

# Airbnb - Optimizing Ergonomics in a diverse environment



# Speakers



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# AIRBNB- A WORLDWIDE DISTRIBUTED WORKFORCE

Operates in every country except Antarctica... Offices in 34 cities.



**7M+**

Airbnb listings worldwide



**100k+**

cities with Airbnb listings



**220+**

countries and regions  
with Airbnb listings





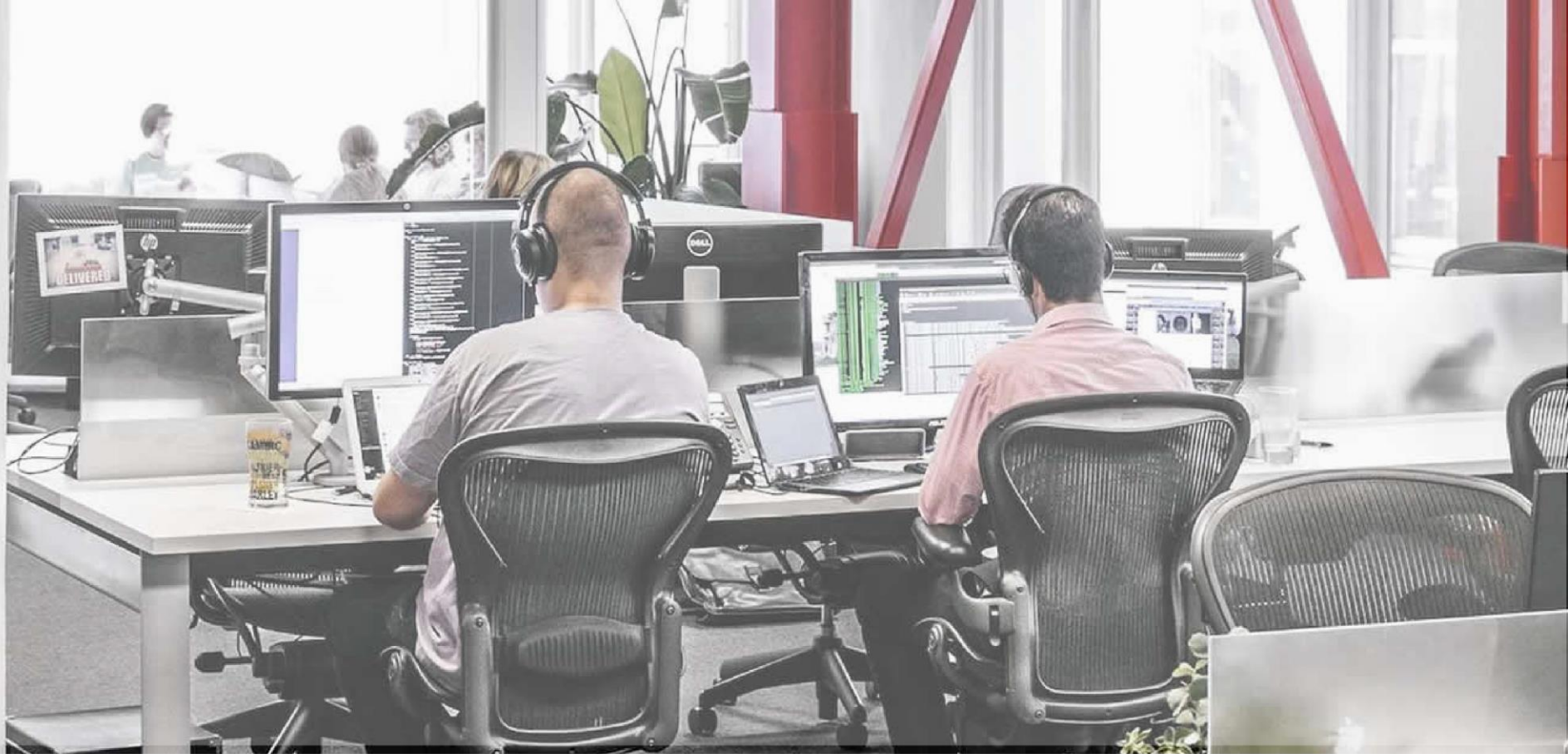
● HERMAN MILLER 1968





● HERMAN MILLER 1968





CUBICAL



UNASSIGNED SEATING





# META TRENDS



**RISKS**



# UNASSIGNED WORKSPACE ADVANTAGES



## Office Community

Energy  
Buzz



## Space Planning

Utilization  
Scalability  
Flexibility



## Standardized Workstation

Cleaner  
Neater





# UNASSIGNED WORKSPACE CHALLENGES



## ADJUST

Desk height  
Chair height  
Seat pan depth  
Monitor position  
Keyboard position

## FIND

Foot rest  
Laptop tray

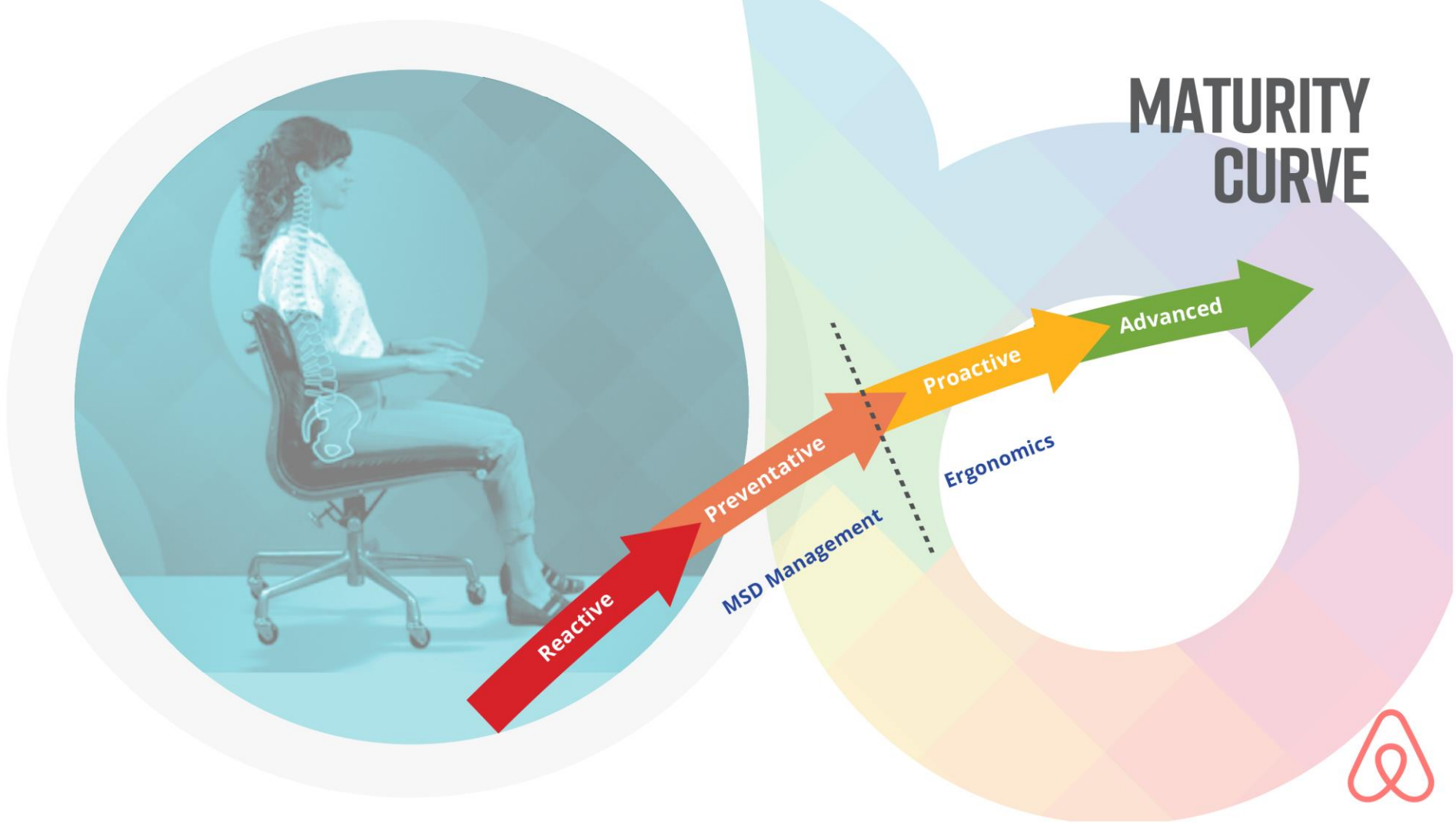
**DISTRACTION**

**NOISE**

**ISOLATION**



# MATURITY CURVE



# ADVANCED ERGO PROGRAM EQUIPMENT

## Touch-points throughout lifetime

Onboarding to workforce



Initial  
workstation  
assessments



Short,  
easy to  
understand  
education  
options



Allow  
equipment  
request  
any time



Provide  
feedback



# ADVANCED ERGO PROGRAM EMPLOYEE INTERACTION



## **Architecture**

Workspaces and workflow



## **Education**

In-person (Workshops etc.)

Videos on demand short, clear & sweet



## **Outreach**

Visually compelling and modern



## **User Centric**

Engage and solve real problems



# THE PAIN POINTS

Pre-crisis numbers  
What now?



**86%**

of U.S.  
workforce sit  
at work <sup>1</sup>



**7  
hours**

per day sitting  
for an average  
desk worker <sup>2</sup>



**Back  
pain**

the biggest  
disease burden  
in developed  
countries <sup>3</sup>



**149M**

work days/year  
in the US lost to  
back pain costing  
**\$100-200bn/year** <sup>4</sup>

<sup>1</sup> The American Journal of Epidemiology (2010);  
<sup>3</sup> Institute for Health Metrics & Evaluation (2013);

<sup>2</sup> Microsoft (2013)  
<sup>4</sup> WHO Background Paper 6.24 Low back pain 2013 Direct & Indirect Costs

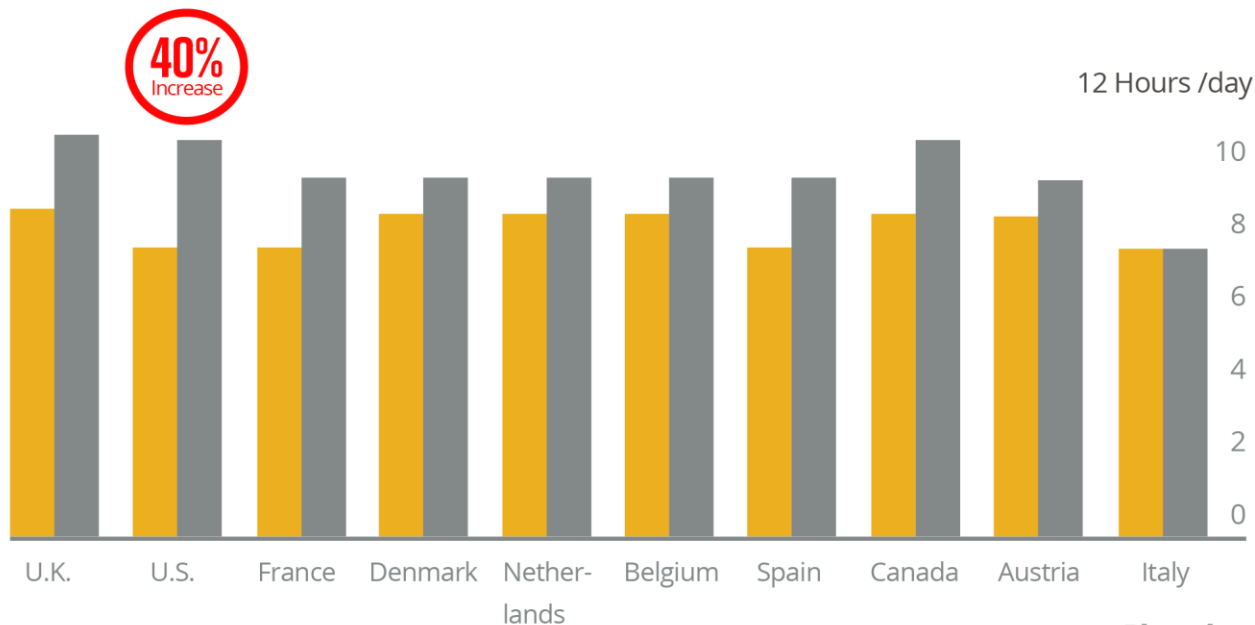


# CRISIS IMPACT

## Longer Days

The working day is getting longer as more people work remotely

■ Working week before March 11 ■ After March 11



Source: NordVPN

Bloomberg





# WORK FROM HOME

40% longer work-days + sub-optimal work-stations  
Can we still deliver advanced ergonomics?

## Equipment



Initial  
workstation  
assessments



Allow  
equipment  
request  
any time



Provide  
feedback

## Employee Interactions



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### Outreach

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# LEARNING MODEL

**FEEDBACK**

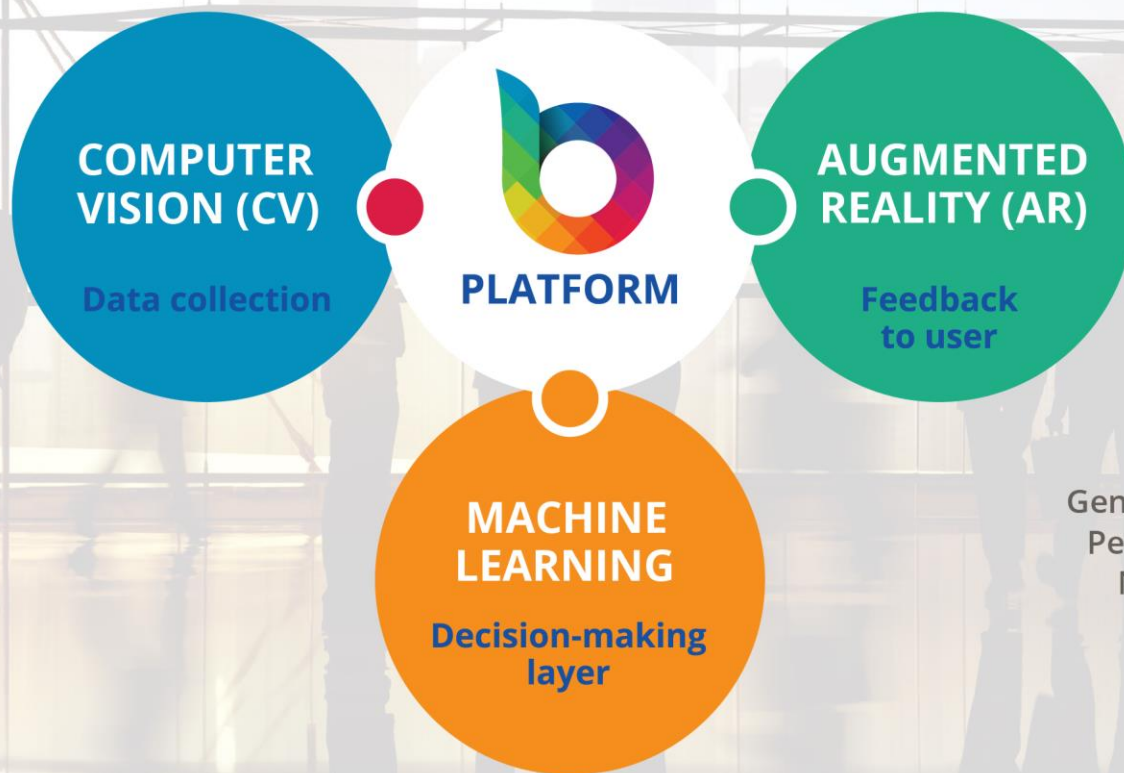
**REPEAT**

**INSTRUCTION**

**PRACTICE**



# OUR TECHNOLOGY MAP



General Robotics & Sensor  
Perception Lab ("GRASP")  
Non-provisional patent  
filed July 2017







# TAILORED ROLLOUT 1 | AIRBNB

## Phase 1: Three month rollout



- Security & Privacy Review
- Promotional Videos
- Email Campaign 1.0
- In-person Interviews
- Town Hall - Neighborhood Desking
- Wellness Fair

- Jean Couch Posture Workshops
- Integrate with Existing Ergonomic & Wellness Service Providers
- Email campaign 2.0
- Posture month





# QUESTIONS ?



**National Alliance**  
of Healthcare Purchaser Coalitions



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