

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? *

Yes

No

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? *

Yes

No

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.

We're Here to Help

Refer A Friend

Earn a \$5,000 trip credit for each new guest referred who travels on a TCS World Travel private jet trip or qualifying custom journey. For terms and conditions, [click here](#).

For more information about the Moei Club referral program, email MoeiClub@TCSWorldTravel.com or call 866.875.5232 or 206.708.8152.

* Indicates required

Your First Name *

Sarah

Your Last Name *

Her

Your Email *

sarah.her@aol.com

Your Phone *

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?

Opportunities for improvement

- Keep forms simple and quick to fill out. The longer it appears to take, the less likely users are to complete it:
 - If possible, pre-populate form fields (e.g., name, email) with information that the user previously filled out on other forms.
 - Only request the bare minimum information.
- To avoid confusing the user, reduce the number of forms:
 - Offer options to fill out different types of requests at the same time.
 - Use drop down menus, radio and check list buttons to help users complete forms more easily.

This form combines requests to be contacted and/or to receive a brochure into one

Contact us

First Name

Sam

Last Name

Smith

What can we help you with?

☐ Specific itinerary

☒ Custom tours

Peru

☐ Other

How would you like to be contacted?

☒ Phone

☐ Email

Brochure request

☒ I would like a brochure

Address

City

Submit

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* indicates required

We're Here to Help

* indicates required

First Name *

Sarah

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For more information about the Moai Club referral program, email MoaiClub@TCSWorldTravel.com or call 866.875.5232 or 206.708.8152.

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Your Last Name *

Available

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* indicates required

First Name *

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

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