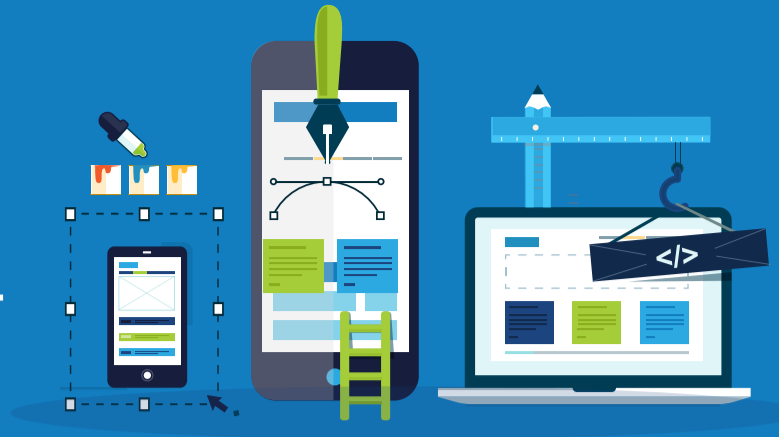


7 KEY TRENDS IN MOBILE APP DESIGN



① TYPOGRAPHY

Typography plays an important role in design. It represents or conveys information to the user in a well structured way.

THE QUICK
BROWN FOX
JUMPS OVER
THE LAZY DOG



② MATERIAL DESIGN

Material design is a comprehensive guide for visual, motion, and interaction design across platforms and devices. The design concept was introduced by Google Inc.

③ FULL SCREEN VIDEO BACKGROUND

Apart from static background images, placing video as a background, gives a vibrant live feel to your design, which conveys the idea to the user easily. Skype, the popular video calling service, uses video as the background for their website, which makes the website vibrant.

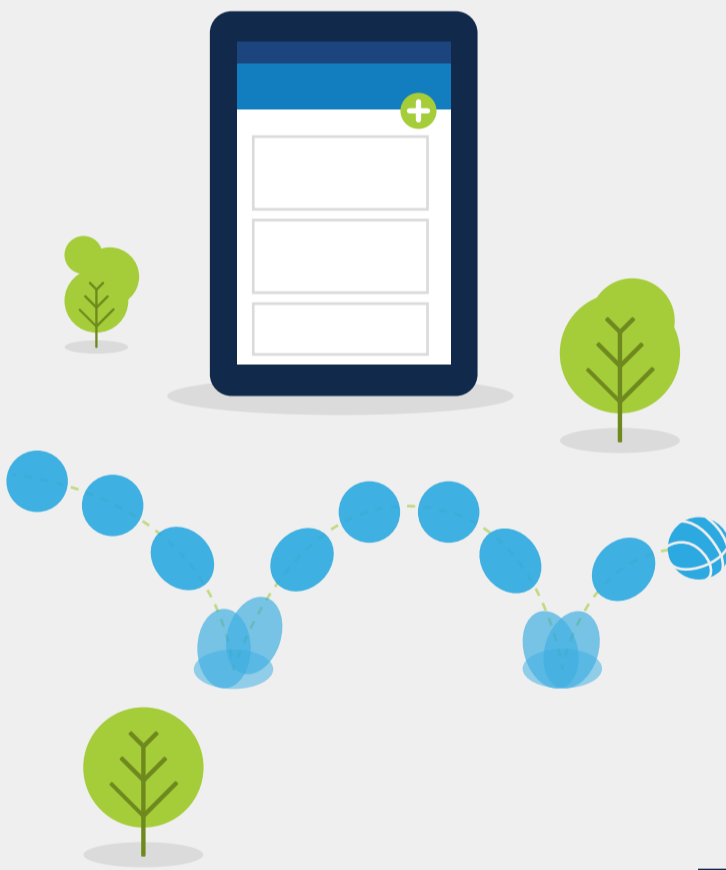


④ CARD DESIGNS

Cards are a great way for communicating quick stories in UI. Think about flipping through printed photos. Each photo tells its own little tale. Cards are perfect for mobile devices and varying screen sizes to showcase typographic content with image.

⑤ UI ANIMATIONS

Animation plays an important role in, both, web and mobile application design. Animation gives more interactivity to the design which gives life to the static design.



⑥ WEARABLE DESIGNS

Wearable computers are the next step in the evolution of the mobile tech. After having a computer in our backpack and pocket, with the arrival of Google Glass, smart watches and wrist bands, we can actually have them on us.



⑦ MICRO INTERACTIONS

Although they have "micro" in the name, they should not be ignored. The magic is in the details, and good designers are aware of this. They are trying to nail every piece of their product. At the end of the day, this is exactly what makes a great app different from a good app, not to mention the average ones.



ABOUT RAPIDVALUE

RapidValue is a leading provider of mobility solutions to enterprises worldwide. Armed with a large team of experts in mobility consulting and application development, along with experience delivering global mobility projects, we offer a range of mobility services across industry verticals. RapidValue delivers its services to the world's top brands and Fortune 1000 companies, and has offices in the United States and India. www.rapidvaluesolutions.com | contactus@rapidvaluesolutions.com | +1-877-643-1850