



Journey of Friction (Sludge Audit)

DESCRIBE THE PROJECT OR DECISION

COST TYPES

Search: time spent finding the right option or information

Implementation: effort completing forms, calls, waiting

Evaluation: effort weighing choices, hidden fees, fine print

Psychological: stress, pressure, confusion, loss of confidence



Before engagement

What did the customer or employee expect based on how this was set up or sold?



First contact

Where does friction first appear when they try to act?



Initial response

What happens the moment they engage further?



Ongoing experience

Does the friction escalate, or does the organisation add pressure?



Over time

What's the lasting effect on trust or behaviour?

FAIRNESS

equal burden?

OPENNESS

disclosed clearly?

RESPECT

easy exit?

GOALS

serves them?

OPINIONS

passes public test?

OPTIONS

easy to leave?

DELEGATION

owner justified?

1

2

3

4

5

FRICTION POINT

COST

FRICTION POINT

COST

FRICTION POINT

COST

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