



Evaluating the Tourist Experience on the Expedia.Com Website

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Abstract. This study examines the User Experience (UX) of the travel planning website Expedia.com, aiming to evaluate user perceptions of its functionalities. Participants included students from Computer Science and Tourism programs. The experiment was conducted in a usability testing laboratory, utilizing both qualitative and quantitative methodologies to analyze user interactions with the platform. Prior to the experiment, participants completed a questionnaire assessing their familiarity with online travel booking platforms, establishing a baseline of prior knowledge and experience. They were then assigned tasks simulating realistic user behaviors, such as searching for flights, booking accommodations, and comparing travel packages. Upon completing these tasks, a post-experiment survey gathered feedback on their interaction with the website. The study employed the co-discovery method, in which pairs of participants performed tasks collaboratively while verbalizing their thoughts, perceptions, and difficulties. This approach fostered a natural and interactive environment, enabling the identification of usability issues and variations in user interpretation of the platform's functionalities. Data were collected through observations, video recordings, and survey responses. The analysis highlighted that users positively valued the clear organization of the site and the intuitive options for searching accommodations and flights. However, areas for improvement were also identified, particularly concerning interface design elements, such as the lack of clarity in the presentation of details and navigation between tabs, among other aspects requiring adjustments to facilitate a smoother experience. Additionally, it was observed that the Tourist Experience (TX) on the platform is highly subjective, varying according to individual expectations and prior experiences.

Keywords: User Experience · Tourist Experience · Travel planning website · Usability testing · Co-discovery method

1 Introduction

In a world where digitalization and connectivity have profoundly transformed how individuals plan and experience their travels, online travel planning platforms have become indispensable tools. Expedia.com, an online travel agency that has experienced significant net growth, reported a net profit of €871.3 million during the first three quarters of 2024, representing a 40.6% increase compared to the same period the previous year [1]. Additionally, it has introduced an AI-powered virtual travel assistant, demonstrating a commitment to leveraging technology to optimize the Customer Experience (CX) [2]. This platform offers a wide range of services, including flight bookings, accommodations, vacation packages, activities, and car rentals. However, the increasing competition in the digital tourism sector necessitates continuous CX optimization, not only to meet user expectations but also to ensure their loyalty. This report presents an experiment evaluating the User Experience (UX) of the Expedia.com website, focusing specifically on the trip planning process.

The experiment involved assigning a series of tasks to participants, including accommodations, flights, and tour packages, to assess their experience. The study utilized the co-discovery technique, a collaborative approach that provides detailed insights into user interactions while navigating a digital interface [3]. This method not only captures the challenges and successes perceived by users but also fosters dialogue that helps identify underlying elements of the digital experience that may not be evident in individual testing scenarios. The results obtained, both quantitative and qualitative, shed light on the usability, accessibility, and overall perception of the website, offering a clear framework for proposing optimization strategies.

The objectives of this study are to identify the strengths and weaknesses of the Expedia website from the user's perspective and to propose practical recommendations to improve user interaction with the platform. Furthermore, this analysis has broader implications for the tourism industry, as optimizing the digital experience of travelers not only enhances trust in the platform but also fosters more informed and sustainable decision-making.

This report includes the following sections: background, research methodology, results, conclusions, and future work.

2 Background

This section introduces the fundamental concepts framing the present study: User Experience (UX), Tourist Experience (TX), and online travel agencies.

User Experience (UX) refers to how an individual perceives and responds to the use or anticipation of using a system, product, or service. These perceptions encompass emotions, beliefs, preferences, comfort, behaviors, and achievements generated before, during, and after use [4]. UX is a subjective, complex, and dynamic experience resulting from the interaction between the user's internal state (such as expectations, motivations, needs, or mood), the designed system's characteristics (such as usability, functionality, and complexity), and the context in which it is used (including social or organizational settings) [5].

This study emphasizes that the key to achieving a positive UX lies in exceeding user expectations, fostering positive emotions such as satisfaction and pleasure, which, in turn, motivate users to continue using the product and recommend it to others. Furthermore, a well-designed UX considers not only functionality but also aesthetic aspects, ease of use, and how these elements align with the user's objectives and needs [6].

This research analyzes the UX of tourists interacting with online travel agencies. Its aim is to evaluate Tourist Experience (TX), defined as the interactions and responses of tourists to the products, systems, and services provided by organizations with which they engage before, during, and after their journey. This concept encompasses both tangible elements, such as service quality, and intangible factors, such as emotions, perceptions, and expectations, which are profoundly influenced by the cultural values and beliefs of both the tourist and the destination [7].

Additionally, online travel agencies are digital platforms that facilitate travel planning and booking by offering personalized services based on client needs, such as dates, destinations, and accommodation preferences [8]. These platforms have revolutionized how people plan their trips, helping users search for, organize, and book various tourism services, including flights, accommodations, transportation, and other related activities [9].

3 Research Method

This study is framed within the application of a case study focused on the travel planning platform Expedia.com, with the objective of evaluating the user experience (UX) and, specifically, the tourist experience (TX). Additionally, this study was part of the undergraduate thesis project of Industrial Civil Engineering students at the Pontifical Catholic University of Valparaíso [10]. The research aims to analyze participants' behaviors and impressions while interacting with the website. This approach enables the identification of opportunities for improvement and challenges in platform interaction through data collected from specific tasks assigned to participants, designed to simulate typical usage scenarios of the system.

The objectives of this study include identifying the strengths and weaknesses of the Expedia.com platform from the user's perspective and proposing improvements based on the findings to optimize their experience.

3.1 About the Expedia.Com Website

Expedia.com, part of the Expedia Group, is a comprehensive platform for travel planning and booking, providing a wide range of services designed to streamline the travel organization process [11]. These services include stay reservations, flight bookings, car rentals, vacation packages, cruises, and local activities.

However, this experiment focused on evaluating the user experience (UX) across three specific services offered by Expedia.com: flights, stays, and vacation packages. These areas were selected because they are critical to travel planning and represent the platform's core functionalities. The details for each section are as follows:

- **Flights.** Expedia enables users to search for and book domestic and international flights from various airlines. Customers can compare options based on criteria such as price, duration, layovers, and schedules, utilizing advanced filtering tools to identify the most suitable options.
- **Stays.** The platform offers a broad range of accommodation options, from luxury hotels to more economical alternatives. Users can refine their searches using filters for location, price, amenities, and customer reviews.
- **Vacation Packages.** This feature combines flights and accommodations into a single package, with the option to include car rentals. It is designed to simplify the planning process and often provides significant discounts compared to booking each component separately.

3.2 Methodology

The experiment aimed to evaluate the Tourist Experience (TX) while navigating the Expedia.com website. The co-discovery technique was employed, a methodology that observes how participants interact with an interface in pairs, fostering dialogue and collaboration while completing specific tasks [3]. The main aspects of the methodology are detailed below.

Participants. A sample of 17 students from computer science-related programs at the pontificia universidad católica de valparaíso and tourism programs at the universidad de playa ancha was selected. Participants were randomly divided into pairs to ensure communication during task execution.

Experiment Design. The experiment was conducted in chile and therefore carried out in spanish. it was designed to evaluate Customer Experience (CX) on the expedia website by collecting both quantitative and qualitative data. The functions of the documents provided to participants are described below:

1. Welcome and Instruction Sheet: This document provided a clear introduction to the experiment, explaining its purpose, the stages of the process, and participants' expectations. It also included guidance on how to proceed in case of questions or difficulties during the study.
2. Confidentiality Agreement: This agreement formalized the subjects' participation in the experiment, defining privacy conditions and ensuring that the collected information would be used exclusively for academic and research purposes.
3. Preliminary Questionnaire: Before starting the tasks, participants completed this questionnaire, which collected information about their prior experience with travel websites, including Expedia, and their familiarity with similar digital platforms. This step was crucial for contextualizing the experiment's findings.
4. Task List: This document served as the primary guide for participants, detailing a series of specific activities related to searching for accommodations, flights, and vacation packages on the Expedia website. The tasks were designed to simulate real-world usage scenarios.

5. Post-Test Questionnaire: Upon completing the tasks, participants filled out this questionnaire to assess their general perception of the website's usability, specific functionalities, and overall satisfaction with the experience. Open-ended questions were included to gather additional comments and suggestions.

Among these documents, the post-test questionnaire proved to be one of the most relevant, as it directly captured participants' experiences. This questionnaire was key to understanding the barriers and facilitators identified during navigation, as well as proposing improvements based on the collected data. The questions included in this questionnaire will be detailed in Table 1, facilitating a deeper and more structured analysis of the results obtained.

Procedure

1. Introduction and Training:
 - a Participants were given a brief introduction to the purpose of the study and the co-discovery methodology.
 - b The experiment's guidelines were explained to ensure participants felt comfortable and understood the process.
 - c Informed consent forms were signed, guaranteeing confidentiality and anonymization of the data collected.
2. Task Design: A set of representative tasks reflecting common usage of the Expedia.com website was defined, including:
 - a Searching for and selecting flights to specific destinations.
 - b Booking hotel rooms within a given set of characteristics.
 - c Comparing vacation package options.
 - d Using filters to refine searches.
3. Execution of the Co-Discovery Technique:
 - a Each pair worked collaboratively at a computer while navigating the Expedia website.
 - b Participants verbalized their thoughts, decisions, and challenges throughout the process, encouraging the exchange of ideas and observations.
 - c The laboratory consisted of two rooms, allowing two groups to perform the experiment simultaneously under the supervision of the experiment facilitators.
4. Data Recording:
 - a The TightVNC Viewer software was used to monitor participants' screens.
 - b OBS screen recording software was employed to capture participants' facial expressions as they interacted with the website.
5. Post-Test Questionnaire:
 - a After completing the tasks, a brief questionnaire was administered to each participant to gather general perceptions of their experience, as well as the main barriers and facilitators identified during navigation.

Table 1. Post-Test User Questionnaire Questions.

No.	Question	Options
1	How would you rate the difficulty of completing the assigned tasks?	Very difficult (1), Difficult (2), Neutral (3), Easy (4), Very easy (5)
2	How would you evaluate your ability to navigate through the assigned tasks while browsing the website during the experiment?	Not oriented (1), Slightly oriented (2), Neutral (3), Oriented (4), Very oriented (5)
3	How would you evaluate the ease of use for the accommodation search?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
4	How would you evaluate your experience using the flight search?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
5	How would you evaluate your experience using the package search?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
6	How would you rate your experience using the filtering options (for example by rating, price, etc.)?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
7	How would you evaluate the clarity of the search results for hotel and flight options?	Not clear (1), Slightly clear (2), Neutral (3), Clear (4), Very clear (5)
8	How would you evaluate the clarity of the service details provided in pop-up windows?	Not clear (1), Slightly clear (2), Neutral (3), Clear (4), Very clear (5)
9	Did you encounter any difficulty accessing the services and policies of the hotels?	No / Yes (specify)
10	How would you rate your experience selecting hotel rooms?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
11	How would you evaluate the ease of returning to previous tabs?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
12	How would you rate the ease of tracking the total purchase value?	Not easy (1), Slightly easy (2), Neutral (3), Easy (4), Very easy (5)
13	How would you evaluate your overall experience using the Expedia website?	Not satisfied (1), Slightly satisfied (2), Neutral (3), Satisfied (4), Very satisfied (5)
14	Was there any functionality of the website that you did not understand?	No/Yes (specify)
15	Would you consider using Expedia to plan future trips?	Yes/No (specify)
16	What did you like most about the website?	Open question
17	What did you like least about the website?	Open question
18	Do you have any suggestions for improving the website?	Open question

4 Results

This section presents the participants' profile, followed by the quantitative and qualitative analyses, and concludes with a general analysis.

4.1 Participant Profile

The participant profile reveals the involvement of students from the fields of computer science and tourism, with male participation accounting for 71% and female participation for 21%. The males were from the computer science field, while the females were from the tourism field, with ages ranging between 20 and 25 years. These characteristics position them as young users accustomed to interacting with digital technologies. However, the analysis of the preliminary questionnaire indicates that all participants were entirely new to using the Expedia website, as none had previously interacted with the platform and described their familiarity with it as "none."

Despite their lack of experience with Expedia, most participants had previously interacted with other travel planning platforms, such as Despegar.com and Latam, suggesting a certain familiarity with similar systems. A total of 65% had used other platforms for travel planning, while the remaining participants had not planned trips at all. Regarding online payment methods, a significant proportion used debit cards (53%), 18% used credit cards, and 29% had not used any payment method.

Before completing the tasks, all participants stated that they had never used this system. However, after the experiment, according to the post-experiment questionnaire, 76% indicated that they would consider using this platform to plan future trips, while 24% stated they would not. This shift in willingness to use the platform reflects the impact of a predominantly satisfactory user experience.

Overall, the participants represent a user profile with sufficient knowledge to interact with digital platforms but with limited experience in the context of travel bookings, particularly with Expedia. This provides a valuable perspective for analyzing Expedia's ability to attract new users and facilitate their navigation through an unfamiliar interface. The results highlight the need for more intuitive and accessible customer experience to capture the attention of first-time users and convert them into repeat customers.

4.2 Quantitative Analysis

This section presents the results obtained from the quantitative questions of the post-test questionnaire, designed to assess participants' experiences after interacting with the Expedia.com platform. The questionnaire questions, organized by categories, are detailed below, allowing for a structured analysis of key aspects such as system usage, accommodations, flights, packages, clarity, and recommendations. This classification aims to facilitate a more effective interpretation of the data, taking into account participants' responses and their relationship with specific areas of evaluation.

- **System Usage**

- Task Completion Difficulty: The majority of participants rated the difficulty of completing tasks as “Easy,” indicating a positive perception of usability. Additionally, four participants provided a “Neutral” evaluation, while one rated it as “Very Easy,” reinforcing the trend toward an accessible experience for most users.
- Navigation and Orientation: Opinions regarding navigation and orientation within the site were more divided. While several users reported feeling “Oriented” or “Very Oriented” (7 and 2 participants, respectively), others indicated difficulties, providing responses such as “Neutral” or “Somewhat Oriented” (5 and 3 participants, respectively). This suggests that the system works well for some but may be confusing for others, depending on their expectations or prior experience with similar platforms.
- Use of Filtering Options: Filtering options, such as by rating or price, were predominantly perceived as “Easy” or “Very Easy” by 71% of participants. However, some users described the experience as “Somewhat Easy” or even “Not Easy,” indicating potential areas for improvement, such as simplifying the interface or providing additional guidance.
- Ease of Returning to Previous Tabs: User experiences with returning to previous tabs were more varied. While several participants rated this action as “Easy” or “Very Easy,” a significant group reported challenges, selecting responses such as “Neutral,” “Somewhat Easy,” or “Not Easy.” This highlights the potential benefit of implementing specific enhancements, such as more intuitive buttons, visual reminders, or avoiding pop-up tabs.
- Overall Experience: The general evaluation of the site was predominantly positive, with many participants rating their experience as “Very Satisfied” or “Satisfied” (53% and 18%, respectively). Nevertheless, some users rated their experience as “Neutral,” and one participant indicated feeling “Somewhat Unsatisfied.” This finding suggests that, while the site meets the expectations of most users, certain aspects may fall short for specific user segments.
- Understanding of Functionalities: The majority of participants did not report difficulties in understanding the site’s functionalities, with only two affirmative responses to this question, representing 12% of the sample. This outcome indicates that the system’s design is generally comprehensible, though opportunities remain to further clarify certain elements.

- **Accommodation**

- Ease of Use in Accommodation Search: The majority of participants positively evaluated the ease of use in searching for accommodations. A total of 41% rated the experience as “Very Easy,” while 47% considered it “Easy.” Only two participants provided a “Neutral” evaluation. This suggests that the search process is intuitive and efficient for most users, though a small minority identified difficulties or areas for improvement.
- Experience in Selecting Hotel Rooms: Responses to this question were overwhelmingly positive, with 59% of participants rating the experience as “Very Easy” and

29% as “Easy.” Two participants expressed a “Neutral” perception, indicating that while the vast majority found the process straightforward, there remains a small margin of participants who were not fully satisfied with their experience in selecting hotel rooms.

- **Flights**

- User Experience in Flight Search: The majority of participants provided a positive evaluation of their experience using the flight search feature. Specifically, 65% rated this task as “Easy,” and 18% rated it as “Very Easy,” reflecting a general perception of simplicity and intuitiveness in the process. However, 18% of users also expressed a “Neutral” perception, suggesting that while the functionality meets the needs of most users, some may require additional improvements to optimize their experience within the flight section.

- **Packages**

- User Experience in Package Search: The majority of participants evaluated their experience as positive; however, there was greater diversity in the responses. Specifically, 29% rated this task as “Very Easy,” while 35% considered it “Easy.” Nevertheless, 18% expressed a “Neutral” perception, and another 18% rated it as “Somewhat Easy.” This variability leans toward a generally positive assessment, but a significant portion of users encountered challenges during the process.

- **Clarity**

- Clarity of Search Results for Hotels and Flights: The majority of participants evaluated the clarity positively, with 29% rating the experience as “Very Easy” and 47% as “Easy.” However, 18% expressed a “Neutral” perception, and 6% found the clarity “Not Easy.” These results indicate that there is room for improvement in the visual and textual comprehension of search results for these services.
- Clarity of Details in Pop-Up Windows: The perception of the clarity of service details displayed in pop-up windows was more varied and not predominantly positive. Specifically, 35% considered the details “Neutral,” 18% rated them as “Very Clear,” and 24% as “Clear,” while another 24% evaluated them as “Somewhat Unclear.” This suggests that pop-up windows could be limited to specific scenarios, as user feedback highlighted concerns regarding the significant number of pop-ups.
- Access to Hotel Services and Policies: A total of 59% of participants reported no difficulty accessing this information, while 35% encountered challenges. According to user feedback, these difficulties arose because the information was hidden or difficult to identify, suggesting the need for a more intuitive display of these details.
- Ease of Tracking the Total Purchase Value: Participants evaluated the ease of tracking the total purchase value as “Very Easy” by 24% and “Easy” by 35%. However, 24% considered it “Somewhat Easy,” and 18% expressed a “Neutral” perception.

This indicates that the total purchase amount was not sufficiently highlighted, making it harder for some users to track.

• Recommendation

- Future Intention to Use Expedia: The majority of participants indicated that they would consider using Expedia to plan future trips. A total of 76% responded affirmatively, reflecting a generally positive perception of the site as a tool for travel organization. However, 24% of users responded negatively, highlighting certain aspects of the site that do not meet the expectations of this user group. The main reasons cited for not using Expedia included comparisons with other online travel agencies, which participants preferred, as well as feedback suggesting that the system was not intuitive enough.

The quantitative analysis of user experience on Expedia reveals a predominantly positive perception, highlighting the ease of task completion, accommodation and flight searches, as well as the general understanding of system functionalities. However, areas for improvement were identified in navigation and orientation, as some users reported difficulties in moving through the site. The search for travel packages exhibited greater variability in responses, suggesting that certain users found the process less intuitive. Additionally, the clarity of information, particularly concerning pop-up windows and access to hotel policies, generated mixed opinions, with some participants reporting difficulties in identifying key details. While 76% of users expressed their intention to use Expedia again, it is also noteworthy that 24% indicated a preference for alternative platforms due to usability issues or comparisons with competitors.

4.3 Qualitative Analysis

The analysis of the qualitative responses to the question, “What did you like most about the Expedia website?” is categorized according to the following key aspects mentioned by the participants:

- Clarity and Organization: One of the most highlighted features by participants was the clarity of the website. Words such as “clear,” “organized,” “easy access,” and “well-structured” were repeatedly used. This suggests that the website’s structure facilitates user navigation.
- Visual Design and User Experience: The simplicity and minimalist design of the website were widely appreciated. Additionally, some participants valued specific details such as animations and the aesthetics of the details list. This indicates that the current visual and design aspects are positively received by users.
- Intuitive Functionality: Several users emphasized the website’s intuitiveness and the clear indication of steps to proceed. This suggests that the booking process flow is well-designed, enabling users to navigate seamlessly without confusion.
- Comprehensive Information and Details: Participants appreciated the detailed information available about hotels and booking options. The “more details” section was also mentioned as a useful resource, reflecting that the content meets user expectations in terms of depth and clarity.

- Minimal Ads and Distractions: The absence of distracting elements, such as advertisements, was another positive aspect noted by participants.
- Variety of Options and Personalization: Some participants highlighted the variety of available options and prices, as well as the functionality to change the region and language. This suggests that the customization capabilities are an added value for users.

The analysis of the responses to the second qualitative question, which asked, “What did you like the least about the Expedia website?” reveals several critical aspects categorized as follows:

- Similarity to Competitors: A criticism repeated by four participants was that the site’s design is perceived as very similar to that of other competitors in the industry. This could undermine the platform’s unique identity and reduce its appeal to users seeking a differentiated experience.
- Visual and Design Issues: Many participants highlighted negative aspects related to the site’s visual appearance. Criticisms included the excessive use of white space and the lack of contrast in elements such as buttons, cells, and tabs. Additionally, the overall aesthetic was described as insufficiently engaging or not visually attractive for a tourism-focused platform.
- Technical Performance: Slow loading times were noted by two participants. This can negatively impact user experience, particularly on platforms where speed is a key expectation for online booking processes.
- Information Availability: Some participants pointed out a lack of clarity in details, such as whether breakfast was included in packages, or issues with elements being unreadable due to their small size. There were also complaints about displaying hotels or rooms without availability, which leads to user frustration.
- Personalization and Accessibility: Participants criticized the limited functionality for selecting languages and regions, suggesting that more options should be available. This could negatively affect the experience of users who do not understand the languages offered.

The analysis of the responses to the final qualitative question, “Do you have any suggestions for improving the website?” can be categorized as follows:

- Implementation of Dark Mode: A repeated suggestion among participants was the incorporation of a dark mode. This was proposed to enhance accessibility and reduce visual fatigue.
- Improvement of Visual Design and Use of Color: Several participants noted that the website lacks diverse color schemes and visually appealing elements. They suggested using more vibrant and differentiated colors for various sections and incorporating clearer and more specific icons.
- Organization of Text and Content: Clarity in the presentation of information was another key point. Participants proposed separating text into clearer sections and using larger, bold typography to improve readability.
- Clarity in Navigation and Functionality: The importance of implementing buttons to return to previous tabs was highlighted. Additionally, some participants recommended

emphasizing key elements, such as policy information, to improve navigation and information accessibility.

- **Marketing and Trust:** One participant suggested increasing marketing and promotional efforts to make the website more well-known and to build greater trust among users, as this participant was unfamiliar with the site (however, none of the participants had prior knowledge of this website).

The qualitative analysis of user feedback on Expedia highlights both its strengths and areas for improvement. Users primarily appreciated the clarity, organization, and intuitive functionality of the system, as well as its minimalist design and absence of advertisements. The customization options, such as language selection, were also positively received.

However, issues were identified in visual design, similarity to competitors, and technical performance. Some users found the aesthetic unappealing, criticized the excessive use of white space, and reported slow loading times. Additionally, concerns were raised regarding information clarity and accessibility, as certain key details essential for decision-making were not easily identifiable.

To enhance the platform, users suggested implementing a dark mode, optimizing the color scheme, reorganizing text for improved readability, and enhancing navigation with more intuitive buttons. Strengthening marketing efforts was also recommended to increase the platform's visibility and user trust. Overall, while Expedia is perceived as user-friendly and well-structured, user perceptions remain subjective. Enhancing its visual identity, technical efficiency, and personalization options could further optimize the user experience.

4.4 General Analysis

The quantitative and qualitative analysis of the results provides valuable insights into the user experience on the Expedia.com platform, highlighting strengths and areas for improvement. This mixed data collection methodology, combined with direct comments from the recordings, was employed to achieve a more comprehensive understanding of the specific responses given and to provide a space where participants could indicate elements, they considered relevant.

From a quantitative perspective, the data obtained through the post-experiment questionnaire shows that most participants positively evaluated the functionality of searching for accommodations, flights, and packages. However, challenges were identified, such as difficulties in returning to previous tabs and issues with the clarity of details displayed in pop-up windows. Specifically, a significant percentage found these elements confusing or unintuitive, underscoring the need for a more consistent and accessible design.

The qualitative analysis adds additional elements to what was previously identified. A fundamental observation in this research is the subjective nature of the user experience, as elements considered positive by certain participants, such as the minimalist design, were perceived as negative by others due to an apparent lack of contrast or dynamism. This emphasizes that the user experience largely depends on individual expectations, needs, and preferences. For instance, some participants valued the clarity of the interface, while

others criticized the lack of personalization and accessibility options, such as the absence of a dark mode or a broader selection of languages.

Accordingly, both the quantitative and qualitative analyses highlight that, although Expedia.com is perceived as a functional and efficient platform, there are opportunities to refine the interface, which emerges as the primary critique identified from various perspectives. These improvements should not only address the general needs of users but also acknowledge the diversity of experiences and perceptions stemming from the inherent subjectivity of each user. By implementing these enhancements based on participant feedback, a more inclusive and satisfactory experience can be ensured for a wide range of user profiles.

5 Conclusions and Future Work

This study evaluated the user experience of Expedia.com with participants from computer science and tourism fields to obtain insights from an interdisciplinary perspective, which allowed the identification of its strengths and weaknesses from the user's point of view, as well as the proposal of improvements to optimize the system. To achieve this, user tests were conducted in a controlled environment, where participants performed specific travel planning tasks, collecting quantitative and qualitative data through questionnaires and observations. This methodology enabled the identification of user perceptions regarding the site's functionality, navigation, and design.

Expedia's strengths, identified in this case study, highlight its provision of intuitive and user-friendly functionalities in its core services, such as searches for accommodations, flights, and vacation packages. Participants appreciated the platform's clear organization and lack of distractions, which facilitated efficient travel planning. Furthermore, they emphasized the design and flow of the booking process, which enabled most users to navigate effectively and with the intention of using the platform again.

Areas for improvement were also identified. These include challenges in navigating between tabs due to the frequent opening of new ones, lack of clarity in service details, insufficient visibility of total purchase costs, among other observations. Additionally, some users reported design issues, such as excessive white space and lack of contrast, as well as the need to enhance accessibility and personalization options, including language and cultural adaptations.

The following are some suggestions for system improvement:

- Redesign the number of pop-up windows to reduce them and present service details more consistently and accessibly.
- Highlight the total purchase value dynamically throughout the entire planning process.
- Consider a more dynamic and visually appealing design, such as the incorporation of a dark mode to improve accessibility, with less information concentrated on a single tab and with visible, prominent buttons for relevant information.

Based on the above, it can be concluded that user experience is subjective, as each individual perceives and prefers different aspects; what might be a weakness for one person could be a strength for another. While most participants found the platform intuitive and efficient, others encountered specific barriers that affected their satisfaction,

directly related to the system's design. Moreover, this study is crucial to understanding these differences and working on improvements that ensure a smoother experience that could satisfy the majority. Addressing the identified weaknesses and implementing the suggested optimizations will help the platform remain competitive in the online travel agency market.

The scope of the research could be expanded to include an analysis of the user experience in other online travel agencies. This would allow for comparisons between platforms, the identification of best practices within the industry, and the detection of opportunities for improvement.

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