	Moment 1	Moment 2 Self planned activity (prepare) - desert or park outings, open,	Moment 3	Moment 4 UAE specific	Moment 5	Moment 6	Moment 7	
	Defaultion and another the second	Self planned activity (prepare) - desert or park outings, open, raw, outdoors, hiking						
	Refreshing mood - spontaneous coffee/lunch/dinner - without alcohol, places with lots of things to do	Music jamming session	Events/concerts/organized events followed by	Partying/celebrations with alcohol followed by food/houseparty/after party			Staycation	
Name	Also accompanied by sheesha at times	Sometimes ocassion based too - birthdays, etc.	spont chilling (could have alcohol - esp concerts)	Also accompanied by sheesha (intoxication)	Shopping followed by spont activity	Cinema with spont activity (no alcohol)	Hotel/resort/villa are involved - which needs to be booked	ALL MOMENTS
			leatearen tiktek enterteinen unterteine					Coffoolunch/dianor without alcohol
			Instagram, tiktok, entertainer, youtube, recommendations from people, Enjoy Saudi, snapchat, twitter, mausamriyadh, Google maps - to					Partying/celebrations with alcohol Planned outdoor activity (desert/hiking/beach/etc.)
			snapchat, twitter, mausamriyadh, Google maps - to find the activity location, whatsapp, bank apps also have discounts, platinum list			Vox app, Careem, entertainer, dubai fridays, smiles, zomato, talabat, uber eats		Events/concerts/etc. Shopping Movies
		Social media, friends posting, snapchat, instagram			SDC - like entertainer, Carrefour flyers, insta stories, cobons, groupons, insta ads, facebook ads			Staycation
Source	Bloggers instagram, Zomato Pro	Smile. zomato events	Yalla deals, groupon, living daily, cobone, hitthedeals	Entertainer, zomato pro, groupon, timeout, couch surf events, airbnb, smiles, platinum list	D4D	Facebook, mums world, gaurav sharma insta, time out dubal, curly tails instagram	Entertainer, zomato Pro, groupon, time out, cobon, couch surf, air bnb	Health and fitness Spas and salons
			- Activity: Gym, gallery, football game in coffee				Ocassion based outing - far away from the city Birthday celebration, anniversary	
	Coffee shop, dinner, restaurants, etc.		 Activity: Gym, gallery, football game in coffee shops/stadiums, concerts, shopping, theme parks, art exposition, bowling, jamming at a studio, zoo 	Live performances, frequented by famous people			Night outs	
Details		Cruise, desert, beach picnics, raw destinations, etc.	- Fun + productivity	Brunch, partying next to the pool	Shoppping + dinner/lunch/coffee + walk in the mall	Movies with lunch/dinner/coffee (can happen before/after)	Social ocassions Reunion	
		 Requires planning Butchery, chairs mats, coffee, tea, wipes, etc. 						
		- Music						
		- Carefree surroundings, no rules - Barbeque			- Frequency: once a week/once a month/twice a			
		- Play games, card games		- Stables, bars, pubs - no planning	 Planned a few days in advance 	- Short term planning needed (same day in the		
		- Weather is important - Commute, safe easily accessible, fuel, etc.	 Long term planning since booking is required Less frequent 	 Concerts, villas - booking needed Bar hopping 	Requires a lot of time Too many ontions	- Need time for the whole experience	- Once a month	
		- Safety wild animals, kids safety - Use delivery apps to order food - First aid kids	 Partial evening is planned, rest is spontaneous Everyday activities (done in a group for once) 	- Bar hopping - Starters, food, games - Good vibe, atmosphere	 followed by relaxing dinner/lunch/coffee Walk in the mall 	 Dinner Meeting an old friend, celebration, birthday 	- Ocassion led - Plan in advance	
	- Spontaneous	- First aid kids - Dress well	 Have to reach on time, cant get late Have to wear appropriate clothes 	- Clean washrooms - Dress well	 Shouldnt be crowded - choose a time like that Pressed on time 	- Pre planning	- Call the hotel, book - Plan the day and go	
Planning and	Not planned in advance - more casual, last minute plans Majority wins - decision on place	- Network conectivity is important	- The activity has to have a good vibe and ambience	 Frequency: every week, every two weeks Sheesha is an amenity (plan doesnt revole around 	 Budget, sale, discounts, promotions Travel convenience 	- all mentioned wanting to go to cinemas even if stories werent discussed	- Multiple meals are involved - Games	
organizing	Sheesha is an amenity (plan doesnt revole around it)	- Get amplifiers, speakers, etc (for musical activities)	- Safety is important (KSA, women)	it)	- Distance from home	- Advertising drives the planning of this moment	- Pool	
Activities involved								
		Family, kids, friends	Friends, university, gym friends, activity friends, colleagues	Good friends, people who they enjoy a lot with Close family members Neighbours			Groups	
Beenk	With friends and couples mostly, kids as well	Family, kias, menas For music activities: Strangers - meeting new people	Family as well	- Close family members - Neighbours - New relationships	Alone, with family, friends	Friends mostly Family too	Groups Family Friends	
Реоріе			Learn comething new feeling productive have	- New relationships		Family too		
	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	good company, feel good, excited, energetic, competition for fun, friendly banters, talking about	Amazing enjoying together wild fun chaptic	- Starts with an active mood, followed by relaxing activity	Relaxation bonding enjoyment pleasant	Relaxation, multiple amenities (pool, music, sleep, games, alcohol), bonding, fun carefree, chaotic, exciting, social	
Moods	hanging out with friends, break from work	rewarding myself with an expereince	work, future, planning, cars	Amazing, enjoying together, wild, fun, chaotic, carefree, chit chatting, fun, enjoyed together, music	activity - tired towards the end	Relaxation, bonding, enjoyment, pleasant experience, chilled vibes, chit chatting, vent out Dubai mall	exciting, social	
	Ambienes fact and store with a tak of this as to "					Reel cinemas		
	Ambience, feel, one place with a lot of things to do, mall	- Desert/beach, parks				Mall of emirates Mirdiff city centre for movie Red sea mall		
	Coffee shop, restaurant, global village, cinema, mall, movies, souk, JBR walk, Expo, lounges, beach lounges, drive, walk next	- not very crowded - Free/open	Gym, galleries, open innovation lab, 3D printing, museums, global village	- Concerts, villas	- H&M, malls			
	to the waters, the cream parks	 Flamingo park picnic Artificial waterfalls Dune bashing 	Cafe, drinks - palm jumeirah, KFC	- Stables, bars, pubs - beaches		Burgers and fries Asiana restaurant Mc Donald's		
	Needs to have shops (women in KSA)	- Cruise/yatch party	sunset on the beach, walks	- 23 roof top - 5 plm hotel	 Molten cake (some restaurant) 	Mc Donald's Fish souk Deira	Backwater hotel, away from Dubai, ras al khema	
Places	With sheesha (men)	- Khorfukan, waterfalls, lake	Expo, museums, exhibitions, art galleries, heritage	- eastern mangrove hotel with pool	- Global village	Yahya	Villa, 4 seasons	
			Expo, museums, exhibitions, art galleries, heritage attractions, global village, dubai frame, desert, hotel apartments, private dining, tech shows, food shows					
Other options that can be	 Museums, zoos, libraries, aquarium, (most one time places), cycling, arcades, friends house, staycation - ONE TIME VISIT PLACES 		studios, bars, sheesha cafes, friends house, etc.	- restaurant lounges - bars resorts	Dubai outlet mall, China mall, city centers, emirates mall, dubai mall	Cafeterias, chill places, eat outside, good ambience,		
explored	PLACES	Parks, nature, wildlife, artificial waterfalls, camping	Kite beack, dubai harbour zabeel parl, etc. Metro, Careem own transport, university transport	- hotels, beaches, beach clubs	mall, dubai mall	etc.	Villa, resorts	
			Metro, Careem, own transport, university transport, Uber, Genie (in KSA)		Personal car - parking issues (Own car or friends car) - men are just drivers - women decide where to			
		Portonal car	Parking issues so they arrive early as well		go and what to do Younhger guys - Careem, genie, uber (big ones - to			
		Personal car Put things in the car and go	Advance cab booking			Careem Friends car	Descention files de seu Deluste seulle 11	
Commute	Personal car, Careem, Uber, bus	Takes a Careem to go to his friend who has a car Organized commute	Smart driver services - since drinking is involved	Taxis, careem, metro, group transport, limo for rent	One user - metro	Personal car	Personal car, friends car, Private pooling, bigger cars for rent, taxi, cab, careem, personal car	
				High frequency for UAE - every weekend		Low frequency in UAE - Once a month/once in two months		
	High frequency	Moderate frequency	Moderate frequency	No frequency for KSA	Moderate frequency		Low frequency	
Frequency	High frequency - More frequent - weekly, fortnightly	Moderate frequency - Once a month, every 2-3 weeks	- Once or twice a month	- None	- Once or twice a month	Moderate frequency in KSA - twice a month	- Ocassional	
	- Amenities available in and around: good views, fountains, sheesha, beach, cycles, chai, kids play area, pool, toilets, good seating, wet wijees, good service, indoor/outdoor areas, etc. - Scheduling is a task - free time and energy is required since mostly last mixture planning - Payment facilities - cards (carrying cash is a task) - Arceseible trensond.							
	seating, wet wipes, good service, indoor/outdoor areas, etc. - Scheduling is a task - free time and energy is required since		- Delays are an issue - dont want to get late					
	mostly last minute planning - Payment facilities - cards (carrying cash is a task)		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 -					
			- Getting a taxi to and from the concert locations -	Smart driver/party hard driver Pre booking/reservation support				
	 Value for money since it is super frequent (offers/discounts) New places, new cuisines and new food items - staff should help understand whats new/whats good 		- Crowded thus want options for less crowded	 Pre booking/reservation support Okay with crowded places Parking is also an issue 				
	Want access to menu, etc.							
	Want access to menu, etc. Places that require/do not require reservation Options in terms of food items, friends need different cuisines,		 Tining after the event - need a comfortable dinner place - which is open till late - details around that Iong queues at the available food outlets - need 	They want to know the type of music Awareness around dresscode (if present) Amenities: music. food, bar/drinks/beverages, live				
				barbeque session, ambience: beach side location,				
	- 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)	- Weather conditions	 only fast food places are open at night information about the venue - parking, food, 	pool side, rooftop, outdoor area; sports: billiards, fooseball, etc.; Entertainment: live bands, live				
		 Need planning lists so that we dont forget - also who is doing what solit of responsibilities 	- smart driver services for ones who have alcohol	foosebal, etc.; Entrainment: live bands, live performances, events, karayoke, games, etc. - Music is a must - DJ				
	mind - Keto, protein, ingredients - need to be aware of the food types	- Location trracking - safety of women is important	- prefer personal car to go to such places (netting a		- Has to have good food/coffee places			
	 - Keto, protein, ingredients - need to be aware of the food types available - parking availability 	Commute is always an issue to these places if we dont have a personal car Need a land cruiser car if we are going long distances	 a task) would love to know about coffee shops which 	Offers on alcohol, budgets Icecream/food - after having alcohol and partying (not feed month)	Has to have good food/coffee places Fast food lovers Relaxing activity after (dinner, beach)			
	 parking availability choosing a new and interesting location is a task location of the place - since time is of essence, travel shouldnt 		have sheesha etc - would love to know details on amenities in the	(fast food mostly) - Dressing up is key (irrespective of presence or absence of dresscode)	 - remaining acumuly amer (dinner, beach) - Parking space because they take their own cars multiple acumulation of the provided of th		- Ocassion celebration	
Pain	be too long	Need somebody to take care of apparatus Need a barbeque vendor too Shouldnt be crowded, need a private gathering	area - (ice skating, bowling, billiards, games, views, etc. in iceland) - helps to choose the place	absence of dresscode) - Clean washroom - Parking area	Parking space because they take their own cars me Big cars to carry stuff Shouldnt be crowded	 Lunch/dinner food options around cinema Movie ticket booking support 	 Should have everything in one place - sheesha, alcohol, pool, barbeque, seafood, games, food, 	
points/opport ubity areas	 since jumping from one place to another is required - a bunch of places together is a parameter while selecting a place 	 Shouldnt be crowded, need a private gathering Smart/private driver service 	 weather forecast safety protocols 	- Parking area - Get a taxi easily	 Promotions, sale, budgets Close to home (travelling back is a task) 	- loecream before going back home -	music, etc.	
	Beaches							
	Beaches Amenities, post activity spontaneous visits							
	Amenities, post activity spontaneous visits Beach picnic							
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