

StudioForty9

2024 UX Design Trends

Design Team



Who We Are



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Design Trends???





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JULY 14



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▼ What's Hot

Preorder Mac OS 8
 Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive

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 Learn about new software releases as they become available

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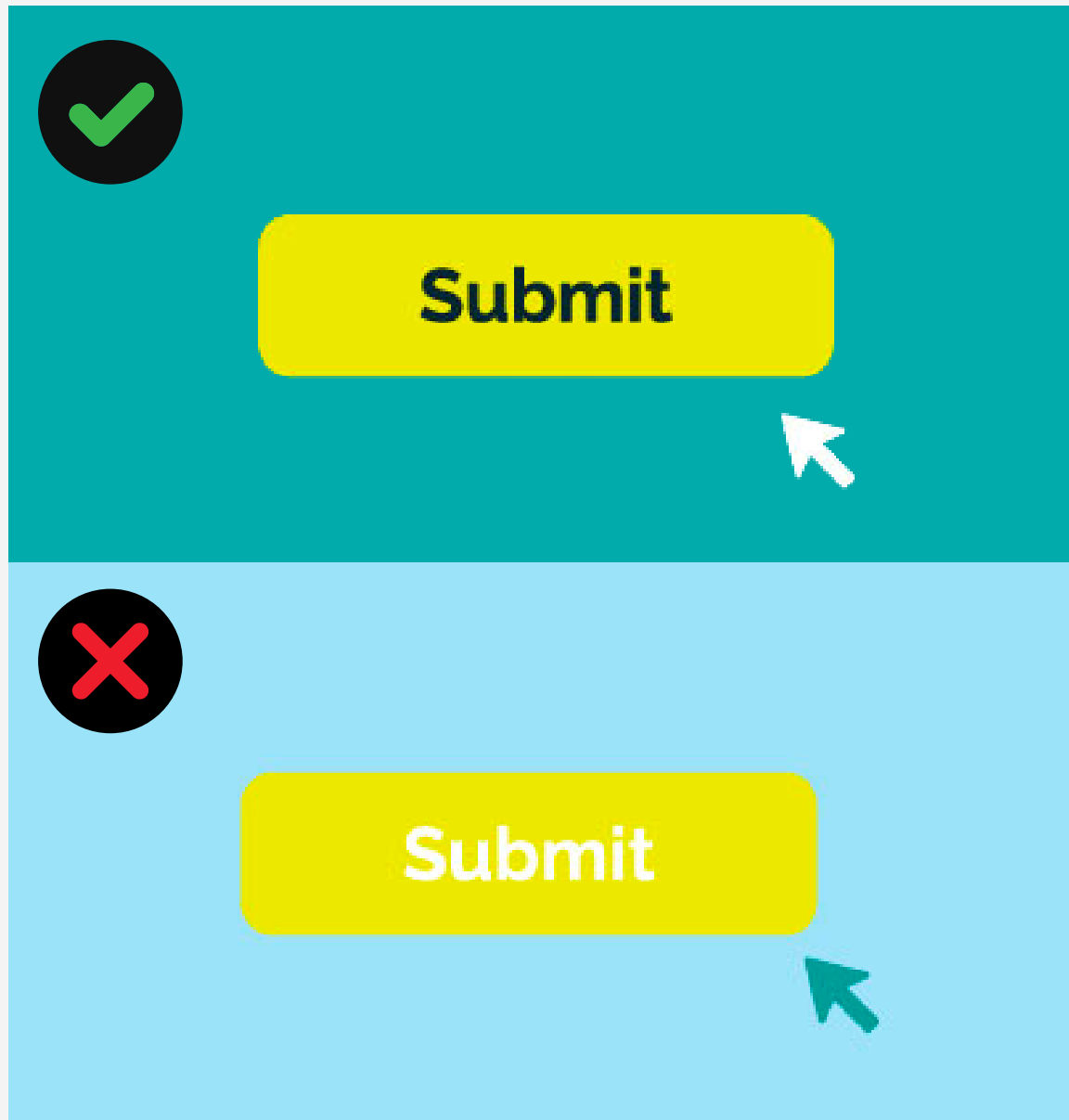
Say hello to the future.



Accessibility

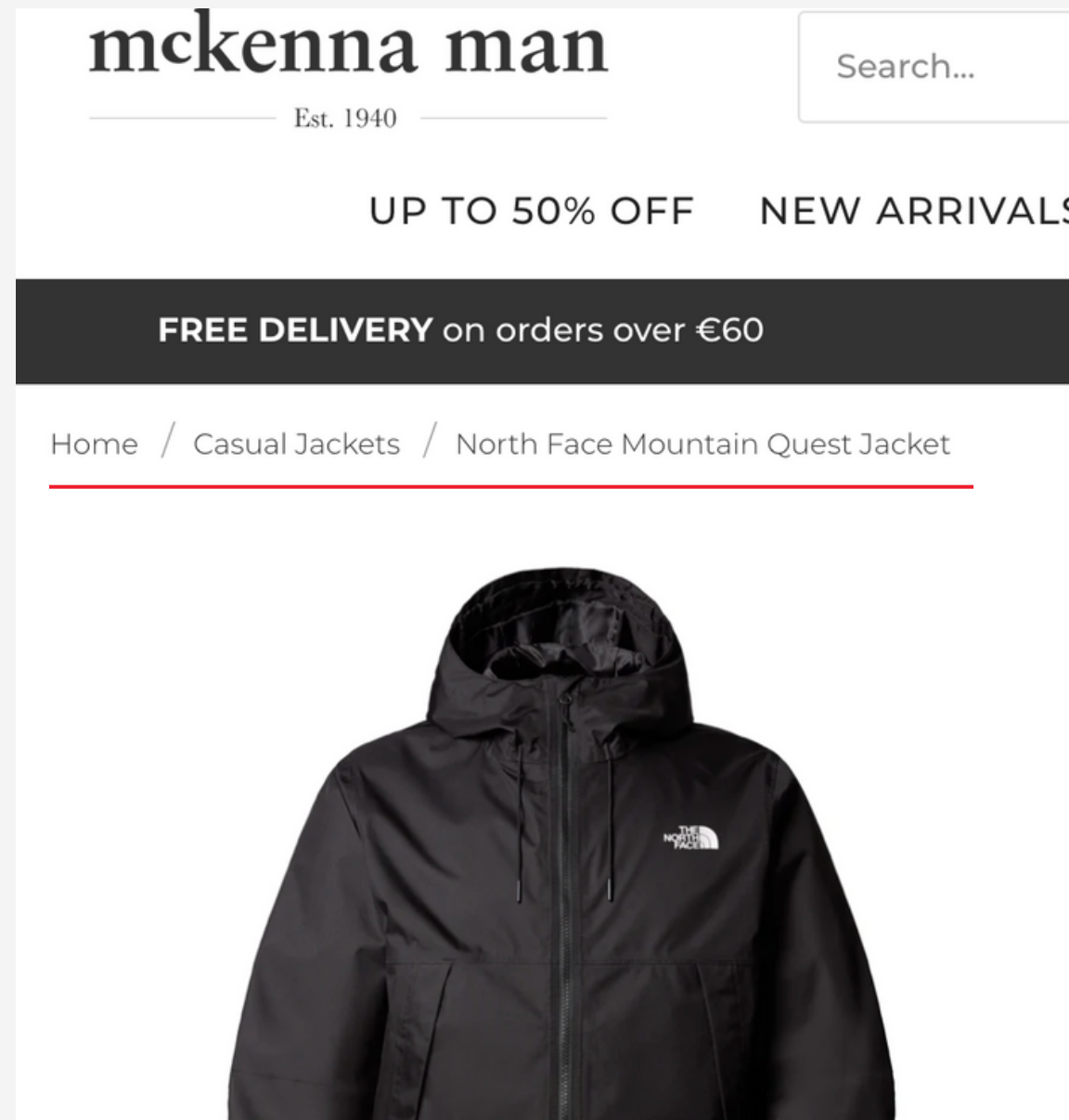
Design for all- Inclusivity will be a major focus for 2024. Ecommerce websites will be looking at prioritising accessibility features ensuring that people of all abilities can navigate and interact with their site. Some examples of these include:





Colour Contrast

Sufficient color contrast improves readability, especially for users with low vision or color blindness. Designers can enhance accessibility and usability by selecting colors with appropriate contrast ratios, benefiting all users' experience.



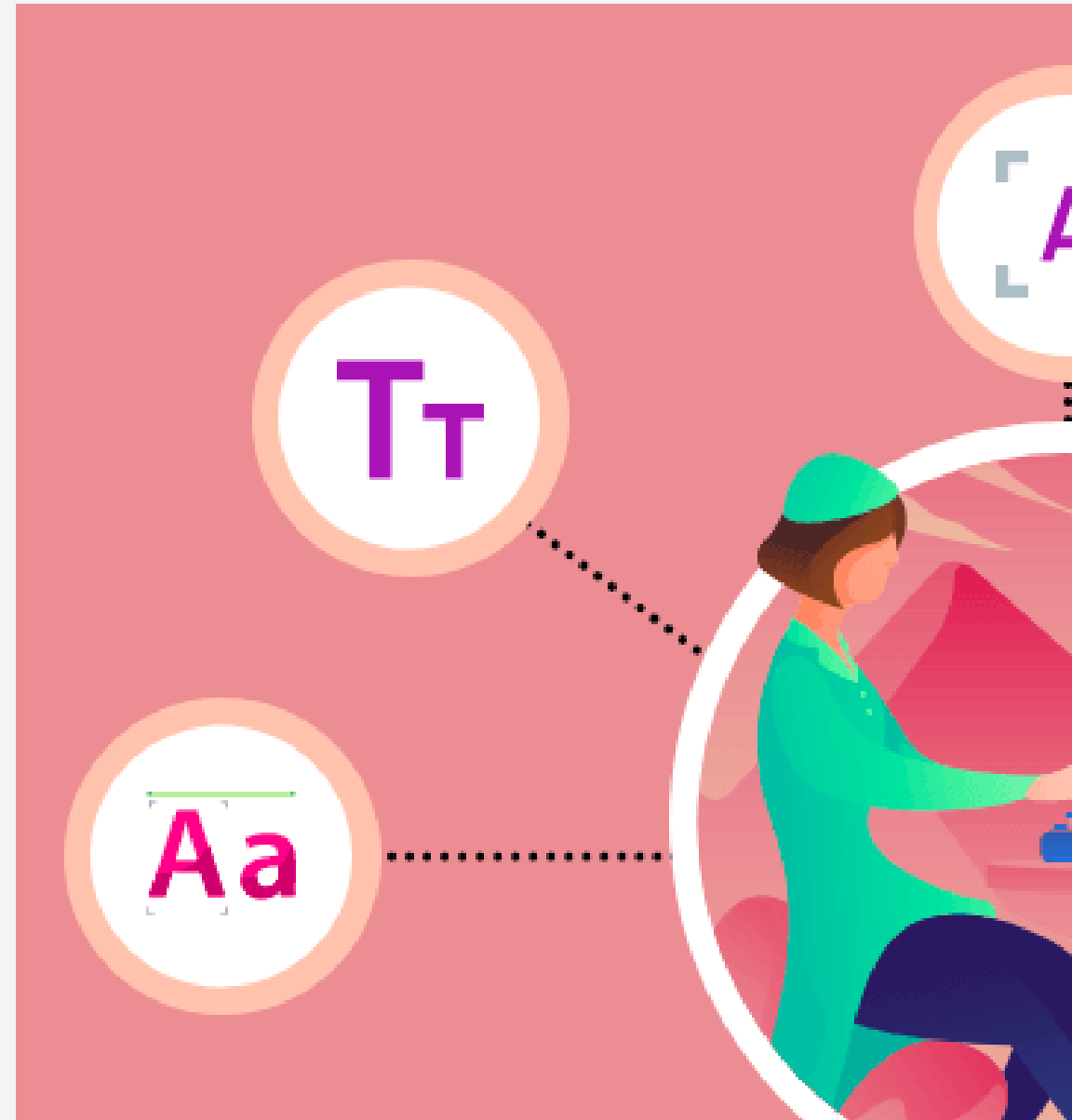
Breadcrumbs

Breadcrumbs enhance website accessibility by providing users with clear navigation paths, aiding orientation and helping all users, including those with disabilities, to navigate efficiently.



Alternative Text

Providing alt text for images on your website ensures accessibility for users with visual impairments, offering context and understanding of the content.



Font & Size Consistency

Consistency in font sizes across every page is essential. Aim for recommended sizes: body text at 16px and headers at a minimum of 30px. Additionally, using a single font for body text maintains visual harmony throughout the site.



Regular Testing

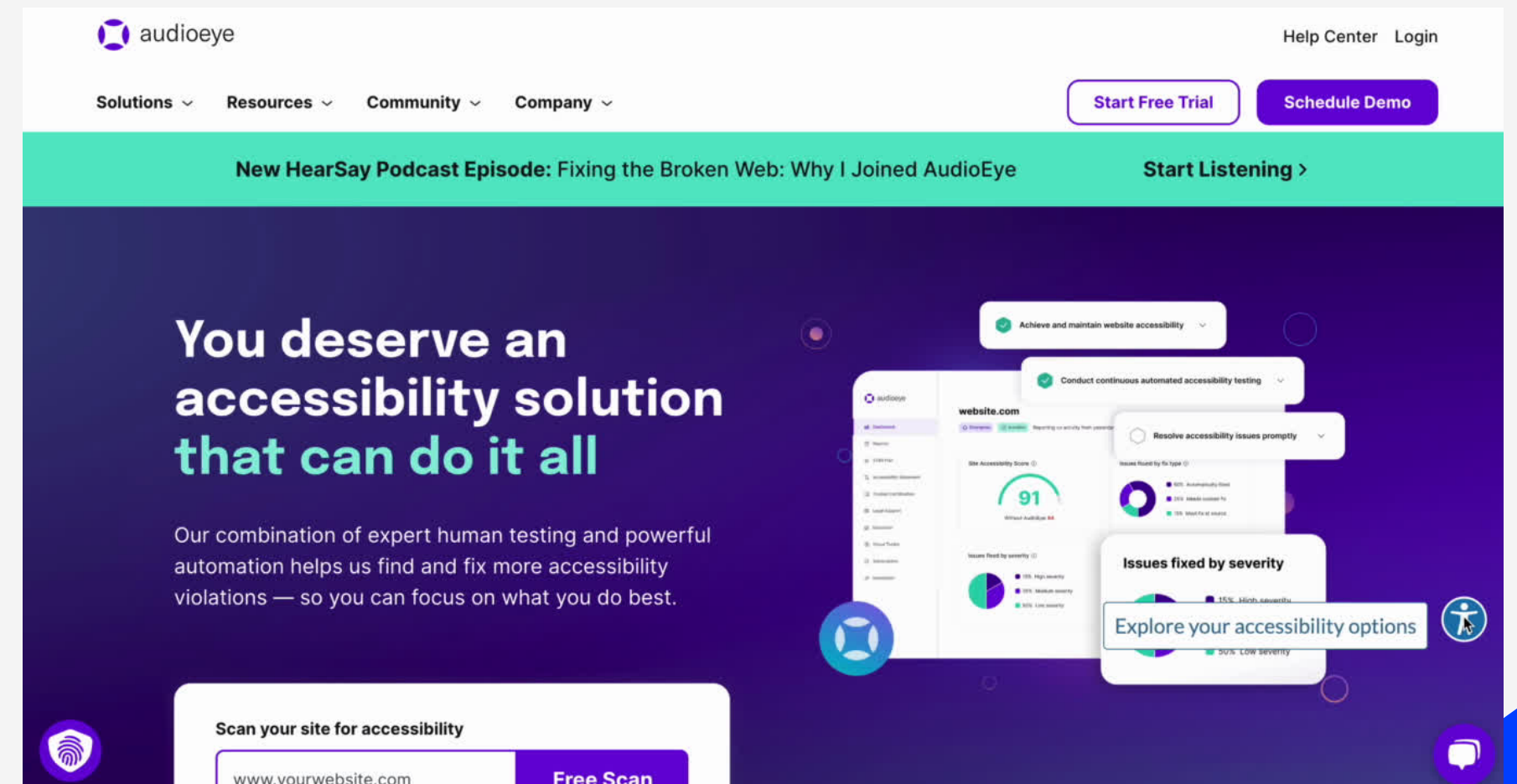
Regularly conducting tests on your website with accessibility evaluation tools and assistive technologies like screen readers and keyboard navigation is crucial. This process helps pinpoint and resolve any accessibility issues that may arise, ensuring an inclusive and user-friendly experience for all visitors.



Audioeye: Accessibility Tool

Audioeye is an online accessibility tool, who also complete expert user testing with members of the disability community & automation helps us create a more accessible online site.

"We give you the tools and support to solve accessibility for your organization — whether we do it for you or provide the technology and expert guidance."



Immersive Visual Experiences

Augmented reality shopping lets users visualize products in their real surroundings using smartphones or AR-enabled devices. It enhances engagement and confidence in purchasing decisions by offering an immersive and interactive shopping experience.

Some examples of this are:



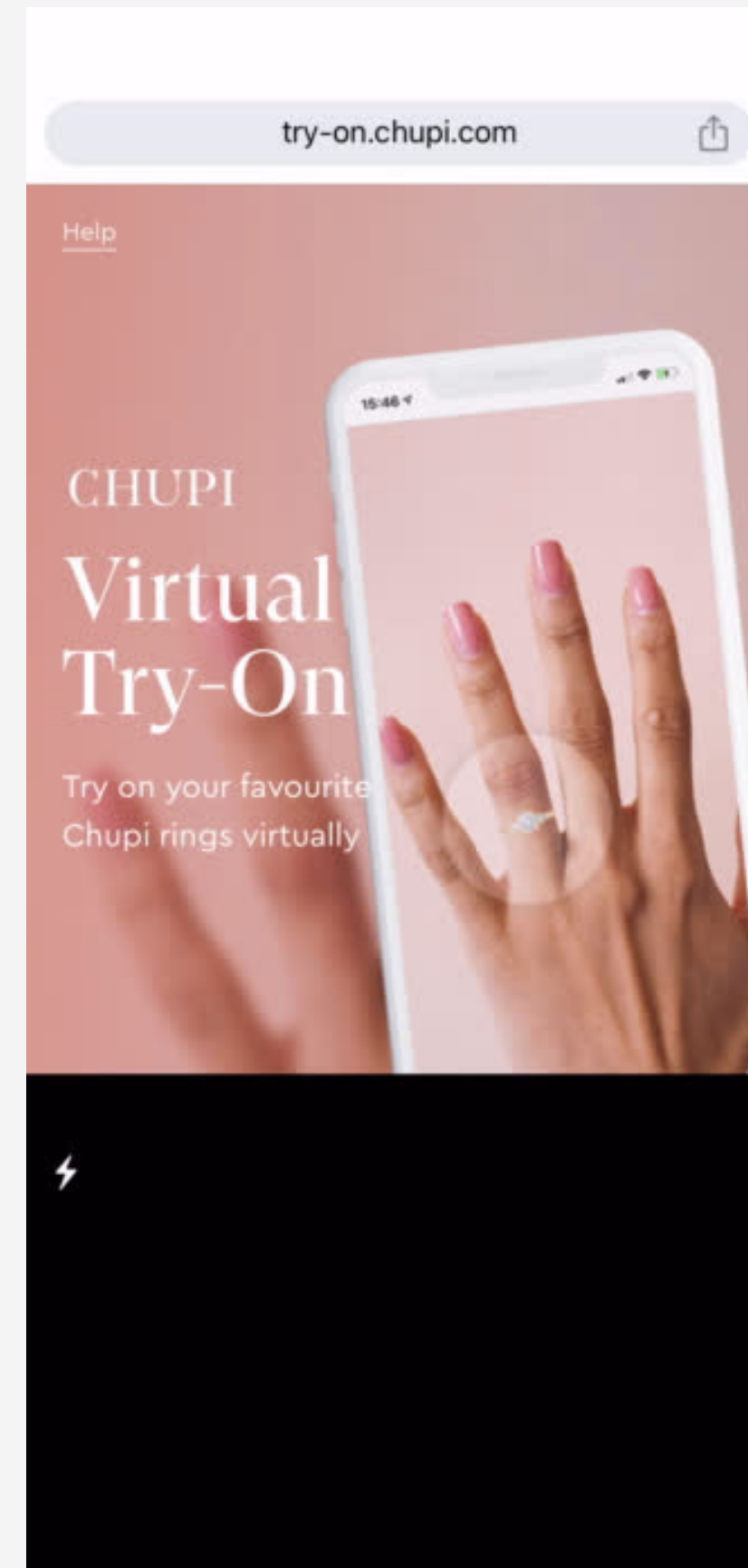
Amazon

Amazon uses their augmented reality experience that allows you to see furniture and other home décor in your own space. You can also add multiple products to the room at the same time. That means you can visualise how a whole set of new products could fit together in your own space, not just a single item.



Chupi

Chupi also uses AR technology, allowing you to virtually try on a range of their rings before committing to a purchase. By granting access to your camera, you can instantly update the ring's features, from changing the metal to trying on different band styles, all in real-time on your finger.



Voice Commerce

Voice commerce, or v-commerce, transforms shopping by allowing transactions through voice-activated devices like smart speakers (e.g. Alexa & Siri) and virtual assistants.

It offers convenience as users can browse, search, and purchase products using natural language commands, bypassing traditional input methods. This trend is reshaping retail, with businesses integrating voice commerce to streamline the shopping experience and boost engagement.



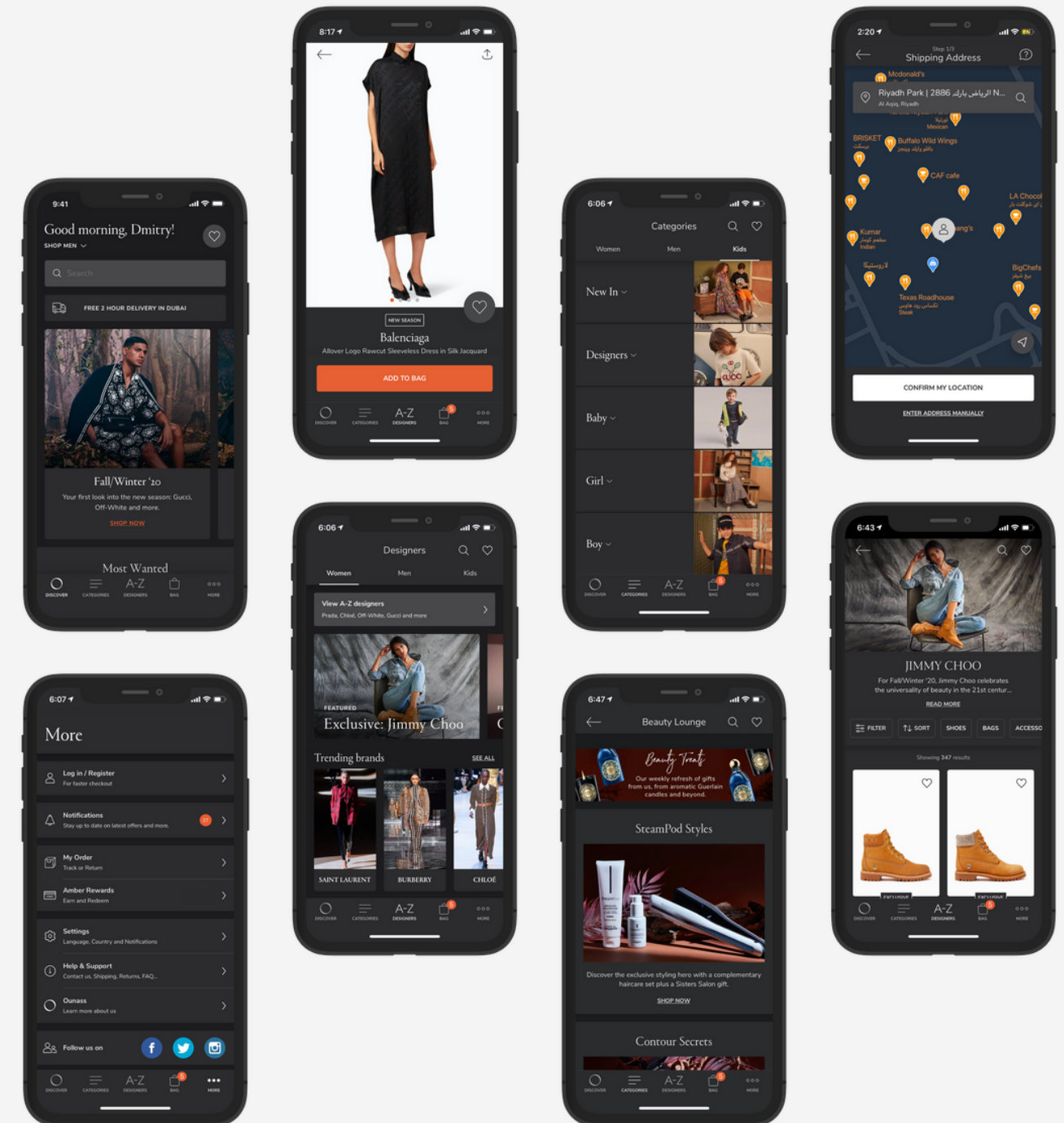
Alexa

Alexa streamlines Amazon shopping by enabling voice commands, providing accessibility and convenience, personalized recommendations, and fast delivery options through Prime integration, making it a comprehensive and user-friendly platform for online shopping.



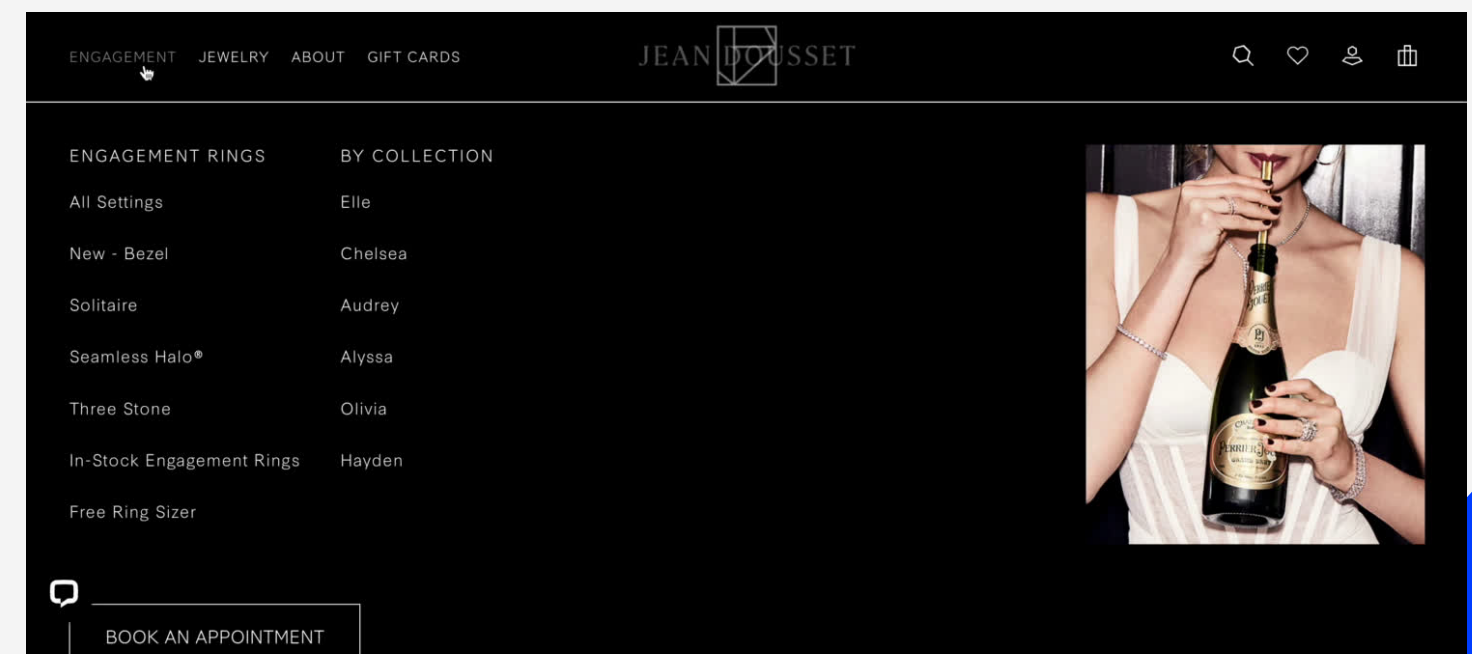
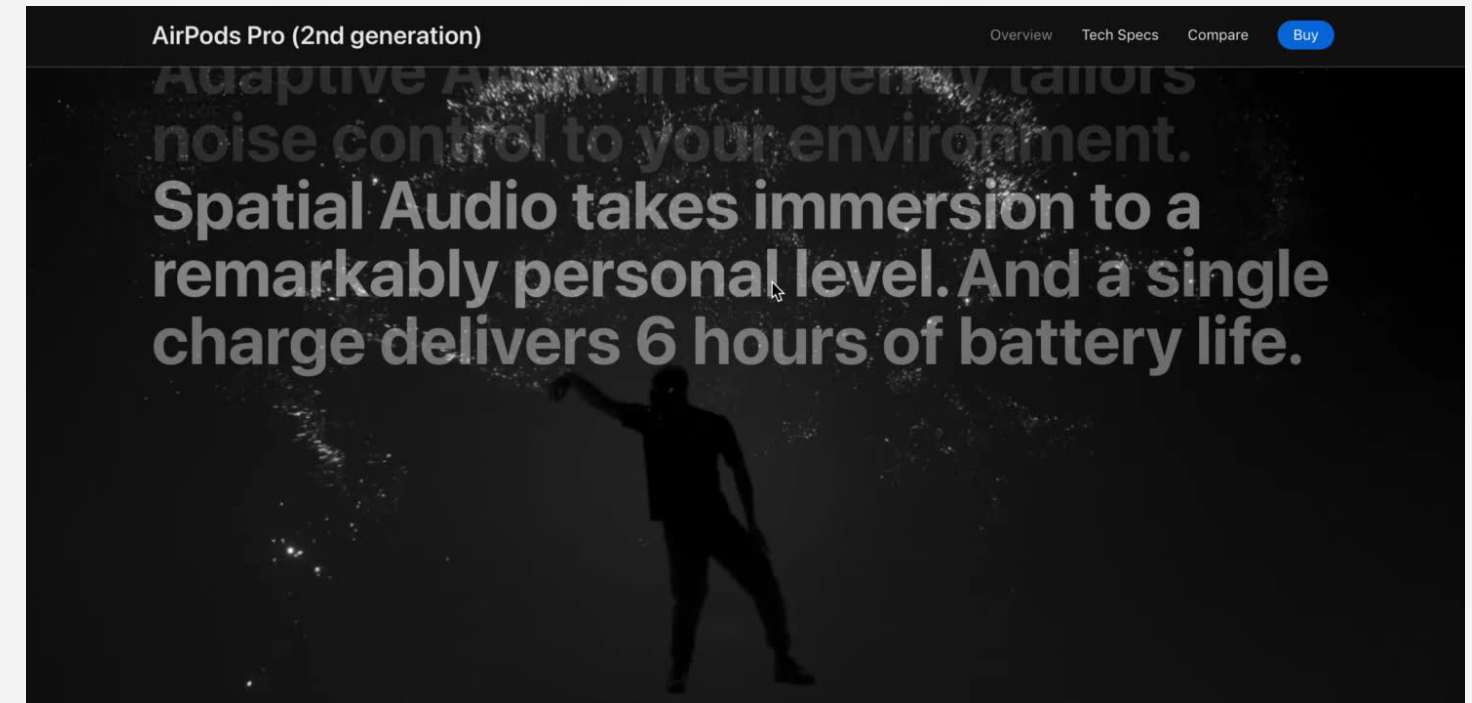
Dark Mode

Dark mode on ecommerce sites offers users a visually comfortable alternative, reducing eye strain and enhancing readability, especially in low-light conditions. It aligns with design trends and demonstrates a commitment to flexible and accessible browsing experiences for customers.



Dark Mode Examples

Both Apple and Jean Dousset are great examples of combining darker and lighter colour palettes. Their strategic use of darker tones enhances product visibility and aesthetic appeal. Moreover, their intuitive navigation interfaces offer both ease of use and visual sophistication, elevating the overall browsing experience for users.



Hyper- Personalisation

Creating Individualised customer experiences

With the help of AI and many other technologies, we're diving deep into consumer data to create shopping experiences as unique as each customer. This means hand-picked product suggestions and dynamic content tailored just for them.



A one size fits all approach is no longer sufficient

Personalisation relates to the way an online store displays dynamic content based on customer data such as:

Demographics, intent, preferences, browsing history, previous purchases and device usage.



Opportunities

Areas that can be easily personalised:

Banner content, blog posts, product recommendations, targeted discounts, product bundles

Frequently Bought Together

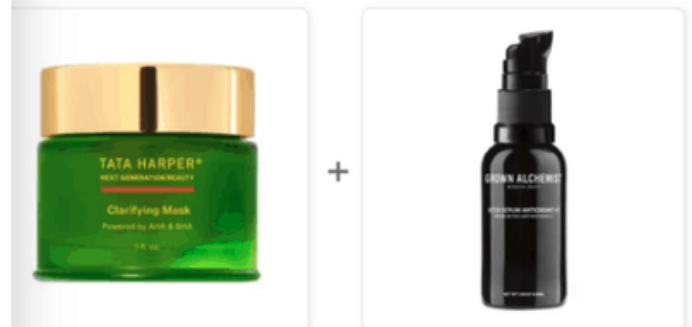


Total Price: \$49.50 ~~\$55.00~~
You save: \$5.50

BUY NOW

- This item: Irish Sea Moss 2 ounces \$40.00
- Organically Grown Soursop Leaf Tea 1 Pack \$15.00

Frequently Bought Together



Total Price: £100.70 ~~£106.00~~
You save: £5.30

BUY NOW

- This item: Tata Harper Clarifying Mask £63.00
- Grown Alchemist Detox Serum Antioxidant+3 Complex £43.00

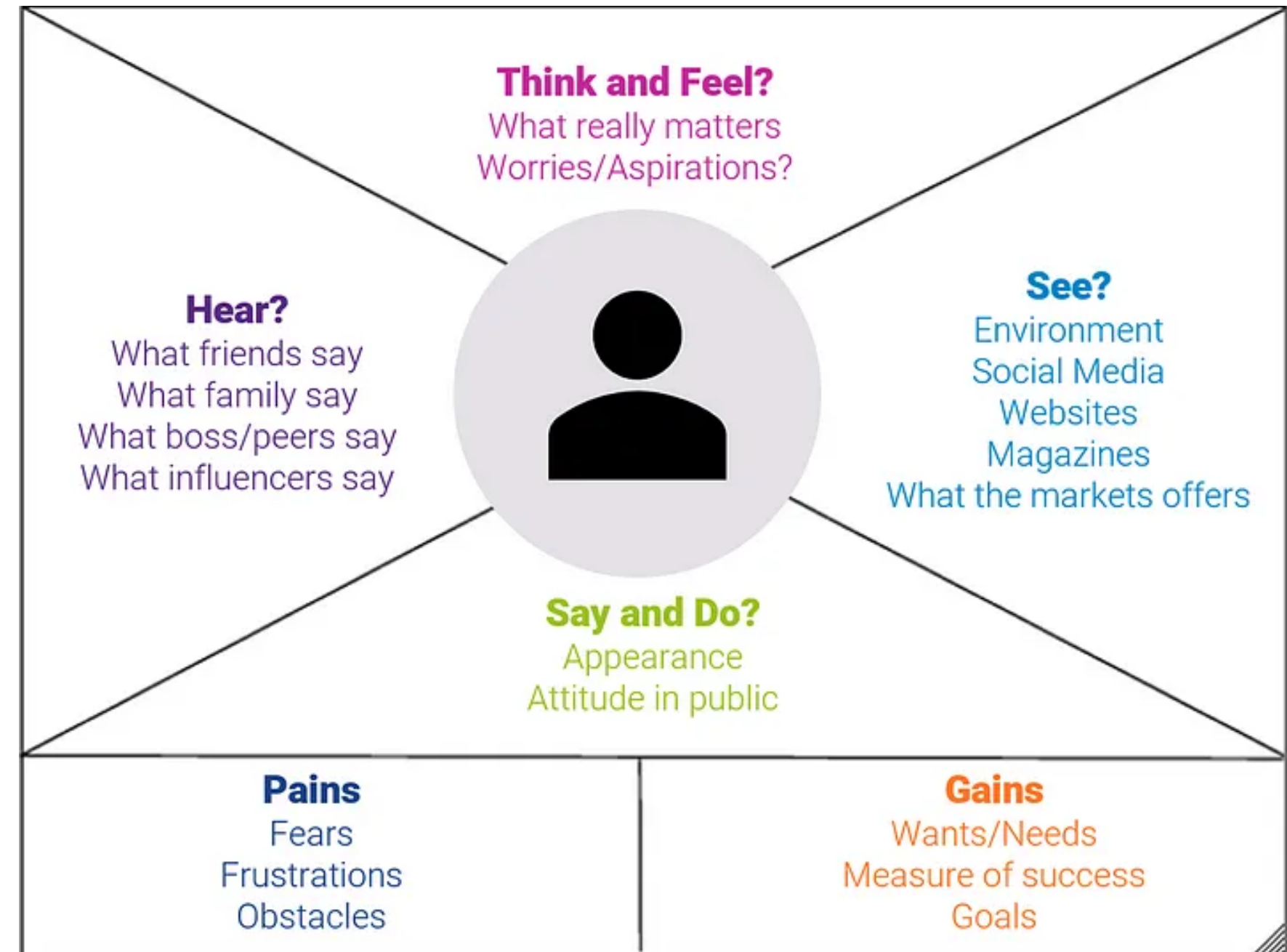
More Careful & Empathetic UX

Ideations: involve open conversations, avoiding a predetermined question list. The goal is insight discovery, not confirmation.

Observation: like recording user interactions with a product, and engaging extreme users

Create User Personas: Allows us to understand user, habits, journeys and popular products/category types. Helps us avoid assumptions.

Empathy Mapping:



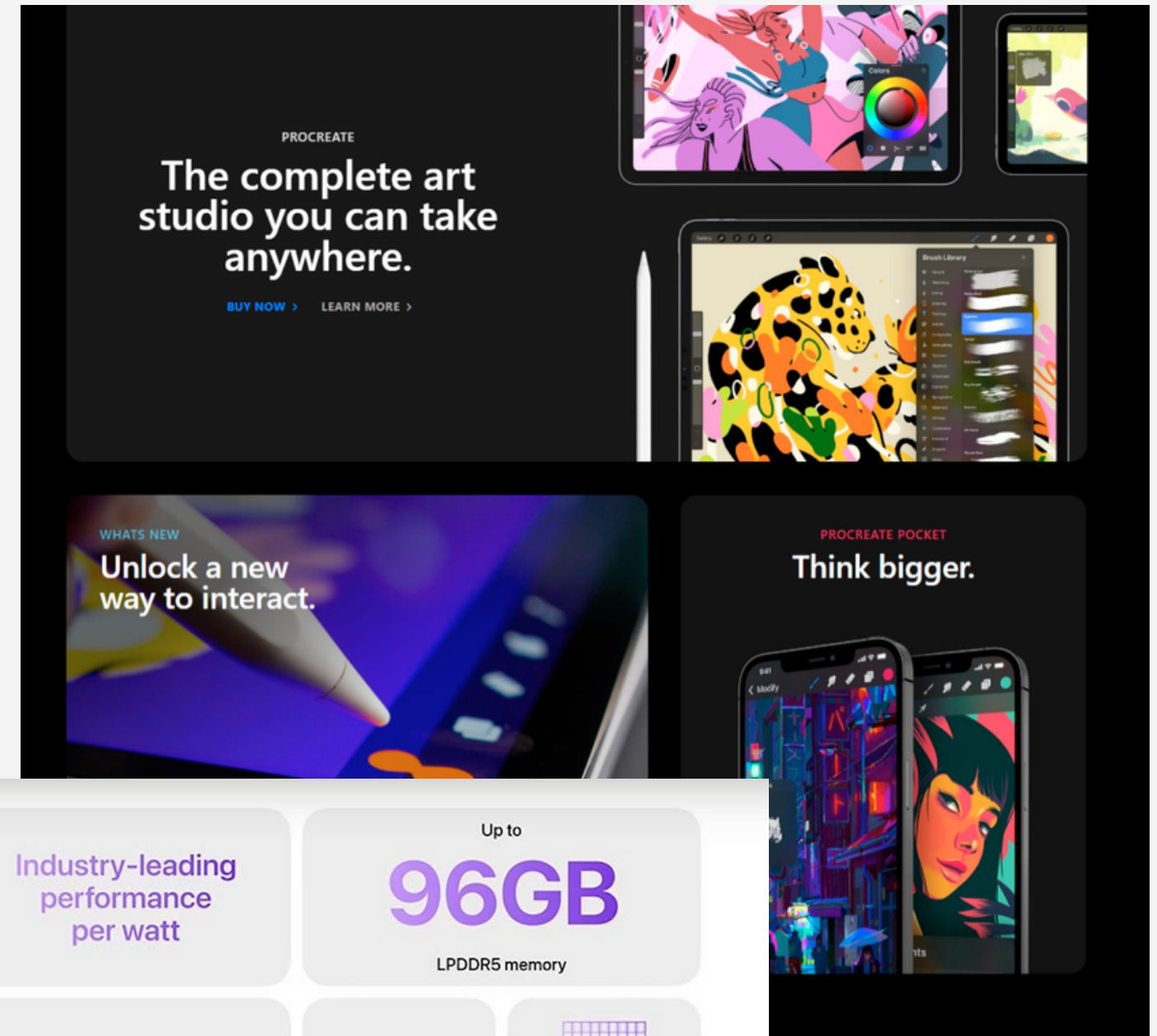
Bento Grids

More Than a Child's Lunch Box

Bento boxes are a staple in Japan's culture. They are well known for storing food in a rather organised format and keeping things clean.

Unlike a lot of other UI design trends, Bento is actually evolving to be more than just a pretty layout style. It has now evolved to include product demos, mixed with some other unique layouts, and even stylised with new visual design concepts.

<https://bentogrids.com/>



Thunderbolt 4

Up to 20% faster CPU

Up to 30% faster GPU

Industry-leading performance per watt

Up to 96GB LPDDR5 memory

Over 67 billion transistors

Apple M2 MAX

12-core CPU

Up to 38-core GPU

16-core Neural Engine
15.8 trillion ops/s

40% Faster Neural Engine

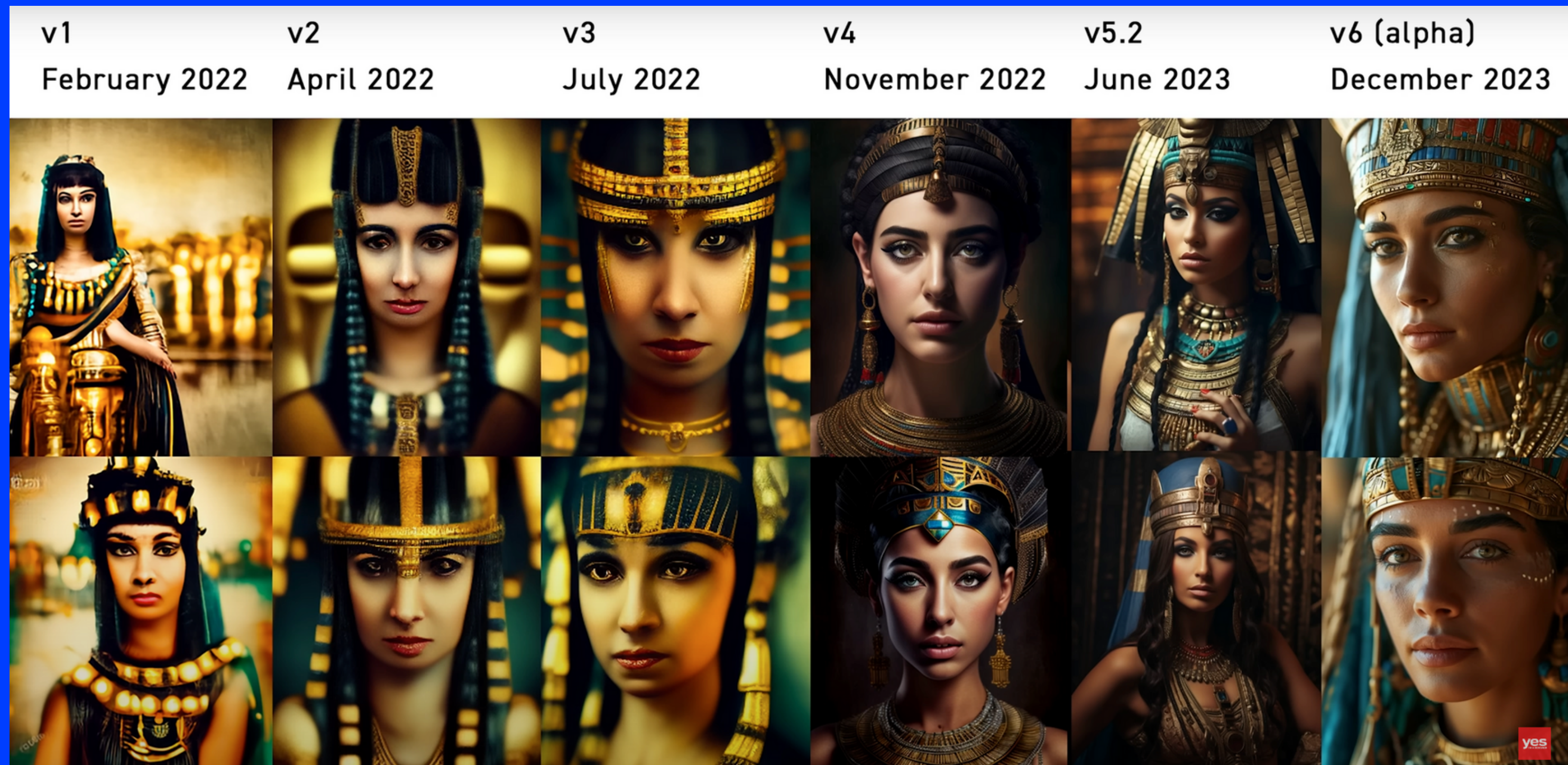
High-performance media engine with ProRes

Second-generation 5 nm technology

400GB/s Memory bandwidth

Generative AI

It's getting better...

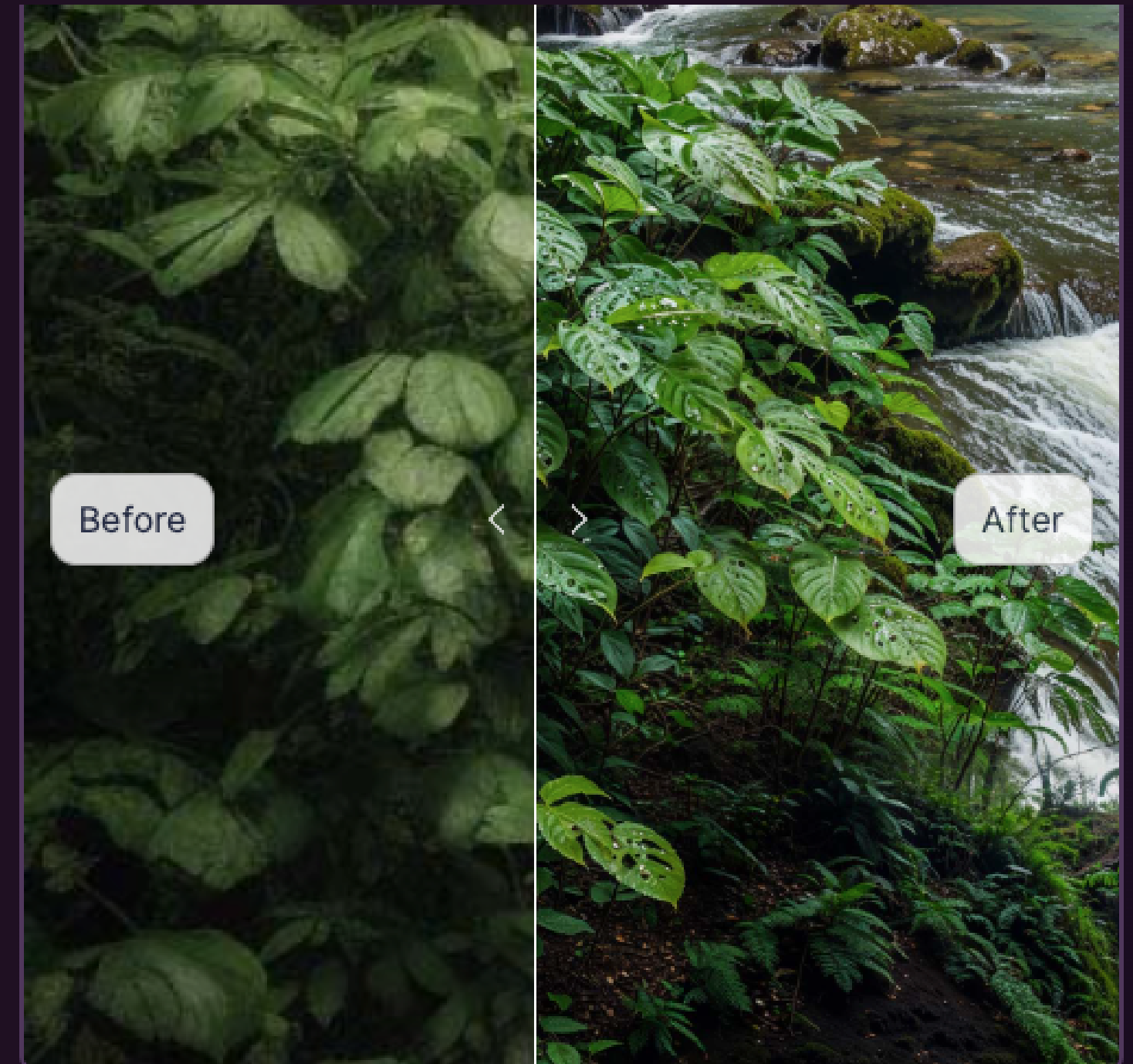


Magnific AI

The image Upscaler & Enhancer that feels like Magic

The most advanced AI tech to achieve insanely high-res upscaling. Not only upscale, enhance! Magnific can hallucinate and reimagine as many details as you wish guided by your own prompt and parameters!

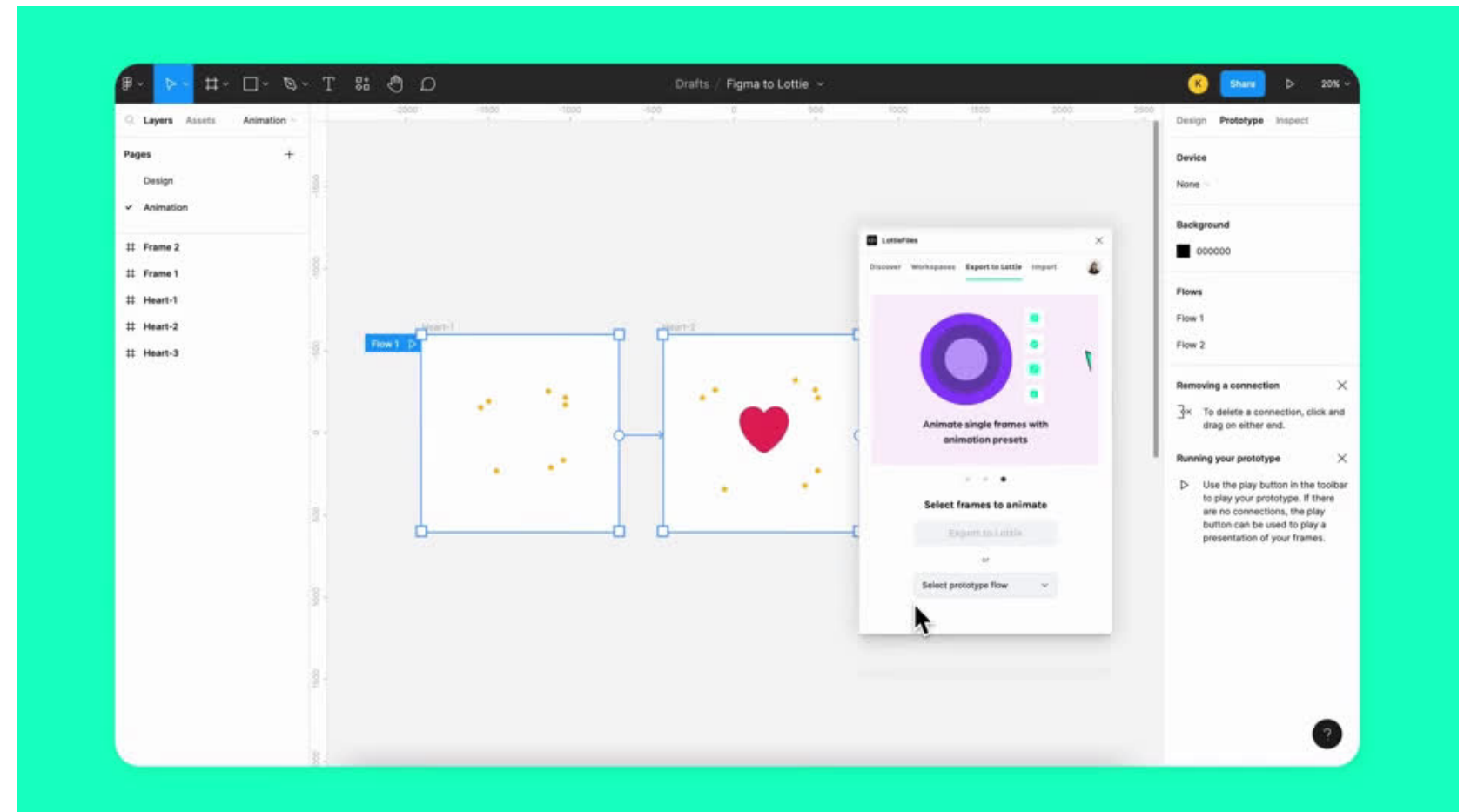
Enhances image upto 16 times better. Enhancing not upscaling



Micro Interactions

These small but impactful interactions not only add a touch of interactivity but also convey a sense of responsiveness, assuring users that their actions are recognised and acknowledged.

LottieFiles plugin for Figma



Bubble writing

Referenced as people 'like the lack of precision'??

The trend's versatility allows it to seamlessly integrate into a variety of themes, from casual and fun to trendy and modern. With their cheerful aesthetic, bubble fonts are making waves in 2024, providing a delightful departure from more traditional and rigid typographic choices.



3D images & Gradients

The use of gradients gives us some new opportunities to add depth and modern aesthetics, leading to some visually appealing and memorable user interfaces. ultimately driving user engagement and creative opportunities.



Thoughts, Trends & Buzzwords

Get to know your customers and personalise your content.

Offers and content personalisation is based on good data. Even AI won't do much without data.



Trends that stood the test of time:

- **Personalisation** – according to a 2017 online survey of 1,000 consumers ages 18-64, 80% of customers are more likely to do business with a company that offers personalised experiences. Additionally, those respondents who believe companies are doing very well on offering personalised experiences shop more than three times more frequently”.
- **mCommerce** – mobile accounts for 58% of web traffic worldwide and for almost 80% market share of total ecommerce. It’s a no brainer – mobile experiences and mobile shopping should be a primary for most, if not all ecommerce.
- **Omnichannel experiences** – customers care about price, convenience more than they care about channels or touch points. 49% of customers are omnishoppers – regularly shopping across both offline and online channels. Customers may use different channels depending on context, need, time etc. they expect the same level of experience across all channels.

CX design is king

Designers now need to understand the brand, ambitions, customer personas, potential pain points and then how we can then use that information and data to help or inspire at every touchpoint/interaction with the brand - across all the channels to build brand consistency.



Pantone Colour of the year

PANTONE 13-1023 Peach Fuzz captures our desire to nurture ourselves and others. It's a velvety gentle peach tone whose all-embracing spirit enriches mind, body, and soul.

PANTONE®
13-1023
Peach Fuzz

Thanks for Your Time!

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