it's everywhere.

Data visualization comes in various shapes and forms, from simple numbers to support a fact, to mapping to full, animated screens that better explain something.

While this technique is popping up everywhere, it isn't always easy to use well. A solid data visualization, helps explain a concept more clearly, is visually interesting and helps guide the user experience.

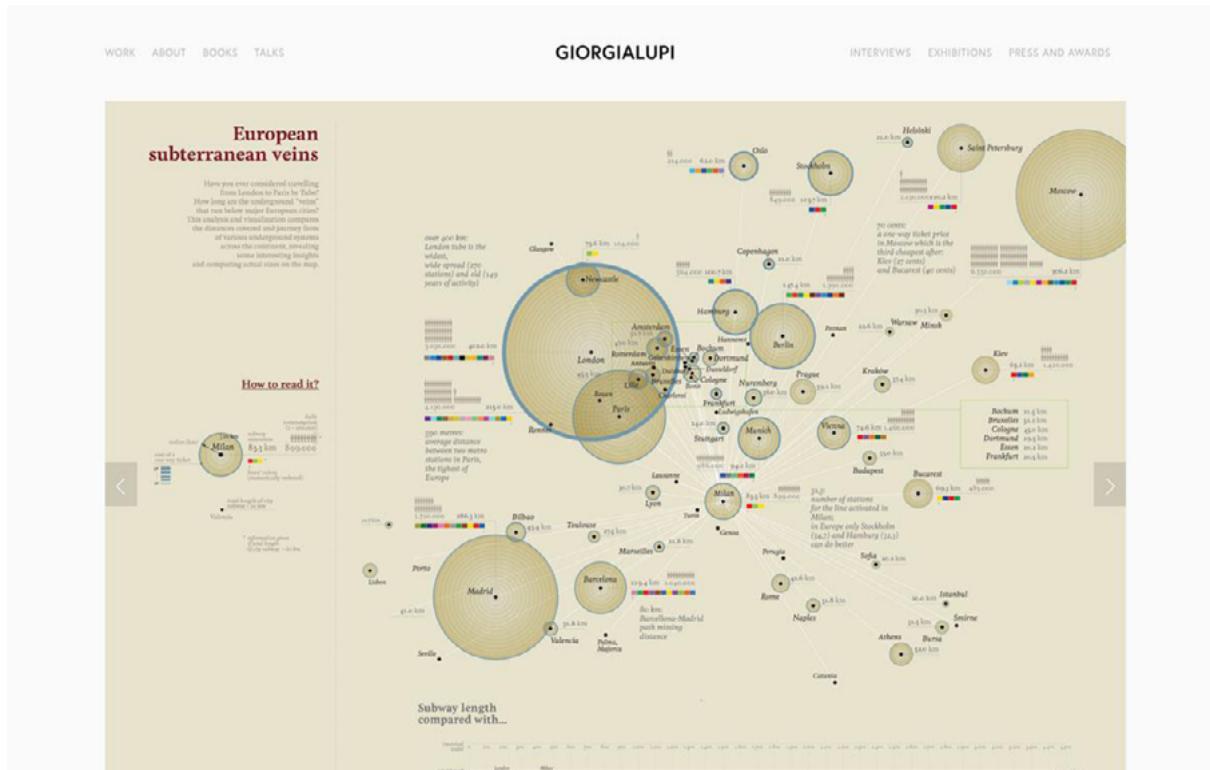
## Don't Get Hung Up on Numbers



*Brand Love Score*



*In Five Words*



*Giorgialupi: La Lettura*

When designers hear the word “data”, the first thing that comes to mind is numbers. And while numbers are a big part of data visualization (as you will see in some of the examples here), numbers aren’t the only way to visualize data.

The [Duke University Library](#) has a list that includes dozens of types of data visualization. Some of these include:

- Maps
- Lists
- 3D computer models
- Timelines
- Gantt charts
- Arc diagrams
- Pie or bar charts

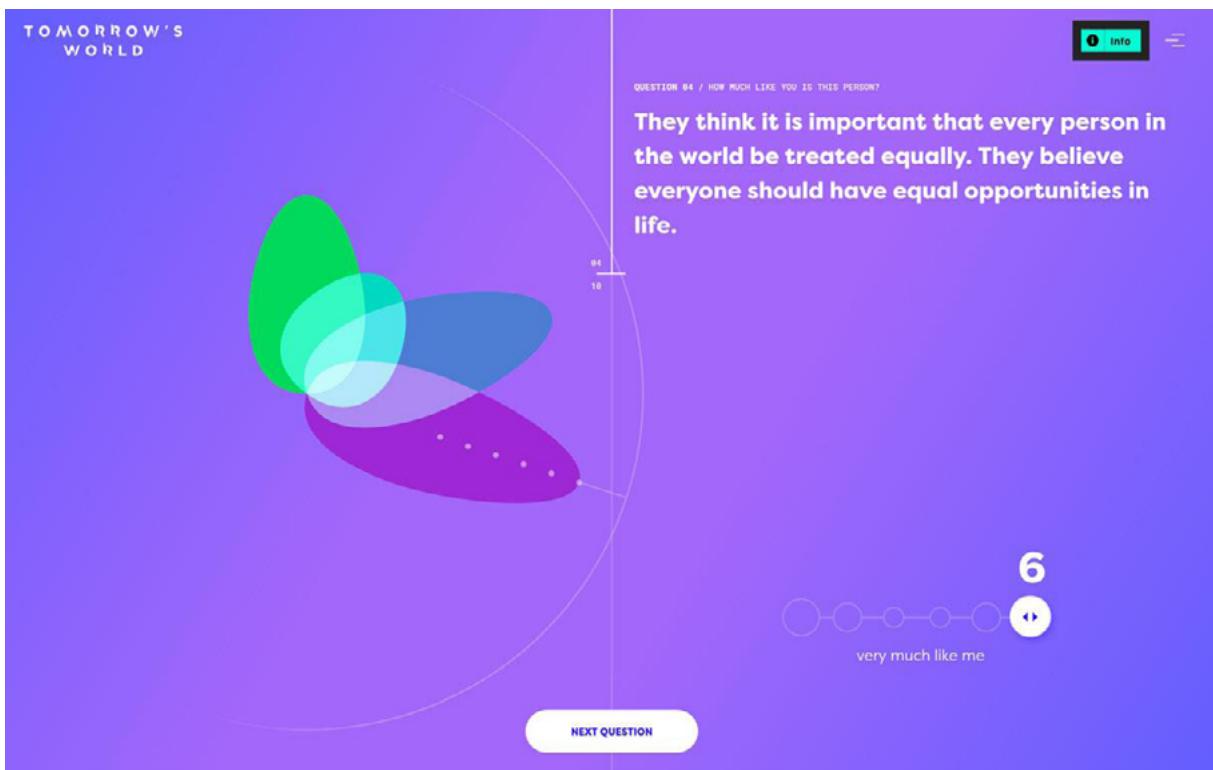
- Tree maps
- Heat maps
- Network matrix
- Hive plots

The idea here is that you can visualize almost anything. Sometimes the trick is developing a creative way to do it.

Each of the examples above use data without numbers on the screen:

- Brand Love Score creates a chart to show brand affinity during a specific time period. This type of data is great for comparing items in a like way.
- Five Words uses text elements to create collections of information. This technique is simple and highly interactive.
- Giorgialupi is a highly complex data visualization with plenty of circles and facts. You might really have to dig into this one to understand it fully, but the key takeaways are easy to see because of the size of certain circles.

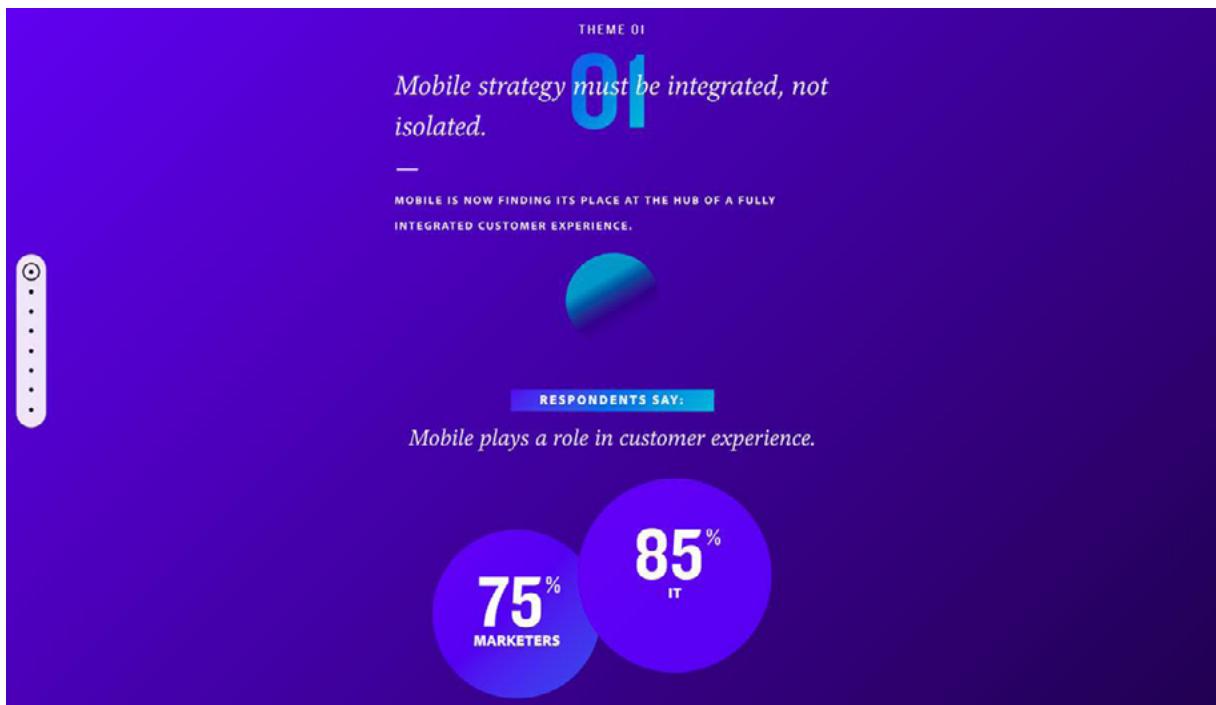
## Tell a Story



*Tomorrow's World Values*



*The Women's Workplace Equality Index*



*Adobe 2018 Mobile Study*

When it comes to data visualization as a website design trend, what makes it all work is having (and telling) a cohesive story.

Putting data on a website for the sake of having data is not effective. It needs to have a clearly defined purpose. Telling a story is a key way to use data to your advantage.

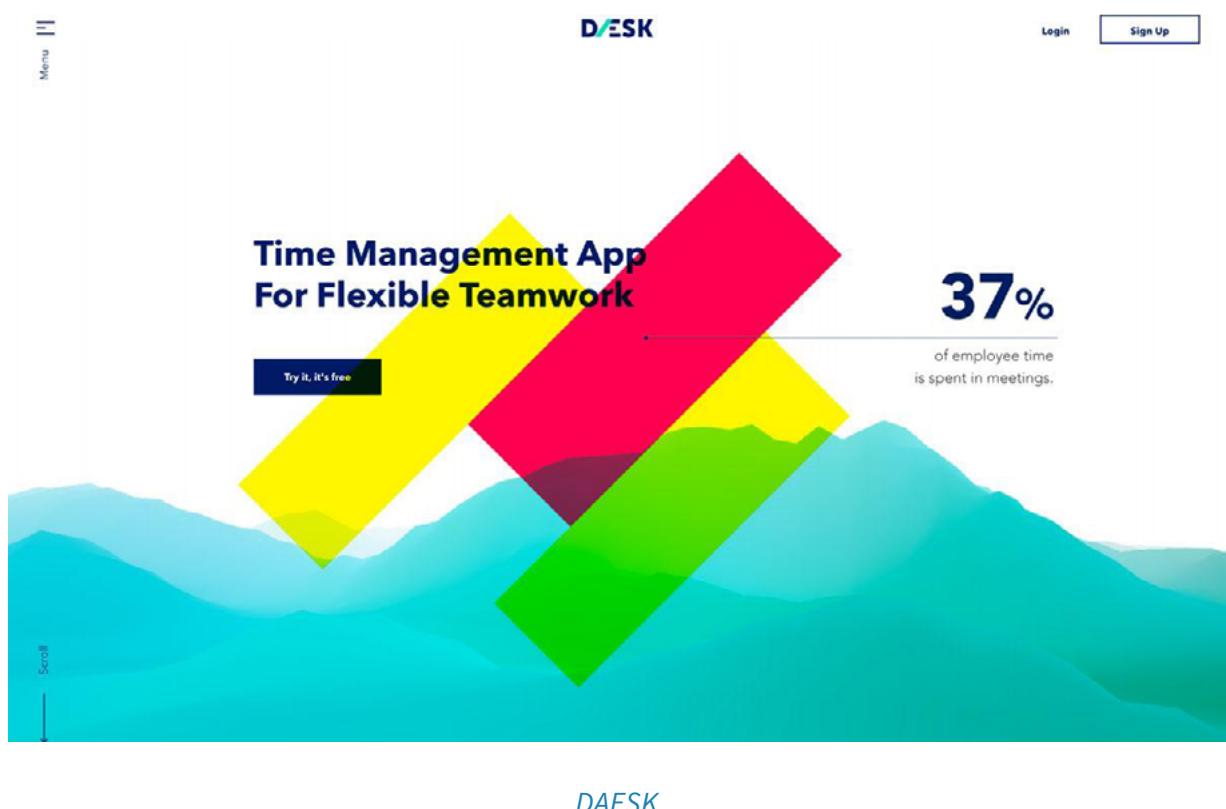
Each of the examples above does it in a different way:

- Tomorrow's World Values asks questions of users to create user profiles. Not only is this design visualizing data, but it is also highly interactive. It is also collecting information from user inputs so that the visualization grows with each new user.
- The Women's Workplace Equality Index uses mapping with facts to show inequality around the world. This use of mapping is stunning

and highly informative, because you see exactly what the design wants to show you.

- Adobe breaks down its mobile study into data points that are highly digestible screen by screen, encouraging further interaction to move on.

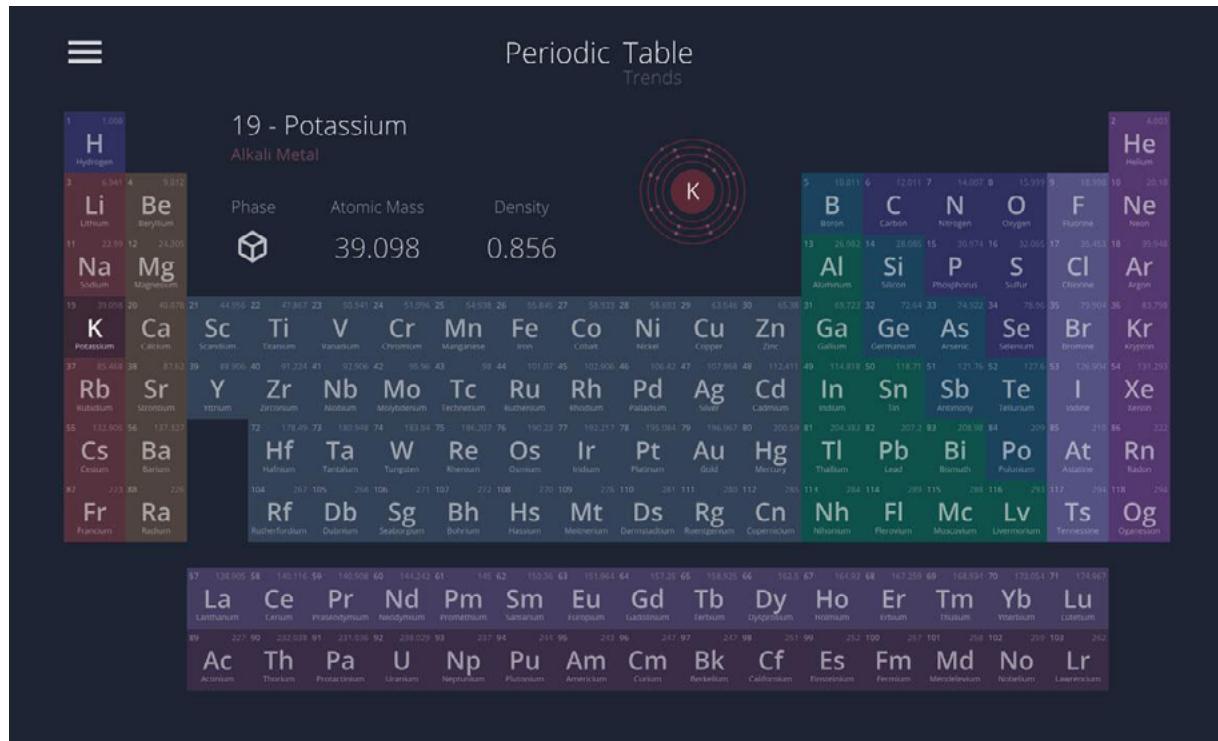
## Animate it



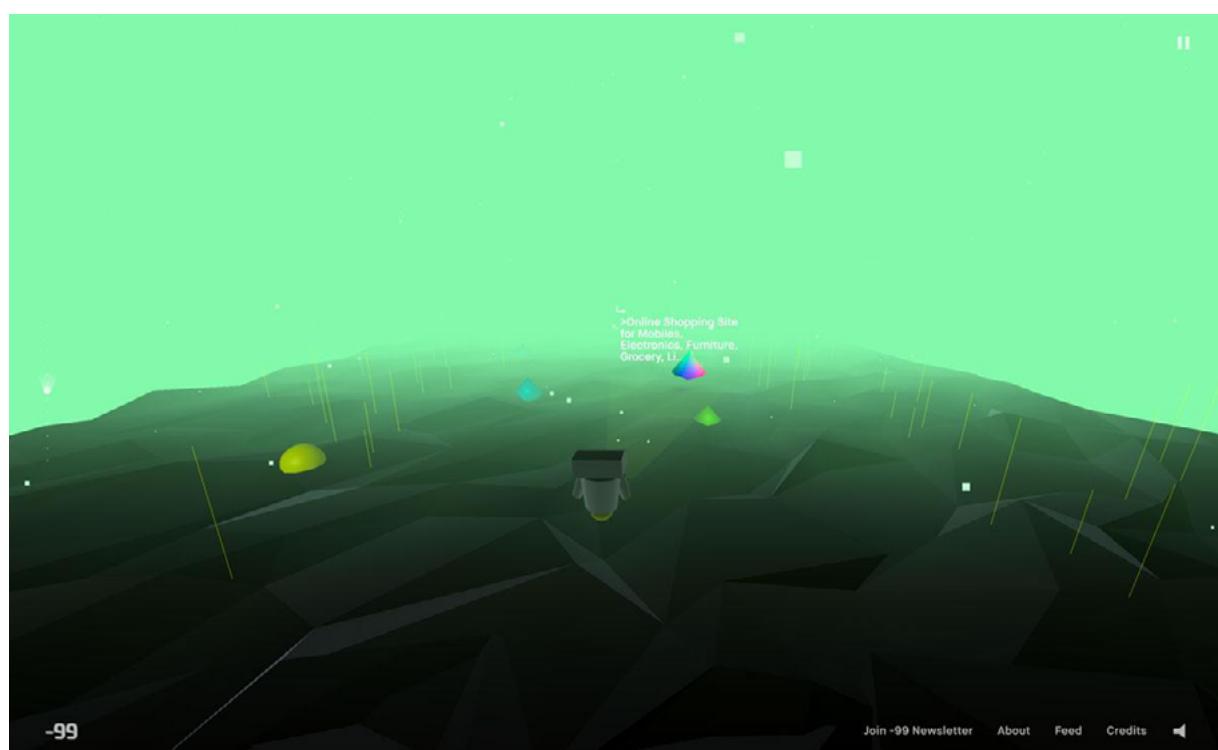
One of the elements that can really help data stand out is animation. It provides an additional layer of information that supports the story.

What's nice about animated data visualization is that it doesn't have to be complex to be effective. Daesk, above, uses a simple number and chart that breaks apart to grab attention. Periodicity, below,

features animation that guides users across the periodic chart as a navigation tool.

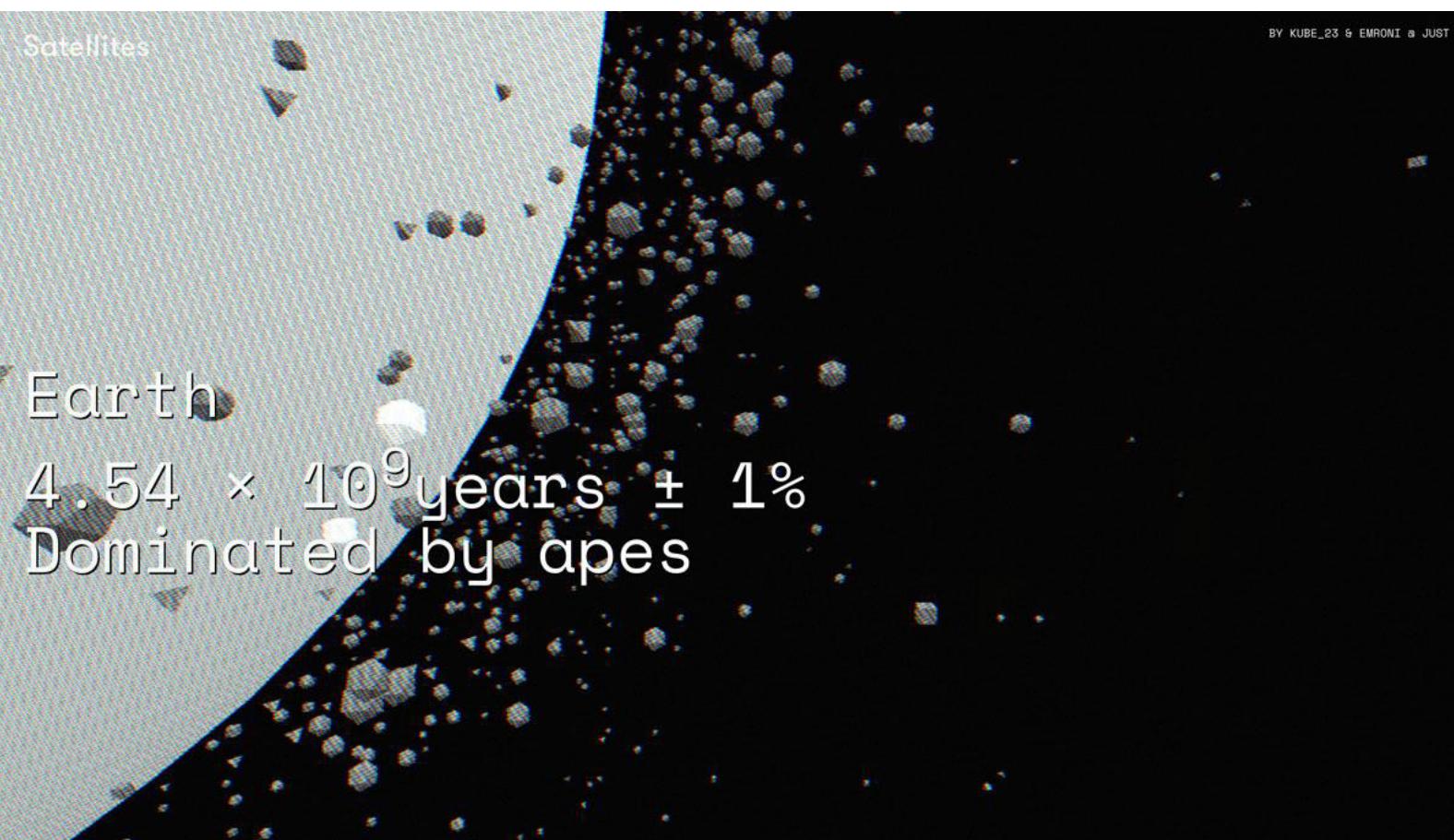


### Periodicity

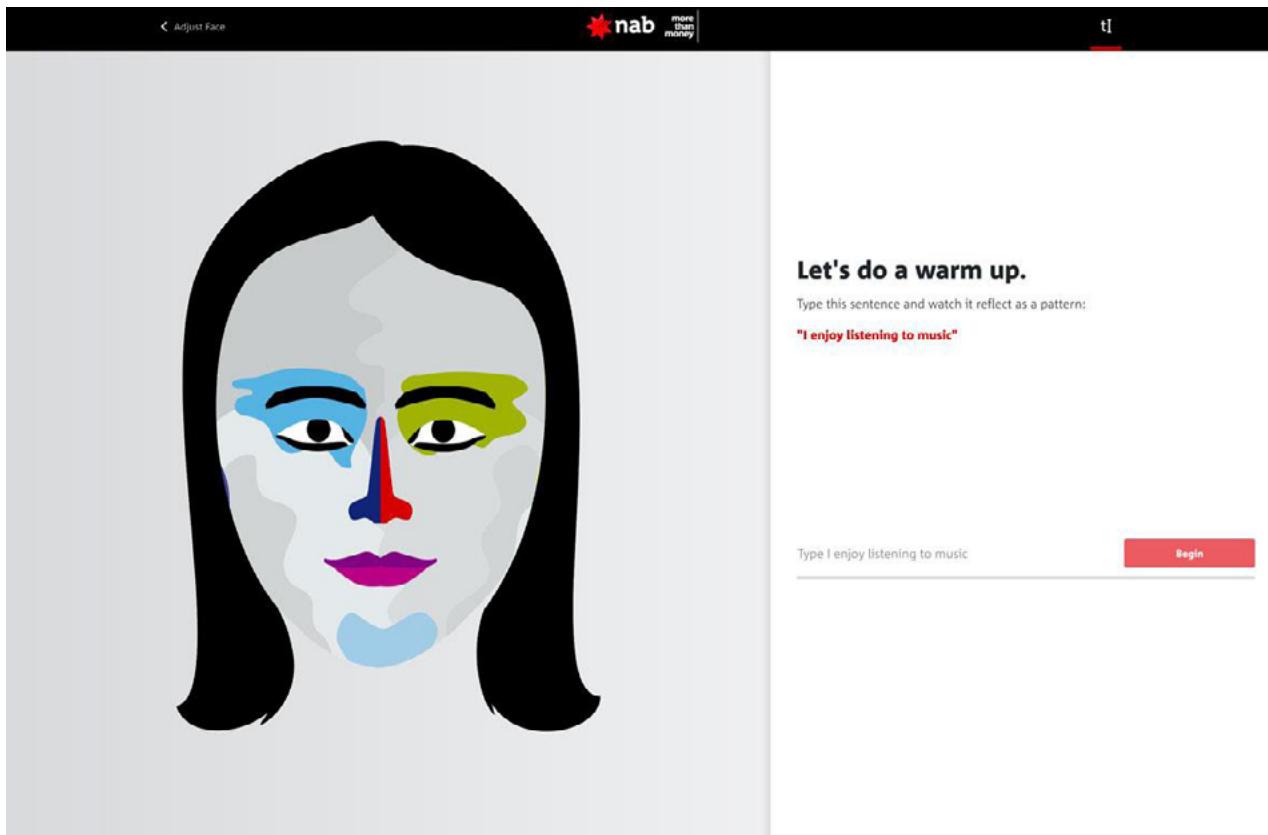


The examples show that animation can be part of the information or a separate element that contributes to the overall experience. What's important is that the design and structure of animated elements should be seamless. This way, the user doesn't think about the animation as anything other than part of the process of interacting with the design.

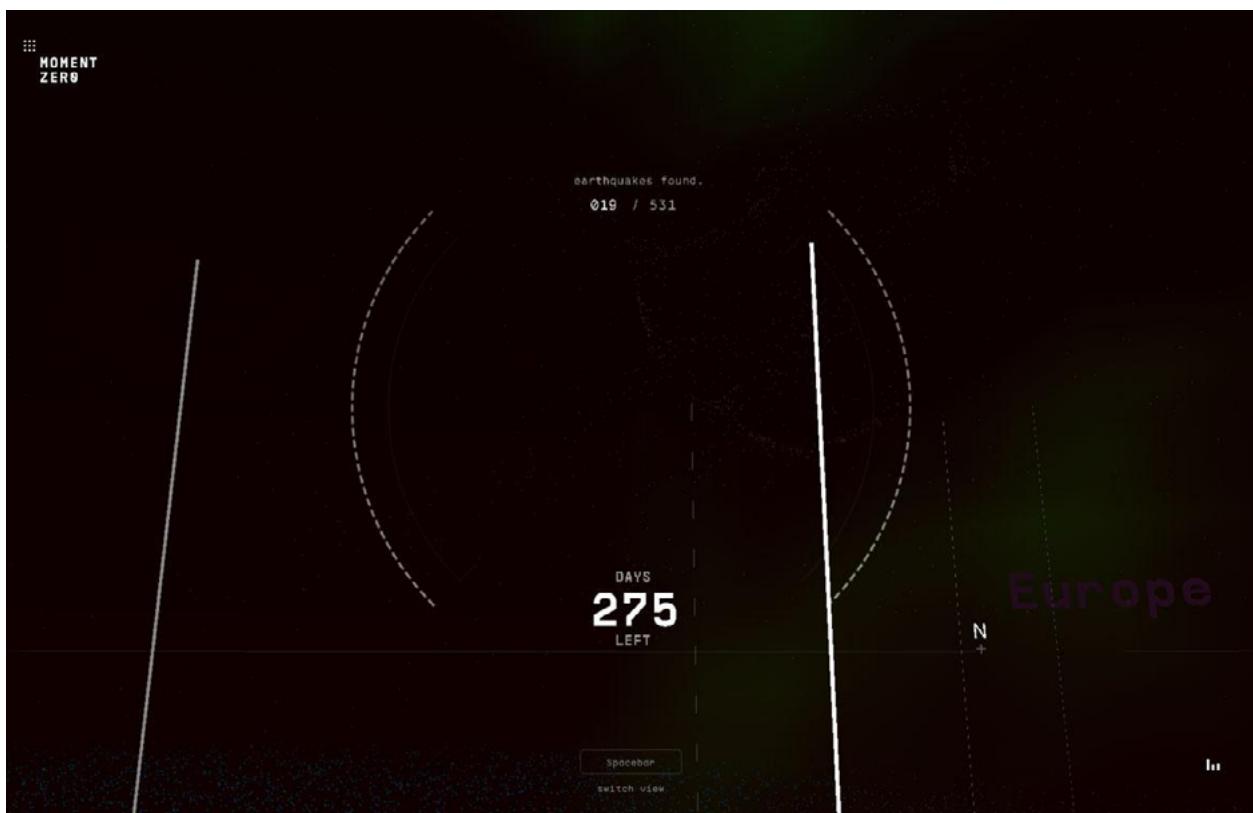
## Put the User First



For websites with some of the best – and most elaborate data visualization – the common factor is that the design puts the user in control of the information.



NAB: *Talk More*



*Moment Zero*

Each of these trending designs show data after a user engagement. From a hover action or click or voice interaction, the design starts to shape, shift and function.

Not only is this style of data visualization informative, but it's also highly engaging. It entertains and keeps users on a website longer, delving deeper into the information and glean more from the story being told. (This can be a stellar technique if one of your key metrics is time on site.)

This interactive style is also highly shareable. When users create their own experience in the website journey, they are likely to want to engage others in the same way to compare results or just share a cool find.

## Make Data Part of the Project Roadmap



If you plan to incorporate data visualization into a website project, start with the data from the beginning. (Why waste time with lorem ipsum when you can prototype live, right?)

The UXPin data tool allows you to fill elements in a prototype with random data or with actual data that you can import from a number of sources, including JSON, CSV and Google Sheets. From a URL or from your computer, UXPin automatically matches all the fields based on that data, and if you name layers, it'll automatically link the respective data.

When you prototype and design this way, it's a lot easier for everyone to envision the finished website. It can help streamline approval processes and get your website live while the trendy elements are still trending.

## Conclusion

Not only is data visualization a great way to help users understand content better, it's also an interactive and engaging design aid.

This is one of those trends that's only expected to keep growing since faster internet connections across devices make it easier to deliver this type of information. And users love it. In a world where so many things are questionable, users love to see data that supports information in a credible way.

Take a few minutes and make sure to click through all the examples here. They are deep and engaging and can help you get a better idea of how to start down the path of crafting valuable data visualizations for website projects.

# Layering with Interactivity

“Where’s the interaction?”

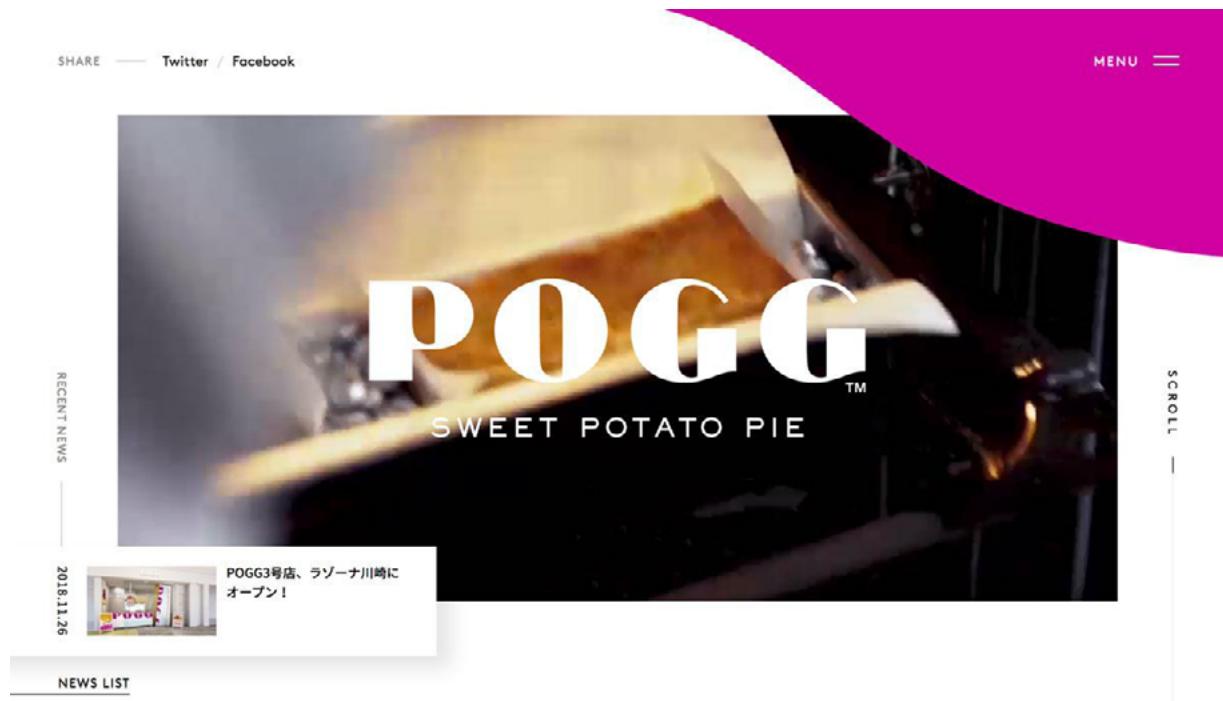
Don’t let that be the question people ask about your website design. One of the biggest website design trends of 2019 is layering the design with interactive elements to keep users engaged. You can do it in a number of ways, which are highlighted here.

From [Webdesigner Depot](#):

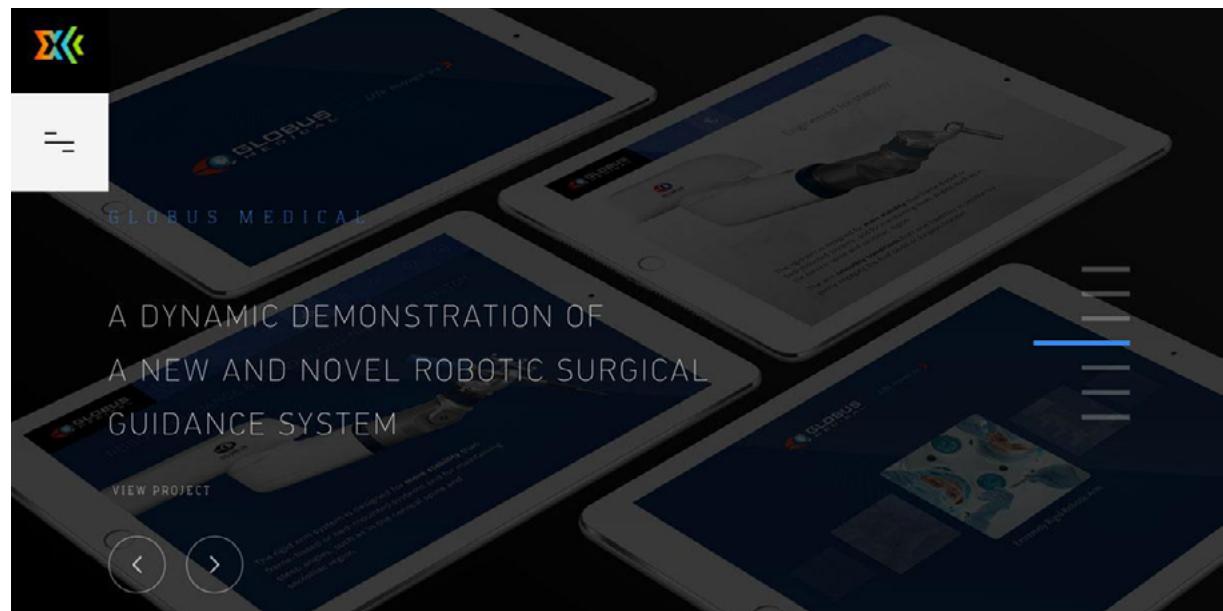
*Interactive layers give users something to do with the design, generally scrolling, while elements on the screen move in different ways. The layered effect makes everything look a little more real, a little less cartoonish and can help increase engagement.*

The best part of using interactive layers is that you aren’t attached to a specific style. Anything that uses multiple elements to create an immersive experience qualifies.

## Scrolling Effects



*Pogg Sweet Potato Pie*



*Xhilarate*

Parallax scrolling is a layered, interactive design pattern that we've become fairly accustomed to. But it is not the only way to incorporate layers and scroll effects into the design.



*Salomon*

All you need to create an effective combination of scrolling layers is a foreground and background that are somewhat independent of each other. While this can result in parallax scrolling, that's not always the case.

Each of the three examples above handles interactive scrolling in different ways:

- Pogg Sweet Potato Pie uses video, card-style call-to-action elements and a colorful top layer to contain the navigation menu. Put it all together and there's multiple places for users to get into the content and interact with the design. (Note that the colored nav bubble sticks with the scroll.)
- Xhilarate uses a top text layer over auto scrolling (or manually scrolling) images that maintain user attention with ever-changing

imagery and messaging. The transparent top layer adds an extra visual effect when paired with the brightness of new “scrolls” coming to the top.

- Salomon uses strong images, color and moving text elements to tell a story. What makes this series of layered elements exceptionally strong is image placement. The placements and steps of the story encourage users to keep scrolling and stay engaged with the content.

## Type Cutouts

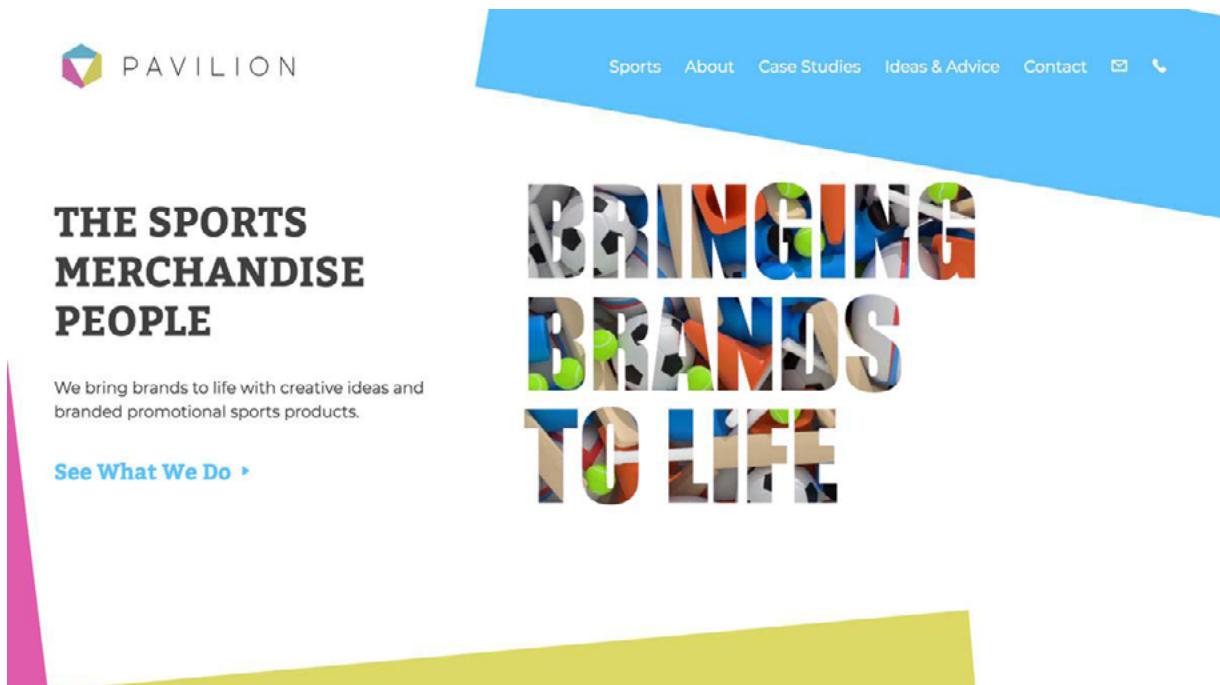


*Mynd*

With typography being one of the most important design elements for many projects, it's no wonder that designers are pushing to the boundaries – and visual composition – of text elements. In a change from simple text styles, designers are integrating text and background layers for more interactive experiments.



*Stratego Branding*



*Pavilion*

From text cutouts with videos or images in the background or text that serves as the dominant visual on the screen, such as Mynd (above), adding an extra-dimension to typography can take it to another level.

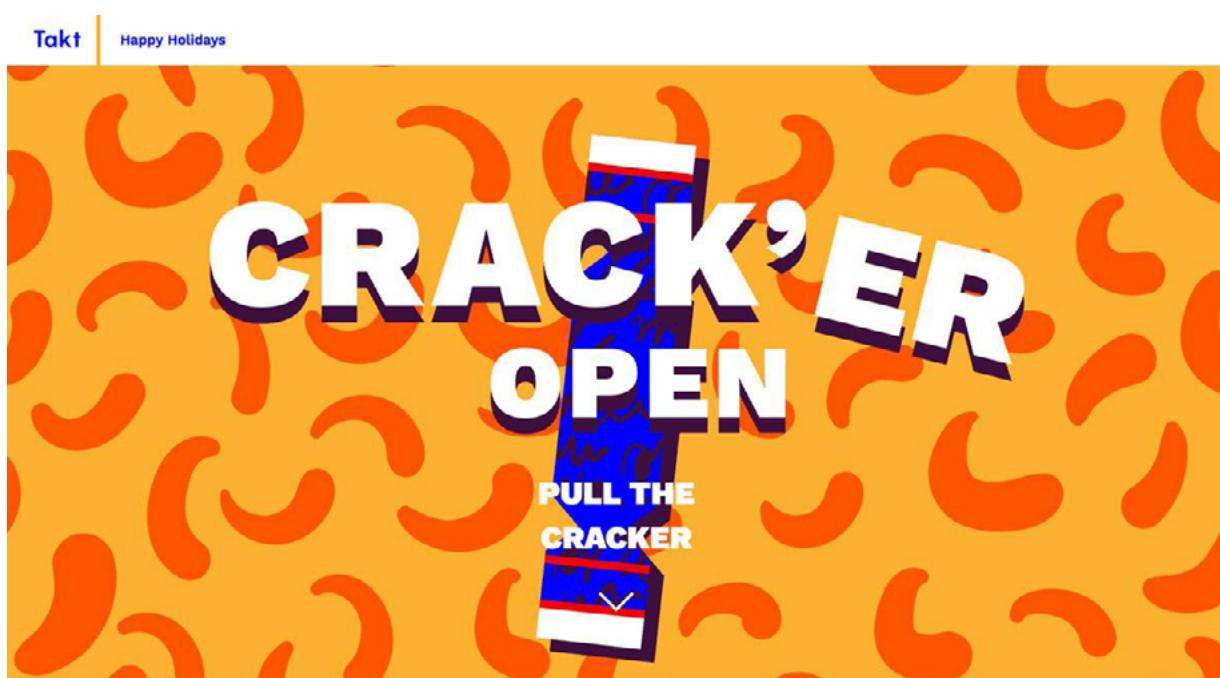
This technique is most effective with simple typography styles that have fairly thick stroke widths. This is so that it is easy to see the background through the text element.

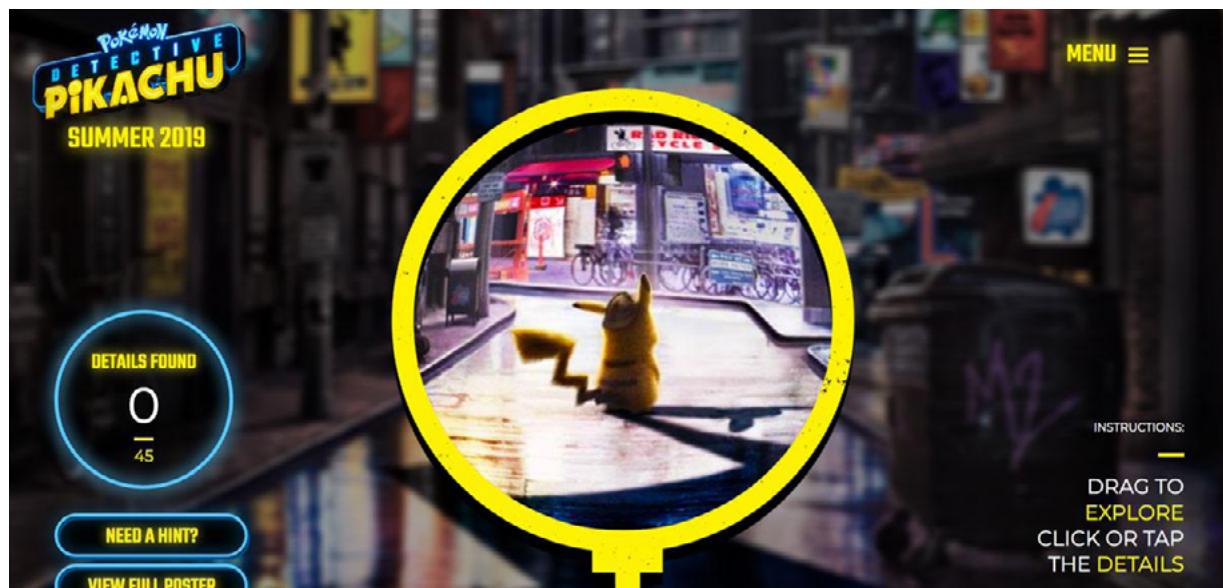
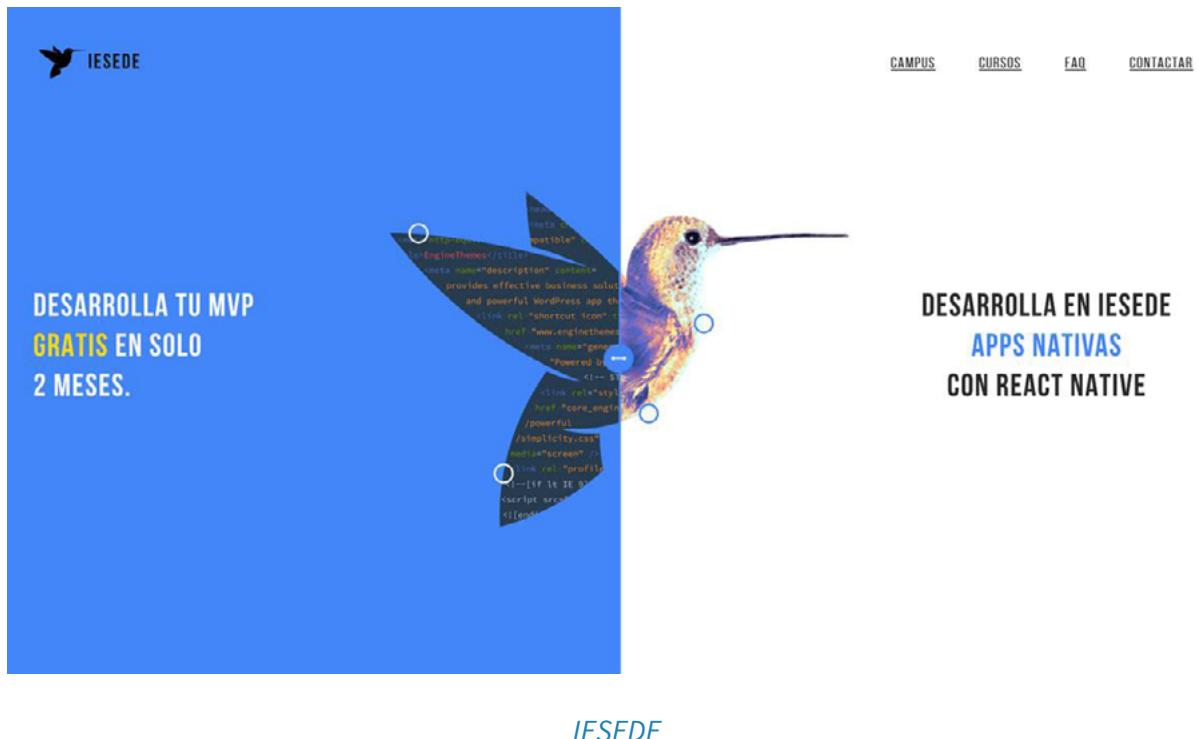
It is also most impactful with short blocks of text, such as an oversized single letter or short words.

Finally, to make layered text elements work, users must be able to discern what is in the background layer with ease. If it is too difficult to see, users might struggle and look away from the design.

It is important to maintain a balance in text readability and understanding each layer both together and independently.

## Gamification





*Pikachu*

Gamification is one of the most interactive design elements you can deploy in a website design.

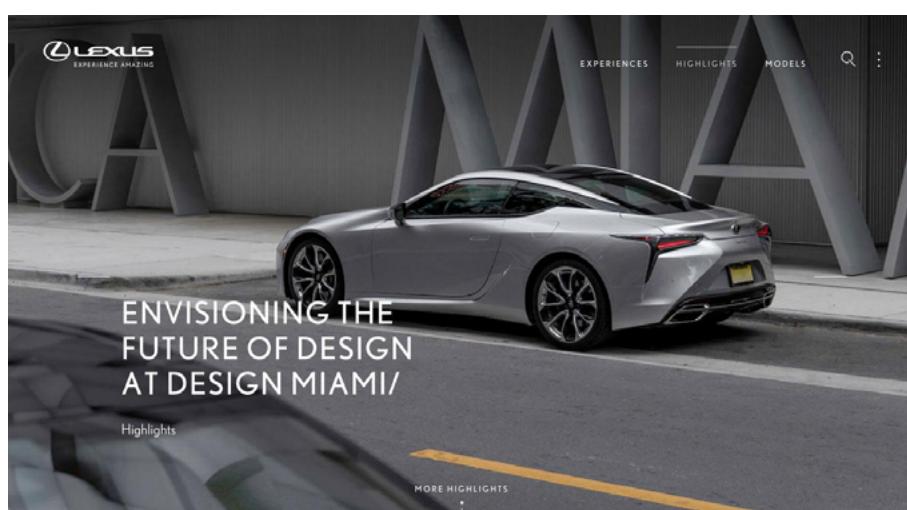
So, it's no wonder that interactive layers are popping up in game-style projects.

The trick to this is that the interactive layers have to contribute to the player experience. Essentially, the layers have to mean something to the style of play or storyline.

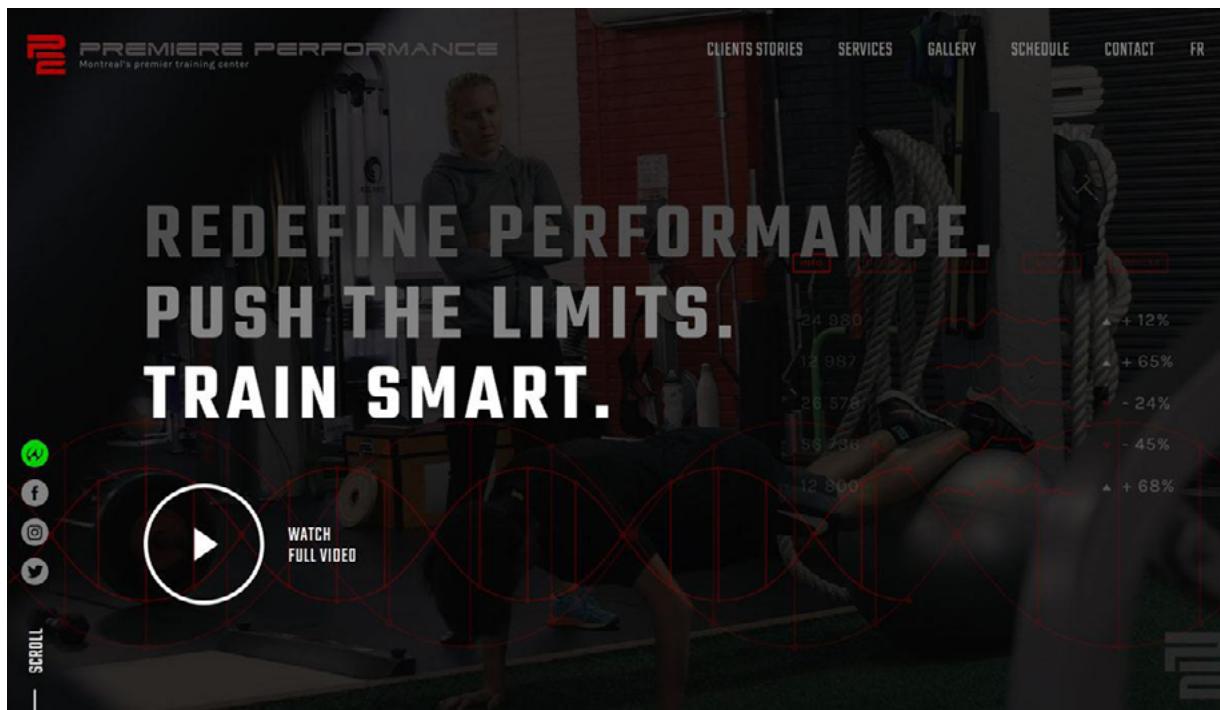
Take this interactivity to another level in the prototyping process with [UXPin](#). Expressions help bring the power of JavaScript to prototypes and designs. It's perfect for including programmatic elements in gameplay (or almost any other interactive design), such as:

- Perform math on diagram data
- Create a shopping cart for an e-commerce website
- Build an ROI calculator for your business
- Create a name generator
- Make a scheduling tool
- Show error or success messages
- Validate email addresses

## Video... And Then Some



[Discover Lexus](#)



P2 Montreal



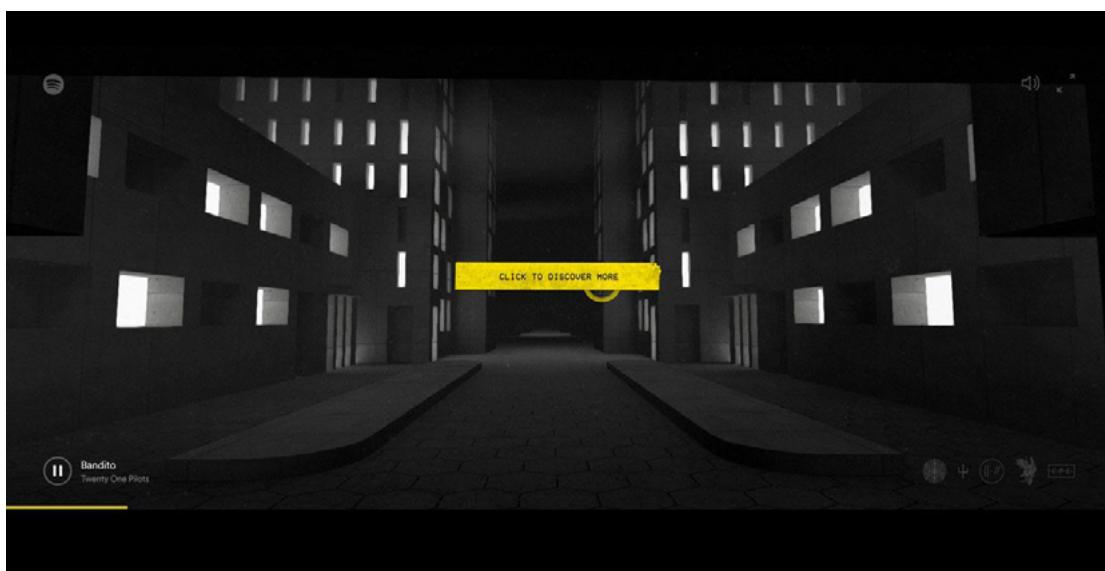
Oust

If 2018 was the year of video in website design (and we'd totally argue the case for that), then 2019 is the year of video ... and something extra.

It might be video and text.  
Or video and timeline elements.  
Or video and still images.  
Or a background video with a more interactive layer on top.  
Or two simultaneous video elements, such as Oust (see above).

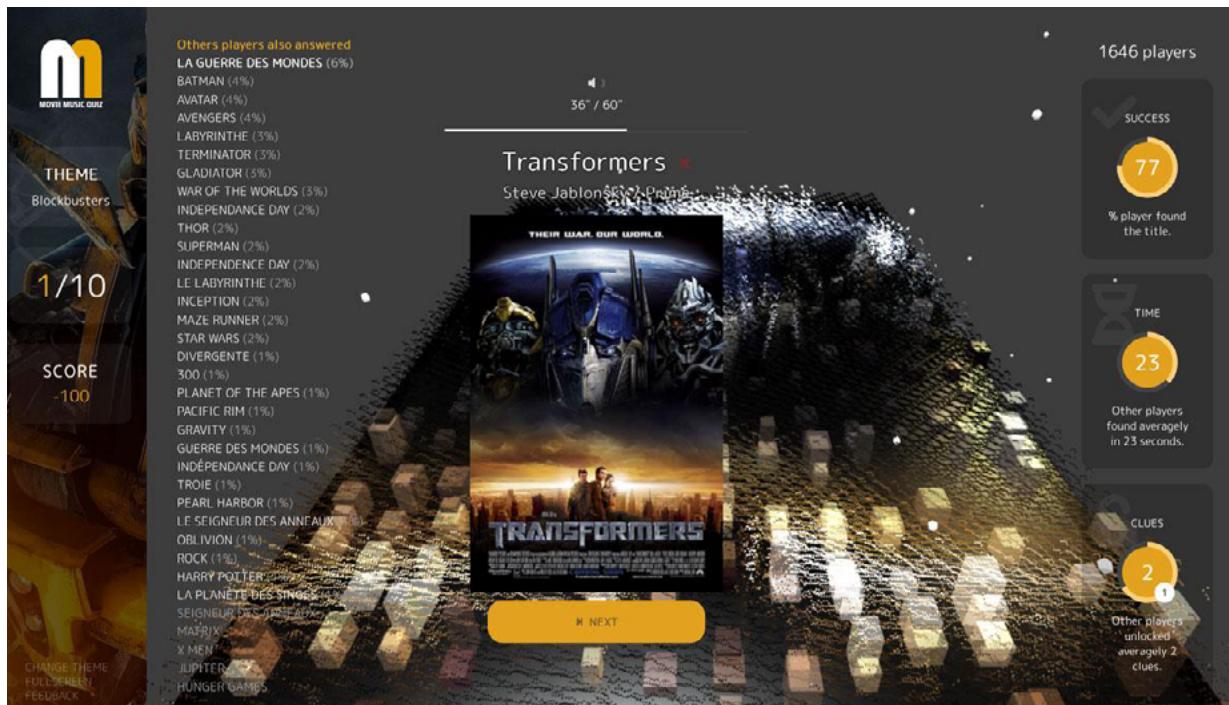
Regardless, it's all about video as the starting point for the design. Because of moving pictures, video alone is a pretty interactive element, but putting it with something else can truly drive longer engagement and time on site. It gives users something to do and a reason to stay involved with a design.

## Visuals and Sound

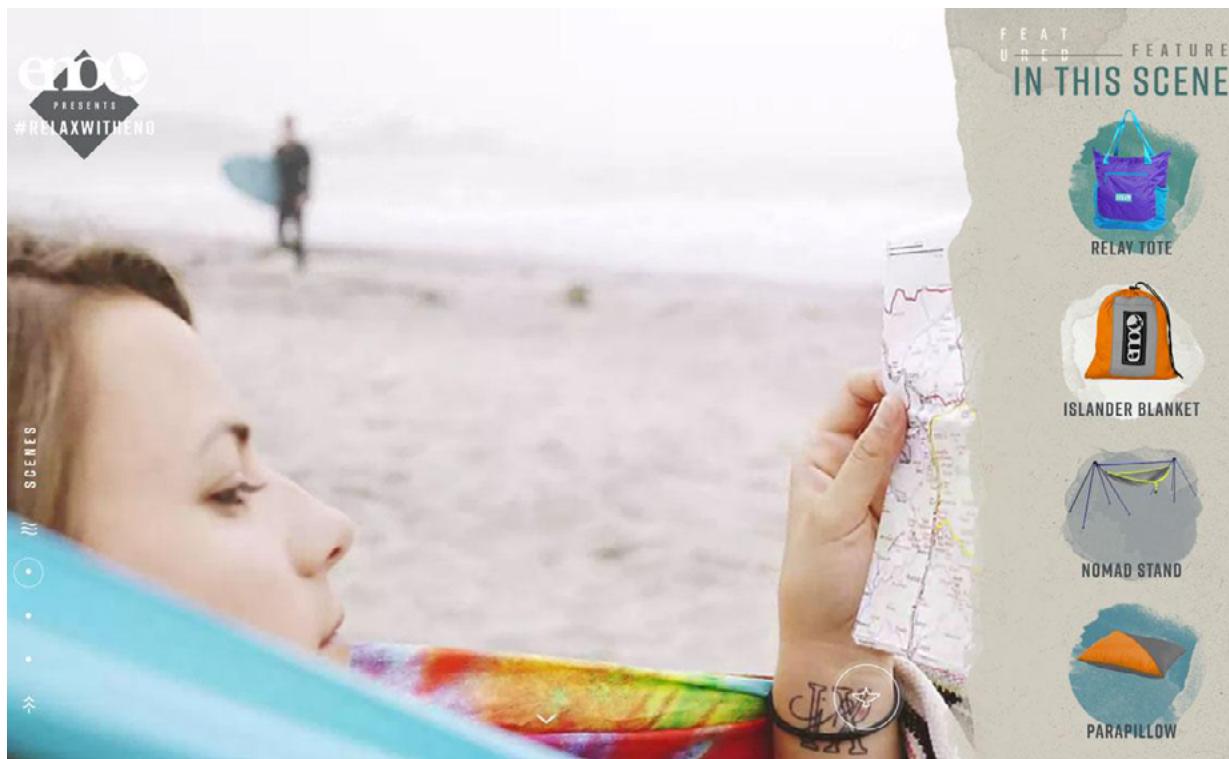


*Twenty One Pilots Bandito*

With so many internet-connected devices relying on sound and voice for engagement, something that designers have shied away from is gaining traction – audio layers in website design.



Movie Music Quiz



ENO

Because of use of more voice and audio devices, users are growing more comfortable with sound in websites generally. While it's still

not 100% recommended to include auto-play sound in the design, using audio as a prominent layer can be an effective tool.

The key to making it work is for sound to be integrated with visual elements. Each of the examples above do this rather well:

- Twenty One Pilots Bandito relies on sound for in an almost virtual-reality world where everything on the screen moves in time with the music from the popular group.
- Movie Music Quiz includes a game that's rooted in sound. The visual matches the audio to create an immersive experience.
- Eno uses sound to set the scene in a layered design for e-commerce. While this is an atypical online shopping experience, it's quite effective. The scenes in the design create an experience so that users can see and hear the products featured on the page. (That is also a layered experience with background video and items from the scene in the sidebar for purchase.)

Note that the common element in each of these designs using sound and visual layers is that the user engages in some way to active sound.

## Conclusion

When it comes to creating interactivity in a website design, think in layers.

Not only are layers a good way to create a scene and establish a story for a website design, but they can also help you organize content and plan the design in a way that users will want to interact with.

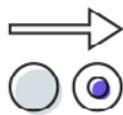
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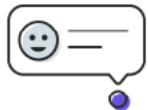
## Iterate:

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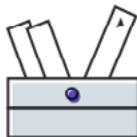
## Document:

Cleanly annotate your designs. Insert custom code snippets that travel with elements.



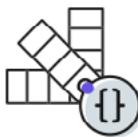
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