

# GetYourGuide Virtual Products

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



## GetYourGuide

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

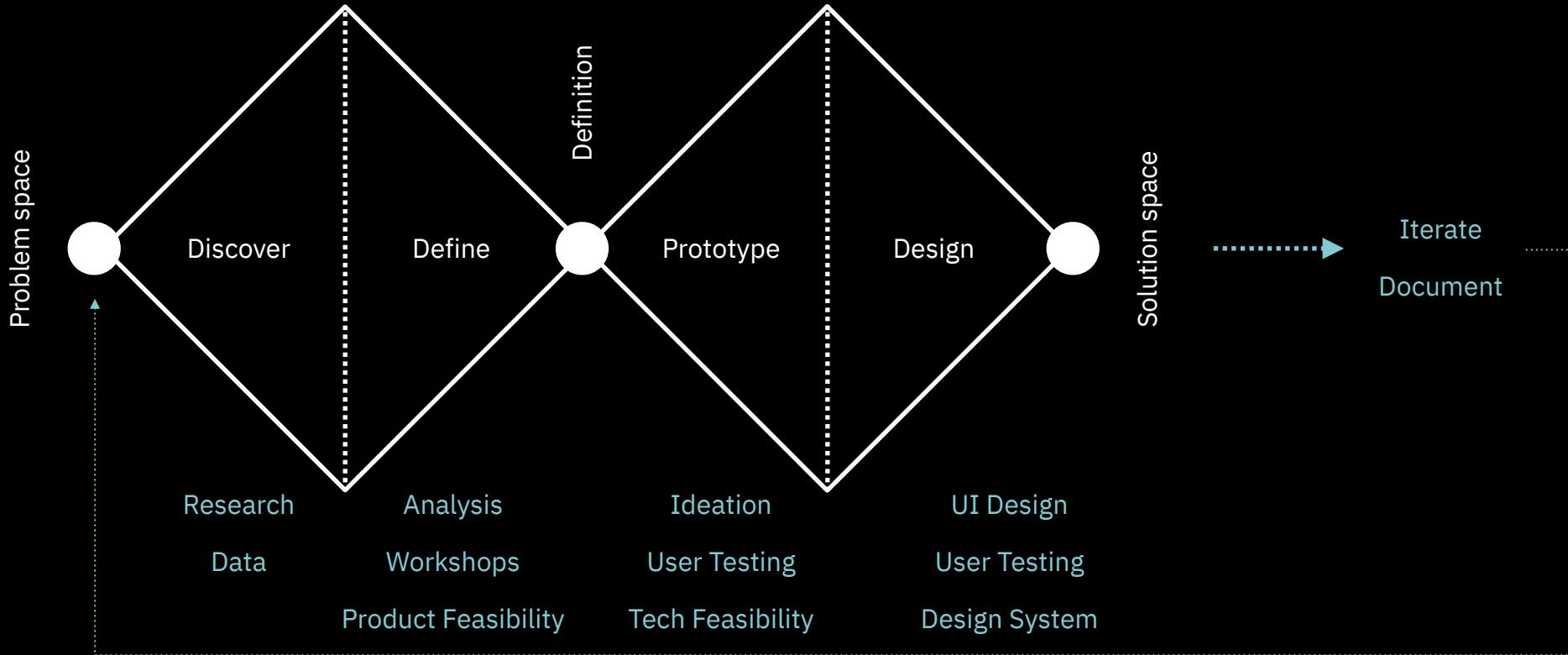
Currently, I'm the lead product designer responsible for the Search and Discovery experience in all platforms (desktop, mobile web, and native apps).

## My role in this initiative and projects

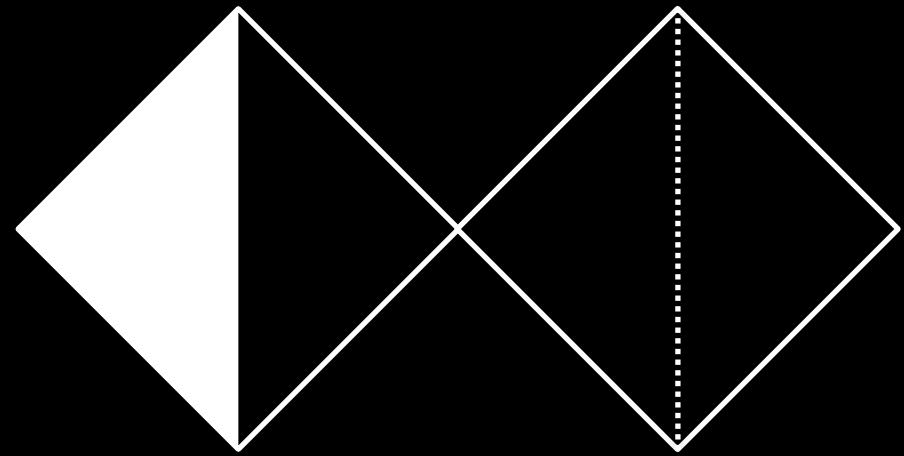
I'm the product design lead for the Search and Discovery experience. At GYG, the Search and Discovery experience consists of everything that happens throughout the customer journey in the platform. Currently, the Search and Discovery initiative has 3 mission teams: Search, Landing Pages, and Detail Pages.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

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

# Design Process



# Discover



# Framing the right problem

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

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

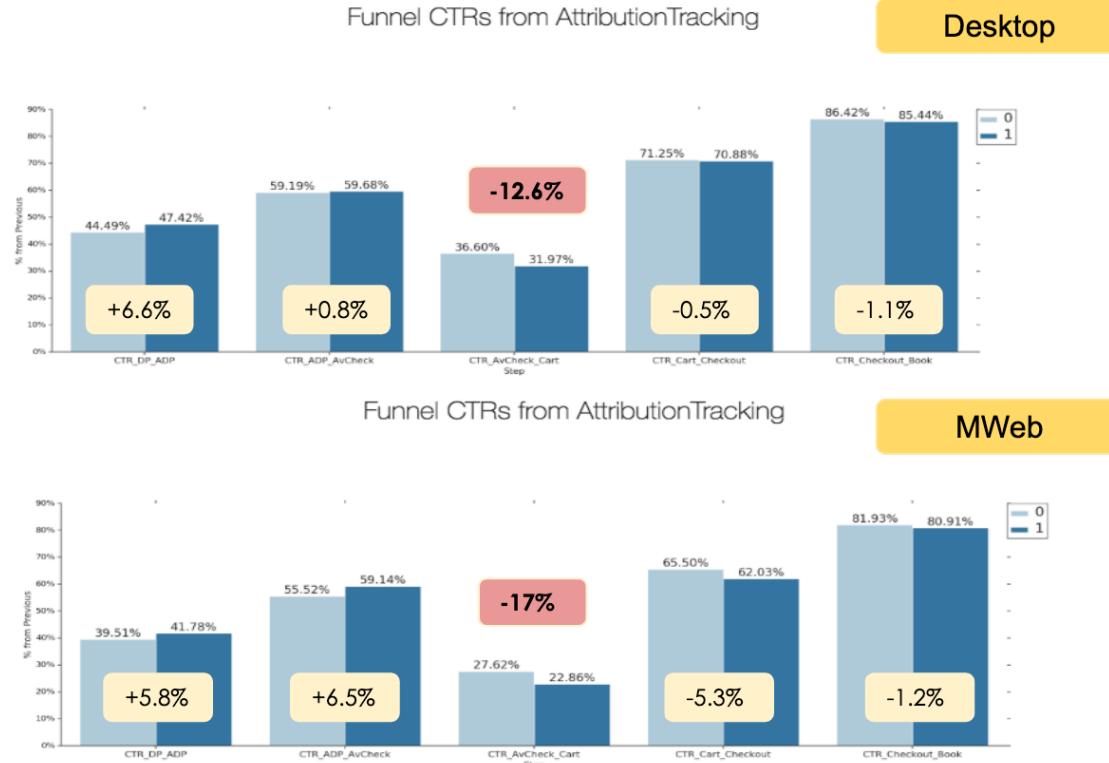
→ **Simplicity:** Helps me to easily find what I want

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

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

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

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



## Problem

**High customer drop-off after availability check.**

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

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

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

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

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

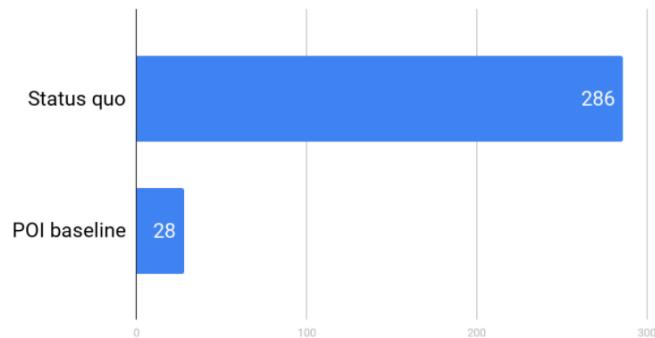
## 2. We recommend a Detail Page to user before we know the customer's dates or language preferences

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

## Vatican

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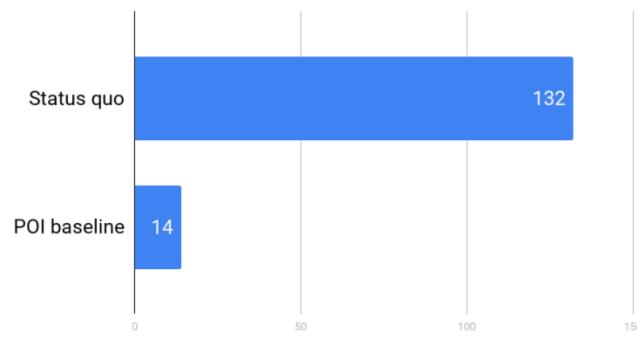
Comparison of activity count



## Alhambra

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Comparison of activity count



### 3. We restrict the number of activities for users

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

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

## Looking through multiple ADPs is...

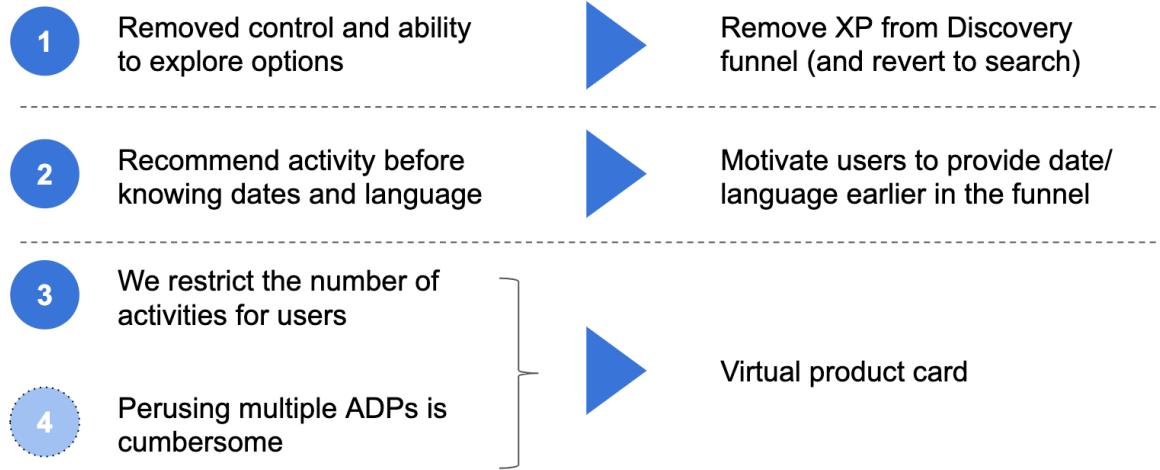
**Common:** median converted visitor checks 3 ADPs before deciding to convert ([data](#) from 2018). Each backtrack reduces CR by a factor of 3.

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

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

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

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



How might we tackle those problems?

Option	Impact		
	Customer experience	Company	Cost
Improved search/ filter experience on landing page (w/ existing activity IDs)	<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 have the highest impact, but also the highest cost**

**Option 1**

**Includes:**

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

**\$ 46,90 per person**

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

**Book now**

**Option 2**

**Includes:**

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

**\$ 72,90 per person**

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

**Book now**

**Option 3**

**Includes:**

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

**\$ 105,90 per**

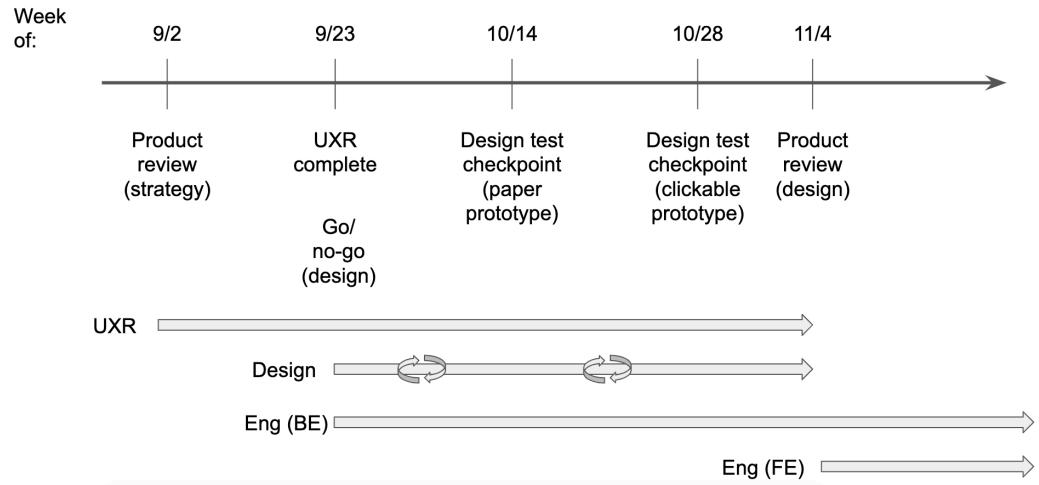
From 16th June to 17th June  
2 People  
French, German, Spanish

**Book now**

**See all**

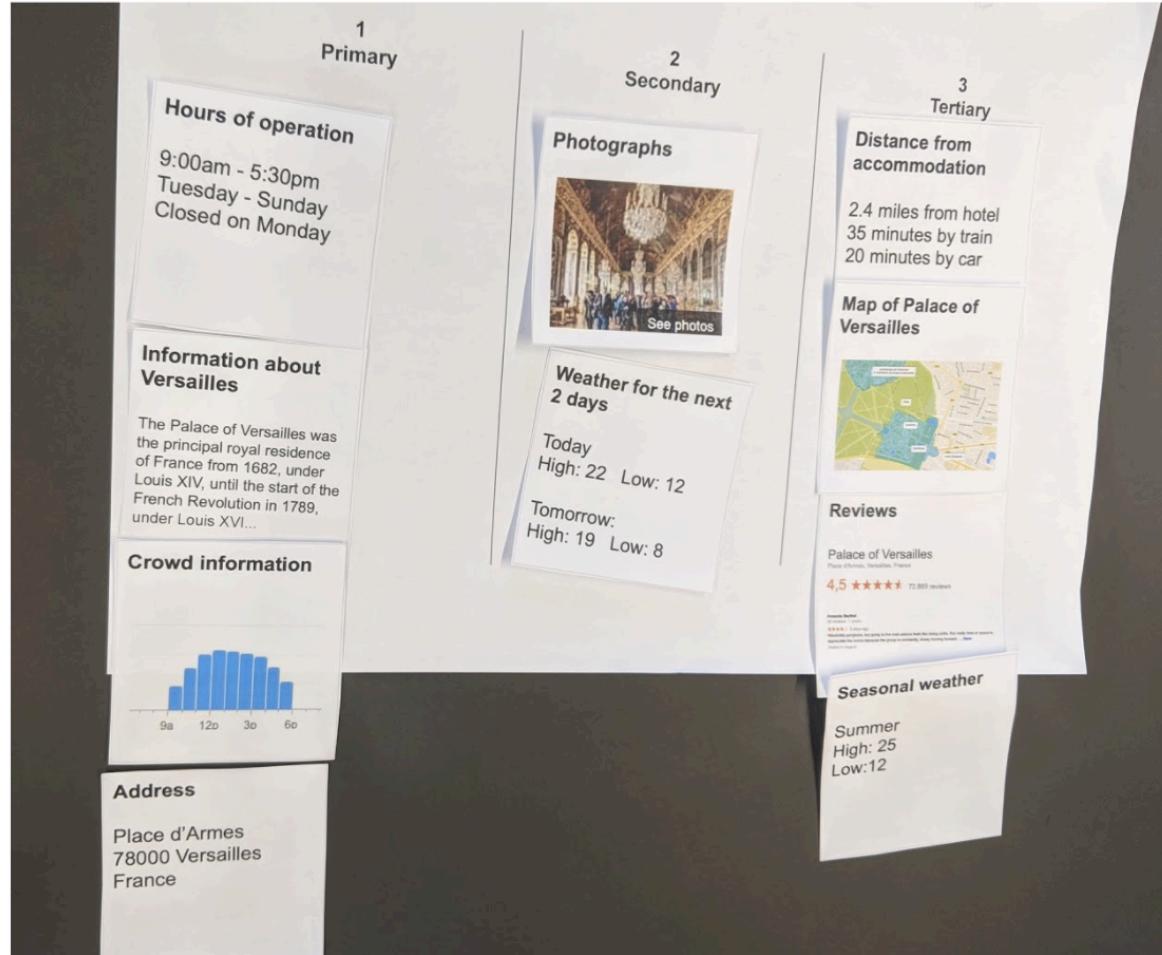
Availability: Virtual product page aggregates the availability from multiple suppliers.

ARMANDO AFFONSO



## Setting Schedules and Goals

# **Research and prototype testing**



## Card sorting

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

# Louvre

## Most important:

Hours of operation

Crowd information

Distance from accommodation

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

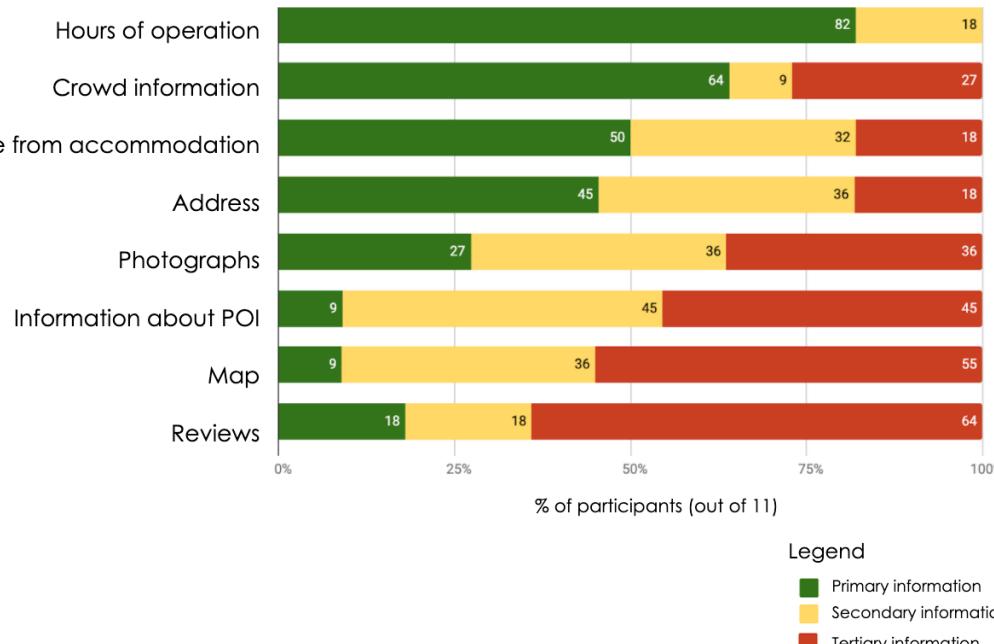
## Least important:

Map

Reviews

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

## Importance of information



# Results

**[Report] Setting the foundation for virtual products**

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

**Tickets**

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

**Options**

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

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

\* distinction isn't that clear for travelers

**Tours**

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

**Options**

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

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

\* distinction isn't that clear for travelers

**Tours**

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

**Locations**

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

**Validity**

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

**Group size**

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

**Family friendly**

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

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

**Transportation**

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

**Duration**

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

**Day / night (content differs)**

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

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

**Transportation**

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

**Duration**

Why it's considered an "option":  
"Not like I really need [an audio guide]. They are old ones [that] don't affect my decision to go." P1  
"I'm not going to go on a tour if it's not good." P2

**Supplier**

Why it's considered an "experience":  
"Wouldn't have any tour operators if it's better to purchase what they sell and make their options." P1  
"They would be option." P2

**Language**

Why it's considered an "experience":  
The Louvre is in another country. You can use the world. You have many language options. P1  
"It's really important [the mode of transportation]." P2

**Mode of transportation**

Why it's considered an "experience":  
"I think it's up to the tour or add other things -- [transport] is different." P1  
"I think this would be an option... it could see off drop down menu from [transport] included or excluded." P2

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

**Transportation**

Why it's considered an "option":  
When you're going to a private garden tour with a guide... P1  
It's not always... P2

**Duration**

Why it's considered an "option":  
"Every ticket will give you access to show or tour or visit as big part of the ticket." P1  
"It's not necessarily time related." P2

**Show & event**

Why it's considered an "experience":  
"Tour upgrade to add the tour or add other things -- [transport] is different." P1  
"Touring handles the ticket itself it's extra." P2

**Food & drink**

Why it's considered an "experience":  
"Tour upgrade to add the tour or add other things -- [transport] is different." P1  
"It feels like a specific type of tour you're looking for." P2

**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 booking a destination, the cancellation policy is very important since travelers are booking last minute. However, the context of the booking is also important. Weather is a factor (e.g., visiting the gardens of Versailles). Some travelers do research ahead of time. Like where to go, what to do, what to eat, etc. The likelihood to sell out or end of time for purchase is important to provide information to allow them flexibility in their travel.

"When I'm in Paris, we'll plan within a 24-hour time frame, so [the cancellation policy] can change. If there's a lot of [traveler] bookings for more than 3 or 4 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" [link]

**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 POI, many travelers are familiar with them and have already made up their mind about wanting to visit them before they search for specific details like opening hours, address, etc. Photos, reviews and information about the POI above are important for less popular POIs.

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

"With these huge crowds, you have 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' and standard icons for search, language, and menu.

**Screenshot 1: Home Screen**

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

**Screenshot 2: Experience Detail**

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

**Screenshot 3: Experience Details**

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

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

## What we tested

In both prototypes, we tested the following:

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

The image displays two wireframe prototypes side-by-side. On the left is the 'Landing page' for the Louvre Museum, featuring a dark header with 'GET YOUR GUIDE' and a search bar. Below it is a section titled 'Louvre Museum' with a placeholder image. A 'Filters' button is highlighted with a pink box. Below this is a box containing '8 experiences in Louvre Museum'. Two specific experiences are 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 shows the tour details: starting on 24 October 2019 at 9:00 AM, ending at 2:00 PM, duration 4 hours, and a mandatory bus transfer from Paris. An 'Add-ons' section is expanded, showing options like 'Hotel pickup' (+ €36) and 'Private tour' (+ € 491). The 'Louvre Museum: Guided Tour' experience from the landing page is also shown here with its review count of 1165.

Landing page

Virtual product page

Options

24 October 2019

Spanish

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

Starting time:  
9:00 AM 2:00 PM

Duration: 4 hours

Add-ons 1

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

Hotel pickup + €36

Private tour + € 491

Prototypes for the Louvre and Versailles usability studies

Rational and  
UX Writing  
logic

**12**  
prototypes

**3**  
Research  
sessions

**40h+**  
Videos

## Wireframe tests · Oct '19

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

### What we learned

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

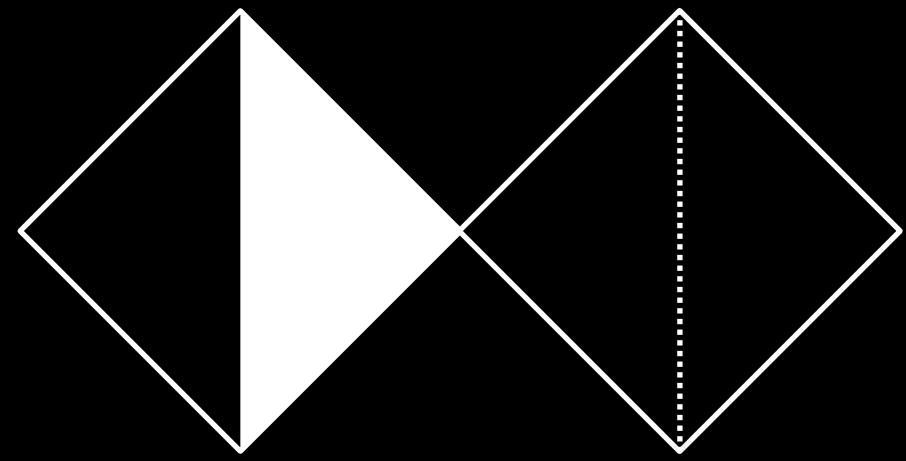
The wireframe shows a travel booking interface for the Louvre Museum. At the top, there's a header with 'GET YOUR GUIDE' and various navigation icons. Below the header, there's a large dark box with a small icon and the text 'Louvre Museum'. Underneath this are two buttons: 'Dates' and 'Filters'. To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

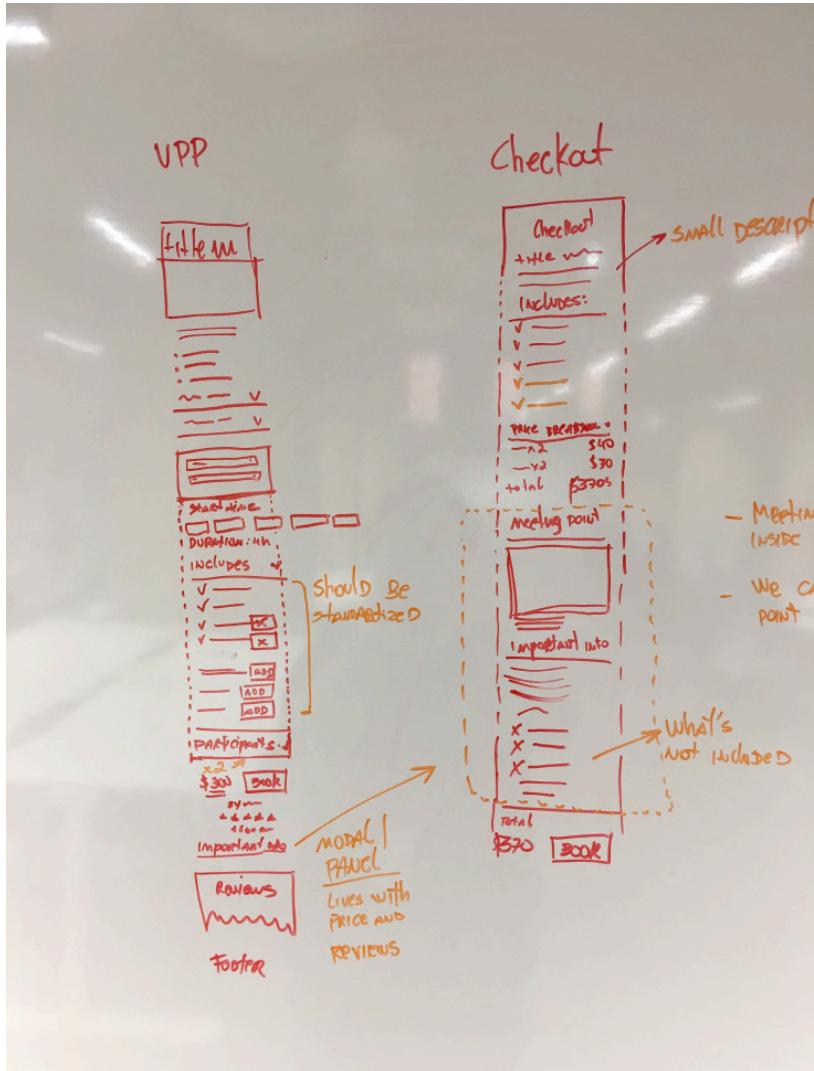
- Louvre Museum: Entry Ticket**: 5 stars, 9658 reviews, Bestseller, From € 20
- Louvre Museum: Guided Tour**: 5 stars, 1165 reviews, Likely to sell out, From € 61

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

## Learnings

# Define



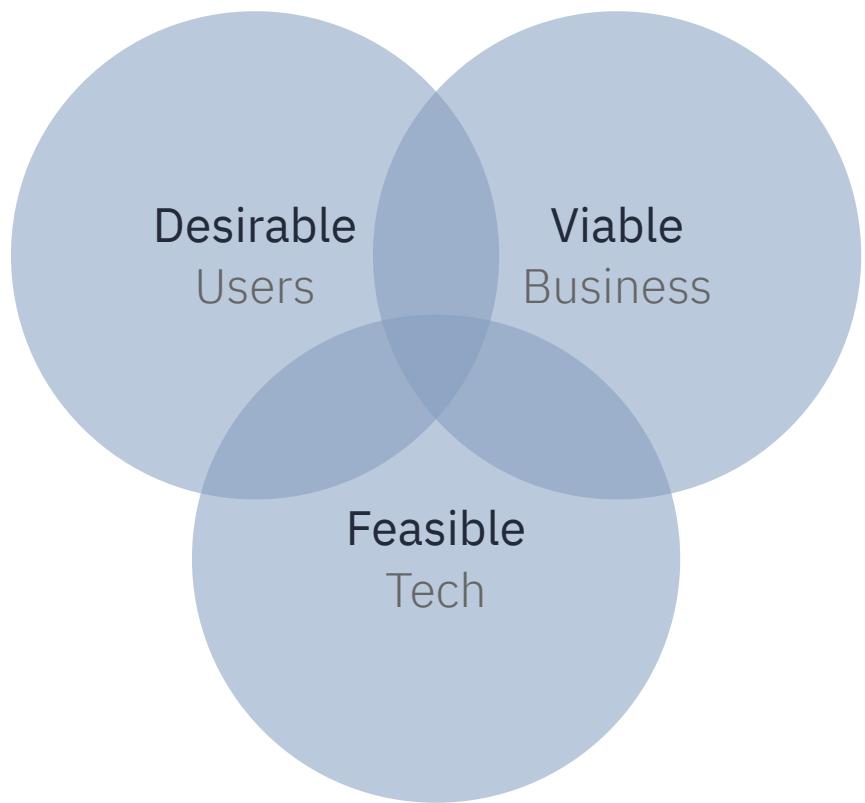


## Definition Workshop

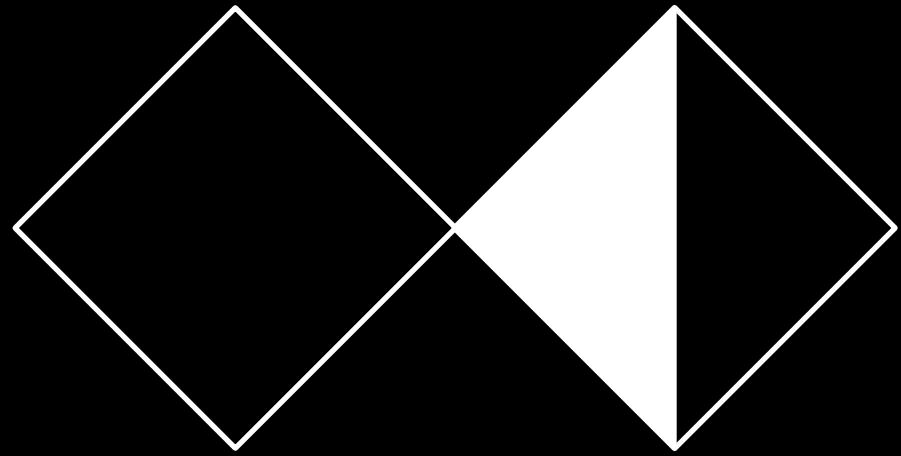
With the set of the most critical problems, the Development, Business, and Design teams met together for a definition session. This is one of the moments where we work collaboratively towards a unique goal.

# UX Writing: Curation

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



# Prototype



# UI/visual language and engineering effort calculation

## 1 Picking starting time & participants change to people

375 px

812 px

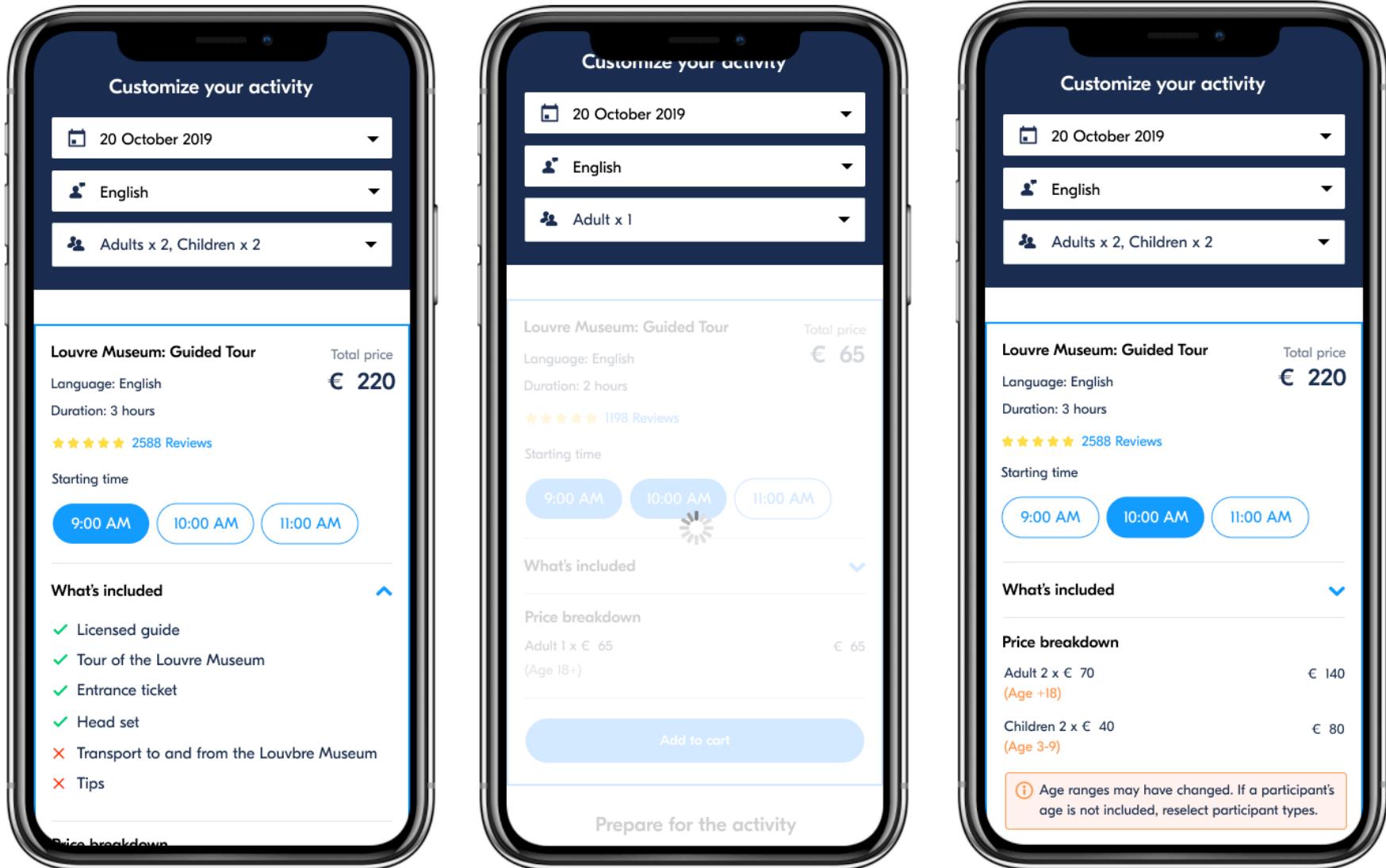
## 2 Picking starting time & participants change to people

375 px

812 px

## 3 Picking starting time & participants change to infants

375 px





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



Testing final design  
with customers

# Insights

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

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

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

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

What error messages and states do we have?

What do we show in the price breakdown?

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

Customize your offer

20 December 2019  
English  
10:00 AM

**Available offers**

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

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

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

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

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

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

OR

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

## Design reviews

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

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

From a copy perspective...

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



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

[Book now](#)

Sticky bar with CTA.

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

**Customize your activity**

Date: 20 October 2019  
Language: English

Starting time: 9:00 AM

Available options:

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

**Available offers**

Louvre Museum: Guided Tour	From € 65
Duration: 2 hours	
4.5 stars 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
-	<input type="button"/>
+	<input type="button"/>
0	<input type="button"/>

Youth (Age 10-17)	0
-	<input type="button"/>
+	<input type="button"/>
0	<input type="button"/>

Children (Age 3-9)	0
-	<input type="button"/>
+	<input type="button"/>
0	<input type="button"/>

**Price breakdown**

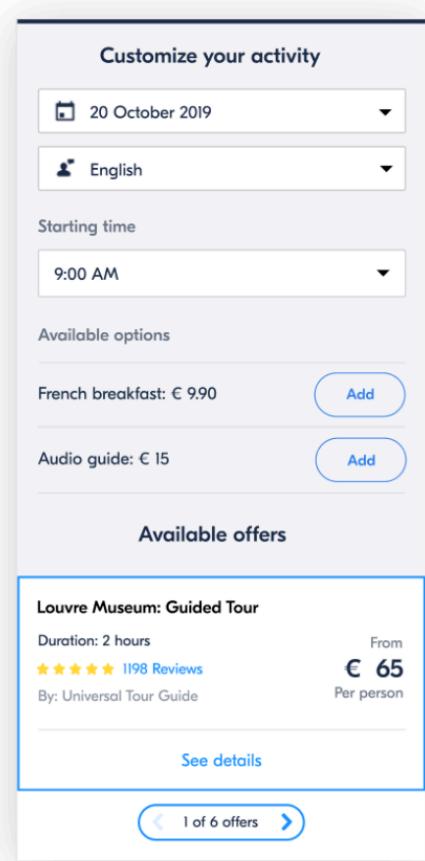
Adults: 1 x € 75	€ 84.9
French breakfast included	

**Total price**

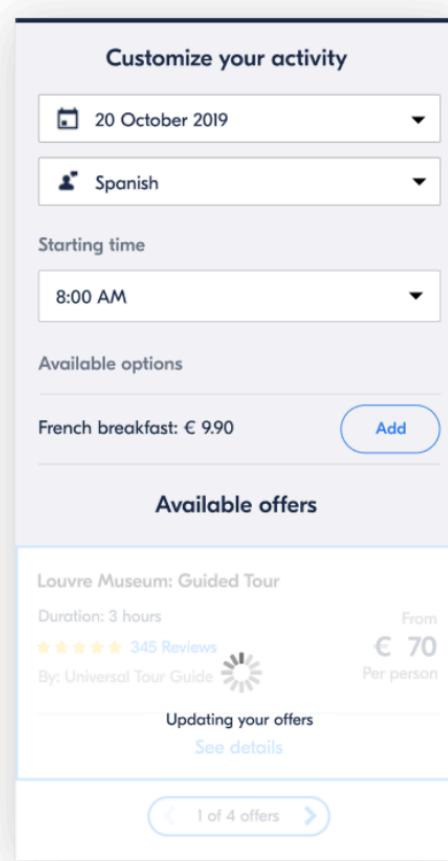
€ 84.9

[Add to cart](#)

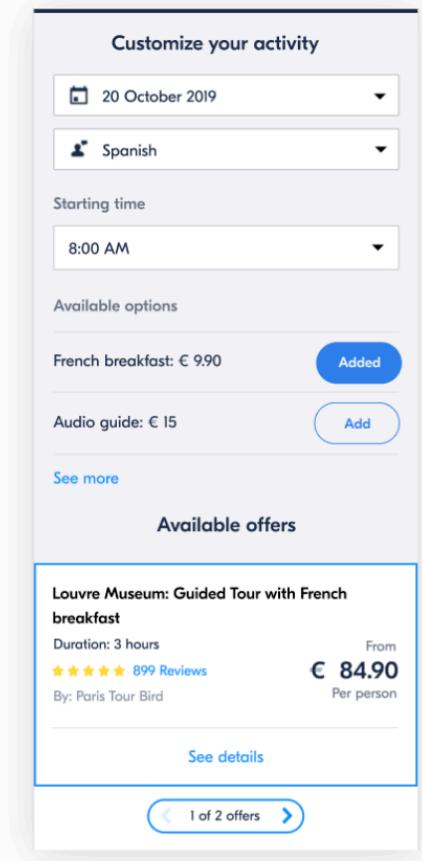
Showing the participants selection in a backdrop layer. Added the Add-ons close to the price per adult.



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



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



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



Standardized content (SD and "highlights for the experience)

This screenshot shows a dropdown menu for the date (20 October 2019), language (English), and starting time (9:00 AM). Below these are sections for "Available options" (French breakfast: € 9.90, Audio guide: € 15) and "Available offers". The first offer listed is a "2-hour guided tour" by Universal Tour Guide, starting at € 65 per person. It includes a star rating of 4.5 stars and 1198 reviews. A "Select this offer" button is present. Below this are two more tour options: a "3-hour guided tour" for € 85 and a "2.5-hour guided tour" for € 99. At the bottom is a "Show 6 more offers" button.

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"

This is a backdrop layer titled "Activity offers" for the "Louvre Museum: Guided Tour". It contains sections for "What's included" (listing a licensed guide, tour of the Louvre, entrance ticket, head set, and tips, with a note about transport not being included), "Full description" (describing the tour as a guided visit through the museum's collections from ancient Egypt to the Renaissance), and a "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.

This is a backdrop layer titled "Available offers" for "Select participants". It shows participant selection counts for Adults (1), Youth (0), and Children (0). It also displays a "Price breakdown" table and a "Total price" of € 84.9. At the bottom is a large blue "Add to cart" button.

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

**Customize your activity**

20 October 2019

English

Starting time  
9:00 AM

Available options

French breakfast: € 9.90

Audio guide: € 15

[See more](#)

**Available offers**

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

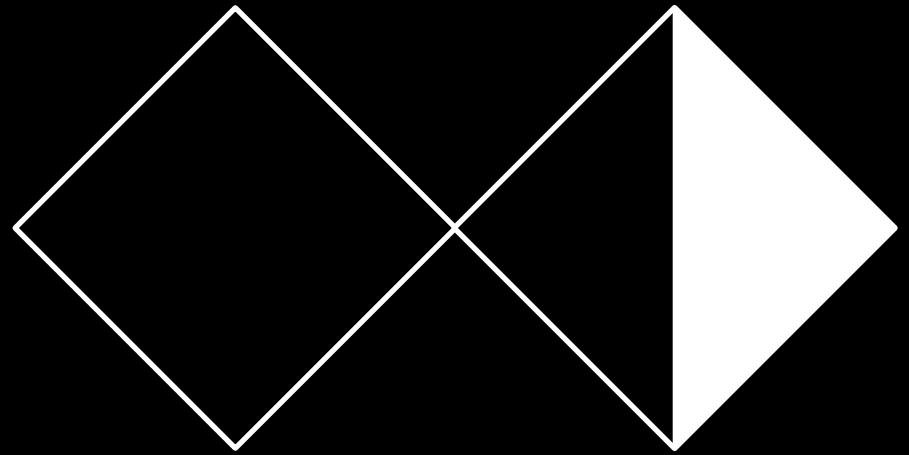
Fresh fruit salad, freshly squeezed orange juice with coffee or tea.

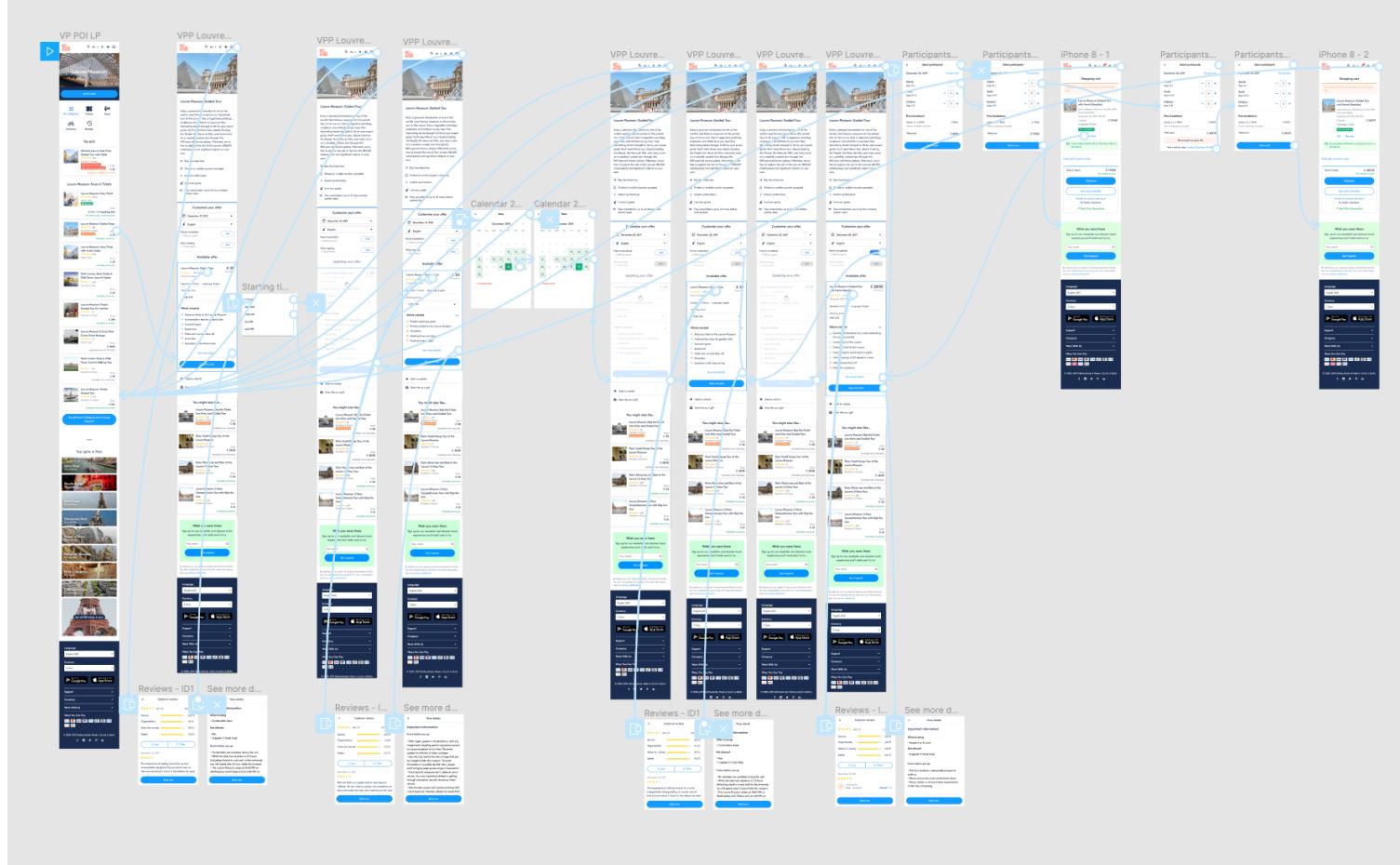
Audio guide € 15 per person Add

[See more](#)

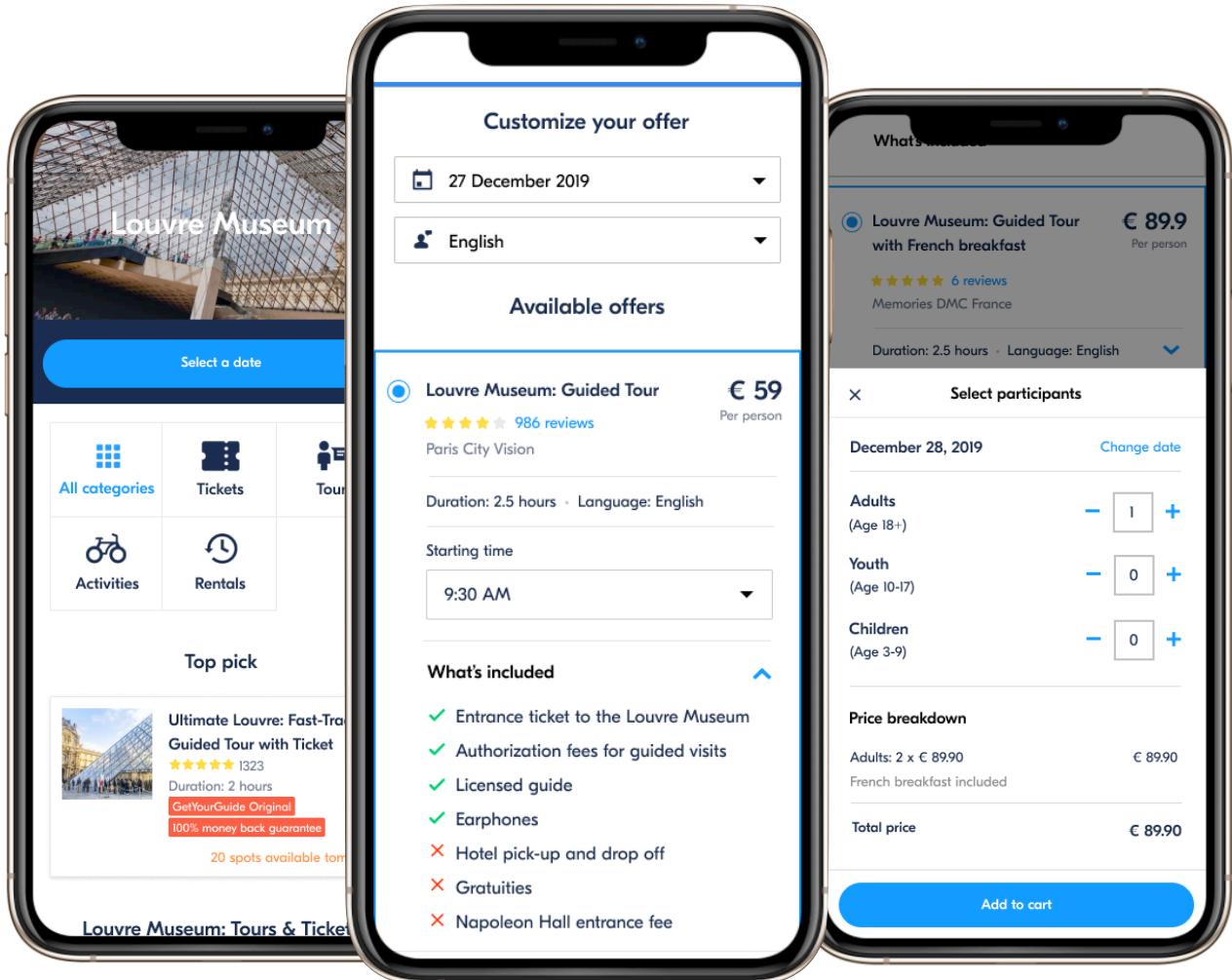
This state shows the small description opened.

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

**~25% fewer**  
availability error

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

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

# Results and learnings

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

#### **4. Activity Page:**

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

## Next steps

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

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

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

# Design Review Virtual Activities

14 Apr 2020

Our goal for **Virtual Activities** (VAs) is to make the result set for a destination **easier to skim** (smaller and more differentiated) and therefore **cure the chaos** our travellers face when choosing what to do.

## **How we achieve this**

**By consolidating activities** into VAs we are aiming to surface more diverse inventory higher up the list and therefore give our users a more relevant overview of how to experience a POI.

**By standardising the attributes** we make the activities more descriptive and comparable and allow for more advanced grouping and aggregation by attributes.

# (Virtual) Activity Attributes

# **Decision making model when discovering**

- ↳ 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>

# Next steps

- Day Trips
- City Cards
- HoHos

# Decision making flow

**How might we** show the above mentioned attributes throughout the flow to support the decision making model of the users?

By using progressive disclosure we avoid overwhelming the user with choices at each step.

## List

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

## ADP

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

## BA

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

### Primary attributes

#### USPs

Configurations (TBD)

#### Add-ons

#### Key details

#### Includes

Configurations (TBD)

Add-ons (TBD)

#### Trip details

#### Configurations

#### Add-ons

#### Time



#### Louvre: Entry Ticket

Skip the ticket line

Audio guide available

4.1 (317)

From  
€20  
per person



#### Louvre: Guided Tour

Duration: 2 hours

Skip the ticket line

4.8 (692)

From  
€65  
per person

100% money back guarantee



#### Louvre: Guided Tour

Duration: 0.5-3 hours

Skip the ticket line

4.1 (317)

From  
€38  
per person

# 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

Find availability

Adult x 1

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      Not specified

Starting time

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

Total price **€ 138**

Add to cart

Prepare for the activity

Meeting point

Full description

Important information

The image shows a mobile-style booking interface titled 'Find availability'. At the top, there are dropdown menus for 'Adult x 1', '20 October 2019', and 'English'. A note says 'Prices may vary based on date, language, duration, and group size.' Below is a 'Duration' section with three options: '2 hours' (selected), '3 hours +\$12', and '4 hours +\$12'. Next is a 'Group size' section with 'Large Up to 50 people' and 'Medium Up to 30 people +\$12' (selected). Then is a 'Starting time' section with four options: '11:00 AM', '12:00 AM' (selected), '1:00 PM', and '2:00 PM'. At the bottom, it shows a total price of '€ 138' and a blue 'Add to cart' button. Below this, under 'Prepare for the activity', are sections for 'Meeting point', 'Full description', and 'Important information', each with a dropdown arrow.

# 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

# 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

# Curation results

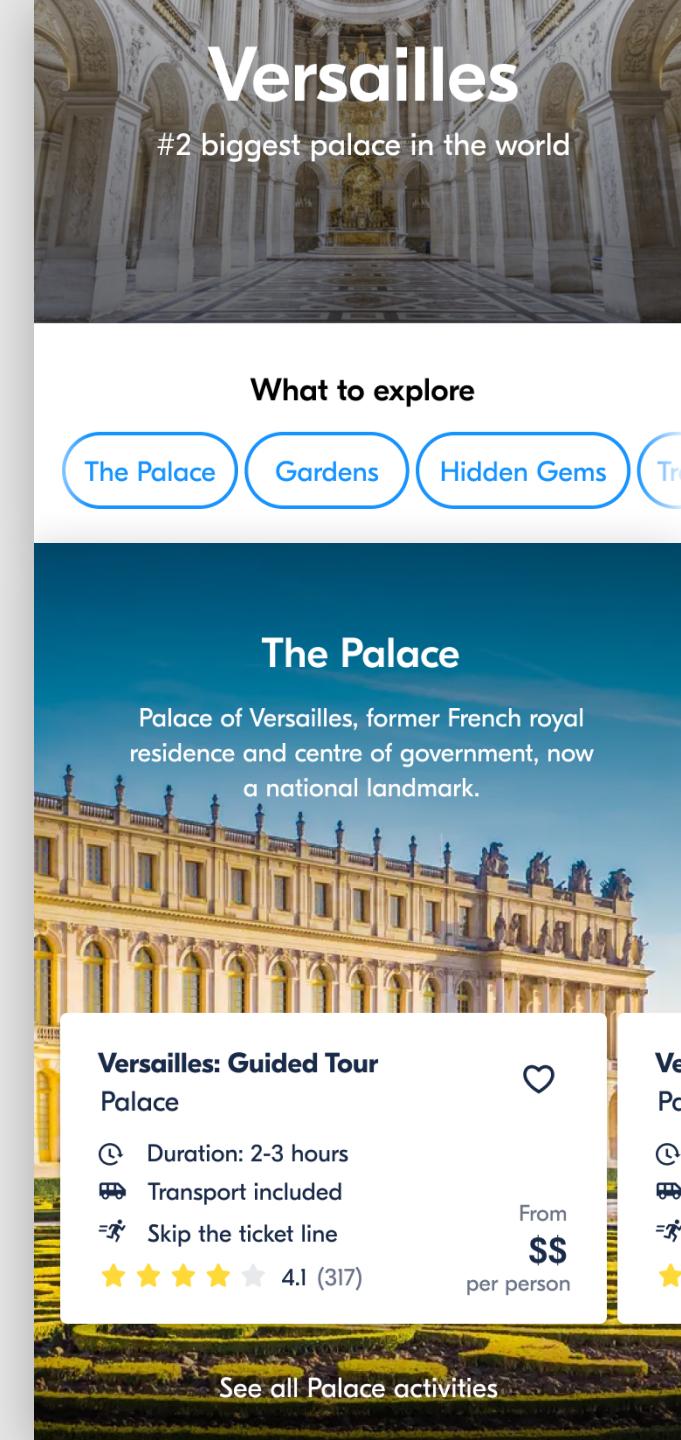
Adding group size, duration and audio guide to the list of aggregation into one virtual activities has rendered the following results:

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.

## More ways to group attributes to reduce complexity for users

- Collections
- Filters



# (Virtual) Activity Cards

# Information architecture



**POI: Category**

Access level/area

- 为人 Access mode
- 为私 Private group
- 跳过 Skip the ticket line
- 时钟 Duration
- 巴士 Transport available
- 耳机 Audio guide available

From  
\$\$  
per person

★★★★★ 4.1 (317)

## Primary attributes

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

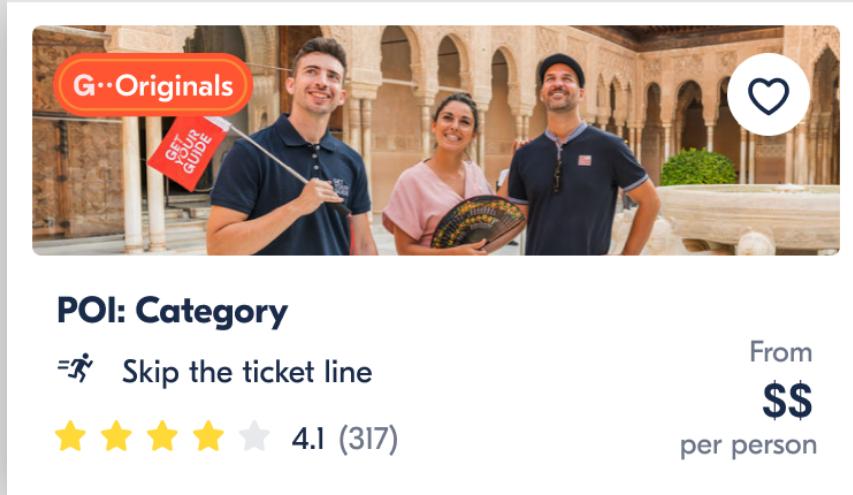
## Configuration

- 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  


From **\$\$**  
per person



**Louvre: Ticket**  
 Skip the ticket line  
 Audio guide available  


From **\$\$**  
per person

# Guided Tours



**Louvre: Guided Tour**

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

From  
\$\$  
per person





**Louvre: Private Guided Tour**

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

From  
\$\$  
per person





**Versailles: Guided Tour**  
Palace & Gardens

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

From  
\$\$  
per person



# (Virtual) Details 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)

Louvre: Entry Ticket

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

**Find availability**

Adult x 2

20 October 2019

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 **€ 127.98**

Add to cart

**Prepare for the activity**

Meeting point

Full description

Important information

Recommended for you

Eiffel Tower: Entry Ticket  
1st Floor & 2nd Floor  
Access by: Elevator  
Skip the ticket line  
From **€41**  
per person

**Customer reviews**

4.5 / 5  
1197 reviews from verified customers

Service	4.5 / 5
Organisation	4.4 / 5
Value for money	4.2 / 5
Safety	4.7 / 5

Sort Filter

# Booking Assistant

# What we need to solve for:

## User needs

- Customize my activities
- Find starting time
- See total price

## User problems

- encounter no availability
- price expectations not met

# 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

i 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

**Audioguide Language**

[Close](#)

English	<input checked="" type="radio"/>
Spanish	<input type="radio"/>
Italian	<input type="radio"/>
French	<input type="radio"/>
German	<input type="radio"/>
Japanese	<input type="radio"/>
Korean	<input type="radio"/>

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

# Rules for VA Booking Assistant

- **Dates:** have to come first, carries throughout the flow, show prices in the calendar when applicable (meaning they change by date)
- **Participants:** show price variations in the selector
  - age ranges discrepancies: don't solve through UI (**unify on the supplier side**)
- **Language:** show price in the selector
- **Duration:** show price per selector (TBD), streamline duration across suppliers
- **Group size:** 3 standard sizes: small, medium, large, show price per selector (TBD)
- **Audio Guide:** treat as add-on
- **Starting time:** no prices called out (**cleaned up across suppliers**)

# UI Benchmarking

21:24  🔍 🔔 🛒

Liefern an Marlene - 10245 Berlin

Sie benötigen Hilfe mit diesem Amazon-Gerät?  
Besuchen Sie unsere [Hilfe-Seite](#) oder fragen Sie die Experten in unserem [Community Forum](#).

Amazon  
**Echo Dot (3. Gen.) Intelligenter Lautsprecher mit Alexa, Anthrazit Stoff**  
★★★★★ (75.048)



Entdecken Sie, was Alexa alles kann

Unverb. Preisempf.: 59,99 €  
Preis: **34,99 € ✓prime**  
oder 5 monatliche Zahlungen von 7,00 €

Die Lieferzeit für einige Artikel kann länger als gewöhnlich sein. Bitte überprüfen Sie das

21:18 🔍 🔔 🛒

Ausgaben im Blick behalten: Jetzt Amazon-Konto aufladen.

GRATIS-Lieferung bis Montag, 20. Apr., Siehe Details.

Längere Lieferzeit: Vorübergehend priorisieren wir die Lieferung von Artikeln, die unsere Kunden momentan am dringendsten benötigen. Dadurch können die Lieferzeiten länger als gewöhnlich sein. Erfahren Sie mehr

Stil: Echo Dot >

Farbe: Hellgrau Stoff > 

Konfiguration: Nur Gerät >

Auf Lager.

Verkauf und Versand durch Amazon EU Sarl.

Mit meinem Amazon-Konto verbinden für eine vereinfachte Einrichtung. [Warum ist das wichtig?](#)

Weitere Artikel hinzufügen

TP-Link KL110 Kasa smarte WLAN Glühbirne (dimmbar, weiches warmes Weiß) > **29,17 €**

21:19 🔍 🔔 🛒

Wählen Sie die Farbe

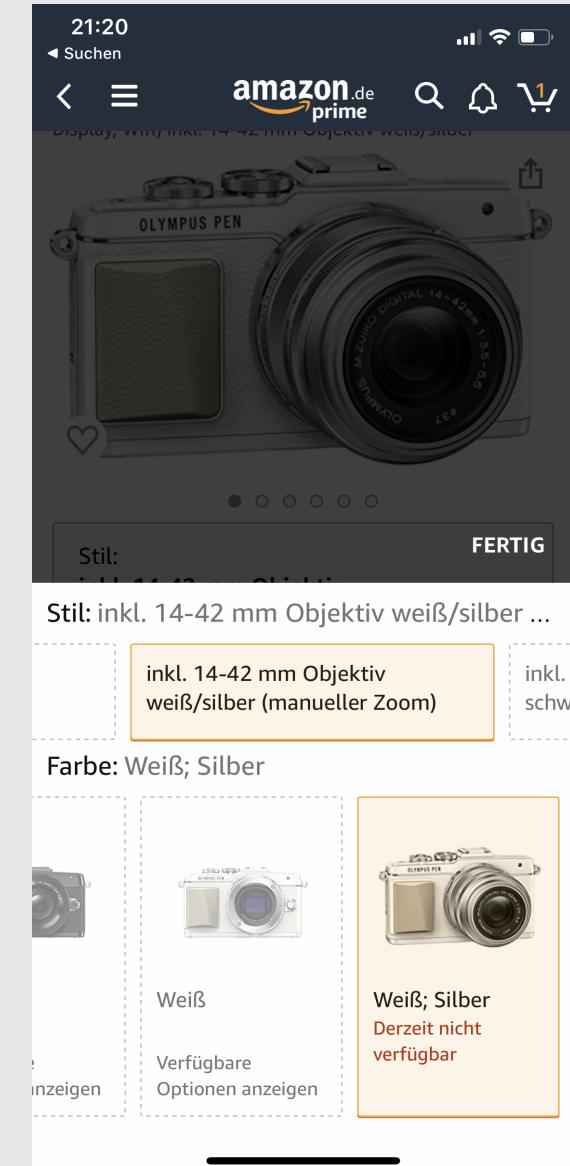
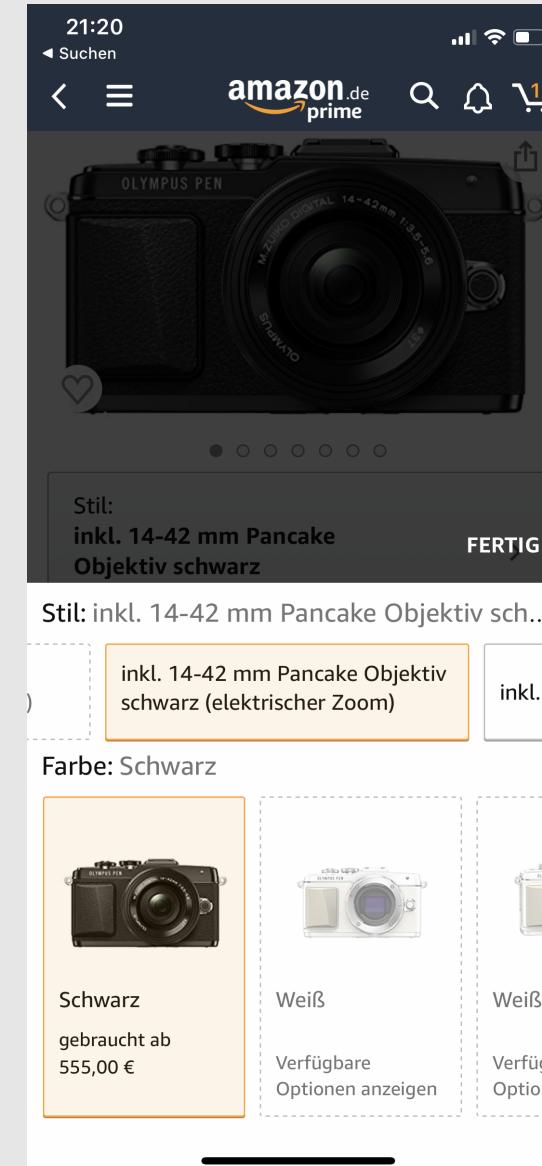
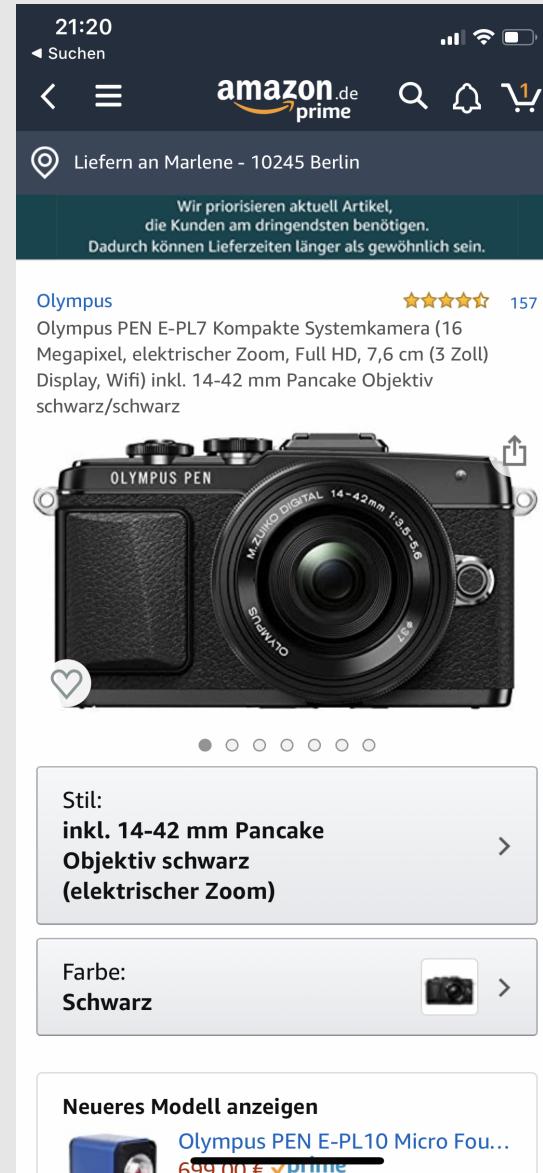
 **Anthrazit Stoff**  
34,99 € ✓prime  
Auf Lager.

 **Hellgrau Stoff**  
34,99 € ✓prime  
Auf Lager.

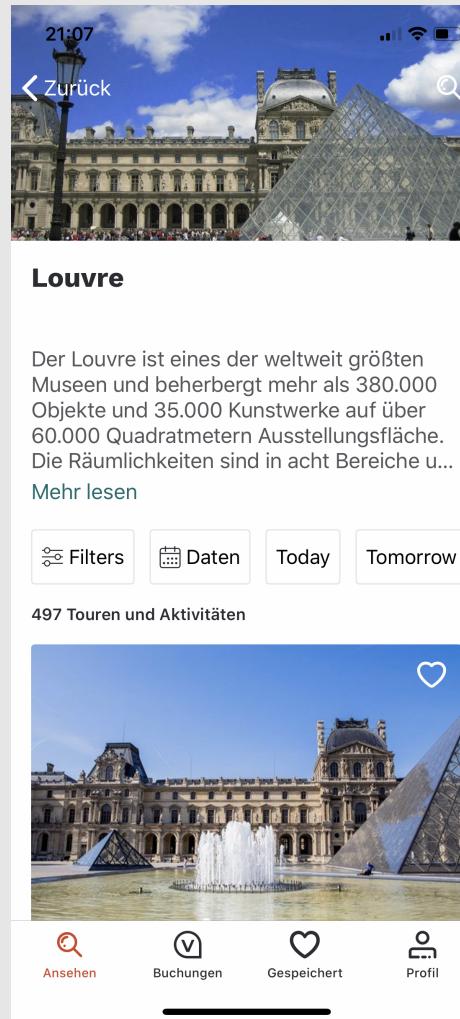
 **Lila Stoff**  
34,99 € ✓prime  
Auf Lager.

 **Sandstein Stoff**  
34,99 € ✓prime  
Auf Lager.

# Amazon



# Viator



21:08

X Verfügbarkeit prüfen

Do. 30 Apr. Fr. 1 Mai So. 2 Mai Mo. 3 Mai

Anzahl der Reisenden  
Dieses Erlebnis ist für höchstens 6 Reisende geeignet.

Erwachsener (Alter 18 - 99) - 2 +  
Minimum: 1

Kind (Alter 3 - 17) - 0 +

Kleinkind (Alter 0 - 2) - 0 +

**Optionen anzeigen**

21:08

X Verfügbarkeit prüfen

Fr. 24 Juli Sa. 25 Juli So. 26 Juli Mo. 27 Juli Di. 28 Jul

**Anzahl der Reise...** Ändern

2 Erwachsener (Alter 18 - 99)  
1 Kind (Alter 3 - 17)  
1 Kleinkind (Alter 0 - 2)

**Verfügbare Optionen (12)**

**11Uhr AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**11:00**

**15:30 AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind

21:08

X Verfügbarkeit prüfen

**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**12:00**

**11.30 Uhr AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**11:30**

**1:30 PM AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**13:30**

21:09

X Verfügbarkeit prüfen

**1:30 PM AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**13:30**

**14:30 AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind  
Mehr lesen

**14:30**

**4PM AUDIO LOUVRE**  
**97,85 €**  
44,29 € x 2 Erwachsener  
9,27 € x 1 Kind  
0,00 € x 1 Kleinkind

**Auswählen**

21:09

< Kasse | Viator

### Sicherer Check-out-Prozess

Schließen Sie Ihren Kauf sicher ab – es dauert nur ein paar Minuten.

26. Jul 2020  
Keine Warteschlange Louvre Audiotour 11.30 Uhr AUDIO LOUVRE 11:30

**Details des Reisenden**  
Informationen, die wir zur Bestätigung Ihrer Tour oder Aktivität benötigen

**Hauptreisende(r) (Erwachsener)**

Vorname\*

Nachname\*

# Klook

The screenshots illustrate the user flow from searching for activities to selecting and booking a specific package.

**Screenshot 1: Search Screen**  
The user is on the search screen with the query "Louvre". The interface includes a search bar, a "Suchverlauf" (Search History) section with "Louvre", and a "Beliebte Ziele" (Popular Destinations) section listing Paris, New York, London, Amsterdam, Barcelona, Rom, Berlin, and Wien.

**Screenshot 2: Activity Results Screen**  
The user has selected "Louvre" from the search history. The results show 9 activities. The top result is a "Bestseller" ticket for the Louvre Museum at €17.00, with a rating of 4.6 and over 1,700 reviews. It is marked as "Gebucht" (Booked). Below it is another listing for a tour with a rating of 4.2 and 274 reviews.

**Screenshot 3: Product Detail Screen**  
The user has selected the Louvre Museum ticket. The product details page shows the ticket price at €17.00, a guarantee from Klook, a rating of 4.6, and over 20K bookings. It also indicates availability starting April 30. Two options are listed under "Pakettyp": "Ticket mit bevorzugtem Eintritt in den Louvre" and "Ticket mit bevorzugtem Eintritt in den Louvre mit Audioguide (GLOB)".

**Screenshot 4: Option Selection Screen**  
The user has chosen the option "Ticket mit bevorzugtem Eintritt in den Louvre mit Audioguide (GLOB)". A note says "Bitte alle Felder ausfüllen, um Paketoptionen anzuzeigen." (Please fill all fields to display package options). A large orange "Weiter" (Next) button is at the bottom.

**Screenshot 5: Final Step Screen**  
The final step shows the total price of €39.00 and a "Punkte +33" (Points +33) badge. A second "Weiter" button is at the bottom.

21:10

X

Bitte Datum auswählen

Bitte Datum auswählen

APR. 2020 < >

SO	MO	DI	MI	DO	FR	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Ausverkauft

21:10

< Buchungsoptionen

Ticket mit bevorzugtem Eintritt in den Louvre mit Audioguide (GLOB) [Edit](#)

Bitte Datum auswählen

20.06.2020 < >

Uhrzeit

10:30 11:00 11:30 12:00 12:30  
13:00 13:30 14:00 14:30 15:00  
15:30 16:00

21:10

< Buchungsoptionen

Ticket mit bevorzugtem Eintritt in den Louvre mit Audioguide (GLOB) [Edit](#)

Bitte Datum auswählen

20.06.2020 < >

Uhrzeit

10:30 11:00 11:30 12:00 12:30  
13:00 13:30 14:00 14:30 15:00  
15:30 16:00

Anzahl

Erwachsene 0 [-](#) [+](#)  
€ 43.00

Kinder(3-17) 0 [-](#) [+](#)  
€ 9.00

[Paketoptionen anzeigen >](#)

€ 0

Weiter

21:10

< Bezahlung

Ticket mit bevorzugtem Eintritt zum Louvre Museum

Ticket mit bevorzugtem Eintritt in den Louvre mit Audioguide (GLOB)

20.06.2020, 15:00

2 x Erwachsene 2 x Kinder(3-17)

€ 104.00

[Mehr Informationen erforderlich >](#)

Informationen Reisende(r)

Titel

Nachname (wie im Reisedokument)

Vorname (wie im Reisedokument)

Land/Region des Reisedokuments

Ländercode

Telefonnummer (für Notfälle)

vfhdl@hauef@privaterelav.anleid.com

Überprüfe bitte, ob deine Daten korrekt sind.  
Du kannst sie später nicht mehr bearbeiten

# 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

# Thanks

Online Portfolio

Linkedin

webarmando@gmail.com