

THE UX WARNING SIGNS CHECKLIST

12 signs your product is quietly costing you growth, and how to check each one yourself.

HOW TO USE IT

Run the quick check for each sign, then tick it if it's true for your product today. Be honest. This is a check-up, not a test. Count your ticks on the last page.

01

USERS GET STUCK

SOLVED BY

UX HEALTH CHECK

FIRST MOVE

Pick the single biggest drop-off and write down your best guess about why. Keep the note, because you'll want to compare it with what you learn later.

- [ ] **01 New users don't reach their first moment of value in their first session.**

  How to check: Watch three new users sign up on a screen share, and stay quiet. Note where they hesitate and how long it takes before they get something useful.

- [ ] **02 Support or sales keeps answering the same "how do I…?" questions.**

  How to check: Read your last 10 to 20 support tickets or sales call notes. Count the repeat questions.

- [ ] **03 Sign-ups look healthy, but activity drops off after the first week.**

  How to check: Look at the people who signed up last month. How many are still active a week later, and at which step do most of them disappear?

02

ADOPTION STAYS FLAT

SOLVED BY

UX HEALTH CHECK

FIRST MOVE

Ask three customers to show you how they actually use the product. Don't guide them.

- [ ] **04 You've shipped features that customers barely use.**

  How to check: List your last three releases. For each, find out how many customers used it in the first month. If you can't answer, tick it anyway.

- [ ] **05 Your most valuable features are hard to find.**

  How to check: Ask someone outside your team to find your best feature without help. Watch how long it takes.

- [ ] **06 You have usage data, but no one can explain what it means.**

  How to check: Pick one metric that moved, or didn't, last quarter. Ask three people on your team why. If their answers differ, tick it.

03

DECISIONS RUN ON OPINIONS

SOLVED BY

FRACTIONAL UX LEADERSHIP

FIRST MOVE

Name one person as the owner of the next UX decision, and tell the team.

- [ ] **07 Roadmap debates end with the loudest voice or a guess.**

  How to check: Think of your last big roadmap decision. What evidence settled it? If the answer is “gut feeling” or “whoever was most senior”, tick it.

- [ ] **08 You haven’t spoken to or tested with real users in the last 90 days.**

  How to check: Check your calendar and notes for the last user conversation or usability test.

- [ ] **09 No one clearly owns UX decisions.**

  How to check: Ask design, product and engineering separately: “Who has the final say on how a feature should work?” If you get different answers, tick it.

04

THE EXPERIENCE FEELS PATCHED

SOLVED BY

PRODUCT RESCUE

FIRST MOVE

Collect screenshots of the inconsistencies in one document. Seeing them side by side makes the cost obvious.

- [ ] **10 The same thing looks or behaves differently in different parts of the product.**

  How to check: Open five screens that use buttons, forms or tables. Compare how they look and behave.

- [ ] **11 Each release adds a workaround, and fixes create new problems.**

  How to check: Read your last release notes or bug list. Count the fixes that caused new issues and the “temporary” workarounds.

- [ ] **12 Your team keeps rebuilding or debating the basics.**

  How to check: Ask your designers and developers how often they build the same component from scratch or argue about how it should work.

YOUR TALLY

Count the ticks in each section, then add them up.

01 USERS GET STUCK	02 ADOPTION STAYS FLAT	03 DECISIONS RUN ON OPINIONS	04 EXPERIENCE FEELS PATCHED	OVERALL SCORE
____ / 3	____ / 3	____ / 3	____ / 3	____ / 12

YOUR SCORE

0-3 LOOKING HEALTHY

You have a few things to watch. Run this check again each quarter, especially after major releases.

up to 3 / 12

4-7 EARLY WARNING SIGNS

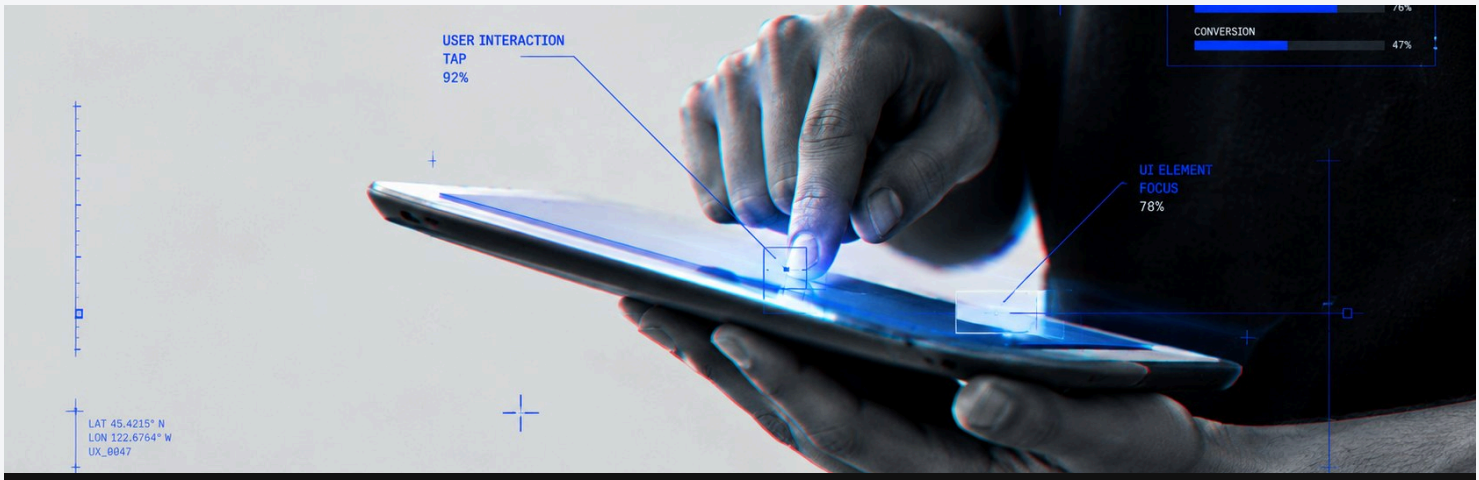
Your product is working, but UX friction is already costing you. A UX Health Check would show you where it's happening, why, and what to fix first.

up to 7 / 12

8-12 SEVERAL PROBLEMS COMPOUNDING

Start with a UX Health Check to see the full picture. If you already know you're in trouble and need it fixed fast, Product Rescue covers the scan and the treatment.

up to 12 / 12



WANT SOMEONE TO RUN THE FULL SCAN FOR YOU?

A self-check shows you the signs. A UX Health Check shows you the causes and gives you a prioritized roadmap. Not sure what your score means or where to start? Book a free 30-minute discovery call. No prep and no pressure.

FREE DISCOVERY CALL → kbcreativelab.com