IPSOS BENCHMARK UX SCORE
Automotive Websites USA

Brand	Overall	Usability	Relevance	Design
Hyundai	5.11	5.15	4.82	5.62
Volkswagen	4.89	5.12	4.45	5.31
Kia	4.86	4.90	4.65	5.22
Chrysler	4.69	4.83	4.34	5.13
Mercedes-Benz	4.69	4.94	4.23	5.10
Honda	4.58	4.53	4.47	4.92
Nissan	4.53	4.44	4.25	5.26
Ford	4.51	4.56	4.15	5.11
BMW	4.45	4.63	3.93	5.10
Tesla	4.29	4.15	3.96	5.25
Grand Total	4.66	4.73	4.32	5.20

Users appreciated ...

- easy-to-find detailed vehicle specifications and pricing information.
- customization, comparison features.
- detailed cost breakdowns.
- high-quality images and contemporary design aesthetics.

Users disliked ...

- complexity in requesting detailed quotes.
- difficulty locating key information due to overload and cluttered design.
- mobile use.

Recommendations for automotive websites most often relate to the following:

1 Navigation & search functionality

Add key feature filters to improve search functionality and structure navigation.

2 Customization & comparison

Improve 'Build Your Own' feature to be more user-friendly and add a tool for side-by-side model comparison.

3 Mobile optimization

Enhance mobile optimization to ensure seamless user experience across devices.

4 Visual quality

Invest in high-quality images and modern design aesthetics to align with current trends for a modern look.