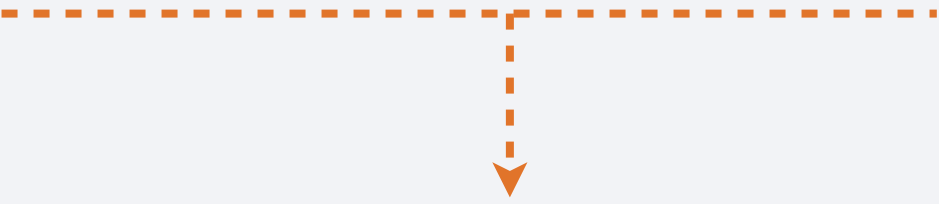
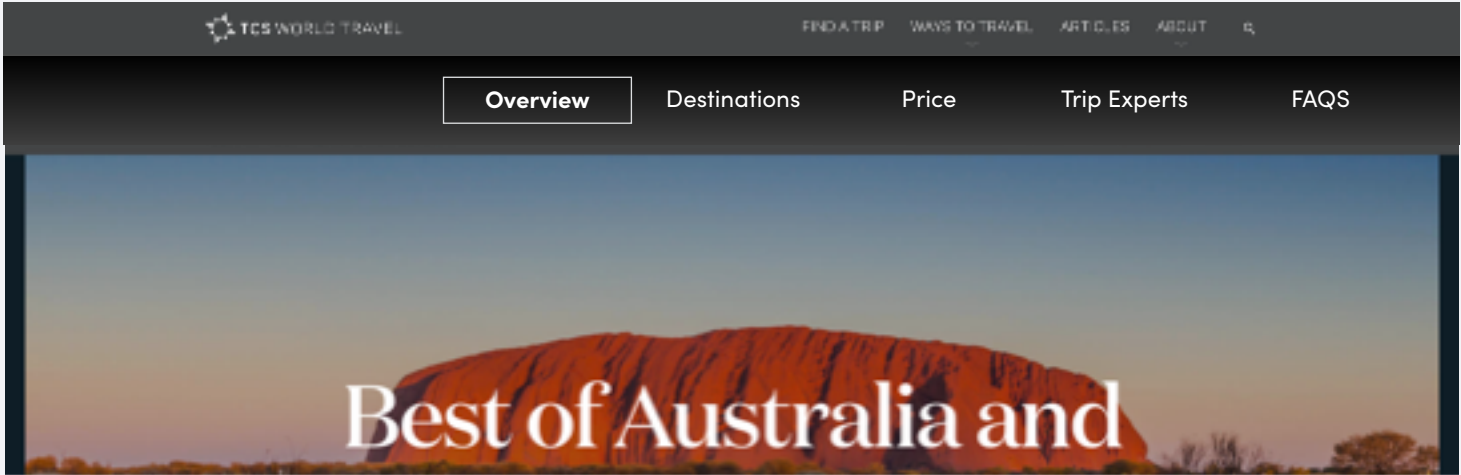
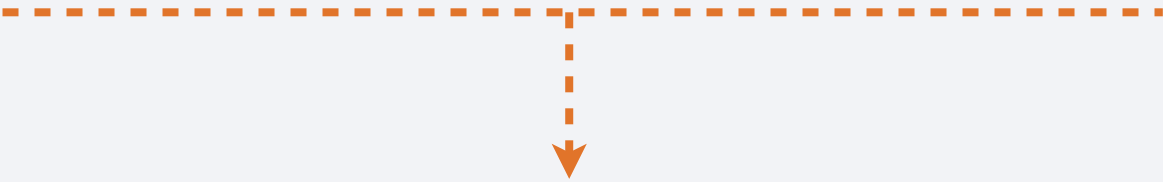


HEURISTIC EVALUATION: TRIP PAGES

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.



Our Dedicated Staff and Knowledgeable Experts

An experienced team takes care of all the logistics before, during and after your trip. Your dedicated guest services manager provides you, for your trip of a lifetime and a vision team of expedition leaders to help you, taking care of all the details throughout your journey. We also include a knowledgeable lecturer, as well as local experts, to give you an insight into the best destinations to visit with our trip highlights, local culture, history and geography.

Angela Lim
GUEST SERVICES MANAGER
Angela Lim has worked at TCS World Travel since 2014. She works directly with guests, ensuring them for their upcoming adventures and ensuring their trip is comfortable and enjoyable.

Expedition Leaders
You will travel with an experienced team of expedition leaders, who will manage all the logistics of the program, all out customs and immigration forms, handle your baggage and ensure that your expedition is worry-free.

Lecturer
A knowledgeable expert from a renowned organization will accompany you throughout the trip and enrich your experiences with insights into the sights, customs and people who reside in each destination.

An Experienced In-Flight Team

Throughout your flight, you'll have highly trained staff and some 3 years of experienced staff service. They'll know your name, your interests, your children, so you can have the most personal and enjoyable experience possible. Our flight team will accommodate your food allergies or special dietary requirements and a dedicated physician will travel with you for peace of mind.

Physician

An expedition physician will travel with you throughout the entire journey, providing health care services free of charge where needed. Once you become seriously ill on board, the ship physician will be able to see you local doctors at your request and, if necessary, your medical providers in the U.S. to assist in determining what further care you may require.

Flight crew

An experienced crew from Alliance, an aviation services company, based in Brisbane, will accompany you from start to finish. The crew includes two flight crew, three flight attendants and a chef.



Header: we're here every step of the way

Dedicated Staff and Knowledgeable Experts

Expedition leaders

Lecturer

An Experience In-Flight Team

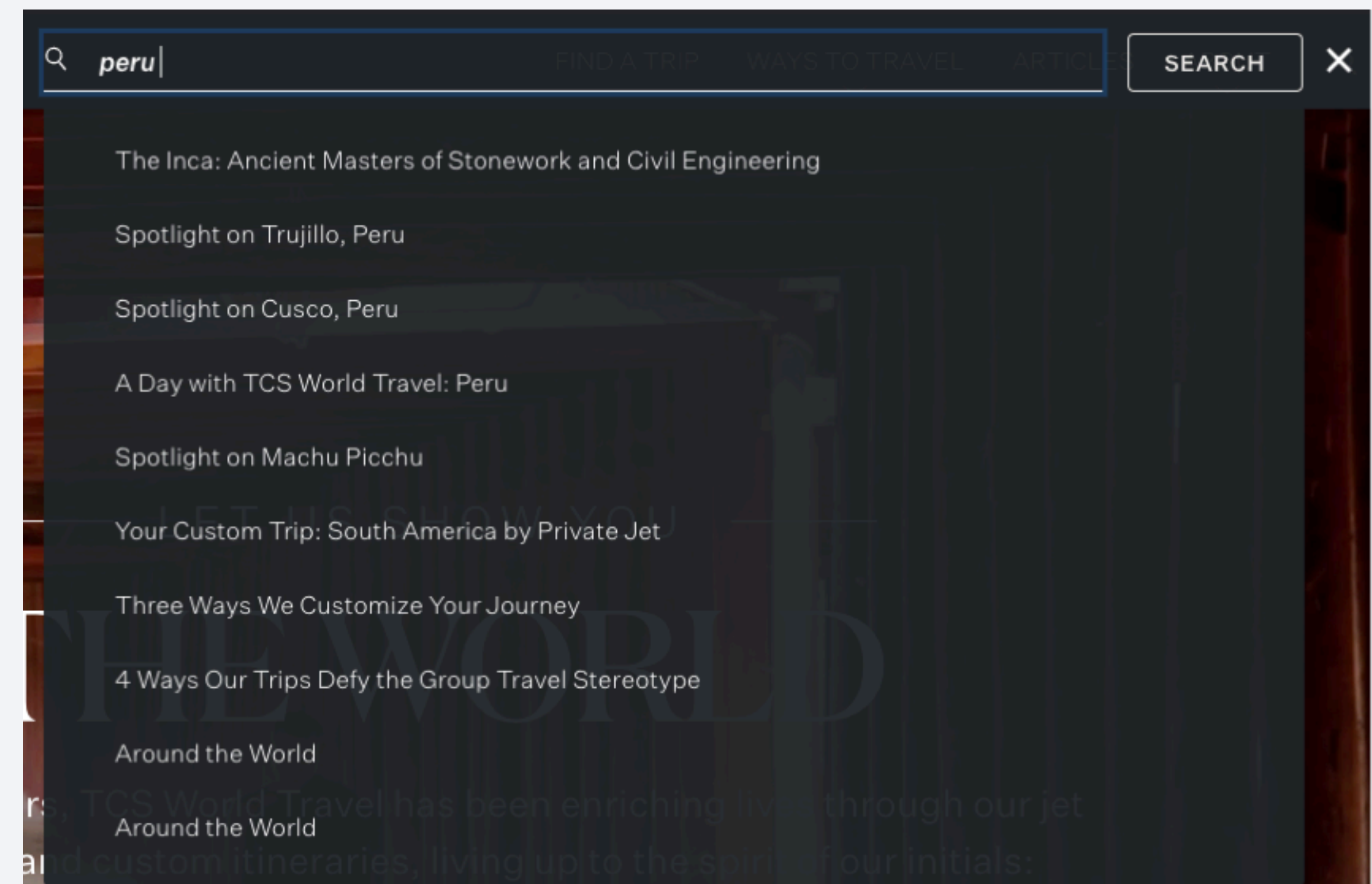
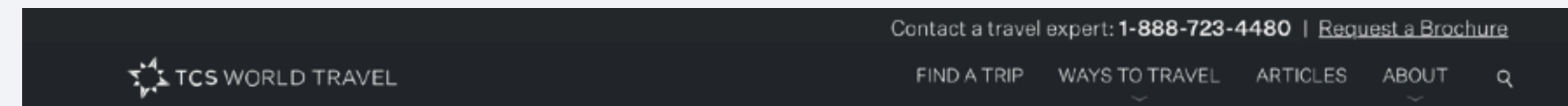
Physician

Flight crew

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”)