



# SUSTAINABLE SHOP FOR HOSTS

## CASE STUDY

SELOME ZERAI

ASAKI NELSON

KYLE GREEN

RUBY CASSIDY

## BACKGROUND

## PROBLEM

## SOLUTION

## PROCESS

## OUTCOME

### WHAT IS AIRBNB

Airbnb is a community-based online platform for renting.

Facilitates the process of renting without owning any rooms itself through hosts.

Allows property owners to rent out private spaces as "hosts".

Hosts are independent contractors in charge of their own schedule, space, and purchases.

Gives guest a home away from home.



CEO: Brian Chesky



CEO: Joe Gebbia



Co-founder: Nathan Blecharczyk

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# AIRBNB GOALS

## BRAND

Build a platform where anyone can belong anywhere.

Maintain brand mentality of discovery and moving forward.

## BUSINESS

Maintain their monopoly in their industry.

Gain more users resulting in more ad revenue.

Encourage safe travels without harming the local community.

## USER (HOST)

Improve efficiency of product in travel and host life style.

Improve ease of use for hosts to rent out their space.

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### THE BRIEF

"How might we... help Airbnb's community be more environmentally friendly?"

### PAIN POINTS

Hosts are independent contractors - no regulations.

### CONTRIBUTIONS



**Selome Zerai**  
Computer Science  
Content Research  
Content Strategy



**Kyle Green**  
Psychology  
Visual Design  
Prototyping



**Asaki Nelson**  
Industrial Design  
User Research  
Market Research



**Ruby Cassidy**  
Design  
Informative Design  
Prototyping

### RESEARCH

Selome | Asaki | Kyle | Ruby

### CASE STUDY

Selome | Asaki | Kyle | Ruby

### PITCH

Selome | Asaki | Kyle | Ruby

### VISUAL DESIGN

Selome | Asaki | Kyle | Ruby

### WIREFRAMES / SKETCHES

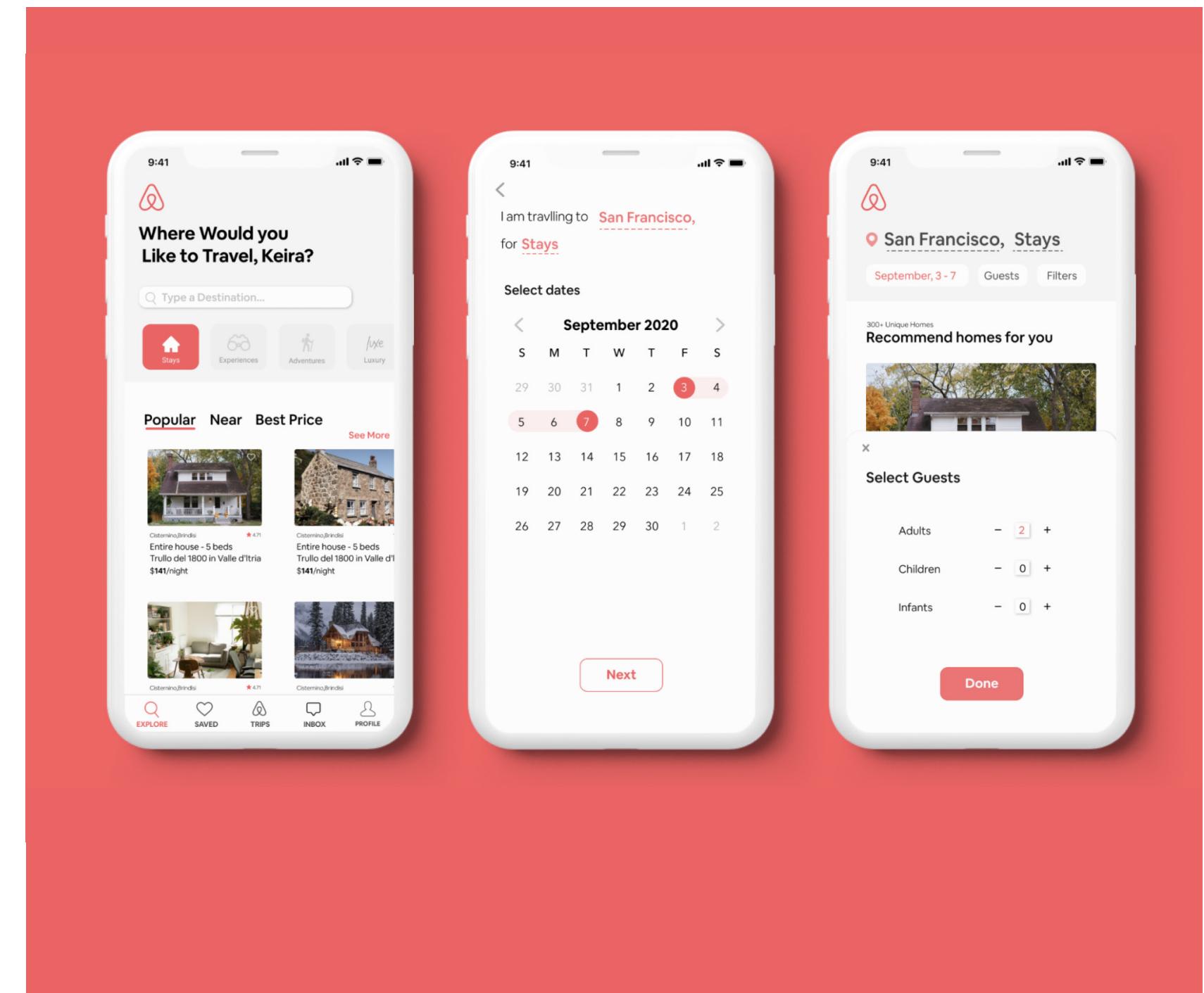
Selome | Asaki | Kyle | Ruby

## THE PROBLEM

289,700 tonnes of waste produced per year.

Lots of single use plastic is used in Airbnb rentals.

Sustainability is perceived as being too expensive.



## SOLUTION STATEMENT

Airbnb Shop empowers hosts to develop a sustainable space by providing one shop where hosts can purchase high quality sustainable products at an affordable price



**TARGET AUDIENCE EX.****SUSAN PORTER****DEMOGRAPHIC:**

49 years old

Single mother with two kids

Lives in Seattle, WA

Works full time as an interior designer at  
her own business

**AUSTIN FLEX****DEMOGRAPHIC:**

37 years old

Single (lives alone)

Lives in Bellingham, WA

Works full time as traveling photographer

Leaves his 1 bedroom apartment for  
months at a time.

## BACKGROUND

## PROBLEM

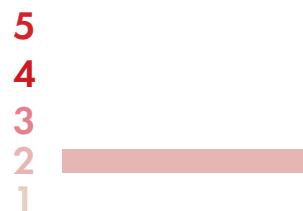
## SOLUTION

## PROCESS

## OUTCOME

**JOURNEY MAP**

## AXIETY LEVEL

**PRE GUEST STAY**

## EVENTS

Renovates house.  
Puts extra effort  
into making it more  
sustainable friendly

Creates new listing on the  
Airbnb website.

## USER THOUGHTS

She wants to make her listing  
the best she can, but feels stuck  
because the website gives her  
limited control.

OPPORTUNITIES FOR  
IMPROVEMENTS

Maybe having an eco badge.

Getting her house ready for  
her first guests.

Greets the guest and helps  
them with anything they need  
and then sends them off.

**DURING THE GUEST STAY**

Her cleaning supplies leaves  
chemical smells behind and  
she is worried that the guest  
will smell them.

Cleans the entire place for  
her next guests.

The guests left her place a  
wreck and she is stressed  
about making it perfect in  
time .

Airbnb could provide  
discounted eco friendly  
cleaning supplies for the  
host to buy. They could be  
delivered.

Airbnb could provide  
a local list of cleaning  
companies for cheap, that  
she could hire when she's  
too busy.

## BACKGROUND

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### COMPETITOR RESEARCH

#### TRIPPING.COM

The average tripping.com user is probably someone who isn't familiar with the Airbnb app.

#### VRBO

Fairly expensive upper class users that can afford the upcharge/subscription fees.

#### EXPEDIA

More of a family oriented person who is a little older than the average Airbnb users, that can afford the price of a hotel and likes comfort

#### OUTDOORY

Average age of renter is 44. The users are mostly outdoorsy people who spend on average a six day camping outdoors.

## HOW MIGHT WE...

How might we provide many product options for hosts to pick from?

How might we provide a way to compare/contrast products?

How might we ease the stress of running out of eco-friendly products?

How might we provide a way for hosts to get their products easily?

How might we establish a norm for eco-friendly listings across the market?

How might we provide examples of eco-friendly listings to guide hosts?

How might we make transitioning to an eco-friendly listing easy and efficient?

How might we provide a sense of status for hosts that are eco-friendly?

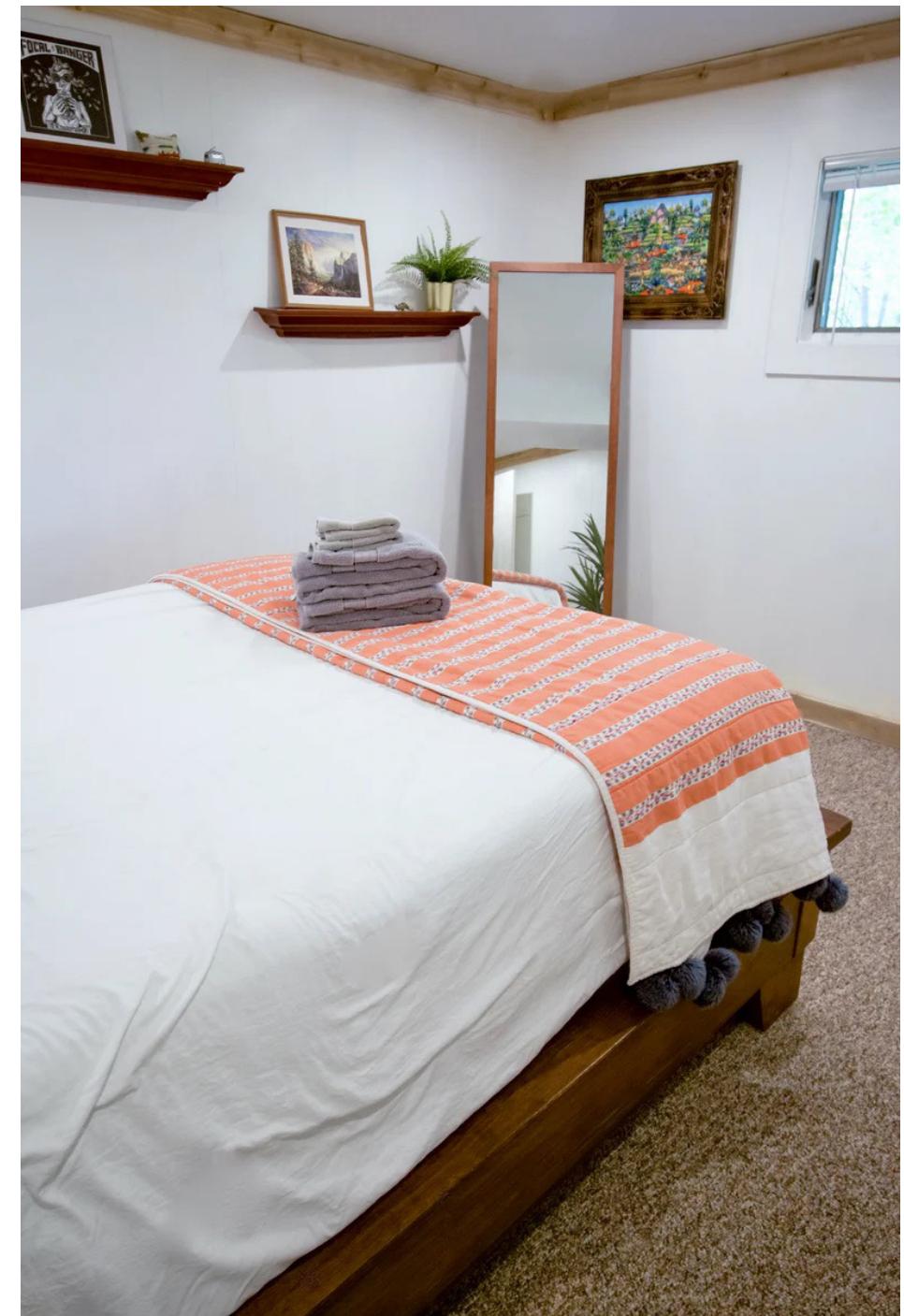
How might we incentive hosts to convert their listing to eco-friendly?

How might we provide ways for hosts to show off their eco-friendliness?

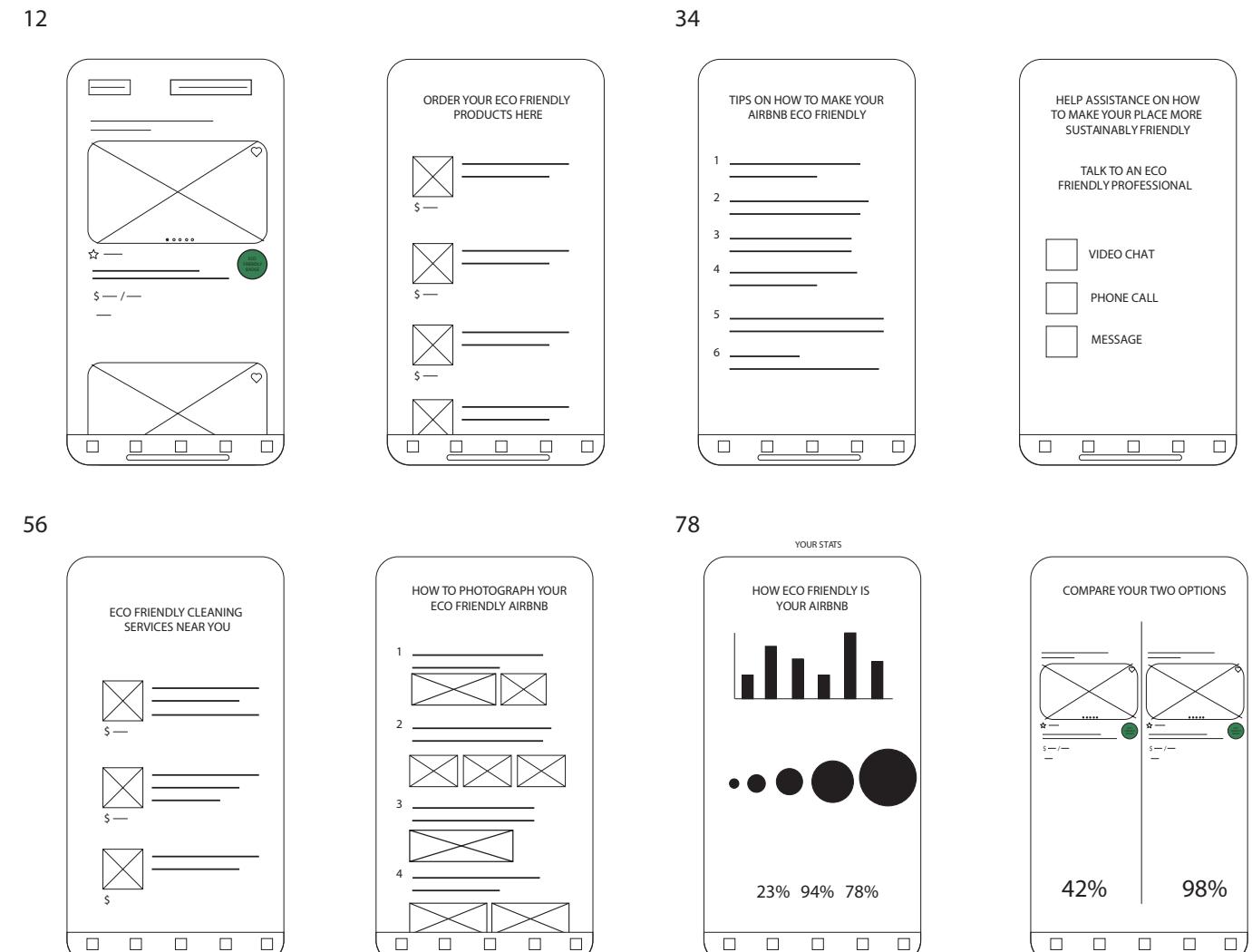
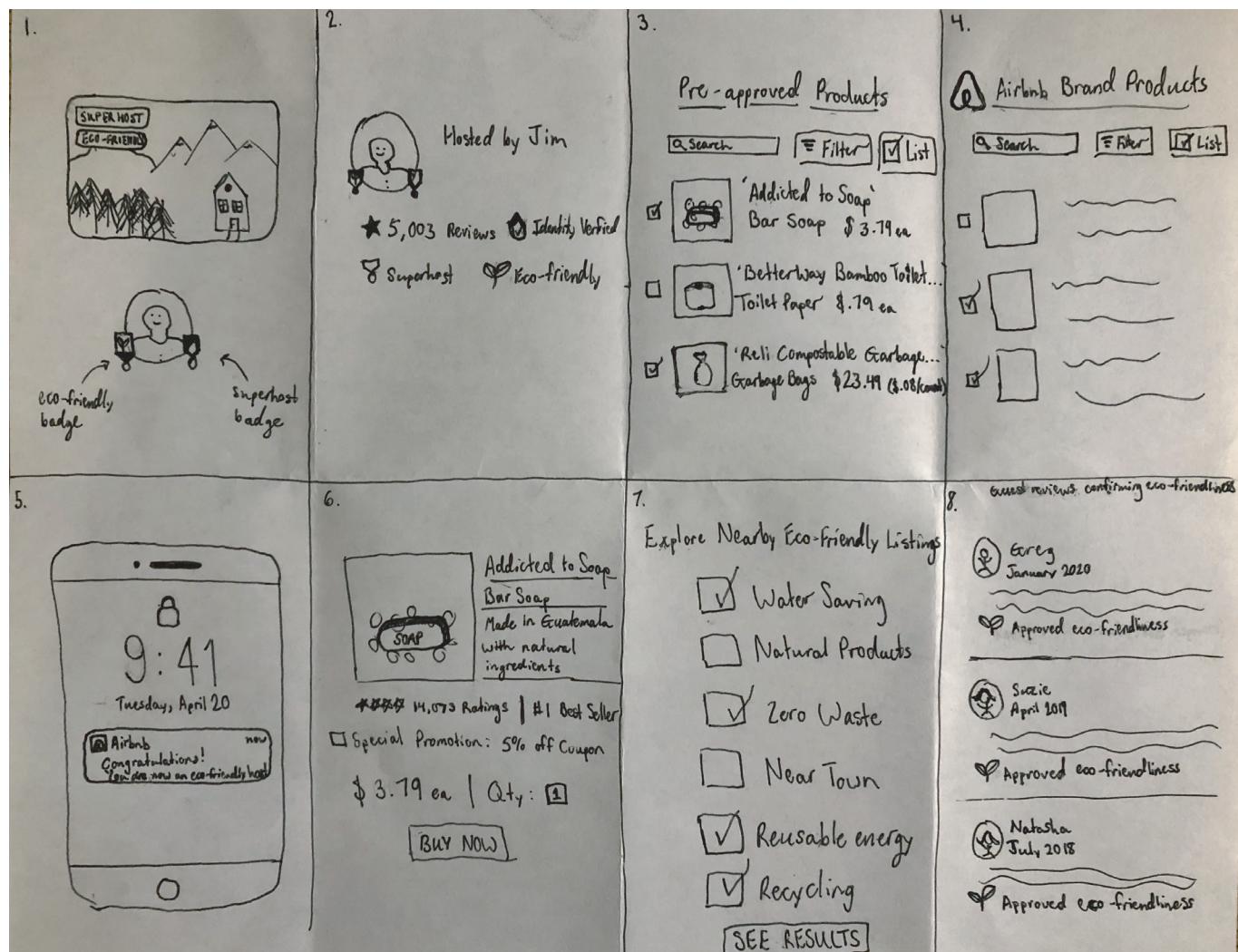
How might we make creating an eco-friendly listing enjoyable for the host?

How might we support small eco-friendly business but also provide cheaper product alternatives?

How might we ease the stress of the guest running out of eco-friendly supplies?

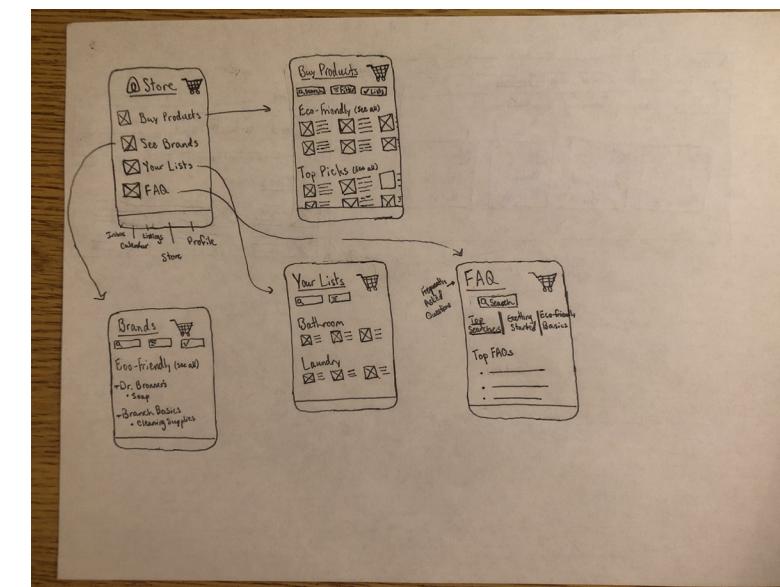
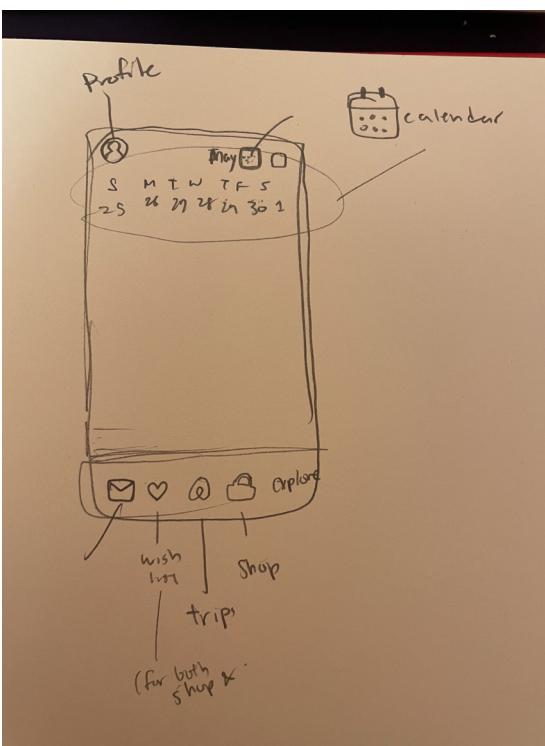
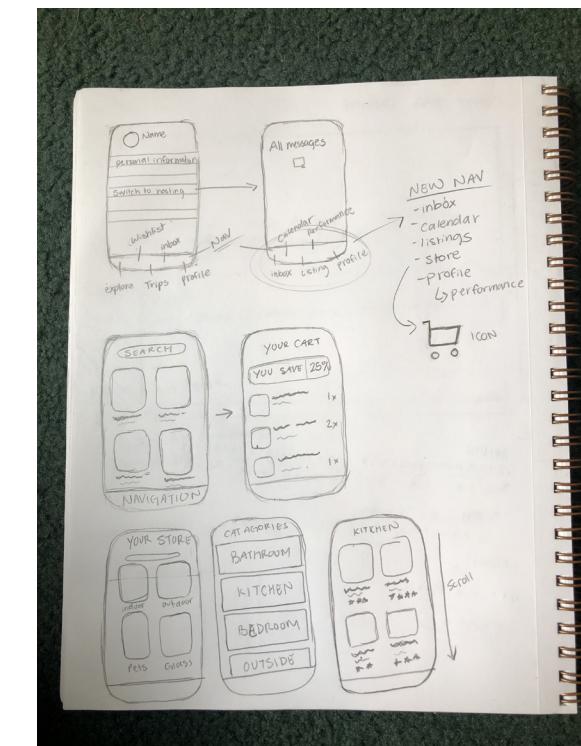
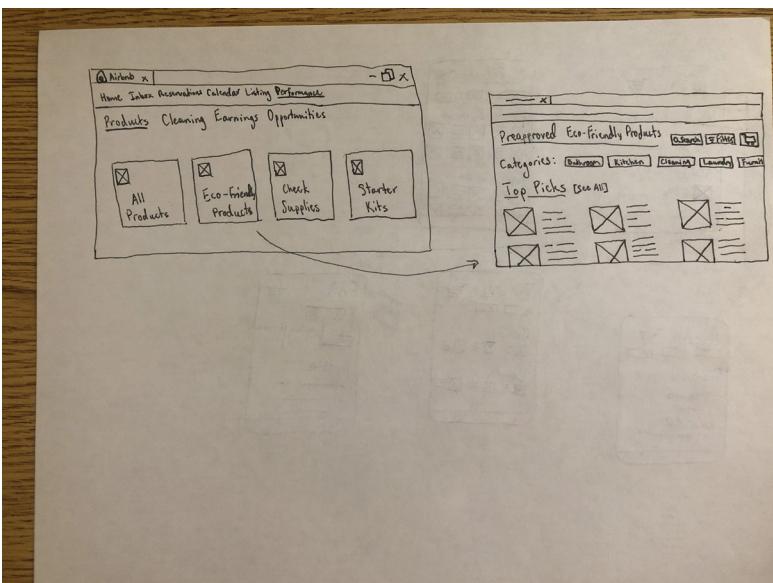


## CONCEPT SKETCHES



Here are some of our initial sketches from the crazy eight exercise. This is where we are began to brain storm what new concepts/features Airbnb users could benefit from.

## MORE CONCEPT SKETCHES



## BACKGROUND

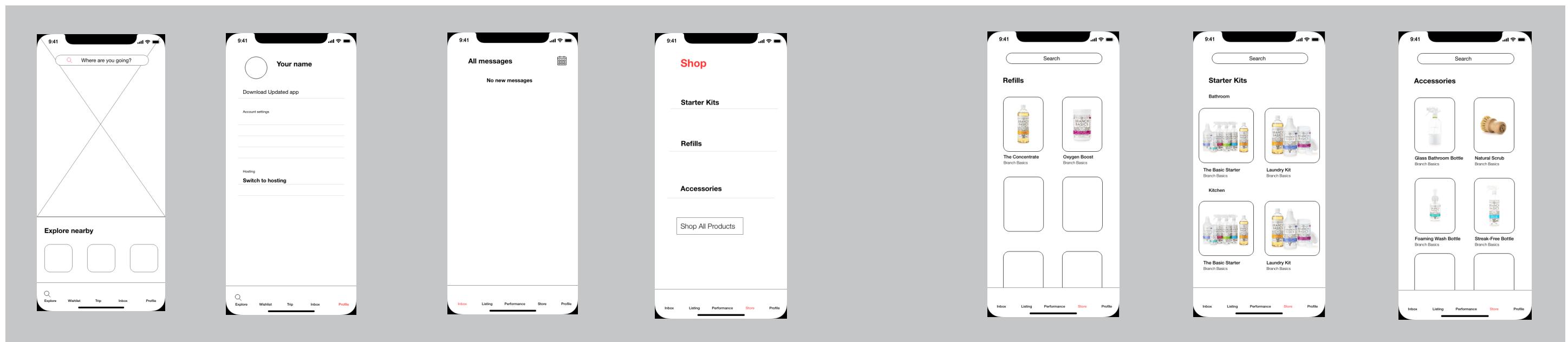
## PROBLEM

## SOLUTION

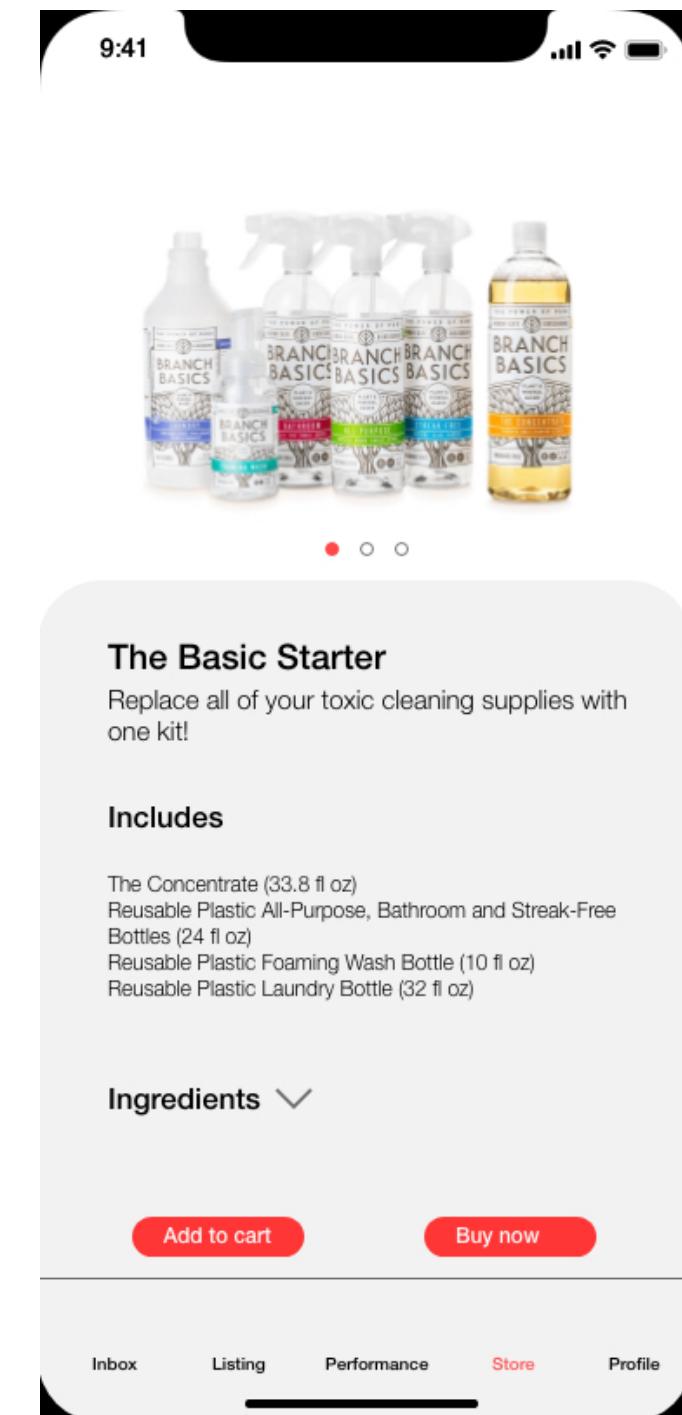
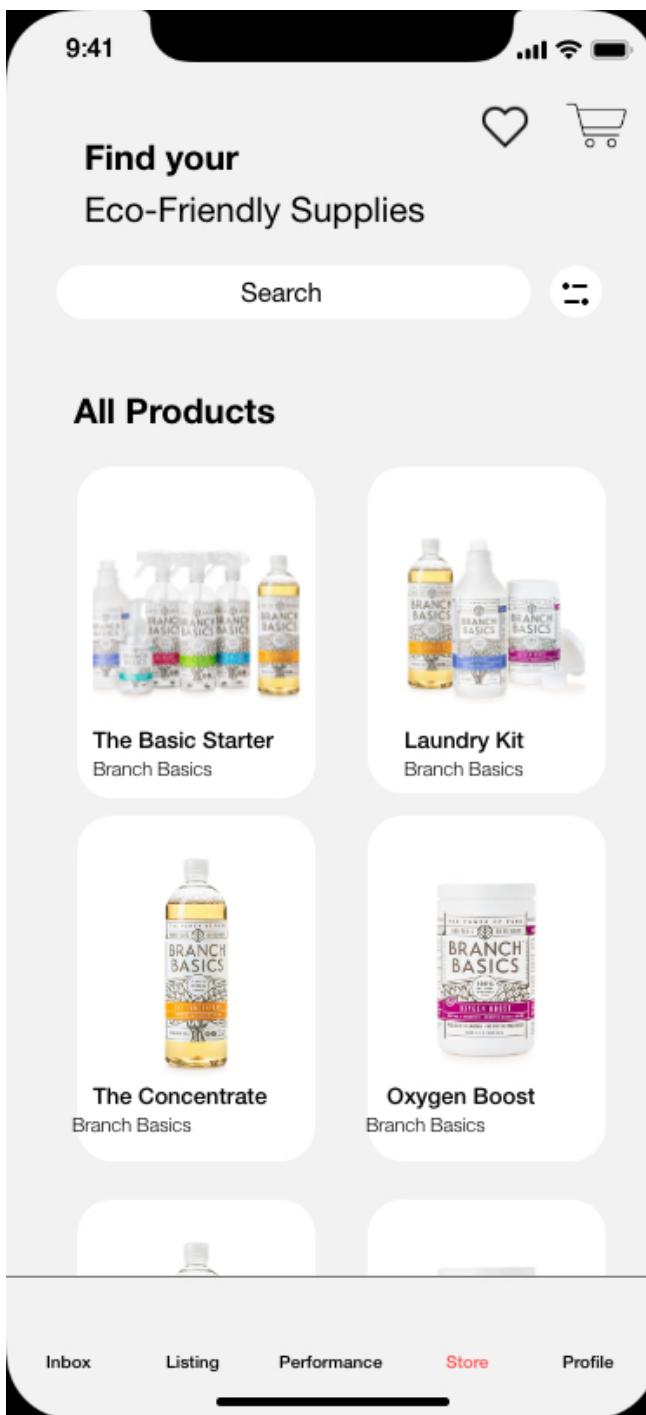
## PROCESS

## OUTCOME

## WIRE FRAMES



## HI-FI PROTOTYPES



## USER TESTING TAKE AWAY

### Task 1: navigate to shop

Lots of difficulty finding shop (V1)

Unclear what sub-tabs to click on(Eco) (V1)

Performance seems more for analytics, wouldn't have thought to look there (V1)

V2: found much quicker/easier  
Faster times than Task 3

### Task 2: Add starter kit to cart

Need label for carousel images

"Add to Cart" button on item page was clear and obvious (Like the check mark that appears)

"Add to Cart" icon on product image preview was not clear and obvious

"Shop products" doesn't pop out at you

### Task 3: Add refill to wish list

"Wish List" term is confusing  
- Hearts make you think "Favorites" and not "Wish List"

The word "Wish List" isn't found on any pages – hard to tell where/what it actually is

Slower times than Task 2

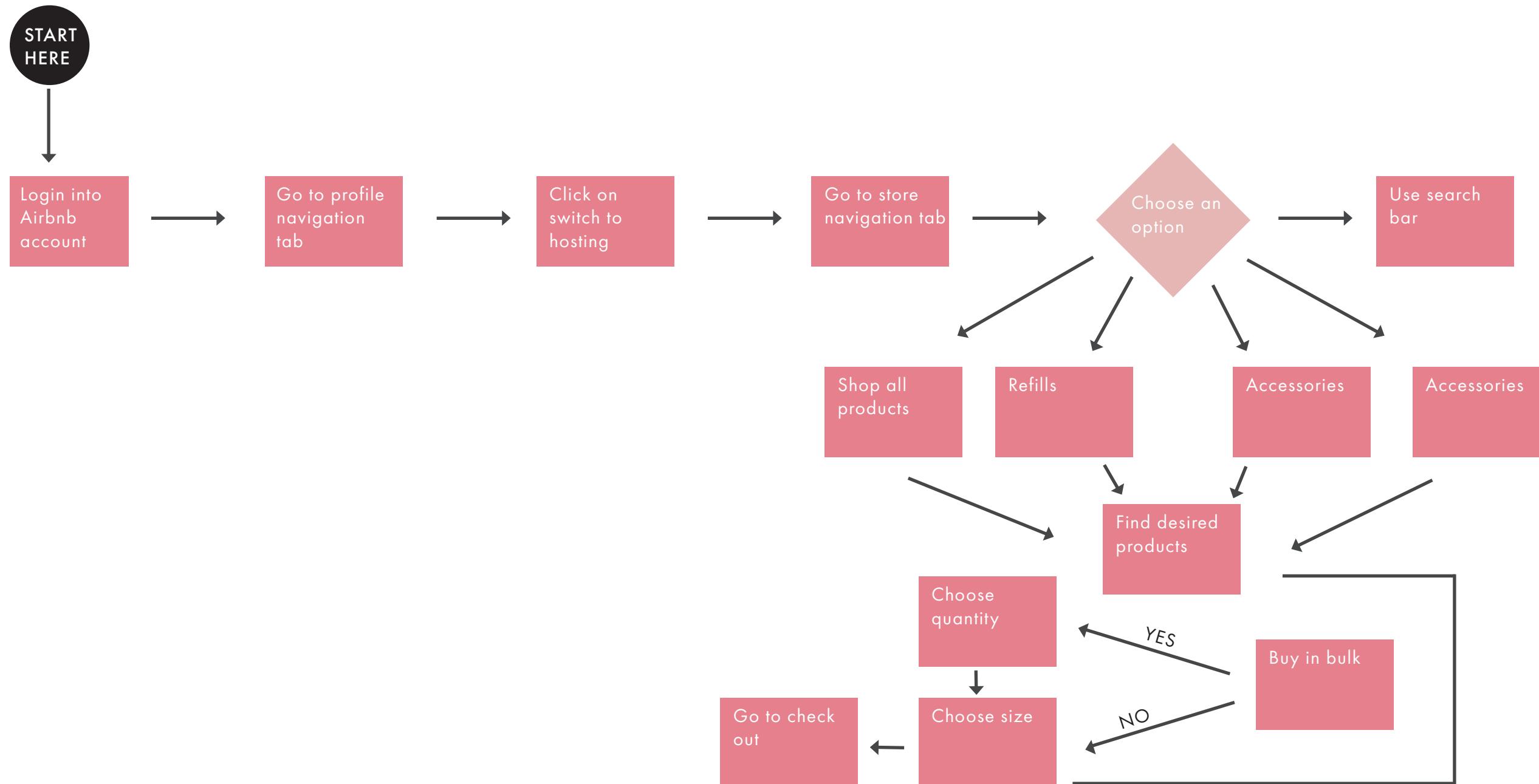
- More accessible when shop is in the Profile tab

- Users tended to find stuff by trial and error, not because something popped out or had a clear progression

- Cart icon on images is not necessary

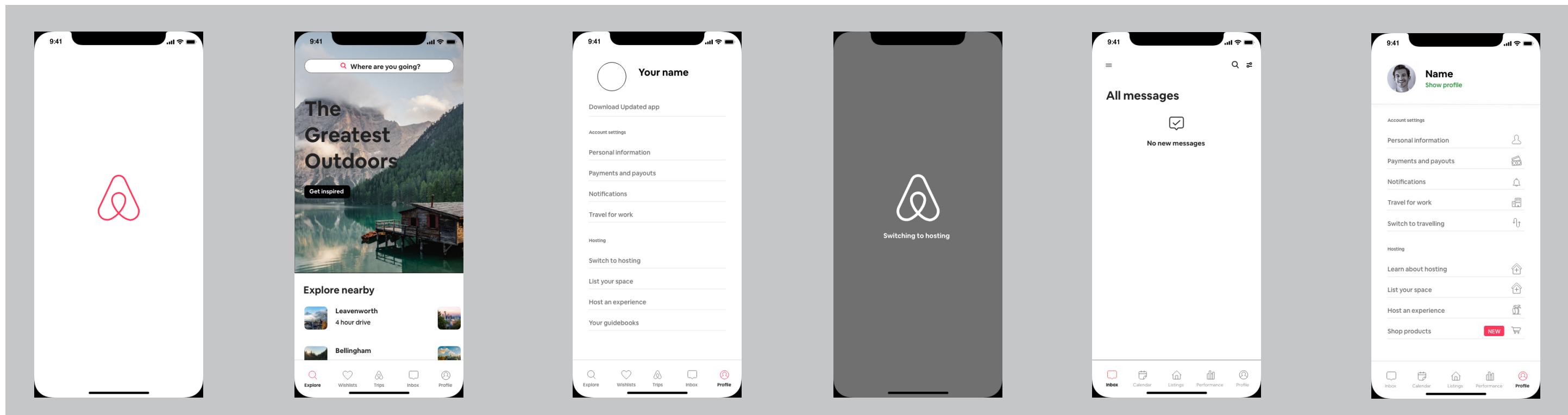
- Wishlist is unclear because of lack of labeling

## USER FLOW



## FINAL DESIGN

### SWITCHING FROM GUEST TO HOST



Loading, opening page

Guest, explore page

Guest, profile page

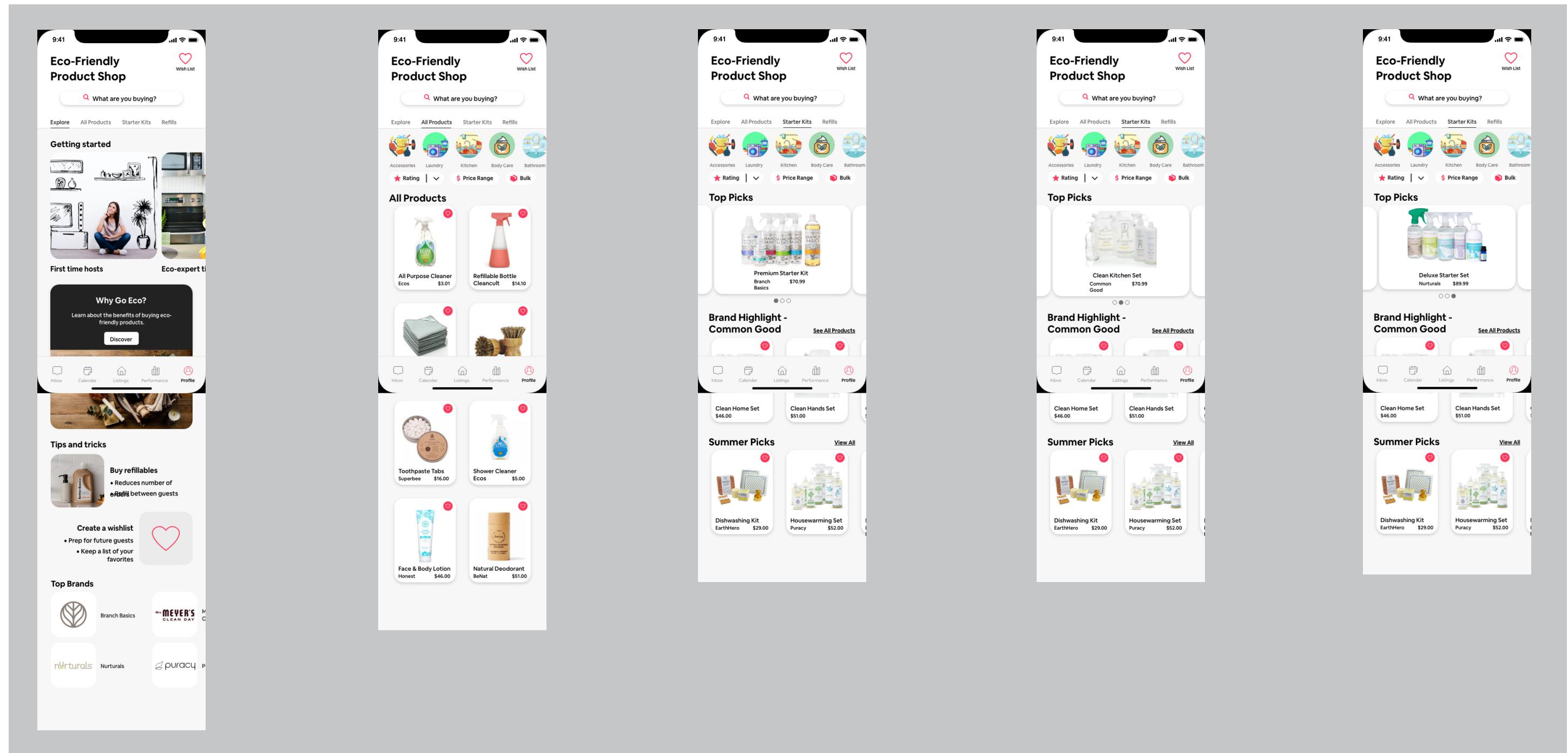
Switching to host  
interfaces

Host, messages page

Host, Profile page

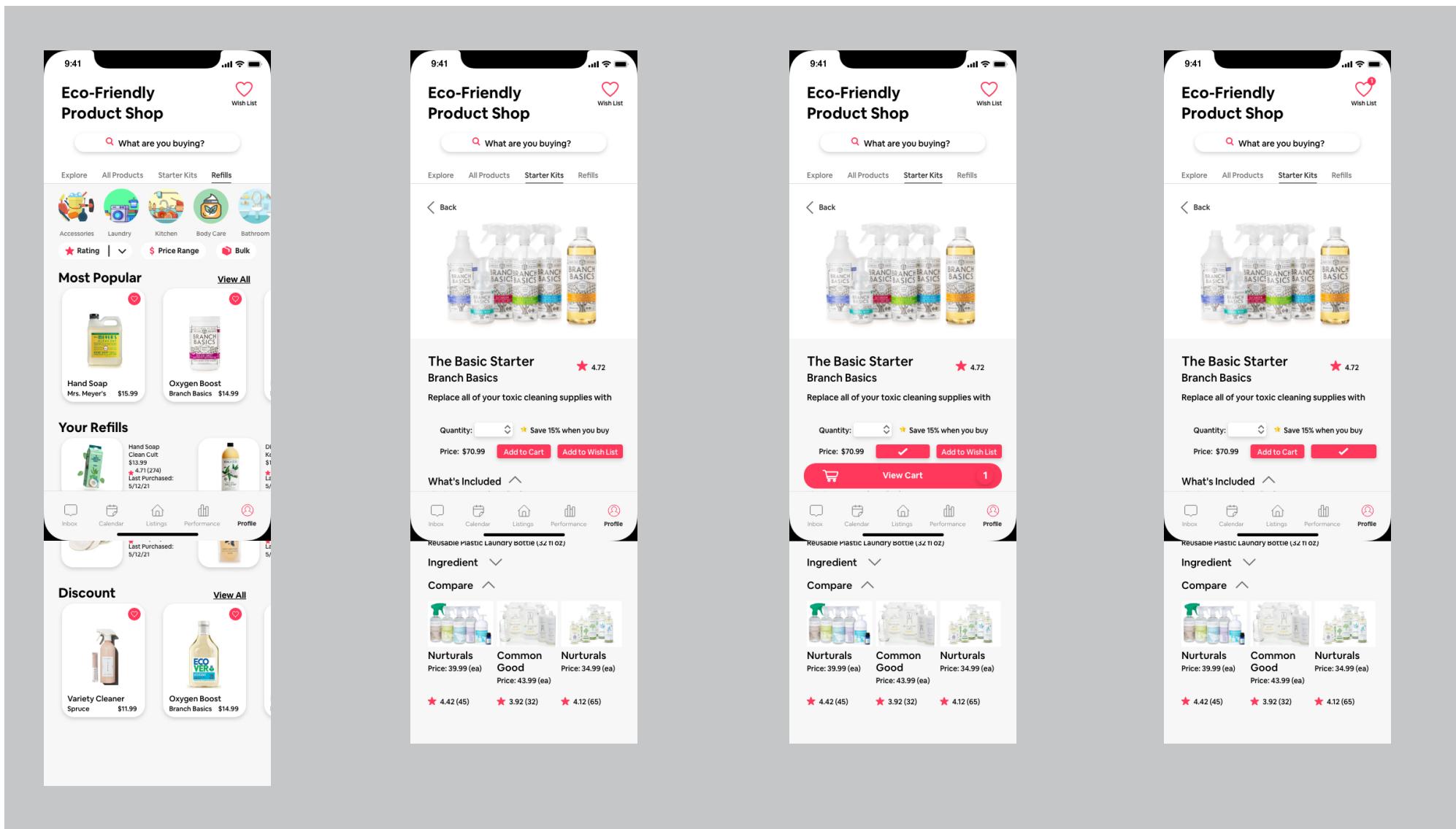
## FINAL DESIGN

### ECO FRIENDLY PRODUCT STORE

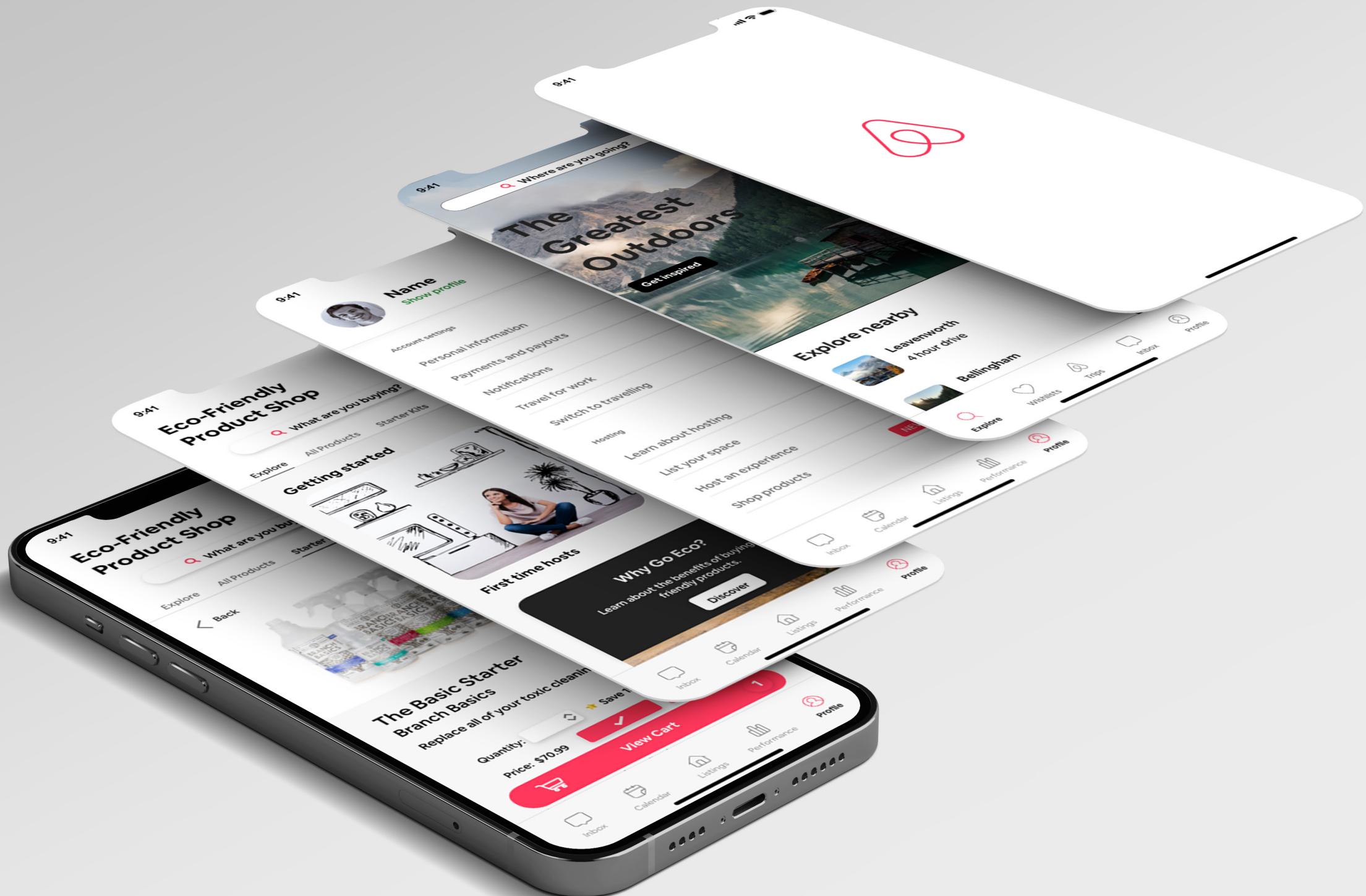


## FINAL DESIGN

### ECO FRIENDLY PRODUCT STORE



## FINAL PRODUCT



## BACKGROUND

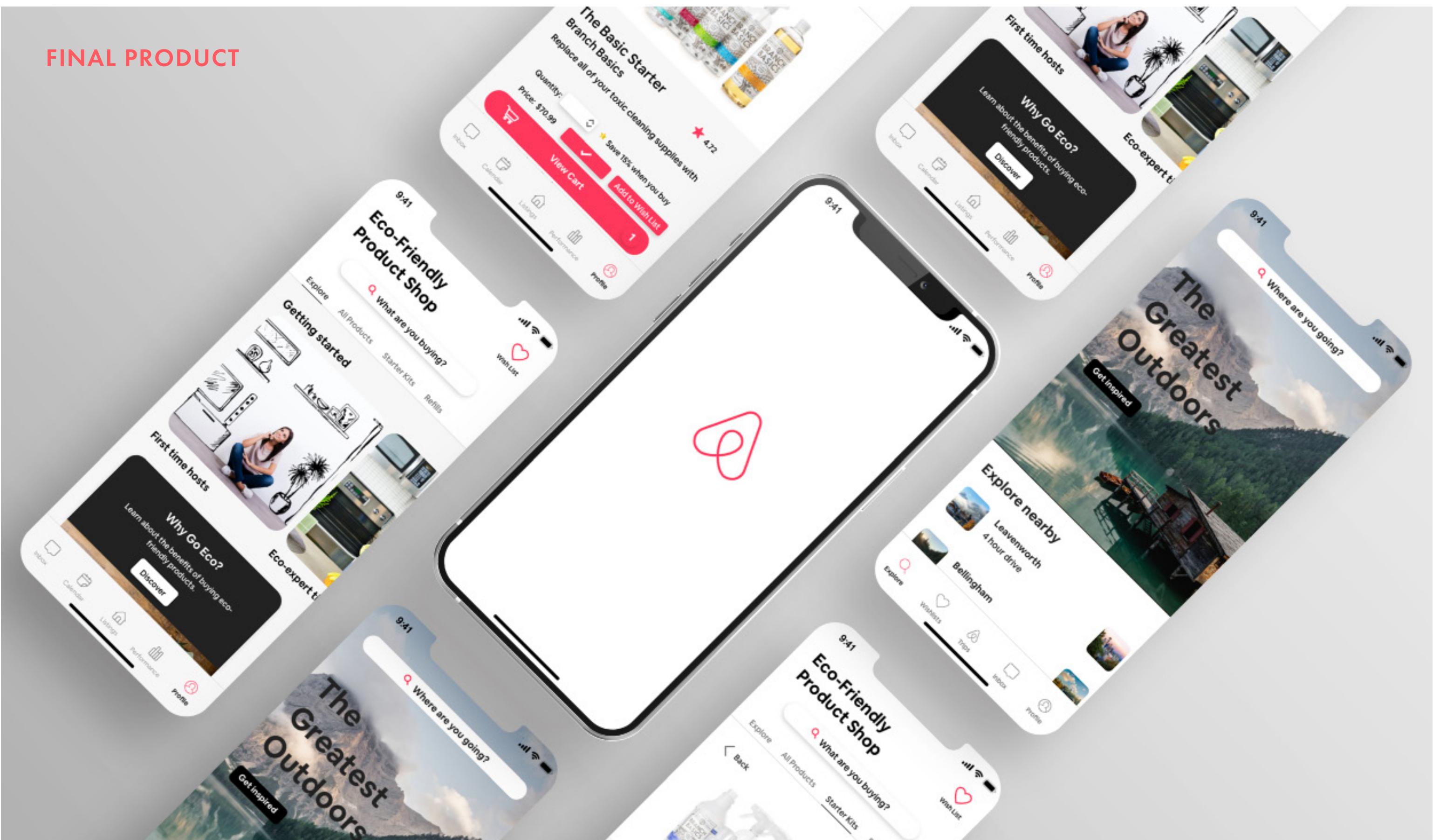
## PROBLEM

## SOLUTION

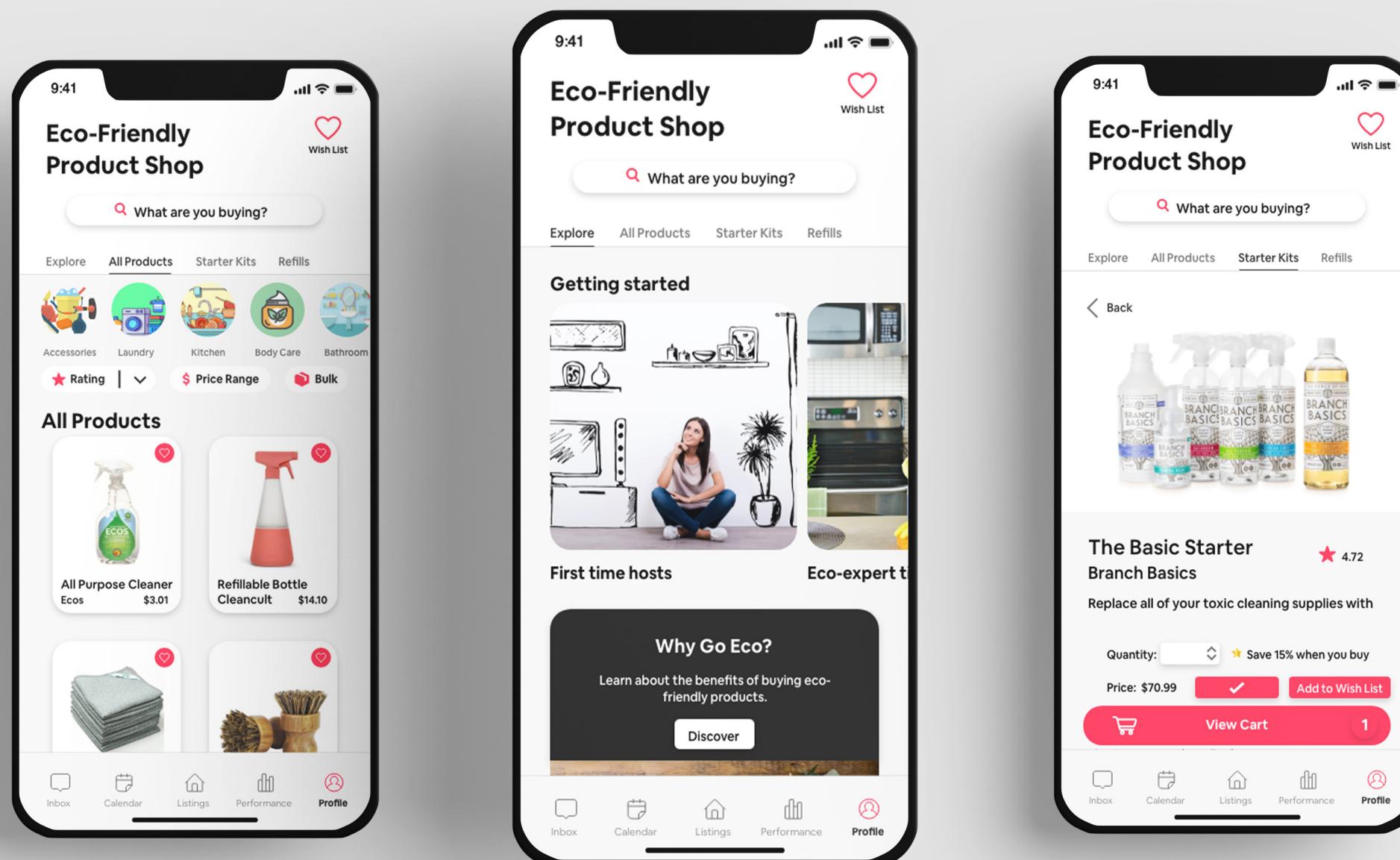
## PROCESS

## OUTCOME

## FINAL PRODUCT



## FINAL PRODUCT



## REFLECTION

As this project comes to an end, we all have learned a lot about what it takes to add simple and small features to a already well designed app. In the beginning we slacked on researching Airbnb and getting into the nitty gritty details which had us at a stand still while figuring out where to start. After breaking though that barrier we really did some digging and created the eco store on the Airbnb app.

Another thing that we learned is that everything on a well design app has an intention and purpose. It was tough to design our features to match Airbnb's strict design guidelines. Our biggest goals were to match those guidelines while having the new pages work together with the original design. A lot of work needs to be put into creating something like Airbnb. We are very impressed.

## CHALLENGES

A challenge we faced during this project was adding this brand new feature to an already well designed app. In the beginning we slacked on researching Airbnb and getting into the nitty gritty details which had us at a stand still while figuring out where to start. It was tough to deign our eco store to match Airbnb's strict design guidelines. One thing we wanted to get right was to match those guidelines while having the new store work with the original design. A lot of work needs to be put into creating something like Airbnb! We are very impressed.

## FUTURE GOALS

Right now, this hypothetical eco friendly store in the Airbnb app sells other brand products. In the future Airbnb could create their own eco friendly, sustainable cleaning supply/home goods brand. They could take full change and provide the perfect eco friendly, Airbnb standards of aesthetically pleasing products that hosts could provide in their homes.

This was part of our initial idea for the project, but we were told that this is a huge commitment and Airbnb is not ready to take this one yet.

**THANK YOU!**