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MARKETING IN UI/UX DESIGN: HOW DESIGN HELPS SELL

Today, marketing and UI/UX design are closely connected, as design has become an important part of product promotion. In the past, design was perceived only as the visual appearance of a website or application, but today it has become an essential tool of marketing strategy. Thanks to well-developed UI/UX design, companies can not only attract new customers but also increase trust in the brand and boost sales. In this report, I want to explore how marketing is connected with UI/UX design and how design helps companies sell their products and services. Today, it is not enough to simply create a beautiful website or application - it is important to make it convenient, understandable, and capable of encouraging users to take a specific action. That is why marketing techniques are actively used in interface design.

UI/UX design has now essentially become part of digital marketing. It not only shapes the visual appearance of a product but also influences how users interact with a brand. For example, if a website looks professional, loads quickly, and has a clear structure, users are more likely to trust the company. On the other hand, if a website looks outdated or is difficult to use, a person may leave it even without exploring the product. This shows that design directly affects marketing results.

Marketing in UI/UX design is about using design to influence user behaviour and encourage them to take the desired action. Many design elements can motivate users to perform specific actions. That is why UX designers often work together with marketers to better understand the target audience and its behaviour.

One of the main goals of UI/UX design is increasing conversion. Conversion is the percentage of users who complete a desired action. For example, if a person visits an online store and places an order that is a successful conversion. If the interface is

inconvenient, the page is overloaded, or the purchase button is not noticeable, the user will simply leave the site. This reduces business expectations from user interaction with the website, so the UI/UX designer's task is to carefully analyze the target audience and adapt the design to its needs.

It is also important to understand that UX design is not only about aesthetics but also about logic. Each element on the page has a purpose. For example, a button should guide the user toward an action, while the page structure should help them quickly find the needed information. That is why modern websites are becoming more and more minimalist, as simplicity helps improve marketing efficiency.

Colour psychology plays a particularly important role in marketing. Colour influences emotions, trust, and user decisions even before they read the text. For example, red often creates a sense of urgency and works well for “Buy Now” buttons, blue is associated with reliability and trust, which is why it is often used by banks and IT companies, while green symbolizes safety, success, and calmness. In design, colours convey meaning faster than words and also help build brand recognition (Krug, 2000, 105 – 108).

It is also worth noting that proper use of colour can significantly increase advertising effectiveness. For example, changing the colour of a button can affect the number of clicks even if the text remains the same. This proves that even small design decisions can have a strong marketing impact.

Another important marketing tool is CTA - Call to Action. These are buttons such as “Order,” “Try for free,” or “Sign up.” Their correct placement, shape, size, and colour directly influence sales. If a CTA is clearly visible and understandable, the likelihood of conversion increases significantly. That is why marketers and designers pay a lot of attention to it.

Simplicity of the interface is also very important. If users need too much time to find a feature or go through a complicated registration process, they quickly lose

interest. That is why modern UX design focuses on minimalism, logical structure, and fast achievement of goals. Good design reduces customer uncertainty during purchase and makes interaction with the product more comfortable (Cialdini, 2009, 243).

Marketing also actively uses UX elements such as social proof: reviews, ratings, number of purchases, and feedback from other users. People trust a product more when they see positive experiences from others. This increases confidence in purchasing and reduces the fear of making a mistake. That is why most online stores actively display reviews and product ratings.

It is also important to mention dark patterns - design techniques that manipulate users. For example, hidden subscription cancellation or intentionally complicated order cancellation. Although such methods can temporarily increase profit, they negatively affect brand reputation and customer trust. Modern research shows that users are becoming more aware and react negatively to such practices, so companies are gradually abandoning them.

In my opinion, UI/UX design today can no longer be considered just website decoration, as it often influences users' purchasing decisions. Design helps create first impressions, build trust, maintain user attention, and stimulate sales. Successful companies have long understood that good design is not only an investment in aesthetics but also in profit.

As a result, marketing in UI/UX design is a combination of psychology, analytics, and visual thinking. The better a designer understands user needs, the more effectively the product works and the better the business results are. That is why the role of design in marketing continues to grow every year, and it can be said that without high-quality UI/UX design, a modern digital product has almost no chance of success.

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