

Clarity Page Prioritization

⌚ approx. 20 min

Module: Clarity as a Behavioral Lens

Type: worksheet

Task: List the five most important pages in your shop. Rate each one by monthly traffic, business relevance, and how unclear user behavior is on that page. Then pick the top 2 pages for your first Clarity analysis.

Work areas

- ☐ List the five most important pages in your shop. Rate each one by monthly traffic, business relevance, and how unclear user behavior is on that page. Then pick the top 2 pages for your first Clarity analysis.

1. Which page in my shop would I most like to "watch in action"?

2. What assumption about my customers could Clarity prove wrong?

3. How quickly do I currently get qualitative insights on new pages?

How to use this worksheet: Print it out or fill it in digitally. Complete the fields during or right after the module - that turns theory into concrete action for your shop.