

## New Designs

# Reviews built in the gallery view

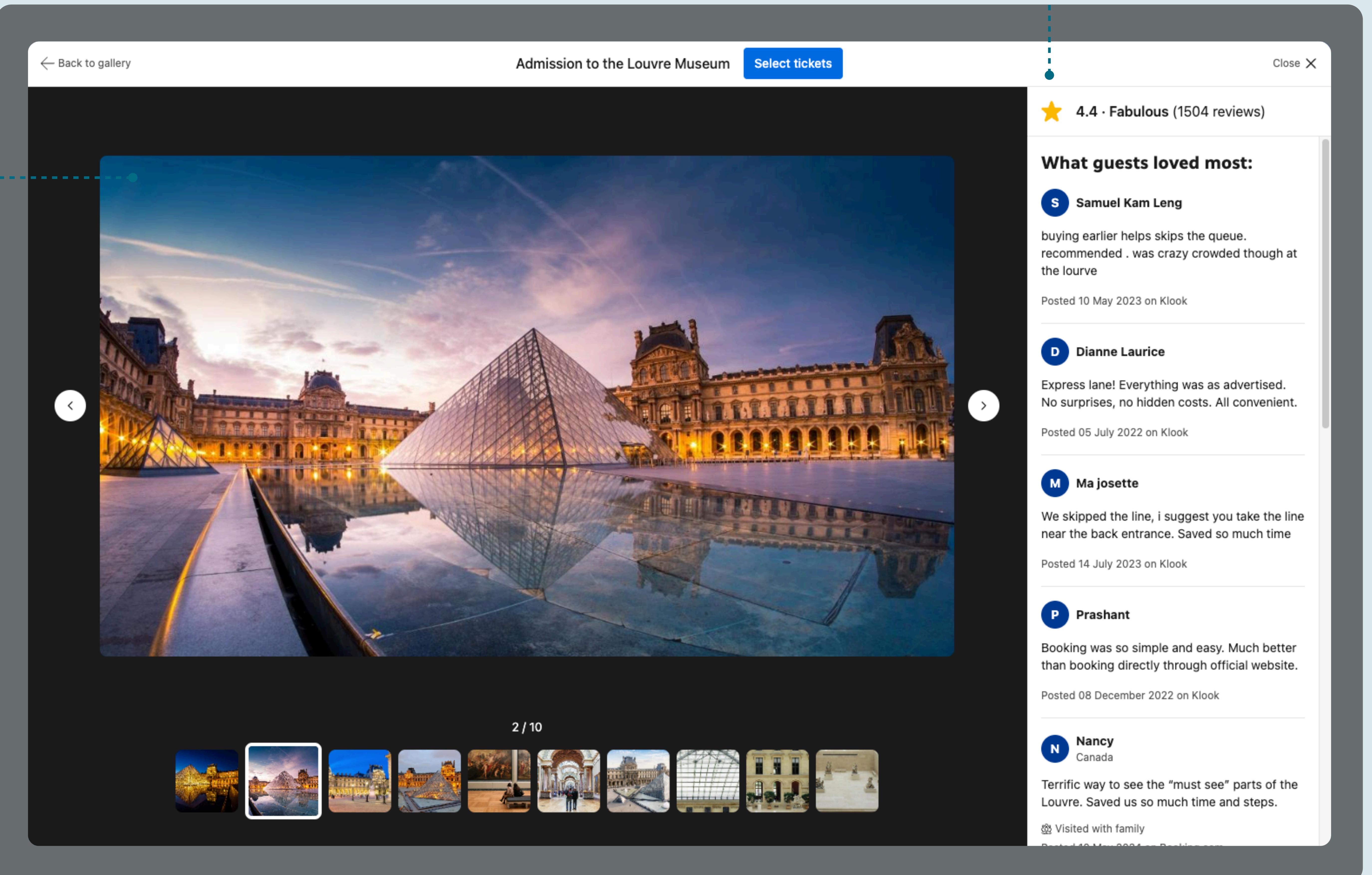
## The Redesign

**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.

## 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%.**

## Final Designs

Home > Attractions > Barcelona Highlights and Gaudí Masterpieces Tour

#3 Bestseller in Barcelona Popular with families

## Barcelona Highlights and Gaudí Masterpieces Tour

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

### Highlights

Free cancellation available

Skip the line

Duration: 10 hours

Languages spoken by guide  
English (UK) · French · Italian · Spanish

Accessible by public transport

### Popular with families

What others with families are saying

W Hassan · Egypt

"Being able to bring our kid aboard with ease was nice, but she slept through the tour..."

Andy · United Kingdom

"The kids loved playing with the clown. Surprised they weren't afraid of it!"

### About this tour

This six-hour tour will give you the chance to see Barcelona's historical, architectural and gastronomical highlights.

Starting at La Rambla, one of Barcelona's busiest streets, you'll see the famous La Boqueria market and examples of ornate Gothic architecture at Plaça Reial. You'll also be able to explore the Gothic Quarter and watch street performers during a coffee break.

You'll learn about Gaudí's life, art and architecture while walking around Park Güell and along the Passeig de Gràcia. After a tapas and wine lunch, you'll round off the trip with a self-guided tour of the Sagrada Família.

### Why visit

- ✓ Tour tailored to individual interests
- ✓ Views of the city's famous landmarks

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Miko McCarthy

Genius Level 3

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Attractions

Airport taxis

## Attractions Wishlists

## Consistency across platforms

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

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Portfolio