



Product Teardown: New User Onboarding



nextLeap
Learn in Public challenge (1/5)

Gaurav



Overview

- Airbnb, an online marketplace for lodging and tourism experiences, was founded in 2008 by Brian Chesky, Joe Gebbia, & Nathan Blecharczyk.
- Airbnb is a global platform connecting travelers with short-term lodging and unique experiences through a peer-to-peer marketplace. Offering diverse accommodations and "Experiences" hosted by locals, Airbnb fosters a sense of community and belonging.
- The platform's disruptive impact on the hospitality industry is evident in its alternatives to traditional lodging. Going public with its IPO in December 2020 marked a financial milestone.
- Airbnb's innovative approach shapes how people globally engage in travel, providing a unique blend of accommodation and authentic experiences.

Mission "Create a world where anyone can belong anywhere"

Core Values

Champion the Mission

Airbnb emphasized its commitment to creating a world where anyone can belong anywhere.

Embrace the Adventure

Driven by curiosity, optimism, and the belief that every person can grow.

Be a Host

Caring, open, and encouraging to everyone they work with.

Be a Cereal Entrepreneur

Airbnb is determined and creative in transforming our bold ambitions into reality.

Build Community

Airbnb emphasizes the importance of building a global community. This involves connecting people from different backgrounds and fostering relationships between hosts and guests.

Stats

- 4M+ hosts, 6M+ active listings on Airbnb.
- Listings in 100,000+ cities globally.
- 150M+ users, 1B+ stays booked.
- 6 guests check in every second.
- Guests stay 4.3 nights on average.
- App booking takes 11m 31s on average.
- Host's average earning is \$13.8K annually.
- Airbnb's valuation is 1.5 billion guest arrivals.
- Estimated 20%+ market share in vacation rentals

Competitors

Expedia

Agoda

TripAdvisor

Booking.com

HomeAway

VRBO

Priceline

TUI Group

FlipKey



Business model

- **Airbnb operates on a peer-to-peer marketplace business model, connecting hosts who offer accommodations or experiences with travelers seeking unique and local stays.**
- **The platform charges hosts a percentage fee for each booking, typically around 3%, and charges guests a service fee ranging from 0% to 20% based on the booking subtotal.**
- **Airbnb's revenue also includes fees for additional services like Airbnb Plus and Airbnb Experiences.**
- **The platform leverages technology to facilitate secure transactions, manage listings, and provide a user-friendly booking experience. With a global presence, Airbnb has disrupted the traditional hospitality industry by offering a diverse range of accommodations and experiences, emphasizing a sense of community and cultural immersion.**

Airbnb has positioned itself as a community-driven platform for unique travel experiences. The company's target market is travelers looking for alternative lodging options to traditional hotels. Airbnb uses the language of "living like a local" to attract this audience.

User Personas

- The Airbnb target demographic is broad, covering all consumer age groups. For accommodation, the Airbnb demographic is aged 18-45, while the target audience for experiences is wider, spanning 18 to 60 years.
- This correlates with the employment status of guests – for accommodation and experiences, the target segment is students, employees and professionals, while for experiences, the target market also includes senior managers and executives.

Casual Traveler - Sara

About: Sara is a 30-year-old marketing professional who loves spontaneous getaways. She values unique and local experiences, exploring cities like a local rather than a tourist.

Core Needs: Sara seeks accommodations that provide a sense of local culture. She values convenience, affordability, and safety in her bookings.

Pain Point: Sara often faces the challenge of finding authentic local stays amidst a plethora of options. She desires a platform that curates recommendations tailored to her preferences.



Solo Adventurer - Rahul

About: Rahul, a 25-year-old solo traveler and freelance photographer, explores new destinations for his projects. He values unique and offbeat stays that inspire his creative work.

Core Needs: Rahul seeks listings in artistic neighborhoods, affordability, and hosts open to collaboration on local projects.

Pain Point: As a solo traveler, Rahul sometimes feels disconnected. He desires a platform that fosters connections with hosts and fellow travelers, enhancing his solo adventures.



User Personas

Financial Strategist Maya:

About: Say hi to Maya, 35, a finance whiz living in a tourist hotspot. She sees Airbnb as a smart investment and wants to make the most out of it.

Core Needs:

Smart Insights: Maya needs data to decide on pricing, amenities, and other hosting strategies.
Smooth Communication: Being a pro, Maya values tools for easy management of inquiries, bookings, and guest interactions.

Legal Help: Maya seeks resources for legal and financial advice to stay compliant and maximize profits.

Pain Points:

Regulation Confusion: Maya is unsure about regulations and needs clarity to avoid legal issues.

Perfect Pricing: Figuring out the right price is tough. Maya wants tools to help with competitive and dynamic pricing.



Social Connector James:

About: Meet James, 40, a friendly event planner from the city. He's got a cool loft and loves the idea of meeting new people through Airbnb. James is all about creating awesome experiences for his guests.

Core Needs:

Meet New People: James wants features to help him connect with guests for potential future friendships or collaborations.

Flexible Booking: As an event planner, James needs a system that works with his busy schedule.
Unique Hosting: He's eager for tools or ideas to make each guest's stay special.

Pain Points:

Guest Intentions: James worries about guests' intentions and wants a system to filter guests based on their preferences.

Time Crunch: Being busy, James needs solutions that save time and simplify hosting.



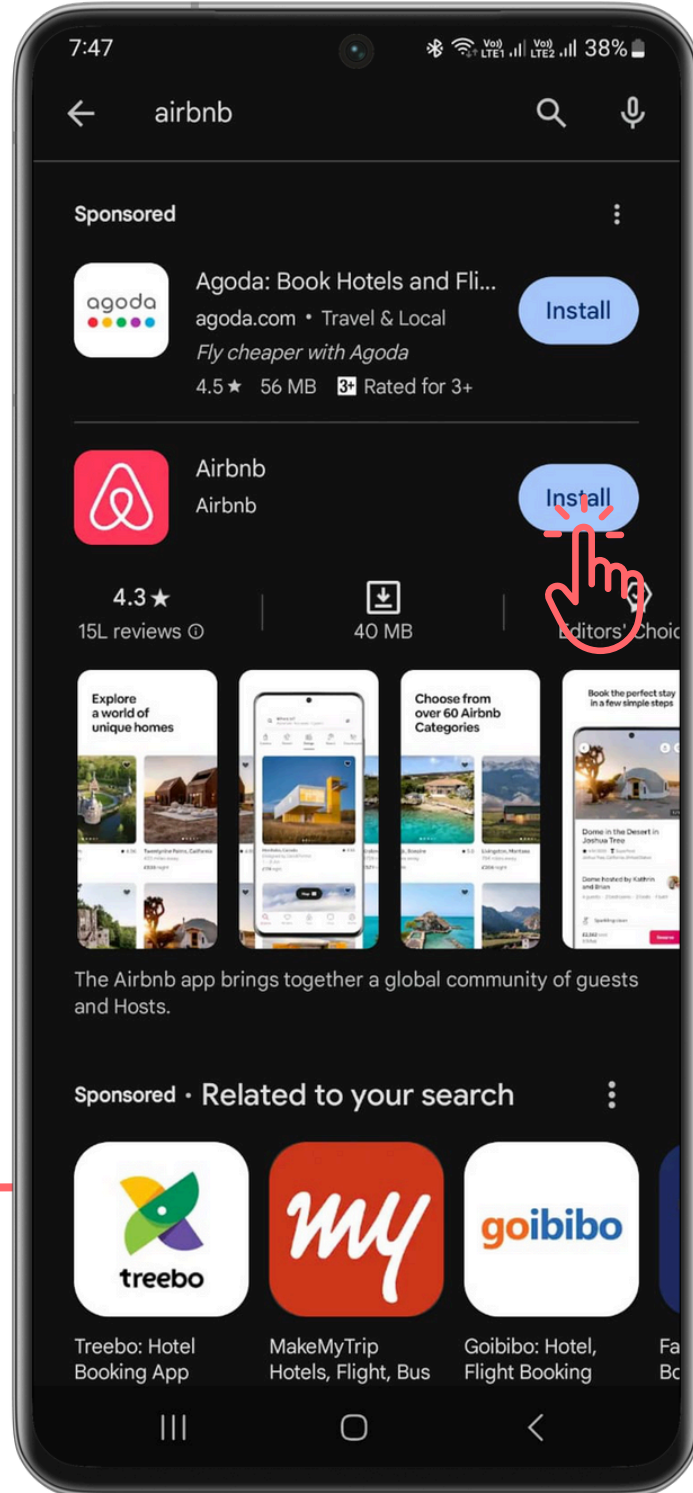
airbnb User journey mapping



Doing Installed the airbnb app from play store

Thinking

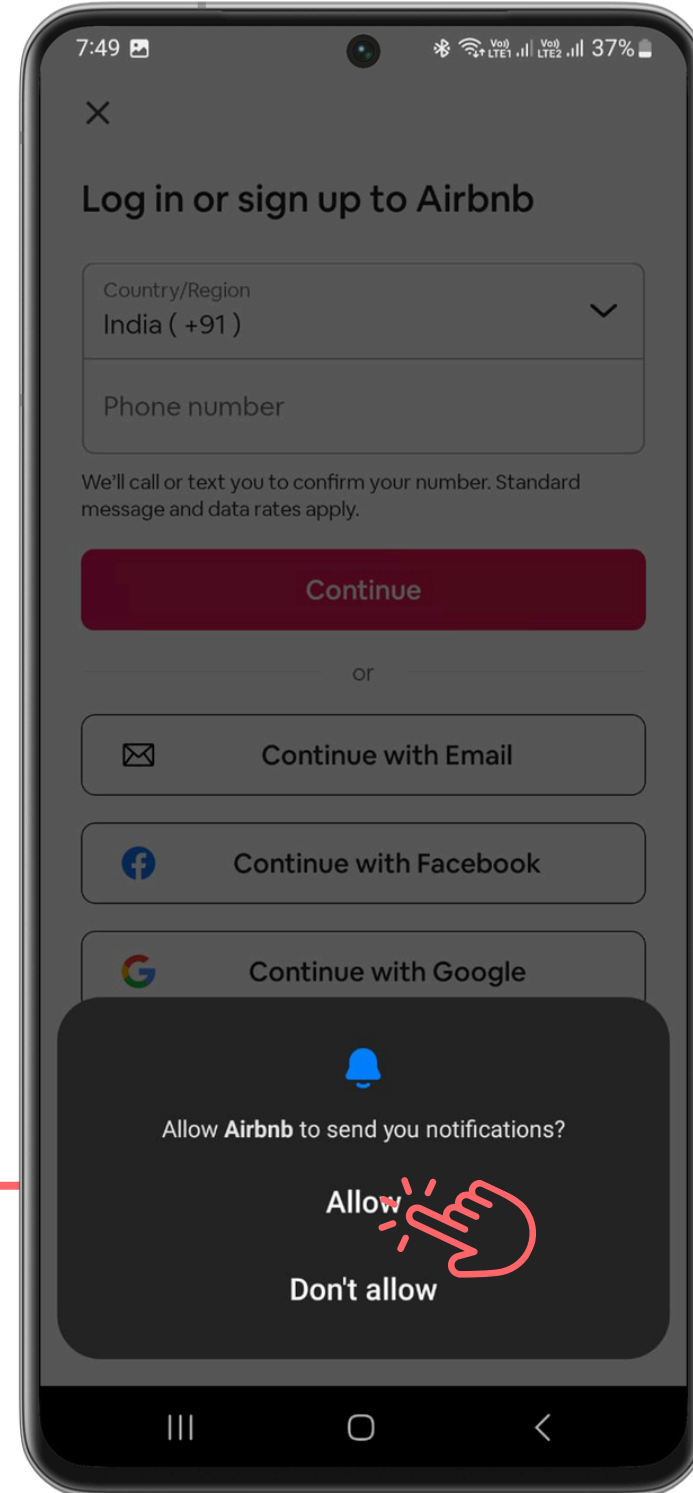
I will book my unique stay using Airbnb



Doing Log in or sign up page
Allow Airbnb to send notifications

Thinking

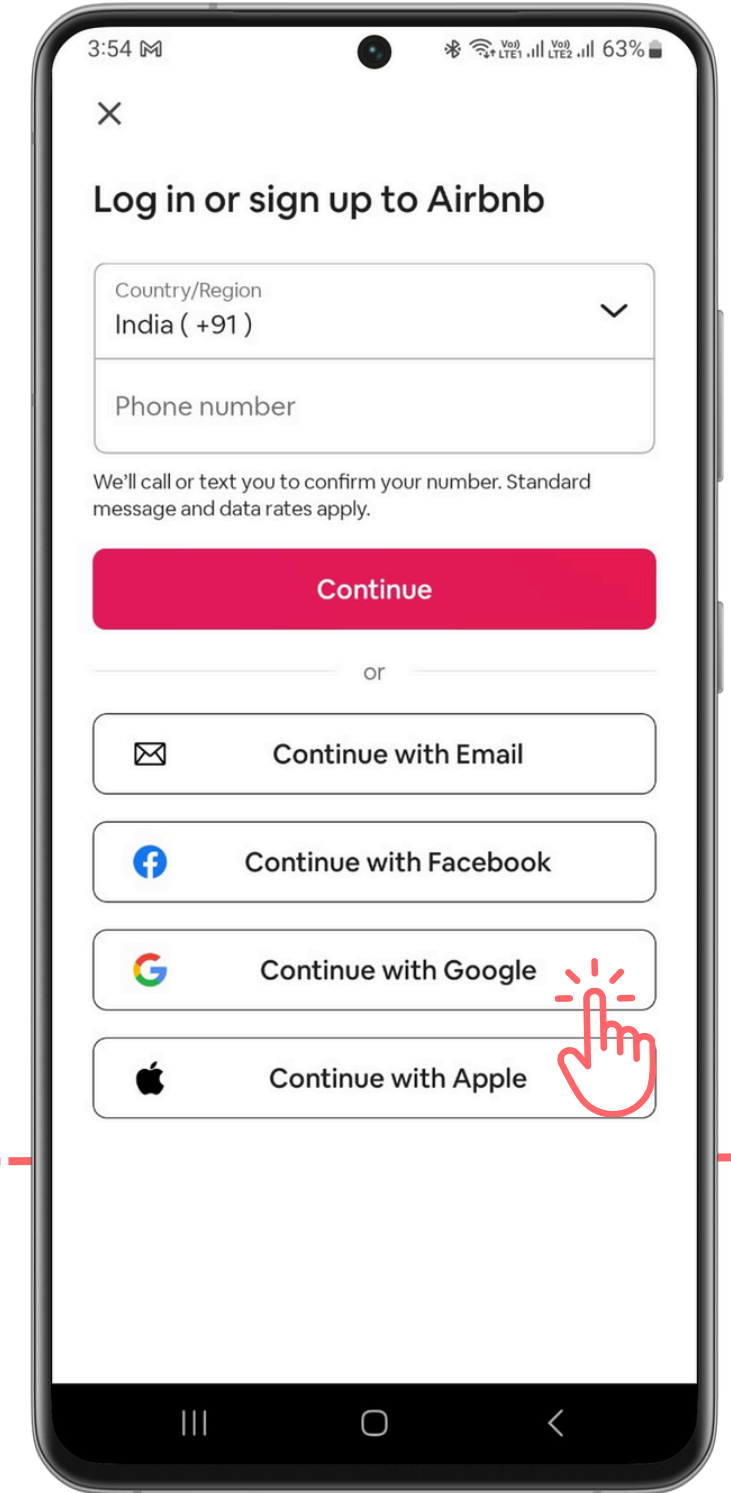
They have many options for signing up, and they're asking me to allow notifications even before I've signed up.



Doing Log in or sign up page
Selected Continue with google

Thinking

Yeah I can sign up using my google account.



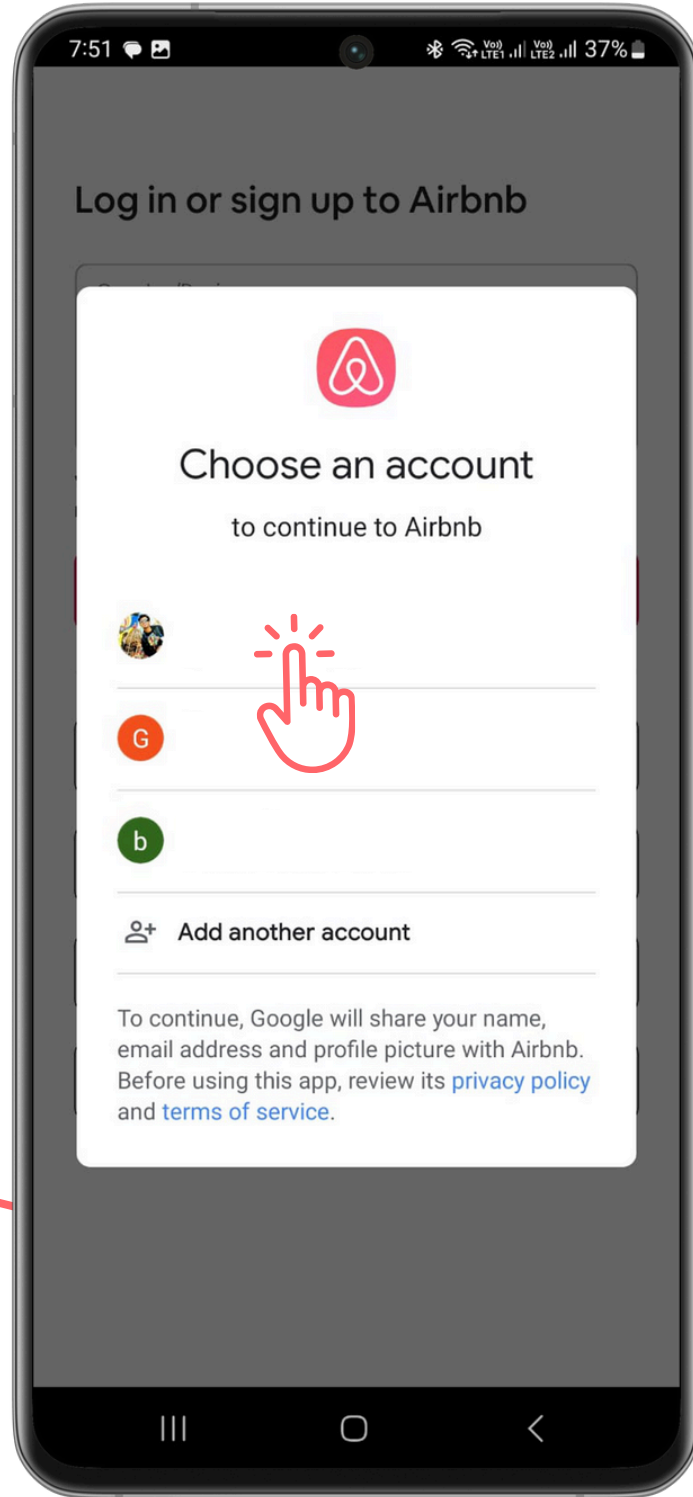
airbnb User journey mapping



Doing Selected my google account

Thinking

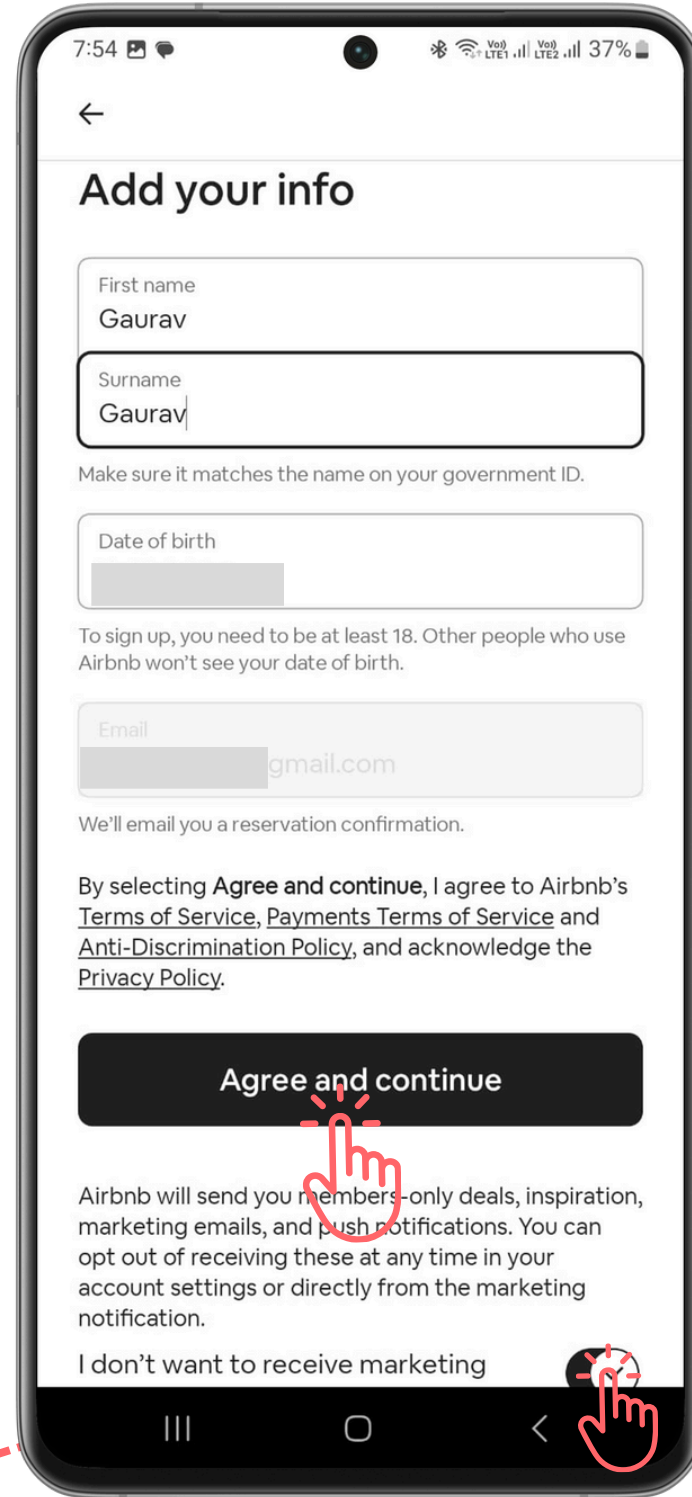
Great its showing all the accounts I use on my phone. I can also add another account.



Doing Adding personal information & Agreeing to the terms

Thinking

Just need to add my name and date of birth; that's so easy. But wait, why is a surname mandatory? Just like me, there might be many users who don't use a surname. Anyway, let me enter my name again.



Doing Agreeing to community commitment

Thinking

Treat everyone with respect and without judgment or bias. This is so nice. I am sure they have a nice community.



Pain Point Many Users find it inconvenient that Airbnb mandates a surname during the sign-up process.

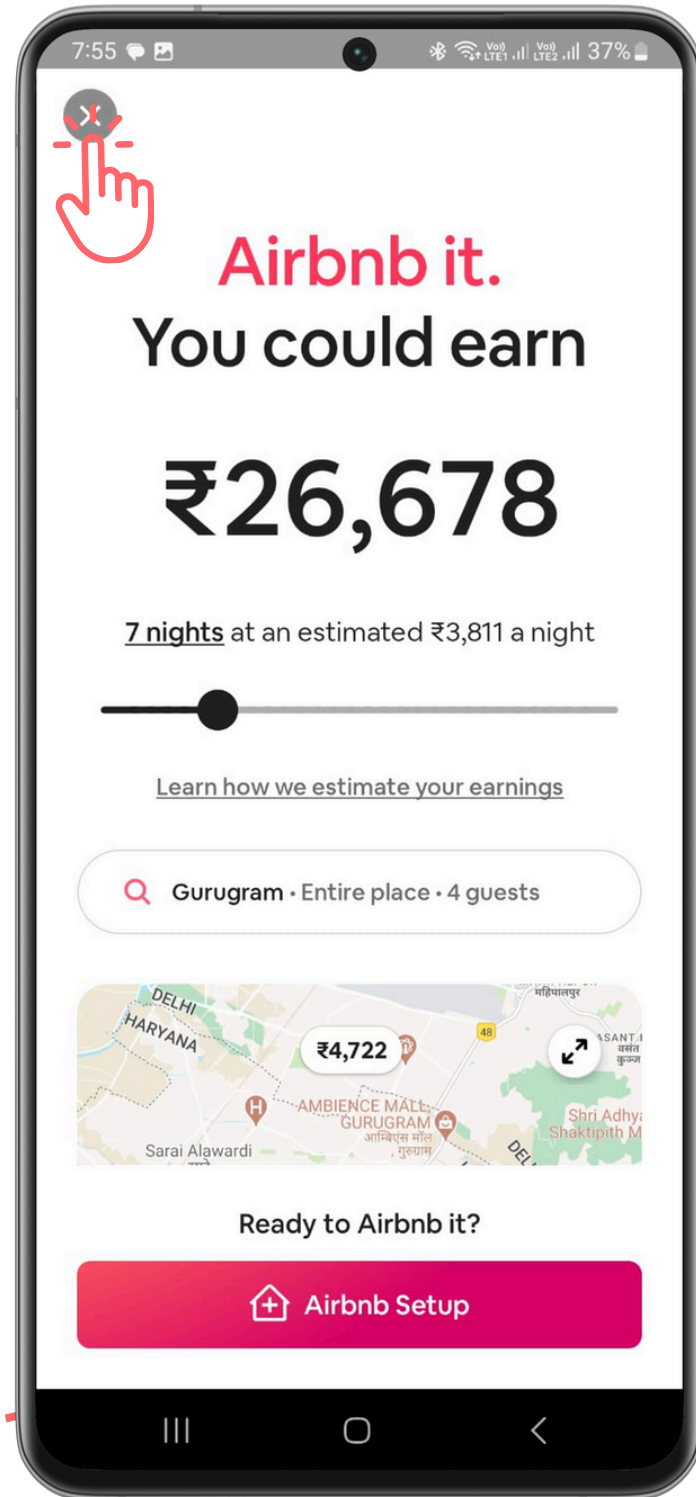
airbnb User journey mapping



Doing Successfully logged in
Closing the "Airbnb it" pop up

Thinking

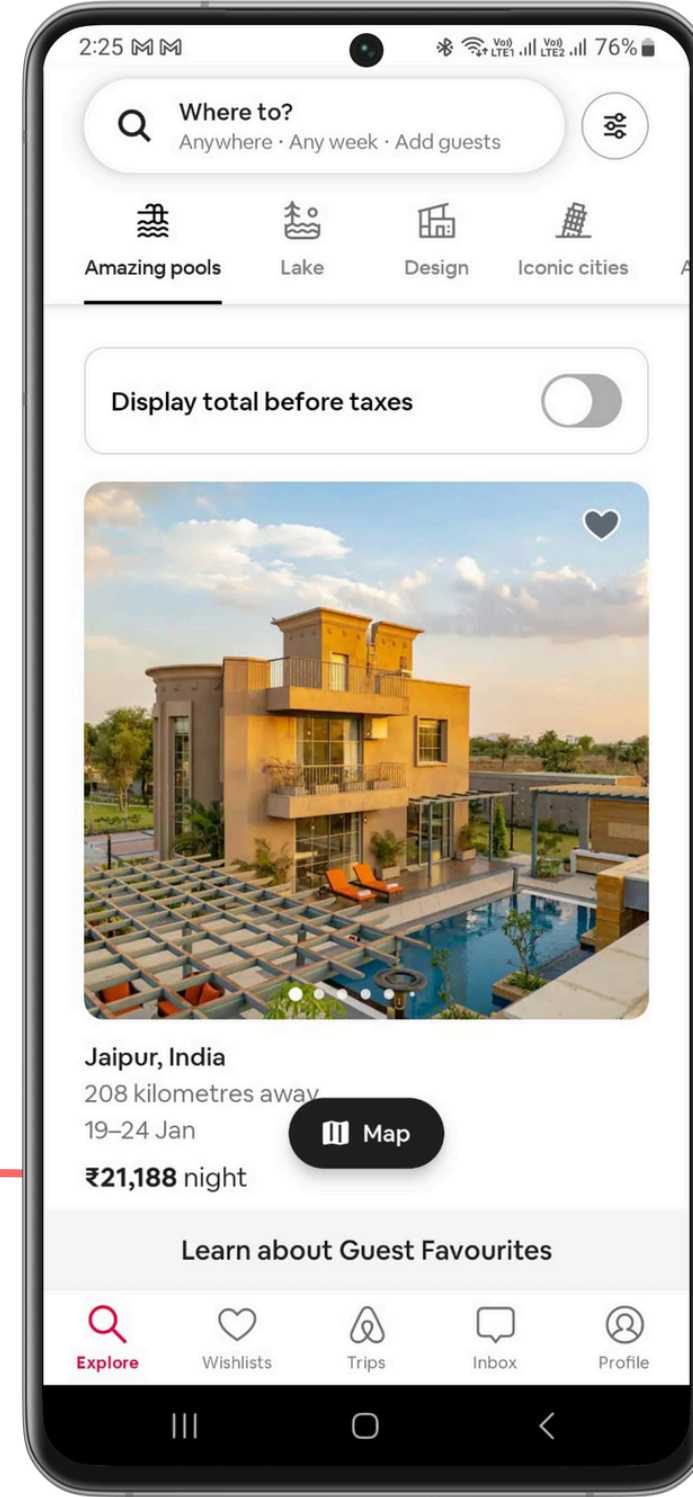
Finally, I logged in. But wait, what is this pop-up 'Airbnb it'? Oh, I can list my property on Airbnb. I'll think about this later.



Doing Interacting with Landing page

Thinking

Yeah I finally reached landing page. That was quick and easy. Now lets explore Airbnb listings & experiences



- Compact App Size less than 40 MB
- Notification Access Prompt
- Multi-Option Sign-Up
- Quick Sign-Up
- Community Commitment Agreement
- Simple 5-Step Login

Pain Point Airbnb displays the 'Airbnb it' pop-up every time users open the app, and this can be a little irritating.

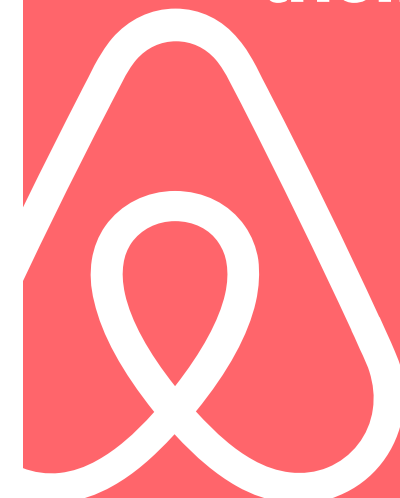


Key Design Features in Airbnb App for Simplicity and User Convenience

- **Notification Access Prompt:** Before proceeding, users receive a pop-up seeking notification access, ensuring clear communication right from the start.
- **Quick Sign-Up:** Users can sign up swiftly using various options: mobile number, Google accounts, email, Facebook, and Apple.
- **Community Commitment Agreement:** New users are introduced to Airbnb's community commitment agreement, setting expectations and fostering a sense of community responsibility.
- **Simple 5-Step Login:** The login process is streamlined into five simple steps, minimizing complexity and providing an efficient user experience. The streamlined login process involves efficient backend server communication to verify user information and generate session tokens. Frontend technologies ensure a smooth and responsive user interface.
- **Compact App Size:** Airbnb's app is designed to be lightweight, with a size of less than 40 MB, ensuring quick downloads and efficient use of device storage.

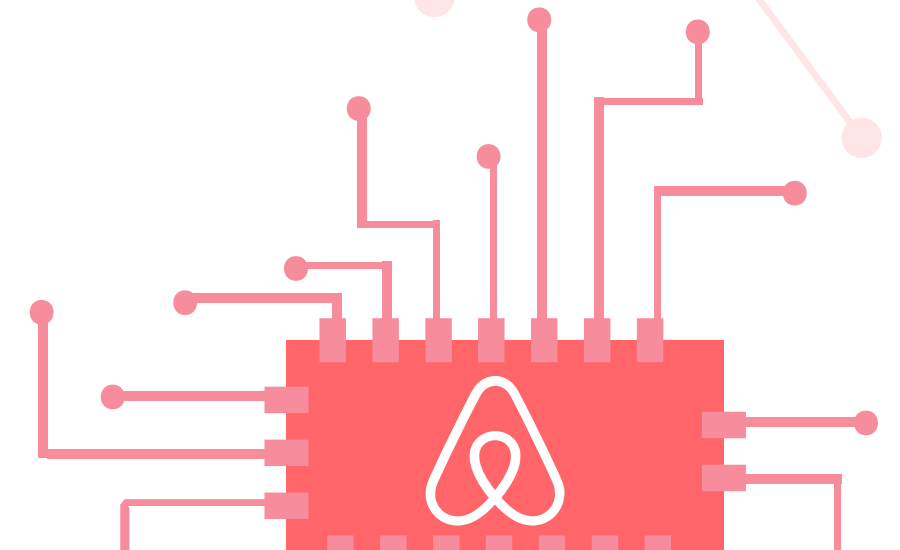
Upon sign-up, Airbnb offers users immediate access to its value proposition through the following features:

- **Host Your Space:** Users are encouraged to explore hosting options, providing them with an opportunity to become hosts and actively engage in the community.
- **Discover Unique Listings:** Airbnb recommends users to explore diverse and unique listings, allowing them to discover a wide range of accommodations tailored to their preferences.



Tech Elements in Airbnb's User Onboarding Process

- **Notification Access:** The notification access feature requires integration with mobile operating system APIs to request and manage permissions for sending push notifications.
- **Multi-Option Sign-Up:** Airbnb provides multiple sign-up options, including mobile numbers, Google accounts, email, Facebook, and Apple. Each of these options requires integration with respective authentication APIs.
- **Authentication APIs:** Integration with authentication APIs is essential for verifying user credentials during the sign-up process. This involves communication with external services such as Google, Facebook, and Apple for authentication.
- **Community Commitment Agreement:** The presentation of the community commitment agreement involves a backend system to store and retrieve the agreement terms. It may also include elements of content management for updating the agreement.
- **Streamlined 5-Step Login:** The streamlined login process involves efficient backend server communication to verify user information and generate session tokens. Frontend technologies ensure a smooth and responsive user interface.
- **App Size Optimization:** Keeping the app size under 40 MB involves optimizing assets, images, and code. The development team employs techniques like code minification and compression to reduce the overall size of the mobile application.
- **Push Notifications:** The push notification feature relies on backend services and APIs to send targeted and timely notifications to users. This involves a combination of server-side technologies and mobile operating system APIs.





T Travis
 12/12/23
 Love the options of homes to choose from. Great experiences in the two houses I have stayed at so far. Cheaper than hotels most the time and it's like being at home. App is easy to use open and honest about pricing details and arrangements.

V Victor Tobias
 10/12/23
 Super easy to use. An improve ment would be to have the tax and cleaning fees represented in the per night price on the map. Other than that this is an easy to use app.

j jose diaz
 13/01/24
 Easy to use and lots of great places to choose from. Even easier to do the process of renting a spot and also everything well explained

I Ivonne P
 12/11/23
 I've used this app and stayed at several Airbnb places. It's a great tool to find places where to stay at a reasonable price. And it's nice to keep in contact with the host though the app. Really have enjoyed using the app. I feel it's a must when planning your trips.

N Nicholas Rose
 11/01/24
 Perfectly crafted and programmed, very useful, easy to navigate, and helpful with tips and recommendations. Beautiful outlining, and great platform for people in the real estate industry, and people who are looking for vacation houses, little private getaways, and just nice sports to chill and explore.

W Whitney Bullington
 24/12/23
 I love this. Vacations are cheaper. We get to pick the type of place we want. Air bnb has a strict policy on who is allowed to rent. I know someone with a record and she's not even allowed to rent places. That gives a little peace of mind on the people that owns these places, when staying. I've never had a single issue from any of it. It's my go to when booking a place!

J Joshua Clark
 11/12/23
 Absolute game changer! Airbnb has saved me an absolute fortune in hotel and motel fees! No longer do I have to deal with asinine outrageous charges a hotel will charge , I actually don't have to deal with hotels and motels at all!. I get to travel and meet new amazing people in houses I would of never seen before. It is extremely easy to use. And extremely affordable. I will forever be a member and purveyor of airbnb

S Srushti
 02/11/23
 One of the best ventures for travellers to find amazing stays throughout the world. The app should add the feature of letting the guests add photos of the property in the review part. Owners always put good photos but the real pnes always come from the guests. Majority times the property is good and as per expectations but sometimes it can be different and not what you want. The chat feature helps here where you can ask the owner beforehand about any doubts you have.

S Sarrah Goldschmidt
 14/01/24
 I love Airbnb!! Been using them since 2018 and feel very confident in utilizing them anytime I go somewhere. Sometimes I use it just to get away for a weekend. The reviews are honest, the postings by the host are honest. I have personally never had a bad experience and highlv recommend the excellence!

IP IP Freeley
 27/12/23
 Wonderful interface to work in. Extremely intuitive, user friendly, and works seamlessly switching between hosting and traveling. Highly recommend if using Airbnb.

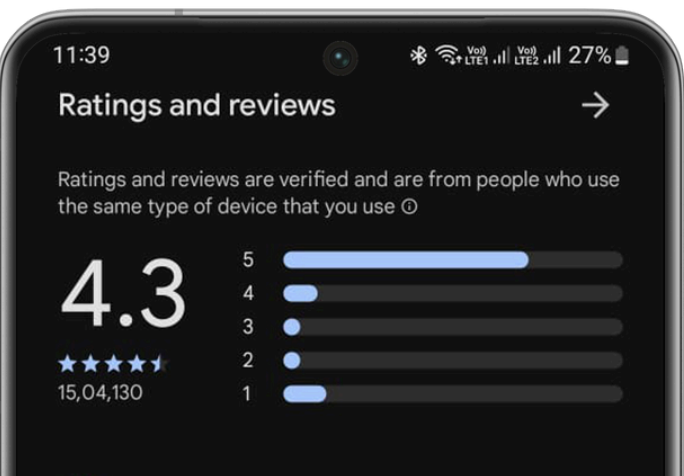
T Trisha Zaruba
 05/01/24
 Love finding amazing places from amazing people who open their homes to us! I've not had a bad experience yet and I'm so thankful! This app allows me to travel on a budget and I love that!

A A Google user
 20/12/18
 Great app if you're looking for accomodation. It connects hosts from all over the globe to people searching for a place to stay, be it rooms or apartments or villas! It also has a great vetting process by allowing both host and customer to give genuine feedback and rating one another. I have only had good experiences with Airbnb in many countries and cities so far.

S Ste Teix
 29/12/23
 I have been travelling a lot, from Asia, through europe and New Zealand and this app helped me everytime. I had once a problem with a host which we weren't on agreement because through the app you have to pay first.. but the the host asked me for way to many personal details before we could check in and I didn't agree with it and the Airbnb service checked everything and agreed that the hosts demands were not listed on his website and because of it, I got a whole refund. Good service

Positive Aspects of Airbnb User-Reviewed Highlights

- **Diverse Accommodation Options:** Airbnb offers a variety of personalized stays to suit diverse user preferences.
- **User-Friendly Interface:** Seamless navigation and an intuitive design make Airbnb easy for both guests and hosts.
- **Local Exploration Support:** Airbnb provides insights into neighborhoods and recommends activities for local exploration.
- **Affordability:** Users find Airbnb cost-effective, offering quality stays at reasonable prices.
- **Effective Communication:** Airbnb facilitates efficient communication between guests and hosts.
- **Visual Representation:** Detailed property photos aid users in making well-informed booking decisions.
- **Flexible Booking Options:** Airbnb offers flexible booking, including short-notice bookings and easy cancellations.
- **Cultural Immersion:** Staying with Airbnb allows users to immerse in local cultures for an authentic experience.
- **Reliable Review System:** Airbnb's review system provides trustworthy insights from previous guests.
- **In-App Travel Planning:** Airbnb assists users in planning their entire trip, offering suggestions for activities and tours.





Bad Reviews



M Mala
★★★★★ 14/01/24
Whenever I open the app + every few minutes I am in the app, the pop up advertising me to "airbnb my place" comes up 😞 Every. Single. Time. It is so annoying. I have 0 interest in hosting and just want it to function for me as guest. I hate it!!

J John Wu
★★★★★ 13/01/24
Imagine if you made an app that didn't respond 70% of the time. This is it! This is the app for you. Edit: as a bonus feature, it only loads a popup that urges you to rent out your place. But not your messages or anything else.

A Alex Browne
★★★★★ 13/01/24
There are full screen pop up ads asking me, I think, to list my house on Airbnb. I don't own a house. There is no reason to show me this ad multiple times when I'm just trying to use your app, and this is completely unacceptable. On top of that there are many other issues making the app near unusable. For example, I'm trying to send a message to my host but the keyboard covers up the text box so I can't see what I'm typing.

E Esteban Engineering
★★★★★ 05/01/24
Horrible customer service if so.ething goes bad. No assistance if you book early,and the host decides to cancel your appointment before your trip and you are stuck paying the price hike right before your trip. If the places are not as advertised then they dance around the issue and the app makes it impossible to get one person to handle anything that may go wrong so everyone will point the finger at someone else or they will just say there is nothing they can do to take it up with the host.

T Тони Андреев
★★★★★ 14/11/23
I made an account, found a place I want to book, select dates, typed in payment info etc. But I can't complete the reservation, because I can't just type in my phone number in the reservation, but it needs to verify it. However the verification codes just never arrive, so in the end I was unable to use the service and just wasted my time.

K KaiserOrc
★★★★★ 09/01/24
The air BNB platform has drastically gone down in quality since I have first started using it. The exorbitant fee expected for each nights stay is leagues ahead of what you would pay at a hotel for far less quality. This does not include the hidden fees the app will charge you . Save yourself hundreds of dollars, enjoy some free meals and drinks, and book at a hotel.

K Kari Robinson
★★★★★ 06/12/23
The wishlist feature is broken on this app. You can ❤️ a listing to add it to the list, but you cannot remove listings from a list once they are added. Also, there are multiple fake listings out there, especially in popular places like Hawaii. Agents just lost every condo and have them available any time, but in reality, many are sold out.

h hugo farah
★★★★★ 02/12/23
The app itself isn't bad, but the service they provide now it's very bad. I had problems with the host: once with cockroaches and another time with a house that was cancelled at the last moment. I didn't receive proper support the first time I was able to call, and they just gave me a \$29 coupon as compensation for a week-long reservation. For the second issue, I could only request support through chat, which took hours to get any response.

M Margilit S
★★★★★ 06/12/23
The support just doesn't work. I booked flats several times with Airbnb. But the first time the issue happened and the host was not answering, I got no help from support. They just haven't answered me. I was waiting for hours with a small child of 3 outside in cold Vienna, had to book something else just to have a place to keep him warm. And yes, the host had high rating and a lot of nice reviews. Still issues can happen. Avoid using Airbnb travelling with kids.

G Glen Wastney
★★★★★ 14/11/23
By far the most stupid app ever. Trying to create an account and I can't even get past the security check to create an account. The security check is to allegedly prove I am not a bot and it takes minutes to complete. Ever heard of Google's captcha which has always worked for me and takes seconds? Instant delete. EDIT: The app was downloaded today and I got exactly the same response on the website. Between app and website got locked out. Truly awful. Will never use as I can't get past security!

T Thomas Spanos
★★★★★ 30/11/23
Airbnb asked me for a photo of my ID and a selfie in order to complete the reservation I had already paid for. I was then informed that they will conduct a background check on me. I'm not ok with sending my personal data and I should have been informed of the procedure before payment. I found the entire experience misleading, and I felt like being blackmailed into giving away my data. Also, user interface is wierd and needed information are not displayed (property size for instance).

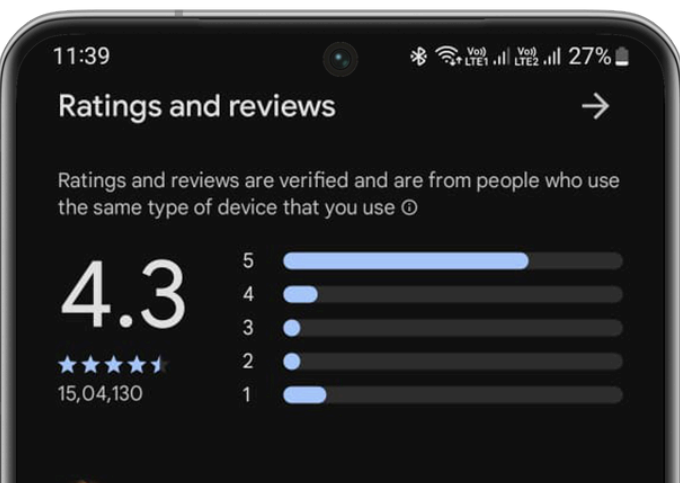
P Philip Wheeler
★★★★★ 20/11/23
Host provided photos of the check-in process in the correct section of the android app, including lockbox code and maps. Unfortunately, the app resizes photos and chops the top of them, so pertinent information is missing stopping me checking in to the listing. You would expect clicking on the image would open it. No. The only way to check in was to open my laptop in a London street and use the website as the app had not been tested on android and is as useful a chocolate teapot!

M Moreno Marasco
★★★★★ 30/12/23
Used to be good but the calendar became a joke, forcing to use the desktop version at all times, if you need to adjust prices, availabilities, notes for more than a few days. Not to mention restrictions, absent on mobile. And what about translations? They added a crazy spelling and grammar check, which just prevents writing anything that's correct. A great responsibility pretending to fix grammar in all languages, it barely scratches the surface of a beta version... worst thing it's a blocker!

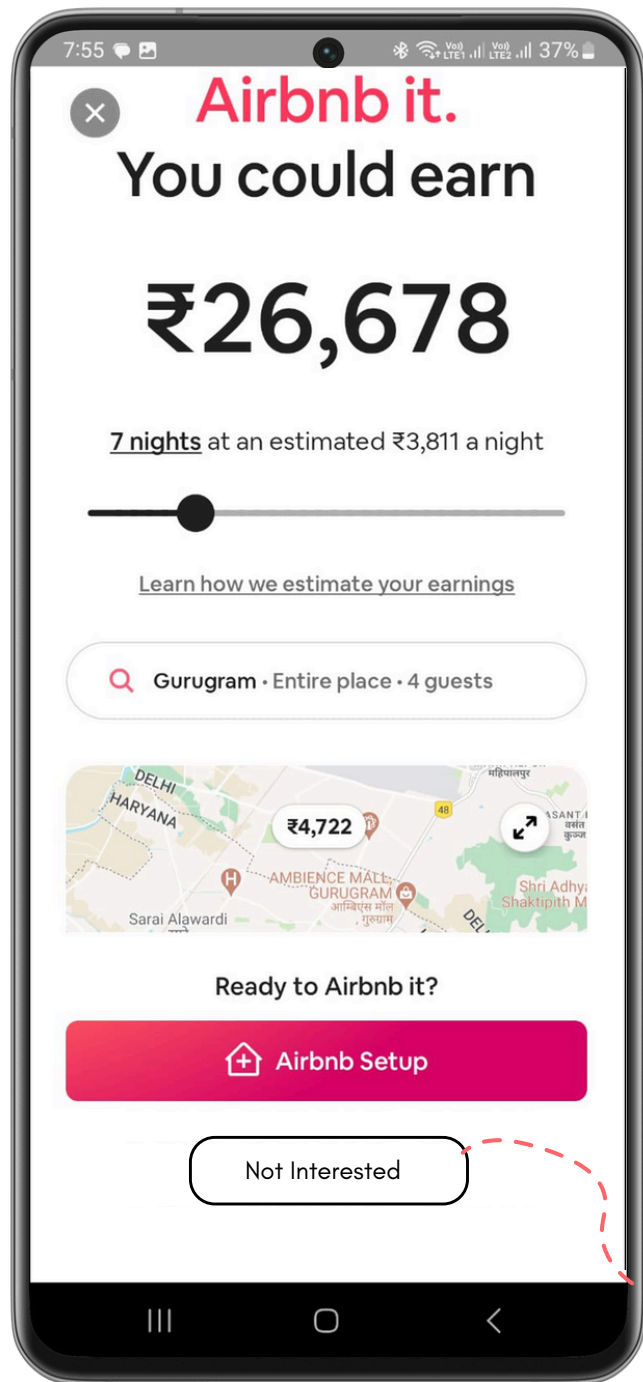
V Vladimir Desliu
★★★★★ 29/12/23
Used to be a great app, but now i feel it's going from bad to worse. Arrived today at an accomodation, only to find out the address and photos werent matching with Airbnb Listing. Host not answering messages. It seems it was a fake listing and I was "the first guest". after "deeply regretting", Airbnb considered that all the required support was to cancel the booking and provide a refund. I believe that was the obvious thing to do, but 0 accountability for the time lost or taxis required

Negative Aspects of Airbnb User-Reviewed Highlights

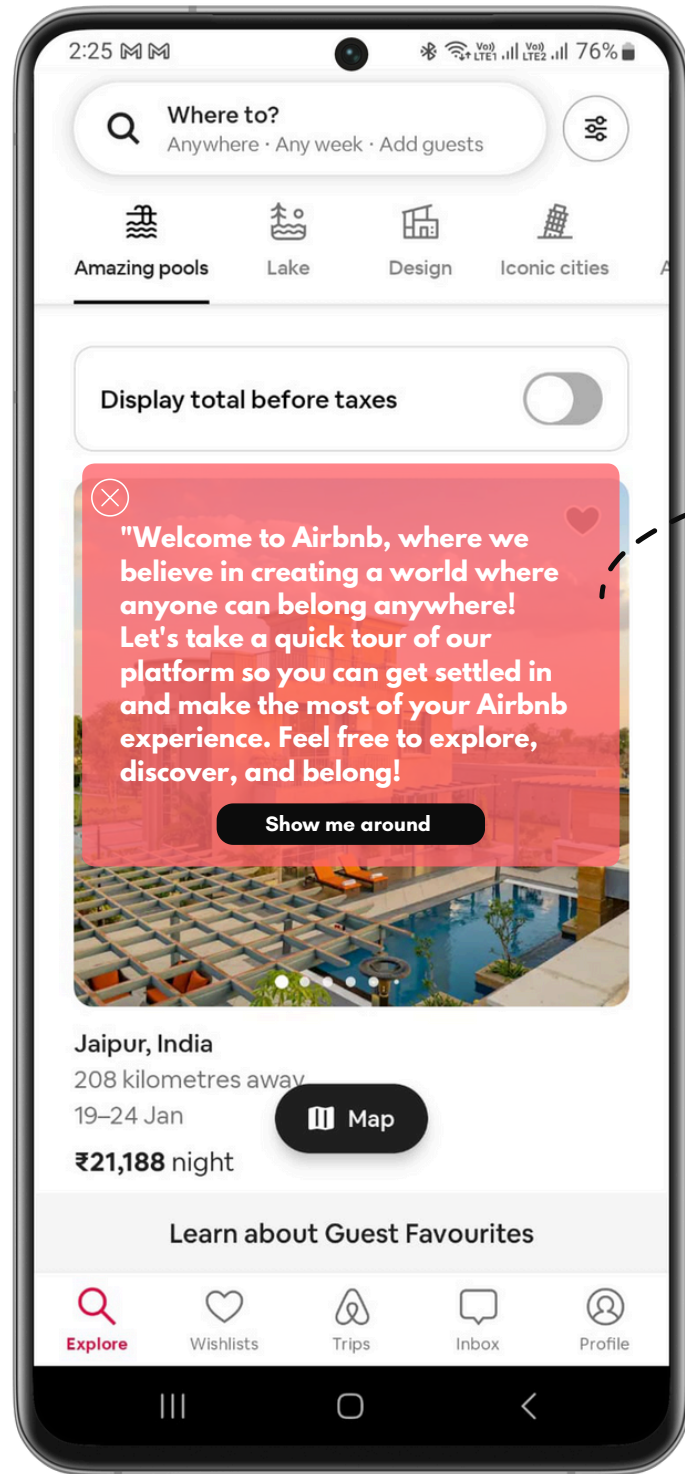
- **Intrusive Ads:** Users complain about annoying full-screen ads that pop up every time you open the app, promoting "Airbnb it" for property listings. The ads even show up for users who don't own a house, causing frustration.
- **Technical Glitches:** Instances of freezing during payment and a lack of check-in information raise concerns about the app's technical reliability.
- **Canceled Reservations:** Users express frustration with cancellations and website errors, causing disruptions to travel plans.
- **Unstable Booking Process:** Users face instability and dropped information during booking attempts, creating an unreliable experience.
- **Customer Service:** Users report unhelpful and unsatisfactory responses to fraud reports, indicating a lack of effective customer support.
- **Loss of Calendar Functionality:** Frustration arises over the loss of the ability to read past "Notes" on calendars due to a new update.
- **Broken Wishlist Feature:** Users encounter difficulties removing listings, raising concerns about the presence of fake listings.
- **Hidden Charges and Fake Listings:** Users report hidden charges during payment, and concerns about encountering fake listings on the platform.
- **App Resizing Photos:** Users face issues with the app resizing photos, affecting check-in information visibility.
- **Technical Problems at Security Check Step:** Users encounter technical problems during the security check step, adding to the app's functionality issues.
- **Verification After Payment:** Verification occurs after payment, and if not completed, bookings are canceled, causing inconvenience.
- **No Verification Code Received:** Users report not receiving a verification code, hindering the completion of the verification process.



Recommended Prototype



Add the "Not Interested" button in the "Airbnb it" ad



Quick onboarding walkthrough

Recommendation

- **Address Intrusive Ads:** Allow users to customize hosting preferences—become a host now or express disinterest. Avoid showing intrusive "Airbnb it" ads repeatedly, improving the user experience.
- **ML-based Ad Detection:** Implement machine learning to identify users consistently avoiding the "Airbnb it" ad. Adjust the frequency of ad display for these users to enhance relevance and respect individual preferences.
- **Enhance User Onboarding:** Introduce an optional, quick onboarding walkthrough to educate users about various features and ensure a transparent booking process. This will enhance user understanding and engagement.
- **Address Technical Glitches:** Fix annoying technical issues like payment problems, missing check-in info, and service denials to ensure a smooth experience.
- **Strengthen Listing Verification:** Enhance the listing verification process to prevent fake listings on the Airbnb platform, ensuring a more secure and trustworthy experience for users.
- **Improve Photo Viewing:** Enable easier photo viewing by incorporating rotation and zooming options, enhancing the overall visual experience for users exploring property listings.
- **Enhance Payment Process:** Address glitches in the payment system to create a smoother user experience during transactions, improving overall satisfaction and reliability.
- **Optimize App Design and Communication:** Invest in app design improvements, particularly in ID verification, to eliminate bugs. Improve communication regarding misleading listings, ensuring accountability, and establish clear channels for users to report and resolve such issues.

Key Metrics

Average Booking Value

L2 Metric

This metric analyzes the average value of each booking, offering insights into user spending patterns and booking impact on Airbnb.

Booking Conversion Rate

L1 Metric

This metric indicates the percentage of platform visitors converted into customers, reflecting the platform's effectiveness.

Number of nights booked

North Star Metric

Because it perfectly combines the value of the booker and the lessor, so a good North Star Metric for a platform.

Host Retention Rate

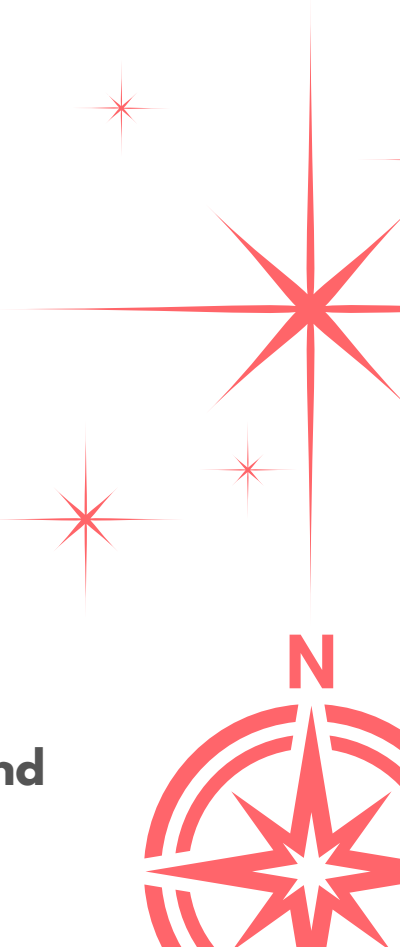
L2 Metric

This metric tracks the percentage of hosts continuing to list properties on the platform, reflecting Airbnb's appeal to property owners over time.

Guest Satisfaction Rate

L1 Metric

This metric gauges guest satisfaction with accommodations through post-stay surveys or reviews, assessing host performance.



Reference



Airbnb Q2 2023 financial results

We issued our second quarter 2023 financial results.

 Airbnb Newsroom / Aug 3, 2023



Airbnb Revenue and Usage Statistics (2024)

In 2007, a cash-strapped Brian Chesky came up with a shrewd way to pay his \$1,200 San Francisco...

 Business of Apps



Airbnb Statistics [2024]: User & Market Growth Data

These Airbnb statistics detail how fast Airbnb is currently growing and where it's going in the future.

 SearchLogistics / Mar 1



Airbnb Target Market Segmentation & Brand Positioning

Airbnb targets a wide demographic, spanning all consumer age groups. Accommodations cater to ages 18-45, while experiences extend from 18 to 60 years old

 Start.io / Apr 19, 2022



Airbnb Tech Stack Explained: The Tech Behind The Airbnb App

What's the secret behind the Airbnb app? Discover the powerful Airbnb Tech Stack that runs it & the groundbreaking tech that powers the platform today!



Belong Anywhere

Thank
you

A large, thick red outline of the Airbnb logo, which is a stylized 'A' shape with a smaller 'a' inside, positioned on the right side of the image.