

## 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

### Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (6:00-7:00 Departure)

Extras (Restaurants, Nightlife, Events, Tickets, Rentals)



Keihin Kyuko Bus (Photo for illustrative purposes only) - Photo courtesy of Keihin Kyuko Bus Co., Ltd.

5.0 /5 by Bill Hong Kong / 15 Apr 2018  
Customer Review [32 reviews](#)

It is very convenience, just print the booking and present to the bus controller, they help to load into the car, free seat comfortable and arrive ontime. It is much cheaper/earlier (3 months before departure) than book directly from the official

**Book Now!**

**JPY 1,950**  
USD 17.68 per person

**STEP 1 Choose a Date**

Jul 2018

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

○ Seats available   △ Few seats available   × Not available

from **07/13 2018**   12 - 99 years: **JPY 1,950**  
6 - 11 years: **JPY 980**  
0 - 5 years: **JPY 0**  
USD 17.68 per person

Seats open : **10**  
Booking Cutoff : 10 Jul 2018

If the departure date shown above is correct, please click the button below to continue.

Please confirm the number of adults and children in your group in the next step.

**Next step**

**Tour Details**   Itinerary

Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. \*From Haneda Airport to Fuji/Lake Kawaguchi area. Purchase the return ticket at the same time to take full advantage of this bus plan which goes to Kawaguchiko Station and Fuji-Q Highland. This is a direct bus departing from Haneda Airport and Shinagawa Station, reaching the destination in 2 to 3 hours. This plan is easily arranged with your itinerary.

Overview

Duration	approx. 1 days.
Req. per Booking	1 - 8 guests
Req. to Run Tour	1 guest(s)
Guide Service	Not Available
Tour Guide/Conductor Language	Not Available
Audio Guide	Not Available
Audio Guide Language	Not Available
Included	Bus Fare

# 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

**Enter Booking Details** \*Required

Your Details

First Name\* (Roman characters only) Last Name\* (Roman characters only)

Title \*

Date of Birth\* If you are checking out as a guest, the information below will be used as verification.

Month \* Day \* Year \*

Country/Region of Residence \* Phone Number\* (Numeric characters only, no hyphens or brackets)

Address \* (Alphanumeric characters only)

Email  Subscribe to our newsletter?

Yes  No

**Please Note**  
Your name cannot be changed after booking.

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**Tour** Booking 1

**Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (6:00-7:00 Departure)** Kanto (Nearby Areas of Tokyo) Transportation Pass / Ticket

**Traveler Details**

**Traveler 1** 12 - 99 years old

First Name\* (Roman characters only) Last Name\* (Roman characters only)

Title \* Country/Region of Residence \*

Please select one. \*

**Please Note**  
No name changes can be made after booking.

**Arrangements**

Day	Details
1	<b>Contact details (phone number) during your stay *</b> Please enter your contact details (phone number) in half-width characters. //
1	<b>Nationality &amp; Region *</b> Aruba *
1	<b>Meeting Place *</b> Haneda Airport Inte *

**Booking Details**

Departure date : Fri 13 Jul 2018

Number of travelers : 1 guests(12 - 99 years old:1 guests)

Duration : 1 days

**FREE to cancel: until 09 Jul 2018 (JST)**  
[See the full Cancellation Policy and Terms & Conditions of booking.](#)

**Payment Details**

**Payment In Advance**

**Total Amount Payable JPY 1,950**

**Please Note**  
[About Payment in Advance](#)

## 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

The screenshot shows a booking page for a bus ticket. At the top, there is a blue tab labeled "Tour" and the text "Booking 1". The main heading is "Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (6:00-7:00 Departure)". To the right of this heading, it says "Kanto (Nearby Areas of Tokyo) Transportation Pass / Ticket".

**Booking Details**

Departure date : Fri 13 Jul 2018  
Number of travelers : 1 guests(12 - 99 years old:1 guests)  
Duration : 1 days

**Itinerary** +

Confirm the tour itinerary here.

**Your Payment Details**

Age category	Count	Per Person	Subtotal
12 - 99 years old	1	JPY 1,950	JPY 1,950

**Payment in Advance** Total Amount Payable : 1 days,1 guests(12 - 99 years old:1 guests)  
**JPY 1,950**

## 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



**Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (6:00-7:00 Departure)**

★★★★★ 4.5 32reviews

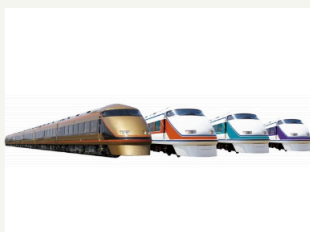
 Bus

Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. \*From Haneda Airport to Fuji/Lake Kawaguchi area. [...Read more](#)

Duration : approx. 1 days.

**JPY 1,950**  
▶ USD 17.68 per person

[Details](#) >




**Nikko World Heritage Area Pass (Take a 2-day journey to Nikko and Kinugawa areas!)**

1. [Pass renewed! Bigger discount on child price!]  
This pass is offered at a huge discount as the normal adult price for transportation in the area is JPY 3,41...[Read more](#)

Duration : approx. 2 days.


**JPY 2,000**  
▶ USD 18.13 per person

[Details](#) >



**21% Discount! Express Bus Ticket from Haneda Airport and Shinagawa Station to Fuji and Lake Kawaguchi Area (8:00-9:00 Departure, One Way)**

★★★★☆ 3.5 3reviews

 Bus

1. Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. \*From Haneda Airport to Fuji/Lake Kawaguchi area. Purchasing this together with the return...[Read more](#)

**JPY 1,950**  
▶ USD 17.68 per person

[Details](#) >

## 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 separate the text in different line items e.g. Start, End, Time.

## Severity number

2

## Screenshot

	<p><b>Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (10:00-11:00 Departure)</b></p> <p>★★★★☆ 3.5 7 reviews</p> <p> Bus</p> <p>Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. *From Haneda Airport to Fuji/Lake Kawaguchi area. <a href="#">...Read more</a></p> <p>Duration : approx. 1 days.</p>	<p><b>JPY 1,950</b></p> <p>▶ USD 17.68 per person</p> <p><a href="#">Details</a> &gt;</p>
	<p><b>Tokyo (Haneda Airport / Shinagawa) to Fuji / Lake Kawaguchi Area Express Bus Ticket (14:00-15:00 Departure)</b></p> <p>★★★★★ 4.8 11 reviews</p> <p> Bus</p> <p>1. Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. *From Haneda Airport to Fuji/Lake Kawaguchi area. Purchasing this together with the return <a href="#">...Read more</a></p> <p>Duration : approx. 1 days.</p>	<p><b>JPY 1,950</b></p> <p>▶ USD 17.68 per person</p> <p><a href="#">Details</a> &gt;</p>
	<p><b>21% Discount! Express Bus Ticket from Fuji and Lake Kawaguchi Area to Shinagawa Station and Haneda Airport (15:00-16:00 Departure, One Way)</b></p> <p>★★★★★ 5.0 1 reviews</p> <p> Bus</p> <p>1. Enjoy this special rate offer of JPY 1,950 reduced from JPY 2,470. *From Fuji/Lake Kawaguchi area to Haneda</p>	<p><b>JPY 1,950</b></p> <p>▶ USD 17.68</p>

## 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

The screenshot displays the JAPANiCAN.com website interface. At the top, there is a navigation bar with the logo, language selection (English), and user options (Logout, My Bookings, Cart with 1 item, and JTB logo). Below this is a secondary menu with categories: Hotels, Ryokan, Things to Do, Entertainment, Transport, Discover, and Deals. A search bar is present with fields for Target (Hotels/Tours), Type (Sightseeing Tours, Activities...), Departs (Kanto Region), Visits (-), Keywords (Transportation Ticket), and Date. The search results show a listing for a "21% Discount! Express Bus Ticket from Haneda Airport and Shinagawa Station to Fuji and Lake Kawaguchi Area (8:00-9:00 Departure, One Way)". The listing includes a rating of 3.5/5 based on 3 reviews and a banner for "Transport" with the text "Get from point A to B in style, speed and comfort!". Below the banner is a navigation bar with categories: Hotels, Ryokan, Things to Do, Shows, Transport, and Discover. At the bottom, there is a horizontal menu with buttons for "All Transport", "Discount Bullet Train", "Bus Passes", "Ferry Passes", "Other Tourist Passes", "Taxi Plans", and "Rental Cars".

**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:**

