2790 The Product That Was Never Examined

Product Fieldbook · https://kb.jeffreysummers.com/docs/2790-the-product-that-was-never-examined-2/

The Demand

This week, name the last time your menu, plate spec, physical environment, or experience architecture received a scheduled audit — not one triggered by a complaint or failure, [The Designed Pause] built into the calendar on purpose. If you cannot name a date, the product has been drifting through a hundred small adjustments nobody paused to examine. Schedule the next audit this week and decide which of the four — menu, plate spec, environment, or experience architecture — goes first.

The Work

Last scheduled audit date for your menu:

Last scheduled audit date for your plate spec against the original standard:

Last scheduled audit date for your physical environment:

Last scheduled audit date for your experience architecture:

Rate how much of your current product decisions come from [The Designed Pause] versus reacting to what already broke, 1-5:

The one audit you will schedule this week, and the date on the calendar:

The question you will ask during that audit: what does this feel like to the Guest experiencing it now, not the Guest it was designed for: