2010 Product The Experience You Design or Default

Product Fieldbook · https://kb.jeffreysummers.com/docs/2010-product-the-experience-you-design-or-default-2/

The Demand

Walk through your building before your next service — not to inspect, to experience it the way a Guest does. Enter through the front door your Guest uses and notice what hits your senses before your brain starts managing the shift: the sound, the scent, the light, the temperature, the first visual field. That unfiltered read is the experience design your building is currently running, whether you put it there on purpose or not. Name three sensory inputs a Guest hits in the first ninety seconds, decide for each one whether it was designed or defaulted, and fix the worst default before your next service.

The Work

Your Guest, named specifically — the one your concept was actually built to serve:

The moment they usually come to you for (first date, Tuesday-night oasis, regular's routine, other):

What you want them to feel, see, hear, smell, and taste in that moment:

Rate how deliberately that sensory experience is currently designed, 1-5:

Sensory input 1 (sound, scent, light, temperature, texture, taste, or visual field):

What a Guest currently encounters:

Design or Default:

Sensory input 2:

What a Guest currently encounters:

Design or Default:

Sensory input 3:

What a Guest currently encounters:

Design or Default:

Where is your operation on the H-Ladder right now — H^{-}, H^{1}, H^{2}, or H^{3} — and the evidence for your answer:

The one default you will convert to a design decision this week, and what you are replacing it with: