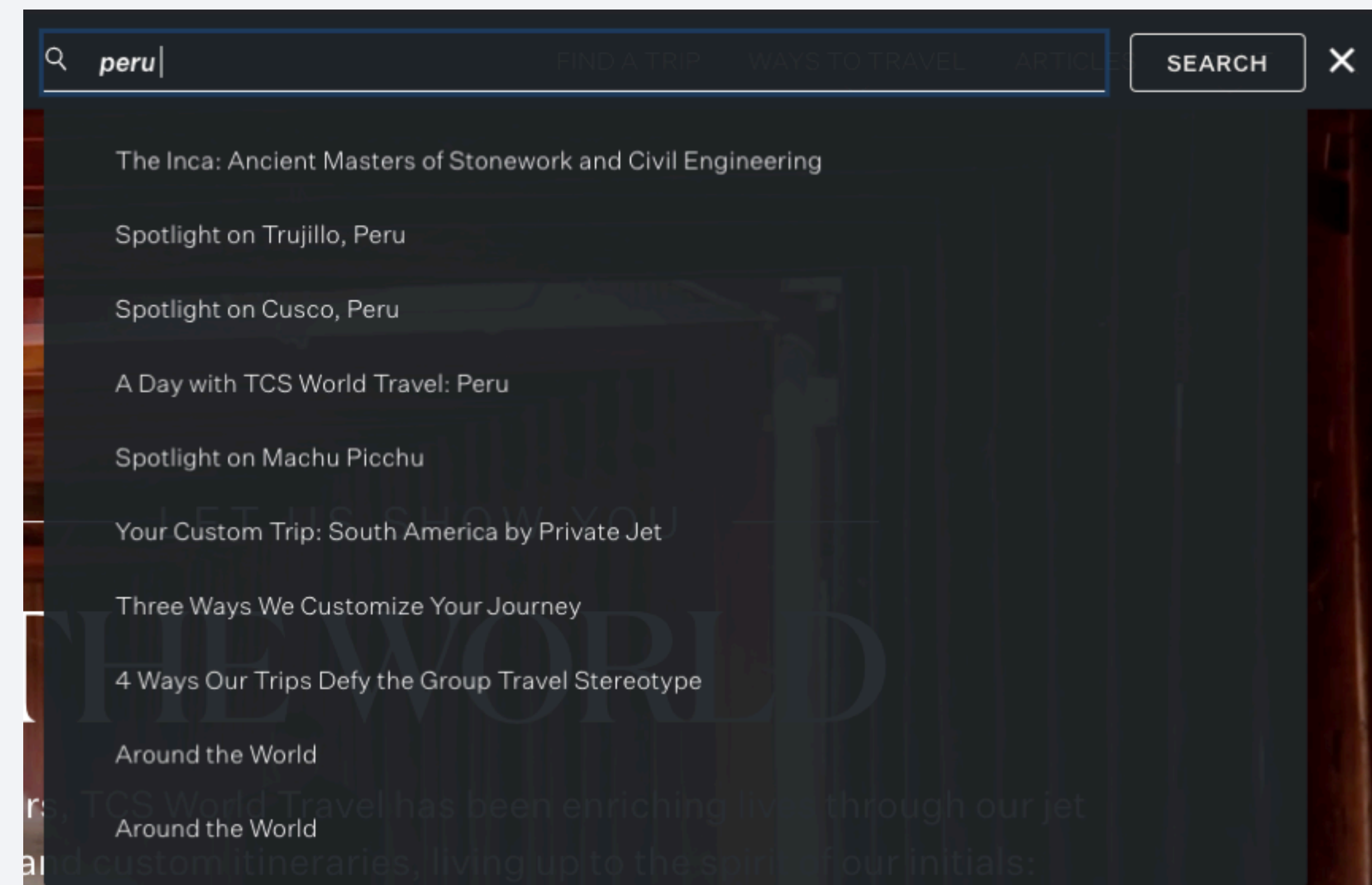
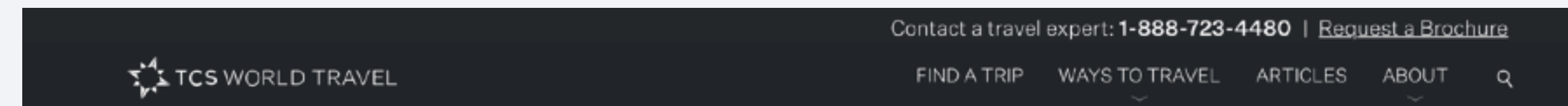


Menu and search

- ✓ Easy to find; sticks to the top when scrolling.
- ✓ Search dropdown is extensive.
- ✗ Lack of space between the menu links and the “Request a Brochure” CTA.
- ✗ Difficult to know what label is a link due to lack of consistency. “Request a Brochure” is underlined but search result links are not underlined.
- ✗ User can not easily differentiate between an article and an itinerary on the search item (“Peru”).
- ✗ Small size and lack of contrast makes it difficult to see search icon, search results, and menu links.

- ✓ Done Well
- ✗ Difficulty



Note the actual link to itineraries that include Peru are the last items on the search result (“Around the World”)

HEURISTIC EVALUATION: MENU, SEARCH, & FORMS

Opportunities for improvement

- ✧ Adding space, adjusting font weights, and exploring the use of icons helps convey a clear and simple navigation.
- ✧ Restructure the menu so that items that meet the immediate needs of the user are presented first:
 - Finding a trip, Custom travel options, and Search are the most important since they lead to the contact forms the quickest.
- ✧ Visually separate search results so that it is easier to understand what content a particular link will lead to.

