

A terrible restaurant

Your task is to design a restaurant that is just terrible - for everyone but your target customer.

Who is your customer? (be specific)

What do they want out of the restaurant experience?	Why does this need exist? Why do they have to go to a restaurant at all?	How is this need different from why other people go to restaurants?
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What is your big idea? (how will you meet your customers' needs)
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Design decisions (fill in below)	Why this is terrible (or at least not good) for most people	Why this feature is great for your customer
Location: <i>Where are you located?</i>		
Cuisine or type of food: <i>What will your serve?</i>		
Seating/layout: <i>What's the physical setup?</i>		
Decore/ambiance: <i>What's the mood? How's it look?</i>		
Staff: <i>Attitude? How many? What jobs?</i>		
Pricing: <i>\$. \$\$, \$\$\$, \$\$\$\$</i>		
Other elements: <i>Parking? Reservations? Website?</i>		