

New Designs

# How we solved the problem

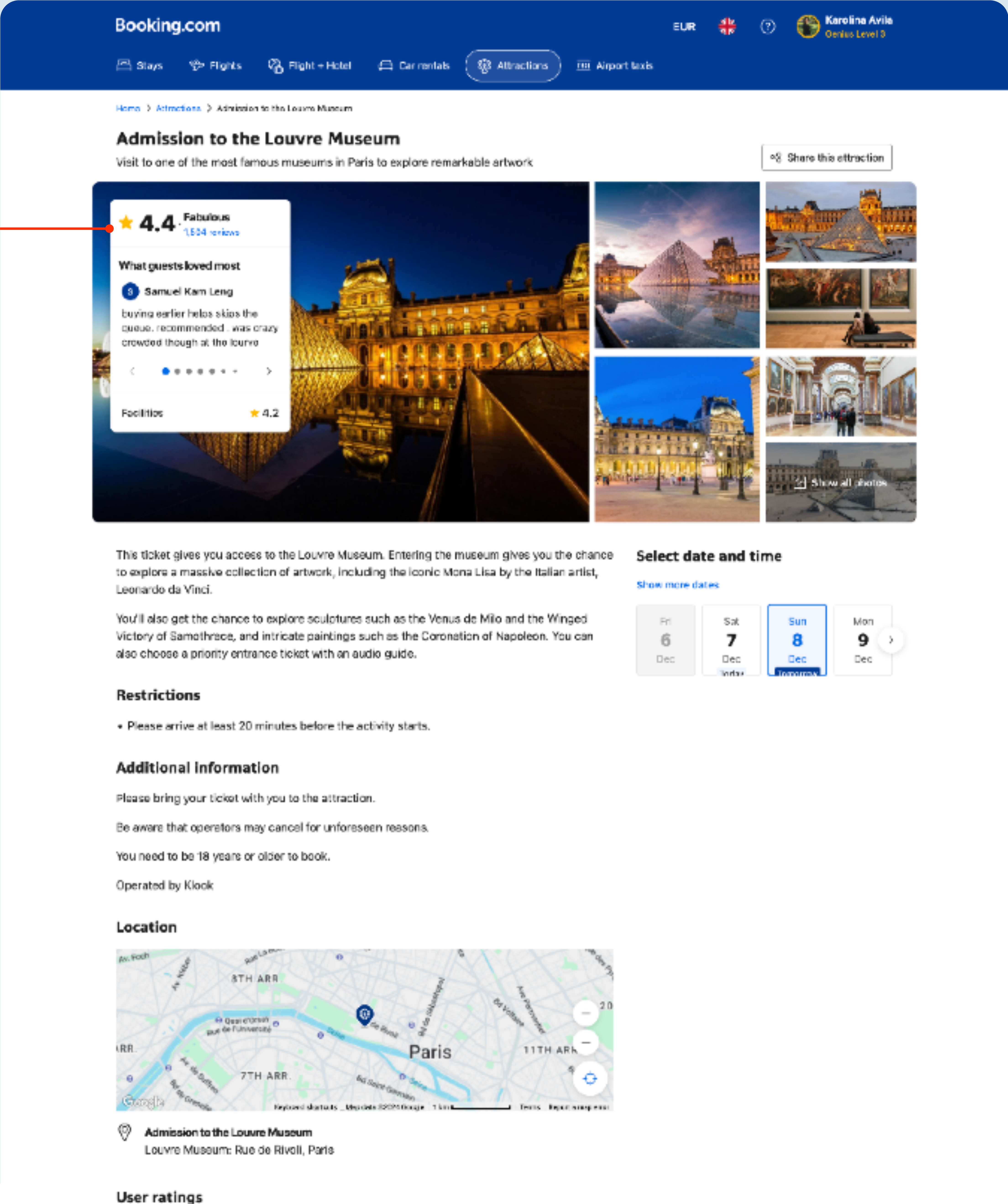
## The Redesign

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





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# 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.

