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

| rade Fairs, | exhibitions, conferences, busine | ess conclaves & | study tours |
|--|--|---|---|
| ecialist team | | | ss conclave, a study tour or an incentive tour, we have a completely customizable solution to suit your needs. We have er, a group traveler, a trade association, a corporate or a chamber of commerce. We have a bouquet of 90,000 hotels |
| September | BEARING China | | |
| October | Canton April Ex- Mumbai / Ex Delhi | CPHI Worldwide | K 2016 |
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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

| E yatra.c | Explore by | y Category 🗸 | | My Account 🗸 🛛 Red | cent Search 🗸 🦳 Custo | mer Support 🗸 🏟 🛛 🗉 | |
|------------|-------------------------|-----------------------------|----------------------|--------------------|-----------------------|-----------------------|--|
| ⊕ → ≠ | New Delhi | ≓ Chennai | 06/09/2016 | ₩ 07/10/20 | 016 🗰 🛉 1 | ✓ Find Buses | |
| No buses w | vere found for this sea | arch. Please get in touch w | vith 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 | |
|--|----------|------------------|-------------------------------------|--------------|------------------|--------|
| EPART | | | | | Onward Fare | ₹1,500 |
| Mumbai | | | Chennai | | Return Fare | ₹4,650 |
| 10:45 | • | | 14:00 | | | 12.00 |
| MON, 5 SEP | ② 27h 00 | im 1333km | TUE, 6 SEP | | Service Tax | ₹90 |
| Operator: | | Boarding Point : | | Seat no(s) : | You Pay र | 6 240 |
| SRS Travels - (2+2, N SemiSleeper, AC, Vi | | Mira Road (E) | | 24 | Touray | 0,210 |
| 711011 | | | | | | |
| TURN | | | Mumbai | | | |
| Chennai | | | Mumbai 17:10 | | | |
| | | | Mumbai 17:10 FRI,7 OCT | | | |
| Chennai 15:30 | | | 17:10 | Seat no(s) : | | |

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

Severity 1/4