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|  | airbnb.com | helloflo.com |
| Visual Balance | Clearly defined. Lots of negative space to emphasize the images and the search bar. Search bar is in a dark bar to create contrast. Not much text, difference between caps and larger font size with subtitles | Many elements but work well. The orange color of the slider and the animation draws attention. Lots of text in different size and colors, it is distracting, but somehow effective. Signup box is out of the grid, making it stand out |
| Size | One central image that leads to the search bar. One large title but comparably smaller in relation with the image background. Images stand out. Text is not overwhelming | Animations are larger. Company logo is larger. Titles are a lot larger. Call to actions are larger |
| Space | Lots of white space to accentuate the images and call to action | Not much space, seems like every portion of the page is covered in color. Even the white space has colored text. It gives a sense of confusion but at the same time is ordered. |
| Focal Point | The search bar | I think the focal point is the text in the negative area |
| Hierarchy | Landing Page -- Super simple navigation, few options  Buttons are well contrasted and few enough. Each image is clickable | Simple navigation, tons call of action buttons. Not funneled properly, I don’t think |
| Flow | Hero image to search bar on above the fold. Clean.  Below, images and short title are easy to follow. Top to bottom. Centered | Too much color. Too many options. Don’t know where to focus my attention. Animation is distracting. I do like the elements outside the grid. |