

**Families are stuck at home due to the coronavirus, but when the shelter-in-place orders lift, we will want to create new memories with shared travel experiences and go back to booking stays with Airbnb. As members document their family trips, the stories they tell could create earned trust for local Airbnb hosts by incorporating them into these stories.**

Airbnb is an online marketplace for arranging or offering lodging, primarily homestays, or local experiences. Guests can book and rate lodging, in-person tours, and virtual experiences offered by hosts across the globe.

**The Challenge.** Empower families and groups of friends who travel together a collaborative way to document, organize, and share their travel experiences and stays to the larger Airbnb community. In a mobile app, provide a way to combine photos and/or notes and transform their shared family trips into immersive stories about the culture and destinations they visit. What if that solution combined a traditional pledge with a fun new way to spread the word, visually, through social media? How would you use electronic signatures (not physical pen and paper signatures) to gain support for the cause? How would those supporters spread the word to other like-minded ocean and climate change advocates using Photoshop Camera? No need to worry about accurately depicting the technical implementation; rather, conceptualize the timing and functional interplay of these two technologies being leveraged in the user flow.

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**A storytelling app may optionally serve families or friends who travel together best by:**

- Giving group members a way to create a single trip or multiple stories, during or after travel
- Letting all family or travel members contribute, no matter how old they are
- Permitting the sharing and organizing of photos, videos, notes, recommendations, links, and more
- Encouraging engagement with a gamified experience
- Allowing people to learn, favorite and save stories, discuss, and safely connect

**Think about how families or friends can collaborate best on a mobile app. How much project management is needed? How can all members be given the chance to contribute equally?**

*The project outcome is not spec work, it is purely a demonstration of your talent and process. Project ideas will not be used by Adobe or Airbnb. However, if your idea is something that Airbnb is interested in, you agree to be contacted for further collaboration and/or development.*

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#### PROJECT EVALUATION

- Does the solution address a target audience and their needs?
- Does the prototype solve the problem in an innovative way?
- Is the user experience and interface intuitive?
- Is visual design used in a thoughtful and meaningful way?

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#### MANDATORY SUBMISSION REQUIREMENTS

- Projects must be created and used interactively with **20 or more prototype screens** connected together through links in Adobe XD
- Projects must be created during the event and not use elements from any previously created projects
- Projects must contain only original content, artwork, Adobe Stock images, or cited images/text

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#### SUBMISSION PROCESS

- Submissions are due on **Sunday, April 26 at 11:00 am PT / 2:00pm ET / 7:00pm BST** to <https://cjam.in/airbnbsubmit>
- In addition to your prototype URL and team contact information, please provide a 150-word abstract to provide context for the judges' review
- Email addresses must be campus-provided (.edu, etc.)
- Finalists will be announced late the evening of **Sunday, April 26** and will be contacted with more information on how to present their work to the judges
- The presenting team member **MUST** attend one of two tech checks: **Sunday, April 25** from 7:30-8:30 pm PT / 10:30-11:30pm ET or **Monday, April 26** from 6:00-7:00 am PT / 9:00-10:00 am / 2:00-3:00 pm BST
- No additional files, slide presentations, or background will be accepted outside of the prototype URL

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#### CONNECT WITH YOUR TEAM

Communication and collaboration is an obvious barrier when you're working in a different location than your teammates, but there are plenty of apps to help solve that distance such as: Communication & File Sharing: Slack, Google Chat, Whats App, Facebook Groups, Dropbox, and [Creative Cloud libraries](#). Video Conferencing: Zoom, Google Hangouts Meet. Facebook Messenger, Skype, FaceTime. You can also [coedit XD docs](#).

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#### TIPS

Begin with paper and pencil to sketch out areas of content and navigation. List out a few functions with your team, on which to focus on. Don't worry too much about login screens or splash screens. Focus on the placement of navigation and ensure target areas are large enough to accommodate a fingertip.

Work on concept and function first before making it pretty, but adhere to a visual design system as much as possible. You are encouraged to use UI kits and wireframe elements to layout content. Use real copy in areas where context must be understood. Keep in mind that family members of any age must be able to comprehend the experience. The concept and purpose of the app must be clearly understood without too much explanation.

Please review our FAQ page (<https://cjam.in/help>) for more information to commonly asked questions about the process and About XD.

Questions? Email  
[jams@adobe.com](mailto:jams@adobe.com)

