

Comprehensive Research & Analysis for Evision IT's UX/CX and Digital Strategy (Jan 2026)

1. Industry-wide Trends & Best Practices

1.1 UI/UX & CX Trends

Theme	Evidence & Insights	Implications
Dark & light themes	Recent UI/UX trend reports note that dark mode has moved from a niche preference to a default design standard . Dark themes reduce eye strain during extended sessions, reduce battery consumption and are popular with enterprise dashboards ¹ . However, the challenge is not simply inverting colours; designers must maintain the same visual hierarchy and data legibility as in light mode and recalibrate contrast ratios especially for complex data visualisations ¹ .	Provide a dark/light toggle on Evision IT's site. Use semantic colour tokens and CSS custom properties to ensure accessibility; adjust contrast ratios for both themes and test with various data presentations.
Minimalist & premium design	Minimalist designs rely on judicious use of whitespace , simplified navigation and a limited colour palette to reduce cognitive load and keep focus on content ² . Successful examples such as Notion and Muji show that clean, uncluttered interfaces improve productivity and highlight product quality ³ .	Adopt a minimalist layout: clear hierarchy, generous whitespace, few colours and simplified menu structures. Highlight Evision's core services without clutter.
Personalisation & contextual UX	UX experts predict that AI-driven personalisation will tailor interfaces to user preferences and behaviours ⁴ . Location-based UX adapts interfaces depending on the user's physical context (e.g., field vs. office) ⁵ .	Use analytics to personalise content and navigation for different user segments (e.g., Sri Lankan SME vs. international tourism client). Consider geolocation to prioritise relevant language or services.

Theme	Evidence & Insights	Implications
Micro-interactions & motion	Micro-UX (subtle animations, feedback effects) improves perceived performance and user feedback. Liquid-glass aesthetics (frosted glass overlays) can separate content without heavy shadows ⁶ . Tailwind CSS v4 allows creation of reusable <code>glass</code> utilities that combine backdrop blur and transparency ⁷ .	Implement micro animations using CSS transform/opacity (for performance). Use glassmorphism sparingly for cards or modals with Tailwind utilities.
Advanced UI frameworks	Next.js 16 (released Oct 2025) makes Turbopack the default bundler; builds are 2–5× faster and hot reload is up to 10× faster ⁸ . It introduces Cache Components , giving developers control over partial prerendering and caching ⁹ .	Migrate to Next.js 16 for faster development/build times and improved caching. Use <code>cacheComponents</code> to partially pre-render pages (e.g., hero section) while keeping dynamic content dynamic.

1.2 Accessibility & Standards

- **WCAG 2.2 compliance:** The 2024 WCAG 2.2 recommendation requires that normal text and images of text have a **contrast ratio of $\geq 4.5:1$** for Level AA ¹⁰. For Level AAA, the minimum contrast is **7:1** for normal text and 4.5:1 for large text ¹¹. Designers should offer scalable text and allow users to choose foreground/background colours ¹².
- **Keyboard focus & focus appearance:** Level AAA success criterion 1.4.13 requires a contrast ratio of $\geq 3:1$ between focused and unfocused states ¹⁰. Ensure all interactive elements are keyboard accessible and have visible focus indicators.
- **Internationalisation (i18n):** Next.js supports built-in i18n routing since v10.0. Developers can define a list of locales and a default locale, and Next.js will handle locale-specific routing ¹³. Sub-path routing (e.g., `/fr/blog`) and domain routing (e.g., `example.fr/blog`) are available ¹⁴. Automatic locale detection uses the `Accept-Language` header to redirect users ¹⁵.

1.3 SEO & SERP Insights

- **Focus on fundamentals:** A 2026 Search Engine Land article emphasises that sustainable SEO growth comes from **trust, crawlable data and meeting user needs**, rather than chasing the latest trends ¹⁶ [886422441577591†L149-L240]. Factors like brand recognition, user trust, crawlability and fast site performance remain key ¹⁶.
- **Core Web Vitals & performance:** Google's Core Web Vitals (Largest Contentful Paint, Interaction to Next Paint, Cumulative Layout Shift) remain ranking differentiators. Improved page speed, stability and responsiveness directly influence both UX and SEO.
- **AI summaries & clicks:** A July 2025 Pew Research study found that 58% of participants saw Google's AI summary at least once; pages with AI summaries saw lower click-through rates — only **8%** of visits clicked a traditional result versus **15%** on pages without summaries ¹⁷. Users rarely clicked on sources cited in AI summaries (1% of visits), and they were more likely to end their session after

viewing an AI summary ¹⁸. This highlights the importance of appearing in the main results and establishing brand recognition.

1.4 Human Behaviour & Landing Page Psychology

- **Hick's Law:** Reducing choices shortens decision time. Too many options on a landing page can overwhelm visitors; highlight the recommended option and simplify plan choices ¹⁹.
- **Fogg Behaviour Model:** Users take action when motivation, ability and triggers align. High-converting pages provide a compelling reason, make the action simple, and present a clear call-to-action ²⁰.
- **Rule of Thirds & visual hierarchy:** Users naturally focus on page intersections in a 3×3 grid; the top-left receives ~41 % of attention ²¹. Place important headlines and CTAs accordingly.
- **Social proof & trust:** Customer testimonials, case studies, trust badges and statistics (e.g., "Trusted by 10 000+ customers") build credibility ²². Adding real testimonials or star ratings reassures visitors ²³.
- **Urgency & FOMO:** Limited-time offers, countdowns and exit-intent popups drive action ²⁴.
- **Mobile optimisation:** With ~96 % of global users accessing the internet via mobile ²⁵, landing pages must use responsive design, simplified navigation, large touch targets and compressed assets to load quickly.

1.5 Technology & Performance

Technology/ Library	Key Notes & Optimisations
Tailwind CSS v4	Introduces a new performance engine ("Oxide") and CSS-first configuration, enabling faster builds ²⁶ . Developers can define custom utilities (e.g., <code>glass</code>) to create consistent frosted-glass effects ⁷ and apply them to navigation, cards or modals. The <code>@variant</code> directive allows custom variants (e.g., <code>hover</code> , <code>focus-visible</code> , <code>hocus</code>) for interaction states ²⁷ . Purge unused classes and limit scanning with the <code>@source</code> directive to reduce bundle size ²⁸ .
GSAP / Framer-Motion	Provide high-performance animations. Use opacity and transform properties for smooth motion, avoid animations that trigger layout reflow. Use ScrollTrigger sparingly for scroll-based effects and throttle on low-end devices.
Three.js/WebGL	Offer immersive 3D experiences; however, heavy 3D objects can hurt performance. Use progressive loading, compress textures, limit polygon counts and offload to GPU.
Next.js 16	Turbopack becomes the default bundler, providing 2–5× faster builds and 5–10× faster fast-refresh during development ⁸ . Cache Components enable partial prerendering and caching within pages ⁹ . The new <code>proxy.ts</code> clarifies network boundaries ²⁹ .
MongoDB	For performance: design schemas based on query patterns, use appropriate indexes (compound indexes with equality fields first, range second, sort third), avoid unnecessary data retrieval, and consider embedding vs. referencing based on access patterns. Shard carefully and monitor slow queries.

1.6 Competitive Landscape (Sri Lanka)

The digital-services market in Sri Lanka includes numerous agencies. Using Clutch's January 2026 rankings:

- **Antyra Solutions** – Specialises in web design, SEO and PPC with hourly rates of **US \$25–\$49** and typical project budgets between **US \$10 000 and \$49 000**. Clients reported **204 % growth in organic visitors and 30 % increase in online bookings within four months** ³⁰. Focuses heavily on hospitality.
- **KOPI** – A small (2–9 employees) agency with hourly rates of **US \$100–\$149** ³¹. Offers advertising, digital strategy and marketing.
- **Other agencies** – Many agencies provide web design, SEO and digital strategy services, with typical hourly rates in the US \$25–\$100 range. They emphasise performance, results and transparent reporting.

Takeaway: Evison IT should differentiate by focusing on **premium UX/CX design, data-driven results, transparent pricing**, and localised expertise (Sri Lanka's provinces/districts and tourism sector) while competing on quality rather than lowest cost.

2. Analysis of Evison IT's Current Plan (Assumed)

Although we could not access Evison IT's current site due to connection issues, the business objectives and target audience are clear: provide IT solutions, web development, digital marketing and software services to Sri Lankan SMEs and tourism businesses, with expansion to Dubai, Singapore, Japan, Russia, America and Canada. The company aims to use Next.js 16 and Tailwind CSS for development.

Strengths:

- Adoption of modern frameworks (Next.js, Tailwind) indicates readiness for performance and scalability.
- Targeting multiple regions suggests a need for i18n and multilingual content.

Potential gaps:

- Without a visible website, it's unclear if the landing page communicates a strong value proposition or showcases trust signals.
- There may be limited localisation for international audiences and local languages (Sinhala, Tamil).
- SEO and content strategy may not emphasise topic clusters, structured data and high-quality content.
- Performance and accessibility compliance need to be ensured (WCAG 2.2).

3. Recommendations for Optimising UI/UX, CX and Strategy

3.1 Landing Page & Hero Section

1. **Clear Value Proposition:** The hero section should immediately answer "What does Evison IT do?" (premium digital solutions for businesses) and "Why choose us?" (local expertise, measurable results, premium design).

2. **Visual Hierarchy & Rule of Thirds:** Place the headline and key call-to-action at the top-left intersection of a 3×3 grid to capture attention ²¹ .
3. **Simplify Choices (Hick's Law):** Offer a primary CTA (e.g., "Get a Free Consultation") and secondary options if necessary. Avoid presenting too many service packages simultaneously ¹⁹ .
4. **Social Proof:** Add client testimonials, success metrics and logos of partners to build trust ²² . Include case studies highlighting measurable results (e.g., 200 % traffic growth) to align with competitor benchmarks.
5. **Urgency & FOMO:** Use limited-time offers or early-bird discounts for consultations to encourage immediate action ²⁴ .
6. **Dark/Light Mode Toggle:** Provide theme toggle; adjust colours to maintain contrast ratios ($\geq 4.5:1$ for AA, $\geq 7:1$ for AAA) ³² . Use CSS custom properties for theme tokens.
7. **Responsive & Accessible Design:** Ensure responsive layouts (using container queries) and accessible forms; all interactive elements must be keyboard navigable with visible focus indicators ³² .

3.2 Performance & Technical Architecture

1. **Upgrade to Next.js 16:** Use the new **Turbopack** bundler and **Cache Components** for partial prerendering. This will improve build performance and enable near-instant navigation ⁸ . Use `cacheComponents: true` in `next.config.ts` to opt-in ³³ .
2. **Adopt Tailwind CSS v4:** Configure the new performance engine and define custom utilities (e.g., `glass`) for reusable glassmorphism. Use `@source` to restrict scanning of files and purge unused styles ⁷ ²⁸ .
3. **Optimise Images & Assets:** Use `next/image` for automatic image optimisation; generate responsive images (AVIF/WebP). Use `loading="lazy"` and compress videos.
4. **Implement Incremental Static Regeneration (ISR):** For pages like blogs and case studies, generate static pages that revalidate in the background; ensures fast loads while keeping content fresh.
5. **Use Micro-animations judiciously:** Implement subtle transitions (opacity, transform) for feedback; avoid heavy 3D animations except where they add value. Use GSAP/Framer with ScrollTrigger only for hero animations; throttle on low-end devices.
6. **Database Optimisation (MongoDB):** Structure data according to access patterns; index fields used in queries; use compound indexes in the order (equality → range → sort). Limit heavy aggregation and avoid scanning unnecessary documents. Use replica sets for high availability and caching at the application layer.

3.3 SEO, Metadata & Content Strategy

1. **Technical SEO fundamentals:** Ensure semantic HTML (h1–h6 hierarchy), alt text, descriptive anchor text, canonical tags, and proper robots.txt. Use `next-seo` or `generateMetadata` in Next.js to manage dynamic metadata per page.
2. **Structured Data & Rich Results:** Add JSON-LD schema (Organisation, LocalBusiness, Service) to enable rich snippets and local search features.
3. **Localisation & i18n SEO:** Configure Next.js i18n with locales (`en`, `si`, `ta`) and default locale `en`. Provide translated content and `hreflang` tags. For new markets (Dubai, Singapore, Japan), create locale sub-paths or sub-domains with translated landing pages ¹⁴ .

4. **Content Clusters & Blog:** Develop long-form guides targeting the IT and tourism sectors (e.g., “How digital solutions boost Sri Lankan tourism”); link related articles to create topical authority. Use clear, value-oriented titles and intros to align with search intent.
5. **Performance & SEO synergy:** Monitor Core Web Vitals; aim for LCP < 2 s, INP < 200 ms, CLS < 0.1. Optimise fonts and remove unused JavaScript to reduce INP.
6. **Adapt to AI Overviews:** Because AI summaries reduce clicks ¹⁷, emphasise brand recognition and high-quality answers. Create summarised FAQs and ensure your content is easily crawlable so it may be cited in AI overviews.

3.4 Customer Experience & Engagement

1. **Analytics & Feedback Loops:** Use GA4 or similar analytics to track user journeys and identify drop-offs. Combine quantitative data with qualitative feedback (surveys, Hotjar) to refine experiences.
2. **Chat & Conversational Design:** Offer AI-powered chat for support and quotes. Design conversation flows around clear commands and natural language principles ³⁴.
3. **Email & Content Marketing:** Build targeted email sequences (lead magnets, newsletters). Use personalisation and segmentation to send relevant updates to Sri Lankan SMEs versus international prospects.
4. **Branding & Storytelling:** Develop a consistent visual identity (logo, colour palette, typography) and messaging tone (“premium, innovative, reliable”). Use video testimonials and case stories to illustrate success.

4. Conclusion

The digital landscape in 2026 emphasises **performance-driven, accessible and user-centric design**. Dark/light themes, minimalist aesthetics, micro-interactions and AI-assisted personalisation are shaping UI/UX. WCAG 2.2 requires high contrast and accessible focus indicators, while Next.js ¹⁶ and Tailwind CSS v4 provide powerful tools for high-performance development. SEO fundamentals (trust, crawlability, user satisfaction) remain constant despite AI-driven search; localised content and structured data are critical. Human-centred principles (Hick’s Law, Fogg’s Model, social proof) should guide landing-page design to build trust and drive conversions.

By adopting the above recommendations—upgrading to modern frameworks, optimising performance, prioritising accessibility, leveraging psychological design principles, localising content and establishing a strong content and SEO strategy—**Evision IT** can position itself as a premium provider of digital solutions in Sri Lanka and beyond, delivering exceptional user experiences that convert visitors into loyal clients.

¹ ² ³ ⁴ ⁵ ⁶ ³⁴ Top UX/UI Design Trends for 2025 | Fuselab Creative

<https://fuselabcreative.com/ui-ux-design-trends-2026-modern-ui-trends-ux-trends-guide/>

⁷ ²⁶ ²⁷ ²⁸ A dev’s guide to Tailwind CSS in 2026 - LogRocket Blog

<https://blog.logrocket.com/tailwind-css-guide/>

⁸ ⁹ ²⁹ ³³ Next.js 16 | Next.js

<https://nextjs.org/blog/next-16>

10 11 12 32 Web Content Accessibility Guidelines (WCAG) 2.2

<https://www.w3.org/TR/WCAG22/>

13 14 15 Guides: Internationalization | Next.js

<https://nextjs.org/docs/pages/guides/internationalization>

16 SEO in 2026: What will stay the same

<https://searchengineland.com/seo-2026-stay-same-467688>

17 18 Do people click on links in Google AI summaries? | Pew Research Center

<https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>

19 20 21 22 23 24 25 The Psychology Behind High-Converting Landing Pages

<https://thriveagency.com/news/ux-ui-and-cro-the-psychology-behind-high-converting-landing-pages/>

30 31 Top Digital Marketing Agencies in Sri Lanka - Jan 2026 Rankings | Clutch.co

<https://clutch.co/lk/agencies/digital-marketing>