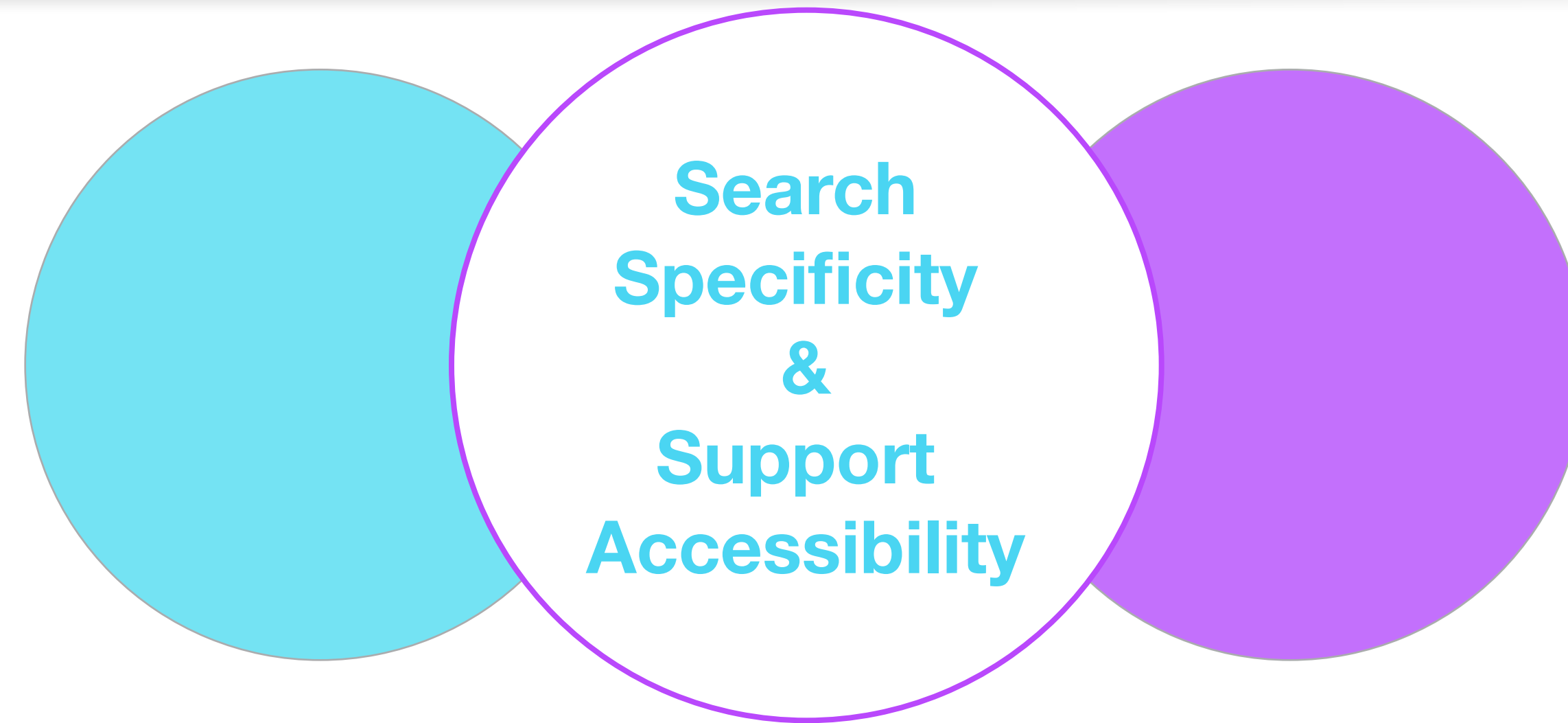




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User Experience Analysis & Proposal

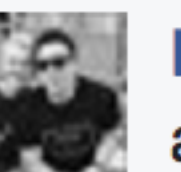
# UX Pain Points

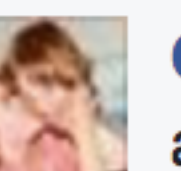



Based on user experience research and a small guerilla usability test, I've identified two main pain points within the UX of the Airbnb app. The first being support accessibility, where users experience a certain difficulty in communicating with the help and support team. The second is the ability to refine search options and find specific requirements when looking for an Airbnb home or experience.

# Search Specificity UX - Examples


 **Will Stensrud** I COMPLETELY agree with the need for keyword search. We are looking for places in Italy with a crib for our 7 months old baby. I told my wife this should be easy, just search for the keyword "crib". She told me there was not keyword search and she had to go through manually reading one listing after another to see if anyone had a crib available. I couldn't believe the keyword search was gone until I just checked it myself. We still haven't found a place that is suitable because of this very annoying change. This is just one (very good!) example of the need for keywords. I'm sure there are countless other examples for the need to access keyword information. Please change it back quickly.

 **Michaela Drake** I am having major issues as was about to make 3 bookings and now I can't find the properties as I was using the keyword search to find them? Also can you let them know maybe to remove the tickbox for amenity 'first aid kit' and replace with something like Terrace or Outdoor Space which would be so much more helpful!


 **Gary Rosen** It's some sort of directive which has nothing to do with "usability" and everything to do with some corporate directive. Its a tax on users to satisfy some unknown preference that airbnb has come up with -- perhaps encouraging more time on site.


 **Adam Ramadan** I have to admit I've had to use other competitors because of the lack of a keyword filter through Airbnb which I think is an integral part of booking ESPECIALLY when you're going to a strangers home.


 **Antony Stubbs** What was the reasoning for removing it? I can't search for "beachfront" anymore, or "large"...

 **L J R** @Earl\_GreyT · Jan 7  
Replying to @PKIdn  
No need. Just use the **KeyWord search** option - Oh, wait, **Airbnb** removed that option in August 2015.

 **ak\_NYC** @KillaKal · Feb 28  
Hi. is there anyway to **search** for experiences by destination or **keyword** like "fishing" "national parks" etc.? @AirbnbHelp @Airbnb

 **Dane Horvath** @danehorvath · Mar 14  
I love @Airbnb but I wish they had a **keyword search**! It takes forever going through every listing

 **Jacob Reser** You lost my business by removing keyword search and giving no reason for it. Now why don't you forward this to your software engineers and let them throw this comment in the trash like all the rest of the previous comments. Don't care what the customer wants? I'm sure your competition appreciates your stupidity

 **Gary Rosen** Hey, why in the world would you remove your keyword search? How in the world is removing a functionality "improving the experience" for customers? How is removing the keyword search "always trying to improve the way our website works"?

# Guerilla Usability Testing

## Goal

The goal of the test was to determine UX pain points within the Airbnb app in terms of search specificity. I wanted to see how easy or difficult it was to find a place to stay that has a certain feature that the customer wanted.

## Task

The task given to users was to find a home with a very specific feature. An example scenario included, “You are going to Paris in a couple of months and would like to find a home with a balcony.” Users were asked to find various places, each with a different amenity (e.g. fireplace, pool, bunk bed, etc).

# Guerilla Usability Testing

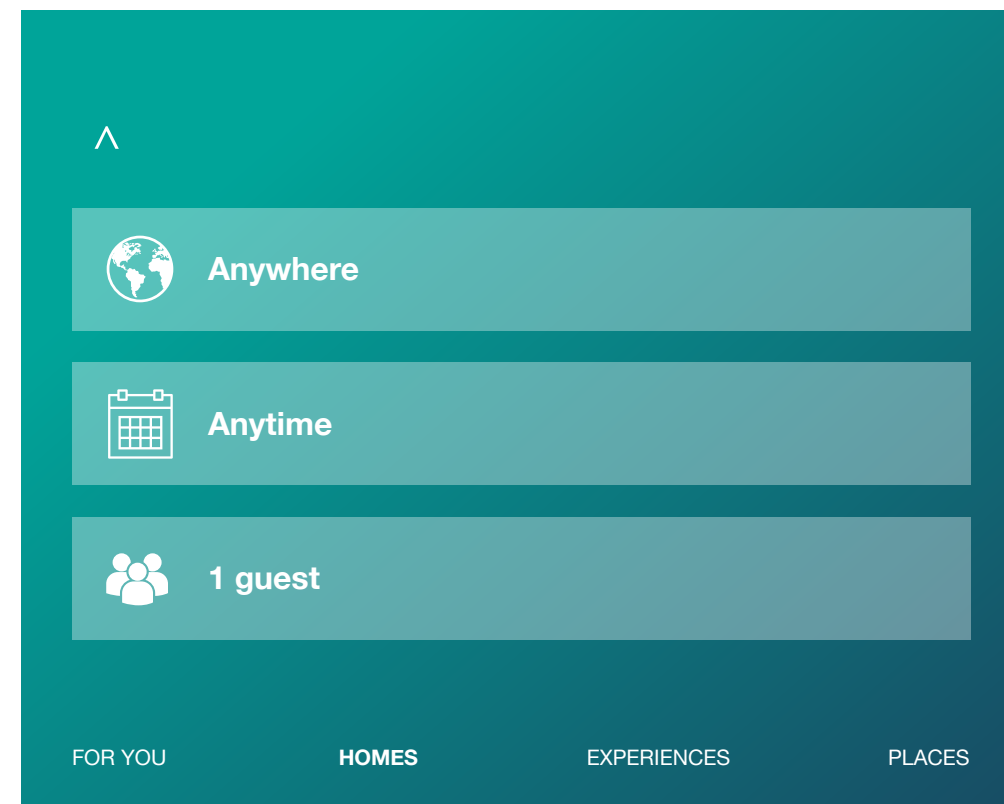
## Feedback & Results

A common theme amongst the users was that they felt the search process was long and tedious, because they had to skim through all of the descriptions and pictures of all the listings after putting the location as Paris, in order to see if it contained a balcony. When searching for amenities like a pool or an elevator, users found it relatively easy to find a place since those are included in the filter feature.

## Solution

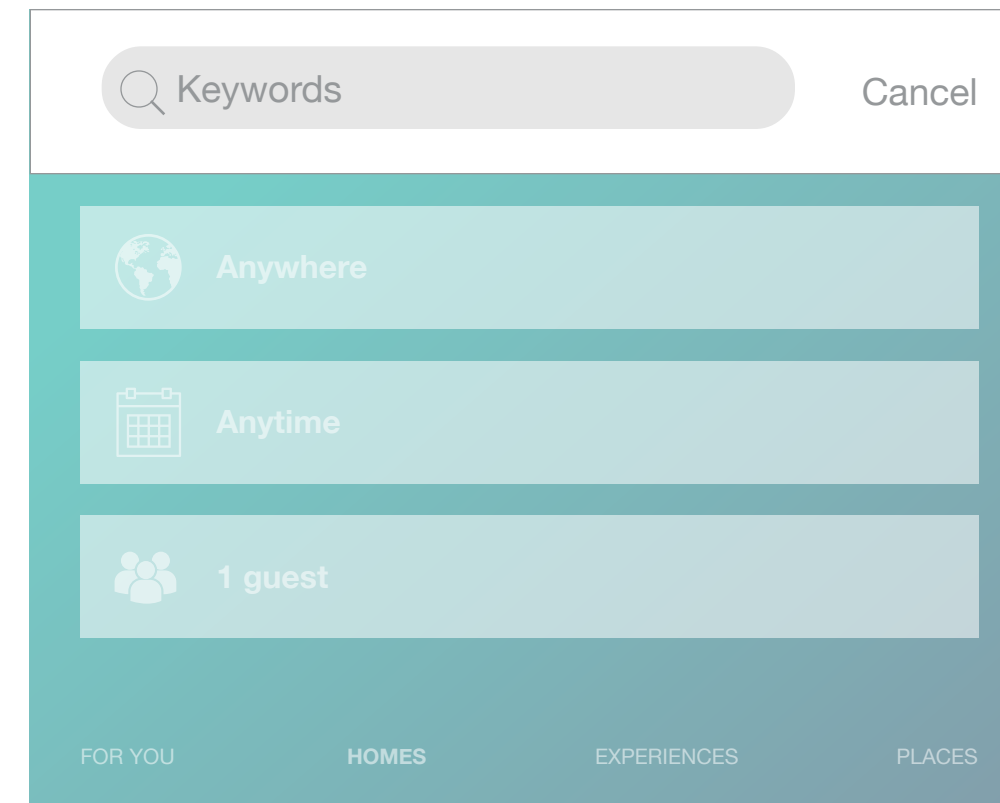
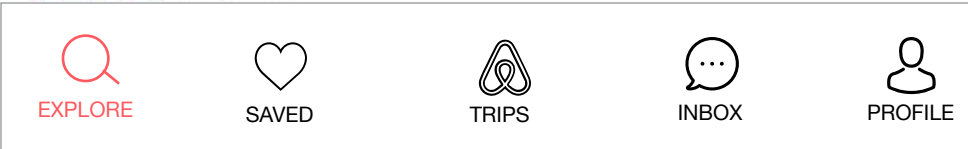
A few years ago Airbnb contained a keyword search feature, but it has since been removed. This could be the case for a multitude of reasons, including increasing more time on the site per user, security reasons, or a simple AB test analysis. Re-implementing a keyword search could really improve the overall user experience for travelers who would really appreciate a specific feature in their rental, but don't want to spend large amounts of time searching through the site to find it.

# Design Suggestions



\$70 | I SETTE C  
Entire home/apt

★★★★★ 82 reviews



# Support Accessibility UX - Examples



**SeanJames** @SeanJamesCEO · Jun 10

Replying to @AirbnbHelp

How @airbnb "assists". **Customer service** equivalent of victim blaming

I do apologize about the response rate but we can no longer edit that. However, moving forward you can response to queries as soon as possible so that you can still improve your response rate. After three months the response rate will be adjusted.

If ever that you'll still be having issue with the app you can always use the browser to respond to any inquiries of your Guests or call us real time to fast resolution.

Best,



[www.airbnb.com/help](http://www.airbnb.com/help)

1 reply 1 like



**Patrick Mensah-Boadi** @PSawyerSchue · May 20

Does @Airbnb Have **Live Chat** Support Because The Hold Time For This Call Has Been Over 20 Minutes.

1 reply 1 like



**holly rush** @rushbynature · May 19

Can someone please reply to my emails @Airbnb I've sent 3 now about my account access and no reply. Poor **customer service!** #CustomerService



**Krys Marshall** @KrysMarshall · May 21

@Airbnb @AirbnbHelp I cannot find the **customer service** email address. Can you help?

1 reply 1 like



**Noah Preston** @\_noahEP · May 29

@Airbnb why has your **customer service** department ignored me for a week now? Very frustrating.

1 reply 1 like



**Barry Tuck** @barrytuckonline · May 22

@Airbnb I need to reach **customer service**. When I called the 1-800 it said the number registered was not found and couldn't reach anyone.#

1 reply 1 like



**Simply Doozy** @simplydoozy · May 21

@Airbnb why is your **customer service** not responding to emails? I sent an email on 8/5 to day is the 22nd

1 reply 1 like

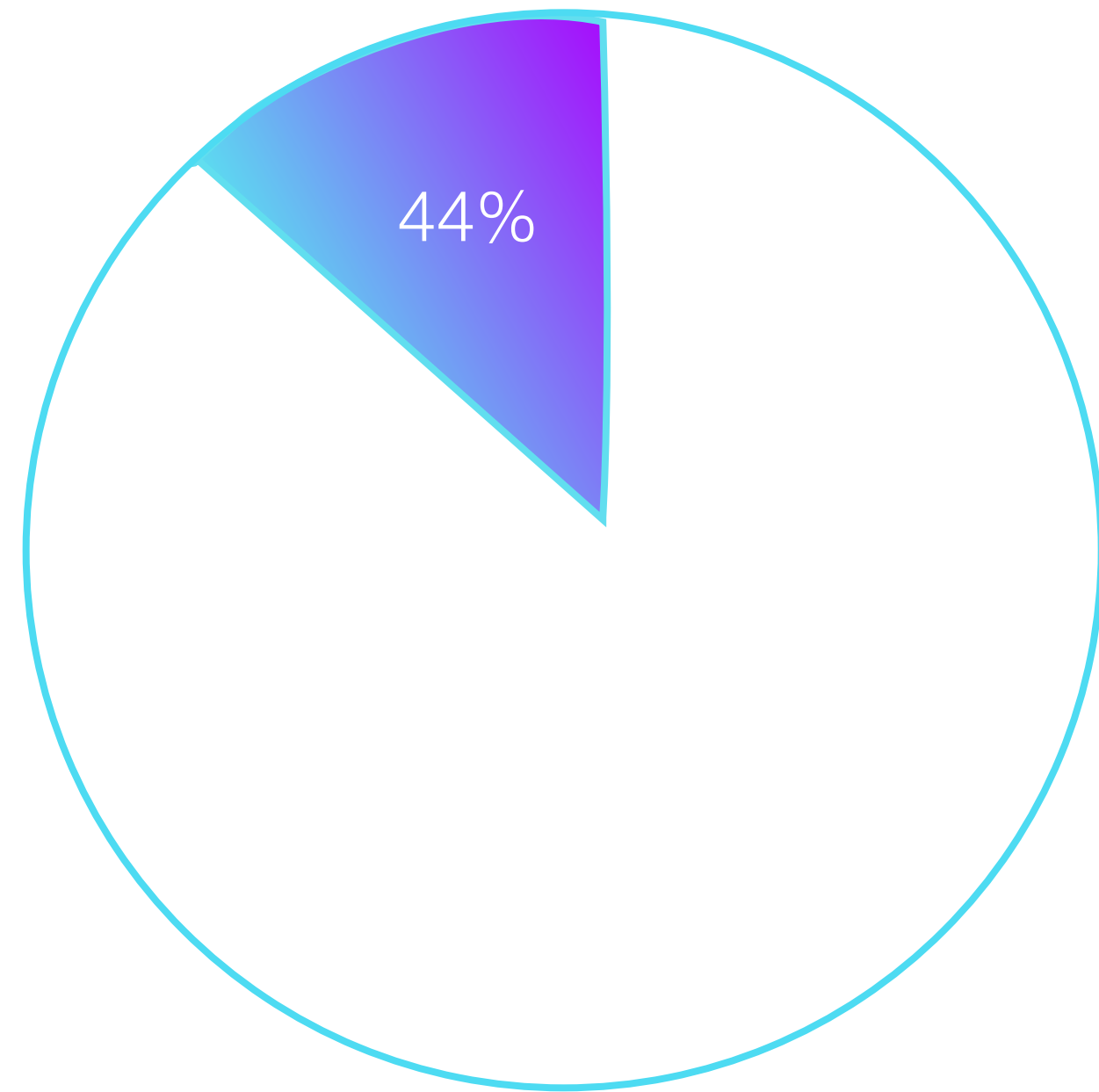


**Simon Galperin** @thensim0nsaid · May 19

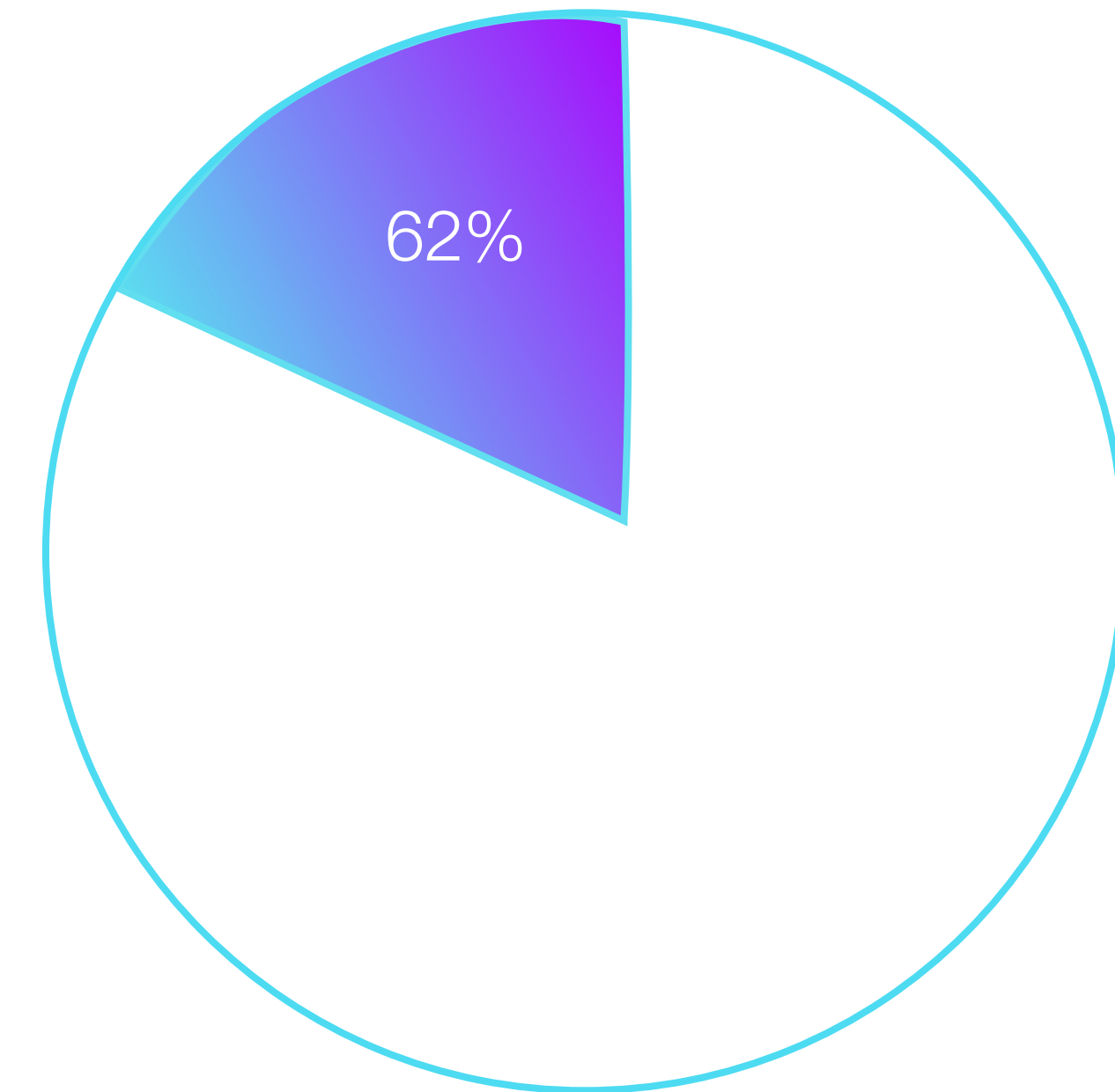
@Airbnb, I'm a guest but my **Airbnb** is dirty. Called **customer service** but it's been hours without resolution. It's 12am. Any help?

1 reply 1 like

# Live Chat Benefits



“44% of online consumers say that having questions answered by a live person while in the middle of an online purchase is one of the most important features a website can offer” according to a study called “Make Proactive Work”, conducted by Forrester Research.



“62% reported being more likely to purchase from the site again. A further 38% of respondents said they had made their purchase due to the chat session itself. All these attitudes were even more prevalent among respondents who bought online at least weekly.”



# Live Chat Benefits



Implementing a live chat on the Aribnb app would actually be very cost efficient, because the overall customer satisfaction will increase, resulting in higher AOVs and conversions. Utilizing a live chat service itself is not typically that expensive and users will feel a lot more confident in booking their rentals and experiences if they have guidance from an actual person from the company. In addition, Airbnb can analyze chat transcriptions to monitor trends in customer pain points and challenges.