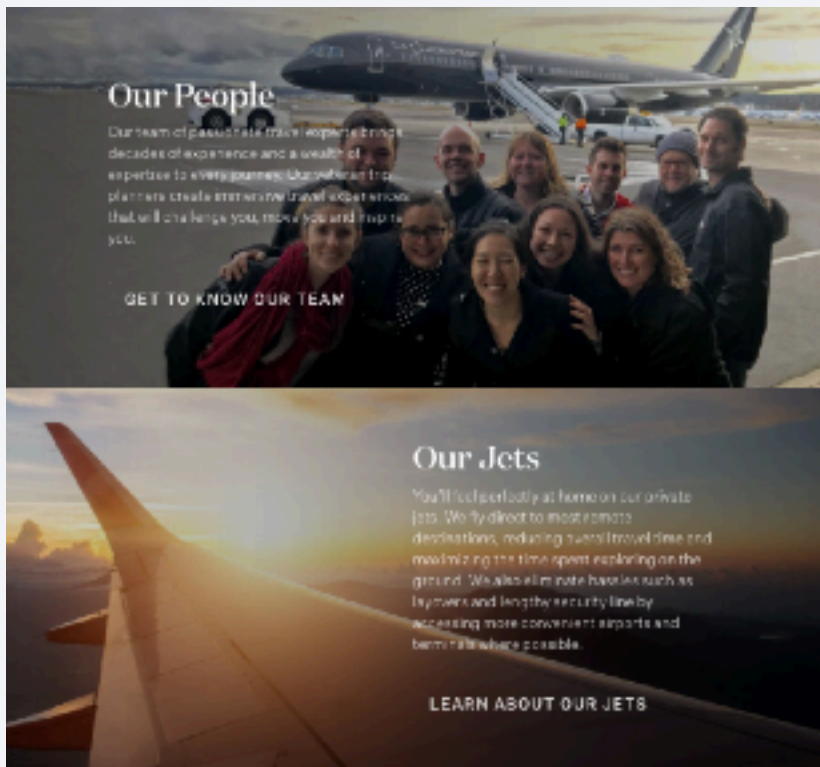
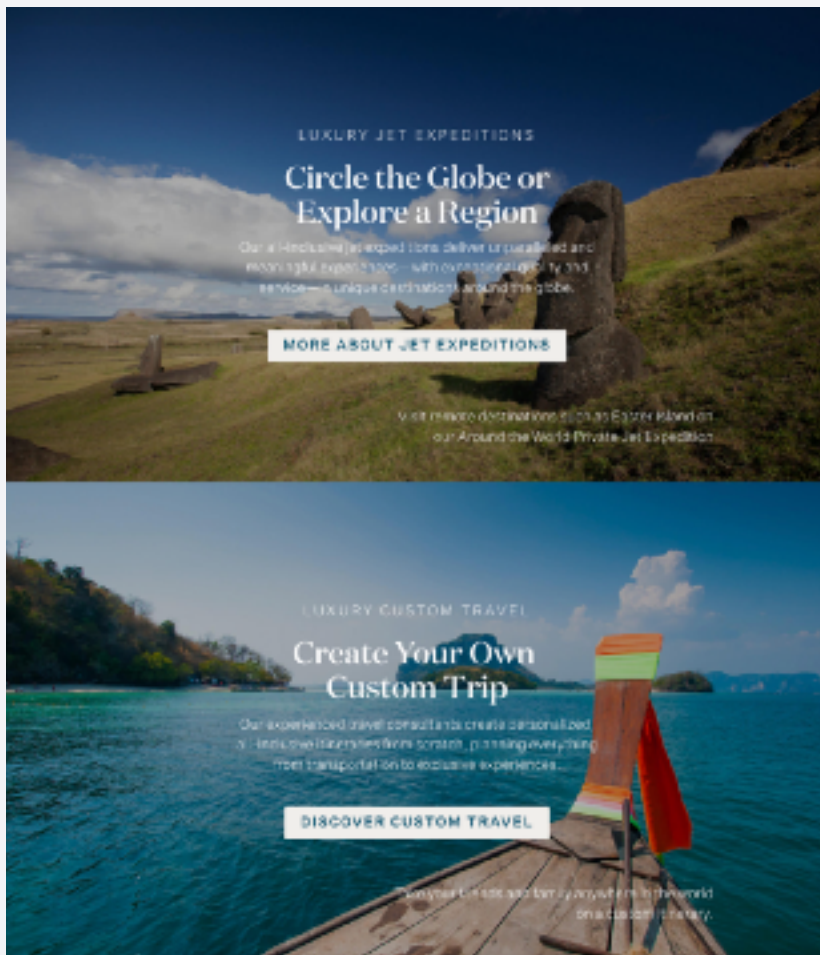


Opportunities for improvement

- ☆ Add space between each block image to create a better balance between different content types.
- ☆ Aim to remove blocks of images that do not effectively support the copywriting (less is more!).
- ☆ Use the consistent styling and themes for links and buttons to reduce the need for users to learn new patterns and interactions.



Main CTA ("Find a trip")

Themed button

Combined with a display of
feature itineraries

Header: Our products

LCT

Themed button

Custom tours

Themed button

Header: Why we're great

Our people

Themed button

Our jets

Themed button

Loyalty
program

Personalized
service

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.

