

HOME PAGE

Positives & Things That Seem to be Working

- The info & testimonials help build trust
- Nice mix of info on trips & what to expect
- Likes the option to learn about time travel
- Drawn to search bar
- The CTA's are obvious & the visuals are good
- "The design is immersive & interesting"

Things That Need Improvement / Are Frustrating

- Homepage feels almost like too much adventure
- "I wish there was more on trips / a way to browse"
- Science of time travel photo looks like a mistake
- "It's too dark. I prefer lighter for a vacation site"
- "Icon on show all reviews looks like a chat icon"
- Too dark, doesn't seem like a travel site
- It's a little dark, I prefer lighter websites
- Too much info on home page, it's overwhelming
- All of the info on home page isn't helpful
- Ominous, like something from a horror movie

Possible Solutions / Next Steps

- Add a white bg behind header
- Change hero image at top of page
- Change picture for "science of time travel"
- Remove picture for "science of time travel"
- Adjust "science of time travel" size / place
- Maybe have a "Day" or "Light" Mode
- Change icon on "show all reviews"
- Maybe have multiple reviews on home page
- Remove some of the info on home page
- Maybe add more white space

SEARCH BAR

Positives & Things That Seem to be Working

Drawn to
search bar

The CTA
buttons
are obvious

Things That Need Improvement / Are Frustrating

Are “explore”
and the arrow
icon 2 separate
buttons?

Only uses
search bar for
exact /specific
queries

Filters
aren’t
very
useful

Didn’t notice
magnifying
glass icon in
search bar

Wasn’t sure
about “era”
& its
meaning

Confused by
magnifying
glass icon in
search bar

Possible Solutions / Next Steps

Tweak
magnifying
icon in
search bar

Maybe add
helper text
for search bar

Change
“explore”
button so it
looks like 1
button

Instead of
“era”, use
“time period”

SUCCESSSES

HOME PAGE

SEARCH

SUGGESTIONS

“The design is immersive & interesting”

The info & testimonials help build trust

Homepage feels almost like too much adventure

“I wish there was more on trips / a way to browse”

Didn't notice magnifying glass icon in search bar

Maybe add helper text for search bar

“I like that there are reviews”

Felt drawn to the site - engaging & interesting

Science of time travel photo looks like a mistake

“It's too dark. I prefer lighter for a vacation site”

Are “explore” and the arrow icon 2 separate buttons?

Add a white bg behind header

Nice mix of info on trips & what to expect

The CTA's are obvious & the visuals are good

Ominous, like something from a horror movie

“Icon on show all reviews looks like a chat icon”

Wasn't sure about “era” & its meaning

Maybe have multiple reviews on home page

“Simple, straight-forward, & pleasant”

Drawn to search bar

All of the info on home page isn't helpful

It's a little dark, I prefer lighter websites

Confused by magnifying glass icon in search bar

Maybe add more white space

Everything was intuitive and easy to use

The hero map on the search results page is helpful

Too much info on home page, it's overwhelming

Too dark, doesn't seem like a travel site

Filters aren't very useful for me

Maybe have a “Day” or “Light” Mode

Appealing visuals and well-organized

Likes the option to learn about time travel

Only uses search bar for exact /specific queries

