

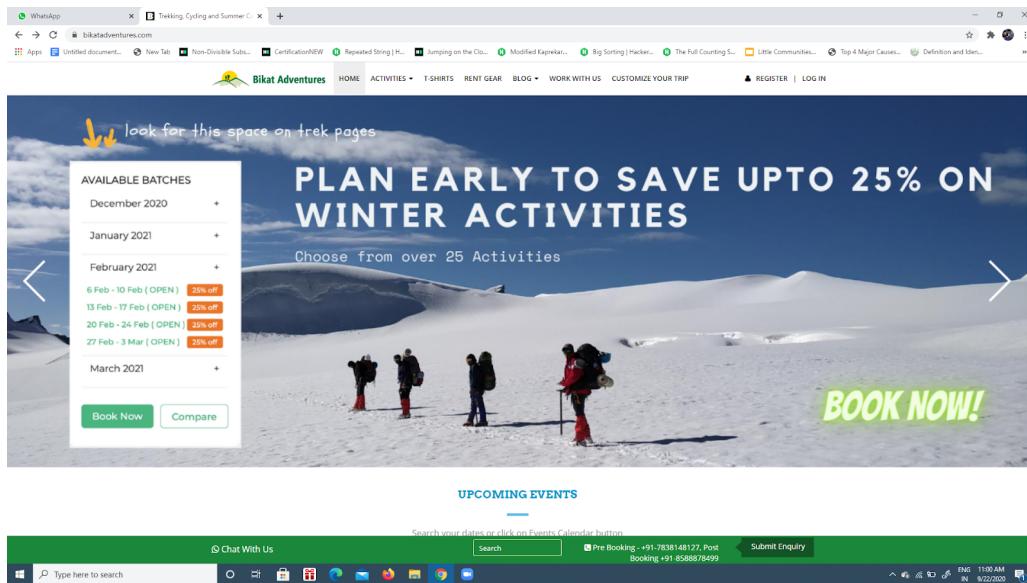
The Expeditioners

Phase-3(Wednesday , 23-09-2020)

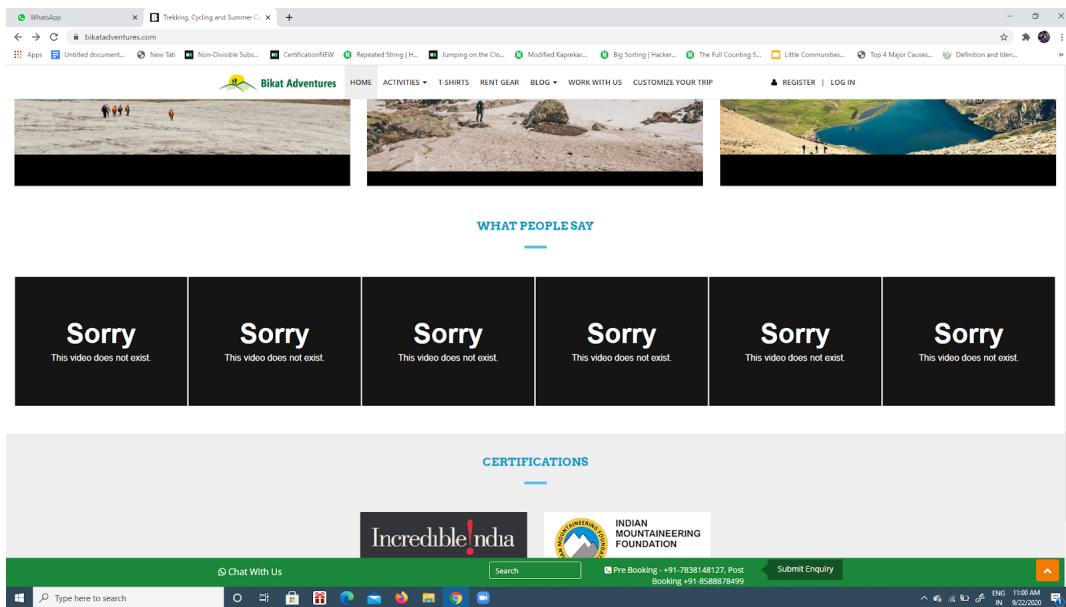
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10 Nielsen's Heuristics

1. Visibility of system status

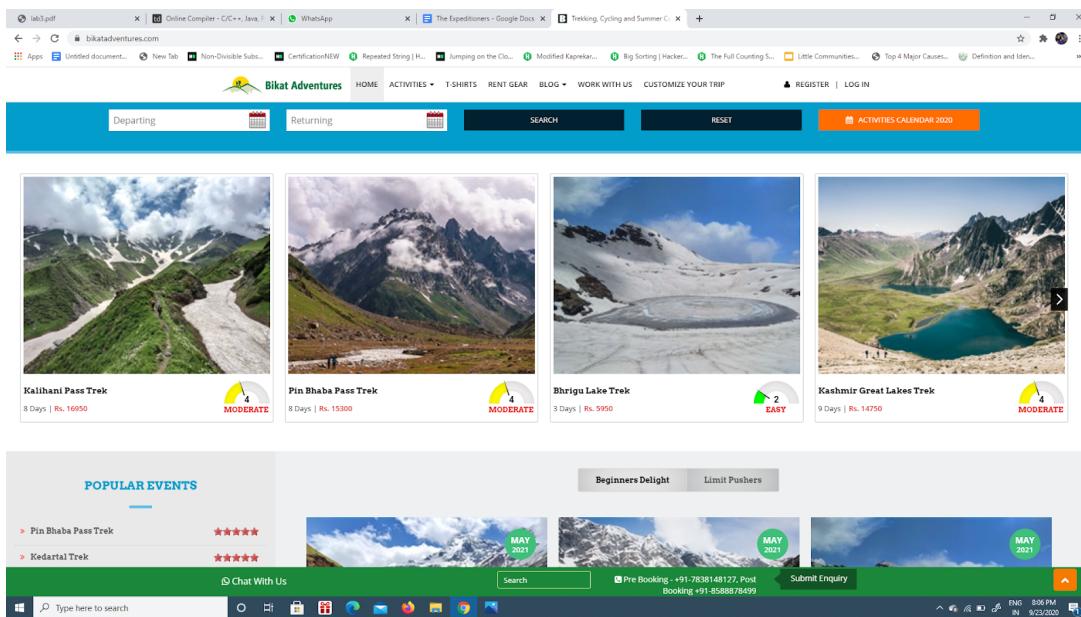


This principle is very well highlighted because as on the left treks availability is mentioned according to the dates and what discount do they offer. So, the user will not have to roam and look very much through the website for finding the recent treks available.



Since the videos weren't available on the website, it indicated it by displaying a sorry message rather than not displaying anything because then the user would have been directed to a new page and then popping up the message that the video doesn't exist.

2. Match between system and real world



Each of the treks have a difficulty level meter which is very much similar to what we use in real world to measure the difficulty levels. There are star reviews beside each of the treks and all of us have an innate quality of reviewing an object by the number of stars it has because more the stars, the better is the thing.

Moreover, if we want to go back to the previous page, we can simply do a right swipe on the mousepad the similar way we do to turn to the next or previous page of the book.

3. User control and Freedom

On the website, there was enough freedom provided which could lead to errors because while selecting the date for the trek, there was no restriction on what dates we select. We can select any date from the year 1900 to 2030. After selecting the date, the page went blank which led to further confusion because the user would then not know what to do next.

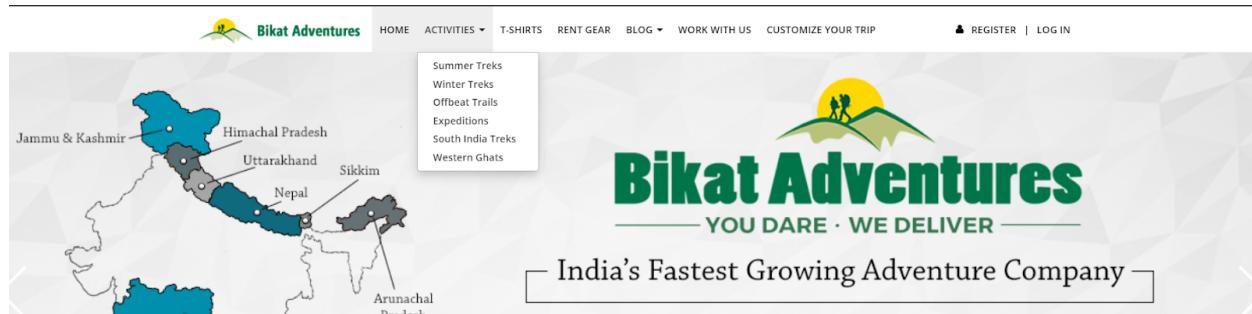
4. Consistency and standards

Consistency and the standards were pretty much maintained because there was no any such thing which would lead to confusion amongst the users on how to really use them. Every page maintained a fixed standard and a fixed same logo.

5. Error prevention

Things which could lead to potential errors were already restricted to be clicked upon. Like the videos which were not available displayed a "Sorry" message. But as mentioned above, we could select any dates and then there was no proper error message displayed which confuses the user and secondly there was no way the user could go back to the previous page or recover from the error.

6. Recognition better than recall -



The drop-down menus help users to recognize the action to be taken forward to achieve their required goal.

Bikat Adventures HOME ACTIVITIES ▾ T-SHIRTS RENT GEAR BLOG ▾ WORK WITH US CUSTOMIZE YOUR TRIP REGISTER | LOG IN

UPCOMING EVENTS

Search your dates or click on Events Calendar button

11-09-2020 24-05-2020 SEARCH RESET ACTIVITIES CALENDAR 2020

Kalihani Pass Trek
8 Days | Rs. 16950
Pin Bhaba Pass Trek
8 Days | Rs. 15300
Bhagirathi Lake Trek
3 Days | Rs. 5950
Kashmir Great Lakes Trek
9 Days | Rs. 14750

POPULAR EVENTS

Beginners Delight Limit Pushers

Chat With Us Search Pre Booking +91-7838148127, Post Booking +91-8588878499 Submit Enquiry

The trek cards also serve the purpose of recognizing the trek to book from the displayed popular treks on the home screen.

7. Flexibility and efficiency of use -

Bikat Adventures HOME ACTIVITIES ▾ T-SHIRTS RENT GEAR BLOG ▾ WORK WITH US CUSTOMIZE YOUR TRIP REGISTER | LOG IN

POPULAR EVENTS

Beginners Delight Limit Pushers

Trek	Rating
Pin Bhaba Pass Trek	★★★★★
Kedartal Trek	★★★★★
Vasuki Tal Trek	★★★★★
Burhan Ghati Trek	★★★★★
Bali Pass Trek	★★★★★
Hampat Pass Trek	★★★★★
Manali Khardung La Cycle Expedi...	★★★★★
Satopanth Lake Trek	★★★★★

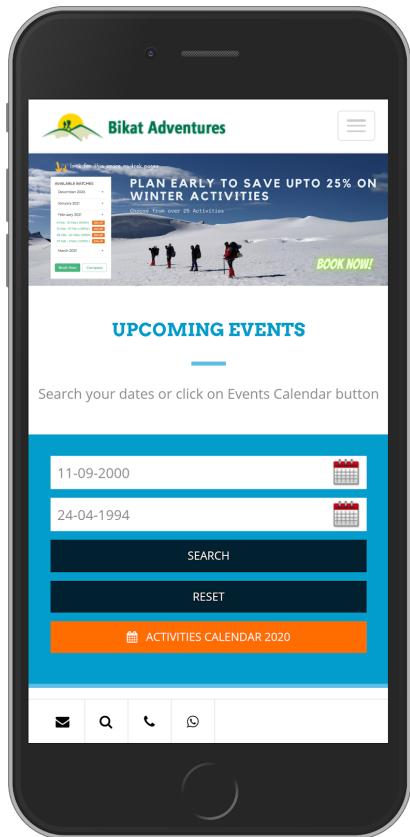
Dev Kyara Trek
Documented Expeditions
New Arrivals Summer Treks Offbeat Trails

Beas Kund Trek
Treks
Summer Treks Bikat Pass Free Treks

Bhagirathi Lake Trek
Treks
Summer Treks Bikat Pass Free Treks

The 2 different sections ‘Beginner’s delight’ and ‘Limit pushers’ which are based on the trek difficulty level which makes it easy for beginners and experienced trekkers to book treks based on their interest.

8. Aesthetic and Minimalist Design -



The home page and the overall website is pretty minimalist but still, it lacks in terms of aesthetics. The desktop and the mobile web interface can further be improved to make it look more streamlined in terms of aesthetics.

Bikat Adventures

HOME ACTIVITIES ▾ T-SHIRTS RENT GEAR BLOG ▾ WORK WITH US CUSTOMIZE YOUR TRIP

REGISTER | LOG IN

Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Nepal, Sikkim, Arunachal Pradesh, Maharashtra, Karnataka.

Bikat Adventures
YOU DARE • WE DELIVER

India's Fastest Growing Adventure Company

Average Rating of 4.5 on Tripadvisor
100+ Itineraries
0 ft to 23370 ft
10K+ Experiences Delivered

UPCOMING EVENTS

Search your dates or click on Events Calendar button

11-09-2000 24-04-1994 SEARCH RESET ACTIVITIES CALENDAR

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9. Help user recognize, diagnose and recover from error -

CERTIFICATIONS

Incredible!india
CERTIFIED ADVENTURE TOUR OPERATOR
MINISTRY OF TOURISM
GOVT. OF INDIA

INDIAN MOUNTAINEERING FOUNDATION
APEX NATIONAL BODY
REGISTERED TOUR OPERATOR

EVENTS BY MONTH
January July

EVENTS BY ACTIVITY
Popular Treks

EVENTS BY DURATION
1 Night

CONTACT US
Info@bikatadventures.com, post booking -
enquiry@bikatadventures.com

Chat With Us Search Pre Booking - +91-7838148127, Post Booking +91-8588878499 Submit Enquiry

The webpage shows a blank space instead of an error message when there was no trek available according to the applied filters.

10. Help and Documentation -

The screenshot displays a trek details page with a sidebar on the left containing links: Brief Description, Gallery, Itinerary, FAQs, Why Bikat?, Reviews, **What's Included**, Cancellation Policy, and Blog Post. The main content area is divided into two sections: **What's Included** and **What's Not Included?**. The **What's Included** section lists items with green checkmarks, and the **What's Not Included?** section lists items with red X marks. Below these, the **Cancellation Policy** section is shown with color-coded bars indicating refund percentages based on cancellation timing. A social sharing bar at the bottom left shows 22 shares across various platforms. A bottom navigation bar includes links for Chat With Us, Search, Pre Booking (+91-7838148127), Post Booking (+91-8588878499), and Submit Enquiry.

What's Included		What's Not Included?	
✓ Veg/Egg Food as per menu on the trek starting Dinner on Day 1 till lunch on Day 6	✗ Portage of personal bags during the trek		
✓ Forest Permits/Camping Charges, if any (upto the amount charged for Indian nationals)	✗ Cost of any kind of Travel Insurance.		
✓ Dome Tents on twin sharing, Sleeping bags, Sleeping mats	✗ Any Expense of personal nature.		
✓ Safety Equipment includes static rescue rope, seat harness, carabiners, pulleys	✗ Any Expense not specified in the inclusions list.		
✓ Experienced local guide, cook, helpers, and porters for carrying common supplies	✗ Meals during road journeys & hotel stay in Kaza on Day 6		
✓ Mountaineering course certified Trek Leader with First Aid certification	✗ Transportation from Kaza to Manali		
✓ Camping / Guest House stay on Day 1 only			

Cancellation Policy

Cash Refund	Voucher Refund
<p>Cancellations up to 30 days prior to departure date 5% Deduction</p> <p>Between 30 days to 15 days prior to departure 50% deduction</p> <p>Less than 15 days of departure No Cash Refund</p>	<p>Cancellations up to 5 days prior to departure date No Deduction</p> <p>Cancellations less than 5 days prior to departure No Refund</p>

Please note

- Cash refund is applicable only in case of bookings made without using any promotional offer code or vouchers.
- This is only a brief of cancellation terms. For finer details please refer Detailed Cancellation Policy.

22 SHARES

Chat With Us Search Pre Booking +91-7838148127, Post Booking +91-8588878499 Submit Enquiry

The trek details page is pretty well documented with sections like 'What's included', 'What's Not included', and a clear cancellation policy (which is color coded. Pretty cool !!). There is also a bottom bar to chat and seek help, for those customers who have any kind of query while booking the trek.

Norman's 7 stages of action :

Q.1] What do i want to accomplish?

A: The Primary goal of a user on this website is to book an expedition or trek which will meet the user's needs and requirements

Q.2] What are my alternatives?

A: The alternatives are to go to other websites if the selected one does not fulfill the user's needs and from all the alternatives, the users select a website.

Q.3] What can I do now ?

A: Now the user will look for their perfect trek/ expedition which will meet their required criteria.

Q.4] How do I do it ?

A: All the users will have different needs and requirements that need to be met while booking an expedition/ trek, for some, the price may be an important factor that may be considered or the date of the expedition/ trek may be taken into consideration. The website should be able to satisfy this need by enabling the user to narrow down his/her search to a few options using the filter feature which is not being provided in the Bikat Adventures website. In this website full priority is given to the dates and no other filter is provided.

Q5] What happened?

A: Since the user has provided the site with a certain date range, the site is able to narrow down his/ her search to a few options.

Q.6] What does it Mean?

A: It means that the user has found the perfect expedition / trek that fits their date range which they had provided earlier.

Q.7] Is it okay? Have I accomplished my goal?

A: Yes, the goal of the user has been achieved, if the user gives more priority to the dates but if he/ she considers other factors as well such as weather conditions, height, difficulty level etc. then he would take more time and due to this his gulf of execution would widen.