

# GetYourGuide Availability and Simplicity

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.

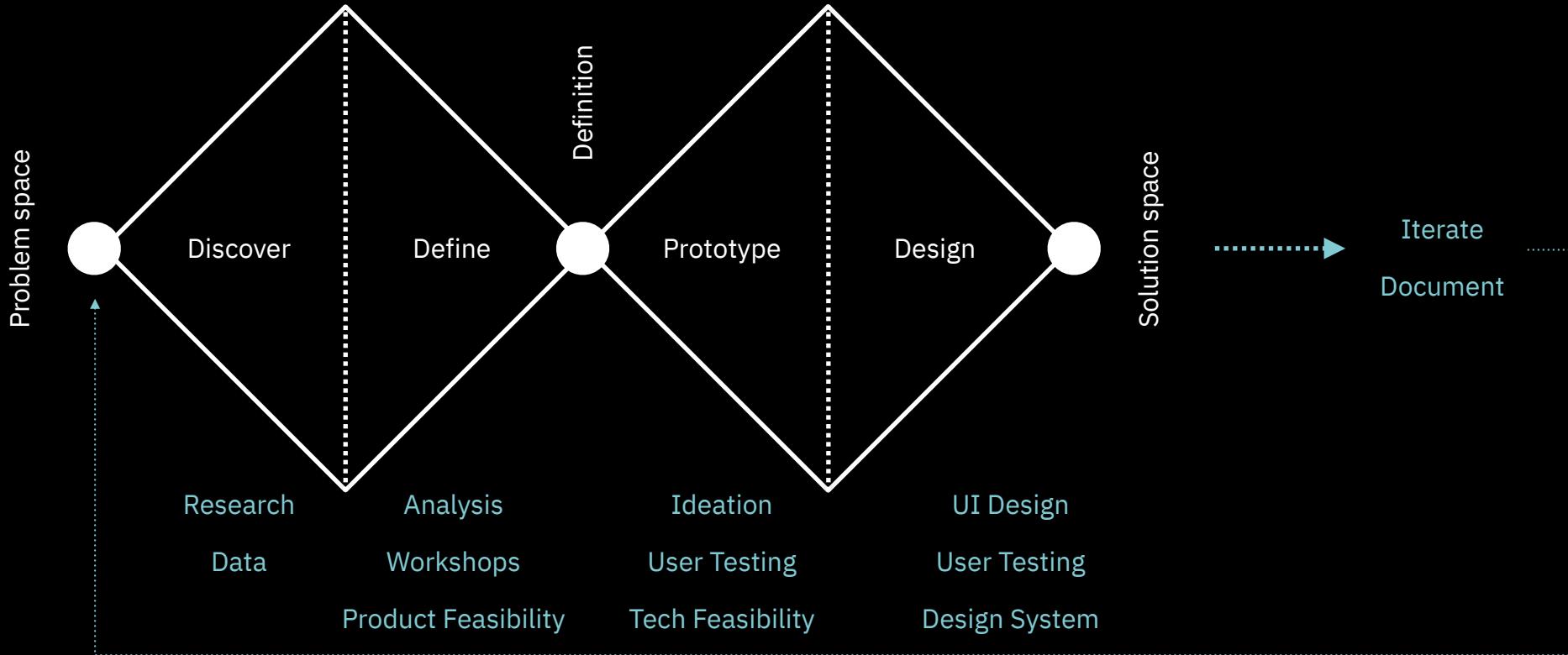
Currently, I'm the lead product designer responsible for the Search and Discovery experience in all platforms (desktop, mobile web, and native apps).

## My role in this project

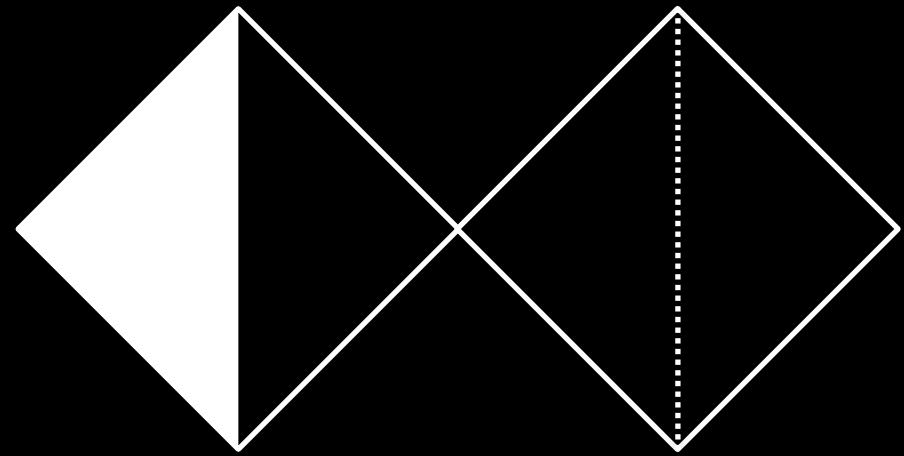
I'm the **product design lead for the Search and Discovery experience.**

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



# Problems

After extensive research, we've found out that our customers had 3 problems:

- Choice overload
- Too many duplicates
- Fragmented availability

Palace of Versailles: Tours & Tickets

| Image | Description  | Validity                  | Reviews      | Price     |
|-------|--|---------------------------|--------------|-----------|
|       | Versailles Palace & Gardens Full Access Ticket & Audio Guide | Valid: 1 day              | 8105 Reviews | From € 20 |
|       | Palace of Versailles: Entry Ticket with Audio Guide          | Valid: 1 day              | 1395 Reviews | From € 18 |
|       | Versailles Palace & Gardens Timed Ticket with Audio Guide    | Valid: 1 day              | 4491 Reviews | From € 26 |
|       | Versailles Palace & Gardens: Ticket, Audio Guide & Transfer  | Duration: 4 hours - 1 day | 796 Reviews  | From € 59 |
|       | Versailles Palace: Skip-the-Line Guided Tour                 | Duration: 75 minutes      | 1870 Reviews | From € 40 |
|       | Versailles Palace & Gardens Entrance, Transfer & Audio Guide | Duration: 7 hours         | 368 Reviews  | From € 62 |
|       | Marie-Antoinette's Estate and The Trianon Palaces            | Valid: 1 day              | 163 Reviews  | From € 12 |
|       | Versailles Audio Guided Tour from Paris                      | Duration: 4 - 10 hours    | 123 Reviews  | From € 62 |

See all tours & things to do in Palace of Versailles

→ **Choice overload & Too many duplicates:** "*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

→ **Fragmented 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

The screenshot shows the GetYourGuide website interface for the Louvre. At the top, there's a search bar with placeholder text "Where are you going?" and a magnifying glass icon. To the right are language ("English") and currency ("EUR (€)") dropdowns, a "Cart" link, and a "Help" link. Below the header is a large image of the Louvre's glass pyramid. Overlaid on the image is the word "Louvre". A dark blue callout box contains the text "Enter your dates to find available activities:" followed by two date input fields: "Aug 24, 2019" and "Aug 28, 2019", and a "Check availability" button. Below this are three circular icons: "Entry tickets", "Guided tours", and "More experiences".

**Entry tickets**

| Activity Type              | Description   | Rating | Reviews | Price   |
|----------------------------|---|--------|---------|---|
| ENTRY TICKET               | Louvre Museum: Entry Ticket<br>Skip the line · 1 day                  | 4.6    | (16582) | From 20 €   |
| ENTRY TICKET + AUDIO GUIDE | Louvre Museum: Entry Ticket with Audio Guide<br>Skip the line · 1 day | 3.4    | (1382)  | From 39 €<br>This activity is sold out for those days.<br>Select different dates. |

[See all entry tickets](#)

**Guided tours**

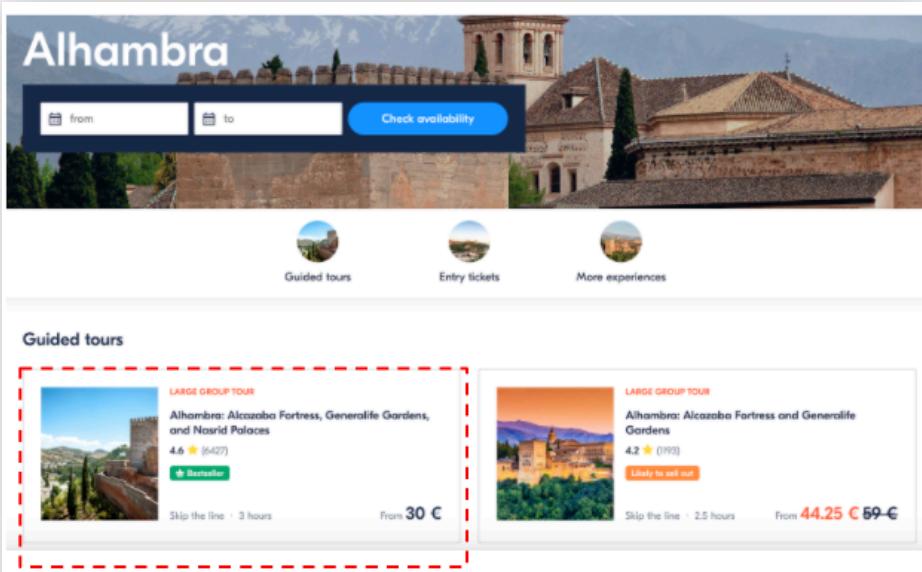
| Tour Type        | Description  | Rating | Reviews | Price                           |
|------------------|--|--------|---------|---------------------------------|
| SMALL GROUP TOUR | Louvre Museum: GetYourGuide Original Tour<br>Skip the line · 2 hours | 4.7    | (1049)  | From 48 €<br>Bestseller         |
| LARGE GROUP TOUR | Louvre Museum: Large Group Tour<br>Skip the line · 2.5 hours         | 4.2    | (728)   | From 59 €<br>Likely to sell out |
| PRIVATE TOUR     | Louvre Museum: Private Tour for Families<br>Skip the line · 2 hours  | 4.7    | (384)   | From 299 €                      |
| PRIVATE TOUR     | Louvre Museum: Private Tour<br>Skip the line · 3 hours               | 4.7    | (349)   | From 61 €                       |

[See all guided tours](#)

## Old days of the Discovery Team

GYG launched a big experiment called “collections”, where sets of activities were suggested to customers.

**This experiment failed and we learned about a huge problem that GYG had.**



## Previous experiments

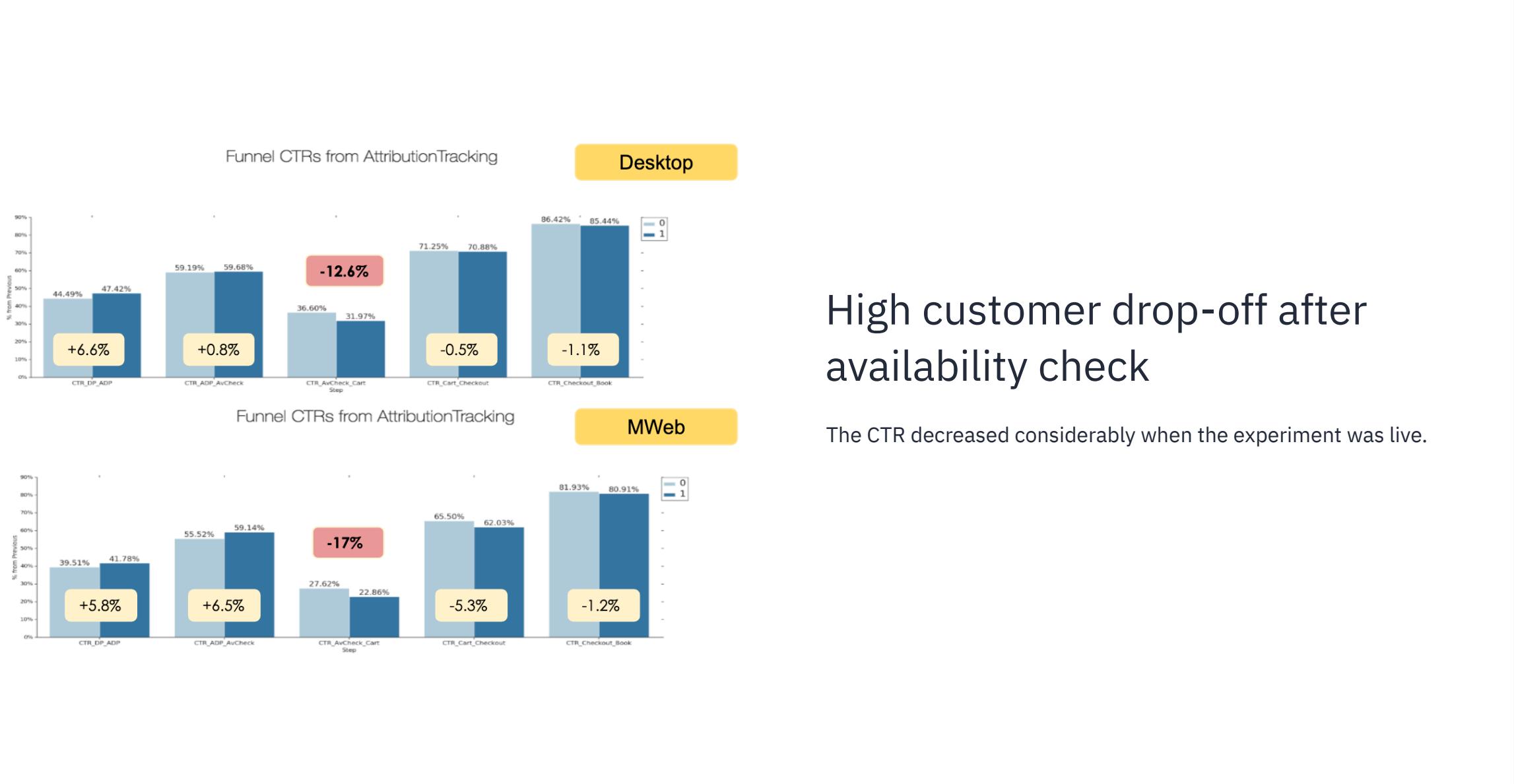
We recommend a Detail Page to customers before we know the customer's dates or language preferences

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.

A screenshot of a travel booking website for a tour of the Alhambra. On the left, there are sections for 'Live tour guide', 'Cancellation policy', and 'Select participants, date and time'. A modal window in the center says 'Sorry, that day is pretty popular.' and 'This experience is sold out for that day, but here's something similar that is available.' It shows a thumbnail of a tour titled 'Guided Tour of Alhambra Surroundings', with a 4.5 star rating, '823 Reviews', a 'Likely to sell out' button, a duration of '2 hours', and a price of 'From € 13.49'. At the bottom of the modal is a 'Choose a different date' button. On the right side of the main page, there's a 'Experience' section with a 'Highlights' list.

| 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%      |

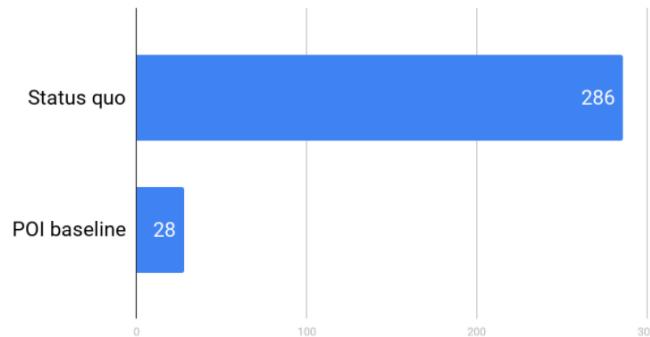
Experiments showed that giving customers less control on the Landing Pages reduced conversions on multiple steps of the journey



## Vatican

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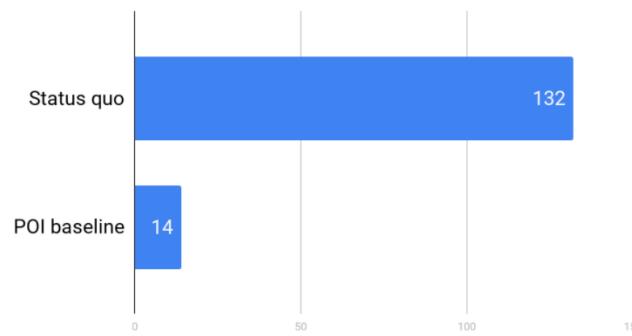
Comparison of activity count



## Alhambra

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Comparison of activity count



We restrict the number of activities for users

## **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

Another problem (unrelated to availability): Customers had the behaviour of opening multiple detail pages (desktop only) to compare multiple activities and attributes.

Reading multiple Detail Pages is cumbersome.

## Problem space

- 1 Removed control and ability to explore options
- 2 Recommend activity before knowing dates and language
- 3 We restrict the number of activities for users
- 4 Perusing multiple ADPs is cumbersome

## Solution space

Remove XP from Discovery funnel (and revert to search)

Motivate users to provide date/language earlier in the funnel

Virtual product card

How might we tackle those problems?

Problem space vs solution space exercise. My role: suggest solutions for the problems in a high-level hypothesis format.

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

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

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

\*Virtual product → the name of the feature that would aggregate availability into one single place, similar to a bucket of activities.

## Detail page: multiple offers from different suppliers

Supplier 1

**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](#)

[More Details](#)

Supplier 2

**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](#)

[More Details](#)

Supplier 3

**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 person**

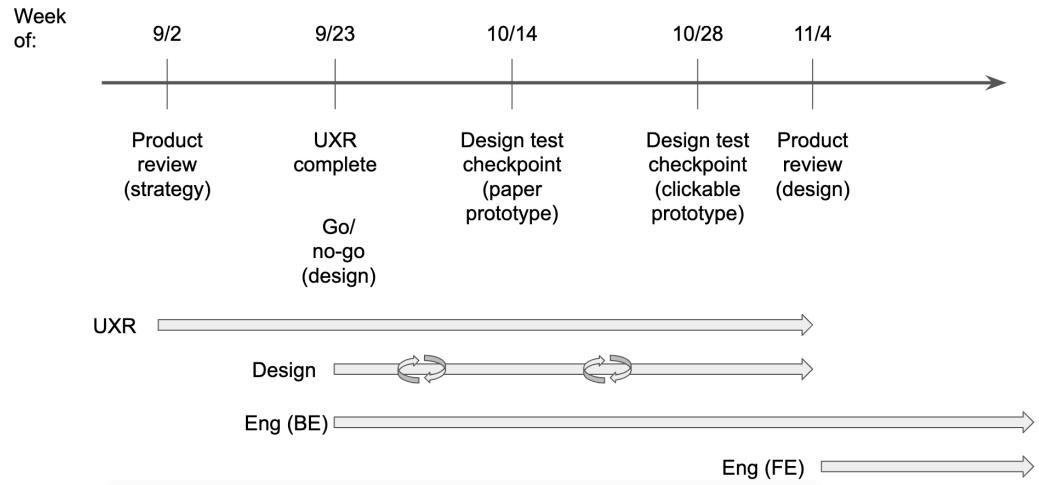
From 16th June to 17th June  
2 People  
French, German, Spanish

[Book now](#)

[More Details](#)

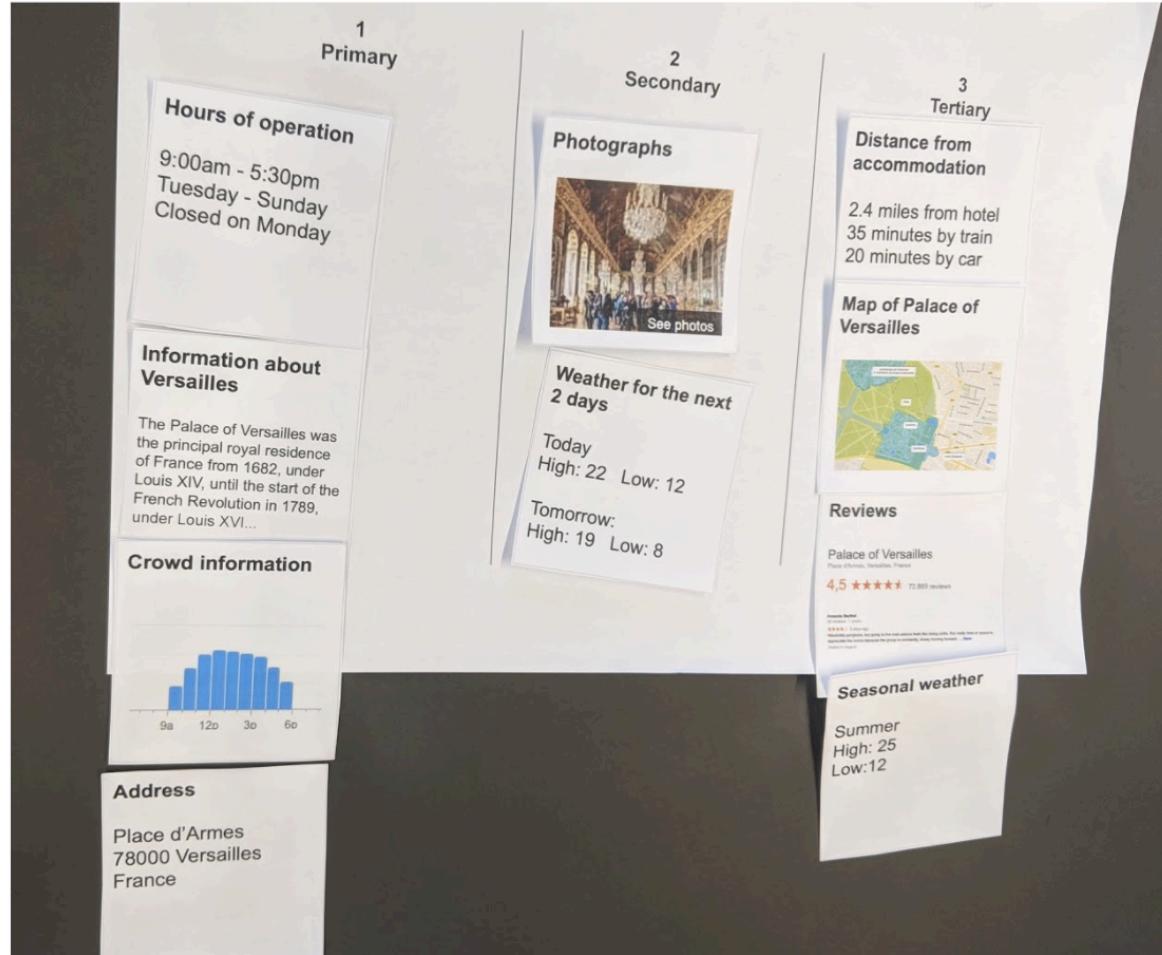
[See all](#)

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



## 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

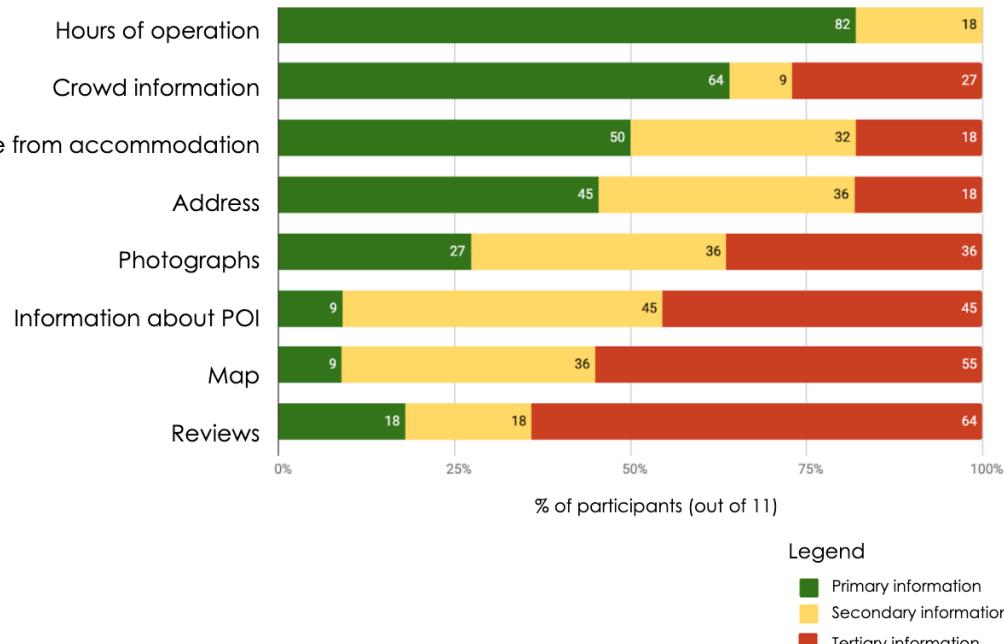
## Least important:

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%        | 85% | 84%    | 85% |
| Duration*                                       | 85%  | 84%        | 85% | 84%    | 85% |
| Transportation included*                        | 85%  | 85%        | 85% | 85%    | 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 location like... P2

**Validity**

Why it's considered an "experience":  
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 big something we usually do) 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 "experience":  
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  
It would 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. (versus) 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. If it's not 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 if it's not a regular tour. It's an option. P2  
It's a regular tour, but it can be an option. 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 train like on an online... 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. P2

**Day / night (content differs)**

Why it's considered an "option":  
I wouldn't know any tour options so it's better to present what they've got and make them options. P1

**Language**

Why it's considered an "option":  
The Louvre is in another country. You can use the world. You have many language options. P1

**Mode of transportation**

Why it's considered an "option":  
It's really important [the mode of transportation]. P2  
It's a specific type of tour you're looking at. 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 train like on an online... 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. P2

**Day / night (content differs)**

Why it's considered an "option":  
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**Mode of transportation**

Why it's considered an "option":  
It's really important [the mode of transportation]. P2  
It's a specific type of tour you're looking at. P2

**Understanding what information is important to travelers**

**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 on 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 included, food & drink inclusion, 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 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

When looking up a destination, the cancellation policy isn't that important since travelers are booking last minute. However, the context of the trip is important. The **likelihood to sell out** is a factor (e.g., visiting the gardens of Versailles). Some travelers do [research ahead of time](#) like [what's the best time to go](#) or [what's the likelihood to sell out](#) or [time for purchase](#) or [importance of information to allow them flexibility in their trip](#).

"When I'm in Paris, we'll plan within a 24-hour time frame, so [the cancellation policy] can change [or the likelihood to sell out] three or four days [ahead of time], it might be important." P8

"In case of the weather, it's more important to be able to cancel." P7

See also ["Beat the crowd"](#) [\[indirect\]](#)

**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 outside of major city ..... POI inside of major city

The popular POIs, many travelers are familiar with them and have already made up their mind about wanting to visit them before they search for specific information about the POI (e.g., opening times, reviews, photos).

For popular POIs, crowd information is very important, as it's important to be there when there are less tourists.

"With these huge crowds, you will definitely try to book a time when it's not busy. I don't like to go during busy times." P7

"The Louvre is so famous, I don't need to read about it." P7

# 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' in red, a search icon, language selection (EN), cart, user profile, and a menu icon.

**Screen 1: Versailles Overview**

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

**Screen 2: Versailles Walking Tour Detail**

- Title:** Versailles: Palace + Gardens Walking Tour
- Image:** See gallery
- Description:** 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:**
  - Starting time: 9:00 AM, 2:00 PM
  - Duration: 4 hours
  - Add-ons: 1 (dropdown)
  - Price breakdown: 2 adults (€83 x 2 adults) €166
- Buttons:** Add to cart

**Screen 3: Options for Versailles Walking Tour**

- Title:** Options
- Date:** 24 October 2019
- Language:** Spanish
- Description:** Versailles: Palace + Gardens Walking Tour (Transfer from Paris) (info icon)
- Details:**
  - Starting time: 9:00 AM, 2:00 PM
  - Duration: 4 hours
  - Add-ons: 1 (dropdown)
  - Price breakdown: 2 adults (€83 x 2 adults) €166
- Buttons:** Add to cart

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 shown: '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' experience to the right side of the image. On the right is the 'Virtual product page' for a 'Versailles: Palace + Gardens Walking Tour'. It includes sections for 'Options' (date: 24 October 2019, language: Spanish), tour details ('Starting time: 9:00 AM, 2:00 PM', 'Duration: 4 hours'), and an 'Add-ons' section with options like 'Bus transfer from Paris' (+€36) and 'Private tour' (+€491). A teal box highlights the 'Add-ons' section.

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

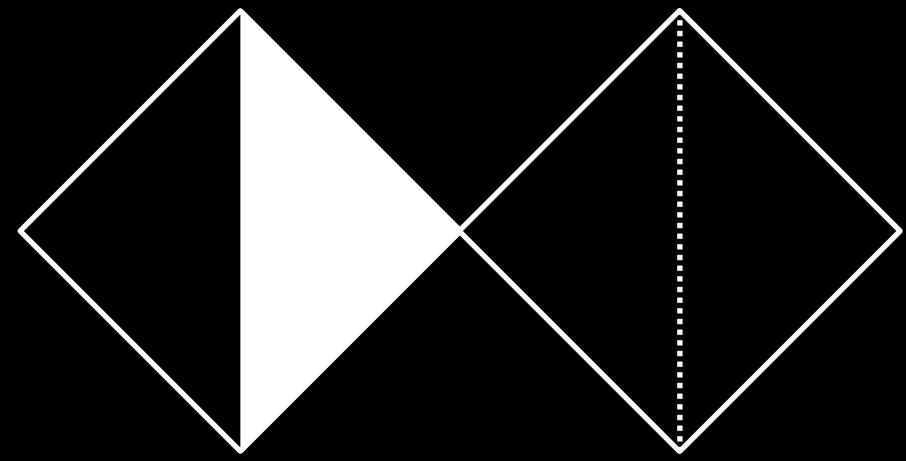
### What we learned

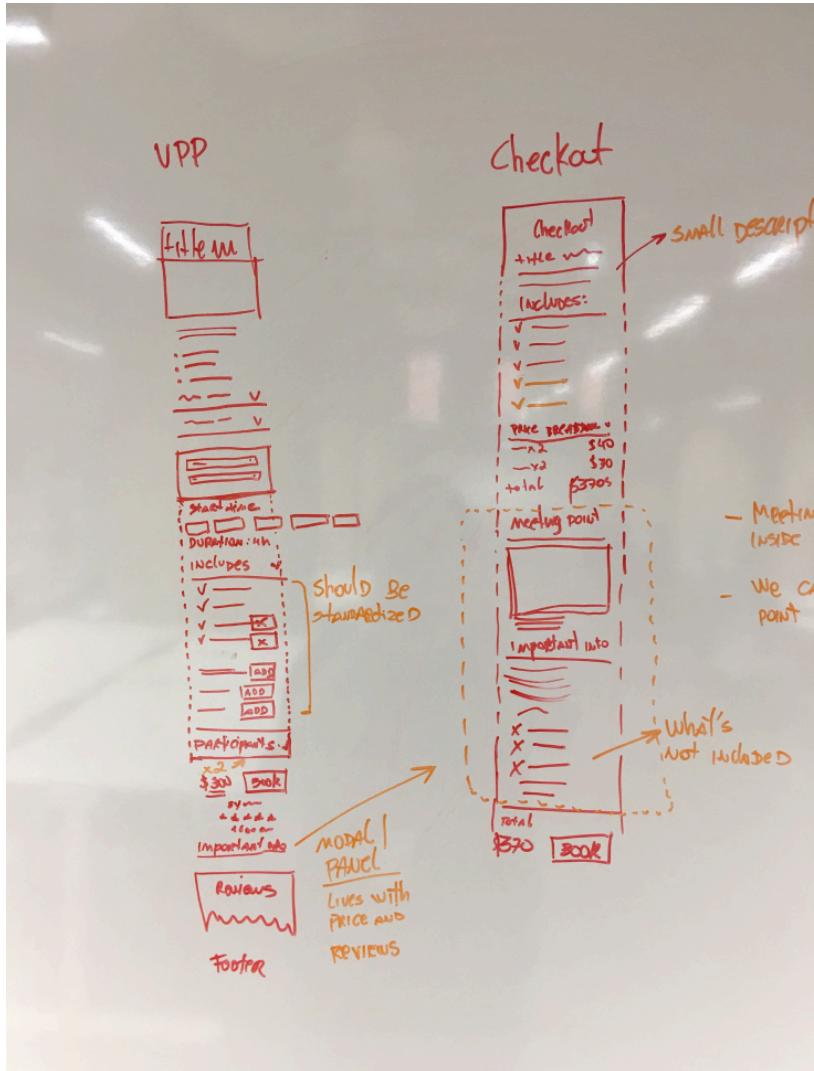
- ✓ Curate activities by access level
- ✓ Less focus on **supplier**
- ✗ Add-ons on VPP
- Filters on LP and VPP

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, a large dark box displays the 'Louvre Museum' logo. To the right of this box are 'Dates' and 'Filters' buttons. A sub-header below the logo says '8 experiences in Louvre Museum'. Two card-like boxes are shown under this heading: 'Louvre Museum: Entry Ticket' (with a star rating of 4.5 stars, 9658 reviews, and a price from € 20) and 'Louvre Museum: Guided Tour' (with a star rating of 4.5 stars, 1165 reviews, and a price from € 61). To the right of these cards is a sidebar titled 'Options' which includes fields for '24 October 2019' and 'Spanish'. It also lists a tour option: 'Versailles: Palace + Gardens Walking Tour (Transfer from Paris)' with starting times at 9:00 AM and 2:00 PM, a duration of 4 hours, and add-ons like 'Bus transfer from Paris' (+€36), 'Hotel pickup' (+€491), and 'Private tour'. A 'Price breakdown' section shows a total of €166 for 2 adults. A blue 'Add to cart' button is at the bottom of the sidebar.

## Learnings

# Define



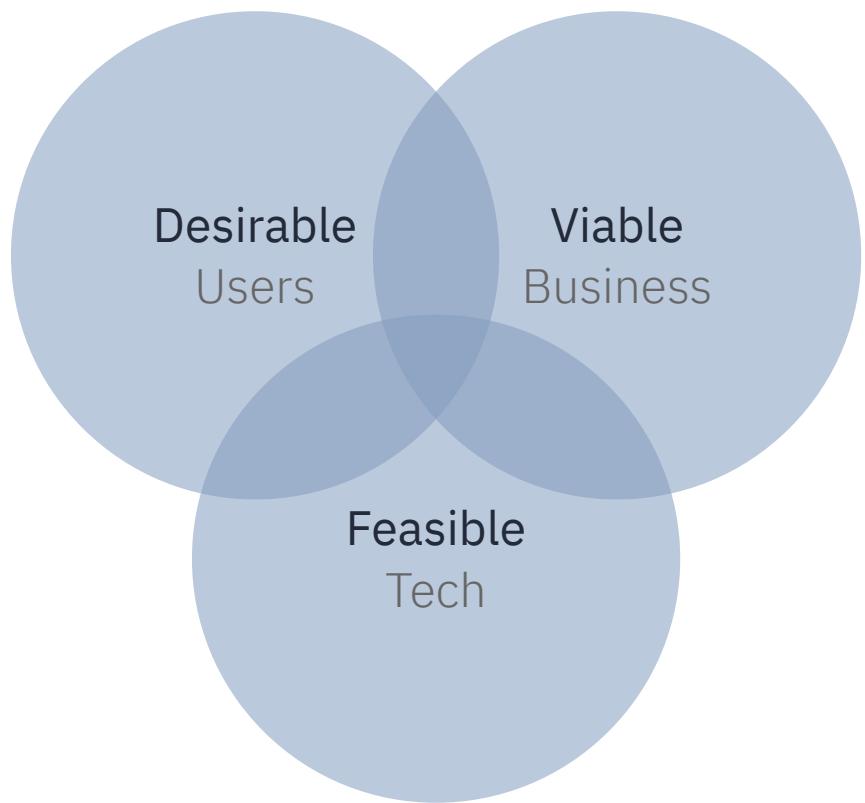


## Definition Workshop

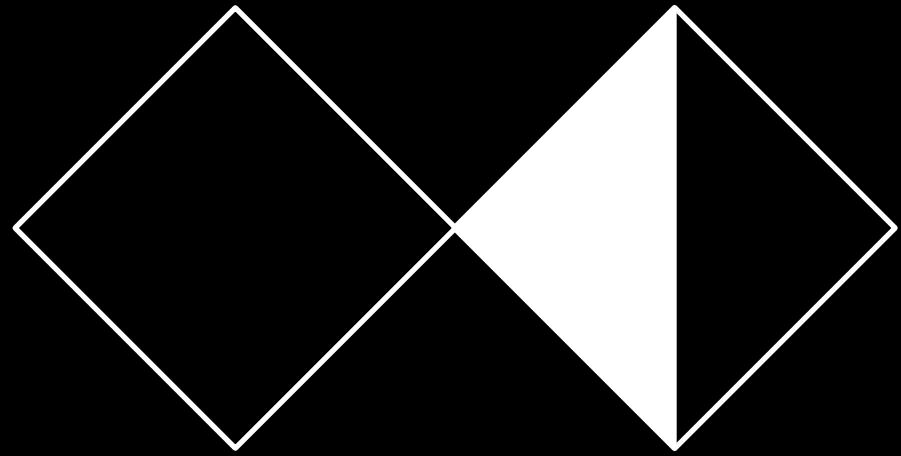
With the set of the most critical problems, the Development, Business, and Design teams met together for a definition session. This is one of the moments where we work collaboratively towards a unique goal.

# 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

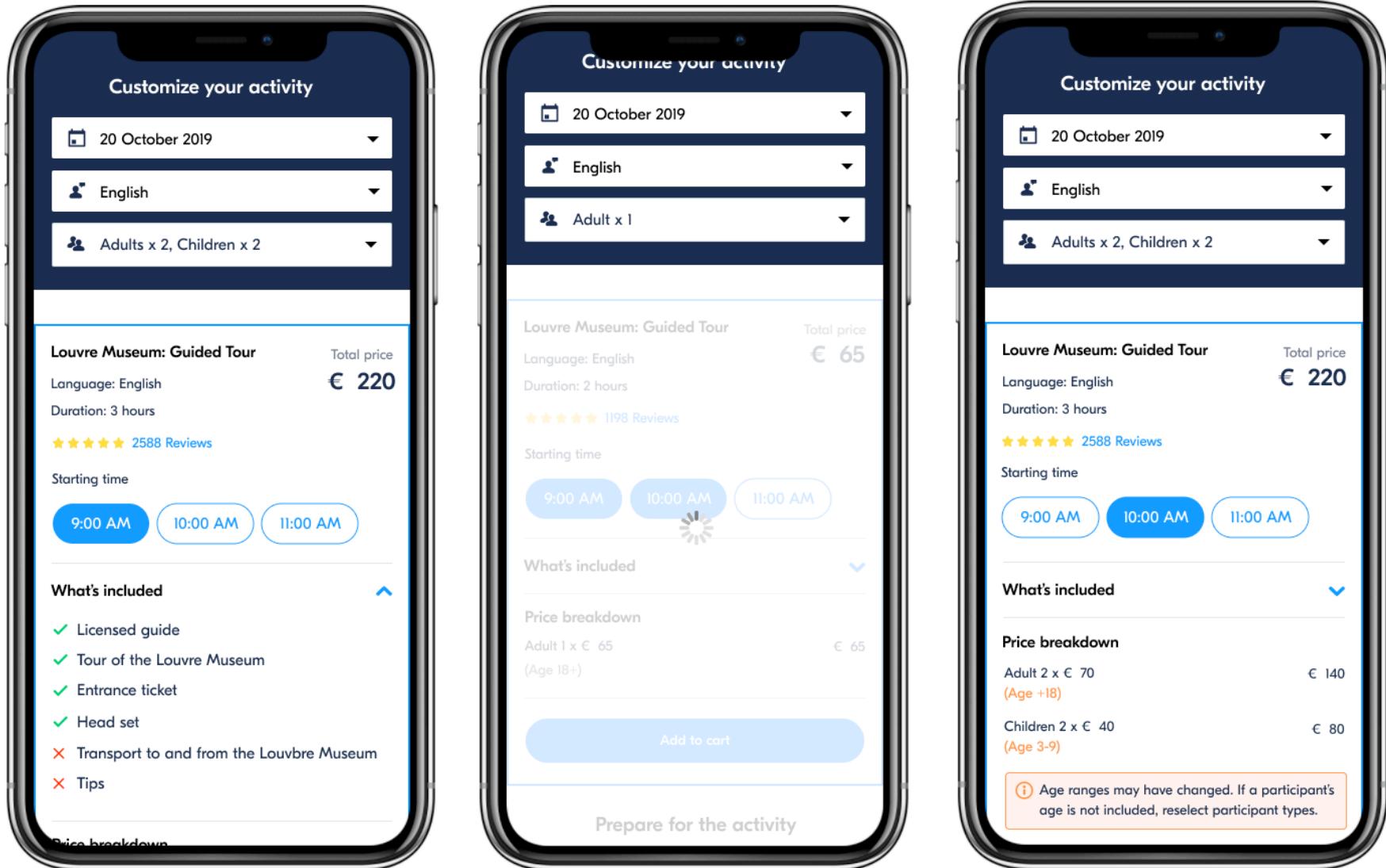
## 2 Picking starting time & participants change to people

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 -> **add-ons** and pricing didn't work

The name “**add-ons**” was confusing and didn’t match expectations

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**

| Offer Type                                       | Supplier          | Price  | Reviews      |
|--|-------------------|--------|--------------|
| Louvre Museum: Guided Tour                       | Paris City Vision | € 65   | 1198 reviews |
| Louvre Museum: Guided Tour                       | Paris City Vision | € 65   | 1198 reviews |
| Louvre Museum: Guided Tour with French breakfast | BusTravel Paris   | € 74.9 | 899 reviews  |
| Louvre Museum: Guided Tour with Audio guide      | Paris City Vision | € 60   | 899 reviews  |

**OR**

| Offer Type                                       | Supplier          | Price  | Reviews      |
|--|-------------------|--------|--------------|
| Louvre Museum: Guided Tour                       | Paris City Vision | € 65   | 1198 reviews |
| Louvre Museum: Guided Tour                       | Paris City Vision | € 65   | 1198 reviews |
| Louvre Museum: Guided Tour with French breakfast | BusTravel Paris   | € 74.9 | 899 reviews  |
| Louvre Museum: Guided Tour with French breakfast | BusTravel Paris   | € 74.9 | 899 reviews  |
| Louvre Museum: Guided Tour with Audio guide      | Paris City Vision | € 60   | 899 reviews  |
| Louvre Museum: Guided Tour with Audio guide      | Paris City Vision | € 60   | 899 reviews  |

- 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

## Rationale about add-ons, inclusions and how they affect the price.

**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 |
|-----------------------------|-----------|
| Duration: 2 hours           |           |
| ★★★★★ 1198 Reviews          |           |
| By: Universal Tour Guide    |           |
| <a href="#">See details</a> |           |
| 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**

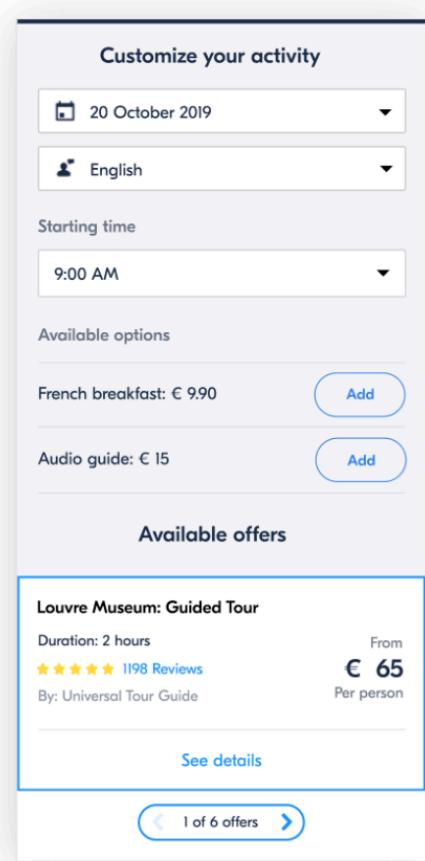
| Adults (Age 18+)   | - 1 + |
|--------------------|-------|
| Youth (Age 10-17)  | - 0 + |
| Children (Age 3-9) | - 0 + |

**Price breakdown**

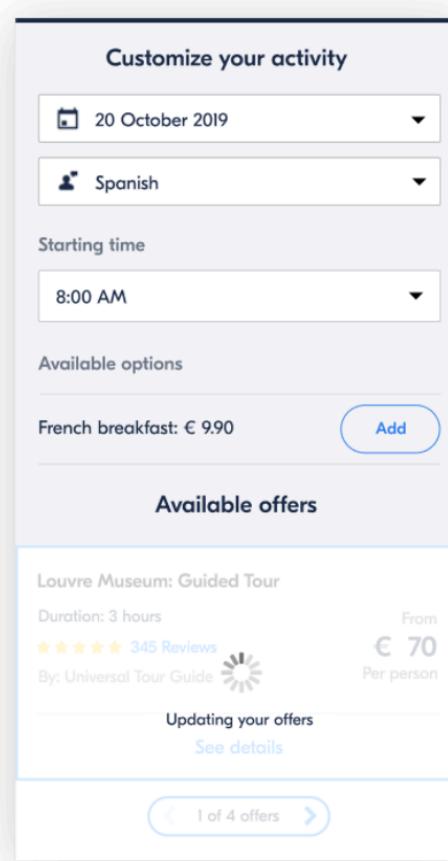
|                           |               |
|---------------------------|---------------|
| Adults: 1 x € 75          | € 84.9        |
| French breakfast included |               |
| <b>Total price</b>        | <b>€ 84.9</b> |

[Add to cart](#)

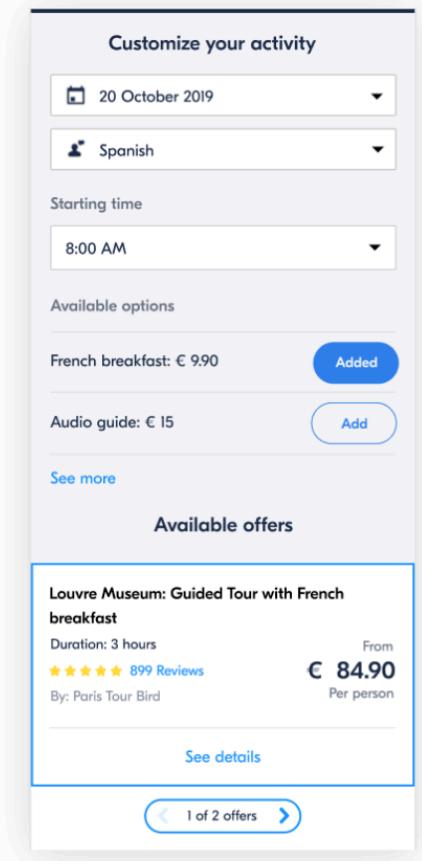
Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.



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 |               |
| <b>Total price</b>        | <b>€ 84.9</b> |

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

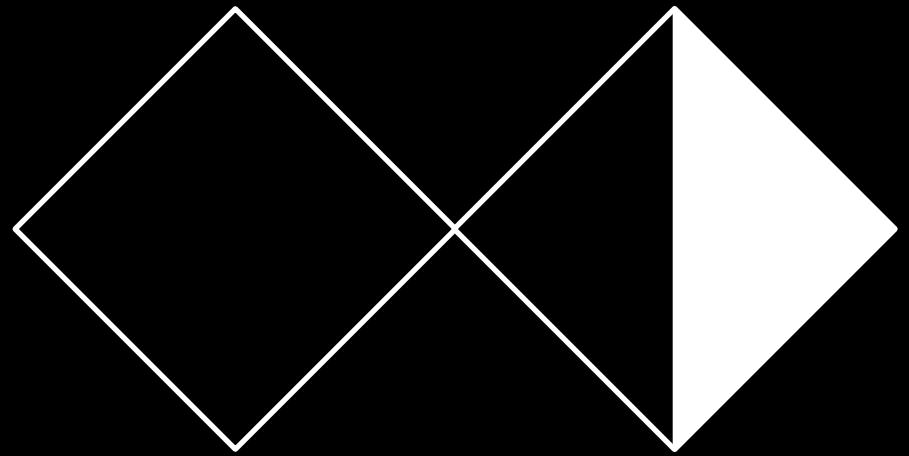
Fresh fruit salad, freshly squeezed orange juice with coffee or tea.

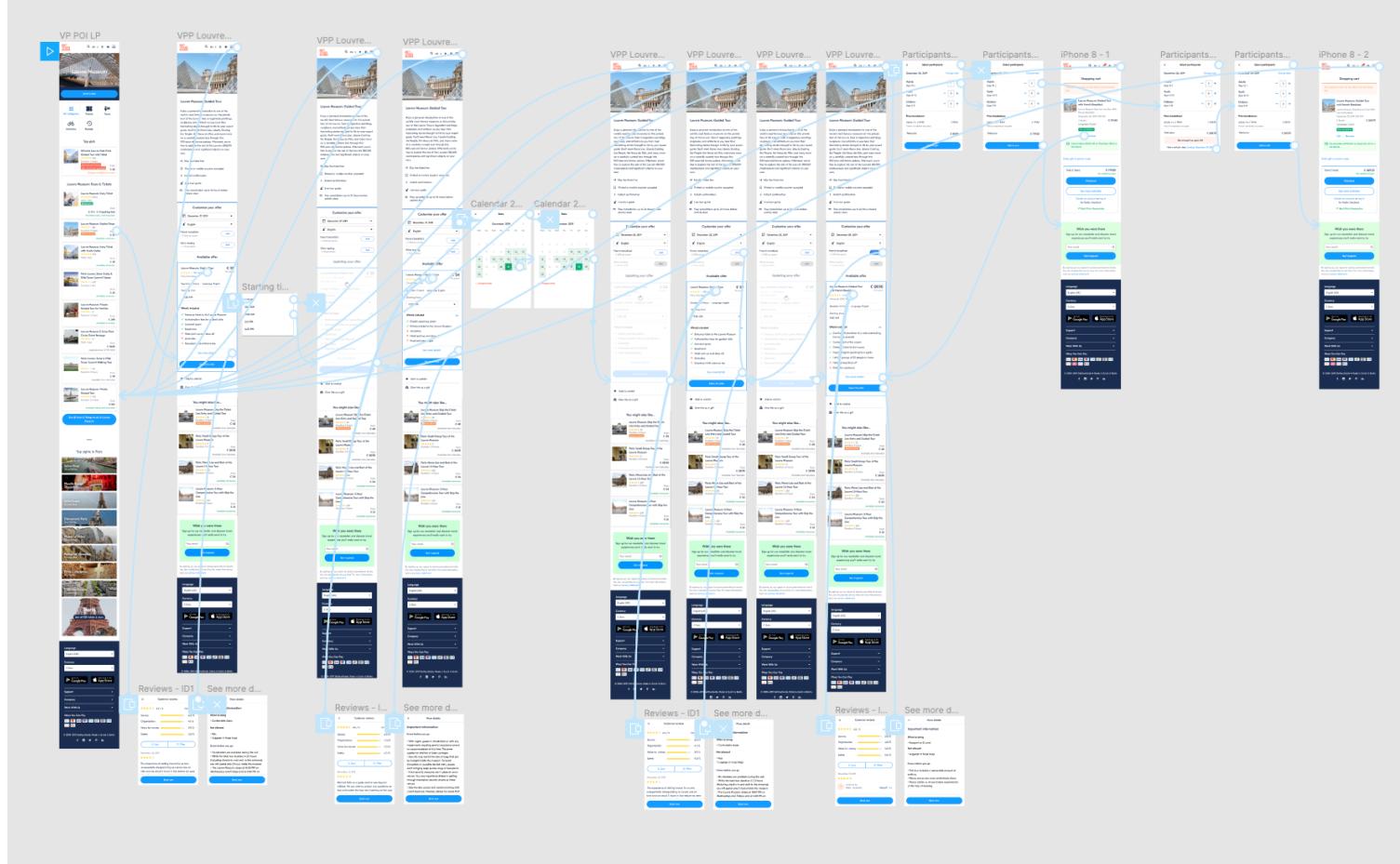
Audio guide € 15 per person Add

[See more](#)

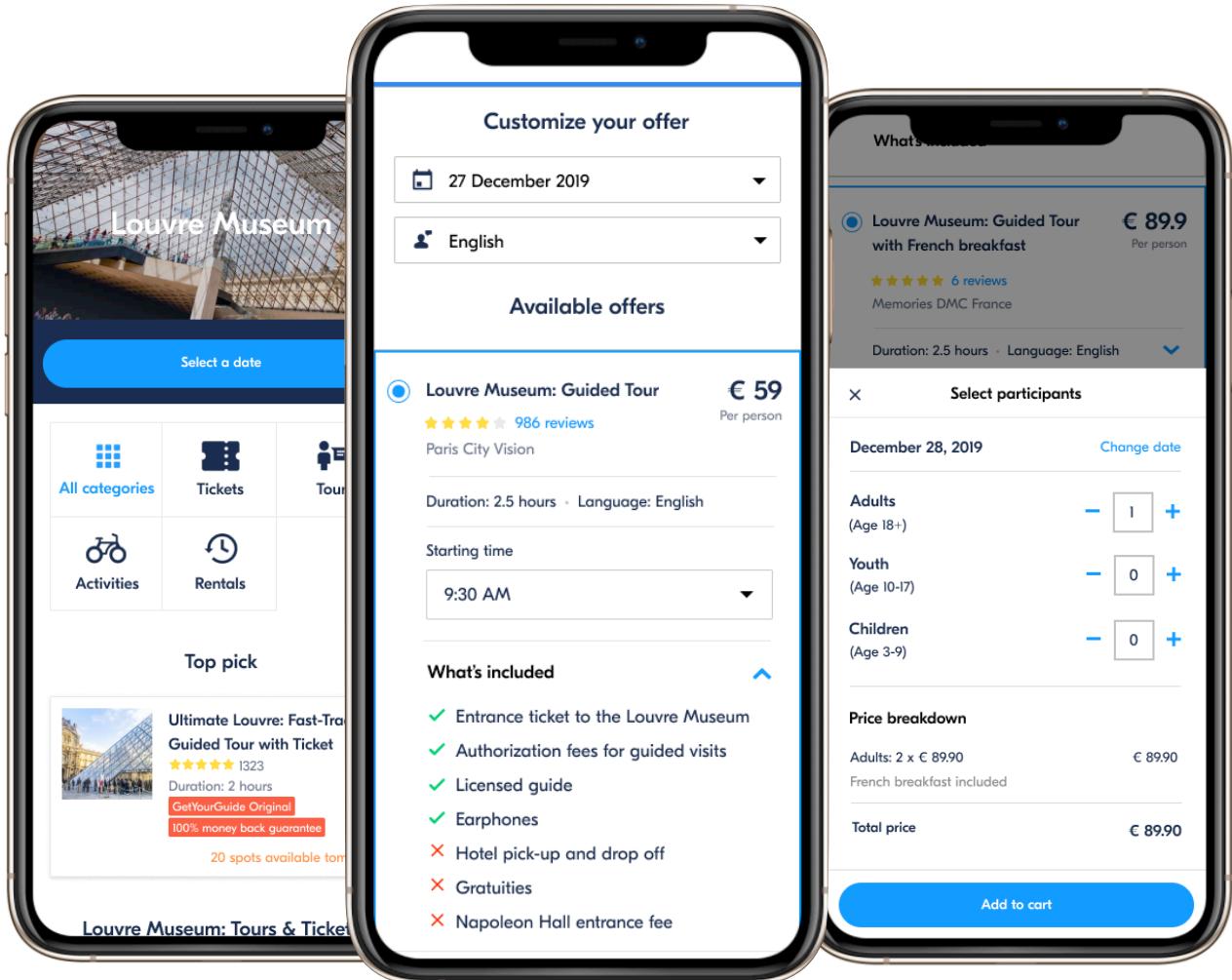
This state shows the small description opened.

# 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:  |
|---|
| <b>Configurator and how it works:</b><br>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.  |
| <b>Title:</b><br>Will be displayed at the VP level.   |
| <b>Price:</b><br>Will be displayed at the activity level.   |
| <b>Reviews:</b><br>Will be displayed at the activity level.   |
| <b>Duration:</b><br>Will be displayed at the activity level.  |
| <b>Starting time:</b><br>The starting time options displayed is a <b>collection of all the available times</b> returned for all the options for the virtual product.<br><br>The starting time should be ordered by ascending.<br><br>If there <b>are</b> no starting time involved, do not display the starting time section.<br><br>If the same starting time is offered in multiple options, <b>show the one with the highest CR?</b> |
| <b>What's included:</b><br>Will be displayed at the activity level.<br><br>Content-wise no changes with the current 'includes'.   |

Customize your activity

20 October 2019

English

Adult x 1

Louvre Museum: Guided Tour Total price € 65

Language: English Duration: 2 hours

★★★★★ 1198 Reviews

Starting time

9:00 AM 10:00 AM 11:00 AM

What's included

Price breakdown

Adult 1 x € 65 (Age 18+)

Add to cart

Prepare for the activity

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?**



### Customize your activity

20 October 2019  
English  
1 adult

**Louvre Museum: Guided Tour** Total price **€ 65**  
Language: English Duration: 2 hours  
★★★★★ 1198 Reviews  
Starting time: 9:00 AM, 10:00 AM, 11:00 AM  
What's included  
Price breakdown: Adult 1 x € 65 (Age 18+)  
Add to cart

### Prepare for the activity

Full description, Meeting point, Important information

**Add to wishlist**, **Give this as a gift**, **Read more**, **You might also like**, **See more reviews**

★★★★★  
The museum is definitely a must see. I asked for an Italian tour guide for my husband. Our tour guide, Felix, was amazing. His mastery of the Italian language was at the very least impressive. He was knowledgeable about ...  
Josephine \* United States \* 5 August 2018  
Was this helpful? Yes

**Organized by**: BusTravel Iceland, **Product ID:** 124982

- Photos, short description, and highlights** for each VP are curated
- Elements are **fixed** and common to all underlying VP options

- Starting times, languages, and dates** will be an aggregation of all underlying VP options
- Duration, price, review count, what's included** **may change** if option changes

- Full description, meeting point, important info, reviews, and supplier** are specific to the activity of the current option displayed
- Will change** if option changes

**~25% fewer**  
availability error

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

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

## VADP\* - Virtual Activity Detail Page



VADPs reduced unavailability errors by 25%.

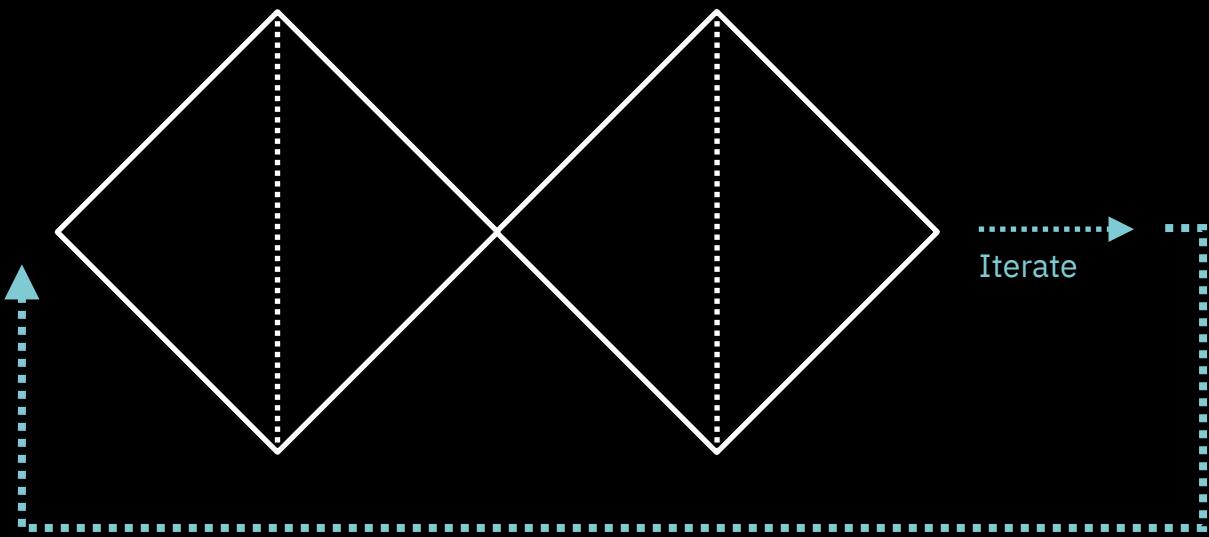


People want transparency and control, especially when it comes to price.

"When I change time, [price] changes... **huge confusion**. The price has gone to 68 pounds. I would've guessed it was based on availability... it feels sales-y... I don't like the idea that price changes on availability." - P4

**"It's deceiving...** One of the reasons I chose this tour was reviews, price, and duration... the moment I click on the [activity card] I let my guard down and I trust that what I click is what I wanted... **I'd be very annoyed...**" - P7

# Iteration



# Virtual Activity Attributes

# Decision making model (backed research)

- ↪ What are ways to POI/experience a destination?
- ↪ How do my options differ in value and price?
- ↪ Can I trust this offering and GYG?
  - ↪ Does it meet my preferences?
  - ↪ Does this match my travel schedule?
  - ↪ Does it fit my budget?

# Primary attributes

Attributes impacting the experience AND cost of an activity. Split into separate VAs to allow users to make the right value tradeoff before proceeding to the next step.

## Answering

↳ What are ways to experience a POI?

↳ How do they differ in value and price?

↳ Does it fit my budget?

| Tickets   | Guided Tours  |
|---|---|
| <ul style="list-style-type: none"><li>• Category</li><li>• Access level/sub-POIs + access mode</li><li>• Meal inclusions (e.g. with dinner)</li><li>• Time of day (e.g. sunrise, sunset)</li><li>• <i>Skip the line</i></li></ul> | <ul style="list-style-type: none"><li>• GYG Originals</li><li>• Category</li><li>• Access level/sub-POIs + access mode</li><li>• Private tour</li><li>• Transport included</li><li>• <i>Skip the line</i></li></ul> |

# Configurations

More nuanced and granular decisions drivers customizing the experience. Will be aggregated into one VA.

## Answering

↳ Does it meet my preferences?

↳ How do my options differ in value and price?

| Tickets  | Guided Tours  |
|--|---|
| <ul style="list-style-type: none"><li>• Validity</li><li>• Timed entry</li></ul> | <ul style="list-style-type: none"><li>• Language</li><li>• Duration</li><li>• Group size</li><li>• Start time</li></ul> |

# Add-Ons

Enhancements to the experience, non-critical in decision making. Will be aggregated into one VA.

## Answering

- ↳ How do my options differ in value and price?
- ↳ Does it meet my preferences?

| Tickets   | Guided Tours   |
|---|--|
| <ul style="list-style-type: none"><li>• Audio Guide</li></ul> | <ul style="list-style-type: none"><li>• Transportation</li></ul> |

# GYG USPs

Benefits supporting our brand and value proposition. We propose to standardize these for all activities.

- **Mobile voucher**
- **Instant confirmation**
- **Flexible cancellation\***
- **Skip the line\***

## Answering

↳ Can I trust this offering and GYG?

↳ Does it meet my preferences?

\* The number of "exceptions" is small (non flexible cancellation, non STL) -- therefore we are trying to prune these from our inventory to reduce the result set.

# Booking configurations

Selections mapping the activity to the individual trip details. We propose to standardize these by VA.

## Answering

- ↳ Does this match my travel schedule?
- ↳ Does it fit my budget?

| Tickets  | Guided Tours   |
|--|--|
| <ul style="list-style-type: none"><li>● Participants</li><li>● Dates</li><li>● Language (if Audio Guide)</li><li>● Starting time (timed entry)</li><li>● Price</li></ul> | <ul style="list-style-type: none"><li>● Participants</li><li>● Dates</li><li>● Language</li><li>● Starting times</li><li>● Price</li></ul> |

Decision  
making  
process

+

Activities'  
Attributes

→

Progressive  
disclosure

## Search Page

- ↳ What are ways to experience a POI?
- ↳ How do my options differ in value and price?

### Primary attributes

Configurations (TBD)

### Add-ons

### Key details

### Includes

Configurations (TBD)

Add-ons (TBD)

## Detail Page

- ↳ Can I trust this offering and GYG?
- ↳ Does it meet my preferences?

### USPs

## Booking Assistant

- ↳ Does this match my travel schedule?
- ↳ Does it meet my preferences?
- ↳ Does it fit my budget?

### Trip details

### Configurations

### Add-ons

### Time

**Louvre: Entry Ticket**

- Skip the ticket line
- Audio guide available
- From €20 per person

4.1 (317)

**Louvre: Guided Tour**

- Duration: 2 hours
- Skip the ticket line
- From €65 per person

4.8 (692)

100% money back guarantee

**Stay flexible**

Free cancellation on all of our activities up to 24h in advance.

**Louvre: Guided Tour**

- Duration: 0.5-3 hours
- Skip the ticket line
- From €38 per person

4.1 (317)

# Virtual Activity Card

## User need

Understand options to experience the POI and the difference/value between the options.

## Show

- Primary attributes
- Configuration options (tbd)
- Add-on options (tbd)
- GYG USPs
- Includes

## Louvre: Entry Ticket

4.1

317 reviews

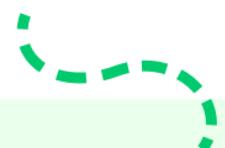
From  
€39.99  
per person

Visit the world-famous Louvre Museum with skip-the-ticket-line entry. Visit the masterpieces of the Louvre Museum, one of the most popular tourist destinations in the world... [Read more](#)

### Key details



- Private Group
- Save time: Skip the ticket line
- Duration: 2.5 hours
- Audioguide available
- Printed or mobile voucher accepted
- Instant confirmation
- Free cancellation up to 24h in advance



### Includes

- Skip-the-ticket-line Louvre Museum entrance
- Audio guide in the Louvre Museum is included, if the option is selected
- Practical guidance
- Priority access
- Hotel pickup and drop-off

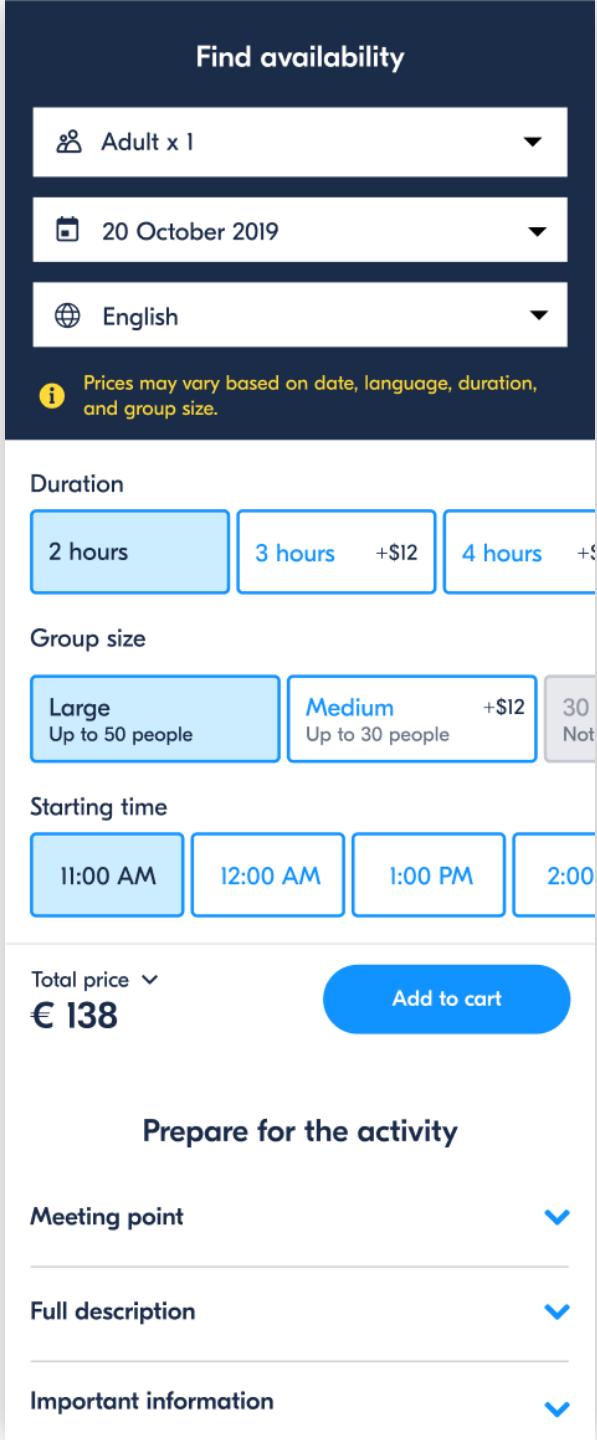
# Virtual Activity Page

## User need

Get more details on what I get. Get confirmation and gain confidence in the choice and GYG.

## Show

- Highlight blurb
- Key details
  - Primary attributes
  - Configuration and add-on options (tbd)
  - GYG USPs
- Includes



# Booking Assistant

## User need

Map activity to my travel details, itinerary, and personal preferences.  
See the total price.

## Show

- Primary selection (hard criteria)
  - participants, dates, and languages
- Secondary selection (soft criteria)
  - duration, group size, audio guide
- Tertiary selection (flexible):
  - starting time

# Curation

# Curation results

Adding group size, duration and audio guide to the list of aggregation into one virtual activities has rendered the following results:

| POI          | Old results | New results |
|--------------|-------------|-------------|
| Eiffel Tower | 19          | 6           |
| Alhambra     | 69          | 25          |
| Colosseum    | 93          | 51          |

Using this curation logic we also saw a visible difference in the first 12 results of each POI LP/SRP.

# Louvre

## Old world (9)

Louvre: Entry Ticket  
From €20 per person

Louvre: Entry Ticket  
From €41 per person

Louvre: Guided Tour  
From €99.90 per person

Louvre: Guided Tour  
From €38 per person

## New world (4)

Louvre: Entry Ticket  
From €20 per person

Louvre: Guided Tour  
From €65 per person

Louvre: Guided Tour  
From €38 per person

Louvre: Private Tour for Families  
From €38 per person

Primary attribute: **Category**  
2 options

Primary attribute: **Originals**  
1 option

Universal USP

Primary attribute: **Category**

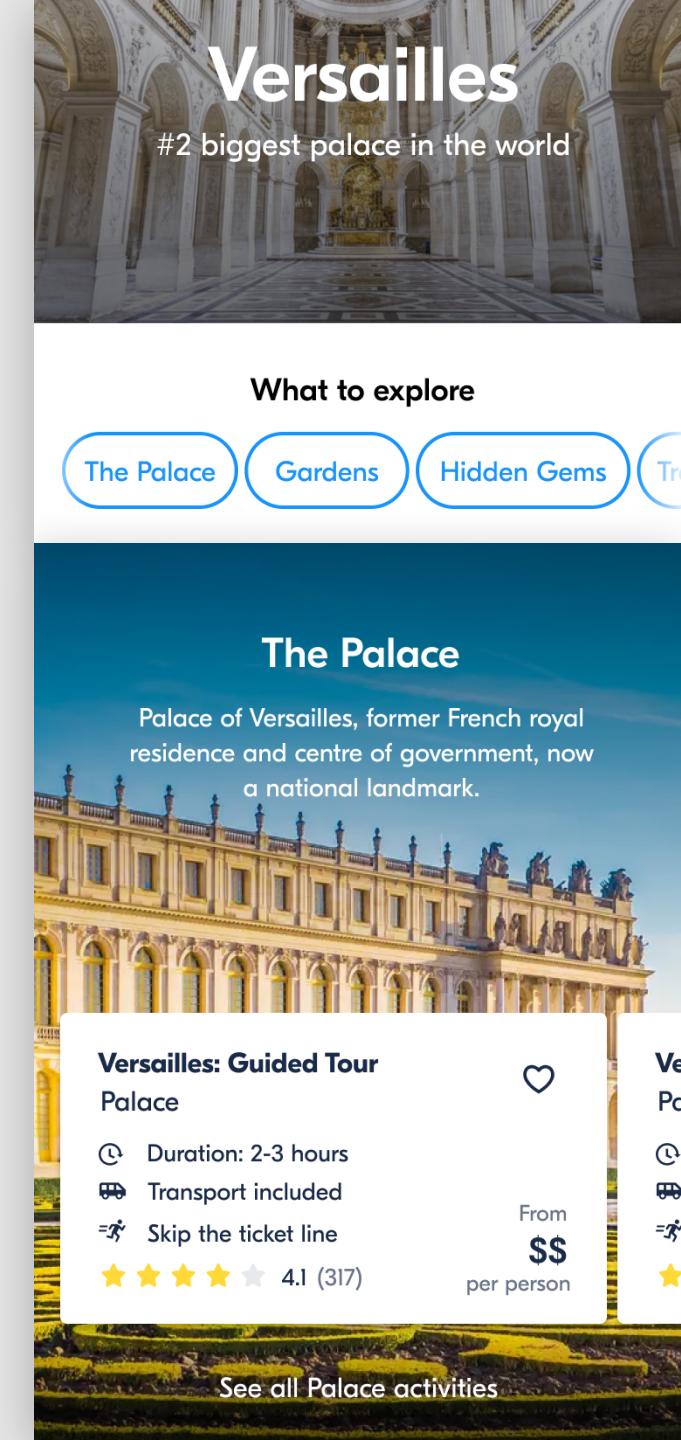
- 3 duration options (1, 2, 3 hours)
- 2 group size options (small, regular)

Primary attribute: **Private Tour**

- 1 option

More ways to group attributes to reduce complexity for users

- Collections
- Filters



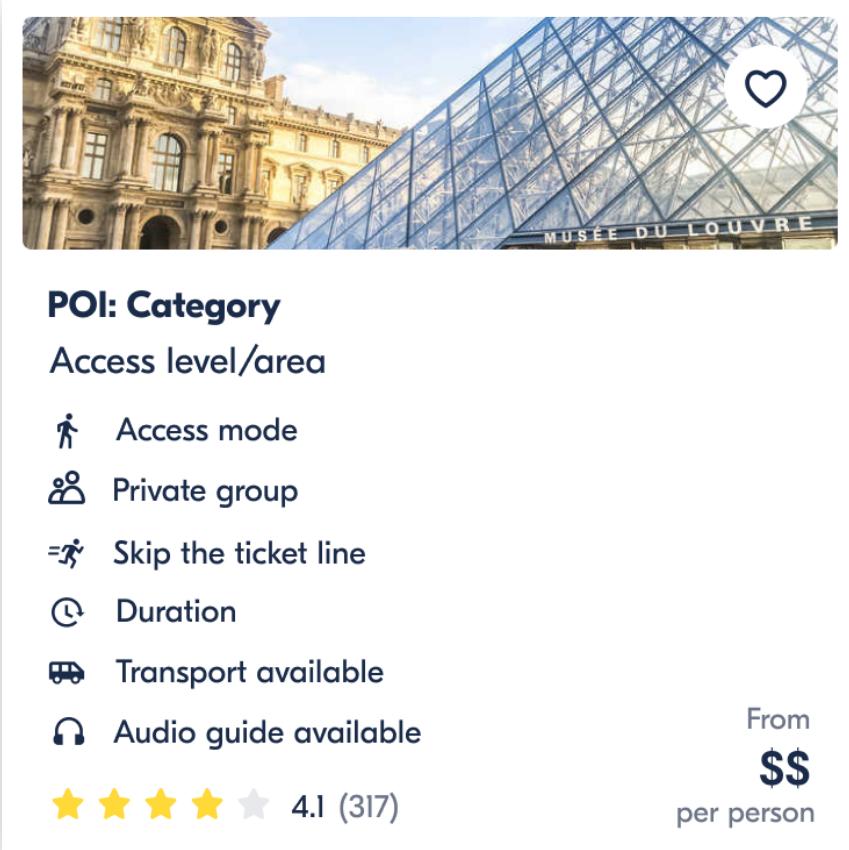
# Virtual Activity Cards

# Components

The image displays a collection of travel tour components from VAC Tours, arranged in a grid. The components include:

- Louvre: Guided Tour**
  - Duration: 2-4 hours
  - Small to large groups
  - Skip the ticket line
  - From \$5 per person
  - 4.1 (317) reviews
- Alhambra: Private Guided Tour**
  - Audioguide included
  - Duration: 3 hours
  - From €336 per person
  - 4.1 (317) reviews
- virtual-activity-card**
  - Alhambra: Private Guided Tour
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - Available for today and tomorrow
  - 4.1 (317) reviews
- virtual-activity-card**
  - G-Originale
  - Alhambra: Private Guided Tour
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - Free cancellation up to 5 days ahead
  - From €336 per person
  - Available for today and tomorrow
  - 317 reviews
  - 4.1 (317) reviews
- virtual-activity-card**
  - G-Originale
  - Alhambra: Private Guided Tour
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - Available for today and tomorrow
  - 317 reviews
  - 4.1 (317) reviews
- virtual-activity-card**
  - Alhambra: Private Guided Tour
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - Available for today and tomorrow
  - 317 reviews
  - 4.1 (317) reviews
- St. Lucia Boat Safari and Endoneni Wild Cat Private Day Tour**
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - 4.1 (317) reviews
- St. Lucia: Boots-Safari und private Tagestour zu den Wildkatzen von Em**
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - 4.1 (317) reviews
- St. Lucia: Boots-Safari und private Tagestour zu den Wildkatzen von Em**
  - Alcazaba, Generalife Palace, Gardens, & Nasrid Palaces
  - Access by: Elevator
  - Duration: 3 hours
  - Skip the ticket line
  - Regular Group: 30 people max
  - Audioguide included
  - Bus transport with pickup included
  - From €336 per person
  - 4.1 (317) reviews

# Information architecture



## Primary attributes

- access level (show)
- access mode (show)
- private group (show)
- STL (show)

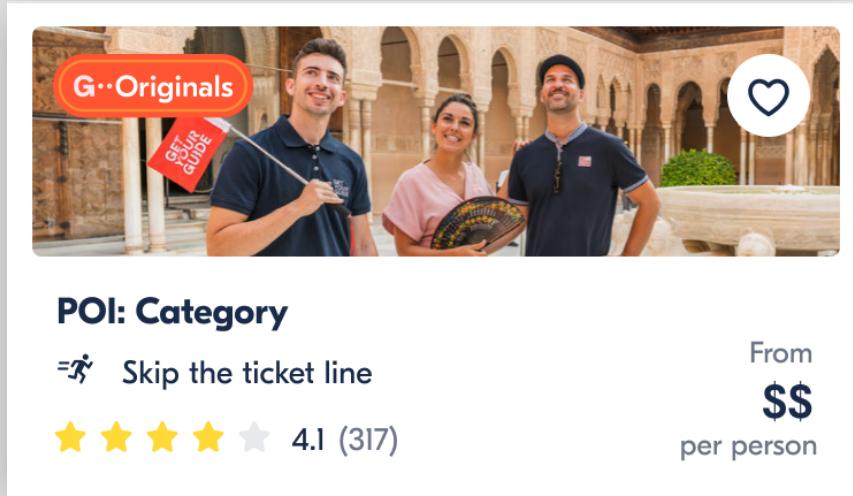
## Configuration

- duration range (show or hide tbd)
- group size (show or hide tbd)

## Add-ons

- audio guide (show)
- transportation (show)

# Design Principles



- Universal card design across all touch points (lists, collections) for usability
- Flexible in height, from space saving to max # of attributes
- Photo allows for dynamic treatment, e.g. no photo (collection) vs larger photo (bundles)
- Consistent price, label and wishlist position
- Applicable for all cards (VA + long tail)

# Example: Tickets



**Burj Khalifa: Ticket**  
124th, 125th, & 148th Floor  
 Skip the ticket line  
 4.1 (317) From **\$\$** per person



**Eiffel Tower: Ticket**  
1st level, 2nd level & summit  
 Access by: elevator  
 Skip the ticket line  
 4.1 (317) From **\$\$** per person



**Louvre: Ticket**  
 Skip the ticket line  
 Audio guide available  
 4.1 (317) From **\$\$** per person

# Guided Tours



**Louvre: Guided Tour**

-  Skip the ticket line
-  Duration: 2-4 hours

From  
\$\$  
per person

 4.1 (317)



**Louvre: Private Guided Tour**

-  Private group
-  Skip the ticket line
-  Duration: 2-4 hours

From  
\$\$  
per person

 4.1 (317)



**Versailles: Guided Tour**

**Palace & Gardens**

-  Transport included
-  Skip the ticket line
-  Duration: 2-3 hours

From  
\$\$  
per person

 4.1 (317)

ARMANDO AFFONSO

# Virtual Detail Page

# VADP (Ticket)

## Primary information (aggregated on VA level)

- photos
- title
- reviews
- price
- highlight
- key details
- includes/excludes

## Secondary information (varying by option)

- meeting point (show later?)
- important info (show later?)
- full description (remove for tickets & tours)

The screenshot shows a travel booking website for a 'Louvre: Entry Ticket'. At the top, there's a navigation bar with 'GET YOUR GUIDE' and various icons. Below it is a large image of the Louvre Museum at night, featuring its iconic glass pyramid. The main title is 'Louvre: Entry Ticket' with a price of 'From €39.99 per person'. It has a rating of 4.1 from 317 reviews. A brief description mentions skip-the-ticket-line entry and masterpieces of the Louvre Museum. There are sections for 'Key details' (Private Group, Save time: Skip the ticket line, Duration: 2.5 hours, Audioguide available, Printed or mobile voucher accepted, Instant confirmation, Free cancellation up to 24h in advance) and a 'Read more' link.

This screenshot shows a detailed view of the ticket options. It starts with a 'Includes' section listing skip-the-line entrance, an audio guide, practical guidance, priority access, and priority access. It then moves to a 'Find availability' section where users can select 'Adult x 2' and '20 October 2019'. A note states that prices may vary based on date, language, duration, and group size. Below this are sections for 'Audioguide option' (Regular Ticket -\$12, Ticket with Audioguide), 'Audioguide Language' (English), 'Entrance time' (11:00 AM, 12:00 AM, 1:00 PM, 2:00 PM), and a summary of the total price '€ 127.98' with an 'Add to cart' button.

This part of the interface is titled 'Prepare for the activity'. It includes sections for 'Meeting point', 'Full description', and 'Important information', each with a dropdown menu. Below these is a 'Recommended for you' section showing a thumbnail of the Eiffel Tower and a 'Eiffel Tower: Entry Ticket' listing. To the right, there's a 'Customer reviews' section with a 4.5/5 rating from 1197 reviews, followed by breakdowns of service, organization, value for money, and safety scores.

# Booking Assistant

# Decision making model in BA

- **Primary selection** (hard criteria): in order of importance: participants, dates, and languages, these are set up once and not touched again by users (ideally)
- **Secondary selection** (soft criteria): in order of importance: duration, group size, audio guide
- **Tertiary selection** (flexible): starting time, only show starting times available for suppliers that meet the above criteria

# Tour V1: duration + group (everything at a glance)

VADP

Find availability

Adult x 2

20 October 2019

English

Prices may vary based on date, language, duration, and group size.

Duration

2 hours    3 hours +\$12    4 hours +\$12

Group size

Large Up to 50 people    Medium Up to 30 people +\$12    Small Up to 15 people

Starting time

11:00 AM    12:00 AM    1:00 PM    2:00

Total price ▾  
€ 170

Add to cart

VADP

Find availability

Adult x 2

20 October 2019

English

Prices may vary based on date, language, duration, and group size.

Duration

2 hours    3 hours    4 hours

Group size

Large No limit    Medium Up to 25 people    Small Up to 15 people

Starting time

11:00 AM    12:00 AM    1:00 PM    2:00

Total price ▾  
€ 170

Add to cart

times

| Close                        | Price breakdown |
|------------------------------|-----------------|
| Adult 2 x € 65 (Age 18+)     | € 130           |
| Children 2 x € 20 (Age 7-10) | € 40            |
| <b>Total price</b>           | <b>€ 170</b>    |

Add to cart

# Tour V2: duration + group (dropdowns)

VADP

Find availability

Adult x 2

20 October 2019

English

Prices may vary based on date, language, duration, and group size.

Duration

2 hours

Group size

Large (up to 50 people)

Starting time

11:00 AM    12:00 AM    1:00 PM    2:00

Total price **€ 170**

Add to cart

times

**Duration**

Select the tour duration

2 hours    3 hours  
+\$12/person    4 hours  
+\$36/person

**Highlights: 2-hour Guided Tour**

This tour will take the entire family on a journey of discovery through the Louvre. Explore the museum's collection of Egyptian antiquities, Greek sculpture, Italian paintings and large-format works by French painters, and learn the secrets behind its most famous artworks.

Select

times

**Group size**

Select the group size

Large  
From 25 people    Medium  
Up to 25 people  
+\$12/person    Small  
Up to 15 people  
+\$36/person

Select

times

**Price breakdown**

|                              |              |
|------------------------------|--------------|
| Adult 2 x € 65 (Age 18+)     | € 130        |
| Children 2 x € 20 (Age 7-10) | € 40         |
| <b>Total price</b>           | <b>€ 170</b> |

Add to cart

# Ticket with audio guide

VADP

### Find availability

Adult x 2

20 October 2019

i Prices may vary based on date, language, duration, and group size.

Audioguide option

Regular Ticket

Ticket with Audioguide +\$12

Entrance time

11:00 AM 12:00 AM 1:00 PM 2:00

Total price € 170

Add to cart

VADP

### Find availability

Adult x 2

20 October 2019

i Prices may vary based on date, language, duration, and group size.

Audioguide option

Regular Ticket -\$12

Ticket with Audioguide

Audioguide Language

English

Entrance time

11:00 AM 12:00 AM 1:00 PM 2:00

Total price € 170

Add to cart

Audioguide Language

[Close](#) Audioguide Language

English

Spanish

Italian

French

German

Japanese

Korean

Select

# Ticket with no Audio guide (with and without timed entrance)

VADP

Find availability

Adult x 2

20 October 2019

*Prices may vary based on date, language, duration, and group size.*

Entrance time

11:00 AM    12:00 AM    1:00 PM    2:00

Total price ▾  
€ 170

Add to cart

VADP

Find availability

Adult x 2

20 October 2019

*Prices may vary based on date, language, duration, and group size.*

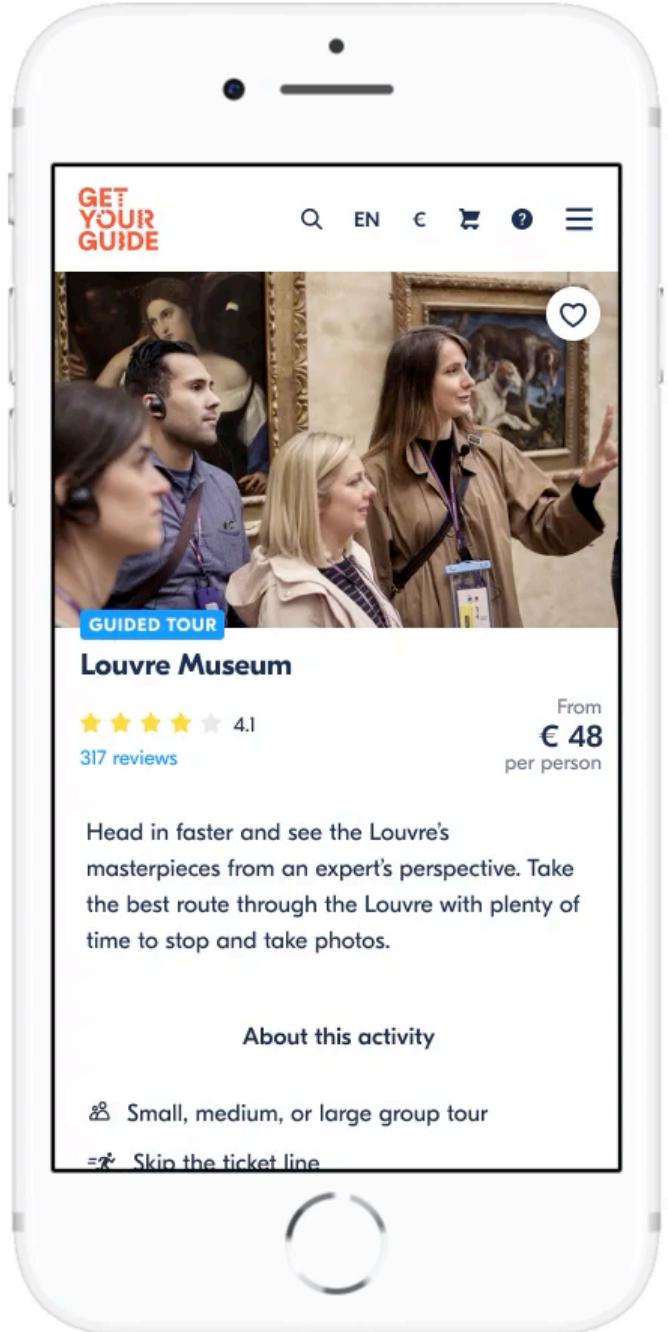
Total price ▾  
€ 170

Add to cart

# User Research

# Risky assumptions / what to validate with UXR

- Should we display configuration options on cards and/or in key details?
  - Do we need to explain the differences between duration?
    - only relevant for a very small set of POIs, such as Louvre
- Should we display add-on options on cards and/or key details?
- How little/how much information do we need to display on the configuration for people to make a decision and trust our offering
- **BA Do people need a price breakdown in the BA?**
- **BA Do people need price indicators on duration and group size selectors?**
- **BA What is the best configuration to preset? Cheapest price vs. most popular**



## VADP v2 Prototype

- New booking assistant configurators (duration, group size) for control
- Price per starting time
- Standardized page content
- Mobile-friendly components

## **Virtual activity cards**



**Visual cues** and **standardized titles** of the new virtual activity cards allowed users **to easily differentiate between activities on the search results pages (SRPs)**

## **Virtual activity detail pages**



The new **activity configurations** helped customers understand **dynamic pricing** and allowed them to **find and select** the right activity for their needs, improving the booking process

Thanks