



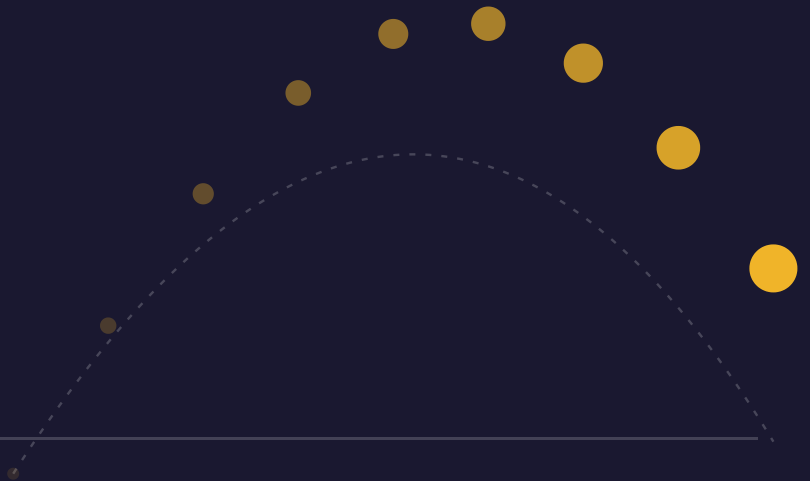
Boffin Coders

Websites, apps and SEO for businesses and agencies

FREE PLAYBOOK BY BOFFIN CODERS

The Website **Animation** Playbook

77 motion patterns, which kind of website each one suits, and the rules that keep a site fast and easy to use. For business owners, designers, developers and agencies.



77

motion patterns

13

website types

10

rules for every site

Edition 1, October 2026

boffincoders.com

Motion is a tool, not a decoration

Most galleries of website animation show award winners: agencies and portfolios with every effect switched on. They show what is possible, not what fits a dentist, an online shop or a SaaS product. This playbook sorts 77 patterns by the job they do and by the kind of website they suit.

BUSINESS OWNER

Find your website type in part 1 and read its card. Use the matrix in part 3 to check any effect a designer proposes.

DESIGNER

Part 2 lists every pattern with where it fits and where it hurts. Part 4 gives the timings and easings.

DEVELOPER OR AGENCY

Part 5 covers Next.js, Motion and CSS, the speed rules and the accessibility rules.

Every animation does one of five jobs

Explain	Shows how something works or what changed	A process line that draws itself, a card that expands, a chart that grows
Guide	Moves the eye to what comes next	Fade-up once, staggered cards, reading progress
Confirm	Answers a tap or a click	Button press, success tick, add-to-cart badge
Reassure	Makes waiting clear	Skeletons, step progress, blurred previews
Express	Gives the brand a personality	Kinetic type, custom cursor, 3D hero, page wipes

The first four belong on every website. The fifth is where websites differ, and where most mistakes are made.

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MOBILE APPS

Apps that feel as good as they look

Flutter apps for iOS and Android, with the same motion rules: feedback on every tap, nothing in the way.

boffincoders.com/services/mobile-app-development

What Boffin Coders does

We design and build websites, web applications and mobile apps, and run their SEO, for businesses and for the agencies they partner with. Motion is decided with the layout and measured on real phones.



UI and UX design

Layouts, design systems and motion decided together, then tested on real phones.

boffincoders.com/services/graphic-design



Websites

Next.js, WordPress, Shopify, Webflow and Framer sites that stay fast with their animations on.

boffincoders.com/services/cms-e-commerce-platforms



Web applications

Portals, platforms and internal tools. IELTS Builder runs live exams for a coaching institute.

boffincoders.com/services/web-application-development



Mobile apps

Flutter apps for iOS and Android, from the first screen to the store release.

boffincoders.com/services/mobile-app-development



SEO

Technical and local SEO. 5X more leads for a cleaning company, by the client's count.

boffincoders.com/services/seo-digital-marketing



Website migration

A new platform, the same rankings: 10,723 pages moved to Next.js on our own site, no URL lost.

boffincoders.com/services/website-migration



AI chatbots

Assistants that answer from your own content and stay on topic.

boffincoders.com/services/chatbots-conversational-ai



White-label for agencies

We build under your brand. You keep the client and the relationship.

boffincoders.com/white-label-development



Dedicated developers

Developers who work as part of your team, month to month.

boffincoders.com/services/dedicated-development-team

10,723

pages moved to Next.js on our own site, timezones.in, without losing a URL

2017

Two clients have worked with us every month since then

After

You see the work before you pay for it

Ten rules that apply to every website

01 Give every motion a job

Motion explains a change, guides the eye, confirms an action or expresses the brand. If it does none of these, remove it.

02 Never move what people are reading

Text in view stays still. Animate it on the way in, once, then leave it alone.

03 Show the first screen at once

The main heading, the first paragraph and the main button appear immediately. Animating them in delays the moment the page counts as loaded.

04 Animate transform and opacity

Moving, scaling, rotating and fading are cheap for the browser. Animating width, height, top or margin makes it lay out the page again on every frame.

05 Once is enough

A section that has appeared stays put. Replaying reveals every time someone scrolls back up becomes noise.

06 Respect reduced motion

People can ask their device for less motion. Honour it: keep fades, drop movement, parallax, loops and zooms.

07 Give long motion a pause

Anything that moves on its own for more than five seconds, such as a marquee, a carousel or a background loop, needs a way to pause or stop it.

08 Never flash

Nothing flashes more than three times a second. Large, bright flashes can trigger seizures.

09 Design for touch first

Phones have no cursor and no hover. Cursor effects are a desktop extra, and every hover reveal needs a tap equivalent.

10 Test on an ordinary phone

A new laptop hides every problem. A mid-range Android phone on mobile data shows them.



On boffincoders.com, sections fade up once, cards rise once with a capped stagger, and nothing moves on the main heading, the lead or the buttons. Lighthouse measured layout shift at 0 on four of those pages on 15 October 2026.



DEDICATED DEVELOPERS

Next.js developers who measure on real phones

Add a developer or a team to your own, month to month, working to rules like these.

boffincoders.com/hire/nextjs-developers

Motion by website type

The budget is the number of distinct patterns across the whole site, not on each page. The signature is the one pattern most worth building for that kind of business.

Professional services and B2B

Quiet

Law firms, accountants, consultants, financial advisers, engineering and industrial companies. Feel: calm, precise, trustworthy. Two to four patterns in the whole site.

USE

Fade-up once

Staggered card rise

Count-up for real figures

Tab underline

Accordion FAQ

Hover lift

SPARINGLY

Scroll-drawn process line

Reading progress on long guides

Chart draw-in

AVOID

Custom cursors

Image trails

Kinetic type

Preloaders

3D heroes

Text scramble

SIGNATURE

A process diagram that draws itself as the visitor scrolls: it explains how you work, which is what a buyer of advice wants to know.

WATCH

Nothing may delay the phone number, the email address or the contact button.

Healthcare and wellness

Quiet

Clinics, dentists, physiotherapists, therapists, care homes, pharmacies. Feel: reassuring, gentle, slow. Two or three gentle patterns.

USE

Gentle fade

Accordion FAQ

Booking step progress

Form feedback

Success tick

SPARINGLY

Before and after slider (real, consented results only)

Soft explainer illustration

AVOID

Parallax

Fast or bouncy motion

Flashing

Looping backgrounds

Cursor effects

Smooth scroll libraries

SIGNATURE

A booking form that confirms each step as it is completed, so an anxious visitor always knows where they are.

WATCH

Some visitors live with vestibular or neurological conditions. Reduced motion settings must switch motion off completely here.

Local trades and home services

Minimal

Plumbers, electricians, cleaners, salons, garages, landscapers. Feel: fast, practical, local. One to three patterns, all light.

USE

Tap feedback on the call button

Before and after slider of real jobs

Fade-up once

Review carousel with pause

SPARINGLY

Map pin drop

Quote form step progress

AVOID

Preloaders

Page transitions

Background video

3D

Cursor effects

Parallax

SIGNATURE

A before and after slider of a real job: proof that moves, and it costs almost nothing to load.

WATCH

Most visitors are on a phone, often outdoors with a weak signal. Every kilobyte of animation competes with the call button.

SaaS and software products

Expressive

Web apps, developer tools, platforms, mobile app landing pages. Feel: clear, confident, a little playful. Five to eight patterns, most of them showing the product.

USE

Sticky product walkthrough

Shared layout tabs

Micro-interactions

Bento grid hover

Pricing toggle

Human-paced typing for code or chat demos

SPARINGLY

3D hero

Cursor spotlight on dark cards

Gradient mesh background

AVOID

Preloaders

Image trails

Fake dashboards with invented numbers

SIGNATURE

A sticky product walkthrough: the product screen changes as each step scrolls past, so the visitor sees the workflow, not a promise.

WATCH

Animate the real interface. A demo with made-up numbers costs more trust than it earns.

E-commerce and retail

Medium

Online shops, product brands, marketplaces, subscription boxes. Feel: snappy, tactile, helpful. Motion spent on the buying flow, not on decoration.

USE

Add-to-cart confirmation

Second image on hover

Filter and reorder

Skeleton loading

Toasts

Gallery zoom and swipe

SPARINGLY

3D or 360 product viewer, loaded on request

Scroll storytelling on brand pages only

AVOID

Slow page transitions between products

Preloaders

Cursor effects on product grids

Parallax on product lists

SIGNATURE

The add-to-cart confirmation: the badge bumps and a short message confirms, so nobody taps twice.

WATCH

Interaction to Next Paint matters most here. A sluggish response to "Add to cart" loses the sale.

Restaurants, cafés and hotels

Medium

Restaurants, cafés, bars, hotels, guest houses, venues. Feel: warm, sensory, inviting. Three to five patterns built around photography.

USE

Photo reveals

Slow zoom on hero photos

Menu tabs

Gallery lightbox

Booking step feedback

SPARINGLY

Muted background video with a pause button

Review marquee with pause

Gentle parallax on photography

AVOID

Cursor effects

3D

Kinetic type

Preloaders that hide opening hours

SIGNATURE

Photographs of the dishes or rooms revealed as the visitor scrolls the menu or the rooms page.

WATCH

Opening hours, the address and the booking button must never wait for an animation.

AI CHATBOTS

An assistant that stays on topic

Chatbots that answer from your own content, with guardrails so they never wander off your business.

boffincoders.com/services/chatbots-conversational-ai

Property and estate agents

Medium

Estate agents, developers, letting agents, architects selling projects. Feel: spacious, aspirational, organised. Three to five patterns around listings and galleries.

USE

Listing card that expands into the property

Gallery lightbox

Filter and reorder

Map pin drop

Image reveals

SPARINGLY

Parallax on a new development page

Count-up for real figures

Virtual tour embed, loaded on request

AVOID

Cursor trails

Text-scramble

Preloaders

SIGNATURE

A listing card whose photo grows into the property page, so the visitor never loses their place.

WATCH

Listing pages carry hundreds of photos. Lazy-load them and never animate every card in a long list.

Education and online courses

Medium

Course platforms, schools, tutors, training companies, test preparation. Feel: encouraging, clear, focused. Motion as feedback for the learner.

USE

Course progress

Quiz feedback

Accordion syllabus

Step progress

Diagrams that draw themselves

SPARINGLY

One small celebration on course completion

Kinetic type on the landing page

AVOID

Ambient loops near lesson content

Autoplay motion in reading areas

SIGNATURE

A course progress bar that fills as lessons are completed: motion that rewards the work.

WATCH

Learners need focus. Motion belongs to feedback, never to the lesson text.

Nonprofits, charities and public services

Quiet

Charities, foundations, community groups, councils, public bodies. Feel: honest, human, accessible. Two to four patterns that carry the story.

USE

Count-up of real impact figures

Story told section by section

Donation form feedback

Progress toward a goal

SPARINGLY

Photo reveals

Chart draw-in

AVOID

Flashy 3D

Cursor effects

Preloaders

Effects that look like donors paid for decoration

SIGNATURE

An impact story told section by section as the visitor scrolls, with each figure counting up once.

WATCH

Public service sites are held to accessibility standards. Reduced motion support is not optional.



UI AND UX DESIGN

Motion designed with the layout, not added after

Design systems, prototypes and the motion spec your developers build from.

boffincoders.com/services/graphic-design



Want motion that does a job? Talk to Boffin Coders

boffincoders.com/contact-us

Creative portfolios

Expressive

Photographers, artists, illustrators, designers, architects, film makers. Feel: expressive, but the work is the hero. Five to eight patterns, every one framing the work.

USE

Image reveals

Cursor-following project preview

Cursor label ("View", "Drag")

Shared element page transitions

Horizontal gallery

Lightbox

SPARINGLY

WebGL distortion on hover

A preloader that really loads the gallery, under about 1.5 seconds

Image trail in one zone

AVOID

Busy ambient backgrounds behind photographs

Effects that change the colours of the work

SIGNATURE

A project list where a preview image follows the cursor and then grows into the project page.

WATCH

The photographs are the product. Never compress them harder for an effect and never cover them with motion.

Agencies and studios

Expressive

Digital, design, marketing and branding agencies, production studios. Feel: confident, crafted, memorable. Six to ten patterns, and still fast.

USE

Kinetic type hero

Magnetic buttons

Custom cursor

Page transitions

Case studies told by scroll

Logo marquee with pause (real clients only)

SPARINGLY

WebGL shaders

Image trails

3D hero

AVOID

Effects that bury what you do and who you do it for

Slow preloaders

SIGNATURE

A case study told by scroll with real screens: the craft is shown on the work, not only around it.

WATCH

Your site is your portfolio. Clients check its speed too, so heavy effects must load after the first view.

Launches, events and campaigns

Expressive

Product launches, conferences, festivals, crowdfunding, seasonal campaigns. Feel: bold, energetic, short-lived. As much as the deadline allows, on one page.

USE

Countdown

Kinetic type

Scroll-driven product reveal

Gradient text

One celebration on sign-up

SPARINGLY

Preloader

3D product viewer

Particles

AVOID

Anything that hides the date, the price or the sign-up form

SIGNATURE

A scroll-driven product reveal: the product turns and opens as the visitor scrolls, then the sign-up form arrives.

WATCH

Campaign traffic arrives from social apps on phones. Test on a mid-range Android phone, not a laptop.

10,723

pages moved to Next.js on our own site, timezones.in, without losing a URL

2017

Two clients have worked with us every month since then

After

You see the work before you pay for it

Blogs, documentation and publishers

Minimal

Blogs, news sites, magazines, documentation, knowledge bases. Feel: invisible. Motion only where it helps reading.

USE

Reading progress

Copy-code confirmation

Contents highlight

Skeleton loading

Crossfade between pages

SPARINGLY

Charts that draw in to explain the article's data

AVOID

Parallax

Cursor-effects

Preloaders

Animated text in the article-body

Loops beside reading text

SIGNATURE

A chart that draws in when the reader reaches it, so the article's numbers land.

WATCH

Readers came for the words. Motion must never move text while someone is reading it.

WEBSITES AND DESIGN

Your website, designed and built to this playbook

We decide the motion with the layout, keep it inside the budget your kind of business can carry, and measure it on real phones before launch.

- Next.js, WordPress, Shopify, Webflow and Framer
- The main heading, lead and button appear at once
- Layout shift kept at 0 with every animation on

Start a website

UI and UX design



WEBSITE MIGRATION

Moving platforms without losing what ranks

Our own site timezones.in moved 10,723 pages to Next.js without losing a URL, counted from its sitemap before and after the move.

- Every old address mapped and redirected
- Rankings and links carried across
- A new design without starting search again

Plan a migration



Agencies: we build it, you keep the client

White-label development

Text motion

Type that moves draws the eye before anything else on the page. Use it on one heading per screen at most, never on the text people read.

Word-by-word reveal

LIGHT

The words of a section heading rise or fade in one after another as the section enters view.

FITS

SaaS Agency Launch Portfolio

Education

AVOID

Media Health

BUILD

Split the heading into word spans and stagger them with Motion variants, or use GSAP SplitText.

WATCH

Not on the page's main heading: it delays reading and can delay Largest Contentful Paint. Keep the whole sentence in the HTML for screen readers.

Line mask reveal

LIGHT

Each line of a heading slides up from behind an invisible edge.

FITS

Agency Portfolio Launch

Property Hospitality

AVOID

Media Local

BUILD

Wrap each line in a box with overflow hidden and move the inner line from y: 100% to 0.

Kinetic typography on scroll

MEDIUM

Large words scale, slide or change weight in step with the scroll.

FITS

Agency Launch Portfolio

AVOID

Pro Health Local Media

Cause

BUILD

useScroll and useTransform on scale or x, or a variable font axis through font-variation-settings.

WATCH

Changing a font's weight re-lays out the text on every frame. Keep it to one display heading.

Human-paced typing

LIGHT

Text types itself with natural, uneven pauses, as in a chat or command line demo.

FITS

SaaS Agency Education

AVOID

Health Pro

BUILD

Reveal characters from an array of delays rather than a fixed interval. Show the full text at once when reduced motion is on.

Text scramble

LIGHT

Letters cycle through random characters before settling on the word.

FITS

Agency Launch SaaS

AVOID

Health Pro Cause Media

Local

BUILD

A short loop that swaps characters until each position resolves, run once.

WATCH

Run it once and keep it short. Screen readers should get the final word, not the noise.

Gradient sweep text

LIGHT

A colour gradient travels across the letters.

FITS

Launch SaaS Agency

AVOID

Pro Health Media

BUILD

CSS background-clip: text with an animated background-position.

WATCH

A sweep that loops for more than five seconds needs a way to stop it.

Count-up numbers

LIGHT

A figure counts from zero to its real value when it comes into view.

FITS

Pro

Cause

SaaS

Property

Education

Agency

AVOID

None

BUILD

useInView with animate() on a motion value, rounded for display.

WATCH

Only for real, sourced numbers. Put the final value in the HTML so search engines and screen readers read it.

Rotating word

LIGHT

One word in a heading changes on a timer: "Websites for dentists, lawyers, cafés".

FITS

SaaS

Agency

Launch

Local

AVOID

Health

Media

BUILD

AnimatePresence with mode="wait" around a span keyed by the current word.

WATCH

Stop after a few rounds. Anything moving for more than five seconds needs a pause.

PART 2 · 2 OF 10

Scroll and section motion

Scroll motion tells visitors where they are and what comes next. The default, a quiet fade-up that runs once, suits every website in this playbook.

Fade-up once

LIGHT

A section fades in and rises a few pixels the first time it enters view, then stays still.

FITS

Every website type

AVOID

None

BUILD

whileInView with viewport once, or CSS animation-timeline: view().

WATCH

Opacity and transform only, a short distance (8 to 24 pixels), once.

Staggered card rise

LIGHT

Cards in a row rise one after another.

FITS

Every website type

AVOID

None

BUILD

Parent and child variants with a stagger of 40 to 80 milliseconds.

WATCH

Cap the total delay. The sixth card should not arrive a second after the first.

Reading progress bar

LIGHT

A thin bar at the top fills as the visitor reads down the page.

FITS

Media

Education

Pro

SaaS

AVOID

None

BUILD

useScroll for scrollYProgress, applied to scaleX, or CSS animation-timeline: scroll().

Sticky scrollytelling

MEDIUM

A panel stays pinned while steps scroll past, and the panel changes with each step.

FITS

SaaS

Cause

Agency

Launch

Education

Pro

AVOID

Local

Shop

BUILD

A position: sticky container and useScroll with a target to switch steps.

WATCH

Every step must be real text that makes sense with motion switched off.



Know someone redesigning their site? Share this playbook

Share the article

Horizontal scroll section

MEDIUM

Scrolling down moves a row of panels sideways.

FITS

Portfolio

Agency

Launch

AVOID

Pro

Health

Local

Media

Shop

BUILD

A tall sticky section whose inner row moves on x with useTransform.

WATCH

Changing the scroll direction surprises people. Keep it short and use a normal swipeable row on phones.

Parallax layers

MEDIUM

Background, middle and foreground move at different speeds to suggest depth.

FITS

Portfolio

Hospitality

Property

Launch

Agency

AVOID

Health

Media

Local

BUILD

useTransform from scroll progress to y on each layer.

WATCH

A known trigger for motion sickness. Turn it off when reduced motion is on.

Scroll-linked image expand

MEDIUM

An image grows from a framed card to the full width of the screen as the visitor scrolls.

FITS

Portfolio

Property

Hospitality

Launch

Agency

SaaS

AVOID

Media

Local

BUILD

useScroll with useTransform on scale or on clip-path: inset().

Scroll-drawn line

LIGHT

A line draws itself along a process, timeline or route as the visitor scrolls.

FITS

Pro

Education

SaaS

Cause

Agency

AVOID

None

BUILD

An SVG path whose pathLength follows scroll progress.

Section colour shift

LIGHT

The page background changes colour between sections.

FITS

Agency

Launch

Portfolio

SaaS

AVOID

Health

Media

BUILD

Animate one background element between colours as each section enters view.

WATCH

Check text contrast at every colour along the way, not only at the two ends.

Smooth scroll with inertia

MEDIUM

The whole page glides after the wheel stops, instead of stopping at once.

FITS

Portfolio

Agency

Launch

AVOID

Media

Shop

Health

Pro

Local

Education

Cause

BUILD

A library such as Lenis.

WATCH

It changes scrolling for every visitor and can upset anchor links and assistive tools. Test both before keeping it.

FOR AGENCIES

You sell the motion. We build it under your brand.

Design-led builds delivered as your own work, so your client deals only with you.

- Built under your agency's name
- You keep the client and the relationship
- You see the work before you pay for it

White-label websites

How white-label works



Layout and card motion

Layout motion shows that something changed and where it went. It is the most useful motion on most websites and the least noticed.

Card that expands into detail

MEDIUM

A card grows into a full view, and the image and title travel with it.

FITS

Shop

Property

Portfolio

SaaS

Agency

AVOID

None

BUILD

The same layoutId on the card and the detail view, with AnimatePresence.

Sliding tab underline

LIGHT

The underline glides to the chosen tab.

FITS

Every website type

AVOID

None

BUILD

Render the underline inside the active tab with layoutId="underline".

Smooth accordion

LIGHT

An answer opens with its height animating rather than jumping.

FITS

Every website type

AVOID

None

BUILD

animate={{ height: "auto" }} in Motion, or CSS interpolate-size where supported.

Filter and reorder

MEDIUM

When a filter changes, items slide to their new places and removed items fade out.

FITS

Shop

Property

Portfolio

Media

Education

AVOID

None

BUILD

layout on each item and AnimatePresence with mode="popLayout".

WATCH

On lists over about fifty items, animate only the items in view.

Bento grid hover

LIGHT

Grid tiles lift, reveal a detail or play a short preview on hover.

FITS

SaaS

Agency

Launch

AVOID

Media

BUILD

whileHover on each tile, CSS transitions for simple lifts.

3D tilt card

LIGHT

A card tilts toward the pointer, as if lit from the cursor.

FITS

Agency

Launch

SaaS

AVOID

Pro

Health

Media

Local

BUILD

Pointer position mapped to rotateX and rotateY through useMotionValue and useSpring.

WATCH

Desktop with a mouse only. Leave cards flat on touch screens.



MOBILE APPS

Apps that feel as good as they look

Flutter apps for iOS and Android, with the same motion rules: feedback on every tap, nothing in the way.

boffincoders.com/services/mobile-app-development

Glass cards sliding in

MEDIUM

Translucent cards with a blurred backdrop slide into place.

FITS

SaaS

Launch

Agency

AVOID

Media

BUILD

backdrop-filter: blur() with a transform-based entry.

WATCH

Backdrop blur is expensive on large areas and older phones. Keep the cards small.

Flip card

LIGHT

A card turns over to show its back.

FITS

Education

Agency

Launch

AVOID

Pro

Health

BUILD

rotateY with backface-visibility: hidden on both faces.

WATCH

Never put key information on the back: many visitors never flip.

Modal and sheet in and out

LIGHT

Dialogs scale and fade in, and on phones a sheet slides up and can be dragged down to close.

FITS

Every website type

AVOID

None

BUILD

AnimatePresence for the exit, drag="y" with dragConstraints for the sheet.

Header that hides on scroll

LIGHT

The header slides away when scrolling down and returns when scrolling up.

FITS

Every website type

AVOID

None

BUILD

useScroll with useMotionValueEvent to compare the scroll direction.

PART 2 • 4 OF 10

Cursor and pointer interaction

The cursor can become part of the story on desktop. It does not exist on phones and tablets, so none of this may carry anything a visitor needs.

Custom cursor

LIGHT

A dot and a trailing ring replace or follow the system pointer.

FITS

Portfolio

Agency

Launch

AVOID

Pro

Health

Local

Shop

Media

Education

Cause

BUILD

Pointer position in motion values, smoothed with useSpring, shown only under (hover: hover) and (pointer: fine).

WATCH

Keep the system cursor in forms and text. Never show a custom cursor on touch screens.

Magnetic button

LIGHT

A button leans toward the pointer as it comes near.

FITS

Agency

Portfolio

Launch

SaaS

AVOID

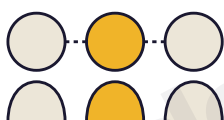
Pro

Health

Local

BUILD

Offset from the button's centre mapped to x and y with a spring.



DEDICATED DEVELOPERS

Next.js developers who measure on real phones

Add a developer or a team to your own, month to month, working to rules like these.

boffincoders.com/hire/nextjs-developers

Cursor label

LIGHT

The cursor grows into a small label such as "View", "Drag" or "Play" over a project or gallery.

FITS

Portfolio Agency Hospitality
Property

AVOID

Media Health

BUILD

The custom cursor reads a data attribute on the hovered element.

Cursor-following preview

MEDIUM

Hovering a project name shows its image, which follows the pointer.

FITS

Portfolio Agency Hospitality
Property

AVOID

Media Local

BUILD

A fixed image layer moved by pointer motion values, images preloaded on approach.

Spotlight follow

LIGHT

A soft light follows the pointer across dark cards or a hero.

FITS

SaaS Agency Launch

AVOID

Health Media

BUILD

CSS custom properties for x and y feeding a radial-gradient, updated on pointermove.

Image trail

MEDIUM

Images appear and fade along the cursor's path inside one zone.

FITS

Portfolio Agency Launch

AVOID

Pro Health Local Shop Media
Education Cause SaaS

BUILD

A pool of image elements placed at the pointer every few dozen pixels, then faded out.

3D object that faces the cursor

HEAVY

A 3D model turns to follow the pointer.

FITS

Launch SaaS Agency

AVOID

Local Health Media Pro

BUILD

React Three Fiber or a Spline scene, loaded after the first view.

Press with depth

LIGHT

On click, the cursor or button shrinks and its shadow tightens, like a real key.

FITS

Agency Launch Portfolio SaaS

AVOID

None

BUILD

whileTap with a small scale and a shadow change.

SEO

Fast, animated and still found on Google

Motion that respects the speed rules keeps a site eligible to rank. The search work is ours too.

- 5X more leads for a cleaning company, by the client's count
- 500% more traffic for a solar company
- Technical SEO, local SEO and AI search

Technical SEO

Local business



Want motion that does a job? Talk to Boffin Coders

boffincoders.com/contact-us

Page transitions

A page transition removes the blank flash between pages. It also adds time to every navigation, so most websites need the shortest one.

Crossfade

LIGHT

The old page fades out as the new one fades in.

FITS

Every website type

AVOID

None

BUILD

The browser View Transitions API, or an entry animation in the App Router's template.tsx.

WATCH

Under 300 milliseconds.

Shared element transition

MEDIUM

A thumbnail or title on one page grows into its place on the next page.

FITS

Portfolio

Shop

Property

Agency

SaaS

AVOID

None

BUILD

The same view-transition-name on both elements in browsers that support it, an instant change elsewhere.

Curtain or mask wipe

MEDIUM

A panel or shape sweeps across the screen to reveal the next page.

FITS

Agency

Portfolio

Launch

AVOID

Pro

Health

Local

Shop

Media

BUILD

A full-screen overlay animated with clip-path or transform during navigation.

WATCH

Keep the whole wipe under about 600 milliseconds: it runs on every click.

Match cut

MEDIUM

A logo or shape stays still while everything around it changes.

FITS

Agency

Launch

Portfolio

AVOID

Media

Local

BUILD

A shared view-transition-name on the element that stays.

Staggered blinds

MEDIUM

Vertical or diagonal strips close and open in sequence to change the page.

FITS

Agency

Portfolio

Launch

AVOID

Pro

Health

Local

Shop

Media

Education

Cause

BUILD

Several overlay strips with staggered scaleY.

Top loading bar

LIGHT

A thin bar runs along the top while the next page loads.

FITS

Every website type

AVOID

None

BUILD

A bar tied to navigation start and end.



AI CHATBOTS

An assistant that stays on topic

Chatbots that answer from your own content, with guardrails so they never wander off your business.

boffincoders.com/services/chatbots-conversational-ai

Micro-interactions and feedback

Small responses to a tap, a click or a typed answer. Every website needs these, and visitors notice when they are missing.

Button press

LIGHT

A button shrinks slightly when pressed.

FITS

Every website type

AVOID

None

BUILD

whileTap={{ scale: 0.97 }}.

Hover lift

LIGHT

A card or button rises a few pixels and its shadow grows on hover.

FITS

Every website type

AVOID

None

BUILD

A CSS transition on transform and box-shadow.

Form field feedback

LIGHT

The focused field is clearly marked, an error nudges once, a correct entry shows a tick.

FITS

Every website type

AVOID

None

BUILD

Motion variants for focus, error and valid states.

WATCH

Errors also need words. Motion and colour alone are missed by many visitors.

Success tick

LIGHT

A tick draws itself when a booking, payment or form succeeds.

FITS

Every website type

AVOID

None

BUILD

An SVG path animating pathLength from 0 to 1.

Spring toggle

LIGHT

A switch knob springs across.

FITS

Every website type

AVOID

None

BUILD

layout on the knob with a spring transition.

Save or like burst

LIGHT

A small burst when an item is saved or liked.

FITS

Shop

Media

Launch

Education

AVOID

Pro

Health

BUILD

Scale keyframes on the icon plus a few short-lived dots.

Copy confirmation

LIGHT

The copy icon turns into "Copied" for a moment.

FITS

Media

SaaS

Education

AVOID

None

BUILD

AnimatePresence swapping two icons.

Toast in and out

LIGHT

A short message slides in, then leaves.

FITS

Every website type

AVOID

None

BUILD

AnimatePresence with role="status" on the message.



Agencies: we build it, you keep the client

White-label development

Menu open

LIGHT

The menu opens and its links arrive in a quick stagger.

FITS

Every website type

AVOID None

BUILD Variants on the menu panel and its links.

WATCH A full-screen dramatic menu suits agencies, portfolios and launches only. Elsewhere, keep it under 250 milliseconds.

Add-to-cart confirmation

LIGHT

The cart badge bumps, or the product image flies to the cart.

FITS

Shop

AVOID None

BUILD Keyframes on the badge, or a layoutId flight to the cart icon.

Pricing toggle

LIGHT

Prices roll to the new value when monthly changes to yearly.

FITS

SaaS

Education

AVOID None

BUILD AnimatePresence on each figure, keyed by the value.

Swipe to dismiss

MEDIUM

Cards or notifications can be thrown away with a swipe.

FITS

SaaS

Education

Shop

AVOID None

BUILD drag="x" with an exit when the drag passes a threshold.

WATCH Always offer a button that does the same.

PART 2 • 7 OF 10

Loading and perceived speed

Motion cannot make a page faster, but it can make waiting clearer. Never use it to hide a slow page.

Skeleton screens

LIGHT

Grey shapes stand in for content while it loads.

FITS

Shop

SaaS

Media

Property

Education

AVOID None

BUILD Static blocks with a soft shimmer in CSS.

WATCH Drop the shimmer when reduced motion is on.

Optimistic update

LIGHT

The interface shows the result at once and confirms it in the background.

FITS

SaaS

Shop

AVOID None

BUILD React useOptimistic with a quiet rollback on failure.

Blur-up images

LIGHT

A blurred preview sharpens into the full image.

FITS

Every website type

AVOID None

BUILD next/image with placeholder="blur".

Step progress

LIGHT

A multi-step form shows how far along the visitor is.

FITS

Health

Local

Shop

Education

SaaS

AVOID None

BUILD A bar or dots driven by the current step, animated with layout.

Preloader

HEAVY

A full-screen intro, often a counter to 100, before the site appears.

FITS

Portfolio

Launch

AVOID

Pro

Health

Local

SaaS

Shop

Hospitality

Property

Education

Cause

Media

BUILD

Only when it really loads heavy media, and under about 1.5 seconds.

WATCH

It delays every first visit, so search engines and most visitors lose more than they gain.

PART 2 • 8 OF 10

Data and proof

Motion that makes a real number or a real result easier to see. Nothing here works with invented data.

Chart draw-in

LIGHT

Bars grow and lines draw when the chart comes into view.

FITS

Pro

SaaS

Cause

Education

Media

AVOID

None

BUILD

Animate scaleY on bars and pathLength on lines, once.

Before and after slider

LIGHT

A handle drags across two images of the same thing.

FITS

Local

Health

Property

Agency

Portfolio

AVOID

None

BUILD

clip-path on the top image tied to a draggable handle.

WATCH

Support arrow keys. In healthcare, only real results with the patient's consent.

Map pins and routes

MEDIUM

Pins drop onto a map and a route draws between them.

FITS

Property

Hospitality

Local

Cause

AVOID

None

BUILD

Spring on pin y, pathLength on the route, the map library loaded on request.

Before and after toggle

LIGHT

A switch shows the same screen or figure with and without the change.

FITS

SaaS

Pro

AVOID

None

BUILD

AnimatePresence crossfading two states.



UI AND UX DESIGN

Motion designed with the layout, not added after

Design systems, prototypes and the motion spec your developers build from.

boffincoders.com/services/graphic-design

Images and video

For businesses that sell with pictures, motion frames the photographs. It should never cover them.

Image reveal

LIGHT

An image is unveiled by a wipe as it enters view.

FITS

Portfolio

Hospitality

Property

Agency

Launch

AVOID

Media

BUILD

clip-path: inset() from 100% to 0.

Slow zoom

LIGHT

A photograph zooms very slowly, so it feels alive.

FITS

Hospitality

Property

Cause

Portfolio

AVOID

None

BUILD

A long transform: scale transition.

WATCH

One pass, then still. Off with reduced motion.

Video on hover

MEDIUM

A project or product card plays a short muted clip on hover.

FITS

Agency

Portfolio

SaaS

Shop

AVOID

Media

BUILD

Load the clip when the card nears view and call play() on pointer enter.

Gallery lightbox

MEDIUM

A thumbnail grows into a full-screen view and back.

FITS

Portfolio

Property

Hospitality

Shop

AVOID

None

BUILD

layoutId shared between thumbnail and full view.

Logo or review marquee

LIGHT

A strip of logos or quotes scrolls sideways without end.

FITS

Agency

SaaS

Launch

Pro

AVOID

Health

BUILD

A CSS keyframe on transform with the row duplicated once.

WATCH

Pause on hover and focus and give it a pause control. Real clients only.

Drag carousel

MEDIUM

A row of cards that can be dragged and flicked.

FITS

Shop

Hospitality

Property

Portfolio

AVOID

None

BUILD

drag="x" with dragConstraints, or CSS scroll-snap.

WATCH

Add buttons too. Not everyone can drag.

Background video

HEAVY

A muted clip plays behind the hero.

FITS

Hospitality

Launch

Agency

Property

AVOID

Local

Media

Health

BUILD

A short compressed clip with a poster image and a visible pause button.

Vector animation

MEDIUM

Illustrations and icons that move: explainers, onboarding, empty states.

FITS

SaaS

Education

Health

Cause

AVOID

None

BUILD

Lottie (dotLottie) or Rive files, loaded when they come into view.

Ambient and 3D

Background life and depth. The most impressive group and the most expensive: it belongs on pages whose job is to impress.

Gradient mesh loop

MEDIUM

Soft colours drift slowly behind the content.

FITS

SaaS

Launch

Agency

AVOID

Portfolio

Media

Health

BUILD

Animated CSS gradients or a small canvas, very slow.

WATCH

A loop that never stops needs to be very slow or switchable off.

Animated grain

MEDIUM

A fine film grain shimmers over the page.

FITS

Agency

Portfolio

Launch

AVOID

Media

Health

Local

BUILD

A tiled noise image moved with `steps()`, or a static grain, which costs nothing.

Floating shapes

LIGHT

Simple shapes drift and bob around a hero.

FITS

SaaS

Education

Launch

AVOID

Pro

Health

Media

BUILD

CSS keyframes on transform, a handful of elements.

Particles

HEAVY

Dots or sparks float and react to the pointer.

FITS

Launch

Agency

AVOID

Pro

Health

Local

Media

Education

Cause

Shop

BUILD

A canvas or WebGL layer, paused when off screen.

3D hero

HEAVY

A real-time 3D scene opens the page.

FITS

Launch

SaaS

Agency

AVOID

Local

Health

Media

Pro

BUILD

React Three Fiber or a Spline embed, loaded with next/dynamic after a still image.

WATCH

Show a still image first so the page is usable before the scene loads.

WebGL image distortion

HEAVY

Images ripple, warp or split their colours on hover or during transitions.

FITS

Agency

Launch

AVOID

Pro

Health

Local

Shop

Media

Education

Cause

BUILD

A WebGL plane per image with a shader, or a library built on Three.js.

10,723

pages moved to Next.js on our own site, timezones.in, without losing a URL

2017

Two clients have worked with us every month since then

After

You see the work before you pay for it



Know someone redesigning their site? Share this playbook

Share the article

The matrix: every pattern, every website type

● fits ○ judge per project × avoid

TEXT MOTION

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Word-by-word reveal	○	×	○	●	○	○	○	●	○	●	●	●	×
Line mask reveal	○	○	×	○	○	●	●	○	○	●	●	●	×
Kinetic typography on scroll	×	×	×	○	○	○	○	○	×	●	●	●	×
Human-paced typing	×	×	○	●	○	○	○	●	○	○	●	○	○
Text scramble	×	×	×	●	○	○	○	○	×	○	●	●	×
Gradient sweep text	×	×	○	●	○	○	○	○	○	○	●	●	×
Count-up numbers	●	○	○	●	○	○	●	●	●	○	●	○	○
Rotating word	○	×	●	●	○	○	○	○	○	○	●	●	×

SCROLL AND SECTION MOTION

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Fade-up once	●	●	●	●	●	●	●	●	●	●	●	●	●
Staggered card rise	●	●	●	●	●	●	●	●	●	●	●	●	●
Reading progress bar	●	○	○	●	○	○	○	●	○	○	○	○	●
Sticky scrollytelling	●	○	×	●	×	○	○	●	●	○	●	●	○
Horizontal scroll section	×	×	×	○	×	○	○	○	○	●	●	●	×
Parallax layers	○	×	×	○	○	●	●	○	○	●	●	●	×
Scroll-linked image expand	○	○	×	●	○	●	●	○	○	●	●	●	×
Scroll-drawn line	●	○	○	●	○	○	○	●	●	○	●	○	○
Section colour shift	○	×	○	●	○	○	○	○	○	●	●	●	×
Smooth scroll with inertia	×	×	×	○	×	○	○	×	×	●	●	●	×

MOBILE APPS



Apps that feel as good as they look

Flutter apps for iOS and Android, with the same motion rules: feedback on every tap, nothing in the way.

boffincoders.com/services/mobile-app-development



Want motion that does a job? Talk to Boffin Coders

boffincoders.com/contact-us

LAYOUT AND CARD MOTION

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Card that expands into detail	○	○	○	●	●	○	●	○	○	●	●	○	○
Sliding tab underline	●	●	●	●	●	●	●	●	●	●	●	●	●
Smooth accordion	●	●	●	●	●	●	●	●	●	●	●	●	●
Filter and reorder	○	○	○	○	●	○	●	●	○	●	○	○	●
Bento grid hover	○	○	○	●	○	○	○	○	○	○	●	●	×
3D tilt card	×	×	×	●	○	○	○	○	○	○	●	●	×
Glass cards sliding in	○	○	○	●	○	○	○	○	○	○	●	●	×
Flip card	×	×	○	○	○	○	○	●	○	○	●	●	○
Modal and sheet in and out	●	●	●	●	●	●	●	●	●	●	●	●	●
Header that hides on scroll	●	●	●	●	●	●	●	●	●	●	●	●	●

CURSOR AND POINTER INTERACTION

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Custom cursor	×	×	×	○	×	○	○	×	×	●	●	●	×
Magnetic button	×	×	×	●	○	○	○	○	○	●	●	●	○
Cursor label	○	×	○	○	○	●	●	○	○	●	●	○	×
Cursor-following preview	○	○	×	○	○	●	●	○	○	●	●	○	×
Spotlight follow	○	×	○	●	○	○	○	○	○	○	●	●	×
Image trail	×	×	×	×	×	○	○	×	×	●	●	●	×
3D object that faces the cursor	×	×	×	●	○	○	○	○	○	○	●	●	×
Press with depth	○	○	○	●	○	○	○	○	○	●	●	●	○

PAGE TRANSITIONS

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Crossfade	●	●	●	●	●	●	●	●	●	●	●	●	●
Shared element transition	○	○	○	●	●	○	●	○	○	●	●	○	○
Curtain or mask wipe	×	×	×	○	×	○	○	○	○	●	●	●	×
Match cut	○	○	×	○	○	○	○	○	○	●	●	●	×
Staggered blinds	×	×	×	○	×	○	○	×	×	●	●	●	×
Top loading bar	●	●	●	●	●	●	●	●	●	●	●	●	●



Agencies: we build it, you keep the client

White-label development

MICRO-INTERACTIONS AND FEEDBACK

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Button press	●	●	●	●	●	●	●	●	●	●	●	●	●
Hover lift	●	●	●	●	●	●	●	●	●	●	●	●	●
Form field feedback	●	●	●	●	●	●	●	●	●	●	●	●	●
Success tick	●	●	●	●	●	●	●	●	●	●	●	●	●
Spring toggle	●	●	●	●	●	●	●	●	●	●	●	●	●
Save or like burst	×	×	○	○	●	○	○	●	○	○	○	●	●
Copy confirmation	○	○	○	●	○	○	○	●	○	○	○	○	●
Toast in and out	●	●	●	●	●	●	●	●	●	●	●	●	●
Menu open	●	●	●	●	●	●	●	●	●	●	●	●	●
Add-to-cart confirmation	○	○	○	○	●	○	○	○	○	○	○	○	○
Pricing toggle	○	○	○	●	○	○	○	●	○	○	○	○	○
Swipe to dismiss	○	○	○	●	●	○	○	●	○	○	○	○	○

LOADING AND PERCEIVED SPEED

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Skeleton screens	○	○	○	●	●	○	●	●	○	○	○	○	●
Optimistic update	○	○	○	●	●	○	○	○	○	○	○	○	○
Blur-up images	●	●	●	●	●	●	●	●	●	●	●	●	●
Step progress	○	●	●	●	●	○	○	●	○	○	○	○	○
Preloader	×	×	×	×	×	×	×	×	×	●	○	●	×

DATA AND PROOF

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Chart draw-in	●	○	○	●	○	○	○	●	●	○	○	○	●
Before and after slider	○	●	●	○	○	○	●	○	○	●	●	○	○
Map pins and routes	○	○	●	○	○	●	●	○	●	○	○	○	○
Before and after toggle	●	○	○	●	○	○	○	○	○	○	○	○	○



DEDICATED DEVELOPERS

Next.js developers who measure on real phones

Add a developer or a team to your own, month to month, working to rules like these.

boffincoders.com/hire/nextjs-developers

IMAGES AND VIDEO

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Image reveal	○	○	○	○	○	●	●	○	○	●	●	●	×
Slow zoom	○	○	○	○	○	●	●	○	●	●	○	○	○
Video on hover	○	○	○	●	●	○	○	○	○	●	●	○	×
Gallery lightbox	○	○	○	○	●	●	●	○	○	●	○	○	○
Logo or review marquee	●	×	○	●	○	○	○	○	○	○	●	●	○
Drag carousel	○	○	○	○	●	●	●	○	○	●	○	○	○
Background video	○	×	×	○	○	●	●	○	○	○	●	●	×
Vector animation	○	●	○	●	○	○	○	●	●	○	○	○	○

AMBIENT AND 3D

Pattern	Pro	Health	Local	SaaS	Shop	Hospitality	Property	Education	Cause	Portfolio	Agency	Launch	Media
Gradient mesh loop	○	×	○	●	○	○	○	○	○	×	●	●	×
Animated grain	○	×	×	○	○	○	○	○	○	●	●	●	×
Floating shapes	×	×	○	●	○	○	○	●	○	○	○	●	×
Particles	×	×	×	○	×	○	○	×	×	○	●	●	×
3D hero	×	×	×	●	○	○	○	○	○	○	●	●	×
WebGL image distortion	×	×	×	○	×	○	○	×	×	○	●	●	×

WEB APPLICATIONS

Web applications people use every day

IELTS Builder runs live exams for a coaching institute: teachers approve every AI-drafted grade, and speech-to-text runs on the client's own server.

- Portals, platforms and internal tools
- Built in Next.js and Node.js
- Feedback and motion that make busy screens clear

Web application development



AI CHATBOTS

An assistant that stays on topic

Chatbots that answer from your own content, with guardrails so they never wander off your business.

boffincoders.com/services/chatbots-conversational-ai

Timings, distances and easing

Micro	120 to 200 ms	Button press, hover, toggle, copy confirmation
Small UI	200 to 300 ms	Menus, tooltips, toasts, tabs, accordions
Section reveal	300 to 500 ms	Fade-up, card rise, image reveal
Page transition	250 to 600 ms	Crossfade at the short end, wipes at the long end
Storytelling	Tied to scroll	Scrollytelling, parallax, drawn lines: the visitor sets the pace
Distance	8 to 24 px	How far an element travels when it enters
Stagger	40 to 80 ms	Between items, capped at six to eight items
Entering	Ease out	Fast start, gentle stop: things arrive
Leaving	Ease in, shorter	Gentle start, quick finish: things get out of the way
Touched or dragged	Spring	Anything the visitor moves with a finger or pointer

WEBSITES AND DESIGN

Your website, designed and built to this playbook

We decide the motion with the layout, keep it inside the budget your kind of business can carry, and measure it on real phones before launch.

- Next.js, WordPress, Shopify, Webflow and Framer
- The main heading, lead and button appear at once
- Layout shift kept at 0 with every animation on

[Start a website](#)
[UI and UX design](#)


UI AND UX DESIGN



Motion designed with the layout, not added after

Design systems, prototypes and the motion spec your developers build from.

boffincoders.com/services/graphic-design


Know someone redesigning their site? Share this playbook

[Share the article](#)

Building it in Next.js

Eight decisions that keep animation fast, accessible and easy to maintain in a Next.js site.

Keep pages on the server

Motion components need the browser, so they are client components. Put "use client" in small wrappers such as Reveal and pass server-rendered content in as children. The page, its data and its text stay server-rendered and crawlable.

Install the current package

Motion for React is the library once called Framer Motion: free, open source (MIT). Install "motion" and import from "motion/react". In a server component, motion elements can come from "motion/react-client" instead.

Load only what you use

The full motion component is about 43 kB. LazyMotion with the m component starts at about 5 kB, plus 24 kB for domAnimation or 38 kB for domMax, which adds layout and drag. For one-off animations the mini animate() is about 3 kB.

Page transitions

Current Next.js versions support React's ViewTransition component in the App Router with no extra configuration: crossfades and shared elements through the browser's View Transitions API, which every major browser supports within a page. Browsers without it simply change page. An entry animation in template.tsx also works. AnimatePresence exit animations between routes have no documented pattern.

Use CSS first

Hover states, entry animations with @starting-style and scroll-driven animations need no JavaScript. Scroll timelines run in Chrome, Edge and Safari, so give other browsers the plain page. Reach for Motion when state, gestures, layout changes or exit animations are involved.

Defer the heavy parts

Load 3D scenes, Lottie players and map libraries with next/dynamic after the first view, behind a still image of the same size.

Protect the main image

Give the hero image priority in next/image and never fade it in. A hidden main image delays the moment the page counts as loaded.

Measure

Run Lighthouse, record a Performance trace in Chrome DevTools, emulate prefers-reduced-motion in the Rendering panel, and try the page on a real mid-range phone.

THE CODE

Every recipe, ready to copy, is on the article

Fade-up once, staggered cards, the reduced-motion provider, scroll reveals in plain CSS and Next.js page transitions, written for Motion and the App Router.

boffincoders.com/blog/website-animations

Libraries and tools

Licences and features as each project published them in October 2026.

Motion (motion/react)	Free, MIT	The default for React and Next.js: gestures, layout, exit and scroll animation. Optional paid extras (Motion+) add text splitting and animated numbers.
CSS	Built in	Transitions, keyframes, @starting-style and scroll-driven animations. The lightest option for hovers and reveals.
View Transitions API	Built in	Crossfades and shared elements between states and pages, used by React's ViewTransition.
GSAP	Free for commercial use, own licence	Timelines and complex sequences, with SplitText, ScrollTrigger and MorphSVG included.
Lenis	Free, MIT	Smooth scrolling with inertia, for expressive sites only.
Lottie and dotLottie	Free, MIT players	Playing vector animations exported from design tools: icons, explainers, empty states.
Rive	Free, MIT runtime	Interactive vector graphics with state machines, such as a mascot that reacts to input.
Three.js and React Three Fiber	Free, MIT	Real-time 3D scenes. Load after the first view.
Spline	Design tool with a web runtime	3D scenes designed visually. The runtime is large, so show a still image first.
AutoAnimate	Free, MIT	One-line transitions for lists that add, remove and reorder items.

BEFORE YOU SHIP

The checklist

- ☐ Every animation has a job: explain, guide, confirm or express
- ☐ Only transform and opacity are animated, except layout animations
- ☐ Reduced motion settings remove movement, parallax, loops and zooms
- ☐ Nothing flashes more than three times a second
- ☐ Heavy scenes, players and maps load after the first view
- ☐ Tested on a mid-range Android phone on mobile data
- ☐ The main heading, first paragraph and main button appear at once
- ☐ Section reveals run once
- ☐ Anything moving for more than five seconds can be paused
- ☐ Cursor and hover effects only on devices with a mouse, with tap equivalents
- ☐ Layout shift stays at 0 with every animation running
- ☐ The site still works and reads well with JavaScript turned off



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