A well designed site should be easy to use, with clear and simple cues to guide the eye towards whats possible. The basic usability principles, commonly reffered to as [usability heuristics](https://medium.com/@erangatl/10-usability-heuristics-explained-caa5903faba2), help ensure a product’s behavior is predictable, expected, usable and therefore delightful to use. When comparing three of the most popular booking sites, Airbnb, VRBO and Booking.com, we’re going to see how good design creates meaningful experiences for users while bad design can cause pain and frustration, that as designers we should always aim to avoid.

Even though this article is by no means a way to bash on Booking.com, I am merely going to point out possible pain points u

