



Business website must-have trends for 2022/23

Here's everything you need to know about web design, with tips and checklists

[Let's go!](#)

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Business website must-haves in 2022/23

When it comes to web design, technical solutions and style trends change all the time. If you run a business website, you can't – and shouldn't – follow every new trend that pops up out of the blue. Knowing how to distinguish new indispensable features from trends that may be safely ignored plays a major role in the functionality and appeal of your site.

This is why we differentiate between

- megatrends that all website managers should be familiar with and take into account, and
- stylistic trends, which can inspire and provide individuality.

Is your business website ready for a revamp?

A relaunch in itself does not guarantee success for a company's website. In order for you to achieve the target performance figures for your website, a whole range of factors have to be in place:

- an SEO-implemented move/relaunch of the site
- high usability
- launch campaigns

There are a number of good reasons to update your website or give it a fresh look. You should seriously consider a revamp if

- you are planning a cross-media campaign, but feel that your website looks outdated compared to other platforms or materials, or could even put off new visitors
- you want to implement new content and/or new functions which go beyond the scope of your existing website
- you are developing a completely new service
- you are planning a microsite or landing page for a special occasion and/or for a defined (sub)target group
- usage and other analytics data indicate that your website has shortcomings
- your website is outdated and/or not SEO-ready
- your website only works on desktop

If that is the case, you need to find out what features your revamped website needs in order to

- work seamlessly on your target group's end devices
- surprise the target group in a positive way and
- meet their aesthetic expectations

Technical trends to keep in mind

In short, think about these points when designing your website

- Mobile use outweighs desktop: always think mobile first!
- A larger bandwidth allows for more features: use them wisely.
- Videos make your site more engaging.
- Take advantage of new opportunities in VR and AR – these features are recommended for websites and can be used without downloading an app.
- Standard layouts have become widely accepted, but are not always the best choice.
- Navigation should be as simple as possible – experimenting is only recommended in well-defined use cases.



“While there is no way around technological megatrends, the pros and cons of design trends are open to debate. Include the user’s perspective in your design process and test more popular solutions first!”

Elke Bieber
Editor in Chief

Design follows functionality

With stylish designs, you show your target group that you are open to current trends and are using them to your audience’s advantage. Without this advantage, there is no reason to follow every short-lived trend. Here we present a few trends taken from different periods in time that are making a comeback, with good reason. We invite you to reconsider older styles such as minimalism and Memphis design and to incorporate them into your creative process.

Sincerely, your Rheindigital content and web team



“We’d love to hear from you! Contact us at your convenience.”

Jörg Hanser, Director of Business Development

joerg.hanser@rheindigital.com

Megatrend 1: mobile first, desktop last?

Mobile first: a simple fact, not a hot take

The proportion of people who access the internet on the go now stands at 80%. For years now, the proportion of those who use the web on their mobile phones has far outnumbered those who use only or mostly their laptop or PC. What's more, in 2021 Google made mobile-first indexing the standard for all websites. The most important factors that help Google rank your page are

- how your website performs on mobile devices
- whether loading times are short enough
- that content is not blocked or cut off in mobile display, as Google won't recognise this.

Now's the time to ditch desktop thinking

If you want your website to be perceived optimally by both users and Google crawlers, you should follow the Dos & Don'ts in the adjacent box.

Dos	Don'ts
Mobile first: the website should be optimized for mobile and load quickly. This should be prioritised in all design processes.	Thinking desktop first, ignoring tablets and mobile operating systems in the process: this no longer reflects user behaviour and affects your Google ranking.
Responsive design ensures your layout will adapt to screen size.	Responsive design with old desktop thinking (long headlines, detailed images, poor prioritisation of content)
Graphics, images, interactive features and layout should be optimized for mobile without reducing the page load speed, and be easily recognizable and functional on a smaller display screen.	The more the better: information and data overloads are inefficient and frustrating. Mobile phone-orientated design, not desktop, will help you to prioritise what is important.
Analyse and optimise your website: The SEO technical and use analysis will identify shortcomings and new areas for growth. Act accordingly!	Once it's live, hope for the best and forget about analysis: a website is never finished. Future success involves continuous optimization.

The impact of web design for business

The mobile-first approach places an even stricter emphasis on usability in web design. What this means, among other things, is that

- the design takes perceptual and behavioural psychological tendencies into account.
- usability is tested and improved.
- unambiguity: users immediately understand what the site is about.
- simplicity: intuitive navigation and orientation
- consistency: guiding, layout and branding elements as well as the structure of the pages are streamlined.

This provides designers with a framework. A simple way to achieve this is through

- minimalism
- clear typography
- removing unnecessary distracting features, effects and animations.



“Not everything that looks practical and appealing on a mobile phone will have the same appeal on a desktop. On larger screens, mobile minimalism can seem clunky and crude. A good design has to find a good balance.”

Stefan Schmidt
User Experience Designer

Our tips:

- Make your mobile presence the starting point of your relaunch.
- Evaluate your usage data and include it in the briefing.
- Let us show you how your redesign drafts will look in both mobile and desktop versions.
- As far as features and effects go: avoid adding things in just for the sake of it.

Megatrend 2: more bandwidth, more possibilities

5G is coming

With the arrival of 5G we will see network speeds of up to one gigabyte per second. In practice, this is more likely to be 300 Mbits per second. As a comparison, the current 4G mobile network standard allows, depending on provider and tariff, somewhere between 21.6 and 500 Mbits per second. That being said, 5G is not yet available everywhere and is still being developed.

Still, 5G will create better opportunities for visual and interactive storytelling. (Moving) images will enhance your website, both from a user and an SEO perspective. Consider using the potential of...

- 360-degree shots of locations or showrooms
- animated and statistical infographics
- interactive maps
- graphic novels
- before-and-after comparisons
- GIFs
- questionnaires with visualization
- quizzes
- next-gen avatars
- illustrated stories
- photos and photo stories

Images and graphics: cut the clutter

Just because you can do something doesn't mean it makes sense to do it. Your target groups' display screen sizes, internet speeds, and attention span are just some of the factors that will come into play for your design.

Dos	Don'ts
Optimise image size: The resolution of your images should correspond to the display size of your images; i.e. as low as possible and only as high as necessary.	The bigger, the better: an overly high resolution is impractical as it leads to (frustratingly) longer loading times and poorer SEO rankings.
Text on images? Less is more: Limit the amount of text and punctuation on infographics, use readability on phone screens as a guideline	Get caught up in the details: Even infographics or graphic novels with elaborate briefings, research and iteration loops can look great and be clearly presented. The challenge is to present complex information in a concise way and with a manageable amount of data.
Measure everything by the lowest speed: 5G is still to be rolled out in many parts of the world. Measure your website's loading speed by the lowest reasonable estimate your target groups will have access to.	Assume everything will go as planned: This is a rarity in practice and your goals or ideal timeline could be limited by a whole host of factors.
Make sure your content is presented clearly: Not every piece of information is suited to visual storytelling. Check your content accordingly before you invest time and resources in image research, photoshoots, infographics or GIFs.	Blindly believe the hype: visual storytelling is just too expensive to spend endless amounts of time and money on every single trend that comes along.

The impact of web design for business

Take advantage of the chance to present content in a unique and more easily digestible way using multimedia formats. Explaining something through visuals...

- is more attention-grabbing and more multi-faceted than simple text
- makes your entire website more visually appealing.
- when done right, will make complex issues seem simple.
- such as GIFs, images, graphics and illustrations can make content more emotive.
- is an excellent way to solidify your brand's corporate identity.
- with illustrations created especially for your site lends it an artistic style and an unmistakably recognisable presence.
- also allows the easy transfer of visual elements for use on your social media channels.



"Every infographic should be conceptualised for and tested on both mobile and desktop, but in terms of content as well as file format."

Aldina Felic
User Experience Designer

Our Tips:

- To explain something visually, you need a clear concept, taking many different factors into account, from the technical side and UX considerations to the overall aesthetic. Invest in this conceptual stage so that your design decisions have a strong basis.
- Ideas for infographics and other visual media should always stand up to a feasibility test: not every type of information is suitable for an infographic.
- Involve page speed specialists in any visual storytelling or explanatory elements of your design so that long load times and incompatible file formats don't get in the way of success
- Even the most complex graphics have to look good on a mobile device – always test and optimise everything
- When designing infographics from scratch, focus on slideshow presentations, hover effects, a clear layout and an overarching message with reduced detail.

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Megatrend 3: Video? Yes, please!

Like it or not, it's here to stay

Whether we're talking about 60-second reels or long-form YouTube content, most people, especially younger generations, regularly engage with video online.

What's more: YouTube has positioned itself as the single largest social media network after Facebook. Instagram is ranked at 4th place and TikTok at 6th place. In terms of search requests, YouTube is now the second biggest search engine in the world.

That means...

- Videos are the predominant format for entertainment on the internet – but not the only one.
- Short videos on YouTube, Instagram and TikTok shape the consumption habits and attention span of the audience.
- Videos also serve the information needs of billions of users.
- User-generated content has reached a higher level and, depending on its execution, enjoys a wide acceptance credibility and appreciation.
- Videos increase the attractiveness of your website – both from the user's point of view and in terms of SEO.

There are many ways to use video on business websites

In the world of business communications, video is about much more than just entertainment. Nowadays, video works best to:

- convey moods, emotions, image, combining image and sound, etc.
- announce any new process
- launch products that need some explanation
- present your brand at trade fairs
- summarise important milestones at corporate events such as annual general meetings, anniversaries, the beginning of the training year or internal/external campaigns
- make employer branding videos with testimonials
- make up a key component of a multimedia advertising campaign: for example, video teasers, trailers, behind-the-scenes videos, etc.

Keep in mind that videos can also be used in social media and for paid posts.

Video is trending on every platform on the back of the still relatively recent success of TikTok.

Video content design: to meme or not to meme?

If you invest in video content, the same design requirements should apply as for all other media and communication tools of your company. Social media trends and memes can inspire but should not be the starting point of your concept.

Our tips:

- Define the message and target groups.
- Check with your design team which design meets the defined requirements.
- Depending on the target group and user behaviour, take into account the need to design videos with subtitles and/or accessibility features.
- Work with recognisable core designs.
- Integrate social media and social media know-how into the workflow to create cross-channel motifs and formats.
- Depending on the target group and quality criteria, decide whether to follow current trends or self-defined benchmarks.
- Integrate user-generated content if it fits your target group and a minimum quality is guaranteed.
- Develop your design carefully by analysing the success of your videos.
- The design is one of several criteria for your video's success – click figures and engagement depend on other factors that you can also influence. ^



“Video as a medium is becoming ever more valuable. This is especially the case when it comes to social media. Algorithms already give preferential treatment to video content and in doing so can, among other things, provide more reach. Companies that use social media as part of their marketing strategy should therefore incorporate video content.”

Nils Krüler
Video Producer

Dos	Don'ts
<p>Define video length: As short as possible, as long as needed. Depending on whether you plan to also use your content on social media – and the platforms you choose – you may need to keep your videos under a certain length. If in doubt, make a series rather than squeezing all the information into one.</p>	<p>The more, the better: even if you just want to publish the video on your website, not on social media, always keep in mind that it will more often be watched on mobile devices rather than on desktops. Videos that are too long and complicated will not communicate your message effectively.</p>
<p>Tell a gripping story: Know the target group and put what interests them most in the first five to ten seconds. Build an exciting narrative.</p>	<p>Talk about what you find the most interesting: You are in risk to bore the target group consequently lose them.</p>
<p>Know your trends: Depending on your target group, looking at trends in visuals, animations or illustrations can improve the entertainment value of your website. Check with your design team which trends would work for your target group(s).</p>	<p>Make yourself a trend puppet: Depending on the message, product and your corporate identity, certain trends do not belong in a corporate video. Another main disadvantage of imitating trends is that your videos will seem inconsistent.</p>
<p>Trust your own creativity: Videos are a creative endeavour. Pleasantly surprise your users and use visual effects or other “fun” features in your video</p>	<p>Burn money: A video without a clear purpose for your target group is useless if your design and technical features aren't up to scratch.</p>
<p>Embed videos in the customer journey Incorporate a call to action (CTA) into your videos and generate leads.</p>	<p>Use stand-alone videos that interrupt or break off the customer journey: forgetting or getting in the way of your call to action will limit your video's success.</p>

Megatrend 4: standard layouts – affordable, but...

Thanks to content management system templates and SEO guidelines, uniform website structures are more popular than ever. But are uniform structures always better? Here are a few advantages and disadvantages:

- + Users are already familiar with their good usability and know what to expect
 - + There are a wide array of built-in functions that can facilitate business functions on the website, such as sales or filling in forms
 - + Main functions and messages can be clearly presented on the homepage/subpages
 - + A balanced text-image mix makes content easier to read or scan.
 - + A symmetrical structure helps to create order and focus.
 - + Managing the backend is simple.
 - + Design and maintenance are budget-friendly.
- Websites may start to look interchangeable, lacking originality.
 - Templates are comprised of countless individual files and settings, making any required adjustments more complicated.
 - Long-term, you have to stay on top of necessary updates to keep your site functional.

Our tips:

- There are big differences in the quality of templates. Talk to an expert who understands your needs when making your choice.
- Have your design team show you the individual and recurring modules (such as logo, footer, contact block) of the pages and sound out how effective these will be for your needs – and don't forget to check subpages, too.
- In web design, cascading style sheets (CSS) offer the chance to enhance the website with style elements. Your programmer can define individual building blocks in the CSS. If implemented correctly, CSS have a whole host of advantages, from decreased loading times, more manageable SEO and content maintenance.
- Define your image with some carefully chosen imagery, fonts and colours.
- Creative multimedia elements and micro-animations can also make your website stand out more, despite the standard layout.
- Weigh up whether you want to develop your own templates. Depending on the size of your company this is an appealing and cost-effective option. This way, your design and programming team can create an eye-catching and easy-to-maintain website.
- Your own templates can, for instance, be based on a self-defined grid or on organic, asymmetrical shapes. Depending on your corporate identity this may be a better fit than a standard design.



“Standard templates are something of a double-edged sword, as individual adjustments can end up creating a lot of work for you and your team. If you develop your own templates, make sure the design and programming teams collaborate closely from the start.”

Daniel Ehme
Full Stack Developer

Megatrend 5: Tried and tested navigation and promising alternatives

Designing the navigation structure: scrolling vs. clicking

Mobile internet use has increased the popularity of scrolling as opposed to clicking. It isn't just because it's simpler, but also because the more emotive processing of scrolling through a page makes storytelling easier, through a huge amount of available visual effects.

Infinite scrolling, or long pager scrolling doesn't use clicks or subpages. All content can be seen on one (very long) page. However, this has advantages and disadvantages (see table).



"To create compelling data stories for long-pager scrolling, you need a good mix of text and visual elements. Equally important are an understanding of the design process and a feel for the concepts of visual storytelling."

Aldina Felic
User Experience Designer

Long pager scrolling	
Advantages	... but keep in mind
The user is guided by the website and doesn't click out	They may need to be patient while scrolling
Different options, such as changeable scroll direction, scroll trigger and step-by-step scrolling give users a sense of control.	Usability tests!
Parallax scrolling, effects, gamification and animations can make for a more engaging user experience. They are particularly effective as educational content, as it is easier to retain information when it is associated with enjoyment.	Overusing these features could distract users from content
Animations can help to build creative storytelling on your site.	Too many animations slow down loading time.
A good mix of text, graphics and multimedia creates a strong overall image.	For a strong overall image, your core concept has to be strong to begin with.
Users absorb information step by step.	Taking in information doesn't work well if the content isn't presented in a linear way.
Keeping content saves you from having to make an overly complex website structure	Having no subpages at all will harm your Google ranking.

Pure Simplicity: the hamburger menu

Even websites with many subpages rely exclusively on the hamburger menu or offer it in addition to only a few, clearly arranged menu items on the start page. Whether only via hamburger or in combination with menu items, today, there is nothing to be said against clear navigation with a high and complex content volume.

Fixed Navigation: helpful for complex websites

Fixing the menu – i.e. the upper menu bar always stays in place even when scrolling – means that users can't get lost easily. The only disadvantage is that a small part of the design space is then taken up by this navigational area. From a design point of view, having a fixed navigation bar doesn't have to get in the way of creativity.

Experimental navigation for business websites

Menus that build up only when scrolling, animated tiles, flying buttons, swapping menu items for creative icons, presenting the start page as an audiovisual work of art – these are all examples of experimental navigation. In a break from learned and intuitive user behaviour, it demands interactivity and the joy of trying things out instead.

Our tips:

- Check what information your target groups need. If playful elements don't help to convey this, then experimental navigation is not right for you.
- Use experimental navigation if you want to set new standards with a specific presentation, for example with a microsite.
- Use experimental navigation with an equally unusual design.
- Avoid empty navigation points that only serve to expand the subpages of the navigation without offering any real content of their own.
- Test and observe user behaviour closely to anticipate and avoid pointless clicking and disappointment.



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LET'S ALSO TAKE A LOOK AT: Virtual Reality, Augmented Reality

An intensified web experience: immersion

Virtual Reality (VR) and Augmented Reality (AR) are computer-generated realities in which users can completely immerse themselves. The difference between the two is that virtual reality lets us experience and interact with a completely digital world while augmented reality incorporates elements of the real world into the digital experience – for example, a 3D image of your home taken by mobile phone so that you can digitally furnish it with furniture from an online store and experience the look before deciding to buy.

A new AR/VR standard for the web

WebXR is a new technology standard that enables VR and AR on websites. Users don't even need an app or data glasses to use it; applications however, do still need to access the end device. This is now possible thanks to the availability of WebXR web apps, allowing VR and AR applications to be integrated into websites. The virtual experience takes place via the browser. As it stands, this has both advantages and disadvantages.

- + Users don't have to download an app to experience VR or AR
- + You don't need a special end device
- + VR/AR will become more easily accessible
- + Google is presenting its own WebXR-based ideas to encourage users to interact with VR/AR applications in a hands-on way. By doing so, it increases audience interest
- + Programmers are also publishing WebXR projects and inviting users to test them out.
- + There is an increasing number of possibilities to present product worlds, scenarios, events or showrooms to your target groups in an emotive, interactive way – and with tangible results.
- WebXR isn't supported by all browsers
- A website cannot access all parts of the end device. This limits the VR/AR functions somewhat.
- The optimal immersive experience still requires data glasses. You can't assume that every member of your target group will have access to these.

VR/AR: how to get the most out of this trend

VR and AR enrich corporate communication in many ways:

For example, simulations can help make digitalisation projects seem tangible before they are implemented, allowing your employees to interact and take part in the process. Simulations can get information on complex processes across better than any other medium, for example in long-term construction projects or in production and logistics.

- New and/or existing products can be presented impressively and in a very user-oriented way in a wide range of practical applications. This applies to B2B products as well as to B2C products, to products for industrial manufacturers as well as for SMEs.
- A virtual showroom on your website offers more than passive consumption; it allows interaction and exchange between interested parties and your in-house experts.
- Virtual trade fairs and events can use VR/AR to create immersive presentations and events on a level never seen before.

Our tips:

To feature VR/AR on your website you need an experienced design and programming team as well as sufficient time for conception, production and testing – and of course the right budget.

- Determine exactly who you are making your VR/AR services for and whether your target group has the technical capacity to access them.
- Start with a manageable project and a defined number of features.
- Work with a creative and experienced team to get the most out of the given technical possibilities and pleasantly surprise your target group.
- Calculate the time and capacity requirements for all phases: from conception, design and further development to animation, navigation and integration of real objects to programming, technical implementation, launch, monitoring and optimisation with your team of experts.

Style trends

Style trends aren't unique to web design, they exist in every creative discipline. When it comes to designing websites, these short-lived trends are driven by technical possibilities, nostalgia and an intentional break with established norms.

Style trends 1: typography as a core design element

Typography has been a design element since the invention of letterpress printing. Beyond the classic typographic features such as

- font
- size
- colour
- placement
- formal typesetting (instead of block or flat typesetting) and
- visual poetry

websites offer further starting points for creativity. These include:

- using the header image area for typography – similar to a headline,
- animated fonts
- moving blocks of text
- combining classic or corporate design fonts with new specially designed fonts.

Because websites, unlike printed media, have many other design options than just typography, for a long time this was not a predominant focus. It is true that preferred fonts have changed considerably over the years. However, creating a bold impression on websites with typography has not been fashionable for long.

Our tips:

- Include typography as a design element.
- Check whether it is possible and sensible to use fonts that do not correspond to your corporate design.
- Consider the needs and habits of your target group.
- Ask your design team to show you best practice examples – including from printed media.
- If you prefer to stick with the tried and tested, typographic animations could be a discreet form of renewal and modernity.



“The big typography trends in web design this year are: motion typography as micro-animations, brush typography and, above all, 3D typography.”

Thomas Mader
Senior Interface Designer

Style trend 2: unusual colours and gradients

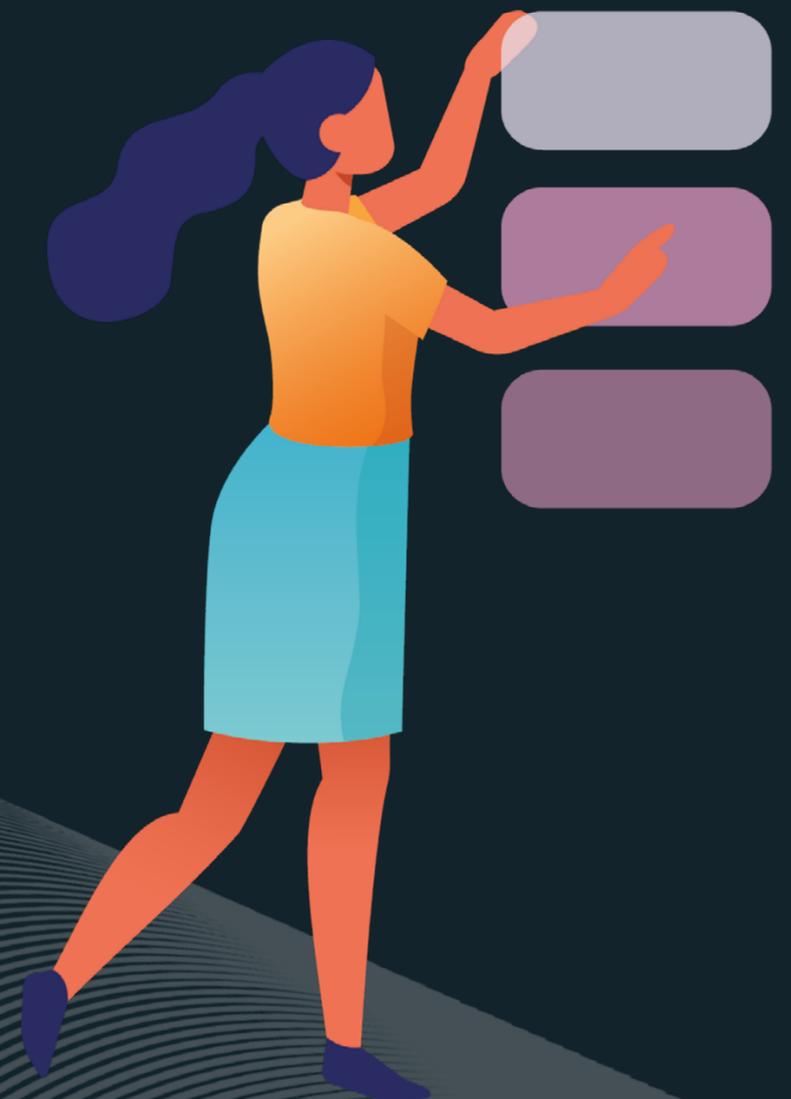
2022, the third pandemic year, is considered a time of unfettered optimism, as Wunderman Thompson Intelligence states in its [trend report](#). Thus Pantone's colour of the year, a soft shade of lilac, is said to represent joy, courage, dynamism and imagination.

- Indeed, quite a few new websites are featuring colourful, attention-grabbing tones. Saturated, bright colours are not taboo.
- Colour gradients, across the entire surface, in the text or within individual modules, reinforce the dynamic effect. The colour mix, contrast, type and direction of the gradient are variable.
- Duotone effects provide a greyscale template with a second colour. This is similar to duplex printing. Duotone is therefore not new and can, depending on usage, reduce or increase the emotionality and recognition of images.

If you follow the trend towards colourfulness, you are usually leaving the colour spectrum set by the CD. As a rule, this step has to be well justified.

Our tips:

- If you want to use strong colours, combining them with neutral tones will accentuate them even better.
- Depending on the theme and target group, a deviation from the usual choice of colours can be useful on certain occasions, such as landing pages. Your brand should however always be recognisable.
- Gradients can also make a website dynamic and interesting if image material is missing.
- They can also be an element of user guidance by separating content areas from each other.
- The duotone effect can be an aesthetic solution for images that are inappropriate in colour or lacking in content.



Style trend 3: organic shapes and custom art

Organic shapes are versatile

Building your concept around organic, flowing shapes inspired by nature is a recurring design trend in modernism. It is reflected in typefaces, fine art, architecture, and product design, among other fields. Organic shapes on websites create attention.

They appear softer and more appealing than geometric shapes or purist designs. They may appear playful, but they don't have to. Organic shapes are just as suitable for clear, well-composed layouts as for strikingly unconventional appearances.

Digital – with a handmade charm

In keeping with this, there are digital tools that make [images and illustrations](#) appear handmade and more tactile. These include illustrations with fine strokes, hatching, coloured pencil or watercolour looks, simulated surface texture, intentional imperfections, and different styles such as naive painting.

Our tips:

- Check whether organic shapes fit your corporate design and theme or enhance it in a meaningful way.
- Ask your design team to show you various examples.
- Clarify in advance how much effort is required for the technical implementation – it may not be possible with the existing templates.
- Ask specialists for digital illustrations to show you suitable examples of their work.
- Digital illustrations can be created on the computer or even by pen and paper.
- Follow the development of the commissioned illustration from drafts to mood boards to finalisation.
- Digital illustrations can be designed and developed for cross-channel and cross-campaign purposes. Take this into account when planning your strategy.



“In corporate communication, illustrations fulfil a wide range of purposes. Their clear advantage is that every commissioned work is a unique piece that fits the company, its message and its target group. This is not just practical, it’s a refreshing change from stock material visuals.”

Amanda Lakop
Illustrator and motion designer

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Style trend 4: brutalism and minimalism

Away with the extras

Brutalism is a modernist architectural style that highlights an important post-war building material: concrete. The raw, rugged material (French: brut = raw) became a stylistic device, as did jarring, chunky contours. Likewise, [brutalism in web design](#) also dispenses with subtleties. Some typical characteristics are:

- unstyled and unfinished looking HTMLs
- unedited images
- standard computer fonts
- plain to bare backgrounds

The primary aim of this kind of design is not to be pleasing. Brutalism is willing to be provocative. In contrast, [minimalism](#) serves usability. The omission of excessive design elements is intended to direct focus towards content. Typical characteristics include:

- a lot of negative (usually white) space
- fewer features
- sparsely used visual elements

Advantages and disadvantages of being minimalist on the web

The megatrend towards mobile use favours economical design, with the following advantages:

- + shorter load times
- + simple implementation and maintenance
- + when well-made and tested: simple long-term management

The disadvantages:

- Because minimalism and brutalism use only a small part of the web design palette, they do not tap into its multimedia and entertainment potential – which may be less than optimal, depending on your target audience.
- Brutalism can be attractive to an audience that understands this stripped-down web design technique and style. When this is not the case, it may be perceived as non-aesthetic.
- Positive emotions play a significant role in content marketing and user engagement. This is more difficult to achieve through brutalism and minimalism.

Our tips:

- If you are considering a break with your current design and want to become more minimalist, first check your needs and usage data. A passing, more short-lived trend is not a valid reason for a brute purging.
- Check which colours/functions/animations benefit your target group before discarding these elements. Because these may very well improve the user experience and focus on the content instead of distracting from it.
- If you want minimalism, invest in a viable, well thought-out design and content concept. A strict focus on the essentials requires precision and hard decisions.
- These [what? essentials?] should be data-based and tested before going live.



“It is helpful to adopt trends and unconventional design approaches if they support the company’s objectives and the website’s usability. From my point of view: design serves function, and design follows emotion.”

Stefan Schmidt
User Experience Designer

Style trend 5: memphis design

Established in Milan in 1981, the impulses of the influential Memphis design group continue to influence the sector to this day. Representing a counter-movement to minimalism and functionalism, its members are not interested in strictly composed surfaces and noble, elegant appearances. Instead,

[Memphis design](#) stands for

- free experimentation with shapes and colours
- borrowing from comics, films, pop and punk
- daring to be chaotic and in bad taste
- explosions of creativity

Our Tips:

- Check whether this design direction fits your company, your messages and your target group.
- If necessary, limit the Memphis design to landing pages or micropages that fit the occasion.
- Define the playing field with your design team: even an unconventional appearance should be practical from a usability standpoint and prevent navigational frustration.
- Aim for a design that you and the users won't get tired of after a short time. This can happen with loud designs.



“Microsites or landing pages are an excellent opportunity to introduce a new look for a specific purpose and a corresponding sub-target group. The new design can be quite striking and unconventional. That takes a bit of courage. But without courage, there can be no new benchmarks.”

Elke Bieber
Editor in Chief



Checklist

@ Can't get enough of web design? Neither can we! [Contact us](#)

Everything in one place to help you get started	
We suggest	But you should avoid
✓ Using megatrends in technology and user behaviour to define the must-haves for your redesign.	✗ Following the status quo
✓ Working with a design team that knows design styles and trends and can make suggestions that fit your business and target audience.	✗ Imitating others (uncritically)
✓ Analysing your old website first: → technological features, → UX, → SEO. Goal: find weaknesses and potentials	✗ Making an immediate, complete break from your old design
✓ Setting marketing goals and your brand's voice	✗ Using your own design taste as a benchmark
✓ Checking: what emotions should the website generate in the target group? Which design best suits this?	✗ Trying to be avant-garde for the sake of it
✓ Checking: which functions convey the content optimally and fit the target group?	✗ A more-is-better attitude or fanatical minimalism
✓ Ensuring close cooperation between design and technical teams as early as the concept phase.	✗ Getting too excited about your "great" ideas, without taking implementation priorities into account
✓ Considering possible variations of landing pages, microsites and cross-media campaigns that are already in the concept phase.	✗ A one-size-fits-all mindset
✓ Clarifying with your design and technical teams whether standard layouts meet your needs or whether your own templates are better suited and/or more economical in the long term.	✗ Underestimating the effort required to modify existing standard solutions
✓ Defining, testing and revising the new navigation structure step by step.	✗ Forgetting about wireframing and testing because it supposedly saves time
✓ Developing a device concept that takes into account megatrends and target group-specific features.	✗ Implementing mobile first to the exclusion of everything else
✓ After the launch, keep analysing, optimising and expanding the website: plan for this in your budget!	✗ Spending the entire budget on the redesign, and just expecting better KPIs from the new look without testing

In short: Web design trends can benefit your users and your website's goals. It therefore helps to know the trends, to consciously select them and, if necessary, to optimise them. A web design agency's job is to show you attractive and target-oriented options and to put them into practice.



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Credits

Published by Rheindigital GmbH (Ltd) | Kaiserstr. 137 | 53113 Bonn | Mindener Straße 4
| 50679 Cologne | Germany |

Author: Elke Bieber | Translated by: Kirsten Ross | Edits: Kathleen Becker | Design: Emily Wolff

Contact: Jörg Hanser, Director Business Development, joerg.hanser@rheindigital.com
Amtsgericht (Municipal Court) Bonn | HRB 23029 | USt-ID-Nr. DE257210878 |
Managing Director: Stefan Bales

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