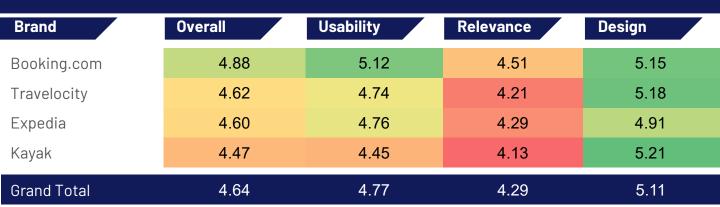
IPSOS BENCHMARK UX SCORE Travel Apps USA



If it's something that I enjoy, I will click the heart so I can always reference it. Expedia does a really great job with making things more seamless.

- on Expedia



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
Povicetics navigation.



pricing and availability inaccuracies which affect trust.



outdated design and disruptive ad placements.

Recommendations for travel apps most often relate to:

Booking process

Retain and optimize deals, amenities, and filtering tools.

One-stop-shop

Maintain one-stopshop model without over-cluttering interface.

Pop-ups

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



Comparison, search

Streamline search, comparison process, and improve data accuracy.

