

Qualitative Research



- Travelers value having up-to-date and easily accessible information about food options in airport lounges.
- Many travelers have specific dietary restrictions or preferences (e.g., gluten-free, vegetarian) and struggle to find suitable dining options in airport lounges.
- Having a way to filter and identify food choices that meet their dietary needs is highly desirable.
- Access to online menus is considered crucial, allowing users to plan meals in advance.
- Filtering options based on dietary requirements, allergens, or cuisine preferences would greatly assist users in finding suitable choices.
- Users appreciate the convenience of being able to make lounge reservations through the app.
- Real-time availability updates, instant confirmation, and easy cancellation options are expected.