2175 Product The Product That Lands in the Cycle

Product Fieldbook · https://kb.jeffreysummers.com/docs/2175-product-the-product-that-lands-in-the-cycle/

The Demand

Before your next product decision, run it through the three [Human Experience Cycle] questions: what expectation does this create, how much effort does it demand of the Guest, and what emotion does it actually produce — not the one you intended. Pick one current product element and answer all three honestly. Decide what changes based on the answer, not on how the plate looks on paper.

The Work

The product element you are examining:

What expectation does this element's price, language, or reputation create in the Guest's mind before they experience it:

How much cognitive or physical effort does the Guest have to spend to get what they came for — rate 1-5, 5 being highest effort:

What emotion does this element actually produce, not what you intended it to produce:

Where in your operation is a perception gap forming because you price premium and deliver average, or the reverse:

The one product decision you will redesign this week based on the full cycle, not just the execution: