

Goal

To learn about the communication experience with Airbnb (host) .

To test out people's acceptance toward the conversational interface.

How do people feel about the assistant being host's housekeeper or your personal assistant?

Tester Recruit

Looking for someone in the ID community who:

- Have experience of living in Airbnb or being an Airbnb host
- Have interest in traveling and exploring new things

Have a balance on:

- Gender (f/m)
- Age (young adult/mid-age)
- Residence (international/local)
- Digital Literacy
- Expectation in accommodation service

Process & Prompt

Set the context/Warm-up (25-30min)

We are recently working on a project about Airbnb. We As we know you have several experience in traveling and staying at Airbnb (hosting an Airbnb home). We would love to hear about your story.

- **[Expectation]** What's your expectation for Airbnb Service? Does it meet your expectation? Why?
- **[Overall Impression]** A recent experience in Airbnb (Reception / House rules / Relationship with host/ Special Offer / Interesting Rules / trouble)
- **[Communication]** How is your communication going with the host? Is there anything you wish the host / Airbnb can do better & in what circumstance?
- **[Comparison]** Under what circumstance would you prefer Airbnb than hotel or other options (hostel) ?/ What do you like/hate most living in Airbnb.
- **[Chatbot Literacy]** Have you ever used Alexa/Siri/Google home/ Why / How do you feel about? The level of intimacy/ the role of voice assistant

Tips

During the process, please think out loud: tell us what you are thinking, how do you feel. I will also ask some questions from time to time. Please be honest and straightforward. That's not gonna hurt our feelings but only help us improve.

Tasks & Observations

Now you are a guest going to spend your spring vacation in an Airbnb you just booked. Several friends are with you. We have a smart conversational bot called Abby to assist you throughout the journey of you reaching to the place, living in the house, and leaving it. It is at your call anytime and anywhere as it is build in with your phone and also as physical presences in each room like Google Home/Alexa does.

Please try to play with the bot by having various conversations with it in different scenarios. You can also ask questions that you could think of and you feel comfortable asking. We will provide the answers that the bot is designed to offer only. What we really wanna see out of this is how you interact with the bot.

Scenario

- On the way
- In the house
 - First time step into the house
 - Night time
 - Morning time
 - etc
- Left the house