

Proof point starters

Problem / Insight (10 starters)

1. "Usability tests showed [%] of users quit at [step] because [reason]."
2. "Support tickets spiked [x] 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 analytics 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."