

# The Reality Gap

How data lies about behaviour

**James Royal-Lawson**  
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# Metrics

KPIs

<https://dribbble.com/shots/2172083-Magnify>

# Behaviour







<http://theheroicstarman.tumblr.com/post/121421760890/four-generations-of-royals-on-the-buckingham>

# LIVE THERE

Book homes from local hosts and experience a place like you live there.

[Learn About Airbnb](#)

Search over 2 million homes in over 190 countries



## Just for the weekend

Discover new, inspiring places close to home.

cancel

Articles related to "cancel"

- [What is the Airbnb cancellation policy?](#)
- [What happens if my guest cancels?](#)
- [Can I leave a review for a host who cancelled on me?](#)
- [What happens to my payment if my host cancels my reservation?](#)

[Help Centre](#)

Enskede, Sweden



Check In



Check Out

1 Guest



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### What is the Airbnb cancellation policy?

Airbnb allows hosts to choose amongst three standardised **cancellation policies** (Flexible, Moderate, and Strict) that we enforce to protect both hosts and guests.

The three main cancellation policies include:

- Flexible: Full refund 1 day prior to arrival, except fees
- Moderate: Full refund 5 days prior to arrival, except fees
- Strict: 50% refund up until 1 week prior to arrival, except fees

A host's cancellation policy can be found in the Prices

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# User is all





What does the data say?

# REPLAY

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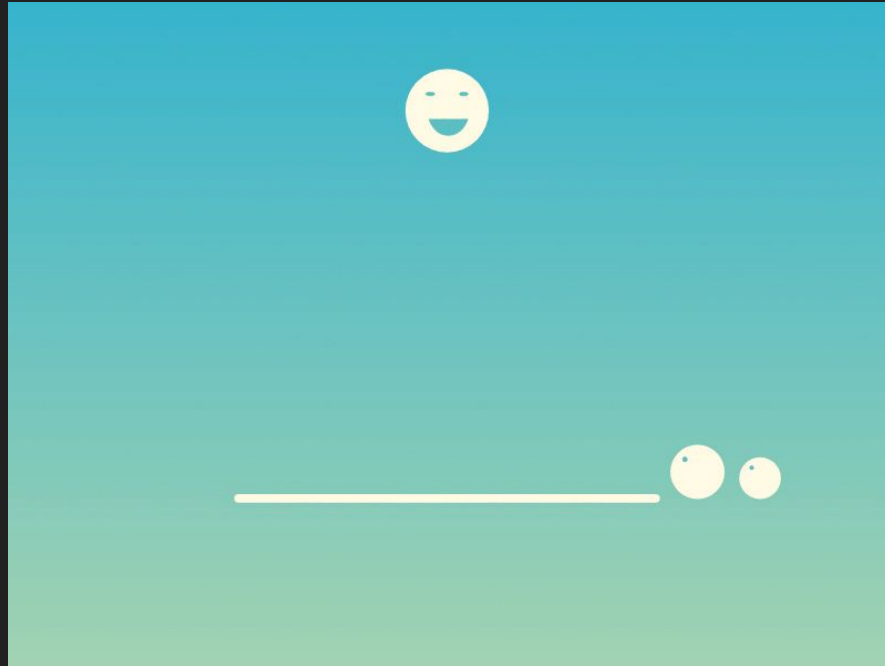
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# Bounce



Data says



# Data

1 Pageview

# Reality

4 Pageviews

1 Hover event

5 keypresses

5 live searches

1 click

# Reduce the gap

Get your data to lie less

Design your analytics to  
observe behaviour

And not just performance metrics

# UX Analytics

Designing with web analytics

[beantin.se/ux-analytics-book/](https://beantin.se/ux-analytics-book/)

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