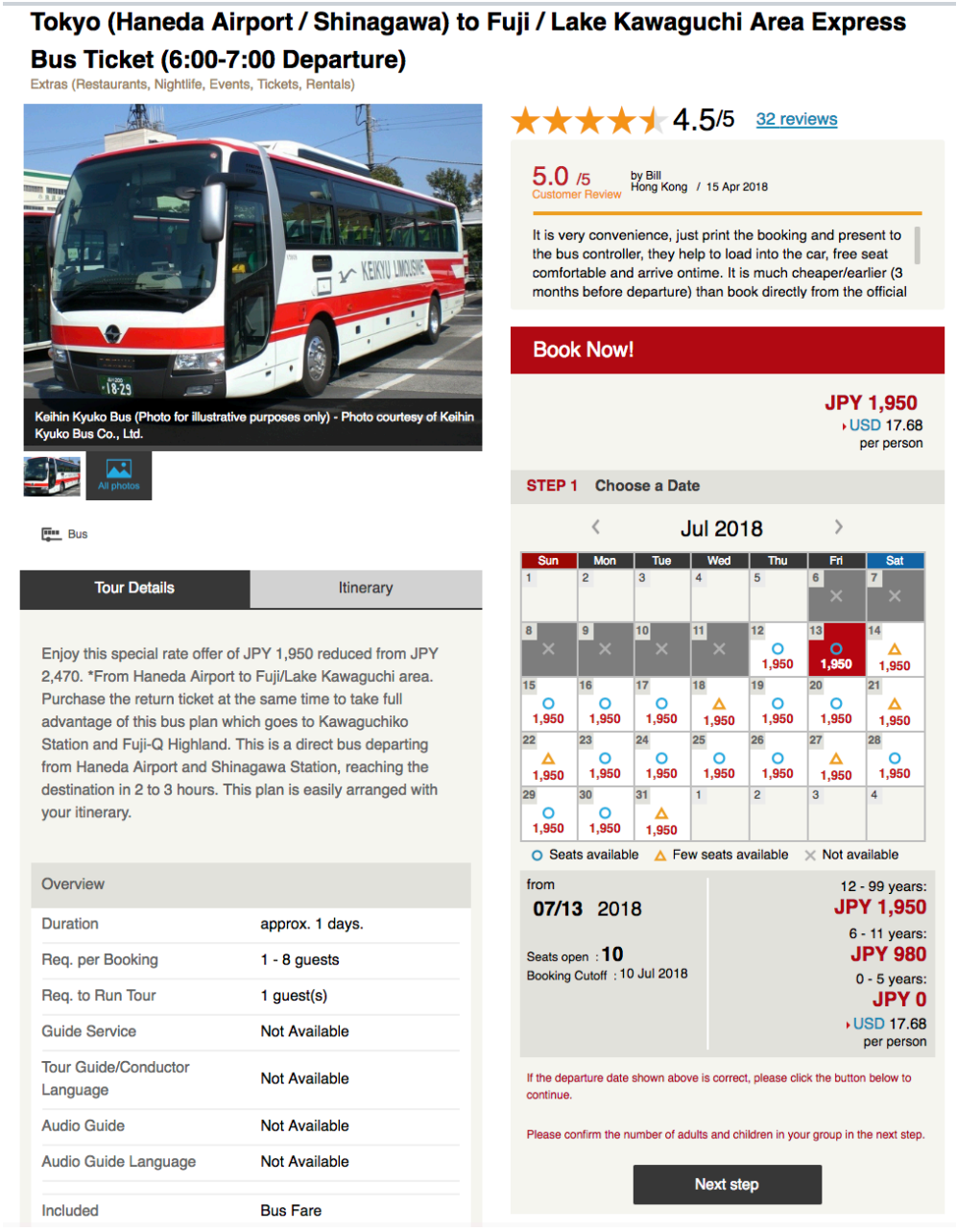
Heuristic name
Recognition over recall

Description
The red “Book Now!” box looks like a button! However, it is not clickable and the button the user should actually click is the light grey and much smaller button “next step”.

Severity number
3

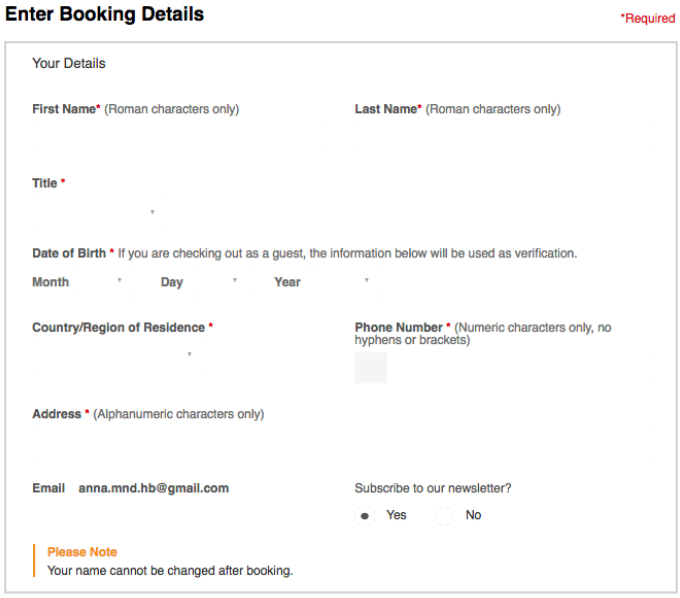
Screenshot


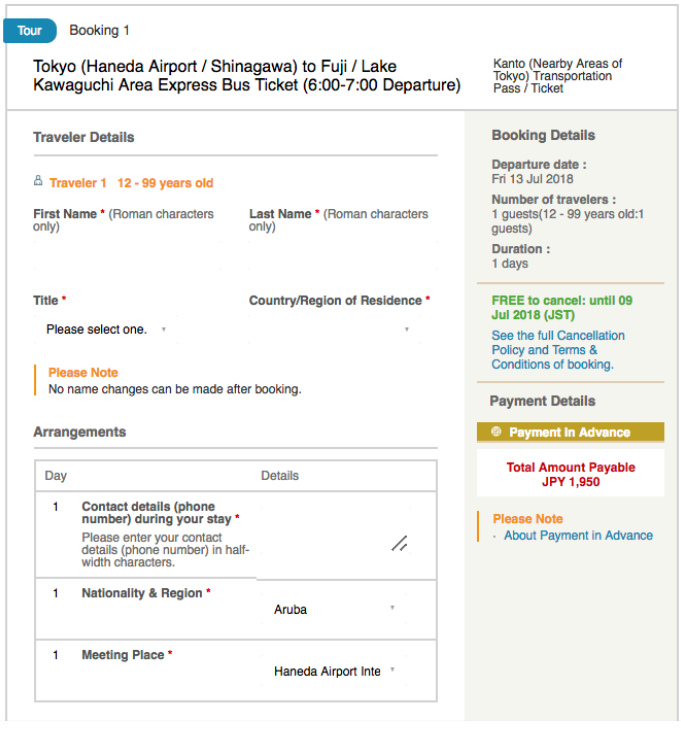
Heuristic name
Flexibility

Description
Since personal details is the same as traveler details in the second box. The second box should have a checkbox “same as booking details” to provide ease of use.

Severity number
1

Screenshot



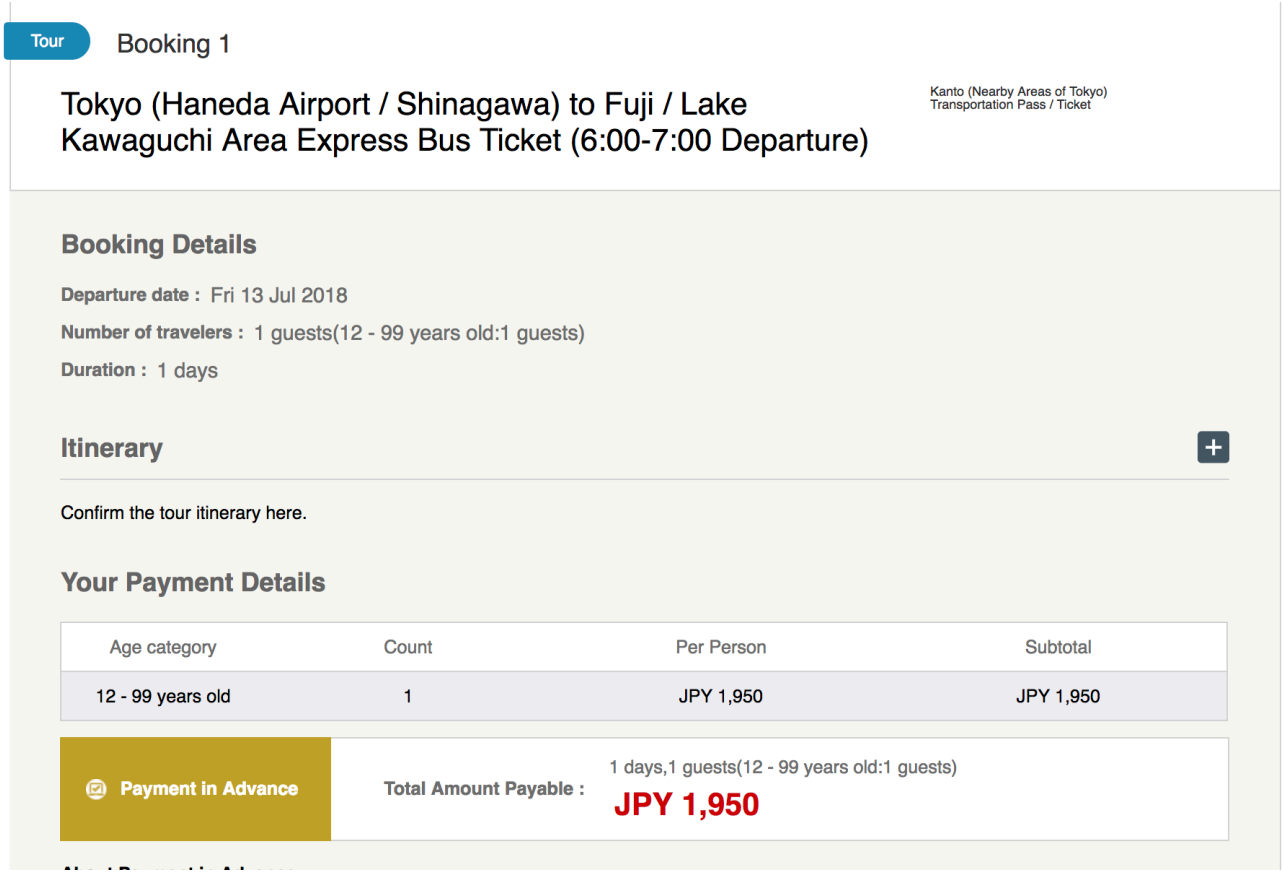


Heuristic name
Prevent errors

Description
There is no clickable link for “confirm the tour itinerary here”. Instead you have to click on the “+” shape on the right. I would assume that the word here is linked. Users might not intuitively think that information will be dropped down after clicking the “+” shape since its positioned away from the text “Itinerary”.

Severity number
3

Screenshot

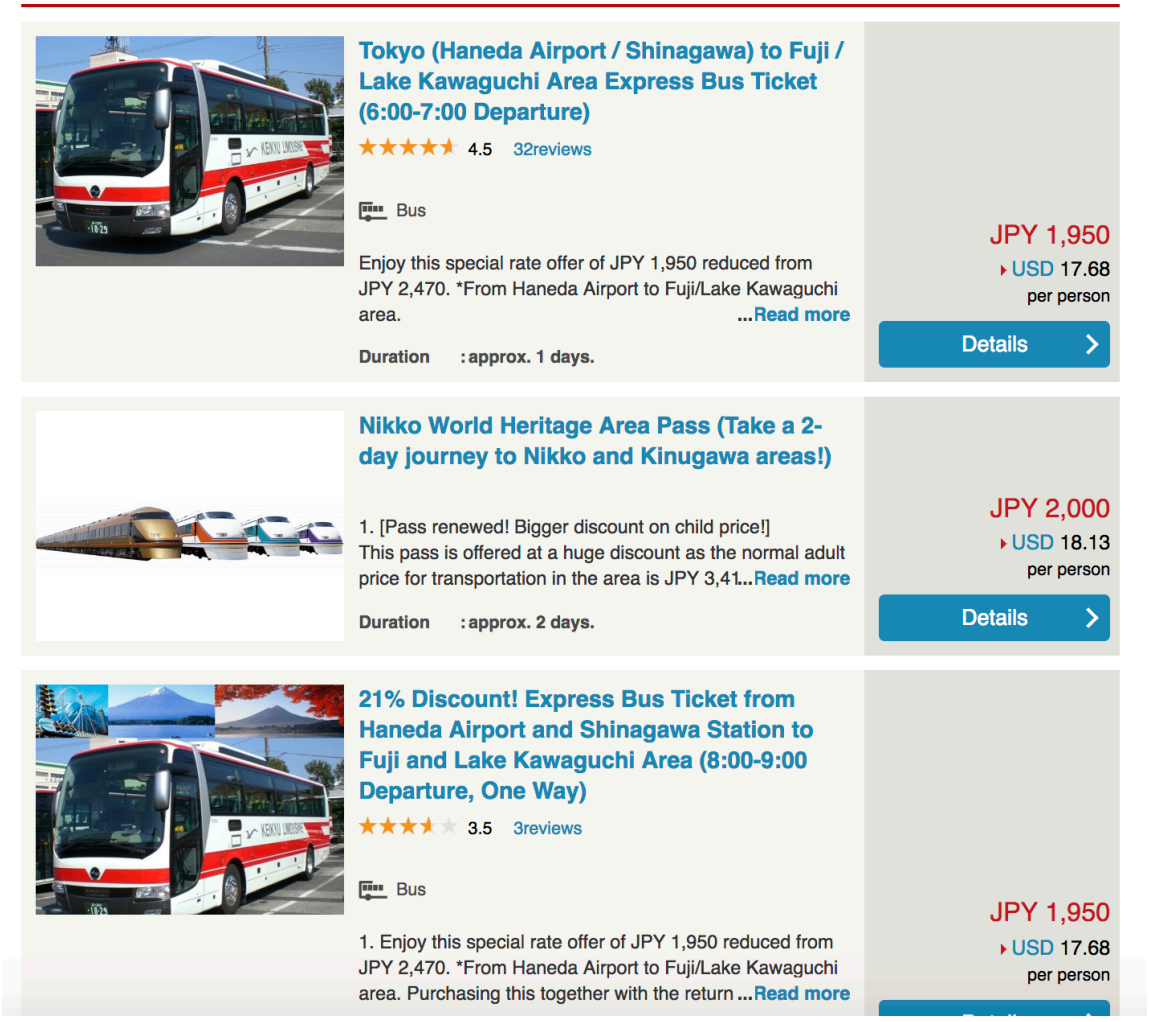


Heuristic name
Use familiar metaphors and language

Description
The most eye catching part of the catalogue is the image. However they do not help differentiate the different types of packages. A bus image is used for bus package. But perhaps the image could show fuji lake if its a trip to fuji lake.

Severity number
3

Screenshot

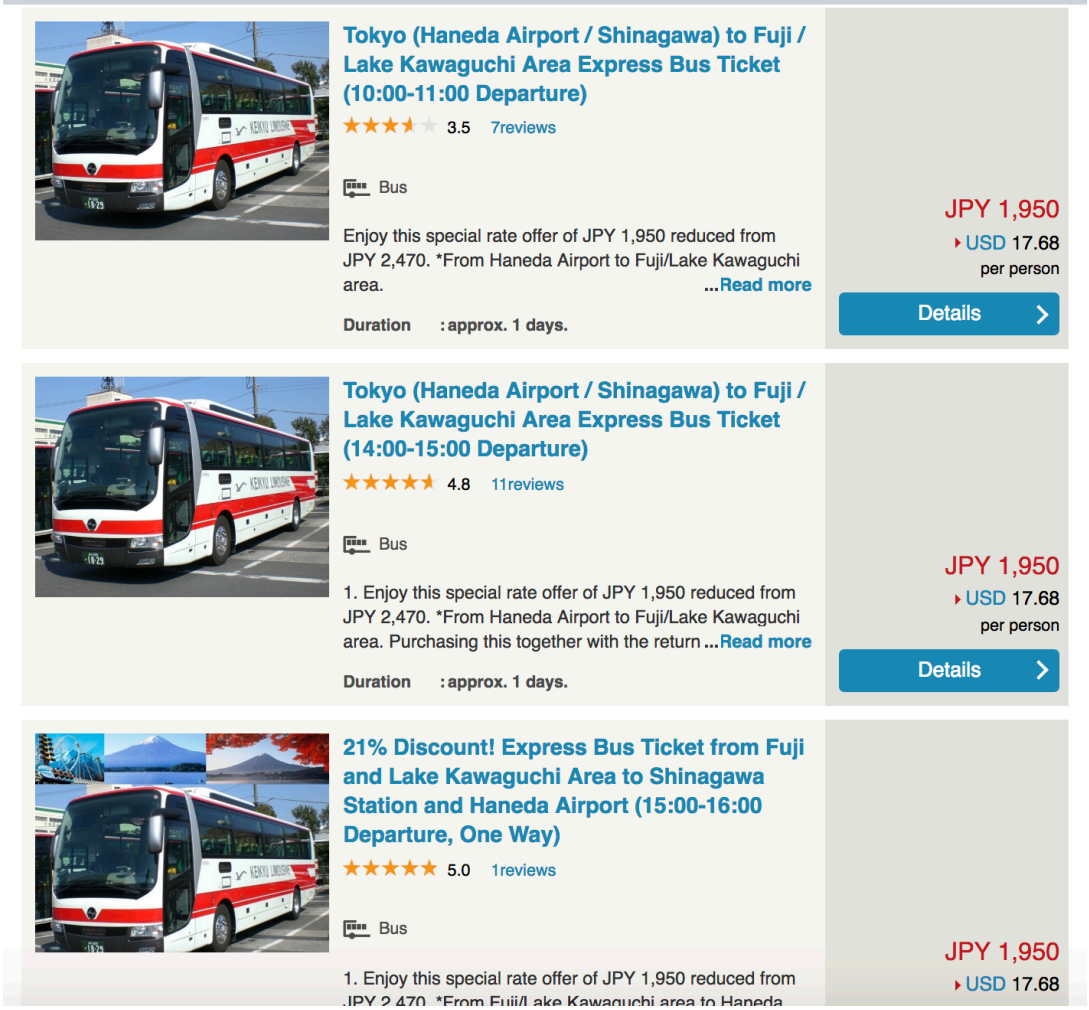


Heuristic name
Use familiar metaphors and language

Description
The title of the bus package does not clearly show the routes at a glance. It looks messy because they bunched up the routes in one header. More can be done to seperate the text in different line items e.g. Start, End, Time.

Severity number
2

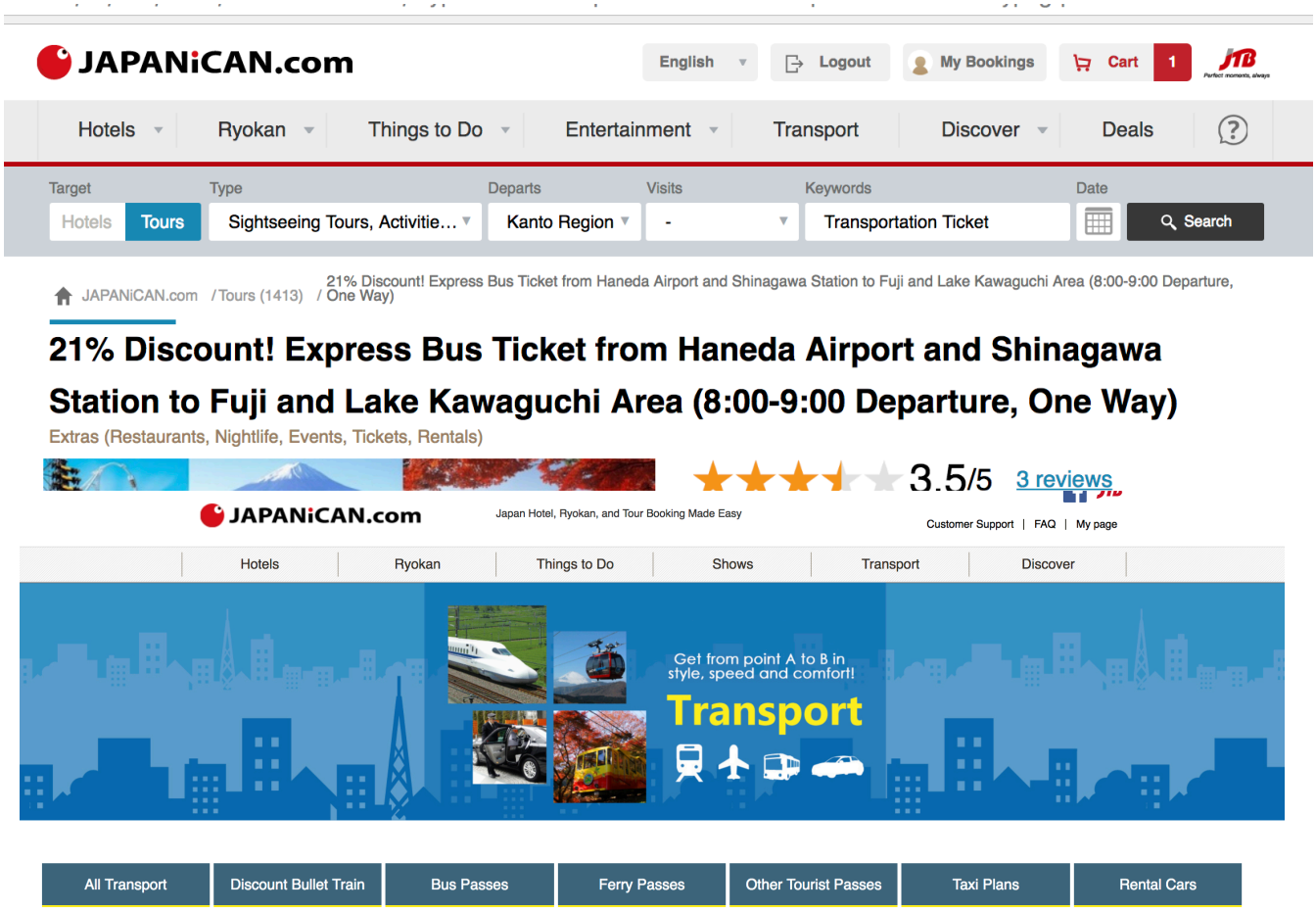
Screenshot



Heuristic name
Consistency

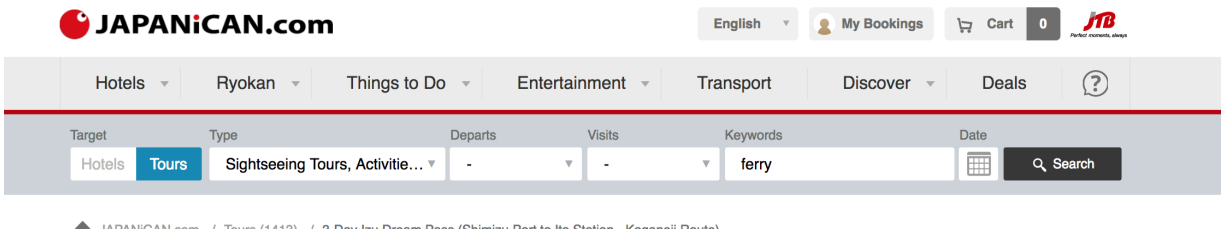
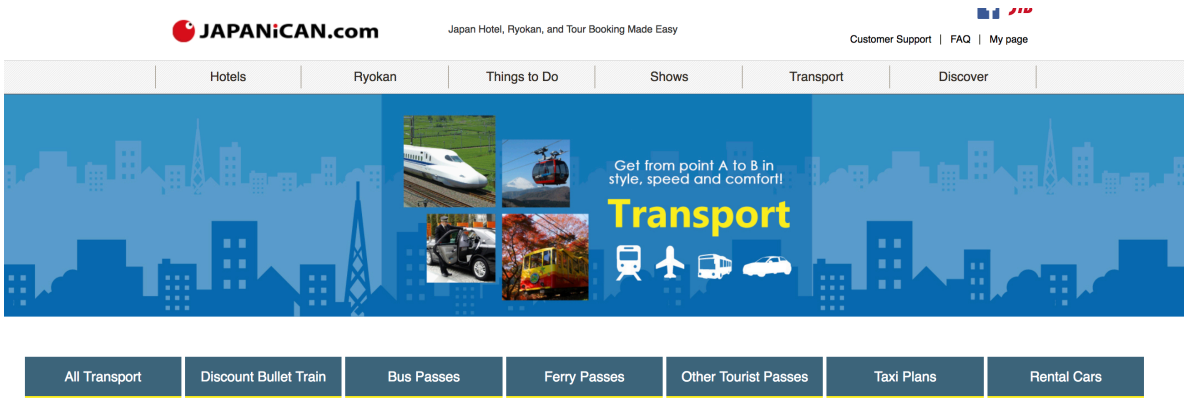
Description
At the top menu, hotel and entertainment has a drop down menu. There isn't a drop down menu for transport even though it is segmented to discount bullet train, bus pass, ferry pass, other tourist pass, taxi and rental cars on it's page. Seems like an inconsistency in information hierachy.

Severity number
2

Screenshot


heuristic name: Consistency

description: Clicking the “transport” tab on the home page menu takes you to a page that looks completely different. I feel that the main menu should at least be consistent for sense of continuity.

severity number: 1

screenshot: