

Persona



Marc

Marc is a travel blogger and spends a lot of time in airport. He believes he spends a lot of time searching and shortlisting lounges.



Jane

Jane owns a textile business. She travel around the country to meet her suppliers. She wishes there was a way to book hotel lounges online.



Nathaniel

Nathaniel is the father of a 5-year-old girl. Although he likes traveling, he dreads the long waits at the boarding gate with his toddler.

Competitive Analysis & The Gap



LoungeBuddy

- **One-time access to lounge**
- **Searching Hotel lounge is still an issue**
- **Unorganized UI**