
ILLUSTRATIVE SAMPLE

PRODUCT TEARDOWN REPORT

Northstar Tasks / Trial-to-activation flow

REVIEW SCOPE

Landing page → signup → first project

DELIVERY FORMAT

Evidence board + ranked fixes + quick wins

7/10

PRIMARY FLOW

AT A GLANCE

The product feels capable. The first win feels distant.

Northstar Tasks explains features clearly, but the journey asks new users to make several decisions before they see a useful result. The fastest improvement is to collapse setup into one guided first-project path and move proof closer to the primary call to action.

10**ACTIONABLE FINDINGS**

Across message, interaction, and accessibility

03**QUICK WINS**

Low-effort changes suitable for the next release

48h**DELIVERY WINDOW**

From confirmed scope and payment

TOP PRIORITIES

01 Make the first action singular

Use one primary CTA and defer secondary navigation until after intent is established.

02 Create a guided first project

Replace the blank setup screen with a short, opinionated path to a visible result.

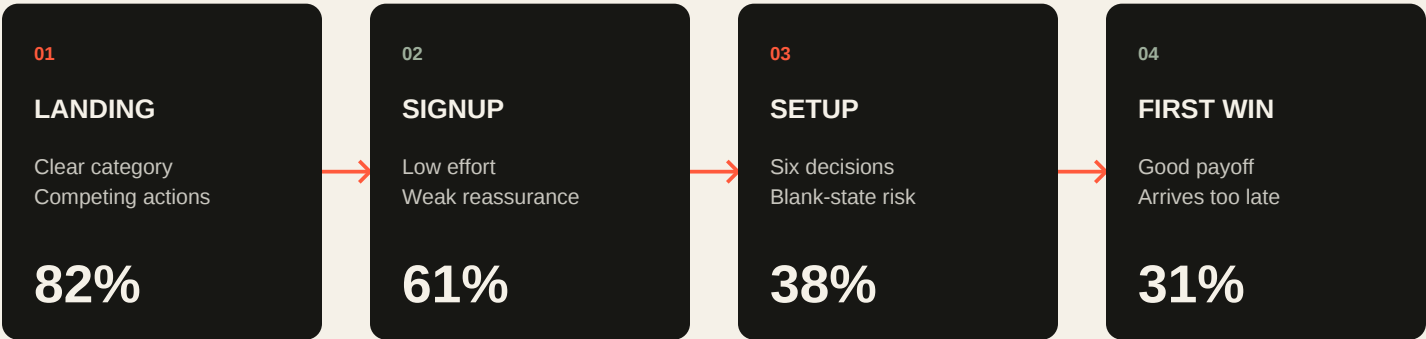
03 Show proof before commitment

Place a quantified outcome and customer example adjacent to the signup decision.

PRIMARY FLOW

Where momentum leaks

A compact evidence view of the trial-to-first-project journey.



ANNOTATED EVIDENCE

NORTHSTAR / NEW PROJECT

Create your first project

Choose a workflow, team, due date, labels, and owner.

Workflow

Team

Due date

Labels

CREATE

- A Decision load**
Six inputs before value creates unnecessary early friction.
- B No safe default**
A starter template would turn setup into review-and-confirm.
- C Payoff is hidden**
Preview the board that appears after creation.

RECOMMENDATION

Start every new user with a pre-filled project named “Launch plan.” Let them edit it after the first board is visible.

RANKED FINDINGS

Specific enough to build from

Each issue pairs observed friction with a concrete change and effort signal.

01	HIGH	The primary CTA competes with navigation Keep one dominant action above the fold; render secondary destinations as quiet text links.	IMPACT HIGH EFFORT LOW
02	HIGH	Outcome proof appears below the first decision Move the 32% cycle-time result and one customer quote beside the signup CTA.	IMPACT HIGH EFFORT LOW
03	MED	Signup gives no privacy reassurance Add one sentence explaining data use and that no credit card is required.	IMPACT MED EFFORT LOW
04	HIGH	Setup requires six choices before value Provide an opinionated starter template and defer optional fields until after creation.	IMPACT HIGH EFFORT MED
05	MED	The progress indicator describes pages, not value Rename steps around outcomes: Account, First project, Invite team.	IMPACT MED EFFORT LOW

RANKED FINDINGS

Specific enough to build from

Each issue pairs observed friction with a concrete change and effort signal.

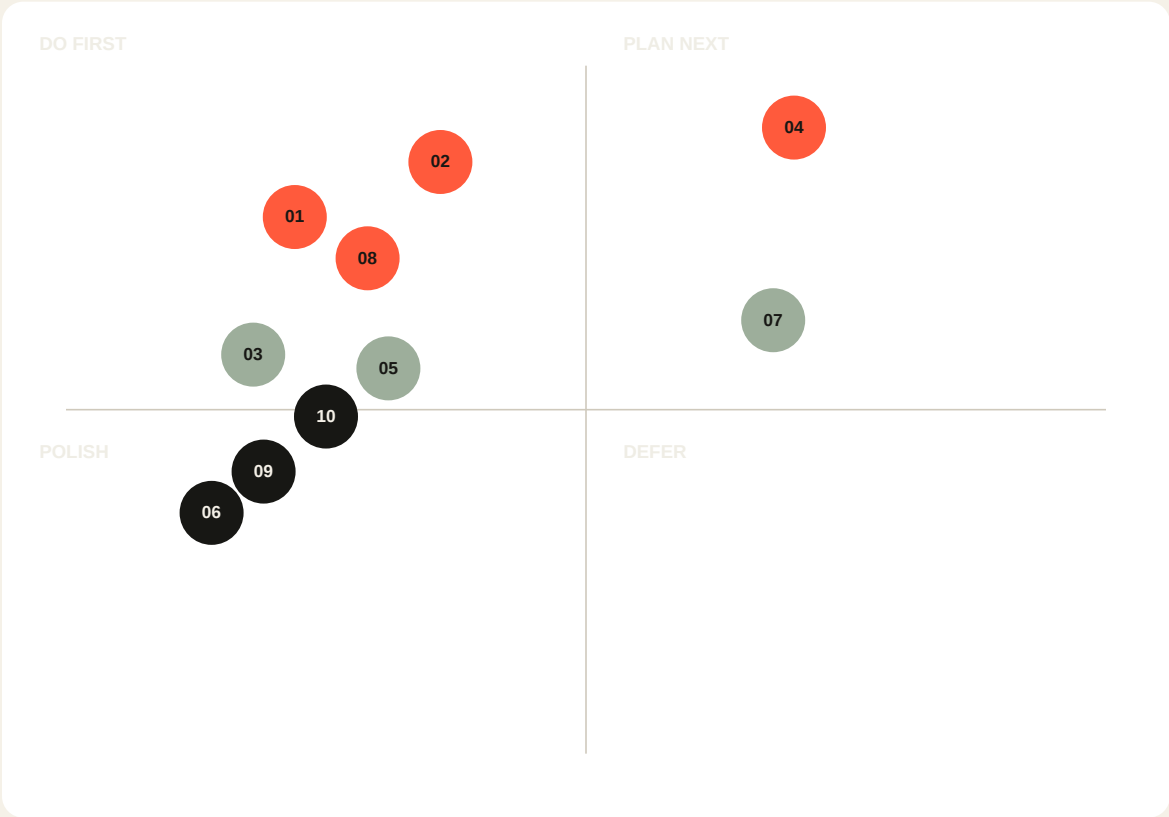
06	QUICK	Empty-state copy repeats the button label Use the empty state to explain what will happen next and show an example card.	IMPACT MED EFFORT LOW
07	MED	Form errors rely on color alone Pair color with inline text and an error summary that receives keyboard focus.	IMPACT HIGH EFFORT MED
08	HIGH	Mobile CTA drops below a tall hero image Place the action before the image at narrow widths and keep it visible in the first viewport.	IMPACT HIGH EFFORT LOW
09	QUICK	Button language changes across the flow Use “Create project” consistently instead of mixing Start, Continue, and Finish.	IMPACT MED EFFORT LOW
10	QUICK	Success has no next-best action After creation, offer one guided action: add the first task.	IMPACT MED EFFORT LOW

ACTION PLAN

Fix sequence, not feature pile

Start with changes that shorten time-to-value without requiring a redesign.

HIGHER IMPACT



LOWER EFFORT

HIGHER EFFORT

THREE QUICK WINS

01

Unify CTA language

Use "Create project" from landing page through success.

02

Add proof near signup

Move one outcome metric and quote into the decision area.

03

Guide the empty state

Preview the first task and make it the only next action.

IMPLEMENTATION HANDOFF

A one-sprint path forward

Ordered to reduce risk and make the impact of each change observable.

ORDER	CHANGE	OWNER	SUCCESS SIGNAL
01	Single primary CTA + nearby proof	Design / Copy	Signup CTA click-through
02	Pre-filled first-project template	Product / Eng	Project creation rate
03	Accessible form-error states	Eng / QA	Error recovery rate
04	Guided post-create action	Product / Eng	First-task completion
05	Mobile first-viewport CTA	Design / Eng	Mobile signup starts

WHAT A PAID TEARDOWN INCLUDES

Evidence, priority, and a clear next move.

A recorded walkthrough, annotated screenshots, at least 10 actionable findings, three quick wins, a ranked implementation plan, and one clarification pass — delivered in 48 hours.

\$129 FIXED / JOSHUA B. / 48-HOUR PRODUCT TEARDOWN

This document is an illustrative sample created for a fictional product. It demonstrates format and depth; it does not represent a completed client engagement or measured production data.