

NEW WEBSITE CHANGES YOU MUST EMBRACE FOR 2017

PRESENTED BY JOHN CARLEY, TRINET INTERNET SOLUTIONS,
INC.

TRINET INTERNET SOLUTIONS, INC.



1. Headquartered in Orange County, California with Offices in Washington D.C. and Dallas
2. Industry leading, full-service digital agency for 22 years
3. Expert capabilities in:
 1. Strategy
 2. Design
 3. Development
 4. Marketing
 5. Digital Marketing
4. Award winning digital experiences
5. Five-time honoree of Inc. 5000's Fastest Growing Privately Held Companies



JOHN CARLEY

President of Trinet Internet Solutions, Inc.
25 Years in Digital Marketing

TODAY'S TOPICS

Website Changes to Embrace for 2017

1. Mobile First
2. Originality
3. Animation and Video
4. Scrolling Pages
5. UI Grids/Cards


MOBILE FIRST

MOBILE FIRST

1. Study by Zenith shows that 75% of Global Internet access will be from mobile (+35% from 2012)
 1. Trend Alert: United States will access internet from mobile will be 83%
2. 56% of the world have smartphones (+33% from 2012)
3. By 2018, 60% of internet advertising will be on mobile
 1. 52% of internet advertising on mobile this year



MOBILE FIRST

1. Mobile phones are becoming primary device for internet usage
 1. Build off the smaller screen first
 2. When you start with desktop, most of the technology used won't translate into mobile
 1. Use more time to create a separate mobile site
 2. Now you have to manage two sites
 3. Consider the core services and key messages presented
 1. Do away with information that isn't necessary
 1. Can be added on later
 2. Add any bells or whistles to desktop version
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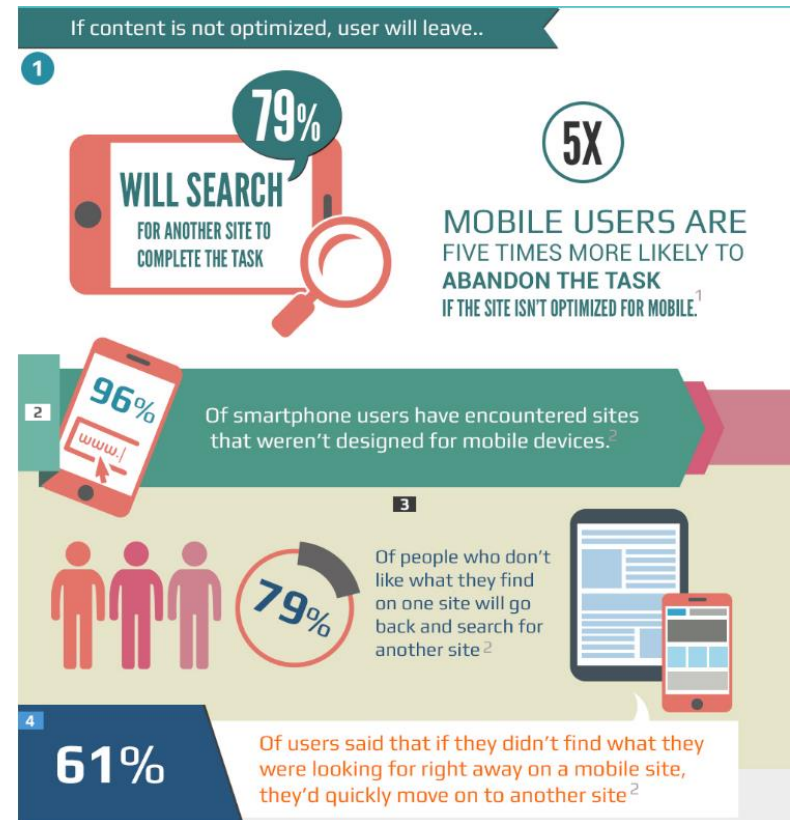
MOBILE FIRST

What is Responsive Design?

1. The approach that design and development should respond to user's behavior and environment based on screen size, platform, and orientation. This approach consists of flexible grids and layouts, images and using CSS media queries.
 1. Works hand in hand with mobile first approach
 2. Mobile first designs the experience
 3. Responsive design implements it
2. Responsive Design allows you to build and manage a single site
 1. Delivers content to mobile, tablet, laptops, and desktop computers

MOBILE FIRST

1. Users prefer using a mobile-friendly site
 1. 79% of users will search another site if content is not mobile-friendly
2. Google search algorithms boost the rankings of sites which optimizes it's content for mobile
 1. Any site that isn't optimized will see drops in rankings



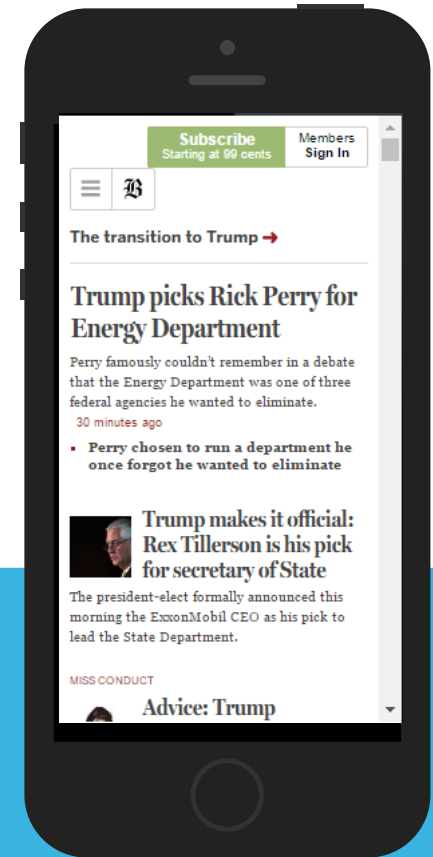
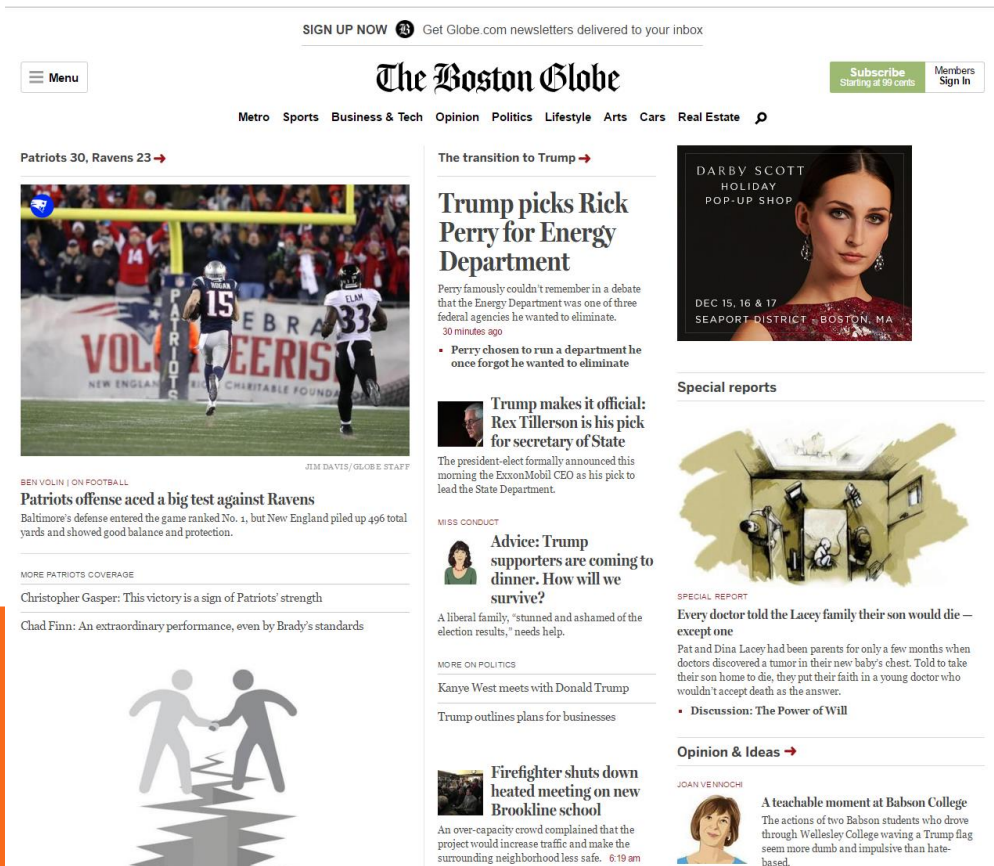
MOBILE FIRST

1. Mobile first isn't a new concept, but more brands will consider this because more and more users are accessing internet through mobile devices
2. Google rankings will be affected if your site is not optimized for mobile
3. Keep users engaged and staying on your site
4. Easier to manage one site instead of trying to translate webpage into several different devices



MOBILE FIRST

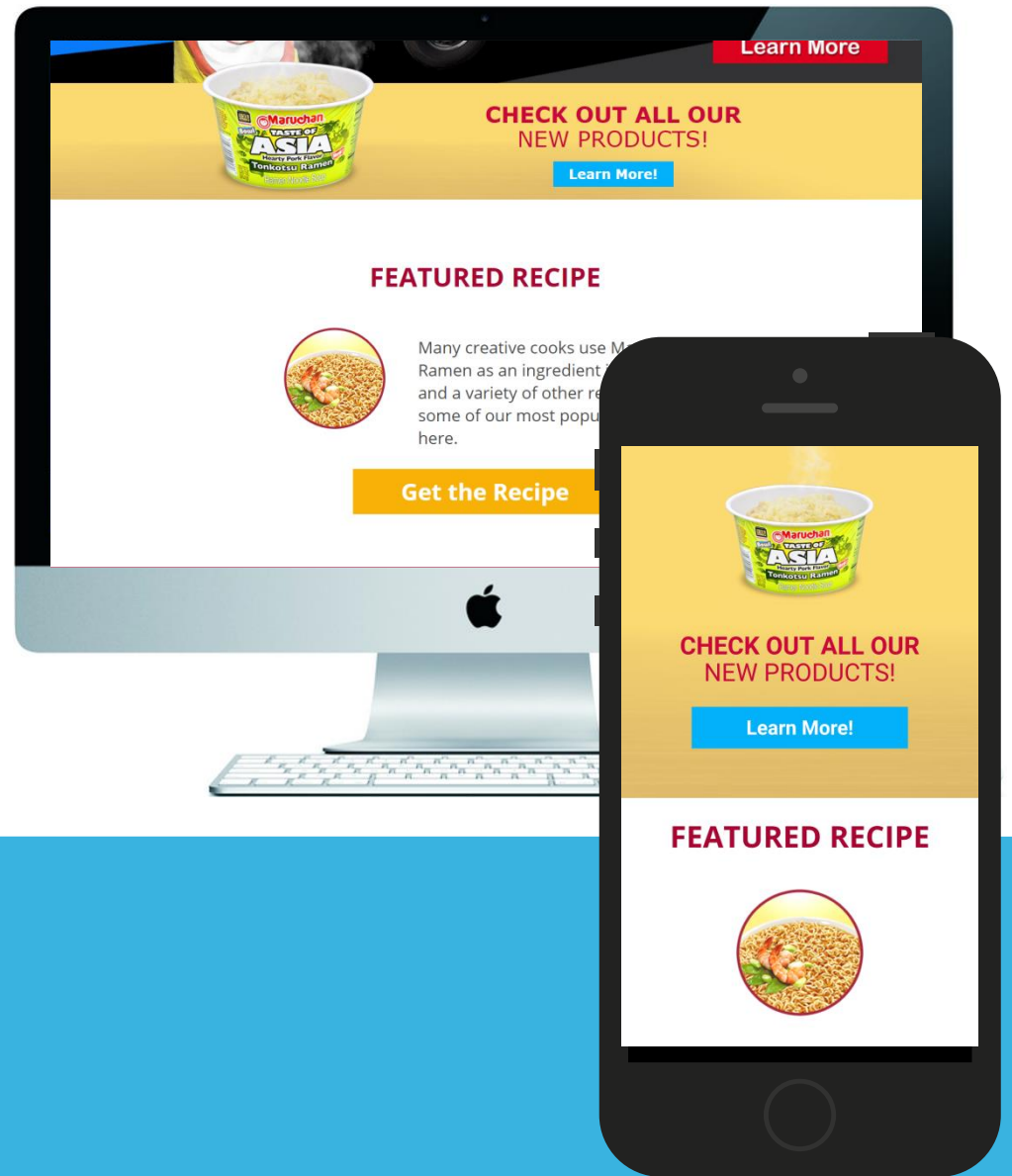
1. Boston Globe features a responsive design
 1. Everything becomes scrollable
 2. Easy to take in information on mobile device, text size doesn't shrink



MOBILE FIRST

1. Maruchan

1. Everything moves to a smaller screen and all the parts of the website are still there



ORIGINALITY

ORIGINALITY

1. Customers and users seek authenticity
 1. Want to be able to find a brand they can connect with
2. Create a web page that speaks to users
 1. Avoid stock images
 2. Create unique illustrations
 3. Utilize different fonts and typefaces



ORIGINALITY

1. Avoid the use of stock images
2. Stock images don't allow you to create a unique connection with customers and users
 1. Too plain
 2. Too many brands use it
 3. Too outdated
3. Break the mold of using stock images
 1. Try original images to convey your message
 2. Use real photos and not stock

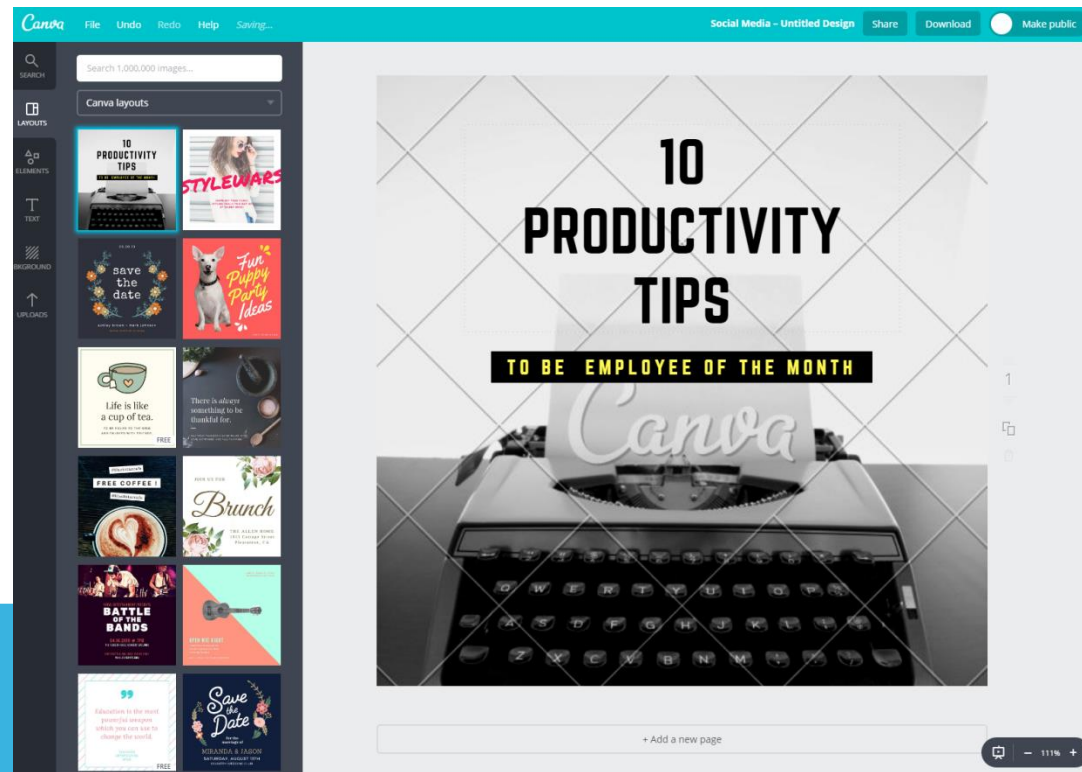


ORIGINALITY

1. Stock photos give off a cheesy look
 1. Creates an unauthentic voice for your brand
 2. Users and audience won't be able to relate

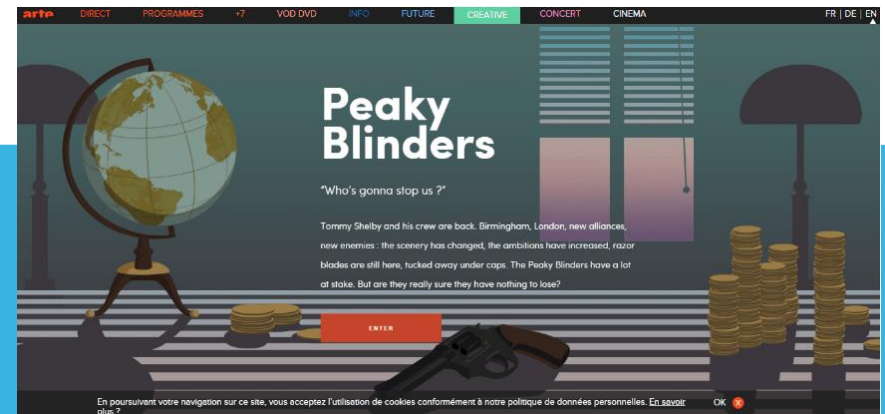
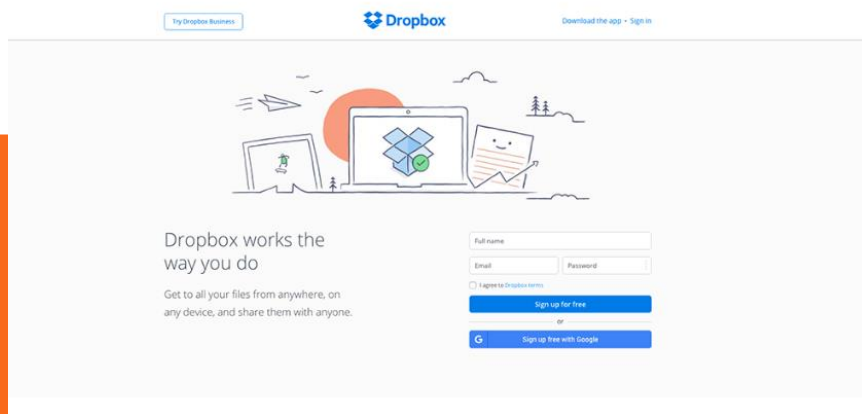
2. Easy to create artwork

1. www.CANVA.com
2. www.WHATAGRAPH.com
3. www.PICMONKEY.com



ORIGINALITY

1. Try creating original illustrations
2. Original illustrations give personality to sites
 1. Establish brand identity
 2. Match tone of the brand
 3. More personable and not copy and paste feel
3. Versatile medium that can be used for anything
 1. Headers, custom iconography, animated visuals
 2. Make sure visuals are consistent



ORIGINALITY

1. Experiment with typography

S A N S S E R I F / S E R I F

2. Typography: the style and appearance of printed matter

3. Powerful medium that can also create personality, evoke emotion and set tone for the site

4. Different fonts and typefaces carry different meanings

1. “Typefaces definitely have personalities...I usually want something even-tempered and laid back but not lacking in personality. Finding typefaces with the right personality balance can be incredibly difficult” – Jessica Hische, illustrator and [blogger](#)

ORIGINALITY

1. People are influenced by various font choices
 1. Consider all of the direct and indirect impacts of font choices
 2. Example: Tropicana
 1. In 2009, Tropicana Pure Florida Orange Juice rebranded themselves
 2. They chose to change from their classic font to a sans serif type
 3. Within two months, sales dropped by 20%

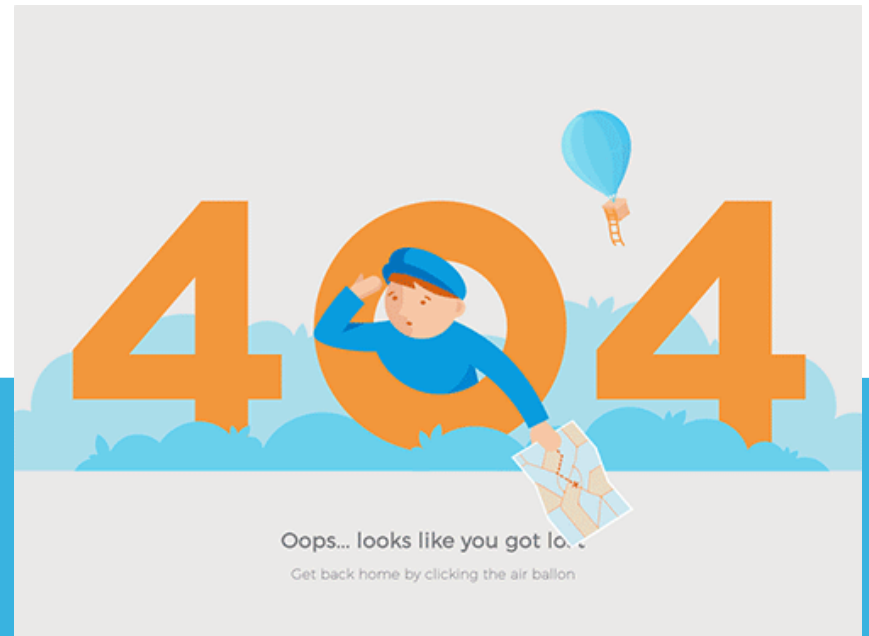


The background consists of several overlapping geometric shapes. A large white triangle is in the upper left. A large orange triangle is in the lower right. A blue triangle is in the lower left, overlapping the white one. A darker blue triangle is in the bottom left corner, overlapping the light blue one.

ANIMATION AND VIDEO

ANIMATION AND VIDEO

1. Background videos and animations can add or take away from user experience
 1. Play with frame rates
 1. Make sure video/animation and content are cohesive
2. Use in moderation so it doesn't detract user attention
 1. Create a gentle movement of an entire image
 2. Human eye is drawn to movement



ANIMATION AND VIDEO

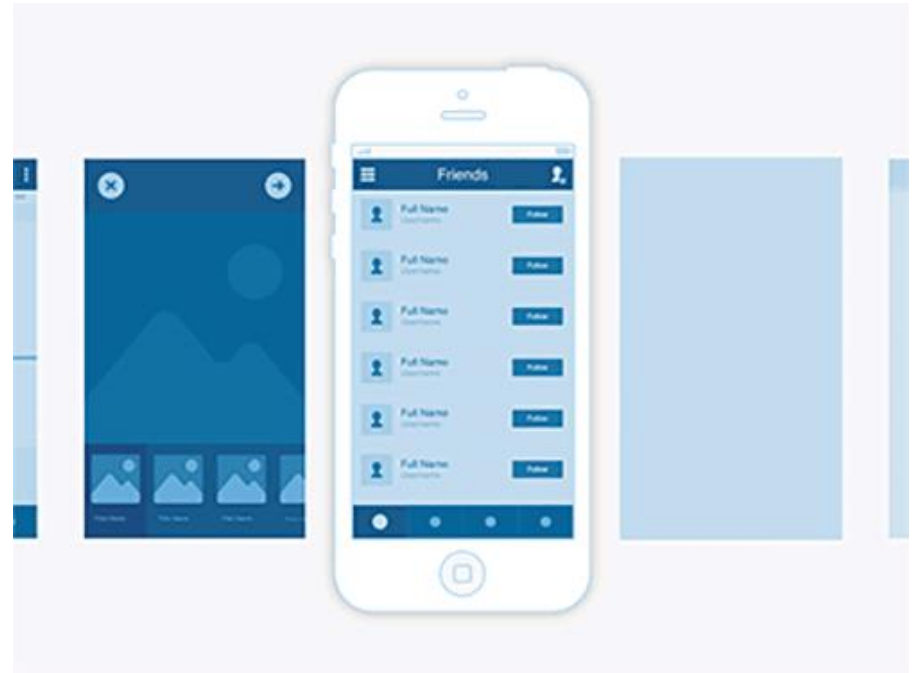
1. Animation draws users into the website
 1. Websites will move away from static images
 2. Come in all shapes, sizes, and styles
 1. Serve different purposes
 3. Useful tool to create meaningful micro-interactions between themselves and users
4. Learn to create gifs and animation here:
 1. <https://www.youtube.com/watch?v=vOibqyMXyLw&feature=youtu.be&t=1s>



ANIMATION AND VIDEO

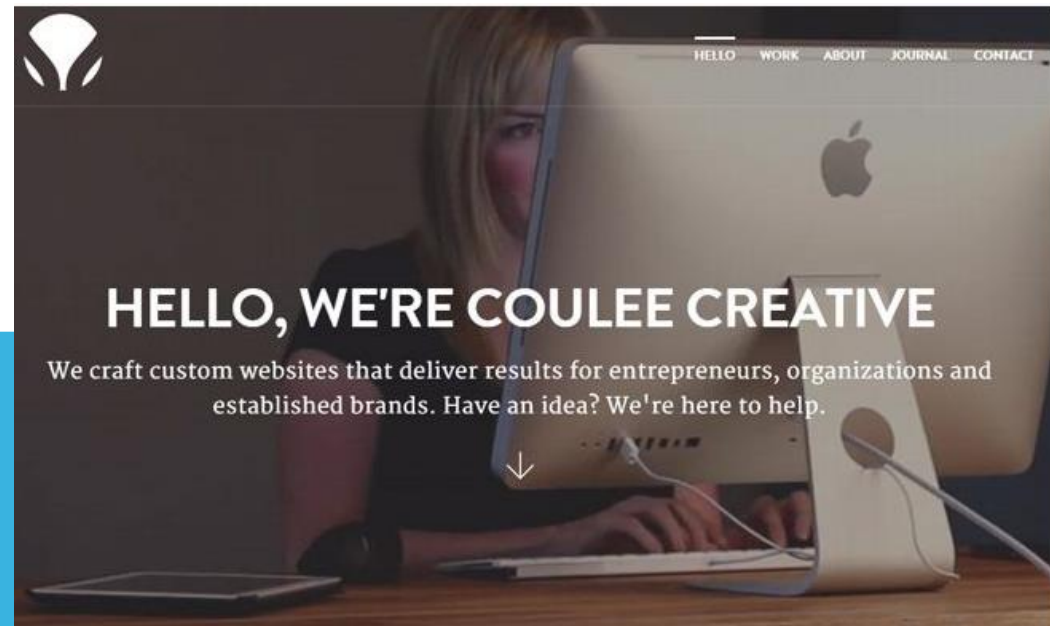
1. Animation can be used in various ways:

1. Loading Screens
2. Navigation and Menus
3. Hover
4. Galleries and Slideshows
5. Attracting Attention
6. Page Motion
7. Background



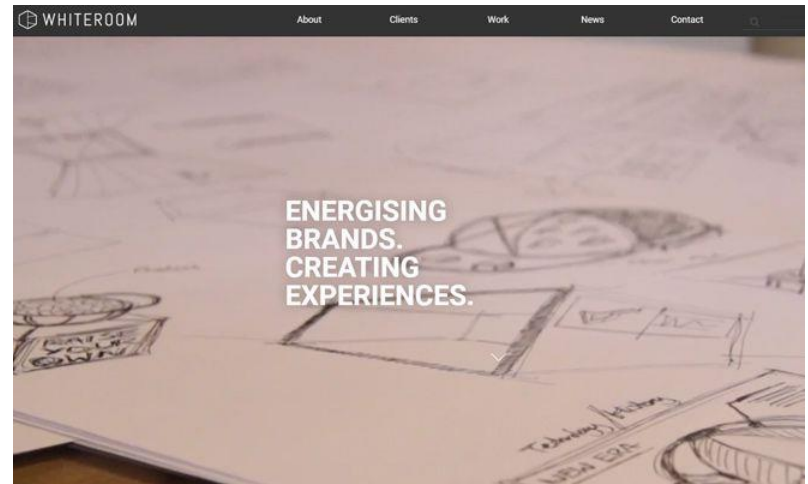
ANIMATION AND VIDEO

1. Video attracts the user's eyes
 1. According to HubSpot, by 2018, 79% of all consumer internet traffic will be video and 50% of all mobile traffic is currently video based
 2. Studies have shown that using videos on sites boost conversion rates
 1. Easier to consume, absorb, and understand than reading text
 2. Much more engaging than text



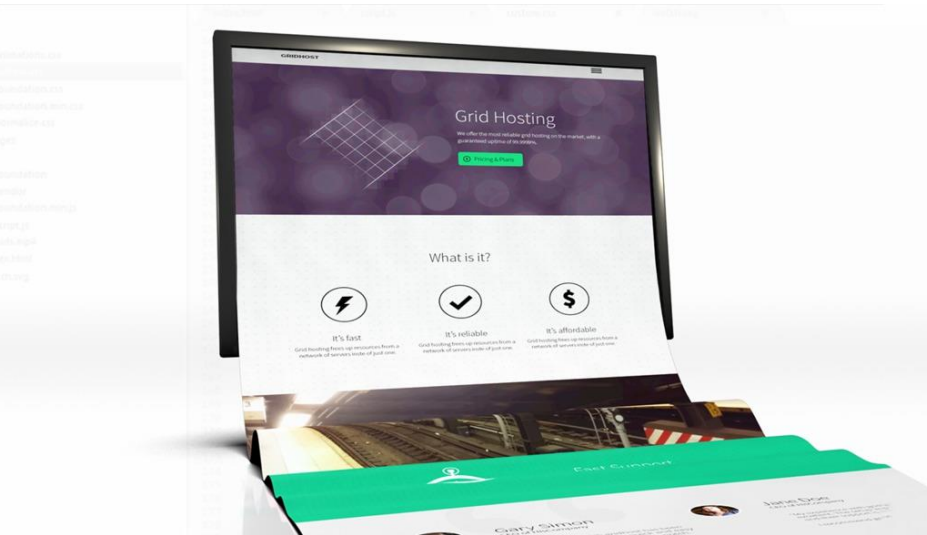
ANIMATION AND VIDEO

1. Video can be used to increase website engagement
 1. Heavy contrast between the video and page text
 1. Dark text with light video and light text with dark video
 2. Helps when the video has few colors
 2. Don't auto play audio
 1. Almost never expected
 2. Startling and annoying
 3. Mute the background sound



SCROLLING PAGES

SCROLLING PAGES



1. Users ditching desktop for mobile
 1. Popularity for smaller screens
 2. Go beyond “above the fold” mentality
2. Opportunity to use longer pages for:
 1. Storytelling
 2. Navigation
 3. Creative Visuals
 4. More immersive experience
3. Scrolling pages aren't new
 1. Done by most social media sites

SCROLLING PAGES

1. Common Techniques and Strategies:

1. Parallax Graphics

2. Screens as Pages

3. Sticky Navigation



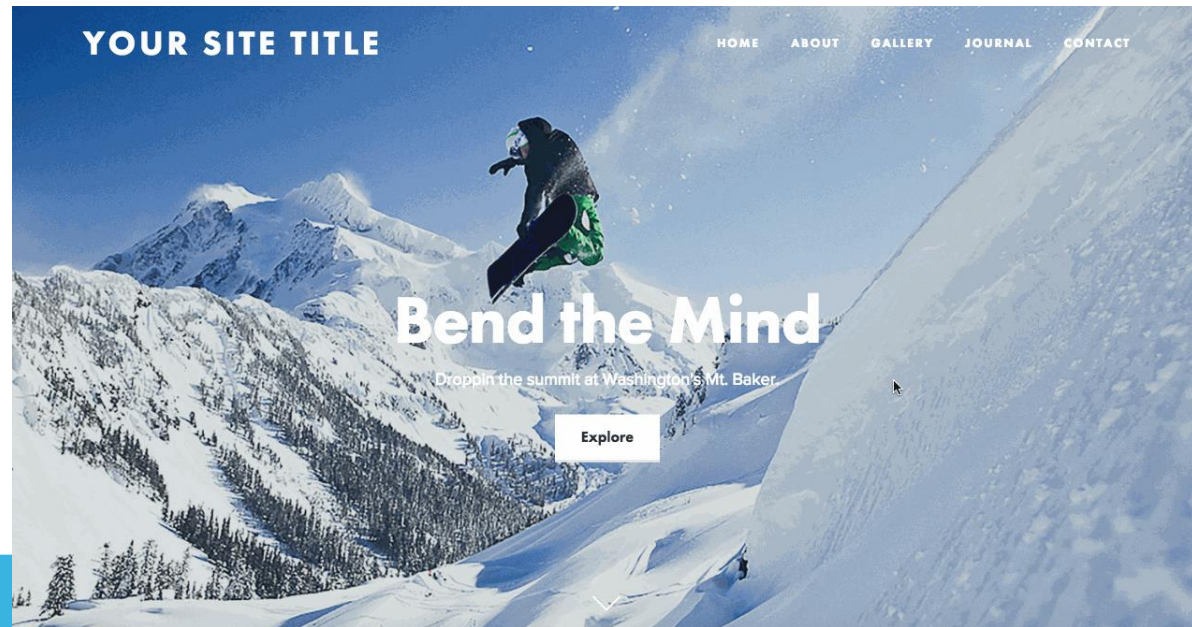
SCROLLING PAGES

1. Parallax

1. Moving the backgrounds at different speeds to create a 3D visual
2. Incorporated in a variety of websites:
 1. Portfolios
 2. Corporate Sites
 3. Landing pages

2. Things to consider:

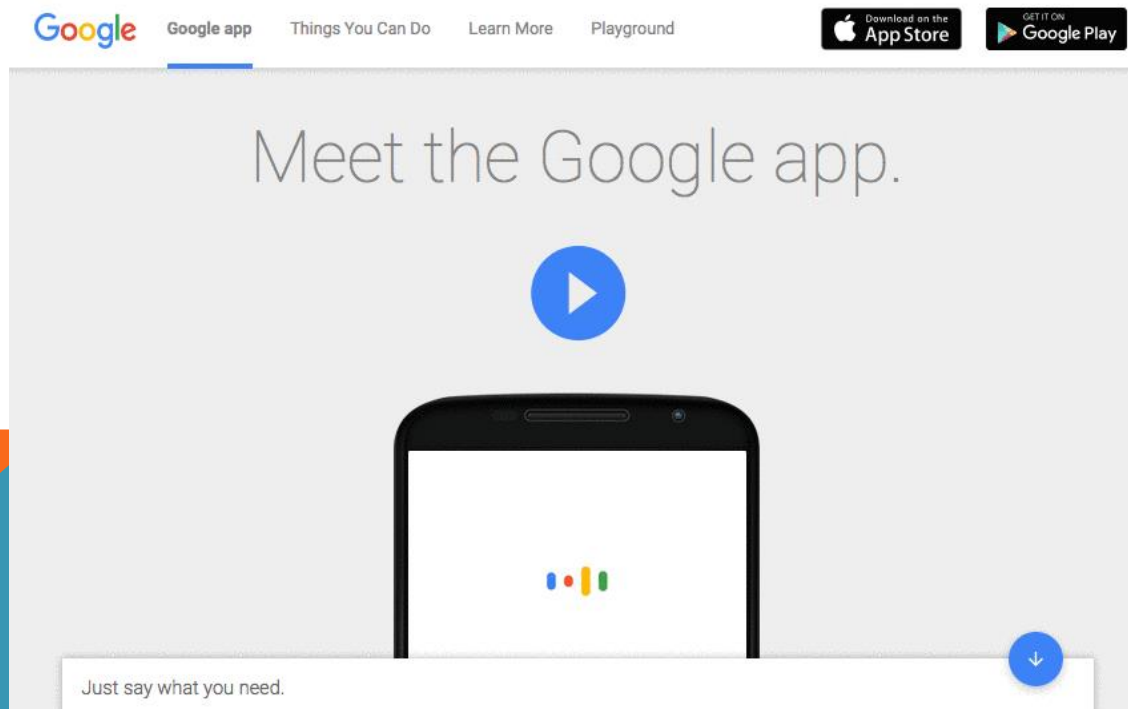
1. Loading Time
2. SEO
3. Usability



SCROLLING PAGES

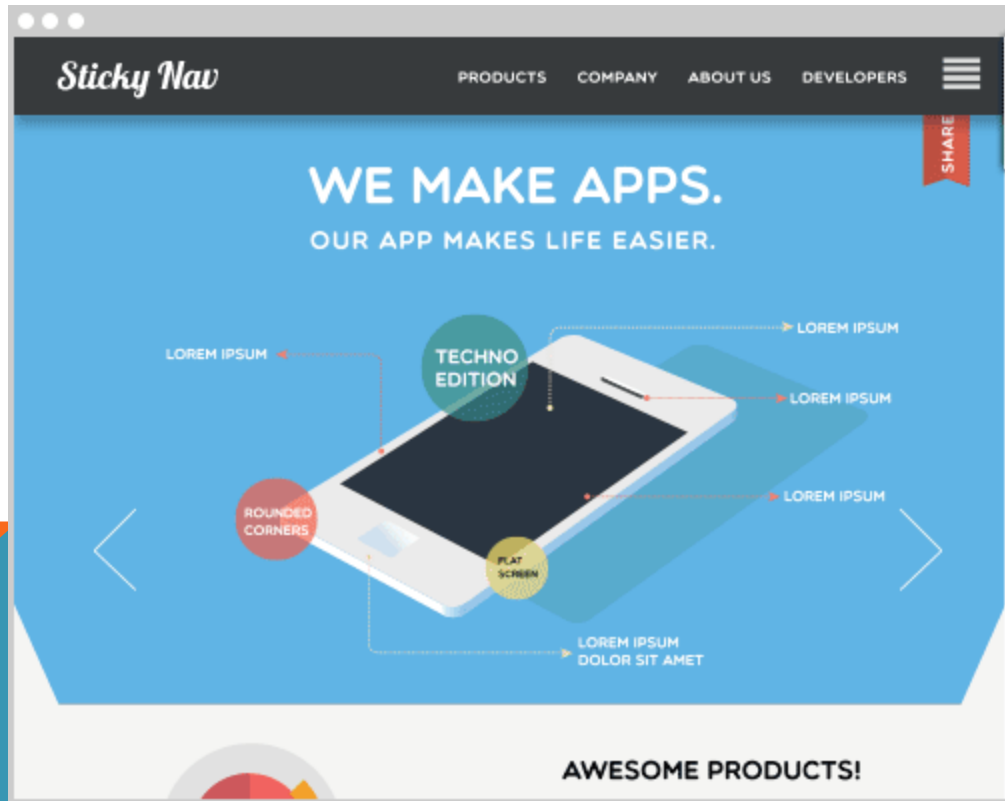
1. Screens as Pages

1. Important way to organize information on a single page
2. Central theme
 1. Central Images
 2. Repeated call to action
3. Helps users understand the page better



SCROLLING PAGES

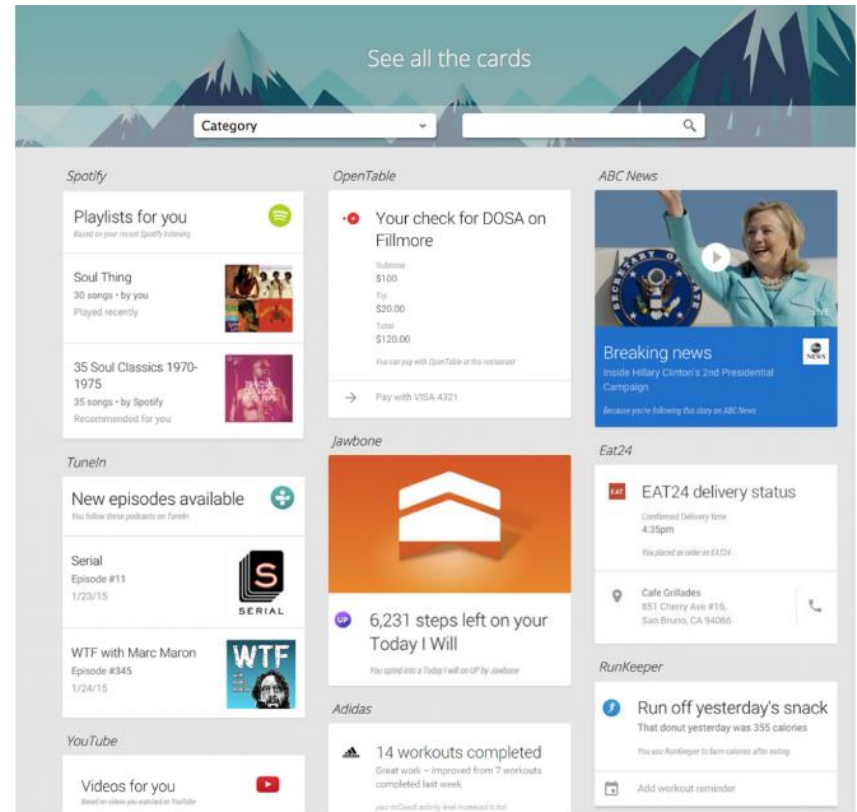
1. Sticky Navigation
 1. Helps with long scrolling navigation
 2. Navigation map stays in the same place of the screen
 1. Gives users control and security to prevent getting lost



UI GRIDS AND CARDS

UI GRIDS AND CARDS

1. Mobile is the focus
2. Organizational pattern works well with responsive design
 1. Cards sizes and grids can restructure themselves to fit any screen
3. Organization is key to cards
 1. Use sufficient borders and padding
 2. Don't make each card too complex
 3. Simplicity is key
 4. Visual hierarchy of information
4. Layout works well to showcase a lot of content in a digestible way without overwhelming the user



UI GRIDS AND CARDS

1. Google Design Philosophy

1. Guided by print-based design elements

1. Adopts print design tools

1. Baseline Grids

2. Structural Templates

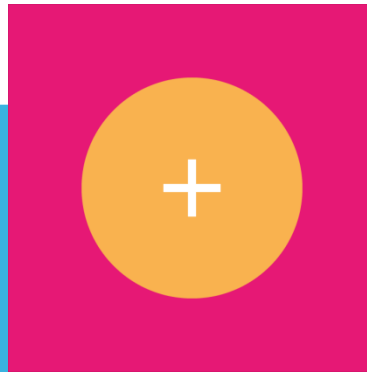
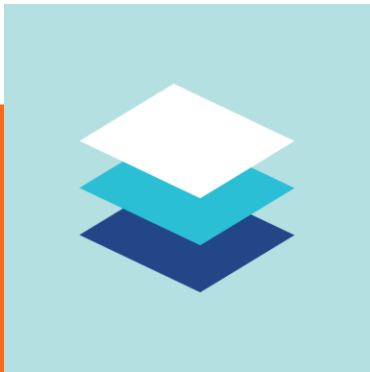
3. Encouraging consistency across environments

4. Structural Grids

5. Consistent Spacing

2. Used to create hierarchy, meaning, and focus

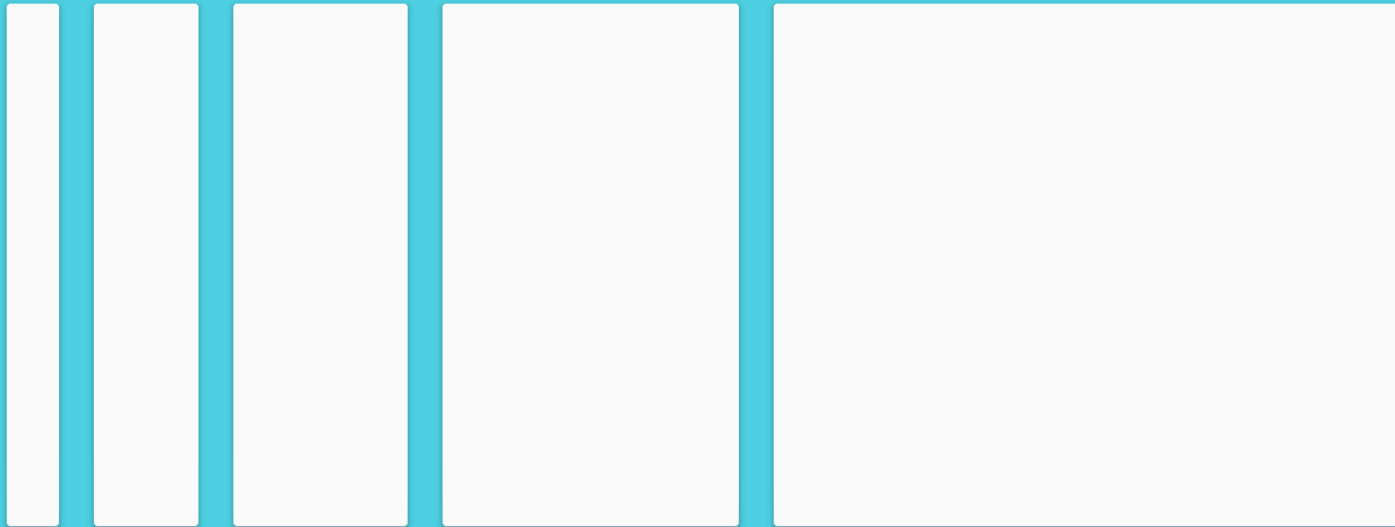
3. Scalable work



UI GRIDS AND CARDS

1. Google Design Philosophy

1. Background of an application resembles paper
2. Application's behavior mimics paper's ability to be re-sized, shuffled, and bound together in multiple sheets



UI GRIDS AND CARDS

1. Four Different Designs

1. Pins

2. Flat Design

3. Masonry (Grid)

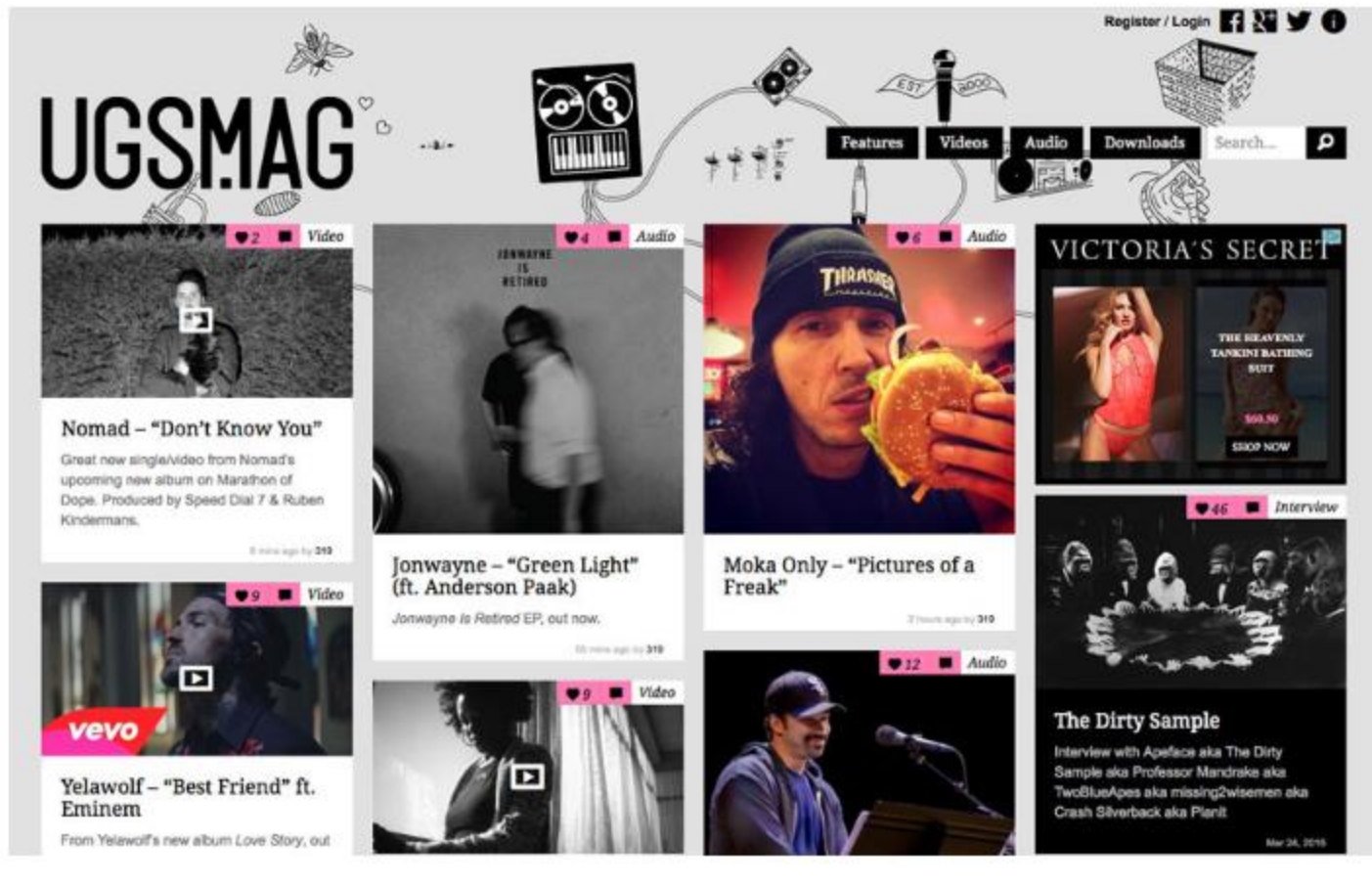
4. Magazine Style



UI GRIDS AND CARDS

1. Pins

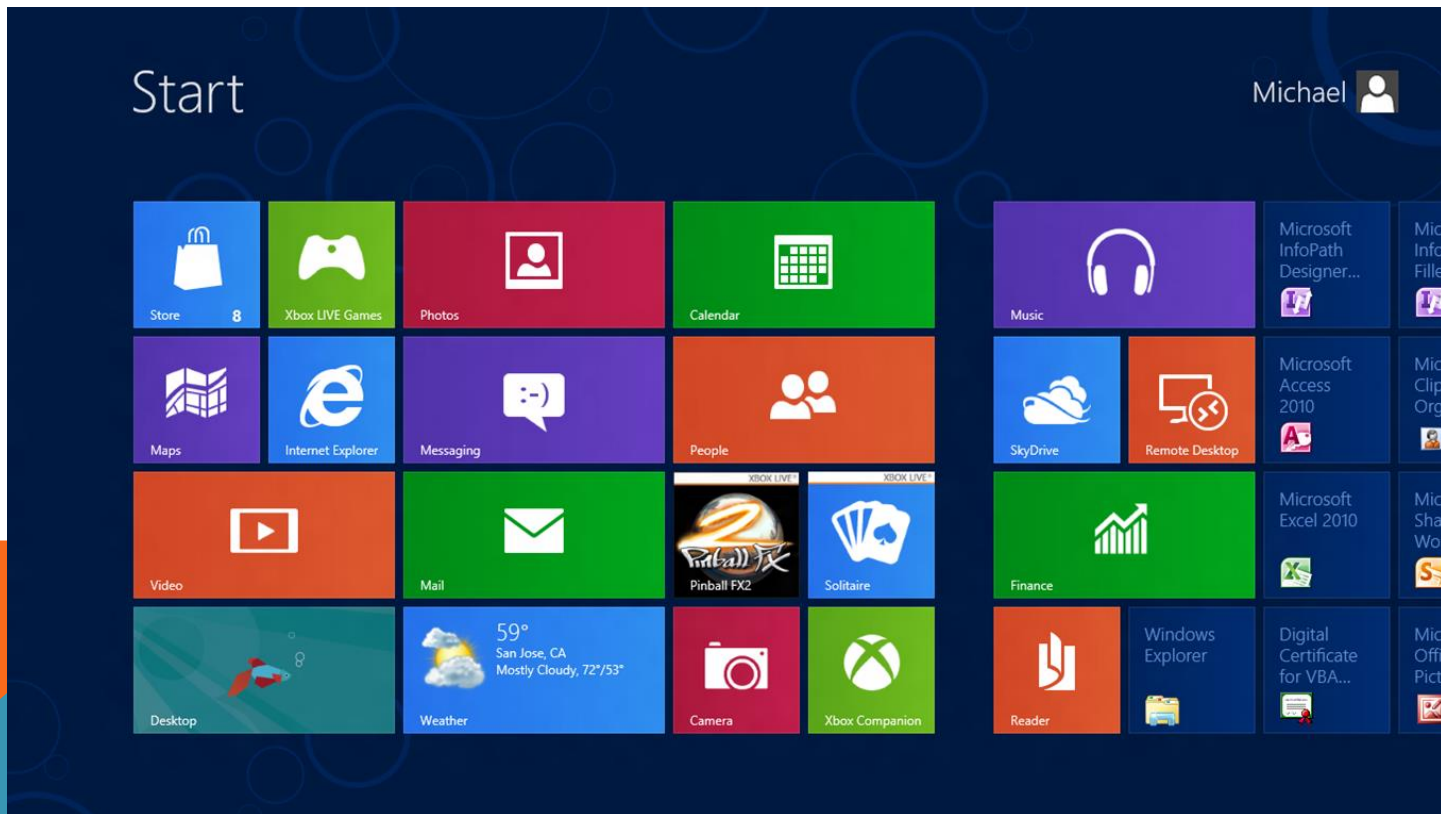
1. Most recognizable
2. Made popular by Pinterest



UI GRIDS AND CARDS

1. Flat Design

1. Bright Colors
2. Simple Visuals
3. Made popular by Microsoft



UI GRIDS AND CARDS

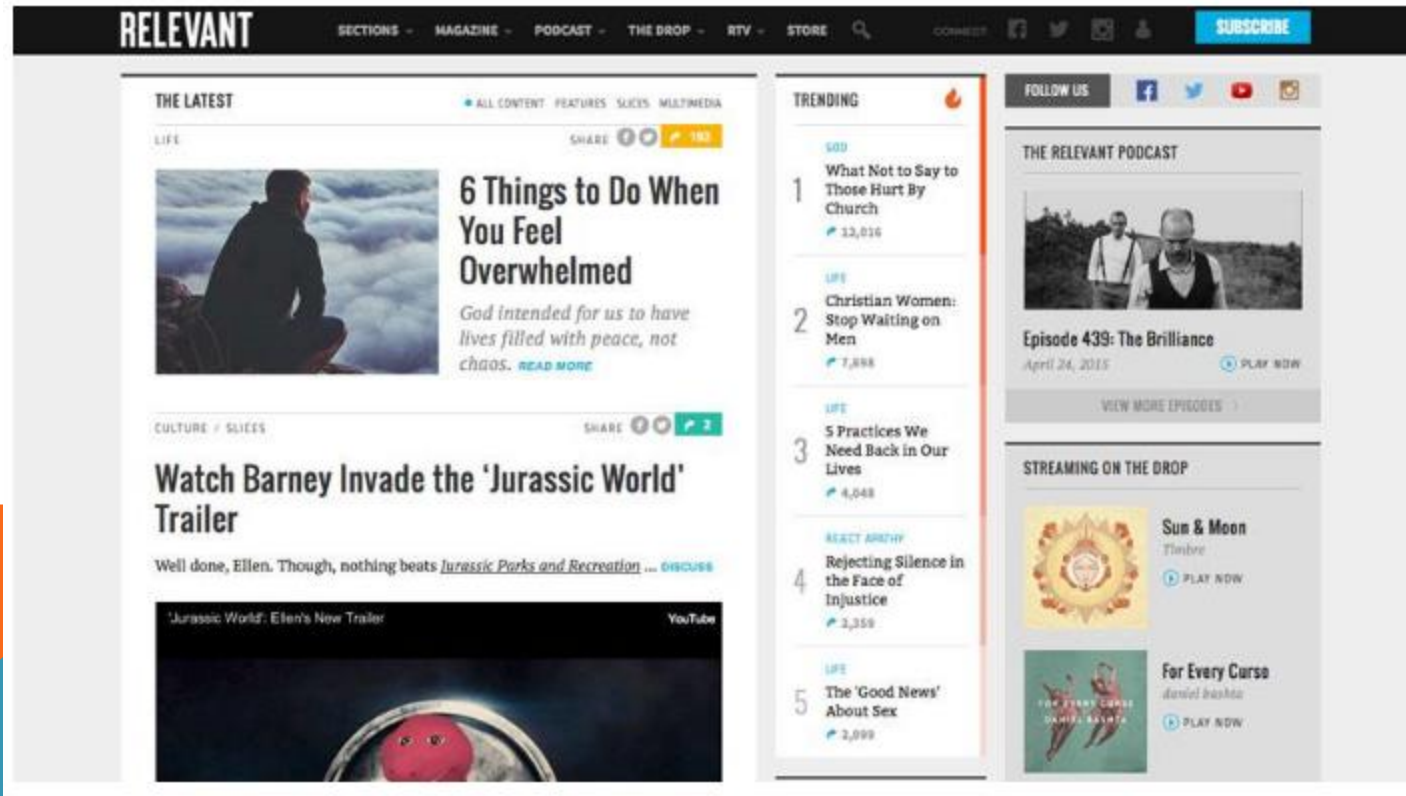
1. Masonry (Grid)

1. Structured in a logical manner
2. Equal spacing
3. Content easy to understand and browse



UI GRIDS AND CARDS

1. Magazine Style
 1. Originated from news and magazine websites
 2. Used on content-heavy sites
 1. Blogs
 2. Portfolios



SUMMARY

1. Mobile First

1. Mobile devices are preferred method for web access
2. Responsive design should be considered when making a new site

2. Originality

1. Utilize unique illustrations to connect with users
2. Test out different font choices to bring personality to your page

3. Animation and Video

1. Versatile mediums to present and engage with users
2. Use in moderation so it does not detract usability



SUMMARY

1. Scrolling Pages
 1. Mobile friendly
 2. Implement in meaningful way
2. UI Grids and Cards
 1. Use to organize content and help with navigation
 2. Showcase content to user without overwhelming them



THANK YOU
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