PRACTICAL RESOURCE / OUTCOME DRIVEN

Activation friction map

Outcome Driven · Ashley Kays Rabbitt

Walk one new-customer journey step by step and mark where people hesitate, need help, or stop. Separate what you observed from what you suspect. A map is a starting point for research and testing, not proof of a cause.

1. Which journey and which customer?

One role, one entry point, one first useful result.

[Your notes]

2. List every step from signup to first value

Include waits, permissions, setup and messages-not just screens.

[Your notes]

3. Where have you seen people hesitate or stop?

Note the source: session, ticket, interview, event data.

[Your notes]

4. Where do you suspect friction but lack evidence?

Keep these separate from observations.

[Your notes]

5. What must exist before the first task works?

Data, teammates, integrations, approvals.

[Your notes]

6. Which single step will you investigate first, and why?

Choose the earliest consequential obstacle with the best evidence.

[Your notes]

7. What would show the change helped?

Event, eligible cohort and observation window.

[Your notes]