

# Amazon Tops The Latest App Benchmark With An App...

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## That Matches Their Online Offering

Retailer Amazon has topped the latest App Benchmark study from eDigitalResearch, achieving a top score of 90% with an App that matches the brand's established online usability.

The App comes top of the overall App league table and just 0.8% behind the latest results for its eRetail counterpart. The study found that Amazon has simply transported and adapted all the functionality and usability of its original website directly into the App, allowing smartphone shoppers to browse and buy in the exactly the same way as they can online.

Derek Eccleston, Research Director at eDigitalResearch explains, "Our research is showing time and time again that users expect the same brand experience, regardless of what channel they are using. It is important for brands to take this into account when reaching out to an App audience, and need to make sure that they develop an App that is consistent with brand image, mirroring the sort of functionality a shopper would expect to find on a company's website" whether that's allowing users to shop for products, book a holiday, check accounts or reserve a table.

Looking exclusively at the usability of Apps available on the Apple platform, the study found that Search and Find "Travel Apps were the top performing sector overall, with an average satisfaction score of 83%. Users found that apps were easy to use and navigate, with most providing booking features within the App, meaning that they didn't have to visit other sites elsewhere.

The results highlight several key features that App developers and companies need to take into account when creating an App, including being easy to use, intuitive and simple to navigate. It is essential that all Apps have a clear purpose and should not be seen by brands as a "nice-to-have" feature. They should mirror a company's website across everything from appearance and branding to functionality, product range and features. Apps that failed to reflect their online counterparts were often rated poorly by shoppers, who were sometimes left wondering what the overall function of the App really was.

Food and drink were the lowest performing sector, only managing to achieve an overall satisfaction score of 73%. Poorly performing Apps frustrated users with slow to load pages that were poorly designed with limited capabilities, as users expected to be able to order food or reserve a table if necessary.

The benchmark is the second study of its kind and has now been expanded to almost 70 Apps covering eight different sectors, including retail, travel, media and food and drink.

For a copy of the latest App Benchmark presentation, including the results from all eight sectors, please complete a short registration survey <https://ecustomeropinions.com/survey/survey.php?sid=404519902> .

Alternatively, for access to all eDigitalResearch benchmarks, log in or sign up to the benchmarking area of our website: [www.edigitalresearch.com/benchmarking](http://www.edigitalresearch.com/benchmarking) .

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