



REVALSYS
CREATING POSSIBILITIES

ECOMMERCE WEB DESIGN TRENDS FOR 2021

Article from [Revalsys Technologies](#)

This article explains about the
ecommerce web design
trends for 2021



The COVID-19 pandemic made the internet a dominant part of consumers' lives in the year 2020 and in the current year. The internet helped in the easy transition to the new way of life for one and all.

The fear of COVID-related infection impacted the physical shopping habits and consumers turned to the much safer e-commerce websites to fulfill their shopping needs. Consumers now spend a major part of their days shopping on these websites for various products. This has compelled e-commerce companies to rethink their website design strategies to ensure comfort and convenience for users.

Following are the elements that are dominating the e-commerce website design trends of 2021:

Pleasant Colors

Bold colors that quickly attracted the attention of users ruled the trends of the past. But with the panic, stress, and confusion that the pandemic brought along with it, businesses are choosing softer colors like pastels to elicit a sense of calm in visitors.

Retro Fonts

Just like in fashion, retro never goes out of style in web design. Consumers are looking to nostalgia to find comfort in the current uncertain times. Web designers are adding a touch of nostalgia with a twist to websites by using retro fonts with modern design elements to make them timeless.

Horizontal And Parallax Scrolling

One small but important way to break the mundane and improve the user experience of websites is by changing the regular way of scrolling through pages. Horizontal scrolling adds an element of surprise and helps in quickly grabbing the attention of visitors. This method will also help display more content at a time on websites.

With parallax scrolling, also known as long or infinite scrolling, users can continuously scroll through webpages instead of clicking on a tab to get to another webpage. This method of navigating through a website can save time for users. However, care must be taken not to make it too fast as it can cause dizziness in some users.

Geometric Designs

Using geometric shapes is a modern trend in web design that gives websites a bold look. These shapes can be used to quickly draw users' attention to a particular spot on a website. Important announcements, limited time offers, and call-to-actions can be highlighted by placing them inside unique geometric shapes like triangles. Geometric designs can also be used to guide users through a website.



Audio

Taking the accessibility of people with special needs into consideration is crucial in web design. A seamless user experience can be ensured for them by including audios in a website. However, care must be taken to have high-quality audios at an optimal volume level. Audio content can also help to break the monotony of text.

Product Comparison

This is a very important feature for an ecommerce website. Using a simple button or a more attractive slider, users can easily compare the pictures and specifications of your products on your website before making a purchase.

Micro-Interactions

Micro-interactions are words that accompany call-to-action buttons on websites. Examples of these interactions include words like “loading” or percentages for webpages or “please wait” for transactions. They are useful in letting users know the status of their actions on a website.

Minimalism

A minimalist website is one with a simple design, fewer elements, and ample white space – it is a myth that white space in web designing is wasted space. Minimalism in web design helps to eliminate distractions, direct users to the right place, and ensure a neat look for websites. It simplifies navigation for users, enabling them to browse and purchase products or check ongoing offers easily. Eliminating clutter from the website can also increase its loading speed and ensure that users don't feel uncomfortable.

Conclusion

This year's e-commerce web designing trends are all about improving the visual experience of shopping for users. Keeping the above-mentioned trends in mind while designing a website can play a major role in improving its user retention rate and your business.



CONTACTS

For more information on Revalsys Technologies,
visit www.revalsys.com

8-2-293/82/1/83-A, 1st Floor,
Road No 12, Banjara Hills,
MLA Colony,
Hyderabad - 500034
Telangana, India

Phone: +91 7032660301

info@revalsys.com