How might we help Eva to learn about what other customers think about the restaurants?

1. Show positive reviews from Google, Yelp etc.

2. Show pictures of customers' pleasant dining experiences.

3. Show videos of customers' pleasant dining experiences.

4. Having social media icons link to their Google/ Yelp pages.

5. Show blogs/foodie articles that talk about the restaurant.

6. Offer incentives to encourage consumers to write reviews

How might we help Eva to determine if La Maison de Soya's food will suit her taste?

1. Show credibility, talk about the chef.

2. Show pretty pictures of the food.

3. Show the benefit of soy products.

4. Show photos/videos of customers' pleasant dining experiences.

5. Show ingredients.

6. Show positive reviews from past customers.

7. Have a good looking, modern website that conveys "healthy" and "fresh" brand value.

8. Show the origin/story of their products.

How might we help Eva to discover La Maison de Soya through her friends?

1. Offer incentives such as 10% off entire bill to existing customers when they share their experience on Facebook, WeChat etc.

2. Offer incentives for customers to share La Maison de Soya's website.

3. Focus on food presentation (so that customers will likely take photos and share)

4. Focus on decoration

5. Post photos regularly on social media to increase exposure

6. Interact with consumers on social media.