

Entice	Enter	Engage	Exit	Extend
<p>Location proximity to concert</p> <p>Word-of-mouth recommendation</p> <p>Restaurant style; tapas</p> <p>Restaurant type; fine dining</p> <p>Fun name</p> <p>Trend of good restaurants opening in the area</p>	<p>Greeted by friendly host</p>	<p>Friendly waitress</p> <p>Easy-to-understand menu</p> <p>Kimchi came by, so nice to order that while waiting for entrees</p>	<p>Quick check-out</p>	<p>No observations</p>
<p>Huge sign in front cheapened the experience</p> <p>Looked very crowded before entering</p> <p>Looked very small before entering</p>	<p>No explanation of food or menu present to help decide if we wanted to eat there</p> <p>Lots of loud talking</p> <p>No available seating; only option was to use communal seats</p> <p>No immediate excitement, smell of food, good music, etc.</p>	<p>Decor felt unengaging and lacking inspiration.</p> <p>Felt like an airport restaurant - lacking theme.</p> <p>Restroom downstairs</p> <p>A little noisy, had to hear the couple's conversation next to us</p>	<p>Had to walk down a thin aisle and wait for people to move before getting out</p>	<p>Clothing smelled terribly like food at concert afterward</p> <p>No takeaways; another nearby restaurant gives you a nice postcard upon checking out.</p>