

11

Designs

Booking.com

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

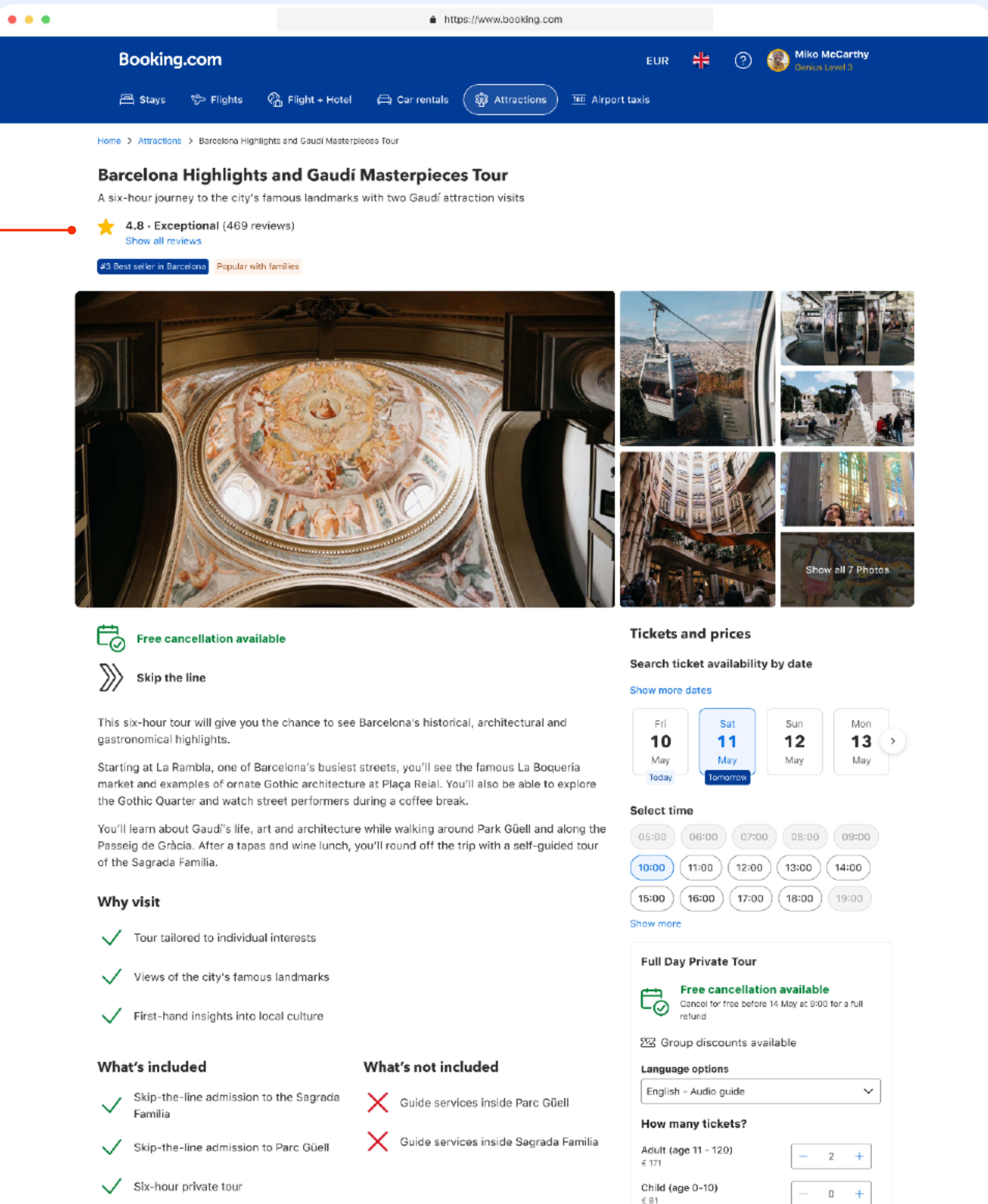
Unfortunately, these areas had multiple UI/UX issues that needed to be addressed before we could effectively implement the Reviews and improve the overall user experience.

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

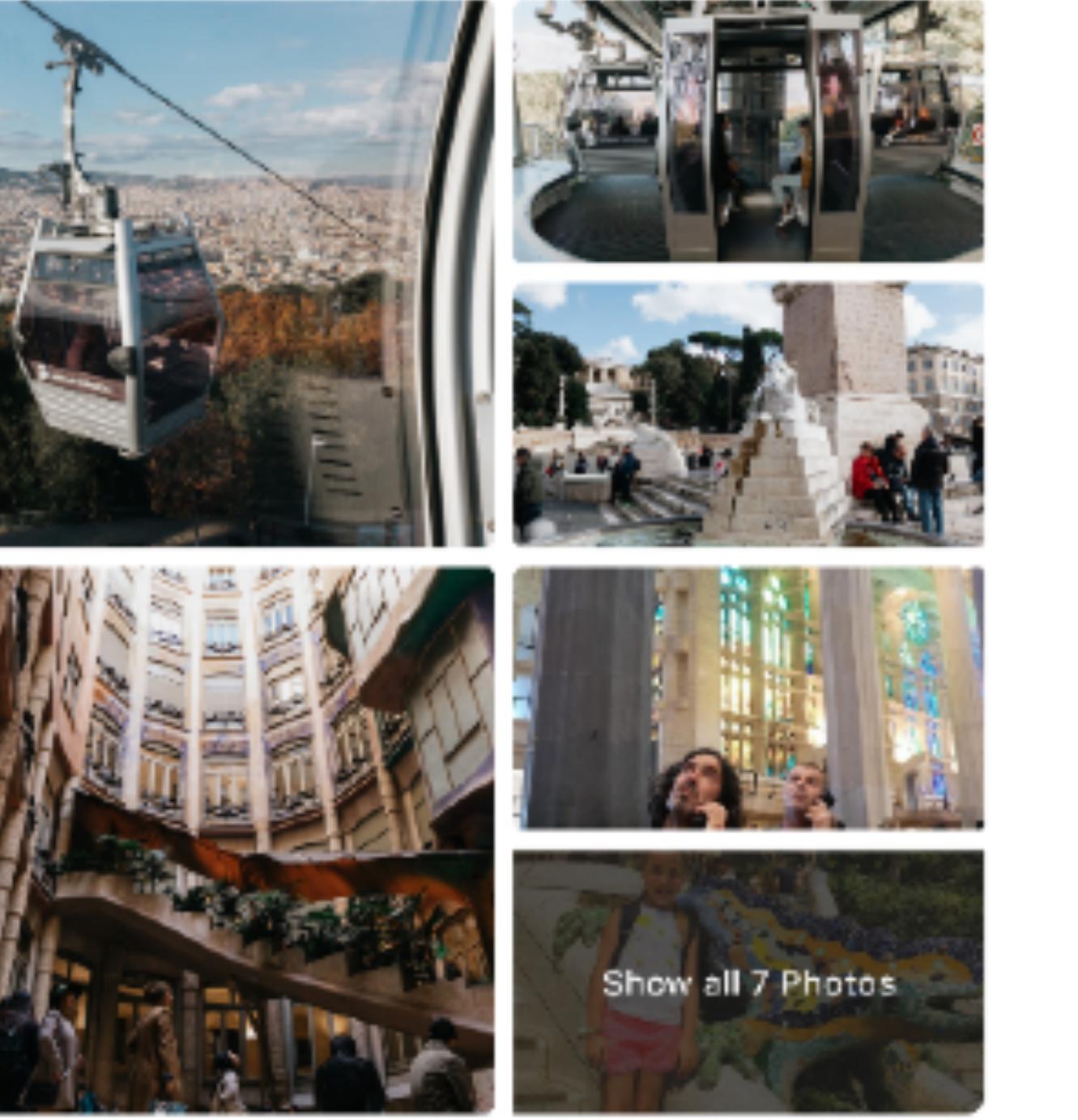
Barcelona Highlights and Gaudí Masterpieces Tour

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

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