AIRBNB ACCOMODATION

CIS 8010: Process Innovation

Group 6

Project Milestone 2

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Step 2-a: Service Provider Narrative (Part 1)

The Airbnb service journey initiates with the customer creating an account. This process takes place in the Airbnb Service Provider Pool within the Account Department lane. The customer submits an Account Creation Form, and the Account Department staff confirms the account creation using the provided information. Following this, the department sends a request for ID verification. If discrepancies arise during ID verification, the department requests revised documentation, potentially causing delays – a Moment of Struggle for the customer. Once ID is successfully verified, the department saves the customer's information, finalizes account creation, and concludes the registration process.

After account creation, the main booking process starts in the Booking Department, triggered by a host sending housing information. The department displays available housing data to potential customers. A potential Moment of Struggle arises with booking discrepancies between different platforms. If a customer selects a location, the Booking Department facilitates communication between the host and customer. If the host rejects the booking, the process could lead to a Moment of Struggle due to extended waiting times for the customer. If the host accepts, the process continues to the Payment Processing Department.

Step 2-a: Service Provider Narrative (Part 2)

The Payment Processing Department presents detailed payment information to the customer, calculating taxes based on the property's location. A potential Moment of Struggle occurs if there are discrepancies between the detailed payment and the original price due to various fees. The customer must enter payment details within a 20-minute window. If declined, the process loops back for the customer to retry. On successful payment, the Payment Department allocates profit, settles tax obligations, and ensures the host receives their share. Simultaneously, the Booking Department finalizes the process by creating and sending booking confirmation details to the customer.

After the customer's stay, the Account Department collects reviews, crucial for continuous improvement. The Payment Processing Department generates a final receipt detailing all costs incurred during the stay, marking the completion of the Airbnb service process.

Stage 1: Front Stage Processes and Service Interfaces (Account Creation)

Service Interface: Customer initiates the account creation process on Airbnb.

Front Stage Process: The process occurs within the Airbnb Service Provider Pool, specifically in the Account Department

Customer Touchpoints (Moment of Struggle): Moment of Struggle occurs during ID verification if discrepancies arise, leading to potential delays.

Performer Roles (Human, IT): Account Department staff confirm account creation, and IT systems are utilized for ID verification.

Human Activities: Customer submits an Account Creation Form, and department staff verify information.

IT Activities: Systems verify the match between the ID and account information.

Workflows: If ID Verification is not approved, the process may loop back to the verification stage.

Decision Points: ID Verification approval or rejection based on match.

Exceptions (Service Failure): If discrepancies persist, revised documentation is requested.

Stage 2: Main Booking Process

Service Interface: Booking process begins after account creation.

Front Stage Process: Main booking process occurs in the Booking Department.

Moment of Struggle: Arises if there are discrepancies between housing data on different platforms.

Performer Roles (Human, IT): Booking Department manages housing information, facilitates communication, and involves IT systems for platform operation.

Human Activities: Host sends housing information, customer selects a location, and communication is facilitated.

IT Activities: Displaying available housing data and facilitating communication between host and customer.

Workflows: If a host rejects a booking, the customer may face a Moment of Struggle, and the process redirects back to the booking screen.

Decision Points: Host accepting or rejecting the booking request.

Stage 3: Payment Processing

Service Interface: Payment process triggered after successful booking.

Front Stage Process: Payment Processing Department manages payment details.

Customer Touchpoints (Moment of Struggle): Moment of Struggle occurs during detailed payment information presentation and potential discrepancies.

Performer Roles (Human, IT): Payment Processing Department presents payment information, verifies payment details with banking system, and allocates portions.

Human Activities: Customer enters payment details within a 20-minute window.

IT Activities: Verification of payment details with banking system.

Workflows: If payment is declined, process loops back to payment screen for customer retry.

Decision Points: Approval or rejection of payment.

Step 2b

Customer

Account Creation Request

MOS(Booking Disparency)

MOS (Pricing Discrepancy)

MOS (Take Too long)

MOS (Lack of Instant Booking)

Account Department

Receive Revised Documentation

Confirm account Creation using filled out forms

Send request for ID for Verificaiton

Receive ID

Verify matching between ID and Account Info

Approve ID Verification

No

Request Revised Documentation

Yes

Save Information about Customer and Create an Account

End registration Process

After Stay

Receive Review From Customer about Host

Posting Review on Location

Receive Review From Host about Customer

Posting review on Customer's Account

Conclude Customer Stay

Account Department

Booking Department

Send Request to Host

Receive Housing Info from host

Return Customer to Booking Screen

Show data of Available Housing

Receive selection from Customer and Provide a platform on which both parties can communicate

Receive Confirmation from Host

Host Accepted?

No

Let Customer know about the rejection

Yes

Send Confirmation Details To Customer

Create Booking Confirmation Details

Send Booking Information to Payment Department

Booking Department

Payment Processing Department

Payment Time-out

20 Minutes

Await For Payment Detail

Receive Payment Detail

Checking Payment Detail with Bank

Payment Confirmation

Sucessfully

Payment Completed

Retain Profit

Initiate Payment Process

Show Detailed Payment Information (Pre-tax)

Calculate Tax Base on Property Location

Provide Detailed Payment including Tax

Request for Payment Detail

Bank System

Declined

Pay Tax

Return Customer to the Payment Screen

Pay Host the Share

Create Final Receipt and Send to Customer

Payment Processing Department

Host (Out of Scope)

Step 3a

Job Solution Step

Step 1: Begin the journey by selecting a destination and dates, and use filters for price, bedrooms, and amenities to tailor results.

Step 2:Explore Listings: Examine listings with high-quality photos, detailed descriptions, and reviews to shape expectations for the stay.

Step 3: Talk to Host: Engage with hosts for inquiries or requests, enhancing communication during the booking process.

Step 4: Make Reservation: Confirm dates, review house rules, and securely enter payment details for a precise booking.

Step 5:Prepare for Arrival: Post-booking, receive confirmation and essential details like check-in instructions and host contacts for effective planning.

Step 6: Enjoy the Stay: Follow check-in instructions and either explore local recommendations or enjoy the personalized space.

Step 7: Feedback: Post-stay, contribute reviews to assist future travelers and offer constructive feedback for continuous improvement.

Customer

Need Accommodation

Go to Airbnb. com

Has Account ?

No

Click Sign Up

Fill Out Personal Detail to Create Account

Computation Process

Submit Account Creation Request

Account Creation Request

Receive Account Created Confirmation

Receive Request for ID Verification

Submit Necessary ID Documentation

Approve?

No

Receive resubmission request

MOS (Take Too long)

Looking For list of Bookings

MOS (Booking Discrepancy)

Found A Place?

No

Yes

Look For Other Places

Submit Application and Contact Host

Send Request to Host

Host Approval ?

No

Receive Rejection from Host

MOS (Lack of Instant Booking)

Proceed to Payment

Receive Detailed Payment

MOS (Pricing Discrepancy)

Agree with Final Price?

No

Yes

Received Request for Payment

Submitting Payment

Successful ?

No

Receive Payment Confirmation

Day of Stay

Stay at Location

Day After Stay

Write a Review for Host

Conclude Stay

Receive Final Receipt

Airbnb

Step 3b