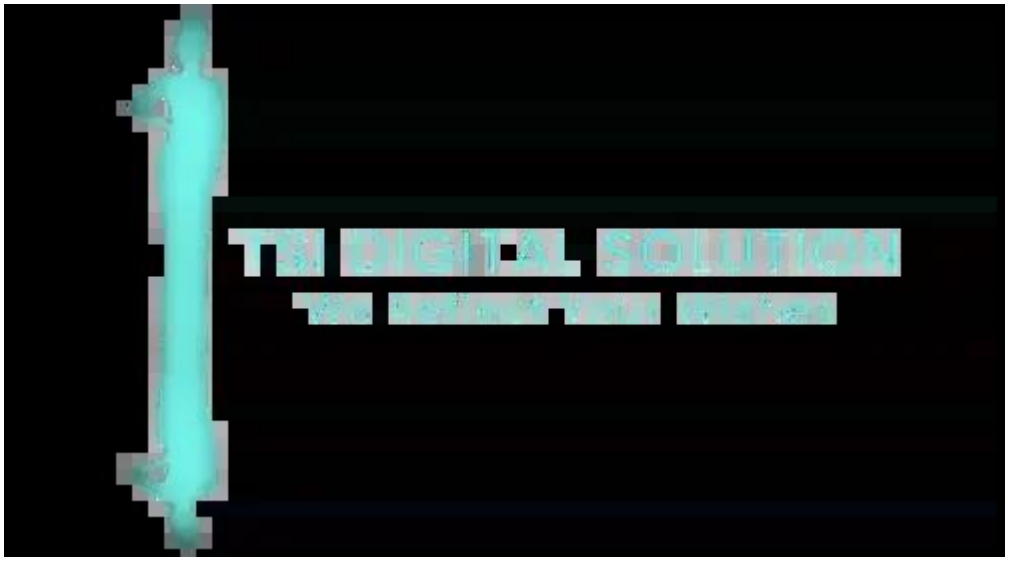
Website User Experience

Category: Websites Blog
June 1, 2025





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- Projects
- Blogs
- Contact us
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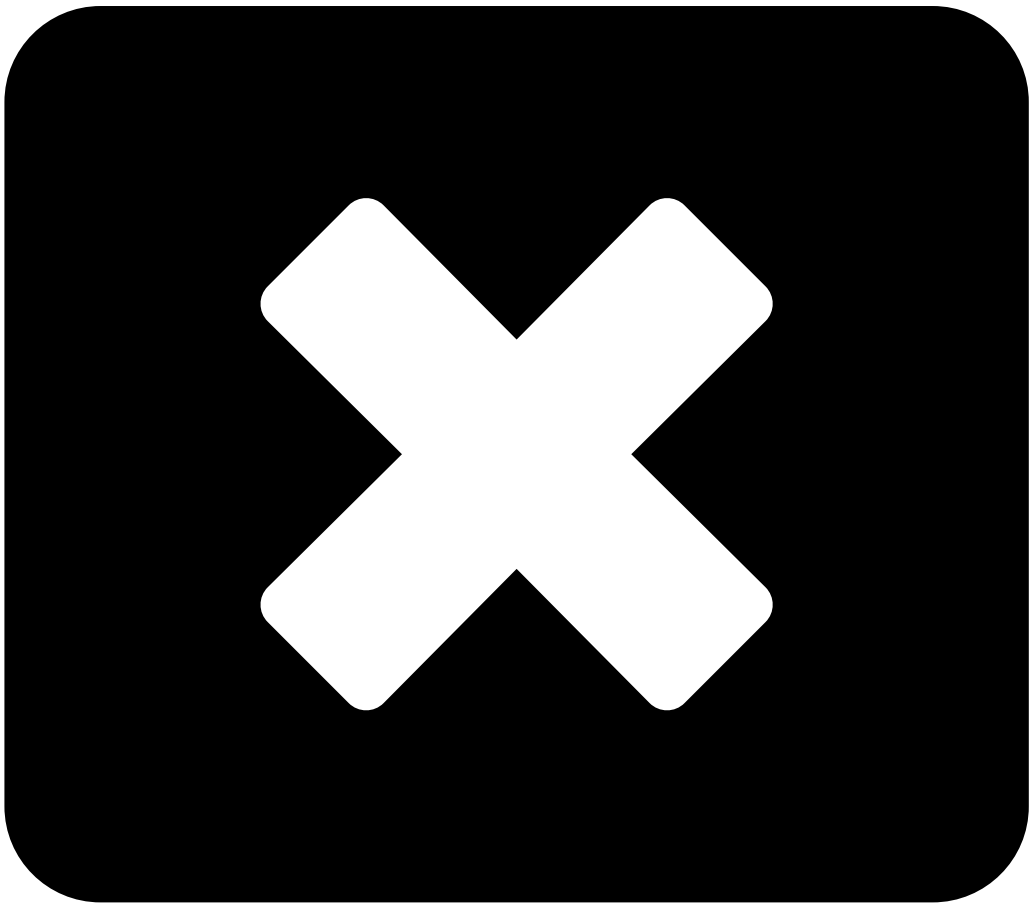

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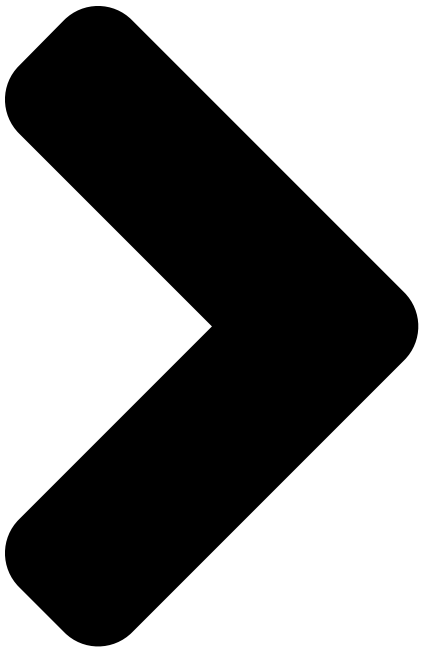

About us

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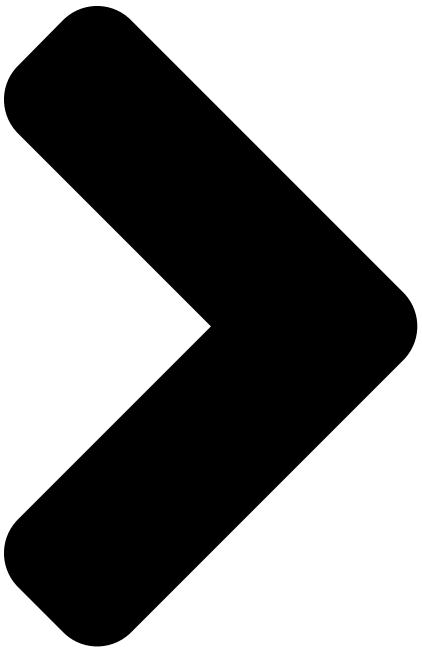

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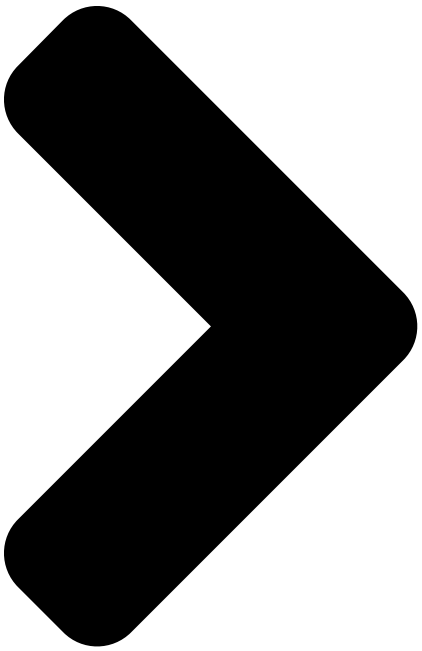

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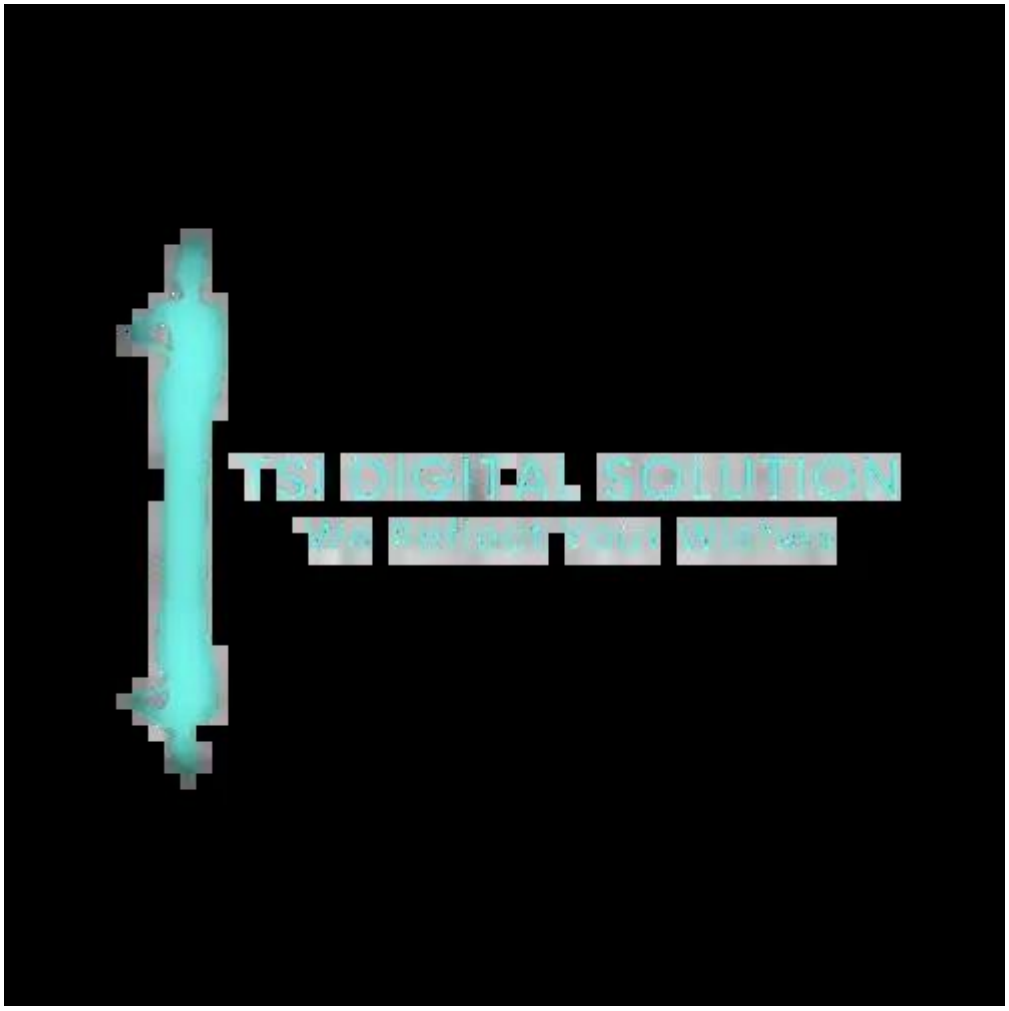
What we have realized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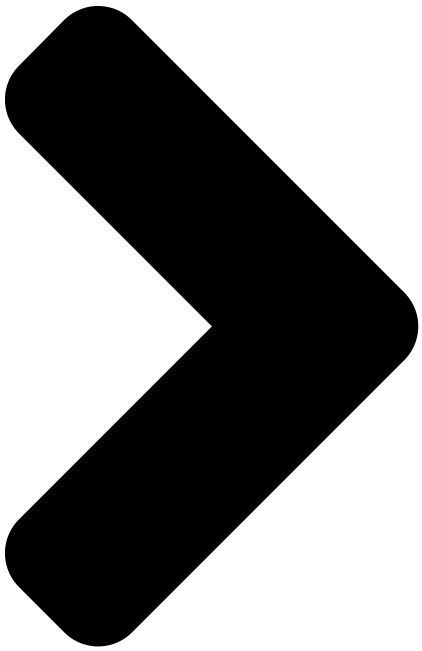

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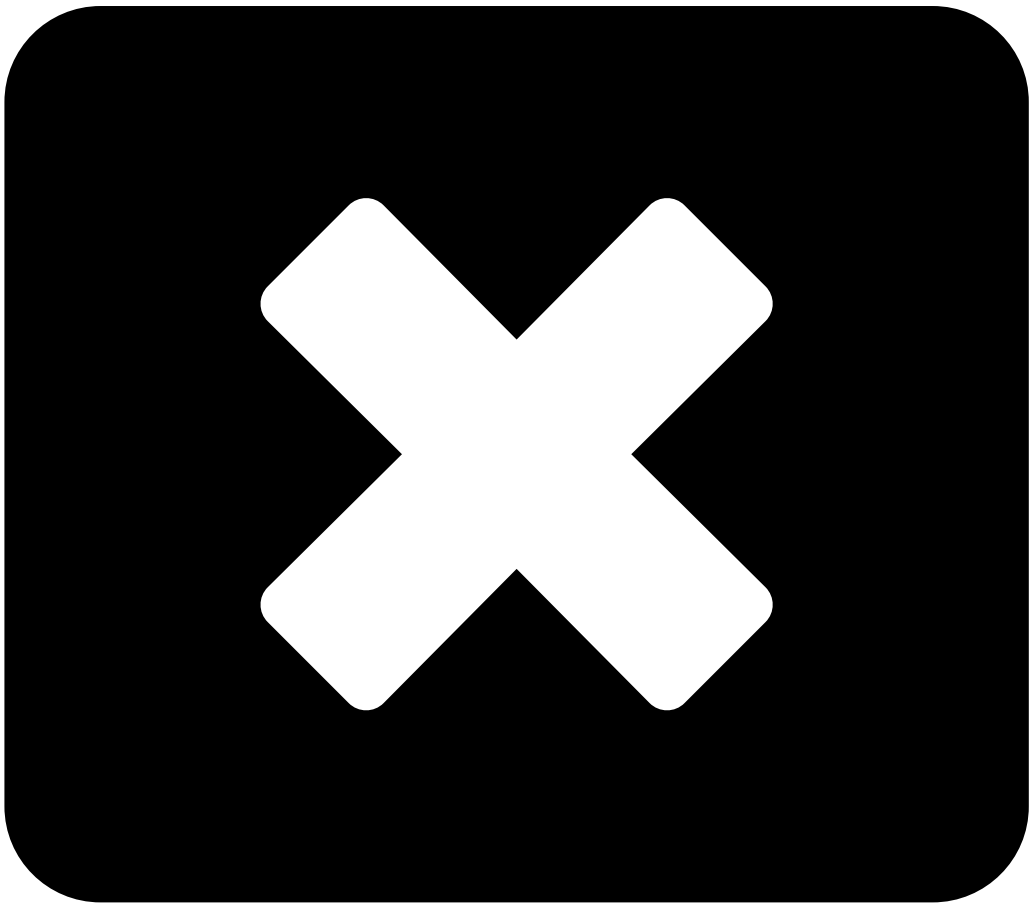

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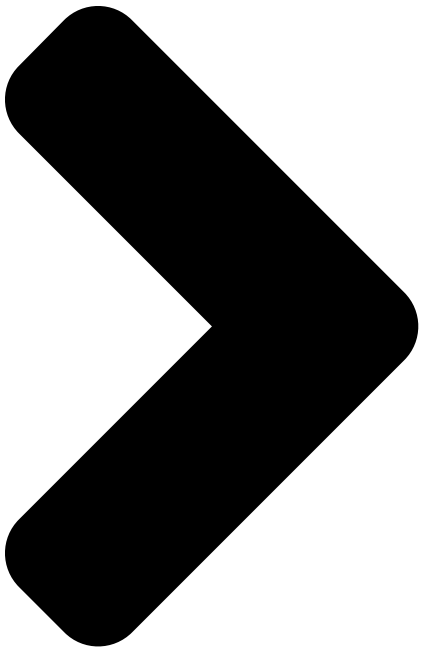

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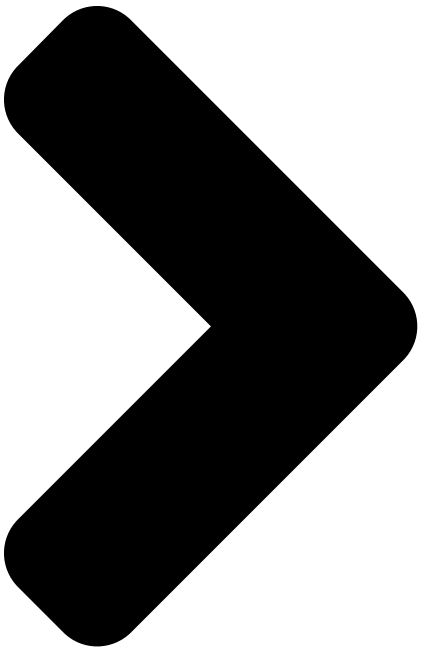
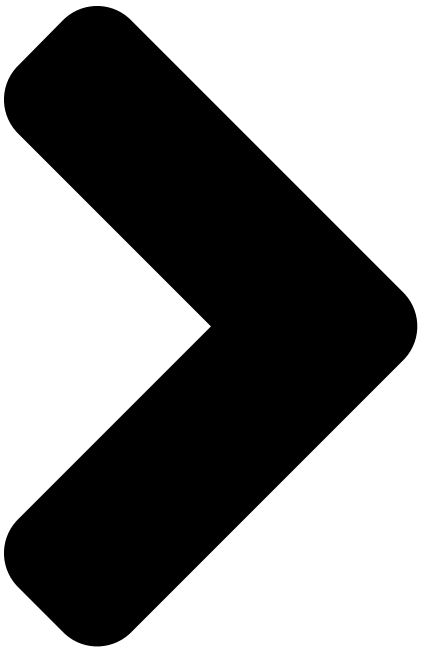
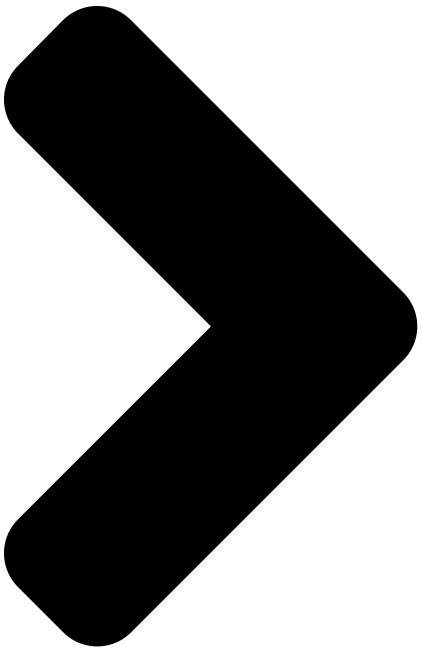


Web Design & Development



- Hosting



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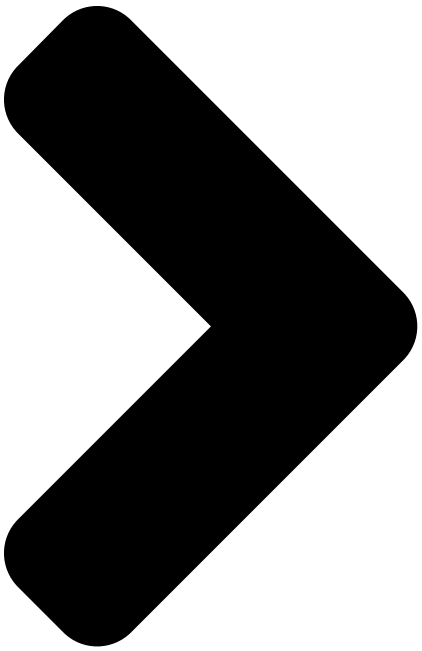
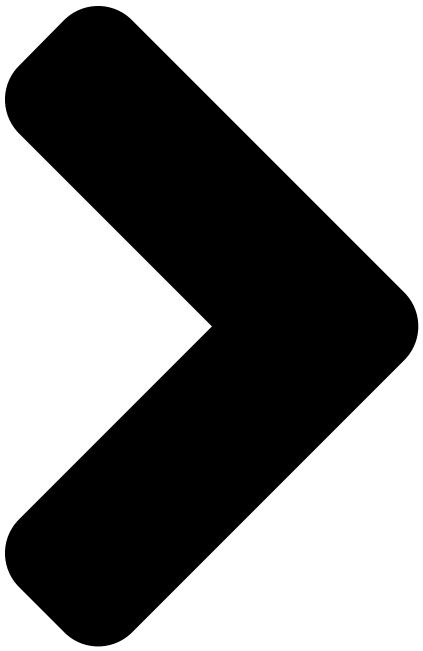
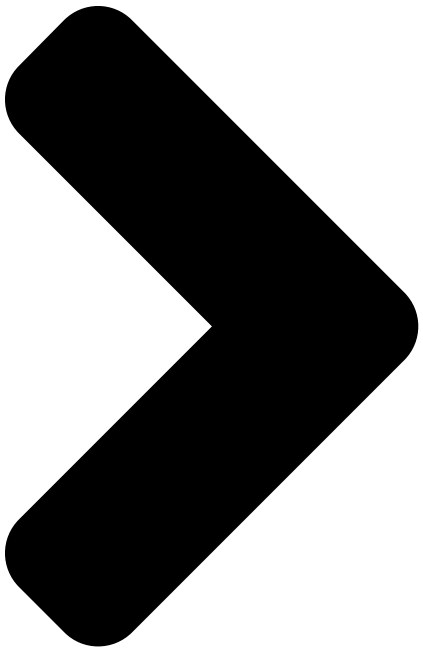


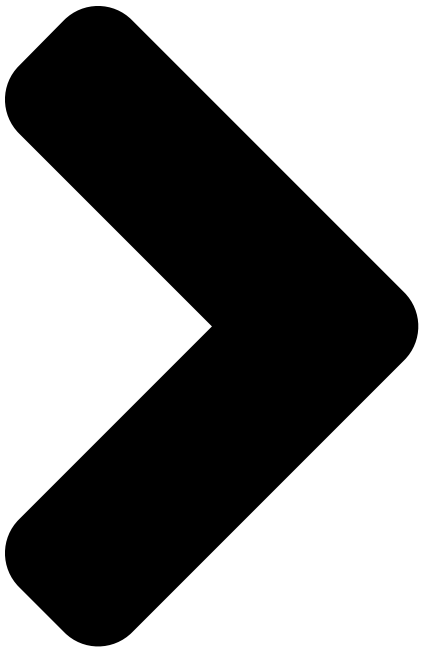
App Design & Development



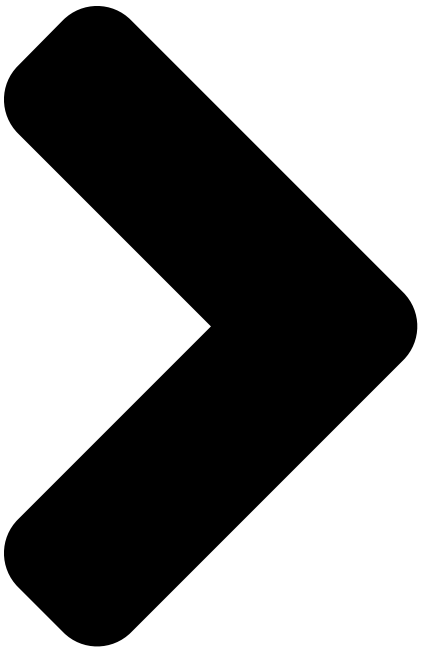
AI Agents



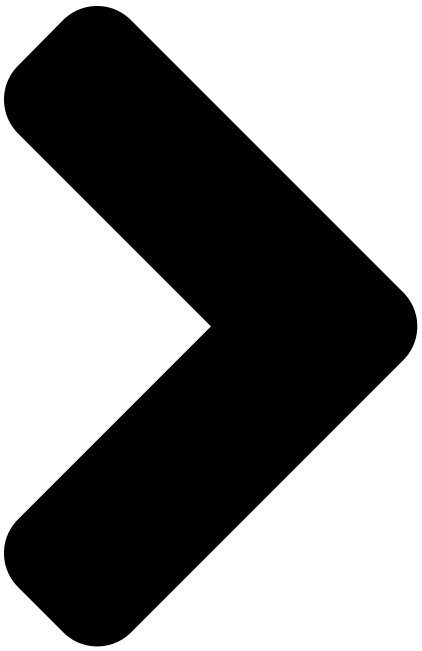
e-Commerce



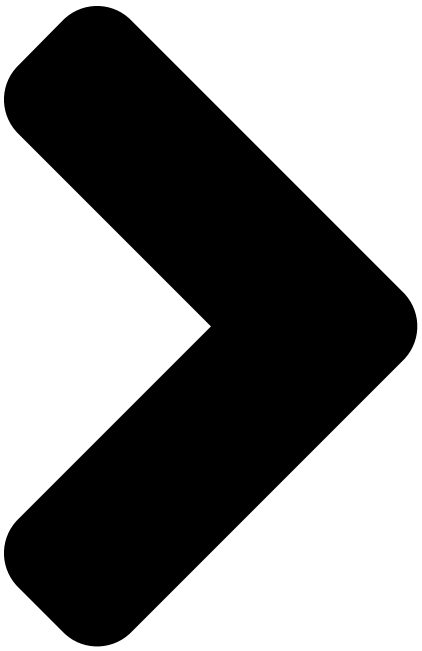
- Branding



Social Media & Content Creation



- Graphic Design



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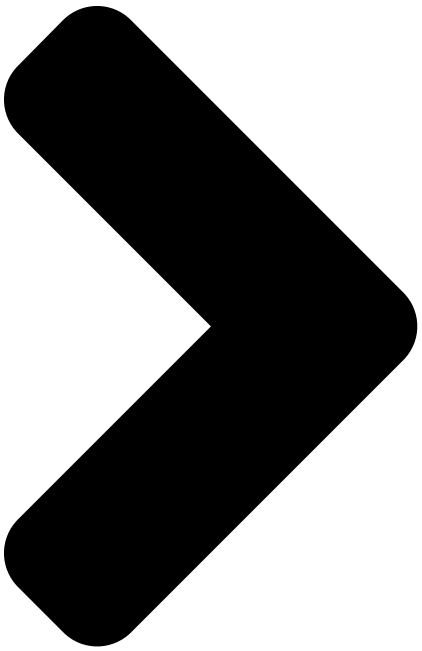
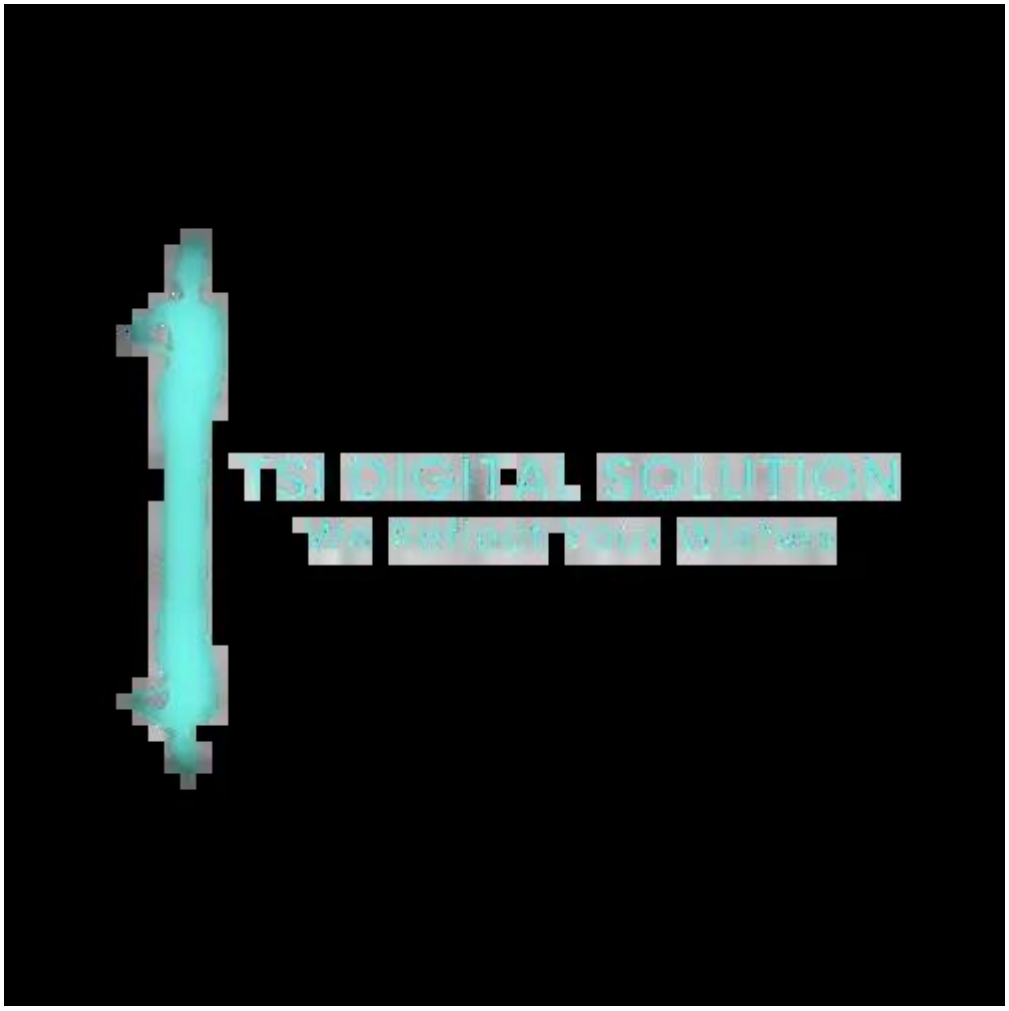


Photo- & Videography

Calculate the price online yourself

The way we work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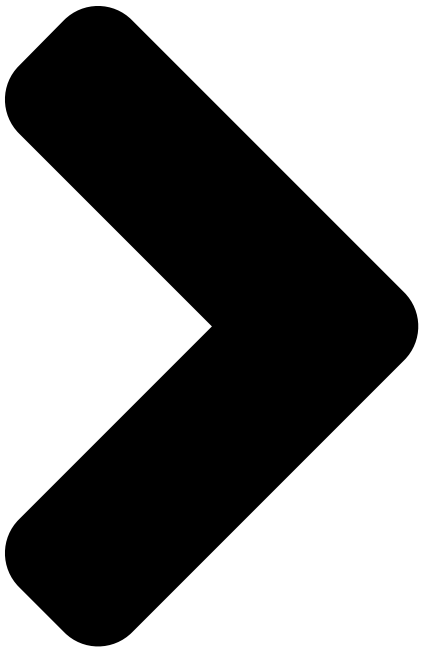

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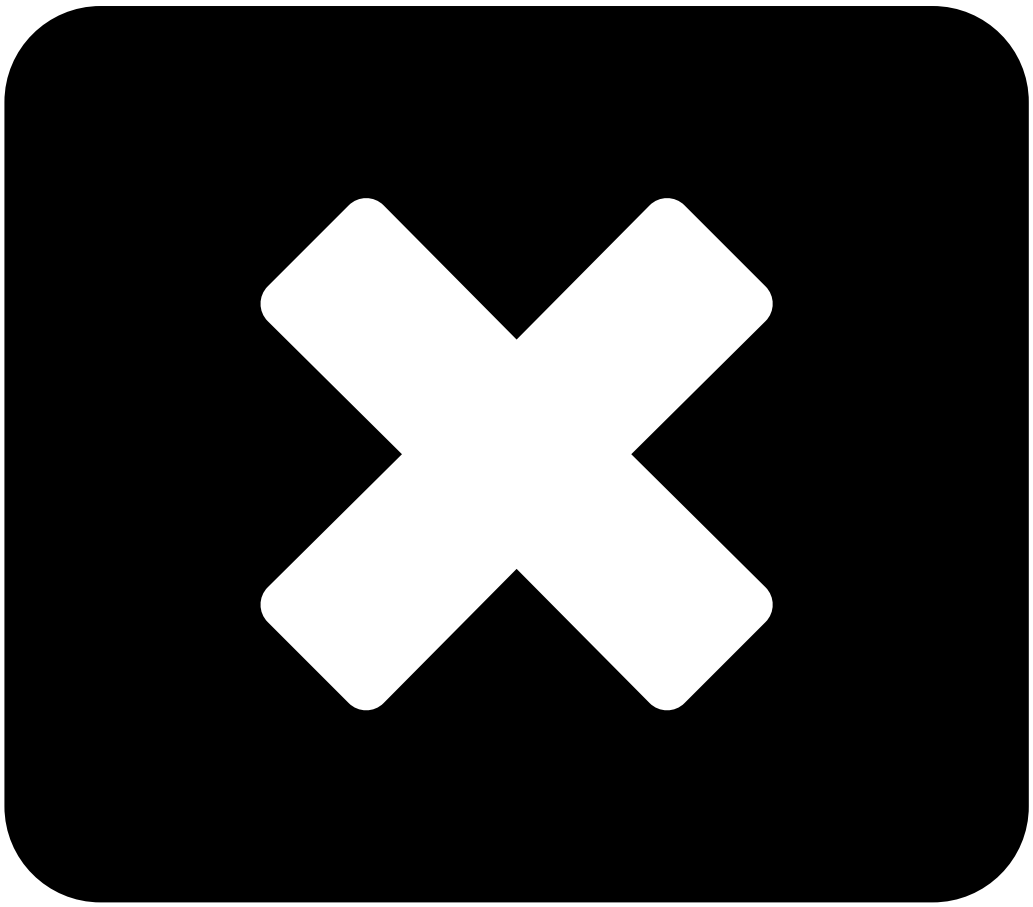

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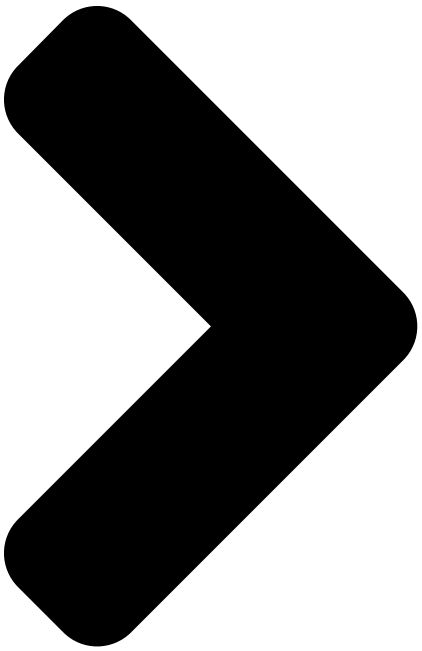

Realized projects

Calculate an estimate of your project costs directly online

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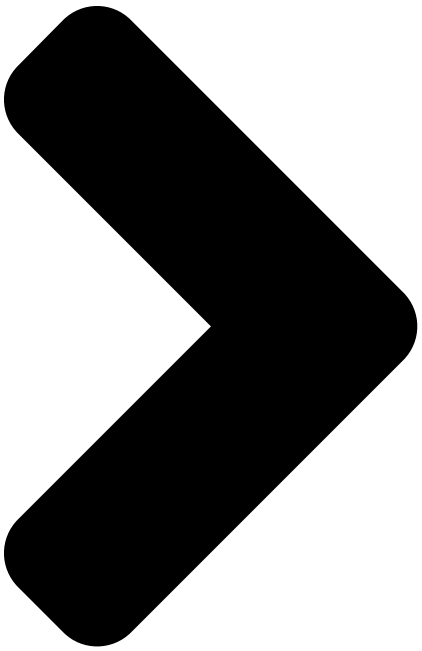
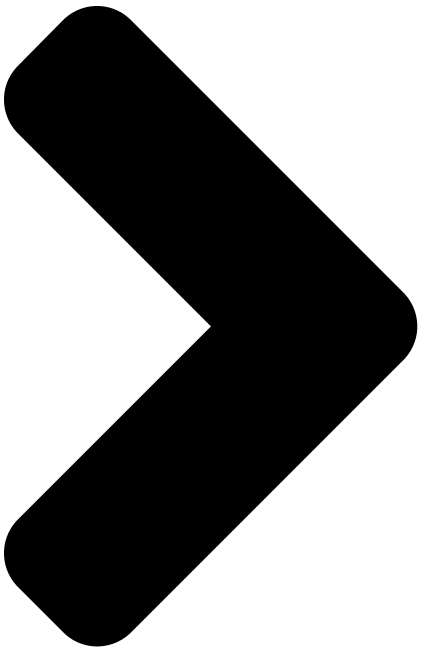


- Cost calculation for my website



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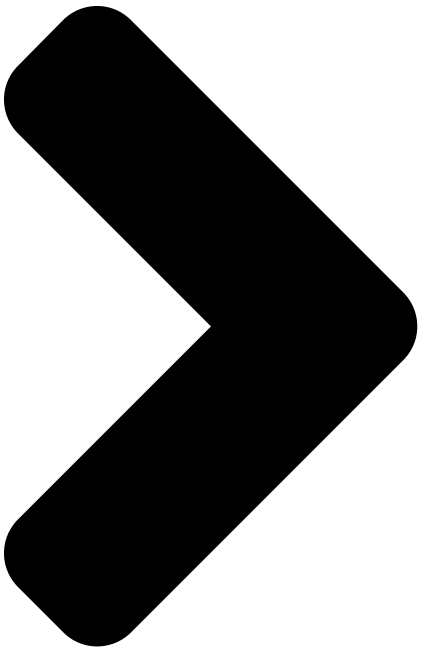
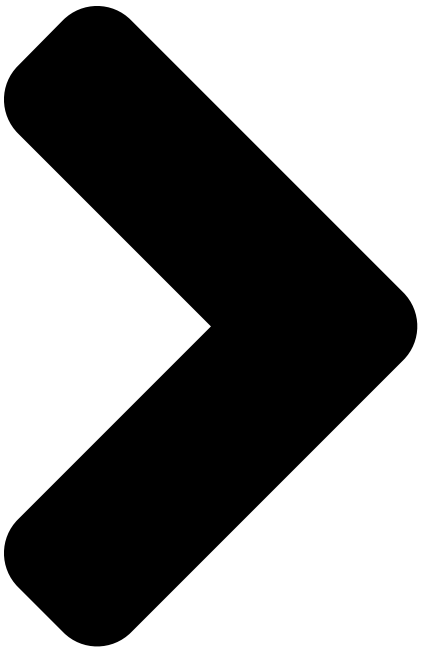
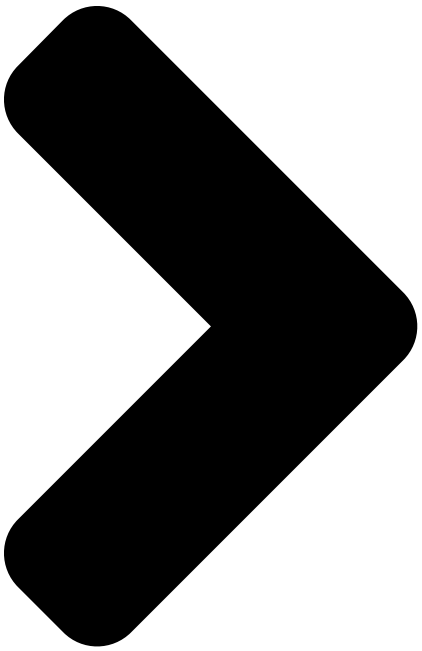


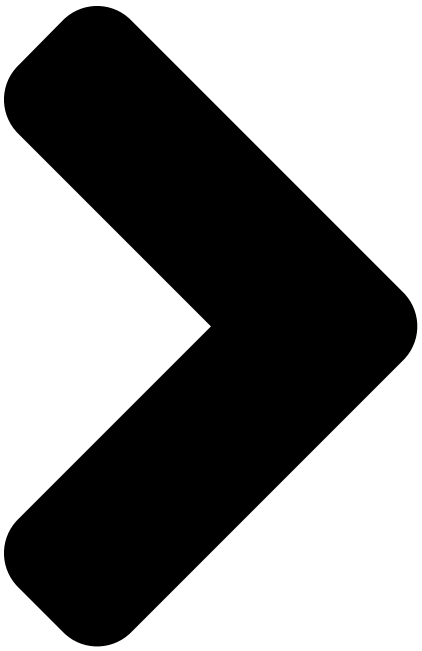
Contact us for a personal App



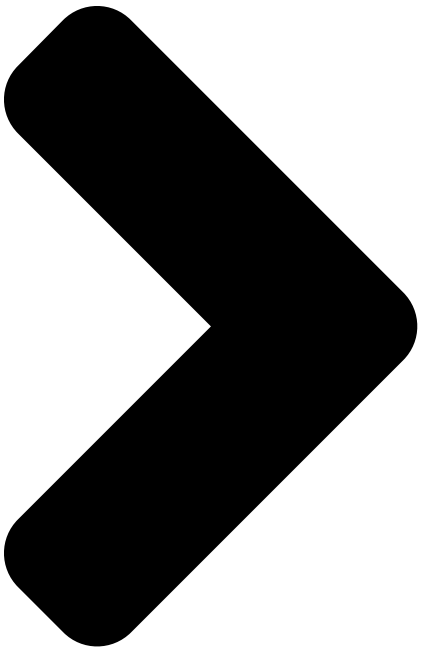
- Contact us for your AI Agent



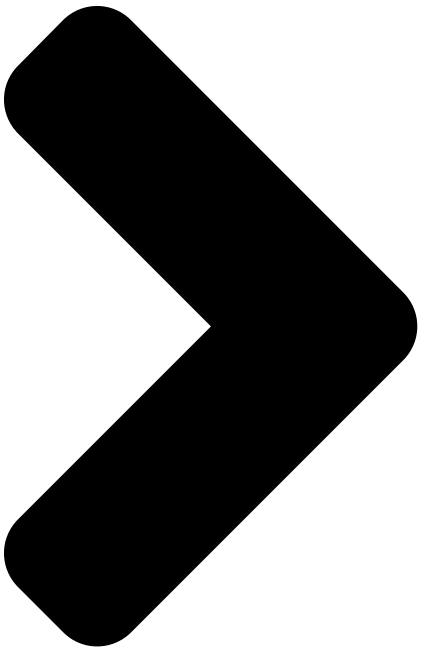
Cost calculation for an e-commerce shop



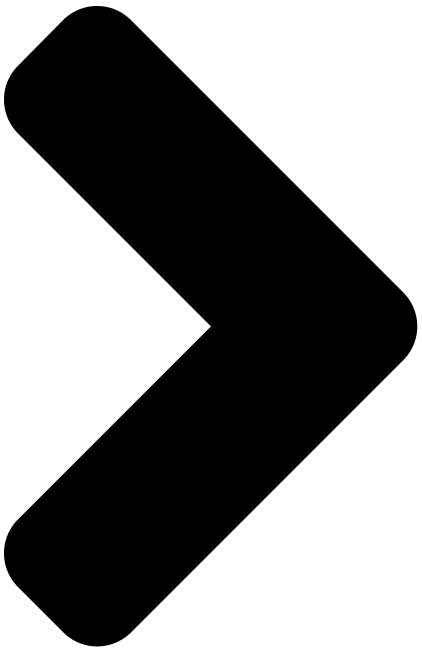
- Contact us for branding



Cost calculation for Social Media & Content Creation



- Cost calculation for Graphic Design



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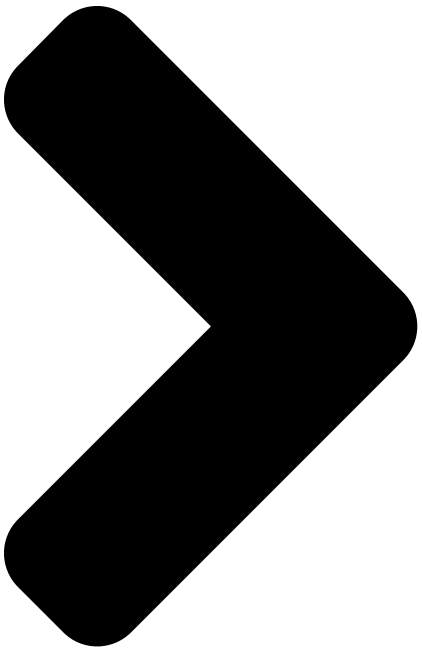
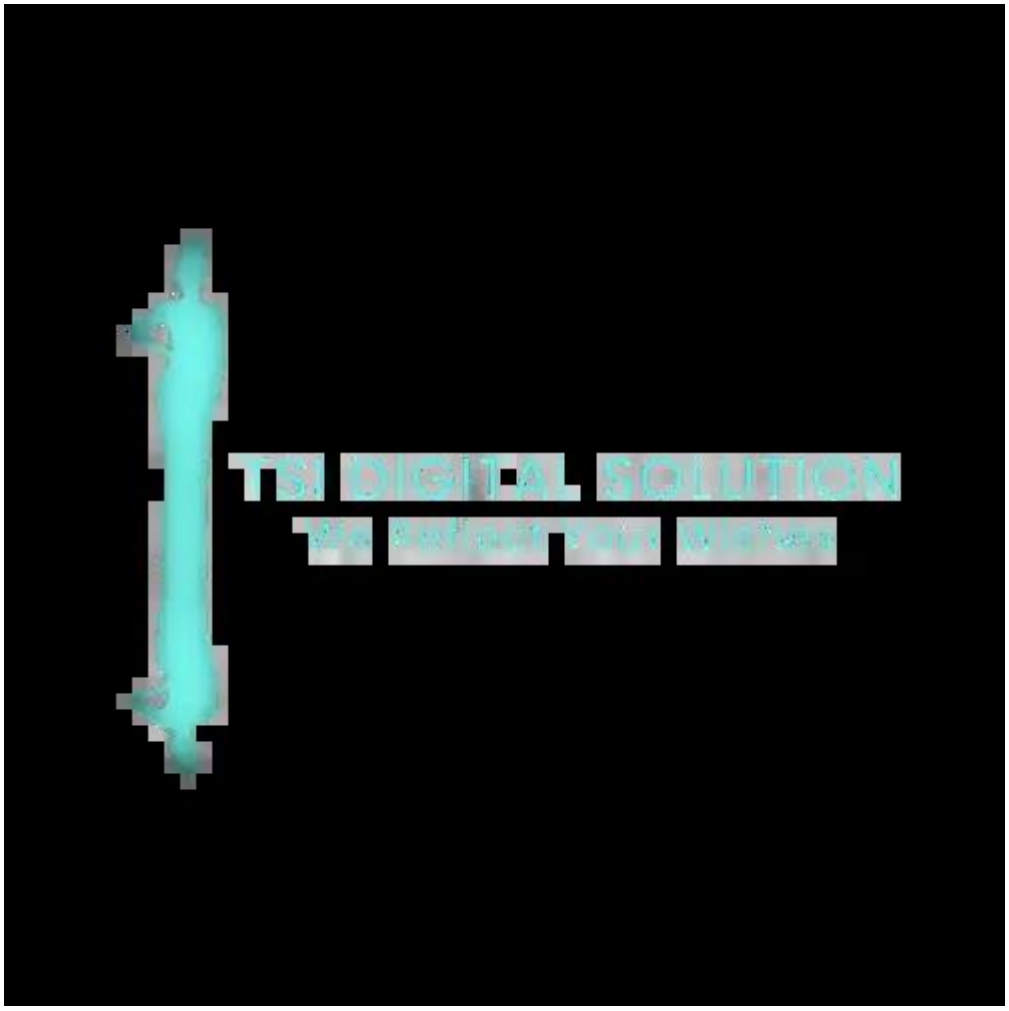


Cost calculation for Photo- & Videography

Get a detailled quote

Interesting stuff to read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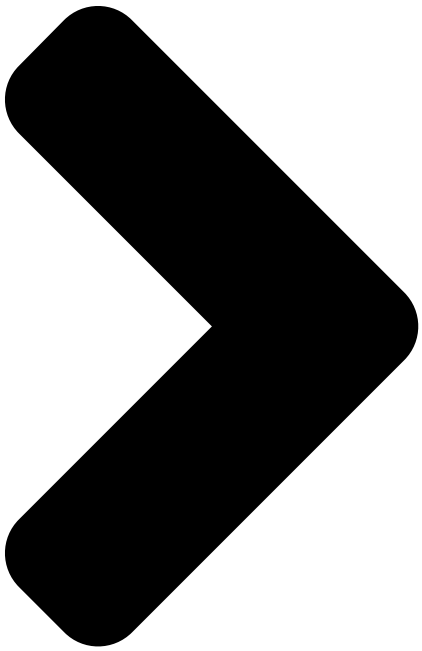

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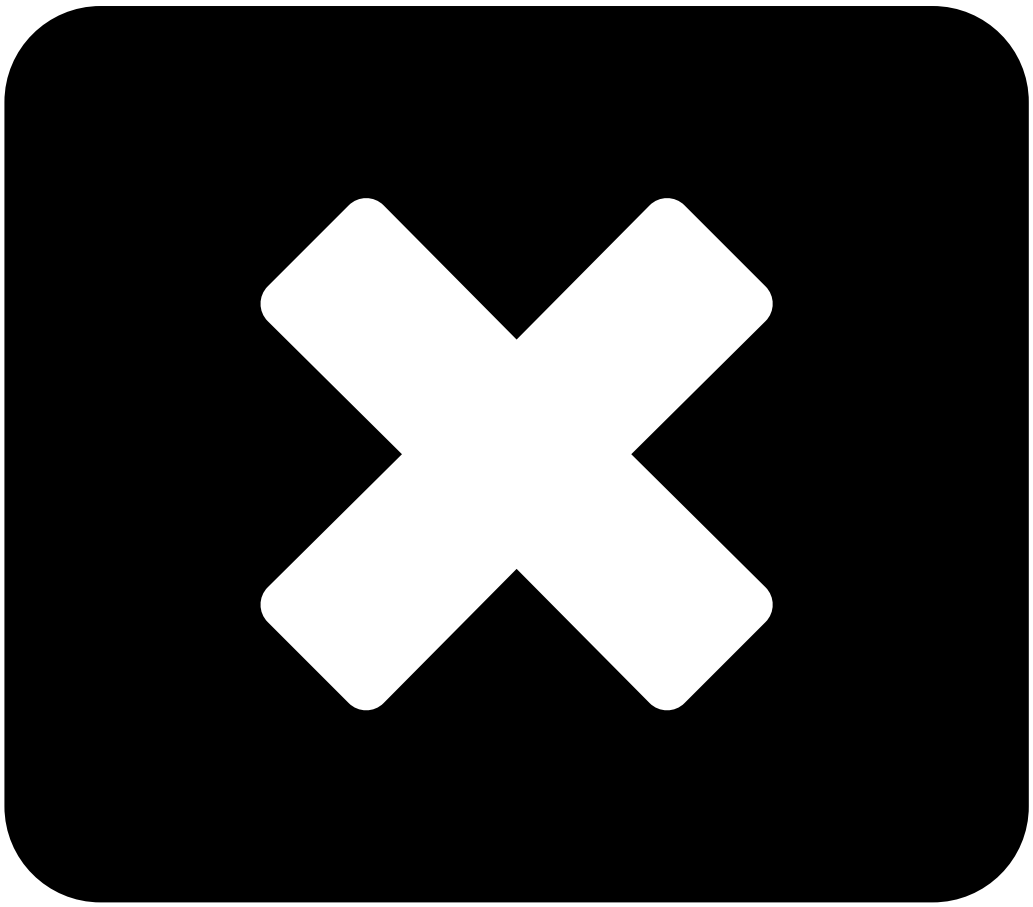

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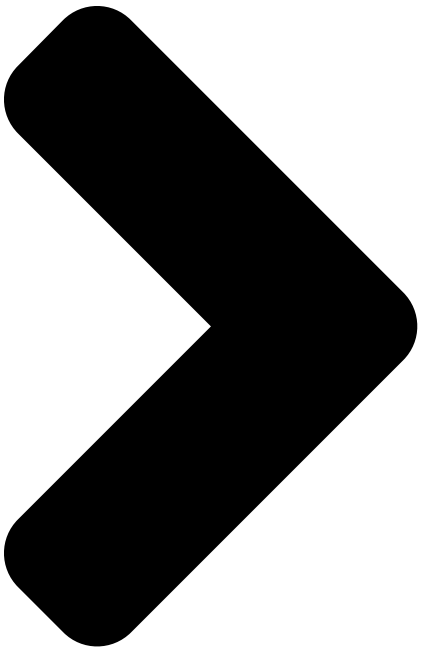
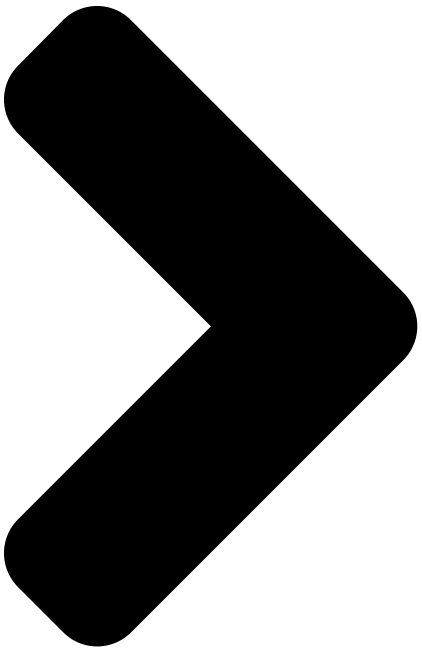


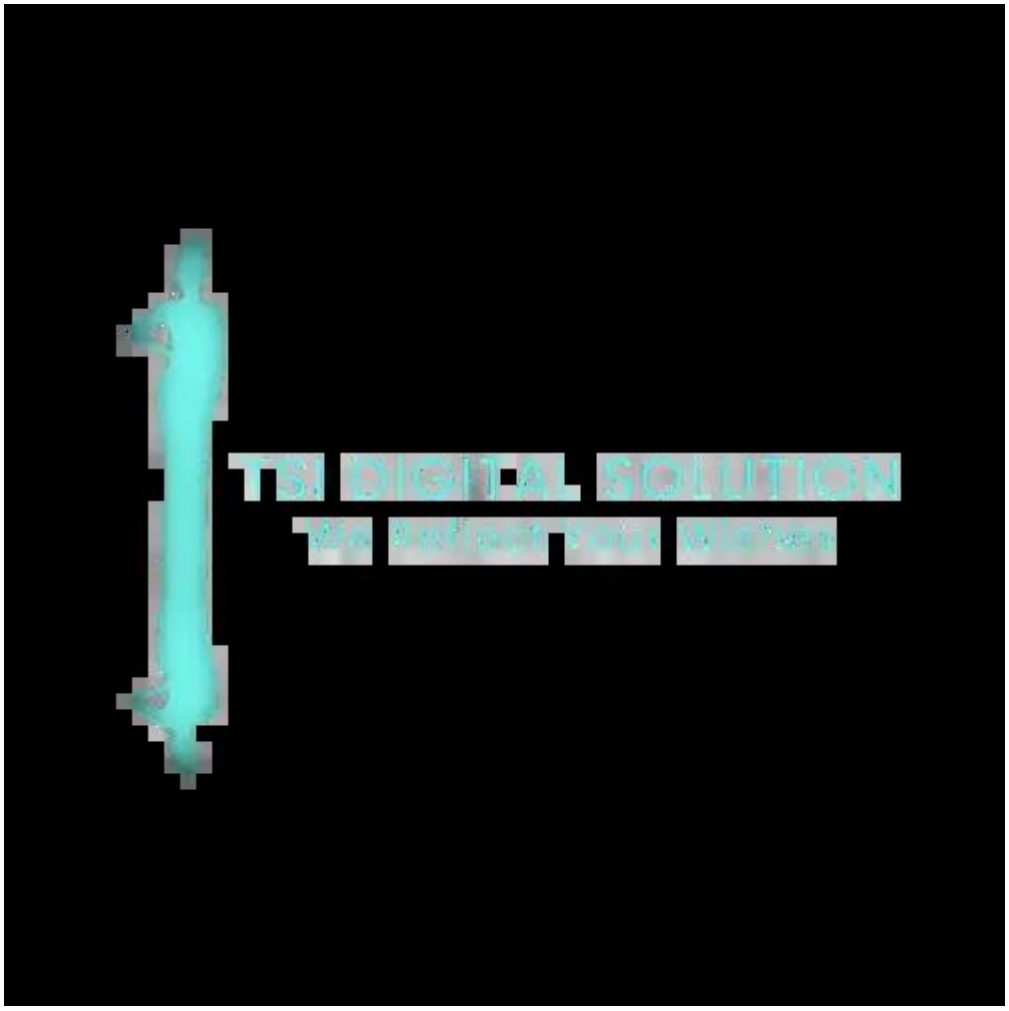
Blogs



Demo

Just ask, we are here for you

Who we are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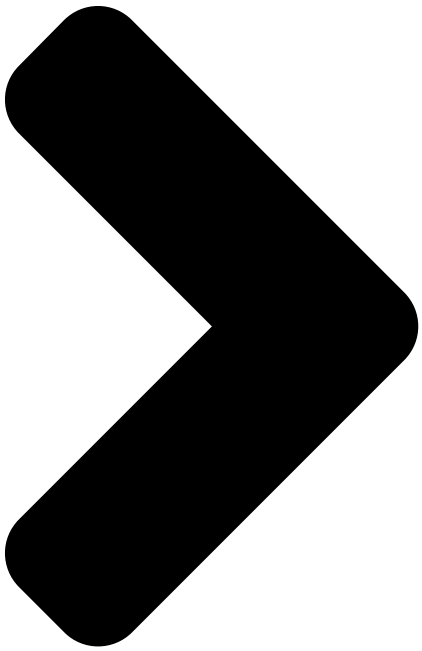

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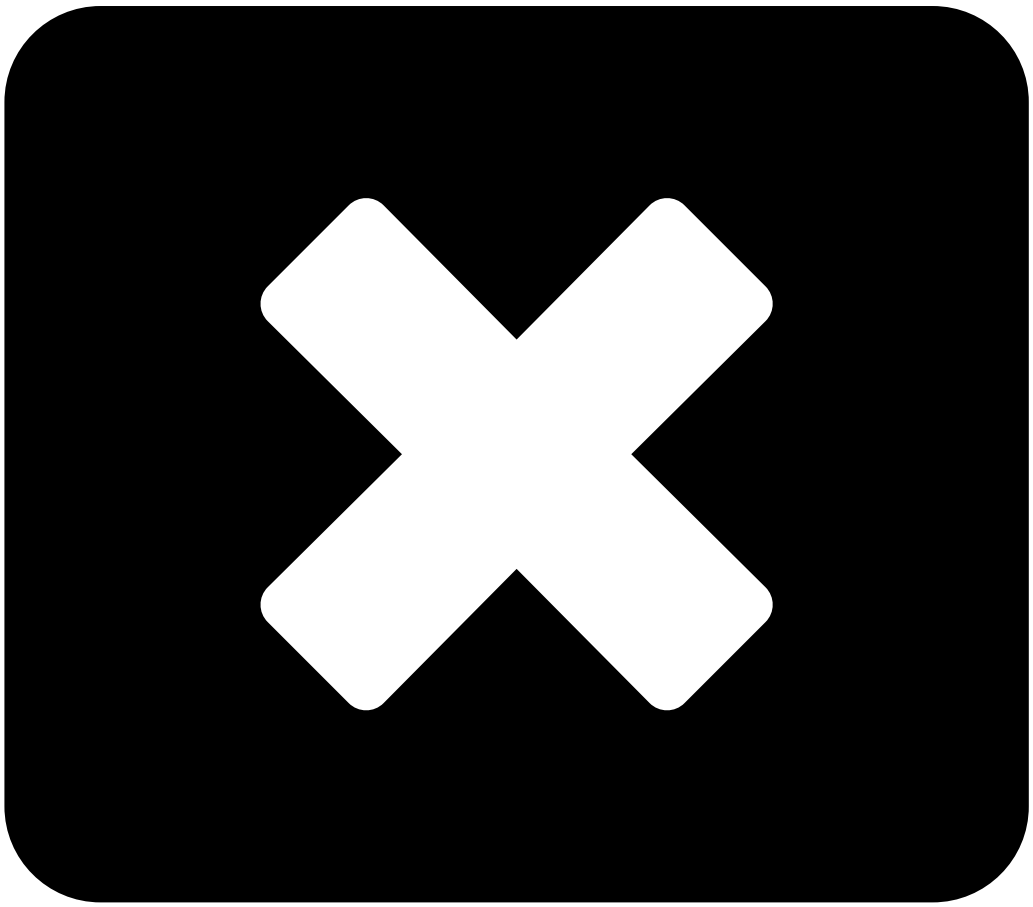

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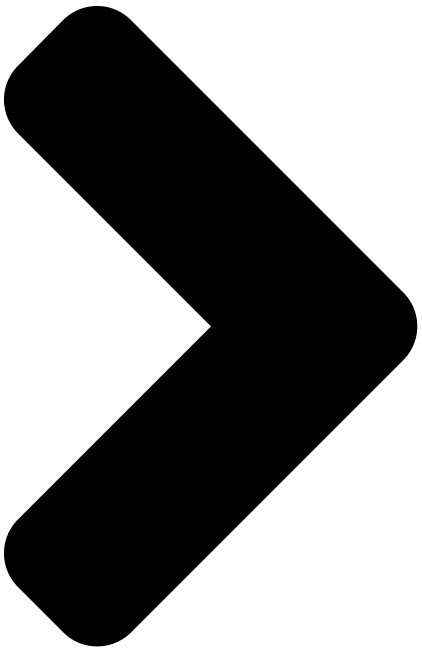

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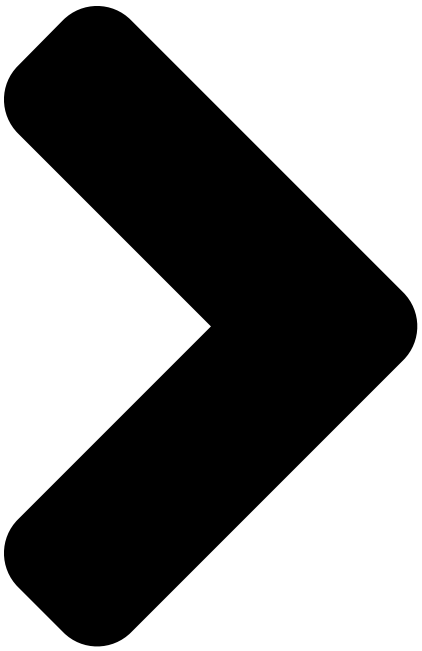

Affiliate program

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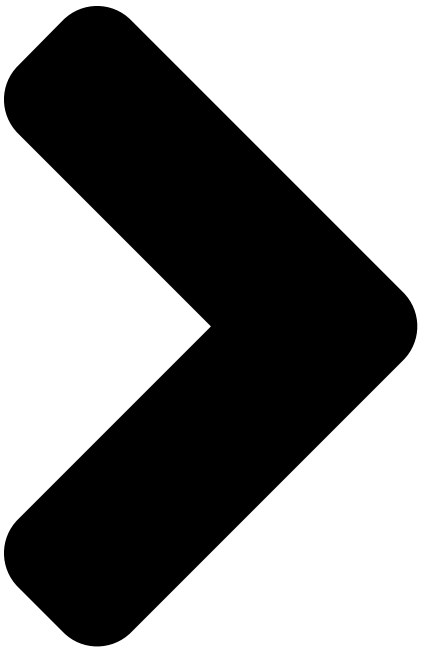
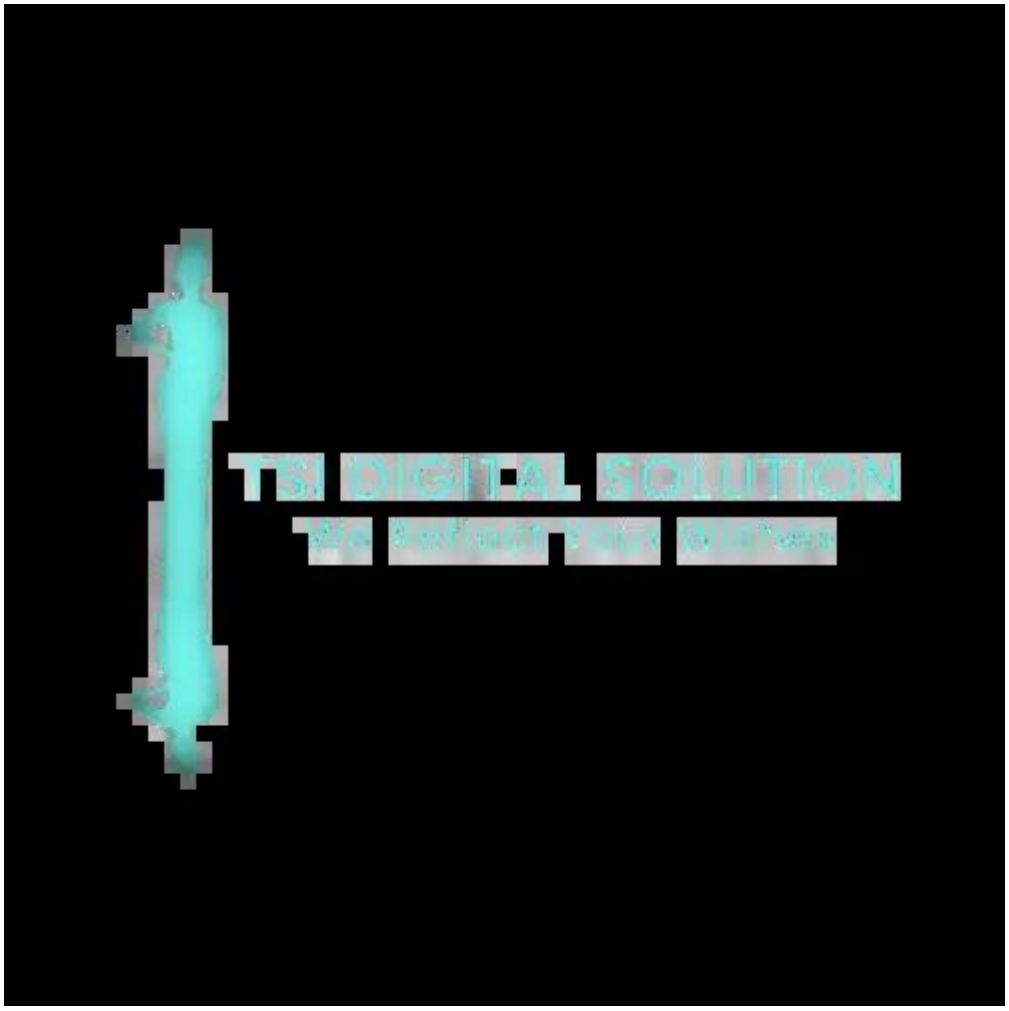


TSI Spam Blocker

Get a detailed quote

Interesting stuff to read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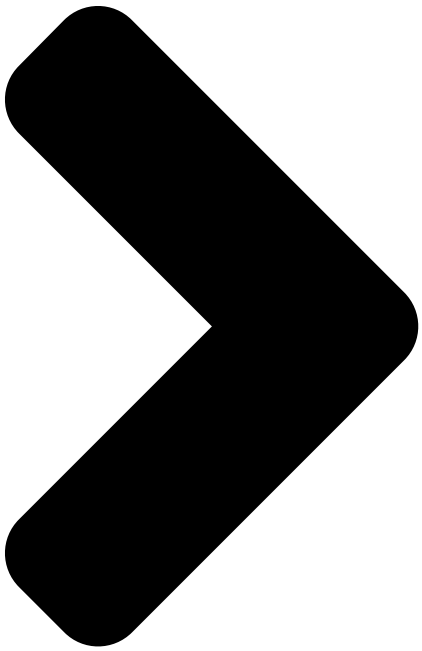

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Website User Experience That Converts

Get An Online Quote

Website User Experience

How to Design with the Brain in Mind

If your website doesn’t feel intuitive, fast, and emotionally engaging, visitors will leave. No matter how strong your product is. At *TSI Digital*

Solution, we focus not just on how a site looks, but on how it *feels*. Because that’s what users respond to and what gets results in digital marketing.

Whether you’re an eCommerce brand, service provider, or startup, **your website is your first impression**, and users judge it within **50 milliseconds**. That’s faster than a blink.

The Psychology Behind User Experience

The Brain Loves Motion

The brain processes visuals **60,000 times faster than text**. That’s why animations are a game-changer. They’re not just decoration — they guide attention, create emotion, and tell stories.

In fact, landing pages with animation convert **up to 80% better** than static ones. Why? Because motion engages instinctively. Explainer animations can increase sales by **70%**, especially when showcasing complex ideas quickly and clearly.

Why Every Pixel Matters

When we talk about “user experience” (UX), we’re not just referring to how a site looks or how smooth a scroll feels. We’re talking about the **psychological journey** your visitors take — from their first impression to their final action.

If your website is underperforming, it’s rarely about content or color. It’s more likely about how **the experience is built, sequenced, and perceived.**

The Real Purpose of Website Animation (It’s Not Decoration)

Animation Types That Drive Business Results

Let’s unpack what actually works — and why.

1. **Micro-interactions**
   Small, subtle movements triggered by user action (like hover effects or button clicks). These provide **instant feedback**, reducing user frustration and increasing click-through rates by **15%**.

2. **Scroll-triggered animations**
   Great for storytelling. They guide the user through a linear flow of information, increasing engagement by **40%** and keeping users on the page longer.

3. **Explainer animations**

Especially useful for tech, finance, and SaaS products. These improve **message retention by up to 95%**, compared to just 10% with plain text.

4. **3D product visuals**
   Help users feel more confident in their choices. For complex products, this increases conversions by **25%**.

Emotional Impact Through Visual Storytelling

Animations help people feel something. Characters and smooth transitions evoke emotion and build trust, boosting brand recall by **34%**.

Clarity and Cognitive Ease

Animations break down complexity. A well-animated diagram (like Stripe's payment flows) explains more in seconds than a paragraph ever could.

Why User Experience Is More Than Just Design

Cognitive Load and Website Performance

Cognitive load refers to how hard the brain has to work to understand what it's seeing. A messy layout, random animations, or overloaded pages can **exhaust your visitors** in seconds.

Key concept: Your job is to make thinking easier.
And animation, when used with purpose, can do that brilliantly.

"When users don't have to think, they're more likely to convert."

Statistic: Motion clarifies relationships between elements (e.g. menu expansion, form feedback), and can reduce abandonment by **up to 30%**.

The SEO Value of UX Done Right

Many still treat SEO and UX as separate concepts. That's outdated. **Search engines reward great UX** because user signals — bounce rate, engagement time, page load speed — directly impact rankings.

Why? Because **Google and chatbots prioritize what people love.**

How Animation Impacts SEO

- **Lower bounce rates** = better rankings
- **More time on site** = stronger domain authority
- **Engagement triggers** = more social sharing and backlinks
- **Clearer CTAs** = more conversions (which platforms track)

Teaching Visitors Through UX = Long-Term Business Growth

When you guide users, explain processes clearly, and build emotional resonance, you're not just converting — you're **educating**. And educated customers are:

- More loyal
- Less price-sensitive
- More likely to return and refer

make your site educational through design

- Use animations to visually explain abstract services (think: insurance, tech, digital tools)
- Add micro-feedback so people feel they're doing the right thing
- Offer interactive journeys that allow discovery at their pace (great for SaaS onboarding)

Future trend

Educational UX will soon become a must. Personalized onboarding animations, real-time user behavior adaptation, and live explainer content will be built into web platforms.

What to Watch Out For

The Risks of Misusing Animation

Overdesign is the silent killer.
Animations that don't serve a clear purpose confuse users and slow your site down. Here are the top risks:

- **Performance drop**: 53% of mobile users leave if loading takes more than 3 seconds.
- **Accessibility failure**: 38% of users with vestibular issues experience discomfort with heavy animation.

- **Cognitive fatigue**: Unstructured animation increases confusion and reduces clarity by **26%**.

Build Websites That Teach, Guide, and Convert

Your website is your single most powerful digital asset. And in 2025, it’s not about flashy design — it’s about clarity, structure, emotion, and speed.

A well-executed user experience:

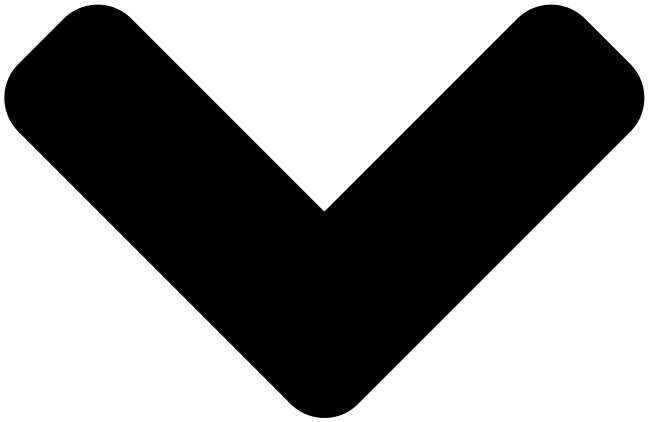
- Makes complex ideas simple
- Creates connection and trust
- Guides visitors to act
- Adds long-term SEO value
- Teaches your audience who you are

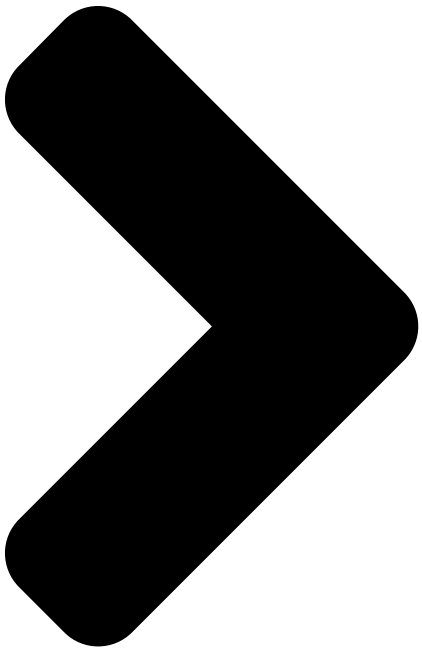
“Think like an educator, build like a strategist, design like a human.”

That’s how TSI Digital Solution creates websites that work, because every scroll, click, and pause is a chance to deliver real value.

Frequently Asked Questions (FAQ)

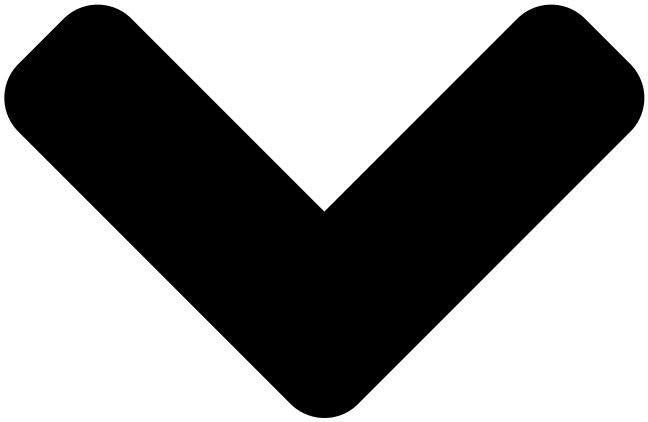
How does website animation actually improve conversion rates?

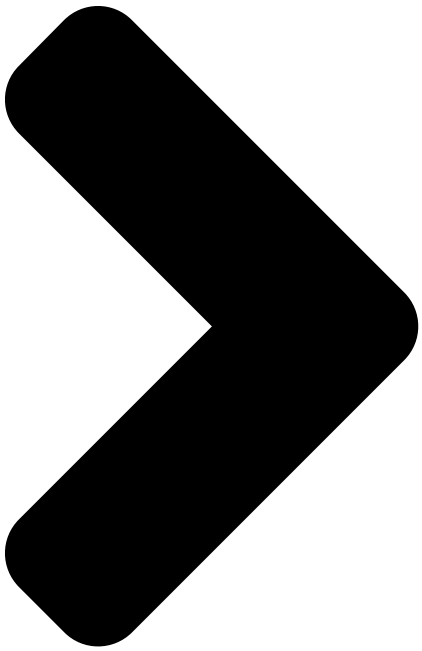




Animation boosts conversions by guiding attention and reducing cognitive load. Landing pages with animation convert up to 80% better, micro-interactions increase click-through rates by 15%, and 3D product visuals can increase conversions by 25%.

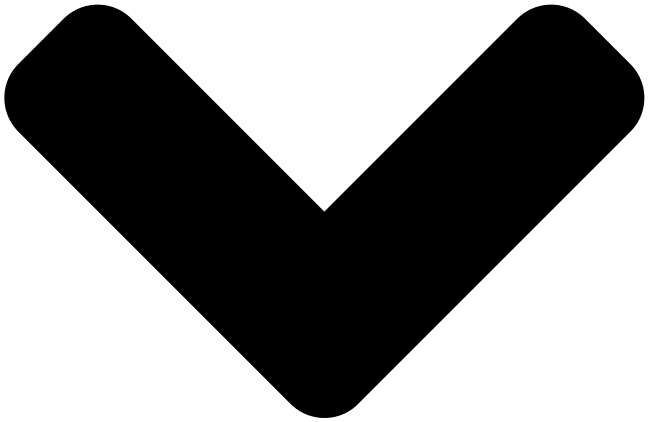
Is user experience (UX) important for SEO?

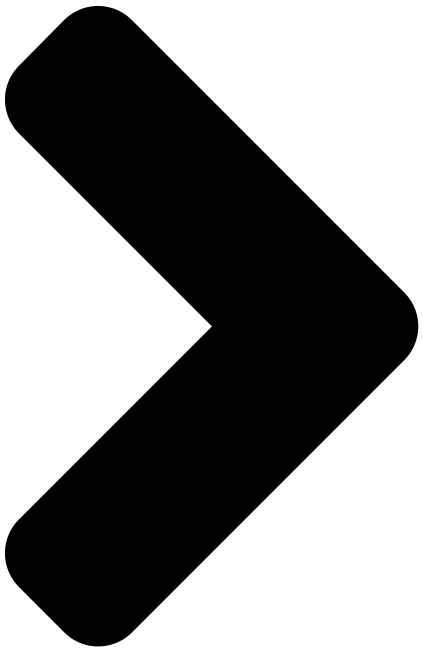




Yes, UX directly impacts SEO. Search engines like Google reward great UX because key user signals — such as lower bounce rates, more time on site, and higher engagement — all contribute to better search rankings.

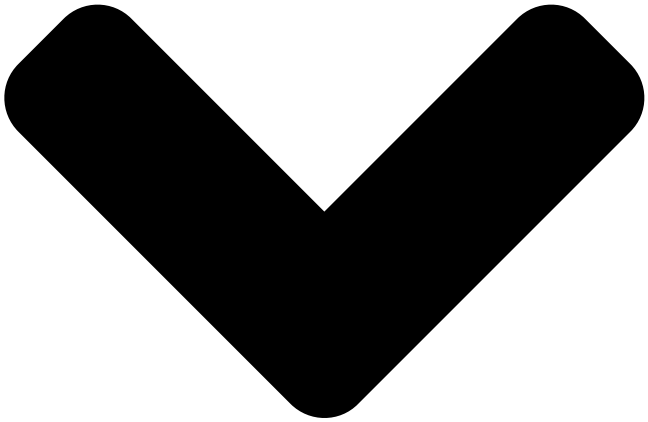
What is the biggest risk of using animation on a website?

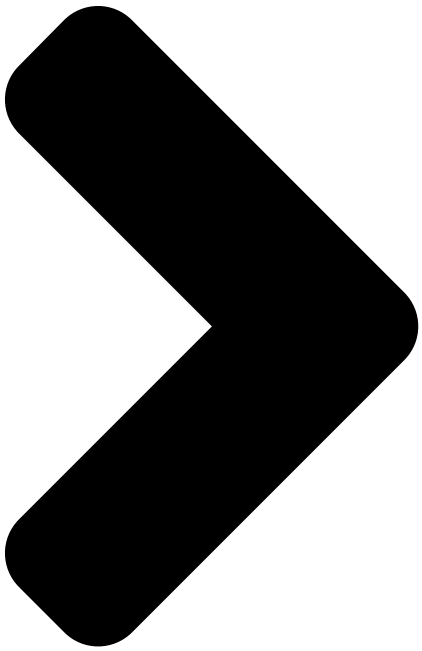




The biggest risk is performance drop and user alienation. Overused or purposeless animation can slow your site, 53% of mobile users leave if loading takes over 3 seconds. It can also cause accessibility issues and increase cognitive fatigue for visitors.

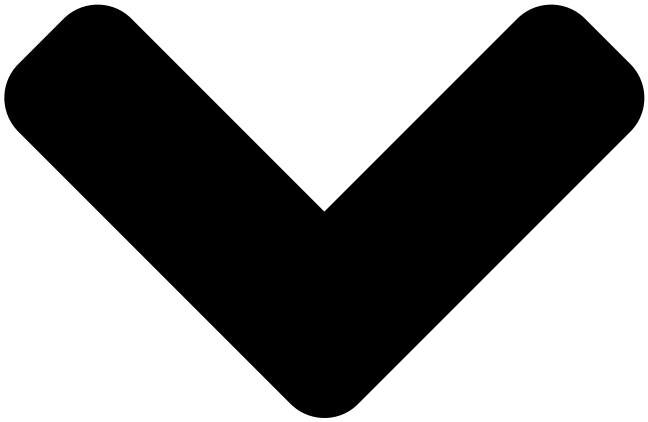
How can animation make my website more educational?

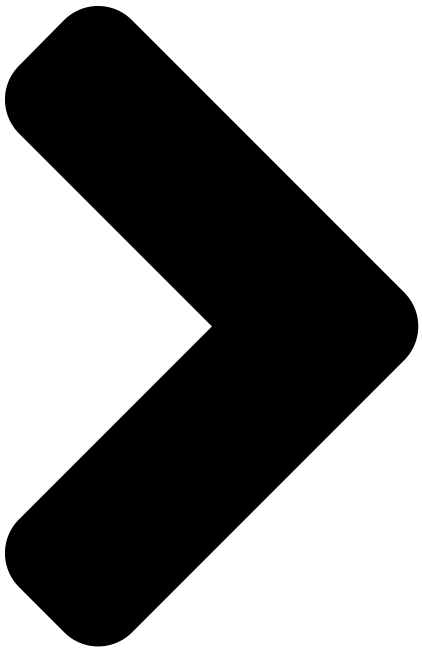




Animation can visually explain complex services or abstract ideas, improving message retention by up to 95% compared to plain text. It breaks down complexity, making it a powerful tool for teaching visitors about tech, SaaS, or financial products.

What is cognitive load and why does it matter for my website?





Cognitive load is how hard a visitor’s brain has to work to understand your site. A cluttered layout or random animations exhaust users. The key concept is that your job is to make thinking easier, as reducing cognitive load can decrease abandonment by up to 30%.

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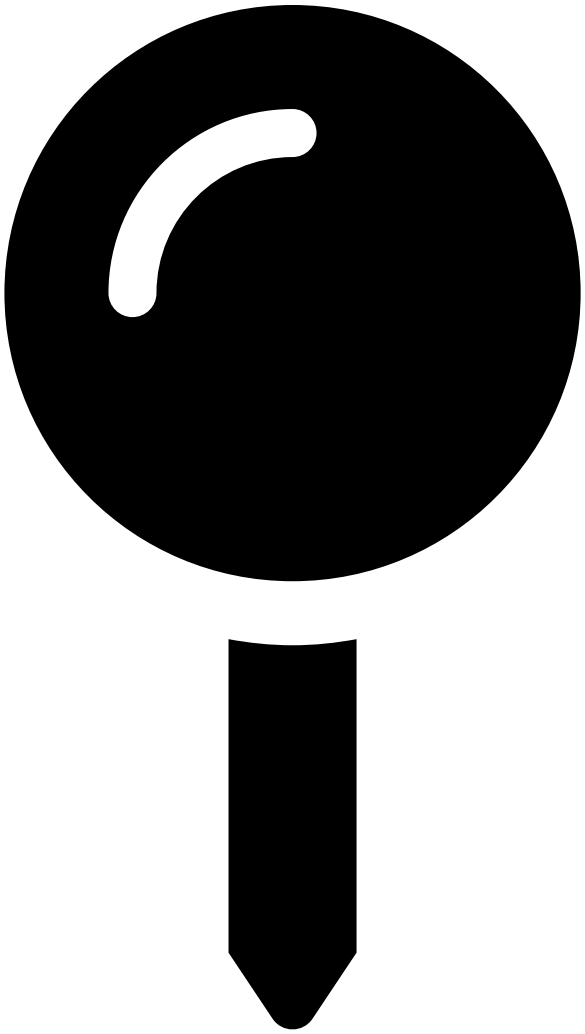

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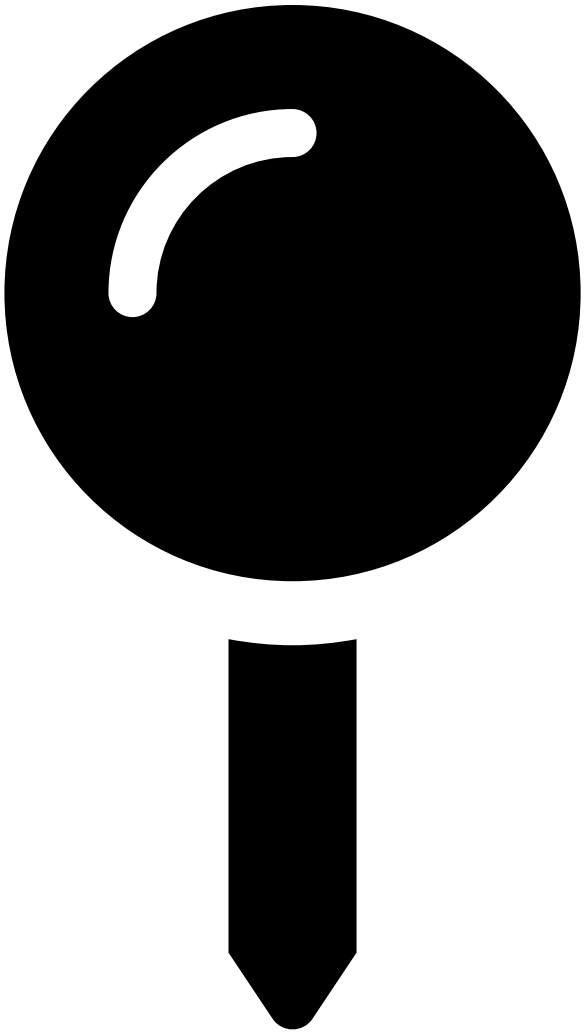

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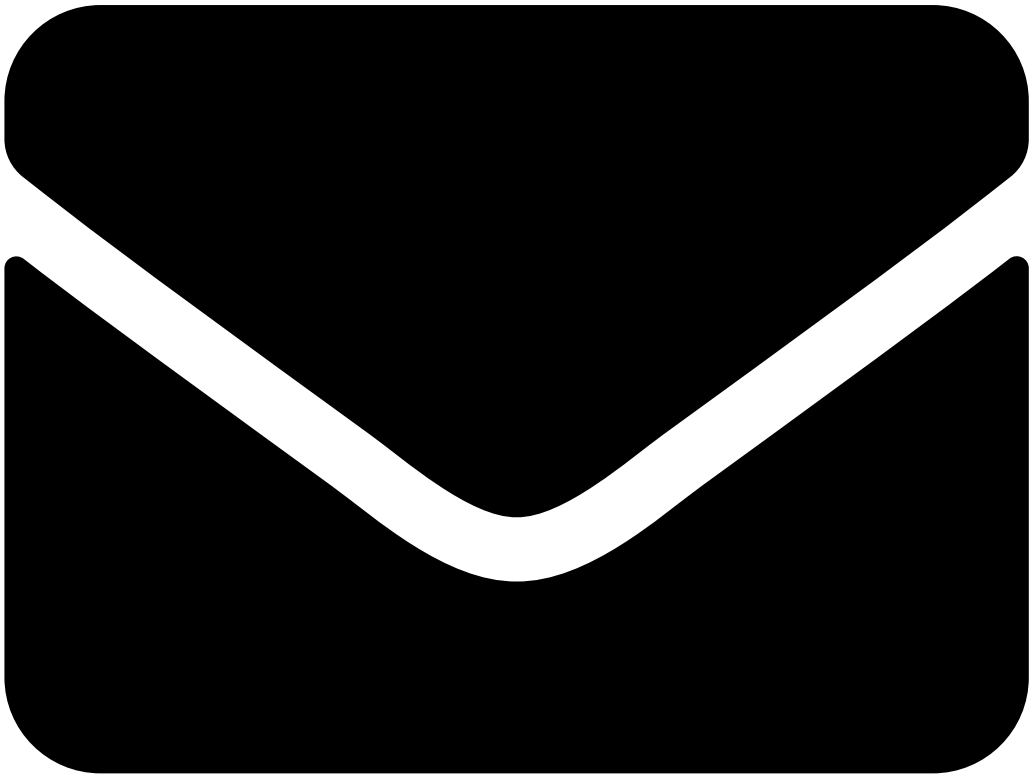

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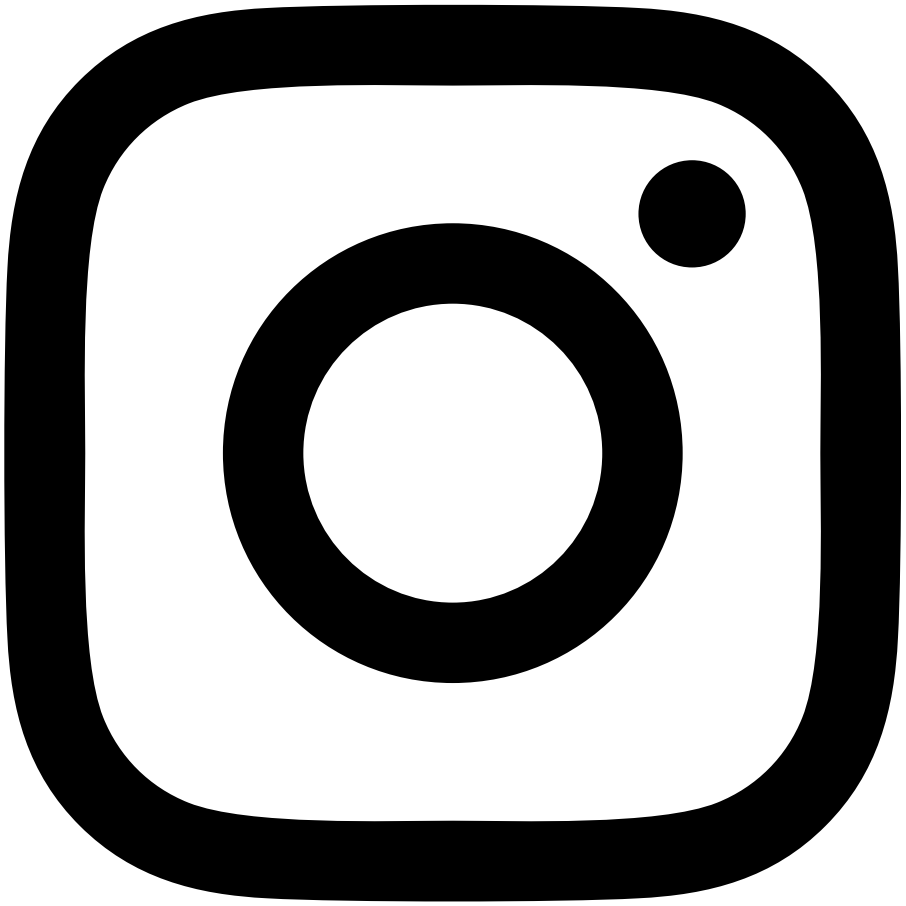

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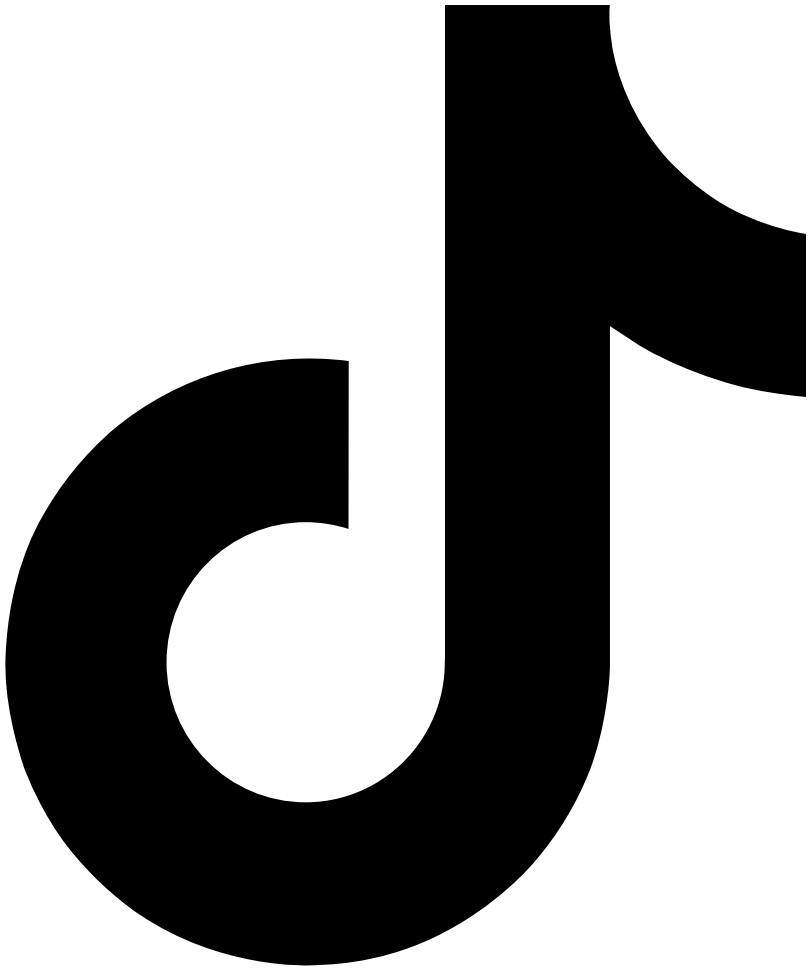

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