

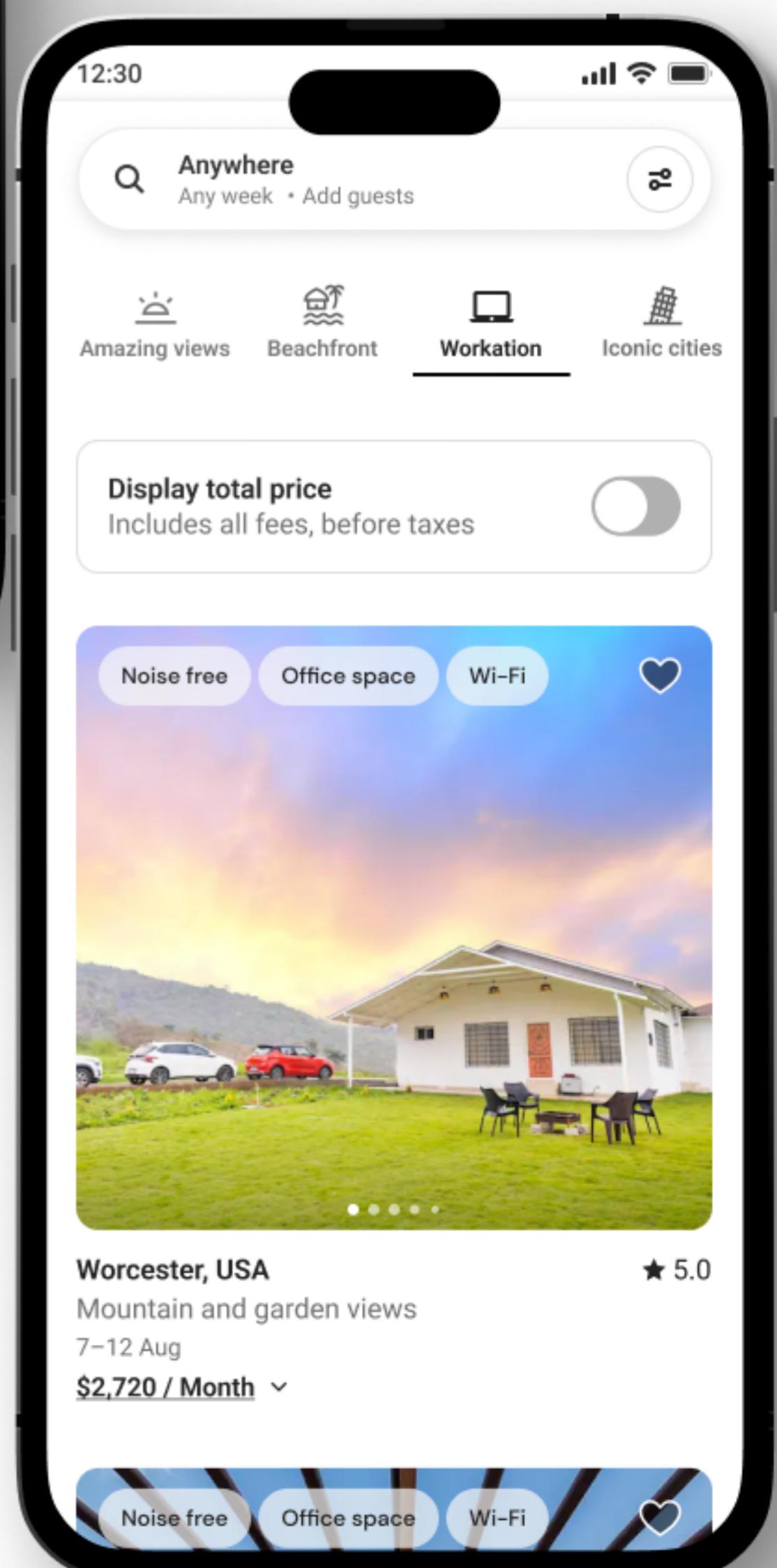
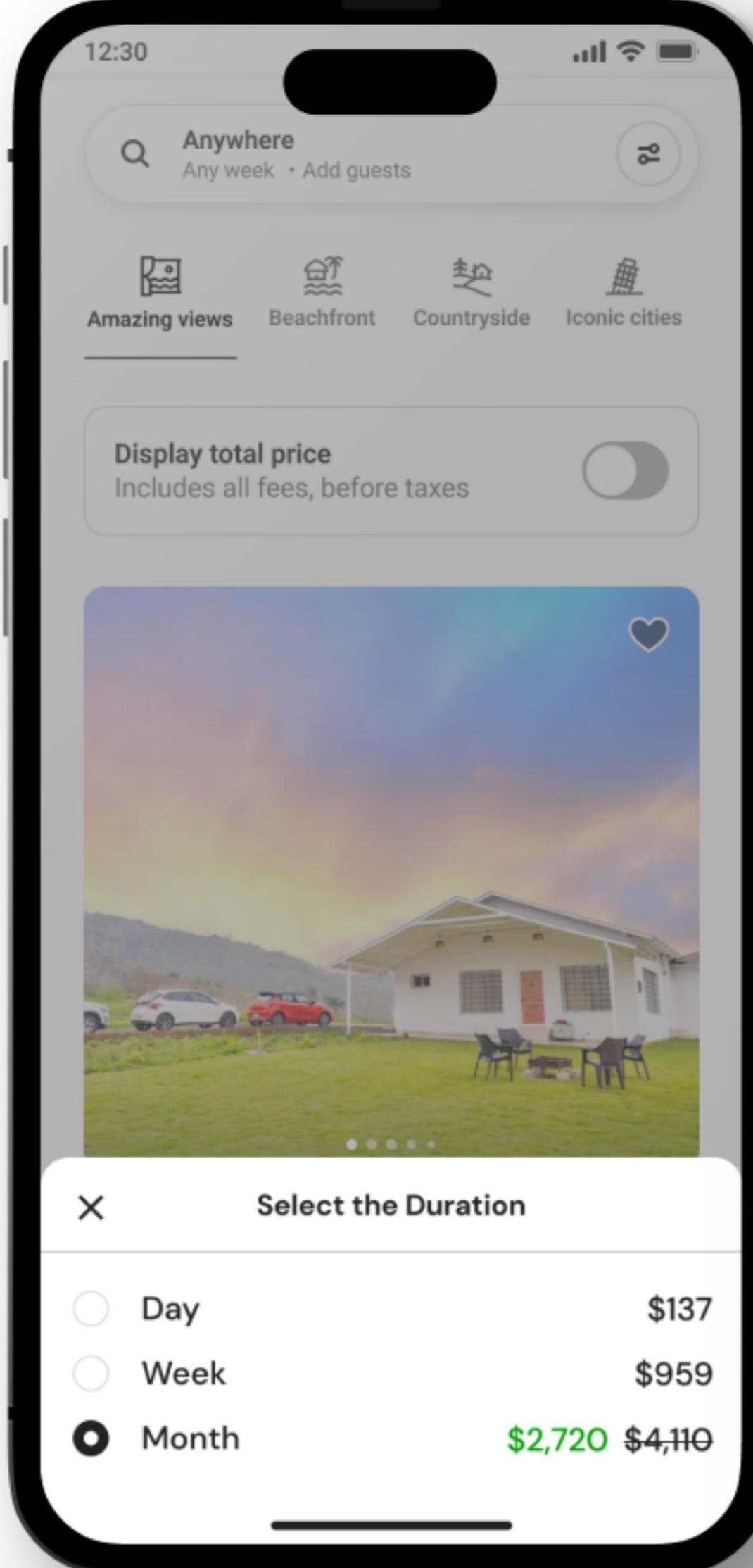


UX Case Study

Introducing AirBnB Workations



Anurag Bansal



Introduction

- After the world started recovering from covid-19 pandemic, A lot of people like me are already used to the new remote working culture that's part of our life right now.
- Since, This is the first time a significant number of people have gotten the permanent work-from-home culture, A niche experience that only has become a trend, now coined as, "**Workation**" | "**Staycation**".
- The ***Digital Nomads** are now looking to experience their dream destinations not only as tourists but as residents, getting the local experience.



Digital Nomads

Digital nomads are remote workers who use digital technologies to work from different locations, allowing them the flexibility to travel and live anywhere with internet access

Going forward . . .

- With the flow and enjoying the new flexible privilege, I also decided to visit Mountains and Beaches for a month.
- Since the long-term stays are expensive, I decided to look for affordable options for stay and ended up on **Airbnb**.

Airbnb is an online platform that facilitates the booking and rental of lodging accommodations, offering a wide range of homes, apartments, and unique stays for travellers.



Now Now . . .

- Just after signing up, Airbnb started displaying beautiful properties in all the desired locations at an affordable price.
- While going through the app's booking process of selecting the location and the property Providing duration of stay, on the checkout page I found a **surprise!**



7:51

Request to book

Entire chalet
ABomb! Adorable 2-bdrm Chalet with Lots of Room!

★ 4.95 (146) · Superhost

Your trip

Dates [Edit](#)
Feb 1 – 29, 2024

Guests [Edit](#)
1 guest

Price details

Accommodation	\$6,722.00
Monthly stay discount	\$2,554.36
Cleaning fee	\$150.00
Airbnb service fee	\$458.43
Taxes	\$215.88
Total (USD)	\$4,991.95

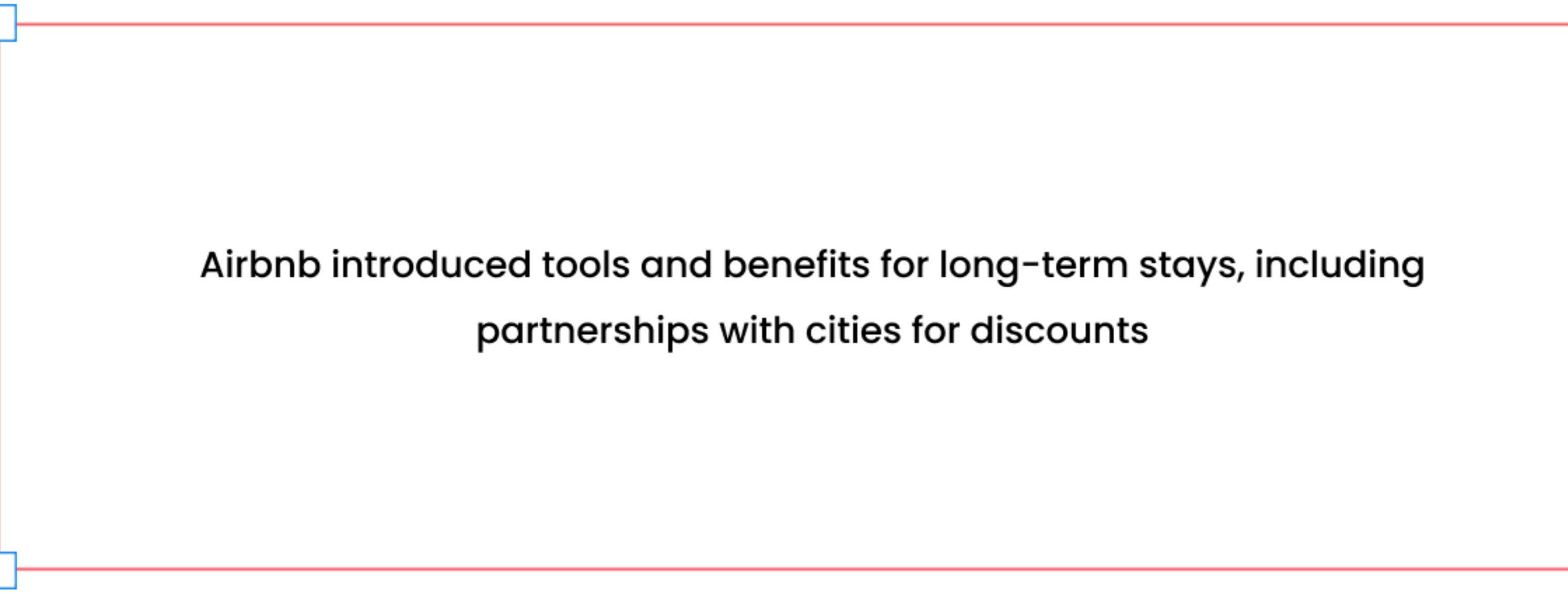
[More info](#)

Log in or sign up to book

Airbnb gave me a Monthly stay **discount!**



I wonder why I didn't know about this before!



**Airbnb introduced tools and benefits for long-term stays, including
partnerships with cities for discounts**



Idea

After meeting a lot of fellow digital nomads at my workation, I think this **monthly discount** feature of Airbnb is a **hidden gem** that can be leveraged to attract this new user base contributing to Airbnb's success in this evolving travel and work landscape.

Secondary Research

- In 2020, Airbnb faced losses due to the pandemic and responded by focusing on longer stays, aligning with the rise of remote work.
- The strategy worked, resulting in a **25% revenue increase** in 2021.
- Nearly half of Airbnb's bookings extended beyond seven nights, with **22% lasting over 28 nights**.
- The shift was fueled by the growing trend of **digital nomads seeking remote work-friendly accommodations**.
- Madrid emerged as a workation hub, attracting remote workers.
- **Long stays** constituted a significant **22% of bookings** in Q4 2021, showcasing the **success of Airbnb's strategic shift**.



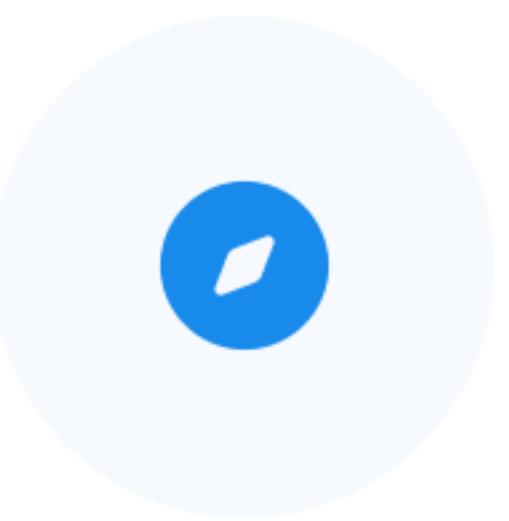
Problem Statement

When planning extended stays on Airbnb, users need a seamless experience that ensures awareness of monthly discounts and caters to remote work needs during 'workations,' fostering convenience, flexibility, and a personalized travel-work lifestyle.

Objectives & Goals

- To investigate, design, and implement user-centric enhancements on Airbnb's platform, with a primary focus on optimizing user experiences for remote work stays
- To elevate satisfaction, efficiency, and trust among users seeking extended accommodations for remote work, contributing to Airbnb's success in this evolving travel and work landscape.

Methodology



Discover



Define



Ideate



Design



Product Users

My audience are the working population of
age group 18-60



Primary Research

I conducted an online survey with 10 users who falls in my targeted demographic

Observations



80%

Of the users don't find AirBnB fully equipped amenities for doing office work.



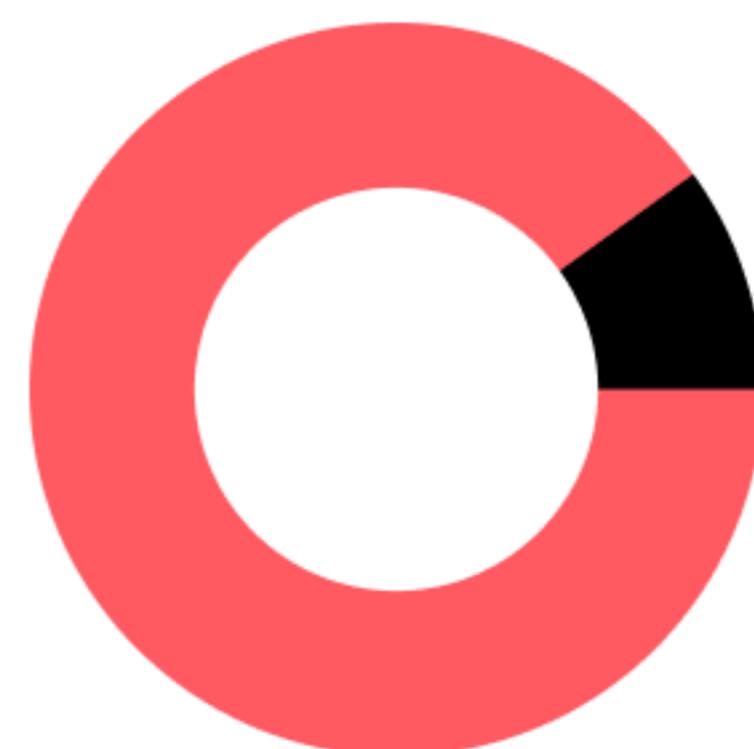
50%

Of the users didn't find reviews relevant for workation stays.



30%

Of the users did actually book AirBnB for at least a month.



90%

Of the users didn't know about the monthly discounts offered.

User Persona



Alex Johnson

Marketing Manager

About



32



New York



MBA



Employee

Description

Alex, 32, a remote marketing manager who values flexible work environments and seeks accommodations with reliable internet and comfortable workspaces.

A day in their life

- Starts the day with work tasks, requiring a quiet and ergonomic workspace.
- Takes a break for exploration, enjoying local sights.
- Resumes work, looking for a peaceful environment to focus.

Pain points

- Difficulty finding accommodations with suitable workspaces.
- Frustration with unreliable internet connections
- Desire for more information on local amenities



A comfortable workspace and a local touch—essential for making my workation truly productive.

User Persona



Morgan Reynolds
Software Developer

About

27

San Jose

BS (cs)

Employee

Description

Morgan, a 27-year-old tech enthusiast and digital nomad, seeks tech-friendly Airbnb stays that complement his work-travel lifestyle.

A day in their life

- Codes in the morning, exploring local gems during breaks..
- Connects with the community in the evenings.
- Unwinds while occasionally collaborating with remote peers.

Pain points

- Struggles with understanding monthly discounts, impacting budget
- Ensuring tech-friendly stays for optimal productivity
- Relies heavily on reviews for trustworthy insights



In the world of coding and exploration, finding the right blend of monthly deals and remote work amenities is the quest for a seamless journey.

Empathy Map

Says

- I wish I could easily find monthly discounts to save more on extended stays
- Reviews should explicitly mention workation experiences to guide my choices.

Thinks

- Monthly discounts should be prominently displayed to enhance cost-effectiveness.
- Clear information about remote work amenities would simplify my decision-making process.

Does

- Spends time exploring listings and review sections thoroughly.
- Utilizes search filters, especially those related to remote work amenities.

Feels

- Frustrated when struggling to identify monthly discounts
- Confident and satisfied when reviews assure a property is workation-friendly

User Journey Map

Action	Identifying the need of accomodation	Browse Properties	Booking Process	Checkout & Payment
Task List	Search and assess duration for upcoming workation destinations.	Explore high-rated reviews and detailed descriptions	Enter necessary details and select dates for the stay.	Confirm booking details and check final amount, Make secure online payment
Feeling Adjective	Users feel eager anticipation while planning their upcoming workation, coupled with a determination to find the perfect accommodation	Users may experience curiosity discovering remote work-friendly listings, finding contentment in aligning with their preferences	Users may feel overwhelmed or frustrated in booking long terms stays because of inconsistent unavailabilities.	User feels surprised after seeing monthly discount applied at the checkout.
Improvement Opportunity	Enhance the initial search experience with showing multiple pricing options including the monthly discount	Add relevant filters in reviews to make more informed decision	Simplify the duration picking UI for longer stays by changing the element.	Moving the monthly discount to earlier phases.

Competitor Analysis

Booking.com

A popular travel agency specializing in accommodation reservations, covering hotels, hostels, and alternative lodging

Features :

- Extensive search filters and sorting options for users to find specific amenities and accommodation types



Booking.com



Vrbo

Specialized in vacation rentals, focusing on whole-home options like cabins, beach houses, and condos

Features :

- Family-friendly accommodations for larger groups.
- User reviews contribute to building trust and transparency

Problems Identified

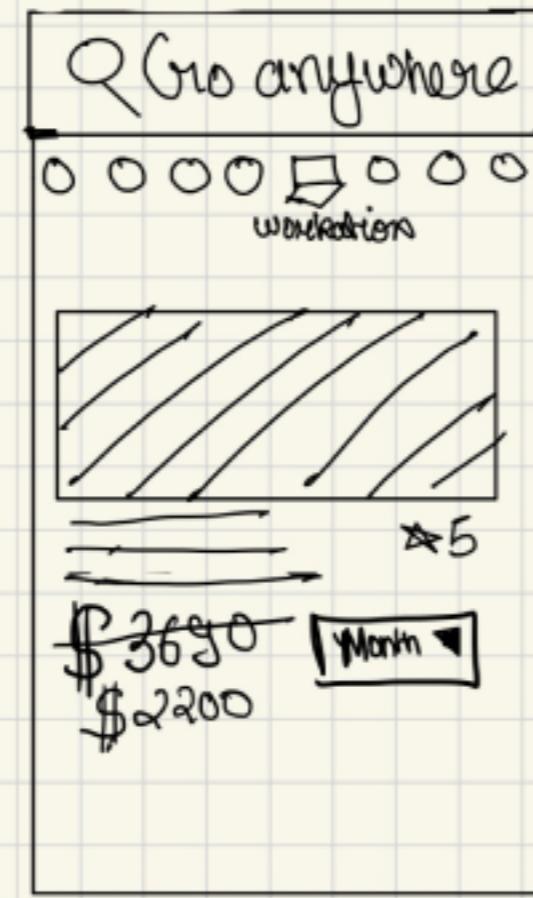
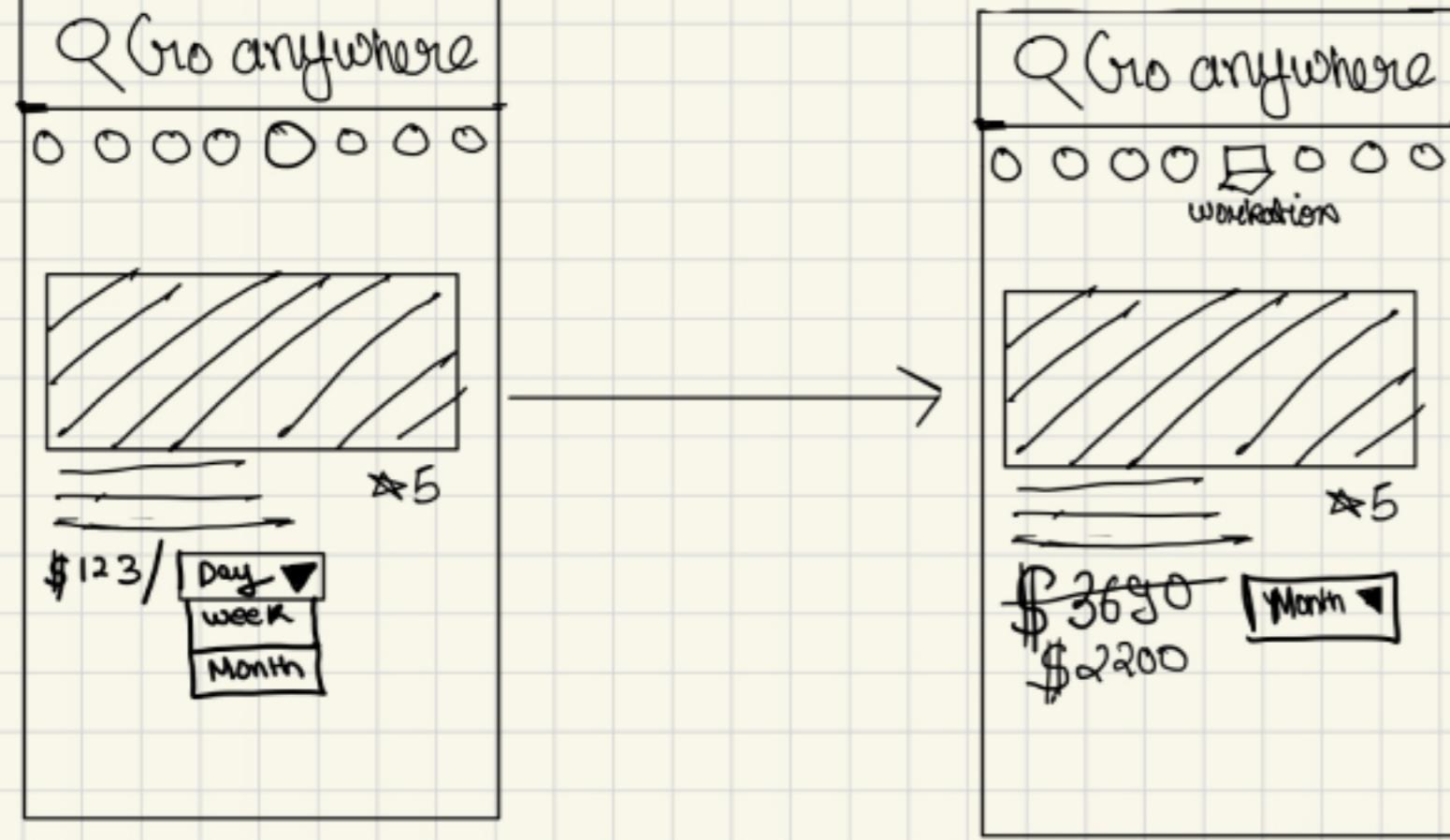
- Users are unaware of significant discounts for monthly bookings, leading to missed opportunities
- Users found it challenging to locate accommodations suitable for remote work
- Users lacked authentic insights into the remote work experience at specific properties, leading to a trust and information gap

Brainstorming the solutions

UX PROBLEM #1

1. Limited visibility of Monthly discounts:

a. Showing options on home page



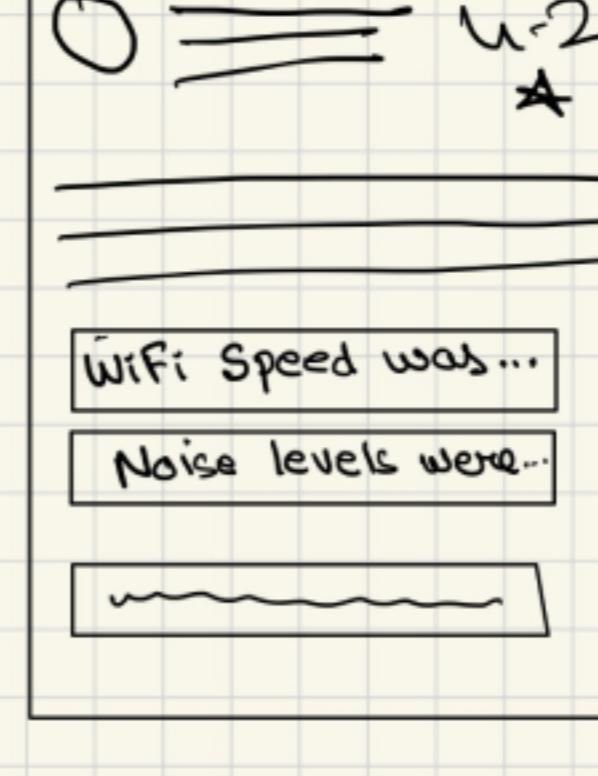
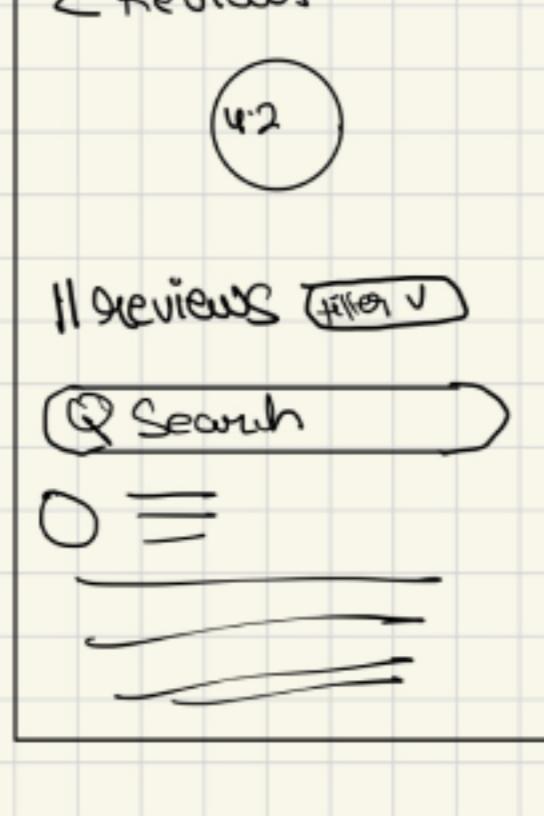
b. Showing monthly discount while booking



UX ISSUE #2

Reviews are not relevant to workation

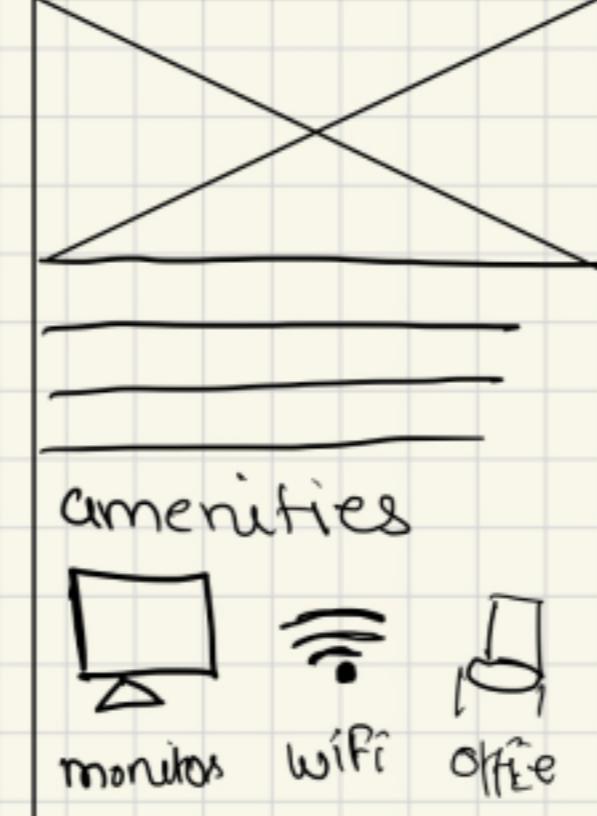
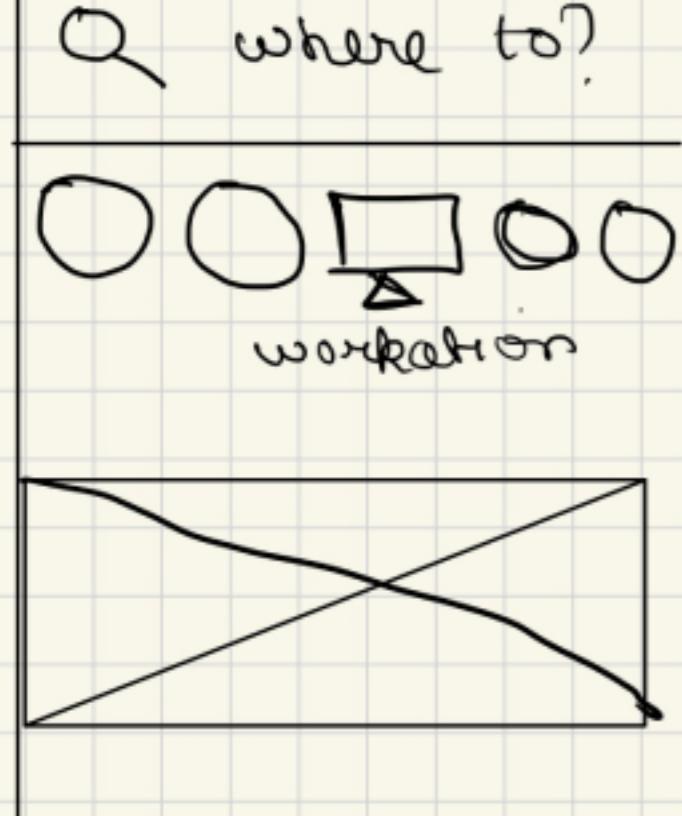
a. adding relevant filters.



UX Problem #3

In efficient Workation category Navigation

① Displaying "workation" as a category



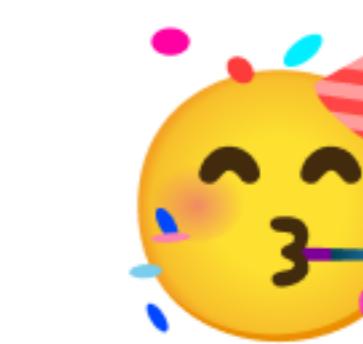
Adding Filter option



Analysing solutions

- After brainstorming, I ended up with 2 solutions for each problem
- For Monthly discounts, I picked solution 1 because it has less number of clicks.
- For Workation category, solution 1 makes more sense as it highlights it on the home page as compared to inside filters in solution 2.
- For Reviews, though adding prompts does increase the quality of reviews by making them more relevant, it still gets mixed with other reviews. Hence, solution 1 is the one I am picking.

Important Mention

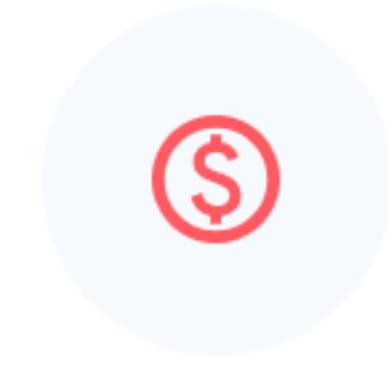


* The second problem of the complex booking system for longer stays which was mentioned in project proposal already got solved by Airbnb!

Airbnb now have an interactive easier way to book accomodations for longer stays!

Features & Functionalities

To resolve user needs



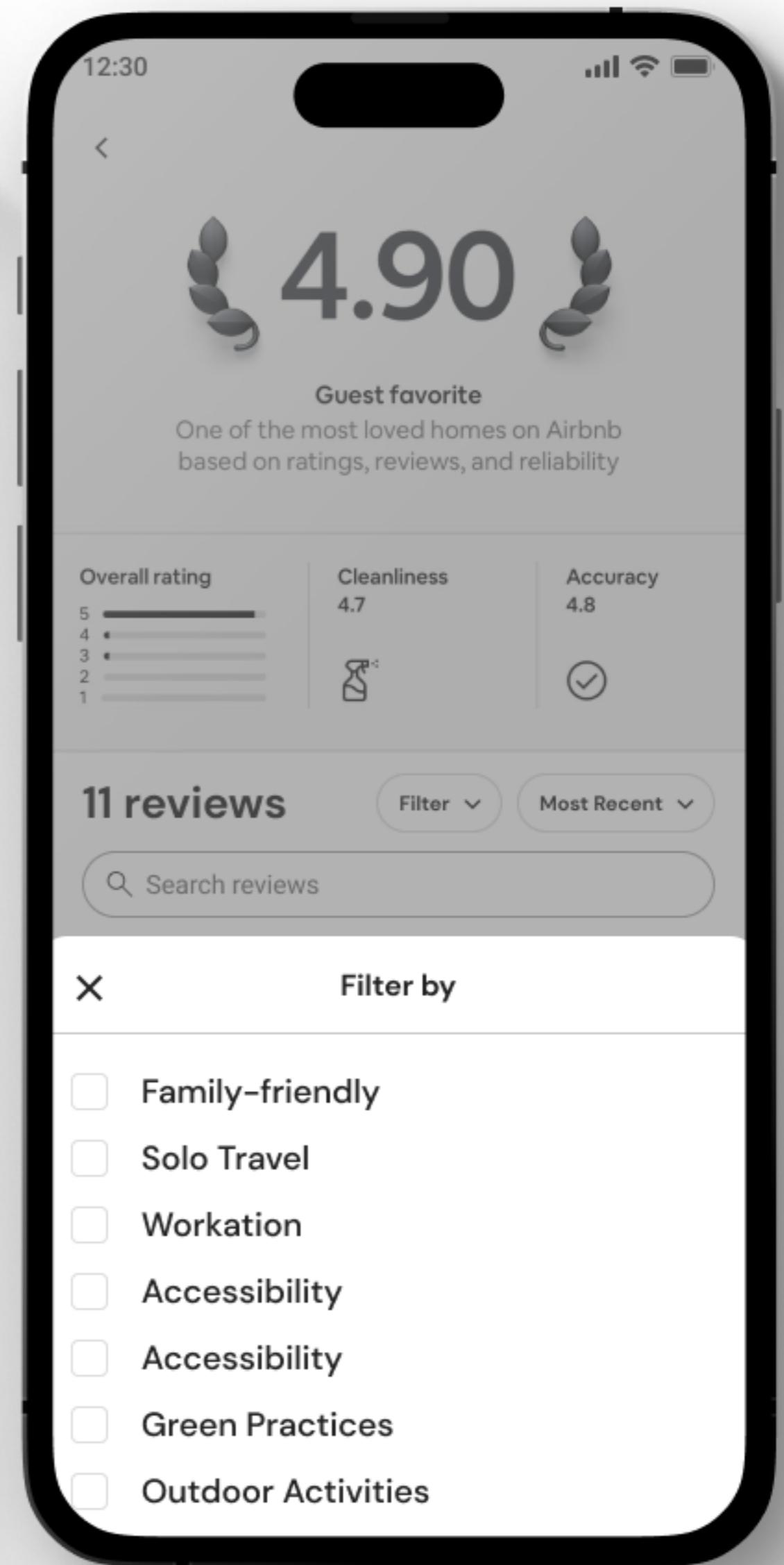
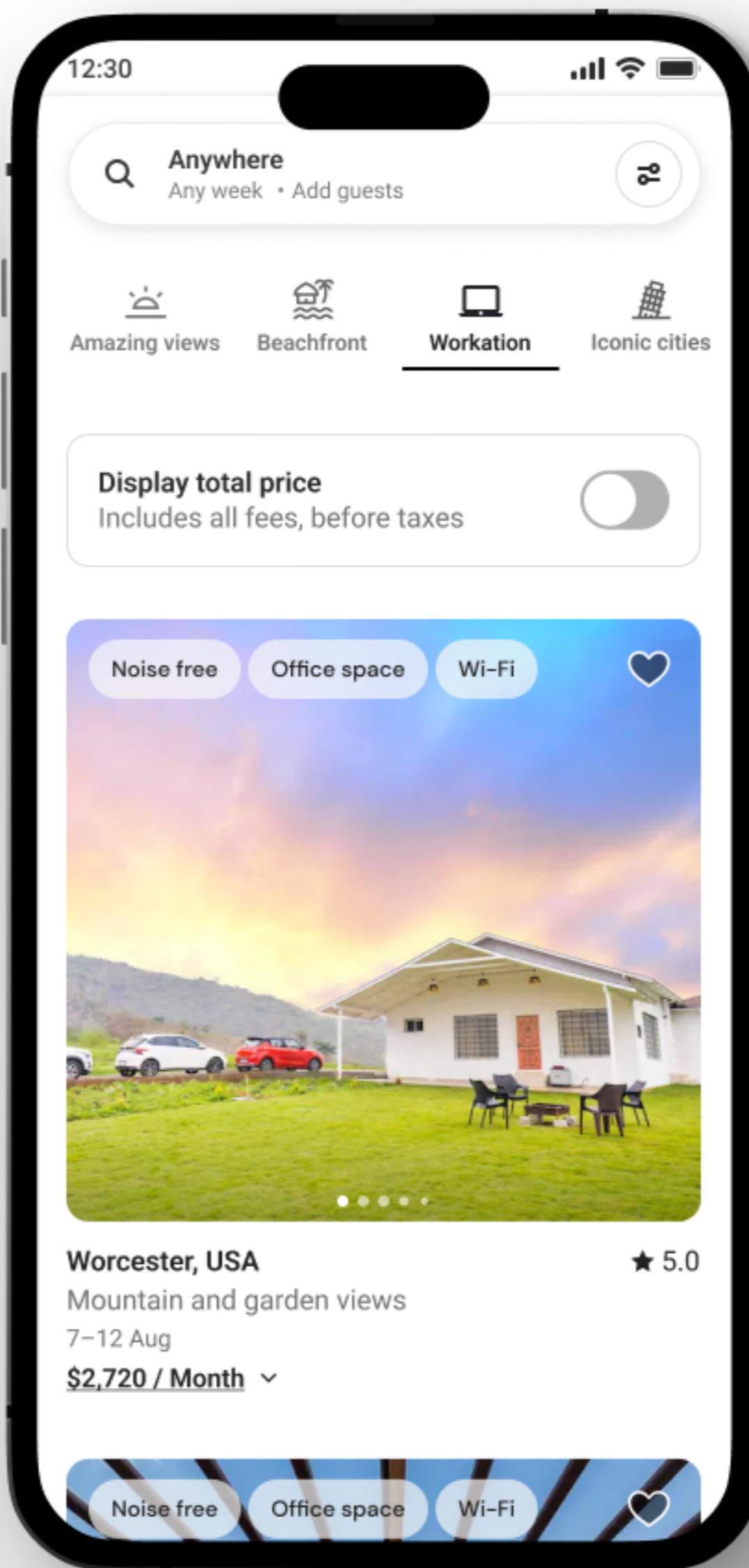
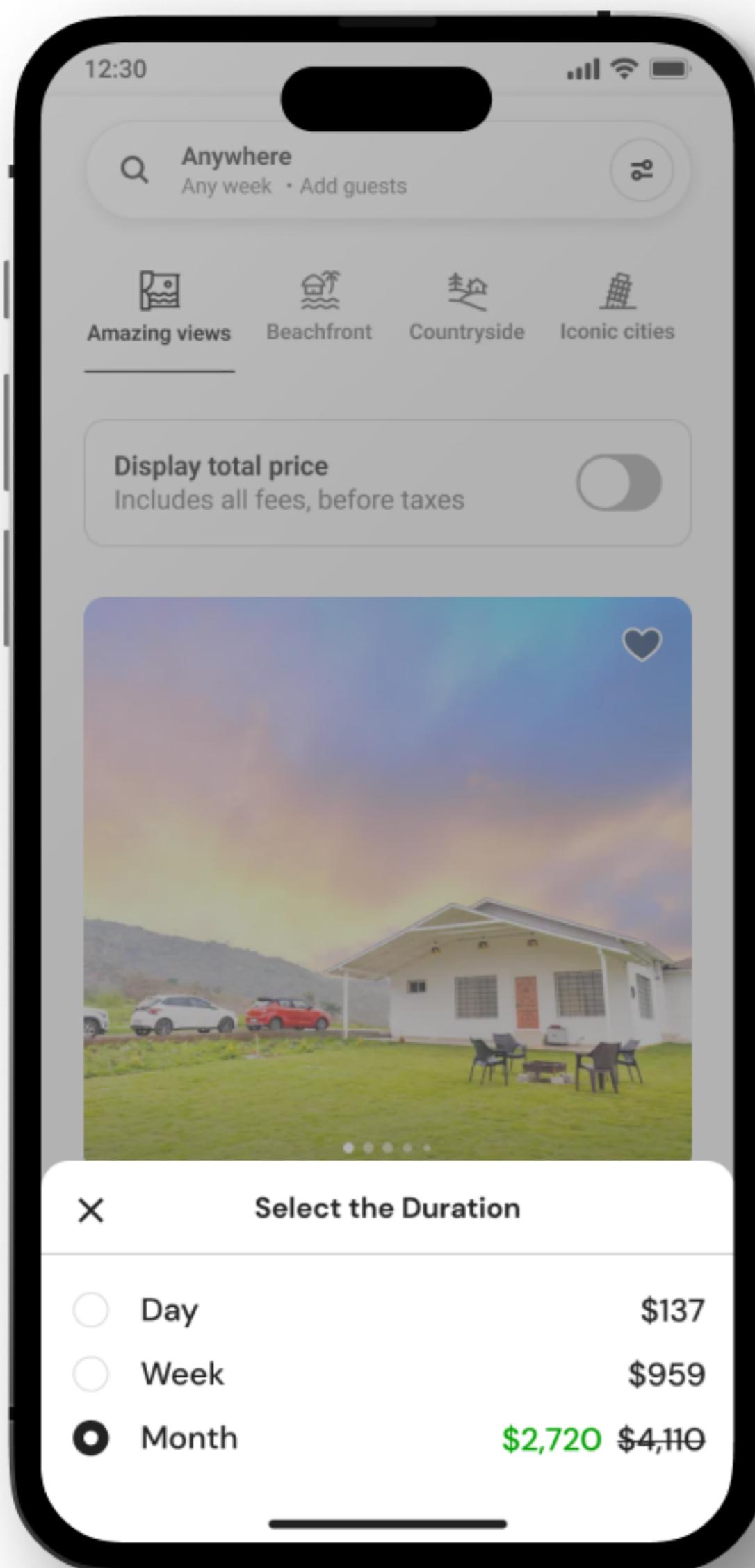
Making a drop down
for price to show
dynamic pricing

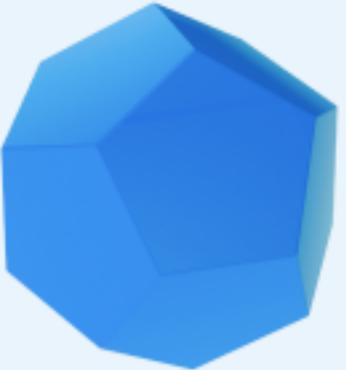


Adding a workation
category with relevant
amenities tags.



Adding filter
options in reviews
section





**Thank You
For Watching**

