# 2115 Positioning Is a Hypothesis Not a Decision

Product Fieldbook · https://kb.jeffreysummers.com/docs/2115-positioning-is-a-hypothesis-not-a-decision-2/

## The Demand

Before your next planning cycle, run the Positioning Audit: who did you design this restaurant for, who is actually walking in, and is the gap by design or by default. If you have completed your first four seasons, this is not optional — do it this week. Then check whether you are building the Guest experience inside-out from your own taste or outside-in from what this specific Guest needs to feel in order to come back, and correct the one element most built for you instead of them.

## The Work

Who you designed this restaurant for, originally:

Who is actually walking in now, based on real observation over the last four seasons or the last year:

The gap between the two — by design or by default:

Rate how much of your current experience design (music, lighting, pace, service style) reflects your own taste versus your actual Guest's needs, 1-5 (1 = entirely your taste, 5 = entirely theirs):

The one element built on the Golden Rule (how you'd want to be treated) instead of the Platinum Rule (how this Guest wants to be treated):

What you would change about it if you designed outside-in instead:

The one change you will make this week to close the gap between who you built for and who is actually walking in: