

HEURISTIC EVALUATION: LCT PAGE

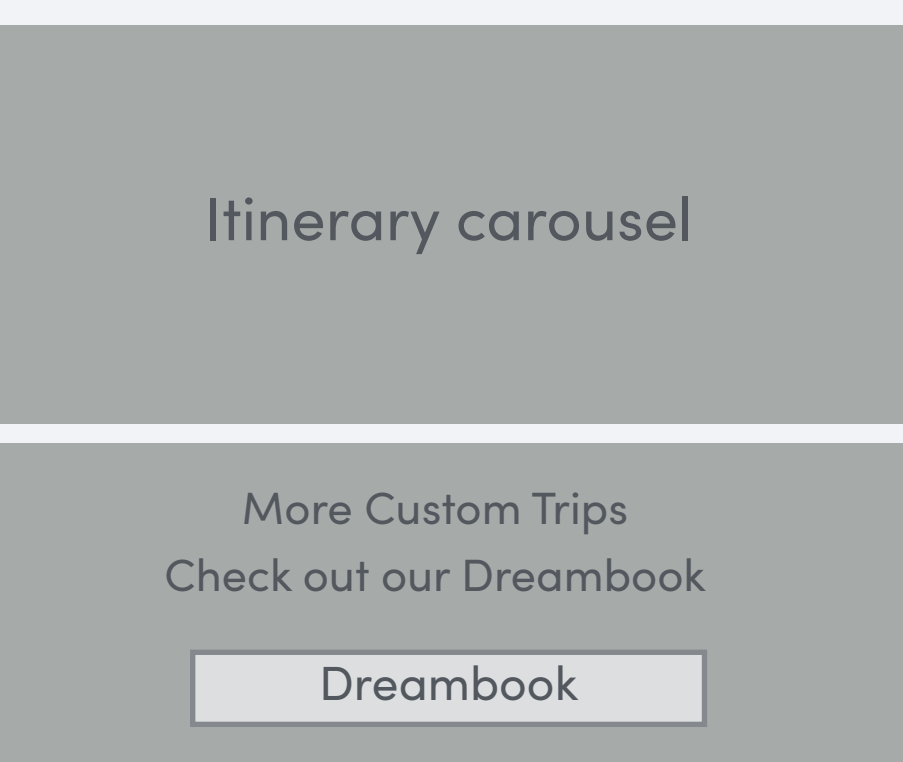
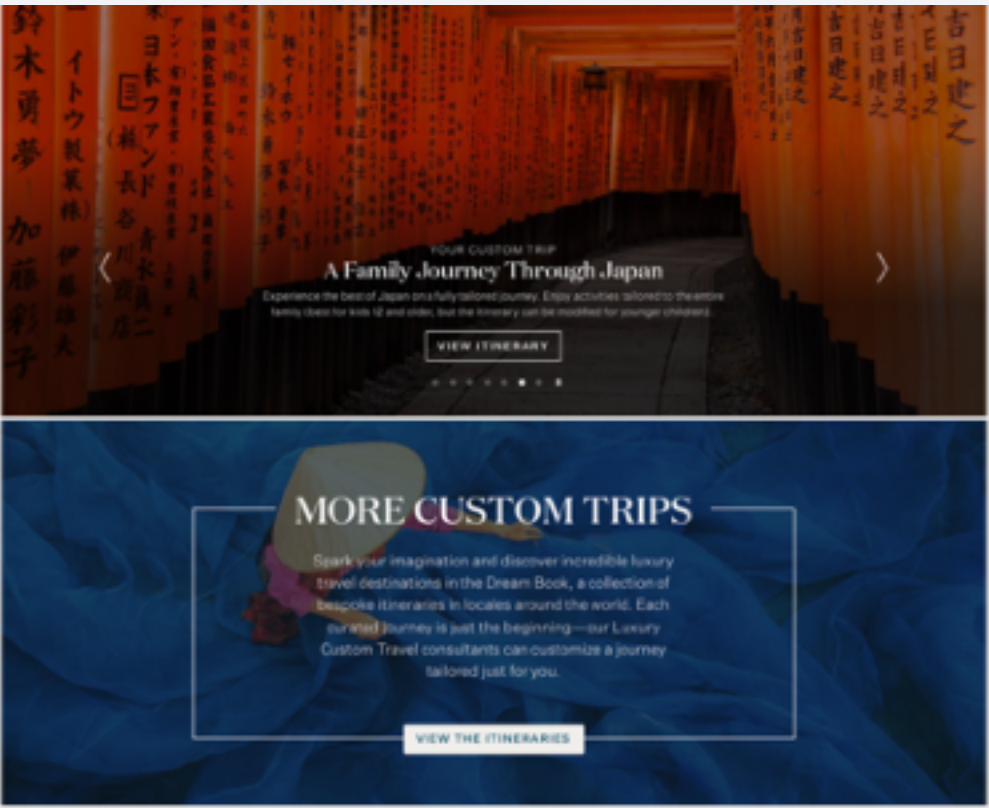
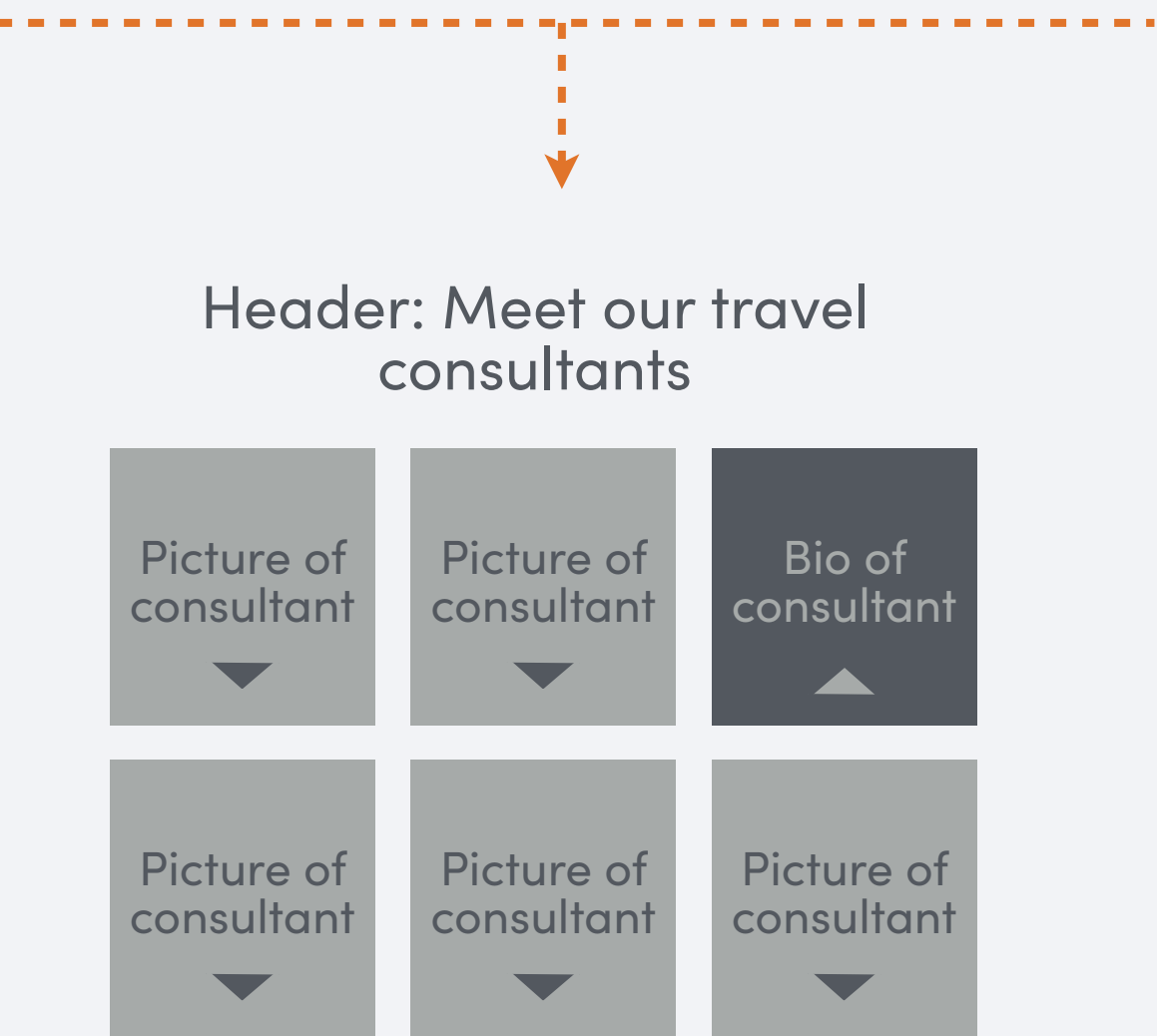
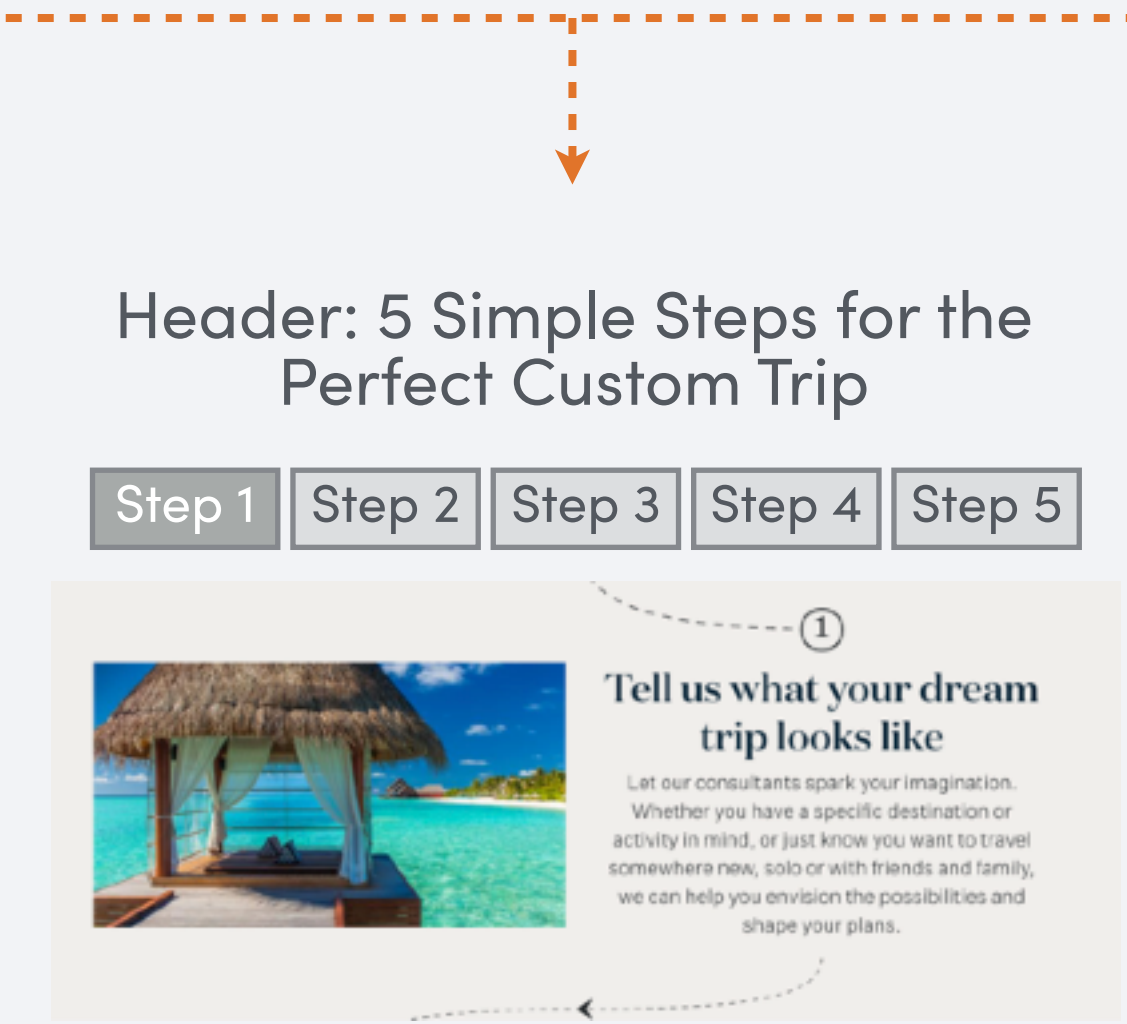
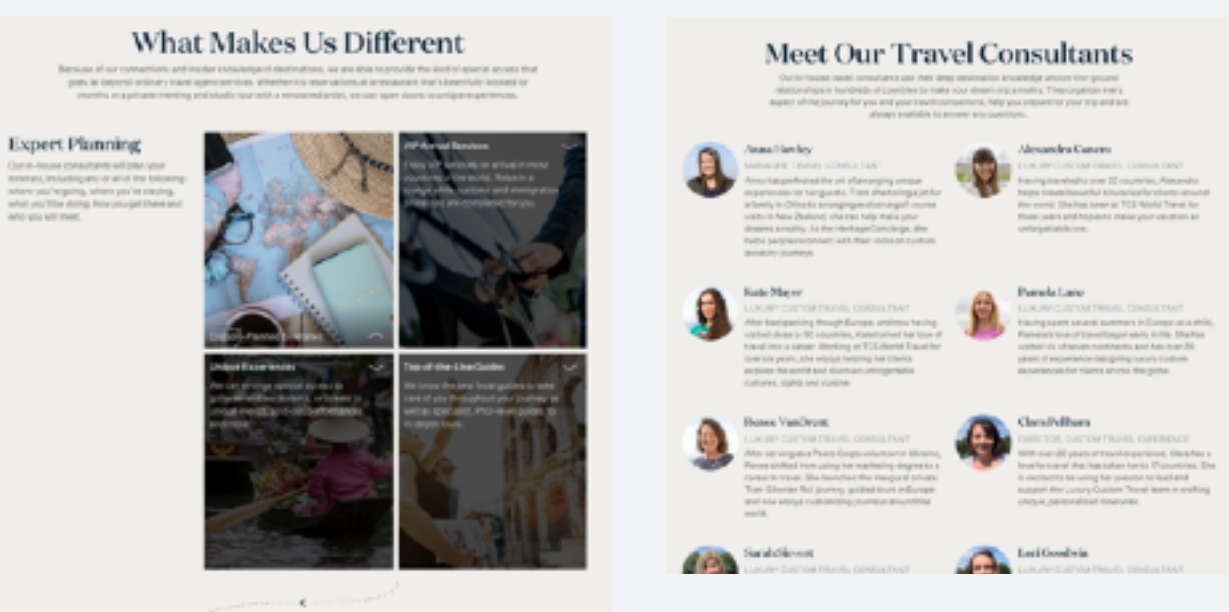
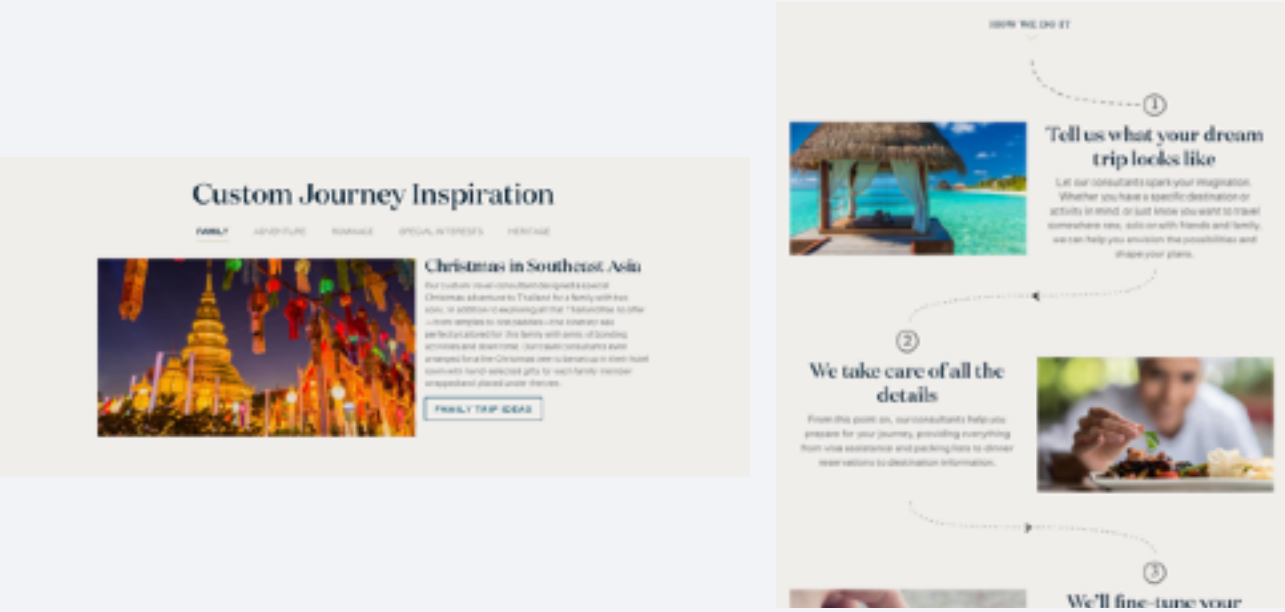
# Opportunities for improvement

☆ Make use of existing interactive components on the site to reduce the perceived length of the page:

- “Customer Journey Inspiration” tabbed component can be used to summarize the “How we do it” content.
- “What Makes Us Different” tile+overlay interaction can be used for the “Meet our travel consultants” section.

☆ Update the “More Custom Trips” content and layout:

- Change the button label and copy so that it explicitly refers to the TCS brochure.
- Reduce the height of the block so it does not compete with the itinerary carousel section above it.





## 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

