AIRBNB
UX REDESIGN

Deep Case Study · Independent Mobile Concept

From browsing stays to understanding exactly what you're booking.

A research-led concept exploring how accommodation details, room layouts, privacy, and booking information could be easier to understand before guests commit.

PROJECT SNAPSHOT	DETAIL
Product	Airbnb — guest-side accommodation booking
Platform	Mobile app concept
Primary focus	Clarity of rooms, privacy, property details, and booking terms
Methods	Exploratory audit, desk research, IA, user flows, wireframes, UI concept
Status	Conceptual redesign; not an official Airbnb project

Portfolio note: This document separates exploratory observations and design hypotheses from findings that require interviews or usability testing. No impact metrics are claimed.

01. Project Overview

Airbnb helps travelers discover and book places to stay. Choosing a suitable property involves more than liking a photograph or finding an affordable nightly rate. Guests may also need to understand room layouts, bed arrangements, bathroom access, privacy, amenities, property condition, and booking terms.

This independent redesign explores how the mobile experience could make essential accommodation information easier to locate and compare while retaining Airbnb's recognizable visual language.

Project goals

- Help travelers understand what rooms and spaces a property contains.
- Make sleeping arrangements and private/shared areas easier to identify.
- Improve visibility of relevant amenities, house rules, and guest feedback.
- Keep total pricing and cancellation terms easy to review before booking.
- Preserve familiar Airbnb patterns rather than redesigning the brand from scratch.

Scope

In scope: search results, property overview, room-organized photos, room details, amenities and rules, reviews, and booking review. Out of scope: host-side workflows, payment infrastructure, account management, and a full redesign of Airbnb's entire product.

02. Research & Discovery

Objective: understand what travelers need to know when evaluating accommodation, how they judge whether a property suits their group, and what information could reduce uncertainty before booking.

Research questions

- Which property details matter most when choosing a stay?
- How do travelers judge room condition and layout from photos?
- How do they identify bed types and private versus shared spaces?
- Can guests find amenities, house rules, and relevant reviews easily?
- How clearly can they understand total cost and cancellation terms?

Initial insights

Initial insight	Design implication
Room condition and environment matter.	Use informative photos and clear room labels; do not imply photos guarantee condition.
Travelers may search without clear requirements.	Explore clearer listing summaries and useful filters.
Room, bathroom, and amenity details need to be easy to locate.	Structure room details consistently and make missing information explicit.
Trust and family suitability can influence decisions.	Make available reviews and safety-related information easy to find without inventing safety guarantees.
Unclear requirements or costs can create hesitation.	Keep booking conditions and price breakdowns accessible before confirmation.

Evidence boundary: These are initial qualitative insights from the project discussion, not findings from a representative user study. Interviews and usability testing are needed to confirm how common these needs are.

03. Current UX Audit

The exploratory audit evaluated 12 checks across search results, property photos, room details, and booking review. Results reflect one audit perspective and should not be generalized to all Airbnb users.

Audit status	Count	Interpretation
Clear	1	Total price for selected dates and guests was reported as visible.
Partially clear	6	Some details were available but not sufficiently clear or easy to locate.
Difficult	5	Checks around distinguishing listings, understanding spaces, and judging condition were marked difficult.

Key observations and opportunities

Area	Observation	Opportunity
Search results	Property type and key details partly clear; similar properties difficult to distinguish.	Surface meaningful differences such as property type, beds, bathrooms, and privacy.
Property photos	Room identification, layout, and condition difficult to assess.	Explore room-organized galleries and clearer photo labels.
Room details	Bed arrangements partly clear; private/shared spaces difficult to identify.	Use room cards plus structured bed, bathroom, capacity, and privacy details.
Booking review	Total price visible; fees and cancellation terms partly clear.	Improve hierarchy for fee breakdown, total price, and cancellation conditions.

The audit suggests prioritizing accommodation understanding, while preserving the existing strength in total-price visibility.

04. Competitive Analysis

We selected Booking.com, MakeMyTrip, and Agoda as relevant comparison products. Intended comparison criteria include room types, bed configuration, photo organization, amenities, guest reviews, price details, and cancellation terms.

Product	What to inspect	Research status
Airbnb	Room tours, private/shared spaces, amenities, property overview.	Primary product; exploratory audit completed.
Booking.com	Room categories, bed configurations, room-specific conditions.	Requires consistent hands-on comparison.
MakeMyTrip	Hotel facilities, room inclusions, ratings, price presentation.	Requires consistent hands-on comparison.
Agoda	Room options, photo presentation, inclusions, cancellation terms.	Requires consistent hands-on comparison.

The comparison defines what to investigate; it does not prove that a competitor performs better. A defensible analysis should include dated screenshots and the same task performed on each platform.

05. Provisional Persona & Jobs to Be Done

Persona: The Careful Family Traveler

A traveler planning a family trip who wants suitable rooms, comfortable surroundings, clear privacy arrangements, and predictable costs. This is a provisional persona derived from the initial project direction—not a validated individual profile.

Goals

- Understand the actual room layout and sleeping arrangements.
- Confirm bathroom access and whether spaces are private or shared.
- Check amenities, house rules, and relevant guest feedback.

- Understand the total price before making a commitment.

Frustrations to investigate

- Similar listings are difficult to distinguish.
- Important room details require extra searching.
- Photos do not always answer layout questions.
- Missing information creates uncertainty about suitability.

Jobs to Be Done

Functional: When planning a family trip, I want to understand rooms, facilities, privacy, and total cost so I can choose accommodation that meets our needs.

Emotional: I want to feel reassured that my family will be comfortable and that the property matches our expectations.

Decision-making: I want to compare meaningful differences between stays without repeatedly searching for the same information.

06. Problem Definition

Travelers may struggle to understand the layout, condition, and privacy of a property when photos and accommodation details do not fully answer their questions. This can make it harder to distinguish suitable stays and decide confidently whether to book.

How might we…

How might we help travelers understand a property's rooms, privacy, and amenities quickly, so they can choose accommodation that genuinely meets their needs with confidence?

Design principles

- Clarity before decoration.
- Use verified listing information; never guess missing details.
- Show room context, not just attractive images.
- Keep privacy, bed arrangements, and bathroom access easy to scan.
- Preserve price transparency and clear booking conditions.

07. Information Architecture & User Flow

Stage	Key content
Search & trip details	Destination, dates, guests, filters.
Search results	Listing cards, key facts, map, sort, saved stays.
Property overview	Property photos, overview, key facts, price.
Room details	Bedrooms, bed types, bathrooms, capacity, privacy.
Amenities, rules & reviews	Facilities, restrictions, guest experiences.
Review & book	Dates, guests, fees, total price, cancellation terms.

Primary user flow

Search → Results → Property overview → Room-organized photos → Room details → Amenities and rules → Reviews → Booking review.

The flow should remain flexible. Guests should be able to move between photos, room details, reviews, and price information rather than being forced through a single linear sequence.

Secondary flow: compare saved stays

Save interesting properties → revisit saved listings → compare room configuration, privacy, amenities, and total cost → choose the most suitable stay. A dedicated comparison screen is a proposed concept and must be tested.

08. Wireframing & Key Design Decisions

The low-fidelity mobile concept maps eight screens: Search, Search Results, Property Overview, Photo Gallery by Room, Room Details, Amenities & Rules, Reviews, and Review & Book.

Screen	Wireframe decision	Reason
Property overview	Details-first layout.	Expose key facts before requiring deeper exploration.
Photo gallery	Organize photos by room or space.	Help guests understand which images show each area.
Room details	Combine room cards with structured facts.	Pair visual context with precise bed, bathroom, and privacy information.
Amenities & rules	Use scannable groups and labels.	Help guests locate requirements and restrictions.
Reviews	Show ratings and relevant review content.	Support evaluation of guest experiences.
Review & book	Summarize dates, fees, total, and cancellation terms.	Support final verification before confirmation.

Wireframes are design proposals, not proof that the proposed patterns will improve usability. They should be tested with representative travelers.

09. High-Fidelity UI & Design System

Visual direction: retain Airbnb's recognizable visual language—white backgrounds, charcoal text, coral-pink accents, rounded cards, simple icons, spacious layouts, and prominent property photography. The intent is to improve information hierarchy rather than invent a new brand.

Proposed color tokens

Token	Hex	Use
Brand coral	#FF385C	Primary action and selected states.
Primary text	#222222	Headings and key information.
Secondary text	#717171	Supporting labels and metadata.
Surface	#F7F7F7	Subtle backgrounds and grouped content.
White	#FFFFFF	Main screen and card surfaces.

Typography and components

Use Airbnb Cereal where licensed and available, or a practical substitute such as Inter. Build reusable search fields, property cards, room cards, amenity items, rating summaries, price breakdowns, primary buttons, and a sticky booking bar.

Component note: These are proposed tokens and reusable components for the concept; they are not a reproduction of Airbnb's complete internal design system.

10. Proposed Screen Specifications

Screen	Key content	Primary UX goal
Search	Destination, dates, guests, filters, recent searches.	Start with clear trip requirements.
Search results	Property photo, type, rating, beds/baths, price.	Distinguish similar listings.
Property overview	Hero image, rating, property type, key facts, price.	Understand suitability quickly.
Photo gallery	Room/space categories and labeled photos.	Understand layout and condition cues.
Room details	Bedroom cards, beds, bathrooms, privacy, capacity.	Clarify what spaces guests receive.
Amenities & rules	Facilities, house rules, check-in/out details.	Check important requirements.
Reviews	Rating summary, review filters, guest feedback.	Evaluate guest experiences.
Review & book	Dates, guests, fee breakdown, total, cancellation.	Verify booking before confirmation.

11. Validation Plan & Success Measures

No usability testing or outcome measurements have been completed for this concept. The following plan would help validate whether the design solves the intended problem.

Hypothesis	Suggested task	Measure
Room layout is easier to understand.	Ask participants to describe sleeping arrangements from a listing.	Accuracy and time to find information.
Privacy is easier to identify.	Ask which bathrooms and spaces are private or shared.	Correct identification rate.
Properties are easier to compare.	Ask participants to choose between listings for a family trip.	Task completion and decision confidence.
Booking cost is easier to understand.	Ask participants to identify total price and cancellation terms.	Accuracy and time to answer.

Potential measures

- Time required to locate room information.
- Accuracy when identifying beds, bathrooms, and privacy.
- Completion rate for property comparison tasks.
- Accuracy in identifying the full booking price.
- Self-reported confidence after completing a task.

Compare the current experience with the redesigned prototype using the same tasks. Report sample size, method, observations, and limitations; do not claim improvement until results support it.

12. Limitations & Next Steps

Current limitations

- The audit is exploratory and reflects one person's observations.
- The persona and insights are provisional, not validated through a broad study.
- Competitor analysis needs consistent hands-on checks and documented screenshots.
- High-fidelity screens use sample content; property details, prices, dates, and reviews are not verified listings.
- The concept has not been usability-tested, and no impact metrics are available.

Recommended next steps

- Capture dated screenshots of the current Airbnb flow and document specific observations.

- Interview travelers who have recently booked accommodation, including families where relevant.
- Complete a consistent competitive review across Airbnb, Booking.com, MakeMyTrip, and Agoda.
- Build a clickable Figma prototype for the primary journey.
- Run usability tests, synthesize findings, and iterate.
- Create a final case study with real evidence, design rationale, and measured outcomes where available.

Conclusion

> **Travelers should understand the accommodation before they commit to booking it.**

This independent concept explores how a clearer information hierarchy, room-organized photography, structured room details, and accessible booking information could help people make more informed decisions. The strength of the project lies in the reasoning behind the design choices—not just the polished screens.

Reference links for further verification

- Airbnb — How search results work
- Airbnb — Using search filters
- Airbnb — Guest terms and booking
- Booking.com · MakeMyTrip · Agoda