Frame Blindness

The Operator's Dictionary · https://kb.jeffreysummers.com/docs/frame-blindness/

Definition

Geography (sprawl vs density, drive vs walk, highway vs street grid) biases which Road new operators take BEFORE the operator decides. Texas QSR outlier (24% of new filings) versus rest-of-country dominance of Casual/Family + Fine Casual is the case study. Market shape selects Road; operator chooses within constrained menu.

Explanation

Placement: People