

The Snack Prodigy Lounge™ - Parent Case Study Survey

Thank you for helping me shape the future of family-friendly travel! This survey is designed for parents and caregivers to share insights that will guide the development of **The Snack Prodigy Lounge™**, a curated vending-experience lounge designed for airport travelers with children.

Your responses will remain confidential and used only for research purposes.

Section 1: Travel & Family Profile

- How often do you travel by air with children?
 - ☐ Multiple times a month
 - ☐ A few times a year
 - ☐ Once a year or less
 - ☐ Rarely/Never
- How many children typically travel with you?
 - ☐ 1
 - ☐ 2
 - ☐ 3+
- Age range of children you usually travel with (select all that apply):
 - ☐ Infant (0–2 years)
 - ☐ Toddler (3–5 years)
 - ☐ Child (6–10 years)
 - ☐ Tween/Teen (11–17 years)

Section 2: Pain Points in Travel

1. What are your biggest challenges when traveling with kids through airports? (*check all that apply*)
 - ☐ Finding healthy snack/meal options

- ☐ Entertainment/play options
- ☐ Space to rest and recharge
- ☐ Carrying strollers/luggage
- ☐ Privacy for feeding/changing
- ☐ High costs of food and amenities
- ☐ Other: _____

2. On a scale of 1–5, how stressful do you find layovers or delays with children?

- ☐ 1 (Not stressful at all)
- ☐ 2
- ☐ 3 (Moderately stressful)
- ☐ 4
- ☐ 5 (Extremely stressful)

Section 3: The Snack Prodigy Lounge™ Concept

1. How appealing would a **dedicated vending-based family lounge** be to you?

- ☐ Very appealing
- ☐ Somewhat appealing
- ☐ Neutral
- ☐ Not appealing

2. Which lounge amenities would you value most? (*rank top 3*)

- ☐ **The Nourish Nook** (curated snack & beverage vending)
- ☐ **The Little Volume** (kids' book vending + reading zone)
- ☐ **The Little Premiere** (cinema zone w/ classic cartoons & popcorn vending)
- ☐ **The Arctic Gallery** (ice cream vending parlor)
- ☐ **The Play Cabinet** (toy & game vending)
- ☐ **The Capsule Index** (color coordinated gumball machines)

- ☐ **Stroller Concierge** (mandatory stroller/carry-on check-in)
 - ☐ **The Ease Edit Menu** (optional upgrades offered at concierge: think aromatic hot towels for parents, chargers, soother kits)
 - ☐ **The Parent Edit** (vended diapers, wipes, meds, and essentials + changing table)
 - ☐ **The Little Cub** (formula/baby food vending + adjacent nursing alcove)
 - ☐ **Jet Fuel** (Vended energy drinks for parents)
 - ☐ **Joggers** (curated travel wear boutique w/ stylish joggers)
3. What type of food and drink items would you like to see in the vending machines?
(*open response*)
4. What type of toys, games, or entertainment would keep your child engaged in a lounge? (*open response*)

Section 4: Pricing & Value

1. If a lounge like this were available during your airport journey, how much would you be willing to pay per family for access?
- ☐ \$5–10
 - ☐ \$11–20
 - ☐ \$21–30
 - ☐ \$31+
 - ☐ Not interested in paid access
11. Would you prefer:
- ☐ A flat family entry fee with unlimited lounge access
 - ☐ Free entry with pay-as-you-go vending purchases
 - ☐ Combination (low entry fee + vending purchases)

Section 5: Overall Impressions

1. What would make you choose **The Snack Prodigy Lounge™** over traditional airport food courts or waiting areas? *(open response)*
2. Are there any specific features you would want me to include to better serve families? *(open response)*
3. Would you recommend a concept like this to other parents if it met your needs?
 - ☐ Definitely
 - ☐ Maybe
 - ☐ Not sure
 - ☐ No

 **End of Survey** Thank you for helping me design a travel experience that works for parents and kids. Your feedback will directly shape building **The Snack Prodigy Lounge™**!