

## HEURISTIC EVALUATION: TRIP FINDER PAGE

# Trip Finder

- ✓ Clean and well-structured content and visuals.
- ✓ User is empowered to find a specific itinerary through the dropdown options.
- ✓ Sticky itinerary filter bar allows users to quickly control displayed results without needing to scroll up and losing their location on the page.
- ✗ Difficult to find the “Clear all” button, appears as a header instead of a link.
- ✗ Unconventional use of bullet points makes it difficult to understand each tour summary
- ✗ Difficult to find links to the LCT and “Contact a consultant” CTA because it follows the same layout as the tour summary section, and is not visually distinct from other page content

✓ Done Well  
✗ Difficulty

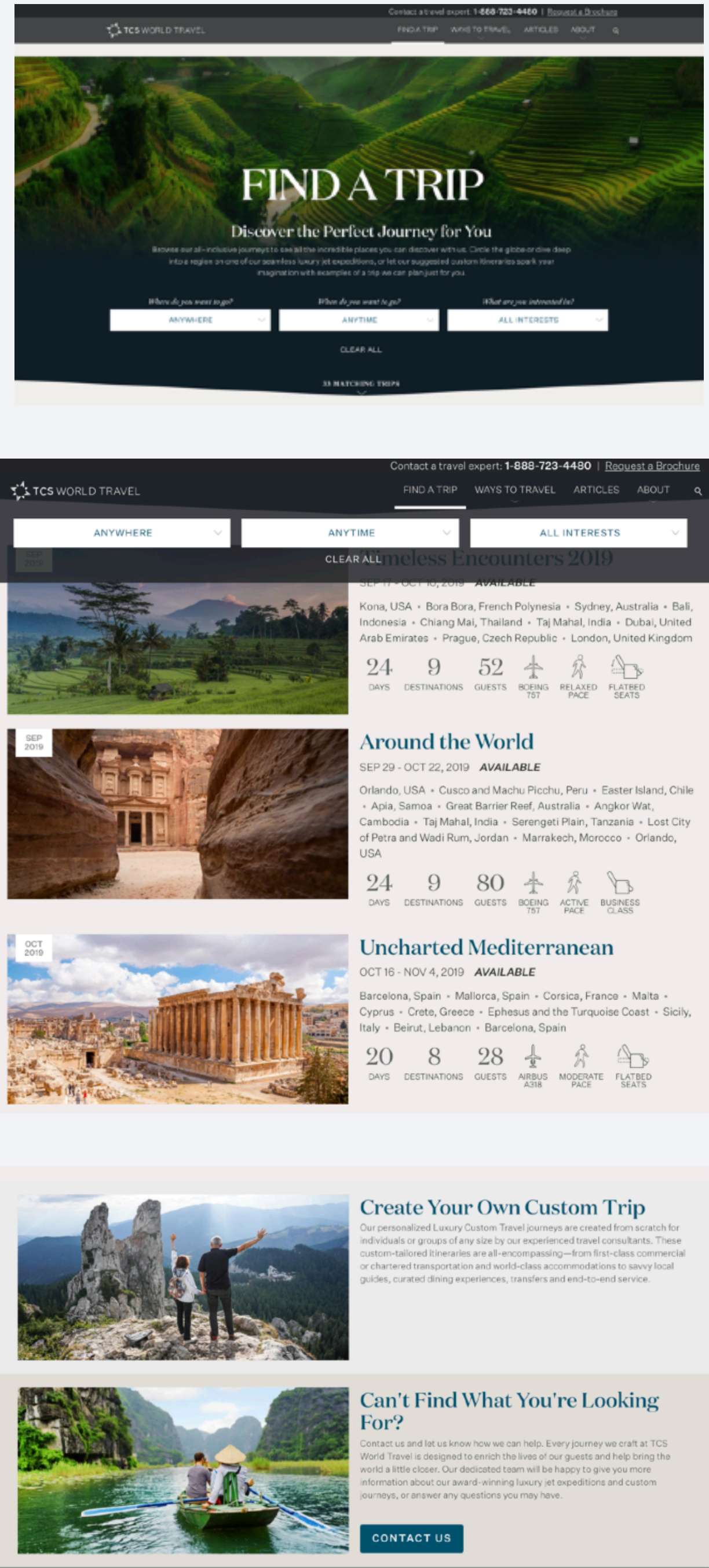




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# Opportunities for improvement

- ⚙ Increase visual salience of the “Clear all” button.
- ⚙ Creative ways of laying out tour itinerary summary:
  - Emphasize text that explains what “Available” vs. “Waitlisted” means.
- ⚙ Reduce the amount of space by combining the two CTAs to the LCT page and the “Contact Us” form.



## Find a trip

Lorem

Lorem

Lorem

Clear All

32 results

Available

## Uncharted Mediterranean [date]

Barcelona, Spain✈Mallorca, Spain✈Corsica, France

Lorem ipsum✈Lorem ipsum✈Lorem ipsum

Icon

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## Can't find what you're looking for?

Contact us

Create a custom tour