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History

Airbnb was born in 2007 when two Hosts welcomed three guests to their San Francisco home, and has since grown to over 4 million Hosts who have welcomed over 1.5 billion guest arrivals in almost every country across the globe. Every day, Hosts offer unique stays and experiences that make it possible for guests to connect with communities in a more authentic way

Founders



Nathan Blecharczyk
Airbnb Co-founder & CSO



Brian Chesky
Airbnb Co-founder & CEO



Joe Gebbia
Airbnb Co-founder & Chairman

Missions

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

It reflects the company's commitment to providing an end-to-end travel platform that handles every aspect of a customer's trip.

The key elements:

1. Enhancing life through services such as experiences
2. Recognizing exceeding expectations to be important.
3. Supporting Needs to not just accommodation but also to experience localized views, culture exchange etc.
4. Becoming a Global Company that value diversity and inclusion.



Target Audience

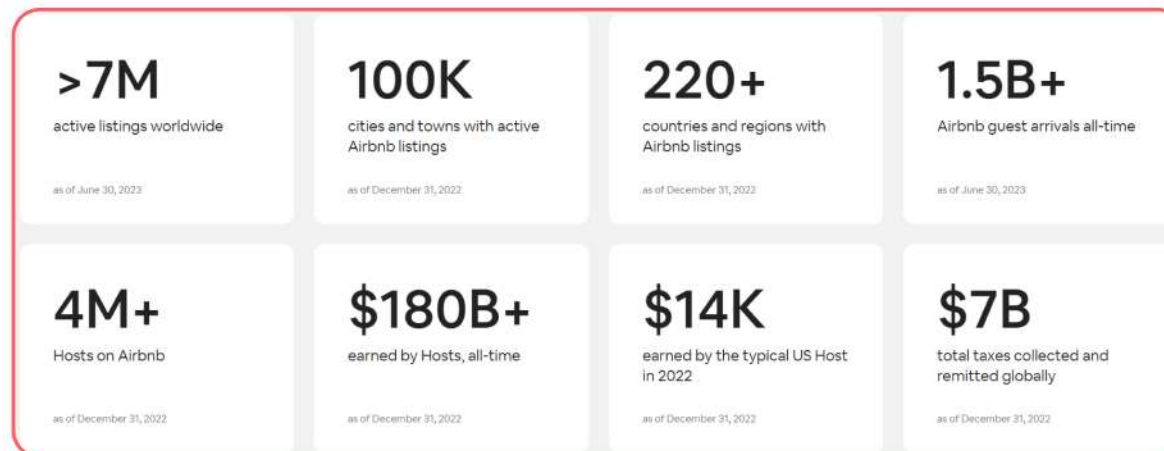
Hosts and **Guests** are two distinct Airbnb customer segments.

Airbnb hosts are people who have spare rooms or property available for rental. This Airbnb segmentation may choose to use the platform for two reasons:





- They want to earn income from their available space
- They want to meet people from around the world and provide them with a local stay.

Airbnb guests can be divided into two segments:

- Those looking for accommodation
- Those looking for 'experiences'.



Competitive Analysis

				
Name	Airbnb	Kayak Trip Huddle	Google Trips	Luna Moons
Specialty	Lodging accommodations and cultural experiences	General group planning (accommodation, destination, time)	Individual Trip Planner	Honeymoon/Babymoon planner
Platform	mobile application, website	website	mobile application	website
Send Invite to Collaborate?	✓	✓	✗ No, but can send reservation info	✓
Rating System	✓	✓	✗	✗
Day-to-day Overview	✗	✗	✓	✓

How Airbnb enhance experience through design thinking principles

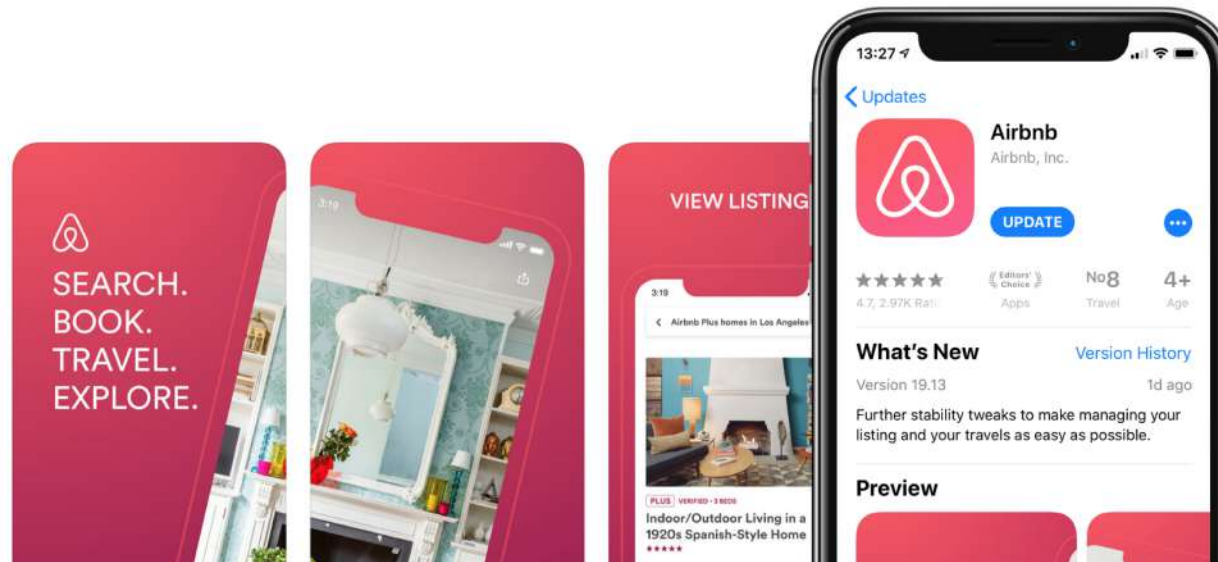
- Empathy played an important role When Airbnb realized that people were skeptical about booking listings, they visited all the listings in New York, spoke to the hosts and realized that it was the poor quality of photographs that had decreased bookings. They took better pictures of the listings, the bookings went up and the hosts and guests were both satisfied.
- Earlier, to like a listing, Airbnb had the option of clicking on a star, which they later changed to a heart by generating solutions to a problem experienced by the users. Design thinking keeps at the core of tapping into user sentiment. Users are more likely to use a heart than a star to 'like' a listing.
- A situation known as 'rejection taxonomy' occurred where, a request for accommodation did not match the hosts expectations resulting in rejection of the request. So, Airbnb formed a collaboration between insights and analytics team, performed research (100 quantitative surveys with hosts) and found emotional and logistics problems and reasons such as insufficient information of guests. After the data analysis, they got the top categories and are working through them using personas. This example uses user experience above anything else.

Design decisions with respect to brands values & objective

Airbnb has consistently prioritized user experience & design, leading to significant improvements over time. the application offers personalized recommendations and a more streamlined booking process, enhancing the user's ease of navigation.

Airbnb's design approach sets it apart from traditional hospitality providers by employing storytelling to foster an emotional connection between guests and hosts. Each listing on the platform includes a detailed description and photographs, providing a unique narrative about the host and their property.

Airbnb's user interface is designed for ease of use, offering a variety of filters to streamline your search process. An interactive map feature allows users to browse listings by location and focus on specific neighborhoods which were not considered before.





Airbnb's Design Framework

The key principles of design thinking that guided Airbnb's approach were empathy, collaboration, experimentation, and a focus on the user experience. The company's designers worked closely with developers and business leaders to create a culture of innovation and rapid prototyping.

For example, the company held a 10-day design sprint to improve the user experience on its website. The sprint involved designers, developers, and business leaders from different parts of the company. By working together in a fast-paced and collaborative environment, the team was able to identify and solve a wide range of usability issues.

1. User-centric Approach

Airbnb places a strong emphasis on understanding the needs, desires, and pain points of its users—both hosts and guests.

2. Iterative Design Process

Airbnb employs an iterative design process, constantly testing and refining its platform based on user feedback and data analytics. This iterative approach allows Airbnb to quickly adapt to changing user needs and market trends.

3. Cross-Functional Collaboration

Airbnb fosters a culture of collaboration among designers, engineers, product managers, and other stakeholders. By bringing together diverse perspectives and skill sets.

4. Prototyping & Testing

Airbnb frequently creates prototypes of new features or designs and tests them with real users before fully implementing them. This allows Airbnb to validate ideas early in the design process and minimize the risk of developing features that users don't find valuable.

5. Design Led Innovation

Design is considered a core component of Airbnb's overall strategy, rather than just an afterthought. Airbnb's founders have emphasized the importance of design in creating memorable user experiences that differentiate the platform from its competitors.

How brand prioritized user needs and preferences through design process

• The Empathy-Driven Pivot

One critical aspect of design thinking is empathy – the ability to understand and share the feelings of others. Chesky and Gebbia decided to live exclusively in Airbnb rentals for several months to better comprehend the challenges hosts and guests faced while using their platform.

The founders identified a major problem: poor-quality photos of the listings. They realized that people were reluctant to book stays because they couldn't visualize the properties clearly. To address this issue, Airbnb began offering free professional photography services to its hosts. As a result, bookings increased significantly.

• Iterative Experimentation: The Power of 1,000 Tweaks

The company continuously tested new features and improvements, making small but impactful changes to its platform. For instance, Airbnb discovered that guests were more likely to book a rental if the host had a complete and detailed profile. To encourage hosts to fill out their profiles, the company introduced a progress bar, which nudged hosts to add more information. This simple tweak resulted in more comprehensive profiles and improved the overall user experience.

Examples of how feedback were incorporated

- Airbnb addresses user concerns about a confusing booking process by revamping its interface based on feedback.
- The new search filter feature allows users to refine results by price, location, amenities, and property type, improving the overall user experience.
- Concerns about public feedback impact, privately addresses construction project concerns in host feedback.
- Revenue decline prompts multiple website visits, revealing poor-quality photos. Reshooting in high resolution leads to a 100% revenue increase.
- Airbnb's major upgrade includes transparent pricing, incorporating fees in nightly rates, eliminating surprise fees at checkout, benefiting both guests and hosts.

Effectiveness of design thinking in improving user satisfaction.

High-quality Images

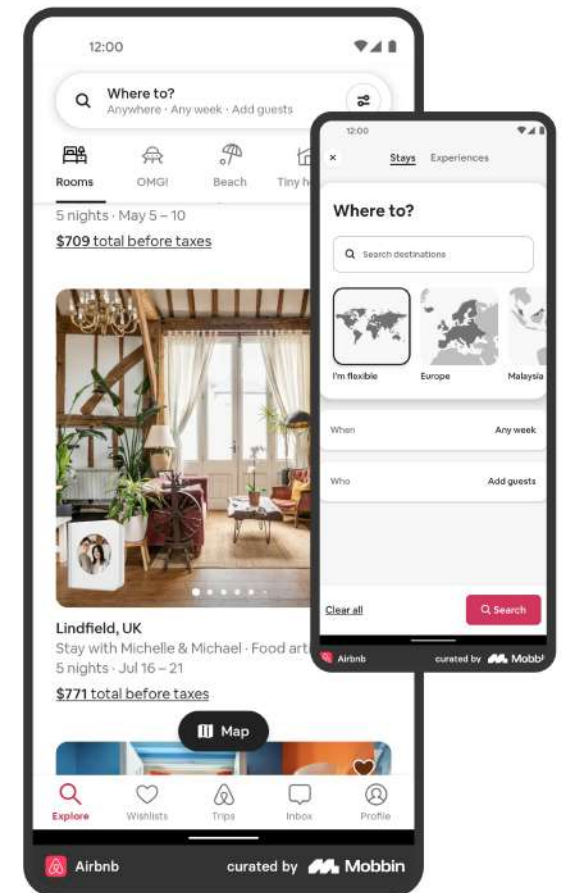
When Airbnb was first launched in 2008, the founders noticed that many listings on the platform had low-quality photos, or no photos at all. This lack of visual information made it difficult for potential guests to get a sense of what the accommodations were like, ultimately leading to a negative user experience. To solve this problem, Airbnb implemented a program called “professional photography,” where freelance photographers were hired to take high-quality photos of hosts’ homes.

Personalized recommendations

The app was designed to be more intuitive and user-friendly, focusing on personalized recommendations and a streamlined booking process. This redesign was well received, and the app has since been praised for its ease of use and attractive design. Another aspect of storytelling creates an emotional connection between guests and hosts which helped it to stand out in the market.

Intuitive search

Airbnb’s search is incredibly easy to use with many filters to refine your search by price, location, amenities and more. You can filter by categories like unique homes, vacation spots, or even by experiences offered. Guests can use an interactive map to explore listings by location and zoom in on specific neighborhoods.



Challenges faced by Airbnb

- 1. User Diversity:** Airbnb serves a diverse user base, including hosts and guests from different cultures, backgrounds, and preferences. Understanding and catering to the needs of such a diverse user group can be challenging. Design thinking requires empathy and a deep understanding of users, and accommodating this diversity can be complex.
- 2. Regulatory Issues:** Airbnb has faced regulatory challenges in various cities and countries due to concerns about housing shortages, safety, and compliance with local laws. These challenges may require a delicate balance between user-centric design and adherence to regulatory requirements, making it a complex issue to address within the design thinking framework.
- 3. Trust and Safety:** Ensuring the safety and trust of users in a peer-to-peer platform is crucial for Airbnb. Designing features that enhance safety without compromising the user experience can be challenging. Striking the right balance between openness and security is an ongoing concern for the platform.
- 4. Technology Integration:** Airbnb heavily relies on technology to connect hosts and guests. Integrating new technologies, such as augmented reality or artificial intelligence, while maintaining a seamless user experience poses challenges. Ensuring that technological advancements align with user needs and preferences requires thoughtful design thinking.
- 5. Scalability:** Airbnb's rapid growth and global expansion present challenges in scaling its platform while maintaining a user-centric approach. Design thinking must adapt to address the needs of a growing user base and evolving market dynamics.

Lessons Learned

- 1. Put the customer at the center:** Airbnb's design thinking philosophy revolves around understanding the needs and preferences of customers. Businesses should prioritize customer-centric design to enhance the overall user experience.
- 2. Collaboration is key:** Airbnb's design thinking approach emphasizes cross-functional collaboration and teamwork. Design thinking encourages different perspectives, diverse skill sets, and a culture of innovation. Businesses should foster collaboration and create an environment that encourages experimentation and risk-taking.
- 3. Empathy leads to innovation:** Airbnb's success can be attributed to the company's focus on empathy and understanding the unique needs of its customers. Empathy enables businesses to identify pain points and innovate solutions to address them. Companies should invest in methods to understand how customers think, feel, and behave to create products and services that resonate with them.



Citation

[Airbnb Mission and Vision Statement \(businessmodelanalyst.com\)](#)

[Airbnb is finally fixing its core design problems, says Brian Chesky \(fastcompany.com\)](#)

[How AirBnB uses Design Thinking in Projects – An Example › This is Design Thinking!](#)

[How Design Thinking Transformed Airbnb: A Success Story – ThinkersPath](#)

[How Great Design Was Key to Airbnb's Massive Success? | Passionate Design Agency \(passionates.com\)](#)

[Design Thinking Part 1: Basic Concepts and Principles — The BYU Design Review](#)

[\(4\) Customer Feedback's Role in Getting Airbnb to Profitability | LinkedIn](#)

[How Design Thinking Transformed Airbnb: A Success Story – ThinkersPath](#)

A dark, atmospheric photograph of a small A-frame cabin nestled in a dense forest at night. The cabin has a dark, corrugated metal roof and a small porch where a person is standing. Warm interior lights are visible through the glass doors, and a string of small lights is strung along the eaves. The surrounding forest is dark, with some trees showing autumn foliage. The overall mood is cozy and secluded.

Thank you
for watching