Designing for Emotion - Written Report

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Site Overview

TripAdvisor.com

TripAdvisor.com is a travel website based in USA. The website, which is free to use, helps users select a travel destination, find the best places to stay, eat and travel in that place based on user reviews and reserve hotel rooms, restaurants and other events prior to their travel [2]. The sites posted on Trip Advisor make up the largest travel community in the world, with around 350 million unique monthly visitors and more than 290 million reviews and opinions covering more than 5.3 million accommodations, restaurants and attractions [1]. Trip Advisor has presence in 47 countries worldwide.

Airbnb.com

Airbnb is an online community marketplace that connects people looking to rent their homes with people who are looking for accommodations [3]. It has about 60, 000, 000 plus total guests over 34000 plus cities in 190 plus countries. Airbnb is the easiest way to people to earn money with extra space and showcase it to millions of people [4].

Key Emotional and Psychological Factors

TripAdvisor.com

- **Visual & Cognitive Contrast:** The background image used in the website homepage has a cognitive contrast with the menu of the page. It is also very bright and demonstrates a holiday season to the user.
- **Baby Face Bias:** The logo of the site seems like an owl with two big eyes and a small beak. This is a form of baby face bias.
- **Uniqueness:** The website shows the collective progress of a user in the form of points collected and the level indicates how much he contributes to the site as a reviewer. This has not been evident in other travel websites.
- **Surprise:** Users can also post their experiences of travel in the form of blogs. This is unique and surprising to new travelers as they do not expect to see such experiences on the travel website.
- **Attention:** The above elements such as progress of the users and travel blogs also grabs the attention of the users and helps improve the experience. The website also has a "Your Friends" button on the homepage in that it lists your friends who had travelled through trip advisor and shares their experiences. This helps the user attain very good idea of the trip.

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- **Golden Ratio:** Images are aligned in a way that satisfies the golden ratio. The alignment of controls while selecting the select lodging satisfies the golden ratio rule. The map seems to be a little bit wider as it should be easy for the user to pinch and move in the map.
- **Attention:** There is a personalized element to the images that grabs the attention of the   users. And also, the hosts themselves post about their home which makes it very attractive to new users. The images are so crisp and neat that it is very appealing to the users. There is also a "How it works" button on the Home Screen and "Help" tab button on the right top corner that grabs the attention of the users.
- **Visual & Cognitive Contrast:** The colors used are very bright and are very contrasting to the text.
- **Uniqueness:** This site is unique in that there are not just hotels involved in renting the place, every individual with extra space can rent with appropriate price.

References

1. http://www.tripadvisor.com/PressCenter-c6-About_Us.html
2. https://en.wikipedia.org/wiki/TripAdvisor
3. https://www.airbnb.com/about/about-us
4. https://en.wikipedia.org/wiki/Airbnb

"On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work."