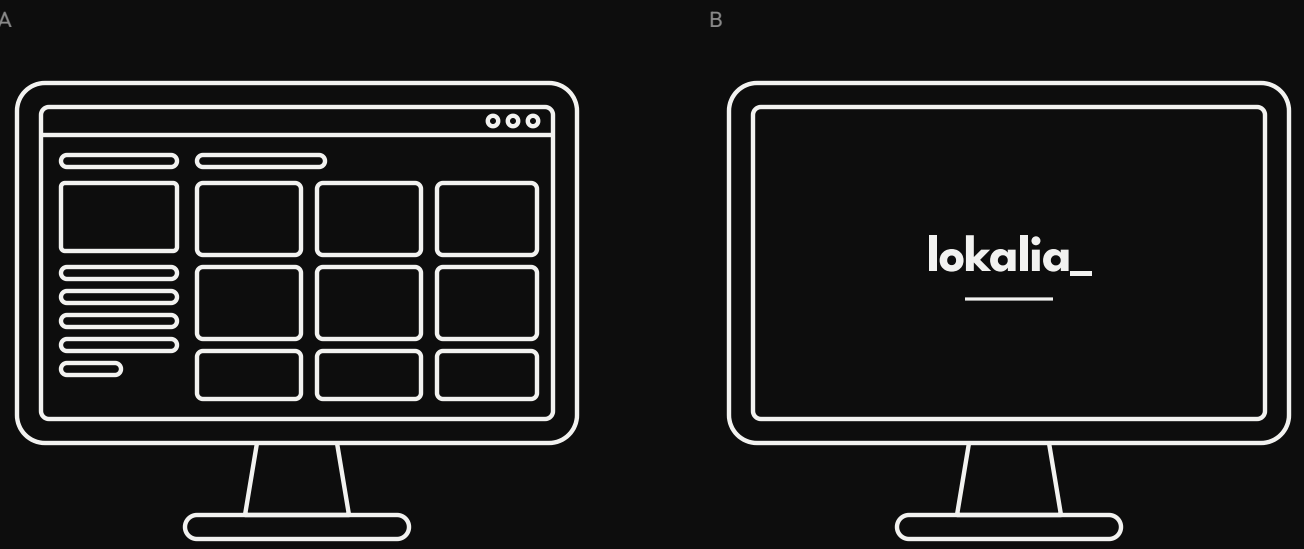
CASE STUDY · 2026



Less is more

Using communication science to simplify a brand's website

lokalia_ A / B · KOSTIS SPYROGLOU

01

Low conversion

PRECEDENT · HUBSPOT

+16% / +28%

Conversion on two booking-stage landing pages after the menu and footer links were removed.

02

Hard to tell what an experience includes

PRECEDENT · YUPPIECHEF

3% → 6%

Sign-ups after the navigation menu was removed from a landing page.

Same offer, two pages →

A · Original

Generated with Lovable

B · Redesign

Built from a black-and-white concept

74 → 18
Words on first screen

9 → 0
Links on first screen

7 → 0
Colour photos in main scroll

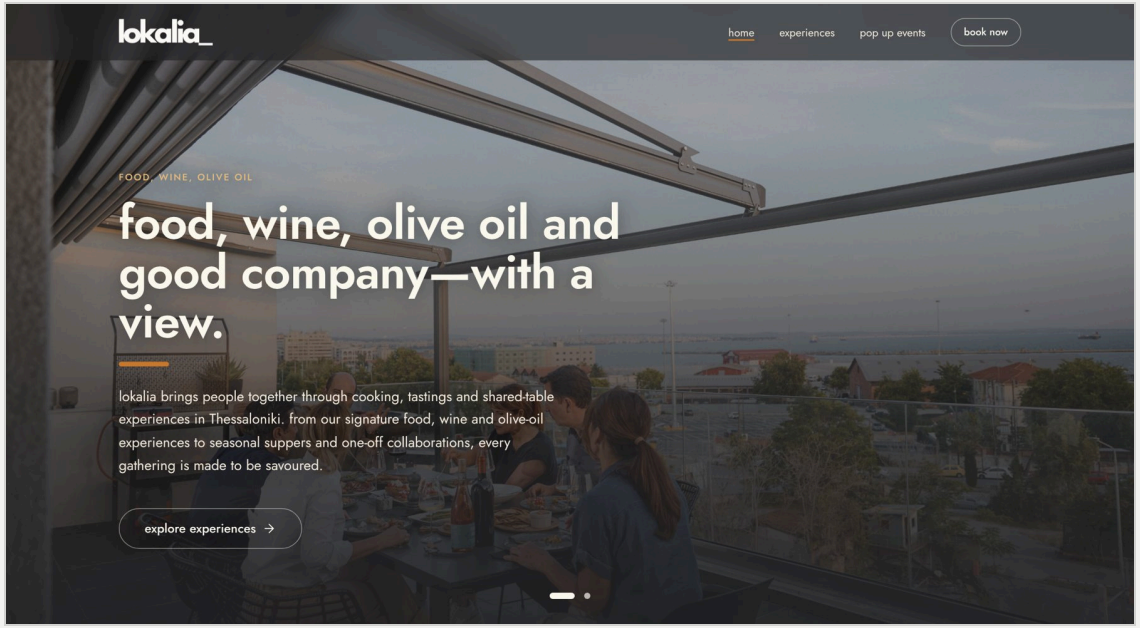
0 → 2
Prices on page

55 → 22
Words to explain the evening

01 First screen

A opens on a colour carousel, menu and buttons. B shows the wordmark.

A · Original



74 words · 9 links

B · Redesign



18 words · 0 links

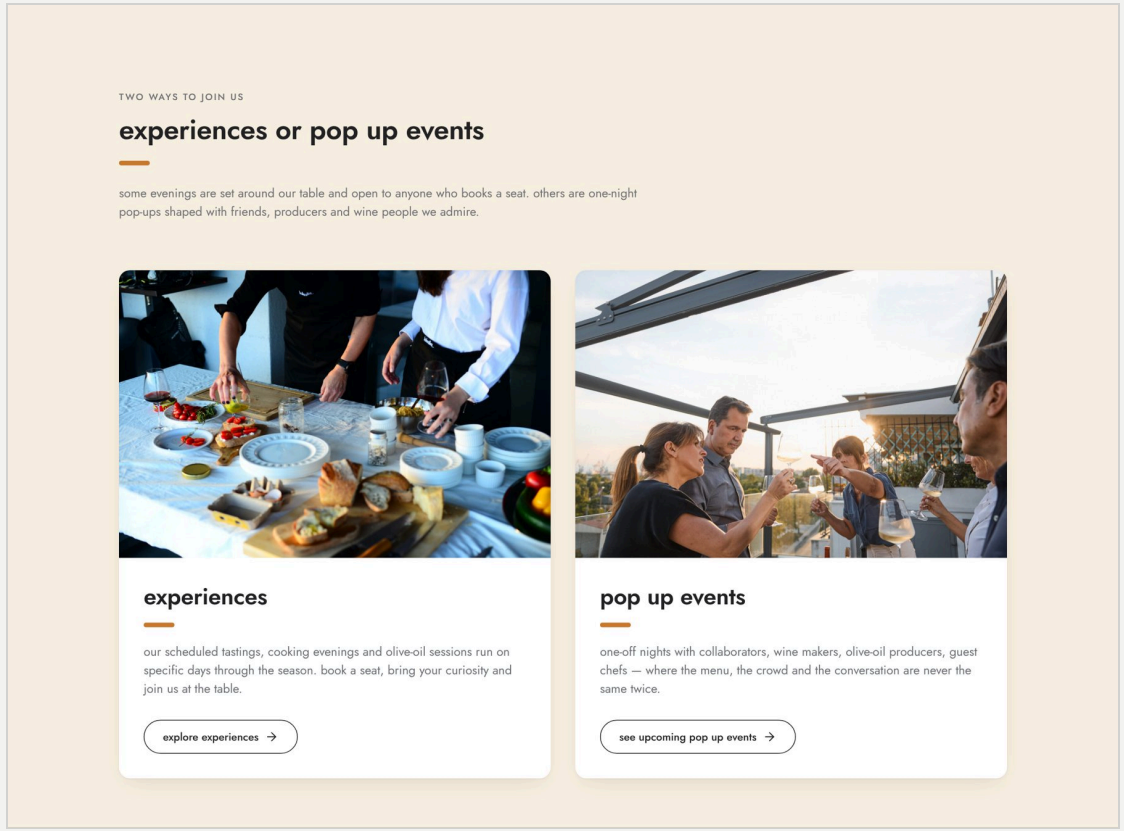
“More complex web pages received lower beauty ratings than less complex pages.”

Tuch et al. 2012

02 Prices on tap

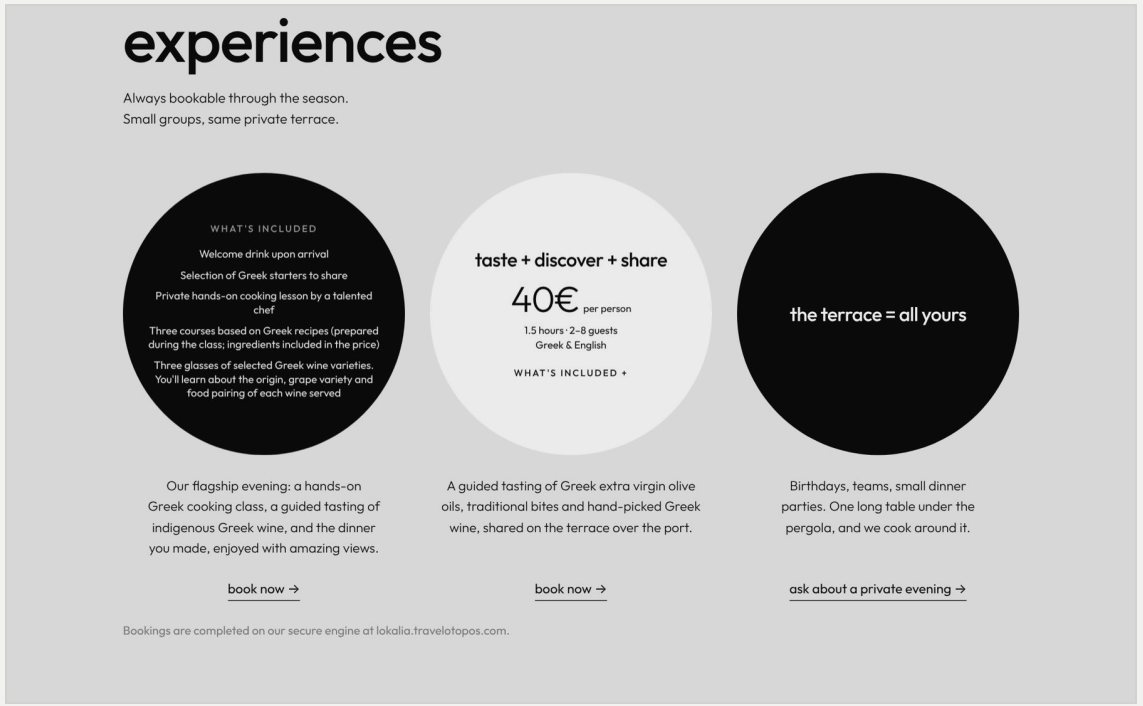
A hides prices. B shows them, with details behind “what’s included +”.

A · Original



2 cards · 0 prices

B · Redesign



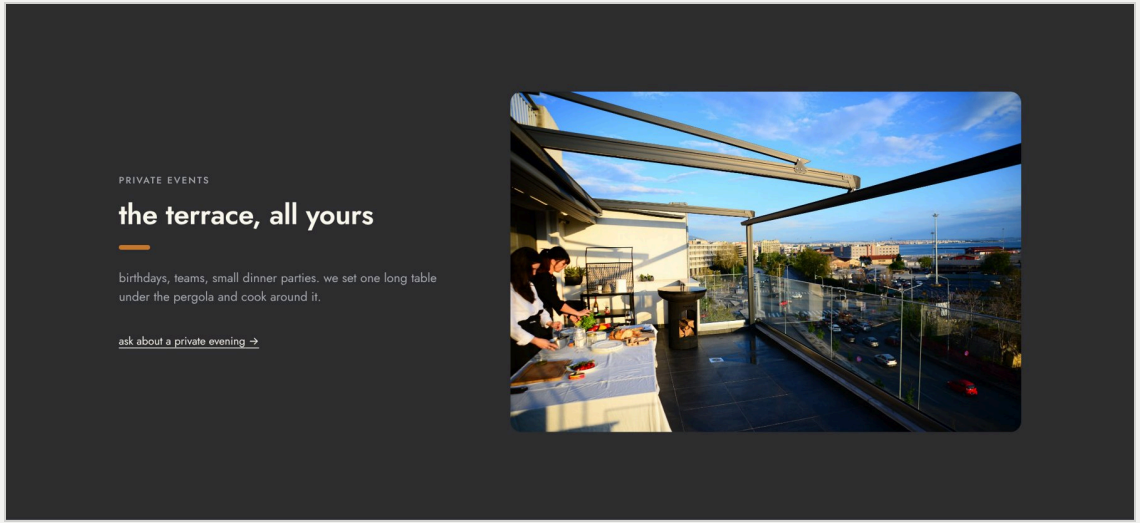
3 options · 2 prices · details open

“Defers advanced or rarely used features to a secondary screen.”

03 Colour in the gallery

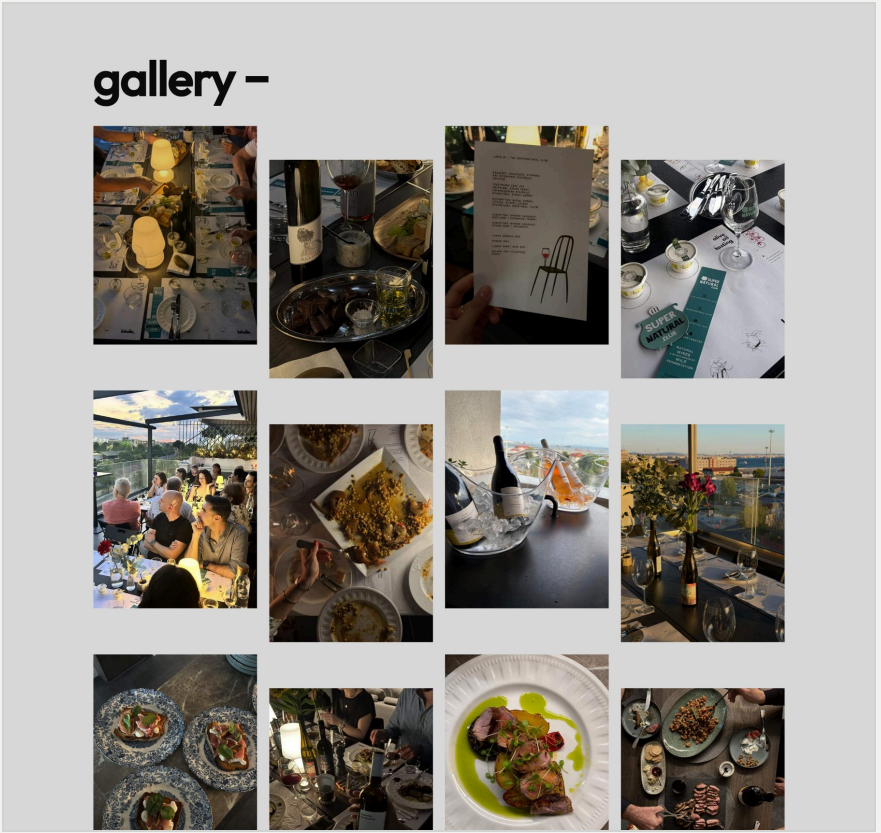
A fills every section with colour. B keeps colour in a folded gallery.

A · Original



7 colour photos in the scroll

B · Redesign



Gallery, opened · 24 photos

“Go for simple and familiar if you want to appeal to your users’ sense of beauty.”

Bargas-Avila 2012, Google Research

Bargas-Avila, J. (2012, August 29). Users love simple and familiar designs: Why websites need to make a great first impression. *Google Research Blog.*

Nielsen, J. (2006). Progressive disclosure. *Nielsen Norman Group.*

Tuch, A. N., Presslaber, E. E., Stöcklin, M., Opwis, K., & Bargas-Avila, J. A. (2012). The role of visual complexity and prototypicality regarding first impression of websites. *International Journal of Human-Computer Studies, 70*(11), 794–811.

Urban, D. (updated 2025). Should you remove navigation from your landing pages? Data reveals the answer. *HubSpot Marketing Blog.*

VWO. Yuppiechef: Removing the navigation menu increased conversions by 100%. *VWO case study.*