

Refinery23 Simplification Test

To see if a site passes the **Simplification Test**, you need a prompt that acts like a "mystery shopper" with a short attention span and a specific problem.

Here is a prompt you can use (or give to others) to run through an LLM, or better yet, give to a real human who knows nothing about the business.

The "Friction & Filter" Audit Prompt

"I am going to give you the URL for a website [Insert URL]. I want you to perform a **Simplification Audit** by roleplaying as a busy, slightly overwhelmed business owner who needs help but hates jargon.

Please answer the following four questions based **only** on what you see on the homepage in 60 seconds:

1. **The 5-Second Test:** What is the *one* specific problem this company solves? (If you have to use the word 'and' more than once, they failed).
 2. **The 'Cognitive Load' Check:** What is the very first step I am supposed to take? Is it a single, clear call-to-action, or am I being asked to choose my own adventure?
 3. **The Jargon Filter:** Identify any words that sound like 'marketing speak' or 'industry fluff' that don't actually tell me *how* my life gets easier.
 4. **The 'Peace of Mind' Factor:** Does this site feel like a 'Filter' (helping me focus) or a 'Firehose' (giving me more things to think about)?"
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How to Grade the Results:

- **The "One Thing" Rule:** If the audit says "They do X, Y, and Z," the site is a **Firehose**. If it says "They make X simple," it's a **Filter**.
- **The Verb Test:** Look at the buttons. If the verbs are passive (*Learn More, Services, About Us*), it's a brochure. If the verbs are active (*Start Here, Get the Blueprint, Book the 2-Hour Dive*), it's an **Action Machine**.
- **The "Obvious" Gap:** If the auditor can't tell you the price or the immediate "entry point" within a minute, the "Simplification" promise hasn't been fulfilled yet.

See more: <https://refinery23.nz/>