1. Keeping Focus.
2. Fewer Borders instead of wasting attention.
3. Consistency instead of making people relearn.
4. Grouping Related Items instead of disordering.
5. Scarcity instead of abundance.
6. Bigger Click Areas instead of tiny ones.
7. Faster Load Times instead of people waiting.
8. Upfront Progress instead of starting with a blank.
9. Attention Grabs instead of neglect.
10. Visual Clarity instead of ambiguity.
11. Multiple Steps.
12. Single-column page.