New Designs

How are we solving the problem (in Apps)

Building Trust

The mobile experience was redesigned to bring **trust-building features** like reviews and galleries into the product detail page (PDP) in a more contextual, native way, bridging the gap between exploration and confidence, especially for on the go decision-makers.

Improving fast decision making

Users on mobile often have less time and less screen real estate to evaluate options, **but their expectations for reassurance and authenticity are just as high.**

We introduced review snippets and the full photo gallery experience into the app to help users answer two key questions at a glance:

• "Is this worth it?" → via **review quotes and ratings;**

• "Will this meet my expectations?" → via **photo galleries and UGC;**

Review Snippets on Product Detail Page

Added lightweight, scrollable review cards directly below the top content of each attraction **(+40 BPDs* covered).** Helps users quickly scan social proof without navigating away.

*Bookings per day

Review Companion Tags

Review cards now display **who the reviewer traveled with** (e.g. "Visited with family"), helping users identify feedback from travelers like themselves, especially valuable for parents, couples, or solo explorers.
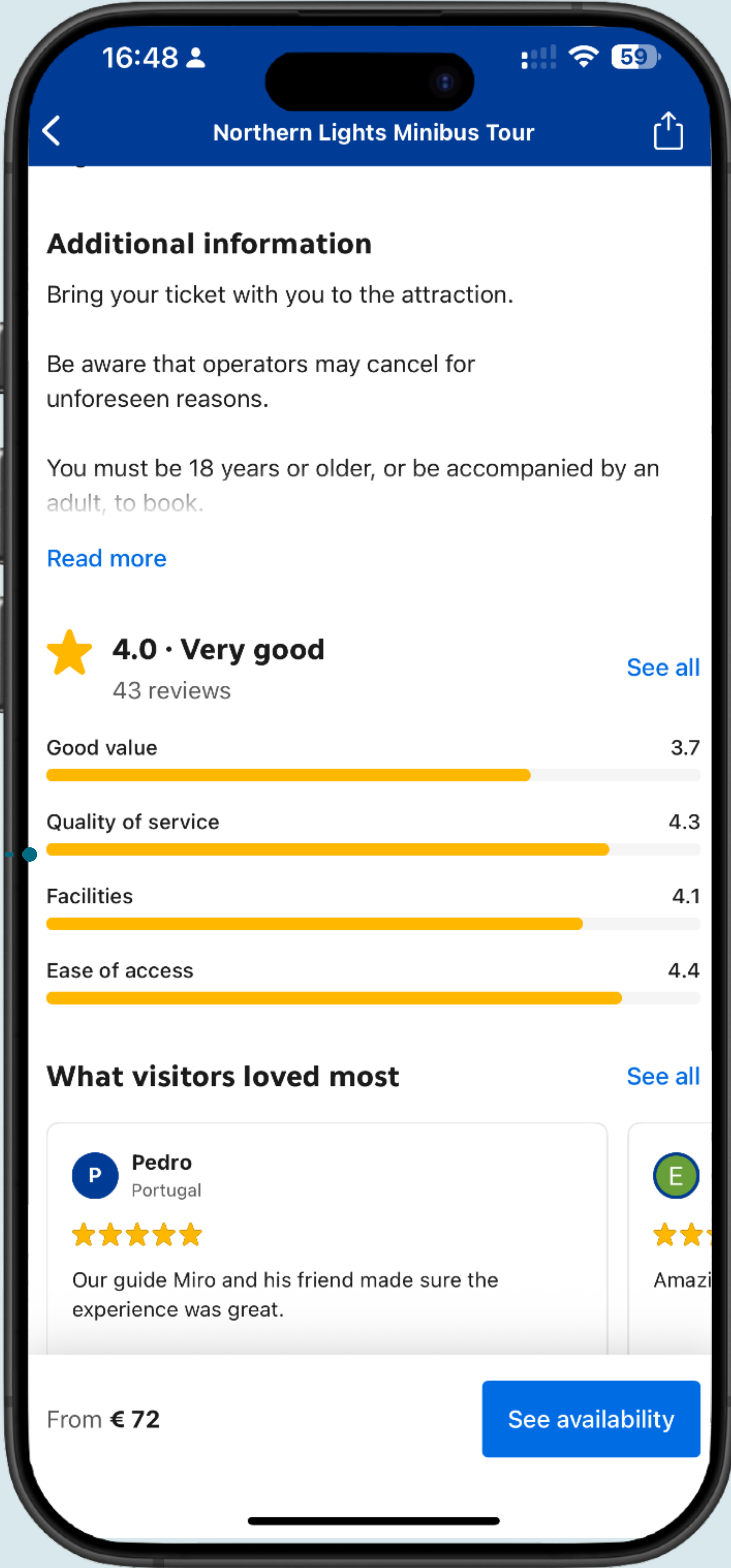
New Designs
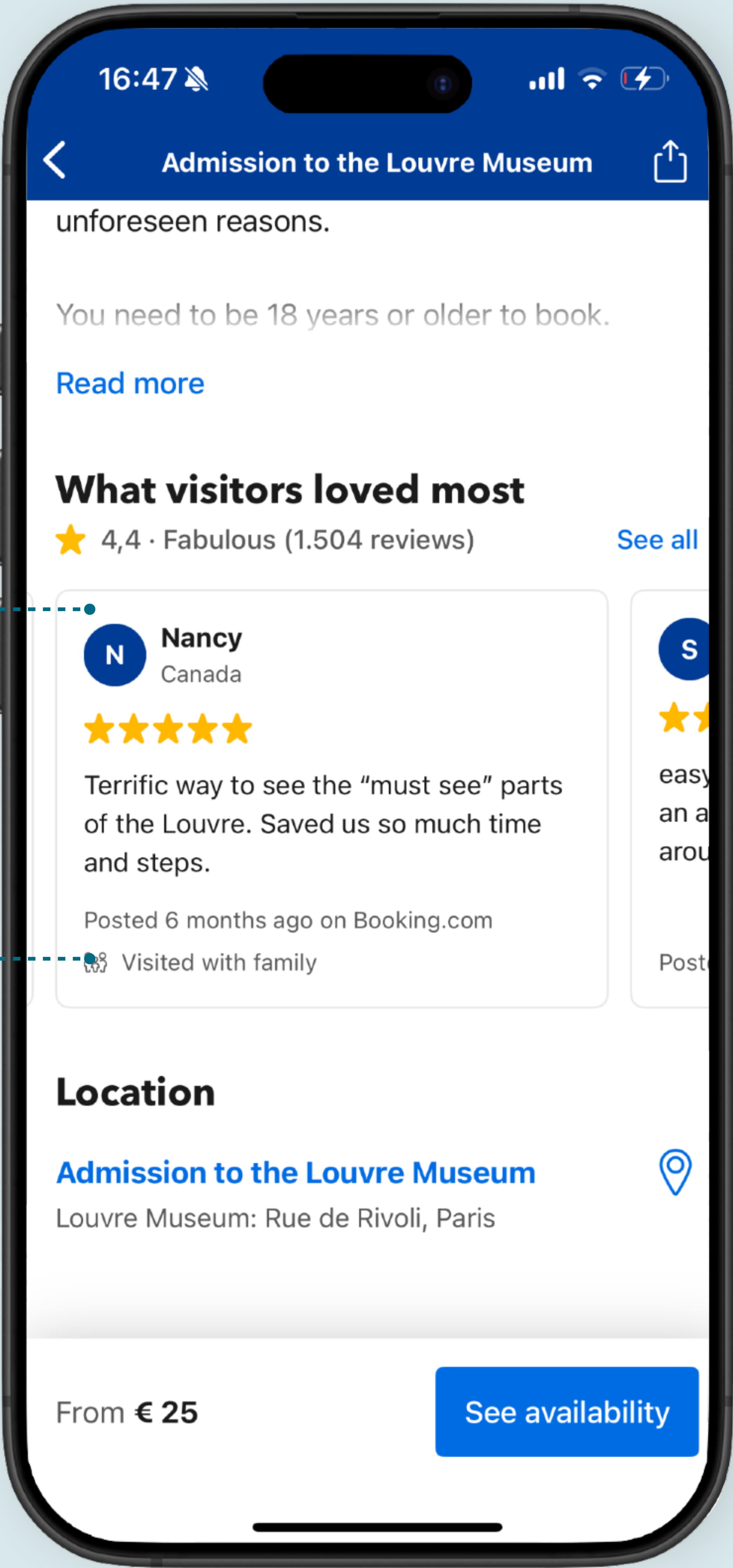
First Interactions to design to delivery consistent and enhance clarity and entry points for reviews across app platforms

Reviews at the top as a decision driver
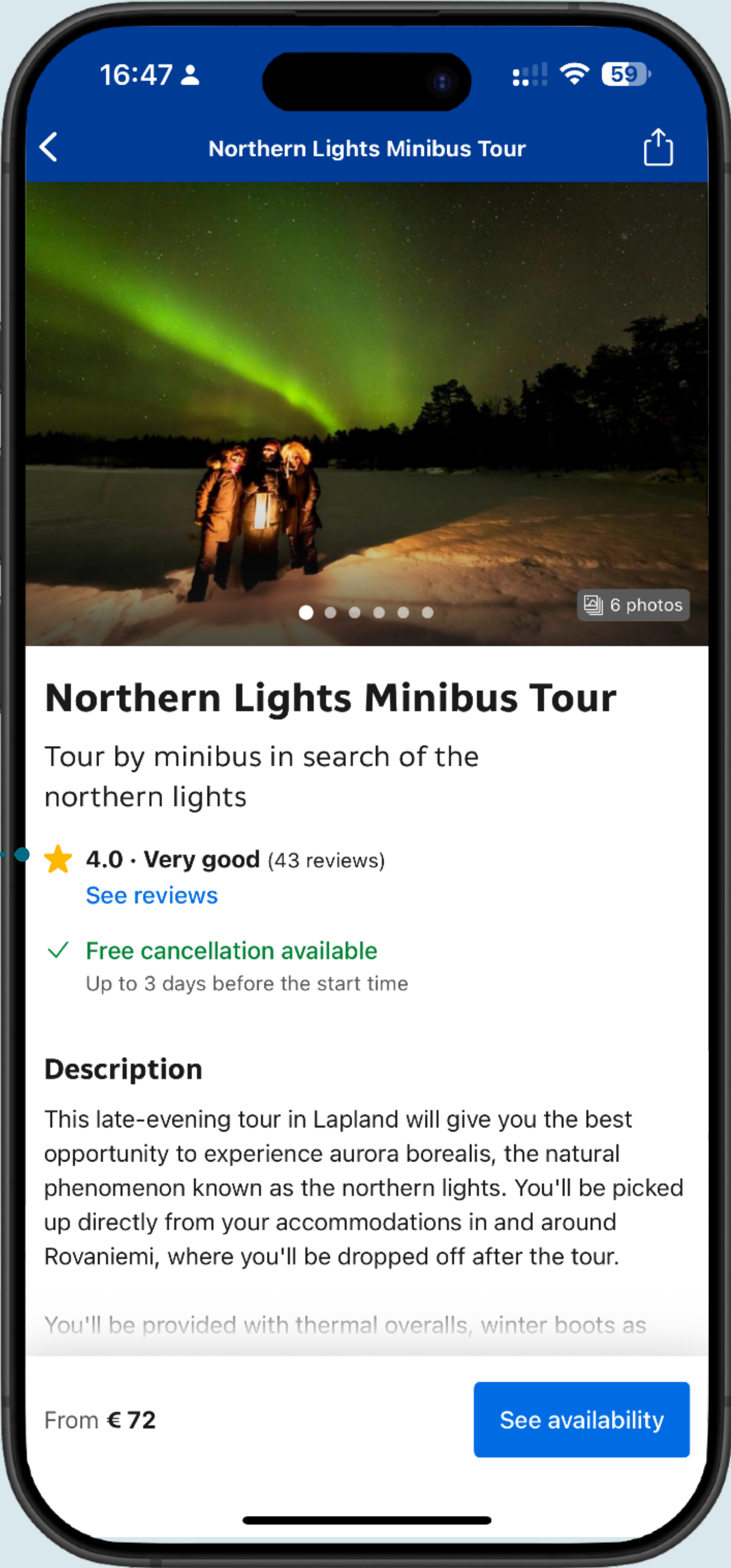
Consistency on reviews readability across platforms

Clear entry points across the entire page during the scroll