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AirBnB
**Global Online Marketplace &
Hospitality Service**

**Usability Testing Report
AirBnB iPhone App**

Introduction

AirBnB is a global marketplace and hospitality service that uses its website and mobile app to help users to book (and list) affordable lodging arrangements. Users can also use AirBnB to book (and host) local experiences or to find restaurant recommendations. The current version AirBnB iPhone app is **19.17**.

This document is a report of usability test findings from an independent study on task completion for **first time Gen-X users on the AirBnB iPhone app**.

The usability test that is referenced in this document was designed to test the functionality of the current version AirBnB iPhone app design by presenting a participant pool of 5 Gen-X individuals with a set of tasks to complete on the app. Participants were encouraged to talk us through processes so we could gain a better understanding of their experiences as new users.

Design Recommendations

Our research unveiled several design flaws in the current version AirBnB iPhone app. By analyzing the responses provided by our participants, we were able to draw **six** design recommendations for the improvement the AirBnB iPhone app user experience.

1. **Type-in Filters:** Ability to translate search bar queries into filter recommendations. Use in-app pop up to notify user and ask user permission before applying filters and proceeding with search. Provide option to edit or remove translated filters in pop up.
    a. Query: "LA availability June 15-18"
       Translated filters: Los Angeles / Jun 15-18
    b. Query: "15 minutes from Hollywood"
       Translated filter recommendations: Hollywood / Hollywood Hills / Westlake
2. **Location Reminder**: When a user fills out filters and tries to initiate "search" without indicating *where* they are traveling, instead of searching "anywhere" in the world, prompt a *Where Are You Headed* message.
3. **Restaurant Listing Filters:** Add filters to the Restaurants portal to make it consistent with Experiences and Homes UX. Restaurants is the only portal out of the main three on home page without a *filters* tool. Consider adding a *sort* option to Restaurants portal.
    a. Recommend adding "local favorite" vs "newly opened" filter
    b. Recommend adding "price filter" tool OR sort by pricing option
4. **Show Restaurant Prices on Tiles:** Add prices to Restaurants tiles in search results. Experiences and Homes tiles both have prices shown on list tiles in search results, but Restaurants tiles do not have prices. Users are currently forced to open each tile individually to see price estimates
5. **Diversify Restaurants Selection:** Add more restaurants to the app to represent the taste, budget and preference of various user demographics; current list is majoritively

expensive and bourgeoisie. AirBnB operates as a way for travelers to save money on travels, so the lack of affordable restaurant recommendations on the mobile app may nullify efforts of having a Restaurants portal in the first place.

6. **Neighborhood Safety Ratings:** Show relative safety (and why) of a host's neighborhood in house description, with safety ratings provided by a reliable source. One participant stated that safety of his family is always the top priority during travel, and AirBnB doesn't currently provide for this need.
   a. Recommend safety ratings provided by municipal entity; Police, Fire or City gov.

Executive Summary

The underlying thought process here is that Gen-X UX is historically underserved by the Silicon Valley startup culture, which tends to focus more on Millennial markets. AirBnB is one Silicon Valley startup who *should* care about Gen-X UX, as they currently represent 33.3% of American leisure travelers. If AirBnB can optimize their app experience to concurrently serve inexperienced Gen-X users, not only will revenues improve as they cater to this new market segment, but so will the overall user experience for the app, making it more intuitive and inclusive, thereby strengthening their brand.

The usability test objectives were as follows:

- Identify usability issue areas. Potential sources of error may include:
  - **Critical Errors:** deviations from the target of the task ultimately resulting in participant not being able to complete the task.
  - **Non-Critical Errors:** deviations from the target of the task that are recovered by the participant in such a way that task is still completed, but took them off course.
  - **Navigation Errors:** failure to locate functions, excessive actions to complete a function
  - **Presentation Errors:** failure to locate and properly act upon desired information in screens, selection errors due to labeling ambiguities.
- Gauge app functionality for inexperienced Gen-X users
- Gain understanding of what Gen-X users look for in travel services
- Establish list of actionable takeaways from identified design errors

Methodology

A test participant pool of **5 subjects** was asked to navigate to the Airbnb app on **Iphone** and was presented with 5 tasks. As we interviewed our participants throughout their processes, we refrained from guiding them to decisions. All participant comments were recorded along with where they were at in their process when comment was made. Full participant processes were recorded to the best of our ability.

Evaluation Tasks / Scenarios

Task	Description	Ideal Outcome
1. Use the AirBnB iPhone app to book an **Entire House** for a specific date near a specific location	You are planning a family trip to Los Angeles, CA on June 15th to June 18th and you want to book an **entire house** that has enough space for you and three of your family members -- **4 total** -- that is relatively near the Hollywood, CA area. Use the AirBnB iPhone app to identify three housing options to accommodate this need and walk us through your process.	Users must be able to identify which type of housing accommodation.
2. Use the "share" feature on the app to send a lodging suggestion to someone.	You have identified the place that you want to stay during your trip to Hollywood and want to make sure that your partner approves of your selection. Can you use the AirBnB iPhone app to share your housing choice from Scenario 1 with a friend?	Users easily share hotel links and images from the internet, but the AirBnB app uses a "share" feature.
3. Use the AirBnB iPhone app to book a **Single Room or Bed** for a specific date near a specific location. **(max 100 dollars per night is returning over 100 dollars per night)**	You change your mind on housing when your partner points out that pricing for entire houses in the Hollywood area are outside of your price range. Needing to remain in the Hollywood area, your group agrees to book a hotel of their choosing while you will stay in an AirBnB. Now you must reserve housing for yourself that is cheap and within your price range. Can you reserve a lodging option for a one-person stay in the relative Hollywood area for the same time frame that is below $60 per night. (June 15th to June 20th)	Users must be able to easily navigate between options based on how much space best-fits their needs
4. Use the AirBnB iPhone app to book an **Experience** for a specific date near a specific location.	You realize that you will have free day on June 17th and you want to try something local and new but don't want to travel far to do so. Can you use the AirBnB iPhone app to book an **experience** in the relative Hollywood area on this day?	Users must be able to use the app to easily book an experience that satisfies their need.
5. Use the AirBnB iPhone app to find a **Restaurant** in a specific price range (below $20 per person)	Imagine you are in Austin right now. You are unfamiliar with the area and food but you want to try something that is affordable and recommended by locals. Can you use the airbnb app to find a restaurant that is in the 20 dollar price range? Meaning less than 20 dollars per person.	Users must be able to find the resturants in a specific price range(below $20 per person)

Participants

For this round of usability testing, our participants were selected at random based on their age and levels of familiarity with the AirBnB system. We selected participants who identified themselves as Gen-X because this is a generation that makes up a respectable portion of U.S. domestic travel and is generally unfamiliar with the AirBnB system, making them an obtainable market segment for AirBnB if properly catered to. All participants were screened for iPhone ownership prior to selection for participation, because this usability test was conducted on an iPhone device.

*We defined *ownership* as what participants identified as their current mobile phone device.

Test Date	Gender	Age	Experience Using AirBnB
4/29/19	Female	59	None
4/29/19	Female	56	None
5/01/19	Female	53	None
5/01/19	Male	56	None
5/02/19	Male	36	Yes

Errors

We recorded a few errors that our participants made in running their tests. As described in the introduction, a **Non-Critical Error** is one that takes a participant off task without preventing them from being able to complete the task. A **Critical Error** is one that prevents the participant from completing the task, including giving up. A **Navigation Error** is a design error that inhibits a user's ability to locate site functions or results in excessive actions to complete a function. A **Presentation Error** is a design error that inhibits a user's ability to locate and properly act upon desired information in screens or causes selection errors due to a site's labeling ambiguities.

Results summary

Task Completion Success Rate

Which participants were able to complete which tasks, regardless of how long it took them or how many non-critical errors they made.

Participant	Gender	Age	Task 1	Task 2	Task 3	Task 4	Task 5
1	F	59	√	√	√	√	√
2	F	56	√	√	√	√	√
3	F	53	√	√	√	√	-
4	M	56	-	√	√		
5	M	36	√	√	√	√	√
Total Success			4	5	5	4	3
Completion Rates			80%	100%	100%	100%	75%

√ = Completed task   - = Incomplete task   ⬛ = User did not attempt

Time on Task

Task	P1	P2	P3	P4	P5	Avg.TOT*(s)
1	251	1056	1140	177	154	555.6
2	22	58	14	48	17	31.8
3	215	107	106	674	144	249.2
4	328	95	50	N/A	40	128.25
5	260	278	590	N/A	490	404.5

Summary of Data

The table below is made to summarize the test data by identifying completions and errors made by task. Errors recorded in the table may be referenced by task in the area below. Some errors are not referenced, only because their descriptions would be repetitive to those prior.

Task	Task Completion	Non-Critical Errors	Critical Errors	Presentation Error	Navigation Error
1	4	3	1	2	1
2	5	-	-	-	-
3	5	-	-	3	1
4	5	3	-	-	1
5	4	3	1	8	6

Task 1 - Use the AirBnB iPhone app to book an Entire House for a specific date near a specific location:
- NCE: One user used too many filters; found 0 housing results "anywhere"
- NCE: One user typed "availability 15 minutes from Hollywood" in search bar"; 0 results
- NCE: One user typed "availability in LA from June 15- 18th"; 0 results
- CE: One user failed to distinguish between private room / entire house and filter amount of guests.
- PE: Too many filter options; **2 of 5** users expressed full preference, found 0 housing results
- PE: Previous query does not auto-clear upon click; confused **2 of 5** users
- NE: Guests tool and housing-type distinction went unnoticed by one user

Task 3 - Use the AirBnB iPhone app to book a Single Room or Bed for a specific date near a specific location:
- PE**:** Listing proximity to query location went unnoticed; one user booked based on "Hollywood" keyword in listing title
- PE: Listings arranged in no apparent order; one user (without price filter) assumed listings ordered most expensive to least expensive
- PE: "Hollywoof" -typo in listing title; one user suggests listing titles are unfiltered by AirBnB admin
- NE: Double-slider price filter tool confused one user; he was trying to tap in the middle without sliding

Task 4 - Use the AirBnB iPhone app to book an Experience for a specific date near a specific location:
- NCE: **3 of 5** users typed "fun things to do in california" in search bar; 0 results
- NE: One user had multiple queries before finding Experience portal

Task 5 - Use the AirBnB iPhone app to find a Restaurant in a specific price range (below $20 per person)
- NCE: One "where to eat in austin texas for under 20 dollars per person" query; 0 results
- NCE: One "under 20 dollars" query in Austin Restaurants portal; 0 results
- NCE: One "best restaurants in Austin" query in Austin Restaurants portal; 0 results
- CE: One user lost motivation; said could find better recommendations elsewhere
- PE: Previous query does not auto-clear upon click; confused **3 of 5** users
- PE: No price filter within restaurant portal; **5 of 5** users struggled with cost finding
- NE: **5 of 5** users navigated entire restaurant portal and clicked in 5 or more restaurant listings to find one in their price range

Participant Feedback and Recommendations

Participants provided ongoing feedback as they completed each task. These comments help designers identify key usability issues and contribute to our final design recommendations. Provided below is a collection of participant feedback arranged by task.

Task 1 - Use the AirBnB iPhone app to book an Entire House for a specific date near a specific location:
- One participant got lost in house listings due to uncertainty on where her house selection was in relation to Hollywood area; she said "it should be in Hollywood, because that's what I clicked" but ultimately wasn't sure
- One user started her search for a home with the Experience portal because she didn't just want to *stay* in Hollywood, she wanted her stay to be "an *experience*"; suggesting that just a "home" is boring compared to a home that is an "experience."
- One participant said "I got distracted because there was so much they were offering, like concerts, because I like music and it looked cool." Got invested in Experience portal because "likes to have an itinerary" when she travels; Experience portal seriously distracted her.
- One user suggested that safety is his top concern when traveling; AirBnB should have a feature to identify "truths" about what parts of town are safe and unsafe and why, as a local friend would do for you.
- One participant suggested that there should be a "show bus routes" or popular public transit stop identicators on AirBnB map. AirBnB should show which houses are on the bus routes or near the train.

Task 2 - Use the "share" feature on the app to send a lodging suggestion to someone:
- One user said when his sister sends him travel info via email, he likes all the information including housing, dates and availability on one sheet. When all the info is listed on one sheet, it is faster and easier to use for "old people like me"

- One user scrolled down first and then found it on his own. He commented "the icon was a little too small."
- One participant commented "the logo is pretty self-explanatory"

Task 3 - Use the AirBnB iPhone app to book a Single Room or Bed for a specific date near a specific location:
- He commented that "price range" is important but filter is too ambiguous. He suggested that price range should be its own tool, outside of the filter tool. VRBO
- One participant commented, "this is different from the other one that I use-- we normally use another app called VRBO"
- She complained that there was no easy way to filter price listings- she wanted it to be listed expensive to least. she was drawn to click a single room or bed because listing name includes "Hollywood"- a keyword

Task 4 - Use the AirBnB iPhone app to book an Experience for a specific date near a specific location:
- One participant asked, "could experience mean so many things? I don't know, it could mean anything."
- One participant said, "oh wow this looks fun," "Maybe not [laughed] after seeing some weird pictures listed on Experience portal.
- He said he would bike and do outdoor activities in Hollywood but when he went to Big Bend, he went hiking.

Task 5 - Use the AirBnB iPhone app to find a Restaurant in a specific price range (below $20 per person)
- One user said, "They are not giving me an option to select price. If I didn't know anything about Austin, I would never know these restaurants."
- One participant commented, "These aren't local to me, they are putting expensive or high end places for people all coming in to visit."
- One user suggested that AirBnB needs to list some stuff that is more local. She said, "these are not local to me. These are all expensive, jeez."
- One user said, "on homes and experiences, they had the prices by the pictures, why don't they have them here? something isn't right." While she tried to complete the task, she commented, "what is this, all expensive to cheap? Should I just scroll to the bottom?"
- One participant stated that "Kemuri Tatsuya is in this list, but Ramen Tatsuya is not." He said that he would not use AirBnB app for a place to eat but use it for housing- he wants to use the app to stay in budget but the restaurant option does not help with that at all. He continued to say, "this is not geared for students anymore; students want to eat places for $10 meal, these meals are 4x more expensive and probably targeting above median income traveler.
- One user paid LESS than what they had listed as the price per person.

Conclusion

In conclusion, our research was more useful in identifying design flaws that negatively impact task efficiency than it was in measuring the functionality of the app for first time Gen-X users. This usability test did not successfully measure the app's functionality for our target user because we did not measure control groups for experienced Gen-X users or first time millennial users to compare users' errors / time on task to. We did however identify areas for design improvement, which were easy to identify due to the low level of experience that our participants had with the app.

One key error that we made in our usability test was clearing the "recent searches" in the AirBnB search bar function. The iPhone app actually does not offer a "clear recent searches" option. Thus, because we used the same iPhone for all of our participants, they were able to see and select recommended search results based on what previous participants queried. We are certain that this affected their search experience to some extent. Another notable error on our part was in overestimating the usability performance of our participants. Our participants took much longer than we expected to complete their tests, resulting in one user having to leave the test with two tasks left unfinished. Looking back, we should have set aside more time for each participant to inquire about overall experience and satisfaction with the AirBnB app.

Reflection
- Compared to a previous usability testing, we were able to observe each participant carefully and to monitor changes in user behaviors. Also, we analyzed the data together and shared different opinions to provide insightful and well-thought-out design recommendations that are explained thoroughly and actually reflect the data we collected.
- We both did mobile usability testing for the first time so it was little bit challenging to observe how participants completed each task. However, it was easier to take notes and find participants.
- Changes we noticed in our approach to usability testing are that we added a moderator guide, a consent form and focused on Gen-X.
- If we were to do this test again we would set aside more time for each user to complete their test.
- If we were to do this test again, we would uninstall and reinstall AirBnB app before each user to rid app of search history, ensuring that participants are searching without outside influences.
- In retrospect, we should probe "why" users took to an action more often. This would probably give us more insight on overall user experience.

Appendix

Moderator Guide

Thank you for agreeing to participate in our usability study today. Incase this is your first time participating in this type of research, we are going to give you a brief explanation of what we're doing here and what you can expect throughout this study. The purpose of this test is to study the performance of an app called AirBnB -- it's a travel app that lets you find affordable housing options and experiences for your trips, instead of booking pricy hotels. We will be asking you to complete a few tasks on the app to see if they can be easily completed by a new user. While we will not be providing you with guidance on how to complete these tasks, we will be asking you to talk us through your processes so that we can have a better understanding of your experience as a new user. So please be as vocal as possible and talk us through your processes, and feel free to click around as much as you need to complete each task. If you can't figure out how to complete a task you are welcome to skip that task and we can move on to the next.

Task 1 - Use the AirBnB iPhone app to book an **Entire House** for a specific date near a specific location.

Importance: This task is important because users must be able to identify which type of housing accommodation (entire house, single room, hostel, etc.) they are booking prior to booking it, especially if traveling in a large group or with kids. Although AirBnB offers a wide range of housing options with various amounts of space / beds available, users must be able to easily find something that suits their needs for available space.

Scenario
You are planning a family trip to Los Angeles, CA on June 15th to June 18th and you want to book an **entire house** that has enough space for you and three of your family members -- **4 total** -- that is relatively near the Hollywood, CA area. Use the AirBnB iPhone app to identify three housing options to accommodate this need and walk us through your process.

Observation & Quotes
Participant 1
- Couldn't check where location is "should be because I picked it"
- said it wasn't really clear where her house selection was in relation to hollywood, but assumed it was in Hollywood because Hollywood was in the title

Participant 2
- Clicked homes link then clicked dates then navigated to dates tool.
- Clicked on guests tool to add her 4 total guests -- said "we didn't specify if they are kids are adults?"
- said she sometimes takes the kids with her but, for now, only added adults and also clicked "entire place." Said "I want the entire place right? Okay, I want the entire place."

Also added **beds** for 4 people, and "maybe we can specify 3 bedrooms… We need at least 2 bathrooms."

- Saw the **SuperHost** option and clicked it after we told her what it is. Used accessibility stuff just incase her mom went on trip with her, selected wheelchair ramp access and well lit bath to door, elevator and accessible height bed, grab bars in shower, handheld shower head, wide clearance to shower and tub, lots of step-free access.
- On Amenities, selected show all, selected basically all of them besides indoor fireplace, crib and highchair. Selected free parking on premisses, and pool. Property type wanted house.
- This user went all the way through the filters even down to unique homes. She selected 26 filters and got no results. She selected a price range now, and went to $350/night if we're all pitching in to get a nice place. Took off a couple of them but most said "these are necessities. Still got no results -- maybe I should add two kids [laughs] instead of 4 adults. Got no results, so she increased the price range. This user got caught up in the process of making herself comfortable with filters and got lost in finding places to stay.
- Found one home but it came back in China!!!! She was searching for homes "anywhere". Said she saw the option to clear filters, didnt want to click. Finally clicked it. Then saw the "popular filters" option and checked some of those.
- Clicked one and liked it and saw the stuff she wanted just by looking at pictures; i.e.washer dryer, kitchen etc.
- Selected PLUS home "The Lloyd Retreat -- Hollywood Chik home"

Participant 3

- "If I'm choosing for 4 people, I want to stay right in the middle of everything"
- Clicked homes and backed out to click Experience button because " I want to experience this city not just go from my home to someone else's.
- Started scrolling through experiences. Ended up on AirBnB Concerts somehow, just scrolling around experiences.
- Said "I got distracted because there was so much they were offering like concerts because I like music and it looked cool." So I clicked it before scrolling totally. She started looking for stuff to do while there "because she likes to have an itinerary."
- Typed in "availablity 15 minutes from hollywood" before search because she doesn't know how many people are booking at the same time as her. She treated the app search bar as a google bar.
- USER ALSO STRUGGLED WITH SEARCH BAR -- APPEARS TO BE STUCK WHEN TRYING TO AMEND QUERY.
- Clicked "nearby" thinking it was near hollywood -- showed Austin -- she saw "try miami" in blank search bar and figured she should type Hollywood. Found a home she liked but wasn't available for date. Went back to apply a search for certain date -- TYPED IT IN. She typed in "availability in LA from June 15- 18th" and got back NO RESULTS. She then noticed the Dates filter and used it. She realized that new searches don't save date filters and that frustrated her.
- **She found a private room in a home in Hollywood for 2 guests- she could not complete the task 1.**

Participant 4
- Went straight to search bar and typed in hollywood for the dates requested.
- Also used the guests filter feature to add 4 guests as his total.
- He wanted to see this as a map so he could figure out how close he was to hollywood and was UNABLE to find the map feature. So we told him the map feature and he commented on not being able to tell if this neighborhood was SAFE or UNSAFE or if there were BUS ROUTES.
- He said that the bus routes stuff is important because Uber is around but you're spending too much money. He also thinks safety is super important because "we're talking about your family!"
- Said he has friends in the IRS who get flown around but you get set up in government owned buildings that are in high crime rate areas.
- Said that Safety of where he's staying on vacation is NUMBER ONE when traveling because "life of family is never worth $50".
- Said he rarely books stuff online for travel, unless set up by family or people he trusts.He may just go up to the place or hotel itself based on personal recommendations because he is a "spontaneous traveler."
- He suggested that there should be a "trusted mascot" or something like "an angel" to tell the truths of different areas around town so that people can identify with the city as they would if they had family or friends that are locals.

Participant 5
- He easily completed tasks- he typed in Hollywood and then clicked date filter,
- He scrolled down, and added guest members
- He said, Interior design matters and selected the apartment.

Task 2 - Use the "share" feature on the app to send a lodging suggestion to someone.

Importance: This task is critical to the booking process because sharing and discussing travel lodging details is an important part of the decision making process for group travel. Users can easily share hotel links and images from the internet, but the AirBnB app uses a "share" feature. If users cannot share their accommodation findings with each other as effectively as they can share a hotel website link, this may result in miscommunication and a non utilization of the AirBnB service.

Scenario
You have identified the place that you want to stay during your trip to Hollywood and want to make sure that your partner approves of your selection. Can you use the AirBnB iPhone app to share your housing choice from Scenario 1 with a friend?

Observation & Quotes
Participant 1
- Clicked email and was able to send

Participant 2

- Clicked email and was able to send

Participant 3
- said, I would click "this" and "sms" to send to four people.

Participant 4
- Clicked the share button and clicked on email because that's what his sister in law uses to send him stuff like that.
- "The logo is pretty self explanatory." Said that when his sister sends him travel info via email he likes when all the information including housing specifics and dates and availability is on one sheet.
- When he can just make one phone call from the sheet and book it "BAM." When all the info is listed on one sheet, this is faster and easier to use for "old people like me". Because it wastes less time.

Participant 5
- Scrolled down first. Then found it on his own said the icon was a little to small. In option clicked on MORE option

Task 3 - max 100 dollars per night is returning over 100 dollars per night
Use the AirBnB iPhone app to book a **Single Room or Bed** for a specific date near a specific location.

Importance: This task is important because AirBnB offers a wide range of housing options with various amounts of space / beds available, and users must be able to easily navigate between options based on how much space best-fits their needs. Many people think of "entire houses" when they think of AirBnB and are unaware that they can minimize cost by booking a "single room" instead. If users cannot minimize cost by finding best-fit accommodations for their trips (entire house vs single room vs hostel), it is likely that they will not utilize the AirBnB app at all.

Scenario
You change your mind on housing when your partner points out that pricing for entire houses in the Hollywood area are outside of your price range. Needing to remain in the Hollywood area, your group agrees to book a hotel of their choosing while you will stay in an AirBnB. Now you must reserve housing for yourself that is cheap and within your price range. Can you reserve a lodging option for a one-person stay in the relative Hollywood area for the same time frame that is below $60 per night. (June 15th to June 20th)

Observation & Quotes
Participant 1
- Said, "this is different from the other one that I do -- we normally use another app -- VRBO"

- Was able to find the book button by scrolling, didn't see it at first

Participant 2

- Cleared all -- on guests and beds needed.
- Set her filters to one guest and starts scrolling through options to find prices on each. She did not use the price range filter.
- Finally remembered there was a price range option and found it in the filters tab.
- Found one for $89 per night plus service fees and all said "that's okay it's still affordable". Selected this one because it said "in the heart of Hollywood."

Participant 3

- This time went straight to the dates feature and searched Hollywood. This time she found it pretty fast and complained that there was no easy way to filter price listings -- she wanted it to be listed expensive to least.
- Also was drawn to book because listing name said Hollywood -- key

Participant 4

- Went straight to search bar and used the dates / guests filter tools. He eventually found the PRICE RANGE inside the filters tab, and said that price range is important and "filter" is too ambiguous.
- He suggested that price range should be its own tool, outside of the filters box. He was searching for homes ANYWHERE. His search location was separated from his filters by the app's order of operations and he never noticed.
- Once he realized he was not searching Hollywood, he was very confused and started getting frustrated. He didn't consider re-searching Hollywood keyword until we nudged him. He suggested listings should have a little map next to them so he can see where it is.
- He found a home that said "Hollywoof", this suggested there was no auto-correct on the host side of listing naming. He never set a lower-limit on price range so he went as close to $100 per night that he could to "find the best option".
- Using the price filter tool, user was unable to figure out how to use the double-end sliding tool and so we nudged him toward the concept of "double sided slider" and he figured it out. He wouldn't have figured it out on his own.
- He then struggled with getting the price MAX exactly on 100, and so settled on an inaccurate value of $96 MAX.

Participant 5

- Went to search bar and immediately filtered using dates then guests then started checking for price range
- Knew it was in Hollywood because title said Hollywood in it. Confirmed with the location widget.

Task 4 - Use the AirBnB iPhone app to book an **Experience** for a specific date near a specific location.

Importance: This is important because AirBnB used a lot of resources to create this feature on their platform, but is typically underutilized by new users. If new users have a specific experiential need to satisfy (such as occupying a free day in a new city), the AirBnB "experience" feature should be able to activate them. To do this, new users must be able to use the app to easily book an experience that satisfies their need.

Scenario
You realize that you will have free day on June 17th and you want to try something local and new but don't want to travel far to do so. Can you use the AirBnB iPhone app to book an **experience** in the relative Hollywood area on this day?

Observation & Quotes
Participant 1
- Experience = could mean so many things couldn't it? What do you want to experience? You could go ride the little scooters, you could do -- Idk? It could mean anything -- a helicopter ride, stuff like that.
- Went straight to search bar -- did not click "experience portal" but first search because wasn't in hollywood. Got no searches on second search for "fun things to do in california." Found a surfing experience but was not in Hollywood "well dang, it said with the locals???"
- Finally clicked on "experience tab" on search bar. Scrolls through list not using map. "Oh wow this looks like fun." "maybe not [laughs]" saw some weird pictures listed. Finally clicked on "Vintage Hollywood Speakeasy Discovery." Said "let's pick this one its in hollywood."

Participant 2
- Experiences = restaurants like, food. Sightseeing, nightlife, basic stuff like that. Entertainment, museums, hotspots, like the main stuff that people would like to see.
- The top 10 things to see in a city. In California there's probably a bunch of things, like Disneyland, the movie stars home tours stuff. Usually this stuff is found via concierge at a Hotel.
- Clicked on search bar and typed exper-- clicked on suggested "experiences" then location -- "hollywood" it brought up options, I accidentally reminded her of dates and she remembered to select the 16th. Clicked hollywood sign hike at night time experience.

Participant 3
- She really got this one down because she had been playing with it before in Task 1.
- So she went to search option in Experience portal and immediately searched the experiences in Hollywood and selected one that had a dog on it because she likes dogs and KEYWORD hollywood was in title.

Participant 5
- Found experience portal. Typed in hollywood and applied date filter.

- In recommended stuff to do, he selected SPORTS. He clicked sports it because he likes sports and likes to sometimes go outdoors and sight-see around the area, like in Big Bend. In this category he found Biking.
- He said he likes biking and would do this activity. Good experience in his opinion to bike around hollywood probably.

Task 5 - Use the AirBnB iPhone app to find a **Restaurant** in a specific price range (below $20 per person)

Importance: AirBnB recently rolled out its "Restaurant" feature to help users find quality eats options. One thing we noticed is that users cannot specify price ranges on the app, and many of the restaurants are fairly expensive. As we all know, price does not indicate "good" food and by only listing expensive restaurants, AirBnB is creating a biased system for users and indirectly excluding users who can't afford these restaurants fro
m their feature. Furthermore, by not including *cheaper* restaurant options, the AirBnB app is creating a collection of restaurant recommendations that is not an accurate representation of "local favorites," but a list of restaurants preferred by the bourgeois of local communities. If a user can't find a restaurant in their price range (specifically a low price range), they will associate the apps listings as too expensive and likely take to other sites to find food recommendations. As applied to the Gen X user population, user preference cannot be predicted, who's to say they don't want to save money by eating at more affordable restaurants.

Scenario
Imagine you are in Austin right now. You are unfamiliar with the area and food but you want to try something that is affordable and recommended by locals. Can you use the airbnb app to find a restaurant that is in the 20 dollar price range? Meaning less than 20 dollars per person.

Observation & Quotes
Participant 1
- Straight to search bar "where to eat in austin texas for under 20 dollars per person" = no results. Struggled to clear the search bar.
- Couldn't click on text to delete. Finally found Austin on search suggestions. Clicked restaurants.
- Said, "they aren't giving me an option to select a price" "if I didn't know anything about austin, these restaurants I would never know. These all look very expensive." She kept scrolling and clicked one, showed around 40, then 50 then 30, then 38, then 40. Found 20 at "The County Line on The Lake" -- "Jeez you would think the county line would be more expensive!" Well, there ya go.
- User said "these aren't local to me???" They are putting expensive or high end places for people all coming in to visit. 4:20
Participant 2
- Typed in "best restaurants in austin" and got no results.

- So, she took out "best" from search. Trying to delete the search bar, she struggled because bar was non-responsive.
- Ultimately got suggested to search for restaurants in austin and got results back. There was no filter box like she was used to previously, trying to utilize a price range feature, so searched "under 20 dollars" in search bar.
- Got suggested to list of places to eat in austin, struggled with finding a place to eat. Started clicking around and found only expensive price ranges, clicked on The County Line restaurant and got the $20 price range.
- Said "wow these are all expensive, jeez". This user said "i've eaten at all these restaurants."
- User said these people will not be getting the true austin experience, not getting true ethnic stuff. They need to list some stuff that is more local, these aren't local to me. When I went to Cali, the concierge told us about the local places to eat, or our family who lived there showed us around. 4:38

Participant 3

- Searched AUSTIN in search bar and clicked on suggested "experiences" under homes, there was no restaurants suggestion in search so she clicked experiences..
- In experiences page, there was an option to select the type of experience users want -- she clicked on FOOD and DRINK and began navigating experiences there.
- Then she searched restaurants under $20 and found no results. She finally clicked homepage restaurants link after clicking / navigating experiences portal twice. She didn't even see it the first two times.
- Even there on the Restaurants page, she tried typing under $20 and got no results. User said "on homes and experiences, they had the prices by the pictures, why don't they have them here? Something isn't right."
- On suggested results there was an Austin section followed by a New York section and the SHOW ALL button was scrolled over by her many times she thought there were only four options in austin.
- Clicked on a restaurant and saw a price range; saw that the first options at top of the list were very expensive and said "what is this, all expensive to cheap? Should I just scroll to the bottom?" She tried that but that was not the case for sorting.

Participant 5

- Went straight to restaurants option. And saw the recommended austin area in the app. He clicked on the "show all" option and started scrolling through all the food.
- Noticed there is no filter for price filtering on this page. Started clicking around to check prices; 40, 48, 52, 40, etc. He said "this is all… prices are very expensive."
- User clicked a restaurant he had been to and said **he paid LESS than what they had listed as the price per person**. User began getting worried that he couldn't find any under 20. Out of all of these restaurants, he said he had only recognized four of them, and that all of these places listed were very expensive.

- He said he was "trying to identify cheaper food by the picture, but couldn't find it." He stated that **"Kemuri Tatsuya is in this list, but Ramen Tatsuya is not"** and stated that Ramen T. is the better restaurant, he thinks that the selected restaurants to feature are based on being more fancy and more expensive and more luxury, they do it intentionally. The cheapest one he found was $28.
- He said that he would not use this for a place to eat but uses it for housing -- said that he wants to use to the app to stay in budget, but the restaurant option does not help with that at all, it does the opposite.
- He also said that this is not geared for students anymore; students want to eat places for $10 meal, these meals are **4x more expensive** and probably targeting above median income traveler.

Metrics
- Time on task

Errors:
- Successful task completion
- Non-Critical errors
- Critical errors
- Presentation error
- Navigation error

Participation Recruitment:

We are selecting participants from the Gen-X generation because this is a generation who historically take to **HomeAway** or hotels to arrange travel lodging, a market segment that AirBnB could potentially capture if properly catered to. Users have been screened for iPhone ownership prior to selection for participation. We defined *ownership* as what participants identified as their current mobile phone device.

- Elaine Matthews: 4/29
- Marcie Guillen: 4/29
- Jeanette Barron: 5/01
- Arthur Guzman: 5/01
- Jaesung Yoo: 5/02

Consent Form- Useability testing

Thank you for participating in our usability testing. We are students at the University of Texas at Austin and we are conducting this study to gain a better understanding of the AirBnB iPhone app. Please read the statement below and sign this form.

I agree to participate in this usability testing using a provided iPhone device. During the session I will be interviewed about the app, asked to find information or complete 5 tasks using the app and asked to answer about the overall experience.

I understand and consent to the use and release of my participation by the University of Texas at Austin. I understand that the information and recording are for the purpose of improving the design only and that my name and image will not be used for any other purpose.

I relinquish any rights to my usability test data and understand this data may be copied and used without further permission.

I understand that participation is voluntary and I agree to immediately raise any concerns I might have.

If you have any questions after today, please contact us at:

Matthew: Matthewbarron@utexas.edu
Hayeong: chy486v@utexas.edu

Date: <u>4/29/2019</u>

Please sign your name: <u>Elaine Matthew</u>

Thank you!
We appreciate your participation.

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If you have any questions after today, please contact us at:

Matthew: Matthewbarron@utexas.edu
Hayeong: chy486v@utexas.edu

Date: 4/29/2019

Please sign your name: Marcie Guillen

Thank you!
We appreciate your participation.

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If you have any questions after today, please contact us at:

Matthew: Matthewbarron@utexas.edu
Hayeong: chy486v@utexas.edu

Date: <u>05/01/2019</u>

Please sign your name: <u>Jeanette Barron</u>

Thank you!
We appreciate your participation.

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Matthew: Matthewbarron@utexas.edu
Hayeong: chy486v@utexas.edu

Date: <u>05/01/2019</u>

Please sign your name: <u>Arthur Guzman</u>

Thank you!
We appreciate your participation.

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If you have any questions after today, please contact us at:

Matthew: Matthewbarron@utexas.edu
Hayeong: chy486v@utexas.edu

Date: <u>05/02/2019</u>

Please sign your name: <u>Jaesung Yoo</u>

Thank you!
We appreciate your participation.