

The Importance of Good UX

Behind IKEA and Airbnb's Websites

The image shows the exterior of a large, modern building, likely an Ikea store, with a blue-tinted overlay. The building has a flat roof with several flagpoles and flags. A large, yellow oval logo with the word "IKEA" in blue, sans-serif capital letters is centered over the image. The logo includes a registered trademark symbol (®) to the upper right of the letter "A".

IKKEA®



Products Rooms Deals Design & ideas Services

🔍 What are you looking for?



👤 Hej! Log in or sign up



Deals



Storage & organization



Beds & mattresses



Sofas & armchairs



Rugs & home textiles



Desks & desk chairs



Kitchen, appliances & supplies



Baby & kids



Kitchenware & tableware



Lighting

IKEA Family price

Up to 20% off storage

IKEA Family price

10% off PAX wardrobe system purchases of \$500+ thru 9/7

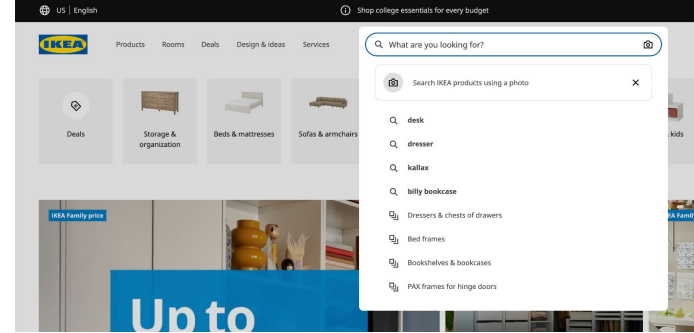
IKEA Family price

15% off select ALEX drawer units

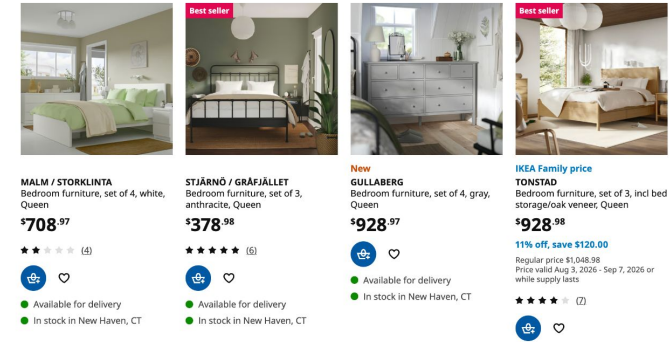
IKEA Website

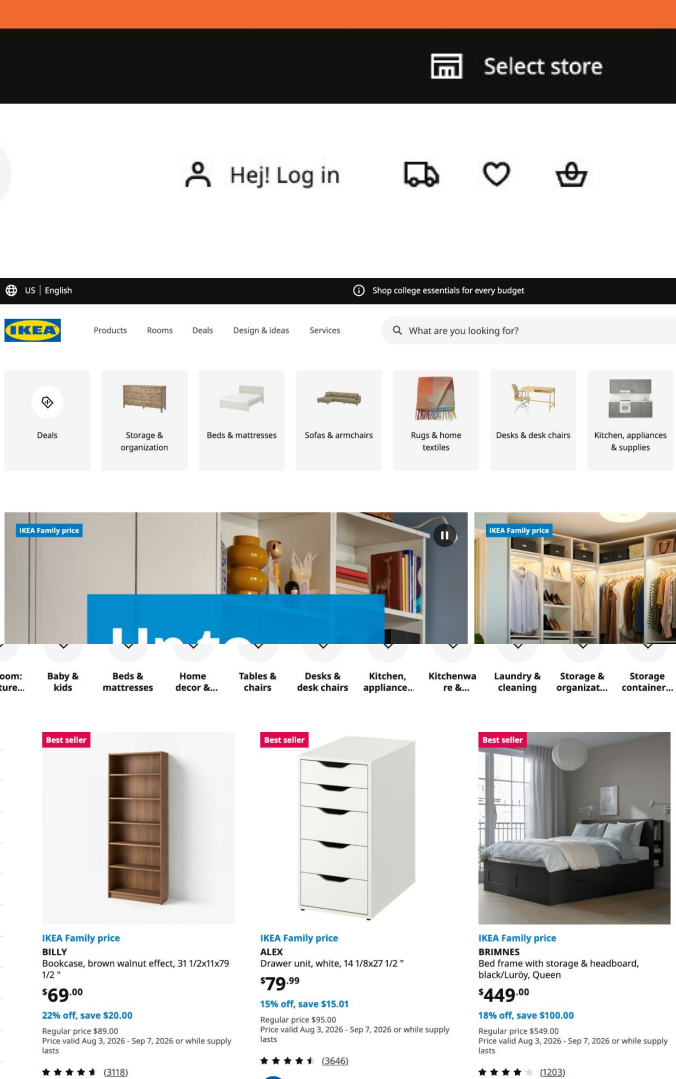
Affordances

- Search Bar
 - Allows you to search by product name, category or by photo
- Product Cards
 - Allows you to click for more information
 - Shows you the furniture decorated in a house setting
- Interactive Image Hotspot
 - Allows you to pinpoint furniture in a display and click to product page
 - Uses hover state of the circles



Stylish bedroom furniture sets you'll love





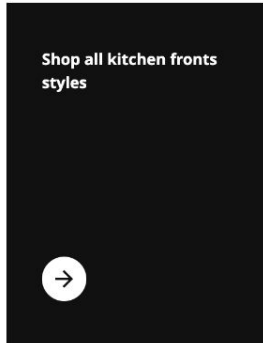
IKEA Website

Signifiers

- Truck Icon
 - The track and manage order button is shown by a truck as it represents delivery and overall travel
- Furniture Buttons
 - Indicate clickable actions
 - Uses photos on the buttons to demonstrate each category
- Image Flags
 - Tags such as “Best seller”, “Ikea Family Price.” and “Trending” all give the consumer an idea of the product and how others perceive it

IKEA Website

- IKEA's mapping seems to work very well, as it progresses you through the buying process in a smart way
- Smart visual elements such as popups and tags are used to give customers an idea of what's going on
- Good uses of images to show product selection and variety





IKEA Website

- If redesigning the IKEA Website, cleaning up the site would be smart
 - Increasing the white space and overall modernizing it
 - Limiting the colors to the more classic and iconic IKEA colors
- Overall, IKEA does an excellent job at displaying all the different products and variations that they have





All



Homes



Experiences



Services

Become a host



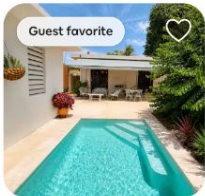
Where
Search destinations

When
Add dates

Who
Add guests



Popular homes in San Juan →



Home in San Juan
\$806 for 2 nights · ★ 5.0



Home in San Juan
\$324 for 2 nights · ★ 4.93



Home in San Juan
\$622 for 2 nights · ★ 4.95



Home in San Juan
\$1,251 for 2 nights · ★ 5.0



Home in San Juan
\$801 for 2 nights · ★ 5.0



Home in Carolina
\$843 for 2 nights · ★ 4.98



Home in Carolina
\$669 for 2 nights · ★ 4.95

Great hotels for your next trip →



Plus, get Airbnb credit when you stay at a featured hotel.



Habitat Residence Hotel
\$422 for 2 nights · ★ 4.77



Provident Grand Luxury
Short Term Residences
\$376 for 2 nights · ★ 4.55



The 27 Wynwood
\$386 for 2 nights · ★ 4.75



Prices include all fees



Kenmore Village Hotel,
South Beach
\$339 for 2 nights · ★ 4.38



The Garden Hotel
and Resort
\$335 for 2 nights · ★ 4.52



Nassau Suite South Beach,
an All Suite Hotel
\$531 for 2 nights · ★ 4.9

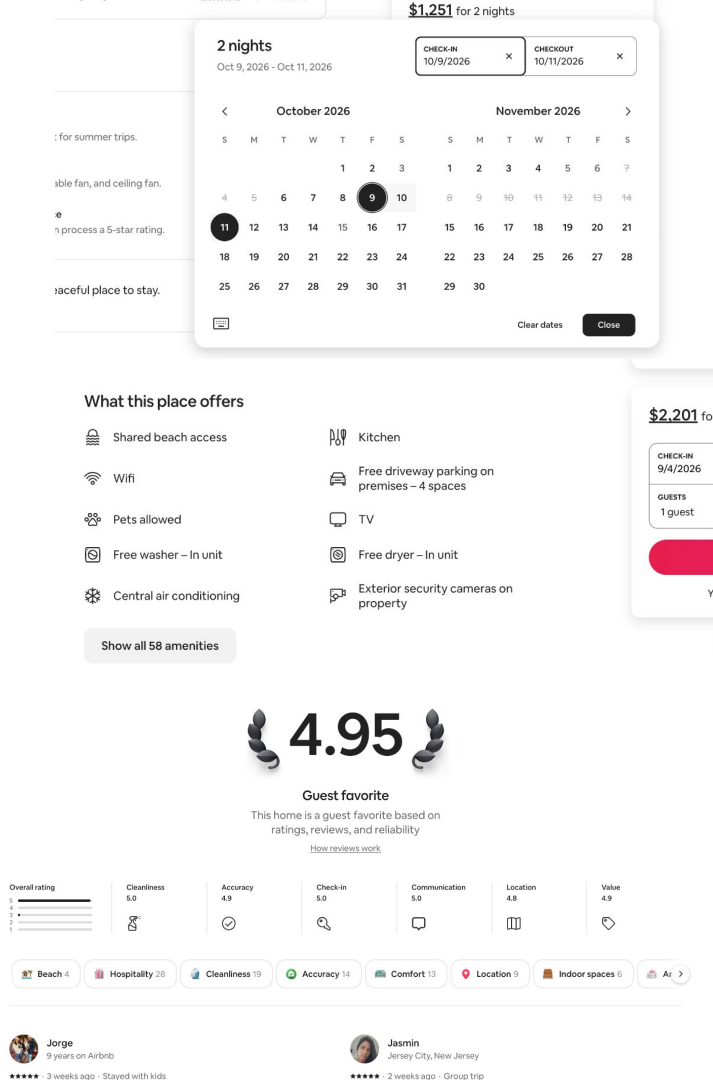
Available next month in Orlando →

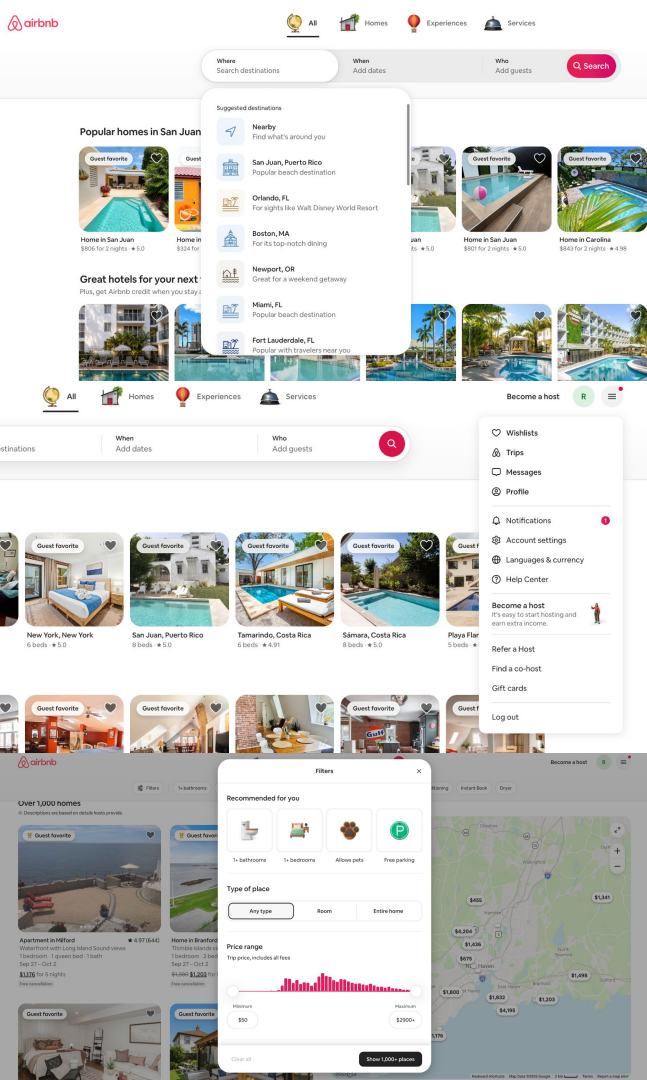


Airbnb Website

Affordances

- Calendar
 - Allows you to select dates
 - Has the ability to type in using keyboard or interacting with the actual calendar
- Iconography
 - Uses icons to represent features in each rental
 - Makes it easy for consumers to see what they can do in each house and keeps the design cohesive
- Review System
 - Numbers common points such as Cleanliness, Accuracy, Check-In, Communication, ect.
 - In addition, has labels so you can find reviews with specific buzzwords





Airbnb Website

Signifiers

- Search Bar
 - Simply asks you Where, When, and Who
 - Gives you simple examples underneath
- Hamburger Menu
 - Shows navigation options to less prominent features
- Tags
 - Tags such as how many bedrooms/bathrooms, pet friendly, and price range makes it easy for consumers to search for what suits them best

Airbnb Website

- The process of booking a place to stay is very easy using the various filters and searching options
- Once you find the place, actually picking the dates and other logistics are done super easily on the site
- The amount of images are very important, especially when booking a new space



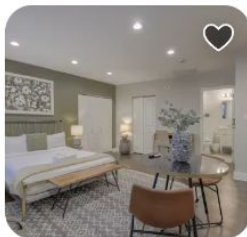
Ginkgo House
\$409 for 2 nights · ★ 4.83



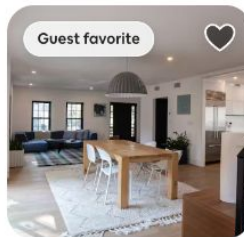
The Dagny
\$728 for 2 nights · ★ 4.82



Room in Belmont
\$145 for 2 nights · ★ 4.85



Apartment in Boston
\$502 for 2 nights · ★ 4.79



Room in Cambridge
\$416 for 2 nights · ★ 5.0



The Kendall Hotel
\$637 for 2 nights · ★ 5.0



enVision Hotel Boston
- Everett
\$474 for 2 nights · ★ 4.69



Airbnb Website

- If redesigning the Airbnb Website, I think it would be smart to put more emphasis on photos
 - The website currently has photos but they are all small and not super eye catching
 - Make bigger bolder images would make it more appealing to find places
- Overall, Airbnb has a very clean simple website which is super user friendly