

Example Weak vs Strong Audit Notes

Annotated example showing the difference between vague audit notes and decision-ready evidence.

Weak	Product page needs work	Not useful	No metric, proof, owner, or decision.
Strong	Top paid PDP ATC is 3.8% vs 6.1% category average	Useful	Metric and segment are named.
Weak	Checkout seems confusing	Not useful	No scenario or failure mode.
Strong	Mobile discount checkout fails for expired code and unclear error	Useful	Scenario and fix path are named.
Strong output	Fix, research task, guardrail, or standard	Decision-ready	Every note must move somewhere.

Decision quality note
Example standard: a good audit note helps the team decide what to do next.