2425 The Right Friction at the Right Moment

Product Fieldbook · https://kb.jeffreysummers.com/docs/2425-the-right-friction-at-the-right-moment-2/

The Demand

Walk your menu and pricing structure tomorrow and sort every friction point into two piles: friction that creates doubt before a Guest commits, and friction that produces deliberate choice after they have committed. Remove one item from the first pile this week. Protect one item in the second pile that you were about to smooth away in the name of convenience. Name which pile your current prix fixe or bundled offer actually belongs to.

The Work

List three friction points a Guest currently experiences during a visit:

Pre-commitment or post-commitment — sort each:

Friction point 1 — does it create doubt before the Guest orders, or deliberate choice after they've committed:

Friction point 2 — pre-commitment or post-commitment:

Friction point 3 — pre-commitment or post-commitment:

The Hedonic Brake audit:

Do you run any all-inclusive, prix fixe, or bundled structure where the price is invisible at the point of consumption — yes or no:

If yes, where does the Guest currently lose the pause that would tell them they've had enough:

The Hybrid Structure Warning:

Does any of your pricing promise peace of mind and then upcharge for wine pairing, premium protein, or a specialty item — yes or no:

If yes, name the exact moment the Guest's vigilance gets reinstated:

Ownership and participation:

Name one moment in your Guest's journey — aperitif, dessert, the check — where a deliberate choice currently produces genuine participation:

Name one moment where you removed all choice and may have removed the Guest's ownership of the experience along with it:

The one friction point — pre-commitment, to be removed, or post-commitment, to be preserved or newly designed — you will change this week, and which [By Design Or By Default] category it currently falls into: