

GetYourGuide Virtual Products

A Design initiative for GetYourGuide's Search and Discovery experience.



GetYourGuide

GetYourGuide is a privately held global company headquartered in Berlin, Germany that operates an online marketplace and internet booking engine accessible via website and mobile.

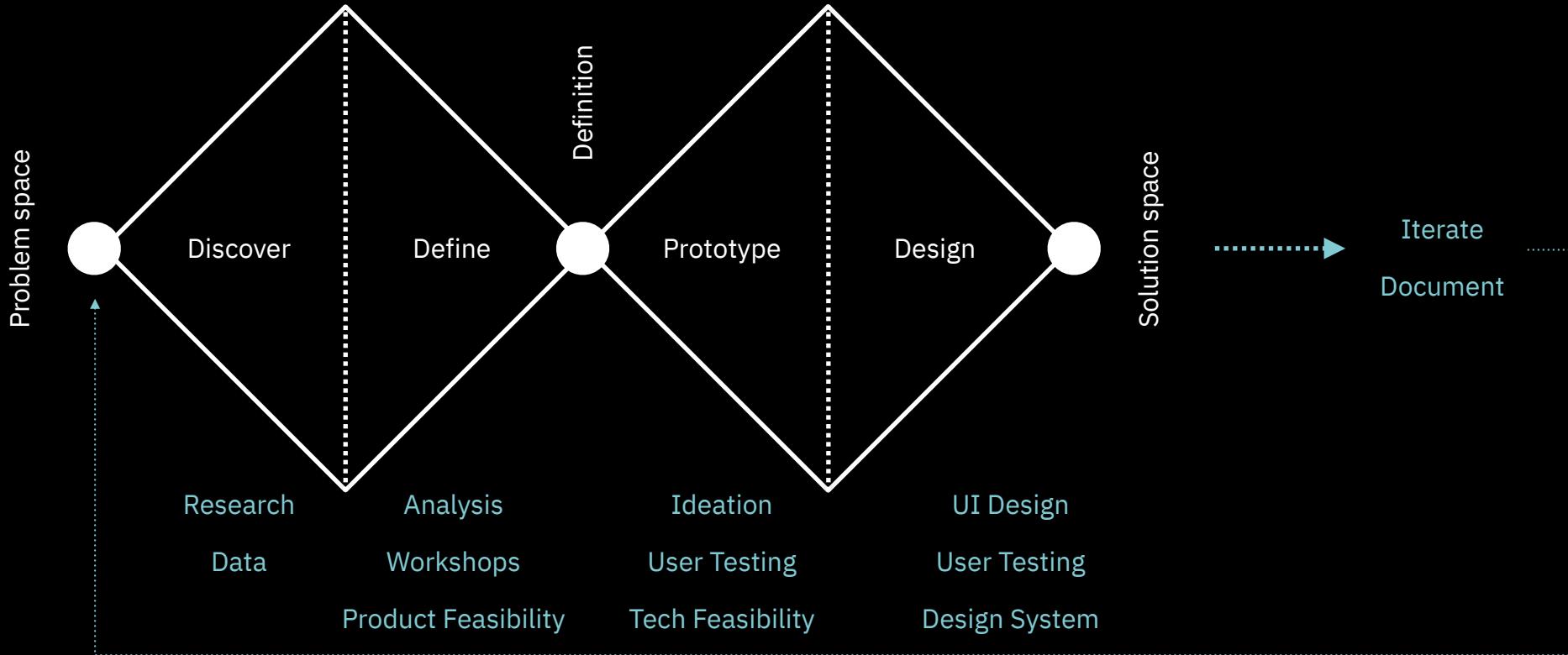
Currently, I'm the lead product designer responsible for the Search and Discovery experience in all platforms (desktop, mobile web, and native apps).

My role in this initiative and projects

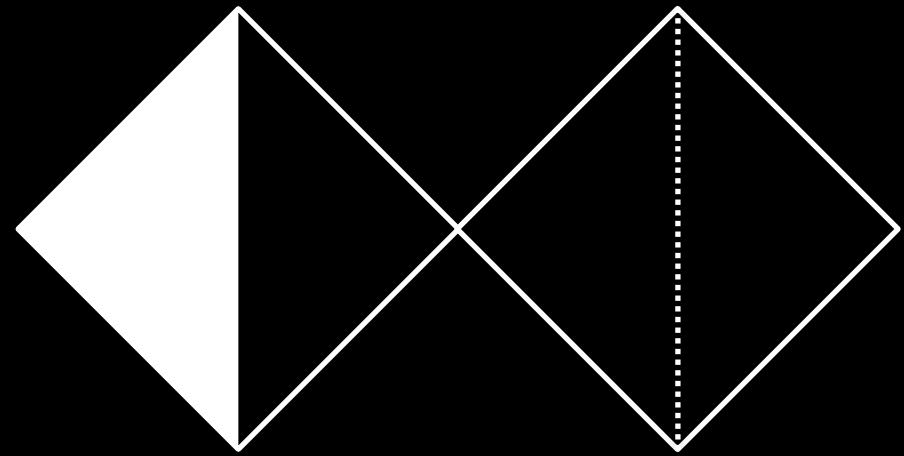
I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages. Each mission team owns a step/page of the user journey, and I help these mission teams to design user-centred, consistent, and desirable solutions.

This initiative is about helping our users to discover more available options on the activities they're looking for, so they can book what they want at the time they want. The key aspect of this initiative was the aggregation of all tour suppliers in order to increase the availability of specific activities.

Design Process



Discover



Framing the right problem

After extensive research, we've found out that our customers care about three things:

- 1) simplicity, 2) availability, and 3) inspiration.

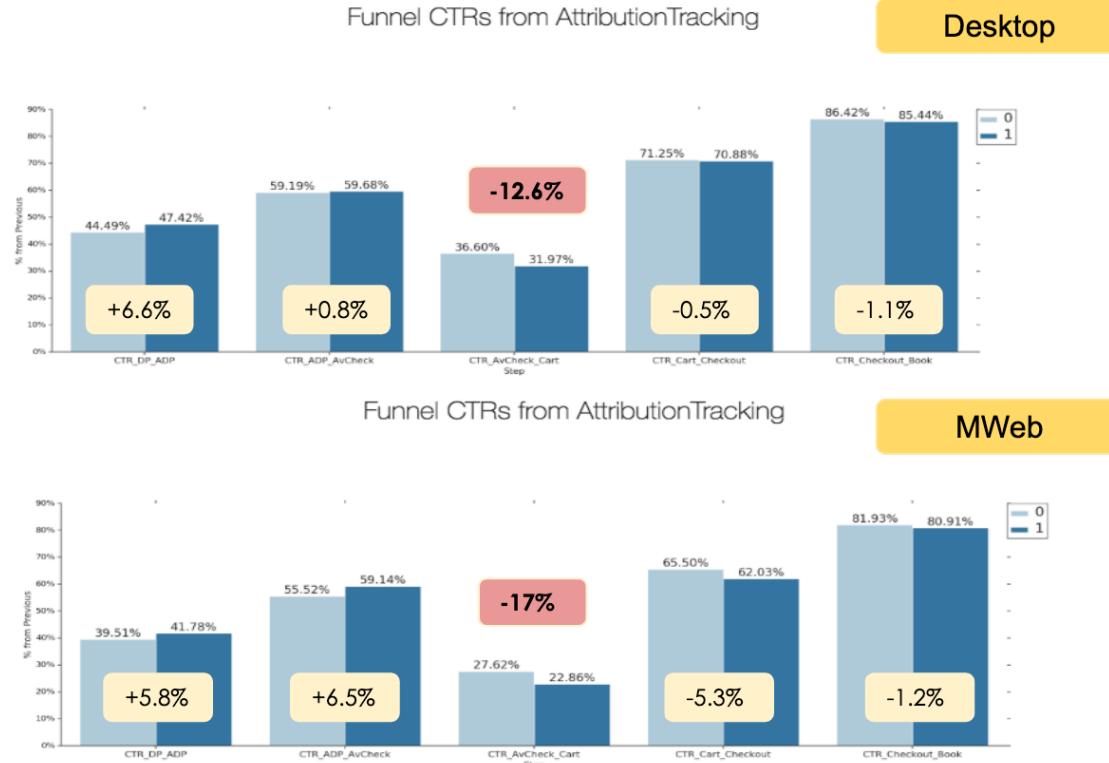
→ **Simplicity:** Helps me to easily find what I want

- Travellers know that they want to visit a particular POI
- They want to book an entry ticket (and perhaps a tour) with minimal thought and friction

→ **Availability:** What I want, when I want it

- Travellers want to visit a POI at particular times to accommodate their schedule, and/or to avoid crowds
- Travellers have specific needs related to date, language, and many other options

→ **Inspiration:** Inspires me to engage in incredible travel experiences



Problem

High customer drop-off after availability check.

1. Control and the opportunity to explore more options were not available.
2. Activities were recommended before knowing the customer's preferred dates and language.
3. The number of activities for users were restricted.

Variation	Path Type	To next step	To ADP	To Avail Check	To Add to Cart	Path CR
Status Quo (SQ)	ADP		26.9%	54.8%	33.6%	11.1%
Status Quo (SQ)	Structured Search	34.4%	70.3%	68.6%	40.2%	12.3%
Status Quo (SQ)	Text Search	1.2%	63.2%	56.2%	46.8%	13.3%
Persuasion Labels (PL)	ADP		44.3%	60.6%	31.9%	11.7%
Persuasion Labels (PL)	Experience Page	9.7%	70.3%	64.1%	36.8%	10.4%
Persuasion Labels (PL)	Text Search	1.9%	65.0%	65.1%	44.0%	13.3%
Diff PL vs. SQ	ADP		65%	11%	-5%	5%
Diff PL vs. SQ	Experience Page	-72%	0%	-6%	-8%	-15%
Diff PL vs. SQ	Text Search	54%	3%	16%	-6%	0%

1. Previous experiments showed that giving customers less control on the Landing Pages reduced conversions

The screenshot shows a travel website interface for Alhambra tours. At the top, there's a search bar with 'from' and 'to' fields and a 'Check availability' button. Below the search bar is a large image of the Alhambra. Underneath the image are three navigation links: 'Guided tours', 'Entry tickets', and 'More experiences'. The 'Guided tours' section displays two tour options. The first tour, highlighted by a red dashed box, is a 'LARGE GROUP TOUR' titled 'Alhambra: Alcazaba Fortress, Generalife Gardens, and Nasrid Palaces'. It has a 4.6 rating (5427 reviews), costs 30 €, and includes 'Skip the line' and a duration of 3 hours. The second tour is also a 'LARGE GROUP TOUR' titled 'Alhambra: Alcazaba Fortress and Generalife Gardens', with a 4.2 rating (1997 reviews), costs 44.25 € (59 €), includes 'Skip the line', and a duration of 2.5 hours. A note says it's 'Likely to sell out'. Below the guided tours, there's a modal window titled 'Sorry, that day is pretty popular.' It states 'This experience is sold out for that day, but here's something similar that is available.' It shows a 'Guided Tour of Alhambra Surroundings' with a 4.5 rating (823 reviews), a 2-hour duration, and a price of 13.49 €. A 'Choose a different date' button is at the bottom. Further down the page, there's an 'Experience' section with a 'Highlights' list:

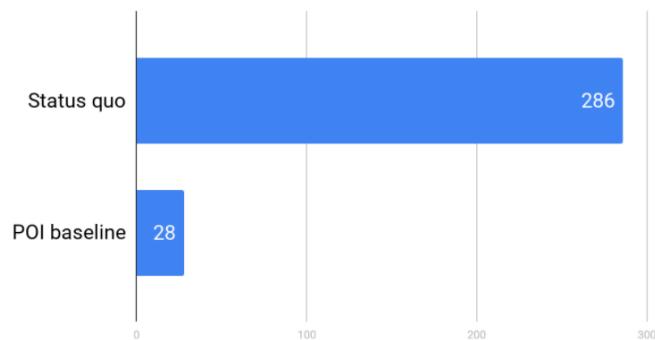
- Explore Granada's impressive Alhambra Palace Complex
- Admire the impressive architecture of the Court of the Lions and the Hall of the Ambassadors
- Learn all about the fascinating history and significance of Alhambra
- Relax amidst the myriad of fountains and flowers in the Generalife Gardens

2. We recommend a Detail Page to user before we know the customer's dates or language preferences

Dates and Language are an important factor for selecting tour, and there is a higher proportion of “no availability” results if users don’t select Dates and Language before, as they will land in a detail page with an unknown availability.

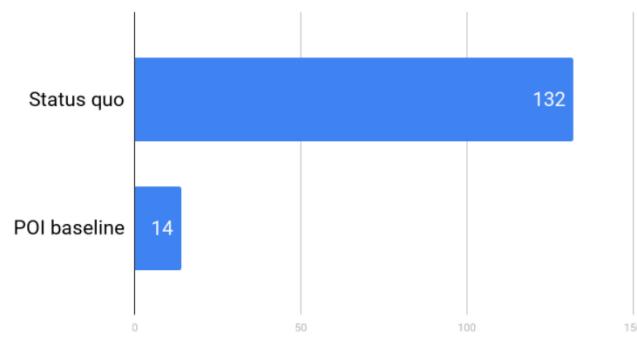
Vatican

Comparison of activity count



Alhambra

Comparison of activity count



3. We restrict the number of activities for users

This was a big experiment GYG has done in the past.

Unfortunately, it caused several problems on the search process. The experiment was a new “Discovery page” with a small group of activities.

Looking through multiple ADPs is...

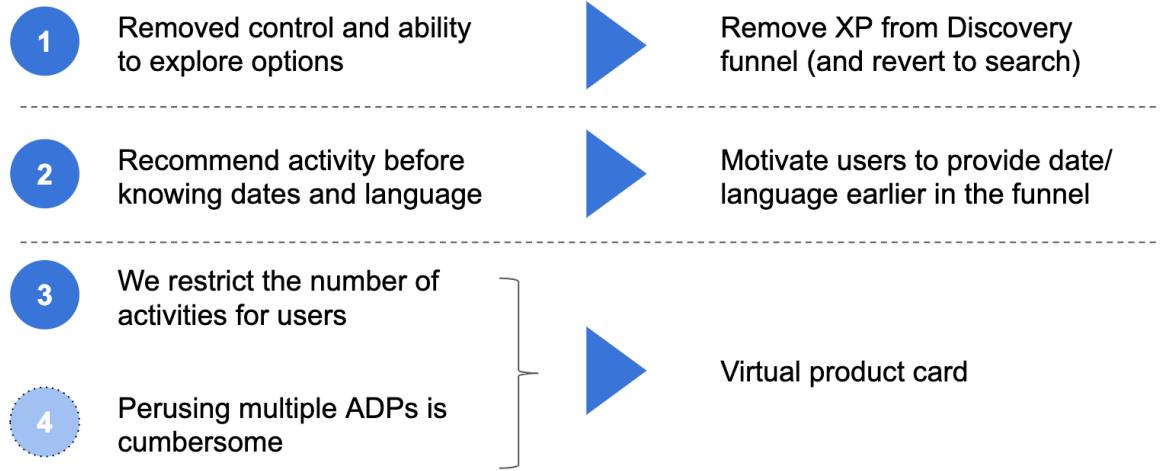
Common: median converted visitor checks 3 ADPs before deciding to convert ([data](#) from 2018). Each backtrack reduces CR by a factor of 3.

Time-consuming: users [need to open ADPs](#) to understand differences between activities

Difficult to understand differences: the lack of structured data on ADPs makes it [difficult](#) to directly compare activities side-by-side

Especially cumbersome on mobile: users can't see more than one ADP at the same time

4. Another problem (unrelated to availability): Reading multiple Detail Pages is cumbersome



How might we tackle those problems?

Option	Impact		
	Customer experience	Company	Cost
Improved search/ filter experience on landing page (w/ existing activity IDs)	Med <ul style="list-style-type: none">- Improves simplicity, but doesn't remove duplicates- May still require users to visit multiple ADPs	Low <ul style="list-style-type: none">- Does not deliver any particular benefit to company beyond UX improvement	Med <ul style="list-style-type: none">- Work required to improve catalog, filters UX, and search relevance
Make experiences the "collections" and show activities in each "collection"	Low <ul style="list-style-type: none">- Doesn't remove duplicates, requires visits to multiple ADPs, could result in many "collections"	Low <ul style="list-style-type: none">- Does not deliver any particular benefit to company beyond UX improvement	Low <ul style="list-style-type: none">- Small lift to change the hierarchy on the landing page
Virtual products	High <ul style="list-style-type: none">- Improves simplicity, removes duplicates- Doesn't require user to visit multiple ADPs	High <ul style="list-style-type: none">- Reduces incentive for suppliers to "game the system," create different activity IDs	High <ul style="list-style-type: none">- Map activity IDs to experiences, design virtual product page UX- Work required for 1st option (catalog, filters UX, etc.)

**Impact X Cost matrix
(Done by the Product team to help the Design team get clarity).**

Among the three options, virtual products have the highest impact, but also the highest cost

Option 1

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 3€ per person
- ✗ Audio guide
- ✗ Leonardo Da Vinci exhibition October 24, 2019–February 24, 2020
- ✗ Skipping security check: due to safety measures, all visitors have to comply to security check

\$ 46,90 per person

From 16th June to 17th June
2 People
French, German, Spanish

Book now

Option 2

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 3€ per person
- ✓ Skipping security check: due to safety measures, all visitors have to comply to security check
- ✓ Audio guide
- ✗ Leonardo Da Vinci exhibition October 24, 2019–February 24, 2020

\$ 72,90 per person

From 16th June to 17th June
2 People
French, German, Spanish

Book now

Option 3

Includes:

- ✓ Skip-the-queue timed entrance to the Louvre Museum
- ✓ Full access to the permanent collection and all temporary exhibitions
- ✓ Booking fee of 3€ per person
- ✓ Audio guide
- ✓ Leonardo Da Vinci exhibition October 24, 2019–February 24, 2020
- ✓ Skipping security check: due to safety measures, all visitors have to comply to security check

\$ 105,90 per

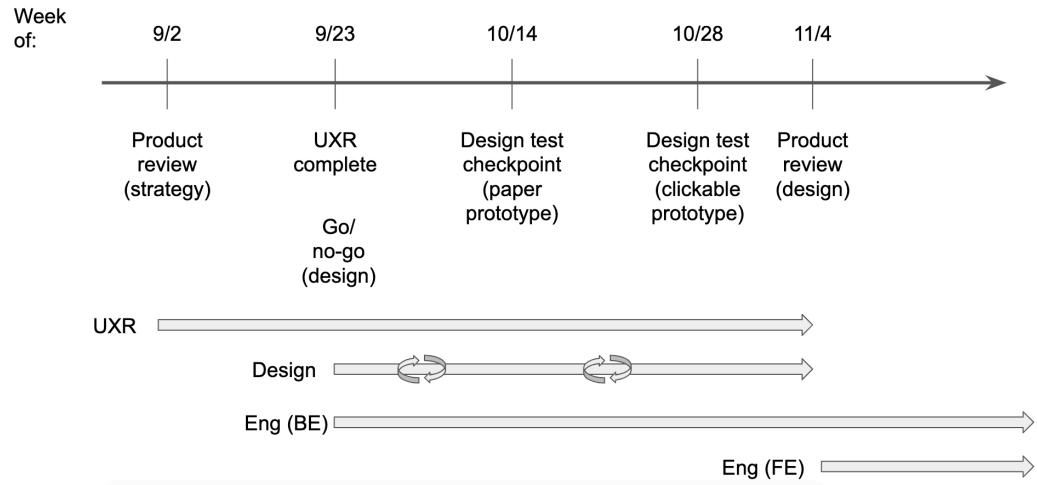
From 16th June to 17th June
2 People
French, German, Spanish

Book now

See all

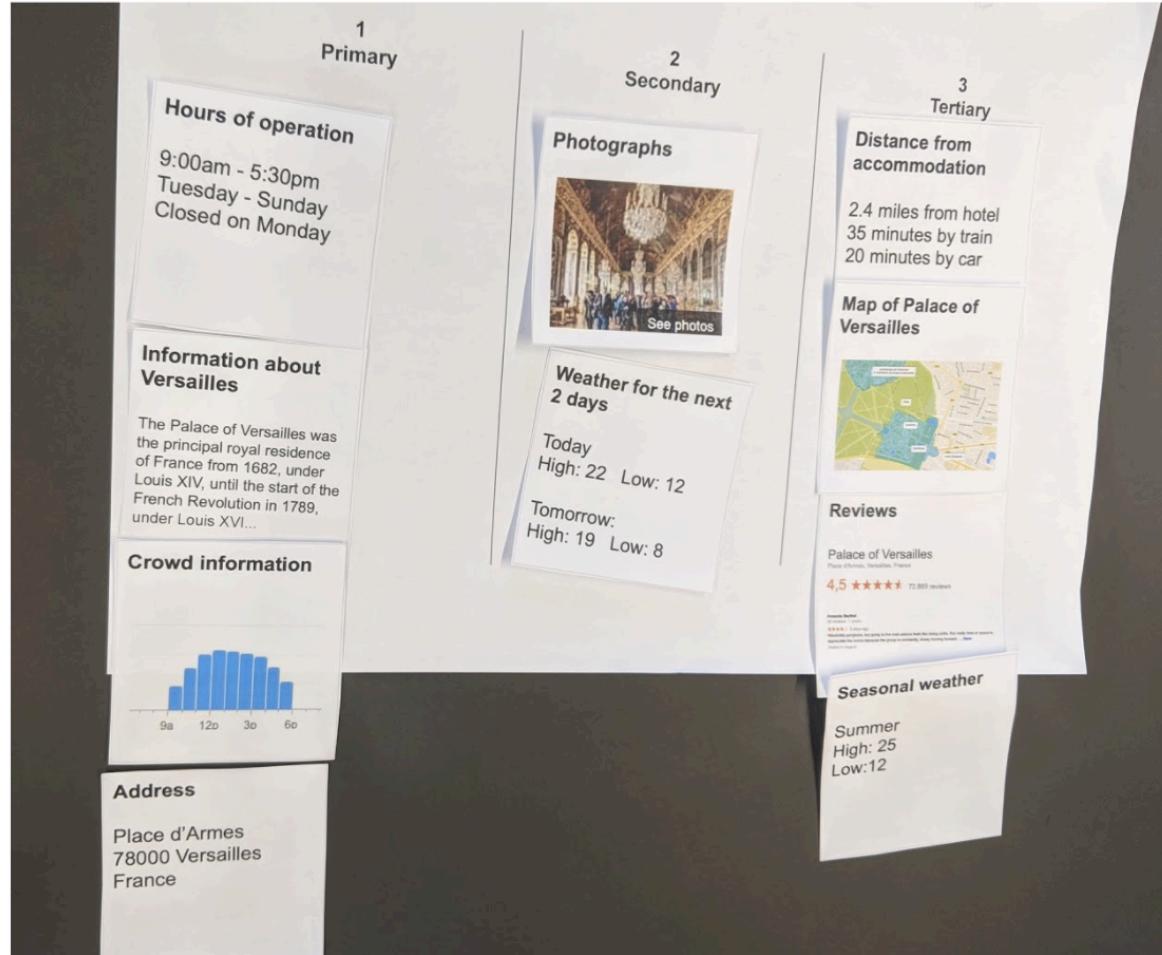
Availability: Virtual product page aggregates the availability from multiple suppliers.

ARMANDO AFFONSO



Setting Schedules and Goals

Research and prototype testing



Card sorting

An example of a participant sorting information about the Palace of Versailles

Louvre

Most important:

Hours of operation

Crowd information

Distance from accommodation

"I want to know what time it's open so I can plan when to go." - P6

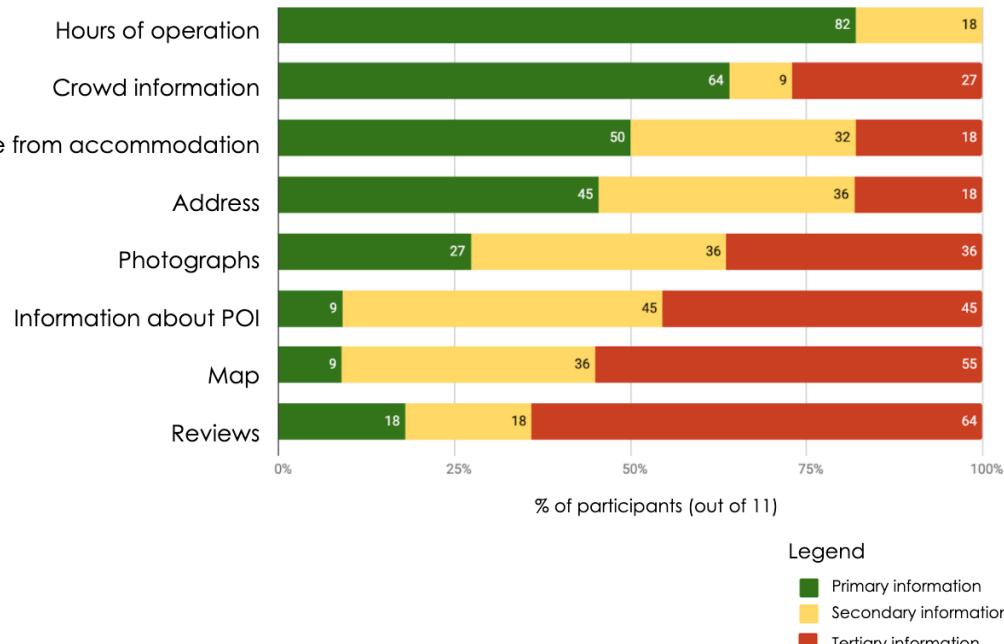
Least important:

Map

Reviews

"[Reviews are] more important if [the POI] is less well known, but if you're going to the Louvre or Eiffel tower, you don't need reviews." - P10

Importance of information



Results

[Report] Setting the foundation for virtual products

File Edit View Insert Format Slide Arrange Tools Add-ons Help Last edit was made on March 4 by Ashley Reese

Tickets

EXPERIENCES		Versailles	
Locations (e.g., palace-only, palace & gardens)	82%	Versailles	82%
Validity (e.g., 1-day, 2-day)	85%	Louvre	85%
Transportation included*	85%		

Options

Versailles		Louvre	
Skip the line	91%	Versailles	75%
Audio guide	91%	Louvre	82%
Food & drink	82%		
Language*	84%		
Mode of transportation from Paris*	85%		

Consistency in classifications
% of participants who classified a characteristic as an experience or option

* distinction isn't that clear for travelers

Tours

EXPERIENCES		Versailles		Louvre	
Locations (e.g., palace-only, palace & gardens)	100%	Versailles	75%	Louvre	85%
Group size (private, small, large)*	84%	82%	84%	85%	85%
Duration*	85%	84%	85%	85%	85%
Transportation included*	85%				
Day/night* (if content differs)	85%				

Options

Versailles		Louvre	
Skip the line	82%	Versailles	75%
Audio guide	82%	Louvre	82%
Food & drink	82%		
Language*	84%		
Mode of transportation	84%		
Garden tour mode of transportation*	84%		
Show & event*	84%		
Day/night* (if content is the same)	84%		

Consistency in classifications
% of participants who classified a characteristic as an experience or option

* distinction isn't that clear for travelers

Tours

Defining characteristics of "experiences"
Quotes about why participants typically classified these characteristics as experiences

Locations

Why it's considered an "experience":
This is set thing. Not an option. P1
A fundamental type of experience has... P2

Validity

Why it's considered an "option":
It's valid, stationary. That's set... P1
You get same option for 1 or 2 days... P2

Group size

Why it's considered an "experience":
There's a small group (versus just something we would do alone). It's a group tour. P1
Small group size makes it feel special... like being close to the people you're with. P2

Family friendly

Why it's considered an "option":
If you have a family, you're specifically looking for... P1
If you have a family, the food & drink [options] isn't family friendly because on the whole [nothing]... P2
"Not important to me." P1
"It could be an option in a tour." P2

Defining characteristics of "options"
Quotes about why participants typically classified these characteristics as options

Transportation

Why it's considered an "experience":
Gives me options in Paris. How to get to Versailles is important. (Travel) that include transportation. P1
You could be optioned. People consider other things like public transportation. P2

Duration

Why it's considered an "option":
That's going to be different. If it's not the same tour, it's going to be different. P1
"That's one because it could maybe pick a better tour, but if it's the same tour, it's an option." P2

Day / night (content differs)

Why it's considered an "experience":
Night tour is an experience. If it's exceptional... P1
"It's a special experience it would be a unique tour." P2
"It's unique because it's not the same tour but the content differs." P2

Defining characteristics of "options" (continued)
Quotes about why participants typically classified these characteristics as options

Transportation

Why it's considered an "option":
When we travel, we prefer to go online and go on a hotel like on an online... P1
It's not always the case. P2

Duration

Why it's considered an "option":
"Not like I really need [an audio guide]. They are old ones [that] don't affect my decision to go." P1
"I would have more options if it's better to go earlier." P2

Day / night (content differs)

Why it's considered an "option":
Night tour is an experience. If it's exceptional... P1
"It's a special experience it would be a unique tour." P2
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Defining characteristics of "options" (continued)
Quotes about why participants typically classified these characteristics as options

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Why it's considered an "option":
When we travel, we prefer to go online and go on a hotel like on an online... P1
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Day / night (content differs)

Why it's considered an "option":
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User need

Fitting the POI into my schedule

POI: hours of operation, crowd information, distance from accommodations, address, weather

Activities: skip-the-line access, tour start time, tour duration, show & event details, transportation included, type of ticket

Deciding what to see at the POI based on my group and interests

POI: information about POI, map, reviews, photographs

Activities: locations, show & event access

Deciding how to experience the POI based on my group and interests

Activities: price, family-friendly, audio guide inclusion, food & drink inclusion, mode of transportation, tour language, transportation inclusion

Booking the activity I want while allowing for flexibility in my schedule

Activities: purchase cut-off time, likelihood to sell out, cancellation policy

Having confidence in my booking

Activities: popularity, reviews, supplier information

Information that supports user need

Information needs are contextual

Context

Booking in-destination Booking out-of-destination

Popular POI Less popular POI

First time at POI Repeat visitor

POI in major city POI outside of major city

Information needs are contextual

Context

Booking in-destination Booking out-of-destination

Popular POI Less popular POI

POI in major city POI outside of major city

POI in-destination POI outside of destination

Information needs are contextual

Context

Booking in-destination Booking out-of-destination

Popular POI Less popular POI

POI in major city POI outside of major city

POI in-destination POI outside of destination

Results

The image displays three mobile screen prototypes for a travel website, specifically for experiences in Versailles. The top navigation bar includes 'GET YOUR GUIDE' and standard icons for search, language, and menu.

Screenshot 1: Home Screen

- Title:** Versailles
- Buttons:** Dates, Language
- Grid:** Categories: All Categories, Entry tickets, Guided tours; Day trips, Transfers, More experiences.
- Section:** 28 experiences in Versailles
 - Versailles: Equestrian Show Ticket:** Duration: 80 min, From €25, 5 stars, 6552 reviews. Available from Oct 23.
 - Versailles: Fountains Show Ticket:** Duration: 1 day, From €9.5, 5 stars, 2330 reviews. Available from Oct 26.
 - Versailles: Gardens + Marie Antoinette's Estate:** (partially visible)

Screenshot 2: Experience Detail

- Title:** Versailles: Palace + Gardens Walking Tour
- Image:** See gallery
- Text:** Enjoy an exclusive guided tour of one of the largest palaces in the world. See the State Apartments, the King's Bedroom, the Hall of Mirrors, and more.
- Details:** Skip the ticket line, Printed or mobile voucher accepted, Free cancellation up to 24 hours before activity starts.
- Options:** Options for 24 October 2019, Spanish
- Description:** Versailles: Palace + Gardens Walking Tour (Transfer from Paris) (i)
- Time:** Starting time: 9:00 AM, 2:00 PM
- Duration:** Duration: 4 hours
- Add-ons:** 1 (dropdown)
- Price breakdown:** 2 adults (dropdown), (€83 x 2 adults) €166
- Buttons:** Add to cart

Screenshot 3: Experience Details

- Title:** Options
- Text:** Versailles: Palace + Gardens Walking Tour (Transfer from Paris) (i)
- Section:** Experience details
 - ParisCityVision:** 5 stars, 8533 reviews
 - Highlights:** Skip the long queues like a true royal, Go on an exclusive 90-minute guided tour, Learn about the figures of the French monarchy, Explore the palace more on your own after the tour ends.
 - Full description:** (dropdown)
 - Includes:** (dropdown)
 - ✓ Entrance ticket
 - ✓ Skip-the-queue entry into the palace
 - ✓ Access to the palace gardens
 - ✓ Self-guided visit of Versailles gardens
 - ✓ 90-minute guided tour in Spanish
 - ✗ Ticket to Marie Antoinette's Estate
 - Important information:** (dropdown)
 - Meeting point:** Arc de Triomphe du Carrousel, La Pyramide Inversée (map with location pin)

Based on the insights of this exploratory research, we've designed the first to-be-tested prototype.

What we tested

In both prototypes, we tested the following:

- **Filters:** we added new filters on the landing page.
- **Titles:** we simplified the titles and made the structure consistent.
- **Curation:** we removed similar activities from the landing and grouped them together on virtual product pages. To show the breadth of inventory, we also updated the booking assistant with filters and add-ons.

The image displays two wireframe prototypes side-by-side. On the left is the 'Landing page' for the Louvre Museum, featuring a dark header with 'GET YOUR GUIDE' and a search bar. Below it is a section titled 'Louvre Museum' with a placeholder image. A 'Filters' button is highlighted with a pink box. Below this is a box containing '8 experiences in Louvre Museum'. Two specific experiences are listed: 'Louvre Museum: Entry Ticket' (Bestseller, 9658 reviews, € 20) and 'Louvre Museum: Guided Tour' (1165 reviews). Dashed arrows point from the 'Filters' button and the 'Guided Tour' listing towards the right side of the image. On the right is the 'Virtual product page' for a 'Versailles: Palace + Gardens Walking Tour'. It shows the tour date (24 October 2019), language (Spanish), starting time (9:00 AM, 2:00 PM), duration (4 hours), and an 'Add-ons' section. The 'Add-ons' section includes 'Bus transfer from Paris' (mandatory), 'Hotel pickup' (+ €36), and 'Private tour' (+ € 491). The entire right section is highlighted with a teal box.

Landing page

Virtual product page

Options

24 October 2019

Spanish

Versailles: Palace + Gardens Walking Tour
(Transfer from Paris) *i*

Starting time:
9:00 AM 2:00 PM

Duration: 4 hours

Add-ons 1

Bus transfer from Paris
Mandatory based on your configuration *i*

Hotel pickup + €36

Private tour + € 491

Prototypes for the Louvre and Versailles usability studies

Rational and
UX Writing
logic

12
prototypes

3
Research
sessions

40h+
Videos

Wireframe tests · Oct '19

Setting the foundation for VPs
VP wireframe testing: Louvre
VP wireframe testing: Versailles

What we learned

- ✓ Curate activities by access level
- ✓ Less focus on **supplier**
- ✗ Add-ons on VPP
- Filters on LP and VPP

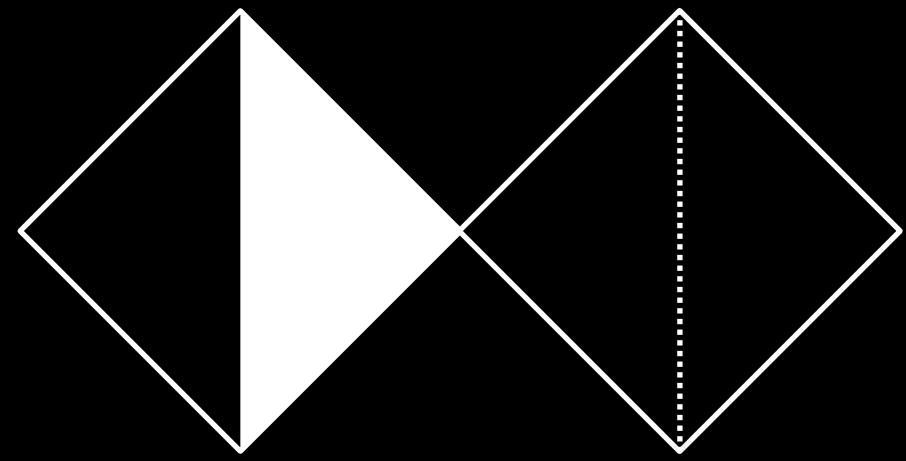
The wireframe shows a travel booking interface for the Louvre Museum. At the top, there's a header with 'GET YOUR GUIDE' and various navigation icons. Below the header, there's a large dark box with a small icon and the text 'Louvre Museum'. Underneath this are two buttons: 'Dates' and 'Filters'. To the right of this section, it says '8 experiences in Louvre Museum'. Below this, there are two card-like boxes listing experiences:

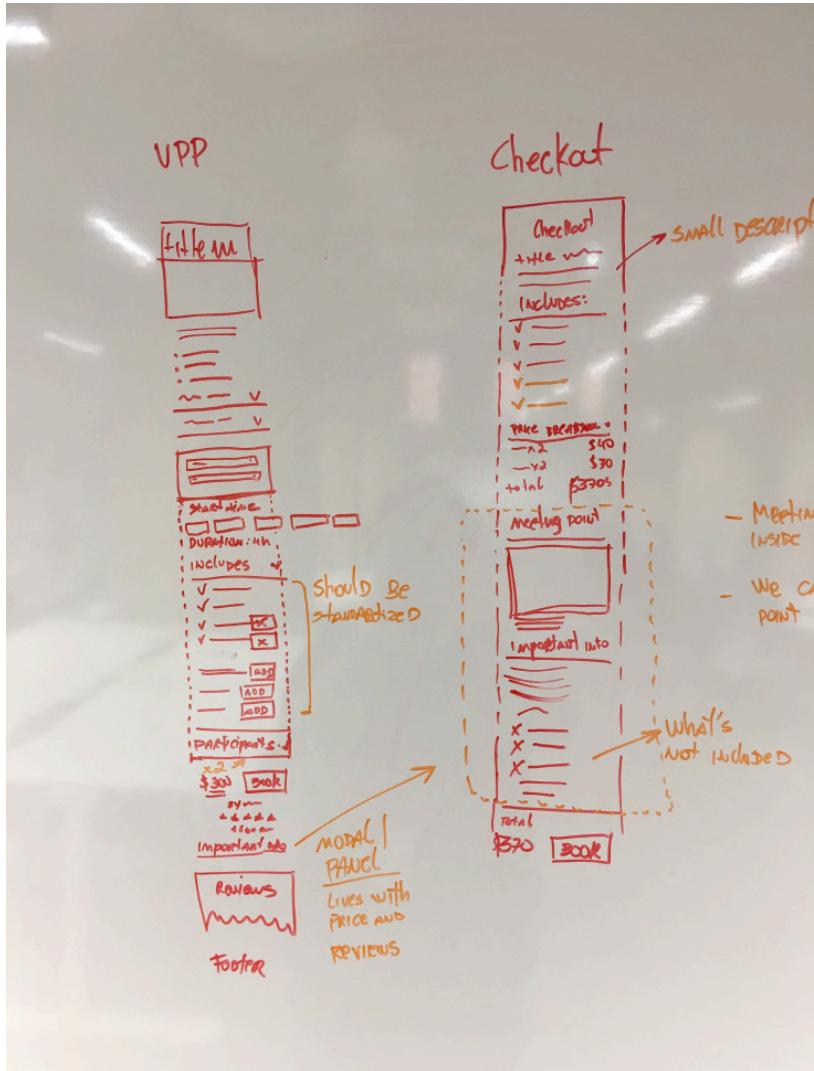
- Louvre Museum: Entry Ticket**: 5 stars, 9658 reviews, Bestseller, From € 20
- Louvre Museum: Guided Tour**: 5 stars, 1165 reviews, Likely to sell out, From € 61

On the right side of the page, there's a sidebar titled 'Options' with fields for date ('24 October 2019') and language ('Spanish'). Below this, it lists a tour: 'Versailles: Palace + Gardens Walking Tour (Transfer from Paris)'. It shows starting times at 9:00 AM and 2:00 PM, a duration of 4 hours, and add-ons like 'Bus transfer from Paris' (+€36) and 'Private tour' (+€ 491). A 'Price breakdown' section shows a total of '(€83 x 2 adults) €166'. At the bottom is a blue 'Add to cart' button.

Learnings

Define



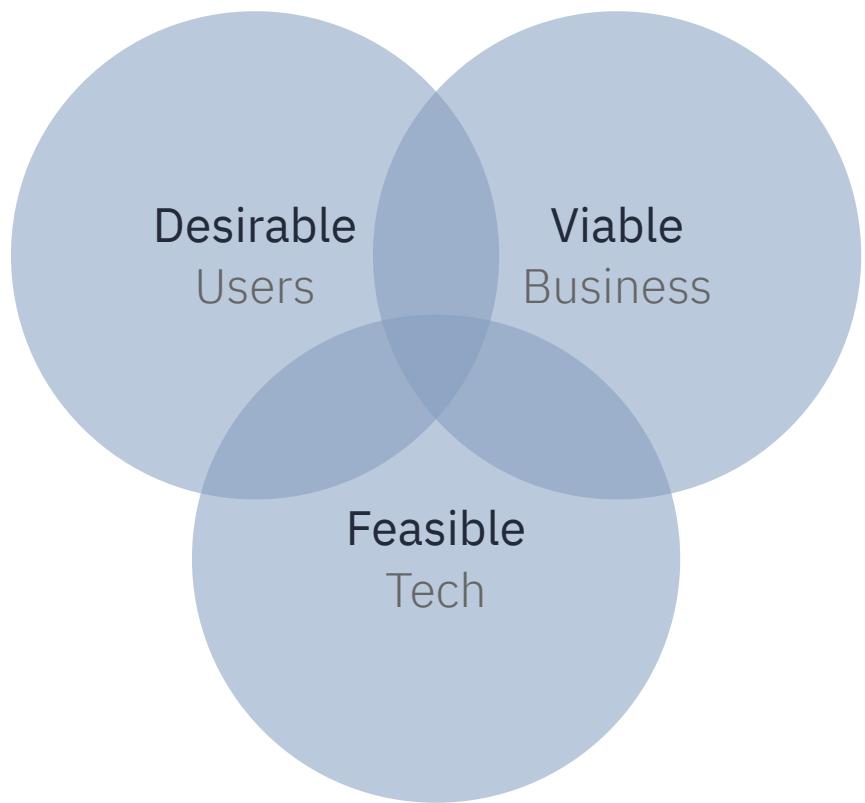


Definition Workshop

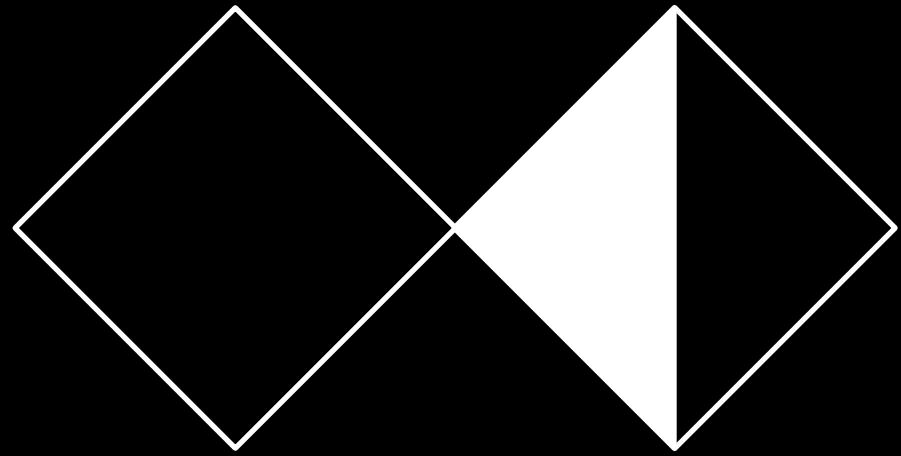
With the set of the most critical problems, the Development, Business, and Design teams met together for a definition session. This is one of the moments where we work collaboratively towards a unique goal.

UX Writing: Curation

POI	Tour Tour Title	Bookings Tour Tour Option Tour Option Title	Bookings Tour Virtual Product Entity
Louvre	Paris: Louvre Museum Timed-Entrance Ticket	145779 Paris: Louvre Museum Timed Entrance Ticket	218301 Louvre Museum: Entry Ticket
Louvre	Ultimate Louvre: Fast-Track Guided Tour With Ticket	175122 Tour in English	266037 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 English Guided Tour of the Louvre Museum	3393 Louvre Museum: Guided Tour
Louvre	Paris: Mona Lisa and Best of the Louvre 1.5-Hour Tour	103238 Paris: Mona Lisa and Best of the Louvre in English	146894 Louvre Museum: Guided Tour
Louvre	Louvre Museum: 3-Hour Comprehensive Tour with Skip the Line	10505 English Group Tour	10505 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 Spanish Guided Tour of the Louvre Museum	27251 Louvre Museum: Guided Tour
Louvre	Ultimate Louvre: Fast-Track Guided Tour With Ticket	175122 Tour in German	377073 Louvre Museum: Guided Tour
Louvre	Louvre Museum: Last Entrance English Tour and Mona Lisa	88328 Louvre Museum: Last Entrance English Tour and Mona Lisa	124646 Louvre Museum: Guided Tour
Louvre	Paris: 2-Hour Small Group Louvre Highlights Tour	103367 Paris: 2-Hour Small Group Louvre Highlights Tour	147041 Louvre Museum: Guided Tour
Louvre	Must-Sees of the Louvre Museum: 1.5-Hour Guided Tour	186384 Must-Sees of the Louvre Museum: 1.5-Hour Guided Tour	287193 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	46070 Louvre Museum Skip-the-Ticket-Line Guided Tour in German	65972 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Entry and Guided Tour	195134 Louvre Museum Skip-the-Ticket-Line Entry and Guided Tour	302774 Louvre Museum: Guided Tour
Louvre	Paris: Louvre by Night Skip-the-Ticket-Line Guided Tour	196070 Paris: Louvre by Night Skip-the-Ticket-Line Guided Tour	304409 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	46070 Louvre Museum Skip-the-Ticket-Line Guided Tour	60165 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	46070 Louvre Museum Skip-the-Ticket-Line Guided Tour in Italian	77623 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	46070 Louvre Museum Skip-the-Ticket-Line Guided Tour in Spanish	82130 Louvre Museum: Guided Tour
Louvre	Mona Lisa and Best of the Louvre: Semi-Private Tour	50066 Paris: Louvre Museum Skip-the-Line Small Group Tour	67846 Louvre Museum: Guided Tour
Louvre	Paris: Mona Lisa and Best of the Louvre 1.5-Hour Tour	103238 Paris: Mona Lisa and Best of the Louvre in Spanish	382683 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Ticket-Line Guided Tour	46070 Louvre Museum Skip-the-Ticket-Line Guided Tour in Portuguese	85548 Louvre Museum: Guided Tour
Louvre	Louvre Highlights Skip-the-Line Small Group Tour	140871 Louvre Highlights Skip-the-Line Small Group Tour	212736 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 Portuguese Guided Tour of the Louvre Museum	27254 Louvre Museum: Guided Tour
Louvre	Paris: Louvre Must-See Tour with Skip-the-Ticket-Line	41339 Louvre Must-See Semi-Private Tour in English	75496 Louvre Museum: Guided Tour
Louvre	Small Group 3-Hour Guided Louvre Highlights Tour	123704 Small Group 3-Hour Guided Louvre Highlights Tour	181727 Louvre Museum: Guided Tour
Louvre	Paris: Guided Visit of the Louvre Museum	119014 Guided Visit of the Louvre Museum	173251 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 German Guided Tour of the Louvre Museum	27252 Louvre Museum: Guided Tour
Louvre	The Louvre: Small Group Tour with Skip-the-Line Access	29928 Small Group Tour in English	35293 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 French Guided Tour of the Louvre Museum	27250 Louvre Museum: Guided Tour
Louvre	The Secrets of the Louvre: Ancient Codes & Hidden Messages	225660 The Secrets of the Louvre: Ancient Codes & Hidden Messages	388125 Louvre Museum: Guided Tour
Louvre	Paris: Louvre Da Vinci Code Guided Tour	143667 Paris: Louvre Da Vinci Code Guided Tour	214737 Louvre Museum: Guided Tour
Louvre	Paris Louvre Museum: Guided Tour with Tickets	3393 Italian Guided Tour of the Louvre Museum	27253 Louvre Museum: Guided Tour
Louvre	Paris: Louvre Tour with Skip-the-Ticket-Line	199030 Paris: Louvre Tour with Skip-the-Ticket-Line	309523 Louvre Museum: Guided Tour
Louvre	Murders and Mysteries of the Louvre Museum	170721 Murders and Mysteries of the Louvre Museum	259197 Louvre Museum: Guided Tour
Louvre	Louvre Museum Skip-the-Line Guided Tour	42433 Paris: Louvre Museum Skip-The-Line Guided Tour	54154 Louvre Museum: Guided Tour
Louvre	Skip the Line: Louvre Museum Small Group Guided Tour	42941 Louvre Museum Tour in German	54095 Louvre Museum: Guided Tour



Prototype



UI/visual language and engineering effort calculation

1 Picking starting time & participants change to people

375 px

812 px

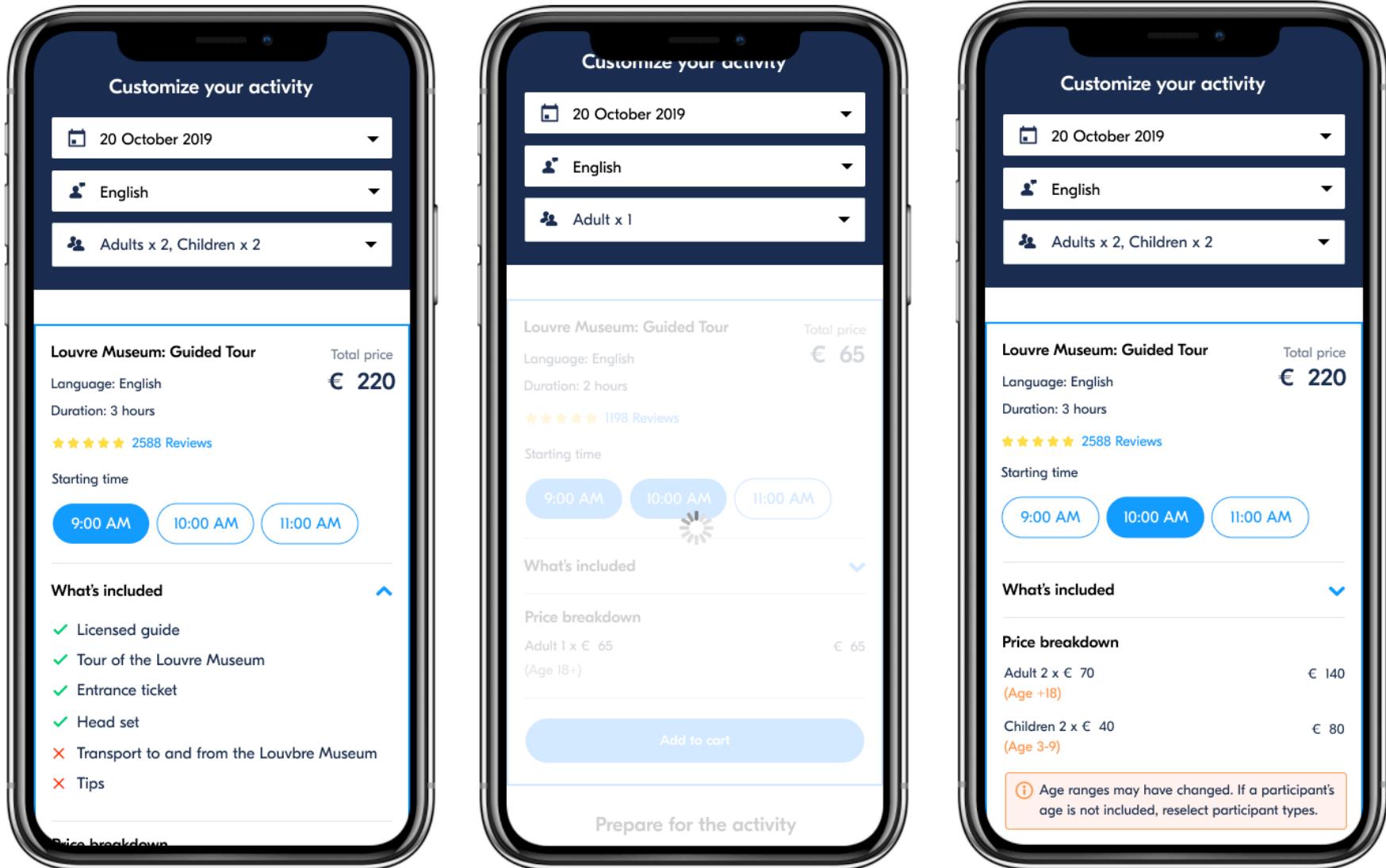
2 Picking starting time & participants change to people

375 px

812 px

3 Picking starting time & participants change to infants

375 px





Heuristic evaluation:
identify UX issues in a
low-cost, fast way to
work towards usable
and understandable
builds.



Testing final design
with customers

Insights

The name “add-ons” was confusing and didn’t match expectations in the last study

How do we deal with similar (e.g., bus transfer, train transfer) and mandatory add-ons?

Price per person for add-ons was confusing. How can we solve it?

How do the add-ons affect other parts of the configurator? See above scenarios.

What error messages and states do we have?

What do we show in the price breakdown?

What’s the upper limit on the # of add-ons for a virtual product based on our catalog?

Customize your offer

20 December 2019
English
10:00 AM

Available offers

Louvre Museum: Guided Tour € 65 per person
★★★★★ 1198 reviews
Paris City Vision
Duration: 2 hours - Language: English
What's included
✓ Licensed guide
✓ Tour of the Louvre Museum
✓ Entrance ticket
✓ Head set
✗ Transport to and from the Louvre Museum
✗ Tips
[See more details](#) [Select this offer](#)

Louvre Museum: Guided Tour € 65 per person
★★★★★ 1198 reviews
Paris City Vision
Duration: 2 hours - Language: English
What's included
✓ Licensed guide
✓ Tour of the Louvre Museum
✓ Entrance ticket
✓ Head set
✗ Transport to and from the Louvre Museum
✗ Tips
[See more details](#) [Select this offer](#)

Louvre Museum: Guided Tour with French breakfast € 74.9 per person
★★★★★ 899 reviews
BusTravel Paris
Duration: 2 hours - Language: English
What's included
[See more details](#) [Select this offer](#)

Louvre Museum: Guided Tour with French breakfast € 74.9 per person
★★★★★ 899 reviews
BusTravel Paris
Duration: 2 hours - Language: English
What's included
[See more details](#)

Louvre Museum: Guided Tour with Audio guide € 60 per person
★★★★★ 899 reviews
Paris City Vision
Duration: 2 hours - Language: English
What's included
[See more details](#) [Select this offer](#)

Louvre Museum: Guided Tour with Audio guide € 60 per person
★★★★★ 899 reviews
Paris City Vision
Duration: 2 hours - Language: English
What's included
[See more details](#)

OR

- Add-ons as different offer boxes.
- No pagination,
- No possibility to change the suppliers, or navigate through the offers with same characteristics.
- List with different offers, considering an Add-on as the differentiator factor.
- Supplier/Offer changes when selecting any attribute (dates, language, starting time)
- Box with Add-ons may disappear when not available for any attribute.
- Core activity (with no add-on) may disappear when not available for any attribute.

Design reviews

Aiming to help users to compare offers and discover if comparison is important.

- Supplier name doesn't communicate the changes in the offer.
- Suppliers have weird names and possible will harm the UX.
- Users don't care about the supplier name.
- The main thing changing is the Price.

From a copy perspective...

- 1) The title of the offer should be for *the thing* they're buying. The supplier name is not what they're buying.
- 2) It's not immediately obvious that the title = supplier name. We know it's the supplier because we work here. What would a random person off the street think they were buying by selecting "Granada on line"?
- 3) Even if the user knew this was a supplier, some of the supplier names are very odd/spelled strangely and look spammy. Why would they pick these?
- 4) We learned in attractions research that price is the top thing users scan for. Shouldn't we lead with that differentiator?
- 5) We also learned that resellers are not trusted. By elevating the supplier name, we're highlighting the fact that we are not the supplier, when the user may not have otherwise noticed.



Standardized content (SD and "highlights for the experience")

[Book now](#)

Sticky bar with CTA.

We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"

Customize your activity

Date: 20 October 2019
Language: English
Starting time: 9:00 AM

Available options:

- French breakfast: € 9.90 per person [Add](#)
- Audio guide: € 15 per person [Add](#)

Available offers

Louvre Museum: Guided Tour	From € 65 per person
Duration: 2 hours	From
★★★★★ 1198 Reviews	€ 65
By: Universal Tour Guide	per person
See details	
1 of 6 offers	

Configurator and different offers from different suppliers for the **same configuration**. "See details" shows the offer content.

Activity offers

Louvre Museum: Guided Tour

What's included

- ✓ Licensed guide
- ✓ Tour of the Louvre Museum
- ✓ Entrance ticket
- ✓ Head set
- ✗ Transport to and from the Louvre Museum
- ✗ Tips

Full description

Discover one of the world's great art collections on a guided tour of the Louvre Museum, and marvel at relics from Ancient Egypt to the art of the Italian Renaissance. The entire collection would take months to see in full, but you will follow a carefully planned route to discover the highlights.

Gaze at da Vinci's enigmatic Mona Lisa and see some of the less famous names, such as Anthony

Content is displayed in a backdrop layer. Closing the layer keeps users in the same scroll position.

Available offers

Select participants

Adults (Age 18+)	-	+
1	-	+

Youth (Age 10-17)	-	+
0	-	+

Children (Age 3-9)	-	+
0	-	+

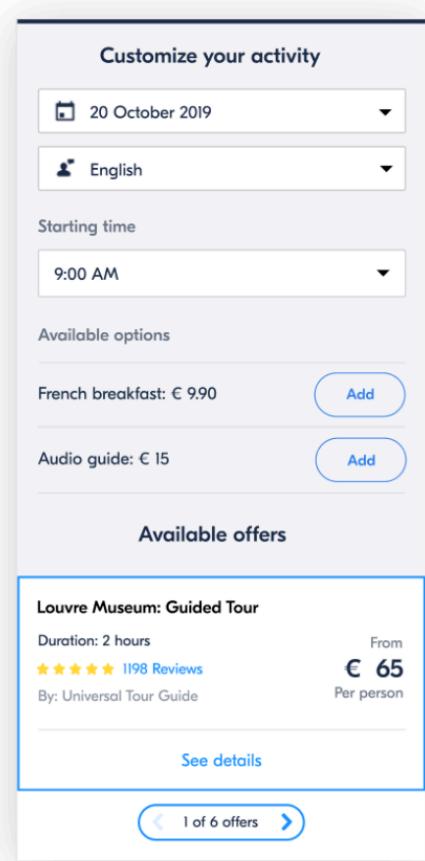
Price breakdown

Adults: 1 x € 75	€ 84.9
French breakfast included	

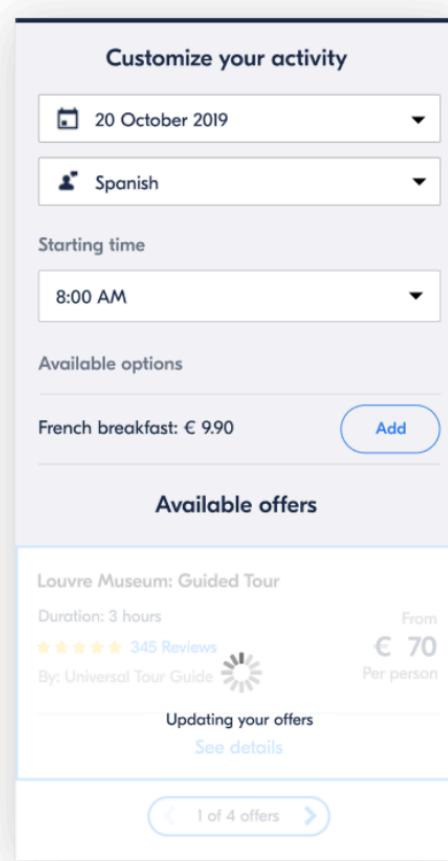
Total price € 84.9

[Add to cart](#)

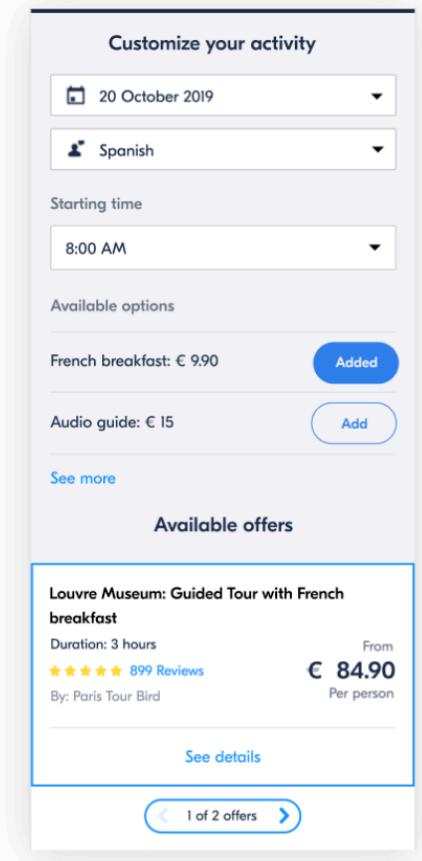
Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.



On the first state, users see the default supplier for the specified configuration. In this version, we kept the title similar to the top of the page and also closer to the current Virtual Product title.



When changing any attribute, we update the available offers and add-ons (options). We can have more or less add-ons. The Loader has a message to help users to identify that offers will change.



When users "Add" an add-on to the current offer customization, the button becomes "Added" and the title in all offers change. Now we display the default activity + the add-on.

Louvre Museum: Guided Tour

Enjoy a personal introduction to one of the world's most famous museums on this private tour of the Louvre. Take in legendary paintings, sculptures, and artifacts as you hear their fascinating stories brought to life by your expert guide. You'll meet Mona Lisa, Liberty Guiding the People, the Venus de Milo, and many more on a carefully curated tour through this 800-year-old former palace. Afterward, you're free to explore the rest of the Louvre's 380,000 masterpieces and significant objects on your own.

✓ Skip the entrance line ticket
☐ Printed or mobile voucher accepted
☐ Live tour guide
☐ Wheelchair accessible
☐ Free cancellation up to 24 hours before activity starts

Standardized content (SD and "highlights for the experience")

Customize your activity

20 October 2019
English
Starting time
9:00 AM
Available options
French breakfast: € 990 Add
Audio guide: € 15 Add
See more

Available offers

- 2-hour guided tour**
By: Universal Tour Guide
From € 65 Per person
★ ★ ★ ★ 1198 Reviews
See details Select this offer
- 3-hour guided tour**
By: Paris Tourism Co
From € 85 Per person
★ ★ ★ ★ 655 Reviews
See details
- 2.5-hour guided tour**
By: Paris City Vision
From € 99 Per person
★ ★ ★ ★ 342 Reviews
See details

Show 6 more offers

Multiple offers are displayed in a list format. Hitting the "Show more" button shows more offers in the column.

We've changed the add-ons structure aiming for simplicity. Now we have the price of each "option" on the same title, and the button is just "add"

Activity offers
Louvre Museum: Guided Tour

What's included

- ✓ Licensed guide
- ✓ Tour of the Louvre Museum
- ✓ Entrance ticket
- ✓ Head set
- ✗ Transport to and from the Louvre Museum
- ✗ Tips

Full description

Discover one of the world's great art collections on a guided tour of the Louvre Museum, and marvel at relics from Ancient Egypt to the art of the Italian Renaissance. The entire collection would take months to see in full, but you will follow a carefully planned route to discover the highlights.

Gaze at da Vinci's enigmatic Mona Lisa and see some of the less famous gems, such as Anthony

Content is displayed in a backdrop layer. Closing the layer keeps users in the same scroll position.

Available offers

Select participants

Adults
(Age 18+)
1 +
0 -

Youth
(Age 10-17)
0 +
0 -

Children
(Age 3-9)
0 +
0 -

Price breakdown

Adults: 1 x 75	€ 84.9
French breakfast included	
Total price	€ 84.9

Add to cart

Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.

Customize your activity

20 October 2019

English

Starting time
9:00 AM

Available options

French breakfast: € 9.90

Audio guide: € 15

[See more](#)

Available offers

<input checked="" type="radio"/> 2-hour guided tour By: Universal Tour Guide  1198 Reviews	From € 65 Per person
See details	<input type="button" value="Select this offer"/>
<input type="radio"/> 3-hour guided tour By: Paris Tourism Co  655 Reviews	From € 85 Per person
See details	
<input type="radio"/> 2.5-hour guided tour By: Paris City Vision  342 Reviews	From € 99 Per person
See details	
<input type="button" value="Show 6 more offers"/>	

The link "see details" opens the layer with all the offer-related information.

When users select an offer with the radio-buttons, the "Select this offer" button, related to that offer, appears.

On the first state, users see a list of offers available for the selected attributes. We've also changed the title, in order to create a differentiation amongst the offers. Title has Duration + Activity + Add-on

Customize your activity

20 October 2019

Spanish

Starting time
9:00 AM

Available options

French breakfast: € 9.90

Audio guide: € 15

[See more](#)

Available offers

<input checked="" type="radio"/> 2-hour guided tour By: Universal Tour Guide  1198 Reviews	From € 65 Per person
See details	<input type="button" value="Select this offer"/>
<input type="radio"/> 3-hour guided tour By: Paris Tourism Co  655 Reviews	From € 85 Per person
See details	
<input type="radio"/> 2.5-hour guided tour By: Paris City Vision  342 Reviews	From € 99 Per person
See details	
<input type="button" value="Show 6 more offers"/>	

Title example with an add-on applied.

Customize your activity

20 October 2019

Spanish

Starting time
9:00 AM

Available options

French breakfast: € 9.90

Audio guide: € 15

[See more](#)

Activity offers

<input checked="" type="radio"/> 2-hour guided tour with French breakfast By: Universal Tour Guide  1198 Reviews	From € 65 Per person
See details	<input type="button" value="Select this offer"/>
<input type="radio"/> 3-hour guided tour with French breakfast By: Paris Tourism Co  655 Reviews	From € 85 Per person
See details	
<input type="radio"/> 2.5-hour guided tour with French breakfast By: Paris City Vision  342 Reviews	From € 99 Per person
See details	
<input type="button" value="Show 6 more offers"/>	

The loader layer covers all the available offers.

Customize your activity

20 October 2019

English

Starting time

9:00 AM

Available options

French breakfast € 9.90 per person Add

Audio guide € 15 per person Add

[See more](#)

French breakfast € 9.90 per person Fresh fruit salad, freshly squeezed orange juice with coffee or tea.

Audio guide € 15 per person

Add-ons with a dedicated area for a small description if needed. This would require new content. The reason behind this is because sometimes some add-ons may be difficult to understand.

Customize your activity

20 October 2019

English

Starting time

9:00 AM

Available options

French breakfast € 9.90 per person Add

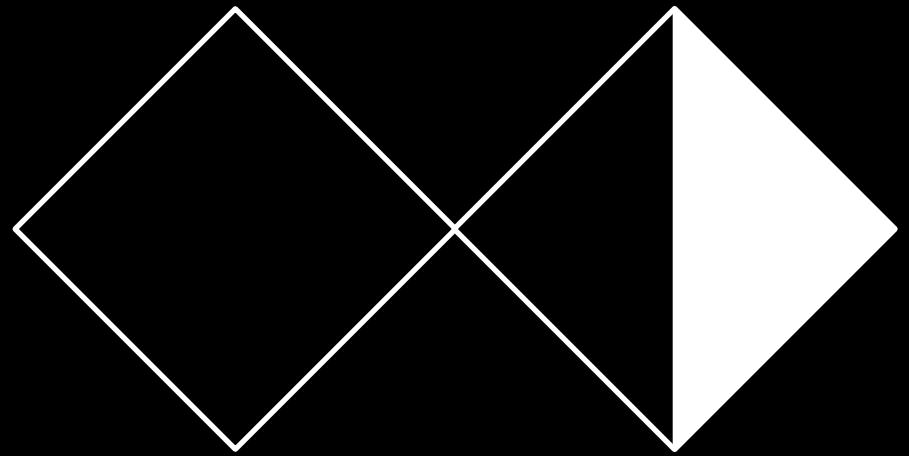
Fresh fruit salad, freshly squeezed orange juice with coffee or tea.

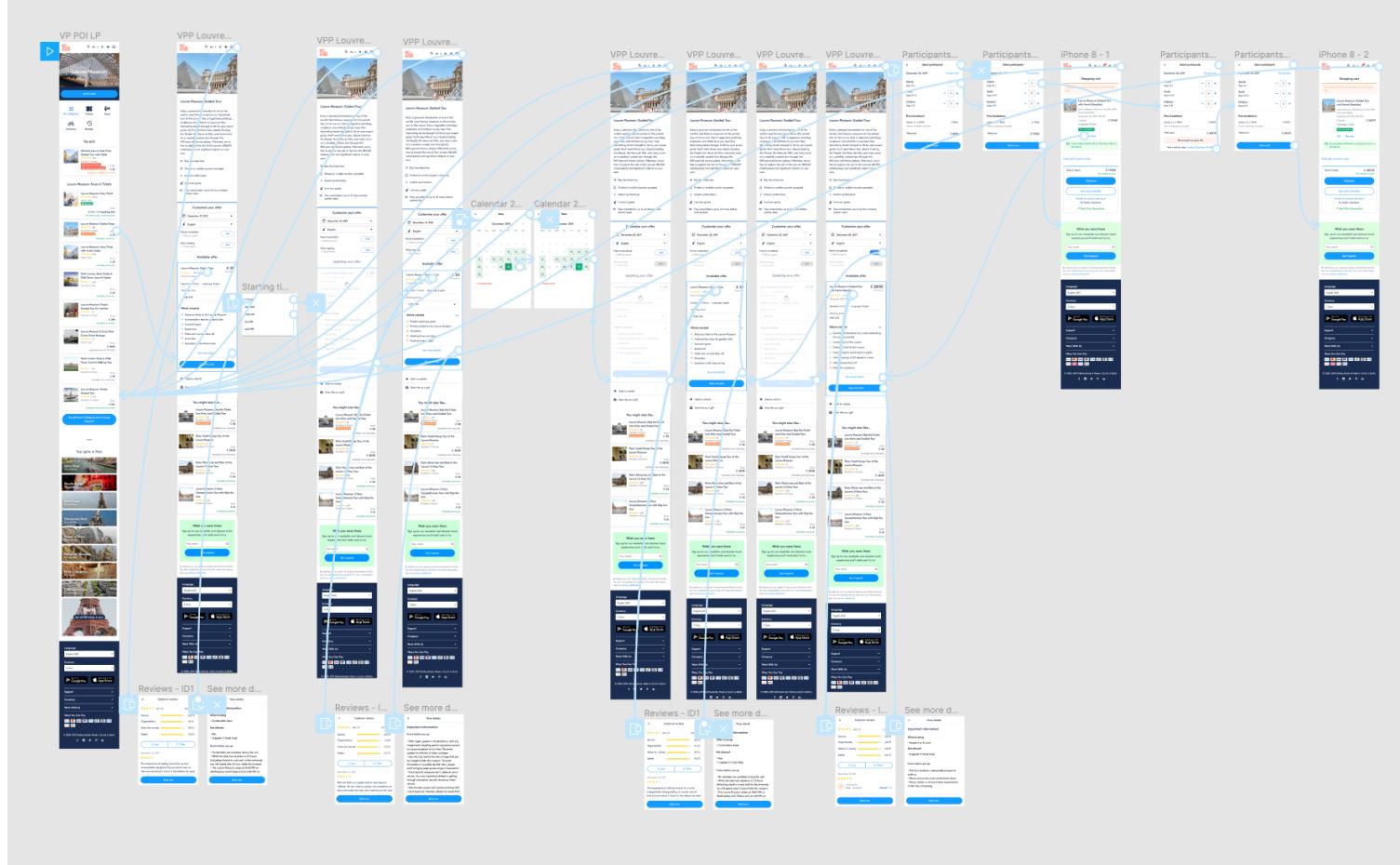
Audio guide € 15 per person Add

[See more](#)

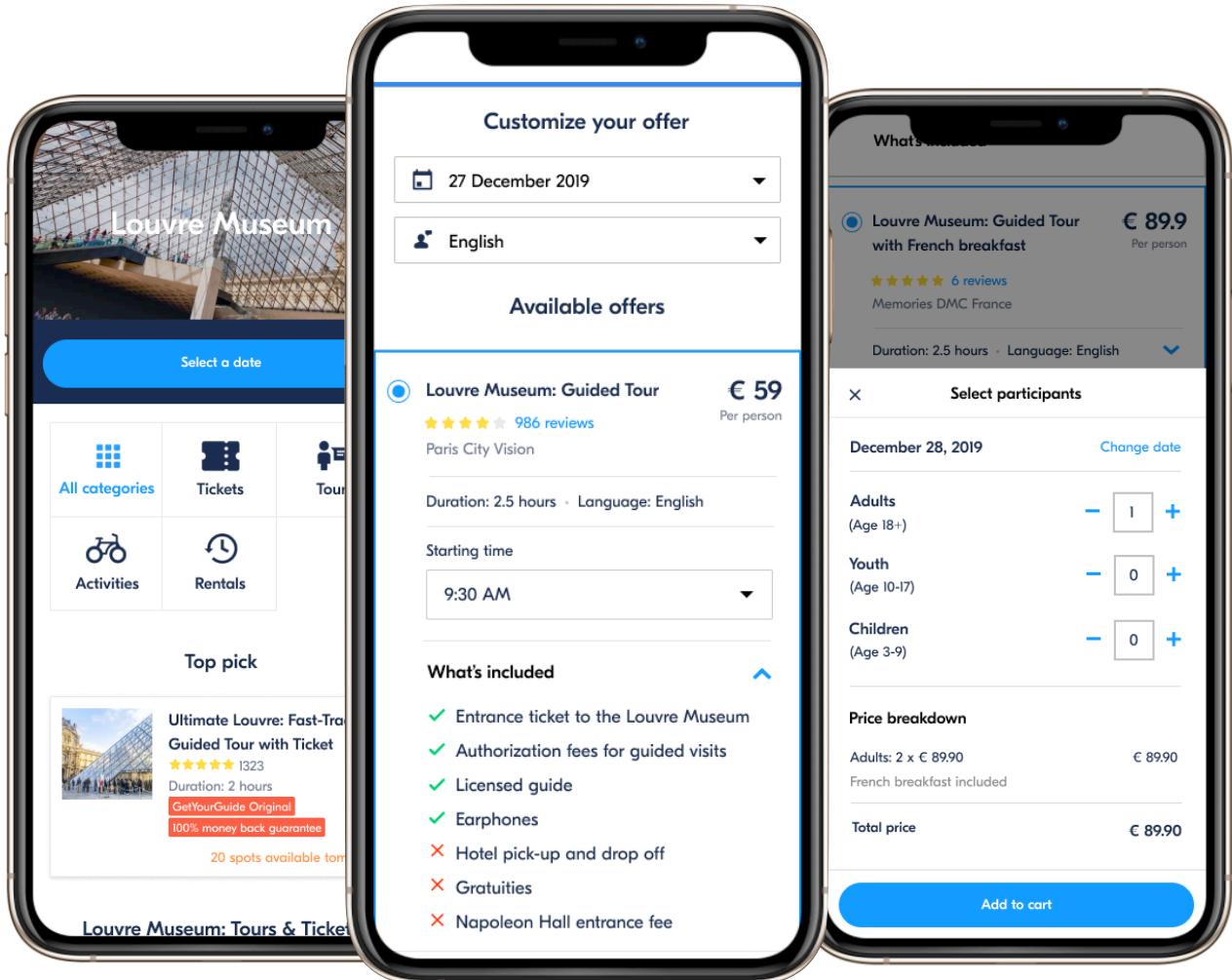
This state shows the small description opened.

Design





Final Prototype



[Check the prototype here](#)

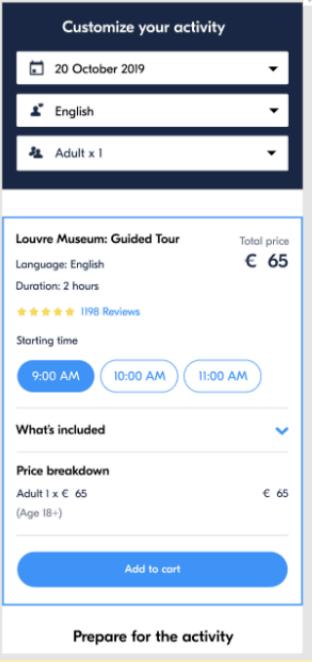
Experiment 1 and MVP

How is the default option selected?

Filtering criteria: Earliest possible date, browser language, 1 adult
Based on this filtering criteria, the option with the highest CR is offered on the card.
This also will be the option preselected by the time the user lands on the VPP.

Differences from Status-quo:
Configurator and how it works: When the user lands on the VPP from an experience card, there will be an option that is displayed to the user. This option will be the option displayed by default on the POI page to the user.
Title: Will be displayed at the VP level.
Price: Will be displayed at the activity level.
Reviews: Will be displayed at the activity level.
Duration: Will be displayed at the activity level.
Starting time: The starting time options displayed is a collection of all the available times returned for all the options for the virtual product. The starting time should be ordered by ascending. If there are no starting time involved, do not display the starting time section. If the same starting time is offered in multiple options, show the one with the highest CR?
What's included: Will be displayed at the activity level. Content-wise no changes with the current 'includes'.

As the user **switched** between inputs (eg: starting time, language, etc.) on the background we will do an availability check and display an available option as defined in the logic above.



Experiments and AB Testing planning

Metrics

- What are the expected results/success criteria?
- **Success metric:**
 - Cart conversion (visitors adding to cart / assigned visitors)
 - **Support metric(s):**
 - User interaction with date picker on POI pages
 - From POI:
 - **Visitors to VPP pages from POI pages:**
 - On POI page: Virtual Product DestinationPageRequest with VP identifier, e.g. as in `is_in_destination: null, is_vp: 1`
 - Or VP page: ActivityDetailPageRequest: `is_vp :1, virtual_product_id: kdk`
 - # unique VPPs visited
 - `virtual_product_id: kdk` will serve this purpose
 - Visitors to search pages from POI pages
 - Exists already
 - From search:
 - Visitors to ADP pages from search pages
 - Baran: Check if UI click exists
 - **# availability check**
 - # unique activities displayed to the users (VPP specific)
 - FE: AvailabilityView
 - Constance: prove with Kibana this event exists -> ask Eugene
 - Include additional parameters: all the details that customers see
 - Event needs to have `virtual_product_id: kdk` in it to be able to see it per virtual product
 - BE: CheckTourAvailabilityAction
 - Ayca: inform Marco V. from Analytics about changes to CheckTourAvailabilityAction event (how we will handle unavailable options -> this is used for forecasting)
 - # 'no availability' cases
 - Adapt the current event of CheckTourAvailabilityAction so that it includes unavailable options / indication that nothing is available
 - Interactions with the date, participant, language
 - Already tracked with existing UI events
 - Number of drop-offs after each of these interaction(s)
 - Covered with the UI existing events but on a high level (VPP -> UIClick participants change -> AddToCart)
 - We should look at when the displayed tour_id changes (available in CheckTourAvailabilityAction) to see if people drop off then (content changes)
 - # times the 'confirm participant ages' warning has been displayed (VPP specific)
 - # proceeded to cart vs. dropped off
 - Fire an event when this message appears
 - Add to cart
 - Drop-offs in cart
 - # unique activities booked
 - CR
 - AOV
 - Session duration until booking/until add to cart
 - Log:
 - Ranking of VPs on POI at a given time
 - Ranking of options within VPs at a given time
 - Scroll depth
 - Any components being displayed or hidden when the option changes
 - **How do we track?**
 - Goal: at least 1 week before release, we should make sure that tracking is implemented in all places and all dashboards are prepared.
 - **Timing of experiment?**
 - 21 days
 - **Which platforms?**

~25% fewer
availability error

5% decrease
in cart conversion (+3% desktop, -8% mobile)

5.5% decrease
in conversion rate (-5% desktop, -10% mobile)

Results and learnings

1. Due to the experimental design and Covid-19, the sample sizes were too small to conclude the experiment with statistical significance.
2. The high-level experiment metrics (cart conversion, conversion rate) is not statistically significantly different. We also shouldn't focus much on these metrics due to dilution, it is explained here. Thus, the experiment is analyzed separately for LP and Activity Page for specific funnel metrics.
3. **Landing Page:** The conversion on the landing page is flat however the characteristics of activities are different. As we group similar activities together we end up with higher-priced and less reviewed activities on the Landing Page. It shows that for the success of VP, an excellent experience for the rest of the funnel is essential.

4. Activity Page:

- There is ~25% fewer availability error in the test version.
- Conversion metrics are flat but when we isolate the specific virtual product funnel, we observe a ~5% drop in both cart conversion and conversion rate (mobile is worse than desktop). There is already a list of planned improvements.
- Among users interacted with the configurator: 17% run into “reselect participants warning” and 80% run into multiple prices on the same page. However, we can't estimate the negative impact of these sub-optimal experiences.

Next steps

VPP experience should be improved. The curation is increasing the diversity of LP but also increased the average price and decreased the average rating counts. For a better experience, it should be supported with an exceptional experience on VPP.

The fact that only part of the funnel is covered makes it very difficult to analyze and interpret the results. If we can include the whole funnel for some locations (i.e. fully curating a city and have a consistent experience at every page such as poi/city/activity/search, etc.) we can understand the impact better.

Improve the consistency of pricing across different touchpoints. Data do not prove the impact but among visitors interacted with the configurator, 80% have seen different prices for the same activity.

Thanks

Online Portfolio

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