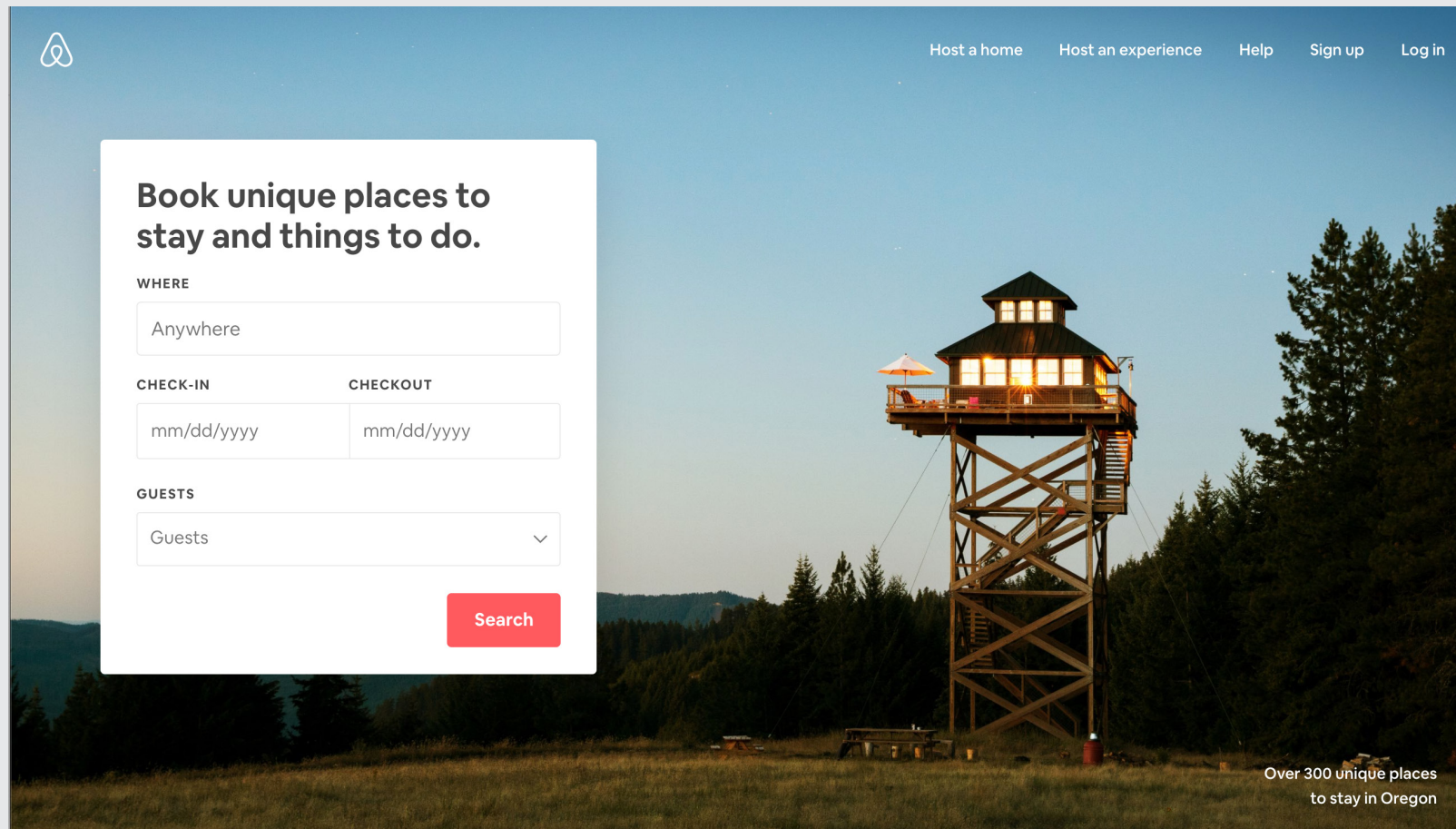


AirBnB.com

Improving the User Interaction.

The image shows the Airbnb search interface overlaid on a scenic background of a wooden fire tower in a forest at dusk. The interface is a white card with a search form. The form includes a 'WHERE' field with 'Anywhere' entered, 'CHECK-IN' and 'CHECKOUT' date fields with 'mm/dd/yyyy' placeholders, and a 'GUESTS' dropdown menu with 'Guests' selected. A red 'Search' button is at the bottom right of the card. The background features a tall wooden fire tower with a lit-up observation deck, set against a backdrop of dense evergreen trees and a clear sky. The overall mood is serene and adventurous.

 [Host a home](#) [Host an experience](#) [Help](#) [Sign up](#) [Log in](#)

Book unique places to stay and things to do.

WHERE

CHECK-IN **CHECKOUT**

GUESTS

Search

Over 300 unique places to stay in Oregon

Overview

To identify and find better ways to help a user navigate and use core functionality on airBnB.com

The Approach

Logging onto airbnb.com and testing the core functionality by following the pathway a user would take to search, discover new places, identify and book a vacation.

Research

Once, I was able to chart that path a user might take to book a vacation, I used <https://www.userfocus.co.uk/resources/taskchecklist.html> as resource to plot potential improvements areas. Then using contextual inquiry and a user survey confirmed those areas were used and important to a user.

Improved Content above the fold

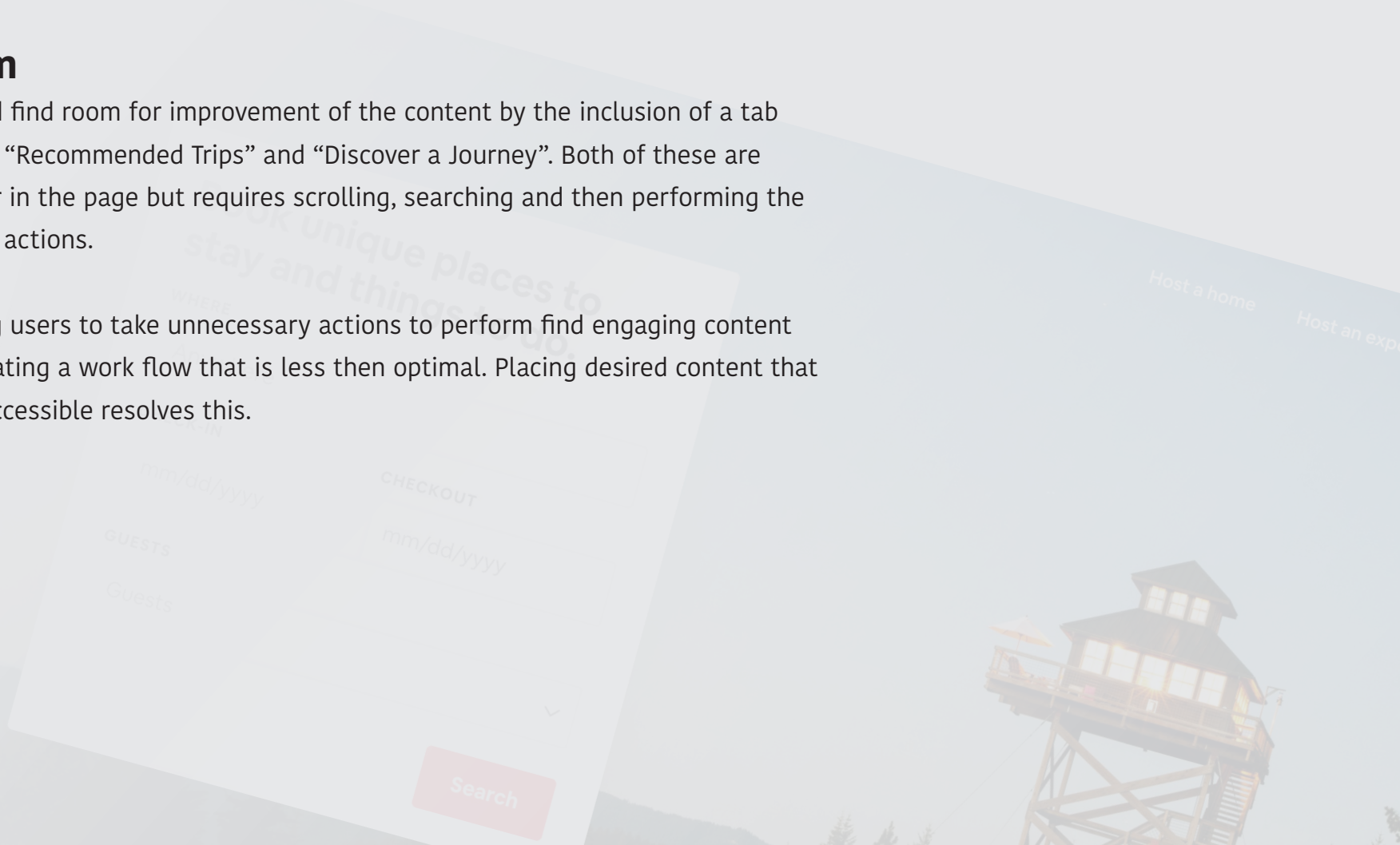
Overview

Improving the need for user's to scroll past the fold on a desktop so they can quickly access commonly used functions. This would help a user make quick actions aimed at improving their site experience

Problem

User's could find room for improvement of the content by the inclusion of a tab solution for "Recommended Trips" and "Discover a Journey". Both of these are found lower in the page but requires scrolling, searching and then performing the appropriate actions.

By requiring users to take unnecessary actions to perform find engaging content you are creating a work flow that is less then optimal. Placing desired content that is quickly accessible resolves this.



The results

I sat down and asked a several people 3 questions that helped my isolate what they felt was important.

- From the main page what areas to you feel provide the most relevant content to you (Pick 3)?
- Do you wish that content was easier to find? Or is it easy to find?
- Would you find this information more helpful if it was location somewhere else on the site?

From the main page what areas do you feel provide the most relevant content to you (Pick 3)?

User 1: Top rated experiences, Experiences in the spotlight, Featured AirBnB Plus Destinations

User 2: Finding a vacation location, Booking a Vacation, Experiences in the spotlight

User 3: Booking a Vacation, Unique places to stay for your next trip, Tropical destinations

Do you wish that content was easier to find? Or is it easy to find?

User 1: While the information I'd use is on the main page I wish there was one location where I could view related content.

User 2: No, I like the current site and the way the content is provided because it keeps the information easy to digest.

User 3: The current site gives me the information I need and it is easy to find but having a customizable widget that would allow me to add or take away content I found interesting would be perfect.

Would you find this information more helpful if it was located somewhere else on the site?

User 1: I think it makes sense here.

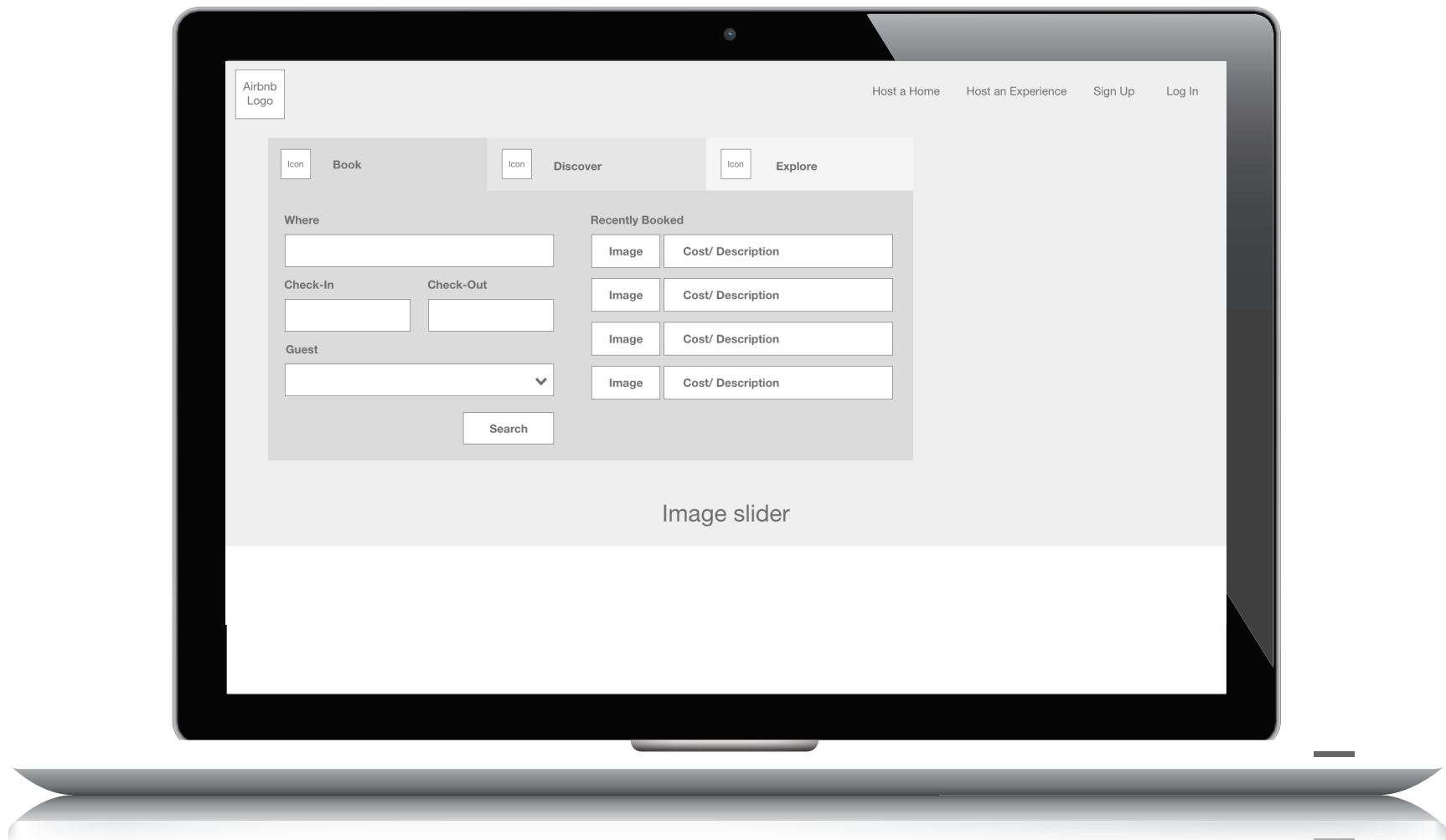
User 2: No

User 3: No

USER IMPROVEMENT #1 IMPROVED CONTENT ABOVE THE FOLD

The solution

From the data collected it's clear that user's have different opinions on the topics that are important to them which creates an opportunity to provide a customizable tab solution on the homepage making it easier to find and book travel. This tab solution would be completely editable and showcase the topics important to the end user.



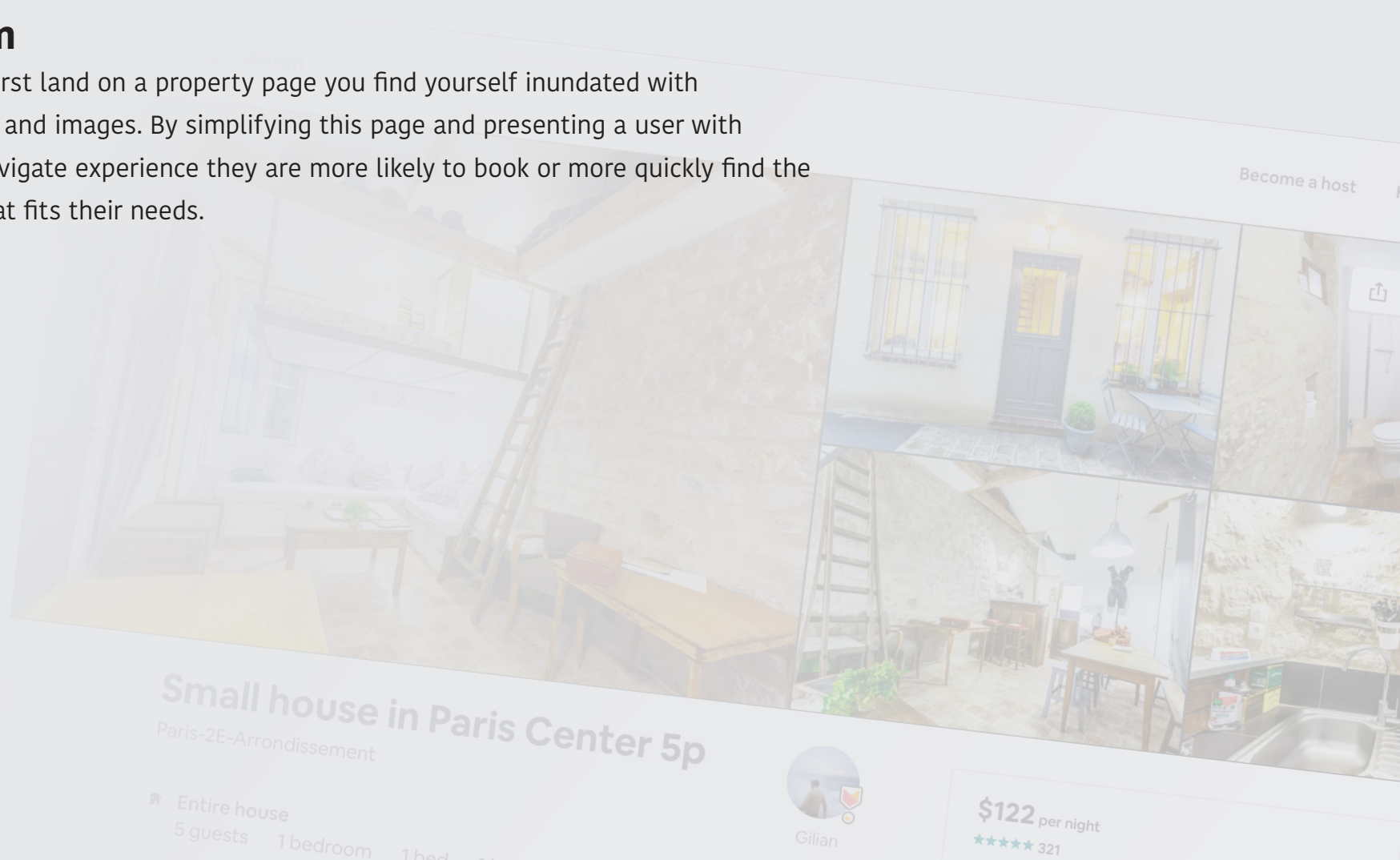
House Detail Layout

Overview

Improved house detail page. Allowing the user to quickly find the information important to them and reserve.

Problem

When you first land on a property page you find yourself inundated with information and images. By simplifying this page and presenting a user with easier to navigate experience they are more likely to book or more quickly find the property that fits their needs.



The results

I once again sat down and interviewed 3 different people asked a several questions that helped my isolate what they felt was important.

- Which features/functions are most important to you when looking for a place to stay?
- Which features/functions are least important to you when looking for a place to stay?
- When booking a place to stay, is pricing clear to you?

Which features/functions are most important to you when looking for a place to stay?

User 1: Price

User 2: Amenities

User 3: Customer reviews

Which features/functions are least important to you when looking for a place to stay?

User 1: Amenities

User 2: User Ratings

User 3: Unnecessary offers. Like booking a flight and have to click through that I'm not renting a car

When booking a place to stay, is pricing clear to you?

User 1: Yes

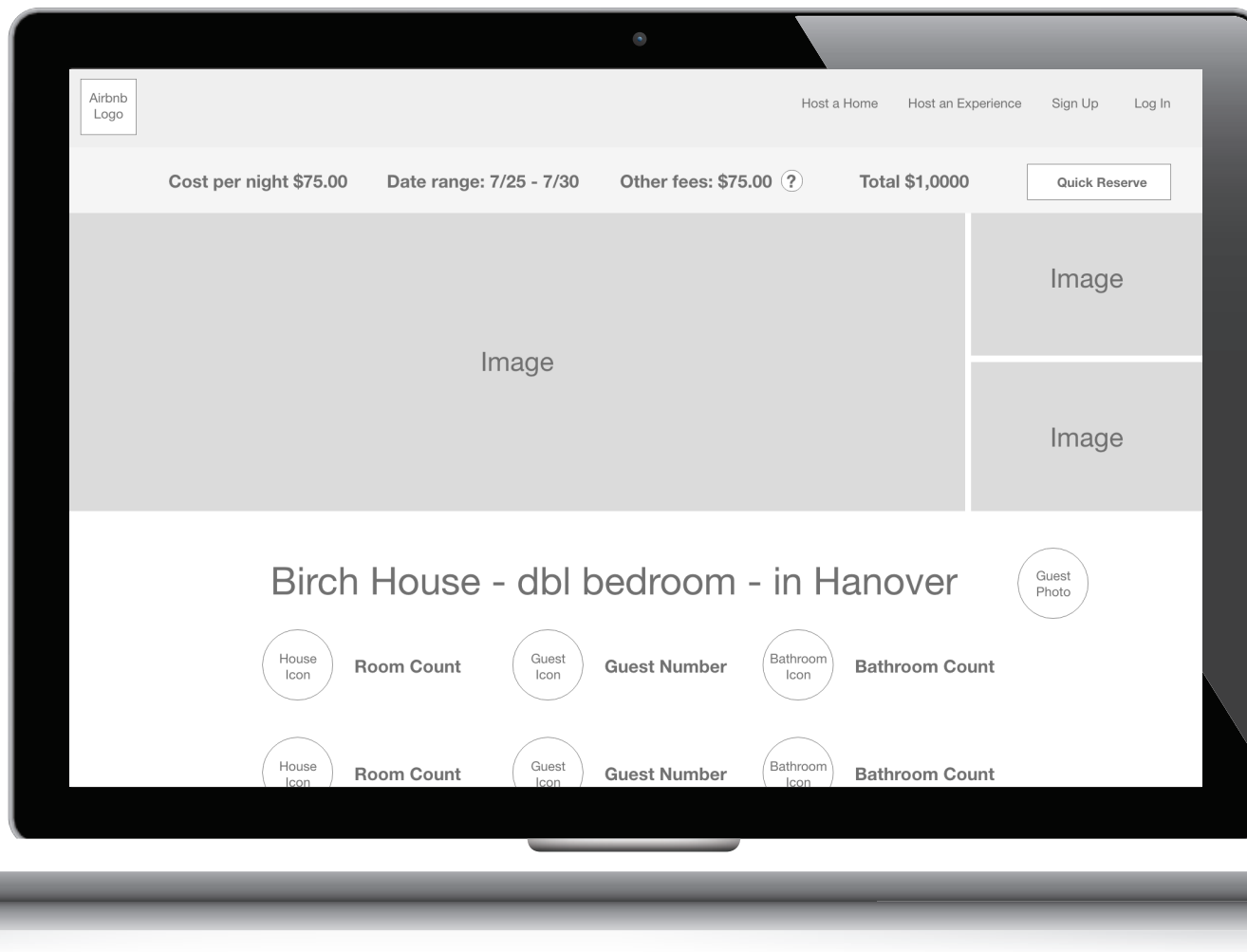
User 2: No

User 3: No, Often hidden fees

USER IMPROVEMENT #2 HOUSE DETAIL LAYOUT

The solution

From the data collected it's clear that user's have different opinions on what's important to them. A solution that would help resolve some of the current user experience issues would be to switch the page layout to one-column layout like below. This allows for total price, quick reserve and user reviews to be represented and then allowing the property specific information to be larger and easier to find.



Improved Reservation

Overview

Improving the reservation process for users. Making it easier to determine final cost with all fees included, and improved speed in reservations.

Problem

According to user survey several found issues when determining final pricing and quickly making reservations. By making this process difficult to follow this could lead to reservations not being completed.

The image shows a tilted mockup of a reservation form. At the top, it displays '\$153 per night' with five stars and the number '321'. Below this is a 'Dates' section with '10/23/2019' and an arrow pointing to '10/26/2019'. The 'Guests' section shows '1 guest'. A breakdown of costs follows: '\$153 x 3 nights', 'Cleaning fee ?' (with a question mark icon), 'Service fee ?' (with a question mark icon), and 'Occupancy taxes and fees ?' (with a question mark icon). The 'Total' is listed as '\$63'. A large red button labeled 'Reserve' is prominent. Below the button, it says 'You won't be charged yet'. At the bottom, there is a testimonial: 'This is a rare find. Gilian's place'.

Item	Amount
\$153 per night	
Dates	10/23/2019 → 10/26/2019
Guests	1 guest
\$153 x 3 nights	
Cleaning fee ?	
Service fee ?	
Occupancy taxes and fees ?	
Total	\$63

Reserve

You won't be charged yet

This is a rare find.
Gilian's place

The results

Using the same data from the users surveyed and creating a simple task analysis creating a simplified reservation process that gives them clear pricing is important to them.

- Which features/functions are most important to you when looking for a place to stay?
- When booking a place to stay, is pricing clear to you?
- If you answered 'No' to Question 4, please explain how you would prefer to see pricing displayed to improve your user experience?

Which features/functions are most important to you when looking for a place to stay?

User 1: Ease of use

User 2: Price

User 3: User Reviews

When booking a place to stay, is pricing clear to you?

User 1: No

User 2: Yes

User 3: Yes

If you answered 'No' to Question 4, please explain how you would prefer to see pricing displayed to improve your user experience?

User 1: Often, hidden fees

User 2: Sometimes it's clear as long as the website is clear about any additional fees.

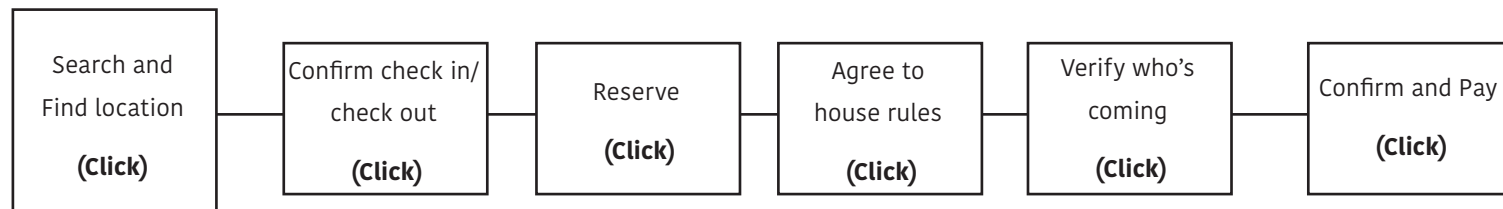
User 3: Didn't answer

USER IMPROVEMENT #3 IMPROVED RESERVATION

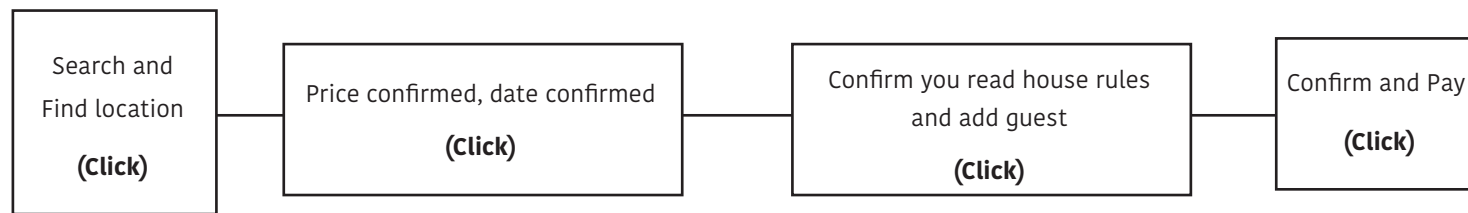
The results

Using the same data from the users surveyed and creating a simple task analysis creating a simplified reservation process that gives them clear pricing is important to them.

Current checkout process



Proposed checkout process



USER IMPROVEMENT #3 IMPROVED RESERVATION

The solution

From the data collected it's clear that user's want an easy to understand pricing model with no hidden fees that allows them to easily make reservations. The solution to this is resolved by using two methods, switching to the one-column site (this is according to <https://www.userfocus.co.uk/resources/taskchecklist.html>, The most important and frequently used topics, features and functions are close to the center of the page, not in the far left or right margins.) and by introducing a “quick reserve” function along the top that includes all fees.

