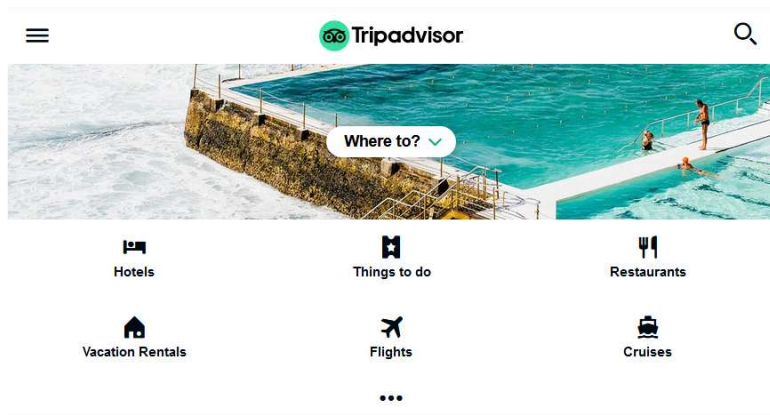


# Competitive Benchmark Research Results

TripAdvisor and Vrbo

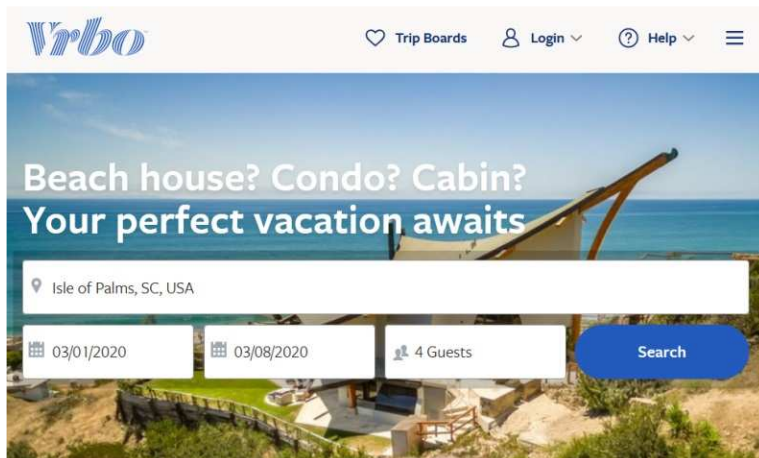
Presented by Theresa Wilkinson

# Competitive Benchmark Results



## Agenda

1. Executive Summary
2. Feedback from Testing
3. Feedback from Survey
4. Appendix



# Competitive Benchmark Results

## Key Insights

### NPS Scores

- Tripadvisor: 73 - Increase of 63%
- Vrbo: 67 - Increase of 43%

### Satisfaction

- Tripadvisor: 100%
- Vrbo: 100%

### Ease of Use

- Tripadvisor: 93%
- Vrbo: 90%

## RECOMMENDATIONS

- Conduct quarterly, bi-annual or at least annual competitive benchmark for your digital experiences
- Choose the UX KPIs that make the most sense for your business and start collecting them to improve UX

### Additional Information that Influenced Decision:

- Reviews & Ratings
- Cancellation Policy
- See All Fees Involved
- Price Per Day/Week
- Customer Service Info

# EXECUTIVE SUMMARY

## Overview

- XYZ company planned a benchmark study between the travel sites of TripAdvisor and Vrbo

## Goals of Study

- Update NPS scores
- Identify any obstacles or improvements for booking a vacation home
- Identify any additional information that users would value in deciding which vacation home to book

## Participants

- Total of 60 participants; 30 used Vrbo and 30 used Tripsadvisor

## Task 1 - What are your first impressions of website?

- For TripAdvisor: 33% liked quality of images. 25% liked simple/clean look, 25% ability to inspire/give ideas
- For Vrbo: 42% liked quality of images. 20% liked simple/clean look, 20% ability to inspire/give ideas

## Task 2 – Book at vacation home

- For TripAdvisor: 100% success
- For Vrbo: 100% success

## EXECUTIVE SUMMARY - continued

### Task 3 - What additional information influenced you to book the vacation home

- For TripAdvisor: 23% Reviews & ratings, 15% Cancellation policy, 15% See all fees involved
- For Vrbo: 26% Reviews & ratings, 15% Price per day/week, 15% Cancellation policy

### Ease of Use

- 83% (25 of 30) of respondents rated TripAdvisor as moderately easy or extremely easy
- 90% (15 of 30) of respondents rated Vrbo as moderately easy or extremely easy

### Errors\*

- 33% (10 of 30) of TripAdvisor respondents had error messages
- 27% (8 of 30) of Vrbo respondents had error messages

### Was the error message intuitive?

- TripAdvisor: 10 of 10 said yes
- Vrbo: 8 of 8 said yes

\*Dummy credit card information was used and this resulted in errors due to the dummy card number was not accepted. This was not counted as a user error.

## EXECUTIVE SUMMARY - continued

### Satisfaction

- 100% (30 of 30) of respondents rated TripAdvisor as moderately satisfied or extremely satisfied
- 100% (30 of 30) of respondents rated Vrbo as moderately satisfied or extremely satisfied

### NPS

- TripAdvisor - 73%
- Vrbo - 67%

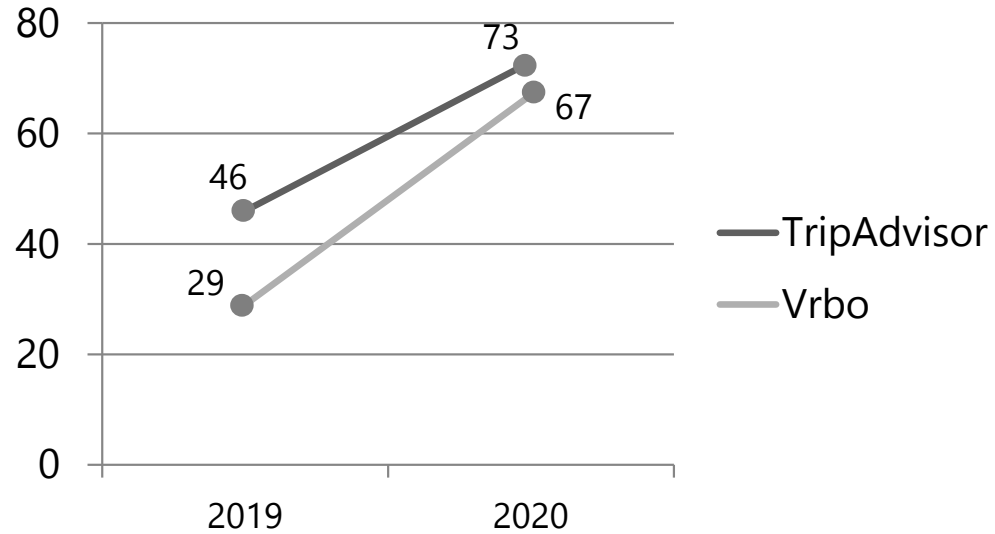
### Recommendations

- Conduct quarterly, bi-annual or at least annual competitive benchmark for your digital experiences
- Choose the UX KPIs that make the most sense for your business and start collecting them to improve UX

# EXECUTIVE SUMMARY - continued

## NPS Scores

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth.

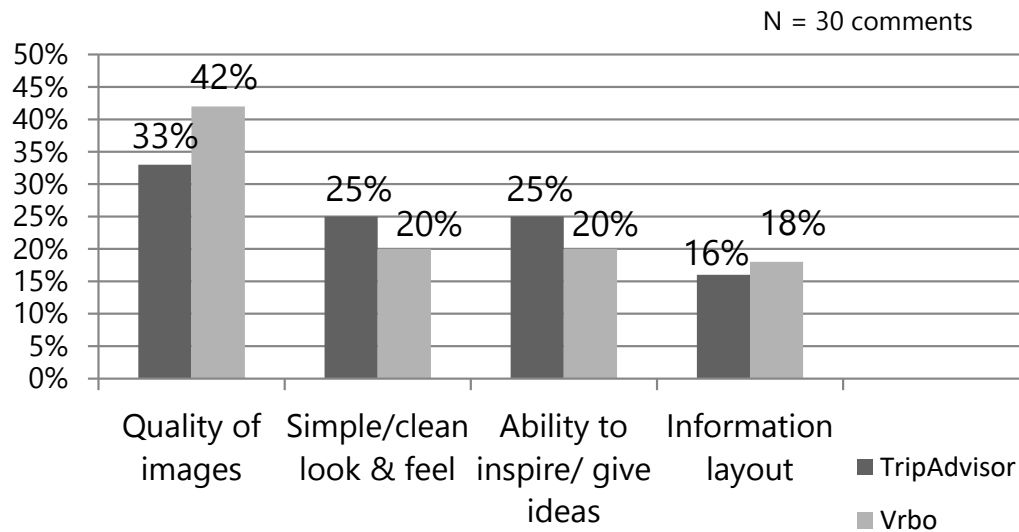


# RESULTS FROM TESTING



# Task 1

What are your first impressions of website?



## TripAdvisor User Comments:

"I like the clean look"

"I love all the photos -- I really want to go to a beach right now"

"Navigation is simple and easy to find"

"I like that I can also plan things to do and where to eat"

## Vrbo User Comments:

"Some travel sites look really busy – this one does not. I like that."

"The photos are gorgeous and amazing!"

"It is so hard to pick just one! They are all so beautiful!"

"I love this website."

# Task 2

Book a vacation home

KPIs	TripAdvisor	Vrbo
Task Success	100%	100%
Average Task Time	4.4 minutes	4.2 minutes
Effectiveness*	100%	100%
Single Ease Question**	93%	90%
Errors***	33%	27%

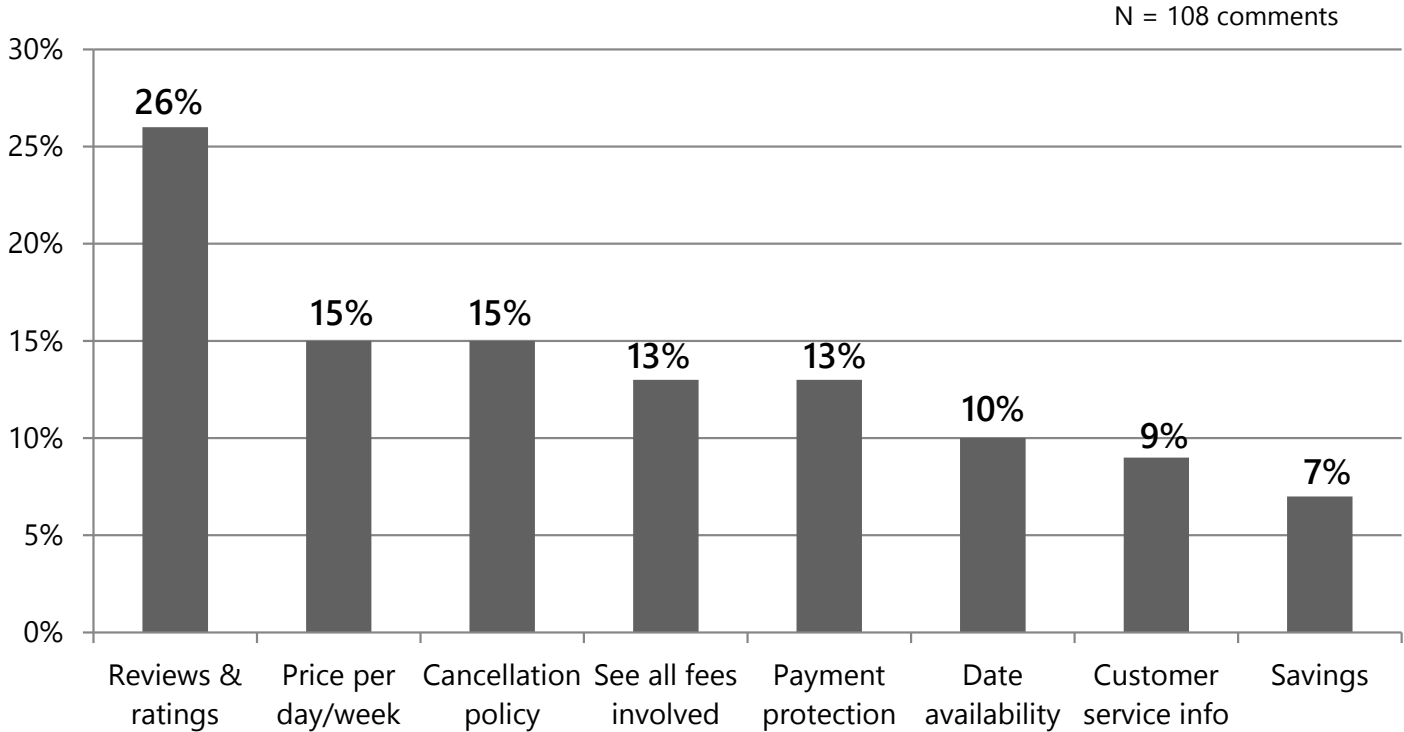
\*Effectiveness (= # of tasks completed/# of tasks undertaken x 100%)

\*\*The Single Ease Question (SEQ) is a 7-point rating scale to assess how difficult users find a task. It's administered immediately after a user attempts a task in a usability test.

\*\*\*Dummy credit card information was used and this resulted in errors due to the dummy card number was not accepted. This was not counted as a user error.

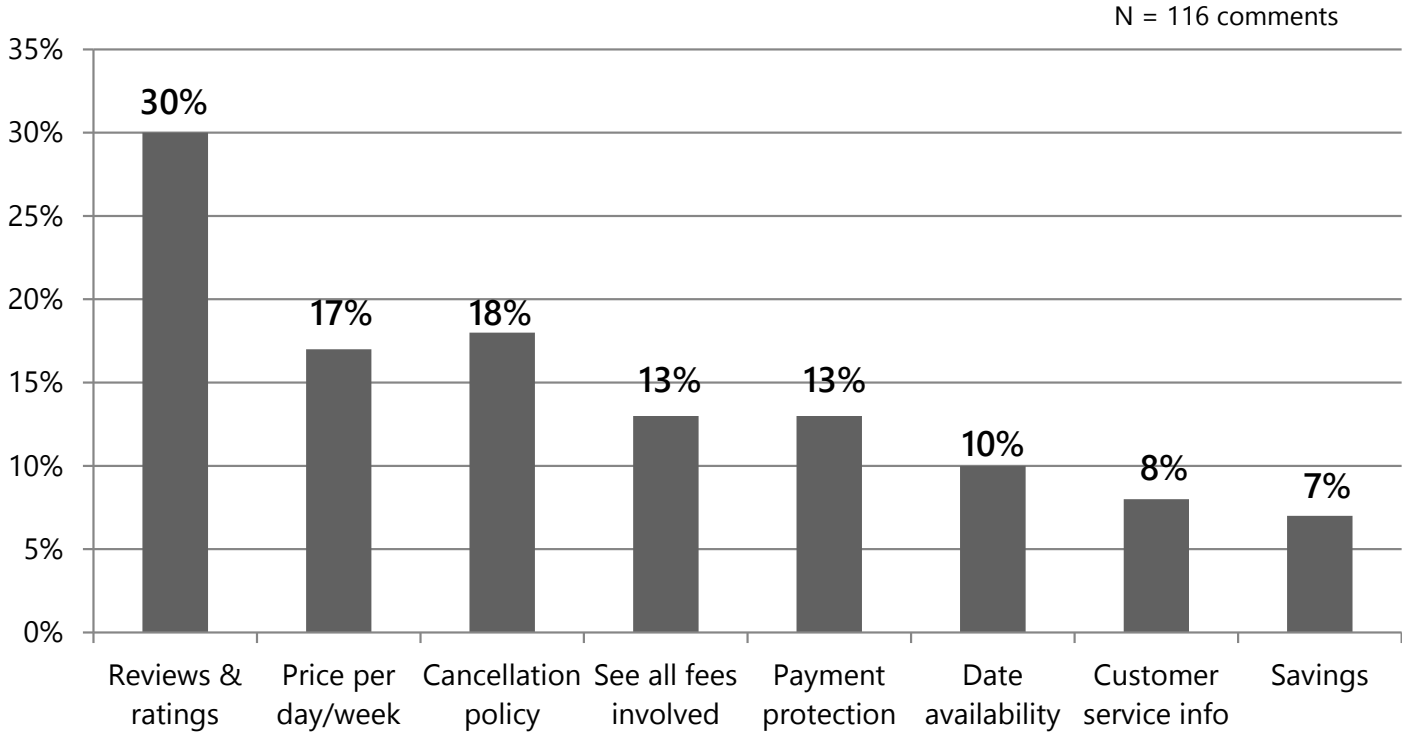
# Task 3 - Tripadvisor

What additional information influenced you to book the vacation home on Tripadvisor?



# Task 3 - Vrbo

What additional information influenced you to book the vacation home on Vrbo?

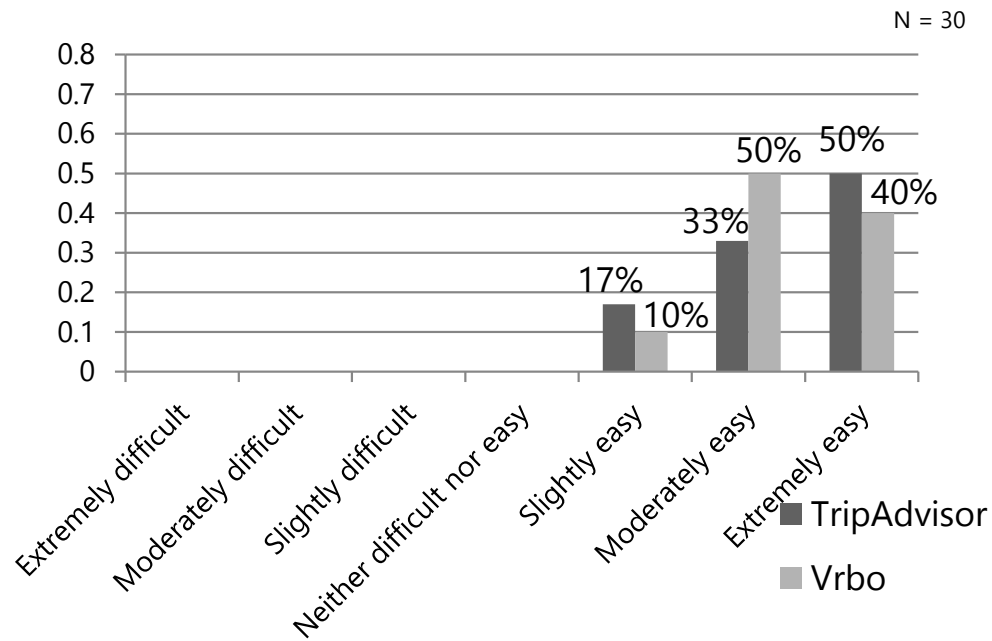


# RESULTS FROM SURVEY

# Ease of Use

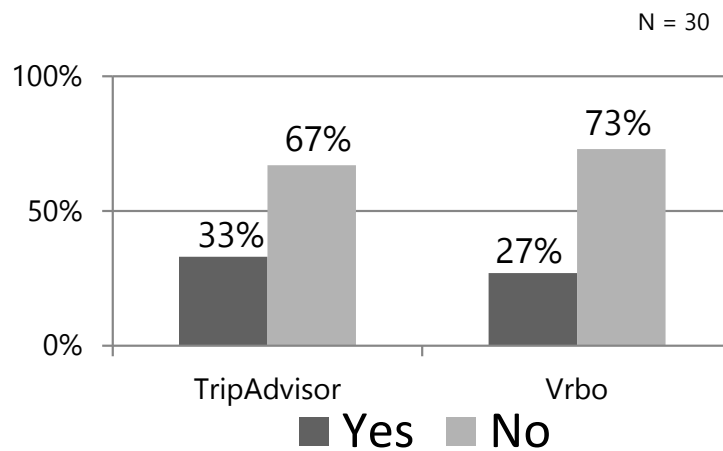
How would you rate the ease of using this website?

- 83% (25 of 30) of respondents rated TripAdvisor as **moderately easy** or **extremely easy**
- 90% (15 of 30) of respondents rated Vrbo as **moderately easy** or **extremely easy**



# Error Message

Did you experience any errors while using the website?\*



**If yes, was the error message intuitive for you to understand the problem?**

100% (10 of 10 TripAdvisor users) Yes  
100% (8 of 8 Vrbo users) Yes

### Comments

"It did not like the dummy credit card information."

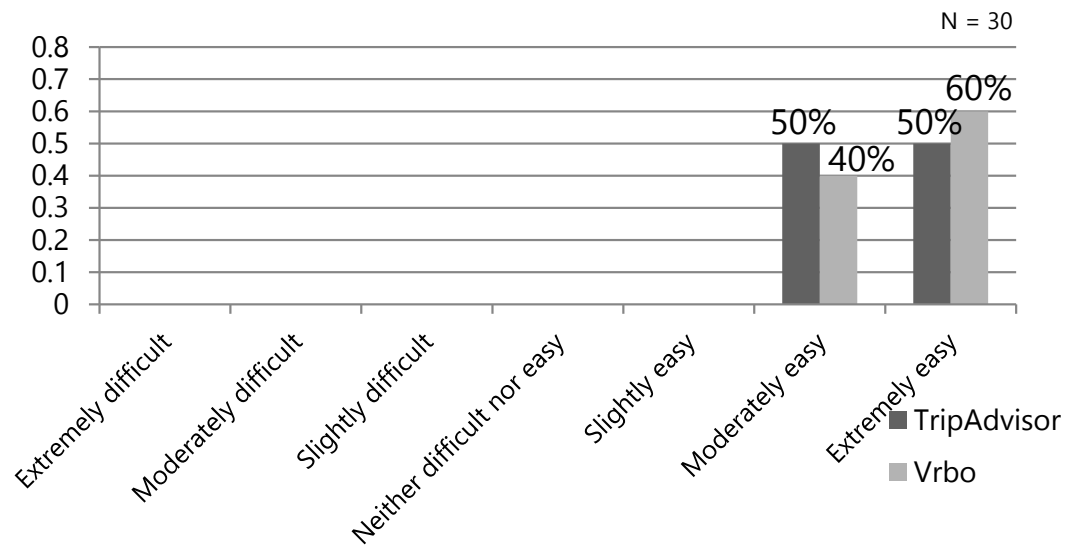
"It didn't like the Visa number."

\*Dummy credit card information was used and this resulted in errors due to the dummy card number was not accepted. This was not counted as a user error.

# Satisfaction

Overall, how satisfied are you with your TripAdvisor experience?

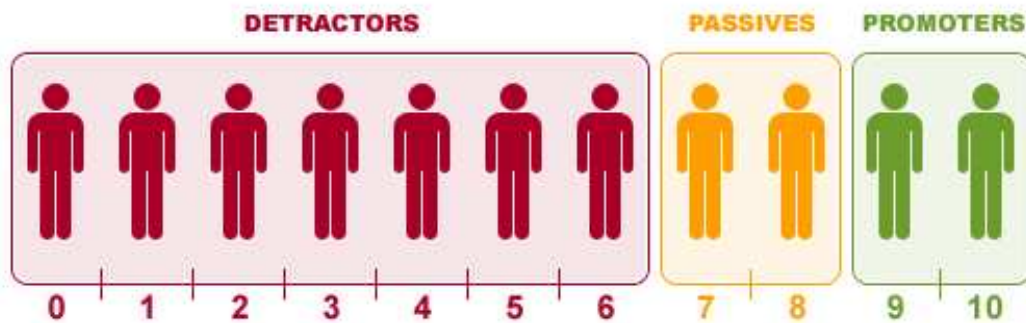
- 100% (30 of 30) of respondents rated TripAdvisor as **moderately satisfied** or **extremely satisfied**
- 100% (30 of 30) of respondents rated Vrbo as **moderately satisfied** or **extremely satisfied**





# Net Promoter Score

How likely are you to recommend this website to a friend or colleague?



$$\text{Net Promoter Score} = \% \text{ Promoters} - \% \text{ Detractors}$$

NPS	% Promoters	% Detractors	
73	80% (24)	7% (2)	TripAdvisor
67	77% (23)	10% (3)	Vrbo

Survey Questions  
Pilot Respondent Distribution

# APPENDIX

# Survey Questions

Q 1 – How would you rate the ease of using this website?

Extremely Difficult	Moderately Difficult	Slightly Difficult	Neither Difficult nor Easy	Slightly Easy	Moderately Easy	Extremely Easy
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Q 2 – Did you experience any errors while using the website?

- Yes
- No

Q 3 – If yes, was the error message intuitive for you to understand the problem?

- Yes
- No

Q 3 – If no, please explain in detail

Text box

# Survey Questions

Q 5 – Overall, how satisfied are you with your experience?

Extremely Dissatisfied	Moderately Dissatisfied	Slightly Dissatisfied	Neither Dissatisfied nor Satisfied	Slightly Satisfied	Moderately Satisfied	Extremely Satisfied
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Q 6 – How likely are you to recommend this website to a friend or colleague?

0	1	2	3	4	5	6	7	8	9	10
Not likely at all					Neutral					Extremely likely

# Participant Distribution

	TripAdvisor	Vrbo
Age		
18 to 24	0	4
25 to 34	2	6
35 to 44	4	4
45 to 54	6	4
55 to 64	8	4
65 or older	10	8
<b>Age Total</b>	30	30
Gender		
Female	15	15
Male	15	15
<b>Gender Total</b>	30	30

# Participant Distribution

	TripAdvisor	Vrbo
Annual Income		
\$50,000-\$74,999	3	0
\$75,000 - \$99,999	3	6
\$100,000 - \$124,999	8	8
\$125,000 - \$149,999	6	8
\$150,000 - \$199,999	10	4
\$200,000 or more	0	4
<b>Total</b>	30	30
Last time you booked travel online		
Within the past 6 months	7	5
6 months to 1 year ago	5	5
1 to 2 years ago	8	8
More than 2 years ago	10	12
<b>Total</b>	30	30