Human Capital Strategy

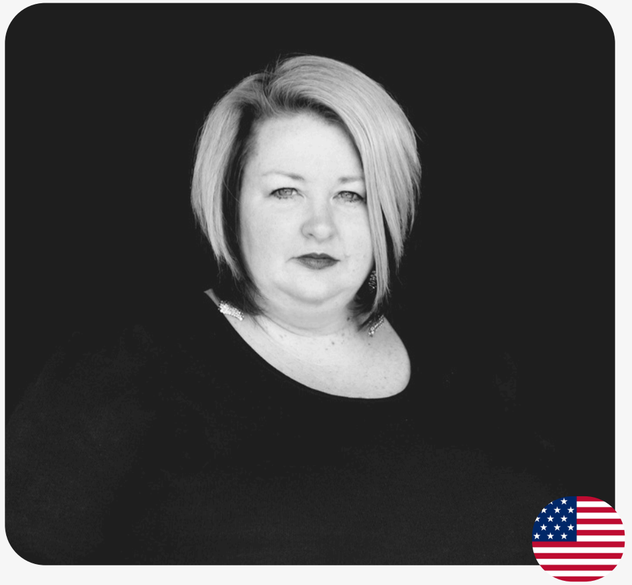
CHANDHANARAO LINGAMPALLY

JEN LOGSDON

FLORA NONG

Team

CHANDHANARAO LINGAMPALLY
MFA | Design Management



JEN LOGSDON
MFA | Graphic Design

FLORA NONG
MA | Design Management

Agenda

Airbnb Culture 04

Target Audience 10

Approach 15

Game Prototype 16

Poster 28

Reflections 29

Introduction

Airbnb

for experiences

for adventures

for work

Airbnb began in 2008 when two designers who had space to share hosted three travelers looking for a place to stay. Now, millions of Hosts and guests have created free Airbnb accounts to enjoy each other's unique view of the world.

Introduction

Airbnb

- 7 million Listings World Wide
- 200 Million Active Users
- 100,000 Cities Active
- 220 Countries + Regions Active
- 4 Million Hosts
- 90 Billion in Market Capitol
- 7K Employees

“

Airbnb’s founders had an epiphany: they realized they stood for something more than just the home. Thus, they evolved the company’s purpose to reflect on why it exists: ***to create a sense of belonging***.

Airbnb’s Company Purpose

“

A design-driven company:

One thing that still surprises me is that Brian is the only Designer-CEO in the entire Fortune 500 Companies CEO.

Airbnb’s Company Purpose

Create a world where

anyone can belong anywhere.

Airbnb's Company Purpose

The company believes that everyone should be able to take the *perfect trip, including where they stay, what they do, and who they meet.*

Airbnb’s Company Belief

Target Audience

Leisure Travelers

Target Audience

Budget Travelers

Target Audience

Young Professionals

Target Audience

Family Travelers

Target Audience

Adventure Seekers

Approach

Interactivity

Nuture Mindset

Innovation

Adaptability

Game Prototype

TOGA TREW

Commandant and Dean of Advanced Air Space Studies

TOGA TREW

Professor of Design Management @ SCAD

adventureLIBS

What is Adventure Libs?

Airbnb travelers can experience the positive culture that employees experience and cultivate. By building this game, the culture of Airbnb is shared in an interactive, quick, and fun way.

This game also allows the thought leadership to share the individualized story that you created, just like other future users can create their adventure and

belong anywhere!

APP GAME

adventureLIBS

choose an adventure

choose an adjective

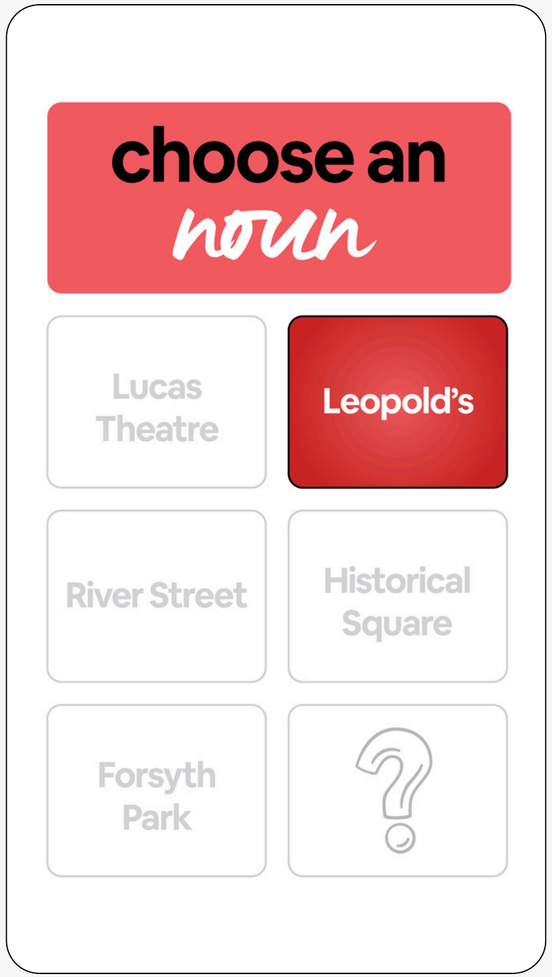
adventurous	confident
creative	productive
successful	?

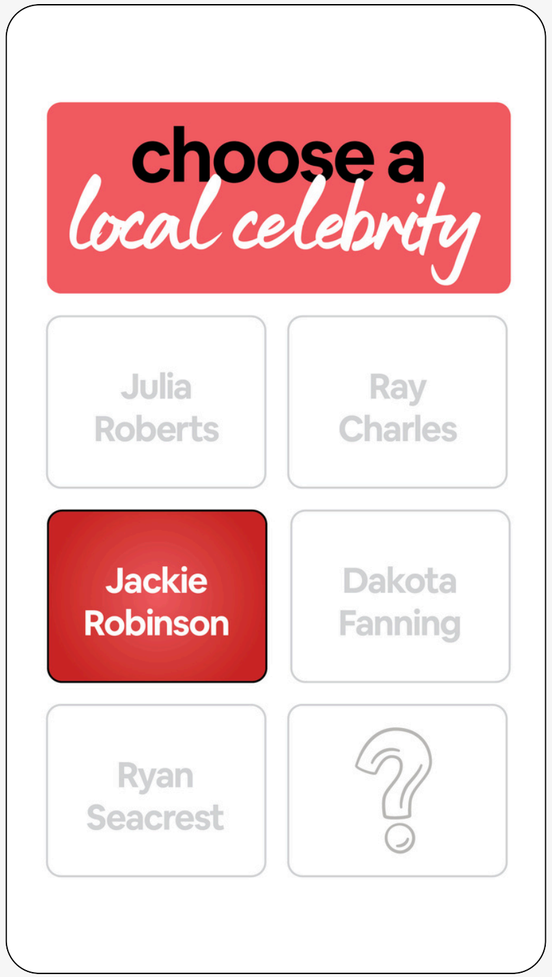
choose a location

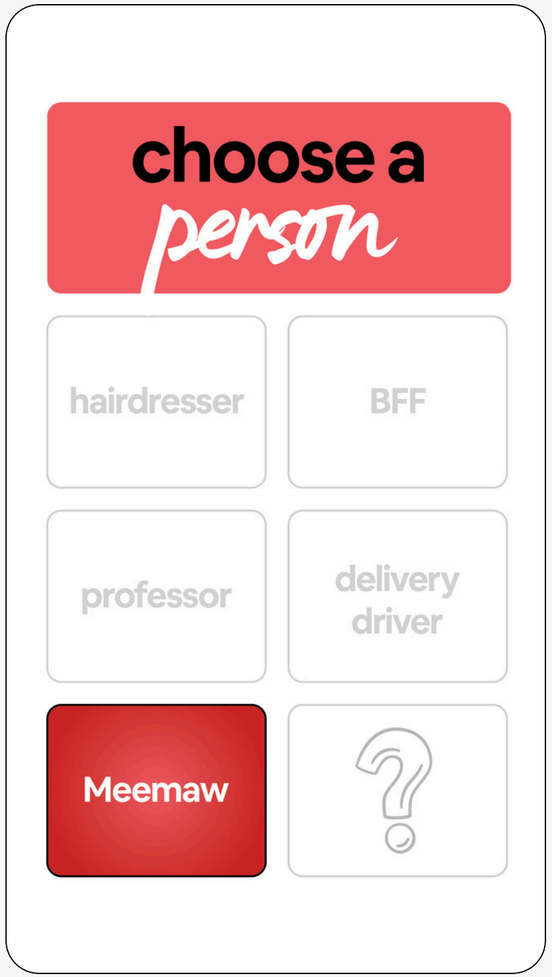
location I am in	type in
the epic plan	the epic unplan

APP GAME

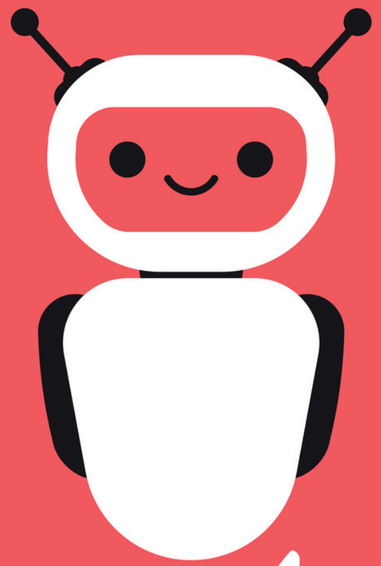
choose a
location
location I am in
type in
the epic plan
the epic unplan


choose an
noun
Lucas Theatre
Leopold's
River Street
Historical Square
Forsyth Park


choose a
local celebrity
Julia Roberts
Ray Charles
Jackie Robinson
Dakota Fanning
Ryan Seacrest


choose a
person
hairdresser
BFF
professor
delivery driver
Meemaw

APP GAME

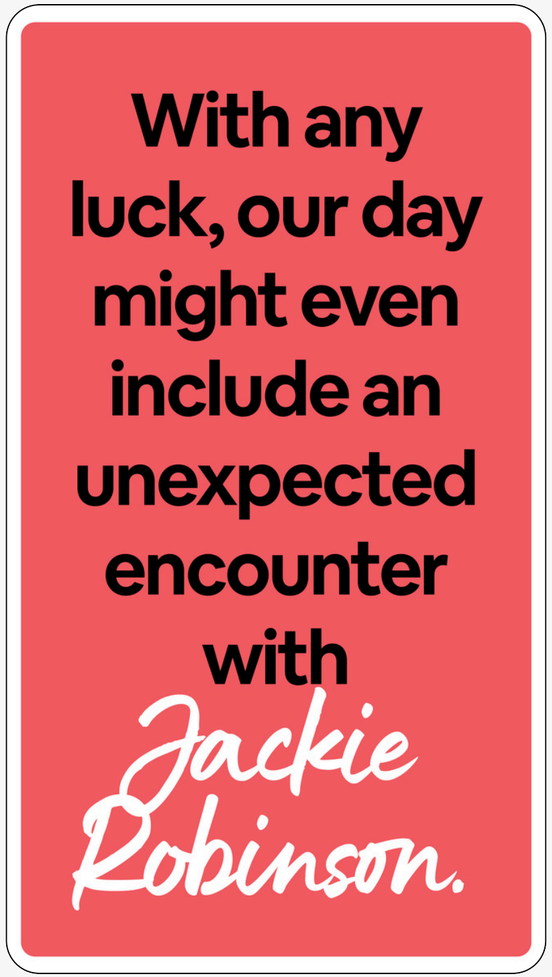


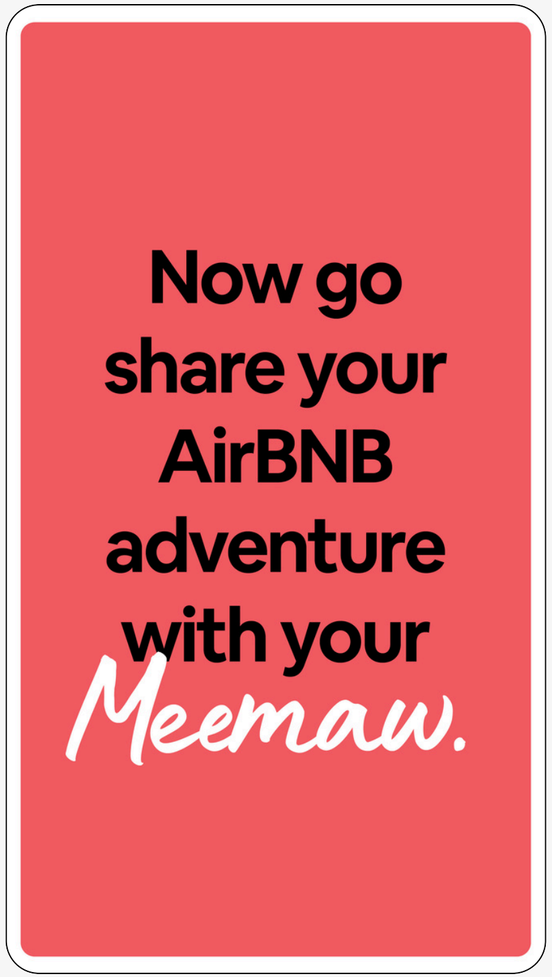
I sense that today is going to be an absolutely *productive* day.

I'm thrilled to go on an adventure with you to explore *Savannah.*

APP GAME

On our way there, let's discovery— a delightful scope of ice cream at Leopold's.


With any luck, our day might even include an unexpected encounter with Jackie Robinson.


Now go share your AirBNB adventure with your Meemaw.

With AirBNB you belong anywhere!
share

adventureLIBS

airbnb

Airbnb is a design-driven company whose mission is to create a world where anyone can belong anywhere. With Airbnb, everyone should be able to take the perfect trip, including where they stay, what they do, and who they meet.

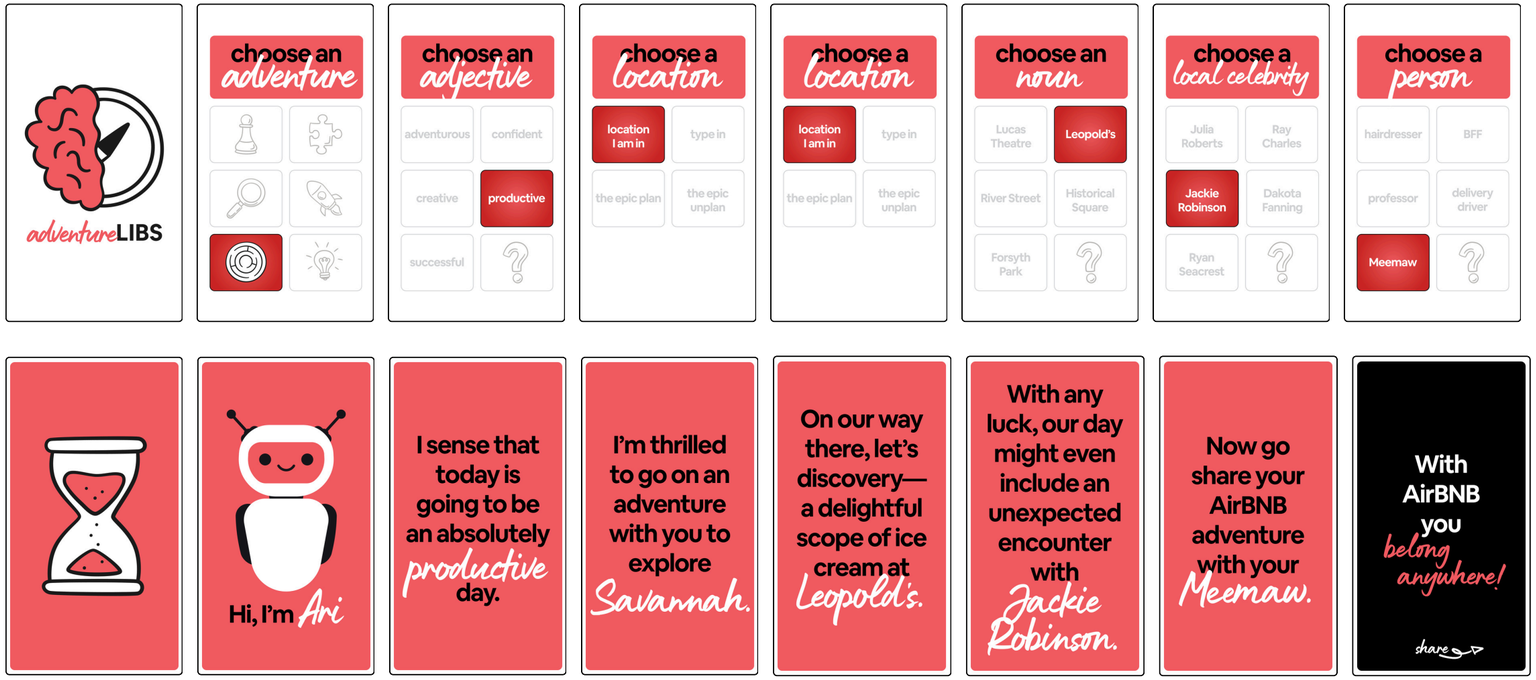
Considering the real-world relevance, feedback-rich environment, and humility and growth mindset-driven organization that Airbnb is, we have designed a quick and easy game to help users schedule their trip by integrating the company's design and theme. For example, today is a productive day: the user will go on an adventure to explore Savannah. The first stop is the famous ice cream shop Leopold's. While wandering in the city, the user may encounter Jackie Robinson since he's from the area. When the day ends, share your story with your Meemaw!

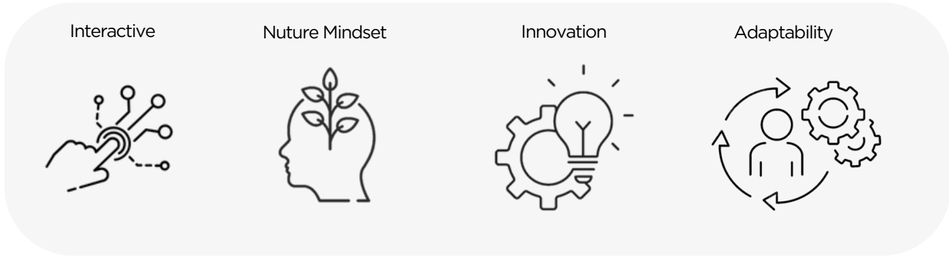
with Airbnb you

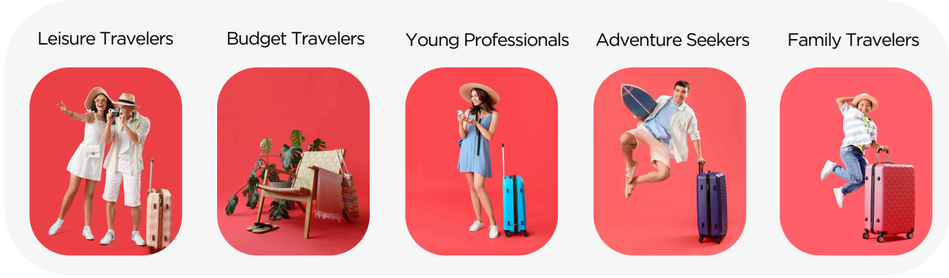
belong anywhere!

CHANDHANARAO LINGAMPALLY • JEN LOGSDON • FLORA NONG

DMGT 704 INNOVATOR'S MINDSET • TOGA TREW • WINTER 2024







Reflections

Overview + Selection

Mindset Shift

Consistency

Iterative Design Process

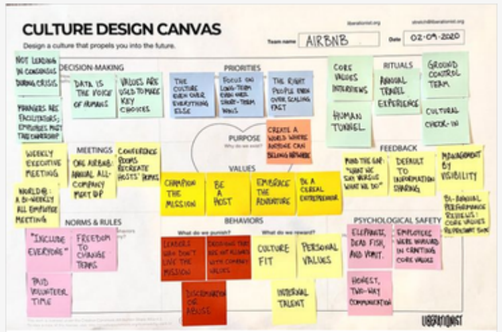
References

01

Reference 01

airbnb.com

02



Airbnb Culture Design Canvas: How Build a Strong Culture of Belonging | By Gustavo Razzetti

Reach out using the form below and we'll respond as soon as possible. We appreciate your interest.

fearlessculture.design