2245 Product The Product That Nobody Told the Guest About

Product Fieldbook · https://kb.jeffreysummers.com/docs/2245-product-the-product-that-nobody-told-the-guest-about/

The Demand

Before you make your next product change — a menu item, a service standard, a room layout, a price — name the Guest most likely to experience it as a loss, not an update. Write the specific sentence you will say to acknowledge that loss before you introduce the change. Decide to use it, instead of letting the Guest discover the change silently and draw their own conclusion.

The Work

The product change you are planning or have recently made:

The specific Guest or Guest type most likely to experience this as a loss:

What exactly are they losing — the ritual, the prediction, the familiar thing they relied on:

Did you announce this change, or did you build [Empathy Infrastructure] around it — name the difference in your case:

The sentence you will use to name the loss and invite the Guest back in, rather than expecting silent adjustment:

The next product change on your calendar that needs this same treatment before it lands: