04 - SUMMARY - MAISON VERRE - REVENUE EXPERIENCE AUDIT

EXECUTIVE FINDINGS SUMMARY

One page for leadership: the headline, what to keep, and where to start.

HEADLINE FINDING

Guests arrive inspired. Confidence is lost at the moment of decision.

- Brand perception and imagery are a clear strength to preserve.
- The two highest-priority opportunities are low-effort clarity changes.
- Recommended changes should be tested and measured before broader redesign.

*Demonstration content. Illustrative only. Findings shown are exampels of format, not results or guarantees.