

Redesigning the product detail page.

Turning research into a testing plan, and a testing plan
into a product people can use.

01 PROBLEM

02 RESEARCH

03 REDESIGN

04 EVIDENCE

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Balancing what users need with what the business needs.

The product detail page is where a traveller decides. It is also where most of our revenue is won or lost. This is the clearest example I have of working with both sides of that at once.

Decisions grounded in evidence

Quantitative and journey analysis in GA4 and Contentsquare, zoning studies, NPS verbatims and a competitive benchmark. Then Crazy 8 workshops, user testing, and card sorting to turn all of it into options we could choose between.

A framework, not a set of screens

Behavioural mapping turned findings into rules the team could apply beyond this page.

A method that compounds

Each section tested independently turned one redesign into a repeatable process the team could extend across the funnel.

The page where people decide was the page they left.

Civitatis had grown fast, and the product detail page had been built years earlier for a much smaller catalogue.

90%

BOUNCE RATE ON THE
PRODUCT DETAIL PAGE

71.6%

OF ALL TRAFFIC
IS MOBILE

48%

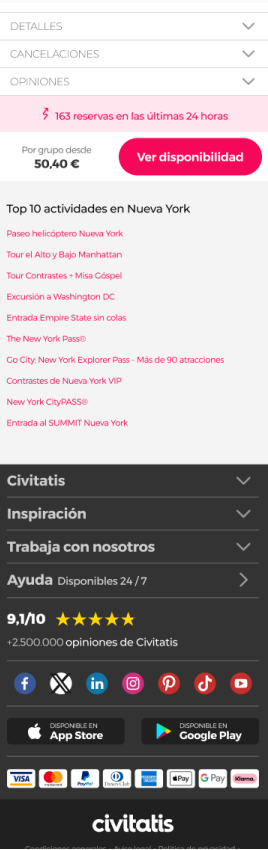
LOWER CONVERSION ON
MOBILE THAN DESKTOP

52%

OF NPS COMPLAINTS WERE
GENERAL EXPERIENCE ISSUES

The page was not missing information. It had too much of it, in the wrong order.

One long description, and everything else out of reach.



Everything competed for attention

A wall of itinerary text opened by default, with no hierarchy between what helps you decide and what you read after booking.

The decision content was collapsed

Details, cancellation terms and reviews were all accordions below the fold, so reaching them required intent the user did not have yet.

The only thing always visible was the CTA

A sticky button with the price, asking for a decision the page had not yet supported.

Two data sources, one problem.

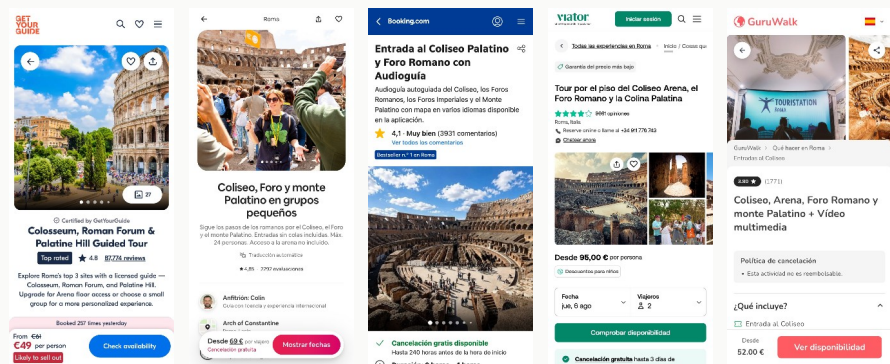
ZONING ANALYSIS · CONTENTSQUARE



Half our users never reached the reviews.

Our strongest trust signal was invisible to more than half of visitors. Sessions with and without a transaction looked almost identical. The problem was structural, not intent.

COMPETITIVE BENCHMARK

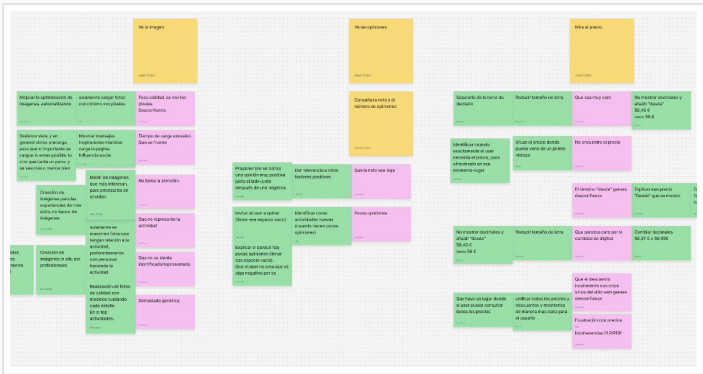


Everyone else was already reducing uncertainty.

GetYourGuide, Airbnb, Booking, Viator and GuruWalk all led with reassurance: free cancellation, ratings and trust signals up front. We were still leading with description.

Two workshops, one framework.

BEHAVIORAL MAPPING



For every moment, what could break trust.

The moment, the risk, the response. Not a screen but a framework the team could reuse beyond this page, turning findings into design decisions we could build.

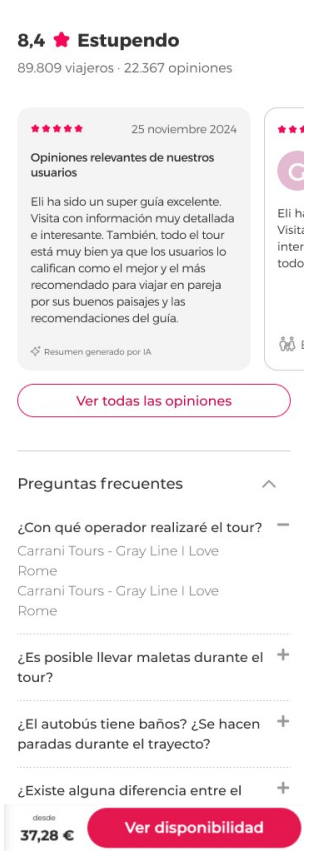
CRAZY 8 WORKSHOPS



Many versions before choosing one.

Timeboxed rounds with the product design team, deliberately disposable. The point was to exhaust the obvious answers before betting on any of them.

Structured content, in the order people actually decide.



Trust signals first

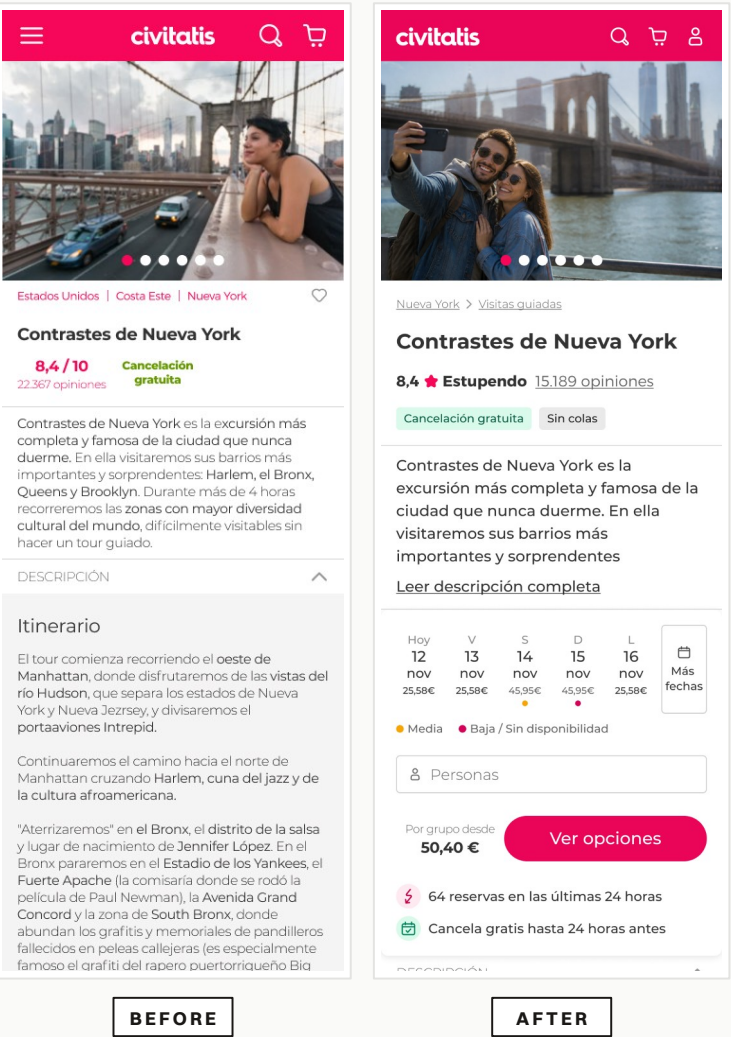
Rating, review count, free cancellation and skip-the-line sit above the fold, before the description.

Card sorting informed the structure

We ran card sorting sessions to order the content and reduce cognitive load. Details, meeting point and cancellation become peers instead of buried accordions.

The answers people were looking for

Exact start and end addresses, a usable map link, review breakdown and an FAQ built from real questions.



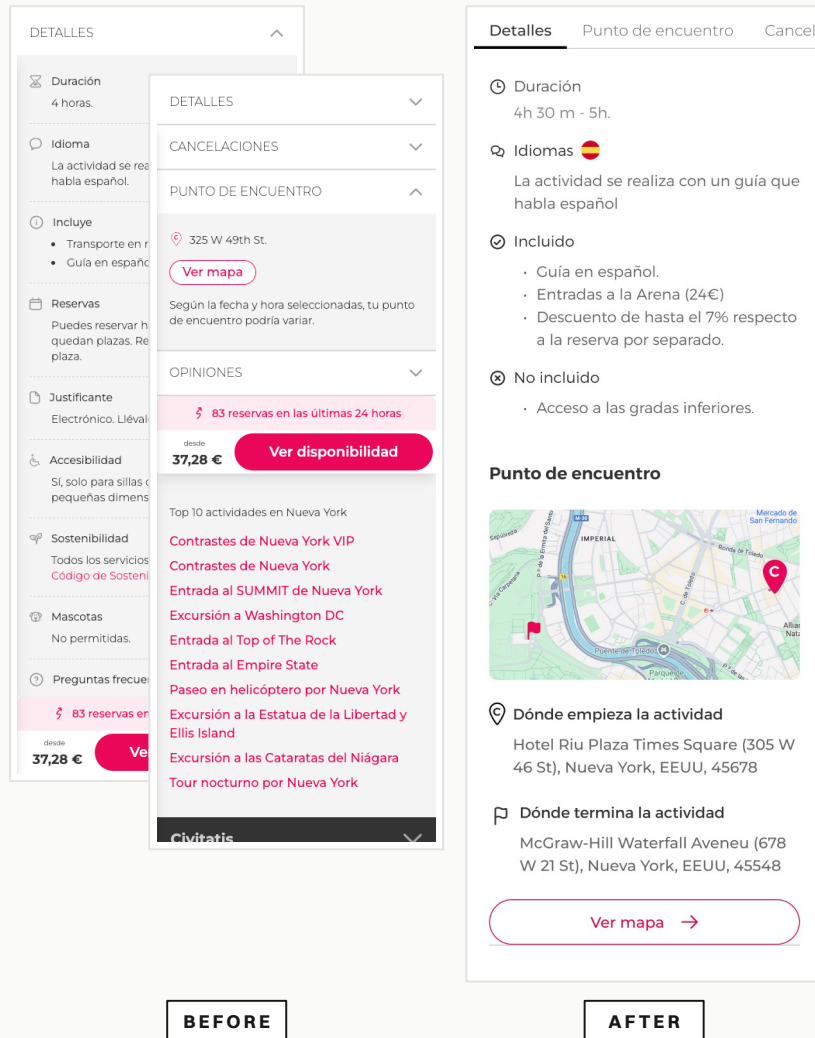
The calendar had to sit above the fold.

Availability above the fold

Users bounced after reading the full description and finding no dates for their travel window. We moved the calendar, price and CTA above the fold, so booking anxiety is resolved before scrolling starts.

Less noise, more signal

The primary colour now lives only on the CTA, and the wall of description text was cut down. The 8.4 reads as “Estupendo,” not a bare number, and the hero photo is social proof: real travellers on the activity.



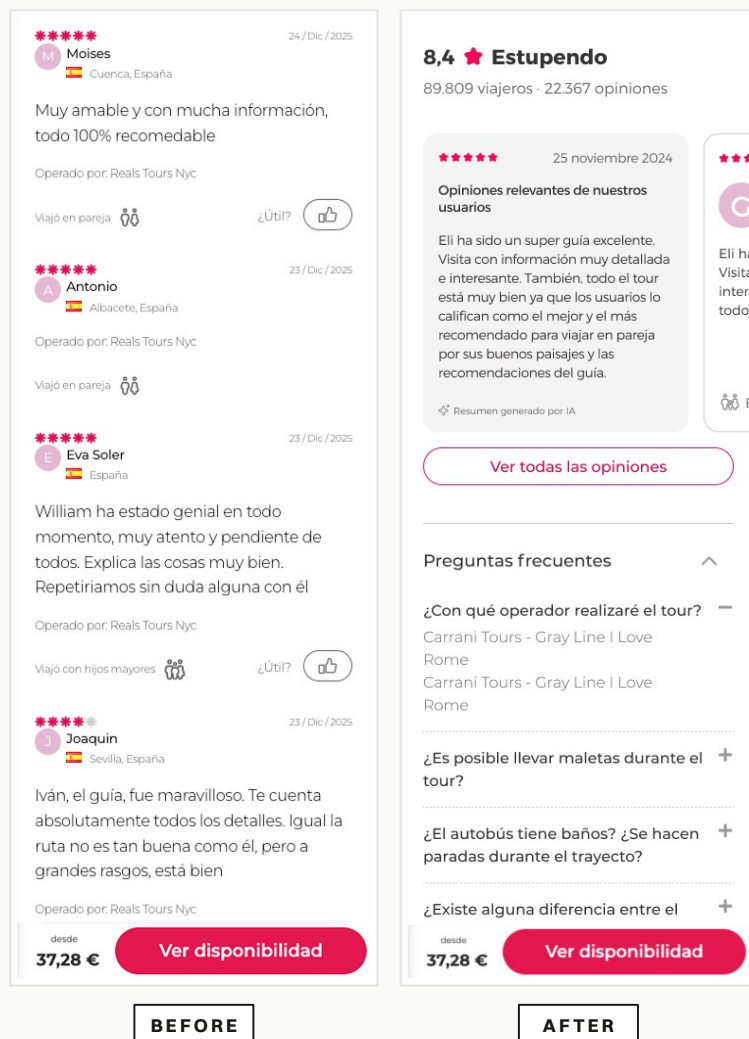
Chunked content. Meeting point where users look.

Content divided into sections

We divided the content into clearly labelled sections (Details, Meeting point, Cancellation) to guide the user through the page and reduce cognitive load.

Meeting point promoted

Top source of NPS complaints. Now a dedicated section with start address, end address, and a map link, not buried in an accordion below the description.



22k reviews condensed into one card.

AI-generated review summary

22,367 reviews are unreadable at scale. An AI-generated summary distills the signal into one card, with the full corpus one tap away, and every FAQ under it built from real customer questions.

A carousel, not a scroll

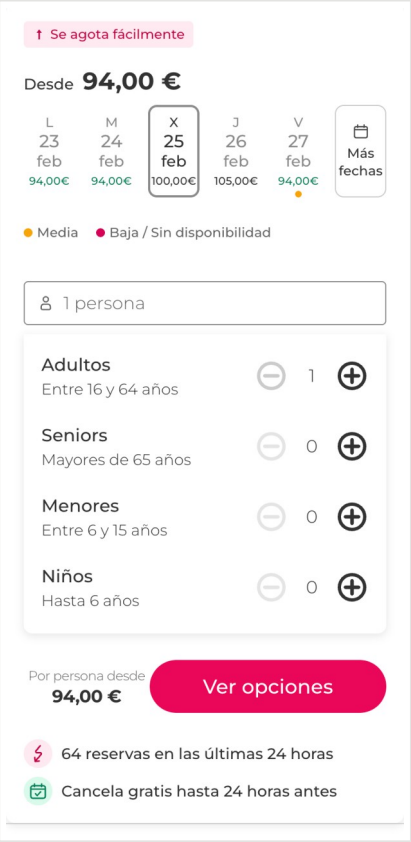
The carousel format lets people browse the FAQs at their own pace instead of one long list, and gives the page rhythm.

The booking flow.

From landing to a confirmed date, including what happens when nothing is available.



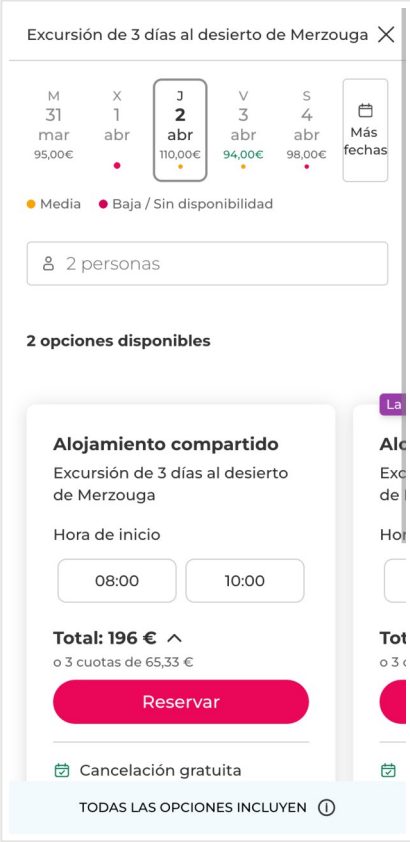
LANDING



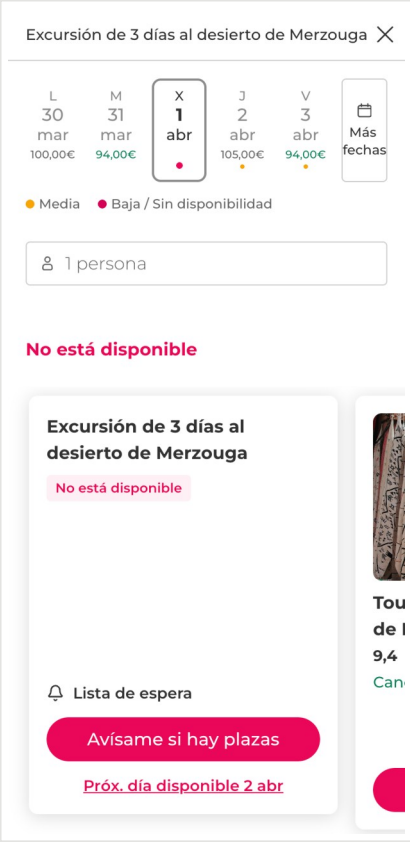
DATE + PARTY SIZE



FULL CALENDAR



OPTIONS · TIME AND ROOM



UNAVAILABLE · WAITLIST

Three user profiles, zero blockers.

We recruited six users, two per profile, based on the type of activity they typically purchase, to make sure the redesign worked across the full range of booking intent.

01

Free tours

The entry point for most users. Low commitment, high volume. These users browse fast and decide on trust signals alone.

02

Guided tours

The core of the catalogue. Users compare options, read descriptions, and check reviews before booking.

03

Excursions

Higher price, longer commitment. These users need the most information before making a decision.

Every profile completed the booking flow without issues. The redesign was ready to test.

One test, the whole page at once.

The team needed fast validation. We skipped the incremental plan and tested the full redesign against the old page in a single experiment. It set up the headline win two pages ahead.

-4%

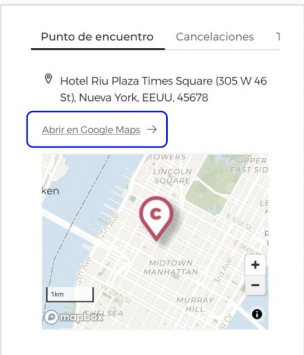
ADD TO CART

The full redesign, live against the old page

-3%

ADD TO CART

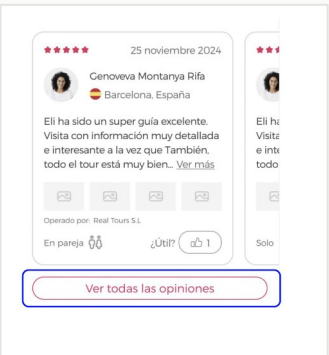
Diagnosed the exit points and removed the Google Maps CTA



-2%

ADD TO CART

Relocated "See all reviews" to the last item in the carousel

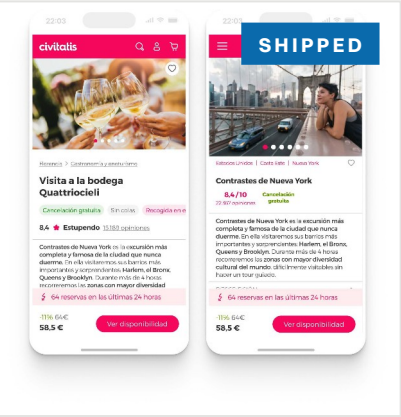


Testing everything at once meant we could not attribute anything. I made the case for going back to the incremental plan, and the team aligned on it.

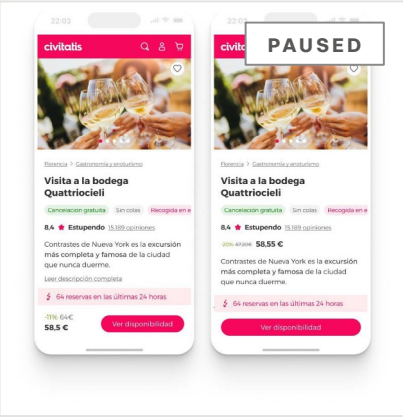
The new booking flow itself was not part of this test: development delays pushed its testing to a later phase.

Six tests instead of one.

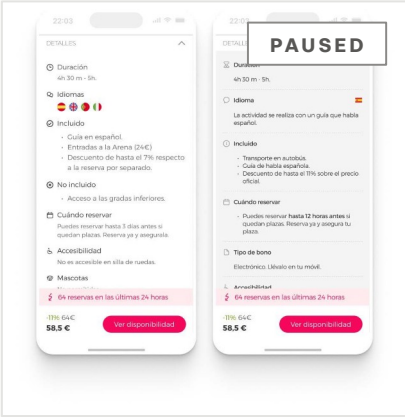
Planned as six independent experiments. One shipped. The other five were paused after the win.



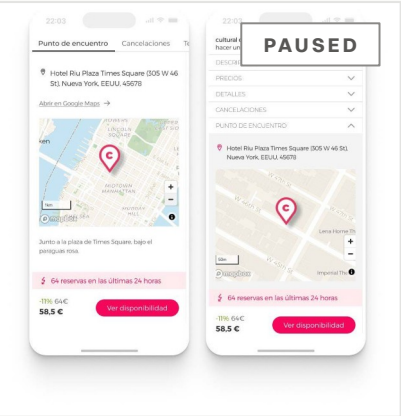
ABOVE THE FOLD



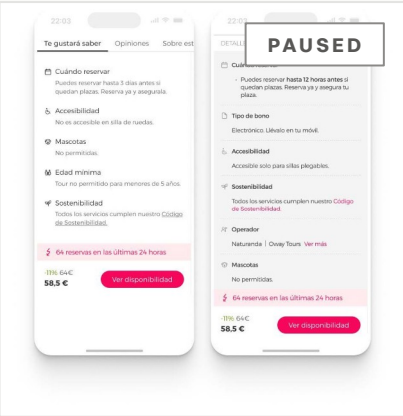
PRICE AND CTA



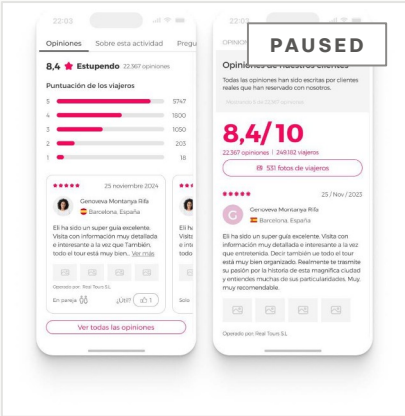
DETAILS



MEETING POINT

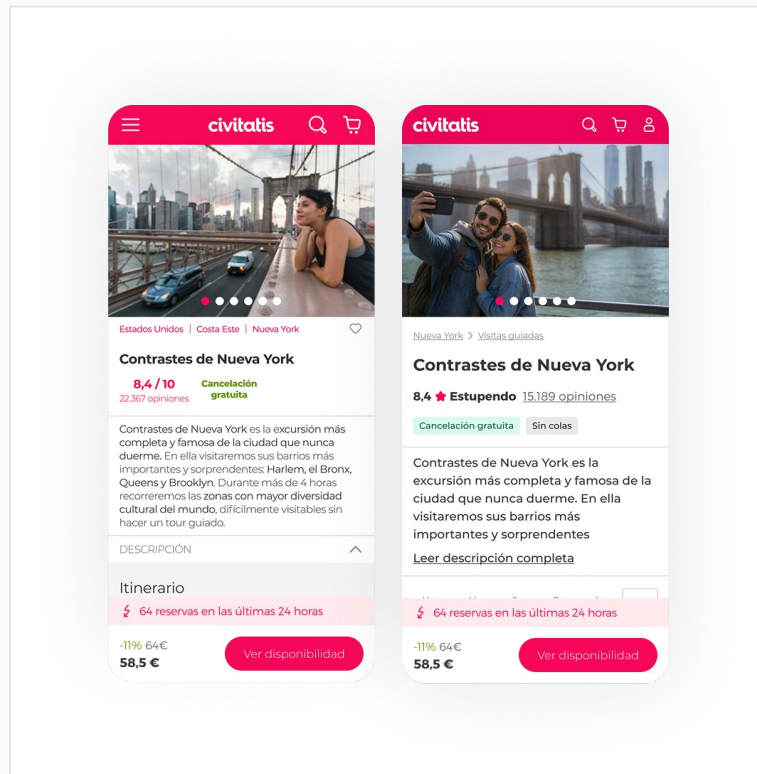


GOOD TO KNOW



REVIEWS

The same work, measured properly, moved every metric that matters.



A

B

The hypothesis

Because we know complaints call out information quality, and the PDP has a 90% bounce rate, we believe social proof (real people in the photo), larger type for a user base where many are over 50, and reducing cognitive load by limiting the accent colour to the CTA will lift add to cart by 4%.

+8%

ADD TO CART

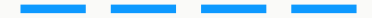
+7.67%

BEGIN CHECKOUT

+6.84%

PURCHASE

Optimizely, roughly 28,000 visitors split between control and variant.



The people behind the redesign.

Me	Ran the zoning studies, designed the behavioural framework, was part of user testing and card sorting, designed the page. Wrote the documentation in Figma and .md files with the Product Engineer and the Product Manager, then wrote the incremental testing plan with the Product Manager.
UX Researcher	Led the research and supported the behavioural mapping workshops. The evidence layer under every decision.
Product Engineer	Built the variants, participated in the design workshops, and shipped the tests. Every decision written down in Figma and .md files, so nothing had to be re-explained.
Product Manager	Set the initial testing approach, prioritised the six-test roadmap, and defined the success metrics we tracked in Optimizely. Coordinated with stakeholders on scope and timeline. He and I made the case for going incremental, and the team aligned.

Four things I would do the same way again.

Define the need from evidence

Zoning, NPS verbatims and a competitive benchmark all pointed at the same thing before anything was drawn: the content that reduces doubt was buried.

Match fidelity to the question

Crazy 8s to exhaust the obvious, then real variants built with front-end and measured on live traffic. Cheap when exploring, production code when measuring.

Isolate before you measure

We tested the whole page at once and lost 4%. The result was real and impossible to act on. One change per surface is the only way a number means something.

E-commerce is uncertainty reduction

Discovery, product page, cart, checkout, post-purchase, a decade of it. A person who is not sure will not buy, on a marketplace or on a merchant's storefront.

Thank you.

Happy to go deeper into any part of this: the zoning data, the workshop, the decisions, or the testing approach.

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