



Teachmint

"Build Airbnb for digital nomads"

Digital nomads are people who have adopted a lifestyle of travel and work. They typically travel for at least 6 months and some don't even have a base location to get back to and keep traveling endlessly.

You need to build and launch a new product to support this audience in leading their life seamlessly solving the biggest problem of accommodation.

The expected output of this exercise is a crisp and clear definition of what the product would be like, what are the key features to build, and what the product flows should be.

Case Study Submission By

Abhishek Soni

180100004

Indian Institute of Technology Bombay

Assumptions

- Building a new product for Digital Nomads will be add-on or have booking capability of Airbnb
- The document is focused on other aspects of users' Needs & not on Booking Experience

About Users

Digital nomads are people who are location-independent and use technology to perform their job, living a nomadic lifestyle. Due to the radical shift in the work culture due to the covid, people started working from very remote locations, more & more companies preferring Remote work over the office, which makes this a potential area for exploring further.

Key Stakeholders: The Nomads, the host, and the other business

User Needs

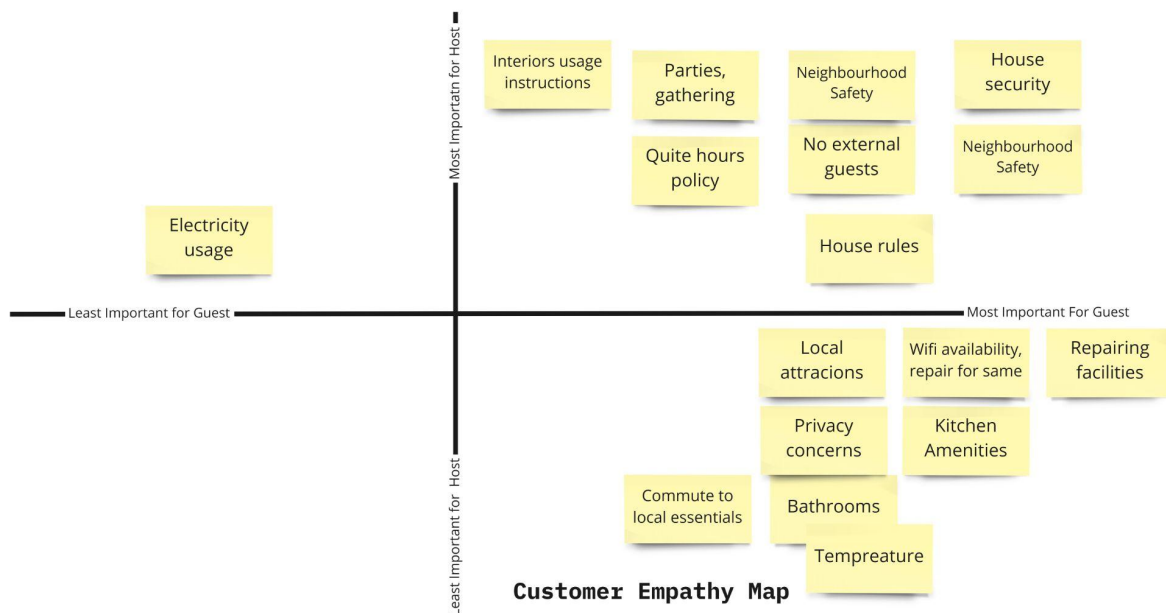
Overall Goal: Finding a **City** for them => Finding a Good **Accommodation** for them

Finding City: While the focus is on accommodation, Digital nomads will prioritize the city first and then the stay experience. The key deciding city **factors** would be the following:

1. **Cost of living in the city:** rent, travel, food, clubs, medical, etc
2. **Food:** Famous Dishes, Variety, Availability
3. **Facilities:** Network connectivity, Internet speed, Travel
4. **Fun activities:** Scenery, Trek, Parks, Other activities
5. **Safety:** Theft, Police Security, Medical Availability

In-Stay Needs: Most times the stay costs a lot for individuals or even a pair, in order to afford it, they want to find a partner looking for a similar stay.

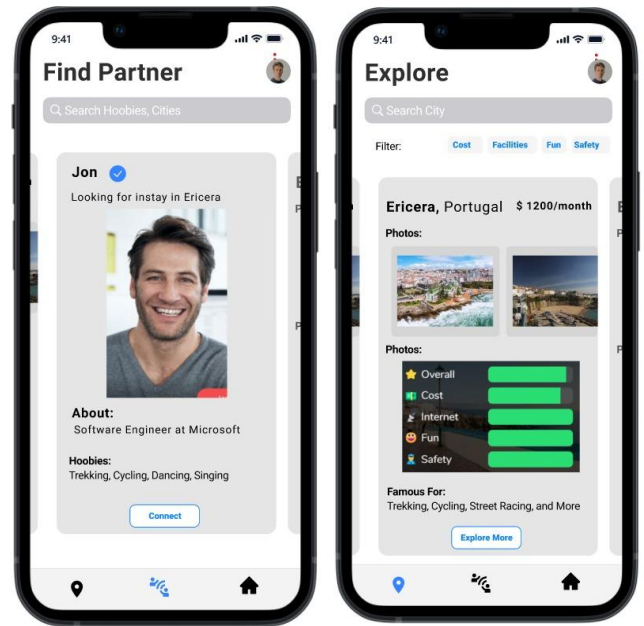
For longer stays, most goals would live on the second half while thinking about users' needs on a customer empathy map.



Features:

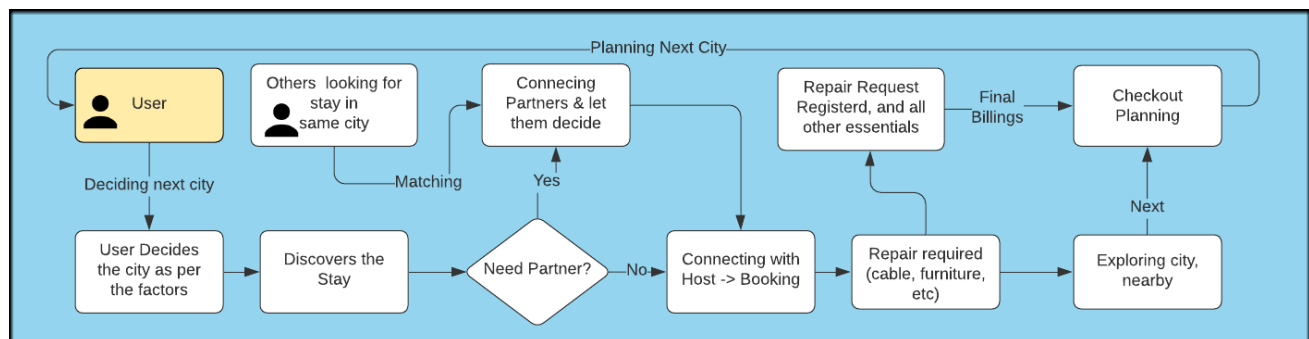
So the would have the following features:

1. **Accommodation Discovery:** The first filter by cities on the basis of the above factor(Cost of living, Facilities, etc) then let the user explore the accommodation & book it.
2. **Find a Partner:** Find a partner looking for a stay in the same city, connect them before booking, let them mutually decide on a stay.
3. **In Stay Experience:** Connecting with all the basic necessities in one-touch, placing service requests (electrician, cable, plumber, etc) & keeping records of all for Transparency between the user and the host.



(Wire Frames are just a Part of Accommodation Discovery Feature)

Product Flows



The ongoing flow for the stay of the user in a particular city, which further repeats.

Discovery of the Product:

For users to Discover the product and interact with it, the following channels can provide quality customers apart from usual channels:

1. **Partnership with Businesses:** Offering good deals to the business which offers remote work and let their employee connect and bond.
2. **Travel Bloggers:** Not only these will be the customer but will become a word of mouth of ours for others to explore the offerings.