2210 Product The Product That Feels Like Home

Product Fieldbook · https://kb.jeffreysummers.com/docs/2210-product-the-product-that-feels-like-home/

The Demand

Tomorrow, identify one element of your product that is inconsistent across visits — not broken, inconsistent — and name how that inconsistency is eroding the [Earned Trust] of your returning Guests every time it varies. Set the standard for that one element and hold it. Decide this before you chase a new surprise or gimmick to win the same Guest back.

The Work

The product element that is inconsistent across visits — great one time, average the next:

How does a returning Guest experience that inconsistency — what does it cost them in confidence:

Predictability by design — the one thing your regulars expect every time they return, and whether you deliver it every time:

Recognition by design — does your team currently note preferences, allergies, and seating without the Guest re-explaining, yes or no:

Consistency by design — rate 1-5 how consistently this element is delivered across shifts and cast members:

The standard you will set and hold this week for the one inconsistent element you named: