

Comprehensive UI/UX & CX Strategy for Evison IT – 2026/27

Introduction

Evison IT's goal is to deliver world-class digital experiences and resilient IT foundations for businesses in Sri Lanka and beyond. This report builds on the previous research (found in the earlier report) and incorporates **new insights from early-2026 publications** on UX research, SEO/AI search trends, dark-mode best practices, competitor pricing, performance optimisation and modern frameworks. The aim is to refine the design and customer-experience strategy for a mobile-first, multilingual, high-performance website that conveys trust, innovation and professionalism.

1 Fresh research insights (2026/27)

1.1 Emerging UX research trends

- **AI as a research assistant rather than a replacement** – UX research teams are embracing AI to automate routine tasks such as tagging qualitative data and summarising transcripts. This allows researchers to focus on strategic thinking and stakeholder management ¹. AI tools also help process large amounts of user-generated content and social data ².
- **Balancing automation with trust** – As AI features proliferate, UX researchers need to evaluate not just usability but also **trust and emotional response**. Designers must ensure that AI interventions are helpful rather than intrusive ³.
- **Mixed-method research becomes the norm** – Integrating qualitative and quantitative methods (exploratory, explanatory and convergent designs) yields more actionable insights ⁴. Researchers increasingly partner with designers and engineers to deliver insights earlier in the product lifecycle ¹.

1.2 Generative search & evolving SEO

- **Search is multi-platform** – People no longer search only on Google; they use AI assistants (ChatGPT, Gemini, Perplexity), social apps (TikTok, Reddit) and vertical review sites. A generative search strategy must follow audiences across these platforms ⁵.
- **Generative Engine Optimisation (GEO)** – SEO now involves structuring content so AI models can extract and cite it directly. GEO requires focusing on **where** users search as much as **what** they search for. Content must be authoritative, structured and up-to-date ⁶ ⁷.
- **Search intent framework** – Research categorises four human search drivers: fact-finding, crowd-sourcing, taste-tuning and habit-driven behaviour ⁸. Content should be tailored to satisfy each driver. For example, opinion pieces build thought leadership, short videos inspire, guides inform, and how-to content simplifies complex tasks ⁹.
- **Entity authority & trust** – Brands must present themselves as clear entities with structured data about their people, products, processes and expertise. LLMs and users trust content when the

decision-making logic is visible and the brand's credibility is established ¹⁰. E-E-A-T (Experience, Expertise, Authority, Trust) remains critical ¹¹.

- **AI-era SEO fundamentals** – Traditional SEO fundamentals (keyword research, metadata, internal linking, fast loading) remain necessary, but to appear in AI answers you must write natural-language prompts ("What is...?", "How do I...?"), include lists and step-by-step instructions, and structure content to be extractable ¹² ¹³. Generative overviews are the new "above the fold"; being cited there builds brand familiarity ¹⁴.

1.3 Framework & tooling updates

- **Next.js 16/16.1** – The framework has evolved with **Turbopack** as the default bundler for faster build and refresh times; explicit `use cache` directives for predictable caching; improved routing and prefetching that makes navigation feel instant; deeper integration with the React compiler; and AI-assisted developer tooling ¹⁵. It supports flexible rendering modes (SSR, SSG, ISR, PPR) to meet performance and SEO goals ¹⁶.
- **Vite vs. Next.js** – Vite offers lightning-fast hot module replacement and is framework-agnostic. However, it lacks built-in SEO, routing and image optimisation; developers must integrate those manually ¹⁷. Next.js remains ideal for content-driven, SEO-sensitive sites where conventions reduce complexity and performance is paramount ¹⁸.
- **Core Web Vitals in 2026** – Google's performance metrics remain: LCP (< 2.5 s), CLS (< 0.1) and INP (< 200 ms). Poor scores reduce rankings and conversions ¹⁹ ²⁰. Amazon estimates every 100 ms delay costs 1 % in sales ²¹.
- **Updated dark-mode guidelines** – Dark themes should use layered dark greys and off-white text; accent colours must be desaturated to avoid neon glare and to meet contrast ratios ²² ²³. Motion design in dark mode should be subtle to avoid eye strain ²⁴.
- **Competitor pricing update** – 360Digital's web design packages range from **LKR 50,000** for single-page websites (6 sections) to **LKR 245,000** for advanced multi-page sites with custom UI/UX, SEO, chat integration, multi-language support and analytics ²⁵ ²⁶. This benchmark helps position Evison IT's offerings.

2 Updated page & component strategy

2.1 High-level principles

1. **User research & co-design** – Incorporate AI tools to analyse surveys, feedback and qualitative data quickly, then use human expertise to interpret and prioritise. Embrace mixed-method research (interviews + analytics + sentiment analysis) to inform design decisions ¹ ⁴.
2. **Multi-platform discoverability** – Create content that answers questions for multiple surfaces: web pages, AI assistants, voice search, short-form video and social Q&A. Structure content using FAQ, lists, and step-by-step formats so generative engines can summarise and cite it ¹³ ⁹.
3. **Ethical personalisation** – Provide value by adapting content to location, industry and behaviour while being transparent and giving users control. Avoid invasive tracking and maintain trust ²⁷ ³.
4. **Inclusive design & accessibility** – Adhere to WCAG 2.2 AA+ for contrast, focus indicators and keyboard navigation. Use `prefers-reduced-motion` to adjust animations and provide alt text and transcripts for all media. Ensure interactive elements maintain 3:1 contrast even in dark mode ²².

5. **Performance as UX** – Aim for LCP under 2 s, INP under 200 ms and CLS under 0.1. Leverage Next.js 16 features (Cache Components, Turbopack), compress images (AVIF/WebP), inline critical CSS, preconnect to critical domains and lazy-load non-essential scripts ²⁸ .
6. **Trust & credibility** – Use entity-based structured data (Organization, Person, Service, Review) to help LLMs and search engines understand Evison IT ¹⁰ . Display certifications, awards, case studies and testimonials to build trust. Provide transparent “how we work” content to expose decision-making logic.

2.2 Revised page architecture

1. **Home / Landing page**
2. **Hero section** – Immediately communicate the brand promise: “Empowering businesses with secure, high-performance digital experiences.” Support this with a rotating tagline addressing pain points (“Manual processes slowing you down?”, “Unsure where to start?”). Use a dark-on-light layout in the hero for readability; animate the tagline gently.
3. **AI-powered solution finder** – Present a 3-step interactive questionnaire (need, urgency, outcome) to guide visitors to relevant solutions and pre-fill the contact form. Keep the UI minimal with large buttons and progress indicators. Use transforms for micro-animations, respecting reduced-motion preferences.
4. **Trust bar** – Show logos or names of notable clients and industry certifications. Link to case studies.
5. **Service categories** – Introduce the three pillars: Digital Products & Growth, IT Infrastructure & Security, Managed Support. Use cards with icons and short descriptions; link to dedicated pages.
6. **Outcome-focused proof** – Display metrics (e.g., “99.9 % uptime”, “+30 % conversion”) and highlight case studies.
7. **Explainer video / hero animation** – Include a short (30 s) silent auto-play video or subtle 3D graphic representing digital transformation. Provide play controls and transcript.
8. **Call-to-action** – Place a primary CTA (“Get a quote”) aligned with the F-pattern; a secondary CTA (“Explore solutions”) for those not ready to commit.

9. Solutions overview

10. Provide a high-level summary of each service category: Digital Products (Web design, App development, E-commerce), Digital Marketing & Growth, IT Solutions (servers, networking, virtualization, security, backups, cloud, support). Use toggles or tabs to reduce information overload.
11. For each category, include sub-services with icons, benefits, typical outcomes and starting price ranges relative to competitor benchmarks. ²⁵ ²⁶ .

12. Incorporate schema.org `Service` markup and embed FAQ for each category to aid AEO.

13. Service detail pages (one per service)

14. **Hero** – Restate the problem and value proposition; ensure a custom illustration or relevant photo. Use dark-mode variation automatically if the user's system prefers dark.
15. **Problems we solve** – Use bullet lists to describe pain points. Align with search intents (“How to protect my network?”, “Best e-commerce platform for SMEs”).
16. **Deliverables & process** – Include step-by-step timeline with micro-interactions (scroll animations) to illustrate discovery, design, implementation and support phases.

17. **Case studies & testimonials** – Display relevant success stories. Use quotes and metrics.
18. **FAQ & resources** – Provide answers to common questions; link to blog posts and downloadable guides.
19. **CTA** – Place sticky CTA on mobile (“Talk to an expert” or “Get a quote”).
20. **Portfolio & case studies**
21. A dynamic grid filterable by industry, service and outcome. Each item leads to a case study page describing the client’s challenge, solution, tech stack and results.
22. Include interactive graphs or timeline animations using Three.js/GSAP; ensure they degrade gracefully on low-power devices.
23. Embed structured data for `CreativeWork` and `Review` to improve AI citations.
24. **Blog & resources**
25. Implement with MongoDB + Next.js. Use server components for data fetching and static generation (ISR) for posts. Provide fields for title, description, slug, author, date, tags, canonical URL and localised versions.
26. Create content clusters around core topics (Digital transformation, SEO & GEO, Cloud & Security, Lead generation). Align titles with natural language questions and include lists and how-to sections
27. Use progressive disclosure (tables of contents, reading time) and call-outs for key takeaways. Encourage comments and social sharing.
28. **Get a quote / Contact**
29. Use a stepper form integrated with the solution finder. Ask for project type, budget range, timeframe, company size and contact details. Provide optional fields for attachments or notes.
30. Display privacy and data-handling information; assure users that AI tools are used ethically and data is secure.
31. Offer live chat or callback booking.
32. **About / Story**
33. Tell the founding story with a timeline (foundation year, milestones, expansion, present). Include values (Excellence, Trust, Ownership, Clarity) and team photos.
34. Add the company registration number and local address; embed a map.
35. Explain the company’s processes (research, design, engineering, support) and certifications (e.g., ISO, cybersecurity). Use icons and diagrams.
36. **Legal & policies**

37. Provide Terms of Service, Privacy Policy, cookie preferences and accessibility statement. Use plain language and summarise key points at the top.

2.3 Component & design system recommendations

- **Colour palette** – Maintain the core palette (Raisin Black `#212121`, Soft Neutral White `#F5F5F5`, Evison Blue `#0A2A66`, Evison Teal `#005A5A`) with derived tints and shades. For dark mode, use `#121212` for backgrounds and muted tints (`#919FBA` for blue, `#80ACAC` for teal) to meet AAA contrast. Avoid pure black/white. ²².
- **Typography** – Use Inter or Manrope variable fonts. Base size 16 px; headings scale by 1.25–1.4; maintain line height 1.5–1.6 for readability. Use responsive `clamp()` CSS functions for fluid sizing.
- **Spacing & grids** – Adopt an 8 px baseline grid; use CSS grid or flexbox for layouts. Maintain generous white space to support the F- and Z-scanning patterns; group related elements using Gestalt principles.
- **Buttons & forms** – Provide primary, secondary, tertiary and ghost variants. Ensure 44×44 px touch targets. Use high contrast and clear labels (e.g., “Get a Quote”, “Start Project”). Add progress bars and inline validation messages.
- **Cards & lists** – Use elevation (shadow or border) to separate surfaces. On dark backgrounds, lighten card surfaces slightly. Provide skeleton loaders for slow connections.
- **Navigation** – Use a responsive header with a hamburger menu on mobile. The primary navigation includes: Home, Solutions, Portfolio, Blog, About, Quote. Use sticky navigation with hide-on-scroll behavior for mobile.
- **Footer** – Include contact information, quick links, social media, newsletter signup, and legal links. Use high contrast and clear hierarchy.

2.4 Animation & interaction guidelines

- Use GSAP/Framer Motion for scroll-based reveals, hero text transitions and subtle interactive effects. Follow performance best practices: animate transforms and opacity; avoid animating `width`, `height` or `left/top`; stagger animations; kill unused scroll triggers ²⁹ ³⁰.
- Use Three.js sparingly for 3D illustrations (e.g., rotating product icons). Simplify geometry and textures; offload heavy computations to web workers.
- Provide users with a “reduce motion” option and respect the `prefers-reduced-motion` media query.

2.5 Technical implementation & performance

- **Next.js 16** – Use the App Router. Leverage **Cache Components** to pre-render parts of pages and serve them from edge cache. Use `use cache` directive for deterministic caching ¹⁵.
- **Data fetching** – Use server components to fetch data securely from MongoDB or other databases. For dynamic data (e.g., portfolio items), use static generation with revalidation (ISR) to keep pages fresh without sacrificing speed.
- **Image & video optimisation** – Convert all images to WebP or AVIF; define `sizes` attributes for responsive loading; lazy-load off-screen images. Host videos on an edge-optimised platform and use `loading='lazy'` plus `poster` frames.
- **CSS & assets** – Use Tailwind CSS for design tokens and responsive utilities. Build with the JIT compiler. Avoid unnecessary CSS frameworks; purge unused styles. Use CSS variables for themes.

- **Caching & CDNs** – Deploy on Vercel or a similar platform with global CDNs. Enable HTTP/3/2, compression (Brotli) and caching headers. Use service workers for offline caching of static assets.
- **Security & privacy** – Implement HTTPS, security headers, input validation and rate limiting. Comply with Sri Lankan and international data regulations.

3 SEO, content & growth strategy

3.1 Keyword & content planning

1. **Service cluster pages** – Each core service should have its own cluster of pages: overview, detail, how-to guides, case studies and comparison pages. Use long-tail keywords aligned with natural language queries (e.g., “How to choose an IT support partner in Sri Lanka”).
2. **Blog articles** – Publish high-value content on digital transformation, software engineering, marketing, AI, security and productivity. Write Q&A style posts with bullet lists and step-by-step guidance to match conversational search patterns ¹³.
3. **AI & generative search** – Optimise content for AI answers: clear definitions, key takeaways, lists and tables; structured data for FAQs; explicit authorship and dates to signal freshness ⁶.
4. **Localisation & i18n** – Provide content in Sinhala, Tamil and English. Use Next.js i18n routing with sub-directories (`/en`, `/si`, `/ta`). Localise metadata and structured data. Use `hreflang` tags to indicate language/region and ensure search engines show the correct version.

3.2 Link-building & authority

- Publish whitepapers and research on digital transformation and IT security; share them with industry associations and educational institutions to earn authoritative backlinks.
- Partner with local business directories, tech blogs and forums; contribute guest posts and expert interviews.
- Encourage clients to leave reviews on Google, Clutch and local platforms. Showcase those reviews on the site and mark them up with structured data.

3.3 Lead generation & marketing

- **Paid campaigns** – Use targeted search and social advertising to reach SMEs and entrepreneurs in Sri Lanka's priority regions (Colombo, Ella, Tangalle, Mirissa) and international hubs (Dubai, Singapore, Japan). Align ad copy with service clusters and direct traffic to tailored landing pages with clear CTAs. ³¹ ³².
- **Conversational marketing** – Implement AI chatbots to answer common questions, qualify leads and schedule consultations ³³. Use live chat for complex inquiries. Integrate chatbot transcripts into CRM for follow-up.
- **Webinars & events** – Host webinars on relevant topics (e.g., “Enhancing SME Security on a Budget”), partner with local chambers of commerce, and offer free consultations during events. ³⁴.
- **Email & content syndication** – Build segmented email lists; send monthly newsletters with latest blog posts, case studies and offers. Use marketing automation to nurture leads.

4 Conclusion

The updated research highlights a **shift toward AI-assisted design, generative search optimisation and holistic performance management**. For Evision IT, the opportunity lies in combining robust IT expertise

with human-centred design, transparent processes and personalised experiences. By embracing mixed-method research, multi-platform SEO, accessible dark- and light-themed UI, and performance-first engineering, Evision IT can build a distinctive, trusted presence that appeals to local businesses and international clients alike.

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