



DESIGN RESEARCH

Whats New

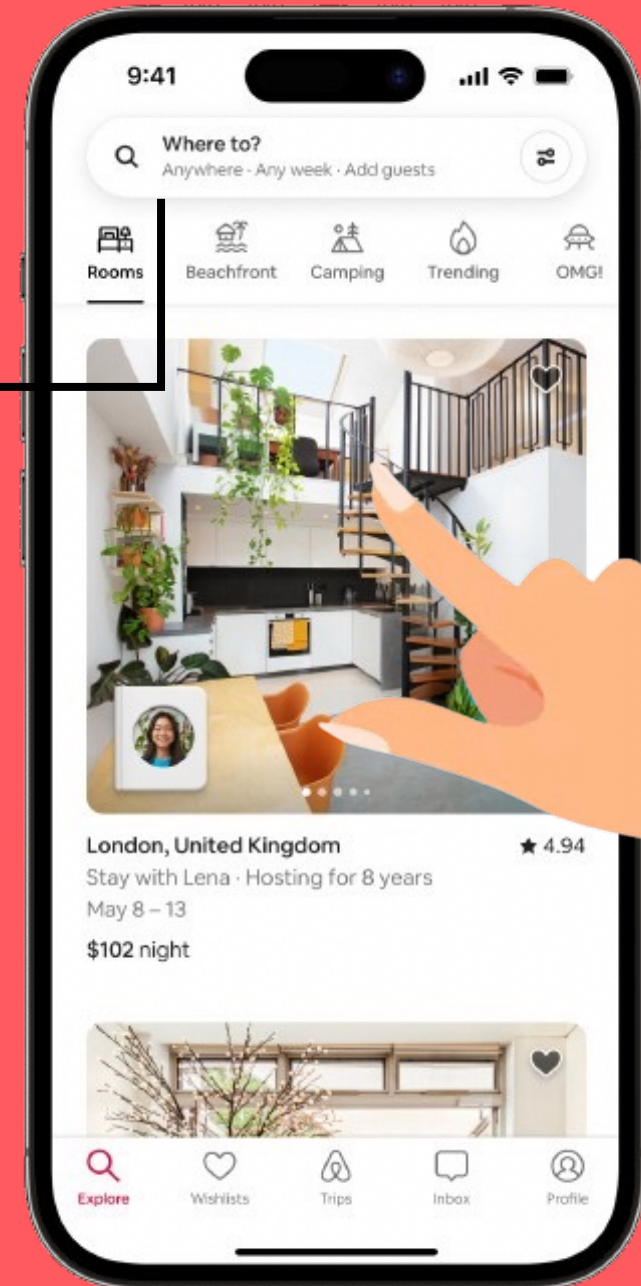


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EXECUTIVE SUMMARY



PURPOSE:

The purpose of this research was to **identify the existing issues**, positive and negative elements, challenges and areas of improvement in the Airbnb's website. Our goal was to **find specific pain points in the user's journey** in terms of its functionality and experience **without being biased** towards our research team's findings & evaluations.

METHOD:

Our research team conducted both **primary and secondary research** like competitive analysis and user research interviews to collect data and insights. This data collected helped us with current **market trends**, and **pain points** of the users while browsing a property on Airbnb. We further gathered insights to enhance the overall **browsing experience**.



KEY FINDINGS: *How can we get better?*

Our research found multiple opportunities for innovation in Airbnb's website, especially in improving customer engagement and confidence to make the right choice of property for reservation.

From our user interviews we observed users rely on multiple methods to finalise a property from the available options like screenshots, sharing links or print physical copies.

We also identified the frustration to remember multiple property details before making the final decision.

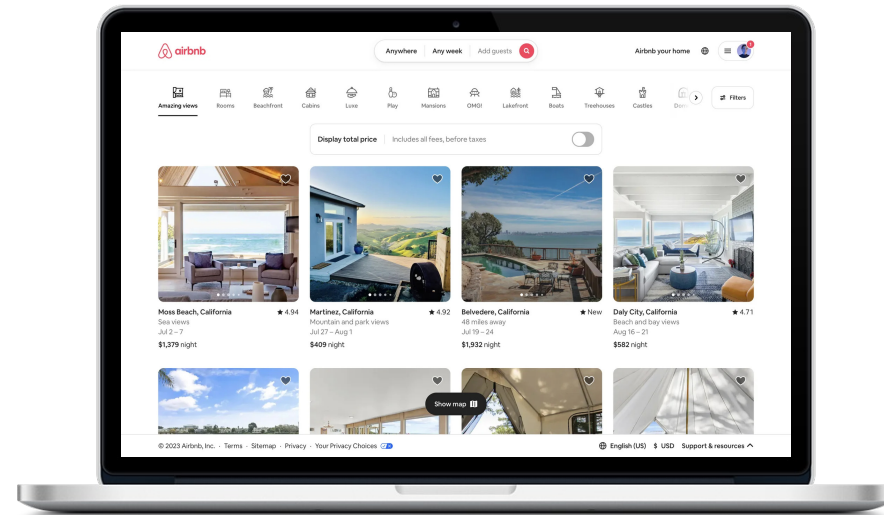


PROPOSED SOLUTION:

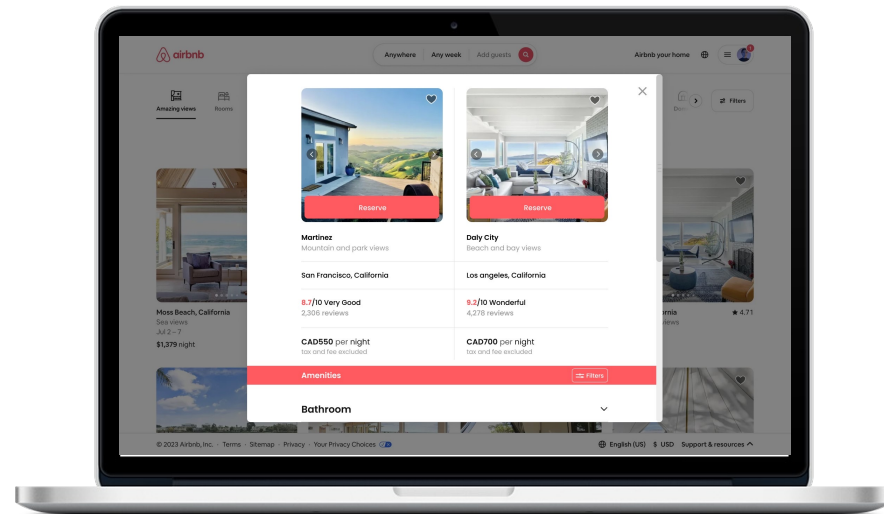
On basis of the research findings and insights, our research team concluded **introducing a “comparison tool”** to decrease the browsing time and increase the efficiency of the users on Airbnb’s website.

The key features we focused on :

- Revised filter options based on price, amenities, location etc.
- Flexibility to compare selected features of the property.
- Viewing multiple properties on single screen.
- Decreased memory load for the users



EXISTING DESIGN– MULTIPLE TABS TO COMPARE & SELECT



PROPOSED DESIGN– COMPARISON TOOL FOR PROPERTIES



INTRODUCTION



“To create a world where anyone can belong anywhere.”

Airbnb undermines traditional hospitality and **connects travelers to unique accommodation options offered by the locals.**

WHY THIS RESEARCH?

We conducted research to gain insight and **identify areas of improvements** in our website. Our goal was to **find exact pain points in a user's journey** from start till end and how we can propose solutions to make their browsing experience better.

Also, proposing these solutions will help users feel **more comfortable and confident with their choice** amongst the diverse options available on the Airbnb website. Thus, also increasing user engagement.



METHODOLOGY



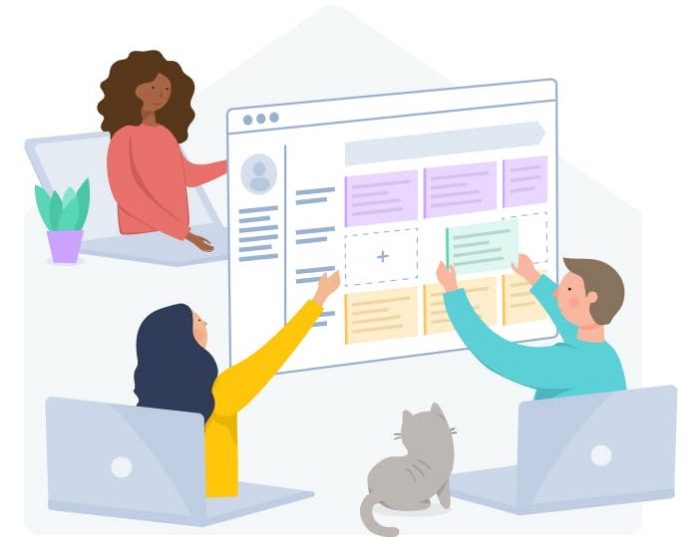
01

COMPETITIVE ANALYSIS

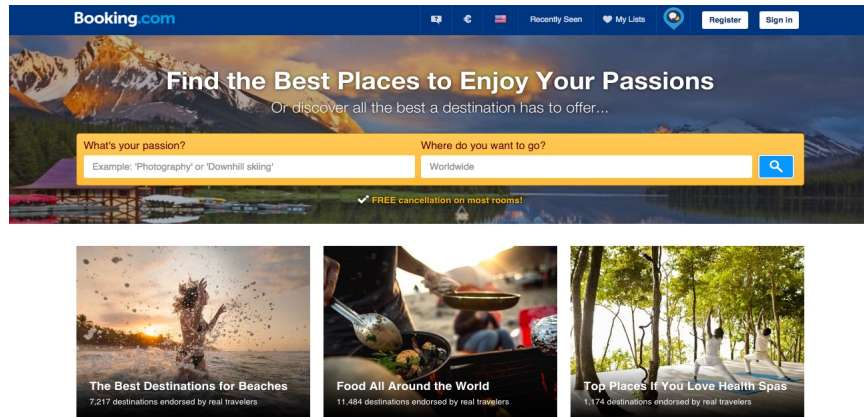
02

RESEARCH INTERVIEW

03

USER PERSONA & JOURNEY MAP

(Secondary Research)



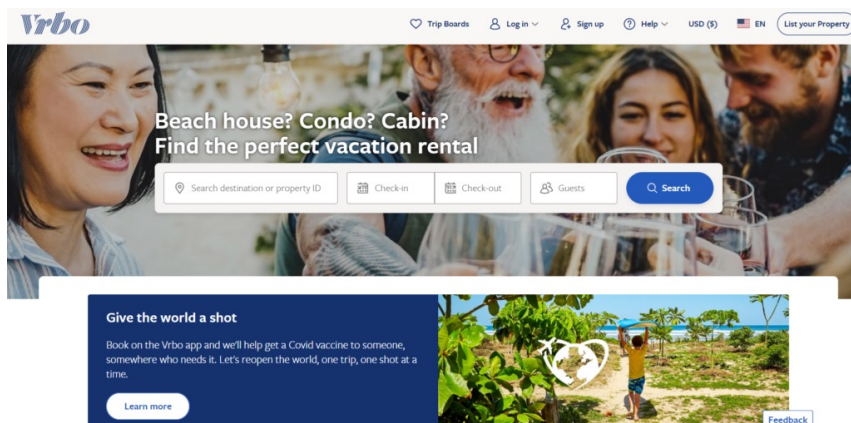
BOOKING.COM

WHAT?

Competitive Analysis between Booking.com, VRBO, and Airbnb based on SWOT, heuristics, user goals, and JTD.

WHY?

- Get an insight on the competitor's scope, and design solutions.
 - Not repeat the same mistakes
- Explore the unexplored areas to target the needs of the users



VRBO



(Primary Research)



WHAT?

Interviews are a direct form of research method to understand the issues faced by the user while completing different tasks. Usually a two-person meeting conducted with the suitable participant.

WHY?

- Direct feedback from users to validate assumptions
- Understand pain points, negative and positive elements of the project
 - Find unexplored insights





WHAT?

Personas are essences of real users.
Journey maps are the path followed by the users to complete certain tasks on the website/app

WHY?

- To build empathy and understand the needs, challenges and behavioral elements of the target users.
- Journey maps are crafted to identify the exact location of the pain points and challenges faced by the user during the task flow.



COMPETITIVE ANALYSIS





BRAND VALUE & IDENTITY

"We want to be distinct, memorable, and timeless".

01.

What do we value?

VRBO wants families to travel better together. We believe in family connection. We need each other now more than ever, and we all want more quality time with the people we love.



BRAND VALUE & IDENTITY

"Focus on community, authenticity, and inclusivity".

02.

What do we value?

Airbnb wants to provide travelers with affordable and unique accommodations that offer a more local and authentic experience.



BRAND VALUE & IDENTITY

"Respect, Community, and Integrity"

03.

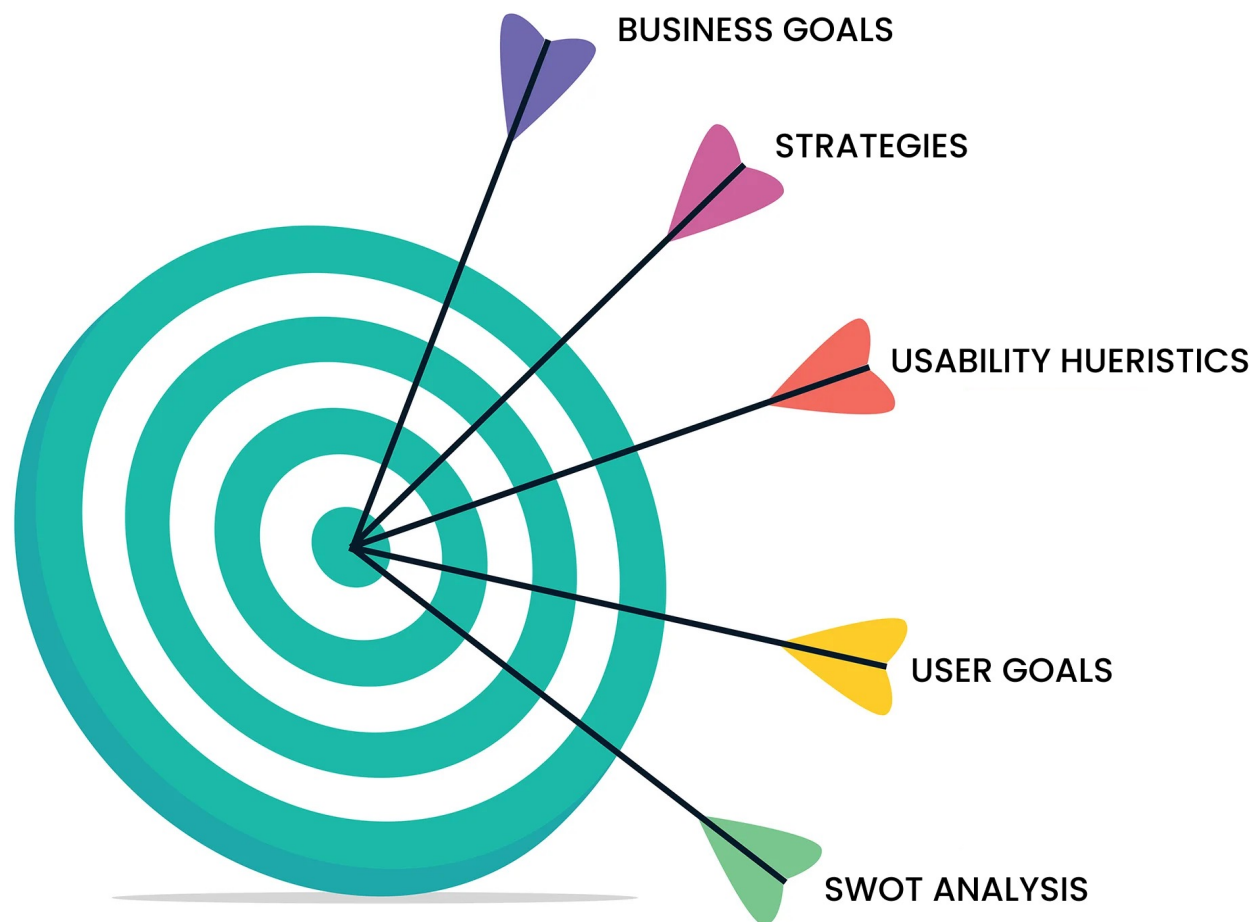
What do we value?

Booking.com offers five primary value propositions: convenience, accessibility, cost reduction, risk reduction, and brand/status.



Criteria followed :

- 01.** Business Goals
- 02.** Strategies
- 03.** User Goals
- 04.** Usability Heuristics
- 05.** SWOT Analysis



6. Recognition rather than recall

- There is no feature for comparing two or more properties. If a user would like to compare a few properties, they will have to remember the price and other deliverables which is less efficient for the user's search.
- When a user clicks on a particular pin on the map, they will not find the same property highlighted with further details easily on the left side of the screen. The search on the left side doesn't seem to be related or coordinated to the map pins on the right. Hence, the user has to look for the property once selected on the map.
- The text under the properties usually only highlights the location, number of beds, and price but nothing about the number of washrooms if that is an important



- The website's structure lets users compare multiple options with each other. It helps users browse through options efficiently.
- Active discount offers on stay, flights, and rental cars before confirmation of booking and payment to plan a budget-friendly trip for their customers.

2nd

Both VRBO and Booking.com have prompts features that let the users track back to their original screen if required.



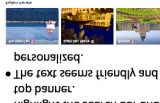
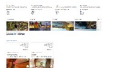



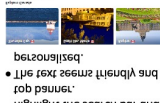


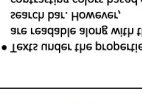


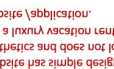

Airbnb on the other hand opens a new tab every time and the user has to rely on clicking the logo to get to the home screen. This limits the user flow and decreases the efficiency.

- There is no feature for comparing two or more properties. If a user would like to compare a few properties, they will have to remember the price and other deliverables, which is less efficient for the user's search.
- The calendar drops down automatically when the dates for stay are not selected.
- A full view of a property



including taxes and fees mentioned on the thumbnail of the property. Users can compare the final price of the properties without opening the properties on each tab.

1st

<p>124</p> <p>and the following:</p> <ul style="list-style-type: none"> • Minimum 120 characters • Capital letters only (i.e. show a row-up once the • The characters you can sometimes with the background image different stroke as it might otherwise can be given a "bigger" around the  <ul style="list-style-type: none"> • The read <p>website as well. some other sections on the in the info can be used in the copy. background used contrasting colors placed on each par. However, are minimalist design and</p>	<p>through options:</p> <p>not, efficiency in promoting structure that decrease a directly or a defining the home screen. 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Feature 3 is... <p>How does each fulfill these goals?</p>	<ul style="list-style-type: none"> • Sponsored advertisements and current deals on social media platforms. • Fees (Host and Guests) <p>Save Money</p> <ul style="list-style-type: none"> • Host referrals: can receive cash rewards for up to 25 referrals. • Ambassador referrals: can receive cash rewards for up to 2000 referrals. • Filter available for shared rooms priced at a cheaper rate for guests. • Automatic smart pricing <p>Maximum exposure & bookings (Brand expansion)</p> <ul style="list-style-type: none"> • Advertisements on social media platforms link directly to the website/application. • Options for small to large rental properties available for any type of user group. • No deals necessarily for new or existing users. <p>4/5</p>	<ul style="list-style-type: none"> • Sponsored advertisements and current deals on social media platforms. • Fees (Hosts) <p>Save Money</p> <ul style="list-style-type: none"> • Discount offers at the time of booking and on the website. • Levels of loyalty programs for offers at the time of sign-up and after. • Notification pop-ups on the website and emails with new deals. • Package discount offers. <p>Maximum exposure and bookings (Brand expansion)</p> <ul style="list-style-type: none"> • Advertisements on social media platforms link directly to the website/application. • Constant promotion and discount codes. • Deals for new users <p>3.5/5</p>	<p>and the following:</p> <ul style="list-style-type: none"> • Minimum 120 characters • Capital letters only (i.e. show a row-up once the • The characters you can sometimes with the background image different stroke as it might otherwise can be given a "bigger" around the  <ul style="list-style-type: none"> • The read <p>website as well. some other sections on the in the info can be used in the copy. background used contrasting colors placed on each par. 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FINDINGS



1

A guest lacks the ability to view and compare multiple locations before making decision, and there is presently no quicker means to help this process, limiting the user's decision-making ease.

2

Need to manually adjust filters or individually click on each listing to access additional details.

3

Excessive memory load on the user to remember and compare details.

4

No more than one category can be combined to look for options efficiently.



ETHICS & DATA





Our team decided to do a screening process to recruit **suitable participants** for the Airbnb research interview. We made screener which helped us to identify each participant who will be ideal for the same.

SCREENER

1. Hello, my name is _____

I am conducting a study on people with prior experience booking reservations. If selected, you will receive an incentive payment of \$100.00 to thank you for your time.

Are you interested?

A. If yes, continue.

B. If not, say thank you and proceed to the next user.

Thank you for your time. Unfortunately, the information that you provided doesn't match the profile that we are looking for. Perhaps we will have another opportunity to chat in future.

2. Will you be available for a 1hr in person interview on February 27th or 28th, from 3 pm to 4 pm at Humber college, North Campus?

A. If yes, go to the next question.

B. If not, say thank you and proceed to the next user.

3. Which of the following have you made a reservation for before?

A. Restaurant

B. Hotel or Homestays.

C. Car rentals

D. Flight tickets

If the answer is B, proceed with the next question.

If the answer is A, C, or D: Thank you, and proceed to the next user.



After a successful screening process our team recruited suitable participants for the Airbnb research interview. The **selected participants were interviewed at the scheduled time** according to their availability and consent forms were drafted for the participants.

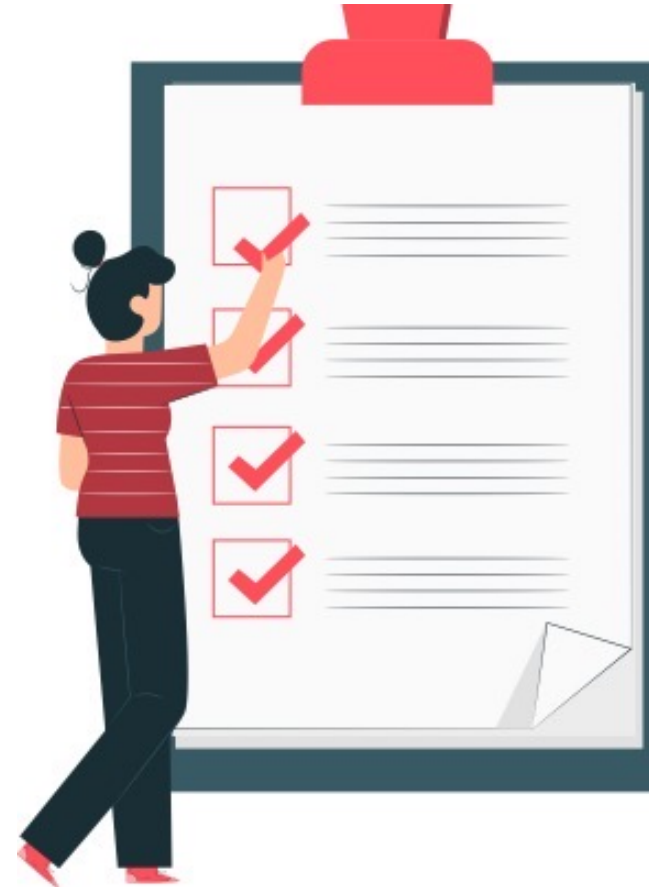


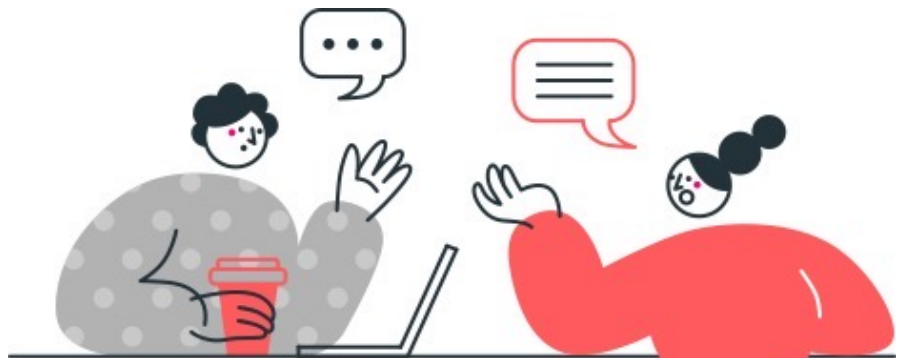
Participant Code	P1	P2	P3	P4	P5	P6	P7	P8
Moderator	M1	M1	M2	M2	M3	M3	M4	M4
Time	40min	45min	35min	40min	40min	35min	40min	30min
Gender	Male	Female	Male	Male	Female	Male	Male	Female
Age Range	25-30	25-30	20-25	20-25	20-25	20-25	20-25	25-30

Individual + Idea = Innovation

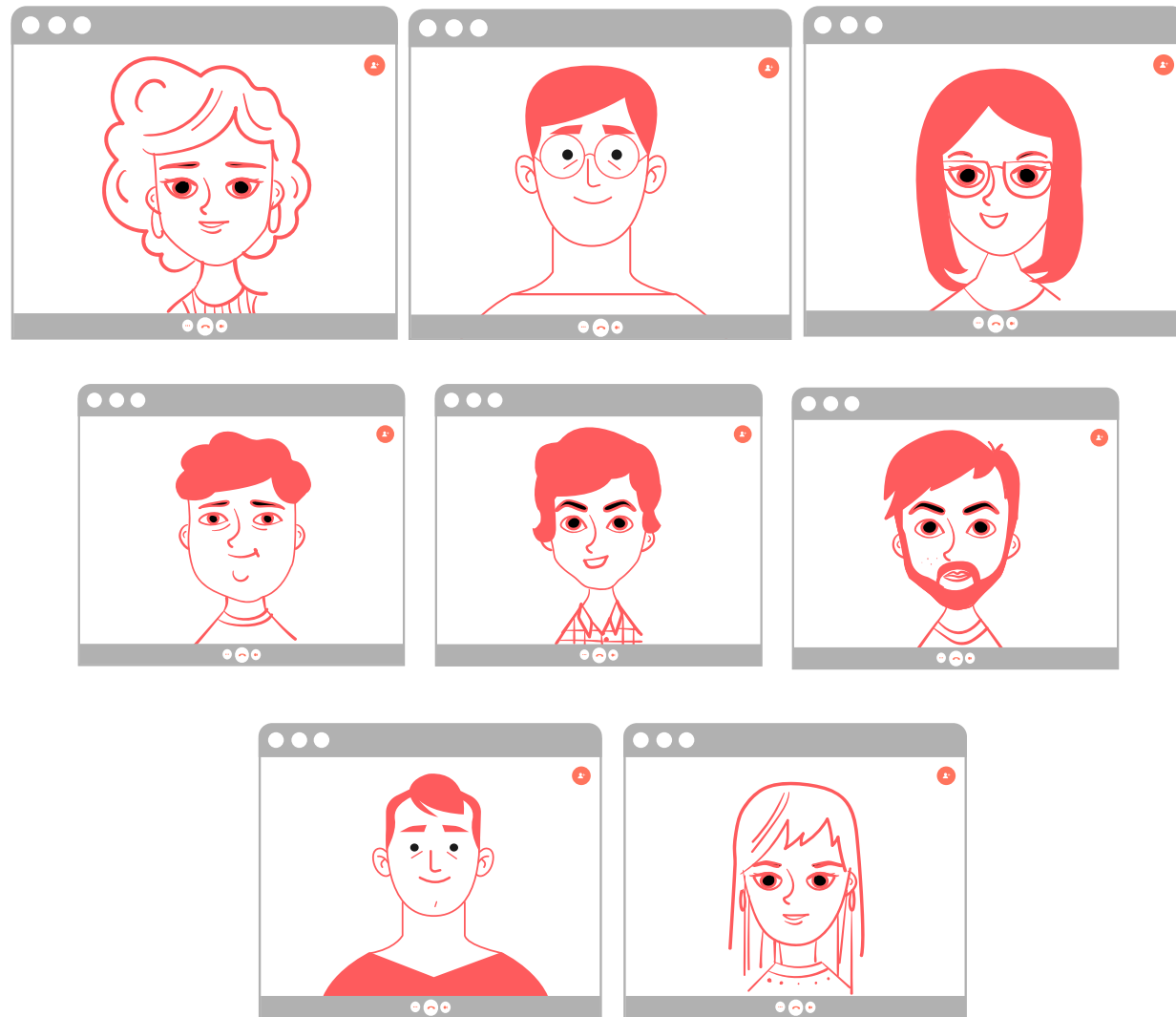


- **Introduction – Step 01**
Time : 1-2 minutes
- **Background Questions – Step 02**
Time : 3-4 minutes
- **Warm Up Questions – Step 03**
Time : 10 minutes
- **Core Interview Questions – Step 04**
Time : 20 minutes
- **Task – Step 05**
Time : 2-5 minutes
- **Wrap Up Question – Step 06**
Time : 5 minutes
- **Summary – Step 07**
Time : 2 minutes





Our research team interviewed 8 people of varying demographics to get insights on their real experiences through the questions asked during the interview session. Consent forms were duly signed by each participant, and confidentiality was maintained.



PERSONA



Interests 😊

- Likes to travel frequently
- Exploring new places and cultures
- Hosting and cooking for friends and family
- Cooking meals herself while traveling
- Engaging in outdoor activities like hiking

Needs ♥

- Pet-friendly accommodation with a backyard
- Peaceful environment conducive to studying
- Accommodation close to college and Downtown Toronto
- Budget-friendly options with transparent pricing
- Detailed property features
- Flexibility to compare specific property details
- Spacious kitchen for cooking
- Proximity to grocery stores and public transportation
- Clear communication with hosts for safety and comfort



Aria Malik

🏠 Post Grad Student · 26 years · ❤️ Super Organized

International student | New to Canada | Frequent traveler | Organised - likes to plan trips in advance | Enjoys cooking and baking | Pet lover

Context

Originally from India, Aria moved to Canada with her pet cat Floppy to pursue her passion for User Experience Design. She likes to stay organized, and enjoys hiking once in a while. She enjoys baking cookies and cooking traditional dishes from her home country to spend quality time with friends. She is looking for a budget friendly and pet friendly accommodation near her college with a spacious kitchen to find a home away from home.

Interests 😊

- Likes to travel frequently
- Exploring new places and cultures
- Hosting and cooking for friends and family
- Cooking meals herself while traveling
- Engaging in outdoor activities like hiking

Motivation 💡

- Feeling at home in a new environment
- Convenient commute to university and downtown
- Value for money in accommodation choices
- Pursuing higher education in a new country
- Creating memorable experiences while traveling

Needs ♥

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- Clear communication with hosts for safety and comfort

Challenges ⚡

- Finding pet-friendly and budget-friendly accommodation
- Navigating and selecting through numerous property options
- Ensuring accurate and transparent property information
- Choose the most suitable accommodation from multiple property options
- Difficult to remember property details
- Balancing academic responsibilities with personal interests and hobbies

Motivation 💡

- Feeling at home in a new environment
- Convenient commute to university and downtown
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Etobicoke - Looking for a stay
23rd Jan - 20th Feb'24

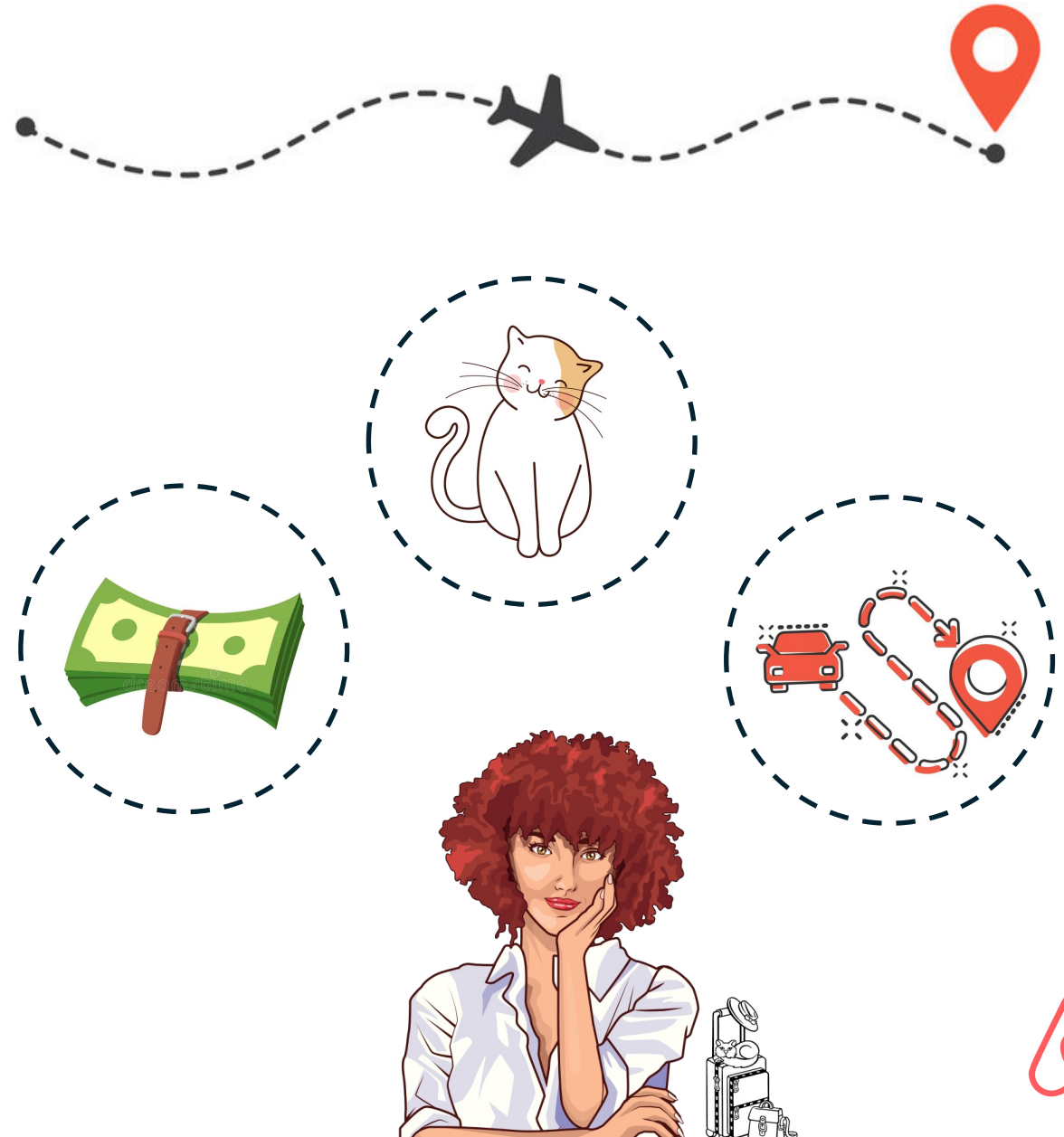
User Persona



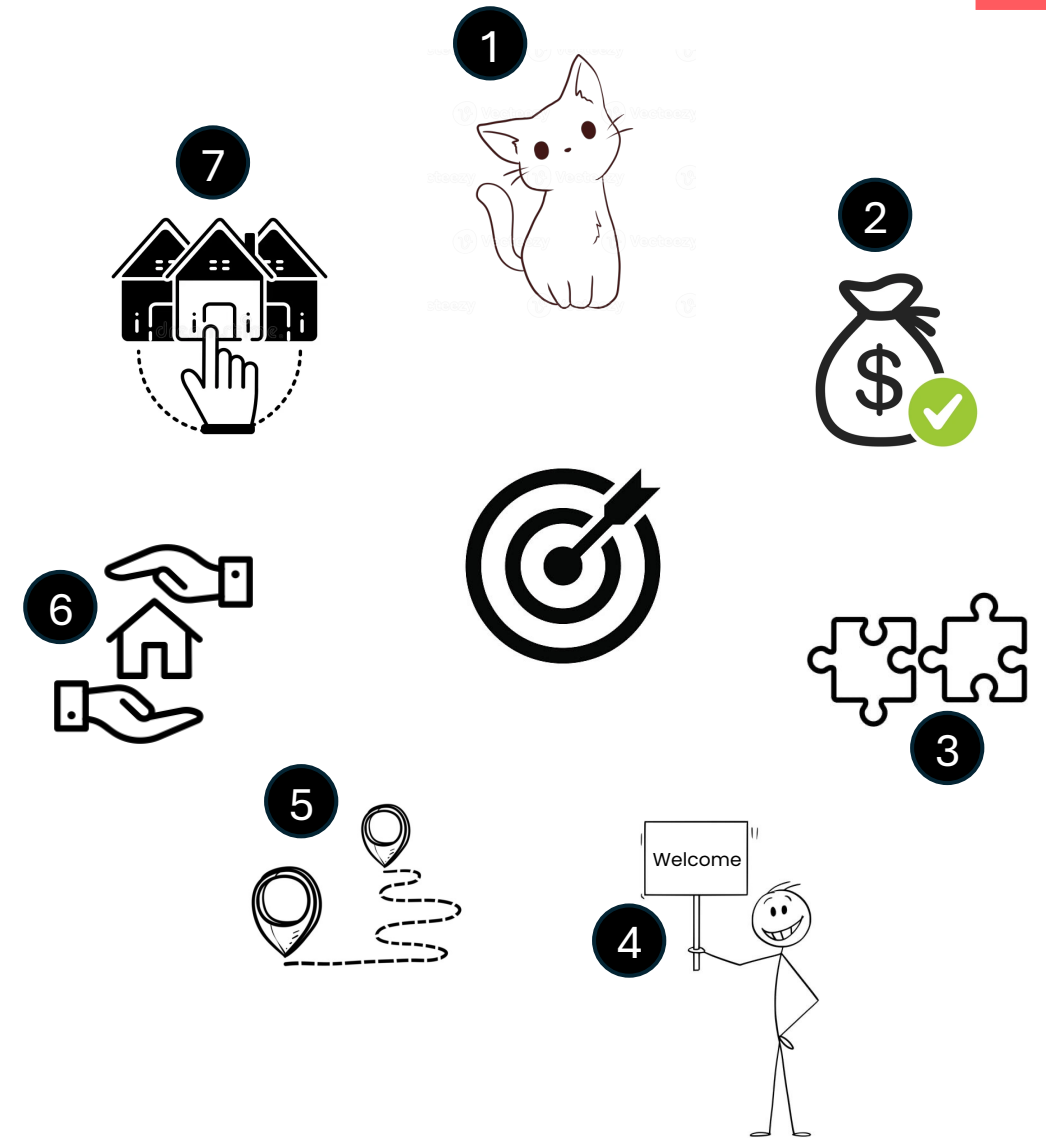
JOURNEY MAP



“Aria is starting a new course and **shifting** to Canada soon. She wants to book a **pet friendly accommodation** for herself and her pet cat Floppy. Since she’s **traveling alone** and is on a strict **budget**. It’s important she reserves the right accommodation and choose a **location that is close** to both her college and Downtown Toronto as its going to be a longer stay”.



- To find a budget friendly and pet friendly accommodation.
- Reserving a reliable property that matches with the property description provided on Airbnb.
- Finding a property for a longer duration with a welcoming host.
- Avoid wasting time during traveling between downtown and college.
- Property with safe surrounding to host guests.
- Finding the appropriate accommodation from a pool of options and categories.



TASK SEQUENCE

01

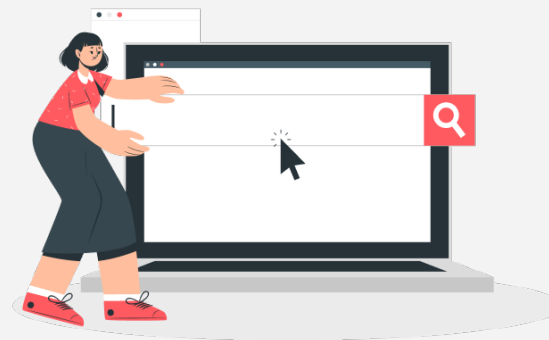


TASKS

Going to book an Airbnb property for a month as I'm starting a new course

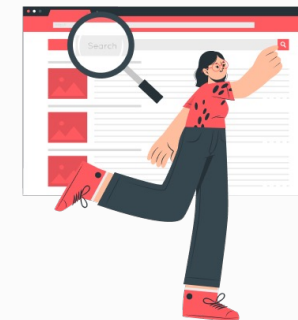
START

02



Search Airbnb and browse through categories

03



Enter details – Destination, dates etc.

PAIN POINTS

Filter option is difficult to find

OPPORTUNITIES

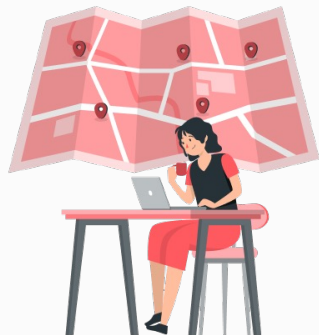
Provide personalized recommendations based on the user's history

Filter option can be placed closer to the date/location search bar



TASK SEQUENCE

04



Open Google maps and check distance of properties from Downtown and college.

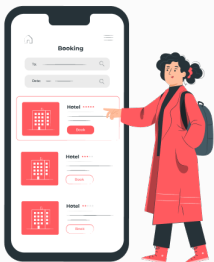
05



Add pet friendly filter and open separate tabs

Didn't find low to high price and vice versa in filter option for the selected budget criteria.

06



Choose 2-3 properties that fall in required location criteria

Excessive memory load on the user to remember and compare details.

Introduce a tool for users to track and compare liked properties, reducing memory load.

33



TASKS

PAIN POINTS

Time consuming to check distance on google maps for every property

OPPORTUNITIES

Improve distance navigation system

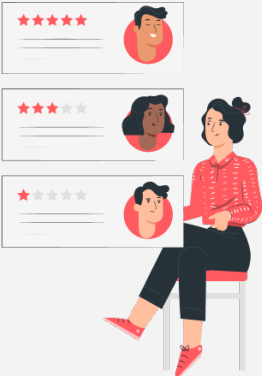
TASKS

07



Print the options to compare and finalize properties she liked the most

08



Starts comparing properties on basis of reviews, photos, amenities, host reviews, and location

09



Share with friends as well to get their opinions before finalizing

PAIN POINTS

Time consuming for the users to print or take screenshots to compare

Hard to keep a track of all the information

OPPORTUNITIES

Place options side by side for quick property comparison, enhancing browsing experience.

Allow users to compare property details based on set priorities like price, amenities, and location for faster decision-making.

Highlight the collaborative tool to enhance the browsing experience



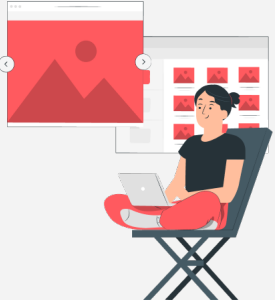
TASK SEQUENCE

10



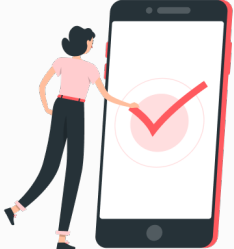
Message host and ask questions regarding pet policy, location, public transport and safety.

11



Ask host for real time images to cross check the property details seen on the website

12



Reserve the property and make the payment

35

TASKS

PAIN POINTS

Misleading information on the website

OPPORTUNITIES



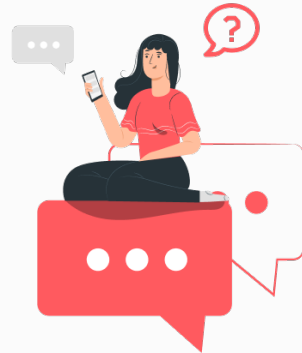
TASK SEQUENCE

TASKS

PAIN POINTS

OPPORTUNITIES

13



Message host with questions confirming pet policy and location

Lack of trust with location of properties due to less or no specific location information

Can provide a link for exact location linked with a separate map application once the payment has been done

14



Go early for check in

Information regarding extra charges can instill lack of trust in the users

Information for additional charges should be transparent with the users and shared before booking

15



Reach the booked accommodation

END

36

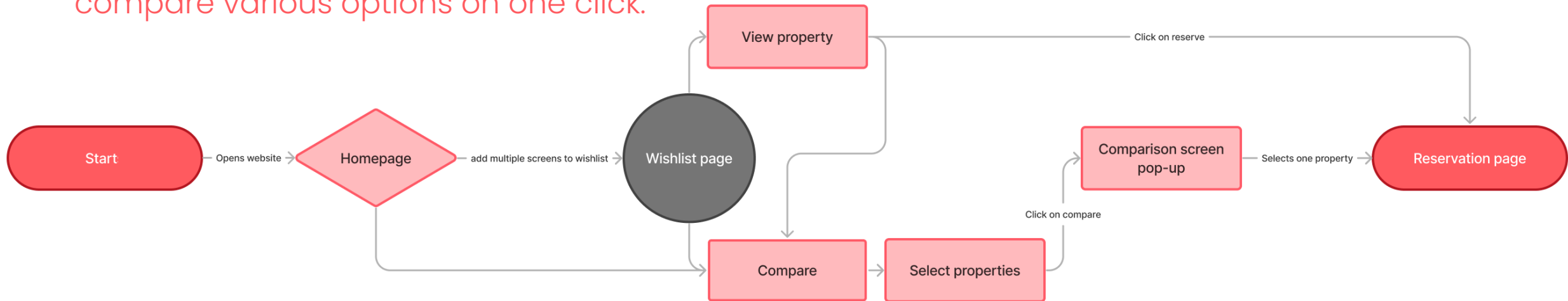


TASK FLOW



TASK FLOW

- Increased Flexibility to use comparison tool at different points of the task flow.
- Save browsing time and faster decision-making process.
- Increase user control and freedom to compare various options on one click.



EXISTING LAYOUT



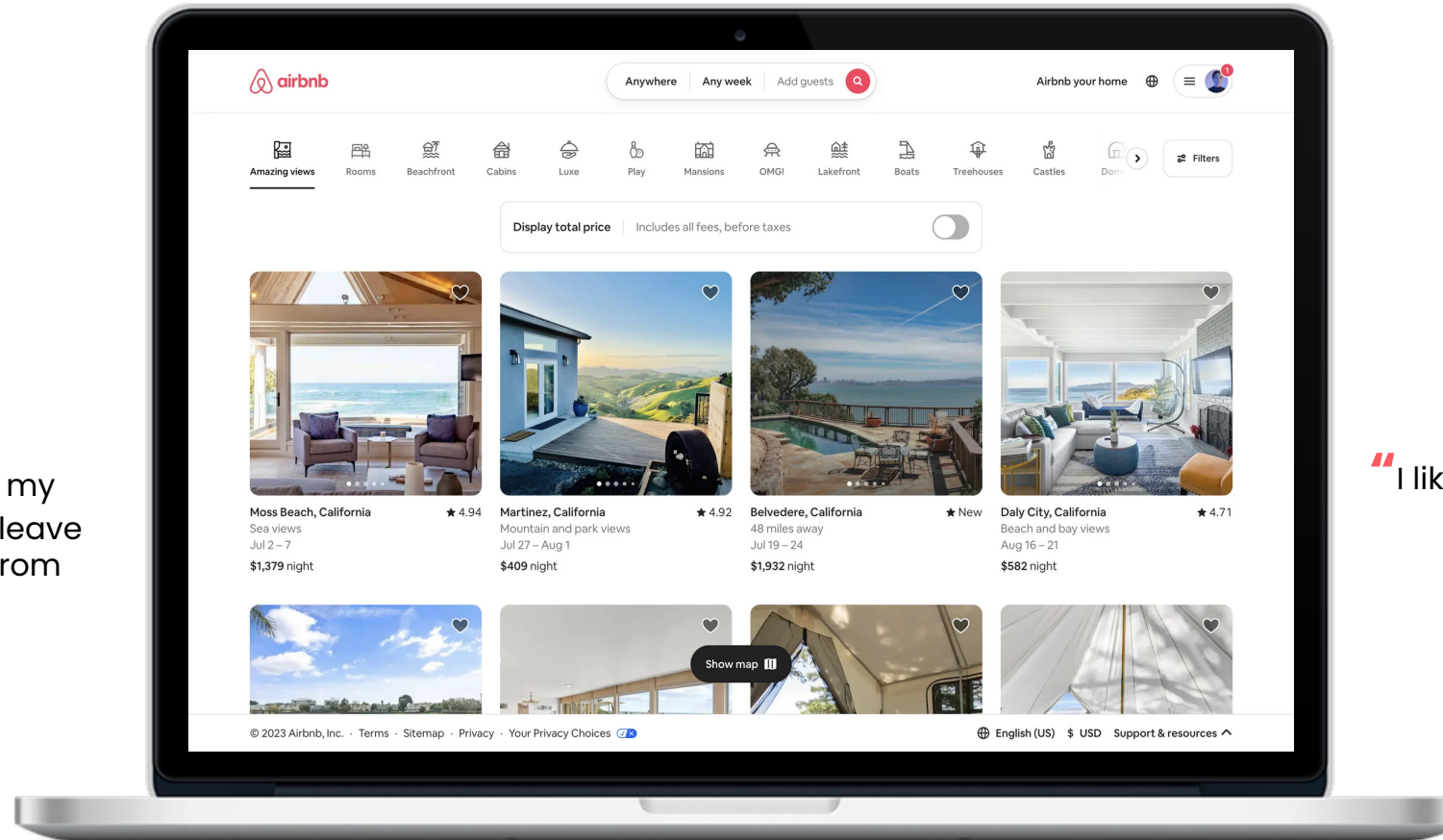
HOMEPAGE

"I always print options or take screenshots before finalizing"

"I share options with my friends or family and leave it to them to choose from the options"

"I compare properties to see which one's closer and budget friendly"

"I like to explore different categories"



This is the current homepage layout of their website, lacking any feature or tool for property comparison. To compare properties side by side, users may rely on taking screenshots, share property options or print the listings.

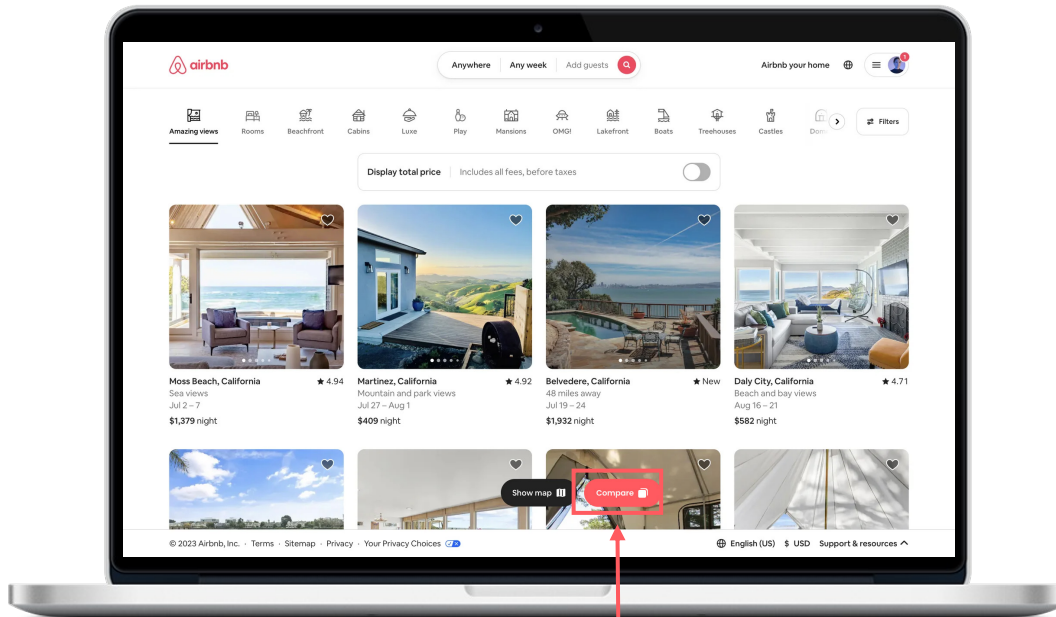


PROPOSED WIREFRAMES

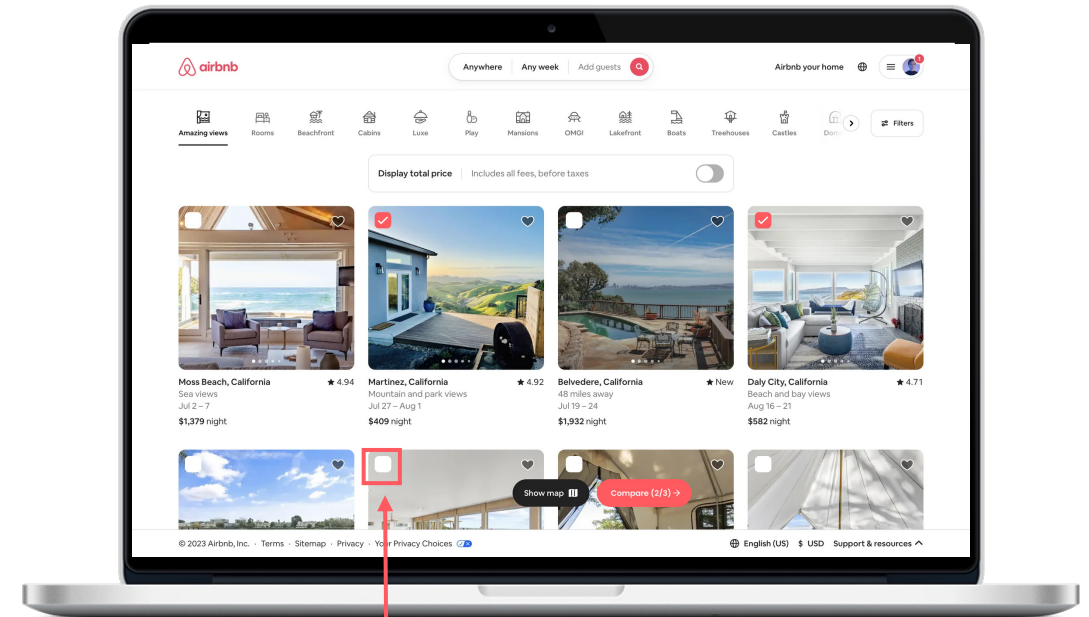


HOMEPAGE

The proposed layout has a new comparison tool beside the map button at the bottom for users to **select up to three properties of their choice** making it **easier for them to compare on the same page**.



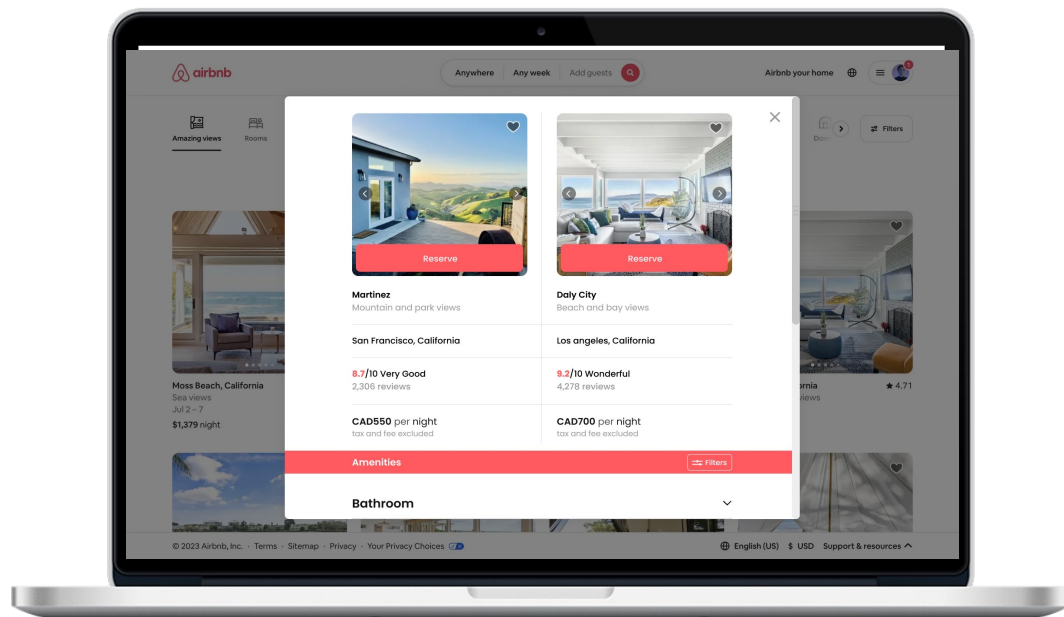
Button for comparing properties



Tick box to select multiple properties for compare



COMPARISON TOOL POP UP



Comparison screen pop-up after selecting the property, which displays all the necessary information.

Reserve

Reserve

Martinez Mountain and park views	Daly City Beach and bay views
San Francisco, California	Los angeles, California
8.7/10 Very Good 2,306 reviews	9.2/10 Wonderful 4,278 reviews
CAD550 per night tax and fee excluded	CAD700 per night tax and fee excluded

Amenities
Filters

Bathroom

Bathtub	✓	Bathtub	✓
Hair dryer	✗	Hair dryer	✓
Cleaning products	✓	Cleaning products	✓
Shampoo	✓	Dove shampoo	✓
Conditioner	✗	Dove conditioner	✓
Body soap	✓	Dove body soap	✗

Kitchen

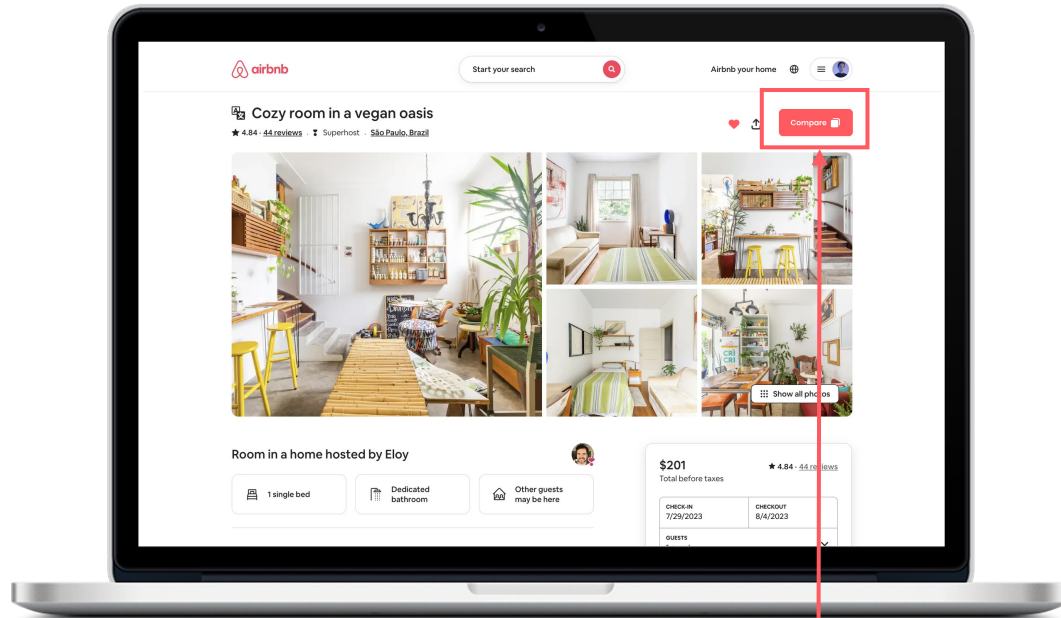
Entertainment

Entertainment

Home Safety

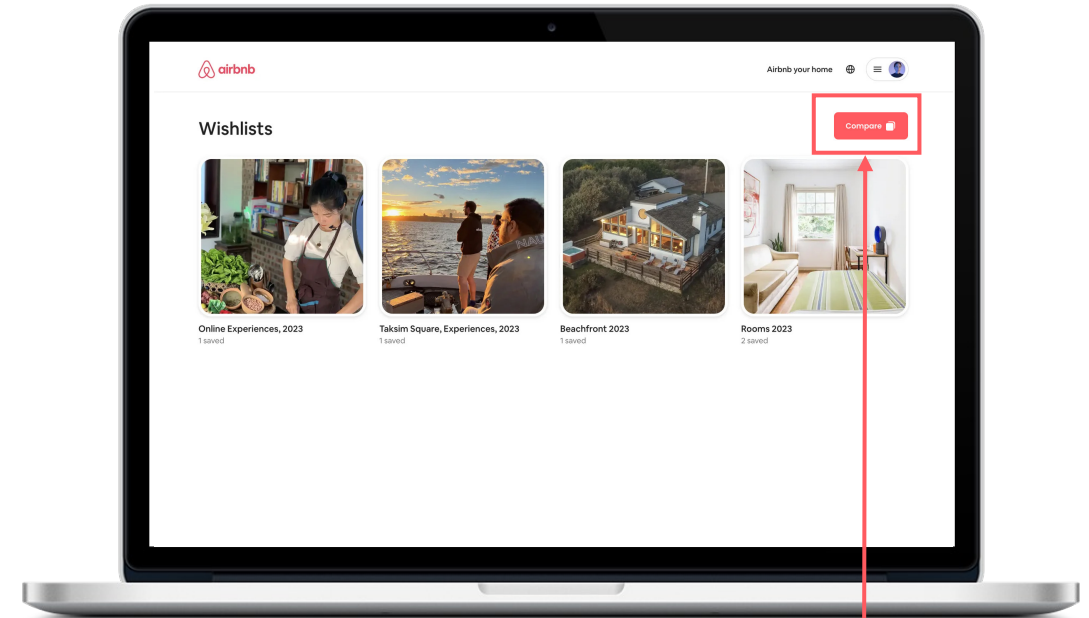


PROPERTY DETAIL PAGE



Compare button on
property detail page

WISH LIST



Compare button on
Wishlist page



CONCLUSION



After a thorough research and various interview sessions, our team identified challenges faced by the users while using our Airbnb website. We concluded that the site lacks a comparison tool which can help users in making a faster and efficient choice of property.

After closely researching the user's journey and their challenges within the app, we developed redesign options tailored to their specific requirements, and integrating suitable features and elements to enhance their experience and helping them make the right choice every time.



THANK YOU!

