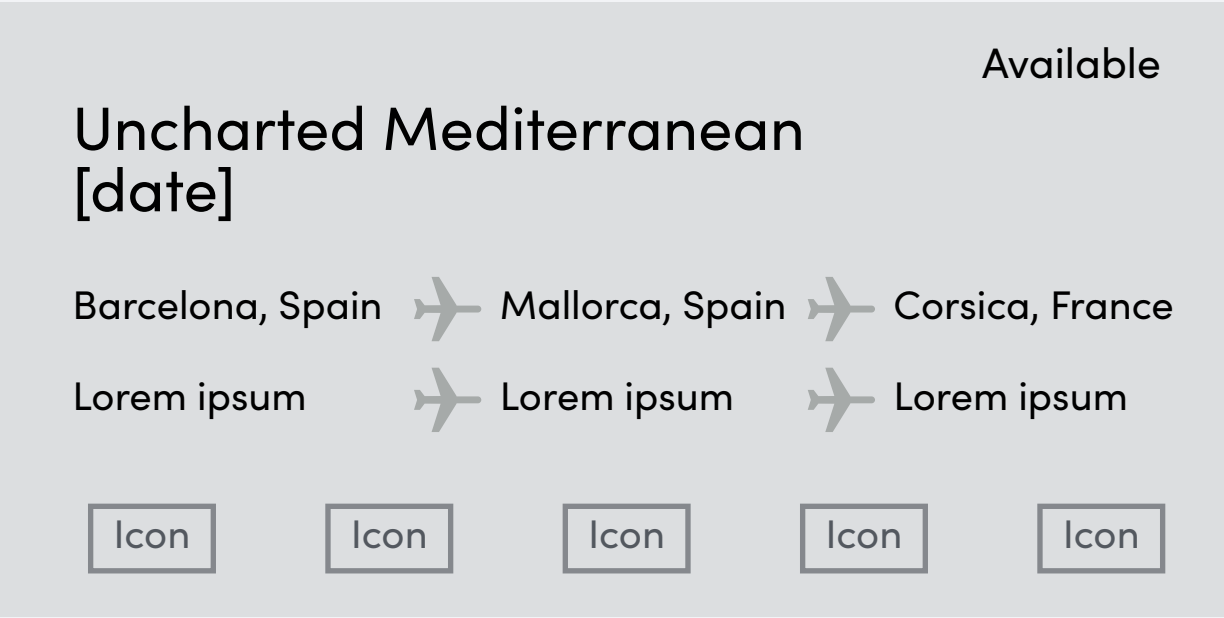
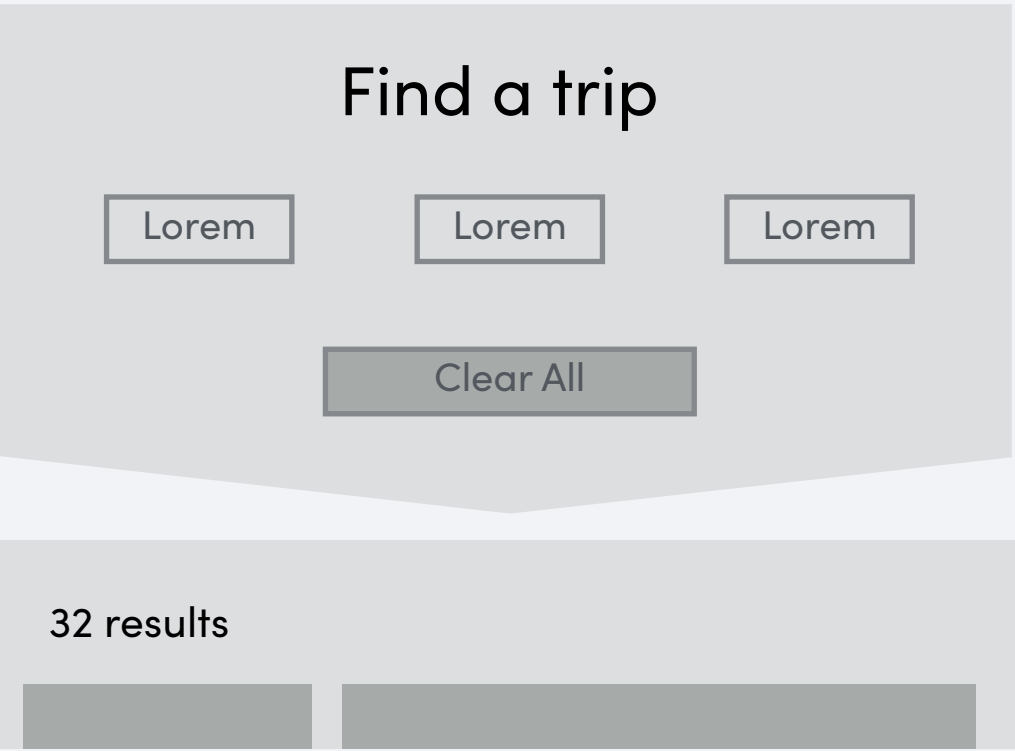
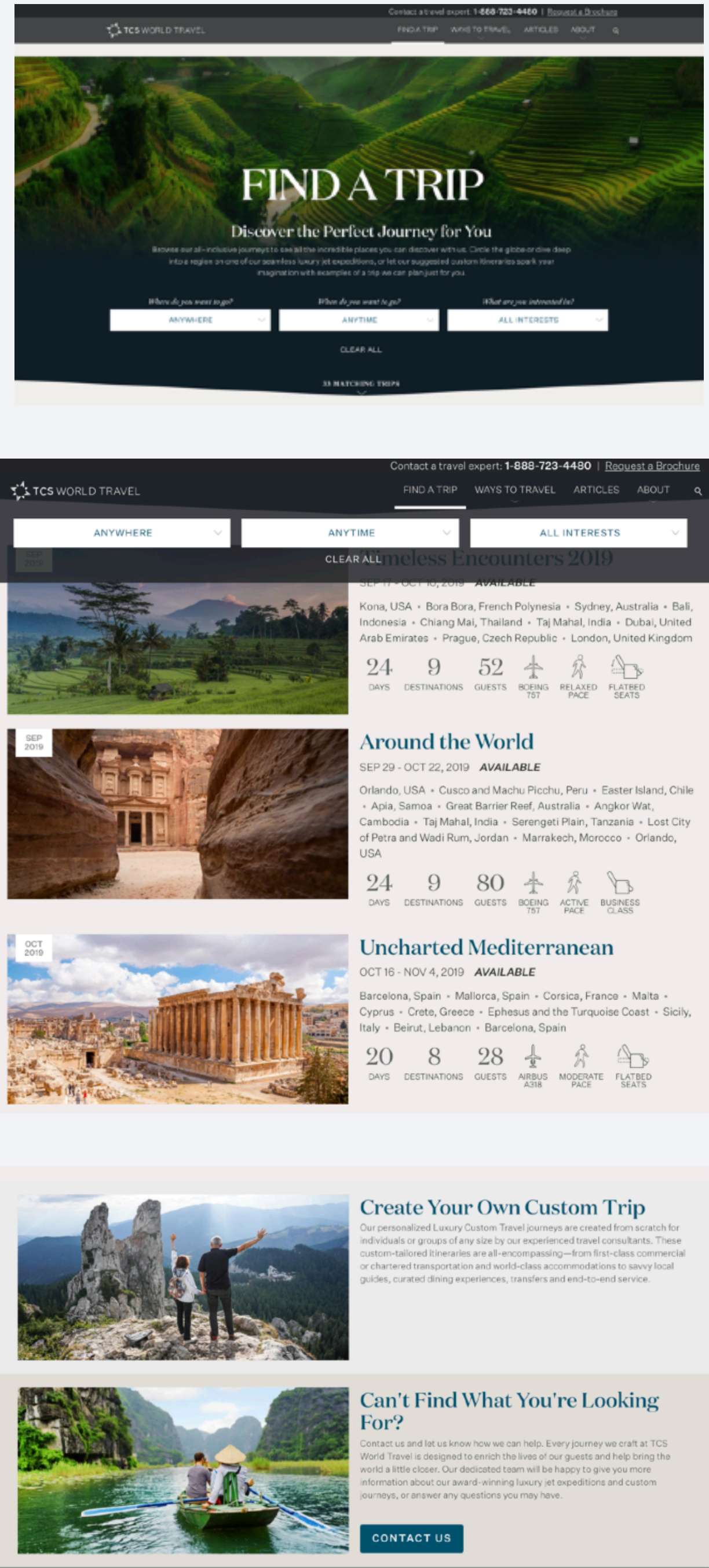


HEURISTIC EVALUATION: TRIP FINDER PAGE

Opportunities for improvement

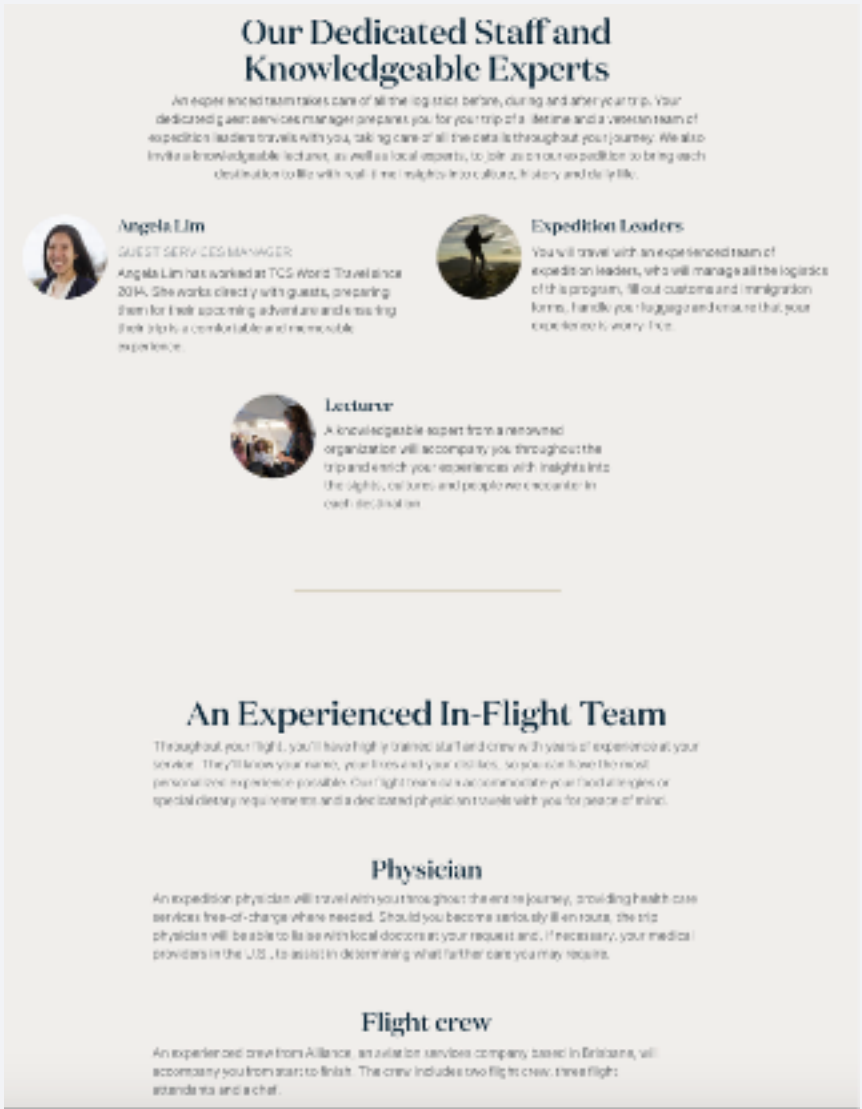
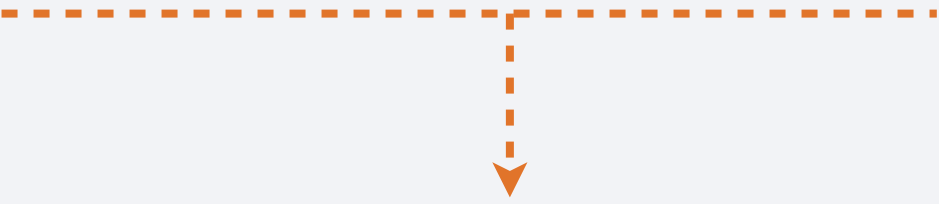
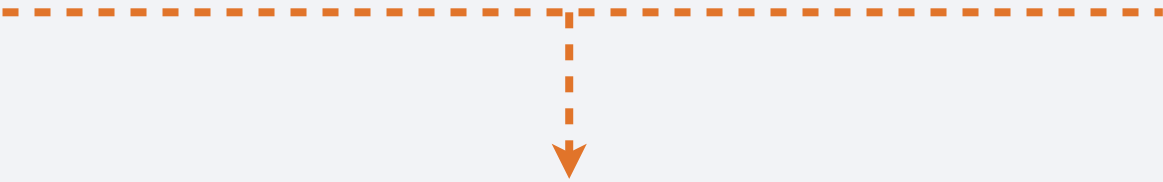
- ⚙ Increase visual salience of the “Clear all” button.
- ⚙ Creative ways of laying out tour itinerary summary:
  - Emphasize text that explains what “Available” vs. “Waitlisted” means.
- ⚙ Reduce the amount of space by combining the two CTAs to the LCT page and the “Contact Us” form.



HEURISTIC EVALUATION: TRIP PAGES

Opportunities for improvement

- Clearer visual distinction to help users find and understand the home menu and the itinerary menu.
- Invite users to click on map so they understand that it isn't a static image.
- Make use of horizontal space to reduce the length of content and give users more control in navigating the tour page.



Header: we're here every step of the way

Dedicated Staff and Knowledgeable Experts

Expedition leaders

Lecturer

An Experience In-Flight Team

Physician

Flight crew