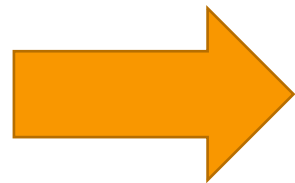
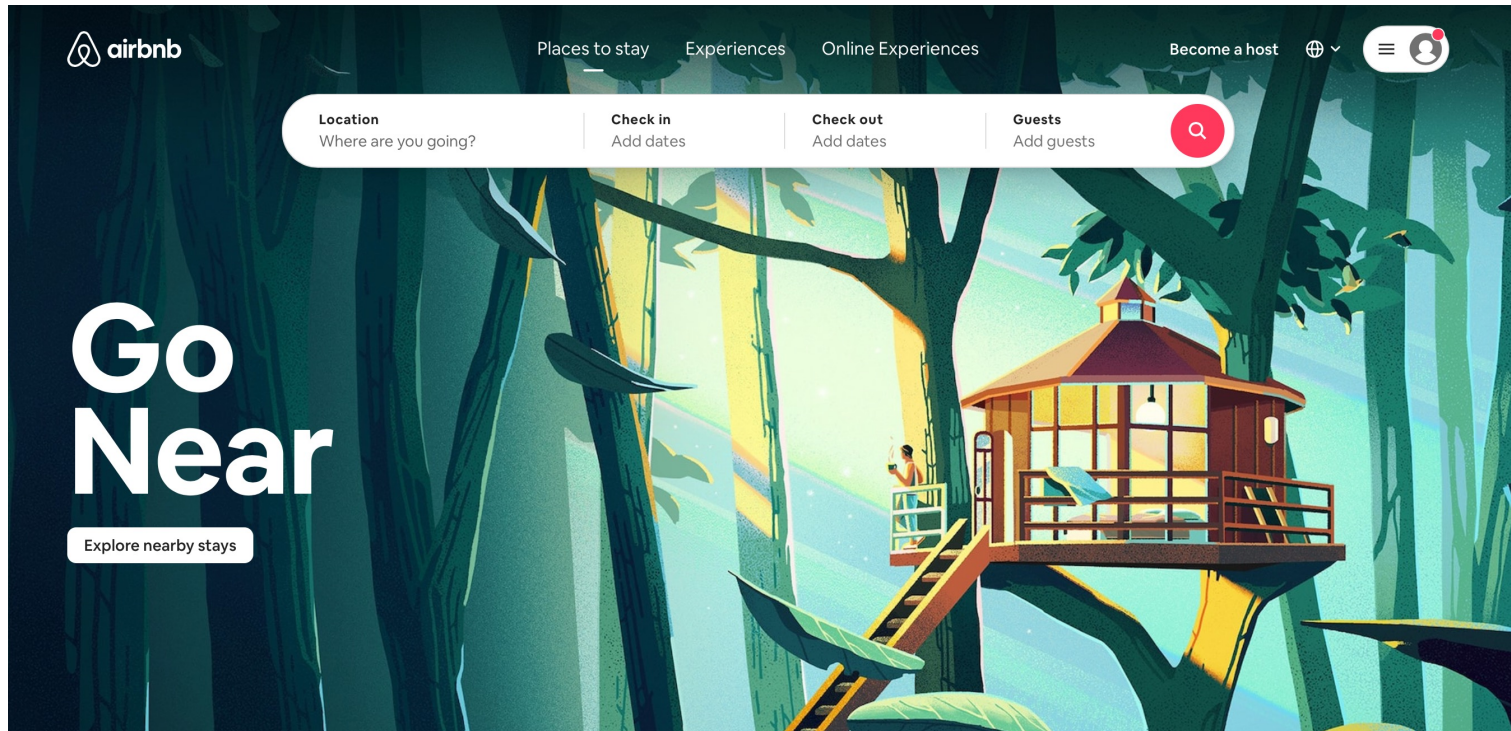


# CASE STUDY OF STRONG UI/UX: *AIRBNB.COM*



# Airbnb Homepage



## *Design elements*

- Z read
- Simple bar at the top of the page allows user to input necessary information with minimal distraction

Clean and minimalistic



Easy user navigation



User easily accomplishes goal

# COVID CURRENT AND ELIMINATING DECISION MAKING



Start your search



Become a host



Big Bear Lake  
2 hour drive



Lake Arrowhead  
1.5 hour drive



Joshua Tree  
2.5 hour drive



Palm Springs  
2 hour drive



Mammoth Lakes  
7 hour drive



Yucca Valley  
2.5 hour drive



Malibu  
2 hour drive



Paso Robles  
5.5 hour drive

- As the home page suggests users "Go Near," upon scrolling down on the homepage, there are buttons highlighting users' distance from popular local getaways.
- The site is helping the user **streamline planning their getaway.**
- By suggesting multiple locations to stay, Airbnb is preventing the user from utilizing other trip planning websites to research where they want to go.
- Airbnb retains the user again, by **preventing them from leaving the site** and opening their maps app to see how far Joshua Tree is from them.
- Airbnb just told the user, **"How about you go to Joshua Tree, it's only a 2.5 hour drive, oh and here's a cool condo you can stay in."**
- Airbnb has **taken a large portion of decision making out of the user's process**, providing great UX.

# UNDERSTANDING AND EVOKING EMOTION

Live anywhere



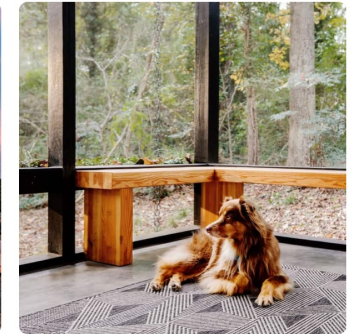
Entire homes



Cabins and cottages



Unique stays



Pets welcome

- Carefully chosen images reflect feelings of tranquility and peacefulness, with light and intrigue.
- For those looking for a getaway and a break from reality, **these images resonate and inspire emotion.**
- By suggesting nearby locations to stay and the time it takes to get to them, Airbnb is nudging the user to be impulsive, but in the best way.
- By simply visiting Airbnb's homepage, **the user is given the subtle message of, "Adventure Made Easy."**
- Here the site is acting as that friend that is encouraging you to take some time off.



# CONNECTING BRAND WITH DESIGN



- As in the previous slide, the copy choice of, "Live Anywhere," promotes the idea of home being anywhere. The user who visits Airbnb.com probably isn't looking for a generic hotel stay. They're looking at Airbnb for a reason. This simple phrase aligns with what users are looking for.
- For new users coming to the site, the Airbnb "About" page leads with, "Welcome to the Airbnb travel community. Wherever you go, we have a place for you."
- With this copy, **the website itself is aligned with its brand of welcoming a guest to a new place and making them feel at home.**
- By talking about a "community," the new user is given the impression that a lot of people trust and use Airbnb, which subtly lends the company some legitimacy in the eyes of a new user.

**IN  
CONCLUSION...  
GOOD UI/UX  
HELPS YOUR  
AUDIENCE,  
WHICH IN TURN  
HELPS YOUR  
BRAND.**

- UI/UX helps consumers use a product, site or service easily and allows them to complete a task effectively and efficiently.
- Good reviews from customers factor into Google ranking.
- Strong UI/UX keeps users engaged and loyal.
- UI/UX improves user navigation.
- UI/UX improves conversion rates.