

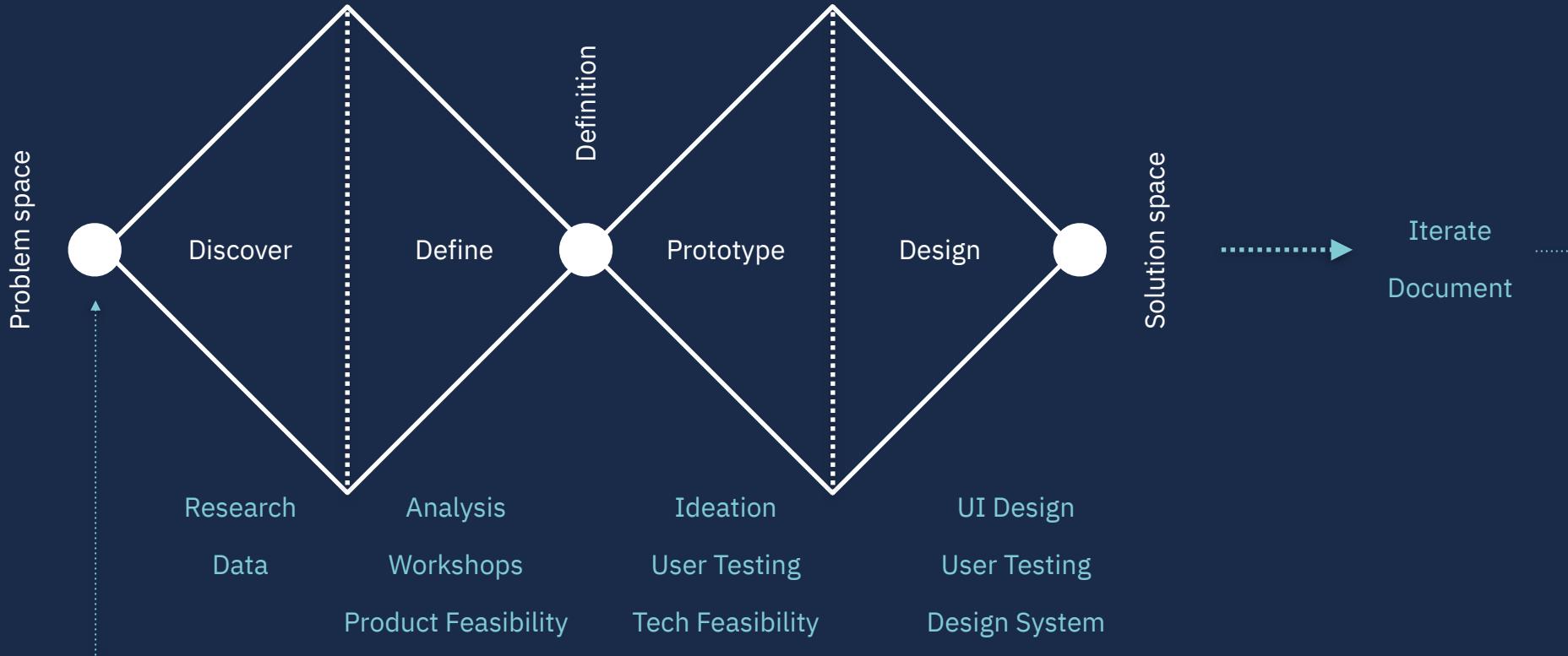
GetYourGuide Search and Discovery Experience

My role in this project

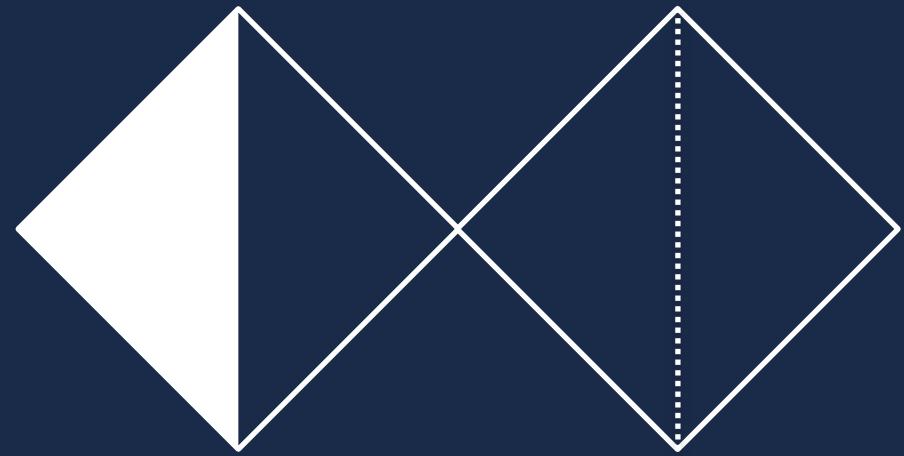
I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages. 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.



Design Process



Discover



Background

[Discovery] Planning: Timeline & Backlog 2020										
File Edit View Insert Format Data Tools Add-ons Help Last edit was made 2 days ago by Simone Bassi										
A	B	C	D	E	F	G	H	I	J	K
1	Team Mission									
2	Launch products and features to help travellers find activities they love									
3										
4	Top customer problems in focus and why									
5	Simplicity & availability									
6	Suboptimal search experience									
7										
8										
9	Themes	Details								
10	1) Virtual Product									
11	2) Search improvements									
12	3) Migration of search									
13										
14										
15	Time Allocation (historic and projected)									
16										
17	Bug fixing	Q4 2019 Time Planned	Q4 2019 Effort Breakdown	Q1 2020 Time Planned	Q1 2020 Effort Breakdown	Q1 2020 So Far	Q1 2020 Effective	Q2 2020 Time Planned	Q2 2020 Effort Breakdown	
18	Tech debt (Tech Initiatives)	10%		5%	- ES6 - CI Integration - Tracking Fixes	7%	6%	5%		
19	Improvements (Short term wins)	60%		45%	- Search Service Migration	35%	62%	60%	- Search Service & Page Migration - Iteration 1 - Search Service & Page Migration - Iteration 2	
20	Seeds (Long term wins)	5%		30%	- 8 Search improvements	31%	18%	15%	- Search Ranking Improvements	
21		25%		20%	- Experiment 1 VIP cards on POI LP that go to Virtual Product Pages	27%	14%	20%	- Curated Experiences: Implement Virtual Products on Search Page - [PDD] Curated Experiences: Collections & Virtual Products on LP	
22		100%		100%		100%	100%	100%		
23										
24	Team OKRs in Q1									
25	Objective Nr	KR	Expected Impact							
26	Objective 1 [Company]: Join Journeys in the Top 8 Destinations in our focus categories	Increase Cart Conversion by 5% test-over-test with Virtual Product	Cart conversion 5%							
27	Objective 2 [Group]: Create better customer experiences and repeat engagement	Improve core search functionalities and user experience by removing 8 items from the search backlog	# UX issues fixed							
28	Objective 3 [Group]: Cut the costs for our Involers by building scalable travels platform which in turn will improve our ability to deliver features faster.	Migrate several customer use cases (see a!, Itera date picker) to TFE	Cumulative 25% pages migrated to TFE							
29										
30										
31	Projected KRs/Initiatives for Q2									
32	Initiatives	Summary								
33	Improving core search functionalities and user experience	Search Ranking Improvements	CR							
34	Search Service & Page Migration	Iteration 1: Test the Platform; Iteration 2: Search Page Status QUO	% Progress against plan AB Test on Search Page CR neutral or positive							
35	Curated Experiences	Curation on City, POI and Search Pages	Cart conversion							
36										
37										
38										
39	Other Links									
40	(WP) Discos Plan									
41	VP Implementation to LP and Search Pages & Standardization of Content									
42	IWP1 Competitor Comparison for Discovery									

Search & Discovery Team mission:

Launch products and features to help travellers find activities they love.

Planning and Backlog for 2020

As a team, we've done a step back and started to re-evaluate priorities. After getting data from a big experiment we've run before, we worked together on the OKRs definition and the future of Search and Discovery.

Traveler search literature review
Last updated: February 2020
Authors: Ashley, Ian, Roberta, Ai

The purpose of this document is After writing down findings from the research questions. For each

Selected Articles from "Search"

- Web users' behavioural patterns** [Ash, requested the article]
- Personas**
- New Trends in Information search** [Ian, done]
 - Nothing too interesting - find info on traveling various ways. The "new flickr, etc.)
- What am I going to do now? Exa** [Roberta & Ash, Done]
 - Extensive research has one option rather than a Temporal aspect of decision whereas other decision Johansen, & Hansen, 2
 - "Certain activities are el time and duration of the
 - "Although digital techni still used to update their choices see (Goh)
 - "Choice overload is typ an individual exceeds it
 - "Park and Jang (2013) choice overload focuses alternatives and the att
 - "Contrary to the comm choice overload leads to one-option and indecision (Courville & Soman, 2013)
 - "Park and Jang's (2013) increased the likelihood overload exists in the decision that choose of holiday destination el the opportunity cost of their expenses and cho vacation is measured by their choices in the end member of the group w
- What drives Travelers' adoption** [Roberta & Ash, done]
 - "In travel information is opportunity to creative)
 - "Content novelty & the search process because interesting, stimulating,
- International Journal of Culture, purchase decision-making criteri** [Ash, done]
 - "Tourists usually make individuals take the dec decision might take int

Consumers rely on mobile devices for more travel-related information than ever before.
Recent Google data has shown that categories, such as family vacations devices are giving travelers increase at their destination.
As travelers turn to mobile more, the

On mobile, immediacy trumps loyalty
Over 90% of travelers using mobile devices say they prefer to book things information available, regardless of the

Consumers want faster experiences
Fifty-three percent of mobile visits or mobile pages, on average, take 10.1 benchmarks for mobile page weight:

Speed: Average Speed Index

Automotive
Business & Industrial Markets
Classifieds & Local
Finance
Media & Entertainment
Retail
Technology
Travel

Travelers are exploring, research come to expect a fast, frictionless

Consumers rely on mobile devices for more travel-related information than ever before.
Recent Google data has shown that categories, such as family vacations devices are giving travelers increase at their destination.
As travelers turn to mobile more, they want to understand when it's the best time to be at a destination. Factors for their ideal time rely on the number of other tourists there and the weather. Our participants preferred to select dates before or after high season."

- Proximity and location: "All participants referenced maps or the need to understand the proximity of things (hotel, activities, POIs). They want to understand how close things are to each other and how much time they need to get there to optimize the order of activities. Based on a spatial understanding of their plans, they choose the appropriate sequence of activities."
- Interest and filters: "Participants were trying to be very precise in their way of filtering things, e.g., show me things to do with two kids, show me things to do on a romantic trip, filter by activities that are good for solo travelers. There filter selection is very scenario-driven, they talk about them like setting up a story."
- Culture and authenticity: "To get a genuine experience and impression of a destination, they're not necessarily only looking for ultimately positive experiences but also for more simple moments."
- Events: "To gauge when to be at a certain destination, participants want to know what recurring and one-time events are happening. Special events is one of the few categories where everybody agrees, that they'd buy tickets early. Limited availability or cut-off dates are a factor to pre-buy activities as well."

Exit-intent survey results
[Ashley, done]

- "Over half (54.1%) of the bouncing users were browsing and not planning on buying anything yet. We attributed this to customers being in the research phase of their journeys"
- "I need more information about the attraction before buying" was the second most common reason (19%)

#	ANSWER	COUNT
A	I'm just browsing and not planning to buy yet.	153 (54.1%)
B	I don't see an activity/ticket/tour I'm interested in.	20 (7.1%)
C	I need more information about the attraction before buying.	55 (19.4%)
D	I want to buy through a more trusted seller.	21 (7.4%)
E	It's too much effort to find something I like.	19 (6.7%)
F	Other	15 (5.2%)

283 answers from 261 respondents.

Recommendations study
[Ashley, done]

- "As customers progress from the Dreaming phase, to Research & Planning, and to Booking, recommendation needs change from *Inspirations* to *Variations* to *Combinations*"
- "Good recommendations are timely, relevant, individualized, and context-aware"
- Phases
 - Dreaming: "help me learn about what I can do."
 - Research and planning: "help me find the activities that best meet my requirements."
 - Booking: "help me make the most of my trip."

Understanding what categories travelers value
[Ash, done]

- "Most desirable and frequent when traveling: attraction tickets, day trips, food experiences, transfers"
- "Travelers in the US & Germany are most interested in day trips, attraction tickets, shows & events, food and cultural events."
- "Travelers most often get categories directly from the activity provider (online or in-person) not through an online third party (e.g., OTA). From past research, we know that travelers like to purchase online directly from the activity provider because it's considered more trustworthy and reliable ([source](#)). Even among the categories that travelers get with an online third party (see right), most of them still buy them from the activity provider."

HoHos
[Ash, done]

- *Days to conduct* for activities vary. Some categories, like transfers, are booked farther in advance, while other categories, like HoHos, are booked spontaneously the day-of the activity.

Literature Review

Search literature review: we looked into 38 reports from past internal and external research to understand how travellers search for activities.

Brainstorming 28.01.2020

User problems

No controls that help me change the results I see

Filters: Hard to find specific language filters on the panel

Filters: Filter components are too small ✗

Filters: OK or Save button on fi

Filters: Why do we have the ap

Categories/Services

Filters: Too many e-bike tours,

Filters: No filter for cultural tour

Filters: Which category has kid

Mweb: Users cannot select a d:

Filters: under destinations filter

Filters: It's not easy to tell whic

Filters: Selecting a time preset

Filters: Not too much granular

Unclear why these result

Irrelevant results: Results in fa

Content: A lot of tickets to be fu

Irrelevant results: Top 4 activit

and tickets

Scannability/activity cards: Un

Order/display of activities: Re

displayed

Content: Nothing to get me exci

Data: When you search for 'kid'

Labels: Best seller and new ac

Low quality results: First resu

Irrelevant results: Option was

General: Hard to find things tha

Missing map information: We

More information needs

Meeting point: Meeting point is

Missing information:: No start

Duplicate/similar activities: Al

Missing information: How sma

Missing information: No info o



Walk the Store

Walk the Store workshop: we identified customer problems by evaluating the end-to-end user journeys during a Discovery team brainstorm.

Personas



A solo traveler.

Personas



traveling together.

Personas



Couple traveling together on their honeymoon.

Personas



Two parents with a young child.

Personas



Three budget-conscious students traveling together.

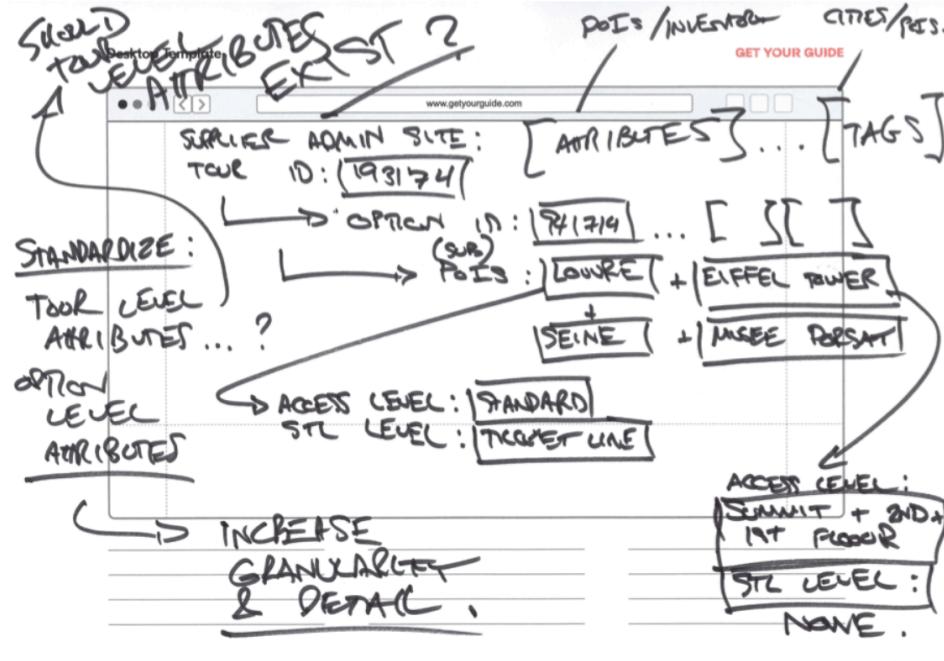
GET YOUR GUIDE

Personas

Solution Sketch

Idea 08

- Standardize access level in catalog
 - Remove access level from free text
 - Apply differentiating attributes to components of each activity (access level, STL level, etc.)
- Remove "Tour level" attributes. Options are what the customer buys and what we should be organizing.
- Distinguish between "attributes" (objective characteristics, define uniques/duplicates) and "tags" (subjective characteristics, relevant for categories, recommendations, etc.)



Workshop outcomes

Competitor analysis

[WIP] Competitor Comparison for Discovery

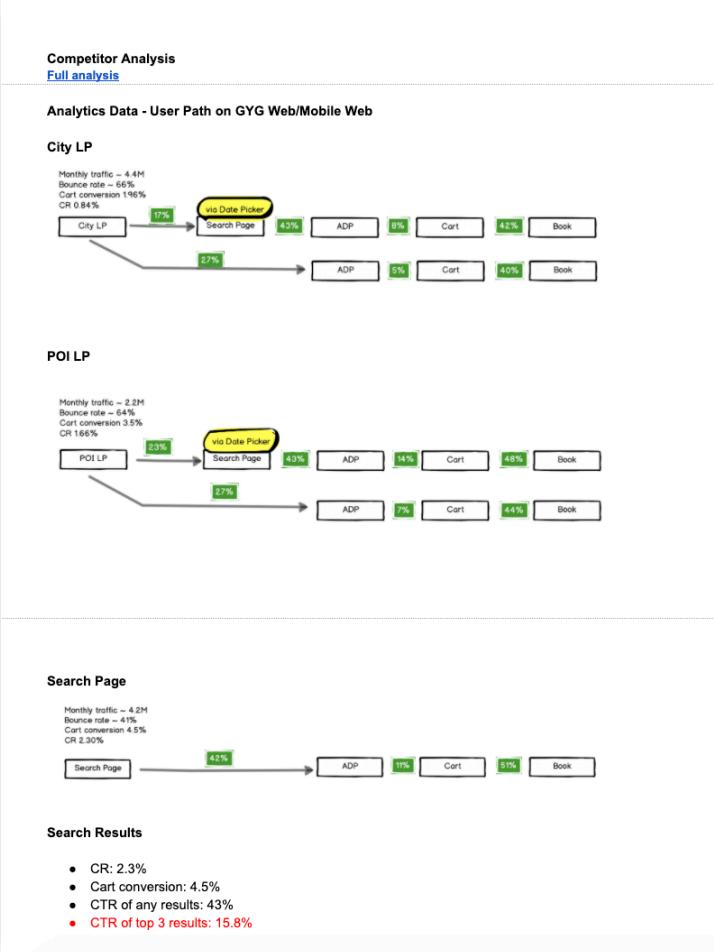
This Google Sheets document is a competitor comparison for discovery, comparing various travel and activity platforms across several categories. The platforms compared are Vator, Triposo, Klook, Musement, Airbnb Experiences, Expedia, Votra, and Tourism. The document includes a table with rows for each platform and columns for various features. Below the table, there are screenshots of activity cards from each platform.

Table Headers:

- Row 1: Vator, Triposo, Klook, Musement, Airbnb Experiences, Expedia, Votra, Tourism
- Row 2: Category, Description
- Row 3: Title, Yes - Granular, No, Yes, Yes - high level
- Row 4: Currency, Yes, No, Yes, Yes
- Row 5: # Bookings, No, Yes, No, No, No, No, No
- Row 6: Rating, Yes, Yes, Yes, Yes, Yes, Yes, Yes
- Row 7: # Rating, Yes, Yes, Yes, Yes, Yes, Yes, Yes
- Row 8: Location, Yes, Yes, No, Yes, Yes, Yes, Yes
- Row 9: Validity, Yes if duration exists - No, No, No, Yes, No, No, No (displayed as duration)
- Row 10: Price, Yes - with from ..., Yes - exact price, Yes - exact price, Yes - exact price, Yes - exact price, Yes - with from ..., Yes - exact price, Yes - with from ...
- Row 11: Additional, Yes, Yes, Yes, No, No, Yes (strike-through prices), Yes ("% off" or "Group discount" or "Family discount")
- Row 12: Availability, No, No, Available today, Available from ..., No, No, No
- Row 13: Free cancellation, Yes, No, No, No, Yes, Yes, No
- Row 14: Instant confirmation, No, No, As an icon - hard to understand (lightning icon), As an icon - hard to understand (checkmark icon), No, No, Yes
- Row 15: Skip The Line, No, No, No, No, No, No, No
- Row 16: Reserve now pay later, Yes, No, No, No, No, No, No
- Row 17: Available Languages, No, No, No, Yes - with a flag icon, No, No, Yes ("English available")
- Row 18: Badges, Likely to sell out, Sets out fast, Best Offer, Discount Amount, Bestseller (shown in hover), Likely to sell out, Top Seller, No, No badges, but they do say "We are likely to sell out" on some cards
- Row 19: Notes, Price varies by group size' message is displayed, No, Top activities are numbered with an icon, They have different cards on city pages and search, They show the supplier and city on the activity card, along with a wishlist feature (heart)

Screenshots of Activity Cards:

- Vator:** Shows cards for 'Champagne Small-Group WineTasting from Paris Including 8 Champagne Tastings & Lunch' and 'Little BIG City Berlin'.
- Triposo:** Shows cards for 'Paris Seine River 1 Hour Sightseeing Cruise Direct Entry ticket' and 'Eiffel Tower priority access tickets'.
- Klook:** Shows cards for 'Paris discovery tour in small group' and 'Paris Eiffel Tower priority access tickets'.
- Musement:** Shows cards for 'Paris Eiffel Tower priority access tickets' and 'Paris cheese & wine Tasting'.
- Airbnb Experiences:** Shows cards for 'Help Me! Colosseum & Forum Tour with Local Historian' and 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner'.
- Expedia:** Shows cards for 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner' and 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner'.
- Votra:** Shows cards for 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner' and 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner'.
- Tourism:** Shows cards for 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner' and 'Paris Private Walking Tour with Lake Kawaguchi Cruise and Dinner'.



Data analysis - understanding the funnel

G How travelers search

Last updated: March 2020
Authors: Ashley, Ayca, Ian, Armando, Rol

Background

The goal of this document is to summarize what we know about how travellers search & discover activities. The findings in this document came from the following sources:

- Search literature review:** we looked into 38 reports from past years to understand how travellers search for activities.
- Walk the Store workshop:** we identified customer problems and journeys during a Discovery team brainstorm. See the list of journeys here.

CONTENT

- [General information](#)
- [GetYourGuide](#)

General information

Top customer needs

- Understand & narrow down:** Customers need a convenient way to find activities that are relevant to their type of travel, personal interests, and preferred activities. [[Source](#)]
- Inspire, help & engage:** Customers need relevant, engaging and helpful information about the places they're planning to visit.
- Trust & value:** Customers need transparency about the details of the activity so that they can evaluate the value for money, trust the platform and book confidently.

[See more here](#)

Customer journey

Researching & booking activities typically happens after travelers decide on the destination: Often, people book travel activities right before their trip or when they've arrived in-destination. Some decisions are inflexible and happen first (e.g., booking flights), while others are flexible and happen later in the journey like finding activities and booking restaurant reservations. People often look for an overview of the destination before looking into what activities they can do. Researching 'things to do' starts up to 3 months before users arrive in-destination, although this varies by destination and user.

Primary decisions: destination, time and duration of the trip, travel companions, accommodations, travel route, travel budget

Secondary decisions: activities, attractions to visit, shopping and dining

[Sources: [1](#), [2](#), [3](#)]

Top customer problems

Overwhelmed by choice: people are often overwhelmed by choice and information when researching activities. As a result, they start by searching for "best of" or "top things to do." [Sources: [1](#), [2](#), [3](#)]

Fear of missing out (FOMO): first-time travellers visiting a new destination have a must-dos that they want to see or 'tentpole' events. They'll book those in-advance if they're concerned about things selling out. People are also worried about coming back from a trip, only to realize they missed an event or attraction there. They do research to ensure they're not missing something important.

"I normally do book quite far in-advance. I normally look at all the stuff that's available. The worst thing I hate is going somewhere and when you come back... and you realize that... there was a festival happening at the same time you were there. Sometimes there's once-in-a-year, or once-in-a-decade festival and you just missed it because you didn't know about it."

[Sources: [1](#), [2](#) video starting at 9:30]

How travellers search (UX Research)

Summary of what we know about how travellers search & discover activities.

↳ key components to VP v2 inclusions:

- [Poi]
- [Product category] (ticket vs tour vs cruise vs HoHo, etc.)
- [Access level] (2nd floor vs summit, Nasrid palaces access Y/N)
- [Access mode] (i.e. stairs vs elevator, segway vs electric bike vs walking)
- [Private vs public]
- [Skip the line type] (skip the ticket line, skip the security line, skip the elevator line)

For example—
<https://www.visitmalaga.com/tours/20641/>
Become a member
Includes
✓ [Private]
✓ [Skip]

- ✓ Access to [Alcazaba Fortress]
- ✓ Access to [Generalife Palace]
- ✓ Access to [Generalife Gardens]
- ✓ Access to [Charles V Palace]
- ✗ Access to [Nasrid Palaces]

All 6 components used in the primary curation logic are accounted for in the new inclusion/exclusion criteria. Access levels within a POI are tabbed in from the inclusion / access type of that POI. This is important for activities where multiple POIs are visited, each with their own access levels (and possible STL variations) which need to be detailed in the inclusions/exclusions.

- E.g. Eiffel Tower (2nd Floor & Summit Tour), Louvre Museum STTL Entry Ticket, Seine River Cruise, etc.

These 6 components can be rearranged depending on the rules of how that POI functions and the way our inventory is differentiated.

For example—

- Depending on the POI, each of the access levels could have its own variable STL attribute.
- Depending on the activity, each POI could have its own variable product category and private/public distinction.

Anatomy of an activity (UX Writing)

Customer problems

1. Customers are looking for a convenient way to distill what activities are relevant to their type of travel, personal interests, and preferences.

Users can't differentiate between slightly similar activities on the Search Page and Landing Pages.

Users must click into various activities (ADPs) in order to compare their content and inclusions.

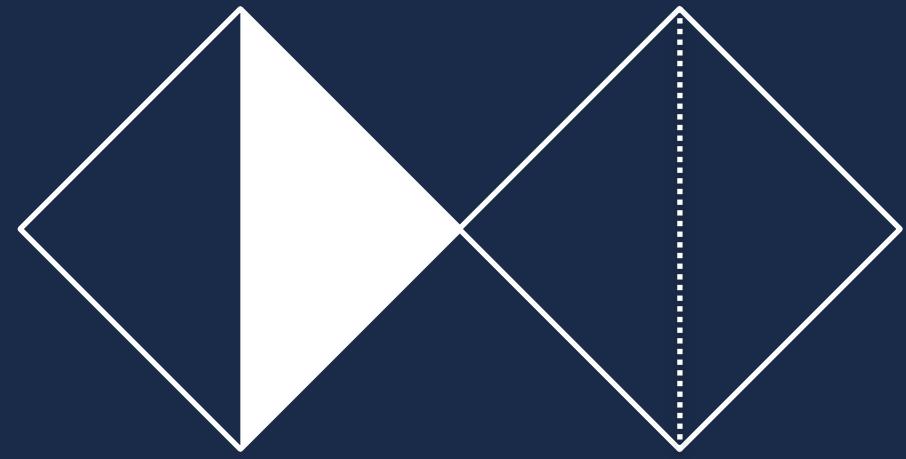
Users must click into various activities (ADPs) in order to find the one with the availability I want.

Users get overwhelmed by the number of choices/results on the Search Page.

2. Customers are looking to have relevant, engaging and helpful information about the destination(s)/places(s) they are planning to visit.

3. Customers would like to have transparency on the details of the tour offer so that they can evaluate alternatives based on value for the money, trust the platform and book confidently.

Define



Groups/Themes	How might we statements
Can't differentiate similar activities	<p>Help users compare and decide on activities</p> <p>How might we redesign the activity cards with relevant information that users need to make a decision?</p>
	<p>How might we make it possible to compare activities without opening several APDs at the same time?</p>
Help users understand a POI and its activities	<p>How might we redesign the landing pages and Search Page, adding relevant information about cities and POIs?</p> <p>How might we make visible and clear where the access level of each experience is?</p> <p>How might we help our customers to find the most basic/cheapest activity (tickets, bigger NR) of a POI?</p> <p>How might we create better navigation through all the landing pages and search pages?</p> <p>How might we help our customers to identify how much each access level access cost?</p>
Check availability for every supplier	<p>Create GYG-defined experiences that meet our customer needs and aggregate supplier offerings [currently owned by Justine and WIP]</p> <p>Get more context here</p> <p>How might we make it possible to check the availability for more suppliers without opening several APDs at the same time?</p>
Overwhelmed by many choices	<p>Help users search and find activities based on their needs</p> <p>How might we redesign the Filter's experience on the Search page, covering user needs?</p>

How might we statements

How might we redesign the activity cards with relevant information that users need to make a decision?

How might we make it possible to compare activities without opening several APDs at the same time?

How might we redesign the landing pages and Search Page, adding relevant information about cities and POIs?

How might we make visible and clear where the access level of each experience is?

How might we help our customers to find the most basic/cheapest activity (tickets, bigger NR) of a POI?

How might we create better navigation through all the landing pages and search pages?

How might we help our customers to identify how much each access level access cost?

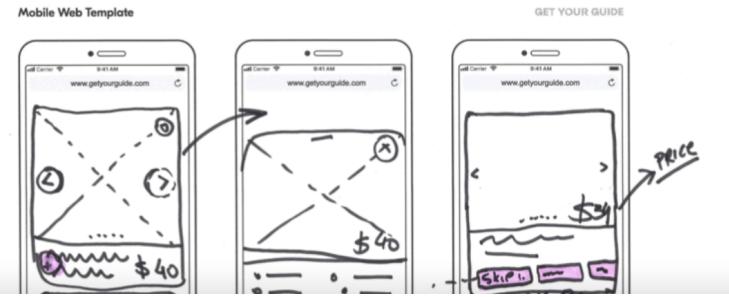
How might we make it possible to check the availability for more suppliers without opening several APDs at the same time?

How might we redesign the Filter's experience on the Search page, covering user needs?

Expandable cards

HMW redesign the activity cards with relevant information that users need to make a decision (compare value for money - duration, price, rating, access level, group size, skip the ticket line, priority access, audio guide, free cancellation, availability, inclusions)?

HMW make visible and clear where is the access level of each experience and how it works/affect the price/experience? (Eiffel Tower 2nd floor)

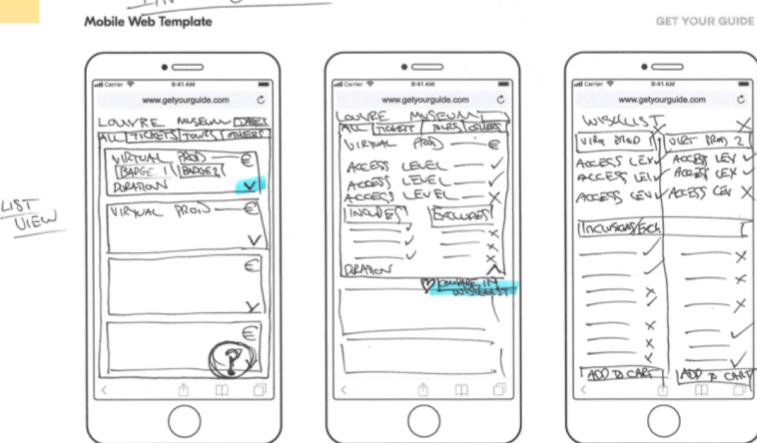


Expandable activity cards and comparison

HMW redesign the landing pages and Search Page, adding relevant information about cities and POIs?

HMW redesign the activity cards with relevant information that users need to make a decision (compare value for money - duration, price, rating, access level, group size, skip the ticket line, priority access, audio guide, free cancellation, availability, inclusions)?

HMW make visible and clear where is the access level of each experience and how it works/affect the price/experience? (Eiffel Tower 2nd floor)



Ideation workshop

Hypothesis 1

Redesign the Activity Card

Design Project: 🎨 New Activity Cards

We believe if that [redesigning the activity cards, with more relevant and contextual information, and better UI design that improves clarity]

For [all types of travelers]

will result in [an improvement of the overall search and discovery experience, with a

~~decrease in drop rates, and it~~

Because [travelers can't differ to compare basic activities' a

We will know that we were su

~~open less ADPs/VADPs before~~

Hypothesis 2 [WIP]

Redesign the POI Landing Page

We believe that redesigning the POI landing pages around virtual activities and more relevant options up front

For High intent POI page visitors

will result in an improvement of discoverability of options and a better understanding

of the POI

erwhelmed with our offered

em

e increases

Hypothesis 4 [WIP]

Redesign of the Discovery experience/flow/navigation

We believe that a clear navigation and concise information architecture on our City and POI landing pages

For visitors of the landing pages

will result in an improvement of di

Because we know from research

between our sites and aren't able

We know that we were successful

Hypothesis 5 [WIP]

Redesign the City Landing Page

We believe that a redesigned city landing page that gives users more context to understand the destination, the top activities and POIs based on their travel preferences

For visitors of the city landing pages

will result in improved confidence in GetYourGuide and purchasing a relevant activity

Because we know from research that customers seek information and relevant

activities based on their travel preferences

We know we were successful when quote rate and conversion rate increase

Hypotheses

Hypothesis 1

We believe if that **[redesigning the activity cards, with more relevant and contextual information, and better UI design that improves clarity]**

For **[all types of travellers]**

will result in **[an improvement of the overall search and discovery experience, with a decrease in drop rates, and increase of intention through the journey]**

Because **[travellers can't differentiate similar activities, and had to open multiple ADPs to compare basic activities' attributes]**

We will know that we were successful **[when cart conversion rate increases, and users open less ADPs/VADPs before making a decision]**

Hypothesis 2

We believe that **redesigning the POI landing pages around virtual activities and more relevant options up front**

For **High intent POI page visitors**

will result in **an improvement of discoverability of options and a better understanding of the POI.**

Because **we know from research that our users are overwhelmed with our offered selection and can't identify the relevant activity for them**

We will know that we were successful when **quoter rate increases**

Hypothesis 3

We believe that **a clear navigation and concise information architecture on our City and POI landing pages**

For **visitors of the landing pages**

will result in **an improvement of discoverability of activities, POIs and content**

Because **we know from research, that our customers have a difficult time navigating between our sites and aren't able to identify all available information**

We know that we were successful **when bounce rate decreases**

Hypothesis 4

We believe that **a redesigned city landing page that gives users more context to understand the destination, the top activities and POIs based on their travel preferences**

For **visitors of the city landing pages**

will result in **improved confidence in GetYourGuide and purchasing a relevant activity**

Because **we know from research that customers seek information and relevant activities based on their travel preferences**

We know we were successful when **quoter rate and conversion rate increase**

1. Focus on user value.

Guide users to their goals and celebrate their achievements.

2. Keep it simple.

Create intuitive experiences so our users don't have to think.

3. Build trust.

Earn customer trust by being consistent, honest, and relevant.

4. Be empathetic.

Connect to how users think and feel by considering their diversity and perspectives.

UX Principles

Increase Cart Conversion by 5% test-over test with Virtual Product.

Increase CR by X% (TBD)

Reduce bounce rate for landing pages by X% (TBD)

Increase quoter rate from landing pages by X% (TBD)

Metrics

When I'm looking to experience a POI:

I want to easily differentiate between the types of activities offered (ticket, tour), so I can quickly find the right activity for me.

I want to be able to easily differentiate between similar activities, so I can quickly get an activity that suits my interests.

I want to find the activity that has the access levels/sub-POIs I'm looking for, so I can quickly and easily book it.

I want to easily find an activity that's available for my group size, language, and dates, without having to waste time looking at activities that don't suit my needs.

I want to feel confident in my booking by making sure I'm getting the best value for money.

I want to feel confident in my booking by making sure others before I had a good experience.

Jobs stories (JTBD)

(WIP) Activity Cards data

File Edit View Insert Format Data Tools Help Last edit was made 2 days ago by Ayca Turhan

1 P of item on card

2 P0 Images Yes Yes Yes Yes Yes Yes Yes Yes y good

3 P0 Title Yes Yes Yes Yes Yes Yes Yes Yes y medium

4 P0 Price Yes Yes Yes Yes Yes Yes Yes Yes y n/a

5 P0 Rating Yes Yes Yes Yes Yes Yes Yes Yes y n/a

6 P0 # ratings Yes Yes Yes Yes Yes Yes Yes Yes y n/a

7 P1 Category Yes Yes Yes Yes Yes N/A No y medium (dependent on a number of underlying attributes)

8 P1 POI Name Yes Yes Yes Yes Yes Multiple? No y good

9 P1 Access level Yes Yes N/A N/A N/A N/A No y very poor

10 P1 Access mode Yes Yes N/A N/A N/A N/A No n empty

11 P1 Transportation included? (if yes - type) Yes Yes Yes Yes N/A N/A N/A No n empty

12 P2 Private (vs. public) N/A Yes Yes Yes N/A N/A N/A No y good

13 P2 Group size (max. # of participants) N/A Yes Yes Yes N/A ? N/A No y very poor (only ~30% filled)

14 P2 Duration N/A Yes Yes Yes N/A Yes N/A Yes - if exists y medium

15 P2 Validity Yes N/A N/A N/A Yes N/A N/A Yes - if exists y medium/poor

16 P2 Starting location N/A N/A Yes Yes N/A Yes N/A No y medium/good

17 P3 Skip The Line Type Yes Yes Yes N/A N/A N/A N/A No y good

18 P3 Audioguide Yes N/A N/A N/A Yes Yes N/A No y good

19 P3 Badges -Originals (mutually exclusive)
-GYG certified (mutually exclusive)
-Money back guarantee
-New activity
-Eco friendly (mutually exclusive)

20 P4 Persuasion labels -Likely to sell out
-Bestseller

21 P4 Availability (available from x..) Yes Yes Yes Yes Yes Yes Yes Yes y n/a

22 P4 Free cancellation Yes Yes Yes Yes Yes Yes Yes Yes y n/a

23 P4 Default fallback (also valid for long-tail)

24 P4 Exists in Catalog Item Quality (80/20 best guess from Mike)

25 P4 How will it be shown?

26 P4 VADP?

27 P4 Image Same as VAC

28 P4 Text Same as VAC

29 P4 Same as today
(Show min to be tested as a range later)

30 P4 Aggregated Same as VAC

31 P4 Aggregated Same as VAC

32 P4 Text Not displayed explicitly

33 P4 Text Not displayed explicitly

34 P4 Text Not displayed explicitly

35 P4 Text Not displayed explicitly

36 P4 Text Same as VAC

37 P4 return max participants Same as VAC

38 P4 Same as today Same as VAC

39 P4 Same as today Same as VAC

40 P4 Described Described

41 P4 Return us which one this i through_express_security_c through_skip_the_line no through_express_elevators through_separate_entrance ticket_line Same as VAC

42 P4 1/0 Same as VAC

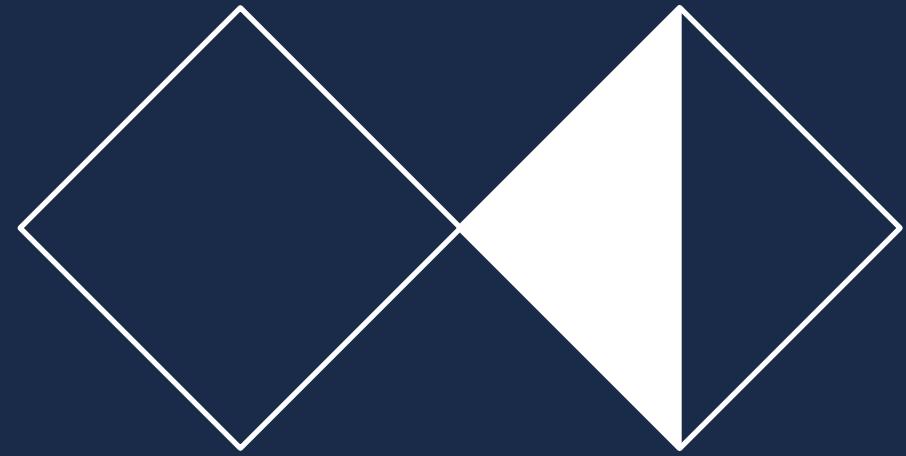
43 P4 Same as today Not displayed explicitly

44 P4 Same as today Not displayed explicitly

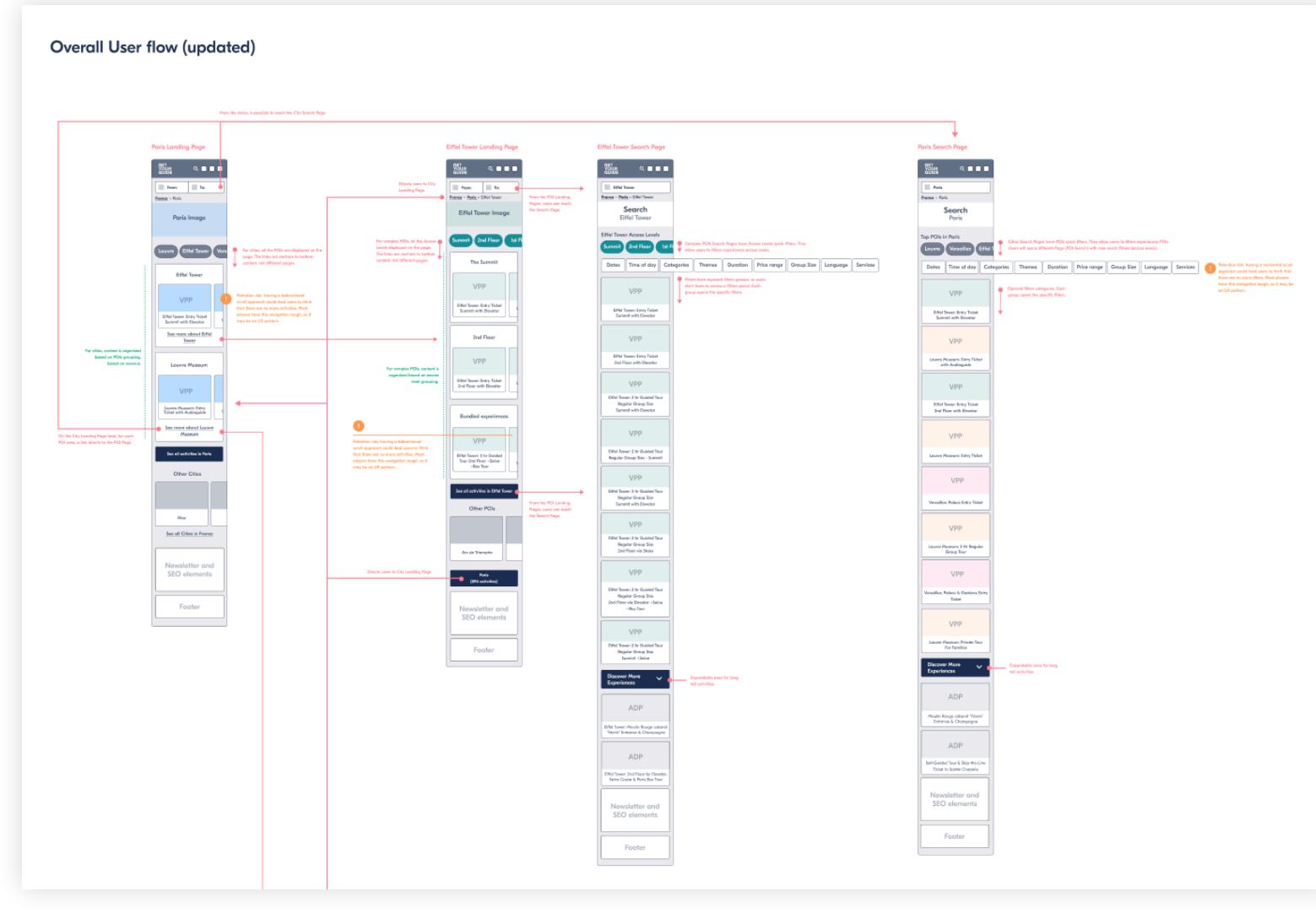
45 P4 At the activity Same as VAC

Analysis of the current inventory and activity card

Prototype

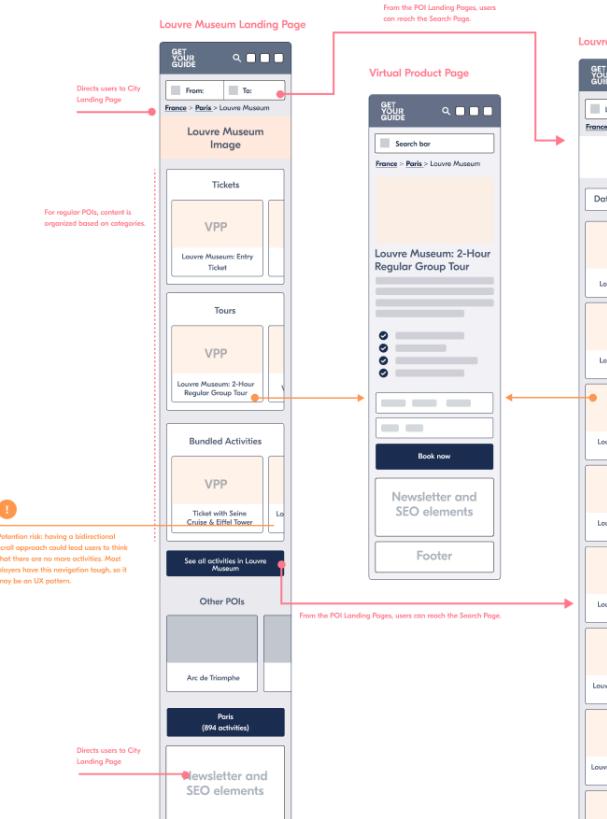


Overall User flow (updated)

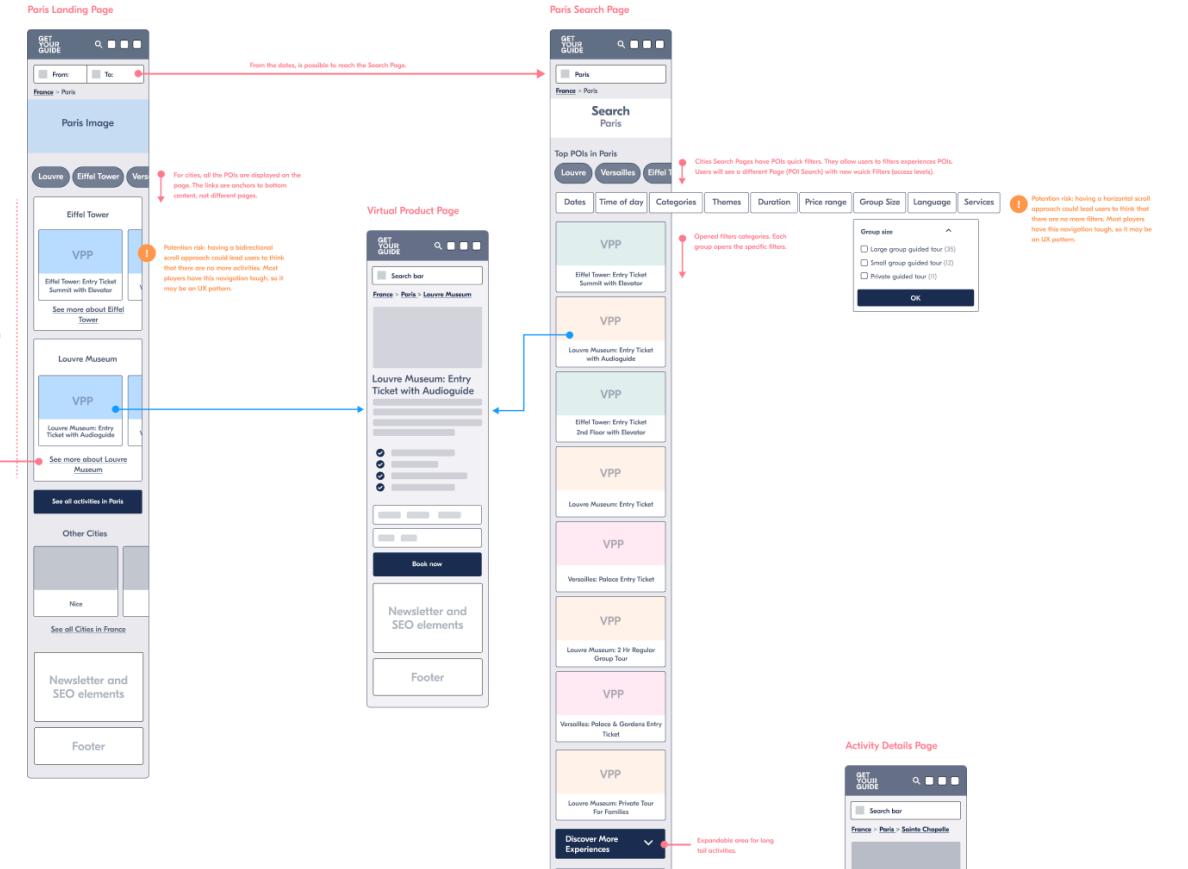


User flows

POI Landing Page user-flow



City Landing Page user flow



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Paris 

English  EUR (€)  Cart  Log in 

Thursday, 10:00  12°C  13°/10°  Feb 5°/1° Mar 14°/6° Apr 14°/6°

Paris Tours, Attractions & Activities

Discover Paris 1:45min 

Top things to do in Paris

Eiffel Tower Seine River Disneyland Paris Louvre Museum Palace of Versailles Eiffel Tower >

Select your dates Jan 13 - Jan 19  Clear all filters

801 activities found Sort by: Price (low to high)  View map

Louvre Museum: Entry Ticket  Most popular  2024 Reviews Benefit from a dedicated skip-the-ticket-line entrance to the Louvre Museum in Paris, and enjoy more time to see the artistic masterpieces such as...  Skip the ticket line  Valid: 1 day From €20

Palace of Versailles: Entry Ticket  8130 Reviews Enjoy 1 or 2 days full access to Versailles' whole domain, including the palace, Trianon, Marie Antoinette's Estate and gardens. Benefit from an...  Audio guide  Valid: 1 day 9:30 AM - 5:30 PM From €20

Church of Saint-Sulpice: Perfume Discovery Workshop  1 Review Accompanied by an expert, discover the architecture and essence of a fragrance. You'll learn about the ingredients that make it up and how they...  Small group size  Duration: 45 minutes 3:00 PM From €45

New Search Page (concept)

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Thursday, 10:00 12°C Feb Mar Apr
13°/10° 5°/1° 14°/6° 14°/6°

Dates Time of day Themes Categories Duration Price range Language Services

Romantic X Slip-the-line X Romantic X Slip-the-line X Romantic X Slip-the-line X

Top things to do in Paris

Eiffel Tower Seine River Disneyland Paris Louvre Museum Palace of Versailles Eiffel Tower S >

84 activities found Sort by: Price (low to high)

Activity	Type	Price	Rating
Louvre Museum	Entrance Ticket	From €55.45	4.5
Paris Catacombs	Entrance Ticket	From €29.52	4.5
Seine River & Moulin Rouge	Cruise & Moulin Rouge Show	From €200	No reviews yet
Palais Garnier	Entrance Ticket	From €12	4.5

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Thursday, 13 Feb 13°C

Show map See more about Paris →

Bestselling activities in Paris

Skip the search and get to the good stuff. These Paris classics will have you saying "très bien."

 Louvre Museum: Entry Ticket with Audio Guide 
Valid: 1 day 4.3 From €27.50 4567 reviews Details about this activity

 Skip the ticket line

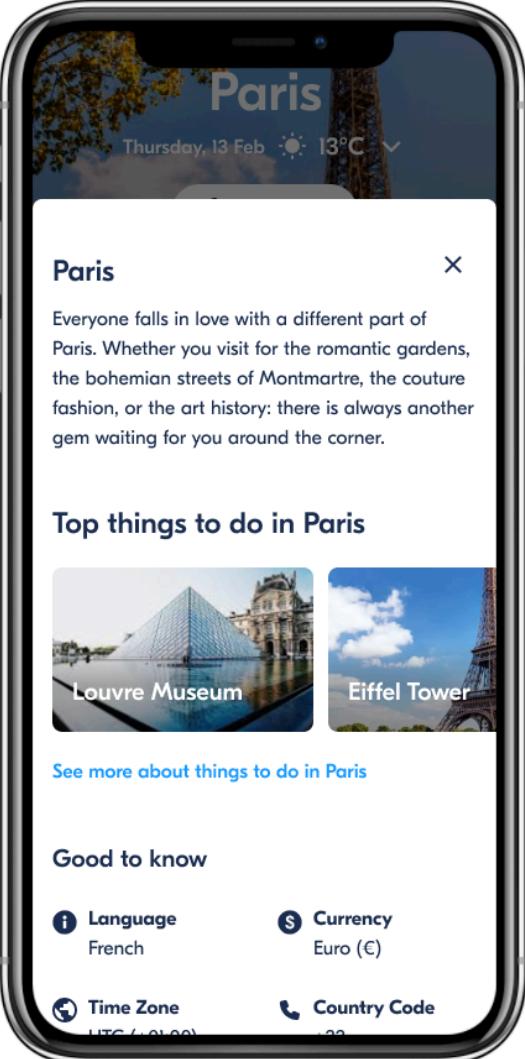
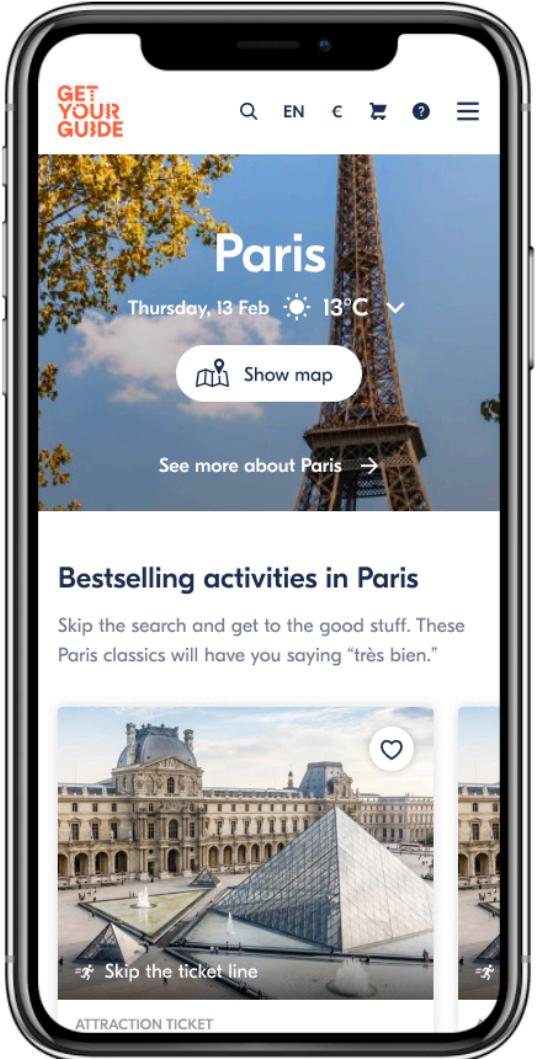
 ATTRACTION TICKET Louvre Museum: Entry Ticket with Audio Guide 
Valid: 1 day 4.3 From €27.50 4567 reviews Details about this activity

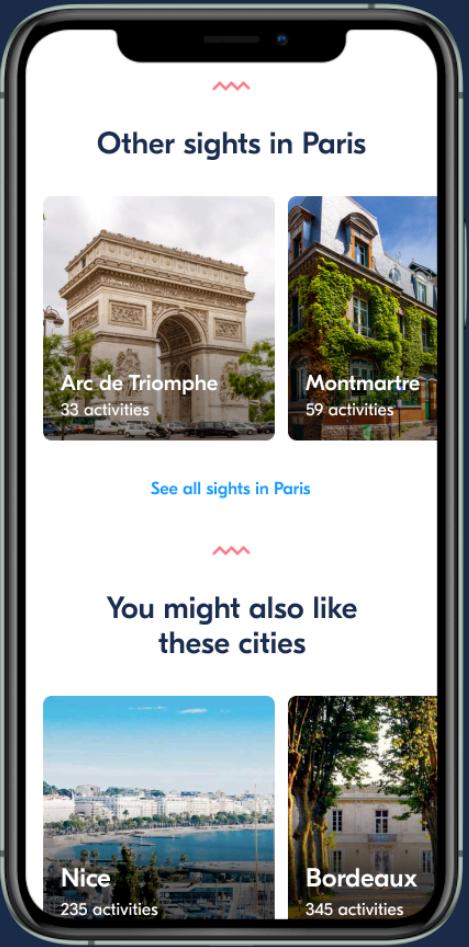
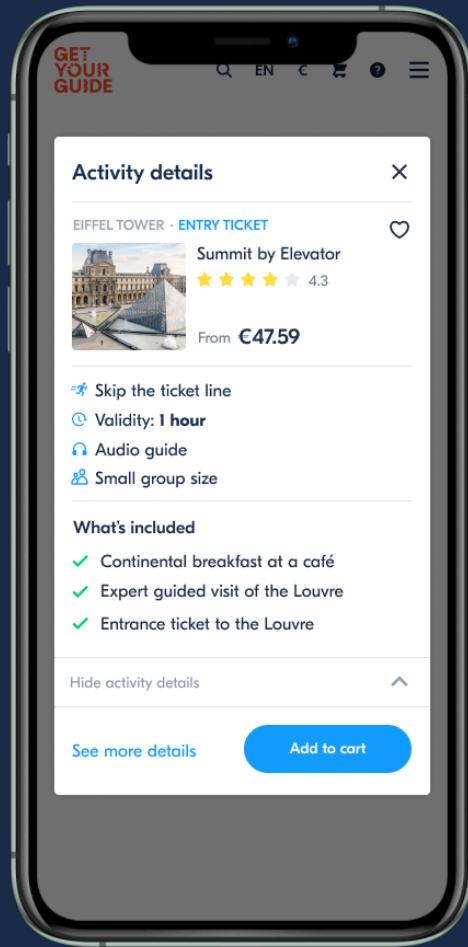
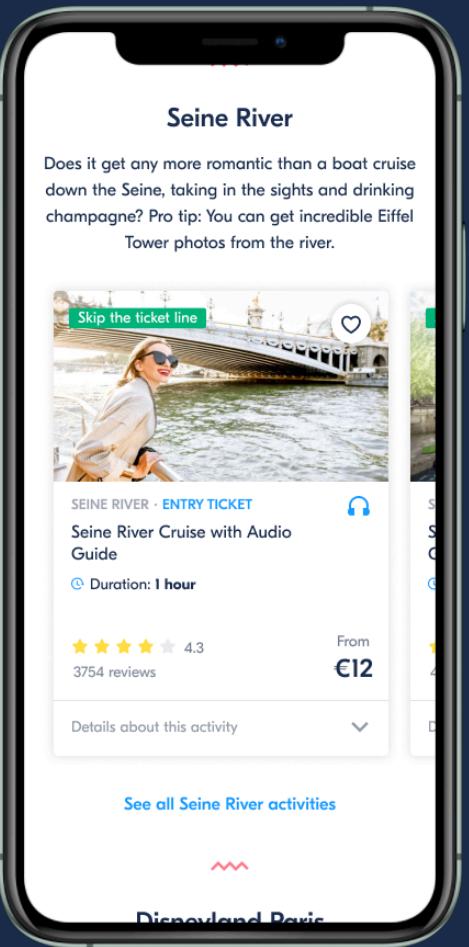
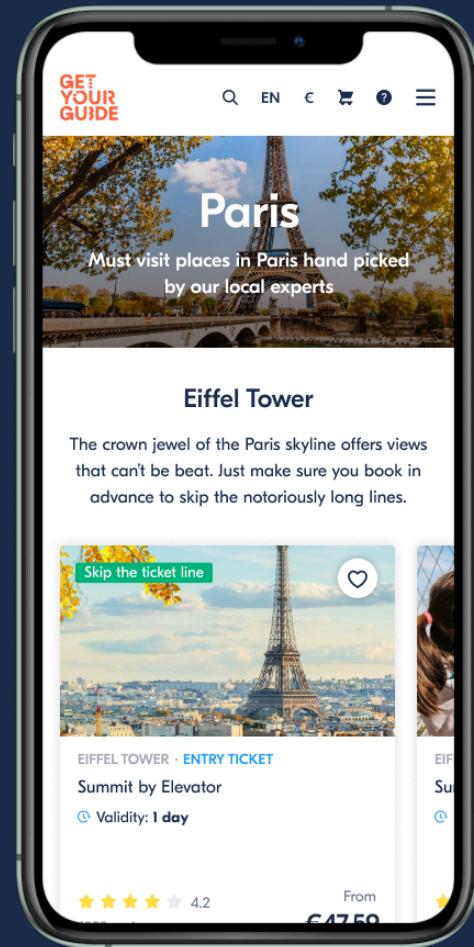
See more Bestselling activities →

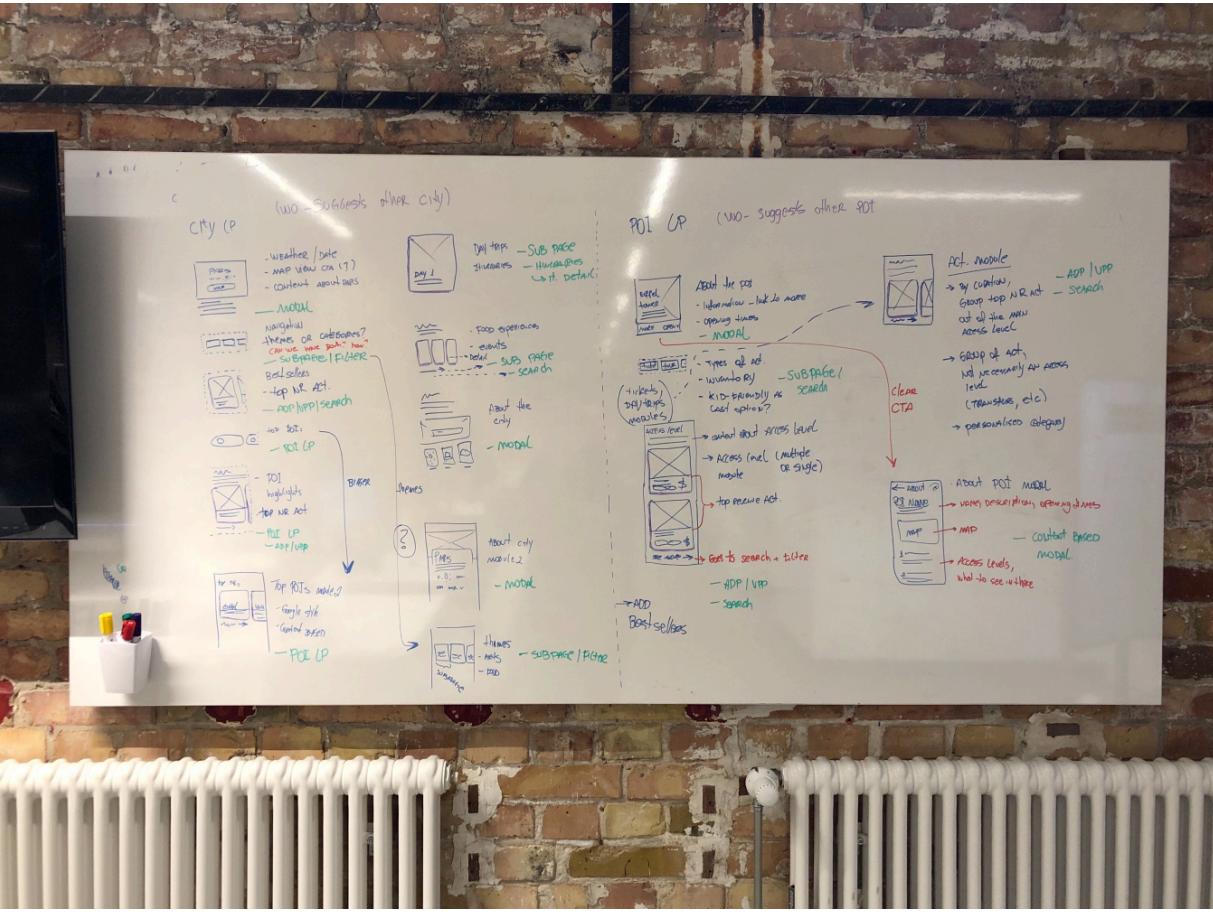
Experiences by interest

Whatever you're into, there's an experience to explore your interests.

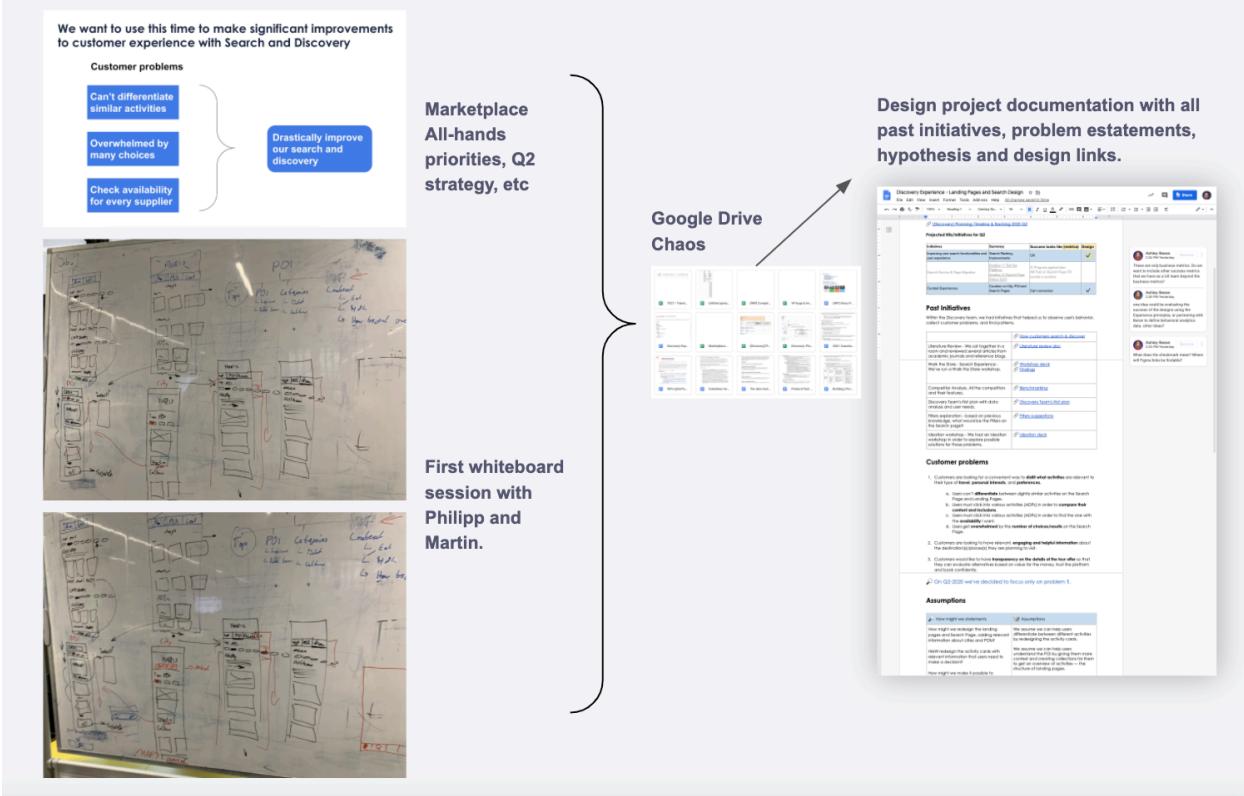
 Food & drink  Nature & adventure  Kid-friendly





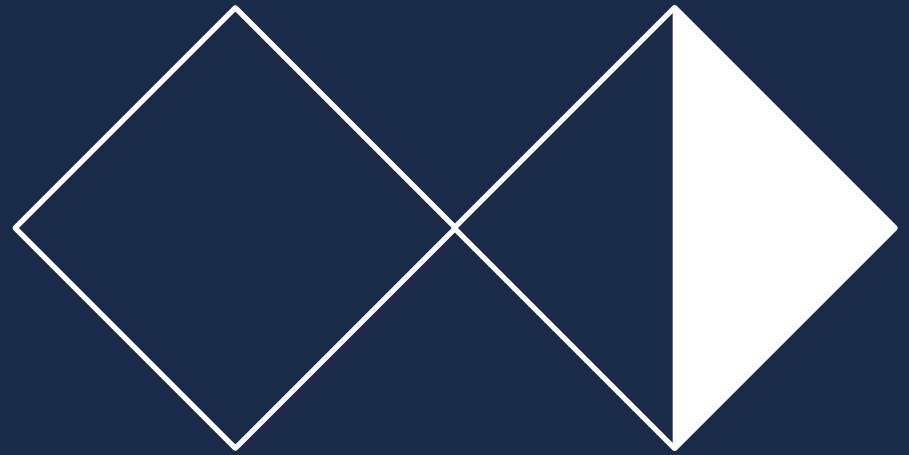


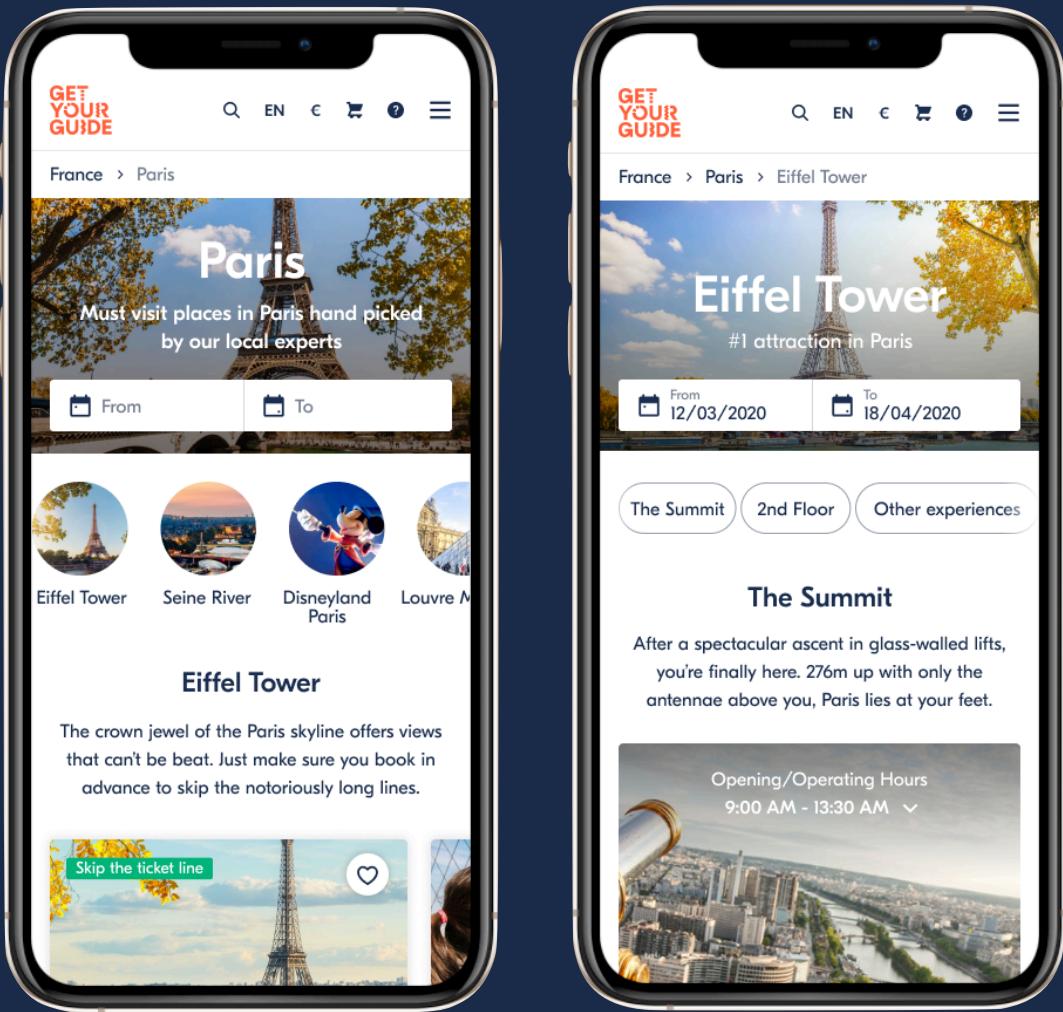
Design Review and modules definition



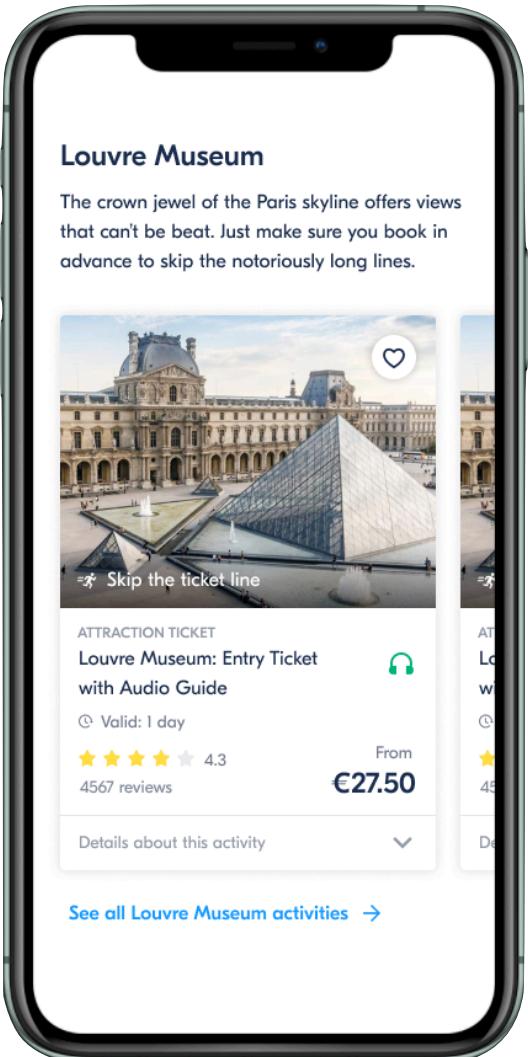
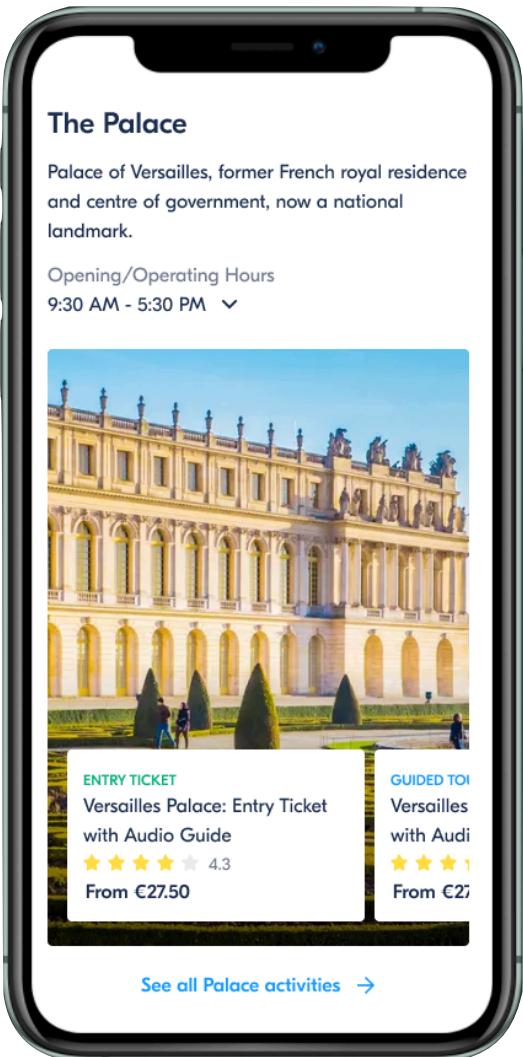
Design documentation and leadership

Design





New requirements such as category menu and Date selector



New cards for complex activities.

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Q EN € ⚬ ☰

France > Paris > Versailles

Versailles

#2 biggest palace in the world

From 12/03/2020 To 18/04/2020

The Palace Gardens Hidden Gems

The Palace

Palace of Versailles, former French royal residence and centre of government, now a national landmark.

Opening/Operating Hours 9:00 AM - 5:30 PM

ENTRY TICKET
Palace Access with Audio Guide
Validity: 1 day
4.0 From €18

See all Palace activities

Palace and Gardens

With its impeccable lawns, geometric flower beds, rows of statues, and ornamental lakes, the splendor of the palace's gardens rivals even the most ornate interiors.

Opening/Operating Hours 8:00 AM - 6:00 PM

ENTRY TICKET
Palace & Gardens Access with Audio Guide
Validity: 1 - 2 days
4.2 From €20

GUIDED TOUR
Palace & Estate & Fountain Show
Duration: 5 hours
Small group size
4.2 From €92

See all Palace and Gardens activities

Hidden Gems in Versailles

Versailles' grounds contain many hidden gems like the Petit and Grand Trianons and Marie Antoinette's Hamlet.

Skip the ticket line

VERSAILLES - GUIDED TOUR
Palace, Gardens, Marie-Antoinette's Estate & Fountain Show
Duration: 5 hours
Small group size
4.2 From €92

Details about this activity

VERSAILLES - ENTRY TICKET
Palace, Gardens & Transportation from Paris
Duration: 4 hours - 1 day
Small group size
4.3 From €59

Details about this activity

See more hidden gems in Versailles

Best activities with Transportation

Versailles is located 37 kilometers from Paris' city center. Train, bus, or private car transfers are available individually or as part of a ticket package.

Skip the ticket line

VERSAILLES - GUIDED TOUR
Palace, Gardens, Marie-Antoinette's Estate & Fountain Show
Duration: 5 hours
Small group size
4.2 From €92

Details about this activity

VERSAILLES - ENTRY TICKET
Palace, Gardens & Transportation from Paris
Duration: 4 hours - 1 day
Small group size
4.3 From €59

Details about this activity

See all Palace and Gardens activities

Other sights in Paris

Arc de Triomphe 33 activities

Montmartre 59 activities

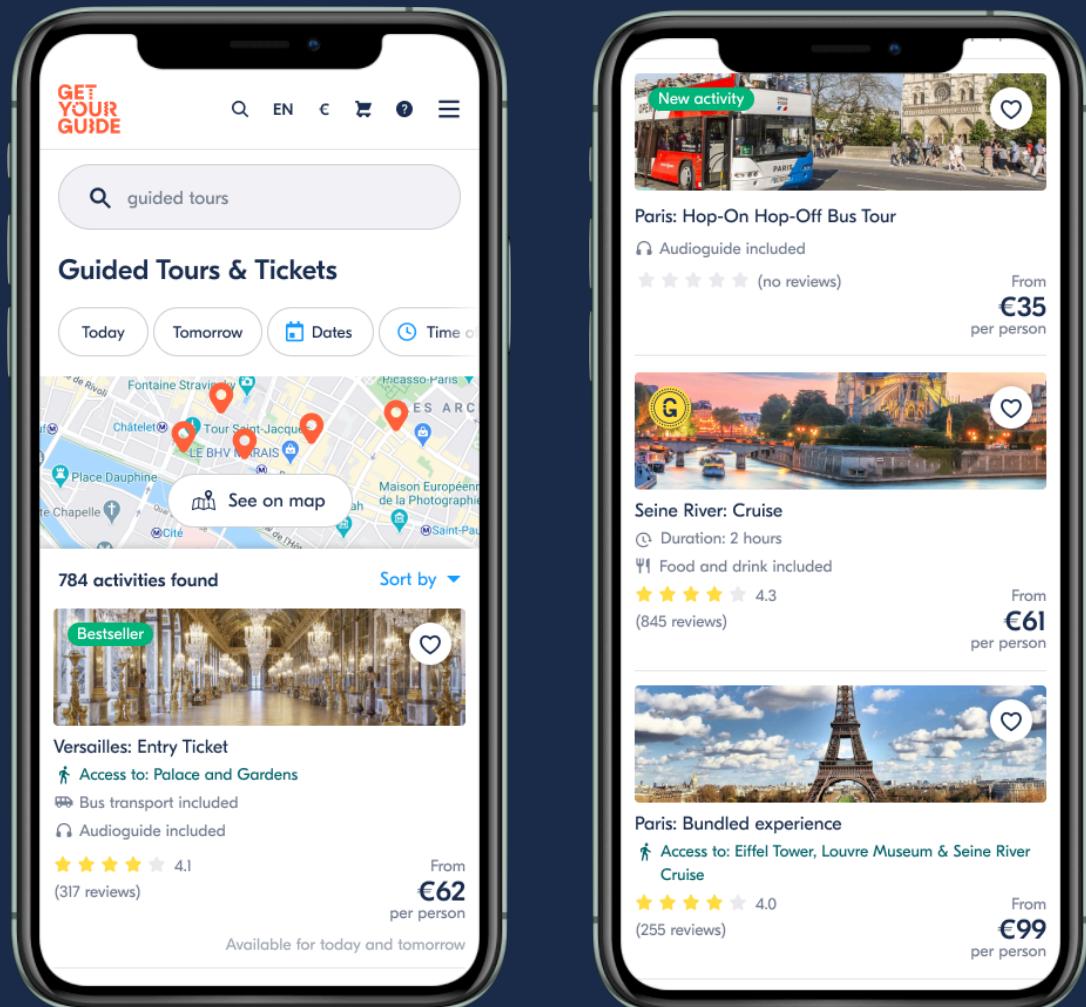
See all sights in Paris

You might also like these cities

Nice 235 activities

Bordeaux 345 activities

See more France cities



New Search Page:

- Map
- New cards
- Quick filters
- Categories

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EN € ⏷ ? ⌂

guided tours

Guided Tours & Tickets

Today Tomorrow Dates Time

See on map

784 activities found

Sort by ▾

Bestseller

Versailles: Entry Ticket

Access to: Palace and Gardens

Bus transport included

Audioguide included

★★★★★ 4.1 (317 reviews)

From €62 per person

Available for today and tomorrow

Originals

Alhambra: Private Guided Tour

GET YOUR GUIDE

EN € ⏷ ? ⌂

Paris Tours, Attractions & Activities

Eiffel Tower Seine River

Today Tomorrow Dates Time

784 activities found

Sort by ▾

Attraction Ticket

Louvre Museum: Entry Ticket with Audio Guide

★★★★★ 4.3 (4567 reviews)

Skip the ticket line

Valid: 1 day

Audio guide

Filters

From €27.50

Details about this activity >

GET YOUR GUIDE

EN € ⏷ ? ⌂

Eiffel Tower Tickets & Tours

Eiffel Tower Seine River

Today Tomorrow Dates Time

784 activities found

Sort by ▾

Ultimate Louvre: Fast-Track Guided Tour With Ticket

★★★★★ 1528

Duration: 2 hours

GetYourGuide Original

100% money back guarantee

From € 65

Available tomorrow

Ultimate Versailles: Skip-the-Line Guided Tour

★★★★★ 896

Duration: 1.5 hours

GetYourGuide Original

100% money back guarantee

From € 40

Filters

Paris: Louvre Museum Timed-

This is a WIP

As this project is a work in progress, here at GYG we're still planning the experiments and MVP.

[Check the designs on Figma](#)

Thanks

Online Portfolio

Linkedin

webarmando@gmail.com