Buyer-Experience Localization Audit

Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Reusable working template

1 · Scope the buyer task

Country–segment, offer and buyer role

Task, intended output and materials

Known need, assumption and approval boundary

> Why this scope? It is one task and one segment, not a claim about all buyers in a country. A translated brochure alone cannot demonstrate that the task works.

Original Tibyan working aid, not a validated assessment. All examples are hypothetical; no reader testing or field validation completed. Keep sensitive data out of shared copies.

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Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Reusable working template

2 · Audit the connected experience

In each row, record the evidence, source/date and unknowns. Adapt the checks to your offer and task.

Touchpoint	Fictional gap / current evidence	Repair, owner and dependency
Find the offer		
Evaluate proof		
Compare and approve		
Buy and onboard		
Use and get help		

> The support promise is a release blocker because a buyer could rely on it. A decorative image change can wait if it does not prevent the task. All gaps are invented for teaching.

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Reusable working template

3 · Plan a task test

Participants, permission and task language

Neutral task and observation record

Evidence, security and interpretation

> A test plan is not a completed test. The intended output is evidence about comprehension and task completion, not an invented conversion rate.

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Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Reusable working template

4 · Prioritize, repair and review

Must fix before release / test / later

Owners, constraints and next review

Decision and field evidence still needed

> Bring this page to sales, delivery and finance. Ask which missing fact could change the priority; do not average away an unsupported commitment.

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Buyer-Experience Localization Audit

Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Completed hypothetical example — all facts and decisions invented

1 · Scope the buyer task

Country–segment, offer and buyer role

Saudi Arabia; private manufacturing sites; first-year industrial monitoring package. A technical evaluator needs to understand installation scope and request a demonstration. This is fictional context, not a Saudi procurement requirement.

Task, intended output and materials

Task: find installation proof, explain the included work and request a relevant demo. Output: a correct scope summary and a usable request. Materials: draft proposal, evidence sheet, demo form and support description.

Known need, assumption and approval boundary

The teaching scenario assumes Arabic/English materials are needed. Actual language/access needs remain to be established. Operations has not approved '24/7 local support'; do not release that claim.

> Why this scope? It is one task and one segment, not a claim about all buyers in a country. A translated brochure alone cannot demonstrate that the task works.

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Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Completed hypothetical example — all facts and decisions invented

2 · Audit the connected experience

In each row, record the evidence, source/date and unknowns. Adapt the checks to your offer and task.

Touchpoint	Fictional gap / current evidence	Repair, owner and dependency
Find the offer	Demo page → unclear task and language path	Identify demo purpose; provide matching-language navigation. Owner: web/content lead.
Evaluate proof	Evidence sheet → generic benefits only	Add approved, relevant proof or mark evidence unavailable. Owner: technical/product lead.
Compare and approve	Proposal → installation dependencies unclear	State included work, exclusions and acceptance evidence. Owner: delivery lead.
Buy and onboard	Demo form → unsuitable required address format; English-only confirmation	Review required data and both-language confirmation. Owner: web lead; test before claiming usable.
Use and get help	Support text → unapproved '24/7 local support'	Remove/qualify unsupported promise; agree real coverage and escalation. Owner: operations.

> The support promise is a release blocker because a buyer could rely on it. A decorative image change can wait if it does not prevent the task. All gaps are invented for teaching.

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Buyer-Experience Localization Audit

Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Completed hypothetical example — all facts and decisions invented

3 · Plan a task test

Participants, permission and task language

Recruit appropriate technical evaluators with consent; conduct separate Arabic and English sessions as relevant. No participants have been recruited or tested for this pack.

Neutral task and observation record

Ask: 'Using these materials, show how you would determine what installation includes and request a demo.' Record task completion, help given, misinterpretations and missing information. Avoid telling users which button or paragraph to use.

Evidence, security and interpretation

Keep dated notes with permission; use fictional/non-sensitive data unless real data can be handled appropriately. Record the language/version. Do not infer a revenue increase or whole-market preference from a few task observations.

> A test plan is not a completed test. The intended output is evidence about comprehension and task completion, not an invented conversion rate.

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Buyer-Experience Localization Audit

Find what prevents one buyer task from working, assign the repair and test it with the intended users.

Completed hypothetical example — all facts and decisions invented

4 · Prioritize, repair and review

Must fix before release / test / later

Must fix: unsupported support promise and unclear installation scope. Test: demo-request path and confirmation. Later: decorative photograph. Priorities depend on buyer impact, evidence and delivery risk.

Owners, constraints and next review

Operations approves coverage; delivery approves scope; web lead repairs form/language path. Sales provides context without inventing buyer requirements. Set a review when the revised artifacts and relevant users are available; no universal deadline is assumed.

Decision and field evidence still needed

Release decision remains pending. Needed: actual buyer observations, practitioner/bilingual review and approved service capacity. Keep contrary feedback and changes made. A completed audit does not establish demand or revenue impact.

> Bring this page to sales, delivery and finance. Ask which missing fact could change the priority; do not average away an unsupported commitment.

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