

Web Design and Development Trends to Watch in 2019



WEB DEVELOPMENT TRENDS



Chatbots



Gartner predicts that over 85% of customer interactions will happen without a human on the business end by 2020. Chatbots are perfect - and 95% believe chatbots will be best used for customer service as consumers are comfortable with chatbots and businesses are eager to use them.

Voice Search Optimization

Web development will heavily rely on voice-based search. Voice search is a trend breaking into search engines everywhere. Search engines and technology like Siri on iPhone, Cortana on Android, Google Assistant from Google and Alexa and Echo from Amazon are increasing commonplace voice search is, it's making consumers more comfortable with the feature.



Artificial Intelligence



Artificial intelligence (AI) will help build everything from customer support to predictive trends and image recognition. This trend will continue to grow and gain acceptance in the web development industry.

Cybersecurity

Protecting data loss and leakage, followed by threats to data privacy and breaches of confidentiality are biggest concerns for cybersecurity professionals. Security concerns open up a new path of opportunities for web development companies. Robots will make a big difference in the cybersecurity world.



Augmented Analytics



Augmented analytics focuses on augmented intelligence, using machine learning (ML) to transform development, consumption and sharing of analytics content. Augmented analytics capabilities will gain mainstream adoption.

WEB DESIGN TRENDS



Broken Grid/Asymmetrical Layouts



The most conventional design convention grid layout gets a complete twist with broken grid layout. This concept allows elements such as images and text to drift in unconventional pattern in more sober layouts, creating beautiful juxtapositions of images and letter. Asymmetrical layout is unique, distinctive and often experimental.

Single Page Design

Speed and minimalism are the trends in web design for future which makes pageless design a web design trend to watch out. Single page design refers to websites with just one page instead of multiple service pages or blog articles under a siloed hierarchy.



Video Backgrounds



Video backgrounds continue to gain popularity. Video backgrounds offer more conversions and considered more persuasive than text or images. You might think with speed being such a huge factor this year that videos would bog down a site too much, but, interestingly.

Brutalism

Brutalist web design is rising in popularity breaking the rule of web design and user experience, bringing the focus back on content and prioritization of the website. Design and architecture is marked by raw, unpolished aesthetics.



Micro-Animations



Micro animations in web design are small animations providing an intuitive and satisfying experience to user as they browse website. It helps user understand the site and validate them when they mouseover or click on an element.

Cinemagraphs

Cinemagraphs are static pictures that contain only a single dynamic element not quite a video, cinemagraphs are inherent eye-candy.



Flat Geometric Patterns



As a middle ground trend between the minimalism of flat design and the controlled chaos of broken grid lies the trend of geometric shapes. Geometric shapes such as triangles, hexagons, and circles are gaining prominence.

Retro Human Illustrations

Latest trend in illustrating people uses proportions and colors to create larger than life and unrealistic figure to create a delightful experience. Creative interpretation of human illustration will be all over the web world in the coming year.

