

# Airbnb Work

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*Final project for the subject of **System Analysis**, class **P6**.*

## Team

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## Introduction

Remote working is an up-and-coming trend, pushed by a global pandemic that forced workers to distance themselves from other workers. Although many workers prefer to work from home, there is a growing trend about attending coworking spaces. This can be because workers grew tired of staying at home, but it is a fact that workplaces have advantages in relation to a home environment, this can be of material nature (like office paraphernalia) or immaterial nature (like socialization with other workers). But how can a worker find a coworking space that suits his/her needs ? That is where **Airbnb Work** comes in.

## Positioning

### Problem Statement

How can **Airbnb Work** help ? The main problem we can point out in the brief introduction of this project is the difficulty in **finding, selecting** and **connecting** with **coworking spaces**. This **affects** not only **workers** (in the multitude of they're formats) but also **employers** who require that employees have a minimum level of working conditions that promote each worker's productivity, and finally the **coworking spaces** themselves that can definitely take advantage of a more broad reach over the market.

The cumbersome task of looking for these spaces and choosing one that meets all the requirements of each worker set a challenge for everyone involved. Firstly, the search is **time consuming**, and the poor choice of space due to the lack of information can severely **impact the productivity of the employee**, which will obviously affect the employer too. For the coworking spaces, the **lack of visibility and exposure** to the market can have devastating effects, but also the lack of a source of structured **feedback** relative to the service being provided can prove to be a **difficulty** when trying to **improve the quality** of this service.

To these problems, **Airbnb Work** presents a solution which benefits have been time-tested in other similar products. We will list some of the key aspects in the next section when we expose what are the main goals for this product, but the benefits of this kind of solution are self evident, if we look at platforms like Airbnb, Amazon, Booking, and other alike, we can point out that **exposure, ease of communication** between **service provider and client**, direct **competition** between providers, are all results of having a single point of contact between providers and clients in a way only a **service aggregator** can provide. So, who are the workers that will access this service ?

## Product Position Statement

As said before, this service utility can be of great use for remote workers, but not all remote users will need this kind of functionality, many workers are still happily working from home, but as the pandemic runs its course, and countries ease they're restrictions, a unique business opportunity arises when **workers** start **considering** working **out of the house** and of the **office**, or **traveling** at the same time, and this creates the need for this workers to **easily find a space** to work in **various locations** in a time notice.

**Airbnb Work** can help with this, being an aggregator, various coworking spaces and they're respective information can be found in a single page, filtered and compared, much easier than it would be to search each coworking space site separately and try to compare all of them.

## Stakeholder Descriptions

### Stakeholder Summary

Name	Description	Responsibilities
Remote worker	Worker with a <b>remote full time job</b> . Company tasked him to <b>travel</b> to Lisbon for a company meeting next tuesday. He needs to travel during the weekend and <b>needs a place to work on monday</b> .	Unfamiliar place, where <b>he does not know any coworking spaces</b> in Lisbon that meet his needs, he will use the <b>Airbnb Work</b> to <b>search</b> , and <b>book</b> , in advance for a place to work next monday.
Coworking Space	New coworking <b>space</b> , <b>opened last week, does not have any clientele</b> , and <b>needs</b> to rapidly <b>increase</b> its <b>exposure</b> to possible clients.	Create an account at <b>Airbnb Work</b> where it <b>publicies the spaces</b> offering in terms of services and booking options.
<b>Airbnb Work</b>	<b>Service provider</b> . Maintains a <b>business model</b> as the moderator and <b>intermediary</b> between end <b>customers</b> as <b>service providers</b> .	Creates <b>new features</b> and <b>maintains</b> the service <b>availability</b> and <b>quality</b> . Receives a percentage per transaction everytime a new booking is registered.

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## User Environment

For the user to complete his/her action of searching, selecting and booking a space for a specific date and duration, he will need only to interact with the service provider via the intermediary. To complete the task of searching and selecting the service provider, there is no definite amount of time since that will be dependent on the users requirements and the platform's offerings, but we can estimate between 4-5 min if the selection is comprehensive and extensive enough. After selection, the user will select an available date and time, which can be done in a matter of seconds, finally the user can proceed to the payment section, which duration will depend on the manner of payment chosen by the user, this will most likely require the system to integrate this third-party payment platforms inside **Airbnb Work**.

This streamlined process can be an advantage since today's options of this process can vary from provider to provider, and in this case, a universal system that all can abide to simplifies the process.

## Product Overview

### Goals

1. **Centralized information:** At the moment of the proposal of this project, there is no centralized place where to find all the existing coworking spaces, a worker that intends to visit one must search online, site by site, unfiltered information, for a place that meets his/her needs or requirements. **Airbnb Work** could provide a library of all of this space's information, where a worker could easily filter and search for a place that satisfies him/her.
2. **Quality-based selection:** How can a worker, in search of a space, know if this space meets his/her needs in a suitable manner ? One must rely on the biased information of this space management, which can be misleading. **Airbnb Work** could easily solve this problem with a review and score system, based on the opinion of previous and current users of each space.
3. **Simplified and universal booking:** Today's diverse and proprietary solutions of each service provider pose a difficulty in adaptability by the user which, from provider to

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provider, must learn and comprehend a new booking and interaction system. Having a single platform that simplifies and standardizes these processes can ease the interaction of the user with multiple providers.

### Needs and Features

Need	Priority	Features	Planned Release
Search	High	Search by: <ul style="list-style-type: none"><li>• Name,</li><li>• Location, ...</li></ul>	First Iteration
Provider access	High	Provider announces services, and creates a profile.	First Iteration