

The 12-Point Data Friction Matrix

A weighted self-diagnostic for scaling companies

How to use: Score each friction point from **0 to 3** based on how often it occurs. Then multiply each score by its **weight**. Add everything up for your final score.

● 0 — Never

● 1 — Occasionally

● 2 — Frequently

● 3 — Always / Critical



Data & Architecture

CATEGORY MAX: 18

FRICTION POINT	WEIGHT	0	1	2	3
1. Data lives in silos across departments	2	☐	☐	☐	☐
2. Reports are outdated, manual, or untrusted	1	☐	☐	☐	☐
3. No single source of truth for key metrics	3	☐	☐	☐	☐



Strategic & Process

CATEGORY MAX: 21

FRICTION POINT	WEIGHT	0	1	2	3
4. Business and IT teams constantly miscommunicate	3	☐	☐	☐	☐
5. Tech debt is slowing down new initiatives	2	☐	☐	☐	☐
6. Priorities between business and tech are misaligned	2	☐	☐	☐	☐



Technical Execution

CATEGORY MAX: 21

FRICTION POINT	WEIGHT	0	1	2	3
7. Architecture can't handle 2x growth	3	☐	☐	☐	☐
8. Legacy systems create opportunity cost	2	☐	☐	☐	☐
9. Hidden tech debt drains engineering hours	2	☐	☐	☐	☐



Cognitive & Team

CATEGORY MAX: 12

FRICTION POINT	WEIGHT	0	1	2	3
10. Product is too complex for users to adopt easily	2	☐	☐	☐	☐
11. Teams suffer from decision overload	1	☐	☐	☐	☐
12. Users experience fatigue from too many steps	1	☐	☐	☐	☐

Your total score

Multiply each score by its weight, then add everything up:

$$\text{Total} = \sum (\text{score} \times \text{weight})$$

0-18

Low friction

19-36

Moderate

37-54

High

55-72

Critical

Scored 19 or higher?

You're paying the Data Friction Tax. Let's find where it's leaking.

[BOOK YOUR 15-MIN DIAGNOSTIC CALL →](#)