

UX/UI TRENDBOOK



TRENDS THAT WILL DOMINATE IN 2019
THE DESIGN OF WEB AND MOBILE
DEVELOPMENT





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Authors:



Katarzyna Kadulska

Head of Graphic Department in Applover, UX / UI Designer with more than 5 years of experience with building products that work. She's the brains of our graphics department.



Julia Laskowska

UX / UI Designer with more than a year of experience designing mobile apps and websites. She enhances sensibility to users needs, functionality of websites, aesthetics and UX/UI principles.



Cezary Pastucha

Marketing Specialist, Content Creator, Copywriter with more than 5 years of experience in commercial projects. Loves to create brands own voice.

**SINCE
2014**

APPLOVER is a software development company with offices in Wrocław, Poland, New York and Berlin. For more than four years we've been developing web and mobile products for our clients and as our own projects.

Since the beginning our core mission was to bring the quality to every piece of our work. From the design, through each and every line of code to implementation. We believe in creating something that works, that is why we put a lot of emphasis on UX design. To make every use of our product an experience worth remembering.

As we like to share our passion and knowledge, we've created this Trendbook to outline the main features in Web Design in coming months. If you find it useful, let us know on one of our Social Media Platforms.

Thank You for downloading this trendbook!

UX



STORYTELLING

UX WRITING

VOICE CONTROL

DEVICE-AGNOSTIC

MOTION DESIGN



STORYTELLING



Remember that feeling? When you heard a good story as a kid. You felt drown into this new world that someone build in front of you. You felt close to the main character and moved by the emotions that it endured. Marketers have been using storytelling to sell for decades - so, what changed? Now brands don't just incorporated story into the communication. The idea is to incorporate the storytelling into a UX design process to create products that tell stories themselves.

“People are not just buying products, they are buying better versions of themselves, and they want to know how your product will shape their lives and their narratives.”

Creating an amazing User Experience is like telling a story. It's about building an emotional bound with the customer, and creating the feeling of anticipation. Using a digital product should be a journey, enjoyable and satisfying. It's much more than just fulfilling a purpose. There is a scientific explanation to it. When we hear a good story our brains start to produce a hormone - Oxytocin. This hormone is responsible for social recognition and pair bonding. It motivates people to work with each other and influence our social behaviour. That means, that a proper implementation of storytelling in your brand will result in customers being emotionally connected to your product and more willing to refer it to someone. In short - stories capture attention, and motivate to action.

The basic rule of storytelling is “show, don't tell.”

There are few things to keep in mind to make your story interesting, and your story-centered communication to help you reach your goals.

Learn about your audience

LEARN ABOUT YOUR AUDIENCE

First step - is to know your audience. You have to know what kind of language they use, what kind of plot will grip the audience hearts, what characters will be easier to identify with? To figure this out you will need some data about your targeted users. This can be done by conducting market and user research. Once you gather some initial data - try building user personas. Describe 3 to 5 profiles of people that might use your product.

1	2	3
Occupation	Age	Gender
4	5	6
Income	Education	Marital Status
7	8	9
Goals	Pain points	Possible objections



ANDREA

25-35 years old

Female

Single

**POSSIBLE
OBJECTIONS**

Is not sure about giving her dog under a care of strangers. time alone.

This is Andrea. She is working hard as a manager in a mid tier consulting company in a large city in the USA. She is often out of town in delegations. She doesn't have a lot of free time, she lives alone with her beloved dog. Her main problem is that she doesn't have anyone that could take care of her dog while she's away at conferences.

OCCUPATION:

Managing position in a mid

EDUCATION:

University Graduate

INCOME:

40 - 100 000 \$ / annually

GOALS:

Self-Reliance

PAIN POINTS:

Often can't find someone who would look after her dog.

Giving everything you know about Andrea, and the features for your app. How would you design your product to give Andrea the best possible User Experience? Here are few things that come in mind:

- Andrea doesn't have a lot of time. App checks her calendar, and offers a dog walker/ dog sitter services scheduled for days she marked away on her Google Calendar. The notifications pops out 2 days before every delegation.
- Andrea is reluctant to give her dog under a care of strangers - that's why she can choose her walker/sitter based on their profiles and references, and after every service she receives a thorough report.
- Andrea loves her dog and wants what is best for him. She can choose different services design for her pet - from dog grooming, sporting activities to interactions with other dogs.

It's been over 2 millennia since the Poetics of Aristotle. Where the author tries to analyze the ancient drama and its structure. Since then the structure and main assumptions are true to this day. It's a knowledge worth using, especially if you are basing your communication on storytelling. Structure helps to organize a story, puts in order the emotional impact to get the biggest effect. It also brings the familiarity to the story. Try building your story around Gustav Freytag's analysis of ancient drama. German novelist distinguished 5 parts of a story. (sources: https://en.wikipedia.org/wiki/Dramatic_structure, <https://uxplanet.org/how-to-use-storytelling-in-your-design-process-c40617e317c0>)

USE PLOT AND CONFLICT

TO MAKE THINGS
INTERESTING

EXPOSITION

Where we introduce the main and supporting characters, background information, setting and context. Giving the audience the look into the

RISING ACTION

Here, by showing a series of events we lead the plot towards the point of greatest interest - the climax. It's probably the most important part of the story as the entire plot depends on setting up the culmination, and its

CLIMAX

This is the turning point which changes the protagonist fate.

FALLING ACTION

This is the part where the conflict between protagonist and antagonist unravels. Where our main character wins or loses - the final outcome might be left uncertain.

DENOUMENT

The conclusion of the story, where we wrap up the conflict, giving the characters and audience the feeling of catharsis. Here we bring back the normal, we release any tension. Word Denouement comes from French word dénouer, which means "To unite".



MAIN CHARACTERS

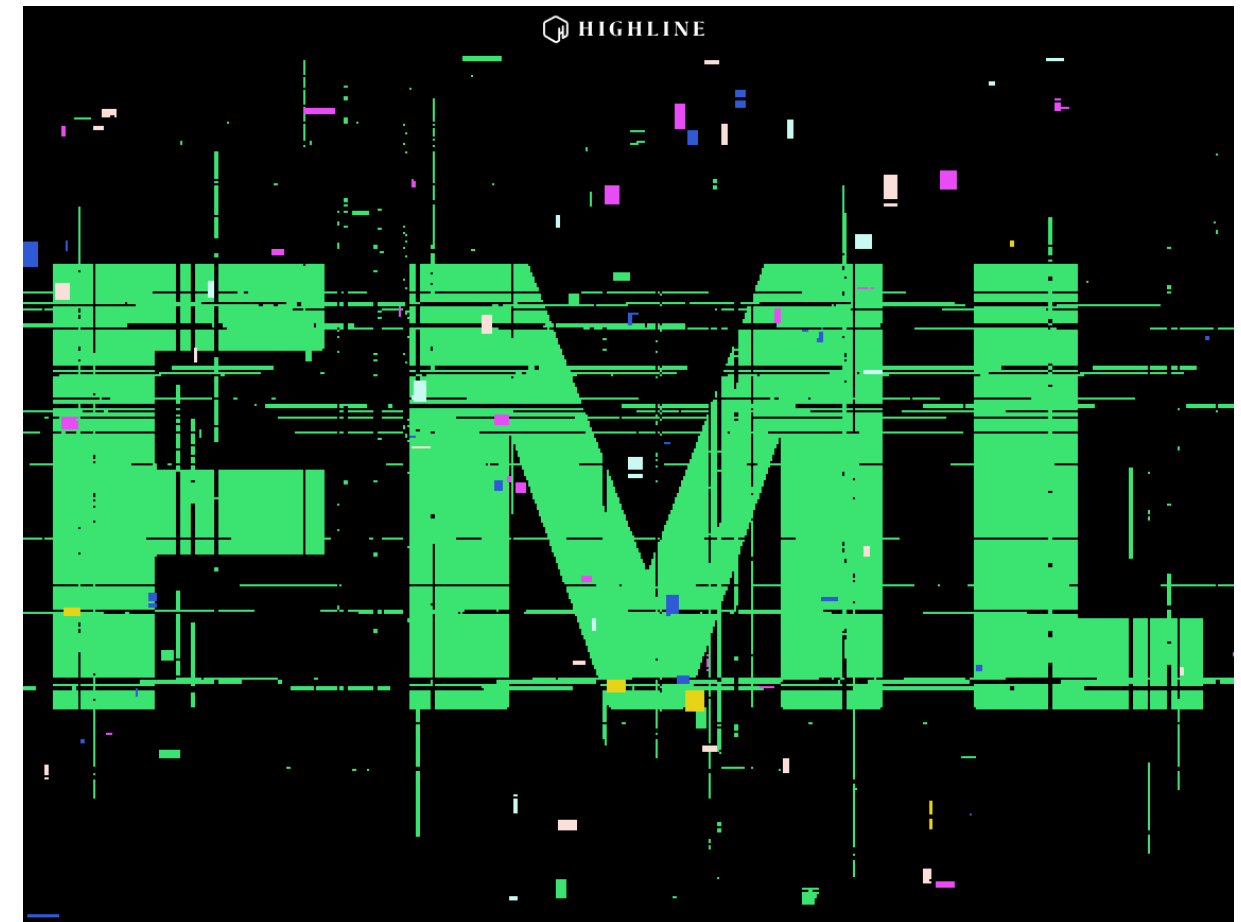
It's easier for the user to build an emotional reaction and identify oneself with the subject of the story when characters are similar or experiencing similar problems. Try to sue your insight from the User Personas, and build characters that correspond with your targeted users.



HEINEKEN

Who says that UX design can only benefit potential customers? Heineken created an interactive experience for job seekers that outpaces the traditional career board by miles. “The Interview,” a choose-your-own-adventure video that asks you to answer questions about your work and personal habits, eventually gives you a character type that links to related positions within the company.

<http://goplaces.theheinekencompany.com/en>



HUFFPOST - MILLENNIALS ARE SCREWED

It's a scary, complicated time to be seeking entry-level employment, and, for millennials, a volatile global economy and patchy social safety net have raised the stakes. This long-form article from Highline, a division of HuffPost, tackles the financial issues plaguing millennials with a UX design that couches dire messaging in compelling, timely graphics. By evoking a style reminiscent of the 16-bit video games familiar to 20- and 30-somethings from their childhoods, “Millenials Are Screwed” meets its audience where they are, making a time-intensive read ultimately worth every minute.

<https://highline.huffingtonpost.com/articles/en/poor-millennials/>



BELLROY - SLIM YOUR WALLET

Bellroy created this online shop to sell their slim wallet concept. The experience makes you think, gives you interactive option.

<https://bellroy.com/slim-your-wallet>



PROCTER AND GAMBL - OLYMPICS, MOTHERS

Thank you, Mom it's a campaign of P&G created for the Winter Olympics 2018, and Summer Olympics in RIO 2016.

<https://www.youtube.com/watch?v=sUg6s-ulp1w>



STORYTELLING CONCLUSION

Storytelling might be the tool that will help you build true and lasting emotional bonds between your brand and it's targeted users. By exploiting the traditional structure of drama and using targeted user data we can create a narrative suited for our audience.

UX WRITING (SMALL COPY)



Great User Experience depends not only on aesthetics. It's a combination of factors that work and support each other. One of these factors is very tiny and often forgotten.

Microcopy are those small bits of text on app's interface that guides the user to make an action. Small explainers in the contact form, funny error messages, commerce hints or explainers. When smartly used can delight your user and make all the difference.

With the development of UX branch of design, a lot of importance is put on UX writing. The job is not yet very popular, but more and more agencies decide to hire a writer. Right now, most of designer teams don't use professional writers. The microcopy is written by designers themselves, project managers or in a best case scenario marketing people. The problem with this solution is simple, either the people who do it, are not writers or they don't know the basics principles of UX.

HOW TO WRITE ENGAGING MICROCOPY ?

WRITING STYLE

Passive voice vs. Active Voice. Writing advertisements we tend to stick to the passive voice. It seems more professional, more formal, clearer. But the fact is, this kind of writing styles puts the distance between the user and the product. Passive voice makes the message less concise and devoid of ownership.

Example

Passive:

"You will need to verify your email address before using your account."

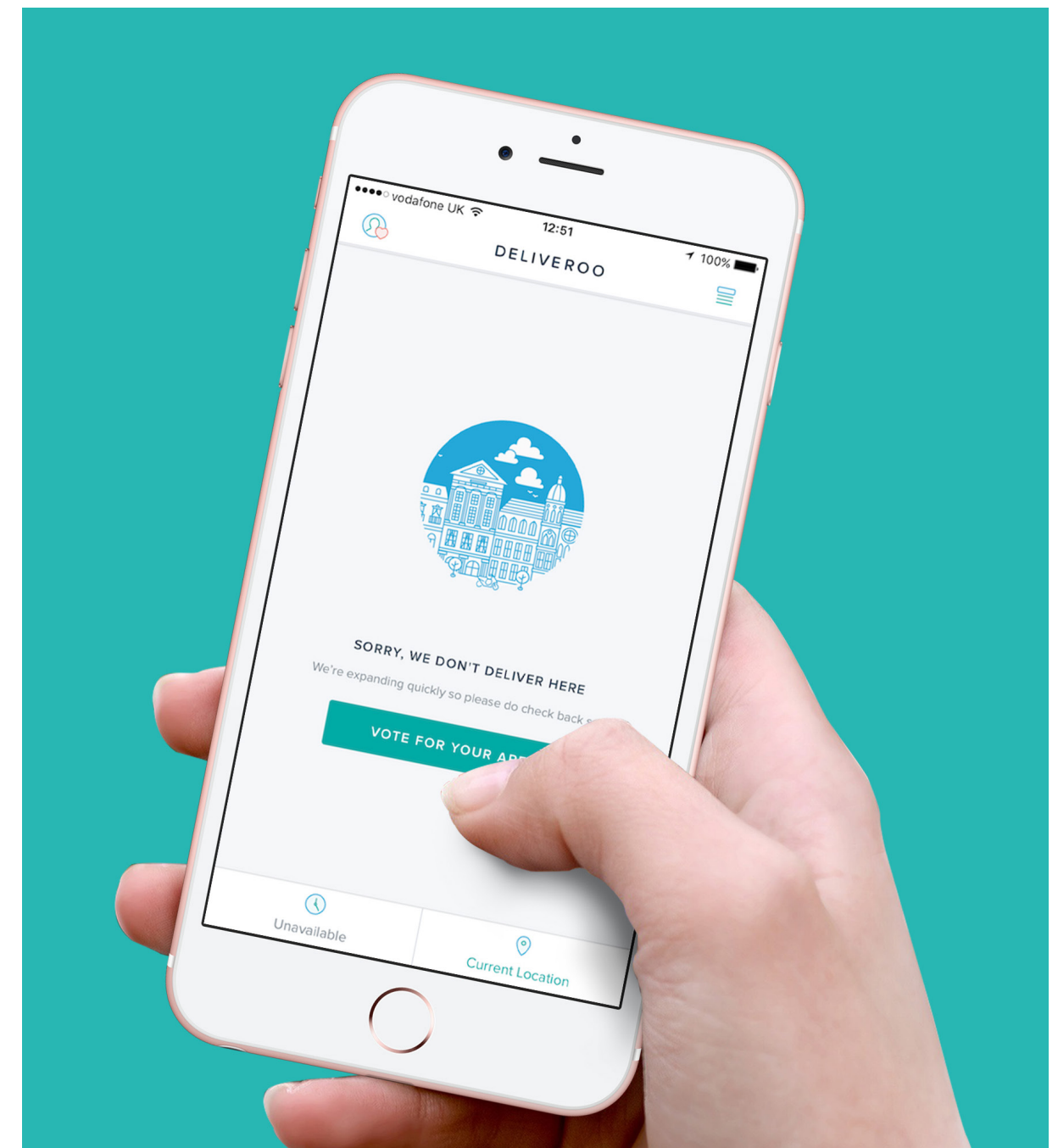
Active:

"We need to verify the email address used to register your account."

Giving your digital product a distinct voice makes crucial difference. Users feel more at ease having to work with a tool that seems to communicate in a similar way they do. Using colloquialisms, memes and emojis makes the passing of the message much easier.

CONTEXT IS QUEEN

While designing a product's UX, you should always be thinking about the context of use. Location, political climate, demographics, current trends. It may all be important to your design. Same goes for Microcopy, it should be all connected in context. (i.e.): **Deliveroo**, delivery app lessens the disappointment of a user who learned that the service doesn't deliver in his/hers area, by providing an option to add the area later on.



MUSICO



Continue with Facebook



Continue with Google

Create an account

Your Name

Your Email

Is it a real mail, Is this just fantasy?

Password

LET'S JAM

[Have an Account? Log In](#)

By signing up you agree to MUSICO's [terms of service](#)
& [privacy policy](#)

EMOTION, KNOWLEDGE, OUTCOME

While writing copy for your UX design you should answer three question on every step of the way of the user: We need to know what kind of emotion the user might feel in any given moment. What kind of information he/she needs to know. And what is our desired outcome. Emotion, Knowledge, Outcome. Now, using your brand tone, those three guidelines you can write engaging piece of microcopy.

For Example, we take "Invalid Email" and make it something fun, engaging.

Context:

Product designed for music enthusiasts, creative people.

Screen from a registry form, after typing in an invalid email.

Emotions:

Frustrated, Curious

Knowledge:

Format of Email is invalid. Try Again

Outcome:

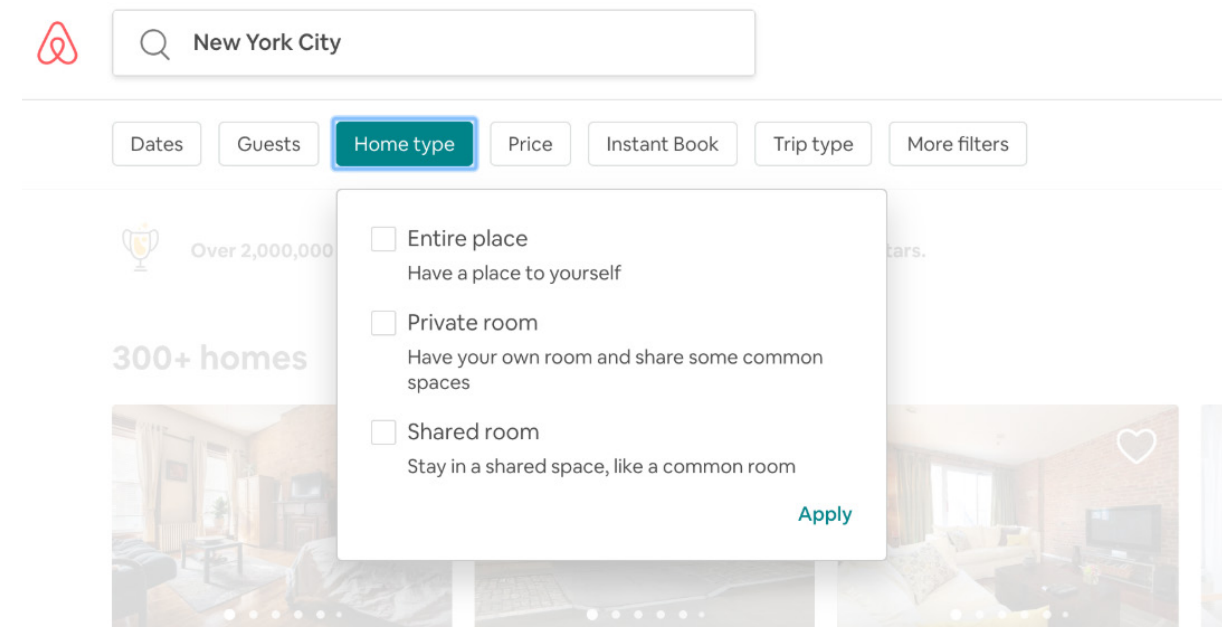
Convince user to register

Solution:

Using the fact that most of MUSICO users are music and pop culture savvy. The UX writer decided to make a little wordplay with one of the most popular songs of the last decades:

Queens - Bohemian Rhapsody.

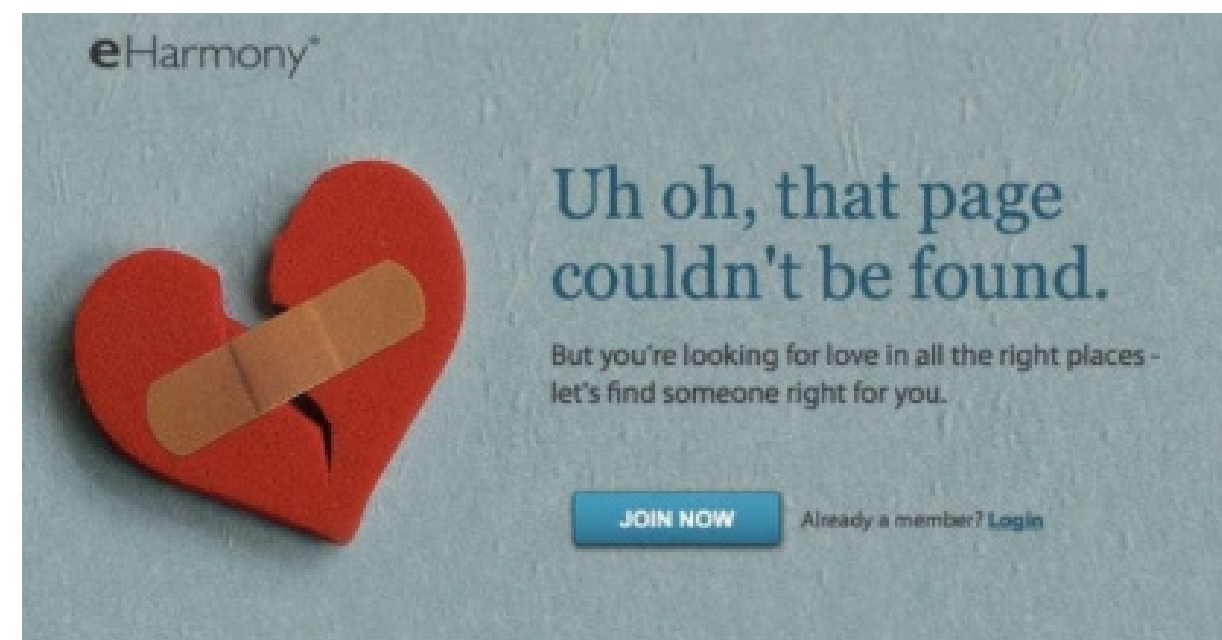
"Is it a real mail, Is this just fantasy?"



AirBnB- Search Prompt

“Airbnb is a good example of microcopy done well. The search bar prompts users to “try homes in Bariloche.” It is short (brevity), provides an example (context), encourages a search (action), and speaks to Airbnb’s brand (authenticity).”

Funny-emotional, Informative, short, distinct, well targeted, extremely contextual.



eHarmony - clever 404

eHarmony used its 404 message to reinforce their brands motto. The Call to Action makes sure that less users will abandon this site.

WHEN GOOD MICROCOPY IS ABSENT



Google Translate

While writing microcopy we tend to oversimplify things. Simpler the better, right? But it can also be counterproductive.

We see this often with buttons, navigation, form labels and links. Words such as “continue,” “next,” “back,” “view” and “cancel” are prime examples. While seemingly clear, each can potentially have different meanings depending on the situation. We should avoid such contextual terms and instead, opt for alternatives.

UX WRITING (SMALL COPY)

CONCLUSION

Microcopy won't fix a flawed design. It can simply guide the user through the experience, making it more seamless, fun and engaging. As Bill Beard once said: "The best experiences have minimal copy because they're intuitive."



VOICE CONTROL

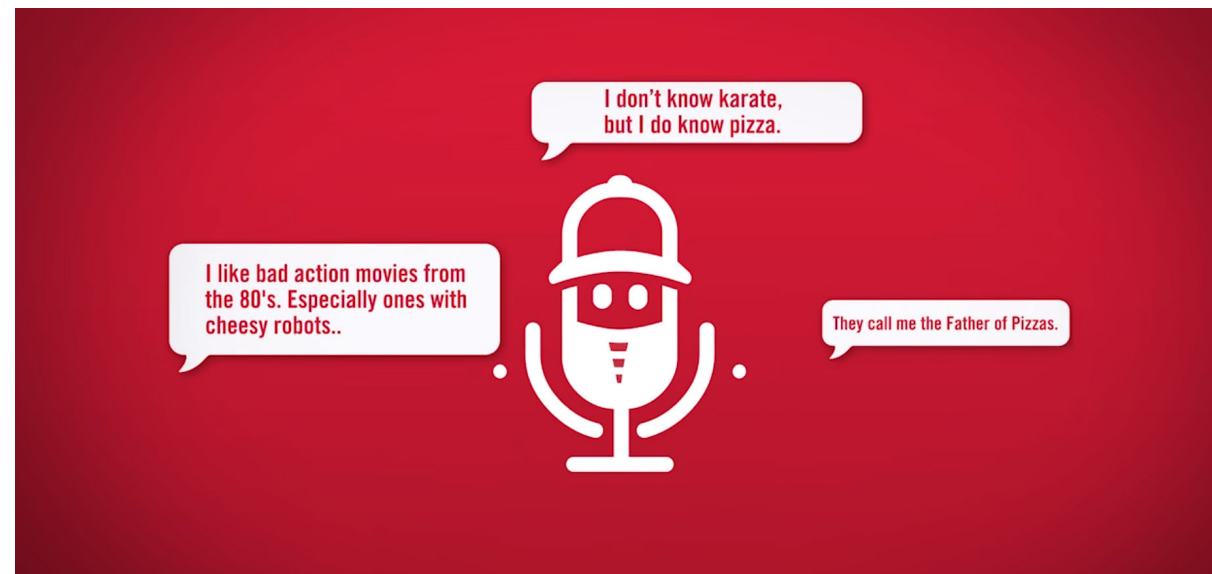


In United States, over 70% owners of Voice-Activated speakers declare it as a part of their daily routine. That means, more and more digital products will have to incorporate voice control in their interface design. It's not yet an industry standard but it's good to think about this early on and come up with voice control usability for your app or website.

Since the premiere of Siri - almost 8 years ago, more and more brands are incorporating Voice Control in their products. After Siri, followed Google which enabled voice search in their mobile app. Few years later we got Alexa, from Amazon, a dedicated hardware to Voice Control. An interactive speaker connected to the web and Amazon's store - Alexa became a home assistant, finding users all across USA. In 2016 Google released The Google Assistant, voice controlled software that might popularize Voice Control, as it's doesn't require dedicated devices - just a smartphone.

Voice Control poses a lot of potential, but also sets a great challenge for designers. It's a case similar to the introduction of touchscreens in mobile decade ago - it changed the rules of the game. Same might go for voice control. This feature may help to make your UX as seamless as possible. Imagine ordering a meal through Uber Eats just by saying your order aloud to Siri or Google Assistant or changing a track on spotify without a need to see the screen.

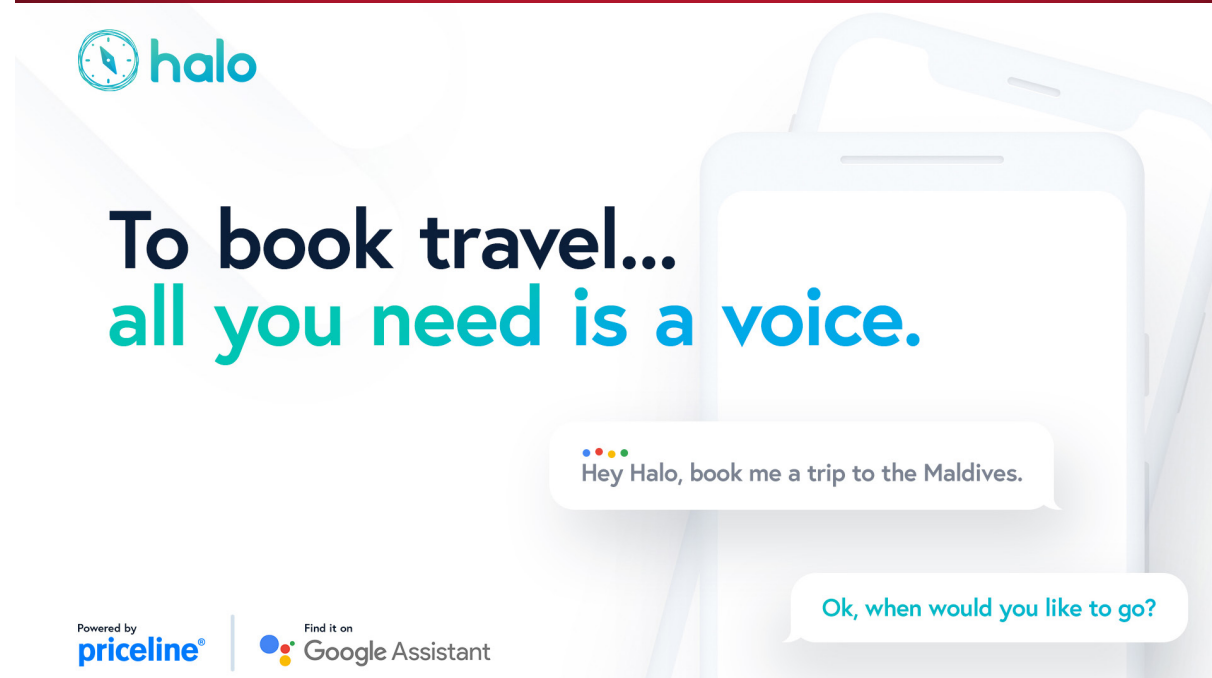
Voice interaction will also pose new challenges in terms of privacy, security and ethics. This will for sure dominate the debate in 2019.



Cases - Domino's Voice Order

In mid 2018 Domino's unveiled new functionality in their mobile app - Voice ordering software. Now the user can order pizza without typing anything, he can just vocalize his order.

<http://entryjet.com/dom/>



Cases - WeChat Voice Assist

"Chinese social media and gaming behemoth Tencent Holdings (00700.HK) is set to introduce a voice-activated assistant for WeChat, offering greater convenience to users of the messaging service in tasks such as playing music, ordering food and hailing a ride."

<http://www.ejinsight.com/20190110-tencent-to-launch-voice-assistant-for-wechat-users/>



Cases - Voice-Activated Travel App: Halo Travel

"Halo Travel is an intelligent, voice-activated chat bot for travel. Halo Travel is the first app allowing booking hotels and flight strictly through voice. "

<https://www.businesswire.com/news/home/20190110005112/en/AI.io-WEX-Partner-Bring-Voice-Activated-Travel->

DEVICE-AGNOSTIC

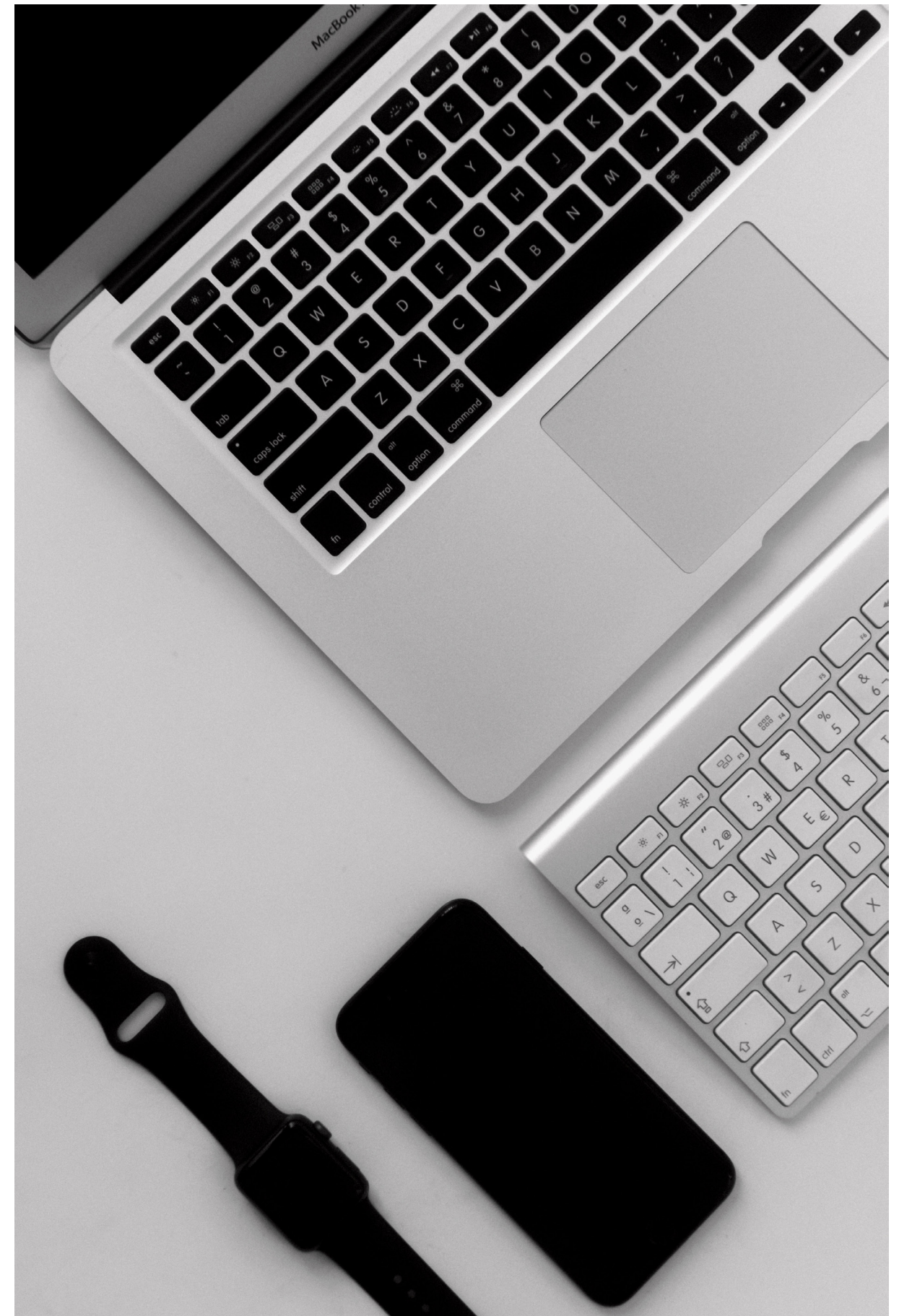


Instead on focusing on specific designs for each device, designers no tend to focus on a journey like experience. First design to mobile approach might have dominated this past few years, but know more and more designer teams think more about the experience as a whole, rather on specific device itself. It creates a continuous user journey that can pass through different touchpoints (smartphone, laptop, smart speaker, smart watch, and so on) without any friction.

Imagine starting your journey by asking Google Assistant for a lift, than being guided to app store, where you can use Uber app without installing it (thanks to Android Instant App), and confirming your trip on your smartwatch.

The concept of Mobile First design philosophy came together to help prioritize content and ensure positive, device-agnostic experiences. However budgetary and scheduling constraints often result in mobile first meaning Mobile Only. Since 2015, Google is penalizing website that don't support mobile.

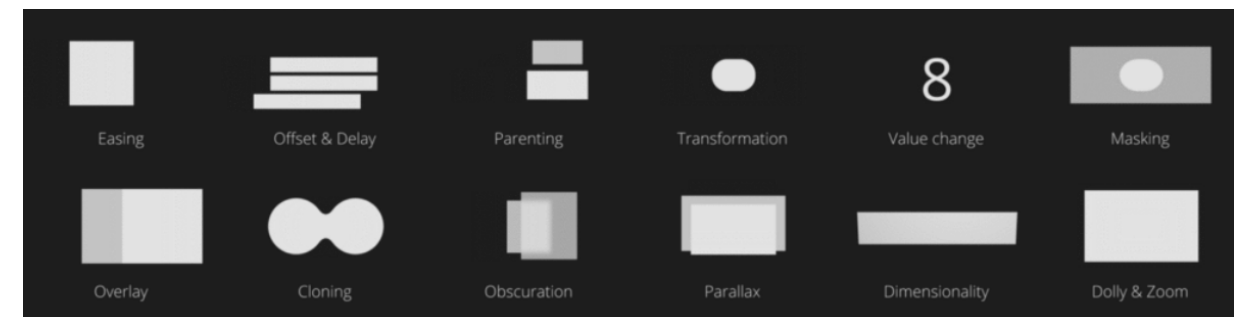
In 2018 the website traffic from mobile devices in US was at 63%. But for the designer, the choice is not simply Mobile vs Desktop. Users often change devices mid-task. That means, we have to design the experience, to allow our users to pick up their task on a different device.



MOTION DESIGN

Designs that move.

Making use of motion in a smart, and tasteful way can make all the difference while designing a digital product. Captivating eye of the user with animation is a hard task. Designer must keep in mind that every animation might slow down the website, and make user wait - which might prompt him to leave the page without completing a goal. It's important to find a balance, between animations and performance. Motion Design should emphasise the design of your website, it shouldn't overwhelm it.



UI



DARK

METALLIC

HANDPAINTED

GEOMETRICS

CANNABIS

TYPEWARPING

OPTIC ILLUSIONS

FLAT COLOR

WEBDADA

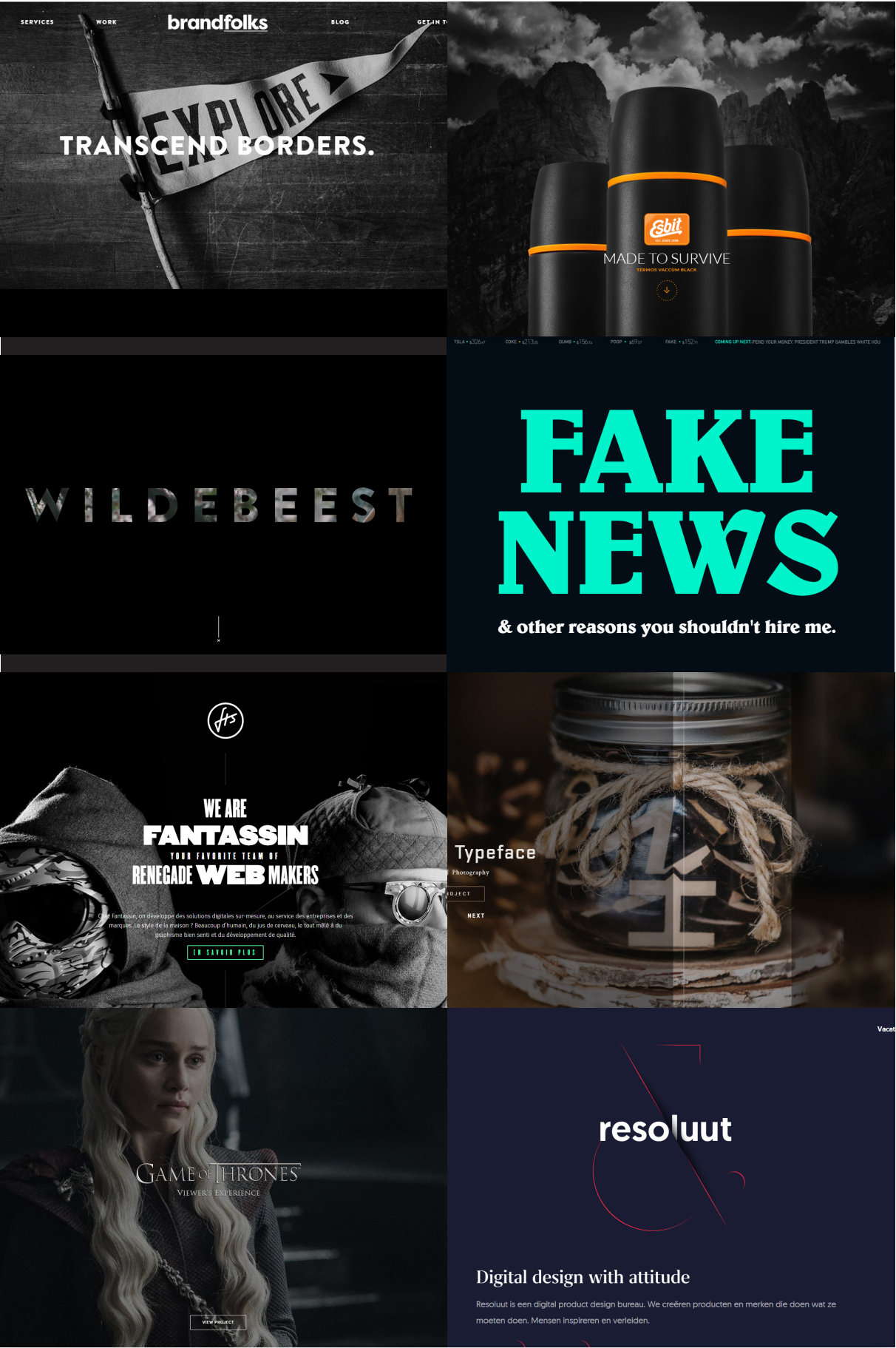
PATTERNS



* WE CHOSE 10 DISTINCT GRAPHIC DESIGN STYLES THAT WILL DOMINATE IN 2019.

NO. 1 DARK

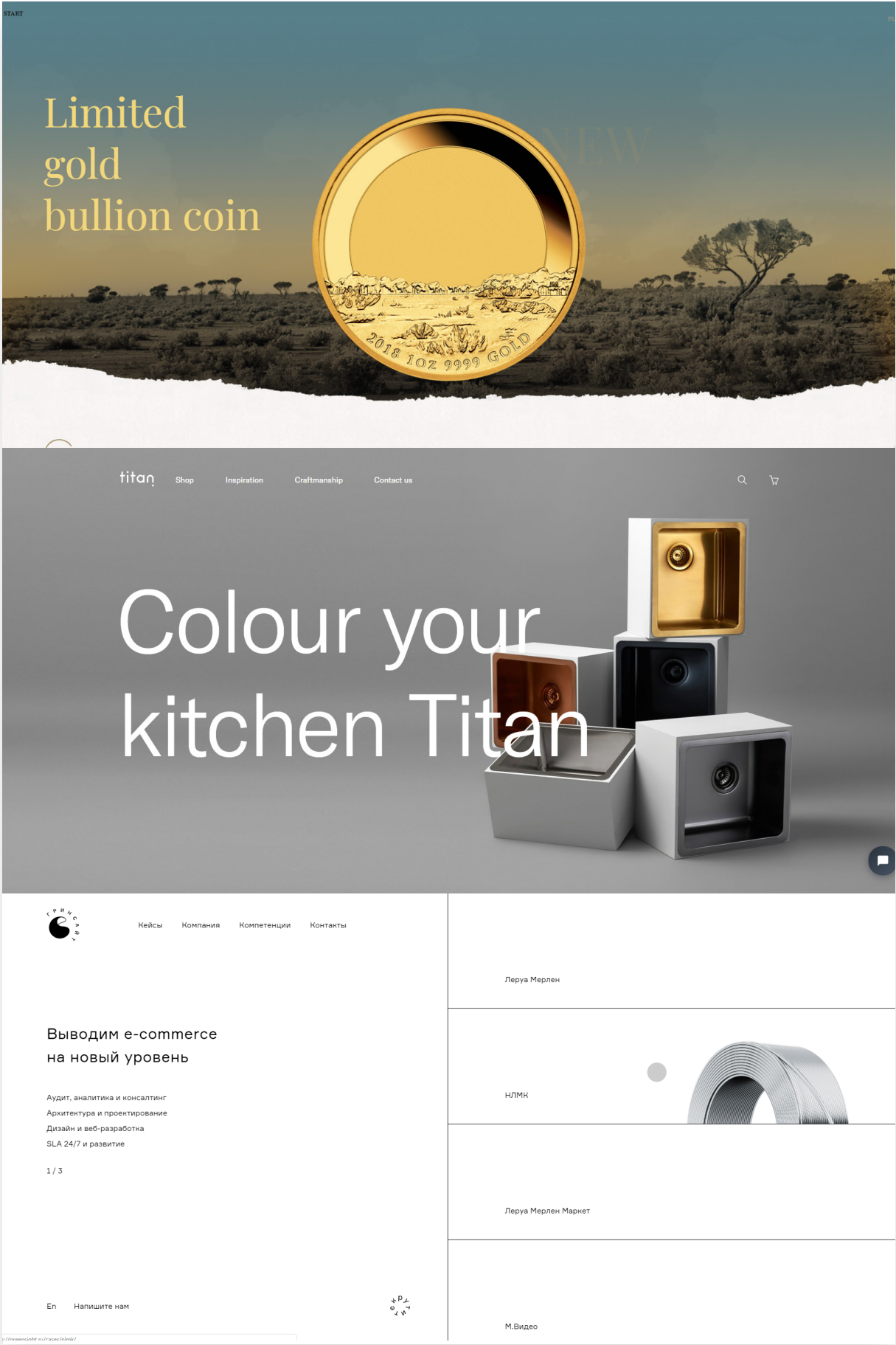
Dark style is taking the web design by storm! It's elegant, simple and minimalistic. It associates a brand with luxury, something exclusive and premium. It makes user curious as its projects mystery and secret. Also it's very practical. Digital products designed in dark colours use much less energy, than their pale counterparts.



NO. 2

METALLIC

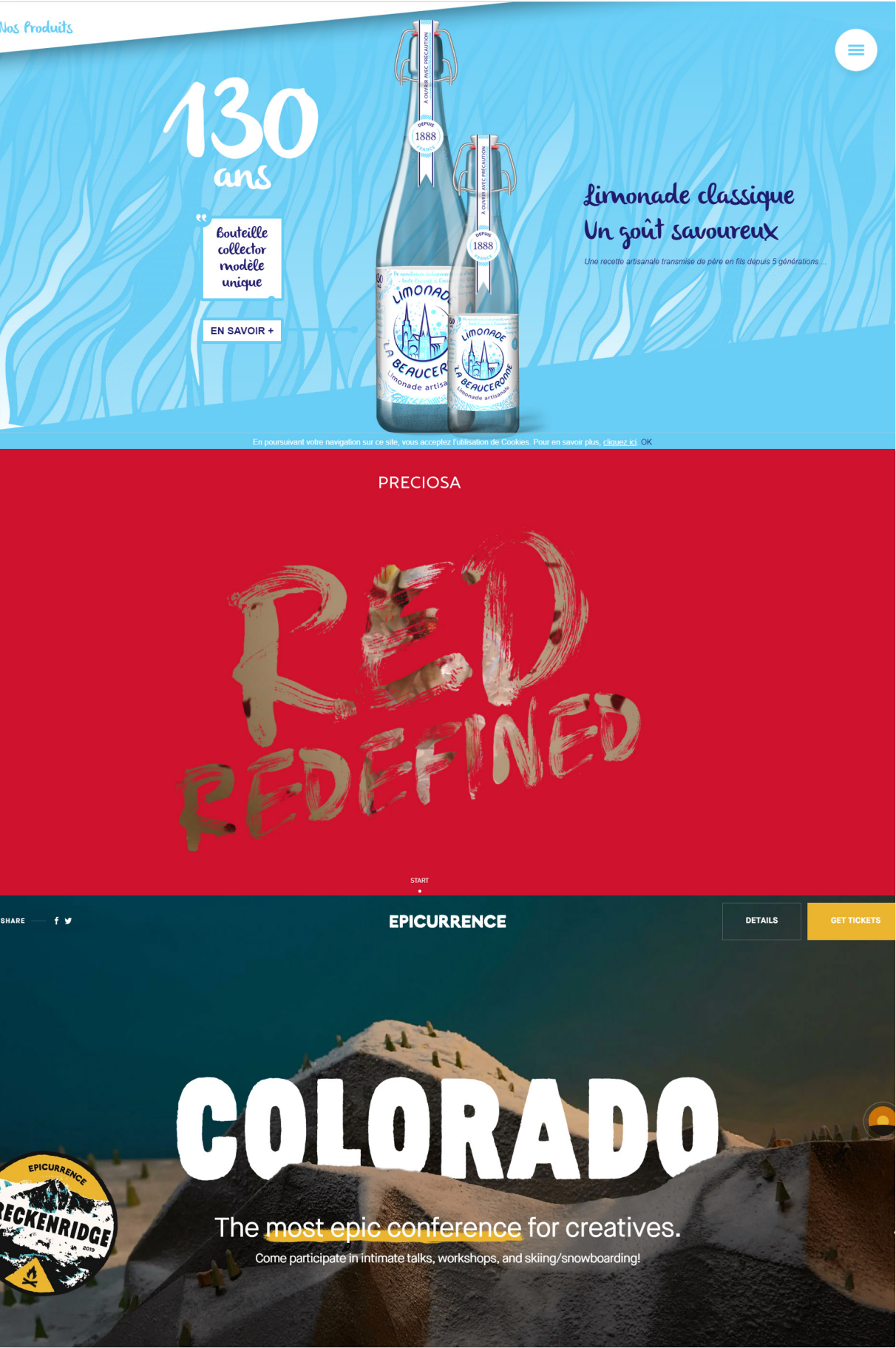
The means of earlier display and printer technologies were not capable to render silver, gold and other metallic colours well enough. With the development of display technologies, web designers were given a new tool in their collective toolboxes. No digital products could be made to feel exclusive, luxurious by associating the design with high value metals.



NO. 3

HANDPAINTED

Light colored backgrounds, a lot of accent colours, lot of illustration and hand painted typography. All that combined screams Creativeness.



NO. 4

GEOMETRICS



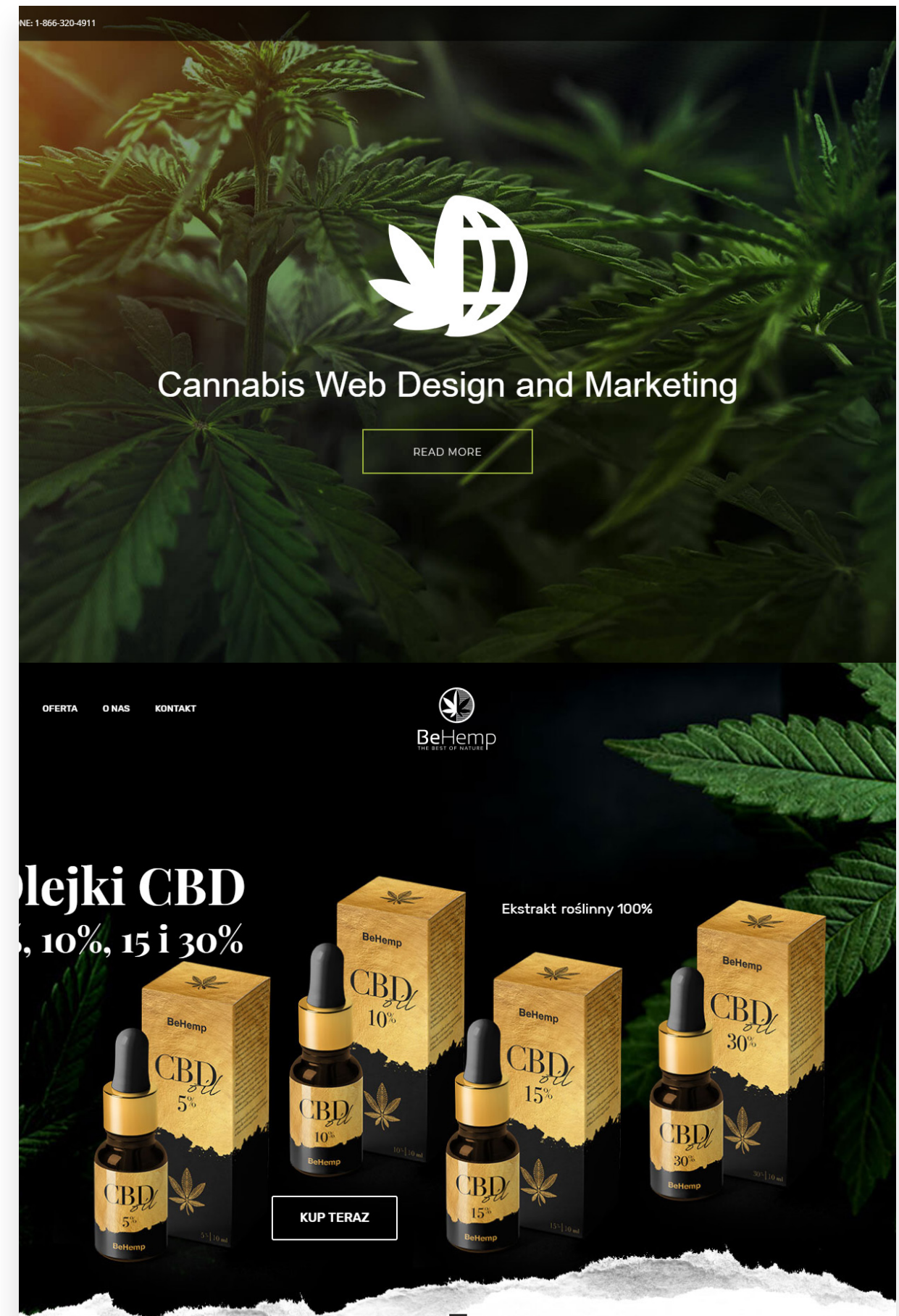
In 2019 not only simple figures and shapes are used for creating an effective website, but as you can see, there is a growing movement amongst web designer to use complex shapes to show off their own unique style.



NO. 5

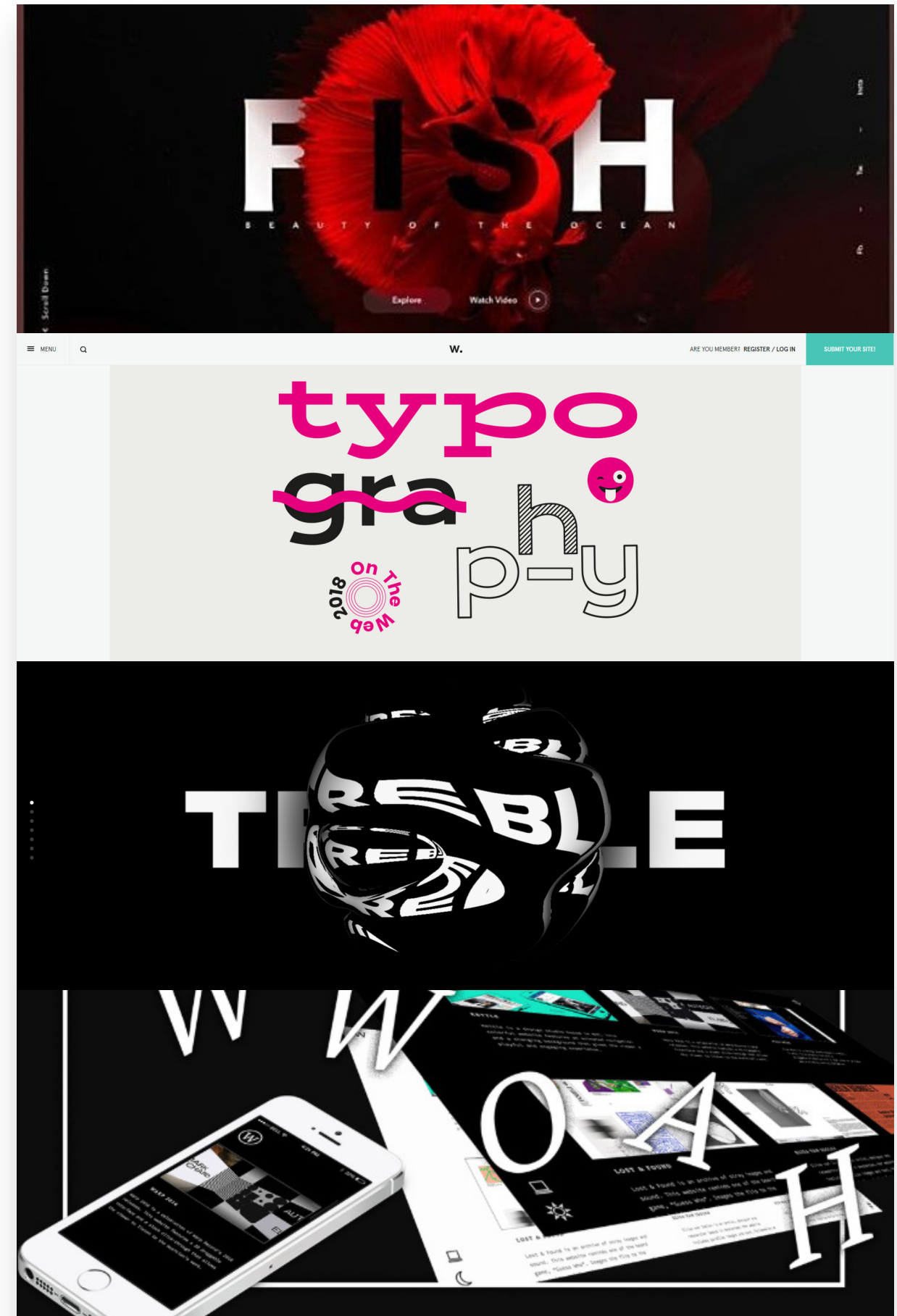
CANNABIS

Cannabis trend is on the rise. With the changing laws around the world Marijuana oriented brands and services pop up everywhere. That also means the Cannabis Indica / Sativa leaves are no longer associated with shady businesses, but a wonder plant with a lot of health and recreation benefits. #420



NO. 6 TYPEWARPING

Deconstructivism, as a movement in architecture, was an answer to the strict rules of architecture design in those years. In that same manner - Type Warping might be the breath of air in the web development industry. An opportunity to experiment, break the rules, and find a completely new and inspiring ways of design.

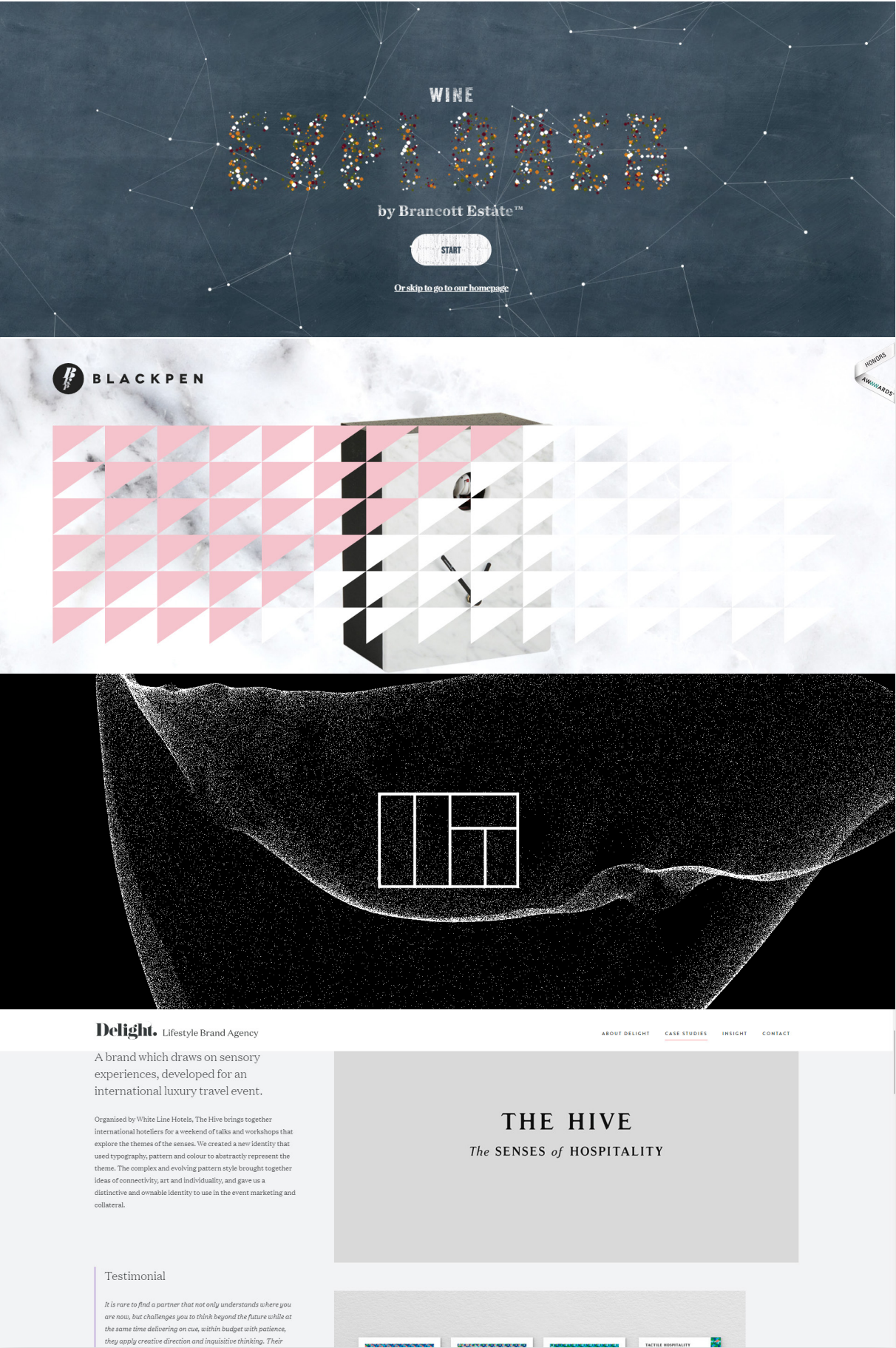


NO. 7

OPTIC ILLUSIONS



Optic Illusions are eye catching, they are design to play with our minds, by challenging our visual sensory system. TSome designers are drawing inspiration from the Op Art - Artistic movement in which artist utilized optical illusions in their work. Illusion might give a sense of movement or depth in otherwise 2d and static designs.his idea itself might be the attention grabbing thing you are looking for.



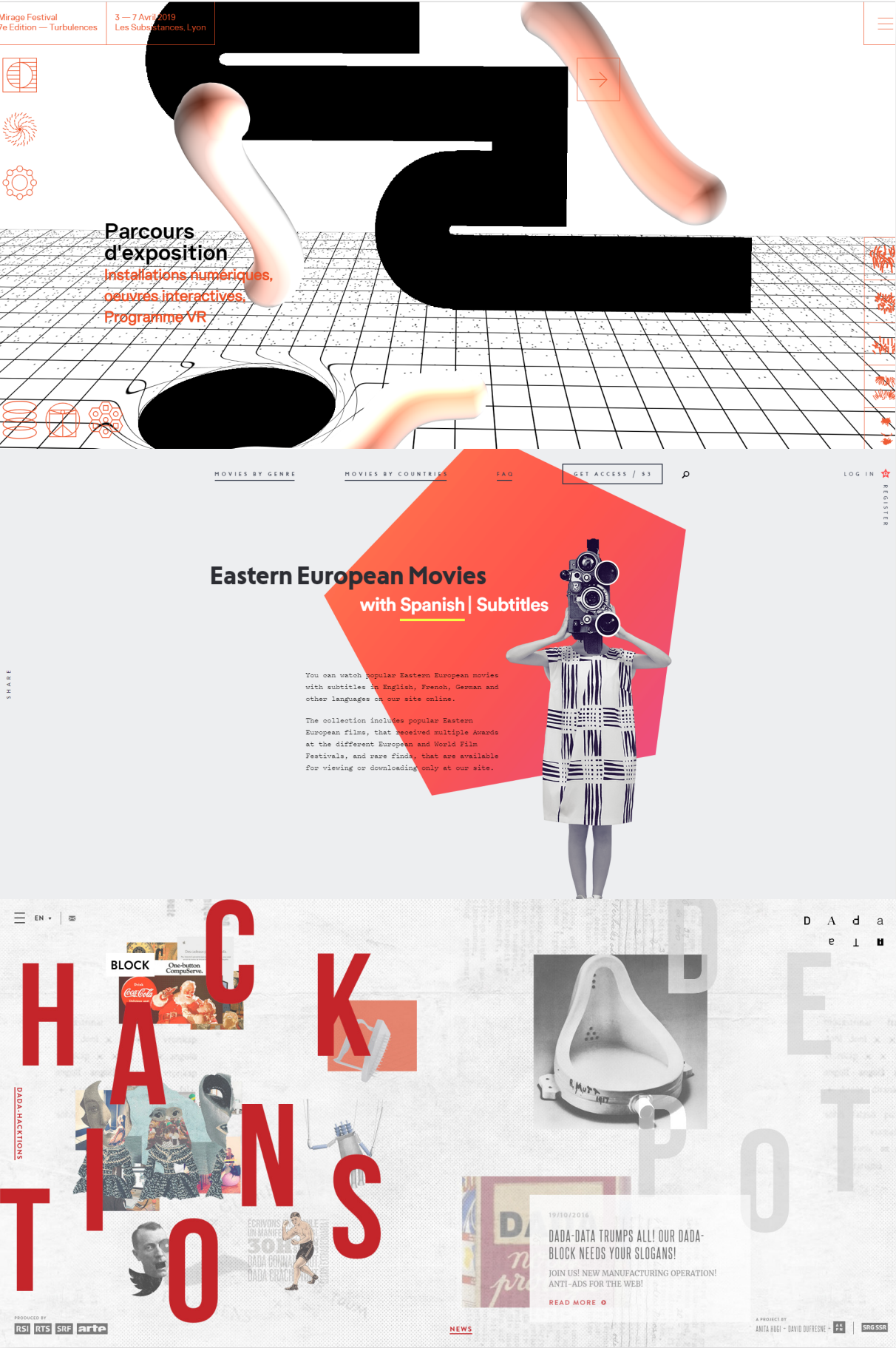
NO. 8 FLAT COLOR

You've probably noticed the growing use of solid color in web designs. The Flat Color design trend has reached the digital medium. Dazzling RGB colors with saturations on all time high are becoming the main trend in current web design.



NO. 9 WEBDADA

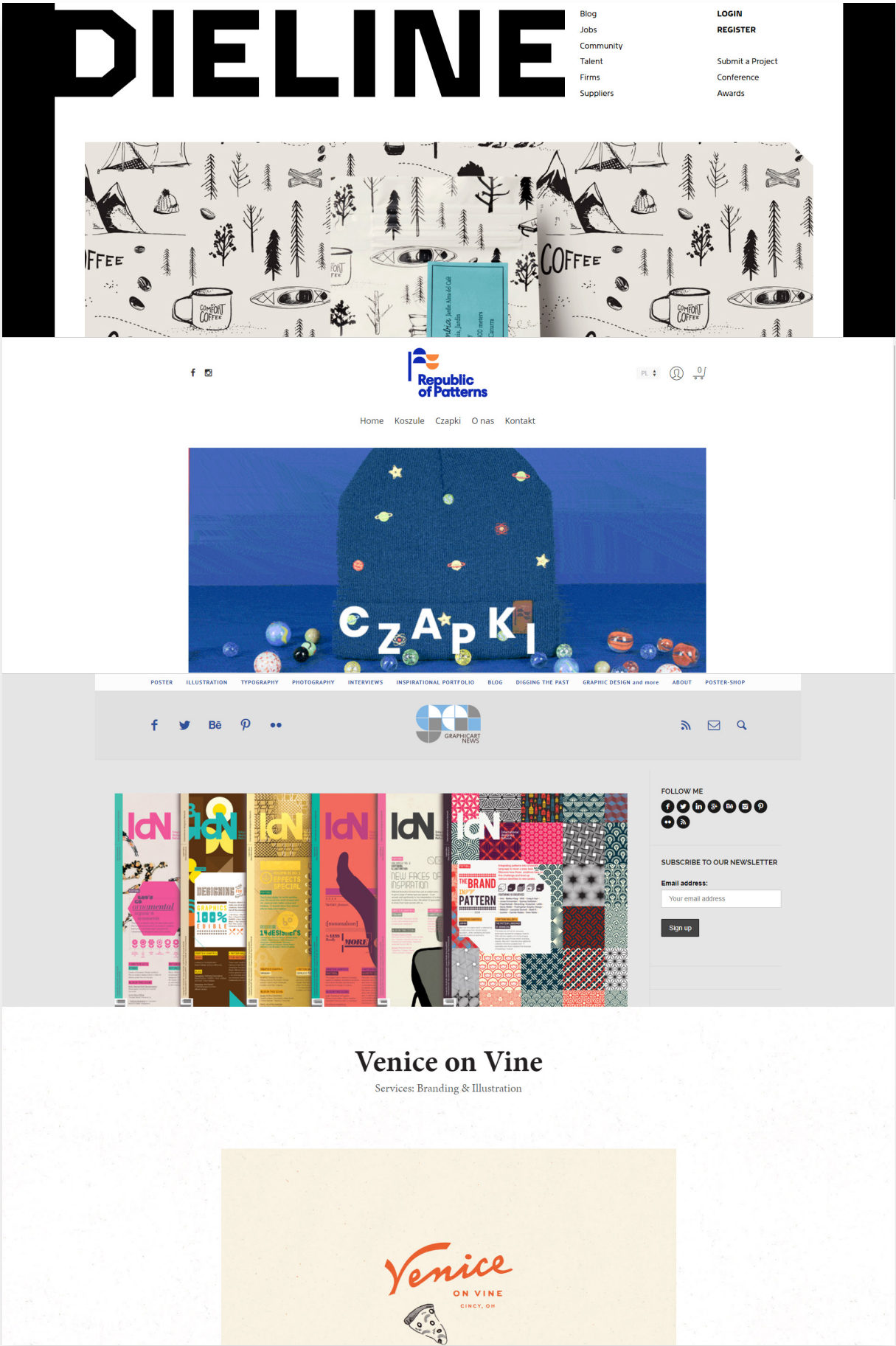
Dada was an art movement in the early XXth century. Dada artist wanted to break of with tradition, make the audience think and redefine their values by founding their art on chaos and absurd, so accidental combination of various elements were an often trait of Dadaistic art.



NO. 10

PATTERNS

Whatever your goal is patterns can add strength and a sense of realism to your web design or they can be the eye-catching feature. Patterned designs made a comeback in the last few years, first hitting the fashion industry, now slowly translating also to the digital domain.



BIBLIOGRAPHY

Here are some website that will help you to investigate mentioned issues further. During the creation of this Trendbook we've learned a lot from this websites and blog posts:

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<https://theblog.adobe.com/four-cornerstones-writing-ux-microcopy/>

<https://www.usertesting.com/blog/storytelling-in-ux/>

<https://landt.co/2018/02/examples-of-great-ux-design-storytelling/>

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<https://uxplanet.org/how-to-use-storytelling-in-your-design-process-c40617e317c0>

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<https://uxplanet.org>

<https://uxdesign.cc>

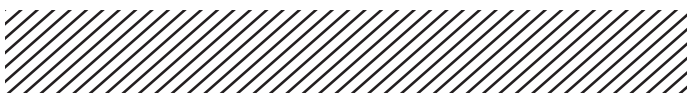
<https://www.nngroup.com>

<http://uxmag.com>

<https://www.smashingmagazine.com/category/ux-design/>

<https://medium.com/tag/ux>

<https://usabilitygeek.com>



STAY TUNED



APPLOVER NEW YORK

315 W 36th St
NY 10018 New York
USA

APPLOVER HQ POLAND

Ul. Świeradowska 77,
50-559 Wrocław
Poland