CONTENTS · COMPLETE

Everything in the kit

Seven modules, two bonus packs, thirty-five core files and 102 designed pages.

This is the full table of contents, not a summary. Every file is listed with its format, its page count and what it is actually for. If a file is not on this list, it is not in the kit.

MODULE 00 — Start Here — Orientation, the licence, the ten-day path

Quick Start Guide	PDF · DOCX	8 pp	The whole method on eight pages: what to do on day one, which file to open first, and how the modules connect.

MODULE 01 — Scoping & Proposal — Win the engagement before you audit it

Audit Proposal Template	PDF · DOCX	7 pp	A priced, scoped proposal with three tiers, exclusions, assumptions and a signature block.
Scoping Worksheet	PDF · DOCX	5 pp	The questions that decide the shape of the audit: journeys, stakeholders, access, timeline, budget.
Statement of Work	PDF · DOCX	4 pp	The contractual layer: deliverables, acceptance, change control, IP and payment terms.

MODULE 02 — UX Review Framework — The instrument that produces evidence

40 Criterion Rubric	PDF · DOCX	7 pp	Forty criteria across eight dimensions, each with a written 0 anchor and 4 anchor so two reviewers land in the same place.
Field Checklist Pack	PDF · DOCX	6 pp	The printable fieldwork sheets: journey capture, evidence log, severity call, reviewer reconciliation.
UX Audit Master Workbook — Dark	XLSX	—	Twenty linked tabs: setup, journey inventory, evaluation, evidence library, dashboard, findings, prioritisation, roadmap, impact.
UX Audit Master Workbook — Light	XLSX	—	The same model in a light theme for printing and screen-sharing with clients.

MODULE 03 — Report Structure — Turn findings into a decision document

Executive Report Template	PDF · DOCX	10 pp	A complete ten-page sample report — cover, summary, scope, health score, findings, recommendations, roadmap, limitations.
Report Writing Guide	PDF · DOCX	5 pp	How to write a finding an executive will act on: observation, evidence, consequence, recommendation, effort.

Executive Deck — 18 Slides	PPTX	—	A widescreen presentation with the scorecard, the matrix and the roadmap already laid out.

MODULE 04 Presentation & Handoff — Deliver it without losing the room

Presentation Playbook	PDF · DOCX	5 pp	The 45-minute structure, the five questions you will be asked, and how to handle a defensive stakeholder.
Client Handoff Checklist	PDF · DOCX	5 pp	Everything that must be true before you call an engagement closed.

MODULE 05 Client Outreach Pack — Fill the pipeline

Discovery Call Prompts	PDF · DOCX	8 pp	A question set that qualifies budget, authority and urgency without feeling like an interrogation.
Pitch Email Scripts	PDF · DOCX	6 pp	Cold, warm and referral sequences with subject lines and follow-up cadence.
Follow-Up Checklist	PDF · DOCX	6 pp	The seven-touch sequence that turns a maybe into a signed statement of work.

MODULE 06 Delivery Clarity Pack — The second engagement, sold by the first

01 Presentation Framework	PDF · DOCX	7 pp	A slide-by-slide structure for the readout, with speaker notes.
02 Prioritisation Roadmap	PDF · DOCX	7 pp	Impact against effort, scored and sequenced into now, next and later.
03 Handoff Checklist	PDF · DOCX	6 pp	The engineering-ready handoff: acceptance criteria, edge cases, open questions.

MODULE 07 Bonus — Workshop Templates — Run the room, not just the audit

UX Workshop Board — Full	PNG	—	A high-resolution FigJam board for journey mapping and finding synthesis.
Brand Workshop Board — Full	PNG	—	The companion board for brand and positioning workshops.
Workshop Templates	JAM	—	The importable FigJam file, blank and filled, ready to duplicate into a client workspace.
README	MD	—	How to import, duplicate and licence the boards.

MODULE 08 Bonus — Checkout Flow Pack — A worked example, end to end

Checkout Flow — Figma Source	FIG	—	The editable Figma file for a ten-screen checkout, annotated with the criteria it satisfies.
Checkout Flow — Annotated PDF	PDF	10 pp	The same flow as a ten-page annotated walkthrough, screen by screen.
README	MD	—	What the pack demonstrates and how to reuse it as a teaching artefact.

TOTAL	42 files · 35 core + 7 bonus assets	**112 pp**	102 designed pages excluding the 10-page checkout walkthrough