2170 Product Every Element Is a Test

Product Fieldbook · https://kb.jeffreysummers.com/docs/2170-product-every-element-is-a-test/

The Demand

Tomorrow, identify one element of your product that consistently underperforms the expectation your price point sets — not a complaint item, a quiet miss Guests never mention but always notice. Name it specifically: the table, the menu language, the bathroom, the pace of service. Decide whether you will fix the element or fix the expectation you're setting, because one of them has to move.

The Work

The quiet miss in your operation — the element Guests never complain about but always notice:

What expectation does your price point currently set for this element:

Does this element close the gap between that expectation and the actual experience, or widen it:

Are you currently asking only "does this deliver a great experience" or also "does this close the [Trust Arc]" — which question have you been asking:

Fix the element or fix the expectation — your decision and why:

The specific change you will make this week to close this one [Trust Arc]: