IPSOS BENCHMARK UX SCORE
Travel Apps USA

Brand	Overall	Usability	Relevance	Design
Booking.com	4.88	5.12	4.51	5.15
Travelocity	4.62	4.74	4.21	5.18
Expedia	4.60	4.76	4.29	4.91
Kayak	4.47	4.45	4.13	5.21
Grand Total	4.64	4.77	4.29	5.11

Users appreciated ...

- comprehensive, user-friendly features that aid decision-making.
- one-stop platforms that allow travel customization.
- effective layout and design which enhanced the value perception of the apps.

Users disliked ...

- redirects, pop-ups, and complex navigation.
- pricing and availability inaccuracies which affect trust.
- outdated design and disruptive ad placements.

Recommendations for travel apps most often relate to:

1

Booking process
Retain and optimize deals, amenities, and filtering tools.

2

One-stop-shop
Maintain one-stop-shop model without over-cluttering interface.

3

Pop-ups
Minimize pop-ups and smoothly integrate third-party platforms.

4

Comparison, search
Streamline search, comparison process, and improve data accuracy.