020 Point Of Experience

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/020-point-of-experience-2/

The Demand

Before tomorrow's shift, name one Point of Experience where the Two Roads actually fork — a specific moment, a specific actor, a specific interaction, not a vague area like 'service.' If you can't name it precisely, the decision that happens there is being made by default. Name it, then decide on purpose which road you're taking through it.

The Work

Name one Point of Experience where the Two Roads actually fork — a specific moment, a specific actor, a specific interaction:
The moment:
The actor (Guest, operator, or cast member):
The interaction that forces the choice:
Is this decision currently being made by design or by default?
Name two more Points of Experience in your building this week:
POE 2:
POE 3:
The road you will decide, on purpose, to take through the first POE tomorrow: