

Claude design + Perplexity: ПОЛНЫЙ ДИЗАЙН САЙТА ЗА ЧАСЫ

3 фазы AI-воркфлоу

Полностью автоматизированный процесс редизайна



Фаза 1: Аудит сайта

- Агент в браузере открывает ваш сайт
- Делает скриншоты, анализирует UX
- Выдаёт структурированный отчёт с оценками по каждому блоку
- Инструмент: Claude + браузерный агент



Фаза 2: Ресёрч референсов

- Агент идёт на Dribbble и Behance
- Анализирует лучшие SaaS-лендинги в нише
- Выдаёт паттерны дизайна и маркетинга
- Инструмент: Claude + браузерный агент



Фаза 3: Реализация

- Все данные загружаются в Claude-проект
- Генерируется полноценный лендинг
- Итерации по дизайну и текстам
- Инструмент: Cloud Design (Claude)

Фаза 1: Аудит сайта

Агент в браузере анализирует ваш лендинг

Что делает агент:

- Открывает сайт
- Скроллит страницу, переключается на мобильную версию
- Делает скриншоты каждого блока
- Анализирует по 6 критериям

Критерии аудита:

1.	Hero Section — ценностное предложение, СТА
2.	Визуальная иерархия — куда смотрит глаз
3.	Социальные доказательства — отзывы, кейсы, цифры
4.	Мобильная версия — 390px viewport
5.	Маркетинговые слабости — точки отказа
6.	Техническая производительность — скорость, адаптивность



Результат: таблица с оценками 1–10, топ-5 проблем, быстрые победы и стратегические улучшения

Промпт для аудита

Вставьте в Claude с браузерным агентом

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# Prompt for Claude (Browser Agent): Landing Page Audit ([connectio.ru](http://connectio.ru/))

## Role & Objective

You are a **senior marketing analyst and UX expert with strong CRO (conversion rate optimization) experience**.

Your task is to perform a **full, evidence-based audit of a landing page** using real UX heuristics, behavioral psychology, and best practices in high-converting funnels.

Your goal is not just to describe issues, but to **identify conversion bottlenecks and provide actionable improvements that can increase conversion rate**.
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## Context

- Website to analyze: [https://connectio.ru](https://connectio.ru/)
- Assume this is a **commercial landing page designed to convert traffic into leads or sales**.
- If the site does not load or content is missing, clearly state it and proceed with whatever is accessible.
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## Analysis Framework

### 1. Hero Section (First Screen)

Evaluate:

- Clarity of the main value proposition
- Specificity (numbers, outcomes, deadlines, guarantees)
- Target audience clarity (is it obvious who it's for?)
- CTA strength (clarity, action-oriented, visibility)

Questions to answer:

- Can a user understand the offer within **3–5 seconds**?
- Is there a clear "why choose this" vs competitors?
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### 2. Visual Hierarchy & Attention Flow

Analyze:

- Where the eye goes first (visual entry point)
- Logical path: headline → supporting info → CTA
- Use of contrast, spacing, typography, and visual anchors

Identify:

- Distractions
- Competing elements
- Breaks in user attention flow
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### 3. Social Proof & Trust Elements

Check for:

- Testimonials (quality, specificity, credibility)
- Case studies (results, before/after, metrics)
- Client logos
- Numbers (users, revenue, results)
- Trust badges, guarantees

Evaluate:

- Strength (generic vs specific)
- Placement (are they reinforcing decision moments?)
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### 4. Mobile Experience (390px width)

Simulate mobile viewport (~390px width) and analyze:

- Readability (font size, spacing)
- Button usability (size, accessibility)
- Scroll experience (too long? too dense?)
- Navigation clarity

Identify:

- Friction points
- Broken layouts or UX inconsistencies
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### 5. Marketing Weaknesses & Drop-off Points

Identify:

- Where users are likely to hesitate or leave
- Missing information (pricing, clarity, objections handling)
- Weak or unnecessary sections
- Cognitive overload or confusion

Map:

- Key friction points across the funnel
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### 6. Technical & Perceived Performance

From visible inspection:

- Load speed perception
- Image optimization issues
- Layout shifts
- Responsiveness issues

If possible:

- Mention obvious performance red flags
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## Output Format (STRICT)

Provide a **structured table**:

| Section | Score (1–10) | Problem | Recommendation |
| --- | --- | --- | --- |

Rules:

- Score each section realistically (no inflated ratings)
- Problems must be **specific and observable**
- Recommendations must be **actionable and concrete** (not generic advice)
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## Additional Output

After the table, include:

### Top 5 Critical Issues

List the **highest-impact problems affecting conversion**

### Quick Wins (Fast Improvements)

List changes that:

- Are easy to implement
- Can quickly improve performance

### Strategic Improvements

List deeper changes that require:

- Reworking positioning, messaging, or structure
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## Quality Standards

- Avoid generic UX clichés
- Be brutally honest but constructive
- Focus on **conversion impact**, not aesthetics alone
- Use clear, professional language
- No fluff
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## File & Access Handling

- If the page cannot be opened or partially loads, explicitly state what is missing
- If content is dynamically loaded and unavailable, explain limitations and proceed with visible parts
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Важно: не экономь токены. Если не влезит в одно сообщение — раздели на несколько.
Если из файлов, которые я загружу, ты не сможешь что-то прочитать/просмотреть из-за ограничений — обязательно скажи об этом и предложи, как исправить (разбивка, zip, csv и т. п.).

Фаза 2: Ресёрч референсов

Агент находит лучшие паттерны конкурентов на Dribbble и Behance

Что исследует агент:

- Dribbble — лучшие SaaS-лендинги
- Behance — портфолио дизайнеров
- Реальные AI-платформы для найма (прямые конкуренты)
- Критерии: 2022–present, реальные продукты, UX + маркетинг

Что получаем на выходе:

5–7 референсов

С детальным анализом дизайна и маркетинга

Топ-5 дизайн-паттернов

Конкретные, переносимые тактики

Топ-5 маркетинг-паттернов

Механики повышения конверсии

Готовый дизайн-бриф

Визуальное направление + структура лендинга

 Занимает ~5 минут работы агента

Промпт для сбора референсов

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You are a **design researcher + senior marketing strategist with strong SaaS and CRO expertise**.

Your task is to **find, analyze, and synthesize best-in-class landing page references** to inform a **high-converting redesign** of an HR-tech SaaS product (candidate assessment platform).

You must go beyond inspiration and deliver **actionable insights, reusable patterns, and a clear design brief**.

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## Context

- Product type: **HR-tech SaaS (candidate evaluation / assessment platform)**
- Goal: **increase conversion rate via redesign**
- Base for future application: landing page of Connectio (assume audit insights will be applied)

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## Data Sources (MANDATORY)

You must browse and collect references from:

- Dribbble
- Behance

If niche examples are limited:

- Expand to **top-tier SaaS landing pages**
- Prioritize **dark UI / modern high-contrast design systems**

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## Selection Criteria (STRICT)

Choose **5–7 high-quality references** that:

- Represent **modern (2022–present) SaaS design standards**
- Have **clear landing structure (not just hero shots)**
- Show strong **UX + marketing alignment**
- Prefer **real products over концепты**, but allow exceptional concepts if highly relevant

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## For Each Reference (DETAILED ANALYSIS)

Provide:

### 1. Source

- Direct link (Dribbble / Behance)
- If possible: include preview/screenshot

### 2. Design Strengths

Analyze concretely:

- Composition (layout logic, grid, spacing)
- Typography (hierarchy, readability, pairing)
- Color system (contrast, accents, emotional tone)
- Visual hierarchy (how attention flows)
- Use of UI elements (cards, dashboards, illustrations, motion cues)

Avoid vague statements — describe **what exactly is done and why it works**.

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### 3. Marketing Strengths

Break down:

- Value proposition (clarity, specificity)
- Headline structure
- CTA (type, placement, wording)
- Product explanation (how complex idea is simplified)
- Social proof (format, placement, credibility)

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### 4. Extractable Pattern (CRITICAL)

Define:

- A **specific, reusable tactic/pattern**
- How exactly it should be adapted for **Connectio**

Format:

- Pattern name
- What it does
- How to implement it

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## Output Structure

### Section 1: Reference List (Detailed)

For each reference:

- Name / Link
- Design strengths
- Marketing strengths
- Extractable pattern

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### Section 2: Synthesis — Design Patterns

Provide:

## Top 5 Design Patterns

Each pattern must include:

- Name
- Description
- Why it works (UX/CRO reasoning)
- Where to apply on landing

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### Section 3: Synthesis — Marketing Patterns

Provide:

## Top 5 Marketing Patterns

Each pattern must include:

- Name
- Mechanism (why it increases conversion)
- Example of implementation

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### Section 4: Final Design Brief (CRITICAL OUTPUT)

Create a **ready-to-use brief for a designer**, based on:

- Reference analysis
- Best practices for SaaS
- Expected integration with prior audit insights

Include:

### 1. Visual Direction

- Style (e.g., dark SaaS minimalism, data-centric UI, etc.)
- Color principles
- Typography approach
- Visual tone (techy, friendly, premium, etc.)

### 2. Landing Structure

Define sections in order:

- Hero
- Problem
- Solution
- Product demo
- Social proof
- Features
- CTA blocks
- etc.

### 3. Mandatory Elements

List:

- What MUST be included for conversion (e.g., metrics, dashboards, testimonials)

### 4. UX Principles

- Key interaction and readability rules
- Mobile-first considerations

### 5. Differentiation Layer

- How Connectio can stand out vs typical SaaS templates

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## Quality Standards

- No generic inspiration language
- Focus on **transferable insights**
- Be specific and structured
- Prioritize **conversion impact over aesthetics**
- Avoid repetition

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## File & Access Handling

- If Dribbble/Behance content cannot be accessed, clearly state the limitation
- Continue with alternative high-quality sources if needed
- Do not fabricate references

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Важно: не экономь токены. Если не влезит в одно сообщение — раздели на несколько.

Если из файлов, которые я загружу, ты не сможешь что-то прочитать/просмотреть из-за ограничений — обязательно скажи об этом и предложи, как исправить (разбивка, zip, csv и т. п.).
```

Фаза 3: Реализация в Claude Design

Два исследования → один промпт → готовый лендинг



Создаём Claude-проект

Выбираем тип: полноценная разработка (не wireframe)



Загружаем исследования

Аудит сайта + анализ референсов = контекст для агента



Отправляем промпт на разработку

Агент понимает: что плохо, что хорошо у конкурентов, что делать



Итерации

Вставляем логотип, мокапы, меняем тему (тёмная → светлая)



Готовый лендинг

Все экраны сразу — то, на что раньше уходило 10–14 дней

Промпт на создание сайта

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You are a **senior product designer + UX strategist + conversion copywriter (CRO expert)** specializing in **high-performing SaaS landing pages**.
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Your task is to **design and write a complete, production-ready landing page** for an HR-tech SaaS product (Connectio), **using:**

- A prior **UX/marketing audit (Document 1)**
- A **reference analysis + design brief (Document 2)**

Your goal is to deliver a **fully structured, conversion-optimized landing**, not just copy or visuals in isolation.

Inputs

DOCUMENT 1 — Audit of Current Landing

[PASTE AUDIT HERE]

DOCUMENT 2 — Reference Analysis & Design Brief

[PASTE REFERENCE ANALYSIS HERE]

Product Context (Base Positioning)

- **Product:** **Connectio**
- **Category:** **HR-tech SaaS (candidate assessment platform)**
- **Core value:**
 - 9 psychometric tests
 - **AI verdict:** **hire / don't hire**
 - Result in **15 minutes**

Core Requirements (STRICT)

1. Audit Integration (CRITICAL)

- Every major issue identified in **Document 1** must be resolved
- You must **implicitly** reflect fixes in structure, copy, and UX
- Do NOT list problems — **solve them through design**

2. Reference Integration

- Apply **design patterns** (UI, hierarchy, layout) from Document 2
- Apply **marketing patterns** (offers, CTAs, proof, messaging) from Document 2
- Do not copy — **adapt and synthesize**

3. Visual Direction

- **Dark UI:**
 - **Background:** ``#0d1117``
 - **Accent:** ``#0E9E5A`` (emerald)
- **Style:** **modern SaaS, clean, data-driven, high contrast**
- **Emphasis on:**
 - Dashboard-like visuals
 - Clear hierarchy
 - Strong CTA visibility

Output Format (STRICT & COMPLETE)

You must produce a **full landing page structure**, section by section.

For EACH section include:

Section Name

1. Goal

- What this section must achieve (conversion-wise)

2. Copy

- Headline
- Subheadline
- Supporting text
- CTA (if applicable)

3. UX & Layout Description

- Layout structure (columns, hierarchy, flow)
- Key UI elements (cards, grids, visuals, etc.)
- What is visually emphasized

4. Design Notes

- Colors usage
- Typography hints
- Interaction ideas (hover, scroll, animation)

Mandatory Sections (minimum)

- Hero (with metrics + strong CTA)
- Problem (pain amplification)
- Solution (product explanation)
- How It Works (3 steps)
- “9 Tests” grid (feature breakdown)
- Product Demo / Interface explanation
- Social Proof (testimonials, logos, metrics)
- Benefits / Outcomes
- Objection Handling / FAQ (if needed)
- Final CTA block

Flow Requirements

- **Logical narrative:** **pain → solution → proof → action**
- Each section must naturally lead to the next
- Maintain **consistent tone and positioning**

Mobile Adaptation (MANDATORY)

For each section, briefly specify:

- How layout adapts to mobile
- What gets simplified or reordered

Writing Style

- Clear, specific, benefit-driven
- Avoid vague SaaS clichés
- Use **numbers, outcomes, and clarity**
- Strong, direct CTAs

Execution Rules

- Do NOT skip sections
- Do NOT be generic
- Avoid placeholder text
- Make it realistic and usable

Iteration Flow

- Start with **Hero section ONLY**
- Wait for confirmation before continuing to next sections

Quality Checklist (self-verify before output)

- Does the Hero clearly communicate value in <5 seconds?
- Is there a strong, visible CTA?
- Are metrics and specificity present?
- Is it aligned with SaaS best practices?

Важно: не экономь токены. Если не влезит в одно сообщение — раздели на несколько.

Если из файлов, которые я загружу, ты не сможешь что-то прочитать/просмотреть из-за ограничений — обязательно скажи об этом и предложи, как исправить (разбивка, zip, csv и т. п.).