

User Persona

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Fiona Johnson, 35

Location: SF, California



Fiona is a successful business consultant who travels extensively for work. She frequently finds herself in airports and spends a significant amount of time in airport lounges during layovers. Fiona values comfort, convenience, and efficiency during her travels. She seeks a seamless and enjoyable airport lounge experience to recharge, work, and relax before her next flight.



In a nutshell

- Age: 35
- Travel Frequency: Frequent traveler (approximately 2-3 times per month)
- Travel Purpose: Business and leisure



Professional

- Education: MBA
- Occupation: Business Consultant



Motivations

- Desires the ability to check lounge availability, make reservations, and access real-time information about lounge amenities, operating hours, and proximity to her gate.
- Wants to make the most of her layovers by efficiently planning her lounge visits



Goals

- Expects a user-friendly and intuitive interface to book her preferred lounge easily.
- She values a streamlined and hassle-free reservation process that saves her time and eliminates the need to carry physical membership cards or vouchers.



Frustrations

- Finds it challenging to find lounges that offer a wide range of dietary options, including vegetarian, vegan, gluten-free, and allergen-friendly choices.
- Often struggles to find comprehensive and up-to-date information about lounges, including their menus, amenities, and availability.



'I have specific dietary requirements and preferences and hence I want to access online menus to review the food options offered at different lounges, ensuring they cater to my dietary needs and provide a range of healthy choices.'



Personality



• ESFJ • INFP

Archetypes:

- The Planner
- The Digital Nomad



Products

