THE EXECUTIVE UX SCORECARD

& ROI CALCULATOR TEMPLATE

Made for: C-suite founders, startup leaders, UX/Product heads **Goal:** Turn "UX is subjective" into a monthly decision system **By:** UXGen Studio

If you can't score it, you can't defend it. And if you can't defend it, it won't get funded.

What you'll get inside:

- A simple Executive UX Scorecard (copy-paste ready)
- A UX ROI calculator (conversion lift + cost savings + risk)
- A 60-minute leadership workshop script to align everyone

How to use this PDF: Use it as a working doc. Don't "read and forget." Pick one journey. Score it. Fix it. Track it.

Why this exists

Let me guess what your meetings look like.

Someone says: "This UX is not good." Someone replies: "No, it's fine. I like it." Then the highest-paid opinion wins. And the product ships.

Next month:

- conversion doesn't move
- support tickets keep coming
- churn stays the same
- and everybody acts surprised

Here's the truth: **UX isn't subjective. Your decision system is.**

Executives don't buy "nice UI." They buy:

growth	risk reduction	lower operational cost	faster adoption

This scorecard helps you speak that language without faking numbers.

What a "UX Scorecard" actually means (simple)

A scorecard is NOT:

- a design review checklist
- a "pixel perfect" debate document
- a pretty dashboard with 30 metrics

A scorecard IS:

- a small set of signals that show whether users are succeeding
- tied directly to business outcomes (revenue, retention, cost, risk)
- reviewed monthly with actions and owners

📝 **The only rule:** If a metric doesn't help a decision, remove it.

The Executive Scorecard (1-page template)

Executive UX Scorecard (Monthly)

Product / Area: [ ] **Month:** [ ] **Owner:** [ ] **Top business goal this quarter:** [Revenue / Retention / Cost / Risk] **Critical journeys we're scoring:** (max 3)

Journey	User Success Metric	Business Metric	Baseline	Current	Target	Status	Next Action
Example: Checkout	Task success %	Conversion %	62%	71%	78%	🟡	Fix step 3 errors
[Journey 1]	[Success / Time / Error / Confidence]	[Conversion / Activation / Churn / Tickets]				🔴🟡🟢	
[Journey 2]						🔴🟡🟢	
[Journey 3]						🔴🟡🟢	

Status rule:

- 🔴 Red = user failure or business leak is active
- 🟡 Yellow = improving but not stable
- 🟢 Green = stable + trending right

> **Stop here. This is enough to run leadership reviews.**

The 4 UX metrics that don't get argued with

If you're measuring UX, start with these. They work everywhere.

1 — Task Success Rate

Can users complete the job without help? **Good for:** checkout, onboarding, setup flows, internal tools

2 — Time on Task

How long does it take to reach the outcome? **Good for:** onboarding, configuration, complex forms

3 — Error Rate

How often do users make mistakes, get stuck, or retry? **Good for:** forms, multi-step flows, permissions, payments

4 — Confidence (or "I'm sure this will work")

Do users feel safe clicking? **Good for:** pricing, plan selection, payments, security-related actions

> **Quick note:** Pick **1–2 UX metrics per journey**. Not all four. Too many metrics = no decisions.

Mapping UX → Business outcomes

Here's the simple translation.

1 If the business goal is REVENUE:

Track:

- conversion rate (lead → signup → paid)
- drop-offs at high intent steps
- plan selection errors
- payment failures

UX levers:

- reduce friction
- reduce confusion
- increase trust at decision moments

2 If the business goal is RETENTION:

Track:

- activation rate (first value moment)
- time-to-first-value
- D7 / D30 retention
- feature adoption

UX levers:

- reduce setup pain
- guide users to value faster
- reduce "I don't get it" moments

3 If the business goal is COST:

Track:

- support tickets per 1,000 users
- onboarding-related tickets
- time to resolve

UX levers:

- prevent avoidable confusion
- better self-serve
- better error recovery

4 If the business goal is RISK:

Track:

- refunds, chargebacks, cancellations
- compliance incidents
- escalations

UX levers:

- reduce irreversible mistakes
- make choices clear
- add friction only where it protects the user

The ROI Calculator

This is the ROI model that doesn't sound like marketing.

ROI = (Benefit – Cost) / Cost

You can calculate benefit from three buckets:

A) Conversion Lift (Revenue)

Inputs:

- Monthly users / sessions: [ ]
- Current conversion rate: [ ]
- Expected conversion lift: [ ] (be conservative)
- Avg profit per conversion (or contribution margin): [ ]

Formula:

- Extra conversions = traffic × (new CR – current CR)
- Monthly benefit = extra conversions × profit per conversion

> 🗒 **Example (simple):**
>
> - 100,000 sessions/month
> - CR 2.0% → 2.3% (0.3% lift)
> - 300 extra conversions
> - ₹2,000 profit each = ₹6,00,000/month benefit

B) Support Cost Savings (Operations)

Inputs:

- Monthly tickets: [ ]
- Reduction expected: [ ]
- Cost per ticket: [ ]

Formula:

- Tickets saved = tickets × reduction %
- Monthly benefit = tickets saved × cost per ticket

Calculate your ROI with confidence

Use conservative ranges to build credibility with leadership. Real numbers beat guesswork every time.

C) Risk Reduction (Refunds / Escalations)

This is often ignored, but CEOs get it instantly.

Inputs:

- Monthly refunds/chargebacks: [ ]
- Expected reduction: [ ]
- Avg cost per incident (refund + ops time + reputation hit): [ ]

Formula:

- Incidents saved × cost per incident

Total Monthly Benefit = A + B + C
Total Project Cost = UX work + dev time + tooling + research
ROI % = (Total benefit – cost) / cost

> 🗋 **Honesty rule (important):** Use ranges:
>
> - conservative
> - realistic
> - aggressive
>
> That makes you sound credible, not salesy.

What to measure first (the "no politics" method)

If you're confused about where to start, do this:

01

Pick one journey

Choose the journey that:

- touches revenue directly OR
- creates the most support pain OR
- blocks activation

Examples:

- pricing → checkout
- onboarding → first success moment
- setup/configuration
- renewal/cancellation flows

02

Pick the "1 metric that matters"

Ask: "If this improves, will leadership care?" Examples:

- conversion rate
- activation rate
- ticket volume
- churn

03

Add 1 UX metric to explain why

Examples:

- error rate on step 3
- time-to-value in onboarding
- task success in setup

04

Run a baseline check

You need a "before" number. Otherwise every improvement becomes a belief.

Mini example scorecard
Example: B2B SaaS Trial → Paid

Problem: trial signups happen, paid conversion is stuck **Leadership assumption:** "Pricing is the issue" **Scorecard approach:** "Let's test the user journey first."

Journey scored: Trial setup → first value moment **UX metric:** task success + time-to-first-value **Business metric:** trial-to-paid conversion

Journey	UX Metric	Business Metric	Baseline	Current	Target	Status	Next Action
Trial setup	Task success	Trial→Paid	52%	61%	70%	🟡	Fix permission confusion
First value	Time-to-value	Activation	18 min	11 min	8 min	🟡	Reduce steps, add guided defaults

What changed: Not "UI polish." We removed rework loops and clarified decisions.

Executive takeaway: We stopped guessing. We started measuring.

The 60-minute leadership workshop

Use this to align founders, product, design, engineering, growth.

Workshop goal:

Agree on:

- the 3 journeys that matter
- the scorecard metrics
- what "green" means
- who owns what

Agenda (60 mins)

1 0–10 mins: Business goal clarity

- What's the #1 business goal this quarter?
- What's blocking it right now?

2 10–25 mins: Journey selection

- Pick top 3 journeys tied to that goal
- Rank by impact and pain

3 25–40 mins: Metric selection

For each journey:

- 1 business metric
- 1 UX metric
- define baseline and target

4 40–55 mins: Ownership + cadence

- Who owns the metric movement?
- What will be reviewed monthly?
- What decisions will be made from this?

5 55–60 mins: Commit

- One journey starts this week.
- Baseline captured in 7 days.

> **Rule:** If you leave the meeting without owners and next actions, the scorecard dies.

Common traps (and how to avoid them)

1 — Trap 1: Measuring too much

If everything is a priority, nothing moves. Keep it to **3 journeys max**.

2 — Trap 2: No baseline

Without "before," your "after" is a story.

3 — Trap 3: UX metrics without business metrics

That's how UX becomes "interesting but optional."

4 — Trap 4: Business metrics without UX metrics

That's how you blame marketing, pricing, or sales forever.

5 — Trap 5: No monthly review

A scorecard is not a document. It's a habit.

Why UXGen Studio (and what you can do next)

I'll be direct. Most teams don't need more opinions. They need a system.

What UXGen Studio helps you install:

- Executive UX Scorecard (the one you can actually run monthly)
- Journey benchmarking (task success, errors, time-to-value, confidence)
- ROI framing that leadership trusts (conservative ranges, not hype)
- An executive report that forces action (owners, priorities, impact)
- A clear roadmap: what to fix first for revenue + risk

A realistic "what we often see" outcome:

When teams install scorecards properly, they usually unlock:

- fewer high-intent drop-offs (conversion lifts)
- fewer avoidable tickets (cost savings)
- fewer user mistakes (risk control)
- clearer roadmap decisions (less politics)

Your next step (choose one):

Option A:

Use this template internally this week Pick one journey, capture baseline, run the first scorecard review.

Option B:

If you want us to run it with you Book a "Scorecard Setup Call" with UXGen Studio. We'll map your top journeys, define metrics, and give you a clean 30-day plan.

🗒 **Bonus:** If you came from the blog, ask for the "Exec Scorecard Kit" and I'll share the editable sheet + example scorecards.

30 Min FREE! UX Service Support Call Offer

As a thank-you for reading this document, we offer a complimentary 30-minute UX strategy consultation for teams serious about reducing churn and boosting retention.

Book your FREE session now

Let's Connect

If you found this article valuable, imagine what a tailored engagement could do for your product.

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