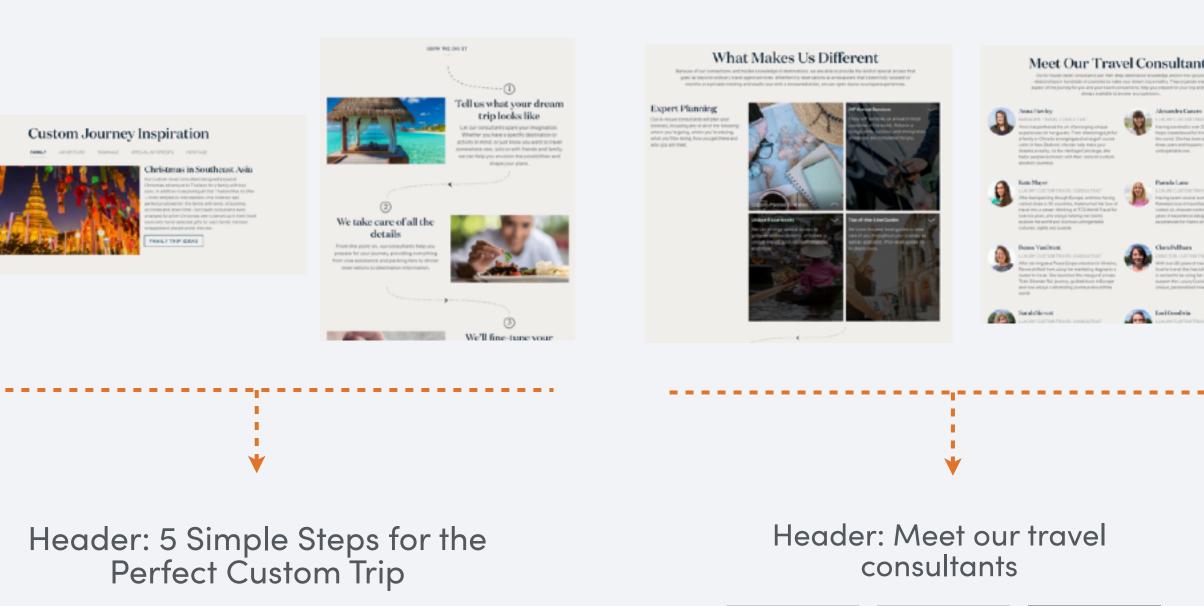
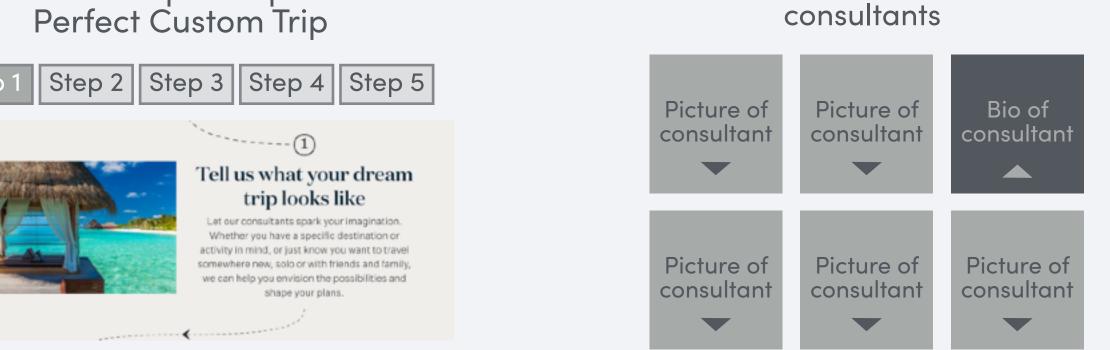
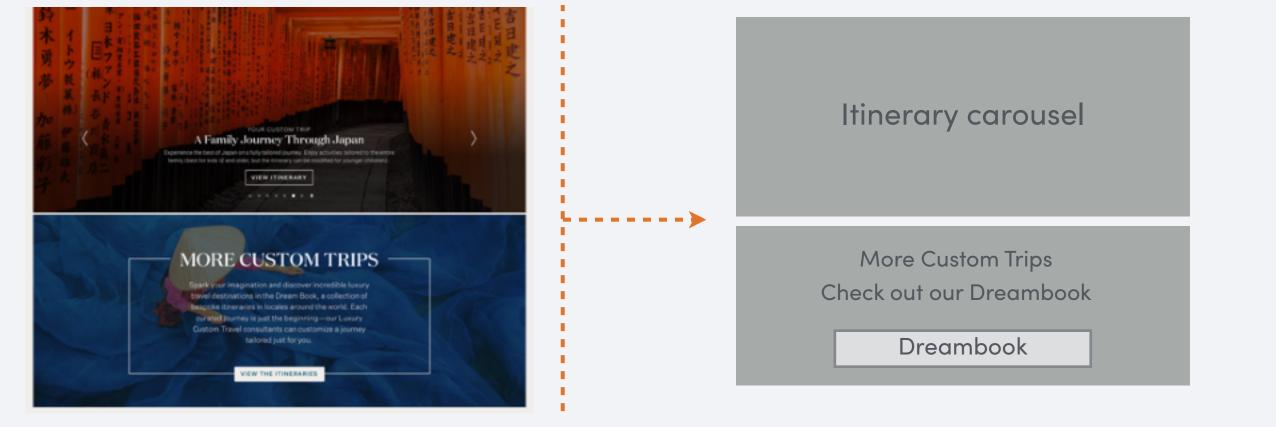
HEURISTIC EVALUATION: LCT PAGE

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.



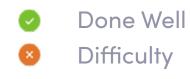


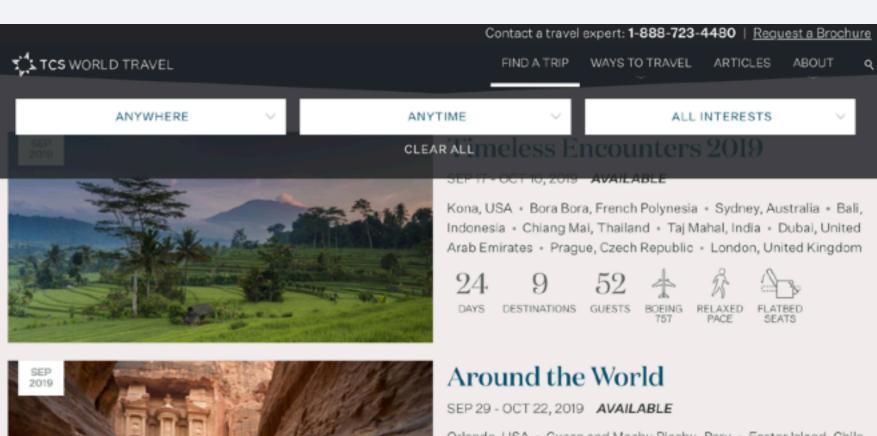


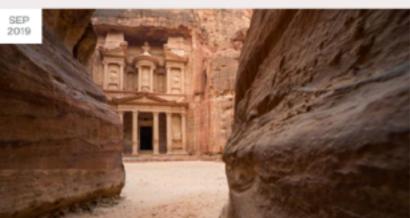
HEURISTIC EVALUATION: TRIP FINDER PAGE

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







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