2415 Categorization and Menu Layout

Product Fieldbook · https://kb.jeffreysummers.com/docs/2415-categorization-and-menu-layout-2/

The Demand

Before your next shift, pull your current menu and map every item into Stars, Puzzles, Plow Horses, or Dogs. Check what actually occupies your Golden Triangle — center of center panel, top right, top left — against what should be there by margin, not popularity or price. Move one misplaced item this week and remove one Dog entirely.

The Work

What currently occupies your Golden Triangle (center panel, top right, top left):

The four categories — name one item in each:

Star (high demand, high margin):

Puzzle (low demand, high margin):

Plow Horse (high demand, low margin):

Dog (low demand, low margin):

Placement audit:

Is your Star currently in the Golden Triangle, or drifting to a back page:

What one reposition or rename could move your Puzzle toward Star status:

What surgery — recipe, portion, or reprice with a story — does your Plow Horse need:

Layout techniques:

Do dollar signs currently appear next to your prices — yes or no:

Are your prices right-justified in a column, or nested at the end of the description:

The one Dog you will cut this week, and the one placement change you will make to your Golden Triangle: