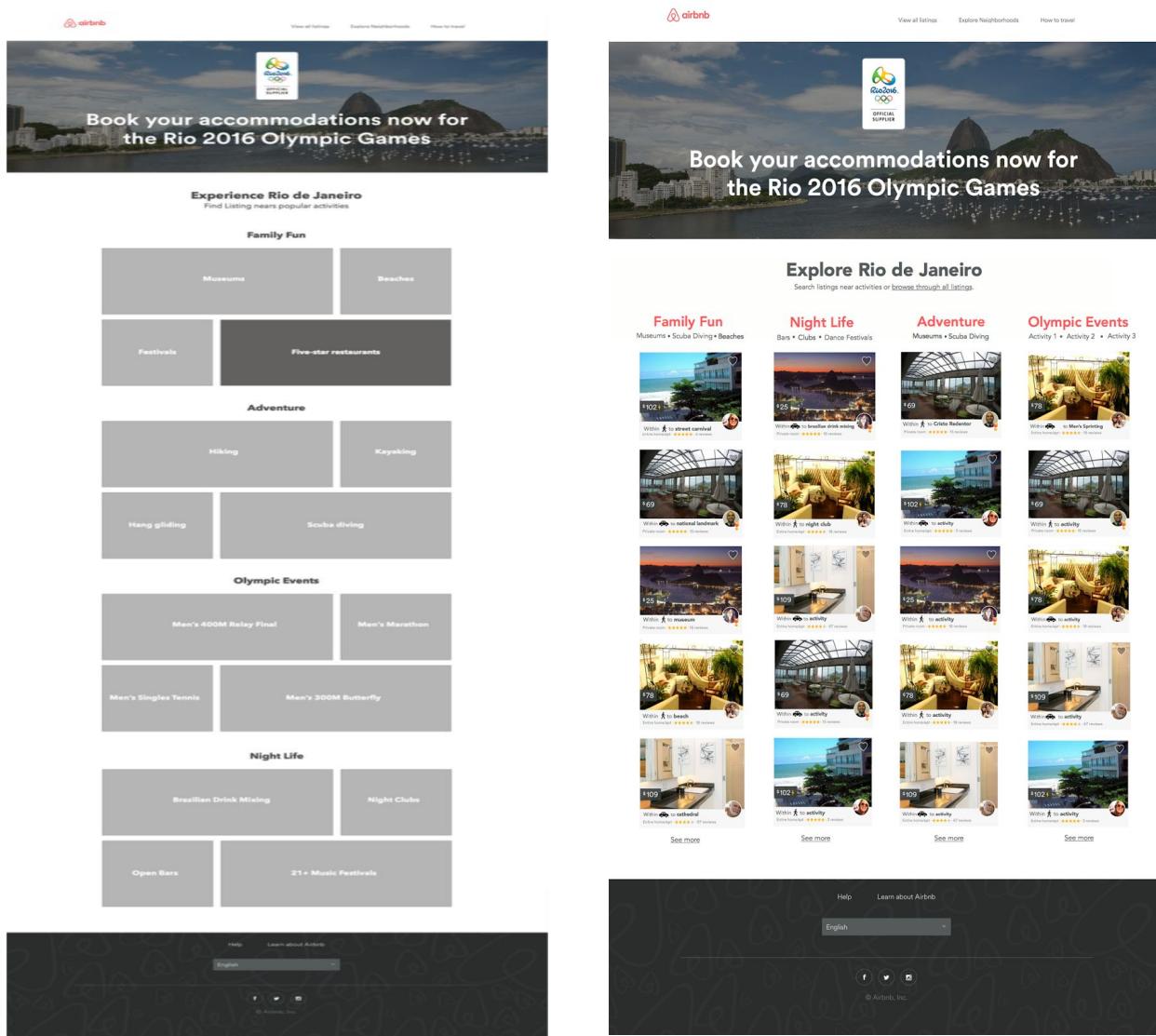


**Write one paragraph reporting back the main idea of your critiques.**

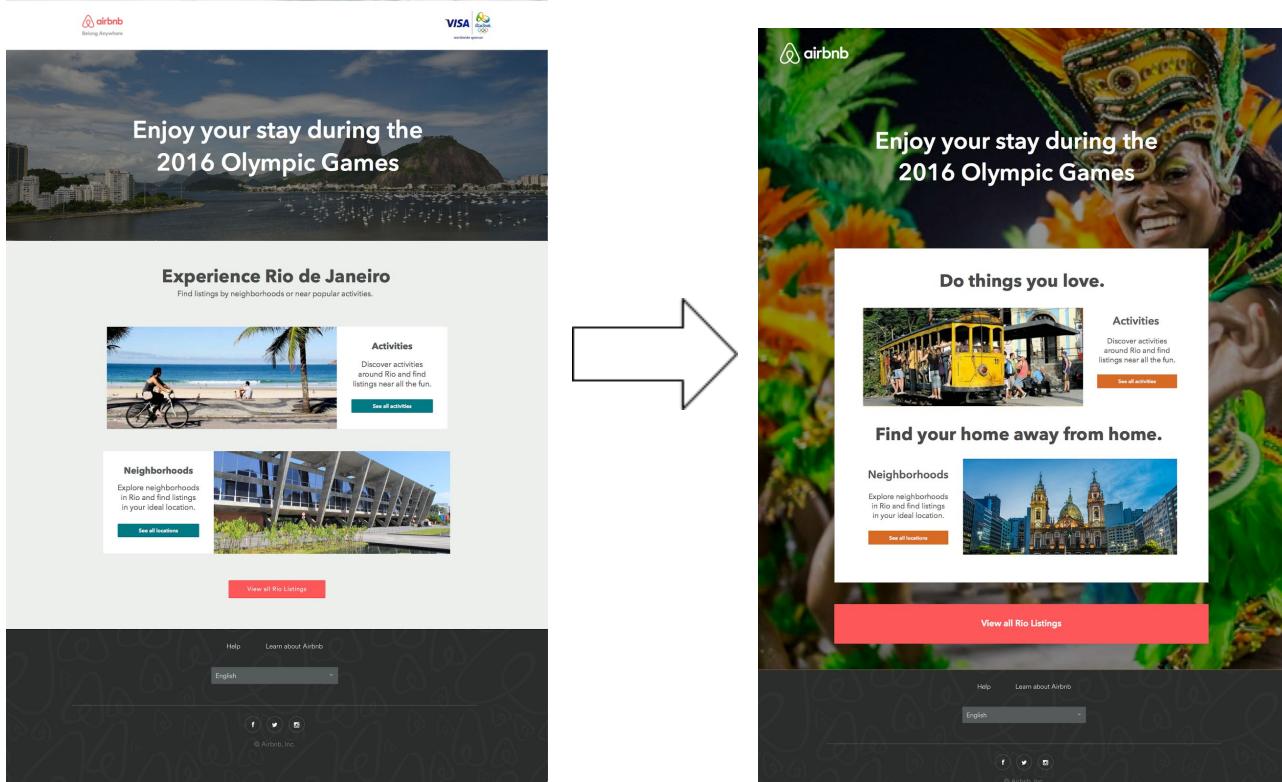
There were two main feedback points we needed to address. Firstly, in part 1 we focused on Airbnb users who prioritize activities in Rio over lodgings. However, our feedback in section was that some Airbnb users are more interested in learning about the neighborhoods in Rio for lodging rather than activities: "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

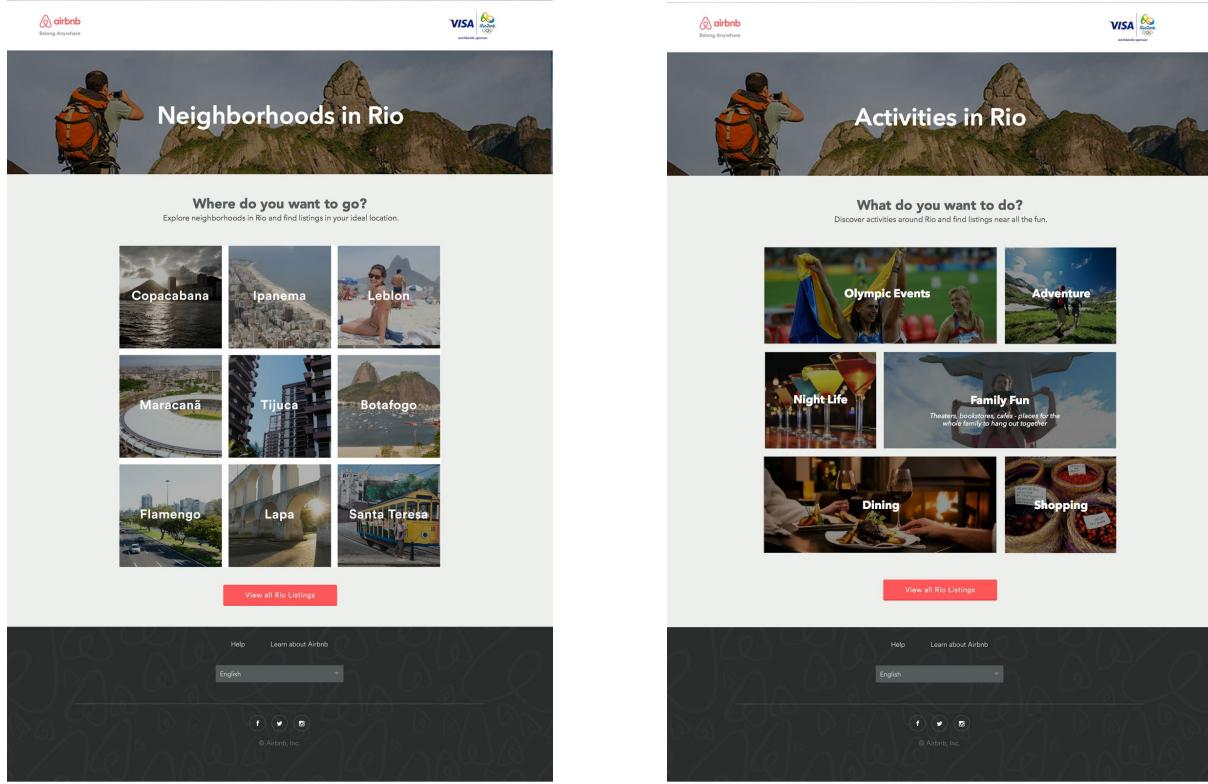
**Write a paragraph explaining how you aimed to address the critique (and any additional criteria you had) with your revision.**

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.



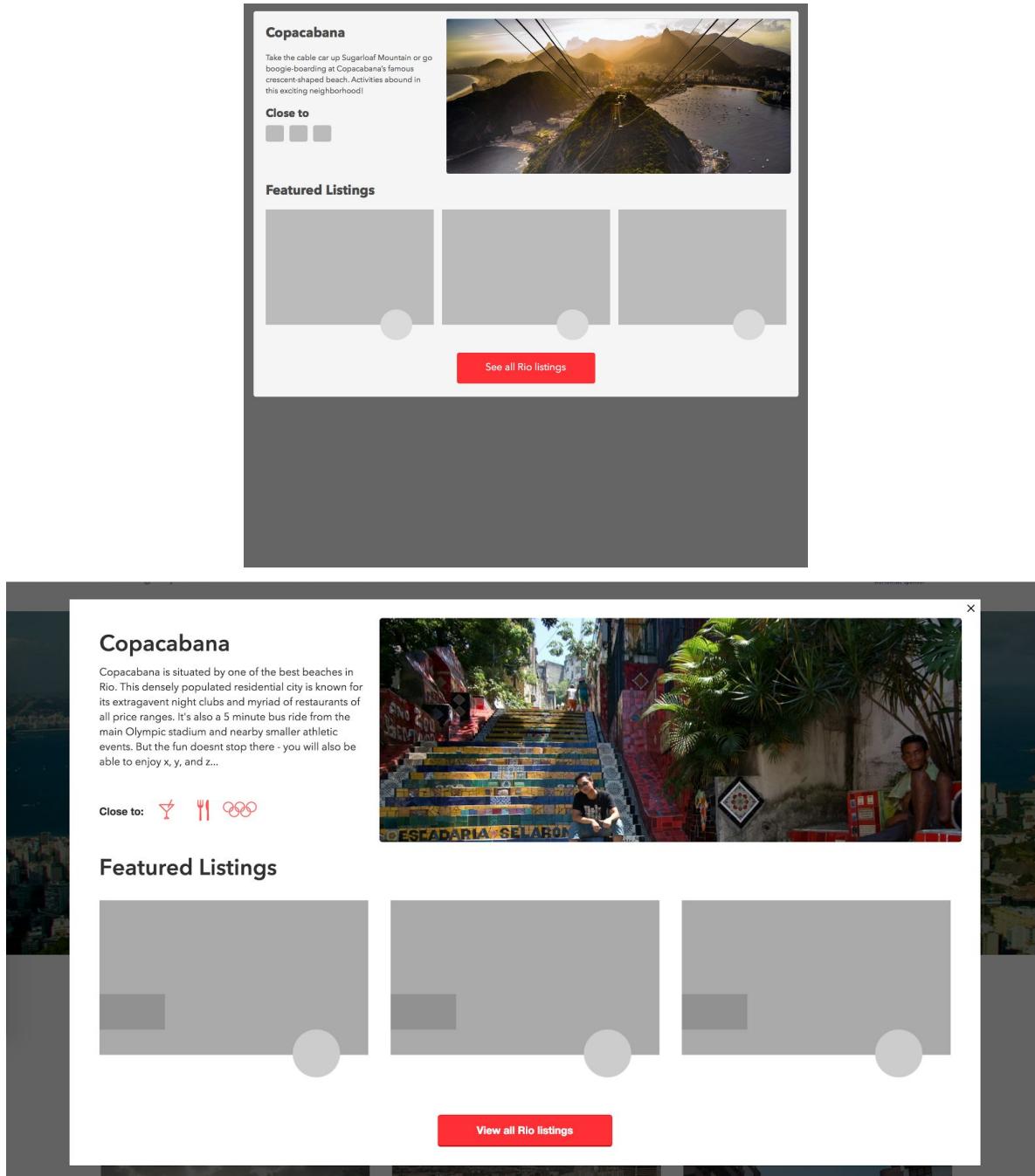
**FIGURE 2:** Our redesigned landing page which expands user choice on how to customize their AirBnb experience. The left most is our basic design. The rightmost is our pixel perfect mock incorporating elements from our mood board. Both designs do not overload the user with information.

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 top half of the Airbnb 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 are two main sections: "Activities" (with a call-to-action button "See all activities") and "Neighborhoods" (with a call-to-action button "See all locations"). At the bottom, there's a "View all Rio Listings" button.

This screenshot shows the "Activities" page on Airbnb. It displays a grid of activity categories: Olympic Events, Adventure, Night Life, Family Fun, Dining, and Shopping. An orange arrow points from the "Activities" section of the Landing Page to this screen. Below the grid is a "View all Rio Listings" button.

## Locations Page

The screenshot shows the "Locations" page on Airbnb, specifically the "Neighborhoods in Rio" section. It features a grid of neighborhood icons: Copacabana (highlighted with an orange box), Maracanã, Tijuca, Ipanema, Leblon, Botafogo, Flamengo, Lapa, and Santa Teresa. An orange arrow points from the "Neighborhoods" section of the Landing Page to this screen. At the bottom is a "View all Rio Listings" button.

## Location Details Dialog Window

This screenshot shows a modal dialog window for "Copacabana" on Airbnb. It includes a description of the neighborhood, a map of Rio de Janeiro with Copacabana marked, and a "Close to" section with icons for nightclubs, restaurants, and the Olympic stadium. Below is a "Featured Listings" section with three blurred preview cards and a "View all Rio Listings" button.

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

# 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 and a "View all Rio Listings" button. The "Locations" section features a photo of the Escadaria Selarón steps and a "View all Rio Listings" button.

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.

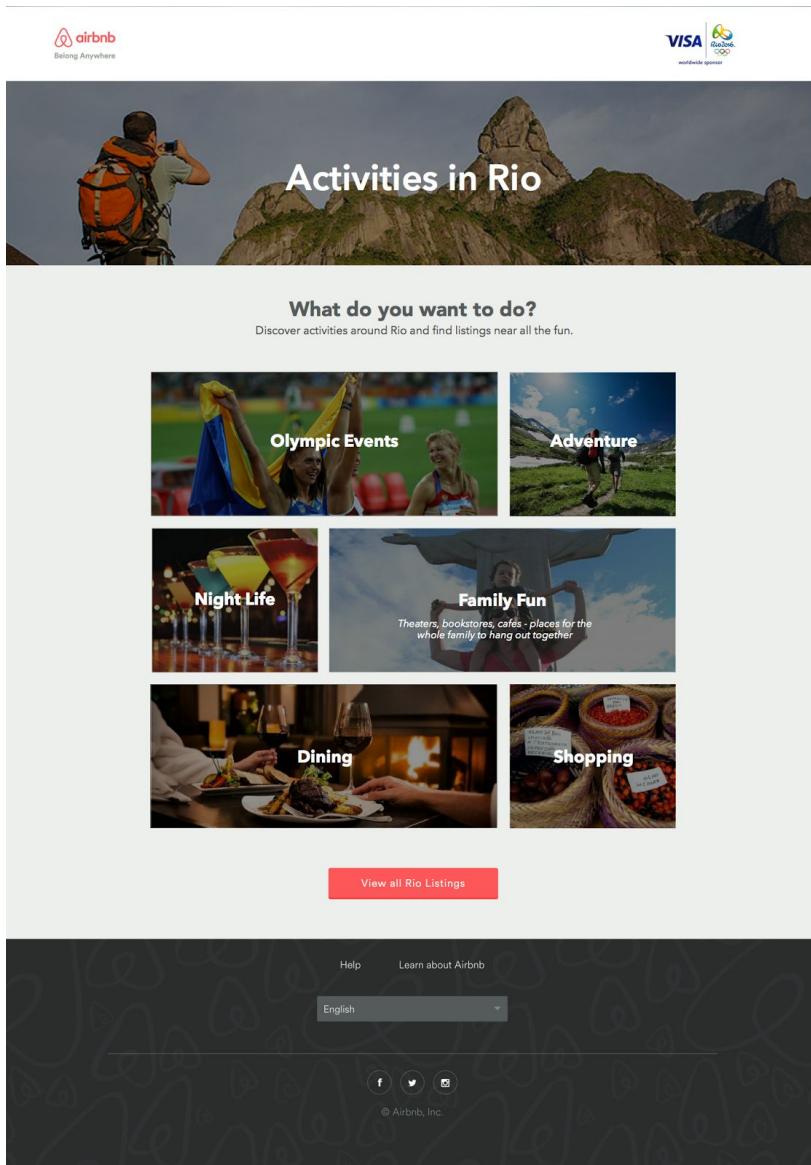
See all locations

View all Rio Listings

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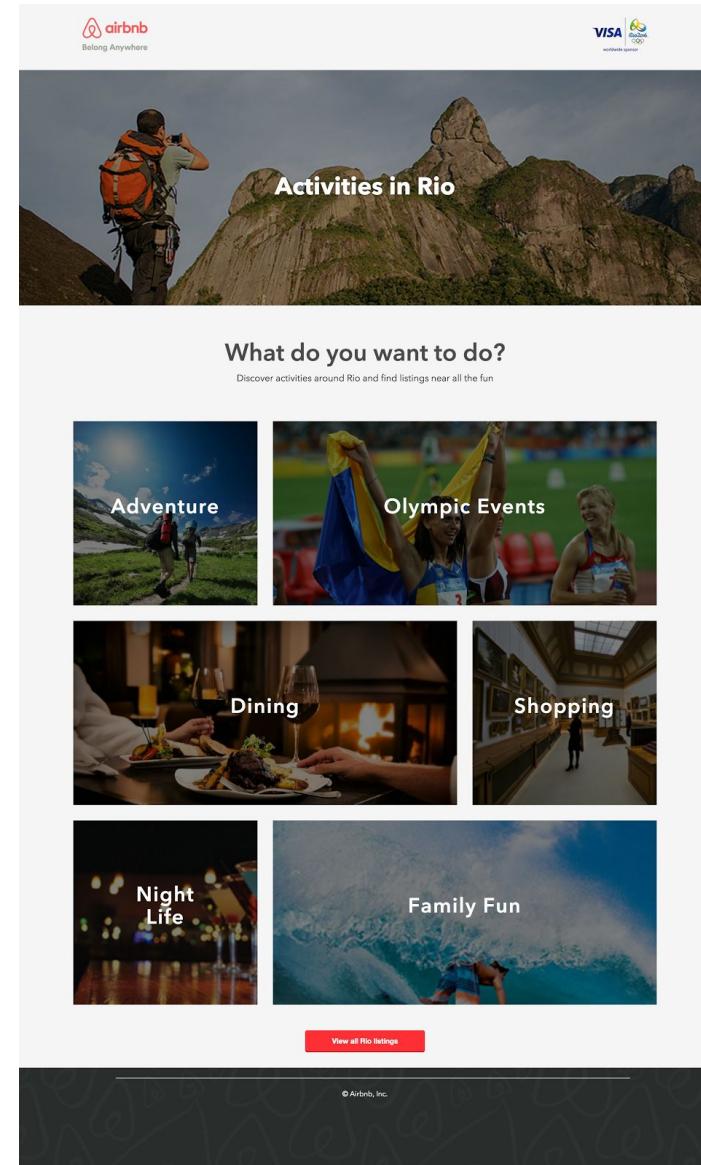
# Activities Page

## Sketch Mock



The sketch mockup shows the top navigation bar with the Airbnb logo and a 'Belong Anywhere' slogan. A 'VISA worldwide sponsor' logo is also present. The main header is 'Activities in Rio', featuring a photo of a person taking a picture of a mountain range. Below the header is a section titled 'What do you want to do?' with the subtext 'Discover activities around Rio and find listings near all the fun.' This section includes six categories: 'Olympic Events' (two women holding flags), 'Adventure' (people walking on a trail), 'Night Life' (drinks on a bar), 'Family Fun' (a child in an airplane window), 'Dining' (two people eating), and 'Shopping' (a basket of goods). At the bottom is a red button labeled 'View all Rio Listings'.

## Screenshot of HTML



The screenshot of the HTML page is identical to the sketch mockup. It features the same top navigation, header, and category grid. The 'View all Rio Listings' button is also present at the bottom. The overall layout and design elements are consistent between the two versions.

# 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 sub-instruction "Explore neighborhoods in Rio and find listings in your ideal location." A grid of nine thumbnail images represents different neighborhoods: Copacabana (city skyline), Ipanema (beach), Leblon (woman on beach), Maracanã (stadium), Tijuca (building), Botafogo (mountain), Flamengo (street view), Lapa (arches), and Santa Teresa (tram). At the bottom is a red button labeled "View all Rio Listings". The footer contains standard Airbnb navigation links: 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 footer includes the VISA logo and the text "airbnb Belong Anywhere". The overall design is clean and modern, reflecting the Sketch mockup.

# 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

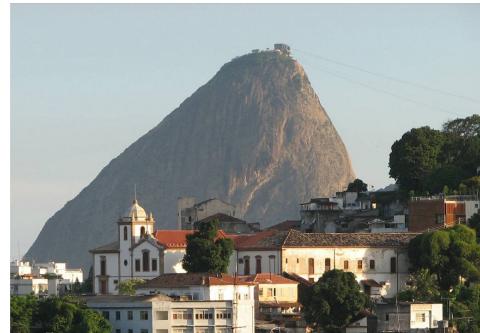
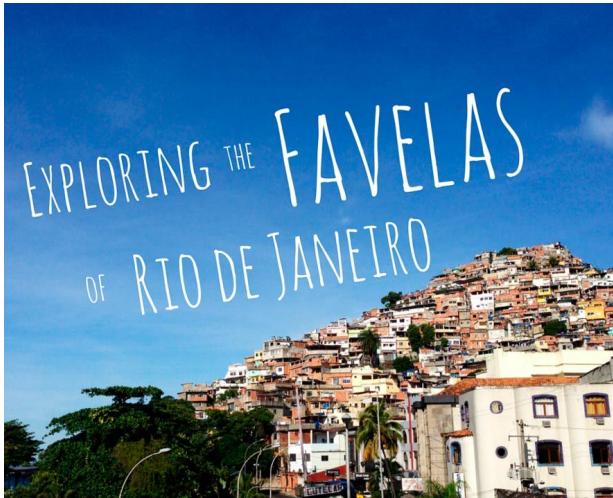
## Sketch Mock

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 rental prices for various locations, with yellow stars indicating specific listings. Below the map are two listing cards: one for an Entire home/apt with a price of \$47 and another for a Private room with a price of \$36. At the bottom are two more thumbnail images.

## Screenshot of HTML

The screenshot shows the same interface as the sketch, with the addition of a VISA logo and a worldwide sponsor badge. The map of Rio de Janeiro highlights several listing locations with yellow stars and price tags. Two specific listings are shown in detail: an Apartment in Rio de Janeiro (Entire home x stars, 4 reviews) and another Apartment in Rio de Janeiro (Entire home x stars, 4 reviews). The right side of the screenshot features a larger, detailed map of Rio de Janeiro's coastal areas and landmarks.

# **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



© Airbnb, Inc.



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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