

**FACULTY OF COMPUTING**

**SEMESTER 2**

**SESSION 2023/2024**

SECV2113 SECTION 2

HUMAN COMPUTER INTERACTION

ASSIGNMENT 1

LECTURER: DR. NUR ZURAIFAH SYAZRAH BINTI OTHMAN

| **GROUP MEMBERS** | **MATRICS NO.** |
| --- | --- |
| NAJMA SHAKIRAH BINTI SHAHRULZAMAN | A23CS0140 |
| NABIL AFLAH BOO BINTI MOHD YOSUF BOO YONG CHONG | A23CS0252 |
| HARINI A/P SANGARAN | A23CS0081 |

**TABLE OF CONTENT**

1. A brief description on the technology that we have chosen 3
2. Two specific task or feature of technology that requires the user to execute a “target behaviour” 3-5
3. One feature of the technology which in our opinion fails to persuade a user to execute the target behaviour. 5-7

a)

AirBnB

AirBnB is a platform created by an American company where it allows its users to reserve homestays for short-term such as for vacation or for long-term. Basically, Airbnb is a third-party website which allows hosts from all around the world to promote their properties for rent. Users, who are customers on the other hand, can select their accommodation for their short-term or long-term staycation based on their preferences. AirBnB gets their commission when a customer books or reserves accommodation by charging the customers certain types of fees which are cleaning fees, deposit, etc. AirBnB contributes to Sustainable Development Goal 11, which is sustainable cities and communities by promoting sustainable tourism. AirBnB utilizes existing infrastructure, offering alternative accommodation options, and spreading tourism benefits to local communities. By encouraging people to stay in local accommodations, AirBnB can reduce the strain on resources and infrastructure in popular tourist destinations and support local economies.

b)

Feature 1

For feature 1, the feature that we want to focus on is the booking feature in the official Airbnb websites which allows target customers to select the Airbnb property they wish to stay at during their holiday. Our target behaviour that we want to achieve for this feature is to request the target customers to visit Airbnb's official website and make their preferred reservation.

Upon accessing the Airbnb reservation page, customers will be presented with numerous stunning photos of Airbnb properties in their immediate area for vacationing. When customers click on the pictures, information about the rentals is displayed. As an illustration, the accommodation they choose will have certain utilities available, and they can also see how many beds it will have. If the cost of the Airbnb is too expensive for the user, there may be some simplicity problems for the customers. However, there are plenty of other places that Airbnb provides that are affordable for customers.

Furthermore, the purpose of this feature is to instil hope in the target customers since, after seeing those stunning photos of the location, people will have high hopes for the place they wish to stay at. Additionally, the target customers typically survey the location of their ideal vacation spot by perusing the reviews and ratings left by past Airbnb guests. Additionally, if the target customers notice that many prior customers have left positive reviews, they will also be highly accepted by the community to reserve the space.

Last but not least, the spark from the guest favourite that appears at the top of the location photos serves as the feature's trigger. The fact that this reservation is the most popular of all time indicates that the prior customers who made the reservation were happy with the specialty and services offered here, which will encourage the target customers and encourage them to choose the location.

Feature 2

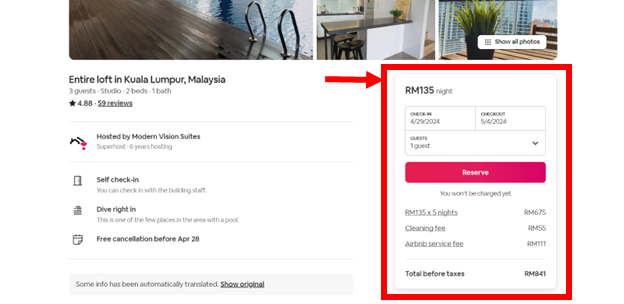
The next feature that we are going to focus on is the quick search engine feature. The intended user behaviour that is expected from the users for this feature is that users get to in key in their location of preference for their staycation in the search engine.

Once the users key in the location, users are able to select the check in and check out date of their staycation. In addition, users can also add the number of guests staying in the accommodation and the number of pets if they are bringing any. After filling up the details, the users can click on the search button which will then display the filtered homestay lists. The check-in date calendar appears automatically as soon as the place is typed into the search engine. This prompts users to click on a specific date or a date at random.

When the AirBnB app or the website is opened, the location of the homestays that are recommended are random which makes it harder for the users to find perfect accommodation in their preferred location. If the users have an idea of the location, check in and check out date and also the number of guests, then using this feature majorly saves time of the users as it filters out all the possible accommodations tailored to the users’ expectations and preferences.

c)

In our opinion, a feature that fails to execute the target behaviour would be the displaying of the fees before reserving a stay feature. The target behaviour would be for the user to click the red “reserve” button to proceed with the reservation. However, in this feature, before the user can proceed with their reservation the website lists a breakdown of the price for the stay including the Airbnb service fees and other additional fees like cleaning fees and security fees.



Users may have a reduction in motivation to proceed with the reservation if they see additional fees upfront. In this case especially, Airbnb must charge a high service fee to maintain their services and the host can add up additional fees like cleaning and security fees. They may feel not used to this and put off extra fees being charged and feel like there is a better and cheaper alternative somewhere online.

While users can understand the reasoning behind charging additional fees with booking a stay, seeing the additional fees may give a perception of higher cost and additional hassle. Users who are looking for a stay within a certain budget may not be able to complete the booking after seeing the total price added up with the additional fees. This will affect their ability in terms of money negatively as they might not have enough to complete the reservation. The price shown also does not include taxes and the user may have trouble estimating the total price before proceeding with the next step of the reservation. This affects the brain cycles element of the ability spectrum, where ability that needs us to think hard in this case the final price will significantly reduce the user's ability to continue with target behaviour.

The triggers on the web page like images and ratings to reserve a stay might be weakened after seeing the unexpected fees and may cause the user to reconsider their decision to proceed with the reservation. There is not a specific trigger like fear or hope that will lead the user to proceed with the reservation.

Suggestion to improve this feature is by simply summing up the additional fees and taxes into the final price and only displaying the total cost upfront. Users will have a clear picture of how much they must pay, increasing their motivation and ability to proceed with the reservation process.

Another suggestion is to add a trigger like a spark that may help increase the chance of achieving the target behaviour. For example, the users may be prompted with discount offers like “First-time reservation? Get 10% off!” or “Limited time offer, 15% discount for this stay!”. This will give the users hope that they are getting a better deal in terms of price, and they will feel more motivated to complete the reservation.

