



It was supposed that a call to action to improve the users flow was missing. But solving, on the other hand, the problem with the dots for pictures navigation


Sunweb




★★★★★

Hotel Three Corners Rihana
Resort & Rihana Inn

Home, Vakantie, Egypte, Rode Zee, El Gouna,
Hotel Three Corners Rihana Resort & Rihana Inn









zo 05 jan


4 dagen, 2 personen, All inclusive

Prijs per persoon 

€ 269




Algemeen



Bestemming




Afbeeld



Prijzen & Boeken

8,7/10


Sunweb




★★★★★

Hotel Three Corners Rihana
Resort & Rihana Inn

Home, Vakantie, Egypte, Rode Zee, El Gouna,
Hotel Three Corners Rihana Resort & Rihana Inn








zo 05 jan


4 dagen, 2 personen, All inclusive

Prijs per persoon 

€ 269




Algemeen



Bestemming



Afbeeld

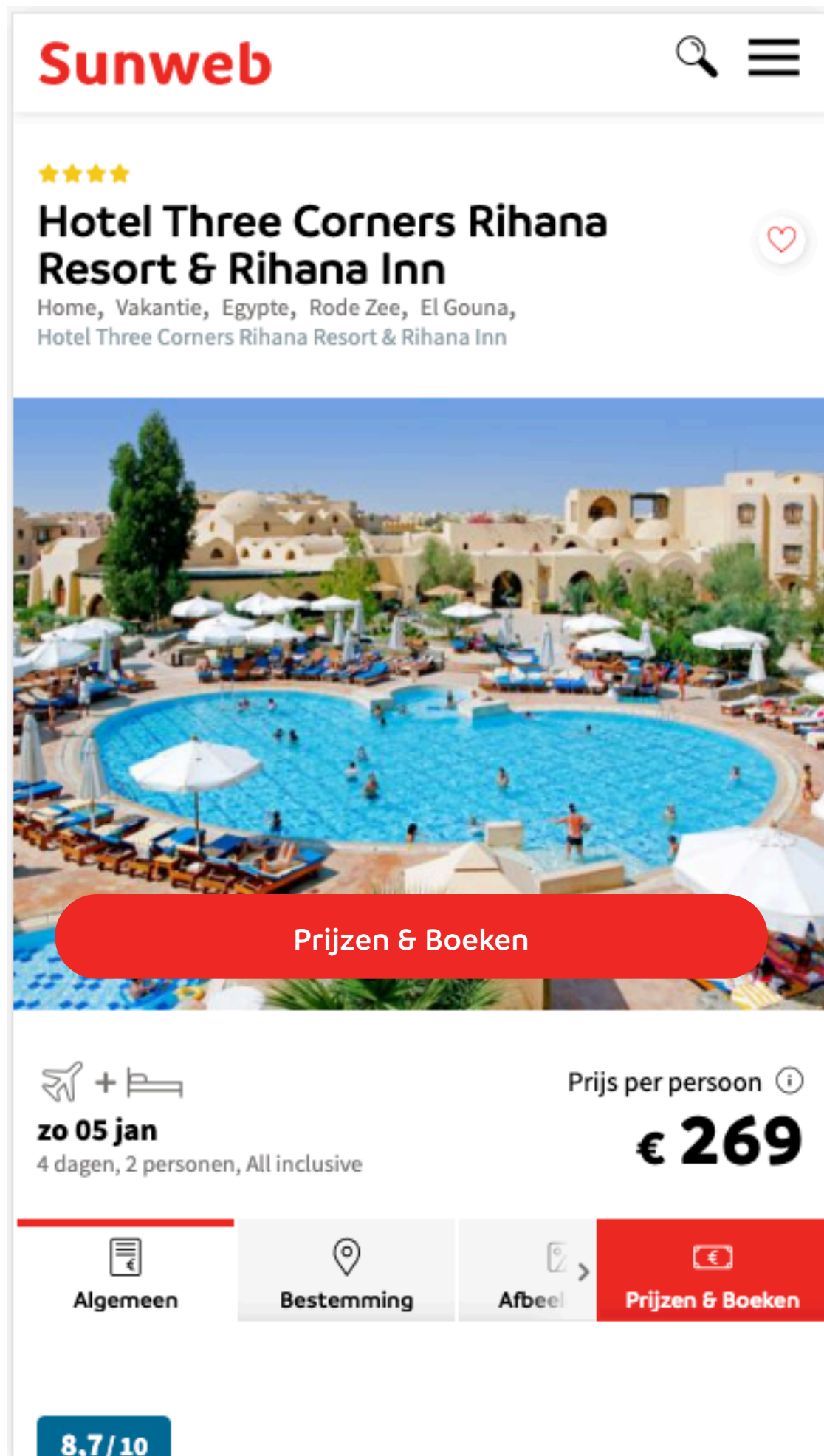


Prijzen & Boeken

8,7/10

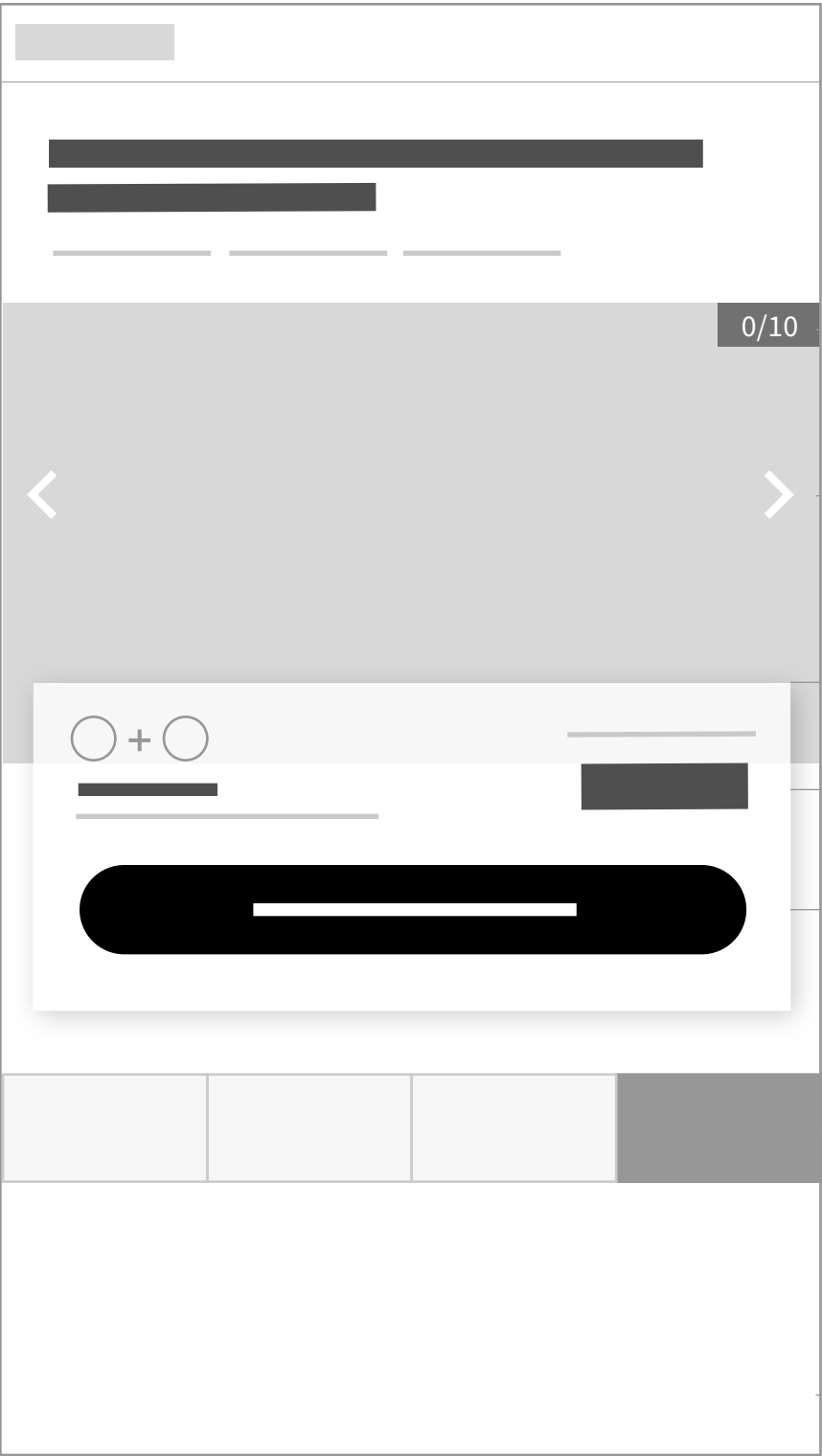
UX mistakes

(based on hypothesis) found on the current design + CTA



- CTA above the price
- Not clear vision what the CTA does
- Not clear the difference between the CTA and the promoted tab
- Tab behaving as a CTA but without being a CTA
- Not clickable price. Users want to click over the price (actually we have that behavior on the search results page)
- Visual indicator of the amount of pictures on the slider
- Previous/next picture visual indicator

UX proposal improvements



Picture number indicator

Prev/next picture arrows

Defining a clickable area where the promoted information is grouped

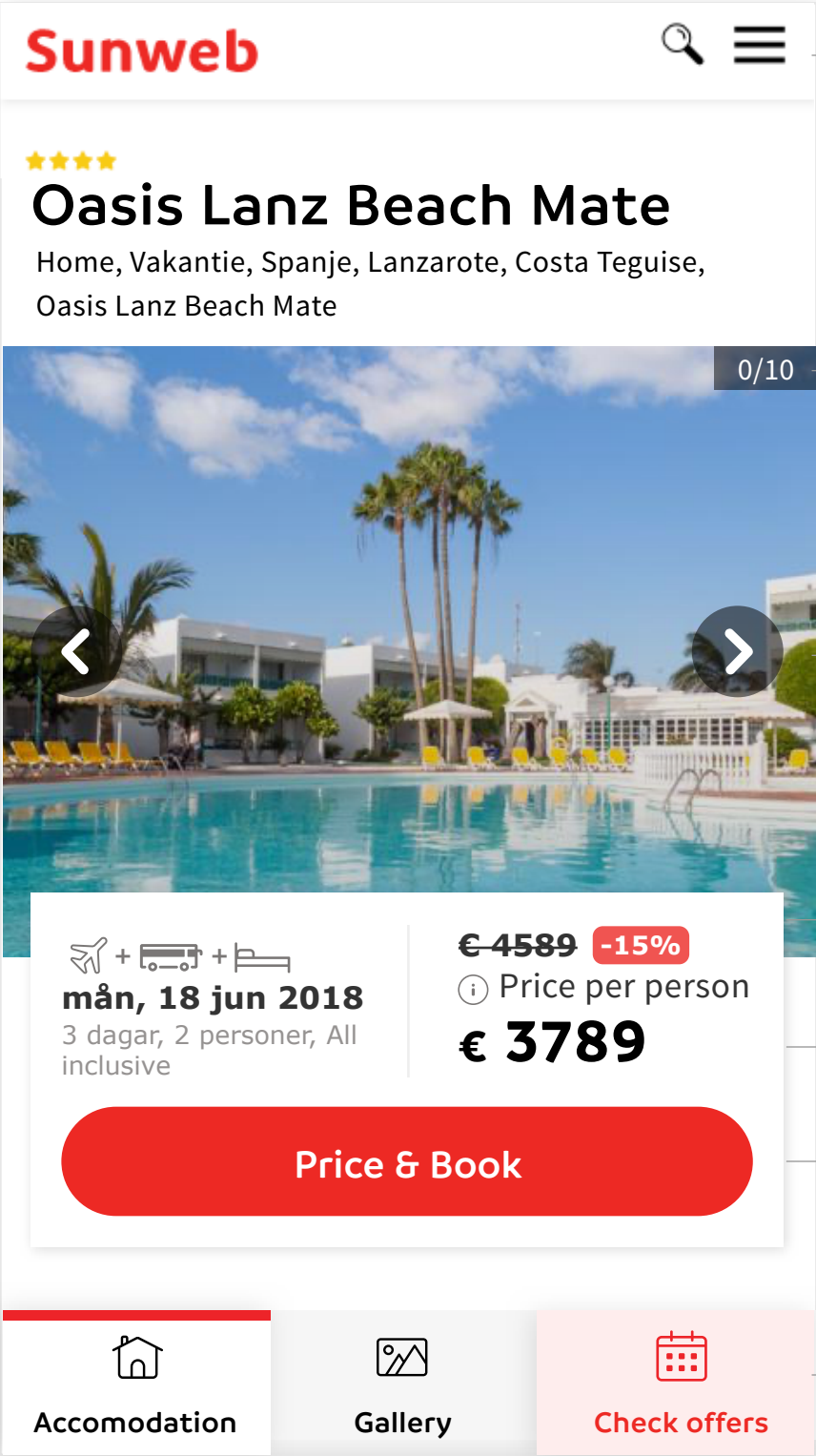
Clickable price

CTA below the price and package details

Less relevance for the tab where the prices are, but still differentiated for when the user is navigating through them without any visible CTA, to add a visual reference.

More consistency with the desktop version

Prototype



More consistency with the desktop version

Picture number indicator

Prev/next picture arrows

Defining a clickable area where the promoted information is grouped

Clickable price

CTA below the price and package details

Less relevance for the tab where the prices are, but still differentiated for when the user is navigating through them without any visible CTA, to add a visual reference.