

Top Online Problems for those who Conducted Online Travel Transactions



Key Problems Encountered

- 43% Received error messages.
- 34% The website was difficult to navigate.
- 30% Difficulty checking in/ logging on to the website.
- 31% Insufficient, incorrect, or confusing information on the website.
- 29% Unable to complete an action or transaction due to an endless loop.
- 29% Search function on the website was not functioning properly.
- 20% Were automatically kicked off the page.

Source: 2009 UK Tealeaf Survey of Online Consumer Behavior, conducted by Harris Interactive