

## Presentation and Visualization

# Delivery 2: Storytelling

*10th January 2022 - Rodolfo Castro, Xavier de Juan Pulido, Lorenzo Andrés Vigo del Rosso*

### **Define your message. Put it into questions the user should resolve if pertinent.**

We want to encourage our audience to use the Airbnb platform to rent a property in NYC for holiday purposes. The message will be that Airbnb is a great investing opportunity and a solid business if you are thinking of giving a new use to one of your empty NYC properties.

Some questions that could help define our message are the following:

- What kind of properties are rented in the Airbnb properties?
- How many people are joining the business?
- Is my property in an adequate location to be rented?
- How much should I expect to earn by renting it?
- Are customers satisfied by the service provided by Airbnb?

### **Define your main / secondary audience.**

Our main audience consists in property owners in New York City looking for a new opportunity to invest or a new use for their properties.

Our secondary audience would be the Airbnb board and directives, as they also are interested in seeing that the business is going well.

### **What are the user's goals?**

The user goals are:

- Knowing how the Airbnb platform works.
- Discovering what kind of users are already using the Airbnb service.
- Getting an insight of how the tourist market is evolving inside the Airbnb platform in the given area.
- Checking if their property is suitable to rent to tourists in terms of location, price and features.
- Concluding whether the business is worthy or not.

### **What are your goals?**

Our main goal is to encourage people to use the Airbnb platform. We want the property owners to get a good impression of our platform and the market evolution and finally take the leap and add their property to Airbnb.

- We should explain how Airbnb works correctly.
- We want to be as inclusive as possible in order to have as much variety of properties as possible in our service.
- We need to prove that the business is solvent and growing.

### **Define the media / organization that will hold your visualization.**

We will portray the message through a PowerPoint presentation with graphs and data visualization implemented in Tableau. Our presentation will be held in an yearly NYC Airbnb convention.

**Find pilot users (as similar to your audience as possible). Describe your users (age, gender, studies, .... and any relevant feature):**

Our pilot users will be property owners in Barcelona because we (sadly) do not know anyone in New York City. Despite their location, our pilot users represent the main audience pretty well. It is time for us to describe them and enumerate their more relevant features.

User 1:

- Initials: MLS
- Age: 24 years old
- Gender: Male
- Studies: Mathematics and Computer Science
- Employment: Internship
- Property Type: Apartment
- Property Zone: Sant Gervasi
- Currently rented? Yes, to students
- Looking for a better investment? Yes

User 2:

- Initials: JMS and ABC
- Age: 56 years old (both of them)
- Gender: Female and Male (marriage)
- Studies: Unfinished college studies (both)
- Employment: Businesswoman (active) and accountant (retired)
- Property Type: 2 houses
- Property Zone: Arc de Triomf / Cardedeu
- Currently rented? None of them
- Looking for a better investment? No

We intentionally chose users in different age ranges. As Airbnb is a digital platform, it is important to take into account how members of distant generations may feel about joining our services.

Also, there are differences in the regular income they perceive as the second users are fully employed while the first one is currently coursing an internship. We expect MLS to be more open to find new sources of income. However, we should pay attention to the fact that the husband in the marriage is retired and may be interested in an opportunity to build a source of passive income.

Moreover, there are also differences in the properties they own: one is a student apartment while the other two properties are houses (first and secondary residence).

If we were to add more pilot users, we would make sure to mix these differences in user characteristics in order to ensure us a diverse source of feedback. For instance, we could look for a fully employed young user, a house owner young user, users with no properties at the moment, unemployed older users, etc.

**Include your pilot users in the 1st round: define output / questions (Let the user suggest ways to do the storytelling)**

This interaction with the pilot users will work as a first approach to them. First of all, we explain to them our task, what should be delivered, the context and our goals. All of these details have been recollected in the previous sections. The questions we want them to answer are few and quite general:

1. In general, what do you expect from our presentation?

2. What do you need to know in order to be convinced to join Airbnb?
3. What other information about Airbnb are you expected to receive?

We initially talked to our first pilot user: MLS. It is important to mention that this user is younger and is skilled when using smartphone apps, digital platforms, etc. Also, he is very interested in businesses and investments: he works as an intern in the financial consultancy sector, has worked in the past in machine learning business models and has tried trading and cryptocurrency investments.

In answer to question 1, he claimed he expected a presentation carried out by the business sector of our company. He thinks the presentation ought to be short, dynamic and full of information. Respect to the other 2 questions, he listed us a set of critical points he wanted to know about:

- What is required from me and my property for us to be accepted?
- What processes should be followed?
- What is the overall return on investment?
- Analysis on the supply and demand determined by the characteristics of the properties
- What is the relation between price ranges and rental frequencies?
- Is it possible to contact the clients beforehand?
- May I know the profile of the clients that are booking my property? May I filter my clients in terms of their profile?
- What are the guarantees and conditions offered by the company?

As it can be seen, this user's concerns fly around the return on investment issues and in the guarantee of his property being protected by our company.

We followed our search for feedback with the next couple of users, asking the same questions. It should be reminded that JMS and ABC are older and already have their lives settled. Little did they answer about what they expected from our presentation, they were quite dubitative towards this question. After some time thinking, they could only resolve that they expected a presentation introducing the company, explaining how it works, with a turn for questions at the end.

For the latter 2 questions, their contributions may be listed as it follows:

- How does the platform work?
- Will we be handed a form in order to fill out our information and join?
- What information is needed from us?
- Who manages the whole process?
- How are the legal issues handled (e.g. hiring contract)?

As you may notice, the marriage is more worried about the usability of the platform than the youngster, who was more focused on financial benefit. In reality, we could hand over forms to our audience, but in the final presentation done in class we will restrain ourselves from doing so. Also, we will not be able to know all the legal processes and information required to join the platform as we have no way to sign ourselves up without a property we may register on the site. However, we will do our best to give the best estimation of how this works to the audience.

## **2nd round: define pencil / ppt / drawing prototype**

It should be noted that this first prototype could not entirely be reviewed with all the users as they were not available at the time. Instead, we will also include feedback received in class, as it was really relevant in order to face the changes we had to add in the third and last round.

## **Define any corporate design guidelines or other final design concerns**

The slide design from our presentation will be defined by the following images: the first one is the main slide containing the title, the second one contains a table of contents from the presentation and the last one will be the template for the other slides during the presentation.

Main slide:

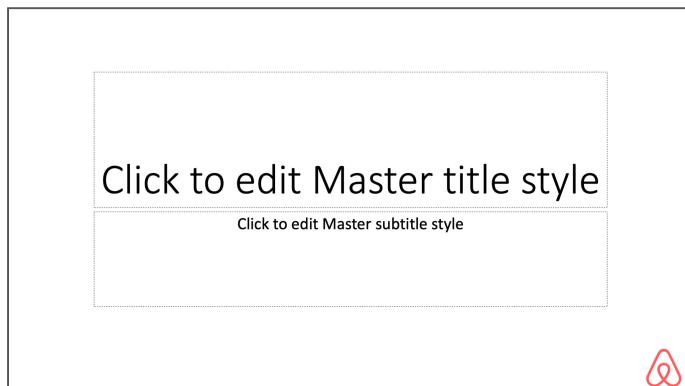
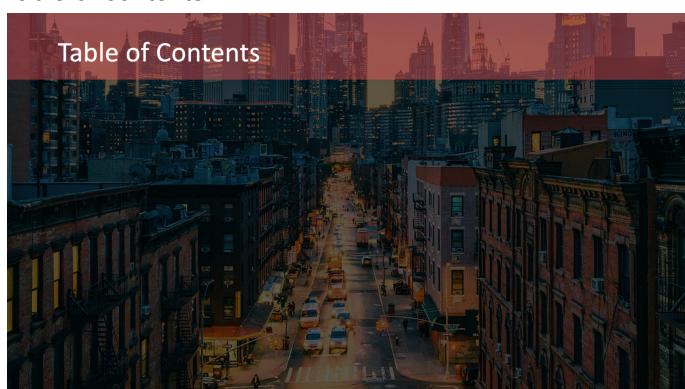
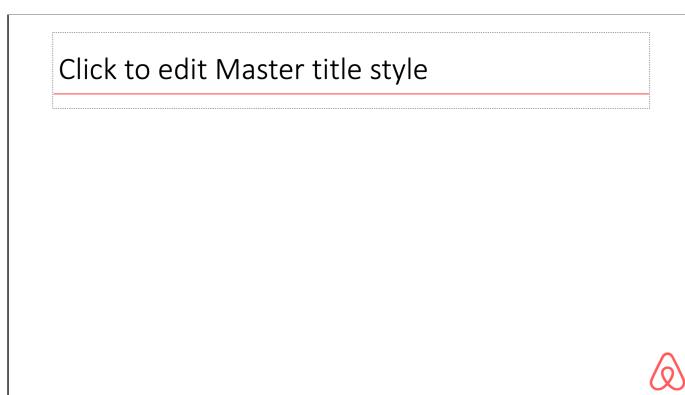


Table of contents:



General slides:



Our two main approaches are being minimalistic and using the Airbnb styling, at least the color and logo that are present on most slides.

We are using a background image with transparency for the table of contents. Probably, we should give the rest of the slides a similar styling and avoid keeping them with a white background.

Regarding the layout, the first and second images above are the simpler ones, the first one will have a title and a subtitle and the second one a table of contents of the presentation. The third one will

always have a title and the content will consist, mainly, of an image or graphic along with a supporting text.

### **Define pencil / ppt / drawing prototype**

See powerpoint attached. ["Storytelling-Napkin.pptx"](#). In this napkin, the sample slides may be seen along with the contents that will be explored. Slides are not filled up with all the information, only some graphs were included in order to guide ourselves and the pilot users about how the slides will finally look like.

MLS (user 1) advised us to follow an even more corporate design by, for example, showing a bigger logo in the first slide. Also, using a different font in the title should be considered. Another great contribution regarding the design was the idea of adding a lateral stripe of an image in the slides with fewer information. Those images should be generic such as the one used as background of the table of contents and we should be extra careful in using them in a non-intrusive way.

In class, we were told we should use a more storytelling style of approach. In that sense, during the 3rd round we will add the introduction of made up users in our presentation. We will tell the experience of these users in using the platform from beginning to end: what their profile is, why they first thought of joining Airbnb, the characteristics of their imaginary properties, etc... We will design these users in a way that if we simulate their searches in our dashboard to find out if the business is profitable for them or not, the data they would see matches the graphs we originally wanted to show in our slides. Needless to say that their profiles will resemble the profiles of our pilot users (but not entirely).

Also, we were advised to implement justified design decisions, including a color palette based on material design (which should follow the corporative color palette), considering a change in font, defining margins and whitespaces along with a more thorough distribution of objects in the slides, the addition of transitions in order to make the presentation more dynamic...

These changes will be implemented in the 3rd round of our presentation, which will be shown to both of our pilot users, and delivered after a last round of changes after their final feedback.

### **3rd round: validate final visualization**

For this last iteration of design and feedback, we decided to change the template of the slides we used for the previous napkins.

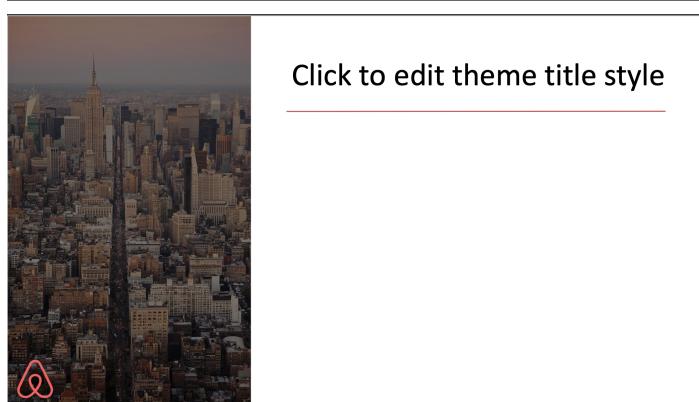
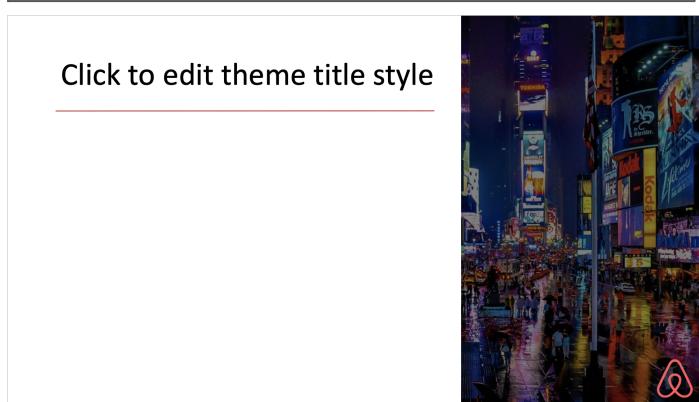
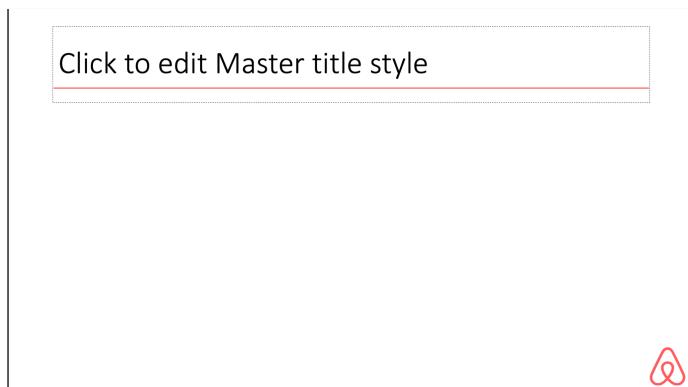
Main slide:



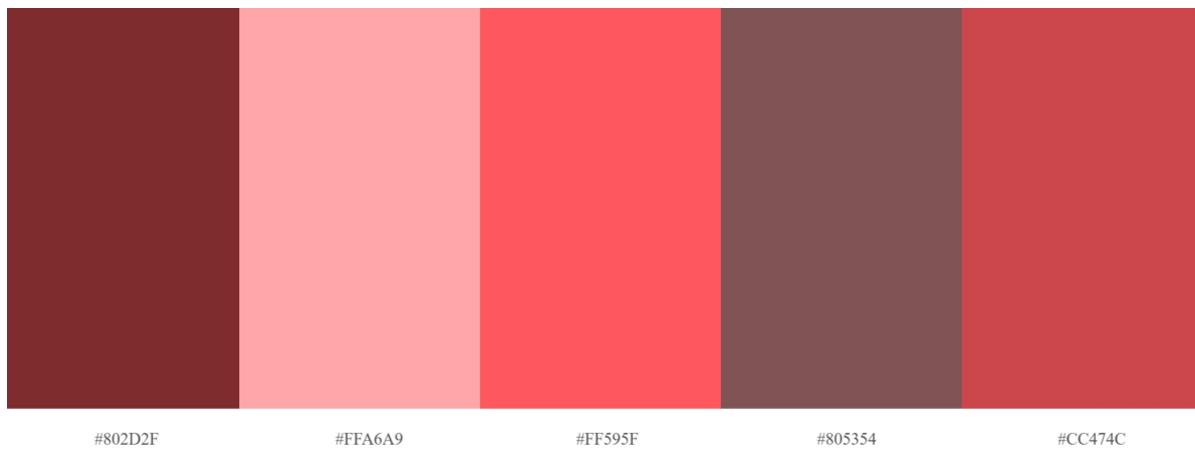
Table of contents:



General slides:



We decided to give more presence to the airbnb company. In order to obtain that effect, we are using the logo in more contexts along the slides. Also, we decided to use an open source version of the airbnb official font, Airbnb Cereal.



We also defined a monochromatic palette based on the airbnb logo's color. This palette has been used in all the slides and elements, except for the neighborhood legend where we aimed for more differentiable colors instead.

Moreover, pictures of NYC and of actual properties available in airbnb were added in the format of partial bleed images. We were cautious not to add more than one image per slide, except for when users are introduced and during the data analysis section.

The most noticeable changes in design can be seen in the main slide and in the new kinds of general content slides.

Topics requested by the users and teacher were added to the content. These additions implied minor changes in the order in which the topics were going to be presented to the audience, in an attempt to improve the cohesion of the presentation. There is now more focus on answering the pilot user's questions such as how to sign up in airbnb, add your first property and handle your first guests. Also, we will mention legal guarantees offered to the property owners by airbnb.

In terms of storytelling, we adapted to the storytelling general structure. This structure is now mostly followed in this order. what - who - why - how. In addition, now fictional users are presented to the audience. Our goal is to tell the process these property owners go through from the moment they first think of joining airbnb until their first guests' entrance, going through all the tasks they have to fulfill in the middle. This way, we expect better engagement from the audience based on empathy and relatability.

We showed the pilot users the current version of our presentation, expecting to get final feedback from them before delivering the slides. The question we asked them is quite straightforward: "In terms of visualization, style and looks, what can be improved in our presentation?"

MLS (pilot user 1) warned us about the following issues:

- There is no legend or title in slide 8 (property owners by year in airbnb line chart).
- In the "an opportunity for everyone" adding block by block transitions would improve comprehensibility, as all the information would not be shown at once.
- He is not convinced about the titles in the slides. He does not understand why the titles are in lowercase (a little gag about the style in airbnb's logo) and why some titles are not expressed as a question (with interrogation mark at the end)
- Some of the "why airbnb" slides are misplaced with respect to what is shown in the table of contents. Slides 6, 7 and 8 should be after the table of contents update in slide 9.

JMS and ABC shared the following suggestions:

- They also question the fact that some title questions do not end with a '?'.
- Changing the color of 'Domestic' in the first graph in slide 3, as it collides with 'Bronx' in slide 4.
- Add more space between bullet points.
- Even though they liked the distribution in slides 12, 13 and 14, they did not understand them at first glance. They initially thought there should be no correlation between the graphs.

From their positive feedback we can extrapolate that they liked the new design. The aspects they emphasized include the consistency in color palette along all the slides (for example, always writing airbnb with the same color) and the new design (especially the user profiles and the addition of partial bleed images in most slides). They also commented positively on the diversity among the presented users.

In order to fix the features that the users disliked in the last feedback round we took several decisions. On one hand, we did not capitalize the titles or change the blue color in the first graph. On the other hand, we did add the titles to those graphs which did not have one.

We changed the structure of "opportunity for everyone" slides instead of adding animations to it. We want the users to have a first glance perception of everything as a whole. The recently added block outlines will help the users to visualize everything in the proper way.

We put all the "why" slides in the same section and added an exclamation mark to all the question titles. Also, we added boxes to the bullet point slides: that way, the bullet points are more spaced but the slides do not feel that empty. We opted to use the logo in a creative way in these slides too.

At this point we delivered the final design of the presentation. A first napkin, the original dashboard, datasets, this report and used font should be attached to the delivery too. Lastly, we would like to remind that the font is attached just in case. It should be embedded in the presentation and installation should not be necessary.

#### **Annex: Explanation of the duties of each member of the group**

Each member of the group participated in every aspect of the project, from the creation of the dashboard, to the storytelling presentation and report

- Rodolfo: chief of corporative design, tableau and dataset manager
- Xavi: airbnb processes and legal researcher, slide content creator
- Lorenzo: pilot user manager, report writer and slide structure architect