Trends in Website Design

In the article/study titled "Trends in Website Design" by Golander, Tractinsky, and Kabessa-Cohen, it was stated that website designs follow a pattern similar to how trends work in fashion. Also, in the study, users, both designers and non-designers, were tasked to evaluate websites based on the website's category whether it was faded or design trends that were from the last generation and out-of-date from the current generation, past-peak, or design trends that have already peaked and can still keep up with the current trends and are still used during this generation, and current, which is the trend for website design as of the time of the study. In the results, their hypothesis was correct in which that designers are much more accurate in determining the current trends of website design compared to non-designers, as users that were non-designers like the past-peak trends more than the current trends compared to designers.

I can infer that the more the design of the website adapts with the current trend, the probability of existing functionalities which are needed by ordinary users disappearing is likely to happen, therefore, the non-designer thinks it could be out-of-date instead of thinking that it is up-to-date because it is the current trend, and also the non-designer likes the past-peak trends of website design more compared to the current trends because non-designer users are accustomed to the website design of the past-peak trends and its functionalities, and the current trend of website designs may not fit on what they would like to see on a website. Also, compared to designers, non-designers are less innovative when dealing with the appearance of the websites, thus it is also a factor in why designers like the current trend more and categorize the websites by their recentness better compared to non-designers, as they focus more on the trend and innovation of designs of the website compared to the user-friendly functionalities of the website. Therefore, I can determine that sometimes keeping up with the current website design trends might not be too user-friendly, and settling on past-peak trends could be much more accessible to the majority of users which are usually non-designers based on the data results shown in the study.