



Says

what have we heard them say?



Thinks

what are their wants,needs and dreams?

beach side
restaurant

offers
delicious
food&
exciting
games,

right choice
for your
vacation

To create a
memorable
moments by
the sea

mouthwatering
dishes,fun
games,live
music & sunset
views

exceed
customer
expectation
in every way



Beach restaurent
where every bite tells a
story#bluewater
delight#beachside fun

Exclusive
festive
season
promotions

Budget
friendly
food

adventurous
events

hygienic
food

comfort

whether
they assist
with food
allergians



Does

what can we imagine them doing?



Feels

what are their fears and frustration?