

About the author

Alexandra Westerback has worked with creating superb user experiences and beautiful user interfaces for over eight years. Currently, she works as a Senior UI/UX designer in a small and committed development theme. She loves a minimalist approach to design, but is also able to pull off beautiful maximalist pieces, while still maintaining good usability.

Are you like me already trying to predict what 2023 will look like in terms of web design? – You're not? That's OK, keep reading and I will give you my best guess on what we will be seeing next year.



Alexandra Westerback
Senior UI/UX-Designer

Enjoy!

1. Accessibility

A focus on accessibility and catering to a diverse palette of users and needs has been constantly on the rise over the past years.

Shortly put, **web accessibility is about removing barriers to make the internet accessible to all, regardless of the level of ability.**

Web accessibility encompasses auditory, cognitive, neurological, physical, speech and visual disabilities, but it also benefits people without disabilities, such as older people, children, people visiting a webpage in a foreign language, people using a slow internet connection etc.



[Watch video about accessibility](#)

“The Web is fundamentally designed to work for all people, whatever their hardware, software, language, location, or ability. When the Web meets this goal, it is accessible to people with a diverse range of hearing, movement, sight, and cognitive ability.”

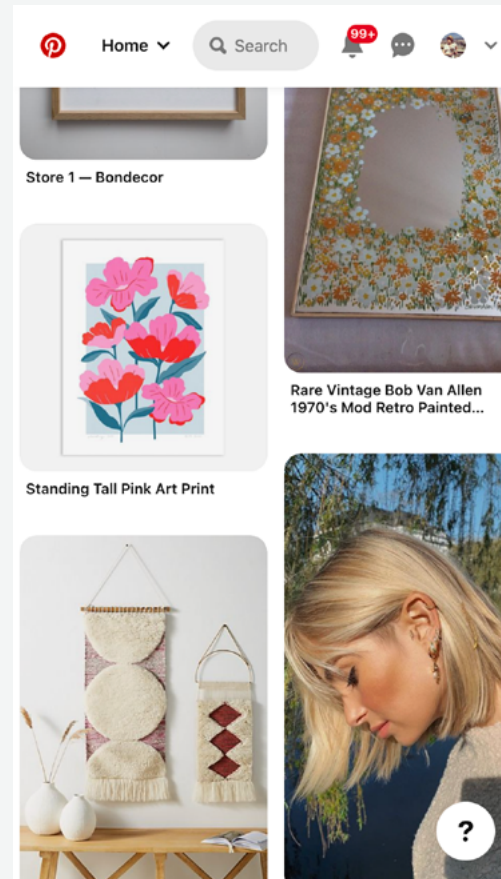
W3C – [Read more on W3C's website](#)

2. App-like experiences

In 2022 we saw a trend of web design moving closer to native app design, adapting many of the same UX patterns and logic.

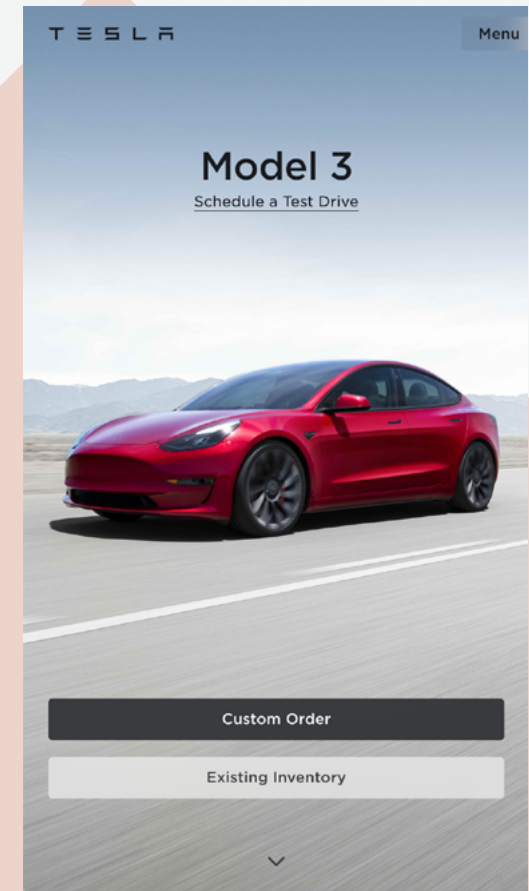
This is likely due to the fact that the share of mobile users keeps rising, actually surpassing desktop users in 2022 from a European perspective. Globally mobile users surpassed desktop users already in 2017.

Check out the statistics: [Global](#), [Europe](#)



Screenshot from: [Pinterest](#)

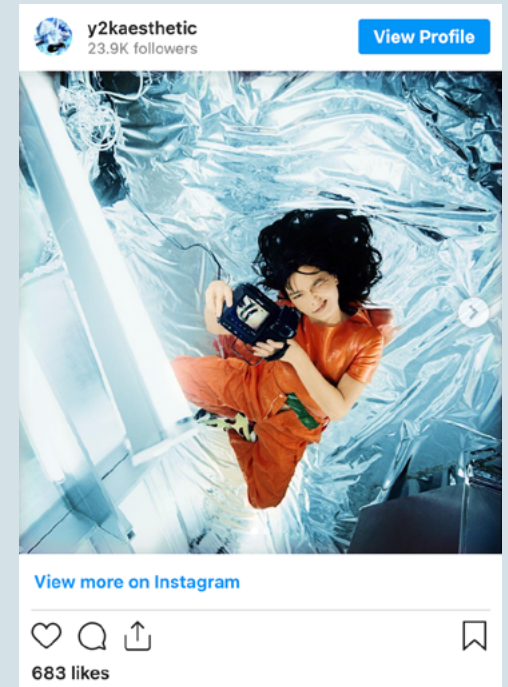
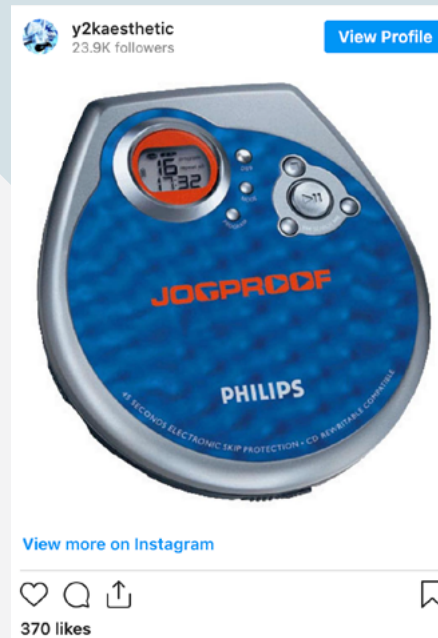
Screenshot from: [Tesla](#)



3. Nostalgia and Y2K

The 2000's are making a comeback! The 90's have already given us fuzzy feelings for a while and in 2022 and 2023, much like in the fashion industry, we are also warming up to the aesthetics of the early 2000's.

Think Tamagotchis, Spice Girls, MySpace, portable CD-players, The Matrix, Nokia 3310, stickers, Backstreet Boys... As a millennial I could go on forever; nostalgia is hard to resist.

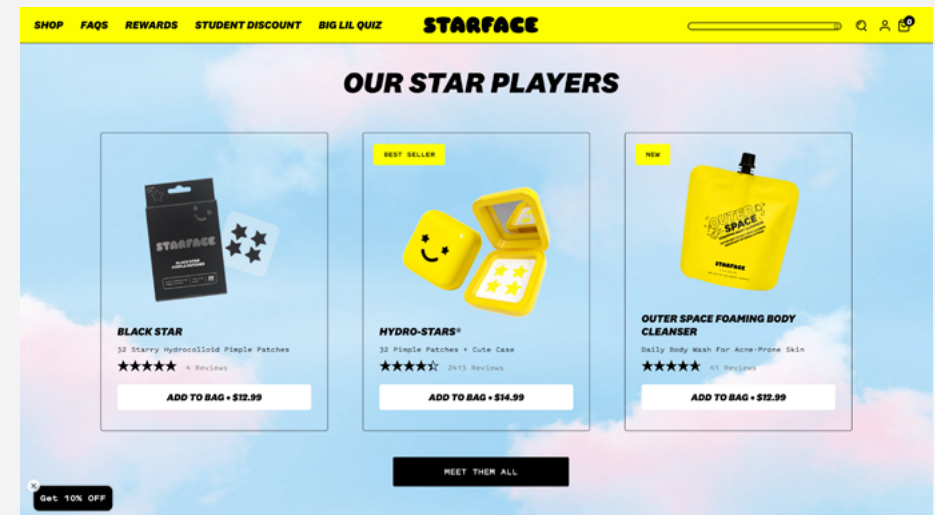
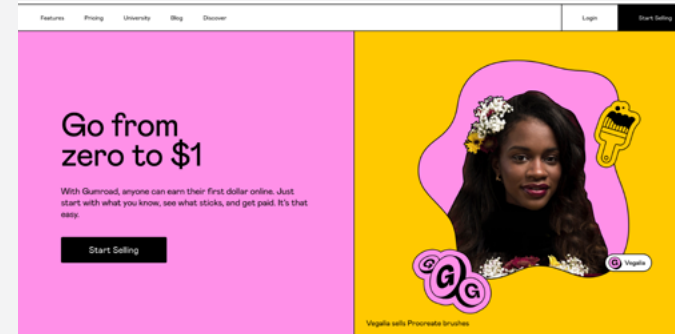


Screenshots from: [y2kaesthetic](#)

So, in terms of web design, what aspects of the 2000's will we be seeing? Here are some ideas:

- Textures such as metallic, plastic and notebook paper.
- Fonts that are cartoony, cyber-inspired, futuristic or/and thick and bold.
- Colors that are loud and bright, like bubblegum pink, bright orange or icy blue.
- Maximalism in the form of stickers, doodles and collage-style images.
- UI-elements resembling the web pages popular in the early 2000's

Screenshot from: [Gumroad](#)



Screenshot from: [Starface](#)



Screenshot from: [Marthebratz](#)

4. Anti-design and neo-brutalism

Neo-brutalism is a sort of anti-design style that is characterised by a raw, unfinished aesthetic.

It tends to be minimalistic and bold, using roughness and visual chock elements like unstyled HTML, high contrast, conflicting colours, asymmetric layouts, seemingly unedited photos and default computer fonts.

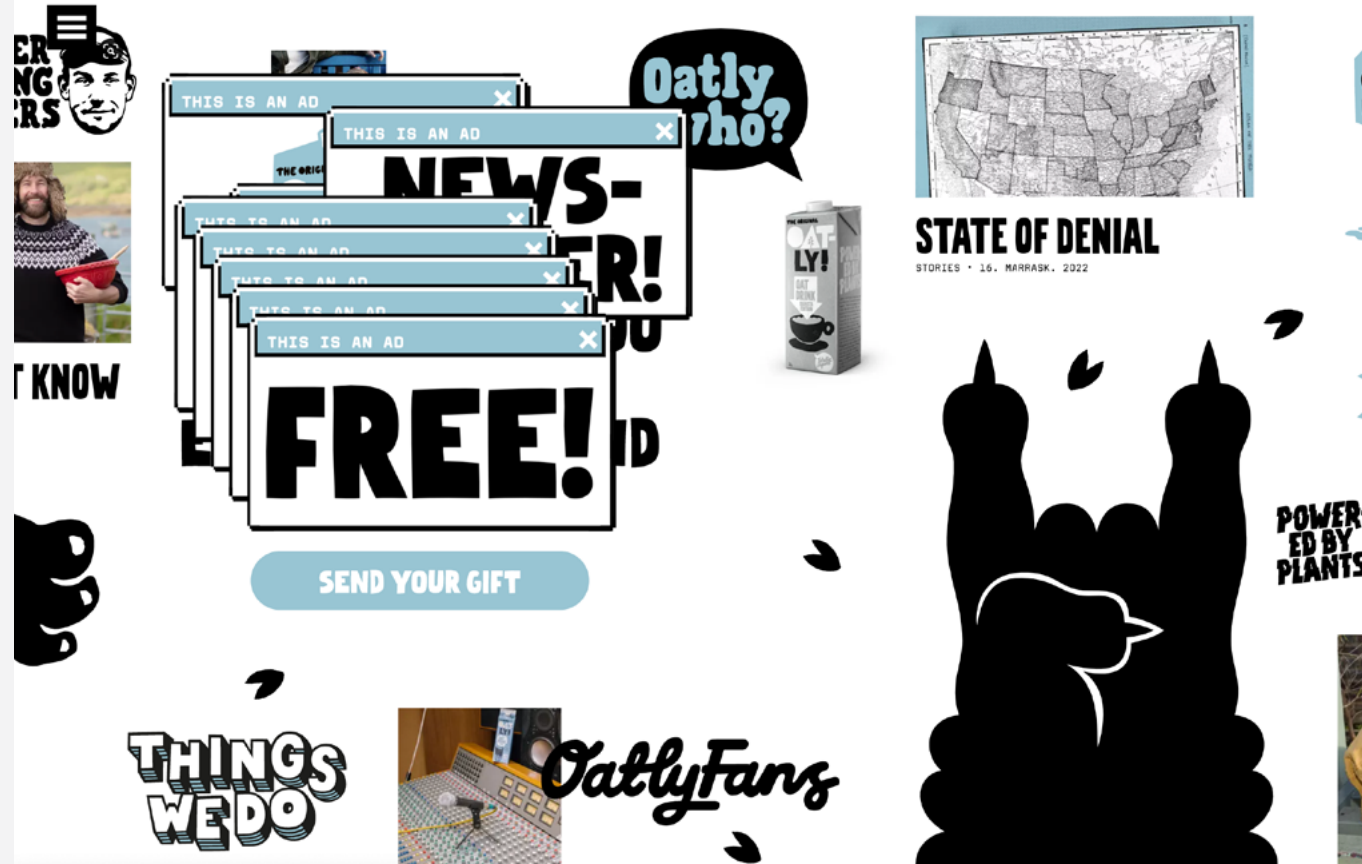
Special mention to visible borders that has become popular during the past years.



5. Handmade graphics

Brands and users are getting tired of seeing generic stock photos and are craving something authentic.

This has pushed the trend of brands investing in custom illustrations and graphics that adds personality and warmth to their websites.



Screenshot from: [Oatly](#)



Screenshot from: [How Many Plants](#)



Image: [Bernardo Henning for Wetransfer](#)



Screenshot from: [Tikka](#)

6. Animations and movement

Animations and moving elements are important trends in 2023. In the future websites will probably feel unfinished without movement. We will see animated logos and illustrations, more videos and an uprise in scroll animations and subtle, tactile animations providing user feedback.

Walking hand-in-hand with the trend of moving towards more app-like designs, we will adapt the micro animations often used in apps to the design of web pages. What am I talking about? – Think of it like substitutes for physical touches, like providing the

[See an inspiring example](#)



opportunity to zoom or rotate or mimicking physical feedback such as a movement of a button when you click it, or an easing effect of a slider when you move it.

7. Bold typography

Big typography, custom fonts and the use of typography as decorative elements is a trend that will follow us into 2023.

What makes this trend special is that typography is not merely used as a functional element to convey information but as an independent element that makes up the page's visuals.

Experimental use of typography can be combined with basically any style of design, making it a very versatile and easy-to-adapt trend.

Another possible benefit of using typography this way can be the ability to replace images, which may increase page speed.



Screenshot: [Aluminium studio](#)



Screenshot: [Jonor Design](#)

8. Gradients and glassmorphism

This set of trends emerged already during 2022 as a counter-reaction to the monochromatic flat design that has been trending for many years.

Gradients have been seen used everywhere and we will probably keep seeing them also in the upcoming years. Can we guess that alongside the widely used bright and colourful gradients we might be seeing more subtle and organic color schemes?

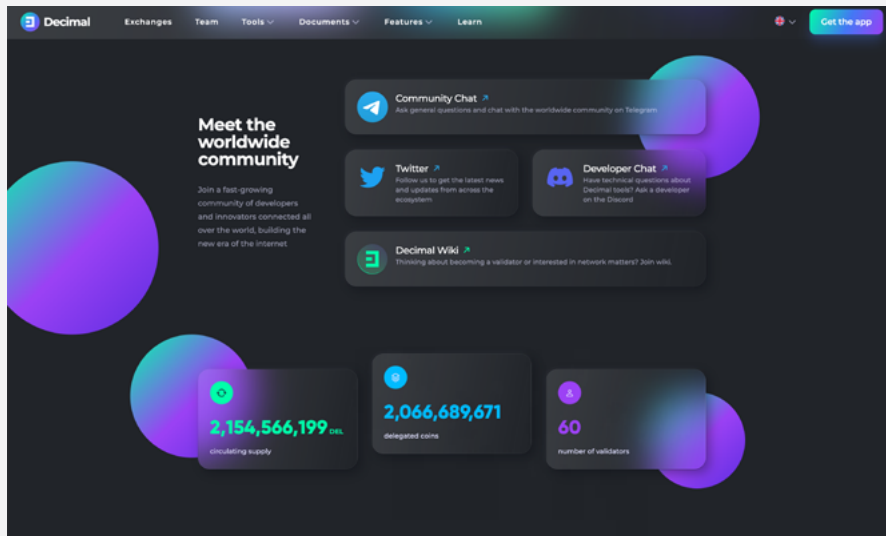
Alongside vibrant and colorful gradients we have seen the glassmorphism style trending, which uses properties like multi-layering, transparency and blur to simulate a glass effect.

This trend was started by Microsoft and Apple using the style in their products.

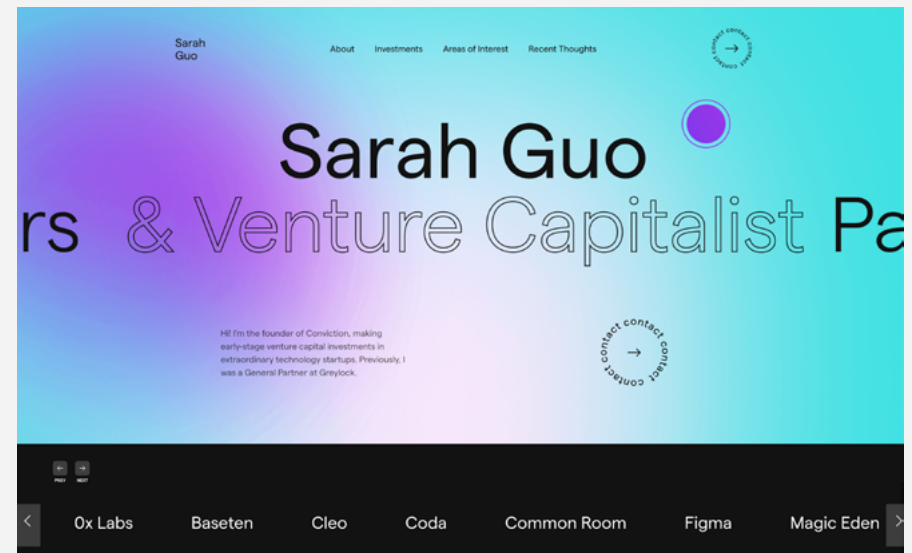
Glassmorphism used in Windows 11



Glassmorphism used in Mac OS Big Sur



Screenshot from: [Decimal](#)



Screenshot from: [Sarah Guo](#)

What trends will we bid farewell to?

We can't of course just keep adapting new trends without waving goodbye to some outdated ones. Here are my tender words of farewell to some of the trends that I predict we will show to the door:

Neumorphism

Thank you neumorphism, we had a good run, but you came with too many limitations when it came to making an accessible design. Your contrast was just too low.



Image source: [Dribbble/Filip Legierski](#)

Flat design

Thank you flat design, you felt fresh and interesting for so many years and you saved us so much time. I predict that we will be moving towards more three-dimensional graphics in the coming years.



Image source: [Shutterstock](#)

White

Thank you white, you are great, but we have seen so much of you lately. I predict that designers will be reaching for more organic palettes and using more off-whites and subtle gradients.

We will also be seeing a lot more dark designs with the popularity of the dark mode raising.

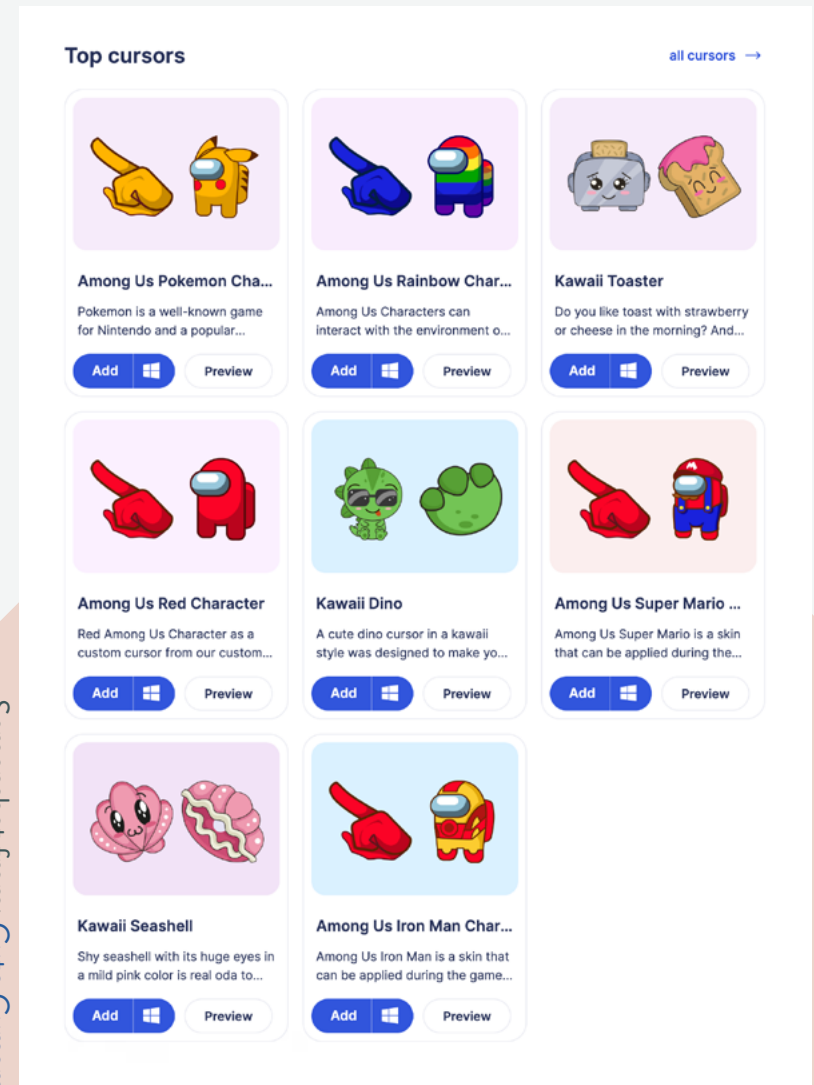
And last but not least: a wildcard for 2023

Trashing the Traditional Cursor

The mouse cursor, the way we move on the screen, the element that keeps us clicking and scrolling. In 2022 I noticed a subtle rise in the popularity of custom cursors. Google offers custom cursor extensions for their Chrome browser and even some sites like Duolingo, Tiktok and Discord have started offering their users the opportunity of picking a custom cursor.

Will this be something for 2023? It definitely feels like something we would have done back in the 2000's.

Screenshot from: [Cute Cursors](#)



About Genero

Genero is a leading digital growth marketing agency in the Nordics. We help B2B and B2C companies accelerate growth, improve marketing ROI, and launch new brands and products.

With 125 marketing experts, we're a full-service growth partner. Through hundreds of cases, we're proud that our average client relationship lasts 3.5 years.

Are you interested in learning more about us and our services? [Visit our website »](#)



genero