

Fred. Olsen

<https://www.fredolsen.es/es>



1. Strive for consistency

The web page has a consistent interface due to a correct use of colors, related to the Fred. Olsen logo, such as: blue, red, white and yellow. The titles are clear to view and are in contrast with the subtitles and the content below them. Also there are some dropdown menus at the header that cover most of the relevant functions of the page.

2. Seek universal usability

The web displays very well both on PC and mobile phones. As for the shortcuts, it doesn't provide too many options because of the nature of the website, which is focused on booking ferries.

3. Offer Informative Feedback

Some buttons and icons usually hover or deploy a new menu when you put the cursor on them.

4. Design Dialogues to Yield Closure

If you try to book a trip, you will be guided through a four step process where you have to select the schedule, additional services, passenger information, and finally obtain the tickets after paying the amount.

5. Prevent Errors

For instance, when you try to search for trips but you haven't filled in any information about the number of passengers or the dates a warning shows up to tell the user what needs to be done in order to continue.

6. Permit Easy Reversal

During the schedule selection you can change on the same page the dates of the trip so it helps you to avoid going backwards all over to start again.

7. Keep Users in Control

The interface has the same style through multiple sections so it's easy for the user to understand what is going on.

8. Reduce Short-Term Memory Load

The user doesn't have to remember anything because the web registers what is written and displays it if it's needed.

Naviera Armas

<https://www.navieraarmas.com>



1. Strive for Consistency

Identical terminology is used in prompts, menus, and help screens; and consistent color, layout, capitalization and fonts.

2. Seek Universal Usability

Easy access to everything that the web has to offer. With intuitive icons and clear format.

3. Offer Informative Feedback

Every time the user changes anything when they book a ticket the web offers them feedback that indicates a change has been made.

4. Design Dialogues to Yield Closure

This website moves users from selecting tickets to the checkout, ending with a clear confirmation page that completes the transaction.

5. Prevent Errors

The booking only allowed a few options so the user can't make mistakes there.

6. Permit Easy Reversal

Actions are reversible, if the user wants to change something in the booking it can be done easily with a few clicks.

7. Keep Users in Control

The interface is always the same so the user knows what to expect.

8. Reduce Short-Term Memory Load

The user doesn't have to remember anything because the web registers what is written and displays it if it's needed.