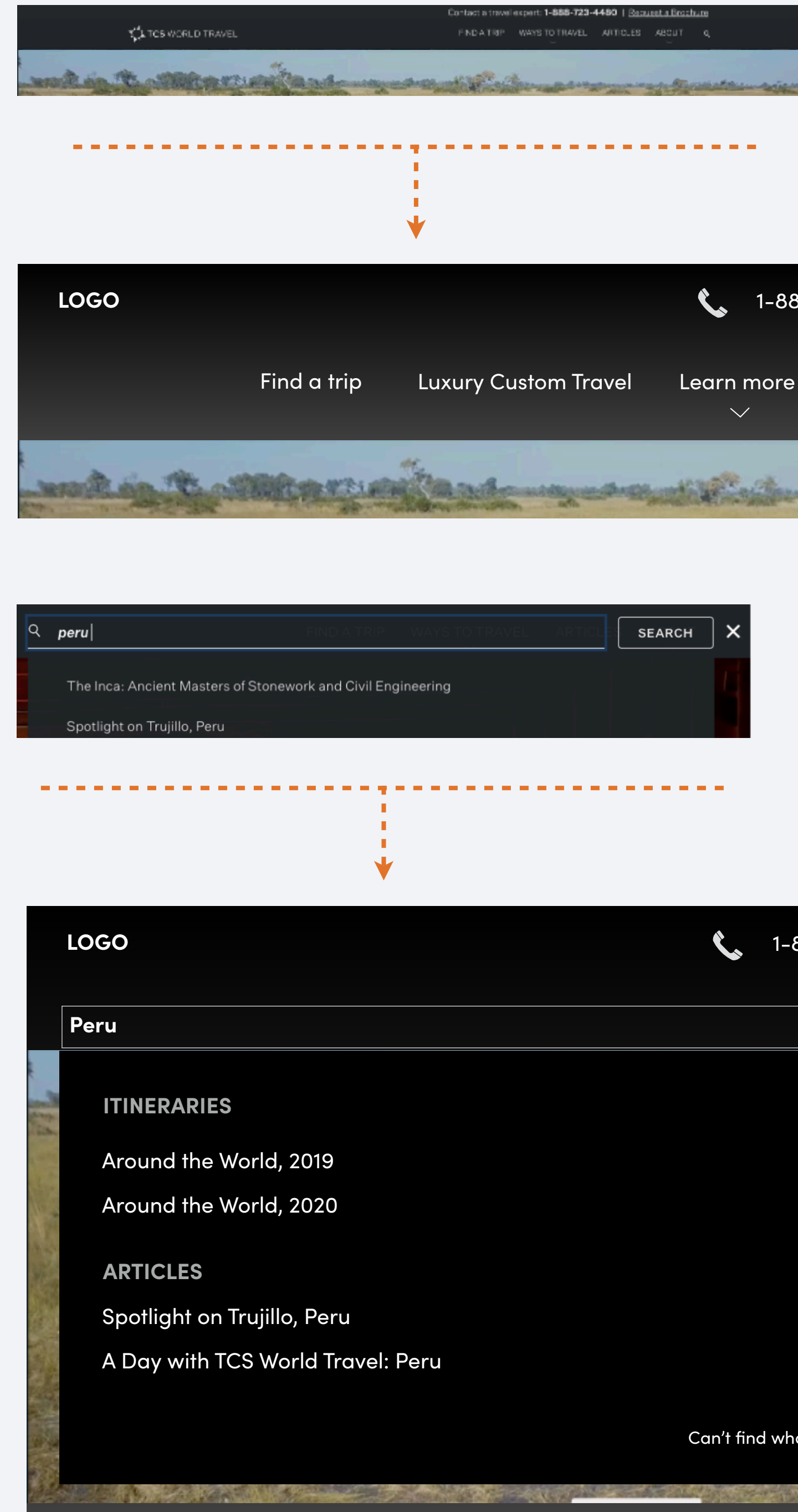


HEURISTIC EVALUATION: MENU, SEARCH, & FORMS

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.



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? *

YesNo

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 *

sarah.her@aol.com

Phone

Comments

Contact a Consultant

Sign up to receive the latest Luxury Custom Travel brochures.

* indicates required

Email

sarah.her@aol.com

Street

City

State

Zip

Country

Submit

We're Here to Help

* indicates required

First Name *

Sarah

Last Name *

Her

Email *

sarah.her@aol.com

Would you like to be contacted by a travel specialist? *

YesNo

Phone Number

Comments

Submit

By providing your email address, you agree to receive our exclusive trip announcements, travel inspiration and expert tips. You can unsubscribe at any time.

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* 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?