

	<b>Kayak</b>	<b>TripAdvisor</b>	<b>Skyscanner</b>
<b>Visibility of system status</b>	Search status on the top part and with the app color.	Search status on the top part with more information, plain colour.	Search status on the top part, with more information and with the app color
<b>Match between system and the real world</b>	Information appears in logical language, with minum From the top to the bottom. They use words like Hotel/Flights/Cars/Flight+Hotel	Information appears in logical language. From the top to the bottom. They have Hotel/What to do/ Restaurants/HolidayRental/Flights/CarRental	Information appears in logical language. From the top to the bottom. They only have Hotels/flights/CarRental
<b>User control and freedom</b>	Pencil icon for Drop-down button to edit search.	Multiple buttons for changing options selected. From dates, passengers and locations.	Magnify glass button for drop-down search.
<b>Consistency and standards</b>	Internal consistency within colors, actions and buttons. External consistency correct in their properly manner	Internal consistency within colors, actions and buttons. External consistency correct in their properly manner	Internal consistency within colors, actions and buttons. External consistency correct in their properly manner
<b>Error prevention</b>	Shows your selection from two options of different websites.	Shows your selection before it links you to the company page	Shows your election before redirecting you to the offer.
<b>Recognition rather than recall</b>	Schedule on left with price on the right in bigger size.	Price on the top left, after the schedule	Schedule on left with price on the right in bigger size
<b>Flexibility and efficiency of use</b>	Filter buttons Taxes button	Reverse the starting point button	Reverse the starting point button Share button
<b>Aesthetic and minimalist design</b>	Minimal design with basic information.	To many text that visually bothers	Simple inicial screen Other pages a bit overfilled.
<b>Help users recognize, diagnose, and recover from errors</b>	has error messages to help the user	has error messages to help the user	has error messages to help the user

Help and documentation	Not easy to search for help Contextual help with premonition text	You can find help in adjustments, support. Contextual help with premonition text	Help in profile and about.. Contextual help in popover



