



AirBnBeyond

Art 358 Project 3 Spring 2020

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Our Research

Airbnb Statistics

150m+
Users

Users
Worldwide

650k+
Hosts

Hosts
Worldwide

7m+
Listings

Listings
Worldwide

40k+
Experiences

Experiences
Worldwide

2m+
Guests

Guests
each night

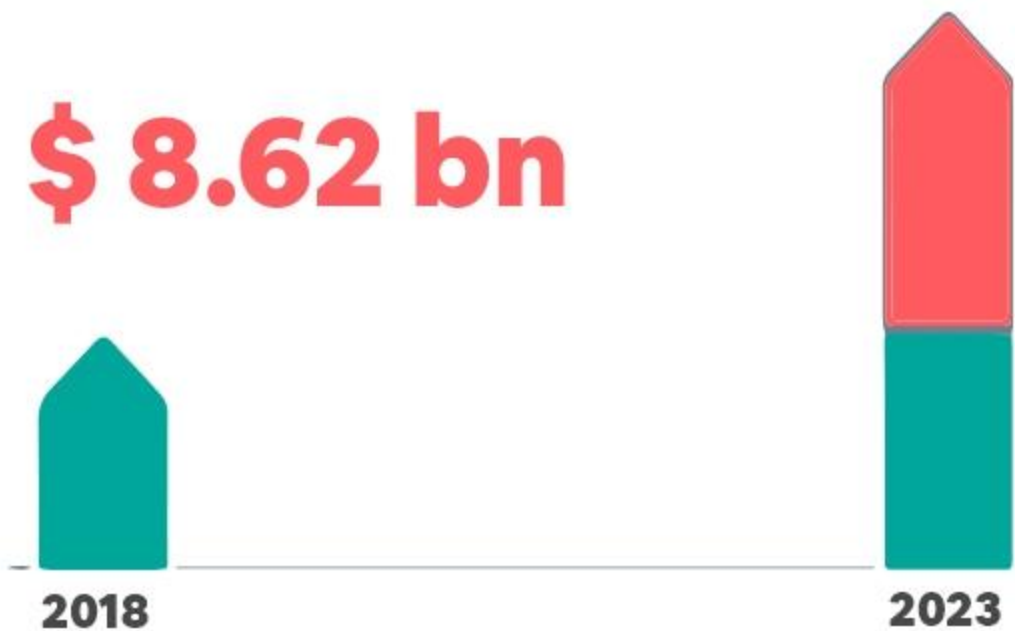
26k+
Plus Listings

Plus Listings in
41 cities worldwide

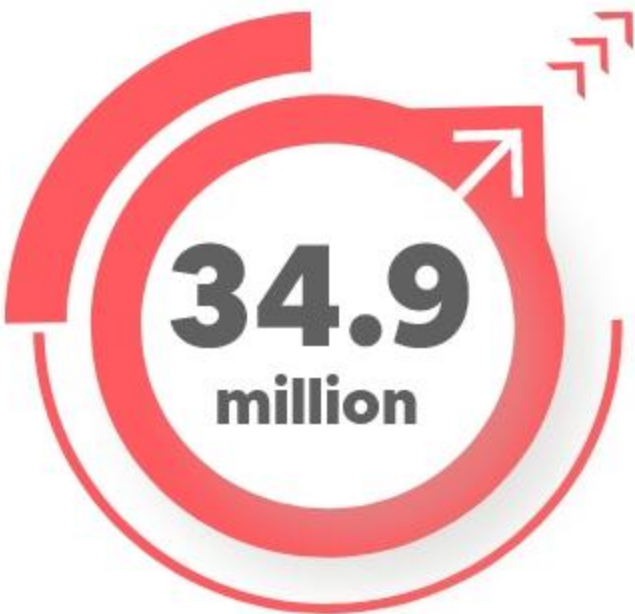
*6 guests check into an Airbnb listing every second
Plus homes earn up to 400% more than standard listings*

Smart Lock Market 2019-2023 | Evolving Opportunities with Allegion Plc and Honeywell International Inc. | Technavio

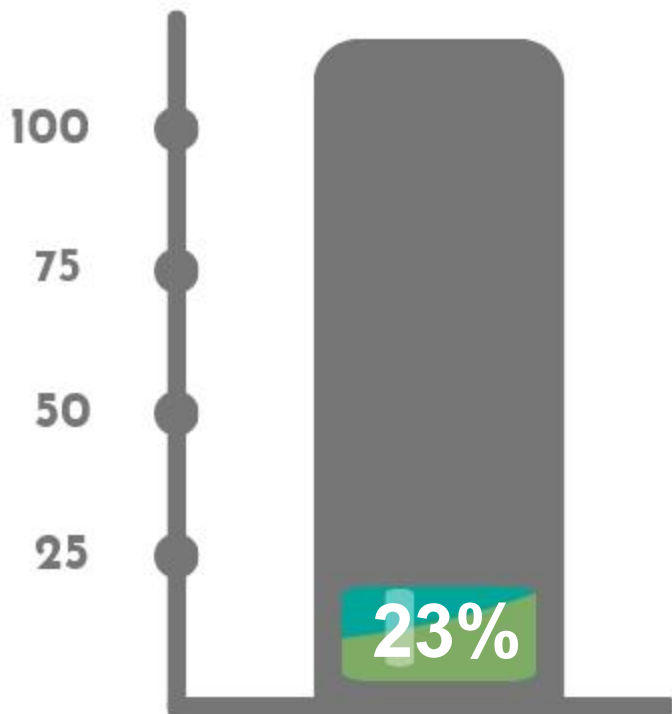
Global Smart Lock Market Incremental Growth



Expected Smart Lock Units by 2027



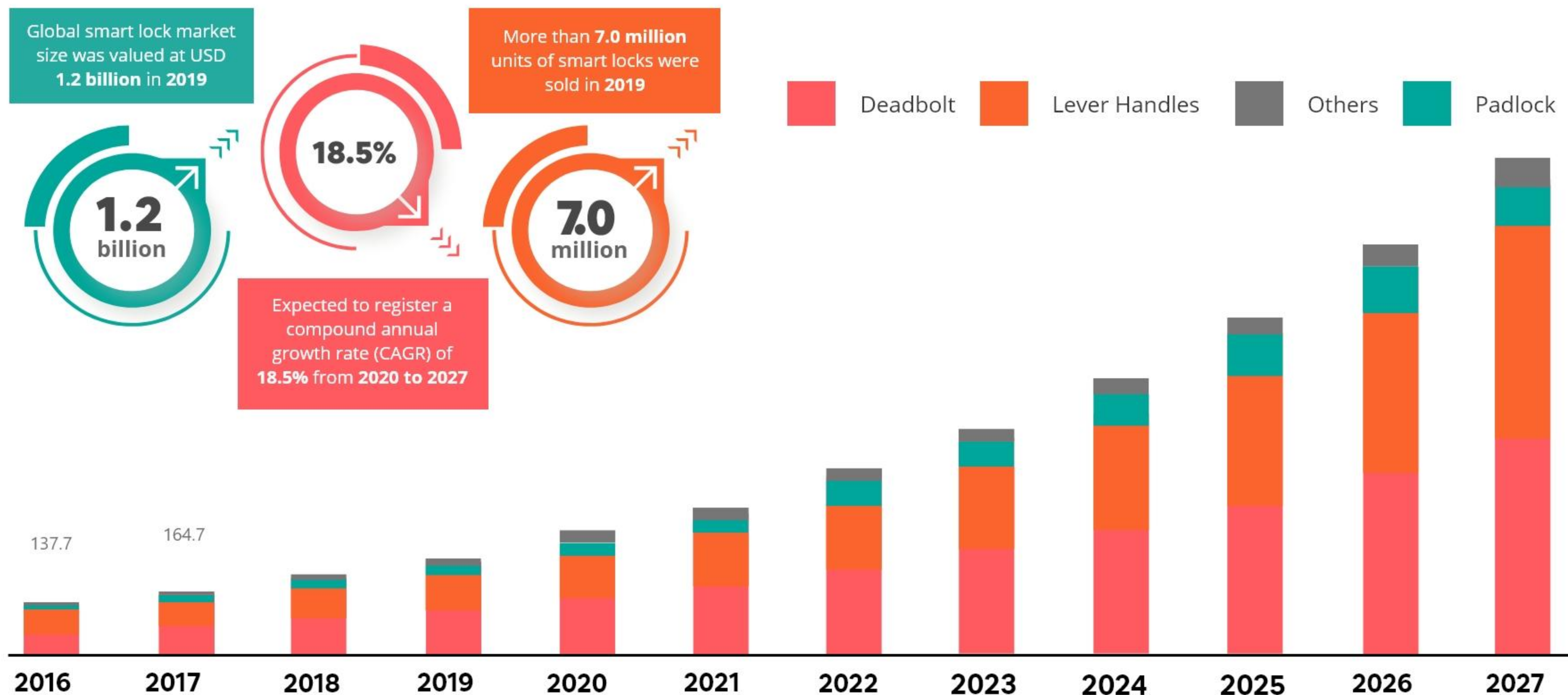
Global CAGR increase



2019 year-over-year growth rate



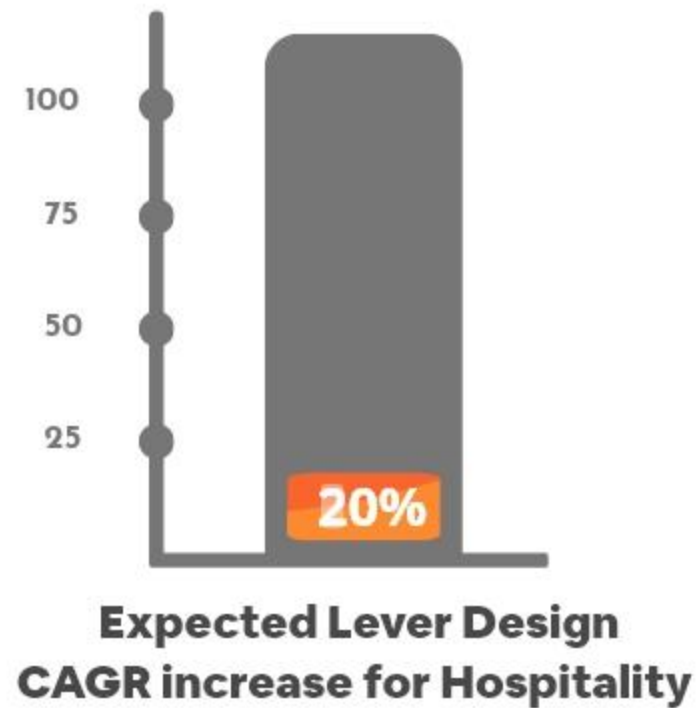
Smart Lock Market Size, Share, Industry Research Report 2027



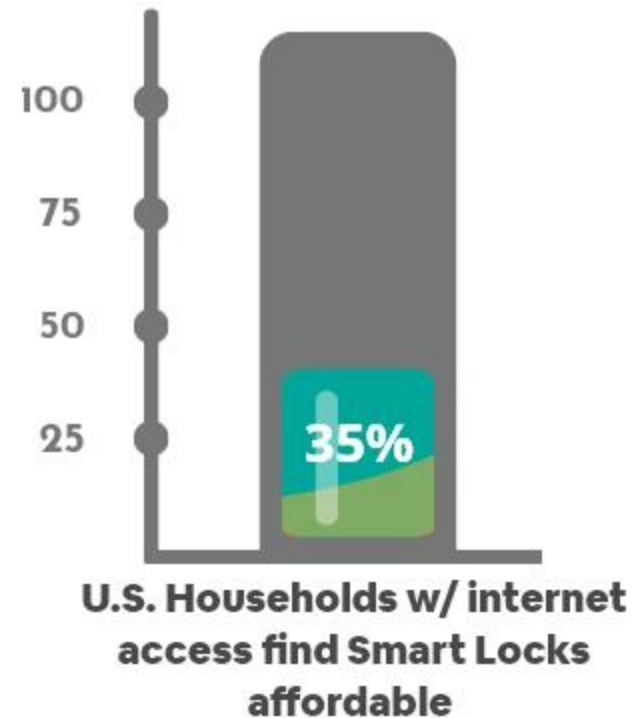
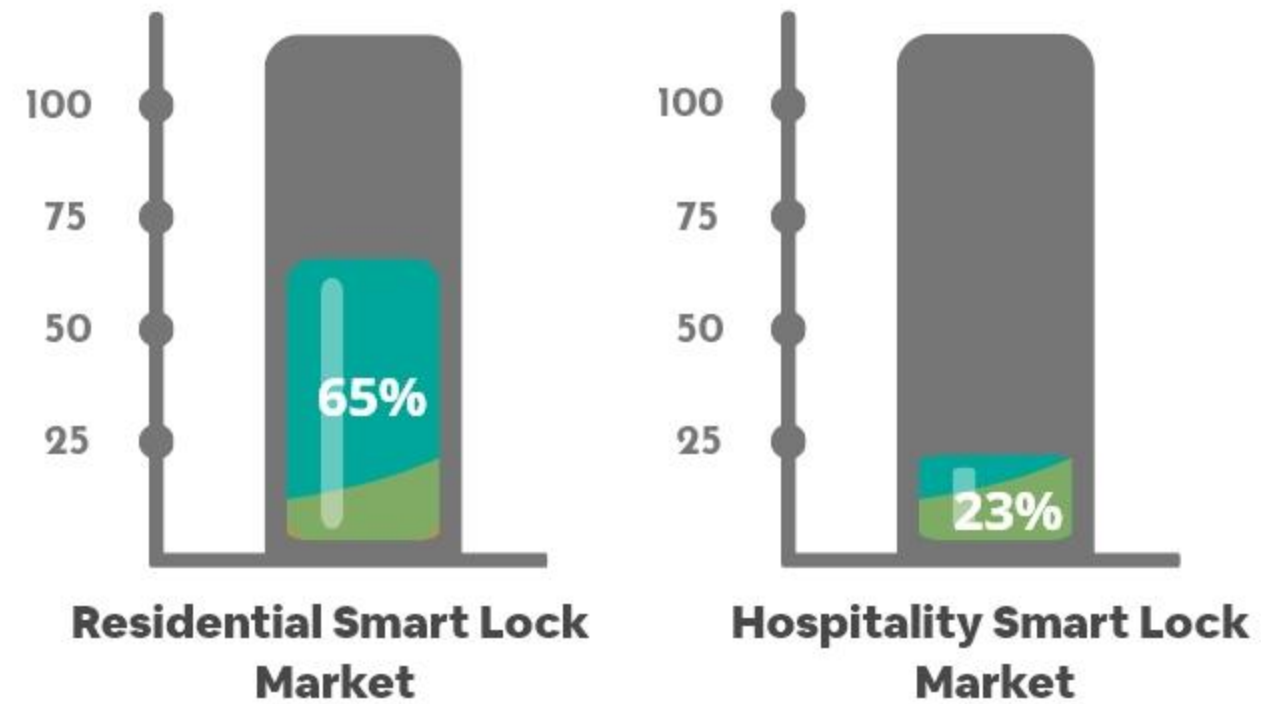
Asia Pacific Smart Lock market Size, by type, 2016-2027 (USD Million)

Smart Lock Market Size, Share, Industry Research Report 2027

Type Insights



Application Insights



Regional Insights



North America Smart Lock Market Anticipated Revenue by 2027



1 out of 4 homes expected to have smart lock in next 12 months



Personas





Host

Nicky Parker, 30
Doctor

MARRIED: Yes

KIDS: Sarah 2, Nick 4

EDUCATION: PhD

Pain Points

- Difficulty coordinating her schedule with Airbnb guests in order to complete the key exchange.
- Feels that there are too many smart locks on the market and does not have the time to research which lock would be best for her home.
- Tired of guests checking in too early and checking out too late.

Needs

- Needs a more efficient and safe way to grant guests' access to their rental.
- Needs to quickly find a reliable smart lock without the hassle of researching herself.
- Needs a way to revoke access from guests while avoiding confrontation.



I want my guests to feel safe and even more-so, I want to feel safe.



Guest

Erik Watson , 45
Engineer

MARRIED: Yes

KIDS: David 5

EDUCATION: BA

Pain Points

- Due to a busy schedule, Erik has difficulty arriving to his Airbnb at the time usually suggested by the host
- Does not currently earn any Airbnb rewards, even though he uses the app multiple times a month
- Tired of dealing with currency exchange when booking with Airbnb overseas.

Needs

- Needs an easy way to check into his Airbnb at anytime, day or night.
- Needs a feeling of appreciation for being a frequent Airbnb guest.
- Needs a way to avoid currency exchange at the airport, malls, etc.



I love Airbnb, but it would be nice to see some benefits offered after being such a frequent and loyal user.



Problem Statement

Airbnb guests need a more **streamlined process** when using Airbnb services which will allow them to have a more convenient **form of payment** and **access into homes** while on their trip.



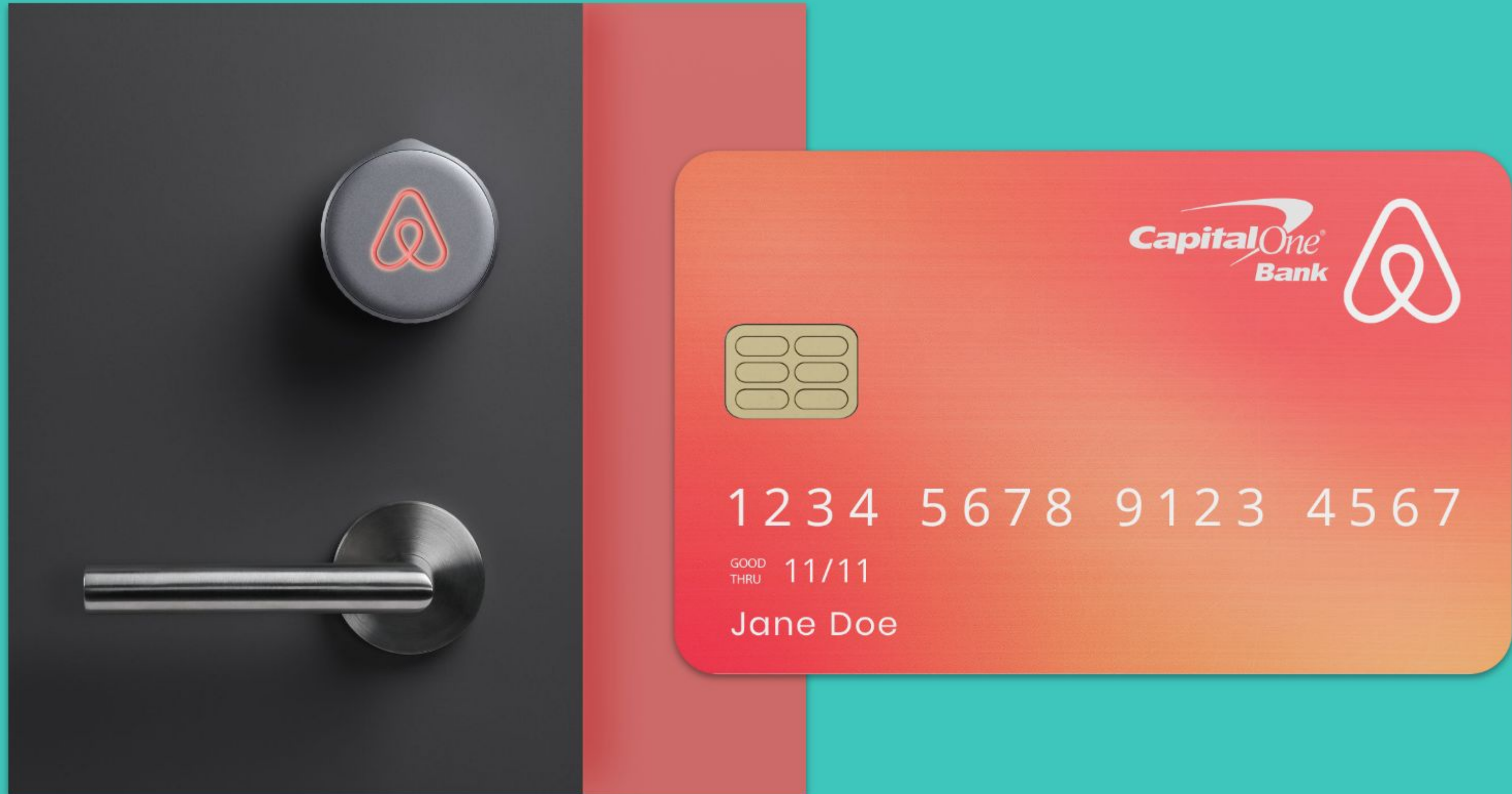
Hypothesis Statement

We believe that by establishing a premium **Airbnb membership option** for users, we will achieve better hospitality and travel experiences for all members in our community. We will know this to be true when we see a 25% increase in those who upgrade their membership status to **Beyond** and **50% premium membership retention in 1 year**.



Airbn**Beyond** is a beneficial membership
for super hosts and guests.

Airbnb Beyond Lock and Card Mockup



Competitor Analysis: Lock Systems

	Required Products	Total Product Cost	Subscription Fee	Airbnb Calendar Sync	Special Amenity Access	Lock Types
August	Lock_Wi-fi Hub or Doorbell	\$240 +	none	✓	✗	Interior Deadbolt Replacement
Remotelock	Lock	\$249-\$450	Starting @ \$3/month	✓	✗	Handle or complete deadbolt replacement
AirbnBeyond	Lock	\$60-\$100 SuperHosts pay \$0	none	✓	✓	Interior Deadbolt Replacement

Competitor Analysis: Credit Card Rewards System

	Annual Fee	APR	Credit Score Needed	Reward Offerings
Airbnb Beyond Credit Card	\$10/mo. \$100/yr	0% for 15 mo. 15.49% - 25.49%	630 +	+Earn 6% back in Airbnb Points per \$1.00 on Airbnb services and bookings +Earn 3% back in Airbnb Points per \$1.00 @ participating restaurants, markets, gas stations +Earn 2% back in Airbnb Points per \$1.00 on all other purchases
Marriot Bonvoy Boundless Credit Card	\$95	15.99% - 22.99%	670 +	+Earn 6x Bonvoy points per \$1.00 @ Marriott Bonvoy Hotels +Earn 2x points per \$1.00 on all other purchases
Amazon Prime Credit Card	\$0	15.74% - 23.74%	640 +	+Earn 5% cash back for purchases on Amazon.com and Whole Foods +Earn 2% cash back for purchases at restaurants, gas stations, and drugstores +Earn 1% cash back on all other purchases



User Flow

Beyond Card

Apply

People apply for AirBnBeyond membership



Accepted

They receive membership and pay monthly fee + receive the Beyond Card



Booking an AirBnB home

The cards will grant guests access to home.

They could have access to special amenities in the home with their membership.



AirBnBeyond Card

Members will earn points when making purchases with the AirbnBeyond card. Points can be applied to future Airbnb homes and experiences.

Lock System

Requesting

Host requests for lock system



Installment

Hosts have the choice to install the lock themselves or pay for installment



AirBnB Bookings

Guests book the home and Host has ability to grant access via phone

Guests can use phone (or the Beyond Card) to unlock the home



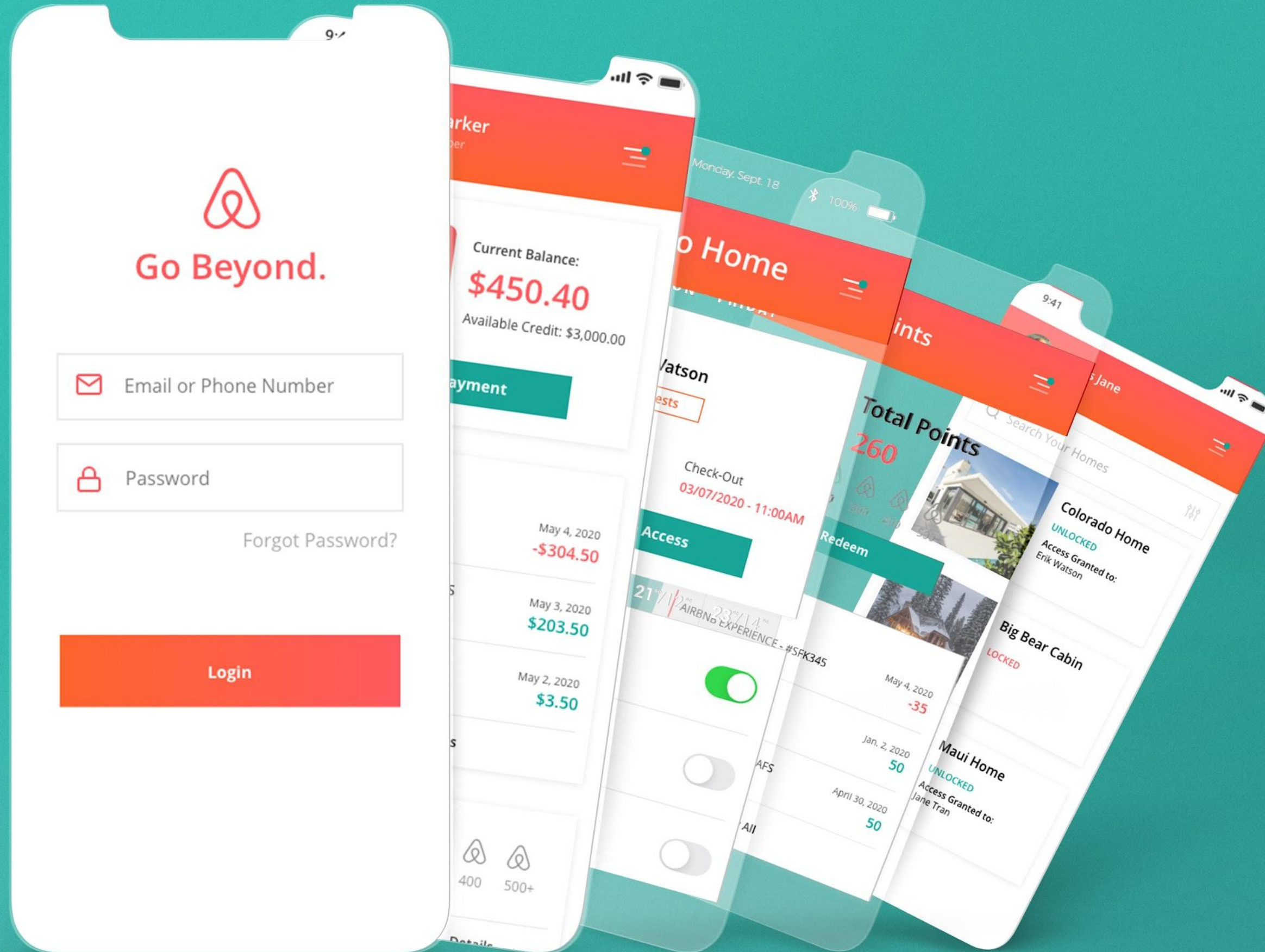
Beyond Credit Card

- + Earn points with purchases
- + Have special access to amenities in AirBnB homes
- + A key to access homes with Lock System



Lock System

- + Guests have access granted via phone and Beyond Card
- + Hosts have ability to manage access to home during scheduled check-ins and check-outs





Email or Phone Number

Password

[Forgot Password?](#)

Login

9:41



Nicky Parker
Beyond Member



Current Balance:

\$450.40

Available Credit: \$3,000.00

Make Payment

Recent Card Transactions

AUTO - MONTHLY PAMENT PENDING	May 4, 2020 -\$304.50
AIRBNB EXPERIENCE - #389AFS PENDING	May 3, 2020 \$203.50
STARBUCKS ACCEPTED	May 2, 2020 \$3.50

[See All Transactions](#)

Beyond Points

260



Redeem

Details

9:41



Beyond Points



Your Total Points

260

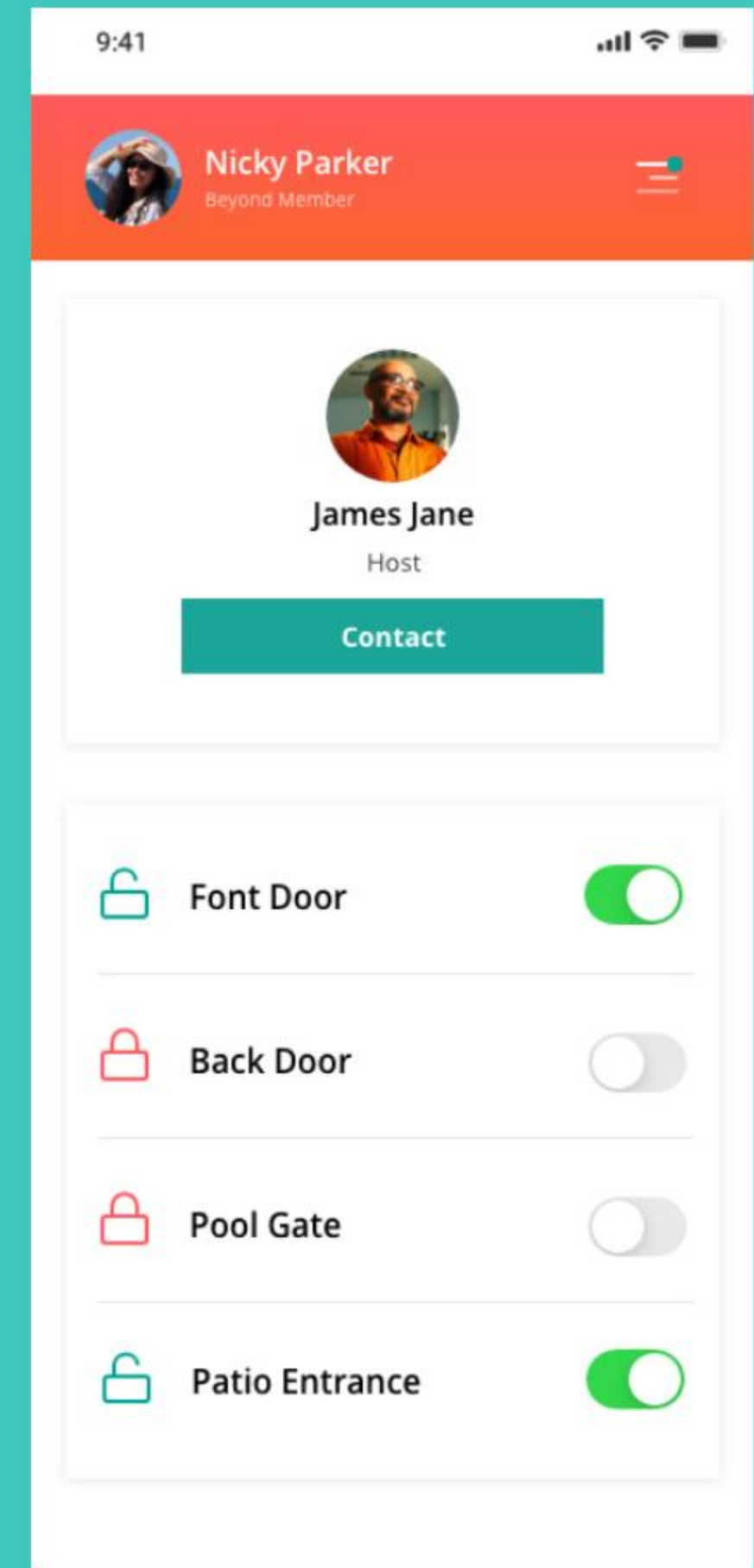
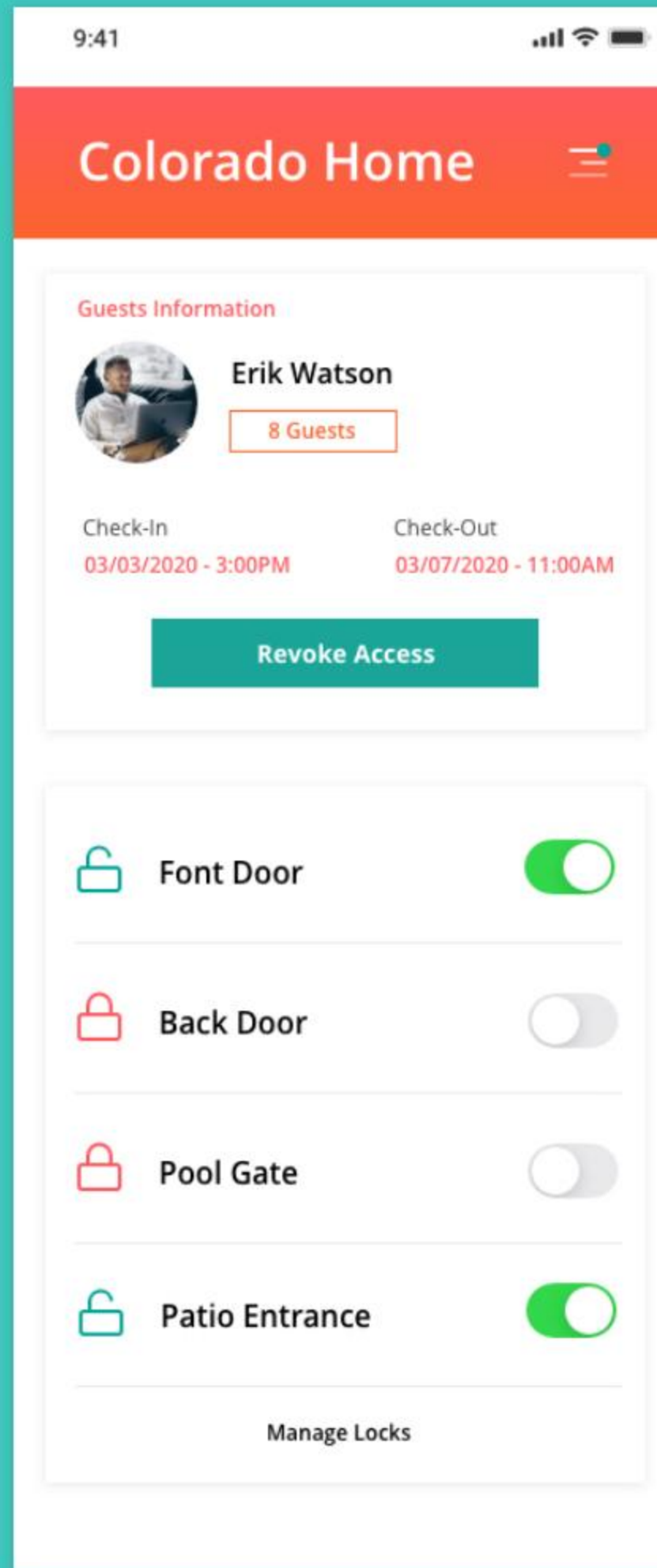
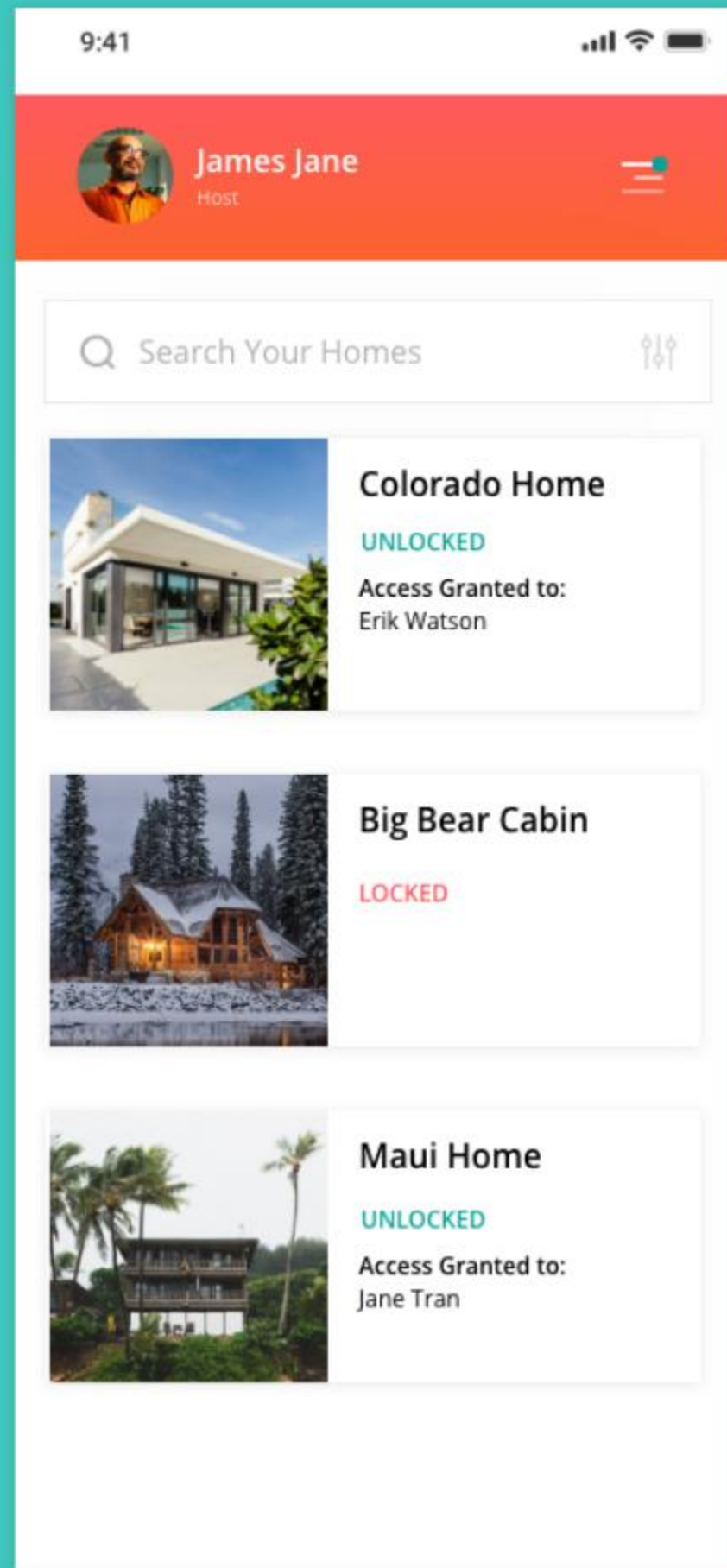


Redeem

Point History

AIRBNB EXPERIENCE - #SFK345	May 4, 2020 -35
SOUTHWEST AIRLINES 50 Points	Jan. 2, 2020 50
AIRBNB BOOKING - #389AFS 100 Points	April 30, 2020 50

[View All](#)





Sustainability Plan

Bank and Credit Card Company

- + Interest Charges
- + Interchange Income (Merchant Fees)

AirBnB

- + Revenue split between Bank and AirBnB
Lump Sum or Split %
- + Intrinsic Profit
More customers
Customer Loyalty
- + Beyond Membership
\$9.99/Month or \$99.99/Year



Airbnb Beyond Future Plans

- + **Non-Premium member credit cards with lower return % rates**
Not metal
- + **More lock model options**
Higher quality material options
Cheaper alternatives
Expansion to hospitality and business market
- + **Include more store chains that accept AirBnB points as cash alternatives**
Gas stations
7-11, Walmart, Target, Vons
Fast Food Chains
- + **More benefits for being a premium member outside of the credit card**
Separate from credit card benefits
Priority bookings
Access to premium-only housing/bookings
Discount on bookings
- + **Incentives for Hosts to subscribe to premium**
Have their houses featured on the front pages

A photograph of a group of people, likely at a social gathering, with a strong red color overlay. The image is slightly blurred, focusing on the expressions of joy. In the foreground, a woman with blonde hair is seen from the side, wearing a dark, textured sweater. Behind her, other people are visible, some smiling and laughing. The text "Thank You!" is centered in white, bold, sans-serif font.

Thank You!