The UX Clarity Starter Pack

A fast, friction-removing toolkit for UX writers who want clarity wins in minutes, not hours.

This bundle includes:

1. **UX Clarity Scorecard**
2. **UX Copy Debugging Worksheet**
3. **Micro-Anxiety Detector**

Let’s build each one in detail.

UX Clarity Scorecard

Evaluate any screen’s clarity in 10 minutes.

The UX Clarity scorecard is built around **5 clarity pillars**.

Each pillar has **5 checklist statements**.

How do I rate each checklist statement?

Assign each checklist statement **0, 1, or 2 rating**:

- **Assign 0 when the checklist statement is Not true at all**
- **Assign 1 when the checklist statement is Partially true.**
- **Assign 2 when the checklist statement is Fully true.**

Maximum score: 50

Your clarity rating:

When

- **41–50 → Crystal Clear**
- **31–40 → Clear with Minor Friction**
- **21–30 → Needs Clarity Work**
- **0–20 → High Friction, High Risk**

PILLAR 1 — ACTION CLARITY (CTAs & Microcopy)

Does the user instantly understand what to do?

Checklist statements	**Score (0–2)**
1. The primary action is unmistakably clear.	
2. The CTA uses a **specific verb** (not “Continue”).	
3. There is only **one primary action** on the screen.	
4. Secondary actions are visually de-emphasized.	

Checklist statements	Score (0–2)

5. The user can predict the **exact outcome** of the action.

Add the total of all five checklist statements in the **Subtotal (0–10):** _____ section.

Subtotal (0–10): _____

PILLAR 2 — CONTEXT CLARITY (Purpose & Meaning)

Does the user understand why this step exists?

Check	Score (0–2)

1. The purpose of the screen is stated in one clear line.
2. The user knows **why** this information/action is needed.
3. No jargon or internal language appears.
4. The screen answers: “Why should I do this now”
5. The user feels emotionally safe (no hidden surprises).

Add the total of all five checklist statements in the **Subtotal (0–10):** _____ section.

Subtotal (0–10): _____

PILLAR 3 — INFORMATION CLARITY (Structure & Scannability)

Can the user understand everything in 5 seconds?

Check	Score (0–2)
1. Text is broken into short, scannable chunks.	
2. Bullets are used for multi-step or multi-item content.	
3. Headings/subheadings guide the eye.	
4. There is no cognitive overload (no dense paragraphs).	
5. Only essential information appears — nothing extra.	

Add the total of all five checklist statements in the **Subtotal (0–10):** _____ section.

Subtotal (0–10): _____

PILLAR 4 — PREDICTABILITY (Next Steps & Expectations)

Does the user know what happens next?

Check	Score (0–2)
1. The next step is clearly previewed.	
2. Time expectations are stated (“Takes 2 minutes”).	
3. Reversibility is clear (“You can change this anytime”).	
4. No surprise steps appear later in the flow.	
5. The user feels guided, not left guessing.	

Add the total of all five checklist statements in the **Subtotal (0–10):** _____ section.

Subtotal (0–10): _____

PILLAR 5 — EMOTIONAL CLARITY (Confidence & Safety)

Does the user feel calm, supported, and confident?

Check	Score (0–2)
1. Micro-anxieties are addressed (“We never store your files”).	
2. Risky moments include reassurance.	
3. Tone is warm, human, and supportive.	
4. Error messages are clear and helpful.	

Check	Score (0–2)
5. The user feels emotionally safe to proceed.	

Add the total of all five checklist statements in the **Subtotal (0–10):** _____ section.

Subtotal (0–10): _____

Add the total of all five **Subtotal** sections in the **TOTAL SCORE (0–50): _____**section.

TOTAL SCORE (0–50): _____

Evaluate clarity score of your UX copy

Based on the **TOTAL SCORE**, the clarity rating of your UX copy might fall under one of the following categories:

YOUR CLARITY RATING

- **41–50 → Crystal Clear**
  Your UX is predictable, supportive, and friction-free.

- **31–40 → Clear with Minor Friction**
  A few micro-anxieties or unclear moments remain.

- **21–30 → Needs Clarity Work**
  Users will hesitate or slow down.

- **0–20 → High Friction, High Risk**
  Confusion, drop-offs, and support tickets are likely.

Gamify clarity scoring with your team: The 10-minute challenge

1. Set a timer for **10 minutes**.

2. Pick any screen.

3. Score it.

4. Fix the lowest-scoring item.

5. Re-score.

6. Watch clarity improve instantly.

WHY THIS SCORECARD WORKS

It blends:

- microcopy precision

- emotional clarity
- Predictive UX thinking
- Scannability principles
- confidence engineering

The clarity scorecard is simple for beginners, powerful for agencies, and fast for real client work.

UX Copy Debugging Worksheet

UX COPY DEBUGGING WORKSHEET

Fix unclear copy in 5 steps — without guesswork.

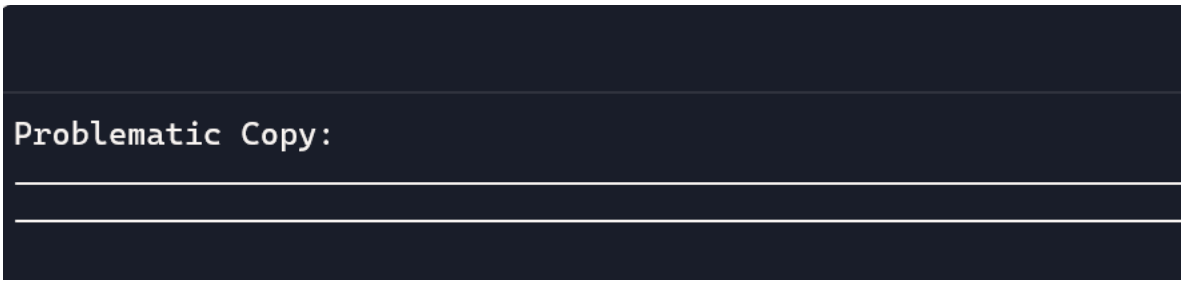
This worksheet helps UX writers debug any unclear line of copy using a structured, repeatable Predictive UX Intelligence process.

STEP 1 — IDENTIFY THE FRICTION

What exactly feels unclear or risky?

Write the problematic copy here:

Problematic Copy:



Now check all that apply:

Where is the friction?

- ☐ The user hesitates
- ☐ The meaning is unclear
- ☐ The outcome is unpredictable
- ☐ The tone feels off

- ☐ The action feels risky
- ☐ The sentence is too long
- ☐ The user may misinterpret it

What type of friction is it?

- ☐ Cognitive friction (confusing wording)
- ☐ Emotional friction (fear, uncertainty)
- ☐ Context friction (missing “why”)
- ☐ Predictability friction (unclear next step)
- ☐ Information friction (too much or too little)

This step forces clarity on *what* is wrong before trying to fix it.

STEP 2 — DIAGNOSE THE CAUSE

Why is this copy unclear?

Check all that apply:

Missing clarity

- ☐ Missing context
- ☐ Missing purpose

- ☐ Missing expectation setting
- ☐ Missing reassurance
- ☐ Missing next-step preview

Weak language

- ☐ Vague verbs (“Continue”, “Submit”, “Proceed”)
- ☐ Abstract nouns (“information”, “details”, “items”)
- ☐ Jargon or internal language
- ☐ Passive voice
- ☐ Overly formal tone

Structural issues

- ☐ Too long
- ☐ Too dense
- ☐ Not scannable
- ☐ Buried key information
- ☐ No visual hierarchy

This step reveals the *root cause* of the friction.

STEP 3 — APPLY CLARITY PRINCIPLES

Use these Predictive UX Intelligence principles to guide your rewrite.

✓ Specificity

Replace vague words with concrete ones.

Example:
“Add details” → “Add your delivery address”

✓ Predictability

Make the outcome obvious.

Example:
“Continue” → “Review your order”

✓ Scannability

Break long sentences into short, readable chunks.

✓ Emotional Safety

Address micro-anxieties.

Example:
“We’ll never charge you without confirming first.”

✓ Reversibility

Show that the user can undo or change the action.

Example:
“You can edit this anytime.”

✓ Expectation Setting

Tell the user what's coming.

Example:
"This takes less than 2 minutes."

Use these principles as your rewrite checklist.

STEP 4 — REWRITE USING CLARITY TEMPLATES

Choose the template that fits the problem.

If context is missing:

- "We need this because…"
- "This helps us…"
- "To continue, please…"

If predictability is missing:

- "Next, you'll…"
- "This will…"
- "After this step…"

If emotional safety is missing:

- "You can change this anytime."
- "We'll never share this."
- "This won't affect your account."

If the CTA is unclear:

- “Get your quote”
- “Create your account”
- “Download your file”
- “Review your order”

If the copy is too long:

- Break into 2–3 short lines
- Use bullets
- Move secondary info below the main action

Now rewrite your copy here:

```
Rewrite Attempt #1:
_____
_____

Rewrite Attempt #2 (optional):
_____
_____
```

STEP 5 — VALIDATE THE REWRITE

Run your new copy through this quick clarity test.

Check all that apply:

Clarity

- ☐ The meaning is instantly clear
- ☐ The action is unambiguous
- ☐ The outcome is predictable

Context

- ☐ The user knows why this step exists
- ☐ No jargon or internal language

Emotional Safety

- ☐ No micro-anxieties remain
- ☐ The tone feels human and supportive

Scannability

- ☐ Short sentences
- ☐ Clear hierarchy
- ☐ Easy to skim

Predictive UX

- ☐ No surprises
- ☐ No hesitation points
- ☐ The next step is obvious

If you checked **80% or more**, your rewrite is solid.
If not, refine again using the templates.

WHY THIS WORKSHEET IS POWERFUL:

- It gives UX writers a **repeatable debugging system**
- It removes guesswork from rewriting
- It aligns with Predictive UX Intelligence
- It’s fast enough for daily use
- It’s structured enough for client workshops
- It turns rewriting into a **diagnostic process**, not a creative struggle

Micro-Anxiety Detector

Spot emotional friction before users feel it.

Micro-anxieties are the tiny, invisible fears that make users hesitate.
They're the earliest signals of friction — and the fastest way to lose trust.

This detector helps UX writers identify and eliminate micro-anxieties in any screen or flow.

HOW TO USE THIS TOOL

1. Look at a screen or piece of copy.
2. Scan the list of 12 micro-anxieties.
3. Check the ones that apply.
4. Use the "Fix-It Pattern" to remove the anxiety.
5. Re-read the screen to confirm emotional safety.

Takes **1–2 minutes** per screen.

THE 12 MICRO-ANXIETIES

Each includes: what it is, how it shows up, and how to fix it.

"Will this charge me?"

The fear of unexpected costs.

Shows up when:

- CTAs like “Continue” or “Submit”
- No price transparency
- No confirmation step

Fix-It Pattern:

- “You won’t be charged yet.”
- “You’ll review your total before paying.”

“Can I undo this?”

Fear of irreversible actions.

Shows up when:

- Account creation
- Deleting items
- Submitting forms

Fix-It Pattern:

- “You can change this anytime.”
- “You can undo this later.”

“Why do you need this information?”

Fear of hidden motives.

Shows up when:

- Asking for personal data
- Asking for permissions

Fix-It Pattern:

- “We need this to…”
- “This helps us…”

“Is this safe?”

Fear of risk, loss, or exposure.

Shows up when:

- Payment screens
- Uploading files
- Connecting accounts

Fix-It Pattern:

- “Your data stays private.”
- “We never store your files.”

“What happens next?”

Fear of the unknown.

Shows up when:

- Vague CTAs
- Multi-step flows
- No progress indicators

Fix-It Pattern:

- “Next, you’ll…”
- “This takes less than 2 minutes.”

“Am I making a mistake?”

Fear of choosing wrong.

Shows up when:

- Multiple options
- Complex settings
- No guidance

Fix-It Pattern:

- “You can change this later.”
- “Here’s the recommended option.”

“Is this the right place?”

Fear of being lost.

Shows up when:

- Unclear headings
- Generic page titles
- Unexpected layouts

Fix-It Pattern:

- Clear, direct headings
- “You’re editing your profile.”

“Do I have to do this now?”

Fear of forced commitment.

Shows up when:

- Mandatory fields
- Forced onboarding
- Required steps without explanation

Fix-It Pattern:

- “You can skip this for now.”
- “This helps us personalize your experience.”

“Will I lose my progress?”

Fear of wasted effort.

Shows up when:

- Multi-step forms
- Long inputs
- Navigation away from the page

Fix-It Pattern:

- “Your progress is saved automatically.”
- “You won’t lose your changes.”

“Is this going to take long?”

Fear of time cost.

Shows up when:

- No time estimate
- Long forms
- Multi-step flows

Fix-It Pattern:

- “This takes less than 2 minutes.”
- “Only 3 quick steps.”

“Am I giving too much?”

Fear of oversharing.

Shows up when:

- Asking for permissions
- Asking for personal details
- Asking for access

Fix-It Pattern:

- “We only use this for…”
- “You control what you share.”

“What if something goes wrong?”

Fear of errors or consequences.

Shows up when:

- Uploading files
- Connecting accounts
- Payment steps

Fix-It Pattern:

- “You can retry anytime.”
- “Nothing will be lost.”

THE 1-MINUTE SCAN METHOD

Use this quick scan on any screen:

✓ Step 1 — Read the screen once.

✓ Step 2 — Ask: “Where might a user hesitate?”

✓ Step 3 — Match the hesitation to one of the 12 micro-anxieties.

✓ Step 4 — Apply the Fix-It Pattern.

✓ Step 5 — Re-read for emotional safety.

This is the fastest emotional-friction detector UX writers will ever use.

WHY THIS TOOL IS POWERFUL

- UX writers rarely get emotional-clarity tools
- It’s simple, fast, and instantly useful
- It gives writers a new lens: *emotional foresight*
- It makes them look like clarity experts in front of clients
- It pairs beautifully with the Scorecard and Debugging Worksheet