

Where we were

Hidden content

In the previous version of the Product page for both Web and Apps, the only access to Customers Reviews was through a minimal entry point, forcing our users to navigate deeper in the site to view feedback from other travelers and evaluate the product's quality.

Unexploited potential

We were also missing the opportunity to showcase Reviews in other relevant placements and sections, such as the image gallery, where users explore more details to determine if the product meets their needs.

Poor experience

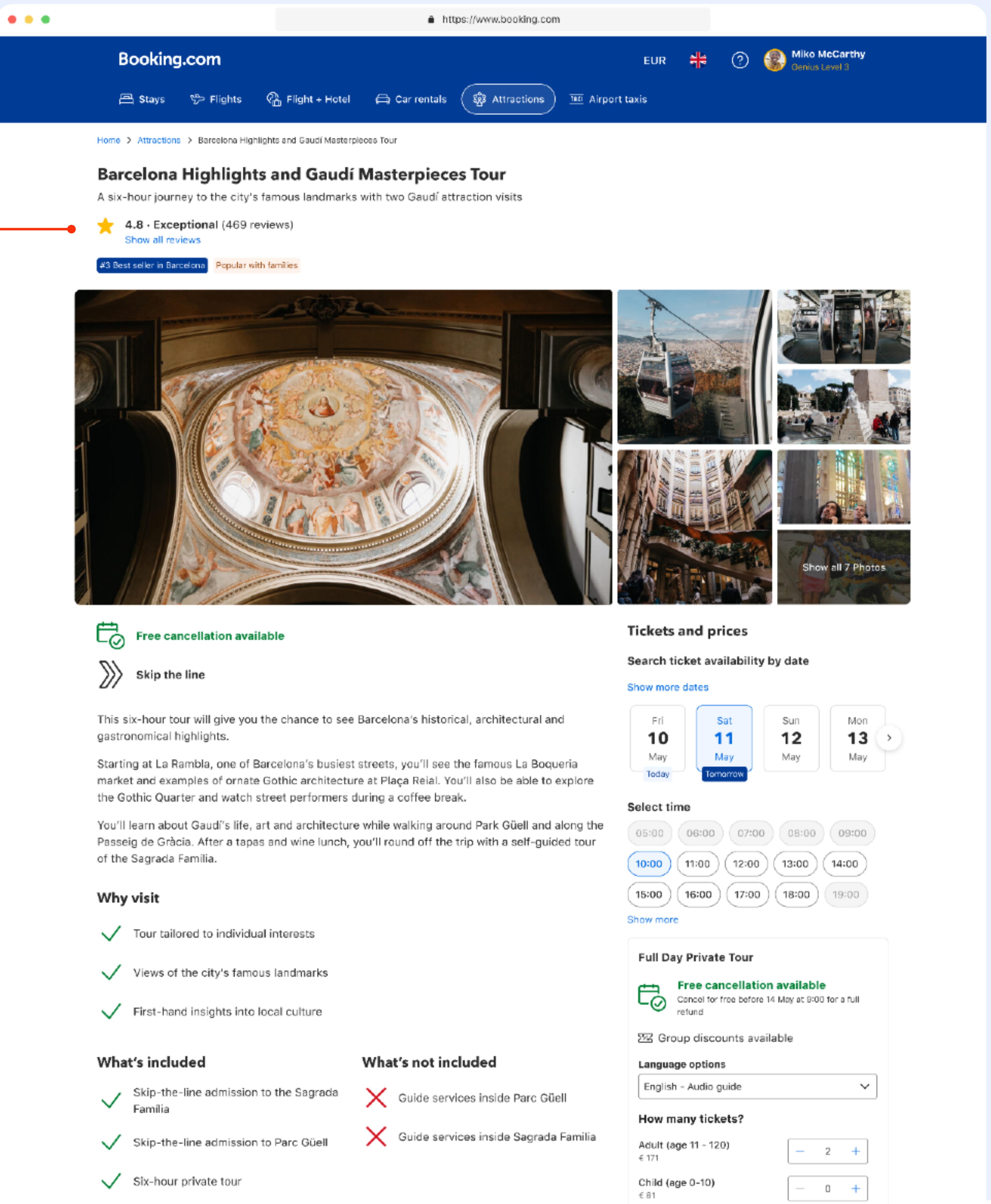
Unfortunately, these areas had multiple UI/UX issues that needed to be addressed before we could effectively implement the Reviews and improve the overall user experience.

Single entry point to Reviews

Key Assumptions

- Being grouped closely with badges like "#3 Best seller in Barcelona" may cause banner blindness or make the review CTA feel secondary.
- Low interaction despite visibility suggests review content is not perceived as interactive or crucial in its current state.

Old Designs



Booking.com

Stays Flights Flight + Hotel Car rentals Attractions Airport taxis

Home > Attractions > Barcelona Highlights and Gaudí Masterpieces Tour

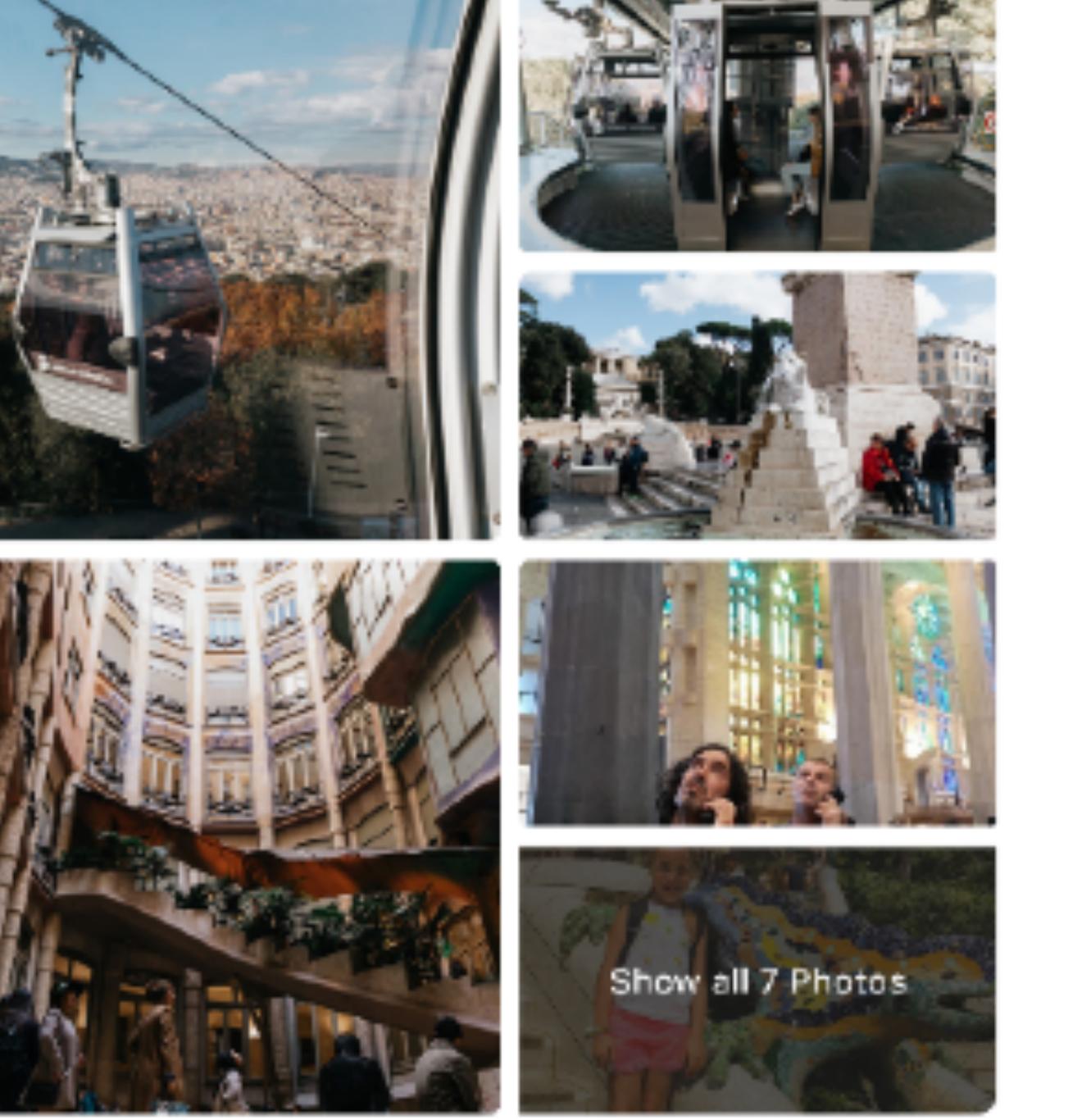
Barcelona Highlights and Gaudí Masterpieces Tour

A six-hour journey to the city's famous landmarks with two Gaudí attraction visits

4.8 • Exceptional (469 reviews)
Show all reviews

#3 Best seller in Barcelona Popular with families





Tickets and prices

Search ticket availability by date
Show more dates

Fri 10 May Today	Sat 11 May Tomorrow	Sun 12 May	Mon 13 May
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Select time

05:00	06:00	07:00	08:00	09:00
10:00	11:00	12:00	13:00	14:00
15:00	16:00	17:00	18:00	19:00

Show more

Full Day Private Tour

Free cancellation available
Cancel for free before 14 May at 0:00 for a full refund

Group discounts available

Language options

English - Audio guide

How many tickets?

Adult (age 11 - 120)
€ 171

Child (age 0-10)
€ 81

2 +

0 +

Why visit

- ✓ Tour tailored to individual interests
- ✓ Views of the city's famous landmarks
- ✓ First-hand insights into local culture

What's included

- ✓ Skip-the-line admission to the Sagrada Família
- ✓ Skip-the-line admission to Parc Güell
- ✓ Six-hour private tour

What's not included

- ✗ Guide services inside Parc Güell
- ✗ Guide services inside Sagrada Família

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 ⚡ Flights Flight + Hotel Car rentals Attractions Airport taxes

Karoline Avila Genius Level 0

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