

Mobile app design never stops evolving. With changes in customer behaviour and the introduction of the latest technologies, mobile app design trends have altered drastically. As we progress into technological advancement, designers and developers must upgrade themselves by adhering to **mobile app design best practices** to keep giving their best to their end-users.

It goes without saying that permanency can never take us to the heights of success; it also proves to be true in terms of technology. No UI design can be used for ages; it needs evolution from time to time. Even if the fundamentals remain the same, some minute aspects may keep changing with the transition of customer needs and technological development.

In the last few years, app designs have seen a transformation like never before. From bright and bold design requirements to shifting to a minimalist approach, there have been contrasting changes within every few months. To take a sneak peek into the mobile app design trends of 2025, let's dig deeper into this post.

Emerging Mobile App Design

Trends for 2025 and Beyond

App UI trends keep changing. To stay updated with this year's amazing design transitions, read on!

The introduction of **chatbots** has shaken every industry a bit. And thankfully, the jolt has mostly proved to be positive. This trend is definitely going to stay in 2025 and beyond as it has a tremendous capacity to improve customer engagement and boost business operations while being cost-effective. Chatbots have redefined the personalisation properties of any business. It also has an increased responsive experience for users. With machine learning algorithms, chatbots can easily comprehend the intent of the user and present to them the exact and relevant information they seek. From customer support to sales and marketing services to design and development,

chatbots can efficiently cover major regions of the business landscape.

Chatbots are not only game changers but are also in a convenient way. They can be integrated into any setup or channel. Handling multiple conversations at the same time is no more dilemmatic. Chatbot helps save time for other pivotal operations that require innovation.

You can now offer your end-users an impactful, free-flowing and seamless user experience through **passwordless login**. Give them freedom from the troubles of remembering multiple passwords or ending up resetting them by using alternate means like face recognition, fingerprint recognition or the much commonly used way of logging in using a phone number. These make the login secure and convenient through the use of biometric authentication and phone number authentication, thus reducing risks of cyber attacks and related breaches.

The data involved in passwordless logins are unique for every customer and are complicated enough to be replicated. This provides a convenient authentication system which will further improve in the coming years.

This is one of the most-liked design trends focusing on clarity, simplicity, and functionality. It is a minimalist design style that uses vibrant colours, **bold typography fonts** and clean lines to create a dynamic interface. **Flat design** is devoid of any gradients or shadows. It is as flat as the name suggests. Although this design style originally featured bright colours, these days, however, you will find flat designs on white background as well.

Flat design has a prominent advantage: it can prioritise content instead of visual clutter. You will find it contrasted with a skeuomorphic style that gives an illusion of 3 dimensions by copying properties in real-life. With the use of minimal textures and simple shapes, flat design ensures that responsive designs load smoothly and fast.

Flat design is particularly beneficial for mobile devices with low-speed internet. It empowers users with a streamlined and enhanced user experience that can easily run on various devices and platforms.

This design aspect has been gaining traction over the years and is expected to be even more popular in 2023 as people are more attracted to simple designs. Like flat design, it emphasises on clarity, simplicity, and functionality. Here, white space is used along with limited colour palettes, a few graphics and crisp typography. It

prioritises content over visual noise and focuses on the app's functionality. With these aspects, minimalism can easily adapt to various resolutions and screen sizes, making it appropriate for responsive design.

Even though this approach has its perks, the lack of visual stimuli can be a challenging aspect as it sometimes becomes difficult to differentiate between various interface elements, providing a user experience that is less intuitive. However, with a creatively genius mind, even a minimalistic design can become a popular face of a business.

Neumorphism is the new-age design trend that is an amalgamation of flat design and skeuomorphism. This creates a distinct and modern aesthetic, attracting more customers towards your product.

Neumorphism has its set of advantages, and versatility tops the list. It can be incorporated into various app design elements like icons and buttons, allowing designers to curate a cohesive and consistent user interface that is functional as well as visually appealing.

Even though neumorphism is an artistic innovation, it has its own downsides. It requires careful consideration of contrast, **typography** and colours to make sure the interface is accessible and readable by the target audience.

This is among the most popular mobile UI trends, which involves visual elements intentionally arranged unevenly. You can assess an asymmetrical design by checking line weight changes, irregular sizing, contrasting colours, and different shapes. You can often find such designs in interior decorations, graphic designs, art, construction designs alongside mobile app designs.

To properly achieve an asymmetrical design, one needs to apply certain principles. The principles include balancing the elements of the design and having good contrast between various elements. It also includes taking care of proportion between various elements and creating white spaces whenever needed. Movement is also a crucial principle which involves designing according to the visual perception tendencies of viewers.

App design trends in mobiles are not just stuck to visuals. Designers concentrate on giving the audience a more connecting experience with **voice interactions** like Google Assistant, Siri, and Alexa. VUIs are created using voice recognition technology that enables users to have an interactive app enabling them to command by speaking, simplifying the process as it does not require any keyboard inputs.

One of the prime advantages of VUIs is that it is a much more intuitive and natural way that users can use to interact with different mobile

applications. Voice commands can be quickly provided without the hassle of typing or browsing through buttons and menus. This is especially beneficial for people with visual impairments and other disabilities as well as for those with limitations because of their environment. Furthermore, a voice-controlled personal assistant gives users a way more personalised experience, making the services highly convenient.

This is a common attribute that most mobile apps have and is well-liked for its feasibility. The bottom navigation is the navigation bar that you can find at the bottom of the screen. This attribute enables enhanced engagement by providing easy access to features that are usually used the most. When features are present at the screen's bottom, it becomes easier to access by thumb single-handedly.

This trend can be used to display around 4 to 5 destinations without the need to navigate through multiple options. The features or destinations are labelled using either text or icons representing them.

The present app world is exploring augmented reality to the best extent yet. It is the technology that superimposes different digital content onto the real world. This allows users to interact with virtual objects in a physical space. Augmented reality is the new-age tool that

seamlessly bridges the gap between the physical and the digital world.

It is an advantageous tool that takes user interaction to the next level. For instance, an app using augmented reality to provide an experience of trying apparel or makeup can help users visualise how the products will fit or look on them before making the final decision. This reduces returns and exchanges and increases sales of the products.

This mode gained traction a few years ago and still remains one of the best app UI trends worldwide. It is a user interface (UI) design where the screen has a dark or black background showcasing text in light colours. The black mode is particularly useful for reducing strain on the eyes and for improving battery performance.

Dark backgrounds were originally designed to reduce the blue light emitted by the screen, which is responsible for straining the eyes, especially in areas having low light. The aesthetic appeal of dark background is another USP that keeps users enticed. These days, dark mode is used to exude a premium look while also going mild on the eyes and on the batteries.

The dark mode requires limited energy to display pages, extending battery life on devices having AMOLED or OLED screens. You can

remain focused while using the dark mode as it reduces distractions and improves concentration. So reading and editing on mobile devices becomes less strenuous and more interesting. Also, **Dark mode best practices** are crucial for optimizing the user experience in low-light environments.

The semi-transparent or fully-transparent backgrounds with blurred glass-like effects used in the current displays are popular as glassmorphism. It creates a three-dimensional effect and gives the screen a layered feel and look. The visuals of this mode are absolutely intriguing as it gives a sense of dimensionality and depth, making the app look edgy and visually classy. The glass effects of this mode ensure transparency and openness, building credibility among users.

Glassmorphism is a highly flexible and diverse mode. It can be perfectly integrated into various contexts and applications. It can fit perfectly in any context, from simple interfaces to further complex ones. Plus, combining this trend with others like flat design and minimalism creates a distinct, visually alluring design. Many prominent companies like Microsoft and Apple have been known to use glassmorphism to accentuate their visuals.

Mobile app trends in 2023 are more focused on making user experience better. The trends are intuitive, aesthetically attractive, and

highly engaging. With the dominance of voice user interfaces and chatbots, with the use of flat design, minimalism and other design types, the process of **designing a mobile app** is expected to see a magnificent change that will create better navigation facilities and attractive modes. Plus, the dominance of user-generated content and bottom navigation, and emerging trends like neumorphism and glassmorphism, will add new dimensions to the design of mobile apps.

While there's a core **cost to design a mobile app**, additional expenses arise when implementing advanced features and modern design enhancements. Striking the right balance between your design budget and these investments is crucial to delivering a high-quality, engaging app without exceeding your financial limits.

By merging these trends with **fundamental mobile app design principles**, it's possible to craft a highly engaging and fully optimized mobile app user experience that delights users and ensures high satisfaction levels.

These advancements are designed to enhance navigation and create a more immersive user experience. To keep your app competitive and user-centric, consider collaborating with a professional **mobile app design company**. Their expertise can ensure your app not only looks

exceptional but also provides a seamless user experience, helping it stand out in a crowded market.

To accelerate your business's mobile UX, we at Design Studio, an **innovative UI/UX design agency** offer exceptional **UI/UX Design and consulting services**, designed to incorporate unique designs and seamlessly amalgamate them with existing much-liked **design trends**. So, feel free to collaborate with our UI/UX designers to see your venture reach skyscraping heights in no time.

The New Year commonly brings new trends and approaches to designing mobile applications. 2025 is not an exception. This year, we anticipate to witness a series of creative mobile app design trends. From minimalist to neo-brutalism, such trends are implemented in mobile app templates, which are already available for download and offer a solid ground for creating impressive UI designs for mobile apps. This article highlights the major trends for creating a **mobile app UI design** in 2025 and presents several examples of mobile app templates to apply those trends in practice.

Minimalism with a Purpose

In 2025, minimalist UI designs will still be trendy. However, clean mobile app UI designs will focus on functionality this year. We anticipate witnessing many mobile applications featuring simple designs emphasizing important information and features being prominently displayed within user interfaces. 2025 brings the era of mobile applications that do more functions with fewer elements yet deliver user-friendly designs.

Dynamic Gradients and Vibrant Color Palettes

We anticipate seeing more UI/UX designs featuring dynamic gradients and vibrant color palettes that create depth and modernity for visual appeal. Designers will integrate mobile app UI with subtle gradients and dynamic themes that adjust based on the time a user interacts with the mobile app.

Personalized User Experience (UX)

The next trend on our list is closely connected to the previously mentioned one. Using personalized UX, mobile applications will deliver personalized content and interfaces based on user behavior and preferences.

Dark Mode Domination

Many mobile app UI designs are expected to be designed in dark colors. Such color schemes remain popular due to their energy efficiency, reduced eye strain, and contrasting bright elements. Combined with a playful gamified experience, dark mode layouts will reshape digital experiences, focusing on engagement and inclusivity.

Responsive Design for Wearable Tech

Creating responsive designs is no longer enough. The number and diversity of wearable technology get more impressive. In 2025, mobile app UI designs will be about creating simple and functional interfaces.

The shift to using wearable technology suggests mobile app designs should deliver more enjoyable yet functional user experiences.

Neo-Brutalism

Neo-brutalism suggests using raw, bold design with crisp typography and high-contrast elements for striking visual appeal. Such designs feature edgy fonts with sharp, angular elements, bringing a unique touch to the unusual aesthetics of neo-brutal designs.

AI-Powered Features

The shift toward integrating artificial intelligence (AI) in mobile app UI designs will be more immersive. In 2025, we anticipate watching more mobile app UI design tools featuring virtual assistants and chatbots integrated into app interfaces. Integrating AI-powered features bridges the gap between functionality and delivering meaningful user experiences.

How Much Does It Cost to Design an App?

The cost of designing an application depends on the approach you choose to build it. Working with mobile app templates is the most cost-effective solution, letting you create an outstanding mobile app UI design based on a ready-made template priced much less than \$100.

Designing for 2025 isn't just about hopping on the latest trends — it's about creating experiences that truly matters the most. As the digital world is changing faster than ever, UI design is shifting to meet new challenges and opportunities.

What's your take — will simplicity, bold visuals, immersive experiences or designs that truly connect with users define the best designs of this year?

So, without further ado, let's dive into the top UI design trends for this year!

1. Big Typography

Big Typography uses oversized, bold text as the main visual element.

Large, bold fonts dominate the composition, turning text into a key visual element. It grabs attention, enhances readability, and adds personality to the design, often paired with clean, minimal layouts.

2. Brutalism

Brutalism features bold, large typography and a monochromatic color scheme, creating a raw feel.

The design avoids any unnecessary decoration and uses rigid, grid-like structure for clarity!

3. Morphism

Morphism blends sharp focus with smooth gentle blur transitions, creating a modern, fluid feel.

The fluid transitions between clarity and blur enhances the interface's depth and interaction, making it more intuitive and visually engaging.

User interface design is undoubtedly one of the most rapidly changing industries. Fresh trends emerge daily as individuals and businesses seek innovation to distinguish themselves from the competition.

As we find ourselves in 2024, user interface design is undergoing an even more captivating transformation. Notably, integrating AI is pivotal in reshaping the field, resulting in a **new User Interface (UI) Design** era.

If you're in this field, you should know about these 17 UI Design trends in 2025:

- Real-time Content
- User-controlled Layouts and Customizable Dashboards
- Minimalism and Buttonless Design
- A Fully Immersive Scrolling Experience
- Dark Mode in the Light Version
- Biometric Authentication

- Large Font Size
- Generative AI Design
- Progressive Web and Mobile App UI Engagement
- Progress in User Interface Technology
- VR/AR Immersion
- Displaying Complex Information and Visualizing Data
- Emotion-Based Interfaces
- Content-Focused Design
- Raising the Number of Micro-interactions
- Card UI Component
- Retro UI

These trends will take you to the next level as a designer, or even if you adopt these in your product, it'll help you stand tall in the crowd. Okay, let's explore the hot UI design trends in 2025; no more waiting around!

Many UI design trends have gradually occurred since the latter part of 2024. However, these are some of the most trending design practices that make a difference in the industry.

2025 Latest UI Design Trends and Styles

If you're in creative design field, you should know about these 17 UI Design trends in 2025:

1. Real-Time Content

Real-time content is a significant trend in UI design for 2025. Live updates and instant data feeds shape user experiences, providing a new level of immediacy. Many sites are adding real-time information to enhance user engagement. Visitors can access live data, making quick decisions based on the latest updates.

Real-time content makes browsing more dynamic and interactive. Users stay on the page longer because they find value in information that changes as they watch. This trend keeps people engaged and eager to explore more. Whether news, sports, or stock updates, real-time content draws people in and holds their attention.

2. User-Controlled Layouts and Customizable Dashboards

User-controlled layouts and customizable dashboards are setting the stage for 2025. With AI and machine learning advancing, hyper-personalization is more accessible than ever. Interfaces now respond to user preferences, showcasing data and features that align with each individual's habits and interests.

Customizable dashboards allow users to organize tools and information to suit their workflows. This flexibility enhances productivity and creates a more

personal experience. Users decide what's most useful to them and arrange it accordingly.

Predictive UI components add even more depth. By analyzing user data, interfaces can anticipate needs and offer relevant shortcuts or recommendations, making navigation faster and more efficient.

3. Minimalism And Buttonless Design



Imagine you have a messy room, and someone comes in to clean it up. They take away all the extra things lying around and arrange what's left in a smart way. This makes the room look simple but really nice. Well, that's what UI minimalism is like – cleaning up a design so it's simple but works well. It's like making a message clear and things looking good.

Now, there's this other idea called buttonless design that goes along with this simplicity trend. Instead of having buttons on a screen that you need to click, the design itself is so easy to understand that you know what to do just by looking at it. It's like having a picture that shows you what to do.

People nowadays are sophisticated, and they like easy things, work well, and also look nice. So, when designers use both minimalism and buttonless

design, they make the screen less overwhelming. This makes the whole experience better for the user.

4. A Fully Immersive Scrolling Experience

Immersive scrolling is an exciting trend, making waves in 2025. Often called "scrolly-telling," this approach combines content with movement, creating an interactive experience that draws users deeper into a site. By weaving animations and dynamic features with static elements, immersive scrolling makes each scroll feel purposeful and visually engaging.

Sites using immersive scrolling encourage visitors to explore more thoroughly. Each scroll reveals a new part of the story, inviting users to engage with content they might otherwise skip. This method is especially effective for brands with rich stories to tell.

However, immersive scrolling needs to match a brand's objectives. It works best when it enhances user experience and aligns with marketing goals.

5. Dark Mode in the Light Version

A survey published on Medium revealed that 82.7% of respondents utilized the dark mode on their devices. The results of studies conducted by Android

Authority and Polar were comparable, with 91.8% and 95% of respondents expressing a preference for dark mode.

Apple claims that dark mode "makes it easier to concentrate on work." Also, according to Microsoft, the dark mode can "reduce eye strain and extend battery life." Google claimed this function "improves visibility for people with limited vision and those sensitive to bright light. The marketing message was received: Consumers desire the product.

The dark mode UI is a style of design in which the text is light, and the background is dark. Even in the lite version of an app, people expect dark mode. This color scheme makes device screens less bright, and some studies have shown that it helps improve visual ergonomics by making it easier on the eyes.

Extending eye fatigue is helpful for interfaces where people must read a text on top. It saves some battery power. As a result, dark mode is now a trend in user interface design.

This example of the dark mode website will make the concept clearer.

6. Biometric Authentication

Biometric authentication will soon become a standard for digital access. By 2025, this technology could replace passwords, offering security and ease. Methods like fingerprint, palm, voice, and face recognition allow users to log in without the hassle of remembering complex credentials.

This approach strengthens security and makes logging in a seamless experience. With biometrics, users enjoy quick access, protected by unique personal identifiers that are difficult to replicate.

As more platforms adopt biometric authentication, this trend will enhance convenience and safety, making digital interactions smoother and more secure by 2025.

7. Large Font Size

Using larger text for UI design is becoming increasingly popular, especially this year. The idea behind this trend is to make it easier for you to read and understand information without straining your eyes.

This trend is becoming popular for a few reasons. First, larger text is easier to read, especially on smaller screens, so that you can go through information more smoothly.

But it's not just about readability – designers use bigger fonts to create more user-friendly and engaging designs. This can enhance your experience when you're using apps or websites.

Plus, big fonts lend designs a modern and stylish look, making them stand out with a bold visual impact. And with screens getting more prominent these days, using larger fonts makes good sense – it fills up the space nicely and goes well with the preference for larger screens in devices.

8. Generative AI Design

Generative AI design is transforming how websites are created. This trend will likely become a central part of the design process, enabling faster, more efficient workflows by 2025. Generative design, powered by AI, supports tasks like content creation, icon selection, and layout formatting. These tools save time, reducing the manual effort needed for many design elements.

AI doesn't replace designers; it enhances their abilities. With the right generative tools, designers can focus on creative, high-level tasks while AI manages repetitive details. This collaboration results in polished, user-friendly interfaces that meet modern standards.

Several tools make generative design accessible like:

Uizard

Uizard enables users to generate an app, website, and desktop software designs by simply inputting text prompts. It's designed for rapid prototyping and is user-friendly, even for those without design experience. It transforms text descriptions into UI designs.

Adobe Firefly

Integrated into Adobe Illustrator and Photoshop, Firefly introduces features like Generative Shape Fill and Text to Pattern, allowing designers to create

intricate designs and patterns through text prompts. It's Generative AI features for vector and raster graphics.

Openv0

Openv0 is an open-source framework that enables developers to generate UI components by describing the desired interface. It supports frameworks like React and Svelte, streamlining the transition from concept to code.

Components AI

Components AI offers tools to design custom generative components, pages, and sites. It allows users to explore and create designs using parametric controls, facilitating rapid design exploration and iteration.

9. Progressive Web and Mobile App UI Engagement

Progressive mobile and web user interface engagement will become increasingly important by 2025. As users expect more interactive and responsive experiences, designers must focus on creating seamless, intuitive interfaces. Progressive UI adapts to a user's actions, showing relevant content when needed.

This trend improves engagement by offering dynamic interactions based on user behavior. Mobile apps and websites will be smarter, anticipating user

needs and delivering personalized experiences. Interfaces will respond instantly to actions, creating a flow that keeps users engaged longer.

With this trend, companies can foster stronger connections with users, offering intuitive and tailored interfaces. Progressive UI will likely be a standard, pushing brands to rethink how they design mobile and web interactions, which will enhance user satisfaction and loyalty.

10. Progress in UI Technology

Artificial intelligence will transform user interfaces with deep personalization in 2025. AI-driven interfaces will adapt to each user's habits and preferences, creating uniquely tailored experiences. Advances in natural language processing will make voice user interfaces (VUIs) more seamless, enabling effortless speech-controlled interactions.

Augmented and virtual reality are bridging digital and physical spaces, bringing immersive design to new levels. Users will experience more engaging and lifelike interactions as AR and VR become standard in interface design.

Biometric systems, such as facial recognition and fingerprint scanning, enhance security and simplify access, making interactions smoother.

Expanding beyond traditional screens, the Internet of Things (IoT) integrates innovative environments, connecting various devices for a more interconnected and comprehensive user experience. These changes make digital interactions more intuitive, secure, and inclusive.

11. VR/AR Immersion

VR and AR immersion will reshape digital spaces by 2025, creating deeply interactive and dynamic experiences. Websites now go beyond flat screens, allowing users to step into 3D environments and engage with virtual elements directly. For e-commerce, customers can try out products in real time, like visualizing furniture in their rooms or testing makeup virtually.

Immersive experiences add a sense of realism that traditional websites cannot match. Users can explore, experiment, and interact as if physically present, making online shopping and browsing more impactful.

Web developers incorporate VR and AR to enhance user engagement, turning websites into interactive digital playgrounds that draw users in and encourage exploration. This shift promises a new era of digital interaction, setting a high bar for engagement and satisfaction.

12. Displaying Complex Information and Visualizing Data

Displaying complex information and visualizing data is becoming essential in web design. With increasingly sophisticated data available, websites need clear and engaging ways to communicate it. Data visualization allows users to grasp complex ideas through simple visuals, transforming raw data into something relatable and understandable.

Data visualization turns dense information into charts, infographics, and interactive elements, making it accessible to a broader audience. Businesses can present insights, trends, and statistics to capture attention and enhance comprehension.

As new tools emerge, creative data visualization uses in web design are expected to grow, helping users interact with and understand complex information seamlessly.

13. Emotion-Based Interfaces



A few years ago, many smartphones started using camera interfaces that could capture pictures through expressional commands. But back then, there were some problems with accuracy and response time. As technology improved, they got better at this.

Now, designers are using this idea more often for different products. These products that understand emotions use colors, shapes, and other things to make people feel certain ways. They look at how people first react, how they use the device, and what they remember about it later.

Instead of having buttons you press, like on a remote control, these interfaces understand how you feel and what you want to do. This makes it easier for

you to get things done. And now, in 2023, with smarter computers, this idea is getting even better. Today, designers focus more on what people need, so this is a popular topic in making things easier to use.

14. Content-Focused Design

Content-driven design remains a key focus for 2025, with an even greater emphasis on presentation. Organizing and highlighting material effectively transforms how users interact with a website, making it essential to establish a clear visual hierarchy. This hierarchy guides visitors' attention to critical elements, whether text, images, or videos, ensuring each piece of content serves its purpose.

A thoughtful design leads users naturally from one element to another, encouraging engagement and immersion. Visual cues, strategic layouts, and intentional use of colors make information accessible to follow and understand.

When done well, content-driven design enhances user experience and fosters brand loyalty by creating memorable, meaningful interactions with the content.

15. Raising the Number of Micro-Interactions

Micro-interactions are set to play a significant role in UI design by 2025, transforming user experiences with small, impactful touches. These subtle interactions guide users, enhance engagement, and add a sense of personality to apps and websites. Micro-interactions, like swiping instead of clicking or seeing a microphone icon pulse to show it's active, make interfaces feel responsive and intuitive.

Mini-interactions provide feedback after actions, highlight important information, and make navigation smoother. The latest styles favor exceptionally lightweight Lottie animations to keep interactions fluid without slowing down performance.

By blending humor, emotion, and personalization, micro-interactions create a warm, approachable interface that leaves a memorable impact, helping users connect on a deeper level with digital platforms.

16. Card UI Component

A card UI component is like a digital playing card. It holds similar information together and can change its size. You can use it to show different things, like products, pictures, or articles. Cards work well on phones because you can scroll through them quickly. You can also change what's in a card, like adding different content or media.

They're super helpful in tidying up information, which is extra important when there's much data. People have been using card UI for a while, but by 2025 it will be even more popular.

People will use cards to make flexible designs that look great and can do many things. Designers can make excellent and modern interfaces using cards that are easy to use and look good.

17. Retro UI

Retro UI is a trendy design trend that's gaining a lot of traction in 2025. What it does is mix together old-school stuff like simple shapes, textures, and natural colors. It's like taking inspiration from things like vintage styles, the 80s and 90s vibes, and even magazines and posters from back in the day.

The neat thing about this trend is that it makes websites and apps look unique and different. Instead of going with the usual styles, Retro UI catches your eye with its unconventional look. It's all about making visitors go, "Whoa, that's interesting!"

And guess what? Retro UI is one of the big design trends of 2025. It's all part of the plan to make users feel at ease using products, help brands stand out from the competition, and make them appealing to everyone.

18. Tall Card Trend

The "Tall Card" trend is quickly gaining popularity in UI design as it adapts to our evolving phone usage habits. Traditionally, UI cards were kept short to fit more content above the fold for quick viewing.

However, with taller layouts, designers are adopting more vertical space, improving the presentation of information. Taller cards allow users to interact more with content, encouraging scrolling and deeper exploration. The change leads to a more streamlined user experience that makes the designs feel less cluttered and easier to navigate.

Designers can create visually engaging layouts and effectively present detailed content using tall cards. As mobile browsing continues to dominate, keeping up with these trends ensures that a user-friendly design is in sync with modern preferences.

19. Lighting Effects & Animations

Lighting effects and animations are becoming essential elements in modern UI design. These dynamic features improve the user experience by adding depth, focus, and interactivity to interfaces. Subtle lighting effects, such as glowing buttons or hovering highlights, draw attention to critical elements while giving the design a more vibrant and immersive feel.

When done right, animations bring movement that guides users' attention smoothly through the interface. This makes the design feel more alive and improves usability by clarifying actions and transitions. The key is to keep

these effects minimal and purposeful. As mobile and web design changes continuously, lighting effects and animations will remain powerful tools for creating engaging, standout interfaces.

20. Neumorphism 2.0

Neumorphism 2.0 is a fresh take on UI design trends emphasizing soft, three-dimensional elements. It uses subtle shadows and gradients to create the illusion that buttons, sliders, and cards either recede into or pop out from the background. This effect gives the design a tactile, almost physical feel, making it seem like the interface components are real.

It is less cluttered than traditional designs, featuring soft, layered aesthetics instead of harsh lines or bright colors. The minimalist approach relies on muted tones and smooth, fluid shapes, making it visually pleasing and easy on the eyes. A standout feature is the 3D effect, which adds depth and interaction without overwhelming the user.

21. Fluid & Liquid Design

Fluid and liquid design is gaining traction as a key trend in modern UI design. Unlike fixed layouts, fluid design uses percentages for widths, allowing content to adjust based on the available screen or browser size. This approach ensures that websites and apps are more flexible and responsive, providing a better user experience across various devices.

Liquid design emphasizes accessibility, as it can be tailored to support users with visual impairments using relative font sizes and adaptable layouts. To implement fluid design, designers often rely on CSS techniques, which allow for cleaner, more efficient code and better SEO performance. Fluid design is shaping the future of web interfaces by prioritizing usability and accessibility for all users.

22. Functional Art Design

Functional Art Design is an emerging trend in UI design that combines aesthetics with practicality. This style transforms everyday elements like buttons, icons, and navigation bars into visually appealing designs while keeping them easy to use. Functional art design focuses on creating visually stunning designs that are also simple to use and navigate.

With Functional Art Design, designers focus on creating aesthetically pleasing interfaces. At the same time, they ensure that every visual element serves a clear purpose and enhances usability.

This trend is prevalent in apps and websites that want to stand out and engage users more emotionally. By merging form with function, Functional Art Design is reshaping how we experience digital interfaces, making them user-friendly and visually captivating.

23. AI-Driven Personalisation

AI-driven personalization is reshaping UI design by tailoring experiences to individual users. Using machine learning, designers can create dynamic interfaces that adjust based on user behavior, preferences, and needs.

It also increases conversion rates, as personalized experiences encourage more user actions, like purchasing. Additionally, AI-driven personalization enhances user retention by offering more engaging and meaningful interactions.

To implement this, it's important to anonymize user data when possible, ensure transparency, and prioritize user consent. Regularly checking for bias is also crucial to maintain fairness and trust.

Final Discussion

UI design is reaching new engagement, personalization, and interactivity levels in 2025. These 23 trends highlight how technology reshapes digital experiences, creating more intuitive, efficient, and immersive interfaces.

From biometric authentication to VR/AR immersion, generative AI design, and advanced data visualization, each trend aims to make digital interactions more seamless and meaningful.

Designers now focus on storytelling, real-time content, and micro-interactions to keep users engaged and invested. Personalized dashboards and content-driven layouts ensure that each experience feels unique. Trends like

progressive engagement and content-driven design guide users naturally, creating smooth, enjoyable interactions.

Frequently Asked Questions (FAQs)

What role will accessibility play in UI design trends for 2025?

Accessibility will be essential, with designers increasingly focused on inclusivity. Enhanced voice navigation, adaptable text sizing, and color contrast adjustments will make digital experiences more accessible to users with disabilities. Many trends, like biometric authentication and content-driven design, are also being adapted for accessibility, ensuring every user can engage fully.

How can businesses keep up with rapid UI changes and evolving trends?

Businesses can stay current by investing in flexible design systems and updating their UI regularly. Partnering with designers specializing in emerging trends, like generative AI or progressive engagement, also ensures that websites and apps are always fresh and relevant. Following UI trend blogs, forums, and webinars is another way to stay updated.

Will minimalist design continue to be popular in 2025?

Yes, minimalist design will remain popular, but emphasizing functional simplicity. In 2025, minimalism is evolving to prioritize clean, distraction-free layouts while incorporating personalized, dynamic elements. Users appreciate intuitive, clutter-free interfaces that still offer depth and customization.

How does AI impact the UI design testing and user feedback process?

AI tools are now automating usability testing, providing real-time insights into user behavior. This technology speeds up the feedback loop, helping designers make quick adjustments based on data-driven results, which leads to more effective designs.

What are some UI design trends beyond 2025?

Beyond 2025, we can expect further advancements in AI-driven personalization, multi-sensory experiences (like sound and haptics), and seamless integration of virtual environments. These trends aim to create more immersive, responsive, and adaptive digital spaces.

With 2024 ahead of us, the field of UX/UI design is about to undergo an interesting revolution. [Drawing inspiration from the previous year trends](#) as motivation, let's not only walk but also jump into the possibilities that lay ahead in this blog article. Handpicked and

carefully curated we believe the following trends are going to shape the digital landscape at least in the next eleven months, and even longer.

With the dominative presence of AI reshaping operational efficiency across all organizational units, impacting UI and UX teams is almost certain.

With the stage set and anticipation in the air, let us start with some of the most exciting and transformative trends eagerly waiting to be tried, tested, and embraced.

UI Trends

Retro Groovy Typography

In recent years, the design world has witnessed the dominance of big and bold typography in the UI realm, strategically placing text at the forefront to command attention. 2024 is also ushering in a fresh wave

of creativity by reimagining the aesthetics of the old eras in exciting and innovative ways, like going retro, groovy, and bubbly all the way.

The idea behind this trend is to evoke memories from the 70s and 80s vintage and vibrant designs while making it feel timeless and fun. This design style is influenced by the past and gives contemporary interfaces a nostalgic feel reminiscent of vintage designs. To make their user experiences memorable and unique in the overcrowded digital landscape, designers are increasingly using this aesthetic as a link between the past and the present. Retro Typography is a trend worth watching in the ever-changing field of UX/UI design because it allows designers to create experiences that connect with people deeply by marrying the old and the new in a timeless manner.

The majority of industries can benefit from using retro groovy typography, but retail, cosmetics, and fashion brands can benefit the most from this trend.

Deconstructed hero sections

The hero section is the first greeting the user gets when visiting a website and making it a bit different and out of the ordinary makes it memorable at first glance. The deconstructed hero section trend will take center stage in the following year, pushing the boundaries of conventional approaches to enhance memorability.

The essence of this trend lies in the deliberate act of deconstruction — a departure from the ordinary. Designers are reimagining hero sections by incorporating content snippets, bold typography, and unaligned images, fostering an environment of intrigue and curiosity. By questioning the conventional, designers can create unique entrances that not only grab users' attention but also set the tone for the entire user experience.

Whether the design is minimal or overcrowded by shapes and colors, the deconstructed hero sections will leave the users intrigued to know

more. Do not be afraid to play with the elements and the white space, to create a perfect harmony of the unusual.

Off-white is the new white

In the modern digital era, where screens dominate our daily interactions, a shift in color aesthetics has emerged — a departure from the glaring pure white that tends to strain our eyes. This shift has given rise to the “Off-White is the new white” trend, an aesthetic choice aimed at enhancing the overall user experience.

This has inspired the off-white aesthetic that adds a touch of warmth to the designs, giving them a chic yet classic look. The soft background acts as a canvas, removing the severity of a stark white background so that other design elements can stand out.

As designers have realized the emotional significance of color on the user experience, the move towards off-white tones is a deliberate

decision to achieve harmony between modernism and a hint of classic refinement. This style makes the designs seem not just contemporary but also friendly and approachable.

In essence, the off-white aesthetic is more than a visual choice — it's a strategic decision to evoke a sense of warmth and approachability in design.

Reinventing the cursor

The cursor is the one thing that is always there, but we do not pay attention to it most of the time. And the designers are all about changing that, by elevating its functions and enhancing the experience with an additional degree of interactivity.

Unlike the custom cursors of the late 00s, this reinvention is not just for fun and gimmickry; it prioritizes enhancing the user experience.

Gone are the confusing and purely decorative custom cursors; instead,

designers are exploring innovative ways to make the cursor both useful and delightful.

There are endless possibilities to make the cursor useful, amusing, and practical at the same time. It has become a fluid element that can change and morph itself and the background while hovering over different objects around the website.

Whether it changes shape while hovering buttons, making the background color change while moving the mouse, enlarging certain elements, or anything else you can imagine — it elevates the experience and the whole design of the project. But, of course, as for most things — less is more. The key is moderation — avoid overwhelming effects. Select a few cursor options thoughtfully, maintaining consistency across the entire project for a refined and user-friendly design.

And remember, **this is a desktop-only option** and it would not show on tablet or mobile (or any other touchscreen device). So, treat the cursor as a way to enhance the desktop experience for the user, but not to corrupt it on mobile.

Data visualization

It is not a novelty that today's fast-paced world is dominated by data and a LOT of it. Hence, data visualization is a technique of presenting complex datasets using graphic elements in order to simplify the communication of insights much more effectively and quickly.

Thanks to the rapid advancements in coding and UX/UI design, the era of cluttered charts and tables is fading. Instead, simplified and user-friendly approaches to visualizing datasets have taken center stage. The repertoire now includes graphs, counters, images, and interactive maps, offering an array of possibilities.

Apps like Spotify, Headspace, or Apple Health are going for bigger and improved personalization, that offer simpler and much more insightful data that the users actually need. From their favorite songs and genres to health and fitness insights — the data gives them something to work on and motivates them to be better every day.

Beyond personalization, businesses leverage data visualization to highlight features and achievements. Key points are summarized into clear visual graphics, effectively conveying information to users or stakeholders. In this age of information, data visualization emerges not just as a tool for simplifying complexity but as a powerful means to engage and motivate users or communicate business success.

UX Trends

AR/VR Immersive Experiences

All of the fast-paced technological innovation has brought

Augmented Reality (AR) and Virtual Reality (VR) closer to the

masses more than ever before. This spatial concept has created new design challenges and approaches to seamlessly blend the real and virtual worlds for the user.

The use of these interactive and immersive experiences grows larger day by day. From healthcare, entertainment, gaming, and retail, to education and collaboration — AR and VR have the power to revolutionize how people interact with the digital space and content.

These technologies enable designers to think beyond the boundaries of conventional interfaces. Designers have an opportunity to experiment with advanced storytelling techniques, sound, animation, and 3D objects while designing for extended experiences.

AR and VR can make digital content more inclusive for individuals with impairments. Designers can create user-friendly designs with technology for motor and visual impairments. AR technology can guide visually impaired individuals through a facility, increasing independence. Advanced technologies can simplify the user interface by enhancing interactivity.

Prominent examples of these advancements include Apple Vision Pro, Meta Quest Pro, and Meta Wayfarer. Apple Vision Pro, with its cutting-edge AR capabilities, showcases the potential for seamless integration of digital information into the user's physical environment. Meta Quest Pro and Meta Wayfarer redefine immersive gaming experiences and virtual interactions, illustrating the diverse applications and innovation that AR and VR bring to the forefront of design considerations. As these immersive realities become increasingly integral, the possibilities for innovation and inclusion continue to expand.

Voice User Interfaces (VUIs)

Speech recognition technology known as voice user interface, or VUI, enables voice commands to be used to communicate with a computer, smartphone, or other devices. They are becoming increasingly popular, from smart home devices like Alexa, and smart assistants like Siri, to the voice search option on YouTube and Google.

Smart home devices like Amazon's Alexa, for instance, respond to voice commands to control lights, play music, or provide information. Siri on Apple devices engages users in natural language conversations, performing tasks, and answering queries. Platforms like YouTube and Google enable users to explore content vocally, enhancing accessibility and convenience.

The demand for more effortless and hands-free interaction thanks to the development of gesture control and voice assistant technologies, gives more opportunities for UX designers to focus on creating simple-to-use and effective voice interfaces. This helps ease the user's interaction with the digital space without using conventional input methods like a touchscreen, mouse, or keyboard.

As the world embraces the harmonious marriage of speech and technology, VUIs stand at the forefront of this transformative wave in user experience design.

Multi-Modal Interfaces

Addressing the various types of interfaces separately in the previous 2 topics brings us to the multi-modal interfaces that combine a range of inputs, including touch, manual gestures, pen, and speech.

Examples from our discussions on AR, VR, and VUI often embody multi-modal characteristics. Apple Vision Pro, Meta Wayfarer, and voice assistants like Alexa exemplify the fusion of touch, gestures, and speech, providing users with a rich and diverse interaction experience.

In the words of Diana Deibel and Rebecca Evanhoe in their book “Conversations with Things”, multi-modal interactions align more closely with human interaction patterns, acknowledging the diversity in how individuals engage with the world. This approach allows users to choose and combine input modes according to their preferences and needs.

They reflect the chosen interaction style of the user and facilitate the flexibility to mix and match modalities easily or change input styles to see which one works best for a given job or situation.

These options increase accessibility and give the user the independence to work with various input types and flows.

As we delve into the era of multi-modal interfaces, the focus remains on crafting experiences that cater to the dynamic and varied ways in which users connect with technology.

Generative AI

AI is undoubtedly one of the biggest topics in this past year, from all its benefits to all the hindrances it can create. It has proven to be a powerful tool that can take us places we couldn't even imagine before and can be used in many fields.

By connecting user experience knowledge and the machine learning algorithms that AI can offer, we can create deeply

personalized, user-centric, and engaging experiences. If used mindfully and responsibly this combo can push the frontiers of UX design so it can produce much more accurate, inclusive, and innovative experiences by overcoming the barrier between people and technology.

The question arises: How can we harness the power of AI today to enhance user experiences? Here are key aspects where AI proves to be instrumental:

- **Ideas Exploration:** Test and analyze your ideas and concepts by exploring all possible contexts.
- **UX Research:** Learn about new topics, assess new workflows, ask for resource suggestions, draft and

upgrade user questions and protocols, analyze data faster, and provide better reports.

- **Data-Driven Decision-Making:** Much more in-depth and comprehensive data will lead you in the right direction to create captivating user-centric design decisions.
- **Personalization:** Use this technology to help you dig deeper into the preferences and needs of each user to create tailored experiences.
- **Accessibility:** Since AI has the ability to explore all circumstances and scenarios, it can be of great benefit to help you create accessible and inclusive decisions and designs.
- **User Testing:** Evaluate the methods you've used so far, explore new options, and conduct much more explorative user tests.

...and many many more!

A Balance Between Personalization and Privacy

Personalization and privacy are like two ends of one rope.

Personalization on one end, gives the user the sense of understanding their needs and wants and additionally simplifies their interactions. On the other end, for personalization to work as well as it does it needs user data about their behaviors, habits, and needs.

In order to balance the rope, designers are tasked with a few challenges to satisfy both ends in the interest of the user and their experience.

Approaching this intricate challenge requires a strategic combination of empathy, education, and objective goal-setting:

- **Empathy:** When we empathize with our users, we can more clearly see their side and have more respect for their context, feelings, fears, and wants. Additionally, it gives us a broader view to take into account important aspects like accessibility, usability, transparency, security, and many more. Gathering regular feedback from our users can help us understand their points of view much better.
- **Education:** We can not expect our users to know everything about privacy and data collection. It is our job to educate them about all the advantages and disadvantages of personalization, all the ways they can control their data privacy, and give them options to change their setting whenever they wish to do so.
- **Objective goal-setting:** Last, but not least is the question “What goals are you trying to accomplish for your users and the business with personalization?”. If

you have a clear vision of the exact needs and uses, most of the inappropriate and intrusive situations can be avoided.

In navigating the tightrope between personalization and privacy, the synthesis of empathy, education, and objective goal-setting emerges as the guiding light. This strategic approach not only preserves the user's sense of agency but also fosters a design ethos rooted in respect, transparency, and the shared pursuit of meaningful goals.

Honorary mention

Digital Wellness

As an honorary mention this year we chose to cover the topic of wellness in the digital era. Technology has revolutionized the world, making it more connected, and has increased accessibility to news and information while also changing how we work and learn. But, we can all find ourselves consumed by it both at work or in our personal lives, which can occasionally make us feel like we are in an unstoppable overwhelming vortex. The rising concerns about our relationship with technology have made us question how mindful we are about what, when, and how much we consume tech daily.

That is why native apps like Apple Screen Time and Google's Digital Wellbeing are tools made intentionally to help us increase our awareness and reexamine our digital habits. They offer a variety of statistics and options to help you use technology mindfully, including daily app limit timers, do not disturb mode, pausing distracting apps, bedtime mode, and more.

There are also apps out there that are made with the intention of promoting overall well-being and mindfulness in the digital space, like:

- **Headspace:** Helps you practice mindfulness, intentional breathing, and meditation.
- **F.lux:** Makes color changes to your display depending on the time of day by making it warmer in the nighttime and cooler during the day.
- **Sleep Cycle:** It monitors your sleep cycle and wakes you up when you're in light sleep for a more restful morning.
- **Evernote:** Save all of your ideas by typing a written note, or adding a picture, voice recordings, and drawing to help your mind be more organized and decluttered.

- **Pocket:** Save what you want to read, listen to, or buy from all over the internet and access it in a clutter-free and calming space.

In today's world, it's crucial to prioritize user well-being when designing. Simple tweaks and changes can lead to a whole new experience for users and change their behavior toward our products.

In our selection of trends for this year, our primary consideration was to inspire designers to break free from conventions, rethink user interactions, and inject creativity into every pixel. From the embrace of nostalgic vibes to the integration of cutting-edge innovations like AI and AR/VR, the future of UX/UI design is poised for an exciting evolution.

It's crucial to emphasize that this curated list of trends goes beyond mere predictions; it serves as a blueprint for the transformative evolution of digital experiences. These trends are not just suggestions but powerful tools for designers to shape the way users engage with technology.

So, as we conclude, we encourage designers to embrace boldness in their creations, to let their imagination run wild, and to be at the forefront of innovation. The canvas is vast, and the innovation potential is boundless. Design boldly, and let the spirit of innovation continue to flourish. 🌿
