

BDX Behavioral Experience Scorecard (v1)

Elevate & Prioritize UX with Behavioral Insights

Project / Target Name

1. User Behavior Snapshot

Describe the user and task. Base entries on research and identify assumptions or unknowns. Use this PDF for handwritten entries; the workbook provides linked fields, dropdowns and automatic calculations.

User Type / Persona

Who is this assessment about? A role or user group is enough. Use a persona if one exists.

Triggers Present

What cues the action? Include external prompts (a notification or request) and internal cues (a need, feeling or habit). Name the action.

Core Goals & Motivations

What is the user trying to accomplish, and why does it matter to them?

Primary Tasks / Journeys

What activities or sequence are we examining? Keep this specific to the project or target.

Emotional Drivers

What emotional needs shape the experience? Consider trust, security, control, curiosity or delight. Distinguish research from assumptions.

Friction Points Identified

What obstacles, uncertainty or unnecessary effort have been identified? Describe the situation and its effect.

Discovery & Research Context

Inquiry Type / Source

Which methods and sources informed this assessment? Include study names or links.

Participants / Context

Who was involved, and in what setting or usage scenario? Include relevant sample and device details.

Key Observations

What behaviors, patterns or barriers stood out? Separate what happened from your interpretation.

Limitations / Open Questions

What gaps, constraints or unanswered questions affect this assessment?

Researcher Notes

Reflection, conflicting findings or additional background.

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2. Behavioral UX Evaluation

Rate experience support in the context on page 1. Higher always means better support.
1 Absent/obstructive 2 Limited 3 Partial 4 Substantial 5 Strong. Use Not assessed or Not applicable; explain N/A in notes.

Behavioral Dimension	Score	Insights / Notes	Follow-up?
Behavioral Friction			
Clarity of Intent Can users understand the next step, available choices and system status?			
Friction & Load Does the experience reduce unnecessary cognitive, physical and emotional effort?			
Error Recovery & Safety Can users recognize and correct mistakes, and avoid harmful consequences?			
Motivation Alignment			
Motivation Alignment Does the experience support the goals and motivations identified on page 1?			
Habit Loop Support Where recurrence is useful, do cues and feedback support the user's routine?			
Emotional Resonance Does the experience address the emotional drivers identified on page 1?			
Contextual Personalization			
Personalization Relevance Does any adaptation fit the user's needs and context while preserving control?			
Behavior Nudges Do prompts guide useful actions at appropriate moments while preserving choice?			
Decision Support Can users understand the information and make an informed decision?			
Adaptive Feedback & Optimization			
Feedback & Response Is feedback timely and useful, explaining what happened and what to do next?			
Trust & Transparency Can users understand system behavior, data use and important uncertainty?			
Accessibility & Inclusion Does the experience support the access needs evaluated? Note untested needs or technologies.			

Follow-up: Yes / No / Undecided. Notes: observation or source, effect on the user, and uncertainty.

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3. AI + Personalization Insights

Optional: start with a page-2 finding and compare a simpler change with AI or personalization. Skip areas that do not fit.
Note data needs, uncertainty and user control. Name the page-1 goal and relevant dimension. Impact and priority belong on page 4.

Opportunity Area	Current Situation / Possible Improvement	User Goal / Behavior Supported	Explore Further?
Personalized Data Entry Could relevant, permitted information reduce repeated entry while allowing review and correction? Prefilling may not require AI.			
Predictive Guidance Could anticipating a next step help? What information would make the suggestion reliable?			
Contextual Nudges Would a timely cue help users act toward their goal without unnecessary interruption or pressure?			
Conversational Support Would dialogue help users complete or understand the task better than ordinary interface guidance?			
Delay Anticipation Would explaining progress, likely delays or the next update help? Predictions need a credible basis.			

Explore further: Yes = carry forward for prioritization. No = not pursuing now. Undecided = investigate before deciding.

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4. Opportunity Prioritization Matrix

Bring forward page-2 follow-up and selected page-3 proposals. Include research, UX, workflow and AI opportunities.
Estimate effort and expected behavioral impact relative to this project. Explain evidence, uncertainty, dependencies and risks.

Opportunity / Proposed Change	Estimated Effort	Expected Behavioral Impact	Priority	Notes / Rationale

Effort / impact: Low, Medium, High or Unknown. Estimates are judgments, not measured outcomes.
Priority: Now, Next, Later, Investigate or Undecided. Serious safety or accessibility concerns can outweigh convenience.

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5. Summary

Behavioral UX Score / 5

Mean of rated dimensions, rounded to one decimal. Complete all twelve dimensions first. Exclude justified N/A; never count unknowns as zero.

With twelve ratings: total / 12. Example: 32 / 12 = 2.7. A practitioner estimate of support for user needs, not an industry benchmark.

Rated	Not assessed	Not applicable	Needs review

Use this for: Benchmarking, before-and-after comparisons, and tracking over time. Report progress with coverage, key findings and limits to teams or leadership.

Use comparable scope, criteria, evidence methods and reviewer calibration. Score changes are not measured user outcomes or proof of system readiness.

Top 3 Priorities

Choose up to three opportunities from the matrix in your preferred order. Carry across the priority and rationale.

Rank	Selected Opportunity	Priority	Why It Matters
1			
2			
3			

Suggested Next Steps

Who will act next, and what needs to be learned or confirmed to investigate, design or test the selected opportunities?

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Using the BDX Scorecard

 One scorecard covers one project or target. Start with the user snapshot and research context. Evaluate the experience, explore AI only where relevant, prioritize opportunities, then agree next steps in the summary.

Rate the experience

Rate support provided by the experience, not the person. Higher always means better support, including reduced Friction & Load.

1 - Absent / obstructive	Relevant support is absent or blocks the task.
2 - Limited	Some support exists, but material obstacles remain.
3 - Partial	Support works in some reviewed conditions but is inconsistent.
4 - Substantial	Support works across reviewed conditions with limited gaps.
5 - Strong	Support is consistently demonstrated in the stated reviewed scope.

In Insights / Notes, record the observation or source, its effect on the user, and important uncertainty. A brief note or source reference is enough.

Handle unknowns honestly

Not assessed means the dimension has not been evaluated. It is not a poor score. Not applicable means it does not fit this assessment; explain why in the notes.

Keep untested ideas in the notes. Do not score a hypothesis as an observed finding. A missing habit loop or AI capability is not automatically a weakness.

Follow-up needed? Yes means research, design work or validation is needed. No means none identified in this scope. Undecided means the question is still open. Follow-up is separate from priority.

Choose priorities

Bring forward page-2 follow-up and relevant page-3 proposals. Estimate effort and expected behavioral impact relative to the project. Unknown is valid.

Now: address first. Next: follow current work. Later: defer. Investigate: resolve uncertainty before committing. Undecided: not yet prioritized.

Explain the evidence, uncertainty, dependencies and risks. Estimates are not results. A low rating does not automatically establish high priority.

Read the summary

The mean appears after all twelve dimensions are reviewed. Exclude justified N/A; unknowns never count as zero. With twelve ratings: total / 12. Example: 32 / 12 = 2.7.

All-N/A has no score. Needs review flags invalid ratings or unexplained N/A. Select up to three opportunities; the matrix supplies priority and rationale.

Use this for: Benchmarking, before-and-after comparisons, and tracking over time. It estimates support for user needs. Report progress with coverage, findings and limits. Keep scope, criteria, evidence methods and reviewer calibration comparable; disclose changes. Score changes are not measured user outcomes, industry norms or proof of system readiness.

Facilitation: assess independently, then discuss differences using evidence. Include relevant user perspectives and product, design and technical expertise. A student can start with one observed task and leave other dimensions unassessed. A focused review need not produce an overall score.

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Behavioral Design & AI Considerations



Use models to ask better questions

Fogg Behavior Model: examine motivation, ability and the prompt at a specific action. Is the task worthwhile, feasible in context and cued at an appropriate moment? This is a reasoning lens, not the BDX score formula.

Hooked Model: consider trigger, action, variable reward and investment where repeated behavior serves a meaningful user need. Do not force a habit loop into an occasional task or optimize return frequency at the user's expense.

Cognitive considerations: investigate attention, effort, expectations and uncertainty. A possible bias is an explanation to examine, not a diagnosis inferred from hesitation or non-use.



Ask questions across the journey

Getting started	Is the purpose and first action clear?
Completing a task	What effort, uncertainty or error interrupts progress?
Waiting	What status, explanation or next update would help?
Recovering	Can the person correct, undo or obtain help?
Returning, if relevant	Can they resume useful work without repeated effort or pressure?

These are optional prompts, not extra scoring dimensions. Compare a simple interface or workflow change with AI or personalization. What evidence would support or challenge the proposed benefit?



Keep human review effective

For AI proposals, identify who reviews or decides, what information they need, and whether they have time and authority to correct or stop the action.

Consider error consequences and the user's correction, fallback and escalation routes. A confirmation button alone does not establish effective oversight. Tailor review to the task and risk.



Preserve trust and choice

Use relevant, permitted data and make consequential behavior understandable. Avoid unnecessary personalization and pressure. Test for exclusion and harmful errors in the actual usage context.

Let people inspect and correct suggestions and retain appropriate control. Record access needs or technologies not evaluated instead of claiming universal accessibility.

Advanced exploration is optional: intent inference, adaptive interfaces and emotion-related personalization need a clear benefit, justified data, appropriate permissions and evaluation. Start with what users report and observed behavior; do not assume reliable inference of hidden intent or emotion.

BJ Fogg: [Fogg Behavior Model](#)

Nir Eyal: [Hooked Model](#)

NIST AI RMF: [Human-AI interaction](#)

These sources inform the discussion; they do not validate the BDX rating scale.