

UX Audit Sample: Airbnb.com

Date: July 11, 2025

This sample audit demonstrates the structure and depth of a full UX evaluation. Insights, metrics, and recommendations are illustrative and not commissioned by Airbnb.

Executive Summary

- Airbnb's core booking flow is robust but suffers from information overload and hidden cost friction. - We identified 4 high-impact usability issues that together may account for ~12–18 % abandonment. - Addressing these issues could raise completed bookings by an estimated 8–12 % in the next 3 months.

1. Homepage Information Overload

Problem: The homepage displays multiple carousels, promotions, and filters simultaneously. First-time users struggle to locate the primary search bar within 5 seconds (observed in 4/6 test users).

Recommendation: Reduce initial visual complexity: collapse secondary carousels, delay promotional modules until after first search. Expected uplift: +4 % search starts.

Priority: Impact: High, Effort: Medium

2. DatePicker Accessibility

Problem: Keyboard-only navigation through the calendar requires 54 tab presses. Screen reader announces dates without contextual month labels.

Recommendation: Implement ARIA roles, enable arrow-key navigation, add visible month focus. Expected uplift: +3 % for accessibility users; decreases frustration for all.

Priority: Impact: Medium, Effort: High

3. Pricing Transparency Gap

Problem: Total cost (cleaning/service fees) appears only on final review screen, leading to perceived price 'jump'. 45 % of session replays show backtracking at payment step.

Recommendation: Display running total earlier (search results & listing page). Expected uplift: +5 % booking completion.

Priority: Impact: High, Effort: Medium

4. Image Carousel Cognitive Load

Problem: Listings autoplay through 20+ images; thumbnails lack clear labeling. Users scan but do not internalize key amenities.

Recommendation: Limit to 5 hero images; tag icons for WiFi, parking, etc. Expected uplift: faster listing evaluation; +2 % conversion.

Priority: Impact: Low-Medium, Effort: Low

Priority Matrix (Impact vs. Effort)

	Low Effort	Medium Effort	High Effort
High Impact	• Image Carousel	• Homepage Overload • Pricing Transparency	
Medium Impact			• DatePicker Accessibility
Low Impact			

Next Steps & Offer

• Implement quick-win fixes (carousel, pricing transparency) within 2 weeks. • Schedule design sprint for homepage decluttering. • Integrate accessibility updates into Q3 roadmap. Need hands-on support? We can execute the full remediation at \$70/hr or a fixed project fee.

— End of Sample Report —