

The Developer Story Scorecard

7 questions to test if your product message lands.
With developers, and with the decision makers who
buy.



7 questions

Score out of 14

One real page to test

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Does your product message land?

Great products don't lose to better products. They lose to confusion. This scorecard shows where your story stands, and what to fix first.

1

Pick one real page.

Your homepage, a launch post, or your pitch deck. Score what's live, not what's planned.

2

Run the quick test on each question.

Each one comes with a "Try this" check. Real answers beat gut feel.

3

Score it. Add it up.

Circle 0, 1, or 2 for each question. Your total is out of 14.

SCORING KEY

0

No

1

Sort of

2

Yes, clearly

TEST IT WITH TWO PEOPLE

A developer who has never seen your product. And someone who signs the budget.

If both get it, it lands.

The 7 questions

THE 60-SECOND TEST

1

Can a developer say what you do, in one sentence, after 60 seconds on your page?

Try this: Show your page to a developer for 60 seconds. Then ask what you do.

0 1 2

PROBLEM FIRST

2

Does your message name the problem before it names a single feature?

Try this: Read your first three lines. Count the features.

0 1 2

THE JARGON CHECK

3

Could someone outside your team read it without a glossary?

Try this: Highlight every term your buyer would never say out loud.

0 1 2

WHO'S THE HERO?

4

Is the developer the hero of the story, not your product or company?

Try this: Count "we" and "our." Then count "you."

0 1 2

Subtotal, questions 1–4

/ 8

The 7 questions, continued

ONE STORY, EVERY TEAM

5

Would product, marketing, and sales describe you in the same sentence?

0**1****2**

Try this: Ask one person from each team. Compare the answers.

THE CHAMPION TEST

6

Can a developer who loves you explain you to their boss in one sentence?

0**1****2**

Try this: Ask a happy customer how they pitched you internally.

THE SKETCH TEST

7

Can you draw how your product works on one page, so a new developer gets it?

0**1****2**

Try this: Sketch it on a whiteboard. If it needs a legend, it's fog.

YOUR TOTAL

Page you tested

Score

/14

Turn the page to see what it means.

What your score means

12–14

points

Your story lands.

Developers get it, and decision makers can repeat it. Now keep it the same across every channel, every launch, and every team.

7–11

points

Partly foggy.

Your product is strong, but part of the story gets lost. Fix your lowest-scoring questions first.

0–6

points

Lost in feature fog.

You built something powerful. Developers and decision makers just can't see it yet. The good news: this is a story problem, not a product problem.

**Where to start**

Pick your single lowest score. Fix that one before you touch anything else.

Don't let a great product lose to a bad explanation.

Bring your scorecard to a Strategy Call. We'll look at your lowest scores together and find the story developers need to hear.

Book a Strategy Call · thecloudgirl.dev

HOW WE WORK TOGETHER

01

Find the story

Uncover what developers actually need to hear.

02

Sketch it

Positioning, narrative, and visuals that click.

03

Scale it

Launch videos, keynotes, and sales enablement.



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I have spent 15 years making the world's most complex tech at Google and Microsoft easy to understand through visual storytelling, and now I help companies do that through my business of advising and consulting.

Find it. Sketch it. Scale it.

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