# 046 The GuestEye Walk

Perspective Fieldbook · https://kb.jeffreysummers.com/docs/046-the-guesteye-walk-2/

## The Demand

Before your next shift, walk your operation as a Guest. Start at the parking lot. Enter the way a first-time Guest enters. Sit where they sit. Read what they read. Notice what they notice. Write down everything that does not meet the standard. That list is your pre-shift agenda.

## The Work

The walk — what did you notice that the Guest sees that you stopped seeing:
What does the exterior communicate before the Guest walks in:
What does the first thirty seconds inside produce — what does the Guest see, hear, smell, feel:
What is on the table, the wall, the floor that does not belong:
What does the menu communicate about the operation — does it match the experience you intend:
What would a Guest who had never been here before conclude about this operation from what they can see right now:
What changes before the first Guest arrives today:

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