

WHY MOTION MATTERS

A Website Can Communicate Before a Visitor Reads a Word

A website is more than a source of information. It is often one of the first experiences a prospective client has with a business — and visual design influences where attention goes, what feels important and how that experience is perceived.

Motion adds another dimension to that communication.

Research involving eye tracking and online consumer behavior indicates that **well-controlled animation can attract and concentrate visual attention more effectively than static presentation alone**. A 2026 *Scientific Reports* study found that homepage areas combining large imagery with simple animation tended to attract earlier and more concentrated visual fixations, while less visually distinctive pages produced more dispersed attention.

Earlier eye-tracking research published in the *Journal of the Association for Information Systems* reached a complementary conclusion. Animation changed how people allocated visual attention on a webpage, increasing attention to the animated content. The effect was particularly pronounced when users were browsing rather than searching for one predetermined item. Importantly, the researchers also found that **subtle animation incorporated into primary page content can be more effective than intrusive, banner-like movement**.

Motion can also affect the experience surrounding the content. Research published in the *Journal of Consumer Research* found that appropriately paced animation during digital waits can command attention and shorten perceived waiting time. The researchers further demonstrated effects extending to click-to-landing behavior, conversion outcomes and product evaluations. Their results also make an important point: **faster or more animation is not automatically better**. Moderate, intentional motion performed better than static, very slow or excessively fast alternatives in the conditions studied.

That distinction matters.

Motion With a Purpose

A Dynamic Brand Asset is not intended to turn a professional website into an entertainment experience. Its purpose is to use **controlled visual movement as part of the brand language** — directing attention, creating atmosphere and establishing a more distinctive visual presence.

That philosophy also reflects current professional web-design thinking: motion is most effective when it communicates, establishes hierarchy or helps tell the brand story rather than existing simply as decoration.

For professional-service firms, this restraint is especially important. Credibility still comes first. The goal is not to compete with the information on the website; it is to **make the presentation of that information more memorable and distinctive**.

A prospective client may visit several firms offering similar services. Qualifications and experience determine whether a firm deserves consideration. **Presentation can influence which firm they remember**.

Give Your Brand a Visual Presence of Its Own

Laurdee Dynamic Brand Assets combine original visual design, motion and brand personalization into coordinated web and mobile assets. Ready-made collections are personalized with the purchasing business's name or approved logo while preserving the original visual composition and animation.

Your website already tells visitors **what you do**.

A Dynamic Brand Asset gives you another opportunity to communicate **who you are before they begin reading**.

Explore the collection. Select the design that best represents your business, and contact Laurdee to have it personalized for your brand.

Sources — Why Motion Matters

Influence of Visual Design on Young Users' Attention to Digital Museum Homepages: An Eye-Tracking Study, *Scientific Reports*, 2026. [Nature / Scientific Reports study](#)

Effects of Animation on Attentional Resources of Online Consumers, *Journal of the Association for Information Systems*, 2017. [ResearchGate copy supplied in the research material](#)

Optimizing Animation Speed: Convex Effects on Perceived Waiting Time and Digital Customer Experience, *Journal of Consumer Research*, 2026. [Oxford Academic study](#)

Web Design Trends 2026 — Rich Animation and Motion Design, Utsubo. This is an industry/design source rather than an academic study and is used here for professional design context. [Utsubo 2026 decision-maker guide](#)

RESEARCH & SUPPORTING DATA

What Current Research Tells Us About Motion in Digital Experiences

No single study can establish that adding animation to every website will increase engagement or sales. Users, industries, page design, content, animation quality and intent all matter.

What the research **does** demonstrate is that motion can measurably affect attention, perceived time, information processing, emotional response and consumer behavior. That provides a sound basis for using motion strategically rather than merely decoratively.

1. **Motion can direct visual attention.** A 2017 eye-tracking study of online consumers found that an animated product element received a greater share of viewers' visual attention. The researchers also found an overall increase in visual attention across page elements when animation was present, although attention could be redistributed away from non-animated content. The effect on the animated item was stronger during browsing than during goal-directed searching. This is an important reason to use motion selectively rather than animate everything.
2. **Simple animation can help establish early visual focus.** In a 2026 *Scientific Reports* study, researchers first evaluated homepage appeal with 70 participants and then conducted eye-tracking analysis with 40 participants. Pages containing stronger visual features received higher appeal ratings, while areas with large images — particularly those incorporating simple animation — attracted concentrated early attention. The study concerned digital museum homepages and younger users, so its results should not be presented as universal to every website audience; its value here is evidence that page design and restrained motion can materially influence early visual attention.
3. **Animation can change how waiting feels.** Four experiments reported in a 2025 study compared dynamic and static loading displays. Dynamic animation consistently reduced perceived waiting time, with the researchers finding that the effect occurred because viewers devoted less attention to the passage of time itself. The effect varied according to user involvement and browsing purpose — further evidence that context matters. A separate *Journal of Consumer Research* investigation found that moderate-speed animation minimized perceived waiting time relative to static, slow and very fast conditions and reported downstream effects on digital customer behaviors and evaluations.
4. **Animated imagery can influence consumer response.** Two studies in online retailing found that animated imagery generated greater pleasure than static imagery; that emotional response was associated with more favorable attitudes toward the website and higher purchase intentions. This does not establish that animation alone causes a sale, but it demonstrates that visual motion can participate in the chain of responses through which consumers evaluate a digital environment.
5. **Motion can assist information communication — when it earns its place.** A 2025 study of multimedia animation and online information transmission found improved understanding and memory in its experimental educational setting when multimedia animation was incorporated. Because this was an educational rather than commercial website experiment, it should be treated as supporting evidence for animation's communication potential rather than evidence of increased website conversion. Across the research, the recurring principle is remarkably consistent: useful motion should attract attention **to something worth noticing**, not add movement

everywhere simply because technology permits it.

What This Means for a Dynamic Brand Asset

The objective is not “more animation.”

It is **better use of attention**.

Dynamic Brand Assets are designed around a contained visual experience rather than layers of unrelated movement. Imagery, motion, typography and brand identification work together as one composition, with coordinated versions created for desktop and mobile presentation.

For a law firm or other professional business, that offers a practical middle ground: **visual distinction without sacrificing restraint**.

The research cited here does not test Laurdee Dynamic Brand Assets specifically, and no particular level of engagement, retention or conversion is guaranteed. It does, however, provide substantial evidence that thoughtfully designed motion can influence the way people attend to, perceive and respond to digital content.

If your website already communicates your credentials, services and experience, consider what a distinctive visual brand experience could add to the first encounter. Explore the Dynamic Brand Asset collection and choose an asset created to give your business a presence visitors can see — and remember.

Sources — Research & Supporting Data

Influence of Visual Design on Young Users' Attention to Digital Museum Homepages: An Eye-Tracking Study, Scientific Reports, 2026. [Nature / Scientific Reports](#)

Effects of Animation on Attentional Resources of Online Consumers, Cheung, Hong & Thong, *Journal of the Association for Information Systems*, 2017. [ResearchGate full-text source](#)

Website Loading Animation and Perceived Waiting Time: The Role of Temporal Attention, *Journal of Theoretical and Applied Electronic Commerce Research*, 2025. [MDPI study](#)

Optimizing Animation Speed: Convex Effects on Perceived Waiting Time and Digital Customer Experience, *Journal of Consumer Research*, 2026. [Oxford Academic study](#)

An Investigation into Online Atmospherics: The Effect of Animated Images on Emotions, Cognition, and Purchase Intentions, *Journal of Retailing and Consumer Services*, 2022. This source was among the references collected in your PDF. [ScienceDirect article](#)

Research on Multimedia Animation Elements in Information Transmission Under Internet Environment, *International Journal of Cognitive Informatics and Natural Intelligence*, 2025. [ScienceDirect article](#)