DELIVERABLES · COMPLETE

Every file, and what it is for

Forty-two files. No filler, no stock assets, no upsell.

The kit is not a folder of loose documents. Each file has a job in the same sequence: scope the work, score the evidence, write the report, present it, hand it off, then sell the next one. This is the complete breakdown, including format and page count.

MODULE	FILE	FORMAT	PP	JOB	WHAT IT DOES
00 Start Here	**Quick Start Guide**	PDF	8	Orientation	Day-one instructions, file map, licence terms.
00 Start Here	**Quick Start Guide Editable**	DOCX	8	Orientation	Rebrandable version with your logo and colours.
01 Scoping and Proposal	**Audit Proposal Template**	PDF	7	Commercial	Three-tier priced proposal with exclusions and signature block.
01 Scoping and Proposal	**Audit Proposal Template Editable**	DOCX	7	Commercial	Editable proposal for your own rate card.
01 Scoping and Proposal	**Scoping Worksheet**	PDF	5	Commercial	Journeys, stakeholders, access, timeline, budget.
01 Scoping and Proposal	**Scoping Worksheet Editable**	DOCX	5	Commercial	Fillable scoping sheet.
01 Scoping and Proposal	**Statement of Work**	PDF	4	Commercial	Deliverables, acceptance, change control, IP, payment.
01 Scoping and Proposal	**Statement of Work Editable**	DOCX	4	Commercial	Contract-ready SOW.
02 UX Review Framework	**40 Criterion Rubric**	PDF	7	Instrument	40 criteria, 8 dimensions, written 0 and 4 anchors.
02 UX Review Framework	**40 Criterion Rubric Editable**	DOCX	7	Instrument	Adapt the criteria to a sector or product type.
02 UX Review Framework	**Field Checklist Pack**	PDF	6	Instrument	Printable fieldwork sheets and reconciliation log.
02 UX Review Framework	**Field Checklist Pack Editable**	DOCX	6	Instrument	Editable fieldwork pack.
02 UX Review Framework	**UX Audit Master Workbook Dark**	XLSX	—	Instrument	20 linked tabs, live scoring, prioritisation engine.
02 UX Review Framework	**UX Audit Master Workbook Light**	XLSX	—	Instrument	Same model, light theme for print and screen-share.
03 Report Structure	**Executive Report Template**	PDF	10	Report	Complete sample report: cover to appendix.

MODULE	FILE	FORMAT	PP	JOB	WHAT IT DOES
03 Report Structure	**Executive Report Template Editable**	DOCX	10	Report	Editable report with your findings.
03 Report Structure	**Report Writing Guide**	PDF	5	Report	Observation, evidence, consequence, recommendation.
03 Report Structure	**Report Writing Guide Editable**	DOCX	5	Report	Editable writing guide.
03 Report Structure	**Executive Deck 18 Slides**	PPTX	18	Report	Widescreen readout deck, pre-laid-out.
04 Presentation and Handoff	**Presentation Playbook**	PDF	5	Delivery	45-minute structure and defensive-stakeholder handling.
04 Presentation and Handoff	**Presentation Playbook Editable**	DOCX	5	Delivery	Editable playbook.
04 Presentation and Handoff	**Client Handoff Checklist**	PDF	5	Delivery	What must be true before an engagement closes.
04 Presentation and Handoff	**Client Handoff Checklist Editable**	DOCX	5	Delivery	Editable checklist.
05 Client Outreach Pack	**Discovery Call Prompts**	PDF	8	Pipeline	Qualify budget, authority and urgency.
05 Client Outreach Pack	**Discovery Call Prompts Editable**	DOCX	8	Pipeline	Editable prompt set.
05 Client Outreach Pack	**Pitch Email Scripts**	PDF	6	Pipeline	Cold, warm and referral sequences.
05 Client Outreach Pack	**Pitch Email Scripts Editable**	DOCX	6	Pipeline	Editable scripts.
05 Client Outreach Pack	**Follow Up Checklist**	PDF	6	Pipeline	Seven-touch cadence to a signed SOW.
05 Client Outreach Pack	**Follow Up Checklist Editable**	DOCX	6	Pipeline	Editable follow-up system.
06 Delivery Clarity Pack	**01 Presentation Framework**	PDF	7	Delivery	Slide-by-slide readout structure with notes.
06 Delivery Clarity Pack	**01 Presentation Framework Editable**	DOCX	7	Delivery	Editable framework.
06 Delivery Clarity Pack	**02 Prioritisation Roadmap**	PDF	7	Delivery	Impact × effort, sequenced now/next/later.
06 Delivery Clarity Pack	**02 Prioritisation Roadmap Editable**	DOCX	7	Delivery	Editable roadmap.
06 Delivery Clarity Pack	**03 Handoff Checklist**	PDF	6	Delivery	Engineering-ready handoff with acceptance criteria.
06 Delivery Clarity Pack	**03 Handoff Checklist Editable**	DOCX	6	Delivery	Editable handoff pack.
07 Workshop Templates	**KM Pro UX Workshop Board Full**	PNG	—	Bonus	High-resolution FigJam journey-mapping board.
07 Workshop Templates	**KM Pro Brand Workshop Board Full**	PNG	—	Bonus	Brand and positioning workshop board.

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07 Workshop Templates	**KM Pro UX Brand Workshop Templates**	JAM	—	Bonus	Importable FigJam file, blank and filled.
07 Workshop Templates	**README**	MD	—	Bonus	Import, duplicate and licence instructions.
08 Checkout Flow Files	**KM 10K UX Audit Check Out Flow**	FIG	—	Bonus	Editable Figma checkout flow, 10 screens.
08 Checkout Flow Files	**KM 10K UX Audit Check Out Flow**	PDF	10	Bonus	Annotated ten-page walkthrough of the same flow.
08 Checkout Flow Files	**README**	MD	—	Bonus	How to reuse the flow as a teaching artefact.

Formats: PDF for reading and sending, DOCX for editing and rebranding, XLSX for the live scoring model, PPTX for the readout, PNG and JAM for workshop boards, FIG for the Figma source. Every PDF has an editable counterpart except the two bonus packs, which are supplied as source files instead.