



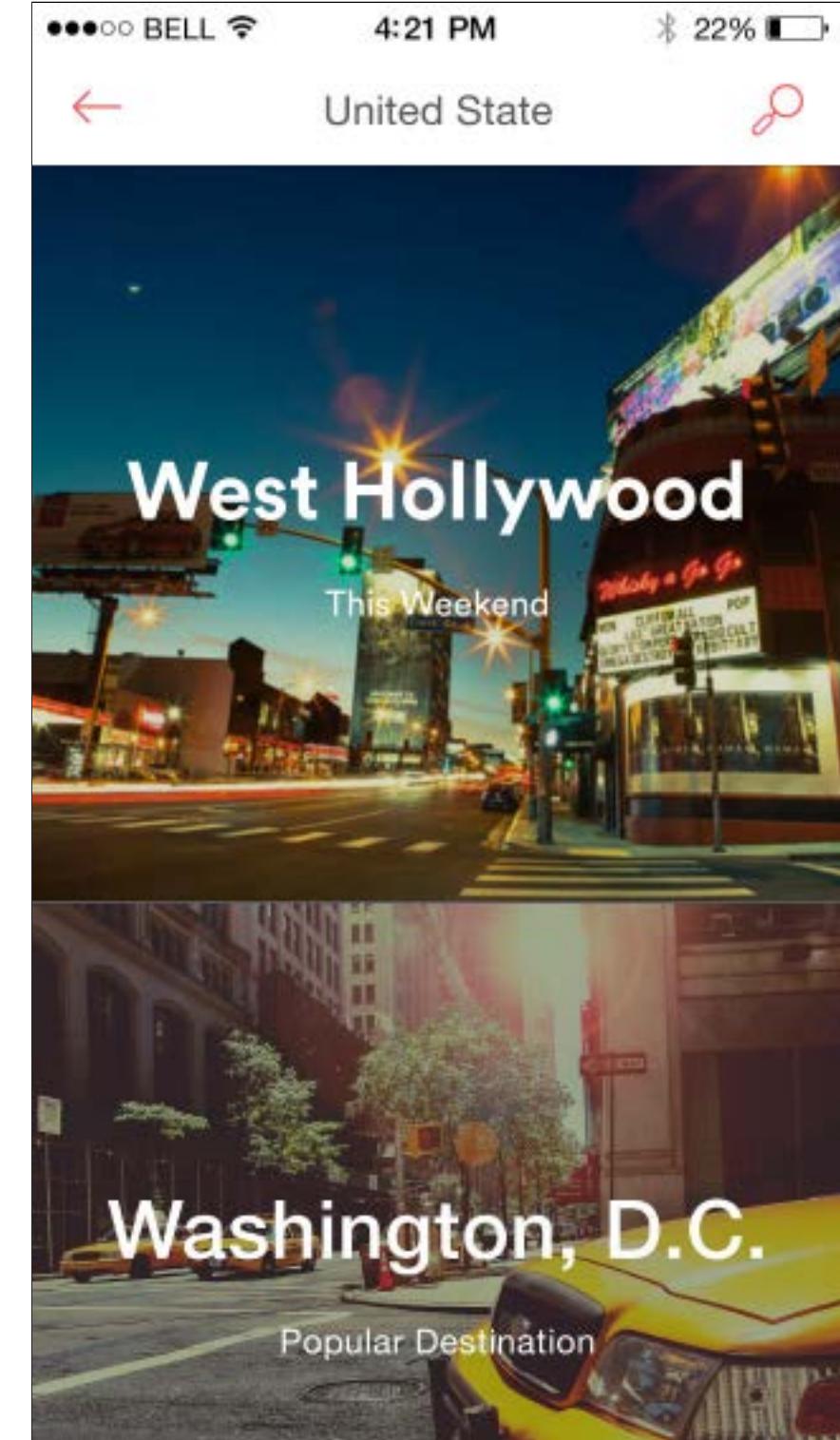
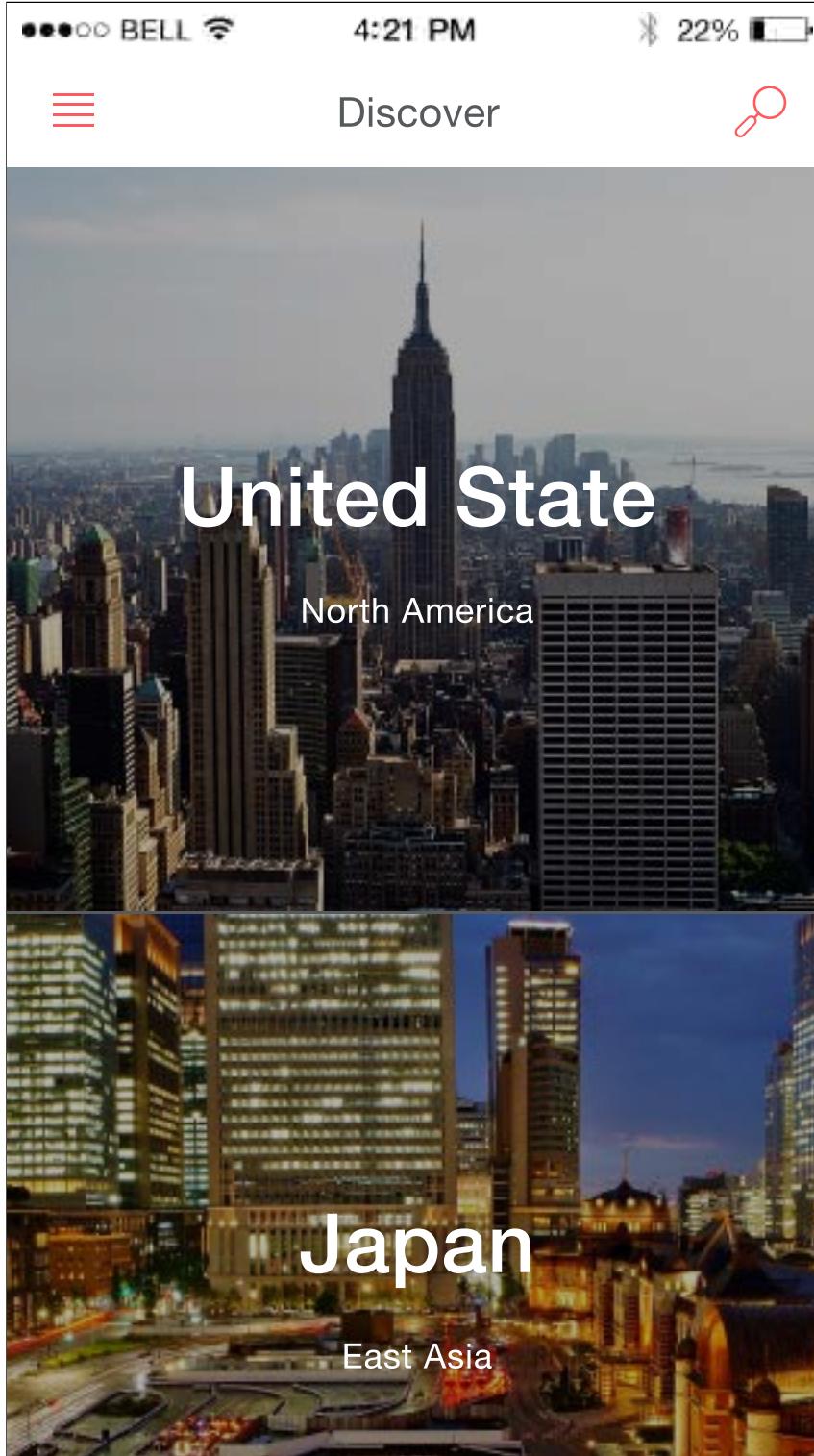
airbnb Helping Every Traveler To Find Their Dream Place To Belong.

- ❖ Display information level by level, not showing all at one time.
- ❖ The point is not the number of user click, if every click comes after is essential information that can be used by user, they will enjoyed every clicking moment.
- ❖ If we don't know what demand of each phase, then this work flow will not be success.

"When people got too many choice, they usually end up choosing nothing at all, it bother them at very begining."

By adding a layer to location choosing is for an idea that people usually think of where they want to go(travel). And when user starting a new journey we should help them to build a predictable flow.

Of course we can giving users random recommendation, and I think that's good for promotion feature city or hosts, but how about we make a world like a playground then we can guide our user to their place where they really want to go, not just showing cases like real estate advertising or ikea sample house review.





airbnb Something about Photo browsing.

•••• BELL 4:21 PM * 22%

Singapore, SG Chinatown

\$6,176

1/24

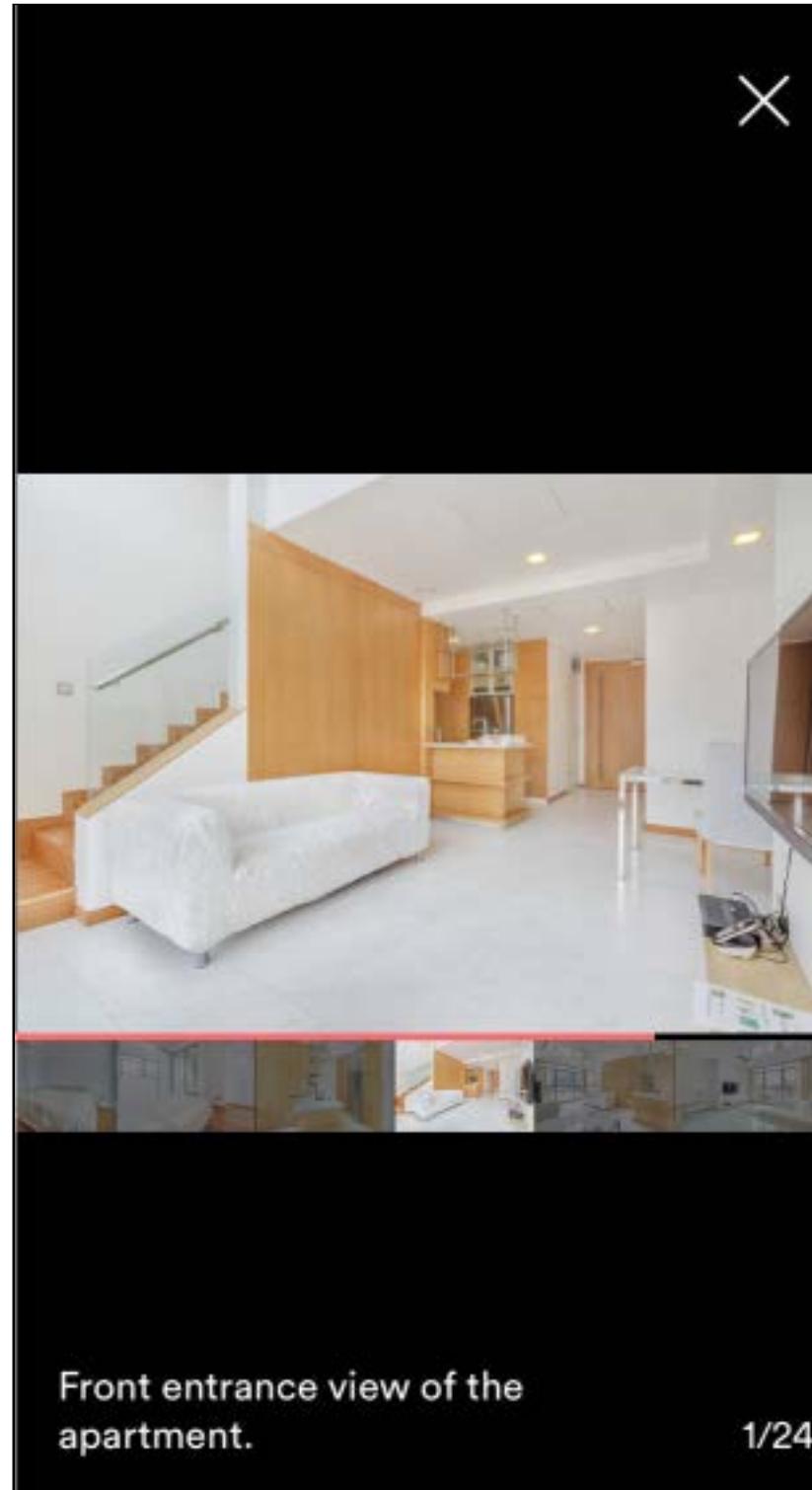
Tanjong Pagar Premium Loft
11 BC

★★★★★ 19

Hosted by Hannah

Entire Home

Request To Book



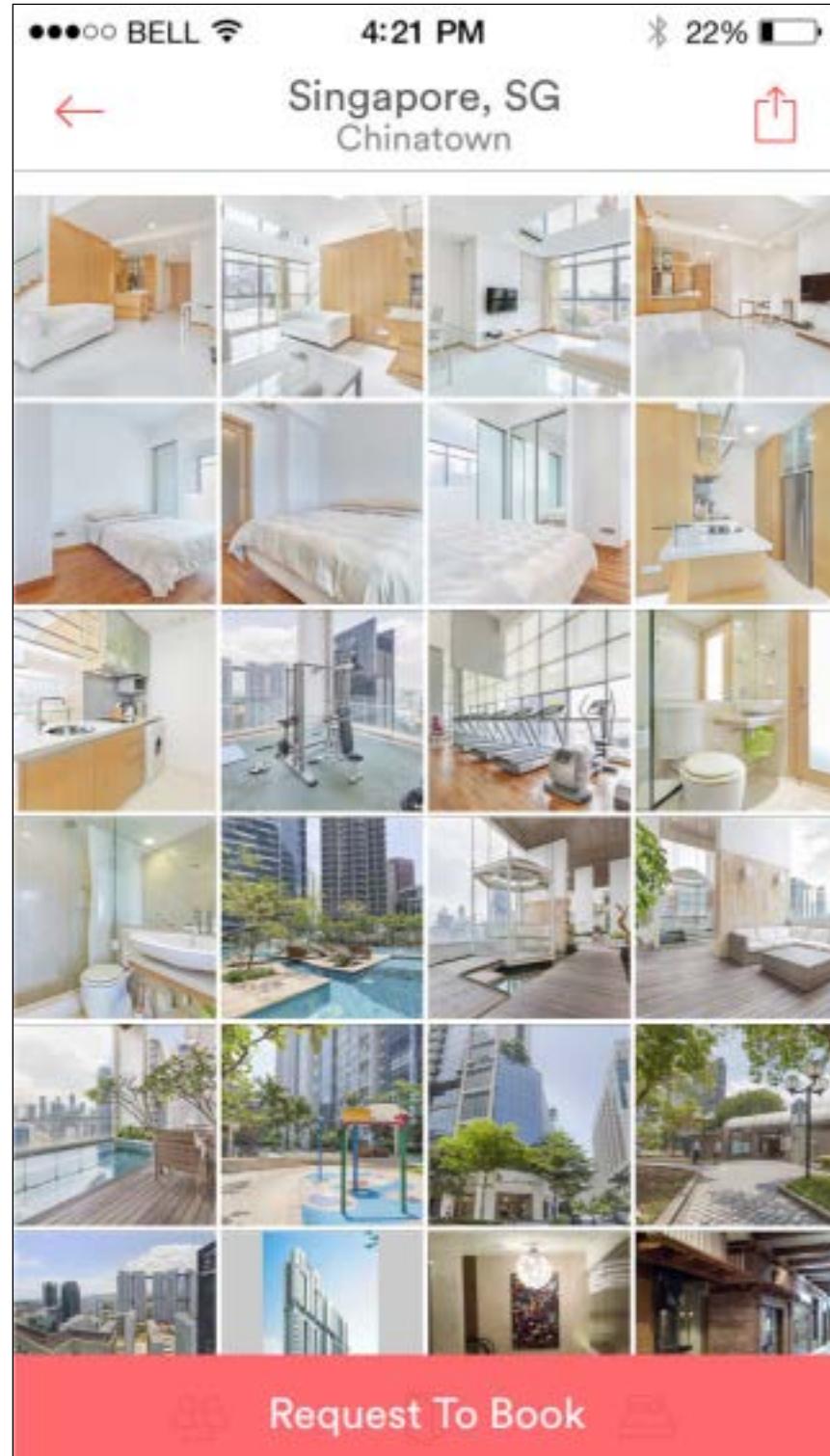
[Left] When we enter some of one host's house and click photo to see through all the other photos. It will enter full screen mode, if we slide few photos, then get back to the house's intro, the photo number should be the same as the last photo that I saw in the full screen mode.
This idea is about let user experience more continuity.

ex: The photo number will start from No.1, if I slide few photos to No.15, then quit to the main intro, the number at bottom of photo should still stay at No.15.

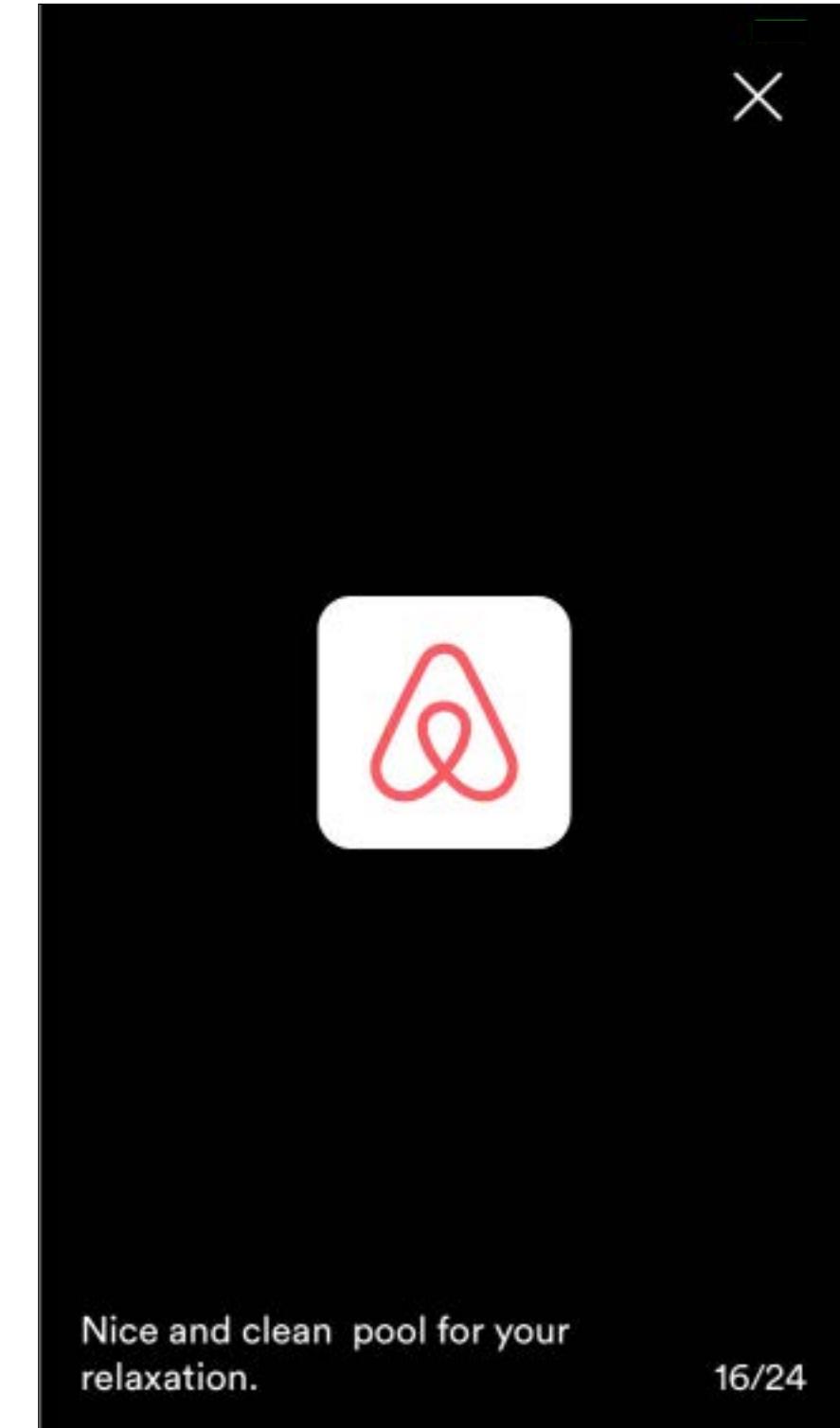
[Right] By adding a thumbnail stream to let user can browsing photos more quickly and efficiency.
Also adding a progress bar let user can know the processing is under going now.



airbnb Something still about Photo browsing.

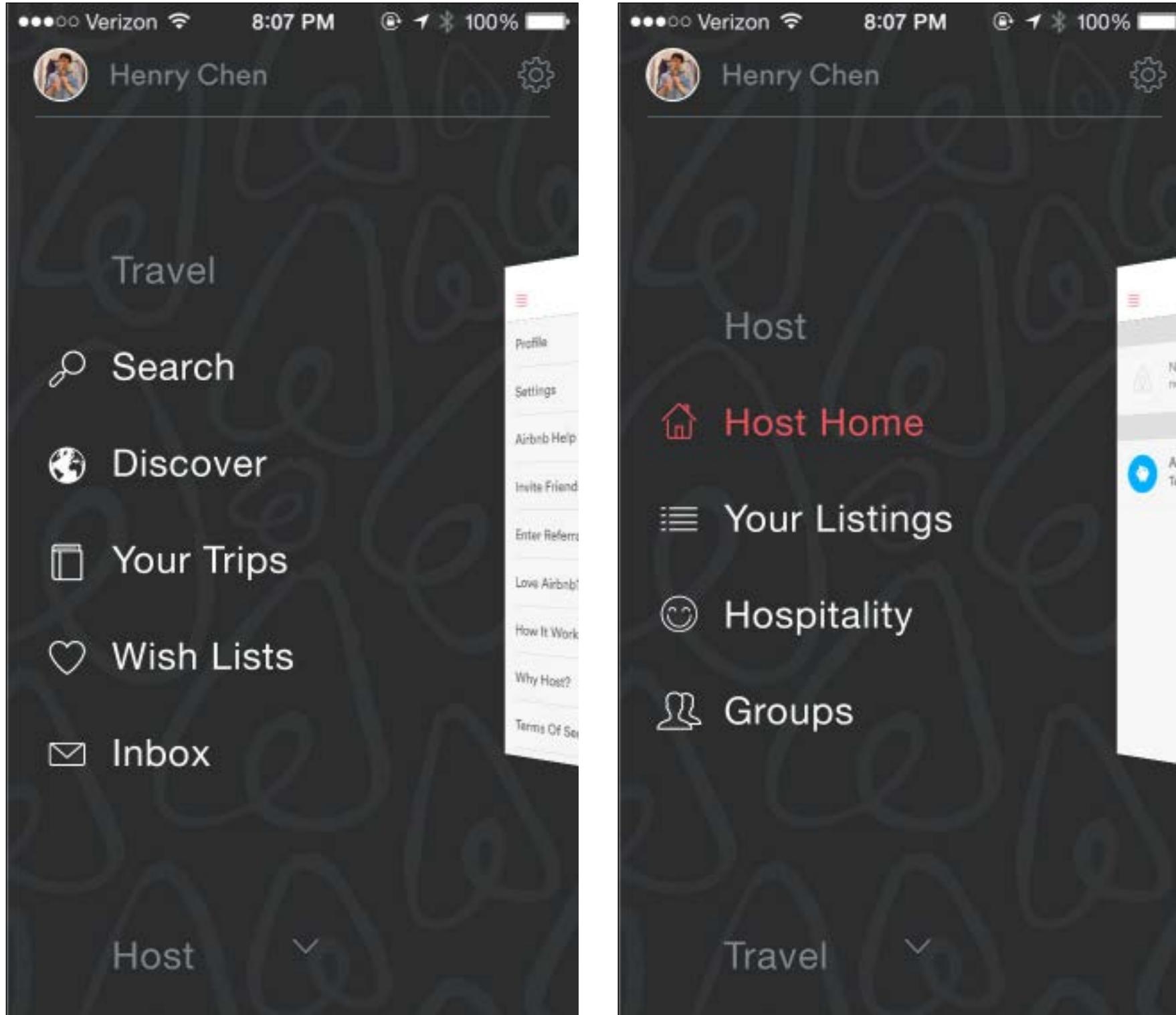


[Left] This photo album version is also the concept about speeding up the photo browsing, to let user more quickly can see through the whole house's photo without checking one by one.





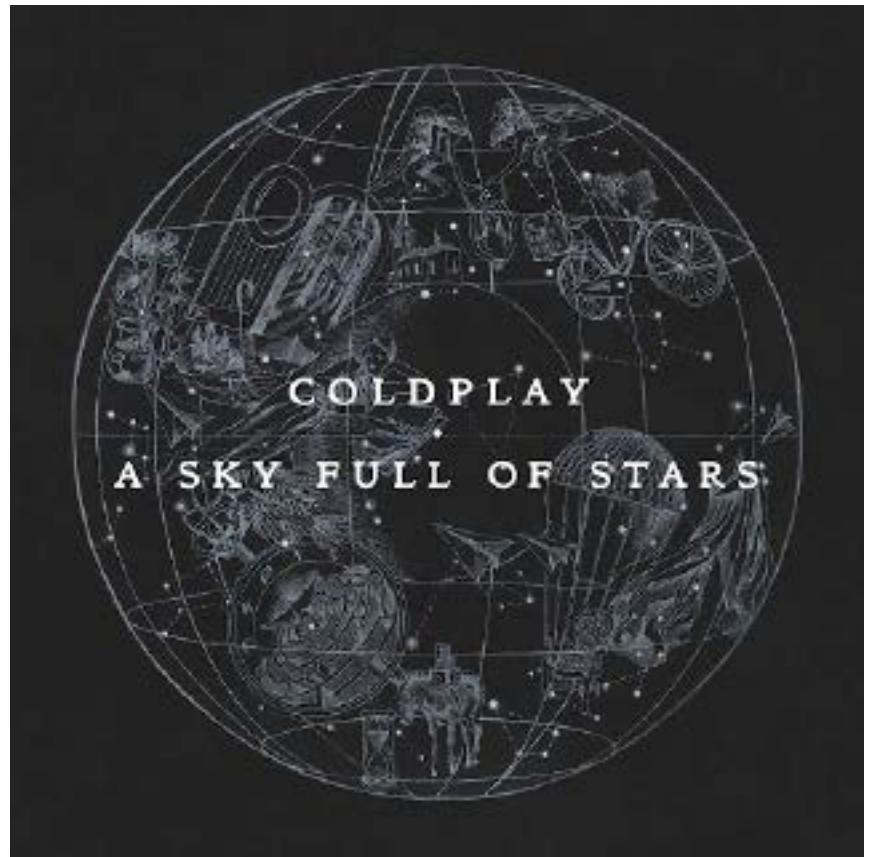
airbnb Something about little big things



Putting related icon in the list options also can increasing readable and recognizable for user. I have draw some little icon that represent the different section.

Actually every part of design not only can sending messages to people but also can spreading emotion. There are three level in the visual design, Instinct, Behavior and the last also the highest level: Reflection. This is a visual element, combined with the feelings of the interpretation and understanding. People create a lasting impression on the memory that keep them remember it more easier and longer.

airbnb Something about short flim



Footage with BGM with COLDPLAY "a sky full of stars"
Starting with first perspective view came with open a door from his/her own house's door and just move to another place maybe a host in the house have a local welcome

This concept is a little bit like the movie "The Adjustment Bureau", when you open a door, you will go into another place or country.

The reason I pick up this song is that gives me a feeling about an unconditional love and I think that also can represent the central spirits of Airbnb. It's a place all about love, warm and belonging.

(This song was also taken by Apple "Pride" event on this year July 7th, and an unconditional love should always embrace different gender and races, and I believe so does Airbnb, too. :))

Thanks for your time, and hope you guys like it.
Henry Chen 2014.8.26