



Analyzing Airbnb and Ticketmaster

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PRINCIPLES OF USER EXP DESIGN

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What Are Norman's Three Levels of Processing?

VISCERAL: THE IMMEDIATE EMOTIONAL REACTION SOMEONE HAS WHEN THEY FIRST SEE A DESIGN

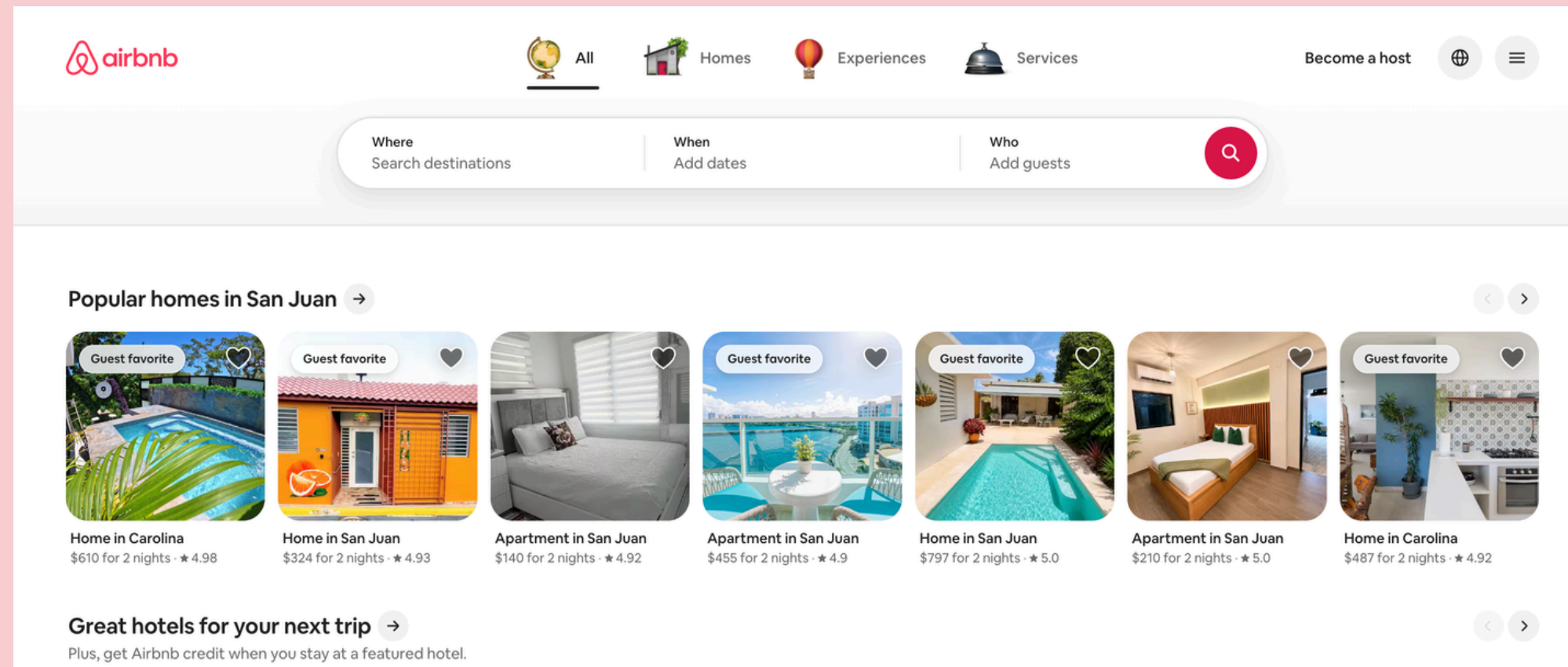
BEHAVIORAL: HOW EFFECTIVELY AND EASILY SOMEONE CAN USE THE WEBSITE TO ACCOMPLISH THEIR GOALS

REFLECTIVE: THE THOUGHTS, MEMORIES, AND LONG-TERM IMPRESSIONS SOMEONE DEVELOPS ABOUT THE EXPERIENCE AND BRAND





Airbnb: The Visceral Process

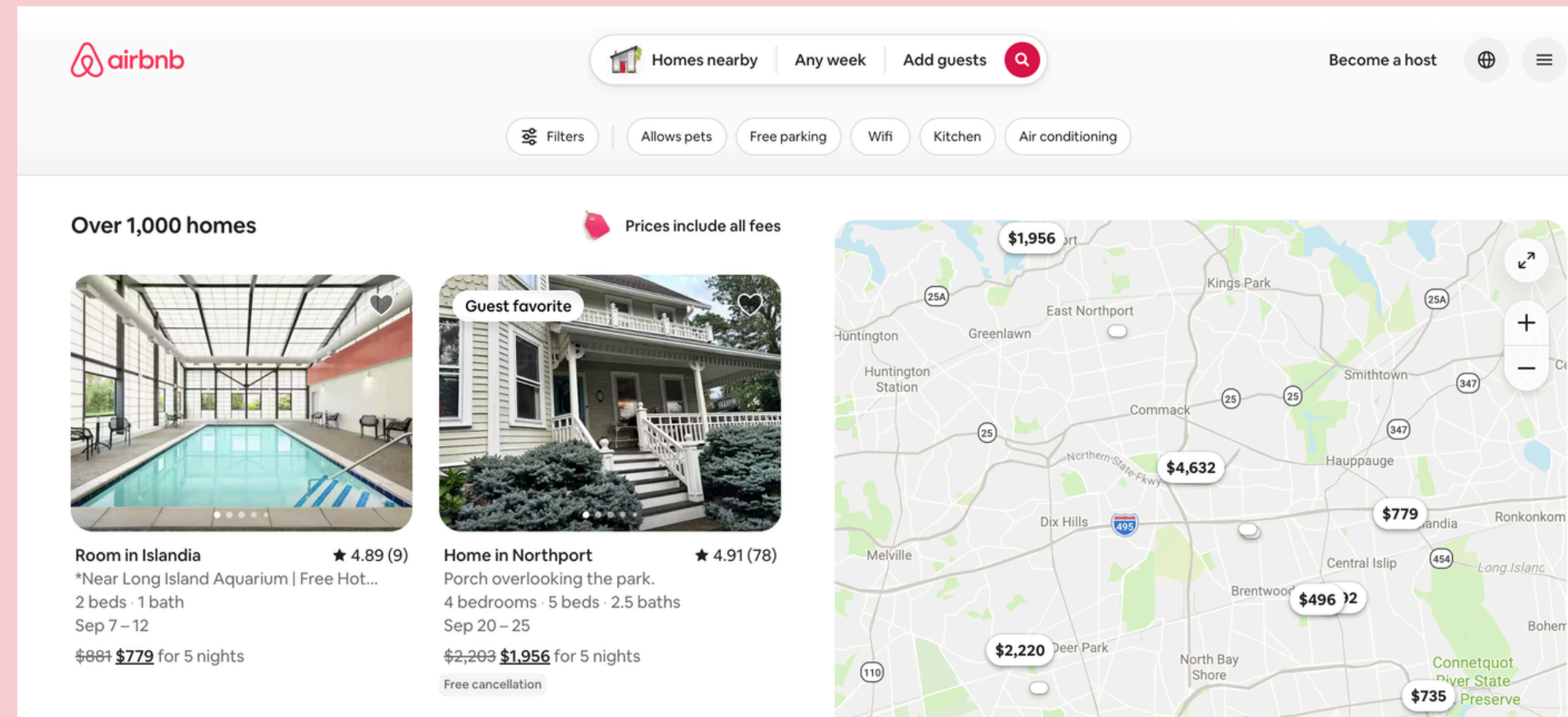


- AIRBNB IMMEDIATELY CREATES FEELINGS OF EXCITEMENT, CURIOSITY, AND POSSIBILITY
- LARGE, HIGH-QUALITY IMAGES ENCOURAGE USERS TO IMAGINE THEMSELVES TRAVELING TO DIFFERENT PLACES
- THE CLEAN LAYOUT AND SIMPLE DESIGN MAKE THE WEBSITE FEEL MODERN AND PROFESSIONAL
- VISUAL HIERARCHY DIRECTS ATTENTION TOWARD SEARCHING FOR A DESTINATION
- THE DESIGN FEELS WELCOMING AND HELPS CONNECT THE IDEA OF TRAVEL WITH POSITIVE EXPERIENCES





Airbnb: The Behavioral Process

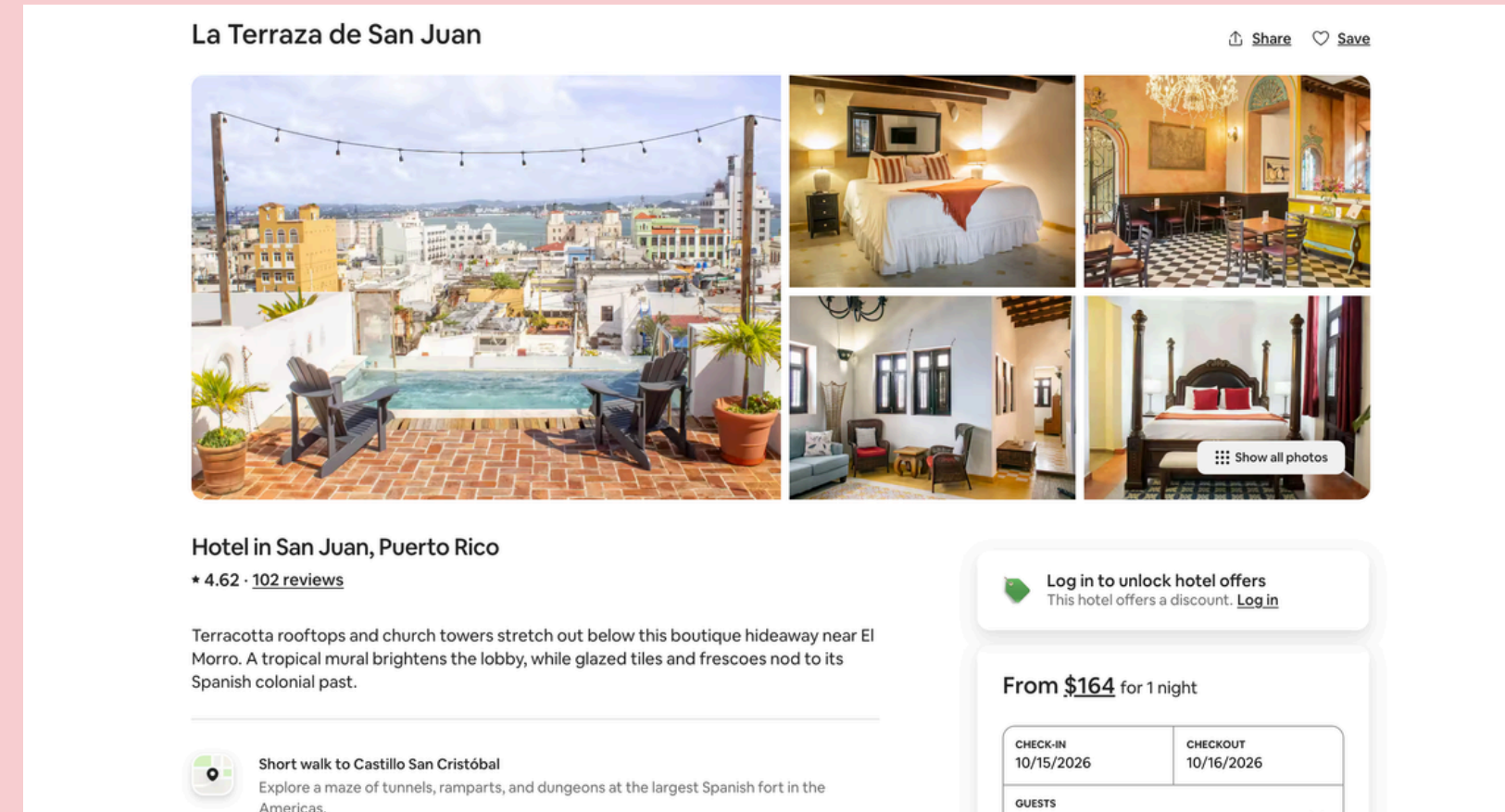


- AIRBNB MAKES ITS MAIN GOAL OF FINDING A PLACE TO STAY, IMMEDIATELY CLEAR
- THE SEARCH BAR ALLOWS USERS TO EASILY ENTER A DESTINATION, DATES, AND NUMBER OF GUESTS
- FILTERS HELP USERS NARROW DOWN RESULTS BASED ON THEIR SPECIFIC NEEDS
- PROPERTY PHOTOS, PRICES, RATINGS, AND LOCATION INFORMATION MAKE LISTINGS EASIER TO COMPARE
- THE NAVIGATION IS GENERALLY STRAIGHTFORWARD AND HELPS USERS MOVE EFFICIENTLY THROUGH THE BOOKING PROCESS.





Airbnb: The Reflective Process

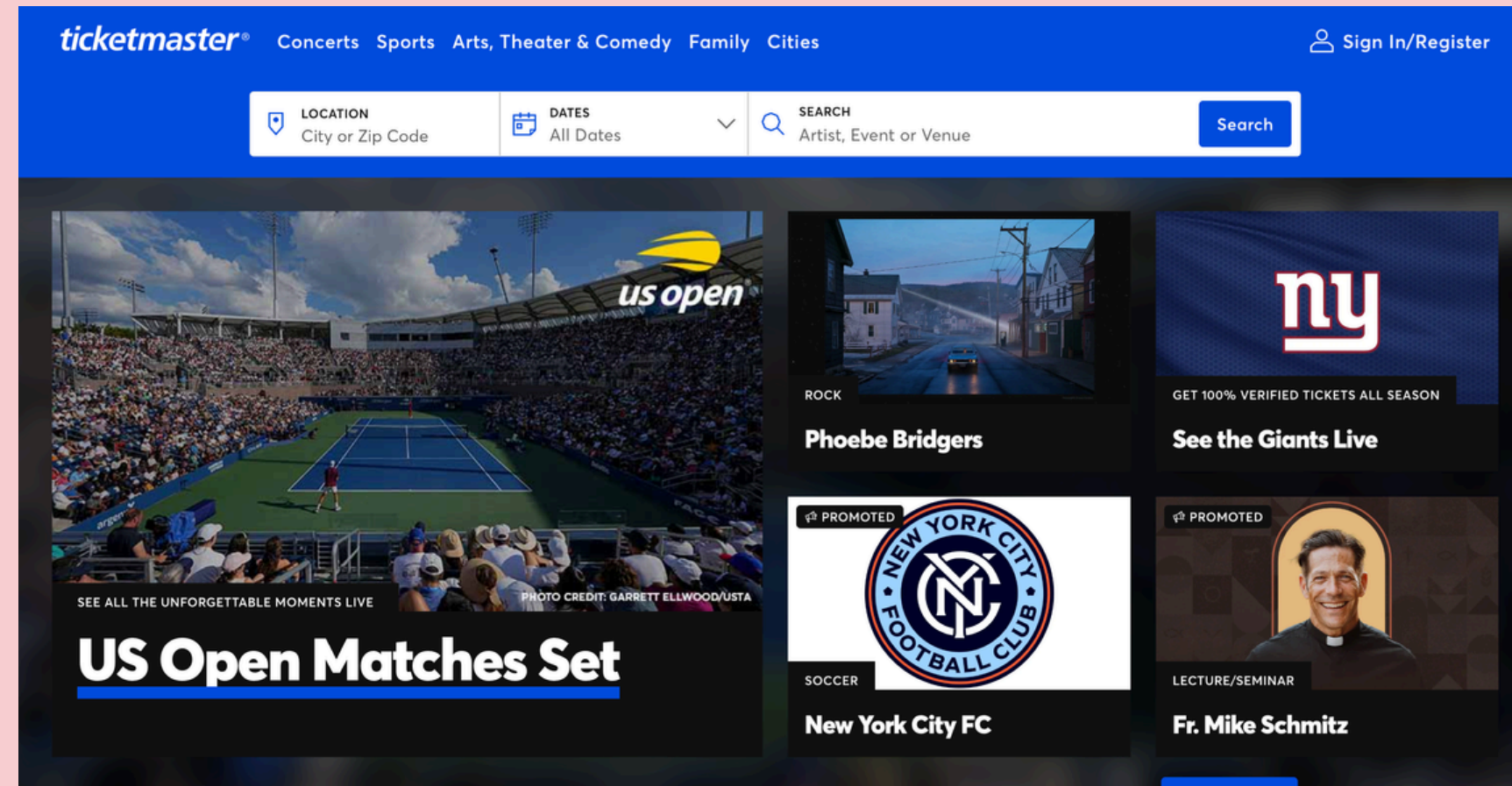


- AIRBNB COMMUNICATES THAT IT IS MORE THAN JUST A PLACE TO BOOK ACCOMMODATIONS. IT CONNECTS TRAVEL WITH PERSONAL EXPERIENCES AND BELONGING
- REVIEWS AND RATINGS HELP CREATE TRUST BETWEEN USERS AND HOSTS
- THE WEBSITE ENCOURAGES USERS TO IMAGINE FUTURE TRIPS AND EXPERIENCES
- A POSITIVE BOOKING AND TRAVEL EXPERIENCE COULD MAKE USERS MORE LIKELY TO RETURN TO AIRBNB
- THE BRAND IS MEMORABLE BECAUSE IT IS ASSOCIATED WITH UNIQUE PLACES, TRAVEL, AND PERSONAL
- MEMORIES





Ticketmaster: The Visceral Process



- TICKETMASTER IMMEDIATELY CREATES A SENSE OF EXCITEMENT AND ANTICIPATION BY FEATURING CONCERTS, SPORTING EVENTS, AND OTHER LIVE ENTERTAINMENT.
- LARGE EVENT IMAGES HELP CAPTURE USERS' ATTENTION.
- THE WEBSITE USES RECOGNIZABLE ARTISTS AND EVENTS TO CREATE AN EMOTIONAL CONNECTION WITH USERS.
- THE VISUAL HIERARCHY HELPS DIRECT ATTENTION TOWARD FINDING UPCOMING EVENTS.
- THE OVERALL DESIGN FEELS CONNECTED TO ENTERTAINMENT AND LIVE EXPERIENCES.





Ticketmaster: The Behavioral Process

SEP 17	Thu • 7:30 PM ⓘ Saint Paul, MN • Grand Casino Arena Phoebe Bridgers w/ Alex G	Find Tickets >
SEP 18	Fri • 7:30 PM ⓘ Chicago, IL • United Center Phoebe Bridgers: The Lost Tour	Find Tickets >
SEP 19	Sat • 7:30 PM ⓘ Chicago, IL • United Center Phoebe Bridgers: The Lost Tour	Find Tickets >
SEP 22	Tue • 7:30 PM ⓘ Columbus, OH • Nationwide Arena Phoebe Bridgers: The Lost Tour	Find Tickets >

WHAT WORKS WELL:

- USERS CAN SEARCH FOR EVENTS BY ARTIST, LOCATION, OR DATE.
- EVENT CATEGORIES HELP USERS BROWSE DIFFERENT TYPES OF ENTERTAINMENT.
- VISUAL SEATING CHARTS HELP USERS UNDERSTAND WHERE TICKETS ARE LOCATED.
- INFORMATION ABOUT DATES AND VENUES IS CLEARLY DISPLAYED.

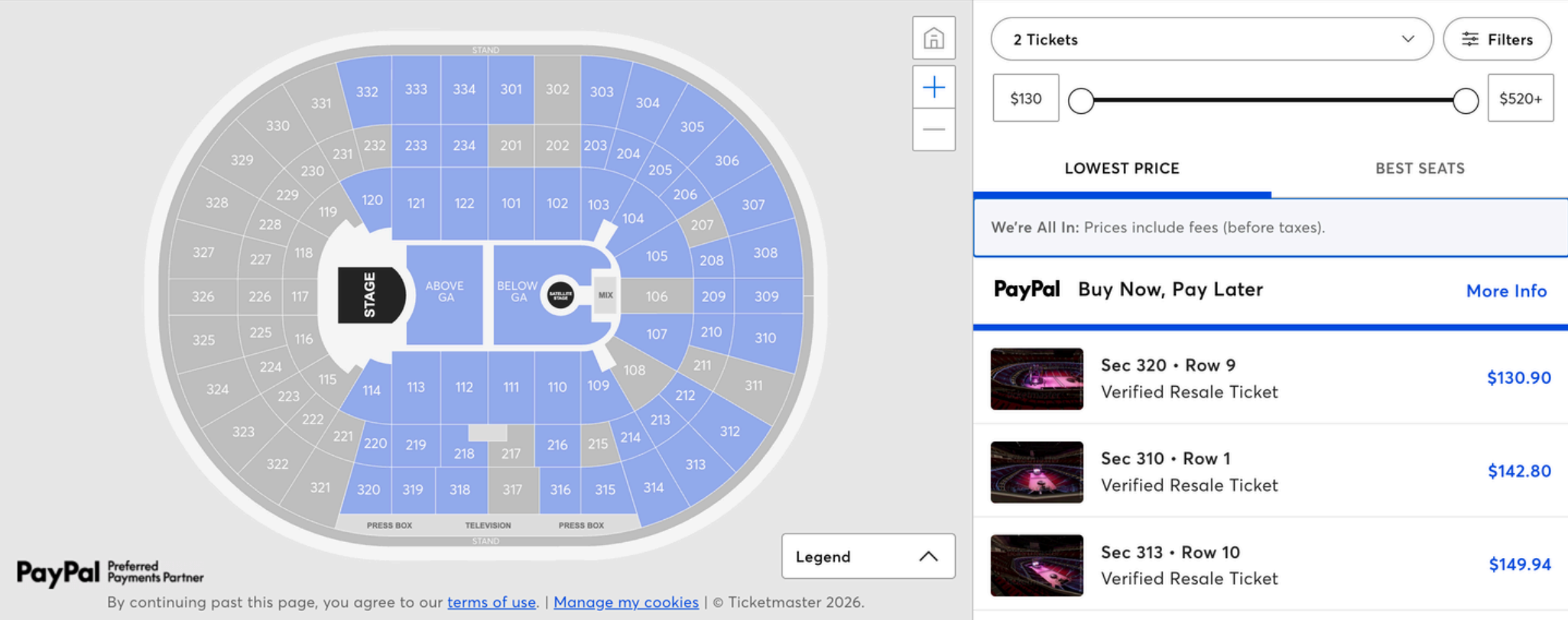
WHAT COULD BE IMPROVED:

- THE TICKET-BUYING PROCESS CAN INVOLVE MULTIPLE STEPS BEFORE CHECKOUT.
- USERS MAY BECOME FRUSTRATED WHEN TICKET AVAILABILITY CHANGES DURING THE PURCHASING PROCESS.
- ADDITIONAL COSTS APPEARING LATER IN THE PROCESS CAN NEGATIVELY AFFECT THE OVERALL USER EXPERIENCE.
- HIGH-DEMAND EVENTS CAN MAKE THE EXPERIENCE FEEL STRESSFUL RATHER THAN SIMPLE AND ENJOYABLE.





Ticketmaster: The Reflective Process



The screenshot displays the Ticketmaster interface for purchasing tickets. On the left is a circular stadium seating chart with sections labeled 100 through 330. The center area is divided into 'STAGE', 'ABOVE GA', 'BELOW GA', and 'MIX'. The right side features a search bar for '2 Tickets', a price range slider from '\$130' to '\$520+', and tabs for 'LOWEST PRICE' and 'BEST SEATS'. Below these is a list of available tickets:

Section	Row	Price
Sec 320	Row 9	\$130.90
Sec 310	Row 1	\$142.80
Sec 313	Row 10	\$149.94

Each ticket listing includes a small image of the event and the text 'Verified Resale Ticket'. The bottom of the page features the PayPal logo and a disclaimer: 'By continuing past this page, you agree to our [terms of use](#). | [Manage my cookies](#) | © Ticketmaster 2026.'

- TICKETMASTER IS STRONGLY ASSOCIATED WITH MAJOR CONCERTS, SPORTING EVENTS, AND OTHER MEMORABLE EXPERIENCES
- SUCCESSFULLY PURCHASING TICKETS CAN CREATE POSITIVE ASSOCIATIONS BECAUSE USERS CONNECT THE WEBSITE WITH AN EXCITING FUTURE EVENT
- HOWEVER, FRUSTRATION DURING THE PURCHASING PROCESS CAN NEGATIVELY AFFECT HOW USERS FEEL ABOUT THE BRAND
- THIS SHOWS HOW REFLECTIVE PROCESSING IS INFLUENCED BY BOTH WHAT USERS ACCOMPLISH AND HOW THEY FELT WHILE ACCOMPLISHING IT
- USERS MAY RETURN BECAUSE TICKETMASTER PROVIDES ACCESS TO EVENTS THEY WANT TO ATTEND, EVEN IF PARTS OF THE EXPERIENCE ARE FRUSTRATING

