

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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#3 Bestseller in Barcelona Popular with families

Barcelona Highlights and Gaudí Masterpieces Tour

A six-hour journey to the city's famous landmarks with two Gaudí attraction visits

Highlights

Free cancellation available

Skip the line

Duration: 10 hours

Languages spoken by guide
English (UK) · French · Italian · Spanish

Accessible by public transport

Popular with families

What others with families are saying

W Hassan · Egypt

"Being able to bring our kid aboard with ease was nice, but she slept through the tour..."

Andy · United Kingdom

"The kids loved playing with the clown. Surprised they weren't afraid of it!"

About this tour

This six-hour tour will give you the chance to see Barcelona's historical, architectural and gastronomical highlights.

Starting at La Rambla, one of Barcelona's busiest streets, you'll see the famous La Boqueria market and examples of ornate Gothic architecture at Plaça Reial. You'll also be able to explore the Gothic Quarter and watch street performers during a coffee break.

You'll learn about Gaudí's life, art and architecture while walking around Park Güell and along the Passeig de Gràcia. After a tapas and wine lunch, you'll round off the trip with a self-guided tour of the Sagrada Família.

Why visit

- ✓ Tour tailored to individual interests
- ✓ Views of the city's famous landmarks

EUR ⚙️ Miko McCarthy Genius Level 3

Attractions Wishlists

Consistency across platforms

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

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Portfolio

Review Iterations (Reviews V1)

Combining Reviews and UCG in one place below the fold page

Better UCG Placements

The review block was surfaced earlier in the page scroll, with increased size, better contrast, and more visible call-to-action.

Contextual Highlights

We introduced segmented review snippets (e.g., "Popular with families") to help users see feedback from travelers like them.

What other travellers liked

Traveller ratings

Factor	Score
Good value	4.9
Ease of access	4.3
Quality of service	4.7
Facilities	4.0

Highlighted reviews

- Olivia Brown** Australia | **5 stars**
Absolutely loved our experience! The tour was well-organised, and the guide was incredibly knowledgeable. Would highly recommend to anyone visiting the area.
[Translate to English](#)
- Noah Meijer** 2 weeks ago - Netherlands | **3 stars**
Het was wel oké, maar ik had er meer van verwacht. De gids was aardig, maar het programma kon rijker.
[Translate to English](#)
- Olivia Brown** Australia | **5 stars**
Absolutely dreadful. A complete waste of time and money.
[Translate to English](#)
Visited with a pet
Visited with friends
Posted 1 day ago on Booking.com

Subscore Breakdown

Added horizontal rating bars for key experience factors like value, access, and service to support faster scanning and comparison.

Overall Impact

- +135% increase in clicks on "See all reviews";
- +14% higher conversion rate among users who engaged with reviews;
- +68% increase in time spent reading review content;