

## Airbnb Product Case

Question: **How would you increase bookings at Airbnb**



### Assumption

- I'm the Product Manager of Airbnb

### Goal of the company / Mission

- Create a world where anyone can feel at home, anywhere

### Asking clarifying Questions

1. Is Specific part OR Holistic Startegrgy > **Overall**
2. Is there any Specific Segment of the people - NO Overall
3. Geography NO all over the world
4. Increase the orders from new users are Existing users - All kinds of users
5. Timestamp - This will work for up to two Years

### Focus:

- **Users**

Note: After **30sec - 1min** Brainstorming my ideas and capture and also organize them in the right manner to explain them in a better way

## Business Answers

So I come up with some ideas to improve and increase the bookings

- Idea 1:
  - Re-Design
    - Re-design the Listing Page
      - Highlight the user's bookings past
      - Images for the home
      - Stories
      - Blogs that can read users

- Idea 2:
  - UGC
    - User Generated Content
      - Give access to the users to create and upload UGC content on the Airbnb Platform
      - Allow them to make Content videos and give them a Stars ★★ / some coins 🪙🪙 to the specific profile who publish the videos on the Airbnb platform
- Idea 3:
  - Visit list tab
    - Build a tab to add to the Visit list can see in the new tab that will make the user happy and regain their memories
    - There is an 80% of chances to book again according to the human psychology
- Idea 3:
  - Memories Notify
    - Send notifications to the specific users who have booked the rooms
    - Send messages personalized messages to the user LIKE **“Your past memories from GOA room”**

So these are the features that I have brainstormed within 2-3 min  
Does that sound good #Airbnb

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