2285 Product The E Scale What the Guest Is Actually Experiencing

Product Fieldbook · https://kb.jeffreysummers.com/docs/2285-product-the-e-scale-what-the-guest-is-actually-experiencing/

The Demand

Before your next shift, ask one regular Guest — not your best Guest, a regular — to describe what it feels like to come to your operation. Not what they think of the food, how it feels. Compare their answer honestly to the H-ladder rung you believe your architecture occupies. Decide what the gap between the two tells you about the design work still ahead.

The Work

The regular Guest you asked, and their answer in their own words:

Which E state does their answer describe — E^{-} (processed), E^{1} (mechanical, nothing felt), E^{2} (warm but person-dependent), or E^{3} (consistently known):

Which H rung do you believe your architecture occupies — H^{-}, H^{1}, H^{2}, or H^{3}:

Do your E address and your H address match — yes or no:

If they don't match, name the gap specifically:

Is the warmth in your operation currently a system output or a person-dependent accident — which one:

The design work the gap reveals, and the one piece of it you will start closing this week: