

Heuristic Evaluation

Booking tickets on yatra.com

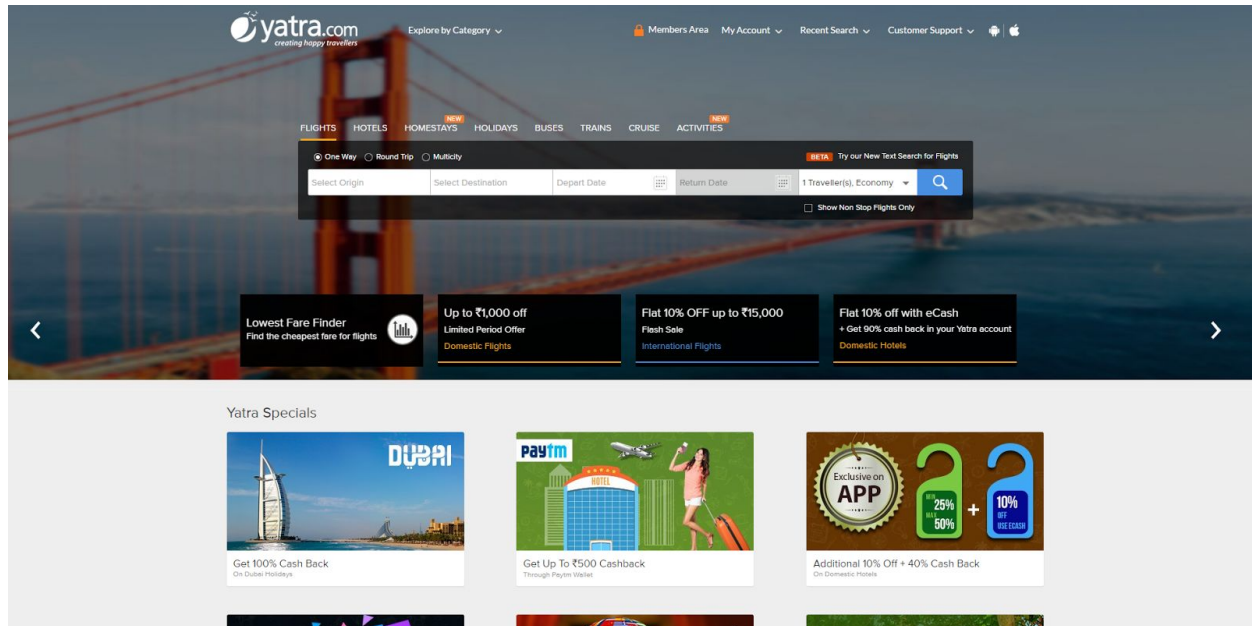








Image 1

Heuristic : Clean and functional design

The home page shows the option to search for buses, flights, hotels etc. However, because of other extraneous information in the form of coupons, deals; the user may get distracted and hence, it is in my opinion a step back towards achieving maximum sales.

Severity Rating : 2/4

Heuristic : Consistency

 Explore by Category  My Account  Recent Search  Customer Support  


Trade Fairs, exhibitions, conferences, business conclaves & study tours

If you are planning a visit to an exhibition, a trade fair, a conference, a business conclave, a study tour or an incentive tour, we have a completely customizable solution to suit your needs. We have a specialist team that caters to every need of the exhibitor, an individual traveler, a group traveler, a trade association, a corporate or a chamber of commerce. We have a bouquet of 90,000 hotels worldwide and the best negotiated airfares available.

September	BEARING China
October	Canton April Ex- Mumbai / Ex Delhi CPHI Worldwide K 2016


Note: For visit to any other trade fair or conference, please write to narayan.kabra@yatra.com

Trade Fairs



Starting From
₹ 70,000
Per person on twin sharing

[Send a Query](#)



Starting From
₹ 72,500
Per person on twin sharing

[Send a Query](#)

Bearing China

4 Nights / 5 Days

Highlights:

- Stay in 4 star hotel
- Airline ticket with taxes
- Indian Dinners
- Airport / Hotel / Airport transfers
- Hotel / Fairground / Hotel transfers
- City tour of Shanghai
- Entrance to Shanghai World Finance Centre
- Overseas Travel Insurance (for person up to age of 55 years)
- Huang Pu river cruise

Canton April Ex- Mumbai / Ex Delhi

4 Nights / 5 Days

Highlights:

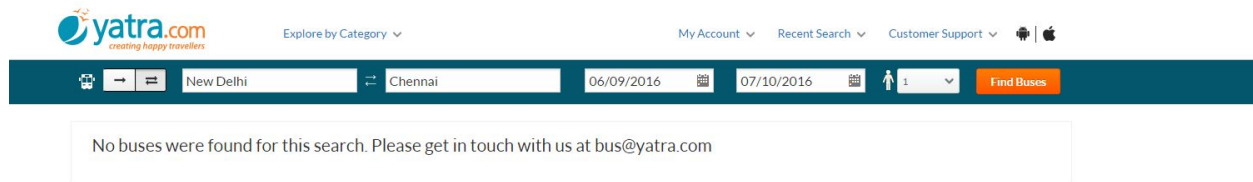
- Return Economy class airfare with taxes
- 4 Nights accommodation at 4 Star Hotel in Guangzhou
- Daily buffet breakfast
- Daily Indian Dinner in the comfort of the hotel
- Airport / hotel / Airport transfers (on coach sharing basis)
- Hotel / fairground / hotel transfers (On trade fair days)
- China Visa charges (Visa fees, documentation)
- Overseas Travel Insurance (for person up to age of 55 years)
- Yatra Tour Manager

Image 2

The website uses different styles of navigation bars within different sections of the website which is a clear violation. Compare images 1 and 2, in image 1 there is a background image and for image 2 the navigation bar is white. Also the overall look and feel have changed as this page is on white background.

Severity rating : 3/4

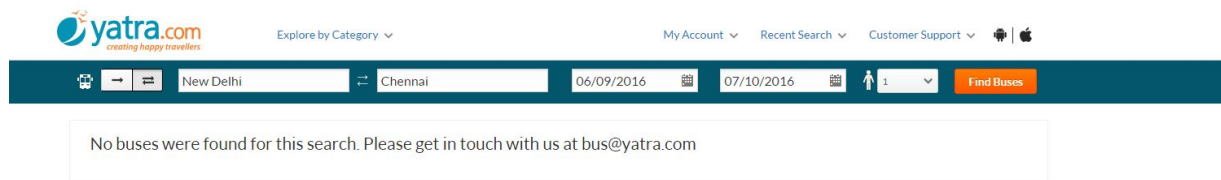
Heuristic : Provide Help



When no buses are found the site tells you who to contact however there is no option for live chat/calling a phone number if it's urgent. Also the email address can be a hyperlink which could be clicked on.

Severity 2/4

Heuristic : Support Error Recovery





The screenshot shows the yatra.com website interface. At the top, there is a navigation bar with the yatra.com logo, a link to 'Explore by Category', and links for 'My Account', 'Recent Search', and 'Customer Support'. Below this is a search bar with fields for 'From' (New Delhi), 'To' (Chennai), 'Start Date' (06/09/2016), 'End Date' (07/10/2016), and 'Passengers' (1). A 'Find Buses' button is present. Below the search bar, a message states: 'No buses were found for this search. Please get in touch with us at bus@yatra.com'.

Again , in case of not finding a bus, alternative dates can be given for which requested bus is available.

Severity 2/4

Heuristic : Freedom

Bus Details			Fare Details	
DEPART			Onward Fare	₹ 1,500
Mumbai		Chennai	Return Fare	₹ 4,650
10:45	27h 00m 1333km	14:00	Service Tax	₹ 90
MON, 5 SEP		TUE, 6 SEP		
Operator: SRS Travels - (2+2, Multi Axle Volvo SemiSleeper, AC, Video)	Boarding Point : Mira Road (E)	Seat no(s) : 24	You Pay ₹6,240	
RETURN				
Chennai		Mumbai		
15:30	02h 30m 1333km	17:10		
FRI, 7 OCT		FRI, 7 OCT		
Operator: Geepee Travels - (Volvo A/C Multi Axle Semi Sleeper (2+2))	Boarding Point : Koyambedu, opp koyembedu market	Seat no(s) : 7		
Hide Return Itinerary (Chennai - Mumbai) ^				

Once the ticket is selected there is no option given for quick edit!

Severity 1/4