

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.

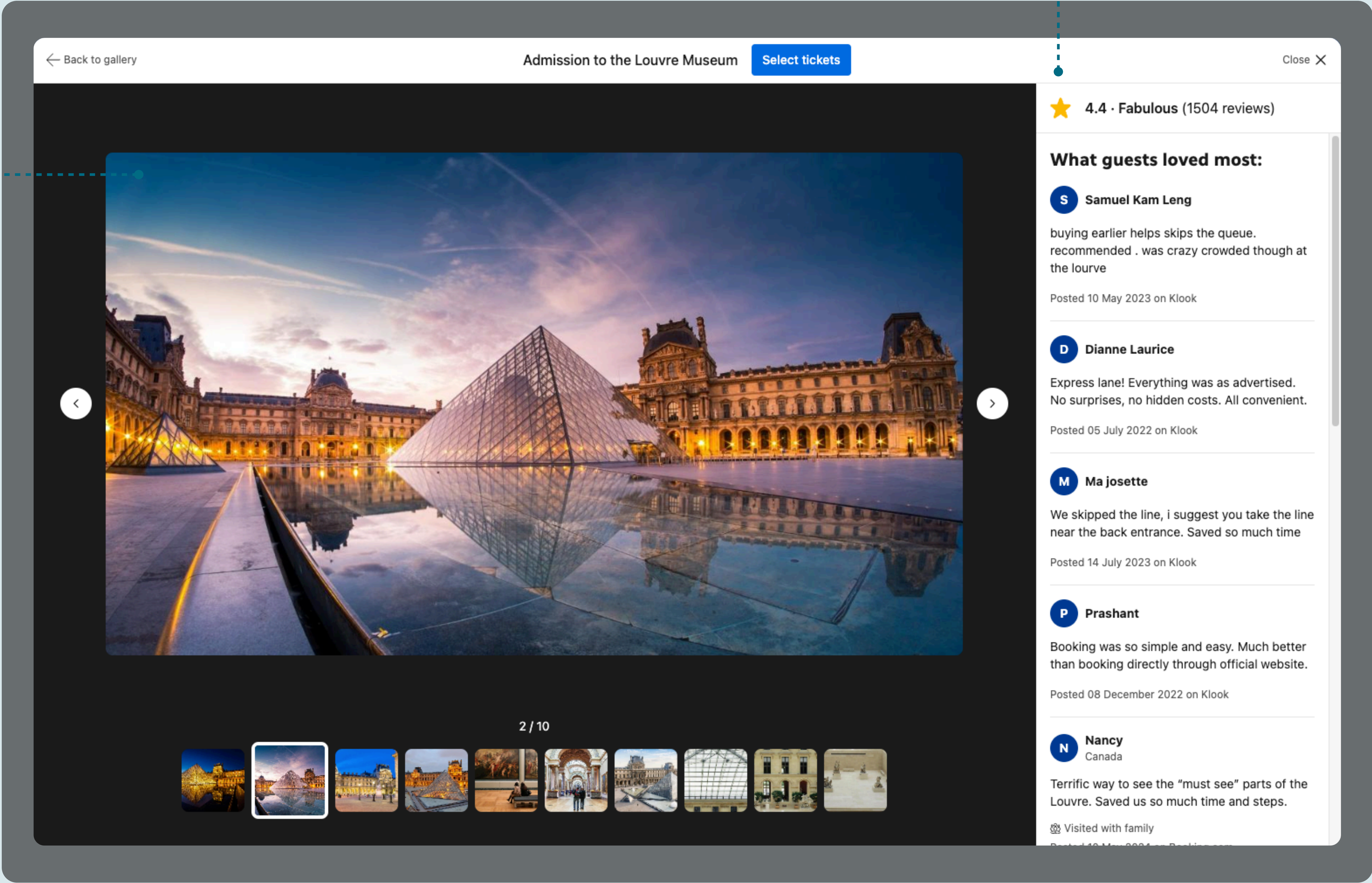
Behavior-Matched Content

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?

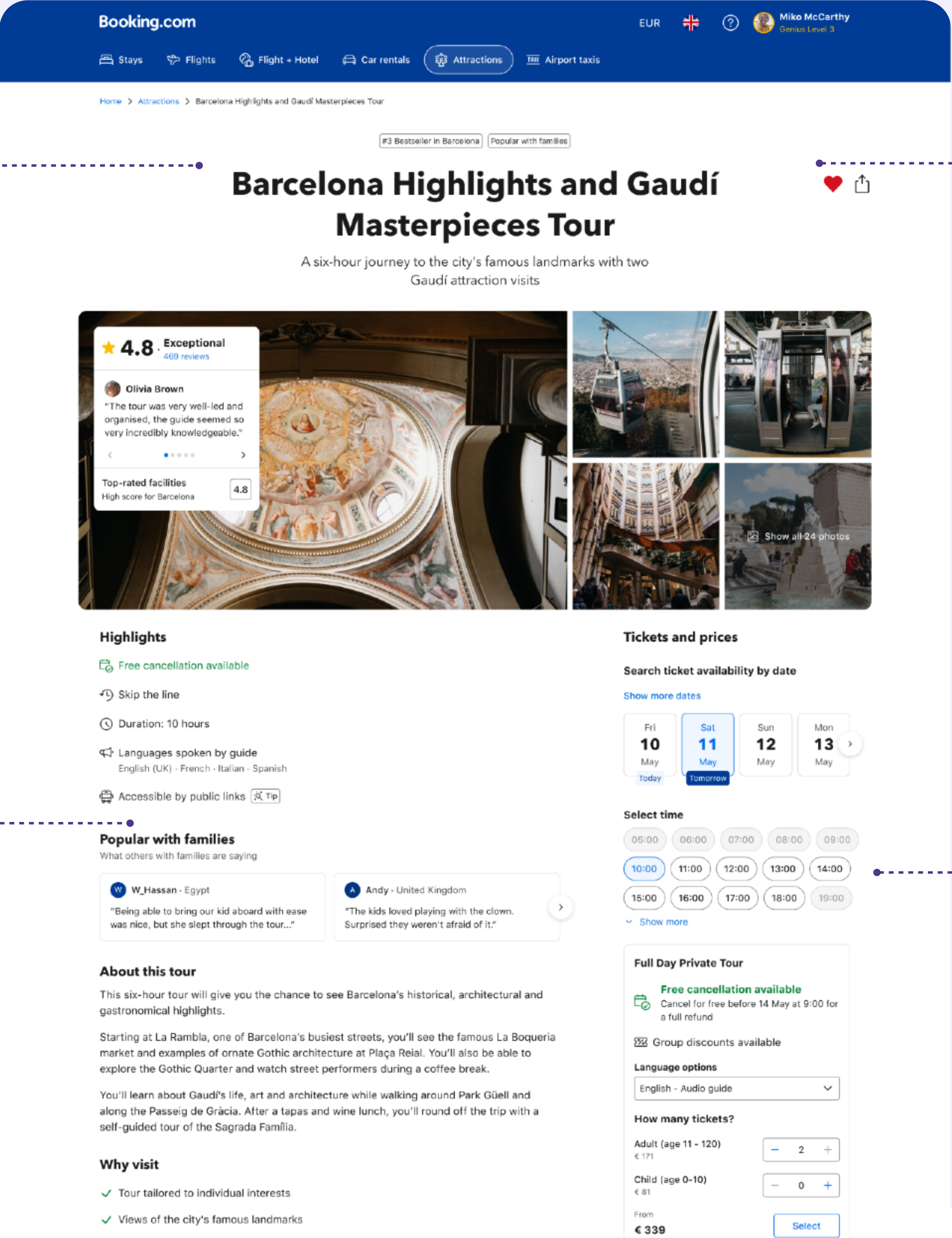
We shifted from simply showing a product to **selling an experience**, using editorial language, visual storytelling, and contextual social proof to position each attraction as desirable, trustworthy, and easy to book.

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%.**

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Attractions Wishlists

Consistency across platforms

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