

# 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**