Proof point starters

Problem / Insight (10 starters)

1. “Usability tests showed **[%]** of users quit at **[step]** because **[reason]**.”
2. “Support tickets spiked **[×]** in one month, pointing to [**pain point]**.”
3. “Analytics revealed a **[%]** drop-off between **[screen A]** and **[screen B]**.”
4. “Diary studies flagged **[top frustration]** as a daily blocker for **[persona]**.”
5. “Heat-map clicks clustered on **[misleading element]**, signalling confusion.”
6. “NPS slid from **[score]** to **[score]** after the new release.”
7. “First-click success sat at only **[%]**, far below the NN/g 80 % benchmark.”
8. “Accessibility audit surfaced **[#]** WCAG AA violations — mostly colour contrast.”
9. “Churn interviews cited **[missing feature]** as the #1 reason for leaving.”
10. “Competitive teardown showed rivals offered **[feature]** in half the steps.”

Action / Decision (15 starters)

11. “I redesigned **[component]** in plain language, cutting jargon like **[term]**.”
12. “Introduced a four-step wizard to replace the single overwhelming form.”
13. “Merged two redundant flows, removing **[#]** clicks per task.”
14. “Added auto-save, preventing data loss during **[context**] sessions.”
15. “Ran an A/B test contrasting **[variant A]** vs **[variant B]** over two weeks.”
16. “Created a responsive 8-pt grid to align UI across breakpoints.”
17. “Embedded progress indicators to set user expectations up-front.”
18. “Partnered with devs to lazy-load images, improving FCP by **[ms**].”
19. “Implemented WCAG-compliant colour palette, boosting contrast ratios above 4.5:1.”
20. “Facilitated a design-studio workshop with **[#]** stakeholders to co-ideate solutions.”
21. “Prototyped three concepts in Figma and validated with **[#]** users in 24 hours.”
22. “Re-ordered onboarding questions by cognitive load to maintain flow momentum.”
23. “Inserted contextual tooltips triggered by **[event]**, reducing help-article visits.”
24. “Mapped edge cases, then added error states for **[scenario]**.”
25. “Swapped modal interruptions for inline edits, keeping users in context.”

Outcome / Impact (10 starters)

26. “Completion rate jumped from **[%]** to **[%]**, a **[pp]** lift.”
27. “Time-on-task fell **[seconds]** — a **[%]** improvement.”
28. “Error rate dropped **[%]** after launch, slashing support tickets by **[#]**.”
29. “Activated **[#]** new paying users within the first month.”
30. “Feature adoption climbed to **[%]** of MAU, doubling usage targets.”
31. “SUS score rose from **[score]** to **[score]**, entering the ‘Excellent’ range.”
32. “Revenue per user increased **[currency]** after the checkout redesign.”
33. “First-contentful paint improved by **[ms]**, lifting mobile SEO to 95 / 100.”
34. “Churn dropped **[pp]** quarter-over-quarter, reversing a year-long decline.”
35. “NPS bounced back to **[score]**, with Promoters citing ‘simplicity’ and ‘speed’.”

Reflection / Next Steps (5 starters)

36. “If time allowed, I’d A/B test **[variation]** to optimise **[metric]** further.”
37. “Next release will localise the flow for **[language]** to serve **[region]** users.”
38. “Plan to pair with data science to correlate **[UX metric]** and revenue more tightly.”
39. “Would explore motion cues to guide attention without adding cognitive load.”
40. “The redesign sparked ideas for **[feature],** which I’m now scoping for MVP.”