

How we solved the problem

The Redesign

To validate the effectiveness of the new review module on the Attractions product page, multiple A/B experiments were conducted comparing **Group A** (existing design) and **Group B** (redesigned review widget with larger footprint, subscore highlights, and top review preview).

Key Design Improvements

- Increased size and prominence of the review widget;
- Best subscore surfaced automatically (e.g., “Value for money” or “Tour guide”);
- Top review snippet displayed by default;
- Badging integration;

Redesigned entry point to Reviews



Booking.com

EUR ⚙️ 7 Karolina Avila Genius Level 0

Stays Flights Flight + Hotel Car rentals Attractions Airport taxes

Home > Attractions > Admission to the Louvre Museum

Admission to the Louvre Museum

Visit to one of the most famous museums in Paris to explore remarkable artwork

Share this attraction

4.4 • Fabulous 1524 reviews

What guests loved most

Samuel Kam Leng buying earlier helps skips the queue. recommended... was crazy crowded though at the louvre

Facilities ★ 4.2

This ticket gives you access to the Louvre Museum. Entering the museum gives you the chance to explore a massive collection of artwork, including the iconic Mona Lisa by the Italian artist, Leonardo da Vinci.

You'll also get the chance to explore sculptures such as the Venus de Milo and the Winged Victory of Samothrace, and intricate paintings such as the Coronation of Napoleon. You can also choose a priority entrance ticket with an audio guide.

Select date and time

Show more dates

Sat 6 Dec Sun 7 Dec Mon 8 Dec Tue 9 Dec

Restrictions

Please arrive at least 20 minutes before the activity starts.

Additional Information

Please bring your ticket with you to the attraction.

Be aware that operators may cancel for unforeseen reasons.

You need to be 18 years or older to book.

Operated by Klook

Location

Paris

Admission to the Louvre Museum
Louvre Museum: Rue de Rivoli, Paris

User ratings

New Designs

Reviews built in the gallery view

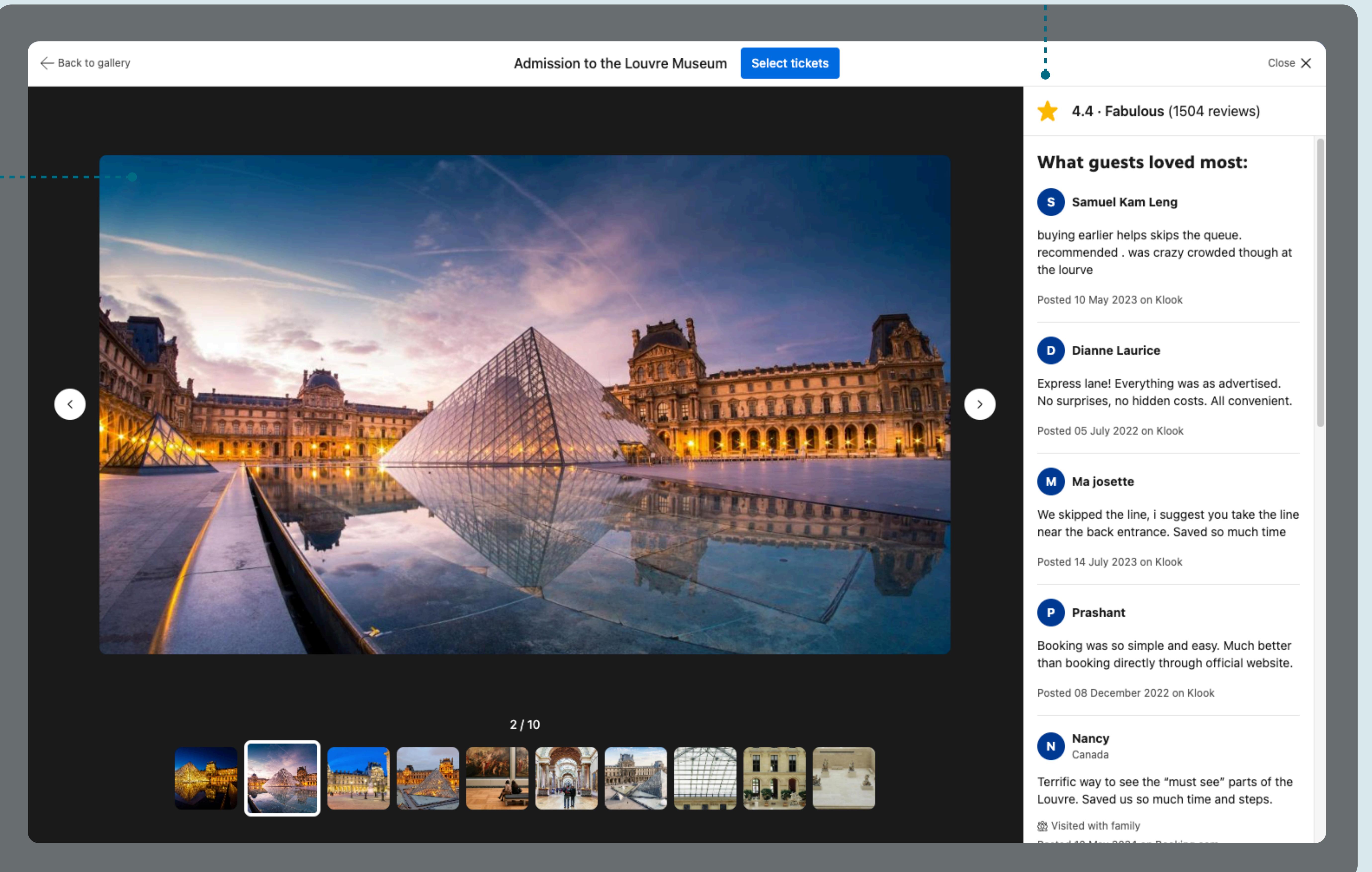
The Redesign

The gallery experience was enhanced by embedding user reviews directly beside the image carousel, creating a more immersive and informative exploration flow for Attractions and Tours.

Behavior-Matched Content

The gallery targets users who are already leaning in pairing visual discovery with peer validation encourages commitment.

New Gallery view with Reviews



Persistent Star Rating & Volume

Reinforces trust with every photo view, especially on mobile where space is limited.