



K | A | Y | A | K

Competitive Analysis

DJ, Sarah, Na, Tianqing, Jingyi

2022.3.22

Table of Contents



Executive Summary **3**

Method **5**

Marketplace Overview **12**

Direct Competitors Findings **16**

Indirect Competitors Findings **55**

Influencer Features **74**

Findings and Recommendations Summary **76**

Next Steps **78**

The slide features a decorative border made of small orange dots. Five white, five-pointed stars are scattered in the upper right quadrant of the slide. The text 'Executive Summary' is written in a large, bold, orange font at the bottom.

Executive Summary



Executive Summary

This analysis found ways that competitors are using sleeker designs, additional features, and a simpler checkout process to boost their appeal to novice and experienced travel shoppers.

With some technical adjustments, Kayak can gain a competitive advantage over many of its competitors.



Motivation & Method



Motivation

to boost Kayak's visibility and continue to be a **top competitor** in the travel industry, specifically **in using metasearch engine to search** for the cheapest flights and hotels



Goal

Goal: identify which aspects could keep consumers away from the service or continue to attract them in comparison to other companies

Targeted population: people who are not frequent travelers, and only focus on simple tasks that associated with successful booking a flight and a place to stay



Method Justification

Heuristic Evaluation (HE) →

- Main metric to help gauge with the usability of the website



Metrics

- H1 Visibility of System Status
- H2 Match Between the System and the Real World
- H3 User Control and Freedom
- H4 Consistency and Standards
- H5 Error Prevention
- H6 Recognition Rather than Recall
- H7 Flexibility and Ease of Use
- H8 Aesthetic and Minimalist Design
- H9 Help Users Recognise, Diagnose, and Recover from Errors
- H10 Help and Documentation



Metrics

Heuristic Evaluation

Severity Code

- 0 No problem
- 1 Cosmetic
- 2 Minor
- 3 Major
- 4 Catastrophic



Emergency Exit Evaluation

Metrics

- a. Can you easily find customer service number/live chat feature
- b. Is there access to immediate customer services?
- c. Can you go back to the previous page
- d. Are there cancellation fees?



Marketplace Overview



Positioning

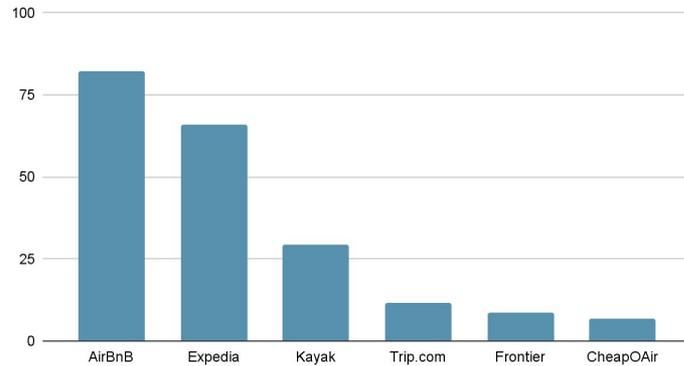
Market consolidation
and ownership groups

- Expedia Group
- Booking Holdings
- Trip.com Group
- Tripadvisor

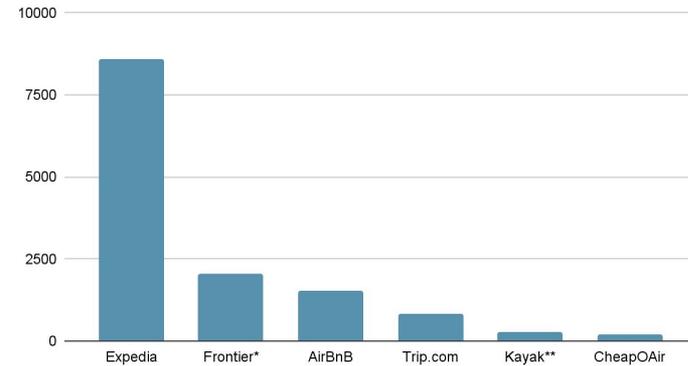


Positioning

Travel Site Monthly Traffic



Travel Site Yearly Revenue





Value Proposition

1

Since 2004, KAYAK has been revolutionizing the travel industry. Metasearch for travel? No one was doing it. Until we did.

Today, we process billions of queries across our platforms each year for travel information, helping millions of travelers around the globe make confident decisions. With every query, KAYAK searches hundreds of travel sites to show travelers the information they need to find the right flights, hotels, rental cars and vacation packages.

2

In over a decade, we've grown from a small office of 14 employees into a company of over 1,000 travel-loving teammates working across 7 international brands; KAYAK, SWOODOO, checkfelix, momondo, Cheapflights, Mundi and HotelsCombined. Together, we make it easier for everyone to experience the world.

In 2013, we were acquired by Booking Holdings, the world leader in online travel.

The slide features a light orange background with a white dotted border. In the upper right quadrant, there are five white stars of varying sizes scattered across the space. The main text is positioned in the lower left area.

Direct Competitors Findings



Identified Competitors

1

expedia



2

Trip



3

cheapOair



Price comparison

KAYAK



H5 Error prevention

Select departure and return dates

- The use of visualization (faded vs. solid)
- Automatic correction



H6 Recognition rather than recall

Select departure and return dates

- Highlight the dates with different colors to indicate the prices on corresponding dates.

KAYAK

The screenshot displays the KAYAK flight search results page. At the top, the search criteria are: Round-trip, 1 adult, Economy, 1 carry-on bag. The route is State College (SCE) to New Orleans (MSY) with a departure date of Thu 3/17. The interface includes a sidebar with navigation icons, a top navigation bar with the KAYAK logo and 'Business Tri' link, and a main content area with several sections: 'Our Advice' (data still gathering), 'Track prices' (Off), 'Flexible dates' table, 'Stops' filter (1 stop selected), 'Fee Assistant' (1 carry-on bag), and a 'Cheapest' flight card for American Airlines. A 'Compare vs. KAYAK' sidebar on the right features 'priceline' and 'DELTA' options.

Search Criteria: Round-trip, 1 adult, Economy, 1 carry-on bag

Route: State College (SCE) to New Orleans (MSY)

Dates: Thu 3/17

Compare vs. KAYAK: Delta Air Lines, Priceline

Our Advice: We're still gathering data for this route. Track prices: Off

Flexible dates:

Depart	Price
Mon Mar 14	
Tue Mar 15	\$489
Wed Mar 16	\$472

Stops: Nonstop, 1 stop (\$489), 2+ stops (\$472)

Fee Assistant: Carry-on bag: 1, Checked bag: 0

Cheapest: \$472 • 22h 31m

Best: \$489 • 5h 54m

Quickest: \$1,302 • 5h 16m

American Airlines: Your next adventure is a flight away. More routes to more places. Book now. aa.com | Sponsored. View Deal

Compare vs. KAYAK: priceline, DELTA, COMPARE ALL

KAYAK



H6 Recognition rather than recall

H10 Help and documentation

Prices listed for each filtered result

Explanation for “Best” results

The screenshot shows a flight search interface with several annotations:

- A red box highlights the text "cheapest price in 'lowest to highest price' sort" with an arrow pointing to the "Cheapest" filter button.
- A red box highlights the "Cheapest" filter button, which shows a price of "\$139 • 26h 46m".
- A red box highlights the "Best" filter button, which shows a price of "\$259 • 4h 52m".
- A black tooltip points to the "Best" filter button with the text: "We think you'll like these flights based on their duration, price, number of stops and carrier type."
- A table above the filters shows flight options for "Depart" on "Fri Apr 29", "Sat Apr 30", and "Sun May 1". The prices are \$269, \$242, and \$265 respectively.
- At the bottom, there is a "priceline" sponsored advertisement for flights to New Orleans with a "View Deal" button.

KAYAK



H6 Recognition rather than recall

H10 Help and documentation

Prices listed for each filtered result

Explanation for “Best” results

Flexible dates		
Depart		
Fri Apr 29	Sat Apr 30	Sun May 1
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
\$269	\$242	\$265

Cheapest
\$139 • 26h 46m

Best ⓘ
\$259 • 4h 52m

Quickest
\$259 • 4h 52m

☰ Other sort

priceline Save on flights to New Orleans
Land a great deal for less. Book now, travel anytime.
priceline.com | Sponsored [View Deal](#)

KAYAK



H2 Match between the system and real world
H7 Flexibility and efficiency of use

Provide far cheaper train and bus tickets in flights search as alternate option

The use of visualization - icons match with the shapes in real-world

The screenshot shows a search results page on KAYAK. On the left, there are filters for 'Stops' (Nonstop \$215, 1 stop \$224, 2+ stops \$308), 'Fee Assistant' (Carry-on bag, Checked bag), and 'Flexible options' (No change fees). The main results area shows two options:

- 1. Bus ticket:** A red box highlights the text 'Interested in bus prices? Beat flight costs by checking bus deals.' with an arrow pointing to a red box above it labeled '1. Bus ticket'. Below this is a 'Bus Ticket' card for Greyhound, 6:00 am - 12:50 pm, 0 changes, 6h 50m, PIT - PHL, \$48, Wanderu. A 'View Deal' button is present.
- 2. Train ticket:** A red box highlights the text 'Interested in train prices? Beat flight costs by checking train deals.' with an arrow pointing to a red box below it labeled '2. Train ticket'. Below this is a 'Train Ticket' card for Amtrak, 7:30 am - 2:59 pm, 0 changes, 7h 29m, PIT - PHL, \$69, Wanderu. A 'View Deal' button is present.

KAYAK



H2 Match between the system and real world

H7 Flexibility and efficiency of use

Provide far cheaper train and bus tickets in flights search as alternate option

The use of visualization - icons match with the shapes in real-world

1. Icons of bus, flight, train

Interested in bus prices?
Beat flight costs by checking bus deals. [Show More](#)

Bus Ticket

6:00 am – 12:50 pm
Greyhound

0 changes

6h 50m
PIT - PHL

\$48
Wanderu

View Deal

2. Icons of carry-on bag, checked bag

KAYAK



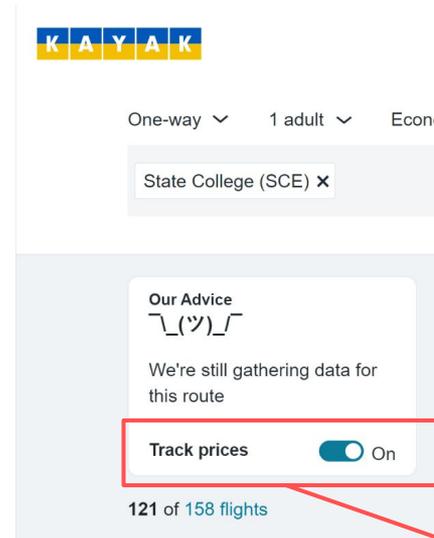
H1 Visibility of System Status

Severity code: 2

(code: PC1)

No feedback after clicking “Track prices”

Suggestion: show a pop-up window, saying “Alert on”, or requiring users to confirm their interested flights and enter their email address.



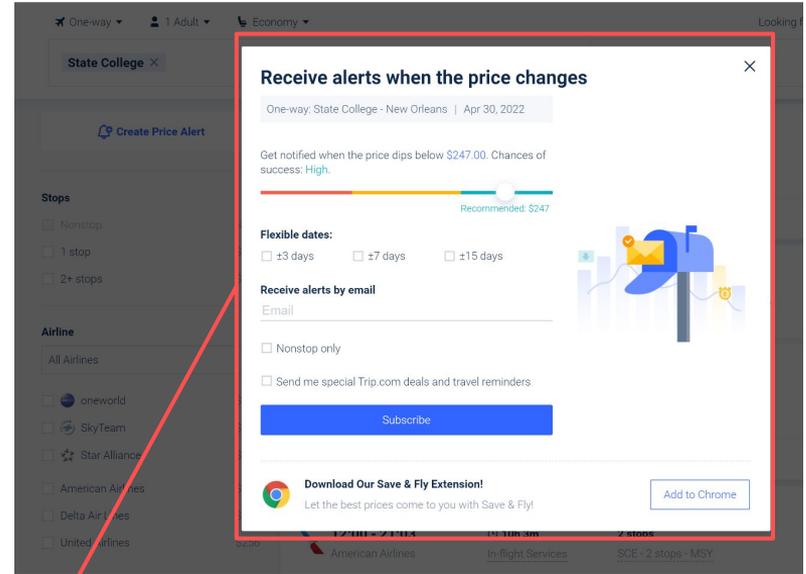
No feedback

Trip



H1 Visibility of system status

Feedback after clicking “Create Price Alert”



Pop-up window asking for the information you want to be alerted

Expedia



H7 Flexibility and efficiency of use

Users can easily add a flight or car to their search, even if not using the “Packages” tab

The screenshot shows the Expedia search interface. At the top, there is a navigation bar with tabs: "Stays", "Flights", "Cars", "Packages", "Things to do", and "Cruises". The "Stays" tab is highlighted with a red box, and a red arrow points from this box to a larger red box containing the text "Add travel mode under 'Stays' tab". Below the navigation bar, there is a search area with a "Going to" input field, a "Check-in" field set to "Mar 29", and two checkboxes: "Add a flight" and "Add a car". Both checkboxes are highlighted with a red box. A blue "Search" button is located to the right of the checkboxes.

Expedia



H1 Visibility of system status

Show how many tickets are left

Prices displayed include taxes and may change based on availability. You can review any additional fees before checkout. Prices are not final until you complete your purchase.

Sort by Price (Lowest) ▾

12:00pm - 3:52pm State ... (SCE) - New Or... (MSY) American Airlines • American Airlines 6150 operated by Piedmont Airlines As American Eagle, American Airlines...	4h 52m (1 stop) 48m in Philadelphia (PHL)	2 left at \$259 One way per traveler
5:45pm - 10:48pm State ... (SCE) - New Or... (MSY) United • United 5572 operated by Skywest DBA United Express	6h 3m (1 stop) 1h 32m in Chicago (ORD)	5 left at \$259 One way per traveler

Show availability

RECOMMENDATION

PC = Price Comparison

What Kayak can adopt:

- Show availability (p. 30)

What Kayak can avoid:

- PC1 → Visibility of system status → minor change is needed

Recommendation: Adding feedback after clicking “Track prices” (e.g., pop-up window; refer to p. 26 for example)

Page Layout



The Usability Across All Platforms for the... Flight page

1

Overall:



- Common practice: Aesthetic and Minimalist Design
- But, in general

2

Expedia



Best:

- a. Aesthetic and Minimalist Design
(especially when comparing across Kayak, Trip, and cheapOair)



Expedia



H8 Aesthetic and
Minimalist Design

Clean, including good use of colors
and white space

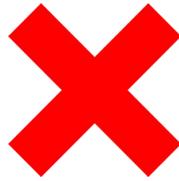
Does not pre-filled the *departing city*





The Usability Across

KAYAK
cheapOair
Trip

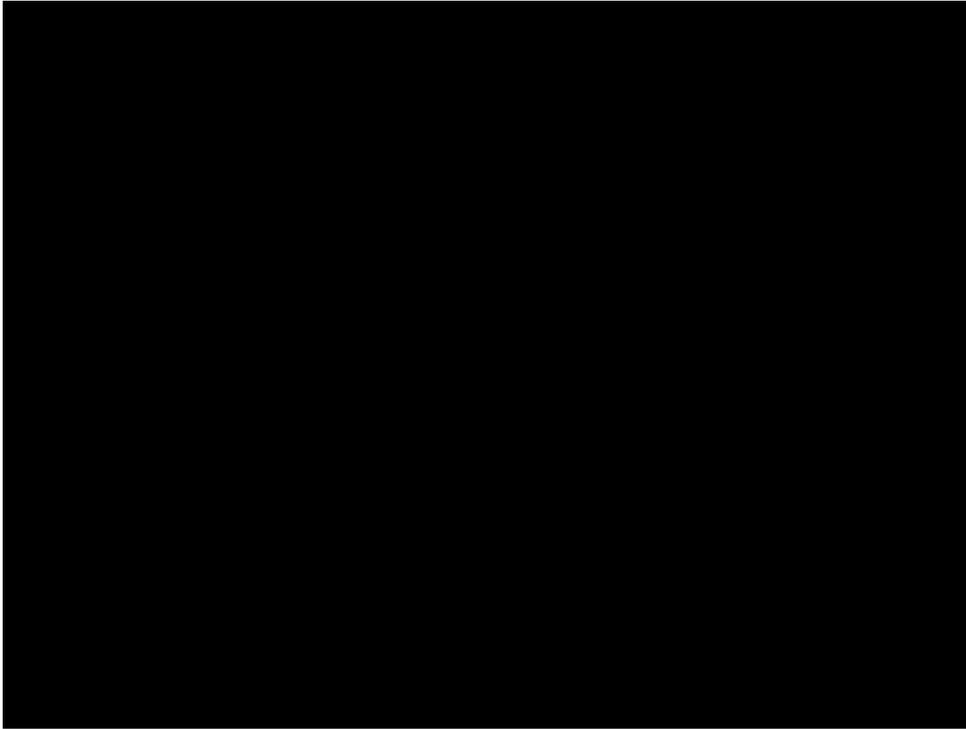


H8 Aesthetic and Minimalist Design

Severity code: 2 (code: PL1)

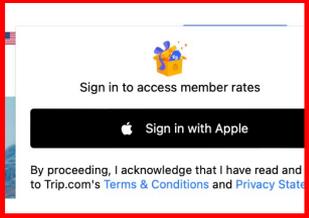
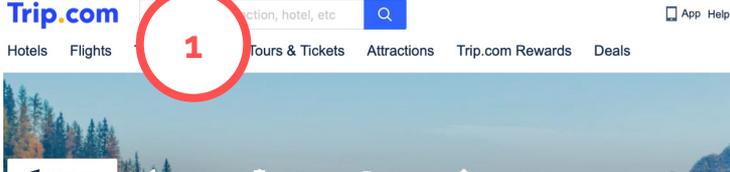
Complex and overwhelming

- Ex: Too many ads or pop ups



Kayak Ads

1

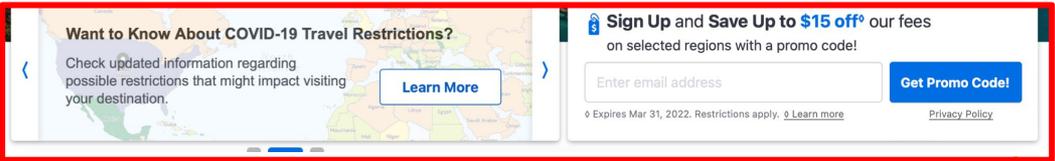


A. Pop-up

2



B. Animated ads/info





KAYAK

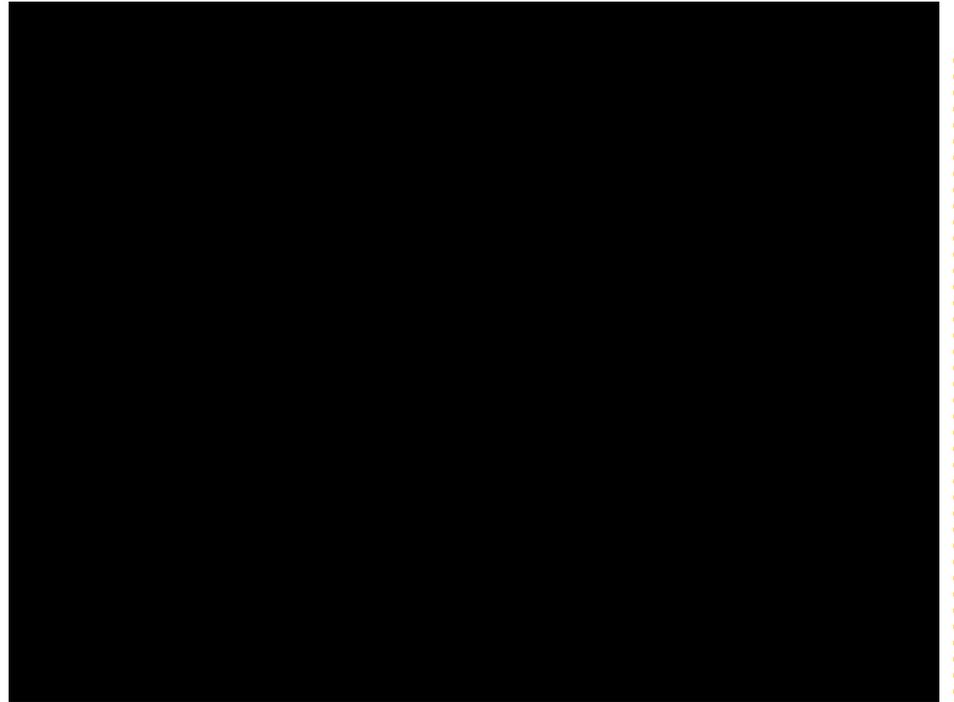


H4 Consistency and Standards

H6 Recognition Rather than Recall

Option to choose

Good use of colors, symbols and font weight





KAYAK



H1 Visibility of System
Status

Severity code: 2

Unsure if you can directly purchase
from them or the partnered
companies

(code: PL2)



Round-trip ▾ 1 adult ▾ Economy ▾ 0 bags ▾

Washington, D.C. (... x) +  Athens (ATH) x + Sun 3/27 < > Sun 4/3 < > 

Other sort

 1  2

\$1,885

Eco Flex
Priceline

1

\$1,885

Eco Flex
Priceline

2



The Usability Across All Platforms for the... Hotel page

Expedia is the **best** among all, including Kayak

- Provides sufficient filters for quality customized experiences
- The **ONLY one** that provides support/help features
- Minimalism design, less advertisements



RECOMMENDATION

PL = page layout

In general, what Kayak can improve:

1. PL1 (p. 37) → Aesthetic and Minimalist Design
 - **Recommendation:** Make use of webpage section strategically (refer to p. 67 for example)
2. PL2 (p. 42) → Visibility of System Status
 - **Recommendation:** Enlarge certain function/providing clear labels



Check out

KAYAK

The checkout page will direct users to other flight companies (e.g. United Airline, Delta).

The user experience of checking out depends on which website they will go.

The screenshot displays the Wanderu checkout interface. At the top, the Wanderu logo and the text "found on: KAYAK" are highlighted with a red box. Below this, the page shows a "Trip Summary" for a train journey. The "Departure" section is for Baltimore to Pittsburgh on Tuesday, March 29, with a price of \$45.00. The departure time is 2:15 AM from Bus Terminal - 2110 Haines St, and the arrival is 6:45 AM at Pittsburgh Intermodal Station / Grant... The "Return" section is for Pittsburgh to Baltimore on Tuesday, April 5, with a price of \$49.00. The return time is 9:15 PM from Pittsburgh Intermodal Station / Grant..., and the arrival is 1:50 AM¹ at Bus Terminal - 2110 Haines St. At the bottom, there is a red button labeled "BOOK | \$94.00".

RECOMMENDATION

Credibility status → provide more information about their partnered companies.



Emergency Exit



The Usability Across All Platforms for the...

Recap: the metric

- a. Can you easily find customer service number/live chat feature?
- b. Is there access to immediate customer services?
- c. Can you go back to the previous page
- d. Are there cancellation fees?

Trip



1. Clear message showing refundable or not
2. Message available during search
3. Easily found customer service feature and click to make a call
4. Direct help provided by chatbot

Trip



Return Wed, Apr 13 | Los Angeles International Airport T7 - University Park Airport

 **12:45 - 23:06**  **7h 21m** **1 stop** [Details](#) 

[United Airlines](#) [In-flight Services](#) [LAX - NYC - SCE](#)

 **Transfer in New York:** Short Transfer Time | Baggage checked through

1

Cancellation Fee
Non-refundable >

Change Fee
Non-changeable >

2

 **Today's best offer!**

Non-refundable

Provided by our partners



cheapOair.com

1. User can easily see if the room is refundable or not after clicking into detail pages
2. A clearly visible customer support number located at upper right of page



cheapOair.com

Customer Support [Track Credit/Refund](#) USD (\$) EN **1-800-738-1234** **Speak to an expert now**

More ▾ My Bookings **Welcome Member**
Bronze | 500 Points ▾

Rate Filter : All Pay Now Book Now, Pay Later

Standard King Room - Free... Show Details Important Notes ⓘ	<input checked="" type="checkbox"/> Book Now, Pay Later ⓘ <input checked="" type="checkbox"/> Free Cancellation ⓘ until Mar-27-2022	Breakfast Wifi Available Double Bed more...
Standard King Room - Non-Refundable... Show Details Important Notes ⓘ	<input checked="" type="checkbox"/> Non-Refundable ⓘ	Breakfast Wifi Available Double Bed more...
Standard King Room - Free... Show Details Important Notes ⓘ	<input checked="" type="checkbox"/> Book Now, Pay Later ⓘ <input checked="" type="checkbox"/> Free Cancellation ⓘ until Mar-27-2022	Breakfast Wifi Available Double Bed more...
Standard King Room - Free... Show Details Important Notes ⓘ	<input checked="" type="checkbox"/> Book Now, Pay Later ⓘ <input checked="" type="checkbox"/> Free Cancellation ⓘ until Mar-31-2022	Breakfast Wifi Available Double Bed more...



Expedia

1. Quick link to frequently used customer service needs and sorts help by topics
2. When booking for a hotel, a back button is provided at detail page even if this page is opened in a new tab.



Your Virtual Agent is here to help.

- Cancel your trip
- Change your trip
- Ask about a refund
- Chat Now

Browse Help Topics

Popular Topics

- Trip Help
 - Flights
 - Hotels
 - Bundle Deals
 - Cars
 - Cruise
 - Things to Do
 - Expedia Rewards
 - Partner Points
- Refund timelines, policies & processes
 - Use an Expedia coupon
 - Book a flight using an airline credit
 - What is Expedia Rewards?
 - Earn and use Expedia Rewards points
 - File a complaint
 - View and claim missing Expedia Rewards points
 - Earn Expedia Rewards tier status



More travel

[See all properties](#)



- [Overview](#)
- [Rooms](#)
- [Location](#)
- [Amenities](#)
- [Policies](#)
- [Reviews](#)

KAYAK



Automatically reloads page when user re-enters the page and found search session expired



Flexibility tag shows about “no change fees” but **nothing about** being refundable or not

Customer service available but **hard to find** as it’s embedded in the end of a long FAQ page





KAYAK

Flexibility tag shows about “no change fees” but nothing about being refundable or not

No change fees

 **1:16 pm – 2:32 pm** **nonstop** **1h 16m**
American Airlines PIT - PHL

Operated by Republic Airways AS American Eagle

1 0

\$354
Main Cabin
American Airlines

[View Deal](#)

Main Plus \$399



RECOMMENDATION

1. Provide better information about flights being refundable or not
2. Notice users about the lengthy cancellation process

The slide features a light orange background with a white dotted border. In the upper right quadrant, there are four white stars of varying sizes arranged in a loose pattern. The main text is centered in the lower half of the slide.

Indirect Competitors Findings



Indirect Competitors



airbnb

FRONTIER



Price comparison

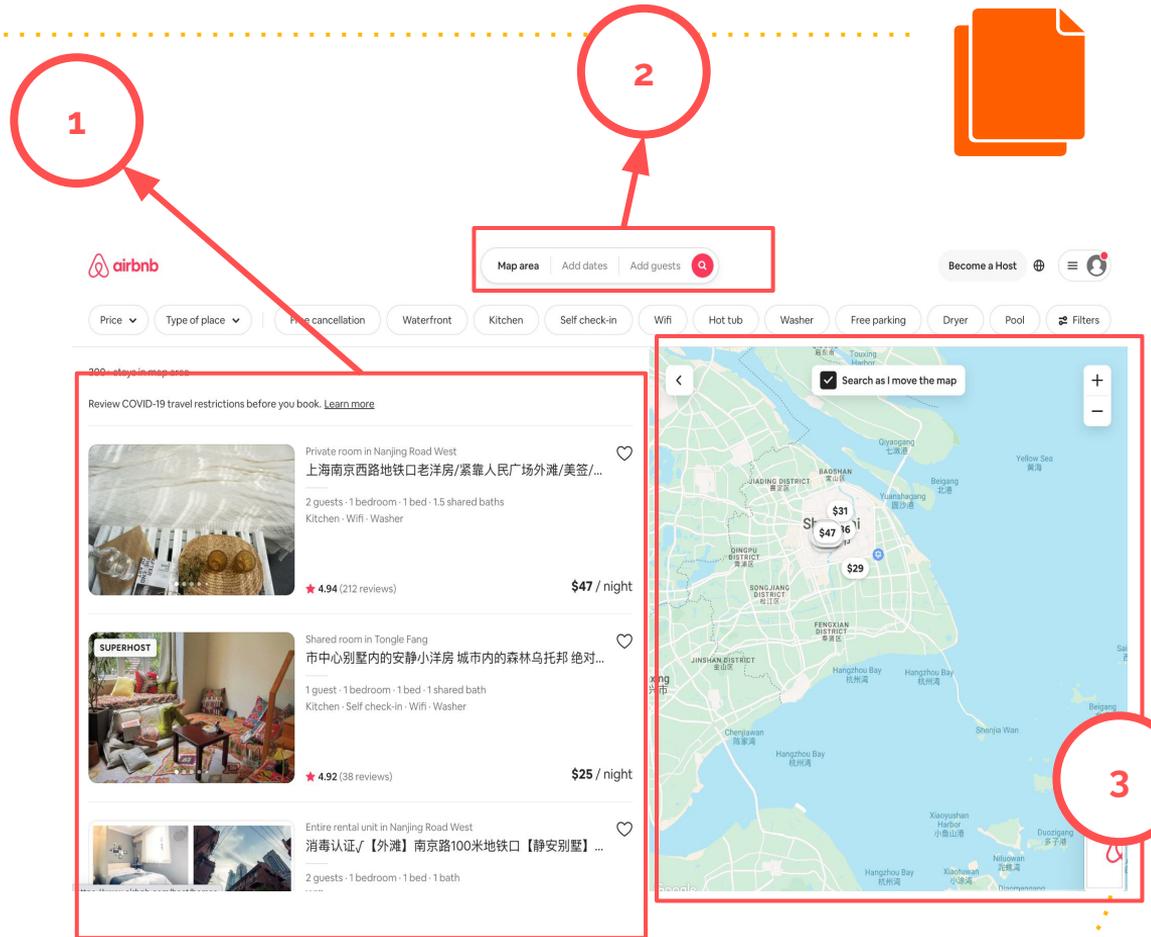
Page layout

airbnb



H8 Aesthetic and Minimalist Design

Achieve the minimalistic goal by making use of web page section



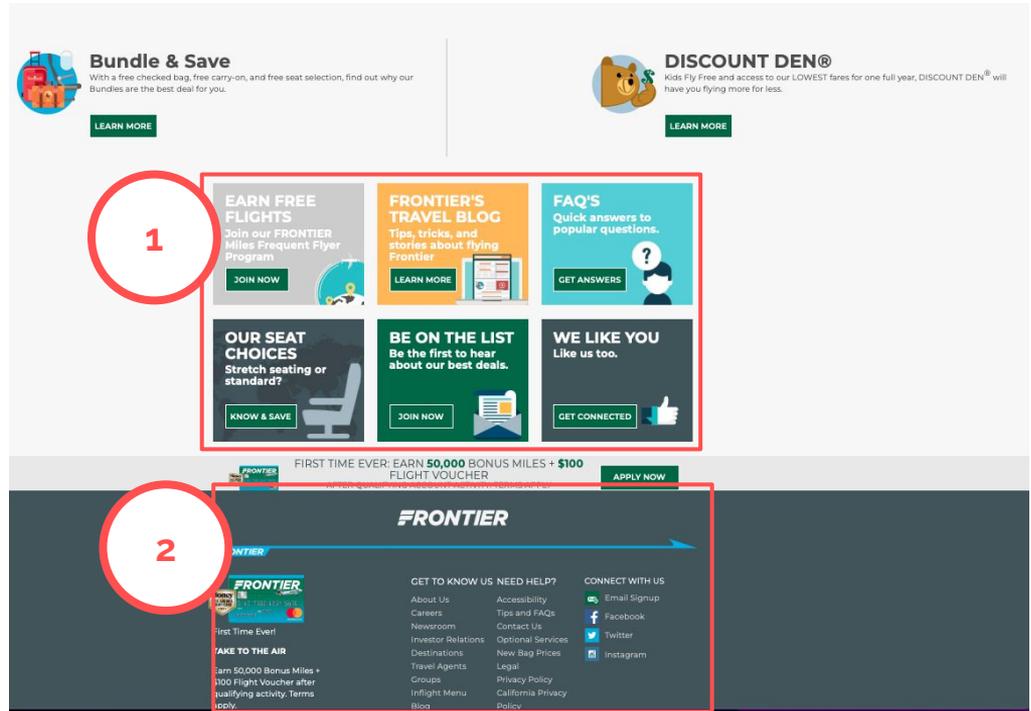
FRONTIER



H8 Aesthetic and Minimalist Design

Simple and clean design

Easy to follow



FRONTIER



H1 Visibility of System Status

Severity code: 2
(code: PL3)

Imagine: a non-tech savvy user came across this

The screenshot shows the Frontier flight booking interface. It features a date selection bar at the top, a 'LOWEST FARE GUARANTEED' banner, and sections for 'Departing Flights' and 'Returning Flights'. Three red circles highlight specific areas: 1. The date selection bar at the top, 2. The 'DISCOUNT DEN' fare options for the departing flight, and 3. The 'DISCOUNT DEN' fare options for the returning flight.

1

2

3



RECOMMENDATION

PL = page layout

What Kayak can avoid:

- PL3 (p. 69) → Visibility of System Status
 - **Recommendation:** Do not allow consumers to proceed to the next steps or task
 - Ex: if no flights available that day, use pop-up to let them know instead of bringing them to next page as see on



Check out



FRONTIER



H3 User control
and freedom

Allow users to choose additional
services and fill in related information
at checkout page

-Ex: Travelers with pets or need special
assistance

Earn 1,399 mi. on this trip! [Learn More](#)

Add Additional Services & Information

Special Services [-] Cabin Pet [+] Redress Number [+] Known Traveler Number/TSA Pre/® [+]

We make sure to take care of passengers who need special assistance.
Select Special Service(s)

Wheelchair Services

- Can walk some short distances/need help to/from gate
- Can walk short distance/cannot use stairs/need help to/from gate
- Aisle chair needed, transfer assist to/from aircraft seat
- I have my own wheelchair

Special Assistance

- Blind or Vision Impairment
- Deaf or Hearing Impairment
- Cognitive or Developmental Disability
- Request Trained Service Animal

For more information about special services at Frontier, please visit our [special services](#) page.
Please Note: For safety reasons, passengers must be able to sit upright (unassisted) during taxi, take off and landing to travel on Frontier Airlines.

airbnb



H7 Flexibility and efficiency of Use

Easy for novice users to log in

< Request to book

Good price.

Your dates are \$103 less than the avg. nightly rate over the last 3 months.



Your trip

Dates
Apr 18 – 25

Edit

Guests
1 guest

Edit

Log in or sign up to book

Country/Region
United States (+1) ✓

Phone number

We'll call or text you to confirm your number. Standard message and data rates apply. [Privacy Policy](#)

Continue

or



✉ Continue with email



Earth house
Unique 'Earthouse' Retreat w/ Spring-Fed Creek

★ 5.0 (10 reviews)

Price details

\$337.50 x 7 nights	\$2,362.50
Weekly discount	-\$354.34
Cleaning fee	\$250.00
Service fee	\$318.80
Occupancy taxes and fees	\$134.93
Total (USD)	\$2,711.89



RECOMMENDATION

Inspired by the indirect competitors - Airbnb, Frontier

The Kayak flight payment page can add a feature that allows easy sign-on for travellers. For example, travellers can sign on by using their gmail or Facebook account.

On the payment page, add service for travellers who need special assistance.

The slide features a light orange background with a white dotted border. In the upper right quadrant, there are five white stars of varying sizes arranged in a scattered pattern. The text 'Emergency Exit' is centered in the lower half of the slide.

Emergency Exit



The Usability Across All Platforms for the...

Recap: the metric

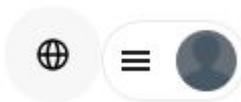
- a. Can you easily find customer service number/live chat feature
- b. Is there access to immediate customer services?
- c. Can you go back to the previous page
- d. Are there cancellation fees?

airbnb



Easily found language options at upper right

Should the user enter their pages under an unwanted language it's easy to modify



×

Language and region Currency

Suggested languages and regions

简体中文
中国

简体中文
美国

Choose a language and region

English
United States

Azərbaycan dili
Azərbaycan

Bahasa Indonesia
Indonesia

Bosanski
Bosna i Hercegovina

Català
Espanya

Čeština
Česká republika

Crnogorski
Crna Gora

Dansk
Danmark

Deutsch
Deutschland

Deutsch
Österreich



airbnb

Clear information about
cancellation policy at detail pages
And a clear “show more” button if
the user wants to see more details

Things to know

House rules

- 🕒 Check-in: After 3:00 PM
- 🕒 Checkout: 10:00 AM
- 🔒 Self check-in with lockbox
- 🚭 No smoking
- 🐾 Pets are allowed

[Show more >](#)

Health & safety

- ✚ Committed to Airbnb's enhanced cleaning process. [Show more](#)
- 🛡️ Airbnb's social-distancing and other COVID-19-related guidelines apply
- 📹 Security camera/recording device [Show more](#)
- 🔥 Carbon monoxide alarm
- 🚬 Smoke alarm

[Show more >](#)

Cancellation policy

Cancel before Mar 25 for a partial refund.

[Show more >](#)

FRONTIER

User won't be able to know about their service being pay-to-be-flexible before going through passenger info process

THE PERKSsm BUNDLE

Save \$68

YOUR PRICE:
~~\$89~~ **\$55**
per passenger, per direction
price will be higher after initial booking

[+ ADD THE PERKS!](#)

\$55 price x 1 passengers x 2 directions = \$110

- Personal Item
- Carry-On Bag
- Checked Bag
- Seat Selection
- Priority Boarding
- Flight Flexibility
- Refundability

THE WORKSsm BUNDLE

Only available now, at initial booking

Save \$96

YOUR PRICE:
~~\$144~~ **\$96**
per passenger, per direction

[+ ADD THE WORKS!](#)

\$96 price x 1 passengers x 2 directions = \$192

- Personal Item
- Carry-On Bag + Board FirstSM
- Checked Bag
- Seat Selection
- Priority Boarding
- Flight Flexibility
- Refundability



FRONTIER

Using their back button from editing passenger info returns you to their homepage rather than search page and search is lost

A screenshot of the Frontier flight booking interface. At the top, there are three tabs: "BOOK A FLIGHT" (selected), "MY TRIP/CHECK-IN", and "FLIGHT STATUS". Below the tabs, there are radio buttons for "Round-trip" (selected) and "One-way". The main form contains fields for "From*", "To*", "Depart Date*", "Return Date*", "Travelers*", and "Promo Code". At the bottom right, there is a "SEARCH" button with a magnifying glass icon. The interface is dark-themed with white and green text and buttons.

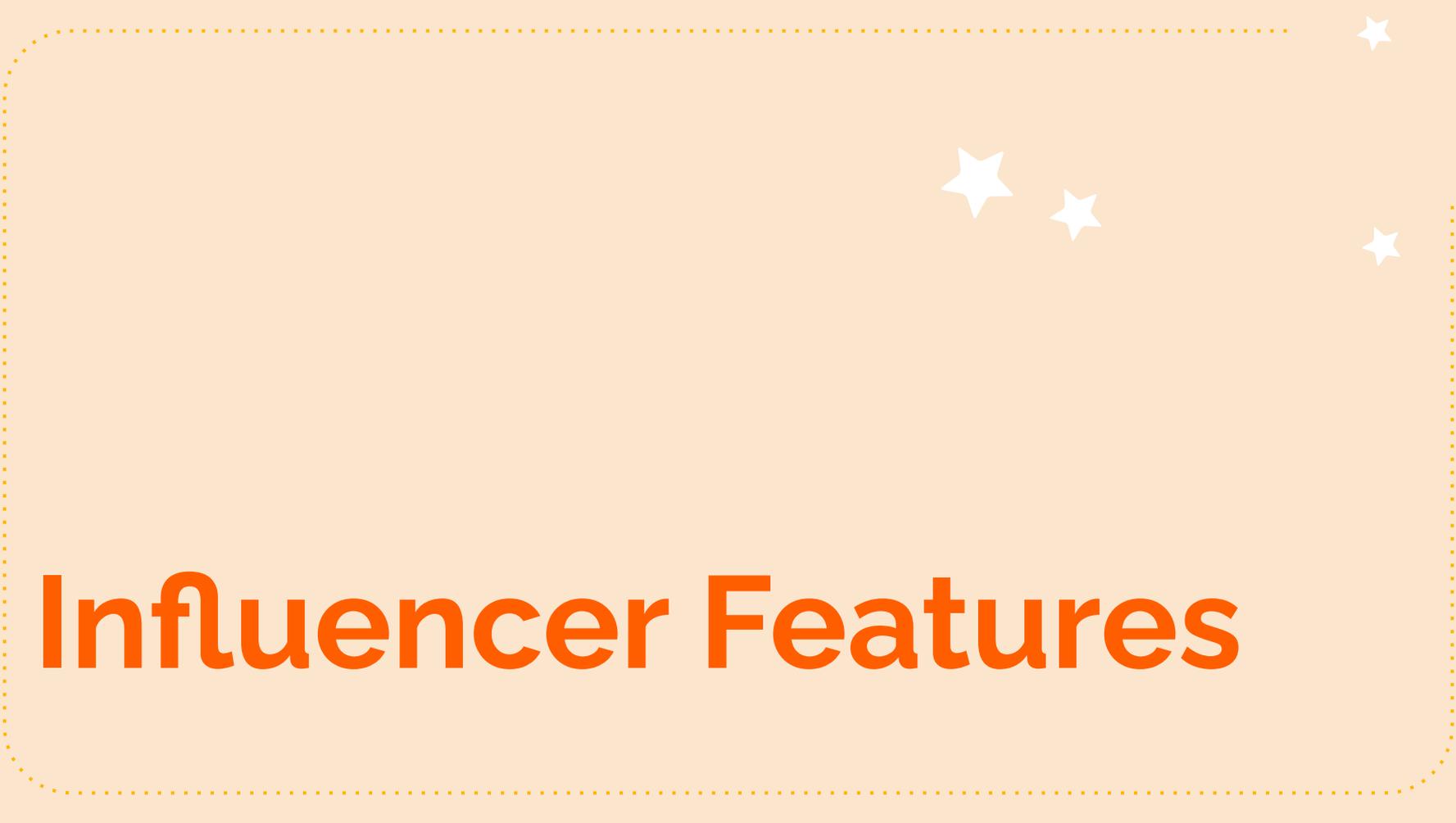


RECOMMENDATION

Inspired by the indirect competitors - Airbnb, Frontier

Add a recognizable language option button somewhere in the page.

Should the service be pay-to-be-flexible, notice users at the search page.

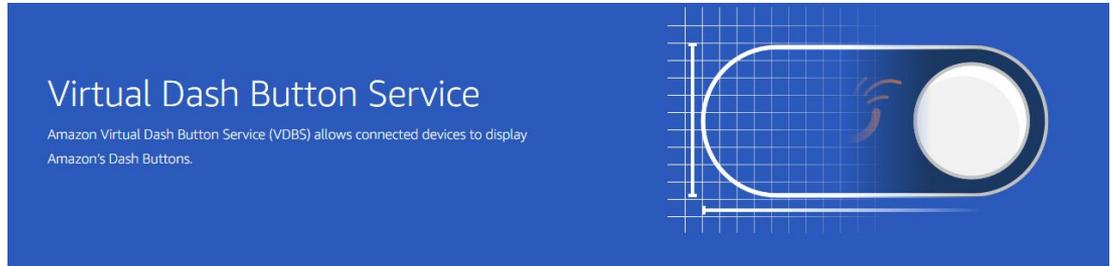


Influencer Features

Amazon



Virtual dash buttons allow Amazon customers to quickly order common items. A similar feature for Kayak could allow users to quickly call up the price for flights/hotels/packages to different destinations they frequently travel to.



Why Dash Buttons?

Dash Buttons are shortcuts for Prime members to quickly find and reorder their favorite products from Amazon. With our easy-to-use SDK, you can take advantage of Amazon's authentication and payment systems, customer service, and fulfillment network to offer your customers easy shopping at their fingertips.

Interested in working with Virtual Dash Button Service?

Request Information by emailing VDBS-partner@amazon.com



RECOMMENDATION SUMMARY



1

STRATEGY

In a crowded and consolidated market, Kayak is firmly in the middle of the pack. Kayak will need to make technical modifications to keep pace with the competition

Booking Group could improve Kayak's standing by testing new features on it before pushing them to its other holdings

2

TACTICAL

Page design

1. Minimalism design (p.43)
2. Enlarge certain function or make labels clear (p. 43)
3. Add a recognizable language option button somewhere in the page (p.75)

Support

4. Provide special assistance for customers. (p. 72)

Payment

5. Add information about their partners to establish the trust of customers when they go to payment page (p.46)
6. Provide automatic login by using gmail account etc. (p.72)

Next Steps



- Implement the smaller tactical changes recommended (p.83) to enhance user experience on the website
- Gathering a team of experts to evaluate the cost - benefit ratios (e.g., budgets, time) regarding implementing the tactical changes

Thank you!

