

AIRBNB ACCOMODATION

CIS 8010: Process Innovation

Group 6

Project Milestone 2



- Anitta Varghese
- Md Kamruzzaman Kamrul
- Ritesh Sengar
- Bach Hong



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.

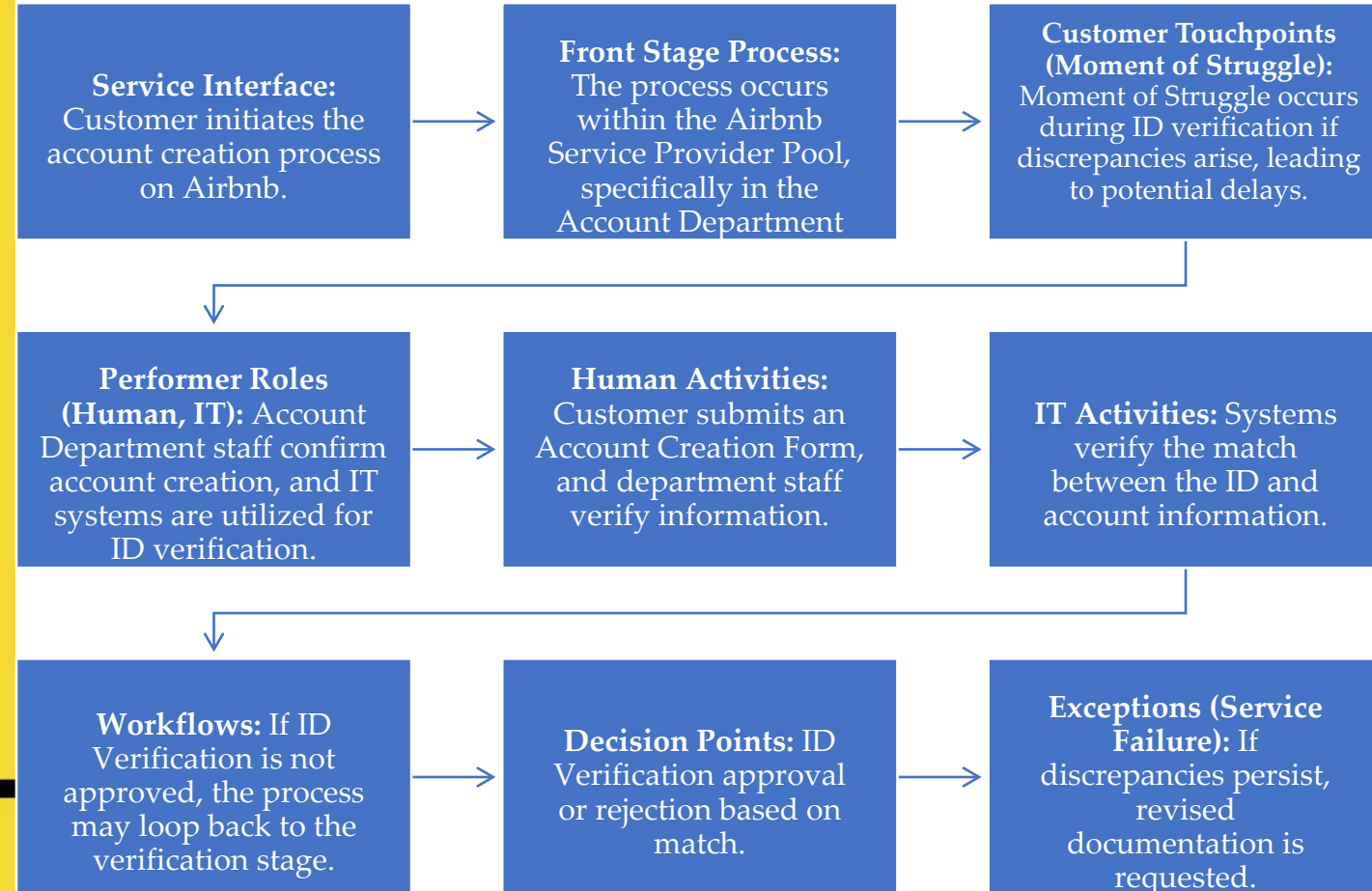
Step 2-a: Service Provider Narrative (Part 2)

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.

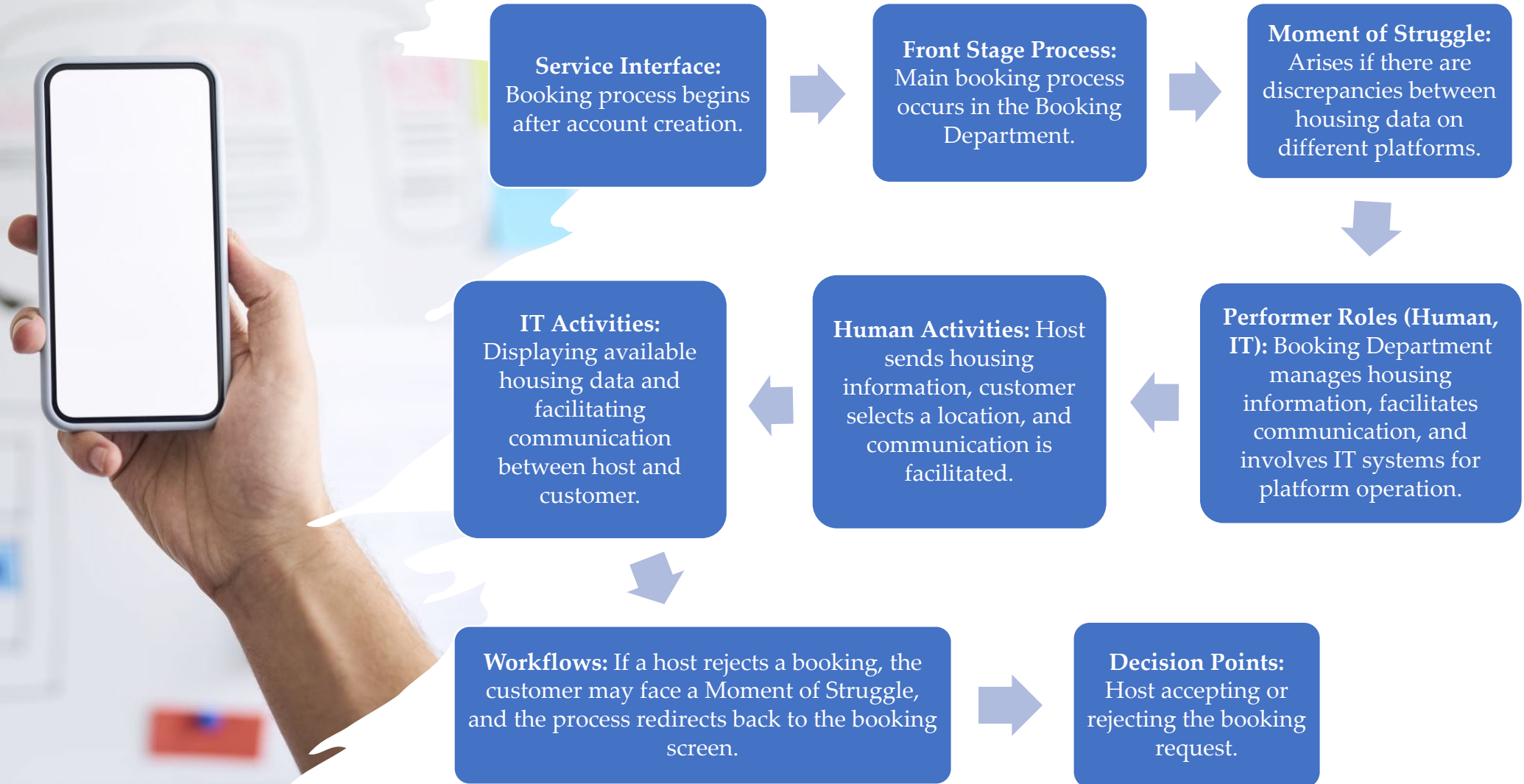
After the customer's stay, the Account Department collects reviews, crucial for continuous improvement. The Payment Processing Department generates a final receipt detailing all costs incurred during the stay, marking the completion of the Airbnb service process.



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



Stage 2: Main Booking Process



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.

Stage 4: Post-Stay Processes and Reviews



**SERVICE
INTERFACE:** Post-
stay processes
commence after
successful payment.



FRONT STAGE PROCESS:
Account department collects
reviews, and payment
processing department
generates final receipt.



**CUSTOMER
TOUCHPOINTS
(MOMENT OF
STRUGGLE):** Potential
moment of struggle
during the review
collection and receipt
generation.



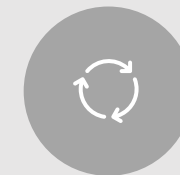
**PERFORMER
ROLES (HUMAN,
IT):** Account
department staff
collect reviews, and
payment processing
department
generates final
receipts.



**HUMAN
ACTIVITIES:**
Collecting
reviews from
host and
customer.



IT ACTIVITIES:
Finalizing receipts
and sending
confirmation
details to the
customer.

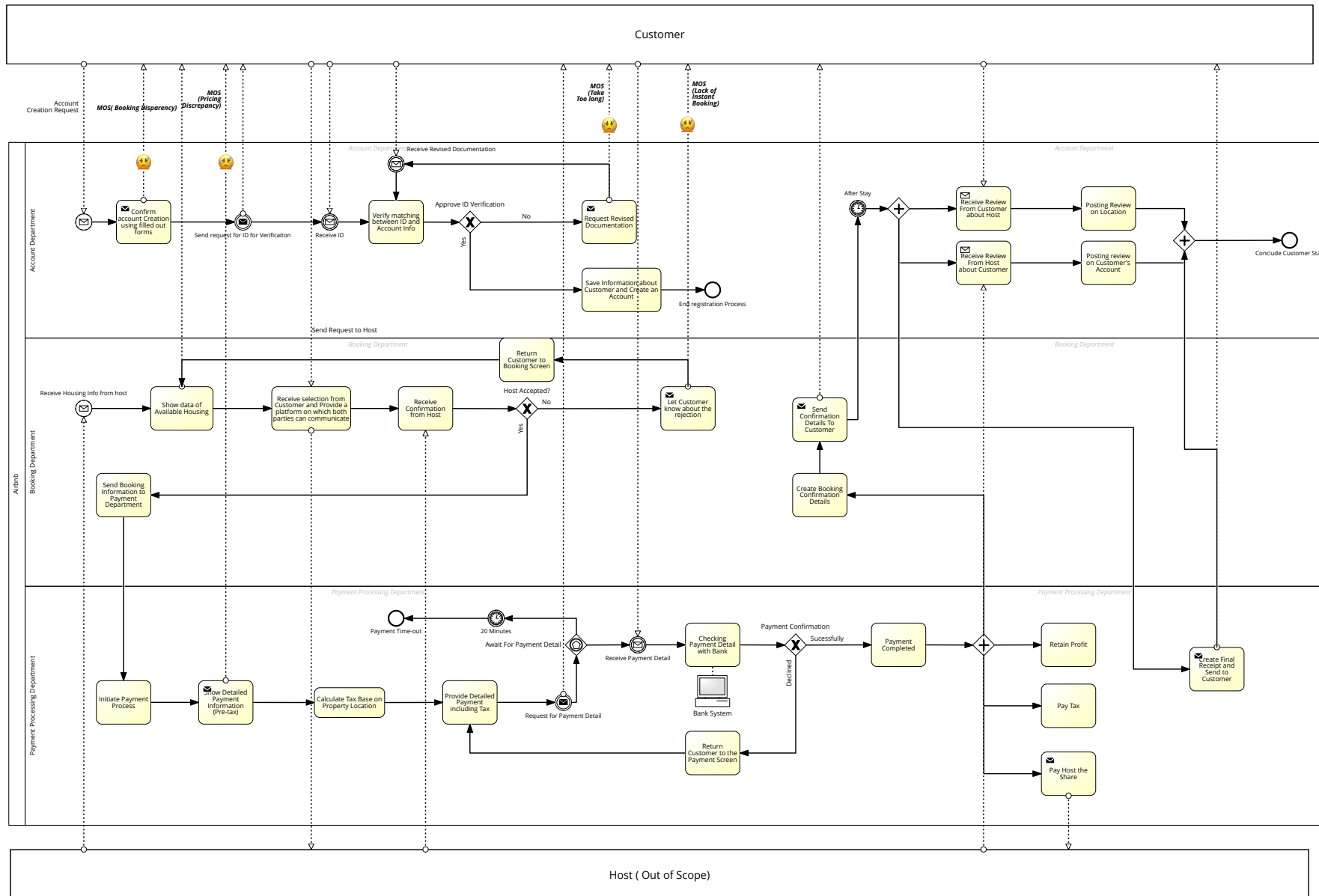


WORKFLOWS:
Continuous
improvement and
quality insurance
through review
collection.



DECISION POINTS:
Completion of the
service process market
by receipt generation.

Step 2b



Step 3a

