


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





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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**

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current behaviour

## UX mistakes

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

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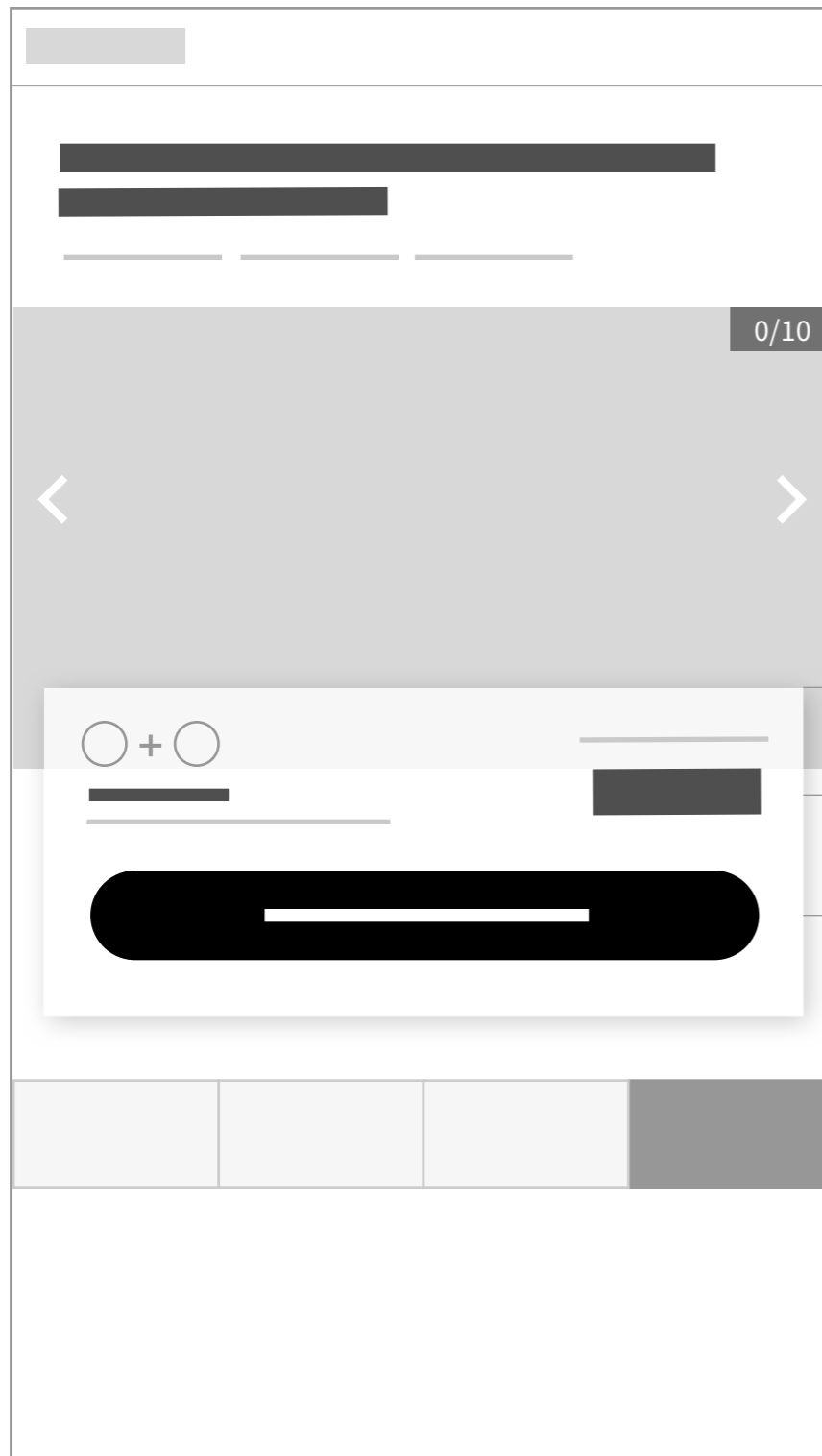
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- CTA above the price
- Not clear vision what the CTA does
- Not clear the difference between the CTA and the promoted tab
- Tab behaving as a CTA but without being a CTA
- Not clickable price. Users wants to click over the price (actually we have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

# UX proposal improvements



0/10 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

