

Empathy Map

Thinking

- "I hope I can find a lounge that meets my preferences and needs."
- "I need to recharge and have some downtime during my layovers."



Says

- "I often feel exhausted and stressed during layovers."
- "I wish I could find a comfortable and relaxing space to unwind."

Feels

- Overwhelmed by the vastness of the airport & the multitude of lounge options.
- Frustrated by the lack of clear information about amenities and menus.

Does

- Explores familiar lounge options due to uncertainty and lack of information.
- Settles for subpar lounge experiences due to limited options and lack of alternatives.

Pains

Finds it challenging to find lounges that offer a wide range of dietary options, including vegetarian, vegan, gluten-free, and allergen-friendly choices.

Gains

Find comprehensive and up-to-date information about lounges, including their menus, amenities, and availability.