

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.

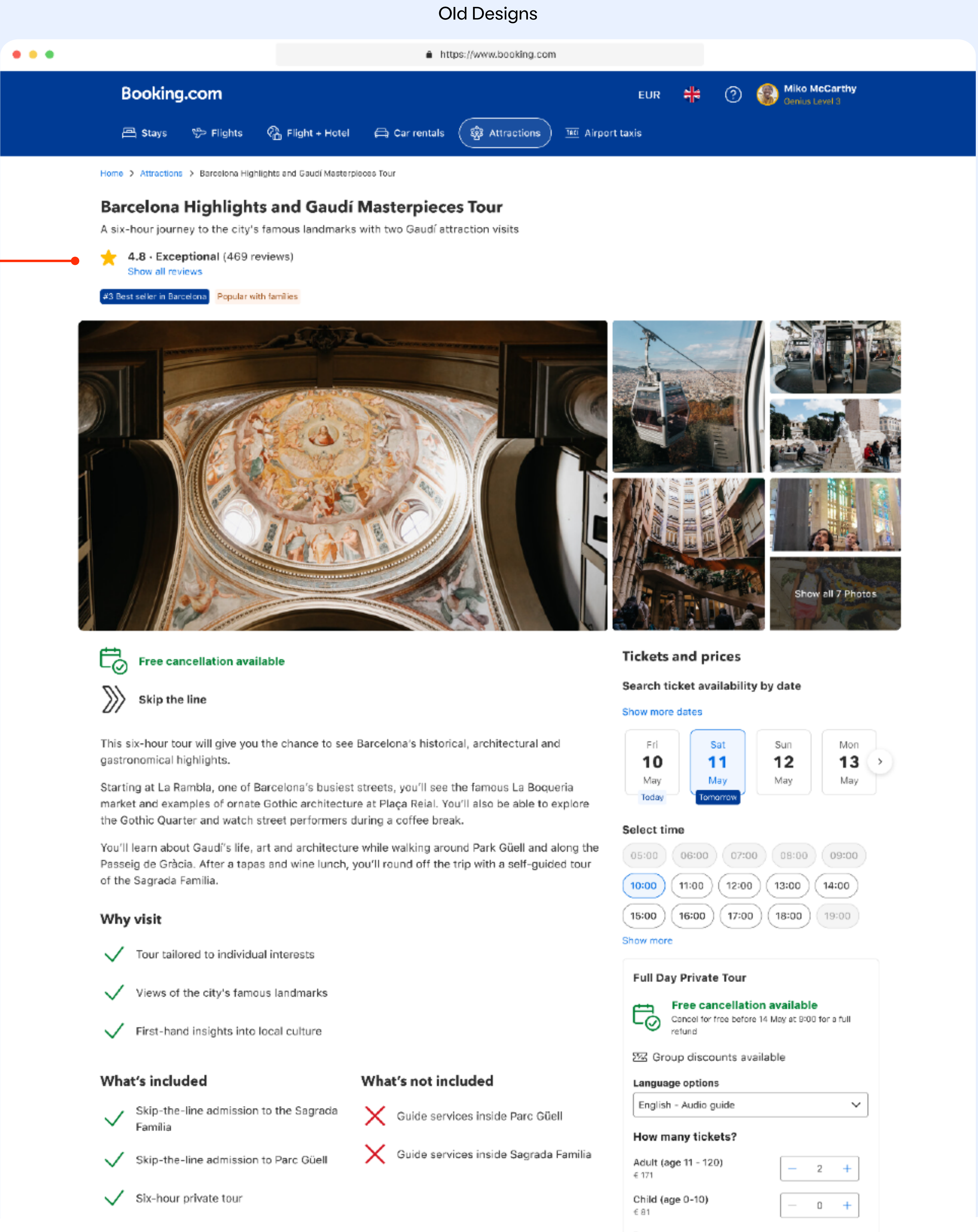
Poor experience

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.



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

