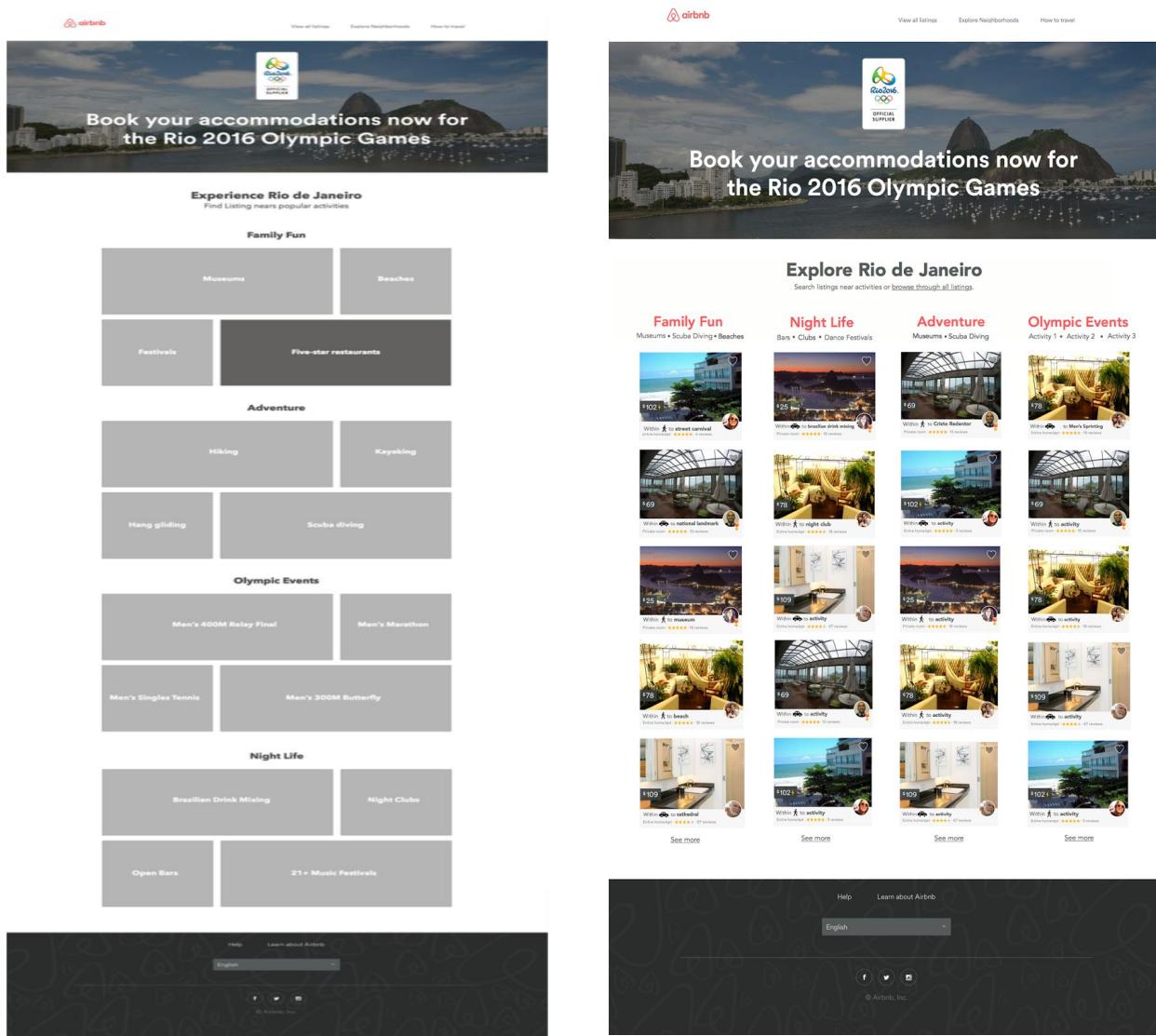


## Write one paragraph reporting back the main idea of your critiques.

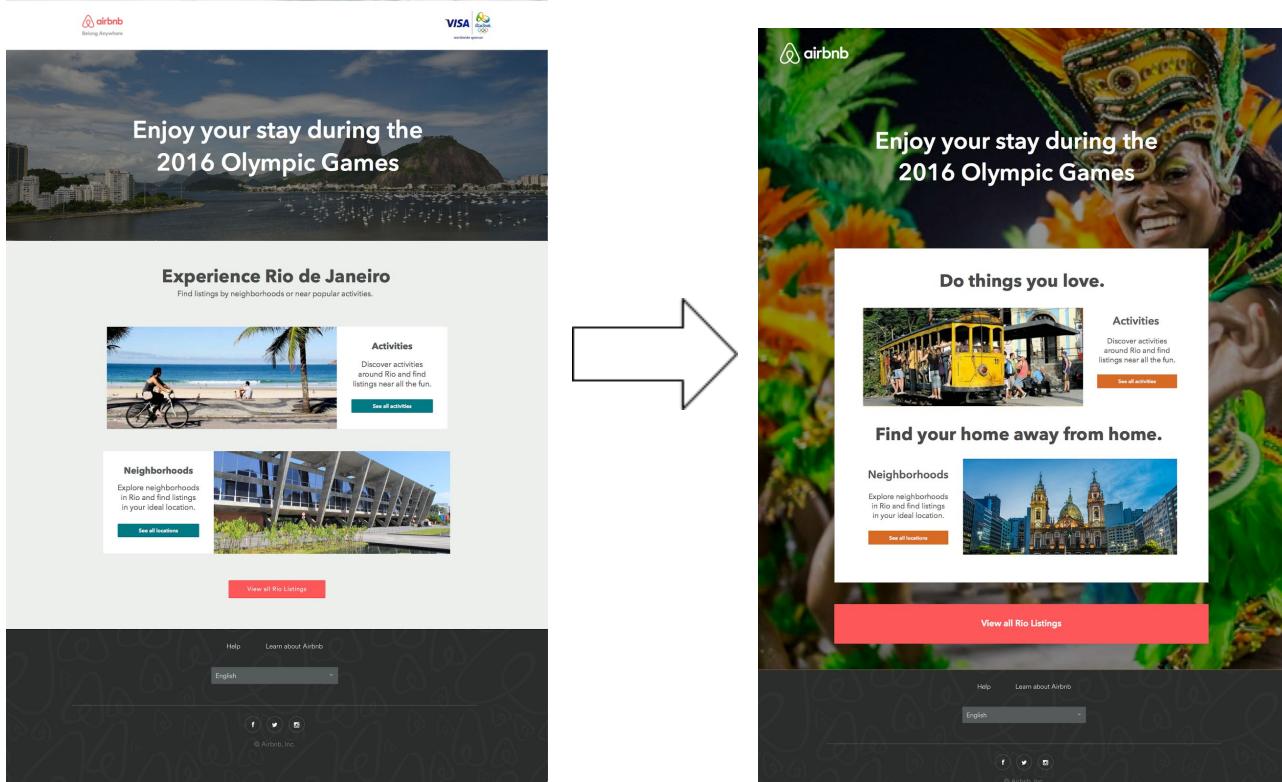
There were two main feedback points we needed to address. Firstly, in part 1 we focused on Airbnb users who prioritize activities in Rio over lodgings. However, our feedback in section was that some Airbnb users are more interested in learning about the neighborhoods in Rio for lodging rather than activities: "What are neighborhoods such as Copacabana or Ipanema like?" The second piece of feedback that we received was that some of our Airbnb mock's layout presented too much information. We were asked to think about how much detail to show initially and what activities/events to display first. Below are an older mocks that appear to contain too much information. For example, the leftmost mock displays several sub-category activities under each parent category.



**FIGURE 1:** Both early iterations restrict the user to only browsing via activity and display an overwhelming amount of information

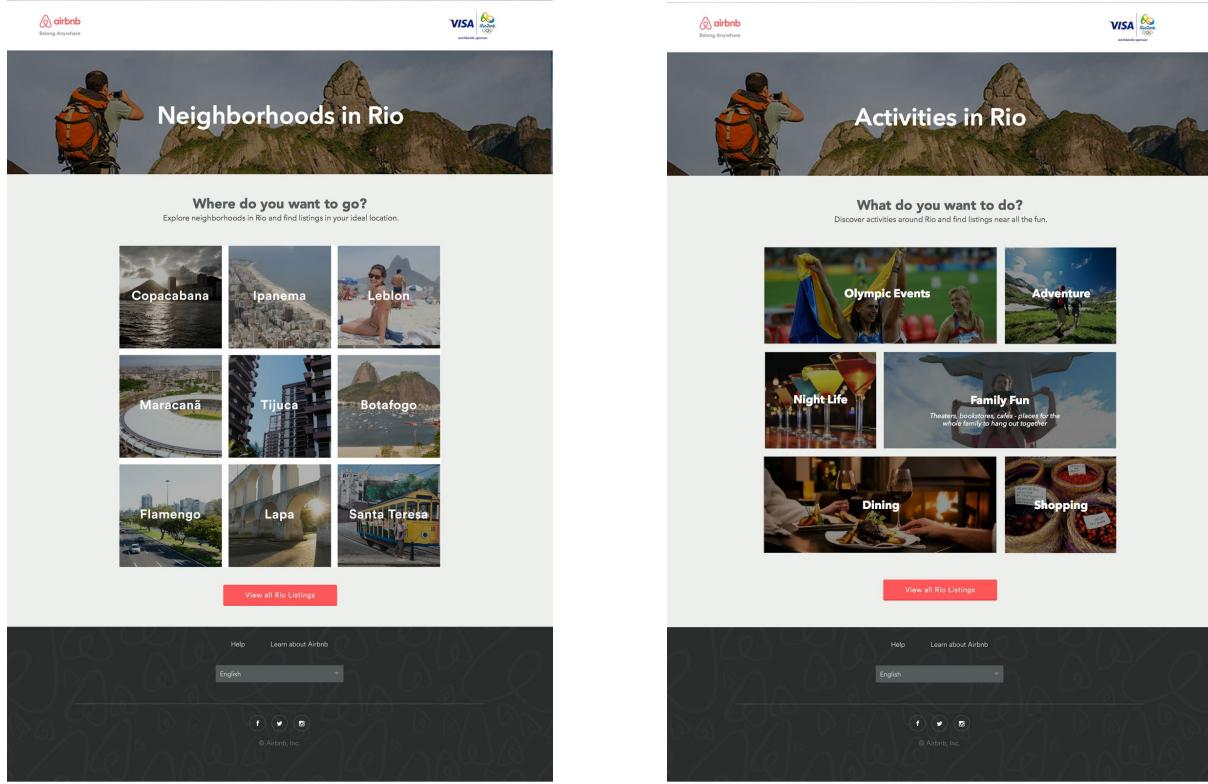
**Write a paragraph explaining how you aimed to address the critique (and any additional criteria you had) with your revision.**

To address the feedback to cater to Airbnb users interested in listings according to neighborhoods, we redesigned the landing page to give users two options: Explore Rio according to “Activities” or according to “Neighborhoods.” In this redesign, we considered the feedback about information overload and decided to initially only display the broadest category titles for Activities and Neighbors.



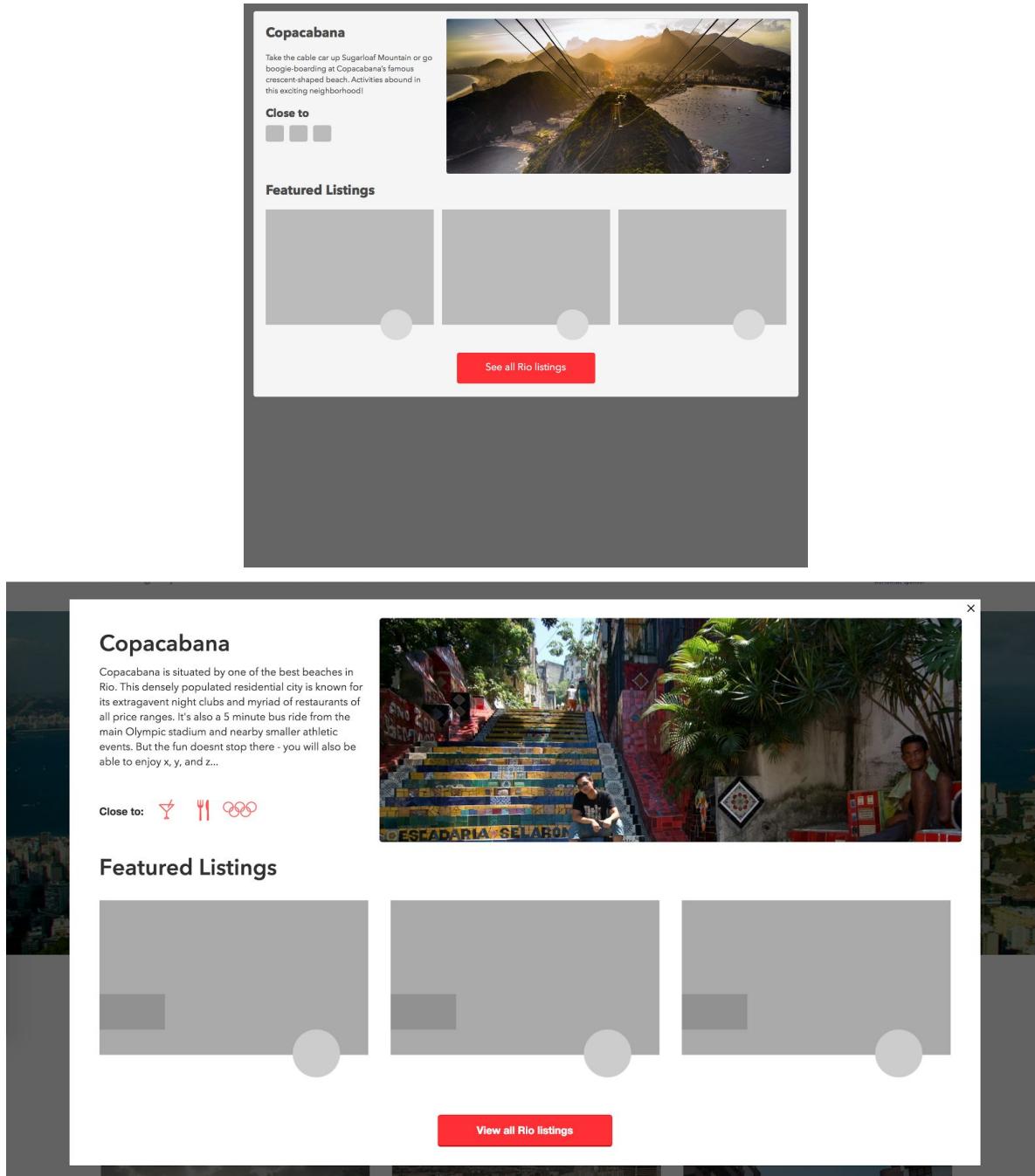
**FIGURE 2:** Our redesigned landing page which expands user choice on how to customize their AirBnb experience. The left most is our basic design. The rightmost is our pixel perfect mock incorporating elements from our mood board. Both designs do not overload the user with information.

From the landing page above, it is only when a user chooses to “See all activities” or “See all locations” do they view more detailed information under that category in another page.



**FIGURE 3:** Our two branches of information flow are drill down views of the categories *Neighborhoods* and *Activities*. Note that users have the ability to “View all Rio listing” in both of these pages.

Additionally, to address the feedback of users looking to learn about each neighborhood, we added a “Location detailed view” implemented as a dialog window when the user clicks on neighborhood box above. This view gives a description of the neighborhood: why the location is popular, information about neighboring locations (e.g. beaches, Olympic stadium), and whether certain activities are prominent around the area (e.g. night life, dineries).



**FIGURE 4:** Dialog view allows users to get a better understanding of the unique aspects of each neighborhood. Furthermore icons create a connection between the activity view and the neighborhood view, aiding in the cohesiveness of the design; (Upper) Sketch mock; (Lower) Screenshot of HTML implementation

# **HTML Flow**

**+**

# **Updated Mocks**

**Link:**

<http://cdn.rawgit.com/bhnascar/CS247-projects/master/P2/rioAirBnbLanding.html>

## Activities Page

## Listings Page

## Landing Page

The screenshot shows the main landing page for Rio de Janeiro. It features a large banner with the text "Enjoy your stay during the 2016 Olympic Games" and "Experience Rio de Janeiro". Below the banner, there are two main sections: "Activities" and "Neighborhoods". The "Activities" section includes a photo of a person riding a bicycle and a button labeled "See all activities". The "Neighborhoods" section includes a photo of a modern building and a button labeled "See all locations". At the bottom, there is a "View all Rio Listings" button.

The screenshot shows the "Activities" page. It features a large banner with the text "Activities in Rio" and "What do you want to do? Discover activities around Rio and find listings near all the fun.". Below the banner, there are six categories: "Olympic Events", "Adventure", "Night Life" (which is highlighted with a yellow box), "Family Fun", "Dining", and "Shopping". Each category has a small thumbnail image. At the bottom, there is a "View all Rio Listings" button.

## Locations Page

The screenshot shows the "Locations" page. It features a large banner with the text "Neighborhoods in Rio" and "Where do you want to go? Explore neighborhoods in Rio and find listings in your ideal location.". Below the banner, there is a grid of neighborhood names: Copacabana (highlighted with a yellow box), Maracanã, Tijuca, Ipanema, Leblon, Botafogo, Flamengo, Lapa, and Santa Teresa. Each name has a small thumbnail image. At the bottom, there is a "View all Rio Listings" button.

\*All “View all Rio Listings” pink buttons lead to the Listings Page

The screenshot shows the "Listings" page. It features a search bar at the top with the placeholder "Where are you going?". Below the search bar, there are several filter options: "Activities" (checked), "Family Fun" (unchecked), "Adventure" (checked), "Olympic Games" (checked), "Night Life" (checked), "Shopping" (unchecked), "Dining" (unchecked). There are also filters for "Dates", "Room Type", "Price Range", and "More Filters". A map of Rio de Janeiro is shown with various locations marked by yellow stars and numbers. Below the map, there are three listing cards: "Entire home/apt" for \$47, "Private room" for \$36, and another "Private room" for \$36. At the bottom right, there is a "Language and Currency" dropdown.

## Location Details Dialog Window

The screenshot shows a "Location Details" dialog window for "Copacabana". It includes a close button, a map of Copacabana, and a detailed description: "Copacabana is situated by one of the best beaches in Rio. This densely populated residential area is known for its sprawling night clubs and myriad of restaurants of all types. It's just a 5-minute walk from the main Olympic stadium and nearby smaller athletic events. But the fun doesn't stop there - you will also be able to enjoy x, y, and z...". Below the description, there are icons for "Close to: ⛰ 🏊lympholympic games". Under "Featured Listings", there are three blurred listing cards. At the bottom, there is a "View all Rio Listings" button.

# Landing Page

## Sketch Mock

The sketch mockup shows the top half of the page with a large banner featuring the Rio skyline and Sugarloaf Mountain. Below the banner, the headline reads "Enjoy your stay during the 2016 Olympic Games". A section titled "Experience Rio de Janeiro" includes a sub-section "Activities" with a photo of a person cycling on a beach path. Another section "Neighborhoods" features a photo of a modern building and a "View all Rio Listings" button.

airbnb  
Belong Anywhere

VISA worldwide sponsor

Enjoy your stay during the 2016 Olympic Games

Experience Rio de Janeiro

Find listings by neighborhoods or near popular activities.

Activities

Discover activities around Rio and find listings near all the fun.

See all activities

Neighborhoods

Explore neighborhoods in Rio and find listings in your ideal location.

See all locations

View all Rio Listings

Help Learn about Airbnb

English

f t i © Airbnb, Inc.

## Screenshot of HTML

The screenshot shows the final HTML version of the landing page. It has a similar layout to the sketch, with the banner, headline, and main sections ("Experience Rio de Janeiro" and "Neighborhoods"). The "Activities" section now includes a photo of a yellow cable car. The "Locations" section features a photo of the Escadaria Selarón steps. Both sections have "See all [category]" buttons.

airbnb  
Belong Anywhere

VISA worldwide sponsor

Enjoy your stay during the 2016 Olympic Games

Explore Rio de Janeiro

Find listings by neighborhoods or near popular activities.

Activities

Discover activities around Rio and find listings near all the fun.

See all activities

Locations

Explore neighborhoods in Rio and find listings in your ideal location.

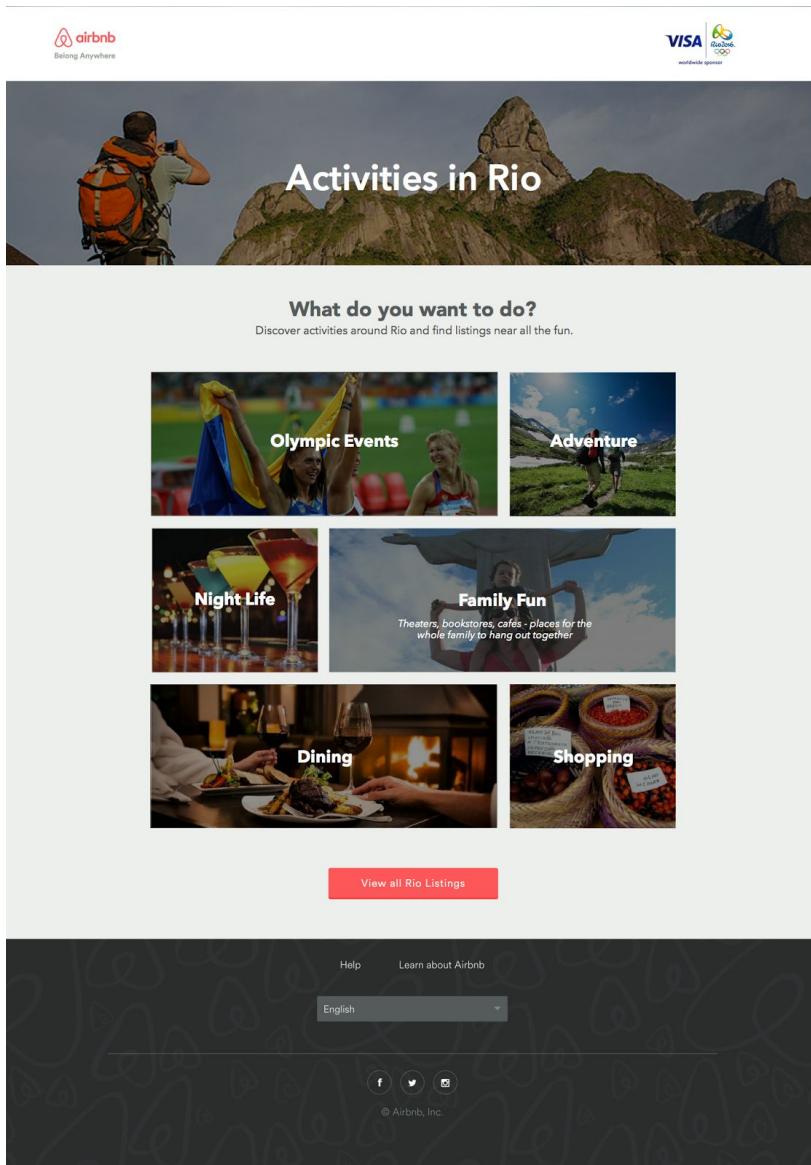
See all locations

View all Rio Listings

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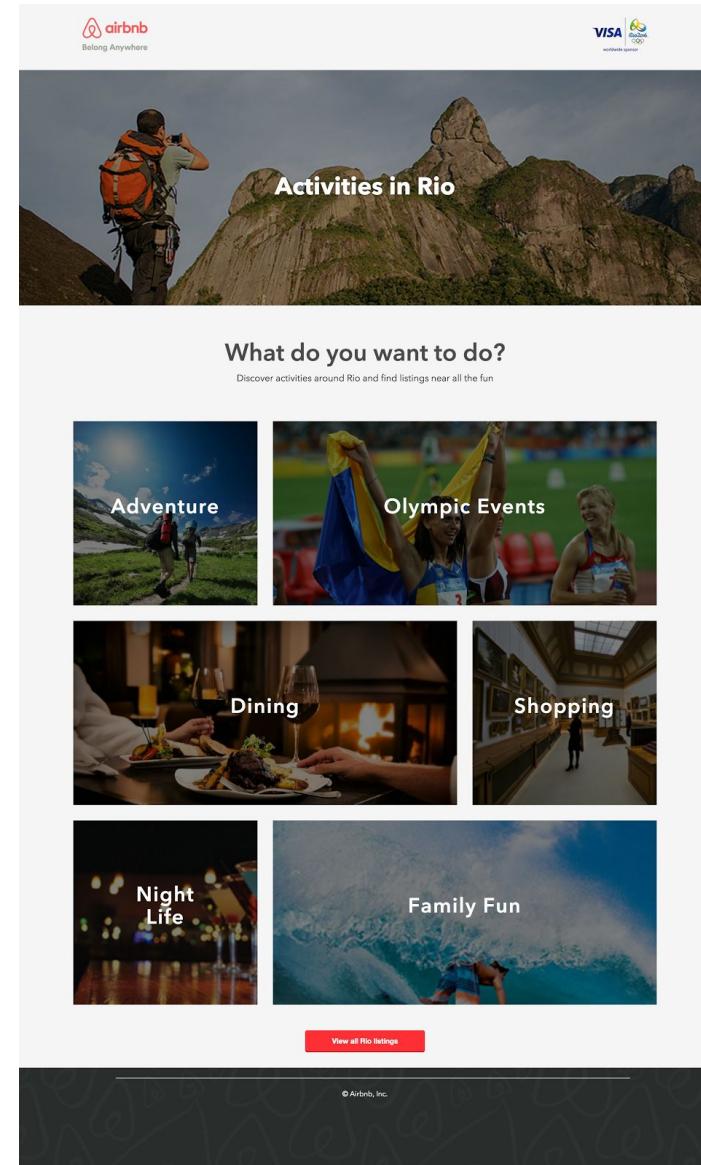
# Activities Page

## Sketch Mock



The sketch mockup shows the top navigation bar with the Airbnb logo and a 'Belong Anywhere' slogan. To the right are the VISA and Rio 2016 logos. Below the header is a large banner featuring a person with a backpack taking a photo of a mountain range, with the text 'Activities in Rio' overlaid. The main content area is titled 'What do you want to do?' with a subtext 'Discover activities around Rio and find listings near all the fun.' It features six categories arranged in a 3x2 grid: 'Olympic Events' (two women holding flags), 'Adventure' (people walking on a trail), 'Night Life' (drinks on a bar), 'Family Fun' (a family at a theater), 'Dining' (two people eating), and 'Shopping' (a basket of goods). A red button at the bottom left says 'View all Rio Listings'. The footer contains links for 'Help', 'Learn about Airbnb', and language selection ('English'). Social media icons for Facebook, Twitter, and Instagram are also present.

## Screenshot of HTML



The screenshot of the HTML page is identical to the sketch mockup. It features the same header, banner, and category grid. The 'View all Rio Listings' button is also present. The footer includes the same links and social media icons as the sketch.

# Locations Page

## Sketch Mock

The sketch mockup shows the top half of the Airbnb Locations Page for Rio neighborhoods. It features a large banner image of a man taking a photo of Sugarloaf Mountain. The title "Neighborhoods in Rio" is centered over the image. Below the banner is a section titled "Where do you want to go?" with the subtext "Explore neighborhoods in Rio and find listings in your ideal location." A grid of nine thumbnail images represents different neighborhoods: Copacabana, Ipanema, Leblon, Maracanã, Tijuca, Botafogo, Flamengo, Lapa, and Santa Teresa. Each thumbnail has its name printed on it. At the bottom of this section is a red button labeled "View all Rio Listings". The bottom portion of the page is a dark overlay with a repeating geometric pattern. It includes a navigation bar with links to "Help", "Learn about Airbnb", and a language dropdown set to "English". Social media icons for Facebook, Twitter, and Instagram are also present.

## Screenshot of HTML

The screenshot shows the final HTML version of the Locations Page. The layout is identical to the sketch, featuring the same banner, title, and neighborhood grid. The "View all Rio Listings" button is also present. The bottom section, with its dark background and geometric pattern, is also included. The overall design is clean and modern, reflecting the Airbnb brand identity.

# Location Details Dialog Window

Sketch Mock

**Copacabana**

Take the cable car up Sugarloaf Mountain or go boogie-boarding at Copacabana's famous crescent-shaped beach. Activities abound in this exciting neighborhood!

**Close to:**



**Featured Listings**



[See all Rio listings](#)

Screenshot of HTML

**Copacabana**

Copacabana is situated by one of the best beaches in Rio. This densely populated residential city is known for its extravagant night clubs and myriad of restaurants of all price ranges. It's also a 5 minute bus ride from the main Olympic stadium and nearby smaller athletic events. But the fun doesn't stop there - you will also be able to enjoy x, y, and z...

**Close to:**



**Featured Listings**



[View all Rio listings](#)

# All Listings Page

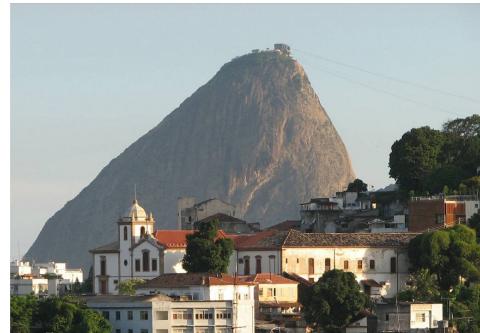
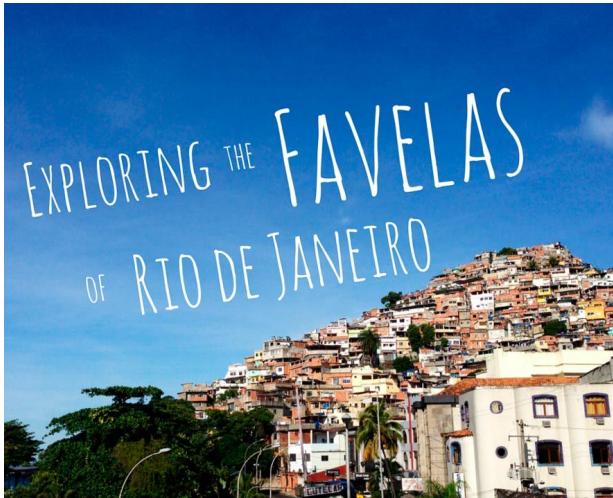
## Sketch Mock

The sketch mockup shows the top navigation bar with the Airbnb logo, search bar, and user options (Become a Host, Help, Sign Up, Log In). Below the search bar are activity filters: Family Fun (unchecked), Adventure (unchecked), Olympic Games (checked), Night Life (checked), Shopping (unchecked), Dining (unchecked). The main search area includes date inputs (Check In, Check Out) and guest count (1 Guest). Filter sections for Room Type (Entire home/apt, Private room, Shared room) and Price Range (from \$10 to \$1000+) are present. A map of Copacabana shows price points for various listings. Below the map are two listing cards: one for an entire home/apt at \$47 and another for a private room at \$36. A 'More Filters' button is located at the bottom left.

## Screenshot of HTML

The screenshot shows the same interface as the sketch, but with different filter results. The 'Shopping' filter is checked. Two listing cards are displayed: 'Apartment in Rio de Janeiro' (Entire home x stars, 4 reviews) and 'Apartment in Rio de Janeiro' (Entire home x stars, 4 reviews). To the right is a larger map of Rio de Janeiro with numerous location markers. The VISA and Rio 2016 logos are visible in the top right corner.

# **Moodboard**



# **Pixel Perfect Mocks**

*(The first mock below was chosen  
for further refinement)*

# Enjoy your stay during the 2016 Olympic Games

**Do things you love.**



## Activities

Discover activities around Rio and find listings near all the fun.

[See all activities](#)

**Find your home away from home.**

## Neighborhoods

Explore neighborhoods in Rio and find listings in your ideal location.

[See all locations](#)



[View all Rio Listings](#)

Help

[Learn about Airbnb](#)

English



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Go beyond the games. Experience Rio.



Do the things you love.



#### Activities

Discover activities around Rio and find listings near all the fun.

[See all activities](#)

Find your home away from home.

#### Neighborhoods

Explore neighborhoods in Rio and find listings in your ideal location.

[See all locations](#)



#### Classic Airbnb.

The interface you know and love.

[View all Rio listings](#)

Help

Learn about Airbnb

English



© Airbnb, Inc.

# Enjoy your stay during the 2016 Olympic Games!

## Experience Rio de Janeiro

Find listings by neighborhoods or near popular activities.



### Activities

Discover activities around Rio and find listings near all the fun.

[See all activities](#)

### Neighborhoods

Explore neighborhoods in Rio and find listings in your ideal location.

[See all locations](#)



[View all Rio Listings](#)

Help

Learn about Airbnb

English

# **Final Refined Pixel Perfect Mock**

# Enjoy your stay during the 2016 Olympic Games

**Do things you love.**



## Activities

Discover activities around Rio and find listings near all the fun.

[See all activities](#)

**Find your home away from home.**

## Neighborhoods

Explore neighborhoods in Rio and find listings in your ideal location.

[See all locations](#)



[View all Rio Listings](#)

Help

Learn about Airbnb

English



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