



Product Case Study

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About **airbnb**

Airbnb is an online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in that locale.

Unique **Value** Proposition

Airbnb lets you book places for 6-10 people. The experience of 6-10 friends or family members staying in a house or apartment is much more fun than staying in 4-5 different hotel rooms. Amazingly, Airbnb is more economical than renting hotel rooms.

Revenue Streams

Airbnb has a sharing economy / peer-to-peer business model. The primary source of Airbnb's revenue comes from service fees from bookings charged to both guests and hosts.

THE CHALLENGE

The Hosts are the ones who take care of the hospitality on their side to make the guest feel entertained. The Airbnb Experiences allows hosts to give guests unique access to their world. Through Experiences, guests can learn about hosts' cities and communities.

But as it is only the hosts who are responsible, Airbnb wants to work for in-stay entertainment for guests in India.

THE OPPURTUNITY

As a part of the in-house entertainment initiative, Airbnb can enhance/enrich the experience of guests by providing them with services that get overlooked by hosts as well as creating newer channels of revenue for Airbnb

Guests satisfying products/features on Airbnb user-facing app will help in the in-house entertainment initiative

USER PERSONA



Rajni Tripathi (38)

a homemaker, who lives in a town with her husband, parents-in-law, and 3 children. She has a caring nature and is also a great cook

Goals -

- to spend a great family time on the trip
- explore all the places around the locale
- try various authentic cultural dishes
- to shop from the local bazaar - to take a token of memory from that place

Pain Points -

- not able to explore everything due to time constraints
- not able to figure out the perfect token of memory to be taken back
- couldn't find some particular thing or was not able to buy due to any reason



Vishnu Singh (22)

an adventurous MBA Student from Amity University - has a cool group of friends, a party animal, and enjoys his life at best

Goals -

- to have a memorable trip with friends
- to have fun both outdoors and indoors
- to have amazing and smooth parties with enough drinks, food, lights, games and all the vibes

Pain Points -

- doesn't want to take up the task to arrange a great fun party
- not able to find all the party supplies or the desired ones
- neither wants to carry party supplies while on trip



Samay Mishra (28)

a software development engineer in one of the big tech - mostly spends time around work, but loves to read about psychology and meet new people

Goals -

- to have a trip that re-energises the life
- to live the trip days inside the body of the carefree version of himself
- to re-connect and interact with nature and people

Pain Points -

- want to interact with new people but doesn't know-how
- want to invite people over OR explore around with them, but where to find them

PAIN POINTS

not able to explore everything
due to time constraints

not able to figure out the perfect token
of memory to be taken back

couldn't find some particular thing or
was not able to buy due to any reason

doesn't want to take up the task
to arrange a great fun party

not able to find all the party
supplies or the desired ones

neither wants to carry party
supplies while on trip

want to interact with new people
but doesn't know-how

want to invite people over or explore
around with them, but where to find them

OPPURTUNITIES

Guests need a way to be able to take
away memorable articles & commodities
which breaths in and out the local
flavour and culture

Guests need a way to get their parties
arranged with all the perfect and
sufficient party supplies and food

Guests need a way to find and hang out
with people who have also come up to
explore around the same place

NEW PRODUCT INITIATIVE

airbnb GOODBYES

Objective

Make guests feel happy and content with their Airbnb trip to a great place

Features

- Buy any particular exclusive food item, cloth piece, or any other item which represents the culture/flavour of that particular place through the Airbnb app, OR
- Can choose surprise combo packages, available in 'small', 'medium', 'large' and 'star' sizes.
- Will only get it at the checkout time as a sweet gesture of goodbye

Benefits

- A new channel of revenue for Airbnb
- Delighting the guests - enriching their experience
- Increasing support for the local shops and art - fostering a strong bond with them

airbnb PARTYMAX

Objective

Make guests have a great party time while in an Airbnb stay

Features

- Can order all the party supplies, including food, drinks, decoration, games and other needs: quantity specified
- Can select the schedule of party anytime after the booking till the party day
- Can instead purchase combos for quick orders available in 'min', 'med', and 'max' options.
- Play in-app party games tracking party scores and rewarding party titles

Benefits

- A perfect in-stay entertainment solution for guests
- A new channel of revenue for Airbnb
- Will drive in a newer segment of customers,

airbnb MEETUP

Objective

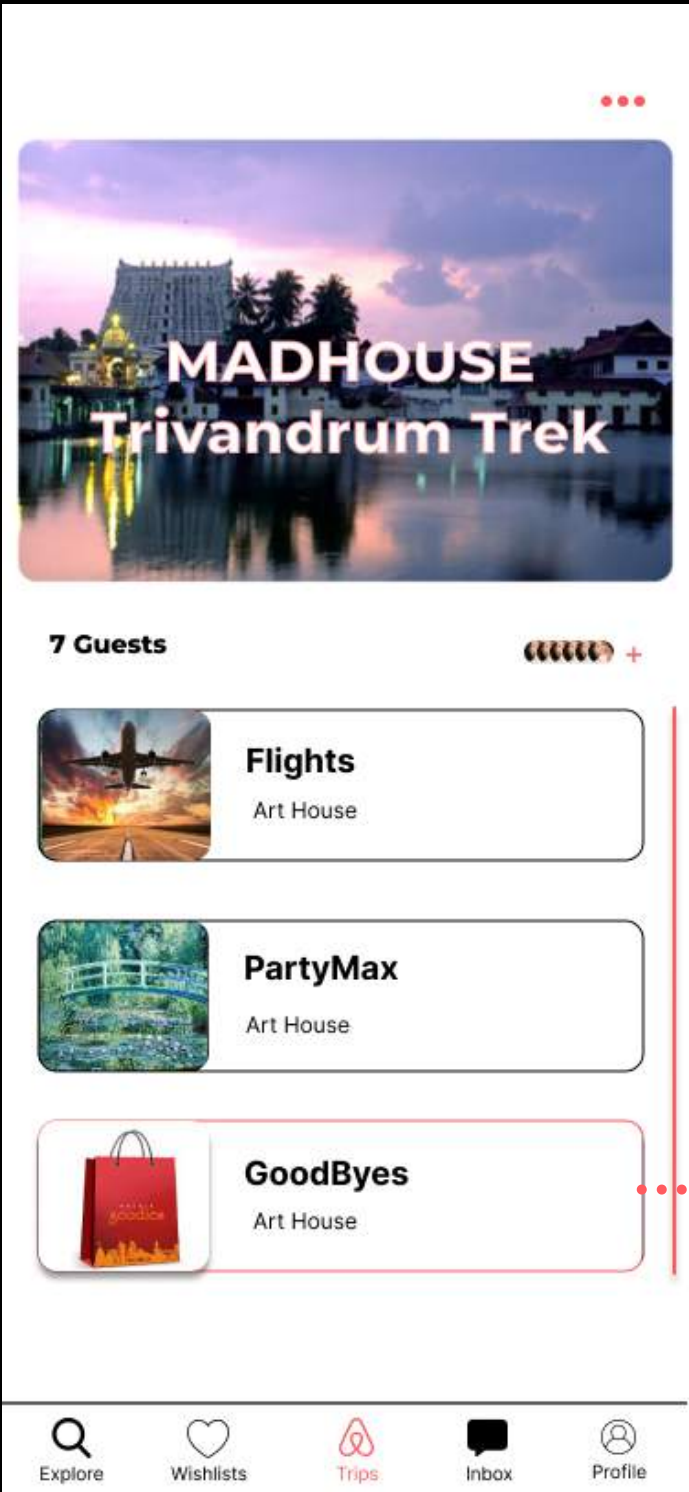
Make guests meet groups who are also around the same location to have a great time

Features

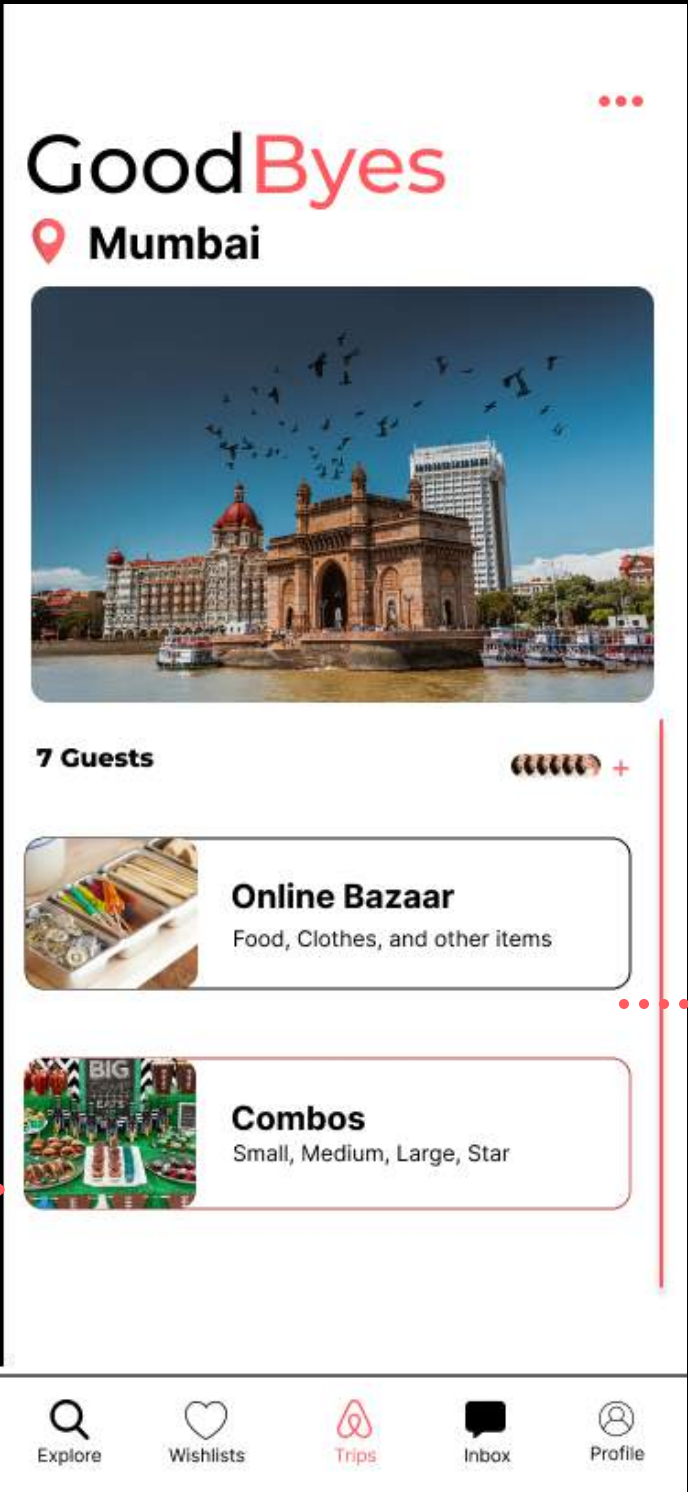
- a social portal on the Airbnb app that connects people who want to meet with people who are also staying in that locale through Airbnb
- All the guests remain on ghost mode initially, and nobody will be able to see their presence on 'MEETUP'
- Guests who un-ghost them can be seen and can see other guests and request them, as a text or video message, to meet and explore around together

Benefits

- Airbnb meet-up will help to boost Airbnb Experiences
- Will enhance guests' trip experiences, making it more adventurous and fun.



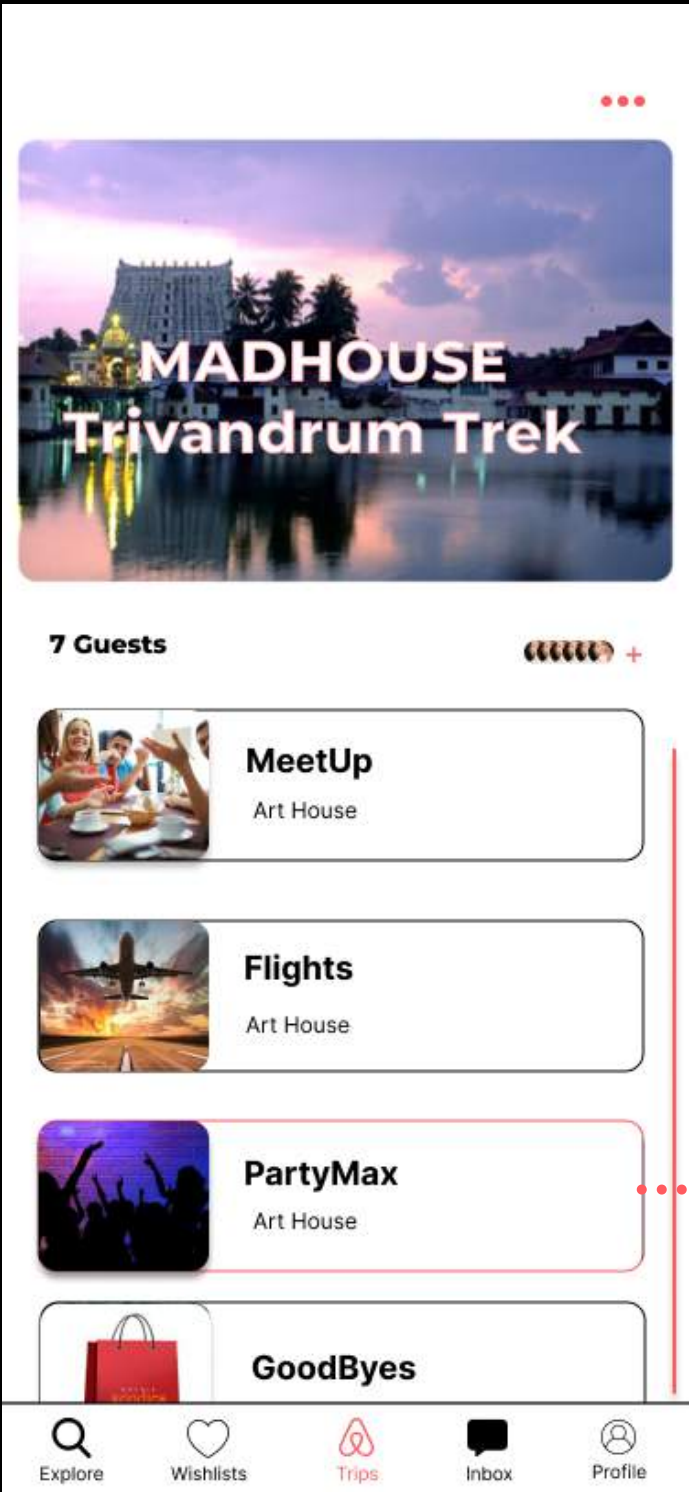
In 'Trips' Menu guests will see Goodbyes section.



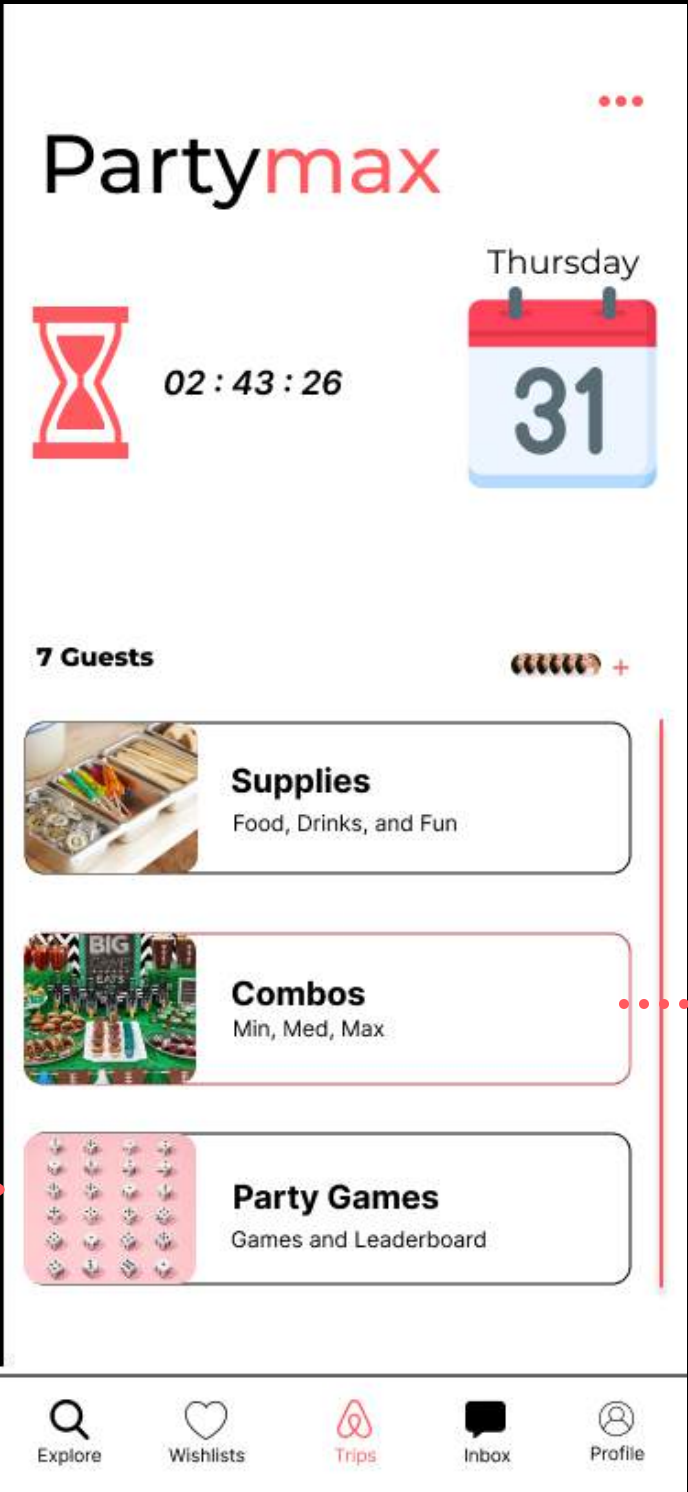
Guests will see Online Marketplace and Combos.



The combos page has Small, Medium, Large, and Star packages. Upon selecting one, user will be redirected to payments page.



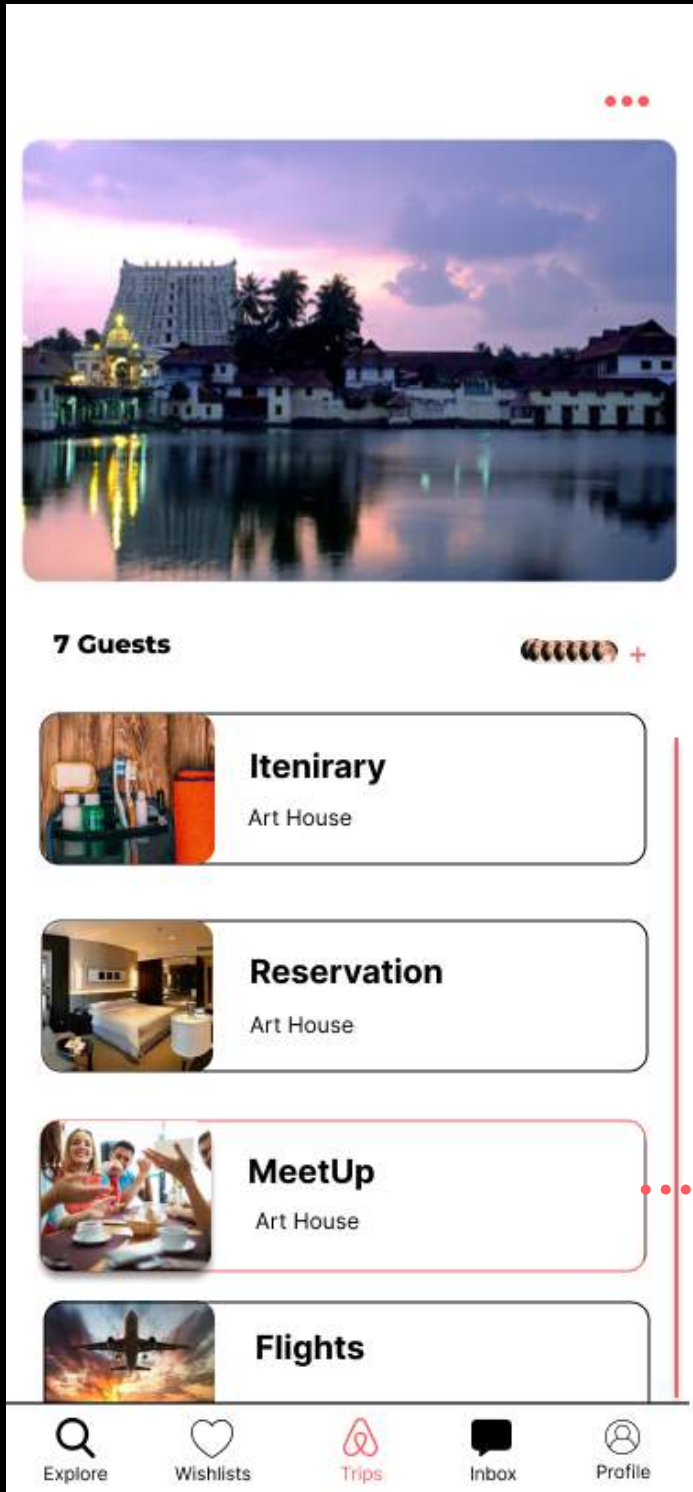
In 'Trips' Menu guests will see Partymax section.



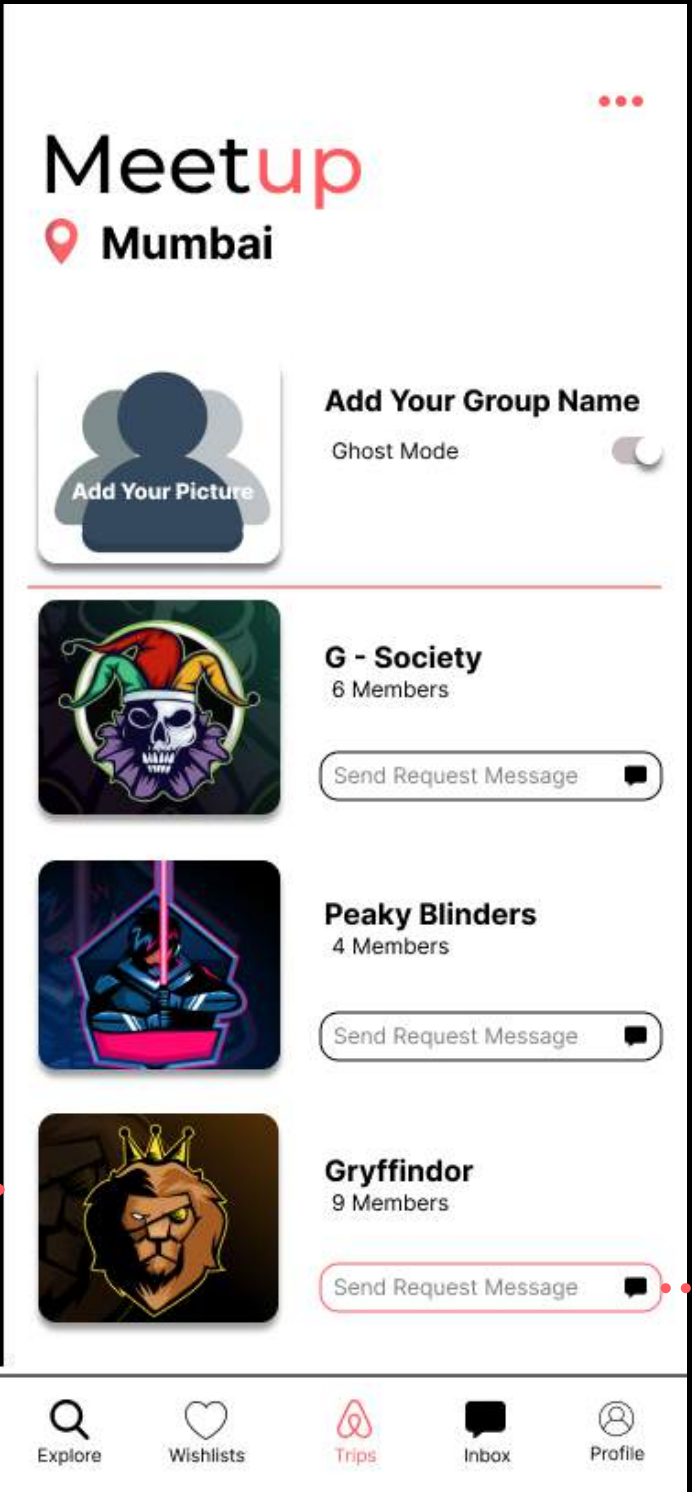
Guests will see Supplies, Combos, and Party Games Section. They can also schedule their date and see the time remaining.



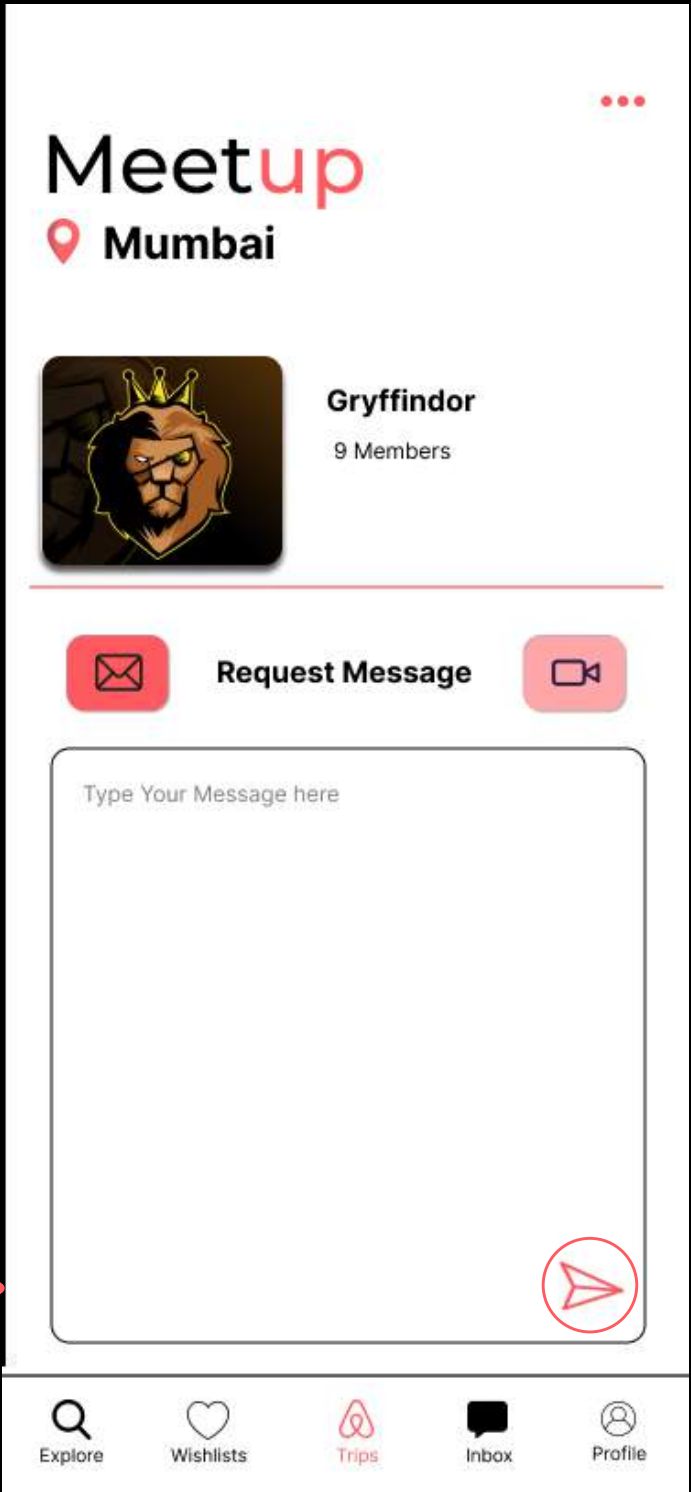
The combos page has Min, Med, and Max packages. Upon selecting one, user will be redirected to payments page.



In 'Trips' Menu guests will see Meetup section.



The Users can see various groups who are also visiting the same place during the same period through Airbnb



The users can send either a text or video message as a request to connect and meet up.

SUCCESS METRICS

Overall in-house entertainment initiative

of star ratings of initiative

of positive reviews of initiative

of Net Promoter Score (NPS)

% of users using initiative

of new users using initiative at first trip

% of users who used initiative again

GTM STRATEGY

airbnb GOODBYES

Pre-Launch

- Campaigns with the tagline: "All's Well That Ends Well.... airbnb GOODBYES coming soon...."
- Collaborating with the authentic stores and restaurant owners

Launch

- Feature Campaign on Social media platforms with hosts using the tagline: "We hate goodbyes, but we love you"
- Notification reminder to not miss the goodbye bliss.
- Free give-aways through scratch cards

Post-Launch

- Measure Success Metrics
- Campaign on Social media platforms with guests, sharing their thoughts on airbnb GOODBYE
- Monthly Feature of combo GOODBYE packages of various places.

airbnb PARTYMAX

Pre-Launch

- Campaigns with the tagline: "It's not a party if you are not being MAXIMUM.... airbnb PARTYMAX coming soon...."
- Tieing up with local party supplies sellers, restaurants, and bars.

Launch

- Feature Campaign on Social media platforms.
- Complementary Airbnb party goodies, to raise the vibes
- Surprise for the one who gets the Party Champ Title

Post-Launch

- Measure Success Metrics
- Campaign on Social media platforms with guests, sharing their thoughts fun experience with airbnb PARTYMAX
- Monthly feature - Party Star, who amassed the highest points in party games, in the particular month

airbnb MEET-UP

Pre-Launch

- Campaigns with the tagline: "It's time for some handshakes and great stories, airbnb MEETUP coming soon...."

Launch

- Feature Campaign on Social media platforms.
- Discounts on Airbnb Experience to the groups who use that together

Post-Launch

- Measure Success Metrics
- Campaign on Social media platforms with guests, sharing their wonderful MEETUP experiences