018 Your Product Is Not the Food

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/018-your-product-is-not-the-food-2/

The Demand

Tomorrow, walk one table through the full arc of their visit and ask what feeling they left with, not what they ate. Your product is the experience, not the plate. Name one specific moment in that arc you could make a Guest feel remembered rather than merely served, and change it before the shift starts.

The Work

Walk one table through the full arc of their visit tomorrow. Name what they felt, not what they ate:
The table:
What they ordered:
What feeling they left with:
Is your business currently defined by the outside — the Guest's experience — or by the inside — your ingredients and process?
One specific moment in that arc where you could make a Guest feel remembered rather than merely served:
What you will change about that moment before the shift starts tomorrow: