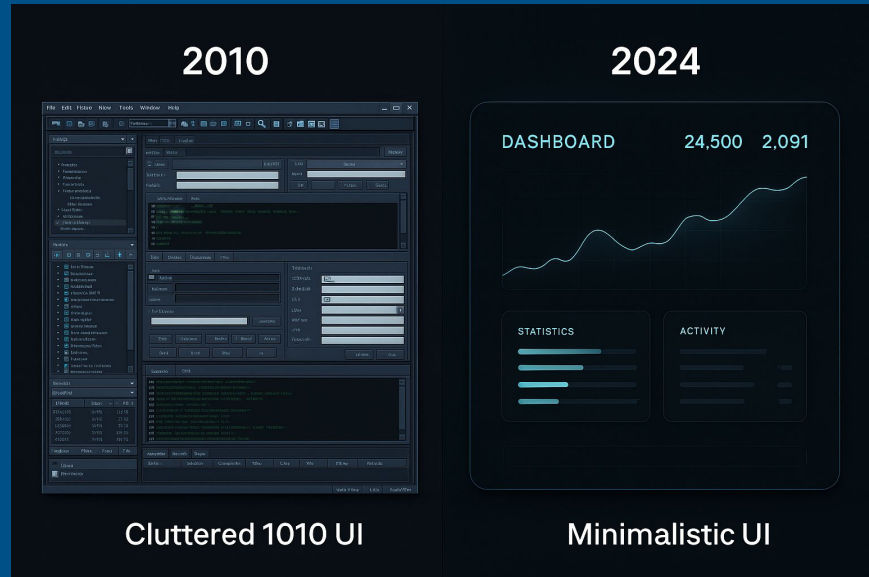


The rise of “Boring” Design (Minimalist UIs)

Md Kaif 2022289



1. **Rationale (03)**
2. **Literature Survey (04)**
3. **Gaps & Criticisms (06)**
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Rationale

From Apple to Airbnb, minimalist design dominates modern interfaces but its 'one-size-fits-all' approach risks eroding brand identity and user delight. This research investigates why minimalism wins (speed, usability), what it loses (emotional connection, discoverability), and how to balance clarity with creativity.



What Research Says About Minimalist Design

Visual Traits

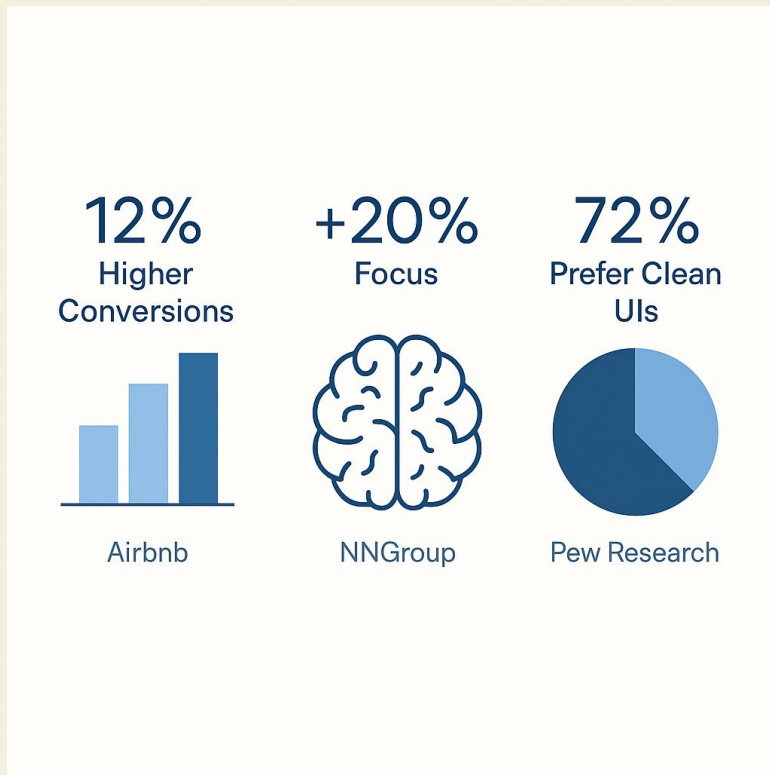
- Flat Design (no skeuomorphism)
- Limited color palettes (e.g., Airbnb's 3-color rule)
- Hidden navigation (hamburger menus, progressive disclosure)

Data-Backed Benefits

- **12% higher conversions** on minimalist sites (Airbnb, 2021)
- **20% increased focus** with strategic whitespace (NNGroup)

User Preferences

- **72% prefer clean interfaces** for task efficiency (Pew Research, 2023)
- **68% associate with “trustworthiness”** (Stanford Study)



Case Study: Airbnb's Redesign

Old vs. New UI Comparison

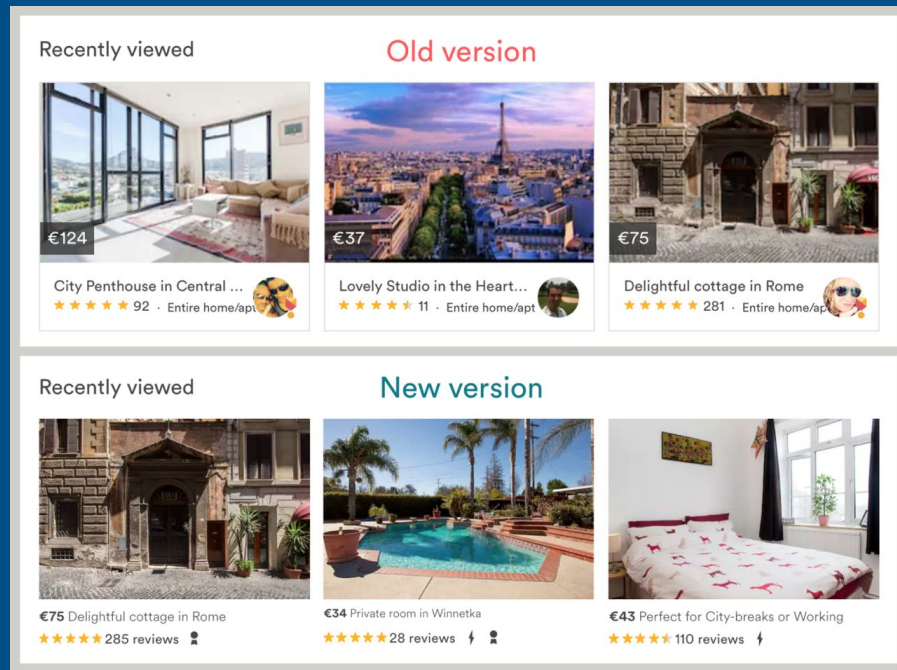
Old Version (Cluttered):

- Text-heavy listings (e.g., “Lovely Studio in the Heart...”
- Inconsistent review formatting

New Version (Minimalist):

- Clean cards with uniform review display (★ 4.8 · 255 reviews)
- Bold imagery, reduced text

Result: 12% boost in bookings post-redesign.



Gaps & Criticisms

Brand Identity Loss

- Example: Instagram's shift from playful (2010) to generic (2024) icons.
- Data: 61% of users couldn't recognize rebranded apps (2023 UX Collective study).

Discoverability Issues:

- Example: Twitter/X's hidden bookmark icon led to 42% drop in saves (TechCrunch, 2023).
- Quote: "Minimalism often means burying features."-NNGroup



2010



2010 - 2011



2011 - 2016



2016 - 2022



2022 - now

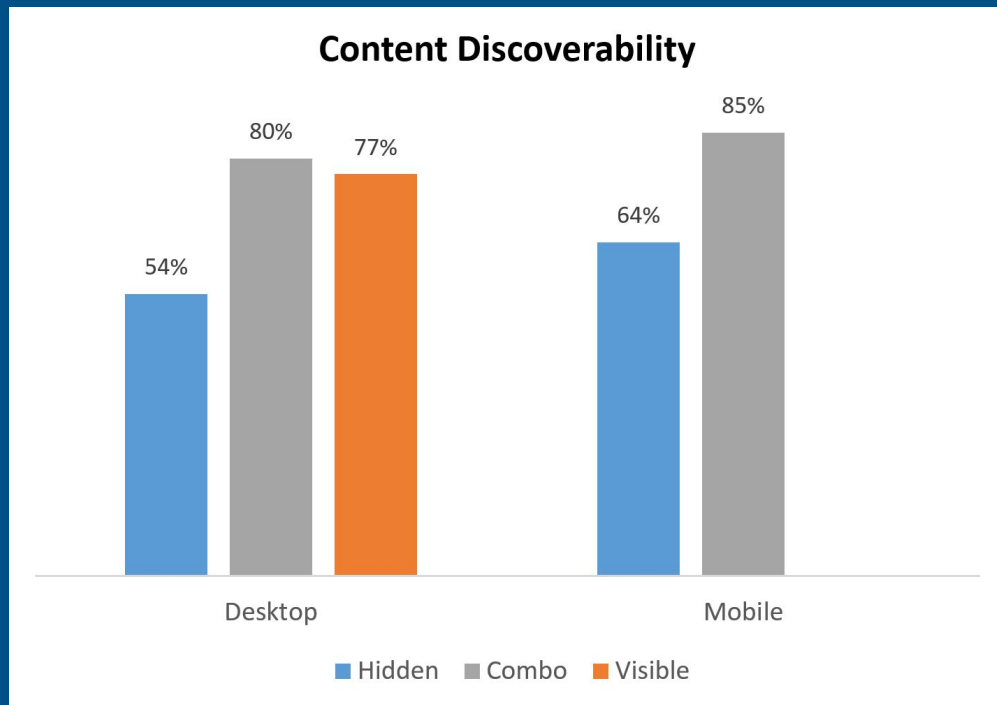
Emotional Sterility:

Example: Spotify's removal of artist illustrations made playlists feel “cold” (User feedback).

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NNGroup Findings:

1. Hidden nav (hamburger menus) made users less likely to find content vs. visible navigation.
2. Users relied on search as a crutch when navigation was hidden, adding friction.
3. Combo/Visible navigation improved completion rates across desktop and mobile.



Relevance

Why This Matters Now?

- **AI Accelerates Homogenization**
 - Tools like ChatGPT/DALL-E mass produce generic templates, eroding unique brand voices.
- **The “UI Uncanny Valley”**
 - AI-generated designs look polished but feel soulless (e.g., identical Shopify stores).
- **Designer’s Dilemma**
 - “Do we prioritize AI efficiency over human creativity?”



Conclusion

Wins: Speed, trust, and usability make minimalism dominant.

Costs: Brand identity erosion, hidden features, and emotional stability.

Future: Balance AI efficiency with intentional creativity (e.g., “playful minimalism” like Notion’s subtle animations).



Citations

- Airbnb's 12% Higher Conversions with Minimalist Design:
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- Pew Research on User Preferences for Clean Interfaces:
 - <https://www.pewresearch.org/science/2024/06/27/how-americans-view-national-local-and-personal-energy-choices/>
- Airbnb's Redesign Case Study:
 - <https://uxdesign.cc/key-takeaways-from-airbnbs-winter-redesign-c1de0efa7818>
- AI's Role in Design Homogenization:
 - chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://www.famu.edu/academics/cypi/pdf/HAI_AI-Index-Report_2023.pdf?utm_source=chatgpt.com
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