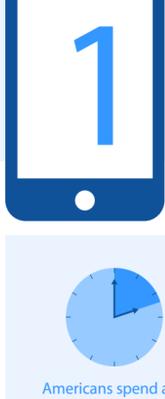


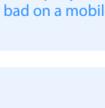
TOP 5 WEB TRENDS OF 2015



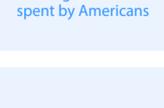
Mobile Focus



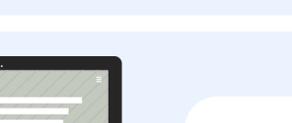
Americans spend an average of 2 1/2 hours per day on mobile devices



57% of consumers will NOT recommend a company with a website that looks bad on a mobile device



Mobile accounts for 60% of total digital media time spent by Americans



According to a survey by Google, 48% of users said that if a site didn't work well on their smart-phone, it made them feel like the company didn't care about their business



85% of adults think that a mobile website should be as good or better than their desktop website

67% of consumers say that they are more likely to purchase on a website that is more mobile friendly



90% of people use multiple device screens sequentially



Interactive Scrolling

Parallax

Parallax Scrolling originally refers to a technique in 2D video games to show depth by having the background move slower than the foreground.

Parallax, while difficult to pull off is highly visually appealing and extremely effective at catching the eye of website visitors

Parallax is a fantastic technique for visually engaging the user by using layers of images to create a 3D effect

Parallax Design in Websites allows you to:

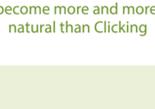


Infinite

Infinite Scrolling is a web design technique that loads content as the user scrolls to the bottom of the page, which causes the page to grow with additional content.



Website visitors scroll on web pages 76% of the time



With the advent of Touch Screens, Scrolling has become more and more natural than Clicking



66% of mobile users find that websites load too slowly

Infinite Scrolling cuts down on web site loading times by allowing the website to load content little by little



Flat Design

Flat design features clean design with open space, crisp edges, bright colors and two-dimensional illustrations without 3D effects.

Why Flat Design Works:



Gives websites a Clean Polished Look



Easy to use Design



Works Seamlessly with Responsive Design



Faster Load Times

In a Survey of Web Professionals...



68% Said Flat Design is Here to Stay

Only 9% said it is a Passing Fad



Single Page

CONDENSING CONTENT WORKS

Why they Work:



All content on One Page



Easy Navigation



Condensed, Scannable, Attractive Content



Works Great on Mobile

STORYTELLING

With One Page Websites, It's better to tell a story with Visuals rather than Text

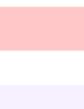
The average Attention Span of an Adult Online is 8 Seconds



The ability to Quickly Communicate your Brand to viewers becomes Invaluable



Concise, Scannable and objective content results in 124% Better Usability

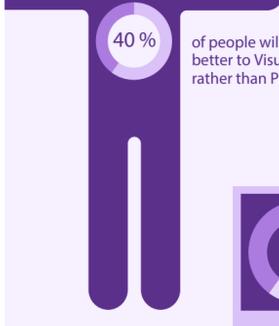


Clean Simple Layout

Clean Simple Layouts provide an Easy User Experience to Guide Visitors along a Path to Action.

Emphasis on High Quality Photography

90% of Information Transmitted to the Brain is Visual



40% of people will respond better to Visual Information rather than Plain Text

Consumers are 40% more likely to engage with Brands that integrate High Quality, Professional Photography into their Website



In ecommerce, 67% of consumers say the Quality of Product Photography is very Important in their Purchasing Decisions

Emphasis on Layout



Cleaning out Clutter brings forward the Goal of the Website



Clean Simple Websites are Easier to Navigate



Use Minimal Text Tell the story with Imagery

Bigger Emphasis on Typography

Corporate Company

Headline Type

From the logo to the links, typography on a website must fit the style of the company and be easy to read. Biography information, product descriptions and articles are all examples of paragraphs of text for the web. Layout, size and hierarchy are design elements that bring text to life.

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Typography is playing a Bigger and Bigger role in setting the Mood and Tone of the Website