

Designing for Conversion.

UX + UI for websites that actually sell

Twelve principles from twenty years of designing for millions of users – and the checks that turn pretty pages into paying customers.



UX SHIPPED TO MILLIONS - DISCOVERY+

KZ

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Twenty years of designs that *paid rent*.

Hi – I'm Kris. I've designed streaming UX used by millions at Discovery+, fintech flows for SingSaver and MoneyHero, co-designed the UI of an SEO platform that passed \$1M in revenue, and built a ticketing experience that sold millions in tickets.

None of those briefs said "make it pretty." Every one said "make it work." This book is the difference – twelve principles where UX and UI stop being separate jobs and become one discipline: designing for the moment someone decides to buy.

\$1M+

Revenue – SEO platform UI I
co-designed

Millions

of users across Discovery+ &
fintech

Millions

in ticket sales – It's The Ship

INSIDE THIS EDITION

03–05

The mindset

Conversion is clarity · the 4
levers · the system

06–11

The 12 principles

Structure → Surface →
Persuasion

12–14

The toolkit

6 page checks · where designs
die · proof

Design is decisions, *not decoration.*

Beautiful and effective aren't opposites – but they aren't the same job either. Conversion-first design starts from three shifts most portfolios never make:

1 Conversion is clarity
Nobody buys because your gradient is tasteful. They buy because, within seconds, they understood what you sell, who it's for, and why you. Every principle in this book serves that understanding.

2 One job per page
A page that tries to inform, impress, recruit and sell does none of them. Give every page a single job, then design everything on it to finish that job.

3 Design for the skimmer
Your real user gives you 5 seconds standing in a queue, thumb-scrolling. Design for that person, and the careful reader is served for free – never the reverse.

“*A confused visitor doesn't scroll for clarification.
They leave.*”

Four levers move *every design.*

1

Hierarchy

The order eyes travel. Decide what's seen first, second, third – before any styling. If you can't rank your page's elements, neither can your visitor's brain.

2

Typography

Type is 90% of web design. Get size, weight, line-height and measure right and a page works in greyscale – colour is seasoning, never the meal.

3

Space

Whitespace isn't emptiness; it's grouping, pacing and emphasis. Cramped pages feel cheap and read slow. Space is the cheapest premium feel that exists.

4

Colour

One background family, one text family, one accent – and the accent is spent almost entirely on actions. When everything is colourful, nothing is clickable.

“

If everything on the page shouts, nothing on the page is heard.

12 principles. *Three layers.*

UX first, UI second, persuasion last – in that order, always. Structure decides whether people understand. Surface decides whether they trust. Persuasion decides whether they act.

LAYER 1 · STRUCTURE

Principles 1–4

UX – how the page thinks

LAYER 2 · SURFACE

Principles 5–8

UI – how the page feels

LAYER 3 · PERSUASION

Principles 9–12

Conversion – how the page sells

Most designers polish Layer 2 forever. Most businesses lose money in Layers 1 and 3.

How the page *thinks*.

PRINCIPLE 01

One idea per screen

Every scroll-stop should make exactly one point. Stack ideas vertically, never side-by-side fighting for attention. If a section needs an "and", it's two sections.

RULE: One primary CTA per view. Everything else is quieter.

PRINCIPLE 02

Win the first five seconds

Above the fold must answer: what is this, who is it for, why you. Not cleverly – plainly. Taglines that need the About page to decode are decoration.

RULE: Headline ≤ 9 words. A stranger understands it without context.

IN PRACTICE

MYSTERY

"Welcome. We create solutions that empower your journey."



✓ CLARITY

"Kitchens designed & installed in 6 weeks. York's award-winning showroom."

Respect the *skimmer*.

PRINCIPLE 03

Front-load everything

Eyes scan in an F: first lines, line-starts, then bail. Put the payload in the first two words of every heading, bullet and link – the rest is for the committed.

RULE: Key word first: "Pricing that scales" not "How we think about pricing".

PRINCIPLE 04

Fewer choices, faster action

Every extra option taxes the decision. Trim navigation, collapse variants, remove the second CTA. Choice feels generous; it converts like friction.

RULE: Nav ≤ 5 items. Pricing ≤ 3 plans. One decision per moment.



Eyes travel in an F.

Line starts win. Put the payload where the path already goes – 1, 2, then the ask.

DESIGN FOR THE PATH, NOT THE PAGE

Type does 90%.

PRINCIPLE 05

One family, real hierarchy

Two typefaces maximum – one is better. Hierarchy comes from size and weight jumps big enough to feel deliberate, not from adding fonts.

RULE: Size jumps $\geq 1.5\times$. Body 16–18px, line-height 1.5–1.6, 45–75 characters.

PRINCIPLE 06

Space is a feature

Group with proximity: tight inside a component, generous between components. Doubling section spacing is the fastest "premium" upgrade in web design.

RULE: 8px scale. Space between sections $\geq 2\times$ space inside them.

IN PRACTICE

FONT SOUP

"Montserrat heads, Lato body, Poppins buttons, Georgia quotes"



✓ ONE VOICE

"One family, three weights: 700 / 600 / 400. Nothing else."

Colour is a *budget*.

PRINCIPLE 07

Spend the accent on actions

60% background, 30% text and structure, 10% accent – and that 10% goes to buttons, links and the one thing you want clicked. Accent used everywhere is accent used nowhere.

RULE: One accent colour. If it's not clickable, it's (almost) never the accent.

PRINCIPLE 08

Contrast is kindness

Low-contrast grey-on-white looks refined in Figma and unreadable on a phone in sunlight. Accessibility and conversion want the same thing: legibility.

RULE: Body text contrast $\geq 4.5:1$. Test on a phone, outdoors, at 80% brightness.

“*White space isn't empty, and contrast isn't crude.
They're where comprehension happens.*”

 **zwartifydesign.**

Ask like you *mean it*.

PRINCIPLE 09

CTAs: verb + outcome

"Submit", "Learn more" and "Click here" are where conversions go to die. Say what happens and what they get – specifically.

RULE: "Get my free quote" · "Start the 2-week sprint" · never "Submit".

PRINCIPLE 10

Proof beside every ask

A claim converts when evidence sits next to it: a number, a name, a face, a logo. Don't quarantine testimonials on their own page – deploy them at the decision points.

RULE: Every CTA within one glance of one concrete proof point.

IN PRACTICE

DEAD BUTTONS

"Submit" · "Learn more" · "Click here"



✓ ALIVE

"Get my free quote" · "See the 2-week plan" · "Book a 15-min call"

Remove the *friction*.

PRINCIPLE 11

Ask only what you need

Every form field costs completions. Name and email starts the relationship; the rest can wait for the reply. Long forms don't qualify leads – they delete them.

RULE: Forms $\leq$ 4 fields. Every extra field must earn its drop-off.

PRINCIPLE 12

Design the edges

Empty states, errors, loading, confirmation – trust is built where things go wrong. A kind error message converts better than a clever homepage.

RULE: Write error and empty states with the same care as the hero.

“*Nobody abandons a purchase because your site was too clear or too fast.*”

 **zwartifydesign.**

Six checks I run on *every page*.

THE SQUINT TEST

Blur your eyes. Can you still find the headline and the button? If hierarchy survives squinting, it survives real life.

THE 5-SECOND TEST

Show a stranger the fold for five seconds. Ask what the site sells and for whom. Wrong answer = your problem, not theirs.

THE ONE-THUMB TEST

On a phone, one-handed: can you reach every action, read every line, tap every target? Mobile isn't a breakpoint – it's the site.

THE GRANDMOTHER TEST

Read the copy aloud to someone outside your industry. Every phrase they frown at is a phrase costing you money.

THE DELETE PASS

Remove 20% of the page – a section, a widget, three adjectives. If nobody would miss it, it was hiding the parts that sell.

THE CTA COUNT

Count clickable asks per view. More than one primary? You've delegated your most important decision to chance.

RUN ALL SIX BEFORE ANY LAUNCH. TWENTY MINUTES, EVERY TIME.

Where good designs *go to die*.

Stakeholder soup

Everyone's feedback, averaged, equals beige. → Collect input on goals, not pixels. One decider per page; taste is not a democracy.

Dribbblisation

Designed to impress designers, not to sell to customers. → Judge every choice by the skimmer in a queue, not the jury on a feed.

The redesign reflex

Traffic dips, so everything gets rebuilt. → Diagnose first: analytics, recordings, five user chats. Most "redesigns" needed one page and one headline.

Mobile as afterthought

Desktop-first mockups, mobile squeezed at the end. → Design the phone view first; 70%+ of your visitors already live there.

Launching blind

No analytics, no events, no idea what works. → Instrument the CTA clicks before launch. Opinion ends where data starts.

Trend chasing

Bento grids, glass, gradients – this season's costume. → Trends are seasoning for a working structure, never a substitute for one.

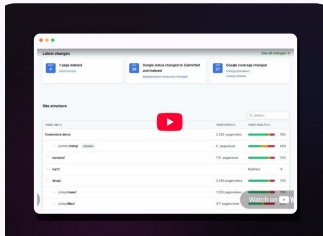
Same principles. *Two decades.*



DISCOVERY+ · STREAMING

UX for millions of viewers

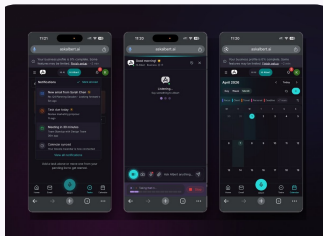
Browse, discover and watch flows for a global streaming platform – clarity at massive scale.



SITEGURU · SEO SAAS

\$1M+ revenue platform

Co-designed the product UI that turned audits into a subscription business people pay for monthly.

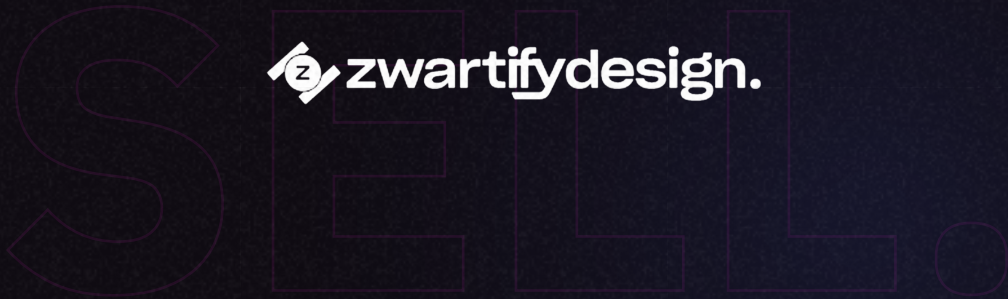


ASK ALBERT · AI ERA

£90k raised on these principles

The same twelve principles, applied to an AI product – funded at a ~£2.5M valuation.

“*Trends changed five times in twenty years. These twelve principles didn't move once.*”



Want it designed for you?

I run these twelve principles as a service: the Launch Site – your website designed, written and built in 14 days for \$6,500 fixed, with GEO baked in so AI recommends you too. Two design concepts, unlimited revisions inside the sprint, you own everything.

Start a Launch Site

zwartify.com

KRIS@ZWARTIFYDESIGN.COM • KUALA LUMPUR • WORLDWIDE

*Or apply the twelve yourself. Either way –
design like revenue depends on it. It does.*



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