



SPRING 2023 QUALITY AWARDS

Quality Excellence Awards



Companies dedicated to driving high quality experiences

In an era of instant, multichannel customer feedback, AI has become crucial to understanding customer feedback at scale to empower product, engineering, and support teams to drive higher quality products, services and experiences.

unitQ takes an insider's look at what it means to drive high-quality experiences by using its proprietary AI and ML algorithms to translate, categorize and summarize 22,225,825 pieces of publicly available Google Play Store and Apple App Store user reviews for 5,318 of Android and iOS's top mobile applications in Spring 2023.

The data from public user reviews, which is just one of many customer feedback sources that unitQ analyzes, surfaces key insights into Quality Issues, Feature Requests, and 4-star reviews on the brink of 5-star reviews in a more detailed Spring 2023 Benchmark report [here](#).

Of these 5,318 applications analyzed by unitQ's proprietary AI, unitQ is pleased to announce 50 Leaders as recipients of the unitQ Quality Excellence Award. This award celebrates companies and their respective product, engineering and customer experience leaders who are committed to delivering consistently high-quality products and services – which shows in the unbiased, public feedback from their users.

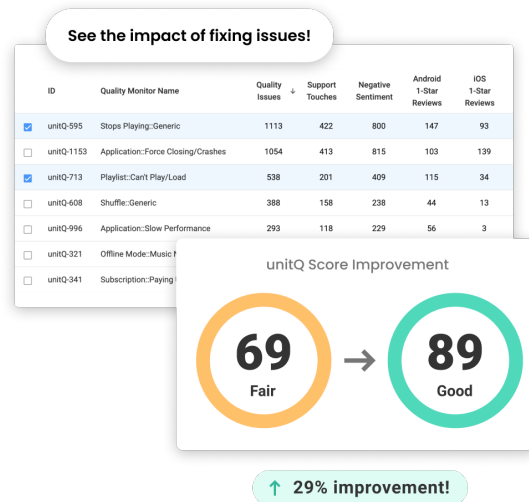
unitQ Score: New benchmark for quality experiences

Recipients selected were among those companies that averaged the highest unitQ Score based on analysis of publicly available Google Store and Apple App Store reviews in Spring 2023.

The unitQ Score is an unbiased and proprietary machine-generated scoring algorithm that represents the percentage of a company's users reporting a frictionless experience with their product or service.

It analyzes real-time user feedback from all public and private channels to reflect user sentiment and satisfaction, and represents the gap between what users expect and their actual experience. The higher your unitQ score, the higher your customer satisfaction across every touchpoint of your customer journey.

unitQ Scores range from Epic to Poor. A unitQ Score of 90 means that for every 100 reviews, just 10 of these reviews surfaced a Quality Issue. A Quality Issue arises when the user experience does not match user expectations, therefore creating user friction.



unitQ score rankings



And the Quality Excellence Awards go to ...

Spring 2023 Quality Excellence Award Recipients

Social Networking



1. TikTok - 90
2. Wink - 90
3. Clover - 87
4. Yubo - 87
5. WhatsApp - 85

Education



1. Brainly - 93
2. Photomath - 93
3. Duolingo - 90
4. Coursera - 86
5. ClassDojo - 82

Finance



1. Rocket Mortgage - 94
2. U.S. Bank - 93
3. Experian - 91
4. Remitly - 86
5. Credit Sesame - 86

Food & Drink



1. Crumbl Cookies - 94
2. Tasty - 93
3. Untappd - 81
4. Foodhub - 77
5. Vivino - 71

Gaming



1. Candy Crush Saga - 94
2. Subway Surfers - 93
3. Survivor!.io - 90
4. FIFA Soccer - 85
5. Roblox - 81

Health & Fitness



1. Sweat - 92
2. GoodRx - 91
3. Ten Percent Happier - 90
4. MapMyWalk - 90
5. 23andMe - 87

Music



1. Audiomack - 94
2. TREBEL MUSIC - 93
3. Streema (Simple Radio) - 91
4. Shazam - 88
5. SoundCloud - 85

Photo & Video



1. Adobe Lightroom - 93
2. Vixer - 92
3. Google Photos - 92
4. Amazon Photos - 88
5. Shutterfly - 83

Shopping



1. Chewy - 89
2. Zappos - 88
3. eBay - 86
4. Cars.com - 84
5. ASOS - 81

Travel



1. Trivago - 92
2. Turo - 89
3. Booking.com - 89
4. TripAdvisor - 88
5. KAYAK - 83



Quality Excellence Leaders: Social Networking Apps



TikTok

90 Epic

TikTok is THE destination for mobile videos. On TikTok, short-form videos are exciting, spontaneous, and genuine. Whether you're a sports fanatic, a pet enthusiast, or just looking for a laugh, there's something for everyone on TikTok.

What do users love about TikTok?

- TikTok is loved for its entertainment value and ability to connect with others
- The app is convenient and provides a variety of content

What do TikTok users want?

- New features such as dark mode and more video editing options.
- An easier way to upload videos and better search functionality.
- A more effective way to prevent hacking, account bans, slow performance, and inappropriate content.



Wink

90 Epic

Wink is the best place to make new friends from all over the world! It's as easy as starting up a conversation with your potential new bestie.

What do users love about Wink?

- The app provides a fun and cool experience, enabling users to make new friends and connect with like-minded individuals.
- Users enjoy its uniqueness and refreshing features, making it a preferred choice over similar apps.

What do Wink users want?

- Better user segmentation/matching to manage the high presence of crypto enthusiasts and children on the app.
- More features without having to pay, and a decrease in the number of ads.
- Reduction in the number of bots, scammers, and fake profiles.



Clover

87 Good

Clover is fast growing live video social entertainment network. Watch live streams, live chat with people around the world, become a content creator and earn rewards. It's fun, friendly and free!

What do users love about Clover?

- Users praise the app for its user-friendly interface, intuitive navigation and helpful features.
- Users say the app has a seamless performance.

What do Clover users want?

- A website version and the ability to see a "last active" status.
- A better payment system and cancellation process.
- More features being available in the free version.



Yubo

87 Good

The ultimate social platform for making new friends all over the world! With millions of users worldwide, we're all about connecting you with like-minded people in a fun and safe place!

What do users love about Yubo?

- Users love the app to meet new people and making friends from all over the world.
- They appreciate the entertainment value, positive experiences, excellent service and administration.

What do Yubo users want?

- More affordable features and not having to pay to see who swiped on them or added them as a friend.
- A seamless verification process. Some users mentioned not receiving the necessary code to register.
- An improved navigation to make the app easier to use.



WhatsApp

85 Good

WhatsApp is an internationally available freeware, cross-platform, centralized instant messaging and voice-over-IP service owned by Meta. It allows users to send text and voice messages, make voice and video calls, and share images, documents, user locations, and other content.

What do users love about WhatsApp?

- Users consistently provide positive feedback about the app.
- Users find the app magnificent, useful, cool, and great.

What do WhatsApp users want?

- Users have requested a split screen view on tablets for WhatsApp, the ability to disable voice messages and have requested the option to merge multiple messages.
- Users have requested more customization options for WhatsApp.



Quality Excellence Leaders: Education Apps



Brainly

93 Epic

Brainly is the perfect homework helper for any student, because it has all the features to make studying fast, easy and fun for YOU! If you have questions related to school, there are over 350 million students and experts ready to answer.

What do users love about Brainly?

- Users appreciate the app's ability to quickly solve problems and assist with tasks.
- Users find the app helpful and appreciate the variety of books available.

What do Brainly users want?

- Some users found the app helpful for homework and clearing doubts, while others wished for reduced tutor fees.
- Others reported that they wanted fewer ads in the free version.



Photomath

93 Epic

Photomath is a mobile computer algebra system with an augmented optical character recognition system designed for use with a smartphone's camera to scan and recognize mathematical equations; the app then displays step-by-step explanations onscreen.

What do users love about Photomath?

- Users love the app for its ease of use and effectiveness.
- The app's ability to solve math problems and provide step-by-step explanations is highly appreciated by users.

What do Photomath users want?

- Users have requested improvements such as eliminating costs, fixing errors, and finding alternative payment methods.
- Users are also requesting the ability to see step-by-step solutions without paying, better recognition of math problems, and the option to buy the app instead of subscribing.



Duolingo

90 Epic

Learn a new language with the world's most-downloaded education app! Duolingo is the fun, free app for learning 40+ languages through quick, bite-sized lessons. Practice speaking, reading, listening, and writing to build your vocabulary and grammar skills.

What do users love about Duolingo?

- Users love the app for its fun and effective language learning methods.
- Users find the streak tracking feature motivating.

What do Duolingo users want?

- Some users suggest improvements such as adding more languages and providing clearer grammar explanations.
- Some users expressed frustration with the heart system in Duolingo while other users wanted clearer grammar explanations.



Coursera

86 Good

Start, switch, or advance your career with more than 8,000 courses, hands-on projects, certificate programs, and degrees. Coursera partners with world-class companies and universities, so that you can learn with experts and build the most job-relevant, in-demand skills.

What do users love about Coursera?

- Affordability is a key factor that users appreciate.
- The app allows users to learn at their own pace and expand their knowledge and skills.

What do Coursera users want?

- Users have requested dark mode.
- Users have requested improvements to the user interface and functionality, including better tablet optimization.



ClassDojo

82 Good

ClassDojo is a global community of more than 50 million teachers and families who come together to share kids' most important learning moments, in school and at home—through photos, videos, messages, and more.

What do users love about ClassDojo?

- Users love the app for its easy communication with teachers and real-time updates on their child's progress and school activities.
- The app's fun and interactive features make users feel like teachers and allow for easy communication with teachers and parents.

What do ClassDojo users want?

- Some users wish there were more free options and a search function.
- Other feedback includes fixing slow notifications and reducing the cost of the Plus feature.



Quality Excellence Leaders: Finance Apps



Rocket Mortgage

94 Epic

Rocket Mortgage is America's largest mortgage lender, helping millions achieve the dream of home ownership. We've revolutionized the industry with the world's very first online mortgage experience.

What do users love about Rocket Mortgage?

- Users love the Rocket Mortgage app for its excellent customer service.
- Users say the app does what it's supposed to do and is simple and easy to use.

What do Rocket Mortgage users want?

- Users have requested improvements such as the ability to set up autopay with multiple bank accounts.
- Users want a more user-friendly login process, and the ability to cancel or edit payment dates.



U.S. Bank

93 Epic

The Minneapolis-based bank blends its relationship teams, branches and ATM network with digital tools that allow customers to bank when, where and how they prefer.

What do users love about U.S. Bank?

- Users love the U.S. Bank app for its user-friendly interface, convenience, reliability, and efficient mobile banking.
- The app is praised for its ease of use and convenience.

What do U.S. Bank users want?

- Users have provided mixed feedback on the U.S. Bank mobile app, with some praising its user-friendly features and ease of use, while others criticize its glitches, technical issues, slow loading times, and lack of functionality.
- Some users have requested specific improvements such as external money transfer and are experiencing too many review requests.



Experian

91 Epic

Experian unlocks the power of data to create opportunities for consumers, businesses and society. We help individuals take financial control and access financial services, businesses make smarter decision and thrive, lenders lend more responsibly, and organizations prevent identity fraud and crime.

What do users love about Experian?

- Users love the app's ability to track and monitor their credit score.
- The app is praised for being easy to use and helpful in improving credit scores.

What do Experian users want?

- Some users have criticized the app's constant notifications and pushy ads.
- Connectivity issues have also been reported.



Remitly

86 Good

Send money to family and friends abroad with the Remitly app. Trusted by millions worldwide, Remitly allows you to send fast and secure money transfers to 3,000+ banks and 350,000+ cash pickup locations worldwide.

What do users love about Remitly?

- Remitly is loved by users for its fast and reliable money transfer service.
- Users appreciate the affordability of Remitly's service, with low fees and great conversion rates.
- Excellent customer support is also highlighted as a positive aspect of Remitly.

What do Remitly users want?

- Users generally find the app to be good and easy to use, but some have reported slow loading times, delivery issues, and concerns about the length of time it takes for bank deposits to arrive.
- Users have provided feedback on improving the app, including lowering fees, improving exchange rates, and increasing payment options.



Credit Sesame

86 Good

Credit Sesame is a free credit score app for all your financial needs. Take a few simple steps, and our credit management app helps get you on a path to a better credit score, a secured credit card, a lower-interest-rate auto or personal loan, or even a new house.

What do users love about Credit Sesame?

- Users love Credit Sesame for its helpfulness in building and monitoring their credit.
- Users report that the app provides helpful credit building tools, easy navigation and accurate credit reports.

What do Credit Sesame users want?

- Generally, users find the app helpful but suggest improvements in payment processing and loading cash at stores.
- Users have requested improvements such as a larger address box and more money rewards.



Quality Excellence Leaders: Food & Drink Apps



Crumbl Cookies

94 Epic

Crumbl is the fastest-growing cookie company in the nation with over 700 locations in the USA and Canada. Whether you need cookie pickup, delivery, shipping, or catering, we'll serve your favorite cookies, your favorite way.

What do users love about Crumbl Cookies?

- Users love the app's ease of use, rewards system, and informative features.
- Users love the delicious and fresh cookies, with a variety of flavors, and consider it the best cookie place ever.

What do Crumbl Cookies users want?

- Feedback on the app is mixed, with positive comments about the cookies but some concerns about pricing, limited options, and occasional undercooked cookies.
- Suggestions for improving the app include easier navigation, more accurate information on available cookies, and the ability to rate and favorite cookies.



Tasty

93 Epic

Tasty has over 3,000 tasty recipes at your fingertips. Tasty serves as your very own mobile cookbook, and an innovative search tool that allows you to filter by any ingredients, cuisine and social occasion you're in the mood for.

What do users love about Tasty?

- The step-by-step videos and easy to follow recipes are highly appreciated.
- The app's search engine is helpful in finding specific recipes.
- Users appreciate the community aspect of the app.

What do Tasty users want?

- Users want more diverse recipes and improvements to the ingredient search function.
- Users have requested language selection, better support options, more local recipes, and additional features such as diet plans and meal prep/lunch boxes.



Untappd

81 Good

Discover and share great beers, breweries, and venues with your friends, while earning badges for exploring beers of different styles and countries.

What do users love about Untappd?

- Users love the app for tracking and discovering new beers.
- Users can keep a record of their beer preferences.
- Users can connect with likeminded beer drinkers.

What do Untappd users want?

- Some users have requested specific improvements such as a barcode scanner and better sorting options.
- Users have requested improvements such as better translations, a more user-friendly UI, and the ability to sort beers by rarity.



Foodhub

77 Good

Foodhub offers a wide selection of restaurants and takeouts in your local area. Unlike other food portals, we don't charge you a service fee for ordering. Same meal, same restaurant, better deal.

What do users love about Foodhub?

- The app is loved for its ease of use and efficient service, with quick delivery.
- Users appreciate the delicious food and great service provided by the app.
- Users appreciate the fair prices and selection offered by the app.

What do Foodhub users want?

- Some users praised the quality and speed of delivery, while others reported issues with late delivery, missing items, and food temperature.
- Some users have criticized it for poor customer service.



Vivino

71 Good

As the world's largest online wine marketplace and most downloaded wine app, the Vivino community is made up of millions of wine drinkers from around the world, coming together to make buying the right wine simple, straightforward, and fun.

What do users love about Vivino?

- Users love the app for its usefulness and wealth of information on wines.
- The app's helpful community is also highly appreciated.
- Users find the app easy to use, reliable, and appreciate its excellent features such as challenges and personal taste percentage.

What do Vivino users want?

- Users have requested a notes feature and the return of the wine list scanner feature.
- Some users have requested better cellar management and sorting options.
- Users have suggested a vote from 0 to 10 for wine ratings.



Quality Excellence Leaders: **Gaming Apps**



Candy Crush Saga

94 Epic

Switch and match Candies in this tasty puzzle adventure to progress to the next level for that sweet winning feeling. Solve puzzles and be rewarded with delicious rainbow-colored cascades and tasty candy combos.

What do users **love** about Candy Crush Saga?

- Users find it fun, cool, challenging, addictive, and a great way to pass the time
- Users describe it as delicious, excellent and awesome.

What do Candy Crush users **want**?

- Users want personalized ads and less of them.
- Users want less in-app purchases to progress.



Subway Surfers

93 Epic

Tour the world with Jake, Tricky and friends. Escape the grumpy guard and avoid oncoming trains in one of the most exciting endless runners of all time.

What do users **love** about Subway Surfers?

- Users find it fun and engaging.
- Users appreciate the opportunities for sharpening their minds.

What do Subway Surfers users **want**?

- Some users have requested new updates, new characters, and multiplayer mode.
- Other users have complained about bugs, lost progress, and ads.



Survivor!.io

90 Epic

Dangerous zombies are attacking the entire city! As a human warrior with unlimited potential, you and other survivors will have to pick up your weapons and battle these evil and dangerous zombies!

What do users **love** about Survivor!.io?

- Users appreciate the minimal ads and fair rewards.
- The app's graphics and varied strategy elements are also highly praised.
- Optional microtransactions are seen as a positive feature by some users.

What do Survivor!.io users **want**?

- Users have provided mixed feedback, with some expressing frustration with bugs, billing elements, excessive ads, and pay-to-win mechanics.
- Feature requests include playing with friends, more events, easier ways to obtain gems, multiplayer, tablet support, and a defined ending.



FIFA Soccer

85 Good

Build an Ultimate Team™ of your favorite soccer stars and kickoff your journey to the FIFA World Cup™ in EA SPORTS™ FIFA Mobile today.

What do users **love** about FIFA Soccer?

- Users respect the app/game's representation of Islam.
- Users praised the graphics, gameplay and entertainment value of the app.

What do FIFA Soccer users **want**?

- Users have requested various features such as an offline mode, review matches, and the ability to remove skills from the sprint button.
- Some users have requested specific improvements such as better goalkeepers and customizable controls.
- Some users have complained about pay-to-win elements.



Roblox

81 Good

Roblox builds the tools and platform that empower people to create their own immersive experiences, so that any world they can imagine can be brought to life.

What do users **love** about Roblox?

- Users love the app/game.
- Users appreciate the fun and entertainment value.

What do Roblox users **want**?

- Some users wish there were more ways to earn or obtain rewards for free.
- Some users experience battery drain and freezes.



Quality Excellence Leaders: Health & Fitness Apps



Sweat

94 Epic

Train at home or in the gym with one of the world's largest women's fitness communities! Sweat offers a broad suite of challenging, yet achievable programs with workouts you can do anywhere, anytime to progressively build your fitness.

What do users love about Sweat?

- Users love the app's variety of workouts, trainers, and personalized programs.
- The app is easy to use and has easy-to-follow instructions.
- Users find the trainers motivating and appreciate the convenience and results of the app.

What do Sweat users want?

- Users want the app to have calorie tracking, offline use, clearer instructions and more diverse representation.
- Users also want the ability to customize workouts, more exercise modifications, better integration with fitness trackers and a search feature.



GoodRx

93 Epic

GoodRx is your solution to convenient and affordable medications. Find discounts up to 80% on prescriptions and save money on what matters. GoodRx is a free pharmacy coupons app that helps millions of Americans save money on pills, prescription drugs and medical costs.

What do users love about GoodRx?

- Users love GoodRx for saving them money on prescriptions.
- GoodRx often provides better prices than users' insurance, making medications more affordable.

What do GoodRx users want?

- Users are requesting a feature to save favorites.
- Bug fixes and less app crashes and login issues.



Ten Percent Happier

90 Epic

Ten Percent Happier offers courses, meditations, and expert coaching in our app to help anyone learn meditation and reduce stress.

What do users love about Ten Percent Happier?

- Users love the app for its helpful and accessible meditation practices that bring a sense of calm and mindfulness to their daily lives.
- Users appreciate the app's simplicity, accessibility, and effectiveness in providing high quality guided meditations and teachings from expert instructors.
- Users value the app's diverse teachers, helpful courses, and life changing impact on their meditation practice.

What do Ten Percent Happier users want?

- Easier session tracking and better search functionality.
- Some users have requested longer guided meditations and clarification on the Dalai Lama's involvement.
- Users want more free content.



MapMyWalk

85 Good

Whether you're just starting your fitness journey or are a seasoned runner, this app has what you need to stay on track and motivated to hit your goals.

What do users love about MapMyWalk?

- Users love MapMyWalk for its ability to track walks accurately.
- MapMyWalk motivates users to keep going.
- Users appreciate the app's usefulness and efficiency.

What do MapMyWalk users want?

- Users have suggested improvements including better GPS tracking and more customizable settings.
- Some users want less intrusive voice announcement and better calorie tracking.



23andMe

81 Good

Explore your DNA with 23andMe. Discover how your DNA connects you to 2000+ geographic regions around the world. Gain insights into your health, traits, and more.

What do users love about 23andMe?

- Users love the app for its ability to provide detailed genetic breakdown and health information.
- Users appreciate the app's ability to connect them with biological family members and discover their heritage.

What do 23andMe users want?

- Users have requested a map feature to see where everyone is from.
- Dark mode and multilingualism are also requested features.
- Some users have requested an increase in the limit of family tree members.



Quality Excellence Leaders: Music Apps



Audiomack

94 Epic

Audiomack is the global streaming music app that lets you download and offline the hottest albums, songs, mixtapes and playlists.

What do users love about Audiomack?

- Users find the app helpful for their needs.
- Users highly recommend the app for its ease of use and convenience.

What do Audiomack users want?

- Users have mixed feedback on the Audiomack app, with some praising its ease of use and user-friendly interface, while others criticize the excessive ads and lack of certain features such as lyrics and access to local mp3 files.
- Users have expressed a need for better song search and organization, as well as a desire for more songs.



TREBEL MUSIC

93 Epic

TREBEL MUSIC is a free music app that allows you to listen to your favorite music offline, on-demand, and anytime!

What do users love about TREBEL?

- Users love the app and find it excellent, very good, and useful.
- The app's ability to download and listen to music without the internet is highly appreciated by users.
- Users appreciate the optimal variety and quality of music available on the app.

What do TREBEL users want?

- Users have reported issues with downloading certain songs, encountering ads, and the app crashing.
- Users have suggested improvements to the app's music selection, sound quality, and functionality.



Streema

91 Epic

Streema (Simple Radio) is a free online radio tuner to discover, share, and listen to radio stations with your friends. Listen to more than 70,000 radio stations and watch more than 10,000 TV stations.

What do users love about Streema?

- Users love the excellent functionality and easy-to-use interface of the app.
- Streema is loved for its wide variety of radio stations from all over the world.
- Users find the signal of Streema to be reliable.

What do Streema users want?

- Users have requested specific improvements such as the ability to create lists and organize saved stations, as well as less frequent and intrusive ads and interruptions in playback.
- Users have requested more stations, less ads, and improved stability for the radio app.



Shazam

88 Good

Shazam is a mobile app that recognizes music around you. It is the best way to discover, explore and share the music you love.

What do users love about Shazam?

- Users love the app for its speed, precision, effectiveness, and accuracy.
- Users appreciate the app's ability to quickly and accurately identify and find music.

What do Shazam users want?

- Users have suggested improvements such as adding more local and older songs, improving the app's ability to identify African music, and allowing users to write notes.
- Users have requested improvements such as the ability to log in to Spotify and access to YouTube Music.



SoundCloud

85 Good

SoundCloud lets people discover and enjoy the greatest selection of music from the most diverse creator community on earth. Its open platform directly connects creators and their fans across the globe.

What do users love about SoundCloud?

- Users find the app to be very good, cool, excellent, reliable, and easy to use.
- The app is loved for its convenience and great music selection.
- Users appreciate the diverse music selection and high-quality sound.

What do SoundCloud users want?

- Some users experience issues with playback and crashes.
- Users want adding more free features, reducing ads, improving design, adding a sound amplifier, adding a repeat button, merging songs in a playlist, and improving search filters.



Quality Excellence Leaders: Photo & Video Apps



Lightroom

93 Epic

Adobe Photoshop Lightroom is a free photo & video editor that helps you capture and edit stunning images, with powerful presets and amazing filters for pictures.

What do users love about Lightroom?

- The user experience is great and seamless.
- The interface is user friendly.

What do Lightroom users want?

- Users have requested improvements such as fixing crashes, adding more free features, and allowing specific folder imports in the Lightroom app.
- Users would like an updated UI.



Vixer

92 Epic

Edit and merge multiple videos and photos into one gorgeous movie. Add filters, frames and your favorite music to really make it unique.

What do users love about Vixer?

- Users love Vixer for its user-friendly interface, editing options, music library, and professional results.
- Users appreciate how easy and intuitive the app is for creating quality reels and videos.

What do Vixer users want?

- Many users suggest improvements such as more music options, better text editing, and more affordable pricing for premium features.
- Users have also requested better filters and lower subscription costs.



Google Photos

91 Epic

Google Photos is the home for all your photos and videos, automatically organized and easy to share.

What do users love about Google Photos?

- Users love the app for its various features and functions.
- Users consistently provide positive feedback about the app, describing it as very good and excellent.

What do Google Photos users want?

- Users provided feedback on improving the app, including the ability to backup photos without the Internet, and want the ability to detect and delete duplicate photos.
- Users are also requesting improvements to storage capacity, album organization, editing options, and account recovery.



Amazon Photos

88 Good

Amazon Photos lets you store, print, and share full-resolution photos, keeping favorite moments secure and in the spotlight.

What do users love about Amazon Photos?

- Users praise the app for its user-friendly interface and intuitive navigation.
- Users love the app for its seamless performance.

What do Amazon Photos users want?

- A website version and the ability to see a "last active" status.
- A better payment system and cancellation process.
- More features being available in the free version.



Shutterfly

83 Good

Welcome to your one-stop shop for personalized photo gifts, holiday cards, home decor, photo books, prints and calendars. Browse custom cards like wedding invitations and birthday cards or photo gifts such as a jigsaw puzzle or a throw blanket.

What do users love about Shutterfly?

- Users love Shutterfly for its excellent quality products and prints.
- Shutterfly's fast shipping is highly praised.
- The app is convenient, affordable, and easy to use for printing photos and creating personalized gifts.

What do Shutterfly users want?

- Users want improvements in navigation, editing options, and customer service.
- Users have requested an improved user interface and more customization options.



Quality Excellence Leaders: Shopping Apps



Chewy

89 Good

Chewy offers the personalized service of a neighborhood pet store alongside the convenience and speed of e-commerce.

What do users love about Chewy?

- Chewy is loved for its great deals, affordability, and competitive prices.
- Users appreciate the wide variety of pet products available on the app.
- Chewy's customer service and helpful staff are highly praised by users.
- The app's fast and reliable delivery is a major plus for users.

What do Chewy users want?

- Better recognition of discount codes.
- Users have requested better payment options and enhanced app navigation..
- Users have requested more coupons and lower prices.



Zappos

88 Good

We've got everything to satisfy your shopping needs: from on-trend sneakers to stylish flats and comfy boots. In the mood for more shopping? Take a look at our clothing, bags and accessories, too.

What do users love about Zappos?

- Great selection of products, fast shipping, easy returns and excellent customer service.
- Easy search and filter options.
- User-friendly app with smooth navigation.

What do Zappos users want?

- Users are requesting improvements in navigation, and a better iPad app experience.
- Users are requesting fixes for issues relating to login, freezing and better filtering.



eBay

86 Good

We create pathways to connect millions of sellers and buyers in more than 190 markets around the world. Buy, sell, and browse millions of items on the go.

What do users love about eBay?

- Users love the app for its convenience, wide range of features, ease of use, reliability, and helpful features.
- Some have called the app awesome, exceptional and spectacular.

What do eBay users want?

- Better communication with sellers.
- Improvements also requested include better search filters, the ability to see custom watchlists, a block seller option, improvements to the search engine, and seller reporting.



Cars.com

84 Good

Cars.com is a leading digital marketplace and solutions provider for the automotive industry that connects car shoppers and sellers.

What do users love about Cars.com?

- Users love the app for its great selection of cars, helpful staff and easy-to-use interface.
- Users love the detailed information about cars for sale.

What do Cars.com users want?

- Users have suggested more updated pricing information and better filtering.
- Users want to be able to hide unwanted results and want panoramic videos of car interiors.



ASOS

81 Good

ASOS is a global online retailer for fashion-loving 20-somethings with the aim of giving customers the confidence to be whoever they want to be.

What do users love about ASOS?

- Users love ASOS for its unique and colorful clothing, good quality, affordability, fast delivery, and great sales.
- The wide selection, quality products, easy returns, and hassle free shopping experience on ASOS are also highly praised by users.

What do ASOS users want?

- Users appreciate the app's ease of use and variety of products, but have concerns about customer service, difficulty finding size charts, and lack of filtering options for materials/fabrics.
- Users want improvements to the app's language options, navigation, filtering and customer service.



Quality Excellence Leaders: Travel Apps



Trivago

92 Epic

We are a metasearch engine that compares accommodation prices and offers provided to us by many different online booking sites.

What do users love about Trivago?

- The app is praised for its ability to compare prices.
- Users love the app because they can find the best deals on hotels and resorts.

What do Trivago users want?

- Users have requested improvements to the searching and filtering options, as well as more accurate pricing information and more hotel options.
- Some users have reported issues with performance and fake profiles.



Turo

89 Good

Turo is the world's largest peer-to-peer car sharing marketplace where you can book any car you want, wherever you want it, from a vibrant community of local hosts across the US, UK, Canada, and Australia.

What do users love about Turo?

- Turo offers a seamless rental process, great prices, exceptional customer service, and reliable transportation.
- Users appreciate the convenience, flexibility, and affordability of renting cars from individual owners through the app.

What do Turo users want?

- Some users have requested specific improvements such as better delivery options, vehicle-specific search, and more host flexibility.
- Others have experienced issues with customer service and shady practices by some owners.
- Users have requested improvements such as better trip details and lower fees.



Booking.com

89 Good

Booking.com seamlessly connects millions of travelers to memorable experiences, a variety of transportation options, and incredible places to stay – from homes to hotels, and much more.

What do users love about Booking.com?

- The app is effective and reliable in finding good deals on accommodations worldwide.
- Users value the immediacy of the app in providing results.

What do Booking.com users want?

- Suggestions for improvement include saving search filters, adding the option for flight and hotel bookings, and addressing concerns about competitive rates and difficulty becoming a Genius member.
- Users have requested various improvements including simplifying emails, adding filter options, fixing maps, and improving customer service.



TripAdvisor

88 Good

As a travel guidance company, TripAdvisor brings people, passions and places together. We aim to help make you a better traveler, from travel planning, to booking to taking a trip.

What do users love about TripAdvisor?

- Users love the delicious food, great service, and beautiful atmosphere of various restaurants and hotels they have visited.
- Users love the TripAdvisor app for finding and reviewing restaurants, hotels, and places of interest.

What do TripAdvisor users want?

- Users want more language options and more search filters.
- Users also want a flights tab and sorting hotel photos by recency.
- Users want more frequent app updates.



KAYAK

82 Good

KAYAK searches hundreds of travel sites at once to find exactly what you need for your trip, from cheap flights to great hotel deals and car rentals.

What do users love about KAYAK?

- Users love the app's ability to find cheap flights, track flights, and book air travel and car rentals with ease.
- The app is praised for its practicality, speed and usefulness.

What do KAYAK users want?

- Users want the ability to import more travel documents, and a large widget for travel plans.
- Better customer support and enhanced app performance.

Trusted by category-leading companies



About unitQ

As the leading real time customer feedback platform, unitQ empowers companies with AI-powered, actionable insights from user feedback to help them craft high-quality products, services and experiences. unitQ centralizes feedback from all sources and automatically groups it into thousands of granular categories to help organizations discover what matters most to users – all in real time. Category-leading companies like Spotify, Bumble, Pinterest, Chime and HelloFresh rely on unitQ to drive growth, reduce churn and build brand loyalty.

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