

Worksheet 4: Friction Finder & Fixer

Purpose: Make your funnel smooth and easy to complete

Mobile Experience Test

Go through your funnel on your phone and check:

Checkout Page:

- ☐ Order bump visible without scrolling too far
- ☐ Checkbox easy to tap
- ☐ Price clearly visible
- ☐ Button large and obvious
- ☐ Text readable without zooming

Upsell Page:

- ☐ Headline reads instantly
- ☐ Main button large and clear
- ☐ Paragraphs short and skimmable
- ☐ Bullets stand out visually
- ☐ "No thanks" option easy to find

List 3 things that felt awkward or unclear:

1. _____
2. _____
3. _____

One-Click Upsell Check

Test your upsell flow:

- ☐ Payment info saved after first purchase
- ☐ Clicking "Yes" works without re-entering card
- ☐ No confusing error messages
- ☐ Clear confirmation of what was charged

Near the button, do you have reassurance text?

Examples: "Added to your existing order" / "No need to re-enter payment"

- ☐ Yes, I have this
- ☐ No, I need to add this

Trust Signal Audit

On your upsell page, are these visible near the button?

- ☐ Refund policy reminder
- ☐ Same guarantee as main offer
- ☐ Clear pricing (one-time vs recurring)
- ☐ Contact/support option mentioned

Add 2 trust lines I'll include:

1. _____
2. _____