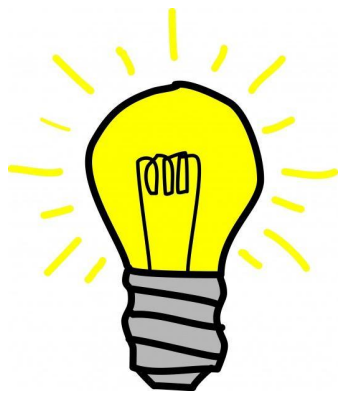
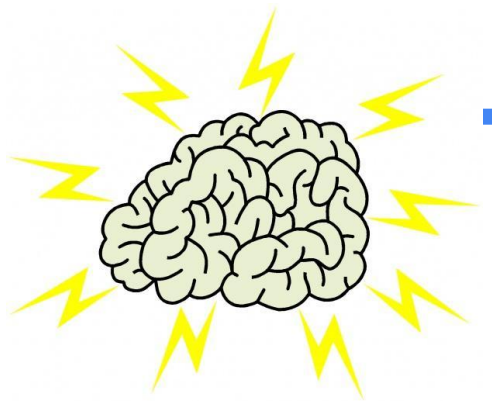


airbnb

ONBOARDING TEARDOWN



Aha Moments



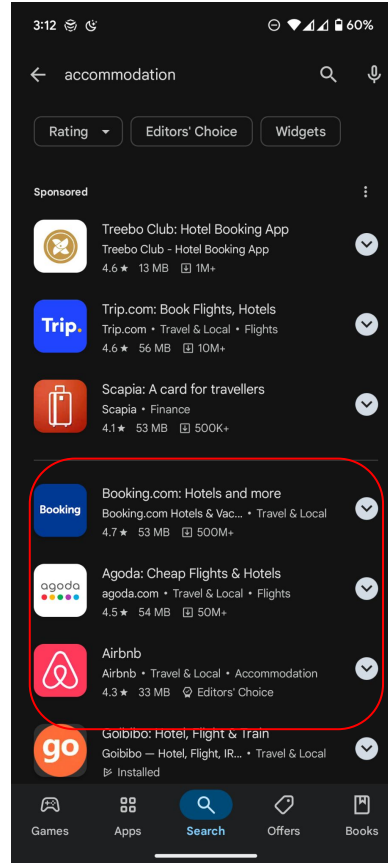
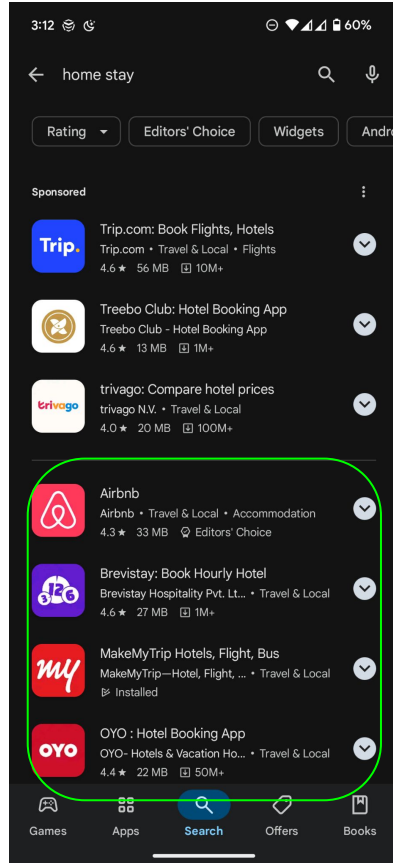
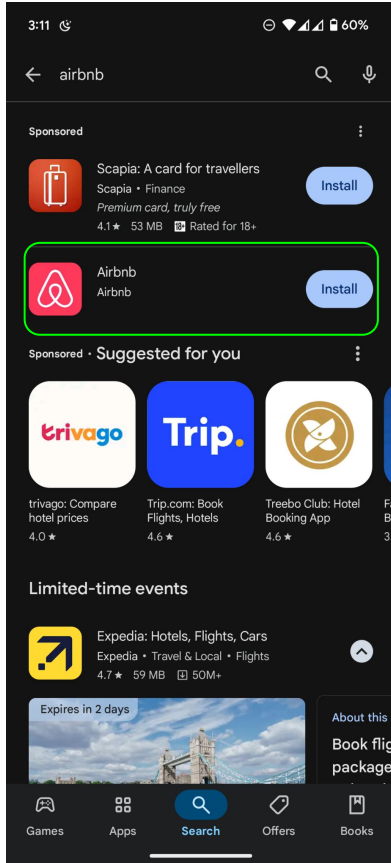
Cognitive Bias

What is working out!

What is not working out?

What could be improved!?

Play Store - Search Results

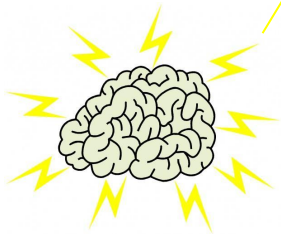
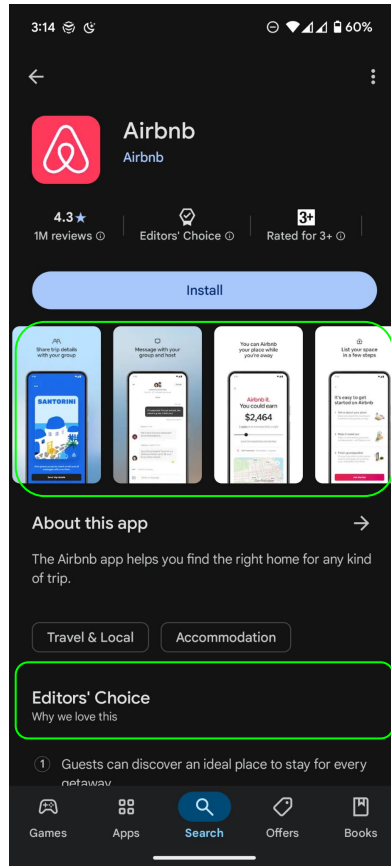
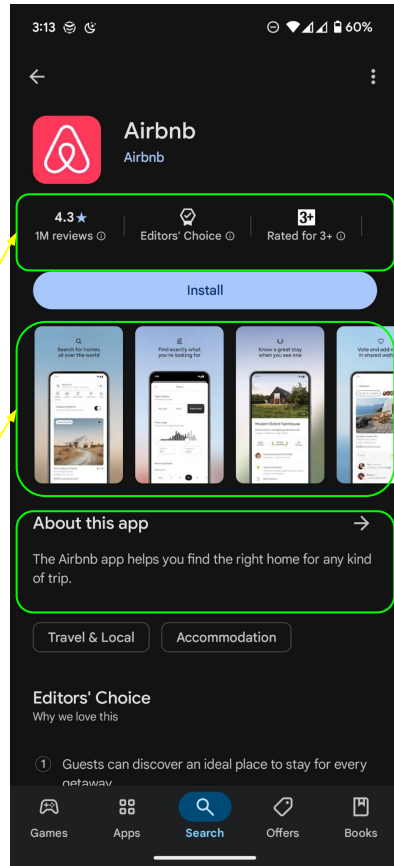


1. Airbnb is showing up in the top search for Airbnb keyword
2. For “Home stay” related keywords it shops at the top among other suggestions

1. For “Accommodation” related searches it shows at 3rd place, when they already have the accommodation tag in their description

1. Can refine on the Ad and suggestion keyword in the app/play stores

Play Store - Airbnb Page



1. Social Proof
2. Priming

1. 4.3 rating with 1M reviews shows the strong hold it has in the space
2. Preview images shows what to expect from the app and it's usage, setting clear expectations.
3. Editor's Choice tag gives more reliability to choose Airbnb over other options.
4. The about section is short and tells you what you can expect.

Signup Page

1. Default country code is in US, instead they could try to identify location from which the user installs and show that country code

3:15

Log in or sign up to Airbnb

Country/Region
United States (+1)

Phone number
+1

We'll call or text you to confirm your number. Standard message and data rates apply.

Continue

1. Primary login option is focused at first and then multiple login options are provided for easy access

or

Continue with Email

Continue with Facebook

Continue with Google

Continue with Apple

3:15

Log in or sign up to Airbnb

Country/Region
United States (+1)

Phone number
+1

We'll call or text you to confirm your number. Standard message and data rates apply.

Allow Airbnb to send you notifications?

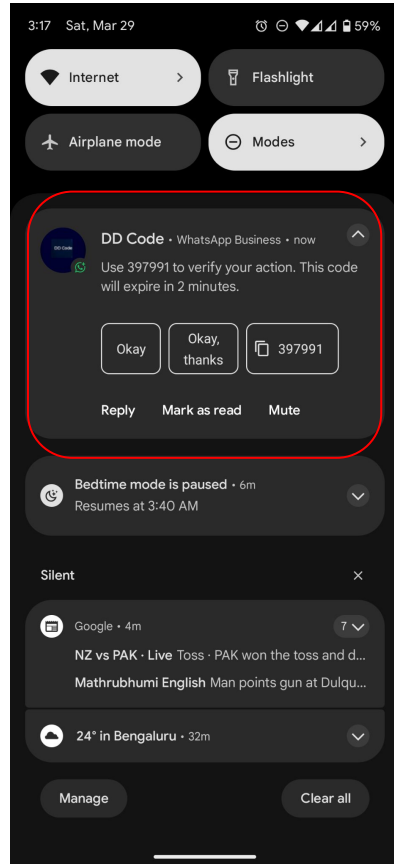
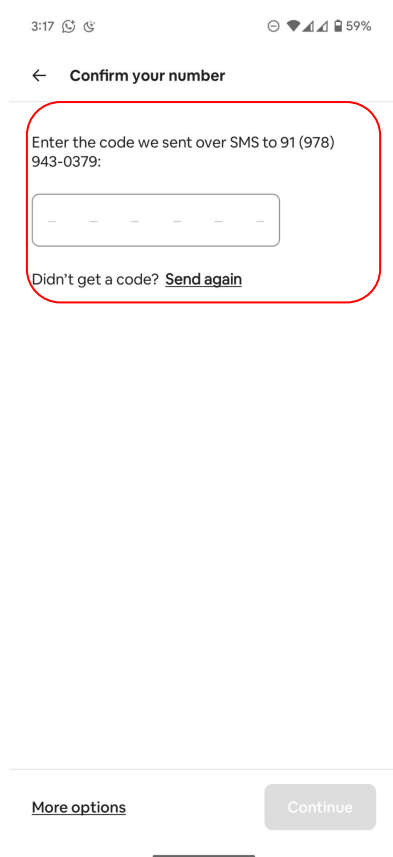
Allow

Don't allow

Continue with Apple

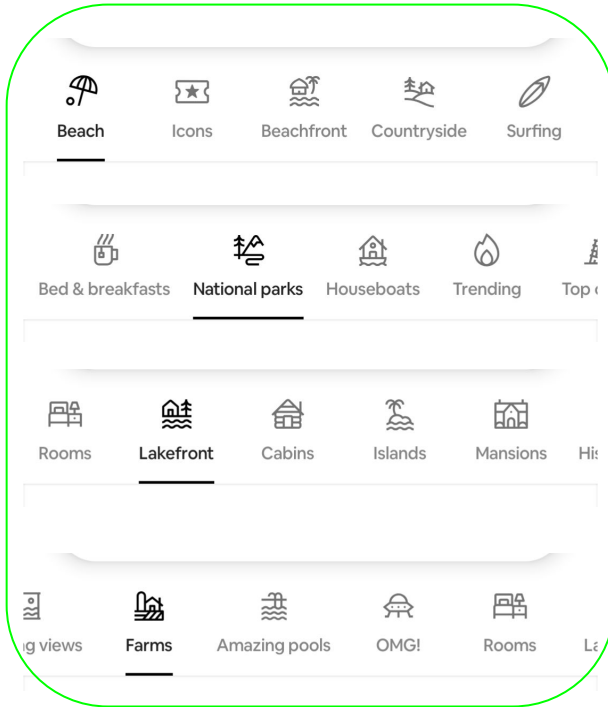
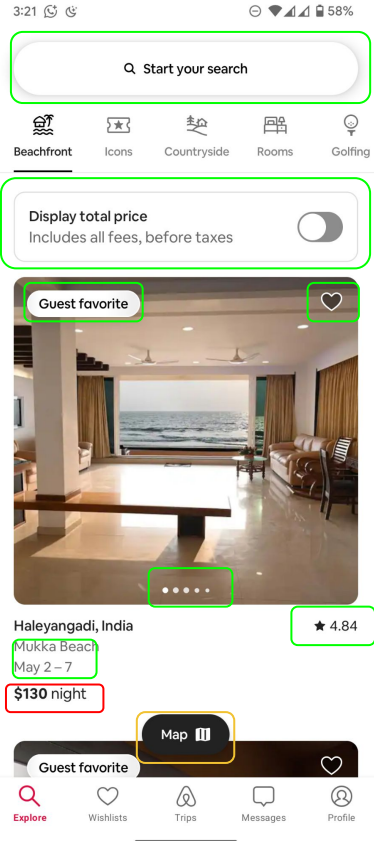
1. The App asks for Notification permission without any context
2. Too much commitment to ask while opening the app for the 1st time

OTP Page



1. OTP needs to be manually filled.
2. OTP is sent from an unknown sender in whatsapp.
3. In case a user doesn't use whatsapp, not sure how they'll receive the OTPs.

1. OTP can be auto filled, which is very common behavior in apps now.



1. Search component is highlighted and easily accessible at the top.
2. All the different destinations are placed at the top as filters.
3. Images are shown upfront clearly, user is able to easily scroll through all the images without going inside the trip details
4. Guest favourite is added to provide social proof

1. Price is shown in Dollars after putting an Indian number for login.

1. Map button is shown but without any context on what to expect from clicking on it, the text can be changed into "Map View" for better understanding.

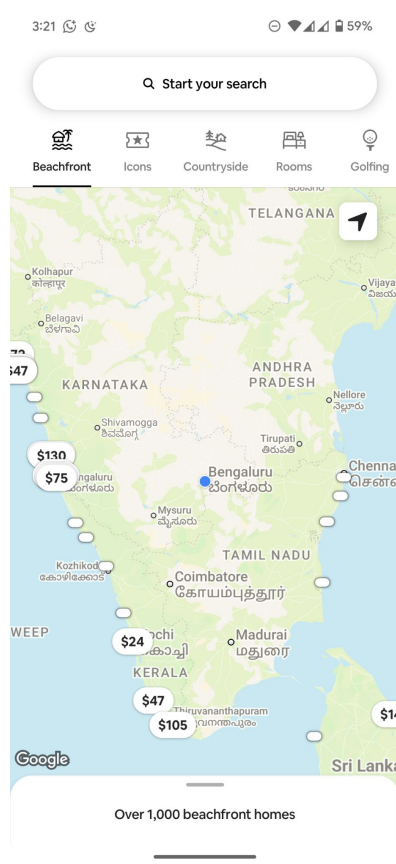
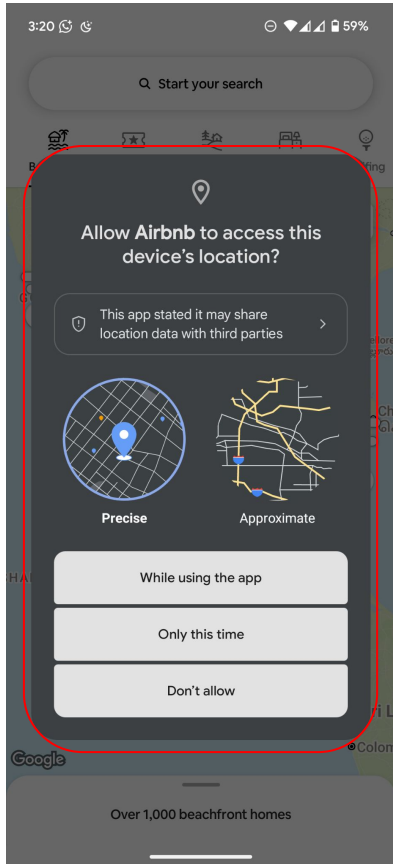


Display total price makes sure that what you see is what you get without any hidden charges



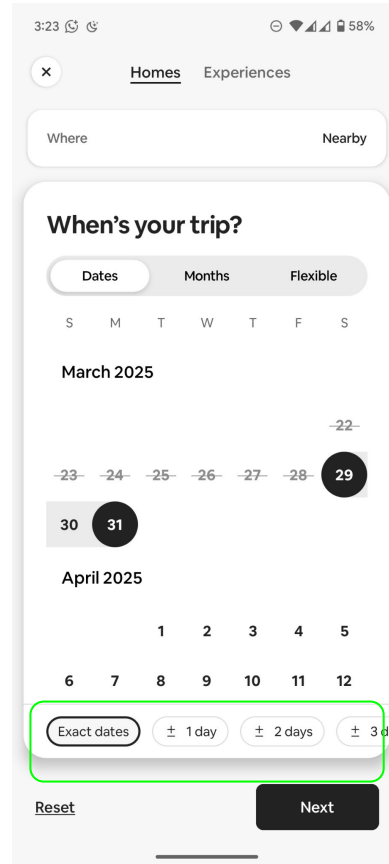
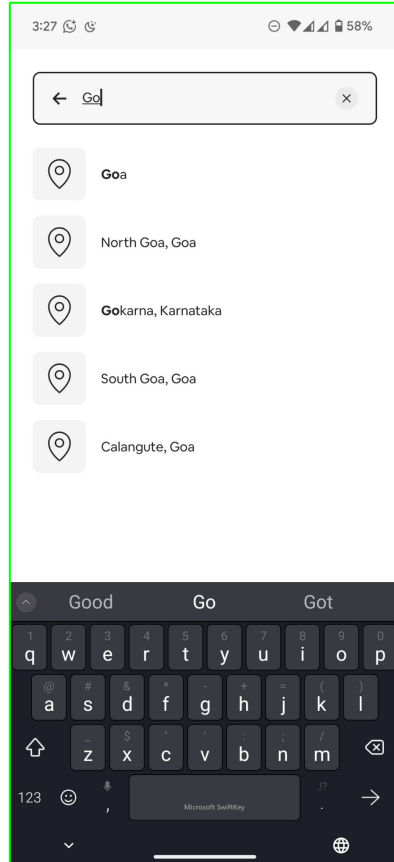
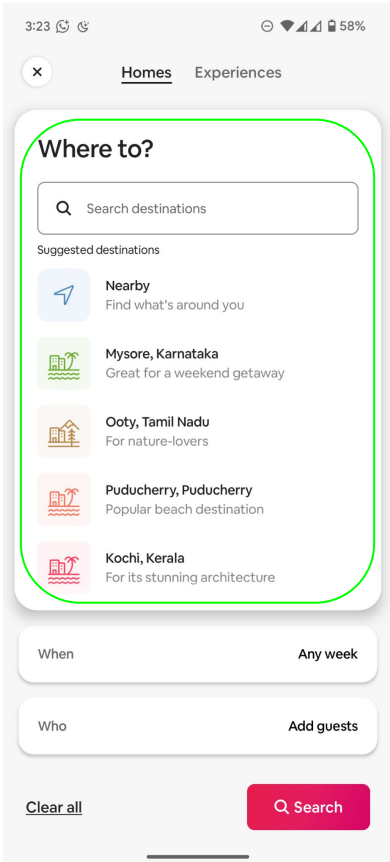
Guest favourites give a social proof for the stay

Map view



1. They could've mentioned they need the permission instead of assuming user's would know
2. It states the location data may be shared with other third party app or services
3. Still showing the price in dollars throughout the app

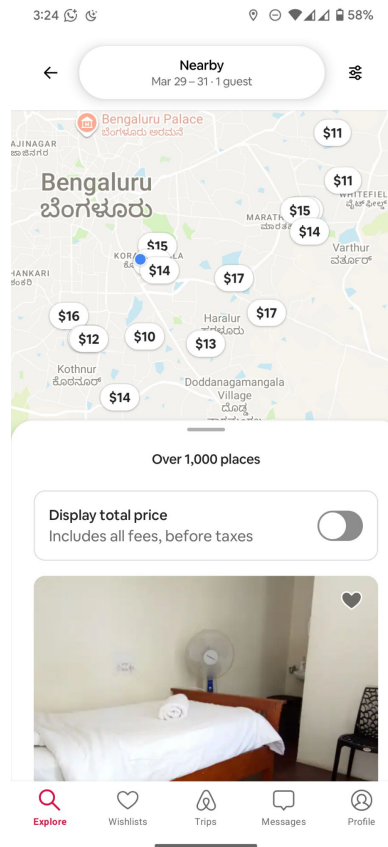
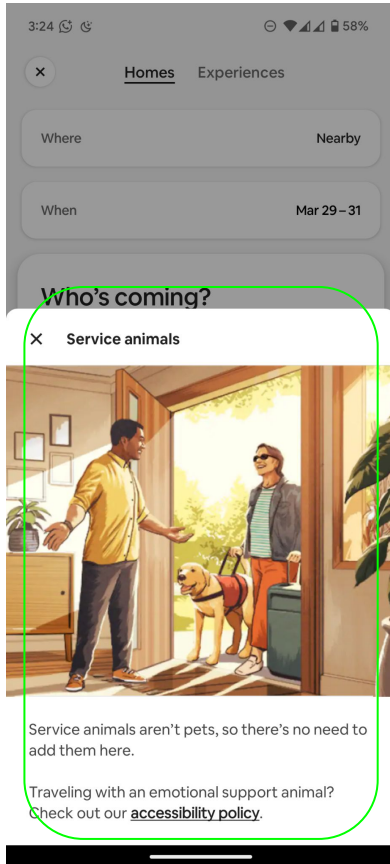
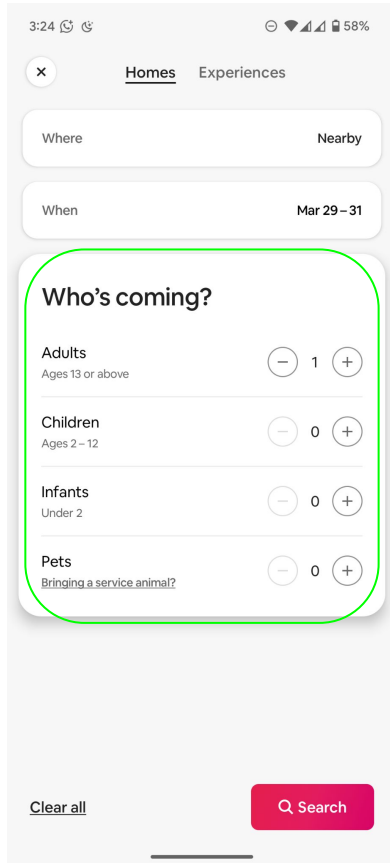
Search destination - Where & When



1. Recommendations for search
2. Search UI needs clean and does what is required of it
3. Shortcuts for quick date selection

Cognitive Bias:
Progressive Disclosure

Search Destination - Who

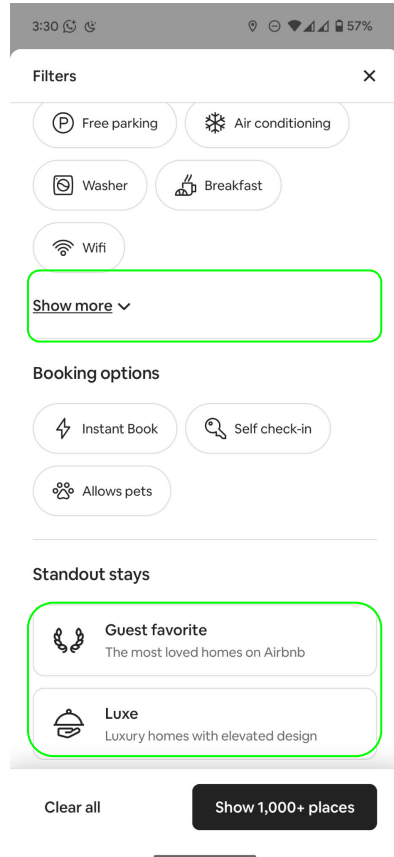
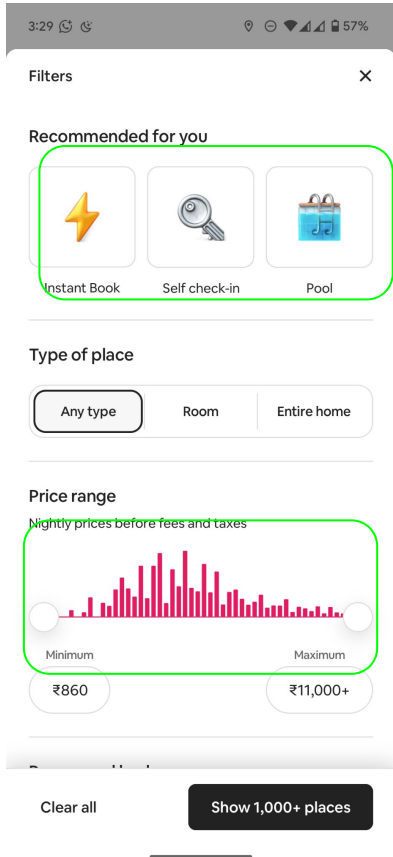


1. Easy fields to enter the number of people traveling
2. Extra Field if people travel with their pets
3. Special service animal field and an information section in the form of bottom sheet to provide clarity on the use case, shows inclusivity

Cognitive Bias:

1. Progressive Disclosure
2. Aesthetic-usability effect

Search Filters

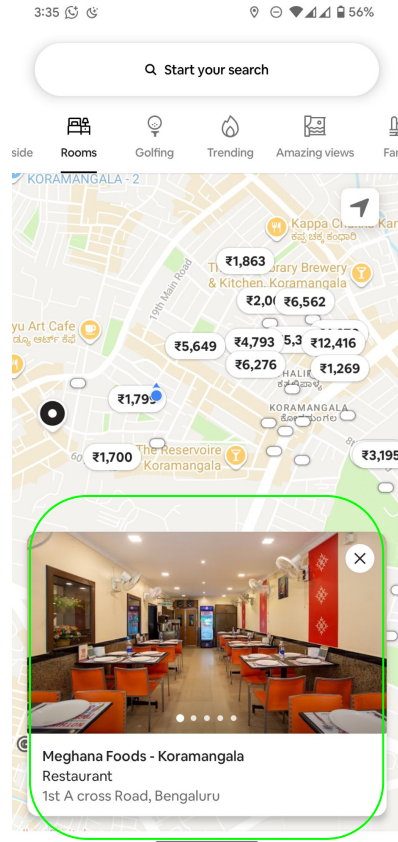
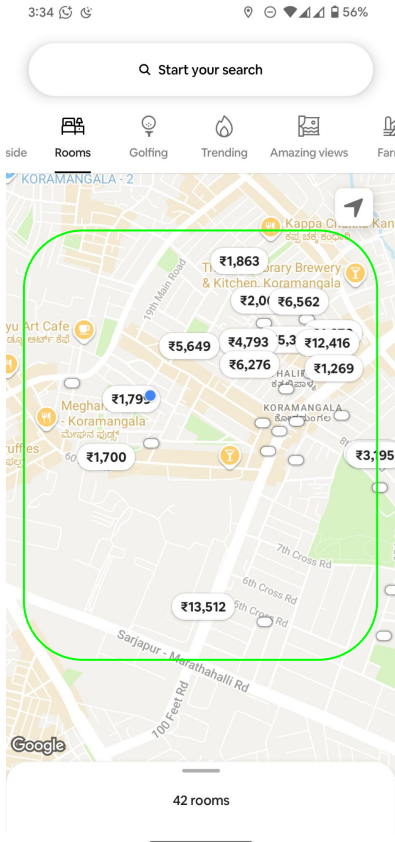


1. Most used features are shown at the top for easy access
2. Easy to use layout by splitting filters into smaller chunks
3. Allows user to willingly go through more filter options

Cognitive Bias:

1. Social Proof
2. Reduce Decision Fatigue bias

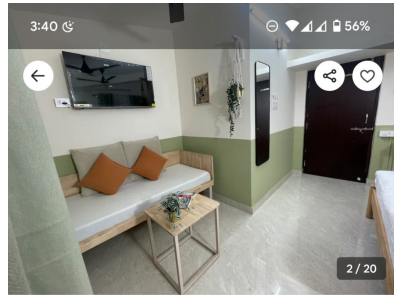
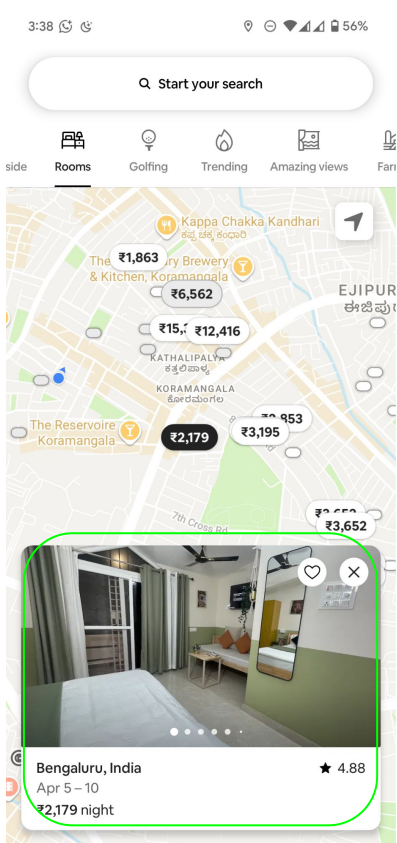
Search results



1. Stated showing price in Rupee
2. Based on the location shows all the available options in terms of price first and upon clicking shows all the details.
3. Shows nearby places to explore along with results inside the app itself, so the user doesn't have to go and check in another app for places to visit near the stay

1. Social Proof - Could've pulled the rating of these places from google to ease users to make a decision.

Search Results and Stay Details



Comfy Room with AC and Balcony in Koramangala

Room in Bengaluru, India
1 queen bed · Private attached bathroom
★ 4.88 · 32 reviews

Hosted by Kunal
Superhost · 6 years hosting

Room in a townhouse
Your own room in a home, plus access to shared spaces.

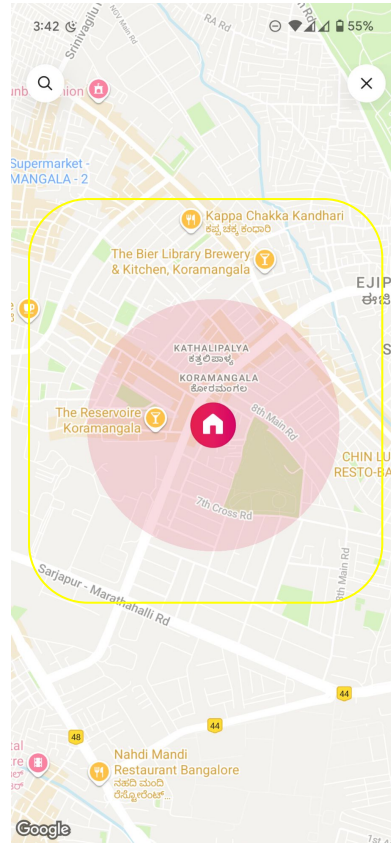
30-min drive to Bannerghatta National Park
This home is near the national park.

Peace and quiet

₹2,460 ~~₹2,179~~ night

Apr 5 - 10

Reserve



1. Images are shown upfront on the stays
2. Catchy titles are given for the stays
3. Slashed price shows they're getting the stay at a better deal
4. Provides credibility of the host by showing how long he has been doing this,

1. Exact location and Address isn't shown on the app until the booking is made, which might, makes it difficult for few users to finalize the stay

Cognitive Bias:

1. Social Proof
2. Anchoring Bias

Stay Details

3:41 56%

What this place offers

- Lock on bedroom door
- Wifi
- Dedicated workspace
- TV
- Air conditioning
- Carbon monoxide alarm
- Smoke alarm

Show all 11 amenities

3:41 56%

★ 4.88 · 32 reviews

★★★★ - 2 weeks ago
It's nice place to stay very homely vibe

Good

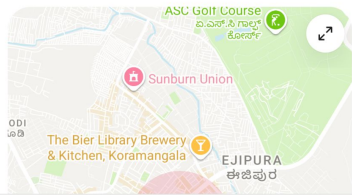
Zaiba
7 years on Airbnb

Show all 32 reviews

[Learn how reviews work](#)

Where you'll be


Bengaluru, Karnataka, India



₹2,460 ₹2,179 night
Apr 5 - 10

Reserve

Meet your host

 665 Reviews

Kunal
Superhost

4.71 ★
Rating

6
Years hosting

₹2,460 ₹2,179 night
Apr 5 - 10

Reserve

3:42 55%

- Born in the 80s
- Where I went to school: CA, SRCC
- Speaks English and Hindi
- I'm obsessed with: good food
- Lives in India

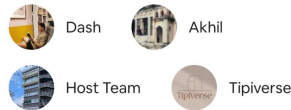
Hi looking to explore food & architecture

[Show more >](#)

Kunal is a Superhost

Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

Co-hosts



Host details

Response rate: 100%
Responds within an hour

Message host

₹2,460 ₹2,179 night
Apr 5 - 10

Reserve

1. All the provided amenities are shown at the front providing clear communication
2. Reviews of people who previously stayed is also available.
3. Info about the host is provided

1. Details of the host is placed multiple times create confusion

Policy and Rules

3:41

55%



Cancellation policy

Make sure you're comfortable with this Host's policy. In rare cases, you may be eligible for a refund outside of this policy under Airbnb's [Major Disruptive Events Policy](#).

Before

Mar 31
2:00 PM

Full refund

Get back 100% of what you paid.

Before

Apr 5
2:00 PM

Partial refund

Get back 50% of every night but the first one. No refund of the first night or the service fee.

Cleaning fees are refunded if you cancel before check-in.

[Learn more about cancellation policies](#)

3:41

55%



House rules

You'll be staying in someone's home, so please treat it with care and respect.

Checking in and out



Check-in: 2:00 PM - 12:00 AM



Checkout before 10:00 AM

During your stay



3 guests maximum



No pets



No parties or events



Additional rules

No outside guests are allowed on the premises post 9 pm. No parties/gatherings allowed. No Loud music. No Pets allowed. Guest need to clean the dishes on their own after using them.

...

1. Cancellation Policy provide flexibility to the user to be informed of the refund and canceling the stay if needed.
2. Rules are provided upfront to make sure the user;s know what they can expect after booking the stay

Checkout

3:43 55%

Confirm and pay



Comfy Room with AC and Balcony in Koramangala
Room in townhouse
★ 4.88 (32) · Superhost

Free cancellation before Mar 31. Get a full refund if you change your mind.

Your trip

Dates [Edit](#)

Apr 5 – 10

Guests [Edit](#)

1 guest

Price details

₹2,179.00 x 5 nights ₹10,895.00

Taxes ₹1,307.40

Total (INR) ₹12,202.40

[More info](#)

Pay with

UPI

[Edit](#)

3:43 55%

Price details

₹2,179.00 x 5 nights ₹10,895.00

Taxes ₹1,307.40

Total (INR) ₹12,202.40

[More info](#)

Pay with

UPI [Edit](#)

UPI ID

Ex. yourusername@bank. [Learn more](#)

Cancellation policy

Free cancellation before Mar 31. Cancel before check-in on Apr 5 for a partial refund. [Learn more](#)

By selecting the button below, I agree to the [Host's House Rules](#), [Ground rules for guests](#), [Airbnb's Rebooking and Refund Policy](#), and that Airbnb can charge my payment method if I'm responsible for damage.

Confirm and pay

3:43 55%

Price details

₹2,179.00 x 5 nights ₹10,895.00

Taxes ₹1,307.40

Total (INR) ₹12,202.40

[More info](#)

Pay with

UPI [Edit](#)

UPI ID

Ex. yourusername@bank. [Learn more](#)

Pay with

UPI ✓

ADD PAYMENT METHOD

Credit or debit card

Net Banking

1. Allowing the user to check and edit the stay at the last minute is an added advantage.
2. Showing the upi as default payment mode provide easy access.
3. Cancellation policy is shown on last time before making the payment

Cognitive Bias:

1. Progressive Disclosure

Booking details

3:45

55%



Your reservation is pending

You can check your reservation status in 15 minutes once we get payment confirmation.



Check-in

Sat, Apr 5
2:00 PM

Checkout

Thu, Apr 10
10:00 AM

Show listing

Reservation details

Who's coming

3:45

55%



Top-rated Experiences



★ 4.98 (93) · Bengaluru
Street Food Tour and
Visit to the local Market in...
From ₹3,333 / person



★ 4.98 (48) · Bengaluru
Culture walk
From ₹3,300 / person

Hosted by Kunal



About your host

Hi looking to explore food & architecture

[Show more](#)

Co-hosts

Dash, Akhil, Host Team, Ti...



1. You get to see the result of all the work you've put into the booking here
2. It shows all the thing that you can experience nearby from the stay in the Trip details itself, so you can plan accordingly.

Experiences Page

3:48 54%

3:48 54%

3:48 54%

Filters

Activity type

- Art and culture
- Entertainment
- Food and drink

[Show more](#) ▾

Price range

The average price of an experience is ₹237,039.

Minimum ₹85 — Maximum ₹8,569+

Language offered

- English
- French
- German

Clear all

From ₹3,300 / person

Show all prices

Book

Show 5 results

3:49 54%

What you'll do

Walking through Halasuru, one of the oldest area of Bengaluru is a journey through the pre and post colonial changes in the city. We will make our way through the temple, markets, spiritual centres that are of great importance in shaping this area. The stories of the early settlers of the area, a visit to the rare silent spaces of the city showcases one of the cultural areas of Bengaluru.

What's included

- Drinks

Accessibility

Access providers

Free admission for people assisting guests with disabilities

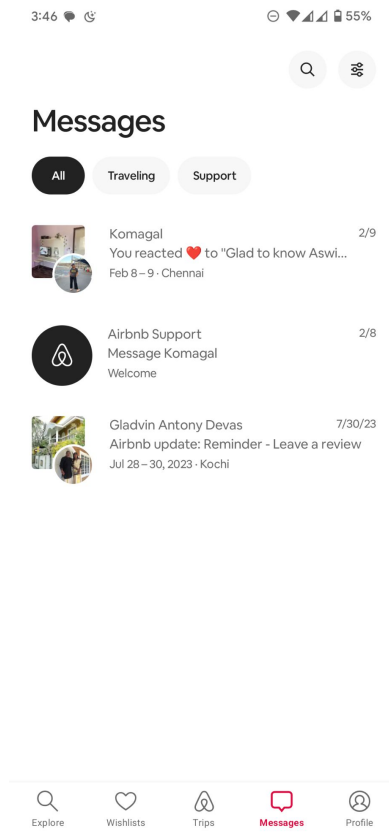
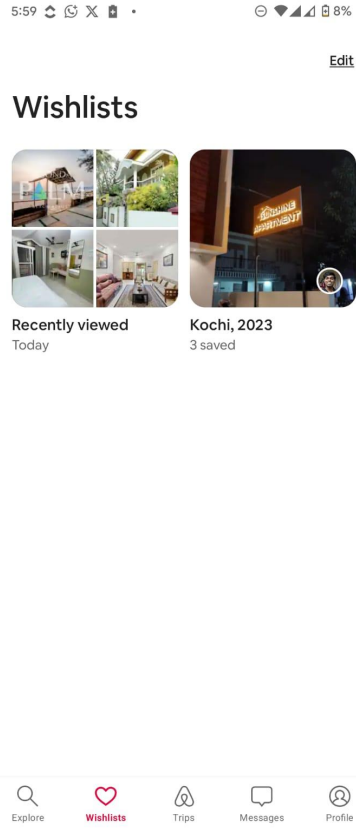
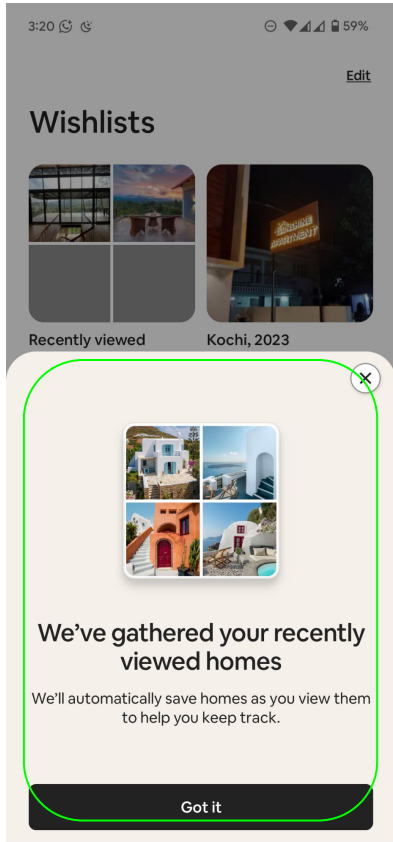
From ₹3,300 / person

Show all prices

Book

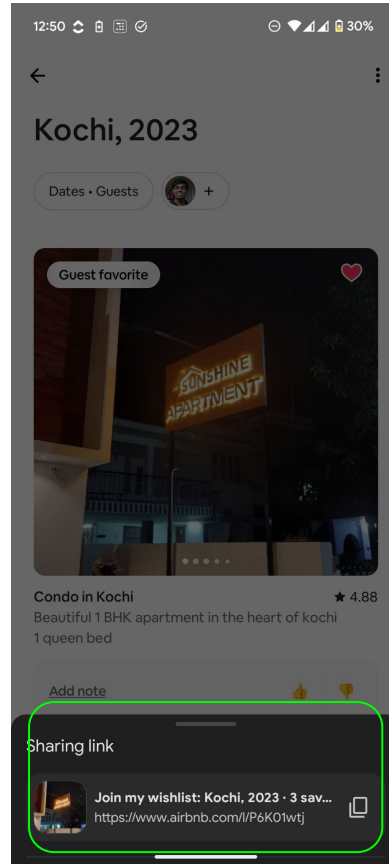
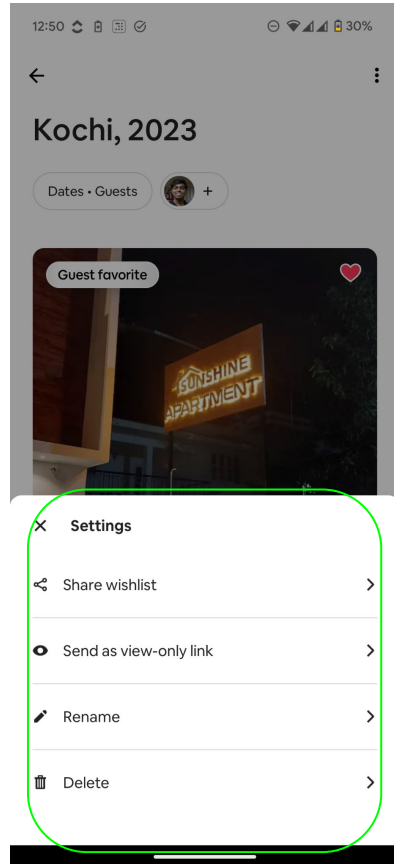
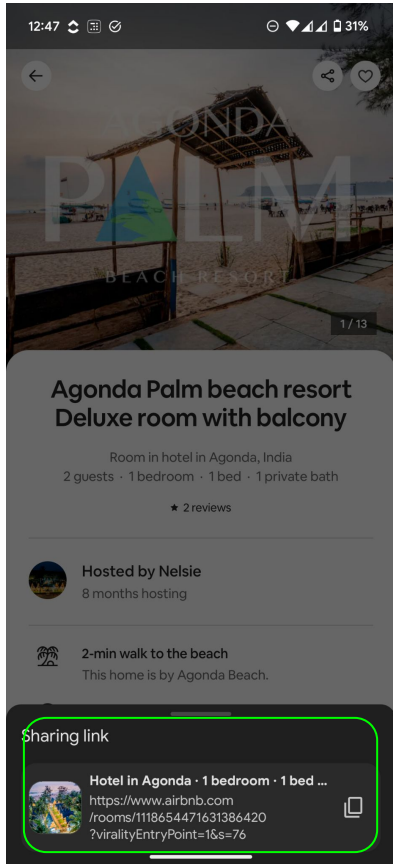
1. This looks like a new feature from airbnb which goes deep into a travel catering for things more than just stay.
2. Filters to check what you want to experience

Wishlist and Messages



1. Curated list of all the searches and wishlist i've made is placed in a single place.

Wishlist and Sharing



1. Allows you to share the trip details and plan the whole trip along with friends and family.

That's all Folks!!

