

New padlock icon used to show locked/paywall content, after “?” was not fully understood in testing

Key features: Quick feedback that product meets initial user needs

Generic, sales focused pros and cons removed to avoid deception

New contextual block, clearly showing what is behind paywall

Removed “advertising style banner” and used more contextual copy about value of subscription

Full set of test results now shown. By only showing 3 previously, the true value of the subscription was missed

Where to Buy retailer blocks has been tidied up and buttons make accessible

The screenshot shows a product review page for the Microsoft Surface Laptop 2. At the top, there's a navigation bar with categories like Technology, Home & Garden, Money, Baby & Child, Cars & Travel, Campaigns, Services, and More from Which?. The main heading is "Microsoft Surface Laptop 2 review". Below this, the price is listed as £249.99 with a "View retailers" link, and the test score is 85%. Key features include a 15" screen and 4GB of RAM. The review is dated October 2017 and written by Isabel Palmer. A "Sign up to unlock" button is prominently displayed, indicating that some content is behind a paywall. The page includes a "Technical Specifications" section with a table listing details like Processor (Intel i3-6060U), Processor cores (2), Base processor clock speed (2 GHz), Ram (4 GB), Main storage type (SSD), Claimed storage capacity (128 GB), Actual storage capacity (64 GB), and Graphics (Intel UHD Graphics 620). There's also a "Test results" section with a star rating and a "Where to buy" section with a table of retailers and their prices. The page is designed to be clean and informative, with clear sections and a consistent use of the paywall icon.

Top section is cleaner with info split into defined sections

Review is labelled with date and “expert” author to re-inforce quality

New functionality to enable user to add to Compare

All free, available content is now shown to non-members (tech specs) to add value and avoid making users search

Pattern update to move qualifiers to title to make specs easier to scan, particularly for mobile

More detail around lab testing will be included in the dropdown. By surfacing this on one page it won't be missed

All reference to paywall is consistent and includes full cost messaging

New component to help users better understand UPS/Test lab score., (completed as a separate project)

Further product suggestions have been redesigned to make them easier to compare. Design has also been optimised for mobile view