TripAdvisor:

1. Think first about problem you are trying to address, don’t just straight in
2. TA can be quite overwhelming
3. Focus on one flow, and come up with improvement for one aspect of it
4. Find a use case, e.g. planning an activity on a holiday
5. Go through website as it is now, from loading step to booking tour
6. Then highlight painpoints, biggest are browsing/comparing things, there’s a overwhelming amount of information to go through, hard to pick key details and compare
7. Brainstorm ideas on how to address them, mind maps or post its
8. Sketch out a few ideas
9. Turn one idea, flesh it into high fidelity
10. Interactive prototype

Come up with modal view, before you jump in you can get a biggest key information

Main things highlighted from new window are shown in modal, and you can flick through other

Lots of price options, why not show cheapest/recommended and then other more expensive options

Modal comparison, arrows to scroll through, and select multiple to compare, or save to trip (Airbnb lists auto to location)

Put lots of ideas on postits