

	Moment 1	Moment 2	Moment 3	Moment 4	Moment 5	Moment 6	Moment 7	
<b>Name</b>	Refreshing mood - spontaneous coffee/lunch/dinner - without alcohol, places with lots of things to do Also accompanied by sheesha at times	Self planned activity (prepare) - desert or park outings, open, raw, outdoors, hiking Music jamming session Semi-occasional based on birth - birthdays, etc.	Events/concerts/organized events followed by sport chilling (could have alcohol - esp concerts)	UAE specific Partying/celebrations with alcohol followed by food/hospitality/after party Also accompanied by sheesha (intoxication)	Shopping followed by sport activity	Cinema with sport activity (no alcohol)	Staycation Hotel/resort/villa are Involved - which needs to be booked	ALL MOMENTS Coffee/lunch/dinner without alcohol Partying/celebrations with alcohol Planned outdoor activity (desert/hiking/beach/etc.) Events/concerts/etc. Shopping Movies Staycation Health and fitness Spas and salons
<b>Source</b>	Bloggers instagram, Zomato Pro Coffee shop, dinner, restaurants, etc.	Social media, friends posting, snapchat, instagram Smile, zomato events	Instagram, tiktok, entertainer, youtube recommendations from people, Enjoy Saudi, snapchat, twitter, mausamiyadh, Google maps - to find the activity location, whatsapp, bank apps also have discounts, platinum list Yalla deals, groupup, living daily, coobee, hitdeals - Activity: Gym, gallery, football game in coffee shops/stadiums, concerts, shopping, theme parks, art exposition, bowling, jamming at a studio, zoo	Entertainer, zomato pro, groupup, timeout, couch surf events, airbnb, smiles, platinum list Live performances, frequented by famous people Brunch, partying next to the pool	SDC - like entertainer, Carefree flyers, insta stores, coobee, groupups, insta ads, facebook ads D4D Shopping + dinner/lunch/coffee + walk in the mall	Vox app, Careem, entertainer, Dubai Fridays, smiles, zomato, talabat, uber eats Facebook, mums world, garaur sharma insta, time out Dubai, curly tails instagram	Entertainer, zomato Pro, groupup, time out, coobee, couch surf, airbnb Occasion based outing - far away from the city Birthday celebration, anniversary Night outs Social occasions Reunion	
<b>Details</b>	Try new places, reduce monotony - rescue from everyday life	Cruise, desert, beach picnics, raw destinations, etc.	- Fun + productivity	Brunch, partying next to the pool	Shopping + dinner/lunch/coffee + walk in the mall	Movies with lunch/dinner/coffee (can happen before/after)		
<b>Planning and organizing Activities involved</b>	- Requires planning - Butchery, chairs mats, coffee, tea, wipes, etc. - Music - Carefree surroundings, no rules - Barbecue - Play games, card games - Play with a ball - Weather is important - Commute, safe easily accessible, fuel, etc. - Safety w/rt wild animals, kids safety - Use delivery apps to order food - First aid kits - Dress well - Network connectivity is important - Get amplifiers, speakers, etc (for musical activities)	- Long term planning since booking is required - Less frequent - Partial evening is planned, rest is spontaneous - Everyday activities (done in a group for once) - Have to reach on time, cant get late - Use delivery apps to order food - The activity has to have a good vibe and ambience - Safety is important (KSA, women)	- Stables, bars, pubs - no planning - Concerts, villas - booking needed - Bar hopping - Starters, food, games - Good vibe, atmosphere - Clean washrooms - Dress well - Frequency: every week, every two weeks - Sheesha is an amenity (plan doesnt revolve around it)	- Starts with an active mood, followed by relaxing activity - Fired towards the end	- Frequency: once a week/once a month/twice a month - Planned a few days in advance - Requires a lot of time - Too many options - Followed by relaxing dinner/lunch/coffee - Walk in the mall - Shouldnt be crowded - choose a time like that - Pressed on time - Budget, sale, discounts, promotions - Travel convenience - Distance from home	- Short term planning needed (same day in the morning) - Need time for the whole experience - Meeting an old friend, celebration, birthday - Pre planning - Dressing up - All mentioned wanting to go to cinemas even if stories werent discussed - Advertising drives the planning of this moment	- Once a month - Occasion led - Plan in advance - Call the hotel, book - Plan the day and go - Multiple meals are involved - Games - Pool	
<b>People</b>	With friends and couples mostly, kids as well	Family, kids, friends For music activities: Strangers - meeting new people	Family as well	Alone, with family, friends	Friends mostly Family too	Groups Family Friends		
<b>Moods</b>	Changing moods, relaxing, chill, lots of communication, hungry, hanging out with friends, break from work	Happiness, belonging to a group, warm gathering, comfortable group members, relaxed, cozy, grand, experience outdoors, rewarding myself with an experience	Learn something new, feeling productive, have good company, feel good, excited, energetic, competition for fun, friendly banter, talking about work, future, planning, cars	Amazing, enjoying together, wild, fun, chaotic, carefree, chill chatting, fun, enjoyed together, music	Relaxation, bonding, enjoyment, pleasant experience, chilled vibes, chill chatting, vent out Dubai mall Reel cinemas Mall of emirates Mall of city centre for movie Red sea mall	Relaxation, multiple amenities (pool, music, sleep, games, alcohol), bonding, fun carefree, chaotic, exciting, social		
<b>Places</b>	Ambience, feel, one place with a lot of things to do, mall Coffee shop, restaurant, global village, cinema, mall, movies, souk, jBR walk, Expo, lounges, beach lounges, drive, walk next to the waters, ice cream parks Needs to have shops (women in KSA) With sheesha (men)	- Desert/beach, parks - not very crowded - Free/coffee - Flamingo park picnic - Artificial waterfalls - Dune bashing - Cruise/yacht party - Khorfukan, waterfalls, lake	Coffy, galleries, open innovation lab, 3D printing, museums, global village Cafe, drinks - palm jumeirah, KFC sunset on the beach, walks	- Concerts, villas - Stables, bars, pubs - beaches - 23 roof top - 5 pm hotel - eastern mangrove hotel with pool	- Malls, Ryadh gallery - H&M, malls - American eagle, centre point - coffee shop - Mirdif city centre - Molten cake (some restaurant) - Global village	Burgers and fries Asiana restaurant McDonalds Fish souk Deira Yahya	Backwater hotel, away from Dubai, ras al khema Villa, 4 seasons	
<b>Other options that can be explored</b>	Museums, zoos, libraries, aquarium, (most one time places), cycling, arcades, friends house, staycation - ONE TIME VISIT PLACES	Parks, nature, wildlife, artificial waterfalls, camping	Expo, museums, exhibitions, art galleries, heritage attractions, global village, dubai frame, desert, hotel apartments, private dining, tech shows, food shows studios, bars, sheesha cafes, friends house, etc. Kite beach, dubai harbour zabeel park, etc.	- restaurant lounges - bars resorts - hotels, beaches, beach clubs	Dubai outlet mall, China mall, city centers, emirates mall, dubai mall	Cafeterias, chill places, eat outside, good ambience, etc.	Villa, resorts	
<b>Commute</b>	Personal car, Careem, Uber, bus	Personal car Put things in the car and go Takes a Careem to go to his friend who has a car Organized commute	Parking issues so they arrive early as well Advance cab booking	Taxis, careem, metro, group transport, limo for rent High frequency for UAE - every weekend	One user - metro	Careem Friends car Personal car	Personal car, friends car, Private pooling, bigger cars for rent, taxi, cab, careem, personal car	
<b>Frequency</b>	High frequency - More frequent - weekly, fortnightly - Amenities available in and around: good views, fountains, sheesha, beach, cycles, chai, kids play area, pool, toilets, good seating, wet wipes, good service, indoor/outdoor areas, etc. - Scheduling is a task - free time and energy is required since mostly last minute planning - Payment facilities - cards (carrying cash is a task) - Accessible transport - Value for money since it is super frequent (offers/discounts) - New places, new cuisines and new food items - staff should help understand what's new/whats good - Want access to menu, etc. - Places that require to not require reservation - Options in terms of food items, friends need different cuisines, etc. - Music is important - good music systems - Want to know the crowd status (too crowded, etc) - Want to know waiting time at restaurants in advance so that they reach the right place at the right time - Dont like repeating - hence suggestions should keep that in mind - Keto, protein, ingredients - need to be aware of the food types available - parking availability - choosing a new and interesting location is a task - location of the place - since time is of essence, travel shouldnt be too long - since jumping from one place to another is required - a bunch of places together is a parameter while selecting a place	Moderate frequency - Once a month, every 2-3 weeks	Moderate frequency - Once or twice a month - Delays are an issue - dont want to get late - Food planning - not aware about what is going to be available at/around the concert - Even expo - where to find what, etc. - Getting a taxi to and from the concert locations - also affordable ones - Crowded thus want options for less crowded arenas, tickets, etc. - Tiring after the event - need a comfortable dinner place - which is open till late - details around that - long queues at the available food outlets - need VIP access in queues - only fast food places are open at night - information about the venue - parking, food, nature, etc. - smart driver services for ones who have alcohol - prefer personal car to go to such places (getting a taxi is a task) - would love to know about coffee shops which have sheesha etc. - location of the place - since time is of essence, travel shouldnt be too long - Need a barbecue vendor too - Shouldnt be crowded, need a private gathering - Smart/private driver service	No frequency for KSA - None	Moderate frequency - Once or twice a month	Moderate frequency in KSA - twice a month	Low frequency - Occasional	
<b>Pain points/opportunity areas</b>								
<b>Beaches</b>	Amenities, post activity spontaneous visits Beach picnic Walks							
<b>Spas and salons</b>	Personal experience, alone time, not comfortable speaking about these We have to, routine, necessity, not considered an outing							
<b>Gym</b>	Routine mostly, not considered as going out							