



EXPERT REVIEW

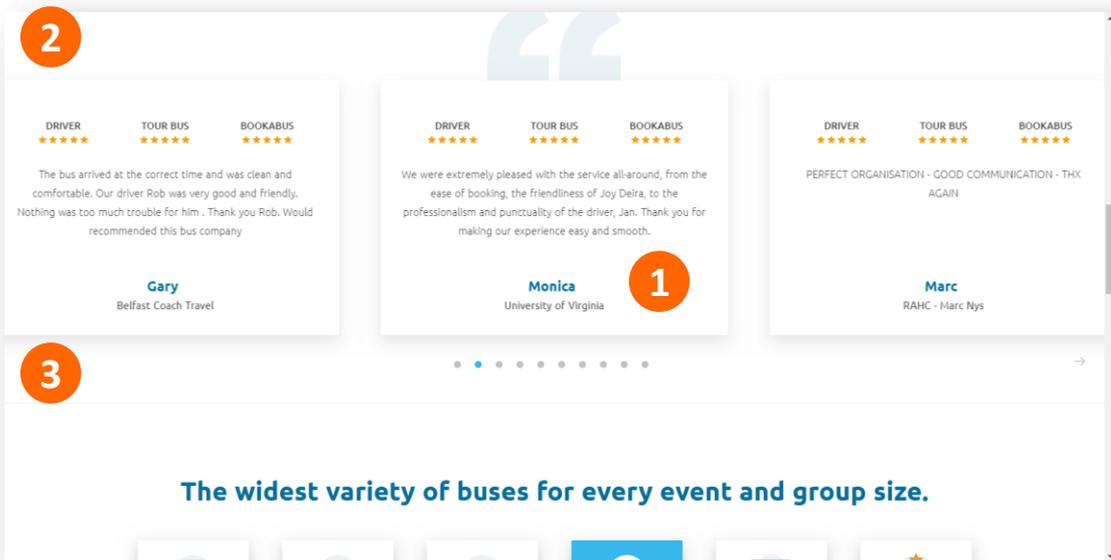
Bookabus.eu

Front page

The screenshot shows the Bookabus website front page. At the top, the 'Bookabus' logo is on the left, and navigation links for 'Locations', 'Occasions', 'Fleet', 'Contact', and a phone icon are on the right. The main heading is 'Coach hire & bus rentals across Europe', followed by a sub-headline: 'Thanks to our vast network of bus partners, we are always able to find the best deal for your bus with driver. Save 15% - 40% by booking through Bookabus.' Below this is a form with three tabs: 'One-way trip', 'Return trip', and 'Multiple stops'. The form fields include 'From:' and 'To:' (both with address input fields), 'Departure date:' and 'Return date:' (both with date pickers), 'Departure time:' and 'Return time:' (both with time pickers), and 'Passengers:' (with a dropdown menu). A yellow '> CONTINUE' button is positioned to the right of the form. Below the form is a link 'Get a free price quote' with an arrow. At the bottom left, there is a 'Welcome aboard!' message. Six orange circles with white numbers (1-6) are overlaid on the page to highlight specific usability issues.

1. **Clarity:** 'Continue' does not tell the user what to expect on the next page.
2. **Clarity:** 'Locations' in the navigation can be confusing for the website visitor.
3. **Clarity:** Arrow is not pointing directly at the button.
4. **Friction:** Arrows do not open dropdown field.
5. **Distraction:** Button could be bigger with more white space around it.
6. **Friction:** The icon with the phone is not clickable (but does trigger the hover effect).

Front page



1. **Motivation:** Surname and picture of the customer makes the reviews more trustworthy.
2. **Motivation:** Give an overall review score.
3. **Motivation:** Try adding client logos for more trust.

Front page

Complex trips, large groups or multiple locations?

Bookabus provides transport solutions for schools and organizations large and small. By working with over 800 bus companies in the country we can always accustom to the specific needs of your group. We can easily combine different bus companies and you'll have your personal Bookabus contact person to make sure everything goes smoothly. Direct questions about what we can do for your event or organization?

1

DISCOVER BOOKABUS FOR BUSINESS

Success stories

2

- ▶ For productions like the musical 'the Marathon' we arranged the transport for the cast to theaters throughout the country.
- ▶ We organised the transport for over 700 school children to summer camp activities.
- ▶ Over 50 bus trips in 5 different countries for executive team members of companies like Nike, Shell and Deutsche Bank for meeting and conference transport.



1. **Clarity:** What makes 'Bookabus for business' different? Isn't the whole website for business?
2. **Clarity:** It's not clear this text is a clickable link.

Quote page

The screenshot shows the Bookabus website interface. At the top, there's a navigation bar with 'Bookabus' logo and links for 'Locations', 'Occasions', 'Fleet', 'Contact', and a search icon. Below the navigation, a map displays a route from Amsterdam, Netherlands (08-06-2019 at 08:00) to Brussels, Belgium (08-06-2019 at 23:30). A central form titled 'Indication for your trip' explains that a custom quote is needed and provides instructions on how to request one. The form includes fields for 'First name', 'Last Name', 'Email', and 'Phone Number' (with a dropdown menu). There's also a text area for 'Do you have any specific request? (optional)'. A prominent orange 'REQUEST QUOTES' button is at the bottom of the form. To the left of the form, a 'How does it work?' section features a three-step process diagram: Step 1 (compare quotes), Step 2 (get a custom quote), and Step 3 (book online). A 'Your itinerary' section with a 'CHANGE ITINERARY' button is also visible. Three red circles with white numbers (1, 2, 3) are overlaid on the image to highlight specific areas: circle 1 is on the bus icon in the process diagram, circle 2 is on the 'REQUEST QUOTES' button, and circle 3 is on the text area for specific requests.

1. **Clarity:** There are no (emotionally loaded) pictures of the bus displayed.
2. **Clarity:** Visitors could have more questions about the bus. For instance: is there a toilet on board, is it possible to play music, is there wifi?
3. **Distraction:** Lots of text above the fold and button color is not unique (same as bus and dot left of screen).

Quote page

The screenshot shows the Bookabus website interface. At the top, there's a navigation bar with 'Locations', 'Occasions', 'Fleet', and 'Contact'. The main content area features a map with two locations: Amsterdam, Netherlands (08-06-2019 at 08:00) and Brussels, Belgium (08-06-2019 at 23:30). Below the map is a 'How does it work?' section with a three-step process: Step 1 (Compare quotes), Step 2 (Get custom quote), and Step 3 (Book and enjoy). To the right is a 'Request a custom quote' form with fields for First name, Last Name, Email, Phone Number, and a text area for specific requests. A 'REQUEST QUOTES' button is at the bottom of the form. Five numbered annotations (1-5) highlight specific areas: 1 points to the text 'Book easily online and enjoy your trip'; 2 points to the 'How does it work?' heading; 3 points to the text 'Your request is free and non-binding'; 4 points to the Phone Number field; and 5 points to the text 'Get the best quote within 1 day, no strings attached'.

1 Book easily online and enjoy your trip

2 How does it work?

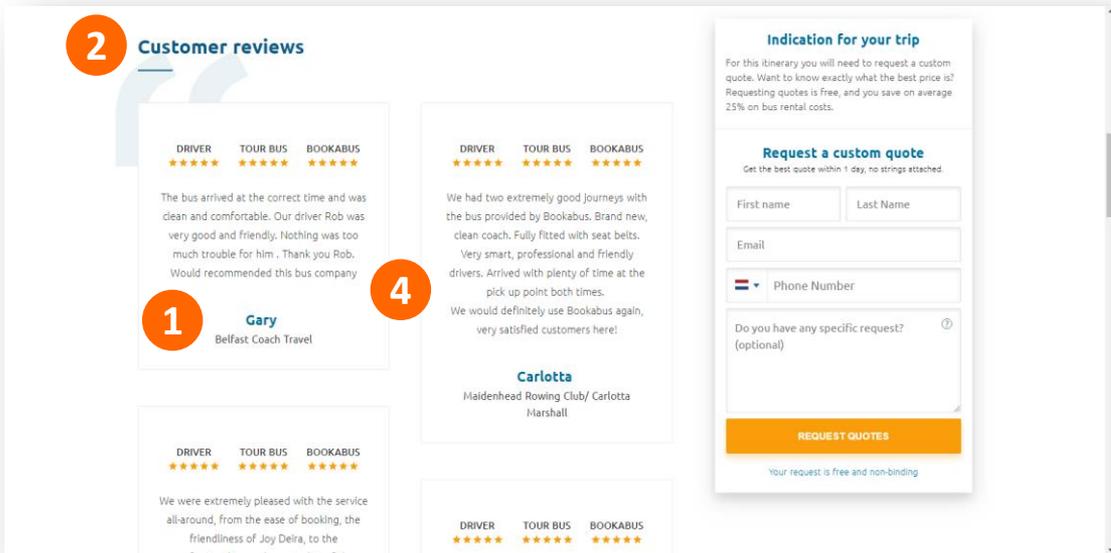
3 Your request is free and non-binding

4 Phone Number

5 Get the best quote within 1 day, no strings attached

- 1. Clarity:** Looks like one big sentence.
- 2. Clarity:** Real value proposition is missing.
- 3. Clarity:** This light blue text looks like a link, but is not.
- 4. Friction:** Is the phone number field necessary? If not, remove it. If yes, add explanation.
- 5. Distraction:** This line of text is very small. Make it bigger or remove it.

Quote page



- 1. Motivation:** Surname and picture of the customer makes the reviews more trustworthy.
- 2. Motivation:** Give an overall review score.
- 3. Motivation:** No USPs are displayed like number of customers.
- 4. Distraction:** Is this long list with reviews necessary at this point, or is it distracting?



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