

# BELONG ANYWHERE

如何在全球化设计理念和本土化需求中找到平衡

IXDC

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Vivian Wang  
Airbnb中国设计负责人

Alex Schleifer  
Airbnb设计副总裁



**airbnb**

**爱彼迎**





IXDC



城市

国家

6.5万 IxDC 191

“  
如何让每一个旅行者都有  
归属感？

IxDC

“如何让每一个**来自中国的旅行者**都有归属感？”

IXDC







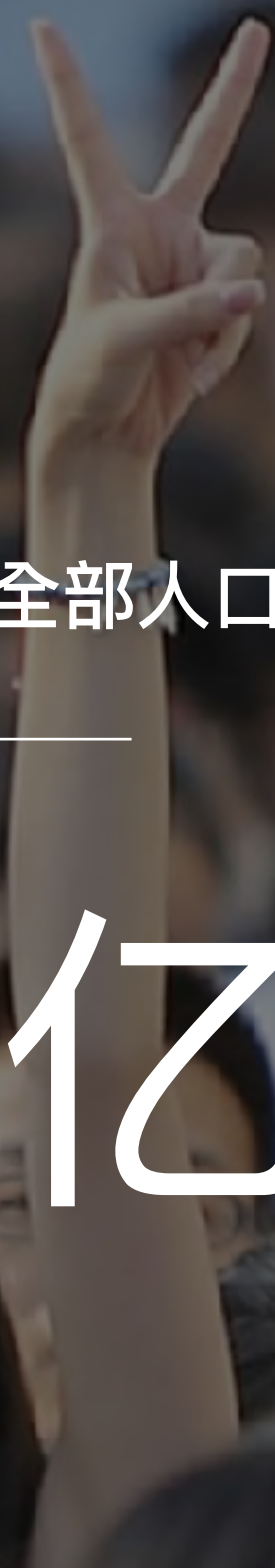
中国千禧一代

美国全部人口

4亿

IxDC

3亿

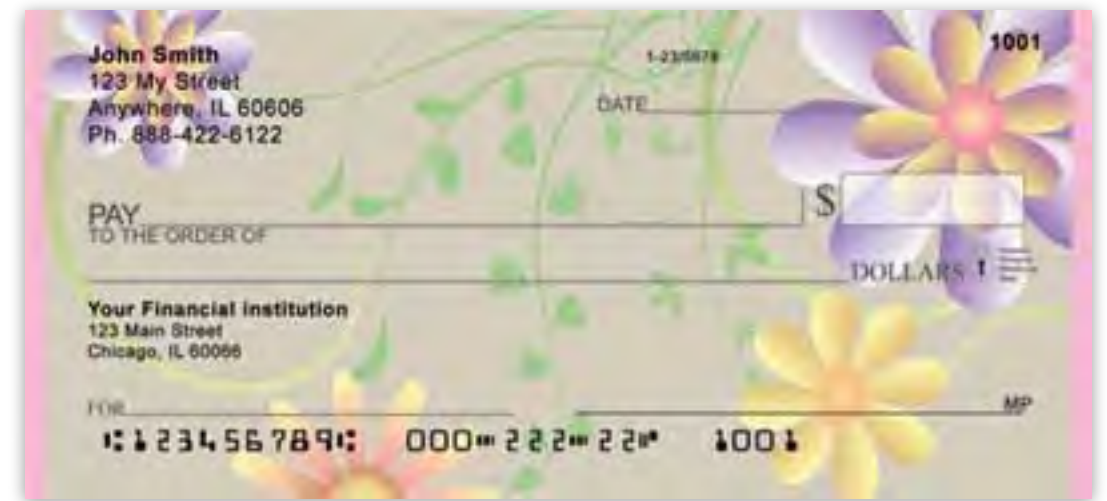












Google

flickr



facebook

 Dropbox

You Tube

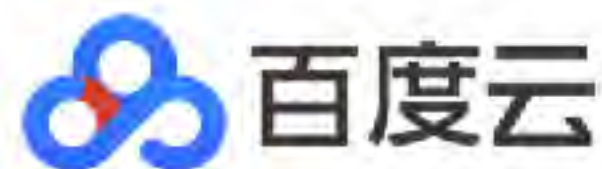


*vimeo*





好好住



YOUKU



**BELONG ANYWHERE**

**IXDC**



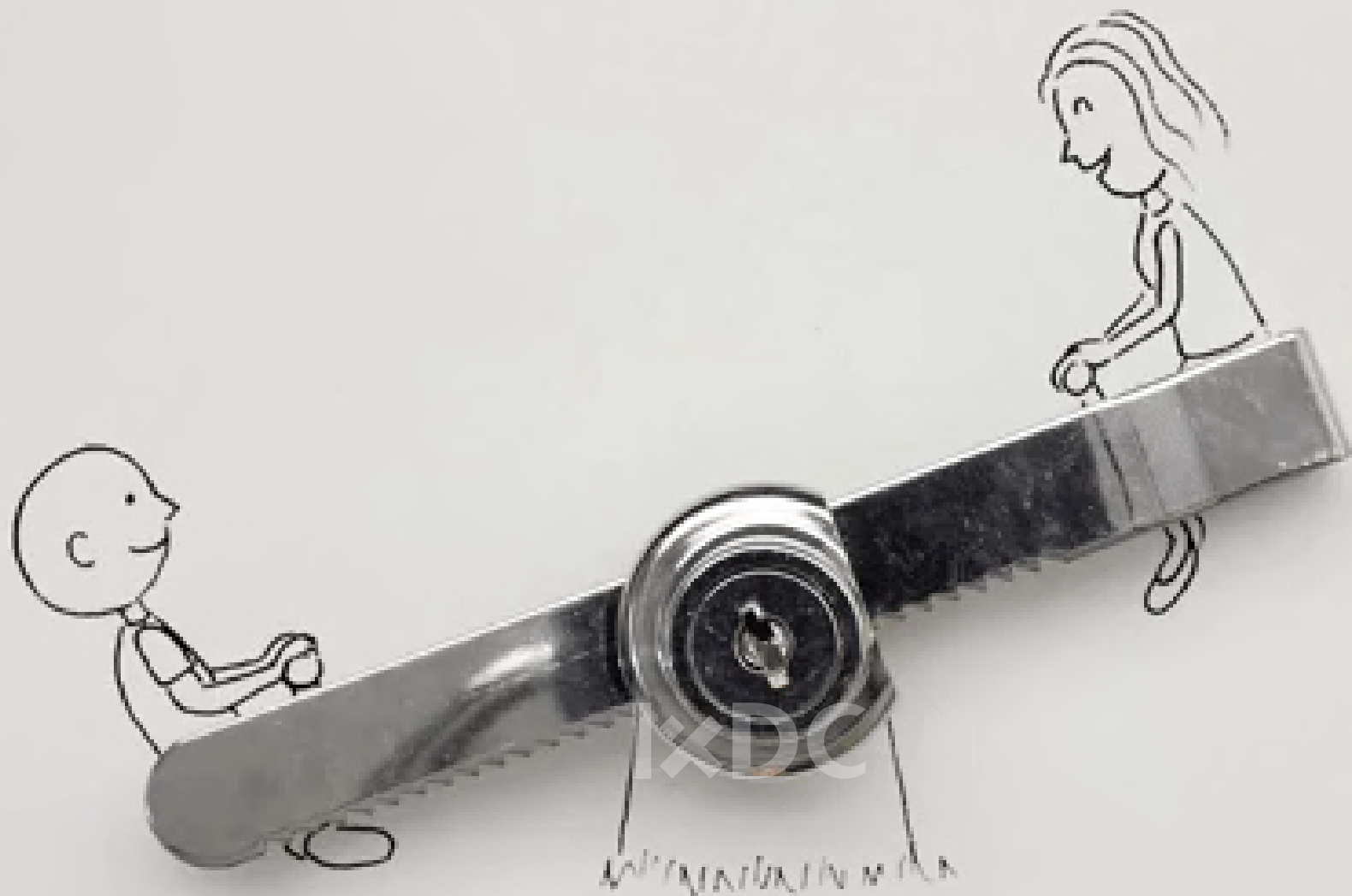




EPIC













小而精  
团队

更高效  
互相学习

保证体验  
一致性

1. 国际化设计语言系统
2. 聚焦本土化需求过程
3. 实践练习

IxDC



## 现场分享

在你的工作中，有没有遇到针对不同市场进行创新的时候？

1. 国际化设计语言系统
2. 聚焦本土化需求过程
3. 实践练习 

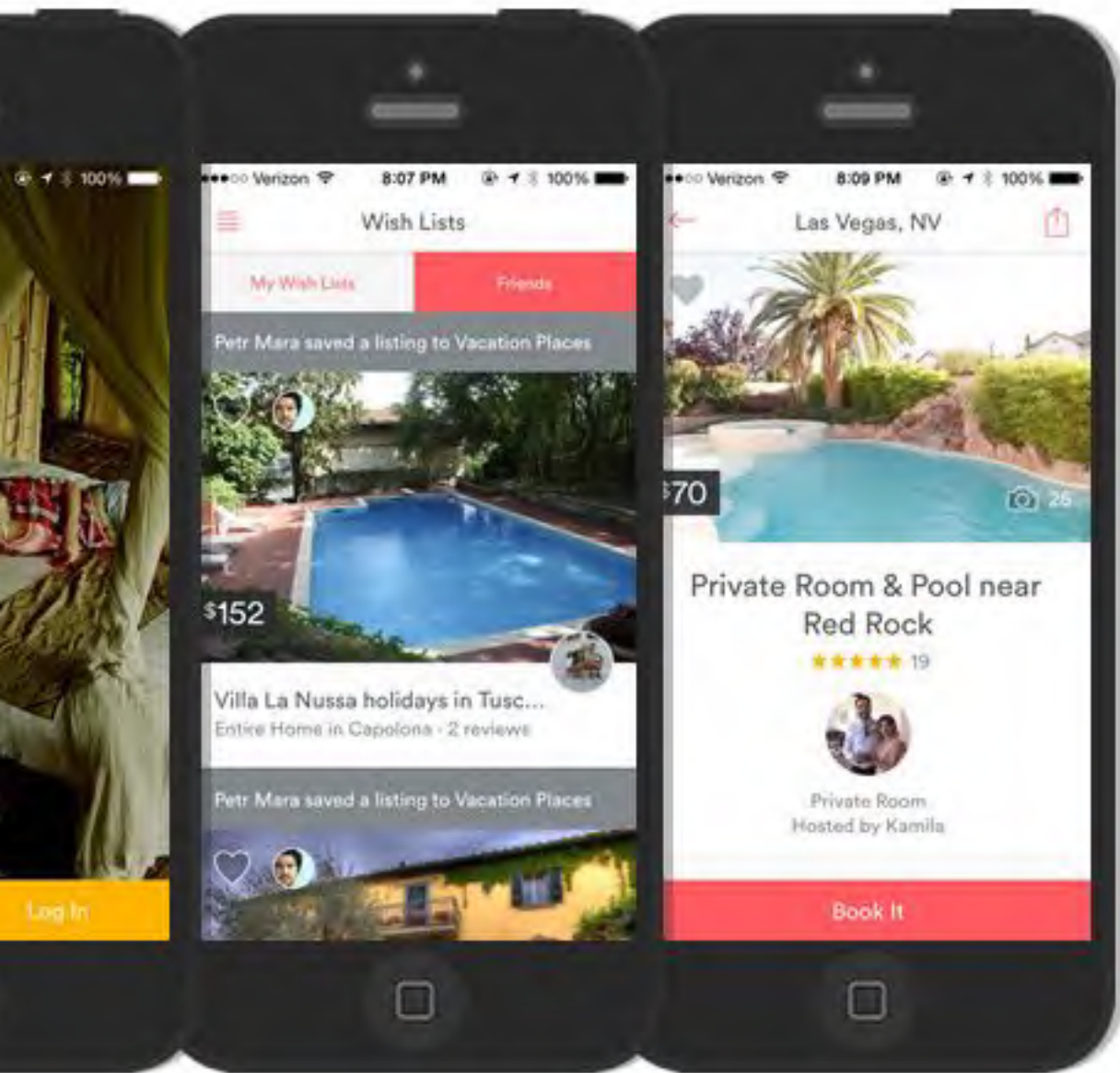




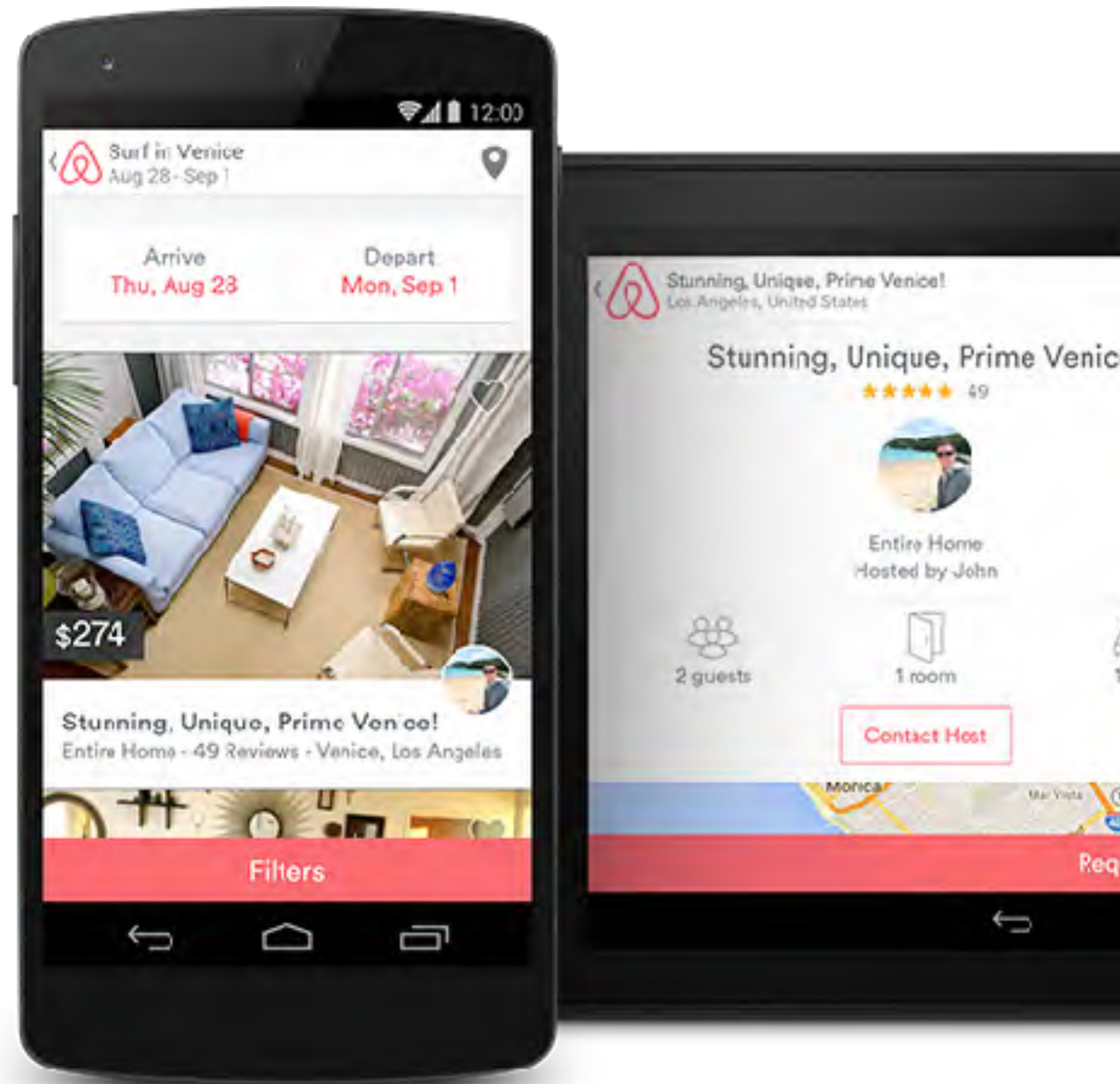
“

**You can't innovate on products  
without first innovating the way  
you build them.**

**Alex Schleifer**

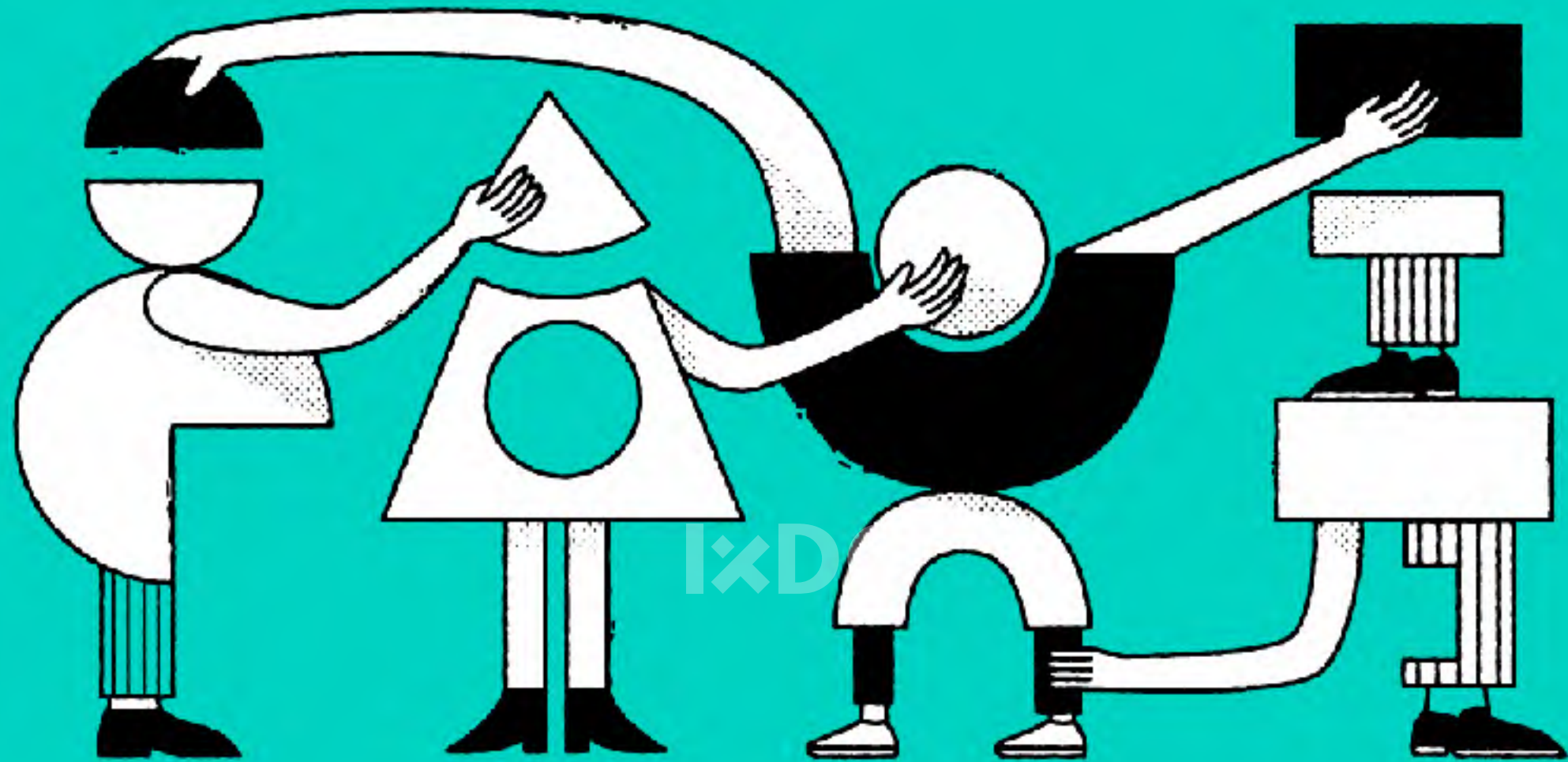


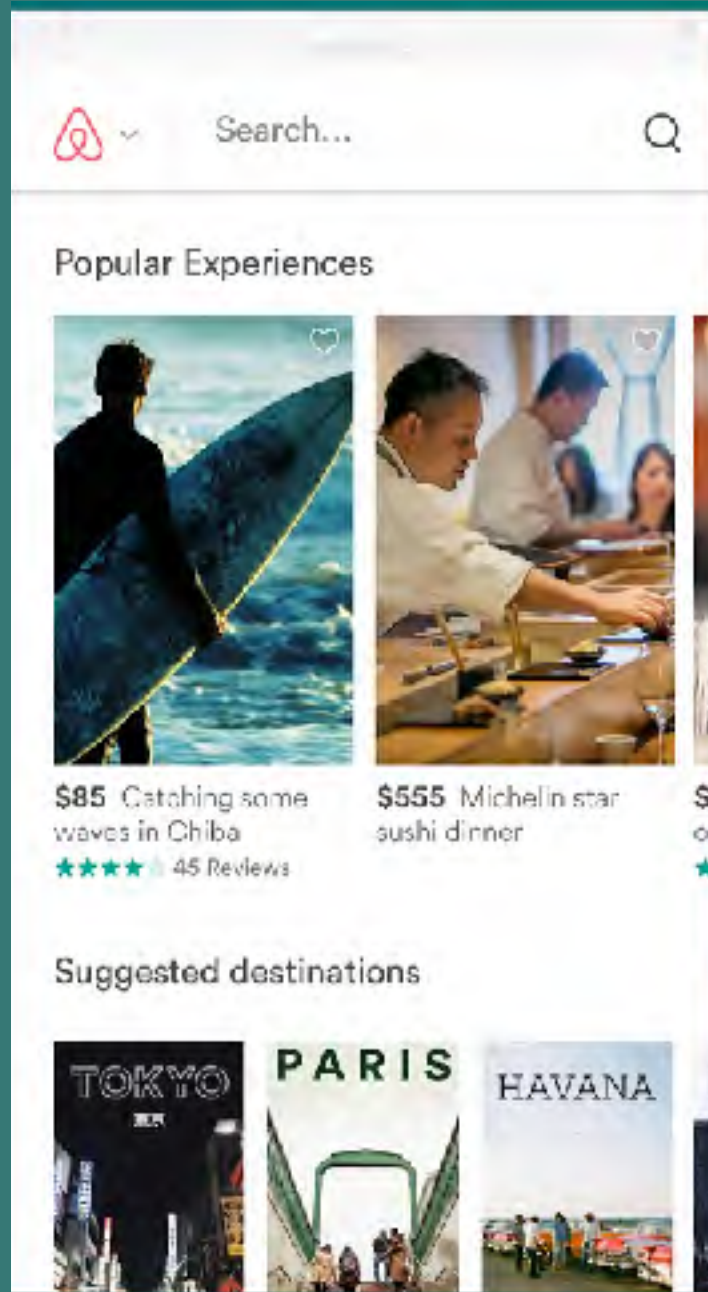
iOS



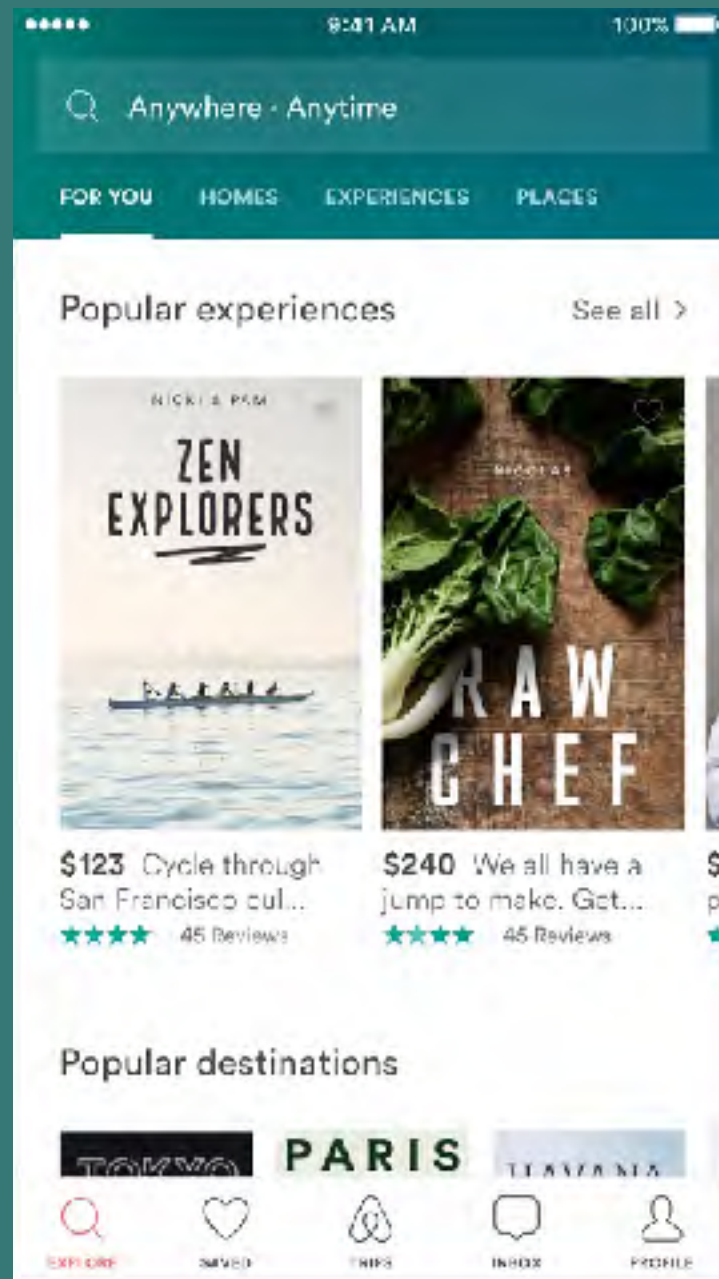
Android



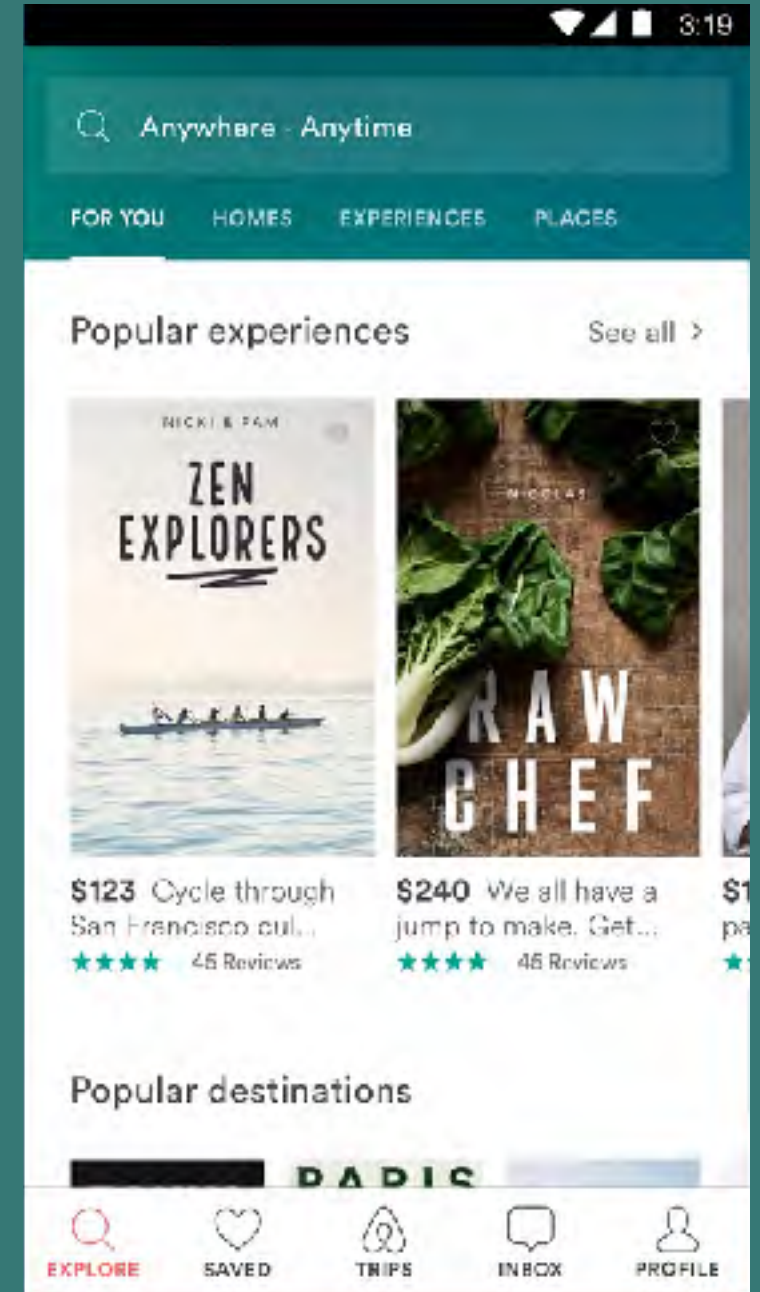




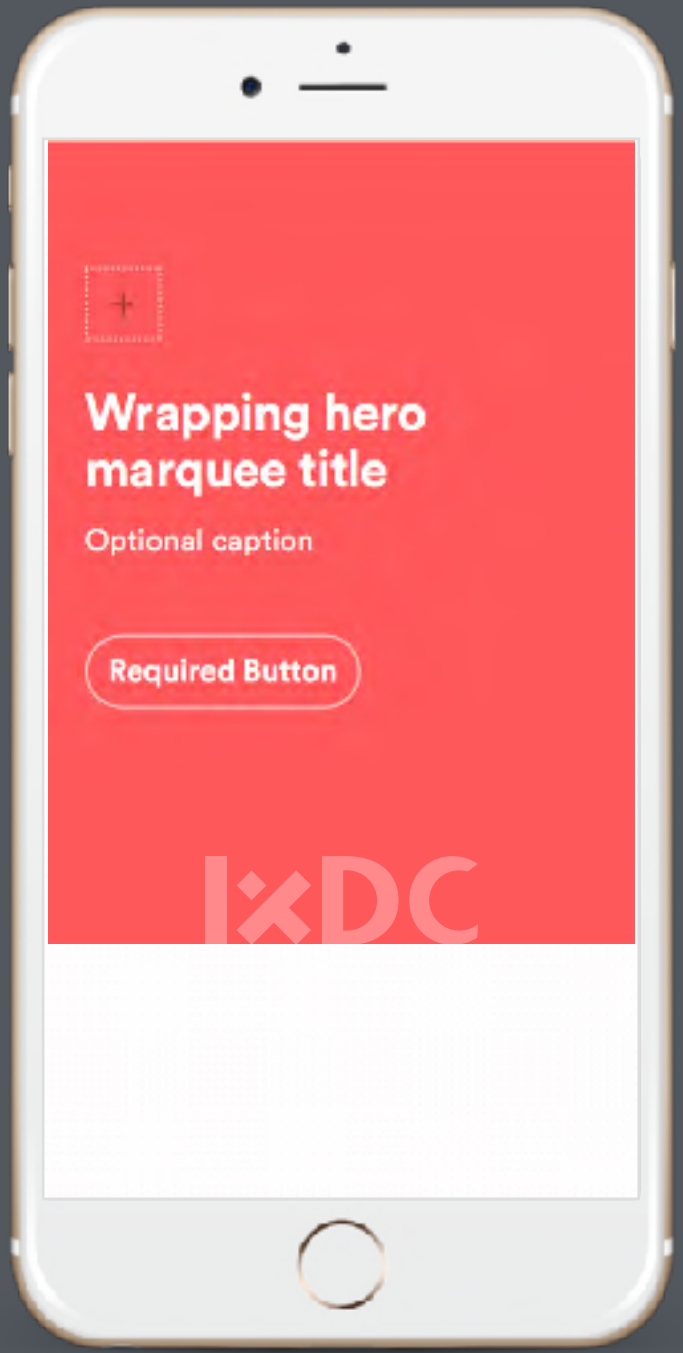
移动端网页



iOS



Android



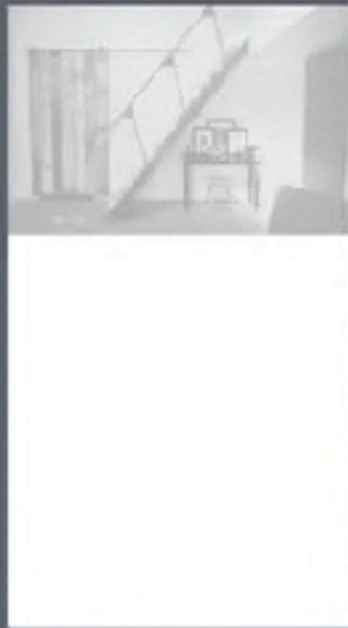
# Wrapping hero marquee title

Optional caption

Required Button

IXDC







**Boston**  
March 14-19

Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.



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March 14-19

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Popular [See all](#)



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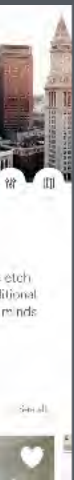


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Popular [See all](#)





### Boston

March 14-19

Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

Popular [See all](#)

### Boston

Week 14-19

Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

Popular [See all](#)

**Boston**

1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

**New England**

1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

### Boston

Week 14-19

Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

Popular [See all](#)

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1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

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### Boston

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Popular [See all](#)

**Boston**

1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

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1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

**The North End**

Discover All North End Properties (24) [View Tour](#)

**The North End**

1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

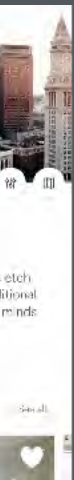
**The North End**

1304 E...

2 Bedrooms 1 Bath Home Office

★★★★★ (21) [View Tour](#)

IXDC



**Boston**  
March 14-19

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Popular See all

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**Spa**

**Spa** See all

**Spa** See all

**Spa** See all

**Boston**  
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Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

**Spa** See all

**Spa** See all

**Boston**  
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**Spa** See all

**Spa** See all

**Spa** See all

**The North End** See all

**The North End** See all

IXDC





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Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

Popular



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Popular



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Popular



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Popular



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March 14-19

Caption: America's beginnings etch into the earth of Boston, a traditional New England city with hungry minds and a progressive spirit.

Popular

**The South End**

IXDC



# Loft with Open Floor Plan and Kitchen

Entire home  
Hosted by Naomi



- 4 guests
- 2 rooms
- 2 beds
- 1.5 bath

\$250 per night  
★★★★ 142 Reviews



← Yasmin

Upcoming

Details

Request accepted  
1 Guest, Oct 15-17, 2016

Hi! Echo Park is a great neighborhood. There's lots of stuff to do around here and it's close to the beach. Look forward to having you!

5 days ago



Hi Yasmin, I'm going to be arriving in LAX on Thursday around noon. I'll get a taxi to your place so I think

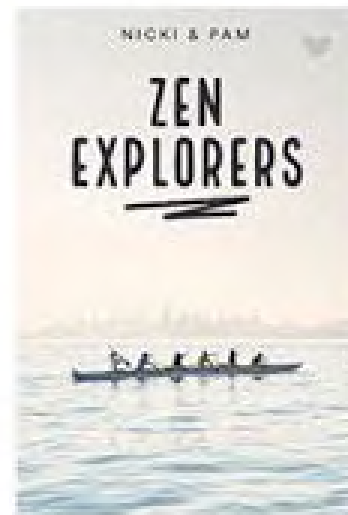
See details



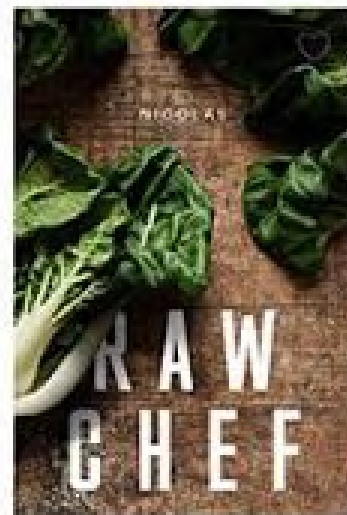
Anywhere · Anytime

- FOR YOU
- HOMES
- EXPERIENCES
- PLACES

## Popular experiences [See all >](#)



\$123 Cycle through San Francisco cul...  
★★★★ 45 Reviews



\$240 We all have a jump to make. Get...  
★★★★ 45 Reviews

## Popular destinations

- TOKYO
- PARIS
- LA JAVANA

- EXPLORE
- SAVED
- TRIPS
- INBOX
- PROFILE



Private, cozy room with queen bed. Second story room with view of the forested backya... [read more](#)



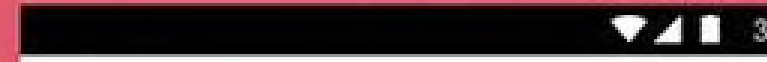
709 N La Brea Avenue  
Los Angeles, CA



Tuesday Oct 17 · 5:00pm

### Drinks at Hollywood's Oldest Bar

- EXPLORE
- SAVED
- TRIPS
- INBOX
- PROFILE



# Los Angeles

Nov 14 - 21 · 6 guests



- HOMES
- EXPERIENCES
- PLACES

## 24 places





## Cards

The first card is a listing card with a dark grey header containing a heart icon and a 'BUSINESS READY' badge. Below the header is a price tag '\$555' with a lightning bolt icon. The main content area shows 'Listing card' with a 5-star rating and '00 · Entire place', and a circular profile picture with a red ribbon icon.

The second card is an 'Impact Display Card' with a dark grey background. It features an 'OPTIONAL BADGE' at the top, followed by the title 'Impact Display Card' and the subtitle 'Optional subtitle'.

## Rows

The first row is a simple 'Row' with a horizontal line below the text.

The second row is 'Row +' with 'Optional subtitle' on the left and 'User Input' in teal on the right.

The third row is 'Long input row' with 'This text is editable. It has a prompt state and an edited state.' on the left and 'Edit' in teal on the right.

The fourth row shows four dashed boxes representing labels: 'Longer label', '2 labels', 'Short label', and 'Solo label'.

The fifth row shows '99 Reviews' on the left and a 5-star rating on the right.

The sixth row is 'Listing details summary' with 'Hosted by Host Name' in teal on the left and a circular profile picture with a red ribbon icon on the right.

## Editorial Marquee

The design features a dark grey header area. Below it, the main content area has a white background with the title 'Editorial Marquee' in bold, followed by the subtitle 'Optional Subtitle'. A description follows: 'Description: America's early beginnings are etched into the earth of Boston, a traditional New England city.' The bottom of the card has a light grey background.

## 设计语言系统

共享的语言和名称

用代码写出来的

设计和开发是一对一的

组建是有参数和逻辑的

越简单越好

## 设计规范

共享的视觉

人工维护的

开发不是统一的

根据需求设计新的组建

越美观越好





# Open Floor Kitchen



2 beds



1.5 bath

Book



Details

Accepted  
Oct 15-17, 2016

See more

See details



Anywhere · Anytime

FOR YOU

HOMES

EXPERIENCES

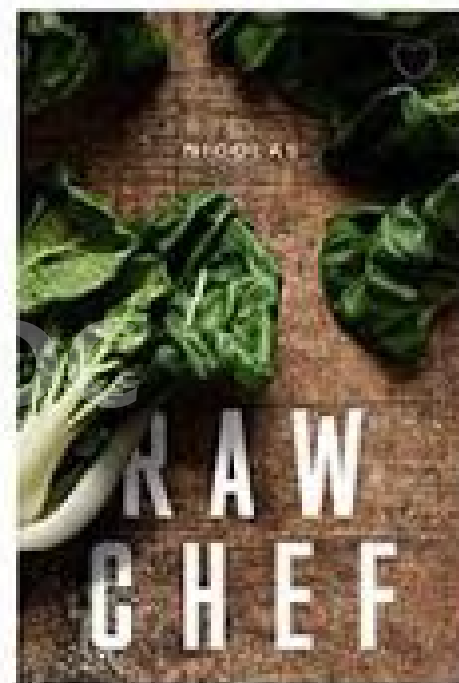
PLACES

## Popular experiences

See all >



\$123 Cycle through  
San Francisco cul...  
★★★★ 45 Reviews



\$240 We all have a  
jump to make. Get...  
★★★★ 45 Reviews

## Popular destinations



709 N La Brea Avenue  
Los Angeles, CA

Tuesday Oct 17 · 5:00

Drinks at Hollywood  
Oldest Bar

EXPLORE

SAVED

TRIPS



# Los Angeles

Nov 14 - 21 · 6 guests



HOMES

EXPERIENCES

PLACES

## Find me the good contrasts, for web accessibility, between these two colors:

Foreground Color : 

For each color (red, green and blue), enter a number between 0 et 255.

Red :  Green :  Blue :

The color should be between #000000 and #FFFFFF

Hexadecimal :

Background Color : 

For each color (red, green and blue), enter a number between 0 et 255.

Red :  Green :  Blue :

The color should be between #000000 and #FFFFFF

Hexadecimal :

Minimum ratio :

In the internationale réglementation established by the [WCAG](#), the success criteria [1.4.3](#) requires a minimum contrast ratio of 4.5:1 (and 3:1 for enlarged text).

This minimum contrast ratio is also required by the French regulation, established by the [RGAA 3.0 2016](#), in the criteria [3.3](#) et [3.4](#).

Component to edit :


- Edit the foreground color
- Edit the background color

Gimme :






- valid colors and *very close* to initial color
- a *range* of valid colors




## Old contrast

Foreground	Background	Sample	Ratio	Distance
hsl(200, 100%, 50%) rgb(0, 165, 255) #00A6FF	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	2.22741	

## New contrast : 25 results (2,483,712 colors tested)

Foreground	Background	Sample	Ratio	Distance
hsl(205, 96%, 37%) rgb(3, 109, 187) #036DBB	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	4.50081	79.35
hsl(204, 90%, 37%) rgb(9, 110, 181) #096EB5	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	4.50043	83.4
hsl(205, 80%, 38%) rgb(19, 110, 179) #136EB3	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	4.5007	84.7
hsl(204, 82%, 37%) rgb(17, 111, 174) #116EAF	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	4.50091	88.49
hsl(204, 78%, 38%) rgb(21, 111, 173) #156EAD	 hsl(102, 44%, 89%) rgb(223, 240, 216) #DFF0D8	Title big size with words in bold Here is some text sample with some words in bold to illustrate the contrast.	4.50059	89.15

**Contrast-A** Find Accessible Color Combinations  
 In accordance with the Web Content Accessibility Guidelines (WCAG 2.0) defined by the World Wide Web Consortium



**COLORS** Show Thresholds for Normal Vision

Swap

#767676 A Add to Palette E #FFFFFF

R:118 G:118 B:118 Text Sample Text Sample R:255 G:255 B:255

**PALETTE** Print Clear Pair Clear All

**RESULT** WCAG 2.0 - Luminance WCAG 1.0 - Brightness & Color

Luminance Contrast Ratio Show Color Deficiency Simulation

RATIO Normal Vision 4.54:1

LEVEL	THRESHOLD	Ratio	Status
AA	Text - Large	3:1	<input checked="" type="checkbox"/>
	Text - Small	4.5:1	<input checked="" type="checkbox"/>
AAA	Text - Large	4.5:1	<input checked="" type="checkbox"/>
	Text - Small	7:1	<input type="checkbox"/>


[dasplankton.de/ContrastA/](http://dasplankton.de/ContrastA/)



**Contrast** Find Accessible COLORS Show Thresholds for Normal Vision

In accordance with the Web Content Accessibility Guidelines (WCAG) defined by the World Wide Web Consortium (W3C)

**RESULT**  WCAG 2.0 - Luminance Contrast

 **Luminance Contrast Ratio**

**RATIO** Normal Vision 4.54:1

LEVEL	THRESHOLD
AA	Text Large 3:1 <input checked="" type="checkbox"/>
	Text Small 4.5:1 <input checked="" type="checkbox"/>
AAA	Text Large 4.5:1 <input checked="" type="checkbox"/>
	Text Small 7:1 <input type="checkbox"/>

PALETTE

B #FFFFFF R:255 G:255 B:255

1.0 - Brightness & Color Efficiency Simulation

[dasplankton.de/ContrastA/](https://dasplankton.de/ContrastA/)

1

E

20/200

2

F P

20/100

3

T O Z

20/70

4

L P E D

20/50

5

P E C F D

20/40

6

E D F C Z P

20/30

7

F E L O P Z D

20/25

8

D E F P O T E C

20/20

9

L E F O D P C T

20/15

10

F D P L T C E O

20/13

11

P E Z O L C F T D

20/10



7.0:1

E

F P

4.5:1

T O Z

L P E D

P E C F D

E D F C Z P



F E L O P Z D

D E F P O T E C



L E F O D P C T

F D P L T C E O

P E Z O L C F T D

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3.0:1

7.0:1

E

F P

4.5:1

T O Z

L P E D

P E C F D

E D F C Z P



F E L O P Z D

D E F P O T E C



L E F O D P C T

F D P L T C E O

P E Z O L C F T D

IXDC

3.0:1

**RESULT**  WCAG 2.0 - Luminance Contrast Ratio

Luminance Contrast Ratio

RATIO Normal Vision 4.54:1

LEVEL	THRESHOLD	STATUS
AA	Text - Large	3:1 <input checked="" type="checkbox"/>
	Text - Small	4.5:1 <input checked="" type="checkbox"/>
AAA	Text - Large	4.5:1 <input checked="" type="checkbox"/>
	Text - Small	7:1 <input type="checkbox"/>

## TAKEAWAY

作为一个国际品牌，我们的设计语言从一开始就需要考虑到本土化与包容性设计



1. 国际化设计系统
2. 聚焦本土化需求过程
3. 实践练习

**IXDC**

用户研究

+

数据分析

我们的用户群是谁？  
他们追求什么？



Airbnb的主要流程的使用  
痛点有哪些？

# 1. 了解新市场



# 中国市场和其他市场的差别



## TAKEAWAY

用户需求很多时候并不分国界

第一阶段

了解新市场需求

第一阶段

了解新市场需求

第二阶段

为新市场开发产品



第一阶段

了解新市场需求

第二阶段

为新市场开发产品

第三阶段

反馈于国际化语言

案例 1

# 手机注册

IXDC







## 1. 了解新市场需求

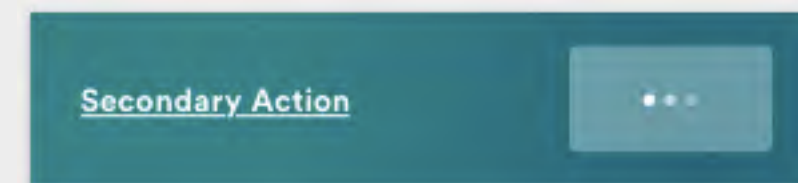
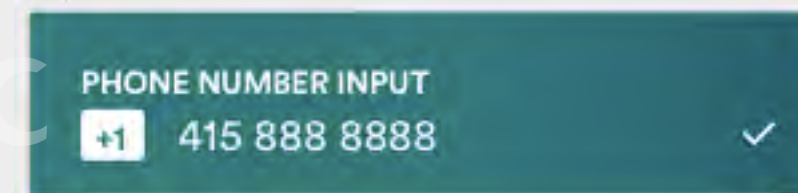
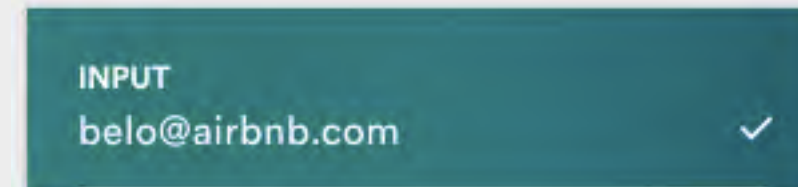
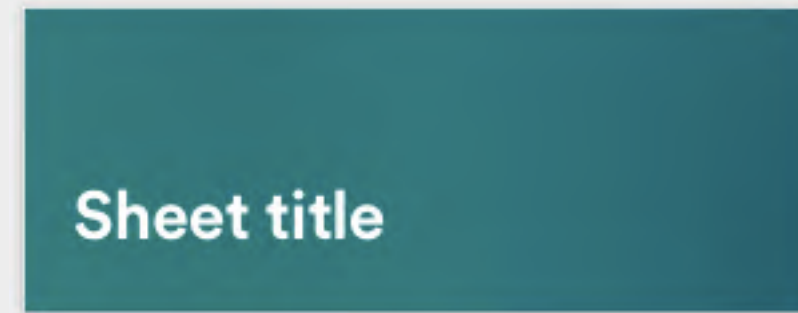
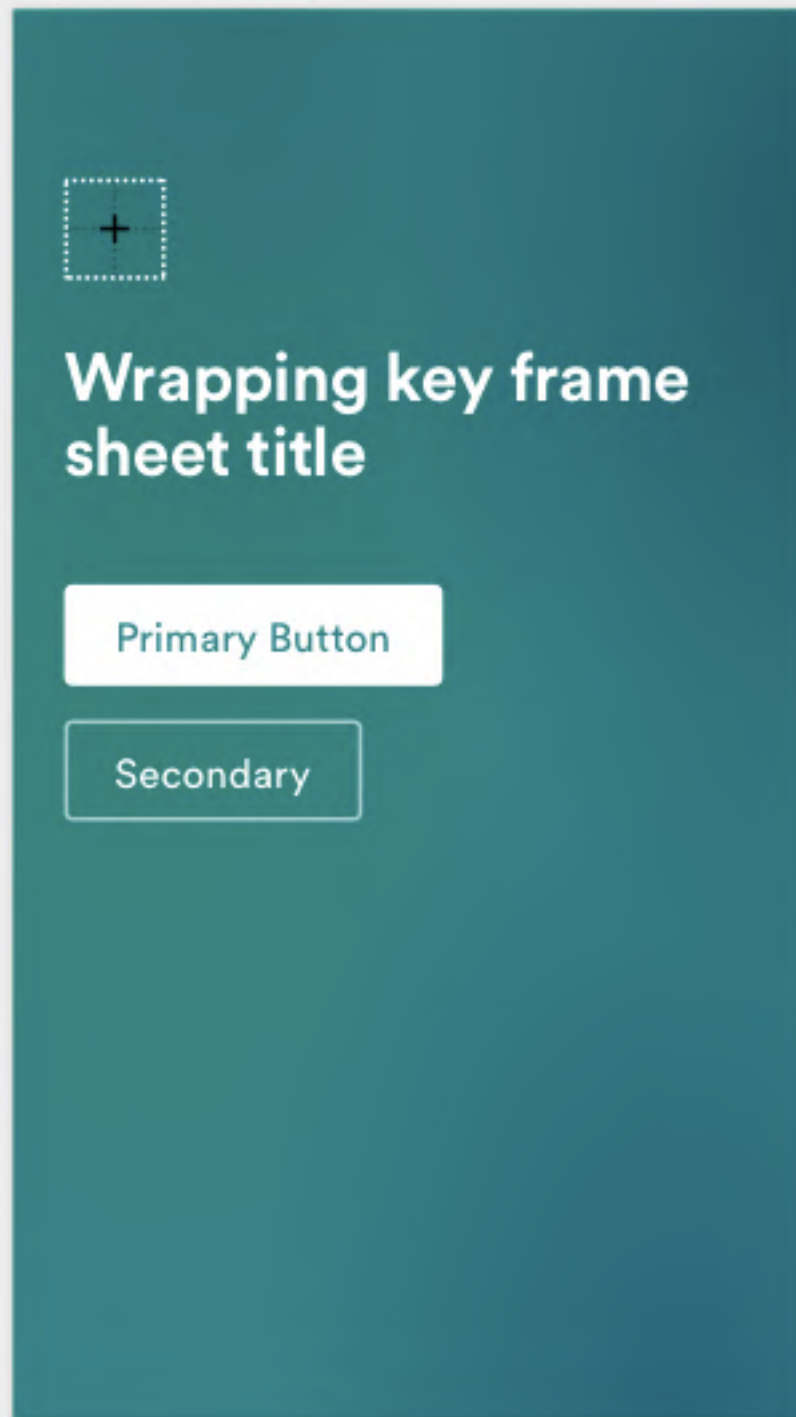
### 用户需求

1. 没有Facebook
2. 不习惯邮箱注册

## 2. 为新市场开发产品



## 2. 为新市场开发产品





## TAKEAWAY

如果国际化语言系统可以解决本土化需求，就直接使用



案例 3

# 房源组建







**\$185 Garden Retreat steps from Haight St**

Entire home/apt · 2 beds

★★★★★ 176 reviews



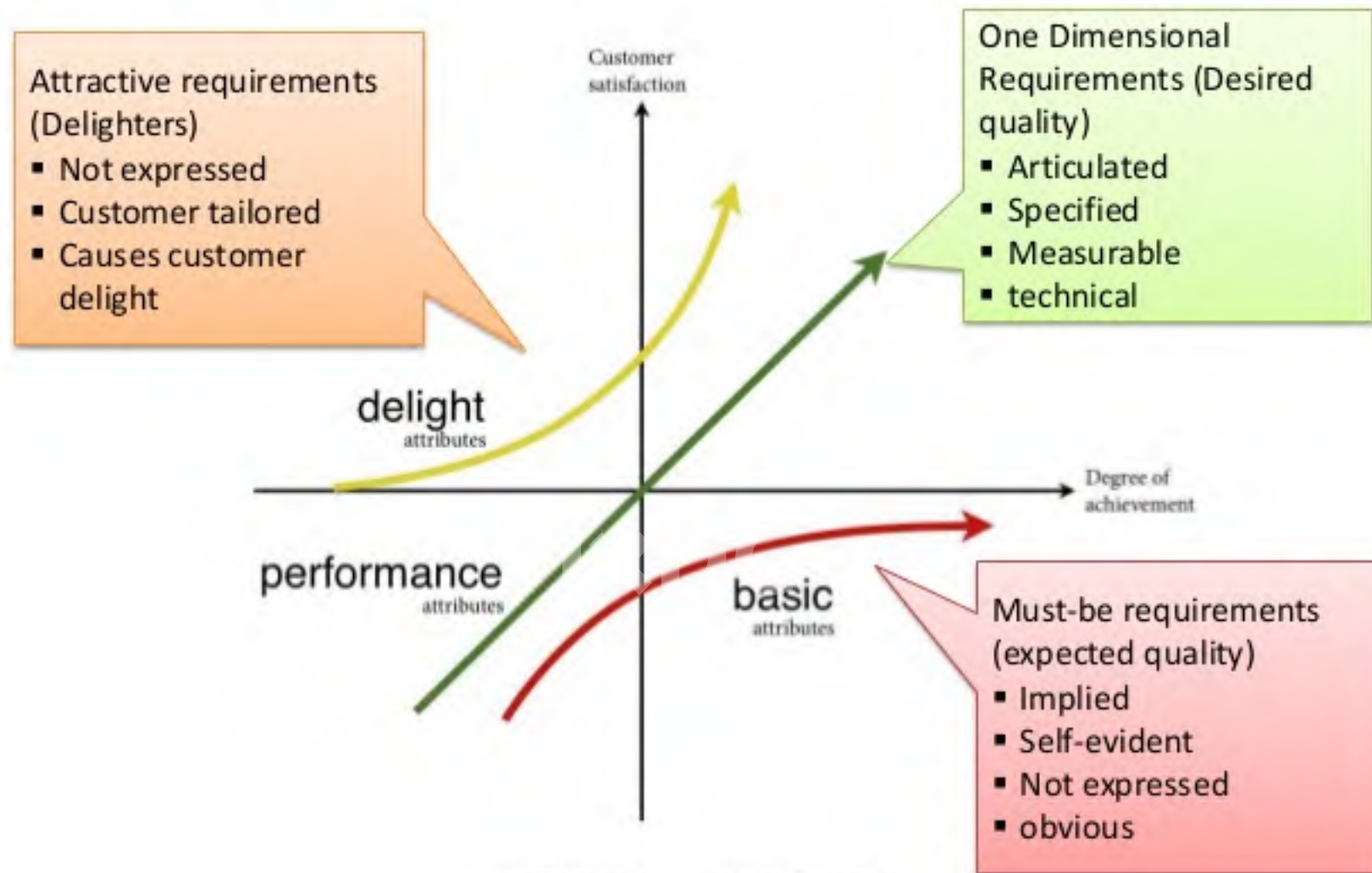
## 用户研究问题

1. 什么房源信息在这个阶段最吸引用户？
2. 什么房源信息是deal breakers?

### 用户痛点

1. 不可以快速的得到需要的信息
2. 不理解一些新概念
3. 语言障碍
4. 没有地点信息帮助他们快速选择

# The **KANO** Model





## 2. 为新市场开发产品



The image shows a screenshot of an Airbnb listing for a traditional Beijing courtyard house. The listing features a main image of the interior, a price of ¥250/night, a 4.5-star rating with 30 reviews, and a host photo with a Superhost icon. Red lines connect various elements of the listing to English annotations.

**Chinese speaking host**  
**Biz ready**

**Price with duration**

**Drop guest number, replace with bath number**

**适合差旅** **中文房东** **限时免费取消**

**Free Cancellation**

**Review**

**Host photo with superhost icon**

¥250/晚 ↕

★★★★☆ 30条评价

老北京四合院古城区后海恭王府旁  
整套房子·2室3床1卫

## 2. 为新市场开发产品



## TAKEAWAY

只为用户需求设计，而不是  
为了用户习惯



案例 4

# Airbnb 主页

IxDC

Vacation Rentals, Homes. / x  
https://www.airbnb.com

airbnb

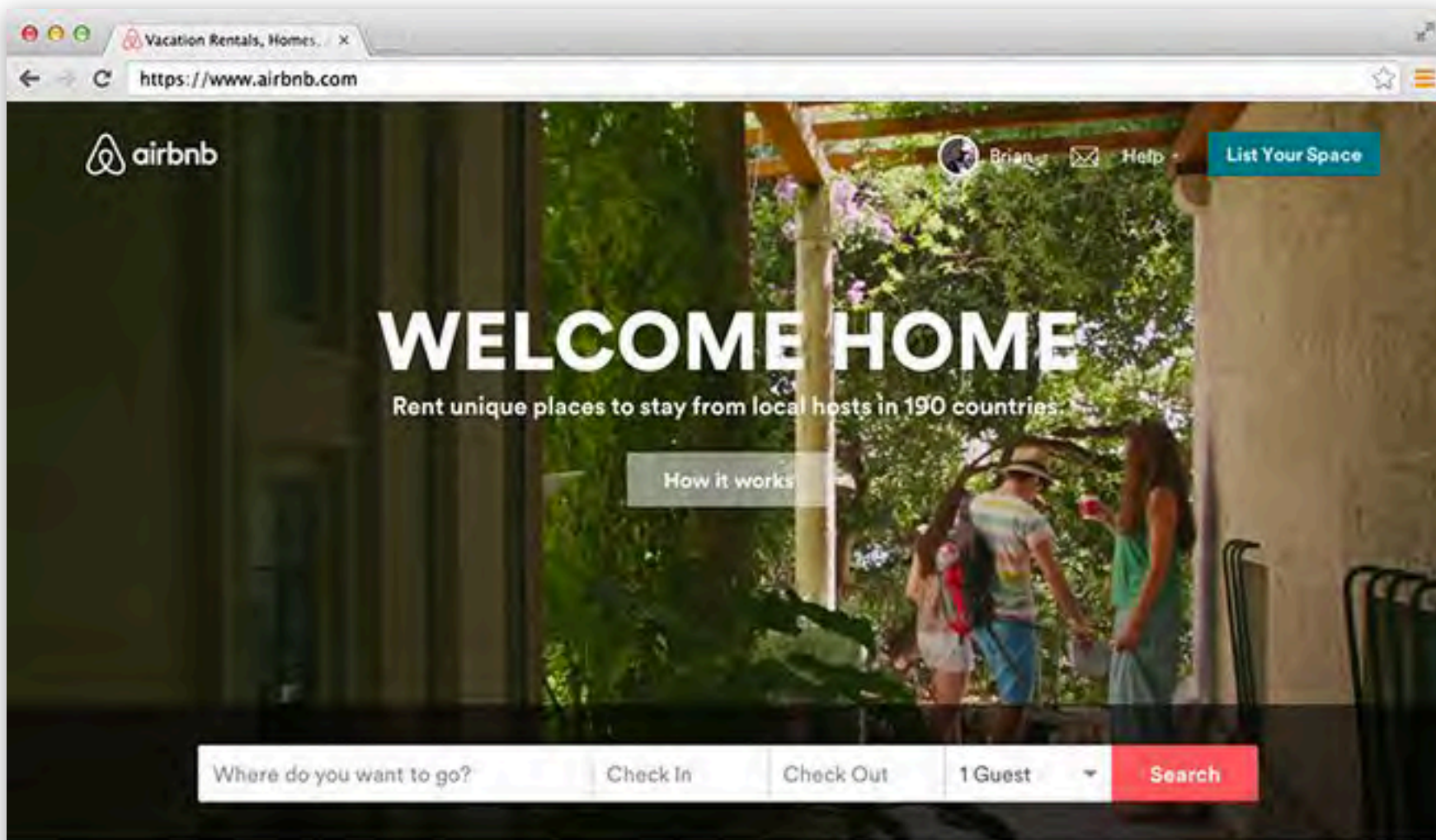
Brian Help List Your Space

# WELCOME HOME

Rent unique places to stay from local hosts in 190 countries

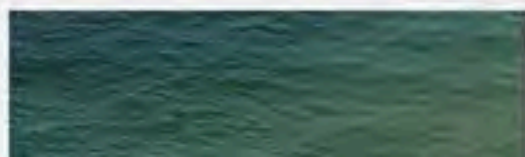
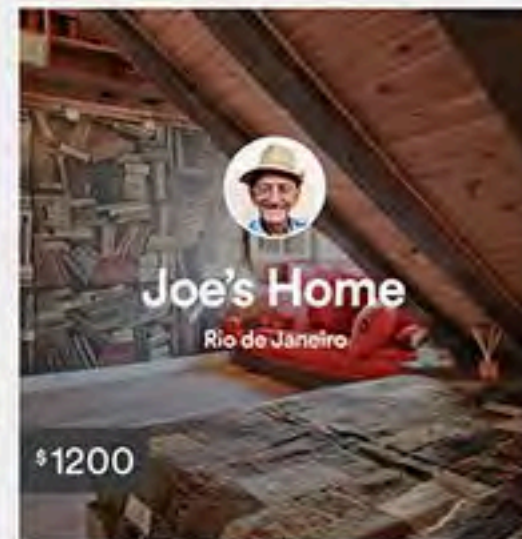
How it works

Where do you want to go? Check In Check Out 1 Guest Search



## Start Your Adventure

We've chosen locations you'll love, all around the world.



### 用户痛点

1. 不能一目了然地看出Airbnb都可提供什么
2. 不能解决大家对Airbnb的顾虑
3. 所有来访的旅行者看到的都是一样的内容
4. 内容不能够根据热点或季节轻易改变



### 用户研究问题

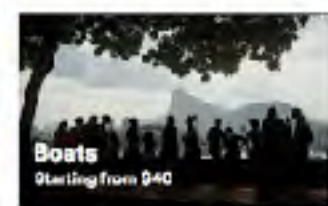
1. 不同阶段的用户对首页的要求有何不同？
2. 对于新用户，他们的顾虑和期望是什么？



Search over 2 million homes in 191 countries

Where to? Check In Check Out 1 Guest Search

Top destinations Chinese speaking hosts Unique homes







# Airbnb爱彼迎

## 旅行中，像当地人一样生活

地点 目的地、城市、地址	时间 入住日期 → 退房日期	房客 1位房客	搜索
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### 热门目的地

台北 纽约 悉尼 杭州 大理



¥756 Da'an District - 整套房子/公寓  
★★★★★ 14条评价



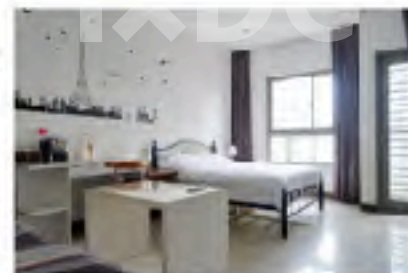
¥547 中正区 - 整套房子/公寓  
★★★★★ 160条评价



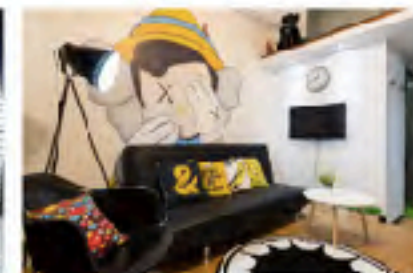
¥195 Daorong District - 整套房子/公寓  
★★★★★ 75条评价



¥020 Xindian District - 整套房子/公寓  
★★★★★ 143条评价



¥441 中山区 - 整套房子/公寓  
★★★★★ 100条评价



¥206 台北 - 整套房子/公寓  
★★★★★ 236条评价

查看更多台北房源

400-716-0164  
24小时中文客服

支付宝  
支付宝付款已向中国用户开通。了解  
更多

芝麻信用  
实名认证房东房客信息，真实可靠。  
更多

### 夏天出游好去处







# Airbnb

Book unique homes and experience a city like a local.

Where: Anywhere    When: Anytime    Guests: 1 guest    Search

FOR YOU HOMES EXPERIENCES PLACES

## Experiences

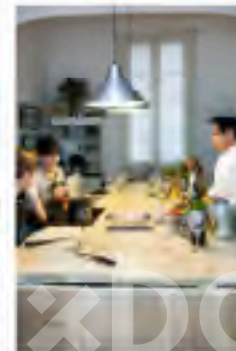
See all >



\$213 SGD Meet wolves up close on a hike through the mountains.



\$113 SGD Taste into daily stretches with a Cuban.



\$106 SGD Let's learn some Spanish big classics.



\$101 SGD Learn and Taste MANY Sake Aici as Expert.



\$122 SGD Okonomiyaki & Gyūza class + Supermarket.

## Homes

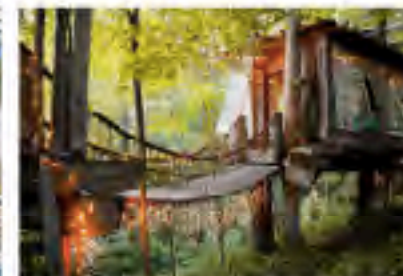
See all >



\$97 SGD I SETTE CONI - TRULLO EDEFA. Entire home/apt · 2 beds.

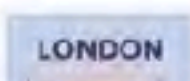


\$426 SGD The World Famous Seashell Ho. Entire home/apt · 8 beds.



\$218 SGD Secluded Irtoown Treehouse. Entire home/apt · 1 bed.

## Featured destinations



## TAKEAWAY

为本土化产品设计时也需要  
从组建和系统层面入手











#### Where to go

#rustyretreading

#### Good eats

Comfort foods

The sweet life

Rice and stir-fry

#### Emotions

Nostalgia

Generosity

Disenchant

Loneliness

Curiosity

#### Epic journeys

Altitudes (peak to peak)

Caro to Cape Town

PanAmerican Hwy

Horses across Mongolia

Pills to Drive

European

Cz. Rep. - Syd

Kardio

and high / curiosity

#### Lost in translation

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

Untranslatable words

#### Spaces

Amazing kitchens

Architectural port

Thoughtful details

Waterway

Waterway

Waterway

Waterway

Waterway

Waterway

#### Community

Based on a true review

#### Content types

Hidden gems

Product features

Tips & tricks

Events

welcome to  
Inclusive Design  
Office Hours

00 00 00 00 00 00



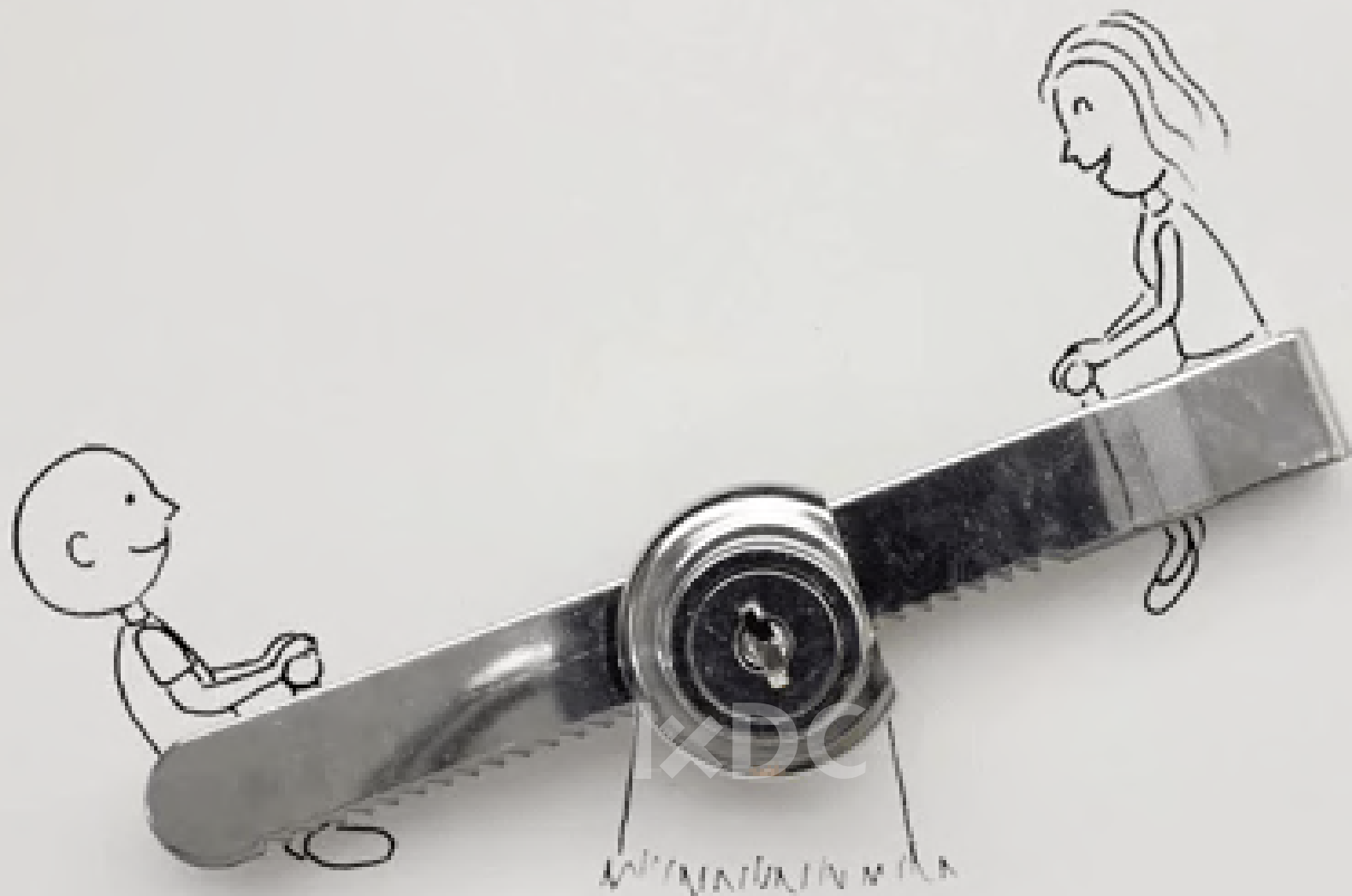


爱彼迎



# DLS Partners

IXDC





# 1. 设计语言需要考虑到本土化和包容性设计

1. 设计语言需要考虑到本土化和包容性设计
2. 花时间去了解新市场的用户

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4. 本土化产品设计也要从组建和系统层面入手
5. 创造环境让新市场学到的知识反馈于国际化语言

1. 国际化设计系统
2. 聚焦本土化需求过程
3. 实践练习

**IXDC**



# IXDC

## 联系方式

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