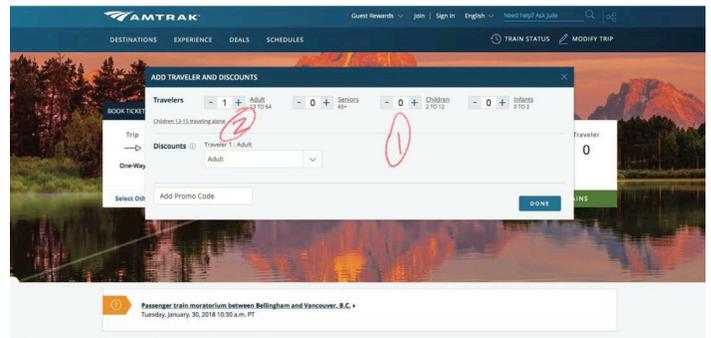
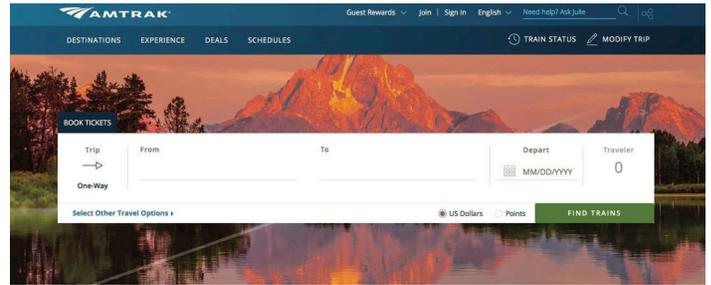


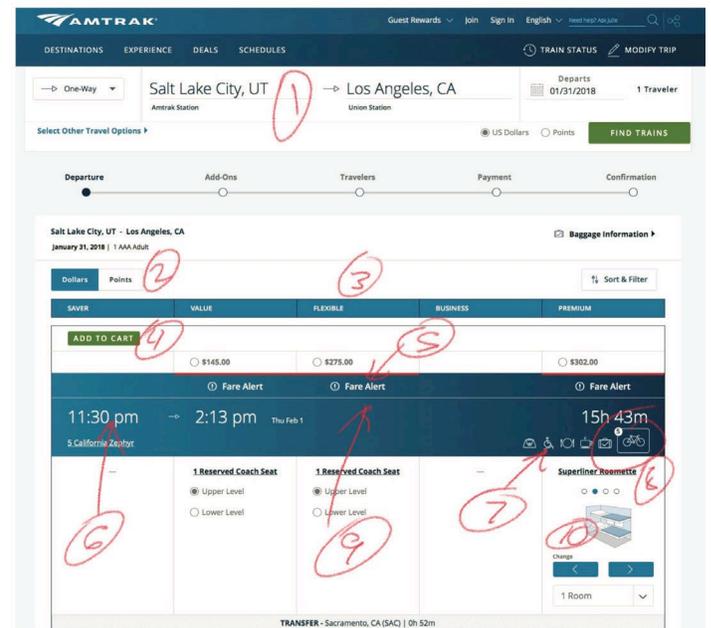
## HOME PAGE

1. Booking engine: after specifying destination, a pop-up window appears which prompts the user to specify traveler information. A booking engine should never generate a pop-up menu. Pop-up content should be integrated, which is a common practice.
2. The option to specify a 'child 13-15 traveling alone' is an afterthought and not integrated into the drop-down menus above. It most likely generates another pop-up.



## TICKETS

1. The booking engine appears again at the top of the page in addition to being on the home page. The link at top right - 'MODIFY TRIP' suffices.
2. 'Dollars vs. points' doesn't need to be in the booking engine and here. Recommend it appears here only.
3. Column layout is poorly executed. Its is not user friendly.
4. 'ADD TO CART' is above the ticket prices. That runs counter to conventional wisdom.
5. What does 'FARE ALERT' mean? This feature most likely takes the user to a pop-up, which is poor practice.
6. The duration of the trip and the estimated travel time are not visually organized.
7. The amenities available expressed as icons are not self-explanatory and need written explanations added.
8. The bicycle icon that displays what is most likely the allowed maximum number (5) of bikes allowed is unclear
9. Why is the trip overview placed between ticket price and accommodations? It rejects basic hierarchies of information
10. The left and right arrows that let the user browse room types has the word 'CHANGE' above them, which is counter-intuitive. Additionally, the choice for number of rooms is a drop down menu. It is inconsistent and confusing.



**SUMMATION:** Based on what I have examined, it appears that project principals resisted rebuilding sections of the site, instead favoring to add features clumsily and to the detriment of the UX. The booking engine experience is poorly organized. These poor practices create a level of complexity that will confuse the user. Many interactive options are either presented too early and/or repetitively. The section that allows a traveler to compare and buy a ticket is badly organized, and ignores best practices that have existed for years.