

The Problem

- **Unpleasant waits in airport**
- **Difficulty in searching and comparing lounges**
- **Lounges are expensive**

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



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.