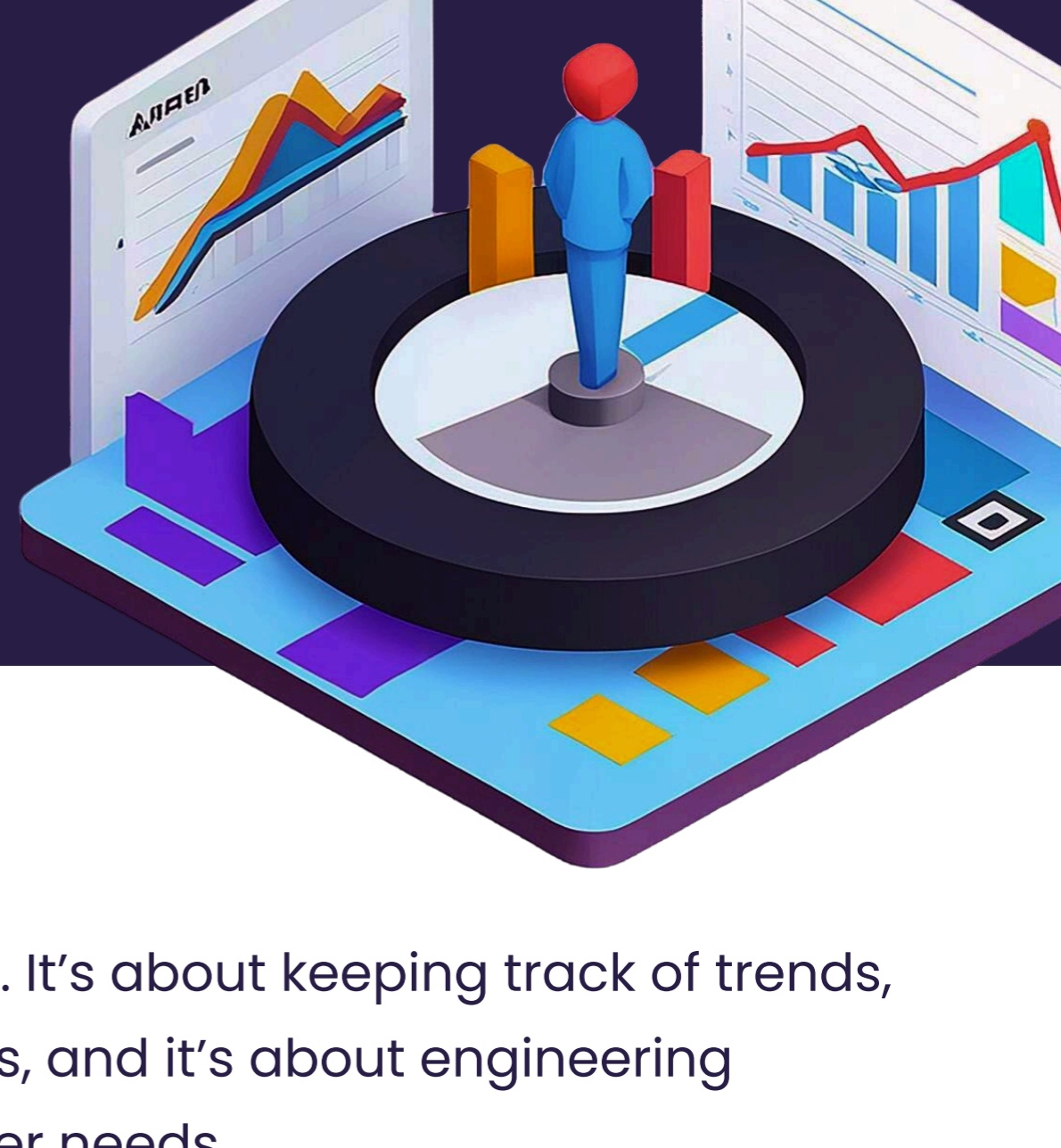


INFOGRAPHIC

7 UX Trends Shaping the Future of Product Development



UX design is like evolution; change is inevitable. It's about keeping track of trends, being ready to pivot based on user preferences, and it's about engineering experiences that amaze, delight and satisfy user needs.

The UX design global market is set to be worth **USD 32.95 billion** by 2030, up from USD 3.5 billion in 2023.

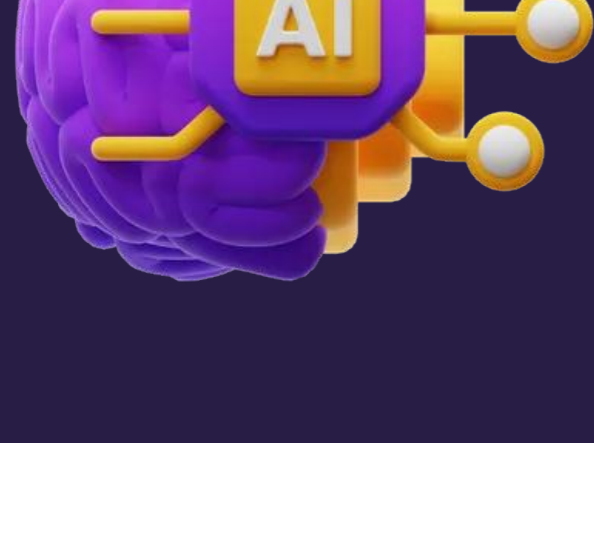


With that, let's look at the **Top 7 UX trends** Shaping the Future of Product Development

1 AI-Integrated Design

While there are fears about AI taking over, Noah Levin, VP of Product Design at Figma allayed them, stating "[AI is] there to help and support but it doesn't replace the need for design."

AI allows UX designers to easily automate repeat tasks, expedite delivery and enhance the entire design process. This directly leads to an increase in productivity for many designers, by letting them focus on the important bits - solving problems.



23% visual marketing professionals use AI tools (e.g. DALL-E, Midjourney, etc) in their roles.

2 Location-based UX

Location-based UX enables businesses to deliver custom and personalized experiences by using AI and data-driven methods to predict user movements and preferences.

By offering personalized and contextually relevant experiences, **location-based UX can lead to 40% improvement in user engagement**



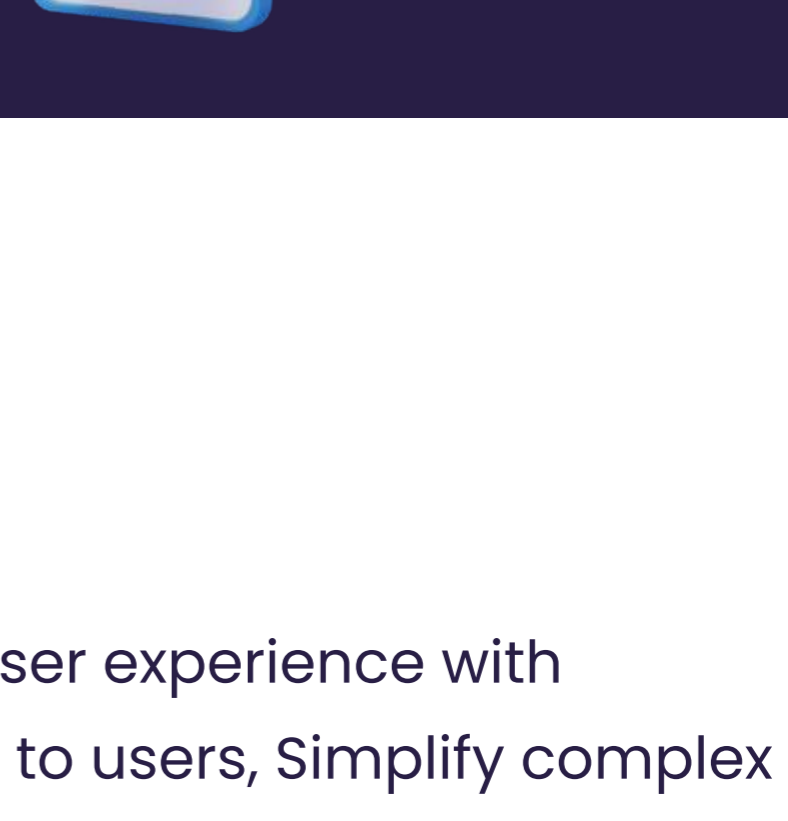
3 Cross-Platform Personalization

With AI crunching all kinds of historical data and conducting deep-dives into user behavior, personalization becomes much easier to implement. User experience is all about continuity and consistency, with mobile-first apps like Instagram improving upon desktop versions and YouTube having already tasted great success by foraying into mobile-friendly formats.

Businesses that prioritize cross-platform personalization, experience

30% increase in user engagement

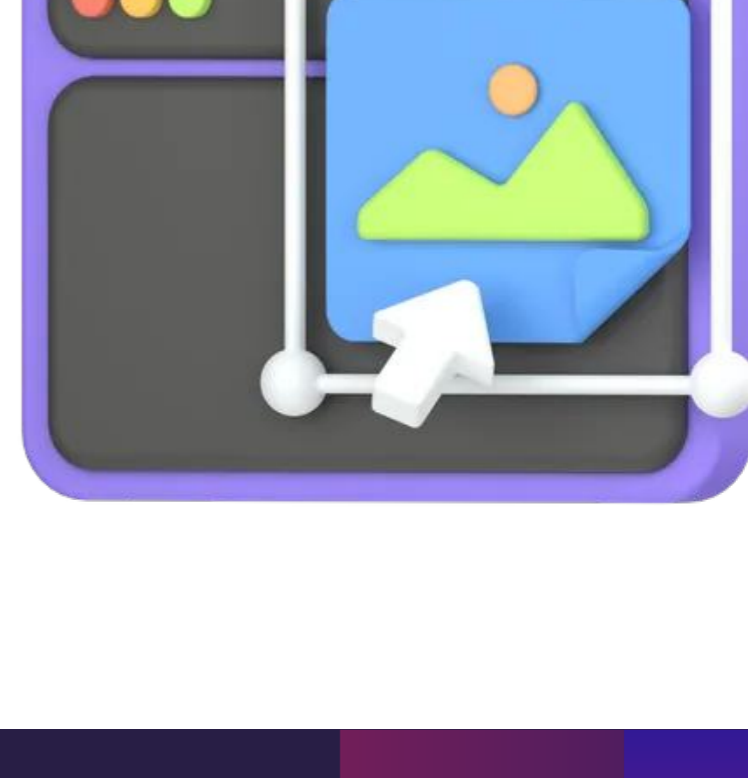
25% rise in CSAT levels



4 Animations in Icons

Movement in icons is the latest trend. Reinvent the user experience with animated icons. Provide immediate visual feedback to users, Simplify complex concepts effectively, and create a more enjoyable experience.

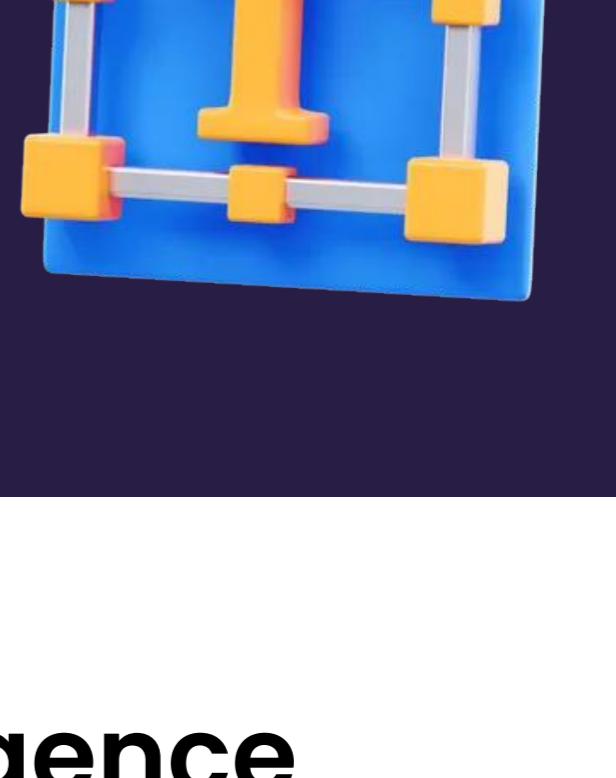
Only **12% of internet users** likely to return after a poor website user experience, indicating that adopting sleek animated icons is the way forward



5 Focus on Typography

Typography is another prominent trend that's reshaping UX design. Strong, artfully capitalized, italicized typefaces and styles that draw the user's eyes, and highlight key design elements are catching on and how.

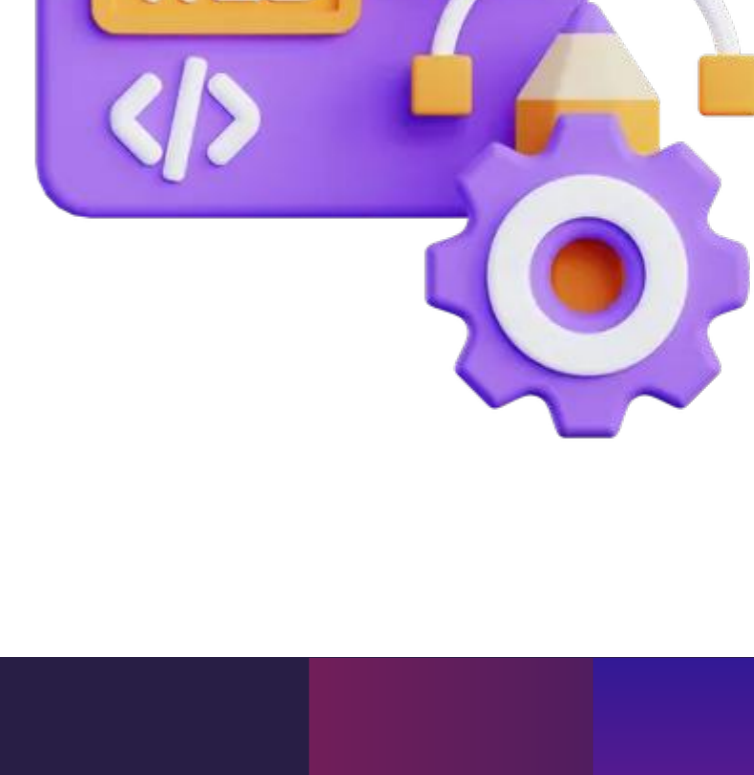
90% of all online information available in text, businesses must consider adopting typography-based designs.



6 Design for Emotional Intelligence

Emotional intelligence has always been one of the understated aspects of the user experience. But, not anymore. The new-age consumer, often finicky and impulsive, has ensured that businesses need to plan and create user experiences that feel intuitive.

70% users would prefer engaging with products that exhibit emotional intelligence - understanding and preempting their needs



7 3D Visual Elements

2D or not 2D. It's probably better if you don't since it's all about 3D elements. Another hot UX trend, 3D elements create depth, help visualize complex products and concepts, and are one of the best ways of enhancing customer experience.

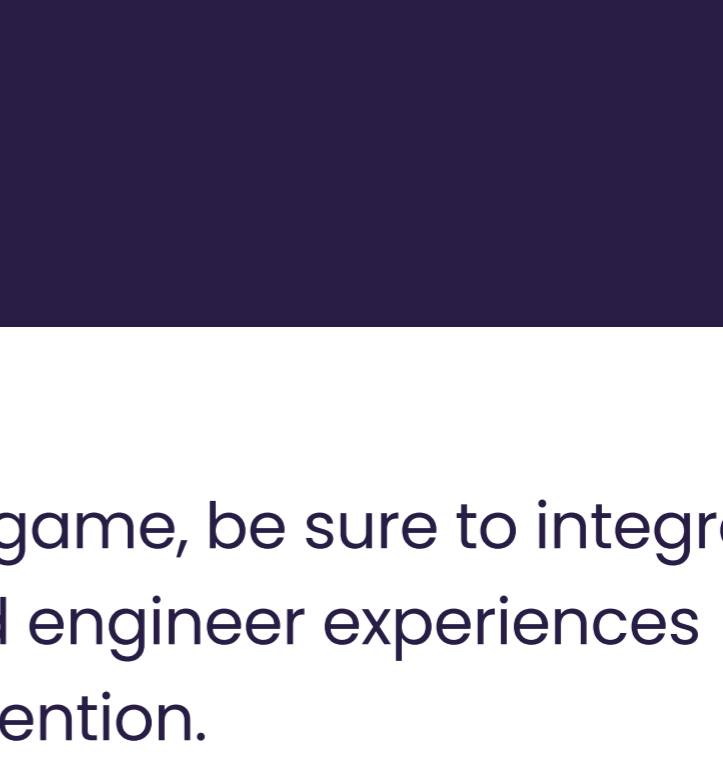
Businesses that use 3D visual elements, record -

65% increase in user engagement

40% rise in conversion rates

30% decrease in bounce rates

25% increase in repeat visits



So there you have it folks. To stay on top of the game, be sure to integrate these practices into your design processes and engineer experiences that improve user satisfaction and increase retention.

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Founded in 2010, Unified Infotech is a global digital transformation partner. We help turbocharge your growth by using cutting-edge technologies and the best-in-class processes and practices.



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