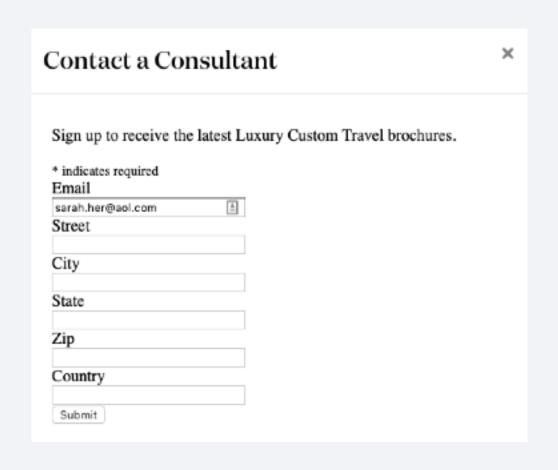
HEURISTIC EVALUATION: MENU, SEARCH, & FORMS

Forms

- Button CTAs throughout the site make it easy to find most of the forms.
- Clear and direct input fields and "Submit" button.
- Some forms are not themed or are incomplete.
- There are multiple types of forms for the same kind of inquiry; requires users to unnecessarily learn new patterns.
- The user has to repeatedly fill out the same information for each form they choose to submit.

⊘	Done Well
×	Difficulty

Digital and Print Brochures	¢
To receive a brochure about this trip, please provide your information below.	
* indicates required	
Print or Digital Brochure? *	
Digital 🧼	
First Name *	
Sarah	
Last Name *	
Her	
Email *	_
sarah.her@aol.com	
Would you like to be contacted by a travel specialist? *	
○ Yes ○ No	
What would you like to discuss?	
Request Brochures	
By providing your email address, you agree to receive our exclusive trip announcements, travel inspiration and expert tips You can unsubscribe at any time.	
Available	
Fill out this form to start the reservation process. One of our travel specialists will follow up with you shortly during our regular business hours (Monday through Friday 9 a.m. to 5 p.m. PT).	
* Indicates required	
First Name *	
Sarah	
Last Name *	
Her	
Email *	
Email * sarah.her@aol.com	
sarah.her@aol.com	



* indicates required	
First Name *	
	_
Sarah	Ā
Last Name *	
Her	
Email *	
sarah.her@aol.com	
Would you like to be contacted by a travel specialist?	*
○ Yes ○ No	
Phone Number	
TOTAL TRAINER	
Comments	
Submit	



Refer A Friend	^
World Travel private jet trip or que conditions, click here .	new guest referred who travels on a TCS alifying custom journey. For terms and
MoaiClub@TCSWorldTravel.c 206.708.8152.	
* indicates required Your First Name *	Your Last Name *
Sarah	□ Her
Your Email *	Your Phone *
sarah.her@aol.com	
Referral's First Name *	Referral's Last Name *
Referral's Email Address	* Referral's Street Address
Referral's City	Referral's State/Province
	Referral's Postal Code
Referral's Country	Second Referral?

HEURISTIC EVALUATION: MENU, SEARCH, & FORMS

Opportunities for improvement

- Keep forms simple and quick to fill out. The longer it appears to take, the less likely users are to complete it:
 - If possible, pre-populate form fields (e.g., name, email) with information that the user previously filled out on other forms.
 - Only request the bare minimum information.
- To avoid confusing the user, reduce the number of forms:
 - Offer options to fill out different types of requests at the same time.
 - Use drop down menus, radio and check list buttons to help users complete forms more easily.

This form combines requests to be contacted and/or to receive a brochure into one

rst Name	Last Name	_
Sam	Smith	
hat can we help you	with?	
Specific itinerary		
	eru	
Other		
	L	
How would you like to	be contacted?	
	be contacted?	
How would you like to	be contacted?	
How would you like to	be contacted?	
How would you like to	be contacted?	
How would you like to Phone Email Brochure request		
How would you like to Phone Email		

Digital and Print Brochures	
To receive a brochure about this trip, please provide your provide you not contain the provide you will be seen the provide you will be seen to be seen the provide you will be seen to be	our
' indicates required	
We're Here to Help	;
* indicates required	
First Name *	
Sarah	A
Refer A Friend	κ
Earn a \$5,000 trip credit for each new guest referred who travels on a TCS World Travel private jet trip or qualifying custom journey. For terms and conditions, click here .	
For more information about the Moai Club referral program, email MoaiClub@TCSWorldTravel.com or call 866,875,5232 or 206,708,8152. * indicates required	
Your First Name * Your Last Name *	
Available	
Fill out this form to start the reservation process. One of travel specialists will follow up with you shortly during o	
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