

Abstract

Description

Introducing Airbnb Adventures, an app for you to document and share your trip experiences in a fun and collaborative way. Upon signing in with your Airbnb account, users select an upcoming booked stay, add trip mates, plan their route, and start making memories.

Your booked stay becomes an “adventure” where you can add journal notes, view what your trip mates are up to, and upload pictures to a digital scrapbook. It solves the problem of organizing before, connecting during, and keeping memories after your trip. This “adventure” is exportable and can be shared to the Airbnb stay’s page and other social media. Future bookers can then view these cherished memories with Airbnb and be prompted to book their own.

This app is built for families, individuals, and mission trips; both for those who want a structured itinerary or those who prefer to be spontaneous. The design gets everyone to document their experiences and share their amazing adventure.

Process

Problem

Empower families and groups of friends who travel together, a collaborative way to document, organize, and share their travel experiences and stays to the larger Airbnb community?

In a mobile app, provide a way to combine photos and/or notes and transform their shared family trips into immersive stories about the culture and destinations they visit.

Constraints

- All family members (or users of all ages must be able to use this application)
- Provide a way to combine photos, notes and links into an immersive story of places they visit
 - Destinations they visits
 - Cultures they embraces
 - People they meet
- Implementing the given suggestions (in green on the PDF)

Questions & Assumptions

Questions

Will this be for everyone to see on the Airbnb app or just your family?

1. For example, geo-tagging locations, will that be live so other Airbnbbers can see stories on their map or just when booking stays?

How do we connect a 'family' on the application?

1. What does it mean to travel collaboratively?
 - Sharing pictures in a group chat?
 - Allowing 'trip stories', which can show what each family member is doing at a time?
 - Proving visited locations and picture collections geotagged to visited locations?

Idea: Scrapbook type of story session

A trip planning application solution with the ability to share pictures, images and locations per spot?

1. Per person?
2. As a group?
 - a. Anything related to the location of the airbnb

What does it mean for all family members to contribute?

1. Contribute to the trip stories?
2. Contribute to trip planning?
 - Perhaps location suggestions etc?
3. Different types of contribution to trips may occur based on age
 - Kids may want to take pictures of places they've been too
 - Adults might want to be able to plan their trip so that everyone has an expectation of where they're going to go

When will we share a trip? How will we share a trip?

1. When scouting for locations to stay at using Airbnb, will users be able to see
 - YOUR story?
 - The places you went to on your trip?
2. How can we perfect the visual presentation of a trip on social media etc?

- For example, a trip is an object composed of locations, images, pictures, family members etc
 - Incentive to share to the world? (Airbnb credit or discounts)

How do we gamify engagement when travelling?

1. Breaks down the trust barrier by helping connect different people from different places
2. Lot's of hosts have opened up places to first responders
3. Launched online experiences to 'travel'

How do we factor in

1. Traditional pledges?
2. Electronic signatures for causes?
3. Photoshop camera?

Assumptions

- Meant for families who travel together best
- Mobile application
- Allowing for content sharing, gamified travel experience

User

1. Family members of all ages
 - Kids
 - Adults
 - Grandparents
 - Tour guides (maybe)
 - Hosts (maybe)
2. Groups of friends
3. Potential AirBnb mans
 - People like you and me who want to be able to look at your shared experience and book a trip

Problems to Solve

1. How do we connect a 'family' on the application?
2. What does it mean to travel collaboratively?
3. A trip planning application solution with the ability to share pictures, images and locations per spot?

4. What does it mean for all family members to contribute?
5. When will we share a trip? How will we share a trip?
6. How do we gamify engagement when travelling?
 - a. Stories, reactions, scrapbooking
7. Factoring in movements and causes (as listed in green on the PDF)
 - a. Church retreats, mission trips, etc.

Micro-problems

- What does successful trip engagement look like?
- How viable is our solution?
- How does everyone collaborate on the application?
- What do we want to see in a story?

Use Cases

Feature: Airbnb Adventures

1. Create a family for a stay by adding your friends and family to the trip via an invitation
2. Add the city and location to your stay
3. Post and add stories, images, notes and links (maps) to your Adventure, in tandem with Airbnb's app

Before Travel

1. Input family members (AirBnb accounts) into your stay
2. Create a new trip that includes your stay

During Travel

1. Tracking trip progress

- Admin features could enable one family member to take a hold of the trip
- Allowing shareable images and states where family members / friends are able to see what everyone else is doing!
- Location notes allow people to be able to remember more about their trip

After Travel

1. Publish your favourite trip memories to your stay to let others know what adventure they're in for!
2. Possible publishing by city for stay hotspots
 - Places to stay with stories
 - Your recommended hotspots from your stories
3. When posting your story on a 'stay listing', it should be possible to select set memories within your Adventure towards your listing

KPIs & Possible Success Measures

- Engagement between the family
- Enhancing the trip experience by making memories
- More bookings made based on your story!

User Story & User Flow – Per Feature

Features (GO more in depth ahlie)

- (1) Selecting AirBnb stay
- (2) Adding family members
- (3) Adding potential trip routes
 - Places you have planned to visit, or spontaneous (checkpoints optional)
 - Application could recommend potential places
- (4) Sharing stories of your adventures within your trip
 - Home
 - User can add routes and view their personal memories at a glance
 - User can see updates from their family members
 - User can add notes and comments to a 'family story'
 - Personal (Your vacation memories sorted by

- Scrapbook
- (5) Sharing your stories to AirBnb hosts and others!

Goal

We want to be able to craft an experience that lets families collaborate and share their journeys within their own family, as well as the rest of the AirBnb community in a seamless and fun fashion!

Wireframes

Gotta add this LOL

Extra Notes / Constraints

1. Due Sunday, April 26 at 2:00pm ET
2. Analyze AirBnb's booking flow
3. Analyze AirBnb's Online Experiences product
4. How does one share locations etc?
5. Research about shared experiences and stories
6. Minimum 20 screens, prototyped for your user flow
7. What do people do when they travel?
8. How can we enhance their travel experience?

<https://www.thattravelblog.com/blog/things-you-should-do-every-time-you-travel>

<https://www.airbnb.ca/s/experiences/online>

Ideas

Clear purpose for each menu

1. **Personal** (Your own personal scrapbook)
 - Keep your own photos you've taken here

- Travel Journal of your experiences

2. Home

- You can view your trip mates' adventures and perspectives through stories
- Reactions and replies are saved as a scrapbook element (how you felt during this moment)
- View route information
- Recommendations of places to go to (in your area)

3. Your Trip

- View all the current memories of that location
- For memories, you should be able to select memories as highlights