PRACTICAL RESOURCE / OUTCOME DRIVEN

First-value journey worksheet

Outcome Driven · Ashley Kays Rabbitt

Work on one customer, one scenario, and one first useful result. Mark assumptions clearly. A completed worksheet is a starting point for research and testing-not evidence of an improvement.

1. Who is this journey for?

Be specific about role, context, and eligibility.

[Your notes]

2. What promise brought them here?

Use the language they actually encountered.

[Your notes]

3. What would a useful first result look like?

Write it in the customer’s words.

[Your notes]

4. What observable behavior might indicate that result?

Define the event, unit, and observation window; note where the proxy is imperfect.

[Your notes]

5. What steps happen between arrival and first value?

Include pauses, errors, help, and recovery-not just the happy path.

[Your notes]

6. What friction have you actually observed?

Add a source or note ID. Separate evidence from guesses.

[Your notes]

7. What interface change or message might help?

Describe one specific intervention and its destination.

[Your notes]

8. When should the help or reminder stop?

Include completion, eligibility changes, and applicable suppression.

[Your notes]

9. How will you evaluate the change?

Define denominator, comparison, time window, and guardrails.

[Your notes]

10. Who owns the next step, and when will you review it?

Choose an accountable owner and a review date.

[Your notes]