

# Example Ranked Fix List

A sample prioritized issue list using impact, confidence, effort, and risk.

1	Add sizing proof above product-page fold	9.5	High impact, strong support-ticket evidence, low implementation risk.
2	Move shipping and return clarity near add-to-cart	8.3	Reduces checkout surprise before the shopper reaches cart.
3	Create paid landing page for hero campaign	7.4	Improves message match for highest-spend traffic.
4	Remove overlapping mobile popup stack	6.8	Quick mobile friction reduction with low brand risk.
5	Rebuild review filters around buyer objections	5.9	Helpful, but requires review-tag cleanup.

Decision quality note

Example decision: start with fixes that combine strong evidence, commercial impact, and low execution risk.