FE2 ESSENTIALS

Remove the hurdles worksheet

FE2

fe2.biz/essentials/#remove-the-hurdles

Part A: watch someone who has never used your business sign up. Say nothing, and write down every place they pause.

Business: Person observed: Date:

Step	Where they paused or got confused	What they said	Minutes taken

Questions to ask afterwards

- What was the hardest part?
- Was there anything you weren't sure about?
- What did you expect to happen next?

Remove the hurdles worksheet

Part B: list every step between "yes" and first result. Beside each, write what would break if you removed it or moved it to later.

#	Setup step	Needed right now? (Y/N)	What would break if we removed it or moved it later?	Keep / Move / Remove

Part C: changes to hand over

Describe the outcome you want. Give this list to whoever manages your product, website or booking system.

Change we want	Who will do it	By when	Done