2320 Product as Relational Architecture

Product Fieldbook · https://kb.jeffreysummers.com/docs/2320-product-as-relational-architecture-2/

The Demand

Before your next manager meeting, write this question at the top of the agenda: "What does our Product produce when no one is watching?" Answer it honestly using what actually happens on the shifts you are not present for, not what you hope happens. That answer is your current architectural address. Name the gap between that address and H³ as your design brief for the next quarter.

The Work

Answer the agenda question: what does your Product produce when you are not in the building:

Transactional or Relational — diagnose your current architecture:

Does the Guest currently experience efficient processing and emotional thinness (Transactional), or recognition, safety, and being known (Relational):

Rate how fragile Guest value feels against a price change right now (1-5, 5 = very fragile):

The four properties of H³ Product — score where you stand on each (1-5):

Does your architecture assume the Guest is a person with a life outside your walls, encoded into role design and training (not a wall statement):

Does your architecture assume the only durable differentiator is how the Guest feels, not the dish or the price point:

Is that assumption encoded into every operational surface — who owns which connection, where it must happen, how people learn it, what gets corrected:

Do you treat food, drink, decor, and tech as delivery infrastructure for the architecture, or do you still treat them as the architecture itself:

The one operational surface you will redesign this month to close the gap between your answer and H³: