

**Identifying strengths &  
proposing improvement  
of Airbnb booking experience.**

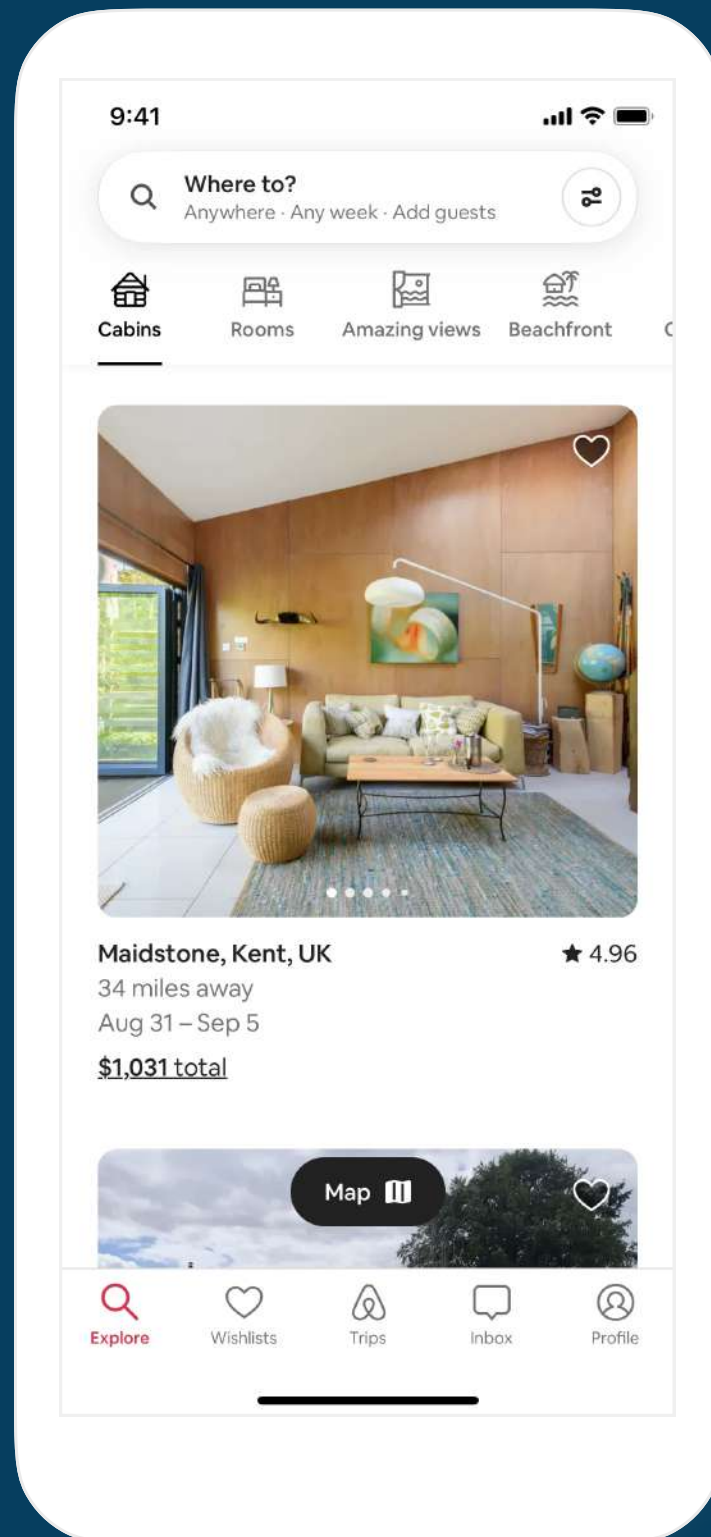
## Airbnb excels in several aspects



### User-Friendly Interface

Its easy for users to search for accommodations, view listings, and make bookings.

#1  
The clean design and clear navigation contribute to a positive user experience.



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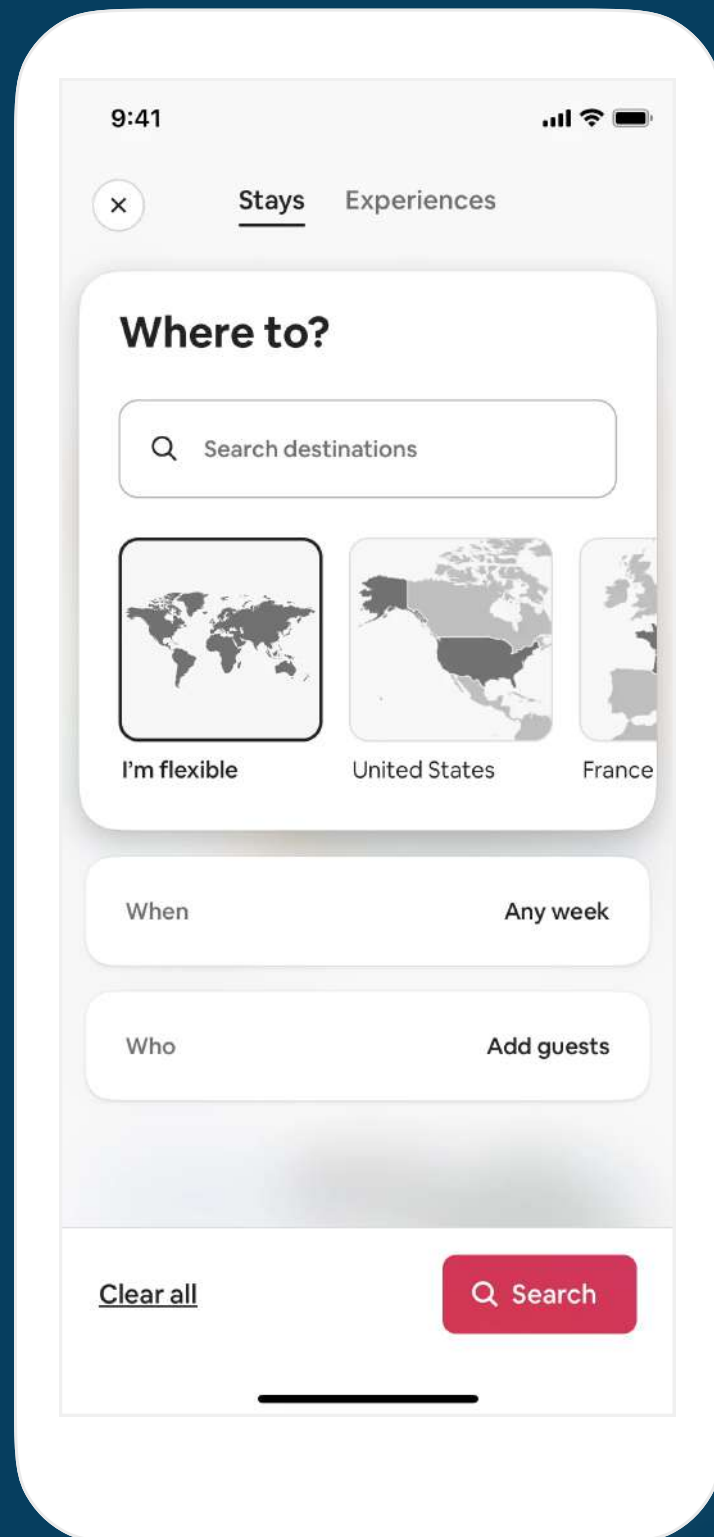
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### Rich Visuals

High-quality images & detailed descriptions of listings, giving users a clear sense of what to expect.



#2  
This visual richness helps  
users make informed  
decisions

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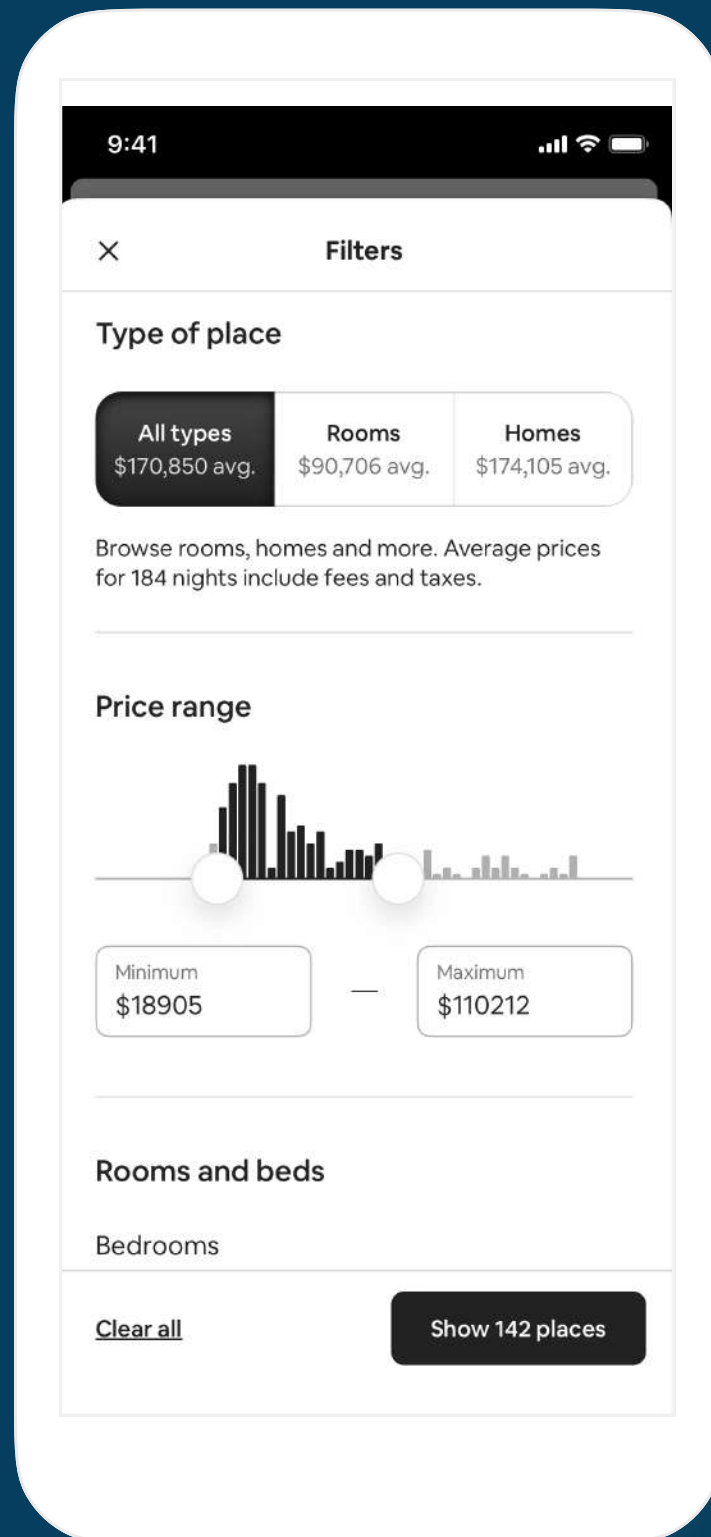
High-quality images & detailed descriptions of listings, giving users a clear sense of what to expect.



### Search filters

Airbnb offers a robust set of search filters, allowing users to refine their searches based on location, price, property type, amenities, and more.

#3  
This flexibility helps users find accommodations that match their preferences.



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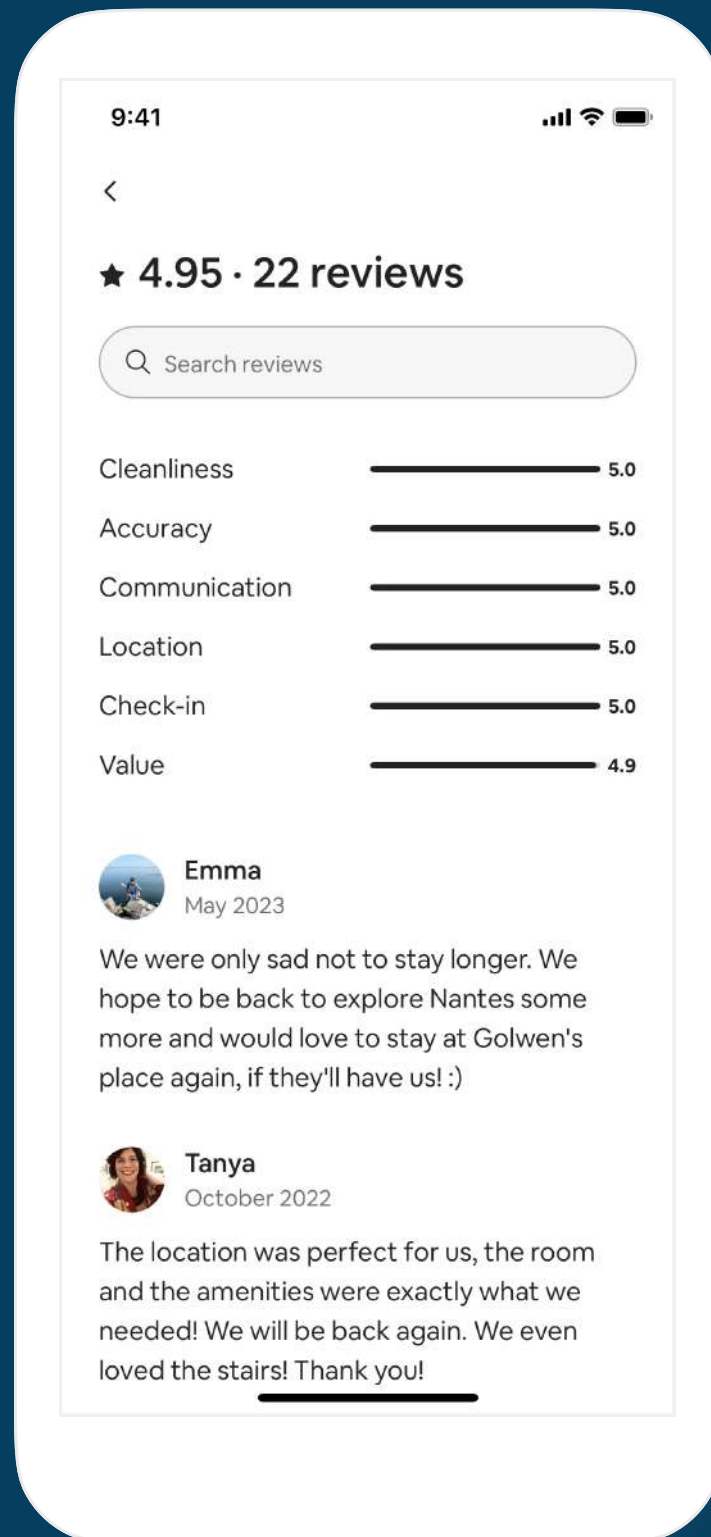
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### User Reviews & Ratings

Airbnb includes user-generated reviews and ratings for properties.

**#4**  
This transparency enables users to read about others' experiences and make more informed choices.



# Areas of improvement

# 1. Location Personalisation

Airbnb has the data required to know the location of the user.

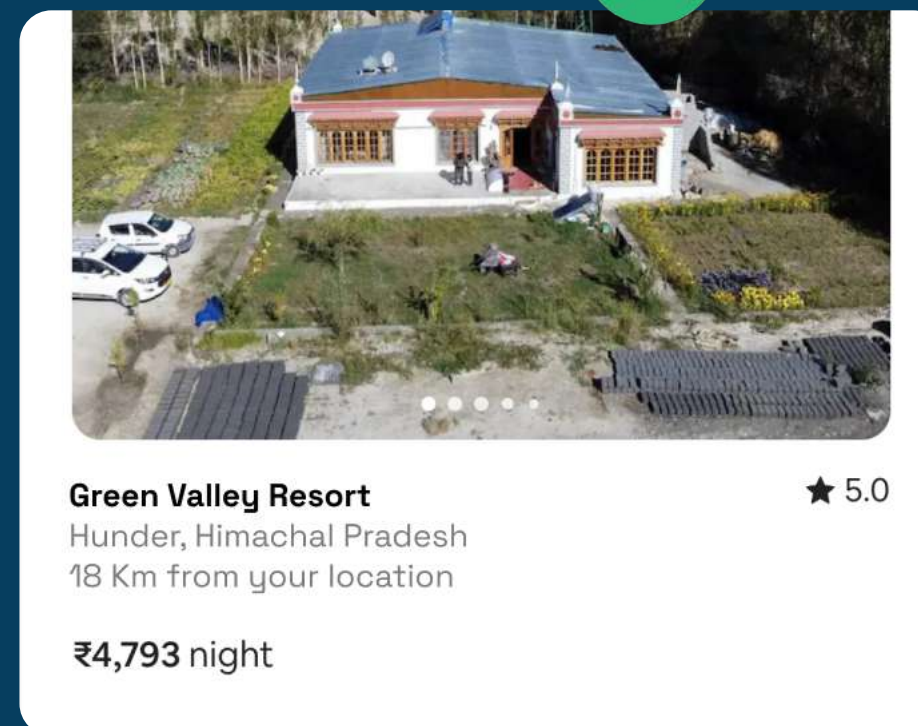
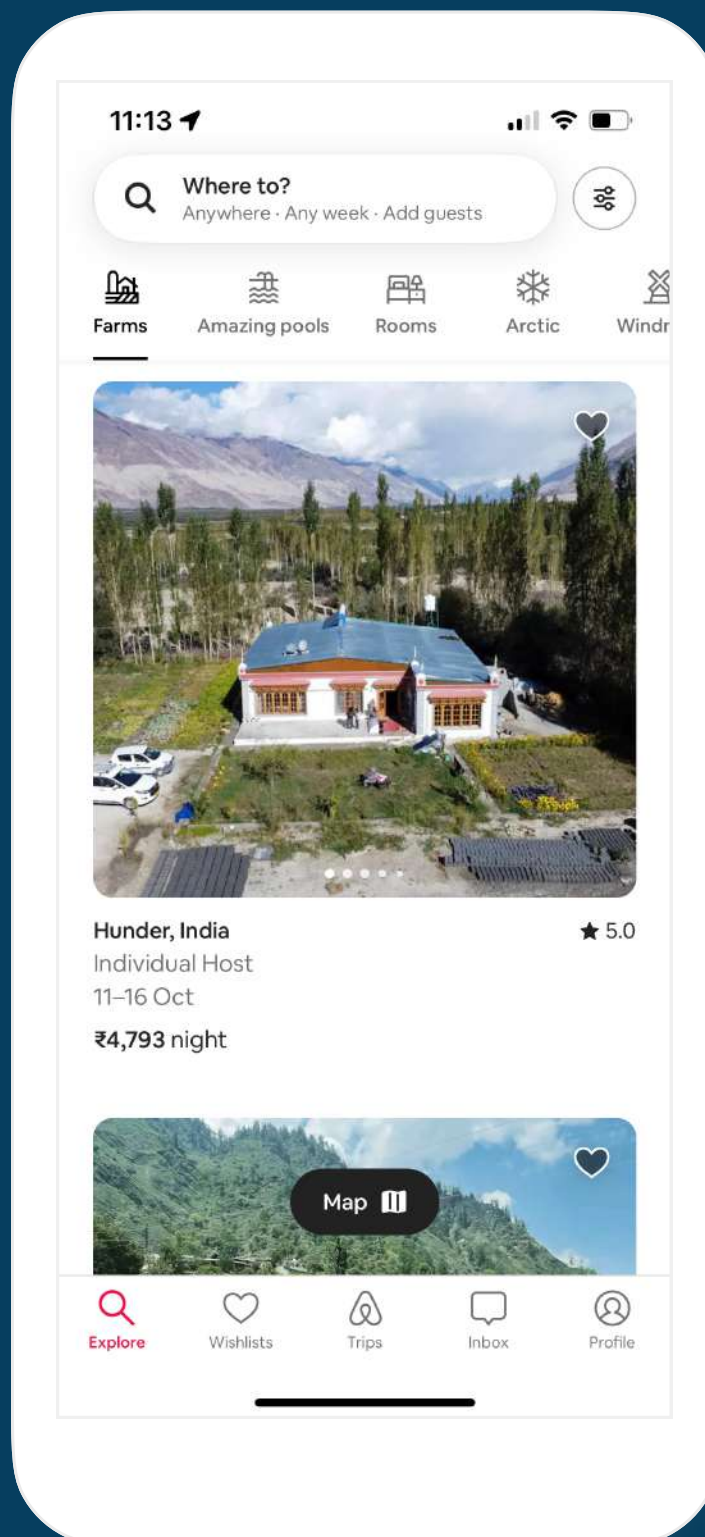
Showing users nearby locations with description instead of random farms would make the app feel more aware of their context. Also, in this discovery phase, giving more information about the place would help in making decision faster.

For example, where is this Hunder place, is the name of the farm or the place?

Research to back this design decision

<https://cxl.com/blog/use-ab-testing-personalization-best-together/>

Corrected design 





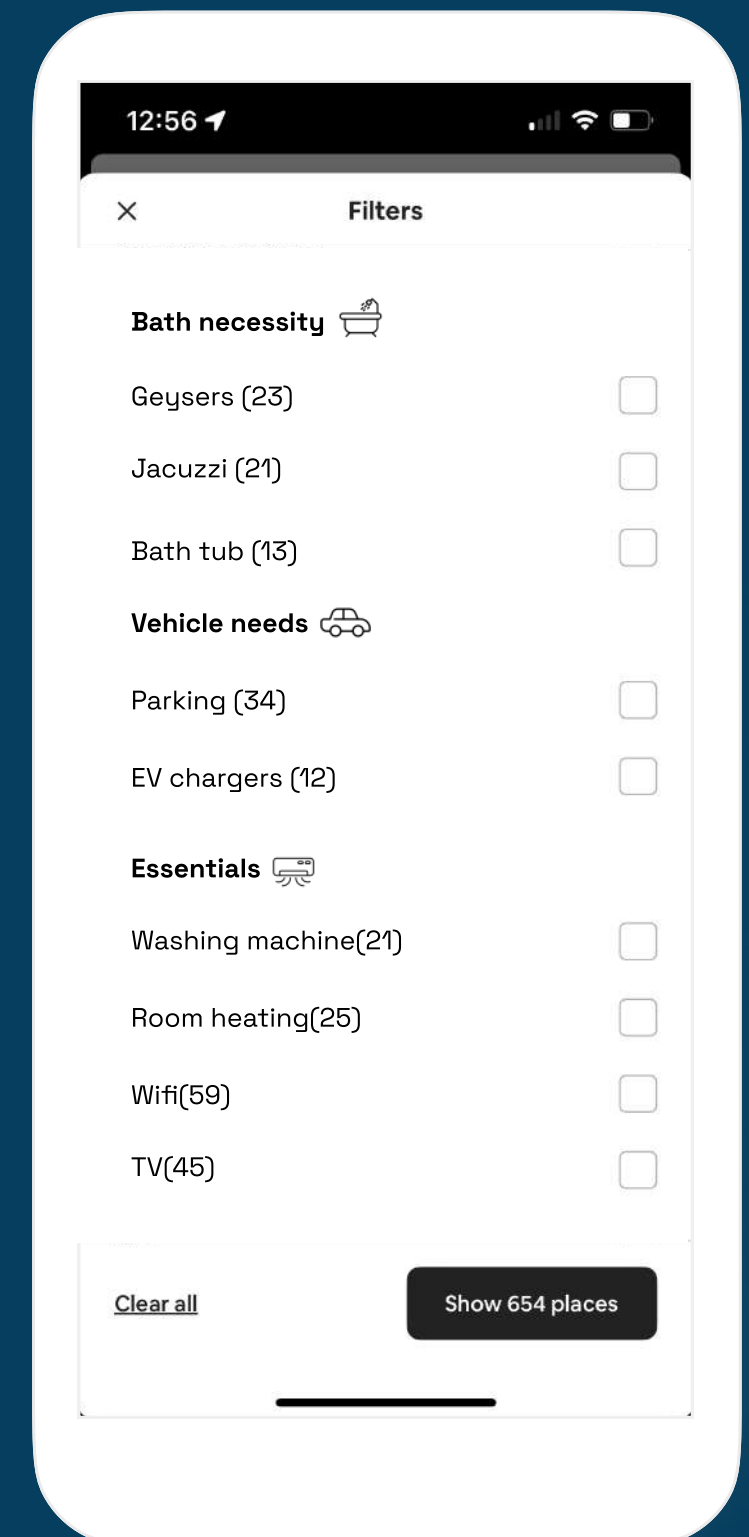
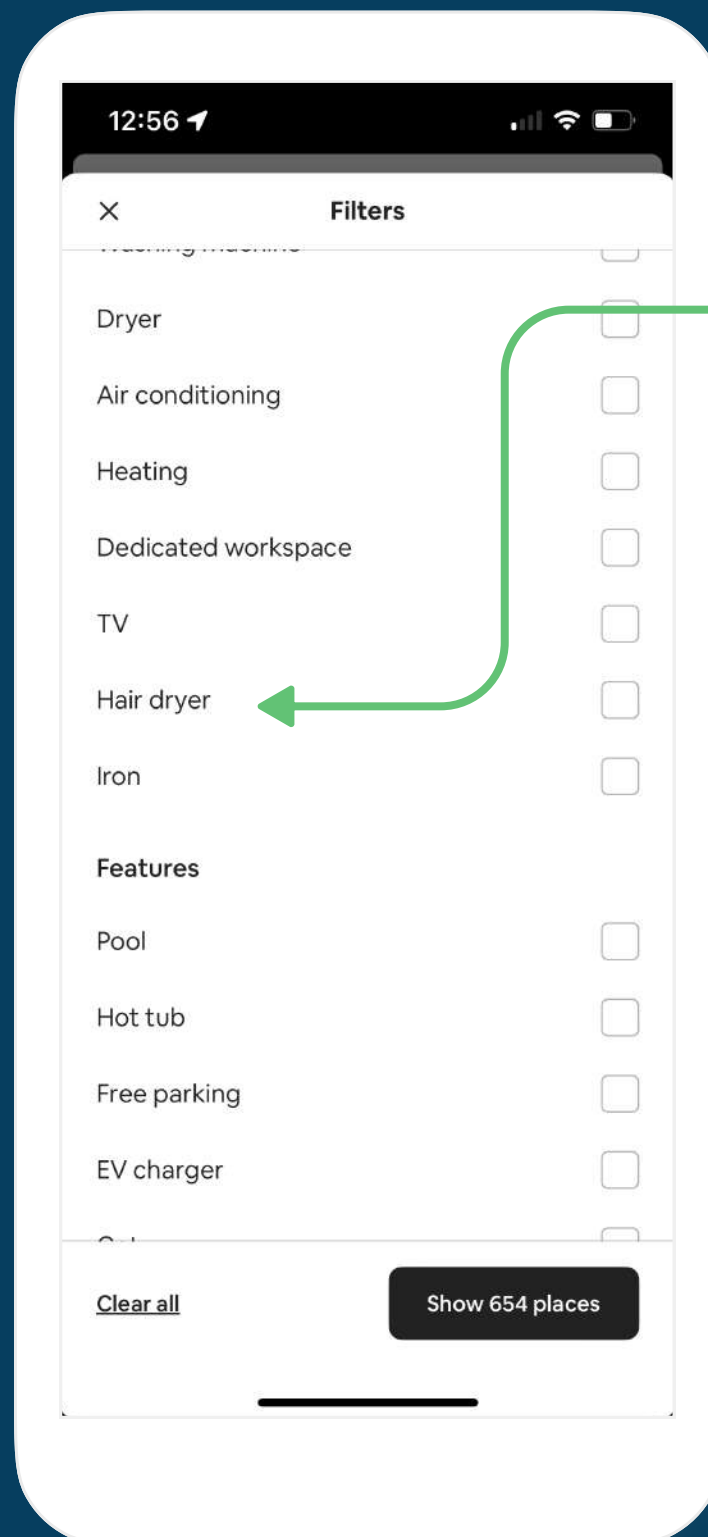
## Corrected design



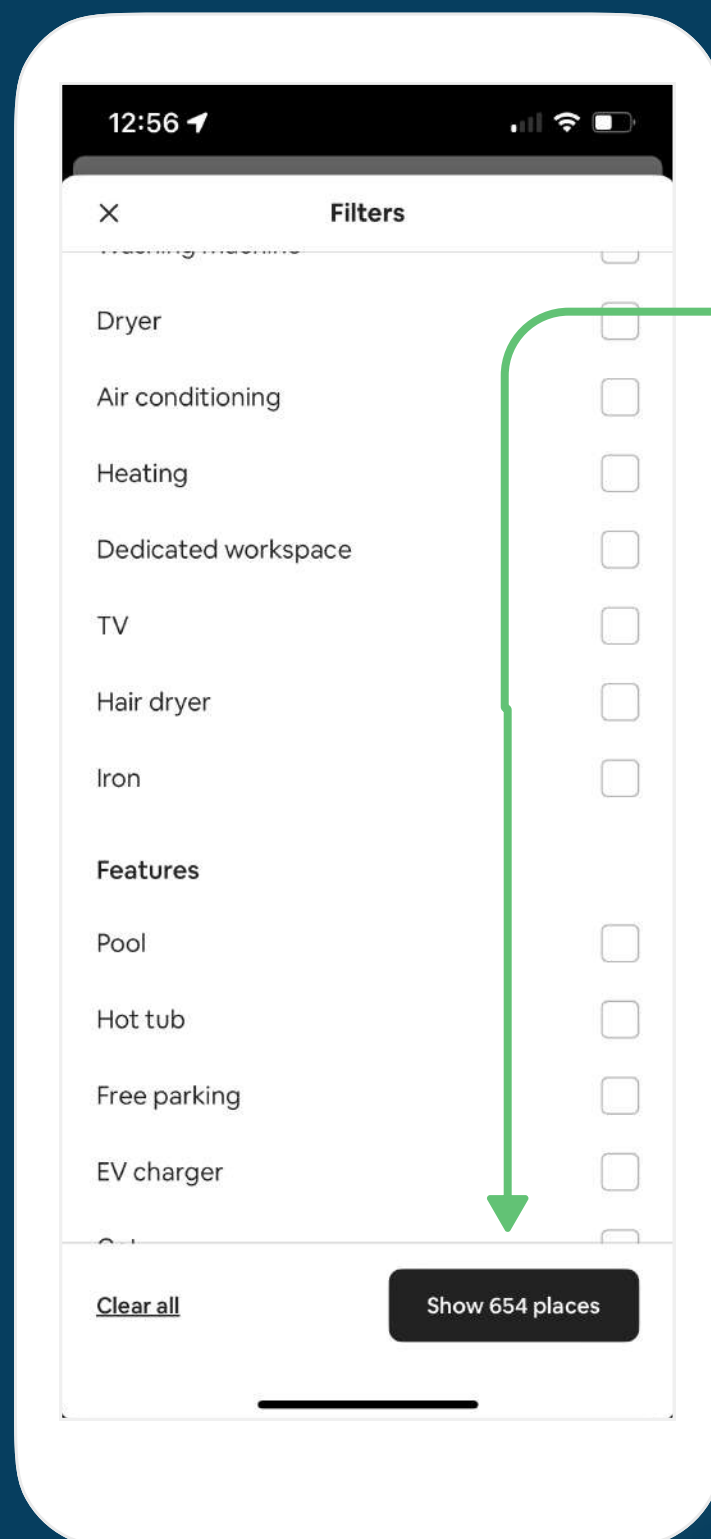
### 2. Social Proof Pitfalls

Giving so many unnecessary filters such as 'Hair Dryer' makes the product less personalise, they tend to backfire and make users doubt the overall relevance of the other suggestions. Also too many items leads to cognitive overload and more time in booking the place.

We can categorise the filters and remove the ones which have least usage or clicks by users. Also in brackets the number of properties are mentioned to help make decision and make tradeoffs.







### 3. Customisation Vs Personalisation

Airbnb does not save your preferences across different searches. You have to re-enter the same ones every time and considering the length of their list of filters, that requires a lot of effort while deliberating choosing between the options.

Airbnb can save preferences for the future so that it can anticipate users' needs and automatically show them a relevant experience.

# Summary

## 1 Enhanced User Experience

Personalized recommendations would streamline the booking process and make it more convenient for users. They would be more likely to find accommodations that match their preferences quickly.

## 2 Increased Engagement

Users who receive personalized recommendations may engage with the app more frequently, leading to increased bookings and user loyalty.

## 3 Competitive Advantage

Personalization can set Airbnb apart from competitors and demonstrate the platform's commitment to providing a unique and tailored experience.

Thank you,  
Radhika Dutt

[www.radhikadutt.com](http://www.radhikadutt.com)