

The slide features several decorative teal elements: a large arc in the top left, a smaller arc in the bottom left, a large solid circle in the bottom right, and a thin arc in the bottom right. In the bottom left, there are three small teal dots.

# REVENUE OPTIMIZATION

User Journey Workflow

P R E S E N T A T I O N   B Y :   E L L E N   I V A N O V I C

# Executive Summary



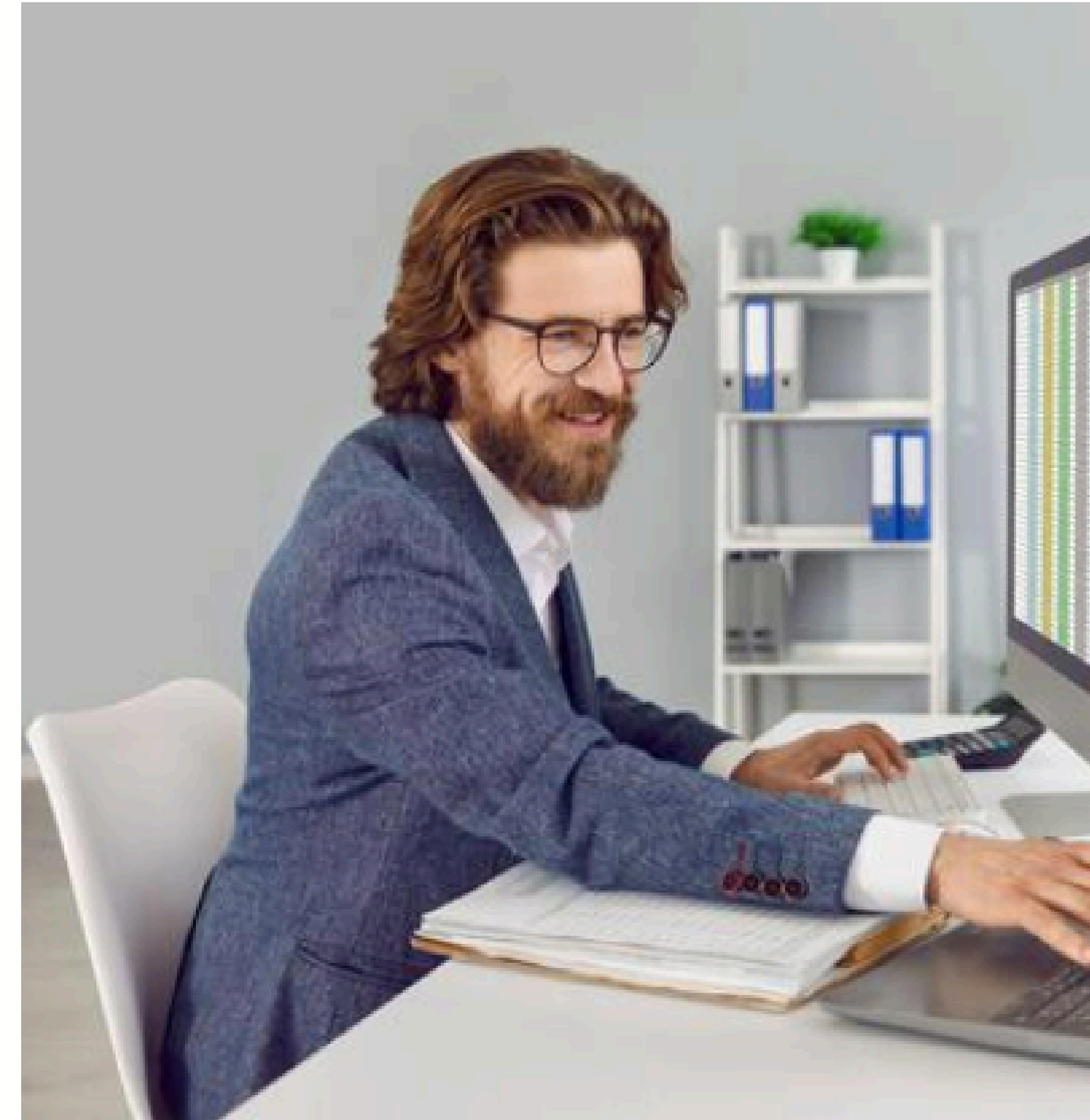
## Objective:

Redesign the Barcelona booking workflow powered by **Artificial Intelligence (AI Agents)** to reduce friction at the payment step, boost booking completion rates, and elevate the overall user experience. By integrating tools like **Open AI -4, LangChain and Postman Flows** the system becomes smarter, more intuitive, and optimized for conversion.

## Context:

Javier, Airbnb's Revenue Optimization Manager, oversees pricing and booking performance in Barcelona. After identifying **high drop-off rates** during the payment stage, he implemented AI Agents to streamline the user journey.

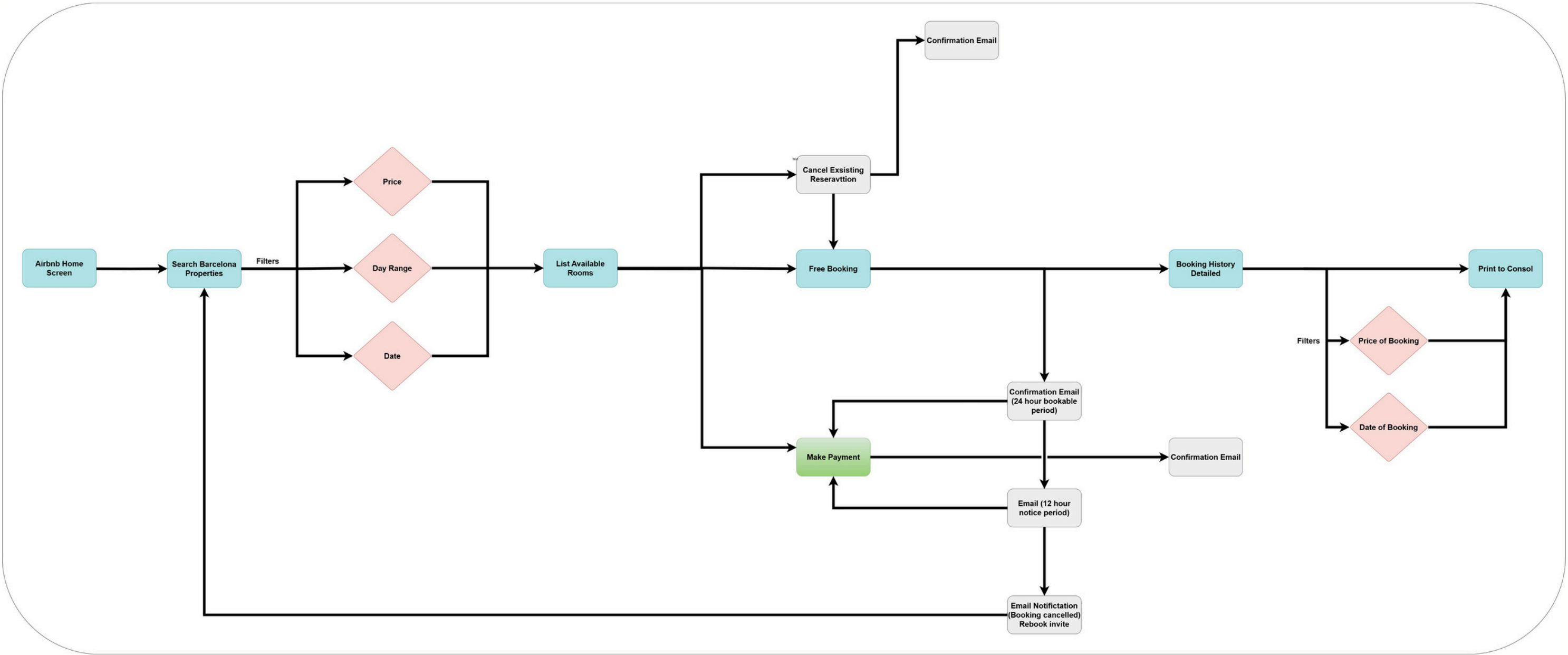
While he encourages users to adopt this new agentic workflow for a faster, AI-assisted experience, he also maintains a manual user journey for **flexibility**. This balanced approach ensures a seamless transition for users, offering both a traditional and an AI-enhanced pathway to successful reservations.



# Manual User Workflow

- The user begins at the Airbnb home screen and initiates a **search** restricted to Barcelona properties.
- They apply **filters** based on price, date, and day range to view a curated list of available rooms.
- From there, they can proceed to book a **room or cancel** an existing reservation.
- Upon booking, users receive a confirmation email and enter a **24-hour holding period**. If payment is not completed, they receive a 12-hour reminder, followed by a cancellation notice and rebooking prompt.
- Beyond booking, users can access a detailed booking history, **filtered by price or date**, and print this data as needed.

This journey balances autonomy and structure providing users with control while ensuring **clarity, automation, and timely interventions** that reduce friction and support Javier’s goal of improving completion rates.

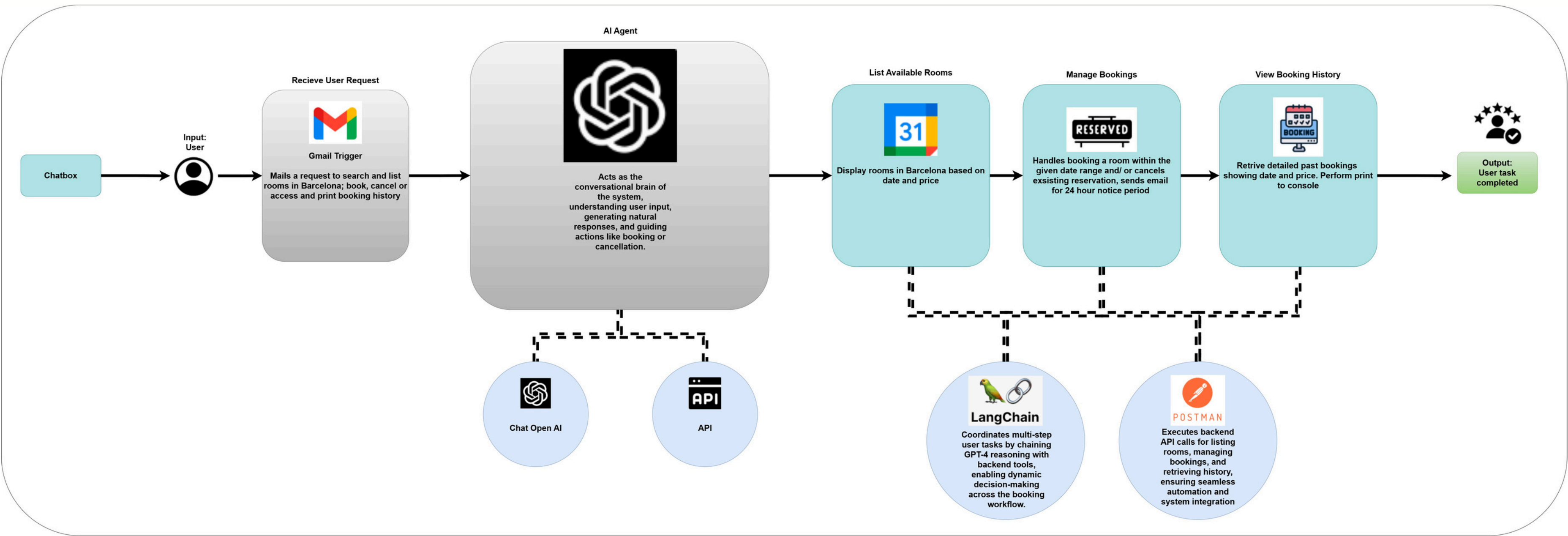


# AI-Powered Workflow



- The user **initiates a booking-related request** through a Gmail-triggered chatbot; whether to search, book, cancel, or retrieve bookings.
- From there, the OpenAI agent (GPT-4) interprets the natural language request, **guides the interaction**, and confirms the user’s intent in a conversational way.
- LangChain manages the **logic flow**, ensuring all actions comply with booking rules like minimum one-day stays and Barcelona-only availability.
- All backend operations; listing rooms by date and price, booking and cancellation, and retrieving booking history with filters are executed through Postman Flows, which **automates the API calls** and prints booking history to console.

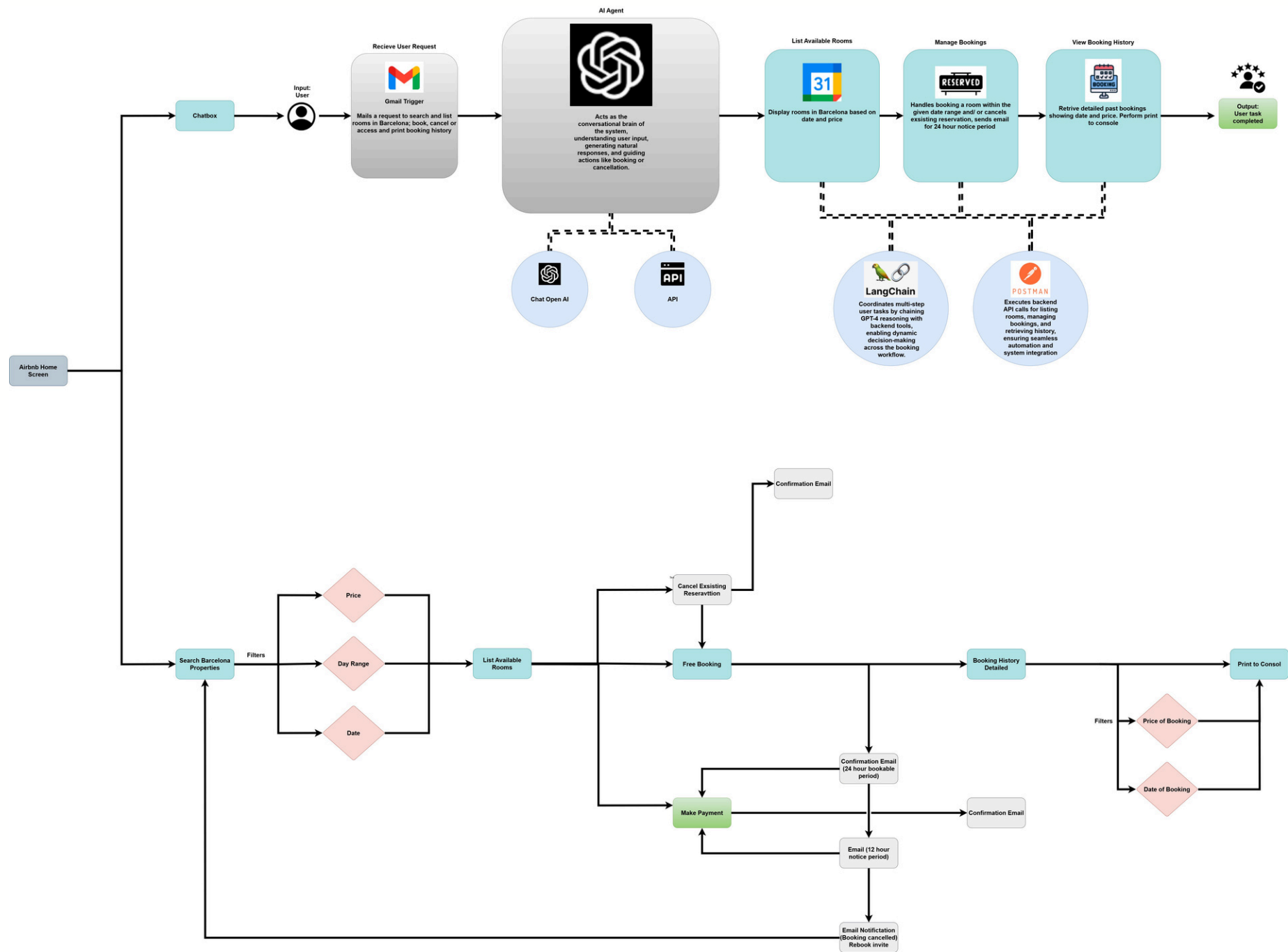
The result is a seamless, low-effort user experience that **reduces steps, saves time, cuts costs**, and directly supports Javier’s goal of improving booking conversions.



# Refined Booking Workflow to Boost User Conversions

While the optimized manual workflow reduces friction and maintains user control, the agentic workflow powered by GPT-4, LangChain, and Postman Flows delivers a **faster, more intuitive experience**. The system automates search, booking, cancellations, and history retrieval; minimizing user effort while ensuring accuracy and reliability. By incorporating both workflows, Javier offers users the **flexibility of manual control and the efficiency of AI-powered automation**.

- To scale success, Javier should continue investing in agentic tools that **scale personalization while reducing operational complexity**.
- Additionally, he should invest in user education, such as **brief tutorials or onboarding prompts**, to ensure users feel confident using the chatbot interface; maximizing engagement and reducing drop-off during the transition to AI-assisted workflows.





***Thank  
you***