


# Lesson Assignment 3.1

## AirBnb:

- **Where have they used physical affordances to make certain items appear like they should be interacted with?**

Arrow pointing down suggests dropdown menu

GUESTS

Underline words suggests clickable links

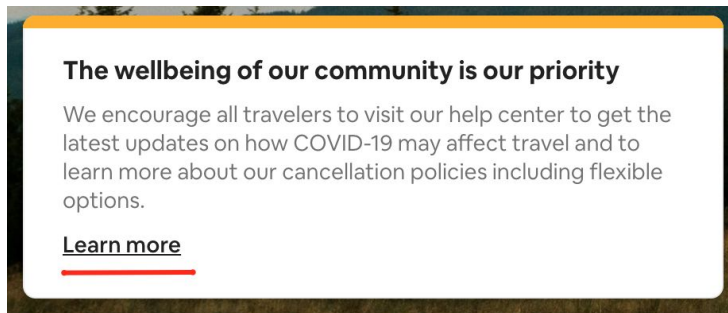


**SUPERHOST** United States ★ 4.83   
Garden Retreat steps from Haight St Th

Show (2000+) >

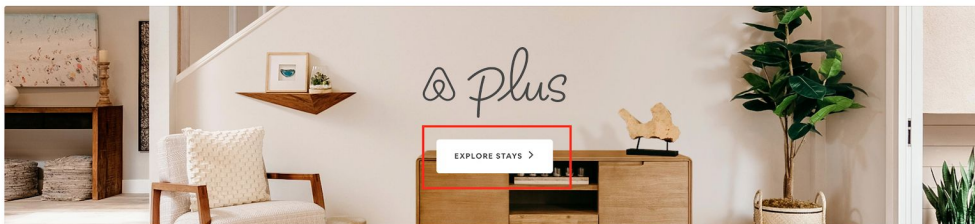
- What pattern affordances have they used to leverage already standard design? Do they have opportunities to make the design less explicit and more intuitive?

Underline under links, a globe beside a language button, a button with arrow suggests going to a new page, pluss buttons to add, minus to take away

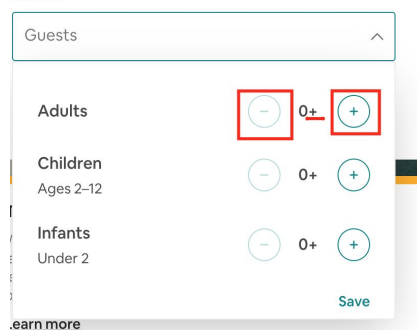


#### Airbnb Plus places to stay

A selection of places to stay verified for quality and design.



#### GUESTS



- **Have they used hidden affordances to engage users or provide feedback?**

By hovering over these city names the cursor changes to a pointer. That is the only indication that these names are clickable, which might be hard for new users to understand

#### Popular destinations in the United States

<b>San Francisco</b> \$216/night average	<b>Los Angeles</b> \$213/night average	<b>New York</b> \$159/night average	<b>Seattle</b> \$134/night average	<b>Denver</b> \$128/night average
<b>Washington DC</b> \$166/night average	<b>Phoenix</b> \$232/night average	<b>Austin</b> \$242/night average	<b>Houston</b> \$351/night average	<b>New Orleans</b> \$210/night average

City names are clickable, but has barely any indication

- **What language affordances have they used? Do they rely on symbols or more explicit language?**

They have used pretty explicit language all over their site; the link to learn more says “learn more”, the link to show more results says “show 2000+”, furthermore they have an “explore stays”-button.

←

March 2020

→

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## Book unique places to stay and things to do.

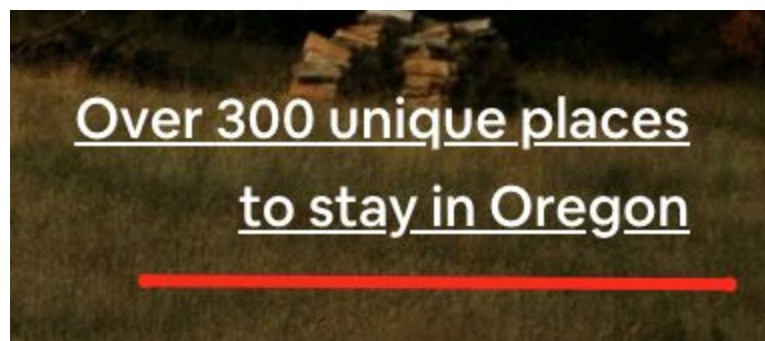
WHERE

CHECK-IN

CHECKOUT

GUESTS

Search



### Introducing Airbnb Adventures

Multi-day trips led by local experts—activities, meals, and stays included.



**NORWAY**  
2 Nights PACKAGE All Inclusive  
From 5,660 kr/person · 3 days  
★ 5.0 (13)



**COSTA RICA**  
Explore the insides of the Blue Canyon  
From 2,496 kr/person · 2 days  
★ 5.0 (10)



**UNITED STATES**  
3 day 2 nights GA Mountains 4x4 & Hike  
From 3,923 kr/person · 2 days  
★ 5.0 (17)



**COSTA RICA**  
Endless Summer: Beaches & Waterfalls  
From 2,496 kr/person · 2 days  
★ 5.0 (1)



**INDONESIA**  
Pure nature lovers  
From 8,509 kr/person · 5 days

[Show all adventures >](#)