

Final Designs

Push the Product Page Experience Forward

Product Discovery Vision

By rethinking the **information architecture**, we made the layout more scannable and structured around real user needs: What is this? Is it worth it? What do others think? Can I trust this?

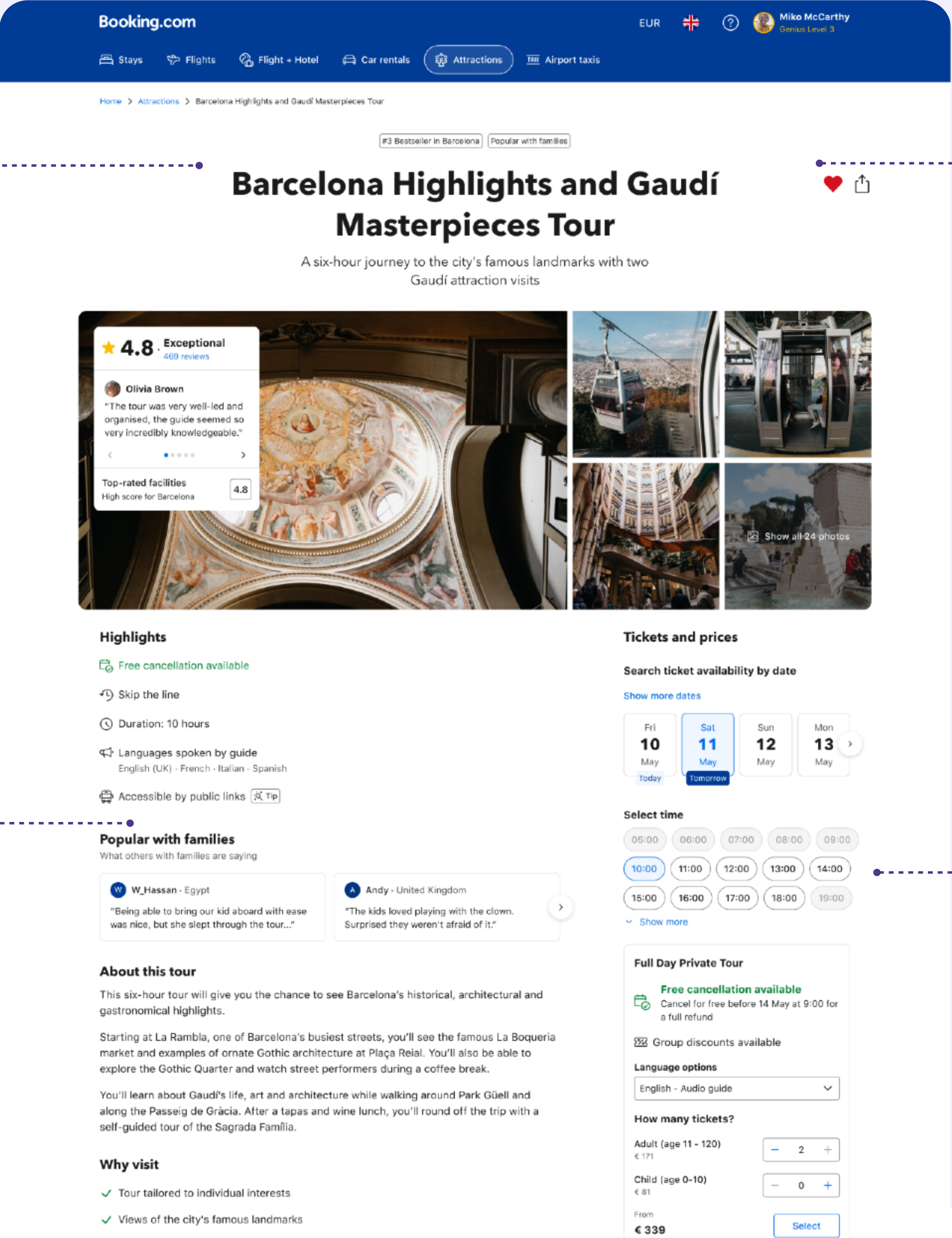
We shifted from simply showing a product to **selling an experience**, using editorial language, visual storytelling, and contextual social proof to position each attraction as desirable, trustworthy, and easy to book.

Improved product Header

Contextual Social Proof

We introduced segment-based review highlights (e.g., “Popular with families”) with contextual quotes, helping users connect with others like them. **This improved emotional trust and increased review exploration by 68%.**

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Attractions Wishlists

Consistency across platforms

We unified the calendar, time picker, and pricing modules across platforms.

Review Iterations (Reviews V1)
Combining Reviews and UCG in one place below the fold page

Better UCG
Placements

The review block was surfaced earlier in the page scroll, with increased size, better contrast, and more visible call-to-action.

Contextual
Highlights

We introduced segmented review snippets (e.g., “Popular with families”) to help users see feedback from travelers like them.

4.3

Fabulous

1,234 reviews

★

★

★

★

★

See all reviews

What other travellers liked

Traveller ratings

Good value

4.9

Ease of access

4.3

Quality of service

4.7

Facilities

4.0

Highlighted reviews

Olivia Brown

Australia

★★★★★

Absolutely loved our experience! The tour was well-organised, and the guide was incredibly knowledgeable. Would highly recommend to anyone visiting the area.

Translate to English

Visited with family

Posted 1 day ago on Booking.com

Helpful

5 other people found this helpful

Noah Meijer

2 weeks ago · Netherlands

★★★

Het was wel oké, maar ik had er meer van verwacht. De gids was aardig, maar het programma kon rijker.

Translate to English

Posted on Booking.com

Olivia Brown

Australia

★★★☆☆

Absolutely dreadful. A complete waste of time and money.

Translate to English

Visited with a pet

Visited with friends

Posted 1 day ago on Booking.com

Helpful

5 other people found this helpful

See all reviews

Subscore Breakdown

Added horizontal rating bars for key experience factors like value, access, and service to support faster scanning and comparison.

Overall Impact

- +135% increase in clicks on “See all reviews”;
- +14% higher conversion rate among users who engaged with reviews;
- +68% increase in time spent reading review content;