

Heuristic Summary

Flexibility and efficiency of use consistently violated across platforms		
Also user control and freedom, to lesser but still significant extent		
Worst offenders seem to have no clear vision of features/mission		
Worst offenders are defined by limited features but complicated user flows		
Airbnb & TripAdvisor had among the lowest scores and the highest amount of user content		
Recurring etymological issues w/ low cost fixes		
Low or limited social integration significantly limits user control		
Newer/smaller platform have learnability issues		

HEURISTICS

Trip Advisor

Issue	Principles Violated (Nielsen)	Severity Rating	Notes
Homepage			
Unable to search hotels without specifying trip dates	User control and freedom, flexibility and efficiency of use	3	
Hotel Results Page			
Room availability list poorly visible	Flexibility and efficiency of use	1	Font size too small
View deal options' list only available on click	User control and freedom, flexibility and efficiency of use, aesthetic and minimal design	2	
Room availability list not expanded by default	Flexibility and efficiency of use	2	
Room availability list not sorted by price	Flexibility and efficiency of use	2	
No clear distinctions between 3rd party reservation providers	Recognition rather than recall	3	
Limited communication between main site and 3rd party providers	Visibility of system status, flexibility and ease of use	3	
Average score		2	
Hotel Profile Page			
Hotel profiles automatically open in new tab	User control and freedom, flexibility and efficiency of use	2	
User Profile Page			
Profile 'Badge collection' given high priority	Recognition rather than recall	2	
No cohesive 'my trips' feature	User control and freedom, flexibility and efficiency of use	2	
Limited social media integration	Flexibility and efficiency of use	3	
Average score		2	

Trippy			
Issue	Principles Violated (Nielsen)	Severity Rating	Notes
Sign In Page			
Facebook sign up button does not function	Coonsistency and standards, flexibility and efficiency of use, user control and freedom	4	
Newsfeed			
Unclear how newsfeed questions are sourced	User control and freedom	2	
Unclear what separates 'Homepage' features from 'Questions' section features	Flexibility and efficiency of use	3	
Questions Page			
Questions not based on location	Flexibility and efficiency of use	2	
Plan a Roadtrip Page			
Confusing etymology	Flexibility and efficiency of use, recognition rather than recall	3	Roadtrip' implies roadtravel, many possible trips include airtravel
'Or switch to flying' icon is too small	Flexibility and efficiency of use	2	
No option to specify date	Flexibility and efficiency of use, user control and freedom	4	The resulting directions assume that the user departs immediately. E. g. lists next departing flight
No option to specify travel type	Flexibility and efficiency of use, user control and freedom	4	E.g. Air or road travel, specific airport, airline, etc.
Where to Stay Page			
Info entered in the 'Plan a road trip' section is not saved when switching to 'Where to stay' section.	Flexibility and efficiency of use	2	
Search results include irrelevant entires	Flexibility and efficiency of use	2	E.g. 'Kyoto' showing up in a search for 'Tokyoo'
Search reults do not include visual content	Flexibility and efficiency of use	3	
Locations recommended in reviews are not clickable.	Flexibility and efficiency of use	3	Location name is highlighted but not clickable.
Map legend is clickable but does not appear to be based on visual cues	Flexibility and efficiency of use	3	

Map legend includes links to empty 'travel tips' pages	Flexibility and efficiency of use, consistency and standards	2	
Average score		2.8	

Trip Cast

Issue	Principles Violated (Nielsen)	Severity Rating	Notes
When creating new trip, locations don't pop up	Flexibility and efficiency of use, user control and freedom	3	
Trips cannot be created without first inviting another user.	Flexibility and efficiency of use, user control and freedom	2	
Photos can only be added from harddrive, rather than Facebook, other social media	Flexibility and efficiency of use, user control and freedom	3	
Users can only be invited to a trip through email	Flexibility and efficiency of use, user control and freedom	3	
Only 2 varieties of content (photo & text)	User control and freedom	3	further options include geotagging, hashtagging, links, embedding
Posts cannot contain both visual and textual content	Flexibility and efficiency of use, user control and freedom	4	
Every photo uploaded automatically generates an individual post	Flexibility and efficiency of use	4	No 'album' feature
No social media integration	Flexibility and efficiency of use, user control and freedom	3	
Hidden 'create new trip' option	Flexibility and efficiency of use	2	Listed in hidden sidebar
Average score		3.5	

Travello

Issue	Principles Violated (Nielsen)	Severity Rating	
Unclear how 'recommended friends' are sourced	Consistency and standards	2	
No option to delete a pending friendrequest	User control and freedom	3	
Unclear how newsfeed content is sourced	Consistency and standards	2	

Explore' sections recommends people not places	Consistency and standards	2	
No way to search/filter through deals	Flexibility and efficiency of use, user control and freedom	3	
Purchasing deals redirects to 3rd party app	Flexibility and efficiency of use, user control and freedom	3	
Unclear what a 'card' is	Consistency and standards	2	
New trip' feature is given low priority	Flexibility and efficiency of use	3	
Profile' tab is given low priority	Flexibility and efficiency of use	2	
Trip details' lists only other people on the trip	Consistency and standards	3	
Activity page must be refreshed after creating new post	Flexibility and efficiency of use	2	
Posts cannot be edited	Flexibility and efficiency of use, user control and freedom	4	
Content cannot be geotagging	Flexibility and efficiency of use, user control and freedom	3	
Average score		2.5	

Trip Advisor			
Issue	Principles Violated (Nielsen)	Severity Rating	Notes
Homes Section			
Search results not saved when returning from viewing home profile	Flexibility and efficiency of use, user control and freedom	3	
Irrelevant results included	User satisfaction	3	
Limited ability to view home details without entering home profile page	Flexibility and efficiency of use, user control and freedom	3	
Experiences Section			
Unclear how 'experiences' are sourced	User control and freedom	2	
Limited selection of categories	User control and freedom	2	
Very limited selection of 'types' (duration)	User control and freedom	3	
Restaurants Section			

Limited selection of 'cuisines'	User control and freedom	2	
Profile Section			
Unclear definition of 'trip'	Consistency and standards	2	
Average score		2.5	